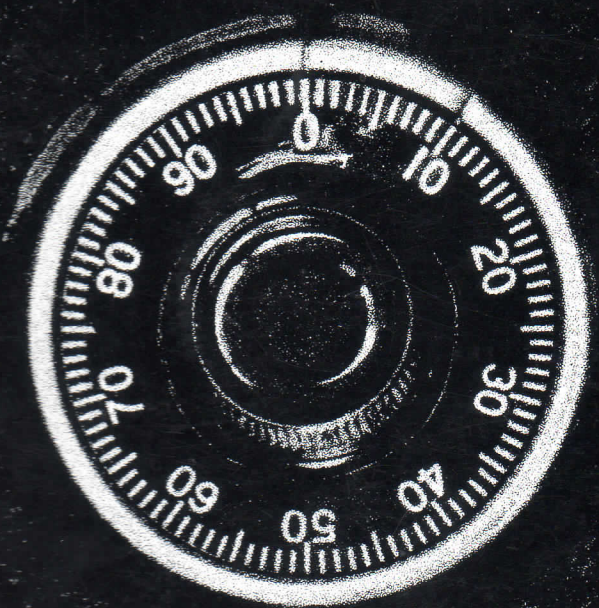
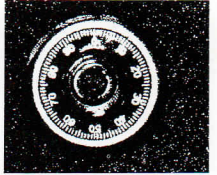


# MPEN+MMGK





# THE PHILADELPHIA COMBINATION: WPEN+WMGK



Good Morning,

We are happy to introduce you to our brand new logo and concept - "The Philadelphia Combination".

The phrase says so much in just a few words. It means that with only one purchase, you are reaching two totally different and distinct audiences; it means that with only one purchase your schedule is broadcast on AM radio (WPEN) as well as FM radio (WMGK). It means that your message will reach more people in the 18-34; 18-44; and 18-49 age groups than it can with any other station and at prices that are the same or less than any other major radio station. It means that you place one order, deal with one salesman and pay only one invoice thus saving you time and paperwork.

WPEN and WMGK have always been the most cost efficient and most effective way to buy radio - now it's the easiest to say. Now you can just tell people - "I'm buying the Philadelphia Combination". They'll know what you mean - because they're buying it too!

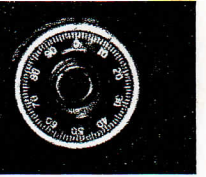
Best regards,

Ed McCusker  
Gen. Sales Mgr.

EMC;jd  
12/78

**RESEARCH**

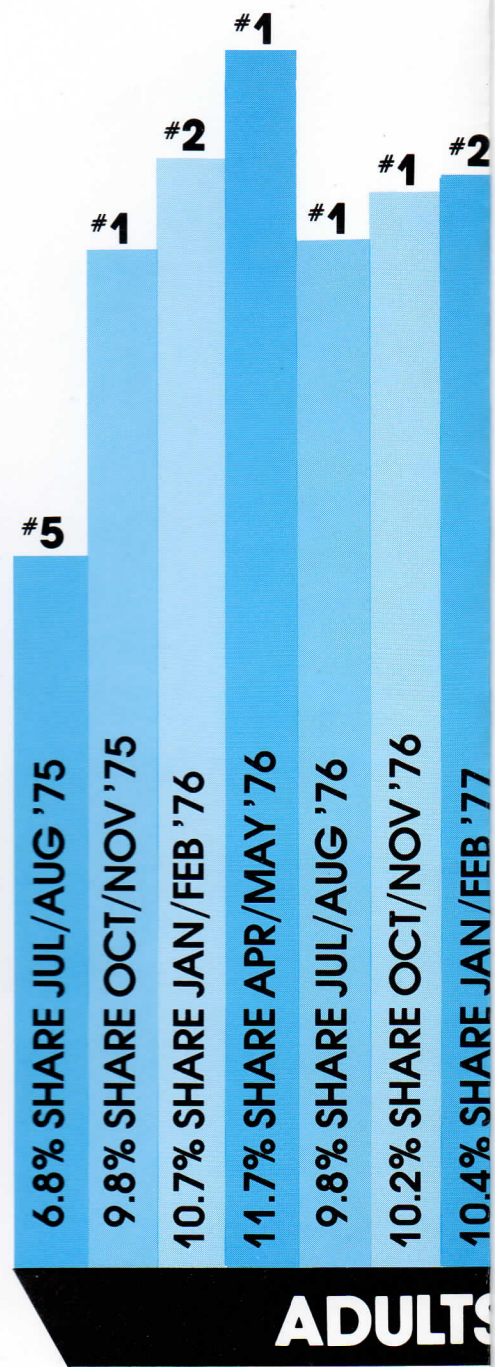
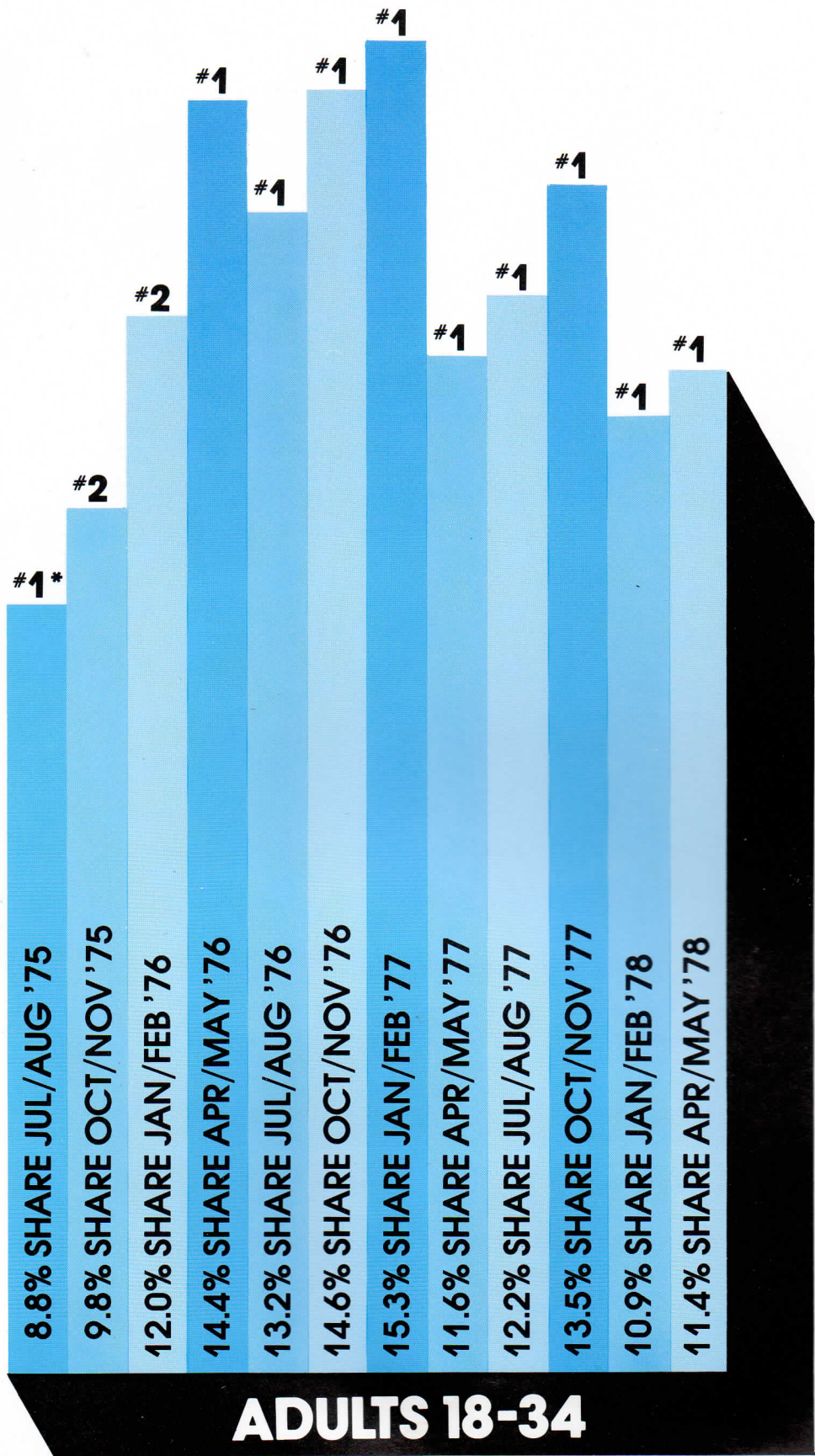
**THE PHILADELPHIA  
COMBINATION:  
WPEN+WMGK**



**For three years in a  
row, WPEN+WMGK  
is the winning  
combination in  
Philadelphia radio.**



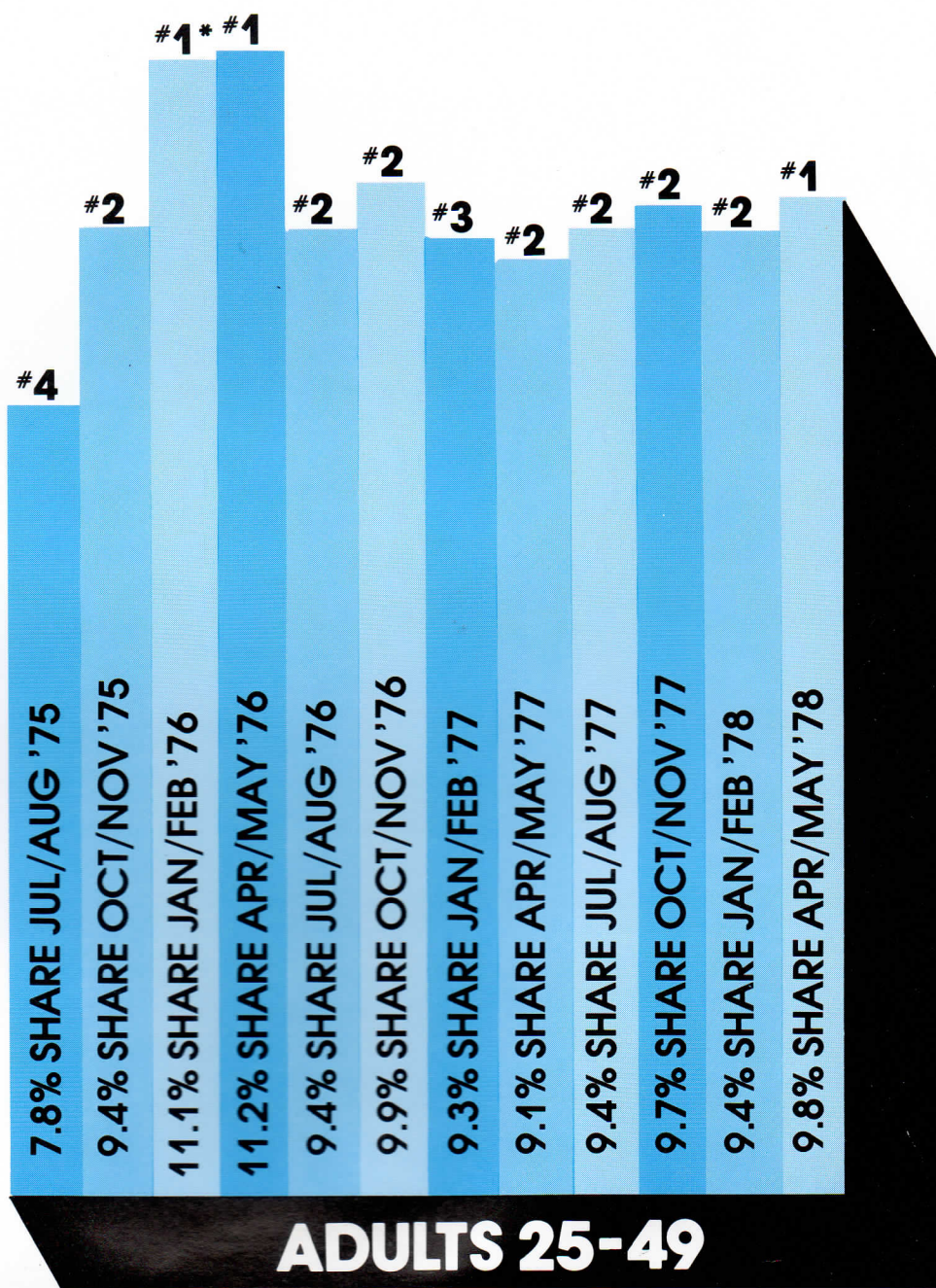
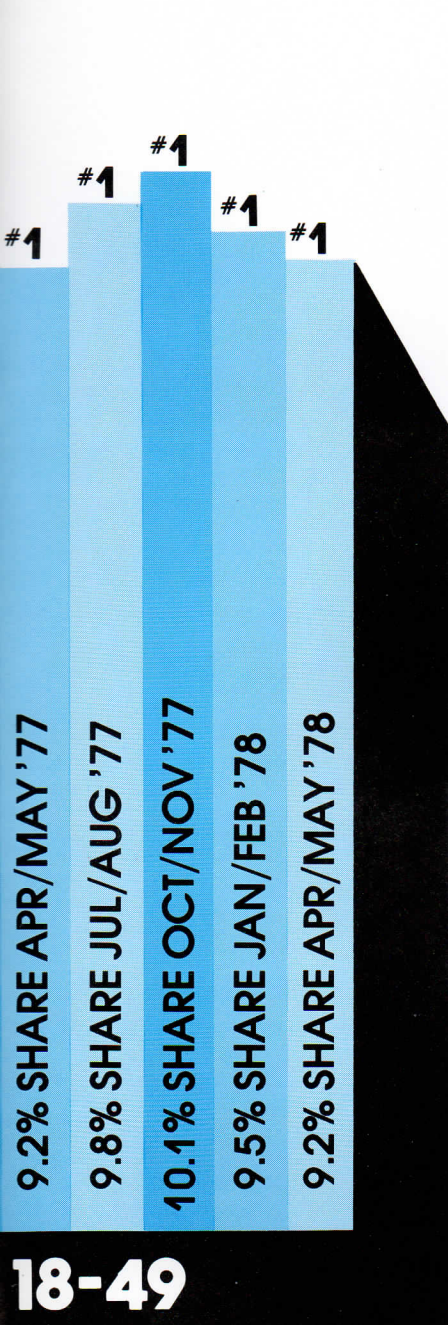
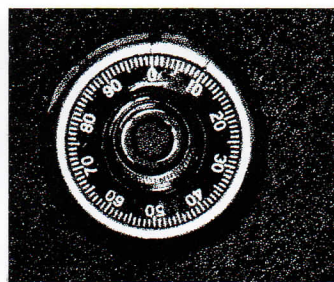
Illustrated below is a story of success. It shows the three-year history of WPEN + WMGK as recorded by Arbitron. Numbers at the top of the bars indicated market rank of The Philadelphia Combination; numbers on the bars are the share of audience. In key demographic segments, the Combination rolls up rankings of No. 1 among 18-34 year olds 10 out of 12 rating periods, No. 1 among 18-49's 9 of 12 rating periods, and No. 1 or 2 among 25-49's 10 of 12 rating periods.



SOURCE: ARBITRON Philadelphia Metro for dates indicated; Average



# THE PHILADELPHIA COMBINATION: WPEN+WMGK



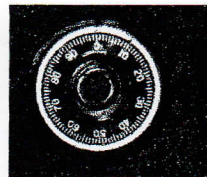
Quarter-Hour, Adults; 6 a.m. to midnight, Monday through Sunday.

\*TIE



# PROGRAMMING

## THE PHILADELPHIA COMBINATION: WPEN+WMGK



# WPEN

What do you listen to radio for?  
Music? News? Sports? Entertainment?

95 WPEN has the best of them all.

WPEN presents the best of today's adult contemporary music by artists like Barry Manilow, Chicago, Linda Ronstadt, The Beach Boys, Barbra Streisand, Elvis Presley, The Beatles, and The Bee Gees. Plus Philly's favorite hits from the past. Weaving it all together is a team of professional air personalities who know Philadelphia and how to entertain Philadelphians.

When it comes to news, WPEN keeps its listeners informed with more than 20 newscasts a day. National and international news is gathered from AP, UPI and ABC — but the WPEN staff of experienced professionals puts the emphasis on reporting the stories that directly affect the lives of our listeners. And with custom reports from the GO Patrol helicopter, WPEN is literally on top of Philadelphia during key drive times.

In this sports-crazy city, WPEN has comprehensive coverage of all the Philadelphia teams and sporting events around the world. And WPEN is the exclusive radio home of Sixer's NBA basketball play-by-play.

For a delightful break in the music and information, how about some of Philly's funniest jokes told by Philly's funniest people — WPEN listeners. They're heard every morning when it's "Worst Joke of the Day" time on WPEN.

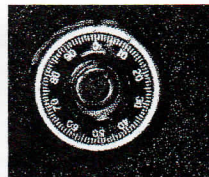
And who can resist a tricky, brain-teasing trivia question, especially when there's an appealing prize on the line? WPEN listeners enthusiastically join in "Trivia Game" fun throughout the day.

Music. News. Sports. Entertainment.  
95 WPEN has the best of them all!



# NEWS

## THE PHILADELPHIA COMBINATION: WPEN+WMGK



### News Staff

Art Andrews, News Director and  
Morning Anchor  
Elaine Soncini, Afternoon Anchor  
Brandon Brooks, Night Anchor  
supported by a news staff of five  
reporters

### Schedule

Complete newscasts are heard five  
minutes before the hour. During  
morning drive time from 6 to 9 a.m.,  
additional newscasts are heard at  
five minutes before the half hour.

### News Sources

In addition to the direct reporting  
of the local news team, WPEN is served  
by the world-wide facilities of the ABC  
Radio Network, and AP and UPI  
news wires, plus AP Audio service from  
the state capitol in Harrisburg and  
the ARCO GO Patrol helicopter.  
In addition, the news room has direct  
lines to the Trenton and Harrisburg  
governors' offices and Philadelphia  
City Hall.

### News Content

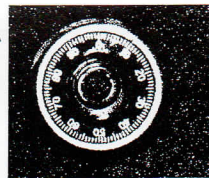
Although a day's news events govern  
the content of each newscast, the  
WPEN news team aims to achieve a  
news range of approximately 60%  
local news, 35% regional and 5%  
national and international. All news-  
casts are prepared to deliver the  
essential facts in a crisp and concise,  
yet always congenial, fashion, with  
an emphasis on actual reports from  
the news scene whenever possible.

# WPEN



**PROGRAMMING**

**THE PHILADELPHIA  
COMBINATION:  
WPEN+WMGK**



# **WPEN AIR PERSONALITIES:**

**Geoff Fox**  
6-10 a.m.

One of Philly's funniest people, going one-on-one with a lot more of Philly's funniest people — especially during "Worst Joke" time. That's a highlight of Geoff's morning show. But he brings more than a sharp sense of humor to the WPEN microphones. From his college training (Emerson in Boston) through air stints in Charlotte (WBT), Cleveland (WGAR) and Phoenix (KRUX), he has developed a keen understanding of the role of radio in the lives of listeners and the professional skills to live up to it.

**Chris McCoy**  
10 a.m.-2 p.m.

Chris and his mid-day listeners become involved with each other. His popular Trivia Game keeps them calling and guessing, and his tales of new home ownership and life in the suburbs (Audubon, N.J.) has them nodding in agreement. It takes a pro to build an audience relationship like that, and that's what Chris is. He handled a variety of air shifts and management responsibilities (including sports color) at stations in Vineland, Ocean City and Atlantic City prior to signing on at WPEN.

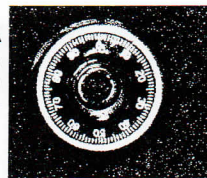
**Joe Niagara**  
2-6 p.m.

The name is synonymous with radio in Philadelphia. A native of the city, Joe brings a loyal and large following to his afternoon show on WPEN, a following built over the years on WCAU, WFIL and WIBG, plus his own TV dance parties and guest shots on numerous local TV shows. When Joe talks, Philadelphia listens, and when he plays music, Philadelphia knows they're going to hear their favorites. Joe's happiest when within reach of a microphone or a tennis racquet.



**PROGRAMMING**

**THE PHILADELPHIA  
COMBINATION:  
WPEN+WMGK**



# **WPEN AIR PERSONALITIES:**

**Mike St. John**

**6-10 p.m.**

**Sunday 7 p.m.-midnight**

Mike started in radio while still in high school, and lists radio and TV shows, live oldies broadcasts and concerts and theatrical work among the career stepping stones to his popular evening broadcasts on WPEN. Mike's Sunday Night Oldies Show ranks as one of the city's top-rated shows. Music is one of his biggest interests, off the air as well as on, and his listeners appreciate his knowledge and sensitivity in the field.

**Mark Thomas**

**10 p.m.-2 a.m.**

**Saturday 3-8 p.m.**

Keep the music rolling! That's the philosophy that guides Mark's 10 p.m.-2 a.m. shift on WPEN. Mark's experience on the air (the morning show at WIBG and Program Director responsibilities at top stations in Reading, Atlantic City and Wilkes-Barre) and off (as record producer for MGM and Sussex) have prepared him well to carry it off. When he's not involved in the world of music, Mark works with charitable organizations like Easter Seals and the National Association for Retarded Children.

**Mike Landry**

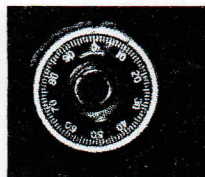
**2-6 a.m.**

Born in South Philly, raised in West Philly, a die-hard Phillies fan who attended Temple, Mike is the kind of guy local listeners relate to. Especially the all-nighters who count on his warm and witty style to help them through the wee hours of the morning. Mike has been a Program Director and was mid-day man at WMID — in Atlantic City before joining WPEN. (That mid-day background comes in handy, since Mike's air hours make him the "mid-day man" for thousands of area night workers.)



# PROGRAMMING

## THE PHILADELPHIA COMBINATION: WPEN+WMGK



# wmgk.fm103

The Magic<sup>SM</sup> Music of WMGK FM 103 is one of the extraordinary success stories of recent American radio history.

From the day it went on the air more than three years ago, WMGK has caused comment and conversation and quickly built a solid base of loyal listenership that continues to grow. And it started a wave of imitative formats across the country, anxious to match the success of WMGK in attracting audience and delivering results for advertisers.

Most remarkable is that the secret behind this "revolutionary" idea in radio programming is just common sense:

**"Play only the best of contemporary songs and singers, but leave out the noise and the nonsense. Keep the musical blend comfortable and familiar, and talk only when you have something to say. Limit the number of commercials so each is showcased clearly and comfortably."**

A simple idea? Yes. But one that requires constant evaluation and adjustment of the musical selection to suit the evolving tastes and preferences of a sophisticated and sensitive listening audience.

What kind of artists perform Magic Music?

Here are a few:

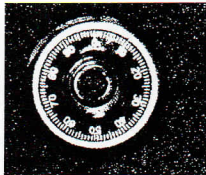
Neil Diamond  
Barbra Streisand  
Billy Joel  
James Taylor  
Barry Manilow  
Linda Ronstadt  
John Denver  
Roberta Flack  
The Bee Gees

SM-Greater Media, Inc.



# PROGRAMMING

## THE PHILADELPHIA COMBINATION: WPEN+WMGK



# WMGK AIR PERSONALITIES:

**Peter Davis**  
Mornings

A Billboard Magazine "1976 Radio Personality of the Year", Peter brings a poised professional touch to Magic mornings. He's a graduate of Barrington College in Rhode Island, who polished his broadcast skills at several New England stations, including WPRO in Providence.

**Chris Gable**  
Afternoons

Chris' obvious rapport with the Magic audience is due in large part to the fact that he's very much one of them. A university graduate (Penn State), he enjoys sports (tennis and swimming) and gourmet cooking. Chris was Program Director at WQWK in State College, Pa. before joining WMGK.

**Mike Bowe**  
Evenings

Mike, WMGK's evening host, keeps in close touch with his audience, MC'ing discos and other musical events throughout the area. A native of suburban New Jersey, Mike graduated from Brown Institute of Broadcasting in Minneapolis, before launching a successful radio career in his home area.

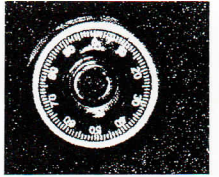
**Steve Gaddie**  
Late Nights

Through the night, Steve presents Magic Music with a warm and sensitive approach developed in a versatile radio and TV career that has taken him through Europe and New York, back to his hometown of Philadelphia. Steve attended Cambridge University in England while serving with Armed Forces broadcasting.

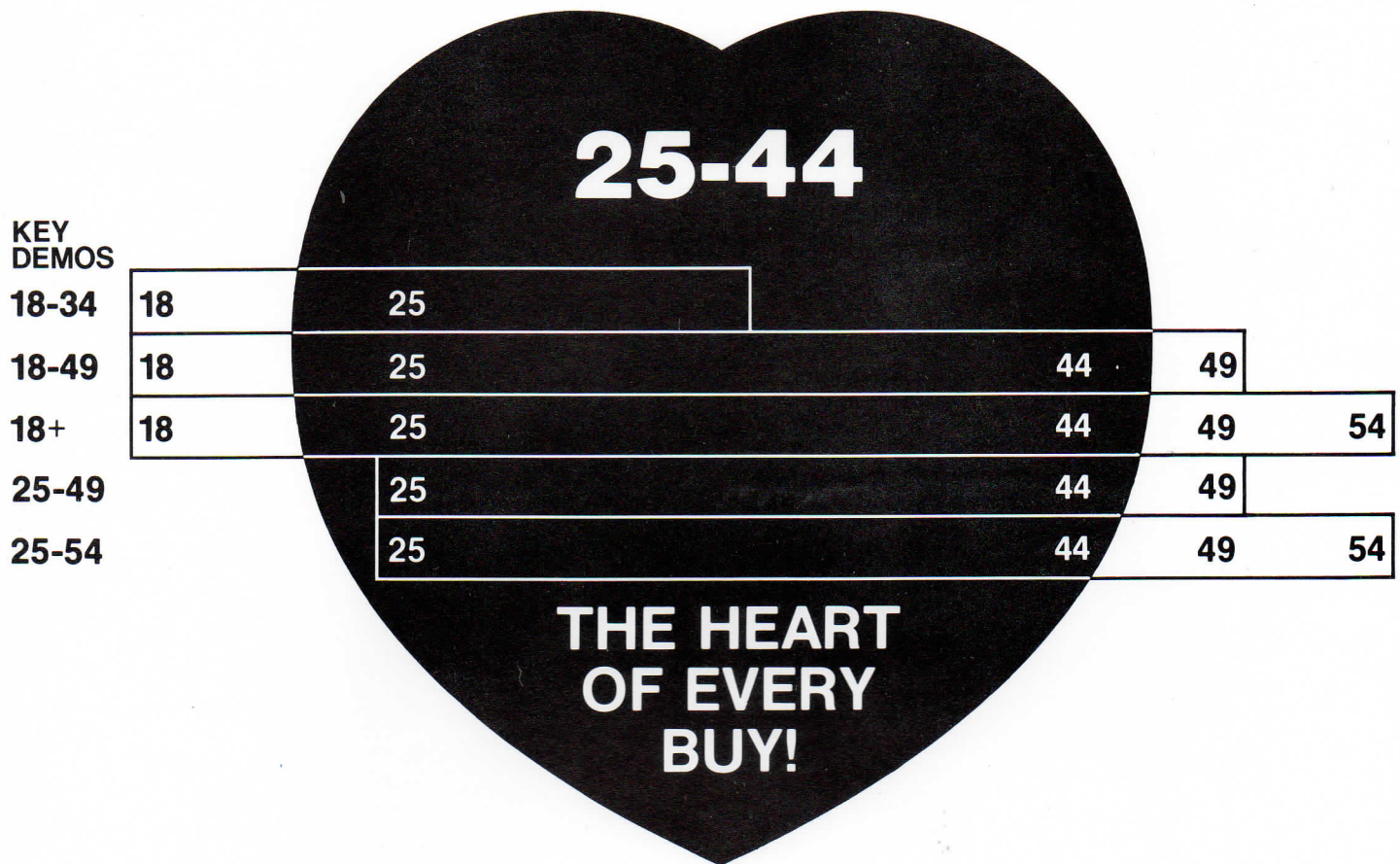


**RESEARCH**

**THE PHILADELPHIA  
COMBINATION:  
WPEN+WMGK**



# The Philadelphia Combination goes to the "Heart of Every Buy"!



No matter what key demo you're after, the heart of your target is 25-44. And WPEN + WMGK is No. 1 Adults 25-44!

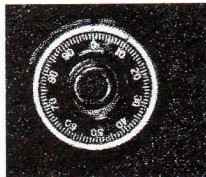
|                 | ADULTS | MEN       | WOMEN     |
|-----------------|--------|-----------|-----------|
| (WMGK/WPEN) #1) | 21,700 | #1)11,100 | #2)10,600 |
| WIP             | 19,800 | 8,400     | 11,400    |
| WDAS-FM         | 19,200 | 9,600     | 9,600     |
| WUSL            | 16,500 | 7,000     | 9,500     |
| WWSH            | 12,600 | 5,100     | 7,500     |
| KYW             | 12,300 | 5,900     | 6,400     |
| WDVR            | 10,200 | 2,800     | 6,400     |
| WFIL            | 9,600  | 3,600     | 6,000     |
| WIFI            | 9,400  | 4,100     | 5,300     |
| WIOQ            | 9,100  | 6,100     | 3,000     |
| WYSP            | 8,400  | 5,600     | 2,800     |
| WMMR            | 8,000  | 6,000     | 2,000     |
| WCAU-AM         | 7,000  | 3,600     | 3,400     |
| WCAU-FM         | 6,500  | 2,700     | 3,800     |

TOTAL PERSONS 25-44 — Source: Arbitron, Philadelphia Metro; Oct/Nov -78, Monday-Sunday, 6 a.m.-midnight, Avg. ¼-hour.



# ADVERTISING

**THE PHILADELPHIA  
COMBINATION:  
WPEN+WMGK**



We believe in advertising  
to promote listenership to  
your commercial . . .

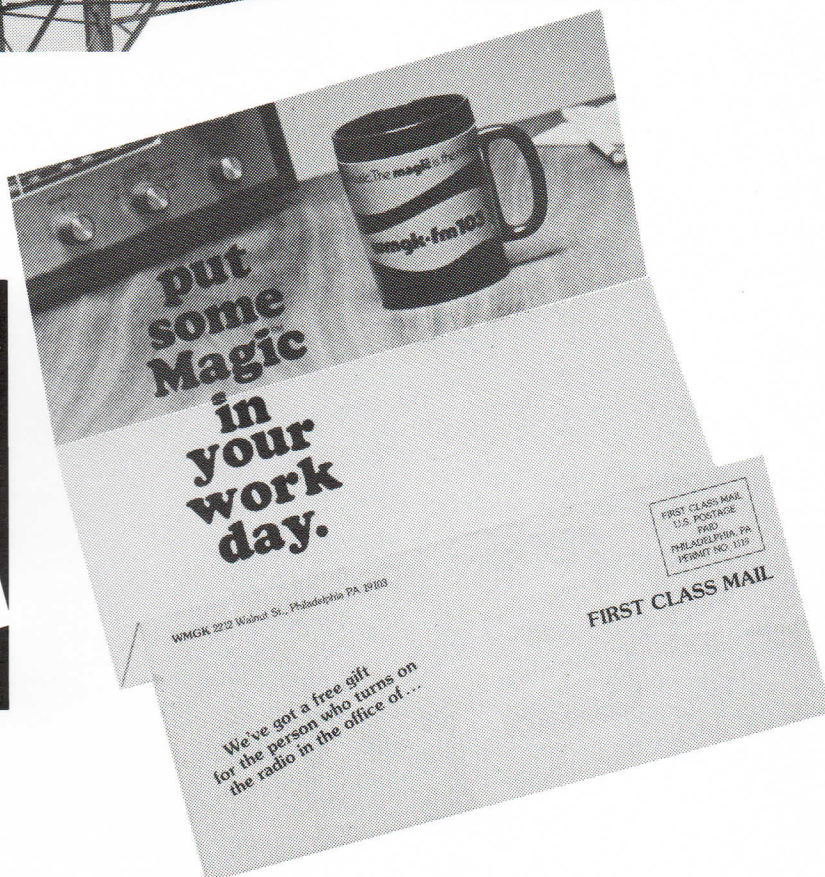


TV

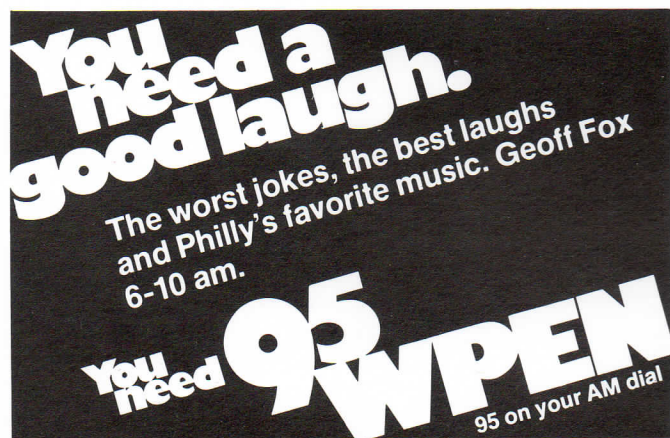


OUTDOOR

DIRECT MAIL

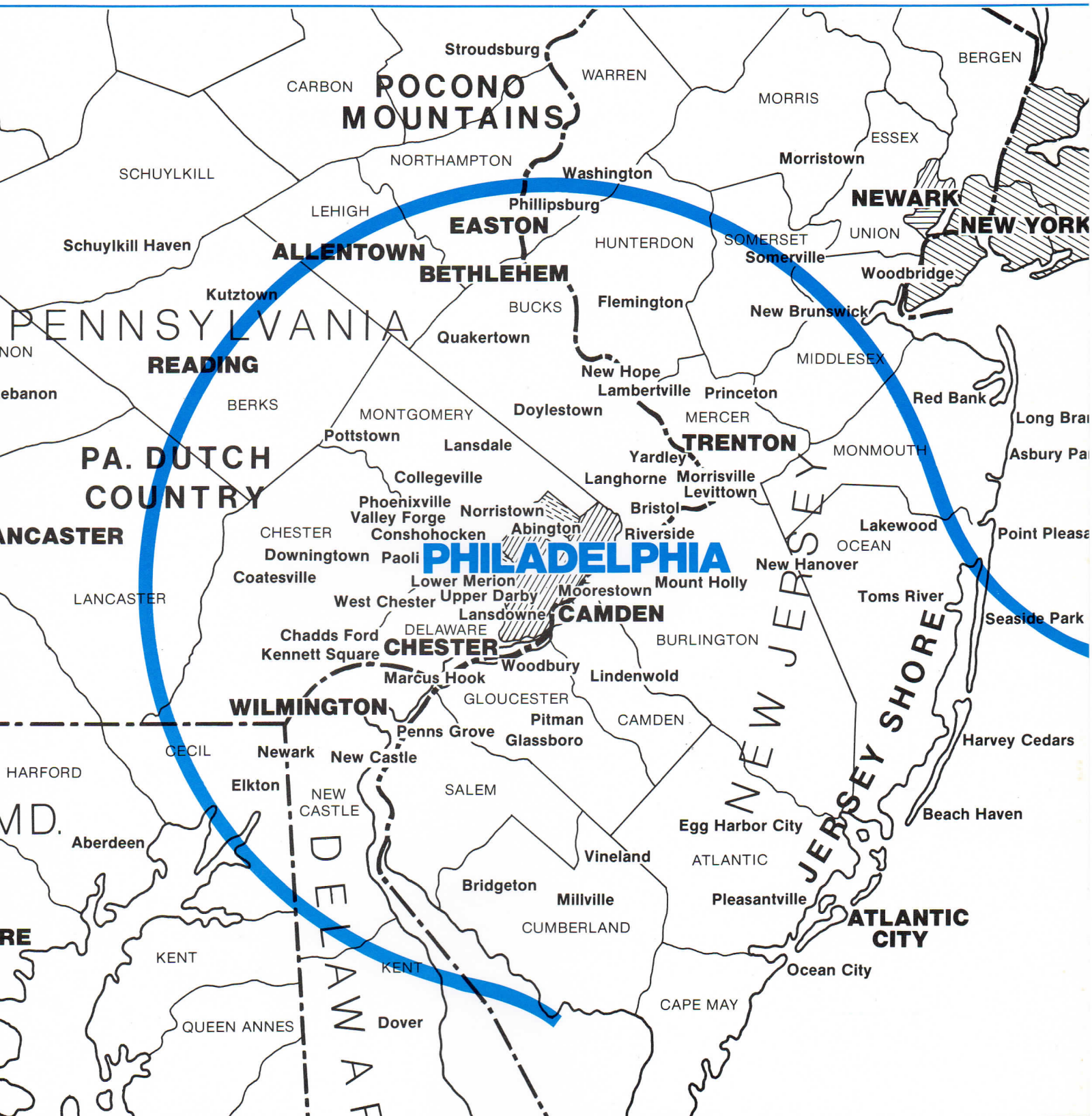


PRINT





# WPEN 93AM COVERAGE MAP



5,000w/24 hours  
.5 millivolt/meter contour

One Bala Cynwyd Plaza/Bala Cynwyd PA 19004/(215) 879-6000

**THE PHILADELPHIA  
COMBINATION:**  
**WPEN+WMGK**





# WMGK 103 FM COVERAGE MAP



50,000w (horiz; vert)/stereo/24 hours  
50 microvolt/meter contour

One Bala Cynwyd Plaza/Bala Cynwyd PA 19004/(215) 879-6000

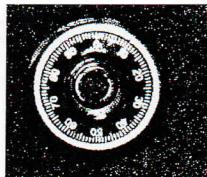
**THE PHILADELPHIA  
COMBINATION:**  
**WPEN+WMGK**





# RATES

## THE PHILADELPHIA COMBINATION: WPEN+WMGK



RATE CARD: #8

Effective: 8/1/78

### WPEN-AM and WMGK-FM RATE CARD

#### TIME CLASSIFICATIONS

|           |       |                  |               |
|-----------|-------|------------------|---------------|
| AM DRIVE  | (AMD) | 5:30AM - 10:00AM | MONDAY-FRIDAY |
| DAYTIME   | (DAY) | 10:00AM - 3:00PM | MONDAY-FRIDAY |
| PM DRIVE  | (PMD) | 3:00PM - 8:00PM  | MONDAY-FRIDAY |
| SATURDAY  | (SAT) | 10:00AM - 3:00PM | SATURDAY      |
| EVENING   | (EVE) | 8:00PM - 1:00AM  | MONDAY-SUNDAY |
| WEEKEND   | (WKD) | 5:30AM - 10:00AM | SATURDAY      |
| "         | "     | 3:00PM - 8:00PM  | SATURDAY      |
| "         | "     | 5:30AM - 8:00PM  | SUNDAY        |
| OVERNIGHT | (OVN) | 1:00AM - 5:30AM  | MONDAY-SUNDAY |

#### ONE MINUTE ANNOUNCEMENTS

| <u>WEEKLY RATE</u> | <u>6X</u> | <u>12X</u> | <u>18X</u> | <u>24X</u> |
|--------------------|-----------|------------|------------|------------|
| PMD/SAT            | \$147     | \$141      | \$135      | \$129      |
| DAY                | \$141     | \$135      | \$129      | \$123      |
| AMD                | \$135     | \$129      | \$123      | \$117      |
| EVE                | \$ 82     | \$ 76      | \$ 73      | \$ 70      |
| WKD                | \$117     | \$111      | \$105      | \$ 99      |
| OVN                | \$ 24     | \$ 22      | \$ 20      | \$ 18      |



TOTAL AUDIENCE PLANS

|          |             |             |         |
|----------|-------------|-------------|---------|
| PLAN I   | 1/3 AMD     | 1/3 PMD/SAT | 1/3 EVE |
| PLAN II  | 1/3 AMD     | 1/3 PMD/SAT | 1/3 WKD |
| PLAN III | 1/3 DAY     | 1/3 EVE     | 1/3 WKD |
| PLAN IV  | 1/3 PMD/SAT | 1/3 EVE     | 1/3 WKD |

TOTAL AUDIENCE PLAN RATES

|          | <u>6X</u>        | <u>12X</u>        | <u>18X</u>        | <u>24X</u>        |
|----------|------------------|-------------------|-------------------|-------------------|
| PLAN I   | \$690<br>(\$115) | \$1320<br>(\$110) | \$1890<br>(\$105) | \$2400<br>(\$100) |
| PLAN II  | \$756<br>(\$126) | \$1440<br>(\$120) | \$2070<br>(\$115) | \$2616<br>(\$109) |
| PLAN III | \$648<br>(\$108) | \$1224<br>(\$102) | \$1746<br>(\$97)  | \$2208<br>(\$92)  |
| PLAN IV  | \$660<br>(\$110) | \$1248<br>(\$104) | \$1782<br>(\$99)  | \$2256<br>(\$94)  |

WPEN-AM ONLY - 60% of above rates

WMGK-FM ONLY - 80% of above rates



SUPER SATURATION - TOTAL AUDIENCE PLANS

PLAN I

|         | <u>6X</u>   |             | <u>12X</u>  |             | <u>18X</u>  |             | <u>24X</u>  |             |
|---------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|         | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> |
| AMD     | 2           | -           | 3           | 2           | 4           | 2           | 6           | 3           |
| PMD/SAT | 1           | 1           | 2           | 1           | 4           | 2           | 4           | 2           |
| EVE     | <u>1</u>    | <u>1</u>    | <u>3</u>    | <u>1</u>    | <u>4</u>    | <u>2</u>    | <u>6</u>    | <u>3</u>    |
|         | 4           | 2           | 8           | 4           | 12          | 6           | 16          | 8           |
|         | \$318       |             | \$576       |             | \$792       |             | \$984       |             |
|         | (\$53)      |             | (\$48)      |             | (\$44)      |             | (\$41)      |             |

PLAN II

|         | <u>6X</u>   |             | <u>12X</u>  |             | <u>18X</u>  |             | <u>24X</u>  |             |
|---------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|         | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> |
| AMD     | 1           | -           | 2           | 1           | 4           | 2           | 4           | 2           |
| PMD/SAT | 2           | 1           | 4           | 2           | 4           | 2           | 6           | 3           |
| WKD     | <u>1</u>    | <u>1</u>    | <u>2</u>    | <u>1</u>    | <u>4</u>    | <u>2</u>    | <u>6</u>    | <u>3</u>    |
|         | 4           | 2           | 8           | 4           | 12          | 6           | 16          | 8           |
|         | \$348       |             | \$636       |             | \$864       |             | \$1080      |             |
|         | (\$58)      |             | (\$53)      |             | (\$48)      |             | (\$45)      |             |

PLAN III

|     | <u>6X</u>   |             | <u>12X</u>  |             | <u>18X</u>  |             | <u>24X</u>  |             |
|-----|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|     | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> |
| DAY | 1           | -           | 2           | 1           | 4           | 2           | 4           | 2           |
| EVE | 2           | 1           | 4           | 2           | 4           | 2           | 6           | 3           |
| WKD | <u>1</u>    | <u>1</u>    | <u>2</u>    | <u>1</u>    | <u>4</u>    | <u>2</u>    | <u>6</u>    | <u>3</u>    |
|     | 4           | 2           | 8           | 4           | 12          | 6           | 16          | 8           |
|     | \$282       |             | \$504       |             | \$720       |             | \$888       |             |
|     | (\$47)      |             | (\$42)      |             | (\$40)      |             | (\$37)      |             |

PLAN IV

|         | <u>6X</u>   |             | <u>12X</u>  |             | <u>18X</u>  |             | <u>24X</u>  |             |
|---------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|         | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> |
| PMD/SAT | 1           | -           | 2           | 1           | 4           | 2           | 4           | 2           |
| EVE     | 2           | 1           | 4           | 2           | 4           | 2           | 6           | 3           |
| WKD     | <u>1</u>    | <u>1</u>    | <u>2</u>    | <u>1</u>    | <u>4</u>    | <u>2</u>    | <u>6</u>    | <u>3</u>    |
|         | 4           | 2           | 8           | 4           | 12          | 6           | 16          | 8           |
|         | \$288       |             | \$516       |             | \$738       |             | \$912       |             |
|         | (\$48)      |             | (\$43)      |             | (\$41)      |             | (\$38)      |             |



TOTAL COVERAGE PLAN

|         | <u>6X</u> | <u>12X</u> | <u>18X</u> | <u>24X</u> |
|---------|-----------|------------|------------|------------|
| AMD     | 2         | 3          | 4          | 6          |
| DAY     | 1         | 2          | 3          | 4          |
| PMD/SAT | 1         | 2          | 3          | 4          |
| EVE     | 1         | 3          | 4          | 6          |
| WKD     | 1         | 2          | 4          | 4          |
|         | \$720     | \$1320     | \$1890     | \$2400     |
|         | (\$120)   | (\$110)    | (\$105)    | (\$100)    |

TOTAL COVERAGE PLAN

SUPER SATURATION

|         | <u>6X</u>   |             | <u>12X</u>  |             | <u>18X</u>  |             | <u>24X</u>  |             |
|---------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|         | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> | <u>WPEN</u> | <u>WMGK</u> |
| AMD     | 1           | 1           | 2           | 1           | 4           | 2           | 4           | 2           |
| DAY     | 1           | -           | 2           | 1           | 2           | 1           | 4           | 2           |
| PMD/SAT | 1           | 1           | 1           | -           | 2           | 1           | 2           | 1           |
| EVE     | 1           | -           | 2           | 1           | 2           | 1           | 4           | 2           |
| WKD     | <u>-</u>    | <u>-</u>    | <u>1</u>    | <u>1</u>    | <u>2</u>    | <u>1</u>    | <u>2</u>    | <u>1</u>    |
|         | 4           | 2           | 8           | 4           | 12          | 6           | 16          | 8           |
|         | \$306       |             | \$564       |             | \$810       |             | \$1032      |             |
|         | (\$51)      |             | (\$47)      |             | (\$45)      |             | (\$43)      |             |

RATE PROTECTION - 13 WEEKS FROM EFFECTIVE DATE OF INCREASE ON ALL ABOVE RATES  
30 SECOND AND 10 SECOND ANNOUNCEMENTS - 80% OF THE MINUTE RATE.

WPEN ONLY

THE JAY LAMONT SHOW - SUNDAY, 8AM-11AM

\$50.00 PER ANNOUNCEMENT

MINIMUM ORDER - 13 WEEKS

EXCLUSIVITY - 6 ANNOUNCEMENTS PER WEEK



SPECIAL PACKAGES

I. OVN & WKD\*

|         | <u>WPEN</u>     | <u>WMGK</u>   | <u>WPEN</u>     | <u>WMGK</u>    | <u>WPEN</u>     | <u>WMGK</u>    |
|---------|-----------------|---------------|-----------------|----------------|-----------------|----------------|
| OVN     | 4               | 4             | 8               | 8              | 12              | 12             |
| SAT/SUN | $\frac{2}{6}$   | $\frac{2}{6}$ | $\frac{4}{12}$  | $\frac{4}{12}$ | $\frac{6}{18}$  | $\frac{6}{18}$ |
|         | \$204<br>(\$17) |               | \$384<br>(\$16) |                | \$504<br>(\$14) |                |

II. BEST TIMES AVAILABLE\*

|                    | <u>WPEN</u>     | <u>WMGK</u> | <u>WPEN</u>     | <u>WMGK</u> | <u>WPEN</u>      | <u>WMGK</u> |
|--------------------|-----------------|-------------|-----------------|-------------|------------------|-------------|
| MON/SUN<br>5AM-1AM | 6               | 6           | 12              | 12          | 18               | 18          |
|                    | \$396<br>(\$33) |             | \$744<br>(\$31) |             | \$1044<br>(\$29) |             |

ALL SPECIAL PACKAGE RATES ARE NET TO STATION - BTA ANNOUNCEMENTS ARE  
PRE-EMPTIBLE. . .MUST BE PURCHASED ON COMBINED STATION BASIS.  
30 SECOND ANNOUNCEMENTS SAME RATE AS 60 SECOND ANNOUNCEMENTS.



# WPEN WMGK

One Bala Cynwyd Plaza/Bala Cynwyd PA 19004  
(215) 879-6000



GREATER MEDIA RADIO FOR PHILADELPHIA  
REPRESENTED NATIONALLY BY EASTMAN RADIO