

PROGRAM MANAGER'S REPORT

RADIO STATION WBZZ MONTH OF October, 19 87

1. Please list all personnel changes made during the month:

NAME	POSITON	HIRED	SALARY/DRAW	RES/TERM
<u>NONE</u>				

2. Were letters sent to schools, local programs and/or organizations which promote minority hiring? If not, please explain: YES

Are FCC and company guidelines for minorities and upper-four job categories being met. If not, please explain. Yes, to the best of my knowledge.

3. Were commercials reviewed and monitored daily: If no please explain: yes, commercials were reviewed.

What problems have you found and how did you solve them? No problems were found.

4. Did you have to discipline any of your staff during the month or encounter any special problems with announcers? Do you anticipate any potential staff changes? If so, please describe and attach any written documentation between you and the announcer regarding the problem. No discipline was necessary.

[Handwritten signature]
11/6/87

5. Have all audit procedures been performed? If not please explain:

Yes, all audit procedures were performed.

Describe any problems: _____

6. Were all pertinent listener comments regarding the format passed on to the home office? If not, please explain: _____

Yes, attached to report.

7. Were all required airchecks sent once a month to headquarters (scoped of each jock, one hour unedited). If no please explain: (Please enclose all written aircheck critiques.)

Airchecks sent to corporate.

8. Was the station off the air for any time during the month? If so please describe: Yes, antenna maintenance.

9. What promotions/contests are you currently running (include copies of contest rules and formatics).

Winner's Choice Prize Catalog, Wheel of Fortune contest.

10. Has the station had any publicity regarding the above? If so, please send copies of newspaper (local or trades) and dubs, if possible of TV coverage. Give brief description of any other publicity: No coverage.

11. Give a brief description of any promotions/contests being planned for the near future: _____

Thanksgiving and Christmas giveaways, and New Year's Eve party.

12. List any special appearances by staff members. (attached) _____

13. Was the office cleaned and maintained properly during the month? Was the equipment maintained to your standards? If not what problems did you have? Yes, office cleaned properly. _____

14. Do you have any purchase requirements exceeding \$100 coming up in the next month? None expected. _____

15. Did the station sound up to your standards for the month? If there are any special problems, ideas or other matters concerning your department, please give a brief description and any plans you have to solve the problems. _____

Yes, station sounded up to my standards.

16. Are ascertainment interviews being conducted on a regular basis?
Yes No Explain: _____

How many ascertainments were placed in the Public File this month? 18

What is the total number of ascertainments to date? 236

17. Were there any new additions (other than ascertainments) to the Public File this month? Yes No If yes, please identify: _____

political request forms, quarterly issues, general letters

18. Are we meeting program proposals and requirements (as listed in our last license renewal) for the following program categories:

NEWS	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
PUBLIC AFFAIRS	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
OTHER PROGRAMS	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>
PSA	YES	<input checked="" type="checkbox"/>	NO	<input type="checkbox"/>

If no in any category, please explain: _____

11/2/87
DATE


SIGNATURE

OCTOBER 1987

SUMMARY

The "Winner's Choice" catalog was mailed out the last week of September and we are now half way through the promotion on air. In the past month we have awarded 4 prizes, 2 prizes from the catalog and 2 trips to Disneyworld in conjunction with the catalog mailing. With the holidays right around the corner we are gearing up for a Thanksgiving and Christmas promotions. For Halloween this month we sponsored 7 haunted houses and had the jocks appearing at them with the van and the "B" mascot. The staff gave up a lot of their free time this month for this and it was great to be appearing all around town. We celebrated Halloween night sponsoring the "Heart" show and having a party outside the Civic Arena with a complete sound system and all the jocks present. The weather cooperated by give us a 60 degree night and the party and concert were a huge success.

There were no changes made in regards to personnel during October and things around town seem quiet with no reactions from the recent book by any of the competitors. The rumors of WYDD, the other CHR changing still persist and the takeover date by the new owners will be the middle of the month.

The results from our Jay Billie music test have been applied to the station and we were able to delete about 50 songs from the library and add another 20 titles that tested great. In addition we moved about 50 titles into different categories. The changes are in effect for the Fall book and have helped to freshen up the sound of the station.

Rantel will be presenting the results from our Perception study sometime around the first of December. Were looking forward to seeing the areas that we can improve in and areas we need to reinforce as our strength.

In October we welcomed Heart, Tina Turner, U2, John Cougar and David Copperfield in concert.





TO: Banana Don
FROM: Jim Richards
DATE: October 27, 1987
RE: Air Check Session

Some little things we have discussed over the past few days:

- Be careful when you have to move music around or play a certain song to fit into the show. Make sure you examine the songs that are scheduled around it so we don't play 2 dance songs (Madonna & Expose) or 2 rock songs (Eddie Money & Robert Palmer) back to back.
- Don't EVER discredit Dennis Bowman or his forecasts. I realize that Dennis will be wrong occasionally but don't say "don't believe Dennis and trust us for the forecast".
- Make sure to get the updated forecast from Liz after Dennis does his first report in the morning. We all have to be giving the same exact forecast throughout the morning.
- Whenever you say you're going to do something in the next half hour, DO IT. Don't put it off until the next hour. We have to make sure we deliver what we promise.
- When you're airchecking, please leave your mike open when you are playing back a pre-recorded bit. This will help us in our airchecking sessions and allow me to hear your entire show.

JR:ksk

cc: Tex Meyer
Liz Randolph



TO: Liz Randolph
FROM: Jim Richards
DATE: October 27, 1987
RE: Air Check Session

Liz, some little things that we have covered over the past few days:

- After Dennis gives you the updated forecast, make sure Quinn & Banana get a copy of it for the main studio.
- In your Friday Events, please include the appearances that the staff members will be making.
- In your story about the jet crashing into the Ramada, we should have included that his last stop was Pittsburgh. It's a great way to give a national story some local flavor.
- I know that the stories in the :25 updates don't change all that much from hour to hour, but remember to always change the way the story is written so we are keeping the stories as fresh as possible.

JR:ksk

cc: Tex Meyer



TO: Jeff McKaye, John Cline, Troy Garrett, Tank Sherman
FROM: Jim Richards
DATE: October 13, 1987
RE: Newswire

All of you have been told numerous times to clear the wire machine every half hour. Well beginning at 4:00PM and continuing through 5:00AM this morning, the wire was never checked. When Liz walked in this morning, she found the paper had run out at 4PM yesterday afternoon.

We talk about being relatable on the air. How did you know California didn't have another earthquake or President Reagan didn't get shot, or that the National Weather Service didn't change the forecast since they only update it every 5 hours on the phone. There is no excuse for the wire not being checked every half hour.

All of you owe Liz Randolph an apology.

NEVER LET THIS HAPPEN AGAIN!

A handwritten signature in black ink, appearing to be 'Liz Randolph', is written in the center of the page.

cc: Tex Meyer
Liz Randolph



TO: Mike Beach
FROM: Jim Richards
DATE: October 27, 1987
RE: Air Check Session

Mike, things we discussed in your air check session:

- Your inflection and pacing sounds good.
- Be careful of throwing in extra words that have no purpose to what you are saying. It just adds time to the break and slows the momentum of the station.
- Use "Pittsburgh's B-94 FM" at least every other hour.
- Make sure you are selling "The Best New Music First" before anything else in the :52 break.
- You did a good job putting your winners on the air. Continue to keep them short and to the point.

Thanks for all your help and taking the time to make appearances at some of our haunted houses.

JR:ksk

cc: Tex Meyer

A handwritten signature or set of initials, possibly 'JR', written in black ink.



TO: Tank Sherman
FROM: Jim Richards
DATE: October 27, 1987
RE: Air Check Session

Tank, things from the air check session:

- There is never a need to rush, keep things at a smooth, steady pace at all times. Keep the momentum of the station moving forward at all times.
- Edit the forecast a bit more, you can edit about 3-5 seconds off of them and still do the complete forecast.
- Time is not important every break until the 5:00AM hour. From your 4:55 break on I would make sure you mention the time for the people who are getting up for work.
- Your energy level is good.
- Be sure to rotate the beds correctly and match the beds to the song that is ending.
- When you are starting a "4 in a row" set off with a newer song, be sure to sell it just as you would a new song that is programmed at the end of a "4 in a row". Obviously, this only applies to the :35 and :55 breaks.
- Make sure you are using "Pittsburgh" at least every other hour in your breaks. "Wrapping up another 4 in a row on Pittsburgh's B-94 FM.....Playing the best new music first on Pittsburgh's B-94 FM", etc.

Attached you will find some overnight breakouts from the summer Arbitron. The teens and 18-34's look outstanding. The breakouts from 25-54 look very good also with B-94 FM only trailing by a few shares to get up to second in that demo. With the slightly smaller sample size, this can be somewhat erratic from book to book. We'll keep a close eye on this. In the spring book, we were not number 1 in those 18-34 demos. We should be very happy with the growth we have seen since then.

Good job.

JR:ksk

cc: Tex Meyer

WBZZ/B-94 FM, 1715 Grandview Avenue, Pittsburgh, PA 15211, (412) 381-8100

TEENS 12-17 -- MON-FRI 2A-6A (METRO)

STATION	AVG PERS	AVG RTG	CUME PER	CUME RTG	TSL (QH)
1 WBZZ-FM	3,500	1.8%	55.6%		
2 KDKA	700	0.4%	11.1%		
3 WXXP-FM	500	0.3%	7.9%		
4 WLTJ-FM	300	0.2%	4.8%		
5 WYDD-FM	200	0.1%	3.2%		
6 WDVE-FM	200	0.1%	3.2%		
7 WSSZ-FM	100	0.1%	1.6%		
8 WMYG-FM	100	0.1%	1.6%		
9 WHTX-FM	100	0.1%	1.6%		
10 WDSY-FM	100	0.1%	1.6%		
11 WAMD-FM	100	0.1%	1.6%		
12 WYTK-FM	0	0.0%	0.0%		
13 WWSW-FM	0	0.0%	0.0%		
14 WTKN	0	0.0%	0.0%		
15 WTAE	0	0.0%	0.0%		

PRESS <+> to see more stations:

MARKET TOTALS: 6,300 = 3.2%

PRESS: <L>OAD new data <G>RAPH Menu <A>UTO-RANK

WOMEN 18-34 -- MON-FRI 2A-6A (METRO): RANK BY AVG

IM #	STATION	AVG PERS	RTG	SHH	CUME PER	CUME RTG	TSL (QH)
1	WBZZ-FM	3,200	1.0%	27.4%			
2	KDKA	2,300	0.7%	19.7%			
3	WMYG-FM	1,300	0.4%	11.1%			
4	WLTJ-FM	1,200	0.4%	10.3%			
5	WWSW-FM	900	0.3%	7.7%			
6	WDVE-FM	800	0.3%	6.8%			
7	WHTX-FM	500	0.2%	4.3%			
8	WAMD-FM	500	0.2%	4.3%			
9	WYDD-FM	400	0.1%	3.4%			
10	WXXP-FM	100	0.0%	0.9%			
11	WPIT-FM	100	0.0%	0.9%			
12	WDSY-FM	100	0.0%	0.9%			
13	WYTK-FM	0	0.0%	0.0%			
14	WTKN	0	0.0%	0.0%			
15	WTAE	0	0.0%	0.0%			

PRESS <+> to see more stations:

MARKET TOTALS: 11,700 = 3.7%

PRESS: <L>OAD new data <G>RAPH Menu <A>UTO-RANK

ADULTS 18-34 -- MON-FRI 2A-6A (METRO)

STATION	AVG PERS	AVG RTG	CUME PER	CUME RTG	MTSL (QH)
1 WBZZ-FM	4,200	0.7%	18.4%		
2 KDKA	3,000	0.5%	13.2%		
3 WDVE-FM	2,700	0.4%	11.8%		
4 WMYG-FM	2,000	0.3%	8.8%		
5 WAMQ-FM	2,000	0.3%	8.8%		
6 WLTJ-FM	1,500	0.2%	6.6%		
7 WYDD-FM	1,000	0.2%	4.4%		
8 WWSW-FM	1,000	0.2%	4.4%		
9 WHTX-FM	1,000	0.2%	4.4%		
10 WDSY-FM	1,000	0.2%	4.4%		
11 WTKN	300	0.0%	1.3%		
12 WXXP-FM	200	0.0%	0.9%		
13 KQ					

#####

ADULTS 18-34 -- MON-FRI 2A-6A (METRO)

STATION	AVG PERS	AVG RTG	CUME PER	CUME RTG	MTSL (QH)
1 WBZZ-FM	4,200	0.7%	18.4%		
2 KDKA	3,000	0.5%	13.2%		
3 WDVE-FM	2,700	0.4%	11.8%		
4 WMYG-FM	2,000	0.3%	8.8%		
5 WAMQ-FM	2,000	0.3%	8.8%		
6 WLTJ-FM	1,500	0.2%	6.6%		
7 WYDD-FM	1,000	0.2%	4.4%		
8 WWSW-FM	1,000	0.2%	4.4%		
9 WHTX-FM	1,000	0.2%	4.4%		
10 WDSY-FM	1,000	0.2%	4.4%		
11 WTKN	300	0.0%	1.3%		
12 WXXP-FM	200	0.0%	0.9%		
13 KQV	200	0.0%	0.9%		
14 WPIT-FM	100	0.0%	0.4%		
15 WLSW-FM	100	0.0%	0.4%		

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MARKET TOTALS: 22,800 = 3.6%#####

PRESS <+> to see more stations:

PRESS: <L>OAD new data <G>RAPH Menu <A>UTD-RANK

WOMEN 25-54 -- MON-FRI 2A-6A (METRO)

STATION	AVG PERS	AVG RTG	CUME PER	CUME RTG	HTSL (QH)
1 KDKA	3,500	0.7%	23.0%		
2 WTKN	1,700	0.3%	11.2%		
3 WHTX-FM	1,500	0.3%	9.9%		
4 WWSW-FM	1,300	0.3%	8.6%		
5 WBZZ-FM	1,200	0.2%	7.9%		
6 WAMD-FM	800	0.2%	5.3%		
7 WMYG-FM	700	0.1%	4.6%		
8 WDSY-FM	700	0.1%	4.6%		
9 WLTJ-FM	500	0.1%	3.3%		
10 WDVE-FM	500	0.1%	3.3%		
11 WJAS	400	0.1%	2.6%		
12 WYDD-FM	300	0.1%	2.0%		
13 WSHH-FM	300	0.1%	2.0%		
14 WYTK-FM	200	0.0%	1.3%		
15 WESA-FM	200	0.0%	1.3%		

PRESS <+> to see more stations:

MARKET TOTALS: 15,200 = 3.1%

PRESS: <L>OAD new data <G>RAPH Menu <A>UTO-RANK



MEMO

FROM: JEFF MCKAYE
TO: JIM RICHARDS
RE: OCTOBER APPEARANCES
DT: 10/29/87

JIM:

HERE'S THE LIST OF ALL PAID/UNPAID APPEARANCES FOR THE MONTH OF OCTOBER....

10/1 VERNONS
 SONNY JOE FOXX
 9-10:30

10/3 MCMINN OLDS
 TROY GARRETT
 1- 4P

10/4 GIANT EAGLE - WATERWORKS
 JOHN CLINE
 NOON - 3P

 MCKNIGHT-SIBERT SHOPPING CENTER
 TROY GARRETT
 9:30 - 11P

10/7 W.P. NIX
 QUINN & BANNANA
 9 - 11P

 DUCESNE DANCE MARATHON
 TROY GARRETT
 CHARITY

 NORTH HILLS HAUNTED HOUSE
 JEFF MCKAYE
 7 - 9P

10/9 GREENERY
 TANK SHERMAN
 6 - 7:30

 NORTH HILLS HAUNTED HOUSE
 TANK SHERMAN
 8 - 10P



WBZZ Exhibit No. 5
Attachment, p. 69

- 10/10 SHANNON AUTO CENTER
QUINN & BANNANA
NOON - 3P
- MEADOWLANDS RACE TO RECOVERY
TROY GARRETT
9A - 10:30A
- 10/11 LIVING WELL FITNESS CENTER
JOHN CLINE
1P - 4P
- ST. PHILLIP PARISH FALL FESTIVAL
CHUCK MCGEE
1 - 4P
- PLANNED PARENTHOOD ROAD RALLEY
CHUCK MCGEE
5P - 6P
- 10/14 GREENERY
TANK SHERMAN
6 - 8P
- NORTH HILLS HAUNTED HOUSE
SONNY JOE FOXX
7 - 9P
- 10/15 USC HAUNTED HOUSE
JEFF MCKAYE
7 - 9PM
- 10/17 SUB AQUATICS SHOP
JOHN CLINE
NOON - 2PM
- SOUTH HILLS YMCA HAUNTED HOUSE
SONNY JOE FOXX
7 P 9P
- 10/18 LIONS FAIR FESTIVAL
CHUCK MCGEE
1 - 3PM
- USC HAUNTED HOUSE
MIKE BEACH
7 - 9PM



WBZZ Exhibit No. 5
Attachment, p. 70

- 10/21 HOLIDAY INN MCKNIGHT ROAD
JEFF MCKAYE
7 - 8:34
- 10/22 USC HAUNTED HOUSE
SONNY JOE FOXX
7 - 9PM
- SOUTH HILLS YMCA HAUNTED HOUSE
JEFF MCKAYE
8 - 10PM
- NORTH HILLS HAUNTED HOUSE
TANK SHERMAN
7 - 9PM
- 10/23 LIVING WELL FITNESS CENTER
TANK SHERMAN
6 - 9PM
- JEANETTE HAYCEES HAUNTED HOUSE
CHUCK MCGEE
7 - 9PM
- 10/24 COUNTRY SHOPPE
QUINN & BANNANA
NOON - 3PM
- GOOD WILL CENTER FASHION SHOW
LIZ RANDOLPH
NOON - 2PM
- OAKDALE OCTOBERFEST
JEFF MCKAYE
3:30 - 4:30PM
- 10/25 SOUTH HILLS YMCA HAUNTED HOUSE
MIKE BEACH
7 - 9PM
- 10/26 BURKETT HIGH SCHOOL HAUNTED HOUSE
LIZ RANDOLPH
7 - 9PM
- 10/27 USC HAUNTED HOUSE
CHUCK MCGEE
7:30 - 9:30PM



- 10/28 HOLIDAY INN AIRPORT - NITELIGHT
TANK SHERMAN
6 - 9PM
- SOUTH HILLS HAUNTED HOUSE
JEFF MCKAYE
7 - 9PM
- 10/29 SOUTH SIDE HALLOWEEN PARADE
LIZ RANDOLPH
7P - 9PM
- 10/30 LIVING WELL FITNESS CENTER
TANK SHERMAN
6 - 9PM
- STATION SQUARE HALLOWEEN PARTY
SONNY JOE FOXX
7 - 10PM
- 10/31 TRICK OR TREAT ST.
TROY GARRETT
1PM - 4PM
- 10/31 PITT HOMECOMING PARADE
TANK SHERMAN
9A - 2PM
- 10/31 HALLOWEEN FREAKERS BALL COSTUME BASH
STAFF
7PM - WHENEVER

IF YOU NEED ANYTHING ELSE, PLEASE LET ME KNOW.

A handwritten signature in black ink, appearing to read 'TANK SHERMAN', is written diagonally across the page.

5303 Kistler Road
Export, PA 15632

October 15, 1987

Dear B-94,

I just wanted to write this to let you know what a super radio station you have. I have listened to you for quite a while and you continue to get better all the time.

I listen to Quinn and Banana every morning on the way to work. They are the funniest team I have ever heard. I recently enjoyed the morning when Richard Simmons was on, the holy rappers and who could forget stupid human telephone tricks. Some days I just sit at my desk and laugh, people think I'm crazy but they don't know what they're missing. I would be lost without this station.

A couple of times recently, I enjoyed free movie passes of Fatal Attraction and Like Father, Like Son at Showcase East in Monroeville with Tank Sherman.

Anyway, this letter could go on forever, but I just wanted to let you know that I enjoy your station a lot. If it is possible, could you send me an autographed picture of Tank Sherman and Quinn & Banana. Thanks!

Sincerely,

Donna Robinson

**New Medico The Neurologic Center
at Meadowlands**

October 23, 1987

Mr. Jeff McKay
Program Director
WBZZ - B94FM
1715 Grandview Avenue
Pittsburgh, PA 15211

Dear Jeff,

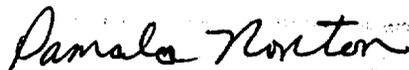
On behalf of the staff at The Neurologic Center at Meadowlands and the National Head Injury Foundation, I would like to thank you for your wonderful participation in our second annual Race to Recovery. With your help, we were able to raise over \$400 for the Washington National Head Injury Foundation.

I would also like to send a special "thanks" to Troy Garrett. He was a terrific representative at our race. He made a point to meet all of the patients who attended our race and remembered their names in his comments to the audience. I can't tell you how special it made their day to have him involved.

We would certainly be interested in having B-94 and Troy back again next year. In fact, he mentioned the possibility of broadcasting from Mingo Park.

Once again, thanks to Tim McCoy, Troy Garrett, and you for helping to make the Race to Recovery a success.

Sincerely,



Pamala Norton
Community and Professional Liaison

cc: Troy Garrett

R.D. 1 • Box 146
Route 519 South
Canonsburg, PA 15317

Telephone
(412) 745-8000
(outside PA) (800) 346-8391
(inside PA) (800) 346-8392



200 Ross Street, P.O. Box 735
Pittsburgh, PA 15230, 412-261-6010

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and the Mon-Valley.

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October 19, 1987

Mr. Jim Richards
Program Director
WBZZ
715 Grandview Avenue
Pittsburgh, PA 15211

Dear Mr. Richards:

On November 4, 1987 the United Way of Southwestern Pennsylvania will announce to the public its campaign total of \$31.7 million.

We would like to arrange to have W. Bruce Thomas, 1987 United Way Campaign Chairman and Vice Chairman-Administration, USX Corporation make a call in to your morning radio host to talk briefly about reaching the campaign goal and to what the people of Southwestern Pennsylvania and WBZZ, for their help in reaching this goal.

This 1½-2 minutes would go a long way in helping the United Way and its 140 affiliated agencies to say thank you to all who have helped.

I will call your office next week to answer any questions you may have and to make final arrangements.

Thank you for your help.

Sincerely,

W. Kevin Trower
Media Relations/Communications

/aeg



CENTRAL BLOOD BANK

812 Fifth Avenue,
Pittsburgh, PA 15219
412-456-1900

WBZZ Exhibit No. 5
Attachment, p. 75

October 9, 1987

Mr. Tex Meyer
Vice President and
General Manager
WBZZ-FM
1715 Grandview Avenue
Pittsburgh, PA 15211

Dear Mr. Meyer:

I should first like to thank you for all the support you, Tim McCoy and your disk jockeys Jim Quinn, Don Jefferson, John Cline and Tank Sherman gave the Central Blood Bank during last year's high school H.I.P. Campaign. The public appearances by your disk jockeys and the public service messages broadcast during last year's H.I.P. Campaign provided much needed support for the Campaign.

As you know, patient need for blood is growing. Without the help of organizations such as yours, meeting the demand for blood would be even more difficult than it is now.

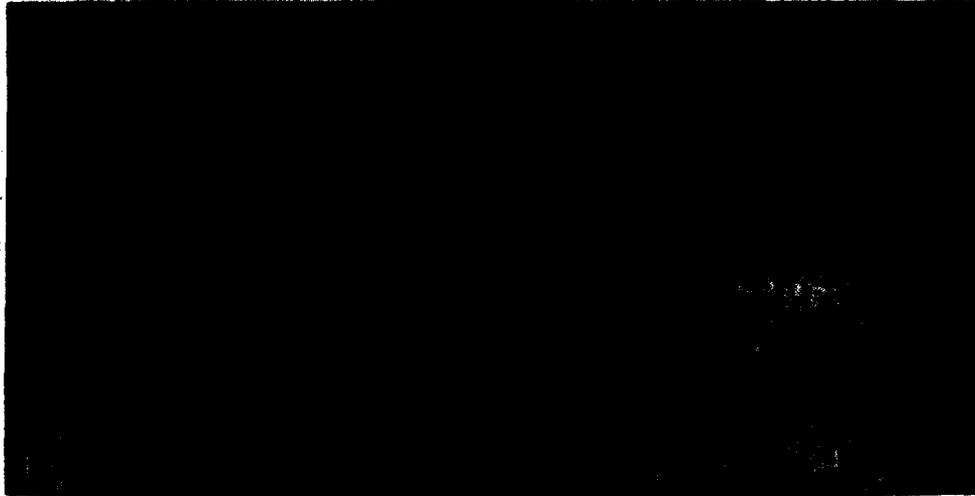
I am delighted to hear that WBZZ-FM will be participating again in the new H.I.P. Campaign. As Chris Allison mentioned to you, planning for this year's program is already underway. We are hopeful that this current effort will surpass the successes of last year.

Please accept my congratulations for another strong rating period. Thank you again for your support.

Sincerely,

William H. Portman
President

WHP/das



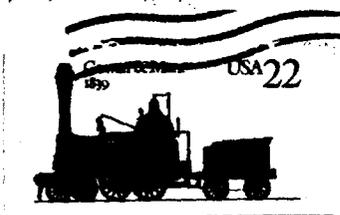
Bee drug free

Sewickley Academy students in grades one through six participated in the Just Say No program. Pictured here are the winners in the Just Say No poster contest. Prizes were awarded by the B-94 Bee and disc jockey Tank Sherman. Front, l. to r., Jim Hetherington, Ben Orsatti, Connor Brown, Michael Meyer, Tamara Lange, Blake Segal, Megan McCarthy, Robin Shaw and Adam Hlawati. Back, Jeremy Smith, Ryan Thompson, Allison Thompson, Holly Michael, Victoria Gnazzo, Stephanie Min, Matthew Doebler and Amanda Sarver. Just Say No is the anti-drug program promoted by Nancy Reagan. Academy students were asked to sign the Just Say No pledge, promising to live a drug-free life.

B-94

I just wanted to thank
you guys for the trip to
Hawaii. I had an excellent
time, and Jay Freeman got
us tickets to all three
Bon Jovi concerts, which we
really enjoyed. Thanks again.

Leila M. Bashaur



B-94

ATTENTION: John Wline &
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PUNK DOLPHIN

From an original painting by WYLAND, an international
artist.

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