



HITRADIO WPSC-FM FAST FACTS

Format:	Hot AC/Adult TOP 40
Frequency:	88.7Mhz FM
Location:	Wayne, NJ
Power:	200 watts (population 2 million in coverage area)
Coverage:	Passaic, Bergen, Morris, Essex counties, parts of Hudson and Union counties, Plus portions of New York
Target Audience:	18-39 (Overall 14-49)
News Coverage:	6:35, 7:35, 8:35, 9:35, and 11:35 am 12:35, 4:35, 5:35, and 6:35 pm Local and State information Affiliated with: USA Radio News Network Associated Press News
Public Affairs:	"Night Talk" public affairs show- Mondays at 10 pm
Traffic Reports:	Morning & Afternoon Drive
Sports Updates:	:40 after, 6:40 am - 7:40 pm & 10:40 pm Local High School, WPC, and Pro information
Sports Coverage:	Live play-by-play of WPC games "High School Spotlight" - Tuesday's at 10 pm Regional Ski Reports daily, Monday - Saturday
Special Features:	Exclusive "Metroplex Forecasts" daily Meteorologists Frank Lombardo and Tony Selimo "Medical Minutes" daily, Monday - Friday "Dean Witter Reynolds Financial Reports" daily, Monday - Friday Sunday Morning and Evening Specials
Affiliations:	NAB, NACB, IBS, NJBA