

# Fall American Radio 1979

James Duncan, Jr.

Citizens Radio Call Book Magazine and Technical Review—Nov. 1930

## U.S. BROADCASTING STATIONS LISTED BY STATES

- ALABAMA**  
Birmingham, WBBO, WBEO.  
WAPI  
Gadsden, WBY  
Mobile, WODX  
Montgomery, WSFA  
Talladega, WFDW
- ALASKA**  
Anchorage, KFQD  
Juneau, KFJH  
Ketchikan, KGBU
- ARIZONA**  
Flagstaff, KFXI  
Jerome, KOB  
Phoenix, KFAR, KOY  
Prescott, KFPM  
Tucson, EGAR, KVOA
- ARKANSAS**  
Blytheville, KLON  
Payetteville, KUOA  
Fort Smith, KEPW  
Hot Springs, KTHS  
Little Rock, KLRA, KGHJ,  
KGFJ  
Paragould, KBTM
- CALIFORNIA**  
Berkeley, KRE  
Berkeley Hills, KMPO  
Burbank, KELW  
Culver City, KFVD  
El Centro, KKO  
Fresno, KMJ  
Hayward, KZM  
Hollywood, KHX, KFVB  
Holy City, KFQU  
Inglewood, KMIC  
Long Beach, KFOX, KGER  
Los Angeles, KFI, KFBS,  
KGFJ, KGGI, KHJ, KTBI,  
KOA, KMTR, KPWF,  
KTM  
Oakland, KLS, KXK, KROW  
Pasadena, KFPC, KFSN  
Richmond, KFWM  
Sacramento, KFBK  
San Bernardino, KFMM  
San Diego, KFSD, KGB  
San Francisco, KFRC, KFVA,  
KJBB, KPO, KGGG, KYA,  
KGO, KTAG  
San Jose, KJWB  
Santa Ana, KREG  
Santa Barbara, KDB  
Santa Maria, KSMR  
Stockton, KGDH, KWG
- COLORADO**  
Colorado Springs, KFUM  
Denver, KFEL, KFOP, KFXP,  
KCA, KPOF, KIZ  
Eggenwer, KFXJ  
Fort Morgan, KGEW  
Greeley, KFKA  
Gunnison, KFHA  
Pueblo, KJHF  
Trinidad, KGIW  
Yuma, KGEK
- CONNECTICUT**  
Bridgeport, WIOO  
Hartford, WTIC  
New Haven, WDRO  
Storrs, WAOA
- DELAWARE**  
Wilmington, WDEL, WILM
- DISTRICT OF COLUMBIA**  
Washington, NAA, WMAL,  
WRC, WOL
- FLORIDA**  
Clearwater, WFLA, WSUN  
Gainesville, WFLB  
Jacksonville, WJAX
- GEORGIA**  
Atlanta, WGST, WSB  
Augusta, WRDW  
Columbus, WRBL  
Macon, WMAZ  
Rome, WFLY  
Savannah, WTOO  
Thomasville, WQDX  
Tifton, WRBI  
Toccoa, WTFI
- HAWAII**  
Honolulu, KGU, KGMB
- IDAHO**  
Boise, KIDO  
Idaho Falls, KID  
Nampa, KFSD  
Pocatello, KSEI  
Sandpoint, KXK  
Twin Falls, KGIQ
- ILLINOIS**  
Carthage, WCAZ  
Chicago, KFW, WAAF,  
WCFM, WCRW, WEDC,  
WFLR, WGES, WKBI,  
WPCC, WGN, WMAQ,  
WMBI, WBBM, WSRO,  
WYON, WIAZ  
WBT, WLJB, WLS, WORD,  
KFKX, WJJD  
Cicero, WHFC  
Deatur, WJBL  
Evanston, WEHS  
Galesburg, WKBS  
Harrisburg, WBRQ  
Joliet, WCLS, WBBW  
La Salle, WJBC  
Peoria Heights, WMBD  
Quincy, WTAD  
Rockford, KELY  
Rock Island, WHBF  
Springfield, WCBS  
Streator, WTAX  
Tuscola, WIZ  
Urbana, WILL  
Zion, WCBD
- INDIANA**  
Anderson, WHBI  
Columbus, KCBV  
Culver, WCMA  
Evansville, WGRF  
Fort Wayne, WGL, WOWO  
Gary, WJES  
Hammond, WWAE  
Indianapolis, WFBM, WKBF  
Lafayette, WBA  
La Porte, WRAF  
Marion, WIAK  
Muncie, WLBO  
South Bend, WSBT  
Terre Haute, WBOW
- IOWA**  
Ames, WOI  
Boone, KFQQ  
Cedar Rapids, KWOB  
Clarinda, KSO  
Council Bluffs, KOIL  
Davenport, WOC  
Decorah, KGOA, KWLO  
Des Moines, WHO  
Ft. Dodge, KFJL  
Iowa City, WSUI  
Marshalltown, KFJB  
Muscatine, KNTT  
Ottumwa, WIAS  
Red Oak, KICK  
Shenandoah, KFNF, KMA  
Stout City, KBCJ  
Waterloo, WMT
- KANSAS**  
Dodge City, KGNO  
Kansas City, WLFJ  
Lawrence, KFBU, WREN  
Manhattan, KBAO  
Milford, KFBS
- KENTUCKY**  
Covington, WKCY  
Hopkinsville, WPTW  
Louisville, WHAS, WLAP  
Paducah, WPAD
- LOUISIANA**  
Cedar Grove, KGGH  
Monroe, KMLB  
New Orleans, WARZ, WCBE,  
WBO, WBW, WSMB,  
WVL, WDSU  
Shreveport, KTSL, KWEA,  
KRMD, KTBS, KWKH
- MAINE**  
Augusta, WRDO  
Bangor, WABI, WLBB  
Portland, WCSE
- MARYLAND**  
Baltimore, WGOA, WOBM,  
WBAL, WFBZ  
Cumberland, WTBO
- MASSACHUSETTS**  
Boston, WBZA, WEEI, WNAC,  
WBZ, WBIS, WHDH,  
WLOE  
Fall River, WSAH  
Lexington, WLPX, WLEY  
New Bedford, WBBH  
So. Dartmouth, WMAF  
Springfield, WBZ  
Wellesley Hills, WBSR  
Worcester, WTAG, WORC,  
WFSB
- MICHIGAN**  
Battle Creek, WELL  
Bay City, WBCM  
Berrien Springs, WKZO  
Calumet, WHDF  
Detroit, WMCB, WWJ, WJR  
WXXZ  
East Lansing, WKAR  
Flint, WFDF  
Grand Rapids, WASH, WOOD  
Highland Park, WSRB  
Jackson, WJIM  
Lapeer, WMFC  
Ludington, WKZZ  
Royal Oak, WEXL
- MINNESOTA**  
Anoka, WCCO  
Collegeville, WFBJ  
Fergus Falls, KODE  
Minneapolis, WDDY, WHDI,  
WLB, WRHM, WCOO,  
WGMS  
Moorhead, KGFK  
Northfield, KPMX, WCAL  
St. Paul, KSTP
- MISSISSIPPI**  
Greenville, WRBQ  
Gulfport, WQCM  
Hattiesburg, WRBJ  
Jackson, WJDX  
Meridian, WCOO  
Tupelo, WDX  
Vicksburg, WQBC
- MISSOURI**  
Cape Girardeau, KFVS  
Columbia, KFBU  
Grant City, KGIJ  
Jefferson City, WOS  
Joplin, WMBH  
Kansas City, KWKC, WDAF,  
WQO, WBB, KMBC  
St. Joseph, KGRN, KFEG  
St. Louis, KFWE, KBD,  
KWK, WFW, WIL, KMOX,  
KFUO, WMAJ
- MONTANA**  
Billings, KGHL  
Butte, KGR
- NEBRASKA**  
Clay Center, KMMI  
Lincoln, KFAB, KFOR, WQAJ  
Norfolk, WJAG  
North Platte, KGNF  
Omaha, WAO, WOV  
Ravenna, KGFV  
Scottsbluff, KGGY  
York, KGBZ
- NEVADA**  
Las Vegas, KGIX  
Reno, KOH
- NEW HAMPSHIRE**  
Laconia, WKAV
- NEW JERSEY**  
Asbury Park, WCAP  
Atlantic City, WPG  
Camden, WCAM  
Hackensack, WBMS  
Jersey City, WAAT, WKBO,  
WHOM, WAAM, WGPC,  
WNJ, WOH  
Paterson, WDA  
Red Bank, WJBI  
Trenton, WOAX
- NEW MEXICO**  
Albuquerque, KGGM  
Raton, KGFL  
State College, EOB
- NEW YORK**  
Auburn, WRBO  
Binghamton, WRBF  
Brooklyn, WRBC, WLTH,  
WMBQ, WSGH, WSDA,  
WBRB, WCGU  
Buffalo, WRBR, WGR,  
WKWB, WWSV, WBBN,  
WMAK  
Canton, WCAD  
Cazenovia, WMAC  
Freeport, WGRB  
Glens Falls, WBGF  
Ithaca, WIOU, WYAI  
Jamaica, WJAY  
Jamestown, WOCI  
Long Beach, WCLB  
Long Island City, WRBX  
New York, WBNY, WJCN,  
WJZ, WKBO, WJMA,  
WMSG, WNYC, WPCB,  
WNY, WABC, WOV,  
WQAO, WLWL, WRBQ,  
WDA, WFAF, WPAP,  
WGBS, WHAL, WPAP  
Poughkeepsie, WPOE  
Poughkeepsie, WOKO  
Rochester, WHAM, WHEC  
Saranac Lake, WNBZ  
Schenectady, WGY  
Syracuse, WRHL, WSYR  
Tupper Lake, WHDL  
Troy, WHAZ  
Utica, WBSX  
Woodhaven, WEVD  
Woodside, WWRL  
Yonkers, WCOH
- NORTH CAROLINA**  
Asheville, WUNC  
Charlotte, WBT  
Gastonia, WRJH  
Greensboro, WBAM  
Raleigh, WPTF  
Wilmington, WRBT  
Winston-Salem, WSJS
- NORTH DAKOTA**  
Bismarck, KFJR  
Devils Lake, KDLR  
Fargo, WDAY  
Grand Forks, KFJM  
Mandan, KGNU  
Minot, KLPM
- OHIO**  
Akron, WFJO  
Canton, WHBC  
Cincinnati, WKRC, WSAI,  
WLW, WFBZ
- OKLAHOMA**  
Alva, KGF  
Las Vegas, KOCW  
Elk City, KGMP  
Enid, KOKO  
Norman, WNAD  
Oklahoma City, KFJF, KFJR,  
KOCB, KGGF, WKY  
Picher, KGGF  
Ponca City, WBBZ  
Tulsa, KVOO
- OREGON**  
Astoria, KFJI  
Corvallis, KOAC  
Eugene, KORE  
Marshall, KODS  
Medford, KJED  
Portland, KEX, KOIN, KFJR,  
KGW, KTRB, KWJJ, KXL,  
KBBS
- PENNSYLVANIA**  
Allentown, WCBA, WSN  
Alltoona, WFBG  
Carbondale, WNBW  
Ebensburg, WBG  
Erie, WEDH  
Frankford, WFKD  
Greene City, WSAJ  
Harrisburg, WCOD, WBAK,  
WHP  
Johnstown, WIAC  
Lancaster, WYAL, WKJO  
Le Moyne, WHP  
Lewisburg, WJBU  
Oil City, WLBW  
Philadelphia, WCAU, WFL,  
WIP, WILT, WRAX,  
WPEN, WFAN, WLEK,  
WHAT, WFKD  
Pittsburgh, KQV, WCAE,  
WJAS, KDKA  
Reading, WRAW  
Scranton, WGH, WQAN,  
Silver Spring, WNBQ  
State College, WPSC  
Wilkes-Barre, WRAX, WBRB  
Williamsport, WRBJ  
Williamsport, WRAX
- PORTO RICO**  
San Juan, WKAQ
- RHODE ISLAND**  
Cranston, WDFW  
Newport, WRA  
Pawtucket, WPAW  
Providence, WEAN, WJAR,  
WDFW
- SOUTH CAROLINA**  
Charleston, WSCS  
Columbia, WIS  
Spartanburg, WSPA
- SOUTH DAKOTA**  
Brookings, KFJY, KGOB  
Huron, KJML  
Mitchell, KGDA  
Pierre, KGFV  
Rapid City, WCAT  
Sioux Falls, KSOO  
Vermillion, KUSD  
Watertown, KGRR  
Yankton, WNAJ
- TENNESSEE**  
Bristol, WOPI  
Chattanooga, WDOJ
- TEXAS**  
Ablene, KFYO  
Amarillo, KGRS, WDAG  
Austin, KUT  
Beaumont, KFDM  
Brownsville, KWWG  
Brownwood, EGBB  
College Station, KTTA  
Corpus Christi, KCFI  
Dallas, KRLB, WFAA, WBR  
Dublin, KFPL  
El Paso, WDAH, KFSM  
Fort Worth, KFJZ, WBAP,  
KTAT  
Galveston, KFTX, KFUI  
Greenville, KFPM  
Harlingen, KEGV  
Houston, KPHC, KTLG,  
KTRH, KVVZ  
San Angelo, KRFI, KGKL  
San Antonio, KTAP, KTTA,  
WQAI, KQNO  
Waco, WAO, KGGI  
Wichita Falls, KGKO
- UTAH**  
Ogden, KLO  
Salt Lake City, KDYL, KSL
- VERMONT**  
Barre, WCAJ  
St. Albans, WQDM  
Springfield, WNBX
- VIRGINIA**  
Alexandria, WJVS  
Arlington, NAA  
Danville, WBTM  
Emory, WEMT  
Lynchburg, WLYA  
Newport News, WGH  
Norfolk, WTAJ, WFOR  
Petersburg, WJHG  
Richmond, WBBJ, WMBG,  
WRVA  
Roanoke, WDBJ, WRBX
- WASHINGTON**  
Aberdeen, KXRO  
Bellingham, KVOJ  
Everett, KFHL  
Lacey, KGY  
Longview, KJL  
Pullman, KWSC  
Seattle, KOL, KFQW, KPQ,  
KJR, KOMO, KPCC, KRSC,  
KTV, KVL, KXA  
Spokane, KFID, KFPY, KGA,  
KHQ  
Tacoma, KMO, KVI  
Wenatchee, KPQ  
Yakima, KIT
- WEST VIRGINIA**  
Bluefield, WHBS  
Charleston, WGRU  
Fairmont, WMMN  
Huntington, WSAZ  
Wheeling, WVVV
- WISCONSIN**  
Beloit, WISJ  
Eau Claire, WTAQ  
Fond Du Lac, KFJZ  
Green Bay, WFBY  
Janesville, WCLO  
La Crosse, WKBH  
Madison, WHA, WTBA  
Manitowish, WQMT  
Milwaukee, WHAD, WISN,  
WTMJ  
Poyntelle, WFRU  
Racine, WRIM  
Shabogon, WBLB  
Stevens Point, WLBL  
Superior, WBBZ
- WYOMING**  
Casper, KDFN
- KNOXVILLE, WFCB, WNOX,  
WROL  
MEMPHIS, WGRB, WHRQ,  
WMC, WNNR, WOAN,  
WRC  
NASHVILLE, WLAC, WSM,  
WTNT  
SPRINGFIELD, WSIX  
UNION CITY, WOBT**

AMERICAN RADIO

FALL 1979 REPORT

Compiled and edited by:

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Volume IIII, Number 2

## INTRODUCTION

This is the eighth edition of American Radio. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

JAMES DUNCAN, JR.  
VICE PRESIDENT/MEDIA DIRECTOR  
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200 MICHIGAN BUILDING  
KALAMAZOO, MICHIGAN 49007 (616) 381-4262

I strongly urge that you carefully read the definitions pages at the front of Section B. This will help you understand all the information given in the individual market reports.

IMPORTANT NOTE: Our contract with Arbitron requires us to note those stations which were determined to have run "on-air survey announcements". We have noted those stations in the individual market reports.

ABOUT THE COVER: Gloria Korteway of the Gilmore Advertising Art Department found a copy of an old radio magazine in a garage sale. She thoughtfully presented the November 1930 issue of "Citizens Radio Call Book Magazine and Technical Review" to me. We adapted page 31 for our cover. The listing includes every station broadcasting in the United States as of that date. Call letter freaks should have lots of fun with this cover. By the way, Puerto Rico is not a typo. Apparently some people spelled it "Porto".

Subscribers may quote American Radio for sales and advertising purposes. However, you must be an Arbitron or Mediastat subscriber if any of their data is involved. Secondly, I must be notified. I always grant permission but I like to make sure that my work is being properly quoted. The title American Radio must always be cited.

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Short passages may be quoted by reviewers.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Any corrections made by Arbitron to earlier published market reports are included if they were received by February 12, 1980.

This edition was completed on February 17, 1980. The last Arbitron report was received on February 12, 1980. Mailing reports to subscribers will begin on February 21, 1980. Working on such tight deadlines may cause production problems. If your copy is defective in any way let me know and I will promptly mail another copy to you.

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Akron	Dallas-FW	Lexington	Raleigh
Alb-Sch-Tr	Dayton	Little Ro	Richmond
Albuq	Dayt Bea	LA	Roch, NY
Allen-Be-Ea	Denver	Louisvll	Sacra
Anaheim	Des Moi	Memphis	St. Lou
Anchorage	Detroit	Miami	Sal-Sea-Mo
Atlanta	El Paso	Milw	SLC
Aust, Tx	Eug-Spr	Minn-SP	San Ant
Baltimore	Ft. Lau	Mobile	San Diego
Baton Rou	Ft. Way	Nashvll	SF
Beau-PA-Or	Fresno	N Haven	San Jose
Birming	G Rapids	N Orleans	Sea-Tac
Boston	Hartford	NY	Spokane
Buffalo	Honolulu	Norfolk	Syracuse
Charlotte	Houston	Okla C	Tampa-SP
Chattan	Huntingt	Omaha	Toledo
Chicago	Indianap	Orl	Tucson
Cincinnati	Jkville	Peoria	Tulsa
Cleveland	Kalamaz	Phil	Washington, DC
Colo Spr	Kansas C	Phoe	West Palm
Colum, SC	Knoxvll	Pitt	Wichita, KS
Columb, OH	Lansing	Port, OR	Youngstown
	Las Vegas	Provid	

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Bangor, ME	Dothan, AL	Johnstown, PA	Parkersburg, WV
Beckley, WV	Fayetteville, ARK	Joplin, MO	Rapid City, SD
Billingham, WA	Ft. Myers, FL	La Crosse, WI	Riverside/San Bern
Biloxi, MS	Ft. Peirce, FL	Missoula, MT	CAL
Bozeman, MT	Grand Junc, CO	Odessa, TX	San Angelo, TX
	Harrisonburg, VA	Owensboro, KY	Santa Fe, NM
			Twin Falls, ID



CONTINUATION OF INDEX

III. SECTION C

Mediatrend Monthly Reports

Atlanta	Dallas-FW	Los Angeles	St. Louis
Boston	Denver	Milwaukee	San Francisco
Chicago	Detroit	New York	Washington
Cleveland	Fresno	Philadelphia	

Strategy Research Corporation - San Juan Puerto Rico report

Financial and Securities Analysis

ABC	Affiliated Publications	John Blair
CBS	Capital Cities	Cox
Gannett	General Tire	Harte-Hanks
Insilco	Jefferson-Pilot	LIN
Meredith	Metromedia	Outlet
RCA	Taft	Viacom

HIGHLIGHTS AND COMMENTS

LEADING STATIONS

WOR is now the most listened to station in the nation. Since 0/N 78 these stations also made significant gains: WBLS-F (22 to 2), WNBC (17 to 10), KMOX (21 to 13), WMCA (35 to 21), KFI (43 to 26), WNEW-F (58 to 30), WADO (54 to 31), WLAK-F (65 to 37), WMMR-F (161 to 39), WYNY-F (125 to 45), WWJ (126 to 70), WWWK-F+ (500+ to 74), WCXI (500+ to 76), KSTP-F (335 to 85), WMJC-F (318 to 92) and KYUU-F (500+ to 95),

WBLS-F leads the nation in Teens, 18-49 and 25-54. WKTU-F leads in 18-34. WOR leads in 35-64. WGN leads in morning drive (AMD).

WOWO leads in Metro Cume Rating with 62.5 WABC remains the leader in TSA Cume with 3.2 million listeners. Multimedia's WWNC still leads in Metro Share with 44.0. Booth's WRBR-F is the leading FM station with a 26.1 share.

FM SHARE INCREASES-BUT THE RATE SLOWS

The Metro FM share of listening is now at 53.627%. In Oct/Nov 78 the share was 50.698%. This is a growth rate of 5.8% down from the previous year's rate of 9.0%.

FORMAT TRENDS

I made a special effort to break out the true "adult contemporary" stations. For this reason the Rock/Contemp percentage was down and the MOR/AC percentage is down. The other major formats increased their share of listening with the exception of Beautiful Music and Classical.

GROUP OWNERS

Some of the groups showing significant growth during the last year were NBC, Cox, Bonneville, Golden West, Meredith, Greater Media, Outlet, Affiliated, Westinghouse, Jefferson-Pilot and Broadcast Ent Net (BENI).

The new groups on the list since 0/N 78 are Inner City, Heftel, First Media, Doubleday, Scripps-Howard, Beck-Ross, Des Moines Register-Tribune, Sudbrink, Western Cities, Sunbelt, Clear Channel, Davis and Weaver, Stuart, Broadcast Associates and Peoria State Journal.

For the first time Storer is not listed in the group rankings and I found this to be rather sad. With the exception of WLAK-F the Storer group has been dismantled.

### COST PER THOUSANDS

Radio CPM's continue to rise dramatically. This year's O/N markets had an average CPM of \$2.73 compared to a year ago's figures of \$2.35. This represents a 16.17% increase in one year. Anaheim, Kalamazoo and Anchorage were the most expensive markets. The least expensive markets were Knoxville, New York and Allentown-Beth-Easton.

### OTHER LEADERS

Anchorage and Des Moines had the most revenue per capita and Anaheim and New Haven the least. Los Angeles and Columbus lead in income per capita; Beaumont and Honolulu had the lowest. San Francisco had the most national/regional revenue per capita and Anaheim the least. Columbus, Minneapolis, Dayton and Houston lead in profit margin.

Schulke is the leading syndicator/consultant followed by Burkhart-Abrams.

Katz again leads the rep firms followed by Eastman, Blair, Torbet, and McGavren-Guild. Torbet and Christal showed significant growth.

### MASS MEDIA BOOKNOTES

There are other "obscure" publications similar to American Radio which cover various aspects of broadcast media. Unfortunately, many of these publications deserve publicity but do not receive it. Most can not afford much advertising and our broadcasting trade press does a miserable job of reviewing books and articles concerning broadcastin unless they themselves publish it or it has "pop" appeal.

There is one source of information about these publications. It is Mass Media Booknotes published monthly by Chris Sterling of Temple University. I don't know how Chris finds out about all these books and publications but he reviews hundreds of them each year. Not only broadcasting is covered but print media, foreign publications, advertising, film, photography and music.

Dr. Sterling reviews everything from the mass appeal "pop" books to scholarly research pieces to worth doctoral dissertations.

The cost of a year's subscription is only \$5.00 and to any student of media it is a bargain.

You can subscribe by sending a check for \$5.00 to:

Dr. Christopher Sterling  
Mass Media Booknotes  
Department of Radio-Television-Film  
Temple University  
Philadelphia, PA 19122

SECTION A

NATIONAL RANKINGS AND RATINGS ANALYSIS  
(BASED ON ARBITRON DATA)

NOTE: FIGURES ARE GENERALLY IN HUNDREDS

AMERICA'S 500 MOST LISTENED TO RADIO STATIONS\*\*

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>O/N 78 RANK</u>
1. WOR	New York	1813	Talk	RKO	3
2. WBLS-F	New York	1775	Disco/Black	Inner City	22
3. WKTU-F	New York	1691	Disco	SJR	1
4. WCBS	New York	1524	News	CBS	4
5. WGN	Chicago	1378	MOR	WGN Cont	6
6. WABC	New York	1309	Rock	ABC	2
7. WRFM-F	New York	1185	BTFL	Bonneville	7
8. WINS	New York	1112	News	Westinghouse	5
9. WLS	Chicago	1100	Rock	ABC	10
10. WNBC	New York	1029	Contemp	NBC	17
11. WMAQ	Chicago	983	Country	NBC	8
12. KDKA	Pittsburgh	915	MOR	Westinghouse	12
13. KMOX	St. Louis	913	Talk/News	CBS	21
14. KMET-F	Los Angeles	910	AOR	Metromedia	20
15. KGO	San Francisco	894	Talk/News	ABC	24
16. WJR	Detroit	890	MOR	Capital Cities	9
17. WCCO	Minneapolis-SP	882	MOR/Talk		11
18. KBIG-F	Los Angeles	873	BTFL	Bonneville	16
19. WLOO-F	Chicago	851	BTFL	Century	25
20. WPLJ-F	New York	822	AOR	ABC	19
21. WMCA	New York	817	Talk		35
22. WBBM	Chicago	812	News	CBS	14
23. KABC	Los Angeles	809	Talk	ABC	15
24. KYW	Philadelphia	795	News	Westinghouse	37
25. WCBS-F	New York	780	Oldies	CBS	18
26. KFI	Los Angeles	761	Contemp	Cox	43
27. WHN	New York	759	Country	Mutual	13
28. WPAT	New York	745	BTFL	Capital Cities	31
29. WPAT-F	New York	732	BTFL	Capital Cities	32
30. WNEW-F	New York	726	AOR	Metromedia	58
31. WADO	New York	691	Spanish		54
32. KNX	Los Angeles	679	News	CBS	23
33. WBAP	Dallas-FW	668	Country	Capital Cities	27
34. WWSH-F	Philadelphia	653	BTFL	Cox	34
35. KJOI-F	Los Angeles	649	BTFL	LA Coke	33
36. WHDH	Boston	622	MOR	John Blair	30
37. WLAK-F	Chicago	619	BTFL	Storer	65
38. WBZ	Boston	602	MOR	Westinghouse	36
39. WMMR-F	Philadelphia	599	AOR	Metromedia	161
40. WLUP-F	Chicago	575	AOR	Heftel	123
41. KRTH-F	Los Angeles	572	AC/Cont	RKO	53
42. KLAC	Los Angeles	571	Country	Metromedia	45
43. WJIB-F	Boston	566	BTFL	GE	57
44. WMAL	Washington	556	MOR/Talk	ABC	48
45. WYNY-F	New York	543	AC	NBC	125
46. WTIC	Hartford	539	MOR		42
47. KFWB	Los Angeles	534	NEWS	Westinghouse	47
48. WNEW	New York	524	MOR	Metromedia	41
49. WDAF	Kansas City	518	Country	Taft	61
50. KCBS	San Francisco	512	News	CBS	46

\*\*Based on 1/4 HR AVG, TSA, Mon-Sun, 6AM-MID. WOR's total includes unduplicated audience in Philadelphia. + denotes simulcast \* denotes Apr/May survey period

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>O/N 78 RANK</u>
51. WDAS-F	Philadelphia	502	Black/AOR	NBN	51
52. WIP	Philadelphia	501	MOR	Metromedia	29
53. WIND	Chicago	487	Talk	Westinghouse	97
54. KRLA	Los Angeles	485	Rock		99
55. WJIT	New York	482	Spanish	SJR	26
56. KFAB	Omaha	474	MOR	Lee	59
57. WTFM-F	New York	446	Contemp		43
58. WBMX-F	New York	436	Black	Sonderling	50
WXLO-F	New York	436	Contemp	RKO	28
60. WPGC-F+	Washington	433	Rock	First Media	38
61. KFRC	San Francisco	431	Rock	RKO	39
62. WYSP-F	Philadelphia	424	AOR	SJR	80
63. KMPC	Los Angeles	422	MOR	Golden West	63
64. WRIF-F	Detroit	418	AOR	ABC	92
65. WQXR-F+	New York	400	Classical	New York Times	55
66. WEEL	Boston	399	News	CBS	56
67. WBCN-F	Boston	398	AOR	Infinity	102
68. KIIS-F	Los Angeles	392	Disco	Gannett	106
69. WMMS-F	Cleveland	390	AOR	Malrite	66
70. WWJ	Detroit	385	News	Detroit News	126
71. KNX-F	Los Angeles	381	Soft Rock	CBS	60
72. KOST-F	Los Angeles	380	BTFL	Cox	49
73. WDVR-F	Philadelphia	371	BTFL		62
74. WWWK-F+	St. Louis	369	Rock	Doubleday	500+
75. WCAU	Philadelphia	365	Talk/News	CBS	71
76. WCXI	Detroit	358	Country	Golden West	500+
77. WTMJ	Milwaukee	356	MOR	Milw Journal	65
78. KVIL-F	Dallas-FW	351	AC	Fairbanks	92
79. WFIL	Philadelphia	350	AC	LIN	75
80. WVBF-F	Boston	349	Rock	Fairbanks	64
KRLD	Dallas-FW	349	News/Talk	Metromedia	112
82. WDVE-F	Pittsburgh	345	AOR	Taft	83
83. WZGC-F	Atlanta	344	Rock	First Media	88
84. WLYF-F	Miami	341	BTFL	Jeff-Pilot	118
85. KSTP-F	Minn-SP	339	AC/Cont	Hubbard	335
86. WUSL-F	Philadelphia	337	BTFL	LIN	109
87. WXKS-F	Boston	333	Disco	Heftel	234
88. CKLW	Detroit	332	Contemp/AC		40
89. WCLR-F	Chicago	330	MOR/AC	Bonneville	67
90. WFYR-F	Chicago	329	AC	RKO	73
91. KUTE-F	Los Angeles	326	Black/Disco	Inner City	86
92. WOW	Omaha	324	Contemp	Meredith	82
WMJC-F	Detroit	324	AC	Greater Media	318
KLOS-F	Los Angeles	324	AOR	ABC	84
95. KYUU-F	San Francisco	320	AC	NBC	500+
96. WOOK-F	Washington	319	Black	United	136
97. WEEL-F	Boston	318	AC	CBS	189
98. WLW	Cincinnati	317	MOR	Mariner	77
99. KSCS-F	Dallas-FW	316	Country	Capital Cities	146
WCOZ-F	Boston	316	AOR	John Blair	111



101.	WGY	Alb-Schen-Troy	315	151.	WQXI-F	Atlanta	265
102.	KQRS-F+	Minneapolis	314	152.	WIOT-F	Toledo	264
	WGCL-F	Cleveland	314	153.	WIBC	Indianapolis	263
104.	KSOL-F	San Francisco	313		WBT	Charlotte	263
	KOA	Denver	313	155.	WXTZ-F	Indianapolis	262
106.	WSB	Atlanta	311	156.	KFOG-F	San Francisco	261
107.	WBAL	Baltimore	310	157.	WBEN	Buffalo	260
108.	KIRO	Seattle	306		WWBA	Tampa/SP	260
	KMJQ-F	Houston	306		WVNJ-F	New York	260
110.	WEZN-F	Bridgeport	304	160.	WRQX-F	Washington	258
	WGAY-F	Washington	304	161.	KKYX	San Antonio	257
112.	KSHE-F	St. Louis	303		WAAF-F	Worcester*	257
113.	WLIF-F	Baltimore	300	163.	KXOK	St. Louis	256
114.	KHJ	Los Angeles	299		WAIT	Chicago	256
	WJYE-F	Buffalo	299	165.	WLVQ-F	Columbus	255
116.	KDAY	Los Angeles	296	166.	WKLS-F	Atlanta	252
	KSFO	San Francisco	296	167.	WGR	Buffalo	251
118.	WWWW-F	Detroit	295	168.	XTRA	Los Angeles	250
	WWDB-F	Philadelphia	295	169.	WIFI-F	Philadelphia	249
120.	WKQX-F	Chicago	294		WHK	Cleveland	249
	WMGK-F	Philadelphia	294	171.	KRLY-F	Houston	248
122.	WQAL-F	Cleveland	293	172.	WFBQ-F	Indianapolis	247
123.	WSOC-F	Chcarlotte	292		WDBO-F	Orlando	247
	KTSA	San Antonio	292		KEZK-F	St. Louis	247
125.	KYYS-F	Kansas City	291	175.	KCMO	Kansas City	246
126.	WPIX-F	New York	288	176.	WIVK-F	Knoxville	245
127.	WVON	Chicago	287		WDRQ-F	Detroit	245
	KYND-F	Houston	287		WMET-F	Chicago	245
129.	KTRH	Houston	286	179.	WOWO	Ft. Wayne	242
130.	WEZO-F	Rochester	285		KDIA	San Francisco	242
	WWJ-F	Detroit	242		WWJ-F	Detroit	242
131.	WXYZ	Detroit	284	182.	KSFX-F	San Francisco	241
	WDOK-F	Cleveland	284	183.	WXXK-F	Pittsburgh	240
133.	WJEZ-F	Chicago	282	184.	KZLA-F	Los Angeles	239
134.	WGCI-F	Chicago	278		KVOO	Tulsa	239
	KHTZ-F	Los Angeles	278	186.	WRCH-F	Hartford	238
	WRKO	Boston	278	187.	WISN	Milwaukee	237
137.	WGAR	Cleveland	276		WTWR-F	Detroit	237
138.	WKRQ-F	Cincinnati	275		KOIT-F	San Francisco	237
139.	WSHH-F	Pittsburgh	274	190.	WBBM-F	Chicago	235
140.	WRAL-F	Raleigh	272		WNCI-F	Columbus	234
	WQBA	Miami	234	191.	WQBA	Miami	234
141.	KOMO	Seattle	271	193.	WHYI-F	Miami	230
142.	WOMC-F	Detroit	269	194.	WEZW-F	Milwaukee	229
	KNBR	San Francisco	269		WHIO-F	Dayton	229
	WHO	Des Moines	269	196.	WPCH-F	Atlanta	228
145.	WTVN	Columbus	268		WDGY	Minneapolis	228
146.	WNCN-F	New York	267		WNIC-F	Detroit	228
	KIKK-F	Houston	267	199.	WROR-F	Boston	226
	WLKW-F	Providence	267	200.	WVNJ	New York	225
149.	WJR-F	Detroit	266				
	WRVR-F	New York	266				

	WJPC	Chicago	225		WPRO-F	Providence	195
	WMC-F	Memphis	225		KLVE-F	Los Angeles	195
203.	WEFM-F	Chicago	224		WBNS-F	Columbus	195
	WTAE	Pittsburgh	224	254.	WTQR-F	Greens-WS*	194
	KABL-F	San Francisco	224		WSB-F	Atlanta	194
206.	KPRC	Houston	223	256.	WHAM	Rochester	193
207.	WBEN-F	Buffalo	222	257.	WHLI	New York	192
	WKBW	Buffalo	222		WOOD-F	Grand Rapids	192
209.	WHUR-F	Washington	221	259.	KRBE-F	Houston	191
	KGBT	Harlingen*	221		WFBC-F	Greenville,SC*	191
211.	KGW	Portland	219		WJZZ-F	Detroit	191
212.	WROQ-F	Charlotte	218	262.	WSSH-F	Boston	190
	WFAA	Dallas-FW	218	263.	KALI	Los Angeles	189
214.	KRAK	Sacramento	217		KFAC-F	Los Angeles	189
215.	KEEY-F	Minneapolis	214		WEBN-F	Cincinnati	189
216.	KQYT-F	Phoenix	213		WPJB-F	Providence	189
217.	KKDA-F	Dallas-FW	212	267.	WIOD	Miami	188
	WITS	Boston	212		KIMN	Denver	188
219.	WRBQ-F	Tampa-SP	211		WCKY	Cincinnati	188
220.	WFMT-F	Chicago	210	270.	WCTO-F	New York	187
	WCZY-F	Detroit	210		KIQQ-F	Los Angeles	187
	WIOQ-F	Philadelphia	210	272.	WQXM-F	Tampa-SP	186
223.	WCAU-F	Philadelphia	208		KZEW-F	Dallas-FW	186
	WCBM	Baltimore	208	274.	KSEA-F	Seattle	185
225.	KLZ	Denver	207		KKGO-F	Los Angeles	185
	KABL	San Francisco	207		WKRC	Cincinnati	185
	WZZD	Philadelphia	207		WINZ	Miami	185
	WTOP	Washington	207		WPTF	Raleigh	185
229.	WCMS-F	Norfolk	206	279.	WLQR-F	Toledo	184
230.	KLOL-F	Houston	205		WSNI-F	Philadelphia	184
	WRVQ-F	Richmond	205	281.	WXRT-F	Chicago	183
232.	WABX-F	Detroit	204	282.	KRMG	Tulsa	182
	KTOK	Oklahoma City	204		WPEZ-F	Pittsburgh	182
234.	WJBR-F	Wilmington	203		WHYN-F	Springfield,MA*	182
235.	KOAX-F	Dallas-FW	202		WJLB	Detroit	182
	WKSS-F	Hartford	202		KEWT-F	Sacramento	182
	WKXX-F	Birmingham	202		KCEZ-F	Kansas City	182
238.	WAMO-F	Pittsburgh	201		WWWE	Cleveland	182
239.	WVEE-F	Atlanta	200	289.	WPOC-F	Baltimore	181
	KNIX-F	Phoenix	200		KJQY-F	San Diego	181
241.	KTNQ	Los Angeles	198	291.	KEX	Portland	180
	WTIX	New Orleans	198	292.	WDAI-F	Chicago	179
243.	WRVA	Richmond	197		KTXQ-F	Dallas-FW	179
	WIL-F	St. Louis	197	294.	WXYV-F	Baltimore	178
245.	WSUN	Tampa-SP	196	295.	KBAY-F	San Jose	177
	KHOW	Denver	196		WWRL	New York	177
	WJMD-F	Washington	196		WLIR-F	New York	177
	KILT	Houston	196		WLPX-F	Milwaukee	177
249.	WIYY-F	Baltimore	195		KAZY-F	Denver	177
	KNEW	San Francisco	195		WHIO	Dayton	177

301.	WMT	Cedar Rapids*	175	351.	WSKZ-F	Chattanooga	155
	WAYL-F	Minneapolis	175	352.	WKJJ-F	Louisville	154
	WJYW-F	Tampa-SP	175		KOFM-F	Oklahoma City	154
	KGMB	Honolulu	175		WBCS-F	Milwaukee	154
305.	WWDC-F	Washington	174		KZAP-F	Sacramento	154
	WALK-F+	New York	174	356.	WTLC-F	Indianapolis	153
307.	WQDR-F	Raleigh	173	357.	WEPP	Pittsburgh	152
	WMC	Memphis	173		WINZ-F	Miami	152
	KMEZ-F	Dallas-FW	173		WOWI-F	Norfolk	152
310.	WRC	Washington	172		WOKY	Mimai	152
					KGOR-F	Omaha	152
311.	WSLQ-F	Roanoke*	170	362.	WWIN	Baltimore	151
312.	KENR	Houston	169		WCAO	Baltimore	151
	WMZQ-F	Washington	169		KOME-F	San Jose	151
	WBYU-F	New Orleans	169		KDFC-F+	San Francisco	151
	WHAS	Louisville	169		WHUD-F	New York	151
	KSSN-F	Little Rock	169		WSTW-F	Wilmington,DE*	151
317.	WOKI-F	Knoxville	168		KSTP	Minneapolis	151
318.	WQEN-F	Birmingham	167		WLAV-F	Grand Rapids	151
	WPRO-F	Providence	167	370.	WBLI-F	New York	150
	KMBR-F	Kansas City	167		WKQS-F	Miami	150
	KISW-F	Seattle	167		WELI	New Haven	150
	WAIA-F	Miami	167	373.	WUBE-F	Cincinnati	148
323.	WSYR	Syracuse	165		KGFJ	Los Angeles	148
	WDAS	Philadelphia	165	375.	WNAP-F	Indianapolis	147
	KQUE-F	Houston	165		WCCO-F	Minneapolis	147
326.	WEZI-F	Memphis	163		KUPL-F	Portland	147
	KOY	Phoenix	163	378.	KNOK-F	Dallas-FW	146
	WRHC	Miami	163		WAVA-F	Washington	146
	WRBR-F	South Bend*	163		WKYS-F	Washington	146
330.	KFJZ-F	Dallas-FW	162		WPNT-F	Pittsburgh	146
	KOSI-F	Denver	162		WWL	New Orleans	146
	KFYE-F	Fresno	162	383.	WROW	Alb-Schen-Troy	145
333.	KKNG-F	Oklahoma City	161		WEZC-F	Chc Charlotte	145
	WFMS-F	Indianapolis	161		WGMS-F+	Washington	145
	WJOI-F	Pittsburgh	161		WHUE-F	Boston	145
336.	KMBZ	Kansas City	160	387.	WEZK-F	Knoxville	144
	WSM	Nashville	160	388.	WMJQ-F	Rochester	143
338.	WQXA-F	York*	159		WERE	Cleveland	143
	KODA-F	Houston	159		KSLQ-F	St. Louis	143
	WIRE	Indianapolis	159		WJJD	Chicago	143
341.	WFLN-F+	Philadelphia	158		KKHI-F+	San Francisco	143
	WWEZ-F	Cincinnati	158	393.	KWST-F	Los Angeles	142
	KJR	Seattle	158	394.	WEAT-F	West Palm Beach	141
344.	WWVA	Wheeling*	157		WTUE-F	Dayton	141
	WNJR	Newark	157		WHCN-F	Hartford	141
	WOAI	San Antonio	157		WVEZ-F	Louisville	141
	KLIR-F	Denver	157		KWKW	Los Angeles	141
	KGON-F	Portland	157	399.	KBOX	Dallas-FW	140
	KSL	Salt Lake City	157		KMEO-F	Phoenix	140
350.	WFLY-F	Alb-Schen-Troy	156				

	KBEQ-F	Kansas City	140		451. WZZP-F	Cleveland	127
402.	WJBR-F	Wilmington*	139		WWWM-F	Cleveland	127
	KFGO	Fargo*	139		WIL	St. Louis	127
	KAUM-F	Houston	139		KCOR	San Antonio	127
	WHJY-F	Providence	139		KITY-F	San Antonio	127
	WHB	Kansas City	139		WHRK-F	Memphis	127
407.	KKYK-F	Little Rock	138		WZXR-F	Memphis	127
	WFBR	Baltimore	138		WKTZ-F	Jacksonville	127
	WHP	Harrisburg	138		WHLY-F	Orlando	127
410.	WJMO	Cleveland	137	460.	WZZO-F	Allen-Beth	126
	WNDE	Indianapolis	137		WPLO	Atlanta	126
412.	WRAM	Scranton*	136		KZOK-F	Seattle	126
	WLTA-F	Atlanta	136		WYFM-F	Youngstown	126
414.	WRTH	St. Louis	135		KLYF-F	Des Moines	126
	WZEZ-F	Nashville	135	465.	WNOR-F	Norfolk	125
	KEBC-F	Oklahoma City	135		WGST	Atlanta	125
417.	WBBQ-F	Wagusta,GA*	134	467.	KTTS-F	Springfield,MO*	124
	KGB-F	San Diego	134		WSPD	Toledo	124
	KDWB	Minneapolis	134	469.	WYYD-F	Raleigh	123
	WYOR-F	Miami	134		WIGY-F	Portland,ME*	123
	WHBQ	Memphis	134		KNOB-F	Los Angeles	123
	KIKI	Honolulu	134		WQQQ-F	Allen-Beth	123
	WKBN-F	Youngstown	134		KNUS-F	Dallas-FW	123
424.	KMOX-F	St. Louis	133		WNWS	Miami	123
	WKRQ-F	Mobile	133	475.	WSJO-F	San Jose	122
426.	WDIA	Memphis	132		WKEZ-F	Norfolk	122
	KLOK	San Jose	132		WORJ-F	Orlando	122
428.	WSPA-F	Greenville, SC*	131	478.	KSAN-F	San Francisco	121
	KPRI	San Diego	131		WSIX-F	Nashville	121
	WPEN	Philadelphia	131		KCPX-F	Salt Lake City	121
	WONE	Dayton	131	481.	KILT-F	Houston	120
	KYYX-F	Seattle	131		KYA	San Francisco	120
	KING	Seattle	131		WBNS	Columbus	120
434.	KEZX-F	Seattle	130	484.	WGER-F	Saginaw*	119
	WKY	Oklahoma City	130		WMEE-F	Fort Wayne	119
	WWWL-F	Miami	130		WWYZ-F	Hartford	119
	WAKR	Akron	130	487.	WPLR-F	New Haven	118
	WQYK-F	Tampa-SP	130		WLIB	New York	118
	WFFM-F	Pittsburgh	130		WHBC	Canton*	118
440.	WHYN	Springfield,MA*	129	490.	KIFM-F	San Diego	117
	WJMI-F	Jackson,MS*	129		KSDO	San Diego	117
	WSRS-F	Boston	129		WPIK	Washington	117
	KOMA	Oklahoma City	129		WSLR	Akron	117
	WGRD-F+	Grand Rapids	129		WEDR-F	Miami	117
	WXOK	Baton Rouge	129		WZUU-F	Milwaukee	117
446.	KWKH	Shreveport*	128		KLAZ-F	Little Rock	117
	KYA-F	San Francisco	128		WABB-F	Mobile	117
	WJW	Cleveland	128	498.	KMGC-F	Dallas-FW	116
	KQV	Pittsburgh	128		KGNR	Sacramento	116
	KTAR	Phoenix	128		KFMK-F	Houston	116
					KEZY	Anaheim	116

AMERICA'S LEADING FM STATIONS\*

<u>STATION</u>	<u>MARKET</u>	<u>FORMAT (Syndicator/Consultant)</u>	<u>OWNER</u>	<u>1/4 HR AVG</u>
1. WBLS	New York	BLACK/DISCO	Inner City	1775
2. WKTU	New York	DISCO (Burk-Abr)	SJR	1691
3. WRFM	New York	BTFL MUS (Bonneville)	Bonneville	1185
4. KMET	Los Angeles	AOR	Metromedia	910
5. KBIG	Los Angeles	BTFL MUS (Bonneville)	Bonneville	873
6. WLOO	Chicago	BTFL MUS (FM-100)	Century	851
7. WPLJ	New York	AOR	ABC	822
8. WCBS	New York	OLDIES	CBS	780
9. WPAT	New York	BTFL MUS	Capital Cities	732
10. WNEW	New York	AOR	Metromedia	726
11. WWSH	Philadelphia	BTFL MUS (Schulke)	Cox	653
12. KJOI	Los Angeles	BTFL MUS (Schulke)	LA Coke	649
13. WLAK	Chicago	BTFL MUS (Schulke)	Storer	619
14. WMMR	Philadelphia	AOR	Metromedia	599
15. WLUP	Chicago	AOR (Burk-Abr)	Heftel	575
16. KRTH	Los Angeles	AC/CONTEMP	RKO	572
17. WJIB	Boston	BTFL MUS (Schulke)	GE	566
18. WYNY	New York	AC	NBC	543
19. WDAS	Philadelphia	BLACK/AOR	NBN	502
20. WTFM	New York	CONTEMP/AC		446
21. WBMX	Chicago	BLACK	Sonderling	436
WXLO	New York	CONTEMP/AC	RKO	436
23. WPGC+	Washington	ROCK	First Media	433
24. WYSP	Philadelphia	AOR (Burk-Abr)	SJR	424
25. WRIF	Detroit	AOR	ABC	418
26. WQXR+	New York	CLASSICAL	New York Times	400
27. WBCN	Boston	AOR	Infinity	398
28. KIIS	Los Angeles	DISCO	Gannett	392
29. WMMS	Cleveland	AOR	Malrite	390
30. KNX	Los Angeles	SOFT ROCK/AC	CBS	381
31. KOST	Los Angeles	BTFL MUS (FM-100)	Cox	380
32. WDVR	Philadelphia	BTFL MUS		371
33. WWWK+	St. Louis	ROCK	Doubleday	369
34. KVIL	Dallas-FW	AC	Fairbanks	351
35. WVBF	Boston	ROCK	Fairbanks	349
36. WDVE	Pittsburgh	AOR (Burk-Abr)	Taft	345
37. WZGC	Atlanta	ROCK	First Media	344
38. WLYF	Miami	BTFL MUS (Schulke)	Jeff-Pilot	341
39. KSTP	Minn-SP	AC/CONT	Hubbard	339
40. WUSL	Philadelphia	BTFL MUS	LIN	337
41. WXKS	Boston	DISCO (Burk-Abr)	Heftel	333
42. WCLR	Chicago	MOR (Bonneville)	Bonneville	330
43. WFYR	Chicago	AC	RKO	329
44. KUTE	Los Angeles	BLACK/DISCO	Inner City	326
45. WMJC	Detroit	AC	Greater Media	324
KLOS	Los Angeles	AOR	ABC	324
47. KYUU	San Francisco	AC	NBC	320
48. WOOK	Washington	BLACK	United	319
49. WEEL	Boston	AC	CBS	318
50. KSCS	Dallas-FW	COUNTRY	Capital Cities	316

\*Based on 12+ TSA, 1/4 HR AVG, Broadcast Week, 0/N 79 Arbitron



<u>STATION</u>	<u>MARKET</u>	<u>FORMAT (Syndicator/Consultant)</u>	<u>OWNER</u>	<u>1/4 HR AVG</u>
WCOZ	Boston	AOR	John Blair	316
52. KQRS+	Minneapolis	AOR (Burk-Abr)	McKenna	314
WGCL	Cleveland	ROCK		314
54. KSOL	San Francisco	BLACK	United	313
55. KMJQ	Houston	BLACK/AOR	Amaturo	306
56. WEZN	Bridgeport	BTFL MUS (TM)	Park Cities	304
WGAY	Washington	BTFL MUS	Greater Media	304
58. KSHE	St. Louis	AOR	Century	303
59. WLIF	Baltimore	BTFL MUS (Schulke)	Cox	300
60. WJYE	Buffalo	BTFL MUS (Schulke)	McCormick	299
61. WWWW	Detroit	AOR (Burk-Abr)	Shamrock	295
WWDB	Philadelphia	TALK		295
63. WKQX	Chicago	MOR/AC	NBC	294
WMGK	Philadelphia	AC/SOFT	Greater Media	294
65. WQAL	Cleveland	BTFL MUS (Bonneville)	SJR	293
66. WSOC	Charlotte	COUNTRY (TM)	Cox	292
67. KYYS	Kansas City	AOR (Burk-Abr)	Taft	291
68. WPIX	New York	AOR	WGN Cont	288
69. KYND	Houston	BTFL MUS (Schulke)	Harte-Hanks	287
70. WEZO	Rochester	BTFL MUS (Bonneville)	Malrite	285
71. WDOK	Cleveland	BTFL MUS (Churchill)	Gannett	284
72. WJEZ	Chicago	COUNTRY	Plough	282
73. WGCI	Chicago	BLACK	Gannett	278
KHTZ	Los Angeles	ROCK	Greater Media	278
75. WKRO	Cincinnati	ROCK	Taft	275
76. WSHH	Pittsburgh	BTFL MUS (Schulke)	Nationwide	274
77. WRAL	Raleigh	CONTEMP (Drake-Chen)	Capitol	272
78. WOMC	Detroit	MOR/AC	Metromedia	269
79. WNCN	New York	CLASSICAL		267
KIKK	Houston	COUNTRY	Sonderling	267
WLKW	Providence	BTFL MUS	McCormick	267
82. WJR	Detroit	BTFL MUS (Bonneville)	Capital Cities	266
WRVR	New York	JAZZ	Sonderling	266
84. WQXI	Atlanta	ROCK	Jefferson-Pil	265
85. WIOT	Toledo	AOR (Burk-Abr)	Reams	264
86. WXTZ	Indianapolis	BTFL MUS (Schulke)	Mid America	262
87. KFOG	San Francisco	BTFL MUS (Schulke)	GE	261
88. WVNJ	New York	BTFL MUS		260
89. WRQX	Washington	ROCK	ABC	258
90. WAAF	Worcester	AOR (Burk-Abr)	Park Cities	257
91. WLVQ	Columbus	AOR (Burk-Abr)	Taft	255
92. WKLS	Atlanta	AOR (Burk-Abr)	SJR	252
93. WIFJ	Philadelphia	ROCK	GCC	249
94. KRLY	Houston	DISCO (Burk-Abr)	SJR	248
95. WFBQ	Indianapolis	AOR (Burk-Abr)	Rahall/Gulf	247
WDBO	Orlando	BTFL MUS (Schulke)	Outlet	247
KEZK	St. Louis	BTFL MUS (Schulke)	First Media	247
98. WIVK	Knoxville	COUNTRY		245
WDRQ	Detroit	ROCK	Charter	245
WMET	Chicago	AOR	Metromedia	245

AMERICA'S LEADING STATIONS-TEENS\*

1. WBLS-F	New York	51. WYSP-F	Philadelphia
2. WKTU-F	New York	52. WIYY-F	Baltimore
3. WABC	New York	53. WRKO	Boston
4. WPLJ-F	New York	54. KSHE-F	St. Louis
5. KMET-F	Los Angeles	55. WCOZ-F	Boston
6. WNBC	New York	56. KLOS-F	Los Angeles
7. WLUP-F	Chicago	WPRO-F	Providence
8. WLS	Chicago	KKDA-F	Dallas-FW
9. WMMR-F	Philadelphia	KAZY-F	Denver
10. WWWK-F+	St. Louis	60. WKLS-F	Atlanta
11. KFRC	San Francisco	WPIX-F	New York
12. WDAS-F	Philadelphia	WZZD	Philadelphia
13. WVBF-F	Boston	63. WKXX-F	Birmingham
14. WEFM-F	Chicago	64. KITV-F	San Antonio
15. WBMX-F	Chicago	65. WABX-F	Detroit
16. WXLO-F	New York	66. WLPX-F	Milwaukee
17. KSOL-F	San Francisco	67. WVEE-F	Atlanta
18. WRIF-F	Detroit	68. WKBW	Buffalo
19. WPGC-F+	Washington	KSFX-F	San Francisco
20. WRQX-F	Washington	70. WMJC-F	Detroit
21. KHJ	Los Angeles	WQXM-F	St. Pete/Tampa
WWW-F	Detroit	72. KGON-F	Portland
23. KHTZ-F	Los Angeles	KGW	Portland
24. WDRQ-F	Detroit	74. KOME-F	San Jose
25. WMET-F	Chicago	KVIL-F	Dallas-FW
26. KDAY	Los Angeles	76. KJR	Seattle
WKRQ-F	Cincinnati	WRVQ-F	Richmond
28. KIIS-F	Los Angeles	78. KBEQ-F	Kansas City
29. KDIA	San Francisco	WPDQ	Jacksonville
KUTE-F	Los Angeles	KIKI	Honolulu
31. KRLY-F	Houston	KDWB	Minneapolis
WZGC-F	Atlanta	82. WNIC-F	Detroit
33. KRLA	Los Angeles	83. KRTH-F	Minneapolis
34. WOOK-F	Washington	KZAF-F	Sacramento
35. WIOT-F	Toledo	WWIN	Baltimore
WXXK-F	Pittsburgh	KISW-F	Seattle
37. KQRS-F+	Minneapolis	KIMN	Denver
38. WGCL-F	Cleveland	88. WFBQ-F	Indianapolis
WDVE-F	Pittsburgh	WAMO-F	Pittsburgh
WIFI-F	Philadelphia	90. KEZY	Anaheim
KRBE-F	Houston	91. WKJJ-F	Louisville
WNEW-F	New York	KNUS-F	Dallas-FW
43. KFI	Los Angeles	WHFM-F	Rochester
WVON	Chicago	WMJQ-F	Rochester
WGCI-F	Chicago	95. CKLW	Detroit
46. WXKS-F	Boston	96. WLIR-F	New York
KFJZ-F	Dallas-FW		
48. KMJQ-F	Houston		
WPJB-F	Providence		
KYYS-F	Kansas City		

\*Based on Metro teens, Mon-Sun, 6A-MID, 1/4 HR AVG, O/N 79 Arbitron

AMERICA'S LEADING STATIONS -18-34\*

1. WKTU-F	New York	KDAY	Los Angeles
2. WBLS-F	New York	KLOL-F	Houston
3. WNEW-F	New York	KSOL-F	San Francisco
4. WPLJ-F	New York	54. KZLA-F	Los Angeles
5. WCBS-F	New York	WXRT-F	Chicago
6. KMET-F	Los Angeles	56. KFRC	San Francisco
7. WYNY-F	New York	57. WWWW-F	Detroit
8. WABC	New York	58. KSFY-F	San Francisco
9. WLS	Chicago	WCBS	New York
10. WNBC	New York	60. WMMS-F	Cleveland
11. KRTH-F	Los Angeles	61. WADO	New York *
12. WLUP-F	Chicago	WEEI-F	Boston
13. WMMR-F	Philadelphia	WZGC-F	Atlanta
14. KRLA	Los Angeles	64. WXKS-F	Boston
15. KNX	Los Angeles	65. WFIL	Philadelphia
WRI-F	Los Angeles	66. WJPC	Chicago
17. WTFM-F	New York	67. CKLW	Detroit
18. WXLO-F	New York	KIKK-F	Houston
19. WBMX-F	Chicago	69. WKQX-F	Chicago
20. WDAS-F	Philadelphia	WLIR-F	New York
21. KIIS-F	Los Angeles	71. WMET-F	Chicago
22. KYUU-F	San Francisco	72. WIOQ-F	Philadelphia
23. WPIX-F	New York	WVBF-F	Boston
WJIT	New York	KTXQ-F	Dallas-FW
25. WFYR-F	Chicago	75. KHJ	Los Angeles
KSHE-F	St. Louis	WJZZ-F	Detroit
27. KUTE-F	Los Angeles	77. KIQQ-F	Los Angeles
28. WYSP-F	Philadelphia	WLVQ-F	Columbus
29. WBCN-F	Boston	WIOT-F	Toledo
30. WMJC-F	Detroit	80. KYYS-F	Kansas City
31. WASH-F	Washington	WKLS-F	Atlanta
32. WHUR-F	Washington	KRLY-F	Houston
33. KLOS-F	Los Angeles	KDKA	Pittsburgh
34. KVIL-F	Dallas-FW	84. KHTZ-F	Los Angeles
35. WWK-F+	St. Louis	85. WHN	New York
36. KQRS-F+	Minneapolis	WHDH	Boston
37. WQXI-F	Atlanta	87. WBBM-F	Chicago
38. KIOI-F	San Francisco	88. KLAC	Los Angeles
39. WPGC-F+	Washington	89. WABX-F	Detroit
40. WRVR-F	New York	90. KXOK	St. Louis
41. KFI	Los Angeles	91. KMOX	St. Louis
42. KSTP-F	Minneapolis	KSCS-F	Dallas-FW
43. KMJQ-F	Houston	WOMC-F	Detroit
44. WGCI-F	Chicago	94. WROR-F	Boston
WCOZ-F	Boston	WNIC-F	Detroit
WTWR-F	Detroit	96. WL00-F	Chicago
47. WMGK-F	Philadelphia	97. WRFM-F	New York
48. WDVE-F	Pittsburgh	98. WVON	Chicago
WCLR-F	Chicago	WDAI-F	Chicago
50. WINS	New York		

\*Based on Adults 18-34, Metro, Mon-Sun, 6 A-MID, 1/4 HR AVG, O/N 79 ARB

\* Insert WUSL-F, Philadelphia

AMERICA'S LEADING STATIONS 18-49\*

1. WBLN-F	New York	11. WYSP-F	Philadelphia
2. WKTU-F	New York	52. WPGC-F+	Washington
3. WCBS-F	New York	53. WUSL-F	Philadelphia
4. WABC	New York	54. KSTP-F	Minn-SP
5. WNEW-F	New York	KUTE-F	Los Angeles
6. WNBC	New York	56. KMJQ-F	Houston
7. WPLJ-F	New York	57. WPAT-F	New York
8. KMET-F	Los Angeles	58. WRVR-F	New York
9. WYNY-F	New York	59. WBBM	Chicago
10. WCBS	New York	60. WPIX-F	New York
11. WADO	New York	61. KSHE-F	St. Louis
12. WLS	Chicago	WOOK-F	Washington
13. KRTH-F	Los Angeles	63. KLOS-F	Los Angeles
WINS	New York	64. KYW	Philadelphia
15. WRFM-F	New York	65. WFIL	Philadelphia
16. WJIT	New York	66. WWSH-F	Philadelphia
17. WLOO-F	Chicago	67. KSCS-F	Dallas-FW
18. KRLA	Los Angeles	68. KMPC	Los Angeles
19. KBIG-F	Los Angeles	69. WTWR-F	Detroit
20. WLUP-F	Chicago	70. WBZ	Boston
21. WDAS-F	Philadelphia	71. KFRC	San Francisco
22. WMMR-F	Philadelphia	72. CKLW	Detroit
23. WGN	Chicago	73. WWWK-F+	St. Louis
24. KDKA	Pittsburgh	KIKK-F	Houston
25. WTFM-F	New York	KIOI-F	San Francisco
26. WHN	New York	76. WKQX-F	Chicago
27. KMOX	St. Louis	77. KGO	San Francisco
28. WXLO-F	New York	WSB	Atlanta
KNX-F	Los Angeles	79. WBCN-F	Boston
30. WHDH	Boston	80. WOMC-F	Detroit
31. KLAC	Los Angeles	81. WLAK-F	Chicago
32. KJOI-F	Los Angeles	KDAY	Los Angeles
WBMX-F	Chicago	KSOL-F	San Francisco
34. WOR	New York	84. WCXI	Detroit
35. WNEW	New York	85. WGCI-F	Chicago
36. KFI	Los Angeles	WMGK-F	Detroit
37. WRIF-F	Detroit	87. KQRS-F+	Minneapolis
38. WMAQ	Chicago	88. WEEI-F	Boston
39. KVIL-F	Dallas-FW	89. WXKS-F	Boston
40. WFYR-F	Chicago	90. KZLA-F	Los Angeles
41. KYUU-F	San Francisco	91. WHUR-F	Washington
42. WCLR-F	Chicago	KSFX-F	San Francisco
43. KABC	Los Angeles	WZGC-F	Atlanta
44. WMAL	Washington	94. KFWB	Los Angeles
45. WCCO	Minneapolis	95. WCOZ-F	Boston
46. KIIS-F	Los Angeles	96. KHJ	Los Angeles
47. WJR	Detroit	97. KHTZ-F	Los Angeles
48. WASH-F	Washington	98. WNCN-F	New York
49. WMJC-F	Detroit	99. WJEZ-F	Chicago
50. WMCA	New York	100. WDVE-F	Philadelphia

\*Based on Adults 18-49, Mon-Sun, 6A-MID, O/N 79 Arbitron, 1/4 HR AVG

AMERICA'S LEADING STATIONS 25-54\*

1. WBLS-F	New York	41. WPAT	New York
2. WKTU-F	New York	42. KMPC	Los Angeles
3. WCBS-F	New York	43. KNX-F	Los Angeles
4. WCBS	New York	44. WWSH-F	Philadelphia
5. WABC	New York	45. WJIB-F	Boston
6. WRFM-F	New York	46. KVIL-F	Dallas
7. WINS	New York	47. KFWB	Los Angeles
8. WGN	Chicago	48. WCLR-F	Chicago
9. WADO	New York	49. KNX	Los Angeles
10. WNBC	New York	50. WDAS-F	Philadelphia
11. WOR	New York	51. WFYR-F	Chicago
12. WLOO-F	Chicago	52. WCXI	Detroit
13. KBIG-F	Los Angeles	53. WPLJ-F	New York
14. KMOX	St. Louis	54. WBMX-F	Chicago
15. KDKA	Pittsburgh	55. WNCN-F	New York
16. WJIT	New York	56. WUSL-F	Philadelphia
17. WHN	New York	57. WOMC-F	Detroit
18. WNEW	New York	58. WASH-F	Washington
19. KJOI-F	Los Angeles	KCBS	San Francisco
20. WYNY-F	New York	KOST-F	Los Angeles
21. WJR	Detroit	WXLO-F	New York
22. KLAC	Los Angeles	62. WIP	Philadelphia
23. WMAL	Washington	CKLW	Detroit
24. WHDH	Boston	64. WFIL	Philadelphia
25. WLAK-F	Chicago	65. KSCS-F	Dallas-FW
26. KABC	Los Angeles	66. KYUU-F	San Francisco
27. WBBM	Chicago	67. KSFO	San Francisco
28. WMCA	New York	WDVR-F	Philadelphia
KRLA	Los Angeles	69. KIKK-F	Houston
30. WPAT-F	New York	70. KMET-F	Los Angeles
31. WCCO	Minneapolis	71. WJEZ-F	Chicago
32. WTFM-F	New York	WLIF-F	Baltimore
33. WLS	Chicago	73. KMJQ-F	Houston
34. KGO	San Francisco	74. WMGK-F	Philadelphia
35. WMAQ	Chicago	75. WPGC-F+	Washington
36. KRTH-F	Los Angeles	76. KYND-F	Houston
37. KYW	Philadelphia	77. WKQX-F	Chicago
38. WBZ	Boston	78. WQXR-F+	New York
39. WNEW-F	New York	79. WGAY-F	Washington
KFI	Los Angeles	80. WHK	Cleveland

\*Based on Adults, 25-54, 1/4 HR AVG, Mon-Sun, 6A-MID, Metro, 0/N 79 ARB



AMERICA'S LEADING STATIONS 35-64\*

1. WOR	New York	51. KYND-F	Houston
2. WRFM-F	New York	52. WEEL	Boston
3. WCBS	New York	53. WSHH-F	Pittsburgh
4. WGN	Chicago	54. WTIC	Hartford
5. WLOO-F	Chicago	55. KFOG-F	San Francisco
6. WINS	New York	56. WGAY-F	Washington
7. KBIG-F	Los Angeles	57. WEZO-F	Rochester
8. WPAT-F	New York	WLKW-F	Providence
9. WPAT	New York	WJR-F	Detroit
10. KABC	Los Angeles	60. WQAL-F	Cleveland
11. WJR	Detroit	61. WQBA	Miami
12. WLAK-F	Chicago	WXYZ	Detroit
13. WADO	New York	WWDB-F	Philadelphia
14. KJOI-F	Los Angeles	WAIT	Chicago
KMOX	St. Louis	65. WCTO-F	New York
16. WABC	New York	WTMJ	Milwaukee
17. WMCA	New York	67. WTFM-F	New York
18. KDKA	Pittsburgh	KEZK-F	St. Louis
19. WBLS-F	New York	WSB	Atlanta
20. WNEW	New York	70. WBAL	Baltimore
21. KGO	San Francisco	WWJ-F	Detroit
22. KYW	Philadelphia	72. WHLI-F	New York
23. WCCO	Minneapolis	WCZY-F	Detroit
24. WHN	New York	74. WVNJ-F	New York
25. WMAL	Washington	KRLD	Dallas-FW
26. WBBM	Chicago	76. KOIT-F	San Francisco
27. KLAC	Los Angeles	WHK	Cleveland
28. WJIB-F	Boston	78. WBAP	Dallas-FW
29. WWSH-F	Philadelphia	KABL-F	San Francisco
30. KFVB	Los Angeles	80. KABL	San Francisco
31. WCBS-F	New York	81. WDOK-F	Cleveland
32. WHDH	Boston	82. KFI	Los Angeles
WKTU-F	New York	83. WVNJ	New York
34. KNX	Los Angeles	84. WCLR-F	Chicago
35. WNBC	New York	85. WJEZ-F	Chicago
36. WMAQ	Chicago	86. KTRH	Houston
37. WIP	Philadelphia	87. WNCN-F	New York
38. WDVR-F	Philadelphia	88. KPRC	Houston
39. KOST-F	Los Angeles	89. WLYF-F	Fort Lauderdale
40. WBZ	Boston	90. KFAB	Omaha
41. KMPC	Los Angeles	91. WBEN	Buffalo
42. WJIT	New York	92. KOMO	Seattle
43. WWJ	Detroit	93. KSCS-F	Dallas-FW
44. WIND	Chicago		
45. WQXR-F+	New York		
46. KSFO	San Francisco		
47. WCXI	Detroit		
48. WCAU	Philadelphia		
WLIF-F	Baltimore		
WJYE-F	Buffalo		

\*Based on Adults, 35-64, 1/4 HR AVG, Mon-Sun, 6A-MID, Metro, O/N 79 Arbitron

AMERICA'S LEADING STATIONS 12+ TSA AMD

1. WGN	Chicago	WBAL	Baltimore
2. WOR	New York	52. CKLW	Detroit
3. WCBS	New York	53. WJIT	New York
4. WINS	New York	54. WPAT-F	New York
5. WNBC	New York	55. WWJ	Detroit
6. WABC	New York	56. WIND	Chicago
7. KDKA	Pittsburgh	57. KTRH	Houston
8. WBLS-F	New York	58. WLAK-F	Chicago
9. WCCO	Minn-St. Paul	59. KJOI-F	Los Angeles
10. KMOX	St. Louis	WCAU	Philadelphia
11. WLS	Chicago	61. WTMJ	Milwaukee
12. KYW	Philadelphia	62. KRTH-F	Los Angeles
13. WTIC	Hartford	63. WPGC-F+	Washington
14. WJR	Detroit	64. WGY	Schenectady
15. WMAQ	Chicago	65. WLW	Cincinnati
16. WBBM	Chicago	66. WOWO	Ft. Wayne
17. KFI	Los Angeles	67. WQXI-F+	New York
18. KABC	Los Angeles	68. KNBR	San Francisco
19. WKTU-F	New York	69. WBMX-F	Chicago
20. KGO	San Francisco	70. WJIB-F	Boston
21. KNX	Los Angeles	WFIL	Philadelphia
22. WMAL	Washington	72. WHO	Des Moines
23. WRFM-F	New York	73. KIRO	Seattle
24. WADO	New York	KSFO	San Francisco
25. KFWB	Los Angeles	75. WROQ-F+	Charlotte
26. KCBS	San Francisco	76. WYNY-F	New York
27. WBZ	Boston	77. WWSH-F	Philadelphia
28. WBAP	Dallas-FW	78. KOA	Denver
29. WHDH	Boston	79. WFYR-F	Chicago
30. WNEW	New York	WIBC	Indianapolis
31. WPLJ-F	New York	81. WTFM-F	New York
32. WCBS-F	New York	82. WDAS-F	Philadelphia
33. KBIG-F	Los Angeles	83. WBCN-F	Boston
34. KLAC	Los Angeles	84. WMMR-F	Philadelphia
35. WHN	New York	85. WBEN	Buffalo
36. WIP	Philadelphia	86. WRIF-F	Detroit
37. KMET-F	Los Angeles	KGMB	Honolulu
38. WMCA	New York	88. WCXI	Detroit
39. WNEW-F	New York	89. WXLO-F	New York
WDAF	Kansas City	90. KRLA	Los Angeles
41. WLOO-F	Chicago	91. WUSL-F	Philadelphia
42. WPAT	New York	92. WGAR	Cleveland
43. KMPC	Los Angeles	WKBW	Buffalo
WEEL	Boston	94. WBT	Charlotte
45. KFAB	Omaha	95. WRVA	Richmond
46. WLUP-F	Chicago	96. WQXR-F+	New York
47. WSB	Atlanta	97. KOMO	Seattle
48. KFRC	San Francisco	98. WTOP	Washington
49. KRLD	Dallas-FW	99. WOW	Omaha
50. KVIL-F+	Dallas-FW	100. WSCS-F	Dallas-FW

\*Based on total persons 12+ TSA, AMD (6A-10A), Mon-Fri, 1/4 HR AVG, 0/N 79 Arbitron

AMERICA'S LEADING STATIONS-12+ TSA CUME\*

1. WABC	New York	31920	51. WIP	Philadelphia	8139
2. WCBS	New York	28364	52. WLAK-F	Chicago	8071
3. WLS	Chicago	25158	53. WMAL	Washington	8012
4. WNBC	New York	24702	54. KLOS-F	Los Angeles	7971
5. WINS	New York	24224	55. WRIF-F	Detroit	7945
6. WOR	New York	22303	56. KIIS-F	Los Angeles	7940
7. WKTU-F	New York	21584	57. WTFM	New York	7875
8. WGN	Chicago	19868	58. WRKO	Boston	7701
9. WMAQ	Chicago	18371	59. WJIB-F	Boston	7637
10. WBSL-F	New York	18291	60. WIND	Chicago	7607
11. WBBM	Chicago	16731	61. KJOI-F	Los Angeles	7450
12. KNX	Los Angeles	15397	62. WCAU	Philadelphia	7423
13. WPLJ-F	New York	14762	63. WTIC	Hartford	7266
14. KYW	Philadelphia	14411	64. WPIX-F	New York	7187
15. KFI	Los Angeles	13934	65. WWJ	Detroit	7029
16. WRFM-F	New York	13846	66. WYSP-F	Philadelphia	7002
17. WCBS-F	New York	13298	67. WQXR-F+	New York	6843
18. KDKA	Pittsburgh	13281	68. WEEL	Boston	6806
19. WJR	Detroit	13265	69. WDAF	Kansas City	6650
20. KFWB	Los Angeles	12935	70. KRLD	Dallas-FW	6624
21. WHN	New York	12658	71. KUTE-F	Los Angeles	6596
22. KMET-F	Los Angeles	12360	72. WPGC-F+	Washington	6466
23. WBZ	Boston	12091	73. KNX-F	Los Angeles	6410
24. WCCO	Minneapolis	11978	74. KNBR	San Francisco	6380
25. WNEW	New York	11704	75. WVBF-F	Boston	6335
26. KGO	San Francisco	11124	76. KOST-F	Los Angeles	6199
27. WXLO-F	New York	11028	77. KFAB	Omaha	6130
28. WMCA	New York	10729	78. WLW	Cincinnati	6116
29. WPAT-F	New York	10588	79. WMJC-F	Detroit	6065
30. KBIG-F	Los Angeles	10564	80. WWWW-F	Detroit	6050
31. KMOX	St. Louis	10517	81. KSFO	San Francisco	6011
32. KABC	Los Angeles	10205	82. WKQX-F	Chicago	5923
33. KFRC	San Francisco	10113	83. WBMX-F	Chicago	5832
34. WNEW-F	New York	9960	84. KXOK	St. Louis	5743
35. WBAP	Dallas-FW	9848	85. WBBM-F	Chicago	5710
36. WPAT	New York	9725	86. WDRQ-F	Detroit	5688
37. KRTH-F	Los Angeles	9513	87. KIRO	Seattle	5634
38. KCBS	San Francisco	9461	88. WEFM-F	Chicago	5622
39. WHDH	Boston	9389	89. KCMO	Kansas City	5606
40. KLAC	Los Angeles	9237	90. WGAR	Cleveland	5571
41. WLUP-F	Chicago	8814	91. WMMS-F	Cleveland	5514
42. WLOO-F	Chicago	8795	92. WDVR-F	Philadelphia	5489
43. KMPC	Los Angeles	8776	93. WTMJ	Milwaukee	5468
44. WMMR-F	Philadelphia	8749	94. WOW	Omaha	5458
45. WYNY-F	New York	8618	95. WGCL-F	Cleveland	5432
46. WWSH-F	Philadelphia	8609	96. WSB	Atlanta	5362
47. CKLW	Detroit	8599	97. KOA	Denver	5329
48. KHJ	Los Angeles	8586	98. KYUU-F	San Francisco	5316
49. WFIL	Philadelphia	8409	99. WIFI-F	Philadelphia	5277
50. KRLA	Los Angeles	8181	100. WMGK-F	Philadelphia	5268

\*Based on Weekly 12+ Cume, Mon-Sun, 6A-12MID, TSA

101.	WWWK-F+	St. Louis	5195	151.	WDGY	Minneapolis	4300
102.	KTSA	San Antonio	5174	152.	WTOP	Washington	4289
103.	WNIC-F	Detroit	5119	153.	WISN	Milwaukee	4270
104.	WBCN-F	Boston	5105	154.	WRAL-F	Raleigh	4263
105.	WRVR-F	New York	5095	155.	WHO	Des Moines	4251
106.	KIOI-F	San Francisco	5078	156.	WTVN	Columbus	4239
107.	WZGC-F	Atlanta	5047	157.	WNCN-F	New York	4220
108.	WMET-F	Los Angeles	5032	158.	KSTP	Minn-SP	4206
109.	WTAE	Pittsburgh	4964	159.	KGW	Portland	4195
110.	WRQX-F	Washington	4952	160.	WBEN	Buffalo	4159
111.	WDVE-F	Pittsburgh	4928	161.	WGR	Buffalo	4149
112.	WADO	New York	4869	162.	WWJ-F	Detroit	4129
113.	WJR-F	Detroit	4828	163.	KFOG-F	San Francisco	4126
114.	WVON	Chicago	4809	164.	WHYI-F	Miami	4121
115.	XTRA	Los Angeles	4776	165.	WSHH-F	Pittsburgh	4120
116.	KIQQ-F	Los Angeles	4760	166.	WBT	Charlotte	4095
117.	WASH-F	Washington	4758	167.	WCAU-F	Philadelphia	4094
118.	WCOZ-F	Boston	4737	168.	WNCI-F	Columbus	4092
119.	WJIT	New York	4736	169.	WGAY-F	Washington	4046
120.	WXKS-F	Boston	4701	170.	KIKK-F	Houston	4034
121.	WDAS-F	Philadelphia	4693	171.	WQAL-F	Cleveland	4019
122.	WFYR-F	Chicago	4676	172.	WGCI-F	Chicago	4007
123.	WCLR-F	Chicago	4658	173.	WQXI-F	Atlanta	3979
124.	WBAL	Baltimore	4637	174.	KIMN	Denver	3948
125.	WTWR-F	Detroit	4634	175.	WCXI	Detroit	3929
126.	WOWO	Fort Wayne	4631	176.	KABL	San Francisco	3916
127.	WVNJ-F	New York	4628		WOOK-F	Washington	3916
128.	KHTZ-F	Los Angeles	4620	178.	KJR	Seattle	3906
129.	KTRH	Houston	4585	179.	WUSL-F	Philadelphia	3900
130.	KZLA-F	Los Angeles	4558	180.	WWDC-F	Washington	3850
131.	WEEI-F	Boston	4555	181.	KYA	San Francisco	3834
132.	WKBW	Buffalo	4552	182.	WTIX	New Orleans	3816
133.	KSFY-F	San Francisco	4530	183.	KSOL-F	San Francisco	3773
134.	KOMO	Seattle	4520	184.	WEZN-F	Bridgeport	3772
135.	KVIL-F	Dallas-FW	4507	185.	WCBM	Baltimore	3731
136.	WOMC-F	Detroit	4498	186.	KRBE-F	Houston	3696
137.	WXKX-F	Pittsburgh	4492	187.	WCAO	Baltimore	3629
138.	WABX-F	Detroit	4491	188.	WIOD	Miami	3618
139.	WXYZ	Detroit	4482	189.	WHAS	Louisville	3607
140.	WROR-F	Boston	4466	190.	WHBQ	Memphis	3606
	WGY	Albany-Schen	4466	191.	WZZD	Philadelphia	3604
142.	KSTP-F	Minn-SP	4464	192.	WJLB	Detroit	3603
143.	KSCS-F	Dallas-FW	4458	193.	KMJQ-F	Houston	3597
144.	KILT	Houston	4447	194.	WPJB-F	Providence	3594
145.	KDAY	Los Angeles	4416	195.	KABL-F	San Francisco	3592
146.	WIOQ-F	Philadelphia	4412	196.	WBEN-F	Buffalo	3584
147.	WWWE	Cleveland	4406	197.	WLIF-F	Baltimore	3579
148.	WHK	Cleveland	4402	198.	KDWB	Minneapolis	3559
149.	KQRS-F+	Minneapolis	4377	199.	KDIA	San Francisco	3558
150.	WKRQ-F	Cincinnati	4342	200.	KPRC	Houston	3551

201.	KYND-F	Houston	3547	251.	WCZY-F	Detroit	3072
202.	WFMT-F	Chicago	3538	252.	KHOW	Denver	3069
203.	WLYF-F	Miami	3506	253.	WWRL	New York	3061
204.	KING	Seattle	3505	254.	KLOK	San Francisco	3030
	KRLY-F	Houston	3505	255.	KVOO	Tulsa	3028
206.	WKRC	Cincinnati	3504	256.	WWWM-F	Cleveland	3026
207.	WFAA	Dallas-FW	3486	257.	WSUN	Tampa-SP	3016
	KNEW	San Francisco	3486	258.	WNDE	Indianapolis	2995
	WKLS-F	Atlanta	3486	259.	KFJZ-F	Dallas-FW	2984
210.	WSOC-F	Charlotte	3484	260.	KZEW-F	Dallas-FW	2978
211.	WJPC	Chicago	3473	261.	WXRT-F	Chicago	2977
212.	WJZZ-F	Detroit	3460	262.	WFBR	Baltimore	2969
213.	WAAF-F	Worcester	3457	263.	WJYE-F	Buffalo	2947
214.	WPEZ-F	Pittsburgh	3454	264.	WEBN-F	Cincinnati	2937
215.	WPEN	Philadelphia	3438	265.	KLZ	Denver	2913
216.	KEX	Portland	3436	266.	WHIO-F	Dayton	2912
217.	WOKY	Milwaukee	3426	267.	WWDB-F	Philadelphia	2911
218.	KFAC-F	Los Angeles	3418	268.	WHIO	Dayton	2906
219.	WHAM	Rochester	3407	269.	KIIS	Los Angeles	2896
220.	WAIT	Chicago	3400	270.	WIYY-F	Baltimore	2891
221.	KEZK-F	St. Louis	3377	271.	WRVA	Richmond	2875
222.	WMC-F	Memphis	3362	272.	KRAK	Sacramento	2870
223.	WPRO	Providence	3357	273.	WXTZ-F	Indianapolis	2868
224.	WIBC	Indianapolis	3351	274.	WRCH-F	Hartford	2853
225.	WHB	Kansas City	3350	275.	WTIC-F	Hartford	2851
226.	WPRO-F	Providence	3349	276.	WROQ-F	Charlotte	2846
227.	WJEZ-F	Chicago	3342	277.	WAVA-F	Washington	2843
228.	KYA-F	San Francisco	3330	278.	KGMB	Honolulu	2836
229.	WSM	Nashville	3319	279.	WRC	Washington	2832
230.	WSNI-F	Philadelphia	3309	280.	KMOX-F	St. Louis	2828
	KYYS-F	Kansas City	3309	281.	KSD	St. Louis	2823
232.	KEEY-F	Minneapolis	3307	282.	WEZW-F	Milwaukee	2822
233.	WZZP-F	Cleveland	3300	283.	WSB-F	Atlanta	2797
234.	WINZ	Miami	3296	284.	WNJR	New York	2791
235.	WJJD	Chicago	3272	285.	WPNT-F	Pittsburgh	2781
236.	WCCO-F	Minneapolis	3267	286.	WLIR-F	New York	2780
237.	WRBQ-F	Tampa	3246	287.	KQV	Pittsburgh	2778
238.	WHUR-F	Washington	3241	288.	WLKW-F	Providence	2773
239.	KSLQ-F	St. Louis	3236		KOMA	Oklahoma City	2773
240.	WDOK	Cleveland	3218	290.	KKDA-F	Dallas-FW	2771
241.	KKYX	San Antonio	3217	291.	WWBA-F	Tampa-SP	2769
242.	WVNJ	New York	3209	292.	WOOD-F	Grand Rapids	2767
243.	WPCH-F	Atlanta	3170		WKXX-F	Birmingham	2767
244.	WDAI-F	Chicago	3168	294.	WIL-F	St. Louis	2763
	KSHE-F	St. Louis	3168		KEZY	Anaheim	2763
246.	KOIT-F	San Francisco	3150	296.	KMBZ	Kansas City	2757
247.	WFBQ-F	Indianapolis	3136	297.	KENR	Houston	2745
248.	WEZO-F	Rochester	3104	298.	KILT-F	Houston	2739
249.	KAUM-F	Houston	3101	299.	WJMD-F	Washington	2735
250.	WWL	New Orleans	3100	300.	WKY	Oklahoma City	2733

AMERICA'S LEADING STATIONS-METRO CUME RATING\*

1. WOWO	Ft. Wayne	62.5	WPTF	Raleigh	30.3
2. KFAB	Omaha	59.2	WNOX	Knoxville	30.3
3. KDKA	Pittsburgh	51.6	WDEF	Chattanooga	30.3
4. WTIC	Hartford	49.1	54. WABB-F	Mobile	30.1
5. WCCO	Minneapolis	45.5	WLAP-F	Lexington	30.1
6. KMOX	St. Louis	42.9	56. WISN	Milwaukee	29.7
KGMB	Honolulu	42.9	57. WGR	Buffalo	29.6
8. WELI	New Haven	42.3	WEAT-F	West Palm Bea	29.6
9. WGY	Albany-Schen	40.3	59. WAYS	Charlotte	29.5
WVLC	Lexington	40.3	60. WOOD-F	Frاند Rapids	29.4
11. WIS	Columbia, SC	40.1	KINT-F	El Paso	29.4
12. WRVA	Richmond	39.3	KVOO	Tulsa	29.4
13. WHAM	Rochester	38.1	63. WIBC	Indianapolis	29.1
14. WBT	Charlotte	36.8	64. WRAL-F	Raleigh	29.0
15. WTMJ	Milwaukee	36.4	WLW	Cincinnati	29.0
16. WKRG-F	Mobile	36.3	66. WHIO-F	Dayton	28.9
17. WOW	Omaha	36.2	67. WSB	Atlanta	28.7
WEZO-F	Rochester	36.2	68. KIRO	Seattle	28.5
19. WIVK-F	Knoxville	36.1	WIOT-F	Toledo	28.5
20. KENI	Anchorage	36.1	70. WOOD	Grand Rapids	28.2
21. KRMG	Tulsa	35.9	KTSA	San Antonio	28.2
22. WGNT	Huntington	35.7	72. WMAL	Washington	28.1
23. WKEE-F	Huntington	35.3	WJBO	Baton Rouge	28.1
WKBW	Buffalo	35.3	74. WSPD	Toledo	27.9
25. WHO	Des Moines	35.2	WYFM-F	Youngstown	27.9
26. WAKR	Akron	35.1	76. WSM	Nashville	27.8
27. WBEN	Buffalo	35.0	77. WKBN	Youngstown	27.7
28. WKMI	Kalamazoo	34.4	WING	Dayton	27.7
29. WIRL	Peoria	34.1	WFMF-F	Baton Rouge	27.7
WRJZ	Knoxville	34.1	80. WNCI-F	Columbus	27.5
KFQD	Anchorage	34.1	81. KOA	Denver	27.4
32. KDON-F	Sal-Sea-Mont	32.8	WFMK-F	Lansing	27.4
33. WSYR	Syracuse	32.7	WMEE-F	Ft. Wayne	27.4
34. WNOK-F	Columbia, SC	32.6	84. KKUA	Honolulu	27.3
WTVN	Columbus	32.6	WTRY	Alb-Schen-Troy	27.3
36. KTOK	Oklahoma City	32.5	86. WHAS	Louisville	27.1
KFH	Wichita	32.5	87. WSWT-F	Peoria	26.9
38. KUGN	Eugene-Spring	32.3	WEZK-F	Knoxville	26.9
39. KJRB	Spokane	32.0	KAKE	Wichita	26.9
40. WKZO	Kalamazoo	31.9	90. KEX	Portland	26.8
41. WLAP	Lexington	31.7	91. WPRO	Providence	26.6
WRVQ-F	Richmond	31.7	KIKI	Honolulu	26.6
KGW	Portland	31.7	WKBN-F	Youngstown	26.6
44. WKZW-F	Peoria	31.4	WHEN	Syracuse	26.6
45. WVIC-F+	Lansing	31.3	95. KSL	Salt Lake City	26.4
46. KOB	Albuquerque	30.5	96. WKQQ-F	Lexington	26.3
47. KIOA	Des Moines	30.4	KYSN	Colorado Spgs	26.3
KYW	Philadelphia	30.4	KASE-F	Austin	26.3
49. WMBD	Peoria	30.3	99. WHDH	Boston	26.1
WHIO	Dayton	30.3	100. WSKZ-F	Chattanooga	26.0
			WXXW-F	Allen-Beth	26.0

\*Based on Metro Cume Rating, Mon-Sun, 6A-MID, Oct/Nov 79 markets only

AMERICA'S LEADING STATIONS-12+ METRO SHARE\*\*

1. WWNC	Asheville*	44.0	KCNA	Richland*	23.0
2. WJBC	Bloomington*	40.3	27. WGBF	Evansville*	22.8
3. KGBT	Harlingen*	38.7	28. KSOO	Sioux Falls	22.7
4. KVOC	Casper*	34.9	29. WEZO-F	Rochester	22.6
5. KFAB	Omaha	34.1	30. WGEE	Green Bay*	22.5
6. KWWL	Waterloo*	33.3	31. WCCO	Minneapolis	22.4
7. KATI	Casper*	30.2	KFGO	Fargo*	22.4
8. WMT	Cedar Rapids*	29.3	KTMT-F	Medford*	22.4
9. KQDI	Great Falls*	27.6	34. KDKA	Pittsburgh	22.2
10. WOWO	Ft Wayne	26.7	WFBG	Altoona	22.2
11. WRBR-F	South Bend*	26.1	36. KTTS-F	Springfield,MO*	22.1
12. KOOK	Billings*	25.8	37. WELI	New Haven	21.6
WCKS-F	Cocoa*	25.8	38. KMON	Great Falls*	21.4
14. WBGW-F	Tallahassee*	25.1	39. WXOK	Baton Rouge	21.2
15. WWVA	Wheeling*	25.0	40. WIVK-F	Knoxville	20.9
16. WTIC	Hartford	24.8	41. KWTO-F	Springfield,MO*	20.6
17. KMOX	St. Louis	24.4	KLUR-F	Wichita Falls*	20.6
18. WROK	Rockford	24.3	WRVA	Richmond	20.6
19. KTWO	Casper*	23.8	44. WVAM	Altoona	20.4
20. KVOL	Lafayette	23.6	45. WHHY-F	Montgomery*	20.3
WJJS-F	Lynchburg*	23.6	WQSM-F	Fayetteville*	20.3
22. WBNQ-F	Bloomington*	23.3	47. WROV	Roanoke	20.1
23. WCKK-F	Erie	23.2	48. KFMQ-F	Lincoln*	20.0
24. WBBQ-F	Augusta*	23.1	49. KRMG	Tulsa	19.7
25. WHBC	Canton*	23.0	KTDY-F	Lafayette*	19.7

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AMERICA'S LEADING FM STATIONS-12+ METRO SHARE\*\*

1. WRBR-F	South Bend*	26.1	26. WAAV-F	Wilmington,NC*	18.4
2. WCKS-F	Cocoa*	25.8	27. WDUZ-F	Green Bay*	18.2
3. WBGW-F	Tallahassee*	25.1	28. WSKZ-F	Chattanooga	17.8
4. WJJS-F	Lynchburg*	23.6	KDON-F	Salinas-Sea-Mont*	17.8
5. WBNQ-F	Bloomington*	23.3	30. WGER-F	Saginaw*	17.5
6. WCKK-F	Erie*	23.2	31. KUEZ-F	Yakima*	17.4
7. WBBQ-F	Augusta*	23.1	32. WKEE-F	Huntington	17.2
8. WEZO-F	Rochester	22.6	33. KASE-F	Austin	17.1
9. KTMT-F	Medford*	22.4	WEZV-F	Ft. Wayne	17.1
10. KTTS-F	Springfield,MO*	22.1	KSRN-F	Reno*	17.1
11. WIVK-F	Knoxville	20.9	36. WMAZ-F	Macon*	16.9
12. KWTO-F	Springfield,MO*	20.6	37. WEAT-F	West Palm Beach	16.9
KLUR-F	Wichita Falls*	20.6	38. WABB-F	Mobile	16.8
14. WHHY-F	Montgomery*	20.3	WWLV-F	Daytona Beach	16.8
WQSM-F	Fayetteville*	20.3	40. WKZW-F	Peoria	16.6
16. KFMQ-F	Lincoln*	20.0	41. WHYN-F	Springfield,MA*	16.5
17. KTDY-F	Lafayette	19.7	WPFR-F	Terre Haute*	16.5
KYYA-F	Billings*	19.7	43. WEZK-F	Knoxville	16.4
WIOT-F	Toledo	19.7	44. WRVQ-F	Richmond	16.3
20. WQYT-F	Binghampton*	19.6	45. WLYF-F	Fort Lauderdale	16.1
WFPG-F	Atlantic City*	19.6	WKQQ-F	Lexington	16.1
22. WLUV-F	Erie*	19.4	47. WKRG-F	Mobile	15.8
KOOZ-F	Great Falls*	19.4	48. WJYE-F	Buffalo	15.6
24. WIXX-F	Green Bay*	18.6	49. WSRS-F	Worcester*	15.4
WFBG-F	Altoona*	18.6	WLQR-F	Toledo	15.4
			WHIO-F	Dayton	15.4
			WSWT-F	Peoria	15.4

\*Figures from A/M 79 survey

\*\* Based on 1/4 HR, Metro Share, 12+ Persons, Broadcast Week

\*\*\*Insert KYYA-F, Billings\* and WIOT-F, Toledo both with 19.7.

NATIONAL FM SHARES\*

METRO

OCT/NOV 79	53.627%	(8,329,900 of 15,532,900)
APR/MAY 79	50.887%	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698%	(7,525,100 of 14,843,000)
APR/MAY 78	47.638%	(8,565,600 of 18,025,100)
OCT/NOV 77	46.501%	(6,561,700 of 14,110,900)
APR/MAY 77	44.428%	(7,745,900 of 17,434,700)
OCT/NOV 76	43.818%	(6,079,600 of 13,874,200)
APR/MAY 76	40.886%	(6,882,900 of 16,834,200)

FM GROWTH RATE (METRO)

OCT/NOV 76 to OCT/NOV 77:	6.123%
OCT/NOV 77 to OCT/NOV 78:	9.026%
OCT/NOV 78 to OCT/NOV 79:	5.756%

ADI

OCT/NOV 79	53.42%	(9,038,100 of 16,919,000)
APR/MAY 79	52.25%	(9,071,000 of 17,367,000)
OCT/NOV 78	51.27%	(8,328,600 of 16,244,500)
APR/MAY 78	48.69%	(8,257,800 of 16,961,300)
OCT/NOV 77	47.82%	(7,474,700 of 15,631,600)
APR/MAY 77	45.83%	(7,669,900 of 16,734,600)
OCT/NOV 76	43.78%	(7,096,200 of 16,208,900)
APR/MAY 76	42.01%	(6,853,400 of 16,312,900)
APR/MAY 75	38.91%	(6,229,800 of 16,009,800)

FM GROWTH RATE (ADI)

OCT/NOV 76 to OCT/NOV 77:	9.228%
OCT/NOV 77 to OCT/NOV 78:	7.215%
OCT/NOV 78 to OCT/NOV 79:	4.193%

\*Based on MSA or ADI, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in survey are included. Remember that not all of the APR/MAY markets are surveyed in OCT/NOV.



MARKETS WITH HIGHEST AND LOWEST PERCENTAGE

OF FM LISTENERSHIP\*\*

<u>HIGHEST</u>			<u>LOWEST</u>	
1. Greenville, NC*	78.00%		1. Casper*	9.68%
2. Melbourne-Titus-Coc*	76.10		2. Honolulu	21.62
3. Lansing	70.97		3. Asheville*	24.30
4. Lancaster*	70.80		4. Fargo*	27.68
5. West Palm Beach	70.70		5. Waterloo*	29.93
6. Tallahassee*	67.32		6. McAllen-Browns*	31.30
7. Washington	65.94		7. Sioux Falls*	31.97
8. Dallas-FW	65.91		8. Duluth*	32.35
9. Wilmington,DE*	64.98		9. Roanoke*	32.49
10. Lakeland*	64.10		10. Anchorage	32.75
11. Tampa-SP	63.89		11. Tucson	33.46
12. Rochester	63.45		12. Shreveport*	33.77
13. Houston	62.59		13. Johnson-King-Bris*	34.17
14. Mobile	62.57		14. Great Falls*	34.88
15. Ft. Lauderdale	62.38		15. Cedar Rapids*	35.26
16. Norfolk	62.24		16. Rockford*	35.64
17. Atlanta	62.24		17. Daven-RI-Moline*	36.08
18. Daytona Beach	62.20		18. Medford*	36.36
19. Austin	61.55		19. Bloomington*	36.80
20. Philadelphia	61.41		20. Altoona*	36.81
21. Allen-Beth-Easton	61.11		21. Omaha	36.83
22. Grand Rapids	61.09			
23. Portland, ME*	61.07			
24. Oklahoma City	61.05			
25. Akron	60.39			

\*Market surveyed in Apr/May 79

\*\*FM share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week

Among the markets making the greatest increases were:

	<u>0/N 78</u>	<u>0/N 79</u>
Birmingham	40.25%	52.72%
Chattanooga	32.30	44.28
Eugene-Springfield	32.00	41.85
Indianapolis	46.52	51.55
Memphis	42.64	51.55
Portland	35.94	47.82
Toledo	47.39	56.78

ADI RANKINGS-FM SHARE OF AUDIENCE\*

<u>O/N 79 RANK</u>	<u>MARKET</u>	<u>O/N 79</u>	<u>A/M 79</u>	<u>O/N 78</u>	<u>O/N 77</u>	<u>A/M 75</u>
1.	Tampa-SP	66.33%	59.29%	57.70%	59.81%	40.65%
2.	Atlanta	66.30	61.05	61.56	56.44	45.62
3.	Washington	66.23	68.75	66.56	62.81	47.73
4.	Orlando	65.96	60.81	60.76	59.96	44.50
5.	Grand Rapids/Kala	63.54	60.53	59.54	56.13	38.09
6.	Charlotte	63.49	59.12	56.55	49.41	40.50
	Philadelphia	63.49	61.23	62.59	56.46	43.74
8.	Norfolk	62.06	63.35	65.21	53.63	44.38
9.	Houston	60.75	59.87	60.76	57.11	40.42
10.	Raleigh	60.73	54.74	47.34	-----	-----
11.	Boston	60.00	56.32	52.20	48.83	44.98
12.	San Diego	59.83	56.65	54.86	47.77	33.31
13.	Harris/Lanc/York	-----	59.76	-----	-----	43.62
14.	Dallas/FW	59.73	59.61	60.46	53.27	37.94
15.	Providence	58.79	50.53	51.04	52.45	39.82
16.	Detroit	58.24	54.91	56.56	53.69	41.12
17.	Cincinnati	57.36	53.33	51.13	48.39	32.72
18.	Cleveland	56.97	51.55	54.11	53.13	40.01
19.	Louisville	56.86	45.68	43.79	42.52	22.04
20.	Phoenix	56.79	58.96	54.01	45.94	34.17
21.	Greenv-Spart-Ashe	-----	56.40	-----	-----	38.77
22.	Columbus	56.14	56.39	52.77	47.86	31.63
23.	Birmingham	56.10	49.58	45.30	33.90	-----
24.	Miami	54.47	54.21	52.20	51.02	45.93
25.	Oklahoma City	53.71	53.65	44.47	48.66	35.78
26.	Chicago	53.62	48.20	49.15	46.71	33.48
27.	Baltimore	52.87	52.29	53.79	47.21	33.27
28.	Hartford-New Hav	52.46	49.11	49.52	47.59	41.60
29.	Dayton	52.13	50.37	50.07	40.92	42.89
30.	San Francisco	51.31	46.51	47.66	45.62	34.63
31.	Los Angeles	51.17	48.95	52.61	46.57	39.37
32.	Kansas City	50.85	46.91	50.70	45.83	42.38
33.	Memphis	50.79	45.42	42.58	36.36	27.70
34.	Nashville	50.62	61.93	53.50	50.15	33.96
35.	Indianapolis	50.37	53.47	50.37	53.74	33.54
36.	Charleston-Huntin	49.85	50.98	46.70	41.90	28.62
37.	Buffalo	49.79	46.96	46.10	42.18	38.99
38.	New York	49.70	50.93	49.23	46.40	40.63
39.	Milwaukee	49.30	46.31	48.91	43.06	36.28
40.	Seattle	49.11	47.87	40.81	37.31	32.98
41.	Pittsburgh	48.78	49.87	39.89	41.44	31.56
42.	Sacramento	48.27	49.24	43.11	41.91	34.38
43.	Portland	47.66	44.13	35.33	37.31	32.14
44.	New Orleans	47.11	49.40	45.69	40.84	37.34
45.	Minneapolis-SP	46.39	39.56	37.61	38.18	27.80
46.	Denver	45.02	43.94	40.77	43.26	38.31
47.	St. Louis	44.95	40.34	44.82	41.01	32.52
48.	NE PENN	-----	43.00	-----	-----	31.76
49.	Salt Lake City	41.93	41.00	40.60	36.39	-----
50.	Albany-Schen-Troy	40.85	35.49	37.64	32.49	34.31

TOP 50 ADI'S FM SHARE      53.42      52.23      51.27      47.82      38.91

\*Based on 12+ ADI, 1/4 HR AVG, Broadcast Week

MARKETS WITH HIGHEST AND LOWEST APR'S\*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. NE PA*	19.9	1. Huntsville*	12.1
2. New York	18.0	2. Baton Rouge	12.7
3. Reading*	17.9	Casper	12.7
Springfield,MA*	17.9	4. Memphis	12.8
Providence	17.9	Lynchburg*	12.8
6. Bridgeport*	17.7	6. Greenville,NC*	12.9
7. South Bend*	17.6	7. Louisville	13.0
Fort Lauderdale	17.6	8. Chattanooga	13.1
9. Fargo	17.4	9. Boise*	13.4
10. Salinas-Seaside-Mo	17.3	Salt Lake City	13.4
11. San Antonio	17.2	Kalamazoo	13.4
12. Toledo	17.1	12. Cedar Rapids*	13.5
Philadelphia	17.1	Jackson,MS*	13.5
14. Washington	17.0	Nashville	13.5
		New Orleans	13.5

MEAN FOR ALL RATED MARKETS

O/N 79	15.28
A/M 79	15.62
O/N 78	15.41
O/N 77	15.20
A/M 76	15.40
A/M 75	15.74

\*Market surveyed in APR/MAY 79

\*\*The APR shows the average percentage of the 12+ population which is using radio. The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television) ratings.

CONTINUATION OF COST-PER-THOUSANDS PAGE:

O/N 79 CPM (90 markets)	: \$2.73	(16.17% increase over O/N 78)
A/M 79 CPM (171 markets)	: \$2.60	(15.56% increase over A/M 78)
O/N 78 CPM (80 markets)	: \$2.35	(10.85% increase over O/N 77)
A/M 78 CPM (168 markets)	: \$2.25	( 8.17% increase over A/M 77)
O/N 77 CPM (74 markets)	: \$2.12	
A/M 77 CPM (164 markets)	: \$2.08	

STATION FORMAT AND FORMAT LISTENERSHIP\*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1,217,800 (168)	3,640,800 (384)	4,858,600 (552)	31.68
BTFL MUSIC	289,900 ( 42)	2,260,800 (186)	2,550,700 (228)	16.42
MOR/AC	2,068,700 (249)	463,400 ( 42)	2,532,100 (291)	16.30
NEWS/TALK	1,654,000 ( 78)	24,900 ( 1 )	1,678,900 ( 79)	10.81
BLACK/DISCO	515,900 ( 83)	1,045,800 ( 59)	1,561,700 (142)	10.05
COUNTRY	901,500 (169)	439,200 ( 80)	1,340,700 (249)	8.63
SPANISH	321,100 ( 38)	62,400 ( 11)	383,500 ( 49)	2.47
CLASSICAL	36,800 ( 9 )	210,800 ( 25)	247,600 ( 34)	1.59
RELIGION	134,800 ( 75)	47,900 ( 33)	182,700 (108)	1.18
JAZZ	3,900 ( 2 )	60,800 ( 8 )	64,700 ( 10)	0.42
BIG BAND	18,000 ( 6 )	19,000 ( 4 )	37,000 (10)	0.24
VARIETY	25,000 ( 7 )	2,700 ( 2 )	27,700 ( 9 )	0.18
ETHNIC	8,400 ( 5 )	9,600 ( 3 )	18,000 ( 8 )	0.12
OTHERS/UNKNOWN	37,700 ( 24)	15,900 ( 15)	53,600 ( 39)	0.34
<b>TOTALS</b>	<b>7,233,500 (955)</b>	<b>8,304,000 (853)</b>	<b>15,537,500 (1808)</b>	

\*Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the Metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format. Only markets rated in Oct/Nov are included.

IMPORTANT NOTE: The dramatic changes in the Rock/Contemp and MOR/AC was, in part, caused by dropping Soft Rock and some similarly formatted stations into MOR/Adult Contemporary category.

FORMAT PERCENTAGES - AM AND FM BANDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>A/M 79</u>	<u>O/N 78</u>	<u>O/N 76</u>
ROCK/CONTEMP	16.84	43.84	31.68%	34.55%	34.73%	34.31%
BTFL MUSIC	4.01	27.23	16.42	16.08	17.32	18.04
MOR/AC	28.60	5.58	16.30	15.00	16.61	16.32
NEWS/TALK	22.87	0.30	10.81	9.67	10.23	10.92
BLACK/DISCO	7.13	12.59	10.05	9.25	7.14	6.59
COUNTRY	12.46	5.29	8.63	9.61	8.31	7.96
SPANISH	4.44	0.75	2.47	2.18	2.02	1.64
CLASSICAL	0.51	2.54	1.59	1.24	1.78	1.87
RELIGION	1.86	0.58	1.18	1.05	0.98	0.98
JAZZ	0.05	0.73	0.42	0.50	0.48	NA
BIG BAND	0.25	0.22	0.24	0.15	0.11	NA
VARIETY	0.35	0.03	0.18	0.28	0.10	NA
ETHNIC	0.12	0.12	0.12	----	0.28	NA
OTHERS/UNKNOWN	0.52	0.19	0.34	0.44	0.53	NA

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/CONTEMP(National Average: 31.68%)

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Lafayette,LA*	66.0	1. Asheville*	21.0
2. Waterloo*	61.2	2. Dallas-FW	21.4
3. Great Falls*	60.0	3. Beau-PA-Orange	21.7
4. Fayetteville*	57.3	4. Miami	22.8
5. Altoona*	57.1	5. Lynchburg*	23.2
6. Tallahassee*	53.6	6. Lakeland*	23.4
7. Rockford*	53.5	7. San Francisco	23.6
8. Wichita Falls*	53.0	8. Baltimore	23.8
9. Appleton-Osh*	51.4	9. West Palm Beach	24.8
10. Huntsville*	49.0	10. Pittsburgh	25.1
11. Corpus Christi*	48.3	11. Daytona Beach	25.2
12. Lansing	47.3	12. Chicago	25.3
		Houston	25.3

BEAUTIFUL MUSIC (National Average: 16.42%)

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Daytona Beach	38.6	1. Wichita Falls*	0.0
2. Tampa-St. Pete	34.7	2. Lafayette*	3.4
3. Fort Lauderdale	32.3	3. McAllen-Browns*	4.7
4. West Palm Beach	31.8	4. Bloomington*	4.9
5. Sarasota*	29.4	5. Augusta*	5.9
6. Atlantic City	29.2	6. Fayetteville*	6.9
7. Mel-Titus-Cocoa	27.9	7. Charlotte	7.4
8. Medford	27.3	8. Mobile	8.4
9. Tucson	26.6	9. Rockford*	8.6
10. Evansville	25.8	10. Steubenville*	8.7
11. Lakeland	25.6	Madison*	8.7
12. Roanoke	25.3	12. Greenville,NC*	8.8

\*Market surveyed in APR/MAY 79

NOTE: Format information for this section came from the 1979 Broadcasting Yearbook and/or the January 1980 or February 1980 edition of SRDS. Often the station format descriptions are cryptic. Sometimes I had to refer to the demographics of a station's audience before I could make a judgement (guess) on a format.

In some markets you may notice extremely low figures for a particular format. For instance, in Little Rock I show a MOR/AC percentage of 0.0. In this market the format may be programmed on certain stations at certain times. However, apparently there are not any stations which are using that format for the majority of their broadcast hours.

MOR/AC (National Average: 16.30%)

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Bloomington*	44.2	1. Little Rock	0.0
2. New Haven	38.9	McAllen-Browns*	0.0
Hartford	38.9	3. Tallahassee*	0.7
Pittsburgh	38.9	San Antonio	0.7
5. Omaha	38.3	5. Great Falls*	1.2
6. Duluth*	36.7	Fayetteville*	1.2
7. Fort Wayne	35.4	7. Corpus Christi*	1.5
8. Milwaukee	34.9	8. Huntsville*	2.0
Minneapolis-St. Paul	34.9	9. Shreveport*	2.6
10. Burlington-Platts*	34.6	10. Waterloo*	2.7
11. Manchester*	34.4	11. Evansville*	2.8
12. Columbus	34.2	12. New York	3.6

COUNTRY (National Average: 8.63%)

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Asheville*	54.1	1. Honolulu	0.0
2. Springfield,MO*	47.8	Worcester*	0.0
3. JC-Kings-Bris*	41.8	Atlantic City	0.0
4. Knoxville	36.2	Boston	0.0
5. Wichita	35.9	5. Philadelphia	0.5
6. Wichita Falls*	35.8	6. Miami	2.4
7. Casper*	35.5	7. New Haven	2.9
8. Lubbock*	33.3	New York	2.9
9. Little Rock	32.6	9. Bridgeport*	3.2
10. Terre Haute*	30.8	10. Hartford	3.4
11. Waco*	30.1	11. Fort Lauderdale	3.5
12. Beaumont	30.0	Springfield,MA*	3.5

<u>NEWS/TALK</u> (Nat Avg: 10.81)		<u>BLACK/DISCO</u> (Nat Avg: 10.05)		<u>SPANISH</u> (Nat Avg: 2.47)		<u>RELIGION</u> (Nat Avg: 1.18)	
1. St. Louis	28.9	1. Jackson,MS*	28.0	1. McAll-Brow*	47.9	1. Savannah*	14.1
2. New York	21.7	2. Baton Rouge	27.8	2. Miami	32.4	2. Shrevep*	11.4
3. Philadelphia	20.9	3. Macon*	27.7	3. San Ant	19.1	3. Birming	8.1
4. Topeka*	17.8	4. Columb,GA*	27.4	4. Corp Chri	18.0	4. Lancaster*	6.6
5. San Fran	16.8	5. Lynch*	25.2	5. El Paso	17.5	5. W-S,Greens*	6.5
6. Youngstown	16.0	6. Memphis	23.8	6. Albuq	13.0	6. Yakima*	6.4
7. Los Angeles	15.1	7. Beaumont	22.9	7. Sal-Sea-Mo	10.4	7. Macon*	5.9
8. Salinas-Sea	15.0	8. Birmingham	21.4	8. Fresno	9.2	8. Anchorage	5.2
9. Denver	13.8	9. Colum,SC	21.2	9. Pueblo*	8.2	9. Norfolk	4.9
10. Stockton*	12.7	10. Greenville	20.4	10. Lubbock*	7.8	10. Charlotte	4.7
11. Boston	12.3	11. New Orleans	19.4	11. Los Angeles	6.8	Huntington	4.7
Houston	12.3	12. Baltimore	19.1	12. Bakersfield*	6.6	12. Washington	4.3

CLASSICAL (National Average: 1.59%)

1. Denver	4.3	7. New York	2.9
2. Seattle	4.1	8. Reno*	2.7
San Francisco	4.1	9. Chicago	2.6
4. San Diego	3.9	10. Milwaukee	2.4
5. Norfolk	3.5	11. Philadelphia	2.1
6. Washington	3.0	12. Albuquerque	2.0
		Honolulu	2.0

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 500 stations is examined. The following information is included for each station.

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours. This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week) . The resulting figure is divided by the weekly Metro Cume. This figure is divided by four to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PER CENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+, Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PER CENT TEENS, 18-34, 18-49, 50+: This is simply the percentage of a station's total audience (12+ Metro, Broadcast Week) which lies in these demographic breaks.

PER CENT MALE/FEMALE (%M, %F): The methodology is the same as that for Teens, etc.

Below are the means for the above breakdowns by format. Also included is the number of station sampled.

	<u>STAT</u>	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>%TEENS</u>	<u>%18-34</u>	<u>%18-49</u>	<u>%50+</u>	<u>% M</u>	<u>% F</u>
ROCK/CONTEMP	83	6.5	19.4	7.7	27.0	55.2	67.1	5.9	43.0	57.0
AOR	51	8.5	14.7	9.0	23.4	71.0	75.4	1.2	65.3	34.7
AC/SOFT ROCK	40	7.2	17.6	5.9	5.0	64.1	83.2	11.8	41.3	58.7
MOR	66	7.7	16.4	9.8	2.4	10.1	50.6	47.0	45.2	54.8
BTFL MUSIC	83	9.7	12.9	9.3	1.0	16.7	43.0	56.0	40.4	59.6
COUNTRY	51	8.8	14.3	13.5	3.3	30.1	62.0	34.7	47.6	52.4
NEWS/TALK	40	7.4	17.1	7.7	1.0	13.9	35.2	63.8	49.1	50.9
BLACK/DISCO	39	9.2	13.9	14.9	21.5	51.8	68.5	10.0	46.9	53.1
RELIGION	11	7.7	16.4	9.0	2.5	20.2	44.5	53.0	28.9	71.1
SPANISH	11	13.9	9.0	23.3	3.3	30.9	62.5	34.2	41.0	59.0
CLASSICAL	17	7.4	16.9	6.7	1.1	28.2	58.6	40.3	47.2	52.8

IMPORTANT NOTE: Only stations whose market reports were received by February 11 are included in this section.

TOP 40/ROCK/CONTEMP/OLDIES

NATIONAL MEAN:		6.5	19.4	7.7	27.0	55.2	67.1	5.9	43.0	57.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WABC	NY	5.3	23.8	5.9	26	33	55	19	37	63
WNBC	NY	5.1	24.7	4.7	25	43	67	8	45	55
WXLO	NY	5.0	25.2	2.9	24	58	73	3	38	62
WLS	Chi	5.9	21.4	6.5	23	55	68	9	54	46
WEFM	Chi	5.1	24.6	4.4	48	49	52	0	38	62
WKZW	Peo	9.8	12.9	6.5	38	49	62	0	48	52
KHJ	LA	4.6	27.6	4.6	29	47	62	9	47	53
KFI	LA	6.3	19.8	6.2	16	44	69	15	51	49
KHTZ	LA	7.7	16.4	6.9	31	49	65	4	52	48
KFMB-F	SD	5.5	23.1	5.9	33	56	65	2	55	45
WFIL	Phil	5.7	22.0	5.8	11	51	75	14	42	58
WAEB	A-B-E	6.1	20.7	9.2	22	51	66	12	46	54
WDRQ	Det	5.4	23.5	4.3	39	41	57	4	42	58
WRKO	Boston	5.0	25.2	7.3	26	50	70	4	38	62
WVBF	Boston	7.3	17.3	7.1	40	49	58	2	34	66
WROR	Boston	6.5	19.4	2.9	6	80	90	4	37	63
KILT	Hou	4.8	26.2	8.1	21	57	72	7	50	50
KRBE	Hou	6.6	19.0	8.1	39	51	58	3	44	56
WPGC+	Wash	8.2	15.4	7.7	27	55	72	1	38	62
WRQX	Wash	6.4	19.7	5.2	42	49	56	2	39	61
KFRC	SF	5.7	22.0	8.3	35	44	58	7	42	58
KYA	SF	4.0	31.6	2.2	17	71	78	5	54	46
KFJZ-F	Dall	6.9	18.3	12.5	46	46	53	1	39	61
WCAO	Balt	5.5	23.0	8.2	18	51	71	11	36	64
WXXK	Pitt	6.9	18.3	6.4	38	50	59	3	41	59
WRBQ	T-SP	8.2	15.4	6.3	21	51	69	10	38	62
KXOK	ST L	6.7	18.7	11.0	7	65	81	12	49	51
WWWK+	ST L	9.2	13.6	15.8	38	54	59	3	46	54
KSLQ	ST L	4.6	27.6	4.0	27	60	72	1	32	68
WGCL	Cleve	7.4	17.1	6.0	39	42	57	4	33	67
WWWM	Cleve	4.9	25.8	6.2	34	63	66	0	41	59
WQXI-F	Atl	9.1	13.8	4.8	13	75	82	5	44	56
WZGC	Atl	8.6	14.7	12.5	27	57	70	3	47	53
WPRO-F	Prov	7.5	16.7	5.4	29	49	61	10	42	58
WPJB	Prov	6.8	18.6	4.3	40	44	57	3	51	49
WBEN-F	Buff	7.0	18.0	5.7	20	59	74	6	47	53
WKBW	Buff	6.2	20.3	9.4	24	35	52	24	39	61
KGW	Port	7.2	17.5	12.5	24	53	71	5	40	60
WLAC	Nash	6.0	21.1	8.0	21	42	68	11	43	57
WHYI	Miami	6.6	19.1	8.9	31	46	61	8	46	54
WNCI	Colum	7.0	17.9	5.8	21	60	75	4	35	65
WXGT	Colum	7.3	17.3	7.0	27	67	73	0	52	48
KDWB	M-SP	4.3	29.2	7.6	42	52	57	1	53	47
WBBF	Roch	5.0	25.3	7.4	25	57	73	2	39	61
WGH	Norf	5.9	21.4	4.5	22	46	57	21	52	48
WOKY	Milw	5.9	21.5	6.5	22	34	56	22	37	63
KIMN	Denv	6.4	19.8	9.8	26	51	66	8	52	48
KBPI	Denv	7.6	16.6	5.1	12	85	88	0	47	53
WKRQ	Cin	8.3	15.1	13.0	42	46	43	15	33	67
KBEQ	KC	7.1	17.8	7.7	38	54	62	0	40	60



TOP 40/ROCK/CONTEMP/OLDIES

NATIONAL MEAN:		6.5	19.4	7.7	27.0	55.2	67.1	5.9	43.0	57.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KOPA-F	Phoe	7.0	18.1	9.4	43	45	53	4	37	63
KTSA	SA	6.7	18.7	8.2	20	63	69	11	43	57
KITY	SA	9.6	13.2	9.5	44	45	55	1	20	80
KGOR	Omaha	9.9	12.7	6.6	26	66	72	2	42	58
WOW	Omaha	5.5	23.0	9.4	19	59	72	9	43	57
WNAP	Indy	8.6	14.7	7.3	17	76	82	1	55	45
WNDE	Indy	5.5	22.9	7.4	37	46	59	4	39	61
KJR	Sea	5.4	23.4	6.6	28	55	64	8	49	51
KYYX	Sea	7.9	16.0	3.7	29	63	70	1	39	61
WING	Day	5.8	21.6	9.8	8	60	81	11	35	65
WMHE	Tol	10.2	12.4	3.3	6	83	89	5	42	58
WFLY	A-S-T	7.8	16.1	4.2	34	59	64	2	42	58
WAYS	Char	6.4	19.8	8.3	17	55	69	14	35	65
KOMA	OK C	6.0	21.0	6.7	26	57	67	7	30	70
KOFM	OK C	9.1	13.8	8.3	39	57	61	0	43	57
WHBQ	Mem	5.1	25.0	4.1	13	63	79	8	46	54
WMC	Mem	6.6	19.2	11.1	23	59	66	11	48	52
WRVQ	Rich	8.8	14.3	20.1	34	51	63	3	34	66
KMOD	Tulsa	12.3	10.3	20.7	19	77	81	0	60	40
KWJJ-F	Louis	8.0	15.7	6.1	36	51	61	3	34	66
WBJW	Orl	7.1	17.7	8.5	28	48	69	3	28	72
WVIC+	Lans	7.9	15.9	9.5	32	57	67	1	35	65
WSGN	Birm	4.5	28.1	7.3	15	52	73	12	47	53
WKXX	Birm	9.6	13.1	11.8	39	51	58	3	49	51
WRAL	Raleigh	7.0	18.1	4.4	7	74	87	6	42	58
KMGK	DM	8.9	14.1	10.3	26	71	74	0	50	50
KRNQ	DM	7.2	17.4	9.1	30	65	70	0	50	50
WIVY	Jkville	8.6	14.7	14.9	17	77	80	3	51	49
WNOX	Knox	7.1	17.7	6.3	26	59	68	6	41	59
WKRG	Mobile	8.7	14.5	9.8	22	46	57	21	36	64
WGRD	G Rpd	5.4	23.1	10.3	36	47	58	6	32	68
WKMI	Kala	4.7	26.9	6.3	14	62	79	7	36	64
WMEE	Ft Way	9.4	13.4	7.7	38	54	62	0	55	45

AOR

NATIONAL MEAN:		8.5	14.7	9.0	23.4	71.0	75.4	1.2	65.3	34.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW-F	NY	9.1	13.8	6.7	10	73	78	12	60	40
WPLJ	NY	7.1	17.7	5.0	33	63	66	1	57	43
WLUP	Chi	7.8	16.1	9.7	31	65	68	1	73	27
KLOS	LA	5.1	24.7	1.7	19	69	80	1	68	32
KMET	LA	9.1	13.9	7.4	33	60	65	2	59	41
KPRI	SD	9.3	13.5	8.5	19	78	78	3	71	29
WMMR	Phil	8.9	14.1	5.5	29	66	70	1	61	39
WYSP	Phil	7.8	16.1	4.2	19	67	79	2	64	36
WZZO	A-B-E	9.5	13.3	14.2	18	80	82	0	57	43
WRIF	Det	6.9	18.3	4.0	24	68	73	3	69	31

AOR

NATIONAL MEAN:		8.5	14.7	9.0	23.4	71.0	75.4	1.2	65.3	34.7
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WWWW	Det	6.2	20.2	4.9	32	58	64	4	59	41
WBCN	Boston	9.3	13.5	6.3	9	88	90	1	70	30
WCOZ	Boston	9.2	13.7	7.4	23	72	76	1	66	34
KLLOL	Hou	10.5	12.0	11.9	17	78	82	1	72	28
WAVA	Wash	6.3	20.0	1.1	28	67	69	3	80	20
WWDC	Wash	5.7	22.0	2.9	25	70	72	3	62	38
KMEL	SF	7.0	18.0	6.7	22	70	78	0	55	45
KSAN	SF	6.8	18.5	3.5	11	82	88	1	58	42
KZAP	Sacra	11.0	11.5	10.8	30	66	69	1	69	31
KTXQ	D-FW	9.3	13.5	9.4	19	79	81	0	66	34
KZEW	D-FW	7.0	17.9	4.0	13	86	87	0	72	28
WIYY	Balt	8.5	14.8	8.5	32	61	67	1	60	40
WDVE	Pitt	9.0	14.0	9.1	27	67	72	1	65	35
WQXM	T-SP	11.6	10.9	16.6	26	71	74	0	67	33
KSHE	St. Lou	12.5	10.1	11.8	20	77	78	2	73	27
WMMS	Cleve	8.7	14.5	10.3	17	77	82	1	58	42
WKLS	Atl	9.3	13.6	8.0	27	69	73	0	67	33
KGON	Port	11.0	11.5	15.9	34	64	66	0	73	27
WINZ-F	Miami	10.2	12.3	12.3	23	57	74	3	75	25
WLVQ	Colum	11.6	10.8	18.9	19	78	81	0	68	32
KQRS-F+	M-SP	9.3	13.5	12.4	26	70	74	0	66	34
WMJQ	Roch	11.4	11.1	8.8	25	72	75	0	60	40
WNOR-F	Norf	8.5	14.7	4.3	16	72	80	4	57	43
WLPX	Milw	8.8	14.3	7.7	31	67	67	2	57	43
KAZY	Denver	8.8	14.4	9.5	41	57	59	0	66	34
WEBN	Cin	8.8	14.3	8.0	18	80	82	0	57	43
KYYYS	KC	12.3	10.2	17.3	30	66	69	1	62	38
KDKB	Phoe	8.2	15.4	3.6	21	78	79	0	67	33
WFBQ	Indy	11.0	11.5	15.0	26	65	73	1	59	41
KISW	Sea	8.8	14.2	7.2	28	66	71	1	77	23
KZOK	Sea	6.3	19.9	3.7	14	85	86	0	69	31
WTUE	Dayton	8.1	15.7	8.5	10	88	90	0	62	38
WIOT	Toledo	14.8	8.5	16.6	31	63	69	0	67	33
WROQ	Char	8.6	14.6	9.6	30	63	70	0	57	43
WZXR	Mem	9.6	13.2	15.2	29	68	71	0	67	33
WHCN	Hart	6.5	19.5	4.0	31	60	69	0	68	32
WPLR	N. Hav	10.8	11.7	7.3	12	82	88	0	68	32
WLRS	Louis	8.2	15.3	13.1	28	70	71	1	62	38
KCPX-F	SLC	9.7	13.0	12.3	18	71	77	5	58	42
WQDR	Raleigh	9.0	14.0	10.7	15	80	83	2	75	25
WLAV-F	G Rpd	10.5	12.0	19.1	15	76	79	6	77	23

SOFT ROCK/ADULT CONTEMP

NATIONAL MEAN:		7.2	17.6	5.9	5.0	64.1	83.2	11.8	41.3	58.7
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WBBM-F	Chi	5.3	23.6	2.5	19	61	72	9	38	62
WKQX	Chi	6.3	19.9	1.6	8	50	72	20	44	56
WFYR	Chi	8.4	15.1	6.0	3	72	91	6	41	59
WYNY	NY	8.1	15.6	4.2	6	74	88	6	40	60
KNX-F	LA	7.8	16.1	4.6	2	77	92	6	47	53

SOFT ROCK/ADULT CONTEMP

NATIONAL MEAN:		7.2	17.6	5.9	5.0	64.1	83.2	11.8	41.3	58.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KIFM	SD	9.5	13.3	3.5	6	82	92	2	42	58
WMGK	Phil	7.6	16.6	4.1	2	72	85	13	43	57
WMJC	Det	6.9	18.3	2.0	14	66	81	5	34	66
WNIC	Det	5.7	22.2	3.5	18	59	82	0	37	63
WTWR	Det	6.5	19.4	1.6	6	74	91	3	43	57
WASH	Wash	8.4	14.9	4.9	3	69	89	8	41	59
KIOI	SF	6.1	20.7	2.6	10	78	87	3	38	62
KYUU	SF	7.6	16.6	4.6	9	71	85	6	37	63
KZLA	LA	6.9	18.3	1.7	13	68	80	7	46	54
KARA	SJ	7.3	17.2	4.1	2	70	94	4	34	66
KXOA-F	Sacra	9.1	13.8	6.8	5	78	90	5	37	63
KMGC	D-FW	9.3	13.6	9.8	1	83	96	3	39	61
KVIL	D-FW	10.1	12.4	11.6	12	55	80	8	39	61
WFFM	Pitt	7.1	17.9	2.5	7	67	87	6	32	68
WTAE	Pitt	6.0	21.2	3.2	7	43	71	22	45	55
KMOX-F	ST Lou	5.9	21.5	4.5	2	54	71	27	41	59
WGAR	Cleve	7.1	17.7	10.6	3	52	77	20	44	56
WLTA	Atl	9.5	13.3	5.5	3	46	89	8	44	56
WPRO	Prov	6.5	19.5	8.2	6	37	69	25	35	65
WGR	Buff	7.5	16.8	9.8	7	43	72	21	45	55
WAIA	Miami	9.3	13.6	9.3	6	57	81	13	33	67
WAXY	Miami	6.8	18.6	3.2	5	79	90	5	57	43
WCCO-F	M-SP	6.1	20.7	2.5	6	71	82	12	40	60
KSTP-F	M-SP	9.8	12.9	7.2	8	65	86	6	42	58
WVOR	Roch	8.4	15.0	3.6	3	85	94	3	50	50
KCMO	KC	4.8	26.4	6.5	8	44	66	26	48	52
KBBC	Phoe	9.0	14.1	9.8	2	89	97	1	51	49
KOY	Phoe	8.9	14.1	10.8	1	44	85	14	47	53
WBT	Char	8.4	14.9	12.1	7	43	73	20	39	61
WKY	OK C	4.5	27.7	7.5	4	35	60	36	51	49
WWYZ	Hart	8.8	14.3	8.4	2	73	89	9	45	55
WAKY	Louis	4.8	26.4	4.0	13	52	76	11	40	60
WFMK	Lans	9.8	12.9	9.2	1	93	98	1	40	60
WHEN	Syr	5.6	22.3	6.2	8	46	75	17	43	57
WJFM	G Rpd	8.1	15.6	11.4	5	86	93	2	33	67

MOR

NATIONAL MEAN:		7.7	16.4	9.8	2.4	10.1	50.6	47.0	45.2	54.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW	NY	5.8	21.9	5.7	1	17	57	42	52	48
WGN	Chi	9.2	13.7	6.7	1	11	30	69	41	59
WCLR-F	Chi	8.9	14.2	3.6	2	51	84	14	39	61
KMPC	LA	5.9	21.5	6.6	3	20	60	37	59	41
KFMB	SD	5.4	23.3	5.2	3	37	61	36	56	44
WIP	Phil	7.6	16.5	7.1	5	15	42	53	40	60
WJR	Det	8.3	15.2	5.6	2	11	42	56	53	47
WOMC	Det	7.8	16.2	2.9	8	49	78	14	44	56
WBZ	Boston	9.3	19.2	9.8	2	23	55	43	48	52
WHDH	Boston	8.7	14.5	9.1	3	25	58	39	29	71

		MOR								
NATIONAL MEAN:		7.7	16.4	9.8	2.4	10.1	50.6	47.0	45.2	54.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KQUE	Hou	12.0	10.5	10.5	0	14	51	49	46	54
WMAL	Wash	9.0	14.0	9.1	2	14	51	47	49	51
KSFO	SF	6.4	19.6	7.3	6	20	51	43	55	45
KNBR	SF	5.3	23.6	5.1	2	43	76	22	39	61
KLOK	SJ	6.2	20.5	8.5	9	61	82	9	36	64
KGMS	Sacra	8.9	14.1	8.7	0	17	63	37	56	44
KGNR	Sacra	7.9	16.0	5.7	1	11	42	58	41	59
WBAL	Balt	8.7	14.5	9.7	1	7	29	70	38	62
WCBM	Balt	7.1	17.7	5.7	2	37	65	32	42	58
KDKA	Pitt	9.2	13.7	11.8	3	19	44	53	39	61
WFLA	T-SP	5.4	23.2	5.8	0	38	48	52	46	54
WDAE	T-SP	7.7	16.4	6.5	0	30	46	54	34	66
WWWE	Cleve	4.7	26.5	3.4	6	39	65	29	52	48
WAKR	Akron	8.0	15.8	14.7	3	17	38	59	42	58
WSB	Atl	7.9	15.9	13.5	3	23	46	51	43	57
WJAR	Prov	5.3	23.8	2.7	2	29	57	40	47	53
WBEN	Buff	8.2	15.4	9.3	3	13	36	61	48	52
KEX	Port	6.5	19.4	7.3	2	27	52	46	53	47
WIOD	Miami	6.9	18.2	10.2	3	13	46	51	42	58
WFTL	FT L	9.5	13.3	12.6	0	3	33	67	49	51
WTVN	Colum	8.3	15.2	10.6	2	31	61	37	51	49
WBNS	Colum	6.7	18.7	8.5	5	45	70	25	46	54
WCCO	M-SP	9.6	13.1	13.4	2	14	44	54	46	54
WHAM	Roch	7.5	16.8	10.1	5	16	41	54	36	62
WTAR	Norf	6.8	18.4	11.6	3	31	58	39	50	50
WTMJ	Milw	8.4	15.0	12.1	2	16	39	59	49	51
WISN	Milw	7.2	17.5	7.1	4	38	63	33	49	51
KHOW	Denver	8.3	15.3	8.2	1	44	58	41	51	49
WCKY	Cin	12.0	10.5	13.4	1	6	31	68	47	53
WLW	Cin	6.1	20.7	8.7	2	22	47	51	48	52
WKRC	Cin	7.3	17.2	11.3	2	27	52	46	40	60
KMBZ	KC	7.9	15.9	10.0	1	15	38	61	43	57
KFAB	Omaha	11.2	11.3	17.6	3	23	49	48	48	52
WIBC	Indy	10.5	12.0	16.3	2	30	56	42	49	51
KOMO	Sea	7.6	16.5	6.7	1	19	41	58	48	52
KVI	Sea	6.1	20.6	8.9	1	37	76	24	42	58
WHIO	Dayton	9.2	13.7	10.5	3	10	41	56	41	59
WSPD	Tol	7.9	16.0	12.1	1	12	33	66	46	54
WGY	A-S-T	9.1	13.8	10.7	2	18	37	61	40	60
KTOK	OK C	10.0	12.6	14.6	1	24	46	53	48	52
WTIC	Hart	10.7	11.8	15.1	2	12	38	60	46	54
WKSS	Hart	8.0	15.7	5.9	1	22	58	41	41	59
WELI	N. Hav	10.9	11.6	13.4	1	15	38	61	33	67
WRVA	Rich	9.0	14.1	17.9	2	19	46	52	42	58
KRMG	Tulsa	10.4	12.1	19.9	1	28	60	39	51	49
WHAS	Louis	6.5	19.3	10.5	2	32	51	47	44	56
WDBO	Orl	9.1	13.8	11.8	0	17	44	56	40	60
KSL	SLC	6.7	18.8	8.9	3	29	58	39	45	55
WPTF	Ral	8.9	14.1	15.2	2	8	34	64	44	56
KOB	Alb	7.6	16.5	8.8	3	30	49	48	48	52
KGMB	Hono	7.9	16.0	7.9	7	27	60	33	43	57
WKBN	Young	7.8	16.2	13.1	5	27	61	34	48	52
WSYR	Syr	10.7	11.8	13.1	1	12	33	66	47	53

		<u>MOR</u>								
NATIONAL MEAN:		7.7	16.4	9.8	2.4	10.1	50.6	47.0	45.2	54.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WOOD	G Rpd	7.8	16.1	7.0	0	27	51	49	46	54
WKZO	Kala	7.2	17.6	11.4	0	7	34	66	44	56
WOWO	Ft Way	7.9	16.0	14.3	7	32	56	37	40	60

		<u>BEAUTIFUL MUSIC</u>								
NATIONAL MEAN:		9.7	12.9	9.3	1.0	16.7	43.0	56.0	40.4	59.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WPAT-F	NY	8.9	14.2	5.1	1	12	33	65	41	59
WRFM	NY	11.0	11.5	6.1	1	11	33	66	45	55
WLOO	Chi	12.3	10.2	7.3	1	15	42	57	38	62
WLAK	Chi	10.0	12.6	7.8	1	11	34	65	39	61
WSWT	Peo	10.6	11.8	11.1	3	10	45	52	31	69
KBIG	LA	11.0	11.5	9.1	1	15	47	52	40	60
KJOI	LA	11.0	11.5	6.1	1	13	49	50	40	60
KOST	LA	8.0	15.8	2.1	0	17	48	52	35	65
KJQY	SD	11.0	11.5	7.1	1	20	43	56	34	66
WDVR	Phil	8.8	14.4	4.4	1	10	39	60	33	67
WWSH	Phil	9.4	13.3	8.2	1	13	44	55	38	62
WQQQ	A-B-E	10.8	11.6	9.5	3	4	44	53	40	60
WCZY-F	Det	8.9	14.2	4.8	2	15	51	47	43	57
WJR-F	Det	7.1	17.7	2.3	2	13	35	63	33	67
WWJ-F	Det	7.3	17.4	3.7	2	14	41	57	37	63
WJIB	Bost	10.1	12.5	9.9	1	13	32	66	44	56
KYND	Hou	10.1	12.5	7.7	1	18	43	56	38	62
WJMD	Wash	9.7	13.0	10.5	1	14	46	53	42	58
WGAY-F	Wash	9.7	12.9	8.2	0	26	47	53	42	58
KABL	SF	6.8	18.4	9.2	1	8	33	66	38	62
KFOG	SF	7.9	15.9	5.8	1	13	39	60	44	56
KOIT	SF	8.9	14.2	5.8	2	19	53	45	36	64
KEWT	Sacra	10.7	11.7	13.6	1	5	40	59	46	54
KOAX	D-FW	9.6	13.1	6.6	1	24	40	59	42	58
KMEZ	D-FW	8.6	14.7	6.6	1	14	49	50	39	61
WLIF	Balt	10.6	11.9	4.2	1	25	52	47	36	64
WJOI	Pitt	8.0	15.8	3.5	0	17	35	65	42	58
WPNT	Pitt	6.6	19.1	1.5	3	28	40	57	49	51
WSHH	Pitt	8.9	14.1	3.7	1	7	34	65	42	58
WFLA	T-SP	11.2	11.3	12.8	0	5	15	85	42	58
WJYW	T-SP	9.1	13.9	12.6	0	13	32	68	38	62
WWBA	T-SP	12.2	10.3	18.0	0	4	18	82	43	57
KEZK	ST Lou	9.3	13.6	9.6	2	19	51	47	46	54
WDOK	Cleve	11.5	10.9	6.5	1	13	39	60	45	55
WQAL	Cleve	9.8	12.9	10.9	2	12	40	58	42	58
WPCH	Atl	8.6	14.6	5.0	1	27	61	38	42	58
WSB	Atl	7.9	15.9	6.8	0	24	48	52	40	60
WLKW-F	Prov	12.4	10.1	8.9	0	9	33	67	46	54
WHJY	Prov	10.7	11.7	6.3	1	11	40	59	34	66
WJYE	Buff	12.9	9.7	9.4	1	15	41	58	42	58
KUPL-F	Port	11.5	10.9	11.2	0	14	42	58	35	65
WZEZ	Nash	11.2	11.3	22.8	2	19	50	48	37	63
WLYF-F	Miami	9.2	13.7	13.3	1	14	30	69	49	51
WYOR-F	Miami	11.2	11.3	7.8	0	23	47	53	36	64

BEAUTIFUL MUSIC

NATIONAL MEAN:		9.7	12.9	9.3	1.0	16.7	43.0	56.0	40.4	59.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WBNS	Colum	9.9	12.7	9.1	1	21	39	60	41	59
KEEY-F	M-SP	8.6	14.7	5.3	2	23	47	51	39	61
WAYL-F	M-SP	8.0	15.7	5.4	1	8	30	69	36	64
WEZO	Roch	11.8	10.7	15.2	4	17	49	47	47	53
WKEZ	Norf	9.5	13.3	6.3	1	22	64	35	52	48
WEZW	Milw	10.2	12.4	5.9	0	21	45	55	34	66
KOSI-F	Denv	9.2	13.7	3.5	2	28	53	45	34	66
KLIR	Denv	8.8	14.3	6.9	0	23	42	58	38	62
WWEZ	Cin	8.9	14.2	8.4	2	18	45	53	39	61
KCEZ	KC	9.6	13.0	10.4	2	20	43	55	43	57
KMBR	KC	11.6	10.8	10.7	3	31	57	40	33	67
KMEO-F	Phoe	9.6	13.1	7.3	2	9	36	62	47	53
KQYT-F	Phoe	11.8	10.7	13.1	1	11	33	66	39	61
KQXT	SA	9.9	12.7	11.7	1	22	50	49	54	46
WXTZ	Indy	12.5	10.0	14.2	2	16	41	57	41	59
KEZX	Sea	10.1	12.5	5.9	0	17	43	57	41	59
KSEA	Sea	9.0	14.0	6.9	1	34	53	46	33	67
WBYU	NO	11.4	11.1	13.9	1	29	53	46	39	61
WHIO-F	Dayt	9.6	13.1	9.3	0	41	66	34	46	54
WLQR	Tol	13.3	9.5	16.8	2	19	52	45	37	63
KASE	Austin	12.6	10.0	15.2	1	19	43	56	45	55
WROW	A-S-T	9.0	14.0	10.7	0	6	26	74	39	61
WEZC	Char	8.4	15.0	13.0	0	14	51	49	43	57
KKNG	OK C	11.5	10.9	13.1	2	21	44	54	36	64
WEZI	Mem	9.4	13.4	17.5	0	12	46	54	47	53
WRCH	Hart	10.6	11.9	5.4	1	14	29	70	49	51
KBEZ	Tulsa	11.1	11.4	16.9	0	19	46	54	44	56
KAIR	Tucson	9.1	13.8	9.9	0	7	33	67	31	69
WVEZ	Louis	12.3	10.2	16.4	0	22	47	53	45	55
WDBO	Orl	9.5	13.3	19.3	0	13	32	68	46	54
WQEZ	Birm	8.7	14.5	5.9	0	22	45	55	33	67
WYYD	Ral	9.9	12.7	10.1	0	14	48	52	49	51
WKTZ	Jkville	10.2	12.3	20.5	2	14	43	55	42	58
WEZK	Knox	11.1	11.4	7.9	2	24	57	41	36	64
WEAT-F	W. Palm	11.1	11.3	18.7	0	4	24	76	39	61
WKBN-F	Young	9.9	12.8	8.3	2	14	51	47	40	60
WOOD-F	G Rpd	9.8	12.9	13.8	0	25	47	53	41	59
WQLR	Kala	7.8	16.2	4.1	0	25	63	37	33	67
WEZV	Ft Way	12.5	10.1	8.9	3	21	53	44	42	58

COUNTRY

NATIONAL MEAN:		8.8	14.3	13.5	3.3	30.1	62.0	34.7	47.6	52.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WHN	NY	7.6	16.6	4.2	2	20	47	51	48	52
WMAQ	Chi	6.7	18.9	8.6	3	26	60	37	45	55
WJEZ-F	Chi	10.8	11.6	8.4	5	38	68	27	51	49
KLAC	LA	8.2	15.3	10.2	3	25	57	40	50	50
WXXW	A-B-E	12.3	10.3	18.9	1	42	69	30	48	52

		COUNTRY								
NATIONAL MEAN:		8.8	14.3	13.5	3.3	30.1	62.0	34.7	47.6	52.4
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WCXI	Det	12.0	10.5	14.4	2	28	59	39	49	51
KENR	Hou	8.0	15.8	13.1	5	25	48	47	40	60
KIKK-F	Hou	8.5	14.8	10.2	7	56	82	11	47	53
WMZQ	Wash	8.3	15.1	11.1	2	37	85	13	46	54
KNEW	SF	6.9	18.2	7.4	2	27	62	36	45	55
KRAK	Sacra	9.5	13.3	14.8	7	14	63	30	56	44
KBOX	D-FW	8.7	14.6	16.3	1	19	49	50	40	60
KSCS	D-FW	8.9	14.1	11.8	8	45	75	17	49	51
WBAP	D-FW	7.7	16.5	11.9	3	26	54	43	52	48
WPOC	Balt	9.1	13.9	18.1	6	30	64	30	42	58
WEEP	Pitt	11.2	11.3	10.6	1	12	52	47	45	55
WQYK	T-SP	9.2	13.8	11.7	3	27	56	41	48	52
WSUN	T-SP	7.7	16.5	13.0	2	13	37	61	50	50
WIL-F	ST Lou	9.4	13.4	13.7	7	33	70	23	46	54
WHK	Cleve	7.6	16.5	11.4	2	24	64	34	55	45
WPLO	Atl	8.5	14.9	12.3	3	23	68	29	58	42
KWJJ	Port	7.2	17.6	8.6	4	21	51	45	50	50
WSIX-F	Nash	8.0	15.8	14.7	0	23	61	39	45	55
WSM	Nash	6.3	19.9	10.8	2	23	45	53	48	52
WDGY	M-SP	6.7	18.9	5.5	5	45	71	24	56	44
WCMS-F	Norf	12.8	9.9	15.6	1	41	68	31	47	53
WBCS-F	Milw	10.3	12.3	10.6	6	32	75	19	49	51
KLZ	Denv	7.9	16.0	11.9	7	36	69	24	50	50
WUBE-F	Cin	9.5	13.2	14.2	5	38	72	23	39	61
WDAF	KC	9.2	13.7	17.9	5	27	59	37	50	50
KNIX	Phoe	11.6	10.8	17.5	5	44	68	27	46	54
KKYX	SA	8.7	12.9	14.9	3	33	54	43	50	50
WFMS	Indy	11.9	10.6	12.6	6	42	76	18	42	58
WIRE	Indy	8.6	14.6	20.2	3	24	54	43	53	47
WONE	Dayt	7.2	17.4	18.8	2	28	48	50	42	58
WTOD	Tol	14.3	8.8	9.7	3	33	55	42	49	51
KVET	Aust	8.7	12.9	9.9	5	20	59	36	51	49
WSOC-F	Char	10.4	12.1	18.8	1	44	78	21	48	52
KEBC	OK C	10.5	12.0	18.8	3	24	63	34	47	53
WMC	Mem	7.9	16.0	22.5	1	11	49	50	47	53
WMPS	Mem	8.3	15.1	15.8	3	36	59	37	44	56
KVOO	Tulsa	10.8	11.7	20.8	2	22	53	46	53	47
WAMZ	Louis	8.1	15.6	8.2	5	45	75	20	44	56
WHOO	Orl	7.6	16.7	16.1	2	22	51	47	50	50
WYDE	Birm	5.6	22.5	11.6	3	15	38	60	44	56
KSO	DM	8.5	14.9	15.4	2	32	66	32	50	50
WVOJ	Jkville	9.0	13.9	22.1	2	37	71	28	31	69
WIVK-F	Knox	10.5	12.0	17.9	2	32	66	33	48	52
WKSJ	Mobile	8.8	14.3	12.7	6	38	70	24	34	66
WIRK-F	W Palm	14.7	6.7	14.5	3	28	70	27	47	53
WCUZ	G Rpd	9.7	13.0	8.2	0	49	79	21	64	36

NEWS/INFO/TALK

NATIONAL MEAN:		7.4	17.1	7.7	1.0	13.9	35.2	63.8	49.1	50.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WCBS	NY	6.8	18.5	5.4	1	12	35	64	55	45
WINS	NY	5.8	21.6	7.3	2	15	38	52	52	48
WOR	NY	10.3	12.3	7.2	1	4	18	82	39	61
WMCA	NY	9.6	13.1	4.0	1	8	30	69	39	61
WBBM	Chi	6.3	19.9	8.8	1	13	37	62	53	47
WIND	Chi	8.1	15.6	6.9	3	15	27	70	39	61
KABC	LA	10.2	12.4	11.1	0	11	36	64	36	64
KFWB	LA	5.3	23.9	8.5	1	14	36	63	52	48
KNX	LA	5.5	23.0	7.1	1	12	35	64	57	43
KSDO	SD	6.0	21.1	8.4	1	16	38	61	55	45
KYW	Phil	7.4	17.1	11.8	1	13	30	69	48	52
WCAU	Phil	6.5	19.5	5.2	1	11	38	61	40	60
WXYZ	Det	8.0	15.7	3.7	1	18	41	58	37	63
WWJ	Det	7.1	17.7	4.0	1	9	28	71	55	45
WEEL	Bost	7.5	16.7	11.4	1	10	27	72	45	55
WITS	Bost	11.0	11.4	8.2	2	21	37	61	54	46
KPRC	Hou	8.2	15.4	5.5	1	12	42	57	50	50
KTRH	Hou	7.8	16.2	14.2	1	11	39	60	50	50
WRC	Wash	7.7	16.5	7.8	1	19	36	63	42	58
WTOP	Wash	5.8	21.6	4.0	2	25	52	46	57	43
KCBS	SF	6.9	18.2	7.0	1	13	34	65	53	47
KGO	SF	9.4	13.4	10.0	0	11	31	69	47	53
KFBK	Sacra	6.8	18.6	7.8	1	7	39	59	64	36
KRLD	D-FW	6.8	18.6	10.7	1	21	51	48	55	45
WFAA	D-FW	8.3	15.2	8.9	2	17	39	59	44	56
KQV	Pitt	5.9	21.3	4.1	2	12	31	67	52	48
KMOX	ST Lou	11.5	11.0	14.4	2	16	40	58	48	52
WGST	Atl	6.6	19.0	2.6	2	26	47	51	57	43
WEAN	Prov	6.5	19.2	9.2	0	8	25	75	49	51
WINZ	Miami	6.9	18.3	5.1	0	9	21	79	57	43
KOA	Denv	7.5	16.8	6.5	2	21	48	50	52	48
KTAR	Phoe	6.4	19.8	10.4	0	11	33	67	55	45
WOAI	SA	8.9	12.8	10.8	0	11	33	67	50	50
KIRO	Sea	6.6	19.0	8.4	1	28	53	46	51	49
WGSO	NO	6.4	19.8	4.7	1	24	59	40	54	46
WQBK	A-S-T	17.9	7.0	4.3	0	7	20	80	34	66
WSOC	Char	6.8	18.4	11.0	0	12	29	71	65	35
WPOP	Hart	6.3	19.9	2.1	4	11	21	75	49	51
WHO	DM	8.3	15.2	9.7	0	11	30	70	41	59
WBBW	Young	10.8	11.7	7.9	1	9	22	77	31	69

BLACK/DISOC/JAZZ

NATIONAL MEAN:		9.2	13.9	14.9	21.5	51.8	68.5	10.0	46.9	53.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WBLS	NY	12.4	10.2	16.6	24	53	69	7	44	56
WKTU	NY	10.0	12.6	8.7	25	59	70	5	47	53
WBMX	Chi	9.6	13.2	14.2	25	57	69	6	46	54
WGCI	Chi	8.8	14.3	5.2	23	62	71	6	41	59
WVON	Chi	7.5	16.8	15.0	22	42	61	17	43	57



BLACK/DISCO/JAZZ

NATIONAL MEAN:		9.2	13.9	14.9	21.5	51.8	68.5	10.0	46.9	53.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KDAY	LA	8.6	14.7	11.7	27	55	68	5	43	57
KIIS-F	LA	6.2	20.2	3.6	22	66	74	4	40	60
WDAS-F	Phil	13.4	9.4	21.0	25	51	71	4	39	61
WCAU-F	Phil	6.7	18.9	2.6	12	59	77	11	42	58
WJLB	Det	6.4	19.8	9.8	15	33	60	25	35	65
WJZZ	Det	7.1	17.8	4.3	3	73	88	9	64	36
KMJQ	Hou	11.0	11.5	20.7	20	59	79	1	50	50
KRLY	Hou	9.2	13.7	10.3	30	55	64	6	49	51
WHUR	Wash	9.0	14.0	6.9	6	74	87	7	56	44
WOOK	Wash	10.5	12.0	12.5	23	65	74	3	55	45
KSOL	SF	10.5	12.0	8.8	32	51	64	4	52	48
KDIA	SF	8.6	14.7	8.1	31	45	57	12	44	56
KKDA-F	D-FW	9.5	13.3	17.4	26	57	71	3	41	59
KNOK-F	D-FW	10.2	12.4	15.2	20	58	70	10	57	43
WWIN	Balt	9.3	13.5	14.3	25	42	63	12	35	65
WXYV	Balt	9.0	14.0	11.3	18	61	77	5	47	53
WAMO	Pitt	10.9	11.6	26.9	22	56	67	11	45	55
WOKF	T-SP	7.2	17.6	12.0	25	60	68	7	48	52
KKSS	ST Lou	7.3	17.1	11.3	15	66	82	3	41	59
WJMO	Cleve	10.8	11.6	27.6	21	47	59	20	39	61
WAOK	Atl	6.9	18.2	14.0	12	56	68	20	51	49
WVEE	Atl	11.6	10.9	24.6	26	59	73	1	50	50
WVOL	Nash	9.5	13.3	13.7	18	43	63	19	30	70
WEDR	Miami	13.0	9.7	26.9	26	59	72	2	50	50
WRAP	Norf	8.5	14.8	14.5	30	37	58	12	54	46
WOWI	Norf	10.1	12.5	9.2	19	52	75	6	61	39
WCIN	Cin	8.6	14.6	18.9	20	41	67	13	39	61
KPRS	KC	11.9	10.6	13.6	18	60	77	5	44	56
KXTC	Phoe	12.0	10.5	19.4	21	52	75	4	54	46
WTLC	Indy	15.8	8.0	45.4	22	45	58	20	41	59
WGIV	Char	7.5	16.9	16.7	23	49	59	18	33	67
WHRK	Mem	9.2	13.6	14.7	23	62	72	5	52	48
WDIA	Mem	6.2	20.3	15.4	20	19	36	44	36	64
WENN-F	Birm	11.5	11.0	19.7	25	46	59	16	42	58

RELIGION/GOSPEL

NATIONAL MEAN:		7.7	16.4	9.0	2.5	20.2	44.5	53.0	28.9	71.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WWDJ	NY	8.6	14.6	8.8	9	5	47	44	19	81
KIIS	LA	4.3	29.6	1.0	4	55	82	14	58	42
WROL	Bost	6.6	19.0	4.4	0	12	33	67	29	71
WUST	Wash	10.1	12.5	10.0	0	9	51	49	24	76
KEAR	SF	11.5	11.0	13.0	8	10	59	33	33	67
WRBS	Balt	9.5	13.3	10.0	3	13	23	74	10	90
WPIT	Pitt	5.4	23.2	2.3	0	5	21	79	21	79
WPCE	Norf	10.6	11.9	22.5	2	38	53	45	37	63
KGDN	Sea	6.3	20.1	6.6	0	26	44	56	19	81
KWAM	Mem	13.6	9.1	3.3	0	30	35	65	26	74
WDJC	Birm	7.7	16.4	17.5	1	19	41	58	42	58

SPANISH

NATIONAL MEAN:		13.9	9.0	23.3	3.3	30.9	62.5	34.2	41.0	59.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WADO	NY	17.9	7.1	18.0	2	22	64	34	54	46
WJIT	NY	12.8	9.8	19.2	4	45	77	19	39	61
WOJO	Chi	9.9	12.8	26.4	4	52	81	15	46	54
KLVE-F	LA	10.2	12.4	20.7	5	45	76	19	39	61
KWKW	LA	10.2	12.3	9.6	8	23	50	42	33	67
KLAT	Hou	19.7	6.4	26.5	4	65	77	19	63	37
WQBA	Miami	17.7	7.1	36.5	2	11	36	62	40	60
WRHC	Miami	27.6	4.6	30.4	0	6	48	52	46	54
KIFN	Phoe	21.9	5.8	32.8	0	25	70	30	34	66
KCOR	SA	14.2	8.9	25.6	2	16	50	48	35	65
KAMA	EP	11.1	11.3	10.2	7	30	59	34	22	78

CLASSICAL

NATIONAL MEAN:		7.4	16.9	6.7	1.1	28.2	58.6	40.3	47.2	52.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNCN	NY	8.1	15.6	2.5	0	31	67	33	54	46
WQXR+	NY	7.5	16.8	3.3	1	17	36	64	48	52
WFMT	Chi	7.8	16.1	6.6	1	20	57	42	45	55
KFAC-F	LA	6.9	18.4	5.8	1	23	42	57	60	40
KFSD	SD	8.2	15.4	9.7	0	28	54	46	48	52
WFLN-F+	Phil	7.8	16.1	4.3	0	25	64	36	47	53
WCRB	Bost	6.9	18.4	10.9	0	29	49	51	48	52
KLEF	Hou	7.6	16.7	8.2	5	25	57	38	58	42
WGMS	Wash	7.2	17.5	7.9	2	23	56	42	47	53
KDFC+	SF	8.2	15.4	7.7	2	49	75	23	48	52
WRR	D-FW	7.4	16.9	4.4	2	40	62	36	46	54
WCLV	Cleve	6.0	21.1	7.2	0	41	70	30	43	57
WTMI	Miami	6.7	18.8	10.5	0	10	40	60	36	64
WGH-F	Norf	8.5	14.8	11.4	4	31	67	29	46	54
WFMR	Milw	5.9	21.5	3.7	0	29	57	43	44	56
KVOD	Denv	9.7	13.0	4.6	2	31	77	21	52	48
KING	Sea	8.3	15.3	5.1	0	28	67	33	32	68

## THE NATION'S LEADING STATION GROUPS

These tables indicate which are the most important group owners in the United States. The first table ranks the groups according to a formula I devised in 1976. There are also tables which rank the groups according to cume listeners and total quarter hour figures.\*

IMPORTANT NOTE: To qualify for these tables a group must have at least five stations in rated markets. A simulcasted facility counts as only one station.

EXPLANATION OF FORMULA: There are three areas of information which a group can be judged upon. These are (1) total audience for a group's stations (2) the size and importance of the markets in which the group's stations are located and (3) the station's relative strength in its market, i.e., its rank.

Using the above data I developed a formula which ranked the groups. This formula worked as follows. The total audience (12+, TSA, 1/4 HR AVG, Broadcast Week) of all of a group's stations is divided by the number of figures in the group. The resulting figure is the STATION AVERAGE. The next step is to find an average market size for the stations in the group. This MARKET AVERAGE (based on SRDS rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVERAGE, the average of all the stations in the group (12+, TSA, 1/4 HR).

The resulting figure is the STATION INDEX. The STATION INDEX is multiplied by the number of stations in the group with the end result being the most important figure, the GROUP INDEX.

Stations which fail to show in a market are not calculated in the formula. Neither are some suburban stations. Simulcasted facilities count as one station. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets. However, the formula is fun to work with and it's fun to study. If you think about it I think you will agree that it is quite accurate.

\*Based on TSA, 12+, Mon-Sun, 6AM-MID.

The following groups fell just short of qualifying for this section: Sandusky Newspapers, Mariner, Southwestern, Metroplex, Amaturro and McCormick.

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

RANK	(A/M 79) (O/N 78)		GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
	RANK	RANK								
1.	1	2	ABC	7333	13	564.1	4.8	7.7	15,262	198,412
2.	2	1	CBS	7313	14	522.4	5.0	9.9	10,554	147,749
3.	3	3	Metromedia	5537	13	425.9	5.3	9.8	8,200	106,598
4.	4	5	NBC	3756	8	469.5	5.1	9.3	9,899	79,190
5.	5	4	RKO	4722	11	429.3	9.2	10.6	4,402	48,424
6.	6	7	Westinghouse	5012	10	501.2	16.2	7.8	3,966	39,660
7.	7	6	SJR	3767	10	376.7	9.6	10.7	3,667	36,670
8.	10	10	Cox	3698	12	308.2	27.5	4.4	2,547	30,565
9.	8	12	Bonneville	3678	11	334.4	16.3	8.3	2,472	27,189
10.	13	--	Inner City	2577	7	368.1	3.9	24.6	3,837	26,859
11.	9	8	Capital Cit	4759	13	366.1	19.5	9.2	2,041	26,529
12.	12	9	Century	1905	6	317.5	5.2	14.7	4,154	24,922
13.	11	11	Hearst	1383	6	230.5	17.3	3.3	4,037	24,225
14.	14	13	Taft	2800	12	233.3	26.2	4.7	1,895	22,735
15.	15	15	Gannett	2150	12	179.2	9.8	13.3	1,375	16,498
16.	--	--	Heftel	1346	5	269.2	23.4	5.0	2,301	11,504
17.	23	28	Golden West	1712	8	214.0	16.3	9.6	1,368	10,941
18.	18	22	Sonderling	1952	11	177.5	12.3	15.8	.913	10,047
19.	20	21	Plough	1711	10	171.1	19.8	8.9	.971	9,710
20.	19	19	GE	1781	8	222.6	31.6	6.0	1,174	9,392
21.	17	17	Harte Hanks	1782	11	162.0	34.5	5.5	.854	9,391
22.	21	14	LIN	1599	9	177.7	23.3	7.8	.978	8,800
23.	25	26	United	1160	7	165.7	11.4	12.3	1,182	8,272
24.	24	23	Malrite	1356	8	169.5	24.0	7.9	.894	7,152
25.	30	29	Meredith	1175	6	195.8	39.0	4.7	1,068	6,409

RANK	(A/M 79) (O/N 78)		GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
	RANK	RANK								
26.	--	--	Doubleday	827	5	165.4	16.8	8.2	1.200	6.000
27.	27	18	Fairbanks	1429	8	178.6	31.3	8.0	.713	5.706
28.	28	27	Group One	1156	8	144.5	33.8	6.0	.713	5.700
29.	22	20	Nationwide	1067	7	152.4	25.1	8.0	.759	5.313
30.	26	30	WGN Cont	2045	6	340.8	52.8	7.3	.884	5.305
31.	29	25	Storz	1022	6	170.3	27.5	7.3	.848	5.090
32.	42	34	Susquehanna	1497	13	115.2	46.9	6.8	.361	4.696
33.	--	--	First Media	1043	6	173.8	23.0	10.5	.720	4.318
34.	34	40	Greater Medi	1865	11	169.5	25.9	16.8	.390	4.285
35.	32	31	Insilco	1052	8	131.5	38.9	6.4	.528	4.226
36.	44	43	Outlet	1095	7	156.4	27.4	10.8	.530	3.700
37.	38	46	Affiliated	1004	8	125.5	39.5	7.1	.447	3.580
38.	40	37	Kaye-Smith	930	9	103.3	37.1	7.3	.381	3.433
39.	37	24	Charter	673	5	134.6	16.8	11.8	.679	3.395
40.	33	32	Swanson	1074	8	134.3	42.5	7.6	.416	3.326
41.	41	33	Multimedia	1240	12	103.3	97.2	4.0	.266	3.188
42.	43	41	Rust	988	10	98.8	64.2	5.0	.308	3.078
43.	39	39	Entercom	725	8	90.6	14.3	16.6	.382	3.053
44.	45	35	Jeff-Pilot	1475	11	134.1	66.9	7.4	.271	2.980
45.	36	36	Shamrock	1005	8	125.6	25.5	13.9	.354	2.865
46.	47	48	Great Trails	1165	8	144.5	33.8	6.0	.713	2.497
47.	--	--	Scripps-How	731	6	121.8	40.0	7.5	.406	2.436
48.	50	42	Hubbard	667	5	133.4	68.4	4.2	.464	2.322
49.	46	38	King	997	9	110.8	40.4	10.9	.252	2.265
50.	48	44	Mid America	963	10	96.3	84.1	5.3	.216	2.160

AMERICA'S LEADING GROUPS-1/4 HOUR AVERAGES

<u>RANK</u>	<u>A/M 79</u> <u>RANK</u>	<u>O/N 78</u> <u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
1.	1	1	ABC	13	7333	564.1
2.	2	2	CBS	14	7313	522.4
3.	3	4	Metromedia	13	5537	425.9
4.	6	7	Westinghouse	10	5012	501.2
5.	4	5	Capital Cities	13	4759	366.1
6.	5	3	RKO	11	4722	429.3
7.	7	6	SJR	10	3767	376.7
8.	9	10	NBC	8	3756	469.5
9.	10	9	Cox	12	3698	308.2
10.	8	8	Bonneville	11	3678	334.4
11.	11	11	Taft	12	2800	233.3
12.	12	--	Inner City	7	2577	368.1
13.	13	13	Gannett	12	2150	179.2
14.	14	14	WGN Continental	6	2045	340.8
15.	17	17	Sonderling	11	1952	177.5
16.	18	19	Century	6	1905	317.5
17.	19	27	Greater Media	11	1865	169.5
18.	16	20	Harte Hanks	11	1782	162.0
19.	21	16	General Electric	8	1781	222.6
20.	25	28	Golden West	8	1712	214.0
21.	20	20	Plough	10	1711	171.1
22.	23	18	LIN	9	1599	177.7
23.	29	23	Susquehanna	13	1497	115.2
24.	33	34	Jeff-Pilot	11	1475	134.1
25.	24	21	Fairbanks	8	1429	178.6
26.	22	22	Hearst	6	1383	230.5
27.	27	24	Malrite	8	1356	169.5
28.	--	--	Heftel	5	1346	269.2
29.	28	26	Multimedia	12	1240	152.4
30.	38	31	Meredith	6	1175	195.8
31.	30	30	United	7	1160	165.7
32.	31	29	Group One	8	1156	144.5
33.	43	45	Outlet	7	1095	156.4
34.	36	36	Swanson	8	1074	134.3
35.	26	25	Nationwide	7	1067	152.4
36.	39	42	Insilco	8	1052	131.5
37.	--	--	First Media	6	1043	173.8
38.	37	33	Storz	6	1022	170.3
39.	32	35	Shamrock	8	1005	125.6
40.	50	54	Affiliated	8	1004	125.5
41.	35	32	King	9	997	110.8
42.	40	37	Rust	10	988	98.8
43.	45	43	Mid America	10	963	96.3
44.	41	40	Kaye-Smith	9	930	103.3
45.	--	--	Doubleday	5	827	165.4
46.	47	41	Booth	9	769	85.4
47.	42	38	Park	14	760	54.3
48.	44	44	Guy Gannett	7	745	106.4
49.	--	--	Scripps-Howard	6	731	121.8
50.	48	49	Entercom	8	725	90.6

<u>RANK</u>	<u>A/M 79</u> <u>RANK</u>	<u>O/N 78</u> <u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER</u> <u>STATION</u>
51.	53	52	Great Trails	7	689	98.4
52.	49	46	Federated	7	682	97.4
53.	51	39	Charter	5	673	134.6
54.	61	53	Hubbard	5	667	133.4
55.	52	56	Summit	8	661	82.6
56.	46	--	Gulf/Rahall	5	652	130.4
57.	57	48	EZ	5	573	114.6
58.	--	--	Beck Ross	6	545	90.8
59.	60	55	Rollins	5	540	108.0
60.	59	65	Great Empire	8	537	67.1
61.	56	--	Tichenor	5	534	106.8
62.	54	51	Associated	11	521	47.4
63.	77	71	Broadcast Ent Net	8	496	62.0
64.	58	57	Lotus	10	491	49.1
65.	55	60	Bluegrass	7	472	67.4
66.	62	61	Stoner	8	447	55.9
67.	--	--	Des Moines Reg-Trib	6	439	73.2
68.	71	67	McKenna	5	430	86.0
69.	63	50	Rounsaville	6	417	69.5
70.	64	64	Stauffer	8	416	52.0
71.	65	66	Sterling	9	415	46.1
	66	59	Columbia Pic Ind	5	415	83.0
73.	70	--	Sudbrink	5	359	71.8
74.	75	75	Beasley	7	341	48.7
75.	79	--	Western Cities	6	329	54.8
76.	78	69	Newhouse	5	319	63.8
77.	72	--	Sunbelt	5	304	60.8
78.	--	--	Clear Channel	5	299	59.8
	--	--	Davis & Weaver	5	299	59.8
80.	74	70	McClatchy	7	290	41.4
81.	76	--	Stuart	5	278	55.6
82.	80	68	Midwest Family	8	273	34.1
83.	82	73	Capitol (Ken Johnson)	6	242	40.3
84.	81	72	Bahakel	7	231	33.0
85.	83	74	Hatch	6	195	32.5
86.	84	--	Broadcast Assoc	5	181	36.2
87.	--	--	Peoria State Journal	5	178	35.6

AMERICA'S LEADING GROUPS-WEEKLY 12+ CUME

<u>RANK</u>	<u>A/M 79</u> <u>RANK</u>	<u>O/N 78</u> <u>RANK</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
1.	1	1	ABC	13,763,000	1,058,700
2.	2	2	CBS	13,318,800	951,300
3.	3	4	Westinghouse	9,689,800	969,000
4.	5	6	Metromedia	9,058,100	696,800
5.	4	3	RKO	8,635,400	785,000
6.	7	7	NBC	7,485,700	935,700
7.	6	6	Capital Cities	7,374,800	567,300
8.	8	8	Cox	5,637,500	469,800
9.	10	9	SJR	5,025,500	502,600
10.	9	10	Bonneville	4,945,000	449,500
11.	12	12	Taft	4,182,000	348,500
12.	11	11	Gannett	3,909,900	325,800
13.	15	--	Inner City	3,329,600	475,700
14.	13	14	WGN Cont	3,293,800	549,000
15.	14	17	Sonderling	3,197,500	290,700
16.	20	26	Greater Media	3,145,700	286,000
17.	17	18	Golden West	3,126,400	390,800
18.	18	15	LIN	2,901,400	322,400
19.	23	16	General Electric	2,810,600	351,300
20.	19	24	Harte Hanks	2,678,800	243,500
21.	22	20	Plough	2,627,900	262,800
22.	21	22	Century	2,525,300	420,900
23.	24	21	Hearst	2,387,800	398,000
24.	31	32	Jeff-Pilot	2,366,500	215,100
25.	25	24	Fairbanks	2,227,100	278,400
26.	28	23	Storz	2,221,100	370,200
27.	27	27	Nationwide	2,119,400	302,800
28.	26	25	King	2,143,700	238,200
29.	30	29	Malrite	2,121,000	265,100
30.	35	41	Outlet	2,080,900	297,300
31.	34	33	Susquehanna	2,052,600	157,900
32.	33	30	Meredith	2,027,900	338,000
33.	--	--	Heftel	2,019,200	403,800
34.	32	34	Shamrock	1,906,000	238,300
35.	29	28	Multimedia	1,855,400	154,600
36.	37	35	Group One	1,678,600	209,800
37.	36	36	Rust	1,636,800	163,700
38.	--	--	First Media	1,629,800	271,600
39.	38	31	Charter	1,572,300	314,500
40.	40	38	Swanson	1,529,300	314,500
41.	43	37	United	1,515,700	216,500
42.	42	39	Kaye-Smith	1,508,200	167,600
43.	39	43	Insilco	1,506,900	188,400
44.	--	--	Doubleday	1,500,300	300,100
45.	--	--	Affiliated	1,498,500	187,300
46.	45	42	Mid America	1,428,200	142,800
47.	41	40	Park	1,322,800	94,500
48.	47	44	Booth	1,307,400	142,700
49.	48	45	Great Trails	1,307,300	186,800
50.	--	47	Hubbard	1,186,700	237,300



MAJOR GROUP OWNERS\*

(Martin Greenburg, TSA Charles DeBare)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
ABC										
WABC	NY 1309	31920	5	1	ROCK	Waterl*	711	3	212	COUNTRY
WPLJ-F	NY 822	14762	9	1	AOR	Waterl*	548	6	212	CONTEMP
WLS	Chi 1100	25158	2	2	ROCK	Chatt	806	5	95	COUNTRY
WDAL-F	Chi 179	3168	23	2	DISCO	WDOD-F	647	4	95	BTFL MUS
KGO	SF 894	11424	1	7	NEWS/TALK	WGIN	555	4	93	ROCK
KSFX-F	SF 241	4530	11	7	DISCO/JAZZ	Lynch*	216	4	204	COUNTRY
KABC	LA 809	10205	3	3	TALK	Lynch*	75	11	204	CONTEMP
KLOS-F	LA 324	7971	16	3	AOR					
WXYZ	Det 284	4482	8	5	TALK	BEASLEY (George Beasley)				
WRIF-F	Det 418	7945	2	5	AOR	Mobile	124	14	91	RELIGION
WMAL	Wash 556	8012	1	8	MOR	WMOO	973	3	91	BLACK
WRQX-F	Wash 258	4952	6	8	ROCK	WBLX-F	480	4	129	MOR/C&W
KAUM-F	Hou 139	3101	13	11	ROCK	WGAC	419	9	164	MOR
						WKBX	804	2	164	ROCK
						WSGF	464	8	152	COUNTRY
						WFAI	1602	14	17	CONTEMP (?)
						WDMT-F				
AFFILIATED PUBLICATIONS										
WSAI-A	Cin 65	1688	11	26	COUNTRY	BECK-ROSS (Martin Beck)				
WSAI-F	Cin 95	2015	9	26	AOR	WKTZ	226	20	57	BTFL
KRAK	Sac 202	2588	1	40	COUNTRY	WKTZ-F	1605	1	57	BTFL
KEWT-F	Sac 182	2258	2	40	BTFL	WKMF	687	8	76	COUNTRY
KMPS	Sea 61	1342	18	20	COUNTRY	WGMZ-F	826	6	76	BTFL
KMPS-F	Sea 92	1052	13	20	COUNTRY	WBLI-F	2598	35	1	ROCK
WHYN*	Spring, MA 129	2325	2	72	CONTEMP	WHCN-F	2322	5	37	AOR
WHYN-F*	Spring, MA 178	1717	1	72	BTFL					
ASSOCIATED (Ralph Becker)										
WSOL	Tampa 21	144	19	23	SPANISH	BLUEGRASS				
WWOL	Buffalo 60	599	10	30	COUNTRY	WHOO	993	8	64	COUNTRY
WWOR-F	Buffalo 29	482	12	30	COUNTRY	WHOO-F	1338	4	64	BTFL
WPXN	Roch 51	1035	7	39	NEWS/TALK	WVOC	1036	1	157	ROCK
WPXY-F	Roch 32	641	12	39	ROCK	WVLK	1526	4	122	MOR
WPIT	Pitts 29	816	21	13	RELIGION	WVLK-F	1082	2	122	BTFL
WPIT-F	Pitts 25	661	23	13	RELIGION	WTOC	336	9	164	MOR
WRCP	Phil 35	493	26	4	COUNTRY	WTOC-F	642	4	164	COUNTRY
WSNI-F	Phil 194	3309	18	4	MOR					
WSTV	Steuben* 27	419	2	192	MOR					
WRKY-F	Steuben* 18	314	3	192	ROCK					

\*Group must have five stations in rated markets to qualify. Simulcasted stations count as one station. TSA rank is based on 1/4 HR AVG, 12+, Broadcast Week. Market Rank is SRDS rank.

TSA AQH		TSA CUME		TSA RANK		MKT #		FORMAT	
<u>BONNEVILLE (Arch Madsen)</u>									
KBIG-F	LA	873	10564	2	3	BTFL	13265	1	MOR
KOIT-F	SF	237	3150	12	7	BTFL	4828	10	BTFL
WCLR-F	Chi	330	4658	10	2	AC	1933	35	MOR
KMBZ	KC	160	2757	6	29	MOR	4558	21	MOR
KMBR-F	KC	167	2077	5	29	BTFL	3357	4	AC
WRFM-F	NY	1185	13846	6	1	BTFL	3349	2	ROCK
KSL	SLC	157	2728	1	45	MOR	4552	4	ROCK
KIRO	Sea	306	5634	1	20	NEWS	9725	13	BTFL
KSEA-F	Sea	185	2405	3	20	BTFL	10588	14	BTFL
KAAM	Dallas	14	528	29	10	MOR/AC	9848	1	COUNTRY
KAFM-F	Dallas	64	1103	16	10	AC/MOR	4458	4	COUNTRY
<u>BOOTH (John Booth, II)</u>									
WRBR-F	S. Bend*	163	1867	1	135	ROCK	202	11	COUNTRY
WJLB	Det	182	3603	18	5	BLACK	957	4	COUNTRY
WMZK-F	Det	53	1073	25	5	ETHNIC	261	21	BLACK
WSGW	Saginaw*	64	937	3	158	MOR	994	2	COUNTRY
WIOG-F	Saginaw*	9	299	12	158	AOR	725	4	AOR
WTOD	Toledo	103	961	4	53	COUNTRY	404	12	CONTEMP
WKLR-F	Toledo	21	293	11	53	BLACK			
WABQ	Cleve	47	741	19	17	BLACK			
WZZP-F	Cleve	127	3300	11	17	ROCK			
<u>BROADCAST ASSOC</u>									
KVEG	Las Vegas	29	394	7	100	COUNTRY	8795	4	BTFL
KFMS-F	Las Vegas	33	469	5	100	ROCK	3400	16	MOR
KSET-F	El Paso	28	606	9	87	DISCO	3168	3	AOR
KKJY	Alb	10	184	15	94	BTFL	4491	16	AOR
KKJY-F	Alb	81	1000	2	94	BTFL	2705	29	AOR
<u>BDCST ENT NET (Ragen Henry)</u>									
WTAN	T-SP	14	287	22	23	MOR	28364	4	NEWS
WOKF-F	T-SP	78	1338	13	23	BLACK/DISCO	13298	11	OLDIES
WAOK	Atl	82	1507	12	18	BLACK	15397	5	NEWS
WGIV	Char	39	731	9	67	BLACK	6410	13	SOFT/AC
WOKV-F	Cin	65	1421	11	26	DISCO	16731	4	NEWS
WCIN	Cin	51	745	14	26	BLACK	5710	18	SOFT CONTEMP
WPDQ	Jack, FL	93	706	3	57	BLACK	10517	1	NEWS/TALK
WITH	Balt	74	1465	11	14	BTFL (?)	2828	9	AC
<u>CENTURY (Howard Grafman)</u>									
WL00-F	Chi	851	8795	4	2	BTFL	2694	20	AOR
WAIT	Chi	256	3400	16	2	MOR			
KSHE-F	St. Lou	303	3168	3	12	AOR			
WABX-F	Det	204	4491	16	5	AOR			
KWST-F	LA	142	2705	29	3	AOR			
KMEL-F	SF	149	2694	20	7	AOR			
<u>CBS</u>									
WCBS	NY	1524	28364	4	1	NEWS			
WCBS-F	NY	780	13298	11	1	OLDIES			
KNX	LA	679	15397	5	3	NEWS			
KNX-F	LA	381	6410	13	3	SOFT/AC			
WBBM	Chi	812	16731	4	2	NEWS			
WBBM-F	Chi	235	5710	18	2	SOFT CONTEMP			
KMOX	St. Lou	913	10517	1	12	NEWS/TALK			
KMOX-F	St. Lou	133	2828	9	12	AC			
WCAU	Phil	365	7423	8	4	TALK/NEWS			
WCAU-F	Phil	208	4094	15	4	DISCO/JAZZ			

CBS (cont)	TSA		TSA		TSA		TSA		TSA		MKT #	FORMAT
	AQH	CUME	AQH	RANK	AQH	RANK	AQH	RANK	AQH	RANK		
WEEI Bos	399	6806	43	4	43	4	43	10	454	10	82	COUNTRY
WEEI-F Bos	318	4555	21	8	21	8	21	15	538	15	82	ROCK
KCBS SF	512	9461	SF120	2	San Jo	2	San Jo	3	2579	3	32	MOR
KCBS-F SF	54	1594	LA	37	LA	7	LA	40	1347	40	3	AC
			LA		LA	7	LA	46	674	46	3	BTFL

DAVIS AND WEAVER (Bill Weaver)												
KARM Fresno	43	454	43	10	454	10	43	10	454	10	82	COUNTRY
KFIG-F Fresno	21	538	21	15	538	15	21	15	538	15	82	ROCK
KLOK San Jo	SF120	2579	San Jo	3	2579	3	San Jo	3	2579	3	32	MOR
KWIZ LA	74	1347	LA	40	1347	40	LA	40	1347	40	3	AC
KWIZ-F LA	41	674	LA	46	674	46	LA	46	674	46	3	BTFL

DOUBLEDAY (Gary Stevens)												
KDWB Minn-SP	134	3559	Minn-SP	9	3559	9	Minn-SP	9	3559	9	15	ROCK
KDWB-F Minn-SP	85	2328	Minn-SP	10	2328	10	Minn-SP	10	2328	10	15	ROCK
KHOW Denver	196	3069	Denver	3	3069	3	Denver	3	3069	3	21	MOR/AC
KHOW-F Denver	43	852	Denver	17	852	17	Denver	17	852	17	21	BTFL
KWK+ St. Lou	369	5195	St. Lou	2	5195	2	St. Lou	2	5195	2	12	ROCK

DES MOINES REGISTER-TRIB (George Hager)												
KYXI Port	54	1269	Port	15	1269	15	Port	15	1269	15	35	NEWS
KGON-F Port	157	1933	Port	3	1933	3	Port	3	1933	3	35	AOR
KLAK Den	55	835	Den	14	835	14	Den	14	835	14	21	COUNTRY
KPPL-F Den	80	1186	Den	11	1186	11	Den	11	1186	11	21	CONTEMP
WIBA Mad*	55	748	Mad*	4	748	4	Mad*	4	748	4	115	MOR
WIBA-F Mad*	38	381	Mad*	6	381	6	Mad*	6	381	6	115	AOR

ENTERCOM (Joseph Field)												
KBRG-F SF	42	655	SF	38	655	38	SF	38	655	38	7	SPANISH
WAYL Minn-SP	47	1216	Minn-SP	14	1216	14	Minn-SP	14	1216	14	15	MOR
WAYL-F Minn-SP	175	2429	Minn-SP	6	2429	6	Minn-SP	6	2429	6	15	BTFL
KLEF Hou	64	1070	Hou	19	1070	19	Hou	19	1070	19	11	CLASSICAL
KTAC Tac/Sea	74	1735	Tac/Sea	17	1735	17	Tac/Sea	17	1735	17	20	ROCK
KBRD-F Tac/Sea	77	1113	Tac/Sea	16	1113	16	Tac/Sea	16	1113	16	20	BTFL
WEPP Pitts	152	1863	Pitts	9	1863	9	Pitts	9	1863	9	13	COUNTRY
WDSY-F Pitts	94	1630	Pitts	14	1630	14	Pitts	14	1630	14	13	COUNTRY

EZ (Art Keller)												
WEZB-F NO	58	1137	NO	13	1137	13	NO	13	1137	13	33	ROCK
WEZC-F Char	145	1903	Char	4	1903	4	Char	4	1903	4	67	BTFL
WJOI-F Pitts	161	2636	Pitts	8	2636	8	Pitts	8	2636	8	13	BTFL
WEZR-F Wash	146	1493	Wash	16	1493	16	Wash	16	1493	16	8	BTFL
WEZS-F Rich	63	968	Rich	4	968	4	Rich	4	968	4	66	BTFL

COLUMBIA PICTURE IND (Fred Keshner)												
WYDE Birm	54	1113	11	47	1113	11	47	1113	11	47	47	COUNTRY
KCPX SLC	76	1980	5	45	1980	5	45	1980	5	45	45	ROCK
KCPX-F SLC	121	1536	2	45	1536	2	45	1536	2	45	45	ROCK
WWVA Wheeling*	155	1898	1	175	1898	1	175	1898	1	175	175	COUNTRY
WCPI-F Wheeling*	9	251	13	175	251	13	175	251	13	175	175	AOR

COX (William Schwartz)												
WSB Atl	311	5362	2	18	5362	2	18	5362	2	18	18	MOR
WSB-F Atl	194	2797	7	18	2797	7	18	2797	7	18	18	BTFL
WLIF-F Balt	300	3579	2	14	3579	2	14	3579	2	14	14	BTFL
WSOC Char	46	1078	8	67	1078	8	67	1078	8	67	67	NEWS
WSOC-F Char	292	3484	1	67	3484	1	67	3484	1	67	67	COUNTRY
WHIO Dayt	177	2580	2	46	2580	2	46	2580	2	46	46	MOR
WHIO-F Dayt	229	2906	1	46	2906	1	46	2906	1	46	46	BTFL
KFI LA	761	13934	4	3	13934	4	3	13934	4	3	3	CONTEMP
KOST-F LA	380	6199	14	3	6199	14	3	6199	14	3	3	BTFL
WIOD Miami	188	3618	4	22	3618	4	22	3618	4	22	22	MOR
WVIA-F Miami	167	2229	6	22	2229	6	22	2229	6	22	22	AC
WWSH-F Phil	653	8609	2	4	8609	2	4	8609	2	4	4	BTFL

CHARTER (Russ Wittberger)												
WDRQ-F Det	245	5689	11	5	5689	11	5	5689	11	5	5	ROCK
WMJX-F Miami	74	1468	17	22	1468	17	22	1468	17	22	22	ROCK
WOKY Milw	152	3426	6	25	3426	6	25	3426	6	25	25	ROCK
KSLQ-F St. Lou	143	3236	7	12	3236	7	12	3236	7	12	12	ROCK
KCBQ SD	59	1904	18	20	1904	18	20	1904	18	20	20	AC

CLEAR CHANNEL (John Barger)												
KPAC Beaumont	16	403	13	108	403	13	108	403	13	108	108	NEWS/TALK
KHYS-F Beaumont	46	688	4	108	688	4	108	688	4	108	108	DISCO
WOAI SA	157	2219	3	38	2219	3	38	2219	3	38	38	NEWS
WOAI-F SA	41	721	15	38	721	15	38	721	15	38	38	BTFL
KELP EP	39	716	6	87	716	6	87	716	6	87	87	CONTEMP

FAIRBANKS (James Hilliard)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WIBC Ind	263	3351	1	33	33	AC
WNAP-F Ind	147	2401	7	33	33	ROCK
WVBF-F Bos	349	6335	6	6	6	ROCK
WKQX Bos		NO SHOW				
KVIL Dallas	45	936	21	10	10	AC/MOR
KVIL-F Dallas	351	4507	2	10	10	AC/MOR
WJNO W. Palm	47	703	3	77	77	NEWS
WRMF W. Palm	20	424	8	77	77	ROCK
WZZD Phil	207	3614	16	4	4	MOR/AC
FEDERATED (John Dille,III)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WYEZ-F S. Bend*	52	777	6	135	135	BTFI
WQHK F. Wayne	47	1007	5	103	103	COUNTRY
WMEE-F F. Wayne	119	1648	2	103	103	ROCK
WCUZ GR	56	753	8	71	71	COUNTRY
WFFX-F GR	62	1376	6	71	71	AOR
WCKY Cin	188	2110	4	26	26	MOR
WWEZ-F Cin	158	2291	6	26	26	BTFI
FIRST MEDIA (Glenn Potter)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFMK-F Hou	116	2111	15	11	11	ROCK
WPGC-F+ Wash	433	6466	2	8	8	ROCK
WZGC-F At1	344	5047	1	18	18	ROCK
KOPA Phoenix	13	419	25	28	28	ROCK
KOPA-F Phoenix	95	1583	9	28	28	ROCK
KAYK-F SLC	42	672	11	45	45	CONTEMP
GUY GANNETT (Bob Gilbertson)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WINZ Miami	185	3296	5	22	22	NEWS
WINZ-F Miami	152	2301	8	22	22	AOR
WGAN Port,M*	66	1028	4	174	174	MOR
WGAN-F Port,M*	82	1211	3	174	174	BTFI
WXLN-F Moline*	39	485	9	101	101	AOR
KSTT Daven*	67	1364	3	101	101	ROCK
KOFM-F Ok1 C	154	2165	3	54	54	ROCK
GANNETT		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KIIS LA	93	2896	34	3	3	RELIGION
KIIS-F LA	392	7940	12	3	3	ROCK
GANNETT (con't)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KSDO SD	117	2467	4	20	20	NEWS
KEZL-F SD	105	1438	6	20	20	BTFI
WWWE Cleve	182	4406	7	17	17	MOR
WDOK-F Cleve	284	3218	4	17	17	BTFI
WVON Chi	287	4809	13	2	2	BLACK
WGCI-F Chi	278	4007	15	2	2	DISCO/BLACK
WCZY Det	70	1263	22	5	5	BTFI
WCZY-F Det	210	3072	15	5	5	BTFI
KSD St. Lou	92	2823	12	12	12	NEWS
KCFM-F St. Lou	40	760	16	12	12	BTFI
GENERAL ELECTRIC		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFOG-F SF	261	4126	8	7	7	BTFI
KOA Denver	313	5329	1	21	21	NEWS
KOQ-F Denver	77	1864	12	21	21	ROCK
WJIB-F Boston	566	7636	3	6	6	BTFI
WGY Schen	315	4466	1	50	50	MOR
WGFN-F Schen	80	1559	9	50	50	ROCK
WSIX Nash	48	1294	11	49	49	MOR
WSIX-F Nash	121	1822	3	49	49	COUNTRY
GOLDEN WEST		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KMPC LA	422	8776	11	3	3	MOR
KSFO SF	296	6011	6	7	7	MOR
KVI Sea	105	2331	11	20	20	MOR
KPLZ Sea	80	1528	14	20,	20,	CONTEMP
KEX Port,0	180	3436	2	35	35	MOR
KQFM-F Port,0	34	619	16	35	35	CONTEMP
WCXI Det	358	3929	4	5	5	COUNTRY
WTWR-F Det	237	4634	13	5	5	CONTEMP
GREAT TRAILS (Alexander Williams)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WKJJ Louis	154	2204	2	43	43	ROCK
WKJJ-F Louis	62	1754	10	43	43	ROCK
WCOL Colum,0	73	1889	8	36	36	AC/CONT
WXGT-F Colum,0	111	1973	6	36	36	ROCK
WING Dayton	98	2302	5	46	46	CONTEMP
WBCS Milw	37	940	17	25	25	COUNTRY
WBCS-F Milw	154	2011	5	25	25	COUNTRY

<u>GREATER MEDIA</u> (Herb McCord)		<u>TSA</u> AQH	<u>TSA</u> CUME	<u>TSA</u> RANK	<u>MKT</u> #	<u>FORMAT</u>	<u>HATCH</u> (George Hatch)	<u>TSA</u> AQH	<u>TSA</u> CUME	<u>TSA</u> RANK	<u>MKT</u> #	<u>FORMAT</u>
WGAY-F	Wash	304	4046	5	8	BTFL	KJOT-F	Boise*	154	9	199	COUNTRY
KHTZ-F	LA	278	4620	19	3	ROCK	KGEM	Boise*	601	6	199	COUNTRY
WMJC-F	Det	324	6065	6	5	CONTEMP	KGHL	Billings*	447	2	268	MOR
WHND	Det	106	2008	19	5	OLDIES	KIDX-F	Billings*	126	7	268	COUNTRY
WMGK-F	Phi1	294	5268	12	4	CONTEMP	KALL	SLC	1080	6	45	AC
WPEN	Phi1	131	3438	21	4	MOR/AC	KALL-F	SLC	1028	8	45	CONTEMP
WHEZ-F	Hunt	51	753	4	123	BTFL						
WTCR	Hunt	53	616	3	123	COUNTRY	HEARST	(Franklin Snyder)				
WCTO-F	NY	187	2362	31	1	BTFL	WBAL	Balt	4637	1	14	MOR
WMCQ-F	NY	100	1196	39	1	CONTEMP	WIYY-F	Balt	2891	4	14	AOR
WGAY	Wash	37	1085	26	8	BTFL	WISN	Milw	4276	2	25	AC
							WLPX-F	Milw	2618	4	25	AOR
							WTAE	Pitts	4964	5	13	AC
							WXKX-F	Pitts	4492	4	13	ROCK
<u>GROUP ONE</u> (Roger Berk)							HEFTEL	(Tom Hoyt)				
KLZ	Denver	207	2913	2	21	COUNTRY	KGMB	Hono	2836	1	56	MOR
KAZY-F	Denver	177	2341	5	21	AOR	WLUP-F	Chi	8814	7	2	AOR
WAKR	Akron	128	1951	2	58	MOR	WXKS	Bos	NO SHOW			
WAEZ-F	Akron	59	889	9	58	BTFL	WXKS-F	Bos	4701	7	6	DISCO
WONE	Dayton	131	1910	4	46	COUNTRY	KJQY-F	SD	2073	1	20	BTFL
WTUE-F	Dayton	141	2033	3	46	ROCK	WIKS	Indy	1768	9	33	DISCO
KBOX	Dallas	140	2112	13	10	COUNTRY						
KMEZ-F	Dallas	173	2637	10	10	BTFL						
<u>GULF UNITED</u>							HUBBARD	(Stanley Hubbard)				
WVOJ	Jk'ville	66	938	6	57	COUNTRY	WGTO	Lakel*	410	4	124	COUNTRY
WVDE	Ind	137	2995	8	33	ROCK	KSTP	Minn-SP	4206	7	15	CONT/AC
WFBQ-F	Ind	247	3136	3	33	AOR	KSTP-F	Minn-SP	4464	2	15	CONT/AC
WKAP	Allen	23	807	13	63	CONTEMP	KOB	Alb	2035	1	94	MOR
KTXQ-F	Da11-FW	179	2474	9	10	AOR	KOB-F	Alb	752	7	94	AC
<u>HARTE-HANKS</u> (Bob Jones)							<u>INNER CITY</u>					
KOY	Phoe	163	2355	3	28	MOR	WLIB	NY	2002	37	1	BLACK
KQYT-F	Phoe	213	2236	1	28	BTFL	WBLS-F	NY	18291	1	1	BLACK/DISCO
WVSGN	Birm	71	1943	9	47	CONTEMP	WLBS-F	Det	2135	20	5	BLACK/DISCO
WRBQ-F	Tampa	211	3246	2	23	ROCK	KRE	SF	430	45	7	JAZZ
WEZI-F	Memphis	163	2277	3	42	BTFL	KBLX-F	SF	1357	27	7	BLACK
KULF	Houston	99	2208	17	11	AC/CONTEMP	KGfJ	IA	2485	27	3	BLACK
KYND-F	Houston	287	3547	2	11	BTFL	KUTE-F	IA	6596	15	3	DISCO
WRVA	Richmond	197	2875	2	66	MOR						
WRVQ-F	Richmond	205	2621	1	66	ROCK						
KMJK-F	Port	87	1172	9	35	ROCK						
WLCY	Tampa	86	2308	12	23	CONTEMP						

<u>INSILCO</u> (Richard Gusmer)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	LN	(Donald Pels)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WKSS-F	Hart	202	2677	3	37	MOR	WIL	St. Lou	127	2370	10	12	COUNTRY
WELI	New Hav	147	1835	1	55	MOR	WIL-F	St. Lou	197	2763	6	12	COUNTRY
WGSO	NO	94	1806	6	33	NEWS	WBBF	Roch	76	1924	6	39	ROCK
WQUE-F	NO	106	2054	5	33	ROCK	WMJQ-F	Roch	143	1642	3	39	AOR
KTOK	OKL C	204	2467	1	54	MOR	WFIL	Phil	350	8409	9	4	CONTEMP
KZUE-F	OKL C	65	1249	9	54	CONTEMP	WUSL-F	Phil	337	3900	10	4	MOR/AC
WVCG	Miami	100	1478	16	22	BTFL	KILT	Hous	196	4447	8	11	ROCK
WYOR-F	Miami	134	1503	10	22	BTFL	KILT-F	Hous	120	2739	14	11	ROCK
							KHFI-F	Austin	53	820	4	78	ROCK
<u>JEFFERSON-PILOT</u> (Cullie Tarleton)													
KIMN	Denver	188	3948	4	21	ROCK	LOTUS (Howard Kalmenson)						
KYGO-F	Denver	76	1432	13	21	ROCK	KRUX	Phoe	35	1061	17	28	ROCK
WQXI	Atl	265	3979	3	18	ROCK	KTKT	Tucs	59	1094	2	84	ROCK
WQXI-F	Atl	68	1821	14	18	ROCK	KTKT-F	Tucs	37	627	7	84	ROCK
WBT	Char	263	4095	2	67	AC	KWKW	LA	141	1749	29	3	SPANISH
WBCY-F	Char	106	1933	6	67	ROCK	KFSD-F	SD	85	1311	12	20	CLASSICAL
WBIG	Greens*	33	553	11	52	MOR/AC	KENO	LV	39	673	3	100	ROCK
WWIL	Wilm,NC*	28	238	3	214	BLACK	KENO-F	LV	23	307	11	100	AOR
WHSL	Wilm,NC*	35	489	2	214	ROCK	KVAR-F	SA	28	320	17	38	SPANISH
WGBS	Miami	72	1671	22	22	MOR	KONE	Reno*	22	311	5	191	COUNTRY
WLYF-F	Miami	341	3506	1	22	BTFL	KOZZ-F	Reno*	22	284	6	191	ROCK
<u>KAYE-SMITH</u> (Lester Smith)													
KCKN	KC	49	883	13	29	COUNTRY	MALRITE	(Carl Hirsch)					
KCKN-F	KC	80	1207	10	29	COUNTRY	WHK	Cleve	249	4402	6	17	COUNTRY
WUBE-F	Cin	148	1949	7	26	COUNTRY	WMMS-F	Cleve	390	5514	1	17	AOR
WUBE	Cin	31	677	15	26	COUNTRY	WZUU	Milw	117	2541	7	25	ROCK
KXL	Port	106	1346	6	35	BTFL	WZUU-F	Milw	38	1010	16	25	ROCK
KXL-F	Port	113	1625	5	35	BTFL	WNYR	Roch	46	587	8	39	COUNTRY
KJR	Sea	158	3906	5	20	ROCK	WEZO-F	Roch	285	3104	1	39	BTFL
KISW-F	Sea	167	2244	4	20	AOR	KEYE	Minn-SP	17	745	19	15	MOR
KJRB	Spokane	78	1245	1	114	ROCK	KEYE-F	Minn-SP	214	3307	5	15	BTFL
<u>KING</u> (Ancil Payne)													
KYA	SF	120	3834	26	7	ROCK	McCLATCHY (Arthur Williams)						
KYA-F	SF	128	3330	23	7	AOR	KMJ	Fresno	95	1522	4	82	MOR
WRTH	St. Lou	135	2348	8	12	MOR	KMJ-F	Fresno	19	339	17	82	BTFL
KGW	Port	219	4195	1	35	AC	KBEE	Modesto*	8	193	18	150	BTFL
KINK-F	Port	102	1540	7	35	CONTEMP	KBEE-F	Modesto*	20	268	10	150	BTFL
KREM	Spokane	22	635	10	114	CONTEMP	KOH	Reno*	25	387	4	191	MOR
KREM-F	Spokane	60	743	3	114	AOR	KFBK	Sacra	103	1999	7	40	NEWS
KING	Sea	131	3505	6	20	CONTEMP	KAER-F	Sacra	20	373	19	40	BTFL

TSA		MKT		TSA		MKT		TSA		MKT		TSA		MKT		TSA		MKT		
AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	CUME	RANK	#	
FORMAT																				
<u>MCKENNA</u> (Jim McKenna)																				
KQRS A/F	Minn-SP	314		4377	3	15	AOR													
WCMB	Harris*	24		514	12	90	MOR													
WSFM-F	Harris*	60		891	6	90	ROCK													
WWQM	Madison*	18		224	11	115	OLDIES													
WWQM-F	Madison*	14		404	12	115	ROCK													
<u>MEREDITH</u> (Richard Carr)																				
WGST	At1	125		2519	10	18	NEWS													
WPCH-F	At1	228		3170	5	18	BTFL													
WOW	Omaha	324		5458	2	70	CONTEMP													
KEZO-F	Omaha	70		1313	4	70	ROCK													
KCMO	KC	246		5606	3	29	AC													
KCEZ-F	KC	182		2213	4	29	BTFL													
<u>METROMEDIA</u> (George Duncan)																				
KLAC	LA	571		9237	8	3	COUNTRY													
KMET-F	LA	910		12360	1	3	AOR													
WNEW	NY	524		11704	18	1	MOR													
WNEW-F	NY	726		9960	15	1	AOR													
KNEW	SF	195		3486	16	7	COUNTRY													
KSAN-F	SF	121		2303	24	7	AOR													
WCBM	Bal	208		3731	4	14	MOR													
WMET-F	Chi	245		5032	17	2	AOR													
WIP	Phil	501		8139	5	4	MOR/AC													
WNMR-F	Phil	599		8749	3	4	ROCK													
WOMC-F	Det	269		4498	9	5	MOR/AC													
WASH-F	Wash	319		4758	4	8	AC/MOR													
KRLD	Dallas	349		6624	3	10	NEWS													
<u>MID AMERICA</u> (Burrell Small)																				
KRVR-F	Moline*	66		830	4	101	BTFL													
WQUA	Moline*	34		871	11	101	MOR/AC													
WTRX	Flint	38		842	12	76	CONTEMP													
WIRL	Peoria	59		1220	5	105	CONT/AC													
WSWT-F	Peoria	79		944	3	105	BTFL													
KIOA	Des M	102		2178	3	111	CONTEMP													
KMGK-F	Des M	62		977	5	111	ROCK													
WIRE	Ind	159		2409	5	33	COUNTRY													
WXTZ-F	Ind	262		2868	2	33	BTFL													
KBEZ-F*	Tulsa	102		1143	3	65	BTFL													

\*(pending)

TSA AQH		TSA CUME		TSA RANK		TSA AOH		TSA CUME		TSA RANK		MKT #		FORMAT	
<u>NBC (Robert Mountry)</u>															
WNBC	NY	1029	24702	18	1	CONTEMP	WPLO	Atl	126	2011	9	18	COUNTRY		
WYNY-F	NY	543	8618	17	1	CONTEMP/AC	WVEE-F	Atl	200	2299	6	18	DISCO		
WRC	Wash	172	2832	11	8	NEWS	WCAO	Balt	158	3629	7	14	CONTEMP		
WKYS-F	Wash	146	2715	13	8	CONTEMP/AC	WXYV-F	Balt	178	2520	6	14	DISCO		
WMAQ	Chi	983	18371	2	2	COUNTRY	WJJD	Chi	143	3272	24	2	COUNTRY		
WKQX-F	Chi	294	5923	12	2	AC	WJEZ-F	Chi	282	3342	14	2	COUNTRY		
KNBR	SF	269	6380	7	7	MOR	WMP	Memphis	115	2233	8	42	COUNTRY		
KYUU-F	SF	320	5316	4	7	AC	WHRK-F	Memphis	127	1723	6	42	DISCO		
<u>OUTLET (David Henderson)</u>															
WJAR	Prov	84	2037	8	44	MOR	RKO	(Dwight Case)							
WDBO	Orl	107	1438	5	64	MOR	WOR	NY	1771	22303	2	1	TALK		
WDBO-F	Orl	247	2668	1	64	BTFL	WXLO-F	NY	436	11028	21	1	CONTEMP/AC		
WTOP	Wash	207	4289	8	8	NEWS	WRKO	Bos	278	7701	10	6	ROCK		
KIQQ-F	LA	187	4760	25	3	ROCK	WROR-F	Bos	226	4466	12	6	CONTEMP		
WQRS-F	Det	53	1205	25	5	CLASSICAL	WGMS A/F	Wash	145	2559	15	8	CLASSICAL		
WIOQ-F	Phi	210	4412	14	4	ROCK	WAXY-F	Miami	101	1803	15	22	CONTEMP/AC		
<u>PARK (Roger Turner)</u>															
KRSI	Minn-SP	20	559	18	15	COUNTRY	WFYR-F	Chi	329	4676	11	2	CONTEMP/AC		
KFMX-F	Minn-SP	33	988	15	15	CONTEMP	WHBQ	Mem	134	3606	4	42	CONTEMP		
WHEN	Syr	92	2068	2	59	AC	KFRC	SF	431	10113	3	7	ROCK		
WONO-F	Syr	24	397	15	59	BTFL	KHJ	LA	299	8586	17	3	CONTEMP		
WNCT	Green, NC*	4	210	20	305	MOR	KRTH-F	LA	572	9513	7	3	CONT/AC		
WNCT-F	Green, NC*	40	583	6	305	BTFL	<u>ROLLINS (Paul Downs)</u>								
WNAX	Sioux F/Y*	63	1049	3	267	COUNTRY	KDAY	LA	296	4416	18	3	BLACK		
KWJJ	Port	94	1687	8	35	COUNTRY	WAMS	Wil, De*	35	771	8	75	CONTEMP		
KJIB-F	Port	65	966	12	35	BTFL	WRAP	Norf	107	1627	6	51	ROCK		
WDEF	Chat	64	1055	3	95	MOR	WCHS	Char, WVA*	73	1121	1	146	MOR		
WDEF-F	Chat	77	945	2	95	BTFL	WBES-F	Char, WVA*	29	321	7	146	BTFL		
WTVR	Rich	14	431	14	66	BTFL	<u>ROUNSAVILLE (R.W. Rounsaville)</u>								
WTVR-F	Rich	40	680	8	66	BTFL	WSNY	Jkville	10	327	17	57	MOR		
KEZX-F	Sea	130	1610	8	20	BTFL	WAIV-F	Jkville	40	884	8	57	CONTEMP		
<u>PEORIA JOURNAL STAR</u>															
KRKE	Albu	46	1258	6	94	COUNTRY	WLOF	Orl	37	953	12	64	ROCK		
KRKE-F	Albu	29	582	11	94	ROCK	WBW-F	Orl	89	1603	7	64	ROCK		
KSSS-F	Col Spgs	37	473	8	128	COUNTRY	WVOL	Nash	66	841	8	49	BLACK		
KBY	Billings*	17	224	5	268	COUNTRY	WJYW-F	Tam-SP	175	2471	6	23	BTFL		
KICT-F	Wich	49	552	7	97	AOR									



<u>RUST</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>	<u>SONDERLING</u> (Egmont Sonderling)	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
<u>RUST</u> (Bill Rust)											
WPTR Albany	70	2018	10	49	CONTEMP	KDIA Oak	242	3558	9	7	BLACK
WHAM Roch	193	3407	2	39	MOR	WOL Wash	96	1879	18	8	BLACK
WHFM-F Roch	83	1215	5	39	ROCK	WNZQ-F Wash	169	2570	12	8	COUNTRY
WFLY-F Troy	156	2285	2	49	ROCK	WOPA Chi	48	1043	31	2	SPANISH
WAEB Allen	68	1477	5	63	ROCK	WBMX-F Chi	436	5832	9	2	BLACK
WXKW-F Allen	104	1126	3	63	COUNTRY	WWRL NY	177	3061	32	1	BLACK
WNOW York*	57	608	11	109	COUNTRY	WRVR-F NY	266	5095	26	1	JAZZ
WQXA-F York*	159	2348	1	109	ROCK	WDIA Mem	132	2354	5	42	BLACK
WRNL Rich	50	1100	5	66	CONT/AC	WQUD-F Mem	63	1333	9	42	CONTEMP
WRXL-F Rich	48	784	6	66	ROCK	KIKK Hou	56	1216	19	11	COUNTRY
						KIKK-F Hou	267	4034	4	11	COUNTRY
<u>SJR</u> (Hyman Glickstein)											
KRLY Hous	248	3505	5	11	DISCO	<u>STAUFFER</u> (Jerry Holley)					
WKLS At1	13	344	19	18	AOR	KARZ Phoe	73	1518	11	28	MOR
WKLS-F At1	252	3486	4	18	AOR	KRNT DM	51	1080	7	111	MOR
WQAL-F Cleve	293	4019	3	17	BTFL	KRNQ-F DM	56	1106	6	111	ROCK
WKTU-F NY	1691	21584	3	1	DISCO	WIBW Topeka*	91	1300	2	170	NEWS/MOR
WJIT NY	482	4736	19	1	SPANISH	WIBW-F Topeka*	38	721	4	170	ROCK
WYSP-F Phil	424	7002	6	4	AOR	KGNC Amaril*	46	725	3	193	MOR
WUST Wash	45	567	25	8	RELIGION	KGNC-F Amaril*	40	548	4	193	BTFL
WJMD-F Wash	196	2735	9	8	BTFL	KGBX Spr, MO*	21	353	6	168	MOR
KNUS-F Dallas	123	2277	14	10	ROCK						
<u>SHAMROCK</u> (Bruce Johnson)											
KXLR Lit Rock	16	492	10	102	COUNTRY	KFOR Lincoln*	43	615	2	173	MOR
KABL SF	207	3916	15	7	BTFL	KFRX-F Lincoln*	22	361	6	173	ROCK
KABL-F SF	224	3592	13	7	BTFL	KWTO Spr, MO*	94	1799	3	168	COUNTRY
KUDL-F KC	60	1312	12	29	AC/SOFT	KWTO-F Spr, MO*	108	1413	2	168	ROCK
WBOK NO	36	839	17	33	BLACK	KOEL Waterl*	11	195	9	212	COUNTRY
KMGC-F Dallas	116	1607	15	10	AC/SOFT	<u>SUDBRINK</u> (Robert Sudbrink)					
WWWW-F Det	295	6050	7	5	AOR	WORJ-F Or1	122	1354	3	64	AOR
KYOK Hou	51	1252	22	11	BLACK	WORL Or1	40	410	11	64	DISCO/ROCK
						WNWS Miami	123	2344	12	22	NEWS
<u>SCRIPPS-HOWARD</u> (Dick Janssen)						KPOI Hono	51	789	7	56	ROCK
WMC Memphis	173	2279	2	42	COUNTRY	KDUK-F Hono	23	330	15	56	ROCK
WMC-F Memphis	225	3362	1	42	ROCK						
WNOX Knoxville	93	2032	5	88	ROCK						
WITH-F (pend) Balt73		1453	14	12	CONTEMP						
KMEO (pend) Pho140		1828	4	28	BTFL						
KMEO-F (pend) Pho 27		635	19	28	BTFL						

SUMMIT		(Richard Barron, Lee Wallenhaupt)				SUMMIT		(Carl Wagner)						
TSA	AQH	TSA	CUME	TSA	MKT	FORMAT	TSA	AQH	TSA	CUME	TSA	MKT	FORMAT	
		RANK		RANK	#			AQH	RANK		RANK	#		
WCOA	Pensa*	38	535	6	131	MOR	WDAF	KC	1	6650	1	29	COUNTRY	
WJLQ-F	Pensa*	64	1009	2	131	ROCK	KYYS-F	KC	2	3309	2	29	AOR	
WSJS	Win-Sal*	93	1529	4	52	MOR	WGR	Buff	3	4149	3	30	AC	
WTQR-F	Win-Sal*	194	2148	1	52	COUNTRY	WGRQ-F	Buff	7	1566	7	30	AOR	
WREC	Mem	53	1442	11	42	MOR	WKRC	Cin	5	3504	5	26	AC	
WZXR-F	Mem	127	1808	6	42	AOR	WKRQ-F	Cin	2	4342	2	26	ROCK	
KOCY	OKL C	16	388	13	54	COUNTRY	WTVN	Colum	1	4239	1	36	AC	
KXXY-F	OKL C	76	1124	7	54	AOR	WLVQ-F	Colum	2	2699	2	36	AOR	
							KQV	Pitts	12	2778	12	13	NEWS	
							WDVE-F	Pitts	2	4928	2	13	AOR	
							WDAE	Tam-SP	8	1674	8	23	MOR/AC	
							WYNF-F	Tam-SP	11	1982	11	23	CONTEMP	
<u>SUNBELT</u>														
KFYE	Fresno	162	1930	1	82	ROCK	<u>TICHENOR (Mal Kasanoff)</u>							
KQEO	Albu	25	603	11	94	ROCK	KUNO	Cor Chr*	4	370	4	117	SPANISH	
KZZX-F	Albu	33	688	10	94	ROCK	KGBT	Harlin*	1	1589	1	145	SPANISH	
KVOR	Col Spr*	38	636	6	128	MOR	KELT-F	Harlin*	5	353	5	145	COUNTRY	
KSPZ-F	Col Spr*	46	710	5	128	ROCK	KCOR	San Ant	4	1073	4	38	SPANISH	
							KQXT-F	San Ant	6	1286	6	38	BTFL	
<u>SUSQUEHANNA (Arthur Carlson)</u>														
WQBA	Miami	234	1745	2	22	SPANISH	<u>UNITED (Richard Eaton)</u>							
WQBA-F	Miami	84	1126	17	22	SPANISH	WINK	Wash	NO SHOW					
WKIS	Orl	52	1184	10	64	MOR	WOOK	Wash	325	3916	3	8	BLACK	
WLTA-F	Atl	136	1971	8	18	AC	WSID	Balt	67	874	13	14	BLACK	
WFMS-F	Ind	161	1962	4	33	COUNTRY	WLPL-F	Balt	62	1425	14	14	ROCK	
WHLO	Akron	68	867	8	58	TALK/NEWS	WJMO	Cleve	137	1616	9	17	BLACK	
WLQA-F	Cin	95	1231	8	26	BTFL	WLYT-F	Cleve	67	1419	18	17	AOR	
WLQR-F	Toledo	184	1826	2	53	BTFL	KALI	LA	189	2134	24	3	SPANISH	
WARM	Scran*	136	2036	1	62	ROCK	KSOL	SF	313	3773	5	7	BLACK	
WSBA	York*	102	1695	4	109	MOR	<u>WESTERN CITIES</u>							
WSBA-F	York*	89	1286	5	109	BTFL	KMGX	Tucs	27	549	11	84	AC	
KPLX-F	Dal-FW	59	938	10	18	MOR/BTFL	KRQQ-F	Tucs	39	844	6	84	ROCK	
KLIF	Dal-FW	97	2659	10	16	MOR	KZAP-F	Sactra	154	1950	3	40	AOR	
							KMJJ	LV	33	616	5	10	AC	
							KIUC	LV	39	688	3	100	ROCK	
							KIOG-F+	Phoe	37	670	16	28	AOR	
<u>SWANSON (Gerock Swanson)</u>														
KLEO	Wich	37	1117	8	97	ROCK								
WBYU-F	NO	169	2007	2	33	BTFL								
WSHO	NO	71	741	11	33	COUNTRY								
KKNG-F	OKL C	161	1775	2	54	BTFL								
KRMG	Tulsa	182	2374	2	65	MOR								
KFJZ	Dal-FW	35	1078	23	10	ROCK								
KFJZ-F	Dal-FW	162	2984	11	10	ROCK								
KKYX	San Ant	257	3217	2	38	COUNTRY								

WESTINGHOUSE (Richard Harris)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WIND	Chi	487	7607	8	2	TALK/NEWS
WOWO	Ft Wayne	242	4631	1	103	AC/MOR
KYW	Phil	795	14491	1	4	NEWS
KFWB	LA	534	12935	9	3	NEWS
WINS	NY	1112	24224	7	1	NEWS
WBZ	Bos	602	12091	2	6	MOR/TALK
WBZ-F	Bos	20	1849	27	6	CONTEMP
KDKA	Pitts	915	13281	1	13	MOR
WPNT	Pitts	146	2781	10	13	BTFL
KODA-F	Hou	159	2468	12	11	BTFL

MGN CONTINENTAL (Sheldon Cooper)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
MGN	Chi	1378	19868	1	2	MOR/TALK
WICC	Bridge*	109	1853	1	95	MOR
KDAL	Duluth*	87	1014	1	139	MOR
KGNR	Sacra	116	1931	5	40	MOR
KCTC-F	Sacra	67	7187	12	40	MOR
WPIX-F	NY	288	7187	24	1	ROCK

WICHITA GREAT EMPIRE (Mike Lynch, Mike Oatman)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFDI	Wich	107	1339	2	97	COUNTRY
KFDI-F	Wich	20	605	11	97	COUNTRY
KWKH	Shreve*	128	1953	1	107	COUNTRY
KROK-F	Shreve*	77	1018	4	107	ROCK
KYNN	Omaha	29	491	10	70	COUNTRY
KYNN-F	Omaha	21	320	11	70	COUNTRY
KTTT	Spr, MO*	31	571	5	168	COUNTRY
KTTT-F	Spr, MO*	124	1187	1	168	COUNTRY

STERLING (Fred Danz)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KSJO-F	San Jose	120	2095	4	32	AOR
KXRX	San Jose	30	788	11	32	NEWS
KASH	Eug-Spr	15	333	10	147	ROCK
KSND-F	Eug-Spr	31	570	6	147	CONTEMP
KZOK	Sea	25	736	26	20	AOR
KZOK-F	Sea	126	2633	9	20	AOR
KALE	Richl*	19	344	4	239	CONTEMP
KIOK-F	Richl*	14	157	7	239	AOR
KDKO	Denver	35	573	22	21	BLACK

STONER (Glenn Bell)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KSO	DM	94	1304	4	111	COUNTRY
KGGO-F	DM	38	583	8	111	AOR
WGNT	Hunting	55	886	2	123	MOR
WNBF	Bing*	71	1035	3	118	MOR
WQYT-F	Bing*	100	931	1	118	BTFL
KHAK+	Ced Rpd*	26	338	6	188	COUNTRY
WBIR	Knox	11	345	9	88	MOR
WBIR-F	Knox	52	900	7	88	AOR

STORZ (Robert Storz)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WQAM	Miami	72	2184	21	22	ROCK
WHB	KC	139	3350	8	29	CONTEMP
WDGY	Minn-SP	228	4300	4	15	COUNTRY
WTIX	NO	198	3861	1	33	ROCK
KOMA	OKL C	129	2773	6	54	ROCK
KXOK	St. Lou	256	5743	4	12	ROCK

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Oct/Nov 79. The "audience" column shows the delivery on one spot of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-12MID. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying one spot on each of these same stations. The rate is based on an 18 spots per week schedule (60") spread equally from 6AM-MID. The "weekly cost" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 78 CPM)</u>
Akron	380	\$170.63	\$3071.34	\$4.49	(4.53)
Albany-Schen-Troy	812	251.55	4527.90	3.10	(2.46)
Albuquerque	354	104.00	1872.00	2.94	(2.83)
Allen-Beth-Easton	492	84.50	1521.00	1.72	(---)
Anaheim	214	170.50	3069.00	7.97	(6.88)
Anchorage	184	104.25	1876.50	5.67	(4.75)
Atlanta	1400	472.75	8509.50	3.38	(3.33)
Austin	381	107.13	1928.34	2.81	(3.06)
Baltimore	1194	366.50	6597.00	3.07	(2.73)
Baton Rouge	441	92.75	1669.50	2.10	(1.77)
Beaumont	259	61.00	1098.00	2.36	(2.52)
Birmingham	569	144.83	2606.94	2.55	(1.87)
Boston	2587	656.88	11823.84	2.54	(2.49)
Buffalo	1254	330.47	5948.46	2.64	(2.59)
Charlotte	1029	367.25	6610.50	3.57	(2.37)
Chattanooga	375	106.75	1921.50	2.85	(3.69)
Chicago	5124	999.75	17995.50	1.95	(1.56)
Cincinnati	1154	315.00	5670.00	2.73	(2.01)
Cleveland	1557	424.25	7636.50	2.72	(2.56)
Colorado Springs	267	86.50	1557.00	3.24	(----)
Columbia,SC	386	163.55	2943.90	4.24	(2.54)
Columbus,OH	1072	310.00	5580.00	2.89	(2.90)
Dallas-FT Worth	1902	618.75	11137.50	3.25	(2.71)
Dayton	776	253.88	4569.84	3.27	(2.84)
Daytona Beach	132	47.45	854.10	3.59	(----)
Denver	1081	386.00	6948.00	3.57	(2.92)
Des Moines	653	161.76	2911.68	2.48	(2.36)
Detroit	2383	586.25	10552.50	2.46	(2.18)
El Paso	271	111.69	2010.42	4.12	(3.36)
Eugene-Spring	229	81.75	1471.50	3.57	(3.59)
Ft. Lauderdale	553	251.50	4527.00	4.55	(3.94)
Ft. Wayne	573	202.63	3647.34	3.54	(2.84)
Fresno	548	120.75	2173.50	2.20	(2.59)
Grand Rapids	646	196.25	3532.50	3.04	(2.46)
Hartford	1302	369.50	6651.00	2.84	(2.69)
Honolulu	547	114.88	2067.84	2.10	(1.92)
Houston	1394	454.96	8189.28	3.26	(3.00)
Huntington	294	91.00	1638.00	3.10	(2.48)
Indianapolis	1092	404.00	7272.00	3.70	(2.94)
Jacksonville	504	231.75	4171.50	4.60	(3.89)
Kalamazoo	164	120.00	2160.00	7.32	(4.73)
Kansas City	1404	294.95	5309.10	2.10	(1.98)
Knoxville	755	110.25	1984.50	1.46	(----)
Lansing	362	88.00	1584.00	2.43	(2.62)
Las Vegas	201	84.40	1519.20	4.20	(2.94)
Lexington	370	102.50	1845.00	2.77	(2.36)
Little Rock	573	129.50	2331.00	2.26	(----)
Los Angeles	4032	887.23	15970.14	2.20	(1.85)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 78 CPM)</u>
Louisville	677	\$159.25	\$2866.50	\$2.35	(2.43)
Memphis	827	384.87	6927.66	4.65	(3.47)
Miami	1178	426.15	7670.70	3.62	(2.65)
Milwaukee	1153	310.25	5584.50	2.69	(2.02)
Minn-St. Paul	1977	407.50	7335.00	2.06	(2.18)
Mobile	469	126.36	2274.48	2.69	(2.37)
Nashville	629	245.75	4423.50	3.91	(3.29)
New Haven (3 sta)	310	167.65	3017.70	5.41	(5.09)
New Orleans	732	270.13	4862.34	3.69	(3.88)
New York	8070	1342.51	24165.18	1.66	(1.02)
Norfolk	713	168.50	3033.00	2.36	(2.12)
Oklahoma City	784	197.88	3561.84	2.52	(2.28)
Omaha	1089	239.25	4306.50	2.20	(2.00)
Orlando	714	188.75	3397.50	2.64	(3.03)
Peoria	338	107.00	1926.00	3.17	(----)
Philadelphia	3050	530.26	9544.68	1.74	(1.62)
Phoenix	844	280.55	2049.90	3.32	(2.85)
Pittsburgh	1998	440.75	7933.50	2.21	(1.96)
Portland	816	345.13	6212.34	4.23	(2.98)
Providence	957	281.00	5058.00	2.94	(2.54)
Raleigh	811	213.50	3843.00	2.63	(2.78)
Richmond	588	239.75	4315.50	4.08	(2.94)
Rochester	822	321.50	5787.00	3.91	(3.42)
Sacramento	757	256.75	4783.50	3.51	(3.25)
St. Louis	2088	394.25	7096.50	1.89	(1.87)
Salinas-Montgomery	246	56.35	1014.30	2.29	(----)
Salt Lake City	526	163.88	2949.84	3.12	(2.66)
San Antonio	960	333.00	5994.00	3.47	(2.63)
San Diego	680	279.25	5026.50	4.11	(3.45)
San Francisco	2470	595.12	10712.16	2.41	(2.34)
San Jose	643	279.75	5035.50	4.35	(4.60)
Seattle	1087	326.88	5883.84	3.00	(2.41)
Spokane	308	98.85	1779.30	3.21	(3.10)
Syracuse	465	180.51	3249.18	3.88	(3.21)
Tampa-St. Pete	1060	354.69	6384.42	3.35	(2.05)
Toledo	775	209.10	3763.80	2.70	(2.79)
Tucson	294	99.50	1791.00	3.38	(2.47)
Tulsa	701	164.50	2961.00	2.35	(1.88)
Washington,DC	1937	657.25	11830.50	3.39	(2.81)
West Palm Beach	357	121.50	2187.00	3.40	(2.91)
Wichita	425	107.71	1938.78	2.53	(2.22)
Youngstown	523	128.50	2313.00	2.46	(----)
TOTALS	90074	\$24,593.95	\$442,691.10	\$2.73	(2.35)

MOST EXPENSIVE MARKETS

1. Anaheim*	\$7.97
2. Kalamazoo	7.32
3. Anchorage	5.67
4. New Haven	5.41
5. Memphis	4.65
6. Jacksonville	4.60
7. Fort Lauderdale	4.55
8. Akron	4.49
9. San Jose	4.35
10. Columbia, SC	4.24

LEAST EXPENSIVE MARKETS

1. Knoxville	\$1.46
2. New York	1.66
3. Allen-Beth-Easton	1.72
4. Philadelphia	1.74
5. St. Louis	1.89
6. Chicago	1.95
7. Minneapolis-St Paul	2.06
8. Baton Rouge	2.10
Honolulu	2.10
Kansas City	2.10

\*Orange Count only

## MARKET REVENUE AND PROFITABILITY: PER CAPITA AND MARGIN ANALYSIS

The new financial data for 1978 has finally been released by the FCC. The following tables and all revenue and profit data in this issue are based on this new data.

This new data is much more reliable because the FCC has finally combined all the figures for all stations in each market. No longer are independent FM stations reported in a separate table. These figures can be used with more confidence than similar figures in earlier editions of American Radio.

Table # 1 examines total revenue per capita. The market's total revenue (defined as total time sales less commissions, plus talent and program sales, plus other broadcast revenue) is divided by the SMSA population (as of 1 Jan 79).

Table # 2 considers the income per capita. The markets' pre-tax income is divided by the SMSA population.

Table # 3 provides national/regional revenue per capita. This figure is "before commissions to agencies, representatives and others". These figures should be used with caution since stations differ in their classification of "national" and "local" business.

Table # 4 shows profit margin. This figure is calculated by dividing a market's total income by total revenue. The figure is before federal taxes.

The tables below show the markets which scored highest and lowest in each category. Only those markets surveyed by Arbitron in Oct/Nov 79 are included. Data for other Arbitron surveyed markets will be included in the Spring 80 edition of American Radio.

The figures for markets not listed here can be found in the Individual Market Reports.

### TOTAL U.S. FIGURES

Population	: 218,911,700
National Revenue:	\$589,679,935 (\$2.69 per capita)
Total Revenue	: \$2,545,442,260 (\$11.63 per capita)
Total Income	: \$295,708,470 (\$1.35 per capita)
Pre-Tax Margin:	11.617%

TABLE # 1: TOTAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Anchorage	\$25.96	1. Anaheim	\$3.03
2. Des Moines	21.26	2. New Haven	6.68
3. Wichita	21.14	3. Youngstown	8.47
4. Charlotte	19.36	4. El Paso	8.51
5. Las Vegas	18.67	5. Allen-Beth-Easton	8.65
6. Eugene-Spring	18.56	6. Hartford	8.90
7. San Francisco	18.52	7. Philadelphia	9.21
8. Fresno	17.18	8. Rochester	9.33
9. Little Rock	16.99	9. Tampa-St. Pete	9.51
10. Fort Wayne	16.90	10. Norfolk	9.60
11. Spokane	16.73	11. Sacramento	9.72
12. Raleigh	16.68	12. Boston	9.85
13. Lexington	16.64	13. Syracuse	10.04
14. Los Angeles	16.04	14. Providence	10.17
15. Indianapolis	15.99	15. Ft. Lauderdale	10.22

TABLE # 2: TOTAL INCOME PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Los Angeles	\$4.27	1. Beaumont-Port Arthur	\$-2.79
2. Columbus	4.03	2. Honolulu	-2.08
3. Minneapolis-SP	3.86	3. Anchorage	-1.73
4. Atlanta	3.85	4. El Paso	-1.18
5. Houston	3.75	5. Daytona Beach	-.87
6. Dayton	3.55	6. Jacksonville	-.77
7. Indianapolis	3.50	7. Nashville	-.67
8. Wichita	3.44	8. Mobile	-.65
9. San Antonio	3.39	9. Colorado Springs	-.56
10. Lexington	3.32	10. West Palm Beach	-.44
11. Baltimore	2.91	11. Albuquerque	-.32
12. Austin	2.77	12. Chattanooga	-.08
13. Seattle-Tacoma	2.65	Fort Lauderdale	-.08
14. Fort Wayne	2.60	14. Eugene-Spr	-.07
St. Louis	2.60	15. Little Rock	+.06

TABLE # 3: NATIONAL/REGIONAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. San Francisco	\$7.56	1. Anaheim	\$.56
2. Los Angeles	6.76	2. Allen-Beth-Easton	.81
3. Fresno	5.78	3. Chattanooga	1.22
4. Portland	5.63	4. Honolulu	1.27
5. Eugene-Spring	5.44	5. New Haven	1.40
6. Des Moines	5.02	6. Lexington	1.55
7. Charlotte	4.88	7. Youngstown	1.77
8. San Diego	4.81	8. Lansing	1.80
9. Seattle-Tacoma	4.70	9. Tulsa	1.86
10. Phoenix	4.61	10. Toledo	1.92
11. San Antonio	4.56	11. Kalamazoo	1.94
12. Tucson	4.50	Colorado Springs	1.94
13. Dallas-Fort Worth	4.46	13. Beaumont-Port Arthur	1.95
14. Spokane	4.38	14. Baton Rouge	2.05
15. Miami	4.33		

TABLE # 4: PROFIT MARGIN-LEADING MARKETS

1. Columbus	29.5%	9. San Antonio	22.4
2. Minn-SP	28.9	10. Indianapolis	21.9
3. Dayton	26.9	11. St. Louis	20.3
Houston	26.9	12. Lexington	19.9
5. Los Angeles	26.6	Baton Rouge	19.9
6. Atlanta	25.9	14. New York	19.7
7. Baltimore	25.4	15. Detroit	19.6
8. Austin	22.6		

MUSIC SYNDICATORS AND CONSULTANTS

This table gives an indication as to how well the leading music programmers are doing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR figures are in hundreds. A 10,000 listener level is required. Oct/Nov markets only.

TOTAL 1/4 HR LISTENERS

<u>Programmer</u>	<u>Stations</u>	<u>Listeners</u>
1. Schulke	48	7948
2. Burkhart-Abrams	40	7322
3. Bonneville	36	6149
4. FM-100	31	3601
5. TM	46	2895
6. Drake-Chenault	19	1081
7. Churchill	4	689
8. New World	4	298
9. Century 21	5	222
10. Radio Arts	5	211
11. KalaMusic	3	137

<u>Programmer</u>	<u>FORMAT</u>	<u># OF STATIONS</u>	<u>1/4 HR AVG</u>	<u>AVE PER STATION</u>	<u>AVG SHARE</u>
<u>Schulke</u>	BTFL	48	7948	166	9.26
<u>Burk-Abrams</u>	DISCO	5	2202	444	6.20
	AOR	35	5117	146	8.07
		40	7322	183	
<u>Bonneville</u>	BTFL	32	5611	175	7.16
	MOR	4	538	135	4.85
		36	6149	171	
<u>FM-100</u>	BTFL	26	3003	115	5.74
	MOR	5	598	120	2.96
		31	3601	116	
<u>TM</u>	BTFL	17	1355	80	6.69
	ROCK	19	978	51	6.57
	SOFT/AC	5	329	66	4.00
	COUNTRY	5	233	47	8.68
		46	2895	63	
<u>DRAKE-CHEN</u>	ROCK	8	413	52	5.88
	COUNTRY	6	369	62	4.80
	AOR	2	54	27	11.00
	BLACK	1	110	--	6.80
	MOR	1	37	--	4.50
	BIG BAND	1	98	--	1.30
		19	1081	57	
<u>CHURCHILL</u>	BTFL	4	689	172	6.40
<u>NEW WORLD</u>	ROCK	4	298	75	6.48
<u>CENTURY 21</u>	COUNTRY	2	82	41	6.40
	CONTEMP	2	115	58	9.85
	DISCO	1	25	--	1.80
		5	222	44	
<u>RADIO ARTS</u>	MOR	5	211	42	4.70
<u>KALAMUSIC</u>	BTFL	3	137	46	12.20



RADIO REPS AND THEIR LEADING STATIONS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets one through ten up to seven stations/reps were listed; in 100+ markets only two stations/reps were listed.

The first table shows the number of stations a rep firm has which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations to a ranking like this. It penalizes reps which have small lists. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

TABLE # 1: REPS AND THEIR NUMBER OF HIGH RANKING STATIONS

	(7) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	TOT	O/N 78 TOT
1. Katz	7	10	22	8	5	5	5	57	(51)
2. Eastman	6	2	21	10	8	5	-	52	(50)
3. Blair	9	3	21	9	7	1	-	50	(44)
4. Torbet	4	5	13	9	6	6	-	43	(30)
5. Mc-Guild	5	8	12	6	5	2	1	39	(43)
6. Christal	3	6	13	8	3	1	-	34	(24)
7. CBS Spot	7	5	3	1	-	-	-	16	(15)
8. Buckley	3	2	6	3	1	1	-	16	(13)
9. Selcom	1	2	2	2	5	3	-	15	(20)
10. MMR	4	-	6	1	-	-	-	11	( 7)
11. HR Stone	2	1	4	2	1	-	1	11	(14)
12. RAR	4	3	1	-	-	1	-	9	(10)
13. Masla	1	2	1	2	1	-	-	7	(NA)
14. RKO	2	3	1	-	-	-	-	6	( 9)
15. Howard	1	-	1	1	-	-	-	4	( 8)

NOTE 1: Figures across the top of tables 1 and 2 are market rankings. The figures in parenthesis (on Table 1) are the maximum number of stations selected in that market size.

NOTE 2: Selections were generally based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. In other cases combinations were considered. Some decisions were purely subjective on my part.

TABLE # 2: REPS AND THEIR "NUMBER ONE" STATIONS

	1-10	11-20	21-50	51-75	76-100	101-150	150+	TOT	O/N 78 TOT
1. Katz	-	1	6	4	4	3	-	17	(16)
2. Blair	2	1	7	3	1	1	-	15	(12)
3. Christal	-	2	4	3	2	-	-	11	( 7)
4. Eastman	2	-	3	3	1	2	-	11	(13)
5. Torbet	1	2	3	-	1	3	-	10	( 8)
6. Mc-Guild	1	1	1	1	3	1	1	9	( 7)

HR Stone, Buckley - 3 stations  
 Selcom, RAR, Buckley, RKO - 2 stations  
 MMR - 1 station

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SECTION B

ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "definitions" pages the regular Arbitron market reports reports can be found in alphabetical order. Following these reports are the Arbitron "Condensed Radio Market Reports".

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Please read these pages carefully. It will increase your understanding of the Individual Market Reports if you are familiar with the methodology used.

The best way to explain the Individual Market Reports is to take one market and go through the report step by step. We will use the New York report.

SRDS Market # 1; ADI # 1  
FCC Revenue Rank # 1  
FCC Income Rank # 2  
APR 18.0  
SMSA Pop: 9,275,000

New York is the largest market in the country. The SRDS rankings generally coincide with the government's Standard Metropolitan Statistical Area (SMSA). The SMSA population figures and the SRDS ranking are based on January 1979 estimates. In two cases (Seattle-Tacoma and Norfolk, etc) I had to combine the populations of two separate areas so that they were comparable to the Arbitron Metro. I then approximated the market ranking. These figures are all based on total population.

The FCC Revenue and Income ranks are based upon the 1978 FCC financial reports. The rankings are based on the income and revenue for all stations in each market. This is a change from previous years when rankings were based on AM stations and AM/FM combinations which reported financial data in combination.

The APR is the Average Person Rating. The APR indicates the percentage of the 12+ Metro population which is using radio from 6AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Households Using Television (HUT) and Persons Viewing Television (PVT) figures. New York's 18.0 APR is very high; the mean APR for all rated markets is about 15.5.

Revenue : \$112,815,750  
Income : \$ 22,236,026  
% Rev Change: 17.1%  
Stations: 44/39

New York's total revenue during 1978 was about \$113,000,000. Total pre-tax income was about \$22,000,000. Revenue increased by 17.1% over 1977 figures.

There are 44 stations listed in the New York book. The next figure (39) is the number of stations which reported their revenue figures to the FCC. Rarely are these numbers the same because of outside stations whose audience in the market qualifies them for listing in the book.

National Revenue: \$36,635,312  
Nat Rev per Cap: \$3.95  
Tot Rev per Cap: \$12.16  
Tot Inc per Cap: \$2.40  
Profit Margin: 19.7%

New York stations received over \$36,000,000 in national and regional revenue during 1978. This worked out to \$3.95 per capita. Total income per capita and total revenue per capita were calculated by dividing the respective dollar figures by the metro population figures. The resulting figures allow us to compare the profitability of markets which differ greatly in size.

The profit margin is calculated by dividing the market's income by total revenue.

12+ METRO 1/4/SHARE	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBSL-F 1750/7.1	6.4	3.1	1. WBSL-F 1775	1. WABC 31920/19.6

All of the figures in this section are based on the broadcast week (Mon-Sun, 6AM-Midnight). WBSL-F has 175,000 listeners per average quarter hour. This represents a 7.1% share in Oct/Nov 79. The station had a 6.4% share in Apr/May 79 and a 3.1% share in Oct/Nov 78. WBSL-F also leads the New York TSA with an average of 177,500 listeners per quarter hour. WABC leads the New York TSA in weekly cume audience with an estimated 3,192,000 listeners. 19.6% of the 12+ population of the New York metro are estimated to be listening to WABC for five minutes or more during the week.

If a station is simulcast in this symbol (+) will appear next to the call letters everywhere the station is listed. Whether I labeled the simulcasting station as AM or FM depended upon which received the greatest amount of listenership.

12+ FM SHARE (METRO): 50.14% (11199 of 22335) (O/N 78: 49.48%)

These figures show how well FM radio is doing in the market-at least as far as listenership levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6AM-MID, quarter hour numbers of all listed stations and divided it into the total numbers for FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, this amount is usually relatively small and it should not significantly affect the percentages.

The six tables directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-54, 35-64 and 12+ TSA morning drive. The rankings are based upon 1/4 HR AVG, Broadcast Week. All are Metro with the exception of AMD. The number of stations listed depends upon the size of the market. In some cases fewer stations were listed than there was room for. This was done where there was a huge difference between the listed stations and the next ranking stations. Arbitron will not allow me to publish the actual numbers.

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	1931 (2)	4321 (10)	6252 (12)	28.0

This table is based on Broadcast Week, 1/4 HR. AVG, 12+ Metro. The table includes every format in the market and every station in the Metro. In New York 193,100 people are listening to the two AM stations programming the format. 28% of the radio listening is to stations programming various types of rock or contemporary formats.

NEW YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. WBSL-F	1. WABC	1. WBSL-F	WALK-F 97.5 (Patchogue) .7

For those markets with an ADI section the above tables are included. The ADI rankings are based on Mon-Sun, 6AM-MID. The exclusive cume rankings show the stations which have the greatest number of 12+ listeners who listen to that station during an entire week. This is based on the Metro Survey Area. <sup>only</sup>

The "Other Rated Stations" column shows the frequency and metro share for all stations which are not listed in the 12+ Metro 1/4/Share table. This listing can also be found in the Individual Market Reports which do not have ADI sections.

WINS, 1010, 50 KW (DA-1), NEWS ABC-I, \$200.00 (RAR) Westinghouse

WINS frequency is 1010. The station has a fulltime power authorization of 50,000 watts. The directionality is listed as follows:

- DA - directional daytimer
- DA-N - directional at night
- DA-1 - directional day and night-1 pattern
- DA-2 - directional day and night-2 patterns

WINS is an all-news station. It's network affiliation is ABC Information. The network listing is based on the station's listing in SRDS. The stations average rate for a 60 second spot is \$200.00. The national representative is Radio Advertising Representatives (RAR). WINS is owned by Westinghouse, a group owner.

The spot rate is based upon an 18 spot per week schedule with equal distribution from 6AM to Midnight. TAP plans were used if the spots could be equally distributed. In many cases the rate listed does not appear on the station's rate card. This is because I calculated on average rate for the four dayparts.

The FM description differs from AM in that the Height Above Average Terrain (HAAT) is listed. Syndicators and/or consultants are listed immediately following the format.

AKRON

Market # 58  
 FCC Revenue Rank # 67  
 FCC Income Rank # 49  
 APR 15.2  
 SMSA Pop: 657,400

Revenue : \$6,727,643  
 Income : \$1,076,898  
 % Rev Change: 8.9%  
 Stations: 25/6

National Rev: \$1,776,808  
 Nat Rev per Cap: \$2.70  
 Tot Rev per Cap: \$10.23  
 Tot Inc per Cap: \$1.64  
 Profit Margin: 16.0%

12+ METRO 1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	79	78	78	77		
1. WAKR 121/14.5	14.3	16.1	13.9	13.8	1. WMMS-F 134	1. WAKR 2159/35.1
2. WMMS-F 95/11.4	10.3	10.6	11.8	9.0	2. WAKR 128	2. WGAR 1951/20.4
3. WSLR 54/ 6.5	8.7	6.1	7.2	9.9	3. WGAR 86	3. WMMS-F 1731/20.3
WAEZ-F 54/ 6.5	5.2	6.7	6.7	4.2	WGCL-F 86	4. WSLR 1498/17.0
5. WGAR 46/ 5.5	7.5	9.4	6.5	7.9	5. WSLR 83	5. WGCL-F 1430/14.7
6. WZZP-F 44/ 5.3	4.7	5.3	4.7	5.8	6. WDBN-F 81	6. WOOS-F 1145/ 4.3
7. WGCL-F 43/ 5.2	2.9	2.1	1.9	1.8	7. WOOS-F 75	7. WZZP-F 1066/14.8
8. WDBN-F 42/ 5.0	4.3	4.6	3.8	3.7	8. WHLO 68	8. WDBN-F 1002/10.8
9. WHLO 35/ 4.2	3.4	2.4	2.6	3.1	9. WAEZ-F 59	9. WWWM-F 941/11.5
WWWM-F 35/ 4.2	5.3	5.0	7.2	4.1	10. WZZP-F 59	10. WAEZ-F 889/13.1
WKDD-F 35/ 4.2	3.0	4.3	3.4	2.9		

12+ FM SHARE (METRO): 60.39% (462 of 765) (O/N 78: 52.24%)  
 12+ FM SHARE (TSA) : 60.16% (731 of 1215) (O/N 78: 56.74%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WAKR	1. WAKR	1. WAKR
2. WZZP-F	2. WGAR	2. WAKR	2. WAEZ-F	2. WSLR	2. WSLR
3. WWWM-F	3. WKDD-F	3. WGAR	3. WSLR	3. WAEZ-F	WMMS-F
	4. WZZP-F	4. WZZP-F	4. WGAR	4. WDBN-F	4. WGAR

OTHER RATED STATIONS/METRO SHARE

WCUE 1150		.7	WJW 850 (Cleveland)	1.3
WKNT 1520 (Kent)		.5	WKSW-F 99.5 (Cleveland)	1.0
WKNT-F 100.1 (Kent)		2.0	WOOS-F 106.9 (Canton)	1.0
WCLV-F 95.5 (Cleveland)		.7	WQAL-F 104.1 (Cleveland)	3.2
WDMT-F 107.9 (Cleveland)		1.8	WTOF-F 98.1 (Canton)	.8
WDOK-F 102.1 (Cleveland)		2.6	WWWE 1100 (Cleveland)	2.0
WHK 1420 (Cleveland)		1.1	WZAK-F 93.1 (Cleveland)	.5

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	6 (1)	275 (7)	281 (8)	36.7
MOR/AC	195 (4)		195 (4)	25.5
BTFL MUSIC		153 (5)	153 (5)	20.0
COUNTRY	63 (2)		63 (2)	8.2
NEWS /INFO/TALK	35 (1)		35 (1)	4.6
UNKNOWN	4 (1)	17 (1)	21 (2)	2.7
RELIGION		7 (1)	7 (1)	0.9
CLASSICAL		6 (1)	6 (1)	0.8
ETHNIC		4 (1)	4 (1)	0.5

765 (25)

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR/AC	\$45.00 (Buckley)	Group One
WHLO, 640, 1 KW (DA-1), TALK	CBS,MBS, \$26.25 (Torbet)	Susquehanna
WSLR, 1350, 5 KW (DA-1), COUNTRY	ABC-E, \$37.50 (Katz)	Welcome Radio
WAEZ-F, 97.5, 50 KW @ 500, BTFL MUS	\$22.00 (Buckley)	Group One
WKDO-F, 96.5, 50 KW @ 450, SOFT ROCK	\$39.75 (HR/Stone)	
WDBN-F, 94.9, 118 KW @ 310, BTFL MUS	\$24.00 (----)	
WOOS-F, 106.9, 28 KW @ 341, ROCK (TM)	\$13.75 (Howard)	(CANTON)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ALBANY-SCHENECTADY-TROY

Market # 49; ADI # 48  
 Revenue Rank # 55  
 Income Rank # 87  
 APR 16.3  
 SMSA Pop: 792,900

Revenue : \$8,444,148  
 Income : \$ 488,193  
 % Rev Change: +9.6%  
 Stations: 19/19

Nat Revenue : \$2,203,814  
 Nat Rev per Cap: \$2.78  
 Tot Rev per Cap: \$10.65  
 Tot Inc per Cap: \$ .62  
 Profit Margin: 5.8%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGY	193/17.9	18.2	16.2	16.1	17.7	1. WGY 315	1. WGY 4466/40.3
2. WROW	119/11.1	12.8	13.1	12.5	14.3	2. WFLY-F 156	2. WFLY-F 2285/21.9
3. WQBK	96/ 8.9	6.7	7.1	5.4	4.4	3. WROW 145	3. WROW 2233/25.2
4. WFLY-F	90/ 8.4	7.0	6.2	4.2	2.8	4. WQBK 100	4. WTRY 2105/27.3
5. WTRY	80/ 7.4	10.3	8.4	10.6	10.8	5. WSH-F 96	5. WPTR 2018/22.3
6. WSH-F	63/ 5.9	4.1	5.1	5.4	3.2	6. WTRY 90	6. WGFM-F 1559/17.4
7. WPTR	56/ 5.2	5.1	7.2	6.0	9.5	7. WGNA-F 82	7. WSH-F 1276/12.9
8. WGFM-F	52/ 4.8	5.1	6.6	6.9	9.5	8. WROW-F 81	8. WROW-F 1054/ 9.9
9. WROW-F	51/ 4.7	2.8	4.3	7.5	6.1	9. WGFM-F 80	9. WGNA-F 854/ 8.4
10. WGNA-F	44/ 4.1	2.4	2.0	2.8	2.7	10. WPTR 70	10. WQBK 733/10.2

12+ FM SHARE (METRO): 40.43% (397 of 982) (O/N 78: 34.87%)  
 12+ FM SHARE (TSA) : 42.92% (606 of 1412) (O/N 78: 39.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFLY-F	1. WFLY-F	1. WGY	1. WGY	1. WGY	1. WGY
2. WTRY	2. WGFM-F	2. WFLY-F	2. WROW	2. WROW	2. WROW
	3. WTRY	3. WTRY	3. WTRY	3. WQBK	3. WFLY
	4. WGY	4. WGFM-F	4. WPTR	4. WROW-F	4. WROW-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	136 (2)	233 (6)	369 (8)	37.6
MOR/AC	234 (5)		234 (5)	23.8
BTFL MUSIC	119 (1)	114 (2)	233 (3)	23.7
NEWS/TALK	96 (1)		96 (1)	9.8
COUNTRY		44 (1)	44 (1)	4.5
UNKNOWN		6 (1)	6 (1)	0.6
			<u>982 (19)</u>	

A-S-T ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WGY	1. WGY	1. WGY	WABY	1400 .7
2. WFLY-F	2. WFLY-F	2. WROW	WASM-F	102.3 .6
3. WROW	3. WROW	3. WTRY	WCSS	1490 1.5
4. WQBK	4. WTRY	4. WPTR	WHRL-F	103.1 2.0
5. WSHH-F	5. WPTR	5. WFLY-F	WOKO	1460 1.2
6. WTRY	6. WGFM-F	6. WGFM-F	WQBK-F	103.9 3.3
7. WGNA-F	7. WSHH-F	7. WQBK-F	WWOM-F	100.9 2.5
8. WROW-F	8. WROW-F	8. WSHH-F	WWSC	1450 (Glens Falls) .4
9. WGFM-F	9. WGNA-F	9. WWOM-F	WYLR-F	95.9 (Glens Falls) .7
10. WPTR	10. WQBK	10. WGNA-F		
11. WWSC	11. WWSC			
12. WQBK-F	12. WQBK-F			
13. WSBS	13. WWOM-F			
14. WWOM-F	14. WOKO			
15. WBEC	15. WBEC			

, ADI FM SHARE: 40.85% (623 of 1525) (0/N 78: 37.64%)

AM STATIONS

WGY, 810, 50 KW (Clear)	, MOR	NBC, \$90.00 (Christal)	GE
WOKO, 5 KW (DAYS)	, MOR/AC	ABC-I, \$25.00 (Torbet)	
WPTR, 1540, 50 KW (DA-1)	, CONT/AC	ABC-C, \$29.75 (Eastman)	Rust
WQBK, 1300, 5 KW (DAYS) (DA),	TALK	ABC-E, \$16.80 (Howard)	
WROW, 590, 5 KW/1 KW (DA-2),	BTFL MUS	CBS, \$65.00 (Blair)	Cap Cities
WTRY, 980, 5 KW (DA-N)	, ROCK	MBS, \$50.00 (Mc-Guild)	Great Scott
WWSC, 1450, 1 KW/250 W	, MOR	ABC-E, \$ 7.50 (----)	(GLENS FALLS)
WBEC, 1420, 1 KW (DA-N)	, ROCK	ABC-I, \$14.00 (Kettell)	(PITTSFIELD)
WSBS, 860, 250 W (DAYS) (DA),	MOR	, \$ 8.30 (Kirby)	(G. BARRINGTON)

FM STATIONS

WFLY-F, 92.3, 13 KW @ 850, ROCK	, \$29.75 (Eastman)	Rust
WGFM-F, 99.5, 10 KW @ 930, ROCK (TM)	, \$33.75 (Christal)	GE
WGNA-F, 107.7, 9 KW @ 980, COUNTRY	, \$20.00 (-----)	
WSHH-F, 106.5, 12 KW @ 910, BTFL MUS (Schulke)	, \$50.00 (Mc-Guild)	Great Scott
WQBK-F, 103.9, 3 KW @ 300, AOR	, \$16.80 (Howard)	
WROW-F, 95.5, 50 KW @ 910, BTFL MUS (Bonne)	, \$40.00 (Blair)	Cap Cities
WWOM-F, 100.9, 3 KW @ 360, SOFT (?) DISCO (?)	, \$12.00 (-----)	

TV STATIONS

WAST	Albany	13	ABC, Sonderling
WRGB	Schenectady	6	NBC, General Electric
WTEN	Albany	10	CBS, Poole

NEWSPAPERS

Schenectady Gazette	M	67,817
Troy Times Record	E	46,315, Harvitz
Albany Times-Union	M	86,174, Hearst
Albany Knickerbocker News	E	57,093, Hearst



ALBUQUERQUE

Market # 94  
 Revenue Rank # 75  
 Income Rank # 357  
 APR 15.7  
 SMSA Pop: 415,700

Revenue : \$5,966,283  
 Income : \$ -134,787  
 % Rev Change: +34.6  
 Stations: 18/14

National Rev: \$1,417,903  
 Nat Rev per Cap: \$3.41  
 Tot Rev per Cap: \$14.35  
 Tot Inc per Cap: \$-.32  
 Profit Margin: NA

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOB 63/11.8	11.2	14.9	14.9	14.2	1. KOB 97	1. KOB 2035/30.5
2. KKJY-F 56/10.4	6.6	---	---	---	2. KKJY-F 81	2. KRKE 1258/20.8
3. KFMG-F 51/ 9.5	4.4	---	---	---	3. KFMG-F 72	3. KFMG-F 1151/20.3
4. KABQ 41/ 7.6	6.0	8.8	5.6	8.0	4. KRST-F 57	4. KKJY-F 1000/18.5
5. KRZY 39/ 7.3	8.1	6.1	9.6	8.5	5. KRZY 47	5. KRZY 754/16.6
6. KRST-F 37/ 6.9	7.3	9.2	8.2	8.0	6. KRKE-F 46	6. KOB-F 752/13.8
7. KZIA 36/ 6.7	7.1	3.9	1.7	5.0	7. KOB-F 44	7. KRST-F 741/11.8
8. KOB-F 33/ 6.2	4.6	8.1	9.0	11.9	8. KABQ 42	8. KZZX-F 688/11.5
9. KQEO 25/ 4.7	4.0	5.5	9.6	8.1	9. KZIA 37	9. KQEO 603/16.7
10. KZZX-F 24/ 4.5	6.2	9.8	6.5	4.5	10. KZZX-F 33	10. KRKE-F 582/ 8.8

12+ FM SHARE (METRO): 45.84% (226 of 493) (O/N 78: 40.72%)  
 12+ FM SHARE (TSA) : 48.81% (329 of 674) (O/N 78: 43.19%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFMG-F	1. KFMG-F	1. KFMG-F	1. KOB	1. KKJY-F	1. KOB
2. KRST-F	2. KRST-F	2. KOB	2. KABQ	2. KOB	2. KRKE+
3. KRKE	3. KOB	3. KOB-F	3. KKJY-F	3. KABQ	3. KFMG-F
4. KAMX	4. KOB-F	4. KRST-F	KRZY	4. KRZY	4. KRZY

OTHER RATED STATIONS/METRO SHARE

KAMX 1520	3.0	KDAZ 730	1.3	KDQQ 1150	.9	KHFM-F 96.3	1.9
KKIM 1000	.9	KKJY 1190	1.7	KRKE 610	3.9	KRKE-F 94.1	2.8

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	46 (2)	127 (4)	173 (6)	35.1
MOR/AC	63 (1)	33 (1)	96 (2)	19.5
BTFL MUSIC	9 (1)	56 (1)	65 (2)	13.2
SPANISH	64 (3)		64 (3)	13.0
COUNTRY	44 (2)		44 (2)	8.9
NEWS/TALK	36 (1)		36 (1)	7.3
CLASSICAL		10 (1)	10 (1)	2.0
RELIGION	5 (1)		5 (1)	1.0
			493 (18)	

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-N), SPANISH	, \$24.00	(Lotus)	
KOB , 770, 50 KW (DA-N) , MOR	NBC, \$33.00	(Mc-Guild)	Hubbard
KRKE, 610, 5 KW (DA-N) , CONTEMP	, \$26.00	(Katz)	Peoria Jrnl Star
KRZY, 1450, 1 KW , COUNTRY	CBS, \$35.00	(Torbet)	
KZIA, 1580, 10 KW (DAYS) , NEWS/TALK	ABC-I, \$24.25	(Masla)	
KQEO, 920, 1 KW/500 W (DA-N), CONTEMP	, \$22.50	(Selcom)	Sunbelt
KFMG-F, 107.9, 22 KW @ 4164, ROCK	, \$21.00	(Lotus)	
KKJY-F, 100.3, 9 KW @ 4110, BTFL MUS (Schulke)	, \$17.00	(Christal)	Bdcst Assoc
KOB-F , 93.3, 22 KW @ 4150, AC (Radio Arts)	MBS, \$18.00	(Mc-Guild)	Hubbard
KRKE-F, 94.1, 23 KW @ 4130, ROCK	, \$21.75	(Katz)	Peoria Jrnl Star
KRST-F, 92.3, 22 KW @ 5000, AOR	, \$35.00	(Torbet)	
KZZX-F, 99.5, 22 KW @ 4134, ROCK	, \$40.38	(Selcom)	Sunbelt

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

ALLENTOWN-BETH-EASTON

SRDS Market # 63  
 FCC Revenue Rank # 81  
 FCC Income Rank # 58  
 APR 15.3  
 SMSA Pop: 627,200

Revenue : \$5,424,823  
 Income : \$ 899,717  
 % Rev Change: 15.6%  
 Stations: 28/15

National Rev: \$509,990  
 Nat Rev per Cap: \$ .81  
 Tot Rev per Cap: \$8.65  
 Tot Inc per Cap: \$1.43  
 Profit Margin: 16.6%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WZZO-F 101/12.4	8.5	---	1. WZZO-F 126	1. WZZO-F 1743/25.1
2. WQQQ-F 99/12.1	8.1	8.2	2. WQQQ-F 123	2. WQQQ-F 1619/21.6
3. WXXKW-F 88/10.8	9.0	12.9	3. WXXKW-F 104	3. WAEB 1477/26.0
4. WAEB 67/ 8.2	8.2	12.6	4. WLEV-F 71	4. WXXKW-F 1126/16.9
5. WLEV-F 57/ 7.0	9.9	9.5	5. WAEB 68	5. WLEV-F 1070/16.6
6. WFMZ-F 39/ 4.8	3.9	5.3	6. WEST 41	6. KYW 818/10.6
7. WEST 37/ 4.5	8.4	4.6	7. WFMZ-F 39	7. WKAP 807/14.8
8. WEEX 29/ 3.6	3.8	4.3	8. KYW 37	8. WSAN 732/13.0
9. KYW 28/ 3.4	3.3	3.9	9. WEEX 34	9. WEEX 683/11.6
10. WKAP 22/ 2.7	6.1	7.3	WLSH 34	10. WABC 578/ 5.7

12+ FM SHARE (METRO): 61.11% (451 of 738) (O/N 78: NA)  
 12+ FM SHARE (TSA) : 62.20% (561 of 902) (O/N 78: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZZO-F	1. WZZO-F	1. WZZO-F	1. WXXKW-F	1. WQQQ-F	1. WXXKW-F
2. WAEB	2. WXXKW-F	2. WXXKW-F	WQQQ-F	2. WXXKW-F	2. WAEB
	3. WLEV-F	3. WLEV-F	3. WLEV-F	3. WFMZ-F	WZZO-F
	4. WAEB	4. WAEB	4. WAEB	4. WLEV-F	4. WQQQ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	154 (6)	185 (6)	339 (12)	45.9
BTFL MUSIC		163 (4)	163 (4)	22.1
COUNTRY	14 (2)	88 (1)	102 (3)	13.8
MOR/AC	76 (4)	5 (1)	81 (5)	11.0
NEWS /INFO/TALK	38 (3)		38 (3)	5.1
RELIGION		10 (1)	10 (1)	1.4
			738 (28)	

OTHER RATED STATIONS/METRO SHARE

WCRV 1580 (Washington)	.6	WYNS 1150 (Lehigh)	1.3
WOR 710 (New York)	1.2	WFMV-F 106.3 (Blairstown)	.7
WABC 770 (New York)	1.1	WUSL-F 98.9 (Phila)	.6
WGPA 1100 (Beth)	.7	WBYO-F 107.5 (Boyer)	1.2
WVCD-F 97.9 (Hazelton)	.4	WHOL 1600 (Allen)	1.0
WCAU 1210 (Phila)	.6	WWSH-F 106.1 (Phila)	2.7
WLSH 1410 (Lansford)	2.7	WIFI-F 92.5 (Phila)	.7
WYSP-F 94.1 (Phila)	1.1	WRNJ 1000 (Hackets)	.6
WMGK-F 102.9 (Phila)	.7		

RADIO STATIONS

*Please see continuation page at end of this section*

WAEB, 790, 1 KW (DA-2)	, ROCK	, \$32.83 (Eastman)	Rust
WEEX, 1230, 1 KW/250 W (DA-D)	, CONTEMP/AC	ABC-C, \$13.00 (Mc-Guild)	
WEST, 1400, 1 KW/250 W	, MOR (Drake-Chen)	CBS, \$45.00 (Katz)	Sound Communi
WKAP, 1320, 5 KW/1 KW (DA-2)	, CONTEMP	, \$18.00 (Buckley)	Gulf/Rahall
WSAN, 1470, 5 KW (DA-N)	, CONTEMP	NBC, \$11.00 (----)	
WFMZ-F, 100.7, 13 KW @ 870,	BTFL MUS (TM)	, \$13.00 (P/W)	
WLEV-F, 96.1, 50 KW @ 500,	CONTEMP/AC	, \$45.00 (Katz)	Sound Communi
WQQQ-F, 99.9, 50 KW @ 456,	BTFL MUS	, \$13.00 (Mc-Guild)	
WXXKW-F, 104.1, 50 KW @ 500,	COUNTRY (Drake-Chen)	, \$32.83 (Eastman)	Rust
WZZO-F, 95.1, 11 KW @ 627,	AOR (Burk-Abr)	, \$26.50 (Christal)	Holt

ANAHEIM (ORANGE COUNTY)

SMSA Pop: 1,824,600  
 APR 16.0  
 FCC Revenue Rank # 77  
 FCC Income Rank # 64

Revenue : \$5,675,678  
 Income : \$ 836,670  
 % Rev Change: 13.6%  
 Stations : 42/6

National Rev : \$1,038,968  
 Nat Rev per Cap: \$ .56  
 Tot Rev per Cap: \$3.03  
 Tot Inc per Cap: \$ .45  
 Profit Margin : 14.8%

NOTE: ANAHEIM (ORANGE COUNTY) IS A PORTION OF THE LOS ANGELES METRO. FOR THIS MARKET REPORT ONLY THOSE STATIONS HOME TO ORANGE COUNTY ARE LISTED. THERE IS NO TSA.

12+ METRO	1/4/SHARE	A/M 79	O/N 78
1. KWIZ	65/2.6	1.9	1.3
2. KEZY	51/2.0	1.7	3.0
3. KEZY-F	37/1.5	1.1	1.1
4. KWIZ-F	36/1.4	1.9	1.3
5. KOCM-F	25/1.0	.8	.8
6. KYMS-F	12/ .5	.9	.9
7. KORJ-F	11/ .4	.8	.5

12+ METRO	CUME/MSA	CUME RAT
1. KEZY	1285/8.2	
2. KWIZ	1097/7.0	
3. KEZY-F	1037/6.6	
4. KWIZ-F	560/3.6	
5. KOCM-F	421/2.7	
6. KORJ-F	359/2.3	
7. KYMS-F	354/2.3	

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEZY	1. KWIZ	1. KWIZ	1. KWIZ-F	1. KWIZ-F	1. KWIZ
2. KWIZ	2. KEZY-F	2. KWIZ-F	2. KWIZ	2. KWIZ	2. KEZY

RADIO STATIONS

KEZY, 1190, 5 KW/1 KW (DA-N), AOR	, \$40.50 (Roslin)	
KWIZ, 1480, 5 KW/1 KW (DA-2), MOR	, \$44.25 (HR/Stone)	Davis-Weaver
KWIZ-F, 96.7, 3 KW @ 175, A/C	, \$29.00 (HR/Stone)	Davis-Weaver
KEZY-F, 95.9, 2.5 KW @ 330, SOFT AOR	, \$40.50 (Roslin)	
KORJ-F, 94.3, 3 KW @ 245, CONTEMP	, \$22.00 (Walton)	
KOCM-F, 103.1, 2 KW @ 300, BTFL MUS	, \$19.00 (-----)	
KYMS-F, 106.3, 3 KW @ 130, RELIGION	, \$12.00 (-----)	Southwestern

TV STATIONS

KABC LA 7	ABC, ABC	KNBC LA 4	NBC, NBC
KBSC Corona 52	IND	KNXT LA 2	CBS, CBS
KCOP LA 13	IND, Chris Craft	KSCI San Bern 18	IND
KHJ LA 9	IND, RKO	KTLA LA 5	IND, Golden West
KMEX LA 34	IND, SIN	KTTV LA 11	IND, Metromedia
KWHY LA 22	IND		

NEWSPAPERS

Los Angeles Times	M	1,038,942, Times Mirror
LA Herald-Exam	E	303,320, Hearst
Santa Ana Register	ME	205,957, Freedom

ANCHORAGE

Market # 176  
 Revenue Rank # 95  
 Income Rank # 378  
 APR 16.2  
 SMSA Pop: 183,500

Revenue : \$4,763,038  
 Income : \$ -317,646  
 % Rev Change: +3.3%  
 Stations: 11/11

National Rev: \$762,272  
 Nat Rev per Cap: \$4.15  
 Tot Rev per Cap: \$25.96  
 Tot Inc per Cap: \$-1.73  
 Profit Margin: ----

		A/M	O/N	A/M	O/N
12+ METRO 1/4/SHARE		79	78	78	77
1. KFQD	44/18.6	15.1	17.0	19.1	23.9
2. KENI	35/14.8	18.4	22.6	17.8	17.3
3. KHAR	34/14.4	13.2	10.4	15.7	11.0
4. KGOT-F	33/14.0	10.4	12.2	6.5	6.3
5. KYAK	16/ 6.8	6.6	7.8	9.6	14.5
6. KKLV-F	14/ 5.9	9.4	9.6	8.7	8.6
7. KBYR	13/ 5.5	4.2	3.5	6.1	5.1
8. KANC	12/ 5.1	5.2	6.5	10.0	5.1
KHVN-F	12/ 5.1	2.4	.4	---	---
KNIK-F	12/ 5.1	3.3	5.7	3.9	3.5

12+ TSA 1/4

1. KFQD	52
2. KENI	39
3. KHAR	38
4. KGOT-F	35
5. KYAK	20
6. KKLV-F	18
7. KBYR	15
8. KHVN-F	13
9. KANC	12
KNIK-F	12

12+ TSA CUME/MSA CUME RAT

1. KENI	661/36.1
2. KFQD	648/34.1
3. KHAR	466/26.9
4. KGOT-F	334/19.8
5. KKLV-F	310/18.1
6. KYAK	288/14.6
7. KBYR	275/17.4
8. KNIK-F	174/11.3
9. KANC	169/11.0
10. KHVN-F	123/ 8.0

12+ FM SHARE (METRO): 32.75% (75 of 229) (O/N 78: 30.36%)  
 12+ FM SHARE (TSA) : 31.78% (82 of 258) (O/N 78: 28.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KENI	1. KFQD	1. KFQD	1. KFQD	1. KHAR	1. KFQD
	2. KGOT-F	2. KGOT-F	2. KHAR	2. KYAK	2. KHAR
	3. KENI	3. KENI	3. KYAK	3. KFQD	3. KENI

OTHER RATED STATIONS/METRO SHARE

KJZZ-F 102.1 1.7

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	48 (2)	47 (2)	95 (4)	41.5
BTFM MUSIC	34 (1)	12 (1)	46 (2)	20.1
MOR/AC	44 (1)		44 (1)	19.2
COUNTRY	16 (1)		16 (1)	7.0
RELIGION		12 (1)	12 (1)	5.2
UNKNOWN	12 (1)		12 (1)	5.2
JAZZ		4 (1)	4 (1)	1.7
				229 (11)

RADIO STATIONS

KANC, 1080, 10 KW	, ROCK	, \$15.00	(Blair)	
KBYR, 700, 1 KW/500 W	, CONTEMP	CBS, \$11.00	(Masla)	Northern TV
KENI, 550, 5 KW	, ROCK	ABC-E,ABC-I, \$20.50	(Howard)	Midnight Sun
KFQD, 750, 50 KW/10 KW	, MOR/AC	, \$27.50	(Mc-Guild)	
KHAR, 590, 5 KW	, BTFM MUS (TM)	, \$21.75	(Sav-Gates)	
KYAK, 650, 50 KW/25 KW (DA-2),	COUNTRY	MBS, \$23.50	(HR/Stone)	
KGOT-F, 101.3, 26 KW @ -66, AOR (Drake-Chen)		, \$11.00	(HR/Stone)	
KHVN-F, 100.5, 25 KW @ ? ?, RELIGION		, \$ 7.00	(-----)	
KKLV-F, 103.9, 2.8 KW @ 54, SOFT ROCK (TM)		, \$12.63	(Sav-Gates)	
KNIK-F, 105.5, 3 KW @ 265, BTFM MUS (Bonne)		, \$ 7.50	(Masla)	Northern TV

TV STATIONS

KENI Anchorage	2	NBC, Midnight Sun	KYVA Anchorage	11	CBS
KIMO Anchorage	13	ABC			

NEWSPAPERS

Anchorage News	M	12,556, McClatchy
Anchorage Times	E	46,081

ATLANTA

Market # 18; ADI # 16  
 FCC Revenue Rank # 12  
 FCC Income Rank # 7  
 APR 15.4  
 SMSA Pop: 1,885,400

Revenue : \$28,030,279  
 Income : \$ 7,265,786  
 % Rev Change: 14.9%  
 Stations: 21/28

National Rev: \$5,734,555  
 Nat Rev per Cap: \$3.04  
 Tot Rev per Cap: \$14.87  
 Tot Inc per Cap: \$3.85  
 Profit Margin: 25.9%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	79	78	78	77	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WSB	276/11.7	15.3	13.6	16.3	13.3	1. WZGC-F*	344	1. WSB	5362/28.7
2. WZGC-F*	262/11.1	11.2	12.0	12.3	10.7	2. WSB	311	2. WZGC-F*	5047/25.1
3. WQXI-F	247/10.5	8.2	6.9	7.0	7.3	3. WQXI-F	265	3. WQXI-F	3979/22.2
4. WKLS-F*	193/ 8.2	7.7	6.9	6.7	6.6	4. WKLS-F*	252	4. WKLS-F*	3486/17.1
5. WVEE-F	180/ 7.6	6.0	7.0	4.6	3.9	5. WPCH-F	228	5. WPCH-F	3170/16.4
6. WPCH-F	172/ 7.3	4.9	7.2	6.3	7.8	6. WVEE-F	200	6. WSB-F	2797/14.0
7. WSB-F	135/ 5.7	6.4	6.7	6.2	4.8	7. WSB-F	194	7. WGST	2519/15.4
8. WGST	124/ 5.3	3.9	4.0	2.5	3.1	8. WLTA-F	136	8. WVEE-F	2299/12.8
9. WPLO	120/ 5.1	5.0	4.5	5.4	6.7	9. WPLO	126	9. WPLO	2011/11.7
10. WLTA-F	118/ 5.0	3.2	4.2	2.3	2.9	10. WGST	125	10. WLTA-F	1971/10.3
11. WAOK	81/ 3.4	3.5	3.8	3.7	5.4	11. WBIE-F	86	11. WQXI	1821/11.5
12. WQXI	65/ 2.8	3.9	3.1	5.1	4.4	12. WAOK	82	12. WBIE-F	1596/ 6.0

12+ FM SHARE (METRO): 62.24% (1368 of 2198) (O/N 78: 57.61%)  
 12+ FM SHARE (TSA) : 65.86% (1715 of 2604) (O/N 78: 61.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZGC-F	1. WQXI-F	1. WQXI-F	1. WSB	1. WSB	1. WSB
2. WKLS-F	2. WZGC-F	2. WZGC-F	2. WQXI-F	2. WPCH-F	2. WQXI-F+
3. WVEE-F	3. WKLS-F	3. WKLS-F	3. WZGC-F	3. WSB-F	3. WZGC-F
4. WQXI-F	4. WVEE-F	4. WVEE-F	4. WPCH-F	4. WPLO	4. WKLS-F+
5. WAOK	5. WSB	5. WSB	5. WLTA-F	5. WGST	5. WSB-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	78 (2)	702 (3)	780 (5)	35.5
MOR/AC	276 (1)	118 (1)	394 (2)	17.9
BTFL MUSIC		307 (2)	307 (2)	14.0
BLACK/DISCO	121 (3)	180 (1)	301 (4)	13.7
NEWS/INFO/TALK	184 (2)		184 (2)	8.4
COUNTRY	120 (1)	61 (2)	181 (3)	8.2
CLASSICAL	25 (1)		25 (1)	1.1
OTHER	15 (1)		15 (1)	0.7
RELIGION	11 (1)		11 (1)	0.5
			<u>2198 (21)</u>	

\* The following stations were determined by Arbitron to have engaged in on-air survey announcements: WKLS AM/FM, WZGC-FM. Our contract with Arbitron requires us to list these stations.

ATLANTA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WZGC-F	1. WSB	1. WSB	WBIE-F	101.5	(Marietta) 2.2
2. WSB	2. WZGC-F	2. WVEE-F	WCHK-F	105.5	(Canton) .3
3. WQXI-F	3. WQXI-F	3. WZGC-F	WCOB	1080	(Marietta) .6
4. WKLS-F	4. WKLS-F	4. WPLO	WGKA	1190	1.1
5. WPCF-F	5. WPCF-F	5. WKLS-F	WIGO	1340	.7
6. WVEE-F	6. WSB-F	6. WAOK	WRNG	680	2.5
7. WSB-F	7. WGST	7. WQXI-F	WTJH	1260	(East Point) .5
8. WLTA-F	8. WVEE-F	8. WSB-F	WYZE	1480	1.0
9. WPLO	9. WPLO	9. WPCF-F	WKLS	970	.6
10. WGST	10. WLTA	10. WRNG			
11. WBIE-F	11. WQXI				
12. WAOK	12. WBIE-F				
13. WRNG	13. WAOK				
14. WQXI	14. WRNG				
15. WFOX-F	15. WFOX-F				

ADI FM SHARE: 66.30% (1940 of 2926) (O/N 78: 61.56%)

AM STATIONS

WAOK, 1380, 5 KW (DA-N)	, BLACK	NBN, \$ 42.00	(Selcom)	Bdcst Ent Net
WGST, 920, 5 KW/1 KW	, NEWS	ABC-E, \$102.75	(Katz)	Meredith
WPLO, 590, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 69.00	(Mc-Guild)	Plough
WQXI, 790, 5 KW/1 KW (DA-N)	, ROCK	, \$ 75.00	(RAR)	Jeff-Pilot
WRNG, 680, 25 KW/10 KW (DA-N)	, TALK/NEWS	CBS, \$ 45.00	(MMR)	
WSB, 750, 50 KW (Clear)	, MOR	NBC,CBS, \$125.00	(Christal)	Cox

FM STATIONS

WBIE-F, 101.5, 100 KW @ 900, COUNTRY	, \$ 19.50	(HR/Stone)	
WFOX-F, 97.1, 100 KW @ 540, ROCK	, \$ 7.37	(-----)	(GAINESVILLE)
WKLS-F, 96.1, 100 KW @ 950, AOR (Burk-Abr)	, \$ 55.00	(Masla)	SJR
WLTA-F, 99.7, 100 KW @ 1000, AC/BTFL	, \$ 55.75	(Eastman)	Susquehanna
WPCF-F, 94.9, 100 KW @ 890, BTFL MUS (Schulke)	, \$102.75	(Katz)	Meredith
WQXI-F, 94.1, 100 KW @ 410, ROCK	, \$ 75.00	(RAR)	Jeff-Pilot
WSB-F, 98.5, 100 KW @ 740, BTFL MUS (FM-100)	, \$ 40.00	(Christal)	Cox
WVEE-F, 103.3, 100 KW @ 450, DISCO	ABC-F, \$ 61.00	(Mc-Guild)	Plough
WZGC-F, 92.9, 100 KW @ 590, ROCK	, \$115.00	(Torbet)	First Media

TV STATIONS

WAGA	Atlanta	5	CBS, Storer
WANX	Atlanta	46	IND, Christian
WATL	Atlanta	36	IND
WSB	Atlanta	2	NBC, Cox
WTCG	Atlanta	17	IND, Ted Turner
WXIA	Atlanta	11	ABC, Combined Communications/Gannett

NEWSPAPERS

Atlanta Constitution	M	219,153, Cox
Atlanta Journal	E	218,347, Cox

AUSTIN

Market # 78  
 Revenue Rank # 74  
 Income Rank # 37  
 APR 15.4  
 SMSA Pop: 508,800

Revenue : \$6,250,924  
 Income : \$1,411,441  
 % Rev Change: +20.0%  
 Stations: 15/11

National Rev: \$1,171,425  
 Nat Rev per Cap: \$2.30  
 Tot Rev per Cap: \$12.29  
 Tot Inc per Cap: \$2.77  
 Profit Margin: 22.6%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KASE-F 108/17.1	13.4	14.6	14.8	1. KASE-F 115	1. KASE-F 1169/26.3
2. KVET 76/12.0	15.0	12.6	15.2	2. KVET 89	2. KVET 1142/23.9
3. KLBJ-F 71/11.2	8.8	9.4	13.9	3. KLBJ-F 73	3. KLBJ 1058/23.4
4. KHFI-F 52/ 8.2	7.5	6.1	8.5	4. KHFI-F 53	4. KLBJ-F 1024/23.5
5. KOKE-F 48/ 7.6	7.7	6.7	6.2	5. KOKE-F 51	5. KOKE-F 838/18.8
6. KCSW-F 37/ 5.9	7.4	11.3	9.2	6. KTSA 47	6. KHFI-F 820/18.9
7. KLBJ 36/ 5.7	5.4	7.3	4.6	7. KLBJ 43	7. KTSA 747/12.2
8. KTSA 27/ 4.3	4.7	1.9	1.7	8. KCSW-F 38	8. KCSW-F 688/16.2
9. KNOW 17/ 2.7	8.4	11.5	8.5	9. KNOW 19	9. KNOW 668/15.5
10. KIXL 15/ 2.4	2.4	2.7	.6	10. KTAE 16	10. KOKE 278/ 6.4

12+ FM SHARE (METRO): 61.55% (325 of 528) (O/N 78: 55.16%)  
 12+ FM SHARE (TSA) : 56.97% (339 of 595) (O/N 78: 51.28%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHFI-F	1. KLBJ-F	1. KLBJ-F	1. KASE-F	1. KASE-F	1. KASE-F
	2. KCSW-F	2. KASE-F	2. KVET	2. KVET	KVET
	3. KHFI-F	3. KVET	3. KOKE-F	3. KOKE-F	3. KOKE-F+
	4. KOKE-F	4. KOKE-F	4. KLBJ-F	4. KLBJ	4. KLBJ

OTHER RATED STATIONS/METRO SHARE

KGTN 1530 (Georgetown)	.8	KTAE 1260 (Taylor)	1.9
KMXX-F 102.3	1.4	WOAI 1200 (San Antonio)	.9
		KOKE 1370	1.4

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	44 (2)	123 (2)	167 (4)	31.6
COUNTRY	102 (4)	48 (1)	150 (5)	28.4
BTFL MUSIC		108 (1)	108 (1)	20.5
MOR/AC	36 (1)	37 (1)	73 (2)	13.8
RELIGION	15 (1)		15 (1)	2.8
SPANISH		9 (1)	9 (1)	1.7
NEWS/TALK	6 (1)		6 (1)	1.1
			528 (15)	

RADIO STATIONS

KIXL, 970, 1 KW (DAYS) (DA), RELIGION	, \$ 8.00 (Miller)
KLBJ, 590, 5 KW/1 KW (DA-N), MOR/AC	CBS, MBS, \$19.00 (Torbet)
KNOW, 1490, 1 KW, CONTEMP	, \$19.25 (Mc-Guild) Mayes
KOKE, 1370, 1 KW (DAYS), COUNTRY	, \$15.38 (Riley)
KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY	, \$33.75 (Katz)
KASE-F, 100.7, 98 KW @ 510, BTFL MUS	, \$22.00 (Katz)
KCSW-F, 103.7, 97 KW @ 580, AC/CONTEMP	ABC-F, \$26.00 (Mc-Guild) Mayes
KHFI-F, 98.3, 1.3 KW @ 418, ROCK	SBN, \$19.75 (Selcom) LIN
KLBJ-F, 93.7, 100 KW @ 1057, AOR	MBS, \$19.75 (Torbet)
KOKE-F, 95.5, 10 KW @ 265, COUNTRY	, \$15.38 (Riley)
WOAI, KTSA - See San Antonio	

TV STATIONS	KTBC Austin 7	CBS, Times-Mirror	KTVV Austin 36	NBC, LIN
			KVUE Austin 24	ABC, Det News

NEWSPAPERS	Austin Amer-Statesman ME	120,952, Cox
	Austin Citizen E	12,473

BALTIMORE

SRDS Market # 14; ADI # 19  
 FCC Revenue Rank # 16  
 FCC Income Rank # 10  
 APR 15.4  
 SMSA Pop: 2,164,300

Revenue : \$24,865,467  
 Income : \$ 6,308,679  
 % Rev Change: 15.7%  
 Stations: 36/25

National Rev: \$6,562,325  
 Nat Rev per Cap: \$3.03  
 Tot Rev per Cap: \$11.49  
 Tot Inc per Cap: \$2.91  
 Profit Margin: 25.4%

12+ METRO	1/4/SHARE	A/M 79	J/F 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBAL	297/10.6	10.7	14.4	12.2	1. WBAL	310	4637/23.8
2. WLIF-F	282/10.1	7.3	8.8	7.5	2. WLIF-F	300	2. WCBM 3731/19.4
3. WCBM	199/ 7.1	7.6	6.5	6.2	3. WCBM	208	3. WCAO 3629/17.7
4. WIYY-F	181/ 6.5	8.9	6.8	6.9	4. WIYY-F	195	4. WLIF-F 3579/18.4
5. WXYV-F	175/ 6.3	5.8	5.1	6.4	5. WPOC-F	181	5. WFBR 2969/16.0
6. WWIN	151/ 5.4	5.0	3.4	4.4	6. WXYV-F	178	6. WIYY-F 2891/14.7
7. WPOC-F	143/ 5.1	5.3	6.8	5.1	7. WCAO	158	7. WXYV-F 2520/13.5
8. WCAO	140/ 5.0	5.3	4.8	5.0	8. WWIN	151	8. WPOC-F 2435/10.9
9. WFBR	135/ 4.8	6.9	4.8	4.1	9. WFBR	138	9. WWIN 2045/11.2
10. WMAR-F	91/ 3.3	3.9	3.2	4.3	10. WMAR-F	93	10. WITH 1465/ 8.1
11. WITH	74/ 2.6	2.0	2.1	1.7	11. WITH	74	11. WITH-F 1453/ 7.5
12. WITH-F	69/ 2.5	1.8	1.0	.6	12. WITH-F	73	12. WLPL-F 1425/ 7.5

12+ FM SHARE (METRO): 52.16% (1326 of 2542) (O/N 78: 54.80%)  
 12+ FM SHARE (TSA) : 52.89% (1453 of 2747) (O/N 78: 55.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIYY-F	1. WIYY-F	1. WLIF-F	1. WLIF-F	1. WLIF-F	1. WBAL
2. WWIN	2. WXYV-F	2. WXYV-F	2. WCBM	2. WBAL	2. WLIF-F
3. WLPL-F	3. WCBM	3. WCBM	3. WBAL	3. WCBM	3. WCBM
4. WXYV-F	4. WCAO	4. WIYY-F	4. WFBR	4. WPOC-F	4. WFBR
5. WITH-F	5. WLIF-F	5. WCAO	5. WPOC-F	5. WFBR	5. WPOC-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	649 (4)	23 (1)	672 (5)	26.4
ROCK/CONTEMP	157 (3)	448 (7)	605 (10)	23.8
BTFL MUSIC	74 (1)	424 (5)	498 (6)	19.6
BLACK/DISCO	237 (3)	248 (4)	485 (7)	19.1
COUNTRY		143 (1)	143 (1)	5.6
NEWS/INFO/TALK	43 (2)		43 (2)	1.7
BIG BAND	44 (1)		44 (1)	1.7
RELIGION	13 (1)	30 (1)	43 (2)	1.7
CLASSICAL		10 (1)	10 (1)	0.4
			<u>2542 (35)</u>	



BALTIMORE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WBAL	1. WBAL	1. WBAL	WAMD	970	(Aberdeen) .6
2. WLIF-F	2. WCBM	2. WPOC-F	WAYE	860	1.6
3. WCBM	3. WLIF-F	3. WWIN	WBKZ-F	95.9	1.5
4. WIYY-F	4. WCAO	4. WXYV-F	WEBB	1360	.9
5. WXYV-F	5. WFBR	5. WCAO	WKTK-F	105.7	1.6
6. WPOC-F	6. WIYY-F	6. WIYY-F	WLPL-F	92.3	2.1
7. WCAO	7. WXYV-F	7. WFBR	WNAV-F	99.1	(Annapolis) .4
8. WWIN	8. WPOC-F	8. WCBM	WRBS-F	95.1	1.1
9. WFBR	9. WWIN	9. WLIF-F	WSID	1010	2.2
10. WMAR-F	10. WITH	10. WMAR-F	WTOW	1570	(Towson) .5
11. WITH	11. WITH-F		WTTR-F	100.7	(Westminster) .6
12. WITH-F	12. WLPL-F		WASH-F	97.1	(Washington) .8
13. WSID	13. WMAR-F		WGAY-F	99.5	(Washington) .9
14. WSID	14. WKTK-F		WGMS-F+103.5		(Washington) .4
15. WPGC-F+	15. WBKZ-F		WHUR-F	96.3	(Washington) .4
			WMAL	630	(Washington) .6
			WOOK-F	100.3	(Washington) .6
			WPGC-F+	95.5	(Washington) 1.8
			WRC	980	(Washington) .4
			WRQX-F	107.3	(Washington) 1.1
			WTOP	1500	(Washington) 1.1
			WWDC-F	101.1	(Washington) .5

ADI FM SHARE: 52.87% (1427 of 2699)  
(O/N 78: 53.79%)

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, MOR	NBC, \$77.00	(Blair)	Hearst
WCAO, 600, 5 KW (DA-1)	, CONTEMP	ABC-C, \$70.00	(Mc-Guild),	Plough
WCBM, 680, 10 KW/5 KW (DA-2)	, MOR/AC	ABC-E, \$93.25	(Katz)	Metromedia
WFBR, 1300, 5 KW (DA-1)	, AC/MOR	ABC-I, \$61.13	(MMR)	
WITH, 1230, 1 KW/250 W	, BTFL MUS (?)	CBS, \$22.00	(Masla)*	
WWIN, 1400, 1 KW	, BLACK	NBN, \$34.00	(Howard)	

FM STATIONS

WBKZ-F, 95.9, 5 KW A 400, CONTEMP		, \$32.13	(MMR)	
WITH-F, 104.3, 50 KW @ 422, ROCK		, \$22.00	(Masla)**	
WIYY-F, 97.9, 50 KW @ 946, AOR (Burk-Abr)		, \$87.50	(Blair)	Hearst
WKTK-F, 105.7, 50 KW @ 245, DISCO		ABC-F, \$32.00	(Buckley)	
WLIF-F, 101.9, 13.5 KW @ 961, BTFL MUS (Schulke)		, \$77.50	(Christal)	Cox
WLPL-F, 92.3, 20 KW @ 400, AOR		RKO, \$34.00	(UBC)	United
WMAR-F, 106.5, 50 KW @ 620, BTFL MUS (FM-100)		, \$27.50	(Katz)	Abell
WPOC-F, 93.1, 50 KW @ 870, COUNTRY		, \$45.75	(Eastman)	Nationwide
WXYV-F, 102.7, 50 KW @ 400, DISCO		, \$55.00	(Mc-Guild)	Plough

\*Sale to BENI group is pending      \*\*Sale to Scripps-Howard is pending

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse	WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND	WPGH	Pittsburgh	53	IND, Meredith
WTAE	Pittsburgh	4	ABC, Hearst				

NEWSPAPERS

Pittsburgh Press	M	265,379, Scripps-Howard
Pittsburgh Post-Gazette	E	190,093

BATON ROUGE

Market # 89  
 Revenue Rank # 79  
 Income Rank # 46  
 APR 12.7  
 SMSA Pop: 446,100

Revenue : \$5,604,772  
 Income : \$1,117,268  
 % Rev Change: \$+26.2%  
 Stations: 11/12

National Rev: \$914,337  
 Nat Rev per Cap: \$2.05  
 Tot Rev per Cap: \$12.56  
 Tot Inc per Cap: \$2.50  
 Profit Margin: 19.9%

		A/M	O/N	A/M
12+ METRO	1/4/SHARE	79	78	78
1. WXOK	98/21.2	11.1	12.9	14.1
2. WFMF-F	65/14.1	15.6	14.5	6.0
3. WYNK-F	59/12.8	12.8	12.7	7.9
4. WQXY-F	53/11.5	9.8	10.1	13.0
5. WJBO	38/ 8.2	10.7	6.9	8.5
6. WLCS	35/ 7.6	9.0	10.1	9.4
7. WIBR	29/ 6.3	7.7	8.5	9.8
8. WAFB-F	22/ 4.8	4.7	3.4	6.2
9. WYNK	19/ 4.1	6.2	5.3	7.5
10. WWL	10/ 2.2	1.3	1.6	2.1

12+ TSA	1/4
1. WXOK	129
2. WFMF-F	93
3. WYNK-F	90
4. WQXY-F	71
5. WAFB-F	58
6. WLCS	43
7. WJBO	42
8. WIBR	38
9. WWL	22
10. WYNK	21

12+ TSA	CUME/MSA	CUME	RAT
1. WFMF-F	1515/27.7		
2. WXOK	1424/25.1		
3. WAFB-F	1369/15.3		
4. WJBO	1282/28.1		
5. WYNK-F	1194/20.4		
6. WIBR	1115/20.5		
7. WLCS	1023/21.1		
8. WQXY-F	901/16.1		
9. WWL	595/ 6.8		
10. WYNK	429/ 8.9		

12+ FM SHARE (METRO): 46.06% (199 of 432) (O/N 78: 45.04%)  
 12+ FM SHARE (TSA) : 51.06% (312 of 611) (O/N 78: 52.45%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFMF-F	1. WXOK	1. WXOK	1. WYNK-F	1. WQXY-F	1. WXOK
2. WXOK	2. WFMF-F	2. WFMF-F	2. WXOK	2. WYNK-F	2. WYNK-F
3. WLCS	3. WYNK-F	3. WYNK-F	3. WQXY-F	3. WXOK	3. WFMF-F
4. WIBR	4. WAFB-F	4. WQXY-F	4. WFMF-F	4. WJBO	4. WLCS

OTHER RATED STATIONS/METRO SHARE

WSLG 1090 (Donaldsonville) .9

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	64 (2)	65 (1)	129 (3)	29.9
BLACK/DISCO	98 (1)	22 (1)	120 (2)	27.8
COUNTRY	19 (1)	59 (1)	78 (2)	18.1
BTFL MUSIC		53 (1)	53 (1)	12.3
MOR/AC	38 (1)		38 (1)	8.8
VARIETY	10 (1)		10 (1)	2.3
UNKNOWN	4 (1)		4 (1)	0.9
			<u>432 (11)</u>	

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), CONTEMP	NBC, \$15.83 (Katz)
WJBO, 1150, 5 KW (DA-1), MOR	MBS, \$18.25 (Blair)
WLCS, 910, 1 KW (DA-1), ROCK	, \$19.50 (Mc-Guild) Air Waves
WXOK, 1460, 5 KW/1 KW (DA-N), BLACK	NBN, \$14.00 (Selcom) Security
WYNK, 1380, 5 KW (DAYS) (DA), COUNTRY	ABC-E, \$23.50 (Masla)
WAFB-F, 98.1, 100 KW @ 1550, DISCO (?)	, \$13.00 (Katz)
WFMF-F, 102.5, 100 KW @ 475, ROCK	MBS,ABC-F, \$22.75 (Blair)
WQXY-F, 100.7, 100 KW @ 750, BTFL MUS (Schulke)	, \$19.50 (Mc-Guild) Air Waves
WYNK-F, 101.5, 100 KW @ 430, COUNTRY	ABC-I, \$23.50 (Masla)

<u>TV STATIONS</u>	WAFB	Baton Rouge	9	CBS	WBRZ	Baton Rouge	2	ABC, Manship
	WRBT	Baton Rouge	33	NBC				

NEWSPAPERS

Baton Rouge State-Times	E	42,590
Baton Rouge Advocate	M	68,922

BEAUMONT-PORT ARTHUR-ORANGE

Market # 108  
 Revenue Rank # 112  
 Income Rank # 387  
 APR 14.7  
 SMSA Pop: 361,100

Revenue : \$3,938,449  
 Income : \$-1,008,433  
 % Rev Change: +0.2%  
 Stations: 19/14

National Rev: \$704,918  
 Nat Rev per Cap: \$1.95  
 Tot Rev per Cap: \$10.91  
 Tot Inc per Cap: \$-2.79  
 Profit Margin:---

		A/M	O/N	A/M
12+ METRO	1/4/SHARE	79	78	78
1. KALO-F	48/10.7	10.3	13.1	----
2. KQXY-F	43/ 9.6	5.7	6.0	8.3
3. KLVI	42/ 9.4	9.7	10.5	8.3
4. KYKR-F	37/ 8.2	7.3	6.0	6.6
5. KTRM	28/ 6.2	8.5	6.4	7.6
6. KJET	26/ 5.8	7.7	5.2	15.9
7. KWIC-F	24/ 5.3	9.3	11.7	11.0
8. KHYS-F	23/ 5.1	3.4	.7	---
9. KAYD-F	22/ 4.9	3.0	4.0	3.2
KOLE	22/ 4.9	2.0	3.1	2.7

12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KYKR-F 66	1. KLVI 1024/23.8
2. KLVI 53	2. KYKR-F 751/15.8
3. KALO-F 50	3. KIOC-F 718/13.1
4. KHYS-F 46	4. KHYS-F 688/11.9
5. KQXY-F 44	5. KTRM 598/16.8
6. KIOC-F 37	6. KWIC-F 586/15.7
7. KWIC-F 31	7. KALO-F 506/14.3
8. KTRM 29	8. KQXY-F 500/14.0
9. KJET 26	9. KAYC 424/13.6
10. KAYD-F 23	10. KPAC 403/10.8

12+ FM SHARE (METRO): 54.72% (232 of 424) (O/N 78: 56.78%)  
 12+ FM SHARE (TSA) : 60.00% (312 of 520) (O/N 78: 56.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KALO-F	1. KALO-F	1. KALO-F	1. KYKR-F	1. KQXY-F	1. KYKR-F
2. KAYD-F	2. KLVI	2. KYKR-F	2. KLVI	2. KLVI	2. KLVI
3. KWIC-F	KYKR-F	3. KLVI	3. KQXY-F	3. KTRM	3. KHYS-F

OTHER RATED STATIONS/METRO SHARE

KAYC 1450	2.4	KDLF 1150	.7	KEAM 1510	1.3
KIOC-F 106.1	4.5	KOGT 1600	3.6	KPAC 1250	3.3
KZOM-F 104.5	3.3	KTLW 920	(Texas City)	.9	KTRH 740 (Houston) 4.2

FORMATS	AM	FM	TOTAL	%
COUNTRY	90 (4)	37 (1)	127 (5)	30.0
BLACK/DISCO	26 (1)	71 (2)	97 (3)	22.9
ROCK/CONTEMP	11 (1)	81 (4)	92 (5)	21.7
BTFL MUSIC		43 (1)	43 (1)	10.1
NEWS/TALK	34 (2)		34 (2)	8.0
MOR/AC	25 (2)		25 (2)	5.9
RELIGION	6 (1)		6 (1)	1.4
				424 (19)

RADIO STATIONS

KAYC, 1450, 1 KW/250 W	, CONTEMP	, \$14.25 (HR/Stone)	Texas Coast
KJET, 1380, 1 KW (DAYS)	, BLACK	SBN, \$14.10 (Eastman)	
KLVI, 560, 5 KW (DA-N)	, COUNTRY	, \$12.75 (Torbet)	
KOLE, 1340, 1 KW/250 W	, AC	, \$10.25 (Buckley)	
KPAC, 1250, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, \$ 8.50 (Pro)	Clear Channel
KTRM, 990, 1 KW (DA-1)	, COUNTRY	ABC-I, \$17.00 (Selcom)	Security
KALO-F, 95.1, 60 KW @ 238,	BLACK	NBN, \$17.00 (Selcom)	Security
KAYD-F, 97.5, 50 KW @ 320,	ROCK	, \$14.25 (HR/Stone)	Texas Coast
KHYS-F, 98.5, 65 KW @ 380,	DISCO	, \$ 7.50 (PRO)	Clear Channel
KIOC-F, 106.1, 100 KW @ 1060,	CONTEMP (Drake-Chen)	, \$13.00 (Christal)	
KQXY-F, 94.1, 100 KW @ 645,	BTFL MUS (Schulke)	, \$14.00 (Mc-Guild)	Air Waves
KWIC-F, 107.7, 100 KW @ 389,	ROCK	ABC-C, \$18.00 (Eastman)	
KYKR-F, 93.3, 100 KW @ 500,	COUNTRY	, \$ 7.75 (Torbet)	

TV STATIONS	KBMT Beaumont	12 ABC	KFDM Beaumont	6 CBS, Belo
	KJAC Port Arthur	4 NBC, Clay		

NEWSPAPERS	Beaumont Enterprise	M 64,829	Beaumont Journal	E 14,423
	Orange Leader	E 11,280	Port Arthur News	E 26,875, Cox

BIRMINGHAM

Market # 47; ADI # 49  
 Revenue Rank # 39  
 Income Rank # 34  
 APR 13.9  
 SMSA Pop: 815,600

Revenue : \$10,929,173  
 Income : \$ 1,563,402  
 % Rev Change: +20.2%  
 Stations: 21/18

National Rev: \$2,175,716  
 Nat Rev per Cap: \$2.67  
 Tot Rev per Cap: \$13.40  
 Tot Inc per Cap: \$1.92  
 Profit Margin: 14.3%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77
1. WKXX-F	130/13.8	10.1	10.4	10.4	5.6
2. WENN-F	92/ 9.7	7.5	9.6	2.6	2.6
3. WERC	75/ 7.9	5.1	9.1	8.5	11.1
4. WSGN	62/ 6.6	10.2	8.0	9.5	11.0
5. WQEZ-F	60/ 6.4	7.0	3.0	3.9	5.7
6. WRKK-F	54/ 5.7	5.8	3.5	4.8	---
7. WATV	47/ 5.0	4.5	5.3	7.0	12.9
8. WAPI-F	41/ 4.3	4.0	3.7	3.0	1.3
9. WYDE	40/ 4.2	6.3	7.0	7.3	5.0
10. WJLD	37/ 3.9	5.1	4.7	7.3	3.9
11. WZZK-F	36/ 3.8	3.9	4.1	4.2	3.8
12. WENN	33/ 3.5	6.6	6.3	7.5	4.7

12+ TSA 1/4

1. WKXX-F	202
2. WQEN-F	167
3. WENN-F	103
4. WVOK	92
5. WRKK-F	89
6. WERC	83
7. WQEZ-F	72
WZZK-F	72
9. WSGN	71
10. WAPI-F	62
11. WYDE	54
12. WATV	49

12+ TSA CUME/MSA CUME RAT

1. WKXX-F	2767/25.0
2. WSGN	1943/25.6
3. WERC	1916/25.1
4. WQEN-F	1371/ 2.2
5. WVOK	1180/ 7.9
6. WZZK-F	1158/10.4
7. WYDE	1113/13.2
8. WENN-F	1103/14.9
9. WRKK-F	1067/11.0
10. WQEZ-F	1062/12.8
11. WAPI-F	1015/10.3
12. WAPI	784/10.4

12+ FM SHARE (METRO): 52.72% (456 of 865) (O/N 78: 40.25%)  
 12+ FM SHARE (TSA) : 61.46% (810 of 1318) (O/N 78: 53.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKXX-F	1. WKXX-F	1. WKXX-F	1. WENN-F	1. WQEZ-F	1. WKXX-F
2. WENN-F	2. WENN-F	2. WENN-F	2. WQEZ-F	2. WERC	2. WQEN-F
3. WERC	WRKK-F	3. WERC	3. WKXX-F	3. WENN-F	3. WSGN
4. WRKK-F	4. WSGN	4. WSGN	WERC	4. WYDE	4. WENN-F
5. WSGN	5. WERC	5. WRKK-F	5. WSGN	5. WZZK-F	5. WERC

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	137 (2)	195 (3)	332 (5)	38.4
BLACK/DISCO	93 (3)	92 (1)	185 (4)	21.4
COUNTRY	90 (4)	36 (1)	126 (5)	14.6
BTFL MUSIC		101 (2)	101 (2)	11.7
RELIGION/GOSPEL	38 (2)	32 (1)	70 (3)	8.1
MOR/AC	51 (2)		51 (2)	5.9
			865 (21)	

BIRMINGHAM ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WKXX-F	1. WKXX-F	1. WKXX-F	WAPI	1070	2.9
2. WQEN-F	2. WSGN	2. WENN-F	WARF	1240	(Jasper) 1.4
3. WENN-F	WERC	3. WSGN	WBUL	1220	1.0
4. WVOK	4. WYDE	4. WYDE	WCRT	1260	2.5
5. WERC	5. WENN-F	5. WDJC-F	WDJC-F	93.7	3.4
6. WZZK-F	6. WZZK-F	6. WERC	WLPH	1480	(Irondale) .5
7. WQEZ-F	7. WAPI-F	7. WATV	WVOK	690	3.3
8. WSGN	8. WQEZ-F	8. WRKK-F	WYAM	1450	(Bessemer) .6
9. WRKK-F	9. WVOK	9. WZZK-F	WQEN-F	103.7	(Gadsden) 1.2
10. WAPI-F	10. WQEN-F	10. WENN			
11. WYDE	11. WRKK-F				
12. WATV	12. WAPI				
13. WDJC-F	13. WJLD				
14. WJLD	14. WDJC-F				
15. WENN	15. WENN				

ADI FM SHARE: 56.10% (745 of 1328) (O/N 78: 45.30%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW (DA-N), AC/MOR (Radio Arts)	NBC, \$24.00	(MMR)	Newhouse
WATV, 990, 1 KW (DAYS), BLACK	, \$16.00	(Howard)	
WENN, 1320, 5 KW (DAYS), GOSPEL	NBN, \$23.00	(Selcom)	
WERC, 960, 5 KW (DA-N), ROCK	, \$60.50	(Mc-Guild)	Mooney
WJLD, 1400, 1 KW/250 W, BLACK	ABC-C, SBN, \$23.80	(HR/Stone)	
WSGN, 610, 5 KW/1 KW (DA-N), CONTEMP	RKO, \$58.88	(Eastman)	Harte-Hanks
WVOK, 690, 50 KW (DAYS), COUNTRY	, \$33.33	(Buckley)	
WYDE, 850, 50 KW/1 KW (DA-2), COUNTRY	ABC-I, \$38.75	(Katz)	Colum Pic Ind

FM STATIONS

WAPI-F, 94.5, 100 KW @ 982, BTFL MUS (FM-100)	, \$24.00	(MMR)	Newhouse
WDJC-F, 93.7, 100 KW @ 550, RELIGION	, \$20.00	(---)	Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK,	NBN, \$23.00	(Selcom)	
WKXX-F, 106.9, 100 KW @ 1114, AOR	, \$60.50	(Mc-Guild)	Mooney
WQEN-F, 103.7, 100 KW @ 1110, CONTEMP	, \$15.00	(Market 4)	(GADSDEN)
WQEZ-F, 96.5, 100 KW @ 890, BTFL MUS (TM)	, \$25.00	(Blair)	
WRKK-F, 99.5, 100 KW @ 952, AOR	, \$18.00	(Christal)	
WZZK-F, 104.7, 100 KW @ 640, COUNTRY (TM)	ABC-E, \$23.00	(HR/Stone)	<i>Park Cities</i>

TV STATIONS

WAPI	Birmingham	13	NBC, Newhouse
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPERS

Birmingham News	E	178,269, Newhouse
Birmingham Post-Herald	M	66,236, Newhouse

BOSTON

SRDS Market # 6; ADI # 6  
 FCC Revenue Rank # 8  
 FCC Income Rank # 13  
 APR 16.2  
 SMSA POP: 3,917,399

Revenue : \$38,595,399  
 Income : \$ 4,192,652  
 % Rev Change: 12.2%  
 Stations: 33/26

National Rev: \$15,351,523  
 Nat Rev per Cap: \$3.92  
 Tot Rev per Cap: \$9.85  
 Tot Inc per Cap: \$1.07  
 Profit Margin : 10.9%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHDH 528/11.1	11.2	11.2	1. WHDH 622	1. WBZ 12091/25.5
2. WJIB-F 474/ 9.9	8.4	6.8	2. WBZ 602	2. WHDH 9389/26.1
3. WBZ 391/ 8.2	8.5	8.0	3. WJIB-F 566	3. WRKO 7701/18.6
4. WEEI 345/ 7.2	6.4	8.2	4. WEEI 399	4. WJIB-F 7636/20.1
5. WVBF-F 283/ 5.9	6.3	6.0	5. WBCN-F 398	5. WEEI 6806/19.6
6. WXKS-F 261/ 5.5	5.5	3.6	6. WVBF-F 349	6. WVBF-F 6335/16.6
7. WCOZ-F 238/ 5.0	4.5	4.8	7. WXKS-F 333	7. WBCN-F 5105/10.3
8. WBCN-F 225/ 4.7	5.1	4.1	8. WEEI-F 318	8. WCOZ-F 4737/11.1
9. WRKO 218/ 4.6	5.3	6.8	9. WCOZ-F 316	9. WXKS-F 4701/12.1
10. WEEI-F 208/ 4.4	3.0	3.4	10. WRKO 278	10. WEEI-F 4555/10.6
11. WITS 197/ 4.1	4.5	3.5	11. WAAF-F 234	11. WROR-F 4466/10.4
12. WROR-F 157/ 3.3	3.3	3.0	12. WROR-F 226	12. WAAF-F 3457/ 4.2
13. WSSH-F 148/ 3.1	2.2	2.4	13. WITS 212	13. WSSH-F 2557/ 6.2
14. WHUE-F 106/ 2.2	3.3	---	14. WSSH-F 190	14. WITS 2555/ 7.6
15. WCRB-F 79/ 1.7	1.6	1.2	15. WHUE-F 145	15. WHUE-F 2533/ 6.1

12+ FM SHARE (METRO): 54.54% (2402 of 4404) (O/N 78: 48.12%)  
 12+ FM SHARE (TSA): 59.15% (3597 of 6081) (O/N 78: 53.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVBF-F	1. WBCN-F	1. WHDH	1. WHDH	1. WJIB-F	1. WBZ
2. WXKS-F	2. WCOZ-F	2. WBZ	2. WBZ	2. WHDH	2. WHDH
3. WRKO	3. WEEI-F	3. WBCN-F	3. WJIB-F	3. WBZ	3. WEEI
4. WCOZ-F	4. WXKS-F	4. WXKS-F	4. WEEI-F	4. WEEI	4. WJIB-F
5. WAAF-F	5. WVBF-F	5. WEEI-F	5. WEEI	5. WSSH-F	5. WBCN-F
6. WBCN-F	6. WHDH	6. WCOZ-F	6. WXKS-F	6. WITS	6. WRKO
7. WHDH	7. WROR-F	7. WVBF-F	7. WITS	7. WHUE-F	7. WVBF-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	248 (3)	1237 (8)	1485 (11)	33.7
MOR/AC	1038 (7)		1038 (7)	23.6
BTFL MUSIC	51 (1)	745 (4)	796 (5)	18.1
NEWS/INFO/TALK	542 (2)		542 (2)	12.3
BLACK/DISCO	35 (1)	323 (2)	358 (3)	8.1
CLASSICAL		79 (1)	79 (1)	1.8
RELIGION	73 (2)		73 (2)	1.7
BIG BAND		18 (1)	18 (1)	0.4
UNKNOWN	15 (1)		15 (1)	0.3
			<u>4404 (33)</u>	

BOSTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WHDH	1. WBZ	1. WBZ	WBOS-F	92.9	(Brookline) 1.3
2. WJIB-F	2. WHDH	2. WHDH	WBZ-F	106.7	.4
3. WBZ	3. WJIB-F	3. WEEI	WCAS	740	(Cambridge) .3
4. WEEI	4. WRKO	4. WJIB-F	WCCM	800	(Lawrence) .6
5. WBCN-F	5. WEEI	5. WRKO	WCGY-F	93.7	(Lawrence) .6
6. WVBF-F	6. WVBF-F	6. WXKS-F	WDLW	1330	.3
7. WXXK-F	7. WBCN-F	7. WVBF-F	WESX	1230	(Salem) .7
8. WEEI-F	8. WXKS-F	8. WCOZ-F	WEZE	1260	.5
9. WCOZ-F	9. WCOZ-F	9. WBCN-F	WHUE	1150	1.1
10. WRKO	10. WEEI-F	10. WITS	WILD	1090	.7
11. WITS	11. WROR-F		WJDA	1300	(Quincy) .7
12. WROR-F	12. WAAF-F		WLLH	1400	(Lowell) .3
13. WAAF-F	13. WSSH-F		WNTN	1550	(Newton) .5
14. WSSH-F	14. WITS		WROL	950	1.0
15. WHUE-F	15. WHUE-F		WAAF-F	107.3	(Worcester) 1.6
			WPLM-F	99.1	(Plymouth) .4
			WSRS-F	96.1	(Worcester) .4

ADI FM SHARE: 60.00% (3686 of 6144) (O/N 78: 52.20%)

AM STATIONS

WBZ, 1030, 50 KW (Clear)	, MOR/TALK	, \$133.75 (RAR)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$100.00 (CBS Spot)	CBS
WHDH, 850, 50 KW (DA-2)	, MOR	, \$202.50 (Blair)	John Blair
WITS, 1510, 50 KW/5 KW (DA-1)	, TALK	NBC, \$ 80.00 (Katz)	Mariner
WRKO, 680, 50 KW (DA-2)	, ROCK	RKO, \$148.13 (RKO)	RKO

FM STATIONS

WBCN-F, 104.1, 50 KW @ 742, AOR		, \$115.00 (Torbet)	Infinity
WCOZ-F, 94.5, 7 KW @ 1140, AOR		, \$132.50 (Blair)	John Blair
WEEI-F, 103.3, 12 KW @ 890, SOFT CONTEMP		, \$ 88.75 (CBS FM)	CBS
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)	ABC-I, \$ 58.00 (Eastman)		GCC
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS (Schulke)		, \$105.63 (Christal)	GE
WROR-F, 98.5, 6 KW @ 1191, CONTEMP	RKO, \$ 80.00 (RKO)		RKO
WSHH-F, 99.5, 40 KW @ 550, BTFL MUS (FM 100)		, \$ 36.00 (Selcom)	
WVBF-F, 105.7, 11 KW @ 954, ROCK		, \$111.25 (Mc-Guild)	Fairbanks
WXKS-F, 107.9, 21 KW @ 710, DISCO (?)		, \$122.50 (MMR)	Heftel
WAAF-F, 107.3, 17 KW @ 784, AOR (Burk-Abr)		, \$ 40.00 (Katz)	Park City (Worcester)
WCRB-F, 102.5, 11 KW @ 920, CLASSICAL		, \$ 37.50 (----)	

TV STATIONS

WBZ Boston 4	NBC, Westinghouse	WSBK Boston 38	IND, Starr
WCVB Boston 5	ABC	WXNE Boston 25	IND, Christian
WLVI Cambridge 56	IND, Field	WSMW Worcester 27	IND
WNAC Boston 7	CBS, RKO		

NEWSPAPERS

Boston Globe	263,296 (M)	167,679 (E)	Affiliated
Boston Herald American	261,035 (M)	Hearst	

BUFFALO

Market # 30; ADI # 29  
 FCC Revenue Rank # 29  
 FCC Income Rank # 26  
 APR 16.0  
 SMSA Pop: 1,296,200

Revenue : \$14,083,026  
 Income : \$ 2,667,260  
 % Rev Change: 9.7%  
 Stations: 23/18

National Rev: \$4,343,885  
 Nat Rev per Cap: \$3.35  
 Tot Rev per Cap: \$10.86  
 Tot Inc per Cap: \$2.06  
 Profit Margin: 18.9%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	79	78	78	77	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WJYE-F	267/15.6	14.9	13.8	12.9	13.4	1. WJYE-F	299	1. WKBW	4552/35.3
2. WBEN	244/14.3	13.3	13.9	12.5	13.0	2. WBEN	260	2. WBEN	4159/35.0
3. WGR	188/11.0	10.5	10.2	11.2	11.9	3. WGR	251	3. WGR	4149/29.6
4. WKBW	186/10.9	14.0	12.8	16.5	14.7	4. WBEN-F	222	4. WBEN-F	3584/22.2
5. WBEN-F	132/ 7.7	8.3	7.6	5.7	5.6	WKBW	222	5. WJYE-F	2947/24.3
6. WBLK-F	96/ 5.6	3.8	3.2	4.2	3.4	6. WBLK-F	97	6. WGRQ-F	1566/11.3
7. WPHD-F	69/ 4.0	3.4	4.0	3.4	3.6	7. WGRQ-F	95	7. WPHD-F	1196/10.7
8. WGRQ-F	61/ 3.6	5.4	5.1	4.5	4.7	8. WADV-F	73	8. WBUF-F*	997/ 7.5
WADV-F	61/ 3.6	4.3	5.5	4.4	2.7	9. WPHD-F	70	9. WYSL	992/ 9.1
10. WWOL	51/ 3.0	2.7	2.1	2.3	3.4	10. WWOL	60	10. WBLK-F	988/ 9.0
11. WBUF-F*	40/ 2.3	1.5	1.0	1.7	2.2	11. WBUF-F*	47	11. WADV-F	797/ 6.5
12. WYSL	27/ 1.6	.9	2.0	2.4	3.1	12. WWOR-F	29	12. WWOL	599/ 4.4

12+ FM SHARE (METRO): 49.84% (787 of 1579) (O/N 78: 48.92%)  
 12+ FM SHARE (TSA) : 46.62% (884 of 1896) (O/N 78: 49.56%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKBW	1. WGR	1. WGR	1. WJYE-F	1. WJYE-F	1. WBEN
2. WBEN-F	2. WBEN-F	2. WJYE-F	2. WGR	2. WBEN	2. WKBW
3. WGRQ-F	3. WKBW	3. WBEN-F	3. WBEN	3. WGR	3. WGR
4. WBLK-F	4. WPHD-F	4. WKBW	4. WKBW	4. WKBW	4. WJYE-F
5. WGR	5. WBLK-F	5. WBEN	5. WBEN-F	5. WADV-F	5. WBEN-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	224 (3)	309 (5)	533 (8)	33.8
MOR/AC	467 (5)		467 (5)	29.6
BTFL MUSIC		337 (3)	337 (3)	21.3
COUNTRY	84 (2)	22 (1)	106 (3)	6.7
BLACK/DISCO	27 (1)	96 (1)	123 (2)	7.8
RELIGION		23 (2)	23 (2)	1.5
			<u>1579 (23)</u>	

\* Arbitron has determined that the following station ran on-air survey announcements:

WBUF-FM



BUFFALO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WJYE-F	1. WKBW	1. WKBW	WDCX-F	99.5 .8
2. WBEN	2. WBEN	2. WBEN	WHL D	1270 (Niagara Falls) .6
3. WGR	3. WGR	3. WGR	WHL D-F	98.5 (Niagara Falls) .5
4. WKBW	4. WBEN-F	4. WJYE-F	WJ J L	1440 (Niagara Falls) .9
5. WBEN-F	5. WJYE-F	5. WBLK-F	WLVL	1340 (Lockport) .6
6. WBLK-F	6. WGRQ-F	6. WBEN-F	WNIA	1230 (Cheektowaga) .6
7. WGRQ-F	7. WPHD-F	7. WPHD-F	WUFO	1080 (Amherst) 1.6
8. WADV-F	8. WYSL	8. WJ J L	WWOR-F	104.1 1.3
9. WPHD-F	9. WBLK-F	9. WGRQ-F	WXRL	1300 (Lancaster) 1.3
10. WWOL	10. WBUF-F	10. WBUF-F	WBIV-F	107.7 (Wetherfield) .6
			CHUM-F	104.5 (Toronto) .4
11. WBUF-F	11. WADV-F			
12. WJTN	12. WWOL			
	13. WUFO			
14. WEBF-F	14. WWOR-F			
15. WWOR-F	15. WJTN			

ADI FM SHARE: 49.79% (1067 of 2143) (O/N 78: 46.10%)

AM STATIONS

WBEN, 930, 5 KW (DA-N), AC/MOR	NBC, \$85.76 (Eastman)
WGR, 550, 5 KW (DA-N), MOR/AC	ABC-E, \$92.50 (Katz) Taft
WKBW, 1520, 50 KW (DA-1), ROCK	, \$68.50 (Blair) Cap Cities
WUFO, 1080, 1 KW (DAYS), BLACK	SBN, \$13.00 (HR/Stone) Sheridan
WWOL, 1120, 1 KW (DYAS), COUNTRY	ABC-I, \$23.56 (Market 4) Associated
WYSL, 1400, 1 KW/250 W, CONTEMP	ABC-C, \$27.00 (Masla)
WJTN, 1240, 500 W/250 W, MOR	ABC-E, \$11.00 (Masla) Goldman (JAMESTOWN)

FM STATIONS

WADV-F, 106.5, 30 KW @ 400, BTFL MUS	, \$19.50 (Sav-Gates)
WBEN-F, 102.5, 110 KW @ 1800, ROCK (TM)	, \$49.50 (Eastman)
WBLK-F, 93.7, 50 KW @ 380, BLACK/DISCO	NBN, \$22.00 (PRO)
WBUF-F, 92.9, 91 KW @ 630, AOR	, \$24.75 (Selcom) Liggett
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abr)	, \$37.50 (Katz) Taft
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS	, \$60.22 (Torbet) McCormick
WPHD-F, 103.3, 49 KW @ 423, CONTEMP	ABC-C, \$27.00 (Masla)
WWOR-F, 104.1, 50 KW @ 250, COUNTRY	ABC-I, MBS, \$23.56 (Market 4) Associated
WHUG-F, 101.7, 3 KW @ 300, COUNTRY	NBC, \$ 6.25 (Pro) Trend (JAMESTOWN)

TV STATIONS

WGR	Buffalo	2	NBC, Taft
WIVB	Buffalo	4	CBS
WKBW	Buffalo	7	ABC, Capital Cities
WUTV	Buffalo	29	IND

NEWSPAPERS

Buffalo Courier, Express	M	125,163
Buffalo News	E	266,125
Niagara Falls Gazette	E	31,006, Gannett

CHARLOTTE

Market # 67; ADI # 32  
 Revenue Rank # 36  
 Income Rank # 35  
 APR 14.3  
 SMSA Pop: 605,300

Revenue: \$11,716,092  
 Income : \$ 1,450,016  
 % Rev Change: +15.8%  
 Stations: 19/20

National Rev: \$2,951,387  
 Nat Rev per Cap: \$4.88  
 Tot Rev per Cap: \$19.36  
 Tot Inc per Cap: \$2.40  
 Profit Margin: 12.4%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBT	124/17.2	17.7	17.7	21.2	24.9	1. WSOC-F 292	1. WBT	4095/36.8
2. WSOC-F	91/12.6	14.4	9.8	7.2	4.7	2. WBT 263	2. WSOC-F	3484/21.9
3. WROQ-F	80/11.1	6.9	7.3	10.5	9.5	3. WROQ-F 218	3. WROQ-F	2846/23.2
4. WAYS	75/10.4	11.1	11.9	18.0	17.1	4. WEZC-F 145	4. WAYS	2401/29.5
5. WBCY-F	52/ 7.2	8.2	7.4	7.8	9.1	5. WAYS 111	5. WBCY-F	1933/15.8
6. WEZC-F	49/ 6.8	10.2	14.2	5.1	4.7	6. WBCY-F 106	6. WEZC-F	1903/14.6
7. WGIV	39/ 5.4	5.5	6.8	6.1	5.1	7. WPEG-F 63	7. WPEG-F	1188/12.2
8. WPEG-F	35/ 4.9	5.3	.8	1.9	1.1	8. WSOC 46	8. WSOC	1078/12.4
9. WSOC	34/ 4.7	3.5	5.2	6.3	4.4	9. WGIV 39	9. WGIV	731/13.1
10. WZXI-F	19/ 2.6	1.0	1.7	.9	---	10. WZXI-F 20	10. WZXI-F	422/ 5.3

12+ FM SHARE (METRO): 49.47% (329 of 665) (O/N 78: 44.43%)  
 12+ FM SHARE (TSA) : 61.55% (858 of 1394) (O/N 78: 55.22%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WROQ-F	1. WBT	1. WBT	1. WBT	1. WBT	1. WROQ-F+
2. WAYS	2. WROQ-F	2. WSOC-F	2. WSOC-F	2. WSOC-F	2. WBT
3. WBT	3. WAYS	3. WROQ-F	3. WEZC-F	3. WEZC-F	3. WSOC-F
WGIV	4. WSOC-F	4. WAYS	WAYS	4. WSOC	4. WEZC-F
5. WBCY-F	5. WBCY-F	5. WBCY-F	5. WBCY-F	5. WAYS	5. WBCY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	75 (1)	186 (4)	261 (5)	39.2
MOR/AC	140 (3)		140 (3)	21.1
COUNTRY	9 (1)	94 (2)	103 (3)	15.5
BTFL MUSIC		49 (1)	49 (1)	7.4
BLACK/DISCO	39 (1)		39 (1)	5.9
NEWS/TALK	34 (1)		34 (1)	5.1
RELIGION	31 (3)		31 (3)	4.7
VARIETY	5 (1)		5 (1)	0.8
UNKNOWN	3 (1)		3 (1)	0.5
			665 (19)	

CHARLOTTE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WSOC-F	1. WBT	1. WBT	WAME	1480	1.7
2. WBT	2. WSOC-F	2. WSOC-F	WGNC	1450	(Gastonia) .7
3. WROQ-F	3. WROQ-F	3. WAYS	WHVN	1310	1.7
4. WEZC-F	4. WAYS	4. WROQ-F	WIST	1240	1.4
5. WAYS	5. WEZC-F	5. WGIV	WIXE	1190	(Monroe) 1.3
6. WBCY-F	6. WBCY-F	6. WPEG-F	WLTC	1370	(Gastonia) 1.0
7. WPEG-F	7. WPEG-F	7. WEZC-F	WMAP	1060	(Monroe) .8
8. WFMX-F	8. WSOC	8. WSOC	WQCC	1540	.4
9. WSOC	9. WFMX-F	9. WAME	WAGI-F	105.3	(Gaffney, NC) .4
10. WGIV	10. WGIV	10. WBCY-F			
11. WFBC-F	11. WXRC-F				
12. WXRC-F	12. WFBC-F				
13. WHKY-F	13. WXIK-F				
14. WRHI	14. WTQR-F				
15. WTQR-F	15. WZXI-F				

ADI FM SHARE: 63.49% (1019 of 1605) (O/N 78: 56.55%)

AM STATIONS

WAME, 1480, 5 KW (DA-2)	, RELIGION	, \$15.00	(-----)	Swaggert
WAYS, 610, 5 KW/1 KW (DA-2)	, ROCK	, \$71.58	(Eastman)	Sis
WBT, 1110, 50 KW (DA-N)	, AC/CONT	ABC-E, \$140.00	(Blair)	Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N)	, BLACK	, \$23.75	(Selcom)	Bdcst Ent Net
WSOC, 930, 5 KW/1 KW (DA-N)	, NEWS	NBC, MBS, \$24.00	(Christal)	Cox
WRHI, 1340, 1 KW/250 W	, AC	CBS, \$ 5.50	(-----)	(ROCK HILL)

FM STATIONS

WBCY-F, 107.9, 100 KW @ 980	, ROCK	ABC-F, \$60.00	(Blair)	Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240	, BTFL MUS	, \$68.00	(Torbet)	EZ
WPEG-F, 97.9, 20 KW @ 390	, ROCK	MBS, \$22.50	(HR/Stone)	(CONCORD)
WROQ-F, 95.1, 100 KW @ 574	, AOR (Burk-Abr)	, \$71.58	(Eastman)	Sis
WSOC-F, 103.7, 100 KW @ 1040	, COUNTRY (TM)	, \$57.00	(Christal)	Cox
WFMX-F, 105.7, 100 KW @ 350	, COUNTRY/GOSPEL	, \$ 5.00	(Southern)	(STATESVILLE)
WXRC-F, 95.7, 27 KW @ 350	, CONTEMP	, \$10.25	(Southern)	(HICKORY)
WFBC-F, 93.7, 100 KW @ 1840	, CONTEMP (Drake-Chen)	, \$60.50	(Katz)	Multimedia (GREENVILLE, SC)
WHKY-F, 102.9, 15 KW @ 325	, RELIGION	, \$ 5.00	(-----)	(HICKORY)
WTQR-F, 104.1, 100 KW @ 2380	, COUNTRY (Drake-Chen)	, \$57.00	(Mc-Guild)	(WINSTON-SALEM)
WXIK-F, 96.1, 100 KW @ 286	, CONTEMP	, \$ 6.00	(-----)	(SHELBY)
WZXI-F, 101.9, 11 KW @ 890	, ROCK (?)	, \$ 6.00	(-----)	(GASTONIA)

TV STATIONS

WBTV	Charlotte	3	CBS, Jeff-Pilot
WCCB	Charlotte	18	IND, Bahakel
WRET	Charlotte	36	NBC, Ted Turner
WSOC	Charlotte	9	ABC, Cox
WHKY	Hickory	14	IND

NEWSPAPERS

Charlotte Observer	M	171,219	Knight-Ridder
Charlotte News	E	55,240	Knight-Ridder
Gastonia Gazette	E	33,487	Freedom

CHATTANOOGA

Market # 95  
 Revenue Rank # 99  
 Income Rank # 322  
 APR 13.1  
 SMSA Pop: 401,000

Revenue : \$4,652,760  
 Income : \$ -32,010  
 % Rev Change: +24.6%  
 Stations: 16/15

National Rev: \$489,169  
 Nat Rev per Cap: \$1.22  
 Tot Rev per Cap: \$11.60  
 Tot Inc per Cap: \$-.08  
 Profit Margin: ----

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WSKZ-F	80/17.8	12.4	9.9	8.5	11.4	1. WSKZ-F 155	1. WSKZ-F	1681/26.0
2. WDEF-F	67/14.9	7.9	12.5	7.3	10.5	2. WDEF-F 77	2. WDEF	1055/30.3
3. WDEF	64/14.3	18.7	13.4	14.9	15.6	3. WDEF 64	3. WFLI	1008/21.1
4. WDOD	37/ 8.2	9.8	10.2	11.7	9.9	4. WDOD-F 40	4. WDEF-F	945/22.1
5. WNOO	36/ 8.0	6.9	7.3	7.1	7.5	5. WDOD 39	5. WDOD	806/20.2
6. WGOW	30/ 6.7	6.1	7.1	4.4	5.1	6. WFLI+ 36	6. WDOD-F	647/10.1
7. WFLI+	28/ 6.2	8.9	10.6	17.8	13.4	WNOO 36	7. WGOW	640/18.4
8. WDOD-F	18/ 4.0	5.1	4.3	3.2	4.9	8. WGOW 30	8. WNOO	385/11.2
9. WDXB	17/ 3.8	.4	1.5	1.8	1.6	9. WDXB 17	9. WDXB	303/ 8.8
10. WFLA	11/ 2.4	5.7	3.2	3.0	3.0	10. WZDQ-F 11	10. WZDQ-F	274/ 7.0

12+ FM SHARE (METRO): 44.28% (182 of 411) (O/N 78: 32.36%)  
 12+ FM SHARE (TSA) : 54.60% (291 of 533) (O/N 78: 40.12%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WDEF-F	1. WDEF-F	1. WDEF
2. WGOW		2. WDEF-F	WSKZ-F	2. WDEF	2. WSKZ-F
WFLI+		3. WDEF	3. WDEF	3. WDOD	3. WDEF-F
4. WNOO		4. WDOD	4. WDOD	4. WDOD-F	

OTHER RATED STATIONS/METRO SHARE

WEPG 910 (S. Pittsburg) .4 WRIP 980 (Rossville) .4  
 WOVE-F 105.5 (Rossville) .4 WZDQ-F 102.3 (Soddy-Daisy) 2.2 WMOC 1450 1.6

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	53 (2)	95 (3)	148 (5)	36.0
MOR/AC	92 (3)		92 (3)	22.4
BTFL MUSIC		85 (2)	85 (2)	20.7
COUNTRY	37 (1)	2 (1)	39 (2)	9.5
BLACK	36 (1)		36 (1)	8.8
RELIGION	9 (2)		9 (2)	2.2
UNKNOWN	2 (1)		2 (1)	0.5
			411 (16)	

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N) , MOR CBS, \$37.25 (Eastman) Park  
 WDOD, 1310, 5 KW (DA-N) , COUNTRY ABC-E, \$22.50 (Torbet) Bahakel  
 WDXB, 1490, 1 KW/250 W , MOR NBC, \$10.12 (Sav-Gates)  
 WFLI+, 1070, 50 KW/1 KW (DA-2), ROCK ABC-C, \$47.00 (Mc-Guild)  
 WGOW, 1150, 5 KW/1 KW (DA-N), CONTEMP , \$22.50 (Katz)  
 WLFA, 1450, 1 KW/250 W , RELIGION/MOR , \$ 4.00 (-----)  
 WNOO, 1260, 5 KW (DAYS) , BLACK SBN, \$14.00 (Lazar)

WDEF-F, 92.3, 100 KW @ 895, BTFL MUS (FM-100) , \$37.25 (Eastman) Park  
 WDOD-F, 96.5, 19 KW @ 1010, BTFL MUS , \$11.00 (Torbet) Bahakel  
 WSKZ-F, 106.5, 100 KW @ 1076, ROCK , \$28.00 (Katz)  
 WZDQ-F, 102.3, 3 KW @ 485, CONTEMP , \$12.00 (Selcom)

TV STATIONS

WDEF Chattanooga 12 CBS, Park WRCB Chattanooga 3 NBC, Ziff-Da  
 WRIP Chattanooga 61 IND WTVC Chattanooga 9 ABC

NEWSPAPERS

Chattanooga News-Free Press E 65,017 Chattanooga Times M 54,292

CHICAGO

SRDS Market # 2; ADI # 3  
 FCC Revenue Rank # 3  
 FCC Income Rank # 3  
 APR 16.5  
 SMSA Pop: 7,019,000

Revenue : \$87,625,459  
 Income : \$14,969,234  
 % Rev Change: 13.9%  
 Stations in MKT: 33/54

National Rev: \$29,029,824  
 Nat Rev per Cap: \$4.14  
 Rev per Capita : \$12.48  
 Inc per Capita : \$2.13  
 Profit Margin : 17.1%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGN 1078/10.5	11.0	10.1	1. WGN 1378	1. WLS 25158/22.0
2. WLOO-F 848/ 8.2	6.9	7.3	2. WLS 1100	2. WGN 19868/23.6
3. WLS 641/ 6.2	7.9	6.3	3. WMAQ 983	3. WMAQ 18371/13.9
4. WBBM 624/ 6.1	6.9	7.1	4. WLOO-F 851	4. WBBM 16731/19.9
5. WLAK-F 579/ 5.6	4.2	3.9	5. WBBM 812	5. WLUP-F 8814/13.1
6. WLUP-F 510/ 4.9	5.3	2.8	6. WLAK-F 619	6. WLOO-F 8795/13.9
7. WMAQ 460/ 4.5	4.7	6.5	7. WLUP-F 575	7. WLAK-F 8071/11.7
8. WIND 445/ 4.3	4.7	3.0	8. WIND 487	8. WIND 7607/11.1
9. WBMX-F 430/ 4.2	4.3	4.9	9. WBMX-F 436	9. WKQX-F 5923/ 9.0
10. WCLR-F 318/ 3.1	3.5	3.8	10. WCLR-F 330	10. WBMX-F 5832/ 9.1
11. WFYR-F 298/ 2.9	3.0	3.5	11. WFYR-F 329	11. WBBM-F 5710/ 8.0
12. WVON 287/ 2.8	3.2	3.3	12. WKQX-F 294	12. WEFM-F 5622/ 8.8
13. WKQX-F 283/ 2.7	1.4	2.5	13. WVON 287	13. WMET-F 5032/ 7.3
14. WGCI-F 277/ 2.7	1.9	1.9	14. WJEZ-F 282	14. WVON 4809/ 7.7
15. WJEZ-F 261/ 2.5	1.7	1.3	15. WGCI-F 278	15. WFYR-F 4676/ 7.2
16. WMET-F 231/ 2.2	1.4	2.1	16. WAIT 256	16. WCLR-F 4658/ 7.2
17. WAIT 224/ 2.2	2.0	1.4	17. WMET-F 245	17. WGCI-F 4007/ 6.3
WEFM-F 224/ 2.2	2.7	2.6	18. WBBM-F 235	18. WFMT-F 3538/ 5.3
19. WBBM-F 213/ 2.1	2.1	2.6	19. WJPC 225	19. WJPC 3473/ 5.3
20. WJPC 212/ 2.1	1.9	1.7	20. WEFM-F 224	20. WAIT 3400/ 4.8

12+ FM SHARE (METRO): 55.14% (5280 of 9575) (O/N 78: 50.34%)  
 12+ FM SHARE (TSA) : 48.49% (5527 of 11399) (O/N 78: 44.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLUP-F	1. WLS	1. WLS	1. WGN	1. WGN	1. WGN
2. WLS	2. WLUP-F	2. WLOO-F	2. WLOO-F	2. WLOO-F	2. WLS
3. WEFM-F	3. WBMX-F	3. WLUP-F	3. WLAK-F	3. WLAK-F	3. WMAQ
4. WBMX-F	4. WFYR-F	4. WGN	4. WBBM	4. WBBM	4. WBBM
5. WMET-F	5. WGCI-F	5. WBMX-F	5. WLS	5. WMAQ	5. WLOO-F
6. WVON	6. WCLR-F	6. WMAQ	6. WMAQ	6. WIND	6. WLUP-F
WGCI-F	7. WXRT-F	7. WFYR-F	7. WCLR-F	7. WAIT	7. WIND
	8. WJPC	8. WCLR-F	8. WFYR-F	8. WJEZ-F	8. WLAK-F
	9. WKQX-F	9. WBBM	9. WBMX-F	WCLR-F	9. WBMX-F
	10. WMET-F	10. WKQX-F	10. WJEZ-F	10. WLS	10. WFYR-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	641 (1)	1785 (9)	2426 (10)	25.3
MOR/AC	1342 (3)	601 (2)	1943 (5)	20.3
BTFM MUSIC		1427 (2)	1427 (2)	14.9
BLACK/DISCO	499 (2)	880 (3)	1379 (5)	14.4
NEWS/INFO/TALK	1124 (3)		1124 (3)	11.7
COUNTRY	592 (2)	261 (1)	853 (3)	8.9
CLASSICAL		247 (2)	247 (2)	2.6
SPANISH	48 (1)	79 (1)	127 (2)	1.3
VARIETY	49 (1)		49 (1)	0.5
			9575 (33)	

CHICAGO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WGN	1. WGN	1. WBBM	WAUR-F	107.9	(Aurora) .4
2. WLOO-F	2. WLS	2. WGN	WCFL	1000	.5
3. WLS	3. WBBM	3. WBMX-F	WDAI-F	94.7	1.7
4. WBBM	4. WMAQ	4. WLUP-F	WFMT-F	98.7	2.0
5. WLAK-F	5. WLOO-F	5. WLUP-F	WJJD	1160	1.3
6. WLOO-F	6. WLUP-F	6. WMAQ	WJOB	1230	(Hammond) .4
7. WMAQ	7. WLAK-F	7. WVON	WJOL	1340	(Joliet) .5
8. WIND	8. WIND	8. WLOO-F	WNIB-F	97.1	.4
9. WBMX-F	9. WKQX-F	9. WLAK-F	WOJO-F	105.1	(Evanston) .8
10. WFYR-F	10. WBMX-F	10. WIND	WOPA	1490	(Oak Park) .5
11. WCLR-F	11. WEFM-F		WXFM-F	105.9	(Elmwood Park) .5
12. WKQX-F	12. WBBM-F		WXRT-F	93.1	1.8
13. WVON	13. WMET-F		WYEN-F	106.7	(Des Plaines) .3
14. WGCI-F	14. WVON				
15. WJEZ-F	15. WFYR-F				

ADI FM SHARE: 53.62% (5471 of 10204) (O/N 78: 49.15%)

AM STATIONS

WAIT, 820, 5 KW (L-SS Dallas), BTFL MUS/MOR (FM-100)	, \$ 50.00 (Mc-Guild)	Century
WBBM, 780, 50 KW (Clear), NEWS	CBS, \$218.75 (CBS Spot)	CBS
WGN, 720, 50 KW (Clear), MOR/TALK	, \$188.00 (Buckley)	WGN Cont
WIND, 560, 5 KW (DA-2), TALK/NEWS	, \$ 82.50 (RAR)	Westing
WJPC, 950, 1 KW (Days), BLACK	NBN, \$ 80.50 (--)	Johnson Pub
WLS, 890, 50 KW (Clear), ROCK	ABC-C, \$237.50 (Blair)	ABC
WMAQ, 670, 50 KW (Clear), COUNTRY	NBC, \$194.25 (Eastman)	NBC
WVON, 1390, 5 KW (DA-2), BLACK	SBN, \$ 77.00 (Selcom)	Gannett

FM STATIONS

WBBM-F, 96.3, 6.2 KW @ 1174, SOFT CONTEMP	, \$ 77.00 (CBS FM)	CBS
WBMX-F, 102.7, 6 KW @ 1170, BLACK	, \$130.00 (Howard)	Sonderling
WCLR-F, 101.9, 3 KW @ 1500, MOR/AC	, \$116.25 (Torbet)	Bonneville
WDAI-F, 94.7, 6.2 KW @ 1170, DISCO	ABC-F, \$ 88.75 (Katz)	ABC
WEFM-F, 99.5, 6 KW @ 1170, ROCK	, \$107.50 (HR/Stone)	GCC
WFMT-F, 98.7, 16 KW @ 1167, CLASSICAL	, \$ 80.75 (CMBS)	
WFYR-F, 103.5, 3 KW @ 1552, CONTEMP/AC	RKO, \$137.50 (RKO)	RKO
WGCI-F, 107.5, 33 KW @ 600, DISCO/BLACK	, \$ 50.00 (Selcom)	Gannett
WJEZ-F, 104.3, 14 KW @ 820, COUNTRY	ABC-I, \$ 67.50 (PRO)	Plough
WKQX-F, 101.1, 6 KW @ 1170, AC/MOR	, \$ 82.63 (Eastman)	NBC
WLAK-F, 93.9, 3 KW @ 1530, BTFL MUS (Schulke)	, \$106.25 (Katz)	Storer
WLOO-F, 100.3, 6.2 KW @ 1167, BTFL MUS (FM-100)	, \$161.25 (Mc-Guild)	Century
WLUP-F, 97.9, 6 KW @ 1170, AOR (Burk-Abr)	, \$139.38 (Christal)	Heftel
WMET-F, 95.5, 6 KW @ 1170, AOR	, \$ 74.00 (Masla)	Metromedia
WXRT-F, 93.1, 50 KW @ 500, AOR/PROG ROCK	, \$ 60.00 (Roslin)	

TV STATIONS

WBBM Chicago 2 CBS, CBS	WLS Chicago 7 ABC, ABC
WCIU Chicago 26 IND	WMAQ Chicago 5 NBC, NBC
WFLD Chicago 32 IND, Field	WSNS Chicago 44 IND, Harriscope
WGN Chicago 9 IND, WGN Cont	

NEWSPAPERS

Chicago Tribune	AD	783,041, WGN Cont
Chicago Sun Times	M	671,366, Field

CINCINNATI

Market # 26; ADI # 28  
 Revenue Rank # 21  
 Income Rank # 19  
 APR 14.2  
 SMSA Pop: 1,368,300

Revenue : \$20,481,095  
 Income : \$ 3,175,684  
 % Rev Change: +10.8%  
 Stations: 22/17

National Rev: \$4,589,777  
 Nat Rev per Cap: \$3.35  
 Tot Rev per Cap: \$14.97  
 Tot Inc per Cap: \$2.32  
 Profit Margin: 15.5%

12+ METRO	1/4/\$SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKRQ-F	188/11.8	12.1	12.1	10.8	7.9	1. WLW 317	1. WLW 6116/29.0
2. WCKY	177/11.1	10.8	11.5	11.5	9.8	2. WKRQ-F 275	2. WKRQ-F 4342/25.2
3. WLW	158/ 9.9	15.6	11.3	16.8	12.0	3. WHIO-F 218	3. WKRC 3504/23.4
4. WKRC	153/ 9.6	8.3	9.5	9.0	8.1	4. WEBN-F 189	4. WEBN-F 2937/18.6
5. WEBN-F	146/ 9.1	4.3	7.3	8.3	8.7	5. WCKY 188	5. WHIO-F 2912/ 1.3
6. WWEZ-F	121/ 7.6	7.1	9.1	5.3	9.3	6. WKRC 185	6. WWEZ-F 2291/15.3
7. WUBE-F	86/ 5.4	5.1	3.2	5.0	5.7	7. WWEZ-F 158	7. WCKY 2110/16.5
8. WLQA-F	80/ 5.0	5.0	4.2	4.1	4.7	8. WUBE-F 148	8. WSAI-F 2015/13.0
9. WSAI-F	70/ 4.4	6.0	5.0	2.9	2.2	9. WONE 130	9. WUBE-F 1949/10.1
10. WCIN	51/ 3.2	2.7	4.2	5.4	4.2	10. WLQA-F 95	10. WONE 1938/ 1.8
11. WSAI	48/ 3.0	3.1	3.0	6.0	9.2	WSAI-F 95	11. WSAI 1688/10.2
12. WOKV-F	35/ 2.2	2.6	1.3	---	---	12. WLWS-F 82	12. WOKV-F 1421/ 7.5

12+ FM SHARE (METRO): 55.26% (824 of 1491) (O/N 78: 50.50%)  
 12+ FM SHARE (TSA) : 59.02% (1495 of 2533) (O/N 78: 45.32%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKRQ-F	1. WEBN-F	1. WEBN-F	1. WLW	1. WCKY	1. WLW
2. WEBN-F	2. WKRQ-F	2. WKRQ-F	2. WKRC	2. WLW	2. WCKY
3. WSAI-F	3. WSAI-F	3. WKRC	3. WCKY	3. WWEZ-F	3. WKRQ-F
4. WOKV-F	4. WKRC	4. WLW	4. WWEZ-F	4. WKRC	4. WKRC
5. WCIN	5. WLW	5. WUBE-F	5. WUBE-F	5. WUBE-F	5. WHIO-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	496 (4)		496 (4)	33.3
ROCK/CONTEMP		449 (5)	449 (5)	30.1
BTFL MUSIC, COUNTRY		238 (4)	238 (4)	16.0
	86 (3)	86 (1)	172 (4)	11.5
BLACK/DISCO	51 (1)	51 (2)	102 (3)	6.8
VARIETY	21 (1)		21 (1)	1.4
RELIGION	13 (1)		13 (1)	0.9
			<u>1491 (22)</u>	

CINCINNATI ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WKRQ-F	1. WLW	1. WKRQ-F	WNOP	740	(Newport, KY) 1.3
2. WLW	2. WKRQ-F	2. WKRC	WUBE	1230	1.6
3. WEBN-F	3. WKRC	3. WLW	WZIP	1050	.8
4. WCKY	4. WEBN-F	4. WCKY	WLWS-F	96.5	(Hamilton) 2.2
5. WKRC	5. WWEZ-F	5. WEBN-F	WPBF-F	105.9	(Middleton) .6
6. WWEZ-F	6. WCKY	6. WUBE-F	WPFB	910	(Middleton) .5
7. WUBE-F	7. WSAI-F	7. WWEZ-F	WDAO-F	107.7	(Dayton) 1.0
8. WSAI-F	8. WUBE-F	8. WCIN	WHIO-F	99.1	(Dayton) .6
9. WLQA-F	9. WSAI	9. WUBE	WONE	980	(Dayton) .8
10. WLWS-F	10. WOKV-F	10. WSAI	WLVV-F*	94.9	(Fairfield) 1.8
11. WSAI	11. WLQA-F				
12. WOKV-F	12. WLWS-F				
13. WCIN	13. WCIN				
14. WLVV-F*	14. WMOH				
15. WMOH	15. WLVV-F*				

ADI FM SHARE: 57.36% (1185 of 2066) (O/N 78: 51.13%)

\*Arbitron determined that the following station ran on-air survey announcements: WLVV-FM

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN, \$31.50 (Selcom)	Bdcst Ent Net
WCKY, 1530, 50 KW (DA-N), MOR	CBS, \$57.50 (Eastman)	Federated
WKRC, 550, 5 KW/1 KW (DA-2), AC	ABC-E, \$56.25 (Katz)	Taft
WLW, 700, 50 KW (Clear), MOR/AC	NBC, \$86.25 (CBS Spot)	Mariner
WSAI, 1380, 5 KW (DA-N), COUNTRY	MBS, \$27.00 (Blair)	Affiliated
WUBE, 1230, 1 KW/250 W, COUNTRY	, \$33.36 (Mc-Guild)	Kaye-Smith
WMOH, 1450, 1 KW/250 W, ROCK	ABC-C, \$16.50 (HR/Stone)	(HAMILTON)

FM STATIONS

WEBN-F, 102.7, 31 KW @ 610, AOR	, \$60.00 (Torbet)	
WKRQ-F, 101.9, 25 KW @ 660, ROCK	, \$95.00 (Katz)	Taft
WLQA-F, 98.5, 15 KW @ 810, BTFL MUS	, \$50.00 (Torbet)	Susquehanna
WLVV-F, 94.9, 50 KW @ 500, BTFL MUS	, \$21.25 (P/W)	Bdcst Man Corp** (FAIRFIELD)
WLWS-F, 96.5, 50 KW @ 810, CONTEMP	ABC-F, \$36.25 (CBS FM)	Mariner
WOKV-F, 103.5, 50 KW @ 500, DISCO	, \$22.50 (Selcom)	Bdcst Ent Net
WSAI-F, 94.1, 32 KW @ 550, AOR	, \$42.50 (Blair)	Affiliated
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	, \$33.36 (Mc-Guild)	Kaye-Smith
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	, \$60.00 (Eastman)	Federated

\*\* Sale to Heftel is pending

WHIO-F, WONE - See Dayton

TV STATIONS

WCPO	Cincinnati	9	CBS, Scripps-Howard
WKRC	Cincinnati	12	ABC, Taft
WLWT	Cincinnati	5	NBC, Multimedia
WXIX	Newport, KY	19	IND, Metromedia

NEWSPAPERS

Cincinnati Post	E	179,193, Scripps-Howard
Cincinnati Enquirer	M	189,862, Combined Communications/Gannett



CLEVELAND

Market # 17; ADI # 9  
 FCC Revenue Rank # 14  
 FCC Income Rank # 18  
 APR 15.3  
 SMSA Pop: 1,923,100

Revenue : \$26,661,393  
 Income : \$ 3,415,664  
 % Rev Change: 11.2%  
 Stations: 25/22

National Rev: \$7,177,400  
 Nat Rev per Cap: \$3.73  
 Tot Rev per Cap: \$13.86  
 Tot Inc per Cap: \$1.78  
 Profit Margin: 12.8%

12+ METRO	1/4/SHARE	A/M 79	J/F 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WDOK-F	242/9.8	7.9	5.5	8.5	1. WMMS-F	390	1. WGAR 5571/19.0
2. WQAL-F	240/9.8	9.7	10.6	8.7	2. WGCL-F	314	2. WMMS-F 5514/17.6
3. WHK	219/8.9	7.2	6.8	9.3	3. WQAL-F	293	3. WGCL-F 5432/14.0
4. WMMS-F	195/7.9	7.7	9.2	8.0	4. WDOK-F	284	4. WWWE 4406/14.0
5. WGAR	172/7.0	6.2	5.7	5.4	5. WGAR	276	5. WHK 4402/22.5
6. WGCL-F	171/7.0	7.1	5.5	3.9	6. WHK	249	6. WQAL-F 4019/19.2
7. WERE	139/5.7	5.5	7.2	5.6	7. WWWE	182	7. WZZP-F 3300/11.3
8. WJMO	133/5.4	5.8	4.6	6.2	8. WERE	143	8. WDOK-F 3218/16.5
9. WJW	112/4.6	3.8	5.2	4.4	9. WJMO	137	9. WWWM-F 3026/10.7
10. WWWE	85/3.5	6.3	5.1	5.8	10. WJW	128	10. WERE 2624/15.0
11. WDMT-F	77/3.1	1.8	2.5	2.1	11. WWWM-F	127	11. WJW 2337/11.2
12. WKSW-F	75/3.1	4.2	5.0	4.7	WZZP-F	127	12. WSLR 2015/ 3.2
13. WWWM-F	67/2.7	5.2	4.1	5.8	13. WSLR	117	13. WJMO 1616/ 9.6
14. WLYT-F	64/2.6	1.0	.6	1.2	14. WDMT-F	105	14. WDMT-F 1602/ 6.8
15. WZZP-F	59/2.4	2.3	3.7	2.9	15. WKSW-F	87	15. WLYT-F 1419/ 8.0

12+ FM SHARE (METRO): 56.95% (1331 of 2337) (O/N 78: 54.23%)  
 12+ FM SHARE (TSA) : 60.52% (2076 of 3430) (O/N 78: 57.47%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WHK	1. WQAL-F	1. WGAR
2. WMMS-F	2. WGAR	2. WHK	2. WQAL-F	2. WHK	2. WMMS-F
3. WLYT-F	3. WGCL-F	3. WGAR	3. WGAR	3. WDOK-F	3. WHK
4. WJMO	4. WJMO	4. WGCL-F	4. WDOK-F	4. WJW	4. WQAL-F
5. WWWM-F	5. WHK	5. WQAL-F	5. WJW	5. WERE	5. WDOK-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	31 (1)	676 (7)	707 (8)	30.3
BTFL MUSIC		577 (4)	577 (4)	24.7
MOR/AC	395 (5)		395 (5)	16.9
COUNTRY	251 (2)		251 (2)	10.7
BLACK/DISCO	177 (2)		177 (2)	7.6
NEWS/INFO/TALK	139 (1)		139 (1)	5.9
CLASSICAL		44 (1)	44 (1)	1.9
ETHNIC		34 (1)	34 (1)	1.5
RELIGION	13 (1)		13 (1)	0.6
			2337 (25)	

CLEVELAND ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WMMS-F	1. WGAR	1. WJMO	WABQ	1540	1.8
2. WGCL-F	2. WGCL-F	2. WHK	WBBG	1260	1.3
3. WQAL-F	3. WMMS-F	3. WQAL-F	WCLV-F	95.5	1.8
4. WDOK-F	4. WHK	4. WGAR	WDBN-F	94.9	(Medina) .8
5. WGAR	5. WWWE	5. WMMS-F	WELW	1330	(Willoughby) .6
6. WHK	6. WQAL-F	6. WERE	WPVL	1460	(Painesville) .4
7. WWWE	7. WZZP-F	7. WJW	WSUM	1000	(Parma) .5
8. WERE	8. WDOK-F	8. WGCL-F	WZAK-F	93.1	1.4
9. WJMO	9. WWWM-F	9. WDOK-F	WKDD-F	96.5	(Akron) 1.7
10. WAKR	10. WERE	10. WDMT-F	WSLR	1350	(Akron) 1.3
11. WJW	11. WJW				
12. WZZP-F	12. WAKR				
13. WHBC	13. WSLR				
14. WWWM-F	14. WJMO				
15. WSLR	15. WHBC				

ADI FM SHARE: 56.97% (2518 of 4420) (O/N 78: 54.11%)

AM STATIONS

WBBG, 1260, 5 KW (DA-2)	, OLDIES	NBC, \$ 42.50	(Eastman)
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	MBS, ABC-I, \$ 45.00	(RKO)
WGAR, 1220, 50 KW (DA-1)	, AC/MOR	ABC-E, \$ 82.00	(Blair) Nationwide
WHK, 1420, 5 KW (DA-N)	, COUNTRY	, \$118.75	(Katz) Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$ 50.50	(UBC) United
WJW, 850, 10 KW/5 KW (DA-2)	, MOR	CBS, \$ 41.25	(Torbet)
WWWE, 1110, 50 KW (Clear)	, MOR	, \$ 78.25	(Selcom) Gannett
WHBC, 1480, 5 KW (DA-N)	, MOR	ABC-E, \$ 37.13	(Torbet) (CANTON)

FM STATIONS

WDMT-F, 107.9, 70 KW @ 390,	CONTEMP	, \$ 24.00	(Howard) Beasley
WDOK-F, 102.1, 50 KW @ 370,	BTFL MUS (Churchill)	, \$ 58.50	(Selcom) Gannett
WCLV-F, 95.5, 27 KW @ 640,	CLASSICAL	, \$ 28.00	(CMBS)
WGCL-F, 98.5, 40 KW @ 600,	ROCK	ABC-F, \$ 53.75	(RKO)
WKSW-F, 99.5, 50 KW @ 500,	BTFL MUS (Schulke)	, \$ 32.50	(Blair) Nationwide
WLYT-F, 92.3, 27 KW @ 234,	AOR	, \$ 32.50	(UBC) United
WMMS-F, 100.7, 32 KW @ 600,	AOR	, \$122.50	(Katz) Malrite
WQAL-F, 104.1, 7 KW @ 1080,	BTFL MUS (Bonne)	, \$107.50	(Mc-Guild) SJR
WWWM-F, 105.7, 28 KW @ 900,	ROCK	ABC-C, \$ 76.25	(Eastman)
WZZP-F, 106.5, 50 KW @ 575,	ROCK	, \$ 70.00	(HR/Stone) Booth

FOR OTHER STATIONS SEE AKRON

TV STATIONS

WEWS	Cleveland	5	ABC, Scripps-Howard
WJKW	Cleveland	8	CBS, Starr
WKYC	Cleveland	3	NBC, NBC
WUAB	Lorain	43	IND, Gaylord

NEWSPAPERS

Cleveland Plain Dealer	M	382,940
Cleveland Press	E	303,175, Scripps-Howard

COLORADO SPRINGS

Market # 128  
 Revenue Rank # 132  
 Income Rank # 364  
 APR 15.9  
 SMSA Pop: 290,100

Revenue : \$3,224,615  
 Income : \$ -162,450  
 % Rev Change: +17.1%  
 Stations: 19/11

National Rev: \$561,429  
 Nat Rev per Cap: \$1.94  
 Tot Rev per Cap: \$11.12  
 Tot Inc per Cap: \$-.56  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M		12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
		79	78				
1. KILO-F	47/12.5	8.7	3.2	1. KILO-F	68	1. KOA	853/16.9
2. KRDO-F	40/10.6	9.2	11.1	2. KRDO-F	56	2. KSPZ-F	710/21.9
3. KSSS	37/ 9.8	5.6	11.1	3. KIIQ-F+	53	3. KRDO-F	695/19.5
4. KVOR	35/ 9.3	8.7	8.1	4. KOA	49	4. KILO-F	652/17.9
5. KSPZ-F	33/ 8.8	12.0	8.4	5. KSPZ-F	46	5. KIIQ-F+	648/17.9
6. KYSN	29/ 7.7	16.3	11.9	6. KVOR	38	6. KYSN	639/26.3
7. KIIQ-F+	28/ 7.4	12.5	13.7	KYNR-F	38	7. KVOR	636/24.8
8. KYNR-F	24/ 6.4	1.8	---	8. KSSS	37	8. KSSS	473/19.9
9. KKFM-F*	17/ 4.5	4.3	5.7	9. KYSN	29	9. KKFM-F*	414/12.9
10. KOA	15/ 4.0	3.1	4.6	10. KKFM-F*	24	10. KRDO	380/15.1

12+ FM SHARE (METRO): 54.13% (190 of 351) (O/N 78: NA)  
 12+ FM SHARE (TSA) : 59.44% (299 of 503) (O/N 78: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYSN	1. KILO-F	1. KILO-F	1. KSSS	1. KRDO-F	1. KOA
2. KSPZ-F	2. KSPZ-F	2. KSPZ-F	KRDO-F	2. KSSS	2. KVOR
3. KIIQ-F+	3. KIIQ-F+	KSSS	3. KYNR-F	3. KVOR	3. KIIQ-F+

OTHER RATED STATIONS/METRO SHARE

KKCS	1530	3.7	KKCS-F	101.9	.8	KPIK	1580	1.3
KRDO	1240	3.2	KWYD-F	105.5	.5	KLZ	560	(Denver) 1.6
KVOD-F	99.5	(Denver)	.5	KZLO-F	100.7	(Pueblo)	.5	

\*The following station was determined by Arbitron to have run on-air survey announcements:  
 KKFM-FM.

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	37 (2)	119 (5)	156 (7)	44.4
BTFL MUSIC		64 (2)	64 (2)	18.2
COUNTRY	48 (3)	3 (1)	51 (4)	14.5
MOR/AC	47 (2)		47 (2)	13.4
NEWS/TALK	15 (1)		15 (1)	4.3
BLACK/DISCO	14 (1)		14 (1)	4.0
CLASSICAL		2 (1)	2 (1)	0.6
RELIGION		2 (1)	2 (1)	0.6
			351 (19)	

RADIO STATIONS

KRDO, 1240, 1 KW/250 W	, MOR	MBS, \$10.94	(Torbet)
KSSS, 740, 1 KW/250 W	, COUNTRY	NBC, \$13.75	(PRO) Peoria Journal Star
KVOR, 1300, 5 KW/1 KW	, MOR	CBS, \$17.50	(Selcom) Sunbelt
KYSN, 1460, 1 KW/500 W (DA-N)	, ROCK	, \$ 9.50	(Mc-Guild)
KIIQ-F+, 102.7, 51 KW @ 2080	, CONTEMP/AC	ABC-I, \$20.50	(Eastman) Wiskes-Abaris
KILO-F, 93.9, 83 KW @ 2110	, AOR	, \$16.00	(Sav-Gates)
KRDO-F, 95.1, 96 KW @ 2040	, BTFL MUS (Schulke)	, \$12.50	(Torbet)
KSPZ-F, 92.9, 25 KW @ 2130	, ROCK	, \$20.00	(Selcom) Sunbelt
KYNR-F, 99.9, 68 KW @ 2000	, BTFL MUS (FM-100)	, \$ 4.63	(PRO) Peoria Jour Star (PUEBLO)
KKFM-F, 96.5, 23 KW @ 2300	, CONTEMP	, \$14.06	(Bunchez)

TV STATIONS	Col Spr	11	CBS, Capitol	KRDO Col Spr	13	ABC
KKTV	Col Spr	11	CBS, Capitol	KRDO Col Spr	13	ABC
KOAA	Pueblo	5	NBC, Charleston (SC)	Evening Post		

NEWSPAPERS	Col Spr Gazette Tel	M-16,916	E-54,168, Freedom	Col Spr Sun M	26,182
	Pueblo Chieftan	M 36,726	Pueblo Star-Journal	E 15,103	

COLUMBIA, SC

Market # 99  
 Revenue Rank # 83  
 Income Rank # 62  
 APR 14.0  
 SMSA Pop: 386,200

Revenue : \$5,199,578  
 Income : \$ 861,850  
 % Rev Change: +23.7%  
 Stations: 13/11

National Rev: \$1,124,742  
 Nat Rev per Cap: \$2.91  
 Tot Rev per Cap: \$13.46  
 Tot Inc per Cap: \$2.23  
 Profit Margin: 16.6%

12+ METRO 1/4/SHARE	A/M	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	79	78	78		
1. WIS 71/15.9	13.0	15.4	10.4	1. WWDM-F 101	1. WIS 1665/40.1
2. WNOK-F 61/13.6	11.8	14.8	14.5	2. WIS 89	2. WNOK-F 1369/32.6
3. WOIC 53/11.9	9.2	9.0	13.6	3. WNOK-F 73	3. WWDM-F 1133/15.0
4. WCOS-F 51/11.4	12.2	11.9	9.8	4. WCOS-F 70	4. WCOS-F 1071/21.4
5. WXRY-F 41/ 9.2	10.7	8.0	8.1	5. WOIC 53	5. WCOS 676/19.9
6. WSCQ-F 31/ 6.9	7.9	4.9	5.5	6. WXRY-F 46	6. WOIC 665/20.5
7. WCOS 28/ 6.3	4.5	9.2	5.5	7. WSCQ-F 36	7. WXRY-F 570/14.4
8. WZLD-F 25/ 5.6	6.2	4.3	6.2	8. WCOS 28	8. WSCQ-F 534/14.8
9. WWDM-F 24/ 5.4	7.1	7.4	8.1	9. WZLD-F 25	9. WZLD-F 462/14.4
10. WXAP 11/ 2.5	2.6	---	---	10. WPJS-F 18	10. WXAP 330/10.3

12+ FM SHARE (METRO): 57.34% (238 of 415) (O/N 78: 56.48%)  
 12+ FM SHARE (TSA) : 65.43% (369 of 564) (O/N 78: 66.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F	1. WIS
2. WOIC	2. WOIC	2. WIS	2. WIS	2. WIS	2. WWDM-F
3. WCOS	3. WZLD-F	WCOS-F	3. WXRY-F	3. WXRY-F	3. WCOS-F
	4. WIS	4. WOIC-F	4. WSCQ	4. WSCQ	4. WSCQ-F

OTHER RATED STATIONS/METRO SHARE

WCAY 620 (Cayce) 2.2 WPJS-F 106.7 (Orangeburg) 1.1 WQXL 1470 .9

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	28 (1)	86 (2)	114 (3)	27.5
MOR/AC	71 (1)	31 (1)	102 (2)	24.6
BLACK/DISCO	64 (2)	24 (1)	88 (3)	21.2
COUNTRY	10 (1)	51 (1)	61 (2)	14.7
BTFL MUSIC		41 (1)	41 (1)	9.9
RELIGION	4 (1)	5 (1)	9 (2)	2.2
			415 (13)	

RADIO STATIONS

WCOS, 1400, 1 KW/250 W , ROCK , \$21.25 (HR/Stone)  
 WIS , 560, 5 KW (DA-N) , MOR/AC NBC, \$60.00 (Christal) Cosmos  
 WOIC, 1320, 5 KW/1 KW (DA-N), BLACK NBN, \$23.00 (Eastman)  
 WXAP, 1230, 1 KW/250 W , DISCO , \$10.35 (Torbet)

WCOS-F, 97.9, 20 KW @ 450, COUNTRY ABC-I, \$32.50 (HR/Stone)  
 WNOK-F, 104.7, 100 KW @ 450, ROCK (Centruy 21)ABC-C, \$31.05 (Torbet)  
 WSCQ-F, 100.1, 2.4 KW @ 330, AC/CONT CBS, \$21.25 (Southern)  
 WXRY-F, 93.5, 3 KW @ 380, BTFL MUS (Bonne) , \$18.00 (Howard)  
 WZLD-F, 96.7, 3 KW @ 300, AOR ABC-F, \$13.00 (Selcom)  
 WPJS-F, 106.7, 100 KW @ 600, RELIGION , \$ 4.50 (----) (ORANGEBURG)  
 WWDM-F, 101.3, 100 KW @ 629, BLACK SBN, \$17.00 (Howard) (SUMTER)

TV STATIONS

WIS Columbia 10 NBC, Cosmos WLTX Columbia 19 CBS  
 WOLO Columbia 25 ABC, Bahakel

NEWSPAPERS

Columbia State M 103,010 Columbia Record E 33,261  
 Columbia Sun News M 13,243

COLUMBUS

Market # 36; ADI # 35  
 Revenue Rank # 28  
 Income Rank # 15  
 APR 15.2  
 SMSA Pop: 1,098,900

Revenue : \$15,020,081  
 Income : \$ 4,425,207  
 % Rev Change: 13.4%  
 Stations: 16/14

National Rev: \$3,828,298  
 Nat Rev per Cap: \$3.48  
 Tot Rev per Cap: \$13.67  
 Tot Inc per Cap: \$4.03  
 Profit Margin: 29.5%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77
1. WTVN	195/14.1	12.1	14.2	10.2	16.4
2. WLWQ-F	176/12.7	7.8	8.7	4.6	5.4
3. WBNS-F	169/12.2	12.5	11.0	15.3	14.7
4. WNCI-F	139/10.1	13.9	11.4	13.3	12.7
5. WBNS	111/ 8.0	7.1	6.4	9.1	7.9
6. WXGT-F	101/ 7.3	8.0	7.8	7.2	4.3
7. WMNI	84/ 6.1	7.0	5.1	5.9	5.1
8. WCOL	65/ 4.7	6.1	7.2	7.7	10.3
9. WHOK-F	51/ 3.7	2.4	2.0	2.7	1.3
10. WVKO-F	38/ 2.7	2.7	3.7	2.4	2.8
11. WRFD	37/ 2.7	1.4	2.7	2.4	1.3
12. WVKO	34/ 2.5	2.3	2.6	3.6	3.3

12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WTVN	268	4239/32.6
2. WLWQ-F	255	2. WNCI-F 4092/27.5
3. WNCI-F	234	3. WLWQ-F 2699/21.0
4. WBNS-F	195	4. WBNS-F 2524/23.7
5. WBNS	120	5. WBNS 2247/22.9
6. WXGT-F	111	6. WXGT-F 1973/19.3
7. WMNI	100	7. WCOL 1889/18.7
8. WCOL	73	8. WMNI 1735/15.1
9. WHOK-F	67	9. WLW 888/ 3.9
10. WRFD	49	10. WRFD 872/ 6.6
11. WVKO-F	38	11. WHOK-F 807/ 5.8
WLW	38	12. WRMZ-F 739/ 7.7

12+ FM SHARE (METRO): 56.48% (715 of 1266) (O/N 78: 54.95%)  
 12+ FM SHARE (TSA) : 57.51% (946 of 1645) (O/N 78: 54.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLWQ-F	1. WLWQ-F	1. WLWQ-F	1. WTVN	1. WTVN	1. WTVN
2. WNCI-F	2. WNCI-F	2. WTVN	2. WBNS-F	2. WBNS-F	2. WNCI-F
3. WXGT-F	3. WXGT-F	3. WNCI-F	3. WBNS	3. WMNI	3. WLWQ-F
	4. WTVN	4. WBNS	4. WNCI-F	4. WBNS	4. WBNS
	5. WBNS	5. WXGT-F	5. WLWQ-F	5. WNCI-F	5. WBNS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP		416 (3)	416 (3)	32.9
MOR/AC	433 (6)		433 (6)	34.2
BTFL MUSIC		169 (1)	169 (1)	13.3
BLACK/DISCO	34 (1)	63 (2)	97 (3)	7.7
COUNTRY	84 (1)	51 (1)	135 (2)	10.7
			<u>1266 (16)</u>	

COLUMBUS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WTVN	1. WTVN	1. WLVQ-F	WBBY-F	103.9	(Westerville) 1.2
2. WLVQ-F	2. WNCI-F	2. WTVN	WHOK	1320	(Lancaster) 1.2
3. WNCI-F	3. WLVQ-F	3. WMNI	WRMZ-F	99.7	1.8
4. WBNS-F	4. WBNS-F	4. WBNS-F	WLW	700	(Cincinnati) .6
5. WBNS	5. WBNS	5. WBNS			
6. WXGT-F	6. WXGT-F	6. WNCI-F			
7. WMNI	7. WCOL	7. WXGT-F			
8. WCOL	8. WMNI	8. WCOL			
9. WHOK-F	9. WRFD				
10. WMRN	10. WHOK-F				
11. WRFD	11. WLW				
12. WVKO-F	12. WRMZ-F				
13. WVKO	13. WVKO-F				
14. WLW	14. WVKO				
15. WCLT	15. WMRN				

ADI FM SHARE: 56.14% (988 of 1760) (O/N 78: 52.77%)

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N), MOR	ABC-I, \$ 75.00 (Blair)	Columbus Dispatch
WCOL, 1230, 1 KW/250 W, AC/CONTEMP	, \$ 48.00 (Eastman)	Great Trails
WMNI, 920, 1 KW/500 W (DA-2), COUNTRY	MBS, \$ 50.00 (Mc-Guild)	
WRFD, 880, 5 KW (DAYS), MOR/FARM	CBS, \$ 17.50 (Buckley)	Ohio Farm Bureau
WTVN, 610, 5 KW (DA-N), MOR/AC	ABC-E, \$110.00 (Katz)	Taft
WCLT, 1430, 500 W (DAYS),	MBS, \$ 8.00 (PRO)	(NEWARK)
WMRN, 1490, 1 KW/250 W, MOR	, \$ 11.63 (----)	(MARION)
WVKO, 1580, 1 KW (DAYS) (DA), BLACK	SBN,NBN, \$ 26.00 (Howard)	

FM STATIONS

WBNS-F, 97.1, 26 KW @ 660, BTFL MUS (Schulke)	, \$ 75.00 (Blair)	Columbus Dispatch
WHOK-F, 95.5, 50 KW @ 225, COUNTRY	, \$ 10.00 (-----)	Armington (LANCASTER)
WLVQ-F, 96.3, 40 KW @ 570, AOR (Burk-Abr)	, \$ 41.50 (Katz)	Taft
WNCI-F, 97.9, 175 KW @ 565, ROCK	ABC-C, \$ 65.00 (RKO)	Nationwide
WRMZ-F, 99.7, 50 KW @ 542, DISCO/ROCK (Century 21),	\$ 37.50 (Mc-Guild)	
WVKO-F, 94.7, 52 KW @ 220, BLACK/JAZZ	, \$ 10.00 (Howard)	
WXGT-F, 92.3, 50 KW @ 311, ROCK	RKO, \$ 48.00 (Eastman)	Great Trails

TV STATIONS

WBNS	Columbus	10	CBS, Columbus Dispatch
WCMH	Columbus	4	NBC, Outlet
WTVN	Columbus	6	ABC, Taft

NEWSPAPERS

Columbus Dispatch	E	202,097
Columbus Citizen Journal	M	110,981

DALLAS-FT. WORTH

SRDS Market # 10; ADI # 10  
 FCC Revenue Rank # 9  
 FCC Income Rank # 66  
 APR 15.4  
 SMSA Pop: 2,682,500

Revenue : \$38,158,366  
 Income : \$ 810,819  
 % Rev Change: 23.1%  
 Stations: 29/34

National Rev: \$11,974,197  
 Nat Rev per Cap: \$4.46  
 Tot Rev per Cap: \$14.22  
 Tot Inc per Cap: \$ .30  
 Profit Margin: 2.1%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KVIL-F	341/9.9	9.3	8.8	9.2	5.6	1. WBAP 668	1. WBAP	9848/19.1
2. KSCS-F	283/8.2	6.9	6.4	6.5	6.3	2. KVIL-F 351	2. KRLD	6624/20.7
3. WBAP	260/7.6	11.2	7.8	11.6	8.9	3. KRLD 349	3. KVIL-F	4507/18.9
4. KRLD	250/7.3	6.8	7.2	4.8	7.7	4. KSCS-F 316	4. KSCS-F	4458/17.8
5. KKDA-F	201/5.8	4.7	5.5	5.7	5.7	5. WFAA 218	5. WFAA	3486/10.3
6. KOAX-F	177/5.1	6.2	5.6	6.1	6.1	6. KKDA-F 212	6. KFJZ-F	2984/10.8
7. KTXQ-F	176/5.1	6.8	4.6	2.8	2.7	7. KOAX-F 202	7. KZEW-F	2978/10.6
8. KMEZ-F	166/4.8	5.4	5.8	4.8	5.4	8. KZEW-F 186	8. KKDA-F	2771/11.9
9. WFAA	152/4.4	4.6	4.0	3.2	2.7	9. KTXQ-F 179	9. KOAX-F	2682/10.4
10. KNOK-F	146/4.2	3.6	3.4	2.9	2.2	10. KMEZ-F 173	10. KLIF	2659/ 9.1
11. KBOX	139/4.0	4.0	3.3	3.7	3.9	11. KFJZ-F 162	11. KMEZ-F	2637/10.9
12. KFJZ-F	132/3.8	5.7	4.9	6.2	5.1	12. KNOK-F 146	12. KTXQ-F	2474/10.6
	KZEW-F 132/3.8	2.8	3.1	4.0	3.1	13. KBOX 140	13. KNUS-F	2277/ 9.7
14. KMGC-F	115/3.3	2.1	2.6	1.4	2.2	14. KNUS-F 123	14. KBOX	2112/ 9.0
15. KNUS-F	114/3.3	2.9	4.1	2.3	3.6	15. KMGC-F 116	15. KNOK-F	1829/ 8.1

12+ FM SHARE (METRO): 65.91% (2169 of 3291) (O/N 78: 64.58%)  
 12+ FM SHARE (TSA) : 57.32% (2366 of 4134) (O/N 78: 56.77%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFJZ-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. KRLD	1. WBAP
2. KKDA-F	2. KTXQ-F	2. KSCS-F	2. KSCS-F	2. WBAP	2. KRLD
3. KVIL-F	3. KSCS-F	3. KTXQ-F	3. KRLD	3. KSCS-F	3. KVIL-F+
4. KNUS-F	4. KKDA-F	4. KKDA-F	4. WBAP	4. KMEZ-F	4. KSCS-F
5. KTXQ-F	5. KZEW-F	5. WBAP	5. KMEZ-F	5. KVIL-F	5. WFAA
6. KNOK-F	6. KMGC-F	6. KRLD	6. KKDA-F	6. WFAA	6. KBOX
7. KSCS-F	7. KNOK-F	7. KZEW-F	7. KOAX-F	7. KOAX-F	7. KOAX-F

FORMATS

	AM	FM	TOTAL	%
COUNTRY	442 (4)	283 (1)	725 (5)	22.0
ROCK/CONTEMP	34 (1)	669 (5)	703 (6)	21.4
MOR/AC	132 (3)	452 (3)	584 (6)	17.7
BLACK/DISCO	76 (2)	347 (2)	423 (4)	12.9
NEWS/INFO/TALK	402 (2)		402 (2)	12.2
BTFL MUSIC		343 (2)	343 (2)	10.4
CLASSICAL		47 (1)	47 (1)	1.4
RELIGION	36 (2)		36 (2)	1.1
SPANISH		28 (1)	28 (1)	0.9
			<u>3291 (29)</u>	

DALLAS-FT. WORTH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WBAP	1. WBAP	1. WBAP	KAAM	1310 .3
2. KVIL-F	2. KRLD	2. KRLD	KAFM-F	92.5 1.7
3. KSCS-F	3. KVIL-F	3. KVIL-F	KSSS-F	93.9 .8
	4. KSCS-F	4. KSCS-F	KFJZ	1270 1.0
5. KKDA-F	5. WFAA	5. KKDA-F	KJIM	870 .5
			KKDA	730 .7
6. KOAX-F	6. KZEW-F	6. KBOX	KLIF	1190 2.3
7. WFAA	7. KFJZ-F	7. KFJZ-F	KNOK	970 1.5
8. KTXQ-F	8. KKDA-F	8. KNOK-F	KPBC	1040 .5
9. KZEW-F	9. KOAX-F	9. KTXQ-F	KPLX-F	99.5 1.6
10. KMEZ-F	10. KMEZ-F	10. WFAA	KSKY	660 .6
			KVIL	1150 1.2
11. KFJZ-F	11. KLIF		KXOL	1360 .7
12. KNOK-F	12. KTXQ-F		WRR-F	101.1 1.4
13. KBOX	13. KNUS-F			
14. KNUS-F	14. KBOX			
15. KMGC-F	15. KNOK-F			

ADI FM SHARE: 59.73% (2281 of 3819) (O/N 78: 60.46%)

DALLAS METRO 1/4/SHARE

1. KVIL-F	235/9.9
2. KRLD	212/9.0
3. KKDA-F	180/7.6
4. KSCS-F	168/7.1
5. KBOX	147/6.2
6. KOAX-F	133/5.6
7. WBAP	121/5.1
8. KMEZ-F	116/4.9
9. WFAA	114/4.8
10. KTXQ-F	113/4.8
11. KNUS-F	107/4.5
12. KMGC-F	86/3.6
13. KFJZ-F	70/3.0
14. KZEW-F	69/2.9
15. KLIF	67/2.8

FM SHARE: 63.48%

FT WORTH METRO 1/4/SHARE

1. WBAP	168/12.9
2. KVIL-F	147/11.3
3. KSCS-F	143/11.0
4. KNOK-F	77/ 5.9
5. KTXQ-F	72/ 5.5
6. KMEZ-F	66/ 5.1
	KRLD 66/ 5.1
8. KZEW-F	61/ 4.7
9. KFJZ-F	59/ 4.5
10. KOAX-F	56/ 4.3
11. WFAA	52/ 4.0
12. KMGC-F	35/ 2.7
13. KPLX-F	28/ 2.1
14. KXOL	26/ 2.0
15. KFJZ	24/ 1.8

FM SHARE 64.53%



AM STATIONS

KBOX, 1480, 5 KW/1 KW (DA-2), COUNTRY	, \$ 75.00	(Mc-Guild)	Group One
KLIF, 1190, 50 KW/5 KW (DA-2), AC/MOR	, \$ 42.70	(RKO)	Susquehanna
KRLD, 1080, 50 KW (DA-N), NEWS	ABC-I, \$ 90.00	(Katz)	Metromedia
WBAP, 820, 50 KW (Clear), COUNTRY	NBC, \$165.00	(Eastman)	Cap Cities
WFAA, 570, 5 KW (DA-2), NEWS/TALK	MBS,CBS, \$ 70.00	(MMR)	Belo

FM STATIONS

KFJZ-F, 97.1, 100 KW @ 1302, ROCK	RKO, \$ 72.80	(Christal)	Swanson
KKDA-F, 104.5, 100 KW @ 390, BLACK	, \$ 72.00	(HR/Stone)	
KMEZ-F, 100.3, 89 KW @ 1280, BTFL MUS (Bonne)	, \$ 75.00	(Mc-Guild)	Group One
KMGC-F, 102.9, 100 KW @ 1572, AC/SOFT (TM)	, \$ 53.75	(Selcom)	Shamrock
KNOK-F, 107.5, 100 KW @ 445, DISCO (Burk-Abr)	, \$ 48.00	(Howard)	Earl Graves
KNUS-F, 98.7, 100 KW @ 519, ROCK	ABC-F, \$ 48.75	(Masla)	SJR
KOAX-F, 105.3, 100 KW @ 1560, BTFL MUS (Schulke)	, \$ 86.75	(Buckley)	Metroplex
KPLX-F, 99.5, 100 KW @ 1680, MOR/BTFL	ABC-E, \$ 41.25	(RKO)	Susquehanna
KTXQ-F, 102.1, 100 KW @ 1420, AOR	MBS, \$ 79.50	(CBS FM)	Gulf/Rahall
KVIL-F, 103.7, 100 KW @ 1570, AC/CONTEMP	, \$193.75	(Blair)	Fairbanks
KZEW-F, 97.9, 100 KW @ 1680, AOR	, \$ 70.00	(MMR)	Belo
KSCS-F, 96.3, 99 KW @ 1680, COUNTRY	, \$100.00	(Eastman)	Cap Cities

TV STATIONS

KDFW	Dallas	4	CBS, Times-Mirror
KXTX	Dallas	39	IND, Christian Bdcst Net
WFAA	Dallas	8	ABC, Belo
KTVT	Ft. Worth	11	IND, Gaylord
KXAS	Ft. Worth	5	NBC, LIN

NEWSPAPERS

Dallas News	M	280,124, Belo
Dallas Times Herald	E	242,362
Ft. Worth Star-Telegram	(M-88,561)	E-145,245), Capital Cities

DAYTON

Market # 46; ADI # 44  
 Revenue Rank # 40  
 Income Rank # 23  
 APR 14.3  
 SMSA Pop: 827,900

Revenue : \$10,907,563  
 Income : \$ 2,936,776  
 % Rev Change: +20.4%  
 Stations: 22/13

National Rev: \$1,908,824  
 Nat Rev per Cap: \$2.31  
 Tot Rev per Cap: \$13.17  
 Tot Inc per Cap: \$3.55  
 Profit Margin: 26.9%

12+ METRO	1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
		79	78	78	77				
1. WHIO	152/15.4	16.0	12.3	19.3	14.5	1. WHIO-F 229	1. WHIO-F	2906/28.9	
WHIO-F	152/15.4	15.3	18.8	16.1	16.1	2. WHIO 177	2. WHIO	2580/30.3	
3. WING	88/ 8.9	8.7	11.3	11.7	11.6	3. WTUE-F 141	3. WING	2302/27.7	
4. WTUE-F	80/ 8.1	12.0	13.5	6.4	7.5	4. WONE 131	4. WLW	2149/ 8.3	
5. WDJX-F	67/ 6.8	6.5	---	---	---	5. WLW 121	5. WTUE-F	2033/18.2	
WAVI	67/ 6.8	4.9	7.7	6.4	8.4	6. WING 98	6. WONE	1910/16.5	
7. WONE	65/ 6.6	9.7	8.8	7.8	11.1	7. WVUD-F 88	7. WVUD-F	1369/11.9	
8. WVUD-F	63/ 6.4	2.7	3.2	2.4	5.0	8. WDJX-F 74	8. WDJX-F	1358/16.5	
9. WDAO-F	55/ 5.6	5.2	6.5	7.6	6.1	9. WAVI 72	9. WKRQ-F	1199/ 2.8	
10. WLW	23/ 2.3	2.9	3.0	4.6	2.5	10. WKRQ-F 67	10. WDAO-F	912/11.2	

12+ FM SHARE (METRO): 55.73% (511 of 917) (O/N 78: 53.47%)  
 12+ FM SHARE (TSA) : 58.06% (872 of 1502) (O/N 78: 57.07%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDJX-F	1. WTUE-F	1. WHIO-F	1. WHIO-F	1. WHIO	1. WHIO
2. WDAO-F	2. WHIO-F	2. WTUE-F	2. WHIO	2. WHIO-F	2. WHIO-F
3. WTUE-F	3. WVUD-F	3. WING	3. WING	3. WONE	3. WONE
WVUD-F	4. WING	4. WHIO	4. WONE	4. WAVI	4. WLW
5. WING	5. WDJX-F	5. WVUD-F	5. WAVI	5. WING	5. WING

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	88 (1)	243 (7)	331 (8)	36.1
BTFL MUSIC		188 (4)	188 (4)	20.5
MOR/AC	186 (4)		186 (4)	20.3
COUNTRY	65 (1)	6 (1)	71 (2)	7.7
BLACK/DISCO		59 (2)	59 (2)	6.4
NEWS/TALK	67 (1)		67 (1)	7.3
RELIGION		15 (1)	15 (1)	1.6
			917 (22)	

DAYTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WHIO-F	1. WHIO-F	1. WDAO-F	WBZI-F	95.3	(Xenia)	.6
2. WHIO	2. WHIO	2. WHIO	WFCJ-F	93.7	(Miamisburg)	1.5
3. WTUE-F	3. WING	3. WONE	WJAI-F	92.9	(Eaton)	.6
4. WONE	4. WTUE-F	4. WING	WPTW	1570	(Piqua)	.3
5. WING	5. WONE	5. WHIO-F	WPTW-F	95.7	(Piqua)	1.5
6. WVUD-F	6. WDJX-F	6. WTUE-F	WKRC	550	(Cincinnati)	.8
7. WDJX-F	7. WLW	7. WVUD-F	WKRQ-F	101.9	(Cincinnati)	.7
8. WAVI	8. WVUD-F	8. WDJX-F	WLVV-F	94.9	(Fairfield)	1.5
WLW	9. WDAO-F	9. WAVI	WLWS-F	96.5	(Hamilton)	1.3
10. WDAO-F	10. WAVI	10. WFCJ	WOKV-F	103.5	(Hamilton)	.4
11. WIZE	11. WIZE		WPBF-F	105.9	(Middleton)	.7
12. WOWO	12. WOWO		WWEZ-F	92.5	(Cincinnati)	.6
13. WBLY	13. WKRC					
14. WQLK-F	14. WPTW-F					
WKRC	15. WKRQ-F					

ADI FM SHARE: 52.13% (733 of 1406) (O/N 78: 50.07%)

AM STATIONS

WAVI, 1210, 250 W (DAYS), TALK	ABC-E, \$41.00 (Howard)	
WHIO, 1290, 5 KW (DA-N), MOR	CBS, \$64.25 (Christal)	Cox
WING, 1410, 5 KW (DA-N), CONTEMP	, \$54.38 (Eastman)	Great Trails
WONE, 980, 5 KW (DA-N), COUNTRY	, \$60.00 (Mc-Guild)	Group One
WIZE, 1340, 1 KW/250 W, ROCK	ABC-C, \$14.00 (Eastman)	Great Tr (SPRINGFIELD)
WBLY, 1600, 1 KW (DAYS), MOR	MBS, \$13.50 (Regional)	(SPRINGFIELD)

FM STATIONS

WDAO-F, 107.7, 50 KW @ 420, BLACK	SBN, NBN, ABC-C, \$37.50 (Howard)	
WDJX-F, 103.9, 3 KW @ 331, ROCK	MBS, \$30.00 (Buckley)	
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$72.50 (Christal)	Cox
WTUE-F, 104.7, 50 KW @ 500, AOR	, \$60.00 (Mc-Guild)	Group One
WVUD-F, 99.9, 50 KW @ 500, ROCK	ABC-F, \$24.00 (Masla)	Univ of Dayton
WPTW-F, 95.7, 50 KW @ 164, BTFL MUS	, \$ 5.13 (Regional)	(PIQUA)

WOWO - See Fort Wayne FOR OTHER STATIONS SEE CINCINNATI

TV STATIONS

WDTN	Dayton	2	ABC, Grinnell College
WHIO	Dayton	7	CBS, Cox
WKEF	Dayton	22	NBC,

NEWSPAPERS

Dayton News	E	144,104, Cox
Dayton Journal & Herald	M	100,018, Cox
Springfield News	M	18,698, Cox
Springfield Sun	E	27,587, Cox

DAYTONA BEACH

Market # 160  
 Revenue Rank # 166  
 Income Rank # 372  
 APR 13.7  
 SMSA Pop: 221,900

Revenue : \$2,379,287  
 Income : \$ -193,372  
 % Rev Change: +25.4%  
 Stations: 19/9

National Rev: \$645,689  
 Nat Rev per Cap: \$2.91  
 Tot Rev per Cap: \$10.72  
 Tot Inc per Cap: \$-.87  
 Profit Margin: ---

		A/M	A/M				
12+ METRO	1/4/SHARE	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WWLV-F	44/16.8	16.0	16.9	1. WWLV-F	45	1. WWLV-F	513/25.4
2. WDBO-F	31/11.8	10.7	14.6	2. WDBO-F	31	2. WDBO-F	342/17.5
3. WELE-F	23/ 8.8	5.2	6.7	3. WELE-F	25	3. WNDB	327/16.7
4. WSBB	22/ 8.4	11.4	4.9	4. WSBB	22	4. WDIZ-F	300/15.3
5. WDIZ-F	21/ 8.0	9.1	7.5	5. WDIZ-F	21	5. WELE-F	297/14.9
WQXQ-F	21/ 8.0	4.9	4.9	WQXQ-F	21	6. WQXQ-F	273/13.7
7. WNDB	19/ 7.3	7.5	10.9	7. WNDB	19	7. WROD	251/13.0
8. WROD	16/ 6.1	5.2	5.2	8. WROD	16	8. WSBB	249/12.9
9. WDAT	11/ 4.2	3.3	3.4	9. WDAT	11	9. WMFJ	157/ 7.9
10. WELE	10/ 3.8	3.6	4.5	10. WELE	10	10. WDAT	147/ 7.6

12+ FM SHARE (METRO): 62.20% (158 of 254) (O/N 78: NA)  
 12+ FM SHARE (TSA) : 62.40% (161 of 258) (O/N 78: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WQXQ-F	1. WQXQ-F	1. WWLV-F	1. WWLV-F	1. WWLV-F
2. WBJW-F	2. WDIZ-F	2. WDIZ-F	2. WELE-F	2. WDBO-F	2. WNBD
		3. WELE	3. WDBO-F	3. WELE-F	WSBB

OTHER RATED STATIONS/METRO SHARE

WETO 1490 (DeLand)	.8	WHLY-F 106.7 (Leesburg)	1.1
WKKX 1310 (DeLand)	1.5	WHOO-F 96.5 (Orlando)	1.5
WMFJ 1450	2.3	WKIS 740 (Orlando)	.8
WBJW-F 105.1 (Orlando)	1.9	WORJ-F 107.7 (Orlando)	2.3
WDBO 580 (Orlando)	1.5		

FORMATS	AM	FM	TOTAL	%
BTFL MUSIC	19 (1)	79 (3)	98 (4)	38.6
ROCK/CONTEMP	8 (2)	56 (5)	64 (7)	25.2
MOR/AC	55 (5)		55 (5)	21.7
COUNTRY	14 (2)	23 (1)	37 (3)	14.6
			254 (19)	

RADIO STATIONS

WDAT, 1380, 5 KW/2.5 KW (DA-2), AC	NBC, \$12.50 (Masla)
WELE, 1590, 1 KW (DAYS), COUNTRY	MBS, \$16.15 (Roslin)
WNDB, 1150, 1 KW (DA-N), BTFL/MOR	CBS, \$15.40 (HR/Stone) Bdcst Mng Corp
WROD, 1340, 1 KW/250 W, AC	ABC-E, \$ 7.00 (Market 4) Elyria-Lorian
WSBB, 1230, 1 KW/250 W, MOR	MBS, \$ 4.75 (-----) (NEW SMYRNA BEACH)
WELE-F, 105.9, 100 KW @ 600, COUNTRY	, \$15.20 (Roslin)
WQXQ-F, 101.9, 25 KW @ 161, AOR (Drake-Chen)	, \$ 9.00 (Pro)
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (TM)	, \$15.40 (HR/Stone) Bdcst Mng Corp

Other Stations - See Orlando

TV AND ADI - See Orlando

NEWSPAPERS

Daytona Beach Journal	M	44,839
Daytona Beach News	E	30,001

DENVER

Market # 21; ADI # 21  
 Revenue Rank # 18  
 Income Rank # 20  
 APR 16.5  
 SMSA Pop: 1,530,400

Revenue : \$23,347,480  
 Income : \$ 3,174,023  
 % Rev Change: +6.0  
 Stations: 28/30

National Rev: \$6,433,054  
 Nat Rev per Cap: \$4.20  
 Tot Rev per Cap: \$15.26  
 Tot Inc per Cap: \$2.07  
 Profit Margin: 13.6%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOA 209/9.9	6.4	11.3	7.7	9.8	1. KOA 313	1. KOA 5329/27.4
2. KHOW 163/7.7	9.9	8.1	9.5	7.3	2. KLZ 207	2. KIMN 3948/22.2
3. KOSI-F 146/6.9	6.7	4.6	5.7	4.7	3. KHOW 196	3. KHOW 3069/19.3
4. KIMN 144/6.8	6.5	8.1	5.6	3.9	4. KIMN 188	4. KLZ 2913/14.2
5. KLIR-F 138/6.5	7.8	8.0	7.6	6.7	5. KAZY-F 177	5. KAZY-F 2341/14.4
6. KAZY-F 129/6.1	7.3	3.9	5.1	3.1	6. KOSI-F 162	6. KOSI-F 2304/15.6
7. KLZ 114/5.4	3.9	3.7	2.2	2.6	7. KLIR-F 157	7. KLIR-F 2151/15.3
8. KBPI-F 104/4.9	4.6	4.7	8.7	10.0	8. KBPI-F 107	8. KTLK 1920/15.3
9. KVOD-F 86/4.1	3.2	3.5	3.9	4.5	9. KVOD-F 93	9. KOAQ-F 1864/12.1
10. KTLK 83/3.9	5.4	4.1	4.3	4.8	10. KTLK 90	10. KBPI-F 1806/13.4
11. KPPL-F 77/3.6	2.8	4.0	.5	.8	11. KPPL-F 80	11. KYGO-F 1432/ 9.3
12. KYGO-F 66/3.1	----	---	---	---	12. KOAQ-F 77	12. KVOD-F 1290/ 8.7

12+ FM SHARE (METRO): 46.84% (935 of 1996) (O/N 78: 44.18%)  
 12+ FM SHARE (TSA) : 43.91% (1077 of 2453) (O/N 78: 40.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KAZY-F	1. KBPI-F	1. KHOW	1. KHCW	1. KOA	1. KOA
2. KIMN	2. KAZY-F	2. KOA	2. KOA	2. KOSI-F	2. KHOW
3. KYGO-F	KIMN	3. KIMN	3. KOSI-F	3. KHOW	3. KLZ
KTLK	4. KHOW	4. KBPI-F	4. KLZ	4. KLIR-F	4. KIMN
5. KOAQ-F	5. KPPL-F	5. KLZ	5. KVOD-F	5. KLZ	5. KOSI-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	200 (3)	487 (7)	687 (10)	34.3
BTFL MUSIC	44 (1)	326 (3)	370 (4)	18.5
NEWS/INFO/TALK	277 (3)		277 (3)	13.8
COUNTRY	200 (3)		200 (3)	10.0
MOR/AC	172 (2)		172 (2)	8.6
BLACK/DISCO	127 (2)		127 (2)	6.3
CLASSICAL		86 (1)	86 (1)	4.3
JAZZ		36 (1)	36 (1)	1.8
UNKNOWN	36 (1)		36 (1)	1.8
RELIGION	13 (1)		13 (1)	0.6
			<u>2004 (28)</u>	

DENVER ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KOA	1. KOA	1. KIMN	KADE	1190	(Boulder) 1.0
2. KHOW	2. KIMN	2. KOA	KADX-F	105.1	1.7
3. KIMN	3. KHOW	3. KLZ	KBCO-F	97.3	(Boulder) 1.3
4. KAZY-F	4. KLZ	4. KHOW	KBOL	1490	(Boulder) .4
5. KLZ	5. KAZY-F	5. KAZY-F	KDEN	1340	1.7
6. KOSI-F	6. KOSI-F	6. KLIR-F	KDKO	1510	1.6
7. KLIR-F	7. KLIR-F	7. KLAK	KERE	710	1.5
8. KBPI-F	8. KTLK	8. KTLK	KFML	1390	1.7
9. KTLK	9. KOAQ-F	9. KDEN	KHOW-F	95.7	2.0
10. KVOD-F	10. KBPI-F	10. KBPI-F	KLAK	1600	2.6
11. KPPL-F	11. KYGO-F		KLDR	1090	1.7
12. KOAQ-F	12. KVOD-F		KOAQ-F	103.5	2.6
13. KYGO-F	13. KPPL-F		KOSI	1430	2.1
14. KLAK	14. KDEN		KRKS	990	.6
15. KOSI	15. KOSI		KWBZ	1150	1.5
			KTCL-F	93.3	(Fort Collins) 1.3

ADI FM SHARE: 45.02% (1120 of 2488) (O/N 78: 40.77%)

AM STATIONS

KDEN, 1340,	1 KW/250 W	, NEWS	NBC,	\$ 19.25	(Sav-Gates)	
KHOW, 630,	5 KW (DA-N)	, MOR/AC	,	\$128.75	(RAR)	Doubleday
KIMN, 950,	5 KW (DA-1)	, ROCK	,	\$ 79.75	(Blair)	Jeff-Pilot
KLAK, 1600,	5 KW (DA-N)	, COUNTRY	,	\$ 17.50	(Eastman)	Des Moines Re
KLZ, 560,	5 KW (DA-1)	, COUNTRY	ABC-E,	\$ 55.00	(Mc-Guild)	Group One
KOA, 850,	50 KW (Clear)	, NEWS/TALK	CBS,	\$105.00	(Katz)	Gen Elec
KOSI, 1430,	5 KW (DA-N)	, BTFL MUS	,	\$ 20.00	(Torbet)	Armstrong
KTLK, 1280,	5 KW (DA-2)	, DISCO	ABC-C,	\$ 41.00	(HR/Stone)	Welcome Radio

FM STATIONS

KAZY-F, 106.7,	94 KW @ 960,	AOR (Burk-Abr)	,	\$ 55.00	(Mc-Guild)	Group One
KBPI-F, 105.9,	100 KW @ 900,	ROCK	,	\$ 49.75	(Selcom)	Sandusky News
KHOW-F, 95.7,	100 KW @ 725,	BTFL MUS (Churchill)	,	\$128.75	(RAR)	Doubleday
KLIR-F, 100.3,	100 KW @ 500,	BTFL MUS (Schulke)	,	\$ 51.00	(Christal)	
KOAQ-F, 103.5,	100 KW @ 1061,	ROCK	,	\$ 30.00	(Katz)	Gen Elec
KOSI-F, 101.1,	100 KW @ 780,	BTFL MUS (Bonne)	,	\$ 40.00	(Torbet)	Armstrong
KPPL-F, 107.5,	100 KW @ 670,	CONTEMP	,	\$ 20.00	(Eastman)	Des Moines Re
KVOD-F, 99.5,	100 KW @ 380,	CLASSICAL	,	\$ 34.00	(CMBS)	
KYGO-F, 98.5,	50 KW @ 720,	ROCK	,	\$ 35.00	(Blair)	Jeff-Pilot

TV STATIONS

KBTV	Denver	9	ABC, Combined/Gannett
KMGH	Denver	7	CBS, McGraw-Hill
KOA	Denver	4	NBC, General Electric
KWGN	Denver	2	IND, Chicago Tribune

NEWS PAPERS

Denver Post	E	267,034
Rocky Mountain News	M	261,079, Scripps-Howard

DES MOINES

Market # 111  
 Revenue Rank # 65  
 Income Rank # 71  
 APR 14.2  
 SMSA Pop: 337,900

Revenue : \$7,183,764  
 Income : \$ 709,157  
 % Rev Change: +16.1%  
 Stations: 13/12

National Rev: \$1,697,390  
 Nat Rev per Cap: \$5.02  
 Tot Rev per Cap: \$21.26  
 Tot Inc per Cap: \$2.10  
 Profit Margin: 9.9%

	A/M	O/N	A/M	O/N			
12+ METRO 1/4/SHARE	79	78	78	77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHO	64/16.4	15.1	15.7	14.5	15.0	1. WHO	4251/35.2
2. KLYF-F	43/11.0	13.1	10.7	13.6	15.8	2. KIOA	2178/30.4
3. KRNT	42/10.8	11.8	12.9	14.8	10.5	3. KLYF-F	1610/20.7
4. KSO	41/10.5	17.6	14.9	10.6	16.6	4. KSO	1304/22.2
5. KIOA	40/10.3	12.1	10.2	10.3	9.2	5. KRNT	1106/23.4
6. KMGK-F	38/ 9.7	7.6	8.3	7.5	5.8	6. KRNT	1080/28.0
7. KRNT	37/ 9.5	7.6	6.6	7.0	5.5	7. KMGK-F	977/19.4
8. KGGO-F	29/ 7.4	6.3	8.0	6.4	5.8	8. KGGO-F	583/13.7
9. KLFM-F	11/ 2.8	.8	1.1	2.2	1.3	9. KLFM-F	379/ 4.6
10. KCBC	6/ 1.5	---	2.8	7.0	4.7	10. KDMI-F	197/ 3.2

12+ FM SHARE (METRO): 45.03% (163 of 362) (O/N 78: 39.70%)  
 12+ FM SHARE (TSA) : 38.87% (323 of 831) (O/N 78: 33.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRNT	1. KIOA	1. KIOA	1. KRNT	1. WHO	1. WHO
2. KMGK-F	2. KMGK-F	2. KMGK-F	2. KLYF-F	2. KLYF-F	2. KSO
3. KIOA	3. KGGO-F	3. KSO	3. KSO	3. KRNT	3. KIOA
4. KGGO-F	4. KRNT	4. KRNT	4. WHO	4. KSO	4. KLYF-F

OTHER RATED STATIONS/METRO SHARE

KANY-F 106.3 (Ankeny) .8 KDMI-F 97.3 .5 KWKY 1150 1.5

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	40 (1)	104 (3)	144 (4)	39.8
VARIETY	64 (1)		64 (1)	17.7
MOR/AC	48 (2)	11 (1)	59 (3)	16.3
BTFM MUSIC		46 (2)	46 (2)	12.7
COUNTRY	41 (1)		41 (1)	11.3
RELIGION	6 (1)	2 (1)	8 (2)	2.2
			362 (13)	

RADIO STATIONS

KCBC, 1390, 1 KW (DA-1), MOR/AC	ABC-E, \$13.38 (-----)	Black Hawk
KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP	, \$39.83 (Eastman)	Mid America
KRNT, 1350, 5 KW (DA-N), MOR/AC	CBS, \$30.50 (Katz)	Stauffer
KSO, 1460, 5 KW (DA-N), COUNTRY	ABC-I, \$32.75 (Torbet)	Stoner
WHO, 1040, 50 KW (Clear), VAR/TALK/COUNTRY	NBC, \$63.75 (Blair)	Palmer
KDMI-F, 97.3, 115 KW @ 450, RELIGION	MBS, \$ 4.00 (-----)	
KGGO-F, 94.9, 100 KW @ 300, AOR	ABC-F, \$24.00 (Torbet)	Stoner
KLYF-F, 100.3, 100 KW @ 1700, BTFM MUS (Schulke)	, \$21.00 (Blair)	Palmer
KMGK-F, 93.3, 100 KW @ 420, ROCK	, \$22.13 (Eastman)	Mid America
KRNT-F, 102.5, 100 KW @ 514, ROCK (TM)	, \$21.50 (Katz)	Stauffer
KLFM-F, 104.1, 100 KW @ 465, AC	ABC-F, \$13.50 (-----)	(AMES)

TV STATIONS

KCCI Des Moines 8 CBS, Cowles WHO Des Moines 13 NBC  
 WOI Ames 5 ABC, Iowa State KVFD Fort Dodge 50 NBC, PBS

NEWSPAPERS

Des Moines Register M 216,087 Des Moines Tribune E 87,697

DETROIT

SRDS Market # 5; ADI # 7  
 FCC Revenue Rank # 5  
 FCC Income Rank # 5  
 APR 16.9  
 SMSA Pop: 4,349,200

Revenue: \$46,519,844  
 Income : \$ 9,102,475  
 % Rev Change: 14.7%  
 Stations: 30/31

National Rev: \$14,845,408  
 Nat Rev per Cap: \$3.41  
 Tot Rev per Cap: \$10.70  
 Tot Inc per Cap: \$2.09  
 Profit Margin : 19.6%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. WJR	605/10.1	13.3	13.6	1. WJR 890	1. WJR 13265/25.7
2. WRIF-F	380/ 6.3	4.6	5.2	2. WRIF-F 418	2. CKLW 8599/18.4
3. WWJ	362/ 6.0	4.8	4.7	3. WWJ 385	3. WRIF-F 7945/19.5
4. WCXI	334/ 5.6	2.6	---	4. WCXI 358	4. WWJ 7029/18.0
5. WMJC-F	298/ 5.0	5.5	2.6	5. CKLW 332	5. WMJC-F 6065/15.3
6. WXYZ	273/ 4.5	5.2	4.2	6. WMJC-F 324	6. WWWW-F 6050/15.4
7. WWWW-F	271/ 4.5	5.2	4.2	7. WWWW-F 295	7. WDRQ-F 5688/14.2
8. CKLW	267/ 4.4	5.6	5.5	8. WXYZ 284	8. WNIC-F 5119/13.2
9. WOMC-F	257/ 4.3	4.5	5.0	9. WOMC-F 269	9. WJR-F 4828/11.8
10. WJR-F	238/ 4.0	4.3	4.2	10. WJR-F 266	10. WTWR-F 4634/12.5
11. WTWR-F	230/ 3.8	2.0	1.0	11. WDRQ-F 245	11. WOMC-F. 4498/11.7
12. WWJ-F	225/ 3.7	3.1	4.3	12. WWJ-F 242	12. WABX-F 4491/11.8
13. WDRQ-F	216/ 3.6	2.7	4.2	13. WTWR-F 237	13. WXYZ 4482/12.1
14. WNIC-F	212/ 3.5	3.3	5.0	14. WNIC-F 228	14. WWJ-F 4129/11.0
15. WCZY-F	197/ 3.3	3.8	3.6	15. WCZY-F 210	15. WCXI 3929/ 9.8
16. WABX-F	196/ 3.3	3.9	5.4	16. WABX-F 204	16. WJLB 3603/ 9.9
17. WJZZ-F	190/ 3.2	3.2	3.3	17. WJZZ-F 191	17. WJZZ-F 3460/ 9.5
18. WJLB	179/ 3.0	3.8	5.0	18. WJLB 182	18. WCZY-F 3072/ 7.8

12+ FM SHARE (METRO): 58.11% (3298 of 5675) (O/N 78: 55.79%)  
 12+ FM SHARE (TSA) : 55.77% (3526 of 6322), (O/N 78: 51.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRIF-F	1. WRIF-F	1. WRIF-F	1. WJR	1. WJR	1. WJR
2. WWWW-F	2. WMJC-F	2. WJR	2. WCXI	2. WWJ	2. CKLW
3. WDRQ-F	3. WTWR-F	3. WMJC-F	3. CKLW	3. WCXI	3. WWJ
4. WABX-F	4. WWWW-F	4. WTWR-F	4. WOMC-F	4. WJR-F	4. WRIF-F
5. WMJC-F	5. CKLW	5. CKLW	5. WTWR-F	5. WXYZ	5. WCXI
6. WNIC-F	6. WJZZ-F	6. WOMC-F	6. WMJC-F	6. WWJ-F	6. WXYZ
7. CKLW	7. WABX-F	7. WCXI	7. WWJ	7. WCZY-F	7. WOMC-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	137 (2)	1803 (7)	1940 (9)	33.7
MOR/AC	903 (3)	257 (1)	1160 (4)	20.1
BTFL MUSIC	70 (1)	660 (3)	730 (4)	12.7
NEWS/INFO/TALK	635 (2)		635 (2)	11.0
BLACK/DISCO	272 (2)	193 (2)	465 (4)	8.1
COUNTRY	334 (1)	53 (1)	387 (2)	6.7
JAZZ		190 (1)	190 (1)	3.3
ETHNIC	26 (1)	52 (1)	78 (2)	1.4
RELIGION		39 (1)	39 (1)	0.7
CLASSICAL		51 (1)	51 (1)	0.9
			<u>5765 (30)</u>	



DETROIT ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WJR	1. WJR	1. WJR	WBFG-F	98.7	.6
2. WRIF-F	2. WRIF-F	2. WCXI	WCAR	1090 (Garden City)	.4
3. WWJ	3. CKLW	3. WJLB	WCHB	1440	1.5
4. WCXI	4. WWJ	4. CKLW	WCZY	1500	1.2
5. WMJC-F	5. WMJC-F	5. WRIF-F	WGPR-F	107.5	1.6
6. CKLW	6. WWWW-F	6. WWWW-F	WHLS	1450 (Port Huron)	.5
7. WWWW-F	7. WDRQ-F	7. WWJ	WLBS-F	102.7	1.6
8. WXYZ	8. WNIC-F	8. WDRQ-F	WMZK-F	97.9	.9
9. WOMC-F	9. WTWR-F	9. WNIC-F	WQRS-F	105.1	.8
10. WJR-F	10. WJR-F	10. WCHB	WWKR	1310 (Dearborn)	.6
11. WDRQ-F	11. WOMC-F		WHND	560 (Monroe)	1.6
12. WWJ-F	12. WABX-F		CKLW-F	93.9 (Windsor)	.9
13. WTWR-F	13. WXYZ				
14. WNIC-F	14. WWJ-F				
15. WCZY-F	15. WCXI				

ADI FM SHARE: 58.24% (2549 of 6094) (O/N 78: 56.56%)

AM STATIONS

CKLW, 800, 50 KW	, AC	, \$130.00	(Christal)	
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$ 96.25	(Katz)	Golden West
WJLB, 1400, 1 KW/250 W	, BLACK	, \$ 72.50	(HR/Stone)	Booth
WJR, 760, 50 KW	, MOR	NBC, \$185.00	(Eastman)	Cap Cities
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$ 70.00	(CBS Spot)	Detroit News
WXYZ, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$ 82.50	(Blair)	ABC

FM STATIONS

WABX-F, 99.5, 7 KW @ 870	AOR	, \$105.00	(Mc-Guild)	Century
WCZY-F, 95.5, 100 KW @ 430	BTFL MUS (Churchill)	, \$ 78.75	(Selcom)	Gannett
WDRQ-F, 93.1, 20 KW @ 500	ROCK	RKO, \$102.50	(Masla)	Charter
WJR-F, 96.3, 50 KW @ 480	BTFL MUS (Bonne)	, \$ 57.25	(Eastman)	Cap Cities
WJZZ-F, 105.9, 34 KW @ 300	JAZZ/BLACK	, \$ 57.50	(Howard)	
WMJC-F, 94.7, 10 KW @ 950	CONTEMP/AC	ABC-C, \$ 97.14	(MMR)	Greater Media
WNIC-F, 100.3, 50 KW @ 400	CONTEMP	, \$ 86.21	(RKO)	Marv Josephson
WOMC-F, 104.3, 190 KW @ 416	MOR/AC	, \$108.75	(Torbet)	Metromedia
WRIF-F, 101.1, 27 KW @ 880	AOR	ABC-F, \$105.00	(Blair)	ABC
WTWR-F, 92.3, 22 KW @ 742	CONTEMP/AC	, \$ 96.25	(Katz)	Golden West
WWJ-F, 97.1, 12 KW @ 892	BTFL MUS (FM-100)	, \$ 37.50	(CBS Spot)	Detroit News
WWWV-F, 106.7, 61 KW @ 508	AOR (Burk-Abr)	, \$ 92.25	(Buckley)	Shamrock

TV STATIONS

CBET	Windsor	9	CBC, CBC	WDIV	Detroit	4	NBC, Post-News
WGPR	Detroit	62	IND	WXON	Detroit	20	IND
WJBK	Detroit	2	CBS, Storer	WXYZ	Detroit	7	ABC, ABC
WKBD	Detroit	50	IND, Field				

NEWSPAPERS

Detroit Free Press	M	610,849, Knight-Ridder
Detroit News	E	630,795

EL PASO

Market # 87  
 Revenue Rank # 115  
 Income Rank # 384  
 APR 14.0  
 SMSA Pop: 455,600

Revenue : \$3,876,283  
 Income : \$ -537,503  
 % Rev Change: +2.3%  
 Stations: 21/10

National Rev: \$1,609,665  
 Nat Rev per Cap: \$3.53  
 Tot Rev per Cap: \$8.51  
 Tot Inc per Cap: \$-1.18  
 Profit Margin: ----

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KINT-F	56/11.7	7.9	11.7	10.4	8.1	1. KINT-F 64	1. KINT-F 1179/29.4
2. KHEY	54/11.3	7.1	8.6	7.3	12.8	2. KHEY 58	2. KHEY 856/20.6
3. KAMA	44/ 9.2	11.4	13.1	16.5	14.9	3. KEZB-F 54	3. KEMP 716/19.2
4. KEZB-F	41/ 8.6	8.7	9.4	10.2	6.6	4. KLAQ-F 48	4. KEZB-F 707/16.1
5. KEMP	38/ 7.9	9.4	6.1	4.5	7.2	5. KAMA 47	5. KFIM-F 618/13.0
6. KSET-F	27/ 5.6	6.0	3.3	---	1.7	6. KEMP 39	6. KSET-F 606/16.4
7. KFIM-F	27/ 5.6	4.0	4.1	---	---	7. KFIM-F 39	7. KAMA 547/14.6
8. KLOZ-F	26/ 5.4	2.3	3.1	2.1	2.1	8. KLOZ-F 30	8. KPAS-F 443/11.8
9. KLAQ-F	25/ 5.2	9.2	1.6	---	---	9. KSET-F 28	9. KLAQ-F 431/ 9.2
10. KPAS-F	19/ 4.0	4.4	10.7	10.4	4.8	10. KPAS-F 25	10. KROD 428/ 9.8

12+ FM SHARE (METRO): 52.52% (240 of 457) (O/N 78: 50.41%)  
 12+ FM SHARE (TSA) : 57.53% (321 of 558) (O/N 78: 52.74%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KINT-F	1. KINT-F	1. KHEY	1. KHEY	1. KHEY	1. KHEY
2. KEMP	2. KFIM-F	2. KINT-F	2. KAMA	2. KEZB-F	2. KINT-F+
3. KLAQ-F	3. KEMP	3. KAMA	3. KEZB-F	KAMA	3. KAMA+
4. KSET-F	4. KSET-F	4. KEMP	4. KLOZ-F	4. KLOZ-F	4. KEMP

OTHER RATED STATIONS/METRO SHARE

KAMA-F	93.1	2.1	KISO	1150	1.9	KKOL	1590	.8	KROD	600	2.9
KSET	1340	2.9	KTSM	1380	2.3	KTSM-F	99.9	1.9			
XEJ	970(Cuidad Juarez)			3.1		XEFV	1000	(Cuidad Juarez)		1.7	
XEWG	1240(Cuidad Juarez)			.6		XROK	800	(Cuidad Juarez)		.6	

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	38 (1)	127 (4)	165 (5)	36.1
COUNTRY	57 (2)	26 (1)	83 (3)	18.2
SPANISH	70 (4)	10 (1)	80 (5)	17.5
BTFL MUSIC		50 (2)	50 (2)	10.9
MOR/AC	32 (3)		32 (3)	7.0
DISCO		27 (1)	27 (1)	5.9
NEWS/TALK	11 (1)		11 (1)	2.4
RELIGION	9 (1)		9 (1)	2.0
			457 (21)	

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS)	, SPANISH	, \$30.81	(Eastman)
KEMP, 920, 1 KW/500 W (DA-N)	, CONTEMP	, \$11.75	(Buckley) Clear Channel
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I, \$40.50	(Katz)
KROD, 600, 5 KW (DA-N)	, MOR	RKO, \$12.38	(Torbet) Rex
KEZB-F, 96.3, 100 KW @ 1388,	BTFL MUS (Schulke)	, \$40.50	(Katz)
KFIM-F, 92.3, 100 KW @ 1857,	ROCK	, \$13.00	(HR/Stone)
KINT-F, 97.5, 60 KW @ 1080,	ROCK	ABC-C, \$23.00	(Selcom)
KLAQ-F, 95.5, 100 KW @ 1300,	AOR (Burk-Abr)	, \$12.38	(Torbet) Rex
KLOZ-F, 102.1, 57 KW @ 1160,	COUNTRY	ABC-E, \$23.75	(Blair)
KPAS-F, 93.9, 100 KW @ 1160,	ROCK	, \$14.00	(Mc-Guild)
KSET-F, 94.7, 100 KW @ 732,	DISCO (Burk-Abr)	, \$16.00	(Christal) Bdcst Assoc

TV STATIONS

KDBC	El Paso	4	CBS, Charleston (SC) News
KTSM	El Paso	9	NBC KVIA El Paso 13 ABC, Marsh Media

NEWSPAPERS

El Paso Herald Post	E	35,599	Scripps-How
El Paso Times	M	54,676	Gannett

EUGENE-SPRINGFIELD

Market # 147  
 Revenue Rank # 96  
 Income Rank # 311  
 APR 16.2  
 SMSA Pop: 254,800

Revenue : \$4,728,874  
 Income : \$ -17,840  
 % Rev Change: +34.0%  
 Stations: 15/12

National Rev: \$1,387,120  
 Nat Rev per Cap: \$5.44  
 Tot Rev per Cap: \$18.56  
 Tot Inc per Cap: \$-.07  
 Profit Margin: ----

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KPNW-F 51/14.5	12.7	11.6	13.2	10.7	1. KPNW-F 60	1. KUGN 824/32.3
2. KUGN 41/11.6	9.4	11.9	16.8	18.7	2. KUGN 47	2. KPNW 806/23.5
3. KZEL-F 39/11.1	9.0	4.6	3.2	5.9	3. KZEL-F 45	3. KPNW-F 624/24.1
4. KEED 32/ 9.1	5.0	9.9	9.6	7.3	KPNW 45	4. KSND-F 570/21.6
5. KPNW 30/ 8.5	10.7	19.9	10.0	13.5	5. KEED 32	5. KZEL-F 485/18.2
6. KSND-F 28/ 8.0	8.0	7.6	9.3	5.9	6. KSND-F 31	6. KBDF 483/21.9
7. KATR 24/ 6.8	8.7	9.9	4.6	4.5	7. KAIR 24	7. KEED 367/16.5
8. KBDF 23/ 6.5	11.4	10.6	10.0	11.8	8. KBDF 23	8. KASH 333/15.3
9. KASH 15/ 4.3	3.7	6.6	3.2	2.1	9. KXL 17	9. KUGN-F 308/13.6
10. KUGN-F 10/ 2.8	2.7	4.3	---	---	10. KASH 15	10. KATR 243/11.2

12+ FM SHARE (METRO): 41.85% (131 of 313) (O/N 78: 32.00%)  
 12+ FM SHARE (TSA) : 40.54% (150 of 370) (O/N 78: 29.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBDF	1. KZEL-F	1. KZEL-F	1. KPNW-F	1. KPNW-F	1. KUGN
2. KSND-F	2. KSND-F	2. KPNW-F	2. KUGN	2. KUGN	2. KPNW
3. KASH	3. KPNW	3. KPNW	3. KPNW	3. KEED	3. KPNW-F

OTHER RATED STATIONS/METRO SHARE

KBMC-F 94.5 .9 KGO 810 (San Francisco) 1.1 KORE 1050 2.0  
 KNNB 1400 (Cottage Grove) 2.0 KXL 750 (Portland) 1.1

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	38 (2)	77 (3)	115 (5)	36.7
MOR/AC	101 (5)		101 (5)	32.3
BTFL MUSIC		51 (1)	51 (1)	16.3
COUNTRY	32 (1)		32 (1)	10.2
RELIGION	7 (1)	3 (1)	10 (2)	3.2
NEWS/TALK	4 (1)		4 (1)	1.3
			313 (15)	

RADIO STATIONS

KASH, 1600, 5 KW/1 KW (DA-N), ROCK MBS, \$10.00 (Lotus) Sterling  
 KATR, 1320, 1 KW (DAYS), MOR/AC MBS, \$12.00 (PRO)  
 KBDF, 1280, 5 KW/1 KW (DA-N), ROCK, \$15.00 (Buckley)  
 KEED, 1450, 1 KW, COUNTRY ABC-I, \$15.00 (Torbet)  
 KPNW, 1120, 50 KW (DA-2), MOR NBC, \$20.25 (Katz)  
 KUGN, 590, 5 KW/1 KW (DA-N), MOR/AC CBS, \$15.50 (Selcom)  
 KPNW-F, 99.1, 100 KW @ 1485, BTFL MUS (Bonne), \$20.25 (Katz)  
 KSND-F, 93.1, 27 KW @ 1800, ROCK (TM), \$14.00 (Lotus) Sterling  
 KUGN-F, 97.9, 100 KW @ 785, CONTEMP, \$11.00 (Selcom)  
 KZEL-F, 96.1, 100 KW @ 872, AOR, \$16.75 (Buckley)

TV STATIONS Cable TV Eugene 11 IND, Teleprompter  
 KEZI Eugene 9 ABC  
 KVAL Eugene 13 NBC

NEWSPAPERS

Eugene Register-Guard E 60,398

FT. LAUDERDALE

Market # 41  
 FCC Revenue Rank # 45  
 FCC Income Rank # 341  
 APR 17.6  
 SMSA Pop: 901,700

Revenue : \$9,218,925  
 Income : \$ -71,763  
 % Rev Change: 14.7%  
 Stations: 29/10

National Rev: \$2,723,556  
 Nat Rev per Cap: \$3.02  
 Tot Rev per Cap: \$10.22  
 Tot Inc per Cap: \$-.08  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WLYF-F	224/16.1	13.1	13.2	15.1	12.3	1. WLYF-F	341	1. WHYI-F	4043/22.2
2. WHYI-F	106/ 7.6	10.2	10.2	9.9	7.8	2. WHYI-F	229	2. WIOD	3596/16.4
3. WKQS-F	95/ 6.8	4.2	5.4	---	---	3. WIOD	188	3. WLYF-F	3506/22.6
4. WINZ	91/ 6.5	9.5	5.9	6.1	6.1	4. WINZ	185	4. WINZ	3253/19.1
5. WAIA-F	86/ 6.2	7.5	3.3	5.4	5.2	5. WAIA-F	166	5. WNWS	2285/11.5
6. WIOD	69/ 5.0	4.9	5.4	4.3	6.0	6. WKQS-F	149	6. WINZ-F	2226/19.1
7. WFTL	63/ 4.5	4.5	6.1	7.6	9.1	7. WINZ-F	146	7. WAIA-F	2209/13.4
8. WWWL-F	51/ 3.7	2.3	3.4	1.3	.5	8. WYOR-F	132	8. WKQS-F	2183/16.1
9. WAXY-F	49/ 3.5	4.0	7.0	4.2	4.7	9. WWWL-F	124	9. WQAM	2071/ 7.6
10. WYOR-F	48/ 3.5	2.6	3.7	3.2	3.1	10. WEAT-F	122	10. WAXY-F	1803/ 9.0

12+ FM SHARE (METRO): 62.38% (812 of 1302) (O/N 78: 61.67%)  
 12+ FM SHARE (TSA) : 62.13% (1839 of 2960) (O/N 78: 60.39%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WAIA-F	1. WAIA-F	1. WLYF-F	1. WLYF-F	1. WLYF-F
2. WCKO-F	2. WHYI-F	2. WHYI-F	2. WHYI-F	2. WFTL	2. WINZ
3. WRBD	3. WWWL-F	3. WWWL-F	3. WAIA-F	3. WIOD	3. WHYI-F
4. WMJX-F	4. WAXY-F	4. WLYF-F	4. WFTL	4. WINZ	4. WIOD
5. WINZ-F	5. WINZ-F	5. WAXY-F	5. WIOD	5. WHYI-F	5. WVCG

OTHER RATED STATIONS/METRO SHARE

WCKO-F	102.7	(Pompano Beach)	2.1	WGBS	710	(Miami)	1.9
WEXY	1520	(Pompano Beach)	1.4	WINZ	940	(Miami)	2.4
WGMA	1320	(Hollywood)	.4	WKAT	1360	(Miami)	1.2
WPIP	980	(Pompano Beach)	1.9	WMJX-F	96.3	(Miami)	1.6
WRBD	1470	(Pompano Beach)	3.0	WNWS	790	(Miami)	3.2
WSDO-F	106.7		1.1	WQAM	560	(Miami)	1.0
WSRF	1580		1.9	WSBR	740	(Boca Raton)	.8
WSHE-F	103.5		1.8	WTMI-F	93.1	(Miami)	1.6
WEAT-F	104.5	(West Palm Beach)	.4	WVCG	1080	(Miami)	1.6
				WWOK	1260	(Miami)	.9

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	48 (2)	373 (4)	421 (6)	32.3
ROCK/CONTEMP	14 (1)	331 (8)	345 (9)	26.5
MOR/AC	158 (3)	86 (1)	244 (4)	18.7
NEWS/INFO/TALK	151 (3)		151 (3)	11.6
COUNTRY	46 (3)		46 (3)	3.5
BLACK/DISCO	42 (1)		42 (1)	3.2
CLASSICAL		22 (1)	22 (1)	1.7
RELIGION	20 (1)		20 (1)	1.5
BIG BAND	11 (1)		11 (1)	0.8
			1302 (29)	

RADIO STATIONS

WFTL, 1400, 1 KW/250 W, MOR , \$31.25 (HR/Stone) Amaturro  
 WCKO-F, 102.7, 100 KW @ 345, ROCK , \$31.50 (Roberts)

WEAT-F - See West Palm Beach FOR OTHER STATIONS SEE MIAMI  
 FOR TV STATIONS AND NEWSPAPERS SEE MIAMI

FT WAYNE

Market # 103  
 Revenue Rank # 71  
 Income Rank # 53  
 APR 14.7  
 SMSA Pop: 374,100

Revenue : \$6,322,133  
 Income : \$ 961,269  
 % Rev Change: +11.3  
 Stations: 13/11

National Rev: \$1,326,653  
 Nat Rev per Cap: \$3.55  
 Tot Rev per Cap: \$16.90  
 Tot Inc per Cap: \$2.60  
 Profit Margin: 15.2%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WOWO 117/26.7	24.5	26.0	25.1	23.5	1. WOWO 242	1. WOWO 4631/62.5
2. WEZV-F 75/17.1	-----	-----	-----	-----	2. WMEE-F 119	2. WMEE-F 1648/27.4
3. WMEE-F 61/13.9	17.1	15.4	20.8	21.0	3. WPTH-F 86	3. WPTH-F 1564/25.0
4. WPTH-F 35/ 8.0	12.7	14.3	11.0	11.3	4. WEZV-F 79	4. WQHK 1007/21.0
5. WQHK 31/ 7.1	12.4	15.4	15.3	15.6	5. WQHK 47	5. CKLW 988/ 5.0
6. WXKE-F 28/ 6.4	9.7	11.3	3.7	3.4	6. CKLW 43	6. WEZV-F 909/25.3
7. WGL 16/ 3.6	3.2	1.6	3.4	3.4	7. WXKE-F 37	7. WXKE-F 588/13.3
8. WLYV 9/ 2.1	4.4	5.4	6.6	4.1	8. WJR 27	8. WGL 478/15.1
9. WIFF 7/ 1.6	1.3	1.4	.5	1.6	9. WGL 17	9. WJR 411/ 2.4
10. CKLW 6/ 1.4	---	---	.9	.5	10. WLYV 13	10. WLYV 371/ 9.6

12+ FM SHARE (METRO): 50.89% (200 of 393) (O/N 78: 45.85%)  
 12+ FM SHARE (TSA) : 44.78% (322 of 719) (O/N 78: 34.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMEE-F	1. WOWO	1. WOWO	1. WOWO	1. WOWO	1. WOWO
2. WPTH-F	2. WMEE-F	2. WEZV-F	2. WEZV-F	2. WEZV-F	2. WMEE-F
WOWO	3. WPTH-F	3. WMEE-F	3. WQHK	3. WQHK	3. WPTH-F
4. WXKE-F	4. WXKE-F	4. WPTH-F	4. WPTH-F		4. WEZV-F

OTHER RATED STATIONS/METRO SHARE

WADM-F+ 92.7 (Decatur) .4 WJR 760 (Detroit) 1.4

FORMATS	AM	FM	TOTAL	%
MOR/AC	139 (3)		139 (3)	35.4
ROCK/CONTEMP	6 (1)	124 (3)	130 (4)	33.1
BTFM MUSIC		75 (1)	75 (1)	19.1
COUNTRY	47 (3)		47 (3)	12.0
UNKNOWN	1 (1)	1 (1)	2 (2)	0.5
			393 (13)	

RADIO STATIONS

WGL , 1250, 1 KW (DA-2), MOR	CBS, \$ 7.00 (Sav-Gates)	News-Sentinel
WIFF, 1570, 500 W (DAYS), COUNTRY (Musicworks)	, \$ 5.25 (Walton)	(AUBURN)
WLYY, 1450, 1 KW/250 W , COUNTRY	ABC-C, \$23.00 (Regional)	Jack Nicklaus
WOWO, 1190, 50 KW (DA-N), MOR/AC	, \$66.88 (RAR)	Westinghouse
WQHK, 1380, 5 KW (DA-2), COUNTRY	, \$45.75 (Eastman)	Federated
WEZV-F, 101.7, 3 KW @ 300, BTFM MUS (KalaMusic)	, \$24.00 (Christal)	Fairfield
WMEE-F, 97.3, 48 KW @ 480, ROCK	, \$45.75 (Eastman)	Federated
WPTH-F, 95.1, 44 KW @ 680, ROCK (TM)	, \$32.00 (HR/Stone)	Sarkes-Tarzian
WXKE-F, 103.9, 3 KW @ 250, AOR	, \$10.00 (-----)	

TV STATIONS

WANE Ft. Wayne 15	CBS, Corinthian	WFFT Ft. Wayne 55	IND
WKJG Ft. Wayne 33	NBC, Tony Hulman	WPTA Ft. Wayne 21	ABC, Comb/Gannett

NEWSPAPERS

Fort Wayne Journal-Gazette	M	61,346
Fort Wayne News-Sentinel	M	72,962

FRESNO

Market # 82  
 Revenue Rank # 58  
 Income Rank # 69  
 APR 15.8  
 SMSA Pop: 480,300

Revenue : \$8,250,071  
 Income : \$ 745,705  
 % Rev Change: +18.9%  
 Stations: 24/17

National Rev: \$2,775,583  
 Nat Rev per Cap: \$5.78  
 Tot Rev per Cap: \$17.18  
 Tot Inc per Cap: \$1.55  
 Profit Margin: 9.0%

12+ METRO	1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. KKNU-F	67/10.6	11.7	10.0	10.0	8.2	1. KFYE-F	162	1. KFYE-F	1930/18.4		
2. KYNO-F	59/ 9.4	3.6	5.4	5.5	7.6	2. KKNU-F	104	2. KMJ	1522/20.9		
3. KMJ	53/ 8.4	9.0	8.9	10.2	8.5	3. KBOS-F	100	3. KFRE	1327/15.1		
4. KMAK	51/ 8.1	7.8	6.5	6.3	6.8	4. KMJ	95	4. KKNU-F	1065/18.6		
5. KIOY-F	50/ 7.9	8.1	12.6	2.6	3.5	5. KFRE	87	5. KIOY-F	1039/17.0		
6. KFYE-F	47/ 7.5	7.3	8.1	13.2	10.0	6. KIOY-F	75	6. KYNO-F	1009/23.5		
7. KYNO	38/ 6.0	5.4	10.4	9.7	12.3	7. KYNO-F	60	7. KBOS-F	975/ 8.3		
8. KFRE	31/ 4.9	5.7	4.0	---	6.6	8. KMAK	51	8. KYNO	897/18.4		
9. KXEX	30/ 4.8	2.8	2.6	6.9	6.1	9. KYNO	48	9. KNGS	621/ 1.5		
10. KBOS-F	28/ 4.4	5.9	.8	.9	1.3	10. KARM	43	10. KMAK	552/13.6		

12+ FM SHARE (METRO): 49.75% (297 of 597) (O/N 78: 46.31%)  
 12+ FM SHARE (TSA) : 53.85% (580 of 1077) (O/N 78: 48.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYNO-F	1. KFYE-F	1. KFYE-F	1. KKNU-F	1. KKNU-F	1. KMJ
2. KIOY-F	2. KIOY-F	2. KYNO-F	2. KMAK	2. KMAK	2. KFYE-F
3. KBOS-F	3. KYNO-F	3. KMAK	3. KMJ	3. KMJ	3. KFRE
	4. KYNO	4. KKNU-F	4. KFRE	4. KXEX	4. KKNU-F

OTHER RATED STATIONS/METRO SHARE

KARM	1430	4.0	KBIF	900	.5	KEAP	980	.3
KFIG-F	101.1	2.9	KFRY-F	101.9	1.3	KGST	1600	4.0
KLIP	1220	(Fowler)		1.0	KMJ-F	97.9		2.9
KXQR	790	(Clovis)		2.9	KCBS	740	(San Fran)	.5
KGO	810	(San Fran)		1.3	KJUG-F	106.7	(Tulare)	.3
KNGS	620	(Hanford)		.3	KRDU	1130	(Dinuba)	.8

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	38 (1)	202 (5)	240 (6)	40.2
BTFL MUSIC	18 (1)	85 (2)	103 (3)	17.3
COUNTRY	80 (4)	10 (2)	90 (6)	15.1
MOR/AC	89 (3)		89 (3)	14.9
SPANISH	55 (2)		55 (2)	9.2
NEWS/TALK	11 (2)		11 (2)	1.8
BLACK/DISCO	6 (1)		6 (1)	1.0
RELIGION	3 (1)		3 (1)	0.5
			597 (24)	

RADIO STATIONS

KARM, 1430, 5 KW (DA-1)	, COUNTRY	, \$14.50	(Buckley)	Davis & Weaver
KFRE, 940, 50 KW (DA-2)	, AC/CONT	ABC-I, \$30.50	(Mc-Guild)	
KMAK, 1340, 1 KW/250 W	, COUNTRY	ABC-E, \$33.00	(Blair)	
KMJ, 580, 5 KW	, MOR (Radio Arts)	NBC, \$29.75	(Katz)	McClatchy
KXEX, 1550, 500 W (DAYS)	, SPANISH	, \$12.10	(Caballero)	
KYNO, 1300, 5 KW/1 KW (DA-N)	, CONTEMP	, \$41.40	(Eastman)	Drake-Chen
KFYE-F, 93.7, 68 KW @ 1950,	ROCK	, \$29.00	(Selcom)	Sunbelt
KKNU-F, 102.7, 50 KW @ 500,	BTFL MUS (Schulke)	, \$24.50	(Torbet)	
KYNO-F, 95.5, 50 KW @ 318,	ROCK	, \$22.75	(Eastman)	Drake-Chen
KBOS-F, 94.9, .9 KW @ 2550,	ROCK	, \$ 7.00	(PRO)	(TULARE)
KIOY-F, 103.7, 50 KW @ 500,	ROCK (New World)			

GRAND RAPIDS

Market # 71; ADI # 37  
 Revenue Rank # 49  
 Income Rank # 61  
 APR 15.3  
 SMSA Pop: 579,100

Revenue : \$8,676,118  
 Income : \$ 872,194  
 % Rev Change: 17.0%  
 Stations: 27/16

National Rev: \$1,534,508  
 Nat Rev per Cap: \$2.65  
 Tot Rev per Cap: \$14.98  
 Tot Inc per Cap: \$1.51  
 Profit Margin: 10.1%

12+ METRO	1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
		79	78	78	77				
1. WOOD-F	108/14.9	13.2	20.1	15.5	13.4	1. WOOD-F	192	1. WOOD-F	2767/29.4
2. WOOD	83/11.4	12.0	16.7	12.8	13.7	2. WLAV-F	151	2. WGRD-F+	2668/25.9
3. WLAV-F	66/ 9.1	9.1	5.4	8.6	6.7	3. WGRD-F+	129	3. WLAV-F	1725/16.7
4. WGRD-F	53/ 7.3	12.0	12.3	15.8	19.4	4. WOOD	95	4. WOOD	1657/28.2
WCUZ	53/ 7.3	6.0	5.2	7.5	4.6	5. WJFM-F	79	5. WFFX-F	1376/11.2
6. WJFM-F	44/ 6.1	4.2	1.1	1.0	1.1	6. WFFX-F	62	6. WZZR-F	1036/14.3
7. WZZR-F	34/ 4.7	5.4	6.8	7.6	6.7	7. WQWQ-F	61	7. WPLB-F	784/ 4.4
8. WFUR-F	31/ 4.3	5.6	3.8	3.2	3.8	8. WCUZ	56	8. WCUZ	753/14.5
9. WFFX-F	25/ 3.4	4.8	4.1	3.6	4.0	9. WPLB-F	50	9. WMAQ	700/ 2.9
10. WKWM	22/ 3.0	---	---	---	---	10. WZZR-F	48	10. WFUR-F	670/11.8

12+ FM SHARE (METRO): 61.09% (402 of 658) (O/N 78: 61.69%)  
 12+ FM SHARE (TSA) : 72.83% (866 of 1189) (O/N 78: 71.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F+	1. WLAV-F	1. WLAV-F	1. WOOD-F	1. WOOD-F	1. WOOD-F
2. WLAV-F	2. WJFM-F	2. WOOD-F	2. WOOD	2. WOOD	2. WOOD
3. WZZR-F	3. WOOD-F	3. WOOD	3. WCUZ	3. WCUZ	3. WGRD-F+
	4. WCUZ	WCUZ	4. WGRD-F+	4. WFUR-F	4. WLAV-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	15 (1)	207 (5)	222 (6)	33.7
BTFL MUSIC		151 (3)	151 (3)	22.9
MOR/AC	144 (8),		144 (8)	21.9
COUNTRY	58 (2)	27 (3)	85 (5)	12.9
RELIGION	7 (1)	17 (1)	24 (2)	3.6
BLACK/DISCO	22 (1)		22 (1)	3.3
NEWS/TALK	10 (1)		10 (1)	1.5
			<u>658 (26)</u>	

GRAND RAPIDS-KALAMAZOO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WOOD-F	1. WOOD-F	1. WGRD-F+	WFUR	1570 1.0
2. WLAV-F	2. WGRD-F+	2. WOOD-F	WGHN	1370 (Grand Haven) 1.4
3. WGRD-F+	3. WLAV-F	3. WCUZ	WHTC	1450 (Holland) 1.7
4. WOOD	4. WOOD	4. WLAV-F	WJBL	1260 (Holland) .8
5. WJFM-F	5. WFFX-F	5. WOOD	WJBL-F	94.5 (Holland) 2.3
6. WQWQ-F	6. WJFM-F		WJPW	810 (Rockford) .6
7. WFFX-F	7. WKZO		WLAV	1340 1.8
8. WCUZ	8. WZZR-F		WMAX	1480 1.4
9. WPLB-F	9. WKMI		WZND-F	99.3 (Zeeland) 1.0
10. WKFR-F	10. WKFR-F		WKBZ	850 (Muskegon) .6
WKZO	11. WMAQ		WMUS-F	106.9 (Muskegon) 1.1
12. WZZR-F	12. WQLR-F		WPLB-F	107.3 (Greenville) 1.7
13. WQLR-F	13. WPLB-F		WQWQ-F	104.5 (Muskegon) 1.7
14. WFUR-F	14. WCUZ		WGN	720 (Chicago) 1.7
15. WKMI	15. WMUS-F		WMAQ	670 (Chicago) .7

ADI FM SHARE: 63.54% (969 of 1525) (O/N 78: 59.54%)

AM STATIONS

WCUZ, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$27.00 (Eastman)	Federated
WKWM, 1140, 5 KW (DAYS), BLACK	NBN, \$ 8.00 (-----)	
WOOD, 1300, 5 KW (DA-N), MOR	NBC, \$39.25 (Katz)	Wood Inc

WMAQ - See Chicago

FM STATIONS

WFFX-F, 101.3, 50 KW @ 420, AOR	, \$17.00 (Eastman)	Federated
WFUR-F, 102.9, 40 KW @ 257, BTFL MUS	, \$12.00 (-----)	
WGRD-F+, 97.9, 13 KW @ 590, ROCK	, \$54.50 (Torbet)	Regional
WJFM-F, 93.7, 315 KW @ 850, SOFT CONT (Centruy 21)	, \$15.50 (Buckley)	Fetzer
WLAV-F, 96.9, 50 KW @ 500, AOR (Burk-Abr)	ABC-F, \$35.00 (Mc-Guild)	
WOOD-F, 105.7, 265 KW @ 811, BTFL MUS (Schulke)	, \$58.00 (Katz)	Wood Inc
WZZR-F, 95.7, 50 KW @ 175, ROCK	RKO, \$31.50 (Selcom)	
WMUS-F, 106.9, 50 KW @ 285, COUNTRY	, \$10.50 (Masla)	(MUSKEGON)
WPLB-F, 107.3, 50 KW @ 358, COUNTRY	, \$ 9.00 (----)	(GREENVILLE)
WQWQ-F, 105.5, 50 KW @ 375, BTFL MUS (TM)	, \$10.90 (----)	(MUSKEGON)

FOR OTHER STATIONS SEE KALAMAZOO

TV STATIONS

WKZO	Kalamazoo	3	CBS, Fetzer
WOTV	Grand Rapids	8	NBC, Time-Life
WUHQ	Battle Creek	41	ABC
WZZM	Grand Rapids	13	ABC, Wometco

NEWSPAPERS

Grand Rapids Press	E	126,286, Newhouse
Kalamazoo Gazette	E	58,607, Newhouse
Muskegon Chronicle	E	44,790, Newhouse
Battle Creek Enquirer	E	33,508, Gannett



HART FORD

Market # 37; ADI # 20  
 Revenue Rank # 43  
 Income Rank # 101  
 APR 16.7  
 SMSA Pop: 1,057,000

Revenue : \$9,410,643  
 Income : \$354,417  
 % Rev Change: +30.1  
 Stations: 24/10

National Rev: \$2,941,962  
 Nat Rev per Cap: \$2.78  
 Tot Rev per Cap: \$8.90  
 Tot Inc per Cap: \$ .34  
 Profit Margin: 3.8%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WTIC	287/24.8	28.4	22.9	25.7	24.5	1. WTIC 539	1. WTIC 7266/49.1
2. WRCH-F	109/ 9.4	8.2	8.5	7.9	10.1	2. WRCH-F 238	2. WRCH-F 2853/18.7
3. WKSS-F	77/ 6.6	6.9	7.9	6.6	6.2	3. WKSS-F 202	3. WTIC-F 2851/19.6
4. WDRC	62/ 5.4	5.0	7.8	9.5	8.3	4. WHYN-F 182	4. WKSS-F 2677/17.5
5. WPOP	47/ 4.1	3.9	4.3	4.0	6.0	5. WHCN-F 141	5. WDRC-F 2362/11.9
6. WRCQ	46/ 4.0	3.6	3.6	4.6	4.6	6. WWYZ-F 119	6. WHCN-F 2322/12.7
WTIC-F	46/ 4.0	6.3	5.7	7.3	4.8	7. WPLR-F 118	7. WAQY-F 2292/ 9.6
8. WWYZ-F	45/ 3.9	4.5	4.5	6.0	4.8	8. WHYN 113	8. WNBC 2213/ 2.9
WHCN-F	45/ 3.9	3.9	3.2	3.0	2.7	9. WTIC-F 111	9. WHYN-F 2188/ 3.9
10. WCCC-F	44/ 3.8	3.2	2.9	4.2	3.0	10. WKCI-F 106	10. WHYN 2161/ 2.7

12+ FM SHARE (METRO): 48.34% (510 of 1055) (O/N 78: 46.66%)  
 12+ FM SHARE (TSA) : 59.10% (1604 of 2715) (O/N 78: 57.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WTIC	1. WTIC	1. WTIC	1. WTIC	1. WTIC
WAQY-F	2. WWYZ-F	2. WDRC	2. WKSS-F	2. WRCH-F	2. WHYN-F
3. WTIC-F	3. WHCN-F	3. WKSS-F	3. WRCH-F	3. WKSS-F	3. WHYN
4. WCCC-F	WDRC	4. WWYZ-F	4. WDRC	4. WDRC	4. WRCH-F
5. WDRC	WCCC-F	5. WRCQ	5. WRCQ	5. WRCQ	5. WKSS-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	333 (2)	77 (1)	410 (3)	38.9
ROCK/CONTEMP	84 (4)	308 (10)	392 (14)	37.2
BTFL MUSIC		125 (2)	125 (2)	11.8
NEWS/TALK	51 (2)		51 (2)	4.8
COUNTRY	36 (1)		36 (1)	3.4
BLACK/DISCO	32 (1)		32 (1)	3.0
SPANISH	9 (1)		9 (1)	0.9
			1055 (24)	

HARTFORD-NEW HAVEN ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WTIC	1. WTIC	1. WTIC	WCCC 1290	.9
2. WRCH-F	2. WKSS-F	2. WKSS-F	WDRC-F 102.9	2.4
3. WKSS-F	3. WTIC-F	3. WRCH-F	WKND 1480	2.8
4. WELI	4. WNBC	WDRC	WMLB 1550	3.1
5. WHCN-F	5. WRCH-F	5. WRCQ	WRYM 840 (New Britain)	.8
6. WPLR-F	6. WHCN-F	6. WWYZ-F	WIOF-F 104.1 (Waterbury)	2.3
7. WKCI-F	7. WDRC-F	WTIC-F	WKCI-F 101.3 (New Haven)	1.4
8. WWYZ-F	8. WELI	8. WKND	WPLR-F 99.1 (New Haven)	1.9
9. WNBC	9. WKCI-F	9. WHCN-F	WAQY-F 102.1 (Springfield)	2.4
WTIC-F	10. WPLR-F	10. WAQY-F	WCBS 880 (New York)	.3
11. WDRC-F	11. WWYZ-F		WHYN 550 (Springfield)	.5
12. WEZN-F	12. WCCC-F		WHYN-F 93.1 (Springfield)	1.4
13. WRCQ	13. WDRC		WMAS-F 94.7 (Springfield)	.6
14. WCCC-F	14. WCBS		WNBC 660 (New York)	.4
15. WDRC	15. WRCQ			

ADI FM SHARE: 52.46% (1452 of 2768) (O/N 78: 49.52%)

AM STATIONS

WDRC, 1360, 5 KW (DA-N)	, CONTEMP	, \$ 57.00 (Buckley)	Buckley
WPOP, 1410, 5 KW (DA-2)	, NEWS	CBS, \$ 26.75 (Torbet)	Merv Griffin
WRCQ, 910, 5 KW (DA-2)	, AC	MBS, \$ 55.00 (Christal)	
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC, \$202.50 (Katz)	
WKND, 1480, 500 W (DAYS) (DA)	, BLACK	NBN, \$ 25.00 (Lazar)	
WHYN, 560, 5 KW/1 KW (DA-2)	, CONTEMP	, \$ 51.43 (Blair)	Affil Pub (SPRINGFIELD)

FM STATIONS

WCCC-F, 106.9, 21 KW @ 720, AOR	ABC-C, \$ 31.00 (Selcom)	
WDRC-F, 102.9, 18 KW @ 800, ROCK	, \$ 57.00 (Buckley)	Buckley
WHCN-F, 105.9, 19 KW @ 740, AOR (Burk-Abr)	, \$ 26.50 (Masla)	Beck-Ross
WIOF-F, 104.1, 14 KW @ 835, SOFT ROCK	, \$ 24.00 (Torbet)	Merv Griffin (WATERBURY)
WKSS-F, 95.7, 15 KW @ 820, MOR (Bonne)	, \$ 41.50 (Blair)	Insilco
WRCH-F, 100.5, 20 KW @ 720, BTFL MUS (Schulke)	, \$ 55.00 (Christal)	
WTIC-F, 96.5, 15 KW @ 810, ROCK	, \$ 66.75 (Katz)	
WWYZ-F, 92.5, 16 KW @ 740, SOFT ROCK	, \$ 35.00 (CBS FM)	(WATERBURY)
WAQY-F, 102.1, 27 KW @ 650, ROCK	ABC-C, \$ 21.50 (Mc-Guild)	(SPRINGFIELD)
WHYN-F, 93.1, 10 KW @ 940, BTFL MUS	, \$ 44.00 (Blair)	Affil Pub (SPRINGFIELD)
WEZN-F, 99.9, 25 KW @ 680, BTFL MUS (TM)	, \$ 46.00 (Katz)	Park City (BRIDGEPORT)

FOR OTHER STATIONS SEE NEW HAVEN AND NEW YORK

TV STATIONS

WATR	Waterbury	20	NBC
WFSB	Hartford	3	CBS, Post-Newsweek
WHCT	Hartford	18	IND
WTNH	New Haven	8	ABC, Capital Cities
WVIT	Hartford	30	NBC, Viacom

NEWSPAPERS

Hartford Courant	M	215,385,Times-Mirror	
New Haven Register	E	101,268	New Haven Journal-Courier M 41,169
New Britain Herald	E	38,827	Waterbury Republican M 35,433
Waterbury American	E	37,151	

HONOLULU

Market # 56  
 Revenue Rank # 52  
 Income Rank # 388  
 APR 16.4  
 SMSA Pop: 740,000

Revenue : \$8,617,558  
 Income : \$-1,538,503  
 % Rev Change: +11.4%  
 Stations: 22/17

National Rev: \$940,464  
 Nat Rev per Cap: \$1.27  
 Tot Rev per Cap: \$11.65  
 Tot Inc per Cap: \$-2.08  
 Profit Margin: --

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KGMB	161/16.3	10.7	14.0	12.3	12.8	1. KGMB	175	1. KGMB 2836/42.9
2. KIKI	121/12.2	4.4	6.0	5.2	4.6	2. KIKI	134	2. KKUA 1919/27.3
3. KUMU-F	74/ 7.5	6.6	6.4	5.1	3.3	3. KKUA	88	3. KIKI 1841/26.6
4. KKUA	73/ 7.4	7.0	9.8	12.2	18.4	4. KUMU-F	76	4. KORL 1689/25.4
5. KHVH	67/ 6.8	5.4	8.6	3.0	1.1	5. KHVH	74	5. KHVH 1395/20.2
6. KORL	56/ 5.7	9.6	12.1	13.6	13.2	6. KORL	62	6. KUMU-F 1128/17.9
7. KIOE	50/ 5.1	4.0	3.5	3.2	2.9	7. KPOI	51	7. KGU 986/14.9
8. KPOI	49/ 5.0	8.8	.4	6.1	4.1	8. KIOE	50	8. KULA-F+ 829/13.0
9. KGU	46/ 4.7	5.4	7.2	7.5	7.8	KCCN	50	9. KUMU 805/11.2
10. KUMU	45/ 4.6	4.5	3.4	3.7	4.5	10. KUMU	49	10. KPOI 789/12.6

12+ FM SHARE (METRO): 21.62% (208 of 962) (O/N 78: 17.19%)  
 12+ FM SHARE (TSA) : 20.31% (212 of 1044) (O/N 78: 15.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIKI	1. KIKI	1. KGMB	1. KGMB	1. KGMB	1. KGMB
2. KORL	2. KKUA	2. KIKI	2. KUMU-F	2. KHVH	2. KIKI+
3. KKUA	3. KGMB	3. KKUA	3. KHVH	3. KUMU	3. KHVH
4. KGMB	4. KPOI	4. KUMU-F	4. KPOI	4. KIOE	4. KKUA

OTHER RATED STATIONS/METRO SHARE

KULA-F+	92.3	2.9	KAIM	870	1.0	KAIM-F	95.5	1.9	KCCN	1420	4.3
KDUK-F	97.5	2.2	KPIG-F	93.9	2.6	KISA	1540	.7	KKAI-F	96.3	1.1
KOHO	1170	1.5	KQM-Q-F	93.1	3.1	KZOO	1210	.8			

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	303 (5)	104 (4)	407 (9)	42.3
MOR/AC	207 (2)		207 (2)	21.5
BTFL MUSIC	45 (1)	85 (2)	130 (3)	13.5
NEWS/TALK	82 (2)		82 (2)	8.5
ETHNIC	57 (3)		57 (3)	5.9
UNKNOWN	50 (1)		50 (1)	5.2
CLASSICAL		19 (1)	19 (1)	2.0
RELIGION	10 (1)		10 (1)	1.0
			962 (22)	

RADIO STATIONS

KCCN, 1420, 5 KW, HAWAIIAN MUSIC	, \$11.67 (PRO)	
KGMB, 590, 5 KW, MOR	, \$30.00 (Eastman)	Heftel
WGU, 760, 10 KW, MOR/AC	, \$18.25 (Blair)	
KHVH, 990, 5 KW, NEWS	CBS, NBC, \$22.00 (Buckley)	
KIKI, 830, 10 KW, ROCK	, \$14.50 (Masla)	Pacific FM (sale pending)
KIOE, 1080, 5 KW, UNKNOWN	, \$18.00 (Market 4)	
KKUA, 690, 10 KW, ROCK	, \$24.38 (HR/Stone)	LA Coke
KORL, 650, 10 KW, ROCK	, \$22.75 (Christal)	O'Day
KPOI, 1040, 10 KW, OLDIES	, \$22.50 (Katz)	Sudbrink
KUMU, 1500, 5 KW, BTFL MUS	, \$24.00 (Torbet)	
KULA-F+, 92.3, 100 KW @ 1685, ROCK (TM)	MBS, \$14.06 (PRO)	Withers (sale pending)
KUMU-F, 94.7, 60 KW @ 140, BTFL MUS	, \$24.00 (Torbet)	

TV STATIONS	KIKU Honolulu	13 IND, United	KHON Honolulu	2 NBC, DM Register
	KITV Honolulu	4 ABC, Starr	KGMB Honolulu	9 CBS, Lee

NEWSPAPERS	Honolulu Advertiser	M 30,659, Gannett
	Honolulu Star-Bulletin	E 120,973, Gannett

HOUSTON

SRDS Market # 11; ADI # 12  
 FCC Revenue Rank # 10  
 FCC Income Rank # 4  
 APR 16.2  
 SMSA Pop: 2,645,800

Revenue: \$36,817,317  
 Income : \$ 9,912,556  
 % Rev Change: 18.9%  
 Stations: 29/31

National Rev: \$9,893,151  
 Nat Rev per Cap: \$3.74  
 Tot Rev per Cap: \$13.92  
 Tot Inc per Cap: \$3.75  
 Profit Margin: 26.9%

12+ METRO	1/4/SHARE	A/M 78	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KMJQ-F	302/8.0	11.8	11.8	1. KMJQ-F 306	1. KTRH 4585/15.5
2. KYND-F	273/7.2	8.4	9.5	2. KYND-F 287	2. KILT 4447/16.1
3. KIKK-F	252/6.6	5.3	2.9	3. KTRH 286	3. KIKK-F 4034/16.0
4. KRLY-F	244/6.4	3.7	2.6	4. KIKK-F 267	4. KRBE-F 3696/13.9
5. KTRH	224/5.9	7.0	6.5	5. KRLY-F 248	5. KMJQ-F 3597/14.8
6. KPRC	216/5.7	7.4	4.0	6. KPRC 223	6. KPRC 3551/14.2
7. KLOL-F	204/5.4	3.5	2.0	7. KLOL-F 205	7. KYND-F 3547/14.6
8. KRBE-F	171/4.5	6.6	9.5	8. KILT 196	8. KRLY-F 3505/14.3
9. KENR	168/4.4	3.6	5.3	9. KRBE-F 191	9. KAUM-F* 3101/12.8
10. KQUE-F	161/4.2	4.4	4.1	10. KENR 169	10. KENR 2745/11.3
11. KODA-F	147/3.9	2.9	4.1	11. KQUE-F 165	11. KILT-F 2739/11.1
12. KILT	144/3.8	4.6	5.8	12. KODA-F 159	12. KLOL-F 2563/10.4
13. KAUM-F*	139/3.7	4.0	2.9	13. KAUM-F* 139	13. KODA-F 2468/ 9.4
14. KFMK-F*	115/3.0	1.0	1.7	14. KILT-F 120	14. KULF 2208/ 8.9
15. KILT-F	114/3.0	3.9	4.1	15. KFMK-F* 116	15. KFMK-F* 2111/ 8.9
16. KLAT	101/2.7	---	---	16. KLAT 101	16. KQUE-F 1804/ 7.2
17. KULF	96/2.5	2.8	2.8	17. KULF 99	17. KNUZ 1312/ 5.5
18. KEYH	88/2.3	4.0	1.2	18. KEYH 88	18. KYOK 1252/ 5.2

12+ FM SHARE (METRO): 62.59% (2242 of 3582) (O/N 78: 61.33%)  
 12+ FM SHARE (TSA) : 60.85% (2328 of 3826) (O/N 78: 60.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRLY-F	1. KMJQ-F	1. KMJQ-F	1. KIKK-F	1. KYND-F	1. KTRH
2. KRBE-F	2. KLOL-F	2. KIKK-F	2. KMJQ-F	2. KTRH	2. KPRC
3. KMJQ-F	3. KIKK-F	3. KLOL-F	3. KYND-F	3. KPRC	3. KIKK-F
4. KAUM-F	4. KRLY-F	4. KRLY-F	4. KTRH	4. KQUE-F	4. KILT
5. KLOL-F	5. KRBE-F	5. KYND-F	5. KQUE-F	5. KIKK-F	5. KYND-F
6. KILT	6. KILT-F	6. KILT	6. KPRC	6. KEYH	6. KMJQ-F
7. KULF	7. KILT	7. KODA-F	7. KODA-F	7. KODA-F	7. KENR

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	163 (2)	743 (5)	906 (7)	25.3
BLACK/DISCO	87 (2)	546 (2)	633 (4)	17.7
COUNTRY	273 (3)	252 (1)	525 (4)	14.7
NEWS/INFO/TALK	440 (2)		440 (2)	12.3
BTFL MUSIC		420 (2)	420 (2)	11.7
MOR/AC	96 (1)	161 (1)	257 (2)	7.2
SPANISH	218 (3)		218 (3)	6.1
UNKNOWN	40 (1)	42 (1)	82 (2)	2.3
CLASSICAL		60 (1)	60 (1)	1.7
VARIETY	23 (1)		23 (1)	0.6
RELIGION		18 (1)	18 (1)	0.5

3582 (29)

\*Arbitron has determined that the following stations ran on-air survey announcements:  
 KAUM-FM, KFMK-FM. Our contract with Arbitron requires us to note those stations involved.

HOUSTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KMJQ-F	1. KILT	1. KMJQ-F	KCOH	1430	1.0
2. KYND-F	2. KTRH	2. KTRH	KFRD	980	(Rosenburg) .6
3. KIKK-F	3. KIKK-F	3. KIKK-F	KHCB-F	105.7	1.1
4. KTRH	4. KRBE-F	4. KENR	KIKK	650	(Pasadena) 1.3
5. KRLY-F	5. KYND-F	5. KRLY-F	KLEF-F	94.5	1.6
6. KPRC	6. KMJQ-F	6. KILT	KLVL	1480	(Pasadena) .8
7. KLOL-F	7. KRLY-F	7. KLOL-F	KMCV-F	106.9	(Conroe) .5
8. KILT	8. KPRC	8. KYND-F	KNUZ	1230	1.4
9. KRBE-F	9. KAUM-F	9. KRBE-F	KXYZ	1320	1.1
10. KENR	10. KENR	10. KPRC	KYOK	1590	1.3
11. KQUE-F	11. KILT-F		WTAW-F	92.1	(College Station) .5
12. KODA-F	12. KLOL-F				
13. KAUM-F	13. KODA-F				
14. KILT-F	14. KULF				
15. KFMK-F	15. KFMK-F				

ADI FM SHARE: 60.75% (2306 of 3796) (O/N 78: 60.76%)

AM STATIONS

KENR, 1070, 10 KW/5 KW (DA-2), COUNTRY	, \$109.38	(Katz)	Lake Huron
KEYH, 850, 10 KW (DAYS) (DA), SPANISH	, \$ 31.00	(Lotus)	
KJLT, 610, 5 KW (DA-2), ROCK	, \$ 85.00	(Blair)	LIN
KLAT, 1010, 5 KW (DAYS) (DA), SPANISH	, \$ 35.00	(Caballero)	
KNUZ, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$ 32.50	(HR/Stone)	Texas Coast
KPRC, 950, 5 KW (DA-N), NEWS/TALK	NBC, \$ 81.88	(CBS Spot)	Houston Post
KTRH, 740, 50 KW (DA-1), NEWS/TALK	MBS,CBS, \$ 65.12	(Christal)	
KULF, 790, 5 KW (DA-2), AC/CONTEMP	RKO, \$103.44	(Eastman)	Harte Hanks
KYOK, 1590, 5 KW (DA-1), BLACK	NBN, \$ 39.50	(Buckley)	Shamrock

FM STATIONS

KAUM-F, 96.5, 100 KW @ 580, CONTEMP	ABC-C, \$ 60.00	(Selcom)	ABC
KFMK-F, 97.9, 100 KW @ 500, ROCK	, \$ 42.50	(RKO)	First Media
KIKK-F, 95.7, 50 KW @ 995, COUNTRY	, \$ 59.00	(Torbet)	Sonderling
KILT-F, 100.3, 100 KW @ 790, ROCK	, \$ 76.00	(Blair)	LIN
KLEF-F, 94.5, 100 KW @ 610, CLASSICAL	, \$ 36.00	(CMBS)	Entercom
KLOL-F, 101.1, 100 KW @ 790, AOR	, \$ 48.13	(Christal)	
KMJQ-F, 102.1, 100 KW @ 790, BLACK AOR	, \$100.00	(Mc-Guild)	Amaturo
KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$ 58.75	(Selcom)	<i>Westinghouse</i>
KQUE-F, 102.9, 280 KW @ 700, AC/MOR	ABC-E, \$ 63.75	(HR/Stone)	
KRBE-F, 104.1, 100 KW @ 790, ROCK	, \$109.38	(Katz)	Lake Huron
KRLY-F, 93.7, 100 KW @ 790, DISCO (Burk-Abr)	, \$ 55.00	(Masla)	SJR
KYND-F, 92.5, 97 KW @ 790, BTFL MUS (Schulke)	, \$175.84	(Eastman)	Harte Hanks

TV STATIONS

KRIV	Houston	26	IND, Metromedia
KHOU	Houston	11	CBS, Corinthian
KHTV	Houston	39	IND, Gaylord
KPRC	Houston	2	NBC, Houston Post
KTRK	Houston	13	ABC, Capital Cities

NEWSPAPERS

Houston Chronicle	E	330,639
Houston Post	M	320,683

HUNTINGTON

Market # 123; ADI # 41  
 Revenue Rank # 120  
 Income Rank #76  
 APR 13.1  
 SMSA Pop: 297,500

Revenue : \$3,590,411  
 Income : \$ 609,919  
 % Rev Change: \$+21.2%  
 Stations: 12/12

National Rev: \$925,088  
 Nat Rev per Cap: \$3.11  
 Tot Rev per Cap: \$12.07  
 Tot Inc per Cap: \$2.05  
 Profit Margin: 17.0%

12+ METRO	1/4/SHARE	A/M		O/N		12+ TSA	1/4	12+ TSA CUME/MSA		CUME RAT
		79	78	78	77					
1. WKEE-F	56/17.2	15.1	17.7	13.3	17.1	1. WKEE-F	88	1. WKEE-F	1428/35.3	
2. WGNT	55/16.9	16.3	16.1	13.5	13.2	2. WGNT	55	2. WAMX-F	965/25.0	
3. WTCR	50/15.3	15.4	13.7	11.2	15.4	3. WTCR	53	3. WGNT	886/35.7	
4. WHEZ-F	38/11.7	11.1	10.0	11.9	9.5	4. WHEZ-F	51	4. WHEZ-F	753/21.2	
5. WAMX-F	28/ 8.6	13.1	12.9	11.2	12.3	5. WAMX-F	47	5. WKEE	695/17.4	
6. WKEE	23/ 7.1	4.0	6.3	10.5	9.5	6. WKEE	37	6. WTCR	616/22.5	
7. WEMM-F	14/ 4.3	2.6	3.4	5.3	4.2	7. WEMM-F	27	7. WEMM-F	557/10.8	
8. WITO-F	8/ 2.5	1.4	1.1	---	---	8. WQBE-F	23	8. WQBE-F	320/ 2.2	
9. WNST	8/ 2.5	3.7	2.1	3.0	1.7	9. WNST	9	9. WCMJ	290/11.7	
10. WIRO	7/ 2.1	4.6	3.7	2.7	2.0	10. WITO-F	8	10. WIRO	259/10.4	

12+ FM SHARE (METRO): 50.00% (149 of 298) (O/N 78: 51.86%)  
 12+ FM SHARE (TSA) : 59.37% (244 of 411) (O/N 78: 58.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKEE	1. WKEE-F	1. WKEE-F	1. WTCR	1. WTCR	1. WGNT
2. WAMX-F	2. WTCR	2. WTCR	2. WGNT	2. WGNT	2. WKEE-F+
	3. WGNT	3. WGNT	3. WHEZ-F	3. WHEZ-F	3. WHEZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	23 (1)	89 (3)	112 (4)	37.6
COUNTRY	64 (3)	8 (1)	72 (4)	24.2
MOR/AC	62 (2)		62 (2)	20.8
BTFM MUSIC		38 (1)	38 (1)	12.8
RELIGION		14 (1)	14 (1)	4.7
			<u>298 (12)</u>	

CHARLESTON-HUNTINGTON ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
1. WVAF-F	1. WKEE-F	1. WTCR	WCMI 1340 1.8
2. WKEE-F	2. WVAF-F	2. WGNT	WQBE-F 97.5 (Charleston)1.5
3. WCAW	3. WCAW	3. WKEE-F	
4. WXIL-F	4. WAMX-F	4. WHEZ-F	
5. WCHS	5. WGNT	5. WEMM-F	
6. WGNT	6. WCHS	6. WEMM-F	
7. WQBE-F	7. WHEZ-F		
8. WTCR	8. WKAZ		
9. WHEZ-F	9. WQBE-F		
10. WAMX-F	10. WKEE		
11. WATH	11. WEMM-F		
12. WWBB	12. WSIP-F+		
13. WKEE	13. WXIL-F		
14. WLSI	14. WTCR		
15. WEMM-F	15. WPAY		

ADI FM SHARE: 49.85% (679 of 1362) (O/N 78: 46.70%)

AM STATIONS

WCMI, 1340, 1 KW/250 W	, COUNTRY	CBS, \$ 9.75	(Regional)	
WGNT, 930, 5 KW/1 KW (DA-N)	, MOR/AC	NBC, \$22.75	(Torbet)	Stoner
WIRO, 1230, 1 KW/250 W	, MOR	MBS, \$ 5.50	(Regional)	
WKEE, 800, 5 KW (DAYS)	, CONTEMP	ABC-C, \$35.00	(Katz)	Capitol (WRAL)
WNST, 1600, 5 KW (DAYS)	, COUNTRY	, \$ 5.00	(-----)	(MILTON)
WTCR, 1420, 5 KW (DAYS)	, COUNTRY	ABC-I, \$18.33	(Selcom)	Greater Media
WPAY, 1400, 1 KW/250 W	, COUNTRY	CBS, \$ 7.50	(----)	Braden (PORTSMOUTH)
WCAW, 680, 50 KW/250 W (DA-N)	, COUNTRY	, \$40.95	(Eastman)	Capitol (K. Johnson) (CHARLESTON)
WCHS, 580, 5 KW (DA-N)	, MOR/AC	CBS, \$27.25	(Blair)	Rollins (CHARLESTON)
WATH, 970, 1 KW (DAYS)	, MOR	, \$ 6.50	(Regional)	(ATHENS, OHIO)
WWBB, 1450, 1 KW/250 W	, VARIETY	, \$ 5.00	(-----)	(MADISON)
WLSI, 900, 5 KW (DAYS)	, COUNTRY	, \$ 8.00	(-----)	(PIKEVILLE, KY)

FM STATIONS

WAMX-F, 93.7, 32 KW @ 1500	, ROCK	ABC-E, \$ 8.25	(Torbet)	
WEMM-F, 107.9, 50 KW @ 500	, RELIGION	, \$ 6.00	(-----)	
WHEZ-F, 103.3, 50 KW @ 490	, BTFL MUS (KalaMusic)	, \$18.33	(Selcom)	Greater Media
WITO-F, 107.1, 3 KW @ 200	, COUNTRY	MBS, \$ 6.50	(Regional)	
WKEE-F, 100.5, 53 KW @ 556	, ROCK	, \$35.00	(Katz)	Capitol (WRAL)
WQBE-F, 97.5, 50 KW @ 500	, CONTEMP	ABC-C, \$16.00	(Mc-Guild)	Nininger
WVAF-F, 99.9, 50 KW @ 497	, AOR	ABC-F, \$40.95	(Eastman)	Capitol (K. Johnson) (CHARLESTON)
WXIL-F, 95.1, 50 KW @ 500	, ROCK	, \$13.00	(----)	(PARKERSBURG)
WSIP-F+, 98.9, 64 KW @ 580	, ? ?	CBS, \$ 5.00	(Regional)	(PAINTSVILLE, KY)

TV STATIONS

WCHS	Charleston	8	CBS, Rollins
WOWK	Huntington	13	ABC, Gateway
WSAZ	Huntington	3	NBC, Lee

NEWSPAPERS

Charleston Gazette	M	56,002, Clay	Huntington Herald-Dispatch	M	43,007, Gannett
Charleston Mail	E	56,742, Clay	Huntington Advertiser	E	12,570, Gannett

INDIANAPOLIS

Market # 33; ADI # 22  
 Revenue Rank # 22  
 Income Rank # 16  
 APR 15.2  
 SMSA Pop: 1,151,800

Revenue : \$18,415,871  
 Income : \$ 4,030,963  
 % Rev Change: +13.6%  
 Stations: 20/19

National Rev: \$4,651,271  
 Nat Rev per Cap: \$4.04  
 Tot Rev per Cap: \$15.99  
 Tot Inc per Cap: \$3.50  
 Profit Margin: 21.9%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WIBC	229/15.9	17.5	19.4	18.0	15.8	1. WIBC	263	1. WIBC 3351/29.1
2. WXTZ-F	194/13.5	13.6	13.7	13.7	15.0	2. WXTZ-F	262	2. WFBQ-F 3136/17.2
3. WFBQ-F	142/ 9.9	8.7	6.5	6.0	3.9	3. WFBQ-F	247	3. WNDE 2995/18.8
4. WTLC-F	141/ 9.8	8.8	7.2	8.2	8.6	4. WFMS-F	161	4. WXTZ-F 2868/20.6
5. WIRE	136/ 9.5	11.9	7.5	9.0	10.2	5. WIRE	159	5. WIRE 2409/20.9
6. WFMS-F	120/ 8.4	7.1	5.6	8.8	7.0	6. WTLC-F	153	6. WNAP-F 2401/18.0
7. WNAP-F	116/ 8.1	8.9	9.2	9.3	9.3	7. WNAP-F	147	7. WFMS-F 1962/13.4
8. WNDE	78/ 5.4	6.0	6.7	7.0	7.4	8. WNDE	137	8. WIKS-F 1768/12.9
9. WIKS-F	66/ 4.6	.8	---	---	---	9. WIKS-F	82	9. WIFE 1626/14.6
10. WIFE	49/ 3.4	4.9	5.3	4.8	5.1	10. WGTC-F	70	10. WTLC-F 1190/11.9
11. WATI	36/ 2.5	2.7	3.7	3.6	3.8	11. WIFE	58	11. WGTC-F 839/ 1.8
12. WXLW	19/ 1.3	1.7	2.9	2.5	3.0	12. WATI	55	12. WLHN-F 752/ 1.7

12+ FM SHARE (METRO): 59.11% (814 of 1377) (O/N 78: 46.52%)  
 12+ FM SHARE (TSA) : 62.65% (1191 of 1901) (O/N 78: 50.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WFBQ-F	1. WFBQ-F	1. WIBC	1. WIBC	1. WXTZ-F	1. WIBC
2. WTLC-F	2. WNAP-F	2. WFBQ-F	2. WXTZ-F	2. WIBC	2. WXTZ-F
3. WNDE	3. WIBC	3. WNAP-F	3. WIRE	3. WIRE	3. WIRE
4. WNAP-F	4. WTLC-F	4. WFMS-F	4. WFMS-F	4. WFMS-F	4. WFBQ-F
5. WIKS-F	5. WFMS-F	5. WTLC-F	5. WTLC-F	5. WTLC-F	5. WFMS-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	127 (2)	258 (2)	385 (4)	28.0
COUNTRY	136 (1)	127 (2)	263 (3)	19.1
MOR/AC	248 (2)		248 (2)	18.0
BTFL MUSIC	36 (1)	200 (2)	236 (3)	17.1
BLACK/DISCO		207 (2)	207 (2)	15.0
RELIGION	12 (1)	10 (1)	22 (2)	1.6
UNKNOWN	4 (2)	12 (2)	16 (4)	1.2
			1377 (20)	



INDIANAPOLIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WXTZ-F	1. WIBC	1. WTLC-F	WART-F	98.3	(Plainfield) .7
2. WIBC	2. WFBQ-F	2. WIBC	WBRI	1500	.8
3. WFBQ-F	3. WNDE	3. WIRE	WCBK-F+	102.3	(Martinsville) .9
4. WFMS-F	4. WXTZ-F	4. WXTZ-F	WSVL	1520	(Shelbyville) .1
5. WIRE	5. WIRE	5. WFBQ-F	WSVL-F	97.1	(Shelbyville) .5
6. WTLC-F	6. WNAP-F	6. WFMS-F	WGTC-F	92.3	(Bloomington) .5
7. WNAP-F	7. WFMS-F	7. WNDE	WLHN-F	97.9	(Anderson) .4
8. WNDE	8. WIKS-F	8. WNAP-F			
9. WIKS-F	9. WIFE	9. WIFE			
10. WLBC-F	10. WTLC-F	10. WIKS-F			
11. WIFE	11. WLBC-F				
12. WATI	12. WLS				
13. WWKI-F	13. WOWO				
14. WGTC-F	14. WLHN-F				
15. WMDH-F	15. WWKI-F				

ADI FM SHARE: 50.37% (1426 of 2410) (O/N 78: 50.37%)

AM STATIONS

WATI, 810, 250 W (DAYS)	, BTFL MUS	, \$14.00	(Masla)	Sarkes-Tarzian
WIBC, 1070, 50 KW/10 KW (DA-2), MOR		, \$87.25	(Blair)	Fairbanks
WIFE, 1310, 5 KW/1 KW (DA-N), CONTEMP		ABC-C, \$37.50	(Buckley)	
WIRE, 1430, 5 KW (DA-N), COUNTRY		MBS, ABC-E, \$78.00	(Eastman)	Mid America
WNDE, 1260, 5 KW (DA-N), ROCK		, \$72.00	(Katz)	Gulf Rahall
WXLW, 950, 5 KW (DAYS) (DA), MOR		CBS, \$24.50	(Dore/Walton)	

FM STATIONS

WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr)		, \$95.00	(Katz)	Gulf/Rahall
WFMS-F, 95.5, 50 KW @ 500, COUNTRY		NBC, \$63.75	(Torbet)	Susquehanna
WIKS-F, 99.5, 50 KW @ 500, DISCO		, \$37.50	(Christal)	Heftel
WNAP-F, 93.1, 50 KW @ 358, ROCK		, \$52.00	(Blair)	Fairbanks
WTLC-F, 105.7, 50 KW @ 445, BLACK		NBN, \$35.00	(HR/Stone)	
WXTZ-F, 103.3, 13 KW @ 860, BTFL MUS (Schulke)		, \$80.50	(Eastman)	Mid America
WLBC-F, 104.1, 50 KW @ 505, ROCK		, \$ 9.00	(PRO)	(MUNCIE)
WLHN-F, 97.9, 50 KW @ 534, BTFL MUS		, \$18.00	(Regional)	Eastern
				(ANDERSON)
WWKI-F, 100.5, 20 KW @ 480, COUNTRY		, \$14.00	(----)	(KOKOMO)
WGTC-F, 92.3, 37 KW @ 1094, COUNTRY		, \$ 7.25	(PRO)	Sarkes-Tarzian
				(BLOOMINGTON)
WMDH-F, 102.5, 21 KW @ 355, COUNTRY		, \$ 6.75	(----)	(NEW CASTLE)
	WLS - See Chicago			
				WOWO - see Fort Wayne

TV STATIONS

WHMB	Indianapolis	40	IND, Lester Sumrall Evangelistic Assoc
WISH	Indianapolis	8	CBS, Corinthian
WRTV	Indianapolis	6	ABC, Mc-Graw-Hill
WTHR	Indianapolis	13	NBC, Columbus Dispatch
WTTV	Bloomington	4	IND, Sarkes-Tarzian

NEWSPAPERS

Indianapolis Star	M	217,619
Indianapolis News	E	152,367

JACKSONVILLE

Market # 57  
 Revenue Rank # 62  
 Income Rank # 385  
 APR 14,2  
 SMSA Pop: 737,100

Revenue : \$7,673,915  
 Income : \$ -568,106  
 % Rev Change: +23.9%  
 Stations: 21/23

National Rev: \$2,089,695  
 Nat Rev per Cap: \$2.83  
 Tot Rev per Cap: \$10.41  
 Tot Inc per Cap: \$-.77  
 Profit Margin: --

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKTZ-F 102/12.2	11.0	15.9	13.9	13.9	1. WKTZ-F 127	1. WAPE 1864/22.1
2. WPDQ 93/11.1	7.6	3.0	10.9	11.3	2. WIVY-F 110	2. WIVY-F 1671/23.0
3. WIVY-F 92/11.0	15.8	14.7	14.7	10.3	3. WPDQ 93	3. WKTZ-F 1605/21.3
4. WQIK-F 82/ 9.8	8.3	6.4	7.4	8.5	4. WQIK-F 91	4. WQIK-F 1293/19.0
5. WAPE 67/ 8.0	7.1	10.5	---	7.5	5. WAPE 83	5. WVOJ 938/15.4
6. WVOJ 65/ 7.8	8.4	4.5	8.3	8.4	6. WVOJ 66	6. WAIV-F 884/13.1
7. WJAX-F 60/ 9.2	8.6	6.4	1.1	3.5	7. WJAX-F 62	7. WJAX-F 789/11.1
8. WAIV-F 38/ 4.6	5.6	7.1	5.7	4.0	8. WAIV-F 40	8. WPDQ 706/11.9
9. WJEE-F 28/ 3.4	2.6	2.8	1.9	---	9. WJEE-F 28	9. WJAX 444/ 7.4
10. WJAX 21/ 2.5	.8	2.3	2.8	3.9	10. WJAX 21	10. WSNY 327/ 5.5

12+ FM SHARE (METRO): 52.21% (402 of 770) (O/N 78: 61.94%)  
 12+ FM SHARE (TSA) : 54.01% (458 of 848) (O/N 78: 62.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPDQ	1. WIVY-F	1. WIVY-F	1. WQIK-F	1. WKTZ-F	1. WKTZ-F
2. WIVY-F	2. WAPE	2. WQIK-F	2. WKTZ-F	2. WQIK-F	2. WAPE
3. WJAX-F	3. WJAX-F	3. WAPE	3. WVOJ	3. WVOJ	3. WQIK-F+
4. WAIV-F	4. WPDQ	4. WVOJ	4. WAPE	4. WJEE-F	4. WIVY-F

OTHER RATED STATIONS/METRO SHARE

WBIX 1010	1.2	WCGL 1360	1.8	WERD 1400	2.0	WEXI 1280	2.0
WKTZ 1220	1.0	WOZN 970	1.6	WQIK 1050	1.2	WSNY 600	1.2
WCRJ 1530	1.1	WAOC 1420	(St. Augustine)	.4	WFOY 1240	(St. August)	1.2

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	67 (1)	190 (3)	257 (4)	33.4
COUNTRY	78 (3)	82 (1)	160 (4)	20.8
BTFL MUSIC	8 (1)	130 (2)	138 (3)	17.9
BLACK/DISCO	125 (3)		125 (3)	16.2
MOR/AC	41 (3)		41 (3)	5.3
RELIGION	32 (3)		32 (3)	4.2
NEWS/TALK	17 (1)		17 (1)	2.2
			770 (21)	

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), ROCK	, \$49.50 (Eastman)	Sis
WJAX, 930, 5 KW (DA-N), MOR	CBS, \$22.91 (Selcom)	City of Jacks.
WPDQ, 1460, 5 KW (DA-N), BLACK	ABC-I, NBN, \$33.50 (Howard)	Bdcst Ent Net
WSNY, 600, 5 KW (DA-N), AC (Radio Arts)	ABC-I, \$31.50 (Buckley)	Rounsaville
WVOJ, 1320, 5 KW (DA-N), COUNTRY	NBC, \$34.25 (Blair)	Gulf Rahall
WAIV-F, 96.9, 100 KW @ 250, CONTEMP	, \$38.00 (Buckley)	Rounsaville
WIVY-F, 102.9, 60 KW @ 635, ROCK	, \$54.00 (Torbet)	Infinity
WJAX-F, 95.1, 100 KW @ 567, AOR	ABC-C, \$28.20 (Selcom)	City of Jacks.
WJEE-F, 107.3, 100 KW @ 350, BTFL MUS (FM-100)	, \$16.50 (Masla)	
WQIK-F, 99.1, 90 KW @ 620, COUNTRY	, \$30.50 (Mc-Guild)	
WKTZ-F, 96.1, 100 KW @ 830, BTFL MUS (Schulke)	, \$64.25 (Katz)	Beck Ross

TV STATIONS	WJKS Jacksonville 17	ABC, Ziff-Davis	WTLV Jacks. 12	NBC, Harte-Hanks
	WJXT Jacksonville 4	CBS, Post-News		

NEWSPAPERS	Florida Times-Union M 157,514	Jacksonville Journal E 51,218
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KALAMAZOO

Market # 137  
 Revenue Rank # 135  
 Income Rank # 103  
 APR 13.4  
 SMSA Pop: 269,900

Revenue : \$3,113,642  
 Income : \$ 349,668  
 % Rev Change: 20.0%  
 Stations: 19/7

National Rev: \$523,047  
 Nat Rev per Cap: \$1.94  
 Tot Rev per Cap: \$11.54  
 Tot Inc per Cap: \$1.30  
 Profit Margin: 11.3%

		A/M	O/N	A/M						
12+ METRO	1/4/SHARE	79	78	78	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WKZO	41/13.5	13.6	14.7	16.3	1. WKZO	47	1. WKZO	882/31.9		
2. WKFR-F	30/ 9.9	7.1	9.4	5.3	2. WOOD-F	44	2. WKMI	824/34.4		
3. WOOD-F	29/ 9.6	7.4	8.5	5.6	3. WLAV-F	43	3. WGRD-F+	758/21.2		
	WKMI	29/ 9.6	12.0	13.5	17.2	4. WGRD-F	39	4. WOOD-F	660/16.2	
5. WQLR-F	24/ 7.9	10.5	10.3	10.1	5. WKFR-F	37	5. WKFR-F	592/21.6		
	WGRD-F	24/ 7.9	8.3	6.5	13.4	6. WKMI	34	6. WQLR-F	475/17.2	
7. WLAV-F	16/ 5.3	4.3	5.9	.9	7. WQLR-F	31	7. WLAV-F	392/ 9.9		
8. WBUK	15/ 5.0	2.8	4.4	3.0	8. WJFM-F	21	8. WMAQ	387/ 9.3		
9. WKPR	11/ 3.6	2.2	.9	1.5	9. WMAQ	18	9. WLS	364/ 7.2		
10. WJFM-F	10/ 3.3	.9	3.5	.9	10. WLS	15	10. WJFM-F	326/11.0		

12+ FM SHARE (METRO): 54.24% (147 of 271) (O/N 78: 50.99%)

12+ FM SHARE (TSA) : 60.00% (240 of 400) (O/N 78: 50.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGRD-F	1. WKFR-F	1. WKFR-F	1. WKZO	1. WKZO	1. WKZO
2. WKMI	2. WKMI	2. WKMI	2. WQLR-F	2. WOOD-F	2. WOOD-F
3. WKFR-F	3. WLAV-F	3. WQLR-F	3. WKFR-F	3. WQLR-F	3. WKMI

OTHER RATED STATIONS/METRO SHARE

WJOR	940	(South Haven)	.7	WNWN-F	98.5	(Coldwater)	2.3
WYYY	1470		1.3	WGN	720	(Chicago)	1.3
WBCK	930	(Battle Creek)	.7	WLS	890	(Chicago)	2.0
WFFX-F	101.3	(Grand Rapids)	2.3	WMAQ	670	(Chicago)	3.3

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	39 (3)	87 (5)	126 (8)	46.5
BTFL MUSIC		53 (2)	53 (2)	19.6
MOR/AC	49 (4)		49 (4)	18.1
COUNTRY	25 (2)	7 (1)	32 (3)	11.8
RELIGION	11 (1)		11 (1)	4.1
			271 (18)	

RADIO STATIONS

WBUK, 1560, 1 KW (DAYS)	, COUNTRY	ABC-E, \$13.00	(PRO)	
WKMI, 1360, 5 KW/1 KW (DA-N)	, ROCK	ABC-C, \$32.00	(Eastman)	
WKZO, 590, 5 KW (DA-N)	, MOR	CBS, \$30.75	(Buckley)	Fetzer
WKPR, 1420, 1 KW (DAYS) (DA)	, RELIGION	, \$ 5.00	(-----)	Kuiper
WKFR-F, 103.3, 50 KW @ 370,	CONTEMP (Drake-Chen)	, \$20.25	(HR/Stone)	
WQLR-F, 106.5, 33 KW @ 600,	BTFL MUS (KalaMusic)	, \$24.00	(Masla)	Fairfield

WMAQ. WLS - See Chicago

FOR OTHER STATIONS SEE GRAND RAPIDS

FOR TV, ADI AND NEWSPAPER INFO SEE GRAND RAPIDS

KANSAS CITY

Market # 29; ADI # 27  
 Revenue Rank # 24  
 Income Rank # 25  
 APR 14.8  
 SMSA Pop: 1,297,800

Revenue : \$17,570,212  
 Income : \$ 2,686,314  
 % Rev Change: +35.5  
 Stations: 20/20

National Rev: \$4,871,734  
 Nat Rev per Cap: \$3.75  
 Tot Rev per Cap: \$13.54  
 Tot Inc per Cap: \$2.07  
 Profit Margin: 15.3%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KYYS-F 203/12.7	10.3	9.8	8.4	6.9	1. WDAF 518	1. WDAF 6650/24.3
2. WDAF 191/11.9	8.8	10.2	9.0	11.1	2. KYYS-F 291	2. KCMO 5606/24.2
3. KMBR-F 148/ 9.3	9.4	10.0	9.1	9.2	3. KCMO 246	3. WHB 3350/20.4
4. KMBZ 143/ 8.9	16.8	11.4	18.6	11.9	4. KCEZ-F 182	4. KYYS-F 3309/19.2
5. KCEZ-F 124/ 7.8	7.9	8.3	7.2	5.8	5. KMBR-F 167	5. KMBZ 2757/21.1
6. KBEQ-F 104/ 6.5	7.9	9.0	8.6	8.1	6. KMBZ 160	6. KBEQ-F 2381/17.1
7. KCMO 99/ 6.2	4.6	9.4	7.9	7.3	7. KBEQ-F 140	7. KCEZ-F 2213/15.0
8. WHB 96/ 6.0	4.8	4.9	7.6	7.8	8. WHB 139	8. KMBR-F 2077/14.9
9. KPRS-F 92/ 5.8	4.3	5.0	5.6	6.8	9. KPRS-F 93	9. KUDL-F 1312/10.3
10. KJLA 57/ 3.6	3.4	---	---	---	10. KCKN-F 80	10. KJLA 1258/10.6
KCKN-F 57/ 3.6	3.5	3.6	3.5	5.1	11. KJLA 65	11. KCKN-F 1207/ 8.0
12. KUDL-F 56/ 3.5	3.2	3.3	2.5	2.2	12. KUDL-F 60	12. KPRS-F 1023/ 9.1

12+ FM SHARE (METRO): 54.09% (826 of 1527) (O/N 78: 55.35%)  
 12+ FM SHARE (TSA) : 45.92% (1065 of 2319) (O/N 78: 47.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KYYS-F	1. KYYS-F	1. KYYS-F	1. WDAF	1. WDAF	1. WDAF
2. KBEQ-F	2. WHB	2. WDAF	2. KMBR-F	2. KMBZ	2. KYYS-F
3. KJLA	3. KBEQ-F	3. KMBR-F	3. KMBZ	3. KMBR-F	3. KMBZ
4. KPRS-F	4. KPRS-F	4. WHB	4. KCEZ-F	4. KCEZ-F	4. KCMO
	5. WDAF	5. KPRS-F	5. WHB	5. KCKN-F	5. KCEZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	96 (1)	375 (4)	471 (5)	30.8
COUNTRY	239 (3)	66 (2)	305 (5)	20.0
BTFL MUSIC		272 (2)	272 (2)	17.8
MOR/AC	242 (2)		242 (2)	15.8
BLACK/DISCO	57 (1)	92 (1)	149 (2)	9.8
RELIGION	37 (2)		37 (2)	2.4
NEWS/INFO/TALK	30 (1)		30 (1)	2.0
CLASSICAL		21 (1)	21 (1)	1.4
			1527 (20)	

KANSAS CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WDAF	1. WDAF	1. WDAF	KBEA	1480	(Mission) 1.9
2. KYYS-F	2. KCMO	2. KYYS-F	KCCV	1510	(Independence) 1.0
3. KCEZ-F	3. KYYS-F	3. KMBZ	KCKN	1340	2.6
4. KMBR-F	4. WHB	4. KMBR-F	KEXS	1090	(Excelsior Spgs) .4
5. KMBZ	5. KMBZ	5. KCMO	KPRT	1590	1.3
6. KCMO	6. KBEQ-F	6. KCEZ-F	KWKI-F	93.3	.8
7. KBEQ-F	7. KCEZ-F	7. KBEQ-F	KXTR-F	96.5	1.3
8. WHB	8. KMBR-F	8. KPRS-F	KTRO-F	98.9	(Leavenworth) .6
9. KPRS-F	9. KUDL-F	9. WHB			
10. KCKN-F	10. KJLA	10. KJLA			
11. KJLA	11. KCKN-F				
12. KUDL-F	12. KPRS-F				
13. KCKN	13. KCKN				
14. KBEA	14. KFEQ				
15. KXTR-F	15. KXTR-F				

ADI FM SHARE: 50.85% (1019 of 2004) (O/N 78: 50.70%)

AM STATIONS

KBEA, 1480, 1 KW/500 W	, NEWS/BTFL	ABC-I, MBS, \$14.00	(P/W)	
KCKN, 1340, 1 KW/250 W	, COUNTRY	, \$33.15	(Mc-Guild)	Kaye-Smith
KCMO, 810, 50 KW/10 KW (DA-N)	, AC	ABC-E, \$64.00	(MMR)	Meredith
KJLA, 1190, 1 KW/250 W	, DISCO/ROCK	, \$22.00	(-----)	
KMBZ, 980, 5 KW (DA-N)	, MOR	NBC, \$80.00	(Torbet)	Bonneville
WDAF, 610, 5 KW	, COUNTRY	, \$93.75	(Katz)	Taft
WHB, 710, 10 KW/5 KW (DA-2)	, CONTEMP	, \$51.50	(Blair)	Storz
KFEQ, 680, 5 KW (DA-2)	, COUNTRY	CBS, \$21.00	(Mc-Guild)	(ST. JOSEPH)

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953	, ROCK	ABC-C, \$60.50	(Christal)	Mariner
KCEZ-F, 94.9, 100 KW @ 1057	, BTFL MUS (Schulke)	, \$50.00	(MMR)	Meredith
KCKN-F, 94.1, 100 KW @ 465	, COUNTRY	, \$33.15	(Mc-Guild)	Kaye-Smith
KMBR-F, 99.7, 100 KW @ 950	, BTFL MUS (Bonne)	, \$60.00	(Torbet)	Bonneville
KPRS-F, 103.3, 100 KW @ 450	, BLACK	SBN, NBN, \$42.50	(Howard)	
KUDL-F, 98.1, 100 KW @ 250	, SOFT ROCK	ABC-F, \$29.50	(Selcom)	Shamrock
KYYS-F, 102.1, 100 KW @ 940	, AOR (Burk-Abr)	, \$87.50	(Katz)	Taft
KXTR-F, 96.5, 90 KW @ 670	, CLASSICAL	, \$15.00	(CMBS)	

TV STATIONS

KBMA	Kansas City	41	IND, Scripps-Howard
KCMO	Kansas City	5	CBS, Meredith
KMBC	Kansas City	9	ABC, Metromedia
WDAF	Kansas City	4	NBC, Taft

NEWSPAPERS

Kansas City Star	E	288,283, Capital Cities
Kansas City Times	M	321,002, Capital Cities

KNOXVILLE

Market # 88  
 Revenue Rank # 72  
 Income Rank # 118  
 APR 14.4  
 SMSA Pop: 451,100

Revenue : \$6,277,806  
 Income : \$ 291,387  
 % Rev Change: +14.9%  
 Stations: 18/14

National Rev: \$1,146,632  
 Nat Rev per Cap: \$2.54  
 Tot Rev per Cap: \$13.92  
 Tot Inc per Cap: \$ .65  
 Profit Margin: 4.6%

		A/M	A/M
12+ METRO 1/4/SHARE		79	78
1. WIVK-F	116/20.9	16.6	14.6
2. WEZK-F	91/16.4	18.4	16.1
3. WNOX	66/11.9	12.0	11.3
4. WRJZ	55/ 9.9	14.8	16.1
5. WIVK	47/ 8.5	10.6	11.1
6. WOKI-F	43/ 7.7	5.7	5.5
7. WBIR-F	35/ 6.3	4.6	4.8
8. WGAP	15/ 2.7	3.6	2.4
9. WJBE	9/ 1.6	1.2	---
WYSH	9/ 1.6	.9	.9

12+ TSA 1/4	
1. WIVK-F	245
2. WOKI-F	168
3. WEZK-F	144
4. WIVK	105
5. WNOX	93
6. WRJZ	86
7. WBIR-F	52
8. WGAP	19
9. WBIR	11
10. WYSH	10

12+ TSA CUME/MSA	CUME	RAT
1. WOKI-F	2603/22.1	
2. WIVK-F	2560/36.1	
3. WRJZ	2041/34.1	
4. WNOX	2032/30.3	
5. WEZK-F	1685/26.9	
6. WIVK	1343/20.7	
7. WBIR-F	900/14.6	
8. WBIR	345/ 7.2	
9. WGAP	308/ 6.9	
10. WATO	245/ 3.7	

12+ FM SHARE (METRO): 54.86% (288 of 525) (O/N 78: NA)  
 12+ FM SHARE (TSA) : 62.65% (614 of 980) (O/N 78: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOX	1. WNOX	1. WIVK-F	1. WIVK-F	1. WIVK-F	1. WIVK-F+
2. WOKI-F	2. WIVK-F	2. WEZK-F	2. WEZK-F	2. WEZK-F	2. WOKI-F
3. WRJZ	3. WBIR-F	3. WNOX	3. WRJZ	3. WIVK	3. WEZK-F
	4. WRJZ	4. WRJZ	4. WIVK	4. WRJZ	4. WRJZ

OTHER RATED STATIONS/METRO SHARE

WATO 1290 (Oak Ridge)	.5	WBIR 1240	1.4	WEAG 1470 (Alcoa)	.7
WKGN 1340	1.3	WKVQ 1490	.5	WKXV 900	1.4
WYSH-F 104.9 (Clinton)	.5	WSKT 1580	.5		

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	121 (2)	78 (2)	199 (4)	37.9
COUNTRY	71 (3)	119 (2)	190 (5)	36.2
BTFL MUSIC		91 (1)	91 (1)	17.3
MOR/AC	21 (4)		21 (4)	4.0
UNKNOWN	12 (2)		12 (2)	2.3
BLACK/DISCO	9 (1)		9 (1)	1.7
RELIGION	3 (1)		3 (1)	0.6
			525 (18)	

RADIO STATIONS

WBIR, 1240, 1 KW/250 W	, MOR	CBS, ABC-I, \$12.50	(Katz) Stoner
WGAP, 1400, 1 KW/250 W	, COUNTRY	, \$ 5.25	(Midsouth)
WIVK, 850, 50 KW (DAYS) (DA)	, COUNTRY	ABC-E, \$19.75	(Torbet)
WJBE, 1430, 1 KW (DAYS)	, BLACK	SBN, \$ 9.00	(Smith)
WNOX, 990, 10 KW (DA-N)	, CONTEMP	ABC-C, \$21.00	(Blair) Scripps-How
WRJZ, 620, 5 KW (DA-2)	, CONTEMP	, \$35.00	(Mc-Guild) Basic Media
WYSH, 1380, 1 KW (DAYS)	, COUNTRY	, \$ 4.50	(Beaver) (CLINTON)
WBIR-F, 103.5, 100 KW @ 1800, AOR		, \$21.50	(Katz) Stoner
WEZK-F, 97.5, 100 KW @ 1250, BTFL MUS (Bonne)		, \$24.75	(Selcom) South Cent
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY		ABC-E, \$19.50	(Torbet)
WOKI-F, 100.3, 100 KW @ 2000, ROCK		MBS, \$25.25	(Buckley) (OAK RIDGE)

TV STATIONS

WATE Knoxville 6	NBC, Nationwide	WBIR Knoxville 10	CBS, Multimedia
WTVK Knoxville 26	ABC, South Central		

NEWSPAPERS

Knoxville Journal M 57,398, Scripps-How      Knoxville News-Sent E 101,628, Scripps-How

LANSING

Market # 85  
 Revenue Rank # 91  
 Income Rank # 59  
 APR 15.2  
 SMSA Pop: 460,500

Revenue : \$4,889,665  
 Income : \$ 897,470  
 % Rev Change: +48.8%\*  
 Stations: 18/8

National Rev: \$827,428  
 Nat Rev per Cap: \$1.80  
 Tot Rev per Cap: \$10.62  
 Tot Inc per Cap: \$1.95  
 Profit Margin: 18.4%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78
1. WFMK-F	81/14.0	9.6	10.2	14.0
2. WVIC-F+	75/12.9	13.7	13.5	14.1
3. WITL-F	59/10.2	9.1	8.6	10.3
4. WILS-F	54/ 9.3	9.6	10.5	6.9
5. WJR	43/ 7.4	7.1	7.3	7.9
6. WJIM-F	37/ 6.4	6.8	4.3	4.4
7. WILS	35/ 6.0	4.3	5.2	5.7
8. WOOD-F	29/ 5.0	3.0	5.0	7.6
9. WJIM	25/ 4.3	3.7	5.2	5.4
10. WITL	20/ 3.5	2.8	3.1	3.0

12+ TSA	1/4
1. WFMK-F	100
2. WVIC-F+	90
3. WJR	89
4. WITL-F	77
5. WILS-F	55
6. WJIM-F	40
7. WILS	35
8. WFFX-F	31
9. WOOD-F	29
10. WJIM	25

12+ TSA	CUME/MSA	CUME	RAT
1. WVIC-F+	1362/31.3		
2. WFMK-F	1352/27.4		
3. WJR	1154/17.9		
4. WITL-F	1019/21.8		
5. WILS	805/20.8		
6. WILS-F	735/18.4		
7. WJIM	715/17.6		
8. WJIM-F	650/15.6		
9. WOOD-F	484/12.2		
10. WITL	321/ 8.0		

12+ FM SHARE (METRO): 70.97% (357 of 503) (O/N 78: 66.87%)  
 12+ FM SHARE (TSA) : 68.17% (424 of 622) (O/N 78: 67.25%)

TEENS	18- 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WVIC-F+	1. WFMK-F	1. WFMK-F	1. WITL-F	1. WJR	1. WJR
	2. WILS-F	2. WVIC-F+	2. WJR	2. WITL-F	2. WFMK-F
	3. WVIC-F+	3. WILS-F	3. WFMK-F	3. WJIM-F	3. WITL-F
	4. WILS	4. WITL-F	4. WJIM-F,	4. WOOD-F	4. WVIC-F+

OTHER RATED STATIONS/METRO SHARE

WCER	1390	(Charlotte)	1.6	WGRD-F+	97.9	(Grand Rapids)	1.6
WRBJ-F	92.1	(St. Johns)	.3	WGER-F	102.5	(Bay City)	.9
WFFX-F	101.3	(Grand Rapids)	3.3	WOOD	1300	(Grand Rapids)	.2

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	13 (1)	225 (5)	238 (6)	47.3
MOR/AC	113 (5)		113 (5)	22.5
COUNTRY	20 (1)	59 (1)	79 (2)	15.7
BTFL MUSIC		73 (4)	73 (4)	14.5
			503 (17)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-1), CONTEMP/AC	CBS, \$15.32 (Torbet)	
WITL, 1010, 500 W (DAYS) (DA), COUNTRY	, \$12.75 (Mc-Guild)	Midwest Family Gross
WJIM, 1240, 1 KW/250 W, MOR/AC	NBC, \$10.00 (PRO)	
WFMK-F, 99.1, 110 KW @ 600, SOFT ROCK/AC	ABC-I, \$26.25 (Selcom)	Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr)	, \$15.50 (Torbet)	
WITL-F, 100.7, 55 KW @ 378, COUNTRY	, \$16.75 (Mc-Guild)	Midwest Family Gross
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)	, \$12.00 (Pro)	
WVIC-F+, 94.9, 49 KW @ 500, ROCK	ABC-C, \$17.50 (Buckley)	

WJR - See Detroit

Other stations - See Grand Rapids

TV STATIONS

WJIM	Lansing	6	CBS, Gross	WILX	Jackson	10	NBC, ATO
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NEWSPAPER Lansing State Journal E 73,280, Gannett

\*It is doubtful that this figure is accurate.

LAS VEGAS

Market # 100  
 Revenue Rank # 66  
 Income Rank # 66  
 APR 14.1  
 SMSA Pop: 382,500

Revenue : \$7,140,177  
 Income : \$ 789,566  
 % Rev Change: +33.5%  
 Stations: 14/15

National Rev: \$1,342,926  
 Nat Rev per Cap: \$3.51  
 Tot Rev per Cap: \$18.67  
 Tot Inc per Cap: \$2.06  
 Profit Margin: 11.1%

12+ METRO	1/4/SHARE	A/M	O/N	A/M	O/N
		79	78	78	77
1. KORK-F	46/10.4	11.3	11.8	10.7	14.3
2. KXTZ-F	44/ 9.9	8.5	4.6	6.8	6.3
3. KLUC-F	39/ 8.8	8.7	9.4	11.4	9.6
KENO	39/ 8.8	8.0	13.6	13.2	11.3
5. KFMS-F	33/ 7.4	4.8	6.2	6.4	9.4
KMJJ	33/ 7.4	7.2	8.3	3.4	4.2
7. KVEG	29/ 6.5	7.4	4.6	---	---
8. KORK	28/ 6.3	7.0	5.3	6.4	7.5
9. KLAV	27/ 6.1	3.9	1.2	1.1	2.6
10. KDWN	26/ 5.9	6.7	4.8	5.5	4.9

12+ TSA	CUME/MSA	CUME	RAT
1. KLUC-F	688/21.9		
2. KENO	673/21.4		
3. KMJJ	616/19.6		
4. KXTZ-F	543/17.2		
5. KDWN	502/15.7		
6. KFMS-F	469/14.9		
7. KORK-F	463/14.7		
8. KORK	460/14.6		
9. KLAV	457/14.5		
10. KVEG	394/12.5		

MSA AND TSA  
 1/4 FIGURES ARE  
 THE SAME.

12+ FM SHARE (METRO): 44.79% (185 of 413) (O/N 78: 42.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLAV	1. KFMS-F	1. KMJJ	1. KMJJ	1. KORK-F	1. KORK
KENO	2. KMJJ	2. KLUC-F	KORK-F	2. KXTZ-F	2. KORK-F
3. KLUC-F	3. KLUC-F	3. KFMS-F	KXTZ-F	3. KVEG	3. KLUC-F
	4. KENO	4. KENO	4. KVEG	4. KRAM	KENO

OTHER RATED STATIONS/METRO SHARE

KENO-F	92.3	5.2	KRAM	1340	5.0
KNUU	970	4.7	KFI	640	(LA) .7

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	75 (3)	95 (3)	170 (6)	41.2
BTFL MUSIC		90 (2)	90 (2)	21.8
MOR/AC	54 (2)		54 (2)	13.1
COUNTRY	51 (2)		51 (2)	12.3
DISCO/BLACK	27 (1)		27 (1)	6.5
NEWS/TALK	21 (1)		21 (1)	5.1
			413 (14)	

RADIO STATIONS

KDWN, 720, 50 KW/10 KW (DA-N), MOR	, \$12.25 (Pro)	
KENO, 1460, 5 KW/1 KW (DA-N), ROCK	ABC-C, \$17.10 (Lotus)	Lotus
KLAV, 1230, 1 KW/250 W, DISCO	MBS, \$10.00 (Masla)	Korngold
KMJJ, 1140, 10 KW/2.5 KW (DA-N), CONTEMP/AC	ABC-E, \$19.80 (Mc-Guild)	Western Cities
KORK, 920, 5 KW/500 W (DA-2), MOR	NBC, \$20.00 (Mc-Guild)	Donrey
KVEG, 1400, 1 KW/250 W, COUNTRY	, \$15.50 (Katz)	Bdcst Assoc
KFMS-F, 101.9, 20 KW @ 41, ROCK	, \$15.50 (Katz)	Bdcst Assoc
KLUC-F, 98.5, 25 KW @ 180, ROCK	, \$19.80 (Mc-Guild)	Western Cities
KORK-F, 97.1, 44 KW @ 195, BTFL MUS (Schulke)	, \$20.00 (Mc-Guild)	Donrey
KXTZ-F, 94.1, 41 KW @ 100, BTFL MUS (TM)	, \$12.00 (Groskin)	

TV STATIONS

KLAS Las Vegas 8	CBS, Landmark	KORK Las Vegas 3	NBC, Donrey
KSHO Las Vegas 13	ABC	KVVU Henderson 5	IND, J. Carson

NEWSPAPERS

Las Vegas Review Journal	E	75,246, Donrey
Las Vegas Sun	M	43,749



LEXINGTON

Market # 122  
 Revenue Rank # 88  
 Income Rank # 52  
 APR 14.0  
 SMSA Pop: 301,200

Revenue : \$5,013,047  
 Income : \$ 998,610  
 % Rev Change: +26.0%  
 Stations:15/10

National Rev: \$465,547  
 Nat Rev per Cap: \$1.55  
 Tot Rev per Cap: \$16.64  
 Tot Inc per Cap: \$3.32  
 Profit Margin: 19.9%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKQQ-F	40/16.1	18.2	13.1	8.2	1. WKQQ-F 94	1. WVLK	1526/40.3
2. WVLK	54/15.2	16.4	18.6	15.6	2. WVLK-F 82	2. WLAP	1251/31.7
3. WLAP-F	50/14.1	8.7	12.6	15.8	3. WLAP-F 73	3. WLAP-F	1165/30.1
WVLK-F	50/14.1	13.5	11.3	11.6	4. WVLK 70	4. WKQQ-F	1180/26.3
5. WAXU-F	40/11.3	8.4	10.2	5.8	5. WAXU-F+ 51	5. WVLK-F	1082/22.4
6. WLAP	34/ 9.6	11.1	13.4	17.9	6. WLAP 50	6. WHAS	932/ 7.6
7. WTKC	22/ 6.2	5.8	3.7	7.4	7. WHAS 33	7. WAXU-F+	545/16.7
8. WNVL	8/ 2.3	4.2	3.4	2.1	8. WTKC 25	8. WTKC	523/15.8
9. WHAS	6/ 1.7	1.8	2.6	2.9	9. WNVL 10	9. WAKY	344/ 3.8
10. WJMM-F	2/ .6	1.1	1.0	---	10. WAKY 6	10. WNVL	183/ 5.3

12+ FM SHARE (METRO): 55.59% (184 of 331) (O/N 78: 46.28%)  
 12+ FM SHARE (TSA) : 56.46% (284 of 503) (O/N 78: 43.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKQQ-F	1. WKQQ-F	1. WKQQ-F	1. WVLK	1. WVLK-F	1. WVLK
2. WLAP-F	2. WLAP-F	2. WLAP-F	2. WAXU-F+	2. WVLK	2. WLAP
	3. WVLK	3. WVLK	3. WLAP	3. WAXU-F+	3. WVLK-F

OTHER RATED STATIONS/METRO SHARE

WBGR	1440	(Paris)	.6	WKY	1380	(Winchester)	.6
WBGR-F	96.7	(Paris)	.6	WAKY	790	(Louisville)	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP		107 (2)	107 (2)	32.2
MOR/AC	100 (6)	2 (1)	102 (7)	30.8
COUNTRY	47 (3)	23 (1)	70 (4)	21.1
BTFL MUSIC		50 (1)	50 (1)	15.1
RELIGION		2 (1)	2 (1)	0.6
			331 (15)	

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2) , AC	CBS,MBS, \$19.50 (Mc-Guild)	Illinois Bdcst
WNVL, 1250, 500 W (DAYS) , COUNTRY/TALK	, \$ 6.75 (Regional)	(NICHOLASVILLE)
WTKC, 1300, 2.5 KW/1 KW (DA-N), COUNTRY (TM)	NBC, \$15.00 (PRO)	
WVLK, 590, 5 KW/1 KW (DA-2) , MOR	ABC-I, \$28.75 (Torbet)	Bluegrass
WAXU-F+, 103.1, 3 KW @ 300, COUNTRY	MBS, \$ 9.00 (Sav-Gates)	
WKQQ-F , 98.1, 50 KW @ 551, AOR	, \$24.00 (Christal)	
WLAP-F , 94.5, 50 KW @ 280, ROCK (TM)	, \$19.50 (Mc-Guild)	Illinois Bdcst
WVLK-F , 92.9, 100 KW @ 854, BTFL MUS (FM-100)	, \$23.00 (Torbet)	Bluegrass

WAKY, WHAS - see Louisville

TV STATIONS

WKYT Lexington	27	CBS, Bluegrass	WTVQ Lexington	62	ABC, Starr
WLEX Lexington	18	NBC, Gay-Bell			

NEWSPAPERS

Lexington Herald	M	63,926, Knight-Ridder
Lexington Leader	E	33,191, Knight-Ridder

LITTLE ROCK

Market # 102  
 Revenue Rank # 70  
 Income Rank # 313  
 APR 13.2  
 SMSA Pop: 375,600

Revenue : \$6,383,062  
 Income : \$ 21,551  
 % Rev Change: +5.3%  
 Stations: 15/16

National Rev: \$1,263,333  
 Nat Rev per Cap: \$3.36  
 Tot Rev per Cap: \$16.99  
 Tot Inc per Cap: \$ .06  
 Profit Margin: 0.3%

12+ METRO 1/4/SHARE	A/M 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOKY 66/16.1	10.0	3.9	1. KSSN-F 169	1. KKYK-F 2087/14.0
2. KSSN-F 59/14.4	11.2	---	2. KKYK-F 138	2. KSSN-F 2031/21.8
3. KLAZ-F 53/13.0	15.5	17.4	3. KLAZ-F 117	3. KAAV 1941/21.2
4. KLRA 44/10.8	10.7	10.7	4. KAAV 76	4. KLAZ-F 1750/23.8
5. KEZQ-F 37/ 9.0	7.9	3.1	5. KLPQ-F 73	5. KLRA 1142/22.3
6. KAAV 28/ 6.8	9.1	13.3	6. KLRA 69	6. KEZQ-F 807/15.1
KLPQ-F 28/ 6.8	6.9	8.5	7. KOKY 67	7. KARN 797/17.9
8. KARN 26/ 6.4	9.3	8.7	8. KEZQ-F 66	8. KLPQ-F 696/12.1
9. KKYK-F 19/ 4.6	8.6	11.8	9. KARN 38	9. KOKY 620/17.2
10. KXLR 14/ 3.4	2.1	3.7	10. KXLR 16	10. KXLR 492/12.8

12+ FM SHARE (METRO): 50.25% (199 of 396) (O/N 78: NA)  
 12+ FM SHARE (TSA) : 66.43% (566 of 852) (O/N 78: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KLPQ-F	1. KLAZ-F	1. KSSN-F	1. KSSN-F	1. KLRA	1. KSSN-F
2. KOKY	2. KSSN-F	2. KOKY	2. KOKY	2. KEZQ-F	2. KKYK-F
3. KLAZ-F	3. KOKY	3. KLAZ-F	3. KEZQ-F	3. KSSN-F	3. KLAZ-F
	4. KAAV	4. KEZQ-F	4. KLAZ-F	4. KARN	4. KLRA

OTHER RATED STATIONS/METRO SHARE

KAKI-F 107.1 (Boston)	.7	KITA 1440	1.0	KBBA 690 (Boston)	1.0
KSOH 1050	1.5	KDXE 1380	1.2		

FORMATS	AM	FM	TOTAL	%
COUNTRY	67 (4)	62 (2)	129 (6)	32.6
ROCK/CONTEMP	28 (1)	100 (3)	128 (4)	32.3
BLACK/DISCO	66 (1)		66 (1)	16.7
BTFL MUSIC	26 (1)	37 (1)	63 (2)	15.9
RELIGION	6 (1)		6 (1)	1.5
UNKNOWN	4 (1)		4 (1)	1.0
			396 (15)	

RADIO STATIONS

KAAV, 1090, 50 KW (DA-N)	, CONTEMP	ABC-C, \$27.50 (Katz)	Multimedia
KARN, 920, 5 KW (DA-N)	, BTFL MUS (TM)	NBC, \$25.00 (Blair)	
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	CBS, \$18.50 (Buckley)	
KOKY, 1250, 1 KW/500 W (DA-N)	, BLACK	, \$22.00 (Torbet)	Ron Curtis
KXLR, 1150, 5 KW/1 KW (DA-N)	, COUNTRY	MBS,ABC-E, \$14.00 (Selcom)	Shamrock
KEZQ-F, 100.3, 100 KW @ 295,	BTFL MUS (FM-100)	, \$33.00 (Selcom)	Security
KKYK-F, 103.7, 100 KW @ 1510,	CONTEMP	, \$25.00 (Blair)	
KLAZ-F, 98.5, 100 KW @ 880,	ROCK	, \$40.00 (Torbet)	Ron Curtis
KLPQ-F, 94.1, 100 KW @ 770,	(Burk-Abr)	, \$15.50 (Katz)	Multimedia
KSSN-F, 95.7, 100 KW @ 1000,	COUNTRY (TM)	, \$25.00 (Eastman)	First Communi

TV STATIONS

KARK Little Rock 4	NBC, Combined/Gannett	KATV Little Rock 7	ABC, Leake
KTHV Little Rock 11	CBS, Arkansas Democrat		

NEWSPAPERS

Little Rock Arkansas Democrat	E	56,417
Little Rock Arkansas Gazette	M	134,016

LOS ANGELES

SRDS Market # 3; ADI # 2  
 FCC Revenue Rank # 2  
 FCC Income Rank # 1  
 APR 16.4  
 SMSA Pop: 6,986,300

Revenue : \$112,078,232  
 Income : \$ 29,811,314  
 % Rev Change: 15.2%  
 Stations in Mkt: 47/48

National Rev : \$47,254,376  
 Nat Rev per Cap: \$6.76  
 Tot Rev per Cap: \$16.04  
 Tot Inc per Cap: \$4.27  
 Profit Margin : 26.6%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KBIG-F 749/6.1	5.5	6.0	1. KMET-F 910	1. KNX 15397/15.1
2. KABC 736/6.0	8.9	6.5	2. KBIG-F 873	2. KFI 13934/10.8
3. KMET-F 719/5.8	5.8	4.9	3. KABC 809	3. KFWB 12935/16.0
4. KJOI-F 604/4.9	4.0	5.3	4. KFI 761	4. KMET-F 12360/13.3
5. KLAC 525/4.3	2.8	3.9	5. KNX 679	5. KBIG-F 10564/11.4
6. KFWB 505/4.1	3.7	4.2	6. KJOI-F 649	6. KABC 10205/12.1
7. KNX 493/4.0	4.2	4.3	7. KRTH-F 572	7. KRTH-F 9513/10.3
8. KRTH-F 472/3.8	3.3	3.0	8. KLAC 571	8. KLAC 9237/10.7
9. KRLA 459/3.7	3.5	2.6	9. KFWB 534	9. KMPC 8776/10.0
10. KFI 409/3.3	2.1	2.6	10. KRLA 485	10. KHJ 8586/10.8
11. KMPC 349/2.8	3.7	3.1	11. KMPC 422	11. KRLA 8181/10.1
12. KIIS-F 343/2.8	2.2	2.1	12. KIIS-F 392	12. KLOS-F 7971/ 9.0
13. KOST-F 340/2.8	2.4	3.3	13. KNX-F 381	13. KIIS-F 7940/ 9.2
14. KNX-F 335/2.7	2.2	3.1	14. KOST-F 380	14. KJOI-F 7450/ 9.2
15. KUTE-F 320/2.6	3.1	2.6	15. KUTE-F 326	15. KUTE-F 6596/ 8.4
16. KHJ 293/2.4	2.1	2.7	16. KLOS-F 324	16. KNX-F 6410/ 7.2
17. KDAY 292/2.4	2.5	2.5	17. KHJ 299	17. KOST-F 6199/ 7.2
18. KHTZ-F 274/2.2	.9	1.3	18. KDAY 296	18. XTRA 4776/ 3.3
KLOS-F 274/2.2	2.6	2.4	19. KHTZ-F 278	19. KIQQ-F 4760/ 5.8
20. KZLA-F 233/1.9	1.6	2.0	20. XTRA 250	20. KHTZ-F 4620/ 6.0

12+ FM SHARE (METRO): 51.36% (5883 of 11454) (O/N 78: 51.26%)  
 12+ FM SHARE (TSA) : 50.23% (6658 of 13254) (O/N 78: 51.07%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMET-F	1. KMET-F	1. KMET-F	1. KBIG-F	1. KBIG-F	1. KFI
2. KHJ	2. KRTH-F	2. KRTH-F	2. KJOI-F	2. KABC	2. KABC
3. KHTZ-F	3. KRLA	3. KRLA	3. KLAC	3. KJOI-F	3. KNX
4. KDAY	4. KNX-F	4. KBIG-F	4. KABC	4. KLAC	4. KFWB
5. KIIS-F	5. KIIS-F	5. KNX-F	5. KRLA	5. KFWB	5. KBIG-F
6. KUTE-F	6. KUTE-F	6. KLAC	6. KRTH-F	6. KNX	6. KLAC
7. KRLA	7. KLOS-F	7. KJOI-F	7. KFI	7. KOST-F	7. KMET-F
8. KFI	8. KFI	8. KFI	8. KMPC	8. KMPC	8. KMPC
9. KLOS-F	9. KDAY	9. KABC	9. KNX-F	9. KFI	9. KJOI-F
	10. KZLA-F	10. KIIS-F	10. KFWB	10. KRLA	10. KRTH-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	1255 (4)	2108 (7)	3363 (11)	29.4
NEWS/INFO/TALK	1734 (3)		1734 (3)	15.1
BTFL MUSIC	157 (2)	1821 (6)	1978 (8)	17.3
BLACK/DISCO	440 (2)	803 (4)	1243 (6)	10.9
MOR/AC	515 (3)	568 (2)	1083 (5)	9.5
SPANISH	520 (3)	260 (2)	780 (5)	6.8
COUNTRY	525 (1)		525 (1)	4.6
RELIGION	252 (4)		252 (4)	2.2
CLASSICAL	68 (1)	149 (1)	217 (2)	1.9
JAZZ		174 (1)	174 (1)	1.5
UNKNOWN	105 (1)		105 (1)	0.9
			<u>11454 (47)</u>	

LOS ANGELES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. KMET-F	1. KNX	1. KFVB	KACE-F 103.9 (Inglewood) .3
2. KBIG-F	2. KFVB	2. KABC	KALI 1430 (San Gabriel) 1.5
3. KABC	3. KMET-F	3. KLAC	KBRT 740 (Avalon) .3
4. KFI	4. KFI	4. KNX	KEZY 1190 (Anaheim) .8
5. KJOI-F	5. KBIG-F	5. KBIG-F	KEZY-F 95.9 (Anaheim) .4
6. KNX	6. KABC	6. KMET-F	KFAC 1330 .6
7. KRTH-F	7. KRTH-F	7. KRLA	KFAC-F 92.3 1.2
8. KLAC	8. KLAC	8. KFI	KGER 1390 (Long Beach) .4
9. KFVB	9. KMPC	9. KDAY	KGFJ 1230 1.2
10. KRLA	10. KHJ	10. KLVE-F	KGIL+ 1260 (San Fernando) .3
11. KMPC	11. KRLA		KGRB 900 (W. Covina) .9
12. KIIS-F	12. KIIS-F		KIEV 870 (Glendale) .6
13. KOST-F	13. KLOS-F		KIIS 1150 .8
14. KNX-F	14. KJOI-F		KIQQ-F 100.3 1.5
15. KUTE-F	15. KUTE-F		KJLH-F 102.3 (Compton) .8
			KKGO-F 105.1 1.4
			KLVE-F 107.5 1.5
			KNOB-F 97.9 (Long Beach) .7
			KROQ-F 106.7 (Pasadena) .6
			KTNQ 1020 1.6
			KWIZ 1480 (Santa Ana) .6
			KWIZ-F 96.7 (Santa Ana) .3
			KWKW 1300 (Pasadena) 1.1
			KWST-F 105.9 1.1
			KZLA 1540 .7
			XTRA 690 (Tijuana) 1.0

ADI FM SHARE: 51.19% (6629 of 12951)  
(O/N 78: 52.61%)

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-I, \$240.00 (Katz)	ABC
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 95.00 (Howard)	Rollins
KFI, 640, 50 KW (Clear)	, CONTEMP/AC	ABC-E, \$131.60 (Christal)	Cox
KFVB, 980, 5 KW	, NEWS	NBC, \$135.63 (RAR)	Westinghse
KHJ, 930, 5 KW (DA-N)	, CONTEMP	RKO, \$145.00 (RKO)	RKO
KLAC, 570, 5 KW (DA-N)	, COUNTRY	, \$106.00 (Eastman)	Metromedia
KMPC, 710, 50 KW/10 KW (DA-N)	, MOR	, \$116.94 (MMR)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$120.63 (CBS Spot)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, ROCK	, \$118.13 (P/W)	

FM STATIONS

KBIG-F, 104.3, 105 KW @ 5800, BTFL MUS (Bonne)	, \$145.00 (Torbet)	Bonneville
KHTZ-F, 97.1, 55 KW @ 770, ROCK	, \$ 86.75 (Roslin)	Greater Med
KIIS-F, 102.7, 8 KW @ 2790, DISCO	, \$124.38 (Selcom)	Gannett
KIQQ-F, 100.3, 58 KW @ 1180, ROCK	, \$ 85.00 (Masla)	Outlet
KJOI-F, 98.7, 75 KW @ 1833, BTFL MUS (Schulke)	, \$153.75 (HR/Stone)	LA Coke
KLVE-F, 107.5, 34 KW @ 2800, SPANISH	, \$ 30.00 (-----)	
KMET-F, 94.7, 58 KW @ 2835, AOR	, \$250.00 (Eastman)	Metromed
KNX-F, 93.1, 54 KW @ 2870, SOFT ROCK	, \$100.00 (CBS FM)	CBS
KRTH-F, 101.1, 58 KW @ 2930, AC/CONTEMP	RKO, \$156.88 (RKO)	RKO
KUTE-F, 101.9, 1 KW @ 5800, DISCO	, \$138.75 (HR/Stone)	Inner City
KZLA-F, 93.9, 49 KW @ 2000, AC/CONTEMP	, \$ 83.70 (Blair)	Cap Cit
KLOS-F, 95.5, 68 KW @ 2920, AOR	ABC-F, \$150.00 (Katz)	ABC
KOST-F, 103.5, 13 KW @ 6100, BTFL MUS (FM 100)	, \$ 85.00 (Christal)	Cox

PLEASE SEE ANAHEIM FOR TV STATIONS AND NEWSPAPERS

LOUISVILLE

Market # 43; ADI # 43  
 Revenue Rank # 38  
 Income Rank # 56  
 APR 13.0  
 SMSA Pop: 885,700

Revenue : \$11,211,938  
 Income : \$ 944,374  
 % Rev Change: 11.1%  
 Stations: 17/17

National Rev: \$2,707,297  
 Nat Rev per Cap: \$3.06  
 Tot Rev per Cap: \$12.66  
 Tot Inc per Cap: \$1.07  
 Profit Margin: 8.4%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WVEZ-F	122/12.9	6.2	5.7	8.5	8.4	1. WHAS 169	1. WHAS 3607/27.1
2. WHAS	102/10.8	10.7	10.8	9.5	10.2	2. WKJJ-F 154	2. WAKY 2205/19.6
3. WLRS-F	96/10.1	13.6	13.7	9.2	11.8	3. WVEZ-F 141	3. WKJJ-F 2204/21.0
4. WKJJ-F	97/10.2	3.4	4.1	5.9	4.5	4. WAMZ-F 113	4. WAVE 1972/22.6
5. WAVE	78/ 8.2	14.0	8.3	13.0	10.0	5. WLRS-F 100	5. WAMZ-F 1759/14.0
6. WINN*	76/ 8.0	5.0	8.6	5.7	7.9	6. WAVE 87	6. WKJJ 1754/17.5
7. WAMZ	65/ 6.9	5.6	5.9	4.9	5.6	7. WQHI-F* 85	7. WQHI-F* 1659/13.7
8. WAKY	54/ 5.7	8.1	9.4	10.2	9.2	8. WINN* 81	8. WLRS-F 1640/20.2
9. WKJJ	45/ 4.7	7.0	5.4	8.1	7.9	9. WAKY 80	9. WVEZ-F 1458/17.2
WQHI-F*	45/ 4.7	8.4	11.0	9.0	7.9	10. WKJJ 62	10. WINN* 1393/17.1
WLOU	45/ 4.7	6.6	8.3	6.2	5.6	11. WLOU 47	11. WLOU 612/ 8.0
12. WTMT	19/ 2.0	1.9	1.7	2.1	2.8	12. WTMT 29	12. WZZX-F 564/ 6.7

12+ FM SHARE (METRO): 50.99% (462 of 906) (O/N 78: 44.02%)  
 12+ FM SHARE (TSA) : 52.36% (644 of 1230) (O/N 78: 44.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKJJ-F	1. WLRS-F	1. WLRS-F	1. WVEZ-F	1. WVEZ-F	1. WHAS
2. WLRS-F	2. WKJJ-F	2. WKJJ-F	2. WHAS	2. WHAS-F	2. WKJJ-F+
3. WKJJ	3. WHAS	3. WVEZ-F	3. WINN	3. WINN	3. WAVE
4. WLOU	4. WQHI-F	4. WHAS	4. WAMZ-F	4. WAVE	4. WAKY
5. WAKY	5. WAMZ-F	5. WINN	5. WAKY	5. WAMZ-F	5. WVEZ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	45 (1)	268 (5)	313 (6)	34.5
MOR/AC	245 (4)		245 (4)	27.0
COUNTRY	95 (2)	65 (1)	160 (3)	17.7
BTFL MUSIC		122 (1)	122 (1)	13.5
BLACK/DISCO	45 (1)		45 (1)	5.0
RELIGION	14 (1)	7 (1)	21 (2)	2.3
			906 (17)	

\* The following stations were determined by Arbitron to have run on-air survey announcements:  
 WQHI-FM, WINN.

LOUISVILLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WHAS	1. WHAS	1. WAVE	WFIA	900	1.5
2. WKJJ-F	2. WKJJ-F	2. WHAS	WNUU-F	103.1	1.6
3. WVEZ-F	3. WAKY	3. WVEZ-F	WXLN-F	103.9	.7
4. WAMZ-F	4. WAVE	4. WLRS-F	WXVW	1450	(Jeffersonville) 1.2
5. WLRS-F	5. WKJJ	5. WLOU	WZZX-F	101.7	(Jeffersontown) 1.6
6. WAVE	6. WAMZ-F	6. WINN			
7. WQHI-F	7. WQHI-F	7. WKJJ-F			
8. WINN	8. WLRS-F	8. WAMZ-F			
9. WAKY	9. WVEZ-F	9. WAKY			
10. WKJJ	10. WINN	10. WQHI-F			
11. WLOU	11. WLOU				
12. WTMT	12. WZZX-F				
13. WKHG-F+	13. WTMT				
14. WKED	14. WNUU-F				
15. WZZX-F	15. WIEL				

ADI FM SHARE: 56.86% (796 of 1400) (O/N 78: 43.79%)

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), ADULT CONT	ABC-I, \$50.31 (Eastman) Multimedia
WAVE, 970, 5 KW (DA-2), ADULT CONT	NEC, \$36.50 (Katz) Orion
WHAS, 910, 50 KW (Clear), MOR/AC	CBS, \$45.00 (Blair)
WINN, 1240, 1 KW/250 W, COUNTRY	, \$51.00 (Mc-Guild)
WKJJ, 1080, 10 KW/1 KW (DA-2), ROCK	ABC-C, \$34.00 (Torbet) Great Trails
WLOU, 1350, 5 KW (DAYS), BLACK	NBN,SBN, \$34.50 (Howard)
WTMT, 620, 500 W (DAYS) (DA), COUNTRY	, \$13.00 (Masla)
WKED, 1130, 500 W (DAYS) (DA), CONTEMP	ABC-C, \$ 7.00 (-----) (FRANKFORT)
WIEL, 1400, 1 KW, CONTEMP	ABC-C, \$ 8.00 (Regional) (ELIZABETHTOWN)

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY (Drake-Chen)	MBS, \$28.75 (Blair)
WKJJ-F, 99.7, 20 KW @ 720, ROCK	, \$34.00 (Torbet) Great Trails
WLRS-F, 102.3, 3 KW @ 300, AOR (Burk-Abr)	, \$34.00 (Christal) Kent Tech Inst
WNUU-F, 103.1, 3 KW @ 300, SOFT CONTEMP	, \$14.00 (Howard) Capitol
WQHI-F, 95.7, 34 KW @ 580, ROCK (TM)	ABC-F, \$51.00 (Mc-Guild)
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS (Schulke)	, \$24.00 (Eastman) Multimedia
WZZX-F, 101.7, 3 KW @ 300, CONTEMP	, \$16.00 (Masla)
WKHG-F+, 104.9, 3 KW @ 186, ? ? ?	, \$ 3.00 (Regional) (LEITCHFIELD)

TV STATIONS

WAVE	Louisville	3	NBC, Orion
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Combined/Gannett

NEWSPAPER

Louisville Courier-Journal, Times ME 370,003

MEMPHIS

Market # 42; ADI # 33  
 Revenue Rank # 35  
 Income Rank # 51  
 APR 12.8  
 SMSA Pop: 895,000

Revenue : \$11,815,884  
 Income : \$ 1,048,938  
 % Rev Change: +14.5%  
 Stations: 16/16

National Rev: \$3,346,454  
 Nat Rev per Cap: \$3.74  
 Tot Rev per Cap: \$13.20  
 Tot Inc per Cap: \$1.17  
 Profit Margin: 8.9%

		A/M	O/N	A/M	O/N
12+ METRO 1/4/SHARE		79	78	78	77
1. WEZI-F	102/10.9	10.4	11.6	9.1	10.5
2. WMC-F	98/10.5	10.1	6.8	6.5	4.2
3. WHRK-F	86/ 9.2	7.2	6.1	6.5	5.1
4. WMC	82/ 8.8	14.0	11.6	13.3	11.6
5. WZXR-F	80/ 8.6	7.5	7.5	6.5	4.6
6. WDIA	74/ 7.9	7.5	7.9	10.6	14.1
7. WHBQ	62/ 6.6	7.7	10.5	12.4	12.3
8. WMPS	59/ 6.3	3.8	3.6	5.6	4.6
9. WQUD-F	54/ 5.8	5.6	5.2	4.8	4.5
WLOK	54/ 5.8	8.6	6.8	6.6	5.9
11. WREC	38/ 4.1	3.7	6.7	6.0	5.4
12. WWEE	31/ 3.3	2.7	2.8	2.0	2.0

12+ TSA 1/4

12+ TSA CUME/MSA CUME RAT

1. WMC-F	225	1. WHBQ	3605/21.2
2. WMC	173	2. WMC-F	3362/25.8
3. WEZI-F	163	3. WDIA	2354/20.6
4. WHBQ	134	4. WMC	2279/18.0
5. WDIA	132	5. WEZI-F	2277/18.6
6. WHRK-F	127	6. WMPS	2233/12.2
WZXR-F	127	7. WZXR-F	1808/14.4
8. WMPS	115	8. WHRK-F	1723/16.0
9. WQUD-F	63	9. WREC	1442/13.9
10. WLOK	54	10. WQUD-F	1333/14.3
11. WREC	53	11. WLOK	873/12.8
12. WWEE	31	12. WLVS-F	487/ 5.9

12+ FM SHARE (METRO): 51.55% (464 of 900) (O/N 78: 42.64%)  
 12+ FM SHARE (TSA) : 50.20% (753 of 1500) (O/N 78: 42.80%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WMC-F	1. WMC-F	1. WMC-F	1. WEZI-F	1. WEZI-F	1. WMC-F
WZXR-F	2. WZXR-F	2. WHRK-F	2. WMC	2. WMC	2. WMC
3. WHRK-F	3. WHRK-F	3. WZXR-F	3. WMPS	3. WDIA	3. WHBQ
4. WDIA	4. WQUD-F,	4. WHBQ	WHBQ	4. WMPS	4. WDIA
5. WLOK	5. WHBQ	5. WQUD-F	5. WMC-F	5. WREC	5. WMPS

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	62 (1)	232 (3)	294 (4)	32.7
BLACK/DISCO	128 (2)	86 (1)	214 (3)	23.8
COUNTRY	141 (2)	23 (1)	164 (3)	18.2
BTFL MUSIC		102 (1)	102 (1)	11.3
MOR/AC	38 (1)		38 (1)	4.2
RELIGION	36 (2)		36 (2)	4.0
NEWS/TALK	31 (1)		31 (1)	3.4
UNKNOWN		21 (1)	21 (1)	2.3
			900 (16)	

MEMPHIS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WMC-F	1. WMC-F	1. WMC	KSUD	730 1.4
2. WMC	2. WHBQ	2. WEZI-F	KWAM	990 2.5
3. WEZI-F	3. WMC	3. WDIA	KWAM-F	101.1 2.5
4. WZXR-F	4. WEZI-F	4. WMC-F	WLVS-F	94.3 2.3
5. WHBQ	5. WDIA	5. WHRK-F		
6. WDIA	6. WMPS	6. WZXR-F		
7. WHRK-F	7. WZXR-F	7. WMPS		
8. WMPS	8. WHRK-F	8. WREC		
9. WQUD-F	9. WREC	9. WHBQ		
10. WLOK	10. WQUD-F	WQUD-F		
11. WREC	11. WLOK			
12. WWEE	12. WLVS-F			
WKTA-F	13. KWAM-F			
14. KWAM	14. KSUD			
KWAM-F	15. WKTA-F			

ADI FM SHARE: 50.79% (772 of 1520) (O/N 78: 42.58%)

AM STATIONS

KSUD, 730, 250 W (DAYS)	, RELIGION	, \$ 8.00 (-----)	
KWAM, 990, 10 KW (DAYS) (DA)	, RELIGION	, \$15.00 (Stars)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	MBS, \$46.50 (Howard)	Sonderling
WHBQ, 560, 5 KW/1 KW (DA-2)	, CONTEMP	RKO, \$114.37 (RKO)	RKO
WLOK, 1340, 1 KW/250 W	, BLACK	SBN, \$34.50 (HR/Stone)	Gilliam
WMC, 790, 5 KW (DA-N)	, COUNTRY	NBC, \$99.00 (Blair)	Scripps-Howard
WMPS, 680, 10 KW/5 KW (DA-N)	, COUNTRY	ABC-E, \$39.38 (Eastman)	Plough
WREC, 600, 5 KW (DA-N)	, MOR/AC	CBS, \$48.00 (Mc-Guild)	Summit
WWEE, 1430, 1 KW (DAYS)	, NEWS/TALK	ABC-I, \$15.00 (Selcom)	

FM STATIONS

KWAM-F, 101.1, 100 KW @ 390	, COUNTRY	ABC-E, \$11.00 (Bunchez)	Rivers
WEZI-F, 105.9, 100 KW @ 762	, BTFL MUS (Schulke)	, \$80.00 (Katz)	Harte Hanks
WHRK-F, 97.1, 100 KW @ 530	, DISCO/JAZZ	ABC-F, \$36.00 (Eastman)	Plough
WLVS-F, 94.3, 3 KW @ 300	, ? ? ?	ABC-I, \$15.00 (Selcom)	
WMC-F, 99.7, 300 KW @ 970	, ROCK	, \$45.00 (Blair)	Scripps-Howard
WQUD-F, 104.5, 100 KW @ 750	, CONTEMP	, \$33.25 (Torbet)	Sonderling
WZXR-F, 102.7, 100 KW @ 900	, AOR (Burk-Abr)	, \$48.00 (Mc-Guild)	Summit

TV STATIONS

WHBQ	Memphis	13	ABC, RKO
WMC	Memphis	5	NBC, Scripps-Howard
WREG	Memphis	3	CBS, New York Times

NEWSPAPERS

Memphis Commercial Appeal	M	209,423	Scripps-Howard
Memphis Press-Scimitar	E	104,125	Scripps-Howard



MIAMI

Market # 22; ADI # 15  
 FCC Revenue Rank # 19  
 FCC Income Rank # 74  
 APR 16.8  
 SMSA Pop: 1,508,200

Revenue : \$22,893,740  
 Income : \$ 637,661  
 % Rev Change: 9.2%  
 Stations: 31/24

National Rev: \$6,526,505  
 Nat Rev per Cap: \$4.33  
 Tot Rev per Cap: \$15.18  
 Tot Inc per Cap: \$ .42  
 Profit Margin: 2.8%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQBA 231/10.8	9.0	12.6	11.0	12.6	1. WLYF-F 341	1. WHYI-F 4121/14.1
2. WRHC 160/ 7.5	4.0	3.4	3.1	3.3	2. WQBA 234	2. WIOD 3618/15.3
3. WEDR-F 113/ 5.3	4.7	3.9	3.8	4.5	3. WHYI-F 230	3. WLYF-F 3506/10.7
4. WIOD 107/ 5.0	1.9	4.1	2.8	3.8	4. WIOD 188	4. WINZ 3296/12.5
5. WINZ-F 99/ 4.6	1.9	2.0	4.4	3.5	5. WINZ 185	5. WNWS 2344/ 9.5
WLYF-F 99/ 4.6	5.3	4.4	4.0	4.8	6. WAIA-F 167	6. WINZ-F 2301/ 9.6
7. WHYI-F 94/ 4.4	7.1	7.4	7.6	6.6	7. WRHC 163	7. WAIA-F 2229/ 7.1
8. WINZ 87/ 4.1	4.9	5.2	3.6	4.6	8. WINZ-F 152	8. WKQS-F 2209/ 4.7
9. WQBA-F 83/ 3.9	2.1	---	---	---	9. WKQS-F 150	9. WQAM 2184/ 8.6
10. WYOR-F 78/ 3.6	5.0	6.2	7.0	3.0	10. WYOR-F 134	10. WAXY-F 1803/ 6.1
11. WVCG 76/ 3.5	2.7	3.2	4.0	4.0	11. WWL-F 130	11. WWL-F 1783/ 6.6
12. WCMQ-F 74/ 3.4	9.0	5.8	7.6	7.3	12. WNWS 123	12. WQBA 1745/12.9
13. WCMQ 69/ 3.2	9.0	5.8	7.6	7.3	13. WEDR-F 117	13. WGBS 1671/ 6.5
WNWS 69/ 3.2	.9	1.2	.5	---	14. WSHE-F 105	14. WCKO-F 1507/ 3.8
15. WAIA-F 67/ 3.1	2.1	2.0	2.3	2.3	15. WAXY-F 101	15. WVCG 1478/ 8.0

12+ FM SHARE (METRO): 49.90% (1033 of 2070) (O/N 78: 46.01%)  
 12+ FM SHARE (TSA) : 59.01% (2024 of 3430) (O/N 78: 55.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WEDR-F	1. WQBA	1. WQBA	1. WQBA	1. WQBA
WEDR-F	2. WINZ-F	2. WEDR-F	2. WRHC	2. WRHC	2. WLYF-F
3. WINZ-F	3. WSHE-F	3. WRHC	3. WIOD	3. WIOD	3. WINZ
4. WQBA-F	4. WWL-F	4. WINZ-F	4. WCMQ-F	4. WLYF-F	4. WHYI-F
5. WMJX-F	5. WHYI-F	5. WCMQ-F	5. WHYI-F	5. WCMQ	5. WIOD

FORMATS

	AM	FM	TOTAL	%
SPANISH	514 (4)	157 (2)	671 (6)	32.4
ROCK/CONTEMP	40 (1)	432 (8)	472 (9)	22.8
BTFL MUSIC	217 (3)	76 (1)	293 (4)	14.2
MOR/AC	142 (2)	67 (1)	209 (3)	10.1
NEWS/INFO/TALK	189 (3)		189 (3)	9.1
BLACK/DISCO	26 (1)	113 (1)	139 (2)	6.7
COUNTRY	50 (2)		50 (2)	2.4
CLASSICAL		39 (1)	39 (1)	1.9
UNKNOWN		8 (1)	8 (1)	0.4
			2070 (31)	

MIAMI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WLYF-F	1. WHYI-F	1. WQBA	WGBS 710	1.6
2. WQBA	2. WIOD	2. WEDR-F	WGLY-F 98.3 (Goulds)	.4
3. WHYI-F	3. WLYF-F	3. WRHC	WKAT 1360	1.5
4. WINZ	4. WINZ	4. WIOD	WMBM 1490	1.2
5. WIOD	5. WNWS	5. WNWS	WMJX-F 96.3	2.3
6. WRHC	6. WAIA-F	6. WLYF-F	WOCN 1450	2.5
7. WAIA-F	7. WINZ-F	WQBA-F	WQAM 560	1.9
8. WKQS-F	8. WKQS-F	8. WHYI-F	WQDI 1430 (Homestead)	.7
9. WINZ-F	9. WQAM	9. WCMQ-F	WTMI-F 93.1	1.8
10. WYOR-F	10. WQBA	10. WINZ-F	WWOK 1260	1.7
11. WWWL-F	11. WWWL-F		WWWL-F 93.9	2.8
12. WEDR-F	12. WAXY-F		WAXY-F 105.9 (Ft. Lauderdale)	2.0
13. WNWS	13. WVCG		WCKO-F 102.7 (Pompano Beach)	1.1
14. WVCG	14. WYOR-F		WSDO-F 106.7 (Ft. Lauderdale)	.6
15. WAXY-F	15. WGBS		WSHE-F 103.5 (Ft. Lauderdale)	2.4
			WKQS-F 99.9 (Boca Raton)	1.9

ADI FM SHARE: 54.47% (1852 of 3400)  
(O/N 78: 52.20%)

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$71.38 (MMR)	
WGBS, 710, 50 KW (DA-2)	, MOR	ABC-E, \$69.56 (CBS Spot)	Jeff-Pilot
WINZ, 940, 50 KW/10 KW (DA-2)	, NEWS	CBS, MBS, \$60.00 (Katz)	Gannett
WIOD, 610, 5 KW (DA-2)	, MOR/AC	, \$44.00 (Christal)	Cox
WNWS, 790, 5 KW (DA-2)	, NEWS	, #32.25 (----)	Sudbrink
WQAM, 560, 5 KW/1 KW	, ROCK	, \$53.50 (Blair)	Storz
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$81.25 (Eastman)	Susquehanna
WRHC, 1550, 10 KW (DAYS) (DA)	, SPANISH NEWS/TALK	, \$18.00 (-----)	
WVCG, 1080, 10 KW (DA-2)	, BTFL MUS (TM)	, \$35.75 (Torbet)	Insilco
WWOK, 1260, 5 KW (DA-2)	, COUNTRY	NBC, \$45.00 (Mc-Guild)	Metroplex

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC/MOR	ABC-C, \$41.25 (Christal)	Cox
WCMQ-F, 92.1, 3 KW @ 300, SPANISH	, \$71.38 (MMR)	
WEDR-F, 99.1, 70 KW @ 165, BLACK	NBN, \$41.00 (Lazar)	
WINZ-F, 94.9, 100 KW @ 650, AOR	, \$60.00 (Katz)	Gannett
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS (Schulke)	, \$148.40 (CBS Spot)	Jeff-Pilot
WMJX-F, 96.3, 100 KW @ 800, ROCK	, \$56.25 (P/W)	Charter
WQBA-F, 107.5, 100 KW @ 500, SPANISH/ROCK	, \$52.00 (Eastman)	Susquehanna
WTMI-F, 93.1, 100 KW @ 480, CLASSICAL	, \$36.00 (CMBS)	
WWWL-F, 93.9, 100 KW @ 650, SOFT AOR	, \$42.50 (Masla)	
WYOR-F, 105.1, 100 KW @ 650, BTFL MUS	, \$47.50 (Torbet)	Insilco
WAXY-F, 105.9, 100 KW @ 1049, OLDIES	RKO, \$89.50 (RKO)	RKO
WHYI-F, 100.7, 100 KW @ 1000, ROCK	, \$92.50 (Mc-Guild)	Metroplex
WSHE-F, 103.5, 100 KW @ 600, AOR	, \$48.75 (Selcom)	
WKQS-F, 99.9, 100 KW @ 930, BTFL MUS (Bonne)	, \$33.25 (Buckley)	(BOCA RATON)

TV STATIONS

WCIX Miami 6 IND, GCC	WLTV Miami 23 IND, Spanish International
WCKT Miami 7 NBC	WPLG Miami 10 ABC, Post-Newsweek
WHFT Miami 45 IND	WTVJ Miami 4 CBS, Wometco
	WKID Ft. Lau 51 IND

NEWSPAPERS

Miami Herald M 442,560, Knight-Ridder	Ft. Lauderdale News E 111,400, Chi Tri
Miami News E 61,684, Cox	Ft. Lauderdale Sun-Sent M 44,039, Chi Tri

MILWAUKEE

Market # 25; ADI # 26  
 Revenue Rank # 23  
 Income Rank # 22  
 APR 15.8  
 SMSA Pop: 1,410,600

Revenue : \$18,305,944  
 Income : \$ 3,134,019  
 % Rev Change: 26.0%  
 Stations: 28/20

National Rev: \$4,155,518  
 Nat Rev per Cap: \$2.95  
 Tot Rev per Cap: \$12.98  
 Tot Inc per Cap: \$2.22  
 Profit Margin: 17.1%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WTMJ	285/15.3	15.9	17.4	18.2	14.3	1. WTMJ	356	1. WTMJ	5468	36.4	
2. WISN	199/10.7	10.7	8.0	10.5	12.6	2. WISN	237	2. WISN	4270	29.7	
3. WEZW-F	191/10.3	12.5	9.7	7.7	6.9	3. WEZW-F	229	3. WOKY	3426	24.3	
4. WLPX-F	150/ 8.1	7.1	7.3	5.6	4.4	4. WLPX-F	177	4. WEZW-F	2822	20.1	
5. WOKY	133/ 7.2	6.6	7.6	7.3	9.5	5. WBCS-F	154	5. WLPX-F	2618	18.3	
6. WBCS-F	132/ 7.1	6.1	4.3	5.7	5.9	6. WOKY	152	6. WZUU-F	2541	17.1	
7. WZUU-F	95/ 5.1	7.2	6.5	6.9	6.9	7. WZUU-F	117	7. WBCS-F	2011	13.7	
8. WQFM-F	81/ 4.4	3.6	3.3	2.0	5.3	8. WQFM-F	82	8. WMAQ	1700	4.8	
9. WKTI-F	71/ 3.8	1.9	2.7	3.2	2.9	9. WMAQ	77	9. WKTI-F	1574	11.6	
10. WXJY-F	42/ 2.3	---	---	---	---	10. WKTI-F	75	10. WQFM-F	1572	12.8	
WFMR-F	42/ 2.3	2.8	3.2	3.6	2.5	11. WGN	63	11. WRKR-F	1289	4.3	
12. WBCS	37/ 2.0	1.5	1.4	1.3	---	12. WFMR-F	58	12. WGN	1261	4.3	

12+ FM SHARE (METRO): 50.85% (894 of 1758) (O/N 78: 48.78%)  
 12+ FM SHARE (TSA) : 48.87% (1102 of 2255) (O/N 78: 49.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLPX-F	1. WLPX-F	1. WISN	1. WTMJ	1. WTMJ	1. WTMJ
2. WOKY	2. WISN	2. WTMJ	2. WISN	2. WEZW-F	2. WISN
3. WZUU-F	3. WQFM-F	3. WLPX-F	3. WEZW-F	3. WISN	3. WZUU-F+
4. WKTI-F	4. WZUU-F	4. WBCS-F	4. WBCS-F	4. WBCS-F	4. WBCS-F+
5. WQFM-F	5. WTMJ	5. WEZW-F	5. WOKY	5. WOKY	5. WEZW-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	168 (2)	446 (6)	614 (8)	34.9
MOR/AC	536 (5)		536 (5)	30.5
BTFL MUSIC		256 (3)	256 (3)	14.6
COUNTRY	62 (2)	132 (1)	194 (3)	11.0
BLACK/DISCO	36 (2)	12 (1)	48 (3)	2.7
NEWS/INFO/TALK	48 (2)		48 (2)	2.7
CLASSICAL		42 (1)	42 (1)	2.4
RELIGION	13 (1)		13 (1)	0.7
ETHNIC	1 (1)	6 (1)	7 (2)	0.4
			<u>1758 (28)</u>	

MILWAUKEE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WTMJ	1. WTMJ	1. WTMJ	WAWA	1590	(W. Allis) .8
2. WISN	2. WISN	2. WISN	WBKV	1470	(W. Bend) .4
3. WEZW-F	3. WOKY	3. WOKY	WBKV-F	92.5	(W. Bend) 1.2
4. WLPX-F	4. WEZW-F	4. WBCS-F	WEMP	1250	1.5
5. WBCS-F	5. WLPX-F	5. WLPX-F	WLUM-F	102.1	1.8
6. WOKY	6. WZUU-F	6. WZUU-F	WNOV	860	1.2
7. WZUU-F	7. WBCS-F	7. WEZW-F	WNUW-F	99.1	.6
8. WQFM-F	8. WQFM-F	8. WKTI-F	WTKM-F+	104.9	(Hartford) .4
9. WKTI-F	9. WKTI-F	9. WLUM-F	WYLO	540	(Jackson) .7
10. WMAQ	10. WMAQ	10. WQFM-F	WZUU	1290	1.9
11. WFMR-F	11. WRKR-F		WRKR-F	100.7	(Racine) .9
12. WRJN	12. WFMR-F		WBBM	780	(Chicago) 1.6
13. WRKR-F	13. WZUU		WGN	720	(Chicago) .9
14. WXJY-F	14. WBBM		WIND	560	(Chicago) 1.0
WBBM	15. WGN		WMAQ	670	(Chicago) 1.3

ADI FM SHARE: 49.30% (1154 of 2341) (O/N 78: 48.91%)

AM STATIONS

WBCS, 1340, 1 KW/250 W	COUNTRY	MBS, \$23.12	<del>(HR/Stone)</del> Torbet	Great Trails
WISN, 1130, 50 KW/10 KW (DA-N)	AC/MOR	ABC-I, \$63.75	(Katz)	Hearst
WOKY, 920, 5 KW/1 KW (DA-2)	ROCK	RKO, \$59.50	(Blair)	Charter
WTMJ, 620, 5 KW (DA-N)	MOR/AC	NBC, \$95.00	(Christal)	Milw Jrnl
WZUU, 1290, 1 KW (DAYS)	ROCK		(Eastman)	Malrite
WRJN, 1400, 1 KW/250 W	AC	ABC-I, \$16.00	(-----)	Sentry (RACINE)

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440	COUNTRY	MBS, \$37.00	<del>(HR/Stone)</del> Torbet	Great Trails
WEZW-F, 103.7, 15 KW @ 820	BTFL MUS (Schulke)		(MMR)	Multimedia
WFMR-F, 96.5, 50 KW @ 387	CLASSICAL		(Roslin)	
WKTI-F, 94.5, 6 KW @ 911	ROCK (TM)	ABC-F, \$17.50	(Christal)	Milw Jrnl
WLPX-F, 97.3, 12 KW @ 920	AOR (Burk-Abr)		(Katz)	Hearst
WQFM-F, 93.3, 50 KW @ 210	AOR		(Selcom)	Shamrock Dev
WRKR-F, 100.7, 50 KW @ 500	ROCK	ABC-C, \$32.25	(Masla)	Bdcst Man Corp (RACINE)
WXJY-F, 98.3, 3 KW @ ?	BTFL MUS (FM-100)		(Masla)	Darrell Peters
WZUU-F, 95.7, 50 KW @ 355	ROCK		(Eastman)	Malrite

TV STATIONS

WISN	Milwaukee	12	ABC, Hearst
WITI	Milwaukee	6	CBS, Storer
WTMJ	Milwaukee	4	NBC, Milwaukee Journal
WTVV	Milwaukee	18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal	M	329,929
Milwaukee Sentinel	E	161,641
Racine Journal Times	F	39,598

MINNEAPOLIS-ST. PAUL

Market # 15; ADI # 13  
 Revenue Rank # 13  
 Income Rank # 6  
 APR 15.4  
 SMSA Pop: 2,044,800

Revenue : \$27,309,988  
 Income : \$ 7,895,190  
 % Rev Change: 15.8%  
 Stations: 23/23

National Rev: \$6,035,073  
 Nat Rev per Cap: \$2.95  
 Tot Rev per Cap: \$13.36  
 Tot Inc per Cap: \$3.86  
 Profit Margin: 28.9%

		A/M	O/N	A/M	O/N				
12+ METRO 1/4/SHARE		79	78	78	77	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WCCO	587/22.4	30.4	28.6	26.0	28.8	1. WCCO	882	1. WCCO	11978/45.5
2. KSTP-F	273/10.4	6.1	5.0	4.1	5.3	2. KSTP-F	339	2. KSTP-F	4464/20.7
3. KQRS-F+	261/10.0	7.9	6.7	8.9	7.7	3. KQRS-F+	314	3. KQRS-F+	4377/21.0
4. KEEY-F	186/ 7.1	5.9	6.4	7.4	4.8	4. WDGY	228	4. WDGY	4300/19.4
5. WDGY	174/ 6.6	5.7	4.6	4.1	4.7	5. KEEY-F	214	5. KSTP	4206/18.7
6. WAYL-F	128/ 4.9	5.9	5.1	4.4	5.1	6. WAYL-F	175	6. KDWB	3559/15.8
WCCO-F	128/ 4.9	5.8	6.0	7.9	5.0	7. KSTP	151	7. KEEY-F	3307/16.2
8. KSTP	111/ 4.2	3.3	4.9	4.1	6.4	8. WCCO-F	147	8. WCCO-F	3267/15.6
9. KDWB	92/ 3.5	5.0	5.4	5.9	5.6	9. KDWB	134	9. WAYL-F	2429/11.9
10. KDWB-F	69/ 2.6	3.2	3.2	4.1	2.5	10. KDWB-F	85	10. KDWB-F	2328/11.9
11. WWTC	67/ 2.6	.6	1.7	1.9	1.6	11. WWTC	74	11. WLWL-F	1913/ 8.8
12. WLWL-F	49/ 1.9	1.9	1.5	1.2	1.8	12. WLWL-F	66	12. WAYL	1216/ 6.8

12+ FM SHARE (METRO): 49.22% (1160 of 2357) (O/N 78: 41.22%)  
 12+ FM SHARE (TSA) : 46.25% (1413 of 3055) (O/N 78: 37.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQRS-F+	1. KQRS-F+	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. KDWB	2. KSTP-F	2. KSTP-F	2. KSTP-F	2. KEEY-F	2. KSTP-F
3. KDWB-F	3. WCCO-F	3. KQRS-F+	3. KEEY-F	3. WAYL-F	3. KQRS-F+
4. KSTP-F	4. WCCO	4. WDGY	4. WDGY	4. WDGY	4. WDGY
5. WCCO	5. WDGY	5. WCCO-F	5. WCCO-F	5. KSTP-F	5. WCCO-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	304 (4)	647 (5)	951 (9)	40.3
MOR/AC	689 (5)	132 (2)	821 (7)	34.8
BTFL MUSIC		314 (2)	314 (2)	13.3
COUNTRY	204 (3)	43 (1)	247 (4)	10.5
VARIETY		24 (1)	24 (1)	1.0
			2357 (23)	

MINNEAPOLIS-ST. PAUL ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WCCO	1. WCCO	1. WCCO	KEYE	1400 .6
2. KSTP-F	2. KSTP-F	2. KQRS-F+	KFMX-F	104.1 1.1
3. KQRS-F+	3. KQRS-F+	3. KSTP-F	KRSI	950 .8
4. WDGY	4. WDGY	4. KDWB	KTCR-F	97.1 1.6
5. KEYE-F	5. KSTP	5. WDGY	KTWN-F	107.9 (Anoka) .9
6. WAYL-F	6. KDWB	6. KSTP	WAYL	980 1.8
7. KSTP	7. KEYE-F	7. KEYE-F	WIXK-F+	107.1 (New Richmond) .5
8. WCCO-F	8. WCCO-F	8. KDWB-F	WMIN	1010 (Maplewood) 1.2
9. KDWB	9. WAYL-F	9. WAYL-F	WRRD	1330 .4
10. KDWB-F	10. KDWB-F	10. WCCO-F		
11. WWTC	11. WLOL-F			
12. WWJO-F	12. WAYL			
13. WLOL-F	13. WWTC			
14. KTCR-F	14. KFMX-F			
15. WAYL	15. KTCR-F			

ADI FM SHARE: 46.39% (1530 of 3298) (O/N 78: 37.61%)

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), ROCK	, \$ 81.00 (RAR) Doubleday
KSTP, 1500, 50 KW (DA-N), CONTEMP/AC	, \$ 47.00 (Mc-Guild) Hubbard
WAYL, 980, 5 KW (DA-1), MOR (FM-100)	, \$ 22.50 (Buckley) Entercom
WCCO, 830, 50 KW (Clear), MOR/VARIETY	CBS, \$143.00 (CBS Spot)
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	, \$ 72.50 (Blair) Storz
WWTC, 1280, 5 KW (DA-N), CONTEMP/AC	, \$ 19.00 (Roslin)

FM STATIONS

KDWB-F, 101.3, 100 KW @ 822, ROCK	, \$ 81.00 (RAR) Doubleday
KEYE-F, 102.1, 100 KW @ 822, BTFL MUS (Bonne)	, \$ 47.00 (Katz) Malrite
KFMX-F, 104.1, 53 KW @ 260, CONTEMP	ABC-F, \$ 16.00 (Christal) Park
KQRS-F+, 92.5, 100 KW @ 822, AOR (Burk-Abr)	, \$ 90.00 (RKO) McKenna
KSTP-F, 94.5, 100 KW @ 1250, CONTEMP/AC	, \$ 55.00 (Mc-Guild) Hubbard
KTCR-F, 97.1, 50 KW @ 150, COUNTRY	MBS, \$ 24.50 (Masla)
WAYL-F, 93.7, 100 KW @ 822, BTFL MUS (FM-100)	, \$ 40.50 (Buckley) Entercom
WCCO-F, 102.9, 100 KW @ 1304, AC/CONTEMP	, \$ 57.75 (Eastman)
WLOL-F, 99.5, 72 KW @ 449, SOFT ROCK	, \$ 23.00 (Selcom) Liggett
WWJO-F, 98.1, 100 KW @ 420, COUNTRY	, \$ 22.00 (-----) (ST CLOUD)

TV STATIONS

KMSP	Minneapolis	9	IND, 20th Century Fox
KSTP	Minneapolis	5	ABC, Hubbard
WCCO	Minneapolis	4	CBS
WTCN	Minneapolis	11	NBC, Metromedia

NEWSPAPERS

Minneapolis Star	E	231,380
Minneapolis Tribune	M	226,680
St. Paul Dispatch	E	120,123, Knight-Ridder
St. Paul Pioneer Press	M	100,502

MOBILE

Market # 91  
 Revenue Rank # 92  
 Income Rank # 375  
 APR 15.9  
 SMSA Pop: 434,400

Revenue : \$1,244,017  
 Income : \$ -283,708  
 % Rev Change: +26.5%  
 Stations: 16/14

National Rev: \$1,244,017  
 Nat Rev per Cap: \$2.86  
 Tot Rev per Cap: \$11.21  
 Tot Inc per Cap: \$-.65  
 Profit Margin: --

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WABB-F 95/16.8	10.2	14.3	6.5	1. WKRG-F 133	1. WKRG-F 2312/36.3
2. WKRG-F 89/15.8	14.1	18.4	20.1	2. WABB-F 117	2. WABB-F 1415/30.1
3. WKRG 60/10.6	6.8	8.6	5.1	3. WBLX-F 89	3. WBLX-F 973/18.4
4. WKSJ-F 50/ 8.8	10.7	5.6	9.1	4. WKSJ-F 68	4. WKSJ-F 957/20.1
5. WLPR-F 43/ 7.6	10.5	10.7	7.1	5. WKRG 62	5. WKRG 821/22.1
6. WBLX-F 42/ 7.4	11.3	6.8	7.5	6. WGOK 48	6. WABB 693/19.5
7. WGOK 39/ 6.9	5.9	4.9	5.1	7. WLPR-F 44	7. WLPR-F 518/13.7
8. WABB 29/ 5.1	5.1	6.0	10.3	8. WABB 29	8. WUNI 426/12.0
9. WUNI 24/ 4.2	9.4	8.3	10.3	9. WUNI 24	9. WGOK 399/10.9
10. WMOB 12/ 2.1	3.7	5.1	3.6	10. WHEP 13	10. WKSJ 202/ 5.2

12+ FM SHARE (METRO): 62.57% (321 of 513) (O/N 78: 60.60%)  
 12+ FM SHARE (TSA) : 68.84% (453 of 658) (O/N 78: 69.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WABB-F	1. WABB-F	1. WABB-F	1. WABB-F	1. WKRG	1. WABB-F+
2. WKRG-F	2. WKRG-F	2. WKRG-F	2. WKRG-F	2. WLPR-F	2. WKRG-F
		3. WKSJ-F	WKSJ-F	3. WKSJ-F	3. WKSJ-F+
		4. WBLX-F	4. WLPR-F	4. WKRG-F	4. WKRG

OTHER RATED STATIONS/METRO SHARE

WHEP 1310	(Foley)	2.1	WLIQ 1360	.5
WHSP-F 92.1	(Fairhope)	.4	WMOO 1550	.5
WKSJ 1270	(Pritchard)	1.2	WWL 870	(New Orleans) .5

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	29 (1)	184 (2)	213 (3)	41.5
MOR/AC	87 (4)		87 (4)	17.0
COUNTRY	34 (3)	50 (1)	84 (4)	16.4
BLACK/DISCO	39 (1)	42 (1)	81 (2)	15.8
BTFL MUSIC		43 (1)	43 (1)	8.4
RELIGION	3 (1)	2 (1)	5 (2)	1.0

513 (16)

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, ROCK	ABC-C, \$22.05	(Eastman)
WGOK, 900, 1 KW (DAYS)	, BLACK	SBN, \$15.00	(Sav-Gates)
WHEP, 1310, 1 KW (DAYS)	, MOR	MBS, \$ 6.00	(----) (FOLEY)
WKRG, 710, 1 KW/500 W (DA-N)	, MOR	CBS,NBC,MBS, \$23.75	(HR/Stone)
WKSJ, 1270, 5 KW (DAYS)	, COUNTRY (Century 21)	ABC-I, \$29.03	(Blair) Capitol
WMOB, 840, 1 KW (DAYS)	, MOR	, \$17.00	(Torbet)
WUNI, 1410, 5 KW (DA-N)	, COUNTRY	NBC, \$17.25	(PRO) Kirk
WABB-F, 97.5, 100 KW @ 593, AOR		, \$20.83	(Eastman)
WBLX-F, 92.9, 63 KW @ 470, BLACK		NBN, \$29.00	(Howard) Beasley
WKRG-F, 99.9, 100 KW @ 850, ROCK		MBS, \$42.75	(HR/Stone)
WKSJ-F, 94.9, 100 KW @ 410, COUNTRY (Century 21)		ABC-I, \$29.03	(Blair) Capitol
WLPR-F, 96.1, 40 KW @ 444, BTFL MUS (TM)		, \$17.30	(Torbet)

TV STATIONS

WALA Mobile 10	NBC, Detroit News	WKRG Mobile 5	CBS
WEAR Pensacola 3	ABC, Rollins		

NEWSPAPERS

Mobile Press E 54,259, Newhouse	Mobile Register M 47,488, Newhouse
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NASHVILLE

Market # 49; ADI # 30  
 FCC Revenue Rank # 33  
 FCC Income Rank # 383  
 APR 13.5  
 SMSA Pop: 792,900

Revenue : \$12,174,283  
 Income : \$ -529,234  
 % Rev Change: 19.6%  
 Stations: 21/25

National Rev: \$3,043,753  
 Nat Rev per Cap: \$3.84  
 Tot Rev per Cap: \$15.35  
 Tot Inc per Cap: \$-.67  
 Profit Margin : ---

12+ METRO	1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		79	78	78	77						
1. WZEZ-F	103/11.5	11.3	8.6	7.2	5.2	1. WSM	160	1. WSM	3319	27.8	
2. WSM	93/10.4	7.9	9.3	9.2	10.1	2. WZEZ-F	135	2. WLAC	2043	22.5	
3. WLAC	71/ 7.9	9.5	10.8	13.0	10.9	3. WSIX-F	121	3. WSIX-F	1822	14.7	
4. WSIX-F	62/ 6.9	8.7	9.0	10.1	5.7	4. WWKX-F	108	4. WWKX-F	1783	16.3	
5. WWKX-F	61/ 6.8	6.1	3.6	---	---	5. WLAC	105	5. WSM-F	1722	14.0	
6. WVOL	56/ 6.3	4.6	5.6	11.9	11.1	6. WSM-F	102	6. WZEZ-F	1506	17.5	
7. WKQB-F	53/ 5.9	2.8	2.9	4.3	---	7. WKQB-F	72	7. WSIX	1294	17.3	
8. WSM-F	52/ 5.8	8.1	5.4	3.6	5.4	8. WVOL	66	8. WKQB-F	1032	11.1	
9. WAMB	49/ 5.5	3.3	3.2	2.1	1.4	9. WKDF-F	52	9. WKDF-F	962	10.6	
10. WSIX	46/ 5.1	3.4	3.3	2.4	3.5	10. WAMB	49	10. WBYQ-F	912	12.8	

12+ FM SHARE (METRO): 49.17% (416 of 846) (O/N 78: 51.38%)  
 12+ FM SHARE (TSA) : 53.76% (636 of 1183) (O/N 78: 50.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKQB-F	1. WSM-F	1. WZEZ-F	1. WZEZ-F	1. WZEZ-F	1. WSM
2. WWKX-F	2. WWKX-F	2. WLAC	2. WSIX-F	2. WSM	2. WSIX-F
3. WLAC	3. WKDF-F	3. WSM-F	3. WSM	3. WSIX-F	3. WWKX-F
4. WVOL	4. WLAC	4. WSM	4. WSM-F	4. WAMB	4. WZEZ-F
5. WBYQ-F	5. WKQB-F	WWKX-F	5. WLAC	5. WLAC	5. WLAC

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	77 (2)	199 (4)	276 (6)	32.6
COUNTRY	145 (6)	62 (1)	207 (7)	24.5
BTFL MUSIC		103 (1)	103 (1)	12.2
MOR/AC	46 (1)	52 (1)	98 (2)	11.6
BLACK/DISCO	97 (2)		97 (2)	11.5
BIG BAND	49 (1)		49 (1)	5.8
RELIGION	16 (2)		16 (2)	1.9
			846 (21)	



NASHVILLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WSM	1. WSM	1. WZEZ-F	WAGG	950	(Franklin) .4
2. WZEZ-F	2. WLAC	2. WSM	WBYQ-F	92.1	(Hendersonville) 4.9
3. WSIX-F	3. WWKX-F	3. WSIX-F	WCOR	900	(Lebanon) .7
4. WWKX-F	4. WSIX-F	4. WLAC	WCKN	1260	(Dickson) 1.6
5. WLAC	5. WSM-F	5. WVOL	WIZO	1380	(Franklin) 1.0
6. WSM-F	6. WZEZ-F	6. WWKX-F	WKDA	1240	1.9
7. WKQB-F	7. WSIX	7. WMAK	WKDF-F	103.3	4.6
8. WVOL	8. WKQB-F	8. WSIX	WMAK	1300	4.6
9. WABD	9. WKDF-F	9. WBYQ-F	WMTS	810	(Murfreesboro) .9
10. WKDF-F	10. WBYQ-F	10. WKDF-F	WNAH	1360	.8
			WWGM	1560	1.0
11. WAMB	11. WVOL				
12. WSIX	12. WMAK				
13. WBYQ-F	13. WKDA				
14. WLIV+	14. WAKQ-F				
15. WMAK	15. WHOP-F				

ADI FM SHARE: 50.62% (781 of 1543) (O/N 78: 53.50%)

AM STATIONS

WAMB, 1170, 5 KW (DAYS)	, BIG BAND	, \$22.67	(Sav-Gates)	South Cent
WKDA, 1240, 1 KW/250 W	, COUNTRY	CBS, \$13.75	(Torbet)	
WLAC, 1510, 50 KW (DA-N)	, CONTEMP/AC	, \$60.00	(Blair)	Billboard
WMAK, 1300, 5 KW (DA-N)	, DISCO/ROCK	, \$30.00	(HR/Stone)	Mooney
WSIX, 980, 5 KW (DA-N)	, MOR/AC	ABC-I, MBS, \$44.00	(Katz)	GE
WSM, 650, 50 KW (Clear)	, COUNTRY	NBC, \$80.00	(Christal)	
WVOL, 1470, 5 KW/1 KW (DA-N)	, BLACK	ABC-C, \$29.00	(Howard)	Rounsaville
WLIV, 920, 1 KW (DAYS)	, COUNTRY	, \$ ? ?	(Midsouth)	(LIVINGSTON)

FM STATIONS

WBYQ-F, 92.1, 3 KW @ 300, CONTEMP		, \$30.00	(HR/Stone)	Mooney
WKDF-F, 103.3, 100 KW @ 550, AOR		, \$35.80	(Torbet)	
WKQB-F, 105.9, 100 KW @ 410, AOR (Burk-Abr)		, \$30.00	(Blair)	Billboard
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY		ABC-E, \$44.00	(Katz)	GE
WSM-F, 95.5, 100 KW @ 1280, SOFT ROCK		ABC-F, \$80.00	(Christal)	
WWKX-F, 104.5, 100 KW @ 1050, ROCK		, \$20.00	(Masla)	
WZEZ-F, 92.9, 100 KW @ 547, BTFL MUS (Bonne)		, \$41.75	(Sav-Gates)	South Cent
WAKQ-F, 101.1, 100 KW @ 513, ROCK		, \$ 6.00	(-----)	(RUSSELLVILLE)
WHOP-F, 98.7, 100 KW @ 304, COUNTRY		CBS, \$ 7.50	(Walton)	(HOPKINSVILLE)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	83,195, Gannett
Nashville Tennessean	M	129,408

NEW HAVEN

Market # 55  
 Revenue Rank # 86  
 Income Rank # 120  
 APR 16.9  
 SMSA Pop: 760,800

Revenue : \$5,084,394  
 Income : \$ 279,222  
 % Rev Change: +13.8  
 Stations: 25/6

National Rev: \$1,061,361  
 Nat Rev per Cap: \$1.40  
 Tot Rev per Cap: \$6.68  
 Tot Inc per Cap: \$ .37  
 Profit Margin: 5.5%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	79	78	78	77	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WELI	136/21.6	16.8	18.4	19.9	19.4	1. WELI	147	1. WELI	1835/42.3
2. WKCI-F	53/ 8.4	7.6	9.4	8.6	8.5	2. WKCI-F	86	2. WKCI-F	1272/21.6
3. WPLR-F	50/ 7.9	8.9	7.0	8.1	8.3	3. WKSS-F	79	3. WNBC	1229/23.9
4. WKSS-F	39/ 6.2	4.2	4.8	3.8	3.0	4. WTIC	78	4. WTIC	1102/11.8
5. WNBC	38/ 6.0	4.5	4.6	4.1	5.2	5. WPLR-F	77	5. WPLR-F	947/15.7
6. WWYZ-F	34/ 5.4	4.8	5.3	5.7	6.8	6. WEZN-F	73	6. WKSS-F	938/11.7
7. WEZN-F	33/ 5.2	4.2	2.8	2.3	3.0	7. WNBC	52	7. WEZN-F	808/11.8
8. WTIC	23/ 3.7	3.4	2.3	3.2	2.8	8. WWYZ-F	48	WDRG-F	808/10.7
9. WCBS	21/ 3.3	2.9	3.1	3.0	4.7	9. WDRG-F	45	9. WWYZ-F	694/12.2
10. WDRG-F	18/ 2.9	5.5	3.3	1.8	2.7	10. WRCH-F	32	10. WCBS	690/13.4

12+ FM SHARE (METRO): 49.02% (275 of 561) (O/N 78: 46.14%)  
 12+ FM SHARE (TSA) : 54.48% (505 of 927) (O/N 78: 47.78%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNBC	1. WPLR-F	1. WELI	1. WELI	1. WELI	1. WELI
2. WKCI-F	2. WKCI-F	2. WPLR-F	2. WWYZ-F	2. WEZN-F	2. WTIC
3. WPLR-F	3. WWYZ-F	3. WKCI-F	3. WKCI-F	3. WKSS-F	3. WNBC
	4. WELI	4. WWYZ-F	4. WEZN-F	4. WHN	4. WKCI-F

OTHER RATED STATIONS/METRO SHARE

WAVZ	1300	1.6	WTIC-F	96.5	(Hartford)	1.6	
WNHC	1340	.8	WABC	770	(New York)	.3	
WOMN	1220	.5	WDJZ	1530	(Bridgeport)	1.4	
WYBC-F	94.3	1.1	WHN	1050	(New York)	2.5	
WHCN-F	105.9	(Hartford)	1.9	WICC	600	(Bridgeport)	.6
WIOF-F	104.1	(Waterbury)	.5	WMCA	570	(New York)	.5
WRCH-F	100.5	(New Britain)	2.7	WOR	710	(New York)	1.9
WRCQ	910	(New Britain)					

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	45 (3)	180 (7)	225 (10)	40.1
MOR/AC	179 (6)	39 (1)	218 (7)	38.9
BTFL MUSIC		50 (2)	50 (2)	8.9
NEWS/TALK	36 (3)		36 (3)	6.4
COUNTRY	16 (1)		16 (1)	2.9
BIG BAND/NOSTALGIA	9 (1)		9 (1)	1.6
BLACK/DISCO		7 (1)	7 (1)	1.2
			561 (25)	

RADIO STATIONS

WELI, 960, 5 KW (DA-N), MOR, , \$47.00 (Blair) Insilco  
 WKCI-F, 101.3, 7.7 KW @ 1070, ROCK , \$53.00 (Mc-Guild)  
 WPLR-F, 99.1, 10 KW @ 950, ROCK , \$67.65 (Eastman) General

FOR OTHER STATIONS SEE HARTFORD & NEW YORK

FOR ADI, NEWSPAPERS AND TV STATIONS SEE HARTFORD

NEW ORLEANS

Market # 33; ADI # 34  
 Revenue Rank # 30  
 Income Rank # 27  
 APR 13.5  
 SMSA Pop: 1,151,800

Revenue : \$14,061,500  
 Income : \$ 1,982,499  
 % Rev Change: +18.6%  
 Stations: 20/17

National Rev: \$3,385,440  
 Nat Rev per Cap: \$2.94  
 Tot Rev per Cap: \$12.21  
 Tot Inc per Cap: \$1.72  
 Profit Margin: 14.1%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBYU-F	146/11.6	11.5	7.4	7.0	6.7	1. WTIX 198	1. WTIX	3861/22.0
2. WSMB	93/ 7.4	7.2	7.4	9.9	7.4	2. WBYU-F 169	2. WWL	3100/18.6
3. WQUE-F	87/ 6.9	7.4	8.1	7.9	7.5	3. WWL 146	3. WNOE	2171/15.6
4. WTIX	85/ 6.8	8.7	8.3	9.8	8.6	4. WSMB 113	4. WQUE-F	2054/17.2
5. WGSO	79/ 6.3	4.9	6.2	4.8	6.7	5. WQUE-F 106	5. WBYU-F	2007/17.4
6. WWL	78/ 6.2	5.6	5.0	6.3	6.3	6. WGSO 94	6. WNOE-F	1968/15.1
7. WNOE	61/ 4.9	6.3	4.8	6.3	7.1	WNOE 94	7. WGSO	1806/16.8
8. WNOE-F	58/ 4.6	5.0	6.8	5.2	5.2	8. WNOE-F 83	8. WRNO-F*	1441/11.7
9. WRNO-F*	55/ 4.4	7.4	5.6	6.9	5.5	9. WRNO-F* 82	9. WSMB	1440/13.0
WXEL-F	55/ 4.4	2.9	3.4	4.8	3.0	10. WXEL-F 78	10. WWL-F	1209/ 9.3
WSHO	55/ 4.4	4.8	5.5	4.9	5.1	11. WSHO 71	11. WYLD	1184/10.5
12. WYLD	54/ 4.3	4.8	4.3	4.8	5.1	12. WWL-F 59	12. WEZB-F	1137/10.6

12+ FM SHARE (METRO): 46.46% (545 of 1173) (O/N 78: 44.47%)  
 12+ FM SHARE (TSA) : 42.96% (686 of 1597) (O/N 78: 43.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WNOE	1. WQUE-F	1. WBYU-F	1. WBYU-F	1. WBYU-F	1. WTIX
2. WTIX	2. WRNO-F	2. WQUE-F	2. WGSO	2. WSMB	2. WWL
3. WQUE-F	3. WBYU-F	3. WTIX	3. WQUE-F	3. WGSO	3. WBYU-F
4. WXEL-F	4. WNOE-F	4. WGSO	WWL	4. WWL	4. WSMB
5. WYLD	5. WYLD-F	5. WNOE-F	5. WTIX	5. WWL-F	5. WGSO

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	146 (2)	253 (4)	399 (6)	34.0
BLACK/DISCO	124 (3)	103 (2)	227 (5)	19.4
BTFM MUSIC		189 (2)	189 (2)	16.1
MOR/AC	98 (2)		98 (2)	8.4
NEWS/INFO/TALK	79 (1)		79 (1)	6.7
VARIETY	78 (1)		78 (1)	6.6
COUNTRY	55 (1)		55 (1)	4.7
BIG BAND	33 (1)		33 (1)	2.8
RELIGION	15 (1)		15 (1)	1.3
			1173 (20)	

\*The following stations were determined by Arbitron to have run on-air survey announcements:

WRNO-FM.

NEW ORLEANS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WTIK	1. WTIK	1. WBYU-F	WARB	730 (Covington) .4
2. WBYU-F	2. WWL	2. WTIK	WBOK	1230 2.9
3. WWL	3. WNDE	3. WSMB	WEZB-F	97.1 4.2
4. WQUE-F	4. WQUE-F	4. WWL	WNNR	990 2.7
WSMB	5. WBYU-F	5. WYLD	WVOG	600 1.2
6. WGSO	6. WNOE-F	6. WQUE-F	WWIW	1450 2.6
7. WNOE	7. WGSO	7. WXEL-F	WWL-F	101.9 3.4
8. WRNO-F	8. WRNO-F	8. WNOE-F	WYLD-F	98.5 3.8
9. WNOE-F	9. WSMB	9. WYLD-F		
10. WSHO	10. WWL-F	10. WWL-F		
11. WXEL-F	11. WEZB-F			
12. WEZB-F	12. WYLD			
WWL-F	13. WYLD-F			
14. WYLD	14. WXEL-F			
15. WYLD-F	15. WBOK			

ADI FM SHARE: 47.11% (758 of 1609) (O/N 78: 45.69%)

AM STATIONS

WBOK, 1230, 1 KW/250 W	, BLACK	SBN, \$33.00 (Howard)	Shamrock
WGSO, 1280, 5 KW (DA-1)	, NEWS/TALK	ABC-I, \$45.00 (Eastman)	Insilco
WNOE, 1060, 50 KW/5 KW (DA-2)	, ROCK	ABC-C, \$50.50 (Mc-Guild)	
WSHO, 800, 1 KW (DAYS)	, COUNTRY	MBS, \$26.95 (Christal)	Swanson
WSMB, 1350, 5 KW (DA-N)	, MOR	ABC-E, \$26.00 (Buckley)	
WTIX, 690, 10 KW/5 KW	, CONTEMP	, \$69.00 (Blair)	Storz
WWL, 870, 50 KW (DA-1)	, COUNTRY/VARIETY	CBS, \$79.00 (Katz)	Loyola Univ
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK/DISCO	, \$40.00 (HR/Stone)	

FM STATIONS

WBYU-F, 95.7, 100 KW @ 600, BTFL MUS (Schulke)	, \$53.38 (Christal)	Swanson
WEZB-F, 97.1, 100 KW @ 511, ROCK	RKO, \$21.00 (Torbet)	EZ
WNOE-F, 101.1, 100 KW @ 440, ROCK	, \$50.50 (Mc-Guild)	
WQUE-F, 93.3, 100 KW @ 512, ROCK (TM)	, \$42.75 (Eastman)	Insilco
WRNO-F, 99.5, 100 KW @ 370, AOR	, \$44.88 (Torbet)	Gulf South
WWL-F, 101.9, 100 KW @ 825, BTFL MUS (FM-100)	, \$79.00 (Katz)	Loyola Univ
WXEL-F, 105.3, 100 KW @ 407, BLACK	NBN, \$13.00 (Selcom)	Security
WYLD-F, 98.5, 100 KW @ 480, JAZZ/PROG	, \$40.00 (HR/Stone)	

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos
WGNO	New Orleans	26	IND, General Media
WVUE	New Orleans	8	ABC, Gaylord
WWL	New Orleans	4	CBS, Loyola Univ

NEWSPAPERS

New Orleans Times-Picayune	M	215,551, Newhouse
New Orleans States-Item	E	114,624, Newhouse

NEW YORK

SRDS Market # 1; ADI # 1  
 FCC Revenue Rank # 1  
 FCC Income Rank # 2  
 APR 18.0  
 SMSA Pop: 9,275,000

Revenue : \$112,815,750  
 Income : \$ 22,236,026  
 % Rev Change: 17.1%  
 Stations in MKT: 44/39

National Rev: \$36,635,312  
 Nat Rev per Cap: \$3.95  
 Rev per Capita : \$12.16  
 Inc per Capita : \$2.40  
 Profit Margin : 19.7%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBLS-F 1750/7.1	6.4	3.1	1. WBLS-F 1775	1. WABC 31920/19.6	
2. WKTU-F 1676/6.8	7.6	11.3	2. WOR 1771	2. WCBS 28364/17.8	
3. WOR 1637/6.6	7.0	6.4	3. WKTU-F 1691	3. WNBC 24702/14.2	
4. WCBS 1328/5.4	5.0	5.5	4. WCBS 1524	4. WINS 24224/17.0	
5. WRFM-F 1161/4.7	4.7	4.7	5. WABC 1309	5. WOR 22303/14.6	
6. WABC 1138/4.6	5.9	7.1	6. WRFM-F 1185	6. WKTU-F 21584/15.3	
7. WINS 1088/4.4	4.6	5.1	7. WINS 1112	7. WBLS-F 18291/12.9	
8. WMCA 795/3.2	3.0	2.6	8. WNBC 1029	8. WPLJ-F 14762/10.1	
9. WNBC 793/3.2	2.7	2.6	9. WPLJ-F 822	9. WRFM-F 13846/ 9.7	
10. WPLJ-F 788/3.2	3.5	3.3	10. WMCA 817	10. WCBS-F 13298/ 9.2	
11. WCBS-F 765/3.1	2.9	3.4	11. WCBS-F 780	11. WHN 12658/ 7.9	
12. WPAT 744/3.0	2.0	2.7	12. WHN 759	12. WNEW 11704/ 7.9	
13. WPAT-F 707/2.9	4.1	2.6	13. WPAT 745	13. WXLO-F 11028/ 7.7	
14. WADO 691/2.8	2.0	1.9	14. WPAT-F 732	14. WMCA 10729/ 7.5	
15. WNEW-F 678/2.7	2.8	1.7	15. WNEW-F 726	15. WPAT-F 10588/ 7.3	
16. WHN 658/2.7	3.0	3.4	16. WADO 691	16. WNEW-F 9960/ 6.8	
17. WYNY-F 531/2.1	2.0	1.1	17. WYNY-F 543	17. WPAT 9725/ 7.0	
18. WNEW 497/2.0	3.4	2.1	18. WNEW 524	18. WYNY-F 8618/ 6.0	
19. WJIT 482/1.9	2.1	2.9	19. WJIT 482	19. WTFM-F 7875/ 5.6	
20. WTFM-F 433/1.7	1.8	2.2	20. WTFM-F 446	20. WPIX-F 7187/ 5.2	

12+ FM SHARE (METRO): 50.14% (11199 of 22335) (O/N 78: 49.48%)  
 12+ FM SHARE (TSA) : 49.42% (11781 of 23840) (O/N 78: 48.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBLS-F	1. WKTU-F	1. WBLS-F	1. WBLS-F	1. WOR	1. WOR
2. WKTU-F	2. WBLS-F	2. WKTU-F	2. WKTU-F	2. WRFM-F	2. WCBS
3. WABC	3. WNEW-F	3. WCBS-F	3. WCBS-F	3. WCBS	3. WINS
4. WPLJ-F	4. WPLJ-F	4. WABC	4. WCBS	4. WINS	4. WNBC
5. WNBC	5. WCBS-F	5. WNEW-F	5. WABC	5. WPAT-F	5. WABC
6. WXLO-F	6. WYNY-F	6. WNBC	6. WRFM-F	6. WPAT	6. WBLS-F
7. WNEW-F	7. WABC	7. WPLJ-F	7. WINS	7. WADO	7. WKTU-F
8. WPIX-F	8. WNBC	8. WYNY-F	8. WADO	8. WABC	8. WRFM-F
9. WLIR-F	9. WTFM-F	9. WCBS	9. WNBC	9. WMCA	9. WADO
10. WYNY-F	10. WXLO-F	10. WADO	10. WOR	10. WBLS-F	10. WNEW

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP/AOR	1931 (2)	4321 (10)	6252 (12)	28.0
NEWS/INFO/TALK	4848 (4)		4848 (2)	21.7
BLACK/DISCO	451 (3)	3426 (2)	3877 (5)	17.4
BTFL MUSIC	1033 (3)	2648 (8)	3681 (11)	16.5
SPANISH	1246 (3)		1246 (3)	5.6
MOR/AC	795 (3)		795 (3)	3.6
COUNTRY	658 (1)		658 (1)	2.9
CLASSICAL	100 (1)	541 (2)	641 (3)	2.9
JAZZ		263 (1)	263 (1)	1.2
RELIGION	74 (1)		74 (1)	0.3
			<u>22335 (44)</u>	

NEW YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WBLS-F	1. WABC	1. WBLS-F	WALK-F	97.5	(Patchogue) .7
2. WOR	2. WCBS	2. WKTU-F	WBLI-F	106.1	(Patchogue) .6
3. WKTU-F	3. WINS	3. WINS	WBNX	1380	.3
4. WCBS	4. WOR	4. WABC	WCTC	1450	(N. Bruns, NJ) .4
5. WABC	5. WNBC	5. WOR	WCTO-F	94.3	(Smithtown) .8
6. WRFM-F	6. WKTU-F	6. WCBS	WHLI	1100	(Hempstead) .8
7. WINS	7. WBLS-F	7. WNBC	WHUD-F	100.7	(Peekskill) .3
8. WNBC	8. WPLJ-F	8. WJIT	WIOK-F	98.3	(Hempstead) .4
9. WPLJ-F	9. WRFM-F	9. WADO	WLIB	1190	.5
10. WMCA	10. WCBS-F	10. WRFM-F	WLIR-F	92.7	(Garden C.) .7
11. WCBS-F	11. WHN		WMGQ-F	98.3	(N. Bruns, NJ) .4
12. WPAT	12. WNEW		WNCN-F	104.3	1.1
13. WPAT-F	13. WXLO-F		WNJR	1430	(Newark) .6
14. WHN	14. WPAT-F		WPIX-F	101.9	1.2
15. WNEW-F	15. WMCA		WQXR-F	96.3	1.5
			WRVR-F	106.7	1.1
			WVNJ	620	(Newark) .9
			WVNJ-F	100.3	(Newark) .8
			WWDJ	970	(Hackensack) .3
			WWRL	1600	.7
			WXLO-F	98.7	1.7
			WEZN-F	99.9	(Bridge, Conn) .5

ADI FM SHARE: 49.70% (11593 of 23326)  
(O/N 78: 49.23%)

AM STATIONS

WABC, 770, 50 KW	, ROCK	ABC-C, \$278.75	(Blair)	ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH)	, \$ 64.50	(----	
WCBS, 880, 50 KW	, NEWS	CBS, \$300.00	(CBS Spot)	CBS
WHN, 1050, 50 KW (DA-1)	, COUNTRY	ABC-E, \$206.25	(Christal)	<del>ABC</del> Mutual
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-I, \$200.00	(RAR)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH	, \$ 62.38	(Caballero)	SJR
WNBC, 660, 50 KW	, CONT/AC	NBC, \$143.13	(HR/Stone)	NBC
WNEW, 1130, 50 KW (DA-1)	, MOR	, \$107.50	(Katz)	Metromedia
WOR, 710, 50 KW (DA-1)	, TALK	RKO, ABC-E, \$204.38	(RKO)	RKO
WPAT, 930, 5 KW (DA-2)	, BTFL MUS	, \$113.75	(Eastman)	Cap Cities
WMCA, 570, 5 KW (DA-1)	, TALK	MBS, \$110.00	(MMR)	

FM STATIONS

WBLS-F, 107.5, 50 KW @ 1241	, BLACK/DISCO	, \$242.50	(Mc-Guild)	Inner City
WCBS-F, 101.1, 4.6 KW @ 1300	, OLDIES	, \$175.00	(CBS FM)	CBS
WKTU-F, 92.3, 5.4 KW @ 1200	, DISCO	, \$316.88	(Masla)	SJR
WNEW-F, 102.7, 4.1 KW @ 1360	, AOR	, \$ 94.00	(Katz)	Metromedia
WPAT-F, 93.1, 12.5 KW @ 870	, BTFL MUS	, \$113.75	(Eastman)	Cap Cities
WPIX-F, 101.9, 5.4 KW @ 1228	, ROCK	, \$ 65.00	(----	WGN Cont
WPLJ-F, 95.5, 4.6 KW @ 1270	, AOR	ABC-F, \$152.50	(Blair)	ABC
WQXR-F+, 96.3, 5.4 KW @ 1220	, CLASSICAL	, \$ 65.50	(CMBS)	NY Times
WRFM-F, 105.1, 5.2 KW @ 1220	, BTFL MUS (Bonne)	, \$131.25	(Torbet)	Bonneville
WTFM-F, 103.5, 3.9 KW @ 1390	, CONTEMP	, \$ 68.75	(Buckley)	
WXLO-F, 98.7, 5.4 KW @ 1250	, CONTEMP	RKO, \$163.75	(RKO)	RKO
WYNY-F, 97.1, 4.6 KW @ 1300	, CONTEMP/AC	, \$ 65.00	(HR/Stone)	NBC

TV STATIONS

WABC NY 7	ABC, ABC	WOR NY 9	IND, RKO
WCBS NY 2	CBS, CBS	WPIX NY 11	IND, WGN Cont
WNBC NY 4	NBC, NBC	WTVG Newark 68	IND, Wometco
WNEW NY 5	IND, Metromedia	WXTV Paterson 41	IND, Sp Int
		WNJU Newark 47	IND

NEWSPAPERS

New York Times M	863,532	Newark Star-Ledger M	406,252, Newhouse
New York News M	1,636,254, Chi Trib	Long Is. Newsday E	513,714, Times-Mir
New York Post E	624,287, Murdoch		

NORFOLK

Market # 51; ADI # 46  
 Revenue Rank # 36 (approx)  
 Income Rank # 42 (approx)  
 APR 16.5  
 SMSA Pop: 1,153,800

Revenue: \$11,071,954  
 Income : \$ 1,207,563  
 % Rev Change: 25.1  
 Stations: 26/21

National Rev: \$2,882,886  
 Nat Rev per Cap: \$2.50  
 Tot Rev per Cap: \$9.60  
 Tot Inc per Cap: \$1.05  
 Profit Margin: 10.9%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	79	78	78	77	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WCMS-F	177/10.9	7.7	5.3	6.4	7.7	1. WCMS-F	206	1. WGH	2151/19.5
2. WNOR-F	123/ 7.6	7.4	9.4	7.5	7.0	2. WOWI-F	152	2. WCMS-F	2138/17.9
3. WOWI-F	110/ 6.8	6.1	6.8	8.9	4.8	3. WNOR-F	125	3. WTAR	2098/18.3
4. WKEZ-F	107/ 6.6	7.5	5.7	5.8	6.3	4. WKEZ-F	122	4. WOWI-F	1855/14.0
5. WRAP	101/ 6.2	5.7	4.6	7.3	7.1	5. WTAR	108	5. WNOR-F	1839/18.6
6. WTAR	97/ 6.0	9.3	7.7	8.6	9.0	6. WRAP	107	6. WMYK-F	1635/14.5
7. WGH	89/ 5.5	5.9	5.3	8.1	7.7	7. WGH	99	7. WRAP	1627/15.3
8. WMYK-F	86/ 5.3	8.7	6.5	4.5	2.9	8. WMYK-F	95	8. WKEZ-F	1587/14.6
9. WQRK-F	84/ 5.2	4.1	5.7	6.0	6.3	9. WFOG-F	90	9. WFOG-F	1466/13.8
10. WFOG-F	83/ 5.1	7.8	11.0	6.4	8.0	10. WQRK-F	87	10. WQRK-F	1299/12.5
11. WCMS	73/ 4.5	1.9	1.2	1.9	2.8	11. WCMS	82	11. WCMS	928/ 8.4
12. WWDE-F	67/ 4.1	2.7	3.4	---	---	12. WWDE-F	70	12. WGH-F	892/ 8.2

12+ FM SHARE (METRO): 62.24% (966 of 1552) (O/N 78: 64.48%)  
 12+ FM SHARE (TSA) : 62.63% (1103 of 1761) (O/N 78: 64.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRAP	1. WNOR-F	1. WCMS-F	1. WCMS-F	1. WCMS-F	1. WCMS-F
2. WMYK-F	2. WCMS-F	2. WNOR-F	2. WKEZ-F	2. WKEZ-F	2. WTAR
3. WQRK-F	3. WMYK-F	3. WOWI-F	3. WTAR	3. WTAR	3. WOWI-F
4. WOWI-F	4. WOWI-F	4. WKEZ-F	4. WOWI-F	4. WFOG-F	4. WGH
5. WGH	5. WQRK-F	5. WQRK-F	WWDE	5. WCMS	5. WRAP
WNOR-F					

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	164 (4)	387 (5)	551 (9)	35.5
COUNTRY	73 (1)	200 (2)	273 (3)	17.6
BTFL MUSIC	25 (1)	190 (2)	215 (3)	13.9
BLACK/DISCO	101 (1)	110 (1)	211 (2)	13.6
MOR/AC	117 (3)		117 (3)	7.5
RELIGION/GOSPEL	58 (1)	18 (1)	76 (2)	4.9
CLASSICAL		54 (1)	54 (1)	3.5
NEWS/INFO/TALK	28 (1)		28 (1)	1.8
JAZZ	20 (1)		20 (1)	1.3
UNKNOWN		7 (1)	7 (1)	0.5
			<u>1552 (26)</u>	

NORFOLK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WCMS-F	1. WGH	1. WCMS-F	WBCI-F	96.5	(Williamsburg) 1.7
2. WOWI-F	2. WCMS-F	2. WRAP	WCPK	1600	(Chesapeake) 1.5
3. WNOR-F	3. WTAR	3. WTAR	WGH-F	97.3	3.3
4. WKEZ-F	4. WNOR-F	4. WMYK-F	WNIS	1350	1.7
5. WRAP	5. WOWI-F	5. WPCE	WNOR	1230	1.2
6. WTAR	6. WRAP	6. WOWI-F	WPCE	1400	3.6
7. WGH	7. WMYK-F	7. WQRK-F	WQZQ-F	92.1	(Moyock) .4
8. WMYK-F	8. WKEZ-F	8. WFOG-F	WTJZ	1270	1.2
9. WQRK-F	9. WFOG-F	9. WGH-F	WVAB	1550	(Va. Beach) 1.7
10. WFOG-F	10. WQRK-F	10. WKEZ-F	WWDE	1490	.7
11. WCMS	11. WCMS		WXRI-F	105.3	1.1
12. WWDE-F	12. WWDE-F		WYVA-F	94.1	(Yorktown) 1.4
13. WPCE	13. WGH-F		WZAM	93.7	(Elizabeth City) 1.7
14. WGH-F	14. WNOR				
15. WNIS	15. WPCE		WRVA	1140	(Richmond) .6

ADI FM SHARE: 62.06% (1091 of 1758) (O/N 78: 65.21%)

AM STATIONS

WCMS, 1050, 5 KW (Days) (DA), COUNTRY	RKO, \$42.50 (Katz)	
WCPK, 1600, 1 KW (Days), BTFL MUS	, \$11.00 (-----)	
WGH, 1210, 5 KW (DA-N), ROCK	, \$34.00 (Blair)	
WNIS, 1350, 5 KW (DA-2), NEWS/TALK	NBC,ABC-E, \$17.50 (Masla)	
WNOR, 1230, 1 KW/250 W, CONTEMP	ABC-C, MBS, \$28.00 (Buckley)	
WPCE, 1400, 1 KW/250 W, GOSPEL	SBN, \$21.00 (HR/Stone)	
WRAP, 850, 5 KW/1 KW (DA-2), BLACK	NBN, \$27.00 (Howard)	Rollins
WTAR, 790, 5 KW (DA-N), MOR	CBS, \$45.00 (Christal)	Landmark

FM STATIONS

WCMS-F, 100.5, 50 KW @ 409, COUNTRY	RKO, \$42.50 (Katz)	
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS (Bonne)	, \$40.00 (Eastman)	McCormick
WGH-F, 97.3, 74 KW @ 420, CLASSICAL	, \$16.00 (Blair)	
WKEZ-F, 95.7, 40 KW @ 881, BTFL MUS (Schulke)	, \$35.00 (Christal)	Landmark
WMYK-F, 93.7, 100 KW @ 940, AOR	, \$35.00 (Eastman)	
WNOR-F, 98.7, 46 KW @ 549, AOR	, \$34.00 (Buckley)	
WOWI-F, 102.9, 50 KW @ 500, BLACK (Drake-Chen)	SBN, \$31.00 (HR/Stone)	
WQRK-F, 104.5, 50 KW @ 418, ROCK	, \$26.00 (Selcom)	
WWDE-F, 101.3, 50 KW @ 380, AC (Radio Arts)	, \$29.00 (CBS FM)	

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Landmark
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star	E	95,794, Landmark
Norfolk Virginian-Pilot	M	125,305, Landmark
Newport News Press	M	57,040
Newport News Times-Herald	E	43,273



OKLAHOMA CITY

Market # 54; ADI # 39  
 Revenue Rank # 37  
 Income Rank # 72  
 APR 14.5  
 SMSA Pop: 781,200

Revenue : \$11,375,260  
 Income : \$ 661,100  
 % Rev Change: +26.0  
 Stations: 21/19

National Rev: \$2,480,910  
 Nat Rev per Cap: \$3.18  
 Tot Rev per Cap: \$14.56  
 Tot Inc per Cap: \$ .85  
 Profit Margin: 5.8%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME
1. KTOK	168/17.8	14.4	18.4	11.7	13.9	1. KOMA 2773/18.7
2. KKNG-F	117/12.4	8.7	8.7	10.6	10.8	2. WKY 2733/23.4
3. KEBC-F	112/11.9	10.2	9.5	8.5	9.0	3. KTOK 2467/32.5
4. KOFM-F	84/ 8.9	9.7	10.2	8.7	5.0	4. KOFM-F 2165/17.9
5. KOMA	58/ 6.2	6.2	6.2	7.1	5.8	5. KKNG-F 1775/19.6
6. KXXY-F	56/ 5.9	4.0	1.8	1.8	2.2	6. KEBC-F 1697/20.6
7. WKY	55/ 5.8	8.4	9.4	10.5	10.8	7. KZUE-F 1249/13.0
8. KATT-F	45/ 4.8	9.2	6.2	9.6	12.6	8. KXXY-F 1124/12.8
9. KZUE-F	40/ 4.2	5.8	3.6	6.1	6.6	9. KATT-F 1108/10.2
10. KLTE-F	29/ 3.1	4.7	4.0	4.2	6.2	10. WNAD 888/ 4.2

12+ FM SHARE (METRO): 61.05% (544 of 891) (O/N 78: 52.69%)  
 12+ FM SHARE (TSA) : 57.64% (781 of 1355) (O/N 78: 45.39%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOFM-F	1. KOFM-F	1. KTOK	1. KTOK	1. KTOK	1. KTOK
2. KXXY-F	2. KATT-F	2. KEBC-F	2. KEBC-F	2. KEBC-F	2. WKY
3. KOMA	3. KTOK	3. KOFM-F	3. KKNG-F	3. KKNG-F	3. KEBC-F
4. KZUE-F	4. KOMA	KKNG-F	4. WKY		4. KOFM-F
5. KAEZ-F	5. KXXY-F	5. KATT-F	5. KOMA		5. KOMA

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	71 (3)	238 (5)	309 (8)	34.7
MOR/AC	223 (2)	29 (1)	252 (3)	28.3
COUNTRY	36 (2)	128 (2)	164 (4)	18.4
BTFL MUSIC		117 (1)	117 (1)	13.1
BLACK/DISCO		25 (1)	25 (1)	2.8
RELIGION	11 (2)	7 (1)	18 (3)	2.1
UNKNOWN	6 (1)		6 (1)	0.7
			891 (21)	

OKLAHOMA CITY ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KTOK	1. WKY	1. KTOK	KAEZ-F	107.7	2.7
2. KKNG-F	2. KTOK	2. KEBC-F	KATT	1140	.5
3. KOFM-F	3. KOMA	3. KKNG-F	KBYE	890	.5
4. KEBC-F	4. KOFM-F	4. WKY	KGFF	1450	(Shawnee) .6
5. WKY	5. KKNG-F	5. KXXY-F	KJIL-F	104.9	(Bethany) .7
6. KOMA	6. KEBC-F	6. KOFM-F	KKLR-F	97.7	(Edmond) 1.7
7. KXXY-F	7. KZUE-F	7. KOMA	KNOR	1400	(Norman) .8
8. KATT-F	8. KXXY-F	8. KAEZ-F	KOCY	1340	1.7
9. KZUE-F	9. KATT-F	9. KATT-F	KOCV	800	.6
10. WNAD	10. WNAD		KTLS-F	98.9	1.4
11. KLTE-F	11. KLTE-F		WNAD	640	(Norman) 2.1
12. KAEZ-F	12. KVOO				
13. KWEY+	13. KKLR-F				
14. KGWA	14. KOCY				
15. KTJS	15. KNOR				

ADI FM SHARE: 53.71% (767 of 1428) (O/N 78: 44.47%)

AM STATIONS

KOCY, 1340, 1 KW/250 W	, COUNTRY (Drake-Chen)	CBS, \$25.50	(Mc-Guild)	Summit
KOMA, 1520, 50 KW (DA-N)	, ROCK	, \$38.00	(Blair)	Storz
KTOK, 1000, 5 KW (DA-2)	, MOR	ABC-I, \$46.63	(Eastman)	Insilco
WKY, 930, 5 KW (DA-N)	, AC	RKO, NBC, \$48.75	(Katz)	Gaylord
WNAD, 640, 1 KW (DAYS)	, COUNTRY	ABC-I, \$15.00	(HR/Stone)	(NORMAN)
KNOR, 1400, 1 KW/250 W	, CONTEMP	, \$ 8.00	(-----)	(NORMAN)
KGWA, 960, 1 KW (DA-1)	, COUNTRY	, \$ 7.00	(-----)	(ENID)
KWEY+, 1590, 1 KW (DAYS) (DA)	, VARIETY	ABC-I, \$ 5.00	(-----)	(WEATHERFORD)
KTJS, 1420, 1 KW (DAYS)	, MOR	ABC-I, \$ 3.25	(-----)	(HOBART)

FM STATIONS

KAEZ-F, 107.7, 100 KW @ 180, BLACK	, \$17.25	(-----)	
KATT-F, 100.5, 100 KW @ 598, AOR	, \$35.63	(RKO)	
KEBC-F, 94.7, 100 KW @ 440, COUNTRY	ABC-E, \$35.00	(Torbet)	
KKNG-F, 92.5, 100 KW @ 900, BTFL MUS (Schulke)	, \$33.50	(Christal)	Swanson
KLTE-F, 101.9, 100 KW @ 420, AC	, \$26.00	(HR/Stone)	
KOFM-F, 104.1, 100 KW @ 1425, ROCK	ABC-C, \$34.00	(Selcom)	Guy Gannett (pending)
KXXY-F, 96.1, 100 KW @ 300, AOR (Burk-Abr)	, \$25.50	(Mc-Guild)	Summit
KZUE-F, 102.7, 100 KW @ 1003, CONTEMP	ABC-F, \$45.25	(Eastman)	Insilco
KKLR-F, 97.3, 3 KW @ 300, COUNTRY	, \$10.50	(Howard)	

KV00-F - See Tulsa

TV STATIONS

KOCO	Oklahoma City	5	ABC, Combined/Gannett
KTUY	Oklahoma City	4	NBC, Detroit News
KWTV	Oklahoma City	9	CBS

NEWSPAPERS

Oklahoma City Oklahoman	M	189,847, Gaylord
Oklahoma City Times	E	93,107, Gaylord
Oklahoma City Journal	M	41,060

OMAHA

Market # 70  
 Revenue Rank # 63  
 Income Rank # 47  
 APR 15.4%  
 SMSA Pop: 586,300

Revenue : \$7,654,959  
 Income : \$1,108,006  
 % Rev Change: +25.2%  
 Stations: 15/9

National Rev: \$2,117,870  
 Nat Rev per Cap: \$3.61  
 Tot Rev per Cap: \$13.06  
 Tot Inc per Cap: \$1.89  
 Profit Margin: 14.5%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KFAB	251/34.1	24.9	32.7	24.2	29.4	1. KFAB	474	6130/59.2
2. KGOR-F	93/12.6	10.9	7.9	10.3	6.9	2. WOW	324	5458/36.2
3. WOW	75/10.2	11.8	12.7	13.5	15.0	3. KGOR-F	152	1970/24.7
4. KESY-F	60/ 8.2	8.9	1.8	1.5	---	4. KEZO-F	70	1342/23.5
5. KOIL	47/ 6.4	8.7	9.7	6.9	6.3	5. KMA	69	1313/15.2
6. KEZO-F	42/ 5.7	5.8	7.2	10.0	10.8	6. KESY-F	61	930/ 2.3
7. KYNN	29/ 3.9	7.1	5.2	5.8	5.1	7. KQKQ-F	56	913/11.0
8. KQKQ-F	21/ 2.9	6.9	4.9	7.6	6.3	8. KOIL	53	802/15.2
9. KEFM-F	16/ 2.2	3.2	2.7	3.4	3.9	9. KLIN-F	35	493/ 1.4
10. KYNN-F	11/ 1.5	.4	---	---	---	10. KYNN	29	491/ 8.7

12+ FM SHARE (METRO): 36.83% (249 of 676) (O/N 78: 31.46%)  
 12+ FM SHARE (TSA) : 29.54% (415 of 1405) (O/N 78: 27.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGOR-F	1. KGOR-F	1. KFAB	1. KFAB	1. KFAB	1. KFAB
2. KOIL	2. KFAB	2. KGOR-F	2. WOW	2. KESY-F	2. WOW
3. WOW	3. WOW	3. WOW	3. KESY-F	3. KYNN	3. KMA
4. KEZO-F	4. KEZO-F	4. KESY-F	4. KGOR-F	4. WOW	4. KGOR-F

OTHER RATED STATIONS/METRO SHARE

KCRO	660	.5	KLIN-F	107.3	(Lincoln)	.8
KESY	1420	.4	KMA	960	(Shenandoah, IA)	1.1
KLNG	1560	(Council Bluffs)				1.5

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	122 (2)	156 (3)	278 (5)	41.1
MOR/AC	259 (2)		259 (2),	38.3
BTFL MUSIC	3 (1)	66 (2)	69 (3)	10.2
COUNTRY	29 (1)	27 (2)	56 (3)	8.3
NEWS/INFO/TALK	11 (1)		11 (1)	1.6
UNKNOWN	4 (1)		4 (1)	0.6
			677 (15)	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, \$69.50	(Christal)	May
KOIL, 1290, 5 KW (DA-N)	, ROCK	RKO, \$22.50	(Eastman)	
KYNN, 1490, 1 KW/250 W	, COUNTRY	MBS, \$21.15	(Torbet)	Great Empire
WOW, 590, 5 KW	, CONTEMP	ABC-C, \$74.00	(Blair)	Meredith
KMA, 960, 5 KW (DA-N)	, MOR	, \$33.50	(Katz)	May
KEFM-F, 96.1, 100 KW @ 276,	COUNTRY (Drake-Chen)	RKO, \$13.00	(Eastman)	
KESY-F, 104.5, 32 KW @ 285,	BTFL MUS (Bonne)	, \$52.00	(Roslin)	
KEZO-F, 92.3, 100 KW @ 1210,	ROCK	ABC-F, \$25.00	(Blair)	Meredith
KGOR-F, 99.9, 115 KW @ 1227,	ROCK (TM)	, \$30.75	(Christal)	May
KQKQ-F, 98.5, 100 KW @ 187,	AOR	, \$24.75	(HR/Stone)	
KYNN-F, 94.1, 100 KW @ 510,	COUNTRY	MBS, \$12.00	(Torbet)	Great Empire
KLIN-F, 107.3, 100 KW @ 300,	BTFL MUS (Bonne)	, \$16.50	(-----)	(LINCOLN)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ORLANDO

Market # 64;ADI # 40  
 Revenue Rank # 54  
 Income Rank # 63  
 APR 14.9  
 SMSA Pop: 616,100

Revenue : \$8,491,416  
 Income : \$ 848,122  
 % Rev Change: +18.8%  
 Stations: 22/15

National Rev: \$1,890,257  
 Nat Rev per Cap: \$3.07  
 Tot Rev per Cap: \$13.78  
 Tot Inc per Cap: \$1.38  
 Profit Margin: 10.0%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WDBO-F	90/11.9	12.7	11.9	14.8	11.2	1. WDBO-F 247	1. WDBO-F 2668/23.5	
2. WHLY-F	73/ 9.6	3.8	4.6	2.5	4.1	2. WHLY-F 127	2. WBJW-F 1603/22.2	
3. WDBO	72/ 9.5	8.3	8.5	9.2	11.1	3. WORJ-F 122	3. WDIZ-F 1504/15.0	
4. WBJW-F	64/ 8.4	9.6	12.5	14.8	13.2	4. WHOO-F 111	4. WHLY-F 1444/16.8	
5. WHOO-F	62/ 8.2	9.6	10.2	8.1	8.0	5. WDBO 107	5. WDBO 1438/19.5	
WORJ-F	62/ 8.2	6.4	4.7	2.9	6.1	6. WDIZ-F 95	6. WORJ-F 1354/14.4	
7. WHOO	51/ 6.7	7.4	7.8	6.9	7.5	7. WBJW-F 89	7. WHOO-F 1338/15.6	
8. WDIZ-F	47/ 6.2	7.3	4.7	8.8	2.9	8. WHOO 56	8. WKIS 1184/19.7	
9. WKIS	44/ 5.8	6.7	6.9	7.3	8.8	9. WGTO 54	9. WHOO 993/16.7	
10. WLOF	36/ 4.7	4.7	5.5	6.0	5.9	10. WKIS 52	10. WLOF 953/17.4	

12+ FM SHARE (METRO): 59.45% (431 of 725) (O/N 78: 54.55%)  
 12+ FM SHARE (TSA) : 68.82% (885 of 1286) (O/N 78: 65.68%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDIZ-F	1. WHLY-F	1. WHLY-F	1. WDBO-F	1. WDBO-F	1. WDBO-F
2. WBJW-F	2. WORJ-F	2. WORJ-F	2. WHLY-F	2. WHOO-F	2. WDBO
	3. WBJW-F	3. WBJW-F	3. WHOO-F	3. WHOO	3. WHLY-F
	4. WDIZ-F	4. WDBO	4. WDBO	4. WDBO	4. WBJW-F*

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	42 (2)	246 (4)	288 (6)	39.7
BTFL MUSIC	7 (1)	152 (2)	159 (3)	21.9
MOR/AC	116 (2)	7 (1)	123 (3)	17.0
COUNTRY	83 (4)	12 (2)	95 (6)	13.1
BLACK/DISCO	42 (2)		42 (2)	5.8
RELIGION	4 (1)	14 (1)	18 (2)	2.5
			725 (22)	

ORLANDO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WDBO-F	1. WDBO-F	1. WDBO-F	WAJL	1440	(Winter Park) .9
2. WHOO-F	2. WBJW-F	2. WHOO	WFIV	1080	(Kissimmee) 1.2
3. WHLY-F	3. WDIZ-F	3. WHLY-F	WHHL	1190	(Pine Castle) 2.5
4. WDBO	4. WDBO	4. WDBO	WLOQ-F	103.1	(Winter Park) .9
5. WDIZ-F	5. WHOO-F	5. WBJW-F	WOKB	1600	(Winter Garden) .8
6. WORJ-F	6. WHLY-F	6. WORJ-F	WTLN	1520	(Apopka) .5
7. WBJW-F	7. WKIS	7. WORL	WTLN-F	95.3	(Apopka) 1.8
8. WHOO	8. WORJ-F	8. WKIS	WTRR	1400	(Sanford) .8
9. WCKS-F	9. WHOO	9. WDIZ-F	WELE-F	105.9	(DeLand) .4
10. WKIS	10. WLOF	10. WLOF			
11. WWLV-F	11. WCKS-F		WGTO-F	540	(Cypress Gardens) .5
12. WORL	12. WWLV-F		WPCV-F	97.5	(Winter Haven) 1.2
13. WLOF	13. WELE-F				
14. WELE-F	14. WORL				
15. WWKE	15. WWKE				

ADI FM SHARE: 65.96% (996 of 1510) (O/N 78: 60.76%)

AM STATIONS

WDBO, 580, 5 KW (DA-N), MOR/AC	ABC-E, CBS, \$49.00 (Blair) Outlet
WGTO, 540, 50 KW/1 KW (DA-2), COUNTRY	ABC-E, \$16.00 (Masla) Hubbard
	(CYPRESS GARDENS)
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY	ABC-I, \$30.25 (Torbet) Bluegrass
WKIS, 740, 5 KW/1 KW (DA-1), MOR	CBS, \$34.00 (Eastman) Susquehanna
WLOF, 950, 5 KW (DA-N), ROCK	, \$73.00 (Buckley) Rounsaville
WWKE, 1370, 5 KW (DAYS), AC/CONT	ABC-C, \$ 7.00 (Jones) (OCALA)
WORL, 1270, 5 KW (DAYS), DISCO/ROCK	, \$52.50 (Katz) Sudbrink

FM STATIONS

WBJW-F, 105.1, 100 KW @ 370, ROCK	, \$73.00 (Buckley) Rounsaville
WCKS-F, 101.1, 100 KW @ 500, ROCK	, \$23.00 (P/W) (COCOA BEACH)
WDBO-F, 92.3, 100 KW @ 1320, BTFL MUS (Schulke)	, \$49.00 (Blair) Outlet
WDIZ-F, 100.3, 100 KW @ 820, AOR (Burk-Abr)	ABC-F, \$34.00 (Selcom) Shamrock Dev
WHLY-F, 106.7, 100 KW @ 799, ROCK	RKO, \$20.00 (Christal) General Comm
WHOO-F, 96.5, 100 KW @ 493, BTFL MUS (FM-100)	, \$46.25 (Torbet) Bluegrass
WORJ-F, 107.7, 100 KW @ 829, AOR	, \$52.50 (Katz) Sudbrink

OTHER STATIONS - See Daytona Beach

TV STATIONS

WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	ABC

NEWSPAPERS

Orlando Sentinel Star AD 180,972, Tribune Co.

PEORIA

SRDS Market # 105  
 FCC Revenue Rank # 103  
 FCC Income Rank # 115  
 APR 14.7  
 SMSA Pop: 365,100

Revenue : \$4,483,443  
 Income : \$ 295,375  
 % Rev Change: 17.8%  
 Stations in MKT: 18/10

National Rev: \$1,180,698  
 Nat Rev per Cap: \$3.23  
 Tot Rev per Capita: \$12.28  
 Tot Inc per Capita: \$ .81  
 Profit Margin : 6.6%

<u>12+ METRO 1/4/SHARE A/M 79</u>			<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WKZW-F	74/16.6	14.3	1. WJBC	97	1. WIRL	1220/34.1
2. WSWT-F	69/15.4	13.5	2. WKZW-F	84	2. WLS	1168/18.6
3. WMBD	61/13.6	13.3	3. WSWT-F	79	3. WKZW-F	1104/31.4
4. WIRL	49/11.0	10.3	4. WMBD	65	4. WJBC	1083/ 2.1
5. WXCL	47/10.5	11.3	5. WIRL	59	5. WMBD	1002/30.3
6. WWCT-F	31/ 6.9	10.8	6. WXCL	51	6. WSWT-F	944/26.9
7. WLS	18/ 4.0	2.0	7. WBNQ-F	47	7. WXCL	810/23.9
WVEL	18/ 4.0	2.7	8. WLS	46	8. WBNQ-F	702/ 5.5
9. WGN	9/ 2.0	3.4	9. WWCT-F	33	9. WMAQ	505/ 5.4
10. WZRO-F	8/ 1.8	2.5	10. WMAQ	24	10. WWCT-F	454/13.3

12+ FM SHARE (METRO): 47.52% (201 of 423) (O/N 78: NA)  
 12+ FM SHARE (TSA) : 40.48% (268 of 662) (O/N 78:: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WSWT-F	1. WSWT-F	1. WJBC
2. WIRL	2. WWCT-F	2. WIRL	2. WXCL	2. WMBD	2. WMBD
WWCT-F	3. WIRL	3. WSWT-F	3. WKZW-F	3. WXCL	3. WSWT-F

OTHER RATED STATIONS/METRO SHARE

WCLL-F	94.3	(Chilli)	1.1	WGLO-F	95.3	(Pekin)	.7
WJBC	1230	(Bloom)	.9	WPEO	1020		1.1
WBBM	780	(Chicago)	1.1	WMAQ	670	(Chicago)	1.3
WTAZ-F	102.3	(Morton)	1.1	WBNQ-F	101.5	(Bloom)	1.3

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	67 (2)	111 (3)	178 (5)	42.1
BTFL MUSIC	18 (1)	72 (2)	90 (3)	21.3
MOR/AC	74 (3)	5 (1)	79 (4)	18.7
COUNTRY	53 (2)	13 (2)	66 (4)	15.6
NEWS/INFO/TALK	5 (1)		5 (1)	1.2
RELIGION	5 (1)		5 (1)	1.2
			423 (18)	

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), CONTEMP/AC	, \$33.25	(Eastman)	Mid America
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$24.50	(Katz)	Midwest TV
WVEL, 1140, 5 KW (Days), BTFL MUS (FM 100)	, \$10.50	(PRO)	
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC-I, \$28.00	(Mc-Guild)	
WJBC, 1230, 1 KW/250 W, MOR	ABC-I, \$28.25	(Mc-Guild)	(BLOOMINGTON)
WKZW-F, 93.3, 27 KW @ 570, ROCK	, \$24.50	(Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Schulke)	, \$27.00	(Eastman)	Mid America
WWCT-F, 105.7, 36 KW @ 571, AOR	, \$14.00	(HR/Stone)	
WZRO-F, 104.9, 3 KW @ 260, COUNTRY (Drake-Chen)	, \$12.00	(Mc-Guild)	
WBNQ-F, 101.5, 50 KW @ 460, CONTEMP (Drake-Chen)	, \$17.00	(Mc-Guild)	(BLOOMINGTON)

TV STATIONS

WRAU	Peoria	19	ABC
WEEK	Peoria	25	NBC, Mid Amer
WMBD	Peoria	31	CBS, Mid TV

NEWSPAPERS

Peoria Journal Star	AD	103,096	Pekin Times	E	22,700
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PHILADELPHIA

SRDS Market # 4; ADI # 4  
 FCC Revenue Rank # 7  
 FCC Income Rank # 12  
 APR 17.1  
 SMSA Pop: 4,780,500

Revenue : \$44,023,535  
 Income : \$ 5,667,722  
 % Rev Change: 7.7%  
 Stations: 29/32

National Rev: \$15,987,754  
 Nat Rev per Cap: \$3.33  
 Tot Rev per Cap: \$9.21  
 Tot Inc per Cap: \$1.19  
 Profit Margin : 12.9%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KYW 710/10.4	11.8	7.8	1. KYW 795	1. KYW 14411/30.4
2. WWSH-F 481/ 7.1	7.1	6.4	2. WWSH-F 653	2. WMMR-F 8749/16.7
3. WDAS-F 475/ 7.0	7.2	6.6	3. WMMR-F 599	3. WWSH-F 8609/16.1
4. WMMR-F 471/ 6.9	6.1	3.1	4. WDAS-F 502	4. WFIL 8409/15.7
5. WIP 407/ 6.0	7.2	8.2	5. WIP 501	5. WIP 8139/16.9
6. WDVR-F 342/ 5.0	6.3	4.9	6. WYSP-F 424	6. WCAU 7423/15.4
7. WCAU 315/ 4.6	4.7	4.6	7. WDVR-F 371	7. WYSP-F 7002/12.2
8. WYSP-F 303/ 4.5	3.8	4.1	8. WDVR-F 365	8. WDVR-F 5489/12.3
9. WFIL 285/ 4.2	4.7	3.6	9. WFIL 350	9. WIFI-F 5277/10.3
10. WUSL-F 283/ 4.2	2.9	3.7	10. WUSL-F 337	10. WMGK-F 5268/ 9.7
11. WWDB-F 249/ 3.7	3.3	4.0	11. WWDB-F 295	11. WDAS-F 4693/11.2
12. WMGK-F 233/ 3.4	2.9	3.1	12. WMGK-F 294	12. WIOQ-F 4412/ 8.1
13. WZZD 196/ 2.9	1.7	2.4	13. WIFI-F 249	13. WCAU-F 4094/ 9.0
14. WCAU-F 190/ 2.8	3.9	3.2	14. WIOQ-F 210	14. WUSL-F 3900/ 7.7
15. WIFI-F 180/ 2.6	3.8	3.9	15. WCAU-F 208	15. WZZD 3614/ 8.3
16. WIOQ-F 176/ 2.6	1.8	4.2	16. WZZD 207	16. WPEN 3438/ 7.5
17. WDAS 164/ 2.4	1.6	2.1	17. WJBR-F 203	17. WSNI-F 3309/ 6.6
18. WSNI-F 142/ 2.1	2.9	3.3	18. WSNI-F 184	18. WWDB-F 2911/ 6.3
19. WFLN-F+ 130/ 1.9	2.3	2.4	19. WDAS 165	19. WDAS 2692/ 6.6
20. WPEN 125/ 1.8	2.0	1.9	20. WFLN-F+ 158	20. WJBR-F 2684/ 3.6

12+ FM SHARE (METRO): 61.41% (3857 of 6281) (O/N 78: 60.76%)  
 12+ FM SHARE (TSA) : 63.52% (4877 of 7678) (O/N 78: 62.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMMR-F	1. WMMR-F	1. WDAS-F	1. KYW	1. KYW	1. KYW
2. WDAS-F	2. WDAS-F	2. WMMR-F	2. WWSH-F	2. WWSH-F	2. WIP
3. WIFI-F	3. WYSP-F	3. WYSP-F	3. WDAS-F	3. WIP	3. WCAU
4. WYSP-F	4. WMGK-F	4. WUSL-F	4. WUSL-F	4. WDVR-F	4. WFIL
5. WZZD	5. WUSL-F	5. KYW	5. WIP	5. WCAU	5. WWSH-F
6. WFIL	6. WFIL	6. WFIL	6. WFIL	6. WWDB-F	6. WDAS-F
7. WCAU-F	7. WIOQ-F	7. WWSH-F	7. WDVR-F	7. WUSL-F	7. WMMR-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	285 (1)	1473 (7)	1758 (8)	28.0
NEWS/INFO/TALK	1066 (3)	249 (1)	1315 (4)	20.9
BTFL MUSIC		924 (3)	924 (3)	14.7
MOR/AC	784 (5)	425 (2)	1209 (7)	19.2
BLACK/DISCO	246 (2)	665 (2)	911 (4)	14.5
CLASSICAL	9 (1)	121 (1)	130 (2)	2.1
COUNTRY	34 (1)		34 (1)	0.5
			6281 (29)	

PHILADELPHIA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KYW	1. KYW	1. KYW	WCOJ	1420	(Coatsville) .4
2. WWSH-F	2. WMMR-F	2. WDAS-F	WHAT	1340	1.2
3. WMMR-F	3. WFIL	3. WWSH-F	WNAR	1110	(Norristown) .4
4. WDAS-F	4. WIP	4. WIP	WRCP	1540	.5
5. WIP	5. WWSH-F	5. WMMR-F	WJBR-F	99.5	(Wilmington) 1.5
6. WYSP-F	6. WCAU	6. WFIL	WPST-F	97.5	(Trenton) 1.0
7. WDVR-F	7. WYSP-F	7. WCAU	WSTW-F	93.7	(Wilmington) .6
8. WCAU	8. WDVR-F	WUSL-F	WOR	710	(New York) .6
9. WFIL	9. WIFI-F	9. WDAS			
10. WUSL-F	10. WMGK-F	10. WDVR-F			
11. WMGK-F	11. WDAS-F				
12. WWDB-F	12. WIOQ-F				
13. WIFI-F	13. WCAU-F				
14. WZZD	14. WUSL-F				
15. WCAU-F	15. WPEN				

ADI FM SHARE: 63.49% (5216 of 8216) (O/N 78: 62.59%)

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	ABC-I, \$138.75	(RAR)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$ 94.37	(CBS Spot)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 82.50	(Howard)	
WFIL, 560, 5 KW (DA-2)	, CONTEMP/AC	, \$127.50	(Blair)	LIN
WIP, 610, 5 KW (DA-1)	, MOR	, \$105.00	(Katz)	Metromedia
WPEN, 950, 5 KW (DA-1)	, MOR/AC	, \$ 69.00	(MMR)	Greater Media
WZZD, 990, 50 KW/10 KW (DA-2)	, MOR/AC	, \$ 72.50	(Mc-Guild)	Fairbanks

FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000	, DISCO/JAZZ	, \$ 78.75	(CBS FM)	CBS
WDAS-F, 105.3, 50 KW @ 870	, BLACK/ROCK	, \$116.88	(Howard)	
WDVR-F, 101.1, 13 KW @ 1010	, BTFL MUSIC	, \$ 81.50	(Torbet)	
WFLN-F+, 95.7, 50 KW @ 490	, CLASSICAL	NBC, \$ 41.00	(CMBS)	
WIFI-F, 92.5, 50 KW @ 500	, ROCK	, \$125.00	(Eastman)	GCC
WIOQ-F, 102.1, 30 KW @ 650	, AOR	, \$ 49.88	(Mc-Guild)	Outlet
WMGK-F, 102.9, 50 KW @ 300	, SOFT CONTEMP	, \$ 92.00	(MMR)	Greater Media
WMMR-F, 93.3, 25 KW @ 670	, AOR	ABC-F, \$ 69.00	(Katz)	Metromedia
WSNI-F, 104.5, 26 KW @ 195	, MOR (FM-100)	, \$ 48.00	(Selcom)	Associated
WUSL-F, 98.9, 14 KW @ 830	, BTFL/MOR	, \$ 78.75	(Blair)	LIN
WWDB-F, 96.5, 12 KW @ 1200	, TALK	MBS, \$ 32.40	(Buckley)	
WWSH-F, 106.1, 19 KW @ 740	, BTFL MUS (Schulke)	, \$100.63	(Christal)	Cox
WYSP-F, 94.1, 16 KW @ 900	, AOR (Burk-Abr)	, \$122.50	(Masla)	SJR
WJBR-F, 99.5, 50 KW @ 500	, BTFL MUS	, \$ 18.50	(Masla)	(WILMINGTON)

TV STATIONS

KYW	Philadelphia	3	NBC, Westinghouse
WPVI	Philadelphia	6	ABC, Cap Cities
WKBS	Philadelphia	48	IND, Field
WPHL	Philadelphia	17	IND, Prov Journal
WCAU	Philadelphia	10	CBS, CBS
WTAF	Philadelphia	29	IND, Taft

NEWSPAPERS

Philadelphia Bulletin	E	472,509
Philadelphia Enquirer	M	417,006, Knight-Ridder
Philadelphia News	E	224,091, Knight-Ridder



PHOENIX

Market # 28; ADI # 31  
 Revenue Rank # 26  
 Income Rank # 48  
 APR 15.7  
 SMSA Pop: 1,307,700

Revenue : \$15,853,535  
 Income : \$ 1,101,381  
 % Rev Change: +14.2  
 Stations: 29/26

National Rev: \$6,032,525  
 Nat Rev per Cap: \$4.61  
 Tot Rev per Cap: \$12.11  
 Tot Inc per Cap: \$ .84  
 Profit Margin: 7.0%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KQYT-F	186/10.6	11.2	10.2	11.2	9.7	1. KQYT-F	213	1. KTAR 2462/20.2
2. KNIX-F+	171/ 9.7	6.5	4.6	5.4	6.2	2. KNIX-F+	200	2. KOY 2355/18.0
3. KOY	143/ 8.1	6.8	7.4	8.4	8.3	3. KOY	163	3. KQYT-F 2236/17.9
4. KME0-F	133/ 7.6	7.6	7.0	6.0	6.9	4. KME0-F	140	4. KNIX-F+ 2229/16.6
5. KTAR	114/ 6.5	9.6	6.7	7.2	6.5	5. KTAR	128	5. KUPD-F 1865/14.5
6. KOOL-F	103/ 5.9	3.1	3.9	2.6	3.3	6. KOOL-F	110	6. KME0-F 1828/15.6
7. KJJJ	95/ 5.4	2.2	4.5	3.8	5.3	7. KJJJ	106	7. KOPA-F* 1583/12.2
8. KUPD-F	82/ 4.7	5.6	6.1	---	5.9	8. KUPD-F	98	8. KOOL-F 1527/12.0
9. KOPA-F*	75/ 4.3	4.4	3.6	1.0	---	9. KOPA-F*	95	9. KJJJ 1521/11.9
10. KDKB-F	73/ 4.2	7.5	8.5	7.8	4.6	10. KDKB-F	85	10. KARZ 1518/12.8
11. KARZ	72/ 4.1	3.9	5.5	4.2	6.2	11. KARZ	73	11. KKKQ 1324/11.2
12. KBBC-F	62/ 3.5	5.1	3.7	4.1	3.8	12. KBBC-F	65	12. KDKB-F 1240/10.1
13. KXTC-F	61/ 3.5	3.9	4.2	1.0	.7	13. KXTC-F	61	13. KRUX 1061/ 8.4
14. KKKQ	55/ 3.1	2.6	2.8	2.7	---	14. KKKQ	56	14. KBBC-F 974/ 7.8
15. KIFN	44/ 2.5	1.7	3.8	5.3	2.0	15. KIFN	49	15. KIOG-F+ 670, 5.7

12+ FM SHARE (METRO): 57.22% (979 of 1711) (O/N 78: 55.02%)  
 12+ FM SHARE (TSA) : 57.75% (1095 of 1896) (O/N 78: 56.87%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOPA-F	1. KNIX-F+	1. KOY	1. KOY	1. KQYT-F	1. KOY
2. KUPD-F	2. KOOL-F	2. KNIX-F+	2. KNIX-F+	2. KME0-F	2. KTAR
3. KRUX	3. KOY	3. KOOL-F	3. KQYT-F	3. KNIX-F+	3. KNIX-F+
4. KDKB-F	4. KDKB-F	4. KQYT-F	4. KJJJ	4. KOY	4. KQYT-F
5. KXTC-F	5. KBBC-F	5. KBBC-F	5. KME0-F	5. KTAR	5. KME0-F+

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	121 (5)	421 (6)	542 (11)	31.7
BTFL MUSIC	25 (1)	335 (3)	360 (4)	21.0
COUNTRY	130 (2)	136 (1)	266 (3)	15.5
MOR/AC	215 (2)		215 (2)	12.6
NEWS/INFO/TALK	114 (1)		114 (1)	6.7
SPANISH	63 (2)		63 (2)	3.7
BLACK/DISCO		61 (1)	61 (1)	3.6
RELIGION	43 (3)		43 (3)	2.5
CLASSICAL		26 (1)	26 (1)	1.5
BIG BAND	21 (1)		21 (1)	1.2
			<u>1711 (29)</u>	

\* The following stations were determined by Arbitron to have run on-air survey announcements:  
 KOPA AM/FM.

PHOENIX ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KQYT-F	1. KTAR	1. KNIX-F+	KDJQ	1510	.7
2. KNIX-F+	2. KOY	2. KQYT-F	KFLR	1230	1.5
3. KOY	3. KQYT-F	3. KTAR	KHEP	1280	.3
4. KMEO-F	4. KNIX-F+	4. KOY	KHEP-F	101.5	1.5
5. KTAR	5. KUPD-F	5. KJJJ	KMEO	740	1.4
6. KOOL-F	6. KMEO-F	6. KOPA-F	KPHX	1480	1.1
7. KJJJ	7. KOPA-F	7. KMEO-F	KIOG-F+	104.7	2.1
8. KUPD-F	8. KOOL-F	8. KXTC-F	KROS	1190	.6
9. KOPA-F	9. KARZ	9. KARZ	KRUX	1360	1.7
10. KDKB-F	10. KJJJ	10. KUPD-F	KWAO-F	106.3	.9
11. KARZ	11. KKKQ		KXIV	1400	1.2
12. KBBC-F	12. KDKB-F		KOPA	1440	.7
13. KXTC-F	13. KRUX				
14. KKKQ	14. KBBC-F				
15. KIFN	15. KIOG-F+				

ADI FM SHARE: 56.79% (1108 of 1951) (O/N 78: 54.01%)

AM STATIONS

KARZ, 960, 5 KW (DA-N)	, MOR	CBS, \$ 23.25 (Katz)	Stauffer
KIFN, 860, 1 KW (DAYS)	, SPANISH	, \$ 18.33 (----)	
KJJJ, 910, 5 KW (DA-N)	, COUNTRY	RKO, \$ 42.25 (HR/Stone)	ITC
KKKQ, 1060, 5 KW/500 W (DA-N)	, CONTEMP/OLDIES	, \$ 19.00 (Masla)	
KOY, 550, 5 KW/1 KW	, MOR/AC	, \$105.00 (Eastman)	Harte-Hanks
KRUX, 1360, 5 KW/500 W (DA-N)	, ROCK	, \$ 20.00 (Lotus)	Lotus
KTAR, 620, 5 KW (DA-N)	, NEWS	MBS,ABC-I, \$ 69.75 (Blair)	Pulitzer

FM STATIONS

KBBC-F, 98.7, 115 KW @ 1630	SOFT ROCK	, \$ 50.00 (Blair)	Pulitzer
KDKB-F, 93.3, 100 KW @ 1550	AOR (Burk-Abr)	, \$ 60.00 (Selcom)	Sandusky News
KIOG-F+, 104.7, 100 KW @ 1550	AOR	, \$ 30.00 (Roslin)	Western Cities
KMEO-F, 96.9, 100 KW @ 1556	BTFL MUS (Bonne)	, \$ 33.30 (Mc-Guild)**	
KNIX-F+, 102.5, 100 KW @ 1610	COUNTRY	, \$ 46.25 (Christal)	Buck Owens
KOOL-F, 94.5, 100 KW @ 1620	OLDIES	, \$ 22.00 (Katz)	
KOPA-F, 100.7, 50 KW @ 170	ROCK	, \$ 33.00 (Torbet)	First Media
KQYT-F, 95.5, 100 KW @ 1550	BTFL MUS (Churchill)	, \$ 45.00 (Eastman)	Harte-Hanks
KUPD-F, 97.9, 100 KW @ 1620	ROCK	, \$ 38.80 (Masla)	
KXTC-F, 92.3, 100 KW @ 308	DISCO (Burk-Abr)	RKO, \$ 31.00 (HR/Stone)	ITC

\*\*Sale to Scripps-Howard pending

TV STATIONS

KOOL	Phoenix	10	CBS, Gene Autrey
KPHO	Phoenix	5	IND, Meredith
KPNX	Phoenix	12	NBC, Combined/Gannett
KTVK	Phoenix	3	ABC

NEWSPAPERS

Phoenix Republic	M	259,783
Phoenix Gazette	E	110,714

PITTSBURGH

Market # 13; ADI # 11  
 FCC Revenue Rank # 17  
 FCC Income Rank # 29  
 APR 16.9  
 SMSA Pop: 2,2794,900

Revenue : \$24,312,030  
 Income : \$ 1,785,329  
 % Rev Change: 13.3%  
 Stations: 31/31

National Rev: \$8,533,409  
 Nat Rev per Cap: \$3.75  
 Tot Rev per Cap: \$10.69  
 Tot Inc per Cap: \$ .79  
 Profit Margin: 7.3%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KDKA	724/22.2	23.4	21.8	24.5	22.7	1. KDKA 915	1. KDKA	13281/51.6
2. WDVE-F	244/ 7.5	7.6	6.7	5.6	5.2	2. WDVE-F 345	2. WTAE	4964/24.0
3. WSHH-F	221/ 6.8	8.7	6.8	8.6	8.5	3. WSHH-F 274	3. WDVE-F	4928/17.7
4. WTAE	218/ 6.7	5.1	6.7	6.1	6.5	4. WXXK-F 240	4. WXXK-F	4492/17.2
5. WXXK-F	181/ 5.6	6.6	4.8	6.3	4.1	5. WTAE 224	5. WSHH-F	4120/16.3
6. WAMO-F	172/ 5.3	4.8	2.5	3.4	2.3	6. WAMO-F 201	6. WPEZ-F	3454/10.0
7. WJOI-F	130/ 4.0	3.7	5.7	5.7	5.2	7. WPEZ-F 182	7. WPNT-F	2781/11.2
8. WFFM-F	126/ 3.9	4.2	3.4	1.7	1.7	8. WJOI-F 161	8. KQV	2778/13.8
9. KQV	124/ 3.8	4.4	3.9	2.9	2.6	9. WEEP 152	9. WKTQ	2649/12.8
10. WPNT-F	113/ 3.5	---	---	---	---	10. WPNT-F 146	10. WJOI-F	2636/10.7
11. WEEP	112/ 3.4	3.4	2.1	2.3	2.6	11. WFFM-F 130	11. WFFM-F	2415/11.7
12. WWSW	109/ 3.3	2.8	4.3	4.3	5.9	12. KQV 128	12. WAMO-F	2389/10.4
13. WKTQ	80/ 2.5	2.9	3.9	4.7	3.9	13. WWSW 113	13. WWSW	2348/11.3
14. WDSY-F	79/ 2.4	2.3	2.3	---	---	14. WDSY-F 94	14. WEEP	1863/ 6.6
15. WPEZ-F	74/ 2.3	4.5	5.2	4.5	5.9	15. WKTQ 83	15. WDSY-F	1630/ 5.9

12+ FM SHARE (METRO): 48.24% (1465 of 3037) (O/N 78: 46.18%)  
 12+ FM SHARE (TSA) : 50.82% (1927 of 3792) (O/N 78: 49.83%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WXXK-F	1. WDVE-F	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WDVE	2. KDKA	2. WDVE-F	2. WTAE	2. WSHH-F	2. WDVE-F
3. WAMO-F	3. WAMO-F	3. WTAE	3. WSHH-F	3. WTAE	3. WTAE
4. WPEZ-F	4. WTAE	4. WAMO-F	4. WDVE-F	4. WEEP	4. WXXK-F
5. KDKA	5. WXXK-F	5. WFFM-F	5. WFFM-F	5. WJOI-F	5. WSHH-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1173 (10)	7 (1)	1180 (11)	38.9
ROCK/CONTEMP	82 (2)	681 (5)	763 (7)	25.1
BTFL MUSIC		464 (3)	464 (3)	15.3
COUNTRY	160 (3)	79 (1)	239 (4)	7.9
BLACK/DISCO		172 (1)	172 (1)	5.7
NEWS/INFO/TALK	124 (1)		124 (1)	4.1
RELIGION	33 (2)	22 (1)	55 (3)	1.8
BIG BAND		40 (1)	40 (1)	1.3
			3037 (31)	

PITTSBURGH ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KDKA	1. KDKA	1. KDKA	WBVP	1230	(Beaver Falls) .6
2. WDVE-F	2. WTAE	2. WAMO-F	WESA+	940	(Charleroi) .7
3. WSHH-F	3. WDVE-F	3. WDVE-F	WFFM	1550	(Braddock) .1
4. WXXK-F	4. WXXK-F	4. WXXK-F	WHJB	620	(Greensburg) .6
5. WTAE	5. WSHH-F	5. WTAE	WIXZ	1360	(McKeesport) 1.0
6. WAMO-F	6. KQV	6. WEEP	WJPA	1450	(Washington) 1.0
7. WJOI-F	7. WPEZ-F	7. WPEZ-F	WKPA	1150	(N. Kensington) .8
8. WEEP	8. WKTQ	8. WSHH-F	WMBA	1460	(Ambridge) .4
9. WPNT-F	9. WPNT-F	9. KQV	WNUF-F	100.7	(N. Kensington) 1.2
10. WFFM-F	10. WJOI-F	10. WKTQ	WPIT	730	.6
11. KQV	11. WFFM-F		WPIT-F	101.5	.7
12. WPEZ-F	12. WWSW		WYDD-F	104.7	1.7
13. WWSW	13. WAMO-F		WYJZ	860	.4
14. WDSY-F	14. WEEP		WASP	1130	(Brownsville) .5
15. WKTQ	15. WDSY-F				

ADI FM SHARE: 48.78% (1935 of 3967) (O/N 78: 39.89%)

AM STATIONS

KDKA, 1020, 50 KW (Clear)	, MOR	, \$162.50 (RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS, \$ 38.19 (Eastman)	Taft
WEEP, 1080, 50 KW (DAYS) (DA)	, COUNTRY	NBC, \$ 33.28 (RKO)	Entercom
WKTQ, 1320, 5 KW (DA-N)	, CONTEMP	, \$ 35.00 (Christal)	Nationwide
WTAE, 1250, 5 KW (DA-N)	, AC	ABC-E, \$ 90.00 (Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, MOR	ABC-I, \$ 85.00 (Blair)	

FM STATIONS

WAMO-F, 105.9, 72 KW @ 440,	BLACK/DISCO	SBN, \$ 46.75 (HR/Stone)	Sheridan
WDSY-F, 107.9, 50 KW @ 500,	COUNTRY	MBS, \$ 25.50 (RKO)	Entercom
WDVE-F, 102.5, 55 KW @ 820,	AOR (Burk-Abr)	, \$ 64.00 (Eastman)	Taft
WFFM-F, 96.9, 60 KW @ 520,	AC/SOFT	, \$ 60.50 (CBS FM)	
WJOI-F, 93.7, 41 KW @ 547,	BTFL MUS	, \$ 51.25 (Torbet)	EZ
WPEZ-F, 94.5, 50 KW @ 810,	ROCK	ABC-C, \$ 85.00 (Blair)	
WPNT-F, 92.9, 47 KW @ 890,	BTFL MUS (Bonne)	, \$ ? ? (RAR)	
WSHH-F, 99.7, 11 KW @ 920,	BTFL MUS (Schulke)	, \$ ? ? (Christal)	Nationwide
WXXK-F, 96.1, 50 KW @ 500,	ROCK	ABC-F, \$ 70.00 (Katz)	Hearst

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse
WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND
WPGH	Pittsburgh	53	IND, Meredith
WTAE	Pittsburgh	4	ABC, Hearst

NEWSPAPERS

Pittsburgh Press	M	265,379, Scripps-Howard
Pittsburgh Post-Gazette	E	190,093,

PORTLAND

Market # 35; ADI # 24  
 FCC Revenue Rank # 25  
 FCC Income Rank # 30  
 APR 15.1  
 SMSA Pop: 1,145,900

Revenue : \$17,029,623  
 Income : \$ 1,701,110  
 % Rev Change: 28.8%  
 Stations: 23/22

National Rev: \$6,452,022  
 Nat Rev per Cap: \$5.63  
 Tot Rev per Cap: \$14.86  
 Tot Inc per Cap: \$1.48  
 Profit Margin: 10.0%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	79	78	78	77	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KGW	175/11.9	13.0	15.1	11.6	10.2	1. KGW	219	1. KGW	4195/31.7
2. KEX	134/ 9.1	5.5	6.9	6.6	7.3	2. KEX	180	2. KEX	3436/26.8
3. KGON-F	125/ 8.5	7.7	4.9	5.4	5.1	3. KGON-F	157	3. KGON-F	1933/14.8
4. KUPL-F	105/ 7.2	6.7	3.9	5.5	6.6	4. KUPL-F	147	4. KUPL-F	1740/11.9
5. KINK-F	86/ 5.9	3.9	4.2	3.6	3.9	5. KXL-F	113	5. KWJJ	1687/14.7
6. KWJJ	81/ 5.5	7.3	8.6	7.9	8.5	6. KXL	106	6. KXL-F	1625/11.5
KMJK-F	81/ 5.5	2.9	3.0	2.4	1.2	7. KINK-F	102	7. KPAM-F	1592/11.3
KKEY	81/ 5.5	3.3	4.4	2.9	3.4	8. KWJJ	94	8. KINK-F	1540/12.2
9. KXL-F	77/ 5.3	4.6	5.5	5.3	4.3	9. KMJK-F	87	9. KXL	1346/ 9.1
10. KXL	72/ 4.9	7.6	5.2	6.8	6.7	10. KPAM-F	84	10. KYXI	1269/12.0
11. KPAM-F	57/ 3.9	7.1	3.5	4.4	6.7	11. KKEY	82	11. KMJK-F	1172/10.2
12. KYTE	49/ 3.3	4.4	4.1	8.9	7.5	12. KJIB-F	65	12. KYTE	1044/ 8.5
KYXI	49/ 3.3	3.6	5.3	3.3	3.9				

12+ FM SHARE (METRO): 47.82% (658 of 1376) (O/N 78: 35.94%)  
 12+ FM SHARE (TSA) : 49.20% (865 of 1758) (O/N 78: 37.01%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGON-F	1. KGW	1. KGW	1. KGW	1. KUPL-F	1. KGW
KGW	2. KGON	2. KGON-F	2. KEX	2. KEX	2. KEX
3. KMJK-F	3. KINK-F	3. KINK-F	3. KINK-F	3. KWJJ	3. KWJJ+
4. KLLB	4. KMJK-F	4. KEX	4. KWJJ	4. KXL-F	4. KGON-F
5. KYTE	5. KEX	5. KMJK-F	5. KUPL-F	5. KKEY	5. KXL

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	196 (3)	415 (6)	611 (9)	44.4
BTFL MUSIC	101 (2)	228 (3)	329 (5)	23.9
COUNTRY	142 (3)		142 (3)	10.3
NEWS/INFO/TALK	136 (3)		136 (3)	9.9
MOR/AC	134 (1)		134 (1)	9.7
UNKNOWN		13 (1)	13 (1)	0.9
RELIGION	9 (1)		9 (1)	0.7
			<u>1376 (23)</u>	

PORTLAND ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KGW	1. KGW	1. KGW	KGAR	1550	(Vancouver) .8
2. KEX	2. KEX	2. KGON-F	KLLB-F	101.1	2.6
3. KGON-F	3. KGON-F	3. KEX	KPAM	1410	.6
4. KUPL-F	4. KUPL-F	4. KUPL-F	KPDQ	800	.6
5. KXL-F	5. KWJJ	5. KXL-F	KPDQ-F	93.7	1.0
6. KXL	6. KXL-F	6. KWJJ	KQFM-F	100.3	1.9
7. KINK-F	7. KPAM-F	7. KYTE	KUPL	1330	2.0
8. KMJK-F	8. KINK-F	8. KMJK-F	KVAN	1480	(Vancouver) .8
9. KMJK-F	9. KXL	9. KINK-F	KJIB-F	99.5	3.1
10. KPAM-F	10. KYXI	10. KXL	KGO	810	(San Francisco) .4
11. KKEY	11. KMJK-F				
12. KJIB-F	12. KYTE				
13. KYTE	13. KJIB-F				
14. KLLB-F	14. KLLB-F				
15. KYXI	15. KUPL				

ADI FM SHARE: 47.66% (958 of 2010) (O/N 78: 35.33%)

AM STATIONS

KEX , 1190, 50 KW (DA-1)	, MOR	ABC-I, \$ 53.13	(MMR)	Golden West
KGW , 620, 5 KW (DA-N)	, AC	, \$108.75	(Blair)	King
KKEY, 1150, 5 KW (DAYS) (DA)	, TALK	MBS, \$ ? ?	(-----)	
KWJJ, 1080, 50 KW/10 KW (DA-1)	, COUNTRY	ABC-E, \$ 77.63	(Eastman)	Park
KXL , 750, 50 KW (DAYS) (DA)	, BTFL/MOR	, \$106.25	(Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW (DA-N)	, COUNTRY	, \$ 34.75	(Katz)	Gaylord
KYXI, 1520, 50 KW/10 KW (DA-1)	, NEWS	CBS,MBS, \$ 24.50	(Buckley)	Des Moines Reg

FM STATIONS

KGON-F, 92.3, 100 KW @ 920	, AOR (Burk-Abr)	, \$ 47.00	(Buckley)	Des Moines Reg
KINK-F, 101.9, 100 KW @ 1611	, CONTEMP/AC	, \$ 47.50	(Blair)	King
KJIB-F, 99.5, 100 KW @ 920	, BTFL MUS (FM-100)	, \$ 51.75	(Eastman)	Park
KLLB-F, 101.1, 100 KW @ 1640	, ROCK	, \$ 20.00	(Katz)	Gaylord
KMJK-F, 106.7, 94 KW @ 880	, ROCK	RKO, \$ 37.00	(Selcom)	Harte-Hanks
KPAM-F, 97.1, 100 KW @ 1200	, CONTEMP	ABC-C, \$ 45.25	(Christal)	
KUPL-F, 98.5, 100 KW @ 1100	, BTFL MUS (Bonne)	, \$ 30.00	(Torbet)	
KXL-F , 95.5, 100 KW @ 920	, BTFL MUS	, \$106.25	(Mc-Guild)	Kaye-Smith

TV STATIONS

KATU	Portland	2	ABC, Fisher's Blend
KGW	Portland	8	NBC, King
KOIN	Portland	6	CBS, Lee
KPTV	Portland	12	IND, Chris Craft

NEWSPAPERS

Portland Oregonian	M	242,328, Newhouse
Portland Oregon Journal	E	106,602, Newhouse
Oregon Statesman (Salem)	M	44,860, Gannett
Salem Capital Journal	E	17,939, Gannett

PROVIDENCE

Market # 44; ADI # 38  
 FCC Revenue Rank # 51  
 FCC Income Rank # 97  
 APR 17.9  
 SMSA Pop: 851,900

Revenue : \$8,660,984  
 Income : \$ 408,940  
 % Rev Change: 15.1%  
 Stations: 46/17

National Rev: \$2,942,318  
 Nat Rev per Cap: \$3.45  
 Tot Rev per Cap: \$10.17  
 Tot Inc per Cap: \$ .48  
 Profit Margin: 4.7%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. WLKW-F	260/12.4	10.1	11.4	10.0	16.0	1. WLKW-F 267	1. WPJB-F 3594/23.9
2. WPRO-F	181/ 8.6	8.3	7.1	7.6	6.5	2. WPRO-F 195	2. WPRO 3357/26.6
3. WPRO	161/ 7.7	9.9	11.1	11.1	10.8	3. WPJB-F 189	3. WPRO-F 3349/25.7
4. WPJB-F	151/ 7.2	7.2	6.8	6.2	6.7	4. WPRO 167	4. WLKW-F 2773/22.4
5. WHJY-F	126/ 6.0	5.5	5.0	5.6	---	5. WHJY-F 139	5. WJAR 2037/16.6
6. WEAN	102/ 4.9	5.4	5.0	6.3	3.9	6. WEAN 102	6. WEAN 1987/16.7
7. WJAR	82/ 3.9	5.8	4.1	5.5	4.6	7. WBZ 90	7. WBZ 1856/ 8.1
8. WBSM	69/ 3.3	2.7	2.3	2.3	2.3	8. WJAR 84	8. WHJY-F 1711/12.6
9. WMYS-F	66/ 3.1	2.3	2.5	2.0	1.1	9. WBSM 83	9. WMYS-F 1315/ 9.3
10. WHIM	64/ 3.0	3.6	3.8	4.3	2.3	10. WMYS-F 81	10. WNBC 1004/ 1.9
11. WBRU-F	57/ 2.7	2.2	1.9	2.4	2.9	11. WHDH 70	11. WHDH 1003/ 2.5
12. WLKW	50/ 2.4	2.6	3.1	3.6	3.1	12. WAAF-F 69	12. WCOZ-F 874/ 5.3

12+ FM SHARE (METRO): 59.37% (1175 of 1979) (O/N 78: 51.17%)  
 12+ FM SHARE (TSA) : 57.91% (1435 of 2478) (O/N 78: 51.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPJB-F	1. WPRO-F	1. WPRO	1. WLKW-F	1. WLKW-F	1. WPRO
2. WPRO-F	2. WPJB-F	WPRO-F	2. WPRO	2. WHJY-F	2. WLKW-F
3. WAAF-F	3. WPRO	3. WLKW-F	3. WPRO-F	3. WPRO	3. WPRO-F
	4. WBRU-F	WPJB-F	4. WHJY-F	4. WEAN	4. WPJB-F
	5. WMYS-F	5. WMYS-F	5. WPJB-F	5. WHIM	5. WEAN

OTHER RATED STATIONS/METRO SHARE

WADK	1540	(Newport)	1.0	WRLM-F	93.3	(Taunton)	.3
WALE	1400	(Fall River)	1.6	WSAR	1480	(Fall River)	.8
WARA	1320	(Attleboro)	.4	WWON	1240	(Woonsocket)	1.2
WERI	1230	(Westerly)	.3	WAAF-F	107.3	(Worcester)	2.0
WERI-F	103.7	(Westerly)	.5	WBCN-F	104.1	(Boston)	1.4
WGNG	550	(Pautucket)	1.6	WBOS-F	92.9	(Boston)	.3
WICE	1290		.7	WBZ	1030	(Boston)	2.0
WKRI	1450	(W. Warwick)	.5	WCBS	880	(New York)	.4
WNBH	1340	(New Bedford)	.7	WCIB-F	101.9	(Falmouth)	.5
WOTB-F	107.1	(Middletown)	.5	WCOZ-F	94.5	(Boston)	1.8
WPEP	1570	(Taunton)	.9	WCRB-F	102.5	(Boston)	.6
WRIB	1220		.3	WEEI	590	(Boston)	.3

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	58 (3)	647 (11)	705 (14)	35.6
BTFL MUSIC	50 (1)	427 (6)	477 (7)	24.1
MOR/AC	431 (11)		431 (11)	21.8
NEWS/INFO/TALK	145 (5)		145 (5)	7.3
COUNTRY	123 (2)		123 (2)	6.2
BLACK/DISCO		37 (2)	37 (2)	1.9
BIG BAND		20 (1)	20 (1)	1.0
CLASSICAL		13 (1)	13 (1)	0.7
UNKNOWN		11 (1)	11 (1)	0.6
RELIGION	7 (1)		7 (1)	0.4

1979 (45)

PROVIDENCE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WLKW-F	1. WPRO	1. WPRO	WEEI-F	103.3	(Boston)	1.9
2. WPRO-F	2. WPJB-F	2. WLKW-F	WHDH	850	(Boston)	.9
3. WPRO	3. WPRO-F	3. WEAN	WHUE-F	100.7	(Boston)	.3
4. WPJB-F	4. WLKW-F	4. WPRO-F	WJIB-F	96.9	(Boston)	.6
5. WHJY-F	5. WEAN	5. WPJB-F	WNBC	660	(New York)	.4
6. WEAN	6. WJAR	6. WHJY-F	WPLM-F	99.1	(Plymouth)	1.0
7. WJAR	7. WHJY-F	7. WBSM	WROR-F	98.5	(Boston)	1.0
8. WBSM	8. WMYS-F	8. WWON	WVBF-F	105.7	(Boston)	.7
WMYS-F	9. WBZ	9. WAAF-F	WXKS-F	107.9	(Boston)	1.4
10. WHIM	10. WBRU-F	10. WALE				
11. WAAF-F	11. WHIM					
WBRU-F	12. WLKW					
13. WLKW	13. WGNG					
14. WBZ	14. WBSM					
15. WCOZ-F	15. WCOZ-F					

ADI FM SHARE: 58.79% (1200 of 2041) (O/N 78: 51.04%)

AM STATIONS

WBSM, 1420, 5 KW/1 KW (DA-3), COUNTRY	ABC-I, \$13.00 (Mc-Guild) (NEW BEDFORD)
WEAN, 790, 5 KW (DA-2), NEWS	CBS,MBS, \$56.00 (Mc-Guild) Prov Journal
WHIM, 1110, 1 KW (DAYS), COUNTRY	ABC-E, \$51.25 (Katz)
WJAR, 920, 5 KW (DA-N), MOR	NBC, \$31.00 (Eastman) Outlet
WLKW, 990, 50 KW (DAYS) (DA), BTFL MUS	, \$ ? ? (Torbet) McCormick
WPRO, 630, 5 KW (DA-N), AC	, \$73.75 (Blair) Cap Cities
WGNG, 550, 1 KW (DA-N), OLDIES	ABC-C, \$31.00 (Selcom)

FM STATIONS

WBRU-F, 95.5, 20 KW @ 434, AOR	ABC-F, \$21.00 (P/W)
WHJY-F, 94.1, 50 KW @ 434, BTFL MUS (FM-100)	, \$51.25 (Katz)
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS	, \$60.00 (Torbet) McCormick
WMYS-F, 98.1, 50 KW @ 589, CONTEMP (Drake-Chen)	, \$11.00 (Market 4) (NEW BEDFORD)
WPJB-F, 105.1, 50 KW @ 500, ROCK	, \$56.00 (Mc-Guild) Prov Journal
WPRO-F, 02.3, 50 KW @ 500, ROCK	, \$60.00 (Blair) Cap Cities
WWON-F, 106.3, 3 KW @ 215, BTFL MUS (TM)	MBS, \$ 8.25 (Kirby) (WOONSOCKET)

For other stations see Boston and New York

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Knight-Ridder
WTEV	New Bedford	6	CBS, Steinman

NEWSPAPER

Providence Bulletin, Journal M-65,409 E-142,456



RALEIGH

Market # 79; ADI # 41  
 Revenue Rank # 57  
 Income Rank # 60  
 APR 14.2  
 SMSA Pop: 499,600

Revenue : \$8,333,321  
 Income : \$ 874,722  
 % Rev Change: +12.6%  
 Stations: 17/17

National Rev: \$1,939,981  
 Nat Rev per Cap: \$3.88  
 Tot Rev per Cap: \$16.68  
 Tot Inc per Cap: \$1.75  
 Profit Margin: 10.5%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WPTF	92/15.1	14.7	17.4	15.6	18.8	1. WRAL-F 4263/29.0
2. WRAL-F	69/11.3	13.6	9.4	14.1	11.2	2. WPTF 2545/30.3
3. WQDR-F	66/10.8	8.3	9.2	8.7	10.7	3. WQDR-F 2051/21.6
4. WYYD-F	63/10.3	8.4	10.1	7.9	8.7	4. WYYD-F 1629/18.6
5. WKIX	45/ 7.4	8.6	9.2	8.7	10.1	5. WKIX 1363/24.3
6. WLLE	39/ 6.4	7.1	6.6	5.2	2.2	6. WDCG-F 1031/16.2
7. WDCG-F	38/ 6.2	7.9	4.6	3.4	2.2	7. WDNC 638/13.8
8. WDNC	28/ 4.6	2.6	3.0	6.1	6.9	8. WLLE 630/12.1
9. WDUR	26/ 4.3	3.3	---	.5	.5	9. WCHL 479/10.8
10. WCHL	19/ 3.1	1.8	1.6	2.6	3.4	10. WTK 390/ 7.3

12+ FM SHARE (METRO): 44.06% (241 of 547) (O/N 78: 38.55%)  
 12+ FM SHARE (TSA) : 58.86% (631 of 1072) (O/N 78: 50.15%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDCG-F	1. WQDR-F	1. WRAL-F	1. WPTF	1. WPTF	1. WRAL-F
2. WKIX	2. WRAL-F	2. WQDR-F	2. WRAL-F	2. WYYD-F	2. WPTF
3. WQDR-F	3. WKIX	3. WKIX	3. WYYD-F	3. WKIX	3. WQDR-F
4. WDUR	4. WDCG-F	4. WYYD-F	4. WKIX	WDNC	4. WYYD-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	64 (2)	178 (4)	242 (6)	44.2
MOR/AC	120 (2)		120 (2)	21.9
BLACK/DISCO	84 (3)		84 (3)	15.4
BTFM MUSIC		63 (1)	63 (1)	11.5
COUNTRY	34 (4)		34 (4)	6.2
RELIGION	4 (1)		4 (1)	0.7
			547 (17)	

RALEIGH-DURHAM ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. WRAL-F	1. WRAL-F	1. WPTF	WAKS	1460	(Fuquay) 1.0
2. WPTF	2. WPTF	2. WQDR-F	WDBS-F	107.1	(Durham) .8
3. WQDR-F	3. WQDR-F	3. WYYD-F	WETC	540	(Wendell) .7
4. WQSM-F	4. WQSM-F	4. WKIX	WPJL	1240	.7
5. WYYD-F	5. WYYD-F	5. WRAL-F	WSRC	1410	(Durham) 3.1
6. WDCG-F	6. WKIX	6. WTIK	WTIK	1310	(Durham) 2.8
7. WKIX	7. WDCG-F	7. WDCG-F	WYNA	1550	1.1
8. WLLE	8. WFNC	8. WCHL			
9. WRSV-F	9. WDNC	9. WLLE			
10. WFNC	10. WLLE	10. WDUR			
11. WSRC	11. WCHL				
WDNC	12. WGTM				
13. WKTC-F	13. WTIK				
WFAI	14. WFLB				
15. WDUR	15. WDUR				

ADI FM SHARE: 60.73% (920 of 1515) (O/N 78: 47.34%)

AM STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), MOR/AC	CBS, \$16.00 (Torbet)	
WDUR, 1490, 1 KW/250 W, BLACK	ABC-C, \$12.00 (Lazar)	
WKIX, 850, 10 KW/5 KW (DA-N), CONTEMP	RKO, \$35.50 (Blair)	Mann
WLLE, 570, 500 W (DAYS), BLACK	MBS, SBN, \$22.00 (Howard)	
WPTF, 680, 50 KW (DA-N), MOR	ABC-E, NBC, \$59.38 (Christal)	Durham Life
WSRC, 1410, 5 KW (DAYS) (DA), BLACK	NBN, \$14.50 (Howard)	
WTIK, 1310, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$14.05 (-----)	
WFAI, 1230, 1 KW/250 W, COUNTRY	, \$10.50 (Torbet)	(FAYETTEVILLE)
WFNC, 940, 50 KW/1 KW (DA-N), COUNTRY	CBS, \$12.00 (Eastman)	(FAYETTEVILLE)
WCHL, 1360, 5 KW/1 KW (DA-N), MOR	MBS, \$16.00 (Southern)	(CHAPEL HILL)

FM STATIONS

WDCG-F, 105.1, 36 KW @ 330, ROCK	ABC-I, \$19.00 (Durham)	
WQDR-F, 94.7, 100 KW @ 1025, AOR (Burk-Abr)	ABC-F, \$40.00 (Christal)	Durham Life
WRAL-F, 101.5, 100 KW @ 1900, CONTEMP (Drake-Chen)	, \$73.75 (Katz)	Capitol
WYYD-F, 96.1, 98 KW @ 992, BTFL MUS (Bonne)	, \$45.75 (Blair)	Mann
WKTC-F, 104.3, 100 KW @ 285, COUNTRY	, \$ 8.00 (T-N)	(TARBORO)
WQSM-F, 98.1, 100 KW @ 500, ROCK (TM)	, \$15.00 (Eastman)	(FAYETTEVILLE)

TV STATIONS

WPTF	Durham	28	NBC, Durham Life
WRAL	Raleigh	5	ABC, Capitol
WTVD	Durham	11	CBS, Capital Cities

NEWSPAPERS

Raleigh News and Observer	M	129,776
Raleigh Times	E	33,403
Fayetteville Times	M	19,919
Fayetteville Observer	E	42,487
Durham Herald	M	42,097
Durham Sun	E	22,031

RICHMOND

Market # 66  
 Revenue Rank # 50  
 Income Rank # 44  
 APR 13.6  
 SMSA Pop: 614,600

Revenue : \$8,663,351  
 Income : \$1,190,683  
 % Rev Change: +9.0%  
 Stations: 18/15

National Rev: \$2,402,949  
 Nat Rev per Cap: \$3.91  
 Tot Rev per Cap: \$14.10  
 Tot Inc per Cap: \$1.94  
 Profit Margin: 13.7%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. WRVA	146/20.6	17.6	19.7	18.9	19.4	1. WRVQ-F 205	1. WRVA 2875/39.3
2. WRVQ-F	116/16.3	17.3	16.4	19.3	16.9	2. WRVA 197	2. WRVQ-F 2621/31.7
3. WEZS-F	54/ 7.6	10.3	7.6	7.6	10.0	3. WANT 73	3. WRNL 1100/17.8
4. WENZ	45/ 6.3	5.7	8.2	4.5	6.1	4. WEZS-F 63	4. WEZS-F 968/14.7
WANT	45/ 6.3	2.6	3.5	6.0	5.8	5. WRNL 50	5. WLEE 910/16.0
6. WRNL	43/ 6.1	3.7	4.5	4.2	2.6	6. WRXL-F 48	6. WANT 812/ 9.9
7. WRXL-F	41/ 5.8	6.7	7.3	6.1	7.0	7. WENZ 46	7. WRXL-F 784/12.0
8. WLEE	31/ 4.4	4.5	7.2	7.6	6.9	8. WTVR-F 40	8. WTVR-F 680/ 9.3
9. WTVR-F	30/ 4.2	7.2	7.2	3.3	3.1	9. WXGI 39	9. WENZ 602/11.0
10. WXGI	27/ 3.8	5.6	4.3	6.1	3.9	10. WLEE 32	10. WTVR 431/ 6.7

12+ FM SHARE (METRO): 41.19% (269 of 653) (O/N 78: 42.40%)  
 12+ FM SHARE (TSA) : 46.04% (413 of 897) (O/N 78: 48.15%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVA	1. WRVA
	2. WRXL-F	2. WRVA	2. WRVQ-F	2. WEZS-F	2. WRVQ-F
	3. WRVA	3. WRXL-F	3. WEZS-F	3. WTVR-F	3. WANT
	4. WENZ	4. WENZ	4. WRNL	4. WRVQ-F	4. WTVR-F+

OTHER RATED STATIONS/METRO SHARE

WDYL-F	92.1	(Chester)	1.7	WTVR	1380	2.0
WEET	1320		2.3	WBCI-F	96.5	(Williamsburg) 1.1
WGOE	1590		1.0	WPLZ-F	99.3	(Petersburg) .6
WKIE	1540		1.4	WPVA-F	95.3	(Petersburg) .6

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	81 (3)	169 (4)	250 (7)	38.3
MOR/AC	146 (1)		146 (1)	22.4
BLACK/DISCO	100 (3)		100 (3)	15.3
BTFL MUSIC	14 (1)	84 (2)	98 (3)	15.0
COUNTRY	43 (2)	4 (1)	47 (3)	7.2
RELIGION		12 (1)	12 (1)	1.8
			653 (18)	

RADIO STATIONS

WANT, 990, 1 KW (DAYS)	, BLACK/DISCO	, \$22.00	(Masla)	Sinclair
WEET, 1320, 5 KW (DAYS) (DA)	, COUNTRY	MBS, \$14.00	(-----)	
WENZ, 1450, 1 KW/250 W	, BLACK	SBN, \$21.00	(Howard)	
WLEE, 1480, 5 KW (DA-2)	, CONTEMP	ABC-C, \$32.75	(Blair)	Nationwide
WRNL, 910, 5 KW (DA-N)	, CONTEMP/AC	ABC-I, \$24.00	(Selcom)	Rust
WRVA, 1140, 50 KW (DA-N)	, MOR	NBC, \$95.88	(Eastman)	Harte-Hanks
WTVR, 1380, 5 KW (DA-N)	, BTFL MUS	ABC-E, \$28.75	(Christal)	Park
WXGI, 950, 5 KW (DAYS)	, COUNTRY	, \$ 9.00	(-----)	
WEZS-F, 103.7, 74 KW @ 440,	BTFL MUS	, \$46.25	(Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355,	ROCK	, \$81.13	(Eastman)	Harte-Hanks
WRXL-F, 102.1, 140 KW @ 350,	ROCK	, \$24.00	(Selcom)	Rust
WTVR-F, 98.1, 50 KW @ 840,	BTFL MUS (FM-100)	ABC-E, \$28.75	(Christal)	Park

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ROCHESTER

Market # 39  
 Revenue Rank # 47  
 Income Rank # 31  
 APR 15.0  
 SMSA Pop: 971,000

Revenue : \$9,059,862  
 Income : \$1,667,153  
 % Rev Change: 10.2%  
 Stations: 18/15

National Rev: \$2,361,631  
 Nat Rev per Cap: \$2.43  
 Tot Rev per Cap: \$9.33  
 Tot Inc per Cap: \$1.73  
 Profit Margin: 18.5%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4 SHARE	79	78	78	77	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WEZO-F	272/22.6	16.8	15.3	18.6	16.8	1. WEZO-F	285	1. WHAM	3407/38.1
2. WHAM	181/15.0	14.4	12.4	15.5	15.8	2. WHAM	193	2. WEZO-F	3104/36.2
3. WMJQ-F	142/11.8	11.5	8.3	6.5	2.6	3. WMJQ-F	143	3. WBBF	1924/23.7
4. WVOR-F	108/ 9.0	8.3	6.2	4.8	3.2	4. WVOR-F	118	4. WVOR-F	1699/20.2
5. WHFM-F	82/ 6.8	5.6	5.7	5.6	4.7	5. WHFM-F	83	5. WMJQ-F	1642/19.7
6. WBBF	75/ 6.2	7.5	11.6	10.2	12.0	6. WBBF	76	6. WHFM-F	1215/14.8
7. WPXN	51/ 4.2	4.3	3.3	3.3	2.4	7. WPXN	51	7. WPXN	1035/12.8
8. WNYR	44/ 3.7	3.2	5.0	5.3	5.0	8. WNYR	46	8. WCMF-F	908/10.7
WCMF-F	44/ 3.7	2.5	2.7	1.8	6.9	9. WCMF-F	45	9. WKBW	782/ 3.9
10. WPXY-F	19/ 1.6	2.6	3.8	4.5	4.4	10. WKBW	36	10. WPXY-F	641/ 6.7

12+ FM SHARE (METRO): 63.45% (698 of 1100) (O/N 78: 56.46%)  
 12+ FM SHARE (TSA) : 63.52% (766 of 1206) (O/N 78: 57.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WMJQ-F	1. WMJQ-F	1. WEZO-F	1. WEZO-F	1. WEZO-F	1. WHAM
WHFM-F	2. WVOR-F	2. WMJQ-F	2. WHAM	2. WHAM	2. WEZO-F
3. WBBF	3. WEZO-F	3. WVOR-F	3. WVOR-F		3. WVOR-F
4. WEZO-F	4. WBBF	4. WHAM	4. WMJQ-F		4. WMJQ-F
	5. WHFM-F	5. WBBF	5. WBBF		5. WBBF

OTHER RATED STATIONS/METRO SHARE

WACK	1420	(Newark)	.7	WSAY	1370		1.3
WCGR	1550	(Canandaigua)	.6	WWWG	1460		.6
WDKX-F	103.9		1.1	WBEN-F	102.5	(Buffalo)	.6
WFLC-F	102.3	(Canandaigua)	.9	WKBW	1520	(Buffalo)	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	95 (3)	294 (5)	389 (8)	35.4
MOR/AC	196 (3)	108 (1)	304 (4)	27.6
BTFL MUSIC		272 (1)	272 (1)	24.7
COUNTRY	44 (1)	11 (1)	55 (2)	5.0
NEWS/INFO/TALK	51 (1)		51 (1)	4.6
UNKNOWN	16 (1)		16 (1)	1.5
BLACK/DISCO		13 (1)	13 (1)	1.2
			1100 (18)	

RADIO STATIONS

WBBF, 950, 1 KW (DA-N), ROCK	\$69.00 (Blair)	LIN
WHAM, 1180, 50 KW (Clear), MOR	ABC-I, \$71.50 (MMR)	Rust
WNYR, 630, 250 W (DAYS), COUNTRY	ABC-E,MBS, \$100.00 (Katz)	Malrite
WPXN, 1280, 5 KW (DA-N), NEWS/TALK	CBS,MBS, \$12.25 (Market 4)	Associated
WCMF-F, 96.5, 20 KW @ 293, AOR	\$49.50 (Torbet)	Sconnix
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne)	\$100.00 (Katz)	Malrite
WHFM-F, 98.9, 50 KW @ 340, ROCK	\$28.13 (MMR)	Rust
WMJQ-F, 92.5, 50 KW @ 500, AOR (Burk-Abr)	\$69.00 (Blair)	LIN
WPXY-F, 97.9, 50 KW @ 656, ROCK (TM)	\$20.75 (Market 4)	Associated
WVOR-F, 100.5, 50 KW @ 350, CONTEMP/AC	ABC-F, \$40.00 (HR/Stone)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

SACRAMENTO

SRDS Market # 40; ADI # 23  
 FCC Revenue Rank # 44  
 FCC Income Rank # 41  
 APR 16.1  
 SMSA Pop: 950,400

Revenue : \$9,233,862  
 Income : \$1,285,822  
 % Rev Change: -4.0%  
 Stations: 24/19

National Rev: \$3,905,724  
 Nat Rev per Cap: \$4.11  
 Tot Rev per Cap: \$9.72  
 Tot Inc per Cap: \$1.35  
 Profit Margin : 13.9%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEWT-F 141/10.8	9.5	10.6	15.1	12.7	1. KRAK 202	1. KRAK 2588/13.8
2. KZAP-F 127/ 9.7	8.5	2.7	3.4	3.6	2. KEWT-F 182	2. KFRC 2453/10.6
3. KGNR 99/ 7.6	6.7	6.9	8.6	6.9	3. KZAP-F 154	3. KEWT-F 2258/20.4
4. KXOA-F 93/ 7.1	6.2	7.2	6.4	8.4	4. KGO 121	4. KFBK 1999/16.3
5. KRAK 84/ 6.4	6.8	7.7	6.3	8.8	5. KGNR 116	5. KZAP-F 1950/18.0
6. KFBK 71/ 5.4	5.1	6.1	4.7	4.3	6. KFRC 105	6. KGNR 1931/19.5
7. KGMS 63/ 4.8	4.5	4.6	7.1	4.2	7. KFBK 103	7. KROY 1714/17.3
8. KROY-F 61/ 4.7	5.1	5.3	5.4	3.7	8. KXOA-F 101	8. KNBR 1659/ 6.4
9. KROY 56/ 4.3	6.1	8.1	7.6	6.4	9. KSFM-F 77	9. KXOA-F 1582/15.9
10. KHYL-F 52/ 4.0	4.5	3.1	.6	1.2	10. KHYL-F 74	10. KSFM-F 1462/11.5
11. KSFM-F 50/ 3.8	3.1	4.7	4.4	4.3	11. KROY-F 73	11. KGO 1314/ 7.3
12. KCTC-F 47/ 3.6	6.6	5.0	5.3	8.4	12. KGMS 67	12. KROY-F 1236/12.6
					KCTC-F 67	

12+ FM SHARE (METRO): 56.67% (671 of 1184) (O/N 78: 49.47%)  
 12+ FM SHARE (TSA) : 47.27% (848 of 1794) (O/N 78: 40.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KEWT-F	1. KEWT-F	1. KRAK
2. KROY	2. KXOA-F	2. KXOA-F	2. KRAK	2. KRAK	2. KGNR
3. KWOD-F	3. KROY-F	3. KEWT-F	3. KXOA-F	KGNR	3. KFBK
4. KSFM-F	4. KHYL-F	4. KRAK	4. KGNR	4. KFBK	4. KFRC
5. KROY-F	5. KSFM-F	5. KHYL-F	5. KGMS	5. KGMS	5. KEWT-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	93 (3)	441 (7)	534 (10)	45.1
MOR/AC	178 (3)	47 (1)	225 (4)	19.0
BTFL MUSIC	9 (1)	160 (2)	169 (3)	14.3
NEWS/INFO/TALK	114 (2)		114 (2)	9.6
COUNTRY	84 (1)		84 (1)	7.1
RELIGION	16 (1)	11 (1)	27 (2)	2.3
BLACK/DISCO	19 (1)		19 (1)	1.6
SPANISH		12 (1)	12 (1)	1.0
			1184 (24)	

SACRAMENTO ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>		
1. KRAK	1. KRAK	1. KEWT-F	KAER-F	92.5	1.5
2. KEWT-F	2. KFRC	2. KRAK	KAHI	950	.7 (Auburn)
3. KZAP-F	3. KEWT-F	3. KFBK	KFIA	710	1.2 (Carmichael)
4. KGNR	4. KGNR	4. KFBK	KEBR-F	100.5	.8
5. KFRC	5. KZAP-F	5. KGNR	KPOP	1110	1.5 (Roseville)
6. KXOA-F	6. KFBK	6. KXOA-F	KPIP-F	93.5	.9 (Roseville)
7. KGO	7. KROY	7. KGMS	KWOD-F	106.5	2.2
8. KFBK	8. KNBR	8. KFIA	KXOA	1470	.5
9. KJAX-F	9. KXOA-F	KROY-F	KYLO-F	105.5	2.2 (Davis)
10. KNBR	10. KROY-F	10. KHYL-F	KFRC	610	2.4 (San Fran)
11. KHYL-F	11. KSFM-F		KGO	810	3.3 (San Fran)
12. KROY-F	12. KGO		KNBR	680	1.2 (San Fran)
13. KCTC-F	13. KCBS				
KGMS	14. KCTC-F				
15. KROY	15. KHYL-F				

ADI FM SHARE: 48.27% (1076 of 2229) (O/N 78: 43.11%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1), NEWS	CBS, MBS, \$35.00 (Katz)	McClatchy
KGMS, 1380, 1 KW (DA-2), MOR (FM-100)	, \$28.95 (Christal)	Withers
KGNR, 1320, 5 KW (DA-2), MOR	ABC-I, \$57.75 (Blair)	WGN Cont
KRAK, 1140, 50 KW (DA-1), COUNTRY	, \$58.75 (Eastman)	Affiliated
KROY, 1240, 1 KW/250 W, ROCK	, \$30.00 (Mc-Guild)	

FM STATIONS

KCTC-F, 96.1, 45 KW @ 520, AC/MOR	, \$63.50 (Blair)	WGN Cont
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, \$64.50 (Eastman)	Affiliated
KHYL-F, 101.1, 8 KW @ 465, CONTEMP	, \$19.69 (Buckley)	(AUBURN)
KROY-F, 96.9, 64 KW @ 280, CONTEMP	, \$30.00 (Mc-Guild)	
KSFM-F, 102.5, 50 KW @ 535, ROCK (New World)	, \$33.78 (Christal)	Withers
KWOD-F, 106.5, 50 KW @ 310, ROCK	RKO, \$29.75 (Masla)	
KXOA-F, 107.9, 27 KW @ 420, SOFT AOR	, \$36.00 (Torbet)	
KZAP-F, 98.5, 50 KW @ 296, AOR (Burk-Abr)	, \$43.00 (Selcom)	Western Cities
KJAX-F, 99.3, 3 KW @ 331, BTFL MUS (TM)	, \$19.75 (Mc-Guild)	(STOCKTON)

TV STATIONS

KCRA Sacramento	3	NBC	KOVR Stockton	13	ABC, McClatchy
KLOC Modesto	19	IND	KTXL Sacramento	40	IND
KMUV Sacramento	31	IND	KXTV Sacramento	10	CBS, Corinthian

NEWSPAPERS

Sacramento Bee	M	176,604, McClatchy
Sacramento Union	M	107,187
Stockton Record	E	55,256, Gannett
Modesto Bee	M	60,565, McClatchy

ST. LOUIS

Market # 12; ADI # 14  
 FCC Revenue Rank # 11  
 FCC Income Rank # 11  
 APR 16.0  
 SMSA Pop: 2,289,100

Revenue : \$29,280,814  
 Income : \$ 5,942,149  
 % Rev Change: 11.1%  
 Stations: 26/31

National Rev: \$9,777,582  
 Nat Rev per Cap: \$4.27  
 Tot Rev per Cap: \$12.79  
 Tot Inc per Cap: \$2.60  
 Profit Margin : 20.3%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	79	78	78	77	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KMOX	770/24.4	26.5	21.8	25.3	25.6	1. KMOX	913	1. KMOX	10517/42.9
2. WWWK-F+	347/11.0	4.6	---	---	---	2. WWWK-F+	369	2. KXOK	5743/18.4
3. KSHE-F	279/ 8.9	5.5	7.3	8.0	7.9	3. KSHE-F	303	3. WWWK-F+	5195/24.0
4. KEZK-F	232/ 7.4	6.9	5.6	7.3	5.4	4. KXOK	256	4. KEZK-F	3377/16.0
5. KXOK	194/ 6.2	5.5	5.8	4.9	4.2	5. KEZK-F	247	5. KSLQ-F	3236/14.3
6. WIL-F	176/ 5.6	4.4	7.1	3.9	4.3	6. WIL-F	197	6. KSHE-F	3168/14.3
7. WRTH	124/ 3.9	3.9	4.4	4.1	4.5	7. KSLQ-F	143	7. KMOX-F	2828/12.1
8. KMOX-F	111/ 3.5	3.2	4.6	3.8	3.9	8. WRTH	135	8. KSD	2823/11.6
9. WIL	108/ 3.4	4.2	5.5	5.9	4.7	9. KMOX-F	133	9. WIL-F	2763/11.9
10. KSLQ-F	102/ 3.2	6.5	7.3	7.7	8.1	10. WIL	127	10. WIL	2370/10.7
KKSS-F	102/ 3.2	3.4	3.5	4.7	3.8	11. KKSS-F	102	11. WRTH	2348/10.5
12. KATZ	84/ 2.7	2.7	3.1	2.2	3.6	12. KSD	92	12. KKSS-F	1772/ 8.9
13. KSD	81/ 2.6	3.6	6.0	6.7	7.5	13. KATZ	84	13. KATZ	1316/ 6.7

12+ FM SHARE (METRO): 45.57% (1362 of 2989) (O/N 78: 45.34%)

12+ FM SHARE (TSA) : 44.41% (1510 of 3400) (O/N 78: 44.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWWK-F+	1. KSHE-F	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KSHE-F	2. WWWK-F+	2. KSHE-F	2. KXOK	2. KEZK-F	2. WWWK-F+
3. KSLQ-F	3. KXOK	3. WWWK-F+	3. KEZK-F	3. WIL-F	3. KXOK
4. KATZ	4. KMOX	4. KXOK	4. WIL-F	4. WRTH	4. KSHE-F
5. WESL	5. KKSS-F	5. WIL-F	5. WWWK-F+	5. WIL	5. WIL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	285 (2)	686 (4)	971 (6)	32.5
NEWS/INFO/TALK	865 (3)		865 (3)	28.9
COUNTRY	133 (3)	183 (2)	316 (5)	10.6
BTFL MUSIC	29 (1)	264 (2)	293 (5)	9.8
MOR/AC	157 (3)	111 (1)	268 (4)	9.0
BLACK/DISCO	139 (2)	118 (2)	257 (4)	8.6
RELIGION	19 (1)		19 (1)	0.6
			2988 (26)	

ST. LOUIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KMOX	1. KMOX	1. KMOX	KADI-F	96.3
2. WWWK-F+	2. WWWK-F+	2. WWWK-F+	KCFM-F	93.7
3. KSHE-F	3. KXOK	3. KXOK	KIRL	1460 (St. Charles)
4. KEZK-F	4. KEZK-F	4. KSHE-F	KLPW	1220 (Union)
5. KXOK	5. KSLQ-F	5. WIL-F	KLPW-F	101.7 (Union)
6. WIL-F	6. KSHE-F	6. KEZK-F	KSTL	690
7. KSLQ-F	7. WIL-F	7. WIL	KXEN	1010
8. WRTH	8. KMOX-F	8. KKSS-F	WESL	1490 (E. St. Louis)
9. WIL	9. KSD	9. KATZ	WEW	770
10. KMOX-F	10. WIL	10. KSLQ-F	WG NU	920 (Granite City)
11. KKSS-F	11. WRTH		WIBV	1260 (Belleville)
12. KSD	12. KKSS-F		WZEN-F	100.3 (Alton)
13. KATZ	13. KATZ			
14. WESL	14. KADI-F			
15. KADI-F	15. WESL			

ADI FM SHARE: 44.95% (1556 of 3462) (O/N 78: 44.82%)

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	NBN, SBN, \$ 27.37	(Torbet)	
KMOX, 1120, 50 KW (Clear)	, NEWS/TALK	CBS, \$115.00	(CBS Spot)	CBS
KSD, 550, 5 KW (DA-N)	, NEWS	NBC, MBS, \$ 65.40	(Selcom)	Gannett
KXOK, 630, 5 KW (DA-2)	, CONTEMP	, \$ 85.00	(Katz)	Storz
WESL, 1490, 1 KW/250 W	, BLACK	SBN, \$ 17.00	(Lazar)	
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-I, \$104.55	(Christal)	LIN
WRTH, 590, 500 W/1 KW (DA-2)	, MOR (FM-100)	ABC-E, \$ 57.50	(Blair)	King

FM STATIONS

KADI-F, 96.3, 100 KW @ 366, AOR		ABC-F, \$ 31.00	(Masla)	Comm Fund
KCFM-F, 93.7, 100 KW @ 850, BTFL MUS (Bonne?)		, \$ ? ? ?	(Selcom)	Gannett
KEZK-F, 102.5, 100 KW @ 500, BTFL MUS (Schulke)		, \$ 60.00	(Buckley)	Metroplex
KKSS-F, 107.7, 100 KW @ 320, BLACK/DISCO		, \$ 42.50	(HR/Stone)	Amaturo
KMOX-F, 103.3, 100 KW @ 1212, SOFT/AC		, \$ 28.25	(CBS-F)	CBS
KSHE-F, 94.7, 100 KW @ 500, AOR		, \$ 58.00	(Mc-Guild)	Century
KSLQ-F, 98.1, 100 KW @ 580, ROCK		RKO, \$ 67.50	(Eastman)	Charter
WWWK-F+, 106.5, 50 KW @ 592, ROCK		, \$ 76.25	(RAR)	Doubleday
WIL-F, 92.3, 100 KW @ 510, COUNTRY (Drake-Chen)		, \$104.55	(Christal)	LIN

TV STATIONS

KDNL	St. Louis	30	IND
KMOX	St. Louis	4	CBS, CBS
KPLR	St. Louis	11	IND
KSD	St. Louis	5	NBC, Pulitzer
KTVI	St. Louis	2	ABC, Newhouse

NEWSPAPERS

St. Louis Globe-Democrat	M	271,645, Newhouse
St. Louis Post-Dispatch	E	257,259, Pulitzer



SALINAS-SEASIDE-MONTEREY

SRDS Market # 132  
 FCC Revenue Rank # 129  
 FCC Income Rank # 363  
 APR 17.3  
 SMSA Pop: 279,100

Revenue : \$3,275,067  
 Income : \$-161,460  
 % Rev Change: 28.8%  
 Stations: 23/13

National Rev: \$926,035  
 Nat Rev per Cap: \$3.32  
 Tot Rev per Cap: \$11.73  
 Tot Inc per Cap: \$-.58  
 Profit Margin : NA

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 79</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KDON-F	72/17.8	15.9	13.8	1. KDON-F	104	1. KDON-F	1121/32.8	
2. KGO	37/ 9.1	10.6	6.5	2. KGO	94	2. KGO	1093/20.1	
3. KCTY	36/ 8.9	2.8	4.5	3. KWAV-F	40	3. KWAV-F	623/13.5	
4. KIDD	32/ 7.9	4.3	2.5	4. KCTY	36	4. KIDD	617/24.9	
5. KTOM	23/ 5.7	11.6	11.3	5. KWYT-F	34	5. KWYT-F	502/13.7	
6. KWYT-F	22/ 5.4	9.9	5.4	6. KBAY-F	33	6. KCBS	477/ 9.8	
7. KWAV-F	16/ 4.0	5.3	6.5	7. KIDD	32	7. KBAY-F	470/ 7.2	
8. KCBS	15/ 3.7	2.3	3.1	8. KCBS	27	8. KTOM	364/11.1	
9. KDON	12/ 3.0	3.5	5.4	9. KTOM	25	KSCO	364/ 5.6	
KBAY-F	12/ 3.0	2.3	3.9	10. KFAT-F	21	10. KDON	352/ 9.0	

12+ FM SHARE (METRO): 49.42% (171 of 346) (O/N 78: NA)  
 12+ FM SHARE (TSA) : 52.04% (293 of 563) (O/N 78: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KDON-F	1. KDON-F	1. KDON-F	1. KCTY	1. KGO	1. KGO
2. KIDD	2. KCTY	2. KCTY	2. KGO	2. KTOM	2. KDON-F
	3. KIDD	3. KIDD	3. KDON-F	3. KCTY	3. KCBS

OTHER RATED STATIONS/METRO SHARE

KESE	1240 (Monterey)	.7	KRML	1410 (Carmel)	.5
KLOK	1170 (San Jose)	.7	KLRB-F	101.7 (Carmel)	2.2
KARA-F	105.7 (San Jose)	.5	KRAK	1140 (Sacramento)	.5
KOCN-F	104.9 (Pac Grove)	.5	KFAT-F	94.5 (Gilroy)	1.2
KSCO	1080 (Santa Cruz)	1.7	KOKQ-F	107.1 (Seaside)	2.7
KFRC	610 (S. Fran)	.7	KSJO-F	92.3 (San Jose)	2.0
KRAY-F	103.9	3.0			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	35 (2)	101 (4)	136 (6)	39.3
NEWS/INFO/TALK	52 (2)		52 (2)	15.0
BTFL MUSIC		50 (3)	50 (3)	14.5
SPANISH	36 (1)		36 (1)	10.4
MOR/AC	27 (5)	4 (2)	31 (7)	9.0
COUNTRY	25 (2)	5 (1)	30 (3)	8.7
UNKNOWN		11 (1)	11 (1)	3.2
			<u>346 (23)</u>	

RADIO STATIONS

KCTY, 980, 1 KW (DAYS) (DA), SPANISH	, \$11.00 (Lotus)	
KDON, 1460, 5 KW (DA-1), CONTEMP/MOR	NBC, \$17.50 (Katz)	
KIDD, 630, 1 KW (DA-2), CONTEMP	, \$ 9.00 (HR/Stone)	Walton
KTOM, 1380, 5 KW (DA-2), COUNTRY	ABC-E, \$10.35 (Mc-Guild)	
KSCO, 1080, 10 KW/5 KW (DA-N), MOR	, \$ 6.00 (PRO)	(SANTA CRUZ)
KDON-F, 102.5, 18.5 KW @ 2270, ROCK (TM)	, \$17.50 (Katz)	
KWAV-F, 96.9, 18 KW @ 2575, BTFL/CLASS	ABC-F, \$ 8.50 (Torbet)	
KWYT-F, 100.7, .9 KW @ 2575, BTFL MUS (TM)	, \$10.35 (Mc-Guild)	

FOR OTHER STATIONS SEE SAN JOSE, SAN FRANCISCO

FOR TV STATIONS AND NEWSPAPERS PLEASE SEE CONTINUATION AT END OF THIS SECTION.

SALT LAKE CITY

Market # 45; ADI # 47  
 Revenue Rank # 34  
 Income Rank # 28  
 APR 13.4  
 SMSA Pop: 839,500

Revenue : \$12,113,761  
 Income : \$ 1,845,729  
 % Rev Change: +30.9  
 Stations: 24/22

National Rev: \$2,461,871  
 Nat Rev per Cap: \$2.93  
 Tot Rev per Cap: \$14.43  
 Tot Inc per Cap: \$2.20  
 Profit Margin: 15.2%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSL 92/10.5	9.2	11.5	9.1	9.1	1. KSL 157	1. KSL 2728/26.4
2. KCPX-F 87/ 9.9	6.1	6.6	8.8	4.5	2. KCPX-F 121	2. KCPX 1980/24.7
3. KALL 68/ 7.7	7.0	6.6	4.8	5.4	3. KLUB 86	3. KLUB 1680/18.0
4. KLUB 64/ 7.3	9.3	9.4	8.7	9.7	KSFI-F 86	4. KCPX-F 1536/17.2
5. KCPX 62/ 7.0	8.3	7.8	10.4	10.0	5. KCPX 76	5. KSFI-F 1453/14.4
6. KSFI-F 57/ 6.5	8.8	7.0	8.1	6.9	6. KALL 68	6. KRSP-F 1334/15.5
7. KRSP-F 50/ 5.7	4.9	6.8	5.4	8.1	7. KRSP-F 67	7. KALL 1080/16.1
8. KISN-F 35/ 4.0	3.5	4.5	---	---	8. KALL-F 59	8. KALL-F 1028/11.4
KALL-F 35/ 4.0	3.5	5.4	3.2	2.0	9. KISN-F 51	9. KRSP 996/11.6
10. KSOP-F 34/ 3.9	5.3	5.4	4.6	6.0	KSOP-F 51	10. KSOP-F 918/ 9.7
11. KRG0 31/ 3.5	3.4	4.2	5.3	4.3	11. KAYK-F* 42	11. KISN-F 906/ 9.0
12. KRSP 26/ 3.0	2.9	1.7	3.9	4.3	12. KRG0 34	12. KAYK-F* 672/ 5.4

12+ FM SHARE (METRO): 45.84% (380 of 829) (O/N 78: 41.27%)  
 12+ FM SHARE (TSA) : 48.84% (546 of 1118) (O/N 78: 46.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KRSP-F	1. KCPX-F	1. KCPX-F	1. KALL	1. KSL	1. KSL
2. KCPX	2. KALL	2. KALL	2. KSL	2. KLUB	2. KLUB
3. KCPX-F	3. KCPX	3. KSL	3. KSFI-F	3. KSFI-F	3. KALL
	4. KSL	4. KCPX	4. KLUB	4. KALL	4. KCPX-F
	5. KALL-F	5. KSFI-F	5. KALL-F	5. KSOP-F	5. KCPX

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	128 (5)	213 (5)	341 (10)	41.1
MOR/AC	160 (2)		160 (2)	19.3
BTFM MUSIC	64 (1)	92 (2)	156 (3)	18.8
COUNTRY	63 (3)	59 (2)	122 (5),	14.7
NEWS/TALK	27 (2)		27 (2)	3.3
BIG BAND		16 (1)	16 (1)	1.9
CLASSICAL	7 (1)		7 (1)	0.8
			829 (24)	

\* Arbitron has determined that the following stations ran on-air survey announcements:  
 KAYK, KAYK-FM

SALT LAKE CITY ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>			
1. KSL	1. KSL	1. KCPX	KJQN	1490	(Ogden)	1.9
2. KCPX-F	2. KCPX	2. KSL	KLO	1430	(Ogden)	.9
3. KSFI-F	3. KLUB	3. KLUB	KPRQ	1230		1.7
4. KLUB	4. KCPX-F	4. KCPX-F	KSOP	1370		2.7
5. KCPX	5. KSFI-F	5. KRSP-F	KSVN	730	(Ogden)	.9
6. KALL	6. KRSP-F	6. KALL	KSXX	630		2.2
7. KRSP-F	7. KALL	7. KRG0	KWHO	860		.8
8. KALL-F	8. KALL-F	8. KSFI-F	KWHO-F	93.3		1.8
9. KSOP-F	9. KRSP	9. KZAN-F	KWMS	1280		.9
10. KISN-F	10. KSOP-F	10. KSOP-F	KZAN-F	97.9	(Ogden)	2.8
11. KAYK-F	11. KISN-F		KAYK-F	96.1	(Provo)	2.3
12. KAYK	12. KAYK-F					
KSOP	13. KZAN-F					
KRG0	14. KRG0					
15. KRSP	15. KDAB-F					

ADI FM SHARE: 41.93% (540 of 1288) (O/N 78: 40.60%)

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC	ABC-I, \$50.00 (Eastman) Hatch
KAYK, 960, 5 KW/1 KW (DA-N), CONTEMP/AC	, \$13.00 (Masla) First Med (PROVO)
KCPX, 1320, 5 KW (DA-1), ROCK	, \$38.00 (Katz) Colum Pic Ind
KLUB, 570, 5 KW (DA-1), BTFL MUS	, \$30.38 (Mc-Guild)
KRG0, 1550, 10 KW/500 W, COUNTRY	ABC-E, \$18.50 (Buckley)
KRSP, 1060, 10 KW (DAYS), CONTEMP	, \$23.00 (Selcom)
KSL, 1160, 50 KW (Clear), MOR	CBS, \$43.00 (Torbet) Bonneville
KSOP, 1370, 1 KW (DAYS), COUNTRY	, \$16.50 (HR/Stone)

FM STATIONS

KALL-F, 94.1, 24 KW @ 3030, CONTEMP (Drake-Chen)	RKO, \$31.20 (Eastman) Hatch
KAYK-F, 96.1, 38 KW @ 2620, CONTEMP	, \$13.00 (Masla) First Med (PROVO)
KCPX-F, 98.7, 27 KW @ 2932, AOR	, \$27.50 (Katz) Colum Pic Ind
KISN-F, 97.1, 26 KW @ 3650, BTFL MUS	, \$20.25 (Mc-Guild)
KRSP-F, 103.5, 19 KW @ 3650, ROCK	, \$23.00 (Selcom)
KSFI-F, 100.3, 26 KW @ 3900, BTFL MUS (Bonne)	, \$30.00 (Blair)
KSOP-F, 104.3, 25 KW @ 3650, BTFL MUS	, \$16.50 (HR/Stone)
KZAN-F, 97.9, 26 KW @ ??, COUNTRY (Century 21)	, \$ ?? (Buckley) (OGDEN)
KDAB-F, 101.1, 25 KW @ 3740, CONTEMP (TM)	, \$10.00 (Market 4) (OGDEN)

TV STATIONS

KSL	Salt Lake City	5	CBS, Bonneville
KSTU	Salt Lake City	20	IND, Springfield TV
KTVX	Salt Lake City	4	ABC, 20th Century Fox
KUTV	Salt Lake City	2	NBC, Hatch

NEWSPAPERS

Salt Lake City Tribune	M	106,459
Salt Lake City Deseret News	E	74,087
Ogden Standard Examiner	E	47,439
Provo Herald	E	27,681

SAN ANTONIO

Market # 38  
 Revenue Rank # 27  
 Income Rank # 17  
 APR 17.2  
 SMSA Pop: 1,020,300

Revenue : \$15,394,857  
 Income : \$ 3,457,293  
 % Rev Change: +22.5  
 Stations: 25/22

National Rev: \$4,656,676  
 Nat Rev per Cap: \$4.56  
 Tot Rev per Cap: \$15.09  
 Tot Inc per Cap: \$3.39  
 Profit Margin: 22.4%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. KTSA	123/8.8	10.8	13.6	13.7	14.6	1. KTSA 292	1. KTSA 5174/28.2
2. KCOR	115/8.2	9.1	11.8	11.9	11.5	2. KKYX 257	2. KKYX 3217/17.8
3. KITY-F	114/8.2	5.5	4.4	2.8	2.5	3. WOAI 157	3. WOAI 2219/16.5
4. KKYX	112/8.0	5.5	8.9	6.8	8.9	4. KCOR 127	4. KITY-F 1776/18.4
5. WOAI	105/7.5	5.6	4.4	5.1	7.2	KITY-F 127	5. KONO 1724/17.1
6. KQXT-F	90/6.4	8.3	8.6	9.4	6.3	6. KQXT-F 112	6. KTFM-F 1643/17.5
7. KONO	84/6.0	4.6	5.5	1.9	2.8	7. KONO 96	7. KQXT-F 1286/14.0
8. KTFM-F	83/5.9	8.9	5.8	8.3	10.2	8. KTFM-F 93	8. KZZY-F 1208/10.8
9. KBUC-F	72/5.2	4.9	4.7	5.6	4.5	9. KZZY-F 85	9. KCOR 1073/12.6
10. KEDA	70/5.0	3.7	5.5	3.5	2.9	10. KISS-F 78	10. KBUC-F 1008/10.7
11. KISS-F	58/4.1	4.8	2.7	2.5	2.9	11. KBUC-F 77	11. KCCW 1001/ 9.7
12. KZZY-F	50/3.6	4.5	5.4	4.2	2.5	12. KEDA 70	12. KBUC 877/ 8.0

12+ FM SHARE (METRO): 41.17% (562 of 1365) (O/N 78: 37.58%)  
 12+ FM SHARE (TSA) : 35.30% (675 of 1897) (O/N 78: 31.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KITY-F	1. KTSA	1. KTSA	1. KTSA	1. KCOR	1. KKYX
2. KTSA	2. KONO	2. KITY-F	2. KKYX	2. WOAI	2. KTSA
3. KZZY-F	3. KITY-F	3. KKYX	3. KCOR	3. KEDA	3. WOAI
4. KTFM-F	4. KTFM-F	KONO	4. KEDA	KQXT-F	4. KCOR
5. KONO	5. KISS-F	5. KBUC-F	5. KBUC-F	5. KKYX	5. KBUC-F

OTHER RATED STATIONS/METRO SHARE

KAPE	1480	1.7	KTUF-F	106.3	1.4
KBUC	1310	3.2	KUKA	1250	2.6
KCCW	930	2.9	KVAR-F	104.5	2.0
KDRY	1110	.7	KWED	1580	(Seguin) .8
KGNB	1420	(New Braunpels) .6	KWED-F	105.3	(Seguin) .3
KMAC	630	1.3	WOAI-F	97.3	2.6
KMFM-F	96.1	.6			

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	225 (3)	305 (4)	530 (7)	38.8
COUNTRY	197 (3)	72 (1)	269 (4)	19.7
SPANISH	233 (4)	28 (1)	261 (5)	19.1
BTFL MUSIC		130 (3)	130 (3)	9.7
NEWS/INFO/TALK	105 (1)		105 (1)	7.7
BLACK/DISCO	24 (1)		24 (1)	1.8
JAZZ		19 (1)	19 (1)	1.4
MOR/AC	9 (1)		9 (1)	0.7
RELIGION	10 (1)		10 (1)	0.7
CLASSICAL		8 (1)	8 (1)	0.6
			1365 (25)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION FOR RADIO & TV STATIONS & NEWSPAPERS

SAN DIEGO

SRDS Market # 20; ADI # 25  
 FCC Revenue Rank # 20  
 FCC Income Rank # 21  
 APR 15.5  
 SMSA Pop: 1,737,200

Revenue : \$21,378,040  
 Income : \$ 3,140,060  
 % Rev Change: 34.6%  
 Stations: 34/23

National Rev : \$8,347,773  
 Nat Rev per Cap: \$4.81  
 Tot Rev per Cap: \$12.31  
 Tot Inc per Cap: \$1.81  
 Profit Margin : 14.7%

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME.

12+ METRO	1/4/SHARE	A/M 79	O/N 78	MSA EXCL CUME	12+ CUME/CUME RATING
1. KJQY-F	181/7.7	6.0	4.8	1. KSDO	1. KSDO 2467/16.3
2. KGB-F	134/5.7	4.4	4.8	2. KMJC	2. KFMB-F 2287/15.1
3. KPRI-F	131/5.6	4.1	5.2	3. XTRA	3. KFMB 2073/13.7
4. KIFM-F	117/5.0	3.5	4.6	4. KPRI-F	KJQY-F 2073/13.7
KSDO	117/5.0	4.6	5.6	5. KJQY-F	5. KGB-F 1918/12.7
6. KEZL-F	105/4.5	5.3	5.0	6. KFMB-F	6. KCBQ 1904/12.6
7. XTRA-F	103/4.4	4.8	2.5	7. KFSD-F	7. KPRI-F 1771/11.7
8. KFMB-F	99/4.2	5.1	4.9	8. KFMB	8. KMJC 1735/11.5
9. XTRA	92/3.9	5.2	5.0	9. KGB-F	9. XTRA 1639/10.8
10. KFMB	89/3.8	8.0	3.9	10. KEZL-F	10. KGB 1606/10.6
11. KBZT-F	87/3.7	2.9	3.9	KSON	11. KIFM-F 1560/10.3
12. KFSD-F	85/3.6	2.5	3.7		12. XTRA-F 1496/ 9.9
13. KSON	75/3.2	3.6	3.5		13. KOGO 1468/ 9.7
14. KOGO	73/3.1	2.2	2.6		14. KEZL-F 1438/ 9.5
KMJC	73/3.1	4.7	4.7		15. KBZT-F 1340/ 8.9

12+ FM SHARE (MSA,ADI,TSA): 59.83% (1290 of 2156) (O/N 78: 54.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KFMB-F	1. KGB-F	1. KGB-F	1. KJQY-F	1. KJQY-F	1. KSDO
2. KMJC	2. KPRI-F	2. KIFM-F	2. KBZT-F	2. XTRA	2. KJQY-F
3. KPRI-F	3. KIFM-F	3. KPRI-F	3. KIFM-F	3. KEZL-F	3. KFMB
4. KGB-F	4. XTRA-F	4. XTRA-F	4. KFMB	4. KSDO	4. KOGO
5. KGB	5. KBZT-F	5. KBZT-F	5. KEZL-F	5. KSON	5. KPRI-F
	6. KFMB-F	6. KJQY-F	KSDO	6. KFSD-F	6. XTRA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	269 (5)	609 (7)	878 (12)	40.5
BTFL MUSIC	92 (1)	322 (3)	414 (4)	19.1
MOR/AC	187 (4)	145 (2)	332 (6)	15.3
NEWS/INFO/TALK	198 (3)		198 (3)	9.1
COUNTRY	86 (2)	55 (1)	141 (3)	6.5
BLACK/DISCO		84 (2)	84 (2)	3.9
CLASSICAL		85 (1)	85 (1)	3.9
RELIGION	19 (2)		19 (2)	0.9
SPANISH	15 (1)		15 (1)	0.7
			<u>2166 (34)</u>	

OTHER RATED STATIONS/SHARE

KCBQ	1170		2.5	KUDE	1320	(Oceanside)	.7
KGB	1360		2.6	KYXY-F	96.5	(LA)	2.5
KITT-F	105.3		2.2	KABC	790	(LA)	1.0
KJFM-F	102.1	(Oceanside)	1.5	KBRT	740	(LA)	.4
KKOS-F	95.9	(Carlsbad)	.7	KFI	640	(LA)	2.8
KMLO	1000	(Vista)	.4	KLAC	570	(LA)	.5
KOWN	1450	(Escondido)	.4	KNX	1070	(LA)	2.4
KOWN-F	92.1	(Escondido)	.4	XEMO	860	(Tijuana)	.4
KSON-F	97.3		2.4	XHRM-F	92.5	(Tijuana)	1.0
XPRS	1090	(Tijuana)	.6				

AM STATIONS

KCBQ, 1170, 50 KW/10 KW (DA-2), AC/CONTEMP	RKO, ABC-C, \$69.00 (Eastman) Charter
KFMB, 760, 5 KW (DA-N), MOR/AC	, \$52.50 (Mc-Guild) Mid TV
KGB, 1360, 5 KW/1 KW, CONTEMP	, \$81.50 (Katz)
KMJC, 910, 1 KW (DA-2), CONTEMP	, \$43.00 (Masla)
KOGO, 600, 5 KW (DA-1), MOR	ABC-E, \$55.00 (RKO) Southwestern
KSDO, 1130, 10 KW (DA-2), NEWS	CBS,MBS, \$41.00 CBS Spot) Gannett
KSON, 1240, 1 KW/250 W, COUNTRY	NBC,ABC-I, \$30.00 (Blair)
XTRA - See Los Angeles	

FM STATIONS

KBZT-F, 94.9, 1.9 KW @ 1850, CONTMP/AC	ABC-F, \$50.00 (Christal)
KEZL-F, 102.9, 2 KW @ 1840, BTFL MUS (Bonne)	, \$33.00 (CBS Spot) Gannett
KFMB-F, 100.7, 30 KW @ 620, ROCK	, \$35.00 (Mc-Guild) Midwest TV
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	, \$36.00 (CMBS) Lotus
KGB-F, 101.5, 50 KW @ 577, AOR	, \$81.50 (Katz)
LIFM-F, 98.1, 28 KW @ 640, SOFT CONTEMP (TM)	, \$53.00 (Selcom)
KJQY-F, 103.7, 36 KW @ 650, BTFL MUS (FM 100)	, \$48.75 (Christal)
KPRI-F, 106.5, 50 KW @ 413, AOR (Burk-Abr)	, \$55.00 (RKO) Southwestern
XTRA-F, 91.1, 100 KW @ 1000, AOR	, \$54.00 (MMR)

TV STATIONS

KCOX	Cable # 2	IND, Cox
KCST	39	NBC, Storer
KFMB	8	CBS, Midwest TV
KGTV	10	ABC, McGraw-Hill
XETV	6	IND
XEWT	12	IND

NEWSPAPERS

San Diego Union	207,510, Copley
San Diego Tribune	134,185, Copley

SAN FRANCISCO

SRDS Rank # 7; ADI # 5  
 FCC Revenue Rank # 4  
 FCC Income Rank # 8  
 APR 16.7  
 SMSA Pop: 3,195,100

Revenue : \$59,158,514  
 Income : \$ 6,982,834  
 % Rev Change: 17.8%  
 Stations: 47/30

National Rev: \$24,170,045  
 Nat Rev per Cap: \$7.56  
 Tot Rev per Cap: \$18.52  
 Tot Inc per Cap: \$2.19  
 Profit Margin : 11.8%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 79</u>		<u>O/N 78</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KGO	660/9.2	8.9	8.4	1. KGO	894	1. KGO	11424/20.5				
2. KCBS	430/6.0	5.1	6.7	2. KCBS	512	2. KFRC	10113/18.2				
3. KFRC	358/5.0	5.8	6.9	3. KFRC	431	3. KCBS	9461/18.2				
4. KYUU-F	316/4.4	2.8	1.6	4. KYUU-F	320	4. KNBR	6380/10.0				
5. KSOL-F	313/4.3	3.7	4.1	5. KSOL-F	313	5. KSFO	6011/12.7				
6. KSFO	279/3.9	3.4	3.7	6. KSFO	296	6. KYUU-F	5316/12.1				
7. KFOG-F	246/3.4	4.1	3.9	7. KNBR	269	7. KIOI-F	5078/11.4				
8. KDIA	242/3.4	3.1	2.9	8. KFOG-F	261	8. KSFX-F	4530/10.2				
9. KSFX-F	238/3.3	2.7	3.7	9. KDIA	242	9. KFOG-F	4126/ 9.1				
10. KIOI-F	237/3.3	3.7	4.0	KIOI-F	242	10. KABL	3916/ 8.8				
11. KABL-F	215/3.0	2.5	2.3	11. KSFX-F	241	11. KYA	3834/ 8.8				
KOIT-F	215/3.0	3.7	2.6	12. KOIT-F	237	12. KSOL-F	3773/ 8.7				
13. KABL	207/2.9	3.5	4.2	13. KABL-F	224	13. KABL-F	3592/ 7.8				
14. KNEW	186/2.6	2.5	2.3	14. KRAK	217	14. KDIA	3558/ 8.2				
15. KNBR	183/2.5	5.8	2.5	15. KABL	207	15. KNEW	3486/ 7.9				
16. KMEL-F	147/2.0	2.3	2.2	16. KNEW	195	16. KYA-F	3330/ 7.6				
17. KOME-F	146/2.0	1.9	.8	17. KBAY-F	177	17. KOIT-F	3150/ 7.1				
18. KBAY-F	140/1.9	1.7	1.8	18. KDFC-F	151	18. KLOK	3030/ 6.1				
19. KKHI+	138/1.9	1.3	2.2	KOME-F+	151	19. KRAK	2870/ 1.0				
20. KDFC-F+	134/1.8	1.3	1.9	20. KMEL-F	149	20. KKHI-F	2703/ 5.9				

12+ FM SHARE (METRO): 51.69% (3389 of 6557) (O/N 78: 47.15%)  
 12+ FM SHARE (TSA) : 47.16% (3585 of 7601) (O/N 78: 43.94%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFRC	1. KYUU-F	1. KYUU-F	1. KGO	1. KGO	1. KGO
2. KSOL-F	2. KIOI-F	2. KFRC	2. KCBS	2. KCBS	2. KCBS
3. KDIA	3. KSOL-F	3. KIOI-F	3. KYUU-F	3. KSFO	3. KFRC
4. KSFX-F	4. KFRC	4. KGO	4. KSFO	4. KFOG-F	4. KNBR
5. KOME-F	5. KSFX-F	5. KSOL	5. KOIT-F	5. KOIT-F	5. KSFO
6. KMEL	6. KDIA	6. KSFX-F	6. KFOG-F	6. KABL-F	6. KYUU-F
7. KYUU-F	7. KMEL-F	7. KCBS	7. KFRC	7. KABL	7. KRAK

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	535 (3)	1034 (8)	1569 (11)	23.6
MOR/AC	674 (5)	553 (2)	1227 (7)	18.4
NEWS/INFO/TALK	1120 (3)		1120 (3)	16.8
BTFL MUSIC	207 (1)	816 (4)	1023 (5)	15.4
BLACK/DISCO	242 (1)	459 (3)	701 (4)	10.5
COUNTRY	276 (3)	63 (1)	339 (4)	5.1
CLASSICAL	100 (2)	172 (2)	272 (4)	4.1
JAZZ	19 (1)	96 (2)	115 (3)	1.7
RELIGION	38 (1)	59 (1)	97 (2)	1.5
BIG BAND		96 (1)	96 (1)	1.4
SPANISH	30 (1)	41 (1)	71 (2)	1.1
UNKNOWN	27 (1)		27 (1)	0.4
			<u>6657 (47)</u>	

SAN FRANCISCO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KGO	1. KGO	1. KGO	KARA-F	105.7	(Santa Clara) 1.2
2. KCBS	2. KCBS	2. KFRC	KBRG-F	105.3	.6
3. KFRC	3. KFRC	3. KCBS	KCBS-F	97.3	.7
4. KSOL-F	4. KSFO	4. KSFO	KEAR-F	106.9	.8
5. KYUU-F	5. KYUU-F	5. KABL	KEEN	1370	(San Jose) .9
6. KSFO	6. KIOI-F	6. KSOL-F	KEZR-F	106.5	(San Jose) 1.0
7. KFOG-F	7. KNBR	7. KDIA	KFAT-F	94.5	(Gilroy) .9
8. KDIA	8. KSFY-F	8. KNEW	KFAX	1100	.5
9. KIOI-F	9. KFOG-F	9. KABL-F	KIQI	1010	1.0
10. KSFY-F	10. KABL	10. KFOG-F	KJAZ-F	92.7	(Alameda) .9
11. KABL-F	11. KSOL-F		KKIS	990	(Pittsburg) .4
12. KOIT-F	12. KYA		KLIV	1590	(San Jose) .8
13. KABL	13. KDIA		KLOK	1170	(San Jose) 1.6
14. KNEW	14. KABL-F		KMPX-F	98.9	1.3
15. KNBR	15. KNEW		KOFY	1050	(San Mateo) .4
			KPEN-F	97.9	(Los Altos) .5
			KRE	1400	(Berkeley) .3
			KBLX-F	102.9	(Berkeley) 1.3
			KSAN-F	94.9	1.7
			KSJO-F	92.3	(San Jose) 1.4
			KVON	1440	(Napa) .4
			KXRX	1500	(San Jose) .4
			KYA	1260	1.7
			KYA-F	93.3	1.8
			KRAK	1140	(Sacramento) .4

ADI FM SHARE: 51.31% (3357 of 6543)  
(O/N 78: 47.66%)

AM STATIONS

KABL , 960, 5 KW (DA-1), BTFL MUS (TM)	, \$ 99.38	(Christal)	Shamrock
KCBS, 740, 50 KW (DA-2), NEWS	CBS, \$117.50	(CBS Spot)	CBS
KDIA, 1310, 5 KW (DA-1), BLACK	SBN, \$ 43.00	(Howard)	Sonderling
KFRC, 610, 5 KW , ROCK	RKO, \$233.62	(RKO)	RKO
KGO , 810, 50 KW (DA-1), NEWS/TALK	ABC-I, \$127.50	(Blair)	ABC
KKHI+, 1550, 10 KW (DA-1), CLASSICAL	, \$ 56.50	(Buckley)	Buckley
KNBR, 680, 50 KW (Clear), MOR/AC	NBC, \$104.25	(Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N), COUNTRY	MBS, \$ 75.25	(Katz)	Metromedia
KSFO, 560, 5 KW/1 KW , MOR	, \$ 88.00	(MMR)	Golden West
KYA , 1260, 5 KW/1 KW , ROCK	, \$ 97.75	(Eastman)	King

FM STATIONS

KABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)	, \$ 52.18	(Christal)	Shamrock
KFOG-F, 104.5, 8 KW @ 1454, BTFL MUS (Schulke)	, \$ 61.25	(Selcom)	GE
KDFC-F+, 102.1, 33 KW @ 1260, CLASSICAL	, \$ 27.00	(Groskin)	
KIOI-F, 101.3, 125 KW @ 1220, AC/SOFT CONT	, \$100.00	(Masla)	
KMEL-F, 106.1, 69 KW @ 1240, AOR	, \$ 85.00	(HR/Stone)	Century
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)	, \$ 57.50	(Torbet)	Bonneville
KSAN-F, 94.9, 35 KW @ 1140, AOR	, \$ 97.50	(Katz)	Metromedia
KSFY-F, 103.7, 8 KW @ 1430, DISCO/JAZZ	, \$122.75	(Blair)	ABC
KSOL-F, 107.7, 6 KW @ 1588, BLACK	NBN, \$ 44.00	(UBC)	United
KYA-F , 93.3, 25 KW @ 660, AOR	, \$ 97.75	(Eastman)	King
KYUU-F, 99.7, 45 KW @ 1240, ADULT CONT	, \$ 72.50	(Mc-Guild)	NBC

KRAK - See Sacramento FOR ALL OTHER STATIONS SEE SACRAMENTO

TV STATIONS

KBHK SF 44	IND, Field	KTSF SF 26	IND	KDTV SF 14	IND
KTUV Oak 2	IND, Cox	KEMO SF 20	IND	KGO SF 7	ABC, ABC
KPIX SF 5	CBS, Westing	KVOF SF 38	IND	KRON SF 4	NBC, SF Chronicle

NEWSPAPERS

San Francisco Chronicle	M	498,100
San Francisco Examiner	E	159,879, Hearst
Oakland Tribune	E	141,891, Gannett



SAN JOSE

SRDS Market # 32  
 FCC Revenue Rank # 32  
 FCC Income Rank # 24  
 APR 15.7  
 SMSA Pop: 1,247,400

Revenue : \$13,224,400  
 Income : \$ 256,151  
 % Rev Change: 9.5%  
 Stations: 14/41

National Rev: \$2,980,149  
 Nat Rev per Cap: \$2.39  
 Tot Rev per Cap: \$10.60  
 Tot Inc per Cap: \$ .21  
 Profit Margin : 1.9%

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S METRO ONLY THE LEADING SAN JOSE METRO STATIONS ARE LISTED. THIS IS DONE SO THAT SAN JOSE CAN BE CONSIDERED AS A SEPARATE MARKET.

12+ METRO	1/4/SHARE	A/M 79	O/N 78	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. KOME-F	97/5.9	5.2	2.8	1. KBAY-F	164	1. KLOK	2579/14.9		
2. KBAY-F	80/4.9	5.2	6.3	2. KOME-F	151	2. KOME-F	2444/14.7		
3. KLOK	76/4.6	5.4	4.7	3. KLOK	120	3. KBAY-F	2250/11.3		
4. KEZR-F	72/4.4	4.5	4.0	KSJO-F	120	4. KSJO-F	2095/11.2		
5. KARA-F	66/4.0	3.3	3.4	5. KARA-F	88	5. KLIV	1766/13.6		
6. KSJO-F	60/3.7	4.0	2.4	6. KEZR-F	81	6. KARA-F	1541/10.9		
7. KEEN	47/2.9	2.6	2.6	KDFC-F+	81	7. KDFC-F+	1179/ 5.5		
8. KLIV	45/2.7	3.5	3.9	8. KFAT-F	77	8. KFAT-F	1177/ 5.4		
9. KFAT-F	39/2.4	2.0	1.2	9. KLIV	58	9. KEZR-F	1168/10.4		
10. KDFC-F+	32/1.9	1.9	1.9	KEEN	58	10. KEEN	990/ 6.7		

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA	AMD
1. KOME-F	1. KOME-F	1. KOME-F	1. KARA-F	1. KBAY-F	1. KLOK	
2. KLIV	2. KEZR-F	2. KEZR-F	2. KBAY-F	2. KEEN	2. KBAY-F	
3. KSJO-F	3. KLOK	3. KARA-F	3. KLOK	3. KLOK	3. KOME-F	
4. KEZR-F	KARA-F	KLOK	4. KEZR-F	4. KARA-F	4. KSJO-F	
5. KLOK	5. KSJO-F	5. KBAY-F	5. KOME-F	5. KXRX	5. KARA-F	

AM STATIONS

KEEN, 1370, 5 KW (DA-2) , COUNTRY , \$29.88 (HR/Stone) Golden Pacific  
 KLIV, 1590, 5 KW (DA-N) , ROCK , \$31.25 (Buckley)  
 KLOK, 1170, 50 KW/5 KW (DA-2), MOR , \$90.00 (Katz) Davis & Weaver  
 KXRX, 1150, 10 KW/5 KW (DA-2), NEWS/TALK MBS, \$53.00 (Roslin) Sterling

FM STATIONS

KARA-F, 105.7, 50 KW @ 1860, CONTEMP/AC , \$42.00 (Buckley)  
 KBAY-F, 100.3, 15 KW @ 2580, BTFL MUS , \$45.75 (HR/Stone) Golden Pacific  
 KEZR-F, 106.5, 50 KW @ 430, SOFT AOR , \$56.00 (Selcom)  
 KFAT-F, 94.5, 1.2 KW @ 2580, COUNTRY , \$25.00 (Masla)  
 KOME-F, 98.5, 13 KW @ 880, AOR/PROG , \$58.00 (Torbet) Infinity  
 KSJO-F, 92.3, 50 KW @ 68, AOR , \$44.00 (Roslin) Sterling

KDFC-F+ - See San Francisco

TV STATIONS

KNIV San Jose 11 IND  
 KGSC San Jose 36 IND

NEWSPAPERS

San Jose Mercury M 149,966, Knight-Ridder  
 San Jose News E 67,332, Knight-Ridder

SEATTLE-TACOMA

Market # 20 (approx): ADI # 18  
 Revenue Rank # 11 (approx)  
 Income Rank # 14 (approx)  
 APR 14.7  
 SMSA Pop: 1,851,300

Revenue : \$29,448,970  
 Income : \$ 4,899,900  
 % Rev Change: +20.1%  
 Stations: 29/37

National Rev: \$8,697,751  
 Nat Rev per Cap: \$4.70  
 Tot Rev per Cap: \$15.91  
 Tot Inc per Cap: \$2.65  
 Profit Margin: 16.6%

		A/M	O/N	A/M	O/N					
12+ METRO	1/4/SHARE	79	78	78	77	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME RAT
1. KIRO	240/10.1	11.1	10.3	7.0	9.3	1. KIRO	306	1. KIRO	5634/28.5	
2. KOMO	231/ 9.8	6.3	10.8	9.8	12.1	2. KOMO	271	2. KOMO	4520/23.8	
3. KSEA-F	147/ 6.2	7.4	7.1	7.4	6.2	3. KSEA-F	185	3. KJR	3906/20.6	
4. KJR	141/ 6.0	7.0	7.0	6.8	7.6	4. KISW-F	167	4. KING	3505/15.5	
5. KISW-F	135/ 5.7	3.1	3.2	3.1	3.0	5. KJR	158	5. KZOK-F	2633/13.6	
6. KYYX-F	115/ 4.9	3.5	3.9	3.2	1.5	6. KYYX-F	131	6. KSEA-F	2405/12.8	
7. KZOK-F	110/ 4.7	5.5	3.3	4.2	7.1	KING	131	7. KVI	2331/13.2	
8. KEZX-F	104/ 4.4	3.3	3.9	2.9	2.1	8. KEZX-F	130	8. KISW-F	2244/12.0	
9. KVI	103/ 4.4	5.6	7.1	8.8	6.8	9. KZOK-F	126	9. KYYX-F	2154/ 8.8	
10. KIXI-F	92/ 3.9	2.6	2.3	2.3	2.3	10. KZAM-F	106	10. KTAC	1735/ 8.8	
11. KING-F	76/ 3.2	1.9	2.3	1.7	2.3	11. KVI	105	11. KEZX-F	1610/ 8.1	
12. KZAM-F	72/ 3.0	2.8	2.4	2.5	2.7	KIXI-F	105	12. KIXI-F	1603/ 8.6	
KPLZ-F	72/ 3.0	4.1	3.4	4.7	2.9	13. KMPS-F	92	13. KPLZ-F	1528/ 8.2	
KING	72/ 3.0	3.3	6.1	5.9	5.3	14. KING-F	80	14. KZAM-F	1353/ 6.6	
15. KTAC	68/ 2.9	3.1	2.6	3.4	2.8	KPLZ-F	80	15. KMPS	1342/ 6.5	

12+ FM SHARE (METRO): 49.55% (1100 of 2220) (O/N 78: 41.25%)  
 12+ FM SHARE (TSA) : 50.17% (1360 of 2711) (O/N 78: 41.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJR	1. KZOK-F	1. KIRO	1. KIRO	1. KOMO	1. KIRO
2. KISW-F	2. KISW-F	2. KISW-F	2. KOMO	2. KIRO	2. KOMO
3. KYYX-F	3. KJR	3. KZOK-F	3. KSEA-F	3. KSEA-F	3. KJR
4. KING	4. KYYX-F	4. KOMO	4. KVI	4. KEZX-F	4. KVI
5. KZOK-F	5. KIRO	5. KJR	5. KIXI-F	5. KVI	5. KING
6. KTAC	6. KZAM-F	6. KYYX-F	6. KJR	6. KING-F	6. KMPS-F+

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	362 (5)	547 (7)	909 (12)	40.9
MOR/AC	343 (3)	92 (1)	435 (4)	19.6
BTFL MUSIC	29 (1)	301 (3)	330 (4)	14.9
NEWS/INFO/TALK	240 (1)		240 (1)	10.8
COUNTRY	104 (3)	60 (1)	164 (4)	7.4
CLASSICAL	15 (1)	76 (1)	91 (2)	4.1
RELIGION	27 (1)	24 (1)	51 (2)	2.3
			2220 (29)	

SEATTLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KIRO	1. KIRO	1. KIRO	KAYO	1150 1.1
2. KOMO	2. KOMO	2. KOMO	KBIQ-F 105.3	(Edmonds) 1.0
3. KSEA-F	3. KJR	3. KJR	KGDN 630	(Edmonds) 1.1
4. KISW-F	4. KING	4. KVI	KIXI 910	1.2
5. KJR	5. KZOK-F	5. KTAC	KLAY-F 106.1	(Tacoma) .6
6. KYYX-F	6. KSEA-F	6. KSEA-F	KMPS 1300	2.0
KING	7. KVI	7. KISW-F	KMPS-F 94.1	2.5
8. KEZX-F	8. KISW-F	8. KMPS	KNBQ-F 97.3	(Tacoma) 1.2
9. KZOK-F	9. KYYX-F	9. KYAC	KRKO 1380	(Everett) .4
10. KZAM-F	10. KTAC	10. KING	KBRD-F 103.9	(Tacoma) 2.1
11. KVI	11. KEZX-F		KWYZ 1230	(Everett) 1.2
KIXI-F	12. KIXI-F		KXA 770	.6
13. KMPS-F	13. KPLZ-F		KYAC 1250	2.4
14. KPLZ-F	14. KZAM-F		KZOK 1590	1.1
KING-F	15. KMPS			

ADI FM SHARE: 49.11% (1374 of 2798) (O/N 78: 40.81%)

AM STATIONS

KING, 1090, 50 KW (DA-2)	, ROCK	, \$55.75 (Blair)	King
KIRO, 710, 50 KW (DA-N)	, NEWS/TALK	CBS,MBS, \$90.00 (Torbet)	Bonneville
KJR, 950, 5 KW (DA-N)	, ROCK	, \$62.50 (Mc-Guild)	Kaye-Smith
KMPS, 1300, 5 KW (DA-N)	, COUNTRY	, \$28.00 (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N)	, MOR	ABC-I, \$58.75 (Katz)	Fisher
KVI, 570, 5 KW	, MOR	, \$50.00 (MMR)	Golden West
KYAC, 1250, 5 KW (ST-KWSU)	, CONTEMP (?)	, \$24.00 (Lazar)	
KTAC, 850, 10 KW/1 KW (DA-2)	, ROCK	, \$36.50 (Masla)	Entercom

FM STATIONS

KEZX-F, 98.9, 100 KW @ 1070, BTFL MUS (FM-100)		, \$25.00 (PRO)	Park
KING-F, 98.1, 100 KW @ 700, CLASSICAL		, \$20.00 (Blair)	King
KISW-F, 99.9, 100 KW @ 350, AOR		, \$42.50 (Mc-Guild)	Kaye-Smith
KIXI-F, 95.7, 100 KW @ 1100, SOFT CONTEMP		NBC, \$37.12 (HR/Stone)	
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY		, \$30.00 (Eastman)	Affiliated
KPLZ-F, 101.5, 100 KW @ 1150, CONTEMP		RKO, \$43.00 (Buckley)	Golden West
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne)		MBS, \$57.38 (Torbet)	Bonneville
KYYX-F, 96.5, 50 KW @ 1223, ROCK		, \$33.25 (Christal)	O'Day
KZAM-F, 92.5, 100 KW @ 1100, AOR		ABC-F, \$33.00 (Selcom)	Sandusky News
KZOK-F, 102.5, 100 KW @ 1165, AOR		, \$72.50 (CBS FM)	Sterling

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord

NEWSPAPERS

Seattle Post-Intelligencer	M	198,797, Hearst
Seattle Times	E	257,383
Everett Herald	E	56,538
Tacoma News Tribune	E	101,572

SPOKANE

Market # 114  
 Revenue Rank # 82  
 Income Rank # 86  
 APR 14.5  
 SMSA Pop: 315,900

Revenue : \$5,283,830  
 Income : \$ 490,513  
 % Rev Change: +17.7%  
 Stations: 15/12

National Rev: \$1,382,896  
 Nat Rev per Cap: \$4.38  
 Tot Rev per Cap: \$16.73  
 Tot Inc per Cap: \$1.55  
 Profit Margin: 9.3%

		A/M	O/N	A/M	O/N	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
12+ METRO	1/4/SHARE	79	78	78	77				
1. KJRB	60/15.5	16.4	12.4	17.5	16.2	1. KJRB	78	1. KJRB	1245/32.0
2. KEZE-F	55/14.2	5.0	5.4	9.8	8.9	2. KHQ	61	2. KHQ	981/20.3
3. KREM-F	42/10.9	10.4	8.9	7.9	3.0	3. KREM-F	60	3. KHQ-F	902/20.1
4. KHQ	32/ 8.3	9.2	10.0	7.1	5.4	4. KEZE-F	57	4. KREM-F	743/18.9
5. KHQ-F	29/ 7.5	11.2	9.5	10.1	11.6	5. KXLY-F	52	5. KXLY-F	711/15.6
6. KGA	27/ 7.0	9.0	10.5	9.8	12.2	6. KGA	50	6. KGA	694/15.6
7. KXLY-F	26/ 6.7	7.5	4.6	6.3	6.5	7. KHQ-F	48	7. KREM	635/18.0
8. KREM	18/ 4.7	5.0	7.0	6.6	7.0	8. KDRK-F	32	8. KXLY	630/16.2
KDRK-F	18/ 4.7	---	---	---	---	9. KZUN-F	28	9. KEZE-F	498/16.4
10. KSPO	16/ 4.1	3.5	4.9	4.2	4.9	10. KREM	22	10. KDRK-F	434/10.0

12+ FM SHARE (METRO): 51.52% (186 of 361) (O/N 78: 43.75%)  
 12+ FM SHARE (TSA) : 52.04% (280 of 538) (O/N 78: 52.01%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJRB	1. KREM-F	1. KREM-F	1. KGA	1. KEZE-F	1. KHQ
	2. KJRB	2. KJRB	2. KEZE-F	2. KHQ	2. KJRB
	3. KHQ-F	3. KHQ-F	3. KJRB	3. KGA	3. KGA

OTHER RATED STATIONS/METRO SHARE

KICN-F	98.9	.8	KZUN	630	1.8	KXLY	920	3.1	KXXR	1440	.8
KZUN-F	96.1	3.4									

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	78 (2)	71 (2)	149 (4)	41.3
BTFL MUSIC		81 (2)	81 (2)	22.4
COUNTRY	37 (3)	31 (2)	68 (5)	18.8
MOR/AC	44 (2)		44 (2)	12.2
NEWS/TALK	16 (1)		16 (1)	4.4
UNKNOWN		3 (1)	3 (1)	0.8
			361 (15)	

RADIO STATIONS

KGA , 1510, 50 KW (DA-N)	, COUNTRY	ABC-I, \$25.00	(Torbet)	
KHQ , 590, 5 KW	, MOR	NBC, \$30.00	(Katz)	Spokane Chron
KJRB, 790, 5 KW (DA-N)	, ROCK	, \$24.50	(Mc-Guild)	Kaye-Smith
KREM, 970, 5 KW/1 KW (DA-N)	, CONTEMP	, \$16.10	(Blair)	King
KSPO, 1230, 1 KW/250 W	, NEWS	MBS, \$ 6.48	(Selcom)	
KDRK-F, 93.7, 56 KW @ 2380,	COUNTRY (TM)	, \$ 9.25	(Torbet)	
KEZE-F, 105.7, 41 KW @ 580,	BTFL MUS	, \$14.75	(Mc-Guild)	Kaye-Smith
KHQ-F , 98.1, 94 KW @ 2030,	ROCK (TM)	, \$16.00	(Katz)	Spokane Chron
KREM-F, 92.9, 81 KW @ 2100,	AOR	, \$16.10	(Blair)	King
KXLY-F, 99.9, 25 KW @ 4000,	BTFL MUS	, \$13.50	(PRO)	Morgan Murphy

TV STATIONS

KHQ	Spokane	6	NBC, Spokane Chronicle	KREM	Spokane	2	CBS, King
KXLY	Spokane	4	ABC, Morgan Murphy				

NEWSPAPERS

Spokane Chronicle	E	61,269
Spokane Spokesman-Review	M	71,603

SYRACUSE

Market # 59  
 Revenue Rank # 158  
 APR 15.5  
 SMSA Pop: 647,400

Revenue : \$6,499,476  
 Income : \$ 181,072  
 % Rev Change: +4.5%  
 Stations: 24/15

National Rev: \$1,569,313  
 Nat Rev per Cap: \$2.42  
 Tot Rev per Cap: \$10.04  
 Tot Inc per Cap: \$ .28  
 Profit Margin: 2.8%

12+ METRO	1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WSYR	147/18.0	14.1	16.4	15.8	18.5	1. WSYR	165	1. WHEN	2068/26.6		
2. WHEN	63/ 7.7	13.8	10.6	13.6	14.6	2. WHEN	92	2. WSYR	1959/32.7		
3. WNDR	58/ 7.1	5.2	6.5	3.4	5.5	3. WNTQ-F	72	3. WKFM-F	1507/15.3		
4. WNTQ-F	56/ 6.8	7.4	8.4	7.7	6.2	4. WKFM-F	70	4. WFBL	1279/21.2		
WAQX-F	56/ 6.8	5.2	3.0	---	---	5. WNDR	66	5. WNDR	1168/18.5		
6. WOLF	51/ 6.2	4.8	6.2	7.6	6.4	6. WAQX-F	62	6. WOLF	1061/19.2		
7. WFBL	50/ 6.1	3.9	4.7	6.0	6.7	7. WFBL	56	7. WAQX-F	859/13.9		
WEZG-F	50/ 6.1	6.5	6.5	6.1	3.5	8. WEZG-F	54	8. WSEN-F+	844/14.5		
9. WSEN-F+	46/ 5.6	6.1	6.9	4.0	7.4	9. WOLF	53	9. WNTQ-F	826/10.4		
10. WKFM-F	39/ 4.8	5.4	6.7	7.8	8.3	WSEN-F+	53	10. WSYR-F	712/10.3		

12+ FM SHARE (METRO): 41.11% (312 of 759) (O/N 78: 41.40%)  
 12+ FM SHARE (TSA) : 46.72% (456 of 976) (O/N 78: 47.38%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOLF	1. WAQX-F	1. WNDR	1. WSYR	1. WSYR	1. WSYR
2. WAQX-F	2. WNDR	2. WSYR	2. WHEN	2. WNTQ-F	2. WHEN
3. WFBL	3. WHEN	3. WHEN	3. WNDR	3. WEZG-F	3. WNDR
4. WKFM-F	4. WFBL	4. WAQX-F	4. WSEN-F+	4. WHEN	4. WFBL

OTHER RATED STATIONS/METRO SHARE

WMCR-F+	106.3	(Oneida)	.7	WSOQ	1220	3.1	WMHR-F	102.9	.9
WOSC	1300	(Fulton)	1.2	WCNO-F	107.9	2.2	WSCP	1070	(Sandy Crk) .6
WSGO+	1440	(Oswego)	1.9	WSYR-F	94.5	3.3	WKGW-F	104.3	(Utica) 1.5
WNOZ-F	99.9	(Cortland)	.7				WOUR-F	96.9	(Utica) 1.5

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	159 (3)	152 (6)	311 (9)	41.0
MOR/AC	232 (4)	3 (1)	235 (5)	31.0
BTFL MUSIC		124 (3)	124 (3)	16.3
COUNTRY	29 (2)	22 (1)	51 (3)	6.7
DISCO/BLACK	25 (1)		25 (1)	0.9
UNKNOWN	2 (1)	4 (1)	6 (2)	0.8
			759 (24)	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, CONTEMP	ABC-C, \$30.00	(Buckley)
WHEN, 620, 5 KW/1 KW (DA-N)	, AC	ABC-E, \$50.38	(Eastman) Park
WNDR, 1260, 5 KW (DA-N)	, OLDIES/ROCK	, \$52.75	(Mc-Guild)*
WOLF, 1490, 1 KW/250 W	, ROCK	RKO, \$30.00	(Katz) Wood River
WSYR, 570, 5 KW (DA-2)	, MOR	NBC, \$43.88	(MMR) Newhouse
WAQX-F, 95.3, 3 KW @ 300, AOR		, \$30.00	(Masla)
WEZG-F, 100.9, 3 KW @ 165, BTFL MUS (Schulke)		, \$52.00	(Christal)
WKFM-F, 104.7, 50 KW @ 310, ROCK (TM)		, \$21.50	(Selcom)
WNTQ-F, 93.1, 100 KW @ 660, BTFL MUS (Bonne)		, \$52.75	(Mc-Guild)*
WSEN-F+, 92.1, 3 KW @ 300, COUNTRY		ABC-I, \$20.25	(Roslin)
WSYR-F, 94.5, 100 KW @ 650, SOFT ROCK (Bonne)		, \$21.00	(MMR) Newhouse

\* Sale to McGavren-Guild is pending

<u>TV STATIONS</u>	WIXT Syracuse 9	ABC, NY Coke	WTVH Syracuse 5	CBS, Meredith
	WSYR Syracuse 3	NBC, Newhouse		

<u>NEWSPAPERS</u>	Syracuse Herald Journal	E	118,951, Newhouse
	Syracuse Post Standard	M	88,634, Newhouse

TAMPA-ST. PETE

Market # 23; ADI # 17  
 FCC Revenue Rank # 31  
 FCC Income Rank # 32  
 APR 15.5  
 SMSA Pop: 1,455,700

Revenue : \$13,848,621  
 Income : \$ 1,673,880  
 % Rev Change: 16.8%  
 Stations: 24/26

National Rev: \$4,182,038  
 Nat Rev per Cap: \$2.87  
 Tot Rev per Cap: \$9.51  
 Tot Inc per Cap: \$1.15  
 Profit Margin: 12.1%

12+ METRO	1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT		
		79	78	78	77				
1. WWBA-F	248/12.6	9.3	10.5	9.1	7.3	1. WWBA-F	260	1. WRBQ-F	3246/18.2
2. WQXM-F	165/ 8.4	6.3	5.8	5.4	4.6	2. WRBQ-F	211	2. WSUN	3016/15.2
3. WRBQ-F	150/ 7.6	5.8	7.5	5.2	5.5	3. WFLA-F	207	3. WWBA-F	2769/20.2
4. WJYW-F	144/ 7.3	7.7	6.4	6.9	9.7	4. WSUN	196	4. WFLA-F	2487/12.7
5. WFLA-F	143/ 7.3	6.9	6.4	6.8	6.8	5. WQXM-F	186	5. WJYW-F	2471/15.8
6. WSUN	117/ 6.0	5.7	6.7	9.3	8.6	6. WJYW-F	175	6. WLCY	2308/13.4
WQYK-F	117/ 6.0	7.9	4.9	3.8	5.1	7. WQYK-F	130	7. WQXM-F	2234/14.2
8. WDAE	101/ 5.1	4.5	4.4	3.6	4.6	8. WDAE	101	8. WFLA	2203/15.0
9. WFLA	82/ 4.2	6.6	6.8	6.0	4.8	WDUV-F	101	9. WYNF-F	1982/12.1
10. WWBA	73/ 3.7	5.7	6.6	7.0	3.9	10. WFLA	93	10. WQYK-F	1900/12.7
11. WOKF-F	72/ 3.7	3.4	1.5	2.0	2.0	11. WYNF-F	86	11. WWBA	1674/13.1
WTMP	72/ 3.7	3.9	2.7	3.4	4.9	12. WLCY	86	12. WWBA	1393/ 9.7
13. WLCY	71/ 3.6	4.0	6.3	7.4	6.2	13. WOKF-F	78	13. WOKF-F	1338/10.0
14. WYNF-F	68/ 3.5	3.8	4.6	5.5	6.0	WWBA	78	14. WDUV-F	1211/ 3.2
15. WSRZ-F	51/ 2.6	2.3	1.9	1.0	---	15. WTMP	75	15. WSRZ-F	902/ 4.8

12+ FM SHARE (METRO): 63.89% (1173 of 1836) (O/N 78: 56.08%)  
 12+ FM SHARE (TSA) : 65.69% (1499 of 2282) (O/N 78: 60.49%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQXM-F	1. WQXM-F	1. WQXM-F	1. WRBQ-F	1. WWBA-F	1. WSUN
2. WRBQ-F	2. WRBQ-F	2. WRBQ-F	2. WQYK-F	2. WFLA-F	2. WRBQ-F
3. WYNF-F	3. WSRZ-F	3. WSRZ-F	WWBA-F	3. WJYW-F	3. WWBA-F
4. WOKF-F	4. WOKF-F	4. WOKF-F	4. WJYW-F	4. WSUN	4. WFLA-F
5. WLCY	5. WQYK-F	5. WQYK-F	5. WSUN	5. WQYK-F	5. WFLA

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	88 (2)	550 (4)	638 (6)	34.7
ROCK/CONTEMP	71 (1)	434 (4)	505 (5)	27.5
COUNTRY	131 (2)	117 (1)	248 (3)	13.5
MOR/AC	204 (4)		204 (4)	11.1
BLACK/DISCO	93 (2)	72 (1)	165 (3)	9.0
NEWS/INFO/TALK	47 (1)		47 (1)	2.6
SPANISH	21 (1)		21 (1)	1.1
RELIGION	8 (1)		8 (1)	0.4
			1836 (24)	

TAMPA-ST PETE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WWBA-F	1. WRBQ-F	1. WWBA-F	WAZE	860	(Clearwater) .4
2. WRBQ-F	2. WSUN	2. WQXM-F	WGUL	1500	(New Port Richey) .8
3. WFLA-F	3. WWBA-F	3. WJYW-F	WPLA	910	(Plant City) .7
4. WSUN	4. WFLA-F	4. WSUN	WPLP	570	(Pinillas Park) 2.4
5. WQXM-F	5. WJYW-F	5. WFLA-F	WRXB	1590	1.1
6. WJYW-F	6. WLCY	6. WQYK-F	WSOL	1300	1.1
7. WQYK-F	7. WQXM-F	7. WOKF-F	WTAN	1340	(Clearwater) .7
8. WDAE	8. WFLA	8. WRBQ-F	WTIS	1110	.4
9. WDUV-F	9. WYNF-F	9. WFLA	WDUV-F	103.3	(Bradenton) .8
10. WFLA	10. WQYK-F	10. WDAE			
11. WYNF-F	11. WDAE				
12. WLCY	12. WWBA				
13. WOKF-F	13. WOKF-F				
WWBA	14. WDUV-F				
15. WTMP	15. WSRZ-F				

ADI FM SHARE: 66.33% (1714 of 2584) (O/N 78: 57.70%)

AM STATIONS

WDAE, 1250, 5 KW (DA-1)	, AC/MOR	ABC-I, \$45.00	(Katz)	Taft
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$57.19	(Blair)	Media Gen
WLCY, 1380, 5 KW (DA-N)	, CONTEMP	ABC-C, \$94.50	(Eastman)	Harte Hanks
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, \$61.00	(Plough)	Plough
WTMP, 1150, 5 KW (DAYS) (DA)	, BLACK	SBN, \$33.67	(Howard)	Gulf South
WWBA, 680, 1 KW (DAYS)	, BTFL MUS	, \$40.00	(Torbet)	

FM STATIONS

WFLA-F, 93.3, 100 KW @ 925	, BTFL MUS	, \$57.19	(Blair)	Media Gen
WJYW-F, 100.7, 100 KW @ 503	, BTFL MUS (Schulke)	, \$50.25	(Buckley)	Rounsaville
WOKF-F, 95.7, 100 KW @ 507	, DISCO/ROCK	, \$20.40	(Selcom)	Bdcst Ent
WQXM-F, 97.9, 100 KW @ 505	, AOR (Burk-Abr)	, \$62.00	(Mc-Guild)	Plough
WQYK-F, 99.5, 100 KW @ 300	, COUNTRY	, \$53.75	(HR/Stone)	Lake Huron
WRBQ-F, 104.7, 100 KW @ 555	, ROCK	RKO, \$94.50	(Eastman)	Harte Hanks
WSRZ-F, 102.5, 100 KW @ 570	, AOR	, \$42.75	(Christal)	Cosmos
				(SARASOTA)
WYNF-F, 94.9, 100 KW @ 1460	, CONTEMP/OLDIES	ABC-F, \$45.00	(Katz)	Taft
WDUV-F, 103.3, 100 KW @ 500	, BTFL MUS	ABC-I, \$26.00	(Roslin)	(BRADENTON)
WWBA-F, 107.3, 100 KW @ 649	, BTFL MUS	, \$80.00	(Torbet)	

TV STATIONS

WFLA	Tampa	8	NBC, Media General
WTOG	Tampa	44	IND, Hubbard
WTSP	Largo	10	ABC, Rahall/Gulf
WTVT	Tampa	13	CBS, Gaylord
WXL	Sarasota	40	ABC

NEWSPAPERS

St. Petersburg Times	(M-216,918)	Independent	(E-36,242)
Sarasota Herald-Tribune	(M- 65,140)	Journal	(E- 7,549)
Tampa Tribune	(M-192,969)	Times	(E-23,225) Media General
Clearwater Sun	(E- 37,009)		

TOLEDO

Market # 53  
 Revenue Rank # 48  
 Income Rank # 33  
 APR 17.1  
 SMSA Pop: 781,600

Revenue : \$9,034,083  
 Income : \$1,582,407  
 % Rev Change: +21.6%  
 Stations: 23/17

National Rev: \$1,500,416  
 Nat Rev per Cap: \$1.92  
 Tot Rev per Cap: \$11.56  
 Tot Inc per Cap: \$2.02  
 Profit Margin: 17.5%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WIOT-F	217/19.7	16.6	9.8	9.5	8.3	1. WIOT-F	264	1. WIOT-F 2385/28.5
2. WLQR-F	170/15.4	15.0	16.5	14.5	12.8	2. WLQR-F	184	2. WSPD 2076/27.9
3. WSPD	113/10.3	11.2	12.1	12.0	11.6	3. WSPD	124	3. WLQR-F 1826/15.0
4. WTOD	99/ 9.0	5.9	8.5	12.6	10.8	4. WTOD	103	4. CKLW 1593/13.3
5. WMHE-F	82/ 7.4	3.4	3.1	3.9	3.8	5. WMHE-F	100	5. WMHE-F 1383/15.7
6. WJR	62/ 5.6	6.7	8.2	7.2	7.4	6. WJR	83	6. WJR 1358/13.7
7. WOHO	48/ 4.4	7.8	7.9	6.5	7.5	7. WXEZ-F	52	7. WOHO 1245/18.5
8. WCWA	47/ 4.3	3.7	4.1	6.1	6.1	8. CKLW	51	8. WXEZ-F 1030/14.4
9. WXEZ-F	47/ 4.3	4.2	6.7	5.1	6.6	9. WOHO	50	9. WTOD 961/13.5
10. CKLW	26/ 2.4	4.6	3.9	6.6	5.0	10. WCWA	47	10. WCWA 840/12.7

12+ FM SHARE (METRO): 56.78% (574 of 1011) (O/N 78: 47.39)  
 12+ FM SHARE (TSA) : 55.98% (660 of 1179) (O/N 78: 46.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WLQR-F	1. WLQR-F	1. WSPD
2. WXEZ-F	2. WMHE-F	2. WLQR-F	2. WIOT-F	2. WSPD	2. WIOT-F
3. WOHO	3. WTOD	3. WMHE-F	3. WMHE-F	3. WTOD	3. WLQR-F
4. WCWA	4. WXEZ-F	4. WTOD	4. WSPD	4. WJR	4. WOHO+
5. WMHE-F	5. WOHO	5. WSPD	5. WMHE-F	5. WCWA	5. WJR

OTHER RATED STATIONS/METRO SHARE

WHND	560	(Monroe,MI)	.5	WRIF-F	101.1	(Detroit)	.6
WRWR-F	94.5	(Port Clayton)	.6	WWJ	950	(Detroit)	.5
WVMO-F	98.3	(Monroe,MI)	.7	WWJ-F	97.1	(Detroit)	.5
WCXI	1130	(Detroit)	.8	WWW-F	106.7	(Detroit)	.6
WFOB+	1430	(Fostoria)	.6	WXYZ	1270	(Detroit)	.5
WOWO	1190	(Ft. Wayne)	.7	WKLR-F	99.9		1.9

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	79 (3)	360 (5)	439 (8)	43.6
MOR/AC	234 (5)	10 (2)	244 (7)	24.2
BTFL MUSIC		183 (3)	183 (3)	18.2
COUNTRY	108 (2)		108 (2)	10.7
BLACK/DISCO		21 (1)	21 (1)	2.1
NEWS/TALK	12 (2)		12 (2)	1.2
			1007 (23)	

RADIO STATIONS

WCWA, 1230, 1 KW/250 W	, CONTEMP/AC	MBS, \$62.10	(Mc-Guild)	Reams
WOHO, 1470, 1 KW (DA-2)	, AC/CONTEMP	ABC-C, \$30.00	(Blair)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$32.50	( <del>CBS Spot</del> ) <i>Katz</i>	WOOD
WTOD, 1560, 5 KW (DAYS) (DA)	, COUNTRY	ABC-I, \$25.50	(Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655,	AOR (Burk-Abr)	, \$62.10	(Mc-Guild)	Reams
WKLR-F, 99.9, 9 KW @ 160,	BLACK/DISCO	SBN, \$18.00	(Masla)	Booth
WLQR-F, 101.5, 16 KW @ 810,	BTFL MUS	, \$65.00	(Torbet)	Susquehanna
WMHE-F, 92.5, 50 KW @ 480,	ROCK	ABC-F, \$24.00	(Christal)	
WXEZ-F, 105.5, 3 KW @ 350,	ROCK (TM).	, \$30.00	(Blair)	



TUCSON

Market # 84  
 Revenue Rank # 85  
 Income Rank # 94  
 APR 15.0  
 SMSA Pop: 468,700

Revenue : \$5,084,591  
 Income : \$ 442,608  
 % Rev Change: +6.5  
 Stations: 18/11

National Rev: \$2,109,376  
 Nat Rev per Cap: \$4.50  
 Tot Rev per Cap: \$10.85  
 Tot Inc per Cap: \$ .94  
 Profit Margin: 8.7%

12+ METRO	1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KAIR	58/9.8	6.2	6.3	7.1	7.1	1. KJYK-F 64	1. KTCT 1094/21.7
2. KCUB	56/9.5	7.2	12.3	8.8	9.5	2. KAIR 59	2. KRQQ-F 844/19.3
3. KJYK-F	54/9.1	6.2	7.6	12.3	8.8	KTCT 59	3. KAIR 814/20.4
4. KWFM-F	53/9.0	12.1	4.1	6.6	7.4	4. KCUB 58	4. KCUB 737/18.0
5. KTCT	52/8.8	10.6	9.6	13.9	11.1	5. KWFM-F 54	5. KJYK-F 704/14.5
6. KTCT-F	37/6.3	5.7	5.0	3.7	6.3	6. KRQQ-F 39	6. KTCT-F 627/15.3
7. KRQQ-F	34/5.7	8.1	12.7	10.0	9.5	7. KTCT-F 37	7. KCEE 620/14.4
8. KCEE	32/5.4	4.5	5.2	3.5	5.6	8. KCEE 35	8. KWFM-F 601/14.1
9. KHYT	30/5.1	8.1	.6	.8	1.4	9. KIKX 32	9. KMGX 549/13.8
10. KIKX	29/4.9	4.0	4.4	3.9	2.7	10. KHYT 30	10. KTUC 517/12.3

12+ FM SHARE (METRO): 33.46% (181 of 541) (O/N 78: 33.16%)  
 12+ FM SHARE (TSA) : 34.93% (204 of 584) (O/N 78: 37.54%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KTCT	1. KWFM-F	1. KWFM-F	1. KCUB	1. KJYK-F	1. KTCT
2. KTCT-F	2. KRQQ-F	2. KCUB	2. KAIR	2. KCUB	2. KCUB
3. KHYT	3. KHYT	3. KTCT	3. KJYK-F	KAIR	3. KJYK-F
4. KRQQ-F	4. KTCT	4. KRQQ-F	4. KTCT	4. KCEE	4. KAIR

OTHER RATED STATIONS/METRO SHARE

KEVT	690	2.5	KXEW	1600	3.4	KFI	640	(Los Angeles)	.3
KFLT	1450	2.2	KMGX	940	4.6	KJJJ	910	(Phoenix)	.3
KTUC	1400	4.1				KUPD-F	97.9	(Phoenix)	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	54 (2)	127 (4)	181 (6)	33.5
BTFL MUSIC	90 (2)	54 (1)	144 (3)	26.6
COUNTRY	87 (3)		87 (3)	16.1
SPANISH	35 (2)		35 (2)	6.5
BLACK/DISCO	30 (1)		30 (1)	5.7
MOR/AC	27 (1)		27 (1)	5.0
NEWS/TALK	24 (1)		24 (1)	4.4
UNKNOWN	13 (1)		13 (1)	2.4

541 (18)

RADIO STATIONS

KAIR, 1490,	1 KW/250 W	, BTFL MUS (TM)	, \$30.80	(Mc-Guild)	
KCEE, 790,	5 KW/500 W (DA-2),	BTFL MUS	NBC, \$11.50	(Torbet)	Strauss
KCUB, 1290,	1 KW	, COUNTRY	, \$21.00	(Eastman)	Rex
KHYT, 1330,	500 W (DAYS)	, DISCO	MBS, \$18.50	(Christal)	
KIKX, 580,	5 KW/500 W (DA-N),	COUNTRY	ABC-E, \$11.00	(HR/Stone)	
KMGX, 940,	1 KW/250 W	, AC/CONT	RKO, \$19.00	(Mc-Guild)	Western Cit
KTCT, 990,	10 KW/1 KW (DA-N),	ROCK	, \$21.00	(Lotus)	Lotus
KTUC, 1400,	1 KW/250 W	, NEWS	CBS,MBS,ABC-I, \$10.25	(Howard)	
KJYK-F, 94.9,	60 KW @ 251,	BTFL MUS (Schulke)	, \$30.80	(Mc-Guild)	
KWFM-F, 92.9,	47 KW @ 86,	AOR	ABC-F, \$19.00	(Masla)	Korngold
KTCT-F, 96.1,	26 KW @ 77,	AOR	, \$17.00	(Lotus)	Lotus
KRQQ-F, 93.7,	26 KW @ 150,	ROCK	, \$26.50	(Mc-Guild)	Western Cities

TULSA

Market # 65  
 Revenue Rank # 59  
 Income Rank # 78  
 APR 14.9  
 SMSA Pop: 614,900

Revenue : \$7,981,552  
 Income : \$ 570,477  
 % Rev Change: +11.4  
 Stations: 18/15

National Rev: \$1,142,215  
 Nat Rev per Cap: \$1.86  
 Tot Rev per Cap: \$12.98  
 Tot Inc per Cap: \$ .93  
 Profit Margin: 7.1%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KRMG 155/20.0	18.3	19.4	15.7	17.9	1. KVOO 239	1. KVOO	3028/29.4
2. KVOO 131/16.9	16.0	17.3	20.1	17.9	2. KRMG 182	2. KRMG	2374/35.9
3. KBEZ-F 78/10.1	12.8	13.2	10.8	11.3	3. KBEZ-F 102	3. KRAV-F	1454/22.5
KMOD-F 78/10.1	4.7	8.2	7.4	8.3	4. KRAV-F 97	4. KELI	1231/18.2
5. KRAV-F 76/ 9.8	10.1	9.8	10.6	11.0	5. KMOD-F 81	5. KBEZ-F	1143/17.1
6. KWEN-F 55/ 7.1	9.1	5.7	5.0	6.0	6. KWEN-F 66	6. KWEN-F	951/14.8
7. KELI 38/ 4.9	6.8	5.0	7.4	6.1	7. KELI 54	7. KMOD-F	887/15.4
8. KTFX-F 35/ 4.5	3.7	4.1	4.3	---	8. KTFX-F 39	8. KAKC	632/ 9.3
9. KGOW-F+ 19/ 2.5	1.7	1.9	1.8	.9	9. KCFO-F 23	9. KTFX-F	589/ 8.4
10. KXXO 14/ 1.8	1.0	1.4	---	1.3	10. KGOW-F+ 19	10. KOFM-F	388/ 1.7

12+ FM SHARE (METRO): 50.07% (365 of 729) (O/N 78: 45.99%)  
 12+ FM SHARE (TSA) : 46.83% (450 of 961) (O/N 78: 39.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KTFX-F	1. KMOD-F	1. KRMG	1. KRMG	1. KRMG	1. KVOO
2. KRAV-F	2. KRAV-F	2. KVOO	2. KVOO	2. KVOO	2. KRMG
3. KMOD-F	3. KRMG	3. KMOD-F	3. KBEZ-F	3. KBEZ-F	3. KRAV-F
4. KELI	4. KWEN-F	4. KRAV-F	4. KRAV-F		4. KBEZ-F

OTHER RATED STATIONS/METRO SHARE

KAKC 970	1.5	KCFO-F 98.5	1.7	KWPR 1270	(Claremore)	.5
KFMJ 1050	1.0	KXOJ-F 100.9	(Sapulpa) .9	KOFM-F 104.1	(Okl City)	.8

FORMATS	AM	FM	TOTAL	%
ROCK/CONTEMP	38 (1)	250 (5)	288 (6)	39.5
MOR/AC	171 (3)	7 (1)	178 (4)	24.4
COUNTRY	133 (2)	17 (1)	150 (3)	20.6
BTFM MUSIC		78 (1)	78 (1)	10.7
RELIGION	8 (1)	13 (1)	21 (2)	2.9
NEWS/TALK	14 (1)		14 (1)	1.9
			729 (17)	

RADIO STATIONS

KAKC, 970, 1 KW (DA-2)	, AC/MOR	, \$30.50	(Katz)	Mark/Way
KELI, 1430, 5 KW (DA-N)	, ROCK	, \$16.13	(Buckley)	
KRMG, 740, 50 KW/25 KW (DA-2)	, MOR	, \$38.50	(Christal)	Swanson
KVOO, 1170, 50 KW (DA-N)	, COUNTRY	, \$36.50	(Blair)	
KXXO, 1300, 5 KW/1 KW (DA-2)	, NEWS/TALK	CBS, \$12.00	(Eastman)	Clear Channel
KBEZ-F, 92.9, 97 KW @ 678,	BTFM MUS (Schulke)	, \$30.50	(Katz)	Mark/Way*
KMOD-F, 97.5, 50 KW @ 435,	ROCK	, \$28.00	(Eastman)	Clear Channel
KRAV-F, 96.5, 100 KW @ 380,	ROCK	RKO, \$31.00	(Selcom)	
KTFX-F, 103.3, 100 KW @ 240,	ROCK	ABC-F, \$13.00	(-----)	
KGOW-F, 92.1, 3 KW @ 245,	COUNTRY	ABC-E, \$12.00	(-----)	
KWEN-F, 95.5, 100 KW @ 339,	CONTEMP/AC	, \$28.20	(Torbet)	Ron Curtis

\*Sale to Mid America is pending

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

WASHINGTON

SRDS Market # 8; ADI # 8  
 FCC Revenue Rank # 6  
 FCC Income Rank # 9  
 APR 17.0  
 SMSA Pop: 3,077,700

Revenue: \$45,601,037  
 Income : \$ 6,694,746  
 % Rev Change: 13.1%  
 Stations: 34/32

National Rev: \$12,448,276  
 Nat Rev per Cap: \$4.05  
 Tot Rev per Cap: \$14.82  
 Tot Inc per Cap: \$2.18  
 Profit Margin : 14.7%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMAL* 508/11.8	9.3	10.9	1. WMAL* 556	1. WMAL* 8012/28.1
2. WPGC-F+*332/ 7.7	11.0	10.9	2. WPGC-F+*433	2. WPGC-F+*6466/20.2
3. WOOK-F 297/ 6.9	6.0	6.4	3. WOOK-F 325	3. WRQX-F* 4952/16.2
4. WASH-F* 281/ 6.5	5.6	5.6	4. WASH-F* 319	4. WASH-F* 4758/16.6
5. WGAY-F* 277/ 6.4	7.9	6.8	5. WGAY-F* 304	5. WTOP* 4289/14.5
6. WHUR-F 211/ 4.9	5.9	4.6	6. WRQX-F* 258	6. WGAY-F* 4046/14.1
7. WRQX-F* 209/ 4.9	2.1	3.4	7. WHUR-F 221	7. WOOK-F 3916/14.0
8. WJMD-F* 179/ 4.2	4.5	4.5	8. WTOP* 207	8. WWDC-F* 3850/12.0
9. WTOP* 170/ 3.9	4.2	3.2	9. WJMD-F* 196	9. WHUR-F 3241/11.7
10. WRC* 160/ 3.7	2.5	3.4	10. WWDC-F* 174	10. WAVA-F 2843/ 9.5
11. WWDC-F* 138/ 3.2	5.3	4.2	11. WRC* 172	11. WRC* 2832/10.4
12. WMZQ-F* 136/ 3.2	3.0	3.1	12. WMZQ-F* 169	12. WJMD-F* 2735/ 9.2
13. WKYS-F 132/ 3.1	2.4	3.1	13. WKYS-F 146	13. WKYS-F 2715/ 9.4
14. WGMS-F+*122/ 2.8	3.1	2.8	WAVA-F 146	14. WMZQ-F* 2570/ 8.1
15. WAVA-F 121/ 2.8	2.8	1.4	15. WGMS-F+*145	15. WGMS-F+*2559/ 8.4
16. WEZR-F 100/ 2.3	1.3	2.6	16. WEZR-F* 143	16. WOL* 1879/ 7.4

12+ FM SHARE (METRO): 65.94% (2645 of 4011) (O/N 78: 65.88%)  
 12+ FM SHARE (TSA) : 67.69% (3195 of 4720) (O/N 78: 67.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPGC-F+	1. WASH-F	1. WMAL	1. WMAL	1. WMAL	1. WMAL
2. WRQX-F	2. WOOK-F	2. WASH-F	2. WASH-F	2. WGAY-F	2. WPGC-F
3. WOOK-F	3. WPGC-F+	3. WPGC-F+	3. WPGC-F+	3. WJMD-F	3. WTOP
4. WAVA-F	4. WHUR-F	4. WOOK-F	4. WGAY-F	4. WTOP	4. WASH-F
WWDC-F	5. WRQX-F	5. WHUR-F	5. WHUR-F	WRC	5. WOOK-F
	6. WWDC-F	6. WGAY-F	6. WOOK-F	6. WMZQ-F	6. WGAY-F+
	7. WKYS-F	7. WRQX-F	7. WTOP	7. WGMS-F+	7. WRC

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	130 (4)	963 (7)	1093 (11)	27.3
MOR/AC	508 (1)	294 (2)	802 (3)	20.0
BLACK/DISCO	96 (1)	508 (2)	604 (3)	15.1
BTFM MUSIC	36 (1)	556 (3)	592 (4)	14.8
NEWS/INFO/TALK	330 (2)		330 (2)	8.2
COUNTRY	71 (1)	223 (3)	294 (4)	7.3
RELIGION/GOSPEL	151 (3)	23 (1)	174 (4)	4.3
CLASSICAL	44 (1)	78 (1)	122 (2)	3.0
			4011 (33)	

\*Arbitron has determined that the following stations ran on-air survey announcements:  
 WASH, WEZR, WGAY AM/FM, WGMS AM/FM, WJMD, WLMD, WMAL, WMZQ, WOL, WPGC AM/FM, WPIK,  
 WXRA, WRC, WRQX, WTOP, WWDC, WWDC-FM, Our contract with Arbitron requires us to note  
 these stations.

WASHINGTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WMAL	1. WMAL	1. WMAL	WEAM	1390	(Arlington) .6
2. WPGC-F+	2. WPGC-F+	2. WOOK-F	WFAX	1220	(Falls Church) .6
3. WOOK-F	3. WRQX-F	3. WPGC-F+	WHFS-F	102.3	(Bethesda) 1.2
4. WASH-F	4. WASH-F	4. WGAY-F	WXTR-F	1560	(La Plata) .3
5. WGAY-F	5. WTOP	5. WJMD-F	WUST	1120	1.0
6. WRQX-F	6. WGAY-F	6. WMZQ-F	WYCB	1340	1.9
7. WHUR-F	7. WOOK-F	7. WRQX-F	WFSI-F	107.9	(Annapolis) .5
8. WJMD-F	8. WWDC-F	8. WRC	WPOC-F	93.1	(Baltimore) .3
9. WTOP	9. WHUR-F	WHUR-F	WXYV-F	102.7	(Baltimore) .5
10. WWDC-F	10. WAVA-F	WASH-F	WGAY	1050	(Silver Spring) .8
11. WRC	11. WJMD-F		WLMD	900	(Laurel) .4
12. WMZQ-F	12. WRC		WOL	1450	2.2
13. WAVA-F	13. WKYS-F		WPIK	730	(Alexandria) 1.6
14. WKYS-F	14. WGMS-F+		WXRA-F	105.9	(Woodbridge) 1.7
15. WGMS-F+	15. WMZQ-F		WWDC	1260	1.1

ADI FM SHARE: 66.23% (3215 of 4854) (O/N 78: 66.57%)

AM STATIONS

WMAL, 630, 5 KW (DA-2), MOR	ABC-I, \$146.25 (Mc-Guild)	ABC
WOL, 1450, 1 KW/250 W, BLACK	, \$ 50.00 (Howard)	Sonderlir
WRC, 980, 5 KW (DA-N), NEWS/TALK	NBC, \$ 72.50 (Eastman)	NBC
WTOP, 1500, 50 KW (DA-2), NEWS	MBS,CBS, \$ 80.63 (CBS Spot)	Outlet

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, CONTEMP/AC	, \$116.00 (Katz)	Metromedia
WAVA-F, 105.1, 50 KW @ 500, AOR	, \$ 50.00 (CBS FM)	
WEZR-F, 106.7, 50 KW @ 500, BTFL MUS	, \$ 33.00 (Groskin)	EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS	, \$150.00 (MMR)	Greater Media
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL	RKO, \$ 75.00 (RKO)	RKO
WHUR-F, 96.3, 24 KW @ 670, BLACK AOR/JAZZ	, \$ 60.00 (----)	Howard Univ
WJMD-F, 94.7, 50 KW @ 780, BTFL MUS (Schulke)	, \$ 75.00 (Christal)	SJR
WKYS-F, 93.9, 50 KW @ 485, CONTEMP	, \$ 50.50 (Eastman)	NBC
WMZQ-F, 98.7, 50 KW @ 485, COUNTRY	, \$ 46.00 (Howard)	Sonderling
WOOK-F, 100.3, 40 KW @ 320, BLACK	NBN, \$ 85.00 (UBC)	United
WPGC-F+, 95.5, 50 KW @ 496, ROCK	, \$160.00 (Torbet)	First Media
WRQX-F, 107.3, 50 KW @ 410, ROCK	ABC-F, \$ 73.75 (Blair)	ABC
WWDC-F, 101.1, 50 KW @ 500, AOR	, \$ 75.00 (Buckley)	

TV STATIONS

WDCA	Washington	20	IND, Taft
WDVM	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC, Wash. Evening Star
WRC	Washington	4	NBC, NBC
WTTG	Washington	5	IND, Metromedia
WHAG	Hagerstown	25	NBC

NEWSPAPERS

Washington Star	E	340,150, Time-Life
Washington Post	M	598,213, Post-Newsweek

WEST PALM BEACH

Market # 77  
 Revenue Rank # 80  
 Income Rank # 373  
 APR 15.5  
 SMSA Pop: 509,000

Revenue : \$5,519,032  
 Income : \$ -221,832  
 % Rev Change: +24.1  
 Stations: 31/16

National Rev: \$1,233,141  
 Nat Rev per Cap: \$2.42  
 Tot Rev per Cap: \$10.84  
 Tot Inc per Cap: \$-.44  
 Profit Margin: ----

	A/M	O/N	A/M	O/N				
12+ METRO 1/4/SHARE	79	78	78	77	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WEAT-F	114/16.9	17.6	16.9	18.6	12.1	1. WEAT-F	141	1. WEAT-F 1588/29.6
2. WIRK-F	89/13.2	19.0	11.7	9.1	6.2	2. WIRK-F	106	2. WIRK-F 897/17.6
3. WNJY-F	35/ 5.2	2.9	5.7	4.6	5.2	3. WJNO-F	47	3. WJNO-F 703/12.3
4. WJNO-F	31/ 4.6	4.1	3.8	9.7	7.2	4. WNJY-F	35	4. WHYI-F 516/11.1
5. WPBR	28/ 4.1	6.6	4.4	5.9	3.7	5. WPBR	28	5. WNGS-F 498/11.4
6. WHYI-F	27/ 4.0	6.4	6.5	4.6	5.2	WHYI-F	28	6. WQAM 470/ 8.6
7. WEAT	26/ 3.9	3.2	3.0	3.1	5.2	7. WEAT	26	7. WIRK 443/ 9.7
8. WNGS-F	20/ 3.0	3.5	2.6	---	---	8. WJNO	20	8. WJNO 424/ 9.7
WJNO	20/ 3.0	2.9	3.0	3.1	6.4	WNGS-F	20	9. WEAT 369/ 8.2
WSHE-F	20/ 3.0	.9	2.1	3.2	2.0	WSHE-F	20	10. WIOD 356/ 7.7

12+ FM SHARE (METRO): 70.70% (444 of 628) (O/N 78: 65.84%)  
 12+ FM SHARE (TSA) : 72.96% (510 of 699) (O/N 78: 66.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WIRK-F	1. WIRK-F	1. WIRK-F	1. WEAT-F	1. WEAT-F
2. WCKO-F	2. WSHE-F	2. WEAT-F	2. WEAT-F	2. WIRK-F	2. WNGS-F
3. WPOM	3. WJNO-F	3. WJNO-F	3. WNJY-F		
4. WNGS-F	4. WINZ-F	4. WSHE-F	4. WJNO-F		

OTHER RATED STATIONS/METRO SHARE

WCEZ-F	96.7	(Jupiter)	.7	WINZ	940	(Miami)	.7
WDBF	1420	(Delray Beach)	1.5	WINZ-F	94.9	(Miami)	2.2
WIRK	1290		2.2	WIOD	610	(Miami)	1.3
WKQS-F	99.9	(Boca Raton)	2.2	WLYF-F	101.5	(Miami)	2.8
WLIZ	1380	(Lake Worth)	.7	WNWS	790	(Miami)	.9
WPOM	1600	(Riviera Beach)	2.5	WPIP	980	(Pompano Beach)	1.2
WSBR	740	(Boca Raton)	1.9	WQAM	560	(Miami)	1.5
WSWN	900	(Belle Glade)	1.2	WRBD	1470	(Pompano Beach)	1.2
WAIA-F	97.3	(Miami)	1.9	WWWL-F	93.9	(Miami)	1.6
WXY-F	105.9	(Ft. Lauderdale)	1.3	WYOR-F	105.1	(Coral Gables)	1.2
WCKO-F	102.7	(Pompano Beach)	1.9				

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	4 (1)	196 (6)	200 (7)	31.8
ROCK/CONTEMP	10 (1)	146 (8)	156 (9)	24.8
COUNTRY	26 (1)	89 (1)	115 (2)	18.3
NEWS/TALK	59 (4)		59 (4)	9.4
MOR/AC	34 (3)	13 (1)	47 (4)	7.5
BLACK/DISCO	33 (3)		33 (3)	5.3
BIG BAND	13 (1)		13 (1)	2.1
RELIGION	5 (1)		5 (1)	0.8

628 (31)

RADIO STATIONS FOR OTHER STATIONS SEE MIAMI

WEAT, 850, 1 KW (DA-1)	COUNTRY	ABC-I, \$38.00	(Katz)	Curt Gowdy
WIRK, 1290, 5 KW/1 KW (DA-N), AC		, \$29.25	(Mc-Guild)	
WJNO, 1230, 1 KW/250 W	NEWS	CBS, \$12.50	(Blair)	Fairbanks
WPBR, 1340, 1 KW/250 W	NEWS/TALK	MBS, \$13.25	(Smith)	
WEAT-F, 104.5, 100 KW @ 420, BTFL MUS (Schulke)		, \$38.00	(Katz)	Curt Gowdy
WIRK-F, 107.9, 100 KW @ 400, COUNTRY		, \$29.25	(Mc-Guild)	
WJNO-F, 97.9, 100 KW @ 400, ROCK (Drake-Chen?)		, \$21.00	(Blair)	Fairbanks
WNGS-F, 92.1, 3 KW @ 280, CONTEMP (TM)		, \$21.00	(P/W)	
WNJY-F, 94.3, 3 KW @ 300, BTFL MUS (FM-100)		, \$20.00	(Christal)	Patten

WICHITA

Market # 97  
 Revenue Rank # 56  
 Income Rank # 39  
 APR 14.7  
 SMSA Pop: 396,900

Revenue : \$8,389,537  
 Income : \$1,366,969  
 % Rev Change: +17.8%  
 Stations: 16/9

National Rev: \$976,321  
 Nat Rev per Cap: \$2.46  
 Tot Rev per Cap: \$21.14  
 Tot Inc per Cap: \$3.44  
 Profit Margin: 16.3%

12+ METRO 1/4/SHARE	A/M 79	O/N 78	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KFH	83/17.3	11.4	8.2	10.1	10.4	1. KFH 1581/32.5
2. KFDI	61/12.7	12.2	13.7	13.3	14.2	2. KFDI 1339/22.3
3. KBRA-F	54/11.3	9.6	9.6	11.5	8.9	3. KEYN-F 1159/23.9
4. KAKE	47/ 9.8	12.4	9.4	11.1	10.4	4. KLEO 1117/20.9
5. KEYN-F	46/ 9.6	9.0	17.3	12.7	18.0	5. KARD-F 1082/19.1
6. KICT-F	45/ 9.4	11.2	6.4	3.8	4.0	6. KAKE 985/26.9
7. KARD-F	35/ 7.3	6.8	5.6	6.3	4.4	7. KBRA-F 914/20.9
8. KLEO	26/ 5.4	10.0	11.4	12.5	16.0	8. KEYN 641/15.9
9. KEYN	15/ 3.1	3.8	3.6	3.0	---	9. KFDI-F 605/10.1
10. KFDI-F	14/ 2.9	3.8	5.0	4.4	3.6	10. KICT-F 552/13.3

12+ FM SHARE (METRO): 46.56% (210 of 451) (O/N 78: 47.75%)

12+ FM SHARE (TSA) : 49.70% (331 of 666) (O/N 78: 47.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KEYN-F	1. KICT-F	1. KFH	1. KFH	1. KFH	1. KFH
2. KICT-F	2. KEYN-F	2. KFDI	2. KFDI	2. KFDI	2. KFDI
3. KLEO	3. KARD-F	3. KICT-F	3. KAKE	3. KBRA-F	3. KEYN-F
	4. KAKE	4. KAKE	4. KBRA-F	4. KAKE	4. KAKE

OTHER RATED STATIONS/METRO SHARE

KDRB-F	95.9	(Derby)	.8	KOEZ-F	92.3	(Newton)	.6
KOYY-F+	99.3	(El Dorado)	1.0	KSKU-F	102.1	(Hutchinson)	1.3
KSGL	900		1.5				

FORMATS	AM	FM	TOTAL	%
COUNTRY	144 (2)	18 (2)	162 (4)	35.9
ROCK/CONTEMP	41 (2)	97 (3)	138 (5)	30.6
MOR/AC	47 (1)	35 (1)	82 (2)	18.2
BTFL MUSIC		57 (2)	57 (2)	12.6
RELIGION	7 (1)		7 (1)	1.6
UNKNOWN	2 (1)	3 (1)	5 (2)	1.1
			451 (16)	

RADIO STATIONS

KAKE, 1240, 1 KW/250 W	, AC	ABC-E, \$24.50	(Katz)
KEYN, 1410, 5 KW/1 KW (DA-2),	ROCK	, \$24.75	(Mc-Guild)
KFDI, 1070, 5 KW/1 KW (DA-N),	COUNTRY	MBS, \$28.35	(Torbet) Great Empire
KFH, 1330, 5 KW (DA-N)	, COUNTRY	CBS, \$33.00	(Eastman)
KLEO, 1480, 5 KW/1 KW	, ROCK	, \$25.50	(Christal) Swanson
KARD-F, 107.3, 100 KW @ 884,	MOR (Bonne)	, \$17.50	(HR/Stone) Kans State Net
KBRA-F, 97.9, 85 KW @ 420,	BTFL MUS (Schulke)	, \$25.90	(Eastman)
KEYN-F, 103.7, 100 KW @ 860,	ROCK	, \$24.75	(Mc-Guild)
KFDI-F, 101.3, 100 KW @ 444,	COUNTRY	, \$12.60	(Torbet) Great Empire
KICT-F, 95.1, 100 KW @ 550,	AOR (Burk-Abr)	, \$23.25	(Katz)
KOEZ-F, 92.3, 100 KW @ 450,	BTFL MUSIC	, \$ 6.60	(Corbett) Peoria Journal Star (NEWTON)
KSKU-F, 102.1, 100 KW @ 550,	ROCK	, \$ 6.25	(Gray) (HUTCHINSON)

TV STATIONS	Wichita	Hutchinson	ABC	CBS, Minneapolis Star & Tribune
KAKE	10			
KTVH	12			

NEWSPAPERS	Wichita Eagle	M	122,890, Knight-Ridder
	Wichita Beacon	E	41,540, Knight-Ridder

YOUNGSTOWN

Market # 74  
 Revenue Rank # 100  
 Income Rank # 122  
 APR 15.2  
 SMSA Pop: 536,600

Revenue : \$4,542,458  
 Income : \$ 272,255  
 % Rev Change: +7.7%  
 Stations: 18/9

National Rev: \$949,977  
 Nat Rev per Cap: \$1.77  
 Tot Rev per Cap: \$8.47  
 Tot Inc per Cap: \$ .51  
 Profit Margin: 6.0%

		A/M	A/M				
12+ METRO	1/4/SHARE	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WBBW-F	99/14.4	15.1	11.7	1. WKBN-F	134	1. WYFM-F	2095/27.9
2. WKBN-F	94/13.7	16.2	13.8	2. WYFM-F	126	2. WKBN-F	1743/26.6
3. WKBN	77/11.2	8.6	11.0	3. WBBW	106	3. WKBN	1713/27.7
4. WYFM-F	72/10.5	10.6	10.7	4. WKBN	92	4. WHOT	1313/25.4
5. WHOT	61/ 8.9	11.6	11.4	5. WHOT	65	5. WBBW	1230/25.7
6. WFMJ	38/ 5.5	3.5	2.6	6. WFMJ	41	6. WFMJ	836/15.3
7. WSRD-F	32/ 4.7	5.1	5.0	7. WSRD-F	39	7. WSRD-F	776/13.0
8. WNIO	30/ 4.4	2.6	3.7	8. WNIO	33	8. WHHH	587/12.8
9. WHHH	26/ 3.8	2.1	3.8	WPIC	33	9. WPIC	507/ 3.5
10. WMMS-F	21/ 3.1	2.1	2.6	10. WHHH	27	10. WMMS-F	384/ 6.8

12+ FM SHARE (METRO): 43.27% (267 of 617) (O/N 78: NA)  
 12+ FM SHARE (TSA) : 48.43% (386 of 797) (O/N 78: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYFM-F	1. WYFM-F	1. WKBN-F	1. WKBN-F	1. WKBN-F	1. WBBW
2. WHOT	2. WHOT	2. WKBN	2. WKBN	2. WBBW	2. WKBN
	3. WSRD-F	WYFM-F	3. WBBW	3. WKBN	3. WHOT+
	4. WKBN	4. WHOT	4. WYFM-F	4. WFMJ	4. WYFM-F

OTHER RATED STATIONS/METRO SHARE

WWIZ-F	103.9	(Mercer)	1.9	WPIC	790	(Sharon)	1.0
WQOD-F	93.3		.4	WTOF-F	98.1	(Canton)	1.2
WDMT-F	107.9	(Cleveland)	1.7	WWWE	1100	(Cleveland)	1.7
WGCL-F	98.5	(Cleveland)	.4	WWWM-F	105.7	(Cleveland)	1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	61 (1)	149 (6)	210 (7)	34.0
MOR/AC	160 (5)		160 (5)	25.9
NEWS/TALK	99 (1)		99 (1)	16.0
BTFL MUSIC		94 (1)	94 (1)	15.2
COUNTRY	30 (1)	13 (1)	43 (2)	7.0
RELIGION		8 (1)	8 (1)	1.3
VARIETY		3 (1)	3 (1)	0.5
			617 (18)	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W	, TALK	ABC-E,ABC-I, \$22.00	(Mc-Guild)
WFMJ, 1390, 5 KW (DA-N)	, MOR/AC	NBC, \$21.75	(Buckley)
WHHH, 1440, 5 KW (DA-2)	, MOR	, \$11.00	(Market 4)
WHOT, 1330, 500 W/1 KW (DA-2),	ROCK	, \$22.50	(Eastman) Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$33.00	(Katz)
WNIO, 1540, 500 W (DAYS) (DA),	COUNTRY,	MBS, \$13.00	(PRO)
WPIC, 790, 1 KW (DAYS)	, AC/MOR	ABC-I, \$26.00	(Torbet) Regional

TV STATIONS

WFMJ	Youngstown	21	NBC, Youngstown Vindicator
WKBN	Youngstown	27	CBS WYTV Youngstown 33 ABC

NEWSPAPERS

Youngstown Vindicator	E	102,381
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CONTINUATION PAGE

SALINAS-SEASIDE-MONTEREY

<u>TV STATIONS</u>	KMST	Monterey	46	CBS, Retlaw	KSBW	Salinas	8	NBC, Blair
<u>NEWSPAPERS</u>		Salinas Californian		E	23,838,	Gannett		
		Monterey Peninsula Herald		E	30,615			

AKRON

<u>TV STATION</u> -	WAKR	Akron	23	ABC, Group One
<u>NEWSPAPER</u> -	Akron Beacon Journal		E	165,223

ALLENTOWN-BETH-EASTON

<u>TV STATIONS</u>	WFMZ	Allentown	69	IND
<u>NEWSPAPERS</u>	Allen Call	M	102,556	Beth Globe-Times E 34,630
	Allen Chron	E	22,466	Easton Express E 52,163

ROCHESTER

<u>TV STATIONS</u>	WHEC	Rochester	10	CBS, Gannett
	WROC	Rochester	8	NBC, Ziff-Davis
	WOKR	Rochester	13	ABC
<u>NEWSPAPERS</u>	Rochester Demo & Chronicle	M	125,561,	Gannett
	Rochester Times-Union	E	124,274,	Gannett

SAN ANTONIO

AM STATIONS

KBUC, 1310,	5 KW (DAYS) (DA), COUNTRY	ABC-I, \$25.00	(Torbet)	Sigmor
KCCW, 930,	5 KW/1 KW (DA-N), COUNTRY	MBS, \$26.00	(RKO)	Southwest
KCOR, 1350,	5 KW (DA-N), SPANISH	, \$71.25	(Katz)	Tichenor
KEDA, 1540,	1 KW (DAYS), SPANISH	, \$16.50	(Selcom)	
KKYX, 680,	50 KW/10 KW (DA-N), COUNTRY	, \$50.75	(Christal)	Swanson
KONO, 860,	5 KW/1 KW (DA-N), CONTEMP (New World)	MBS, \$48.00	(MMR)	Mission
KTSA, 550,	5 KW (DA-N), ROCK	, \$90.00	(Blair)	
WOAI, 1200,	50 KW (Clear), NEWS/TALK	CBS, \$64.00	(Eastman)	Clear Chann

FM STATIONS

KBUC-F, 107.5,	100 KW @ 408, COUNTRY	ABC-I, \$25.00	(Torbet)	Sigmor
KISS-F, 99.5,	13 KW @ 475, ROCK (New World)	, \$57.00	(MMR)	Mission
KQXT-F, 101.9,	100 KW @ 670, BTFL MUS (Schulke)	, \$49.50	(Katz)	Tichenor
KTFM-F, 102.7,	99 KW @ 660, ROCK	, \$55.00	(Blair)	
KZZY-F, 100.3,	100 KW @ 501, ROCK	ABC-F, MBS, \$26.00	(RKO)	Southwestern
WOAI-F, 97.3,	100 KW @ 472, BTFL MUS	, \$19.00	(Eastman)	Clear Channel

TV STATIONS

	KENS	San Antonio	5	CBS, Harte-Hanks
	KMOL	San Antonio	4	NBC, 20th Century Fox
	KSAT	San Antonio	12	ABC, Outlet
	KWEX	San Antonio	41	IND, Spanish International
<u>NEWSPAPERS</u>	San Antonio Light	E	124,754	
	San Antonio News	E	75,973	
	San Antonio Express	M	81,251	



OMAHA

TV STATIONS KETV Omaha 7 ABC, Pulitzer KMTV Omaha 3 NBC, May  
 WOLT Omaha 6 CBS, San Francisco Chronicle

NEWSPAPERS Omaha World-Herald (M-124,112) (E-111,092)

TOLEDO

TV STATIONS WDHO Toledo 24 ABC WSPD Toledo 13 NBC, Storer  
 WTOL Toledo 11 CBS, Cosmos

NEWSPAPERS Toledo Blade E 170,349

TUCSON

TV STATIONS KGUN Tucson 9 ABC, May KVOA Tucson 4 NBC, Donrey  
 KOLD Tucson 13 CBS, Det News KZAZ Tucson 11 IND

NEWSPAPERS Tucson Star M 64,582 Tucson Citizen E 58,747

TULSA

TV STATIONS KOTV Tulsa 6 CBS, Corinthian KTEW Tulsa 2 NBC, Scripps-How  
 KTUL Tulsa 8 ABC, Leake

NEWSPAPERS The Tulsa World M 121,127 The Tulsa Tribune E 77,833

RICHMOND

TV STATIONS WTVR Richmond 6 CBS, Park WXEX Richmond 8 ABC, Nationwide  
 WWBT Richmond 12 NBC, Jeff-Pilot

NEWSPAPERS Richmond News-Leader E 115,576, Media General  
 Richmond Times-Dispatch M 136,695, Media General

ALBUQUERQUE

TV STATIONS KGGM Albuquerque 13 CBS, Harriscope  
 KMXN Albuquerque 23 IND  
 KOAT Albuquerque 7 ABC, Pulitzer  
 KOB Albuquerque 4 NBC, Hubbard

NEWSPAPERS Albuquerque Journal M 79,568, Scripps-Howard  
 Albuquerque Tribune E 39,713, Scripps-Howard

FRESNO

TV STATIONS KAIL Fresno 53 IND KFTV Hanford 21 IND, Span Int  
 KMJ Fresno 24 NBC, McClatchy KJEO Fresno 47 ABC, Retlaw  
 KFSN Fresno 30 CBS, Cap Cit KMPH Tulare 26 IND

NEWSPAPER Fresno Bee M 128,773, McClatchy

WEST PALM BEACH

TV STATIONS WPEC West Palm Beach 12 ABC  
 WPTV West Palm Beach 5 NBC, Scripps-Howard

NEWSPAPERS Palm Beach Post M 74,981 Palm Beach Times E 28,961

ARBITRON CONDENSED MARKET REPORTS

On the following pages the Arbitron "Condensed Market Reports" can be found. These reports are based upon the Apr/May 79 survey period. These reports arrived too late to be included in the Spring 79 issue of American Radio.

The share figures are 12+ Metro, 1/4 HR AVG, Broadcast Week. The spot rate is the 18x, equal dayparts rate. None of the data from this section is included in any of the tables in Section II.

BANGOR, ME

1. WLBS	23.7	620, 5 KW	, ROCK	NBC, \$16.75	(Schutz)	Maine Bdot
2. WBGW-F	16.9	97.1, 5 KW @ 1228	, COUNTRY	ABC-E, \$16.80	(Torbet)	Hildreth
WABI	16.9	910, 5 KW (DA-N)	, MOR	ABC-C, \$16.80	(Torbet)	Hildreth
4. WGUY-F+	10.2	100.9, 1 KW @ 484	, CONTEMP	, \$10.00	(Masla)	
5. WPBC-F	9.0	92.9, 15 KW @ 781	, BTFL MUS	, \$10.00	(Groskin)	
6. WMKR	4.5	1240, 1 KW/250 W	, MOR	CBS, \$ 4.75	(Kirby)	

BECKLEY, WY

1. WJLS	34.7	560, 5 KW/500 W	, COUNTRY	CBS, \$ 9.00	(Regional)	
2. WCIR-F+	25.5	103.7, 25 KW @ 355	, MOR/AC	, \$16.50	(-----)	
3. WWRN	18.4	620, 1 KW/500 W	, CONTEMP	, \$ 9.00	(Katz)	Gulf/Rahall
4. WHAJ-F	5.1	104.5, 100 KW @ 1197,	, BTFL MUS	, \$ 7.50	(-----)	Daily Tele
5. WOAY+	4.1	860, 10 KW (DAYS)	, MOR	ABC-I, \$ 6.25	(Sav-Gates)	
6. WBKW-F	3.1	99.5, 34 KW @ 1050	, RELIGION	, \$ 5.00	(-----)	

BELLINGHAM, WA

1. KGMI	26.1	790, 5 KW/1 KW	, MOR	ABC-I, \$14.00	(Market 4)	
2. KBFW	15.2	930, 1 KW (Days)	, COUNTRY	, \$ 9.00	(Lotus)	Sterling
3. KPUG	10.9	1170, 5 KW/1 KW	, CONTEMP	MBS, \$11.50	(Masla)	
4. KERI-F	5.4	104.3, 60 KW @ 2310	, ROCK	MBS, \$ 8.25	(Masla)	
KISM-F	5.4	92.9, 50 KW @ 2800	, AOR	ABC-F, \$10.25	(Market 4)	
CFUN	5.4	1410, 50 KW	, ? ?	, \$-----	(VANCOUVER)	

BILOXI, MS

1. WQID-F	36.4	93.7, 100 KW @ 400	, ROCK	ABC-C, \$17.00	(Torbet)	New South
2. WVMJ	13.1	570, 5 KW/1 KW	, COUNTRY	ABC-E, \$13.00	(Torbet)	New South
3. WROA-F	7.8	107.1, 3 KW @ 400	, BTFL MUS	NBC, \$ 8.75	(Buckley)	
4. WTIK	4.9	See New Orleans				
WTAM-F	4.9	102.3, 3 KW @ 317	, BLACK	NBN, \$ 8.00	(Howard)	
6. WSMB	2.9	See New Orleans				

BOZEMAN, MT

1. KBOZ	43.8	1090, 5 KW	, CONTEMP/AC	NBC, \$ 7.20	(Moore)	
2. KXXL	18.8	1450, 1 KW/250 W	, COUNTRY	, \$ 5.00	(PRO)	
3. KBMN	14.6	1230, 1 KW/250 W	, MOR	ABC-I, \$ 7.50	(S/R)	
4. KGVW-F	10.4	96.7, 2.9 KW @ 195	, BTFL MUS	, \$ 4.00	(Market 4)	

DOTHAN, AL

1. WOOF-F	21.1	99.7, 100 KW @ 340	, BTFL MUS	, \$ 6.00	(Carpenter)
2. WTVY-F	15.8	95.5, 100 KW @ 1078	, COUNTRY	CBS, \$ 7.80	(PRO)
3. WKMX-F	13.7	106.7, 100 KW @ 432	, CONTEMP	, \$ 7.75	(Beaver) (ENTERPRISE)
4. WOOF	10.5	560, 5 KW (DAYS)	, ROCK	MBS, \$ 6.00	(Carpenter)
5. WAGF	9.5	1320, 1 KW	, COUNTRY	, \$ 6.00	(-----)
WPFM-F	9.5	107.9, 89 KW @ 740	, ROCK	ABC-E, \$14.00	(HR/Stone) (PANAMA CITY)
7. WWNT	8.4	1450, 1 KW/250 W	, MOR	ABC-E, \$ 7.10	(Ocho)

FAYETTEVILLE, ARK

1. KFAY	18.7	1250, 1 KW (DAYS)	, COUNTRY	, \$ 8.00	(Sav-Gates)
KKEG	18.7	92.1, 3 KW @ 190	, ROCK	, \$ 9.00	(Sav-Gates)
3. KCIZ	16.8	1590, 1 KW	, ROCK	, \$ 6.00	(-----)
4. KNWA	5.6	104.1, 800 W @ 510	, BTFL MUS	, \$ 5.00	(-----)
KAMO+	5.6	1390, 1 KW (DAYS)	, MOR	CBS, \$ 3.25	(Devney)
6. KUDA	4.2	1290, 5 KW (DAYS)	, COUNTRY	, \$ 3.40	(-----)

FT MYERS, FL

1. WCVU-F	31.8	94.5, 100 KW @ 689	, BTFL MUS	, \$23.50	(Blair) Palmer (NAPLES)
2. WAYK	9.2	1440, 5 KW/1 KW	, BTFL MUS	ABC-I, \$14.00	(-----)
3. WMYR	8.8	1410, 5 KW	, CONTEMP	, \$13.00	(-----)
4. WRCC-F	7.7	103.9, 3 KW @ 300	, BTFL MUS	, \$11.00	(Bolton)
5. WINK	7.3	1240, 1 KW/250 W	, MOR	CBS, \$15.00	(PRO)
6. WHEW-F	6.9	101.9, 71 KW @ 207	, COUNTRY	, \$13.00	(-----)
7. WINK-F	6.1	96.9, 44 KW @ 300	, BTFL MUS	, \$14.00	(PRO)

FT PIERCE, FL

1. WOWV-F	21.6	95.5, 100 KW @ 518	, ROCK	, \$13.00	(-----)
2. WFTP	15.5	1330, 1 KW/500 W	, COUNTRY	ABC-E, \$11.00	(Bunchez)
3. WMCF-F	12.9	92.7, 3 KW @ 340	, BTFL MUS	, \$10.75	(-----)
4. WLQY-F	9.5	98.7, 100 KW @ 340	, AC	, \$ 8.00	(Bunchez)
5. WIRA	8.6	1400, 1 KW/250 W	, MOR	, \$ 7.50	(-----)
6. WEAT-F	6.9	See West Palm Beach			

GRAND JUNCTION

1. KEXO	22.8	1230, 1 KW (DAYS)	, ROCK	ABC-C, \$10.00	(S/R)
KQIX-F	22.8	93.1, 25 KW @ -170	, CONTEMP	, \$ 7.50	(Masla)
3. KQIL	20.3	1340, 1 KW/250 W	, COUNTRY	MBS, \$ 7.00	(Masla)
4. KREX-F	10.1	92.3, 30 KW @ -42	, BTFL MUS	, \$ 8.25	(PRO)
5. KREX	7.6	1100, 50 KW/10 KW	, MOR	CBS, \$ 9.75	(PRO)
6. KSTR	5.1	620, 5 KW (DAYS)	, MOR	NBC, \$ 7.00	(Sav-Gates)

HARRISONBURG, VA

1. WSVA	25.4	550, 5 KW/1 KW	, MOR	, \$10.00	(PRO) Gilmore
2. WQPO-F	16.7	100.7, 7 KW @ 340	, CONTEMP	, \$ 8.00	(PRO) Gilmore
WKCY	16.7	1300, 5 KW (DAYS)	, COUNTRY	, \$12.25	(-----)
4. WHBG	13.2	940, 5 KW (DAYS)	, CONTEMP	, \$ 6.00	(-----)

JOHNSTOWN, PA

1. WCRO	14.6	1230, 1 KW/250 W	, CONTEMP	ABC-C, \$19.00	(HR/Stone)
2. WJAC	9.3	850, 10 KW	, MOR	NBC, \$18.00	(Torbet)
WJNL-F	9.3	96.5, 50 KW @ 490	, ? ? ?	, \$16.00	(PRO)
4. WJAC-F	8.2	95.5, 57 KW @ 1060	, BTFL MUS	, \$ 9.00	(Torbet)
5. WWBR	7.9	1350, 1 KW (DAYS)	, COUNTRY	ABC-E, \$ 6.00	(-----)
6. WJNL	6.2	1490, 1 KW/250 W	, CONT/AC	CBS, \$16.00	(PRO)

JOPLIN, MO

1. KSYN-F	27.2	92.5, 100 KW @ 430	, CONTEMP	ABC-F, \$14.00	(Bunchez)
2. KFSB	21.0	1310, 5 KW/1 KW	, CONTEMP	ABC-E, \$ 8.50	(Walton)
3. KODE	7.4	1230, 1 KW/250 W	, MOR	CBS, \$ 7.50	(PRO) Gilmore
4. KDMO	6.2	1490, 1 KW/250 W	, MOR	ABC-I, \$ 6.40	(Sav-Gates)
KOAM	6.2	860, 10 KW/5 KW	, COUNTRY	NBC, \$26.00	(Masla) Kansas St Net

LA CROSSE, WI

1. WKTY	31.5	580, 5 KW/1 KW	, MOR	ABC-E, \$17.50	(Buckley)
2. WIZM-F	18.9	1410, 5 KW	, AC	NBC, \$15.60	(HR/Stone) Midwest Fam
3. WIZM	15.3	93.3, 100 KW @ 557	, ROCK	, \$15.60	(HR/Stone) Midwest Fam
4. WSPL-F	7.2	95.9, 3 KW @ 900	, AOR	ABC-F, \$ 6.50	(Buckley)
5. WLCX	6.3	1490, 1 KW/250 W	, CONTEMP	, \$ 7.00	(PRO)
6. WLXR-F	4.5	104.9, 1.4 KW @ 430	, COUNTRY	, \$ 6.60	(PRO)

MISSOULA, MT

1. KGRZ	24.1	1450, 1 KW/250 W	, COUNTRY	, \$ 7.50	(Tacher) Ingstad
2. KDXT-F	18.4	93.3, 50 KW @ 2576	, ROCK	, \$ 3.50	(-----)
3. KGV0	12.6	1290, 5 KW	, MOR	CBS, \$ 9.00	(Masla) Western
4. KYSS	10.3	930, 5 KW (DAYS)	, COUNTRY	ABC-I, MBS, \$ 8.30	(S/R) Hatch
KYLT	10.3	1340, 1 KW/250 W	, ROCK	, \$ 7.50	(Hix)
KYSS-F	10.3	94.9, 30 KW @ 7600	, BTFL MUS	ABC-I, \$ 8.30	(S/R) Hatch

ODESSA, TX

1. KRIG	25.0	1410, 1 KW	, ROCK	, \$13.00	(Sav-Gates)
2. KYXX	19.6	920, 1 KW/500 W	, COUNTRY	, \$ 9.25	(Smith)
3. KQIP-F	10.7	96.9, 100 KW @ 500	, BTFL MUS	, \$ 6.00	(Smith)
4. KOZA	7.1	1230, 1 KW/250 W	, MOR	, \$12.00	(Milam) (MIDLAND)

OWENSBORO, KY

1. WVJS	32.4	1420, 5 KW/1 KW	, AC	ABC-C, \$15.00	(Masla)
2. WOMI	27.8	1490, 1 KW/250 W	, ROCK	, \$14.25	(PRO)
3. WBKR-F	13.9	92.5, 77 KW @ 427	, COUNTRY	, \$14.25	(PRO)
4. WSTO-F	12.0	96.1, 100 KW @ 370	, BTFL MUS	ABC-F, \$14.50	(Masla)
5. WKDQ-F	6.5	See Evansville in Spring 79 Report			
6. WGBF	1.9	See Evansville in Spring 79 Report			

PARKERSBURG, WY

1. WXIL-F	33.1	95.1, 50 KW @ 500	, ROCK	, \$13.00	(-----)
2. WKYG	18.8	1230, 1 KW/250 W	, COUNTRY	ABC-I, \$ 6.50	(Sav-Gates)
3. WPAR	12.2	1450, 1 KW/250 W	, MOR	NBC, \$ 8.00	(Masla)
4. WMOA	5.0	1490, 1 KW/250 W	, VARIETY	CBS, \$ 7.35	(-----)
5. WBRJ	3.9	910, 5 KW (DAYS)	, COUNTRY	, \$ 6.00	(Regional)

RAPID CITY, SD

1. KIMM	25.7	1150, 5 KW (DAYS)	, COUNTRY	, \$12.40	(S/R)
2. KOTA	19.5	1380, 5 KW	, MOR	CBS, \$13.00	(Katz) Duhamel
3. KKLS	15.9	920, 5 KW (DAYS)	, CONTEMP	, \$14.00	(PRO) Ingstad
4. KBHB	8.8	810, 5 KW (DAYS)	, COUNTRY	, \$ 7.00	(Masla) (STURGIS)
5. KGGG-F	8.0	100.3, 100 KW @ 450	, ROCK	ABC-F-C, \$ 8.80	(S/R)
6. KTOQ	7.1	1340, 1 KW/250 W	, AC	, \$ 7.25	(----) Tom Brokaw

RIVERSIDE/SAN BERNARDINO, CAL\*

1. KDUO-F	5.4	97.5, 72 KW @ 1600	, BTFL MUS	, \$27.00	(Blair)
2. KFXM	4.2	590, 1 KW	, ROCK	, \$40.00	(Blair)
3. KCKC	4.1	1350, 5 KW/500 W	, COUNTRY	, \$25.00	(Mc-Guild)
KBON-F	4.1	103.9, 38 KW @ 2540	, BTFL MUS	NBC,ABC-I, \$30.00	(Selcom)
5. KCAL-F	3.7	96.7, 3 KW @ 300	, AOR	, \$23.00	(HR/Stone)
6. KDIG	3.6	1240, 1 KW/250 W	, COUNTRY	NBC,ABC-I, \$30.00	(Selcom)
7. KHNY-F	2.9	92.7, 160 W @ 1620	, BTFL MUS	MBS, \$16.00	(PRO)
8. KPRO	2.6	1440, 1 KW	, MOR	CBS, \$14.50	(HR/Stone)
9. KMEN	1.9	1290, 5 KW	, MOR/AC	, \$21.00	(Torbet)
10. KQLH-F	1.7	95.1, 15 KW @ 3200	, ROCK	, \$48.00	(-----)

\* Stations home to metro only

SAN ANGELO, TX

1. KIXY-F	23.8	94.7, 39 KW @ 140	, ROCK	MBS, \$ 7.75	(PRO) Abaris
2. KGKL	22.5	960, 5 KW/1 KW	, ROCK	ABC-C, \$ 7.25	(Torbet)
3. KWLW-F	13.8	93.9, 34 KW @ 165	, BTFL MUS	, \$ 6.00	(Masla)
KTEO	13.8	1340, 1 KW/250 W	, COUNTRY	, \$ 8.50	(Masla)
5. KIXY	11.3	1260, 1 KW (DAYS)	, MOR	MBS, \$ 7.75	(PRO) Abaris
6. KPEP	8.8	1420, 1 KW (DAYS)	, COUNTRY	ABC-I, \$ 6.50	(Milam)

SANTA FE, NM

1. KRST	14.5	See Albuquerque			
2. KVSF	13.2	1260, 1 KW	, ROCK	MBS, \$11.25	(PRO)
3. KAFE	9.2	810, 500 W (DAYS)	, COUNTRY	CBS, \$ 6.40	(Hix)
4. KTRC	7.9	1400, 1 KW/250 W	, MOR	, \$ 7.00	(Miller)
KZZX-F	7.9	See Albuquerque			
6. KRKE-F	6.6	See Albuquerque			
KKJY-F	6.6	See Albuquerque			

TWIN FALLS, ID

1. KLIx	29.2	1310, 5 KW/1 KW	, COUNTRY	ABC-I, \$15.00	(S/R)
2. KMTW-F	21.5	96.5, 100 KW @ 310	, ROCK	MBS, \$ 5.00	(Sav-Gates)
3. KTLC	10.8	1270, 5 KW/1 KW	, COUNTRY	NBC, \$ 5.00	(Sand-Glenn)
					Greentree
KEZJ-F	10.8	95.7, 50 KW @ 680	, BTFL MUS	, \$ 7.50	(Masla) Copps
KFMA-F	10.8	92.7, 3 KW @ 760	, MOR	, \$ 3.90	(-----)
6. KEEP	7.7	1450, 1 KW/250 W	, CONTEMP	, \$ 7.50	(Masla) Copps

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SECTION C

MEDIATREND MONTHLY REPORTS\*

ATLANTA MEDIATREND

	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Dec</u> <u>Cume</u>
WKLS-F	13.0	10.6	10.7	3327
WSB	11.9	14.0	9.5	4607
WZGC-F	9.9	11.6	10.1	4115
WVEE-F	8.8	11.6	13.5	2356
WSB-F	6.5	4.0	5.7	2091
WQXI-F	6.2	5.9	8.7	3187
WAOK	6.0	4.0	4.4	1680
WPCH-F	4.9	9.3	7.4	2279
WLTA-F	4.0	3.8	8.1	1135
WGST	3.8	4.2	2.7	2025
WPLO	3.5	4.7	2.8	1463
WRNG	3.3	3.7	3.7	1275
WBIE-F	3.0	2.3	1.2	939
WQXI	1.6	2.0	2.4	1401
WIGO	0.3	0.7	0.3	366

BOSTON MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
WHDH	16.7	15.7	10.2	9.9	6931
WEEI	9.8	6.9	6.6	9.1	5530
WBZ	9.6	9.5	9.1	11.2	5607
WVBF-F	7.9	4.7	5.3	5.1	3520
WCOZ-F	6.8	2.6	8.6	4.2	3196
WJIB-F	6.6	9.3	7.8	8.2	3395
WBCN-F	5.8	7.4	6.6	5.6	3610
WXKS-F	4.6	5.8	5.1	---	2221
WEEI-F	4.4	4.8	5.7	4.3	2168
WROR-F	3.7	5.2	2.2	3.6	1965
WRKO	3.1	2.9	4.3	3.4	3086
WAAF-F	3.0	2.0	1.8	1.7	1561
WITS	2.6	3.1	3.9	4.3	1127
WHUE-F	2.1	2.1	2.3	3.5	837
WCRB-F	1.5	1.6	1.5	0.8	731
WSSH-F	0.9	2.5	2.7	3.7	660
WBZ-F	0.8	0.2	0.1	0.5	960
WBOS-F	0.3	2.0	1.3	0.7	987
WHUE	0.2	0.1	0.7	1.1	404
WXKS	0.2	---	0.1	---	259

CHICAGO MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
WGN	11.4	9.8	11.8	11.1	13120
WIND	9.9	3.1	6.2	5.8	7831
WLOO-F	7.3	6.4	7.3	8.7	6682
WLS	5.8	7.9	4.3	5.9	11560
WLUP-F	5.8	3.7	7.6	6.6	7613
WGCI-F	5.0	2.9	1.4	1.5	3524
WMAQ	5.0	6.0	4.1	4.1	6758
WBBM	4.9	8.4	5.5	13.5	11100
WLAK-F	4.0	7.7	9.4	4.9	6552
WMET-F	3.1	2.6	2.5	1.6	5575
WFYR-F	2.8	3.3	---	4.7	3501
WKQX-F	2.7	2.0	2.2	---	4870
WEFM-F	2.6	2.4	4.5	2.9	5386
WCLR-F	2.4	4.0	3.1	2.5	3513
WVON	2.4	2.4	---	2.7	6317
WDAI-F	2.3	3.0	2.6	3.5	3018
WFMT-F	2.0	---	2.3	1.7	----
WXRT-F	1.9	---	2.4	---	2819
WBMX-F	1.7	3.3	5.0	3.0	4432
WBBM-F	1.5	2.3	---	---	3624

CLEVELAND MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
WMMS-F	11.9	14.7	12.4	12.8	3310
WHK	9.8	7.6	4.6	5.4	2433
WERE	8.5	5.6	6.4	5.7	2636
WQAL-F	8.0	6.6	8.9	8.7	2183
WGCL-F	7.2	5.7	7.5	6.0	3319
WGAR	6.8	4.3	7.3	5.8	2525
WDOK-F	6.6	7.8	5.6	5.3	2305
WJW	4.9	3.7	4.3	5.0	1239
WWWE	4.6	3.7	3.4	3.7	1727
WZZP-F	4.3	3.2	2.8	2.5	1814
WLYT-F	3.5	3.2	1.8	4.6	1729
WWWM-F	3.3	3.5	3.2	4.3	2131
WDMT-F	2.9	3.4	3.4	4.0	1084
WJMO	2.5	7.3	5.7	6.1	1117
WKSX-F	2.3	3.6	3.6	4.4	1115
WCLV-F	2.2	3.8	5.2	1.8	795
WBBG	2.0	3.0	2.2	4.1	792
WABQ	0.8	0.6	0.7	0.6	504
WDBN-F	0.2	0.9	0.4	0.4	249

\*These tables show Mediastat data for 15 large markets for the last few months. The share figures are Mon-Sun, 6A-MID,12+. The cume figure is in hundreds.

DALLAS-FORT WORTH MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
KVIL-F	10.5	13.6	9.5	3332
KSCS-F	10.1	10.1	9.8	3377
KFJZ-F	8.0	6.0	5.3	2412
WBAP	7.3	7.9	5.3	3912
KTXQ-F	7.2	5.9	7.5	2121
KRLD	6.8	6.4	5.7	3542
KKDA-F	5.6	5.5	7.2	2989
KMEZ-F	5.3	3.9	5.9	1497
KNUS-F	5.0	2.0	2.4	2449
KBOX	4.2	3.7	2.2	2269
KZEW-F	4.1	5.4	4.7	1918
KMGC-F	3.9	1.5	3.1	1364
KNOK-F	3.0	0.9	4.0	1451
WFAA	3.0	6.6	5.3	1941
KOAX-F	2.4	3.6	2.7	1385
KPLX-F	2.3	0.7	2.3	550
KLIF	2.2	2.4	3.4	1400
WRR-F	1.4	---	2.2	451
KESS-F	1.1	---	---	379
KFJZ	0.9	0.7	---	593

DENVER MEDIATREND

	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Dec</u> <u>Cume</u>
KOA	8.3	6.2	6.9	2636
KLZ	8.0	6.0	4.0	1463
KLIR-F	7.6	6.2	7.7	1693
KAZY-F	6.7	9.0	10.5	1644
KIMN	6.3	6.3	4.3	2058
KVOD-F	5.5	4.8	5.6	1178
KYGO-F	5.1	2.4	1.8	986
KOSI-F	4.8	9.2	6.7	1290
KHOW	4.7	7.2	4.5	1749
KOAQ-F	4.3	3.8	5.2	1491
KPPL-F	4.3	5.2	5.6	----
KTLK	4.1	6.2	3.8	1666
KDKO	3.6	2.8	2.7	633
KBCO-F	3.3	1.1	1.4	---
KBPI-F	3.1	5.4	5.2	1592
KDEN	2.4	2.1	1.4	882
KHOW-F	2.3	1.1	1.8	614
KWBZ	1.8	1.7	1.8	435
KERE	1.5	1.3	---	488
KADX-F	1.4	2.1	2.9	712

DETROIT MEDIATREND

	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Dec</u> <u>Cume</u>
WJR	15.9	13.0	10.4	8775
WRIF-F	8.0	7.3	9.8	6898
WABX-F	6.7	3.5	4.9	4843
WXYZ	6.5	6.7	4.3	2844
WWJ	6.1	5.0	6.2	5179
WCZY-F	5.5	2.6	2.1	----
CKLW	4.4	3.7	4.3	4870
WWWW-F	3.9	4.2	5.3	5697
WJR-F	3.8	4.2	5.5	3265
WJZZ-F	3.7	4.7	3.3	2100
WOMC-F	3.7	7.4	4.8	3501
WMJC-F	3.6	7.1	5.8	3742
WTWR-F	3.6	4.1	1.3	2923
WCXI	3.1	2.2	5.1	1629
WWJ-F	3.1	2.0	2.2	2482
WDRQ-F	2.5	4.2	3.5	3710
WNIC-F	2.4	2.7	4.9	3836
WGPR-F	2.0	---	3.5	2137
WJLB	1.8	3.7	1.3	2572
WLBS-F	1.7	1.3	1.8	1723

FRESNO MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
KIOY-F	14.7	19.3	13.3	10.9	878
KYNO-F	11.4	9.8	12.7	11.2	659
KKNU-F	10.2	7.9	15.6	8.4	412
KFYE-F	8.4	6.1	8.4	10.6	585
KYNO	8.2	5.0	7.0	10.9	587
KKDJ-F	6.6	---	---	----	318
KMAK	6.5	3.8	3.5	5.3	470
KMJ	6.4	7.8	9.3	8.2	552
KFRE	4.1	4.4	5.1	5.8	340
KARM	3.5	6.2	3.7	2.7	258
KFIG-F	3.0	4.1	5.3	3.7	374
KGST	2.3	2.0	1.4	1.8	195
KXEX	2.1	1.7	1.7	3.6	169
KRDU	1.8	2.0	1.3	1.6	105
KQXR-F	1.8	0.5	0.1	0.5	90
KBOS-F	1.7	3.7	2.7	5.0	162
KMJ-F	0.5	2.4	1.7	0.6	97
KFRY-F	0.2	1.2	0.3	1.0	77



LOS ANGELES MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
KMET-F	8.1	8.2	7.7	10.8	9942
KABC	7.4	7.6	6.8	6.3	8194
KFWB	7.1	5.0	5.2	4.6	1163
KBIG-F	5.2	4.5	4.5	4.7	6385
KRLA	5.2	3.7	6.1	4.4	8015
KRTH-F	4.9	3.6	3.7	---	7399
KNX	4.5	4.0	4.0	4.4	8396
KJOI-F	4.4	5.0	4.9	2.8	5914
KLAC	3.8	3.7	3.1	4.0	5443
KMPC	3.4	2.3	2.6	3.9	6044
KIIS-F	3.2	3.0	5.3	5.1	7264
KUTE-F	2.8	1.9	2.8	4.9	4597
KLOS-F	2.3	2.4	2.7	3.6	7140
KIQQ-F	2.2	1.9	---	1.8	3261
KFI	2.1	2.9	2.3	2.4	5140
KOST-F	2.1	---	2.2	2.5	3532
KGFJ	2.0	---	---	---	----
KJLH-F	2.0	---	----	---	----
KKGO-F	2.0	1.9	1.9	2.4	----
KNX-F	1.7	2.6	2.5	2.5	3163

MILWAUKEE MEDIATREND

	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Dec</u> <u>Cume</u>
WISN	14.8	9.4	11.4	3661
WTMJ	11.8	12.4	10.8	3369
WEZW-F	10.1	12.3	9.3	2387
WLPX-F	8.7	9.5	9.2	2062
WZUU-F	7.4	6.4	7.8	2823
WBCS-F	6.8	12.3	9.5	1747
WOKY	5.0	5.2	5.0	2579
WQFM-F	4.0	3.1	6.3	1275
WFMR-F	3.5	3.6	2.1	1033
WKTI-F	2.8	3.7	2.3	1421
WLUM-F	2.7	1.4	1.3	391
WXJY-F	2.6	1.4	1.3	499
WBKV-F	1.5	0.8	1.5	408
WNUW-F	1.3	0.8	1.4	657
WBCS	1.0	0.4	1.8	386
WAWA	0.8	0.9	0.6	490
WEMP	0.8	1.6	2.5	703
WZUU	0.1	---	---	232

NEW YORK MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
WBLS-F	9.1	7.9	6.4	7.2	15008
WKTU-F	6.4	7.1	8.1	9.2	19116
WOR	6.3	6.3	8.2	6.4	18370
WINS	5.5	4.9	4.3	6.4	21795
WABC	5.3	3.6	4.5	4.9	24576
WMCA	4.4	2.9	2.4	2.8	7288
WCBS	4.3	5.1	4.5	4.1	16991
WADO	4.1	4.3	3.7	5.5	7724
WPAT-F	3.6	3.2	---	1.7	8209
WPLJ-F	3.6	3.9	5.0	4.5	12884
WNBC	3.5	3.6	3.6	3.7	14425
WCBS-F	3.4	---	2.0	1.5	8556
WRFM-F	3.4	2.2	2.9	---	8265
WJIT	2.9	3.8	2.2	2.8	----
WNEW	2.7	3.0	2.1	1.9	7541
WPAT	2.6	3.0	1.8	2.5	8153
WHN	2.5	3.7	2.8	---	8203
WTFM-F	2.1	---	1.3	---	----
WNEW-F	2.0	2.8	2.6	2.4	7607
WXLO-F	1.9	2.7	3.0	2.3	8103

PHILADELPHIA MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
KYW	12.2	11.9	13.4	11391
WMMR-F	10.2	8.0	10.4	6358
WIP	8.6	5.0	7.7	4744
WDAS-F	8.5	6.2	5.0	3955
WDVR-F	5.7	5.7	8.8	3813
WWSH-F	5.5	8.8	4.5	3954
WCAU	4.5	6.5	4.0	5637
WWDB-F	4.5	6.6	4.7	2525
WMGK-F	4.3	3.8	2.0	3399
WCAU-F	3.8	5.6	2.0	2847
WYSP-F	3.4	3.7	6.3	3780
WIFI-F	3.2	2.8	4.4	3380
WFLN A/F	3.0	2.2	2.6	2612
WFIL	2.8	3.6	3.9	4196
WUSL-F	2.7	1.7	2.9	1551
WZZD	2.4	3.3	1.1	2583
WSNI-F	2.3	1.4	1.5	1302
WIOQ-F	2.0	3.5	3.4	2627
WDAS	1.6	---	1.3	1195
WHAT	1.6	1.3	1.5	1514

ST. LOUIS MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
KMOX	25.5	26.2	25.6	23.0	9137
KSHE-F	8.8	7.6	6.5	9.0	3178
WIL	6.6	4.9	5.0	7.3	2146
WWWK-F	6.2	8.7	14.1	8.2	2567
KEZK-F	6.0	7.6	6.0	5.1	2094
KMOX-F	5.0	3.3	1.8	3.9	1851
WIL-F	5.0	7.0	4.2	8.6	2166
KXOK	4.8	4.7	2.9	5.0	2425
KKSS-F	4.3	5.6	4.9	4.0	1776
WRTH	4.2	4.7	3.5	3.7	1805
KSLQ-F	3.8	4.3	4.8	4.6	2646
WKW	3.3	1.7	3.1	4.0	1236
KATZ	2.6	1.4	1.7	3.7	1365
KSD	2.5	2.7	2.9	2.3	2296
WESL	2.0	2.3	1.3	0.3	622
KADI-F	1.9	2.4	0.4	2.0	1195
KCFM-F	1.5	0.4	3.9	0.7	543
WIBV	0.9	0.4	0.4	0.9	585

SAN FRANCISCO MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
KGO	16.7	11.1	10.5	8561
KCBS	6.6	4.1	4.3	6113
KSOL-F	6.3	6.8	4.7	4194
KOME-F	3.7	3.2	4.9	1947
KABL-F	3.6	3.6	3.1	2806
KMEL-F	3.6	2.1	2.0	2030
KFOG-F	3.5	2.4	5.6	2756
KFRC	3.5	4.2	5.0	6097
KABL	3.4	2.0	---	3035
KIOI-F	2.9	4.3	3.5	3891
KDIA	2.6	2.9	2.3	3551
KSFX-F	2.6	2.9	3.5	3303
KYA-F	2.5	1.9	2.3	2193
KSFO	2.1	2.7	3.4	2380
KSJO-F	2.0	2.4	1.3	----
KYA	1.7	2.0	1.6	2245
KOIT-F	1.6	---	2.0	----
KNBR	1.5	2.2	3.1	2202
KCBS-F	1.4	---	---	----
KLOK	1.4	---	---	1663

WASHINGTON MEDIATREND

	<u>Jan</u> <u>80</u>	<u>Dec</u> <u>79</u>	<u>Nov</u> <u>79</u>	<u>Oct</u> <u>79</u>	<u>Jan</u> <u>Cume</u>
WMAL	12.5	10.8	13.7	11.5	5823
WRQX-F	9.3	3.5	6.7	5.7	4715
WKYS-F	8.2	2.4	3.1	2.1	3829
WGAY-F	6.8	4.4	4.6	5.1	3619
WHUR-F	6.5	9.9	5.3	8.5	3927
WPGC-F+	5.3	11.4	6.9	7.9	4832
WASH-F	5.1	2.5	5.5	5.8	3343
WAVA-F	4.7	2.5	4.0	6.0	2923
WOOK-F	4.2	7.5	10.2	8.4	3518
WTOP	4.1	3.6	5.3	4.1	2802
WWDC-F	4.1	4.2	2.7	4.9	3401
WRC	3.6	5.6	6.1	5.0	2302
WJMD-F	3.2	3.0	1.3	2.7	----
WGMS-F+	3.1	5.2	3.7	3.1	2642
WMZQ-F	2.6	1.3	2.6	2.2	1877
WOL	1.9	3.7	2.4	3.7	2299
WEZR-F	1.8	0.9	1.3	0.4	994
WHFS-F	1.6	1.9	1.0	1.4	1277
WWDC	0.2	1.6	2.4	0.8	871

SAN JUAN\*

Market # 21  
 Revenue Rank # 46  
 Income Rank # 105  
 SMSA Pop: 1,253,400

Revenue : \$9,189,572  
 Income : \$ 333,996  
 % Rev Change: +19.5%  
 Stations: /16

National Rev: \$3,053,856  
 Nat Rev per Cap: \$2.44  
 Tot Rev per Cap: \$7.33  
 Tot Inc per Cap: \$ .27  
 Profit Margin: 3.6%

12+ SHARE (6AM-12MID)	MAY- JUL 79	JAN- MAR 79	FALL 78
1. WZNT-F	15	21	20
2. WKAQ	14	14	13
3. WBMJ	9	10	11
4. WQII	8	8	10
5. WKAQ-F	7	5	4
6. WQBS	6	4	4
7. WAPA	5	4	3
WKVM	5	4	4
9. WKVM-F	4	3	2
WVNO	4	3	3

WEEKLY 12+ CUME	
1. WKAQ	2664
2. WZNT-F	2139
3. WKAQ-F	1520
4. WBMJ	1376
5. WQII	1300
6. WQBS	1087
7. WAPA	806
8. WIAC	801
9. WKVM-F	827
10. WKVM	745

RADIO STATIONS

WKAQ, 580, 5 KW	, NEWS	, \$45.00 (Inter-Amer)	
WQII, 1140, 10 KW (DA-1)	, MOR/AC	, \$42.50 (Howard)	Pueblo
WBMJ, 1190, 10 KW/5 KW (DA-1)	, ROCK	, \$43.00 (Masla)	
WQBS, 630, 5 KW (DA-2)	, TOP 40	, \$20.00 (Caballero)	
WKVM, 810, 25 KW (DA-1)	, SPANISH	, \$28.00 (-----)	American Colo
WAPA, 680, 10 KW	, CONTEMP	, \$12.00 (-----)	Hearst
WUNO, 1230, 5 KW/1 KW	, CONTEMP	, \$12.00 (-----)	Mooney
WIAC, 740, 10 KW (DA-1)	, VARIETY	, \$ 7.00 (-----)	
WZNT-F, 93.7, 50 KW @ 260,	SALSA	, \$42.50 (Howard)	Salsa
WKVM-F, 105.7, 50 KW @ 1100,	? ?	, \$13.00 (-----)	American Colonial
WKAQ-F, 104.7, 50 KW @ 1120,	TOP 40	, \$12.00 (Inter-Amer)	

TV STATIONS

WAPA	San Juan	4	NBC, Hearst
WKAQ	San Juan	2	IND
WLUZ	Ponce	7	IND

NEWSPAPERS

San Juan El Mundo	(Spanish)	M	116,773
San Juan Star	(English)	M	40,595

\*This table is based upon data provided by the Strategy Research Corporation of Miami. Their latest survey of San Juan was conducted during September through November. The Strategy Research Corporation surveys many markets which have a high percentage of Spanish speaking residents.

FINANCIAL AND SECURITIES ANALYSIS OF CORPORATIONS

WITH SUBSTANTIAL BROADCAST HOLDINGS

For the first time American Radio is attempting to provide its subscribers with an overview of the financial performance of the leading group owners. Quite frankly this section has been most difficult and time consuming. I knew where to start but damned if I knew where to stop. Thus I've tried to keep my approach fairly simple. I don't pretend that this is a comprehensive analysis. I certainly am not suggesting that you use my tables as an investment guide. I'll try that and let you know how I do.

American Radio has tried to provide its subscribers with a detailed overview of the radio industry. This section is designed to make that overview more complete.

Your comments and suggestions on how to make this section more valuable are passionately solicited.

There are three components to this analysis:

- A. A general analysis of each corporations stock price range, stock volume, earnings history, etc.
- B. A comparison of the performance of the Dow-Jones Industrials and the Standard and Poors 500 with a group of selected broadcast stocks (called BSI for "Broadcast Stock Index").
- C. Graphs of the performance of selected broadcast stocks.

BROADCAST STOCKS INCLUDED IN ANALYSIS

ABC*	Affiliated Publications*	John Blair*
CBS*	Capital Cities*	Cox
Gannett*	General Tire	Harte-Hankes*
Insilco	Jefferson-Pilot	LIN*
Meredith*	Metromedia*	Outlet*
RCA	Taft*	Viacom*

\* Denotes stock included in BSI (Broadcast Stock Index)

I can hear some of your howling and yelling already. "What is that company doing on there?" or "Why isn't my company on there?" I'll try to relate some of my thinking.

First of all there are very few "pure" broadcast stocks to be found. Almost every one of the "broadcast" companies have become diversified and have non-broadcast holdings. The purest plays are probably LIN, Metromedia, SJR, Cox, Scripps-Howard and Mooney. With the exception of Mooney there are no publically traded radio groups.

Mooney was left off the list because it is a very small, lightly traded corporation. Also rumor has it that the company is being sold to a group of private investors. Scripps-Howard may be on the list in the next edition of American Radio. It was impossible to include them this time since I had difficulty getting weekly data on the stock's trading. SJR was not included because the company will probably revert to private ownership if they are acquired by Shamrock.

The stocks listed as part of the BSI (Broadcast Stock Index) had to meet two requirements to qualify for the index:

- A. An important portion of their revenue had to come from radio (a guess usually)
- B. They were stable companies to the extent that they probably will not be acquired by another company in the near future.

Of the companies included in the BSI the most questionable would be Viacom and Affiliated. I included Viacom because they will shortly be acquiring most of the Sonderling group. Affiliated was included because they seem to be aggressively building a radio group.

RCA, Jefferson-Pilot, Insilco and General Tire were not included on the BSI because such a large percentage of their revenues come from sources outside of broadcasting. Cox is not listed because of their pending merger with GE.

Again, let me know your thoughts on this section. It was a lot of work but I had fun with it and I want to make it as useful as possible.

GENERAL FINANCIAL AND SECURITIES ANALYSIS

COMPANY	21 WK RANGE		1979 TOTALS			NET CHANGE	%	(MM) VOLUME	(00) AVERAGE	S&P RAT
	HIGH	LOW	HIGH	LOW	LAST					
ABC	47	34 3/4	47 5/8	32 3/8	39 1/4	+4 1/4	+12.1	15.9	3069	A-
AFFIL PUB	30 1/4	22 5/8	19 5/8	30 3/8	30 3/8	+10 7/8	+55.8	.2	41	B+
JOHN BLAIR	24 1/4	19 1/2	24 1/4	18 3/4	20 1/8	+4 3/8	+27.8	.8	152	B+
CBS	54 1/8	45 1/4	56 3/4	44 1/8	52 3/8	+1 5/8	+ 3.2	10.5	2027	A+
CAP CITIES	49 1/4	41 3/4	49 7/8	36 3/4	48 5/8	+9	+22.7	3.6	694	A-
COX	66 1/2	60 5/8	64 5/8	55	64 1/4	+8 1/2	+15.3	.7	133	A
GANNETT	49	44 1/4	49 1/4	39 1/2	47 7/8	+7 1/8	+17.5	6.4	1231	A
GEN TIRE	23 1/4	18 5/8	27	19	21 1/4	-3 5/8	-14.6	5.9	1130	A-
HARTE-HANKES	28 7/8	21 3/4	28 7/8	18 7/8	27	+5 1/4	+24.1	.9	525	A-
INSILCO	14	11 5/8	14 3/8	11 1/8	12 1/4	+ 1/2	+ 4.3	1.8	354	A-
JEFF-PILOT	35 5/8	29 7/8	38	28 3/4	30	- 1/4	- .8	4.9	952	--
LIN	52	44 1/2	52	35 1/4	50 1/4	+15	+42.5	1.6	303	B+
MEREDITH	37 1/4	30 3/8	36 1/2	27	35 1/8	+7 5/8	+27.7	.4	81	A-
METROMEDIA	73 3/4	63	73 1/2	50 3/4	73 1/2	+19	+34.9	1.1	212	B+
MULTIMEDIA	33 1/4	28 1/4	33 3/4	23 1/4	33 1/4	+8 3/4	+35.7	.8	156	A-
OUTLET	22 3/4	17 7/8	25 1/2	17 3/4	19	-4	-17.4	.9	174	A-
RCA	24 1/2	21 3/8	28 1/4	21 1/8	22 1/8	-4	-15.3	27.4	5265	A-
TAFT	34 5/8	28 3/8	35	18 1/4	33 3/4	+15 1/8	+81.2	3.2	613	A-
VIACOM	44	30 3/8	40 3/4	24 3/4	37 3/4	+13 1/8	+53.3	2.4	461	B+

21 WEEK RANGE The weekly high and low for the 21 week period of Sept 14, 1978 to Jan 25, 1980

1979 TOTALS

The highest, lowest and year end price for each stock during 1979. The net change is the actual change in price between 1 Jan and 31 Dec, 1979. The next column shows the percentage change in price for the same period. Volume is shown in millions for 1979. The next column shows the average weekly volume in hundreds.

S&P RATING

Standard and Poors Earnings and Dividend Rankings

A+ Highest      A High      A- Above Average      B+ Average

COMPANY	1978 RANGE		DIVIDEND	P-E	(MM) SHARES	PER SHARE EARNINGS				
	HIGH	LOW				75	76	77	78	79
ABC	43 1/4	23 1/8	1.60	7	27.8	.66	2.70	4.03	4.69	5.70 (E)
AFFIL PUB	23 3/4	16 1/4	.80	10	2.4	1.46	1.70	2.08	2.65	3.05*
JOHN BLAIR	21 3/8	11 1/8	1.00	6	3.7	.69	1.66	2.53	2.95	3.31*
CBS	64 3/4	43 1/4	2.80	8	27.8	4.30	5.75	6.50	7.15	7.25(E)
CAP CITIES	47 3/4	27 1/8	.20	11	13.4	1.64	2.30	2.91	3.80	4.50(E)
COX	59 7/8	32	.75	11	6.7	2.45	3.36	3.82	5.07	6.25(E)
GANNETT	50 3/8	34 1/4	2.00	13	34.7	1.80	2.22	2.60	3.10	3.70(E)
GEN TIRE	31 1/4	21 5/8	1.50	5	23.2	2.66	4.50	4.99	4.97	3.85(E)
HARTE-HANKES	27 3/4	15 1/8	.56	14	9.3	0.92	1.20	1.44	1.73	1.94*
INSILCO	14 7/8	10 3/8	.94	5	10.7	1.18	1.65	1.84	1.98	2.19*
JEFF-PILOT	35 1/8	26 1/2	1.20	7	22.6	2.44	2.82	3.25	3.83	4.20(E)
LIN	43 1/4	21 5/8	---	10	2.7	1.66	2.36	3.01	4.14	4.79*
MEREDITH	40 1/4	24 3/8	1.20	6	3.1	2.03	3.22	3.97	4.73	5.28
METROMEDIA	71	31 1/2	3.20	9	4.6	2.15	4.36	4.85	7.02	8.50(E)
MULTIMEDIA	28 3/4	16 1/8	.72	12	6.7	1.05	1.51	1.82	2.35	2.69*
OUTLET	33 5/8	18 3/8	1.00	9	2.5	2.10	2.33	3.74	3.68	2.15*
RCA	33 7/8	22 5/8	1.60	6	74.8	1.40	2.30	3.23	3.65	3.70(E)
TAFT	25 1/4	14 5/8	.76	10	8.5	1.42	1.89	2.41	3.06	3.40*
VIACOM	28 3/8	16 5/8	.32	16	3.9	.85	1.02	1.48	1.95	2.35*

1978 RANGE The High and Low for each stock during 1978

DIVIDEND The indicated yearly dividend for each stock as of 1 Feb 80

P-E Price/earnings ratio as of 25 Jan 80

SHARES Outstanding common shares as of 1 Jan 80 (in millions)

PER SHARE EARNINGS

An earnings history from 1975-1979. If the 1979 earnings are followed by an (E) that means the figure is an estimate for 1979. An \* indicates the earnings for the last four quarters which have been reported.

COMPARISON OF BROADCAST STOCKS WITH MAJOR INDICES

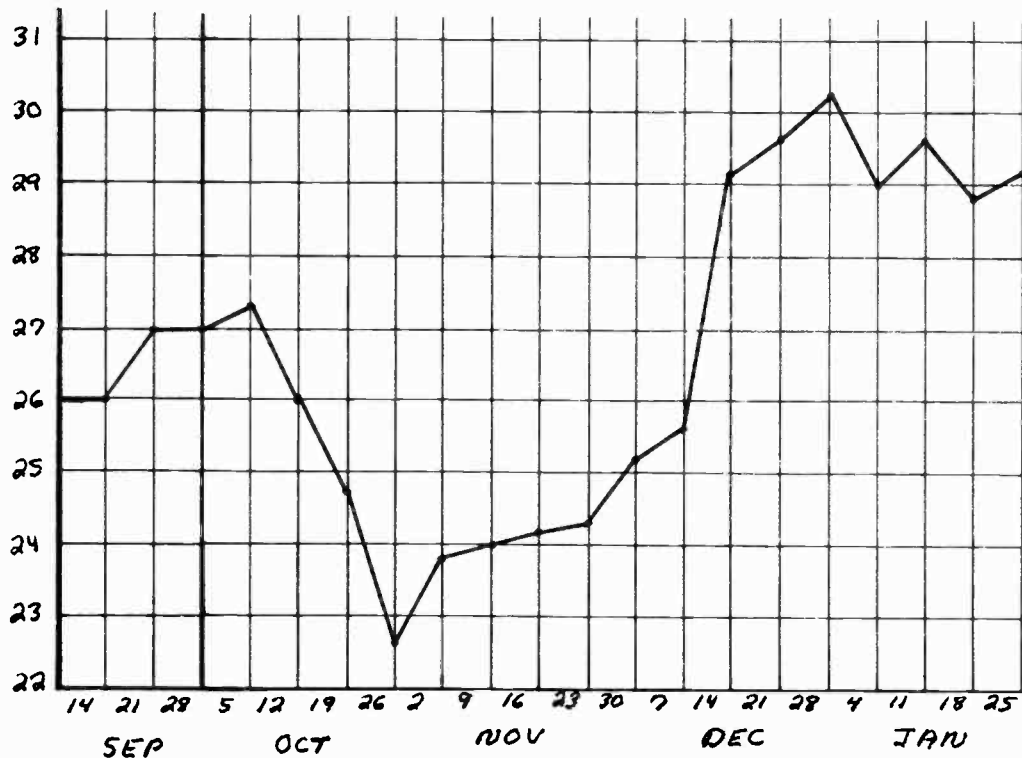
The table below compares the 14 BSI (Broadcast Stock Index) stocks with the Dow Jones Industrial Average and Standard and Poors 500 Average. The comparison is based on the Friday closing prices for each week between September 14, 1979 and January 25, 1980.

The BSI Average is the combined price of the 14 BSI stocks. Those stocks on the BSI list are: ABC, CBS, Harte-Hankes, Taft, Capital Cities, Gannett, Metromedia, Multimedia, LIN, Outlet, Blair, Affiliated Publications, Meredith and Viacom.

	<u>SEP 14</u>	<u>SEP 21</u>	<u>SEP 28</u>	<u>OCT 5</u>	<u>OCT 12</u>	<u>OCT 19</u>
BSI AVG	529.875	536.000	538.375	546.25	506.125	489.375
BSI Net Change	----	+6.125	+2.375	+7.875	-40.125	-16.750
BSI % Change	----	+1.156%	+0.443%	+1.463%	-7.346%	-3.309%
BSI Volume (00)	9626	9855	11329	12171	15477	9693
Dow Avg	879.10	893.94	878.58	897.61	838.99	814.68
Dow % Change	----	+1.688%	-1.718%	+2.166%	-6.531%	-2.898%
S&P 500 AVG	108.76	110.47	109.32	111.27	104.49	101.60
S&P % Change	----	+1.572%	-1.041%	+1.784%	-6.093%	-2.766%
BSI Advances	----	9	9	10	0	1
BSI Declines	----	4	4	4	14	13
BSI no change	----	1	1	0	0	0
	<u>OCT 26</u>	<u>NOV 2</u>	<u>NOV 9</u>	<u>NOV 16</u>	<u>NOV 23</u>	<u>NOV 30</u>
BSI AVG	484.750	489.75	488.625	499.125	504.125	517.75
BSI Net Change	-4.625	+5.000	-1.125	+10.500	+5.000	+13.625
BSI % Change	-0.945%	+1.031%	-0.230%	+2.149%	+1.001%	+2.703%
BSI Volume (00)	7950	9134	6843	13198	8167	15094
Dow Avg	809.30	818.94	806.48	815.70	811.77	822.35
Dow % Change	-.660%	-1.191%	-1.521%	+1.143%	-0.482%	+1.303%
S&P 500 Avg	100.57	102.51	101.51	103.79	104.67	106.16
S&P % Change	-1.014%	+1.929%	-0.976%	+2.246%	+0.848%	+1.424%
BSI Advance	5	9	4	9	9	11
BSI Declines	7	5	6	4	4	2
BSI no change	2	0	4	1	0	1
	<u>DEC 7</u>	<u>Dec 14</u>	<u>DEC 21</u>	<u>DEC 28</u>		
BSI AVG	530.25	538.25	542.50	546.75		
BSI Net Change	+12.500	+8.000	+4.25	+4.25		
BSI % Change	+2.414%	+1.509%	+0.790%	+0.783%		
BSI Volume (00)	11113	8853	13144	7513		
Dow Avg	833.19	842.75	838.91	838.90		
Dow % Change	+1.318%	+1.147%	-0.456%	0.0%		
S&P 500 Avg	107.52	108.92	107.59	107.84		
S&P % Change	+1.281%	+1.302%	+1.221%	+0.232%		
BSI Advances	13	8	7	8		
BSI Declines	1	6	7	5		
BSI no change	0	0	0	1		

	<u>JAN 4</u>	<u>JAN 11</u>	<u>JAN 18</u>	<u>JAN 25</u>	<u>Sep 14-JAN 25</u>
BSI AVG	534.875	539.50	542.375	544.125	-----
BSI Net Change	-11.875	+4.625	+2.875	+1.75	+14.25
BSI % Change	-2.172%	+0.865%	+0.533%	+0.323%	+2.689%
BSI Volume (00)	9102	13596	17000	15196	224,054
Dow Avg	828.84	858.53	867.15	876.11	-----
Dow % Change	-1.199%	+3.582%	+1.004%	+1.033%	0.340%
S&P 500 Avg	106.52	109.92	111.07	113.61	-----
S&P % Change	-1.224%	+3.192%	+1.046%	+2.287%	0.446%
BSI Advances	3	9	9	7	10
BSI Declines	8	2	6	7	4
BSI no change	2	2	1	0	0

The following pages contain graphs of 19 stocks which were issued by companies with broadcast interests. The plotted price of the stock is on the left hand side of the graph. The price is the closing price for the week listed on the bottom.

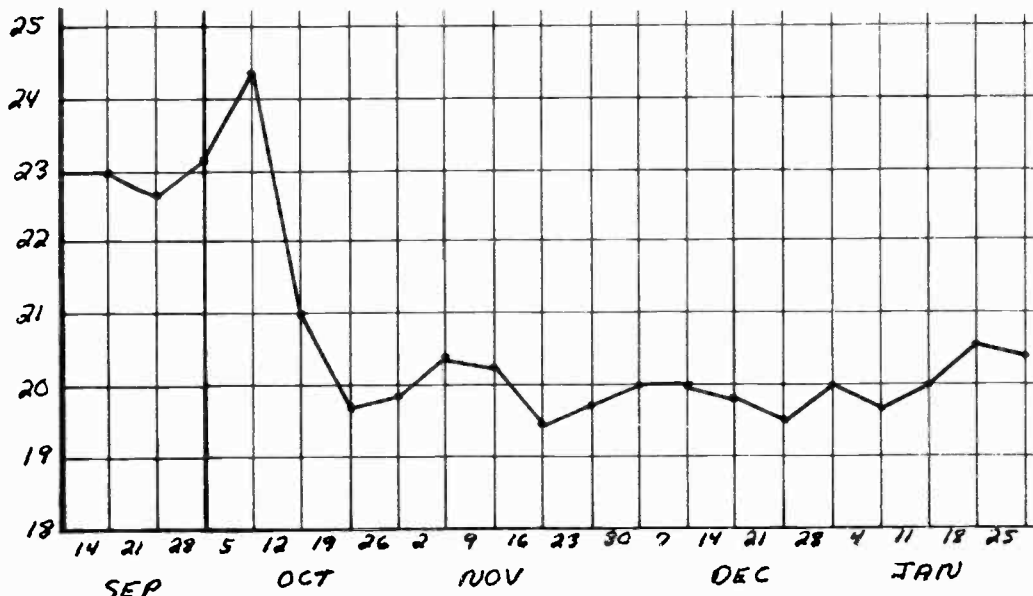


### AFFILIATED PUBLICATIONS

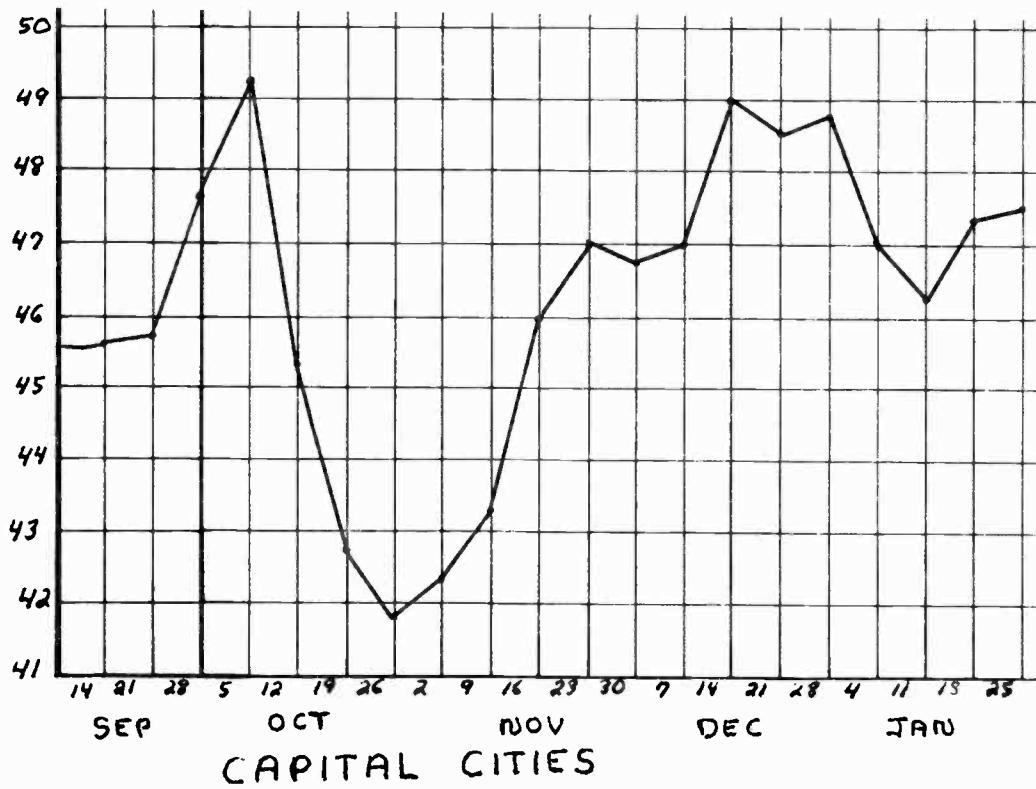
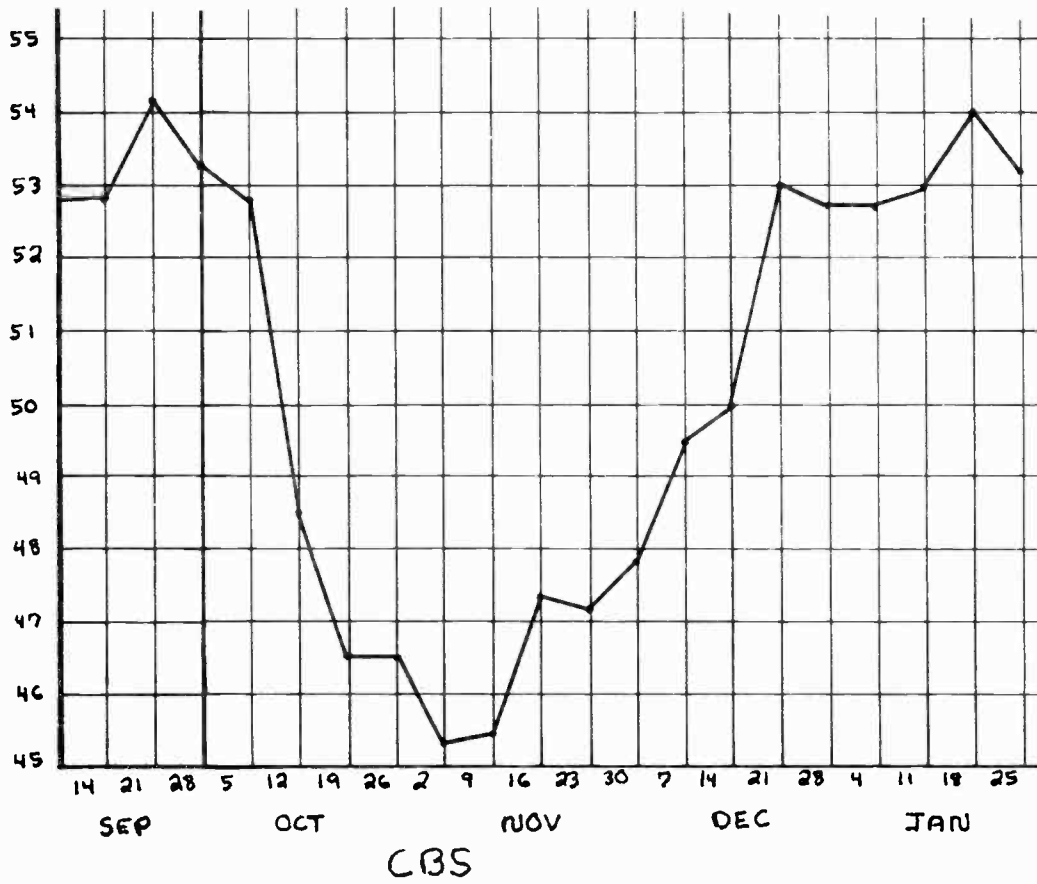


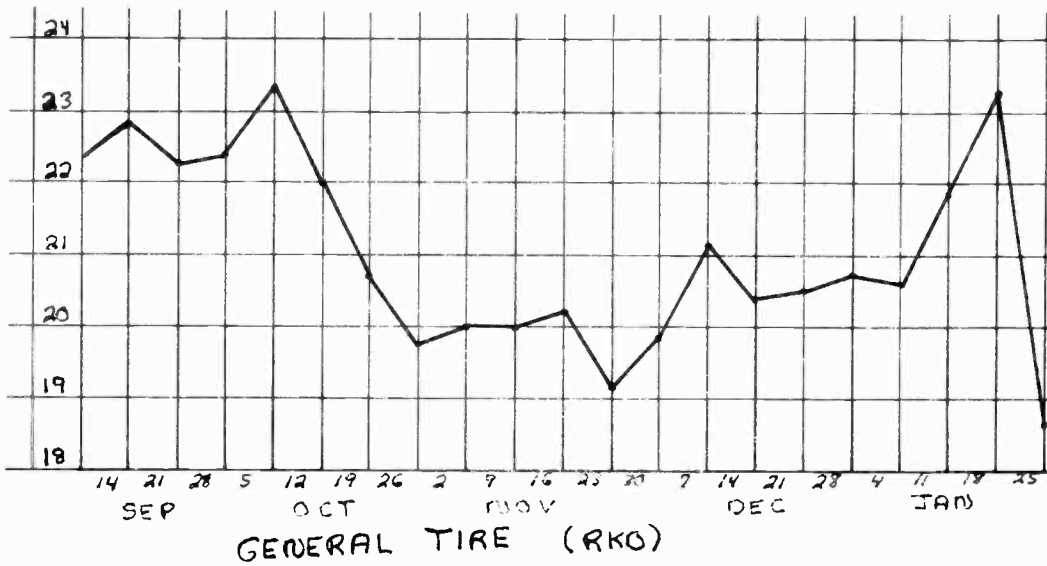
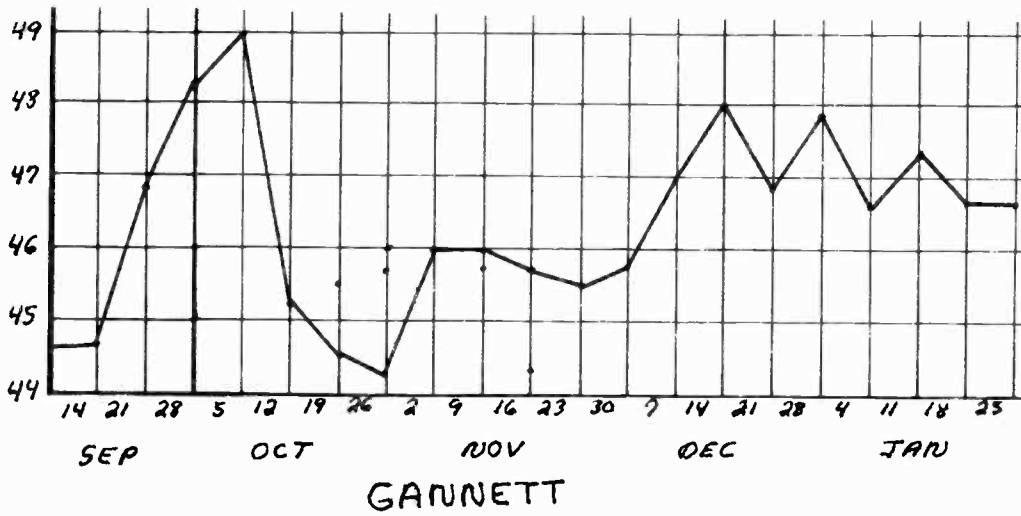
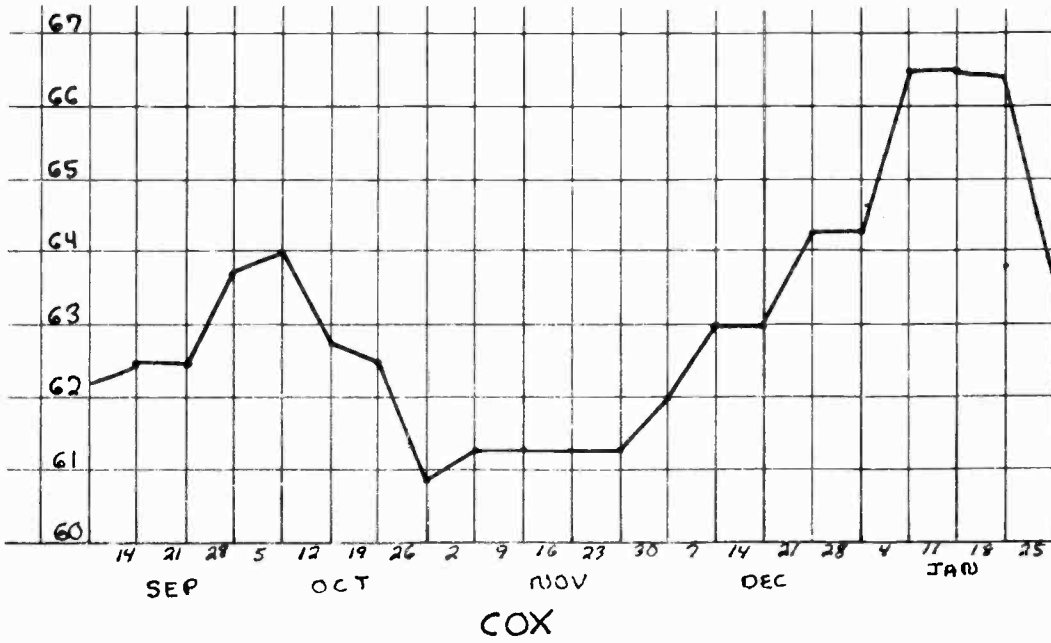


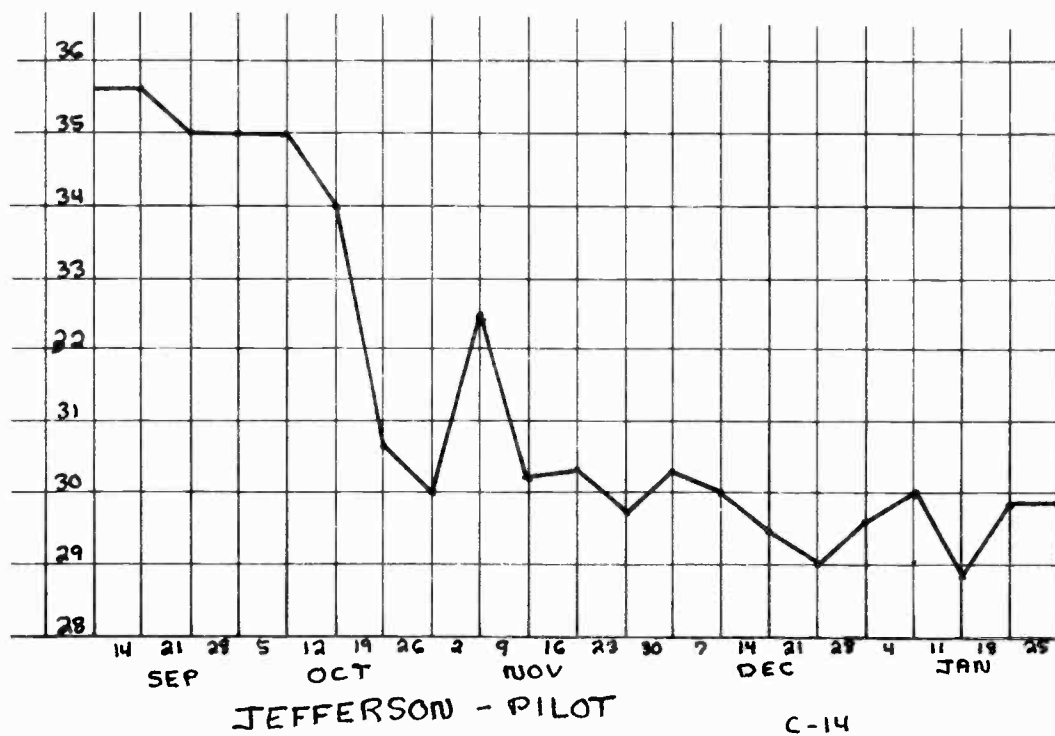
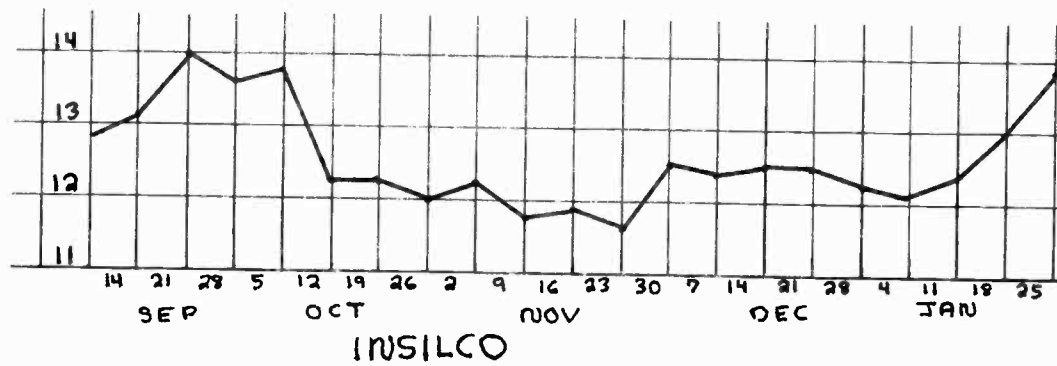
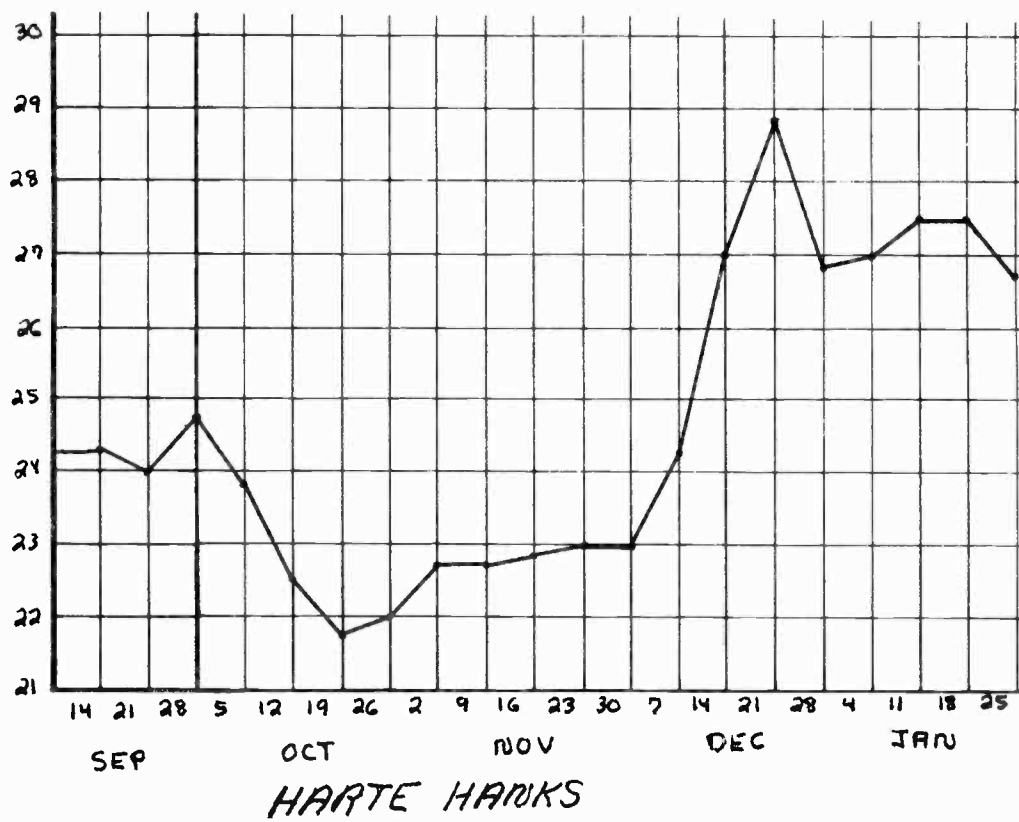
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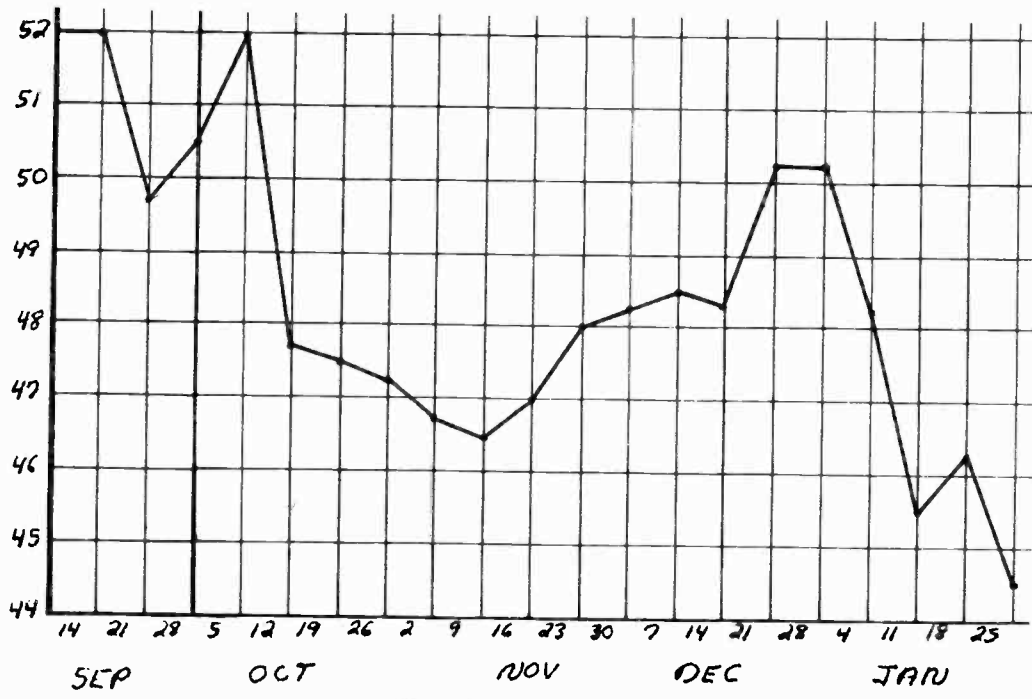


JOHN BLAIR

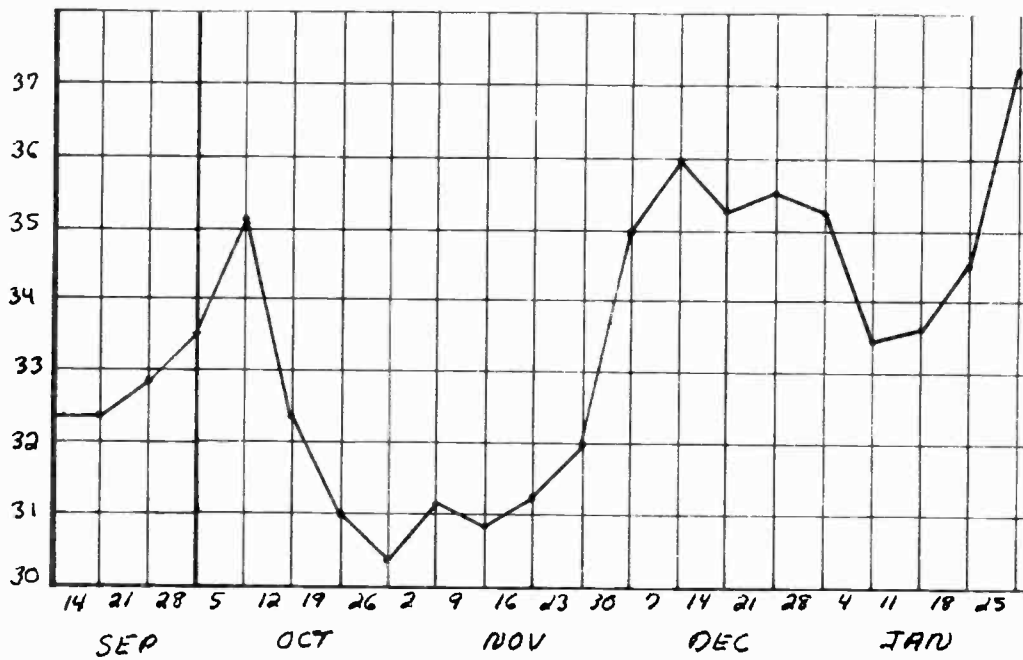




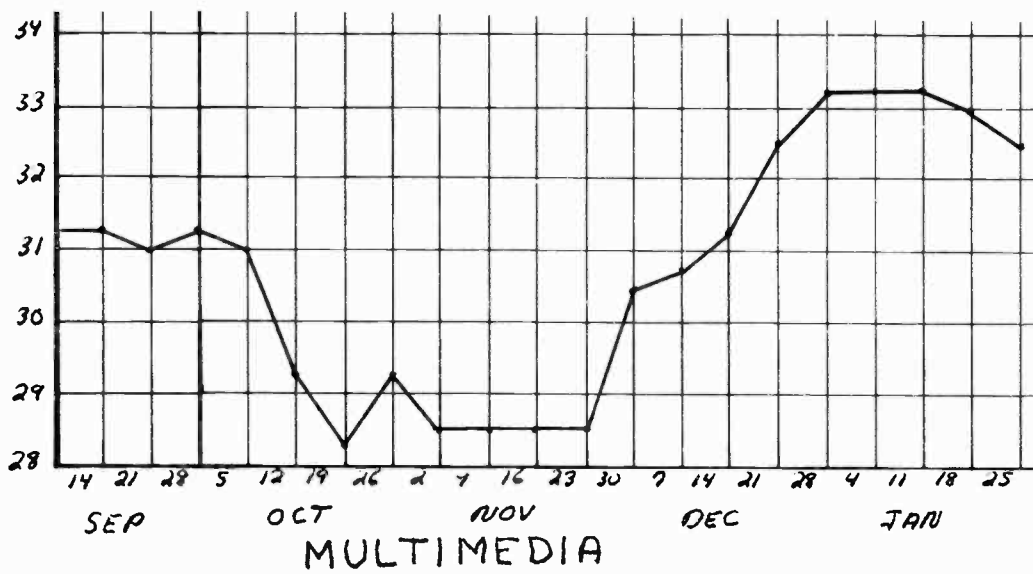
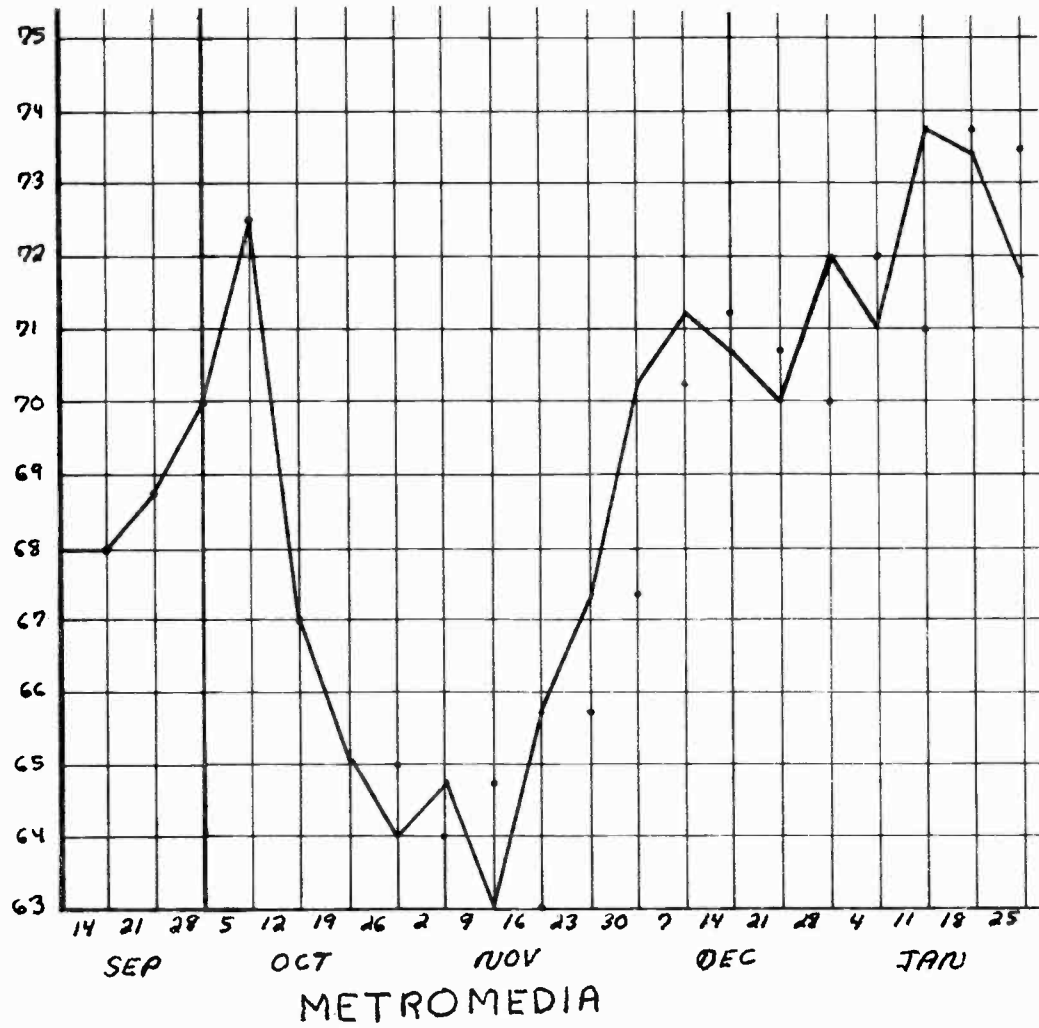


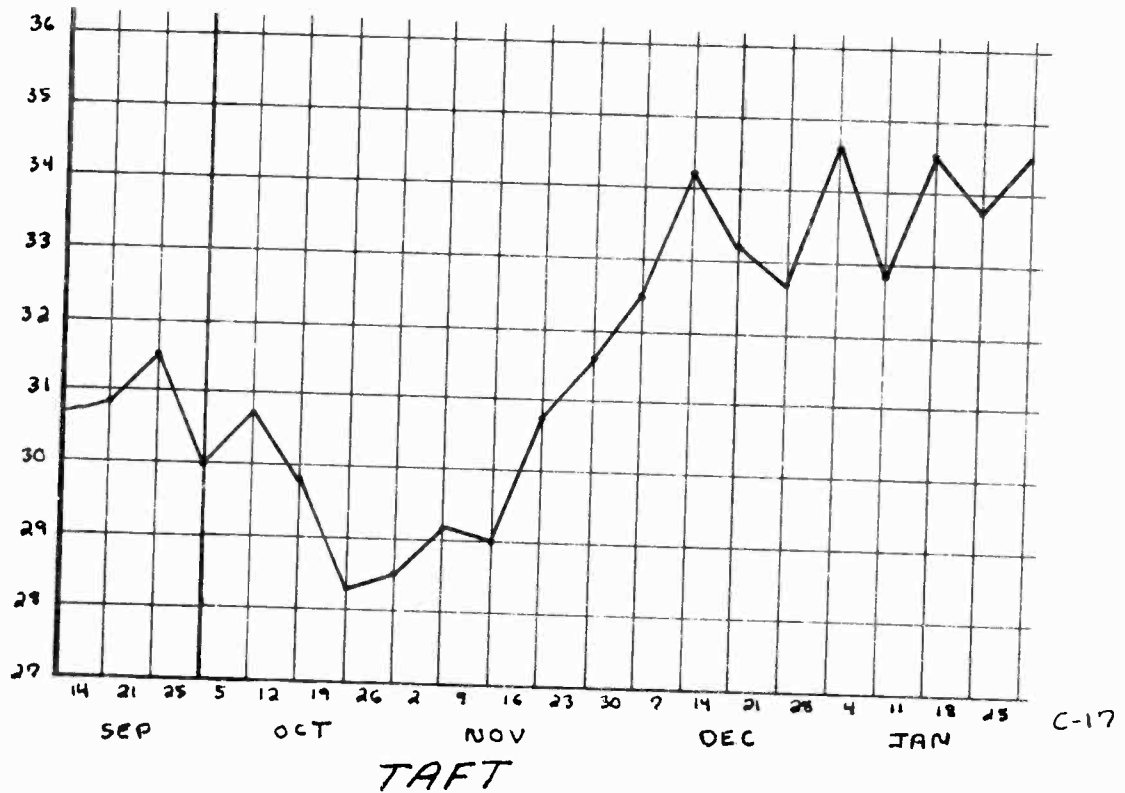
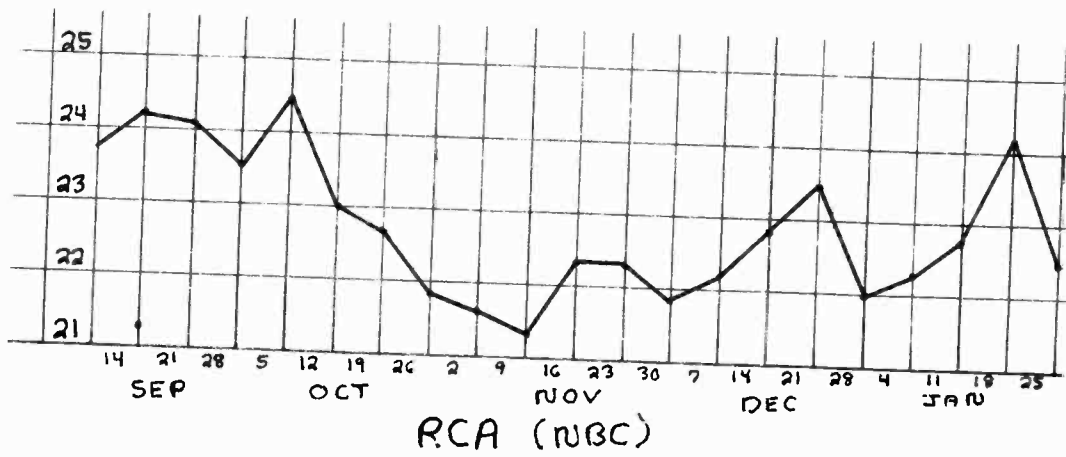
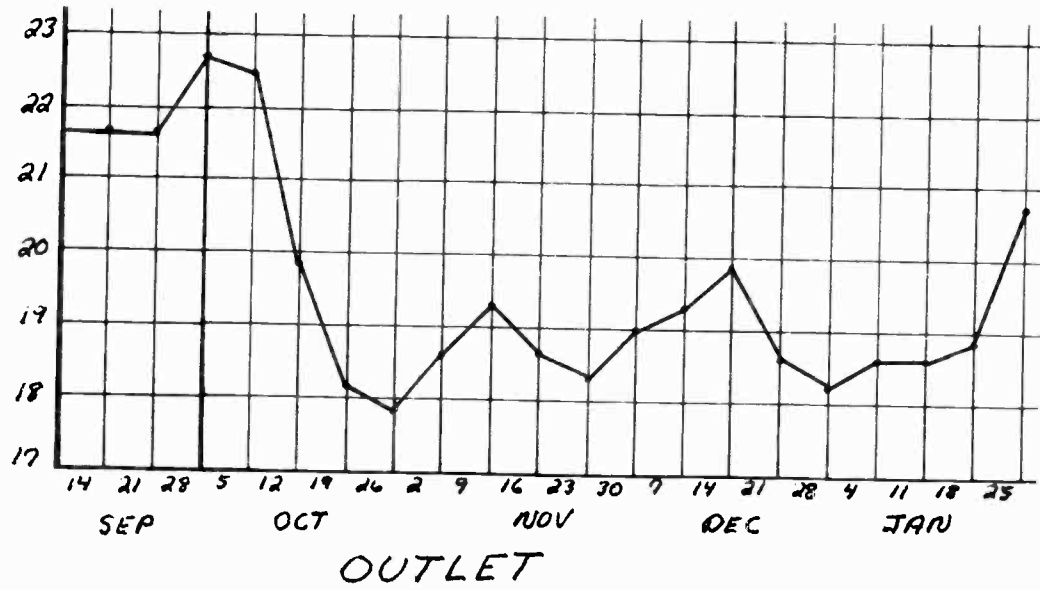


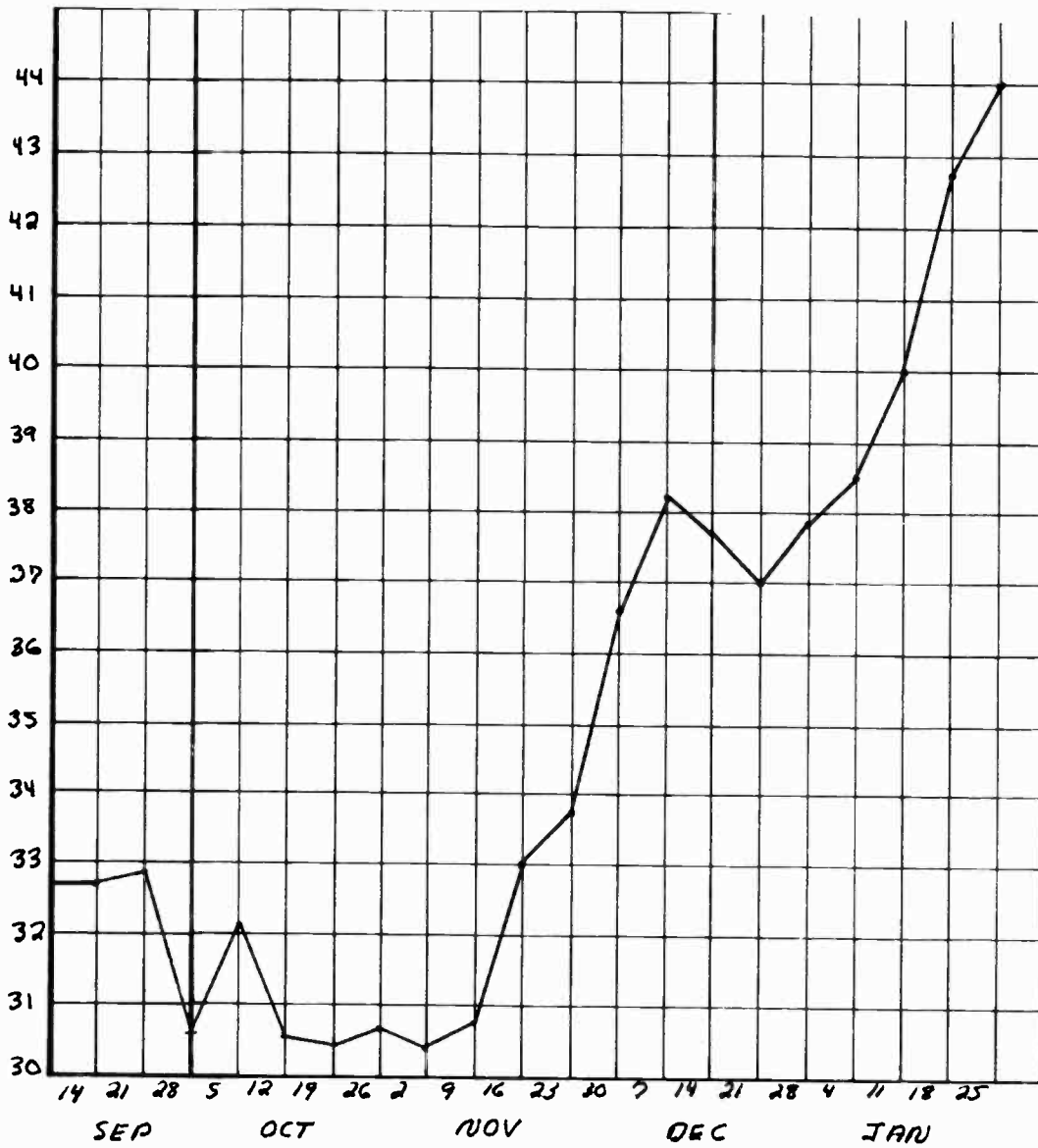
LIN



MEREDITH





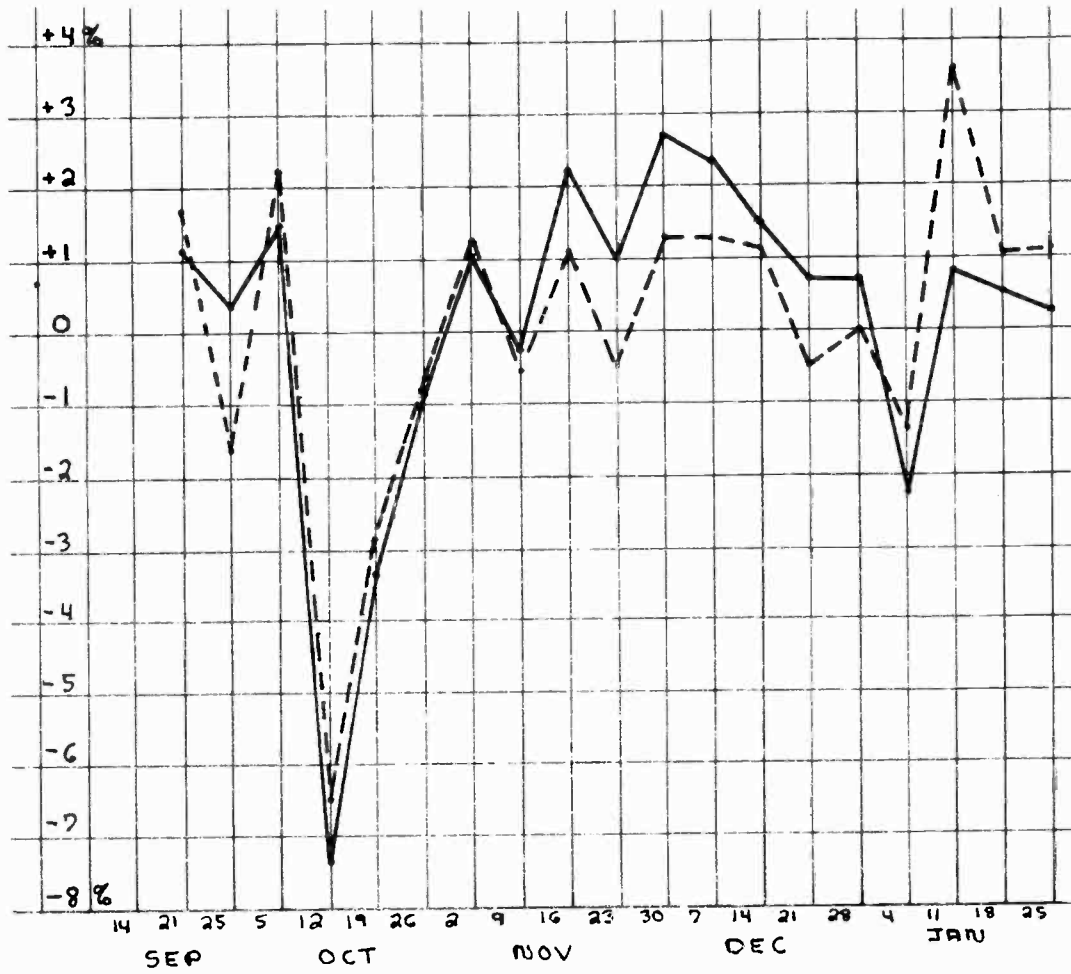


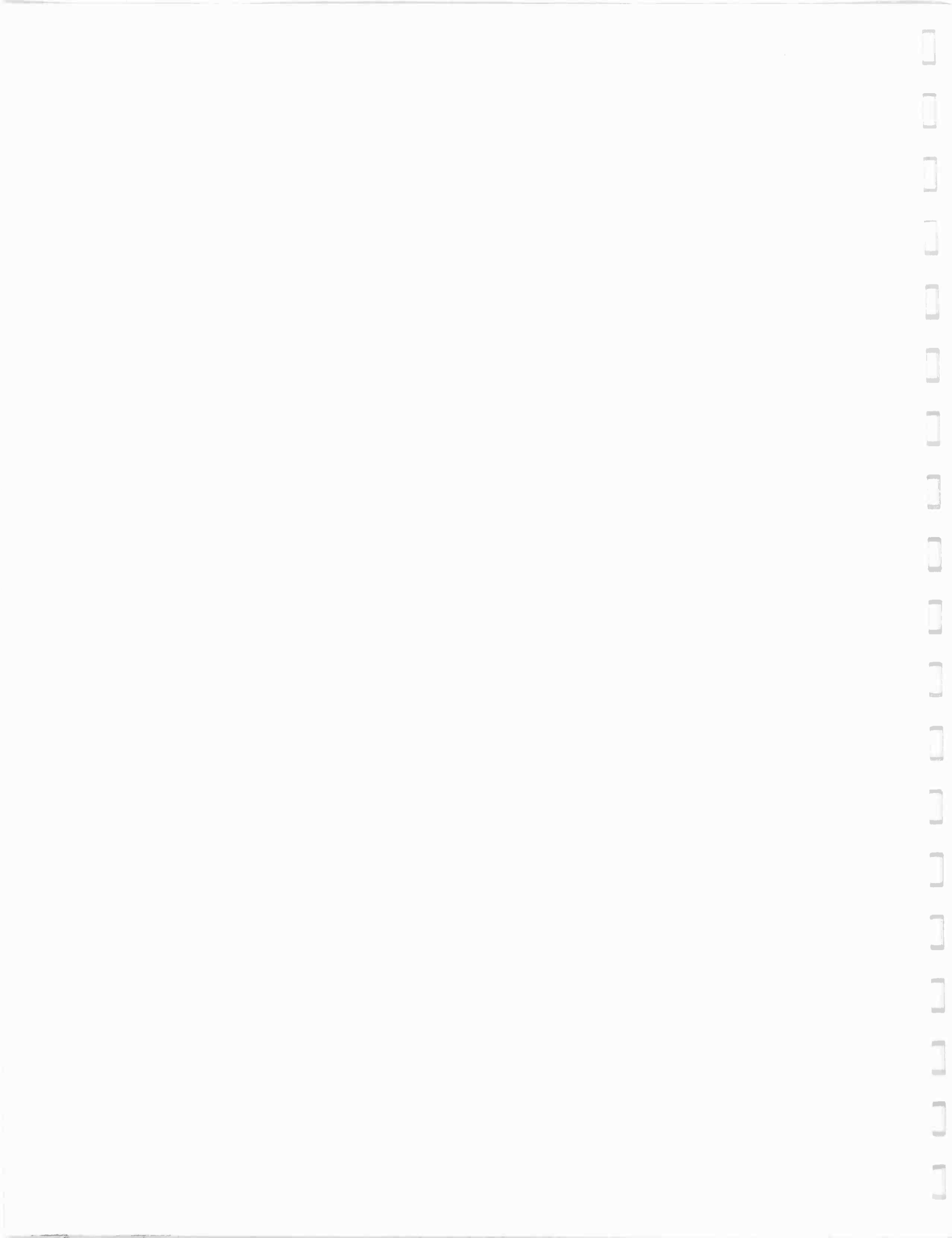
VIACOM



This graph compares the weekly percentage change in the Dow Jones Industrial and the Broadcast Stock Index. The Dow Jones is the dashed lines and the BSI is the solid line. Remember that this is the weekly percentage change.

Note that the broadcast stocks recovered nicely from the October plunge. However, the broadcast stocks have not participated fully in the January rally.







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