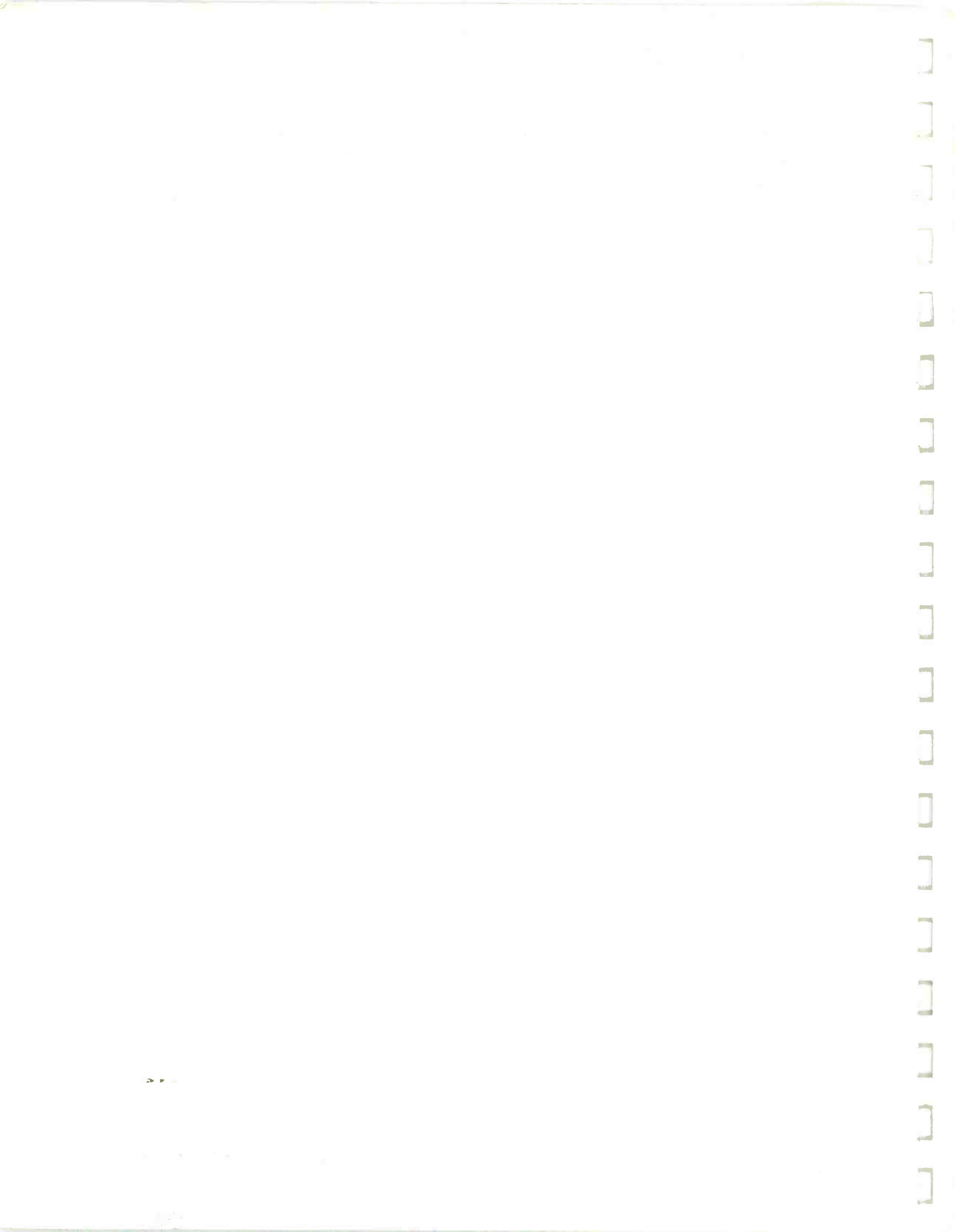


# AMERICAN RADIO

Fall 1980



**James H. Duncan, Jr.**



**Dean Sorenson  
Sorenson Broadcasting  
106 W. Capital Box 309  
Pierre, SD 57501**

AMERICAN RADIO

FALL 80 REPORT

Compiled and edited by:

JAMES H. DUNCAN, JR.  
GILMORE ADVERTISING  
KALAMAZOO, MI 49007

February 1981

Volume V, Number 2

## INTRODUCTION

This is the tenth 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  
VP/MEDIA DIRECTOR  
GILMORE ADVERTISING  
200 MICHIGAN BLDG  
KALAMAZOO, MI 49007 (616) 381-4262

I strongly urge you to 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. Please feel free to call me with any questions you may have about the book.

ALL ARBITRON AUDIENCE ESTIMATES ARE COPYRIGHTED (1980) BY THE ARBITRON COMPANY AND MAY NOT BE QUOTED OR REPRODUCED WITHOUT THE PRIOR WRITTEN PERMISSION OF ARBITRON.

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 give permission but I like to make sure that my work is being properly quoted. The title American Radio must always be cited.

Copyright © by James Duncan, Jr.

This book may not be reproduced in whole or part, by mimeograph or any other means, without permission.

Short passages may be quoted.

PRINTED IN THE UNITED STATES OF AMERICA

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 20, 1981.

This edition was completed on February 26, 1981. Mailing reports to subscribers will begin on March 1, 1981. 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.

## HIGHLIGHTS AND COMMENTS

### LEADING STATIONS

WKTU replaced WBL\$ as the nation's highest rated station (1/4 HR AVG). Stations in the top 100 making large gains include: WNBC, WPLJ-F, WPAT-F, WYNY-F, WCOZ-F, WNEW, WMGK-F, WGCI-F, WLLZ-F, KIKK-F, WPIX-F, KMJQ-F, KIQQ-F, WMET-F, KHTZ-F, WJEZ-F, WRQX-F, WIYY-F, KNBR and WNIC-F.

Other Leaders:	Teens	WKTU-F	TSA Cume	WNBC
	18-34	WKTU-F	Cume Rating	WJBC
	18-49	WKTU-F	Metro Share	WWNC
	25-54	WBL\$-F		
	35-64	WOR		
	AMD	WGN		

### FM SHARE

The metro FM share is now 56.116%. This represents an increase of 4.64% over the Oct/Nov 79 figures. Lancaster now has the highest level of FM listening - 81.64%. The Washington ADI has the highest FM share with 69.42%. The lowest is Salt Lake City with 41.85%.

### FORMAT TRENDS

Country and Big Band/Nostalgia registered large increases in popularity while Beautiful Music and Black/Urban showed declines.

### GROUP OWNERS

Some of the groups which showed significant growth in the last year include NBC, Westinghouse, Inner City, Hearst, Gannett, Doubleday, Plough, Heftel, Greater Media, Entercom, Great Trails, Charter and Sudbrink.

### RESULTS OF AMERICAN RADIO CUSTOMER SURVEY

First of all I thank you for responding to my survey. Almost 50% of those sent surveys returned them - an incredibly high response rate. 92% of the respondents said American Radio was fairly priced. 4% said it was too expensive and 4% said it was too cheap.

51% said I should accept advertising and 49% said I should not. Thus I have decided not to accept advertising in American Radio. 86% of the respondents felt American Radio was clearly superior to any other rating summary/publication.

The most useful table is the station breakdowns according to my subscribers. The least useful was the TV group rankings.

Many useful suggestions were made and some of them will be incorporated in the Spring 81 edition of American Radio.

INDEX

I. SECTION A: NATIONAL RANKINGS AND RATINGS ANALYSIS

A1-A6	America's 500 Most-Listened-to Stations
A7-A8	America's Leading FM Stations
A9-A11	Leading Stations - 12+ TSA Cume
A12	Leading Stations - Teens
A13	Leading Stations - 18-34
A14	Leading Stations - 18-49
A15	Leading Stations - 25-54
A16	Leading Stations - 35-64
A17	Leading Stations - 12+ TSA AMD
A18	Leading Stations - Metro Cume Rating
A19	Leading Stations - 12+ Metro Share
A20	Leading Stations - National FM Share
A21	Markets with Highest and Lowest Percentage of FM Listenership
A22	ADI FM Share
A23	Station Format and Format Listenership
A24-A25	Best and Worst Markets for Various Formats
A26	Markets with Highest and Lowest APR's
A27-A44	Group Rankings and Listings
A45-A58	Individual Station Audience Breakdowns
A59-A61	Radio Market Cost-Per-Thousands
A62	Music Syndicators and Consultants
A63	Radio Reps and their Leading Stations
A64-A66	Metro Share Leaders and Major Changes

II. SECTION B: INDIVIDUAL MARKET REPORTS

B1-B3      Definitions, Clarifications and Explanations  
            Individual Market Reports for these markets in alphabetical order:

Akron	Columbia,SC	John City-Kings-Bris	Omaha
Albany-Schen-Troy	Columbus	Kalamazoo	Orlando
Albuquerque	Dallas-Ft. Worth	Kansas City	Peoria
Allen-Beth-Easton	Daven-RI-Moline	Knoxville	Philadelphia
Anaheim	Dayton	Lancaster	Phoenix
Anchorage	Daytona Beach	Lansing	Pittsburgh
Atlanta	Denver	Las Vegas	Portland,OR
Austin	Des Moines	Lexington	Providence
Bakersfield	Detroit	Little Rock	Raleigh
Baltimore	El Paso	Los Angeles	Richmond
Baton Rouge	Eugene-Spr	Louisville	River-SB-Ont
Beaumont	Flint	McAllen-Brown	Rochester
Birmingham	Ft. Lauderdale	Memphis	Sacramento
Bloomington	Ft. Wayne	Miami	St. Louis
Boston	Fresno	Milwaukee	Sal-Sea-Mont
Bridgeport	Grand Rapids	Minn-SP	Salt Lake City
Buffalo	Greensboro-WS	Mobile	San Antonio
Canton	Greenville,SC	Nashville	San Diego
Charleston,SC	Harrisburg	Nassau-Suffolk	San Francisco
Charlotte	Hartford	New Haven	San Jose
Chattanooga	Honolulu	New Orleans	Seattle
Chicago	Houston	New York	Shreveport
Cincinnati	Huntington	Norfolk	Spokane
Cleveland	Indianapolis	NE PA	Springfield,MA
Colo Springs	Jacksonville	Oklahoma City	Stockton

CONTINUATION OF INDEX

	Syracuse	Tucson	West Palm Beach	Worcester
	Tampa-SP	Tulsa	Wichita	York
	Toledo	Washington	Wilmington,DE	Youngstown
B164-B166	Continuation Pages			
B167-B168	Arbitron Condensed Market Reports			
B167	Danbury, Lafayette, Palm Springs			
B168	Santa Barbara, Santa Rosa, Wenatchee			
B169-B174	Mediatrend Monthly Reports			
B169	Boston, Chicago			
B170	Cleveland, Dallas			
B171	Denver, Houston, Los Angeles			
B172	Milwaukee, Minn-SP, New York			
B173	Philadelphia, St. Louis, San Francisco			
B174	Seattle, Washington			

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 79 RANK</u>
1. WKTU-F	New York	2028	Disco	SJR	3
2. WBLS-F	New York	1717	Black/Urban	Inner City	2
3. WOR	New York	1695	Talk	RKO	1
4. WNBC	New York	1396	Rock	NBC	10
5. WCBS	New York	1333	News	CBS	4
6. WGN	Chicago	1236	MOR/Talk	WGN Cont	5
7. WINS	New York	1218	News	Westinghouse	8
8. WRFM-F	New York	1045	BTFL	Bonneville	7
9. WMAQ	Chicago	1039	Country	NBC	11
10. WLS	Chicago	986	Rock	ABC	9
11. WPLJ-F	New York	983	AOR	ABC	20
12. WABC	New York	979	Rock	ABC	6
13. WPAT-F	New York	975	BTFL	Cap Cities	29
14. WCCO	Minn-SP	972	MOR/Talk		17
15. KDKA	Pittsburgh	948	MOR	Westinghouse	12
16. KABC	Los Angeles	931	Talk	ABC	23
17. KMOX	St. Louis	903	Talk	CBS	13
18. KYW	Philadelphia	879	News	Westinghouse	24
19. WJR	Detroit	842	MOR	Cap Cities	16
20. KGO	San Francisco	834	News/Talk	ABC	15
21. WYNY-F	New York	794	AC	NBC	45
22. WBBM	Chicago	763	News	CBS	22
23. WCBS-F	New York	735	Oldies	CBS	25
24. WCOZ-F	Boston	731	AOR	John Blair	100
25. WLOO-F	Chicago	722	BTFL	Century	19
KBIG-F	Los Angeles	722	BTFL	Bonneville	18
27. WNEW-F	New York	698	AOR	Metromedia	30
28. KNX	Los Angeles	693	News	CBS	32
29. WNEW	New York	682	MOR/BB	Metromedia	48
30. WMGK-F	Philadelphia	679	AC/Soft	Greater Media	120
31. WHN	New York	678	Country	Mutual	27
32. WBZ	Boston	664	MOR	Westinghouse	38
33. KMET-F	Los Angeles	655	AOR	Metromedia	14
34. KFVB	Los Angeles	637	News	Westinghouse	47
35. WGCI-F	Chicago	615	Black/Urban	Gannett	134
36. KFI	Los Angeles	606	Cont/AC	Cox	26
37. WHDH	Boston	605	MOR	John Blair	36
38. WBAP	Dallas-FW	598	Country	Cap Cities	33
39. WPAT	New York	590	BTFL	Cap Cities	28
40. KCBS	San Francisco	576	News	CBS	50
41. KLAC	Los Angeles	572	Country	Metromedia	42
42. WMCA	New York	557	Talk		21
43. WLLZ-F	Detroit	552	AOR	Doubleday	500+
44. KJOI-F	Los Angeles	542	BTFL	LA Coke	35
45. WWSH-F	Philadelphia	536	BTFL	Cox	34
46. KRLA	Los Angeles	517	Rock		54
47. WDAF	Kansas City	506	Country	Taft	49
48. WLAK-F	Chicago	498	BTFL	Storer	37
49. KRTH-F	Los Angeles	496	AC	RKO	41
50. WIND	Chicago	494	Talk	Westinghouse	53

\*\*Based on 1/4 HR AVG, TSA, Mon-Sun, 6A-12MID. + denotes simulcast; \*denotes Apr/May 80 survey period.



<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>O/N 79 RANK</u>
51. WJIB-F	Boston	481	BTFL	GE	43
52. WTIC	Hartford	477	MOR		46
53. WMMS-F	Cleveland	472	AOR	Malrite	69
54. WIP	Philadelphia	469	MOR/AC	Metromedia	52
55. WMAL	Washington	464	MOR	ABC	44
56. WJIT	New York	461	Spanish	SJR	55
57. WQXR-F+	New York	460	Classical	New York Times	65
58. WMMR-F	Philadelphia	452	AOR	Metromedia	39
59. KIKK-F	Houston	447	Country	Viacom	146
60. WEAZ-F	Philadelphia	444	BTFL		73
61. WPIX-F	New York	441	Rock	WGN Cont	126
62. WLUP-F	Chicago	436	AOR	Heftel	40
63. KMJQ-F	Houston	432	Urban	Amaturo	108
64. WTFM-F	New York	431	AC/Soft		57
65. KFRC	San Francisco	427	Rock	RKO	61
66. KIIS-F	Los Angeles	424	Urban	Gannett	68
67. WWJ	Detroit	418	News	Detroit News	70
68. WADO	New York	409	Spanish		31
69. WPGC-F+	Washington	408	Rock	First Media	60
70. WEEI	Boston	407	News	CBS	66
71. KLOS-F	Los Angeles	397	AOR	ABC	92
KNX-F	Los Angeles	397	Soft Rock	CBS	71
73. KIQQ-F	Los Angeles	392	Rock	CBS	270
74. WDAS-F	Philadelphia	382	Black	NBN	51
KFAB	Omaha	382	MOR	May	56
76. WCXI	Detroit	380	Country	Golden West	76
77. WYSP-F	Philadelphia	379	AOR	SJR	62
78. KRLD	Dallas	374	News	Metromedia	80
79. WMET-F	Chicago	373	Rock	Metromedia	176
80. KOST-F	Los Angeles	370	BTFL	Cox	72
81. KHTZ-F	Los Angeles	369	AC/Soft	Greater Media	134
82. KSTP-F	Minn-SP	367	AC	Hubbard	85
83. WJEZ-F	Chicago	366	Country	Plough	133
84. KSCS-F	Dallas-FW	362	Country	Cap Cities	99
85. WRIF-F	Detroit	361	AOR	ABC	64
86. WRQX-F	Washington	360	Rock	ABC	160
87. WBAL	Baltimore	358	MOR	Hearst	107
88. KMPC	Los Angeles	356	Talk	Golden West	63
89. KSOL-F	San Francisco	351	Black	United	104
WCLR-F	Chicago	351	MOR/AC	Bonneville	89
91. WGAY-F	Washington	346	BTFL	Greater Media	110
92. WCAU	Philadelphia	344	Talk/News	CBS	75
93. WBMX-F	Chicago	342	Black		58
94. WZGC-F	Atlanta	341	Rock	First Media	83
95. WKQX-F	Chicago	339	AC	NBC	120
96. WGCL-F	Cleveland	338	Rock		102
97. WIYY-F	Baltimore	332	AOR	Hearst	249
WTMJ	Milwaukee	332	MOR	Milwaukee Jrnl	77
99. KNBR	San Francisco	330	MOR	NBC	142
WNIC-F	Detroit	330	AC	Marv Josephson	196

101.	WEEI-F	Boston	326		KYYS-F	Kansas City	263
	WIL-F	St. Louis	326		WLVQ-F	Columbus	263
103.	WFYR-F	Chicago	324		WBBM-F	Chicago	263
104.	KVIL-F	Dallas	323	154.	KEZK-F	St. Louis	261
105.	WSOC-F	Charlotte	319	155.	WNCI-F	Columbus	259
106.	WRAL-F	Raleigh	318		WBT	Charlotte	259
107.	KIRO	Seattle	316		WPEN	Philadelphia	259
	WMJC-F	Detroit	316	158.	WAAF-F	Boston	256
109.	CKLW	Detroit	306		WSHH-F	Pittsburgh	256
110.	WROR-F	Boston	305		WIBC	Indianapolis	256
111.	WKYS-F	Washington	304	161.	KOMO	Seattle	255
	WDVE-F	Pittsburgh	304	162.	WTVN	Columbus	254
113.	WBCN-F	Boston	301	163.	WEZN-F	Bridgeport	251
114.	KTSA	San Antonio	300	164.	WRVA	Richmond	250
115.	WXKX-F	Pittsburgh	297		WCAU-F	Philadelphia	250
116.	WLKW-F	Providence	296		WLW	Cincinnati	250
117.	WSB	Atlanta	293	167.	WJPC	Chicago	247
118.	WEPP	Pittsburgh	292		WHB	Kansas City	247
	WWDB-F	Philadelphia	292		KPLX-F	Dallas-FW	247
	WVNJ-F	Newark	292	170.	KKYX	San Antonio	245
121.	WXKS-F	Boston	289		WKRQ-F	Cincinnati	245
	WHO	Des Moines	289		WRC	Washington	245
	XTRA	Los Angeles	289	173.	WOKI-F	Knoxville	244
124.	WWBA-F	Tampa-SP	288		KZAP-F	Sacramento	244
125.	KALI	Los Angeles	287		KFOG-F	San Francisco	244
	KOA	Denver	287		WOMC-F	Detroit	244
127.	WLI F-F	Baltimore	286	177.	WHLI	Long Island	243
128.	WVBF-F	Boston	285	178.	WEZO-F	Rochester	241
129.	WIVK-F	Knoxville	284	179.	KSFO	San Francisco	238
130.	WISN	Milwaukee	282	180.	KRBE-F	Houston	237
	WDOK-F	Cleveland	282	181.	KROQ-F	Los Angeles	236
	WJR-F	Detroit	282	182.	WTAE	Pittsburgh	235
133.	WXLO-F	New York	281	183.	WWEZ-F	Cincinnati	234
134.	WEFM-F	Chicago	280	184.	KDAY	Los Angeles	233
135.	WQAL-F	Cleveland	279		WKLS-F	Atlanta	233
	WGY	Schenectady	279		WHK	Cleveland	233
137.	KMEZ-F	Dallas-FW	278	187.	WDRQ-F	Detroit	232
138.	WFIL	Philadelphia	277	188.	WRHC	Miami	230
139.	WEZW-F	Milwaukee	275		WBEN-F	Buffalo	230
140.	WQXI-F	Atlanta	274	190.	WDBO-F	Orlando	229
141.	WCZY-F	Detroit	273	191.	KSSN-F	Little Rock	229
142.	KVOO	Tulsa	271	192.	WHYI-F	Miami	227
143.	WQYK-F	Tampa-SP	269		WVEE-F	Atlanta	227
	WIOQ-F	Philadelphia	269	194.	KUTE-F	Los Angeles	226
	KRAK	Sacramento	269	195.	WIOT-F	Toledo	225
146.	WASH-F	Washington	266		WPJB-F	Providence	225
	KTRH	Houston	266	197.	KMEL-F	San Francisco	224
	WJYE-F	Buffalo	266	198.	KLVE-F	Los Angeles	223
149.	WBEN	Buffalo	264		KWST-F	Los Angeles	223
150.	WHIO-F	Dayton	263	200.	WXLK-F*	Roanoke	222

	WNWS	Miami	222		KSHE-F	St. Louis	200
	WIFI-F	Philadelphia	222	252.	KGW	Portland	199
	WUSL-F	Philadelphia	222	253.	WIKS-F	Indianapolis	197
204.	KJQY-F	San Diego	221	254.	WHUR-F	Washington	196
	KZLA-F	Los Angeles	221		KMEO-F	Phoenix	196
	KODA-F	Houston	221		KLZ	Denver	196
	KSLQ-F	St. Louis	221	257.	WXYV-F	Baltimore	195
208.	KXOK	St. Louis	220	258.	WAYL-F	Baltimore	194
209.	WSUN	Tampa-SP	218		WFAA	Dallas	194
210.	KNIX-F	Phoenix	216		WEBN-F	Cincinnati	194
	KYND-F	Houston	216		WBCS-F	Milwaukee	194
212.	KKDA-F	Dallas-FW	215	262.	KOSI-F	Denver	193
	WPCH-F	Atlanta	215		KABL-F	San Francisco	193
	KGON-F	Portland	215	264.	WPRO	Providence	192
	KSFX-F	San Francisco	215		KEX	Portland	192
216.	WNCN-F	New York	214		WXTZ-F	Indianapolis	192
217.	WFLA-F	Tampa-SP	213		KLOL-F	Houston	192
	WHRK-F	Memphis	213	268.	WLBS-F	Detroit	191
	WHUD-F	Long Island	213		WKQS-F	Miami	191
220.	WXYZ	Detroit	212		KEEY-F	Minn-SP	191
	KBPI-F	Denver	212		WNAP-F	Indianapolis	191
	KTNQ	Los Angeles	212	272.	WROQ-F	Charlotte	190
222.	KGBT	Harlingen	211	273.	WLTA-F	Atlanta	189
223.	WPOC-F	Baltimore	210		WFBQ-F	Indianapolis	189
	KPRC	Houston	210		WZZP-F	Cleveland	189
	KRMG	Tulsa	210	276.	WJLB	Detroit	187
	KYUU-F	San Francisco	210		WVKX-F+	Washington	187
227.	KABL	San Francisco	209		WLQR-F	Toledo	187
	WPRO-F	Providence	209	279.	WTUE-F	Dayton	186
229.	WTQR-F	Greens-WS	208		WXKS	Boston	186
230.	KISW-F	Seattle	207				
					WCBM	Baltimore	186
	WOWO	Ft. Wayne	207	282.	WWJ-F	Detroit	185
	WZXR-F	Memphis	207		WYNF-F	Tampa-SP	185
	WAMZ-F	Louisville	207		WWKX-F	Nashville	185
234.	WJZZ-F	Detroit	206		WONE	Dayton	185
	WKRC	Cincinnati	206		KFYE-F	Fresno	185
	WSD-F	St. Louis	206	287.	KIOI-F	San Francisco	183
237.	KNEW	San Francisco	205		WXRT-F	Chicago	183
	WSNI-F	Philadelphia	205		KQRS-F+	Minn-SP	183
	WBLI-F	Long Island	205		WTWR-F	Detroit	183
	WOW	Omaha	205				
				291.	KRLY-F	Houston	182
	WKBW	Buffalo	205	292.	WDMT-F	Cleveland	181
242.	WOWI-F	Norfolk	204		KCEZ-F	Kansas City	181
243.	WJMI-F*	Jackson,MS	203		WFBC-F	Greenville,SC	181
	KZEW-F	Dallas-FW	203		WPTF	Raleigh	181
	WRKO	Boston	203	296.	WABX-F	Detroit	180
	WGR	Buffalo	203	297.	KBLX-F	San Francisco	179
247.	WRCH-F	Hartford	202		WEZI-F	Memphis	179
248.	WFMT-F	Chicago	201		KOY	Phoenix	179
	WGAR	Cleveland	201		KDWB-F	Minn-SP	179
250.	WJYW-F	Tampa-SP	200				

301.	KHOW+	Denver	178	WHCN-F	Hartford	162
302.	WOOD-F	Grand Rapids	176	KLIR-F	Denver	162
	KSL	Salt Lake City	176	WESC-F	Greenville,SC	162
	WTIX	New Orleans	176	WVON	Chicago	162
	KJLH-F	Los Angeles	176	KFAC-F	Los Angeles	162
	WDGY	Minn-SP	176	WRVQ-F	Richmond	162
	WCCO-F	Minn-SP	176	357. KOMA	Oklahoma City	161
308.	WLPX-F	Milwaukee	174	WKSW-F	Cleveland	161
	WLAV-F	Grand Rapids	174	359. KKG0-F	Los Angeles	160
	WAIT	Chicago	174	WFLN-F+	Philadelphia	160
311.	WINZ	Miami	173	361. KMBR-F	Kansas City	159
	WMT*	Cedar Rapids	173	362. KBNS-F	Columbus	158
313.	WKEE-F+	Huntington	172	363. KSSK	Honolulu	157
	WLOL-F	Minn-SP	172	WMYK-F	Norfolk	157
	KUPL-F	Portland	172	KOFM-F	Oklahoma City	157
	WLYF-F	Miami	172	366. WTOP	Washington	156
	WEZC-F	Charlotte	172	KTXQ-F	Dallas-FW	156
318.	KOME-F	San Jose	171	WKJJ-F	Louisville	156
	WJBR-F	Wilmington	171	KQXT-F	San Antonio	156
320.	KOAX-F	Dallas-FW	170	370. WOKQ-F	Dover, NH	154
	WSSH-F	Boston	170	WDSY-F	Pittsburgh	154
	WSB-F	Atlanta	170	KIMN	Denver	154
	WNOE-F	New Orleans	170	KXL-F	Portland	154
324.	KUDL-F	Kansas City	169	KKNG-F	Oklahoma City	154
325.	KNOK-F	Dallas-FW	168	375. WMAR-F	Baltimore	153
	WQAM	Miami	168	KTAR	Phoenix	153
	KQYT-F	Phoenix	168	WHIO	Dayton	153
328.	KHJ	Los Angeles	167	KACE-F	Los Angeles	153
	KEWT-F	Sacramento	167	379. WYOR-F	Miami	152
	WUBE-F	Cincinnati	167	WKXX-F	Birmingham	152
	KEYH	Houston	167	381. WHAS	Louisville	151
332.	WERE	Cleveland	166	KEBC-F	Oklahoma City	151
	WOOK-F	Washington	166	WMC	Memphis	151
	WNDU-F*	South Bend	166	384. WAXY-F	Miami	150
	WEZB-F	New Orleans	166	WRTH	St. Louis	150
	KTOK	Oklahoma City	166	WMC-F	Memphis	150
	KGB-F	San Diego	166	WLAP-F	Lexington	150
338.	KMBZ	Kansas City	165	KJR	Seattle	150
	WRBQ-F	Tampa-SP	165	289. WXGT-F	Columbus	149
	WHUE-F	Boston	165	290. KFJZ-F	Dallas-FW	148
	WAVA-F	Washington	165	WCKX-F	Tampa-SP	148
342.	WSRS-F	Worcester	164	WBCY-F	Charlotte	148
	WWWK-F	St. Louis	164	WQDR-F	Raleigh	148
	KOAQ-F	Denver	164	WKSS-F	Hartford	148
	WSIX-F	Nashville	164	KCMO	Kansas City	148
346.	KBAY-F	San Jose	163	396. WKCI-F	New Haven	147
	KOIT-F	San Francisco	163	397. WROW-F	Albany	146
	WDIZ-F	Orlando	163	KSEA-F	Seattle	146
	KMJM-F	St. Louis	163	WFMS-F	Indianapolis	146
350.	WQXM-F	Tampa-SP	162	WZZK-F	Birmingham	146

	WFLA	Tampa-SP	146		WFOG-F	Norfolk	134
402.	KFMK-F	Houston	145		WTLC-F	Indianapolis	134
	KBEQ-F	Kansas City	145	453.	WQXA-F	York	133
	WCMS-F	Norfolk	145		WQIK-F	Jacksonville	133
	WSKZ-F	Chattanooga	145	455.	WVOR-F	Rochester	132
	WEZK-F	Knoxville	145		KYYX-F	Seattle	132
407.	WIOD	Miami	144	457.	WWVA*	Wheeling	131
	WWWL-F	Miami	144		WCCC-F	Hartford	131
	KXL	Portland	144		WPNT-F	Pittsburgh	131
	WIVY-F	Jacksonville	144		WKZL-F	Green-WS	131
	WWRL	New York	144	461.	WHYN-F	Springfield,MA	130
	KTFM-F	San Antonio	144		WSTW-F	Wilmington	130
413.	WJJD	Chicago	143		WRKZ-F	York	130
	WIRE	Indianapolis	143		WLS-F	Chicago	130
	WIXX-F*	Green Bay	143	465.	XTRA-F	San Diego	129
	WAIA-F	Miami	143		WHAM	Rochester	129
417.	KOPA-F	Phoenix	142		WEAN	Providence	129
	WKHK-F	New York	142	468.	KSFI-F	Salt Lake City	128
	KIKI	Honolulu	142		WHEN	Syracuse	128
420.	WBJW-F	Orlando	141		KSAN-F	San Francisco	128
	WPST-F	Trenton	141	471.	KWKW	Los Angeles	127
	KDKB-F	Phoenix	141.		WKTZ-F	Jacksonville	127
	WWWM-F	Cleveland	141	473.	WFBR	Baltimore	126
424.	WWWE	Cleveland	140		WGRQ-F	Buffalo	126
	WWSW-F	Pittsburgh	140		KKHI-F+	San Francisco	126
	WZEZ-F	Nashville	140	476.	KSDO	San Diego	125
	KONO	San Antonio	140		WSPD	Toledo	125
428.	WCAO	Baltimore	139		WKSJ-F	Mobile	125
	WITS	Boston	139		WSM	Nashville	125
	WSHE-F	Ft. Lauderdale	139		KPRS-F	Kansas City	125
	WHP	Harrisburg	139		KAZY-F	Denver	125
	KPRI-F	San Diego	139		KILT	Houston	125
433.	WSYR	Syracuse	138		KENR	Houston	125
	WFMF-F	Baton Rouge	138		WCKY	Cincinnati	125
	WWDJ	New York	138	485.	WGMS-F+	Washington	124
	WROW	Albany	138		WTMI-F	Miami	124
	WPLO	Atlanta	138		WELI	New Haven	124
	WJW	Cleveland	138		WXBQ-F	JC-King-Bris	124
439.	WBBQ-F*	Augusta	137	489.	WIRK-F	West Palm	123
440.	WQQQ-F	Allen-Beth	136		WKRQ-F	Mobile	123
	WKBN-F	Youngstown	136		KILT-F	Houston	123
	WBYU-F	New Orleans	136		WAKR	Akron	123
	KQV	Pittsburgh	136		KBOX	Dallas-FW	123
444.	WGRD-F	Grand Rapids	135		WDAO-F	Dayton	123
	WWDW-F	Columbia,SC	135		WWDC-F	Washington	123
446.	WHNN-F*	Saginaw	134	496.	WHBC	Canton	122
	WMZQ-F	Washington	134		WAKY	Louisville	122
	WBSB-F	Baltimore	134		WENN-F	Birmingham	122
	KMOX-F	St. Louis	134		KUPD-F	Phoenix	122
	WHJY-F	Providence	134		WYYD-F	Raleigh	122
					KFMB-F	San Diego	122

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. WKTU	New York	DISCO	SJR	2028
2. WBLS	New York	BLACK/URBAN	Inner City	1717
3. WRFM	New York	BTFL (Bonneville)	Bonneville	1045
4. WPLJ	New York	AOR	ABC	983
5. WPAT	New York	BTFL MUS (Schulke)	Cap Cities	975
6. WYNY	New York	AC	NBC	794
7. WCBS	New York	OLDIES/CONT	CBS	735
8. WCOZ	Boston	AOR	John Blair	731
9. WLOO	Chicago	BTFL MUS (FM-100)	Century	722
KBIG	Los Angeles	BTFL MUS (Bonneville)	Bonneville	722
11. WNEW	New York	AOR	Metromedia	698
12. WMGK	Philadelphia	AC/SOFT	Greater Media	679
13. KMET	Los Angeles	AOR	Metromedia	655
14. WGCI	Chicago	BLACK/URBAN	Gannett	615
15. WLLZ	Detroit	AOR	Doubleday	552
16. KJOI	Los Angeles	BTFL MUS (Schulke)	LA Coke	542
17. WWSH	Philadelphia	BTFL MUS (Schulke)	Cox	536
18. WLAK	Chicago	BTFL MUS (Schulke)	Storer	498
19. KRTH	Los Angeles	AC	RKO	496
20. WJIB	Boston	BTFL MUS (Schulke)	GE	481
21. WMMS	Cleveland	AOR (Burk-Abr)	Malrite	472
22. WQXR+	New York	CLASSICAL	New York Times	460
23. WMMR	Philadelphia	AOR	Metromedia	452
24. KIKK	Houston	COUNTRY	Viacom	447
25. WEAZ	Philadelphia	BTFL MUS (Bonneville)		444
26. WPIX	New York	ROCK	WGN Cont	441
27. WLUP	Chicago	AOR (Burk-Abr)	Heftel	436
28. KMJQ	Houston	URBAN	Amaturo	432
29. WTFM	New York	AC		431
30. KIIS	Los Angeles	DISCO/URBAN	Gannett	424
31. WPGC+	Washington	ROCK	First Media	408
32. KLOS	Los Angeles	AOR	ABC	397
KNX	Los Angeles	SOFT ROCK	CBS	397
34. KIQQ	Los Angeles	ROCK	Outlet	392
35. WDAS	Philadelphia	BLACK	NBN	382
36. WYSP	Philadelphia	AOR (Burk-Abr)	SJR	379
37. WMET	Chicago	AOR	Metromedia	373
38. KOST	Los Angeles	BTFL MUS (FM-100)	Cox	370
39. KHTZ	Los Angeles	AC/SOFT	Greater Media	369
40. KSTP	Minn-SP	AC/CONT	Hubbard	367
41. WJEZ	Chicago	COUNTRY	Plough	366
42. KSCS	Dallas-FW	COUNTRY	Cap Cities	362
43. WRIF	Detroit	AOR	ABC	361
44. WRQX	Washington	ROCK	ABC	360
45. KSOL	San Francisco	BLACK	United	351
WCLR	Chicago	MOR/AC	Bonneville	351
47. WGAY	Washington	BTFL MUS	Greater Media	346
48. WBMX	Chicago	BLACK		342
49. WZGC	Atlanta	ROCK	First Media	341
50. WKQX	Chicago	AC	NBC	339

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

STATION	MARKET	FORMAT (Syndicator/Consultant)	OWNER	1/4 HR AVG
51. WGCL	Cleveland	ROCK		338
52. WIYY	Baltimore	AOR (Burk-Abr)	Hearst	332
53. WNIC	Detroit	AC	Marv Josephson	330
54. WEEI	Boston	SOFT	CBS	326
WIL	St. Louis	COUNTRY	LIN	326
56. WFYR	Chicago	AC	RKO	324
57. KVIL	Dallas	AC	Fairbanks	323
58. WSOC	Charlotte	COUNTRY (TM)	Cox	319
59. WRAL	Raleigh	ROCK (Drake-Chen)	Capitol	318
60. WMJC	Detroit	AC/SOFT	Greater Media	316
61. WROR	Boston	AC	RKO	305
62. WKYS	Washington	URBAN	NBC	304
WDVE	Pittsburgh	AOR (Burk-Abr)	Taft	304
64. WBCN	Boston	AOR	Infinity	301
65. WXKX	Pittsburgh	ROCK	Hearst	297
66. WLKW	Providence	BTFL MUS	McCormick	296
67. WWDB	Philadelphia	TALK		292
WVNJ	Newark	BTFL MUS (TM)		292
69. WXKS	Boston	URBAN	Heftel	289
70. WWBA	Tampa-SP	BTFL MUS		288
71. WLIF	Baltimore	BTFL MUS (Schulke)	Cox	286
72. WVBF	Boston	ROCK	Fairbanks	285
73. WIVK	Knoxville	COUNTRY		284
74. WDOK	Cleveland	BTFL MUS (Churchill)	Gannett	282
WJR	Detroit	BTFL MUS (Schulke)	Cap Cities	282
76. WXLO	New York	URBAN (Burk-Abr)	RKO	281
77. WEFM	Chicago	ROCK	GCC	280
78. WQAL	Cleveland	BTFL MUS (Bonneville)	SJR	279
79. KMEZ	Dallas-FW	BTFL MUS (Schulke)	Group One	278
80. WEZW	Milwaukee	BTFL MUS (Schulke)	Multimedia	275
81. WQXI	Atlanta	ROCK	Jeff-Pilot	274
82. WCZY	Detroit	BTFL MUS (Bonneville)		273
83. WQYK	Tampa-SP	COUNTRY	Lake Huron	269
WIOQ	Philadelphia	ROCK	Outlet	269
85. WASH	Washington	AC	Metromedia	266
WJYE	Buffalo	BTFL MUS (Schulke)	McCormick	266
87. WHIO	Dayton	BTFL MUS (Bonneville)	Cox	263
KYYS	Kansas City	AOR (Burk-Abr)	Taft	263
WLVQ	Columbus	AOR (Burk-Abr)	Taft	263
WBBM	Chicago	SOFT ROCK	CBS	263
91. KEZK	St. Louis	BTFL MUS (Schulke)	Metroplex	261
92. WNCI	Columbus	ROCK	Nationwide	259
93. WAAF	Boston/Worc	AOR (Burk-Abr)	Park City	256
WSHH	Pittsburgh	BTFL MUS (Schulke)	Nationwide	256
95. WEZN	Bridgeport	BTFL MUS (TM)	Park City	251
96. WCAU	Philadelphia	URBAN	CBS	250
97. KPLX	Dallas-FW	COUNTRY	Susquehanna	247
98. WKRQ	Cincinnati	ROCK	Taft	245
99. WOKI	Knoxville	ROCK		244
KZAP	Sacramento	AOR (Burk-Abr)	Western Cities	244
KFOG	San Francisco	BTFL MUS (Schulke)	GE	244
WOMC	Detroit	MOR/AC	Metromedia	244

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

1. WNBC	New York	28338	51. KMPC	Los Angeles	7672
2. WINS	New York	27434	52. WL00-F	Chicago	7587
3. WCBS	New York	27361	53. WRIF-F	Detroit	7475
4. WABC	New York	24841	54. KRLA	Los Angeles	7447
5. WKTU-F	New York	23244	55. WTFM-F	New York	7346
6. WLS	Chicago	22649	56. WQXR-F+	New York	7308
7. WOR	New York	21783	57. KNX-F	Los Angeles	7208
8. WBLS-F	New York	19204	58. WLLZ-F	Detroit	7167
9. WGN	Chicago	18813	59. WLAK-F	Chicago	7101
10. WMAQ	Chicago	18575	60. KRLD	Dallas-FW	7019
11. KYW	Philadelphia	16196	61. WWJ	Detroit	7017
12. WBBM	Chicago	16171	62. WKQX-F	Chicago	6972
13. WPLJ-F	New York	15853	63. WCAU	Philadelphia	6887
14. WPAT-F	New York	14718	64. KIQQ-F	Los Angeles	6874
15. KNX	Los Angeles	14713	65. WDAF	Kansas City	6800
16. WRFM-F	New York	13155	66. WEEI	Boston	6788
17. WJR	Detroit	13029	67. WYSP-F	Philadelphia	6786
18. KDKA	Pittsburgh	12920	68. WIND	Chicago	6739
19. WCBS-F	New York	12786	69. WWSH-F	Philadelphia	6669
20. WYNY-F	New York	12737	70. WRQX-F	Washington	6651
21. WCCO	Minn-SP	12692	71. WGCI-F	Chicago	6608
22. KFVB	Los Angeles	12238	72. KOST-F	Los Angeles	6549
23. KABC	Los Angeles	11930	73. WMAL	Washington	6498
24. KFI	Los Angeles	11827	74. WPGC-F+	Washington	6453
25. WHN	New York	11703	75. WMMS-F	Cleveland	6419
26. WNEW	New York	11083	76. WTIC	Hartford	6392
27. WBZ	Boston	11082	KNBR	San Francisco	6392
28. KBIG-F	Los Angeles	10899	78. WJIB-F	Boston	6348
29. KGO	San Francisco	10874	79. XTRA	Los Angeles	6289
30. WNEW-F	New York	10703	80. WXLO-F	New York	6229
31. KMET-F	Los Angeles	10532	81. KHTZ-F	Los Angeles	6206
32. KMOX	St. Louis	10493	82. WFIL	Philadelphia	6167
33. KCBS	San Francisco	10217	83. WEAZ-F	Philadelphia	6124
34. WPIX-F	New York	10141	84. WMET-F	Chicago	6115
35. KFRC	San Francisco	9797	85. WEFM-F	Chicago	6097
36. WCOZ-F	Boston	9318	86. WBBM-F	Chicago	6056
37. WHDH	Boston	9111	87. WNIC-F	Detroit	5922
38. KLOS-F	Los Angeles	9020	88. WGCL-F	Cleveland	5688
39. WPAT	New York	8781	89. WDRQ-F	Detroit	5654
40. WMGK-F	Philadelphia	8661	90. KIRO	Seattle	5651
41. KLAC	Los Angeles	8651	91. WLW	Cincinnati	5597
42. WBAP	Dallas-FW	8647	92. KSTP-F	Minn-SP	5583
43. KRTH-F	Los Angeles	8608	93. KFAB	Omaha	5564
44. KIIS-F	Los Angeles	8280	94. WVBF-F	Boston	5544
45. WMCA	New York	8274	95. WRKO	Boston	5514
46. WLUP-F	Chicago	8230	96. WCLR-F	Chicago	5507
47. WIP	Philadelphia	7980	97. WBMX-F	Chicago	5485
48. WMMR-F	Philadelphia	7839	98. KIKK-F	Houston	5430
49. KJOI-F	Los Angeles	7835	99. WMJC-F	Detroit	5416
50. CKLW	Detroit	7806	100. KSFO	San Francisco	5414

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



101.	WTMJ	Milwaukee	5358	151.	WDVE-F	Pittsburgh	4166
102.	WSB	Atlanta	5281	152.	WNCI-F	Columbus	4161
103.	WEEI-F	Boston	5217	153.	KABL	San Francisco	4155
104.	KSCS-F	Dallas-FW	5175	154.	WGAR	Cleveland	4154
105.	KHJ	Los Angeles	5146	155.	KMJQ-F	Houston	4145
106.	WXKX-F	Pittsburgh	5115	156.	WOWO	Ft. Wayne	4107
107.	WTAE	Pittsburgh	5083	157.	WADO	New York	4041
108.	WJEZ-F	Chicago	5013	158.	KDAY	Los Angeles	4039
109.	WGAY-F	Washington	4979	159.	KSFX-F	San Francisco	4031
110.	KOA	Denver	4963	160.	WHO	Des Moines	4011
111.	WDAS-F	Philadelphia	4962	161.	WHK	Cleveland	4002
112.	WFYR-F	Chicago	4928	162.	KSOL-F	San Francisco	4001
113.	WROR-F	Boston	4885	163.	KGW	Portland	3996
114.	WABX-F	Detroit	4848	164.	WCXI	Detroit	3964
115.	WIOQ-F	Philadelphia	4816	165.	WBT	Charlotte	3940
116.	WVNJ-F	Newark	4812	166.	KSLQ-F	St. Louis	3933
117.	KTSA	San Antonio	4773	167.	WGY	Schenectady	3928
118.	WIFI-F	Philadelphia	4768	168.	KIMN	Denver	3917
119.	WBCN-F	Boston	4753	169.	WKBW	Buffalo	3911
120.	KVIL-F	Dallas	4735	170.	KROQ-F	Los Angeles	3879
121.	WBEN	Buffalo	4687	171.	WBEN-F	Buffalo	3861
122.	KUTE-F	Los Angeles	4619	172.	WTOP	Washington	3823
123.	KWST-F	Los Angeles	4598	173.	WIBC	Indianapolis	3807
124.	KXOK	St. Louis	4584	174.	KMEL-F	San Francisco	3803
125.	WJR-F	Detroit	4529	175.	WPEN	Philadelphia	3792
126.	KTRH	Houston	4513	176.	WLIF-F	Baltimore	3789
127.	WOW	Omaha	4487	177.	KFOG-F	San Francisco	3763
128.	WCAU-F	Philadelphia	4470	178.	WEZN-F	Bridgeport	3718
129.	WHB	Kansas City	4464	179.	KNEW	San Francisco	3714
130.	WZGC-F	Atlanta	4460	180.	WJLB	Detroit	3668
131.	WNCN-F	New York	4436	181.	WWDB-F	Philadelphia	3666
132.	WWWW-F	Detroit	4400	182.	WCBM	Baltimore	3665
133.	WISN	Milwaukee	4369	183.	WHUR-F	Washington	3660
134.	KOMO	Seattle	4359	184.	WGR	Buffalo	3655
135.	WTVN	Columbus	4352	185.	WPRO-F	Providence	3650
136.	WASH-F	Washington	4344	186.	WZZP-F	Cleveland	3645
137.	WCZY-F	Detroit	4337	187.	KIOI-F	San Francisco	3642
138.	WBAL	Baltimore	4335	188.	WSHH-F	Pittsburgh	3620
139.	WKYS-F	Washington	4331	189.	WDGY	Minn-SP	3618
140.	WIL-F	St. Louis	4303	190.	WVON	Chicago	3602
141.	WJPC	Chicago	4291	191.	WSOC-F	Charlotte	3599
142.	WLS-F	Chicago	4289	192.	WDOK-F	Cleveland	3598
143.	WXKS-F	Boston	4284	193.	WFAA	Dallas	3589
144.	KRBE-F	Houston	4275	194.	KJR	Seattle	3584
	WHYI-F	Miami	4275	195.	WQXI-F	Atlanta	3582
146.	WAAF-F	Boston/Worc	4245	196.	WTIX	New Orleans	3573
147.	WKRQ-F	Cincinnati	4225	197.	WRC	Washington	3563
148.	WRAL-F	Raleigh	4221		KCMO	Kansas City	3563
	KYUU-F	San Francisco	4221	199.	WIYY-F	Baltimore	3542
150.	WJIT	New York	4204	200.	WSUN	Tampa-SP	3521

201.	WKRC	Cincinnati	3517		WWSW-F	Pittsburgh	3047
202.	KQRS-F	Minn-SP	3507	252.	KSTP	Minn-SP	3039
203.	WIKS-F	Indianapolis	3496	253.	WWEZ-F	Cincinnati	3037
204.	WPJB-F	Providence	3490		WWWM-F	Cleveland	3037
205.	WPRO	Providence	3481		WJYE-F	Buffalo	3037
206.	WXYZ	Detroit	3480	256.	WRVA	Richmond	3021
207.	WTWR-F	Detroit	3472	257.	KSAN-F	San Francisco	3012
208.	KPRC	Houston	3461	258.	KODA-F	Houston	3011
209.	KDWB	Minn-SP	3457	259.	KFAC-F	Los Angeles	2999
210.	WWWE	Cleveland	3453	260.	KDWB-F	Minn-SP	2998
211.	KYA	San Francisco	3446	261.	KSD-F	St. Louis	2974
212.	KYYS-F	Kansas City	3441	262.	WWDC-F	Washington	2951
213.	WHIO-F	Dayton	3438	263.	WLWL-F	Minn-SP	2953
214.	KMEZ-F	Dallas	3429	264.	WAVA-F	Washington	2951
215.	KEZK-F	St. Louis	3425	265.	WMC-F	Memphis	2946
216.	WCCO-F	Minn-SP	3416	266.	WFMT-F	Chicago	2942
217.	KHOW+	Denver	3392	267.	WINZ	Miami	2937
218.	WUSL-F	Philadelphia	3391	268.	WPCH-F	Atlanta	2932
219.	KILT	Houston	3387	269.	WROQ-F	Charlotte	2930
220.	WOKI-F	Knoxville	3386	270.	KOMA	Oklahoma City	2926
221.	KABL-F	San Francisco	3364	271.	WFBC-F	Greenville,SC	2925
222.	WJZZ-F	Detroit	3351	272.	WLKW-F	Providence	2909
223.	WEZW-F	Milwaukee	3338	273.	WSM	Nashville	2904
224.	WXRT-F	Chicago	3312	274.	WLPX-F	Milwaukee	2900
225.	WKLS-F	Atlanta	3303	275.	KEZY	Los Angeles	2891
226.	KING	Seattle	3302	276.	WZUU-F	Milwaukee	2885
227.	WSNI-F	Philadelphia	3298	277.	WIOD	Miami	2870
228.	KZEW-F	Dallas-FW	3291		WFBQ-F	Indianapolis	2870
229.	KPLX-F	Dallas-FW	3286	279.	WCFL	Chicago	2861
230.	WHIO-F	Dayton	3273	280.	WOMC-F	Detroit	2846
231.	KKDA-F	Dallas-FW	3236	281.	KKGO-F	Los Angeles	2836
232.	KVOO	Tulsa	3229	282.	KOAX-F	Dallas-FW	2832
233.	KALI	Los Angeles	3228	283.	WEBN-F	Cincinnati	2824
234.	KBPI-F	Denver	3210	284.	WLVQ-F	Columbus	2818
235.	KZLA-F	Los Angeles	3209	285.	KOME-F	San Fran/SJ	2812
236.	KSL	Salt Lake City	3208	286.	KTXQ-F	Dallas-FW	2807
237.	KRLY-F	Houston	3207	287.	KEX	Portland	2799
238.	KFJZ-F	Dallas-FW	3202	288.	WHCN-F	Hartford	2796
239.	WBLI-F	Long Island	3199	289.	KSHE-F	St. Louis	2793
240.	KRAK	Sacramento	3188	290.	WGST	Atlanta	2792
241.	WQAL-F	Cleveland	3170	291.	WKHK-F	New York	2790
242.	WOOK-F	Washington	3161	292.	KKYX	San Antonio	2789
243.	KLZ	Denver	3133	293.	WQAM	Miami	2782
244.	KYND-F	Houston	3121	294.	WXYV-F	Baltimore	2777
245.	WHAS	Louisville	3114	295.	WIVK-F	Chattanooga	2774
246.	WWJ-F	Detroit	3079	296.	WSSH-F	Boston	2772
247.	WNAP-F	Indianapolis	3073	297.	WJJD	Chicago	2721
248.	WFBR	Baltimore	3061	298.	KBAY-F	SF/SJ	2719
249.	WCAO	Baltimore	3059	299.	WEZO-F	Rochester	2713
250.	WWBA-F	Tampa-SP	3047	300.	KYA	San Francisco	2710

AMERICA'S LEADING STATIONS - TEENS\*

1. WKTU-F	New York	51. WMJC-F	Detroit
2. WPLJ-F	New York	KSLQ-F	St. Louis
3. WBLS-F	New York	53. KWST-F	Los Angeles
4. WNBC	New York	54. WYNY-F	New York
5. WCOZ-F	Boston	55. WDVE-F	Pittsburgh
6. WLLZ-F	Detroit	WHYI-F	Miami
7. WABC	New York	KOME-F	San Francisco
8. WLS	Chicago	XTRA	Los Angeles
KMET-F	Los Angeles	59. KZAP-F	Sacramento
10. WGCJ-F	Chicago	60. KFI	Los Angeles
11. WEFM-F	Chicago	61. KKDA-F	Dallas-FW
12. WRQX-F	Washington	62. KXAM	Phoenix
13. KROQ-F	Los Angeles	WVEE-F	Atlanta
14. WPIX-F	New York	64. KRLY-F	Houston
15. KIIS-F	Los Angeles	WXGT-F	Columbus
16. KSOL-F	San Francisco	66. WIKS-F	Indianapolis
17. WDRQ-F	Detroit	KMJM-F	St. Louis
18. WMET-F	Chicago	68. WLYT-F	Cleveland
19. KRLA	Los Angeles	WABX-F	Detroit
20. WIFI-F	Philadelphia	KSTP-F	Minn-SP
WYSP-F	Philadelphia	WLPX-F	Milwaukee
22. KIQQ-F	Los Angeles	WSFX-F	San Francisco
23. KLOS-F	Los Angeles	73. WIOT-F	Toledo
KRBE-F	Houston	WZXR-F	Memphis
25. WMMR-F	Philadelphia	75. WPGC-F+	Washington
WDAS-F	Philadelphia	KIKK-F	Houston
27. WZGC-F	Atlanta	KOPA-F	Phoenix
KFRC	San Francisco	78. WBMX-F	Chicago
29. WVBF-F	Boston	XTRA-F	San Diego
30. WLUP-F	Chicago	KOFM-F	Oklahoma City
31. WXKX-F	Pittsburgh	81. WWWW-F	Detroit
32. WIYY-F	Baltimore	WOOK-F	Washington
33. WNEW-F	New York	KLLOL-F	Houston
34. KDAY	Los Angeles	WNAP-F	Indianapolis
35. WJPC	Chicago	85. KGB	San Diego
36. KFJZ-F	Dallas-FW	86. WBEN-F	Buffalo
37. WRIF-F	Detroit	WMGK-F	Philadelphia
KYYS-F	Kansas City	WLS-F	Chicago
39. KGON-F	Portland	WKQX-F	Chicago
40. WKLS-F	Atlanta	KTFM-F	San Antonio
WMMS-F	Cleveland	91. WKXX-F	Birmingham
42. WKJJ-F	Louisville	KUPD-F	Phoenix
43. WWWK-F	St. Louis	KDWB-F	Minn-SP
KBPI-F	Denver	WWIN	Baltimore
45. WKRQ-F	Cincinnati	95. WPRO-F	Providence
WEZB-F	New Orleans	96. KUTE-F	Los Angeles
47. KMJQ-F	Houston	KYYX-F	Seattle
48. WGCL-F	Cleveland	WGRQ-F	Buffalo
WPJB-F	Providence	KOAQ-F	Denver
KISW-F	Seattle	WCHB	Detroit
		WKYS-F	Washington
		KNOK-F	Dallas-FW

\*Based on Metro Teens, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 18-34\*

1. WKTU-F	New York	51. WCBS	New York
2. WBLN-F	New York	52. WYSP-F	Philadelphia
3. WPLJ-F	New York	53. WBBM-F	Chicago
4. WNEW-F	New York	WROR-F	Boston
5. WYNY-F	New York	55. WXKS-F	Boston
6. WNBC	New York	56. WLWQ-F	Columbus
7. WGCI-F	Chicago	57. WDVE-F	Pittsburgh
8. WCBS-F	New York	58. KSFY-F	San Francisco
9. WMGK-F	Philadelphia	59. KWST-F	Los Angeles
10. WABC	New York	60. WLBS-F	Detroit
11. WTFM-F	New York	61. KBLX-F	San Francisco
12. WLLZ-F	Detroit	62. KSCS-F	Dallas-FW
13. WLUP-F	Chicago	63. WXLO-F	New York
14. KHTZ-F	Los Angeles	64. WPAT-F	New York
15. WLS	Chicago	WXRT-F	Chicago
16. KMJQ-F	Houston	KJLH-F	Los Angeles
17. KRLA	Los Angeles	67. WMMS-F	Cleveland
18. KMET-F	Los Angeles	KSHE-F	St. Louis
19. KRTH-F	Los Angeles	69. WCAU-F	Philadelphia
20. KNX-F	Los Angeles	70. KZEW-F	Dallas
21. WCOZ-F	Boston	WTWR-F	Detroit
22. WPIX-F	New York	72. WASH-F	Washington
23. WFYR-F	Chicago	73. WJIT	New York
24. WMET-F	Chicago	74. KLCL-F	Houston
25. WNIC-F	Detroit	KSLQ-F	St. Louis
26. KLOS-F	Los Angeles	76. WZGC-F	Atlanta
WMMR-F	Philadelphia	77. KFI	Los Angeles
28. KIIS-F	Los Angeles	KYUU-F	San Francisco
29. KIKK-F	Houston	79. WCCO	Minn-SP
30. WIYY-F	Baltimore	80. KUTE-F	Los Angeles
WRIF-F	Detroit	81. KGB-F	San Diego
32. WINS	New York	82. WMAQ	Chicago
33. WKQX-F	Chicago	KALI	Los Angeles
34. WIOQ-F	Philadelphia	84. WRQX-F	Washington
35. WBMX-F	Chicago	WXYV-F	Baltimore
36. WQXI-F	Atlanta	86. KBPI-F	Denver
37. WPGC-F+	Washington	WJPC	Chicago
38. KSOL-F	San Francisco	KTNQ	Los Angeles
WHN	New York	KABC	Los Angeles
40. KVIL-F	Dallas	90. WPRO-F	Providence
41. WBCN-F	Boston	WBLI-F	Long Island
WDAS-F	Philadelphia	KSD-F	St. Louis
43. WEEL-F	Boston	KKDA-F	Dallas-FW
44. KFRC	San Francisco	94. WJZZ-F	Detroit
KIQQ-F	Los Angeles	KACE-F	Los Angeles
46. WKYS-F	Washington	96. WXKX-F	Pittsburgh
47. KSTP-F	Minn-SP	KMOX	St. Louis
WCLR-F	Chicago	KEYH	Houston
49. WMJC-F	Detroit	99. WLOO-F	Chicago
50. KMEL-F	San Francisco	KYW	Philadelphia
		KISW-F	Seattle

\*Based on Adults, 18-34, Metro, Broadcast Week, 1/4 HR AVG

AMERICA'S LEADING STATIONS - ADULTS 18-49\*

1. WKTU-F	New York	51. KVIL-F	Dallas
2. WBLS-F	New York	52. WDAS-F	Philadelphia
3. WNBC	New York	WBMX-F	Chicago
4. WYNY-F	New York	54. WMJC-F	Detroit
5. WCBS-F	New York	55. WBBM	Chicago
6. WPLJ-F	New York	56. WSCS-F	Dallas-FW
7. WNEW-F	New York	57. WPGC-F+	Washington
8. WABC	New York	KFRC	San Francisco
9. WMGK-F	Philadelphia	59. KLOS-F	Los Angeles
10. WGGI-F	Chicago	60. WJEZ-F	Chicago
11. WINS	New York	61. WBZ	Boston
12. WPAT-F	New York	62. WRIF-F	Detroit
13. WCBS	New York	63. WMAL	Washington
14. WHN	New York	64. WADO	New York
15. WLS	Chicago	WIYY-F	Baltimore
16. KRLA	Los Angeles	WIP	Philadelphia
17. WOR	New York	67. WQXI-F	Atlanta
WLOO-F	Chicago	68. WKYS-F	Washington
19. KRTH-F	Los Angeles	69. KSOL-F	San Francisco
20. WTFM-F	New York	70. WIL-F	St. Louis
21. KMJQ-F	Houston	71. WEEI-F	Boston
22. KIKK-F	Houston	72. KFI	Los Angeles
23. WGN	Chicago	KGO	San Francisco
24. WRFM-F	New York	74. KSTP-F	Minn-SP
25. WMAQ	Chicago	75. KJOI-F	Los Angeles
26. KBIG-F	Los Angeles	76. KALI	Los Angeles
27. KHTZ-F	Los Angeles	77. WIOQ-F	Philadelphia
28. WLLZ-F	Detroit	WROR-F	Boston
29. KNX-F	Los Angeles	79. WCXI	Detroit
WLUP-F	Chicago	80. KFWB	Los Angeles
31. KMOX	St. Louis	81. WBBM-F	Chicago
32. WFYR-F	Chicago	82. WXLO-F	New York
33. KMET-F	Los Angeles	83. WOMC-F	Detroit
34. KIQQ-F	Los Angeles	84. WBCN-F	Boston
35. WPIX-F	New York	85. WASH-F	Washington
36. WJIT	New York	KNX	Los Angeles
37. WCLR-F	Chicago	87. WXKS-F	Boston
38. KABC	Los Angeles	88. KMEL-F	San Francisco
39. KLAC	Los Angeles	89. WCAU-F	Philadelphia
40. WCCO	Minn-SP	90. KZLA-F	Los Angeles
41. WNIC-F	Detroit	91. KTNQ	Los Angeles
42. WKQX-F	Chicago	92. WGAY-F	Washington
43. WCOZ-F	Boston	93. WJR	Detroit
44. KIIS-F	Los Angeles	94. WYSP-F	Philadelphia
45. WNEW	New York	95. WMCA	New York
46. WHDH	Boston	96. WJZZ-F	Detroit
47. KDKA	Pittsburgh	97. CKLW	Detroit
48. KYW	Philadelphia	98. WLBS-F	Detroit
WMET-F	Chicago	99. WBLI-F	New York
50. WMMR-F	Philadelphia	KYUU-F	San Francisco

\*Based on Adults, 18-49, 1/4 HR AVG, Metro, Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 25-54\*

1. WBLS-F	New York	51. KFI	Los Angeles
2. WKTU-F	New York	52. WPLJ-F	New York
3. WNBC	New York	53. WKQX-F	Chicago
4. WPAT-F	New York	KCBS	San Francisco
5. WCBS-F	New York	55. WGAY-F	Washington
6. WOR	New York	56. KMJQ-F	Houston
7. WINS	New York	57. KVIL-F	Dallas
8. WCBS	New York	KMPC	Los Angeles
9. WGN	Chicago	59. WIL-F	St. Louis
10. WYNY-F	New York	60. WEAZ-F	Philadelphia
11. WRFM-F	New York	61. KHTZ-F	Los Angeles
12. WABC	New York	62. KSCS-F	Dallas-FW
13. WLOO-F	Chicago	WOMC-F	Detroit
14. KABC	Los Angeles	64. WNIC-F	Detroit
15. WHN	New York	65. WJIB-F	Boston
16. WNEW	New York	66. KIQQ-F	Los Angeles
17. KMOX	St. Louis	67. WPAT	New York
18. KBIG-F	Los Angeles	68. WASH-F	Washington
19. WMGK-F	Philadelphia	69. KMEZ-F	Dallas-FW
20. WNEW-F	New York	70. WLIF-F	Baltimore
21. WCCO	Minn-SP	71. WPEN	Philadelphia
22. WMAQ	Chicago	72. WQXR-F+	New York
23. KDKA	Pittsburgh	73. KALI	Los Angeles
24. WJIT	New York	KNBR	San Francisco
25. KYW	Philadelphia	WWSH-F	Philadelphia
26. WLS	Chicago	76. WISN	Milwaukee
27. WBBM	Chicago	77. KLVE-F	Los Angeles
28. WTFM-F	New York	78. WMJC-F	Detroit
29. WGCI-F	Chicago	79. WIND	Chicago
30. KRLA	Los Angeles	KTNQ	Los Angeles
31. KLAC	Los Angeles		
32. KIKK-F	Houston		
33. KGO	San Francisco		
34. WMAL	Washington		
35. KFVB	Los Angeles		
36. WHDH	Boston		
37. WIP	Philadelphia		
38. WBZ	Boston		
39. KRTH-F	Los Angeles		
40. KNX	Los Angeles		
41. WMCA	New York		
42. KJOI-F	Los Angeles		
43. WADO	New York		
44. WCXI	Detroit		
45. WJR	Detroit		
WFYR-F	Chicago		
47. WCLR-F	Chicago		
KNX-F	Los Angeles		
49. WLAK-F	Chicago		
50. WJEZ-F	Chicago		

\*Based on Adults, 25-54, Metro, 1/4 HR AVG,  
Broadcast Week

AMERICA'S LEADING STATIONS - ADULTS 35-64

1. WOR	New York	51. WEEI	Boston
2. WRFM-F	New York	52. WQXR-F+	New York
3. WCBS	New York	53. KOST-F	Los Angeles
4. WGN	Chicago	WJR-F	Detroit
5. WINS	New York	55. WLKW-F	Providence
6. WPAT-F	New York	56. WMCK-F	Philadelphia
7. WNEW	New York	57. WVNJ-F	Newark
8. KABC	Los Angeles	58. WPEN	Philadelphia
9. KMOX	St. Louis	59. WEEP	Pittsburgh
10. KBIG-F	Los Angeles	60. WEZW-F	Milwaukee
11. WLOO-F	Chicago	61. WLIF-F	Baltimore
12. KDKA	Pittsburgh	62. KEZK-F	St. Louis
13. KYW	Philadelphia	63. KMEZ-F	Dallas-FW
14. WNBC	New York	64. WSB	Atlanta
WBLN-F	New York	65. WTIC	Hartford
16. KGO	San Francisco	66. WSHH-F	Pittsburgh
17. KFVB	Los Angeles	67. WHLI	Long Island
18. WCCO	Minn-SP	68. KFOG-F	San Francisco
WHN	New York	WTMJ	Milwaukee
20. WMCA	New York	70. KIRO	Seattle
21. KNX	Los Angeles	71. WIL-F	St. Louis
22. WBBM	Chicago	72. WLS	Chicago
23. WPAT	New York	73. WJYE-F	Buffalo
24. KJOI-F	Los Angeles	KJQY-F	San Diego
25. WCBS-F	Chicago	75. KRLD	Dallas
26. WLAK-F	Chicago	76. WEZO-F	Rochester
27. WABC	New York	WWDB-F	Philadelphia
28. WMAQ	Chicago	78. WCAU	Philadelphia
29. WJR	Detroit	WCLR-F	Chicago
30. WMAL	Washington	80. WISN	Milwaukee
31. WDAS-F	Philadelphia	KIKK-F	Houston
32. WIND	Chicago	82. KABL	San Francisco
33. KLAC	Los Angeles	KODA-F	Houston
34. WHDH	Boston	84. WDOK-F	Cleveland
35. WJIT	New York	WHK	Cleveland
36. WBZ	Boston	86. KSOS-F	Dallas-FW
37. WWSH-F	Philadelphia	87. WBAP	Dallas-FW
38. WADO	New York	WQAL-F	Cleveland
39. WKTU-F	New York	89. KYND-F	Houston
40. WJIB-F	Boston	90. KSFO	San Francisco
41. WIP	Philadelphia	91. KRLA	Los Angeles
42. KCBS	San Francisco	92. WBEN	Buffalo
43. WCXI	Detroit	93. KPRC	Houston
44. WGAY-F	Washington	94. WXKS	Boston
45. WWJ	Detroit	95. WRHC	Miami
46. WYNY-F	New York	WFMT-F	Chicago
47. WBAL	Baltimore	97. KABL-F	San Francisco
48. WJEZ-F	Chicago	KNBR	San Francisco
49. KMPC	Los Angeles	WWJ-F	Detroit
50. WCZY-F	Detroit	100. KOMO	Seattle

\*Based on Adults, Metro, 35-64, 1/4 HR AVG, Broadcast Week

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

1. WGN	Chicago	51. WSB	Atlanta
2. WOR	New York	52. WGCI-F	Chicago
3. WCBS	New York	53. WBAL	Baltimore
4. WINS	New York	54. WBAL	Baltimore
5. WNBC	New York	55. WCOZ-F	Boston
6. WBLN-F	New York	56. KMET-F	Los Angeles
7. WCCO	Minn-SP	57. CKLW	Detroit
8. KDKA	Pittsburgh	58. KRTH-F	Los Angeles
9. WKTU-F	New York	59. WPGC-F+	Washington
10. KYW	Philadelphia	60. KNBR	San Francisco
11. WLS+	Chicago	61. KFAB	Omaha
12. KMOX	St. Louis	62. KVIL-F+	Dallas-FW
13. KABC	Los Angeles	63. WCAU	Philadelphia
14. WJR	Detroit	64. KIRO	Seattle
15. WMAQ	Chicago	65. KIKK-F	Houston
16. WABC	New York	66. WTMJ	Milwaukee
17. WBBM	Chicago	67. WQXI-F+	Atlanta
18. KGO	San Francisco	68. KJOI-F	Los Angeles
19. KNX	Los Angeles	69. KRLA	Los Angeles
20. WTIC	Hartford	70. WCXI	Detroit
21. WFVB	Los Angeles	WIBC	Indianapolis
22. WBZ	Boston	WWSH-F	Philadelphia
23. KCBS	San Francisco	73. KLOS-F	Los Angeles
24. KFI	Los Angeles	74. KTRH	Houston
25. WRFM-F	New York	75. KSTP-F	Minn-SP
26. WNEW	New York	76. WGY	Schenectady
27. WBAP	Dallas-FW	77. WISN	Milwaukee
28. WHDH	Boston	78. WTFM-F	New York
29. WPLJ-F	New York	79. WRVA	Richmond
30. WMAL	Washington	80. WFIL	Philadelphia
31. WIP	Philadelphia	81. KOA	Denver
32. KLAC	Los Angeles	82. KABL+	San Francisco
33. WADO	New York	83. WMMS-F	Cleveland
34. WNEW-F	New York	84. KNX-F	Los Angeles
35. WMGK-F	Philadelphia	85. WPAT	New York
36. WPAT-F	New York	86. WOWO	Fort Wayne
37. WYNY-F	New York	87. WMMR-F	Philadelphia
38. KBIG-F	Los Angeles	88. KIQQ-F	Los Angeles
39. WDAF	Kansas City	89. KALI	Los Angeles
40. WLUP-F	Chicago	90. KVOO	Tulsa
41. WHN	New York	91. WBEN	Buffalo
42. WMCA	New York	92. WJIB-F	Boston
43. WEEI	Boston	93. WPRO	Providence
44. KRLD	Dallas	94. WBT	Charlotte
45. WJIT	New York	WRAL-F	Raleigh
46. WIND	Chicago	96. KOMO	Seattle
47. WWJ	Detroit	97. KHTZ-F	Los Angeles
48. KFRC	San Francisco	98. WLW	Cincinnati
49. WLOO-F	Chicago	99. WRQX-F	Washington
50. KMPC	Los Angeles	100. WPIX-F	New York

\*Based on 12+, TSA, 6A-10AM, Mon-Fri, 1/4 HR AVG



AMERICA'S LEADING STATIONS - METRO CUME RATING\*

1. WJBC	Bloomington, Ill	62.0	51. WKRG-F	Mobile	30.9
2. KFAB	Omaha	54.9	WHBF	Daven-RI-Mobile	30.9
3. WOWO	Fort Wayne	52.3	53. WNOX	Knoxville	30.6
4. WCCO	Minn-SP	48.8	54. WRJZ	Knoxville	30.5
5. WTIC	Hartford	48.6	KRNT	Des Moines	30.5
6. KDKA	Pittsburgh	48.4	WING	Dayton	30.5
7. WHBC	Canton	44.6	57. KJRB	Spokane	30.4
8. KGBT	Harlingen	43.1	WEZO-F	Rochester	30.4
9. KMOX	St. Louis	42.7	59. WHIO-F	Dayton	30.3
10. WKEE-F+	Huntington	42.0	60. WRAL-F	Raleigh	30.2
11. WRVA	Richmond	41.4	61. WOOD-F	Grand Rapids	30.1
12. WICC	Bridgeport	41.0	62. WPTH-F	Fort Wayne	29.9
13. WBEN	Buffalo	40.1	63. WKBW	Buffalo	29.8
14. WVLK	Lexington	39.6	64. WHEN	Syracuse	29.7
15. WFMK-F	Lansing	37.3	65. WSPD	Toledo	29.6
16. WLAP-F	Lexington	36.9	66. WSB	Atlanta	29.4
WBNQ-F	Bloomington, Ill	36.9	KTOK	Oklahoma City	29.4
KUGN	Eugene-Spr	36.9	68. KENI	Anchorage	29.3
19. WIS	Columbia	36.8	69. KEEL	Shreveport	29.2
20. WGY	Schenectady	36.7	WGNT	Huntington	29.2
21. WHP	Harrisburg	36.0	71. WNCI-F	Columbus	29.1
22. KRMG	Tulsa	35.3	WMBD	Peoria	29.1
23. KSSK	Honolulu	34.6	73. KGW	Portland	28.9
24. WELI	New Haven	34.5	KUZZ	Bakersfield	28.9
WMEE-F	Fort Wayne	34.5	75. WAMX-F	Huntington	28.8
26. WNOK-F	Columbia	34.4	KSL	Salt Lake City	28.8
27. WIVK-F	Knoxville	34.0	77. KTSA	San Antonio	28.7
28. KYW	Philadelphia	33.8	78. WIVY-F	Jacksonville	28.6
WKZO	Kalamazoo	33.8	79. WEZN-F	Bridgeport	28.3
30. WBT	Charlotte	33.7	WWLV-F	Daytona Beach	28.3
31. WHO	Des Moines	33.5	WPRO	Providence	28.3
32. WTAG	Worcester	33.4	82. WLS	Bloomington, Ill	28.1
KFQD	Anchorage	33.4	83. WFMF-F	Baton Rouge	27.9
WSYR	Syracuse	33.4	84. WYFM-F	Youngstown	27.6
35. WHYN	Springfield, MA	33.2	KIRO	Seattle	27.6
36. WARM	Scranton	32.8	WPTF	Raleigh	27.6
37. WTVN	Columbus	32.7	WBJW-F	Orlando	27.6
38. WSRS-F	Worcester	32.2	88. WHAM	Rochester	27.5
39. WAKR	Akron	32.0	89. WFBC-F	Greenville, SC	27.4
40. KLVI	Beaumont	31.8	WDOQ-F	Daytona Beach	27.4
41. WTMJ	Milwaukee	31.6	WHOT	Youngstown	27.4
WOW	Omaha	31.6	92. WEZK-F	Knoxville	27.3
43. WSBA	York	31.5	WHIO	Dayton	27.3
KSTT	Daven-RI-Moline	31.5	94. WIOT-F	Toledo	27.2
KKUA	Honolulu	31.5	95. WDAF	Kansas City	27.1
46. KIKI	Honolulu	31.4	WSWT-F	Peoria	27.1
WKSJ-F	Mobile	31.4	97. KVET	Austin	26.9
48. WIBC	Indianapolis	31.3	WHYN-F	Springfield, MA	26.9
WVIC-F+	Lansing	31.3	WISN	Milwaukee	26.9
50. KVOO	Tulsa	31.2	100. WPRO-F	Providence	26.8
			WABB-F	Mobile	26.8

\*Based on Metro Cume Rating, Mon-Sun, 6A-MID, Oct/Nov 80 markets only

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

1. WWNC	Asheville*	39.2	26. WGEE	Green Bay*	22.7
2. WJBC	Bloomington	37.3	27. KWTO-F	Springfield,MO*	22.4
3. KGBT	Harlingen	34.5	28. KDKA	Pittsburgh	22.2
4. KLUR-F	Wichita Falls*	32.1	WJJS-F	Lynchburg*	22.2
5. KYYA-F	Billings*	30.2	30. KTMT-F	Medford*	22.1
6. KTWO	Casper*	29.7	31. WGBF	Evansville*	21.3
KATI	Casper*	29.7	WIXX-F	Green Bay*	21.3
8. KVOL	Lafayette*	29.0	WCGQ-F	Columbus,GA*	21.3
9. KFAB	Omaha	28.0	34. WHBC	Canton	20.9
10. KWLL	Waterloo*	27.6	35. WLAP-F	Lexington	20.5
11. WBBQ-F	Augusta*	27.2	KONA	Richland,WA*	20.5
12. WWVA	Wheeling*	27.1	WANM	Tallahassee*	20.5
13. WFBQ	Altoona*	27.0	38. WVAF-F	Charleston,WV*	20.4
KVOC	Casper*	27.0	WIVK-F	Knoxville	20.4
15. WMT	Cedar Rapids*	26.5	40. KRMG	Tulsa	20.3
16. WIKY-F	Evansville*	26.3	41. WRVA	Richmond	20.2
17. KMON	Great Falls*	26.1	WJMI-F	Jackson,MS*	20.2
KQDI	Great Falls*	26.1	43. WMAZ-F	Macon*	20.1
19. WCCO	Minn-SP	24.5	KYJC	Medford*	20.1
20. KMOX	St. Louis	23.4	WCKS-F	Cocoa,FL*	20.1
21. KOOK	Billings*	23.3	WKSJ-F	Mobile	20.1
WCCK-F	Erie*	23.3	47. WELI	New Haven	20.0
23. WTIC	Hartford	23.0	48. KIXZ	Amarillo	19.8
24. WQSM-F	Fayetteville*	22.8	49. KFQD	Anchorage	19.7
KFGO	Fargo*	22.8	WNOK-F	Columbia,SC	19.7

Simulcast Qualifier: WKEE-F+, Huntington, 25.2

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

1. KLUR-F	Wichita Falls*	32.1	26. WQYT-F	Binghampton*	17.4
2. KYYA-F	Billings*	30.2	WEZO-F	Rochester	17.4
3. WBBQ-F	Augusta*	27.2	28. WSWT-F	Peoria	17.1
4. WIKY-F	Evansville*	26.3	29. WLWU-F	Erie*	16.8
5. WCCK-F	Erie*	23.3	30. WEZK-F	Knoxville	16.7
6. WQSM-F	Fayetteville*	22.8	31. KSPZ-F	Colorado Springs	16.4
7. KWTO-F	Springfield,MO*	22.4	32. WFPG-F	Atlantic City*	16.2
8. WJJS-F	Lynchburg*	22.2	WHSF-F	Wilmington,NC*	16.2
9. KTMT-F	Medford*	22.1	34. WCOS-F	Columbia, SC	16.1
10. WIXX-F	Green Bay*	21.3	35. WLQR-F	Toledo	16.1
WCGQ-F	Columbus,GA*	21.3	36. WWLV-F	Daytona Beach	15.7
12. WLAP-F	Lexington	20.5	37. WFMK-F	Lansing	15.6
13. WVAF-F	Charleston,WV*	20.4	38. KSEL-F	Lubbock	15.4
14. WJMI-F	Jackson,MS*	20.2	WXTC-F	Charleston,SC	15.4
15. WMAZ-F	Macon*	20.1	WDOQ-F	Daytona Beach	15.4
WCKS-F	Cocoa,FL*	20.1	WVLK-F	Lexington	15.4
WKSJ-F	Mobile	20.1	42. WKCQ-F	Saginaw*	15.3
19. WSRS-F	Worcester	19.0	WXLK-F	Roanoke*	15.3
20. WBNQ-F	Bloomington	18.9	44. KQWB-F	Fargo*	15.2
21. WPFM-F	Terre Haute*	18.2	KKJY-F	Albuquerque	15.2
22. WFMF-F	Baton Rouge	18.1	46. WHIO-F	Dayton	15.1
23. WNDU-F	South Bend*	17.8	47. WIOT-F	Toledo	14.8
24. WLWI-F	Montgomery*	17.6	WEZN-F	Bridgeport	14.8
25. WBGW-F	Tallahassee*	17.5	WSKZ-F	Chattanooga	14.8

Simulcast Qualifier: WKEE-F+, Huntington, 25.2

\*Figures from A/M 80 survey

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

NATIONAL FM SHARE\*

METRO

OCT/NOV 80	56.116%	(9,480,500 of 16,894,600)
APR/MAY 80	54.254	(10,134,800 of 18,680,200)
OCT/NOV 79	53.627	(8,329,900 of 15,539,900)
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
OCT/NOV 79 to OCT/NOV 80:	4.641

ADI

OCT/NOV 80	56.96%	(10,010,100 of 17,573,600)
APR/MAY 80	55.50	(9,874,500 of 17,792,200)
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
OCT/NOV 79 to OCT/NOV 80:	6.627

\*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. Lancaster	81.64%		1. Casper*	12.33%
2. Lansing	77.62		2. Honolulu	23.22
3. Greenville, NC*	77.48		3. Asheville*	23.33
4. Mel-Titus-Coc*	77.02		4. McAllen-Browns	30.37
5. Daytona Beach	71.84		5. Altoona*	30.73
6. Saginaw*	69.92		6. Great Falls*	32.14
7. West Palm Beach	69.90		7. Anchorage	35.02
8. Grand Rapids	69.28		8. Waterloo-CF*	35.61
9. Dallas-Fort Worth	69.21		9. Tucson	35.75
10. Oklahoma City	68.81		10. Shreveport	35.91
11. Portland, ME*	68.60		11. Wheeling*	36.62
12. Lakeland	68.44		12. Duluth*	36.84
13. Washington	68.23		13. Medford*	38.00
14. Atlantic City*	68.18		14. Rockford*	38.33
15. Columbia, SC	67.93		15. Fargo*	39.18
16. Akron	66.14		16. Waco*	39.21
17. Houston	65.20		17. Bakersfield	39.72
18. Norfolk	65.11		18. Raleigh	40.26
19. Lynchburg*	65.04		19. Stockton*	40.31
20. York	65.03		20. Roanoke*	40.47
21. San Diego	64.83		21. Huntsville*	40.64
22. Wilmington, DE	64.26		22. Lafayette*	40.85
23. Greensboro-WS	64.16		23. Daven-RI-Moline	41.96
24. Mobile	63.97		24. JC-King-Bristol	41.98
25. Detroit	63.86		25. Chattanooga	42.65

\*Market surveyed in Apr/May 80

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

ADI RANKINGS - FM SHARE OF AUDIENCE\*

<u>O/N 80 RANK</u>	<u>MARKET</u>	<u>O/N 80</u>	<u>A/M 80</u>	<u>O/N 79</u>	<u>A/M 75</u>
1.	Washington	69.42%	69.18%	66.23%	47.73%
2.	Orlando	68.98	68.18	65.96	44.50
3.	Atlanta	67.67	67.14	66.30	45.62
4.	Norfolk	66.48	64.39	62.06	44.38
5.	Dallas-Fort Worth	65.36	63.74	59.73	37.94
6.	San Diego	64.83	57.05	59.83	33.31
7.	Houston	64.64	63.92	60.75	40.42
8.	Philadelphia	64.42	63.25	63.49	43.74
9.	Tampa-St. Pete	64.30	64.49	66.33	40.65
10.	Indianapolis	63.99	61.29	50.37	33.54
11.	Detroit	63.83	60.37	58.24	41.12
12.	Harris-Lanc-York	63.23	62.13	-----	43.62
13.	Nashville	62.89	54.59	50.62	33.96
14.	Cleveland	62.07	58.28	56.97	40.01
15.	Grand Rpds/Kala	61.55	62.94	63.54	38.09
16.	Charlotte	61.46	58.03	63.49	40.50
17.	Columbus	60.31	60.07	56.14	31.63
18.	Cincinnati	59.96	54.84	57.36	32.75
19.	Boston	58.88	55.28	60.00	44.98
20.	Baltimore	58.73	54.88	52.87	33.27
21.	Birmingham	58.71	55.17	56.10	-----
22.	Phoenix	58.11	55.22	56.79	34.17
23.	New Orleans	57.81	51.86	47.11	37.34
24.	Greenville	57.64	57.62	-----	38.77
25.	Louisville	57.45	49.52	56.86	22.04
26.	Providence	57.24	58.00	58.79	39.82
27.	Memphis	56.53	52.07	50.79	27.70
28.	Oklahoma City	56.25	59.58	53.71	35.78
29.	Hunt-Charleston	55.85	54.43	49.85	28.62
30.	Chicago	55.34	52.93	53.62	33.48
31.	Sacramento	54.98	54.99	48.27	34.38
32.	Milwaukee	54.81	52.83	49.30	36.28
33.	Dayton	54.00	52.27	52.13	42.89
34.	Hartford	53.74	51.94	52.46	41.60
35.	Los Angeles	53.47	52.65	51.17	39.37
36.	New York	53.27	51.94	49.70	40.63
37.	Kansas City	53.14	48.52	50.85	42.38
38.	Miami	53.08	55.28	54.47	45.93
39.	NE PA	52.89	47.78	-----	31.76
40.	Raleigh	52.30	55.00	60.73	-----
41.	San Francisco	51.95	51.59	51.31	34.63
42.	Buffalo	51.47	52.08	49.79	38.99
43.	Denver	50.69	48.17	45.02	38.31
44.	Minneapolis-SP	50.37	43.36	46.39	27.80
45.	St. Louis	50.00	46.91	44.95	32.52
46.	Seattle	48.40	48.53	49.11	32.98
47.	Portland	47.71	45.30	47.66	32.14
48.	Pittsburgh	46.51	49.93	48.78	31.56
49.	Albany-Schen-Troy	45.93	45.70	40.85	34.31
50.	Salt Lake City	41.85	45.78	41.93	-----
	TOP 50 ADI'S FM SHARE	56.96%	55.50%	53.42%	38.91%

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

STATION FORMAT AND FORMAT LISTENERSHIP\*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	1,215,000 (176)	4,231,700 (413)	5,446,700 (589)	32.30
MOR/AC	2,083,500 (308)	558,400 (62)	2,641,900 (370)	15.67
BTFL MUSIC	211,500 (36)	2,349,700 (217)	2,561,200 (253)	15.19
NEWS/TALK	1,789,800 (90)	2,800 (1)	1,792,600 (91)	10.65
COUNTRY	986,800 (188)	727,500 (107)	1,714,300 (295)	10.17
BLACK/URBAN/JAZZ	434,600 (80)	1,197,300 (63)	1,631,900 (143)	9.68
SPANISH	324,900 (40)	74,500 (14)	399,400 (54)	2.37
CLASSICAL	30,100 (8)	207,800 (25)	237,900 (33)	1.41
RELIGION	156,300 (88)	49,500 (35)	205,800 (123)	1.22
NOSTALGIA/BIG BAND	130,100 (25)	18,200 (5)	148,300 (30)	0.88
OTHERS/UNKNOWN	<u>47,700 (28)</u>	<u>34,800 (25)</u>	<u>82,500 (53)</u>	0.49
<b>TOTAL</b>	<b>7,410,300 (1067)</b>	<b>9,452,200 (967)</b>	<b>16,862,500 (2034)</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.

FORMAT PERCENTAGES - AM AND FM BANDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>A/M 80</u>	<u>O/N 79</u>	<u>O/N 78</u>	<u>O/N 77</u>
ROCK/AOR/CONTEMP	16.40%	44.77%	32.30%	33.04%	31.68%	34.73%	34.31%
MOR/AC	28.12	5.91	15.67	16.11	16.30	16.61	16.32
BTFL MUSIC	2.85	24.86	15.19	15.58	16.42	17.32	18.04
NEWS/TALK	24.15	0.03	10.63	9.68	10.81	10.23	10.92
COUNTRY	13.32	7.70	10.17	10.26	8.63	8.31	7.96
BLACK/URBAN/JAZZ	5.86	12.67	9.68	9.76	10.47	7.62	6.59
SPANISH	4.38	0.79	2.37	2.02	2.47	2.02	1.64
CLASSICAL	0.41	2.20	1.41	1.27	1.59	1.78	1.87
RELIGION	2.11	0.52	1.22	1.24	1.18	0.98	0.98
NOSTA/BIG BAND	1.76	0.19	0.88	0.64	0.24	0.11	NA
OTHERS/UNKNOWN	0.64	0.37	0.49	0.47	0.46	0.81	NA

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/AOR/CONTEMP (National Average: 32.30%)

<u>HIGHEST %</u>			<u>LOWEST %</u>	
1. Lafayette, LA*	59.8		1. Miami	20.9
2. Great Falls*	58.3		2. New York	23.7
3. Anchorage	56.2		3. Houston	24.3
4. Billings*	54.3		4. Pittsburgh	24.4
5. Fayetteville*	53.3		Chicago	24.4
6. Terre Haute*	52.6		6. Asheville*	24.5
7. Augusta*	51.3		Lynchburg*	24.5
8. Colorado Springs	51.2		8. Washington	25.5
9. Sioux Falls*	51.0		9. Dallas-Ft. Worth	25.7
10. Waterloo-CF*	50.8		10. Bridgeport	26.5
11. Lansing	50.7		11. Milwaukee	26.8
12. Utica*	50.5		12. Fort Lauderdale	27.0
13. Manchester*	50.3		San Francisco	27.0
14. Huntsville*	49.5		14. Daytona Beach	27.4
			West Palm Beach	27.4

BEAUTIFUL MUSIC (National Average: 15.19%)

<u>HIGHEST %</u>			<u>LOWEST %</u>	
1. Daytona Beach	39.5		1. Casper*	0.0
2. Sarasota*	36.3		2. McAllen-Brownsville	4.1
3. Tampa-St. Pete	33.8		3. Huntsville*	4.2
4. Mel-Titus-Cocoa*	31.5		4. Augusta*	4.4
5. Allen-Beth-Easton	27.1		5. Greenville-New Bern*	5.7
6. West Palm Beach	26.2		6. Fayetteville, NC*	6.3
7. Lakeland*	25.6		7. Mobile	6.6
8. Ft. Lauderdale	25.3		8. Lafayette, LA	6.7
9. Peoria	24.9		9. Montgomery*	7.3
10. Lancaster	24.6		10. Raleigh	7.9
Albany-Schen-Troy	24.6		11. Duluth*	8.3
12. Atlantic City*	24.5		Bloomington, Ill	8.3
13. Worcester	24.3		Columbia, SC	8.3
			San Antonio	8.3
			15. Pueblo*	8.8

NOTE: Format information for this section came from the December, January or February edition of SRDS and/or the 1980 Broadcasting Yearbook. In some cases phone calls were made. In many cases I had to make a judgement based on the demographics spread of the station's audience. The most difficult call was determining whether a station was programming contemporary or "adult contemporary" formats. It seems that half the rock/contemp stations in the country are calling themselves adult contemp. Before I accepted the "AC" term the station had to have a significant percentage of its audience over 35. It also had to have less than 10% of its audience in the teen category.

MOR/ADULT CONTEMP (National Average: 15.67%)

HIGHEST %

1. Bloomington, Ill	42.7
2. Pittsburgh	38.5
3. NE PA	37.0
4. Duluth*	36.8
5. Syracuse	35.2
6. Canton	34.6
7. Buffalo	33.4
8. Toledo	33.1
9. Omaha	30.7
10. Worcester	30.4
11. Milwaukee	29.8

LOWEST %

1. Shreveport	0.0
Great Falls*	0.0
Tallahassee*	0.0
4. Fayetteville*	0.4
5. Terre Haute*	1.0
6. Jacksonville	1.6
7. Greenville-New Bern*	1.9
McAllen-Brownsville	1.9
9. El Paso	2.1
10. Tucson	2.4
11. Los Angeles	3.9
Knoxville	3.9
13. San Antonio	4.1
Corpus Christi*	4.1
15. Nashville	4.2

COUNTRY (National Average: 10.17%)

HIGHEST %

1. Asheville*	47.3
2. Wichita Falls*	43.1
3. Springfield,MO*	40.9
4. Waco*	38.6
5. JC-Kings-Bristol	38.4
6. Knoxville	36.7
7. Wichita	36.0
8. Beau-PA-Orange	33.7
9. Amarillo*	33.0
10. Huntsville*	31.8
11. Austin	31.6
12. Johnstown,PA*	30.9
13. Lubbock*	29.3

LOWEST %

1. Philadelphia	0.0
2. Honolulu	0.0
3. Atlantic City	0.0
4. Boston	0.9
5. Bridgeport	1.1
6. New Haven	1.4
7. Hartford	1.6
8. Providence	2.8
9. Worcester	3.1
10. Manchester*	3.2
11. New York	3.5
12. Springfield,MA	3.8
13. Buffalo	4.0
14. Albany-Schen-Troy	4.7
15. Ft. Lauderdale	4.8

NEWS/TALK

(Nat Avg: 10.63%)

1. St. Louis	27.8
2. Minn-SP	27.3
3. Philadelphia	21.8
4. Los Angeles	20.3
5. New York	20.0
6. Sal-Sea-Mont	18.6
7. San Francisco	17.6
8. Weattle	16.4
9. Wilmington	15.1
10. Youngstown	13.6
11. Stockton*	13.1
12. Wheeling*	12.7
13. West Palm	12.5
14. Ft. Lauderdale	12.4
15. Dallas-FW	12.1

BLACK/URBAN

(Nat Avg: 9.68%)

1. Jackson,MS*	31.4
2. Columbus,GA*	29.0
3. Savannah*	23.9
4. Charleston,SC	23.8
5. Tallahassee*	23.4
6. Lynchburg*	23.3
7. Memphis	23.0
8. Birmingham	21.6
9. Raleigh	21.2
Mobile	21.2
11. Augusta*	20.3
12. Greenville,NC*	19.5
13. Columbia,SC	19.4
14. Flint	19.1
15. Pensacola*	18.8

SPANISH

(Nat Avg: 2.37%)

1. McAllen-Br	41.5
2. Miami	31.3
3. Wl Paso	22.7
4. Corpus Chr*	20.8
5. San Antonio	17.0
6. Fresno	13.2
7. Sal-Sea-Mont	12.5
8. Houston	8.3
9. Los Angeles	7.4
10. Stockton*	7.1
Tucson	7.1
12. Albuquerque	7.0
13. Bakersfield	5.9
14. New York	4.3

RELIGION/GOSPEL

(Nat Avg: 1.41%)

1. Shreveport	13.2
2. Savannah*	9.8
3. Birmingham	9.3
4. Lancaster	8.2
5. Macon*	6.9
6. Pueblo*	6.1
7. Charleston,SC	6.0
8. Wilmington,NC	5.7
9. Eugene-Spr	5.6
10. JC-Kings	5.2
11. Modesto*	4.9
Asheville*	4.9
13. Huntington	4.8
14. Chattanooga	3.9

CLASSICAL (National Average: 1.41%)

1. Milwaukee	5.2	4. Ft. Lauderdale	3.7	7. Norfolk	3.3	10. Washington	3.0
2. Denver	5.0	5. San Francisco	3.4	San Diego	3.3	11. New York	2.6
3. Albuquerque	4.9	6. Miami	3.4	9. Reno*	3.2	Seattle	2.6
						13. Phoenix	2.2
						14. Cleveland	2.1



MARKETS WITH HIGHEST AND LOWEST APR'S\*\*

HIGHEST

1. Providence	19.4
2. NE PA	19.1
3. McAllen-Brownsville	18.2
4. Harrisburg	18.0
5. Boston	17.8
6. Tampa	17.6
New York	17.6
8. Springfield,MA	17.5
9. Phoenix	17.5
10. Ft. Lauderdale	17.4
Reading*	17.4
12. San Antonio	17.3
13. Fresno	17.1
14. Hartford	17.1

LOWEST

1. Waco*	11.9
2. Wilmington,NC*	12.3
3. Wichita Falls*	12.7
4. Great Falls*	12.8
Waterloo-CF*	12.8
6. Daven-RI-Moline	12.9
Richland,WA*	12.9
8. Greenville-New Bern*	13.0
9. Jackson, MS*	13.1
Columbia, SC	13.1
11. Melb-Titus-Cocoa	13.2
12. Huntsville*	13.3
13. Sioux Falls	13.4
Bakersfield	13.4
15. Mobile	13.5
Lynchburg*	13.5
Macon*	13.5

MEAN FOR ALL RATED MARKETS

O/N 80	15.62
A/M 80	15.42
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 80

\*\* The APR shows the average percentage of the 12+ population which is using radio (Mo-Su, 6A-MID). The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television).

## 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: Capitol (WRAL), McCormick and Sandusky Newspapers. All have five stations in rated markets but have at least one "no-show" or simulcast.

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

RANK	O/N 79		GROUP	TOTAL LISTENERS		STATIONS	STATION AVERAGE		MARKET AVERAGE	RANK AVG	STATION INDEX		GROUP INDEX
	RANK	O/N 78 RANK		LISTENERS	STATIONS		AVERAGE	AVERAGE			INDEX	INDEX	
1.	1	2	ABC	6932	13	535.5	4.8	8.1	13.773	179,050			
2.	2	1	CBS	7208	14	514.9	5.0	9.4	10.955	153,374			
3.	4	5	NBC	4657	8	582.1	4.8	7.4	16.388	131,104			
4.	3	3	Metromedia	5239	13	403.0	6.0	8.2	8.191	106,484			
5.	6	7	Westinghouse	5843	12	486.9	15.8	6.4	4.815	57,781			
6.	10	-	Inner City	2514	6	419.0	3.0	20.7	6.747	40,483			
7.	5	4	RKO	4258	11	387.1	9.1	12.1	3.516	38,671			
8.	7	6	SJR	3749	9	416.5	9.6	11.6	3.740	33,661			
9.	11	8	Cap Cities	4760	12	396.7	21.5	6.8	2.713	32,561			
10.	13	11	Hearst	1678	6	279.7	17.7	3.2	4.938	29,629			
11.	15	15	Gannett	2636	11	239.6	12.3	9.0	2.164	23,808			
12.	12	9	Century	1723	6	287.2	5.3	14.0	3.871	23,224			
13.	14	13	Taft	2786	12	232.2	26.5	4.6	1.905	22,858			
14.	9	12	Bonneville	3326	11	302.4	15.4	9.6	2.045	22,500			
15.	8	10	Cox	3307	12	275.6	27.3	6.2	1.628	19,539			
16.	26	--	Doubleday	1257	6	209.5	13.3	7.7	2.046	12,274			
17.	19	21	Plough	2120	12	176.7	21.3	8.6	.965	11,575			
18.	20	19	GE	1742	8	217.8	32.9	4.8	1.379	11,033			
19.	33	--	First Media	1133	5	226.6	18.4	6.0	2.053	10,263			
20.	31	25	Storz	1148	6	191.3	27.2	4.2	1.675	10,047			
21.	17	28	Golden West	1568	8	196.0	15.1	11.6	1.119	8,952			
22.	22	14	LIN	1385	8	173.1	16.3	9.5	1.118	8,943			
23.	21	17	Southern/HH	1697	11	154.3	34.4	6.5	.690	7,591			
24.	24	23	Malrite	1569	9	174.3	22.3	9.4	.832	7,484			
25.	28	27	Group One	1293	8	161.6	33.5	5.4	.893	7,146			

RANK	O/N 79 RANK	O/N 78 RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
26.	--	--	HefTel	1401	7	200.1	26.9	7.7	.966	6.762
27.	23	26	United	1150	8	143.8	10.0	17.1	.841	6.727
28.	29	20	Nationwide	1193	7	170.4	25.1	7.1	.956	6.693
29.	34	40	Greater Media	2375	11	215.9	25.6	15.5	.544	5.985
30.	--	--	Metroplex	922	5	184.4	17.6	9.2	1.139	5.694
31.	30	30	WGN Continental	2030	6	338.3	53.3	6.7	.947	5.684
32.	--	--	Viacom	1219	8	152.4	15.1	16.4	.615	4.923
33.	43	39	Entercom	959	8	119.9	13.6	14.9	.592	4.734
34.	25	29	Meredith	988	6	164.7	39.0	5.5	.768	4.607
35.	39	24	Charter	857	6	142.8	15.3	12.5	.747	4.485
36.	27	18	Fairbanks	1175	7	167.9	35.4	8.1	.586	4.099
37.	41	33	Multimedia	1260	12	105.0	88.4	3.8	.313	3.751
38.	32	34	Susquehanna	1507	13	115.9	46.0	9.5	.265	3.448
39.	36	43	Outlet	1207	7	172.4	27.7	14.0	.445	3.112
40.	46	48	Great Trails	800	7	114.3	36.6	7.1	.440	3.079
41.	37	46	Affiliated	920	8	115.0	39.0	7.8	.378	3.024
42.	40	32	Swanson	1039	8	129.9	41.9	8.4	.369	2.953
43.	47	--	Scripps-Howard	765	6	127.5	40.0	6.5	.490	2.942
44.	44	35	Jeff-Pilot	1342	11	122.0	68.2	7.5	.239	2.624
45.	45	36	Shamrock	897	8	112.1	25.4	14.5	.304	2.435
46.	42	41	Rust	854	10	85.4	65.8	5.7	.228	2.280
47.	48	42	Hubbard	641	5	128.2	69.6	4.6	.400	2.000
48.	50	44	Mid America	880	10	88.0	84.5	5.3	.196	1.960
49.	35	31	Insilco	674	4	96.3	38.4	9.4	.267	1.868
50.	--	--	EZ	608	5	121.6	37.8	8.8	.366	1.828

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGES

<u>RANK</u>	<u>O/N 79</u> <u>RANK</u>	<u>O/N 78</u> <u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
1.	2	2	CBS	14	7208	514.9
2.	1	1	ABC	13	6932	535.5
3.	4	7	Westinghouse	12	5843	486.9
4.	3	4	Metromedia	13	5239	403.0
5.	5	5	Capital Cities	12	4760	396.7
6.	8	10	NBC	8	4657	582.1
7.	6	3	RKO	11	4258	387.1
8.	7	6	SJR	9	3749	416.5
9.	10	8	Bonneville	11	3326	302.4
10.	9	9	Cox	12	3307	275.6
11.	11	11	Taft	12	2786	232.2
12.	13	13	Gannett	11	2636	239.6
13.	12	--	Inner City	6	2514	419.0
14.	17	27	Greater Media	11	2375	215.9
15.	21	20	Plough	12	2120	176.6
16.	14	14	WGN Continental	6	2030	338.3
17.	19	16	GE	8	1742	217.8
18.	16	19	Century	6	1723	287.2
19.	18	20	Southern/HH	11	1697	154.3
20.	26	22	Hearst	6	1678	279.7
21.	27	24	Malrite	9	1569	174.3
22.	20	28	Golden West	8	1568	196.0
23.	23	23	Susquehanna	13	1507	115.9
24.	28	--	Heftel	7	1401	200.1
25.	22	18	LIN	8	1385	173.1
26.	24	34	Jefferson-Pilot	11	1342	122.0
27.	32	29	Group One	8	1293	161.6
28.	29	26	Multimedia	12	1260	105.0
29.	45	--	Doubleday	6	1257	209.5
30.	--	--	Viacom	8	1219	152.4
31.	33	45	Outlet	7	1207	172.4
32.	35	25	Nationwide	7	1193	170.4
33.	25	21	Fairbanks	7	1175	167.9
34.	31	30	United	8	1150	143.8
35.	38	33	Storz	6	1148	191.3
36.	37	--	First Media	5	1133	226.6
37.	34	36	Swanson	8	1039	129.9
38.	--	--	Metroplex	5	992	184.4
39.	30	31	Meredith	6	988	164.7
40.	50	49	Entercom	8	959	119.9
41.	40	54	Affiliated	8	920	115.0
42.	41	32	King	9	907	100.8
43.	39	35	Shamrock	8	897	112.1
44.	43	43	Mid America	10	880	88.0
45.	53	39	Charter	6	857	142.8
46.	42	37	Rust	10	854	85.4
47.	47	38	Park	14	844	60.3
48.	51	52	Great Trails	7	800	114.3
49.	49	--	Scripps-Howard	6	765	127.5
50.	46	41	Booth	8	742	92.8

<u>RANK</u>	<u>O/N 79</u> <u>RANK</u>	<u>O/N 78</u> <u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
51.	55	56	Summit	8	717	89.6
52.	44	40	Kaye-Smith	7	686	98.0
53.	52	46	Federated	7	675	96.4
54.	36	42	Insilco	7	674	99.6
55.	48	44	Guy Gannett	7	644	92.0
56.	54	53	Hubbard	5	641	128.2
57.	58	--	Beck-Ross	6	612	102.0
58.	57	48	EZ	5	608	121.6
59.	73	--	Sudbrink	7	600	85.7
60.	62	51	Associated	9	566	62.9
61.	61	--	Tichenor	5	564	112.8
62.	65	60	Bluegrass	7	538	76.9
63.	67	--	Des Moines Reg-Tri	6	537	89.5
64.	60	65	Wichita Great Emp	8	530	66.3
65.	56	--	Gulf United	5	523	104.6
66.	--	--	Liggett	5	519	103.8
67.	75	--	Western Cities	6	484	80.7
68.	64.	57	Lotus	10	444	44.4
69.	66	61	Stoner	9	436	48.4
70.	--	--	Buckley	5	429	85.8
71.	59	55	Rollins	5	424	84.8
72.	76	69	Newhouse	5	417	83.4
73.	70	64	Stauffer	8	403	50.4
74.	--	--	Regional	7	394	56.3
75.	83	73	Capitol (Johnson)	6	379	63.2
76.	78	--	Clear Channel	7	371	53.0
77.	77	--	Sunbelt	5	359	71.8
78.	--	--	SBI	5	354	70.8
79.	72	59	Colum Pic Ind	5	350	70.0
80.	63	71	BENI	6	347	57.8
81.	74	75	Beasley	7	346	49.4
82.	71	66	Sterling	9	342	38.0
83.	80	70	McClatchy	7	331	47.3
84.	86	--	Broadcast Assoc	5	306	61.2
85.	81	--	Stuart	5	302	60.4
86.	82	68	Midwest Family	8	294	36.8
87.	79	--	Davis & Weaver	5	271	54.2
88.	68	67	McKenna	5	269	53.8
89.	87	--	Peoria Jrnl Star	6	222	37.0
90.	84	72	Bahakel	7	198	28.3
91.	85	74	Hatch	6	178	29.7
92.	--	--	Buck	6	152	25.3

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

<u>RANK</u>	<u>O/N 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.	2	2	CBS	13,316,000	951,000
2.	1	1	ABC	12,973,400	998,000
3.	3	4	Westinghouse	10,277,500	856,500
4.	4	6	Metromedia	8,737,300	672,100
5.	6	7	NBC	8,512,900	1,064,100
6.	5	3	RKO	7,384,100	671,300
7.	7	6	Capital Cities	7,255,800	604,700
8.	8	8	Cox	5,174,900	431,200
9.	10	10	Bonneville	4,970,900	451,900
10.	9	9	SJR	4,809,200	480,900
11.	11	12	Taft	4,206,500	350,500
12.	16	26	Greater Media	3,557,200	323,400
13.	14	14	WGN Continental	3,445,800	574,300
14.	13	--	Inner City	3,235,900	539,300
15.	21	20	Plough	3,137,000	261,400
16.	22	22	Century	2,630,800	438,500
17.	17	18	Golden West	2,581,000	322,600
18.	19	16	GE	2,564,500	320,600
19.	20	24	Southern/HH	2,560,800	232,800
20.	18	15	LIN	2,538,700	317,300
21.	23	21	Hearst	2,534,400	422,400
22.	29	29	Malrite	2,420,200	268,900
23.	24	32	Jefferson-Pilot	2,250,300	204,600
24.	33	--	Heftel	2,235,300	319,300
25.	26	23	Storz	2,194,700	365,800
26.	31	33	Susquehanna	2,159,400	166,100
27.	30	41	Outlet	2,156,100	308,000
28.	44	--	Doubleday	2,141,600	356,900
29.	--	--	Viacom	2,060,200	257,500
30.	28	25	King	2,026,400	225,200
31.	27	27	Nationwide	1,967,700	281,100
32.	25	24	Fairbanks	1,951,700	278,800
33.	39	31	Charter	1,933,800	322,300
34.	35	28	Multimedia	1,897,200	158,100
35.	36	35	Group One	1,821,500	227,700
36.	34	34	Shamrock	1,820,800	227,600
37.	32	30	Meredith	1,753,900	292,300
38.	38	--	First Media	1,665,600	331,200
39.	41	37	United	1,651,300	206,400
40.	40	38	Swanson	1,471,700	183,900
41.	37	36	Rust	1,453,200	145,300
42.	46	42	Mid America	1,407,600	140,800
43.	49	45	Great Trails	1,379,800	197,100
44.	45	--	Affiliated	1,328,300	166,000
45.	47	40	Park	1,320,800	94,300
46.	48	44	Booth	1,261,800	157,700
47.	--	--	Entercom	1,220,100	152,500
48.	--	--	Metroplex	1,206,500	241,300
49.	--	--	Scripps-Howard	1,191,300	198,600
50.	50	47	Hubbard	1,156,300	231,300

MAJOR GROUP OWNERS

ABC	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	BAHAKEKEL (Cy Bahakel)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<p>(Martin Greenburg, Charles DeBare)</p>											
WABC NY	979	24841	9	1	Contemp	KXEL Waterloo*	45	652	3	221	Contemp
WPLJ-F NY	983	15853	8	1	AOR	KCNB Waterloo*	33	525	4	221	Rock
WLS Chi	986	22649	3	3	Rock	WDOD Chat	54	903	5	95	Country
WLS-F Chi	130	4289	24	3	Rock	WDOD-F Chat	12	455	10	95	BTFL
KGO SF	834	10874	1	7	Talk	WKIN Kingsport	33	675	9	94	Rock
KSF-F SF	215	4031	10	7	Rock	WVOD Lynch*	17	195	6	203	Country
KABC LA	931	11930	1	2	Talk	WKZZ Lynch*	4	100	11	203	AC
KLOS-F LA	397	9020	12	2	AOR	Others: WLBJ A/F (Bowling Green,KY); WABG (Greenwood,MS)					
WXYZ Det	212	3480	13	5	Talk						
WRIF-F Det	361	7475	5	5	AOR						
WMAL Wash	464	6498	1	8	MOR						
WRQX-F Wash	360	6651	3	8	Rock						
KSRR-F Hou	110	2143	15	10	Contemp						
<p>AFFILIATED COMMUNICATIONS (Jay Berkson)</p>											
WSAI Cin	71	1490	14	27	Country						
WSAI-F Cin	77	1652	13	27	Rock						
KRAK Sacra	213	2545	2	40	Country						
KEWT-F Sacra	167	1653	3	40	BTFL						
KMPS Sea	73	1400	15	18	Country						
KMPS-F Sea	88	1327	13	18	Country						
WHYN Spr, MA	101	1717	1	71	Contemp/AC						
WHYN-F Spr, MA	130	1499	1	71	BTFL						
<p>Others: WFAS, WMYD-F (White Plains, NY)</p>											
<p>ASSOCIATED (Myles Berkman)</p>											
WSOL Tampa	DID NOT SHOW										
WWOL Buff	68	820	9	30	Country						
WACJ-F Buff	31	617	12	30	AC						
WPXN Roch	63	811	9	39	News/Talk						
WPXY-F Roch	73	1515	7	39	Rock						
WPIT Pitt	41	648	23	13	Religion						
WPIT-F Pitt	38	995	24	13	Religion						
WSNI-F Phil	205	3298	17	4	AC						
WRCP Phil	DID NOT SHOW										
WRKY-F Steubert*	25	452	1	197	Rock						
WSTV Steubert*	22	356	3	197	MOR						
<p>Others: WFMG, WOKN-F (Goldsboro,NC); WJNC, WRDM-F (Jacksonville,NC); WMO-F (Reidsville,NC)</p>											
<p>Others: WFMG, WOKN-F (Goldsboro,NC); WJNC, WRDM-F (Jacksonville,NC); WMO-F (Reidsville,NC)</p>											
WKTZ Jkville,FL	7	262	19	57	BTFL						
WKTZ-F Jkville,FL	127	1556	3	57	BTFL						
WKMF Flint	35	606	13	75	Country						
WGMZ-F Flint	76	829	2	75	BTFL						
WHCN-F Hartford	162	2796	3	38	AOR						
<p>BLUEGRASS (Wm. Stakelin)</p>											
WH00 Or1	75	1238	8	65	Country						
WH00-F Or1	104	1345	4	65	BTFL						
WVOC-F Col,GA*	70	1012	2	159	Rock						
WVLK Lex	75	1463	4	121	AC						
WVLK-F Lex	98	991	3	121	BTFL						
WMSA Sav*	16	239	10	161	AC						
WCHY-F Sav*	100	889	1	161	Country						

\*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 SMSA rank.



TSA		TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
AQH	CUME	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	#	FORMAT
<b>BONNEVILLE (Arch Madson)</b>													
KBIG-F	LA	722	10899	2	2	BTFL		Atlanta	90	1346	12	18	Black
KOIT-F	SF	163	2590	18	7	BTFL		Charlotte	34	683	10	67	Black
WCLR-F	Chi	351	5507	12	3	MOR/AC		Cin		DID NOT SHOW			
KMBZ	KC	165	2495	6	29	MOR		Cin	79	949	12	27	Black
KMBR-F	KC	159	2318	7	29	BTFL		Balt	36	804	18	14	? ?
WRFM-F	NY	1045	13155	7	1	BTFL		Jkyle,FL	47	662	7	57	Black
KSL	SLC	176	3208	1	44	MOR		Jkyle,FL	61	684	5	57	AOR
KIRO	Sea	316	5651	1	18	News/Talk							
KSEA-F	Sea	146	2009	5	18	BTFL							
KAAM	Dallas	14	620	29	9	MOR*							
KAFM-F	Dallas	69	1257	18	9	AC							
<b>BOOTH (John Booth II, Ralph Booth)</b>													
WRBR-F	S. Bend	92	1340	2	134	Rock							
WMZK-F	Detroit	34	778	26	5	Ethnic							
WJLB	Detroit	187	3668	16	5	Black							
MSGW	Sag*	67	933	5	158	MOR							
WLOG-F	Sag*	70	1005	3	158	Rock							
WTOD	Toledo	83	923	7	54	Country							
WKLR-F	Toledo	20	326	11	54	Black							
WZZP-F	Cleve	189	3645	7	17	Contemp							
Others: WIOU, WZWZ-F (Kokomo,Ind); WIBM, WHFI-F (Jackson, MI)													

<b>CAPITAL CITIES (Jim Daugherty, Jim Arcara)</b>															
TSA		TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
AQH	CUME	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	#	FORMAT
WJR	Det	842	13029	1	5	MOR									
WJR-F	Det	282	4529	9	5	BTFL									
KZLA	LA		DID NOT SHOW			Country									
KZLA-F	LA	221	3209	25	2	Country									
WPRO	Prov	192	3481	4	45	AC									
WPRO-F	Prov	209	3650	3	45	Rock									
WKBW	Buff	205	3911	4	30	Contemp									
WPAT	NY	590	8781	16	1	BTFL									
WPAT-F	NY	975	14718	10	1	BTFL									
WBAP	Da11-FW	598	8647	1	9	Country									
KSCS-F	Da11-FW	362	5175	3	9	Country									
WROW	Albany	138	1755	3	53	BTFL/MOR									
WROW-F	Albany	146	1673	2	53	BTFL									

CAPITOL (Ken Johnson)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA CUME	TSA RANK	MKT #	FORMAT
CLEAR CHANNEL (John Barger)										
KPAC	Beaumont	9	306	15	107	Country				Country
KHYS-F	Beaumont	31	506	7	107	Country				Rock
WOAI	San Ant	113	1847	6	37	Country				News
WOAI-F	San Ant	56	766	12	37	Country				AC
KELP	EP	29	627	11	87	Rock				Contemp
KMOD-F	Tulsa	119	1103	3	62	Rock				Rock
KMOD	Tulsa	14	360	11	62	Contemp				Contemp
COLUMBIA PIC IND (Fred Keshner)										
WYDE	Birm	31	912	14	47	Country				Country
KCPX	SLC	90	1805	5	44	Rock				Rock
KCPX-F	SLC	92	1587	4	44	AOR				AOR
WVVA	Wheeling*	128	1680	1	179	Country				Country
WCPI-F	Wheeling*	9	179	14	179	Rock				Rock
COX (William Schwartz)										
WSB	At1	293	5281	2	18	MOR				MOR
WSB-F	At1	170	2474	8	18	BTFL				BTFL
WLIF-F	Balt	286	3789	3	14	BTFL				BTFL
WSOC	Char	37	1074	9	67	News				News
WSOC-F	Char	319	3599	1	67	Country				Country
WHIO	Dayton	153	2334	4	46	MOR				MOR
WHIO-F	Dayton	250	3273	1	46	BTFL				BTFL
KFI	LA	606	11827	6	2	Cont/AC				Cont/AC
KOST-F	LA	370	6549	15	2	BTFL				BTFL
WIOD	Miami	144	2870	10	22	MOR				MOR
WALA-F	Miami	143	2010	12	22	AC				AC
WWSH-F	Phil	536	6669	3	4	BTFL				BTFL
DAVIS AND WEAVER (Bill Weaver)										
KARM	Fresno	23	483	16	82	Country				Country
KFTG-F	Fresno	59	794	5	82	Contemp				Contemp
KLOK	San Jose/SF	101	2192	15	32	MOR/AC				MOR/AC
KWIZ	Anaheim	51	1075	20	19	MOR				MOR
KWIZ-F	Anaheim	37	719	26	19	BTFL/AC				BTFL/AC (?)

<u>DOUBLEDAY</u> (Gary Stevens)		TSA	TSA	TSA	MKT	FORMAT
AQH	AQH	CUME	RANK	#		
KDWB	Minn-SP	100	12	15	15	Rock
KDWB-F	Minn-SP	2998	6	15	15	AOR
KHOW	A/F Denver	178	5	21	21	MOR
KWK	St. Lou	84	13	12	12	Rock
WWK-F	St. Lou	164	8	12	12	Rock
WLLZ-F	Detroit	552	2	5	5	AOR
<u>DES MOINES REGISTER-TRIBUNE</u>						
KYXI	Port,OR	88	11	33	33	News
KGON-F	Port,OR	215	1	33	33	AOR
KLAK	Denver	55	17	21	21	Country
KPPL-F	Denver	121	10	21	21	AC/Soft
WIBA	Madison*	41	6	113	113	MOR
WIBA-F	Madison*	17	10	113	113	AOR
<u>ENTERCOM</u> (Joseph Field)						
KBRG-F	SF	65	33	7	7	Spanish
WAYL	Minn-SP	45	17	15	15	MOR/BTFL
WAYL-F	Minn-SP	194	3	15	15	BTFL
KLEF	Hou	65	19	10	10	Classical
KTAC	Tacoma/Sea	61	20	18	18	Rock
KBRD-F	Tacoma/Sea	83	16	18	18	BTFL
WEPP	Pitt	292	4	13	13	Country
WDSY-F	Pitt	154	7	13	13	Country
<u>EZ</u> (Art Keller)						
WEZB-F	NO	166	3	35	35	Rock
WEZC-F	Charlotte	172	4	67	67	BTFL
WJ01-F	Pitt	103	15	13	13	BTFL
WEZR-F	Wash	99	16	8	8	BTFL
WEZS-F	Rich	68	6	66	66	BTFL
<u>FAIRBANKS</u> (Jim Hilliard)						
WIBC	Indy	256	1	34	34	MOR
WNAP-F	Indy	191	4	34	34	Rock
WVBF-F	Boston	285	10	6	6	Rock
WKOX	Boston					DID NOT SHOW
KVIL	Dall-FW	22	26	9	9	AC
KVIL-F	Dall-FW	323	4	9	9	AC
WJNO	W. Palm	27	8	78	78	News
WRMF-F	W. Palm	71	4	78	78	Soft

FEDERATED (John Dillie, III)

WYEZ-F	S. Bend*	49	687	7	134	BTFL
WQHK	F. Wayne	78	876	4	102	Country
WMEE-F	F. Wayne	101	1741	2	102	Rock
WCUZ	G. Rapids	28	662	12	69	Country
WCUZ-F	G. Rapids	60	1163	7	69	Country
WCKY	Cin	125	1987	8	27	MOR
WWEZ-F	Cin	234	3037	4	27	BTFL

Others: WTRC (Elkhart,Ind)

FIRST MEDIA (Glenn Potter)

KFMK-F	Hou	145	2515	11	10	Rock
KXAM	Phoenix	97	925	10	28	Rock
KOPA-F	Phoenix	142	2303	6	28	Rock
WZGC-F	At1	341	4460	1	18	Rock
WPGC A/F	Wash	408	6453	2	8	Rock

Others: KAYK A/F (Provo)

GUY GANNETT (Bob Gilbertson)

WINZ	Miami	173	2937	5	22	News
WINZ-F	Miami	45	1549	26	21	AOR
WGAN	Port,M*	56	949	5	177	MOR
WGAN-F	Port,M*	110	1244	1	177	BTFL
WXLP-F	Moline	46	698	6	103	AOR
KSTT	Daven	57	1193	4	103	Rock
KOFM-F	Ok1 C	157	2313	3	50	Rock

GANNETT (Joe Dorton)

KPRZ	LA	424	DID NOT SHOW			Religion
KIIS-F	LA	125	8280	11	2	Urban
KSDO	SD	111	2502	5	20	News
KEZL-F	SD	140	1383	7	20	BTFL
MMWE	Cleve	282	3453	12	17	MOR
WDOK-F	Cleve	162	3598	3	17	BTFL
WVON	Chi	615	3602	22	3	Black
WGCI-F	Chi	273	6608	6	3	Urban
WCZY-F	Detroit	98	4337	10	5	BTFL
WLQV	Detroit	206	DID NOT SHOW			Religion
KSD	St. Lou	200	2602	12	12	News
KSD-F	St. Lou	200	2974	6	12	AC/Contemp
WJYW	Tampa-SP	200	2467	5	24	BTFL

<u>GENERAL ELECTRIC</u> (Jim DeImonico)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	<u>GREATER MEDIA</u> (Con't)		TSA CUME	TSA RANK	MKT #	FORMAT	
KFOG-F	SF	244	3763	7	7	BTFB	WMCQ-F	NY (NJ)	74	1174	42	1	AC
KOA	Denver	287	4963	1	21	News/Talk	WHEZ-F	Hunt,WV	50	528	3	122	BTFB
KOAQ-F	Denver	164	2498	6	21	Rock	WTCR	Hunt, WV	44	527	4	122	Country
WJIB-F	Boston	481	6348	4	6	BTFB	Others: WGSM (Huntington,NY); WCTC (New Brunswick,NJ)						
WGY	Schen	279	3928	1	53	MOR	<u>GROUP ONE</u> (Roger Berk)						
WSIX	Nash	33	740	11	51	MOR	KLZ	Denver	196	3133	3	21	Country
WSIX-F	Nash	164	1909	2	51	Country	KAZY-F	Denver	125	2275	9	21	AOR
WGF-M	Schen	90	1496	7	53	Rock	WAKR	Akron	123	2033	2	58	MOR
<u>GOLDEN WEST</u> (Dick Kale)							WAEZ-F	Akron	77	798	5	58	BTFB
KMPC	LA	356	7272	17	2	Talk	WONE	Dayton	185	2534	3	46	Country
KSFO	SF	238	4031	8	7	MOR	WTUE-F	Dayton	186	2348	2	46	AOR
KVI	Sea	70	1822	18	18	Talk	KBOX	Dall-FW	123	1665	14	9	Country
KPLZ-F	Sea	115	1720	8	18	AOR	KMEZ-F	Dall-FW	278	3429	5	9	BTFB
KEX	Port,0	192	2799	3	33	MOR	<u>GULF UNITED</u> (Alan Henry)						
KQFM-F	Port,0	34	730	17	33	Rock	WVOJ	Jkville,FL	56	776	6	57	Country
WCXI	Detroit	380	3964	4	5	Country	WNDE	Indy	90	2139	9	34	Contemp
WTWR-F	Detroit	183	3472	18	5	Oldies/AC	WFBO-F	Indy	189	2870	5	34	AOR
<u>GREAT TRAILS</u>							WKAP	Allen, PA	32	709	10	63	Contemp
WCII	Louis	60	1150	10	43	Country	KTXQ-F	Dall-FW	156	2807	12	9	AOR
WKJJ-F	Louis	156	2434	2	43	Rock	<u>HARTE-HANKS/SOUTHERN</u> (Bob Jones)						
WCOL	Colum,0	76	1740	9	36	AC	KOY	Phoenix	179	2395	3	28	AC
WXGT-F	Colum,0	149	2411	5	36	Rock	KQYT-F	Phoenix	118	1881	4	28	BTFB
WING	Dayton	118	2535	5	46	AC	WSGN	Birm	88	2029	6	47	Contemp
WMKE	Milw	47	871	15	26	Country	WRBQ-F	Tampa	165	2598	7	24	Rock
WBCS-F	Milw	194	2667	4	26	Country	WEZI-F	Memphis	179	2152	13	42	BTFB
Others: WJAI-F (Springfield,OH)							KYND-F	Houston	216	3121	6	10	BTFB
<u>GREATER MEDIA</u> (Herb McCord)							KULF	Houston	109	2537	16	10	MOR/AC
WGAY-F	Wash	346	4979	4	8	BTFB	WRVA	Richmond	250	3021	1	66	MOR
WGAY	Wash	42	873	22	8	BTFB	WRVQ-F	Richmond	162	2315	2	66	Rock
KHTZ-F	LA	369	6206	16	2	Contemp/AC	KMJK-F	Port,0	95	1573	10	33	Rock
WNJC-F	Detroit	316	5416	7	5	Contemp/AC	WLCY	Tampa	86	1986	13	24	Contemp
WHND	Detroit	86	1697	24	5	Oldies	<b>A 37</b>						
WNGK-F	Phil	679	8661	2	4	Soft/AC							
WFEN	Phil	259	3792	13	4	MOR							
WCTO-F	NY (L Isl)	110	1719	33	1	BTFB							

HATCH (George Hatch)		TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	INSILCO (Fred Walker, Richard Geisman)		TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
KJOT-F	Boise*	9	144	11	198	Country	WELI	N Haven	124	1509	1	55	MOR
KGEM	Boise*	29	449	7	198	Country	WGSO	NO	74	1386	10	35	News
KGHL	Billings*	22	370	4	268	MOR	WQUE-F	NO	72	1634	11	35	Rock
KIDX-F	Billings*	8	134	7	268	Country	KTOK	Ok1 C	166	2494	1	50	MOR
KALL	SLC	46	1017	9	44	AC	KZUE-F	Ok1 C	37	953	11	50	Rock
KALL-F	SLC	64	1042	7	44	Contemp	WVCG	Miami	49	1075	24	22	BTFL
							WYOR-F	Miami	152	1861	8	22	BTFL
HEARST (Franklin Snyder)		TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	JEFFERSON-PILOT (Cullie Tarleton)		TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
WBAL	Balt	358	4335	1	14	MOR	KIMN	Denver	154	3917	8	21	Rock
WYY-F	Balt	332	3542	2	14	AOR	KYGO-F	Denver	100	1673	12	21	Country
WISN	Milw	282	4369	2	26	AC/MOR	WQXI	Atlanta	72	1746	13	18	Contemp
WLPX-F	Milw	174	2900	5	26	AOR	WQXI-F	Atlanta	274	3582	3	18	Contemp
WTAE	Pitt	235	5083	6	13	AC	WBT	Char	259	3940	2	67	AC/Contemp
WXX-F	Pitt	297	5115	3	13	Rock	WBCY-F	Char	148	2262	5	67	Rock
							WBIG	Greens, NC	39	751	10	52	AC
HEFTEL (Tom Hoyt)							WWIL	Wil, NC*	24	242	2	221	Black
WLUP-F	Chi	436	8230	9	3	AOR	WHSI-F	Wil, NC*	31	455	1	221	Rock
WXKS	Boston	186	1355	13	6	Nostalgia	WGBS	Miami	69	1590	21	22	MOR
WXKS-F	Boston	289	4284	9	6	Cont/Urban	WLYF-F	Miami	172	2345	6	22	BTFL
KSSK	Hono	157	2082	1	56	MOR							
KULA-F	Hono	37	787	10	56	Contemp	KAYE-SMITH (Lester Smith)						
WIKS-F	Indy	197	3496	2	34	Rock	KCKN	KC	13	562	20	29	Country
WYYS-F	Cin	99	2119	10	27	Rock	KCKN-F	KC	58	1246	12	29	Country
							KXL	Port, O	144	1529	6	33	MOR
HUBBARD (S.S. Hubbard)							KXL-F	Port, O	154	1752	5	33	BTFL
WGTO	Lakeland*	40	431	2	132	Country	KISW-F	Sea	207	2590	3	18	AOR
KSTP	Minn-SP	105	3039	10	15	AC	KJRB	Spokane	72	1101	1	112	Rock
KSTP-F	Minn-SP	367	5583	2	15	Contemp	KEZE-F	Spokane	38	497	7	112	BTFL
KOB	Albuq	93	1858	2	93	MOR							
KOB-F	Albuq	36	652	7	93	AC	KING (Ancil Payne)						
							KVA	SF	102	3446	25	7	Rock
INNER CITY (Pepe Sutton)							KVA-F	SF	92	2710	28	7	Contemp
WBSL-F	NY	1717	19204	2	1	Black/Urban	WRTH	St. Lou	150	2458	10	12	BTFL
WLIB	NY	102	1446	35	1	Black	KGW	Port	199	3996	2	33	Contemp
WLSB-F	Detroit	191	2555	15	5	Black/Urban	KINK-F	Port	100	1456	8	33	AOR
KRE	SF		DID NOT SHOW				KREM	Spokane	22	578	11	112	Contemp
KBLX-F	SF	179	2331	16	7	Black	KREM-F	Spokane	53	765	6	112	AOR
KUTE-F	LA	226	4619	22	2	Disco	KING	Sea	120	3302	7	18	Rock
KGJ	LA	99	2204	34	2	Black	KING-F	Sea	69	1553	19	18	Class

<u>LIGGETT</u>		<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	
<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	<u>RANK</u>	<u>#</u>		<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>		
WFMK-F	Lans	104	1712	1	85	Soft Rock	<u>McCLATCHY (Ramsey Elliot)</u>					News/Talk
WHNN-F	Sag	134	1446	1	158	Rock	KMJ	Fresno	85	1345	2	82
WZZR-F	GR	78	962	6	69	Contemp	KMJ-F	Fresno	12	383	20	82
WFXZ-F	Buffalo	31	791	12	30	Rock	KBEE	Modesto*	4	148	18	148
WLOL-F	Minn-SP	172	2953	9	15	Soft	KBEE-F	Modesto*	32	344	6	148
							KOH	Reno*	32	488	5	188
							KFBK	Sacra	102	1995	5	40
							KAER-F	Sacra	64	875	12	40
<u>LIJ (Donald Pelio)</u>												
WIL	St. Lou	116	2588	12	12	Country	<u>McKENNA (Jim McKenna)</u>					AOR
WIL-F	St. Lou	326	4303	2	12	Country	KQRS A/F	Minn-SP	183	3507	5	15
WBBF	Rock	108	1871	4	39	Rock	WCMB	Harris,PA	24	599	12	92
WMJQ-F	Rock	88	1533	6	39	AOR	WSFM-F	Harris,PA	41	713	9	92
WFIL	Phil	277	6167	11	4	AC	WWQM	Madison*	3	98	15	113
WUSL-F	Phil	222	3391	15	4	AC	WWQM-F	Madison*	18	463	9	113
KILT	Hou	125	3387	12	10	Rock						
KILT-F	Hou	123	2147	14	10	Rock						

<u>LOTUS (Howard Kalmenson)</u>		<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	
<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	<u>RANK</u>	<u>#</u>		<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>		
KRUX	Phoenix	23	726	20	28	Rock	WGST	At1	121	2792	10	18
KTKT	Tucs	52	828	5	83	Rock	WPCH-F	At1	215	2932	6	18
KTKT-F	Tucs	34	583	9	83	AOR	WOW	Omaha	205	4487	2	70
KMKW	LA	127	1509	33	2	Spanish	KEZO-F	Omaha	118	1539	3	70
KFSD-F	SD	72	960	13	20	Classical	KCMO	KC	148	3563	8	29
KENO	LV	26	443	7	97	Rock	KCEZ-F	KC	181	2226	4	29
KENO-F	LV	18	503	11	97	Rock						
KONE	Reno*	27	329	7	188	Country	<u>METROMEDIA (George Duncan)</u>					Country
KVAR-F	SA	46	319	13	37	Spanish	KIAC	LA	572	8651	7	2
KOZZ-F	Reno*	19	234	8	188	Rock	KMET-F	LA	655	10532	4	2
							WNEW	NY	682	11083	14	1
							WNEW-F	NY	698	10703	13	1
							KSAN-F	SF	128	3012	20	7
							WCBM	Balt	186	3665	6	14
							WMET-F	Chi	373	6115	10	3
							WIP	Phil	469	7980	4	4
							WMMR-F	Phil	442	7839	5	4
							WOMC-F	Detroit	244	2846	11	5
							WASH-F	Wash	266	4344	6	8
							KRLD	Dallas	374	7019	2	9
							KJR	Sea	150	3584	4	18

METROPLEX (Norm Main)		TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	MKT	MKT	FORMAT		
AQH	AQH	CUME	RANK	#	FORMAT	AQH	CUME	RANK	#	AQH	CUME	RANK	#	FORMAT		
KEZK-F	St. Lou	261	3425	3	12	3	3425	3	12	WPOC-F	Balt	210	2536	4	14	Country
WHIT	Miami	49	502	24	22	24	502	24	22	WJAR	Cleve	201	4154	6	17	MOR
WHYI-F	Miami	277	4276	1	22	1	4276	1	22	WKSW-F	Cleve	161	2354	10	17	Country
WPKX/WVKX	Wash	187	2108	9	8	9	2108	9	8	WNCI-F	Colum	259	4161	2	36	Rock
WCKX	Tampa	148	1754	9	24	9	1754	9	24	WKTQ	Pitt	63	1720	16	13	Contemp
MID AMERICA (Burrell Small)																
KRVR-F	Moline	53	643	5	103	5	643	5	103	WSHH-F	Pitt	256	3620	5	13	BTFL
WQUA	Moline	35	771	9	103	9	771	9	103	WLEE	Rich	43	1132	7	66	Contemp
WTRX	Flint	44	878	9	75	9	878	9	75	NBC (Dick Verne)						
WIRL	Peoria	40	1015	8	106	8	1015	8	106	WNBC	NY	1396	28338	4	1	Contemp
WSWT-F	Peoria	95	1053	1	106	1	1053	1	106	WYNY-F	NY	794	12737	11	1	AC
KIOA	Des M	101	2189	3	111	3	2189	3	111	WRC	Wash	245	3563	7	8	News/Talk
KMGK-F	Des M	78	1165	4	111	4	1165	4	111	WKYS-F	Wash	304	4331	5	8	Urban/Disco
WIRE	Indy	143	2293	7	34	7	2293	7	34	WMAQ	Chi	1039	18575	2	3	Country
WXTZ-F	Indy	192	2528	3	34	3	2528	3	34	WKQX-F	Chi	339	6972	14	3	AC
KBEZ-F	Tulsa	99	1541	4	62	4	1541	4	62	KNBR	SF	330	6392	5	7	MOR
										KYUU-F	SF	210	4221	11	7	AC
MIDWEST FAMILY																
WKKN	Rockford*	20	221	10	139	10	221	10	139	WSYR	Syr	138	1911	1	59	MOR
WYFE-F	Rockford*	33	500	7	139	7	500	7	139	WSYR-F	Syr	107	1620	3	59	AOR
WISM	Madison*	33	848	7	113	7	848	7	113	WTPA-F	Harris	68	723	5	92	AOR
WISM-F	Madison*	49	839	4	113	4	839	4	113	WAPI	Birm	32	805	13	47	MOR
WYTL	Oshkosh*	43	496	6	128	6	496	6	128	WAPI-F	Birm	72	994	9	47	BTFL
WOSH-F	Oshkosh*	24	430	11	128	11	430	11	128	OUTLET (Dick Rakovan)						
WITL	Lansing	21	268	8	85	8	268	8	85	WRLM-F	Prov	21	491	29	45	Rock
WITL-F	Lansing	71	940	4	85	4	940	4	85	WDBO	Orl	95	1686	5	65	MOR
MULTIMEDIA (Bruce Buchanan, Walt Bartlett)																
WWNC	Asheville*102	1210	1210	1	187	1	1210	1	187	WDBO-F	Orl	229	2507	1	65	BTFL
WFBC	Green,SC	43	981	7	72	7	981	7	72	WTOP	Wash	156	3823	12	8	News
WFBC-F	Green,SC	149	2541	2	72	2	2541	2	72	KIQQ-F	LA	392	6874	14	2	Rock
KAAY	Lit Rock	95	2007	2	101	2	2007	2	101	WQRS-F	Detroit	45	1364	25	5	Classical
KLPQ-F	Lit Rock	63	1003	7	101	7	1003	7	101	WIOQ-F	Phil	269	4816	12	4	Rock
WEZW-F	Milw	275	3338	3	26	3	3338	3	26							
WMAZ	Macom*	51	831	4	149	4	831	4	149							
WMAZ-F	Macom*	114	1482	1	149	1	1482	1	149							
KEEL	Shreve	86	1489	2	109	2	1489	2	109							
KMBQ-F	Shreve	43	404	7	109	7	404	7	109							
WAKY	Louis	122	2337	4	43	4	2337	4	43							
WVEZ-F	Louis	117	1349	5	43	5	1349	5	43							

PARK	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	RKO (Dwight Case)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>PARK (Roger Turner)</u>											
KRSI Minn-SP	30	714	17	15	Big Band	WOR NY	1695	21783	3	1	Talk
KRSI-F Minn-SP	35	666	15	15	Big Band	WXLO-F NY	281	6229	24	1	Urban
WONO-F Syr	17	333	14	59	BTFL	WRKO Boston	203	5514	12	6	Contemp
WHEN Syr	128	2329	2	59	AC	WROR-F Boston	305	4885	7	6	AC
WNCT Green, NC*	4	142	15	304	MOR	WGMS A/F Wash	124	2438	14	8	Classical
WNCT-F Green, NC*	36	455	5	304	BTFL	WAXY-F Miami	150	2241	9	22	AC
WNAX Sioux F/York	67	927	2	269	Country	WFYR-F Chi	324	4928	15	3	Contemp
KWJJ Port,0	98	1887	9	33	Country	WHBQ Memphis	86	2272	8	42	AC
KJIB-F Port,0	61	873	14	33	Country	KFEC SF	427	9797	3	7	Rock
WDEF Chatt	93	927	2	95	MOR	KHJ LA	167	5146	28	2	Country
WDEF-F Chatt	77	1196	3	95	BTFL	KRTH-F LA	496	8608	10	2	AC
WTVR Rich	12	405	19	66	BTFL						
WTVR-F Rich	77	914	5	66	BTFL						
KEZX-F Sea	109	1440	9	18	BTFL						
<u>PEORIA JOURNAL STAR</u>						<u>REGIONAL</u>					
KRKE Albuq	32	716	10	93	Country	WGRD-F G Rpds	135	2635	3	69	Rock
KWXL-F Albuq	42	498	5	93	AOR	WGRD G Rpds	18	486	15	69	Rock
KSS Col Spg	27	410	8	125	Country	WAJX-F Mel-Titus	7	114	11	154	AOR
KBY Billings*	16	223	5	268	Country	WAMT Mel-Titus	10	287	9	154	MOR
KYNR-F Pueblo*	9	129	10	241	BTFL	WVIC Youngs	37	592	9	73	MOR
KICT-F Wichita	96	853	2	98	AOR	WYFN-F Youngs	118	1995	2	73	Rock
						WAAL-F Bingh*	69	969	2	123	Rock
						<u>ROLLINS (Paul Downs)</u>					
<u>PLOUGH (Wayne Hudson)</u>						KDAY LA	233	4039	21	2	Black
WPLO Atl	138	2238	9	18	Country	WAMS Wilm, DE	17	552	12	76	Contemp
WVEE-F Atl	227	2650	5	18	Disco	WRAP Norfolk	91	1410	8	32	Black
WCAO Balt	139	3059	8	14	Contemp	WCHS Char, WV*	58	1049	4	146	MOR
WXV-F Balt	195	2777	5	14	Disco	WBES-F Char, WV*	25	401	7	146	BTFL
WJJD Chi	143	2721	23	3	Country	WBEE Chi		DID NOT SHOW			
WJEZ-F Chi	366	5013	11	3	Country	<u>RUST (Bill Rust)</u>					
WMPs Memphis	116	2035	6	42	Country	WPTR Albany	44	1234	10	53	Contemp
WHRK-F Memphis	213	2214	1	42	Disco	WFLY-F Troy	117	2001	4	53	Rock
WSUN Tam-SP	218	3521	3	24	Country	WHAM Roch	129	2660	3	39	MOR
WQXM-F Tam-SP	162	2176	8	24	AOR	WHFM-F Roch	61	1324	10	39	Rock
WUBE-F Cin	167	2329	7	27	Country	WAEB Allen	87	1458	4	63	Rock
WUBE Cin	36	637	17	27	Country	WXXW-F Allen	119	1458	2	63	Rock
						WNOW York	41	352	10	108	Country
						WQXA-F York	133	2127	2	108	Rock
						WRNL Rich	29	1004	9	66	AC
						WRXL-F Rich	94	984	3	66	AOR
						Others: WSOM A/F (Salem, OH)					



STA AOH TSA CUME RANK MKT #  
 TSA AOH TSA CUME RANK MKT #  
 FORMAT  
 FORMAT

SJR (Hyman Glickstein)

KRLY-F	Hou	182	3207	9	10	Disco
WKLS	Atl	7	242	26	18	Rock
WKLS-F	Atl	233	3303	4	18	AOR
WQAL-F	Cleve	279	3170	4	17	BTFL
WKTU-F	NY	2028	23244	1	1	Disco/Urban
WJIT	NY	461	4204	18	1	Spanish
WYSP-F	Phil	379	6786	8	4	AOR
WJMD-F	Wash	95	1668	18	8	BTFL
KNUS-F	Dall-FW	85	2268	16	9	Rock

STAUFFER (Jerry Holley)

KARZ	Phoenix	40	967	19	28	MOR
KRNT	DM	69	1436	6	111	MOR
KRNO-F	DM	69	1178	6	111	Rock
WLBW	Topeka*	70	1080	2	171	MOR/News
WLBW-F	Topeka*	43	876	4	171	Rock
KGNC	Amarillo*	53	753	2	193	MOR
KGNC-F	Amarillo*	42	549	3	193	BTFL
KGEX	Spr,MO*	17	434	7	165	MOR

Others: KSOK (Arkansas City,Kansas); KGFF (Shawnee,OK)

SCRIPTS-HOWARD (Dick Janssen)

WMC	Memphis	151	1976	4	42	Country
WMC-F	Memphis	150	2946	5	42	Rock
WNOX	Knox	72	2005	5	86	Contemp
WBSB-F	Balt	134	1988	9	14	Rock
KMEO	Phoe	62	742	14	28	BTFL
KMEO-F	Phoe	196	2256	2	28	BTFL

STERLING (Fred Danz)

KSJO-F	San Jose	86	1930	20	32	AOR
KXRX	San Jose	13	507	36	32	News
KASH	Eug-Spr	10	298	11	142	Contemp
KSND-F	Eug-Spr	38	591	5	142	Rock
KZOK	Sea	19	772	28	18	AOR
KZOK-F	Sea	81	2132	17	18	AOR
KALE	Richland*	27	435	3	224	Contemp
K1OK-F	Richland*	11	181	7	224	AOR
KDKO	Denver	57	623	15	21	Black

SHAMROCK (Bruce Johnson)

KXLR	Lit Rock	11	291	11	101	Country
KABL	SF	209	4155	12	7	BTFL
KABL-F	SF	193	3364	14	7	BTFL
KUDL-F	KC	169	2475	5	29	Soft/AC
WBOK	NO	43	770	16	35	Black
KMGC-F	Dall-FW	117	1946	15	9	Soft
WWW-F	Detroit	117	4400	20	5	AOR
KYOK	Hou	38	807	23	10	Black

Others: KBFW (Billingham,WA); KEDO, KLYK-F (Longview,WA)

SBI Inc (Ed Shadek)

KOGO	SD	69	1419	14	20	MOR
KPRI-F	SD	139	2222	3	20	AOR
KZZY-F	SA	44	908	14	37	Rock
KCCW	SA	84	1252	9	37	Country
KYMS	Santa Ana	18	426	32	19	Religion

STONER (Glenn Bell)

KSO	DM	77	1392	5	111	Country
KGGO-F	DM	62	829	8	111	AOR
WGNT	Hunt,WV	44	759	4	122	MOR
WNB	Bing*	44	821	4	123	MOR
WQYT-F	Bing*	86	859	1	123	BTFL
KHAK	Ced Rpd*	25	208	9	190	Country
KHAK-F	Ced Rpd*	38	407	5	190	Country
WHEL	Knox	10	280	9	86	MOR
WIMZ-F	Knox	50	985	7	86	AOR

STORZ (Robert Storz)

WQAM	Miami	168	2782	7	22	Country
WMB	KC	247	4464	3	29	Contemp
WDGY	Minn-SP	176	3618	7	15	Country
WTIX	NO	176	3573	1	35	Contemp
KOMA	Ok1 C	161	2926	2	50	Country
KXOK	St. Lou	220	4584	5	12	Contemp

STUART	(Dick Chapin)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFOR	Lincoln	42	579	2	173	MOR
KFRX-F	Lincoln	21	379	8	173	Rock
KWTO	Spr,MO	117	1501	1	165	Country
KWTO-F	Spr,MO	101	1188	3	165	Rock
KOEL-F	Waterloo	21	303	10	190	Country
Others: KOEL (Oelwein,IA); KMNS, KSEZ-F (Sioux City,IA); KSAL, KYEZ-F (Salina,KN); KRG1 A/F (Grand Isl,Neb)						
SUDBRINK	(Bob Sudbrink)					
WORL	Orl	39	453	12	65	Black
WORJ-F	Orl	87	1356	6	65	AOR
WNWS	Miami	222	2618	3	22	News
KPOI	Hono	53	866	7	56	Contemp
KDUK-F	Hono	64	700	5	56	AOR
WLAC	Nash	56	1732	9	51	Contemp
WKQB-F	Nash	79	1318	8	51	AOR
SUMMIT	(Dick Barron)					
WCOA	Pensa*	35	472	8	133	MOR
WJLQ-F	Pensa*	50	814	3	133	Rock
WSJS	Win-Sal	85	1310	5	52	MOR
WTQR-F	Win-Sal	208	2431	1	52	Country
WREC	Mem	54	1652	10	42	MOR
WZXR-F	Mem	207	2185	2	42	AOR
KOCY	Ok1 C	6	250	20	50	Country
KXXY-F	Ok1 C	72	931	8	50	Country
SUNBELT						
KFFE-F	Fresno	185	2285	1	82	Rock
KQEO	Albuq	36	675	7	93	Rock
KZZX-F	Albuq	69	677	5	93	Rock
KSPZ-F	Col Spg	69	776	1	125	Rock
KTLS	Ok1 C	27	475	8	125	MOR

SUSQUEHANNA (Art Carlson)

TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT		
WQBA	Miami	120	1326	15	22	Spanish
WQBA-F	Miami	71	1040	20	22	Spanish
WKIS	Orl	70	1075	9	65	MOR
WLTA-F	Atl	189	2183	7	18	AC
WFMS-F	Indy	146	1909	6	34	Country
WHL0	Akron	37	914	14	58	News/Talk
WLQA-F	Cin	69	1069	15	27	Soft Rock
WLQR-F	Toledo	187	1886	2	54	BTFL
WARM	Scran	115	2002	1	64	MOR
WSBA	York	80	1418	7	108	MOR
WSBA-F	York	105	1318	5	108	BTFL
KPLX-F	Dall-FW	247	3286	6	9	Country
KLIF	Dall-FW	71	2168	17	9	MOR

Others: WGBB (Freeport,NY)

SWANSON (Gerock Swanson)

TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT		
KWKN	Wich	32	798	9	98	Contemp
WSHO	NO	45	725	15	35	Country
WBYU-F	NO	136	1547	4	35	BTFL
KKNG-F	Ok1 C	154	1734	4	50	BTFL
KRMG	Tulsa	210	2533	2	62	MOR
KFJZ	Dall-FW	69	1387	18	9	Nostalgia
KFJZ-F	Dall-FW	148	3202	13	9	Rock
KKYX	San Ant	245	2789	2	37	Country

Others: KGCS-F (Derby, Kans)

TAFT (Carl Wagner)

TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT		
WDAF	KC	506	6800	1	29	Country
KYYS-F	KC	263	3441	2	29	AOR
WGR	Buff	203	3655	5	30	AC
WGRQ-F	Buff	126	1751	6	30	AOR
WKRC	Cin	206	3517	5	27	AC
WKRQ-F	Cin	245	4225	3	27	Rock
WTVN	Colum	254	4352	3	36	AC
WLVQ-F	Colum	263	2818	1	36	AOR
KQV	Pitt	136	2560	9	13	News
WDVE-F	Pitt	304	4166	2	13	AOR
WDAE	Tampa-SP	95	2112	12	24	AC
WYNF-F	Tampa-SP	185	2668	6	24	Rock

TICHENOR (Mal Kasanoff)		TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
KUNO	Cor Chr*	54	474	2	119	Spanish
KGBT	Harlin	211	1470	1	151	Spanish
KELT-F	Harlin	32	445	5	151	Country
KQXT-F	San Ant	156	1498	3	37	BTFL
KCOR	San Ant	111	841	7	37	Spanish
<u>UNITED (Richard Eaton)</u>						
WSID	Balt	73	635	13	14	Black
WLPL-F	Balt	66	1736	14	14	Rock
WINX	Wash		DID NOT SHOW			
WOOK-F	Wash	166	3161	10	8	Black
WBNX	NY	75	974	41	1	Spanish
WJMO	Cleve	69	1163	17	17	Black
WLYT-F	Cleve	63	1615	19	17	Rock
KALI	LA	287	3228	19	2	Spanish
KSOL-F	SF	351	4001	4	7	Black
<u>VIACOM (Al Greenfield)</u>						
KDIA	SF	115	2469	22	7	Black
WMZQ-F	Wash	134	2489	13	8	Country
WURL	NY	144	2182	30	1	Black
WKHK-F	NY	142	2790	29	1	Country
WDIA	Memphis	108	2378	7	42	Black
WQUD-F	Memphis	66	1494	9	42	Contemp
KIKK-F	Hou	447	5430	1	10	Country
KIKK	Hou	63	1370	20	10	Country
<u>WESTERN CITIES (Rick Phalen)</u>						
KMGX	Tuc	14	443	15	83	AC
KRQQ-F	Tuc	47	792	6	83	Contemp
KZAP-F	Sacra	244	2579	1	40	AOR
KMJJ	LV	25	570	8	97	AC
KLUC	LV	62	882	1	97	Rock
KZZP A/F	Phoe	92	1712	11	28	Rock
<u>WESTINGHOUSE (Dick Harris)</u>						
WIND	Chi	494	6739	8	3	Talk/News
WOWO	F Wayne	207	4107	1	102	MOR
KYW	Phil	879	16196	1	4	News
KFWB	LA	637	12238	5	2	News
WINS	NY	1218	17434	6	1	News
WBZ	Boston	664	11082	2	6	MOR
WBZ-F	Boston	53	1868	27	6	? ?
KDKA	Pitt	948	12920	1	13	MOR
WPNT-F	Pitt	131	2052	10	13	BTFL
KODA-F	Hou	221	3011	5	10	BTFL
KOAX-F	Da11-FW	170	2832	10	9	BTFL
KJQY-F	SD	221	2296	1	20	BTFL
<u>WGN CONTINENTAL (Sheldon Cooper)</u>						
WGN	Chi	1236	18813	1	3	MOR/Talk
WICC	Bridge	97	2008	2	95	AC
KDAL	Duluth*	80	890	1	141	MOR
WPIX-F	NY	441	10141	20	1	Contemp
KGNR	Sacra	96	1458	6	40	MOR
KCTC-F	Sacra	80	1148	10	40	BTFL
<u>WICHITA GREAT EMPIRE (Mike Lynch, Mike Oatman)</u>						
KFDI	Wichita	94	1360	4	98	Country
KFDI-F	Wichita	54	791	5	98	Country
KWKH	Shrev	113	1443	1	109	Country
KROK-F	Shrev	43	807	7	109	Rock
KYNN	Omaha	34	626	9	70	Country
KYMN-F	Omaha	54	616	7	70	Country
KTTS	Spr,MO*	30	565	5	165	Country
KTTS-F	Spr,MO*	108	1147	2	165	Country

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 stations sampled.

( ) = 0/N 79 figures

	STAT	TSL	T/O RATIO	% EXCL	%TEENS	%18-34	%18-49	%50+	%M	%F
ROCK/CONTEMP	94 (83)	7.5 (6.5)	16.8 (19.4)	9.1 (7.7)	24.9 (27.0)	55.2 (55.2)	68.4 (67.1)	6.7 (5.9)	43.2 (43.0)	56.8 (57.0)
AOR	63 (51)	9.0 (8.5)	14.1 (14.7)	9.3 (9.0)	24.7 (23.4)	69.2 (71.0)	72.7 (75.4)	2.6 (1.2)	64.5 (65.3)	35.5 (34.7)
AC/SOFT	49 (40)	7.8 (7.2)	16.1 (17.6)	6.1 (5.9)	6.0 (5.0)	63.7 (64.1)	81.7 (83.2)	12.3 (11.8)	41.7 (41.3)	58.3 (58.7)
MOR	64 (66)	8.6 (7.7)	14.7 (16.4)	11.2 (9.8)	2.3 (2.4)	19.9 (10.1)	45.6 (50.6)	52.1 (47.0)	43.3 (45.2)	56.7 (54.8)
BTFL MUSIC	100 (83)	9.9 (9.7)	12.7 (12.9)	9.4 (9.3)	0.8 (1.0)	15.3 (16.7)	41.5 (43.0)	57.7 (56.0)	39.4 (40.4)	60.6 (59.6)
COUNTRY	72 (51)	9.2 (8.8)	13.7 (14.3)	13.4 (13.5)	3.7 (3.3)	28.7 (30.1)	61.9 (62.0)	34.4 (34.7)	51.2 (47.6)	48.8 (52.4)
NEWS/TALK	48 (40)	7.5 (7.4)	16.8 (17.1)	8.4 (7.7)	0.9 (1.0)	14.4 (13.9)	35.0 (35.2)	64.1 (63.8)	47.7 (49.1)	52.3 (50.9)
BLACK/URBAN	43 (39)	9.7 (9.2)	13.0 (13.9)	17.3 (14.9)	19.6 (21.5)	53.1 (51.8)	68.5 (68.5)	11.9 (10.0)	43.7 (46.9)	56.3 (53.1)
RELIGION	11 (11)	8.4 (7.7)	15.0 (16.4)	9.6 (9.0)	2.0 (2.5)	23.7 (20.2)	50.1 (44.5)	47.9 (53.0)	34.3 (28.9)	65.7 (71.1)
SPANISH	12 (11)	17.0 (13.9)	8.2 (9.0)	26.1 (23.3)	4.0 (3.3)	31.7 (30.9)	60.3 (62.5)	35.7 (34.2)	37.4 (41.0)	62.6 (59.0)
CLASSICAL	18 (17)	7.9 (7.4)	15.9 (16.9)	8.4 (6.7)	0.7 (1.1)	29.2 (28.2)	52.0 (58.6)	47.3 (40.3)	49.6 (47.2)	50.4 (52.8)

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		7.4	16.8	9.1	24.9	55.2	68.4	6.7	43.2	56.8
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WDRQ	Det	5.2	24.2	3.7	50	37	49	1	42	58
WPGC-F+	Wash	7.7	16.3	8.7	14	63	78	8	36	64
WRQX	Wash	6.7	18.8	7.6	43	43	55	2	39	61
WBSB	Balt	8.7	14.4	9.4	23	68	73	4	37	63
WCAO	Balt	5.8	21.8	8.8	14	45	64	22	31	69
WKRQ	Cin	7.3	17.3	14.0	34	55	64	2	35	65
WYYS	Cin	6.1	20.6	7.8	34	50	59	7	42	58
KFJZ	D-FW	5.9	21.3	12.9	53	35	45	2	41	59
WGCL	Cleve	6.8	18.6	12.9	35	50	63	2	37	63
WZZP	Cleve	7.2	17.5	10.0	3	82	90	7	37	63
WRKO	Boston	4.8	26.2	2.9	14	58	80	6	35	65
WVBF	Boston	6.8	18.6	6.3	37	47	62	1	41	59
KILT	Hou	4.6	27.2	6.4	7	58	83	10	55	45
KRBE	Hou	7.0	18.1	6.2	39	47	60	1	54	46
WCKX	T-SP	10.4	12.1	16.5	18	59	79	3	35	65
WRBQ	T-SP	7.8	16.2	12.6	24	46	67	9	45	55
WYNF	T-SP	7.7	16.5	4.9	31	47	68	1	56	44
WHYI	Miami	7.9	16.0	12.8	36	34	47	17	39	61
WWWK	ST L	7.7	16.3	10.9	39	59	61	0	48	52
KSLQ	ST L	7.1	17.7	7.1	27	65	72	1	42	58
WXXK	Pitt	7.1	17.8	6.8	35	54	62	3	41	59
WHB	KC	7.0	17.6	7.7	7	65	85	8	48	52
KSTP	M-SP	7.9	16.0	10.0	17	68	79	4	38	62
WQXI-F	Atl	10.2	12.3	9.8	8	77	91	1	54	46
WZGC-F	Atl	9.6	13.1	15.6	33	53	64	3	38	62
WZUU-F	Milw	5.1	24.7	4.5	7	71	88	5	45	55
KIMN	Denver	5.6	22.5	10.5	17	64	75	8	41	59
KOAQ	Denver	8.6	14.6	2.7	26	64	72	2	45	55
KSPZ	Col Spg	12.6	10.0	15.1	26	62	72	2	47	63
WKBW	Buff	7.0	18.1	7.0	16	43	67	17	39	61
WBEN-F	Buff	6.6	19.0	4.8	29	49	62	9	47	53
WNCI	Colum,0	7.3	17.2	11.1	12	63	84	4	43	57
WXGT	Colum,0	8.1	15.6	11.0	37	51	61	2	50	50
WTIC-F	Hart	6.9	18.3	6.5	16	56	67	17	34	66
WKFR	Kala	9.7	13.0	10.3	14	52	86	0	31	69
WGRD-F	GR	5.8	21.7	11.4	52	36	46	2	42	58
WHYN	Spring,M	7.6	16.5	9.9	9	58	80	11	51	49
WBCY	Charlot	8.5	14.9	6.3	22	72	76	2	44	56
WRAL	Raleigh	8.9	14.1	11.6	12	73	84	4	49	51
WPJB	Prov	7.8	16.1	6.3	32	51	64	4	43	57
WPRO-F	Prov	7.6	16.6	5.7	19	63	71	10	46	54
WMC-F	Memphis	6.6	19.1	6.2	22	59	77	1	41	59
KOPA	Phoenix	7.4	17.0	9.8	37	47	56	7	35	65
KZZP+	Phoenix	6.5	19.5	6.0	14	78	83	3	46	54
KGW	Port,0	6.3	20.1	14.3	17	52	75	8	43	57
WKXX	Birm	7.5	16.9	13.6	36	50	61	3	35	65
WFLY	A-S-T	7.6	16.5	7.0	31	61	67	2	44	56
WKJJ	Louis	8.5	14.8	11.3	55	38	45	0	33	67
WGH	Norf	5.9	21.5	11.0	14	61	77	9	55	45
WFBC-F	Green,SC	9.2	13.8	8.2	11	58	80	9	54	46

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		7.4	16.8	9.1	24.9	55.2	68.4	6.7	43.2	56.8
		<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>
KOFM	OK C	8.1	15.6	8.0	44	46	56	0	37	63
WWKX	Nash	9.0	14.1	8.8	37	51	62	1	35	65
KCPX	SLC	6.3	19.9	4.5	29	63	69	2	63	37
WBJW	Orl	10.6	11.9	14.2	26	48	70	4	44	56
WMEE	FW	8.0	15.8	3.8	26	65	73	1	39	61
WPTH	FW	6.1	20.6	4.5	23	61	70	7	50	50
WIVY	Jkville	8.8	14.3	11.8	16	62	77	7	38	62
WVIC+	Lans	8.6	14.7	9.6	22	70	77	1	62	38
KIOA	DM	6.0	20.9	11.0	15	73	82	3	50	50
WLAP-F	Lex	11.3	11.2	16.2	26	64	72	2	46	54
WABC	NY	5.0	25.0	6.5	16	37	60	24	42	58
WNBC	NY	6.3	20.0	7.1	22	41	63	15	48	52
WKRQ-F	Milw	7.3	17.2	6.3	23	52	60	17	44	56
WEZB	NO	9.8	12.9	15.0	42	48	57	1	37	63
WTIX	NO	6.4	19.7	12.8	13	52	77	10	53	47
WIFI	Phil	6.3	20.1	6.6	50	34	42	8	34	66
WIOQ	Phil	7.5	16.9	6.1	4	90	93	3	48	52
WSTW	Wilm	10.4	12.2	9.3	25	57	66	9	47	53
KING	Sea	4.5	28.1	2.4	22	53	67	11	36	64
KJR	Sea	5.4	23.5	7.4	22	65	74	4	56	44
KYYX	Sea	6.2	20.3	7.1	33	58	65	2	35	65
WIKS	Indy	6.7	18.9	10.6	40	47	59	1	41	59
WNAP	Indy	8.2	15.5	8.7	29	63	68	3	55	45
WLS	Chi	5.9	21.4	9.1	24	48	66	10	48	52
WLAN-F	Lanc	9.8	12.9	7.2	34	51	62	4	40	60
KRLA	LA	8.9	14.1	8.1	18	54	76	6	44	56
KIQQ	LA	7.5	16.9	5.1	23	49	76	1	29	71
WQXA	York	8.2	15.4	13.0	33	52	63	4	48	52
KFRC	SF	5.9	21.5	9.1	23	54	69	8	44	56
KSFX	SF	6.8	18.7	4.9	21	70	77	2	51	49
WKEE+	Hunt	11.0	11.5	17.6	24	49	60	16	41	59
WAEB	A-B-E	7.4	17.0	15.0	14	41	70	16	37	63
WLEV	A-B-E	7.5	16.8	3.6	14	70	83	3	41	59
WSKZ	Chatt	11.5	11.0	21.8	38	51	61	1	42	58
WRJZ	Knox	5.0	25.0	10.1	11	65	79	10	49	51
KTSA	SA	8.2	15.4	12.3	19	53	71	10	37	63
WBBF	Roch	7.2	17.4	8.1	15	49	67	18	42	58
KLUC	LV	8.9	14.1	9.7	26	55	69	5	48	52
WRVQ	Rich	8.5	14.8	9.5	33	47	60	7	52	48
KEYN-F	Wich	9.2	13.7	14.6	27	64	73	0	55	45
WHOT	Young	6.7	18.7	6.9	21	54	72	7	45	55
WYFM	Young	7.5	16.8	12.0	32	48	65	3	39	61
WNOK	Col,SC	9.5	13.3	12.4	24	67	75	1	56	44

		AOR								
NATIONAL MEAN:		9.0	14.1	9.3	24.7	69.2	72.7	2.6	64.5	35.5
		<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>
WABX	Det	4.7	26.6	1.8	27	62	70	3	67	33
WLLZ	Det	9.6	13.1	3.5	33	62	64	3	64	36
WRIF	Det	6.3	20.1	1.4	22	69	75	3	62	38
WAVA	Wash	6.8	18.7	2.2	23	73	76	1	77	23
WIYY	Balt	11.7	10.8	14.3	25	70	75	0	73	27
WEBN	Cin	8.7	14.4	7.1	22	75	77	1	66	34
KZEW	D-FW	7.8	16.1	4.8	16	79	82	2	70	30
WMMS	Cleve	8.9	14.1	7.2	30	66	69	1	60	40
WBCN	Bost	8.1	15.6	4.4	10	85	89	1	72	28
WCOZ	Bost	9.7	12.9	12.9	42	53	58	0	52	48
WAAF	Worc	10.2	12.4	8.1	29	65	71	0	75	25
KLOL	Hou	11.2	11.2	10.8	23	72	77	0	66	34
WQXM	T-SP	8.2	15.4	12.0	28	62	69	3	58	42
KSHE	ST L	9.3	13.5	8.8	13	83	87	0	65	35
WDVE	Pitt	9.4	13.4	10.0	25	72	75	0	72	28
KYYS	KC	10.1	12.5	10.2	38	59	62	0	68	32
KDWB-F	M-SP	8.3	15.2	7.6	25	70	73	2	61	39
KQRS+	M-SP	6.2	20.4	5.7	24	74	76	0	71	29
WKLS	Atl	9.2	13.7	13.2	39	59	61	0	56	44
WLPX	Milw	6.9	18.4	8.1	35	59	62	3	65	35
KBPI	Denver	8.5	14.7	4.4	31	62	69	0	65	35
KILO	Col Spg	9.7	12.9	19.2	8	92	92	0	69	31
WGRQ	Buff	9.2	13.7	8.4	35	58	64	1	62	38
WLWQ	Col OH	12.9	9.8	14.8	17	80	83	0	55	45
WHCN	Hart	6.9	18.2	4.9	37	63	63	0	68	32
WLAV	GR	11.0	11.4	15.1	29	69	70	1	62	38
WROQ	Charlot	10.5	12.0	7.6	23	63	73	4	61	39
WQDR	Raleigh	10.7	11.8	11.9	15	82	85	0	76	24
WZXR	Memphis	13.4	9.4	16.7	33	64	66	1	77	23
WTUE	Dayton	9.2	13.7	5.3	11	87	88	1	57	43
KDKB	Phoenix	9.9	12.7	5.8	17	79	83	0	70	30
KGON	Port	13.3	9.4	19.6	40	55	58	2	63	37
WLRS	Louis	8.4	15.1	7.5	24	73	75	1	59	41
WNOR-F	Norf	7.9	16.0	6.4	7	91	91	2	57	43
WMYK	Norf	9.1	13.8	8.7	24	70	75	1	59	41
KXXY	OK C	11.3	11.1	11.2	25	73	75	0	76	24
KCPX-F	SLC	6.8	18.5	12.5	34	63	66	0	73	27
WDIZ	Orl	8.0	15.7	12.1	22	74	76	2	76	24
KMOD	Tulsa	15.4	8.2	20.8	33	66	67	0	57	43
WWCK	Flint	9.6	13.1	10.6	25	72	75	0	56	44
WILS	Lans	8.5	14.8	13.5	19	68	77	4	67	33
WIOT	Toledo	11.3	11.1	17.6	28	66	69	3	63	37
KGGO	DM	8.9	14.2	12.1	11	89	89	0	68	32
WNEW-F	NY	8.3	15.1	5.5	11	79	83	6	60	40
WPLJ-F	NY	7.9	16.1	6.3	36	60	63	1	62	38
KEZO	Omaha	10.1	12.4	14.9	21	70	79	0	61	39
WMMR	Phil	7.6	16.6	5.0	24	68	74	2	68	32
WYSP	Phil	7.1	17.7	4.9	33	64	66	1	69	31
KISW	Sea	10.2	12.4	6.6	31	64	68	1	73	27
KZOK	Sea	4.8	26.2	1.5	26	69	74	0	77	23

## AOR

NATIONAL MEAN:		9.0	14.1	9.3	24.7	69.2	72.7	2.6	64.5	35.5
		<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>
WFBQ	Indy	8.2	15.3	16.0	22	72	75	3	62	38
WLUP	Chi	6.7	18.9	4.2	20	74	78	2	65	35
WMET	Chi	7.9	16.1	2.7	27	68	71	2	63	37
KLOS	LA	5.5	22.9	2.8	26	71	73	1	67	33
KMET	LA	7.0	18.1	3.4	32	62	67	1	65	35
KMEL	SF	7.3	17.3	2.9	13	82	86	1	67	33
KZAP	Sacra	11.1	11.3	14.6	31	66	69	0	68	32
KGB-F	SD	9.5	13.3	4.3	20	76	78	2	77	23
WZZO	A-B-E	10.0	12.6	9.9	28	70	72	0	71	29
WCMF	Roch	8.5	14.7	5.9	21	78	79	0	54	46
WRXL	Rich	13.1	9.6	15.4	18	77	82	0	58	42
KICT	Wich	14.2	8.9	25.2	37	62	63	0	64	36

## AC/SOFT

NATIONAL MEAN:		7.8	16.1	6.1	6.0	63.7	81.7	12.3	41.7	58.3
		<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>
WMJC	Det	7.6	16.6	3.6	18	59	80	2	28	72
WNIC	Det	7.5	16.9	3.7	10	74	87	3	32	68
WASH	Wash	8.1	15.6	7.6	5	56	78	17	33	67
WCBM	Balt	6.4	19.6	7.0	2	31	54	44	47	53
WKRC	Cin	8.2	15.4	12.5	3	41	58	39	38	62
KMGC	D-FW	7.9	16.0	2.7	4	87	94	2	48	52
KVIL	D-FW	8.9	14.1	9.7	11	65	83	6	36	64
WEEL-F	Bost	8.0	15.7	2.9	0	77	91	9	43	57
WROR	Bost	8.2	15.4	8.4	5	72	90	5	38	62
WAIA	Miami	8.5	14.9	10.7	3	74	88	9	38	62
WWWL-F	Miami	8.0	15.8	10.8	3	79	96	1	38	62
KMOX	ST L	6.5	19.3	1.7	3	42	66	31	46	54
KSD-F	ST L	8.8	14.4	2.4	7	71	80	13	34	66
WFFM	Pitt	5.7	22.1	2.5	10	67	89	1	54	46
KUDL	KC	8.2	15.3	4.6	8	76	89	3	34	66
WLOL	M-SP	7.2	17.6	6.4	21	64	75	4	39	61
WLTA	Atl	10.5	12.0	13.0	3	61	92	5	59	41
KPPL	Denver	10.4	12.1	7.0	6	80	94	0	40	60
WIOF	Hart	8.9	14.2	3.4	4	80	86	10	44	56
WJFM	GR	8.0	15.8	2.4	7	84	87	6	48	52
WMAS-F	Spr,MA	10.0	12.6	8.1	3	58	80	17	37	63
WBT	Charlot	8.9	14.2	11.9	5	52	79	16	44	56
WPRO	Prov	7.2	17.6	5.7	3	34	64	33	35	65
WING	Dayton	6.3	19.9	5.5	4	55	78	18	45	55
KBBC	Phoenix	9.9	12.8	8.6	1	85	93	6	49	51
KOOL	Phoenix	8.9	14.1	4.5	3	76	94	3	52	48
WAKY	Louis	7.2	17.4	13.1	6	47	75	19	46	54
WSM-F	Nash	7.9	16.0	6.1	3	69	93	4	41	59
WFMK	Lans	8.0	15.8	7.0	4	88	96	0	53	47
WMHE	Tol	8.7	14.4	8.4	7	64	83	10	39	61



AC/SOFT

NATIONAL MEAN:		7.8	16.1	6.1	6.0	63.7	81.7	12.3	41.7	58.3
		<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-F	NY	7.3	17.3	5.1	2	49	84	14	52	48
WYNY-F	NY	8.1	15.5	3.4	7	64	81	12	40	60
WOW	Omaha	5.2	24.2	7.8	6	63	81	13	49	51
WMGK	Phil	10.0	12.6	6.7	7	59	86	7	38	62
WSNI	Phil	7.9	16.0	0.5	1	34	84	15	39	61
WBBM	Chi	5.9	21.2	3.4	11	65	79	10	36	64
WFYR	Chi	8.4	15.1	6.6	4	77	94	2	48	52
WKQX	Chi	6.1	20.6	3.3	12	62	83	5	42	58
KHTZ	LA	7.7	16.4	4.1	9	79	88	3	41	59
KNX-F	LA	7.2	17.5	5.4	2	79	90	8	58	42
KRTH-F	LA	7.0	17.9	4.6	5	69	93	2	51	49
KIOI	SF	6.1	20.7	5.0	6	61	86	8	40	60
KYUU	SF	6.2	20.3	5.3	8	65	84	6	36	64
KFMB-F	SD	6.5	19.4	7.7	8	80	87	5	43	57
WRMF	W. Palm	9.3	13.5	10.9	13	59	79	8	29	71
KONO	SA	9.5	13.3	6.1	8	76	90	2	60	40
WHEN	Syr	7.9	15.9	7.3	8	40	70	22	44	56
WVOR	Roch	11.8	10.7	5.6	3	74	90	7	37	63

MOR

NATIONAL MEAN:		8.6	14.7	11.2	2.3	19.9	45.6	52.1	43.3	56.7
		<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>
WJR	Det	7.6	16.5	9.9	1	10	34	65	49	51
WOMC	Det	11.3	11.1	8.1	3	47	85	12	40	60
WMAL	Wash	9.3	13.5	11.9	2	15	54	44	43	57
WBAL	Balt	10.6	11.8	13.8	1	5	23	76	40	60
WCKY	Cin	8.2	15.3	9.2	0	7	30	70	48	52
WLW	Cin	6.4	19.7	8.1	1	20	47	52	51	49
WJW	Cleve	9.3	13.5	3.8	0	7	24	76	42	58
WWWE	Cleve	5.7	22.1	6.3	3	45	71	26	43	57
WBZ	Boston	7.6	16.5	3.5	1	18	56	43	42	58
WHDH	Boston	8.5	14.8	9.4	2	20	51	47	38	62
WAKR	Akron	8.1	15.5	11.7	2	15	30	68	43	57
WHBC	Canton	9.7	13.0	17.1	3	11	36	61	40	60
WFLA	T-SP	8.3	15.3	11.1	1	19	50	49	42	58
WIOD	Miami	5.4	23.5	6.9	2	8	24	74	64	36
KDKA	Pitt	9.8	12.8	12.2	2	14	36	62	38	62
KMBZ	KC	8.9	14.2	7.9	1	24	53	46	43	57
WSB	Atl	6.7	18.8	9.7	1	14	46	53	49	51
WISN	Milw	8.4	15.0	8.5	2	29	64	34	47	53
WTMJ	Milw	8.0	15.8	9.5	2	16	45	53	47	53
KHOW+	Denver	7.0	18.0	8.5	6	47	75	19	40	60
WGR	Buff	7.4	17.0	8.6	9	25	55	36	44	56
WBEN	Buff	7.3	17.2	8.7	3	18	41	56	42	58
WBNS	Col,OH	6.4	19.6	7.9	6	42	64	30	46	54
WTVN	Col,OH	7.3	17.4	6.9	2	35	63	35	42	58
WTIC	Hart	10.2	12.3	16.0	2	10	40	58	41	59

		<u>MOR</u>								
NATIONAL MEAN:		8.6	14.7	11.2	2.3	19.9	45.6	52.1	43.3	56.7
		<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>
WELI	N. Haven	11.1	11.4	14.9	1	15	43	56	41	59
WKZO	Kala	8.9	14.1	11.7	2	5	25	73	40	60
WOOD	GR	8.6	14.6	11.5	2	19	51	47	34	66
WPTF	Raleigh	10.6	11.9	16.3	1	8	33	66	39	61
WHIO	Dayton	8.8	14.3	11.0	2	20	45	53	45	55
KOY	Phoenix	9.9	12.7	11.3	2	30	62	36	40	60
KEX	Port,0	8.9	14.1	15.4	1	13	48	51	41	59
KXL	Port,0	11.3	11.2	3.5	0	2	24	76	31	69
WGY	A-S-T	9.3	13.6	16.2	3	22	48	49	42	58
WHAS	Louis	5.9	21.4	10.8	0	28	53	47	47	53
WTAR	Norfolk	7.5	16.8	17.3	5	22	36	59	42	58
KTOK	OK C	8.6	14.7	17.4	4	17	35	61	49	51
KSL	SLC	7.1	17.7	10.6	5	37	63	32	53	47
WDBO	Orl	7.9	15.9	13.5	3	19	36	61	45	55
WOWO	FW	6.5	19.3	13.6	5	28	51	44	42	58
KRMG	Tulsa	10.4	12.1	16.3	0	26	52	48	41	59
WSPD	Toledo	7.9	16.0	11.2	2	9	23	75	43	57
KRNT	DM	7.7	16.4	9.7	2	25	62	36	47	53
WNEW	NY	7.9	16.0	6.0	2	12	42	56	54	46
WICC	Bridge	7.7	16.3	9.5	4	31	60	36	32	68
KFAB	Omaha	9.5	13.3	20.1	2	16	44	54	46	54
WSMB	NO	9.7	13.0	9.9	0	7	20	80	38	62
WIP	Phil	7.7	16.3	7.3	4	13	53	43	36	64
WARM	NE PA	7.5	16.7	13.5	8	16	46	46	41	59
WNAK	NE PA	19.4	6.5	18.7	0	1	9	91	35	65
KOMO	Sea	7.6	16.7	9.0	2	22	52	46	49	51
WIBC	Indy	9.3	13.5	12.8	1	27	51	48	43	57
WGN	Chi	9.0	14.0	10.2	2	9	34	64	47	53
WCLR	Chi	8.2	15.4	2.4	4	54	83	15	42	58
KNBR	SF	6.4	19.6	7.0	3	40	63	34	47	53
KSFO	SF	5.6	22.4	6.0	3	16	44	53	51	49
WJBC	Bloom	12.5	10.1	20.2	3	17	43	54	36	64
WMBD	Peo	10.2	12.4	14.0	1	10	35	64	41	59
KOB	Alb	6.8	18.6	7.7	2	35	53	45	47	63
WDEF	Chatt	13.2	9.5	9.1	2	5	25	73	36	64
WSYR	Syr	9.2	13.7	13.7	2	9	36	62	46	54
WHAM	Roch	6.7	18.9	7.4	2	24	49	49	44	56
WRVA	Rich	9.3	13.6	25.2	3	16	39	58	48	52
WIS	Col,SC	6.8	18.5	17.9	2	28	53	45	50	50

		<u>BEAUTIFUL MUSIC</u>								
NATIONAL MEAN:		9.9	12.7	9.4	0.8	15.3	41.5	57.7	39.4	60.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TENNS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WCZY	Det	8.0	15.8	4.8	0.8	9	36	55	48	52
WJR-F	Det	8.3	15.2	7.8	1.1	7	30	63	40	60
WWJ-F	Det	7.6	16.5	9.0	0.6	5	30	69	41	59
WGAY	Wash	9.4	13.5	9.5	1.3	16	56	43	39	61
WLIF	Balt	9.8	12.9	8.3	0.4	20	53	47	36	64

BEAUTIFUL MUSIC

NATIONAL MEAN:		9.9	12.7	9.4	0.8	15.3	41.5	57.7	39.4	60.6
		<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>
WWEZ	Cin	9.8	12.8	11.4	0.6	20	48	52	40	60
KMEZ	D-FW	10.5	12.0	10.7	0.8	21	59	40	41	59
KOAX	D-FW	7.7	16.4	6.3	1.4	28	48	51	36	64
WDOK	Cleve	10.0	12.6	11.5	0.5	14	40	60	34	66
WQAL	Cleve	12.4	10.2	15.9	1.3	7	39	60	41	59
WHUE-F	Bost	9.0	14.0	8.3	0.0	7	32	68	26	74
WJIB	Bost	10.1	12.5	6.7	1.0	7	31	68	47	53
WSRS	Worc	12.4	10.1	10.3	0.0	17	33	67	33	67
KODA	Hou	9.4	13.3	7.6	0.5	22	54	46	49	51
KYND	Hou	8.9	14.1	8.4	0.0	20	45	55	48	52
WFLA	T-SP	10.9	11.5	12.9	0.0	11	24	76	46	54
WJYW	T-SP	10.6	11.9	13.2	0.0	5	24	76	48	52
WWBA	T-SP	12.3	10.2	12.4	0.0	7	22	78	36	64
WLYF	Miami	6.7	18.8	10.2	2.0	19	45	53	37	63
WYOR	Miami	11.5	10.9	15.0	0.0	13	40	60	47	53
KEZK	ST L	9.7	13.0	5.6	2.0	6	33	65	46	54
WRTH	ST L	7.9	16.0	3.9	1.0	6	24	75	31	69
WSHH	Pitt	9.5	13.3	7.9	0.0	11	40	60	38	62
KCEZ	KC	10.2	12.4	10.7	3.0	22	45	52	43	57
KMBR	KC	8.8	14.4	7.8	0.0	29	66	34	42	58
WAYL-F	M-SP	8.3	15.1	5.2	1.0	23	46	53	29	71
KEEY-F	M-SP	9.6	13.2	5.1	0.0	25	60	40	34	66
WPCH	Atl	9.3	13.6	9.0	0.0	19	45	55	52	48
WSB-F	Atl	9.7	13.0	7.0	1.0	15	35	64	36	64
WEZW	Milw	10.5	12.0	8.6	2.0	13	39	59	40	60
KLIR	Denver	8.5	14.8	6.7	3.0	9	38	59	39	61
KOSI-F	Denver	8.9	14.2	8.8	2.0	18	54	44	33	67
WJYE	Buff	11.6	10.9	10.3	0.4	16	38	62	37	63
WBNS	Col,OH	8.3	15.1	4.2	1.0	19	47	52	40	60
WRCH	Hart	10.6	11.8	7.1	0.0	7	31	69	40	60
WQLR	Kala	10.5	12.0	5.5	0.0	28	56	44	34	66
WOOD-F	GR	7.8	16.1	9.6	0.0	18	44	56	33	67
WHYN-F	Spr,MA	11.5	11.0	12.6	2.0	16	42	56	36	64
WEZC	Charlot	12.0	10.5	12.8	0.0	12	54	46	58	42
WYYD	Raleigh	8.9	14.2	12.9	0.0	12	49	51	39	61
WHJY	Prov	11.7	10.8	7.7	0.0	16	37	63	45	55
WLKW	Prov	13.3	9.4	7.7	2.0	7	30	68	39	61
WEZI	Memphis	11.1	11.3	16.7	2.0	16	38	60	42	58
WHIO-F	Dayton	10.0	12.6	12.9	0.0	32	61	39	49	51
KMEO	Phoenix	11.1	11.3	13.9	2.0	15	32	66	33	67
KQYT	Phoenix	11.3	11.1	11.8	0.0	12	24	76	45	55
KUPL-F	Port,0	11.5	11.0	7.1	2.0	23	52	46	29	71
WAPI-F	Birm	9.5	13.3	7.5	0.0	14	34	66	45	55
WROW-F	A-S-T	11.5	11.0	7.8	1.0	9	39	60	46	54
WVEZ	Louis	11.1	11.3	13.3	0.0	10	47	53	40	60
WFOG	Norfolk	8.1	15.5	4.9	1.0	24	65	34	45	55
WKEZ	Norfolk	6.7	18.7	8.0	0.0	13	39	61	44	56
WGLD	G-WS	9.3	13.5	7.5	3.0	25	65	32	30	70
WSPA-F	Green,SC	11.8	10.7	11.0	1.0	18	47	52	31	69
KKNG	OK C	12.9	9.7	13.9	2.0	24	53	45	45	55

BEAUTIFUL MUSIC

NATIONAL MEAN:		9.9	12.7	9.4	0.8	15.3	41.5	57.7	39.4	60.6
		<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>
WZEZ	Nash	10.8	11.6	11.1	0.0	28	48	52	44	56
KSFI	SLC	9.6	13.1	5.7	0.0	38	64	36	40	60
WDBO	Orl	10.4	12.1	10.8	0.0	14	33	67	41	59
WHOO	Orl	10.5	12.0	8.2	0.0	14	43	57	40	60
WEZV	FW	9.2	13.7	14.1	4.0	15	53	43	38	62
KBEZ	Tulsa	8.5	14.8	15.8	1.0	12	38	61	42	58
WKTZ	Jkville	10.6	11.9	12.8	2.0	19	47	51	39	61
WGMZ	Flint	12.8	9.8	6.6	3.0	17	46	51	42	58
WLQR	Toledo	13.2	9.6	8.5	2.0	15	51	47	42	58
KLYF	DM	10.0	12.5	7.7	0.0	17	51	49	43	57
WVLK-F	Lex	12.4	9.7	15.4	0.0	16	41	59	50	50
WPAT-F	NY	8.4	15.0	7.5	2.0	15	46	52	44	56
WRFM	NY	10.1	12.5	9.2	1.0	8	32	67	42	58
WEZN	Bridge	11.2	11.2	9.2	0.0	21	42	58	40	60
WBYU	NO	10.6	11.9	14.2	3.0	19	51	46	50	50
WEAZ	Phil	9.3	13.5	7.2	1.0	10	39	60	44	56
WWSH	Phil	10.2	12.4	9.5	1.0	7	33	66	43	57
KEZX	Sea	9.6	13.1	7.5	1.0	12	48	51	36	64
KSEA	Sea	9.3	13.4	8.1	3.0	18	50	47	28	72
WXTZ	Indy	10.2	12.4	8.8	1.0	20	47	52	41	59
WLAK	Chi	9.0	13.9	7.2	1.0	16	34	65	50	50
WLOO	Chi	12.2	10.3	7.4	0.0	16	51	49	42	58
KBIG	LA	8.7	14.5	6.6	1.0	16	51	48	41	59
KJOI	LA	8.9	14.1	8.0	0.0	15	40	60	47	53
KOST	LA	6.9	18.3	5.2	1.0	18	43	56	39	61
WSBA	York	10.3	12.2	10.4	0.0	22	51	49	56	44
KABL-F	SF	6.4	19.8	4.9	1.0	4	26	73	38	62
KFOG	SF	8.2	15.3	4.8	1.0	13	41	58	41	59
KOIT	SF	8.0	15.7	4.3	1.0	10	42	57	40	60
KEWT	Sacra	10.7	11.8	9.6	0.0	17	43	57	34	66
KJQY	SD	12.2	10.4	14.9	0.0	11	43	57	34	66
WHEZ	Hunt	12.5	10.1	11.5	0.0	16	53	47	40	60
WEAT	W. Palm	10.4	12.1	19.9	0.0	4	20	80	43	57
WSWT	Peo	11.7	10.8	11.5	0.0	16	38	62	39	61
WQQQ	A-B-E	11.7	10.8	9.8	0.0	6	26	74	46	54
WFMZ	A-B-E	12.6	10.0	19.5	1.0	15	39	60	37	63
KKJY	Alb	15.1	8.4	20.4	0.0	16	46	54	42	58
WEZK	Knox	11.4	11.0	14.6	0.0	26	51	49	40	60
KASE	Austin	13.5	9.3	8.2	0.0	13	50	50	54	46
WEZO	Roch	11.8	10.7	11.9	0.0	16	38	62	43	57
WTVR	Rich	10.6	12.0	4.4	4.0	17	57	39	41	59
WKBN	Young	10.5	12.0	16.5	0.0	14	30	70	23	77

COUNTRY

NATIONAL MEAN:		9.2	13.7	13.4	3.7	28.7	61.9	34.4	51.2	48.8
		<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>
WCXI	Det	13.3	9.5	24.3	7	20	61	32	43	57
WMZQ	Wash	7.2	17.6	11.0	6	32	77	17	57	43
WVKX+	Wash	10.0	12.5	8.9	2	30	57	41	41	59
WPOC	Balt	10.7	11.7	6.4	4	32	68	28	54	46
WUBE-F	Cin	9.2	13.7	12.0	1	35	74	25	41	59
KBOX	Dallas	9.2	13.7	16.8	2	19	44	54	44	56
KPLX	Dallas	9.1	13.8	9.2	11	53	76	13	51	49
KSCS	Dallas	9.5	13.2	9.4	8	45	75	17	43	57
WBAP	Dallas	7.6	16.6	13.9	5	22	53	42	55	45
WHK	Cleve	7.8	16.1	11.2	2	17	47	51	45	55
WKSX	Cleve	8.3	15.1	4.2	1	21	59	40	38	62
WSLR	Akron	6.9	18.2	14.5	2	15	53	45	59	41
KENR	Hou	6.5	19.4	8.5	8	34	68	24	55	45
KIKK-F	Hou	10.3	12.2	19.6	11	53	83	6	52	48
WSUN	T-SP	8.5	14.9	10.9	1	10	26	73	55	45
WQYK	T-SP	14.1	8.9	20.6	5	33	55	40	43	57
WQAM	Miami	9.1	13.9	17.5	8	25	67	25	55	45
WIL-F	ST L	9.4	13.4	9.0	6	39	79	15	47	53
WEPP	Pitt	15.9	7.9	5.6	1	8	45	54	51	49
WDSY	Pitt	12.4	10.1	8.6	1	25	77	22	31	69
WDAF	KC	8.2	15.3	17.4	8	20	54	38	45	55
WDGY	M-SP	6.7	18.8	9.3	10	38	77	13	45	55
WPLO	Atl	7.8	16.2	11.7	9	34	70	21	52	48
WBCS-F	Milw	9.4	13.4	12.3	3	30	67	30	39	61
KLZ	Denver	7.5	16.8	10.2	6	30	77	17	47	53
WCUZ-F	GR	6.1	20.6	8.8	3	40	66	31	44	56
WSOC-F	Charlot	12.7	9.9	15.7	2	28	70	28	46	54
WMC	Mem	10.5	12.0	27.7	2	14	55	43	38	62
WMPS	Mem	6.3	20.1	7.7	0	40	55	45	52	48
WONE	Dayton	8.9	14.2	18.8	4	28	71	25	44	56
KJJJ	Phoenix	6.3	20.1	10.9	3	19	59	38	56	44
KNIX-F	Phoenix	11.3	11.1	18.3	5	45	77	18	57	43
KWJJ	Port O	7.4	17.0	11.5	0	19	59	41	54	46
WZZK	Birm	8.8	14.2	9.4	3	42	81	16	45	55
WAMZ	Louis	10.8	11.6	14.0	2	47	77	21	44	56
WCMS-F	Norfolk	9.0	14.0	14.5	3	34	62	35	55	45
WTQR	G-WS	11.6	10.8	14.8	6	37	68	26	74	26
WESC-F	Green SC	11.9	10.6	19.1	1	44	73	26	54	46
KEBC	OK C	10.5	12.0	11.9	1	31	63	36	52	48
WSIX-F	Nash	10.0	12.6	22.9	2	23	56	42	50	50
WSM	Nash	6.2	20.3	15.1	1	21	48	51	57	43
KSOP-F	SLC	9.5	13.2	9.4	9	38	74	17	38	62
WHOO	Orl	7.5	16.8	14.3	2	25	62	36	52	48
WQHK	FW	10.6	11.9	14.1	4	17	67	29	52	48
KVOO	Tulsa	10.6	11.8	26.1	6	19	61	33	51	49
WQIK	Jkvle	9.2	13.6	18.4	8	38	68	24	39	61
WVOJ	Jkvle	9.9	12.8	9.9	2	16	48	50	40	60
WITL-F	Lans	9.9	12.8	16.3	6	15	49	45	46	54
WTOD	Toledo	11.5	10.9	7.3	1	7	27	72	50	50
KSO	DM	8.4	15.0	15.1	2	34	56	42	45	55

		COUNTRY								
NATIONAL MEAN:		9.2	13.7	13.4	3.7	28.7	61.9	34.4	51.2	48.8
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WHN	NY	7.6	16.6	7.6	3	31	65	32	45	55
WKSJ-F	Mobile	10.9	11.6	24.9	6	45	68	26	57	43
WNOE-F	NO	10.4	12.1	16.4	4	47	82	14	45	55
KMPS	Sea	8.5	14.8	10.9	0	25	67	33	58	42
WFMS	Indy	11.1	11.4	14.0	2	35	76	22	42	58
WIRE	Indy	8.3	15.2	16.3	0	23	56	44	53	47
WJEZ	Chi	9.1	13.9	7.6	3	28	68	29	41	59
WMAQ	Chi	7.3	17.3	8.5	4	25	66	30	47	53
KLAC	LA	7.9	16.0	11.6	3	25	62	35	50	50
KZLA-F	LA	8.3	15.1	5.4	2	52	91	7	58	42
KNEW	SF	7.3	17.3	11.1	3	30	61	36	54	46
KRAK	Sacra	11.3	11.1	21.9	4	22	53	43	53	47
WIRK-F	W.Palm	12.9	9.8	12.2	2	38	66	32	52	48
WKKW	A-B-E	11.9	10.6	15.0	2	27	65	33	47	53
WIVK-F	Knox	11.2	11.2	17.4	4	34	65	31	41	59
KVET	Austin	7.6	16.7	20.7	7	16	49	44	51	49
KKYX	SA	10.4	12.1	15.4	2	28	48	50	45	55
KSSN	LR	10.8	11.6	18.5	3	44	80	17	47	53
KFDI	Wich	8.9	14.5	18.6	0	10	51	49	45	55
WCOS-F	Col SC	10.2	12.3	17.8	3	43	78	19	53	47

		NEWS/TALK								
NATIONAL MEAN:		7.5	16.8	8.4	0.9	14.4	35.0	64.1	47.7	52.3
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WWJ	Det	7.5	16.9	9.1	1	12	27	72	49	51
WXYZ	Det	7.5	16.7	4.4	0	10	27	73	33	67
WRC	Wash	8.9	14.2	10.0	1	20	37	62	42	58
WTOP	Wash	5.5	22.8	5.7	1	23	41	58	56	44
KRLD	Dallas	7.2	17.5	8.1	4	20	41	55	56	44
WFAA	Dallas	7.3	17.2	6.8	2	19	51	47	44	56
WERE	Cleve	8.9	14.1	10.6	1	6	21	78	47	53
WEEI	Boston	7.9	15.9	8.3	0	10	29	71	50	50
KPRC	Hou	7.8	16.1	8.7	0	9	34	66	43	57
KTRH	Hou	6.7	18.9	13.2	1	14	35	64	44	56
WINZ	Miami	8.0	15.7	11.7	1	2	15	84	63	37
WNWS	Miami	10.5	11.9	14.6	0	11	20	80	27	73
KMOX	ST L	11.4	11.1	12.0	1	15	40	59	49	51
KSD	ST L	4.8	26.2	2.0	0	18	32	68	52	48
KQV	Pitt	7.0	18.0	7.0	1	5	23	76	47	53
KCMO	KC	5.5	22.7	4.9	1	25	46	53	50	50
WCCO	M-SP	9.8	12.8	15.2	2	20	43	55	45	55
WGST	Atl	5.5	22.7	6.2	1	36	56	43	63	37
KOA	Denver	6.7	18.9	4.9	3	20	48	49	56	44
WSOC	Charlot	5.3	23.9	9.8	0	17	34	66	45	55
WEAN	Prov	7.4	17.1	7.6	2	12	26	72	55	45
KTAR	Phoenix	8.6	14.6	11.5	2	5	18	80	59	41
KYXI	Port O	6.7	18.7	10.1	0	21	32	68	36	64
WNIS	Norfolk	6.9	18.2	3.9	0	30	72	28	72	28
WHO	DM	8.1	15.6	9.3	0	8	23	77	45	55

NEWS/TALK

NATIONAL MEAN:		7.5	16.8	8.4	0.9	14.4	35.0	64.1	47.7	52.3
		<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	6.1	20.7	6.1	1	15	37	62	53	47
WINS	NY	5.6	22.5	5.9	2	18	39	59	51	49
WMCA	NY	8.5	14.9	3.6	1	9	32	67	40	60
WOR	NY	9.7	13.0	5.8	1	5	25	74	32	68
WGSO	NO	6.9	18.3	10.1	0	25	53	47	53	47
KYW	Phil	7.0	17.9	11.8	1	16	34	65	50	50
WCAU	Phil	6.3	19.9	6.1	0	12	32	68	48	52
WWDB	Phil	10.4	12.1	7.6	1	13	42	57	41	59
WILM	Wilm	7.5	16.8	12.3	0	23	50	50	54	46
KIRO	Sea	7.1	17.6	9.3	1	17	43	56	54	46
WBBM	Chi	6.2	20.2	8.0	1	15	41	58	59	41
WIND	Chi	9.5	13.2	8.7	0	12	32	68	32	68
KABC	LA	9.9	12.7	8.3	1	14	34	65	42	58
KFWB	LA	6.7	18.7	9.1	1	13	33	66	48	52
KMPC	LA	5.9	21.4	5.4	2	19	53	45	53	47
KNX	LA	5.9	21.2	7.8	1	13	37	62	55	45
KCBS	SF	7.1	17.8	6.3	1	13	34	65	64	36
KGO	SF	9.7	13.0	10.1	1	12	35	64	44	56
KSDO	SD	6.3	20.0	10.4	1	9	28	71	54	46
WOAI	SA	8.3	15.2	14.4	0	16	40	60	56	44
WPXN	Roch	9.7	13.0	15.0	0	12	24	76	48	52
WBBW	Young	11.0	11.4	7.1	0	2	31	69	39	61

BLACK/URBAN

NATIONAL MEAN:		9.7	13.0	17.3	19.6	53.1	68.5	11.9	43.7	56.3
		<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>
WJLB	Det	6.5	19.5	9.7	16	39	52	32	35	65
WJZZ	Det	8.0	15.8	5.5	4	61	89	7	58	42
WLBS	Det	9.4	13.4	8.0	11	76	88	1	52	48
WKYS	Wash	9.0	14.0	11.0	13	67	82	5	46	54
WHUR	Wash	6.7	18.8	6.2	13	60	80	7	39	61
WWIN	Balt	9.1	13.9	11.1	32	32	53	15	43	57
WXYV	Balt	8.8	14.3	17.0	12	64	79	9	58	42
WCIN	Cin	10.6	11.9	29.9	16	44	64	20	42	58
KKDA-F	Dallas	8.5	14.8	10.6	24	59	67	9	44	56
KNOK-F	Dallas	9.4	13.4	10.7	22	53	66	12	36	64
WXKS-F	Bost	8.8	14.3	9.0	15	71	82	3	41	59
KMJQ	Hou	13.3	9.5	29.8	14	67	82	4	54	46
KRLY	Hou	7.2	17.6	8.9	27	55	67	6	38	62
WEDR	Miami	11.1	11.3	25.0	20	66	78	2	46	54
KMJM	ST L	12.6	10.0	12.9	28	52	70	2	56	44
WAMO	Pitt	8.6	14.6	28.1	25	57	64	11	36	64
KPRS	KC	11.9	10.6	25.7	26	57	67	7	49	51
WAOK	Atl	8.7	14.4	14.1	18	51	66	16	40	60
WVEE	Atl	10.6	11.9	27.1	25	57	70	5	54	46
WBLK	Buff	10.9	11.6	21.8	17	52	71	12	51	49

BLACK/URBAN

NATIONAL MEAN:		9.7	13.0	17.3	19.6	53.1	68.5	11.9	43.7	56.3
		<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>
WDIA	Memphis	5.6	22.4	19.0	14	34	49	37	39	61
WHRK	Memphis	10.6	11.9	28.2	17	63	78	5	55	45
WDAO	Dayton	16.2	7.8	37.2	22	51	69	9	43	57
WENN-F	Birm	12.2	10.3	20.9	27	39	53	20	35	65
WLOU	Louis	11.0	11.5	25.7	18	43	60	22	49	51
WOWI	Norfolk	11.1	11.4	14.0	22	56	72	6	55	45
WRAP	Norfolk	8.2	15.4	11.0	27	49	69	4	33	67
WVOL	Nash	11.8	10.7	22.6	21	48	70	9	36	64
WPDQ	Jkvile	9.0	13.9	20.4	26	59	67	7	47	53
WDZZ	Flint	15.8	8.0	33.8	19	51	78	3	50	50
WBLS	NY	11.4	11.0	14.4	16	61	78	6	46	54
WKTU	NY	11.1	11.4	10.9	27	59	69	4	41	59
WCAU-F	Phil	7.4	17.1	7.8	9	59	79	12	55	45
WDAS-F	Phil	9.5	13.3	23.9	24	55	71	5	48	52
WTLC	Indy	15.7	8.0	56.3	20	54	68	12	44	56
WBMX	Chi	7.1	17.7	3.6	14	67	83	3	41	59
WGCI	Chi	11.7	10.7	18.5	21	66	76	3	50	50
WVON	Chi	5.7	22.2	8.9	15	31	56	29	43	57
KDAY	LA	7.4	17.1	10.8	31	47	66	3	44	56
KIIS	LA	6.7	18.8	6.6	28	55	68	4	42	58
KSOL	SF	11.1	11.3	16.7	32	55	64	4	43	57
WANT	Rich	11.7	10.7	11.8	16	42	64	20	43	57

RELIGION

NATIONAL MEAN:		8.4	15.0	9.6	2.0	23.7	50.1	47.9	34.3	65.7
		<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>
WYCB	Wash	9.0	13.9	12.2	4	39	80	16	37	63
KPBC	Dallas	8.8	14.3	13.0	7	58	84	9	43	57
WROL	Boston	7.3	17.2	1.1	0	4	28	72	24	76
WPIT-F	Pitt	3.3	38.1	2.1	0	30	48	52	52	48
WYLO	Milw	12.0	10.5	0.0	0	3	13	87	41	59
WDJC	Birm	10.1	12.5	7.6	0	30	47	53	33	67
WPCE	Norf	9.5	13.2	25.1	4	29	58	38	24	76
WWDJ	NY	8.7	14.6	11.4	7	17	58	35	29	71
WDAC	Lanc	10.7	11.8	16.1	0	38	62	38	34	66
KGER	LA	6.5	19.5	6.6	0	2	31	69	10	90
WEMM	Hunt	6.6	19.1	10.4	0	21	42	58	50	50

SPANISH

NATIONAL MEAN:		17.0	8.2	26.1	4.0	31.7	60.3	35.7	37.4	62.6
		<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>
KEYH	Hou	24.9	5.1	15.5	9	70	80	11	41	59
KLAT	Hou	17.8	7.1	29.2	3	64	79	18	27	73
WCMQ	Miami	24.4	5.2	17.5	0	15	71	29	52	48
WQBA	Miami	12.0	10.5	20.2	1	12	41	58	29	71
WRHC	Miami	28.0	4.5	27.3	0	4	28	72	42	58



SPANISH

NATIONAL MEAN:		17.0	8.2	26.1	4.0	31.7	60.3	35.7	37.4	62.6
		<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>
WADO	NY	12.8	9.9	16.5	2	22	56	42	30	70
WJIT	NY	13.8	9.1	27.6	3	29	62	35	35	65
WOJO	Chi	13.5	9.3	40.2	11	45	82	7	44	56
KALI	LA	11.2	11.2	23.7	11	43	72	17	39	61
KLVE	LA	11.0	11.5	21.1	6	41	71	23	39	61
KCOR	SA	16.6	7.6	31.5	0	11	41	59	32	68
KGBT	McA-Br	18.4	6.9	43.4	2	24	41	57	39	61

CLASSICAL

NATIONAL MEAN:		7.9	15.9	8.4	0.7	29.2	52.0	47.3	49.6	50.4
		<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>
WQRS	Det	3.9	32.6	4.9	0	39	53	47	53	47
WGMS+	Wash	6.0	20.9	8.8	1	36	62	37	47	53
WCLV	Cleve	6.3	20.1	11.6	2	37	61	37	31	69
WCRB	Boston	6.2	20.2	3.3	0	40	63	37	54	46
KLEF	Hou	8.7	14.5	12.3	0	18	37	63	42	58
WTMI	Miami	9.1	13.8	19.1	1	4	20	79	31	69
WFMR	Milw	9.5	13.3	9.2	0	32	65	35	45	55
KVOD	Denver	11.2	11.2	11.1	0	28	59	41	51	49
KHEP	Phoe	10.3	12.2	10.5	0	19	35	65	58	42
WGH-F	Norfolk	7.9	15.9	5.5	0	59	65	35	67	33
WNCN	NY	5.9	21.5	3.4	0	26	61	39	61	39
WQXR	NY	8.0	15.8	4.7	1	11	30	69	48	52
KLING-F	Sea	6.0	21.1	2.9	5	37	56	39	54	46
WFMT	Chi	8.2	15.3	9.7	1	16	60	39	54	46
KFAC	LA	6.6	19.0	5.6	1	22	41	59	55	45
KKHI+	SF	6.3	19.9	5.5	0	20	38	62	42	58
KFSD	SD	9.5	13.3	9.4	0	39	72	28	46	54
KHFM	Alb	13.1	9.6	13.0	0	42	58	42	54	46

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Oct/Nov 80. 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-MID. 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 79 CPM)</u>
Akron	352	\$181.63	\$3269.34	\$5.16	(4.49)
Albany-Schen-Troy	789	270.50	4869.00	3.43	(3.10)
Albuquerque	378	168.23	3028.14	4.45	(2.94)
Allen-Beth-Easton	532	126.90	2284.20	2.39	(1.72)
Anaheim	210	181.12	3260.16	8.62	(7.97)
Anchorage	165	110.50	1989.00	6.70	(5.67)
Atlanta	1368	505.00	9090.00	3.69	(3.38)
Austin	349	145.90	2626.20	4.18	(2.81)
Bakersfield	216	95.50	1719.00	4.42	-----
Baltimore	1381	378.25	6808.50	2.74	(3.07)
Baton Rouge	485	105.59	1900.62	2.18	(2.10)
Beaumont	276	94.75	1705.50	3.43	(2.36)
Birmingham	635	231.28	4163.04	3.64	(2.55)
Bloomington (4sta)	143	78.40	1411.20	5.48	-----
Boston	2888	722.51	13005.18	2.50	(2.54)
Bridgeport	342	165.00	2970.00	4.82	-----
Buffalo	1168	387.50	6975.00	3.32	(2.64)
Canton	302	87.03	1566.54	2.88	-----
Charleston, SC	381	115.50	2079.00	3.03	-----
Charlotte	1088	365.50	6579.00	3.36	(3.57)
Chattanooga	444	151.31	2723.58	3.41	(2.85)
Chicago	4746	1064.25	19156.50	2.24	(1.95)
Cincinnati	1129	344.25	6196.50	3.05	(2.73)
Cleveland	1604	516.19	9291.42	3.22	(2.72)
Colo Springs	237	87.50	1575.00	3.69	(3.24)
Columbia, SC	366	198.95	3581.10	5.44	(4.24)
Columbus	1083	379.66	6833.18	3.51	(2.89)
Dallas-Ft. Worth	1935	665.63	11981.34	3.44	(3.25)
Daven-RI-Moline	319	139.45	2510.10	4.37	-----
Dayton	892	316.63	5699.34	3.55	(3.27)
Daytona Beach	170	76.20	1371.60	4.48	(3.59)
Denver	1066	450.50	8109.00	4.23	(3.57)
Des Moines	658	163.00	2934.00	2.48	(2.48)
Detroit	2553	673.25	12118.50	2.64	(2.46)
El Paso	278	113.80	2048.40	4.09	(4.12)
Eugene-Spr	252	92.05	1656.90	3.65	(3.57)
Flint	317	155.00	2790.00	4.89	-----
Ft. Lauderdale	406	192.31	3461.58	4.74	(4.55)
Ft. Wayne	551	220.88	3975.84	4.01	(3.54)
Fresno	479	140.25	2524.50	2.93	(2.20)
Grand Rapids	659	222.75	4009.50	3.38	(3.04)
Greensboro-WS	644	237.50	4275.00	3.69	-----
Greenville, SC	619	168.00	3024.00	2.71	-----
Harrisburg	393	175.53	3159.54	4.47	-----
Hartford	1120	405.75	7303.50	3.62	(2.84)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 79 CPM)</u>
Honolulu	539	\$148.18	\$2667.24	\$2.75	(2.10)
Houston	1603	557.80	10040.40	3.48	(3.26)
Huntington	386	125.50	2259.00	3.25	(3.10)
Indianapolis	1025	348.25	6268.50	3.40	(3.70)
Jacksonville	550	278.63	5015.34	5.07	(4.60)
John City-Kings-Bris	364	82.80	1490.40	2.27	-----
Kalamazoo	202	122.16	2198.88	6.05	(7.32)
Kansas City	1366	380.00	6840.00	2.78	(2.10)
Knoxville	829	156.80	2822.40	1.89	(1.46)
Lancaster	222	99.30	1787.40	4.47	-----
Lansing	380	114.44	2059.92	3.01	(2.43)
Las Vegas	263	101.60	1828.80	3.86	(4.20)
Lexington	485	124.50	2241.00	2.57	(2.77)
Little Rock	575	163.25	2938.50	2.84	(2.26)
Los Angeles	3638	1235.63	22241.34	3.40	(2.20)
Louisville	753	249.50	4491.00	3.31	(2.35)
McAllen-Browns	449	96.50	1737.00	2.15	-----
Memphis	900	347.00	6246.00	3.86	(4.65)
Miami	1093	387.95	6983.10	3.55	(3.62)
Milwaukee	1257	413.25	7438.50	3.29	(2.69)
Minn-St. Paul	1907	517.25	9310.50	2.71	(2.06)
Mobile	444	143.73	2587.14	3.24	(2.69)
Nashville	714	279.17	5349.06	3.91	(3.91)
Nassau-Suffolk	635	158.75	2857.50	2.50	-----
New Haven	354	220.28	3965.04	6.22	(5.41)
New Orleans	759	267.76	4819.68	3.53	(3.69)
New York	8169	1425.64	25661.52	1.75	(1.66)
Norfolk	757	191.00	3438.00	2.52	(2.36)
NE PA	532	134.75	2425.50	2.53	-----
Oklahoma City	789	239.38	4308.84	3.03	(2.52)
Omaha	866	245.63	4421.34	2.84	(2.20)
Orlando	732	251.40	4525.20	3.43	(2.64)
Peoria	319	102.00	1836.00	3.20	(3.17)
Philadelphia	3015	614.51	11061.18	2.04	(1.74)
Phoenix	912	348.31	6269.58	3.82	(3.32)
Pittsburgh	2097	440.41	7927.38	2.10	(2.21)
Portland,OR	932	352.81	6350.58	3.79	(4.23)
Providence	1056	338.25	6088.50	3.20	(2.94)
Raleigh	829	274.50	4941.00	3.31	(2.63)
Richmond	668	237.50	4275.00	3.56	(4.08)
Riverside-SB-Ont	359	130.25	2344.50	3.63	-----
Rochester	703	387.75	6979.50	5.51	(3.91)
Sacramento	836	274.25	4936.50	3.28	(3.51)
St. Louis	1931	565.80	10184.40	2.93	(1.89)
Salinas-Sea-Mont	199	80.70	1452.60	4.06	(2.29)
Salt Lake City	586	182.58	3286.44	3.12	(3.12)
San Antonio	985	300.38	5406.84	3.05	(3.47)
San Diego	780	424.25	7636.50	5.44	(4.11)
San Francisco	2518	703.62	12665.16	2.79	(2.41)
San Jose	622	321.75	5791.50	5.17	(4.35)
Seattle	1074	390.75	7033.50	3.64	(3.00)
Shreveport	406	111.50	2007.00	2.75	-----
Spokane	319	128.98	2321.64	4.04	(3.21)
Springfield, MA	490	157.75	2839.50	3.22	-----
Stockton	141	71.75	1291.50	5.09	-----

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 79 CPM)</u>
Syracuse	540	\$207.50	\$3735.00	\$3.84	(3.88)
Tampa-SP	1188	308.24	5548.32	2.59	(3.35)
Toledo	734	239.18	4305.24	3.26	(2.70)
Tucson	327	123.93	2230.74	3.79	(3.38)
Tulsa	772	180.00	3240.00	2.33	(3.35)
Washington	1882	669.13	12044.34	3.56	(3.39)
West Palm Beach	418	149.25	2686.50	3.57	(3.40)
Wichita	437	117.35	2112.30	2.69	(2.53)
Wilmington, DE	325	104.14	1874.52	3.20	-----
Worcester	399	189.75	3415.50	4.76	-----
York	413	142.38	2562.84	3.45	-----
Youngstown	526	136.20	2451.60	2.59	(2.46)
	99643	\$30,982,36	\$557,682.48	\$3.11	(\$2.73)

MOST EXPENSIVE MARKETS

LEAST EXPENSIVE MARKETS

1. Anaheim*	\$8.62
2. Anchorage	6.70
3. New Haven	6.22
4. Kalamazoo	6.05
5. Rochester	5.51
6. Bloomington, Ill	5.48
7. Columbia, SC	5.44
San Diego	5.44
9. San Jose	5.17
10. Akron	5.16

1. New York	\$1.75
2. Knoxville	1.89
3. Philadelphia	2.04
4. Pittsburgh	2.10
5. McAllen-Brownsville	2.15
6. Baton Rouge	2.18
7. Chicago	2.24
8. JC-Kings-Bristol	2.27
9. Tulsa	2.33
10. Allen-Beth-Easton	2.39

\*Orange County only

O/N 80 CPM (109 markets): \$3.11 (13.92% increase over O/N 79)  
O/N 79 CPM ( 90 markets): \$2.73 (16.17% increase over O/N 78)  
O/N 78 CPM ( 80 markets): \$2.35 (10.85% increase over O/N 77)  
O/N 77 CPM ( 74 markets): \$2.12

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates how well the major music programmers are performing. The figures are based on 12+, Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR figures are in hundreds. A minimum of 5 stations was required before a programmer was included.

<u>Programmer</u>	<u>TOTAL 1/4 HR LISTENERS</u>	
	<u>Stations</u>	<u>Listeners</u>
1. Burkhart-Abrams	71	8720
2. Schulke	44	8393
3. Bonneville	40	6653
4. FM 100	35	3384
5. TM	48	3038
6. Drake-Chen	22	1408
7. Al Ham	12	916
8. Century 21	11	580
9. Churchill	5	530
10. KalaMusic	5	231

	<u>FORMAT</u>	<u># OF STATIONS</u>	<u>1/4 HR AVG</u>	<u>AVG PER STATION</u>	<u>AVG SHARE</u>
<u>Burk-Abr</u>	AOR	52	6140	118	8.10
	TOP 40	13	1123	86	7.15
	BLACK/URBAN	6	1457	243	3.85
		71	8720	123	
<u>Schulke</u>	BTFL	44	8393	191	8.60
<u>Bonneville</u>	BTFL	40	6653	166	8.13
<u>FM 100</u>	BTFL	29	3102	107	5.48
	MOR	5	238	48	1.52
	COUNTRY	1	44	44	
		35	3384	97	
<u>TM</u>	BTFL	17	1225	72	7.65
	ROCK	16	865	54	8.28
	SOFT ROCK	6	467	78	4.87
	COUNTRY	9	481	53	7.20
		48	3038	63	
<u>Drake-Chen</u>	CONTEMP	11	669	61	8.20
	BIG BAND	3	157	52	1.40
	COUNTRY	4	326	82	8.00
	BLACK	4	256	64	5.60
		22	1408	64	
<u>Al Ham</u>	BIG BAND	12	916	76	3.59
<u>Century 21</u>	VARIOUS	11	580	53	8.34
<u>Churchill</u>	BTFL	5	530	106	4.74
<u>KalaMusic</u>	BTFL	5	231	46	9.32

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 one or 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 of 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 indicated 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 79 TOT
1. Katz	7	9	23	14	13	8	--	74	(57)
2. Eastman	9	7	17	15	9	5	--	62	(52)
3. Mc-Guild	6	8	12	10	12	9	1	58	(43)
4. Blair	7	3	21	14	8	1	--	54	(50)
5. Torbet	4	5	15	12	7	5	--	48	(43)
6. Christal	3	6	11	6	3	2	--	31	(34)
7. Selcom	3	-	6	3	5	1	--	18	(15)
MMR	4	2	6	3	1	2	--	18	(11)
9. Buckley	1	-	5	3	2	4	--	15	(16)
10. HR/Stone	3	-	5	1	2	2	1	14	(11)
11. CBS Spot	7	4	-	-	-	-	--	12	(16)
12. RAR	7	3	-	-	-	1	--	11	(9)
13. Masla	1	-	-	5	2	2	--	10	(7)
14. RKO	5	2	-	-	-	-	--	7	(6)
15. Howard	1	-	2	-	2	1	--	6	(4)

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 79 TOT
1. Katz	1	1	6	3	5	5	-	21	(17)
2. Blair	2	1	4	7	4	1	-	19	(15)
3. Mc-Guild	1	-	2	3	4	5	1	16	(9)
4. Eastman	2	-	2	4	3	2	-	14	(11)
Torbet	1	1	4	3	2	3	-	14	(10)
6. Christal	-	1	3	3	-	1	-	8	(11)
7. HR/Stone	-	-	2	-	1	-	1	4	(3)
RAR	1	2	-	-	-	1	-	4	(2)
Selcom	-	-	1	-	2	1	-	4	(2)
Buckley	1	-	1	-	-	2	-	4	(3)

MMR, CBS Spot, Masla - 2 stations

METRO SHARE LEADERS AND MAJOR CHANGES

The following show the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also shown are the stations in each market which had the largest share gain and the largest share loss.

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Akron	WAKR, 13.7, MOR	WDMT-F, +1.8, Urban	WDBN-F, -1.6, BTFL
Albany-Schen-Troy	WGY, 16.7, MOR	WROW-F, +5.3, BTFL	WQBK, -2.7, Talk
Albuquerque	KKJY-F, 15.2, BTFL	KKJY-F, +4.9, BTFL	KOB-F, -3.3, AC
Allen-Beth-Easton	WFMZ-F, 10.8, BTFL	WFMZ-F, +6.0, BTFL	WZZO-F, -3.9, AOR
Anaheim	WXXW-F, 10.8, Country		
Anchorage	KBIG-F, 7.3, BTFL	KFWB, +1.8, News	KMET-F, -3.9, AOR
Atlanta	KFQD, 19.7, Contemp	KKLV-F, +6.4, Rock	KGOT-F, -7.0, Rock
Austin	WQXI-F, 10.5, Rock	WLTA-F, +1.7, AC	WKLS-F, -1.6, AOR
Bakersfield	KASE-F, 13.5, BTFL	KHFI-F, +4.5, Rock	KLBK-F, -4.4, AOR
Baltimore	KUZZ, 16.9, Country	-----	-----
Baton Rouge	WBAL, 11.0, MOR	WIYY-F, +3.4, AOR	WWIN, -1.5, Black
Beaumont	WFMF-F, 18.1, Rock	WTKL, +5.5, Black	WXOK, -9.4, Black
Birmingham	KLVI, 13.5, Country	KAYD-F, +5.9, Rock	KALO-F, -4.0, Rock
Bloomington	WKXX-F, 11.1, Rock	WZZK-F, +3.9, Country	WERC, -2.8, Contemp
Boston	WENN-F, 11.1, Black		
Bridgeport	WJBC, 37.3, MOR	-----	-----
Buffalo	WHDH, 9.8, MOR	WCOZ-F, +4.1, AOR	WJIB-F, -2.5, BTFL
Canton	WHBC, 20.9, MOR	-----	-----
Charlotte, SC	WXTC-F, 15.4, BTFL	-----	-----
Charlotte	WBEN, 14.3, MOR	WGRQ-F, +2.4, AOR	WGR, -2.5, AC
Chattanooga	WHBC, 20.9, MOR	-----	-----
Chicago	WBT, 15.9, AC	WEZC-F, +3.1, BTFL	WAYS, -1.9, Rock
Cincinnati	WDEF, 16.8, MOR	WJTT-F, +8.5, Black	WNOO, -5.2, Black
Cleveland	WGN, 9.7, MOR	WGCI-F, +4.3, Urban	WBMX-F, -1.3, Black
Colorado Springs	WKRQ-F, 10.5, Rock	WYYS-F, +2.3, Rock	WLOO-F, -1.3, BTFL
Columbia, SC	WQAL-F, 9.4, BTFL	WZZP-F, +2.8, Contemp	WCKY, -4.7, MOR
Columbus	KSPZ-F, 16.4, Rock	KSPZ-F, +7.6, Rock	WJMO, -2.7, Black
Dallas-Ft. Worth	WNOK-F, 19.7, Rock	WNOK-F, +6.1, Rock	KKCS, -3.1, Contemp
Davenport-Moline	WLVQ-F, 14.0, AOR	WXGT-F, +1.8, Rock	WCOS, -4.9, Rock
Dayton	KSCS-F, 8.7, Country	KPLX-F, +4.2, Country	WBNS-F, -3.1, BTFL
Daytona Beach	WHBF, 14.0, Country	-----	-----
Denver	WHIO-F, 15.1, BTFL	WTUE-F, +3.3, AOR	KVIL-F, -1.9, AC
Des Moines	WWLV-F, 15.7, BTFL	WDOQ-F, +7.4, Rock	WHIO, -3.5, MOR
Detroit	KBPI-F, 8.6, AOR	KBPI-F, +3.7, AOR	WSBB, -3.4, BTFL
El Paso	WHO, 15.1, News/Talk	KLYF-F, +2.3, BTFL	KTLK, -2.3, Contemp
Eugene-Spring	WJR, 8.7, MOR	WLLZ-F, +7.3, AOR	KIOA, -2.0, Contemp
Flint	KLOZ-F, 10.4, Country	XROK, +6.9, Spanish	WWW-F, -2.9, AOR
Ft. Lauderdale	KUGN, 14.2, MOR	KUGN, +2.6, MOR	KINT-F, -4.2, Rock
Ft. Wayne	WWCK-F, 13.8, AOR	-----	KASH, -1.5, Contemp
Fresno	WKQS-F, 9.7, BTFL	WNWS, +3.3, News	WLYF-F, -8.3, BTFL
	WOWO, 17.8, MOR	WXKE-F, +4.9, AOR	WOWO, -8.9, MOR
	KKNU-F, 9.6, BTFL	KFIG-F, +4.8, Contemp	KIOY-F, -5.4, Rock

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Grand Rapids	WLAV-F, 13.3, AOR	WLAV-F, +4.2, AOR	WCUZ, -3.6, Country
Greensboro-WS	WTQR-F, 11.2, Country	-----	-----
Greenville, SC	WFBC-F, 12.7, Contemp	-----	-----
Harrisburg	WHP, 17.6, MOR	-----	-----
Hartford	WTIC, 23.0, MOR	WTIC-F, +2.2, Rock	WTIC, -1.8, MOR
Honolulu	KSSK, 15.7, MOR	KDUK-F, +4.2, AOR	KHVH, -2.4, News
Houston	KMJQ-F, 10.8, Urban	KIKK-F, +3.9, Country	KRLY-F, -1.8, Urban
			KYND-F, -1.8, BTFL
Huntington	WKEE-F+, 25.2, Rock	WAMX-F, +8.1, AOR	WGNT, -5.1, MOR
Indianapolis	WIBC, 15.6, MOR	WIKS-F, +3.5, Rock	WXTZ-F, -3.2, BTFL
Jacksonville	WIVY-F, 14.7, Rock	WFYV-F, +7.0, AOR	WPDQ, -5.4, Rock
			-----
John City-Kings-Bris	WXBQ-F, 14.0, Country	-----	-----
Kalamazoo	WKZO, 15.9, MOR	WNWN-F, +2.6, Country	WBUK, -3.8, Country
Kansas City	WDAF, 11.4, Country	KUDL-F, +4.6, Soft/AC	KMBR, -2.4, BTFL
			KYYS-F, -2.4, AOR
Knoxville	WIVK-F, 20.4, Country	WOKI-F, +3.8, Rock	WNOX, -3.5, Rock
Lancaster	WLAN-F, 12.5, Rock	-----	-----
Lansing	WFMK-F, 15.6, Soft Rock	WJIM-F, +4.0, BTFL	WILS, -3.9, MOR
Las Vegas	KLUC-F, 12.4, Rock	KVEG, +5.1, Country	KENO, -3.6, Rock
Lexington	WLAP-F, 20.5, Rock	WLAP-F, +6.4, Rock	WAXU-F+, -7.4, Country
Little Rock	KSSN-F, 14.7, Country	KARN, +4.4, MOR	KOKY, -6.2, Black
Los Angeles	KABC, 6.9, Talk	KIQQ-F, +1.6, Rock	KMET-F, -2.2, AOR
Louisville	WAMZ-F, 11.7, Country	WAMZ-F, +4.8, Country	WHAS, -3.0, MOR
			WINN, -3.0, Country
			WVEZ-F, -3.0, BTFL
McAllen-Brown	KGBT, 34.5, Spanish	-----	-----
Memphis	WZXR-F, 13.4, AOR	WZXR-F, +4.8, AOR	WMC-F, -3.1, Rock
Miami	WRHC, 10.6, Spanish	WRHC, +3.1, Spanish	WQBA, -5.3, Spanish
Milwaukee	WTMJ, 12.3, MOR	WFMR-F, +2.7, Class	WOKY, -4.2, Rock
Minn-SP	WCCO, 24.5, Variety	WLWL-F, +3.9, Soft	KQRS-F+, -4.5, AOR
Mobile	WKSJ-F, 20.1, Country	WKSJ-F, +11.3, Country	WABB-F, -5.3, Rock
Nashville	WZEZ-F, 11.5, BTFL	WSIX-F, +3.1, Country	WLAC, -3.4, Contemp
Nassau-Suffolk	WBLI-F, 4.9, Rock	-----	-----
New Haven	WELI, 20.0, MOR	WAVZ, +6.6, Nostalgia	WKSS-F, -3.9, BTFL
New Orleans	WEZB-F, 10.7, Rock	WEZB-F, +6.5, Rock	WBYU-F, -3.6, BTFL
New York	WKTU-F, 8.3, Urban	WKTU-F, +1.5, Urban	WADO, -1.1, Spanish
Norfolk	WOWI-F, 9.8, Black	WOWI-F, +3.0, Black	WCMS-F, -2.9, Country
NE PA	WARM, 10.3, MOR	-----	-----
Oklahoma City	KTOK, 13.7, MOR	KLTE-F, +2.7, AC	KTOK, -4.1, MOR
Omaha	KFAB, 28.0, MOR	KQKQ-F, +7.8, Rock	KGOR-F, -6.5, Rock
Orlando	WBJW-F, 14.7, Rock	WBJW-F, +6.2, Rock	WORJ-F, -5.2, AOR
Peoria	WSWT-F, 17.1, BTFL	WKQA-F, +3.6, Rock	WIRL, -5.3, Contemp
Philadelphia	KYW, 11.6, News	WMGK-F, +5.6, AC	WDAS-F, -1.7, Black
Phoenix	KNIX-F, 9.1, Country	KXAM, +3.9, Dance	KQYT-F, -3.1, BTFL
Pittsburgh	KDKA, 22.2, MOR	WEPP, +2.7, Country	WJOI-F, -1.8, BTFL
Portland, OR	KGON-F, 10.2, AOR	KGON-F, +1.7, AOR	KINK-F, -2.8, AOR
Providence	WLKW-F, 12.8, BTFL	WLKW, +2.3, Big Band	WEEI-F, -1.3, Soft
Raleigh	WPTF, 14.4, MOR	WTIK, +2.2, Country	WHJJ, -1.3, MOR
			WDCG, -3.3, AOR
Richmond	WRVA, 20.2, MOR	WRXL-F, +5.2, AOR	WYYD-F, -3.3, BTFL
River-SB-Ont	KMET-F, 7.6, AOR	-----	WRVQ-F, -4.5, Rock
Rochester	WEZO-F, 17.4, BTFL	WPXY-F, +3.8, Rock	WHAM, -6.1, MOR
Sacramento	KZAP-F, 12.2, AOR	KRAK, +2.6, Country	KEWT-F, -3.5, BTFL
St. Louis	KMOX, 23.4, News/Talk	KSD-F, +4.1, AC	KSHE-F, -3.8, AOR
Sal-Sea-Hunt	KGO, 12.0, News	KLRB-F, +3.6, AOR	KDON-F, -9.6, Rock



<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Salt Lake City	KSL, 11.1, MOR	KSFI-F, +2.4, BTFL	KCPX-F, -3.6, AOR
San Antonio	KTSA, 10.7, Rock	KTFM-F, +3.0, Rock	KITY-F, -3.8, Rock
San Diego	KJQY-F, 9.3, BTFL	KGB, +1.7, Rock	KMJC, -2.3, Religion
San Francisco	KGO, 9.3, News	KBLX-F, +1.3, Black	KDIA, -1.7, Black
San Jose	KBAY-F, 5.9, BTFL	KSOL-F, +2.0, Black	KIOI-F, -2.3, AC
Seattle	KIRO, 10.6, News	KIXI, +2.2, Big Band	KVI, -2.0, News/Talk
Shreveport	KOKA, 17.8, Black	-----	-----
Spokane	KJRB, 13.2, Rock	KXXR, +3.1, Big Band	KEZE-F, -6.3, BTFL
Springfield, MA	WHYN-F, 11.5, BTFL	-----	-----
Stockton	KJAX-F, 10.7, BTFL	-----	-----
Syracuse	WSYR, 14.7, MOR	WSYR-F, +6.6, AOR	WFBL, -3.8, Rock
Tampa-SP	WWBA-F, 10.6, BTFL	WQYK-F, +3.7, Country	WQXM-F, -3.8, AOR
Toledo	WLQR-F, 16.0, BTFL	WOHO, +4.3, AC	WIOT-F, -4.8, AOR
Tucson	KCUB, 11.7, Country	KCEE, +3.9, Contemp	KAIR, -3.5, BTFL
	KJYK-F, 11.7, BTFL		
Tulsa	KRMG, 20.3, MOR	KMOD-F, +3.2, AOR	KRAV-F, -2.4, Rock
Washington	WMAL, 10.9, MOR	WKYS-F, +3.9, Urban	WOOK-F, -3.4, Black
West Palm Beach	WIRK-F, 13.0, Country	WRMF-F, +4.1, Soft	WEAT-F, -4.7, BTFL
Wichita	KICT-F, 14.5, AOR	KFDI-F, +6.3, Country	KFH, -5.3, Country
Wilmington, DE	WSTW-F, 13.4, Rock	-----	-----
Worcester	WSRS-F, 19.0, BTFL	-----	-----
York	WSBA, 11.2, MOR	-----	-----
Youngstown	WHOT, 12.3, Talk	WQXK-F, +5.7, Country	WBBW, -2.1, Talk
	WKBN-F, 12.3, BTFL		

## SECTION B

### ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "definitions" pages the regular Arbitron market 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 for Oct/Nov 79.

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 SRDS ranking are based on January 1979 or 1980 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 rankings are based upon the 1978 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 Rev: \$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. WBLS-F 1750/7.1	6.4	3.1	1. WBLS-F 1775	1. WABC 31920/19.6

All of the figures in this section are based on the broadcast week (Mon-Sun, 6 AM-Midnight). WBLS-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. WBLS-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 simulcasting 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 large 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. WBLS-F	1. WABC	1. WBLS-F	WALK-F 97.5 Patchoque .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 only to that station during an entire week. This is based on the Metro Survey Area.

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

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

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 station's average rate for a 60 second spot is \$200.00. The national representative is Radio Advertising Representative (RAR). WINS is owned by Westinghouse, a group owner.

The spot rate is based upon an 18 spot per week schedule with equal distribution in AMD, PMD, MID, EVE. TAP plans were used only 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 an 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.

IMPORTANT NOTE: The examples on these three pages are from the Oct/Nov 79 Arbitron for New York. The following pages are, of course, from the Oct/Nov 80 survey.

Also, a new figure has been added to this edition of American Radio. It can be found near the top of each market report. It is called "Metro Diaries". It shows the number of in-tab diaries for the market's Metro Survey Area. The number following shows the persons per diary value.

Some markets could not be fit onto one page. The information for these markets can be found on continuation pages which follow the Youngstown market report.

AKRON

Market # 58  
 Revenue Rank # 65  
 Income Rank # 64  
 APR 15.1  
 SMSA Pop: 655,700

Revenue : \$7,162,395  
 Income : \$ 645,940  
 % Rev Change: +6.5  
 Stations: 24/8  
 Diaries: 751/873:1

National Rev: \$1,605,761  
 Nat Rev per Cap: \$2.45  
 Tot Rev per Cap: \$10.92  
 Tot Inc per Cap: \$ .99  
 Profit Margin: 9.0%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WAKR	113/13.7	14.9	14.5	14.3	16.1	1. WMMS-F 173	1. WMMS-F	2205/25.5
2. WMMS-F	103/12.5	12.3	11.4	10.3	10.6	2. WAKR 123	2. WAKR	2033/32.0
3. WAEZ-F	61/ 7.4	5.9	6.5	5.2	6.7	3. WHBC 122	3. WHBC	1654/ 2.6
4. WGCL-F	52/ 6.3	5.7	5.2	2.9	2.1	4. WGCL-F 95	4. WGAR	1501/14.3
5. WSLR	47/ 5.7	5.6	6.5	8.7	6.1	5. WAEZ-F 77	5. WGCL-F	1404/13.6
6. WKDD-F	44/ 5.3	3.4	4.2	3.0	4.3	6. WGAR 69	6. WSLR	1322/15.7
7. WZZP-F	43/ 5.2	4.6	5.3	4.7	5.3	7. WSLR 67	7. WZZP-F	1038/15.2
8. WWWM-F	39/ 4.7	2.8	4.2	5.3	5.0	8. WDBN-F 66	8. WWWM-F	982/12.4
9. WGAR	33/ 4.0	4.8	5.5	7.5	9.4	9. WZZP-F 63	9. WDBN-F	949/ 8.8
10. WDMT-F	30/ 3.6	3.0	1.8	1.5	1.0	10. WOOS-F 58	10. WHLO	914/ 8.5

12+ FM SHARE (METRO): 66.14% (504 of 762) (O/N 79: 60.39%)  
 12+ FM SHARE (TSA) : 61.34% (806 of 1314) (O/N 79: 60.16%)

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. WMMS-F	2. WZZP-F	2. WZZP-F	WMMS-F	2. WAEZ-F	2. WHBC
3. WWWM-F	3. WKDD-F	3. WKDD-F	3. WSLR	3. WSLR	3. WMMS-F
4. WDMT-F	4. WWWM-F	4. WAKR	4. WAEZ-F	4. WDOK-F	4. WGAR

OTHER RATED STATIONS/METRO SHARE

WCUE 1150		.6	WHK 1420	Cleveland	.8
WHLO 640		2.7	WJW 850	Cleveland	1.1
WNIR-F 100.1	Kent	3.4	WKSW-F 99.5	Cleveland	1.2
WCLV-F 95.5	Cleveland	1.0	WOOS-F 106.9	Canton	.8
WDBN-F 94.9	Medina	3.4	WQAL-F 104.1	Cleveland	2.2
WDOK-F 102.1	Cleveland	3.5	WQXK-F 105.1	Salem	.5
WHBC 1480	Canton	.4	WWWE 1100	Cleveland	2.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		288 (6)	288 (6)	37.8
MOR/AC	182 (6)		182 (6)	23.9
BTFL MUSIC		136 (4)	136 (4)	17.8
COUNTRY	54 (2)	14 (2)	68 (4)	8.9
BLACK/URBAN		30 (1)	30 (1)	3.9
UNKNOWN		28 (1)	28 (1)	3.7
NEWS/TALK	22 (1)		22 (1)	2.9
CLASSICAL		8 (1)	8 (1)	1.0
			762 (24)	

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR	\$50.00	(Mc-Guild)	Group One
WHLO, 640, 1 KW (DA-1), NEWS/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	\$28.13	(Buckley)	Group One
WKDD-F, 96.5, 50 KW @ 450, SOFT ROCK	RKO, \$39.75	(Howard)	

OTHER STATIONS - SEE CLEVELAND OR CANTON

TV STATION : WAKR Akron 23 ABC, Group One

NEWSPAPER Akron Beacon Journal E 161,835

ALBANY-SCHENECTADY-TROY

Market # 53; ADI # 49  
 Revenue Rank # 53  
 Income Rank # 49  
 APR 16.2  
 SMSA Pop: 787,400

Revenue : \$8,842,361  
 Income : \$ 825,654  
 % Rev Gain: +4.7  
 Stations: 22/21  
 Diaries: 863/912:1

National Rev: \$2,176,133  
 Nat Rev per Cap: \$2.76  
 Tot Rev per Cap: \$11.23  
 Tot Inc per Cap: \$1.05  
 Profit Margin: 9.3%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGY	177/16.7	19.6	17.9	18.2	16.2	1. WGY 279	1. WGY 3928/36.7
2. WROW	108/10.2	9.7	11.1	12.8	13.1	2. WROW-F 146	2. WTRY 2134/25.9
3. WROW-F	106/10.0	7.1	4.7	2.8	4.3	3. WROW 138	3. WFLY-F 2001/18.8
4. WTRY	89/ 8.4	6.8	7.4	10.3	8.4	4. WFLY-F 117	4. WROW 1755/19.2
5. WFLY-F	75/ 7.1	10.2	8.4	7.0	6.2	5. WTRY 109	5. WROW-F 1673/17.8
6. WQBK	66/ 6.2	5.9	8.9	6.7	7.1	6. WGNA-F 106	6. WGFM-F 1496/14.3
WPYX-F	66/ 6.2	5.2	5.9	4.1	5.1	7. WGFM-F 90	7. WPTR 1234/13.9
8. WGNA-F	46/ 4.3	4.7	4.1	2.4	2.0	8. WPYX-F 87	8. WPYX-F 1227/13.0
9. WWOM-F	41/ 3.9	3.1	2.5	2.0	2.2	9. WQBK 71	9. WGNA-F 965/ 7.9
10. WGFM-F	40/ 3.8	4.1	4.8	5.1	6.6	10. WPTR 44	10. WWOM-F 731/10.4

12+ FM SHARE (METRO): 45.42% (446 of 982) (O/N 79: 40.43%)

12+ FM SHARE (TSA) : 48.63% (673 of 1384) (O/N 79: 42.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WTRY	1. WFLY-F	1. WGY	1. WGY	1. WGY	1. WGY
2. WFLY-F	2. WPYX-F	2. WTRY	2. WROW-F	2. WROW-F	2. WROW
3. WPYX-F	WTRY	3. WFLY-F	3. WROW	3. WROW	3. WTRY
	4. WGY	4. WROW-F	4. WTRY	4. WGNA-F	4. WROW-F
	5. WGFM-F	WPYX-F	5. WGNA-F	5. WQBK	5. WFLY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	89 (1)	253 (6)	342 (7)	34.8
MOR/AC	262 (6)		262 (6)	26.7
BTFL MUSIC	108 (1)	134 (2)	242 (3)	24.6
NEWS/TALK	66 (1)		66 (1)	6.7
COUNTRY		46 (1)	46 (1)	4.7
RELIGION	9 (2)	8 (1)	17 (3)	1.7
UNKNOWN		5 (1)	5 (1)	0.5
			<u>982 (22)</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 .4
2. WROW-F	2. WTRY	2. WTRY	WASM-F 102.3 Sarasota Spgs .5
3. WROW	3. WFLY-F	3. WROW	WCSS 1490 Amsterdam 2.3
4. WTRY	4. WROW	4. WGNA-F	WHAZ 1330 .5
5. WFLY-F	5. WROW-F	5. WPTR	WHRL-F 103.1 2.6
6. WGNA-F	6. WGFM-F	WROW-F	WKAJ 900 Sarasota Spgs .8
7. WPYX-F	7. WPTR	7. WFLY-F	WOKO 1460 1.5
8. WGFM-F	8. WPYX-F	8. WQBK-F	WPTR 1540 3.1
9. WQBK	9. WGNA-F	9. WPYX-F	WQBK-F 103.9 Pensselaer 2.4
10. WWOM-F	10. WWOM-F	10. WHRL-F	WWWD 1240 .4
11. WPTR	11. WQBK-F		WYLR-F 95.9 Glens Falls .5
12. WHRL-F	12. WUPE-F		WJIV-F 101.9 Cherry Valley .8
WUPE-F	13. WHRL-F		
14. WQBK-F	14. WQBK		
15. WCSS	15. WCSS		

ADI FM SHARE: 45.93% (740 of 1611) (O/N 79: 40.85%)

AM STATIONS

WCSS, 1490, 1 KW/250 W , MOR	ABC-E, \$ 7.60 (-----)	(AMSTERDAM)
WGY , 810, 50 KW , MOR	NBC, \$95.00 (Christal)	GE
WPTR, 1540, 50 KW (DA-1) , AC	ABC-I, \$44.80 (Eastman)	Rust
WQBK, 1300, 5 KW (DAYS,DA), TALK	ABC-E, \$20.00 (Howard)	
WROW, 590, 5 KW/1 KW (DA-1), BTFL/MOR	CBS, \$65.00 (Blair)	Capital Cities
WTRY, 980, 5 KW (DA-N) , ROCK	MBS, \$42.50 (Mc-Guild)	Great Scott

FM STATIONS

WFLY-F, 92.3, 13 KW @ 850, ROCK	ABC-C, \$48.00 (Eastman)	Rust
WGFM-F, 99.5, 10 KW @ 930, ROCK (TM)	Source, \$33.75 (Christal)	GE
WGNA-F, 107.7, 9 KW @ 980, COUNTRY	, \$27.25 (Torbet)	
WHRL-F, 103.1, 1.5 KW @ 400, BTFL MUS	, \$20.00 (-----)	
WPYX-F, 106.5, 12 KW @ 910, AOR (Burk-Abr)	, \$42.50 (Mc-Guild)	Great Scott
WQBK-F, 103.9, 3 KW @ 300, AOR	ABC-F, \$20.00 (Howard)	
WROW-F, 95.5, 9 KW @ 960, BTFL MUS (Schulke)	, \$40.00 (Blair)	Cap Cities
WWOM-F, 100.9, 3 KW @ 360, CONTEMP	, \$31.25 (Roslin)	
WUPE-F, 95.9, 710 W @ 560, ROCK	, \$15.00 (Savalli)	(PITTSFIELD)

TV STATIONS

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

NEWSPAPERS

Schenectady Gazette	M	69,994
Troy Times Record	E	45,599, Harvitz
Albany Times-Union	M	82,207, Hearst
Albany Knickerbocker	E	51,780, Hearst

ALBUQUERQUE

Market # 93  
 Revenue Rank # 64  
 Income Rank # 240  
 APR 16.1  
 SMSA Pop: 420,600

Revenue : \$7,170,289  
 Income : \$ -412,806  
 % Rev Gain: +20.2  
 Stations: 16/17  
 Diaries: 529/795:1

National Rev: \$1,959,138  
 Nat Rev per Cap: \$4.66  
 Tot Rev per Cap: \$17.05  
 Tot Inc per Cap: \$-.99  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KKJY-F	85/15.2	12.7	10.4	6.6	3.1	1. KKJY-F 121	1. KOB	1858/26.3
2. KFMG-F	54/ 9.7	8.3	9.5	4.4	---	2. KOB 93	2. KKJY-F	1064/20.5
3. KOB	49/ 8.8	10.4	11.8	11.2	14.9	3. KFMG-F 67	3. KFMG-F	903/20.0
4. KQEO	36/ 6.5	3.6	4.7	4.0	5.5	4. KRST-F 55	4. KRST-F	772/14.3
5. KABQ	34/ 6.1	4.3	7.6	6.0	8.8	5. KWXL-F 42	5. KRKE	716/10.4
6. KWXL-F	32/ 5.7	4.7	2.8	4.2	6.1	6. KZZX-F 42	6. KZZX-F	677/14.1
7. KZZX-F	31/ 5.6	5.6	4.5	6.2	9.8	7. KOB-F 36	7. KQEO	675/18.7
8. KRST-F	30/ 5.4	4.5	6.9	7.3	9.2	8. KQEO 36	8. KOB-F	652/ 9.9
9. KRZY	27/ 4.8	7.9	7.3	8.1	6.1	9. KABQ 34	9. KRZY	554/13.2
10. KHFM-F	24/ 4.3	2.9	1.9	1.5	2.6	10. KRKE 32	10. KWXL-F	498/10.1

12+ FM SHARE (METRO): 56.08% (272 of 485) (O/N 79: 45.84%)  
 12+ FM SHARE (TSA) : 57.82% (392 of 678) (O/N 79: 48.81%)

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

OTHER RATED STATIONS/METRO SHARE

KAMX	1520	3.4	KDQQ	1150	.5	KKIM	1000	1.6
KOB-F	93.3	2.9	KRKE	610	2.3	KZIA	1580	4.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	55 (2)	117 (3)	172 (5)	35.5
BTFL MUSIC		85 (1)	85 (1)	17.5
COUNTRY	40 (2)	30 (1)	70 (3)	14.4
MOR/AC	52 (2)	16 (1)	68 (3)	14.0
SPANISH	34 (1)		34 (1)	7.0
CLASSICAL		24 (1)	24 (1)	4.9
NEWS/TALK	23 (1)		23 (1)	4.7
RELIGION	9 (1)		9 (1)	1.9
			485 (16)	

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-N), SPANISH	, \$29.50 (Eastman)
KOB, 770, 50 KW (DA-N), MOR	NBC, \$46.25 (Mc-Guild) Hubbard
KQEO, 920, 1 KW/500 W (DA-N), ROCK	ABC-C, \$22.50 (Selcom) Sunbelt
KRKE, 610, 5 KW (DA-N), COUNTRY (Burk-Abr)	ABC-E, \$36.00 (Katz) Peoria Jrnl Star
KRZY, 1450, 1 KW, COUNTRY	CBS, \$20.00 (Torbet)
KFMG-F, 107.9, 22 KW @ 4164, ROCK	, \$30.98 (Howard)
KHFM-F, 96.3, 2.5 KW @ 4110, CLASSICAL	, \$17.50 (CMBS)
KKJY-F, 100.3, 23 KW @ 4107, BTFL MUS (Schulke)	, \$30.00 (MMR) Broadcast Assoc
KOB-F, 93.3, 22 KW @ 4150, AC	MBS, \$19.00 (Mc-Guild) Hubbard
KRST-F, 92.3, 22 KW @ 5000, COUNTRY	, \$30.00 (Torbet)
KWXL-F, 94.1, 23 KW @ 4130, AOR (Burk-Abr)	ABC-F, \$31.00 (Katz) Peoria Jrnl Star
KZZX-F, 99.5, 22 KW @ 4134, ROCK	RKO, \$34.00 (Selcom) Sunbelt

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	84,364, Scripps-Howard
Albuquerque Tribune	E	43,769, Scripps-Howard



ALLENTOWN-BETH-EASTON

Market # 63  
 Revenue Rank # 77  
 Income Rank # 42  
 APR 16.7  
 SMSA Pop: 630,700

Revenue : \$6,191,258  
 Income : \$1,087,022  
 % Rev Gain: +14.1  
 Stations: 24/16  
 Diaries: 507/1244:1

National Rev: \$633,168  
 Nat Rev per Cap: \$1.00  
 Tot Rev per Cap: \$9.82  
 Tot Inc per Cap: \$1.72  
 Profit Margin: 17.6%

12+ METRO 1/4/SHARE	A/M	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	79	79		
1. WKKW-F 96/10.8	9.1	10.8	9.0	1. WQQQ-F 136	1. WQQQ-F 1485/19.0
WFMZ-F 96/10.8	7.7	4.8	3.9	2. WKKW-F 119	2. WKKW-F 1458/19.0
3. WQQQ-F 94/10.5	12.5	12.1	8.1	3. WFMZ-F 104	3. WAEB 1388/25.7
4. WAEB 81/ 9.1	9.8	8.2	8.2	4. WAEB 87	4. WLEV-F 1353/21.7
5. WZZO-F 76/ 8.5	8.1	12.4	8.5	5. WZZO-F 86	5. WZZO-F 1234/17.9
6. WLEV-F 69/ 7.7	11.7	7.0	9.9	6. WLEV-F 78	6. WFMZ-F 1063/18.0
7. WEST 48/ 5.4	4.6	4.5	8.4	7. WEST 49	7. KYW 1048/14.6
8. WEEX 42/ 4.7	3.1	3.6	3.8	8. WEEX 42	8. WKAP 709/13.3
9. KYW 32/ 3.6	4.6	3.4	3.3	9. KYW 40	9. WEST 526/ 9.4
WKAP 32/ 3.6	3.0	2.7	6.1	10. WKAP 32	10. WEEX 493/ 8.9

12+ FM SHARE (METRO): 63.06% (495 of 785) (O/N 79: 62.11%)  
 12+ FM SHARE (TSA) : 65.20% (639 of 980) (O/N 79: 62.20%)

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

OTHER RATED STATIONS/METRO SHARE

WGPA 1100	.4	WIOQ-F 102.1	Philadelphia .3
WSAN 1470	2.4	WMGK-F 102.9	Philadelphia .3
WYNS 1150	Lehighton .8	WMMR-F 93.3	Philadelphia .6
WABC 770	New York .9	WOR 710	New York 1.3
WBYO-F 107.5	Boyertown .7	WVCD-F 97.9	Hazleton .4
WFIL 560	Philadelphia .3	WWSH-F 106.1	Philadelphia 2.1
WIFI-F 92.5	Philadelphia .7	WYSP-F 94.1	Philadelphia 2.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	121 (3)	180 (7)	301 (10)	38.3
BTFL MUSIC		213 (4)	213 (4)	27.1
COUNTRY		96 (1)	96 (1)	12.2
MOR/AC	70 (4)		70 (4)	8.9
NEWS/TALK	44 (2)		44 (2)	5.6
BIG BAND	48 (1)		48 (1)	6.1
UNKNOWN	7 (1)		7 (1)	0.9
RELIGION		6 (1)	6 (1)	0.8
			785 (24)	

RADIO STATIONS

WAEB, 790, 1 KW (DA-2)	, ROCK	ABC-I, \$40.60	(Eastman)	Rust
WEEX, 1230, 1 KW/250 W	, AC	ABC-C, \$20.80	(Torbet)	
WEST, 1400, 1 KW/250 W	, BIG BAND (Drake-Chen)	CBS, \$45.00	(Katz)	Sound Communi
WKAP, 1320, 5 KW/1 KW (DA-2), CONTEMP		, \$18.00	(Buckley)	Gulf/Rahall
WFMZ-F, 100.7, 50 KW @ 870, BTFL MUS (TM)		, \$19.00	(Masla)	
WLEV-F, 96.1, 50 KW @ 500, ROCK (Drake-Chen)		, \$45.00	(Katz)	Sound Communi
WQQQ-F, 99.9, 50 KW @ 456, BTFL MUS (FM-100)		, \$23.40	(Torbet)	
WKKW-F, 104.1, 50 KW @ 500, COUNTRY (Drake-Chen)		, \$40.60	(Eastman)	Rust
WZZO-F, 95.1, 12 KW @ 630, AOR (Burk-Abr)		, \$26.50	(Christal)	Holt

TV STATIONS WFMZ Allentown 69 IND

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

ANAHEIM (ORANGE COUNTY)

SMSA Pop: 1,894,500  
 APR 15.4  
 Revenue Rank # 94  
 Income Rank # 72

Revenue : \$5,052,638  
 Income : \$ 552,950  
 % Rev Gain: -11.0  
 Stations: 35/7  
 Diaries: 1160/1633:1

National Rev: \$814,225  
 Nat Rev per Cap: \$.43  
 Tot Rev per Cap: \$2.67  
 Tot Inc per Cap: \$.29  
 Profit Margin: 10.9%

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.

12+ METRO	1/4/SHARE	SPG 80	O/N 79	A/M 79	O/N 78	12+ METRO	CUME/CUME	RATING
1. KEZY	53/2.1	2.3	2.0	1.7	3.0	1. KEZY	1418/21.1	
2. KWIZ	51/2.1	2.0	2.6	1.9	1.3	2. KEZY-F	1242/ 7.8	
3. KEZY-F	45/1.8	1.6	1.5	1.1	1.1	3. KWIZ	1075/ 6.7	
4. KWIZ-F	37/1.5	.9	1.4	1.4	2.0	4. KWIZ-F	719/ 4.5	
5. KIKF-F	24/1.0	.5	.4	.8	.5	5. KIKF-F	435/ 2.7	
6. KOCM-F	19/ .8	.8	1.0	.8	.8	6. KVMS-F	426/ 2.7	
7. KVMS-F	18/ .7	.9	.5	.9	.9	7. KOCM-F	329/ 2.1	

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

RADIO STATIONS

KEZY, 1190, 5 KW/1 KW (DA-N), AOR	, \$45.25	(Roslin)	
KWIZ, 1480, 5 KW/1 KW (DA-2), MOR	, \$44.25	(HR/Stone)	Davis & Weaver
KEZY-F, 95.9, 2.5 KW @ 330, SOFT AOR	, \$37.75	(Roslin)	
KWIZ-F, 96.7, 3 KW @ 175, BTFL/AC (?)	, \$35.00	(HR/Stone)	Davis & Weaver
KIKF-F, 94.3, 3 KW @ 245, COUNTRY	, \$30.00	(Pates-Walton)	
KOCM-F, 103.1, 2 KW @ 300, BTFL MUS	, \$21.00	(-----)	
KYMS-F, 106.3, 3 KW @ 130, RELIGION	, \$10.00	(-----)	Southwestern

LOS ANGELES (Continued)

TV STATIONS

KABC	LA	7	ABC, ABC	KNBC	LA	4	NBC, NBC
KBSC	Corona	52	IND, Oak	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

Long Beach Independant	M	64,709, Knight-Ridder
Long Beach Press Telegram	E	70,704, Knight-Ridder
Los Angeles Times	M	1,024,322
LA Herald-Exam	E	283,710, Hearst
Santa Ana Register	ME	249,392, Freedom

ANCHORAGE

Market # 183  
 Revenue Rank # 87  
 Income Rank # 243  
 APR 15.4  
 SMSA Pop: 180,200

Revenue : \$5,435,641  
 Income : \$ -457,160  
 % Rev Gain: +14.1  
 Stations: 11/11  
 Diaries: 522/345:1

National Rev: \$847,133  
 Nat Rev per Cap: \$4.70  
 Tot Rev per Cap: \$30.16  
 Tot Inc per Cap: \$-2.54  
 Profit Margin: ---

		A/M	O/N	A/M	O/N				
12+	METRO 1/4/SHARE	80	79	79	78	12+	TSA 1/4	12+	TSA CUME/MSA CUME RAT
1.	KFQD 45/19.7	19.4	18.6	15.1	17.0	1.	KFQD 58	1.	KFQD 620/33.4
2.	KKLV-F 28/12.3	12.5	5.9	9.4	9.6	2.	KKLV-F 32	2.	KENI 507/29.3
3.	KENI 25/11.0	14.2	14.8	18.4	22.6	3.	KENI 29	3.	KKLV-F 407.23.2
4.	KHAR 24/10.5	13.8	14.4	13.2	10.4	4.	KHAR 24	4.	KHAR 345/20.8
5.	KNIK-F 20/ 8.8	5.6	5.1	3.3	5.7	5.	KYAK 22	5.	KBYR 304/19.8
6.	KYAK 17/ 7.5	6.5	6.8	6.6	7.8	6.	KNIK-F 21	6.	KYAK 303/17.9
7.	KBYR 16/ 7.0	4.3	5.5	4.2	3.5	7.	KGOT-F 18	7.	KGOT-F 282/16.6
	KGOT-F 16/ 7.0	3.9	14.0	10.4	12.2	8.	KBYR 17	8.	KNIK-F 234/14.2
9.	KANC 14/ 6.1	5.2	5.1	5.2	6.5	9.	KANC 15	9.	KRKN-F 199/10.8
10.	KRKN-F 8/ 3.5	3.0	1.7	3.8	1.7	10.	KRKN-F 9	10.	KANC 168/11.0

12+ FM SHARE (METRO): 35.02% (76 of 217) (O/N 79: 32.75%)  
 12+ FM SHARE (TSA) : 34.00% (85 of 250) (O/N 79: 31.78%)

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

OTHER RATED STATIONS/METRO SHARE

KHVN-F 100.5 1.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	70 (2)	52 (3)	122 (5)	56.2
BTFL MUSIC	24 (1)	20 (1)	44 (2)	20.3
MOR/AC	30 (2)		30 (2)	13.8
COUNTRY	17 (1)		17 (1)	7.8
RELIGION		4 (1)	4 (1)	1.8
			217 (11)	

RADIO STATIONS

KANC, 1080, 10 KW	, AC	, \$15.00	(Radio Time Sales)
KBYR, 700, 1 KW/500 W	, MOR	CBS, \$14.00	(Roslin) Northern TV
KENI, 550, 5 KW	, ROCK	ABC-C,ABC-I, \$20.50	(Howard) Midnight Sun
KFQD, 750, 50 KW/10 KW	, CONT/AC	, \$27.50	(Mc-Guild)
KHAR, 590, 5 KW	, BTFL MUS	, \$31.20	(Masla)
KYAK, 650, 50 KW/25 KW (DA-2),	COUNTRY	, \$23.50	(HR/Stone)
KGOT-F, 101.3, 26 KW @ -66,	ROCK	, \$13.00	(HR/Stone)
KKLV-F, 103.9, 2.8 KW @ 54,	ROCK (TM)	, \$15.60	(Masla)
KNIK-F, 105.5, 3 KW @ 265,	BTFL MUS (Bonne)	, \$12.00	(Roslin)
KRKN-F, 102.1, 25 KW @ 385,	ROCK	, \$26.50	(-----)

TV STATIONS

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

NEWS PAPERS

Anchorage News	M	26,546, McClatchy
Anchorage Times	E	42,215

ATLANTA

Market # 18; ADI # 16  
 Revenue Rank # 11  
 Income Rank # 4  
 APR 15.3  
 SMSA Pop: 1,906,700

Revenue: \$33,287,681  
 Income ; \$ 9,205,029  
 % Rev Change: +18.8  
 Stations: 27/37  
 Diaries: 1233/1546:1

National Rev: \$8,651,314  
 Nat Rev per Cap: \$4.54  
 Tot Rev per Cap: \$17.46  
 Tot Inc per Cap: \$4.83  
 Profit Margin: 27.7%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WQXI-F	249/10.5	8.2	10.5	8.2	6.9	1. WZGC-F	341	1. WSB 5281/29.4
2. WZGC-F	246/10.3	10.5	11.1	11.2	12.0	2. WSB	293	2. WZGC-F 4460/20.7
3. WSB	244/10.2	12.1	11.7	15.3	13.6	3. WQXI-F	274	3. WQXI-F 3582/19.6
4. WVEE-F	191/ 8.0	11.9	7.6	6.0	7.0	4. WKLS-F	233	4. WKLS-F 3303/13.8
5. WPCH-F	161/ 6.8	7.1	7.3	4.9	7.2	5. WVEE-F	227	5. WPCH-F 2932/14.0
6. WLTA-F	160/ 6.7	4.2	5.0	3.2	4.2	6. WPCH-F	215	6. WGST 2792/17.2
7. WKLS-F	158/ 6.6	8.8	8.2	7.7	6.9	7. WLTA-F	189	7. WVEE-F 2650/14.6
8. WSB-F	144/ 6.0	4.1	5.7	6.4	6.7	8. WSB-F	170	8. WSB-F 2474/12.0
9. WPLO	121/ 5.1	4.5	5.1	5.0	4.5	9. WPLO	138	9. WPLO 2238/12.6
10. WGST	118/ 5.0	3.8	5.3	3.9	4.0	10. WGST	121	10. WLTA-F 2183/12.3
11. WAOK	89/ 3.7	3.6	3.4	3.5	3.8	11. WBIE-F	105	11. WBIE-F 2005/ 8.8
12. WQXI	67/ 2.8	2.2	2.8	3.9	3.1	12. WAOK	90	12. WQXI 1746/10.5

12+ FM SHARE (METRO): 62.91% (1401 of 2227) (O/N 79: 62.24%)  
 12+ FM SHARE (TSA) : 63.14% (1732 of 2743) (O/N 79: 65.86%)

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. WVEE-F	3. WLTA-F	3. WLTA-F	3. WSB-F	3. WZGC-F
4. WQXI-F	4. WLTA-F	4. WVEE-F	4. WZGC-F	4. WPLO	4. WKLS-F+
5. WAOK	5. WKLS-F	5. WSB	5. WPCH-F	5. WGST	5. WPCH-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	74 (2)	661 (4)	735 (6)	33.0
MOR/AC	244 (1)	160 (1)	404 (2)	18.1
BLACK/URBAN	123 (3)	191 (1)	314 (4)	14.1
BTFL MUSIC		305 (2)	305 (2)	13.7
COUNTRY	124 (2)	71 (2)	195 (4)	8.8
NEWS/TALK	183 (2)		183 (2)	8.2
RELIGION	34 (3)		34 (3)	1.5
CLASSICAL	30 (1)		30 (1)	1.3
BIG BAND	13 (1)		13 (1)	0.6
UNKNOWN	1 (1)	13 (1)	14 (2)	0.6
			<u>2227 (27)</u>	

ATLANTA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WZGC-F	1. WSB	1. WVEE-F	WAEC 860	.4
2. WSB	2. WZGC-F	2. WZGC-F	WBIE-F 101.5	Marietta 2.7
3. WQXI-F	3. WQXI-F	3. WSB	WCHK-F+105.5	Canton .4
4. WQXI-F	4. WKLS-F	4. WQXI-F	WCOB 1080	Marietta .5
WKLS-F	5. WPCH-F	5. WKLS-F	WGKA 1190	1.3
6. WPCH-F	6. WGST	6. WLTA-F	WGUN 1010	.5
7. WLTA-F	7. WVEE-F	7. WPLO	WIGO 1340	.6
8. WSB-F	8. WSB-F	8. WPCH-F	WKLS 970	.3
9. WPLO	9. WPLO	9. WAOK	WRNG 680	2.7
10. WGST	10. WLTA-F	10. WGST	WTJH 1260	East Point .6
			WYZE 1480	.8
11. WBIE-F	11. WBIE-F		WJGA-F+ 92.1	Jackson .5
12. WAOK	12. WQXI			
13. WQXI	13. WAOK		WFOX-F 97.1	Gainesville .3
14. WNGC-F	14. WRNG			
15. WRNG	15. WFOX-F			

ADI FM SHARE: 67.67% (2060 of 3044) (O/N 79: 66.30%)

AM STATIONS

WAOK, 1380, 5 KW (DA-N)	, BLACK	NBN, \$ 42.00	(Selcom)	BENI	
WGST, 920, 5 KW/1 KW	, NEWS	ABC-E, \$ 45.20	(Katz)	Meredith	
WPLO, 590, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 69.00	(Mc-Guild)	Plough	
WQXI, 790, 5 KW/1 KW (DA-N)	, CONTEMP		, \$ 50.00	(Blair)	Jeff-Pilot
WRNG, 680, 25 KW/10 KW (DA-N)	, TALK	CBS, \$ 46.50	(MMR)		
WSB, 750, 50 KW	, MOR	NBC,MBS, \$125.00	(Christal)	Cox	

FM STATIONS

WBIE-F, 101.5, 100 KW @ 900	, COUNTRY		, \$ 19.50	(HR/Stone)	
WKLS-F, 96.1, 100 KW @ 950	, AOR (Burk-Abr)	Source, \$ 80.00	(Masla)		SJR
WLTA-F, 99.7, 100 KW @ 1000	, AC		, \$ 72.50	(Eastman)	Susquehanna
WPCH-F, 94.9, 100 KW @ 890	, BTFL MUS (Schulke)		, \$ 96.00	(Katz)	Meredith
WQXI-F, 94.1, 100 KW @ 410	, CONTEMP		, \$ 90.00	(Blair)	Jeff-Pilot
WSB-F, 98.5, 100 KW @ 740	, BTFL MUS (FM-100)		, \$ 50.00	(Christal)	Cox
WVEE-F, 103.3, 100 KW @ 450	, URBAN/DISCO	ABC-F, \$ 70.00	(Mc-Guild)		Plough
WZGC-F, 92.9, 100 KW @ 590	, ROCK		, \$140.00	(Torbet)	First Media
WFOX-F, 97.1, 100 KW @ 540	, ROCK		, \$ 8.25	(-----)	(GAINESVILLE)
WNGC-F, 95.5, 100 KW @ 605	, COUNTRY		, \$ 10.60	(Southern)	Clarke (ATHENS)

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, Gannett

NEWSPAPERS

Atlanta Constitution	M	218,807, Cox
Atlanta Journal	E	211,081, Cox

AUSTIN

Market # 80  
 Revenue Rank # 68  
 Income Rank # 37  
 APR 13.7  
 SMSA Pop: 503,400

Revenue : \$6,755,139  
 Income : \$1,234,650  
 % Rev Gain: +8.1  
 Stations: 17/14  
 Diaries: 496/1015:1

National Rev: \$1,263,164  
 Nat Rev per Cap: \$2.51  
 Tot Rev per Cap: \$13.42  
 Tot Inc per Cap: \$2.45  
 Profit Margin: 18.3%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	80	79	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KASE-F	78/13.5	10.6	17.1	13.4	14.6	1. KASE-F	97	1. KVET	1290/26.9
2. KHFI-F	73/12.7	16.7	8.2	7.5	6.1	2. KVET	85	2. KLBj	1049/21.8
3. KVET	68/11.8	11.6	12.0	15.0	12.6	3. KHFI-F	74	3. KHFI-F	1040/24.0
4. KOKE-F	53/ 9.2	8.8	7.6	7.7	6.7	4. KOKE-F	54	4. KASE-F	892/17.3
5. KLBj-F	39/ 6.8	7.8	11.2	8.8	9.4	5. KTSA	43	5. KTSA	830/13.0
6. KLBj	38/ 6.6	3.0	5.7	5.4	7.3	6. KLBj	40	6. KOKE-F	796/18.2
7. KCSW-F	30/ 5.2	7.4	5.9	7.4	11.3	7. KLBj-F	40	7. KLBj-F	736/15.6
8. KTSA	27/ 4.7	3.7	4.3	4.7	1.9	8. KCSW-F	33	8. KNOW	658/14.9
9. KOKE	18/ 3.1	2.4	1.4	1.5	1.3	9. KOKE	21	9. KCSW-F	639/13.6
10. KNOW	17/ 2.9	1.0	2.7	8.4	11.5	10. KNOW	17	10. KOKE	316/ 6.1

12+ FM SHARE (METRO): 58.40% (285 of 488) (O/N 79: 61.55%)  
 12+ FM SHARE (TSA) : 55.36% (310 of 560) (O/N 79: 56.97%)

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

OTHER RATED STATIONS/METRO SHARE

KGTN-F+	96.7	Georgetown	.5	KTAE	1260	Taylor	1.6
KIXL	970		1.9	KKYX	680	San Antonio	.5
KMXX-F	102.3		1.7	WOAI	1200	San Antonio	1.9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	44 (2)	112 (2)	156 (4)	32.0
COUNTRY	99 (5)	55 (2)	154 (7)	31.6
BTFL MUSIC		78 (1)	78 (1)	16.0
MOR/AC	38 (1)	30 (1)	68 (2)	13.9
RELIGION	11 (1)		11 (1)	2.3
NEWS/TALK	11 (1)		11 (1)	2.3
SPANISH		10 (1)	10 (1)	2.0
			488 (17)	

RADIO STATIONS

KLBj, 590, 5 KW/1 KW (DA-N), AC/MOR	CBS, MBS, \$35.00 (Eastman)	
KNOW, 1490, 1 KW, CONTEMP	ABC-I, \$19.25 (Mc-Guild)	Mayes
KOKE, 1370, 1 KW (DAYS), COUNTRY	, \$22.40 (HR/Stone)	
KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$51.25 (Katz)	
KASE-F, 100.7, 98 KW @ 510, BTFL MUS (Bonne)	, \$51.25 (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	RKO, \$27.25 (Torbet)	
KLBj-F, 93.7, 100 KW @ 1057, AOR	Source, \$35.00 (Eastman)	
KOKE-F, 95.5, 10 KW @ 265, COUNTRY	, \$22.40 (HR/Stone)	

TV STATIONS

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

NEWSPAPERS

Austin Amer-Statesman	ME	127,078, Cox
Austin Citizen	E	14,742

BAKERSFIELD

Market # 104  
 Revenue Rank # 86  
 Income Rank # 114  
 APR 13.4  
 SMSA Pop: 375,700

Revenue : \$5,437,035  
 Income : \$ 230,260  
 % Rev Gain: +10.1  
 Stations: 25/24  
 Diaries: 438/858:1

National Rev: \$1,369,716  
 Nat Rev per Cap: \$3.65  
 Tot Rev per Cap: \$14.47  
 Tot Inc per Cap: \$.61  
 Profit Margin: 4.2%

12+ METRO 1/4/SHARE	A/M 80	A/M 79
1. KUZZ	70/16.9	15.6 12.8
2. KKXX-F	47/11.4	13.4 13.2
3. KERN	38/ 9.2	9.3 9.9
4. KGFM-F	37/ 9.0	5.1 7.0
5. KLYD-F	24/ 5.8	4.1 5.1
6. KAFY	21/ 5.1	3.9 4.4
KWAC	21/ 5.1	2.9 5.9
8. KGAM	11/ 2.7	4.1 4.2
9. KLOS-F	10/ 2.4	1.0 1.1
10. KMGN-F*	9/ 2.2	--- ---

TSA AND METRO ARE  
THE SAME.

12+ CUME/CUME RATING	
1. KUZZ	887/28.9
2. KERN	727/23.6
3. KKXX-F	703/22.9
4. KAFY	556/18.1
5. KGFM-F	361/11.7
6. KWAC	267/ 8.7
7. KLYD-F	265/ 8.6
8. KGAM	254/ 8.3
9. KPMC	219/ 7.1
10. KLOS-F	158/ 5.1

\*Station determined by Arbitron to have run on-air survey announcements: KMGN-F

12+ FM SHARE 39.72% (141 of 355) (0/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KERN	1. KKXX-F	1. KKXX-F	1. KUZZ	1. KUZZ	1. KUZZ
2. KKXX-F	2. KUZZ	2. KUZZ	2. KGFM-F	2. KGFM-F	2. KKXX-F
	KERN	3. KLYD-F	3. KKXX-F		3. KERN

OTHER RATED STATIONS/METRO SHARE

KCHJ	1010	Delano	.5	KFI	640	Los Angeles	1.7
KHIS+	800		.4	KGO	810	San Francisco	1.5
KLOA+	1240	Ridgecrest	1.9	KMET-F	94.7	Los Angeles	1.2
KNTB	1350		.5	KNX	1070	Los Angeles	1.5
KPMC	1560		1.9	KOST-F	103.5	Los Angeles	1.2
KTKR	1310	Taft	1.7	KRTH-F	101.1	Los Angeles	.5
KZIQ	1360	Ridgecrest	1.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	59 (2)	73 (5)	132 (7)	37.2
COUNTRY	79 (3)		79 (3)	22.3
MOR/AC	40 (5)	25 (2)	65 (7)	18.3
BTFL MUSIC		42 (2)	42 (2)	11.8
SPANISH	21 (1)		21 (1)	5.9
NEWS/TALK	14 (3)		14 (3)	3.9
RELIGION	1 (1)	1 (1)	2 (2)	0.6

355 (25)

RADIO STATIONS

KAFY, 550, 1 KW (DA-N), ROCK	, \$20.00 (Mc-Guild)	
KERN, 1410, 1 KW , ROCK	ABC-C, \$20.50 (Katz)	Cleveland Outdoor
KGAM, 1230, 1 KW/250 W , MOR	NBC, \$ 8.50 (Torbet)	
KPMC, 1560, 10 KW (DA-1), MOR	CBS, MBS, \$13.00 (Buckley)	
KUZZ, 970, 10 KW (DA-2), COUNTRY	, \$32.55 (Christal)	Buck Owens
KWAC, 1490, 1 KW/250 W , SPANISH	, \$14.00 (Lotus)	
KGFM-F, 101.5, 4.8 KW @ 1280, BTFL MUS (TM)	, \$10.50 (Torbet)	
KKXX-F, 107.9, 5.5 KW @ 1340, ROCK	, \$23.25 (Christal)	Buck Owens
KLYD-F, 94.1, 4.5 KW @ 1310, AC	ABC-E, \$18.00 (Selcom)	
KMGN-F, 97.7, 3 KW @ 301, AOR	ABC-F, Source, \$ 5.50 (Katz)	Cleveland Outdoor

TV STATIONS

KBAK Bakersfield	29	ABC, Harriscope	KPWR Bakersfield	17	CBS, Gillett
KERO Bakersfield	23	NBC, McGraw-Hill			

NEWSPAPER

Bakersfield Californian	E	70,121
-------------------------	---	--------

BALTIMORE

Market # 14; ADI # 19  
 Revenue Rank # 16  
 Income Rank # 10  
 APR 17.0  
 SMSA Pop: 2,155,600

Revenue : \$25,573,773  
 Income : \$ 5,207,956  
 % Rev Change: +2.8  
 Stations: 31/34  
 Diaries: 1341/1607:1

National Rev: \$7,034,542  
 Nat Rev per Cap: \$3.26  
 Tot Rev per Cap: \$11.86  
 Tot Inc per Cap: \$2.41  
 Profit Margin: 20.4%

<u>12+ METRO 1/4/SHARE</u>					<u>A/M 80</u>		<u>J/F 80</u>		<u>O/N 79</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WBAL	337/11.0	13.5	12.8	10.6	1. WBAL	358	1. WBAL	4335/22.1						
2. WIYY-F	302/ 9.9	7.7	7.9	6.5	2. WIYY-F	332	2. WLIF-F	3789/19.5						
3. WLIF-F	274/ 8.9	7.4	10.3	10.1	3. WLIF-F	286	3. WCBM	3665/19.6						
4. WXYV-F	191/ 6.2	7.6	5.6	6.3	4. WPOC-F	210	4. WIYY-F	3542/18.1						
5. WPOC-F	185/ 6.0	6.3	4.9	5.1	5. WXYV-F	195	5. WFBR	3061/16.6						
6. WCBM	180/ 5.9	5.1	6.0	7.1	6. WCBM	186	6. WCAO	3059/15.6						
7. WMAR-F	142/ 4.6	3.8	4.3	3.3	7. WMAR-F	153	7. WXYV-F	2777/15.1						
8. WCAO	129/ 4.2	3.8	4.9	5.0	8. WCAO	139	8. WPOC-F	2536/12.0						
9. WFBR	124/ 4.0	6.2	4.2	4.8	9. WBSB-F	134	9. WBSB-F	1988/ 9.6						
10. WBSB-F	120/ 3.9	2.1	2.7	2.5	10. WFBR	126	10. WMAR-F	1973/10.1						
WWIN	120/ 3.9	4.3	4.5	5.4	11. WWIN	121	11. WLPL-F	1736/ 8.9						
12. WSID	73/ 2.4	1.8	2.0	2.2	12. WPGC-F+	74	12. WWIN	1674/ 9.3						

12+ FM SHARE (METRO): 58.21% (1609 of 2764) (O/N 79: 52.16%)  
 12+ FM SHARE (TSA) : 59.65% (1789 of 2999) (O/N 79: 52.89%)

<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. WIYY-F	1. WIYY-F	1. WIYY-F	1. WLIF-F	1. WBAL	1. WBAL
2. WWIN	2. WXYV-F	2. WXYV-F	2. WPOC-F	2. WLIF-F	2. WIYY-F
3. WLPL-F	3. WBSB-F	3. WLIF-F	WBAL	3. WPOC-F	3. WFBR
4. WBSB-F	4. WPOC-F	4. WPOC-F	4. WCBM	4. WMAR-F	4. WCBM
5. WXYV-F	5. WCAO	5. WCBM	5. WXYV-F	5. WCBM	5. WLIF-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	129 (1)	678 (8)	807 (9)	29.2
MOR/AC	660 (4)	25 (2)	685 (6)	24.8
BTFL MUSIC		452 (4)	452 (4)	16.4
BLACK/DISCO	204 (3)	244 (4)	448 (7)	16.2
COUNTRY		185 (1)	185 (1)	6.7
BIG BAND	65 (1)		65 (1)	2.4
UNKNOWN	51 (2)		51 (2)	1.8
NEWS/TALK	46 (2)		46 (2)	1.7
RELIGION		25 (1)	25 (1)	0.9
			<u>2764 (33)</u>	



BALTIMORE 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. WBAL	1. WBAL	1. WBAL	WAYE	860	2.1
2. WIYY-F	2. WLIF-F	2. WIYY-F	WBKZ-F	95.9	1.5
3. WLIF-F	3. WCBM	3. WXYV-F	WBMD	750	.5
4. WXYV-F	4. WIYY-F	4. WLIF-F	WEBB	1360	.4
5. WPOC-F	5. WFBR	5. WCAO	WITH	1230	1.2
6. WCBM	6. WCAO	6. WCBM	WTK-F	105.7	1.1
7. WMAR-F	7. WXYV-F	7. WMAR-F	WLPL-F	92.3	2.0
8. WCAO	8. WPOC-F	8. WWIN	WNAV-F	99.1	Annapolis .7
9. WBSB-F	9. WMAR-F	9. WBSB-F	WRBS-F	95.1	.8
10. WFBR	10. WBSB-F	10. WFBR	WTTR-F	100.7	.3
11. WWIN	11. WLPL-F		WASH-F	97.1	Washington .5
12. WSID	12. WWIN		WGAY-F	99.5	Washington .5
13. WPGC-F+	13. WTK-F		WHUR-F	96.3	Washington .7
14. WAYE	14. WPGC-F+		WKYS-F	93.9	Washington .5
15. WLPL-F	15. WBKZ-F		WMAL	630	Washington .6
			WOOK-F	100.3	Washington .5
			WPGC-F+	95.5	Washington 2.1
			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: 58.73% (1731 of 2947) (O/N 79: 52.87%)

AM STATIONS

WAYE, 800, 1 KW (DAYS,DA)	, BIG BAND (Drake-Chen)	, \$25.00	(Buckley)	Mortenson
WBAL, 1090, 50 KW (DA-N)	, MOR	NBC, \$77.00	(Blair)	Hearst
WCAO, 600, 5 KW (DA-1)	, CONTEMP	ABC-C, \$85.00	(Mc-Guild)	Plough
WCBM, 680, 10 KW/5 KW (DA-2)	, AC/MOR	ABC-E, \$93.25	(Katz)	Metromedia
WFBR, 1300, 5 KW (DA-1)	, AC/MOR	CBS,ABC-I, \$61.13	(MMR)	
WSID, 1010, 1 KW (DAYS)	, BLACK	SBN, \$25.00	(UBC)	United
WWIN, 1400, 1 KW	, BLACK	NBN, \$34.00	(Howard)	

FM STATIONS

WBKZ-F, 95.9, 5 KW @ 400	, CONTEMP (Drake-Chen)	, \$32.13	(MMR)	
WBSB-F, 104.3, 50 KW @ 422	, ROCK	, \$42.50	(Torbet)	Scripps-Howard
WIYY-F, 97.9, 50 KW @ 946	, AOR (Burk-Abr)	, \$96.25	(Blair)	Hearst
WTK-F, 105.7, 50 KW @ 245	, CONTEMP	ABC-F, \$18.00	(Buckley)	
WLIF-F, 101.9, 14 KW @ 961	, BTFL MUS (Schulke)	, \$77.50	(Christal)	Cox
WLPL-F, 92.3, 20 KW @ 400	, ROCK	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	, \$67.50	(Eastman)	Nationwide
WXYV-F, 102.7, 50 KW @ 400	, DISCO/URBAN	, \$60.00	(Mc-Guild)	Plough

TV STATIONS

WBAL	Baltimore	11	NBC, Hearst
WBFF	Baltimore	45	IND
WJZ	Baltimore	13	ABC, Westinghouse
WMAR	Baltimore	2	CBS, Abell

NEWSPAPERS

Baltimore News American	E	149,092, Hearst
Baltimore Sun	E	167,533, Abell
	M	166,049, Abell

BATON ROUGE

Market # 88  
 Revenue Rank # 85  
 Income Rank # 45  
 APR 15.9  
 SMSA Pop: 455,700

Revenue : \$5,463,766  
 Income : \$1,011,790  
 % Rev Gain: -2.5  
 Stations: 13/12  
 Diaries: 448/1017:1

National Rev: \$624,261  
 Nat Rev per Cap: \$1.37  
 Tot Rev per Cap: \$11.99  
 Tot Inc per Cap: \$2.22  
 Profit Margin: 18.5%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WFMF-F 106/18.1	20.6	14.1	15.6	14.5	1. WFMF-F 138	1. WYNK-F 1633/22.1
2. WXOK 69/11.8	9.4	21.2	11.1	12.9	2. WYNK-F 120	2. WFMF-F 1528/27.9
3. WQXY-F 65/11.1	11.6	11.5	9.8	10.1	3. WQXY-F 85	3. WAFB-F 1039/13.0
WYNK-F 65/11.1	14.5	12.8	12.8	12.7	4. WXOK 81	4. WQXY-F 993/17.9
5. WLCS 58/ 9.9	8.3	7.6	9.0	10.1	5. WLCS 61	5. WXOK 916/18.5
6. WJBO 45/ 7.7	7.6	8.2	10.7	6.9	6. WAFB-F 53	6. WLCS 868/21.4
7. WAFB-F 37/ 6.3	6.4	4.8	4.7	3.4	7. WJBO 46	7. WJBO 831/20.3
8. WIBR 34/ 5.8	5.4	6.3	7.7	8.5	8. WIBR 36	8. WTIK 546/ 3.1
9. WTKL 32/ 5.5	---	---	---	1.8	9. WTKL 32	9. WIBR 427/10.4
10. WSLG 14/ 2.4	1.7	.9	1.9	---	10. WYNK 15	10. WYNK 390/ 8.8

12+ FM SHARE (METRO): 49.82% (273 of 548) (O/N 79: 46.06%)  
 12+ FM SHARE (TSA) : 56.33% (396 of 703) (O/N 79: 51.06%)

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

OTHER RATED STATIONS/METRO SHARE

WLUX 1550 1.2                      WTIK 690 New Orleans .5                      WYNK 1380 2.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	63 (2)	143 (2)	206 (4)	37.5
COUNTRY	47 (2)	65 (1)	112 (3)	20.4
BLACK	101 (2)		101 (2)	18.4
BTFM MUSIC		65 (1)	65 (1)	11.8
MOR/AC	45 (1)		45 (1)	8.2
UNKNOWN	14 (1)		14 (1)	2.5
RELIGION	7 (1)		7 (1)	1.3

550 (13)

RADIO STATIONS

WIBR, 1300, 5 KW/1 KW (DA-N), COUNTRY                      NBC, \$19.00 (Katz)  
 WJBO, 1150, 5 KW (DA-1) , MOR                      MBS, \$18.75 (Blair)  
 WLCS, 910, 1 KW (D A-1) , ROCK (Burk-Abr)                      , \$19.50 (Mc-Guild) Air Waves  
 WSLG, 1090, 500 W (DAYS) , ? ?                      , \$ ? ? (Mid South) (DONALDSONVILLE)  
 WTKL, 1260, 1 KW , BLACK                      , \$13.50 (Savalli)  
 WXOK, 1460, 5 KW/1 KW (DA-N), BLACK                      NBN, \$24.00 (Selcom) Security  
 WYNK, 1380, 5 KW (DAYS,DA) , COUNTRY                      ABC-E, \$19.06 (Torbet)  
 WAFB-F, 98.1, 100 KW @ 1550, CONTEMP (Drake-Chen)                      , \$14.75 (Katz)  
 WFMF-F, 102.5, 100 KW @ 475, ROCK                      ABC-F, \$23.50 (Blair)  
 WQXY-F, 100.7, 100 KW @ 750, BTFM MUS (Schulke)                      , \$19.50 (Mc-Guild) Air Waves  
 WYNK-F, 101.5, 100 KW @ 403, COUNTRY                      ABC-I, \$28.59 (Torbet)

TV STATIONS

WAFB Baton Rouge 9 CBS                      WBRZ Baton Rouge 2 ABC, Manship  
 WRBT Baton Rouge 33 NBC

NEWSPAPERS

Baton Rouge State-Times E 43,192  
 Baton Rouge Advocate M 76,684

BEAUMONT-PORT ARTHUR-ORANGE

Market # 107  
 Revenue Rank # 123  
 Income Rank # 250  
 APR 14.7  
 SMSA Pop: 364,100

Revenue : \$3,622,672  
 Income : \$ -943,980  
 % Rev Gain: -8.0%  
 Stations: 18/13  
 Diaries: 456/798:1

National Rev: \$621,255  
 Nat Rev per Cap: \$1.71  
 Tot Rev per Cap: \$9.95  
 Tot Inc per Cap: \$-2.59  
 Profit Margin: ---

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	80	79	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KLVI	60/13.5	8.9	9.4	9.7	10.5	1. KLVI	74	1. KLVI	1343/31.8
2. KYKR-F	55/12.3	13.2	8.2	7.3	6.0	2. KYKR-F	68	2. KYKR-F	944/22.0
3. KAYD-F	48/10.8	4.0	4.9	3.0	4.0	3. KAYD-F	53	3. KAYD-F	713/20.5
4. KQXY-F	39/ 8.7	10.9	9.6	5.7	6.0	4. KQXY-F	42	4. KIOC-F	596/13.5
5. KALO-F	30/ 6.7	6.5	10.7	10.3	13.1	5. KALO-F	39	5. KQXY-F	548/15.5
6. KZOM-F	28/ 6.3	6.7	3.3	3.4	5.7	6. KTRH	36	6. KHYS-F	506/10.3
7. KTRH	27/ 6.1	4.2	4.2	4.7	5.7	7. KZOM-F	31	7. KTRH	404/10.0
8. KIOC-F	20/ 4.5	5.5	4.5	4.9	5.7	KHYS-F	31	8. KZOM-F	385/10.8
9. KHYS-F	18/ 4.0	3.7	5.1	3.4	.7	9. KIOC-F	24	9. KALO-F	377/10.7
10. KOGT	14/ 3.1	1.5	3.6	3.4	1.9	10. KOLE	14	10. KPAC	306/ 8.8

12+ FM SHARE (METRO): 62.50% (250 of 400) (O/N 79: 54.72%)  
 12+ FM SHARE (TSA) : 62.42% (304 of 487) (O/N 79: 60.00%)

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

OTHER RATED STATIONS/METRO SHARE

KALO	990	2.5	KOLE	1340	2.9
KAYC	1450	1.6	KPAC	1250	1.6
KEAM	1510	Nederland .9	KWIC-F	107.7	1.8
KJET	1380	2.5	KODA-F	99.1	Houston .9

FORMATS

	AM	FM	TOTAL	%
COUNTRY	81 (3)	55 (1)	136 (4)	33.7
ROCK/AOR/CONTEMP	11 (1)	122 (5)	133 (6)	32.9
BTFL MUSIC		43 (2)	43 (2)	10.6
BLACK	11 (1)	30 (1)	41 (2)	10.1
NEWS/TALK	27 (1)		27 (1)	6.7
MOR/AC	20 (2)		20 (2)	5.0
UNKNOWN	4 (1)		4 (1)	1.0
			404 (18)	

RADIO STATIONS

KLVI, 560, 5 KW (DA-N)	, COUNTRY	ABC-I, \$25.03	(Torbet)	Hicks
KOGT, 1600, 1 KW (DA-N)	, COUNTRY	ABC-E, \$ 8.00	(PRO)	
KOLE, 1340, 1 KW/250 W	, AC	MBS, \$10.25	(Buckley)	
KPAC, 1250, 5 KW/1 KW (DA-N)	, COUNTRY	CBS, \$ ? ?	(PRO)	Clear Channel
KALO-F, 95.1, 60 KW @ 238,	BLACK	NBN, \$19.75	(Selcom)	Security
KAYD-F, 97.5, 50 KW @ 320,	ROCK	, \$14.25	(HR/Stone)	Texas Coast
KHYS-F, 98.5, 65 KW @ 380,	ROCK	Source, \$18.00	(PRO)	Clear Channel
KIOC-F, 106.1, 100 KW @ 1000,	SOFT CONT (Century 21)	, \$15.00	(Christal)	
KQXY-F, 94.1, 100 KW @ 645,	BTFL MUS (Schulke)	NBC, \$25.00	(Mc-Guild)	Air Waves
KYKR-F, 93.3, 100 KW @ 500,	COUNTRY	, \$25.03	(Torbet)	Hicks
KZOM-F, 104.5, 40 KW @ 440,	AOR	, \$10.00	(Buckley)	

TV STATIONS

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

NEWSPAPERS

Beaumont Enterprise	M	65,281	Beaumont Journal	E	14,037
Orange Leader	E	11,275	Port Arthur News	E	26,719, Cox

BIRMINGHAM

Market # 47; ADI # 44  
 Revenue Rank # 42  
 Income Rank # 61  
 APR 13.8  
 SMSA Pop: 829,000

Revenue : \$11,312,724  
 Income : \$ 683,018  
 % Rev Gain: +3.5  
 Stations: 23/22  
 Diaries: 774/1071:1

National Rev: \$2,558,544  
 Nat Rev per Cap: \$3.09  
 Tot Rev per Cap: \$13.65  
 Tot Inc per Cap: \$.82  
 Profit Margin: 6.0%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	80	79	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WKXX-F	106/11.1	11.0	13.8	10.1	10.4	1. WKXX-F	152	1. WKXX-F	2432/25.8
WENN-F	106/11.1	12.4	9.7	7.5	9.6	2. WZZK-F	146	2. WSGN	2029/26.6
3. WSGN	79/ 8.3	8.3	6.6	10.2	8.0	3. WENN-F	122	3. WZZK-F	1893/15.0
4. WZZK-F	73/ 7.7	5.5	3.8	3.9	4.1	4. WVOK	109	4. WVOK	1712/15.2
5. WRKK-F	63/ 6.6	4.4	5.7	5.8	3.5	5. WQEN-F	106	5. WERC	1400/17.7
6. WQEZ-F	58/ 6.1	3.5	6.4	7.0	3.0	6. WRKK-F	88	6. WENN-F	1297/15.8
WAPI-F	58/ 6.1	6.3	4.3	4.0	3.7	WSGN	88	7. WQEN-F	1247/ 2.4
8. WATV	54/ 5.7	5.0	5.0	4.5	5.3	8. WQEZ-F	78	8. WRKK-F	1234/10.7
9. WVOK	53/ 5.6	5.3	3.3	4.9	6.7	9. WAPI-F	72	9. WQEZ-F	1103/11.6
10. WERC	49/ 5.1	4.8	7.9	5.1	9.1	10. WATV	56	10. WAPI-F	994/11.2
11. WDJC-F	43/ 4.5	5.0	3.4	2.2	2.8	11. WDJC-F	55	11. WYDE	912/10.6
12. WAPI	32/ 3.4	2.4	2.9	3.3	2.7	12. WERC	52	12. WAPI	805/10.5

12+ FM SHARE (METRO): 56.52% (516 of 913) (O/N 79: 52.72%)  
 12+ FM SHARE (TSA) : 63.38% (824 of 1300) (O/N 79: 61.46%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	128 (2)	173 (3)	301 (5)	33.0
BLACK	91 (3)	106 (1)	197 (4)	21.6
COUNTRY	81 (2)	73 (1)	154 (3)	16.9
BTFL MUSIC		116 (2)	116 (2)	12.7
RELIGION/GOSPEL	42 (3)	43 (1)	85 (4)	9.3
MOR/AC	51 (3)		51 (3)	5.6
UNKNOWN	4 (1)	5 (1)	9 (2)	1.0
			913 (23)	

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	WBUL	1220	1.5
2. WZZK-F	2. WSGN	2. WENN-F	WCRT	1260	1.2
3. WENN-F	3. WZZK-F	3. WSGN	WENN	1320	2.4
4. WVOK	4. WVOK	4. WQEZ-F	WFHK	1430	Pell City .8
5. WSGN	5. WERC	5. WZZK-F	WJLD	1400	Homewood 2.4
6. WRKK-F	6. WENN-F	6. WRKK-F	WLPH	1480	Irondale .8
7. WQEN-F	7. WQEZ-F	7. WYDE	WSMQ	1450	Bessemer .4
8. WQEZ-F	8. WRKK-F	8. WVOK	WWWB	1360	Jasper 1.2
9. WAPI-F	9. WAPI-F	9. WJLD	WWWB-F	102.5	Jasper .5
10. WATV	10. WQEN-F	10. WAPI-F	WYDE	850	2.9
11. WDJC-F	11. WYDE		WQEN-F	103.7	Gadsden .4
12. WERC	12. WAPI				
13. WAAX	13. WDJC-F				
14. WAPI	14. WATV				
15. WYDE	15. WAAX				

ADI FM SHARE: 58.71% (816 of 1390) (O/N 79: 56.10%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW (DA-N), MOR	NBC, \$24.00 (MMR)	Newhouse
WATV, 900, 1 KW (DAYS), BLACK	, \$16.00 (Howard)	
WERC, 960, 5 KW (DA-N), CONTEMP	, \$82.50 (Mc-Guild)	Mooney
WSGN, 610, 5 KW/1 KW (DA-N), CONTEMP	, \$58.88 (Eastman)	Southern/HH
WVOK, 690, 50 KW (DAYS), COUNTRY	, \$33.33 (Buckley)	Sanders
WYDE, 850, 50 KW/1 KW (DA-D), COUNTRY	ABC-I, \$38.75 (Katz)	Columbia Pic
WAAX, 570, 5 KW/500 W (DA-N), COUNTRY	ABC-I, \$15.00 (PRO)	(GADSDEN)

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, \$64.20 (Selcom)	
WKXX-F, 106.9, 100 KW @ 1114, ROCK	, \$82.50 (Mc-Guild)	Mooney
WQEZ-F, 96.5, 100 KW @ 890, BTFL MUS (TM)	, \$25.00 (Blair)	
WRKK-F, 99.5, 100 KW @ 952, AOR	, \$27.50 (Christal)	
WZZK-F, 104.7, 100 KW @ 640, COUNTRY	, \$21.00 (Katz)	Park City
WQEN-F, 103.7, 100 KW @ 1110, ROCK	, \$30.25 (Market 4)	(GADSDEN)

TV STATIONS

WVTM	Birmingham	13	NBC, Times-Mirror
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPERS

Birmingham News	E	178,074, Newhouse
Birmingham Post-Herald	M	68,349, Newhouse

BLOOMINGTON, IL

Market # 243  
 Revenue Rank # 168  
 Income Rank # 73  
 APR 16.5  
 SMSA Pop: 121,700

Revenue : \$2,488,038  
 Income : \$ 547,566  
 Stations: 13/4  
 % Rev Gain: +12.7  
 Diaries: 428/284:1

National Rev: \$236,938  
 Nat Rev per Cap: \$1.95  
 Tot Rev per Cap: \$20.44  
 Tot Inc per Cap: \$4.50  
 Profit Margin: 22.0%

12+ METRO 1/4/SHARE		A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WJBC	63/37.3	37.0	40.3	1. WJBC	79	1. WJBC	773/62.0
2. WBNQ-F	32/18.9	16.0	23.3	2. WBNQ-F	40	2. WBNQ-F	501/36.9
3. WMLA-F	12/ 7.1	8.3	----	3. WMAQ	26	3. WMAQ	468/19.7
4. WIHN-F	11/ 6.5	3.9	3.4	4. WLS	17	4. WLS	456/28.1
WWCT-F	11/ 6.5	7.2	4.0	WGN	17	5. WMLA-F	235/18.5
6. WLS	9/ 5.3	7.2	8.5	6. WMLA-F	13	6. WGN	232/ 9.4
7. WMAQ	7/ 4.1	7.2	7.4	7. WWCT-F	12	7. WBBM	230/ 7.9
8. WKZW-F	3/ 1.8	1.7	2.3	8. WIHN-F	11	8. WWCT-F	157/13.0
WBBM	3/ 1.8	.6	1.1	9. WBBM	8	9. WKZW-F	150/ 8.2
10. WGN	2/ 1.2	1.7	---	10. WKZW-F	6	10. WIHN-F	144/14.0

12+ FM SHARE (METRO): 45.22% (71 of 157) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 37.13% (88 of 237) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC	1. WJBC
2. WJBC	2. WJBC	2. WBNQ-F	2. WBNQ-F	2. WMLA-F	2. WGN
WLS	3. WWCT-F	3. WWCT-F	3. WMLA-F	3. WIHN-F	3. WMAQ

OTHER RATED STATIONS/METRO SHARE

WRBA	1440	Normal	.6	WSWT-F	106.9	Peoria	1.2
WIRL	1290	Peoria	.6				

FORMATS

	AM	FM	TOTAL	%
MOR/AC	67 (4)		67 (4)	42.7
ROCK/AOR/CONTEMP	9 (1)	46 (3)	55 (4)	35.0
COUNTRY	7 (1)	12 (1)	19 (2)	12.1
BTFL MUSIC		13 (2)	13 (2)	8.3
NEWS/TALK	3 (1)		3 (1)	1.9
			157 (13)	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W, MOR	ABC-I, \$33.00	(Mc-Guild)
WBNQ-F, 101.5, 50 KW @ 460, ROCK (Drake-Chen)	, \$20.50	(Mc-Guild)
WIHN-F, 96.7, 3 KW @ 300, BTFL MUS (FM-100)	, \$16.00	(Roberts)
WMLA-F, 92.7, 3 KW @ 300, COUNTRY	, \$ 8.90	(Walton) (LEROY)

Other Stations - See Peoria and Chicago

NEWSPAPER

Bloomington Pantagraph	AD	51,580
------------------------	----	--------

BOSTON

Market # 6; ADI # 6  
 Revenue Rank # 9  
 Income Rank # 29  
 APR 17.8  
 SMSA Pop: 3,905,000

Revenue : \$42,764,849  
 Income : \$ 1,626,803  
 % Rev Change: +10.8  
 Stations: 34/32  
 Diaries: 1634/2390:1

National Rev: \$16,047,245  
 Nat Rev per Cap: \$4.11  
 Tot Rev per Cap: \$10.95  
 Tot Inc per Cap: \$0.42  
 Profit Margin: 3.8%

12+ METRO 1/4/SHARE	J/A 80	A/M 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHDH 510/9.8	9.5	11.1	9.7	11.1	1. WCOZ-F 731	1. WBZ 11082/23.1
2. WCOZ-F 472/9.1	7.8	4.1	4.1	5.0	2. WBZ 664	2. WCOZ-F 9318/20.9
3. WBZ 410/7.9	8.2	9.3	9.0	8.2	3. WHDH 605	3. WHDH 9111/25.7
4. WJIB-F 383/7.4	6.2	6.4	9.4	9.9	4. WJIB-F 481	4. WEEI 6788/20.2
5. WEEI 371/7.1	5.4	8.0	6.9	7.2	5. WEEI 407	5. WJIB-F 6348/16.4
6. WEEI-F 242/4.7	3.7	2.9	5.1	4.4	6. WEEI-F 326	6. WVBF-F 5544/13.7
7. WROR-F 228/4.4	4.3	4.0	3.8	3.3	7. WROR-F 305	7. WRKO 5514/12.4
WXKS-F 228/4.4	5.0	4.4	5.4	5.5	8. WBCN-F 301	8. WEEI-F 5217/13.0
9. WBCN-F 220/4.2	4.4	6.2	5.2	4.7	9. WXKS-F 289	9. WROR-F 4885/12.0
10. WVBF-F 215/4.1	5.6	5.3	5.4	5.9	10. WVBF-F 285	10. WBCN-F 4753/11.7
11. WXKS 175/3.4	3.3	2.8	1.9	---	11. WAAF-F 256	11. WXKS-F 4284/11.1
12. WRKO 139/2.7	4.0	3.6	3.8	4.6	12. WRKO 203	12. WAAF-F 4245/ 6.0
13. WSSH-F 126/2.4	2.2	1.6	2.4	3.1	13. WXKS 186	13. WSSH-F 2772/ 6.5
14. WITS 123/2.4	3.6	3.5	3.3	4.1	14. WSSH-F 170	14. WHUE-F 2382/ 5.4
15. WHUE-F 112/2.2	2.0	2.4	2.5	2.2	15. WHUE-F 165	15. WITS 2253/ 6.7

12+ FM SHARE (METRO): 53.91% (2546 of 4722) (O/N 79: 54.54%)  
 12+ FM SHARE (TSA) : 59.69% (3969 of 6649) (O/N 79: 59.15%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	192 (2)	1751 (9)	1943 (11)	41.1
MOR/AC	1113 (6)		1113 (6)	23.6
BTFM MUSIC	30 (1)	643 (4)	673 (5)	14.3
NEWS/TALK	494 (2)		494 (2)	10.5
BIG BAND/NOSTALGIA	175 (1)	18 (1)	193 (2)	4.1
RELIGION	97 (2)		97 (2)	2.1
CLASSICAL		65 (1)	65 (1)	1.4
BLACK/URBAN	56 (1)		56 (1)	1.2
UNKNOWN	19 (1)	27 (1)	46 (2)	1.0
COUNTRY		42 (1)	42 (1)	0.9
			4722 (33)	

BOSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WCOZ-F	1. WBZ	1. WCOZ-F	WBOS-F	92.9 .8
2. WBZ	2. WHDH	2. WHDH	WBZ-F	106.7 .5
3. WHDH	3. WCOZ-F	3. WEEI	WCAP	980 Lowell .7
4. WJIB-F	4. WEEI	4. WJIB-F	WCAS	740 Cambridge 1.0
5. WEEI	5. WJIB-F	5. WROR-F	WCGY-F	93.7 Lawrence .6
6. WEEI-F	6. WRKO	6. WXKS-F	WCRB-F	102.5 1.3
7. WROR-F	7. WVBF-F	7. WVBF-F	WDLW	1330 .4
WBCN-F	8. WEEI-F	8. WBZ	WESX	1230 Salem .6
9. WVBF-F	9. WROR-F	9. WBCN-F	WEZE	1260 .6
10. WXKS-F	10. WBCN-F	10. WHUE-F	WHUE	1150 .6
11. WAAF-F	11. WAAF-F		WILD	1090 1.1
12. WRKO	12. WXKS-F		WJDA	1300 2.1
13. WXKS	13. WSSH-F		WLLH	1400 Lowell .3
14. WSSH-F	14. WHUE-F		WROL	950 1.3
15. WSRS-F	WITS		WAAF-F	107.3 Worcester 1.4
			WOKQ-F	97.5 Dover, NH .8
			WPLM-F	99.1 Plymouth .3
			WSRS-F	96.1 Worcester .4

ADI FM SHARE: 58.88% (4026 of 6838) (O/N 79: 60.00%)

AM STATIONS

WBZ, 1030, 50 KW	, MOR	ABC-E, \$157.50	(RAR)	Westinghouse
WEEI, 590, 5 KW (DA-1)	, NEWS	CBS, \$100.00	(CBS Spot)	CBS
WHDH, 850, 50 KW (DA-2)	, MOR	, \$226.88	(Blair)	John Blair
WITS, 1510, 50 KW/5 KW (DA-1)	, TALK	NBC, \$ 58.75	(Katz)	Mariner
WRKO, 680, 50 KW (DA-2)	, CONTEMP	RKO, ABC-C, \$148.13	(RKO)	RKO
WXKS, 1430, 5 KW (DAYS)	, NOSTALGIA (Al Ham)	, \$ 46.67	(MMR)	Heftel

FM STATIONS

WBCN-F, 104.1, 50 KW @ 742, AOR	, \$203.12	(Torbet)	Infinity
WCOZ-F, 94.5, 7 KW @ 1140, AOR	, \$132.50	(Blair)	John Blair
WEEI-F, 103.3, 12 KW @ 890, SOFT ROCK	, \$115.63	(CBS FM)	CBS
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Bonne)	, \$ 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	, \$147.50	(RKO)	RKO
WSSH-F, 99.5, 40 KW @ 550, BTFL MUS (FM-100)	, \$ 32.80	(Selcom)	
WVBF-F, 105.7, 11 KW @ 954, ROCK	, \$111.25	(Mc-Guild)	Fairbanks
WXKS-F, 107.9, 21 KW @ 710, CONTEMP/URBAN (Burk-Abr)	, \$122.50	(MMR)	Heftel

WSRS, WAAF - See Worcester

TV STATIONS

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

NEWSPAPERS

Boston Globe	AD	447,618, Affiliated
Boston Herald American	M	240,703, Hearst



BRIDGEPORT

Market # 95 (48 on county basis)  
 Revenue Rank # 124  
 Income Rank # 133  
 APR 17.0  
 SMSA Pop: 411,200 (811,900 on county basis)

Revenue : \$3,597,841  
 Income : \$ 175,299  
 % Rev Gain: +25.8  
 Stations: 27/5

National Rev: \$699,799  
 Nat Rev per Cap: \$1.70  
 Tot Rev per Cap: \$8.75  
 Tot Inc per Cap: \$.43  
 Profit Margin: +4.9%  
 Diaries: 612/672:1

<u>12+ METRO 1/4/SHARE</u>				<u>SPG 80</u>		<u>A/M 79</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1.	WICC	89/14.8	15.1	16.7	1.	WEZN-F	136	1.	WICC	2008/41.0	
	WEZN-F	89/14.8	16.2	13.7	2.	WICC	97	2.	WEZN-F	1753/28.3	
3.	WKCI-F	44/ 7.3	3.6	3.0	3.	WNBC	82	3.	WNBC	1700/24.7	
	WNBC	44/ 7.3	9.2	7.9	4.	WCBS	81	4.	WCBS	1538/15.7	
5.	WNAB	43/ 7.2	8.3	8.6	5.	WKCI-F	47	5.	WRKI-F	804/ 9.4	
6.	WPLR-F	42/ 7.0	6.2	7.2	6.	WPLR-F	46	6.	WINS	727/ 6.2	
7.	WCBS	34/ 5.7	5.3	4.1	7.	WNAB	44		WPLR-F	727/14.8	
8.	WDJZ	25/ 4.2	7.1	6.4	8.	WRKI-F	40	8.	WKCI-F	694/16.6	
9.	WBLS-F	13/ 2.2	1.9	1.0	9.	WOR	36	9.	WNAB	669/18.8	
10.	WMCA	12/ 2.0	.8	1.6	10.	WINS	25	10.	WABC	658/ 4.1	

12+ FM SHARE (METRO): 45.44% (249 of 548) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 48.26% (431 of 893) (O/N 79: 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. WNBC	1. WPLR-F	1. WICC	1. WICC	1. WEZN-F	1. WICC
2. WPLR-F	2. WICC	2. WEZN-F	2. WEZN-F	2. WICC	2. WNBC
3. WKCI-F	3. WKCI-F	3. WKCI-F	3. WNBC	3. WNAB	3. WCBS
4. WRKI-F	4. WEZN-F	4. WPLR-F	4. WKCI-F	4. WCBS	4. WEZN-F

OTHER RATED STATIONS/METRO SHARE

WABC	770	New York	.7	WLYQ-F	95.9	Norwalk	.5
WADS	690	Ansonia	1.3	WMMM	1260	Westport	.3
WAVZ	1300	New Haven	1.5	WOR	710	New York	1.7
WBLI-F	106.1	Long Island	1.3	WPLJ-F	95.5	New York	1.0
WDJF-F	107.9	Westport	1.5	WRFM-F	105.1	New York	.5
WELI	960	New Haven	1.8	WRKI-F	95.1	Brookfield	1.8
WHN	1050	New York	1.0	WWYZ-F	92.5	Waterbury	1.3
WINS	1010	New York	1.3	WXLO-F	98.7	New York	.7
WKTU-F	92.3	New York	1.5				

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	148 (2)	131 (8)	179 (10)	32.7
MOR/AC	145 (4)		145 (4)	26.5
BTFM MUSIC	2 (1)	92 (2)	94 (3)	17.2
NEWS/TALK	64 (4)		64 (4)	11.7
BIG BAND/NOSTALGIA	34 (2)		34 (2)	6.2
BLACK/URBAN		26 (3)	26 (3)	4.7
COUNTRY	6 (1)		6 (1)	1.1
			548 (27)	

RADIO STATIONS

WDJZ, 1530, 5 KW (DAYS,DA)	, MOR/NOSTALGIA	ABC-E, \$17.50	(Lotus)	
WICC, 600, 1 KW/500 W (DA-1), AC/MOR		, \$32.00	(Roslin)	WGN Cont
WNAB, 1450, 1 KW/250 W	, MOR	ABC-I, \$29.50	(P/W)	
WEZN-F, 99.9, 25 KW @ 680, BTFM MUS (TM)		, \$56.00	(Katz)	Park City
WRKI-F, 95.1, 50 KW @ 500, ROCK		, \$30.00	(Roslin)	(DANBURY)

Other Stations - See New York, Hartford, New Haven

NEWSPAPER

Bridgeport Post Telegram ME 90,701

BUFFALO

Market # 30; ADI # 29  
 Revenue Rank # 29  
 Income Rank # 20  
 APR 16.3  
 SMSA Pop: 1,291,300

Revenue : \$15,669,347  
 Income : \$ 2,322,842  
 % Rev Change: +11.3  
 Stations: 22/21  
 Diaries: 1358/951:1

National Rev: \$4,299,816  
 Nat Rev per Cap: \$3.33  
 Tot Rev per Cap: \$12.13  
 Tot Inc per Cap: \$1.80  
 Profit Margin: 14.8%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBEN	246/14.3	12.2	14.3	13.3	13.9	1. WJYE-F 266	1. WBEN	4687/40.1
2. WJYE-F	241/14.0	13.3	15.6	14.9	13.8	2. WBEN 264	2. WKBW	3911/29.8
3. WKBW	174/10.1	9.2	10.9	14.0	12.8	3. WBEN-F 230	3. WBEN-F	3861/24.2
4. WGR	163/ 9.5	9.0	11.0	10.5	10.2	4. WKBW 205	4. WGR	3655/26.2
5. WBEN-F	135/ 7.8	9.1	7.7	8.3	7.6	5. WGR 203	5. WJYE-F	3037/24.8
6. WGRQ-F	104/ 6.0	6.7	3.6	5.4	5.1	6. WGRQ-F 126	6. WGRQ-F	1751/13.4
7. WBLK-F	101/ 5.9	5.4	5.6	3.8	3.2	7. WBLK-F 101	7. WPHD-F	1300/11.2
8. WPHD-F	70/ 4.1	5.0	4.0	3.4	4.0	8. WPHD-F 73	8. WBLK-F	1195/11.1
9. WADV-F	60/ 3.5	5.0	3.6	4.3	5.5	9. WWOL 68	9. WWOL	820/ 5.9
10. WWOL	48/ 2.8	2.5	3.0	2.7	2.1	10. WADV-F 62	10. WYSL	811/ 7.6
11. WYSL	45/ 2.6	2.2	1.6	.9	2.0	11. WYSL 45	11. WFXZ-F	791/ 7.0
12. WACJ-F	31/ 1.8	1.8	1.3	1.9	---	12. WFXZ-F 31	12. WADV-F	700/ 6.4

12+ FM SHARE (METRO): 52.25% (824 of 1577) (O/N 79: 49.84%)  
 12+ FM SHARE (TSA): 53.23% (981 of 1843) (O/N 79: 46.62%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	174 (1)	374 (7)	548 (8)	34.7
MOR/AC	496 (6)	31 (1)	527 (7)	33.4
BTFL MUSIC		301 (2)	301 (2)	19.1
BLACK/URBAN	20 (1)	101 (1)	121 (2)	7.7
COUNTRY	63 (2)		63 (2)	4.0
UNKNOWN		17 (1)	17 (1)	1.1
			1577 (22)	

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. WBEN	1. WBEN	WDCX-F	99.5 1.0
2. WBEN	2. WKBW	2. WJYE-F	WFXZ-F	92.9 1.6
3. WBEN-F	3. WBEN-F	3. WBLK-F	WHLD	1270 Niagara Falls.6
4. WGR	4. WGR	4. WGR	WJLJ	1440 Niagara Falls 1.1
WKBW	5. WJYE-F	5. WKBW	WLVL	1340 Lockport .7
6. WGRQ-F	6. WGRQ-F	6. WBEN-F	WUFO	1080 Amherst 1.2
7. WBLK-F	7. WPHD-F	7. WGRQ-F	WXRL	1300 Lancaster .9
8. WPHD-F	8. WBLK-F	8. WWOL	WZIR-F	98.5 Niagara Falls 1.3
9. WWOL	9. WWOL	9. WADV-F	CHUM-F	104.5 Toronto .5
10. WADV-F	10. WYSL	10. WPHD-F	CILQ-F	107.1 Toronto .3
11. WYSL	11. WFXZ-F			
12. WJTN	12. WADV-F			
13. WFXZ-F	13. WACJ-F			
WACJ-F	14. WJTN			
15. WBTA	15. WDCX-F			

ADI FM SHARE: 51.47% (1067 of 2073) (O/N 79: 49.79%)

AM STATIONS

WBEN, 930, 5 KW (DA-N), AC/MOR	NBC, \$ 86.74 (Eastman)	
WGR, 550, 5 KW (DA-N), MOR	ABC-E, \$123.75 (Katz)	Taft
WKBW, 1520, 50 KW (DA-1), CONTEMP	, \$ 68.50 (Blair)	Cap Cities
WWOL, 1120, 1 KW (DAYS), COUNTRY	ABC-I, \$ 16.25 (-----)	Associated
WYSL, 1400, 1 KW/250 W, MOR	CBS, \$ 25.00 (Masla)	
WJTN, 1240, 500 W/250 W, MOR	ABC-E, \$ 13.50 (Masla)	Goldman (JAMESTOWN)
WBTA, 1490, 500 W/250 W, MOR	, \$ 9.00 (MKT 4)	(BATAVIA)

FM STATIONS

WACJ-F, 104.1, 50 KW @ 225, OLDIES	MBS, \$ 16.25 (-----)	Associated
WADV-F, 106.5, 30 KW @ 400, BTFL MUS	, \$ 22.00 (Savalli)	
WBEN-F, 102.5, 110 KW @ 1800, ROCK (TM)	, \$ 59.25 (Eastman)	
WBLK-F, 93.7, 50 KW @ 380, BLACK	NBN, \$ 25.00 (PRO)	
WDCX-F, 99.5, 110 KW @ ??, ? ? ?	, \$ 12.00 (-----)	Crawford
WFXZ-F, 92.9, 91 KW @ 630, SOFT ROCK	RKO,ABC-F, \$ 30.63 (Selcom)	Liggett
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abr)	, \$ 57.50 (Katz)	Taft
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS (Schulke)	, \$ 84.75 (Torbet)	McCormick
WPHD-F, 103.3, 49 KW @ 423, AOR	ABC-C, \$ 45.00 (Masla)	

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	126,197
Buffalo News	E	269,474
Niagara Falls Gazette	E	30,247, Gannett

CANTON

Market # 96  
 Revenue Rank # 100  
 Income Rank # 53  
 APR 16.4  
 SMSA Pop: 405,600

Revenue : \$4,710,593  
 Income : \$ 780,345  
 % Rev Change: +5.0  
 Stations: 26/10  
 Diaries: 606/669:1

National Rev: \$948,592  
 Nat Rev per Cap: \$2.34  
 Tot Rev per Cap: \$11.61  
 Tot Inc per Cap: \$1.92  
 Profit Margin: 16.6%

12+ METRO	1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHBC	116/20.9	19.6	23.0	1. WHBC	118	1. WHBC 1578/44.6
2. WHBC-F	56/10.1	12.7	7.8	2. WMMS-F	62	2. WOOS-F 767/19.8
3. WMMS-F	53/ 9.5	9.2	7.2	3. WHBC-F	57	3. WGAR 746/19.9
4. WOOS-F	50/ 9.0	9.0	9.9	4. WOOS-F	55	4. WHBC-F 677/18.0
5. WGAR	36/ 6.5	5.1	7.8	5. WDJQ-F	41	5. WMMS-F 660/14.9
6. WDJQ-F	31/ 5.6	4.4	2.7	6. WGAR	38	6. WDJQ-F 595/12.5
7. WQXK-F	26/ 4.7	2.6	---	7. WNYN	31	7. WSLR 507/11.8
8. WNYN	22/ 4.0	2.2	2.7	8. WQIO	27	8. WHLO 505/10.5
9. WSLR	16/ 2.9	5.0	3.9	9. WQXK-F	26	9. WQIO 409/ 6.3
10. WQIO	13/ 2.3	2.9	3.5	10. WSLR	23	10. WWWE 384/ 5.5

12+ FM SHARE (METRO): 51.47% (263 of 511) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 50.56% (315 of 623) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOOS-F	1. WMMS-F	1. WMMS-F	1. WHBC	1. WHBC	1. WHBC
WMMS-F	2. WOOS-F	2. WHBC	2. WHBC-F	2. WHBC-F	2. WMMS-F
3. WDJQ-F	3. WGAR	3. WOOS-F	3. WGAR		3. WHBC-F

OTHER RATED STATIONS/METRO SHARE

WFAH	1310	Alliance	1.6	WELA-F	104.3	E. Liverpool	.9
WINW	1520		.9	WGCL-F	98.5	Cleveland	2.0
WTIG	990	Massillion	1.8	WHLO	640	Akron	1.8
WTOF-F	98.1		.5	WQAL-F	104.1	Cleveland	.5
WAEZ-F	97.5	Akron	1.1	WWVA	1170	Wheeling	.9
WAKR	1590	Akron	.5	WWWE	1100	Cleveland	.5
WDBN-F	94.9	Medina	1.1	WWW-M-F	105.7	Cleveland	.7
WDMT-F	107.9	Cleveland	1.3	WZZP-F	106.5	Cleveland	.4

FORMATS

	AM	FM	TOTAL	%
MOR/AC	177 (6)		177 (6)	34.6
ROCK/AOR/CONTEMP	13 (1)	151 (6)	164 (7)	32.1
COUNTRY	43 (3)	31 (2)	74 (5)	14.5
BTFL MUSIC		71 (4)	71 (4)	13.9
NEWS/TALK	10 (1)		10 (1)	2.0
BLACK		7 (1)	7 (1)	1.4
BIG BAND	5 (1)		5 (1)	1.0
RELIGION		3 (1)	3 (1)	0.6
			511 (26)	

RADIO STATIONS

WHBC, 1480, 5 KW (DA-N) , MOR ABC-E, \$36.00 (Torbet)  
 WNYN, 900, 500 W (DAYS) , COUNTRY , \$10.40 (Savalli)  
 WQIO, 1060, 5 KW (DAYS,DA), CONTEMP , \$14.00 (P/W)  
 WDJQ-F, 92.5, 27 KW @ 140, ROCK , \$ 7.00 (-----) (ALLIANCE)  
 WHBC-F, 94.1, 17 KW @ 361, BTFL MUS , \$17.13 (Torbet)  
 WOOS-F, 106.9, 28 KW @ 341, ROCK (Century 21) , \$16.50 (Howard)

FOR OTHER STATIONS SEE AKRON OR CLEVELAND

TV STATIONS WJAN Canton 17 IND

NEWSPAPER Canton Repository E 65,048, Thomson

CHARLESTON, SC

Market # 99  
 Revenue Rank # 102  
 Income Rank # 151  
 APR 14.6  
 SMSA Pop: 395,500

Revenue : \$4,566,737  
 Income : \$ 92,293  
 % Rev Gain: +7.5  
 Stations: 15/16  
 Diaries: 466/849:1

National Rev: \$650,199  
 Nat Rev per Cap: \$1.64  
 Tot Rev per Cap: \$11.55  
 Tot Inc per Cap: \$.24  
 Profit Margin: 2.0%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WXTC-F 71/15.4	13.1	13.8	1. WDWQ-F 109	1. WDWQ-F 1099/17.2
2. WPXI-F 51/11.1	8.2	10.4	2. WXTC-F 88	2. WPXI-F 970/22.8
3. WEZL-F 49/10.7	10.0	5.5	3. WPXI-F 71	3. WXTC-F 903/22.0
4. WPAL 45/ 9.8	10.2	11.8	4. WWDM-F 63	4. WCSC 876/25.9
5. WCSC 41/ 8.9	10.0	13.4	5. WEZL-F 50	5. WTMA 683/21.3
6. WDWQ-F 35/ 7.6	9.0	5.3	6. WPAL 47	6. WKTM-F 681/21.3
7. WKTM-F 30/ 6.5	8.2	12.8	7. WCSC 42	7. WEZL-F 596/18.1
8. WTMA 27/ 5.9	8.8	10.0	8. WQIZ 35	8. WPAL 550/16.1
9. WQIZ 26/ 5.7	3.5	.4	9. WKTM-F 31	9. WWDM-F 495/ 3.6
10. WNCG 22/ 4.8	1.4	1.4	10. WTMA 27	10. WQIZ 282/ 5.1

12+ FM SHARE (METRO): 57.41% (248 of 432) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 68.08% (418 of 614) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPAL	1. WPXI-F	1. WXTC-F	1. WXTC-F	1. WXTC-F	1. WDWQ-F
2. WDWQ-F	2. WPAL	2. WPXI-F	2. WEZL-F	2. WEZL-F	2. WXTC-F
3. WPXI-F	WXTC-F	3. WCSC	3. WCSC	3. WCSC	3. WCSC
WKTM-F	4. WKTM-F	4. WPAL	4. WPXI-F	4. WPXI-F	4. WEZL-F

OTHER RATED STATIONS/METRO SHARE

WBER 950	Moncks Corner	1.1	WWWZ-F 93.5	Summerville	1.1
WOKE 1340		1.7	WWDM-F 101.3	Sumter	1.5
WQSN 1450		2.2			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	49 (2)	70 (3)	119 (5)	27.5
BLACK	45 (1)	58 (2)	103 (3)	23.8
BTFL MUSIC		71 (1)	71 (1)	16.4
COUNTRY	5 (1)	49 (1)	54 (2)	12.5
MOR/AC	49 (2)		49 (2)	11.3
RELIGION/GOSPEL	26 (1)		26 (1)	6.0
BIG BAND	10 (1)		10 (1)	2.3
			432 (15)	

RADIO STATIONS

WCSC, 1390, 5 KW (DA-N)	, AC/CONTEMP	RKO, \$33.00	(Mc-Guild)
WNCG, 910, 500 W (DAYS)	, CONTEMP	ABC-I, \$16.00	(Torbet)
WPAL, 730, 1 KW (DAYS)	, BLACK	NBN, \$24.00	(Howard)
WQIZ, 810, 5 KW (DAYS)	, RELIGION	SBN, \$ 8.00	(Selcom)
WTMA, 1250, 5 KW/1 KW (DA-N)	, CONTEMP	MBS, \$23.50	(Eastman) Scconnix
WDWQ-F, 107.5, 100 KW @ 585,	ROCK	, \$13.00	(Selcom)
WEZL-F, 103.5, 25 KW @ 280,	COUNTRY	NBC, \$26.00	(Masla)
WKTM-F, 102.5, 50 KW @ 220,	ROCK	ABC-C, \$23.63	(Torbet)
WPXI-F, 95.1, 100 KW @ 432,	BLACK	, \$23.50	(Eastman) Scconnix
WXTC-F, 96.9, 100 KW @ 782,	BTFL MUS (TM)	, \$33.00	(Mc-Guild)
WWDM-F, 101.3, 100 KW @ 629,	BLACK	SBN, \$20.00	(Howard) (SUMTER)

TV STATIONS

WCBD	Charleston	2	ABC, State
WCIV	Charleston	4	NBC, Evening Star
WCSC	Charleston	5	CBS

NEWSPAPERS

Charleston Post	E	37,452	Aiken Standard	E	12,599
Charleston News and Courier	M	68,330			

CHARLOTTE

Market # 67; ADI # 35  
 Revenue Rank # 35  
 Income Rank # 24  
 APR 15.0  
 SMSA Pop: 615,500

Revenue : \$13,386,258  
 Income : \$ 1,954,178  
 % Rev Gain: +14.3  
 Stations: 20/21  
 Diaries: 789/780:1

National Rev: \$3,529,098  
 Nat Rev per Cap: \$5.73  
 Tot Rev per Cap: \$21.75  
 Tot Inc per Cap: \$3.17  
 Profit Margin: 14.6%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBT 122/15.9	15.6	17.2	17.7	17.7	1. WSOC-F 319	1. WBT 3940/33.7
2. WSOC-F 97/12.6	10.9	12.6	14.4	9.8	2. WBT 259	2. WSOC-F 3599/18.7
3. WROQ-F 81/10.5	9.2	11.1	6.9	7.3	3. WROQ-F 190	3. WROQ-F 2930/18.8
4. WEZC-F 76/ 9.9	8.8	6.8	10.2	14.2	4. WEZC-F 172	4. WBCY-F 2262/19.4
5. WBCY-F 67/ 8.7	6.9	7.2	8.2	7.4	5. WBCY-F 148	5. WAYS 2064/23.3
6. WAYS 65/ 8.5	9.7	10.4	11.1	11.9	6. WPEG-F 101	6. WEZC-F 1872/15.5
7. WPEG-F 56/ 7.3	6.3	4.9	5.3	.8	7. WAYS 92	7. WPEG-F 1159/14.0
8. WGIV 34/ 4.4	6.4	5.4	5.5	6.8	8. WZXI-F 47	8. WSOC 1074/13.5
9. WSOC 29/ 3.8	6.1	4.7	3.5	5.2	9. WSOC 37	9. WGIV 683/13.0
10. WZXI-F 23/ 3.0	2.9	2.6	1.0	1.7	10. WGIV 34	10. WXIK-F 636/ 2.1

12+ FM SHARE (METRO): 55.33% (405 of 732) (O/N 79: 49.47%)  
 12+ FM SHARE (TSA) : 66.53% (1002 of 1506) (O/N 79: 61.55%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	70 (2)	176 (4)	246 (6)	33.6
MOR/AC	152 (5)		152 (5)	20.8
COUNTRY	22 (2)	97 (1)	119 (3)	16.3
BLACK	34 (1)	56 (1)	90 (2)	12.3
BTFL MUSIC		76 (1)	76 (1)	10.4
NEWS/TALK	29 (1)		29 (1)	4.0
RELIGION	20 (2)		20 (2)	2.7
			732 (20)	

CHARLOTTE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WSOC-F	1. WBT	1. WBT	WAAK	960	Dallas	.7
2. WBT	2. WSOC-F	2. WSOC-F	WAME	1480		2.2
3. WROQ-F	3. WROQ-F	3. WGIV	WGAS	1420	Gastonia	1.6
4. WROQ-F	4. WBCY-F	4. WAYS	WGNC	1450	Gastonia	1.2
5. WBCY-F	5. WAYS	5. WPEG-F	WHVN	1310		.4
6. WPEG-F	6. WEZC-F	6. WEZC-F	WIST	1240		.7
7. WAYS	7. WPEG-F	7. WROQ-F	WIXE	1190	Monroe	2.0
8. WPDZ-F	8. WSOC	8. WSOC	WLTC	1370	Gastonia	.9
9. WXRC-F	9. WXRC-F	9. WBCY-F	WMAP	1060	Monroe	.5
10. WZXI-F	10. WZXI-F		WXIK-F	96.1	Shelby	.7
11. WHKY-F	11. WGIV					
12. WSOC	12. WHKY-F					
13. WGIV	13. WXIK-F					
14. WRKB	14. WHKY					
15. WFMX-F	15. WRKB-F					

ADI FM SHARE: 61.46% (1220 of 1985) (O/N 79: 63.49%)

AM STATIONS

WAYS, 610, 5 KW/1 KW (DA-2), ROCK			\$ 80.50	(Eastman)	
WBT, 1110, 50 KW (DA-N), AC/CONTEMP	ABC-E,	\$140.00	(Blair)	Jeff-Pilot	
WGIV, 1600, 1 KW/500 W (DA-N), BLACK	SBN,	\$ 23.75	(Selcom)	BENI	
WSOC, 930, 5 KW/1 KW (DA-N), NEWS	NBC,MBS,	\$ 34.50	(Christal)	Cox	
WHKY, 1290, 5 KW/1 KW (DA-N), CONTEMP	ABC-E,	\$ 5.00	(-----)	(HICKORY)	
WRKB, 1460, 500 W (DAYS), RELIGION		\$ 4.50	(-----)	(KANNAPOLIS)	

FM STATIONS

WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr)	RKO,	\$ 80.50	(Eastman)		
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	
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM)	MBS,	\$ 67.00	(Christal)	Cox	
WZXI-F, 101.9, 43 KW @ 870, SOFT ROCK	ABC-E,	\$ 12.50	(Carolina)	(GASTONIA)	
WPEG-F, 97.9, 20 KW @ 390, BLACK (Drake-Chen)		\$ 23.50	(HR/Stone)	(CONCORD)	
WXIK-F, 96.1, 100 KW @ 286, CONTEMP		\$ 6.00	(Southern)	(SHELBY)	
WPDZ-F, 103.1, 3 KW @ ????, ? ? ?	ABC-F,	\$ ? ?		(CHERAW)	
WXRC-F, 95.7, 27 KW @ 350, ROCK		\$ 14.12	(Southern)	(HICKORY)	
WHKY-F, 102.9, 15 KW @ 325, RELIGION		\$ 6.00	(-----)	(HICKORY)	
WFMX-F, 105.7, 100 KW @ 350, COUNTRY		\$ 5.00	(Southern)	(STATESVILLE)	
WRKB-F, 99.7, 10 KW @ 320, COUNTRY		\$ 4.50	(-----)	(KANNAPOLIS)	

TV STATIONS

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

NEWSPAPERS

Charlotte Observer	M	169,400, Knight-Ridder
Charlotte News	E	51,809, Knight-Ridder
Gastonia Gazette	E	34,333, Freedom

CHATTANOOGA

Market # 95  
 Revenue Rank # 108  
 Income Rank # 198  
 APR 16.1  
 SMSA Pop: 408,000

Revenue: \$4,355,820  
 Income : \$ -80,505  
 % Rev Gain: -6.4  
 Stations: 16/14  
 Diaries: 453/901:1

National Rev: \$619,466  
 Nat Rev per Cap: \$1.52  
 Tot Rev per Cap: \$10.68  
 Tot Inc per Cap: \$-.20  
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDEF	91/16.8	14.6	14.3	18.7	13.4	1. WSKZ-F 1673/26.1
2. WSKZ-F	80/14.8	15.1	17.8	12.4	9.9	2. WDEF-F 1196/24.0
3. WFLI	67/12.4	4.5	5.1	8.3	10.2	3. WFLI 1173/25.8
4. WDEF-F	62/11.4	12.5	14.9	7.9	12.5	4. WDEF 927/25.7
5. WJTT-F	52/ 9.6	.9	1.1	.6	.4	5. WDOD 903/24.7
6. WDOD	50/ 9.2	13.5	8.2	9.8	10.2	6. WGOW 732/17.2
7. WGOW	23/ 4.2	5.6	6.7	6.1	7.1	7. WJTT-F 465/12.3
8. WNOO	15/ 2.8	11.2	8.0	6.9	7.3	8. WDOD-F 455/ 7.0
9. WMOC	13/ 2.4	2.4	1.6	3.3	.9	9. WNOO 256/ 7.6
10. WKXC-F	9/ 1.7	.9	2.2	1.4	1.7	10. WDXB 230/ 6.6

12+ FM SHARE (METRO): 42.65% (209 of 490) (O/N 79: 44.28%)  
 12+ FM SHARE (TSA) : 49.34% (299 of 606) (O/N 79: 54.60%)

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

OTHER RATED STATIONS/METRO SHARE

WDOD-F	96.5	.6	WLFA	1590	Lafayette	.7
WDXB	1490	1.5	WOWE-F	105.5	Rossville	.6
WEPG	910	S. Pittsburg	WRIP	980	Rossville	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	90 (2)	89 (2)	179 (4)	36.5
MOR/AC	91 (1)		91 (1)	18.6
BLACK	15 (1)	52 (1)	67 (2)	13.7
COUNTRY	62 (3)	3 (1)	65 (4)	13.3
BTFL MUS		65 (2)	65 (2)	13.3
RELIGION	19 (2)		19 (2)	3.9
UNKNOWN	4 (1)		4 (1)	0.8
				490 (16)

RADIO STATIONS

WDEF, 1270, 5 KW (DA-N), MOR	CBS, \$37.25 (Eastman)	Park
WDOD, 1310, 5 KW (DA-N), COUNTRY	ABC-E, \$22.50 (Torbet)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2), CONTEMP	ABC-C, \$47.00 (Mc-Guild)	
WGOW, 1150, 5 KW/1 KW (DA-N), CONTEMP	, \$25.31 (Katz)	
WMOC, 1450, 1 KW/250 W, RELIGION	, \$ 7.00 (-----)	
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
WJTT-F, 94.3, 3 KW @ ? ?, BLACK (?)	, \$ ? ? (Mc-Guild)	
WKXC-F, 102.3, 3 KW @ 485, CONTEMP	, \$10.00 (Selcom)	(SODDY-DAISY)
WSKZ-F, 106.5, 100 KW @ 1076, ROCK	, \$36.56 (Katz)	

TV STATIONS

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

NEWSPAPERS		E	M
Chattanooga News-Free Press		62,451	
Chattanooga Times			50,346



CHICAGO

Market # 3; ADI # 3  
 Revenue Rank # 3  
 Income Rank # 6  
 APR 16.4  
 SMSA Pop: 7,059,200

Revenue : \$95,126,212  
 Income : \$ 7,220,660  
 % Rev Gain: +8.6  
 Stations: 31/64  
 Diaries: 3420/2064:1

National Rev: \$28,788,669  
 Nat Rev per Cap: \$4.08  
 Tot Rev per Cap: \$13.48  
 Tot Inc per Cap: \$1.02  
 Profit Margin: 7.6%

12+ METRO	1/4/SHARE	SUM 80	SPG 80	A/M 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WGN	992/9.7	12.0	10.9	9.6	10.5	1. WGN	1236	1. WLS 22649/20.1
2. WLOO-F	712/6.9	6.0	6.7	7.8	8.2	2. WMAQ	1039	2. WGN 18813/22.2
3. WGCI-F	614/6.0	4.1	3.5	3.5	2.7	3. WLS	986	3. WMAQ 18575/13.9
4. WBBM	591/5.8	6.6	6.5	7.0	6.1	4. WBBM	763	4. WBBM 16171/19.1
5. WLS	587/5.7	5.7	6.4	5.3	6.2	5. WLOO-F	722	5. WLUP-F 8230/11.9
6. WMAQ	502/4.9	4.7	4.9	5.4	4.5	6. WGCI-F	615	6. WLOO-F 7587/11.7
7. WIND	477/4.6	4.1	4.6	5.3	4.3	7. WLAK-F	498	7. WLAK-F 7101/10.6
8. WLAK-F	476/4.6	5.0	4.6	4.7	5.6	8. WIND	494	8. WKQX-F 6972/10.8
9. WLUP-F	392/3.8	4.7	4.0	4.4	4.9	9. WLUP-F	436	9. WIND 6739/10.1
10. WMET-F	361/3.5	3.2	2.1	2.3	2.2	10. WMET-F	373	10. WGCI-F 6608/10.5
11. WJEZ-F	343/3.3	2.3	3.1	1.8	2.5	11. WJEZ-F	366	11. WMET-F 6115/ 9.3
12. WCLR-F	342/3.3	3.1	2.8	2.7	3.1	12. WCLR-F	351	12. WEFM-F 6097/ 9.1
13. WKQX-F	329/3.2	2.9	3.2	3.1	2.7	13. WBMX-F	342	13. WBBM-F 6056/ 8.5
14. WFYR-F	317/3.1	3.4	3.3	2.7	2.9	14. WKQX-F	339	14. WCLR-F 5507/ 8.4
15. WBMX-F	293/2.9	3.6	3.4	4.0	4.2	15. WFYR-F	324	15. WBMX-F 5485/ 8.3
16. WEFM-F	274/2.7	1.8	2.8	2.6	2.2	16. WEFM-F	280	16. WJEZ-F 5013/ 7.6
17. WBBM-F	252/2.5	2.4	2.3	2.2	2.1	17. WBBM-F	263	17. WFYR-F 4928/ 7.6
18. WJPC	239/2.3	1.9	1.6	1.7	2.1	18. WJPC	247	18. WJPC 4291/ 6.6
19. WFMT-F	182/1.8	1.6	2.0	1.7	2.0	19. WFMT-F	201	19. WLS-F 4289/ 6.4
20. WXRT-F	173/1.7	1.3	1.5	1.8	1.8	20. WXRT-F	183	20. WVON 3602/ 5.8

12+ FM SHARE (METRO): 57.27% (5432 of 9485) (O/N 79: 55.14%)  
 12+ FM SHARE (TSA) : 50.76% (5676 of 11184) (O/N 79: 48.49%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	587 (1)	1727 (7)	2314 (8)	24.4
MOR/AC	1198 (4)	971 (4)	2169 (8)	22.9
BTFL MUSIC	133 (1)	1188 (2)	1321 (3)	13.9
BLACK/URBAN	401 (2)	907 (2)	1308 (4)	13.8
NEWS/TALK	1068 (2)		1068 (2)	11.3
COUNTRY	614 (2)	343 (1)	957 (3)	10.1
CLASSICAL		182 (1)	182 (1)	1.9
SPANISH	52 (1)	114 (1)	166 (2)	1.8
			9485 (30)	

CHICAGO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS /METRO SHARE	
1. WGN	1. WGN	1. WGN	WAIT 820	1.3
2. WLOO-F	2. WLS	2. WGCI-F	WCFL 1000	.7
3. WLS	3. WBBM	3. WLS	WJJD 1160	1.1
4. WBBM	4. WMAQ	4. WBBM	WJOB 1230	Hammond .5
5. WGCI-F	5. WLUP-F	5. WMAQ	WKRS 1220	Waukegan .9
6. WMAQ	6. WLOO-F	6. WIND	WLS-F 94.7	1.2
7. WLAK-F	7. WLAK-F	7. WLOO-F	WOJO-F 105.1	Evanston 1.1
8. WIND	8. WKQX-F	8. WLAK-F	WOPA 1490	Oak Park .5
9. WLUP-F	9. WGCI-F	9. WOJO-F	WXFM-F 105.9	Wlmwood Park .5
10. WMET-F	10. WIND	10. WJEZ-F	WYEN-F 106.7	Des Plaines .8
11. WCLR-F	11. WMET			
12. WJEZ-F	12. WEFM-F			
13. WKQX-F	13. WBBM-F			
14. WFYR-F	14. WCLR-F			
15. WBMX-F	15. WBMX-F			

ADI FM SHARE: 55.34% (5615 of 10147) (O/N 79: 53.62%)

AM STATIONS

WAIT, 820, 5 KW (DAYS)	, BTFL/MOR (FM-100)	, \$ 66.67	(Mc-Guild)	Century
WJJD, 1160, 50 KW (DA,DAYS)	, COUNTRY	ABC-I, \$ 69.59	(MMR)	Plough
WGN, 720, 50 KW	, MOR/TALK	, \$188.00	(Buckley)	WGN Cont
WIND, 560, 5 KW (DA-2)	, TALK/NEWS	ABC-E, \$100.00	(RAR)	Westinghouse
WJPC, 950, 1 KW/5 KW	, BLACK	NBN, \$ 92.67	(-----)	
WLS, 890, 50 KW	, ROCK	ABC-C, \$237.50	(Blair)	ABC
WMAQ, 670, 50 KW	, COUNTRY	NBC, \$190.00	(Eastman)	NBC
WVON, 1390, 5 KW (DA-2)	, BLACK	SBN, \$ 77.00	(Selcom)	Gannett
WBBM, 780, 50 KW	, NEWS/TALK	CBS, \$218.75	(CBS Spot)	CBS

FM STATIONS

WBBM-F, 96.3, 6.2 KW @ 1174, SOFT/AC		, \$ 96.00	(CBS/FM)	CBS
WBMX-F, 102.7, 6 KW @ 1170, BLACK		, \$125.00	(Howard)	
WCLR-F, 101.9, 3 KW @ 1500, MOR/AC		, \$116.25	(Torbet)	Bonneville
WEFM-F, 99.5, 6 KW @ 1170, ROCK		, \$ 97.50	(HR/Stone)	GCC
WFMT-F, 98.7, 16 KW @ 1167, CLASSICAL		, \$ 91.25	(CMBS)	
WFYR-F, 103.5, 3 KW @ 1552, AC		RKO, \$137.50	(RKO)	RKO
WGCI-F, 107.5, 33 KW @ 600, BLACK		, \$ 80.00	(Selcom)	Gannett
WJEZ-F, 104.3, 19 KW @ 820, COUNTRY		ABC-I, \$ 69.59	(MMR)	Plough
WKQX-F, 101.1, 6 KW @ 1170, AC/CONTEMP		, \$103.12	(Eastman)	NBC
WLAK-F, 93.9, 4.6 KW @ 1530, BTFL MUS (Schulke)		, \$165.00	(Katz)	Storer
WLOO-F, 100.3, 6.2 KW @ 1167, BTFL MUS (FM-100)		, \$230.00	(Mc-Guild)	Century
WLS-F, 94.7, 6.2 KW @ 1170, ROCK		, \$ ? ?	(Blair)	ABC
WLUP-F, 97.9, 6 KW @ 1170, AOR (Burk-Abr)		, \$166.25	(Christal)	Heftel
WMET-F, 95.5, 6 KW @ 1170, AOR		, \$ 91.25	(Masla)	Metromedia
WOJO-F, 105.1, 6.2 KW @ 1174, SPANISH		, \$ 47.00	(Lotus)	
WXRT-F, 93.1, 50 KW @ 500, AOR/PROG		, \$ 62.00	(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	789,767, WGN Cont
Chicago Sun Times	E	657,275, Field

CINCINNATI

Market # 27; ADI # 27  
 Revenue Rank # 21  
 Income Rank # 18  
 APR 14.7  
 SMSA Pop: 1,386,400

Revenue : \$21,623,963  
 Income : \$ 2,413,557  
 % Rev Change: +5.6%  
 Stations: 20/19  
 Diaries: 1216/1140:1

National Rev: \$4,810,015  
 Nat Rev per Cap: \$3.47  
 Tot Rev per Cap: \$15.60  
 Tot Inc per Cap: \$1.74  
 Profit Margin: 11.2%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKRQ-F	176/10.5	10.7	11.8	12.1	12.1	1. WHIO-F	263	1. WLW 5597/24.6
2. WKRC	174/10.4	8.0	9.6	8.3	9.5	2. WLW	250	2. WKRQ-F 4225/26.7
3. WWEZ-F	162/ 9.7	6.3	7.6	7.1	9.1	3. WKRQ-F	245	3. WKRC 3517/23.5
4. WEBN-F	144/ 8.6	9.7	9.1	4.3	7.3	4. WWEZ-F	234	4. WHIO-F 3438/ 2.9
5. WLW	142/ 8.5	14.5	9.9	15.6	11.3	5. WKRC	206	5. WWEZ-F 3037/18.2
6. WCKY	107/ 6.4	8.0	11.1	10.8	11.5	6. WEBN-F	194	6. WEBN-F 2824/18.2
7. WUBE-F	95/ 5.7	5.8	5.4	5.1	3.2	7. WUBE-F	167	7. WUBE-F 2329/11.4
8. WCIN	77/ 4.6	4.3	3.2	2.7	4.2	8. WCKY	125	8. WSKS-F 2273/10.8
9. WYYS-F	68/ 4.1	1.6	1.8	1.3	1.6	9. WDAO-F	123	9. WYYS-F 2119/12.3
10. WLQA-F	57/ 3.4	3.1	5.0	5.0	4.2	10. WYYS-F	99	10. WCKY 1987/14.5
WSAI-F	57/ 3.4	5.5	4.4	6.0	5.0	11. WSKS-F	84	11. WSAI-F 1652/11.5
12. WSKS-F	50/ 3.0	2.4	2.2	3.1	1.6	12. WCIN	79	12. WSAI 1490/ 8.6

12+ FM SHARE (METRO): 58.08% (859 of 1479) (O/N 79: 55.26%)  
 12+ FM SHARE (TSA) : 65.87% (1577 of 2394) (O/N 79: 59.02%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		552 (6)	552 (6)	37.3
MOR/AC	423 (3)		423 (3)	28.6
BTFL MUSIC		194 (3)	194 (3)	13.1
COUNTRY	72 (2)	95 (1)	167 (3)	11.3
BLACK/URBAN	77 (1)	11 (1)	88 (2)	5.9
VARIETY	38 (1)		38 (1)	2.6
RELIGION	10 (1)	7 (1)	17 (2)	1.1
			<u>1799 (20)</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	WHKK-F	100.9	Erlanger .4
2. WWEZ-F	2. WKRQ-F	2. WKRC	WLYK-F	107.1	Milford .9
3. WLW	3. WKRC	3. WCIN	WNOP	740	Newport 2.3
4. WKRC	4. WWEZ-F	4. WWEZ-F	WSAI	1360	2.6
5. WEBN-F	5. WEBN-F	5. WLW	WUBE	1230	1.7
6. WUBE-F	6. WUBE-F	6. WUBE-F	WZIP	1050	.6
7. WCKY	7. WCKY	7. WCKY	WDAO-F	107.7	Dayton .7
8. WYYS-F	8. WYYS-F	8. WEBN-F	WHIO-F	99.1	Dayton 1.0
9. WCIN	9. WSKS-F	9. WYYS-F			
10. WSAI-F	10. WSAI-F	10. WSAI			
11. WSKS-F	11. WSAI				
12. WSAI	12. WLQA-F				
13. WLQA-F	13. WCIN				
14. WNOP	14. WUBE				
15. WHIO-F	15. WMOH				

ADI FM SHARE: 59.96% (1231 of 2053) (O/N 79: 57.36%)

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN,SBN, \$31.50 (Selcom)	BENI
WCKY, 1530, 50 KW (DA-N), MOR	CBS, \$63.75 (Eastman)	Federated
WKRC, 550, 5 KW/1 KW (DA-2), AC	ABC-E, \$60.25 (Katz)	Taft
WLW, 700, 50 KW, MOR	NBC, \$86.25 (CBS Spot)	Mariner
WNOP, 740, 1 KW (DAYS,DA), JAZZ, VARIETY	, \$20.00 (-----)	
WSAI, 1360, 5 KW (DA-N), COUNTRY	MBS, \$23.34 (Blair)	Affiliated
WUBE, 1230, 1 KW/250 W, COUNTRY	, \$23.35 (Mc-Guild)	Plough
WMOH, 1450, 1 KW/250 W, AC/CONT	ABC-C, \$16.50 (HR/Stone)	(HAMILTON)

FM STATIONS

WEBN-F, 102.7, 31 KW @ 610, AOR (Burk-Abr)	, \$69.00 (Torbet)	Wood
WKRQ-F, 101.9, 25 KW @ 660, ROCK	, \$105.00 (Katz)	Taft
WLQA-F, 98.5, 15 KW @ 810, SOFT ROCK	, \$47.50 (Torbet)	Susquehanna
WSAI-F, 94.1, 32 KW @ 550, AOR	ABC-C, \$37.27 (Blair)	Affiliated
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	, \$43.35 (Mc-Guild)	Plough
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	, \$63.75 (Eastman)	Federated
WSKS-F, 96.5, 50 KW @ 810, CONTEMP	ABC-F, \$37.00 (CBS FM)	Mariner
WYYS-F, 94.9, 27 KW @ 640, ROCK (Burk-Abr)	, \$24.00 (MMR) Heftel	(HAMILTON)

WHIO-F, WDAO-F - 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	179,827, Scripps-Howard
Cincinnati Enquirer	M	181,555, Gannett

CLEVELAND

Market # 17; ADI # 9  
 Revenue Rank # 14  
 Income Rank # 15  
 APR 15.2  
 SMSA Pop: 1,924,300

Revenue : \$30,719,520  
 Income : \$ 3,121,477  
 % Rev Change: +15.2  
 Stations: 26/24  
 Diaries: 1214/1585:1

National Rev: \$7,691,729  
 Nat Rev per Cap: \$4.00  
 Tot Rev per Cap: \$15.96  
 Tot Inc per Cap: \$1.62  
 Profit Margin: 10.2%

12+ METRO	1/4/SHARE	A/M 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WQAL-F	229/9.4	10.4	8.8	9.8	1. WMMS-F	472	1. WMMS-F 6419/18.3
2. WDOK-F	222/ 9.1	8.3	7.5	9.8	2. WGCL-F	338	2. WGCL-F 5688/18.7
3. WMMS-F	208/ 8.5	9.0	7.9	7.9	3. WDOK-F	282	3. WGAR 4154/14.0
4. WHK	207/ 8.5	7.0	6.7	8.9	4. WQAL-F	279	4. WHK 4002/20.8
5. WERE	163/ 6.7	7.9	8.3	5.7	5. WHK	233	5. WZZP-F 3645/13.9
6. WGCL-F	161/ 6.6	5.9	6.8	7.0	6. WGAR	201	6. WDOK-F 3598/17.5
7. WDMT-F	130/ 5.3	4.5	4.1	3.1	7. WZZP-F	189	7. WWWE 3453/10.6
8. WZZP-F	127/ 5.2	6.0	4.3	2.4	8. WDMT-F	181	8. WQAL-F 3170/14.6
9. WJW	124/ 5.1	4.8	4.3	4.6	9. WERE	166	9. WWWM-F 3037/11.0
10. WGAR	117/ 4.8	5.3	6.2	7.0	10. WKSW-F	161	10. WERE 2407/14.3
11. WKSW-F	92/ 3.8	2.6	4.6	3.1	11. WWWM-F	141	11. WKSW-F 2354/ 8.7
12. WWWE	77/ 3.2	5.5	4.0	3.5	12. WWWE	140	12. WDMT-F 2296/10.2
13. WWWM-F	74/ 3.0	2.0	2.0	2.7	13. WJW	138	13. WJW 1951/10.5
14. WJMO	67/ 2.7	2.4	3.7	5.4	14. WDBN-F	95	14. WSLR 1743/ 1.9
15. WLYT-F	59/ 2.4	2.8	2.4	2.6	15. WAEZ-F	95	15. WLYT-F 1615/ 8.9

12+ FM SHARE (METRO): 62.18% (1440 of 2316) (O/N 79: 56.95%)  
 12+ FM SHARE (TSA) : 67.51% (2456 of 3638) (O/N 79: 60.52%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	45 (1)	651 (6)	696 (7)	30.1
BTFL MUSIC		493 (4)	493 (4)	21.3
MOR/AC	349 (6)		349 (6)	15.1
COUNTRY	216 (2)	92 (1)	308 (3)	13.3
BLACK/DISCO	103 (2)	130 (1)	233 (3)	10.1
NEWS/TALK	163 (1)		163 (1)	7.0
CLASSICAL		49 (1)	49 (1)	2.1
ETHNIC		25 (1)	25 (1)	1.1
			<u>2316 (26)</u>	

CLEVELAND ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WMMS-F	1. WMMS-F	1. WDMT-F	WABQ	1540	1.5
2. WGCL-F	2. WGCL-F	2. WGCL-F	WBBG	1260	1.8
3. WDOK-F	3. WHK	3. WHK	WCLV-F	95.5	2.0
4. WQAL-F	4. WGAR	4. WQAL-F	WDBN-F	94.9	Medina .9
5. WHK	5. WZZP-F	5. WDOK-F	WELW	1330	Willoughby .5
6. WGAR	6. WDOK-F	6. WERE	WPVL	1460	Painesville .4
7. WZZP-F	7. WWWE	7. WZZP-F	WZAK-F	93.1	1.0
8. WDMT-F	8. WQAL-F	8. WJMO	WAEZ-F	97.5	Akron .9
9. WERE	9. WWWM-F	9. WMMS-F	WKDD-F	96.5	Akron .4
10. WKSU-F	10. WERE	10. WGAR	WSLR	1350	Akron .4
11. WJW	11. WKSU-F		WJR	760	Detroit .4
12. WWWE	12. WDMT-F				
13. WWWM-F	13. WAKR				
14. WAKR	14. WJW				
15. WHBC	15. WHBC				

ADI FM SHARE: 62.07% (2818 of 4540) (O/N 79: 56.97%)

AM STATIONS

WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	ABC-I, \$ 70.44	(RKO)	
WGAR, 1220, 50 KW (DA-1)	, AC/MOR	ABC-E, \$ 86.00	(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-1)	, MOR	CBS, \$ 46.25	(Torbet)	
WWWE, 1100, 50 KW	, MOR	, \$ 88.25	(Eastman)	Gannett

FM STATIONS

WDBN-F, 94.9, 118 KW @ 310,	BTFL MUS	, \$ 25.25	(Masla)	
WDMT-F, 107.9, 70 KW @ 296,	BLACK (Burk-Abr)	RKO, \$ 33.50	(Howard)	Beasley
WDOK-F, 102.1, 50 KW @ 370,	BTFL MUS (Churchill)	, \$ 75.25	(Eastman)	Gannett
WGCL-F, 98.5, 40 KW @ 600,	ROCK	, \$ 70.44	(RKO)	
WKSU-F, 99.5, 50 KW @ 500,	COUNTRY (TM)	, \$ 32.50	(Blair)	Nationwide
WLYT-F, 92.3, 27 KW @ 234,	ROCK	, \$ 32.50	(UBC)	United
WMMS-F, 100.7, 32 KW @ 600,	AOR (Burk-Abr)	Source, \$123.00	(Katz)	Malrite
WQAL-F, 104.1, 7 KW @ 1080,	BTFL MUS (Bonne)	, \$128.75	(Mc-Guild)	SJR
WWWM-F, 105.7, 28 KW @ 900,	ROCK	ABC-C, \$ 76.25	(Torbet)	
WZZP-F, 106.5, 50 KW @ 575,	CONTEMP	, \$ 81.00	(Christal)	Booth

WAKR, WSLR, WAEZ-F - See Akron

WHBC - See Canton

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	359,039
Cleveland Press	E	305,205, Scripps-Howard

COLORADO SPRINGS

Market # 125  
 Revenue Rank # 128  
 Income Rank # 231  
 APR 15.0  
 SMSA Pop: 296,300

Revenue : \$3,482,830  
 Income : \$ -306,758  
 % Rev Gain: +8.0  
 Stations: 16/11  
 Diaries: 421/704:1

National Rev: \$566,320  
 Nat Rev per Cap: \$1.91  
 Tot Rev per Cap: \$11.75  
 Tot Inc per Cap: \$-1.03  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KSPZ-F	58/16.4	11.1	8.8	12.0	1. KSPZ-F 69	1. KSPZ-F	776/24.7
2. KILO-F	39/11.0	9.6	12.5	8.7	2. KILO-F 55	2. KILO-F	733/21.4
3. KRDO-F	35/ 9.9	11.1	10.6	9.2	3. KRDO-F 47	3. KOA	725/15.6
4. KYSN	32/ 9.0	8.8	7.7	16.3	4. KOA 46	4. KRDO-F	582/17.7
5. KSSS	27/ 7.6	8.0	9.8	5.6	5. KYNR-F 34	5. KYSN	523/21.9
6. KVOR	26/ 7.3	7.5	9.3	8.7	6. KYSN 32	6. KIIQ-F	507/17.5
7. KOA	22/ 6.2	4.9	4.0	3.1	7. KLZ 29	7. KVOR	475/19.4
8. KLZ	18/ 5.1	4.1	1.6	.8	8. KSSS 27	8. KRDO	451/16.0
9. KYNR-F	16/ 4.5	4.7	6.4	1.8	KVOR 27	9. KSSS	410/15.6
KRDO	16/ 4.5	4.1	3.2	4.8	10. KIIQ-F+ 21	10. KYNR-F	350/ 9.4

12+ FM SHARE (METRO): 54.57% (179 of 328) (O/N 79: 54.13%)  
 12+ FM SHARE (TSA) : 56.68% (246 of 434) (O/N 79: 59.44%)

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

OTHER RATED STATIONS/METRO SHARE

KIIQ-F+	102.7	3.6	KKCS	1530	.6	KKCS-F	101.9	3.4
KKFM-F	96.5	2.8	KIMN	950	Denver	.6		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	40 (4)	128 (5)	168 (9)	51.2
BTFL MUSIC		51 (2)	51 (2)	15.5
COUNTRY	45 (2)		45 (2)	13.7
MOR/AC	42 (2)		42 (2)	12.8
NEWS/TALK	22 (1)		22 (1)	6.7
			328 (16)	

RADIO STATIONS

KRDO, 1240, 1 KW/250 W	, AC	MBS, \$13.50	(Torbet)	
KSSS, 740, 1 KW/250 W (DA-2),	COUNTRY	NBC, \$20.75	(PRO)	Peoria State Jrnl
KVOR, 1300, 5 KW/1 KW	, MOR	CBS, \$17.50	(Selcom)	Sunbelt
KYSN, 1460, 1 KW/500 W (DA-N),	ROCK	, \$14.25	(Mc-Guild)	
KIIQ-F+, 102.7, 51 KW @ 2080,	ROCK	ABC-I, \$21.00	(Eastman)	Wiskes/Abaris
KILO-F, 93.9, 83 KW @ 2110,	AOR	, \$24.00	(Savalli)	
KRDO-F, 95.1, 96 KW @ 2040,	BTFL MUS (Schulke)	, \$21.50	(Torbet)	
KSPZ-F, 92.9, 25 KW @ 2130,	ROCK	, \$20.00	(Selcom)	Sunbelt
KYNR-F, 99.9, 68 KW @ 2000,	BTFL MUS (FM-100)	, \$ 7.75	(PRO)	Peoria State Jrnl (PUEBLO)

FOR OTHER STATIONS SEE DENVER

TV STATIONS

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

NEWSPAPERS				
	Col Spr Gazette Tel		M - 25,237	E - 52,063
	Col Spr Sun	M	28,674	
	Pueblo Chieftan	M	38,574	
	Pueblo Star-Journal	E	14,601	

COLUMBIA, SC

Market # 100  
 Revenue Rank # 81  
 Income Rank # 84  
 APR 13.1  
 SMSA Pop: 388,900

Revenue : \$5,651,615  
 Income : \$ 439,372  
 % Rev Gain: +8.7  
 Stations: 13/13  
 Diaries: 591/658:1

National Rev: \$1,088,404  
 Nat Rev per Cap: \$2.80  
 Tot Rev per Cap: \$14.53  
 Tot Inc per Cap: \$1.13  
 Profit Margin: 7.8%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WNOK-F 83/19.7	17.5	13.6	11.8	14.8	1. WWDM-F 135	1. WIS 1520/36.8
2. WCOS-F 68/16.1	12.3	11.4	12.2	11.9	2. WCOS-F 111	2. WNOK-F 1443/34.4
3. WIS 64/15.2	10.4	15.9	13.0	15.4	3. WNOK-F 98	3. WCOS-F 1304/26.1
4. WOIC 45/10.7	14.6	11.9	9.2	9.0	4. WIS 77	4. WWDM-F 1216/15.0
5. WXRY-F 33/ 7.8	6.7	9.2	10.7	8.0	5. WOIC 45	5. WOIC 641/18.6
6. WZLD-F 28/ 6.6	7.5	5.6	6.2	4.3	6. WXRY-F 35	6. WZLD-F 541/14.8
WWDM-F 28/ 6.6	7.7	5.4	7.1	7.4	7. WZLD-F 29	7. WXRY-F 465/13.5
8. WSCQ-F 25/ 5.9	6.1	6.9	7.9	4.9	8. WSCQ-F 25	8. WSCQ-F 389/12.0
9. WCAY 6/ 1.4	3.8	2.2	3.2	3.5	9. WPJS-F 14	9. WCOS 297/ 8.4
WCOS 6/ 1.4	3.3	6.3	4.5	9.2	10. WCOS 6	10. WNOK 178/ 4.2
12+ FM SHARE (METRO):		67.93%		(269 of 396)		(O/N 79: 57.34%)
12+ FM SHARE (TSA) :		75.89%		(447 of 589)		(O/N 79: 65.43%)

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. WIS	1. WCOS-F
2. WWDM-F	2. WCOS-F	2. WCOS-F	2. WIS	2. WCOS-F	2. WNOK-F+
	3. WOIC	3. WIS	3. WNOK-F	3. WXRY-F	3. WWDM-F
	4. WZLD-F	4. WOIC	4. WXRY-F	4. WSCQ-F	4. WIS

OTHER RATED STATIONS/METRO SHARE

WNOK 1230 .5      WPJS-F 106.7 Orangeburg .9      WQXL 1470 .9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (2)	111 (2)	119 (4)	30.1
MOR/AC	64 (1)	25 (1)	89 (2)	22.5
BLACK	49 (2)	28 (1)	77 (3)	19.4
COUNTRY	6 (1)	68 (1)	74 (2)	18.7
BTFL MUSIC		33 (1)	33 (1)	8.3
RELIGION		4 (1)	4 (1)	1.0
			396 (13)	

RADIO STATIONS

WCAY, 620, 500 W (DAYS,DA) , COUNTRY	MBS, \$ 8.00 (-----)	
WCOS, 1400, 1 KW/250 W , ROCK	ABC-E, \$30.75 (HR/Stone)	Buck
WIS , 560, 5 KW (DA-N) , MOR	NBC, \$60.00 (Christal)	Cosmos
WNOK, 1230, 1 KW/250 W , ROCK (Century 21)	ABC-C, \$14.00 (Blair)	
WOIC, 1320, 5 KW/1 KW (DA-N), BLACK	NBN, \$23.00 (Eastman)	
WCOS-F, 97.9, 20 KW @ 450, COUNTRY	ABC-I, \$53.70 (HR/Stone)	Buck
WNOK-F, 104.7, 100 KW @ 450, ROCK (Century 21)	ABC-C, \$47.25 (Blair)	
WSCQ-F, 100.1, 2.4 KW @ 330, AC	CBS, \$21.25 (Mc-Guild)	
WXRY-F, 93.5, 3 KW @ 360, BTFL MUS (KalaMusic)	, \$15.00 (Masla)	
WZLD-F, 96.7, 3 KW @ 300, ROCK	RKO, \$13.00 (Selcom)	
WPJS-F, 106.7, 100 KW @ 600, RELIGION	, \$ 5.50 (-----)	(ORANGEBURG)

WWDM-F - See Charleston, SC

TV STATIONS

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

NEWSPAPERS

Columbia State	M	106,157
Columbia Record	E	32,905
Columbia Sun News	M	13,910



COLUMBUS, OH

Market # 36; ADI # 32  
 Revenue Rank # 27  
 Income Rank # 9  
 APR 15.3  
 SMSA Pop: 1,109,500

Revenue : \$17,040,391  
 Income : \$ 5,353,887  
 % Rev Change: +13.5  
 Stations: 17/19  
 Diaries: 1256/883:1

National Rev: \$4,205,039  
 Nat Rev per Cap: \$3.79  
 Tot Rev per Cap: \$15.36  
 Tot Inc per Cap: \$4.83  
 Profit Margin: 31.4%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WLWQ-F	196/14.0	12.5	12.7	7.8	8.7	1. WLWQ-F	263	1. WTVN 4352/32.7
2. WTVN	172/12.3	10.0	14.1	12.1	14.2	2. WNCI-F	259	2. WNCI-F 4161/29.1
3. WNCI-F	155/11.1	11.6	10.1	13.9	11.4	3. WTVN	254	3. WLWQ-F 2818/21.0
4. WBNS-F	127/ 9.1	10.7	12.2	12.5	11.0	4. WBNS-F	158	4. WXGT-F 2411/21.7
WXGT-F	127/ 9.1	8.2	7.3	8.0	7.8	5. WXGT-F	149	5. WBNS-F 2323/21.0
6. WMNI	85/ 6.1	7.0	6.1	7.0	5.1	6. WMNI	114	6. WBNS 1820/16.5
7. WBNS	77/ 5.5	6.4	8.0	7.1	6.4	7. WHOK-F	94	7. WCOL 1740/16.9
8. WCOL	72/ 5.2	6.8	4.7	6.1	7.2	8. WBNS	80	8. WMNI 1718/13.5
9. WHOK-F	51/ 3.7	2.9	3.7	2.4	2.0	9. WCOL	76	9. WLW 1102/ 4.4
WVKO	51/ 3.7	3.2	2.5	2.3	2.6	10. WVKO	53	10. WHOK-F 1082/ 7.2
11. WRMZ-F	41/ 2.9	2.6	1.8	2.9	1.2	11. WLW	45	11. WRMZ-F 793/ 7.7
12. WVKO-F	31/ 2.2	2.9	2.7	2.7	3.7	12. WRMZ-F	43	12. WVKO-F 670/ 7.1

12+ FM SHARE (METRO): 60.27% (763 of 1266) (O/N 79: 56.48%)  
 12+ FM SHARE (TSA) : 60.99% (1032 of 1692) (O/N 79: 57.51%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		478 (3)	478 (3)	37.8
MOR/AC	367 (6)		367 (6)	29.0
BTFL MUSIC		168 (2)	168 (2)	13.3
COUNTRY	85 (1)	51 (1)	136 (2)	10.7
BLACK/JAZZ	51 (1)	56 (2)	107 (3)	8.5
UNKNOWN		10 (1)	10 (1)	0.8
			1266 (17)	

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. WLWQ-F	1. WTVN	1. WNCI-F	WBBY-F	103.9	Westerville 1.8
2. WNCI-F	2. WNCI-F	2. WLWQ-F	WHOK	1320	Lancaster 1.5
3. WTVN	3. WLWQ-F	3. WXGT-F	WNRE-F	107.1	Circleville .7
4. WXGT-F	4. WXGT-F	4. WTVN	WRFD	880	1.0
5. WBNS-F	5. WBNS-F	5. WMNI	WLW	700	Cincinnati .8
6. WMNI	6. WBNS	6. WBNS			
7. WHOK-F	7. WCOL	7. WHOK-F			
8. WBNS	8. WMNI	8. WCOL			
9. WCOL	9. WHOK-F	9. WBNS-F			
10. WVKO	10. WRMZ-F				
11. WRMZ-F	11. WLW				
12. WMRN	12. WVKO-F				
13. WVKO-F	13. WVKO				
14. WLW	14. WCLT-F				
15. WCLT-F	15. WRFD				

ADI FM SHARE: 60.31% (1100 of 1824) (O/N 79: 56.14%)

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N), MOR	ABC-I, \$ 92.16 (Blair) Columbus Dispatch
WCOL, 1230, 1 KW/250 W , AC/CONT	CBS, \$ 48.00 (Eastman) Great Trails
WHOK, 1320, 1 KW (DAYS) , MOR	, \$ 11.00 (----) Armington (LANCASTER)
WMNI, 920, 1 KW/500 W (DA-2), COUNTRY	MBS, \$ 49.00 (Mc-Guild)
WTVN, 610, 5 KW (DA-N) , MOR/AC	ABC-E, \$110.00 (Katz) Taft
WVKO, 1580, 1 KW (DAYS, DA) , BLACK	NBN, SBN, \$ 26.33 (Howard)
WMRN, 1490, 1 KW/250 W , MOR	, \$ 12.79 (-----) (MARION)

FM STATIONS

WBNS-F, 97.1, 26 KW @ 660, BTFL MUS (Schulke)	, \$ 92.16 (Blair) Columbus Dispatch
WHOK-F, 95.5, 50 KW @ 225, COUNTRY	, \$ 10.00 (-----) Armington (LANCASTER)
WLWQ-F, 96.3, 40 KW @ 570, AOR (Burk-Abr)	, \$ 69.50 (Katz) Taft
WNCI-F, 97.9, 175 KW @ 565, ROCK	ABC-C, \$ 77.50 (Christal) Nationwide
WRMZ-F, 99.7, 50 KW @ 542, BTFL MUS (Century 21)	, \$ 35.00 (Mc-Guild)
WVKO-F, 94.7, 52 KW @ 220, BLACK/JAZZ	, \$ 15.00 (Howard)
WXGT-F, 92.3, 50 KW @ 311, ROCK	, \$ 48.00 (Eastman) Great Trails
WCLT-F, 100.3, 50 KW @ 332, BTFL MUS	, \$ 7.75 (PRO) (NEWARK)

TV STATIONS

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

NEWSPAPERS

Columbus Dispatch	E	202,949
Columbus Citizen Journal	M	112,195

DALLAS-FT. WORTH

Market # 9; ADI # 10  
 Revenue Rank # 8  
 Income Rank # 11  
 APR 15.8  
 SMSA Pop: 2,789,100

Revenue : \$42,838,165  
 Income : \$ 5,073,765  
 % Rev Change: +12.3  
 Stations: 29/38  
 Diaries: 2347/1188:1

National Rev: \$13,560,408  
 Nat Rev per Cap: \$4.86  
 Tot Rev per Cap: \$15.35  
 Tot Inc per Cap: \$1.82  
 Profit Margin: 11.9%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KSCS-F	319/8.7	7.9	8.2	6.9	6.4	1. WBAP	598	1. WBAP 8647/16.8
2. KVIL-F	293/8.0	9.8	9.9	9.3	8.8	2. KRLD	374	2. KRLD 7019/21.3
3. KRLD	283/7.7	6.7	7.3	6.8	7.2	3. KSCS-F	362	3. KSCS-F 5175/18.1
4. KMEZ-F	258/7.0	5.5	4.8	5.4	5.8	4. KVIL-F	323	4. KVIL-F 4735/17.8
5. WBAP	235/6.4	9.2	7.6	11.2	7.8	5. KMEZ-F	278	5. WFAA 3589/10.2
6. KPLX-F	211/5.8	2.7	1.6	2.1	2.3	6. KPLX-F	247	6. KMEZ-F 3429/13.4
7. KKDA-F	203/5.5	5.1	5.8	4.7	5.5	7. KKDA-F	215	7. KZEW-F 3291/11.9
8. KZEW-F	172/4.7	4.9	3.8	2.8	3.1	8. KZEW-F	203	8. KPLX-F 3286/12.5
9. KNOK-F	163/4.4	3.9	4.2	3.6	3.4	9. WFAA	194	9. KKDA-F 3236/12.9
10. KTXQ-F	148/4.0	4.5	5.1	6.8	4.6	10. KOAX-F	170	10. KFJZ-F 3202/11.9
11. KOAX-F	140/3.8	6.4	5.1	6.2	5.6	11. KNOK-F	168	11. KOAX-F 2832/ 9.9
12. WFAA	137/3.7	4.3	4.4	4.6	4.0	12. KTXQ-F	156	12. KTXQ-F 2807/11.3
13. KFJZ-F	130/3.5	3.8	3.8	5.7	4.9	13. KFJZ-F	148	13. KNOK-F 2338/ 9.4
14. KMGC-F	116/3.2	3.8	3.3	2.1	2.6	14. KBOX	123	14. KNUS-F 2268/ 9.0
15. KBOX	109/3.0	3.3	4.0	4.0	3.3	15. KMGC-F	117	15. KLIF 2168/ 7.5
16. KNUS-F	81/2.2	2.5	3.3	2.9	4.1	16. KNUS-F	85	16. KMGC-F 1946/ 8.0
17. KFJZ	67/1.8	---	1.0	1.3	1.7	17. KLIF	71	17. KBOX 1665/ 6.4
18. KAFM-F	62/1.7	1.0	1.7	1.2	1.7	18. KFJZ	69	18. KFJZ 1387/ 5.7
19. KLIF	60/1.6	1.9	2.3	2.1	2.9	KAFM-F	69	19. KAFM-F 1257/ 4.6
20. KPBC	45/1.2	.9	.5	.8	1.5	20. KPBC	51	20. KNOK 778/ 3.2

12+ FM SHARE (METRO): 69.21% (2394 of 3459) (O/N 79: 65.91%)  
 12+ FM SHARE (TSA) : 61.67% (2640 of 4281) (O/N 79: 57.32%)

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. KMEZ-F	1. WBAP
2. KKDA-F	2. KSCS-F	2. KSCS-F	2. KSCS-F	2. KRLD	2. KRLD
3. KNOK-F	3. KZEW-F	3. KPLX-F	3. KMEZ-F	3. KSCS-F	3. KVIL-F+
4. KVIL-F	4. KKDA-F	4. KMEZ-F	4. WBAP	4. WBAP	4. KSCS-F
5. KTXQ-F	5. KPLX-F	5. KZEW-F	5. KRLD	5. WFAA	5. WFAA
6. KZEW-F	6. KTXQ-F	6. KKDA-F	6. KPLX-F	6. KVIL-F	6. KMEZ-F
	7. KMGC-F	7. WBAP	7. WFAA	7. KOAX-F	7. KPLX-F

FORMATS

	AM	FM	TOTAL	%
COUNTRY	360 (3)	530 (2)	890 (5)	25.7
ROCK/AOR/CONTEMP		669 (6)	669 (6)	19.3
MOR/AC	93 (3)	355 (2)	448 (5)	13.0
NEWS/TALK	420 (2)		420 (2)	12.1
BLACK/URBAN	61 (2)	366 (2)	427 (4)	12.3
BTFL MUSIC		398 (2)	398 (2)	11.5
BIG BAND/NOSTALGIA	67 (1)		67 (1)	1.9
RELIGION	64 (2)		64 (2)	1.9
SPANISH		40 (1)	40 (1)	1.2
CLASSICAL		36 (1)	36 (1)	1.0
			3459 (29)	

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	.4
2. KSCS-F	2. KRLD	2. KRLD	KDDC-F	106.1	Denton .6
3. KRLD	3. KSCS-F	3. KVIL-F	KESS-F	93.9	1.1
4. KVIL-F	4. KVIL-F	4. KSCS-F	KKDA	730	.7
5. KMEZ-F	5. KMEZ-F	5. KMEZ-F	KNOK	970	1.0
6. KPLX-F	6. KPLX-F	6. KKDA-F	KSKY	660	.5
7. KKDA-F	7. KFJZ-F	7. KPLX-F	KVIL	1150	.5
8. KZEW-F	8. KKDA-F	8. KBOX	KXOL	1360	.4
9. WFAA	9. KZEW-F	9. KNOK-F	WRR-F	101.1	1.0
10. KNOK-F	10. WFAA	10. WFAA			
11. KOAX-F	11. KTXQ-F				
12. KTXQ-F	12. KOAX-F				
13. KFJZ-F	13. KNOK-F				
14. KBOX	14. KNUS-F				
15. KMGC-F	15. KLIF				

ADI FM SHARE: 65.36% (2585 of 3955) (ø/N 79: 59.73%)

DALLAS METRO 1/4/SHARE

1. KRLD	235/9.7
2. KVIL-F	194/8.0
3. KSCS-F	188/7.8
4. KMEZ-F	180/7.4
5. KKDA-F	175/7.2
6. KPLX-F	122/5.0
7. KTXQ-F	101/4.2
8. KBOX	101/4.2
9. KZEW-F	98/4.1
10. KNOK-F	97/4.0
11. WBAP	95/3.9
12. WFAA	88/3.6
13. KMGC-F	82/3.4
14. KOAX-F	79/3.3
15. KFJZ-F	72/3.0

FT. WORTH METRO 1/4/SHARE

1. WBAP	141/11.4
2. KSCS-F	129/10.4
3. KVIL-F	96/ 7.7
4. KPLX-F	93/ 7.5
5. KMEZ-F	77/ 6.2
6. KZEW-F	75/ 6.0
7. KNOK-F	66/ 5.3
8. KOAX-F	58/ 4.7
9. KFJZ-F	57/ 4.6
10. WFAA	50/ 4.0
11. KRLD	49/ 3.9
12. KTXQ-F	46/ 3.7
13. KFJZ	39/ 3.1
14. KMGC-F	34/ 2.7
15. KKDA-F	29/ 2.3

AM STATIONS

KBOX, 1480, 5 KW/1 KW (DA-2), COUNTRY	, \$ 75.00	(Mc-Guild)	Group One
KFJZ, 1270, 5 KW (DA-1), NOSTALGIA (Al Ham)	, \$ 72.80	(Christal)	Swanson
KLIF, 1190, 50 KW/5 KW (DA-2), MOR	ABC-E, \$100.00	(RKO)	Susquehanna
KNOK, 970, 1 KW (DAYS), JAZZ	, \$ 36.00	(Howard)	Earl Graves
KRLD, 1080, 50 KW (DA-N), NEWS	CBS, \$136.88	(Katz)	Metromedia
KPBC, 1040, 1 KW (DAYS), RELIGION	, \$ 20.00	(-----)	Crawford
WBAP, 820, 50 KW, COUNTRY	ABC-I, \$140.00	(Eastman)	Cap Cities
WFAA, 570, 5 KW (DA-2), NEWS/TALK	MBS, \$ 75.00	(MMR)	Belo

FM STATIONS

KAFM-F, 92.5, 100 KW @ 1685, AC	, \$ 23.75	(Torbet)	Bonneville
KFJZ-F, 97.1, 100 KW @ 1302, ROCK	RKO, \$ 72.80	(Christal)	Swanson
KKDA-F, 104.5, 100 KW @ 390, BLACK	, \$ 93.75	(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, SOFT ROCK (TM)	, \$ 93.13	(Selcom)	Shamrock
KNOK-F, 107.5, 100 KW @ 445, URBAN (Burk-Abr)	, \$ 48.00	(Howard)	Earl Graves
KNUS-F, 98.7, 100 KW @ 1585, ROCK	ABC-F, \$ 48.75	(Masla)	SJR
KOAX-F, 105.3, 100 KW @ 1560, BTFL MUS (Schulke)	, \$ 88.75	(RAR)	Westinghouse
KPLX-F, 99.5, 100 KW @ 1680, COUNTRY	ABC-E, \$100.00	(RKO)	Susquehanna
KSCS-F, 96.3, 99 KW @ 1680, COUNTRY	ABC-I, \$120.00	(Eastman)	Cap Cities
KTXQ-F, 102.1, 100 KW @ 1420, AOR (Burk-Abr)	MBS, \$ 79.50	(CBS FM)	Gulf
KVIL-F, 103.7, 100 KW @ 1570, AC/CONTEMP	ABC-C, \$193.75	(Blair)	Fairbanks
KZEW-F, 97.9, 100 KW @ 1680, AOR	Source, \$ 95.00	(MMR)	Belo

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	243,358, Belo	
Dallas Times Herald	E	236,286	
Ft. Worth Star-Telegram	M	86,708	E 144,361, Capital Cities

DAVENPORT-ROCK ISLAND-MOLINE

Market # 103  
 Revenue Rank # 88  
 Income Rank # 153  
 APR 12.9  
 SMSA Pop: 375,800

Revenue : \$5,407,696  
 Income : \$ 86,748  
 % Rev Gain: +6.7  
 Stations: 16/14  
 Diaries: 681/552:1

National Rev: \$1,194,596  
 Nat Rev per Cap: \$3.18  
 Tot Rev per Cap: \$14.39  
 Tot Inc per Cap: \$.23  
 Profit Margin: 1.6%

12+ METRO 1/4/SHARE	SPG 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHBF 56/14.0	17.8	17.3	1. KIIK-F 84	1. KIIK-F 1284/25.5
2. KSTT 49/12.2	13.9	12.7	2. WHBF 79	2. KSTT 1193/31.5
3. KRVR-F 42/10.5	9.2	10.3	3. WMAQ 60	3. WHBF 1178/30.9
4. KIIK-F 40/10.0	9.5	11.4	4. KSTT 57	4. WMAQ 1019/ 5.8
5. WQUA 34/ 8.5	5.8	6.3	5. KRVR-F 53	5. WOC 800/20.7
6. WOC 30/ 7.5	10.2	9.2	6. WXLP-F 46	6. WLS 795/ 6.7
7. WHBF-F 25/ 6.2	4.6	1.8	7. WHBF-F 39	7. WQUA 771/21.5
8. WXLP-F 24/ 6.0	6.9	6.3	8. WOC 38	8. WHBF-F 753/16.3
9. WZZC-F 23/ 5.7	3.9	2.0	9. WQUA 35	9. WXLP-F 698/12.1
10. WMAQ 10/ 2.5	2.1	2.8	10. WLS 31	10. KRVR-F 643/16.1

12+ FM SHARE (METRO): 41.96% (154 of 367) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 40.13% (252 of 628) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KIIK-F	1. KSTT	1. KSTT	1. WHBF	1. WHBF	1. WHBF
2. KSTT	2. KIIK-F	2. KIIK-F	2. KSTT	2. KRVR-F	2. KSTT
3. WXLP-F	3. WHBF-F	3. WQUA	3. WQUA	3. WOC	3. KIIK-F

OTHER RATED STATIONS/METRO SHARE

KWNT 1580		.7	WGN 720	Chicago 2.0
WKEI 1450	Kewanee	1.2	WLS 890	Chicago 2.0
WBBM 780	Chicago	1.2	WMT 600	Cedar Rapids 1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	57 (2)	89 (3)	146 (5)	39.8
COUNTRY	69 (3)	23 (1)	92 (4)	25.1
MOR/AC	52 (4)		52 (4)	14.2
BTFL MUSIC		42 (1)	42 (1)	11.4
NEWS/TALK	35 (2)		35 (2)	9.5
			367 (16)	

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2), ROCK	ABC-C, \$24.25 (Katz)	Guy Gannett
WHBF, 1370, 5 KW (DA-N), COUNTRY	CBS, \$24.50 (Buckley)	
WOC, 1420, 5 KW (DA-2), NEWS/TALK	NBC, \$36.00 (Blair)	Palmer
WQUA, 1230, 1 KW/250 W, AC	ABC-E, \$39.20 (Eastman)	Mid America
KIIK-F, 103.7, 100 KW @ 800, ROCK	, \$36.00 (Blair)	Palmer
KRVR-F, 106.5, 60 KW @ 190, BTFL MUS (Bonne)	, \$39.20 (Eastman)	Mid America
WHBF-F, 98.9, 39 KW @ 900, SOFT ROCK (TM)	, \$11.50 (Buckley)	
WXLP-F, 96.9, 50 KW @ 500, AOR	ABC-F, \$15.50 (Katz)	Guy Gannett
WZZC-F, 101.3, 50 KW @ 453, COUNTRY	RKO,MBS, \$11.50 (Roslin)	

TV STATIONS

WHBF Rock Island	4	CBS	WQAD Moline	8	ABC
WOC Davenport	6	NBC, Palmer			

NEWSPAPERS

Quad City Times	AD	64,238, Lee
Moline Dispatch/Rock Island Argus	E	58,808

DAYTON

Market # 46; ADI # 50  
 Revenue Rank # 41  
 Income Rank # 17  
 APR 16.0  
 SMSA Pop: 832,400

Revenue : \$11,572,025  
 Income : \$ 2,787,447  
 % Rev Gain: +6.1  
 Stations: 20/15  
 Diaries: 907/918:1

National Rev: \$2,007,502  
 Nat Rev per Cap: \$2.41  
 Tot Rev per Cap: \$13.90  
 Tot Inc per Cap: \$3.35  
 Profit Margin: 24.1%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHIO-F	167/15.1	17.0	15.4	15.3	18.8	1. WHIO-F 250	1. WHIO-F	3273/30.3
2. WHIO	132/11.9	12.6	15.4	16.0	12.3	2. WTUE-F 186	2. WING	2535/30.5
3. WTUE-F	126/11.4	9.9	8.1	12.0	13.5	3. WONE 185	3. WONE	2534/22.4
4. WONE	109/ 9.8	9.2	6.6	9.7	8.8	4. WHIO 153	4. WTUE-F	2348/24.9
5. WING	106/ 9.6	6.7	8.9	8.7	11.3	5. WING 118	5. WHIO	2334/27.3
6. WDAO-F	97/ 8.8	7.5	5.6	5.2	6.5	6. WDAO-F 106	6. WLW	2054/ 7.7
7. WDJX-F	80/ 7.2	6.2	6.8	6.5	---	7. WDJX-F 90	7. WDJX-F	1526/18.6
8. WAVI	66/ 6.0	5.8	6.8	4.9	7.7	8. WAVI 85	8. WVUD-F	1288/13.1
9. WVUD-F	36/ 3.3	7.0	6.4	2.7	3.2	9. WLW 78	9. WSKS-F	1079/ 7.4
10. WSKS-F	17/ 1.5	2.0	1.3	1.9	1.6	10. WVUD-F 60	10. WDAO-F	962/10.9

12+ FM SHARE (METRO): 57.25% (592 of 1034) (O/N 79: 55.73%)  
 12+ FM SHARE (TSA) : 57.45% (902 of 1570) (O/N 79: 58.06%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	7 (1)	287 (8)	294 (9)	28.4
MOR/AC	260 (4)		260 (4)	25.1
BTFM MUSIC		196 (3)	196 (3)	19.0
COUNTRY	109 (1)		109 (1)	10.5
BLACK/URBAN		97 (1)	97 (1)	9.4
NEWS/TALK	66 (1)		66 (1)	6.4
RELIGION		12 (1)	12 (1)	1.2
			1034 (20)	

DAYTON 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. WHIO-F	1. WHIO-F	1. WONE	WBZI-F	95.3	Xenia .7
2. WTUE-F	2. WING	2. WDAO-F	WFCJ-F	93.7	Miamisburg 1.1
3. WONE	3. WONE	3. WHIO-F	WPTW-F	95.7	Piqua 1.5
4. WHIO	4. WHIO	4. WHIO	WKRC	550	Cincinnati .6
5. WING	5. WTUE-F	5. WING	WKRQ-F	101.9	Cincinnati .5
6. WDAO-F	6. WDJX-F	6. WTUE-F	WLW	700	Cincinnati 1.3
7. WDJX-F	7. WLW	7. WDJX-F	WPBF-F	105.9	Middletown .7
8. WAVI	8. WVUD-F		WPFB	910	Middletown .7
9. WVUD-F	9. WDAO-F		WWEZ-F	92.5	Cincinnati 1.1
10. WLW	10. WAVI		WYYS-F	94.9	Fairfield .6
11. WBLY	11. WSKS-F				
12. WIZE	12. WIZE				
13. WQLK-F	13. WKBV				
WKBV	14. WOWO				
15. WPTW-F	15. WQLK-F				

ADI FM SHARE: 54.00% (817 of 1513) (O/N 79: 52.13%)

AM STATIONS

WAVI, 1210, 250 W (DAYS), TALK	ABC-E, \$26.00 (Howard)	
WHIO, 1290, 5 KW (DA-N), MOR	CBS, \$65.25 (Christal)	Cox
WING, 1410, 5 KW (DA-N), AC	ABC-I, \$54.38 (Eastman)	Great Trails
WONE, 980, 5 KW (DA-N), COUNTRY	, \$60.00 (Mc-Guild)	Group One
WBLY, 1600, 1 KW (DAYS), COUNTRY	MBS, \$15.50 (Regional)	(SPRINGFIELD)
WIZE, 1340, 1 KW/250 W, ROCK	ABC-C, \$14.00 (Eastman)	Great Trails (SPRINGFIELD)
WKBV, 1490, 1 KW/250 W, MOR	ABC-I, \$12.50 (PRO)	Central (RICHMOND,IND)

FM STATIONS

WDAO-F, 107.7, 50 KW @ 420, BLACK	SBN,NBN,ABC-C, \$39.00 (Howard)	
WDJX-F, 103.9, 3 KW @ 331, ROCK	RKO,MBS, \$30.00 (Buckley)	(XENIA)
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$70.00 (Christal)	Cox
WPTW-F, 95.7, 50 KW @ 164, BTFL MUS	, \$ 5.13 (Regional)	(PIQUA)
WTUE-F, 104.7, 50 KW @ 500, AOR (Burk-Abr)	, \$60.00 (Mc-Guild)	Group One
WVUD-F, 99.9, 50 KW @ 500, ROCK	ABC-F, \$28.50 (Masla)	Univ of Dayton
WQLK-F, 96.1, 50 KW @ 356, ROCK	ABC-C, \$18.50 (Regional)	(RICHMOND,IND)

OTHER STATIONS - SEE CINCINNATI

TV STATIONS

WDTN	Dayton	2	ABC, Grinnell College (Sale to Hearst pending)
WHIO	Dayton	7	CBS, Cox
WKEF	Dayton	22	NBC

NEWSPAPERS

Dayton News	E	140,674, Cox
Dayton Journal & Herald	M	100,886, Cox
Springfield News	M	17,827, Cox
Springfield Sun	E	27,247, Cox



DAYTONA BEACH

Market # 159  
 Revenue Rank # 146  
 Income Rank # 238  
 APR 14.9  
 SMSA Pop: 228,200

Revenue : \$2,902,669  
 Income : \$ -398,542  
 % Rev Gain: +22.0  
 Stations: 17/12  
 Diaries: 513/445:1

National Rev: \$575,521  
 Nat Rev per Cap: \$2.52  
 Tot Rev per Cap: \$12.71  
 Tot Inc per Cap: \$-1.75  
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWLV-F 47/15.7	19.0	16.8	16.0	1. WDOQ-F 55	1. WDOQ-F 591/27.4
2. WDOQ-F 46/15.4	11.7	8.0	4.9	2. WWLV-F 48	2. WWLV-F 588/28.3
3. WDBO-F 44/14.7	11.7	11.8	10.7	3. WDBO-F 44	3. WDBO-F 436/21.6
4. WELE-F 31/10.4	12.0	8.8	5.2	4. WELE-F 32	4. WELE-F 406/19.5
5. WDIZ-F 23/ 7.7	5.1	8.0	9.1	5. WDIZ-F 24	5. WDIZ-F 348/16.7
6. WNDB 20/ 6.7	7.7	7.3	7.5	6. WNDB 20	6. WNDB 288/14.3
7. WSBB 15/ 5.0	7.3	8.4	11.4	7. WSBB 15	7. WROD 232/11.6
8. WELE 13/ 4.3	1.8	3.8	3.6	8. WELE 13	8. WSBB 157/ 7.8
9. WROD 12/ 4.0	2.9	6.1	5.2	9. WROD 12	9. WMFJ 149/ 7.3
10. WKKX 6/ 2.0	---	1.5	.3	10. WKKX 6	10. WELE 135/ 6.7

12+ FM SHARE (METRO): 71.89% (202 of 281) (O/N 79: 62.20%)  
 12+ FM SHARE (TSA) : 73.04% (214 of 293) (O/N 79: 62.40%)

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

OTHER RATED STATIONS/METRO SHARE

WDAT 1380	Ormond Beach	1.0	WHOO 990	Orlando	1.0
WETO 1490	De Land	.7	WHOO-F 96.5	Orlando	1.7
WMFJ 1450		1.7	WORJ-F 107.7	Mt. Dora	.7
WHLY-F 106.7	Leesburg	1.3			

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	15 (1)	96 (3)	111 (4)	39.5
ROCK/AOR/CONTEMP	2 (1)	75 (4)	77 (5)	27.4
COUNTRY	16 (2)	31 (1)	47 (3)	16.7
MOR/AC	46 (5)		46 (5)	16.4
			281 (17)	

RADIO STATIONS

WELE, 1590, 1 KW (DAYS), COUNTRY	MBS, \$24.20 (Roslin)	
WKKX, 1310, 5 KW (DAYS), MOR	, \$ 5.50 (-----)	
WNDB, 1150, 1 KW (DA-N), MOR	CBS, \$19.60 (HR/Stone)	Bdcst Mng Corp
WROD, 1340, 1 KW/250 W, AC	ABC-E, \$ 9.15 (Carpenter)	Elyria-Lorain
WSBB, 1230, 1 KW, BTFL/BIG BAND	MBS, \$ 8.00 (-----)	
WDOQ-F, 101.9, 25 KW @ 265, ROCK	, \$20.00 (-----)	Patten
WELE-F, 105.9, 100 KW @ 600, COUNTRY	, \$24.20 (Roslin)	
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (TM)	, \$19.60 (HR/Stone)	Bdcst Mng Corp

Other Stations - See Orlando

TV Stations and Newspapers - See Orlando

DENVER

Market # 21; ADI # 20  
 Revenue Rank # 18  
 Income Rank # 28  
 APR 17.0  
 SMSA Pop: 1,549,900

Revenue : \$25,303,429  
 Income : \$ 1,660,118  
 % Rev Change: +8.4  
 Stations: 28/32  
 Diaries: 1240/1250:1

National Rev: \$6,761,307  
 Nat Rev per Cap: \$4.36  
 Tot Rev per Cap: \$16.33  
 Tot Inc per Cap: \$1.07  
 Profit Margin: 6.6%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RA		
1. KBPI-F	195/8.6	9.0	4.9	4.6	4.7	1. KOA	287	1. KOA	4963/25.1
2. KOA	178/7.8	6.5	9.9	6.4	11.3	2. KBPI-F	212	2. KIMN	3917/20.4
3. KHOW+	156/6.9	9.1	9.7	11.4	8.1	3. KLZ	196	3. KHOW+	3392/20.9
4. KOSI-F	152/6.7	5.7	6.9	6.7	4.6	4. KOSI-F	193	4. KBPI-F	3210/21.4
5. KLIR-F	139/6.1	7.3	6.5	7.8	8.0	5. KHOW+	178	5. KLZ	3133/13.5
6. KOAQ-F	137/6.0	2.7	2.6	3.4	3.1	6. KOAQ-F	164	6. KOSI-F	2588/16.1
7. KIMN	122/5.4	7.7	6.8	6.5	8.1	7. KLIR-F	162	7. KOAQ-F	2498/14.9
8. KPPL-F	116/5.1	4.9	3.6	2.8	4.0	8. KIMN	154	8. KLIR-F	2370/15.3
9. KVOD-F	109/4.8	3.8	4.1	3.2	3.5	9. KAZY-F	125	9. KAZY-F	2275/13.9
10. KLZ	108/4.7	6.7	5.4	3.9	3.7	10. KPPL-F	121	10. KYGO-F	1673/ 9.9
11. KAZY-F	95/4.2	5.2	6.1	7.3	3.9	11. KVOD-F	118	11. KPPL-F	1527/10.5
12. KYGO-F	79/3.5	2.8	3.1	3.0	2.1	12. KYGO-F	100	12. KVOD-F	1419/ 9.1

12+ FM SHARE (METRO): 54.45% (1180 of 2167) (O/N 79: 46.84%)  
 12+ FM SHARE (TSA) : 51.51% (1368 of 2656) (O/N 79: 43.91%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	263 (5)	633 (6)	896 (11)	41.3
BTFL MUSIC	73 (1)	291 (2)	364 (3)	16.8
NEWS/TALK	251 (3)		251 (3)	11.6
COUNTRY	161 (2)	79 (1)	240 (3)	11.1
MOR/AC	132 (1)	24 (1)	156 (2)	7.2
CLASSICAL		109 (1)	109 (1)	5.0
BLACK/JAZZ	56 (1)	44 (1)	100 (2)	4.6
RELIGION	25 (2)		25 (2)	1.2
SPANISH	26 (1)		26 (1)	1.2
			2167 (28)	

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 .8
2. KBPI-F	2. KIMN	2. KHOW+	KADX-F	105.1	1.9
3. KOSI-F	3. KHOW+	3. KOSI-F	KBCO-F	97.3	Boulder 2.4
4. KOAQ-F	4. KBPI-F	4. KLZ	KBNO	1220	1.1
5. KHOW+	5. KLZ	5. KOA	KBRN	800	Brighton .4
6. KLIR-F	6. KOAQ-F	6. KLIR-F	KDEN	1340	1.8
7. KLZ	7. KOSI-F	7. KVOD-F	KDKO	1510	Littleton 2.5
8. KIMN	8. KLIR-F	8. KBPI-F	KFML	1390	.9
9. KPPL-F	9. KAZY-F	9. KOSI	KLAK	1600	2.3
10. KAZY-F	10. KYGO-F	10. KYGO-F	KLDR	1090	2.8
11. KVOD-F	11. KPPL-F		KOSI	1430	3.2
12. KYGO-F	12. KVOD-F		KRKS	990	.7
13. KLDR	13. KOSI		KTLK	1280	1.6
14. KOSI	14. KDEN		KWBZ	1150	Englewood 1.4
15. KDKO	15. KTLK		KTCL-F	93.3	Fort Collins 1.5

ADI FM SHARE: 50.69% (1354 of 2671) (O/N 79: 45.02%)

AM STATIONS

KDKO, 1510, 5 KW/1 KW (DA-2), BLACK	SBN, \$ 37.50 (Roslin) Sterling
KHOW+, 630, 5 KW (DA-N), MOR	, \$128.75 (Eastman) Doubleday
KIMN, 950, 5 KW (DA-1), ROCK	, \$ 98.00 (Blair) Jeff-Pilot
KLAK, 1600, 5 KW (DA-N), COUNTRY	, \$ 33.12 (MMR) Des Moines Register
KLDR, 1090, 50 KW (DAYS,DA), OLDIES	, \$ 27.00 (P/W)
KLZ, 560, 5 KW (DA-1), COUNTRY	ABC-E, \$ 90.00 (Mc-Guild) Group One
KOA, 850, 50 KW, NEWS/TALK	CBS, \$105.00 (Katz) GE
KOSI, 1430, 5 KW (DA-N), BTFL MUSIC	, \$ 25.00 (Torbet)
KDEN, 1340, 1 KW/250 W, NEWS	NBC, \$ 23.00 (Savalli)
KTLK, 1280, 5 KW (DA-2), CONTEMP	ABC-C, \$ 41.00 (HR/Stone) Welcome

FM STATIONS

KAZY-F, 106.7, 94 KW @ 960, AOR (Burk-Abr)	, \$ 90.00 (Mc-Guild) Group One
KBPI-F, 105.9, 100 KW @ 900, AOR	, \$ 81.75 (Selcom) Sandusky News
KLIR-F, 100.3, 100 KW @ 500, BTFL MUS (Schulke)	, \$ 55.13 (Christal)
KOAQ-F, 103.5, 100 KW @ 1061, ROCK (Drake-Chen)	, \$ 33.00 (Katz) GE
KOSI-F, 101.1, 100 KW @ 780, BTFL MUS (Bonne)	, \$ 45.00 (Torbet)*
KPPL-F, 107.5, 100 KW @ 1800, AC/SOFT	RKO, \$ 59.63 (MMR) Des Moines Register
KVOD-F, 99.5, 100 KW @ 380, CLASSICAL	, \$ 42.50 (CMBS)
KYGO-F, 98.5, 50 KW @ 720, COUNTRY (TM)	, \$ 50.00 (Blair) Jeff-Pilot

\*Sale to Westinghouse is pending.

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 Co.

NEWSPAPERS

Denver Post	E	260,331, Times-Mirror
Rocky Mountain News	M	271,153, Scripps-Howard

DES MOINES

Market # 111  
 Revenue Rank # 60  
 Income Rank # 51  
 APR 14.2  
 SMSA Pop: 338,100

Revenue : \$7,668,292  
 Income : \$ 810,380  
 % Rev Gain: +6.7  
 Stations: 11/13  
 Diaries: 675/501:1

National Rev: \$1,995,163  
 Nat Rev per Cap: \$5.90  
 Tot Rev per Cap: \$22.68  
 Tot Inc per Cap: \$2.40  
 Profit Margin: 10.6%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WHO	60/15.1	16.9	16.4	15.1	15.7	1. WHO	4011/33.5
2. KLYF-F	53/13.3	12.4	11.0	13.1	10.7	2. KIOA	2189/24.7
3. KRNT	52/13.1	11.9	10.8	11.8	12.9	3. KLYF-F	1490/23.8
4. KRNQ-F	46/11.6	9.8	9.5	7.6	6.6	4. KRNT	1436/30.5
5. KMGK-F	45/11.3	6.6	9.7	7.6	8.3	5. KSO	1392/22.0
6. KSO	41/10.3	14.6	10.5	17.6	14.9	6. KRNQ-F	1178/23.8
7. KGGO-F	35/ 8.8	11.1	7.4	6.3	8.0	7. KMGK-F	1165/23.2
8. KIOA	33/ 8.3	6.9	10.3	12.1	10.2	8. KGGO-F	829/17.7
9. KWKY	7/ 1.8	1.1	1.5	1.3	---	9. KWKY	220/ 5.7
10. KANY-F	4/ 1.0	1.6	.8	1.0	1.9	10. KDMI-F	166/ 3.4

12+ FM SHARE (METRO): 48.94% (185 of 378) (O/N 79: 45.03%)  
 12+ FM SHARE (TSA) : 37.69% (329 of 873) (O/N 79: 38.87%)

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

OTHER RATED STATIONS/METRO SHARE

KDMI-F 97.3 .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (1)	126 (3)	159 (4)	42.1
NEWS/TALK	60 (1)		60 (1)	15.9
BTFL MUSIC		57 (2)	57 (2)	15.1
MOR/AC	52 (1)		52 (1)	13.8
COUNTRY	41 (1)		41 (1)	10.8
RELIGION	7 (1)	2 (1)	9 (2)	2.4
			378 (11)	

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP	, \$39.95 (Eastman)	Mid America
KRNT, 1350, 5 KW (DA-N), MOR	CBS, \$30.50 (Katz)	Stauffer
KSO, 1460, 5 KW (DA-N), COUNTRY	ABC-I, \$32.75 (Torbet)	Stoner
KWKY, 1150, 1 KW (DA-2), RELIGION/COUNTRY	, \$ 9.25 (----)	
WHO, 1040, 50 KW, NEWS/TALK	NBC, \$61.25 (Blair)	Palmer
KANY-F, 106.3, 3 KW @ 300, BTFL MUS	, \$ 5.50 (-----)	(ANKENY)
KGGO-F, 94.9, 100 KW @ 300, AOR (Burk-Abr)	ABC-F, \$34.00 (Torbet)	Stoner
KLYF-F, 100.3, 100 KW @ 1700, BTFL MUS (Schulke)	, \$22.00 (Blair)	Palmer
KMGK-F, 93.3, 100 KW @ 420, ROCK	, \$28.20 (Eastman)	Mid America
KRNQ-F, 102.5, 100 KW @ 514, ROCK (TM)	RKO, \$28.50 (Katz)	Stauffer

TV STATIONS

KCCI	Des Moines	8	CBS, Cowles
WOI	Ames	5	ABC, Iowa State
WHO	Des Moines	13	NBC

NEWSPAPERS

Des Moines Register	M	210,577
Des Moines Tribune	E	82,201

DETROIT

Market # 5; ADI # 7  
 Revenue Rank # 6  
 Income Rank # 43  
 APR 16.9  
 SMSA Pop: 4,371,100

Revenue : \$46,549,732  
 Income : \$ 1,038,870  
 % Rev Change: + .1%  
 Stations: 28/38  
 Diaries: 1703/2567:1

National Rev: \$14,186,158  
 Nat Rev per Cap: \$3.25  
 Tot Rev per Cap: \$10.65  
 Tot Inc per Cap: \$ .24  
 Profit Margin: 2.2%

12+ METRO	1/4/SHARE	J/A	A/M	J/F	O/N	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		80	80	80	79						
1. WJR	524/8.7	13.8	11.8	10.8	10.1	1. WJR	842	1. WJR	13029/24.2		
2. WLLZ-F	477/7.9	-----	-----	-----	.6	2. WLLZ-F	552	2. CKLW	7806/16.1		
3. WWJ	390/6.5	5.5	5.0	6.2	6.0	3. WWJ	418	3. WRIF-F	7475/17.2		
4. WCXI	334/5.5	4.3	5.1	4.8	5.6	4. WCXI	380	4. WLLZ-F	7167/17.4		
5. WNIC-F	319/5.3	4.4	4.4	3.3	3.5	5. WRIF-F	361	5. WWJ	7017/18.4		
6. WRIF-F	306/5.1	6.1	7.0	7.5	6.3	6. WNIC-F	330	6. WNIC-F	5922/15.1		
7. WMJC-F	303/5.0	6.2	5.5	4.8	5.0	7. WMJC-F	316	7. WDRQ-F	5654/14.9		
8. WJR-F	271/4.5	3.5	4.7	5.0	4.0	8. CKLW	306	8. WMJC-F	5416/14.0		
9. WCZY-F	256/4.2	4.5	5.3	4.0	3.3	9. WJR-F	282	9. WABX-F	4848/12.3		
10. WOMC-F	233/3.9	3.3	4.4	3.2	4.3	10. WCZY-F	273	10. WJR-F	4529/11.5		
11. WDRQ-F	220/3.6	4.3	4.6	3.7	3.6	11. WOMC-F	244	11. WWW-F	4400/10.6		
12. CKLW	215/3.6	2.8	4.6	5.0	4.4	12. WDRQ-F	232	12. WCZY-F	4337/11.3		
13. WXYZ	203/3.4	3.0	2.7	4.1	4.5	13. WXYZ	212	13. WCXI	3964/ 8.8		
14. WJZZ-F	193/3.2	3.3	2.6	2.6	3.2	14. WJZZ-F	206	14. WJLB	3668/10.2		
15. WLBS-F	191/3.2	3.3	2.1	1.3	1.6	15. WLBS-F	191	15. WXYZ	3480/ 9.5		
16. WJLB	187/3.1	2.7	2.5	3.1	3.0	16. WJLB	187	16. WTWR-F	3472/ 9.4		
17. WWJ-F	178/3.0	2.3	3.4	4.1	3.7	17. WWJ-F	185	17. WJZZ-F	3351/ 8.5		
18. WTWR-F	174/2.9	3.1	2.4	4.0	3.8	18. WTWR-F	183	18. WWJ-F	3079/ 8.2		
19. WABX-F	165/2.7	3.3	3.7	3.3	3.3	19. WABX-F	180	19. WOMC-F	2846/ 7.2		
20. WCHB	111/1.8	1.4	1.6	2.1	1.5	20. WWW-F	117	20. WLBS-F	2555/ 7.1		

12+ FM SHARE (METRO): 63.86% (3652 of 5719) (O/N 79: 58.11%)  
 12+ FM SHARE (TSA) : 60.52% (3939 of 6509) (O/N 79: 55.77%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	103 (2)	2062 (8)	2165 (10)	37.8
MOR/AC	739 (2)	233 (1)	972 (3)	17.0
BTFL MUSIC		705 (3)	705 (3)	12.3
BLACK/URBAN/JAZZ	298 (2)	478 (3)	776 (5)	13.6
NEWS/TALK	593 (2)		593 (2)	10.4
COUNTRY	334 (1)	81 (1)	415 (2)	7.3
CLASSICAL		38 (1)	38 (1)	0.7
ETHNIC		33 (1)	33 (1)	0.6
RELIGION		22 (1)	22 (1)	0.4
			<u>5722 (28)</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	WGPR-F	107.5	1.6
2. WLLZ-F	2. WRIF-F	2. WCXI	WMUZ-F	103.5	.4
3. WWJ	3. WLLZ-F	3. WWJ	WMZK-F	97.9	.5
4. WCXI	4. WWJ	4. WJLB	WNIC	1310	.4
5. WRIF-F	5. CKLW	5. WJR-F	WQRS-F	105.1	.6
6. WNIC-F	6. WNIC-F	6. WTWR-F	WWWW-F	106.7	1.6
7. WMJC-F	7. WDRQ-F	7. WWJ-F	WHND	560	Monroe 1.3
8. WJR-F	8. WMJC-F	8. CKLW	CKLW-F	93.9	Windsor, 1.3 Ont
9. WCZY-F	9. WABX-F	9. WLLZ-F			
10. WOMC-F	10. WCZY-F	10. WOMC-F			
11. CKLW	11. WJR-F				
12. WDRQ-F	12. WWWW-F				
13. WXYZ	13. WJLB				
14. WJZZ-F	14. WCXI				
15. WLBS-F	15. WTWR-F				

ADI FM SHARE: 63.83% (3876 of 6072) (O/N 79: 58.24%)

AM STATIONS

CKLW, 800, 50 KW	, AC/CONTEMP	, \$130.00	(Christal)	Baton
WCHB, 1400, 1 KW	, BLACK	NBN, \$ 51.50	(Howard)	
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$167.50	(Katz)	Golden West
WJLB, 1400, 1 KW/250 W	, BLACK	, \$ 77.50	(HR/Stone)	Booth
WJR, 760, 50 KW	, MOR	NBC, \$185.00	(Eastman)	Cap Cities
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$117.50	(CBS Spot)	Detroit News
WXYZ, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$ 82.50	(Blair)	ABC

FM STATIONS

WABX-F, 99.5, 6.5 KW @ 870, AOR		, \$105.00	(Mc-Guild)	Century
WCZY-F, 95.5, 100 KW @ 430, BTFL MUS (Bonne)		, \$ 80.63	(Selcom)	Gannett
WDRQ-F, 93.1, 20 KW @ 500, ROCK		, \$102.50	(Masla)	Charter
WGPR-F, 107.5, 50 KW @ 388, BLACK		SBN, \$ 45.00	(Lazar)	
WJR-F, 96.3, 50 KW @ 480, BTFL MUS (Schulke)		, \$ 83.00	(Eastman)	Cap Cities
WJZZ-F, 105.9, 34 KW @ 300, BLACK/JAZZ		, \$ 57.50	(Howard)	
WLBS-F, 102.7, 40 KW @ 410, BLACK/URBAN		, \$ 69.00	(Unirep)	Inner City
WLLZ-F, 98.7, 50 KW @ 480, AOR		, \$ 85.00	(RAR)	Doubleday
WMJC-F, 94.7, 10 KW @ 950, CONTEMP/AC		ABC-C, \$125.00	(MMR)	Greater Media
WNIC-F, 100.3, 50 KW @ 400, CONTEMP/AC		, \$ 90.00	(RKO)	Marv Josephson
WOMC-F, 104.3, 190 KW @ 416, MOR/AC		, \$106.88	(Torbet)	Metromedia
WRIF-F, 101.1, 27 KW @ 880, AOR		ABC-F, \$118.25	(Blair)	ABC
WTWR-F, 92.3, 22 KW @ 742, CONTEMP/AC		ABC-E, \$167.50	(Katz)	Golden West
WWJ-F, 97.1, 12 KW @ 892, BTFL MUS (FM-100)		, \$ 85.00	(CBS Spot)	Detroit News
WWWW-F, 106.7, 61 KW @ 508, AOR		, \$ 92.25	(Buckley)	Shamrock

TV STATIONS

CBET Windsor	9	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	607,647, Knight-Ridder
Detroit News	E	628,574

EL PASO

Market # 87  
 Revenue Rank # 96  
 Income Rank # 251  
 APR 15.3  
 SMSA Pop: 457,200

Revenue : \$4,886,158  
 Income : \$-1,150,532  
 % Rev Gain: +26.1  
 Stations: 18/16  
 Diaries: 523/868:1

National Rev: \$1,903,860  
 Nat Rev per Cap: \$4.16  
 Tot Rev per Cap: \$10.69  
 Tot Inc per Cap: \$-2.52  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KLOZ-F	55/10.4	9.4	5.4	2.3	3.1	1. KLOZ-F	89	1. KHEY 903/20.1
2. KAMA	43/ 8.1	4.2	9.2	11.4	13.1	2. KHEY	53	2. KINT-F 881/19.2
3. KINT-F	40/ 7.5	7.9	11.7	7.9	11.7	3. KINT-F	46	3. KLOZ-F 838/17.4
XROK	40/ 7.5	6.7	.6	1.0	4.5	KSET-F	46	4. KSET-F 781/18.1
5. KHEY	39/ 7.3	10.4	11.3	7.1	8.6	5. KEZB-F	44	5. KELP 627/16.4
6. KEZB-F	38/ 7.2	7.5	8.6	8.7	9.4	6. KAMA	43	6. KSET 575/14.5
7. KSET-F	34/ 6.4	8.3	5.6	6.0	3.3	7. XROK	42	7. KFIM-F 509/ 9.9
8. KSET	29/ 5.5	6.7	2.9	3.5	2.0	8. KLAQ-F	36	8. KLAQ-F 493/10.3
9. KTSM	27/ 5.1	4.0	2.3	3.7	2.5	9. KFIM-F	31	9. KEZB-F 480/12.2
10. KELP	26/ 4.9	6.0	7.9	9.4	6.1	KSET	31	10. XROK 440/10.3

12+ FM SHARE (METRO): 51.88% (249 of 480) (O/N 79: 52.52%)  
 12+ FM SHARE (TSA) : 56.59% (335 of 592) (O/N 79: 57.53%)

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

OTHER RATED STATIONS/METRO SHARE

KAMA-F	93.1	1.7	KROD	600	1.9
KFIM-F	92.3	4.9	KTSM-F	99.9	2.6
KLAQ-F	95.5	4.0	XEJ	970	Cuidad Juarez 1.1
KPAS-F	93.9	2.3	XZOL	860	Cuidad Juarez 2.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	55 (2)	133 (5)	188 (7)	39.2
SPANISH	100 (4)	9 (1)	109 (5)	22.7
COUNTRY	39 (1)	55 (1)	94 (2)	19.6
BTFL MUSIC		52 (2)	52 (2)	10.8
NEWS/TALK	27 (1)		27 (1)	5.6
MOR/AC	10 (1)		10 (1)	2.1
			480 (18)	

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS)	, SPANISH	, \$27.80	(Katz)
KELP, 920, 1 KW/500 W (DA-N)	, AC	, \$ ? ?	(Christal) Clear Channel
KHEY, 690, 10 KW (DA-2)	, COUNTRY	ABC-I, \$40.50	(Katz)
KSET, 1340, 1 KW/250 W	, ROCK	, \$25.00	(Mc-Guild) Bdcst Assoc
KTSM, 1380, 5 KW/500 W	, NEWS	NBC,CBS,MBS, \$10.00	(PRO)
XROK, 800, 150 KW	, SPANISH	, \$16.00	(Lotus)
KEZB-F, 96.3, 100 KW @ 1388,	BTFL MUS (Schulke)	, \$40.50	(Katz)
KFIM-F, 92.3, 100 KW @ 1857,	ROCK	, \$15.00	(HR/Stone)
KINT-F, 97.5, 60 KW @ 1080,	ROCK	ABC-C, \$16.80	(Selcom)
KLAQ-F, 95.5, 100 KW @ 1300,	AOR (Burk-Abr)	, \$13.00	(Torbet) Rex
KLOZ-F, 102.1, 57 KW @ 1160,	COUNTRY	, \$26.50	(Blair) Henson
KPAS-F, 93.9, 100 KW @ 980,	AOR	, \$12.00	(Buckley)
KSET-F, 94.1, 100 KW @ 732,	ROCK	, \$25.00	(Mc-Guild) Bdcst Assoc

TV STATIONS

KDBC	El Paso	4	CBS, Charleston (SC) News
KTSM	El Paso	9	NBC
XEJ	Cuidad Juarez	5	IND
			KVIA El Paso 13 ABC, Marsh Media
			KCIK El Paso 14 IND

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

EUGENE-SPRINGFIELD

Market # 142  
 Revenue Rank # 112  
 Income Rank # 248  
 APR 15.5  
 SMSA Pop: 264,900

Revenue : \$4,181,509  
 Income : \$ -735,141  
 % Rev Gain: -11.6  
 Stations: 14/12  
 Diaries: 653/406:1

National Rev: \$1,318,958  
 Nat Rev per Cap: \$4.98  
 Tot Rev per Cap: \$15.79  
 Tot Inc per Cap: \$-2.77  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KUGN	50/14.2	14.6	11.6	9.4	11.9	1. KPNW 64	1. KUGN	933/36.9
2. KPNW-F	49/13.9	13.3	14.5	12.7	11.6	2. KPNW-F 57	2. KPNW	849/23.8
3. KSND-F	37/10.5	9.5	8.0	8.0	7.6	3. KUGN 53	3. KPNW-F	654/21.9
4. KZEL-F	35/ 9.9	11.4	11.1	9.0	4.6	4. KZEL-F 40	4. KSND-F	591/23.8
5. KPNW	34/ 9.6	9.5	8.5	10.7	9.9	5. KSND-F 38	5. KZEL-F	496/18.3
6. KEED	33/ 9.3	9.5	9.1	5.0	9.9	6. KEED 36	6. KEED	429/18.1
7. KBDF	18/ 5.1	7.0	6.5	11.4	10.6	7. KBDF 18	7. KBDF	416/17.7
8. KUGN-F	13/ 3.7	5.4	2.8	2.7	4.3	8. KUGN-F 17	8. KUGN-F	374/13.4
9. KASH	10/ 2.8	1.9	4.3	3.7	6.6	9. KGON-F 11	9. KASH	298/13.1
10. KORE	8/ 2.3	2.9	2.0	3.0	1.3	KWIL 11	10. KWIL	211/ 2.5

12+ FM SHARE (METRO): 47.71% (146 of 306) (O/N 79: 41.85%)  
 12+ FM SHARE (TSA) : 44.71% (169 of 378) (O/N 79: 40.54%)

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

OTHER RATED STATIONS/METRO SHARE

KBMC-F	94.5		1.7	KGON-F	92.3	Portland	1.7
KGO	810	San Francisco	1.1	KWIL	790	Albany	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (2)	78 (3)	106 (5)	34.6
MOR/AC	84 (2)		84 (2)	27.5
BTFL MUSIC		49 (1)	49 (1)	16.0
COUNTRY	33 (1)	13 (1)	46 (2)	15.0
RELIGION	11 (2)	6 (1)	17 (3)	5.6
NEWS/TALK	4 (1)		4 (1)	1.3
			306 (14)	

RADIO STATIONS

KASH, 1600, 5 KW/1 KW (DA-N), CONTEMP	Source, \$13.30 (Roslin)	Sterling
KBDF, 1280, 5 KW/1 KW (DA-N), CONTEMP	, \$14.75 (Buckley)	
KEED, 1450, 1 KW, COUNTRY	ABC-E,ABC-I, \$16.25 (Torbet)	
KORE, 1050, 1 KW (DAYS), RELIGION	MBS, \$ 8.00 (-----)	
KPNW, 1120, 50 KW (DA-2), MOR	NBC, \$19.25 (Katz)	
KUGN, 590, 5 KW/1 KW (DA-N), MOR/AC	CBS, \$23.25 (Selcom)	
KPNW-F, 99.1, 100 KW @ 1485, BTFL MUS (Bonne)	NBC, \$19.25 (Katz)	
KSND-F, 93.1, 27 KW @ 1800, ROCK (TM)	Source, \$13.30 (Roslin)	Sterling
KUGN-F, 97.9, 100 KW @ 785, COUNTRY (TM)	CBS, \$13.75 (Selcom)	
KZEL-F, 96.1, 100 KW @ 872, AOR	, \$17.00 (Buckley)	

TV STATIONS

Cable TV	Eugene	IND, Teleprompter
KEZI	Eugene	ABC
KVAL	Eugene	NBC

NEWSPAPER

Eugene Register-Guard E 62,312



FLINT

Market # 75  
 Revenue Rank # 74  
 Income Rank # 39  
 APR 13.6  
 SMSA Pop: 525,000

Revenue : \$6,401,379  
 Income : \$1,124,783  
 % Rev Gain: +2.3  
 Stations: 27/10  
 Diaries: 711/738:1

National Rev: \$1,371,232  
 Nat Rev per Cap: \$2.61  
 Tot Rev per Cap: \$12.19  
 Tot Inc per Cap: \$2.14  
 Profit Margin: 17.6%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WWCK-F 79/13.8	10.3	10.5	1. WWCK-F 81	1. WHNN-F 1313/	8.6
2. WDZZ-F 74/12.9	11.5	----	2. WGMZ-F 76	2. WJR 1268/	18.4
3. WGMZ-F 71/12.4	6.9	9.0	WHNN-F 76	3. WWCK-F 1096/	24.7
4. WTRX 38/ 6.6	6.9	6.2	4. WDZZ-F 74	4. WKCQ-F 1061/	8.2
5. WJR 36/ 6.3	8.5	8.3	5. WIOG-F 67	5. WGER-F 1045/	8.2
6. WKMF 34/ 5.9	5.8	8.3	6. WKCQ-F 65	6. WTAC 1007/	14.7
7. WFDF 30/ 5.2	8.0	8.2	7. WJR 63	7. WFDF 1006/	17.6
8. WFMK-F 26/ 4.5	7.1	4.5	8. WGER-F 60	8. WFDF 921/	1.8
9. WAMM 19/ 3.3	1.6	6.7	9. WTRX 44	9. WTRX 878/	18.0
10. WTAC 18/ 3.1	4.4	7.2	10. WTAC 42	10. WGMZ-F 829/	16.6

12+ FM SHARE (METRO): 61.36% (324 of 528) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 66.18% (587 of 887) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WDZZ-F	1. WGMZ-F	1. WJR
2. WDZZ-F	2. WDZZ-F	2. WDZZ-F	2. WGMZ-F	2. WJR	2. WFDF
3. WTAC	3. WTRX	3. WGMZ-F	3. WJR	3. WDZZ-F	3. WHNN-F
	4. WFMK-F	4. WTRX	4. WWCK-F	4. WKMF	4. WGMZ-F

OTHER RATED STATIONS/METRO SHARE

WLQB 1570		.7	WJZZ-F 105.9	Detroit	.7
WOAP 1080	Owosso	1.2	WKCQ-F 98.1	Saginaw	2.8
WOAP-F 103.9	Owosso	.7	WLLZ-F 98.7	Detroit	.5
WCXI 1130	Detroit	.5	WMJC-F 94.7	Detroit	.5
WGER-F 102.5	Bay City	2.1	WVIC-F 94.9	Lansing	.7
WHND 560	Monroe	.5	WWJ 950	Detroit	2.1
WHNN-F 96.1	Bay City	1.9	WWWS-F 107.1	Saginaw	.7
WIOG-F 106.3	Saginaw	.7	WWWW-F 106.7	Detroit	.5
WITL-F 100.7	Lansing	1.0			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	21 (2)	133 (8)	154 (10)	29.2
MOR/AC	104 (3)		104 (3)	19.7
BLACK/JAZZ	19 (1)	82 (3)	101 (4)	19.1
BTFL MUSIC		83 (2)	83 (2)	15.7
COUNTRY	37 (2)	22 (2)	59 (4)	11.2
NEWS/TALK	12 (1)		12 (1)	2.3
UNKNOWN	7 (1)	4 (1)	11 (2)	2.1
RELIGION	4 (1)		4 (1)	0.8
			528 (27)	

RADIO STATIONS

WAMM, 1420, 500 W (DAYS,DA) , BLACK	NBN, \$25.00 (Lotus)*
WFDF, 910, 5 KW/1 KW (DA-1), MOR	CBS, \$36.25 (Blair)
WKMF, 1470, 5 KW/1 KW (DA-1), COUNTRY	ABC-E, \$43.00 (Katz) Beck-Ross
WTAC, 600, 1 KW/500 W (DA-1),CONTEMP	ABC-C, \$27.50 (HR/Stone) Fuqua**
WTRX, 1330, 5 KW/1 KW (DA-2), AC/CONT	ABC-I, \$24.50 (Christal) Mid America

\*Station has since switched to Big Band

\*\*Sale to Reams is pending

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

FT. LAUDERDALE

Market # 41  
 Revenue Rank # 43  
 Income Rank # 223  
 APR 17.4  
 SMSA Pop: 910,000

Revenue : \$10,870,276  
 Income : \$ -218,557  
 % Rev Change: +17.9  
 Stations: 27/11  
 Diaries: 603/1509:1

National Rev: \$2,861,539  
 Nat Rev per Cap: \$3.14  
 Tot Rev per Cap: \$11.95  
 Tot Inc per Cap: \$-.24  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKQS-F	138/9.7	7.2	6.8	4.2	5.4	1. WHYI-F	278	1. WHYI-F 4264/17.1
2. WLYF-F	112/7.8	10.1	16.1	13.1	13.2	2. WNWS	221	2. WINZ 2854/15.3
3. WNWS	93/6.5	7.0	3.2	4.6	2.4	3. WKQS-F	192	3. WIOD 2833/13.9
4. WHYI-F	88/6.2	7.7	7.6	10.2	10.2	4. WLYF-F	172	4. WNWS 2581/12.6
5. WAXY-F	77/5.4	6.9	3.5	4.0	7.0	5. WINZ	171	5. WQAM 2478/10.2
6. WLQY	73/5.1	.7	---	---	---	6. WQAM	155	6. WLYF-F 2331/15.4
WAIA-F	73/5.1	5.0	6.2	7.5	3.3	7. WYOR-F	147	7. WMJX-F 2292/ 9.0
WINZ	73/5.1	5.3	6.5	9.5	5.9	8. WAIA-F	143	8. WKQS-F 2235/17.7
9. WIOD	67/4.7	4.3	5.0	4.9	5.4	9. WIOD	142	9. WAXY-F 2219/11.8
10. WSHE-F	66/4.6	4.4	1.8	3.6	3.8	10. WAXY-F	139	10. WAIA-F 1993/11.9

12+ FM SHARE (METRO): 59.82% (801 of 1339) (O/N 79: 62.38%)  
 12+ FM SHARE (TSA) : 62.73% (1806 of 2879) (O/N 79: 62.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WAXY-F	1. WAXY-F	1. WAXY-F	1. WKQS-F	1. WHYI-F
2. WCKO-F	2. WSHE-F	2. WAIA-F	2. WAIA-F	2. WIOD	2. WINZ
3. WSHE-F	WWWL-F	3. WHYI-F	3. WKQS-F	3. WLYF-F	3. WIOD
	4. WAIA-F	4. WWWL-F	4. WRBD	4. WLQY	4. WNWS
	5. WHYI-F	5. WSHE-F	5. WIOD	5. WNWS	5. WQAM

OTHER RATED STATIONS/METRO SHARE

WCKO-F	102.7	Pompano Beach	2.0	WINZ-F	94.9	Miami	1.7
WEWZ-F	106.7		1.4	WMJX-F	96.3	Miami	1.7
WEXY	1520	Oakland Park	1.4	WQAM	560	Miami	3.2
WFTL	1400		2.7	WSBR	740	Boca Raton	.6
WPIP	980	Pompano Beach	.8	WTMI-F	93.1	Miami	3.4
WRBD	1470	Pompano Beach	4.0	WVCG	1080	Miami	.6
WSRF	1580		1.3	WWWL-F	93.9	Miami	3.8
WEAT-F	104.5	West Palm Beach	.6	WYOR-F	105.1	Miami	2.8
				WGBS	710	Miami	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		361 (7)	361 (7)	27.0
BTFL MUSIC	21 (2)	318 (5)	339 (7)	25.3
MOR/AC	129 (3)	73 (1)	202 (4)	15.1
NEWS/TALK	166 (2)		166 (2)	12.4
BIG BAND	81 (2)		81 (2)	6.0
COUNTRY	64 (2)		64 (2)	4.8
BLACK/URBAN	57 (1)		57 (1)	4.3
CLASSICAL		49 (1)	49 (1)	3.7
RELIGION	20 (1)		20 (1)	1.5

1339 (27)

WFTL, 1400, 1 KW/250 W (DA-D), MOR	ABC-I, \$31.25	(Buckley)	Amaturo
WRBD, 1470, 5 KW/2.5 KW (DA-1), BLACK	NBN, SBN, \$34.00	(Lazar)	
WCKO-F, 102.7, 100 KW @ 345, ROCK	, \$47.50	(Savalli)	
WLQY, 1320, 5 KW (DA-2), BIG BAND/NOSTALGIA	, \$34.56	(HR/Stone)	

OTHER STATIONS - SEE MIAMI

FOR TV AND NEWSPAPERS - SEE MIAMI

FORT WAYNE

Market # 102  
 Revenue Rank # 73  
 Income Rank # 66  
 APR 15.2  
 SMSA Pop: 380,000

Revenue : \$6,415,878  
 Income : \$ 613,589  
 % Rev Gain: +1.5  
 Stations: 13/13  
 Diaries: 663/573:1

National Rev: \$1,142,891  
 Nat Rev per Cap: \$3.01  
 Tot Rev per Cap: \$16.88  
 Tot Inc per Cap: \$1.61  
 Profit Margin: 9.6%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WOWO 82/17.8	26.0	26.7	24.5	26.0	1. WOWO 207	1. WOWO 4107/52.3
2. WMEE-F 66/14.3	14.7	13.9	17.1	15.4	2. WMEE-F 101	2. WPTH-F 1879/29.9
3. WEZV-F 55/12.0	16.9	17.1	.4	.9	3. WPTH-F 94	3. WMEE-F 1741/34.5
4. WQHK 52/11.3	7.9	7.1	12.4	15.4	4. WQHK 78	4. WEZV-F 958/24.8
WXKE-F 52/11.3	9.3	6.4	9.7	11.3	5. WEZV-F 71	5. WQHK 876/20.4
6. WPTH-F 44/ 9.6	9.7	8.0	12.7	14.3	6. WXKE-F 53	6. WXKE-F 625/18.5
7. WLYV 21/ 4.6	3.3	2.1	4.4	5.4	7. WLYV 21	7. WLYV 469/15.5
8. WFCV 11/ 2.4	---	---	---	---	8. WJR 18	8. WJR 464/ 2.9
9. WIFF 7/ 1.5	.6	1.6	1.3	1.4	9. WAWK-F+ 13	9. WGL 327/ 8.7
WKSJ-F 7/ 1.5	---	---	---	---	10. WFCV 11	10. WAWK-F+ 296/ 2.2

12+ FM SHARE (METRO): 55.39% (226 of 408) (O/N 79: 50.89%)  
 12+ FM SHARE (TSA) : 48.91% (337 of 689) (O/N 79: 44.78%)

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

OTHER RATED STATIONS/METRO SHARE

WGL 1250 1.3 WAWK-F 93.3 Kendallville .4 WJR 760 Detroit .7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		162 (3)	162 (3)	39.7
MOR/AC	112 (4)	2 (1)	114 (5)	27.9
BTFL MUSIC		62 (2)	62 (2)	15.2
COUNTRY	59 (2)		59 (2)	14.5
RELIGION	11 (1)		11 (1)	2.7
			408 (13)	

RADIO STATIONS

WFCV, 1090, 1 KW (DAYS,DA), RELIGION	, \$ 6.00	(-----)	Bott
WGL, 1250, 1 KW/250 W, MOR	CBS, \$ 7.00	(Savalli)	News-Sentinel
WIFF, 1570, 500 W (DAYS), COUNTRY (Musicworks)	, \$ 6.45	(Walton)	(AUBURN)
WLYV, 1450, 1 KW/250 W, MOR/OLDIES	ABC-E, \$23.00	(Regional)	Jack Nicklaus
WOWO, 1190, 50 KW (DA-N), MOR/AC	, \$70.63	(RAR)	Westinghouse
WQHK, 1380, 5 KW (DA-2), COUNTRY	, \$45.75	(Eastman)	Federated
WEZV-F, 101.7, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$38.50	(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	(Torbet)	Sarkes-Tarzian
WXKE-F, 103.9, 3 KW @ 250, AOR	, \$24.00	(Selcom)	
WAWK-F+, 93.3, 37 KW @ 300, MOR	, \$ 6.20	(-----)	(KENDALLVILLE)
WKSJ-F, 106.3, 3 KW @ 125, BTFL MUS (Bonne)	, \$ 6.75	(Regional)	(COLUMBIA CITY)

WJR - See Detroit

TV STATIONS

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

NEWSPAPERS

Fort Wayne Jour Gazette M 60,093

Fort Wayne News-Sentinel E 71,705

FRESNO

Market # 82  
 Revenue Rank # 66  
 Income Rank # 136  
 APR 17.1  
 SMSA Pop: 488,600

Revenue : \$7,070,101  
 Income : \$ 153,015  
 % Rev Gain: -14.3  
 Stations: 25/17  
 Diaries: 788/620:1

National Rev: \$2,515,838  
 Nat Rev per Cap: \$5.15  
 Tot Rev per Cap: \$14.47  
 Tot Inc per Cap: \$.31  
 Profit Margin: 2.2%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGNU-F 66/9.6	9.5	10.6	11.7	10.0	1. KFYE-F 185	1. KFYE-F 2285/22.4
2. KFYE-F 64/9.3	7.4	7.5	7.3	8.1	2. KGNU-F 85	2. KMJ 1345/20.6
3. KMJ 59/8.6	8.5	8.4	9.0	8.9	KMJ 85	3. KFRE 1156/11.2
4. KXEX 55/8.0	3.6	4.8	2.8	2.6	4. KFRE 65	4. KGNU-F 1016/17.4
5. KFIG-F 53/7.7	2.9	2.9	7.5	3.2	5. KFIG-F 59	5. KYNO-F 802/18.9
6. KYNO-F 48/7.0	9.0	9.4	3.6	5.4	KXEX 59	6. KFIG-F 794/17.0
7. KMAK 40/5.8	6.9	8.1	7.8	6.5	7. KBOS-F 54	7. KIOY-F 737/10.2
8. KKDJ-F 26/3.8	6.1	---	---	---	8. KYNO-F 49	8. KYNO 729/16.5
9. KFRE 25/3.6	4.8	4.9	5.7	4.0	9. KMAK 43	9. KBOS-F 690/ 7.2
KYNO 25/3.6	4.4	6.0	5.4	10.4	10. KIOY-F 36	10. KMAK 602/13.4

12+ FM SHARE (METRO): 53.65% (345 of 643) (O/N 79: 49.75%)  
 12+ FM SHARE (TSA) : 58.22% (595 of 1022) (O/N 79: 53.85%)

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

OTHER RATED STATIONS/METRO SHARE

KARM 1430	2.6	KBOS-F 94.9	Tulare 2.6
KBIF 900	.4	KCBS 740	San Francisco .6
KEAP 980	1.2	KIOY-F 103.7	Hanford 2.5
KFRY-F 101.9	3.6	KJUG-F 106.7	Tulare .6
KGST 1600	3.3	KLTA-F 98.9	Dinuba 1.9
KLIP 1220	Fowler 1.0	KNGS 620	Hanford .4
KMJ-F 97.9	1.6	KRDU 1130	Dinuba 1.4
KXQR 790	Clovis 2.6		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	226 (6)	251 (7)	39.0
COUNTRY	69 (4)	29 (2)	98 (6)	15.2
BTFL MUSIC	18 (1)	79 (2)	97 (3)	15.1
SPANISH	85 (3)		85 (3)	13.2
NEWS/TALK	63 (2)		63 (2)	9.8
MOR/AC	35 (2)	11 (1)	46 (3)	7.2
RELIGION	3 (1)		3 (1)	0.5
			643 (25)	

RADIO STATIONS

KFRE, 940, 50 KW (DA-2)	, AC/MOR	ABC-I, \$30.50	(Mc-Guild)
KMAK, 1340, 1 KW/250 W	, COUNTRY	, \$20.38	(Blair)
KMJ, 580, 5 KW	, NEWS/TALK	NBC,CBS, \$26.00	(Katz) McClatchy
KXEX, 1550, 500 W (DAYS)	, SPANISH	, \$14.00	(Caballero)
KYNO, 1300, 5 KW/1 KW (DA-N)	, CONTEMP (Drake-Chen)	, \$30.00	(Eastman)
KFIG-F, 101.1, 50 KW @ 352, CONTEMP		, \$13.75	(Buckley) Davis/Weaver
KFYE-F, 93.7, 68 KW @ 1950, ROCK		, \$40.00	(Selcom) Sunbelt
KKDJ-F, 105.9, 2.4 KW @ 4674, ROCK		, \$24.50	(HR/Stone)
KGNU-F, 102.7, 50 KW @ 500, BTFL MUS (Schulke)		, \$30.00	(Torbet)
KYNO-F, 95.5, 50 KW @ 318, ROCK (Drake-Chen)		, \$30.00	(Eastman)
KBOS-F, 94.9, 850 W @ 2550, ROCK		ABC-C, \$22.75	(Blair) (TULARE)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

GRAND RAPIDS

Market # 69; ADI # 38  
 Revenue Rank # 48  
 Income Rank # 50  
 APR 14.5  
 SMSA Pop: 591,400

Revenue : \$9,538,960  
 Income : \$ 811,184  
 % Rev Change: +9.9  
 Stations: 22/21  
 Diaries: 601/984:1

National Rev: \$1,505,500  
 Nat Rev per Cap: \$2,55  
 Tot Rev per Cap: \$16.13  
 Tot Inc per Cap: \$1.37  
 Profit Margin: 8.5%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WLAV-F	93/13.3	9.1	9.1	9.1	5.4	1. WOOD-F	176	1. WOOD-F 2665/30.1
2. WOOD-F	90/12.9	15.1	14.9	13.2	20.1	2. WLAV-F	174	2. WGRD-F 2635/22.5
3. WOOD	85/12.2	14.0	11.4	12.0	16.7	3. WGRD-F	135	3. WLAV-F 2175/22.1
4. WZZR-F	58/ 8.3	6.0	4.7	5.4	6.8	4. WOOD	92	4. WJFM-F 1533/14.8
5. WGRD-F	50/ 7.2	7.7	5.2	9.5	8.3	5. WJFM-F	82	5. WOOD 1438/25.8
6. WJFM-F	45/ 6.4	5.8	6.1	4.2	1.1	6. WZZR-F	78	6. WCUZ-F 1163/14.9
7. WCUZ-F	35/ 5.0	4.5	3.4	4.8	4.1	7. WCUZ-F	60	7. WZZR-F 962/15.2
8. WCUZ	26/ 3.7	5.9	7.3	6.0	5.2	8. WMAQ	49	8. WMAQ 768/ 3.9
WFUR-F	26/ 3.7	2.9	4.3	5.6	3.8	9. WPLB-F	47	9. WPLB-F 738/ 5.6
10. WTWN	19/ 2.7	1.8	1.8	2.0	1.4	10. WQWQ-F	40	10. WQWQ-F 694/ 5.2

12+ FM SHARE (METRO): 69.28% (442 of 638) (O/N 79: 61.09%)  
 12+ FM SHARE (TSA) : 75.29% (844 of 1121) (O/N 79: 72.83%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	246 (4)	259 (5)	40.6
BTFL MUSIC		132 (4)	132 (4)	20.7
MOR/AC	103 (3)		103 (3)	16.1
COUNTRY	33 (2)	57 (3)	90 (5)	14.1
NEWS/TALK	27 (2)		27 (2)	4.2
BLACK	14 (1)		14 (1)	2.2
RELIGION	6 (1)	7 (1)	13 (2)	2.0
			<u>638 (22)</u>	

GRAND RAPIDS-KALAMAZOO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WOOD-F	1. WOOD-F	1. WLAV-F	WFUR	1570 .9
2. WLAV-F	2. WGRD-F	2. WOOD	WGHN	1370 Grand Haven 1.3
3. WGRD-F	3. WLAV-F	3. WOOD-F	WGRD	1410 1.9
4. WOOD	4. WJFM-F	4. WGRD-F	WHTC	1450 Holland 1.3
5. WJFM-F	5. WOOD	5. WZZR-F	WHTC-F	96.1 Holland .6
6. WMUS-F	6. WCUZ-F	6. WCUZ-F	WJBL-F	94.5 Holland 1.0
7. WZZR-F	7. WKZO	7. WCUZ	WKWM	1140 2.0
8. WQLR-F	8. WZZR-F	8. WTWN	WMAX	1480 1.1
9. WNWN-F	9. WQLR-F	9. WFUR-F	WZND-F	99.3 Zeeland .9
10. WKZO	10. WKFR-F	10. WPLB-F	WPLB-F	107.3 Greenville 2.3
11. WCUZ-F	11. WMAQ		WQWQ-F	104.5 Muskegon 1.7
12. WKFR-F	12. WMUS-F		WMAQ	670 Chicago 1.0
13. WMAQ	13. WNWN-F			
14. WPLB-F	14. WPLB-F			
15. WQWQ-F	15. WQWQ-F			

ADI FM SHARE: 61.55% (1082 of 1758) (O/N 79: 63.54%)

FM STATIONS

WCUZ, 101.3, 50 KW @ 420, COUNTRY	CBS, \$31.73 (Eastman)	Federated
WFUR, 102.9, 40 KW @ 257, BTFL MUS	, \$12.00 (Mich Spot)	
WGRD, 97.9, 13 KW @ 590, ROCK	ABC-C, \$54.50 (Torbet)	Regional
WJFM, 93.7, 315 KW @ 850, SOFT ROCK (Century 21)*	MBS, \$21.50 (Buckley)	Fetzer
WLAV, 96.9, 50 KW @ 500, AOR (Burk-Abr)	ABC-F, \$35.00 (Mc-Guild)	
WOOD, 105.7, 265 KW @ 811, BTFL MUS (Schulke)	, \$78.00 (Katz)	WOOD Inc
WZZR, 95.7, 50 KW @ 175, CONTEMP	, \$31.50 (Selcom)	Liggett
WMUS, 106.9, 50 KW @ 285, COUNTRY	, \$14.00 (Masla)	(MUSKEGON)
WPLB, 107.3, 50 KW @ 358, COUNTRY	, \$10.00 (-----)	(GREENVILLE)
WQWQ, 105.5, 50 KW @ 375, BTFL MUS (TM)	ABC-F, \$13.80 (HR/Stone)	(MUSKEGON)

AM STATIONS

WCUZ, 1230, 1 KW/250 W, COUNTRY	CBS, \$31.73 (Eastman)	Federated
WOOD, 1300, 5 KW (DA-N), MOR	NBC, \$46.75 (Katz)	WOOD Inc
WTWN, 1340, 1 KW/250 W, TALK	ABC-I, \$35.00 (Mc-Guild)	

WMAQ - See Chicago

Other Stations - See Kalamazoo

\*Station is now (Jan 81) using TM Beautiful Rock)

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	125,222, Newhouse
Kalamazoo Gazette	E	59,559, Newhouse
Muskegon Chronicle	E	44,198, Newhouse
Battle Creek Enquirer	E	33,366, Gannett

GREENSBORO/WINSTON-SALEM

Market # 52  
 Revenue Rank # 45  
 Income Rank # 57  
 APR 14.6  
 SMSA Pop: 794,600

Revenue : \$9,870,241  
 Income : \$ 700,309  
 % Rev Gain: +2.1  
 Stations: 31/27  
 Diaries: 543/1463:1

National Rev: \$1,503,527  
 Nat Rev per Cap: \$12.42  
 Tot Rev per Cap: \$1.89  
 Tot Inc per Cap: \$ .88  
 Profit Margin: 7.1%

12+ METRO 1/4/SHARE				A/M 80		A/M 79		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT		
1.	WTQR-F	109/11.2		12.6		11.6	1.	WTQR-F	208	1.	WTQR-F	2431/17.8
2.	WKZL-F	101/10.4		9.3		7.9	2.	WKZL-F	131	2.	WKZL-F	1628/20.2
3.	WRQK-F	79/ 8.1		6.2		5.6	3.	WGLD-F	114	3.	WRQK-F	1400/14.6
4.	WSJS	78/ 8.0		8.0		8.8	4.	WRQK-F	106	4.	WGLD-F	1317/14.7
5.	WGLD-F	72/ 7.4		10.1		8.9	5.	WSJS	85	5.	WSJS	1310/16.4
6.	WQMG-F	55/ 5.7		5.7		4.6	6.	WQMG-F	71	6.	WSEZ-F	1091/ 9.8
7.	WAAA	51/ 5.2		3.4		5.4	7.	WPCM-F	56	7.	WQMG-F	804/ 8.8
8.	WBIG	35/ 3.6		3.7		3.1	8.	WAAA	51	8.	WBIG	751/ 9.5
9.	WSEZ-F	32/ 3.3		7.3		5.7	9.	WSEZ-F	50	9.	WCOG	599/ 9.0
10.	WHPE-F	29/ 3.0		3.4		2.1	10.	WBIG	39	10.	WRAL-F	568/ 4.1

12+ FM SHARE (METRO): 64.16% (562 of 876) (0/N 79: NA)  
 12+ FM SHARE (TSA) : 73.01% (912 of 1249) (0/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKZL-F	1. WKZL-F	1. WKZL-F	1. WTQR-F	1. WTQR-F	1. WTQR-F
2. WQMG-F	2. WRQK-F	2. WTQR-F	2. WGLD-F	2. WGLD-F	2. WSJS
3. WRQK-F	3. WTQR-F	3. WRQK-F	3. WRQK-F	3. WSJS	3. WKZL-F
4. WTQR-F	4. WQMG-F	4. WGLD-F	4. WSJS	4. WBIG	4. WGLD-F

OTHER RATED STATIONS/METRO SHARE

WAIR	1340		2.3	WYDK	1480	Yadkinville	.9
WBUY	1440	Lexington	1.3	WBT	1110	Charlotte	.5
WCOG	1320		3.0	WEZC-F	104.7	Charlotte	.4
WEAL	1510		1.0	WFMX-F	105.7	Statesville	.7
WGWR	1260	Asheboro	1.2	WPCM-F	101.1	Burlington	.6
WMFR	1230		1.9	WQDR-F	94.7	Raleigh	2.7
WMFR-F	99.5		.5	WRAL-F	101.5	Raleigh	1.0
WPET	950		.9	WROQ-F	95.1	Charlotte	.5
WTNC	790	Thomasville	.9	WSLQ-F	99.1	Roanoke	1.1
WTNC-F	98.3	Thomasville	.3	WSOC-F	103.7	Charlotte	.8
WTOB	1380		1.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		264 (7)	264 (7)	30.1
MOR/AC	170 (7)	3 (1)	173 (8)	19.7
COUNTRY	38 (2)	130 (4)	168 (6)	19.2
BLACK	83 (3)	55 (1)	138 (4)	15.8
BTFL MUSIC		81 (3)	81 (3)	9.2
RELIGION	9 (1)	29 (1)	38 (2)	4.3
BIG BAND	14 (1)		14 (1)	1.6
			876 (31)	

RADIO STATIONS

WAAA, 980, 1 KW (DAYS)	, BLACK	, \$21.00	(PRO)	
WBIG, 1470, 5 KW (DA-N)	, AC	CBS, \$30.00	(Christal)	Jeff-Pilot
WCOG, 1320, 5 KW/1 KW (DA-2)	, COUNTRY	ABC-C, \$23.00	(HR/Stone)	
WSJS, 600, 5 KW (DA-2)	, MOR	NBC, \$78.75	(Mc-Guild)	Summit
WGLD-F, 100.3, 100 KW @ 400,	BTFL MUS (Bonne)	, \$47.75	(Blair)	Mann
WHPE-F, 95.5, 100 KW @ 470,	RELIGION	, \$ ? ?	( ? ? )	
WKZL-F, 107.5, 100 KW @ 500,	ROCK	, \$65.00	(Katz)	
WQMG-F, 97.1, 20 KW @ 555,	BLACK/AOR	, \$26.25	(Howard)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

GREENVILLE-SPARTANBURG

Market # 72; ADI # 37  
 Revenue Rank # 59  
 Income Rank # 46  
 APR 15.6  
 SMSA Pop: 550,700

Revenue : \$7,850,169  
 Income : \$ 985,330  
 % Rev Gain: +3.4  
 Stations: 19/23  
 Diaries: 564/976:1

National Rev: \$1,383,382  
 Nat Rev per Cap: \$2.51  
 Tot Rev per Cap: \$14.25  
 Tot Inc per Cap: \$2.51  
 Profit Margin: 12.6%

12+ METRO	1/4/SHARE	A/M 80	A/M 79	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WFBC-F	91/12.7	11.7	14.7	1. WESC-F	159	1. WFBC-F	2541/27.4		
2. WESC-F	88/12.3	11.4	8.0	2. WFBC-F	149	2. WESC-F	2081/20.4		
3. WHYZ	75/10.5	6.6	6.3	3. WSPA-F	118	3. WANS-F	1508/16.8		
4. WSPA-F	68/ 9.5	10.8	9.9	4. WANS-F	97	4. WSPA-F	1386/15.9		
5. WANS-F	45/ 6.3	9.7	2.3	5. WHYZ	96	5. WGXL-F	1016/10.9		
6. WQOK	40/ 5.6	5.5	6.2	6. WGXL-F	59	6. WFBC	981/15.6		
7. WGXL-F	38/ 5.3	5.5	6.2	7. WFBC	43	7. WAIM-F	805/ 7.2		
8. WFBC	36/ 5.0	4.8	6.2	8. WQOK	40	8. WHYZ	764/12.3		
9. WORD	28/ 3.9	4.1	8.9	9. WAIM-F	39	9. WQOK	706/15.4		
10. WSPA	27/ 3.8	5.1	4.7	10. WORD	32	10. WSPA	659/11.8		

12+ FM SHARE (METRO): 57.52% (367 of 638) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 67.82% (668 of 985) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYZ	1. WFBC-F	1. WFBC-F	1. WFBC-F	1. WESC-F	1. WFBC-F+
2. WQOK	2. WESC-F	2. WESC-F	WESC-F	WSPA-F	2. WESC-F+
3. WFBC-F	3. WANS-F	3. WHYZ	3. WSPA-F	3. WFBC-F	3. WGXL-F
4. WANS-F	4. WHYZ	4. WANS-F	4. WHYZ	4. WKDY	4. WSPA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	68 (2)	152 (3)	220 (5)	34.5
COUNTRY	49 (3)	103 (3)	152 (6)	23.8
MOR/AC	63 (2)	38 (1)	101 (3)	15.8
BLACK	75 (1)		75 (1)	11.8
BTFL MUSIC	6 (1)	68 (1)	74 (2)	11.6
RELIGION	10 (1)		10 (1)	1.6
CLASSICAL		6 (1)	6 (1)	0.9
			638 (19)	



GREEN-SPART-ASHE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WFBC-F	1. WFBC-F	1. WHYZ	WCKI	1300	Greer 1.4
2. WESC-F	2. WESC-F	2. WESC-F	WEAB	800	Greer 1.0
3. WSPA-F	3. WANS-F	3. WFBC-F	WESC	660	2.2
4. WANS-F	4. WSPA-F	4. WORD	WKDY	1400	3.6
5. WHYZ	5. WLOS-F	5. WSPA	WMRB	1490	.8
6. WWNC	6. WWNC	6. WSPA-F	WMUU-F	94.5	.8
7. WWNC	7. WWNC	7. WQOK	WAGI-F	105.3	Gaffney .8
8. WGXL-F	8. WFBC	8. WKDY	WAIM-F	101.1	Anderson 2.2
9. WFBC	9. WAIM-F	WGXL-F	WKIT-F	102.5	Hendersonville 1.3
10. WAIM-F	10. WISE	10. WANS-F			
11. WISE	WHYZ				
WQOK	12. WQOK				
13. WKIT-F	13. WSPA				
14. WORD	14. WORD				
15. WSPA	15. WKIT-F				

ADI FM SHARE: 57.64% (905 of 1570) (0/N 79: NA)

AM STATIONS

WFBC, 1330, 5 KW (DA-N)	, MOR	NBC, \$60.00	(Katz)	Multimedia
WHYZ, 1070, 50 KW (DAYS,DA)	, BLACK	, \$14.00	(-----)	
WKDY, 1400, 1 KW/250 W	, COUNTRY	ABC-E, \$10.00	(Savalli)	
WORD, 910, 5 KW/1 KW (DA-2)	, CONTEMP	, \$22.63	(Eastman)	
WQOK, 1440, 5 KW (DA-N)	, ROCK	ABC-C, \$23.50	(HR/Stone)	
WSPA, 950, 5 KW (DA-N)	, MOR	CBS, \$40.00	(Mc-Guild)	Spartan
WWNC, 570, 5 KW (DA-N)	, COUNTRY	NBC, \$31.75	(Katz)	Multimedia (ASHEVILLE)
WISE, 1310, 5 KW/1 KW (DA-N)	, ROCK	ABC-C, \$14.50	(Mc-Guild)	Basic Media (ASHEVILLE)

FM STATIONS

WESC-F, 92.5, 100 KW @ 2000,	COUNTRY	ABC-E, \$45.00	(Blair)	
WFBC-F, 93.7, 100 KW @ 1840,	CONTEMP (Drake-Chen)	ABC-F, \$60.00	(Katz)	Multimedia
WSPA-F, 98.9, 100 KW @ 1910,	BTFL MUS (FM-100)	, \$40.00	(Mc-Guild)	Spartan
WAIM-F, 101.1, 100 KW @ 330,	CONTEMP	MBS, \$17.77	(----)	(ANDERSON)
WANS-F, 107.3, 100 KW @ 260,	ROCK	, \$ 9.00	(----)	(ANDERSON)
WGXL-F, 100.5, 100 KW @ 760,	AC	RKO, ABC-I, \$25.25	(Selcom)	
WLOS-F, 99.9, 53 KW @ 2624,	BTFL MUS (Bonne)	ABC-E, \$16.75	(Torbet)	Wometco (ASHEVILLE)
WKIT-F, 102.5, 100 KW @ 332,	COUNTRY	ABC-F, \$ 9.00	(Southern)	(HENDERSONVILLE)

TV STATIONS

WFBC	Greenville	4	NBC, Multimedia
WGGG	Greenville	16	IND
WLOS	Asheville	13	ABC, Wometco
WSPA	Spartanburg	7	CBS, Spartan
WANC	Asheville	21	IND

NEWSPAPERS

Anderson Independent	(M - 41,234), Mail	(E - 7,224), Harte-Hanks
Spartanburg Herald	(M - 41,230), Journal	(E - 8,123)
Greenville News	(M - 84,975), Piedmont	(E - 23,947), Multimedia
Asheville Citizen, Times	ME 64,573, Multimedia	

HARRISBURG

Market # 92; ADI # 46  
 Revenue Rank # 90  
 Income Rank # 63  
 APR 18.0  
 SMSA Pop: 434,300

Revenue : \$5,161,182  
 Income : \$ 660,394  
 % Rev Gain: +8.0  
 Stations: 21/13  
 Diaries: 555/783:1

National Rev: \$1,056,031  
 Nat Rev per Cap: \$2.43  
 Tot Rev per Cap: \$11.88  
 Tot Inc per Cap: \$1.52  
 Profit Margin: 12.8%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 80</u>		<u>A/M 79</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WHP	116/17.6	16.4	18.8	1. WHP	135	1. WHP	1647/36.0	2. WHP-F	106	2. WQXA-F	1427/15.9
2. WHP-F	80/12.1	14.5	14.1	2. WHP-F	106	2. WQXA-F	1427/15.9	3. WRKZ-F	97	3. WHP-F	1284/25.6
3. WRKZ-F	56/ 8.5	4.8	---	3. WRKZ-F	97	3. WHP-F	1284/25.6	4. WQXA-F	94	4. WRKZ-F	1170/16.8
4. WTPA-F	48/ 7.3	2.9	4.0	4. WQXA-F	94	4. WRKZ-F	1170/16.8	5. WTPA-F	68	5. WKBO	798/19.1
5. WKBO	39/ 5.9	5.0	9.9	5. WTPA-F	68	5. WKBO	798/19.1	6. WSBA-F	58	6. WSBA-F	753/ 5.6
WSFM-F	39/ 5.9	4.6	8.8	6. WSBA-F	58	6. WSBA-F	753/ 5.6	7. WNCE-F	57	7. WTPA-F	723/14.2
7. WHYL	38/ 5.8	7.0	2.1	7. WNCE-F	57	7. WTPA-F	723/14.2	8. WKBO	43	8. WSFM-F	713/17.2
8. WQXA-F	33/ 5.0	6.6	5.6	8. WKBO	43	8. WSFM-F	713/17.2	9. WSFM-F	41	9. WNCE-F	652/ 4.9
9. WQVE-F	23/ 3.5	2.1	1.9	9. WSFM-F	41	9. WNCE-F	652/ 4.9	10. WHYL	39	10. WCMB	599/13.5
10. WCMB	21/ 3.2	2.8	3.5	10. WHYL	39	10. WCMB	599/13.5				

12+ FM SHARE (METRO): 56.14% (329 of 586) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 68.89% (629 of 913) (O/N 79: 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. WQXA-F	1. WTPA-F	1. WRKZ-F	1. WHP	1. WHP	1. WHP
2. WSFM-F	2. WKBO	2. WTPA-F	2. WRKZ-F	2. WHP-F	2. WQXA-F
	3. WRKZ-F	3. WHP	3. WHP-F	3. WRKZ-F	3. WHP-F
	4. WSFM-F	WHP-F	4. WHYL	4. WHYL	4. WRKZ-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	49 (2)	215 (9)	264 (11)	45.1
MOR/AC	155 (3)	5 (1)	160 (4)	27.3
BTFL MUSIC		106 (3)	106 (3)	18.1
COUNTRY	38 (1)	3 (1)	41 (2)	7.0
BLACK/DISCO	15 (1)		15 (1)	2.6
			<u>586 (21)</u>	

HARRIS-LANC-YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WHP	1. WQXA-F	1. WHP	WFEC 1400	2.3
2. WQXA-F	2. WHP	2. WTPA-F	WIOO 1000	Carlisle 1.5
3. WRKZ-F	3. WRKZ-F	3. WHP-F	WQIN 1290	Lykens 2.7
4. WHP-F	4. WSBA	4. WKBO	WZUE-F 102.3	Carlisle .8
5. WSBA-F	5. WHP-F	5. WRKZ-F	WNCE-F 101.3	Lancaster 2.0
6. WNCE-F	6. WSBA-F	6. WHYL	WRHY-F 92.7	Starview .8
7. WSBA	7. WNCE-F		WSBA-F 103.3	York 2.0
8. WTPA-F	8. WYCR-F		WUFM-F 100.1	Lebanon .3
9. WLAN-F	9. WTPA-F		WYCR-F 98.5	York .3
10. WYCR-F	10. WKBO		WIKZ-F 95.1	Chambersburg 1.1
11. WDAC-F	11. WLAN-F		WQKX-F 94.1	Sunbury .5
12. WIOV-F	12. WSFM-F			
13. WHYL	13. WDAC-F			
14. WKBO	14. WCMB			
15. WNOW	15. WLBR			
WSFM-F				

ADI FM SHARE: 63.23% (1066 of 1686) (O/N 79: NA)

AM STATIONS

WCMB, 1460, 5 KW (DA-N), MOR	ABC-I, \$23.50 (Christal)	McKenna
WHP, 580, 5 KW (DA-N), MOR	CBS, \$76.25 (Katz)	
WHYL, 960, 5 KW (DAYS,DA), COUNTRY	, \$21.15 (PRO)	
WKBO, 1230, 1 KW/250 W, CONTEMP/AC	NBC, \$41.40 (Blair)	

FM STATIONS

WHP-F, 97.3, 50 KW @ 840, BTFL MUS (Schulke)	, \$76.25 (Katz)	
WQVE-F, 93.5, 3 KW @ 300, ROCK	Source, \$13.50 (Torbet)	
WSFM-F, 99.3, 3 KW @ 150, ROCK (TM)	, \$29.88 (Christal)	McKenna
WTPA-F, 104.1, 24 KW @ 670, AOR (Burk-Abr)	, \$23.00 (Selcom)	Newhouse

FOR OTHER STATIONS SEE YORK AND LANCASTER

TV STATIONS

WGAL Lancaster	8	NBC, Pulitzer
WHP Harrisburg	21	CBS
WLYH Lancaster	15	CBS, Gateway
WSBA York	43	CBS, Susquehanna
WHTM Harrisburg	27	ABC, Times-Mirror
WGCB Red Lion	49	IND

NEWSPAPERS

Harrisburg News	E	63,433, Newhouse
Harrisburg Patriot	M	48,617, Newhouse
Lancaster New Era	E	59,621
Lancaster Intel Journal	M	40,287
York Dispatch	E	50,147
York Record	M	34,654

HARTFORD

Market # 38; ADI # 26  
 Revenue Rank # 44  
 Income Rank # 109  
 APR 17.1  
 SMSA Pop: 1,044,800

Revenue : \$10,833,569  
 Income : \$ 247,766  
 % Rev Change: +15.1  
 Stations: 24/12  
 Diaries: 729/1433:1

National Rev: \$3,532,607  
 Nat Rev per Cap: \$3.38  
 Tot Rev per Cap: \$10.37  
 Tot Inc per Cap: \$ .24  
 Profit Margin: 2.3%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WTIC	270/23.0	24.2	24.8	28.4	22.9	1. WTIC	477	1. WTIC 6392/48.6
2. WRCH-F	108/ 9.2	11.5	9.4	8.2	8.5	2. WRCH-F	202	2. WHCN-F 2796/16.0
3. WKSS-F	74/ 6.3	5.1	6.6	6.9	7.9	3. WHCN-F	162	3. WDRC-F 2669/15.6
4. WTIC-F	73/ 6.2	7.9	4.0	6.3	5.7	4. WKSS-F	148	4. WRCH-F 2606/18.7
5. WPOP	66/ 5.6	4.4	4.1	3.9	4.3	5. WKCI-F	147	5. WCCC-F 2462/13.0
6. WDRC	62/ 5.3	3.3	5.4	5.0	7.8	6. WCCC-F	131	6. WTIC-F 2418/19.5
7. WHCN-F	60/ 5.1	4.3	3.9	3.9	3.2	7. WHYN-F	128	7. WKCI-F 2237/ 5.6
8. WIOF-F	50/ 4.3	3.7	2.3	2.0	1.8	8. WTIC-F	121	8. WKSS-F 2152/12.5
9. WCCC-F	42/ 3.6	4.1	3.8	3.2	2.9	9. WWYZ-F	115	9. WNBC 2097/ 2.5
10. WDRC-F	40/ 3.4	3.8	2.4	3.4	4.1	10. WMAS-F	105	10. WAQY-F 2066/ 7.0

12+ FM SHARE (METRO): 52.84% (558 of 1056) (O/N 79: 48.34%)  
 12+ FM SHARE (TSA) : 63.02% (1646 of 2612) (O/N 79: 59.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHCN-F	1. WTIC-F	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WKND	2. WIOF-F	2. WTIC-F	2. WKSS-F	2. WRCH-F	2. WDRC-F+
3. WTIC-F	3. WHCN-F	3. WIOF-F	3. WRCH-F	3. WKSS-F	3. WRCH-F
WAQY-F	4. WCCC-F	4. WKSS-F	4. WDRC	4. WPOP	4. WKCI-F
5. WDRC-F	WVYZ-F	5. WDRC	5. WIOF-F	5. WDRC	5. WHCN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	71 (3)	370 (10)	441 (13)	41.8
MOR/AC	310 (3)		310 (3)	29.4
BTFL MUSIC		188 (3)	188 (3)	17.8
NEWS/TALK	70 (2)		70 (2)	6.6
BLACK	26 (1)		26 (1)	2.5
COUNTRY	17 (1)		17 (1)	1.6
BIG BAND	4 (1)		4 (1)	0.4
			1056 (24)	

HARTFORD-NEW HAVEN

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WTIC	1. WTIC	1. WTIC	WCCC	1290	.3
2. WRCH-F	2. WHCN-F	2. WPOP	WINF	1230	Manchester .7
3. WKCI-F	3. WDRC-F	3. WRCH-F	WKND	1480	Windsor 2.2
4. WHCN-F	4. WKCI-F	4. WTIC-F	WMLB	1550	1.4
5. WKSS-F	5. WRCH-F	5. WRCQ	WRCQ	910	New Britain 2.7
6. WELI	6. WTIC-F	6. WHCN-F	WKCI-F	101.3	Hamden 2.0
7. WTIC-F	7. WKSS-F	7. WKSS-F	WPLR-F	99.1	New Haven 1.1
8. WPLR-F	8. WPLR-F	8. WWYZ-F	WWYZ-F	92.5	Waterbury 3.4
9. WWYZ-F	9. WCCC-F	9. WAQY-F	WAQY-F	102.1	Springfield 1.9
10. WDRC-F	10. WPOP	WDRC	WCBS	880	New York .3
11. WIOF-F	11. WWYZ-F		WHYN-F	93.1	Springfield .5
12. WEZN-F	12. WELI		WMAS	1450	Springfield .3
13. WPOP	13. WNBC		WMAS-F	94.7	Springfield .6
14. WDRC	14. WDRC		WNBC	660	New York .4
15. WCCC-F	15. WIOF-F				

ADI FM SHARE: 53.74% (1322 of 2460) (O/N 79: 52.46%)

AM STATIONS

WDRC, 1360, 5 KW (DA-N)	, CONTEMP	, \$52.00 (Buckley)	Buckley
WKND, 1480, 500 W (DAYS,DA)	, BLACK	NBN, \$35.00 (Lazar)	
WPOP, 1410, 5 KW (DA-2)	, NEWS	CBS, \$40.80 (Torbet)	Merv Griffin
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC, \$232.50 (Katz)	

FM STATIONS

WCCC-F, 106.9, 23 KW @ 720	, AOR	ABC-C, \$31.00 (Selcom)	
WDRC-F, 102.9, 20 KW @ 810	, CONTEMP	, \$52.00 (Buckley)	Buckley
WHCN-F, 105.9, 19 KW @ 740	, AOR (Burk-Abr)	, \$47.00 (Masla)	Beck-Ross
WKSS-F, 95.7, 15 KW @ 820	, BTFL/MOR (Bonne)	, \$40.25 (Blair)	
WRCH-F, 100.5, 25 KW @ 720	, BTFL MUS (Schulke)	, \$55.00 (Christal)	
WTIC-F, 96.5, 15 KW @ 810	, ROCK	, \$80.03 (Katz)	
WIOF-F, 104.1, 14 KW @ 835	, SOFT ROCK (TM)	ABC-E, \$40.80 (Torbet)	Merv Griffin (WATERBURY)
WWYZ-F, 92.5, 16 KW @ 740	, SOFT ROCK	, \$35.00 (CBS FM)	(WATERBURY)

OTHER STATIONS - SEE NEW HAVEN, BRIDGEPORT, SPRINGFIELD, 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	212,244	Times-Mirror
New Haven Register	E	100,093	
New Haven Journal-Courier	M	37,264	
New Britain Herald	E	40,485	
Waterbury Republican	M	36,442	
Waterbury American	E	36,340	

HONOLULU

Market # 56  
 Revenue Rank # 47  
 Income Rank # 253  
 APR 16.7  
 SMSA Pop: 730,500

Revenue : \$9,543,553  
 Income : \$-1,295,030  
 % Rev Gain: +10.7  
 Stations: 22/20  
 Diaries: 771/947:1

National Rev: \$1,033,005  
 Nat Rev per Cap: \$1.41  
 Tot Rev per Cap: \$13.06  
 Tot Inc per Cap: \$-1.77  
 Profit Margin: ---

		A/M	O/N	A/M	O/N
12+ METRO	1/4/SHARE	80	79	79	78
1. KSSK	157/15.7	18.7	16.3	10.7	14.0
2. KIKI	142/14.2	9.8	12.2	4.4	6.0
3. KKUA	107/10.7	6.3	7.4	7.0	9.8
4. KUMU-F	69/ 6.9	8.1	7.5	6.6	6.4
5. KDUK-F	64/ 6.4	3.3	2.2	2.1	3.6
6. KCCN	56/ 5.6	5.2	4.3	4.7	6.7
7. KPOI	53/ 5.3	4.8	5.0	8.8	1.4
8. KORL	48/ 4.8	7.4	5.7	9.6	12.1
9. KHVH	44/ 4.4	5.3	6.8	5.4	8.6
10. KULA-F	37/ 3.7	2.1	2.5	5.8	4.0

TSA FIGURES ARE  
 THE SAME

12+ TSA	CUME/MSA	CUME	RAT
1. KSSK	2082	34.6	
2. KKUA	1894	31.5	
3. KIKI	1886	31.4	
4. KGU	878	14.6	
5. KPOI	866	14.4	
6. KHVH	862	14.3	
7. KULA-F	787	13.1	
8. KUMU-F	774	12.9	
9. KDUK-F	700	11.6	
10. KCCN	673	11.2	

12+ FM SHARE (METRO): 23.22% (O/N 79: 21.62%)

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

OTHER RATED STATIONS/METRO SHARE

KDEO	940	Waipahu	.6	KJYE-F	96.3	Kailua	1.8
KAIM	870	1.4	KAIM-F	95.5	.6	KGU	760 3.6
KIOE	1080	3.6	KISA	1540	.9	KMAI-F	93.9 1.2
KOHO	1170	1.7	KQM-Q-F	93.1	2.2	KUMU	1500 2.3
KZOO	1210	.6					

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	338 (4)	123 (3)	461 (7)	46.9
MOR/AC	205 (2)		205 (2)	20.9
BTFL MUSIC	23 (1)	69 (1)	92 (2)	9.4
UNKNOWN	42 (2)	30 (2)	72 (4)	7.3
ETHNIC	71 (3)		71 (3)	7.2
NEWS/TALK	61 (2)		61 (2)	6.2
RELIGION	14 (1)		14 (1)	1.4
CLASSICAL		6 (1)	6 (1)	0.6
			982 (22)	

RADIO STATIONS

KCCN, 1420, 5 KW, HAWAIIAN MUSIC	, \$11.67 (PRO)
KGU, 760, 10 KW, AC/CONTEMP	CBS, \$21.00 (Blair)
KHVH, 990, 5 KW, NEWS	NBC,Source,ABC-E,MBS,\$29.75 (Buckley)
KIKI, 830, 10 KW, ROCK	, \$25.00 (Masla)
KKUA, 690, 10 KW, ROCK	, \$25.18 (\$elcom)
KORL, 650, 10 KW, BIG BAND/NOST (Al Ham)	, \$24.00 (Christal) O'Day
KPOI, 1040, 10 KW, CONTEMP/AC (Drake-Chen)	, \$31.25 (Katz) Sudbrink
KSSK, 590, 5 KW, MOR	, \$42.75 (Eastman) Heftel
KDUK-F, 97.5, 100 KW @ 30, AOR (Burk-Abr)	, \$31.25 (Katz) Sudbrink
KULA-F, 92.3, 100 KW @ 1685, ROCK (TM)	MBS, \$35.81 (Eastman) Heftel
KUMU-F, 94.7, 60 KW @ 140, BTFL MUS (FM-100)	, \$24.00 (Torbet)

TV STATIONS

KIKI Honolulu 13	IND, United	KHON Honolulu 2	NBC, DM Register
KITV Honolulu 4	ABC	KGMB Honolulu 9	CBS, Lee

NEWSPAPERS

Honolulu Advertiser	M 85,640, Gannett	Honolulu Star-Bulletin	E 118,952 Gannett
---------------------	-------------------	------------------------	-------------------

HOUSTON

Market # 10; ADI # 12  
 Revenue Rank # 16  
 Income Rank # 3  
 APR 15.8  
 SMSA Pop: 2,761,000

Revenue : \$42,433,223  
 Income : \$10,845,391  
 % Rev Change: +15.3  
 Stations: 28/33  
 Diaries: 1710/1615:1

National Rev: \$11,357,126  
 Nat Rev per Cap: \$4.11  
 Tot Rev per Cap: \$15.37  
 Tot Inc per Cap: \$3.93  
 Profit Margin: 25.6%

12+ METRO	1/4/SHARE	J/A 80	A/M 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT			
1. KMJQ-F	418/10.8	8.6	5.1	8.0	8.0	1. KIKK-F	447	1. KIKK-F	5430/20.3	
2. KIKK-F	406/10.5	9.2	8.6	7.8	6.6	2. KMJQ-F	432	2. KTRH	4513/15.0	
3. KRBE-F	217/ 5.6	4.0	5.3	3.9	4.5	3. KTRH	266	3. KRBE-F	4275/16.0	
4. KYND-F	209/ 5.4	5.3	6.7	5.3	7.2	4. KRBE-F	237	4. KMJQ-F	4145/16.1	
5. KPRC	204/ 5.3	8.1	7.0	5.3	5.7	5. KODA-F	221	5. KPRC	3461/13.4	
	KODA-F	204/ 5.3	4.2	4.2	4.2	3.9	6. KYND-F	216	6. KILT	3387/12.1
7. KTRH	195/ 5.0	4.6	4.3	6.1	5.9	7. KPRC	210	7. KRLY-F	3207/12.7	
8. KLLOL-F	181/ 4.7	3.7	4.9	4.6	5.4	8. KLLOL-F	192	8. KYND-F	3121/12.0	
9. KRLY-F	177/ 4.6	7.6	9.8	9.1	6.4	9. KRLY-F	182	9. KODA-F	3011/11.1	
10. KEYH	167/ 4.3	2.6	1.2	2.6	2.3	10. KEYH	167	10. KULF	2537/ 9.6	
11. KFMK-F	137/ 3.5	3.9	1.9	2.2	3.0	11. KFMK-F	145	11. KFMK-F	2515/ 9.8	
12. KENR	124/ 3.2	2.8	3.3	4.0	4.4	12. KENR	125	12. KENR	2448/ 9.8	
13. KILT-F	115/ 3.0	2.6	4.6	3.8	3.0		KILT	125	13. KLLOL-F	2239/ 9.8
14. KSRR-F	110/ 2.8	3.0	4.7	3.0	3.7	14. KILT-F	123	14. KILT-F	2147/ 8.1	
15. KILT	109/ 2.8	3.1	4.1	3.7	3.8	15. KSRR-F	110	15. KSRR-F	2143/ 8.7	
16. KULF	102/ 2.6	2.2	2.9	3.1	2.5	16. KULF	109	16. KQUE-F	1612/ 6.4	
17. KLAT	100/ 2.6	2.4	3.1	3.4	2.7	17. KQUE-F	103	17. KIKK	1370/ 5.1	
18. KQUE-F	99/ 2.5	4.4	2.8	3.2	4.2	18. KLAT	100	18. KNUZ	1212/ 4.9	

12+ FM SHARE (METRO): 65.20% (2374 of 3641) (O/N 79: 62.59%)  
 12+ FM SHARE (TSA) : 64.54% (2513 of 3894) (O/N 79: 60.85%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP/AOR	109 (1)	776 (6)	885 (7)	24.3
BLACK/URBAN	76 (2)	595 (2)	671 (4)	18.4
COUNTRY	246 (4)	406 (1)	652 (5)	17.9
BTFL MUSIC		413 (2)	413 (2)	11.3
NEWS/TALK	399 (2)		399 (2)	11.0
SPANISH	304 (3)		304 (3)	8.3
MOR/AC	102 (1)	99 (1)	201 (2)	5.5
CLASSICAL		62 (1)	62 (1)	1.7
RELIGION	31 (1)	23 (1)	54 (2)	1.5
			3641 (28)	

HOUSTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KIKK-F	1. KIKK-F	1. KMJQ-F	KCOH 1430	1.0
2. KMJQ-F	2. KRBE-F	2. KIKK-F	KGOL-F 107.3	Lake Jackson .4
3. KRBE-F	3. KMJQ-F	3. KTRH	KHCB-F 105.7	.6
4. KTRH	4. KTRH	4. KPRC	KIKK 650	1.5
5. KYND-F	5. KPRC	5. KRLY-F	KIKR 900	Conroe .5
6. KODA-F	6. KILT	6. KYND-F	KLEF-F 94.5	1.6
7. KPRC	7. KRLY-F	7. KRBE-F	KLVL 1480	1.0
8. KLOL-F	8. KYND-F	8. KLOL-F	KNUZ 1230	1.1
9. KRLY-F	9. KODA-F	9. KLAT	KXYZ 1320	.8
10. KEYH	10. KULF	10. KENR	KYOK 1590	1.0
11. KFMK-F	11. KFMK-F			
12. KENR	12. KENR			
13. KILT	13. KLOL-F			
14. KILT-F	14. KSRR-F			
15. KSRR-F	15. KILT-F			

ADI FM SHARE: 64.64% (2484 of 3843) (O/N 79: 60.75%)

AM STATIONS

KENR, 1070, 10 KW/5 KW (DA-2), COUNTRY	, \$91.88 (Katz)	Lake Huron
KEYH, 850, 10 KW (DAYS,DA) , SPANISH	, \$40.00 (Lotus)	
KILT, 610, 5 KW (DA-2) , ROCK	, \$85.00 (Blair)	LIN
KLAT, 1010, 5 KW (DAYS,DA) , SPANISH	, \$77.00 (Caballero)	
KNUZ, 1230, 1 KW/250 W , COUNTRY	ABC-I, \$37.50 (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	CBS,MBS, \$79.00 (Christal)	
KULF, 790, 5 KW (DA-2) , AC/CONT	RKO, \$78.13 (Eastman)	Southern/Harte H

FM STATIONS

KFMK-F, 97.9, 100 KW @ 500, ROCK	, \$ 50.00 (RKO)	First Media
KIKK-F, 95.7, 50 KW @ 995, COUNTRY	, \$152.55 (Torbet)	Viacom
KILT-F, 100.3, 100 KW @ 790, ROCK	, \$ 76.00 (Blair)	LIN
KLOL-F, 101.1, 100 KW @ 790, AOR	, \$ 61.19 (Christal)	
KMJQ-F, 102.1, 100 KW @ 790, BLACK AOR	, \$125.00 (Mc-Guild)	Amaturo
KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$ 76.25 (RAR)	Westinghouse
KQUE-F, 102.9, 280 KW @ 700, MOR	ABC-E, \$ 75.00 (HR/Stone)	Texas Coast
KRBE-F, 104.1, 100 KW @ 790, ROCK	, \$125.00 (Katz)	Lake Huron
KRLY-F, 93.7, 100 KW @ 790, DISCO/CONT (Burk-Abr)	, \$122.50 (Masla)	SJR
KSRR-F, 96.5, 100 KW @ 580, CONTEMP	ABC-C, \$ 66.75 (Selcom)	ABC
KYND-F, 92.5, 97 KW @ 790, BTFL MUS (Schulke)	, \$121.88 (Eastman)	Southern/HH

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	321,133
Houston Post	M	304,525



HUNTINGTON

Market # 122; ADI # 43  
 Revenue Rank # 113  
 Income Rank # 60  
 APR 14.5  
 SMSA Pop: 303,000

Revenue : \$4,165,881  
 Income : \$ 687,491  
 % Rev Gain: +16.0  
 Stations: 16/13  
 Diaries: 447/678:1

National Rev: \$1,026,541  
 Nat Rev per Cap: \$3.39  
 Tot Rev per Cap: \$13.74  
 Tot Inc per Cap: \$2.27  
 Profit Margin: 16.5%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKEE-F+	92/25.2	28.0	24.3	19.1	24.0	1. WKEE-F+	1926/42.0	
2. WAMX-F	61/16.7	9.0	8.6	13.1	12.9	2. WAMX-F	1017/28.8	
3. WHEZ-F	45/12.3	11.6	11.7	11.1	10.0	3. WGNT	759/29.2	
4. WGNT	43/11.8	11.0	16.9	16.3	16.1	4. WHEZ-F	528/18.0	
5. WTCR	39/10.7	15.3	15.3	15.4	13.7	WTCR	527/17.9	
6. WEMM-F	14/ 3.8	3.8	4.3	2.6	3.4	6. WEMM-F	419/10.6	
7. WIRO	7/ 1.9	4.3	2.1	4.6	3.7	7. WPAY-F	334/ 4.5	
8. WKLC-F	6/ 1.6	1.2	---	---	---	8. WKLC-F	280/10.7	
9. WITO-F	5/ 1.4	---	2.5	1.4	1.1	9. WCMJ	234/ 8.8	
WCMJ	5/ 1.4	3.2	1.8	1.4	2.4	10. WIRO	206/ 3.5	

12+ FM SHARE (METRO): 63.36% (211 of 333) (O/N 79: 50.00%)  
 12+ FM SHARE (TSA) : 59.37% (330 of 475) (O/N 79: 59.37%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	23 (1)	136 (3)	159 (4)	47.7
MOR/AC	55 (3)		55 (3)	16.5
COUNTRY	44 (2)	7 (2)	51 (4)	15.3
BTFL MUSIC		45 (1)	45 (1)	13.5
RELIGION		16 (2)	16 (2)	4.8
UNKNOWN		7 (1)	7 (1)	2.1
			333 (15)	

HUNT-CHARLES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. WKEE-F+	1. WKEE-F+	1. WGNT	WCAK-F 92.7 Catlettsburg .5
2. WVAF-F	2. WVAF-F	2. WKEE-F+	WKSD 1470 1.4
3. WQBE-F	3. WCAW	3. WHEZ-F	WNST-F 106.3 Milton 1.9
4. WKLC-F	4. WCHS	4. WAMX-F	WPAY-F 104.1 Portsmouth .5
5. WCAW	5. WAMX-F	5. WTCR	
6. WAMX-F	6. WQBE-F	6. WEMM-F	
7. WXCC-F	7. WKAZ	7. WIRO	
8. WPAY	8. WGNT		
9. WHEZ-F	9. WKLC-F		
10. WBRJ	10. WXIL-F		
WCHS	11. WHEZ-F		
12. WTCR	12. WTCR		
WXIL-F	13. WXCC-F		
WGNT	14. WEMM-F		
15. WBES-F	15. WBES-F		

ADI FM SHARE: 55.85% (916 of 1640) (O/N 79: 49.85%)

AM STATIONS

WCMI, 1340, 1 KW/250 W	COUNTRY	CBS, \$ 9.75	(Regional)
WGNT, 930, 5 KW/1 KW (DA-N)	MOR	NBC, \$28.75	(Torbet) Stoner
WIRO, 1230, 1 KW/250 W	MOR	MBS, \$ 5.50	(Regional)
WTCR, 1420, 5 KW (DAYS)	COUNTRY	ABC-I, \$32.75	(Mc-Guild) Greater Media
WCAW, 680, 50 KW/250 W (DA-N)	COUNTRY	ABC-E, \$40.95	(Eastman) Capitol (CHARLESTON)
WPAY, 1400, 1 KW/250 W	COUNTRY	CBS, \$ 9.00	(---) Braden (PORTSMOUTH)
WBRJ, 910, 5 KW (DAYS,DA)	MOR	, \$ 5.75	(Savalli) (MARIETTA,OH)
WCHS, 580, 5 KW (DA-N)	MOR/AC	CBS, \$32.25	(Blair) Rollins (CHARLESTON)

FM STATIONS

WAMX-F, 93.7, 32 KW @ 400, AOR	ABC-E, \$ 8.25	(Torbet)
WEMM-F, 107.9, 50 KW @ 500, RELIGION	, \$ 7.00	(----) Mortenson
WHEZ-F, 103.3, 50 KW @ 490, BTFL MUS (KalaMusic)	, \$32.75	(Mc-Guild) Greater Media
WKEE-F+, 100.5, 53 KW @ 556, ROCK	, \$56.75	(Katz) Capitol (WRAL)
WITO-F, 107.1, 3 KW @ 200, COUNTRY	MBS, \$ 6.50	(Regional)
WPAY-F, 104.1, 93 KW @ 610, RELIGION/COUNTRY	, \$ 9.00	(Mid America) Braden (PORTSMOUTH)
WVAF-F, 99.9, 50 KW @ 497, ROCK	ABC-F, \$40.95	(Eastman) Capitol (CHARLESTON)
WQBE-F, 97.5, 50 KW @ 500, COUNTRY	, \$30.50	(Mc-Guild) Ninger (CHARLESTON)
WKLC-F, 105.1, 50 KW @ 500, AOR (Burk-Abr)	, \$12.00	(Torbet) (CHARLESTON)
WXCC-F, 96.5, 50 KW @ 500, COUNTRY	, \$ 5.00	(-----) (WILLIAMSON)
WXIL-F, 95.1, 50 KW @ 500, CONTEMP	, \$11.00	(-----) (PARKERSBURG)
WBES-F, 96.1, 50 KW @ 830, BTFL MUS (Bonne)	, \$15.25	(Blair) (CHARLESTON)

TV STATIONS

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

NEWSPAPERS	Charleston Gazette	M	55,940, Clay	Charleston Mail	E	56,229, Clay
	Huntington-Herald-Dispatch	M	48,665, Gannett			

INDIANAPOLIS

Market # 34; ADI # 21  
 Revenue Rank # 23  
 Income Rank # 22  
 APR 14.8  
 SMSA Pop: 1,164,900

Revenue : \$19,810,537  
 Income : \$ 2,233,900  
 % Rev Gain: +7.6  
 Stations: 21/22  
 Diaries: 1709/682:1

National Rev: \$5,062,248  
 Nat Rev per Cap: \$4.35  
 Tot Rev per Cap: \$17.00  
 Tot Inc per Cap: \$1.92  
 Profit Margin: 11.3%

12+ METRO	1/4/SHARE	SPG 80	FAL 79	SPG 79	FAL 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WIBC	220/15.6	15.7	15.9	17.5	19.4	1. WIBC	256	3807/31.3
2. WXTZ-F	146/10.3	12.5	13.5	13.6	13.7	2. WIKS-F	197	3496/22.7
3. WNAP-F	139/ 9.9	7.1	8.1	8.9	9.2	3. WXTZ-F	192	3073/22.6
4. WTLC-F	131/ 9.3	9.2	9.8	8.8	7.2	4. WNAP-F	191	4. WFBQ-F 2870/16.9
WIRE	131/ 9.3	8.8	9.5	11.9	7.5	5. WFBQ-F	189	5. WXTZ-F 2528/19.0
6. WFMS-F	127/ 9.0	7.4	8.4	7.1	5.6	6. WFMS-F	146	6. WIRE 2293/20.9
7. WIKS-F	114/ 8.1	9.0	4.6	.8	.5	7. WIRE	143	7. WNDE 2139/16.6
8. WFBQ-F	105/ 7.4	6.7	9.9	8.7	6.5	8. WTLC-F	134	8. WFMS-F 1909/15.2
9. WNDE	71/ 5.0	5.3	5.4	6.0	6.7	9. WNDE	90	9. WIFE 1127/10.0
10. WATI	52/ 3.7	2.9	2.5	2.7	3.7	10. WGTC-F	81	10. WTLC-F 1107/11.1
11. WIFE	26/ 1.8	2.9	3.4	4.9	5.3	11. WATI	63	11. WGTC-F 1055/ 3.3
12. WGTC-F	25/ 1.8	.8	.5	---	.4	12. WLHN-F	31	12. WATI 634/ 5.5

12+ FM SHARE (METRO): 60.30% (814 of 1350) (O/N 79: 59.11%)  
 12+ FM SHARE (TSA) : 65.73% (1191 of 1812) (O/N 79: 62.65%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	97 (2)	358 (3)	455 (5)	33.7
MOR/AC	230 (3)	9 (1)	239 (4)	17.7
COUNTRY	131 (1)	152 (2)	283 (3)	21.0
BTFL MUSIC	52 (1)	153 (2)	205 (3)	15.2
BLACK		131 (1)	131 (1)	9.7
RELIGION	26 (3)		26 (3)	1.9
UNKNOWN		11 (2)	11 (2)	0.8
			1350 (21)	

INDIANAPOLIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WIBC	1. WIBC	1. WTLC-F	WBRI	1500	1.0
2. WXTZ-F	2. WIKS-F	2. WIBC	WCBK-F+	102.3	Martinsville .9
3. WIKS-F	3. WNAP-F	3. WIRE	WFBM	1110	Noblesville .4
4. WFBQ-F	4. WFBQ-F	4. WFBQ-F	WNTS	1590	.4
5. WNAP-F	5. WXTZ-F	5. WIKS-F	WSVL-F	97.1	Shelbyville .4
6. WFMS-F	6. WIRE	6. WFMS-F	WXIR-F	98.3	Plainfield .4
7. WIRE	7. WNDE	7. WNAP-F	WXLW	950	.5
8. WTLC-F	8. WFMS-F	8. WXTZ-F	WLHN-F	97.9	Anderson .5
9. WNDE	9. WIFE	9. WNDE			
10. WGTC-F	10. WTLC-F	10. WATI			
11. WATI	11. WLBC-F				
12. WLBC-F	12. WOWO				
13. WWKI-F	13. WGTC-F				
14. WMDH-F	14. WLS				
15. WOWO	15. WWKI-F				

ADI FM SHARE: 63.99% (1480 of 2313) (O/N 79: 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	RKO,ABC-E, \$78.00	(Eastman)	Mid America
WNDE, 1260, 5 KW (DA-N)	, CONTEMP	, \$50.00	(Katz)	Gulf/Rahall

FM STATIONS

WFBQ-F, 94.7, 52 KW @ 850, AOR (Burk-Abr)		, \$100.00	(Katz)	Gulf/Rahall
WFMS-F, 95.5, 50 KW @ 500, COUNTRY		NBC, \$ 66.25	(Torbet)	Susquehanna
WIKS-F, 99.5, 50 KW @ 500, ROCK		, \$ 34.00	(MMR)	Heftel
WNAP-F, 93.1, 50 KW @ 358, ROCK		, \$ 52.00	(Blair)	Fairbanks
WTLC-F, 105.7, 50 KW @ 445, BLACK		NBN, \$ 51.50	(Howard)	
WXTZ-F, 103.3, 18 KW @ 860, BTFL MUS (Bonne)		, \$ 80.50	(Eastman)	Mid America
WGTC-F, 92.3, 37 KW @ 1094, COUNTRY		, \$ 7.45	(PRO)	Sarkes-Tarzian (BLOOMINGTON)
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		, \$ 19.00	(-----)	(KOKOMO)
WMDH-F, 102.5, 21 KW @ 355, COUNTRY		, \$ 7.00	(-----)	(NEW CASTLE)

TV STATIONS

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

NEWSPAPERS

Indianapolis Star	M	215,858
Indianapolis News	E	143,449

JACKSONVILLE

Market # 57  
 Revenue Rank # 62  
 Income Rank # 252  
 APR 13.7  
 SMSA Pop: 719,300

Revenue : \$7,310,268  
 Income : \$-1,277,914  
 % Rev Gain: -4.7%  
 Stations: 21/29  
 Diaries: 604/1191:1

National Rev: \$1,789,326  
 Nat Rev per Cap: \$2.49  
 Tot Rev per Cap: \$10.16  
 Tot Inc per Cap: \$-1.78  
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIVY-F 119/14.7	12.2	11.0	15.8	14.7	1. WIVY-F 144	1. WIVY-F 2143/28.6
2. WKTZ-F 106/13.1	11.8	12.2	11.0	15.9	2. WQIK-F 133	2. WQIK-F 1865/23.9
3. WQIK-F 104/12.8	11.0	9.8	8.3	6.4	3. WKTZ-F 127	3. WAPE 1634/21.8
4. WAPE 71/ 8.8	6.3	8.0	7.1	10.5	4. WAPE 85	4. WKTZ-F 1556/21.2
5. WFYV-F 57/ 7.0	5.9	---	---	.5	5. WFYV-F 61	5. WVOJ 776/12.0
6. WVOJ 56/ 6.9	6.6	7.8	8.4	4.5	6. WVOJ 56	6. WAIV-F 735/11.2
7. WPDQ 46/ 5.7	8.6	11.1	7.6	3.0	7. WPDQ 47	7. WFYV-F 684/10.0
8. WAIV-F 28/ 3.5	4.6	4.6	5.6	7.1	8. WAIV-F 33	8. WPDQ 662/10.8
9. WJEE-F 26/ 3.2	3.1	3.4	2.6	2.8	9. WJEE-F 26	9. WJAX 424/ 6.9
10. WERD 20/ 2.5	2.3	2.0	1.5	1.6	10. WERD 20	10. WERD 415/ 7.0

12+ FM SHARE (METRO): 62.60% (462 of 738) (O/N 79: 52.21%)  
 12+ FM SHARE (TSA) : 64.89% (547 of 843) (O/N 79: 54.01%)

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

OTHER RATED STATIONS/METRO SHARE

WAIV 600 1.5	WJAX-F 95.1 2.1	WBIX 1010 1.2
WKTZ 1220 .5	WGCL 1360 1.2	WOZN 970 1.2
WCRJ 1530 .7	WROS 1050 1.1	WEXI 1280 1.2
WJAX 930 1.5	WKUE-F 92.7 Green Cove Sp .6	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	83 (2)	221 (4)	304 (6)	41.2
COUNTRY	65 (2)	104 (1)	169 (3)	22.9
BTFL MUSIC	4 (1)	132 (2)	136 (3)	18.4
BLACK	76 (3)		76 (3)	10.3
RELIGION	26 (3)		26 (3)	3.5
MOR/AC	12 (1)		12 (1)	1.6
NEWS/TALK	10 (1)		10 (1)	1.4
UNKNOWN		5 (1)	5 (1)	0.7
			738 (21)	

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), ROCK	\$66.88 (Eastman)	Eastman
WERD, 1400, 1 KW/250 W, BLACK	\$11.50 (PRO)	Gilliam
WPDQ, 1460, 5 KW (DA-N), BLACK	ABC-I, NBN, \$38.50 (Howard)	BENI
WVOJ, 1320, 5 KW (DA-N), COUNTRY	NBC, \$34.25 (Blair)	Gulf/Rahall
WAIV-F, 96.9, 100 KW @ 935, ROCK	RKO, \$45.62 (Buckley)	Rounsaville
WFYV-F, 104.5, 100 KW @ 700, AOR (Burk-Abr)	Source, \$37.00 (Howard)	BENI
WIVY-F, 102.9, 60 KW @ 635, ROCK	\$65.00 (Torbet)	Infinity
WJEE-F, 107.3, 100 KW @ 350, BTFL MUS (FM-100)	\$13.00 (Masla)	
WKTZ-F, 96.1, 100 KW @ 830, BTFL MUS (Schulke)	\$71.25 (Katz)	Beck-Ross
WQIK-F, 99.1, 100 KW @ 620, COUNTRY	\$38.50 (Mc-Guild)	

TV STATIONS

WAWS Jacksonville 30 IND, Malrite	WXAO Jacksonville 47 IND
WJKS Jacksonville 17 ABC, Ziff-Davis	WJXT Jacksonville 4 CBS, Post-News
WTLV Jacksonville 12 NBC, Harte-Hanks	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

JOHNSON CITY-KINGSPORT-BRISTOL

Market # 94  
 Revenue Rank # 101  
 Income Rank # 194  
 APR 16.0  
 SMSA Pop: 419,300

Revenue : \$4,662,095  
 Income : \$ -65,337  
 % Rev Gain: +.1%  
 Stations: 26/23  
 Diaries: 600/699:1

National Rev: \$594,702  
 Nat Rev per Cap: \$1.42  
 Tot Rev per Cap: \$11.12  
 Tot Inc per Cap: \$-.16  
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WXBQ-F 79/14.0	12.0	4.0	1. WXBQ-F 124	1. WXBQ-F 1356/24.3
2. WQUT-F 59/10.4	10.1	8.0	2. WQUT-F 71	2. WQUT-F 859/19.2
3. WJCW 51/ 9.0	11.9	9.3	3. WETB 62	3. WETB 825/18.5
4. WKPT-F 43/ 7.6	7.6	10.1	4. WKPT-F 56	4. WFHG 790/19.0
5. WJSO 41/ 7.2	2.7	7.8	5. WJCW 51	5. WKPT-F 775/15.7
6. WETB 40/ 7.1	6.7	5.0	6. WJSO 41	6. WJCW 711/20.0
7. WKIN 31/ 5.5	6.7	9.3	7. WFHG 36	7. WKIN 675/16.8
8. WFHG 30/ 5.3	7.5	8.7	8. WZAP 35	8. WZAP 460/ 6.8
9. WGOB 15/ 2.7	3.1	.8	9. WKIN 33	9. WJSO 424/11.5
10. WZAP 13/ 2.3	4.4	5.0	10. WOKI-F 15	10. WKPT 361/ 9.7

12+ FM SHARE (METRO): 41.98% (220 of 524) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 46.56% (311 of 668) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WETB	1. WQUT-F	1. WXBQ-F	1. WXBQ-F	1. WJCW	1. WXBQ-F
2. WQUT-F	2. WXBQ-F	2. WQUT-F	2. WKPT-F	2. WXBQ-F	2. WJCW
3. WFHG	3. WJSO	3. WJSO	3. WJSO	3. WKPT-F	3. WQUT-F
4. WKIN	4. WETB	4. WJCW	4. WJCW		4. WKPT-F

OTHER RATED STATIONS/METRO SHARE

WABN-F 92.7	Abingdon	1.2	WKYE 1550	Bristol	.4
WBBI 1230	Abingdon	1.8	WMCH 1260	Church Hill	2.1
WBEJ 1240	Elizabethtown	1.9	WOPI 1490	Bristol	1.2
WEMB 1420	Erwin	1.4	WRGS 1370	Rogersville	1.1
WGAT 1050	Gate City	2.1	WIMZ-F 103.5	Knoxville	.4
WIDD 1520	Elizabethtown	.5	WIVK-F 107.7	Knoxville	2.3
WIDD-F 99.3	Elizabethtown	2.1	WLOS-F 99.9	Knoxville	.4
WKPT 1400	Kingsport	2.1	WOKI-F 100.3	Knoxville	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	142 (4)	64 (3)	206 (7)	39.3
COUNTRY	109 (7)	92 (2)	201 (9)	38.4
BTFL MUSIC		52 (3)	52 (3)	9.9
MOR/AC	38 (5)		38 (5)	7.3
RELIGION	15 (1)	12 (1)	27 (2)	5.2
			524 (26)	

RADIO STATIONS

WETB, 790, 5 KW (DAYS)	, ROCK	MBS, \$ 5.50	(Carpenter)	
WFHG, 980, 5 KW/1 KW (DA-N)	, CONTEMP/AC	ABC-C, \$18.50	(Mc-Guild)	Nininger
WGOB, 1060, 1 KW (DAYS)	, RELIGION	, \$ 8.00	(-----)	
WJCW, 910, 5 KW/1 KW (DA-N)	, COUNTRY	CBS, \$19.25	(HR/Stone)	
WJSO, 1590, 5 KW (DAYS)	, CONTEMP	, \$ 8.50	(PRO)	
WKIN, 1320, 5 KW (DAYS)	, ROCK	RKO, \$17.00	(Torbet)	Bahakel
WKPT, 1400, 1 KW/250 W	, MOR	ABC-E, \$17.40	(Buckley)	
WZAP, 690, 10 KW (DAYS)	, COUNTRY	MBS, \$12.00	(PRO)	
WKPT-F, 98.5, 100 KW @ 1260,	BTFL MUS (TM)	, \$20.30	(Buckley)	
WQUT-F, 101.5, 100 KW @ 1500,	AOR	, \$19.25	(HR/Stone)	
WXBQ-F, 96.6, 67 KW @ 2240,	COUNTRY	ABC-I, \$18.50	(Mc-Guild)	Nininger

TV STATIONS	WJHL Johnson City 11	CBS, Park	WCYB Bristol 5	NBC
	WKPT Kingsport 19	ABC		

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

KALAMAZOO

Market # 136  
 Revenue Rank # 141  
 Income Rank # 172  
 APR 15.1  
 SMSA Pop: 275,600

Revenue : \$3,052,908  
 Income : \$ 31,606  
 % Rev Change: -2.0  
 Stations: 17/7  
 Diaries: 363/759:1

National Rev: \$441,105  
 Nat Rev per Cap: \$1.60  
 Tot Rev per Cap: \$11.08  
 Tot Inc per Cap: \$ .11  
 Profit Margin: 1.0%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	80	79	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WKZO	55/15.9	16.3	13.5	13.6	14.7	1. WKZO	59	1. WKZO	995/33.8
2. WKFR-F	42/12.1	11.1	9.9	7.1	9.4	2. WKFR-F	47	2. WGRD-F	678/19.4
3. WQLR-F	32/ 9.2	6.4	7.9	10.5	10.3	3. WOOD-F	46	3. WKMI	642/25.0
4. WOOD-F	24/ 6.9	5.8	9.6	7.4	8.5	4. WQLR-F	38	4. WOOD-F	614/17.4
5. WGRD-F	23/ 6.6	8.7	7.9	8.3	6.2	5. WNWN-F	34	5. WKFR-F	606/23.8
6. WKMI	21/ 6.1	12.8	9.6	12.0	13.5	6. WGRD-F	33	6. WQLR-F	570/16.8
7. WNWN-F	17/ 4.9	3.2	2.3	---	---	7. WLAV-F	27	7. WJFM-F	464/12.9
8. WMAQ	16/ 4.6	3.5	3.3	4.6	2.9	8. WKMI	24	8. WLAV-F	427/11.6
WJFM-F	16/ 4.6	4.4	3.3	.9	3.5	9. WMAQ	22	9. WMAQ	405/10.6
10. WLAV-F	15/ 4.3	7.0	5.3	4.3	5.9	10. WJFM-F	21	10. WNWN-F	351/ 8.8

12+ FM SHARE (METRO): 57.09% (169 of 296) (O/N 79: 54.24%)  
 12+ FM SHARE (TSA) : 62.12% (246 of 396) (O/N 79: 60.00%)

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

OTHER RATED STATIONS/METRO SHARE

WBUK	1560		1.2	WBBM	780	Chicago	1.2
WJOR	940	South Haven	2.9	WJR	760	Detroit	.6
WKPR	1420		2.0	WLS	890	Chicago	1.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	29 (3)	96 (4)	125 (7)	42.2
MOR/AC	67 (3)		67 (3)	22.6
BTFL MUSIC		56 (2)	56 (2)	18.9
COUNTRY	20 (2)	17 (1)	37 (3)	12.5
RELIGION	7 (1)		7 (1)	2.4
NEWS/TALK	4 (1)		4 (1)	1.3
			<u>296 (17)</u>	

RADIO STATIONS

WKMI, 1360, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, \$32.00 (Mc-Guild)
WKZO, 590, 5 KW (DA-N), MOR	CBS, \$30.75 (Buckley) Fetzer
WQLR-F, 106.5, 33 KW @ 600, BTFL MUS (KalaMusic)	, \$24.00 (Masla) Fairfield
WKFR-F, 103.3, 50 KW @ 370, ROCK (Drake-Chen)	RKO, \$20.25 (HR/Stone) (BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500, COUNTRY	, \$15.16 (Howard) (COLDWATER)

WMAQ - See Chicago

Other Stations - See Grand Rapids

TV, ADI, NEWSPAPER INFO SEE GRAND RAPIDS

KANSAS CITY

Market # 29; ADI # 25  
 Revenue Rank # 24  
 Income Rank # 21  
 APR 15.5  
 SMSA Pop: 1,333,400

Revenue : \$19,046,700  
 Income : \$ 2,278,397  
 % Rev Change: +8.4  
 Stations: 23/20  
 Diaries: 1230/1084:1

National Rev: \$5,477,443  
 Nat Rev per Cap: \$4.11  
 Tot Rev per Cap: \$14.28  
 Tot Inc per Cap: \$1.71  
 Profit Margin: 12.0%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WDAF	198/11.4	12.0	11.9	8.8	10.2	1. WDAF	506	6800/27.1
2. KYYS-F	178/10.3	10.2	12.7	10.3	9.8	2. KYYS-F	263	4464/24.9
3. WHB	158/ 9.1	8.6	6.0	4.8	4.9	3. WHB	247	3563/21.1
4. KMBZ	152/ 8.8	10.8	8.9	16.8	11.4	4. KCEZ-F	181	3441/19.9
5. KUDL-F	141/ 8.1	5.2	3.5	3.2	3.3	5. KUDL-F	169	2670/17.7
6. KCEZ-F	135/ 7.8	6.0	7.8	7.9	8.3	6. KMBZ	165	2495/19.3
7. KMBR-F	120/ 6.9	8.1	9.3	9.4	10.0	7. KMBR-F	159	2475/19.4
8. KBEQ-F	117/ 6.8	4.6	6.5	7.9	9.0	8. KCMO	148	2318/15.4
9. KPRS-F	107/ 6.2	6.8	5.8	4.3	5.0	9. KBEQ-F	145	2226/15.0
10. KCMO	104/ 6.0	4.1	6.2	4.6	9.4	10. KPRS-F	125	1386/10.1
11. KCKN-F	46/ 2.7	4.0	3.6	3.5	3.6	11. KFEQ	62	1246/ 8.8
12. KSAS-F	35/ 2.0	3.7	---	.6	.6	12. KCKN-F	58	966/ 1.9

12+ FM SHARE (METRO): 55.59% (925 of 1664) (O/N 79: 54.09%)  
 12+ FM SHARE (TSA) : 49.25% (1218 of 2473) (O/N 79: 45.92%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	194 (2)	481 (5)	675 (7)	40.6
COUNTRY	219 (3)	46 (1)	265 (4)	15.9
BTFL MUSIC		255 (2)	255 (2)	15.3
MOR/AC	159 (2)		159 (2)	9.6
BLACK/URBAN	26 (1)	107 (1)	133 (2)	8.0
NEWS/TALK	119 (2)		119 (2)	7.2
CLASSICAL		29 (1)	29 (1)	1.7
RELIGION	16 (1)		16 (1)	1.0
UNKNOWN	6 (1)	7 (1)	13 (2)	0.8
			<u>1664 (23)</u>	



KANSAS 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. WDAF	1. WDAF	1. WDAF	KBEA	1480	Mission .9
2. KYYS-F	2. WHB	2. KPRS-F	KCCV	1510	Independence .9
3. WHB	3. KYYS-F	3. KYYS-F	KCKN	1340	.6
4. KCEZ-F	4. KCMO	4. WHB	KFIX	1140	Liberty .4
5. KUDL-F	5. KUDL-F	5. KCEZ-F	KJLA	1190	2.1
6. KMBZ	6. KBEQ-F	6. KMBZ	KPRT	1590	1.5
7. KMBR-F	7. KMBZ	7. KMBR-F	KWKI-F	93.3	.4
8. KBEQ-F	8. KMBR-F	8. KBEQ-F	KXTR-F	96.5	1.7
9. KCMO	9. KCEZ-F	9. KCMO	KCLO	1410	Leavenworth .3
10. KPRS-F	10. KPRS-F	10. KUDL-F	KLZR-F	105.9	Lawrence .6
11. KCKN-F	11. KCKN-F		KFEQ	680	St. Joseph .6
12. KSAS-F	12. KJLA				
13. KJLA	13. KSAS-F				
14. KXTR-F	14. KXTR-F				
15. KFEQ	15. KCKN				

ADI FM SHARE: 53.14% (1228 of 2311) (O/N 79: 50.85%)

AM STATIONS

KCMO, 810, 50 KW/10 KW (DA-N), NEWS/TALK	CBS, \$ 64.00 (MMR)	Meredith
KJLA, 1190, 1 KW/250 W (DA-N), ROCK	, \$ 22.00 (Roslin)	
KMBZ, 980, 5 KW (DA-N), MOR	NBC, \$ 80.00 (Torbet)	Bonneville
WDAF, 610, 5 KW, COUNTRY	, \$102.50 (Katz)	Taft
WHB, 710, 10 KW/5 KW (DA-2), CONTEMP	, \$ 85.00 (Blair)	Storz
KFEQ, 680, 5 KW (DA-2), COUNTRY	CBS, \$ 33.00 (Mc-Guild)	(ST. JOSEPH)
KCKN, 1340, 1 KW/250 W, COUNTRY (Musicworks)	, \$ 36.13 (Mc-Guild)	Kaye-Smith

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, ROCK	ABC-C,Source, \$ 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 (Burk-Abr)	, \$ 36.13 (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	NBN,SBN, \$ 42.50 (Howard)	
KSAS-F, 106.5, 100 KW @ 880, AOR	RKO, \$ 53.75 (CBS FM)	
KUDL-F, 98.1, 100 KW @ 250, AC/SOFT (TM)	ABC-F, \$ 62.50 (Selcom)	Shamrock
KXTR-F, 96.5, 100 KW @ 670, CLASSICAL	, \$ 22.00 (CMBS)	
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abr)	, \$110.00 (Katz)	Taft

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	271,833, Capital Cities
Kansas City Times	M	295,426, Capital Cities

KNOXVILLE

Market # 86  
 Revenue Rank # 78  
 Income Rank # 113  
 APR 14.8  
 SMSA Pop: 464,000

Revenue : \$6,043,223  
 Income : \$ 230,805  
 % Rev Gain: -3.7  
 Stations: 16/15  
 Diaries: 667/696:1

National Rev: \$1,270,026  
 Nat Rev per Cap: \$2.74  
 Tot Rev per Cap: \$13.02  
 Tot Inc per Cap: \$.50  
 Profit Margin: 3.8%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIVK-F 119/20.4	19.7	20.9	16.6	1. WIVK-F 284	1. WOKI-F 3386/26.6
2. WEZK-F 97/16.7	19.9	16.4	18.4	2. WOKI-F 244	2. WIVK-F 2774/34.0
3. WOKI-F 67/11.5	8.3	7.7	5.7	3. WEZK-F 145	3. WNOX 2005/30.6
4. WIVK 51/ 8.8	9.9	8.5	10.6	4. WRJZ 84	4. WRJZ 1745/30.5
5. WNOX 49/ 8.4	7.1	11.9	12.0	5. WNOX 72	5. WEZK-F 1675/27.3
6. WRJZ 48/ 8.2	10.5	9.9	14.8	6. WIVK 68	6. WIVK 1189/19.1
7. WIMZ-F 41/ 7.0	6.1	6.3	---	7. WIMZ-F 50	7. WIMZ-F 985/14.6
8. WGAP 10/ 1.7	2.9	2.7	3.6	8. WKXV 11	8. WATO 286/ 3.9
WKXV 10/ 1.7	.9	1.4	1.0	9. WHEL 10	9. WHEL 280/ 5.3
10. WHEL 8/ 1.4	1.9	1.4	1.5	WGAP 10	10. WGAP 254/ 6.5

12+ FM SHARE (METRO): 62.41% (332 of 532) (O/N 79: 54.86%)  
 12+ FM SHARE (TSA) : 71.55% (732 of 1023) (O/N 79: 62.65%)

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

OTHER RATED STATIONS/METRO SHARE

WATO 1290	Oak Ridge	.5	WSKT 1580	.3
WEAG 1470	Alcoa	1.2	WYSH 1380	Clinton 1.2
WGN 1340		.9	WYSH-F 104.9	Clinton 1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	97 (2)	108 (2)	205 (4)	38.5
COUNTRY	68 (3)	127 (2)	195 (5)	36.7
BTFL MUSIC		97 (1)	97 (1)	18.2
MOR/AC	21 (3)		21 (3)	3.9
UNKNOWN/OTHERS	12 (2)		12 (2)	2.3
RELIGION	2 (1)		2 (1)	0.4
			532 (16)	

RADIO STATIONS

WGAP, 1400, 1 KW/250 W	COUNTRY			
WHEL, 1240, 1 KW/250 W	MOR	ABC-I, CBS, \$12.00	(Mid South)	
WIVK, 850, 50 KW (DAYS, DA)	COUNTRY	ABC-E, \$26.55	(Torbet)	Stoner
WKXV, 900, 1 KW (DAYS)	MOR	\$ 7.00	(-----)	
WNOX, 990, 10 KW (DA-N)	ROCK	ABC-C, \$25.00	(Blair)	Scripps-Howard
WRJZ, 620, 5 KW (DA-2)	CONTEMP	\$35.00	(Mc-Guild)	Basic Media
WEZK-F, 97.5, 100 KW @ 1250	BTFL MUS (Bonne)	\$36.75	(Selcom)	South Central
WIMZ-F, 103.5, 100 KW @ 1800	AOR (Burk-Abr)	Source, \$24.50	(Katz)	Stoner
WIVK-F, 107.7, 100 KW @ 1971	COUNTRY	ABC-E, \$26.55	(Torbet)	
WOKI-F, 100.3, 100 KW @ 2000	ROCK	MBS, \$33.50	(Buckley)	(OAK RIDGE)

TV STATIONS

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

NEWSPAPERS

Knoxville Journal	M	56,908	Scripps-Howard
Knoxville News-Sentinel	E	102,488	Scripps-Howard

LANCASTER

Market # 110  
 Revenue Rank # 158  
 Income Rank # 102  
 APR 14.5  
 SMSA Pop: 355,100

Revenue : \$2,664,542  
 Income : \$ 283,619  
 % Rev Gain: +2.0  
 Stations: 19/9  
 Diaries: 453/784:1

National Rev: \$817,844  
 Nat Rev per Cap: \$2.30  
 Tot Rev per Cap: \$7.50  
 Tot Inc per Cap: \$.80  
 Profit Margin: 10.6%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLAN-F 53/12.5	6.6	3.6	1. WLAN-F 54	1. WQXA-F 794/19.6
2. WSBA-F 45/10.6	5.9	6.5	2. WNCE-F 50	2. WLAN-F 714/23.4
3. WNCE-F 42/ 9.9	10.9	8.3	3. WQXA-F 47	3. WNCE-F 622/18.0
4. WIOV-F 36/ 8.5	6.8	14.9	4. WSBA-F 46	4. WRKZ-F 576/13.0
5. WQXA-F 31/ 7.3	10.5	11.0	5. WRKZ-F 43	5. WSBA-F 562/17.5
6. WRKZ-F 30/ 7.1	5.0	.5	6. WIOV-F 38	6. WIOV-F 448/14.2
7. WDAC-F 29/ 6.9	6.6	5.4	7. WDAC-F 37	7. WLAN 446/14.6
8. WWSA 18/ 4.3	1.6	4.5	8. WUFM-F 19	8. WDAC-F 432/11.7
WSBA 18/ 4.3	5.9	7.2	9. WSBA 18	9. WSBA 396/13.3
10. WRHY-F 12/ 2.8	3.0	2.5	WWSA 18	10. WUFM-F 392/ 2.5

12+ FM SHARE (METRO): 81.64% (289 of 354) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 82.77% (365 of 441) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WSBA-F	1. WNCE-F	1. WDAC-F
2. WQXA-F	2. WQXA-F	2. WSBA-F	2. WNCE-F	2. WIOV-F	2. WLAN-F
	3. WSBA-F	3. WQXA-F	WLAN-F	3. WSBA-F	WIOV-F
					WQXA-F

OTHER RATED STATIONS/METRO SHARE

WLAN 1390		2.6	WYCR-F 98.5	York	1.2
WLPA 1490		1.9	KYW 1060	Philadelphia	1.2
WGCB-F 96.1	Red Lion	.5	WEEU 850	Reading	.5
WHP 580	Harrisburg	.7	WRFY-F 102.5	Reading	.5
WUFM-F 100.1	Lebanon	.5			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	135 (7)	146 (8)	41.2
BTFL MUSIC		87 (2)	87 (2)	24.6
MOR/AC	49 (5)		49 (5)	13.8
COUNTRY		36 (1)	36 (1)	10.2
RELIGION		29 (1)	29 (1)	8.2
NEWS/TALK	5 (1)		5 (1)	1.4
UNKNOWN		2 (1)	2 (1)	0.6
			354 (19)	

RADIO STATIONS

WWSA, 1310, 5 KW (DAYS,DA) , MOR	ABC-E, \$12.00 (Buckley)
WLAN, 1390, 5 KW/1 KW (DA-2), CONTEMP	ABC-C, \$16.50 (Masla)
WDAC-F, 94.5, 50 KW @ 500, RELIGION	, \$ 7.80 (----) Crawford
WIOV-F, 105.1, 50 KW @ 500, COUNTRY	ABC-E, \$16.75 (Buckley)
WLAN-F, 96.9, 50 KW @ 76, ROCK	ABC-F, \$23.50 (Masla)
WNCE-F, 101.3, 50 KW @ 1293, BTFL MUS (FM-100)	, \$25.00 (Mc-Guild)
WRKZ-F, 106.7, 20 KW @ 500, COUNTRY	, \$26.25 (Mc-Guild) (ELIZABETHTOWN)
WUFM-F, 100.1, 3 KW @ 270, ROCK	, \$12.00 (Masla) (LANCASTER)

FOR OTHER STATIONS - SEE YORK AND HARRISBURG

FOR ADI, NEWSPAPERS AND TV SEE HARRISBURG

LANSING

Market # 85  
 Revenue Rank # 92  
 Income Rank # 47  
 APR 15.2  
 SMSA Pop: 467,200

Revenue : \$5,133,427  
 Income : \$ 966,054  
 % Rev Gain: +5.0  
 Stations: 16/14  
 Diaries: 500/934:1

National Rev: \$785,412  
 Nat Rev per Cap: \$1.68  
 Tot Rev per Cap: \$10.99  
 Tot Inc per Cap: \$2.07  
 Profit Margin: 18.8%

		A/M	O/N	A/M	O/N	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
12+ METRO 1/4/SHARE		80	79	79	78				
1.	WFMK-F 91/15.6	13.5	14.0	9.6	10.2	1.	WFMK-F 104	1.	WFMK-F 1712/37.3
2.	WVIC-F+ 82/14.0	12.8	12.9	13.7	13.5	2.	WVIC-F+ 87	2.	WVIC-F+ 1334/31.3
3.	WITL-F 65/11.1	10.2	10.2	9.1	8.6	3.	WJR 83	3.	WJR 1123/18.3
4.	WJIM-F 61/10.4	7.3	6.4	6.8	4.3	4.	WITL-F 71	4.	WITL-F 940/21.6
5.	WILS-F 53/ 9.1	14.4	9.3	9.6	10.5	5.	WJIM-F 64	5.	WILS-F 835/20.3
6.	WJR 40/ 6.8	5.9	7.4	7.1	7.3	6.	WILS-F 54	6.	WJIM-F 786/19.3
7.	WJIM 25/ 4.3	3.3	4.3	3.7	5.2	7.	WJIM 25	7.	WJIM 587/14.4
8.	WITL 21/ 3.6	2.8	3.5	2.8	3.1	8.	WITL 21	8.	WILS 408/10.6
9.	WLAV-F 19/ 3.3	2.2	---	3.9	---	9.	WLAV-F 19	9.	WOOD-F 330/ 8.5
10.	WOOD-F 18/ 3.1	3.4	5.0	3.0	5.0	10.	WOOD-F 18	10.	WITL 268/ 6.9

12+ FM SHARE (METRO): 77.62% (392 of 505) (O/N 79: 70.97%)  
 12+ FM SHARE (TSA) : 72.84% (421 of 578) (O/N 79: 68.17%)

OTHER RATED STATIONS/METRO SHARE

WGKY 1390	Charlotte	.3	WGRD-F 97.9	Grand Rapids	1.4
WILS 1320		2.1	WPLB-F 107.3	Greenville	.9
WMMQ-F 92.7	Charlotte	.5			

<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. WVIC-F+	1. WFMK-F	1. WFMK-F	1. WFMK-F	1. WFMK-F	1. WITL-F	1. WFMK-F
2. WILS-F	2. WVIC-F+	2. WVIC-F+	2. WVIC-F+	2. WITL-F	2. WJR	2. WJR
3. WGRD-F	3. WILS-F	3. WJIM-F	3. WJIM-F	3. WJR	3. WJIM-F	3. WVIC-F+
	4. WJIM-F	4. WILS-F	4. WILS-F	4. WJIM-F	4. WOOD-F	4. WITL-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	13 (1)	243 (6)	256 (7)	50.7
COUNTRY	21 (1)	70 (2)	91 (3)	18.0
MOR/AC	79 (4)		79 (4)	15.6
BTFL MUSIC		79 (2)	79 (2)	15.6
			505 (16)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), MOR	CBS, \$15.60 (Torbet)	
WITL, 1010, 500 W (DAYS,DA), COUNTRY	, \$16.50 (Mc-Guild)	Midwest Family
WJIM, 1240, 1 KW/250 W, AC	NBC, \$11.00 (PRO)	Gross
WFMK-F, 99.1, 110 KW @ 660, SOFT ROCK	RKO, \$32.00 (Selcom)	Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr)	, \$18.80 (Torbet)	
WITL-F, 100.7, 55 KW @ 373, COUNTRY	, \$28.05 (Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)	, \$13.00 (PRO)	Gross
WVIC-F+, 94.9, 49 KW @ 500, ROCK	ABC-C, \$22.59 (Buckley)	
WJR - See Detroit	WOOD-F, WLAV-F - See Grand Rapids	

TV STATIONS

WJIM Lanisng	6	CBS, Gross	WILX Jackson	10	NBC, ATO
--------------	---	------------	--------------	----	----------

NEWSPAPER

Lansing State Journal	E	73,814, Gannett
-----------------------	---	-----------------

LAS VEGAS

Market # 97  
 Revenue Rank # 61  
 Income Rank # 62  
 APR 15.0  
 SMSA Pop: 400,500

Revenue : \$7,569,844  
 Income : \$ 680,649  
 % Rev Gain: +6.0  
 Stations: 15/14  
 Diaries: 582/688:1

National Rev: \$2,195,079  
 Nat Rev per Cap: \$5.48  
 Tot Rev per Cap: \$18.90  
 Tot Inc per Cap: \$1.70  
 Profit Margin: 9.0%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KLUC-F	62/12.4	10.0	8.8	8.7	9.4	1. KLUC-F 62	1. KLUC-F	882/26.2
2. KVEG	58/11.6	9.0	6.5	7.4	4.6	2. KVEG 59	2. KVEG	602/17.8
3. KORK-F	51/10.2	10.5	10.4	11.3	11.8	3. KORK-F 51	3. KMJJ	570/16.7
4. KFMS-F	49/ 9.8	6.3	7.4	4.8	6.2	4. KFMS-F 49	4. KFMS-F	567/16.9
5. KDWN	41/ 8.2	4.4	5.9	6.7	4.8	5. KDWN 42	5. KDWN	516/13.6
6. KXTZ-F	34/ 6.8	9.0	9.9	8.5	4.6	6. KXTZ-F 34	6. KORK-F	510/15.1
7. KENO	26/ 5.2	4.4	8.8	8.0	13.6	7. KENO 26	7. KENO-F	503/14.7
8. KLAV	25/ 5.0	5.9	6.1	3.9	1.2	8. KLAV 25	8. KXTZ-F	479/14.2
9. KMJJ	24/ 4.8	9.8	7.4	7.2	8.3	KMJJ 25	9. KENO	443/13.2
10. KRAM	22/ 4.4	5.6	5.0	7.6	6.2	10. KRAM 22	10. KLAV	396/11.8

12+ FM SHARE (METRO): 49.05% (232 of 473) (O/N 79: 44.79%)  
 12+ FM SHARE (TSA) : 48.74% (232 of 476) (O/N 79: NA)

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

OTHER RATED STATIONS/METRO SHARE

KNUU 970 3.6                      KORK 920 3.4                      KUDO-F 93.1 3.6  
 KENO-F 92.3 3.6                      KVOV 1230 Henderson 2.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	51 (2)	147 (4)	198 (6)	41.9
BTFL MUSIC		85 (2)	85 (2)	18.0
MOR/AC	82 (3)		82 (3)	17.3
COUNTRY	80 (2)		80 (2)	16.9
NEWS/TALK	18 (1)		18 (1)	3.8
SPANISH	10 (1)		10 (1)	2.1
			473 (15)	

RADIO STATIONS

KDWN, 720, 50 KW/10 KW (DA-N), MOR , \$16.00 (Blair)  
 KENO, 1460, 5 KW/1 KW (DA-N) , ROCK (Burk-Abr) ABC-C, \$17.70 (Lotus) Lotus  
 KLAV, 1230, 11 KW/250 W , CONTEMP MBS, \$11.50 (Masla) Korngold  
 KMJJ, 1140, 10 KW/2.5 KW (DA-N),AC/CONTEMP ABC-E, \$24.60 (Mc-Guild) Western Cities  
 KRAM, 1340, 1 KW/250 W , COUNTRY , \$12.00 (Torbet)  
 KVEG, 1400, 1 KW/250 W , COUNTRY , \$29.63 (Katz) Bdcst Assoc  
 KENO-F, 92.3, 100 KW @ 1520, ROCK (Burk-Abr) , \$17.70 (Lotus) Lotus  
 KFMS-F, 101.9, 20 KW @ 41, COUNTRY (Burk-Abr) , \$29.63 (Katz) Bdcst Assoc  
 KLUC-F, 98.5, 25 KW @ 180, ROCK , \$24.60 (Mc-Guild) Western Cities  
 KORK-F, 97.1, 44 KW @ 195, BTFL MUS (Schulke) , \$21.50 (Eastman) Donrey  
 KUDO-F, 93.1, 25 KW @ 260, SOFT ROCK (TM) RKO, \$14.00 (Blair)  
 KXTZ-F, 94.1, 41 KW @ 100, BTFL MUS , \$19.00 (Selcom)

TV STATIONS

KLAS Las Vegas 8 CBS, Landmark KVBC Las Vegas 3 NBC  
 KTNV Las Vegas 13 ABC KVVU Henderson 5 IND, J. Carson

NEWSPAPERS

Las Vegas Review Journal E 83,232, Donrey  
 Las Vegas Sun M 56,446

LEXINGTON

Market # 121  
 Revenue Rank # 91  
 Income Rank # 44  
 APR 16.1  
 SMSA Pop: 303,500

Revenue: \$5,141,091  
 Income : \$1,025,381  
 % Rev Gain: +2.6%  
 Stations: 15/12  
 Diaries: 441/688:1

National Rev: \$642,917  
 Nat Rev per Cap: \$2.12  
 Tot Rev per Cap: \$16.94  
 Tot Inc per Cap: \$3.38  
 Profit Margin: 19.9%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLAP-F 85/20.5	14.2	14.1	8.7	12.6	1. WLAP-F 150	1. WLAP-F 1732/36.9
2. WVLK-F 64/15.4	11.7	14.1	13.5	11.3	2. WKQQ-F 116	2. WVLK 1463/39.6
3. WVLK 61/14.7	20.8	15.2	16.4	18.6	3. WVLK-F 98	3. WKQQ-F 1159/21.2
4. WKQQ-F 53/12.8	16.5	16.1	18.2	13.1	4. WVLK 75	4. WVLK-F 991/24.0
5. WTKC 36/ 8.7	6.6	6.2	5.8	3.7	5. WTKC 46	5. WLAP 914/23.2
6. WLAP 27/ 6.5	9.4	9.6	11.1	13.4	6. WLAP 40	6. WTKC 598/17.2
7. WAXU-F+ 16/ 3.9	9.1	11.3	8.4	10.2	7. WAXU-F+ 32	7. WHAS 588/ 7.0
8. WNVL 10/ 2.4	1.5	2.3	4.2	3.4	8. WHAS 23	8. WAXU-F+ 513/12.7
9. WHAS 7/ 1.7	1.5	1.7	1.8	2.6	9. WNVL 10	9. WLW 229/ 2.3
WJMM-F 7/ 1.7	.8	.6	1.1	1.0	10. WBGR 8	10. WJMM-F 208/ 6.9

12+ FM SHARE (METRO): 58.16% (221 of 380) (O/N 79: 55.59%)  
 12+ FM SHARE (TSA) : 63.52% (390 of 614) (O/N 79: 56.46%)

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

OTHER RATED STATIONS/METRO SHARE

WBGR 1440	Paris	1.7	WWKY 1380	Winchester	.5
WBGR-F 96.7	Paris	.7	WLW 700	Cincinnati	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		138 (2)	138 (2)	36.3
MOR/AC	106 (6)	3 (1)	109 (7)	28.7
BTFL MUSIC		64 (1)	64 (1)	16.8
COUNTRY	53 (3)	9 (1)	62 (4)	16.3
RELIGION		7 (1)	7 (1)	1.8
			380 (15)	

RADIO STATIONS

WBGR, 1440, 1 KW (DAYS)	, MOR	ABC-E, \$ 6.00	(-----)	(PARIS)
WLAP, 630, 5 KW/1 KW (DA-2)	, MOR	CBS, \$24.50	(Mc-Guild)	Illinois Bdcst
WNVL, 1250, 500 W (DAYS)	, COUNTRY	, \$ 6.75	(Regional)	(NICHOLASVILLE)
WTKC, 1300, 2.5 KW/1 KW (DA-N)	, COUNTRY (TM)	NBC, \$18.00	(Selcom)	
WVLK, 590, 5 KW/1 KW (DA-2)	, AC	ABC-I, \$31.85	(Torbet)	Bluegrass
WAXU-F+, 103.1,	3 KW @ 300, COUNTRY	MBS, \$10.00	(Savalli)	
WJMM-F, 100.9,	3 KW @ 276, RELIGION	, \$ 5.20	(----) Mortenson	(VERSAILLES)
WKQQ-F, 98.1,	100 KW @ 551, AOR	Source, \$33.00	(Christal)	
WLAP-F, 94.5,	50 KW @ 660, ROCK (TM)	RKO, \$24.50	(Mc-Guild)	Illinois Bdcst
WVLK-F, 92.9,	100 KW @ 854, BTFL MUS (FM-100)	, \$31.85	(Torbet)	Bluegrass

TV STATIONS

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

NEWSPAPERS

Lexington Herald	M	70,790, Knight-Ridder
Lexington Leader	E	34,105, Knight-Ridder

LITTLE ROCK

Market # 101  
 Revenue Rank # 76  
 Income Rank # 224  
 APR 13.8  
 SMSA Pop: 384,100

Revenue : \$6,369,508  
 Income : \$ -225,930  
 % Rev Gain: -.2%  
 Stations: 14/15  
 Diaries: 630/610:1

National Rev: \$1,582,766  
 Nat Rev per Cap: \$4.12  
 Tot Rev per Cap: \$16.58  
 Tot Inc per Cap: \$-.59  
 Profit Margin:---

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KSSN-F	64/14.7	17.3	14.4	11.2	1. KSSN-F 229	1. KSSN-F	2282/23.6
2. KLAZ-F	49/11.2	12.1	13.0	15.5	2. KAAV	2. KAAV	2007/23.6
3. KEZQ-F	48/11.0	7.0	9.0	7.9	3. KKYK-F	3. KKYK-F	1732/19.4
4. KARN	47/10.8	8.6	6.4	9.3	4. KLAZ-F	4. KLAZ-F	1431/22.9
5. KLRA	44/10.1	11.2	10.8	10.7	5. KEZQ-F	5. KLRA	1264/23.3
6. KOKY	43/ 9.9	10.0	16.1	10.0	6. KLRA	6. KLPQ-F	1003/13.7
7. KAAV	34/ 7.8	5.8	6.8	9.1	7. KLPQ-F	7. KARN	959/21.9
8. KKYK-F	33/ 7.6	8.4	4.6	8.6	8. KARN	8. KEZQ-F	785/15.5
9. KLPQ-F	25/ 5.7	9.8	6.8	6.9	9. KOKY	9. KMJX-F	517/ 6.7
10. KMJX-F	11/ 2.5	---	---	---	10. KMJX-F	10. KOKY	487/14.8

12+ FM SHARE (METRO): 55.02% (230 of 418) (O/N 79: 50.25%)  
 12+ FM SHARE (TSA) : 66.43% (568 of 855) (O/N 79: 66.43%)

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

OTHER RATED STATIONS/METRO SHARE

KGKO	850	Benton	.5	KSOH	1050	1.6
KITA	1440		.7	KXLR	1150	1.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (1)	118 (4)	152 (5)	36.4
COUNTRY	52 (2)	64 (1)	116 (3)	27.8
MOR/AC	49 (2)		49 (2)	11.7
BTFM MUSIC		48 (1)	48 (1)	11.5
BLACK	43 (1)		43 (1)	10.3
RELIGION	10 (2)		10 (2)	2.4
			418 (14)	

RADIO STATIONS

KAAV, 1090, 50 KW (DA-N)	, CONTEMP/AC	ABC-C, \$27.00	(Katz)	Multimedia
KARN, 920, 5 KW (DA-N)	, MOR/NEWS (C-21)	NBC, \$25.00	(Blair)	
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	CBS, \$18.50	(Mc-Guild)	
KOKY, 1250, 1 KW/500 W (DA-N)	, BLACK	, \$46.12	(Torbet)	Curtis
KLPQ-F, 94.1, 100 KW @ 770,	ROCK	ABC-F, \$19.50	(Katz)	Multimedia
KEZQ-F, 100.3, 100 KW @ 295,	BTFM MUS (FM-100)	, \$29.50	(Selcom)	Security
KKYK-F, 103.7, 100 KW @ 1510,	ROCK	, \$25.00	(Blair)	
KLAZ-F, 98.5, 100 KW @ 880,	ROCK	, \$46.12	(Torbet)	Curtis
KSSN-F, 95.7, 100 KW @ 1000,	COUNTRY (TM)	, \$35.63	(Eastman)	Firstcom
KMJX-F, 105.1, 100 KW @ 321,	CONTEMP	, \$13.00	(----)	(CONWAY)

TV STATIONS

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

NEWSPAPERS

Little Rock Arkansas Democrat	E	66,275
Little Rock Arkansas Gazette	M	129,274

LOS ANGELES

Market # 2; ADI # 2  
 Revenue Rank # 1  
 Income Rank # 1  
 APR 16.0  
 SMSA Pop: 7,089,700

Revenue : \$116,691,312  
 Income : \$ 28,276,426  
 % Rev Gain: +4.1  
 Stations: 46/51  
 Diaries: 3768/1882:1

National Rev: \$52,000,786  
 Nat Rev per Cap: \$7.33  
 Tot Rev per Cap: \$16.46  
 Tot Inc per Cap: \$3.99  
 Profit Margin: 24.2%

12+ METRO	1/4/SHARE	SUM 80	SPR 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KABC	843/6.9	7.6	7.0	6.5	6.0	1. KABC 931	1. KNX 14713/14.4
2. KBIG-F	624/5.1	4.8	5.7	5.0	6.1	2. KBIG-F 722	2. KFVB 12238/14.9
3. KFVB	609/5.0	3.8	4.2	4.4	4.1	3. KNX 693	3. KABC 11930/14.1
4. KJOI-F	526/4.3	4.6	4.8	5.2	4.9	4. KMET-F 655	4. KFI 11827/ 9.5
5. KNX	517/4.2	4.0	4.8	4.9	4.0	5. KFVB 637	5. KBIG-F 10899/11.9
6. KRLA	504/4.1	3.1	3.8	3.3	3.7	6. KFI 606	6. KMET-F 10532/10.4
7. KLAC	449/3.7	4.0	4.2	3.8	4.3	7. KLAC 572	7. KLOS-F 9020/ 9.8
8. KMET-F	439/3.6	5.0	4.9	5.8	5.8	8. KJOI-F 542	8. KLAC 8651/ 9.4
9. KIIS-F	397/3.3	3.2	3.3	3.6	2.8	9. KRLA 517	9. KRTH-F 8608/ 9.2
10. KRTH-F	391/3.2	3.4	3.5	3.8	3.8	10. KRTH-F 496	10. KIIS-F 8280/ 9.8
11. KIQQ-F	380/3.1	2.8	1.8	2.2	1.5	11. KIIS-F 424	11. KJOI-F 7835/ 9.7
12. KFI	367/3.0	2.7	3.1	2.6	3.3	12. KLOS-F 397	12. KMPC 7672/ 8.8
13. KHTZ-F	360/3.0	2.3	2.2	1.9	2.2	KNX-F 397	13. KRLA 7447/ 9.3
14. KNX-F	338/2.8	3.2	3.2	3.0	2.7	14. KIQQ-F 392	14. KNX-F 7208/ 7.7
15. KLOS-F	327/2.7	3.4	2.4	2.2	2.2	15. KOST-F 370	15. KIQQ-F 6874/ 8.4
16. KMPC	314/2.6	2.9	2.8	3.1	2.8	16. KHTZ-F 369	16. KOST-F 6549/ 7.4
17. KOST-F	308/2.5	3.0	2.7	2.3	2.8	17. KMPC 356	17. XTRA 6289/ 4.1
18. KALI	287/2.4	1.7	1.1	1.2	1.5	18. XTRA 289	18. KHTZ-F 6206/ 7.7
19. KDAY	230/1.9	1.6	2.1	1.9	2.4	19. KALI 287	19. KHJ 5146/ 6.4
20. KROQ-F	219/1.8	1.5	1.6	1.2	.6	20. KROQ-F 236	20. KUTE-F 4619/ 5.9

12+ FM SHARE (METRO): 53.33% (6011 of 11272) (O/N 79: 51.36%)  
 12+ FM SHARE (TSA) : 52.30% (6810 of 13022) (O/N 79: 50.23%)

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

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1290 (6)	2323 (8)	3613 (14)	32.1
NEWS/TALK	2283 (4)		2283 (4)	20.3
BTFL MUSIC		1566 (4)	1566 (4)	13.9
BLACK/URBAN/JAZZ	328 (2)	1080 (5)	1408 (7)	12.5
SPANISH	618 (3)	212 (1)	830 (4)	7.4
COUNTRY	449 (1)	199 (1)	648 (2)	5.7
MOR/AC		444 (2)	444 (2)	3.9
CLASSICAL	37 (1)	143 (1)	180 (2)	1.6
RELIGION	167 (3)		167 (3)	1.5
BIG BAND	44 (1)	31 (1)	75 (2)	0.7
UNKNOWN	45 (1)	13 (1)	58 (2)	0.5
			<u>11272 (46)</u>	



LOS ANGELES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KABC	1. KNX	1. KFWB	KACE-F	103.9	Inglewood 1.3
2. KBIG-F	2. KFWB	2. KABC	KALI	1430	San Gabriel 2.4
3. KMET-F	3. KABC	3. KNX	KBRT	740	Avalon .4
4. KFWB	4. KBIG-F	4. KLAC	KEZY	1190	Anaheim .6
5. KNX	5. KFI	5. KALI	KEZY-F	95.9	Anaheim .4
6. KLAC	6. KMET-F	6. KBIG-F	KFAC	1330	.3
7. KJOI-F	7. KLOS-F	7. KJOI-F	KFAC-F	92.3	1.2
8. KFI	8. KLAC	8. KRLA	KGER	1390	Long Beach .4
9. KRLA	9. KIIS-F	9. KTNQ	KGFJ	1230	.8
10. KRTH-F	10. KRTH-F	10. KLVE-F	KGIL+	1260	San Fernando .7
11. KIIS-F	11. KMPC		KGRB+	900	W. Covina .5
12. KIQQ-F	KRLA		KHJ	930	1.3
13. KNX-F	13. KNX-F		KIEV	870	Glendale .5
14. KLOS-F	14. KIQQ-F		KJLH-F	102.3	Compton 1.4
15. KHTZ-F	15. KOST-F		KKGO-F	105.1	1.2
			KNOB-F	97.9	Long Beach .9
			KTNQ	1020	1.7
			KUTE-F	101.9	Glendale 1.7
			KWIZ	1480	Santa Ana .5
			KWIZ-F	96.7	Santa Ana .4
			KWKW	1300	Pasadena 1.0
			KWST-F	105.9	1.7
			KZLA-F	93.9	1.6
			XTRA	690	Tijuana 1.0

ADI FM SHARE: 53.47% (6927 of 12956) (O/N 79: 51.91%)

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC-I, \$325.00	(Katz)	ABC
KALI, 1430, 5 KW (DA-2)	, SPANISH	, \$ 51.25	(UBC)	United
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 95.00	(Howard)	Rollins
KFI, 640, 50 KW	, CONTEMP/AC	ABC-E, \$175.00	(Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, \$171.88	(RAR)	Westinghouse
KHJ, 930, 5 KW (DA-N)	, COUNTRY	, \$100.00	(RKO)	RKO
KLAC, 570, 5 KW (DA-N)	, COUNTRY	, \$150.63	(Eastman)	Metromedia
KMPC, 710, 50 KW/10 KW (DA-N)	, TALK	, \$116.94	(MMR)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$153.75	(CBS Spot)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, ROCK	, \$162.50	(P/W)	

FM STATIONS

KBIG-F, 104.3, 105 KW @ 5800, BTFL MUS (Bonne)	, \$197.50	(Torbet)	Bonneville
KHTZ-F, 97.1, 55 KW @ 770, SOFT/CONTEMP	, \$111.75	(Selcom)	Greater Media
KIIS-F, 102.7, 8 KW @ 2790, DISCO (Burk-Abr)	ABC-C, \$124.38	(Blair)	Gannett
KIQQ-F, 100.3, 58 KW @ 1180, ROCK	, \$ 97.50	(Masla)	Outlet
KJLH-F, 102.3, 3 KW @ 300, BLACK	, \$ 47.00	(Lazar)	
KJOI-F, 98.7, 75 KW @ 1833, BTFL MUS (Schulke)	, \$153.75	(Selcom)	LA Coke
KLOS-F, 95.5, 68 KW @ 2920, AOR	ABC-F, \$178.75	(Katz)	ABC
KLVE-F, 107.5, 34 KW @ 2800, SPANISH	, \$ 41.75	(Caballero)	
KMET-F, 94.7, 58 KW @ 2835, AOR	, \$387.50	(Eastman)	Metromedia
KNX-F, 93.1, 54 KW @ 2870, SOFT ROCK	, \$163.00	(CBS FM)	CBS
KOST-F, 103.5, 13 KW @ 3100, BTFL MUS (FM-100)	, \$100.00	(Christal)	Cox
KROQ-F, 106.7, 26 KW @ 1600, AOR	, \$ 50.00	(Roslin)	
KRTH-F, 101.1, 58 KW @ 2930, AC	RKO, \$190.00	(RKO)	RKO
KUTE-F, 101.9, 690 W @ 2780, BLACK	, \$150.88	(HR/Stone)	Inner City
KWST-F, 105.9, 72 KW @ 2000, AOR	, \$ 71.88	(Masla)	Century
KZLA-F, 93.9, 49 KW @ 720, COUNTRY	, \$100.00	(Blair)	Capital Cities

PLEASE SEE ANAHEIM FOR TV STATIONS AND NEWSPAPERS

LOUISVILLE

Market # 43; ADI # 42  
 Revenue Rank # 40  
 Income Rank # 88  
 APR 14.3  
 SMSA Pop: 888,800

Revenue : \$11,951,230  
 Income : \$ 371,786  
 % Rev Change: +6.6  
 Stations: 17/17  
 Diaries: 1290/689:1

National Rev: \$2,943,147  
 Nat Rev per Cap: \$3.31  
 Tot Rev per Cap: \$13.45  
 Tot Inc per Cap: \$.42  
 Profit Margin: 3.1%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WAMZ-F	122/11.7	8.8	6.9	5.6	5.9	1. WAMZ-F	207	1. WHAS 3114/23.8
2. WKJJ-F	110/10.5	7.8	10.2	3.4	4.1	2. WKJJ-F	156	2. WKJJ-F 2434/22.3
3. WVEZ-F	103/ 9.9	10.7	12.9	6.2	5.7	3. WHAS	151	3. WAMZ-F 2405/19.5
4. WAKY	99/ 9.5	9.8	5.7	8.1	9.4	4. WAKY	122	4. WAKY 2337/23.7
5. WLRS-F	89/ 8.5	5.7	10.1	13.6	13.7	5. WVEZ-F	117	5. WLRS-F 1553/18.4
6. WHAS	81/ 7.8	8.9	10.8	10.7	10.8	6. WLRS-F	93	6. WAVE 1539/18.3
7. WAVE	71/ 6.8	7.7	8.2	14.0	8.3	7. WQHI-F	84	7. WQHI-F 1522/11.7
8. WLOU	60/ 5.7	9.4	4.7	6.6	8.3	8. WAVE	81	8. WVEZ-F 1349/15.9
9. WINN	52/ 5.0	5.9	8.0	5.0	8.6	9. WLOU	63	9. WCII 1150/11.2
10. WCII	49/ 4.7	4.5	4.7	---	---	10. WCII	60	10. WINN 924/12.2
11. WQHI-F	41/ 3.9	3.7	4.7	8.4	11.0	11. WINN	53	11. WRKA-F 760/10.0
12. WRKA-F	38/ 3.6	3.1	1.6	1.2	1.4	12. WRKA-F	41	WLOU 760/ 9.4

12+ FM SHARE (METRO): 53.66% (535 of 997) (O/N 79: 50.99%)  
 12+ FM SHARE (TSA) : 55.57% (738 of 1328) (O/N 79: 52.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKJJ-F	1. WLRS-F	1. WAMZ-F	1. WAMZ-F	1. WVEZ-F	1. WHAS
2. WLRS-F	2. WAMZ-F	2. WAKY	2. WAKY	2. WAMZ-F	2. WKJJ-F+
3. WLOU	3. WAKY	3. WLRS-F	3. WVEZ-F	3. WAVE	3. WAMZ-F
4. WAKY	4. WKJJ-F	4. WKJJ-F	4. WHAS	4. WAKY	4. WAKY
WQHI-F	5. WRKA-F	5. WVEZ-F	5. WCII	5. WHAS	5. WAVE

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		298 (5)	298 (5)	29.9
MOR/AC	260 (4)		260 (4)	26.1
COUNTRY	131 (3)	122 (1)	253 (4)	25.4
BTFL MUSIC		103 (1)	103 (1)	10.3
BLACK	60 (1)		60 (1)	6.0
RELIGION	11 (1)	12 (1)	23 (2)	2.3
			997 (17)	

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. WAMZ-F	1. WHAS	1. WAKY	WFIA	900 1.1
2. WKJJ-F	2. WKJJ-F	2. WAMZ-F	WTMT	620 2.9
3. WHAS	3. WAMZ-F	3. WHAS	WSLN-F	103.9 1.1
4. WAKY	4. WAKY	4. WKJJ-F	WXVW	1450 Jeffersonville .9
5. WVEZ-F	5. WLRS-F	5. WLOU		
6. WLRS-F	6. WAVE	6. WVEZ-F		
7. WQHI-F	7. WQHI-F	7. WAVE		
8. WAVE	8. WVEZ-F	8. WLRS-F		
9. WLOU	9. WCII	9. WINN		
10. WCII	10. WINN	10. WRKA-F		
11. WINN	11. WRKA-F			
12. WRKA-F	12. WLOU			
13. WTMT	13. WZZX-F			
14. WZZX-F	14. WTMT			
15. WGTC-F	15. WIEL			

ADI FM SHARE: 57.45% (864 of 1504) (O/N 79: 56.86%)

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), AC	ABC-I, \$64.31 (Eastman)	Multimedia
WAVE, 970, 5 KW (DA-2), MOR/AC	NBC, \$43.00 (Katz)	Orion
WCII, 1080, 10 KW/1 KW (DA-2), COUNTRY	, \$34.00 (Torbet)	Great Trails
WHAS, 840, 50 KW, MOR	CBS, \$68.75 (Blair)	
WINN, 1240, 1 KW/250 W, COUNTRY	ABC-E, \$51.00 (Mc-Guild)	
WLOU, 1350, 5 KW (DAYS), BLACK	NBN,SBN, \$35.00 (Howard)	
WTMT, 620, 500 W (DAYS,DA), COUNTRY	, \$15.50 (Masla)	
WIEL, 1400, 1 KW, MOR	ABC-C, \$ 8.00 (Regional)	(ELIZABETHTOWN)

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY (Drake-Chen)	MBS, \$44.38 (Blair)	
WKJJ-F, 99.7, 20 KW @ 720, ROCK	, \$55.00 (Torbet)	Great Trails
WLRS-F, 102.3, 3 KW @ 300, AOR (Burk-Abr)	, \$46.00 (Katz)	Henson
WQHI-F, 95.7, 34 KW @ 580, ROCK (TM)	, \$51.00 (Mc-Guild)	
WRKA-F, 103.1, 3 KW @ 300, CONTEMP	ABC-C, \$33.88 (Christal)	Capitol (Johnson)
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS (Schulke)	, \$51.45 (Eastman)	Multimedia
WZZX-F, 101.7, 3 KW @ 300, ROCK	RKO, \$40.00 (CBS-FM)	
WGTC-F, 92.3, 37 KW @ 1094, COUNTRY	, \$ 7.00 (PRO) Sarkes-Tarzian	(BLOOMINGTON,IND)

TV STATIONS

WAVE	Louisville	3	NBC, Orion
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Gannett

NEWSPAPER

Louisville Courier-Journal,Times	ME	342,919
----------------------------------	----	---------

McALLEN-BROWNSVILLE

Market # 95 (approx)  
 Revenue Rank # 108 (approx)  
 Income Rank # 137 (approx)  
 APR 18.2  
 SMSA Pop: 426,200

Revenue : \$4,333,864  
 Income : \$ 151,848  
 % Rev Gain: +6.0  
 Stations: 13/11  
 Diaries: 453/941:1

National Rev: \$1,169,067  
 Nat Rev per Cap: \$2.74  
 Tot Rev per Cap: \$10.17  
 Tot Inc per Cap: \$.36  
 Profit Margin: 3.5%

12+ METRO 1/4/SHARE				A/M 80		A/M 79		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KGBT	199/34.5	35.1	38.7	1. KGBT	211	1. KGBT	1470/43.1	1. KGBT	211	1. KGBT	1470/43.1
2. KBFM-F	84/14.6	16.1	11.3	2. KBFM-F	91	2. KBFM-F	884/25.1	2. KBFM-F	91	2. KBFM-F	884/25.1
3. KRIO	59/10.2	8.6	8.7	3. KRIO	62	3. KRIO	793/22.2	3. KRIO	62	3. KRIO	793/22.2
4. KRGV	50/ 8.7	5.4	8.7	4. KRGV	53	4. KRGV	734/20.4	4. KRGV	53	4. KRGV	734/20.4
5. KBOR	31/ 5.4	1.6	2.0	5. KELT-F	32	5. KELT-F	445/12.0	5. KELT-F	32	5. KELT-F	445/12.0
6. KELT-F	27/ 4.7	4.6	5.0	6. KBOR	31	6. KBOR	249/ 7.7	6. KBOR	31	6. KBOR	249/ 7.7
7. KRIX-F	19/ 3.3	3.7	3.0	7. KRIX-F	19	7. KRIX-F	235/ 6.8	7. KRIX-F	19	7. KRIX-F	235/ 6.8
8. KDUV-F	17/ 2.9	3.1	3.1	8. KDUV-F	17	8. KSOX	225/ 6.0	8. KSOX	17	8. KSOX	225/ 6.0
9. KSOX	14/ 2.4	1.5	1.3	9. KSOX	14	9. KIWW-F	154/ 4.7	9. KSOX	14	9. KIWW-F	154/ 4.7
10. KIRT	13/ 2.3	2.3	1.7	10. KIRT	13	10. KDUV-F	148/ 4.5	10. KIRT	13	10. KDUV-F	148/ 4.5

12+ FM SHARE (METRO): 30.37% (164 of 540) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 31.12% (178 of 572) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KBFM-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRIO	2. KBFM-F	2. KBFM-F	2. KBFM-F	2. KBFM-F	2. KBFM-F
3. KRGV	3. KRGV	3. KRIO	3. KRIO	3. KRIO	3. KRGV

OTHER RATED STATIONS/METRO SHARE

KIWW-F	96.1	Harlingen	2.1	KVLY-F	107.9	Edinburg	.9
KURV	710	Edinburg	1.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	140 (3)	103 (2)	243 (5)	45.0
SPANISH	212 (2)	12 (1)	224 (3)	41.5
COUNTRY	14 (1)	27 (1)	41 (2)	7.6
BTFL MUSIC		22 (2)	22 (2)	4.1
MOR/AC	10 (1)		10 (1)	1.9
			540 (13)	

RADIO STATIONS

KBOR, 1600, 1 KW (DA-2)	, ROCK	MBS, \$ 7.25	(PRO)	
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH	, \$42.75	(Katz)	Tichenor
KIRT, 1580, 1 KW (DAYS)	, SPANISH	, \$13.50	(Lotus)	Gomez
KRGV, 1290, 5 KW (DA-N)	, CONTEMP	, \$11.50	(Blair)	
KRIO, 910, 5 KW (DA-N)	, ROCK	MBS, \$16.25	(Mc-Guild)	
KSOX, 1240, 1 KW/250 W	, COUNTRY	, \$11.25	(-----)	(RAYMONDVILLE)
KBFM-F, 104.1, 100 KW @ 505,	ROCK	RKO, \$11.00	(Torbet)	
KDUV-F, 100.3, 100 KW @ 500,	BTFL MUS(FM-100)	, \$12.00	(HR/Stone)	
KELT-F, 94.5, 100 KW @ 800,	COUNTRY	, \$18.50	(Katz)	Tichenor
KRIX-F, 99.5, 100 KW @ 480,	ROCK (Century 21)	, \$ 9.25	(Mc-Guild)	

TV STATIONS

KGBT	Harlingen	4	CBS/NBC, Tichenor
KRGV	Weslaco	5	ABC, Manship

NEWSPAPERS

Brownsville Herald	E	14,590, Freedom
McAllen Monitor	E	22,928, Freedom
Harlingen Valley Star	M	23,615, Freedom

MIAMI

Market # 22; ADI # 17  
 Revenue Rank # 19  
 Income Rank # 152  
 APR 16.4  
 SMSA Pop: 1,477,600

Revenue : \$24,668,638  
 Income : \$ 87,855  
 % Rev Change: +7.8  
 Stations: 29/23  
 Diaries: 1289/1146:1

National Rev: \$7,448,393  
 Nat Rev per Cap: \$5.04  
 Tot Rev per Cap: \$16.70  
 Tot Inc per Cap: \$.06  
 Profit Margin: .03%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRHC	225/10.6	9.5	7.5	4.0	3.4	1. WHYI-F 277	1. WHYI-F 4276/17.7
2. WHYI-F	144/ 6.8	7.2	4.4	7.1	7.4	2. WRHC 230	2. WINZ 2937/11.4
3. WQBA	116/ 5.5	7.9	10.8	9.0	12.6	3. WNWS 222	3. WIOD 2870/11.2
4. WNWS	107/ 5.0	3.6	3.2	.9	1.2	4. WKQS-F 191	4. WQAM 2782/10.9
5. WYOR-F	103/ 4.8	5.2	3.6	5.0	6.2	5. WINZ 173	5. WNWS 2618/ 9.9
6. WQAM	102/ 4.8	2.0	1.9	1.8	3.2	6. WLYF-F 172	6. WLYF-F 2345/ 6.8
7. WINZ	94/ 4.4	4.6	4.1	4.9	5.2	7. WQAM 168	7. WMJX-F 2318/10.7
8. WEDR-F	92/ 4.3	5.4	5.3	4.7	3.9	8. WYOR-F 152	8. WAXY-F 2241/ 8.0
9. WCMQ-F	83/ 3.9	4.8	3.4	6.5	4.1	9. WAXY-F 150	9. WKQS-F 2231/ 3.8
10. WCMQ	82/ 3.9	1.7	3.2	9.0	5.8	10. WIOD 144	10. WAIA-F 2010/ 7.5
11. WWWL-F	76/ 3.6	3.8	2.8	2.5	1.8	11. WWWL-F 144	11. WWWL-F 2005/ 9.3
12. WTMI-F	69/ 3.2	1.9	1.8	1.7	2.6	12. WAIA-F 143	12. WYOR-F 1861/ 8.7
13. WAIA-F	65/ 3.1	2.9	3.1	2.1	2.0	13. WSHE-F 139	13. WSHE-F 1775/ 6.2
WOCN	65/ 3.1	3.1	2.5	2.0	3.6	14. WTMI-F 124	14. WGBS 1590/ 5.9
15. WQBA-F	63/ 3.0	3.2	3.9	2.1	.4	15. WQBA 120	15. WINZ-F 1549/ 7.8

12+ FM SHARE (METRO): 48.57% (985 of 2028) (O/N 79: 49.90%)  
 12+ FM SHARE (TSA) : 57.89% (1982 of 3424) (O/N 79: 59.01%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WEDR-F	1. WWWL-F	1. WRHC	1. WRHC	1. WHYI-F
2. WMJX-F	2. WWWL-F	2. WEDR-F	2. WCMQ	2. WQBA	2. WRHC
3. WEDR-F	3. WHYI-F	3. WCMQ-F	3. WQAM	3. WCMQ	3. WINZ
4. WSHE-F	4. WAIA-F	4. WHYI-F	4. WCMQ-F	4. WYOR-F	4. WIOD-F
5. WINZ-F	5. WQBA-F	WQAM	5. WQBA	5. WQAM	5. WQBA

FORMATS

	AM	FM	TOTAL	%
SPANISH	488 (4)	146 (2)	634 (6)	31.3
ROCK/AOR/CONTEMP		424 (7)	424 (7)	20.9
NEWS/TALK	243 (3)		243 (3)	12.0
BTFL MUSIC	39 (1)	189 (4)	228 (5)	11.2
MOR/AC	96 (?)	65 (1)	161 (3)	7.9
COUNTRY	151 (2)		151 (2)	7.4
BLACK	26 (1)	92 (1)	118 (2)	5.8
CLASSICAL		69 (1)	69 (1)	3.4
			2028 (29)	

MIAMI ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WHYI-F	1. WHYI-F	1. WHYI-F	WGBS 710	1.6
2. WRHC	2. WINZ	2. WRHC	WHTT 1260	2.3
3. WNWS	3. WIOD	3. WEDR-F	WINZ-F 94.9	1.1
4. WINZ	4. WQAM	4. WQAM	WIOD 610	2.9
5. WKQS-F	5. WNWS	5. WQBA	WKAT 1360	2.0
6. WLYF-F	6. WLYF-F	6. WNWS	WLYF-F 101.5	2.2
7. WQAM	7. WMJX-F	7. WTMJ-F	WMBM 1490	1.2
8. WYOR-F	8. WAXY-F	8. WINZ	WMJX-F 96.3	2.8
9. WWWL-F	9. WAIA-F	9. WYOR-F	WVCG 1080	Coral Gables 1.8
10. WAIA-F	10. WKQS-F	10. WCMQ-F	WAXY-F 105.9	Ft. Lauder 2.2
11. WIOD	11. WWWL-F		WCKO-F 102.7	Pompano Bea 1.2
12. WAXY-F	12. WYOR-F		WEWZ-F 106.7	Ft. Lauder .8
13. WSHE-F	13. WSHE-F		WSHE-F 103.5	Ft. Lauder 2.4
14. WQBA	14. WINZ-F		WKQS-F 99.9	Boca Raton 1.0
15. WTMJ-F	15. WGBS			

ADI FM SHARE: 53.08% (1810 of 3410) (O/N 79: 54.47%)

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$ 75.15 (MMR)	
WGBS, 710, 50 KW (DA-2)	, MOR	ABC-E, \$ 55.65 (CBS Spot)	Jeff-Pilot
WHTT, 1260, 5 KW (DA-2)	, COUNTRY	, \$ 45.00 (Mc-Guild)	Metroplex
WINZ, 940, 50 KW/10 KW (DA-2)	, NEWS	MBS, CBS, \$ 90.00 (Katz)	Guy Gannett
WIOD, 610, 5 KW (DA-2)	, MOR/AC	, \$ 53.25 (Christal)	Cox
WNWS, 790, 5 KW (DA-2)	, NEWS/TALK	, \$ 48.75 (Howard)	Sudbrink
WOCN, 1450, 1 KW/250 W	, SPANISH	, \$ 29.00 (National)	
WQAM, 560, 5 KW/1 KW	, COUNTRY	, \$ 53.50 (Blair)	Storz
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$112.50 (Eastman)	Susquehanna
WRHC, 1550, 10 KW (DAYS, DA)	, SPANISH, NEWS/TALK	, \$ 62.50 (P/W)	
WVCG, 1080, 50 KW/10 KW (DA-2)	, BTFL MUS (TM)	, \$ 33.75 (Torbet)	Insilco

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC/SOFT		ABC-C, \$ 55.56 (Christal)	Cox
WCMQ-F, 92.1, 3 KW @ 300, SPANISH		, \$ 75.15 (MMR)	
WEDR-F, 99.1, 70 KW @ 165, BLACK		NBN, \$ 41.00 (Stars)	
WINZ-F, 94.9, 100 KW @ 650, AOR		MBS, \$ 50.00 (Katz)	Guy Gannett
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS (Schulke)		, \$ 74.20 (CBS Spot)	Jeff-Pilot
WMJX-F, 96.3, 100 KW @ 800, ROCK (Burk-Abr)		, \$ 50.00 (PRO)	Charter
WTMJ-F, 93.1, 100 KW @ 480, CLASSICAL		, \$ 39.00 (CMBS)	
WQBA-F, 107.5, 100 KW @ 500, SPANISH		, \$ 75.00 (Eastman)	Susquehanna
WWWL-F, 93.9, 100 KW @ 650, SOFT ROCK		Source, \$ 42.50 (Masla)	
WYOR-F, 105.1, 100 KW @ 650, BTFL MUS		, \$ 58.00 (Torbet)	Insilco
WAXY-F, 105.9, 100 KW @ 1049, AC/OLDIES		RKO, \$ 91.75 (RKO)	RKO
WHYI-F, 100.7, 100 KW @ 1000, ROCK		, \$112.50 (Mc-Guild)	Metroplex
WSHE-F, 103.5, 100 KW @ 600, AOR		ABC-F, \$ 45.50 (Selcom)	
WKQS-F, 99.9, 100 KW @ 930, BTFL MUS (Bonne)		, \$ 39.50 (HR/Stone)	

TV STATIONS

WCIX	Miami	6	IND, GCC	WLTV	Miami	23	IND, Spanish Int
WCKT	Miami	7	NBC	WPLG	Miami	10	ABC, Post-Newsweek
WHFT	Miami	45	IND, Trinity	WTVJ	Miami	4	CBS, Wometco
				WKID	Ft. Lau	51	IND

<u>NEWSPAPERS</u>	Miami Herald	M	354,578, Knight Ridder	Miami News	E	61,380, Cox
	Ft. Lauderdale News	E	102,022, Chi Tri	Ft. Lauderdale Sun-Sent	M	58,676, Chi Tri

MEMPHIS

Market # 42; ADI # 34  
 Revenue Rank # 36  
 Income Rank # 33  
 APR 13.7  
 SMSA Pop: 897,100

Revenue : \$13,333,564  
 Income : \$ 1,360,126  
 % Rev Gain: +12.8  
 Stations: 16/20  
 Diaries: 735/1221:1

National Rev: \$3,926,632  
 Nat Rev per Cap: \$4.38  
 Tot Rev per Cap: \$14.86  
 Tot Inc per Cap: \$1.52  
 Profit Margin: 10.2%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. WZXR-F	135/13.4	10.2	8.6	7.5	7.5	1. WHRK-F 213	1. WMC-F 2946/19.3
2. WEZI-F	122/12.1	10.5	10.9	10.4	11.6	2. WZXR-F 207	2. WDIA 2378/18.0
3. WHRK-F	112/11.1	12.6	9.2	7.2	6.1	3. WEZI-F 179	3. WHBQ 2272/15.8
4. WMC	110/10.9	9.7	8.8	14.0	11.6	4. WMC 151	4. WHRK-F 2214/18.1
5. WMC-F	74/ 7.4	9.4	10.5	10.1	6.8	5. WMC-F 150	5. WZXR-F 2185/17.4
6. WDIA	59/ 5.9	8.7	7.9	7.5	7.9	6. WMPS 116	6. WEZI-F 2152/18.9
7. WQUD-F	54/ 5.4	5.6	5.8	5.6	5.2	7. WDIA 108	7. WMPS 2035/11.5
8. WLVS-F	50/ 5.0	3.5	2.3	2.1	2.2	8. WHBQ 86	8. WMC 1976/18.0
9. WHBQ	48/ 4.8	3.8	6.6	7.7	10.5	9. WQUD-F 66	9. WREC 1652/14.5
10. WLOK	47/ 4.7	6.7	5.8	8.6	6.8	10. WREC 54	10. WQUD-F 1494/15.8

12+ FM SHARE (METRO): 58.69% (557 of 949) (O/N 79: 51.55%)  
 12+ FM SHARE (TSA) : 58.46% (888 of 1519) (O/N 79: 50.20%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WZXR-F	1. WZXR-F	1. WZXR-F	1. WMC	1. WEZI-F	1. WMC
2. WHRK-F	2. WHRK-F	2. WHRK-F	2. WEZI-F	WMC	2. WHRK-F
3. WMC-F	3. WMC-F	3. WMC	3. WHRK-F		3. WMC-F
	4. WQUD-F	4. WMC-F	4. WMC-F		4. WMPS
	5. WLOK	5. WQUD-F	5. WLVS-F		5. WEZI-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	48 (1)	263 (3)	311 (4)	32.8
BLACK/URBAN	106 (2)	112 (1)	218 (3)	23.0
COUNTRY	152 (2)	50 (1)	202 (3)	21.3
BTFM MUSIC		122 (1)	122 (1)	12.9
MOR	42 (1)		42 (1)	4.4
RELIGION	21 (2)	10 (1)	31 (3)	3.3
NEWS/TALK	23 (1)		23 (1)	2.4
			949 (16)	

MEMPHIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WZXR-F	1. WMC-F	1. WHRK-F	KSUD	730	.5
2. WEZI-F	2. WDIA	2. WMC	KWAM	990	1.6
3. WHRK-F	3. WEZI-F	3. WDIA	KWAM-F	101.1	1.0
4. WMC	4. WHBQ	4. WEZI-F	WMPS	680	4.2
5. WMC-F	5. WZXR-F	5. WZXR-F	WREC	600	4.2
			WWEE	1430	2.3
6. WDIA	6. WHRK-F	6. WREC			
7. WMPS	7. WMC	7. WREC			
8. WHBQ	8. WMPS	8. WHBQ			
9. WQUD-F	9. WQUD-F	9. WMC-F			
10. WREC	WREC	10. WLOK			
11. WLOK	11. WLOK				
WLVS-F	12. WLVS-F				
13. WKIR-F	13. KWAM				
14. KTMO-F	14. WWEE				
15. KWAM	15. KSUD				

ADI FM SHARE: 56.53% (918 of 1624) (O/N 79: 50.79%)

AM STATIONS

KWAM, 990, 10 KW (DAYS,DA)	, RELIGION	, \$16.00	(Stars)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2)	, BLACK	MBS, \$57.50	(Howard)	Viacom
WHBQ, 560, 5 KW/1 KW (DA-2)	, AC/CONT	RKO,ABC-I, \$114.37	(RKO)	RKO
WLOK, 1340, 1 KW/250 W	, BLACK	SBN, \$34.50	(HR/Stone)	Gilliam
WMC, 790, 5 KW (DA-N)	, COUNTRY	ABC-I, \$99.00	(Blair)	Scripps-Howard
WMPS, 680, 10 KW/5 KW (DA-N)	, COUNTRY	ABC-E, \$72.00	(Eastman)	Plough
WREC, 600, 5 KW (DA-N)	, MOR	CBS, \$48.00	(Mc-Guild)	Summit
WWEE, 1430, 1 KW (DAYS)	, NEWS/TALK	MBS, \$22.80	(Selcom)	

FM STATIONS

WEZI-F, 105.9, 100 KW @ 762	, BTFL MUS (Schulke)	, \$70.00	(Katz)	Southern/HH
WHRK-F, 97.1, 100 KW @ 530	, URBAN	ABC-F, \$72.00	(Eastman)	Plough
WLVS-F, 94.3, 3 KW @ 300	, COUNTRY	, \$22.80	(Selcom)	
WMC-F, 99.7, 300 KW @ 970	, ROCK	, \$58.00	(Blair)	Scripps-Howard
WQUD-F, 104.5, 100 KW @ 750	, CONTEMP/AC	, \$46.88	(Torbet)	Viacom
WZXR-F, 102.7, 100 KW @ 900	, AOR (Burk-Abr)	Source, \$48.00	(Mc-Guild)	Summit
WKIR-F, 104.1, 100 KW @ 640	, AOR	ABC-F, \$ 8.25	(-----)	(JACKSON)
KTMO-F, 98.9, 100 KW @ 370	, COUNTRY	, \$13.00	(Savalli)	(KENNETT,MO)

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	203,847	Scripps-Howard
Memphis Press-Scimitar	E	96,602	Scripps-Howard



MILWAUKEE

Market # 26; ADI # 28  
 Revenue Rank # 25  
 Income Rank # 19  
 APR 16.2  
 SMSA Pop: 1,417,300

Revenue : \$18,082,883  
 Income : \$ 2,331,151  
 % Rev Gain: -1.2%  
 Stations: 34/23  
 Diaries: 1337/1060:1

National Rev: \$3,888,627  
 Nat Rev per Cap: \$2.74  
 Tot Rev per Cap: \$12.75  
 Tot Inc per Cap: \$1.64  
 Profit Margin: 12.9%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WTMJ	264/12.3	15.0	15.3	15.9	17.4	1. WTMJ 5358/31.6
2. WEZW-F	253/11.8	12.0	10.3	12.5	9.7	2. WISN 4369/26.9
3. WISN	236/11.0	10.3	10.7	10.7	8.0	3. WEZW-F 3338/22.9
4. WBCS-F	176/ 8.2	8.7	7.1	6.1	4.3	4. WLPX-F 2900/17.8
5. WLPX-F	128/ 6.0	7.2	8.1	7.1	7.3	5. WZUU-F 2885/19.1
6. WFMR-F	106/ 5.0	2.9	2.3	2.8	3.2	6. WBCS-F 2667/17.9
7. WZUU-F	102/ 4.8	4.0	5.1	7.2	6.5	7. WOKY 2305/15.2
8. WQFM-F	93/ 4.3	3.7	4.4	3.6	3.3	8. WQFM-F 1918/13.1
9. WLUM-F	68/ 3.2	2.7	1.8	1.6	.8	9. WKTI-F 1891/13.2
10. WOKY	64/ 3.0	3.4	7.2	6.6	7.6	10. WMAQ 1691/ 5.7
11. WKTI-F	54/ 2.5	3.3	3.8	1.9	2.7	11. WFMR-F 1556/10.7
12. WRKR-F	50/ 2.3	2.2	.9	.8	1.0	12. WRKR-F 1509/ 8.4

12+ FM SHARE (METRO): 55.11% (1122 of 2036) (O/N 79: 50.85%)  
 12+ FM SHARE (TSA) : 52.92% (1312 of 2479) (O/N 79: 48.87%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WLPX-F	1. WLPX-F	1. WISN	1. WISN	1. WEZW-F	1. WTMJ
2. WRKR-F	2. WZUU-F	2. WTMJ	2. WTMJ	2. WTMJ	2. WISN
3. WQFM-F	3. WISN	3. WBCS-F	3. WEZW-F	3. WISN	3. WEZW-F
4. WLUM-F	4. WQFM-F	4. WEZW-F	4. WBCS-F	4. WBCS-F	4. WBCS-F
5. WKTI-F	5. WBCS-F	5. WZUU-F	5. WFMR-F	5. WFMR-F	5. WZUU-F+

FORMATS

	AM	FM	TOTAL	%
MOR/AC	589 (7)	17 (2)	606 (9)	29.8
ROCK/AOR/CONTEMP	86 (3)	459 (6)	545 (9)	26.8
BTFM MUSIC		292 (3)	292 (3)	14.3
COUNTRY	109 (4)	180 (2)	289 (6)	14.2
BLACK/URBAN	50 (2)	68 (1)	118 (3)	5.8
CLASSICAL		106 (1)	106 (1)	5.2
NEWS/TALK	48 (2)		48 (2)	2.4
RELIGION	32 (1)		32 (1)	1.6
			2036 (34)	

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 1.2
2. WEZW-F	2. WISN	2. WISN	WBKV	1470 West Bend .9
3. WISN	3. WEZW-F	3. WBCS-F	WBKV-F	92.5 West Bend 1.0
4. WBCS-F	4. WZUU-F	4. WEZW-F	WEMP	1250 .7
5. WLPX-F	5. WLPX-F	5. WLPX-F	WFNY-F	92.1 Racine .4
6. WZUU-F	6. WBCS-F	6. WFMR-F	WGLB	1560 Port Washington .4
7. WFMR-F	7. WOKY	7. WZUU-F	WGLB-F	100.1 Port Washington .2
8. WQFM-F	8. WQFM-F	8. WLUM-F	WMKE	1340 2.2
9. WMAQ	9. WKTI-F	9. WRJN	WNOV	860 1.2
10. WOKY	10. WFMR-F	10. WRKR-F	WNUW-F	99.1 1.5
11. WLUM-F	11. WRKR-F		WRJN	1400 Racine 1.4
12. WKTI-F	12. WMAQ		WTKM-F	+104.9 Hartford .6
13. WRKR-F	13. WLUM-F		WWEF	1460 Racine .3
14. WMKE	14. WMKE		WXJY-F	98.3 Menominee Falls .8
15. WGN	15. WBBM		WYLO	540 Jackson 1.5
			WZUU	1290 .6
			WBBM	780 Chicago 1.2
			WGN	720 Chicago .9
			WIND	560 Chicago 1.0
			WLS	890 Chicago .4
			WMAQ	670 Chicago 2.1

ADI FM SHARE: 54.81% (1323 of 2414) (O/N 79: 49.30%)

AM STATIONS

WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR	ABC-I, \$ 83.75 (Katz) Hearst
WMKE, 1340, 1 KW/250 W, COUNTRY	, \$ 23.75 (Torbet) Great Trails
WOKY, 920, 5 KW/1 KW (DA-2), ROCK	RKO, \$ 59.50 (Blair) Chartcom
WTMJ, 620, 5 KW (DA-N), MOR	NBC, \$106.25 (Christal) Milw Jrnl

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440, COUNTRY	MBS, \$ 87.50 (Torbet) Great Trails
WEZW-F, 103.7, 20 KW @ 820, BTFL MUS (Schulke)	, \$ 63.25 (MMR) Multimedia
WFMR-F, 96.5, 50 KW @ 387, CLASSICAL	, \$ 34.38 (Roslin)
WKTI-F, 94.5, 16 KW @ 911, ROCK	ABC-C, \$ 25.50 (Christal) Milw Jrnl
WLPX-F, 97.3, 12 KW @ 920, AOR (Burk-Abr)	, \$ 72.50 (Katz) Hearst
WLUM-F, 102.1, 50 KW @ 360, BLACK	, \$ 35.00 (Howard)
WQFM-F, 93.3, 50 KW @ 210, ROCK	, \$ 31.75 (Selcom) Shamrock Dev
WRKR-F, 100.7, 50 KW @ 500, ROCK	ABC-C, \$ 32.25 (HR/Stone) Bdcst Mng Corp (RACINE)
WZUU-F, 95.7, 34 KW @ 610, ROCK	Source, \$ 46.40 (Eastman) Malrite

OTHER STATIONS - See Chicago

TV STATIONS

WISN	Milwaukee	12	ABC, Hearst
WITI	Milwaukee	6	CBS, Storer
WTMJ	Milwaukee	4	NBC, Milwaukee Journal
WVTV	Milwaukee	18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal	M	163,224
Milwaukee Sentinel	E	323,932
Racine Journal Times	E	39,016, Lee

MINNEAPOLIS-ST. PAUL

Market # 15; ADI # 13  
 Revenue Rank # 13  
 Income Rank # 5  
 APR 15.5  
 SMSA Pop: 2,081,500

Revenue : \$30,886,601  
 Income : \$ 8,451,317  
 % Rev Change: +13.1  
 Stations: 22/32  
 Diaries: 1477/1409:1

National Rev: \$6,537,480  
 Nat Rev per Cap: \$3.14  
 Tot Rev per Cap: \$14.83  
 Tot Inc per Cap: \$4.06  
 Profit Margin: 27.4%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WCCO 654/24.5	22.5	22.4	30.4	28.6	1. WCCO 972	1. WCCO 12692/48.8
2. KSTP-F 270/10.1	9.5	10.4	6.1	5.0	2. KSTP-F 367	2. KSTP-F 5583/25.2
3. KEEY-F 161/ 6.0	4.3	7.1	5.9	6.4	3. WAYL-F 194	3. WDGY 3618/15.6
4. WLOL-F 154/ 5.8	4.9	1.9	1.9	1.5	4. KEEY-F 191	4. KQRS-F+ 3507/17.6
5. KDWB-F 151/ 5.7	2.8	2.6	3.2	3.2	5. KQRS-F+ 183	5. KDWB 3457/14.5
6. KQRS-F+ 148/ 5.5	9.5	10.0	7.9	6.7	6. KDWB-F 179	6. WCCO-F 3416/13.2
7. WDGY 142/ 5.3	7.1	6.6	5.7	4.6	7. WCCO-F 176	7. KSTP 3039/15.0
8. WAYL-F 120/ 4.5	4.9	4.9	5.9	5.1	WDGY 176	8. KDWB-F 2998/13.3
9. WCCO-F 115/ 4.3	4.4	4.9	5.8	6.0	9. WLOL-F 172	9. WLOL-F 2953/15.8
10. WWTC 92/ 3.5	3.9	2.6	.6	1.7	10. WWTC 105	10. KEEY-F 2563/12.4
11. KSTP 84/ 3.2	4.5	4.2	3.3	4.9	KSTP 105	11. WAYL-F 2527/10.5
12. KDWB 79/ 3.0	3.7	3.5	5.0	5.4	12. KDWB 100	12. WWTC 1562/ 8.4

12+ FM SHARE (METRO): 50.15% (1200 of 2393) (O/N 79: 49.22%)  
 12+ FM SHARE (TSA) : 49.35% (1568 of 3177) (O/N 79: 46.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. KDWB-F	2. WCCO	2. KSTP-F	2. KSTP-F	2. KEEY-F	2. KSTP-F
3. KQRS-F+	3. KQRS-F+	3. WLOL-F	3. WDGY	3. WDGY	3. WCCO-F
4. WLOL-F	4. KDWB-F	4. KQRS-F+	4. KEEY-F	4. WAYL-F	4. WDGY
5. KDWB	5. WLOL-F	5. KDWB-F	5. WLOL-F	5. KSTP-F	5. WLOL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	198 (3)	840 (6)	1038 (9)	43.4
TALK/VARIETY	654 (1)		654 (1)	27.3
BTFM MUSIC	43 (1)	281 (2)	324 (3)	13.5
COUNTRY	142 (1)	42 (1)	184 (2)	7.7
MOR/AC	130 (4)	6 (1)	136 (5)	5.7
BIG BAND	26 (1)	31 (1)	57 (2)	2.4
			2393 (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	.9
2. KSTP-F	2. KSTP-F	2. KSTP-F	KRSI 950	1.0
3. KEYE-F	3. WDGY	3. WDGY	KRSI-F 104.1	1.2
4. WAYL-F	4. KQRS-F+	4. KDWB-F	KTCR-F 97.1	1.6
5. KQRS-F+	5. WCCO-F	5. WLOL-F	KTWN-F 107.9	1.1
6. WCCO-F	6. KDWB	6. KQRS-F+	WAYL 980	1.6
7. WDGY	7. KSTP	7. KEYE-F	WIXK-F+ 107.1	New Richmond .3
8. KDWB-F	8. WLOL-F	8. KDWB	WMIN 1010	Maplewood .8
9. WLOL-F	9. KDWB-F	9. WAYL-F		
10. WWTC	10. KEYE-F	10. WCCO-F		
11. KSTP	11. WAYL-F			
12. KDWB	12. WWTC			
13. KTCR-F	13. WAYL			
14. KCLD-F	14. KTCR-F			
15. WAYL	15. KRSI			

ADI FM SHARE: 50.37% (1651 of 3278) (O/N 79: 46.39%)

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), ROCK	, \$ 81.00 (RAR) Doubleday
KSTP, 1500, 50 KW (DA-N), AC	ABC-I, \$ 52.50 (Mc-Guild) Hubbard
WAYL, 980, 5 KW (DA-N), BTFL/MOR (FM-100)	, \$ 21.00 (MMR) Entercom
WCCO, 830, 50 KW, TALK/VARIETY/MOR	CBS, \$215.00 (CBS Spot)
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	NBC, \$109.38 (Blair) Storz
WWTC, 1280, 5 KW (DA-N), CONTEMP	MBS, \$ 28.50 (Roslin)
KRSI, 950, 1 KW (DA-2), NOSTALGIA (A1 Ham)	ABC-E, \$ 35.00 (Buckley) Park

FM STATIONS

KDWB-F, 101.3, 100 KW @ 822, AOR	, \$ 81.00 (RAR) Doubleday
KEYE-F, 102.1, 100 KW @ 822, BTFL MUS (Bonne)	, \$ 47.00 (Katz) Malrite
KQRS-F+, 92.5, 50 KW @ 822, AOR (Burk-Abr)	Source, \$107.50 (Torbet) McKenna
KSTP-F, 94.5, 100 KW @ 1250, CONTEMP	, \$103.75 (Christal) Hubbard
KTCR-F, 97.1, 50 KW @ 150, COUNTRY	, \$ 24.50 (Masla)
WAYL-F, 93.7, 100 KW @ 822, BTFL MUS (FM-100)	, \$ 44.00 (MMR) Entercom
WCCO-F, 102.9, 100 KW @ 1304, CONTEMP	ABC-C, \$ 57.75 (Eastman)
WLOL-F, 99.5, 72 KW @ 844, SOFT ROCK	, \$ 37.00 (RKO) Liggett
KCLD-F, 104.7, 100 KW @ 500, CONTEMP	, \$ 24.25 (PRO) (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	206,700
Minneapolis Tribune	M	230,815
St. Paul Dispatch	E	114,858
St. Paul Pioneer Press	M	100,672

MOBILE

Market # 89  
 Revenue Rank # 95  
 Income Rank # 208  
 APR 13.5  
 SMSA Pop: 448,500

Revenue : \$4,959,547  
 Income : \$ -130,987  
 % Rev Gain: +1.8  
 Stations: 14/17  
 Diaries: 492/912:1

National Rev: \$843,946  
 Nat Rev per Cap: \$1.88  
 Tot Rev per Cap: \$11.06  
 Tot Inc per Cap: \$-.29  
 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
	80	79	79	78		
1. WKSJ-F 98/20.1	15.5	8.8	10.7	5.6	1. WKSJ-F 125	1. WKRG-F 2156/30.9
2. WKRG-F 65/13.3	17.2	15.8	14.1	18.4	2. WKRG-F 123	2. WKSJ-F 1546/31.4
3. WABB-F 56/11.5	13.3	16.8	10.2	14.3	3. WABB-F 90	3. WABB-F 1448/26.8
4. WGOK 53/10.9	6.5	6.9	5.9	4.9	4. WGOK 53	4. WKRG 1026/26.0
5. WKRG 51/10.5	10.0	10.6	6.8	8.6	WKRG 53	5. WBLX-F 777/16.8
6. WBLX-F 44/ 9.0	8.4	7.4	11.3	6.8	6. WBLX-F 52	6. WLPR-F 489/11.2
7. WLPR-F 30/ 6.1	6.3	7.6	10.5	10.7	7. WLPR-F 32	7. WGOK 457/12.1
8. WABB 17/ 3.5	4.1	5.1	5.1	6.0	8. WMOB 18	8. WABB 327/ 8.5
9. WMOB 16/ 3.3	1.6	2.1	3.7	5.1	9. WABB 17	9. WMOB 247/ 5.5
10. WKSJ 10/ 2.0	3.5	1.2	1.6	.9	10. WWL 10	10. WUNI 235/ 5.4

12+ FM SHARE (METRO): 63.97% (293 of 458) (O/N 79: 62.57%)  
 12+ FM SHARE (TSA) : 70.45% (422 of 599) (O/N 79: 68.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRG-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F	1. WKSJ-F+
2. WABB-F	2. WKRG-F	2. WKRG-F	2. WABB-F	2. WKRG	2. WKRG-F
3. WGOK	3. WABB-F	WABB-F	3. WGOK	3. WGOK	3. WABB-F+
4. WBLX-F	4. WBLX-F	4. WBLX-F	4. WKRG-F	4. WLPR-F	4. WKRG

OTHER RATED STATIONS/METRO SHARE

WMOO 1550	1.2	WUNI 1410	1.0
WPCY 1360	.8	WWL 870	New Orleans .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	17 (1)	121 (2)	138 (3)	30.1
COUNTRY	18 (3)	98 (1)	116 (4)	25.3
BLACK	53 (1)	44 (1)	97 (2)	21.2
MOR/AC	67 (2)		67 (2)	14.6
BTFL MUSIC		30 (1)	30 (1)	6.6
RELIGION	10 (2)		10 (2)	2.2
			458 (14)	

RADIO STATIONS

WABB, 1480, 5 KW (DA-N)	, ROCK	ABC-C, \$38.48	(Eastman)
WGOK, 900, 1 KW (DAYS)	, BLACK	SBN, \$15.00	(Savalli)
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-E, \$35.00	(Blair) Capitol (Johnson)
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,	ROCK	, \$38.48	(Eastman)
WBLX-F, 92.9, 63 KW @ 470,	BLACK	RKO,NBN, \$29.00	(Howard)
WKRG-F, 99.9, 100 KW @ 850,	ROCK	MBS, \$42.75	(HR/Stone)
WKSJ-F, 94.9, 100 KW @ 410,	COUNTRY (Century 21)	, \$35.00	(Blair) Capitol (Johnson)
WLPR-F, 96.1, 40 KW @ 444,	BTFL MUS (TM)	, \$16.00	(Torbet)

TV STATIONS

WALA Mobile	10	NBC, Detroit News
WEAR Pensacola	3	ABC, Rollins
WKRG Mobile	5	CBS

NEWSPAPERS Mobile Press E 53,616, Newhouse Mobile Register M 50,174, Newhouse

NASHVILLE

Market # 51: ADI # 30  
 Revenue Rank # 37  
 Income Rank # 245  
 APR 13.9  
 SMSA Pop: 801,500

Revenue : \$13,270,915  
 Income : \$ -496,409  
 % Rev Gain: +9.0  
 Stations: 20/27  
 Diaries: 811/988:1

National Rev: \$3,766,776  
 Nat Rev per Cap: \$4.70  
 Tot Rev per Cap: \$16.56  
 Tot Inc per Cap: \$-.62  
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WZEZ-F 108/11.5	9.9	11.5	11.3	8.6	1. WWKX-F 185	1. WSM 2904/24.2
2. WSIX-F 103/11.0	9.9	6.9	8.7	9.0	2. WSIX-F 164	2. WWKX-F 2606/16.3
3. WVOL 84/ 9.0	10.6	6.3	4.6	5.6	3. WZEZ-F 140	3. WSIX-F 1909/19.3
4. WSM 80/ 8.5	7.8	10.4	7.9	9.3	4. WSM 125	4. WLAC 1732/18.0
5. WWKX-F 78/ 8.3	6.0	6.8	6.1	3.6	5. WKDF-F 100	5. WKDF-F 1707/16.3
6. WKDF-F 68/ 7.3	5.2	4.6	8.5	8.9	6. WSM-F 89	6. WZEZ-F 1670/18.7
7. WSM-F 61/ 6.5	6.0	5.8	8.1	5.4	7. WVOL 84	7. WSM-F 1379/14.5
8. WKQB-F 47/ 5.0	5.8	5.9	2.8	2.9	8. WKQB-F 79	8. WKQB-F 1318/13.8
9. WLAC 42/ 4.5	6.1	7.9	9.5	10.8	9. WLAC 56	9. WVOL 977/13.4
10. WBYQ-F 35/ 3.7	5.6	4.9	6.5	7.2	10. WBYQ-F 35	10. WBYQ-F 790/11.3

12+ FM SHARE (METRO): 58.33% (511 of 876) (O/N 79: 49.17%)  
 12+ FM SHARE (TSA) : 65.28% (803 of 1230) (O/N 79: 53.76%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WWKX-F	1. WKDF-F	1. WVOL	1. WSIX-F	1. WZEZ-F	1. WWKX-F
2. WKDF-F	2. WSM-F	2. WSIX-F	2. WZEZ-F	2. WSIX-F	2. WSM
3. WVOL	3. WWKX-F	3. WSM-F	3. WSM	3. WSM	3. WSIX-F
4. WKQB-F	WVOL	4. WZEZ-F	WSM-F	4. WAMB	4. WZEZ-F
5. WBYQ-F	5. WKQB-F	5. WWKX-F	5. WVOL	WVOL	5. WSM-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	67 (2)	300 (6)	367 (8)	41.9
COUNTRY	128 (4)	103 (1)	231 (5)	26.4
BTFL MUSIC		108 (1)	108 (1)	12.3
BLACK		84 (1)	84 (1)	9.6
MOR/AC	37 (2)		37 (2)	4.2
BIG BAND	26 (1)		26 (1)	3.0
RELIGION	23 (2)		23 (2)	2.6
			876 (20)	

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. WWKX-F	1. WSM	1. WSIX-F	WAMB	1170 2.8
2. WSIX-F	2. WWKX-F	2. WSM	WDBL	1590 Springfield 1.1
3. WZEZ-F	3. WSIX-F	3. WVOL	WGNS	1450 Murfreesboro .5
4. WSM	4. WZEZ-F	4. WZEZ-F	WJRB	1430 Madison 2.5
5. WKDF-F	5. WLAC	5. WJRB	WKDA	1240 1.6
6. WSM-F	6. WKDF-F	6. WKDF-F	WKOS-F	96.3 Murfreesboro 1.2
7. WVOL	7. WSM-F	7. WWKX-F	WMAK	1300 2.7
8. WKQB-F	8. WKQB-F	8. WSM-F	WNAH	1360 1.3
9. WLAC	9. WVOL	9. WGNS	WSIX	980 3.4
10. WJZM	10. WBYQ-F	10. WBYQ-F	WWGM	1560 1.2
11. WAKQ-F	11. WSIX			
12. WBYQ-F	12. WAKQ-F			
13. WKOA-F	13. WMAK			
WSIX	14. WKOA-F			
15. WKTA-F	15. WJRB			

ADI FM SHARE: 62.89% (1093 of 1738) (O/N 79: 50.62%)

AM STATIONS

WAMB, 1170, 25 KW (DAYS)	, BIG BAND	, \$22.00	(Savalli)	
WJRB, 1430, 5 KW/1 KW (DA-N)	, COUNTRY	, \$17.00	(Buckley)	Sanders
WLAC, 1510, 50 KW (DA-N)	, CONTEMP	, \$44.81	(Blair)	Sudbrink
WMAK, 1300, 5 KW (DA-N)	, CONTEMP	ABC-C, \$27.00	(HR/Stone)	Mooney
WSIX, 980, 5 KW (DA-N)	, MOR	CBS, \$77.50	(Katz)	GE
WSM, 650, 50 KW	, COUNTRY	NBC, \$83.12	(Christal)	
WVOL, 1470, 5 KW/1 KW (DA-N)	, BLACK	NBN, \$32.00	(Howard)	
WJZM, 1400, 1 KW/250 W	, CONTEMP	, \$ 6.00	(-----)	(CLARKSVILLE)

FM STATIONS

WKDF-F, 103.3, 100 KW @ 550, AOR	, \$35.80	(Torbet)	
WKQB-F, 105.9, 100 KW @ 410, AOR (Burk-Abr)	, \$44.81	(Blair)	Sudbrink
WBYQ-F, 92.1, 3 KW @ 300, ROCK	ABC-C, \$27.00	(HR/Stone)	Mooney
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY	, \$77.50	(Katz)	GE
WSM-F, 95.5, 100 KW @ 1280, SOFT ROCK	ABC-F, \$83.12	(Christal)	
WWKX-F, 104.5, 100 KW @ 1050, ROCK	, \$41.00	(Masla)	
WZEZ-F, 92.9, 100 KW @ 547, BTFL MUS (Bonne)	, \$41.75	(Selcom)	South Central
WKOAF, 100.3, 100 KW @ 602, ROCK	, \$ 9.00	(Regional)	(HOPKINSVILLE, KY)
WKTA-F, 106.9, 100 KW @ 500, COUNTRY	ABC-F, MBS, \$ 8.00	(-----)	(McKENZIE)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND, Multimedia
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	84,134, Gannett
Nashville Tennessean	M	135,688

NASSAU-SUFFOLK

Revenue Rank # 38  
 Income Rank # 36  
 APR 16.5

Revenue : \$12,835,913  
 Income : \$ 1,300,887  
 % Rev Change: +31.4

Diaries: 1236  
 Stations: 48/12

NOTE: Nassau-Suffolk is a portion of the New York Metro. For this market only those stations home to Nassau-Suffolk are listed. There is no TSA.

<u>12+ METRO 1/4/SHARE</u>	<u>SPG 80</u>	<u>A/M 79</u>	<u>12+ CUME/MSA</u>	<u>CUME RAT</u>
1. WBLI-F 183/4.9	4.5	4.2	1. WBLI-F 2709/12.1	
2. WHLI 149/4.0	3.6	1.5	2. WBAB-F 1954/ 8.7	
3. WCTO-F 107/2.9	3.2	3.2	3. WCTO-F 1634/ 7.3	
4. WBAB-F 100/2.7	1.8	1.5	4. WLIR-F 1464/ 6.5	
5. WALK-F+ 96/2.5	2.6	3.3	5. WTFM-F 1230/ 5.5	
6. WTFM-F 95/2.5	2.5	2.1	6. WHLI 1140/ 5.1	
7. WLIR-F 59/1.6	1.9	3.4	7. WALK-F+ 1080/ 4.8	
8. WKJY-F 57/1.5	1.8	1.8	8. WGBB 923/ 4.1	
9. WGSM 47/1.3	1.5	2.0	9. WKJY-F 765/ 3.4	
10. WGBB 44/1.2	.9	1.4	10. WGSM 717/ 3.2	

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>35 - 54</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBAB-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WHLI	1. WBLI-F
2. WBLI-F	2. WTFM-F	2. WTFM-F	2. WHLI	2. WCTO-F	2. WHLI
3. WLIR-F	3. WBAB-F	3. WBAB-F	3. WCTO-F	3. WBLI-F	3. WALK-F+
4. WRCN-F	4. WLIR-F	4. WHLI	4. WTFM-F	4. WALK-F+	4. WGBB

AM STATIONS

WHLI, 1100, 10 KW (DAYS,DA), BIG BAND (Al Ham)	, \$32.00 (Masla)	
WGSM, 740, 5 KW (DAYS,DA), MOR	, \$39.00 (P/W)	Greater Media
WGBB, 1240, 1 KW/250 W, MOR/AC	, \$31.25 (Lotus)	Susquehanna

FM STATIONS

WALK-F+, 97.5, 15 KW @ 520, BTFL MUS	, \$23.75 (Roslin)	
WBAB-F, 102.3, 3 KW @ 175, ROCK	, \$24.00 (-----)	
WBLI-F, 106.1, 10 KW @ 500, ROCK	, \$40.00 (Masla)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL MUS	, \$39.00 (P/W)	Greater Media
WKJY-F, 98.3, 3 KW @ 300, BTFL MUS	, \$28.50 (Masla)	
WLIR-F, 92.7, 3 KW @ 300, AOR	, \$70.00 (Roslin)	
WRCN-F, 103.9, 3 KW @ 320, AOR	, \$25.00 (Lotus)	

WTFM - See New York



NEW HAVEN

Market # 55  
 Revenue Rank # 82  
 Income Rank # 203  
 APR 15.2  
 SMSA Pop: 753,600

Revenue : \$5,607,842  
 Income : \$ -108,244  
 % Rev Change: +10.3  
 Stations: 23/6  
 Diaries: 795/948:1

National Rev: \$1,148,350  
 Nat Rev per Cap: \$1.53  
 Tot Rev per Cap: \$7.44  
 Tot Inc per Cap: \$-.14  
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WELI 112/20.0	18.5	21.6	16.8	18.4	1. WELI 124	1. WELI 1509/34.5
2. WKCI-F 60/10.7	11.0	8.4	7.6	9.4	2. WKCI-F 95	2. WKCI-F 1390/23.0
3. WPLR-F 52/ 9.3	7.8	7.9	8.9	7.0	3. WPLR-F 88	3. WPLR-F 1250/18.3
4. WAVZ 46/ 8.2	4.4	1.6	10.5	7.5	4. WEZN-F 73	4. WNBC 1142/19.3
5. WEZN-F 31/ 5.5	6.1	5.2	4.2	2.8	5. WTIC 58	5. WCBS 902/15.7
6. WNBC 29/ 5.2	6.8	6.0	4.5	4.6	6. WAVZ 47	6. WTIC 867/ 7.4
7. WWYZ-F 25/ 4.5	4.4	5.4	4.8	5.3	7. WHCN-F 47	7. WEZN-F 816/11.6
8. WCBS 23/ 4.1	4.9	3.3	2.9	3.1	8. WNBC 47	8. WKSS-F 797/ 8.3
9. WHCN-F 18/ 3.2	2.5	1.9	1.8	.7	9. WKSS-F 46	9. WHCN-F 685/ 6.7
10. WDRC-F 13/ 2.3	2.4	2.9	5.5	3.3	10. WCBS 36	10. WAVZ 663/16.5

12+ FM SHARE (METRO): 47.60% (238 of 500) (O/N 79: 49.02%)  
 12+ FM SHARE (TSA) : 54.86% (485 of 884) (O/N 79: 54.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPLR-F	1. WKCI-F	1. WELI	1. WELI	1. WELI	1. WELI
2. WHCN-F	2. WPLR-F	2. WKCI-F	2. WKCI-F	2. WAVZ	2. WTIC
3. WKCI-F	3. WWYZ-F	3. WPLR-F	3. WNBC	3. WEZN-F	3. WKCI-F
	4. WELI	4. WWYZ-F	4. WAVZ	4. WKCI-F	4. WPLR-F

OTHER RATED STATIONS/METRO SHARE

WNHC 1340		1.8	WABC 770	New York	.4
WYBC-F 94.3		.5	WHN 1050	New York	1.3
WIOF-F 104.1	Waterbury	1.6	WICC 600	Bridgeport	.5
WKSS-F 95.7	Hartford	2.3	WNEW 1130	New York	.7
WRCH-F 100.5	New Britain	1.8	WOR 710	New York	2.3
WTIC 1080	Hartford	2.3	WRKI-F 95.1	Brookfield	.4
WTIC-F 96.5	Hartford	.4			

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	31 (2)	181 (8)	212 (10)	42.4
MOR/AC	142 (5)		142 (5)	28.4
BTFL MUSIC		54 (3)	54 (3)	10.8
BIG BAND/NOSTALGIA	46 (1)		46 (1)	9.2
NEWS/TALK	36 (2)		36 (2)	7.2
COUNTRY	7 (1)		7 (1)	1.4
BLACK/JAZZ		3 (1)	3 (1)	.6
			500 (23)	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), BIG BAND/NOSTALGIA (A1 Ham) ABC-I, \$50.00 (Mc-Guild)  
 WELI, 960, 5 KW (DA-N), MOR , \$52.63 (Blair) Insilco  
 WKCI-F, 101.3, 7.7 KW @ 1070, ROCK RKO, \$50.00 (Mc-Guild)  
 WPLR-F, 99.1, 10 KW @ 950 , ROCK , \$67.65 (Eastman) General  
 WEZN-F - See Bridgeport Other Stations - See Hartford or New York

FOR ADI, TV AND NEWSPAPER INFO SEE HARTFORD

NEW ORLEANS

Market # 35; ADI # 36  
 Revenue Rank # 32  
 Income Rank # 31  
 APR 13.9  
 SMSA Pop: 1,156,300

Revenue : \$15,291,350  
 Income : \$ 1,468,551  
 % Rev Gain: +8.7  
 Stations: 20/20  
 Diaries: 1998/579:1

National Rev: \$3,862,712  
 Nat Rev per Cap: \$3.34  
 Tot Rev per Cap: \$13.22  
 Tot Inc per Cap: \$1.27  
 Profit Margin: 9.6%

12+ METRO	1/4/SHARE	SPG 80	FAL 79	SPG 79	FAL 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEZB-F	140/10.7	10.3	4.2	3.0	3.1	1. WTIK 176	1. WTIK 3573/18.9
2. WNOE-F	129/ 9.9	4.2	4.6	5.0	6.8	2. WNOE-F 170	2. WNOE-F 2350/16.7
3. WBYU-F	104/ 8.0	8.6	11.6	11.5	7.4	3. WEZB-F 166	3. WWL 2324/13.3
4. WTIK	90/ 6.9	8.4	6.8	8.7	8.3	4. WRNO-F 136	4. WEZB-F 2295/19.2
5. WYLD-F	87/ 6.7	7.0	3.8	3.6	4.1	5. WRNO-F 111	5. WQUE-F 1634/13.9
6. WRNO-F	85/ 6.5	4.8	4.4	7.4	5.6	6. WWL 108	6. WBYU-F 1547/13.2
7. WSMB	74/ 5.7	6.5	7.4	7.2	7.4	7. WYLD-F 96	7. WRNO-F 1517/13.3
8. WGSO	73/ 5.6	5.2	6.3	4.9	6.2	8. WAIL-F 91	8. WNOE 1484/ 9.2
9. WAIL-F	68/ 5.2	3.7	4.4	2.9	3.4	9. WSMB 85	9. WGSO 1386/14.2
10. WWL	63/ 4.8	4.5	6.2	5.6	5.0	10. WGSO 74	10. WAIL-F 1278/10.8
11. WQUE-F	59/ 4.5	5.1	6.9	7.4	8.1	11. WQUE-F 72	11. WYLD-F 1244/11.4
12. WBOK	42/ 3.2	2.6	2.9	2.3	3.8	12. WYLD 55	12. WSMB 1094/10.3

12+ FM SHARE (METRO): 57.79% (712 of 1232) (O/N 79: 46.46%)  
 12+ FM SHARE (TSA) : 55.43% (888 of 1602) (O/N 79: 42.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WEZB-F	1. WEZB-F	1. WNOE-F	1. WNOE-F	1. WBYU-F	1. WTIK
2. WRNO-F	2. WNOE-F	2. WEZB-F	2. WTIK	2. WNOE-F	2. WWL
3. WAIL-F	WYLD-F	3. WYLD-F	3. WBYU-F	3. WWL	3. WNOE-F
4. WBOK	4. WRNO-F	4. WTIK	4. WGSO	4. WSMB	4. WEZB-F
WTIK	5. WTIK	5. WRNO-F	5. WYLD-F	5. WGSO	5. WBYU-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	121 (2)	371 (4)	492 (6)	39.9
BLACK/URBAN	104 (3)	68 (1)	172 (4)	14.0
COUNTRY	35 (1)	129 (1)	164 (2)	13.3
BTFM MUSIC		144 (2)	144 (2)	11.7
MOR/AC	74 (1)		74 (1)	6.0
NEWS/TALK	73 (1)		73 (1)	5.9
VARIETY	63 (1)		63 (1)	5.1
BIG BAND	32 (1)		32 (1)	2.6
RELIGION	10 (1)		10 (1)	0.8
SPANISH	8 (1)		8 (1)	0.6

1232 (20)

NEW ORLEANS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WEZB-F	1. WTIX	1. WEZB-F	KGLA	1540	Gretna .6
2. WNOE-F	2. WEZB-F	2. WNOE-F	WNNR	990	1.8
3. WTIX	3. WNOE-F	3. WAIL-F	WNOE	1060	2.4
4. WBYU-F	4. WWL	4. WTIX	WSHO	800	2.7
5. WRNO-F	5. WQUE-F	5. WRNO-F	WVOG	600	.8
6. WYLD-F	6. WRNO-F	6. WBYU-F	WWIW	1450	2.5
7. WAIL-F	7. WBYU-F	7. WYLD-F	WWL-F	101.9	3.1
8. WWL	8. WGSO	8. WGSO	WYLD	940	3.0
9. WSMB	9. WNOE	9. WWL			
10. WGSO	10. WAIL-F	10. WBOK			
11. WQUE-F	11. WYLD-F				
12. WYLD	12. WSMB				
13. WSHO	13. WYLD				
WWL-F	14. WWL-F				
15. WBOK	15. WBOK				

ADI FM SHARE: 57.81% (999 of 1728) (O/N 79: 47.11%)

AM STATIONS

WBOK, 1230, 1 KW/250 W	, BLACK	SBN, \$32.75	(Buckley)	
WGSO, 1280, 5 KW (DA-1)	, NEWS/TALK	ABC-I, \$51.75	(Eastman)	Insilco
WNOE, 1060, 50 KW/5 KW (DA-1)	, CONTEMP	ABC-C, \$50.50	(Mc-Guild)	
WSHO, 800, 1 KW (DAYS,DA)	, COUNTRY	MBS, \$26.95	(Christal)	Swanson
WSMB, 1350, 5 KW (DA-N)	, MOR	ABC-E, \$29.00	(Howard)	McMillan Oil
WTIX, 690, 10 KW/5 KW (DA-2)	, CONTEMP	, \$69.00	(Blair)	Storz
WWL, 870, 50 KW (DA-1)	, VARIETY/COUNTRY	CBS, \$79.00	(Katz)	Loyola
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$22.50	(HR/Stone)	

FM STATIONS

WAIL-F, 105.3, 100 KW @ 407	, BLACK	NBN, \$22.00	(Selcom)	Security
WBYU-F, 95.7, 100 KW @ 600	, BTFL MUS (Schulke)	, \$53.38	(Christal)	Swanson
WEZB-F, 97.1, 100 KW @ 511	, ROCK (Burk-Abr)	RKO, \$50.00	(Torbet)	EZ
WNOE-F, 101.1, 100 KW @ 440	, COUNTRY (TM)	, \$50.50	(Mc-Guild)	
WQUE-F, 93.3, 100 KW @ 512	, ROCK	, \$42.75	(Eastman)	Insilco
WRNO-F, 99.5, 100 KW @ 500	, AOR	ABC-F, \$44.88	(Masla)	Gulf South
WWL-F, 101.9, 100 KW @ 825	, BTFL MUS (FM-100)	, \$79.00	(Katz)	Loyola
WYLD-F, 98.5, 100 KW @ 480	, AOR	, \$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	213,283	Newhouse
New Orleans States-Item	E	111,043	Newhouse

NEW YORK

Market # 1; ADI # 1  
 Revenue Rank # 2  
 Income Rank # 3  
 APR 17.6  
 SMSA Pop: 9,100,000

Revenue : \$114,237,435  
 Income : \$ 13,557,470  
 % Rev Gain: +1.3  
 Stations: 45/41  
 Diaries: 5409/1682:1

National Rev: \$33,411,439  
 Nat Rev per Cap: \$3.67  
 Tot Rev per Cap: \$12.55  
 Tot Inc per Cap: \$1.49  
 Profit Margin: 11.9%

12+ METRO	1/4/SHARE	SUM 80	SPG 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WKTU-F	1996/8.3	6.2	6.7	6.0	6.8	1. WKTU-F	2028	1. WNBC 28338/16.5
2. WBLS-F	1696/7.1	8.1	8.1	7.5	7.1	2. WBLS-F	1717	2. WINS 27434/19.4
3. WOR	1490/6.2	5.7	5.2	6.3	6.6	3. WOR	1695	3. WCBS 27361/17.3
4. WINS	1179/4.9	4.6	4.9	4.4	4.4	4. WNBC	1396	4. WABC 24841/15.8
5. WCBS	1144/4.8	5.1	5.5	4.6	5.4	5. WCBS	1333	5. WKTU-F 23244/16.7
6. WNBC	1129/4.7	4.7	4.1	4.0	3.2	6. WINS	1218	6. WOR 21783/14.2
7. WRFM-F	1030/4.3	4.7	4.7	5.2	4.7	7. WRFM-F	1045	7. WBLS-F 19204/13.7
8. WPAT-F	942/3.9	3.9	3.4	3.8	2.9	8. WPLJ-F	983	8. WPLJ-F 15853/10.6
9. WPLJ-F	898/3.7	4.2	3.9	3.7	3.2	9. WABC	979	9. WPAT-F 14718/10.4
10. WABC	862/3.6	4.2	4.5	4.5	4.6	10. WPAT-F	975	10. WRFM-F 13155/ 9.4
11. WYNY-F	778/3.2	2.2	2.4	2.1	2.1	11. WYNY-F	794	11. WCBS-F 12786/ 8.8
12. WCBS-F	697/2.9	2.9	2.9	2.3	3.1	12. WCBS-F	735	12. WYNY-F 12737/ 8.9
13. WNEW-F	672/2.8	2.9	2.3	2.5	2.7	13. WNEW-F	698	13. WHN 11703/ 7.5
14. WNEW	642/2.7	3.1	3.1	3.1	2.0	14. WNEW	682	14. WNEW 11083/ 7.5
15. WHN	615/2.6	2.6	2.5	3.5	2.7	15. WHN	678	15. WNEW-F 10703/ 7.5
16. WPAT	585/2.4	2.3	2.6	3.2	3.0	16. WPAT	590	16. WPIX-F 10141/ 7.1
17. WMCA	542/2.3	2.9	3.1	3.2	3.2	17. WMCA	557	17. WPAT 8781/ 6.3
18. WJIT	461/1.9	1.7	1.5	1.4	1.9	18. WJIT	461	18. WMCA 8274/ 5.9
19. WPIX-F	431/1.8	1.6	1.4	.9	1.2	19. WQXR-F+	460	19. WTFM-F 7346/ 5.3
20. WQXR-F+	427/1.7	1.8	1.5	1.7	1.5	20. WPIX-F	441	20. WQXR-F+ 7308/ 5.0

12+ FM SHARE (METRO): 53.61% (11665 of 21759) (O/N 79: 50.14%)  
 12+ FM SHARE (TSA) : 52.67% (12336 of 23420) (O/N 79: 49.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKTU-F	1. WKTU-F	1. WKTU-F	1. WBLS-F	1. WOR	1. WOR
2. WPLJ-F	2. WBLS-F	2. WBLS-F	2. WKTU-F	2. WRFM-F	2. WCBS
3. WBLS-F	3. WPLJ-F	3. WNBC	3. WNBC	3. WCBS	3. WINS
4. WNBC	4. WNEW-F	4. WYNY-F	4. WPAT-F	4. WINS	4. WNBC
5. WABC	5. WYNY-F	5. WCBS-F	5. WCBS-F	5. WPAT-F	5. WBLS-F
6. WPIX-F	6. WNBC	6. WPLJ-F	6. WOR	6. WNEW	6. WKTU-F
7. WNEW-F	7. WCBS-F	7. WNEW-F	7. WINS	7. WNBC	7. WABC
8. WYNY-F	8. WABC	8. WABC	8. WCBS	8. WBLS-F	8. WRFM-F
9. WBAB-F	9. WTFM-F	9. WINS	9. WYNY-F	9. WHN	9. WNEW
10. WXLO-F	10. WPIX-F	10. WPAT-F	10. WRFM-F	10. WMCA	10. WPLJ-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1991 (2)	3156 (8)	5147 (10)	23.7
NEWS/TALK	4355 (4)		4355 (4)	20.0
BLACK/URBAN/DISCO	246 (2)	3960 (3)	4206 (5)	19.3
BTFL MUSIC	678 (3)	2617 (7)	3295 (10)	15.1
MOR/AC	746 (2)	1199 (2)	1945 (4)	8.9
SPANISH	945 (3)		945 (3)	4.3
COUNTRY	615 (1)	137 (1)	752 (2)	3.5
CLASSICAL	103 (1)	461 (2)	564 (3)	2.6
RELIGION	214 (2)		214 (2)	1.0
BIG BAND	201 (1)		201 (1)	0.9
OTHER/UNKNOWN		81 (1)	81 (1)	0.4
			21759 (45)	

NEW YORK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WKTU-F	1. WINS	1. WBLS-F	WADO 1280	1.7
2. WBLS-F	2. WCBS	2. WKTU-F	WALK-F+ 97.5	Patchoque .4
3. WOR	3. WNBC	3. WNBC	WBAB-F 102.3	Babylon .4
4. WNBC	4. WABC	4. WINS	WBLI-F 106.1	Patchoque .8
5. WCBS	5. WKTU-F	5. WCBS	WBNX 1380	.3
6. WINS	6. WOR	6. WABC	WCTC 1450	New Brunswick .4
7. WRFM-F	7. WBLS-F	7. WRFM-F	WCTO-F 94.3	Smithtown .5
8. WPLJ-F	8. WPLJ-F	8. WJIT	WEVD-F 97.9	.3
9. WPAT-F	9. WPAT-F	9. WOR	WHLI 1100	Hempstead .8
10. WABC	10. WRFM-F	10. WPAT-F	WHUD-F 100.7	Peekskill .5
11. WYNY-F	11. WYNY-F		WKHK-F 106.7	.6
12. WCBS-F	12. WCBS-F		WLIB 1190	.4
13. WNEW-F	13. WHN		WLIR-F 92.7	Garden City .4
14. WNEW	14. WNEW		WMGQ-F 98.3	New Brunswick .3
15. WHN	15. WNEW-F		WNCN-F 104.3	.8
			WNJR 1430	Newark .3
			WTEM-F 103.5	Lake Success 1.8
			WVNJ 620	Newark .3
			WVNJ-F 100.3	Newark 1.1
			WWDJ 970	Hackensack .6
			WWRL 1600	.6
			WXLO-F 98.7	1.1
			WEZN-F 99.9	Bridgeport .3

ADI FM SHARE: 53.27% (12212 of 22939) (O/N 79: 49.70%)

AM STATIONS

WABC, 770, 50 KW	, CONTEMP	ABC-C, \$244.38	(Blair)	ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH	, \$ 83.75	(-----)	
WCBS, 880, 50 KW	, NEWS	CBS, \$375.00	(CBS Spot)	CBS
WHN, 1050, 50 KW (DA-1)	, COUNTRY	MBS, \$240.75	(Christal)	MBS
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-I, \$300.00	(RAR)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH	, \$ 73.00	(Caballero)	SJR
WMCA, 570, 5 KW (DA-1)	, TALK	SBN, \$140.00	(Buckley)	Straus
WNBC, 660, 50 KW	, CONTEMP	NBC, \$239.38	(HR/Stone)	NBC
WNEW, 1130, 50 KW (DA-N)	, MOR/BIG BAND	, \$161.25	(Katz)	Metromedia
WOR, 710, 50 KW (DA-1)	, TALK	ABC-I, \$204.38	(RKO)	RKO
WPAT, 930, 5 KW (DA-2)	, BTFL MUS (Schulke)	, \$123.75	(Eastman)	Capital Cities

FM STATIONS

WBLS-F, 107.5, 5.0 KW @ 1241	, BLACK/DISCO	, \$290.00	(Mc-Guild)	Inner City
WCBS-F, 101.1, 4.6 KW @ 1300	, CONTEMP	, \$175.00	(CBS/FM)	CBS
WKTU-F, 92.3, 5.4 KW @ 1200	, URBAN/DISCO	, \$316.88	(Masla)	SJR
WNEW-F, 102.7, 5.9 KW @ 1360	, AOR	Source, \$156.25	(Katz)	Metromedia
WPAT-F, 93.1, 13 KW @ 870	, BTFL MUS (Schulke)	, \$123.75	(Eastman)	Capital Cities
WPIX-F, 101.9, 5.4 KW @ 1228	, ROCK	, \$ 90.62	(Selcom)	WGN Continental
WPLJ-F, 95.5, 4.6 KW @ 1270	, AOR	ABC-F, \$212.50	(Blair)	ABC
WQXR-F+, 96.3, 5.4 KW @ 1220	, CLASSICAL	, \$ 79.50	(Mc-Guild)	New York Times
WRFM-F, 105.1, 5.2 KW @ 1220	, BTFL MUS (Bonne)	, \$158.75	(Torbet)	Bonneville
WTFM-F, 103.5, 3.9 KW @ 1390	, AC	, \$ 88.75	(Buckley)	
WXLO-F, 98.7, 5.4 KW @ 1250	, URBAN (Burk-Abr)	, \$106.25	(RKO)	RKO
WYNY-F, 97.1, 7.2 KW @ 1300	, AC	, \$123.13	(HR/Stone)	NBC

TV STATIONS

WWHT Newark	68	IND	WABC New York	7	ABC,ABC
WCBS New York	2	CBS, CBS	WNBC New York	4	NBC, NBC
WNEW New York	5	IND, Metromedia	WOR New York	9	IND, RKO
WPIX New York	11	IND, WGN Cont	WTVG Newark	68	IND, Wometco
WXTV Paterson	41	IND, Sp Int	WNJU Newark	47	IND

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

NORFOLK

Market # 32; ADI # 47  
 Revenue Rank # 43 (approx)  
 Income Rank # 220 (approx)  
 APR 16.1  
 SMSA Pop: 1,178,400

Revenue : \$11,206,416  
 Income : \$ -191,617  
 % Rev Gain: +1.2  
 Stations: 24/26  
 Diaries: 803

National Rev: \$3,170,249  
 Nat Rev per Cap: \$2.69  
 Tot Rev per Cap: \$9.50  
 Tot Inc per Cap: \$-.16  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WOWI-F	154/9.8	6.8	6.8	6.1	6.8	1. WOWI-F 204	1. WOWI-F	2243/17.9
2. WMYK-F	128/8.1	9.0	5.3	8.7	6.5	2. WMYK-F 157	2. WCMS-F	2122/18.1
3. WCMS-F	126/8.0	8.2	10.9	7.7	5.3	3. WCMS-F 145	3. WMYK-F	2069/18.1
4. WFOG-F	119/7.6	9.2	5.1	7.8	11.0	4. WFOG-F 134	4. WFOG-F	2060/18.9
5. WNOR-F	107/6.8	6.9	7.6	7.4	9.4	5. WNOR-F 117	5. WGH	1991/19.1
6. WTAR	103/6.6	6.1	6.0	9.3	7.7	6. WTAR 108	6. WTAR	1905/17.7
7. WGH	87/5.5	7.1	5.5	5.9	5.3	7. WWDE-F 93	7. WNOR-F	1805/17.5
8. WWDE-F	86/5.5	5.7	4.1	2.7	3.4	8. WRAP 91	8. WRAP	1410/12.3
9. WRAP	78/5.0	5.3	6.2	5.7	4.6	WGH 91	9. WKEZ-F	1407/11.9
10. WQRK-F	70/4.5	3.2	5.2	4.1	5.7	10. WKEZ-F 81	10. WWDE-F	1367/12.8
11. WKEZ-F	62/3.9	4.3	6.6	7.5	5.7	11. WQRK-F 75	11. WQRK-F	1248/11.4
12. WPCE	51/3.2	3.6	3.6	4.6	3.0	12. WPCE 58	12. WNIS	863/ 8.6

12+ FM SHARE (METRO): 65.11% (978 of 1502) (O/N 79: 62.24%)  
 12+ FM SHARE (TSA) : 66.31% (1165 of 1757) (O/N 79: 62.63%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WOWI-F	1. WNOR-F	1. WOWI-F	1. WFOG-F	1. WFOG-F	1. WCMS-F+
2. WMYK-F	2. WMYK-F	2. WNOR-F	2. WCMS-F	2. WCMS-F	2. WTAR
3. WRAP	3. WOWI-F	3. WMYK-F	3. WWDE-F	3. WTAR	3. WOWI-F
4. WQRK-F	4. WWDE-F	4. WCMS-F	4. WOWI-F	4. WKEZ-F	4. WMYK-F+
5. WGH	5. WGH	5. WFOG-F	5. WTAR	5. WOWI-F	5. WFOG-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	130 (3)	423 (5)	553 (8)	36.8
BLACK/JAZZ	78 (1)	154 (1)	232 (2)	15.4
COUNTRY	60 (2)	151 (2)	211 (4)	14.0
BTFL MUSIC	28 (1)	181 (2)	209 (3)	13.9
MOR/AC	131 (3)	20 (1)	151 (4)	10.1
RELIGION/GOSPEL	51 (1)		51 (1)	3.4
CLASSICAL		49 (1)	49 (1)	3.3
NEWS/TALK	46 (1)		46 (1)	3.1
			1502 (24)	

NORFOLK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WOWI-F	1. WCMS-F	1. WTAR	WBCI-F	96.5	Williamsburg	2.0
2. WMYK-F	2. WOWI-F	2. WCMS-F	WCMS	1050		3.1
3. WCMS-F	3. WFOG-F	3. WOWI-F	WCPK	1600	Chesapeake	1.8
4. WFOG-F	4. WMYK-F	4. WGH	WGH-F	97.3		3.1
5. WNOR-F	5. WGH	5. WPCE	WNIS	1350		2.9
6. WTAR	6. WTAR	6. WMYK-F	WNOR	1230		1.3
7. WWDE-F	7. WNOR-F	7. WRAP	WTJZ	1270		.7
8. WGH	8. WKEZ-F	8. WNOR-F	WWDE	1490		.8
9. WRAP	9. WWDE-F	9. WQRK-F	WXRI-F	105.3		1.3
10. WKEZ-F	10. WRAP	10. WKEZ-F	WYVA-F	94.1	Yorktown	1.6
			WZAM	1110		1.4
11. WQRK-F	11. WQRK-F		WRVA	1140	Richmond	1.0
12. WPCE	12. WNIS					
13. WGH-F	13. WGH-F					
14. WCMS	14. WZAM					
15. WNIS	15. WPCE					

ADI FM SHARE: 66.48% (1158 of 1742) (O/N 79: 62.06%)

AM STATIONS

WGH, 1310, 5 KW (DA-N)	, ROCK	, \$34.00 (Blair)	
WNIS, 1350, 5 KW (DA-2)	, NEWS	NBC, \$23.00 (Masla)	
WNOR, 1230, 1 KW/250 W	, CONTEMP	RKO, \$25.00 (Buckley)*	
WPCE, 1400, 1 KW/250 W	, GOSPEL	SBN, \$21.00 (HR/Stone)	
WRAP, 850, 5 KW/1 KW	, BLACK	NBN, \$36.25 (Howard)	Rollins
WTAR, 790, 5 KW (DA-N)	, MOR	CBS, \$50.00 (Christal)	Landmark
WZAM, 1110, 50 KW (DAYS,DA)	, ROCK	, \$21.60 (Eastman)	
WCMS, 1050, 5 KW (DAYS,DA)	, COUNTRY	ABC-E, \$20.00 (Katz)	

FM STATIONS

WCMS-F, 100.5, 50 KW @ 409	, COUNTRY	ABC-E, \$45.00 (Katz)	
WFOG-F, 92.9, 50 KW @ 500	, BTFL MUS (Bonne)	, \$45.00 (Torbet)	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
WNOR-F, 98.7, 46 KW @ 549	, AOR	, \$35.00 (Buckley)*	
WOWI-F, 102.9, 50 KW @ 500	, BLACK (Drake-Chen)	SBN, \$31.00 (HR/Stone)	
WQRK-F, 104.5, 50 KW @ 418	, CONTEMP	ABC-C, \$26.00 (Selcom)	
WWDE-F, 101.3, 50 KW @ 380	, CONTEMP	ABC-F, \$46.50 (CBS FM)	
WMYK-F, 93.7, 100 KW @ 940	, AOR	, \$35.00 (Eastman)	

\*Sale to Marvin Josephson is pending

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Landmark (sale to Knight-Ridder pending)
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star	E	94,332, Landmark
Norfolk Virginian-Pilot	M	125,787, Landmark
Newport News Press	M	56,669
Newport News Times-Herald	E	42,602

NORTHEAST PENNSYLVANIA  
(Wilkes Barre-Scranton)

Market # 64; ADI # 48  
Revenue Rank # 69  
Income Rank # 178  
APR 19.1  
SMSA Pop: 628,800

Revenue : \$6,737,704  
Income : \$ 18,598  
% Rev Gain: +3.1  
Stations: 30/23  
Diaries: 636/989:1

National Rev: \$921,771  
Nat Rev per Cap: \$1.47  
Tot Rev per Cap: \$10.72  
Tot Inc per Cap: \$.03  
Profit Margin: .3%

12+ METRO 1/4/SHARE				A/M 80	A/M 79	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WARM	107/10.3	12.9	11.2			1. WARM	115	1. WARM	2002/32.8
2. WKRZ-F+	105/10.1	5.1	5.9			2. WGBI-F	113	2. WKRZ-F+	1532/26.3
3. WNAK	102/ 9.8	9.2	7.7			3. WKRZ-F+	111	3. WGBI-F	1530/22.7
4. WGBI-F	100/ 9.6	8.2	7.7			4. WNAK	104	4. WILK	1029/17.8
5. WEZX-F	78/ 7.5	5.8	4.7			5. WEZX-F	89	5. WEZX-F	902/13.5
6. WEJL	45/ 4.3	4.2	6.2			6. WVCD-F	52	6. WNAK	698/12.1
7. WVCD-F	39/ 3.8	4.1	4.7			7. WHLM-F+	51	7. WGBI	671/10.9
8. WILK	38/ 3.7	6.0	6.1			8. WEJL	50	8. WYZZ-F	596/10.2
9. WCDL+	35/ 3.4	3.6	2.0			9. WCDL+	43	9. WVCD-F	564/ 8.1
WYZZ-F	35/ 3.4	4.4	5.2			10. WILK	39	10. WHLM-F+	557/ 3.2

12+ FM SHARE (METRO): 50.80% (474 of 933) (O/N 79: NA)  
12+ FM SHARE (TSA) : 53.62% (585 of 1091) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKRZ-F+	1. WEZX-F	1. WGBI-F	1. WGBI-F	1. WARM	1. WARM
2. WEZX-F	2. WGBI-F	2. WEZX-F	2. WARM	2. WNAK	2. WKRZ-F
3. WGBI-F	3. WKRZ-F+	3. WKRZ-F+	3. WKRZ-F+	3. WYZZ-F	3. WGBI-F
4. WARM		4. WARM	4. WCDL+	4. WKRZ-F+	4. WHLM-F+

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	92 (5)	309 (6)	401 (11)	43.0
MOR/AC	298 (6)	47 (3)	345 (9)	37.0
BTFL MUSIC	17 (1)	108 (5)	125 (6)	13.4
COUNTRY	44 (2)	15 (1)	59 (3)	6.3
NEWS/TALK	3 (1)		3 (1)	0.3
			933 (30)	



NE PA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WARM	1. WARM	1. WARM	WARD	1540	Pittston 1.3
2. WGBI-F	2. WKRZ-F+	2. WNAK	WAZL	1490	Hazleton 1.3
3. WKRZ-F+	3. WGBI-F	3. WEZX-F	WBAX	1240	1.4
4. WNAK	4. WHLM-F+	WKRZ-F+	WBQW	1320	.6
5. WEZX-F	5. WILK	5. WGBI-F	WGBI	910	2.8
6. WHLM-F+	6. WEZX-F	6. WILK	WICK	1400	1.6
7. WILQ	7. WILQ-F	7. WVCD-F	WMJW-F	92.1	Nanticoke .5
8. WQKX-F	8. WQKX-F	8. WGBI	WVPO-F	93.5	Stroudsburg .9
9. WVCD-F	9. WNAK		WVDL-F	104.9	2.5
10. WEJL	10. WGBI		WHLM-F+	106.5	Bloomsburg 1.5
11. WOEZ-F	11. WVCD-F		KYW	1060	Philadelphia .3
WCDL+	12. WYZZ-F		WABC	770	New York .9
13. WXXW-F	13. WKSJ-F		WLEV-F	96.1	Easton .7
14. WQEQ-F	14. WKOK		WQQQ-F	99.9	Easton 1.9
WILK	15. WMPT+		WXXW-F	104.1	Allentown 1.4
			WZZO-F	95.1	Bethlehem 1.0

ADI FM SHARE: 52.89% (914 of 1728) (O/N 79: NA)

AM STATIONS

WARM, 590, 5 KW (DA-1)	, MOR	, \$48.75 (Eastman)	Susquehanna
WCDL, 1440, 5 KW (DAYS)	, MOR	ABC-E, \$ 5.00 (----)	(CARBONDALE)
WEJL, 630, 500 W (DAYS)	, MOR	ABC-I, \$26.50 (Buckley)	Shamrock Dev
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS, \$12.00 (Torbet)	
WILK, 980, 5 KW/1 KW (DA-N)	, CONTEMP	ABC-C, \$21.00 (Mc-Guild)	
WNAK, 730, 1 KW (DAYS)	, MOR	, \$15.00 (P/W)	
WKOK, 1070, 10 KW/1 KW (DA-N)	, AC	CBS, \$ 9.00 (Masla)	(SUNBURY)
WMPT+, 1450, 1 KW/250 W	, MOR	ABC-C, \$ 8.00 (MKT 4)	(WILLIAMSPORT)

FM STATIONS

WEZX-F, 107.1, 125 W @ 1270, AOR	Source, \$26.50 (Buckley)	Shamrock Dev
WGBI-F, 101.3, 7 KW @ 1100, ROCK	, \$22.00 (Torbet)	
WKRZ-F+, 98.5, 7 KW @ 1100, CONTEMP	, \$22.50 (Buckley)	
WQEQ-F, 103.1, 450 W @ 150, CONTEMP (Century 21)	, \$ 9.75 (----)	(FREELAND)
WVCD-F, 97.9, 24 KW @ 640, BTFL MUS (TM)	, \$10.00 (MKT 4)	(HAZLETON)
WYZZ-F, 92.9, 50 KW @ 1065, BTFL/CLASS	MBS, \$19.25 (HR/Stone)	
WKSJ-F, 102.7, 53 KW @ 1300, CONTEMP (Drake-Chen)	ABC-E, \$12.00 (Buckley)	(WILLIAMSPORT)
WQKX-F, 94.1, 50 KW @ 880, CONTEMP	, \$12.25 (Masla)	(SUNBURY)
WILQ-F, 105.1, 4 KW @ 1300, COUNTRY	, \$18.00 (PRO)	(WILLIAMSPORT)
WHLM-F+, 106.5, 10 KW @ 597, MOR	NBC, \$ 6.00 (----)	(BLOOMSBURG)

TV STATIONS

WBRE	Wilkes-Barre	28	NBC
WDAU	Scranton	22	CBS
WNEP	Scranton	16	ABC

NEWSPAPERS

Scranton Times	E	54,525, (Lynett Family, owners of Shamrock Broadcasting)
Scranton Tribune	M	41,604
Wilkes Barre Times Leader	AD	51,916
Wilkes Barre Citizen's Voice		45,983

OKLAHOMA CITY

Market # 50; ADI # 39  
 Revenue Rank # 39  
 Income Rank # 249  
 APR 14.7  
 SMSA Pop: 804,600

Revenue : \$12,101,497  
 Income : \$ -824,637  
 % Rev Gain: +6.4  
 Stations: 20/20  
 Diaries: 751/1071:1

National Rev: \$2,691,317  
 Nat Rev per Cap: \$3.34  
 Tot Rev per Cap: \$15.04  
 Tot Inc per Cap: \$-1.02  
 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
		80	79	79	78						
1. KTOK	133/13.7	11.7	17.8	14.4	18.4	1. KTOK	166	1. KOMA	2926/17.6		
2. KKNG-F	126/13.0	13.6	12.4	8.7	8.7	2. KOMA	161	2. WKY	2517/20.6		
3. KEBC-F	119/12.2	10.9	11.9	10.2	9.5	3. KOFM-F	157	3. KTOK	2494/29.4		
4. KOFM-F	96/ 9.9	7.8	8.9	9.7	10.2	4. KKNG-F	154	4. KOFM-F	2313/22.6		
5. KXXY-F	60/ 6.2	9.0	5.9	4.0	1.8	5. KEBC-F	151	5. KEBC-F	1917/21.6		
WKY	60/ 6.2	5.6	5.8	8.4	9.4	6. WKY	109	6. KKNG-F	1734/18.5		
7. KOMA	59/ 6.1	4.2	6.2	6.2	6.2	7. KATT-F	82	7. KATT-F	1222/12.8		
8. KLTE-F	58/ 6.0	6.1	3.1	4.7	4.0	8. KXXY-F	72	8. KLTE-F	1124/14.2		
9. KATT-F	52/ 5.3	5.6	4.8	9.2	6.2	9. KLTE-F	65	9. KZUE-F	953/11.3		
10. KLNK-F	35/ 3.6	---	1.4	.6	1.6	10. KLNK-F	39	10. KXXY-F	931/10.1		
11. KZUE-F	31/ 3.2	5.5	4.2	5.8	3.6	11. KZUE-F	37	11. KCLR-F	635/ 8.0		
12. KAEZ-F	29/ 3.0	3.6	2.7	3.2	2.6	12. KRMG	36	12. KLNK-F	628/ 8.3		

12+ FM SHARE (METRO): 68.81% (642 of 933) (O/N 79: 61.05%)  
 12+ FM SHARE (TSA) : 60.41% (827 of 1369) (O/N 79: 57.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOFM-F	1. KOFM-F	1. KEBC-F	1. KEBC-F	1. KEBC-F	1. KTOK
2. KXXY-F	KXXY-F	2. KKNG-F	2. KKNG-F	2. KKNG-F	2. KEBC-F
	3. KATT-F	3. KOFM-F	3. KTOK	3. KTOK	3. WKY
	4. KOMA	4. KLTE-F	4. KLTE-F		4. KOMA
	KEBC-F	5. KTOK	5. WKY		5. KOFM-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	274 (5)	286 (6)	30.7
MOR/AC	206 (4)	58 (1)	264 (5)	28.3
COUNTRY	67 (3)	144 (2)	211 (5)	22.6
BTFL MUSIC		126 (1)	126 (1)	13.5
BLACK		29 (1)	29 (1)	3.1
RELIGION	6 (1)	11 (1)	17 (2)	1.8
			933 (20)	

OKLAHOMA 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. KOFM-F	1. KTOK	1. KTOK	KATT	1140	1.2
2. KTOK	2. KOMA	2. KKNG-F	KJIL-F	104.9	Bethany 1.1
3. KKNG-F	3. WKY	3. KEBC-F	KKLR-F	97.7	Edmond 2.6
4. KKNG-F	4. KOFM-F	4. KOFM-F	KNOR	1400	Norman .9
5. KOMA	5. KEBC-F	5. KAEZ-F	KOCY	1340	.4
6. WKY	6. KKNG-F	6. WKY	KQCV	800	.6
7. KATT-F	7. KATT-F	7. KXXY-F	WNAD	640	Norman .4
8. KXXY-F	8. KLTE-F	KOMA	KRMG	740	Tulsa .4
9. KLTE-F	9. KZUE-F	9. KATT-F			
10. KVOO	10. KXXY-F	10. KLNK-F			
11. KLNK-F	11. KVOO				
12. KZUE-F	12. KLNK-F				
13. KKLR-F	13. KKLR-F				
14. KAEZ-F	14. KRMG				
15. KRMG	15. WNAD				

ADI FM SHARE: 56.25% (886 of 1575) (O/N 79: 53.71%)

AM STATIONS

KOMA, 1520, 50 KW (DA-N), COUNTRY	, \$38.00 (Blair)	Storz
KTOK, 1000, 5 KW (DA-2), MOR	ABC-I, \$50.88 (Eastman)	Insilco
WKY, 930, 5 KW (DA-N), AC	RKO, NBC, \$46.00 (Katz)	Gaylord
WNAD, 640, 1 KW (DAYS), COUNTRY	MBS, \$15.00 (HR/Stone)	(NORMAN)

KVOO, KRMG - See Tulsa

FM STATIONS

KAEZ-F, 107.7, 100 KW @ 180, BLACK	, \$21.00 (-----)	
KATT-F, 100.5, 100 KW @ 598, AOR	Source, \$27.63 (RKO)	
KEBC-F, 94.7, 100 KW @ 440, COUNTRY	ABC-E, \$50.00 (Torbet)	
KKLR-F, 97.7, 3 KW @ 300, COUNTRY	, \$20.00 (Howard)	
KLNK-F, 98.9, 100 KW @ 500, CONTEMP	, \$21.00 (Selcom)	
KKNG-F, 92.5, 100 KW @ 900, BTFL MUS (Schulke)	, \$62.50 (Christal)	Swanson
KLTE-F, 101.9, 100 KW @ 420, AC	MBS, \$39.00 (HR/Stone)	
KOFM-F, 104.1, 100 KW @ 1425, ROCK	ABC-C, \$38.00 (Buckley)	Guy Gannett
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, \$27.38 (Eastman)	Insilco

TV STATIONS

KTVY	Oklahoma City	4	NBC, Detroit News
KOCO	Oklahoma City	5	ABC, Combined/Gannett
KWTV	Oklahoma City	9	CBS
KOKH	Oklahoma City	25	IND, Blair
KAUT	Oklahoma City	43	IND, Golden West
KGMC	Oklahoma City	34	IND

NEWSPAPERS

Oklahoma City Oklahoman	M	181,994, Gaylord
Oklahoma City Times	E	84,657, Gaylord
Oklahoma City Journal	M	34,394

OMAHA

Market # 70  
 Revenue Rank # 56  
 Income Rank # 68  
 APR 14.7  
 SMSA Pop: 590,700

Revenue : \$8,483,970  
 Income : \$ 564,587  
 % Rev Gain: -5.2%  
 Stations: 12/11  
 Diaries: 787/751:1

National Rev: \$1,809,098  
 Nat Rev per Cap: \$3.06  
 Tot Rev per Cap: \$14.36  
 Tot Inc per Cap: \$.96  
 Profit Margin: 7.8%

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	80	79	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KFAB	199/28.0	27.2	34.1	24.9	32.7	1. KFAB	382	1. KFAB	5564/54.9
2. KEZO-F	77/10.8	11.0	5.7	5.8	7.2	2. WOW	205	2. WOW	4487/31.6
3. KQKQ-F	76/10.7	5.4	2.9	6.9	4.9	3. KEZO-F	118	3. KGOR-F	1770/20.9
4. WOW	63/ 8.9	10.2	10.2	11.8	12.7	4. KQKQ-F	84	4. KEZO-F	1539/19.9
5. KESY-F	59/ 8.3	10.1	8.2	8.9	1.8	5. KGOR-F	77	5. KOIL	1404/21.7
6. KGOR-F	43/ 6.1	9.3	12.6	10.9	7.9	6. KESY-F	60	6. KQKQ-F	1336/23.2
7. KOIL	33/ 4.6	5.7	6.4	8.7	9.7	7. KYNN-F	54	7. KESY-F	686/13.8
8. KYNN	32/ 4.5	4.8	3.9	7.1	5.2	8. KOIL	43	8. KYNN	626/11.5
9. KYNN-F	29/ 4.1	3.1	1.5	.4	2.6	9. KYNN	34	9. KYNN-F	616/ 8.8
10. KLNG	23/ 3.2	.8	1.5	.7	.9	10. KLNG	23	10. KEFM-F	234/ 4.5

12+ FM SHARE (METRO): 44.99% (292 of 649) (O/N 79: 36.83%)  
 12+ FM SHARE (TSA) : 36.65% (402 of 1097) (O/N 79: 29.54%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KQKQ-F	1. KEZO-F	1. KFAB	1. KFAB	1. KFAB	1. KFAB
2. KEZO-F	2. KQKQ-F	2. KEZO-F	2. WOW	2. KESY-F	2. WOW
3. KGOR-F	3. WOW	3. KQKQ-F	3. KESY-F	3. KYNN	3. KEZO-F
4. KLNG	4. KFAB	4. WOW	4. KQKQ-F	4. KYNN-F	4. KGOR-F

OTHER RATED STATIONS/METRO SHARE

KCRO 660 1.0 KEFM-F 96.1 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	96 (2)	204 (4)	300 (6)	46.2
MOR/AC	199 (1)		199 (1)	30.7
COUNTRY	32 (1)	29 (1)	61 (2)	9.4
BTFL MUSIC		59 (1)	59 (1)	9.1
RELIGION	7 (1)		7 (1)	1.1
UNKNOWN	23 (1)		23 (1)	3.5
			649 (12)	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N), MOR NBC, \$101.88 (Christal) May  
 KLNG, 1560, 1 KW (DAYS), CONTEMP (?) , \$ 11.00 (HR/Stone)  
 KOIL, 1290, 5 KW (DA-N), CONTEMP RKO, \$ 19.00 (Eastman)  
 KYNN, 1490, 1 KW/250 W , COUNTRY , \$ 21.15 (Torbet) Great Empire  
 WOW , 590, 5 KW , CONTEMP/AC ABC-C, \$ 74.00 (Blair) Meredith  
 KEFM-F, 96.1, 100 KW @ 276, CONTEMP (Drake-Chen) RKO, \$10.00 (Eastman)  
 KESY-F, 104.5, 32 KW @ 285, BTFL MUS , \$32.88 (Selcom)  
 KEZO-F, 92.3, 100 KW @ 1210, AOR (Burk-Abr) ABC-F, \$30.00 (Blair) Meredith  
 KGOR-F, 99.9, 115 KW @ 1227, ROCK , \$30.75 (Christal) May  
 KQKQ-F, 98.5, 100 KW @ 187, ROCK , \$24.75 (HR/Stone)  
 KYNN-F, 94.1, 100 KW @ 510, COUNTRY , \$12.00 (Torbet) Great Empire

TV STATIONS

KETV Omaha 7 ABC, Pulitzer  
 WOWT Omaha 6 CBS, San Francisco Chron  
 KMTV Omaha 3 NBC, May

NEWSPAPER

Omaha World-Herald M - 125,533 E - 109,780

ORLANDO

Market # 65; ADI # 40  
 Revenue Rank # 56  
 Income Rank # 68  
 APR 15.7  
 SMSA Pop: 627,600

Revenue : \$8,483,970  
 Income : \$ 603,993  
 % Rev Gain: +3.7  
 Stations: 19/16  
 Diaries: 572/1097:1

National Rev: \$1,809,098  
 Nat Rev per Cap: \$2.88  
 Tot Rev per Cap: \$13.52  
 Tot Inc per Cap: \$.96  
 Profit Margin: 7.1%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBJW-F 122/14.7	9.2	8.5	9.6	12.5	1. WDBO-F 229	1. WDBO-F 2507/22.0
2. WDBO-F 96/11.6	12.0	12.0	12.7	11.9	2. WDIZ-F 163	2. WBJW-F 1963/27.6
3. WDBO 80/ 9.7	8.5	9.6	8.3	8.5	3. WBJW-F 141	3. WDIZ-F 1928/16.1
4. WHOO-F 72/ 8.7	9.6	8.1	9.6	10.2	4. WHOO-F 104	4. WDBO 1686/24.1
5. WHOO 63/ 7.6	7.5	6.8	7.4	7.8	5. WDBO 95	5. WHLY-F 1490/16.6
6. WKIS 62/ 7.5	7.3	5.9	6.7	6.9	6. WORJ-F 87	6. WORJ-F 1356/11.9
7. WDIZ-F 54/ 6.5	7.1	6.4	7.3	4.7	7. WHLY-F 78	7. WHOO-F 1345/16.5
8. WHLY-F 49/ 5.9	8.0	8.7	3.8	4.6	8. WHOO 75	8. WHOO 1238/20.1
9. WORL 39/ 4.7	3.6	4.9	5.8	4.2	9. WKIS 70	9. WKIS 1075/17.4
10. WORJ-F 26/ 3.1	6.4	8.3	6.4	4.7	10. WPCV-F 66	10. WPCV-F 901/ 4.9

12+ FM SHARE (METRO): 58.96% (464 of 787) (O/N 79: 59.45%)  
 12+ FM SHARE (TSA) : 71.61% (941 of 1314) (O/N 79: 68.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WBJW-F	1. WBJW-F	1. WBJW-F	1. WBJW-F	1. WDBO-F	1. WDBO-F
2. WORL	2. WDIZ-F	2. WHLY-F	2. WDBO-F	2. WHOO-F	2. WDIZ-F
3. WDIZ-F	3. WHLY-F	3. WDIZ-F	3. WHOO	3. WHOO	3. WBJW-F
	4. WORJ-F	4. WHOO	4. WHLY-F	4. WDBO	4. WDBO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	251 (4)	276 (5)	35.1
MOR/AC	163 (3)	18 (1)	181 (4)	23.0
BTFL MUSIC		168 (2)	168 (2)	21.3
COUNTRY	63 (1)	22 (2)	85 (3)	10.8
BLACK	49 (2)		49 (2)	6.2
RELIGION	23 (2)	5 (1)	28 (3)	3.6
			787 (19)	

ORLANDO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WDBO-F	1. WDBO-F	1. WBJW-F	WAJL	1440	Winter Park 1.9
2. WDIZ-F	2. WBJW-F	2. WDBO	WHHL	1190	Pine Castle 2.5
3. WBJW-F	3. WDIZ-F	3. WHOO	WLOF	950	3.0
4. WHOO-F	4. WDBO	4. WDBO-F	WLOQ-F	103.1	Winter Park 2.2
5. WDBO	5. WHLY-F	5. WDIZ-F	WOKB	1600	Winter Garden 1.2
6. WHLY-F	6. WHOO-F	6. WORL	WTLN	1520	Apopka .8
7. WHOO	7. WHOO	7. WHOO-F	WTLN-F	95.3	Apopka .6
8. WKIS	8. WORJ-F	8. WHLY-F	WELE-F	105.9	DeLand .6
9. WORJ-F	9. WKIS	9. WKIS	WPCV-F	97.5	Winter Haven 2.1
10. WDOQ-F	10. WLOF	10. WOKB			
11. WYRL-F	11. WELE-F				
12. WWLV-F	12. WWLV-F				
WELE-F	13. WDOQ-F				
14. WORL	14. WCKS-F				
15. WMOP	15. WYRL-F				

ADI FM SHARE: 68.98% (1125 of 1631) (O/N 79: 65.96%)

AM STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC-E, \$56.25 (Blair) Outlet
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY	ABC-I, \$69.40 (Torbet) Bluegrass
WKIS, 740, 5 KW/1 KW (DA-1), MOR	CBS, \$33.00 (Eastman) Susquehanna
WLOF, 950, 5 KW (DA-N), ROCK	, \$35.00 (Buckley)
WORL, 1270, 5 KW (DAYS), BLACK	SBN,NBN, \$61.25 (Katz) Sudbrink
WMOP, 900, 5 KW (DAYS), COUNTRY	, \$12.00 (Southern) (OCALA)

FM STATIONS

WBJW-F, 105.1, 100 KW @ 370, ROCK	RKO, \$73.00 (Buckley)
WDBO-F, 92.3, 100 KW @ 1320, BTFL MUS (Schulke)	, \$56.25 (Blair) Outlet
WDIZ-F, 100.3, 100 KW @ 820, AOR (Burk-Abr)	Source, \$34.00 (Selcom) Shamrock Dev
WHOO-F, 96.5, 100 KW @ 493, BTFL MUS (FM-100)	, \$69.40 (Torbet) Bluegrass
WHLY-F, 106.7, 100 KW @ 799, CONTEMP/AC	, \$37.75 (Christal) General
WORJ-F, 107.7, 100 KW @ 829, AOR	, \$61.25 (Katz)
WPCV-F, 97.5, 100 KW @ 499, COUNTRY	, \$11.50 (PRO) (WINTER HAVEN)
WYRL-F, 102.3, 3 KW @ 239, COUNTRY	MBS, \$ 8.60 (Savalli) (MELBOURNE)
WCKS-F, 101.1, 100 KW @ 500, ROCK	, \$21.00 (P/W) (COCOA BEACH)

OTHER STATIONS - SEE DAYTONA BEACH

TV STATIONS

WOFL	Orlando	35	IND
WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	ABC

NEWSPAPER

Orlando Sentinel Star AD 201,383, Tribune Co.

PEORIA

Market # 106  
 Revenue Rank # 99  
 Income Rank # 147  
 APR 14.7  
 SMSA Pop: 365,200

Revenue : \$4,789,148  
 Income : \$ 103,787  
 % Rev Gain: +6.9  
 Stations: 18/12  
 Diaries: 522/700:1

National Rev: \$1,190,404  
 Nat Rev per Cap: \$3.26  
 Tot Rev per Cap: \$13.11  
 Tot Inc per Cap: \$.28  
 Profit Margin: 2.2%

12+ METRO 1/4/SHARE	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	79	79		
1. WSWT-F 76/17.1	15.1	15.4	13.5	1. WSWT-F 95	1. WSWT-F 1053/27.1
2. WMBD 71/16.0	13.9	13.6	13.3	2. WMBD 76	2. WKZW-F 1048/25.1
3. WKZW-F 56/12.6	15.3	16.6	14.3	3. WJBC 72	3. WLS 1021/11.2
4. WXCL 32/ 7.2	12.9	10.5	11.3	4. WKZW-F 65	4. WIRL 1015/24.2
5. WWCT-F 28/ 6.3	8.0	6.9	10.8	5. WMAQ 53	5. WMBD 993/29.1
WIRL 28/ 6.3	8.2	11.0	10.3	6. WBNQ-F 50	6. WMAQ 871/ 7.4
7. WGLO-F+ 26/ 5.9	4.3	4.7	6.4	7. WWCT-F 43	7. WJBC 789/ 2.9
8. WKQA-F 25/ 5.6	3.3	1.8	2.5	8. WIRL 40	8. WBNQ-F 715/ 7.3
9. WBNQ-F 11/ 2.5	1.2	1.3	2.0	9. WXCL 39	9. WWCT-F 678/14.1
10. WMAQ 9/ 2.0	1.4	1.3	---	10. WLS 34	10. WXCL 669/16.9

12+ FM SHARE (METRO): 56.48% (231 of 409) (O/N 79: 47.52%)  
 12+ FM SHARE (TSA) : 47.04% (318 of 676) (O/N 79: 40.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WKZW-F	1. WKZW-F	1. WKZW-F	1. WSWT-F	1. WSWT-F	1. WJBC
2. WIRL	2. WWCT-F	2. WSWT-F	2. WMBD	2. WMBD	2. WMBD
3. WWCT-F	3. WKQA-F	3. WMBD	3. WXCL	3. WXCL	3. WSWT-F

OTHER RATED STATIONS/METRO SHARE

WCLL-F 94.3	Chillicothe	1.6	WBBM 780	Chicago	1.4
WPEO 1020		1.4	WGN 720	Chicago	1.4
WTAZ-F 102.3	Morton	1.8	WJBC 1230	Bloomington	1.4
			WLS 890	Chicago	1.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (2)	120 (4)	156 (6)	38.1
BTFL MUSIC	6 (1)	96 (2)	102 (3)	24.9
MOR/AC	83 (3)	15 (2)	98 (5)	24.0
COUNTRY	41 (2)		41 (2)	10.0
RELIGION	6 (1)		6 (1)	1.5
NEWS/TALK	6 (1)		6 (1)	1.5
			409 (18)	

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), CONTEMP/AC	, \$33.25 (Eastman)	Mid America
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$26.00 (Katz)	Midwest TV
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC-I, \$30.00 (Blair)	
WKQA-F, 104.9, 3 KW @ 260, ROCK	, \$30.00 (Blair)	
WKZW-F, 93.3, 27 KW @ 570, ROCK	, \$29.29 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Bonne)	, \$27.00 (Eastman)	Mid America
WGLO-F+, 95.3, 3 KW @ 85, BTFL MUS (FM-100)	, \$12.00 (PRO)	
WWCT-F, 105.7, 36 KW @ 571, ROCK	Source, \$14.00 (HR/Stone)	

Other Stations - See Bloomington and Chicago

TV STATIONS

WEEK Peoria 25	NBC, Mid America	WMBD Peoria 31	CBS, Mid TV
		WRAU Peoria 19	ABC, Forward

NEWSPAPERS

Proria Journal Star	AD	102,556
Pekin Times	E	22,082

PHILADELPHIA

Market # 4; ADI # 4  
 Revenue Rank # 7  
 Income Rank # 12  
 APR 16.3  
 SMSA Pop: 4,747,200

Revenue : \$45,353,530  
 Income : \$ 4,686,107  
 % Rev Gain: +3.0  
 Stations: 27/35  
 Diaries: 1973/2406:1

National Rev: \$16,143,306  
 Nat Rev per Cap: \$3.40  
 Tot Rev per Cap: \$9.55  
 Tot Inc per Cap: \$.99  
 Profit Margin: 10.3%

12+ METRO	1/4/SHARE	J/A 80	A/M 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KYW	747/11.6	12.1	11.4	9.6	10.4	1. KYW 879	1. KYW	16196/33.8
2. WMGK-F	580/ 9.0	6.9	5.7	5.5	3.4	2. WMGK-F 679	2. WMGK-F	8661/18.4
3. WIP	426/ 6.6	7.3	6.6	6.8	6.0	3. WWSH-F 536	3. WIP	7980/17.5
4. WWSH-F	391/ 6.1	5.5	5.7	6.1	7.1	4. WIP 469	4. WMMR-F	7839/14.3
5. WEAZ-F	383/ 5.9	4.5	5.0	5.8	5.0	5. WMMR-F 452	5. WCAU	6887/14.3
6. WMMR-F	341/ 5.3	5.1	5.3	6.5	6.9	6. WEAZ-F 444	6. WYSP-F	6786/11.8
7. WDAS-F	340/ 5.3	5.9	5.5	5.2	7.0	7. WDAS-F 382	7. WWSH-F	6669/12.2
8. WCAU	284/ 4.4	3.6	4.1	3.6	4.6	8. WYSP-F 379	8. WFIL	6167/12.6
9. WWDB-F	268/ 4.2	5.2	3.7	4.1	3.7	9. WCAU 344	9. WEAZ-F	6124/13.1
10. WYSP-F	265/ 4.1	3.8	4.3	4.2	4.5	10. WWDB-F 292	10. WDAS-F	4962/11.4
11. WPEN	243/ 3.8	2.5	2.8	2.1	1.8	11. WFIL 277	11. WIOQ-F	4816/ 9.4
12. WCAU-F	232/ 3.6	3.3	2.8	3.3	2.8	12. WIOQ-F 269	12. WIFI-F	4768/ 9.0
13. WIOQ-F	221/ 3.4	4.0	3.0	3.1	2.6	13. WPEN 259	13. WCAU-F	4470/10.0
14. WFIL	199/ 3.1	3.2	4.7	4.4	4.2	14. WCAU-F 250	14. WPEN	3792/ 8.9
15. WIFI-F	177/ 2.7	1.7	2.5	2.7	2.6	15. WIFI-F 222	15. WWDB-F	3666/ 8.2
16. WUSL-F	175/ 2.7	3.3	4.2	3.6	4.2	16. WUSL-F 222	16. WUSL-F	3391/ 7.2
17. WSNi-F	154/ 2.4	2.3	3.6	3.0	2.1	17. WSNi-F 205	17. WSNi-F	3298/ 6.2
18. WFLN-F+	144/ 2.2	2.4	2.3	2.6	1.9	18. WJBR-F 171	18. WPST-F	2652/ 3.5
19. WDAS	89/ 1.4	2.1	2.4	2.5	2.4	19. WFLN-F+ 160	19. WFLN-F+	2383/ 5.1
20. WHAT	73/ 1.1	1.2	1.1	1.2	1.2	20. WPST-F 141	20. WSTW-F	2179/ 1.8

12+ FM SHARE (METRO): 63.56% (3795 of 5971) (O/N 79: 61.41%)  
 12+ FM SHARE (TSA) : 66.14% (4907 of 7419) (O/N 79: 63.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WIFI-F	1. WMGK-F	1. WMGK-F	1. WMGK-F	1. KYW	1. KYW
WYSP-F	2. WMMR-F	2. KYW	2. KYW	2. WEAZ-F	2. WIP
3. WDAS-F	3. WIOQ-F	3. WMMR-F	3. WIP	3. WWSH-F	3. WMGK-F
WMMR-F	4. WDAS-F	4. WDAS-F	4. WEAZ-F	4. WIP	4. WCAU
5. WMGK-F	5. WYSP-F	5. WIP	5. WPEN	5. WMGK-F	5. WWSH-F
6. WCAU-F	6. WCAU-F	6. WIOQ-F	6. WWSH-F	6. WPEN	6. WFIL
7. WIP	7. KYW	7. WCAU-F	7. WDAS-F	7. WWDB-F	7. WMMR-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	199 (1)	1676 (7)	1875 (8)	31.4
NEWS/TALK	1031 (2)	268 (1)	1299 (3)	21.8
MOR/AC	759 (5)	329 (2)	1088 (7)	18.2
BTFL MUSIC		831 (3)	831 (3)	13.9
BLACK/URBAN	162 (2)	572 (2)	734 (4)	12.3
CLASSICAL	25 (1)	119 (1)	144 (2)	2.4
			<u>5971 (27)</u>	



PHILADELPHIA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KYW	1. KYW	1. KYW	WBCB	1490	Levittown .3
2. WMGK-F	2. WMGK-F	2. WDAS-F	WCOJ	1420	Coatesville .4
3. WWSH-F	3. WIP	3. WIP	WNAR	1110	Norristown .7
4. WIP	4. WMMR-F	4. WMGK-F	WJBR-F	99.5	Wilmington .9
5. WEAZ-F	5. WCAU	5. WWSH-F	WPST-F	97.5	Trenton 1.0
6. WMMR-F	6. WYSP-F	6. WEAZ-F	WSTW-F	93.7	Wilmington .4
7. WDAS-F	7. WWSH-F	7. WCAU			
8. WYSP-F	8. WEAZ-F	8. WCAU-F			
9. WCAU	9. WFIL	9. WPEN			
10. WWDB-F	10. WDAS-F	10. WMMR-F			
11. WIOQ-F	11. WIOQ-F				
12. WPEN	12. WCAU-F				
13. WFIL	13. WIFI-F				
14. WCAU-F	14. WPEN				
15. WUSL-F	15. WWDB-F				

ADI FM SHARE: 64.42% (5381 of 8353) (O/N 79: 63.49%)

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	ABC-I, \$153.75	(RAR)	Westinghouse
WCAU, 1210, 50 KW	, TALK/NEWS	CBS, \$ 94.77	(CBS Spot)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$ 82.50	(Howard)	NBN
WFIL, 560, 5 KW (DA-2)	, CONTEMP/AC	, \$135.00	(Blair)	LIN
WHAT, 1340, 1 KW/250 W	, BLACK	SBN, \$ 43.50	(Buckley)	
WIP, 610, 5 KW (DA-1)	, MOR	, \$135.00	(Katz)	Metromedia
WPEN, 950, 5 KW (DA-N)	, MOR/AC	ABC-E, \$101.56	(MMR)	Greater Media

FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000, URBAN	, \$ 78.75	(CBS FM)	CBS
WDAS-F, 105.3, 50 KW @ 870, BLACK	, \$116.88	(Howard)	NBN
WEAZ-F, 101.1, 13 KW @ 1010, BTFL MUS (Bonne)	, \$ 92.50	(Eastman)	
WFLN-F+, 95.7, 50 KW @ 490, CLASSICAL	NBC, \$ 45.00	(CMBS)	
WIFI-F, 92.5, 50 KW @ 500, ROCK	ABC-C, \$105.00	(Eastman)	GCC
WIOQ-F, 102.1, 30 KW @ 650, ROCK	RKO, \$ 84.38	(Mc-Guild)	Outlet
WMGK-F, 102.9, 50 KW @ 300, AC/SOFT	, \$140.63	(MMR)	Greater Media
WMMR-F, 93.3, 25 KW @ 670, AOR	, \$ 84.50	(Katz)	Metromedia
WSNI-F, 104.5, 13 KW @ 1008, MOR/AC (FM-100)	, \$ 51.85	(RKO)	Associated
WUSL-F, 98.9, 18 KW @ 830, AC	, \$ 87.13	(Blair)	LIN
WWDB-F, 96.5, 12 KW @ 1200, TALK	MBS, \$ 50.75	(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)	Source, \$122.50	(Masla)	SJR
WPST-F, 97.5, 50 KW @ 450, ROCK	, \$ 37.00	(Masla)	Nassau (TRENTON)

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	462,137, Charter
Philadelphia Enquirer	M	425,075, Knight-Ridder
Philadelphia News	E	231,310, Knight-Ridder

PHOENIX

Market # 28; ADI # 31  
 Revenue Rank # 22  
 Income Rank # 30  
 APR 17.5  
 SMSA Pop: 1,343,100

Revenue : \$20,429,608  
 Income : \$ 1,604,970  
 % Rev Gain: +28.9  
 Stations: 28/31  
 Diaries: 1439/933:1

National Rev: \$6,782,934  
 Nat Rev per Cap: \$5.05  
 Tot Rev per Cap: \$15.21  
 Tot Inc per Cap: \$1.19  
 Profit Margin: 7.9%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KNIX-F	184/9.1	9.2	7.7	5.2	3.4	1. KNIX-F 2420/17.6
2. KME0-F	179/8.8	6.7	7.6	7.6	7.0	2. KOY 2395/18.7
3. KOY	171/8.4	8.2	8.1	6.8	7.4	3. KOPA-F 2303/17.1
4. KQYT-F	152/7.5	7.8	10.6	11.2	10.2	4. KME0-F 2256/17.4
5. KTAR	130/6.4	8.4	6.5	9.6	6.7	5. KTAR 2179/16.3
6. KDKB-F	126/6.2	6.4	4.2	7.5	8.5	6. KQYT-F 1881/14.6
7. KOPA-F	117/5.8	7.6	4.3	4.4	3.6	7. KDKB-F 1768/13.8
8. KUPD-F	106/5.2	4.2	4.7	5.6	6.1	8. KZZP-F+ 1712/13.1
9. KXAM	93/4.6	2.0	.7	1.9	1.6	9. KUPD-F 1704/13.2
10. KOOL-F	90/4.4	4.3	5.9	3.1	3.9	10. KOOL-F 1492/10.9
11. KZZP-F+	78/3.9	2.9	2.1	2.8	1.6	11. KJJJ 1405/10.9
12. KBBC-F	68/3.4	2.4	3.5	5.1	3.7	12. KNIX 1098/ 7.9
13. KJJJ	63/3.1	4.3	5.4	2.2	4.5	13. KBBC-F 992/ 7.5
14. KME0	60/3.0	2.1	1.4	1.1	1.6	14. KARZ 967/ 7.8
15. KPHX	49/2.4	1.5	1.1	.8	1.5	15. KXAM 925/ 7.6

12+ FM SHARE (METRO): 59.02% (1158 of 1962) (O/N 79: 57.22%)  
 12+ FM SHARE (TSA) : 59.85% (1315 of 2197) (O/N 79: 57.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KXAM	1. KDKB-F	1. KNIX-F	1. KNIX-F	1. KOY	1. KOY
2. KOPA-F	2. KNIX-F	2. KOY	2. KOY	2. KQYT-F	2. KTAR
3. KUPD-F	3. KOOL-F	3. KDKB-F	3. KME0-F	3. KNIX-F	3. KNIX-F
4. KDKB-F	4. KUPD-F	4. KOOL-F	4. KOOL-F	4. KME0-F	4. KME0-F
5. KZZP-F+	5. KZZP-F+	5. KUPD-F	5. KQYT-F	5. KTAR	5. KDKB-F+

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	102 (4)	567 (6)	669 (10)	34.1
BTFL MUSIC	60 (1)	342 (3)	402 (4)	20.5
COUNTRY	111 (2)	206 (2)	317 (4)	16.2
MOR/AC	207 (2)		207 (2)	10.6
NEWS/TALK	130 (1)		130 (1)	6.6
BLACK/DISCO	93 (1)		93 (1)	4.7
SPANISH		65 (2)	65 (2)	3.3
CLASSICAL		43 (1)	43 (1)	2.2
RELIGION	21 (2)		21 (2)	1.1
BIG BAND	15 (1)		15 (1)	0.8
			1962 (28)	

PHOENIX ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KNIX-F	1. KOY	1. KNIX-F	KARZ	960 1.8
2. KMEO-F	2. KNIX-F	2. KMEO-F	KDJQ	1510 .9
3. KOY	3. KOPA-F	3. KOY	KFLR	1230 .7
4. KQYT-F	4. KMEO-F	4. KTAR	KHEP-F	101.5 2.1
5. KTAR	5. KTAR	5. KQYT-F	KIFN	860 .8
6. KDKB-F	6. KQYT-F	6. KOPA-F	KKKQ	1060 2.1
7. KOPA-F	7. KDKB-F	7. KXAM	KNIX	1580 2.4
8. KUPD-F	8. KZZP-F+	8. KJJJ	KRDS	1190 .3
9. KOOL-F	9. KUPD-F	9. KPHX	KRUX	1360 1.1
10. KXAM	10. KOOL-F	10. KUPD-F	KWAO-F	106.3 .5
11. KZZP-F+	11. KJJJ		KXIV	1400 .7
12. KBBC-F	12. KNIX		KXTC-F	92.3 1.1
13. KJJJ	13. KBBC-F			
14. KMEO	14. KARZ			
15. KNIX	15. KXAM			

ADI FM SHARE: 58.11% (1319 of 2270) (O/N 79: 56.79%)

AM STATIONS

KARZ, 960, 5 KW (DA-N)	, MOR	CBS, \$27.50	(Katz)	Stauffer
KJJJ, 910, 5 KW (DA-N)	, COUNTRY	ABC-E, \$36.20	(HR/Stone)	ITC
KMEO, 740, 1 KW (DAYS,DA)	, BTFL MUS (Bonne)	, \$16.30	(Mc-Guild)	Scripps-Howard
KKKQ, 1060, 5 KW/500 W (DA-N)	, OLDIES	, \$37.10	(Masla)	
KNIX, 1580, 50 KW/10 KW (DA-N)	, COUNTRY	, \$ ? ?	(Christal)	Buck Owens
KOY, 550, 5 KW/1 KW	, AC	, \$129.50	(Eastman)	Southern/HH
KPHX, 1480, 1 KW (DAYS)	, SPANISH	, \$28.00	(PRO)	
KTAR, 620, 5 KW (DA-N)	, NEWS	ABC-I, MBS, \$69.75	(Blair)	Pulitzer
KXAM, 1440, 5 KW (DAYS)	, DANCE MUS	, \$ ? ?	(Torbet)	First Media

FM STATIONS

KBBC-F, 98.7, 115 KW @ 1680	, SOFT ROCK	, \$63.75	(Blair)	Pulitzer
KDKB-F, 93.3, 100 KW @ 1550	, AOR (Burk-Abr)	Source, \$60.00	(Selcom)	Sandusky News
KMEO-F, 96.9, 100 KW @ 1556	, BTFL MUS (Bonne)	, \$36.68	(Mc-Guild)	
KNIX-F, 102.5, 100 KW @ 1610	, COUNTRY	, \$80.00	(Christal)	Buck Owens
KOOL-F, 94.5, 100 KW @ 1620	, CONTEMP/OLDIES/AC	, \$57.50	(Katz)	
KOPA-F, 100.7, 100 KW @ 1847	, ROCK	, \$40.00	(Torbet)	First Media
KQYT-F, 95.5, 100 KW @ 1550	, BTFL MUS (Churchill)	, \$97.13	(Eastman)	Southern/HH
KUPD-F, 97.9, 100 KW @ 1620	, ROCK	, \$45.05	(Masla)	
KZZP-F+, 104.7, 100 KW @ 1550	, ROCK	, \$35.25	(Mc-Guild)	Western Cities

TV STATIONS

KOOL	Phoenix	10	CBS, Gene Autrey
KPHO	Phoenix	5	IND
KPNX	Phoenix	12	NBC, Combined/Gannett
KTVK	Phoenix	3	ABC

NEWSPAPERS

Phoenix Republic	M	260,090
Phoenix Gazette	E	112,781

PITTSBURGH

Market # 13; ADI # 11  
 Revenue Rank # 17  
 Income Rank # 48  
 APR 17.0  
 SMSA Pop: 2,260,300

Revenue : \$25,511,615  
 Income : \$ 889,560  
 % Rev Change: +4.9  
 Stations: 35/38  
 Diaries: 1239/1824:1

National Rev: \$8,759,382  
 Nat Rev per Cap: \$3.88  
 Tot Rev per Cap: \$11.29  
 Tot Inc per Cap: \$.39  
 Profit Margin: 3.5%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KDKA	717/22.2	25.3	22.2	23.4	21.8	1. KDKA 948	1. KDKA 12920/48.4	
2. WSHH-F	231/ 7.2	7.3	6.8	8.7	6.8	2. WDVE-F 304	2. WXXK-F 5115/20.4	
3. WXXK-F	218/ 6.8	5.2	5.6	6.6	4.8	3. WXXK-F 297	3. WTAE 5083/23.6	
4. WTAE	212/ 6.6	6.6	6.7	5.1	6.7	4. WEEP 292	4. WDVE-F 4166/14.6	
5. WDVE-F	207/ 6.4	5.4	7.5	7.6	6.7	5. WSHH-F 256	5. WSHH-F 3620/16.1	
6. WEEP	197/ 6.1	3.6	3.4	3.4	2.1	6. WTAE 235	6. WWSW-F 3048/10.2	
7. KQV	132/ 4.1	4.4	3.8	4.4	3.9	7. WDSY-F 154	7. KQV 2560/12.5	
8. WAMO-F	119/ 3.7	4.6	5.3	4.8	2.5	8. WWSW-F 140	8. WFFM-F 2482/10.4	
9. WWSW	114/ 3.5	2.3	3.3	2.8	4.3	9. KQV 136	9. WEEP 2430/ 8.2	
10. WDSY-F	110/ 3.4	3.1	2.4	2.3	2.3	10. WPNT-F 131	10. WWSW 2259/10.9	
11. WFFM-F	89/ 2.8	3.6	3.9	4.2	3.4	WWVA 131	11. WPNT-F 2052/ 7.4	
12. WPNT-F	86/ 2.7	3.4	3.5	1.6	.7	12. WAMO-F 121	12. WJOI-F 2043/ 7.6	
WWSW-F	86/ 2.7	3.3	2.3	4.5	5.2	13. WWSW 115	13. WAMO-F 1823/ 9.1	
14. WJOI-F	70/ 2.2	3.5	4.0	3.7	5.7	14. WFFM-F 112	14. WDSY-F 1763/ 5.9	
15. WKQT	63/ 2.0	2.7	2.5	2.9	3.9	15. WJOI-F 103	15. WWVA 1761/ 1.0	

12+ FM SHARE (METRO): 45.89% (1395 of 3040) (O/N 79: 48.24%)  
 12+ FM SHARE (TSA) : 46.95% (1739 of 4130) (O/N 79: 50.82%)

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-F	2. WXXK-F	2. WDVE-F	2. WTAE	2. WEEP	2. WTAE
3. WAMO-F	3. KDKA	3. WTAE	3. WEEP	3. WSHH-F	3. WXXK-F
4. WYDD-F	4. WTAE	4. WXXK-F	4. WSHH-F	4. WTAE	4. WDVE-F
	5. WAMO-F	5. WSHH-F	5. WDSY-F	5. KQV	5. WEEP

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1155 (9)	14 (1)	1169 (10)	38.5
ROCK/AOR/CONTEMP	63 (1)	679 (7)	742 (8)	24.4
COUNTRY	261 (4)	130 (3)	391 (7)	12.9
BTFL MUSIC		387 (3)	387 (3)	12.7
NEWS/TALK	132 (1)		132 (1)	4.3
BLACK/URBAN		119 (1)	119 (1)	3.9
RELIGION	34 (2)	23 (1)	57 (3)	1.9
BIG BAND		33 (1)	33 (1)	1.1
			3040 (34)	

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. WXKX-F	2. WTAE	2. WAMO-F	WEDO 810	McKeesport .3
3. WEEP	3. WXKX-F	3. WDVE-F	WESA-F+ 98.3	Charleroi .7
4. WDVE-F	4. WDVE-F	4. WXKX-F	WHJB 620	Greensburg .7
5. WSHH-F	5. WSHH-F	5. WTAE	WIXZ 1360	McKeesport 1.1
6. WTAE	6. WWSW-F	6. WSHH-F	WKPA 1150	New Kensington .9
7. WDSY-F	7. KQV	7. KQV	WMBA 1460	Ambridge .7
8. KQV	8. WFFM-F	8. WDSY-F	WNUF-F 100.7	New Kensington 1.0
9. WWSW-F	9. WEEP	9. WEEP	WOKU-F 107.1	Greensburg .4
10. WAMO-F	10. WWSW	10. WJOI-F	WPIT 730	.7
11. WPNT-F	11. WPNT-F		WPIT-F 101.5	.7
12. WWSW	12. WJOI-F		WWKS-F 106.7	Beaver Falls 1.1
13. WFFM-F	13. WAMO-F		WYDD-F 104.7	1.0
14. WJOI-F	14. WKTQ		WASP 1130	Brownsville .5
15. WKTQ	15. WDSY-F		WELA-F 104.3	E. Liverpool,OH .6
			WKBN 570	Youngstown .3
			WRKY-F 103.5	Steubenville .3
			WWVA 1170	Wheeling .4

ADI FM SHARE: 46.51% (1980 of 4257) (O/N 79: 48.78%)

AM STATIONS

KDKA, 1020, 50 KW	, MOR	, \$185.00	(RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS	CBS, \$ 38.19	(Eastman)	Taft
WEEP, 1080, 50 KW (DAYS,DA)	, COUNTRY	NBC, \$ 66.66	(MMR)	Entercom
WKTQ, 1320, 5 KW (DA-N)	, CONTEMP	, \$ 34.50	(Christal)	Nationwide
WTAE, 1250, 5 KW (DA-N)	, AC	ABC-E, \$ 90.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, MOR	ABC-I, \$ 43.50	(Blair)	
WWVA, 1170, 50 KW (DA-N)	, COUNTRY	ABC-I, \$ 39.75	(Eastman)	Col Pic Ind (WHEELING)

FM STATIONS

WAMO-F, 105.9, 72 KW @ 440,	BLACK	SBN, \$ 52.50	(HR/Stone)	Sheridan
WDSY-F, 107.9, 50 KW @ 500,	COUNTRY	NBC, \$ 66.66	(MMR)	Entercom
WDVE-F, 102.5, 55 KW @ 820,	AOR (Burk-Abr)	Source, \$ 64.00	(Eastman)	Taft
WFFM-F, 96.9, 60 KW @ 520,	AC (Burk-Abr)	RKO, \$ 60.50	(Buckley)	
WJOI-F, 93.7, 41 KW @ 547,	BTFL MUS	, \$ 51.25	(Torbet)	EZ
WPNT-F, 92.9, 47 KW @ 890,	BTFL MUS (Bonne)	, \$ 36.75	(RAR)	Westinghouse
WSHH-F, 99.7, 11 KW @ 920,	BTFL MUS (Schulke)	, \$ 54.75	(Christal)	Nationwide
WWSW-F, 94.5, 50 KW @ 810,	CONTEMP	ABC-C, \$ 43.50	(Blair)	
WXKX-F, 96.1, 50 KW @ 500,	ROCK	ABC-F, \$ 70.00	(Katz)	Hearst
WYDD-F, 104.7, 50 KW @ 500,	AOR	, \$ 39.50	(Selcom)	

TV STATIONS

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

NEWS PAPERS

Pittsburgh Press	M	177,941, Scripps-Howard
Pittsburgh Post-Gazette	E	258,953

PORTLAND, OR

Market # 33; ADI # 24  
 Revenue Rank # 28  
 Income Rank # 26  
 APR 15.8  
 SMSA Pop: 1,165,000

Revenue : \$16,098,778  
 Income : \$ 1,732,294  
 % Rev Gain: -5.5  
 Stations: 25/22  
 Diaries: 1230/947:1

National Rev: \$6,564,599  
 Nat Rev per Cap: \$5.63  
 Tot Rev per Cap: \$13.81  
 Tot Inc per Cap: \$1.49  
 Profit Margin: 10.8%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KGON-F	162/10.2	7.9	8.5	7.7	4.9	1. KGON-F	215	1. KGW 3996/28.9
2. KEX	147/ 9.3	7.3	9.1	5.5	6.9	2. KGW	199	2. KEX 2799/20.6
3. KGW	145/ 9.1	11.1	11.9	13.0	15.1	3. KEX	192	3. KGON-F 2280/15.2
4. KXL-F	107/ 6.7	8.1	5.3	4.6	5.5	4. KUPL-F	172	4. KUPL-F 1892/11.6
5. KUPL-F	106/ 6.7	7.1	7.2	6.7	3.9	5. KXL-F	154	5. KWJJ 1887/13.7
6. KXL	87/ 5.5	4.5	4.9	7.6	5.2	6. KXL	144	6. KXL-F 1752/12.7
7. KWJJ	81/ 5.1	5.6	5.5	7.3	8.6	7. KYTE	111	7. KYXI 1627/14.5
8. KYTE	78/ 4.9	5.5	3.3	4.4	4.1	8. KINK-F	100	8. KMJK-F 1573/11.8
KYXI	78/ 4.9	3.7	3.3	3.6	5.3	9. KWJJ	98	9. KXL 1529/ 9.7
10. KINK-F	72/ 4.5	4.4	5.9	3.9	4.2	10. KMJK-F	95	10. KYTE 1458/ 9.8
KMJK-F	72/ 4.5	6.1	5.5	2.9	3.0	11. KYXI	88	11. KINK-F 1456/10.4
12. KUPL	49/ 3.1	3.0	2.0	2.7	4.6	12. KLLB-F	75	12. KLLB-F 1356/ 9.4

12+ FM SHARE (METRO): 46.52% (695 of 1494) (O/N 79: 47.82%)  
 12+ FM SHARE (TSA) : 48.33% (984 of 2036) (O/N 79: 49.20%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KGON-F	1. KGON-F	1. KGW	1. KGW	1. KEX	1. KGW
2. KMJK-F	2. KGW	2. KGON-F	2. KEX	2. KUPL-F	2. KEX
3. KGW	3. KINK-F	3. KEX	3. KYTE	3. KWJJ	3. KXL
	4. KLLB-F	4. KINK-F	4. KWJJ	4. KXL-F	4. KWJJ+
	5. KMJK-F	5. KYTE	5. KINK-F	5. KYTE	5. KUPL-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	191 (3)	421 (6)	612 (9)	41.0
BTFM MUSIC	49 (1)	213 (2)	262 (3)	17.5
MOR/AC	237 (3)		237 (3)	15.9
COUNTRY	168 (3)	44 (1)	212 (4)	14.2
NEWS/TALK	146 (4)		146 (4)	9.8
RELIGION	8 (1)	17 (1)	25 (2)	1.7
			<u>1494 (25)</u>	

PORTLAND 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. KGON-F	1. KGW	1. KGW	KARO	1480	Vancouver	1.3
2. KGW	2. KEX	2. KEX	KGAR	1550	Vancouver	.6
3. KEX	3. KGON-F	3. KGON-F	KKEY	1150		3.1
4. KUPL-F	4. KWJJ	4. KWJJ	KKSN	910	Vancouver	1.6
5. KXL-F	5. KUPL-F	5. KYXI	KLIQ	1290		.8
6. KXL	6. KXL-F	6. KXL-F	KLLB-F	101.1		3.0
7. KYTE	7. KYXI	7. KYTE	KPAM	1410		.2
8. KWJJ	8. KMJK-F	8. KUPL	KCNR-F	97.1		2.5
9. KMJK-F	9. KXL	9. KINK-F	KPDQ	800		.5
10. KINK-F	10. KYTE	10. KUPL-F	KPDQ-F	93.7		1.1
			KQFM-F	100.3		1.8
	11. KINK-F		KJIB-F	99.5		2.8
	12. KLLB-F					
	13. KCNR-F		KG0	810	San Francisco	.4
	14. KUPL					
	15. KJIB-F					

ADI FM SHARE: 47.71% (1063 of 2228) (O/N 79: 47.66%)

AM STATIONS

KEX , 1190, 50 KW (DA-N)	, MOR	ABC-I, \$53.13	(MMR)	Golden West
KGW , 620, 5 KW (DA-N)	, ROCK	, \$134.38	(Blair)	King
KKEY, 1150, 5 KW (DAYS,DA)	, TALK	MBS, \$ ? ?	(-----)	
KUPL, 1330, 5 KW (DA-1)	, BTFL MUSIC	NBC, \$44.80	(Torbet)	
KWJJ, 1080, 50 KW/10 KW (DA-1)	, COUNTRY	ABC-E, \$77.63	(Eastman)	Park
KXL , 750, 50 KW (DA-1)	, MOR	MBS, \$58.50	(Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW (DA-N)	, COUNTRY	, \$46.00	(Katz)	Gaylord
KYXI, 1520, 50 KW/10 KW (DA-1)	, NEWS	CBS, MBS, \$38.88	(Buckley)	Des Moines Reg

FM STATIONS

KGON-F, 92.3, 100 KW @ 920, AOR (Burk-Abr)	, \$62.00	(Buckley)	Des Moines Reg
KINK-F, 101.9, 100 KW @ 1611, AOR	, \$47.50	(Blair)	King
KLLB-F, 101.1, 100 KW @ 1640, ROCK	, \$46.00	(Katz)	Gaylord
KMJK-F, 106.7, 94 KW @ 880, ROCK	RKO, \$58.75	(Selcom)	Southern/HH
KCNR-F, 97.1, 100 KW @ 1200, CONTEMP	ABC-C, \$25.00	(Christal)	Bob Duffy
KUPL-F, 98.5, 100 KW @ 1100, BTFL MUS (Bonne)	, \$44.80	(Torbet)	
KJIB-F, 99.5, 100 KW @ 920, COUNTRY (FM-100)	, \$51.75	(Eastman)	Park
KXL-F , 95.5, 100 KW @ 920, BTFL MUSIC	, \$ 58.50	(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	253,793, Newhouse
Portland Oregon Journal	E	111,728, Newhouse
Oregon Statesman (Salem)	M	48,876, Gannett
Salem Capital Journal	E	16,678, Gannett

PROVIDENCE

Market # 45: ADI # 33  
 Revenue Rank # 51  
 Income Rank # 204  
 APR 19.4  
 SMSA Pop: 901,100

Revenue : \$8,969,965  
 Income : \$ -116,682  
 % Rev Gain: +3.6  
 Stations: 42/20  
 Diaries: 1357/664:1

National Rev: \$3,439,561  
 Nat Rev per Cap: \$3.82  
 Tot Rev per Cap: \$9.95  
 Tot Inc per Cap: \$-.13  
 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			
		80	79	79	78					
1. WLKW-F	292/12.8	10.8	12.4	10.1	11.4	1. WLKW-F	296	1. WPRO-F	3650/26.8	
2. WPRO	190/ 8.3	5.8	7.7	9.9	11.1	2. WPJB-F	225	2. WPJB-F	3490/24.2	
	WPRO-F	190/ 8.3	7.1	8.6	8.3	7.1	3. WPRO-F	209	3. WPRO	3481/28.3
4. WPJB-F	177/ 7.7	9.4	7.2	7.2	6.8	4. WPRO	192	4. WLKW-F	2909/23.4	
5. WHJY-F	129/ 5.6	5.1	6.0	5.5	5.0	5. WCOZ-F	142	5. WEAN	2210/18.4	
6. WEAN	127/ 5.5	5.7	4.9	5.4	5.0	6. WHJY-F	134	6. WBZ	1745/ 7.9	
7. WLKW	108/ 4.7	2.3	2.4	2.6	3.1	7. WEAN	129	7. WCOZ-F	1605/ 8.6	
8. WCOZ-F	86/ 3.8	1.6	1.8	.6	.8	8. WLKW	108	8. WHJY-F	1472/11.8	
9. WBSM	74/ 3.2	3.7	3.3	2.7	2.3	9. WBZ	106	9. WHJJ	1437/11.7	
10. WGNG	63/ 2.8	2.3	1.6	1.6	1.3	10. WBSM	81	10. WAAF-F	1182/ 6.6	

12+ FM SHARE (METRO): 57.58% (1235 of 2145) (O/N 79: 59.37%)  
 12+ FM SHARE (TSA) : 58.40% (1554 of 2661) (O/N 79: 57.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WPJB-F	1. WPRO-F	1. WPRO-F	1. WLKW-F	1. WLKW-F	1. WPRO
2. WPRO-F	2. WPJB-F	2. WPRO	2. WPRO	2. WPRO	2. WLKW-F
3. WCOZ-F	3. WPRO	3. WPJB-F	3. WPRO-F	3. WHJY-F	3. WPJB-F
4. WAAF-F	4. WCOZ-F	4. WLKW-F	4. WPJB-F	4. WEAN	4. WEAN
5. WXKS-F	5. WGNG	5. WGNG	5. WHJY-F	5. WLKW	5. WPRO-F

OTHER RATED STATIONS/METRO SHARE

WCIB-F	101.1	Falmouth	.3	WNBC	660	New York	.3
WCRB-F	102.5	Boston	1.1	WPLM-F+	99.1	Plymouth	.4
WEEI-F	103.3	Boston	.6	WROR-F	98.5	Boston	1.0
WHDH	850	Boston	1.1	WSRS-F	96.1	Worcester	.3
WHUE-F	100.7	Boston	.4	WVBF-F	105.7	Boston	.5
WJIB-F	96.9	Boston	1.0	WXKS-F	107.9	Boston	1.8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	71 (2)	679 (12)	750 (14)	35.0
MOR/AC	319 (11)	8 (1)	527 (12)	24.6
BTFL MUSIC		472 (6)	472 (6)	22.0
NEWS/TALK	149 (3)		149 (3)	6.9
BIG BAND	110 (2)	8 (1)	118 (3)	5.5
COUNTRY	61 (2)		61 (2)	2.8
BLACK/URBAN		42 (1)	42 (1)	2.0
CLASSICAL		26 (1)	26 (1)	1.2
			<u>2145 (42)</u>	



PROVIDENCE 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. WLKW-F	1. WPRO	1. WLKW-F	WADK	1540	Newport .5
2. WPRO-F	2. WPRO-F	2. WPRO	WALE	1400	Fall River .7
3. WPRO	3. WPJB-F	3. WPJB-F	WARA	1320	Attleboro .5
4. WPJB-F	4. WLKW-F	WPRO-F	WBRU-F	95.5	1.5
5. WHJY-F	5. WEAN	5. WEAN	WHIM	1110	2.2
			WHJJ	920	2.6
6. WEAN	6. WHJY-F	6. WHJY-F	WICE	1290	.4
7. WLKW	7. WHJJ	7. WBSM	WMYS-F	98.1	New Bedford 2.4
8. WCOZ-F	8. WGNG	8. WCOZ-F	WNBH	1340	New Bedford .7
9. WBSM	9. WCOZ-F	9. WHJJ-F	WOTB-F	107.1	Middletown .6
10. WGNG	10. WBZ	10. WXKS-F	WPEP	1570	Taunton .6
			WRLM-F	93.3	Taunton .8
11. WHJJ	11. WLKW		WSAR	1480	Fall River 2.1
12. WMYS-F	12. WNBC		WWON	1240	Woonsocket .9
13. WHIM	13. WAAF-F		WAAF-F	107.3	Worcester 2.0
14. WSAR	14. WMYS-F		WBCN-F	104.1	Boston .7
15. WAAF-F	15. WBRU-F		WBOS-F	92.9	Boston .3
			WBZ	1030	Boston 2.0
			WCBS	880	New York .3

ADI FM SHARE: 57.24% (1403 of 2451) (O/N 79: 58.79%)

AM STATIONS

WBSM, 1420, 5 KW/1 KW (DA-1), MOR	ABC-I, \$13.00 (Mc-Guild) (NEW BEDFORD)
WEAN, 790, 5 KW (DA-2), NEWS	MBS, CBS, \$80.00 (Mc-Guild) Prov Journal
WGNG, 550, 1 KW (DA-N), CONTEMP	ABC-C, \$26.25 (Christal)
WHIM, 1110, 1 KW (DAYS), COUNTRY	, \$60.00 (Christal)
WHJJ, 920, 5 KW (DA-N), MOR	ABC-E, \$51.25 (Katz)
WLKW, 990, 50 KW (DAYS, DA), BIG BAND (Al Ham)	ABC-I, \$ ? ? (Torbet) McCormick
WPRO, 630, 5 KW (DA-N), AC	, \$68.75 (Blair) Capital Cities

FM STATIONS

WBRU-F, 95.5, 20 KW @ 434, AOR	ABC-F, \$33.00 (P/W)
WHJY-F, 94.1, 50 KW @ 434, BTFL MUS (Churchill)	, \$51.25 (Katz)
WLKW-F, 101.5, 50 KW @ 500, BTFL MUSIC	, \$78.25 (Torbet) McCormick
WMYS-F, 98.1, 50 KW @ 589, ROCK (Drake-Chen)	, \$18.70 (Eastman) (NEW BEDFORD)
WPJB-F, 105.1, 50 KW @ 500, ROCK	, \$80.00 (Mc-Guild) Prov Journal
WPRO-F, 102.3, 50 KW @ 500, ROCK	, \$60.00 (Blair) Capital Cities

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Knight-Ridder
WLNE	New Bedford	6	CBS, Knight-Ridder

NEWSPAPERS

Providence Bulletin, Journal                      M - 75,435                      E - 141,759

RALEIGH

Market # 77; ADI # 41  
 Revenue Rank # 58  
 Income Rank # 74  
 APR 16.1  
 SMSA Pop: 509,400

Revenue : \$7,878,115  
 Income : \$ 541,999  
 % Rev Change: -5.5  
 Stations: 17/17  
 Diaries: 797/639:1

National Rev: \$1,955,748  
 Nat Rev per Cap: \$3.84  
 Tot Rev per Cap: \$15.47  
 Tot Inc per Cap: \$1.06  
 Profit Margin: 6.9%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WPTF	101/14.4	14.6	15.1	14.7	17.4	1. WRAL-F 318	1. WRAL-F 4221/30.2	
2. WRAL-F	93/13.3	12.5	11.3	13.6	9.4	2. WPTF 181	2. WPTF 2381/27.6	
3. WQDR-F	78/11.1	9.3	10.8	8.3	9.2	3. WQDR-F 148	3. WQDR-F 1990/21.2	
4. WLLE	58/ 8.3	---	6.4	7.1	6.6	4. WYYD-F 122	4. WYYD-F 1921/16.1	
5. WYYD-F	49/ 7.0	9.0	10.3	8.4	10.1	5. WKIX 60	5. WKIX 1261/20.4	
6. WKIX	46/ 6.6	7.4	7.4	8.6	9.2	6. WLLE 59	6. WDNC 795/13.3	
7. WDUR	40/ 5.7	7.3	4.3	3.3	---	7. WDUR 56	7. WDUR 550/ 9.9	
8. WTIK	35/ 5.0	1.2	2.8	3.1	5.1	8. WPCM-F 50	8. WDCG-F 487/ 8.2	
9. WSRC	33/ 4.7	9.2	3.1	4.0	6.6	9. WSRC 41	9. WCHL 476/ 8.5	
10. WDNC	28/ 4.0	2.8	4.6	2.6	3.0	10. WTIK 36	10. WLLE 464/ 9.8	

12+ FM SHARE (METRO): 40.26% (248 of 616) (O/N 79: 44.06%)

12+ FM SHARE (TSA) : 57.19% (668 of 1168) (O/N 79: 58.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WQDR-F	1. WRAL-F	1. WRAL-F	1. WPTF	1. WPTF	1. WRAL-F
2. WRAL-F	2. WQDR-F	2. WQDR-F	2. WRAL-F	2. WYYD-F	2. WPTF
3. WDUR	3. WKIX	3. WPTF	3. WYYD-F	3. WSRC	3. WYYD-F
4. WKIX	4. WLLE	WKIX	4. WQDR-F	4. WTIK	4. WQDR-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	46 (1)	194 (4)	240 (5)	38.9
MOR/AC	142 (3)		142 (3)	23.0
BLACK	131 (3)		131 (3)	21.2
BTFM MUSIC		49 (1)	49 (1)	7.9
COUNTRY	44 (3)	5 (1)	49 (4)	7.9
RELIGION	6 (1)		6 (1)	1.0
			617 (17)	

RALEIGH 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	WCHL	1360	Chapel Hill 1.9
2. WPTF	2. WPTF	2. WRAL-F	WDBS-F	107.1	Durham .4
3. WQDR-F	3. WQDR-F	3. WQDR-F	WETC	540	Wendell .4
4. WYYD-F	4. WYYD-F	4. WTIK	WPJL	1240	.9
5. WQSM-F	5. WQSM-F	5. WYYD-F	WYNA	1550	.9
6. WFNC	6. WKIX	6. WKIX	WPCM-F	101.1	Burlington .7
7. WLLE	7. WFNC	7. WDUR			
8. WKIX	8. WDNC	8. WLLE			
9. WDUR	9. WITN-F	9. WDNC			
10. WITN-F	10. WDUR	10. WDCG-F			
11. WSRC	11. WDCG-F				
12. WTIK	12. WLLE				
13. WDNC	13. WCHL				
14. WMPM	14. WEQR-F				
15. WFAI	15. WFLB				

ADI FM SHARE: 52.30% (819 of 1566) (O/N 79: 60.73%)

AM STATIONS

WFLB, 1490, 1 KW/250 W	, ROCK	ABC-C, \$ 9.25	(Masla)	(FAYETTEVILLE)
WCHL, 1360, 5 KW/1 KW (DA-N)	, AC	MBS, \$15.00	(Southern)	(CHAPEL HILL)
WDNC, 620, 5 KW/1 KW (DA-2)	, MOR	CBS, \$21.00	(Torbet)	
WDUR, 1490, 1 KW/250 W	, BLACK	ABC-C, \$17.00	(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, \$54.50	(Christal)	Durham Life
WFAI, 1230, 1 KW/250 W	, COUNTRY	, \$10.19	(Torbet)	Beasley (FAYETTEVILLE)
WSRC, 1410, 5 KW (DAYS, DA)	, BLACK	NBN, \$16.50	(Howard)	
WTIK, 1310, 5 KW/1 KW	, COUNTRY	MBS, \$14.05	(-----)	
WFNC, 940, 50 KW/1 KW (DA-N)	, COUNTRY	CBS, \$13.85	(Eastman)	(FAYETTEVILLE)

FM STATIONS

WDCG-F, 105.1, 36 KW @ 330	, ROCK	ABC-I, \$28.00	(Torbet)	
WQDR-F, 94.7, 100 KW @ 1025	, AOR (Burk-Abr)	, \$45.00	(Mc-Guild)	Durham Life
WRAL-F, 101.5, 100 KW @ 1900	, CONTEMP (Drake-Chen)	, \$93.75	(Katz)	Capitol
WYYD-F, 96.1, 98 KW @ 992	, BTFL MUS (Bonne)	, \$45.75	(Blair)	Mann Media
WPCM-F, 101.1, 100 KW @ 511	, COUNTRY	, \$28.00	(Masla)	
WQSM-F, 98.1, 100 KW @ 500	, ROCK (TM)	, \$23.00	(Eastman)	(FAYETTEVILLE)
WITN-F, 93.3, 100 KW @ 1900	, ROCK (TM)	ABC-F, \$34.50	(Katz)	(WASHINGTON)
WEQR-F, 96.9, 50 KW @ 320	, CONTEMP	, \$ 7.00	(T-N)	(GOLDSBORO)

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	131,921
Raleigh Times	E	35,194
Fayetteville Times	M	22,663
Fayetteville Observer	E	42,116
Durham Herald	M	41,886
Durham Sun	E	22,068

RICHMOND

Market # 66  
 Revenue Rank # 70  
 Income Rank # 118  
 APR 15.1  
 SMSA Pop: 617,300

Revenue : \$6,698,168  
 Income : \$ 217,029  
 % Rev Gain: -22.7  
 Stations: 21/14  
 Diaries: 713/866:1

National Rev: \$1,625,962  
 Nat Rev per Cap: \$2.63  
 Tot Rev per Cap: \$10.85  
 Tot Inc per Cap: \$.35  
 Profit Margin: 3.2%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WRVA	162/20.2	20.2	20.6	17.6	19.7	1. WRVA	250	1. WRVA 3021/41.4
2. WRVQ-F	95/11.8	12.2	16.3	17.3	16.4	2. WRVQ-F	162	2. WRVQ-F 2315/26.5
3. WRXL-F	88/11.0	7.8	5.8	6.7	7.3	3. WRXL-F	94	3. WEZS-F 1135/15.8
4. WANT	69/ 8.6	5.7	6.3	2.6	3.5	4. WANT	85	4. WLEE 1132/19.9
5. WEZS-F	58/ 7.2	8.0	7.6	10.3	7.6	5. WTVR-F	77	5. WRNL 1004/15.9
6. WTVR-F	46/ 5.7	4.1	4.2	7.2	7.2	6. WEZS-F	68	6. WRXL-F 984/16.0
7. WLEE	41/ 5.1	5.7	4.4	4.5	7.2	7. WLEE	43	7. WANT 949/13.9
8. WENZ	27/ 3.4	5.0	6.3	5.7	8.2	8. WPVA-F	38	8. WTVR-F 914/10.4
9. WKIE	26/ 3.2	6.2	1.4	1.5	.4	9. WRNL	29	9. WENZ 595/11.1
10. WRNL	25/ 3.1	3.8	6.1	3.7	4.5	WXGI	29	10. WOWI-F 570/ 2.3

12+ FM SHARE (METRO): 43.93% (326 of 742) (O/N 79: 41.19%)  
 12+ FM SHARE (TSA) : 49.26% (531 of 1078) (O/N 79: 46.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRVQ-F	1. WRXL-F	1. WRXL-F	1. WRVA	1. WRVA	1. WRVA
2. WRXL-F	2. WRVQ-F	2. WRVA	2. WRVQ-F	2. WEZS-F	2. WRVQ-F
3. WANT	3. WANT	3. WRVQ-F	WRXL-F	3. WTVR-F	3. WEZS-F
	4. WLEE	4. WANT	4. WEZS-F	4. WANT	4. WRXL-F

OTHER RATED STATIONS/METRO SHARE

WDYL-F	92.1	Chester	.5	WOWI-F	102.9	Norfolk	.5
WEET	1320		2.7	WPLZ-F	99.3	Petersburg	.4
WGOE	1590		1.5	WPVA-F	95.3	Petersburg	2.5
WTVR	1380		1.1	WSVS	800	Crewe	.1
WBCI-F	96.5	Williamsburg	.4	WSVS-F	104.7	Crewe	.6
WXGI	950		2.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (2)	189 (4)	242 (6)	32.6
MOR/AC	187 (2)		187 (2)	25.2
BLACK	122 (3)	4 (1)	126 (4)	17.0
BTFL MUSIC	9 (1)	104 (2)	113 (3)	15.2
COUNTRY	45 (3)	25 (2)	70 (5)	9.4
RELIGION		4 (1)	4 (1)	0.5
			742 (21)	

RADIO STATIONS

WANT, 990, 1 KW (DAYS), BLACK	NBN, \$26.00 (Masla)	Sinclair
WENZ, 1450, 1 KW/250 W (DA-1), BLACK	, \$18.00 (Howard)	
WKIE, 1540, 10 KW (DAYS,DA), BLACK/JAZZ (Drake-Chen)	MBS, \$37.75 (PRO)	
WLEE, 1480, 5 KW (DA-2), CONTEMP	ABC-C, \$23.00 (Blair)	Nationwide
WRNL, 910, 5 KW (DA-N), AC	ABC-I, \$20.25 (MMR)	Rust
WRVA, 1140, 50 KW (DA-N), MOR	NBC, \$93.13 (Eastman)	Southern/HH
WXGI, 950, 5 KW (DAYS), COUNTRY	, \$10.00 (-----)	
WEZS-F, 103.7, 74 KW @ 440, BTFL MUS	, \$46.25 (Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355, ROCK	, \$68.75 (Eastman)	Southern/HH
WRXL-F, 102.1, 140 KW @ 350, AOR (Burk-Abr)	, \$35.25 (MMR)	Rust
WTVR-F, 98.1, 50 KW @ 840, BTFL MUS (FM-100)	ABC-E, \$28.75 (Buckley)	Park
WPVA-F, 95.3, 3 KW @ 300, COUNTRY	ABC-E, \$15.35 (Southern)	(PETERSBURG)

TV STATIONS

WTVR Richmond 6 CBS, Park      WWBT Richmond 12 NBC, Jeff-Pilot  
 WXEX Richmond 8 ABC, Nationwide

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

RIVERSIDE-SAN BERNADINO-ONTARIO

Market # 25  
 Revenue Rank # 49  
 Income Rank # 115  
 APR 16.1  
 SMSA Pop: 1,419,800

Revenue : \$9,357,501  
 Income : \$ 222,619  
 % Rev Gain: +17.7  
 Stations: 34/40  
 Diaries: 642/2212:1

National Rev: \$1,728,003  
 Nat Rev per Cap: \$1.22  
 Tot Rev per Cap: \$6.58  
 Tot Inc per Cap: \$.16  
 Profit Margin: 2.4%

12+ METRO 1/4/SHARE			A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KMET-F	121/7.6	6.1	1. KFI	132	1. KFI	2382/19.9	
2. KFI	102/6.4	9.4	2. KMET-F	127	2. KOLA-F	1360/12.1	
3. KLAC	98/6.2	3.3	3. KLAC	98	3. KMET-F	1290/12.0	
4. KGGI-F	90/5.7	6.1	4. KGGI-F	97	4. KGGI-F	1241/11.7	
5. KDUO-F	72/4.5	6.0	5. KRTH-F	82	5. KFXM	1187/11.9	
6. KFXM	68/4.3	2.0	6. KDUO-F	73	6. KNX	1148/ 9.7	
KCKC	68/4.3	3.6	7. KCKC	70	7. KBIG-F	1057/10.1	
8. KRTH-F	65/4.1	2.9	8. KFXM	68	8. KDUO-F	984/ 9.8	
9. KBIG-F	56/3.5	5.9	9. KBIG-F	60	9. KLAC	943/ 9.6	
10. KOLA	50/3.2	3.7	10. KNX	58	10. KRTH-F	942/ 8.0	

12+ FM SHARE (METRO): 53.09% (714 of 1345) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 52.71% (758 of 1438) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WGGI-F	1. KMET-F	1. KMET-F	1. KLAC	1. KLAC	1. KFI
2. KOLA-F	2. KRTH-F	2. KFI	2. KFI	2. KDUO-F	2. KLAC
3. KMET-F	3. KGGI-F	3. KGGI-F	3. KCKC	3. KCKC	3. KRTH-F
4. KFXM	4. KFI	4. KRTH-F	4. KRTH-F	4. KFI	4. KCKC
5. KCAL-F	5. KNX-F	5. KLAC	5. KFXM	5. KOST-F	5. KMET-F

OTHER RATED STATIONS/METRO SHARE

KBON-F	103.9	Lake Arrowhead	2.2	KFAC-F	92.3	Los Angeles	.9
KCAL-F	96.7	Redlands	2.0	KFWB	980	Los Angeles	1.3
KDIG	1240	San Bernadino	1.7	KIEV	870	Glendale	.4
KHNY-F	92.7	Riverside	1.1	KIIS-F	102.7	Los Angeles	1.4
KHSJ	1320	Hemet	1.4	KJOI-F	98.7	Los Angeles	.3
KMEN	1290	San Bernadino	1.8	KLOS-F	95.5	Los Angeles	1.5
KNTF-F	93.5	Ontario	1.3	KMPC	710	Los Angeles	.8
KPRO	1440	Riverside	2.8	KNX	1070	Los Angeles	3.1
KQLH-F	95.1	San Bernadino	.6	KNX-F	93.1	Los Angeles	2.1
KABC	790	Los Angeles	2.9	KOST-F	103.5	Los Angeles	3.1
KBRT	740	Avalon	.8	KRLA	1110	Pasadena	.6
KEZY	1190	Anaheim	.4	XTRA	690	Tijuana	.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	225 (6)	423 (8)	648 (14)	48.2
BTFL MUSIC		217 (5)	217 (5)	16.1
COUNTRY	193 (3)	20 (1)	213 (4)	15.8
NEWS/TALK	127 (4)		127 (4)	9.4
MOR/AC	66 (2)	18 (1)	84 (3)	6.2
BLACK/DISCO		22 (1)	22 (1)	1.6
RELIGION	20 (2)		20 (2)	1.5
CLASSICAL		14 (1)	14 (1)	1.0

1345 (34)

RADIO STATIONS

KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY , \$24.75 (Mc-Guild) Sunshine Wireless  
 KFXM, 590, 1 KW (DA-2) , ROCK , \$48.40 (Blair)  
 KCAL-F, 96.7, 3 KW @ 300, ROCK , \$23.00 (HR/Stone)  
 KDUO-F, 97.5, 72 KW @ 1600, BTFL MUS (Century 21) , \$48.40 (Blair)  
 KGGI-F, 99.1, 49 KW @ 165, CONTEMP , \$25.50 (Torbet)  
 KOLA-F, 99.9, 31 KW @ 1630, ROCK ABC-F, \$19.50 (Masla)  
 FOR OTHER STATIONS, TV AND NEWSPAPERS SEE LOS ANGELES

ROCHESTER

Market # 39  
 Revenue Rank # 46  
 Income Rank # 35  
 APR 16.4  
 SMSA Pop: 973,000

Revenue : \$9,711,937  
 Income : \$1,319,023  
 % Rev Gain: +7.2  
 Stations: 23/18  
 Diaries: 746/1304:1

National Rev: \$2,192,376  
 Nat Rev per Cap: \$2.25  
 Tot Rev per Cap: \$9.98  
 Tot Inc per Cap: \$1.36  
 Profit Margin: 13.6%

		A/M	O/N	A/M	O/N						
12+ METRO	1/4/SHARE	80	79	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WEZO-F	227/17.4	12.8	22.6	16.8	15.3	1. WEZO-F	241	1. WEZO-F	2713/30.4		
2. WVOR-F	119/ 9.1	7.4	9.0	8.3	6.2	2. WVOR-F	132	2. WHAM	2660/27.5		
3. WHAM	116/ 8.9	14.1	15.0	14.4	12.4	3. WHAM	129	3. WBBF	1871/23.2		
4. WBBF	106/ 8.1	7.6	6.2	7.5	11.6	4. WBBF	108	4. WMJQ-F	1533/18.2		
5. WCMF-F	86/ 6.6	4.9	3.7	2.5	2.7	5. WCMF-F	93	5. WPXY-F	1515/17.8		
6. WMJQ-F	83/ 6.4	8.4	11.8	11.5	8.3	6. WMJQ-F	88	6. WVOR-F	1381/16.0		
7. WPXY-F	71/ 5.4	4.3	1.6	2.6	3.8	7. WPXY-F	73	7. WCMF-F	1327/15.9		
8. WNYR	67/ 5.1	5.0	3.7	3.2	5.0	8. WNYR	70	8. WHFM-F	1324/15.5		
9. WPXN	60/ 4.6	4.0	4.2	4.3	3.3	9. WPXN	63	9. WNYR	1067/12.6		
10. WHFM-F	59/ 4.5	6.0	6.8	5.6	5.7	10. WHFM-F	61	10. WPXN	811/ 9.8		

12+ FM SHARE (METRO): 63.63% (756 of 1188) (O/N 79: 63.45%)  
 12+ FM SHARE (TSA) : 63.57% (848 of 1334) (O/N 79: 63.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WDKX-F	1. WVOR-F	1. WVOR-F	1. WEZO-F	1. WEZO-F	1. WEZO-F
2. WMJQ-F	2. WCMF-F	2. WEZO-F	2. WVOR-F	2. WHAM	2. WHAM
3. WHFM-F	3. WMJQ-F	3. WBBF	3. WHAM	3. WNYR	3. WBBF
4. WPXY-F	4. WBBF	4. WCMF-F	4. WBBF	4. WBBF	4. WVOR-F
5. WCMF-F	5. WPXY-F	5. WMJQ-F	5. WNYR	5. WPXN	5. WNYR

OTHER RATED STATIONS/METRO SHARE

WGCR	1550	Canandaigua	.8	WSAY	1370	2.8
WDKX-F	103.9		3.5	WWWG	1460	.5
WDNY	1600	Dansville	.5	WBEN	930	Buffalo .7
WECQ-F	101.7	Geneva	.3	WBEN-F	102.5	Buffalo 1.5
WFLC-F	102.3	Canandaigua	2.1	WKBW	1520	Buffalo .5
WGVA	1240	Geneva	.5	WSYR-F	94.5	Syracuse .5
WMIV-F	95.1	Bristol Center	.7			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	113 (2)	328 (7)	441 (9)	37.1
MOR/AC	156 (6)	119 (1)	275 (7)	23.1
BTFL MUSIC		227 (1)	227 (1)	19.1
COUNTRY	103 (2)	28 (1)	131 (3)	11.0
NEWS/TALK	60 (1)		60 (1)	5.1
BLACK		45 (1)	45 (1)	3.8
UNKNOWN		9 (1)	9 (1)	0.8

1188 (23)

RADIO STATIONS

WBBF, 950, 1 KW (DA-2), ROCK	, \$69.00 (Blair)	LIN
WHAM, 1180, 50 KW	ABC-I, \$101.25 (MMR)	Rust
WNYR, 990, 1 KW/250 W, COUNTRY	NBC, \$121.50 (Katz)	Malrite
WPXN, 1280, 5 KW (DA-N), NEWS/TALK	CBS,MBS, \$34.00 (Mc-Guild)	Associated
WCMF-F, 96.5, 20 KW @ 447, AOR	, \$43.50 (Eastman)	Sconnix
WDKX-F, 103.9, 800 W @ 536, BLACK	NBN, \$31.00 (PRO)	
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne)	, \$121.50 (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 @ 500, ROCK (TM)	MBS, \$34.00 (Mc-Guild)	Associated
WVOR-F, 100.5, 50 KW @ 350, AC/CONTEMP	ABC-E, \$52.50 (HR/Stone)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

SACRAMENTO

Market # 40; ADI # 22  
 Revenue Rank # 33  
 Income Rank # 34  
 APR 16.1  
 SMSA Pop: 972,700

Revenue : \$14,026,852  
 Income : \$ 1,322,332  
 % Rev Gain: +51.9  
 Stations: 25/18  
 Diaries: 827/1176:1

National Rev: \$6,903,943  
 Nat Rev per Cap: \$7.10  
 Tot Rev per Cap: \$14.42  
 Tot Inc per Cap: \$1.36  
 Profit Margin: 9.4%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KZAP-F	164/12.2	14.6	9.7	8.5	2.7	1. KZAP-F 244	1. KZAP-F 2579/22.2
2. KRAK	121/ 9.0	6.4	6.4	6.8	7.7	2. KRAK 213	2. KRAK 2545/16.1
3. KEWT-F	98/ 7.3	10.7	10.8	9.5	10.6	3. KEWT-F 167	3. KFRC 2109/11.5
4. KGNR	90/ 6.7	6.1	7.6	6.7	6.9	4. KSFM-F 110	4. KFBK 1995/17.2
5. KSFM-F	83/ 6.2	5.1	3.8	3.1	4.7	5. KFBK 102	5. KSFM-F 1979/17.8
6. KFBK	73/ 5.5	4.0	5.4	5.1	6.1	6. KGNR 96	6. KEWT-F 1653/13.8
KXOA-F	73/ 5.5	5.5	7.1	6.2	7.2	7. KFRC 95	7. KGNR 1458/14.8
8. KHYL-F	68/ 5.1	4.8	4.0	4.5	3.1	8. KHYL-F 88	8. KHYL-F 1411/12.7
9. KCTC-F	63/ 4.7	5.3	3.6	6.6	5.0	9. KGO 86	9. KNBR 1248/ 3.9
10. KAER-F	54/ 4.0	2.4	1.5	1.7	1.5	10. KCTC-F 80	10. KXOA-F 1233/13.0

12+ FM SHARE (METRO): 60.11% (749 of 1246) (O/N 79: 56.67%)  
 12+ FM SHARE (TSA) : 56.69% (1009 of 1845) (O/N 79: 47.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KRAK	1. KRAK	1. KRAK
2. KSFM-F	2. KXOA-F	2. KXOA-F	2. KCTC-F	KEWT-F	2. KFBK
	3. KSFM-F	3. KRAK	3. KHYL-F	3. KGNR	3. KGNR
	4. KHYL-F	4. KHYL-F	4. KXOA-F	4. KFBK	4. KEWT-F
	5. KROY-F	5. KSFM-F	5. KEWT-F	5. KCTC-F	5. KZAP-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	77 (3)	477 (6)	554 (9)	44.5
BTFL MUSIC	18 (1)	215 (3)	233 (4)	18.7
MOR/AC	160 (4)		160 (4)	12.8
COUNTRY	121 (1)	21 (1)	142 (2)	11.4
NEWS/TALK	103 (2)		103 (2)	8.3
RELIGION	14 (1)	13 (1)	27 (2)	2.2
BLACK		23 (1)	23 (1)	1.8
SPANISH	4 (1)		4 (1)	0.3
			<u>1246 (25)</u>	

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. KRAK	KAHI	950	Auburn 1.3
2. KZAP-F	2. KZAP-F	2. KZAP-F	KEBR-F	100.5	1.0
3. KEWT-F	3. KFRC	3. KGNR	KFIA	710	Carmichael 1.0
4. KSFM-F	4. KFBK	4. KSFM-F	KGMS	1380	3.7
5. KFRC	5. KSFM-F	5. KFBK	KPIP	1110	Roseville .3
6. KGNR	6. KEWT-F	6. KHYL-F	KPOP-F	93.5	1.7
7. KFBK	7. KGNR	7. KEWT-F	KROY	1240	1.9
8. KHYL-F	8. KHYL-F	8. KXOA-F	KROY-F	96.9	3.4
9. KGO	9. KNBR	9. KFRC	KWOD-F	106.5	3.2
10. KCTC-F	10. KXOA-F	10. KGMS	KXOA	1470	1.0
11. KXOA-F	11. KROY-F		KYLO-F	105.5	Davis 1.6
12. KCBS	12. KROY		KJOY	1280	Stockton .4
13. KNBR	13. KCTC-F		KFRC	610	San Francisco 2.8
14. KHOP-F	14. KGO		KGO	810	San Francisco 2.2
15. KAER-F	15. KHOP-F		KNBR	680	San Francisco 1.0

ADI FM SHARE: 54.98% (1264 of 2299) (O/N 79: 48.27%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1), NEWS	CBS, MBS, \$46.00 (Katz) McClatchy
KGNR, 1320, 5 KW (DA-2), MOR	ABC-I, \$57.75 (Blair) WGN Continental
KRAK, 1140, 50 KW (DA-1), COUNTRY	, \$76.15 (Eastman) Affiliated
KROY, 1240, 1 KW/250 W, ROCK	, \$40.00 (Mc-Guild)
KGMS, 1380, 1 KW, MOR (FM-100)	, \$47.25 (Christal)

FM STATIONS

KAER-F, 92.5, 115 KW @ 240, BTFL MUS (Bonne)	, \$ ? ? (Katz) McClatchy
KCTC-F, 96.1, 45 KW @ 520, BTFL MUS (KalaMusic)	, \$69.90 (Blair) WGN Continental
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, \$76.15 (Eastman) Affiliated
KHYL-F, 101.1, 50 KW @ 465, OLDIES	, \$39.00 (Buckley)
KROY-F, 96.9, 50 KW @ 500, ROCK	ABC-F, \$40.00 (Mc-Guild)
KSFM-F, 102.5, 50 KW @ 535, ROCK	, \$47.25 (Christal)
KXOA-F, 107.9, 28 KW @ 420, SOFT ROCK	Source, \$50.00 (Torbet)
KZAP-F, 98.5, 50 KW @ 495, AOR (Burk-Abr)	, \$71.00 (Selcom) Western Cities

TV STATIONS

KCRA Sacramento	3	NBC, Kelly
KLOC Modesto	19	IND
KMUV Sacramento	31	IND
KOVR Stockton	13	ABC, Outlet
KTXL Sacramento	40	IND
KXTV Sacramento	10	CBS, Corinthian

NEWSPAPERS

Sacramento Bee	M	203,779, McClatchy
Sacramento Union	M	110,104
Stockton Record	E	56,488, Gannett
Modesto Bee	M	65,063, McClatchy



ST. LOUIS

Market # 12; ADI # 14  
 Revenue Rank # 15  
 Income Rank # 13  
 APR 16.5  
 SMSA Pop: 2,353,100

Revenue : \$29,069,547  
 Income : \$ 4,652,550  
 % Rev Change: -.7%  
 Stations: 24/35  
 Diaries: 1335/1763:1

National Rev: \$9,517,442  
 Nat Rev per Cap: \$4.04  
 Tot Rev per Cap: \$12.35  
 Tot Inc per Cap: \$1.98  
 Profit Margin: 16.0%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KMOX	760/23.4	21.6	24.4	26.5	21.8	1. KMOX 903	1. KMOX 10493/42.7
2. WIL-F	282/ 8.7	5.7	5.6	4.4	7.1	2. WIL-F 326	2. KXOK* 4584/15.3
3. KEZK-F	233/ 7.2	6.4	7.4	6.9	5.6	3. KEZK-F 261	3. WIL-F 4303/19.1
4. KSLQ-F	201/ 6.2	5.1	3.2	6.5	7.3	4. KSLQ-F 221	4. KSLQ-F 3933/18.0
5. KSD-F	167/ 5.1	1.6	1.0	1.4	2.9	5. KXOK* 220	5. KEZK-F 3425/15.3
6. KSHE-F	166/ 5.1	7.6	8.9	5.5	7.3	6. KSD-F 206	6. KSD-F 2974/12.2
7. KMJM-F	162/ 5.0	3.6	3.2	3.4	3.5	7. KSHE-F 200	7. KSHE-F 2793/11.4
8. KXOK*	160/ 4.9	5.0	6.2	5.5	5.8	8. WWWK-F 164	8. WWWK-F 2664/12.8
9. WWWK-F	155/ 4.8	7.8	8.1	4.3	.6	9. KMJM-F 163	9. KMOX-F 2643/11.4
10. WRTH	144/ 4.4	5.5	3.9	3.9	4.4	10. WRTH 150	10. KSD 2602/10.9
11. KMOX-F	116/ 3.6	3.5	3.5	3.2	4.6	11. KMOX-F 134	11. WIL 2588/12.8
12. WIL	115/ 3.5	3.3	3.4	4.2	5.5	12. WIL 116	12. WRTH 2458/11.7
13. KSD	82/ 2.5	2.3	2.6	3.6	6.0	13. KSD 98	13. KWK 1738/ 6.9
14. WESL	59/ 1.8	2.6	1.7	1.8	1.2	14. KWK 84	14. KMJM-F 1636/ 8.2
15. KADI-F	51/ 1.6	2.4	1.6	1.8	3.4	15. WESL 59	15. KADI-F 1506/ 7.2

12+ FM SHARE (METRO): 51.30% (1575 of 3070) (O/N 79: 45.57%)  
 12+ FM SHARE (TSA) : 50.16% (1770 of 3529) (O/N 79: 44.41%)

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. KSLQ-F	2. KSLQ-F	2. WIL-F	2. WIL-F	2. KEZK-F	2. WIL-F
3. KMJM-F	3. KSD-F	3. KSLQ-F	3. KXOK	3. WIL-F	3. KXOK
4. KSHE-F	4. KMOX	4. KSHE-F	4. KEZK-F	4. WRTH	4. KEZK-F
5. KWK	5. WIL-F	5. KXOK	5. KSD-F	5. WIL	5. KSLQ-F

\*KXOK was determined by Arbitron to have run on-air survey announcements.

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	47 (1)	856 (6)	903 (7)	29.4
NEWS/TALK	853 (3)		853 (3)	27.8
COUNTRY	115 (1)	282 (1)	397 (2)	12.9
BTFL MUSIC	144 (1)	233 (1)	377 (2)	12.3
BLACK/URBAN	105 (2)	194 (2)	299 (4)	9.7
MOR/AC	217 (4)	10 (1)	227 (5)	7.4
RELIGION	14 (1)		14 (1)	0.5
			3070 (24)	

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	1320 .4
2. WIL-F	2. WIL-F	2. WIL-F	KATZ	1600 1.4
3. KEZK-F	3. KXOK	3. WWWK-F	KWK	1380 1.4
4. KSLQ-F	4. KSLQ-F	4. KXOK	KXEN	1010 .4
5. KSD-F	5. KEZK-F	5. KSLQ-F	WEW	770 .5
6. KSHE-F	6. KSD-F	6. WIL	WGNU	920 Granite City .3
7. KXOK	7. KSHE-F	7. KMJM-F	WIBV	1260 Belleville .9
8. WWWK-F	8. KMOX-F	8. KSHE-F	WMRY-F	101.1 Belleville .3
9. KMJM-F	9. WWWK-F	9. KEZK-F	WZEN-F	100.3 Alton 1.0
10. WRTH	10. WIL	10. WESL		
11. KMOX-F	11. KSD			
12. WIL	12. WRTH			
13. KSD	13. KWK			
14. KWK	14. KMJM-F			
15. WESL	15. KADI-F			

ADI FM SHARE: 50.00% (1779 of 3558) (O/N 79: 44.95%)

AM STATIONS

KMOX, 1120, 50 KW	, NEWS/TALK	CBS, \$231.25	(CBS Spot)	CBS
KSD, 550, 5 KW (DA-N)	, NEWS	NBC,MBS, \$ 65.40	(Torbet)	Gannett
KWK, 1380, 5 KW/1 KW (DA-2)	, ROCK	, \$114.59	(RAR)	Doubleday
WESL, 1490, 1 KW/250 W	, BLACK	SBN, \$ 27.00	(Lazar)	
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-I, \$104.55	(Christal)	LIN
WRTH, 590, 500 W/1 KW (DA-2)	, BTFL/MOR	ABC-E, \$ 57.50	(Blair)	King
KXOK, 630, 5 KW (DA-2)	, CONTEMP/AC	, \$ 97.50	(Katz)	Storz

FM STATIONS

KADI-F, 96.3, 100 KW @ 366, ROCK	ABC-F, \$ 29.50	(Masla)	
KEZK-F, 102.5, 100 KW @ 500, BTFL MUS (Schulke)	, \$ 70.00	(Eastman)	Metroplex
KMJM-F, 107.7, 100 KW @ 575, BLACK/URBAN	, \$ 45.00	(MMR)	Amaturo
KMOX-F, 103.3, 100 KW @ 1212, SOFT/AC	, \$ 32.75	(CBS FM)	CBS
KSD-F, 93.7, 100 KW @ 850, AC	, \$ 65.00	(Torbet)	Gannett
KSHE-F, 94.7, 100 KW @ 500, AOR	, \$132.50	(Mc-Guild)	Century
KSLQ-F, 98.1, 100 KW @ 580, ROCK (Burk-Abr)	, \$ 62.50	(Eastman)	Chartcom
WWWK-F, 106.5, 50 KW @ 592, ROCK	, \$114.59	(RAR)	Doubleday
WIL-F, 92.3, 100 KW @ 510, COUNTRY	, \$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, Times-Mirror

NEWSPAPERS

St. Louis Globe-Democrat	M	240,611, Newhouse
St. Louis Post-Dispatch	E	242,628, Pulitzer

SALINAS-SEASIDE-MONTEREY

Market # 135  
 Revenue Rank # 125  
 Income Rank # 225  
 APR 15.6  
 SMSA Pop: 278,800

Revenue : \$3,590,378  
 Income : \$ -240,311  
 % Rev Change: +9.6  
 Stations: 20/13  
 Diaries: 489/570:1

National Rev: \$1,058,649  
 Nat Rev per Cap: \$3.80  
 Tot Rev per Cap: \$12.88  
 Tot Inc per Cap: \$-.86  
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGO 43/21.0	9.3	9.1	10.6	1. KGO 100	1. KGO 1071/21.0
2. KCTY 33/ 9.2	5.9	8.9	2.8	2. KDON-F 66	2. KDON-F 1030/25.6
3. KDON-F 30/ 8.4	11.4	17.8	15.9	3. KWYT-F 36	3. KCBS 626/13.7
4. KIDD 28/ 7.8	10.9	7.9	4.3	KCTY 36	4. KIDD 606/24.2
5. KWYT-F 26/ 7.2	8.2	5.4	9.9	5. KDON 31	5. KBAY-F 453/ 8.1
6. KWAV-F 21/ 5.8	7.2	4.0	5.3	KCBS 31	6. KWAV-F 418/10.0
KLRB-F 21/ 5.8	3.7	2.2	4.8	7. KWAV-F 30	7. KWYT-F 410/13.3
8. KDON 18/ 5.0	.8	3.0	3.5	8. KIDD 29	8. KSCO 344/ 5.3
9. KTOM 15/ 4.2	5.1	5.7	11.6	9. KBAY-F 28	9. KNBR 335/ 9.5
KCBS 15/ 4.2	3.2	3.7	2.3	KLRB-F 28	10. KDON 329/ 7.7

12+ FM SHARE (METRO): 45.98% (143 of 311) (O/N 79: 49.42%)  
 12+ FM SHARE (TSA) : 45.99% (235 of 511) (O/N 79: 52.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KDON	1. KLRB-F	1. KCTY	1. KGO	1. KGO	1. KGO
2. KDON-F	2. KDON-F	2. KDON-F	2. KWAV-F	2. KCTY	2. KDON-F
3. KIDD	3. KWAV-F	KLRB-F	3. KCTY	3. KWYT-F	3. KCBS

OTHER RATED STATIONS/METRO SHARE

KESE 1240	.6	KFAT-F 94.5	Gilroy .8
KOCN-F 104.9 Pacific Grove	.6	KNBR 680	San Francisco 3.6
KOKQ-F 107.1	1.7	KSCO 1080	Santa Cruz .3
KRAY-F 103.9	1.7	KSCO-F 99.1	Santa Cruz .8
KBAY-F 100.3 San Jose	3.6	KSJO-F 92.3	San Jose

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	28 (1)	65 (4)	93 (5)	29.9
NEWS/TALK	58 (2)		58 (2)	18.6
BTFL MUSIC	1 (1)	42 (3)	43 (4)	13.5
SPANISH	33 (1)	6 (1)	39 (2)	12.5
MOR/AC	15 (2)	21 (1)	36 (3)	11.6
COUNTRY	33 (2)	3 (1)	36 (3)	11.6
BLACK		6 (1)	6 (1)	1.9

311 (20)

RADIO STATIONS

KCTY, 980, 1 KW (DAYS,DA) , SPANISH	, \$17.00 (Lotus)
KDON, 1460, 5 KW (DA-1) , COUNTRY (TM)	NBC, \$30.00 (Katz)
KIDD, 630, 1 KW (DA-2) , ROCK	, \$13.00 (HR/Stone)
KTOM, 1380, 5 KW (DA-2) , COUNTRY	ABC-E, \$20.70 (Mc-Guild)
KSCO, 1080, 10 KW/5 KW (DA-N), BTFL MUS (FM-100)	, \$ 9.00 (PRO) (SANTA CRUZ)
KDON-F, 102.5, 19 KW @ 2270, ROCK (TM)	Source, \$30.00 (Katz)
KLRB-F, 101.7, 800 W @ 590, AOR	, \$ 8.00 (PRO)
KWAV-F, 96.9, 18 KW @ 2575, CONT/AC	, \$12.00 (Buckley) Buckley
KWYT-F, 100.7, 910 W @ 2575, BTFL MUS (TM)	, \$20.70 (Mc-Guild)

Other Stations - See San Francisco and San Jose

TV STATIONS

KMST Monterey 46 CBS, Retlaw KSBW Salinas 8 NBC, Blair

NEWSPAPERS

Salinas Californian E 24,609, Gannett  
 Monterey Peninsula Herald E 31,772

SALT LAKE CITY

Market # 44; ADI # 45  
 Revenue Rank # 34  
 Income Rank # 27  
 APR 14.6  
 SMSA Pop: 864,800

Revenue : \$13,660,888  
 Income : \$ 1,671,166  
 % Rev Gain: +12.8  
 Stations: 26/23  
 Diaries: 815/1061:1

National Rev: \$3,075,819  
 Nat Rev per Cap: \$3.56  
 Tot Rev per Cap: \$15.80  
 Tot Inc per Cap: \$1.93  
 Profit Margin: 12.2%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KSL	110/11.1	8.5	10.5	9.2	11.5	1. KSL 176	1. KSL	3208/28.8
2. KSFI-F	88/ 8.9	6.0	6.5	8.8	7.0	2. KSFI-F 128	2. KSFI-F	1824/17.0
3. KCPX	80/ 8.1	5.8	7.0	8.3	7.8	3. KLUB 100	3. KCPX	1805/23.5
4. KLUB	79/ 8.0	6.6	7.3	9.3	9.4	4. KCPX-F 92	4. KLUB	1590/18.7
5. KCPX-F	62/ 6.3	8.5	9.9	6.1	6.6	5. KCPX 90	5. KCPX-F	1587/17.0
6. KSOP-F	58/ 5.9	6.6	3.9	5.3	5.4	6. KSOP-F 88	6. KSOP-F	1230/11.3
7. KRSP-F	48/ 4.9	4.9	5.7	4.9	6.8	7. KALL-F 64	7. KDAB-F	1111/13.9
8. KALL	44/ 4.5	7.7	7.7	7.0	6.6	8. KRSP-F 58	8. KRSP-F	1108/13.9
9. KALL-F	42/ 4.3	6.1	4.0	3.5	5.4	9. KALL 46	9. KALL-F	1042/11.9
10. KSXX	41/ 4.1	3.8	2.2	3.7	2.8	10. KISN-F 45	10. KALL	1017/14.5
11. KRGO	36/ 3.6	4.4	3.5	3.4	4.2	11. KSXX 45	11. KRSP	709/ 9.3
KDAB-F	36/ 3.6	4.3	2.4	2.5	.5	12. KDAB-F 44	12. KRGO	698/ 8.4

12+ FM SHARE (METRO): 46.60% (438 of 940) (O/N 79: 45.84%)

12+ FM SHARE (TSA) : 48.95% (604 of 1234) (O/N 79: 48.84%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KCPX	1. KCPX	1. KSL	1. KSL	1. KLUB	1. KSL
KRSP-F	2. KSL	2. KSFI-F	2. KSFI-F	2. KSFI-F	2. KLUB
3. KCPX-F	3. KCPX-F	3. KCPX	3. KALL	3. KSL	3. KSFI-F
	4. KSFI-F	4. KSOP-F	4. KLUB	4. KSOP-F	4. KSOP-F
	5. KALL-F	5. KALL	5. KSOP-F	5. KALL	5. KCPX

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	113 (4)	208 (5)	321 (9)	34.1
BTFM MUSIC	79 (1)	129 (3)	208 (4)	22.1
MOR/AC	171 (3)		171 (3)	18.2
COUNTRY	76 (4)	91 (2)	167 (6)	17.8
NEWS/TALK	56 (2)		56 (2)	6.0
BIG BAND		10 (1)	10 (1)	1.1
CLASSICAL	7 (1)		7 (1)	0.7
			940 (26)	

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. KSL	KCGL-F	105.5	.6
2. KSFI-F	2. KSFI-F	2. KCPX-F	KISN-F	97.1	3.5
3. KLUB	3. KCPX	3. KLUB	KJQN	1490	Ogden 1.1
4. KCPX	4. KLUB	4. KRSP-F	KLO	1430	Ogden 1.7
KCPX-F	5. KCPX-F	5. KALL	KPRQ	1230	Murray 1.2
6. KSOP-F	6. KSOP-F	KSOP-F	KRSP	1060	1.9
7. KALL-F	7. KDAB-F	7. KCPX	KSOP	1370	1.9
8. KRSP-F	8. KRSP-F	8. KSFI-F	KSVN	730	Ogden .9
9. KALL	9. KALL-F	9. KZAN-F	KWHO	860	.7
10. KISN-F	10. KALL	10. KSXX	KWHO-F	93.3	1.0
KSXX	11. KRSP		KWMS	1280	1.5
12. KDAB-F	12. KRGO		KZAN-F	97.7	Ogden 3.3
13. KRGO	13. KSOP		KDOT	960	Provo .3
14. KRGO	14. KZAN-F		KAYK-F	96.1	Provo 2.0
15. KAYK-F	15. KAYK-F				

ADI FM SHARE: 41.85% (624 of 1491) (O/N 79: 41.93%)

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC	ABC-I, \$60.75 (Eastman) Hatch
KCPX, 1320, 5 KW (DA-1), ROCK	, \$66.50 (Katz) Columbia Pic Ind
KLUB, 570, 5 KW (DA-1), BTFL MUSIC	, \$36.45 (Mc-Guild)
KRGO, 1550, 10 KW/500 W, COUNTRY	ABC-E, \$20.00 (Christal)
KRSP, 1060, 10 KW (DAYS), CONTEMP	, \$23.00 (Selcom)
KSL, 1160, 50 KW, MOR	CBS, \$49.63 (Torbet) Bonneville
KSOP, 1370, 1 KW/500 W (DA-N), COUNTRY (Drake-Chen)	, \$20.00 (HR/Stone)
KSXX, 630, 1 KW/500 W (DA-2), TALK	NBC, \$13.00 (PRO)

FM STATIONS

KALL-F, 94.1, 24 KW @ 3030, CONTEMP	RKO, \$50.75 (Eastman) Hatch
KCPX-F, 98.7, 27 KW @ 2932, AOR	, \$66.50 (Katz) Columbia Pic Ind
KDAB-F, 101.1, 25 KW @ 3740, ROCK (TM)	, \$12.00 (Buckley) (OGDEN)
KISN-F, 97.1, 26 KW @ 3650, BTFL MUS (Churchill)	, \$20.25 (Mc-Guild)
KRSP-F, 103.5, 19 KW @ 3650, ROCK/AOR	, \$23.00 (Selcom)
KSFI-F, 100.3, 26 KW @ 3900, BTFL MUS (Bonne)	, \$30.00 (Blair)
KSOP-F, 104.3, 25 KW @ 3650, COUNTRY (Drake-Chen)	, \$20.00 (HR/Stone)
KZAN-F, 97.9, 26 KW @ 3770, COUNTRY (?)	, \$ ? ? (Christal) (OGDEN)
KAYK-F, 96.1, 38 KW @ 2620, CONTEMP	, \$17.00 (Masla) First Media (PROVO)

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	114,269
Salt Lake City Deseret News	E	75,866
Ogden Standard Examiner	E	50,104
Provo Herald	E	30,343

SAN ANTONIO

Market # 37  
 Revenue Rank # 26  
 Income Rank # 16  
 APR 17.3  
 SMSA Pop: 1,061,700

Revenue : \$17,386,206  
 Income : \$ 2,796,248  
 % Rev Gain: +12.9  
 Stations: 24/27  
 Diaries: 1536/691:1

National Rev: \$5,404,557  
 Nat Rev per Cap: \$5.09  
 Tot Rev per Cap: \$16.38  
 Tot Inc per Cap: \$2.63  
 Profit Margin: 16.1%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KTSA	156/10.7	9.1	8.8	10.8	13.6	1. KTSA	4773/28.7
2. KTFM-F	129/ 8.9	6.8	5.9	8.9	5.8	2. KKYX	2789/12.4
3. KONO	116/ 8.0	3.4	6.0	4.6	5.5	3. KQXT-F	1879/20.0
4. KQXT-F	114/ 7.8	8.2	6.4	8.3	8.6	4. KTFM-F	1847/13.2
5. KCOR	111/ 7.6	8.3	8.2	9.1	11.8	5. KONO	1826/18.4
6. KBUC-F	87/ 6.0	5.9	5.2	4.9	4.7	6. WOAI	1498/13.0
7. KKYX	86/ 5.9	7.0	8.0	5.5	8.9	7. KCOR	1405/14.6
8. KIIS-F	73/ 5.0	4.2	4.1	4.8	2.7	8. KBUC-F	1296/12.7
WOAI	73/ 5.0	5.9	7.5	5.6	4.4	9. KCCW	1252/11.2
10. KCCW	67/ 4.6	3.3	2.9	2.9	1.9	10. KISS-F	908/ 9.0
11. KITY-F	64/ 4.4	6.7	8.2	5.5	4.4	11. KISS-F	868/ 9.4
12. WOAI-F	48/ 3.3	3.9	2.6	3.1	3.4	12. KCOR	841/10.0

12+ FM SHARE (METRO): 44.63% (631 of 1414) (O/N 79: 41.17%)  
 12+ FM SHARE (TSA) : 38.30% (733 of 1914) (O/N 79: 35.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KTFM-F	1. KONO	1. KTSA	1. KTSA	1. KCOR	1. KTSA
2. KTSA	2. KTSA	2. KONO	2. KONO	2. KQXT-F	2. KKYX
3. KITY-F	3. KTFM-F	3. KTFM-F	3. KQXT-F	3. KBUC-F	3. KBUC-F
4. KZZY-F	4. KISS-F	4. KQXT-F	4. KBUC-F	4. KTSA	4. WOAI
KCCW	5. KITY-F	5. KBUC-F	5. KCOR	WOAI	5. KCOR

OTHER RATED STATIONS/METRO SHARE

KAPE	1480	1.6	KTUF-F	106.3	.7
KBUC	1310	2.7	KUKA	1250	2.7
KEDA	1540	2.5	KVAR-F	104.5	3.2
KGNB	1420	New Braunfels .7	KWED	1580	Sequin .6
KMAC	630	1.2	KWED-F	105.3	Sequin .5
KMFM-F	96.1	1.0	KZZY-F	100.3	2.6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	289 (3)	304 (4)	593 (7)	41.9
COUNTRY	192 (3)	87 (1)	279 (4)	19.7
SPANISH	195 (4)	46 (1)	241 (5)	17.0
BTFL MUSIC		121 (2)	121 (2)	8.6
NEWS/TALK	73 (1)		73 (1)	5.2
MOR/AC	10 (1)	48 (1)	58 (2)	4.1
BLACK/JAZZ	24 (1)	10 (1)	34 (2)	2.4
CLASSICAL		15 (1)	15 (1)	1.1

1414 (24)

RADIO STATIONS

KCCW, 930, 5 KW/1 KW (DA-N)	COUNTRY (Burk-Abr)	, \$25.00	(RKO)	Southwestern
KCOR, 1350, 5 KW (DA-N)	SPANISH	, \$71.25	(Katz)	Tichenor
KKYX, 680, 50 KW/10 KW (DA-N)	COUNTRY	, \$51.88	(Christal)	Swanson
KONO, 860, 5 KW/1 KW (DA-N)	CONTEMP/SA	, \$80.00	(MMR)	Mission
KTSA, 550, 5 KW (DA-N)	ROCK	, \$90.00	(Blair)	
WOAI, 1220, 50 KW	NEWS/TALK	CBS,NBC, \$64.00	(Eastman)	Clear Channel
KBUC-F, 107.5, 100 KW @ 408,	COUNTRY	ABC-I, \$50.00	(Torbet)	Sigmor
KITY-F, 92.9, 100 KW @ 475,	ROCK	, \$80.00	(MMR)	Mission

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION.

SAN DIEGO

Market # 20; ADI # 23  
 Revenue Rank # 20  
 Income Rank # 23  
 APR 15.1  
 SMSA Pop: 1,802,800

Revenue : \$22,810,517  
 Income : \$ 2,189,578  
 % Rev Gain: +6.7  
 Stations: 34/22  
 Diaries: 1275/1414:1

National Rev: \$7,612,431  
 Nat Rev per Cap: \$4.22  
 Tot Rev per Cap: \$12.65  
 Tot Inc per Cap: \$1.21  
 Profit Margin: 9.6%

12+ METRO	1/4/SHARE	SUM 80	SPG 80	J/F 80	O/N 79	12+ TSA 1/4	12+ CUME/CUME RATING
1. KJQY-F	221/9.3	6.5	8.4	7.6	7.7	1. WJQY-F	1. KSDO 2502/15.9
2. KGB-F	166/7.0	5.2	5.4	5.1	5.7	2. WSDO	2. WFMB-F 2361/15.0
3. KPRI-F	139/5.8	5.0	5.6	6.7	5.6	3. KFMB	3. KGB 2331/14.8
4. XTRA-F	129/5.4	3.9	4.5	3.9	4.4	4. XTRA	4. XTRA-F 2324/14.8
5. KSDO	125/5.3	4.1	4.8	4.9	5.0	5. KFMB-F	5. KJQY-F 2296/14.6
6. KFMB-F	122/5.1	4.3	4.2	3.9	4.2	6. KGB	6. KFMB 2254/14.4
7. KEZL-F	111/4.7	3.8	3.8	4.6	4.5	7. KSON	7. KPRI-F 2222/14.1
XTRA	111/4.7	4.7	3.4	3.5	3.9	8. KPRI-F	8. KGB-F 2210/14.1
9. KGB	103/4.3	5.4	4.4	6.4	2.6	9. KEZL-F	9. XTRA 2164/13.8
10. KFMB	94/4.0	6.4	7.1	4.6	3.8	10. KGB-F	10. KCBQ 1486/ 9.5
KIFM-F	94/4.0	3.7	3.9	3.3	5.0		11. KSON 1427/ 9.1
12. KSON	77/3.2	3.1	2.9	2.8	3.2		12. KOGO 1419/ 9.0
13. KFSD-F	72/3.0	2.7	2.9	3.6	3.6		13. KEZL-F 1383/ 8.8
14. KOGO	69/2.9	2.1	3.7	2.0	3.1		14. KIFM-F 1282/ 8.2
15. KYXY-F	68/2.9	3.6	3.1	2.8	2.5		15. KNX 1266/ 8.1
16. KITT-F	62/2.6	2.5	3.1	2.4	2.2		16. KYXY-F 1133/ 7.2
17. KCBQ	59/2.5	2.0	2.1	3.3	2.5		17. KITT-F 1072/ 6.8
18. KSON-F	54/2.3	2.3	1.9	3.0	2.4		18. KFSD-F 960/ 6.1
19. KBZT-F	53/2.2	3.9	2.8	5.1	3.7		19. KSON-F 870/ 5.5
20. KNX	49/2.1	3.3	2.7	3.0	2.4		20. KBZT-F 869/ 5.5

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME.

12+ FM SHARE (MSA, TSA, ADI): 64.83% (1436 of 2215) (O/N 79: 59.83%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. XTRA	1. KGB-F	1. KGB-F	1. KJQY-F	1. KJQY-F	1. KSDO
2. XTRA-F	2. KPRI-F	2. KFMB-F	2. KFMB	2. KEZL-F	2. KJQY-F
3. KGB	3. KFMB-F	3. KPRI-F	3. KIFM-F	3. KSDO	3. KFMB
4. KGB-F	4. XTRA-F	4. KJQY-F	4. KFMB-F	4. KFMB	4. KFMB-F
KPRI-F	5. KIFM-F	5. KIFM-F	5. KYXY-F	5. KSON	5. KGB-F
	6. KITT-F	XTRA-F	6. KFSD-F	KYXY-F	6. KOGO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	214 (2)	775 (11).	989 (13)	44.7
BTFM MUSIC		404 (5)	404 (5)	18.2
MOR/AC	191 (3)	131 (3)	322 (6)	14.5
COUNTRY	144 (3)	54 (1)	198 (4)	8.9
NEWS/TALK	193 (3)		193 (3)	8.7
CLASSICAL		72 (1)	72 (1)	3.3
RELIGION	37 (2)		37 (2)	1.7
			2215 (34)	

OTHER RATED STATIONS/METRO SHARE

KJFM-F	102.1	Oceanside	2.0	KBRT	740	Los Angeles	.8
KKOS-F	95.9	Carlsbad	.4	KFI	640	Los Angeles	1.2
KMJC	910	El Cajon	.8	KLOS-F	95.5	Los Angeles	.4
KOWN-F	92.1	Escondido	.4	KMET-F	94.7	Los Angeles	.6
KUDE	1320	Oceanside	.3	KRTH-F	101.1	Los Angeles	.4
KABC	790	Los Angeles	.8	XHER-F	104.5	Tijuana	.5
KBIG-F	104.3	Los Angeles	.5	XHRM-F	92.5	Tijuana	.8

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2), COUNTRY	, \$ 69.00	(RKO)	Charter
KFMB, 760, 5 KW (DA-N), MOR/AC	, \$ 70.00	(Mc-Guild)	Midwest TV
KGB, 1360, 5 KW/1 KW, ROCK	, \$111.25	(Katz)	
KOGO, 600, 5 KW (DA-1), MOR	ABC-E, \$ 60.38	(Eastman)	Southwestern
KSDO, 1130, 10 KW (DA-2), NEWS	CBS,MBS, \$ 82.00	(CBS Spot)	Gannett
KSON, 1240, 1 KW/250 W, COUNTRY	ABC-I, \$ 35.85	(Blair)	
XTRA, 690, 50 KW, ROCK	, \$54.00	(MMR)	Noble

FM STATIONS

KBZT-F, 94.9, 2 KW @ 1850, AC/CONTEMP	ABC-F, \$ 50.00	(Christal)	
KEZL-F, 102.9, 2 KW @ 1840, BTFL MUS (Bonne)	, \$ 35.00	(CBS Spot)	Gannett
KFMB-F, 100.7, 30 KW @ 620, SOFT ROCK	, \$ 55.00	(Mc-Guild)	Midwest TV
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	, \$ 40.00	(CMBS)	Lotus
KGB-F, 101.5, 50 KW @ 577, AOR	, \$111.25	(Katz)	
KIFM-F, 98.1, 28 KW @ 640, SOFT ROCK	, \$ 53.00	(Selcom)	
KITT-F, 105.3, 29 KW @ 620, ROCK	, \$ 33.50	(PRO)	
KJQY-F, 103.7, 36 KW @ 650, BTFL MUS (FM-100)	, \$108.00	(RAR)	Westinghouse
KPRI-F, 106.5, 50 KW @ 413, AOR (Burk-Abr)	, \$ 69.00	(Eastman)	Southwestern
KSON-F, 97.3, 50 KW @ 445, COUNTRY	, \$ 35.85	(Blair)	
KYXY-F, 96.5, 30 KW @ 540, AC	, \$ 40.00	(CBS FM)	
XTRA-F, 91.1, 100 KW @ 1000, ROCK	, \$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 Tribune	125,756, Copley
San Diego Union	201,798, Copley



SAN FRANCISCO

Market # 7; ADI # 5  
 Revenue Rank # 4  
 Income Rank # 14  
 APR 15.6  
 SMSA Pop: 3,202,800

Revenue : \$65,350,569  
 Income : \$ 3,685,209  
 % Rev Gain: +10.5  
 Stations: 45/37  
 Diaries: 3826/837:1

National Rev: \$25,306,802  
 Nat Rev per Cap: \$7.90  
 Tot Rev per Cap: \$20.40  
 Tot Inc per Cap: \$1.15  
 Profit Margin: 5.6%

12+ METRO 1/4/SHARE	J/A 80	A/M 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. KGO	628/9.3	9.4	9.0	10.6	9.2	1. KGO 834	1. KGO 10874/18.9
2. KCBS	473/7.0	5.1	5.5	6.0	6.0	2. KCBS 576	2. KCBS 10217/19.5
3. KSOL-F	346/5.1	4.8	4.3	3.8	4.3	3. KFRC 427	3. KFRC 9797/17.1
4. KFRC	344/5.1	4.0	4.4	4.1	5.0	4. KSOL-F 351	4. KNBR 6392/10.4
5. KFOG-F	236/3.5	3.7	4.7	3.4	3.4	5. KNBR 330	5. KSFO 5414/11.1
6. KNBR	230/3.4	4.8	4.3	2.9	2.5	6. KRAK 269	6. KYUU-F 4221/ 9.3
7. KMEL-F	214/3.2	2.6	2.6	2.6	2.0	7. KFOG-F 244	7. KABL 4155/ 9.3
KSFO	214/3.2	3.0	3.2	3.5	3.9	8. KSFO 238	8. KSFX-F 4031/ 9.2
9. KSFX-F	213/3.1	2.9	3.3	1.9	3.3	9. KMEL-F 224	9. KSOL-F 4001/ 9.0
10. KABL	205/3.0	2.9	2.7	3.0	2.9	10. KSFX-F 215	10. KMEL-F 3803/ 8.6
11. KNEW	204/3.0	3.0	2.9	3.0	2.6	11. KYUU-F 210	11. KFOG-F 3763/ 8.3
12. KYUU-F	198/2.9	3.7	3.6	4.0	4.4	12. KABL 209	12. KNEW 3714/ 8.2
13. KABL-F	182/2.7	2.7	3.0	2.8	3.0	13. KNEW 205	13. KIOI-F 3642/ 8.1
14. KBLX-F	177/2.6	2.3	1.8	1.4	1.3	14. KABL-F 193	14. KYA 3446/ 7.7
15. KIOI-F	170/2.5	2.8	2.9	3.3	3.3	15. KIOI-F 183	15. KABL-F 3364/ 7.2
16. KOME-F	169/2.5	2.9	1.8	2.2	2.0	16. KBLX-F 179	16. KRAK 3188/ 1.6
17. KOIT-F	158/2.3	2.3	2.3	3.6	3.0	17. KOME-F 171	17. KSAN-F 3012/ 6.6
18. KSAN-F	126/1.9	2.0	1.7	1.9	1.7	18. KOIT-F 163	18. KOME-F 2812/ 6.3
KBAY-F	126/1.9	2.0	1.6	2.3	1.9	19. KBAY-F 163	19. KBAY-F 2719/ 4.8
20. KKHI-F+	115/1.7	1.6	1.4	1.4	1.9	20. KSAN-F 128	20. KYA 2710/ 5.9

12+ FM SHARE (METRO): 51.42% (3210 of 6243) (O/N 79: 51.69%)  
 12+ FM SHARE (TSA) : 47.04% (3378 of 7181) (O/N 79: 47.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KSOL-F	1. KSOL-F	1. KFRC	1. KGO	1. KGO	1. KGO
2. KFRC	2. KFRC	2. KSOL-F	2. KCBS	2. KCBS	2. KCBS
3. KOME-F	3. KMEL-F	3. KGO	3. KNBR	3. KFOG-F	3. KFRC
4. KSFX-F	4. KSFX-F	4. KMEL-F	4. KFRC	4. KABL	4. KNBR
5. KMEL-F	5. KBLX-F	5. KBLX-F	5. KYUU-F	5. KSFO	5. KABL+
6. KLIV-F	6. KYUU-F	6. KSFX-F	6. KIOI-F	6. KABL-F	6. KRAK
7. KYA-F	7. KOME-F	7. KBLX-F	KFOG-F	7. KNBR	7. KSFO

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	519 (3)	1169 (10)	1688 (13)	27.0
NEWS/TALK	1101 (2)		1101 (2)	17.6
MOR/AC	571 (4)	368 (2)	939 (6)	15.0
BTFM MUSIC	205 (1)	726 (5)	931 (6)	14.9
BLACK/URBAN/JAZZ	114 (1)	586 (4)	700 (5)	11.2
COUNTRY	363 (3)	53 (1)	416 (4)	6.7
CLASSICAL	76 (2)	134 (2)	210 (4)	3.4
BIG BAND		82 (1)	82 (1)	1.3
SPANISH	56 (1)	62 (1)	118 (2)	1.9
RELIGION	28 (1)	30 (1)	58 (2)	0.9
			6243 (45)	

SAN FRANCISCO 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. KGO	1. KCBS	1. KGO	KARA-F	105.7	Santa Clara	1.1
2. KCBS	2. KGO	2. KFRC	KBRG-F	105.3		.9
3. KSOL-F	3. KFRC	3. KSOL-F	KCBS-F	97.3		1.1
4. KFRC	4. KSFO	4. KCBS	KDIA	1310	Oakland	1.7
5. KFOG-F	5. KNBR	5. KNEW	KEAR-F	106.9		.4
6. KNBR	6. KYUU-F	6. KNBR	KEEN	1370	San Jose	1.7
7. KSFX-F	7. KABL	7. KSFO	KEZR-F	106.5	San Jose	1.4
8. KSFO	8. KSFX-F	8. KYUU-F	KFAT-F	94.5	Gilroy	.8
9. KMEL-F	9. KSOL-F	9. KABL	KFAX	1100		.4
KABL	10. KMEL-F	10. KSFX-F	KDFC-F+	102.1		1.4
11. KYUU-F	11. KFOG-F	KLOK	KIQI	1010		.8
12. KNEW	KIOI-F		KJAZ-F	92.7	Alameda	.4
13. KABL-F	13. KNEW		KLIV	1590	San Jose	1.1
14. KBLX-F	14. KYA		KLOK	1170	San Jose	1.5
15. KIOI-F	15. KABL-F		KMPX-F	98.9		1.2
			KPEN-F	97.7	Los Altos	.5
			KREO-F	92.9	Heraldsburg	.5
			KSJO-F	92.3	San Jose	1.2
			KSRO	1350	Santa Rosa	.4
			KYA	1260		1.4
			KYA-F	93.3		1.3
			KZST-F	100.1	Santa Rosa	.4
			KRAK	1140	Sacramento	.7

ADI FM SHARE: 51.95% (3204 of 6167) (O/N 79: 51.31%)

AM STATIONS

KABL, 960, 5 KW (DA-1), BTFL MUS (TM)	, \$102.50 (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2), NEWS	CBS, \$133.75 (CBS Spot)	CBS
KDIA, 1310, 5 KW (DA-1), BLACK	SBN, \$ 54.75 (Howard)	Viacom
KFRC, 610, 5 KW, ROCK (Burk-Abr)	RKO, \$233.62 (RKO)	RKO
KGO, 810, 50 KW, NEWS/TALK	ABC-I, \$166.25 (Blair)	ABC
KNBR, 680, 50 KW, MOR	NBC, \$117.75 (Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N), COUNTRY	MBS, \$ 75.63 (Katz)	Malrite
KSFO, 560, 5 KW/1 KW, MOR	ABC-E, \$ 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)	, \$ 53.75 (Christal)	Shamrock
KBLX-F, 102.9, 7 KW @ 1285, BLACK/DISCO	, \$ 65.88 (P/W)	Inner City
KFOG-F, 104.5, 8 KW @ 1454, BTFL MUS (Schulke)	, \$ 63.13 (Selcom)	GE
KIOI-F, 101.3, 125 KW @ 1220, AC/SOFT	, \$ 93.75 (Masla)	Charter
KKHI-F+, 95.7, 9 KW @ 1473, CLASSICAL	, \$ 61.50 (Buckley)	Buckley
KMEL-F, 106.1, 69 KW @ 1240, AOR	, \$111.25 (HR/Stone)	Century
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)	, \$ 60.00 (Torbet)	Bonneville
KSAN-F, 94.9, 35 KW @ 1140, COUNTRY	, \$122.50 (Katz)	Metromedia
KSFX-F, 103.7, 8 KW @ 1430, ROCK	ABC-F, \$124.38 (Blair)	ABC
KSOL-F, 107.7, 6 KW @ 1588, BLACK	NBN, \$ 52.25 (UBC)	United
KYA-F, 93.3, 25 KW @ 660, CONTEMP	, \$ 97.75 (Eastman)	King
KYUU-F, 99.7, 45 KW @ 1240, AC	, \$100.00 (Mc-Guild)	NBC

KRAK - See Sacramento

Other Stations - See San Jose

TV STATIONS

KBHK SF 44 IND, Field	KTSF SF 26 IND	KDTV SF 14 IND
KTVU Oak 2 IND, Cox	KTZO SF 20 IND	KGO SF 7 ABC,ABC
KPIX SF 5 CBS, Westing	KVOF SF 38 IND	KRON SF 4 NBC,SF Chron

<u>NEWSPAPERS</u>	San Francisco Chronicle	M	506,600	Oakland Tribune	E	160,755,Gannett
	San Francisco Examiner	E	159,325, Hearst			

SAN JOSE

Market # 32  
 Revenue Rank # 31  
 Income Rank # 25  
 APR 15.4  
 SMSA Pop: 1,259,800

Revenue : \$15,404,899  
 Income : \$ 1,899,558  
 % Rev Gain: +16.5  
 Stations: 39/15  
 Diaries: 1312/960:1

National Rev: \$3,413,233  
 Nat Rev per Cap: \$2.71  
 Tot Rev per Cap: \$12.22  
 Tot Inc per Cap: \$1.51  
 Profit Margin: 12.3%

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 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KBAY-F 96/5.9	4.6	6.5	4.9	1. KOME-F 168	1. KOME-F 2625/14.1
2. KOME-F 88/5.4	5.0	6.2	5.9	2. KBAY-F 157	2. KBAY-F 2444/12.1
3. KEZR-F 82/5.1	4.0	4.4	4.4	3. KLOK 101	3. KLOK 2192/13.2
4. KEEN 72/4.4	3.6	4.1	2.9	4. KEEN 99	4. KSJO-F 1930/ 8.9
KLOK 72/ 4.4	5.3	4.7	4.6	5. KEZR-F 97	5. KEEN 1467/ 9.7
6. KARA-F 60/3.7	4.1	2.6	4.0	6. KSJO-F 86	6. KLIV 1452/ 7.7
7. KSJO-F 43/2.6	2.1	2.1	3.7	7. KARA-F 75	7. KEZR-F 1342/11.1
8. KLIV 32/2.0	2.4	2.3	2.7	8. KLIV 65	8. KARA-F 1310/10.0
9. KFAT-F 26/1.6	1.6	2.3	2.4	9. KFAT-F 58	9. KDFC-F+ 1055/ 5.1
KPEN-F 26/1.6	1.4	.5	1.2	10. KDFC-F+ 54	10. KFAT-F 979/ 4.3

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOME-F	1. KEZR-F	1. KEZR-F	1. KBAY-F	1. KBAY-F	1. KLOK
2. KSJO-F	2. KOME-F	2. KLOK	KEEN	2. KEEN	2. KBAY-F
3. KLIV	3. KARA-F	3. KARA-F	3. KLOK	3. KLOK	3. KEEN
4. KEZR-F	4. KLOK	4. KEEN	4. KEZR-F	4. KARA-F	KOME-F

RADIO STATIONS

KEEN, 1370, 5 KW (DA-2)	, COUNTRY	, \$50.00 (MMR)	Golden Pacific
KLIV, 1590, 5 KW (DA-N)	, ROCK (Burk-Abr)	, \$38.69 (Buckley)	Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	, MOR/AC	, \$90.00 (Katz)	Davis & Weaver
KARA-F, 105.7, 50 KW @ 1860, AC		, \$56.00 (Buckley)	Empire
KBAY-F, 100.3, 15 KW @ 2580, BTFL MUSIC		, \$50.00 (MMR)	Golden Pacific
KEZR-F, 106.5, 50 KW @ 430, SOFT AOR		, \$71.00 (Selcom)	
KFAT-F, 94.5, 1.1 KW @ 2580, COUNTRY		, \$29.00 (Masla)	
KDFC-F+, 102.1, 33 KW @ 1260, CLASSICAL		, \$33.00 (Groskin)	
KOME-F, 98.5, 13 KW @ 880, AOR		, \$84.00 (Torbet)	Infinity
KPEN-F, 97.7, 3 KW @ 250, CONTEMP/JAZZ		, \$13.00 (Radio T.S.)	
KSJO-F, 92.3, 50 KW @ 68, AOR		, \$54.00 (Roslin)	Sterling

TV STATIONS

KNTV	San Jose	11	IND
KGSC	San Jose	36	IND, Ralph Wilson

NEWSPAPERS

San Jose Mercury	M	154,983, Knight-Ridder
San Jose News	E	68,000, Knight-Ridder

SEATTLE-TACOMA

Market # 18 (approx); ADI # 15  
 Revenue Rank # 11 (approx)  
 Income Rank # 8 (approx)  
 APR 14.8  
 SMSA Pop: 1,910,700

Revenue : \$35,826,515  
 Income : \$ 5,942,159  
 % Rev Gain: \$+21.6  
 Stations: 32/38  
 Diaries: 1607/1189:1

National Rev: \$9,725,892  
 Nat Rev per Cap: \$5.09  
 Tot Rev per Cap: \$18.75  
 Tot Inc per Cap: \$3.11  
 Profit Margin: 16.6%

12+ METRO 1/4/SHARE	SPG 80	FAL 79	SPG 79	FAL 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. KIRO	266/10.6	8.9	10.2	11.1	10.3	1. KIRO 316	1. KIRO 5651/27.6
2. KOMO	208/ 8.3	7.8	9.8	6.3	10.8	2. KOMO 255	2. KOMO 4359/20.4
3. KISW-F	182/ 7.3	5.7	5.7	3.1	3.2	3. KISW-F 207	3. KJR 3584/18.0
4. KJR	130/ 5.2	4.9	6.0	7.0	7.0	4. KJR 150	4. KING 3302/14.6
5. KSEA-F	120/ 4.8	5.9	6.2	7.4	7.1	5. KSEA-F 146	5. KYYX-F 2636/12.9
6. KYYX-F	108/ 4.3	3.7	4.9	3.5	3.9	6. KYYX-F 132	6. KISW-F 2590/13.3
7. KPLZ-F	99/ 3.9	4.6	3.0	4.1	3.4	7. KING 120	7. KZOK-F 2132/11.1
8. KZAM-F	91/ 3.6	4.6	3.0	2.8	2.4	8. KPLZ-F 115	8. KSEA-F 2009/ 9.5
9. KEZX-F	89/ 3.5	3.7	4.3	3.3	3.9	9. KEZX-F 109	9. KVI 1822/ 9.5
10. KING	88/ 3.5	3.4	3.0	3.3	6.1	10. KZAM-F 99	10. KPLZ-F 1720/ 9.2
11. KIXI	86/ 3.4	2.6	1.2	2.0	1.3	11. KIXI 94	11. KIXI-F 1667/ 7.6
12. KIXI-F	74/ 2.9	2.5	3.9	2.6	2.3	KIXI-F 94	12. KING-F 1553/ 7.7
13. KMPS	73/ 2.9	2.5	2.0	2.8	1.6	13. WKMPS-F 88	13. KEZX-F 1440/ 6.9
14. KNBQ-F	72/ 2.9	2.7	1.2	2.0	2.4	14. KNBQ-F 87	14. KNBQ-F 1404/ 6.8
KZOK-F	72/ 2.9	3.7	4.7	5.5	3.3	15. KMPS 86	15. KMPS 1400/ 6.3

12+ FM SHARE (METRO): 49.08% (1149 of 2341) (O/N 79: 49.55%)  
 12+ FM SHARE (TSA) : 49.68% (1393 of 2804) (O/N 79: 50.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KISW-F	1. KISW-F	1. KISW-F	1. KIRO	1. KIRO	1. KIRO
2. KYYX-F	2. KJR	2. KIRO	2. KOMO	2. KOMO	2. KOMO
3. KJR	3. KZAM-F	3. KOMO	3. KSEA-F	3. KSEA-F	3. KJR
4. KNBQ-F	4. KPLZ-F	4. KJR	KZAM-F	4. KEZX-F	4. KMPS-F+
5. KZOK-F	5. KYYX-F	5. KPLZ-F	5. KJR	5. KIXI	5. KISW-F
KING	6. KZOK-F	6. KZAM-F	6. KPLZ-F	6. KMPS-F	6. KING

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	359 (6)	624 (6)	983 (12)	42.0
NEWS/TALK	383 (4)		383 (4)	16.4
MOR/AC	259 (4)	74 (1)	333 (5)	14.2
BTFL MUSIC		264 (3)	264 (3)	11.3
COUNTRY	82 (2)	64 (1)	146 (3)	6.2
BIG BAND	86 (1)		86 (1)	3.7
CLASSICAL		62 (1)	62 (1)	2.6
RELIGION	23 (1)	35 (1)	58 (2)	2.5
UNKNOWN		26 (1)	26 (1)	1.1
			<u>2341 (32)</u>	

SEATTLE 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. KIRO	1. KIRO	1. KIRO	KAYO	1150	1.9
2. KOMO	2. KOMO	2. KOMO	KBIQ-F	105.3	Edmonds 1.4
3. KISW-F	3. KJR	3. KJR	KBRD-F	103.7	Tacoma 2.2
4. KJR	4. KING	4. KIXI	KGDN	630	Edmonds .9
5. KSEA-F	5. KYYX-F	5. KYYX-F	KING-F	98.1	2.5
6. KYYX-F	6. KISW-F	6. KMPS-F	KMPS-F	94.1	2.5
7. KING	7. KZOK-F	7. KISW-F	KRKO	1380	Everett .6
8. KPLZ-F	8. KSEA-F	8. KSEA-F	KRPM	1450	Payallup .4
9. KEZX-F	9. KVI	9. KMPS	KRPM-F	106.1	Tacoma 1.0
10. KZAM-F	10. KPLZ-F	10. KBIQ-F	KTAC	850	Tacoma 2.3
11. KIXI	11. KIXI-F		KTNT	1400	Tacoma .8
KIXI-F	12. KING-F		KVI	570	2.4
13. KMPS-F	13. KEZX-F		KWYZ	1230	Everett .7
14. KNBQ-F	14. KNBQ-F		KXA	770	1.8
15. KMPS	15. KMPS		KYAC	1250	.8
			KZOK	1590	.7
			KGO	810	San Francisco .4

ADI FM SHARE: 48.40% (1470 of 3037) (O/N 79: 49.11%)

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
KIXI, 910, 1 KW (DA-1), BIG BAND/NOST (Al Ham)	, \$20.00 (Christal)	
KJR, 950, 5 KW (DA-N), ROCK (Burk-Abr)	, \$69.75 (Mc-Guild)	Metromedia
KMPS, 1300, 5 KW (DA-N), COUNTRY	, \$45.00 (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N), MOR	ABC-I, \$90.00 (Katz)	Fisher
KVI, 570, 5 KW, NEWS/TALK	MBS, \$40.00 (MMR)	Golden West

FM STATIONS

KEZX-F, 98.9, 100 KW @ 1070, BTFL MUS (FM-100)	ABC-E, \$30.00 (Buckley)	Park
KING-F, 98.1, 100 KW @ 700, CLASSICAL	, \$25.00 (Blair)	King
KISW-F, 99.9, 100 KW @ 1200, AOR (Burk-Abr)	, \$70.00 (Mc-Guild)	Kaye-Smith
KIXI-F, 95.7, 100 KW @ 1100, SOFT/AC	, \$30.00 (Christal)	
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY	, \$45.00 (Eastman)	Affiliated
KNBQ-F, 97.3, 100 KW @ 370, ROCK	, \$30.00 (MKT 4)	Tacoma Tribune
KPLZ-F, 101.5, 100 KW @ 1200, ROCK	RKO, \$55.00 (MMR)	Golden West
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	, \$71.00 (Torbet)	Bonneville
KYYX-F, 96.5, 81 KW @ 1223, ROCK	ABC-C, \$45.25 (Christal)	O'Day
KZAM-F, 92.5, 100 KW @ 1100, CONTEMP	ABC-F, \$49.50 (Selcom)	Sandusky
KZOK-F, 102.5, 100 KW @ 1165, AOR	, \$60.00 (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
KCPQ	Tacoma	13	IND, Kelly

NEWSPAPERS

Seattle Post-Intelligencer	M	197,123, Hearst
Seattle Times	E	253,984
Everett Herald	E	61,037
Tacoma News Tribune	E	107,860

SHREVEPORT

Market # 109  
 Revenue Rank # 75  
 Income Rank # 58  
 APR 14.0  
 SMSA Pop: 359,000

Revenue : \$6,396,748  
 Income : \$ 690,323  
 % Rev Gain: +13.9  
 Stations: 13/17  
 Diaries: 613/586:1

National Rev: \$1,378,373  
 Nat Rev per Cap: \$3.84  
 Tot Rev per Cap: \$17.81  
 Tot Inc per Cap: \$1.92  
 Profit Margin: 10.8%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOKA 73/17.8	15.9	14.8	1. KWKH 113	1. KEEL 1489/29.2
2. KEEL 53/13.0	14.5	13.0	2. KEEL 86	2. KWKH 1443/22.9
3. KCOZ-F 45/11.0	10.0	12.7	3. KOKA 85	3. KOKA 865/26.4
KCIJ 45/11.0	6.4	8.7	4. KRMD-F 62	4. KRMD-F 854/16.4
5. KWKH 41/10.0	17.3	15.3	5. KCIJ 60	5. KROK-F 807/13.0
6. KMBQ-F 35/ 8.6	7.0	3.8	6. KCOZ-F 47	6. KCOZ-F 707/21.0
KRMD-F 35/ 8.6	12.0	5.1	7. KMBQ-F 43	7. KCIJ 526/14.4
8. KRMD 31/ 7.6	4.5	8.9	KROK-F 43	8. KRMD 432/13.6
9. KROK-F 25/ 6.1	6.1	8.9	9. KRMD 31	9. KMBQ-F 404/11.0
10. KASO 8/ 2.0	1.1	1.8	10. KEPT-F 10	10. KEPT-F 162/ 3.7

12+ FM SHARE (METRO): 35.91% (144 of 401) (0/N 79: NA)  
 12+ FM SHARE (TSA) : 34.38% (205 of 597) (0/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KOKA	1. KOKA	1. KOKA	1. KEEL	1. KCOZ-F	1. KWKH
2. KMBQ-F	2. KEEL	2. KEEL	2. KOKA	2. KRMD-F	2. KEEL
3. KCIJ	3. KMBQ-F	3. KMBQ-F	3. KCOZ-F	3. KWKH	3. KRMD-F+

OTHER RATED STATIONS/METRO SHARE

KEPT-F 96.5 1.0 KJOE 1480 .5 KFLO 1300 1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (1)	60 (2)	113 (3)	28.2
COUNTRY	72 (2)	35 (1)	107 (3)	26.7
BLACK	73 (1)		73 (1)	18.2
RELIGION/GOSPEL	49 (2)	4 (1)	53 (3)	13.2
BTFL MUSIC		45 (1)	45 (1)	11.2
UNKNOWN	10 (2)		10 (2)	2.5
			401 (13)	

RADIO STATIONS

KCIJ, 980, 5 KW (DAYS) , GOSPEL , \$ 7.00 (Savalli)  
 KEEL, 710, 50 KW/5 KW (DA-2), ROCK ABC-I, \$38.50 (Mc-Guild) Multimedia  
 KOKA, 1550, 10 KW/500 W , BLACK ABC-C, \$24.50 (Howard)  
 KRMD, 1340, 1 KW/250 W , COUNTRY , \$18.50 (Katz)  
 KWKH, 1130, 50 KW (DA-N) , COUNTRY ABC-E, \$34.00 (Torbet)  
 KCOZ-F, 100.1, 3 KW @ 300, BTFL MUS (Bonne) , \$18.25 (Howard)  
 KMBQ-F, 93.7, 100 KW @ 350, AOR , \$38.50 (Mc-Guild) Multimedia  
 KRMD-F, 101.1, 100 KW @ 1000, COUNTRY , \$18.50 (Katz)  
 KROK-F, 94.5, 100 KW @ 400, ROCK , \$23.00 (Torbet) Great Empire

TV STATIONS

KSLA Shreveport 12 CBS  
 KTAL Terarkana 6 NBC, Camden News  
 KTBS Shreveport 3 ABC

NEWSPAPERS

Shreveport Journal E 33,988, Gannett  
 Shreveport Times M 87,822, Gannett

SPOKANE

Market # 112  
 Revenue Rank # 93  
 Income Rank # 192  
 APR 15.3  
 SMSA Pop: 326,500

Revenue : \$5,059,398  
 Income : \$ -56,824  
 % Rev Gain: -4.2%  
 Stations: 16/16  
 Diaries: 600/544:1

National Rev: \$1,367,690  
 Nat Rev per Cap: \$ 4.19  
 Tot Rev per Cap: \$15.50  
 Tot Inc per Cap: \$ -1.17  
 Profit Margin: ---

		A/M	O/N	A/M	O/N				
12+ METRO	1/4/SHARE	80	79	79	78	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. KJRB	57/13.2	12.3	15.5	16.4	12.4	1. KJRB	72	1. KHQ-F	1227/24.0
2. KREM-F	43/10.0	9.1	10.9	10.4	8.9	2. KHQ-F	66	2. KJRB	1101/30.4
3. KXLY-F	36/ 8.4	9.6	6.7	7.5	4.6	3. KXLY-F	63	3. KGA	1086/18.8
4. KHQ	34/ 7.9	8.4	8.3	9.2	10.0	4. KHQ	60	4. KHQ	1028/21.6
KEZE-F	34/ 7.9	9.6	14.2	5.0	5.4	5. KGA	58	5. KREM-F	765/20.1
6. KHQ-F	32/ 7.4	10.9	7.5	11.2	9.5	6. KREM-F	53	6. KXLY-F	760/16.8
7. KSPO	29/ 6.7	6.2	4.1	3.5	4.9	7. KEZE-F	38	7. KREM	578/17.4
8. KGA	28/ 6.5	7.7	7.0	9.0	10.5	8. KDRK-F	35	8. KZUN-F	502/12.2
9. KZUN-F	23/ 5.3	3.2	3.4	8.0	7.6	9. KZUN-F	33	9. KXLY	501/12.4
10. KREM	21/ 4.9	3.2	4.7	5.0	7.0	10. KSPO	29	10. KEZE-F	497/15.0

12+ FM SHARE (METRO): 46.46% (184 of 396) (O/N 79: 51.52%)  
 12+ FM SHARE (TSA) : 49.91% (290 of 581) (O/N 79: 52.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KJRB	1. KREM-F	1. KREM-F	1. KHQ	1. KHQ	1. KHQ
2. KHQ-F	2. KJRB	2. KJRB	2. KXLY-F	2. KXLY-F	2. KJRB
3. KREM-F	3. KHQ-F	3. KHQ-F	3. KJRB	3. KEZE-F	3. KGA

OTHER RATED STATIONS/METRO SHARE

KDRK-F	93.7	3.2	KXLY	920	4.2	KICN-F	98.9	.5
KXXR	1440	3.9	KUDY	1280	.5	KZUN	630	Opportunity 1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	78 (2)	77 (3)	155 (5)	39.1
BTFL MUSIC		70 (2)	70 (2)	17.7
MOR/AC	52 (2)		52 (2)	13.1
COUNTRY	28 (1)	14 (1)	42 (2)	10.6
NEWS/TALK	29 (1)		29 (1)	7.3
UNKNOWN	6 (1)	23 (1)	29 (2)	7.3
BIG BAND	17 (1)		17 (1)	4.3
RELIGION	2 (1)		2 (1)	0.5
			396 (16)	

RADIO STATIONS

KGA , 1510, 50 KW (DA-N)	, COUNTRY	ABC-I, \$35.50	(Eastman)
KHQ , 590, 5 KW	, MOR	NBC, \$27.00	(Katz) Spokane Chron
KJRB, 790, 5 KW (DA-N)	, ROCK (Burk-Abr)	, \$27.48	(Mc-Guild) Kaye-Smith
KREM, 970, 5 KW/1 KW (DA-N)	, CONTEMP	, \$28.00	(Blair) King
KSPO, 1230, 1 KW/250 W	, NEWS	MBS, \$10.75	(Masla)
KXLY, 920, 5 KW	, MOR	CBS, \$11.40	(PRO)
KDRK-F, 93.7, 56 KW @ 2380,	COUNTRY (TM)	RKO, \$31.07	(Eastman)
KEZE-F, 105.7, 41 KW @ 580,	BTFL MUS	, \$19.75	(Mc-Guild) Kaye-Smith
KHQ-F , 98.1, 94 KW @ 2030,	ROCK (TM)	, \$25.00	(Katz) Spokane Chron
KREM-F, 92.9, 81 KW @ 2100,	AOR	, \$28.00	(Blair) King
KXLY-F, 99.9, 25 KW @ 4000,	BTFL MUS (Bonne)	, \$14.00	(PRO)
KZUN-F, 96.1, 56 KW @ 2380,	???	ABC-C, \$24.00	(HR/Stone)

TV STATIONS					
KHQ Spokane	6	NBC, Spokane Chron	KREM Spokane	2	CBS, King
KXLY Spokane	4	ABC, Morgan Murphy			

NEWSPAPERS			
Spokane Chronicle	E	61,580	
Spokane Spokesman-Review	M	76,648	

SPRINGFIELD, MASS

Market # 71  
 Revenue Rank # 83  
 Income Rank # 140  
 APR 17.5  
 SMSA Pop: 533,400

Revenue : \$5,536,501  
 Income : \$ 135,102  
 % Rev Gain: +8.3  
 Stations: 27/13  
 Diaries: 608/877:1

National Rev: \$1,378,887  
 Nat Rev per Cap: \$2.59  
 Tot Rev per Cap: \$10.38  
 Tot Inc per Cap: \$.25  
 Profit Margin: 2.4%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHYN-F 122/14.0	13.8	16.5	1. WHYN-F 130	1. WHYN 1717/33.2
2. WHYN 100/11.5	10.9	12.6	2. WHYN 101	2. WHYN-F 1499/26.9
3. WMAS-F 92/10.6	7.5	2.6	3. WMAS-F 99	3. WAQY-F 1488/23.0
4. WMAS 81/ 9.3	9.9	6.6	4. WMAS 81	4. WMAS-F 1265/23.2
5. WCCC-F 66/ 7.6	8.1	5.9	5. WAQY-F 79	5. WTIC 1075/11.6
6. WAQY-F 59/ 6.8	8.0	7.3	6. WCCC-F 76	6. WMAS 984/19.3
7. WTIC 37/ 4.3	3.4	6.0	7. WTIC 70	7. WCCC-F 881/14.1
8. WIXY 31/ 3.6	1.5	3.1	8. WRCH-F 46	8. WAAF-F 630/ 9.1
9. WREB 29/ 3.3	2.5	4.0	9. WAAF-F 33	9. WRCH-F 612/ 8.0
10. WRCH-F 27/ 3.1	4.4	2.6	10. WIXY 31	10. WSPR 543/10.5

12+ FM SHARE (METRO): 58.32% (473 of 811) (O/N 79: NA)  
 12+ FM SHARE (TSA) : 60.76% (604 of 994) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAQY-F	1. WHYN	1. WHYN	1. WHYN	1. WHYN-F	1. WHYN
2. WCCC-F	2. WMAS-F	2. WMAS-F	2. WHYN-F	2. WMAS	2. WHYN-F
3. WHYN	3. WCCC-F	3. WCCC-F	3. WMAS-F	3. WMAS-F	3. WTIC
4. WAAF-F	4. WAQY-F	4. WHYN-F	4. WIXY	4. WHYN	4. WMAS-F

OTHER RATED STATIONS/METRO SHARE

WACE 730	Chicopee 1.5	WHCN-F 105.9	Hartford 1.8
WARE 1250	Ware .9	WIOF-F 104.1	Waterbury .7
WHMP 1400	Northampton 1.8	WKCI-F 101.3	Hamden .6
WHMP-F 99.3	Northampton 1.4	WKSS-F 95.7	Hartford 1.3
WLDM 1570	Westfield .3	WSPR 1270	Springfield 2.9
WTTT 1430	Amherst .6	WSRS-F 96.1	Worcester .5
WAAF-F 107.3	Worcester 2.8	WTIC-F 96.5	Hartford 1.0
WDRC-F 102.9	Hartford .9	WWYZ-F 92.5	Waterbury 1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	100 (1)	217 (11)	317 (12)	38.6
MOR/AC	89 (5)	92 (1)	181 (6)	22.0
BTFL MUSIC		164 (4)	164 (4)	20.0
BIG BAND/NOSTALGIA	81 (1)		81 (1)	9.9
NEWS/TALK	42 (2)		42 (2)	5.1
COUNTRY	31 (1)		31 (1)	3.8
UNKNOWN	5 (1)		5 (1)	0.6
			821 (27)	

RADIO STATIONS

WHYN, 560, 5 KW/1 KW (DA-2), CONTEMP	, \$50.25 (Blair)	Affiliated
WIXY, 1600, 5 KW/2.5 KW, COUNTRY (TM)	ABC-I, \$34.00 (Mc-Guild)	Wilks-Schwartz
WMAS, 1450, 1 KW/250 W, BIG BAND/NOSTALGIA (A1 Ham),	\$25.00 (Torbet)	
WREB, 930, 500 W (DAYS), TALK	MBS, \$ 7.20 (Devney)	
WSPR, 1270, 5 KW/1 KW (DA-1), MOR	ABC-E, \$17.00 (PRO)	
WAQY-F, 102.1, 27 KW @ 650, ROCK	ABC-C, \$34.00 (Mc-Guild)	Wilks-Schwartz
WHYN-F, 93.1, 9 KW @ 970, BTFL MUSIC	, \$50.25 (Blair)	Affiliated
WMAS-F, 94.7, 50 KW @ 360, SOFT/CONTEMP	, \$25.00 (Torbet)	

WAAF-F - See Worcester

Other Stations - See Hartford

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION



STOCKTON

Market # 116  
 Revenue Rank # 155  
 Income Rank # 70  
 APR 14.1  
 SMSA Pop: 316,300

Revenue : \$2,712,876  
 Income : \$ 567,061  
 % Rev Gain: +41.8  
 Stations: 24/8  
 Diaries: 616/513:1

National Rev: \$549,819  
 Nat Rev per Cap: \$1.74  
 Tot Rev per Cap: \$8.58  
 Tot Inc per Cap: \$1.79  
 Profit Margin: 20.9%

12+ METRO 1/4/SHARE	A/M 80	A/M 79
1. KJAX-F 41/10.7	9.6	12.3
2. KRAK 38/ 9.9	13.6	10.4
3. KJOY 33/ 8.6	6.6	7.8
4. KHOP-F 31/ 8.1	8.2	4.5
5. KNBR 27/ 7.0	7.2	5.6
6. KSTN-F 23/ 6.0	3.2	2.8
7. KCBS 21/ 5.5	5.9	8.1
8. KWG 13/ 3.4	1.9	2.5
9. KGO 12/ 3.1	3.7	1.7
10. KSTN 11/ 2.9	5.3	5.3

12+ CUME/CUME RATING
1. KJOY 689/25.3
2. KRAK 527/19.4
3. KJAX-F 430/15.8
4. KHOP-F 423/15.6
5. KCBS 367/13.5
6. KSTN 344/12.7
7. KNBR 342/12.6
8. KFRC 276/10.2
9. KWG 248/ 9.1
10. KWIN-F 195/ 7.2

NOTE: THE STOCKTON  
 TSA AND MSA ARE THE  
 SAME.

12+ FM SHARE (MSA/TSA): 47.37% (153 of 323) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHOP-F	1. KHOP-F	1. KRAK	1. KRAK	1. KJAX-F	1. KRAK
2. KJOY	2. KJOY	2. KJOY	2. KNBR	2. KRAK	2. KJOY
3. KSTN-F	3. KRAK	3. KNBR	3. KJAX-F	3. KNBR	3. KNBR

OTHER RATED STATIONS/METRO SHARE

KFMR-F 100.1		1.3	KFBK 1530	Sacramento	1.3
KQKK-F 96.7	Manteca	1.0	KSFM-F 102.5	Sacramento	.5
KSRT-F 100.9	Tracy	1.0	KWOD-F 106.5	Sacramento	.5
KWIN-F 97.7	Lodi	2.6	KZAP-F 98.5	Sacramento	2.6
KBEE-F 103.3	Modesto	1.3	KFRC 610	San Francisco	2.1
KCTC-F 96.1	Sacramento	.8	KSOL-F 107.7	San Francisco	.5
KEWT-F 105.1	Sacramento	2.9	KSFO 560	San Francisco	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	52 (3)	64 (7)	116 (10)	35.9
BTFL MUSIC		60 (4)	60 (4)	18.6
MOR/AC	42 (3)	4 (1)	46 (4)	14.2
COUNTRY	38 (1)		38 (1)	11.8
NEWS/TALK	38 (3)		38 (3)	11.8
SPANISH		23 (1)	23 (1)	7.1
BLACK		2 (1)	2 (1)	0.6
			323 (24)	

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N), ROCK, \$37.75 (Mc-Guild)
KSTN, 1420, 5 KW/1 KW (DA-2), CONTEMP, ABC-C, \$16.50 (Howard)
KWG, 1230, 1 KW/250 W, MOR, MBS, \$11.50 (PRO)
KJAX-F, 99.3, 3 KW @ 331, BTFL MUS (TM), \$37.75 (Mc-Guild)
KSTN-F, 107.3, 8 KW @ 1610, SPANISH/ETHNIC, \$ 7.00 (-----)
KWIN-F, 97.7, 3 KW @ 300, OLDIES, \$22.00 (HR/Stone)
KHOP-F, 104.1, 50 KW @ 499, ROCK, \$10.50 (Torbet) (MODESTO)

Other Stations - See Sacramento and San Francisco

FOR ADI, TV AND NEWSPAPER SEE SACRAMENTO

SYRACUSE

Market # 59  
 Revenue Rank # 67  
 Income Rank # 222  
 APR 16.6  
 SMSA Pop: 652,600

Revenue : \$7,018,153  
 Income : \$ -213,650  
 % Rev Gain: +8.0  
 Stations: 21/20  
 Diaries: 697/936:1

National Rev: \$1,565,324  
 Nat Rev per Cap: \$2.40  
 Tot Rev per Cap: \$10.75  
 Tot Inc per Cap: \$-.33  
 Profit Margin: ---

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WSYR	129/14.7	15.5	18.0	14.1	16.4	1. WSYR 138	1. WHEN 2329/29.7	
2. WHEN	99/11.3	10.3	7.7	13.8	10.6	2. WHEN 128	2. WSYR 1911/33.4	
3. WSYR-F	84/ 9.6	8.7	3.3	4.0	3.4	3. WSYR-F 107	3. WSYR-F 1620/23.3	
4. WSEN-F+	81/ 9.3	6.4	5.6	6.1	6.9	4. WSEN-F 99	4. WSEN-F+ 1021/15.4	
5. WEZG-F	54/ 6.2	5.5	6.1	6.5	6.5	5. WNTQ-F 68	5. WAQX-F 975/17.3	
6. WAQX-F	50/ 5.7	5.4	6.8	5.2	3.0	6. WEZG-F 59	6. WNDR 941/16.2	
7. WNTQ-F	47/ 5.4	6.7	6.8	7.4	8.4	7. WKFM-F 52	7. WNTQ-F 879/11.5	
8. WNDR	45/ 5.1	5.0	7.1	5.2	6.5	8. WAQX-F 50	8. WFBL 859/13.4	
WOLF	45/ 5.1	4.1	6.2	4.8	6.2	9. WOLF 49	9. WOLF 844/14.7	
10. WKFM-F	41/ 4.7	4.8	4.8	5.4	6.7	10. WNDR 45	10. WKFM-F 824/10.8	

12+ FM SHARE (METRO): 50.50% (403 of 798) (O/N 79: 41.11%)  
 12+ FM SHARE (TSA) : 52.47% (500 of 953) (O/N 79: 46.72%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSYR-F	1. WSYR-F	1. WHEN	1. WHEN	1. WSYR	1. WSYR
2. WOLF	2. WHEN	2. WSYR-F	2. WSYR	2. WSEN-F+	2. WHEN
WAQX-F	3. WAQX-F	3. WHEN-F+	3. WHEN-F+	3. WHEN	3. WSYR-F
4. WHEN	4. WKFM-F	4. WSYR	4. WNDR	4. WNTQ-F	4. WSEN-F+

OTHER RATED STATIONS/METRO SHARE

WFBL 1390		2.3	WSOQ 1220	.5
WMCR 1600	Oneida	.9	WIBQ-F 98.7	Utica .9
WMHR-F 106.3		2.3	WKGW-F 104.3	Utica 2.3
WONO-F 107.9		1.6	WOUR-F 96.9	Utica 1.9
WSCP 1070	Sandy Creek	1.4		

FORMATS

	AM	FM	TOTAL	%
MOR/AC	281 (4)		281 (4)	35.2
ROCK/AOR/CONTEMP	65 (2)	212 (5)	277 (7)	34.7
BTFL MUSIC	4 (1)	123 (4)	127 (5)	15.9
COUNTRY	45 (2)	48 (1)	93 (3)	11.7
RELIGION		20 (1)	20 (1)	2.5
			798 (20)	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N)	, BB/NOST (Al Ham)	, \$29.50	(Howard)	McMillan Oil
WHEN, 620, 5 KW/1 KW (DA-N), AC		ABC-E, \$50.38	(Eastman)	Park
WNDR, 1260, 5 KW (DA-N)	, OLDIES/AC	, \$52.75	(Mc-Guild)	Mc-Guild
WOLF, 1490, 1 KW/250 W	, ROCK	MBS, \$30.00	(Katz)	Wood River
WSYR, 570, 5 KW (DA-2)	, MOR	NBC, \$60.00	(MMR)	Newhouse
WAQX-F, 95.3,	3 KW @ 300, AOR	ABC-F, \$34.00	(Masla)	
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)	Mc-Guild
WSEN-F+, 92.1,	3 KW @ 300, COUNTRY	ABC-I, \$20.25	(Buckley)	Buckley
WEZG-F, 100.9,	3 KW @ 165, BTFL MUS (Schulke)	, \$21.60	(Christal)	
WSYR-F, 94.5,	100 KW @ 650, AOR (Burk-Abr)	, \$30.00	(MMR)	Newhouse

TV STATIONS

WIXT Syracuse	9	ABC, NY Coke	WTVH Syracuse	5	CBS, Meredith
WSTM Syracuse	3	NBC, Newhouse			

NEWSPAPERS

Syracuse Herald Journal	E	113,678, Newhouse
Syracuse Post Standard	M	82,121, Newhouse

TAMPA-ST. PETE

Market # 24; ADI # 18  
 Revenue Rank # 30  
 Income Rank # 67  
 APR 17.6  
 SMSA Pop: 1,439,500

Revenue : \$15,618,927  
 Income : \$ 606,900  
 % Rev Change: +12.8  
 Stations: 26/27  
 Diaries: 1329/1083:1

National Rev: \$4,402,038  
 Nat Rev per Cap: \$3.06  
 Tot Rev per Cap: \$10.85  
 Tot Inc per Cap: \$.39  
 Profit Margin: 3.6%

12+ METRO	1/4/SHARE	A/M 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWBA-F	244/10.6	10.8	13.9	12.6	1. WWBA-F 288	1. WSUN 3521/17.0
2. WQYK-F	222/ 9.7	6.2	7.8	6.0	2. WQYK-F 269	2. WWBA-F 3047/19.2
3. WJYW-F	168/ 7.3	7.4	6.8	7.3	3. WSUN 218	3. WYNF-F 2668/11.4
4. WSUN	149/ 6.5	6.8	5.9	6.0	4. WFLA-F 213	4. WRBQ-F 2598/15.7
5. WFLA-F	137/ 6.0	6.2	7.1	7.3	5. WJYW-F 200	5. WQYK-F 2531/15.2
6. WCKX-F	136/ 5.9	5.8	---	3.7	6. WYNF-F 185	6. WJYW-F 2467/15.3
7. WFLA	130/ 5.7	5.4	4.6	4.2	7. WRBQ-F 165	7. WFLA-F 2425/12.1
8. WRBQ-F	127/ 5.5	6.5	6.4	7.6	8. WQXM-F 162	8. WFLA 2405/15.2
9. WQXM-F	105/ 4.6	6.8	6.9	8.4	9. WCKX-F 148	9. WQXM-F 2176/12.4
10. WWBA	97/ 4.2	4.3	5.9	3.7	10. WFLA 146	10. WDAE 2112/15.5
11. WDAE	93/ 4.1	3.7	3.7	5.1	11. WWBA 104	11. WLCY 1986/11.0
12. WYNF-F	90/ 3.9	2.4	3.0	3.5	12. WDAE 95	12. WCKX-F 1754/12.6
13. WLCY	63/ 2.7	3.1	3.1	3.6	13. WLCY 86	13. WWBA 1462/ 9.2
14. WPLP	62/ 2.7	3.5	2.1	2.4	14. WDUV-F 76	14. WSRZ-F 1006/ 5.3
15. WTMP	48/ 2.1	2.3	2.1	3.7	15. WPLP 73	15. WDUV-F 989/ 2.2

12+ FM SHARE (METRO): 62.78% (1319 of 2101) (O/N 79: 63.89%)  
 12+ FM SHARE (TSA) : 65.76% (1790 of 2722) (O/N 79: 65.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRBQ-F	1. WCKX-F	1. WQYK-F	1. WQYK-F	1. WQYK-F	1. WSUN
2. WQXM-F	2. WQYK-F	2. WCKX-F	2. WFLA	2. WWBA-F	2. WQYK-F
3. WYNF-F	3. WQXM-F	3. WRBQ-F	3. WCKX-F	3. WSUN	3. WWBA-F
4. WCKX-F	4. WRBQ-F	4. WQXM-F	4. WWBA-F	4. WJYW-F	4. WFLA
5. WQYK-F	5. WSRZ-F	5. WFLA	5. WSUN	5. WFLA	5. WFLA-F
				WFLA-F	

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	133 (2)	577 (5)	710 (7)	33.8
ROCK/AOR/CONTEMP	63 (1)	520 (6)	583 (7)	27.7
COUNTRY	160 (2)	222 (1)	382 (3)	18.2
MOR/AC	233 (3)		233 (3)	11.1
BLACK/URBAN	65 (2)		65 (2)	3.1
NEWS/TALK	62 (1)		62 (1)	3.0
BIG BAND	41 (1)		41 (1)	2.0
RELIGION	8 (1)		8 (1)	0.4
SPANISH	17 (1)		17 (1)	0.8
			<u>2101 (26)</u>	

TAMPA-ST. PETE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WWBA-F	1. WSUN	1. WQYK-F	WAZE	860	Clearwater .4
2. WQYK-F	2. WWBA-F	2. WWBA-F	WGUL	1500	New Port Rich 1.8
3. WSUN	3. WYNF-F	3. WCKX-F	WHBS-F	106.5	Holiday .6
4. WFLA-F	4. WRBQ-F	4. WJYW-F	WPLA	910	Plant City .5
5. WJYW-F	5. WQYK-F	5. WRBQ-F	WPSO-F	105.5	New Port Rich .3
6. WYNF-F	6. WJYW-F	6. WSUN	WRXB	1590	.7
7. WQXM-F	7. WFLA-F	7. WFLA	WTAN	1340	Clearwater 1.6
8. WRBQ-F	8. WFLA	8. WFLA-F	WTIS	1110	.3
9. WCKX-F	9. WQXM-F	9. WQXM-F	WYOU	1550	.7
10. WFLA	10. WDAE	10. WLCY	WDUV-F	103.3	Bradenton .7
11. WWBA	11. WLCY		WSRZ-F	102.5	Sarasota 2.4
12. WDAE	12. WCKX-F				
13. WLCY	13. WWBA				
14. WAMR-F	14. WSRZ-F				
15. WPLP	15. WDUV-F				

ADI FM SHARE: 64.30% (1891 of 2941) (O/N 79: 66.33%)

AM STATIONS

WDAE, 1250, 5 KW (DA-1)	, AC/MOR	ABC-I, \$40.00	(Katz)	Taft
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$57.19	(Blair)	Media General
WLCY, 1380, 5 KW (DA-N)	, CONTEMP	ABC-C, \$45.00	(Eastman)	Southern/HH
WPLP, 570, 500 W (DA-2)	, NEWS/TALK	MBS, \$30.00	(RKO)	
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, \$64.80	(Mc-Guild)	Plough
WTMP, 1150, 5 KW (DAYS,DA)	, BLACK	SBN, \$33.67	(Howard)	
WWBA, 1680, 1.1 KW (DAYS)	, BTFL MUSIC	CBS, \$40.00	(MMR)	

FM STATIONS

WCKX-F, 95.7, 100 KW @ 507, ROCK		, \$50.00	(Selcom)	Metroplex
WFLA-F, 93.3, 100 KW @ 925, BTFL MUS		, \$57.19	(Blair)	Media General
WJYW-F, 100.7, 100 KW @ 503, BTFL MUS (Bonne)		, \$52.50	(Selcom)	Gannett
WQXM-F, 97.9, 100 KW @ 639, AOR (Burk-Abr)		Source, \$64.80	(Mc-Guild)	Plough
WQYK-F, 99.5, 100 KW @ 550, COUNTRY		, \$53.75	(Torbet)	Lake Huron
WRBQ-F, 104.7, 100 KW @ 555, ROCK		RKO, \$94.50	(Eastman)	Southern/HH
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS		, \$80.00	(MMR)	
WYNF-F, 94.9, 100 KW @ 1460, CONTEMP		ABC-F, \$40.00	(Katz)	Taft
WDUV-F, 103.3, 100 KW @ 500, BTFL MUS		ABC-I, \$38.00	(Masla)	(SARASOTA)
WSRZ-F, 102.5, 100 KW @ 570, AOR		MBS, \$42.75	(Christal)	Cosmos
WAMR-F, 92.1, 3 KW @ 315, COUNTRY (FM-100)		, \$ 9.00	(-----)	(SARASOTA)
				(VENICE)

TV STATIONS

WFLA	Tampa	8	NBC, Media General
WTOG	Tampa	44	IND, Hubbard
WTSP	Largo	10	ABC, Rahall/Gulf
WTVT	Tampa	13	CBS, Gaylord
WXLT	Sarasota	40	ABC

NEWSPAPERS

St. Petersburg Times	(M-208,079)	Independent	(E-39,752)
Sarasota Herald-Tribune	(M-73,952)	Journal	(E-7,694)
Tampa Tribune	(M-39,622)	Times	(E-24,120)
Clearwater Sun			Media General

TOLEDO

Market # 54  
 Revenue Rank # 52  
 Income Rank # 55  
 APR 16.4  
 SMSA Pop: 781,700

Revenue : \$8,893,299  
 Income : \$ 715,762  
 % Rev Gain: -1.6%  
 Stations: 22/15  
 Diaries: 735/1064:1

National Rev: \$1,711,527  
 Nat Rev per Cap: \$2.19  
 Tot Rev per Cap: \$11.38  
 Tot Inc per Cap: \$.92  
 Profit Margin: 8.0%

12+ METRO 1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	79	79	78		
1. WLQR-F 168/16.0	10.8	15.4	15.0	16.5	1. WIOT-F 225	1. WIOT-F 2402/27.2
2. WIOT-F 157/14.9	15.1	19.7	16.6	9.8	2. WLQR-F 187	2. WSPD 2061/29.6
3. WSPD 119/11.3	9.8	10.3	11.2	12.1	3. WSPD 125	3. WLQR-F 1886/25.1
4. WOHO 91/ 8.7	7.6	4.4	7.8	7.9	4. WMHE-F 105	4. WMHE-F 1699/20.2
5. WMHE-F 90/ 8.6	8.6	7.4	3.4	3.1	5. WOHO 92	5. WJR 1607/17.1
6. WTOD 73/ 6.9	9.2	9.0	5.9	8.5	6. WJR 88	6. WOHO 1458/22.2
7. WJR 60/ 5.7	5.9	5.6	6.7	8.2	7. WTOD 83	7. CKLW 1370/12.9
8. WXEZ-F 37/ 3.5	7.1	4.3	4.2	6.7	8. CKLW 63	8. WXEZ-F 1062/15.0
9. CKLW 33/ 3.1	2.3	2.4	4.6	3.9	9. WXEZ-F 44	9. WTOD 923/12.4
10. WCWA 23/ 2.2	1.3	4.3	3.7	4.1	10. WCWA 23	10. WCWA 677/10.0

12+ FM SHARE (METRO): 54.81% (518 of 945) (O/N 79: 56.78%)  
 12+ FM SHARE (TSA) : 54.48% (638 of 1171) (O/N 79: 55.98%)

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. WMHE-F	2. WSPD	2. WIOT-F
	3. WOHO	3. WMHE-F	3. WOHO	3. WTOD	3. WOHO+
	4. WLQR-F	4. WOHO	4. WSPD	4. WOHO	4. WLQR-F
	5. CKLW	5. CKLW	5. WIOT-F	5. WJR	5. WJR

OTHER RATED STATIONS/METRO SHARE

WHND 560	Monroe	.5	WFOB+ 1430	Fostoria	.6
WKLR-F 99.9		1.9	WFRO 900	Fremont	1.4
WOSE-F 94.5	Port Clinton	.4	WLLZ-F 98.7	Detroit	1.0
WVMO-F 98.3	Monroe	1.0	WRIF-F 101.1	Detroit	1.0
WCXI 1130	Detroit	1.2	WWWW-F 106.7	Detroit	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	38 (2)	310 (6)	348 (8)	36.8
MOR/AC	303 (6)	10 (1)	313 (7)	33.1
BTFL MUSIC		174 (2)	174 (2)	18.4
COUNTRY	86 (2)		86 (2)	9.1
BLACK		20 (1)	20 (1)	2.1
UNKNOWN		4 (1)	4 (1)	0.4
			945 (21)	

RADIO STATIONS

WCWA, 1230, 1 KW/250 W	, OLDIES/AC	RKO, \$67.50	(Mc-Guild)	Reams
WOHO, 1470, 1 KW (DA-2)	, AC/CONT	ABC-C, \$38.43	(Blair)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$38.25	(Katz)	WOOD Inc
WTOD, 1560, 5 KW (DAYS,DA)	, COUNTRY	ABC-E, \$29.70	(Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655,	AOR (Burk-Abr)	, \$67.50	(Mc-Guild)	Reams
WKLR-F, 99.9, 9 KW @ 160,	BLACK (Drake-Chen)	SBN, \$22.28	(Masla)	Booth
WLQR-F, 101.5, 16 KW @ 810,	BTFL MUS	, \$65.00	(Torbet)	Susquehanna
WMHE-F, 92.5, 50 KW @ 480,	CONTEMP	ABC-F, \$30.00	(Christal)	
WXEZ-F, 105.5, 3 KW @ 350,	ROCK	, \$38.43	(Blair)	

TV STATIONS

WDHO Toledo 24	ABC	WTVG Toledo 13	NBC, Storer
		WTOL Toledo 11	CBS, Cosmos

NEWSPAPER

Toledo Blade E 167,590

TUCSON

Market # 83  
 Revenue Rank # 71  
 Income Rank # 100  
 APR 15.6  
 SMSA Pop: 475,600

Revenue : \$6,616,597  
 Income : \$ 290,013  
 % Rev Gain: +30.1  
 Stations: 17/15  
 Diaries: 530/897:1

National Rev: \$2,576,780  
 Nat Rev per Cap: \$5.42  
 Tot Rev per Cap: \$13.91  
 Tot Inc per Cap: \$.61  
 Profit Margin: 4.4%

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KCUB 74/11.7	13.6	9.5	7.2	12.3	1. KJYK-F 80	1. KCUB	902/22.1
KJYK-F 74/11.7	8.3	9.1	6.2	7.6	2. KCUB 74	2. KCEE	836/18.6
3. KCEE 58/ 9.2	2.3	5.4	4.5	5.2	3. KCEE 64	3. KTKT	828/17.3
4. KWFM-F 54/ 8.5	9.4	9.0	12.1	4.1	4. KWFM-F 57	4. KJYK-F	810/18.2
5. KRQQ-F 44/ 7.0	8.2	5.7	8.1	12.7	5. KTKT 52	5. KRQQ-F	792/17.0
KHYT 44/ 7.0	6.0	5.1	8.1	.6	6. KRQQ-F 47	6. KTUC	649/15.0
7. KTKT 41/ 6.5	7.6	8.8	10.6	9.6	7. KHYT 44	7. KWFM-F	615/13.0
8. KAIR 40/ 6.3	6.5	9.8	6.2	6.3	8. KAIR 40	8. KTKT-F	583/12.8
9. KTUC 33/ 5.2	4.5	4.1	5.6	4.2	9. KTKT-F 34	9. KAIR	551/13.4
10. KTKT-F 32/ 5.1	5.5	6.3	5.7	5.0	10. KTUC 33	10. KMGX	443/10.9

12+ FM SHARE (METRO): 35.75% (207 of 579) (O/N 79: 33.46%)  
 12+ FM SHARE (TSA) : 37.08% (241 of 650) (O/N 79: 34.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KHYT	1. KWFM-F	1. KWFM-F	1. KCEE	1. KJYK-F	1. KCUB
2. KRQQ-F	2. KCEE	2. KCEE	2. KCUB	2. KCUB	2. KCEE
3. KTKT-F	3. KTKT	3. KCUB	3. KJYK-F	3. KAIR	3. KJYK-F
4. KTKT	4. KRQQ-F	4. KTKT	4. KWFM-F	4. KCEE	4. KTKT

OTHER RATED STATIONS/METRO SHARE

KEVT 690	3.0	KXEW 1600	3.5	KFLT 1450	1.9
KIKX 580	1.9	KMGX 940	2.2	KTAR 620	Phoenix .5
				KOPA-F 100.7	Phoenix .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	143 (3)	133 (4)	276 (7)	47.7
BTFL MUSIC	40 (1)	74 (1)	114 (2)	19.7
COUNTRY	86 (2)		86 (2)	14.9
SPANISH	41 (2)		41 (2)	7.1
NEWS/TALK	36 (2)		36 (2)	6.2
MOR/AC	14 (1)		14 (1)	2.4
RELIGION	12 (1)		12 (1)	2.1
			579 (17)	

RADIO STATIONS

KAIR, 1490, 1 KW/250 W	, BTFL MUS (Bonne)	, \$32.80	(Blair)
KCEE, 790, 5 KW/500 W (DA-2),	CONTEMP/OLDIES	MBS, \$20.50	(Christal) Behan
KCUB, 1290, 1 KW	, COUNTRY	, \$25.63	(Eastman) Rex
KHYT, 1330, 500 W/5 KW (DA-N),	CONTEMP	RKO, \$27.25	(RKO)
KMGX, 940, 1 KW/250 W	, AC/CONTEMP	ABC-I, \$22.28	(Mc-Guild) Western Cit
KTKT, 990, 10 KW/1 KW (DA-N),	ROCK (Burk-Abr)	Source, \$21.00	(Lotus) Lotus
KTUC, 1400, 1 KW/250 W	, NEWS	MBS,CBS, \$12.00	(Howard) 2588 Newport
KJYK-F, 94.9, 50 KW @ 500,	BTFL MUS (Schulke)	, \$32.80	(Blair)
KRQQ-F, 93.7, 26 KW @ 150,	ROCK	, \$26.33	(Mc-Guild) Western Cit
KTKT-F, 96.1, 26 KW @ 77,	AOR (Burk-Abr)	, \$17.00	(Lotus) Lotus
KWFM-F, 92.9, 47 KW @ 86,	AOR	ABC-F, \$24.00	(Masla) Korngold*

\*Sale to Sandusky Newspaper is pending

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	74,284	Tucson Citizen E	67,337, Gannett

TULSA

Market # 62  
 Revenue Rank # 50  
 Income Rank # 80  
 APR 14.3  
 SMSA Pop: 640,900

Revenue : \$9,055,822  
 Income : \$ 525,546  
 % Rev Gain: +13.5  
 Stations: 14/19  
 Diaries: 545/1176:1

National Rev: \$1,564,796  
 Nat Rev per Cap: \$2.44  
 Tot Rev per Cap: \$14.13  
 Tot Inc per Cap: \$.82  
 Profit Margin: 5.8%

	A/M	O/N	A/M	O/N					
12+ METRO 1/4/SHARE	80	79	79	78	12+ TSA 1/4		12+ TSA CUME/MSA	CUME RAT	
1. KRMG	157/20.3	16.7	20.0	18.3	19.4	1. KVOO	271	1. KVOO	3229/31.2
2. KVOO	142/18.4	19.7	16.9	16.0	17.3	2. KRMG	210	2. KRMG	2533/35.3
3. KMOD-F	103/13.3	12.1	10.1	4.7	8.2	3. KMOD-F	119	3. KBEZ-F	1541/21.4
4. KBEZ-F	78/10.1	11.4	10.1	12.8	13.2	4. KBEZ-F	99	4. KRAV-F	1422/21.6
5. KRAV-F	57/ 7.4	11.5	9.8	10.1	9.8	5. KRAV-F	73	5. KWEN-F	1128/15.6
6. KWEN-F	45/ 5.8	5.7	7.1	9.1	5.7	6. KWEN-F	59	6. KMOD-F	1103/15.6
7. KTFX-F	36/ 4.7	3.2	4.5	3.7	4.1	7. KTFX-F	43	7. KELI	1056/14.3
8. KELI	26/ 3.4	5.3	4.9	6.8	5.0	8. KELI	33	8. KTFX-F	609/ 7.8
9. KCFO-F	19/ 2.5	2.9	1.7	1.4	.6	9. KCFO-F	22	9. KCFO-F	482/ 6.4
10. KMOD	13/ 1.7	1.9	1.8	1.0	1.4	10. KAKC	15	10. KMOD	360/ 6.2

12+ FM SHARE (METRO): 49.86% (351 of 704) (O/N 79: 50.07%)  
 12+ FM SHARE (TSA) : 43.90% (428 of 975) (O/N 79: 46.83%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KMOD-F	1. KMOD-F	1. KVOO	1. KRMG	1. KVOO	1. KVOO
2. KWEN-F	2. KRMG	2. KRMG	2. KVOO	2. KRMG	2. KRMG
	3. KRAV-F	3. KMOD-F	3. KBEZ-F	3. KBEZ-F	3. KMOD-F+
	4. KVOO	4. KRAV-F	4. KRAV-F		4. KRAV-F

OTHER RATED STATIONS/METRO SHARE

KAKC	970	1.4	KMYO-F	92.1	Broken Arrow	1.3
KFMJ	1050	.5	KXOJ-F	1550	Sapulpa	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	39 (2)	205 (3)	244 (5)	34.7
COUNTRY	142 (1)	46 (2)	188 (3)	26.7
MOR/AC	168 (2)	3 (1)	171 (3)	24.3
BTFL MUSIC		78 (1)	78 (1)	11.1
RELIGION	4 (1)	19 (1)	23 (2)	3.3
			704 (14)	

RADIO STATIONS

KAKC, 970, 1 KW (DA-2), AC	ABC-C, \$30.00 (Katz)	Mark/way
KELI, 1430, 5 KW (DA-N), CONTEMP	ABC-I, \$25.00 (Buckley)	
KMOD, 1300, 5 KW/1 KW (DA-2), CONTEMP	MBS, \$20.50 (Eastman)	Clear Channel
KRMG, 740, 50 KW/25 KW (DA-2), MOR	, \$38.50 (Christal)	Swanson
KVOO, 1170, 50 KW (DA-N), COUNTRY	, \$36.50 (Blair)	
KBEZ-F, 92.9, 100 KW @ 680, BTFL MUS (Bonne)	, \$34.00 (Katz)	Mid America
KCFO-F, 98.5, 100 KW @ 660, RELIGION	, \$ 7.00 (-----)	
KMOD-F, 97.5, 50 KW @ 435, AOR	, \$40.00 (Eastman)	Clear Channel
KRAV-F, 96.5, 100 KW @ 380, ROCK	RKO, \$31.00 (Selcom)	
KTFX-F, 103.3, 100 KW @ 240, COUNTRY (Century 21)	ABC-F, \$26.75 (-----)	
KWEN-F, 95.5, 100 KW @ 339, ROCK	, \$21.75 (Torbet)	Ron Curtis

TV STATIONS

KOTV	Tulsa	6	CBS, Corinthian	KJRH	Tulsa	2	NBC, Scripps-Howard
KTUL	Tulsa	8	ABC, Leake	KOKI	Tulsa	23	IND

NEWSPAPERS

The Tulsa World	M	122,385
The Tulsa Tribune	E	76,314

WASHINGTON

Market # 8; ADI # 8  
 Revenue Rank # 5  
 Income Rank # 7  
 APR 15.5  
 SMSA Pop: 3,050,800

Revenue : \$51,282,629  
 Income : \$ 7,179,558  
 % Rev Change: +12.5%  
 Stations: 30/39  
 Diaries: 1719/1775:1

National Rev: \$14,894,532  
 Nat Rev per Cap: \$4.88  
 Tot Rev per Cap: \$16.81  
 Tot Inc per Cap: \$2.35  
 Profit Margin: 14.0%

12+ METRO 1/4/SHARE	A/M 80	J/F 80	O/N 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMAL 426/10.9	10.3	10.9	11.8	1. WMAL 464	1. WRQX-F 6651/21.0
2. WGAY-F 319/ 8.2	5.6	5.6	6.4	2. WPGC-F+ 408	2. WMAL 6498/22.9
3. WPGC-F+ 304/ 7.7	8.4	6.6	7.7	3. WRQX-F 360	3. WPGC-F+ 6453/19.7
4. WRQX-F 282/ 7.2	7.9	6.7	4.9	4. WGAY-F 346	4. WGAY-F 4979/17.0
5. WKYS-F 274/ 7.0	6.2	5.9	3.1	5. WKYS-F 304	5. WASH-F 4344/14.9
6. WASH-F 241/ 6.2	4.9	5.6	6.5	6. WASH-F 266	6. WKYS-F 4331/15.2
7. WRC 225/ 5.8	3.8	4.2	3.7	7. WRC 245	7. WTOP 3823/12.8
8. WHUR-F 184/ 4.7	3.8	5.7	4.9	8. WHUR-F 196	8. WHUR-F 3660/13.7
9. WVKX+ 147/ 3.8	2.2	1.9	3.3	9. WVKX-F+ 187	9. WRC 3563/12.7
10. WTOP 141/ 3.6	4.2	4.5	3.9	10. WOOK-F 166	10. WOOK-F 3161/11.6
11. WOOK-F 137/ 3.5	4.1	4.8	6.9	11. WAVA-F 165	11. WWDC-F 2956/ 9.9
12. WAVA-F 136/ 3.5	4.5	5.1	2.8	12. WTOP 156	12. WAVA-F 2951/10.1
13. WGMS-F+ 107/ 2.7	3.1	2.9	2.8	13. WMZQ-F 134	13. WMZQ-F 2489/ 7.1
14. WWDC-F 105/ 2.7	3.0	2.6	3.2	14. WGMS-F+ 124	14. WGMS-F+ 2438/ 8.9
15. WMZQ-F 102/ 2.6	3.7	3.4	3.2	15. WWDC-F 123	15. WVKX-F+ 2108/ 7.3

12+ FM SHARE (METRO): 68.23% (2455 of 3598) (O/N 79: 65.94%)  
 12+ FM SHARE (TSA) : 70.48% (3003 of 4261) (O/N 79: 67.69%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WRQX-F	1. WPGC-F+	1. WPGC-F+	1. WMAL	1. WMAL	1. WMAL
2. WPGC-F+	2. WKYS-F	2. WMAL	2. WGAY-F	2. WGAY-F	2. WPGC-F+
3. WOOK-F	3. WASH-F	3. WKYS-F	3. WASH-F	3. WASH-F	3. WRC
4. WKYS-F	4. WRQX-F	4. WASH-F	4. WPGC-F+	4. WVKX-F+	4. WGAY-F+
5. WAVA-F	5. WHUR-F	5. WGAY-F	5. WKYS-F	WASH-F	5. WKYS-F
6. WHUR-F	6. WAVA-F	6. WRQX-F	6. WHUR-F	6. WTOP	6. WASH-F
7. WWDC-F	7. WWDC-F	7. WHUR-F	7. WVKX-F+	7. WPGC-F+	7. WRC

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	73 (2)	845 (6)	918 (8)	25.5
MOR/AC	428 (2)	261 (2)	689 (4)	19.1
BLACK/URBAN	39 (1)	595 (3)	634 (4)	17.6
BTFL MUSIC	37 (1)	479 (3)	516 (4)	14.3
NEWS/TALK	366 (2)		366 (2)	10.2
COUNTRY	58 (1)	191 (2)	249 (3)	6.9
CLASSICAL	23 (1)	84 (1)	107 (2)	3.0
RELIGION/GOSPEL	98 (2)		98 (2)	2.7
BIG BAND	21 (1)		21 (1)	0.6
			3598 (30)	



WASHINGTON 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. WMAL	1. WRQX-F	1. WMAL	WEAM	1390	Arlington .5
2. WPGC-F+	2. WMAL	2. WPGC-F+	WEZR-F	106.7	Manassas 1.8
3. WGAY-F	3. WPGC-F+	3. WKYS-F	WGAY	1050	.9
4. WRQX-F	4. WGAY-F	4. WGAY-F	WHFS-F	102.3	Bethesda 1.2
5. WKYS-F	5. WKYS-F	5. WRQX-F	WJMD-F	94.7	Bethesda 2.3
6. WASH-F	6. WASH-F	6. WRC	WOL	1450	1.0
7. WRC	7. WHUR-F	7. WASH-F	WXTR-F+	104.1	La Plata .6
8. WHUR-F	8. WRC	8. WOOK-F	WUST	1120	1.1
9. WVKX-F+	9. WTOP	9. WHUR-F	WWDC	1260	.8
10. WAVA-F	10. WOOK-F	10. WGMS-F+	WYCB	1340	1.4
11. WOOK-F	11. WWDC-F	WMZQ-F	WIYY-F	97.9	Baltimore .4
12. WTOP	12. WAVA-F				
13. WWDC-F	13. WMZQ-F				
14. WMZQ-F	14. WGMS-F+				
15. WGMS-F+	15. WVKX-F+				

ADI FM SHARE: 69.42% (3049 of 4392) (O/N 79: 66.23%)

AM STATIONS

WMAL, 630, 5 KW (DA-2),	MOR/TALK	ABC-I, \$164.38	(Mc-Guild)	ABC
WRC, 980, 5 KW (DA-N),	NEWS	NBC, \$ 72.50	(Eastman)	NBC
WTOP, 1500, 50 KW (DA-2),	NEWS	CBS,MBS, \$ 80.63	(CBS Spot)	Outlet

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, AC/CONTEMP	RKO, \$110.00	(Katz)	Metromedia
WAVA-F, 105.1, 50 KW @ 500, AOR	, \$ 70.00	(CBS FM)	
WEZR-F, 106.7, 50 KW @ 500, BTFL MUS	, \$ 45.00	(Groskin)	EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS	, \$150.00	(MMR)	Greater Media
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL	, \$ 75.00	(RKO)	RKO
WHUR-F, 96.3, 24 KW @ 670, BLACK AOR/JAZZ	, \$ 70.00	(----)	Howard Univ
WJMD-F, 94.7, 50 KW @ 780, BTFL MUS (Bonne)	, \$ 75.00	(Christal)	SJR
WKYS-F, 93.9, 50 KW @ 485, DISCO/URBAN	Source, \$66.00	(Eastman)	NBC
WMZQ-F, 98.7, 50 KW @ 485, COUNTRY	, \$52.00	(Howard)	Viacom
WOOK-F, 100.3, 40 KW @ 320, BLACK	SBN, \$ 85.00	(UBC)	United
WPGC-F+, 95.5, 50 KW @ 496, ROCK	, \$160.00	(Torbet)	First Media
WVXK-F+, 105.9, 50 KW @ 410, COUNTRY	ABC-E, \$ 40.00	(Masla)	Metroplex
WRQX-F, 107.3, 50 KW @ 410, ROCK	ABC-F, \$128.75	(Blair)	ABC
WWDC-F, 101.1, 50 KW @ 500, AOR (Burk-Abr)	, \$ 85.00	(Buckley)	

TV STATIONS

WDCA	Washington	20	IND, Taft
WDVM	Washington	9	CBS, Detroit News
WJLA	Washington	7	ABC
WRC	Washington	4	NBC, NBC
WTTG	Washington	5	IND, Metromedia
WHAG	Hagerstown	25	NBC

NEWSPAPERS

Washington Star	E	345,641, Time-Life
Washington Post	M	601,417, Post-Newsweek

WEST PALM BEACH

Market # 78  
 Revenue Rank # 72  
 Income Rank # 247  
 APR 16.0  
 SMSA Pop: 508,000

Revenue : \$6,427,895  
 Income : \$ -708,017  
 % Rev Gain: +16.5  
 Stations: 29/19  
 Diaries: 465/1092:1

National Rev: \$1,052,414  
 Nat Rev per Cap: \$2.07  
 Tot Rev per Cap: \$12.65  
 Tot Inc per Cap: \$-1.39  
 Profit Margin: ---

12+ METRO 1/4/SHARE	A/M 80	O/N 79	A/M 79	O/N 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIRK-F 95/13.0	11.4	13.2	9.0	11.7	1. WIRK-F 123	1. WEAT-F 1268/23.7
2. WEAT-F 89/12.2	14.6	16.9	17.6	16.9	2. WEAT-F 102	2. WIRK-F 1078/20.4
3. WRMF-F 63/ 8.7	5.3	4.6	4.1	3.8	3. WIZD-F 79	3. WRMF-F 919/18.7
4. WHYI-F 47/ 6.5	3.9	4.0	6.4	6.5	4. WRMF-F 71	4. WIZD-F 773/ 7.2
5. WNJY-F 43/ 5.9	3.0	5.2	2.6	5.7	5. WHYI-F 47	5. WJNO 750/15.5
6. WPBR 36/ 4.9	5.7	4.1	6.6	4.4	6. WNJY-F 43	6. WIRK 616/12.8
7. WKQS-F 27/ 3.7	4.5	2.2	2.1	4.8	7. WPBR 36	7. WHYI-F 558/12.1
8. WJNO 26/ 3.6	3.3	3.0	2.9	3.0	8. WJNO 27	8. WPBR 535/11.6
9. WIRK 24/ 3.3	2.6	2.2	1.8	3.6	9. WKQS-F 27	9. WEAT 402/ 8.1
10. WEAT 20/ 2.7	1.7	3.9	3.2	3.0	10. WIRK 25	10. WNJY-F 393/ 8.4

12+ FM SHARE (METRO): 69.90% (469 of 671) (O/N 79: 70.70%)  
 12+ FM SHARE (TSA) : 72.80% (586 of 803) (O/N 79: 72.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WHYI-F	1. WRMF-F	1. WIRK-F	1. WIRK-F	1. WIRK-F	1. WIRK-F
2. WCKO-F	2. WIRK-F	2. WRMF-F	2. WRMF-F	2. WEAT-F	2. WEAT-F
WRMF-F	3. WHYI-F	3. WHYI-F	3. WEAT-F	3. WNJY-F	3. WRMF-F
4. WSHE-F	4. WIRK	4. WIRK	4. WHYI-F	4. WRMF-F	4. WJNO

OTHER RATED STATIONS/METRO SHARE

WDBF 1420	Delray Beach	1.1	WINZ 940	Miami	.4
WNGS-F 92.1		1.0	WIOD 610	Miami	1.8
WPOM 1600	Riviera Beach	1.6	WIZD-F 98.7	Ft. Pierce	2.2
WSBR 740	Boca Raton	.8	WLYF-F 101.5	Miami	1.8
WSWN 900	Belle Glade	2.1	WMJX-F 96.3	Miami	1.1
WSWN-F 93.5	Belle Glade	1.2	WNWS 790	Miami	2.6
WAXY-F 105.9	Ft. Lauderdale	1.6	WQAM 560	Miami	.7
WCKO-F 102.7	Pompano Beach	1.9	WRBD 1470	Pompano Beach	2.1
WEWZ-F 106.7	Ft. Lauderdale	.5	WSHE-F 103.5	Ft. Lauderdale	2.3
			WTMI-F 93.1	Miami	.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		184 (8)	184 (8)	27.4
BTFL MUSIC		176 (5)	176 (5)	26.2
COUNTRY	25 (2)	95 (1)	120 (3)	17.9
NEWS/TALK	84 (4)		84 (4)	12.5
MOR/AC	45 (3)		45 (3)	6.7
BLACK	27 (2)		27 (2)	4.0
UNKNOWN	15 (1)	9 (1)	24 (2)	3.6
BIG BAND	6 (1)		6 (1)	0.9
CLASSICAL		5 (1)	5 (1)	0.7
			671 (29)	

RADIO STATIONS

WEAT, 850, 1 KW (DA-1)	, COUNTRY	ABC-I, \$48.00	(Katz)	Gowdy
WIRK, 1290, 5 KW/1 KW (DA-N)	, AC	, \$38.75	(Mc-Guild)	
WJNO, 1230, 1 KW/250 W	, NEWS	CBS,ABC-E, \$18.75	(Blair)	Fairbanks
WPBR, 1340, 1 KW/250 W	, TALK/NEWS	MBS, \$20.50	(Savalli)	
WEAT-F, 104.5, 100 KW @ 420,	BTFL MUS (Schulke)	, \$48.00	(Katz)	Gowdy
WIRK-F, 107.9, 100 KW @ 400,	COUNTRY	, \$38.75	(Mc-Guild)	
WNJY-F, 94.3, 3 KW @ 300,	BTFL MUS (FM-100)	, \$21.00	(Christal)	

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

WICHITA

Market # 98  
 Revenue Rank # 54  
 Income Rank # 52  
 APR 14.7  
 SMSA Pop: 400,200

Revenue : \$8,834,968  
 Income : \$ 789,825  
 % Rev Gain: +5.3  
 Stations: 15/12  
 Diaries: 620/645:1

National Rev: \$892,915  
 Nat Rev per Cap: \$2.23  
 Tot Rev per Cap: \$22.08  
 Tot Inc per Cap: \$1.97  
 Profit Margin: +8.9%

12+ METRO 1/4/SHARE	A/M	O/N	A/M	O/N	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	80	79	79	78		
1. KICT-F 71/14.5	8.8	9.4	11.2	6.4	1. KEYN-F 98	1. KFH 1403/25.5
2. KFHF 58/11.9	11.2	17.3	11.4	8.2	2. KICT-F 96	2. KFDI 1360/21.7
3. KEYN-F 55/11.2	10.0	9.6	9.0	17.3	3. KFHF 95	3. KEYN-F 1208/22.6
4. KFDI 51/10.4	13.3	12.7	12.2	13.7	4. KFDI 94	4. KICT-F 853/19.0
5. KFDI-F 45/ 9.2	7.6	2.9	3.8	5.0	5. KFDI-F 54	5. KWKN 798/18.8
6. KAKZ 42/ 8.6	7.8	9.8	12.4	9.4	6. KBRA-F 50	6. KAKZ 795/21.9
7. KBRA-F 36/ 7.4	13.3	11.3	9.6	9.6	7. KARD-F 46	7. KFDI-F 791/15.3
8. KARD-F 35/ 7.2	9.4	7.3	6.8	5.6	8. KAKZ 45	8. KBRA-F 703/15.8
9. KWKN 26/ 5.3	3.7	5.4	10.0	11.4	9. KWKN 32	9. KARD-F 662/15.7
10. KQAM 17/ 3.5	2.9	3.1	3.8	3.6	10. KQAM 21	10. KQAM 472/12.6

12+ FM SHARE (METRO): 56.93% (267 of 469) (O/N 79: 46.56%)

12+ FM SHARE (TSA) : 56.01% (396 of 707) (O/N 79: 49.70%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. KICT-F	1. KICT-F	1. KICT-F	1. KFDI	1. KFDI	1. KFH
2. KEYN-F	2. KEYN-F	2. KEYN-F	2. KFDI-F	2. KFHF	2. KEYN-F
	3. KARD-F	3. KFDI-F	KAKZ	3. KFDI-F	3. KFDI
	KWKN	4. KAKZ	4. KFHF	4. KBRA-F	4. KICT-F

OTHER RATED STATIONS/METRO SHARE

KSGL 900	1.2	KOEZ-F 92.3	Newton 1.4
KJRG 950 Newton	.4	KSKU-F 102.1	Hutchinson .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	43 (2)	129 (3)	172 (5)	36.7
COUNTRY	109 (2)	60 (2)	169 (4)	36.0
MOR/AC	42 (1)	35 (1)	77 (2)	16.4
BTFL MUSIC		43 (2)	43 (2)	9.2
RELIGION	8 (2)		8 (2)	1.7
			469 (15)	

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W	, AC	, \$24.50	(Katz)	
KFDI, 1070, 10 KW/1 KW (DA-N)	, COUNTRY	ABC-E, \$28.35	(Torbet)	Great Empire
KFHF, 1330, 5 KW (DA-N)	, COUNTRY	CBS, MBS, \$39.60	(Eastman)	
KQAM, 1410, 5 KW/1 KW	, OLDIES	, \$22.50	(Mc-Guild)	Long-Pride
KWKN, 1480, 5 KW/1 KW (DA-2)	, CONTEMP (?)	, \$25.50	(Christal)	Swanson
KARD-F, 107.3, 100 KW @ 884	, AC/CONTEMP	, \$26.75	(HR/Stone)	Kansas State Net
KBRA-F, 97.9, 85 KW @ 420	, BTFL MUS (Schulke)	, \$30.80	(Eastman)	
KEYN-F, 103.7, 100 KW @ 860	, ROCK	, \$23.00	(Mc-Guild)	Long-Pride
KFDI-F, 101.3, 100 KW @ 444	, COUNTRY	, \$12.60	(Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 550	, AOR (Burk-Abr)	ABC-F, \$23.25	(Katz)	Peoria Jrnl Star

TV STATIONS

KAKE	Wichita	10	ABC
KARD	Wichita	3	NBC, Kansas State Network
KTVH	Huntchinson	12	CBS, Minneapolis Star & Tribune

NEWSPAPERS

Wichita Eagle	M	120,043	Knight-Ridder
Wichita Beacon	E	37,221	Knight-Ridder

WILMINGTON, DEL

Market # 76  
 Revenue Rank # 103  
 Income Rank # 41  
 APR 15.2  
 SMSA Pop: 523,300

Revenue : \$4,556,571  
 Income : \$1,093,869  
 % Rev Gain: +15.6  
 Stations: 29/10  
 Diaries: 567/923:1

National Rev: \$344,905  
 Nat Rev per Cap: \$.66  
 Tot Rev per Cap: \$8.71  
 Tot Inc per Cap: \$2.09  
 Profit Margin: 24.0%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSTW-F 88/13.4	11.4	13.9	1. WSTW-F 94	1. WSTW-F 1216/24.8
2. WDEL 62/ 9.4	8.4	10.0	2. WJBR-F 71	2. WDEL 1200/26.3
3. WJBR-F 55/ 8.4	11.1	10.9	3. WDEL 64	3. WJBR-F 863/16.9
4. WILM 48/ 7.3	3.2	4.4	4. WILM 48	4. WILM 804/18.6
5. WYSP-F 39/ 5.9	3.6	1.4	WDSO-F 48	5. WYSP-F 724/14.7
6. WMGK-F 32/ 4.9	3.9	5.3	6. WYSP-F 45	6. WMMR-F 672/14.1
7. WDSO-F 30/ 4.6	3.3	2.3	7. WMGK-F 34	7. WDSO-F 624/ 9.1
8. WDAS-F 23/ 3.5	1.0	---	8. WDAS-F 24	8. WMGK-F 597/13.5
9. WMMR-F 20/ 3.0	3.7	5.2	9. WIOQ-F 22	9. WAMS 552/12.6
10. WIOQ-F 18/ 2.7	6.1	5.6	WMMR-F 22	10. WIOQ-F 443/ 9.4

12+ FM SHARE (METRO): 64.26% (383 of 596) (O/N 79: NA)

12+ FM SHARE (TSA) : 64.77% (445 of 687) (O/N 79: NA)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WDEL	1. WDEL
2. WYSP-F	2. WYSP-F	2. WMGK-F	2. WDEL	2. WJBR-F	2. WSTW-F
3. WMMR-F	3. WMGK-F	3. WYSP-F	3. WJBR-F	3. WILM	3. WILM
	4. WIOQ-F	4. WDSO-F	4. WILM	4. WDSO-F	4. WJBR-F

OTHER RATED STATIONS/METRO SHARE

WAMS 1380		2.6	WIFI-F 92.5	Philadelphia	1.5
WJBR 1290		2.0	WIP 610	Philadelphia	1.8
WNRK 1260	Newark	1.4	WPEN 950	Philadelphia	1.2
KYW 1060	Philadelphia	2.1	WPOC-F 93.1	Baltimore	.8
WASA 1330	Havre de Grace	1.2	WSNI-F 104.5	Philadelphia	.6
WCAU 1210	Philadelphia	2.4	WUSL-F 98.9	Philadelphia	1.2
WCAU-F 98.1	Philadelphia	1.4	WVCH 740	Chester, PA	.5
WEAZ-F 101.1	Philadelphia	2.1	WWDB-F 96.5	Philadelphia	1.8
WFIL 560	Philadelphia	.5	WWSH-F 106.1	Philadelphia	1.1
WFLN-F 95.7	Philadelphia	1.4			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (2)	207 (6)	227 (8)	38.1
MOR/AC	99 (5)	12 (2)	111 (7)	18.6
BTFM MUSIC	16 (2)	76 (3)	92 (5)	15.4
NEWS/TALK	78 (3)	12 (1)	90 (4)	15.1
COUNTRY		35 (2)	35 (2)	5.9
BLACK/URBAN		31 (2)	31 (2)	5.2
CLASSICAL		9 (1)	9 (1)	1.5
			596 (29)	

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-3), CONTEMP		\$23.00	(Mc-Guild)	Rollins
WDEL, 1150, 5 KW (DA-2), MOR		NBC, \$32.50	(Eastman)	
WILM, 1450, 1 KW/250 W, NEWS		MBS, CBS, \$18.24	(Savalli)	
WJBR-F, 99.5, 50 KW @ 500, BTFM MUS		\$23.40	(Masla)	
WSTW-F, 93.7, 50 KW @ 460, ROCK (TM)		\$37.50	(Eastman)	
WDSO-F, 94.7, 50 KW @ 400, COUNTRY		MBS, \$10.00	(Masla) Rau	(DOVER)

FOR OTHER STATIONS AND TV STATIONS SEE PHILADELPHIA

NEWSPAPER Wilmington News, Journal M - 48,603 E - 82,483

WORCESTER

Market # 103 (approx)  
 Revenue Rank # 115  
 Income Rank # 104  
 APR 16.7  
 SMSA Pop: 379,400

Revenue : \$4,057,699  
 Income : \$ 281,572  
 % Rev Change: +13.5  
 Stations: 21/6  
 Diaries: 578/656:1

National Rev: \$1,025,929  
 Nat Rev per Cap: \$2.70  
 Tot Rev per Cap: \$10.70  
 Tot Inc per Cap: \$ .74  
 Profit Margin: 6.9%

12+ METRO 1/4/SHARE	A/M 80	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSRS-F 103/19.0	16.0	15.4	1. WSRS-F 138	1. WAAF-F 1485/25.9
2. WAAF-F 68/12.5	12.5	13.7	2. WAAF-F 119	2. WSRS-F 1447/32.2
3. WTAG 64/11.8	16.4	15.9	3. WTAG 75	3. WTAG 1337/33.4
4. WBZ 41/ 7.6	6.9	5.7	4. WCOZ-F 68	4. WBZ 1138/18.7
5. WFTQ 36/ 6.6	5.3	7.8	5. WBZ 62	5. WCOZ-F 836/11.3
6. WORC 27/ 5.0	2.6	2.2	6. WJIB-F 45	6. WFTQ 646/17.5
7. WROR-F 25/ 4.6	6.7	2.4	7. WFTQ 38	7. WROR-F 460/ 9.6
8. WCOZ-F 21/ 3.9	2.0	2.0	8. WEEI-F 34	8. WPJB-F 444/ 7.4
9. WEEI-F 19/ 3.5	3.6	3.3	WPJB-F 34	9. WJIB-F 443/ 5.1
10. WQVR-F 16/ 2.9	2.4	2.0	WROR-F 34	10. WORC 412/12.1

12+ FM SHARE (METRO): 62.55% (319 of 510)  
 12+ FM SHARE (TSA) : 72.98% (613 of 840)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WSRS-F	1. WSRS-F	1. WTAG
2. WCOZ-F	2. WSRS-F	2. WSRS-F	2. WTAG	2. WTAG	2. WSRS-F
3. WPJB-F	3. WFTQ	3. WFTQ	3. WBZ	3. WBZ	3. WBZ

OTHER RATED STATIONS/METRO SHARE

WNEB 1230	2.6	WJIB-F 96.9	Boston 1.5
WAQY-F 102.1	Springfield 1.5	WPJB-F 105.1	Providence 2.4
WBCN-F 104.1	Boston 1.7	WSSH-F 99.5	Lowell 1.3
WCRB-F 102.5	Boston .7	WVBF-F 105.7	Boston .9
WESO 970	Southbridge 1.7	WXKS-F 107.9	Boston 1.3
WHUE-F 100.7	Boston 1.1		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	36 (1)	175 (9)	211 (10)	41.4
MOR/AC	155 (5)		155 (5)	30.4
BTFL MUSIC		124 (4)	124 (4)	24.3
COUNTRY		16 (1)	16 (1)	3.1
CLASSICAL		4 (1)	4 (1)	0.8
			510 (21)	

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2), CONTEMP	, \$54.00 (Katz)	Park City
WORC, 1310, 5 KW/1 KW (DA-2), AC/MOR	CBS, \$18.00 (Buckley)	
WTAG, 580, 5 KW (DA-2), MOR	NBC, \$29.75 (Blair)	Worc Telegram
WAAF-F, 107.3, 18 KW @ 760, AOR (Burk-Abr)	, \$97.20 (Katz)	Park City
WSRS-F, 96.1, 25 KW @ 650, BTFL MUS	, \$34.00 (MMR)	Knight
WQVR-F, 100.1, 3 KW @ 300, COUNTRY	, \$ 7.00 (Torbet)	(SOUTHBRIDGE)

FOR OTHER STATIONS SEE BOSTON AND PROVIDENCE

TV STATIONS SEE BOSTON

NEWSPAPERS

Worcester Telegram	M	54,212
Worcester Gazette	E	89,241

YORK

Market # 108  
 Revenue Rank # 79  
 Income Rank # 32  
 APR 16.2  
 SMSA Pop: 361,400

Revenue : \$5,945,866  
 Income : \$1,393,569  
 % Rev Gain: +27.2  
 Stations: 23/12  
 Diaries: 446/810:1

National Rev: \$657,971  
 Nat Rev per Cap: \$1.82  
 Tot Rev per Cap: \$16.45  
 Tot Inc per Cap: \$3.86  
 Profit Margin: 23.4%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 80</u>	<u>A/M 79</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WSBA 55/11.2	12.6	14.3	1. WHP 139	1. WQXA-F 2127/23.5
2. WQXA-F 46/ 9.4	9.9	12.5	2. WQXA-F 133	2. WHP 1744/ 6.2
3. WSBA-F 45/ 9.2	9.7	10.7	3. WRKZ-F 130	3. WRKZ-F 1585/12.5
WYCR-F 45/ 9.2	9.5	5.2	4. WHP-F 111	4. WSBA 1418/31.5
5. WNOW 36/ 7.4	5.9	11.6	5. WSBA-F 105	5. WHP-F 1360/ 4.8
6. WNCE-F 32/ 6.5	6.5	5.2	6. WNCE-F 100	6. WSBA-F 1318/18.2
7. WRKZ-F 30/ 6.1	3.2	---	7. WSBA 80	7. WNCE-F 1216/13.8
WHYR 30/ 6.1	2.4	2.0	8. WTPA-F 77	8. WYCR-F 916/19.6
9. WPOC-F 24/ 4.9	3.0	2.5	9. WYCR-F 54	9. WTPA-F 789/ 3.2
10. WHP-F 13/ 2.7	3.4	1.6	10. WSFM-F 41	10. WSFM-F 753/ 2.2
			WNOW 41	

12+ FM SHARE (METRO): 65.03% (279 of 429) (O/N 79: NA)

12+ FM SHARE (TSA) : 74.57% (912 of 1223) (O/N 79: 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. WYCR-F	1. WYCR-F	1. WSBA	1. WSBA	1. WSBA-F	1. WHP
2. WQXA-F	2. WQXA-F	2. WQXA-F	2. WSBA-F	2. WSBA	2. WQXA-F
	3. WSBA	3. WYCR-F	3. WQXA-F	3. WNOW	3. WSBA
	4. WRKZ-F	4. WRKZ-F	4. WRKZ-F	4. WNCE-F	4. WRKZ-F

OTHER RATED STATIONS/METRO SHARE

WGCB-F 96.1	Red Lion	1.0	WSFM-F 99.3	Harrisburg	.4
WGET 1320	Gettysburg	1.4	WTPA-F 104.1	Harrisburg	1.2
WRHY-F 92.7	Starview	1.2	WBAL 1090	Baltimore	1.0
WZIX 1350		1.4	WFRE-F 99.9	Frederick	1.0
WDAC-F 94.5	Lancaster	1.6	WIYY-F 97.9	Baltimore	1.0
WHP 580	Harrisburg	2.0	WLI F-F 101.9	Baltimore	.8
WQVE-F 93.5	Mechanicsburg	.6			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	7 (1)	143 (8)	150 (9)	35.0
MOR/AC	107 (5)		107 (5)	24.9
BTFL MUSIC		99 (5)	99 (5)	23.1
COUNTRY	36 (1)	24 (1)	60 (2)	14.0
RELIGION		8 (1)	8 (1)	1.9
UNKNOWN		5 (1)	5 (1)	1.2
			<u>429 (23)</u>	

RADIO STATIONS

WHVR, 1280, 5 KW/500 W (DA-2), MOR	, \$11.00 (P/W)	
WNOW, 1250, 1 KW (DAYS), COUNTRY	ABC-I, \$20.00 (MMR)	Rust
WSBA, 910, 5 KW/1 KW (DA-2), MOR	, \$52.50 (Eastman)	Susquehanna
WQXA-F, 105.7, 46 KW @ 520, ROCK	, \$38.38 (MMR)	Rust
WSBA-F, 103.3, 7.9 KW @ 750, BTFL MUS	, \$52.50 (Eastman)	Susquehanna
WYCR-F, 98.5, 10.5 KW @ 930, ROCK	, \$26.50 (P/W)	

WPOC-F - See Baltimore

Other Stations - See Harrisburg & Lancaster

TV, ADI, NEWSPAPER INFO - SEE HARRISBURG

YOUNGSTOWN

Market # 73  
 Revenue Rank # 98  
 Income Rank # 131  
 APR 15.7  
 SMSA Pop: 546,400

Revenue : \$4,836,432  
 Income : \$ 179,462  
 % Rev Gain: +6.5  
 Stations: 23/11  
 Diaries: 587/931:1

National Rev: \$908,346  
 Nat Rev per Cap: \$1.66  
 Tot Rev per Cap: \$8.89  
 Tot Inc per Cap: \$.33  
 Profit Margin: 3.7%

12+ METRO	1/4/SHARE	A/M 80	O/N 79	A/M 79	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT	
1. WKBN-F	88/12.3	15.5	13.7	16.2	1. WKBN-F	136	1. WYFM-F	1995/27.6
WBBW	88/12.3	14.2	14.4	15.1	2. WYFM-F	118	2. WKBN	1963/24.5
3. WYFM-F	75/10.5	9.6	10.5	10.6	3. WKBN	104	3. WKBN-F	1659/23.1
4. WHOT	67/ 9.4	10.5	8.9	11.6	4. WBBW	91	4. WHOT	1506/27.4
5. WKBN	66/ 9.2	9.5	11.2	8.6	5. WHOT	77	5. WBBW	1127/22.1
6. WSRD-F	41/ 5.7	7.5	4.7	5.1	6. WQXK-F	63	6. WSRD-F	965/16.2
WQXK-F	41/ 5.7	2.2	---	.9	7. WSRD-F	47	7. WQXK-F	757/10.3
8. WFMJ	29/ 5.5	4.2	5.5	3.5	8. WFMJ	45	8. WFMJ	714/12.3
9. WMMS-F	21/ 2.9	3.0	3.1	2.1	9. WPIC	37	9. WPIC	592/ 2.5
10. WHHH	18/ 2.5	1.9	3.8	2.1	10. WMMS-F	36	10. WMMS-F	580/ 9.8

12+ FM SHARE (METRO): 49.69% (322 of 648) (O/N 79: 43.27%)  
 12+ FM SHARE (TSA) : 53.23% (478 of 898) (O/N 79: 48.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64	12+ TSA AMD
1. WYFM-F	1. WHOT	1. WYFM-F	1. WKBN	1. WKBN-F	1. WHOT+
2. WHOT	WYFM-F	2. WHOT	WBBW	WBBW	2. WBBW
3. WSRD-F	3. WSRD-F	3. WKBN	3. WKBN-F	3. WKBN	3. WKBN
WDMT-F	4. WQXK-F	4. WQXK-F	WYFM-F	4. WQXK-F	4. WKBN-F

OTHER RATED STATIONS/METRO SHARE

WGFT	1500	.4	WPIC	790	Sharon	.8	
WNIO	1540	Niles	2.5	WSLR	1350	Akron	1.7
WQOD-F	93.3	1.0	WTOF-F	98.1	Canton	.8	
WTCL	1570	Warren	.4	WWIZ-F	103.9	Mercer	.6
WDMT-F	107.9	Cleveland	2.4	WWWE	1100	Cleveland	.8
WGBZ-F	95.9	Sharpsville	.7	WWWM-F	105.7	Cleveland	1.3
WGCL-F	98.5	Cleveland	1.1				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	67 (1)	160 (6)	227 (7)	35.0
MOR/AC	141 (7)		141 (7)	21.8
BTFL MUSIC		88 (1)	88 (1)	13.6
NEWS/TALK	88 (1)		88 (1)	13.6
COUNTRY	30 (2)	45 (2)	75 (4)	11.6
BLACK		17 (1)	17 (1)	2.6
UNKNOWN		12 (2)	12 (2)	1.9
			648 (23)	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W	, TALK	ABC-I,ABC-E, \$27.20	(Mc-Guild)
WFMJ, 1390, 5 KW (DA-N)	, AC/MOR	NBC, \$21.75	(Howard)
WHHH, 1440, 5 KW (DA-2)	, MOR	, \$11.00	(Regional) (WARREN)
WHOT, 1330, 5 KW/1 KW (DA-2)	, ROCK (Burk-Abr)	, \$19.50	(Eastman) Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$38.50	(Katz)
WSRD-F, 101.1, 24 KW @ 185,	AOR (Burk-Abr)	, \$19.50	(Eastman) Jones
WKBN-F, 98.9, 9 KW @ 1370,	BTFL MUS (TM)	, \$38.50	(Katz)
WQXK-F, 105.1, 100 KW @ ??,	COUNTRY	, \$ 8.00	(----) (SALEM)
WYFM-F, 102.9, 26 KW @ 455,	ROCK	, \$36.00	(Torbet) Regional

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

CONTINUATION PAGE

GREENSBORO/WINSTON SALEM

WRQK-F, 98.7, 100 KW @ 380, ROCK	MBS, \$36.00 (Eastman)
WSEZ-F, 93.1, 100 KW @ 383, ROCK	RKO, \$22.00 (Torbet)
WTQR-F, 104.1, 100 KW @ 2380, COUNTRY (Drake-Chen)	, \$78.75 (Mc-Guild) Summit
WPCM-F, 101.1, 100 KW @ 511, COUNTRY	, \$28.00 (Masla) Rau (BURLINGTON)

WRAL-F - See Raleigh

TV STATIONS

WFMY Greensboro	2	CBS
WGHP High Point	8	ABC, Harte-Hanks
WXII Winston Salem	12	NBC, Multimedia

NEWSPAPERS

Greensboro News	(M-83,604)	Record	(E-31,823)
High Point Enterprise	E 30,508		
Winston Salem Journal	(M-71,696)	Sentinel	(E-37,731), Media General

SPRINGFIELD, MASS

TV STATIONS

WHYN Springfield	40	ABC, Gannett
WWLP Springfield	22	NBC

NEWSPAPERS

Springfield News	E	75,729, Newhouse
Springfield Union	M	72,195, Newhouse

JACKSONVILLE

NEWSPAPERS

Florida Times-Union	M	153,508
Jacksonville Journal	E	47,177

FLINT

WDZZ-F, 92.7, 3 KW @ 260, BLACK	SBN, \$25.00 (Masla)
WGMZ-F, 107.9, 50 KW @ 370, BTFL MUS (Bonne)	, \$43.00 (Katz) Beck-Ross
WWCK-F, 105.5, 3 KW @ 364, AOR (Burk-Abr)	ABC-F, \$35.00 (Torbet) Reams
WGER-F, 102.5, 86 KW @ 860, BTFL MUS (TM)	, \$25.00 (Mc-Guild) (BAY CITY)
WHNN-F, 96.1, 97 KW @ 420, ROCK	Source, \$21.00 (Selcom) Liggett (BAY CITY)
WIOG-F, 106.3, 3 KW @ 300, ROCK (TM)	, \$15.00 (Torbet) Booth (SAGINAW)
WKQC-F, 98.1, 50 KW @ 353, COUNTRY	, \$19.50 (PRO) MacDonald (SAGINAW)

Other Stations - See Lansing & Detroit

TV STATIONS

WEYI Saginaw	25	CBS, Ziff-Davis	WNEM Bay City	5	NBC, Meredith
WJRT Flint	12	ABC, Knight-Ridder			

NEWSPAPERS Flint Journal E 106,777, Newhouse

NEW YORK

NEWSPAPERS

New York Times	M	914,938
New York News	M	1,554,604, Chicago Tribune
New York Post	E	654,314, Murdoch
Long Is. Newsday	E	492,580, Times-Mirror
Newark Star-Ledger	M	407,844, Newhouse



ALLENTOWN-BETH-EASTON

NEWSPAPERS

Allen Call	M	103,258
Beth Globe-Times	E	34,696
Easton Express	E	51,828

EL PASO

NEWSPAPERS

El Paso Herald	E	34,920, Scripps-Howard
El Paso Times	M	56,932, Gannett

SAN ANTONIO

RADIO STATIONS

KISS-F, 99.5, 13 KW @ 475, ROCK	, \$20.00	(Buckley)	
KQXT-F, 101.9, 100 KW @ 670, BTFM MUS (Schulke)	, \$58.50	(Katz)	Tichenor
KTFM-F, 102.7, 99 KW @ 660, ROCK	, \$55.00	(Blair)	
KZZY-F, 100.3, 100 KW @ 580, ROCK (Burk-Abr)	ABC-F, \$26.00	(RKO)	Southwestern
WOAI-F, 97.3, 100 KW @ 472, AC	, \$20.00	(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

NEWSPAPERS

San Antonio Light	E	122,600
San Antonio Express	M	82,371
San Antonio News	E	76,594

ROCHESTER

TV STATIONS

WHEC	Rochester	10	CBS, BENI
WOKR	Rochester	13	ABC
WROC	Rochester	8	NBC, Ziff-Davis

NEWSPAPERS

Rochester Demo & Chronicle	M	125,316, Gannett
Rochester Times-Union	E	121,897, Gannett

FRESNO

KIOY-F, 103.7, 50 KW @ 500, ROCK	, \$15.00	(Christal)	(HANFORD)
----------------------------------	-----------	------------	-----------

TV STATIONS

KAIL	Fresno	53	IND	KFTV	Hanford	21	IND, Spanish Inter
KMJ	Fresno	24	NBC, McClatchy	KJEO	Fresno	47	ABC, Retlaw
KFSN	Fresno	30	CBS, Cap Cities	KMPH	Tulare	26	IND

NEWSPAER

Fresno Bee	M	130,279, McClatchy
------------	---	--------------------

RICHMOND

NEWSPAPERS

Richmond News-Leader	E	114,295
Richmond Times-Dispatch	M	135,360

WEST PALM BEACH

WRMF-F, 97.9, 100 KW @ 400, SOFT ROCK , \$21.50 (Blair) Fairbanks  
WIZD-F, 98.7, 100 KW @ 1400, ROCK , \$20.00 (HR/Stone) (FORT PIERCE)

TV STATIONS

Other Stations - See Miami

WPTV West Palm Beach 5 NBC, Scripps-Howard  
WPEC West Palm Beach 12 ABC

NEWSPAPERS

West Palm Beach Post M 93,117  
West Palm Beach Times E 31,019

JOHNSON CITY-KINGSPORT-BRISTOL

NEWSPAPERS

Johnson City Press-Chronicle (M - 4,469) (E - 22,306)  
Bristol Herald-Courier M 29,775  
Bristol Virginia-Tennessean E 9,775  
Kingsport News M 4,654  
Kingsport Times E 39,901

YOUNGSTOWN

TV STATIONS

WFMJ Youngstown 21 NBC, Youngstown Vindicator  
WKBN Youngstown 27 CBS  
WYTV Youngstown 33 ABC

NEWSPAPER :

Youngstown Vindicator E 103,310

ARBITRON CONDENSED RADIO MARKET REPORTS

DANBURY, CT

Market # /Pop: NA  
APR 16.4

Revenue Rank # NA  
Income Rank # NA

Diaries: 263  
FM Share: 44.44%

12+ METRO 1/4/SHARE

1. WLAD 29/19.6
2. WRKI-F 22/14.9
3. WNBC 15/10.1
4. WEZN-F 14/ 9.5
5. WDAQ-F 12/ 8.1
6. WCBS 10/ 6.8
7. WINE 7/ 4.7

12+ TSA 1/4/CUME

1. WLAD 31/271
2. WRKI-F 27/239
3. WEZN-F 19/216
4. WNBC 16/372
5. WDAQ-F 14/187
6. WCBS 13/265
7. WINE 9/159

WCBS, WNBC - See New York

WEZN-F - See Bridgeport

WINE, 940, 1 KW (DAYS), AC	MBS, \$18.00	(Roslin)
WLAD, 800, 1 KW (DAYS), AC/MOR	, \$20.13	(Unirep)
WDAQ-F, 98.3, 2.5 KW @ 328, BTFL MUS (KalaMusic)	, \$20.13	(Unirep)
WRKI-F, 95.1, 50 KW @ 500, ROCK	, \$30.00	(Roslin)

LAFAYETTE, IN

Market # 252/Pop: 117,100  
APR 11.9

Revenue Rank # 199  
Income Rank # 176

Diaries: 272  
FM Share: 72.45%

12+ METRO 1/4/SHARE

1. WXUS-F 22/19.0
2. WASK 21/18.1
3. WASK-F 18/15.5
- WAZY-F 18/15.5
5. WLFQ-F 9/ 7.8

12+ CUME

1. WASK 344
2. WAZY-F 336
3. WXUS-F 295
4. WASK-F 238
5. WLS 207

WLS - See Chicago

WASK, 1450, 1 KW/250 W, MOR	, \$15.25	(Regional)
WASK-F, 105.3, 50 KW @ 375, COUNTRY	, \$11.00	(Regional)
WAZY-F, 96.5, 50 KW @ 500, ROCK	ABC-C, \$16.75	(-----)
WLFQ-F, 103.9, 920 W @ 500, BTFL MUS	, \$ 8.20	(-----) Sinclair
WXUS-F, 92.7, 3 KW @ 215, AOR	, \$17.00	(Buckley)

PALM SPRINGS, CA

Market # /Pop: NA  
APR 17.9

Revenue Rank # NA  
Income Rank # NA

Diaries: 214  
FM Share: 53.49%

12+ METRO 1/4/SHARE

1. KDES 28/14.7
2. KPSI-F 26/13.6
3. KDES-F 25/13.1
4. KWXY-F+ 24/12.6
5. KGUY 8/ 4.2

12+ CUME

1. KDES 307
2. KDES-F 256
3. KPSI-F 217
4. KWXY-F+ 169
5. KCMJ 119

KDES, 920, 5 KW/500 W (DA-1), CONTEMP	ABC-C, \$27.56	(Mc-Guild)
KGUY, 1270, 1 KW (DAYS,DA) , NEWS	MBS, \$11.00	(Selcom)
KCMJ, 1010, 1 KW/500 W (DA-2), AC/MOR	CBS,MBS, \$ 9.75	(Buckley)
KWXY-F+, 98.5, 50 KW @ 500, BTFL MUS	MBS, \$ 8.55	(Rocert Allen)
KDES-F, 104.7, 42 KW @ 540, BTFL MUS	, \$27.56	(Mc-Guild)
KPSI-F, 100.9, 3 KW @ 300, SOFT ROCK	ABC-F, \$ ? ?	(Christal)

SANTA BARBARA

Market # 126/Pop: 296,000  
APR 15.4

Revenue Rank # NA  
Income Rank # NA

Diaries: 259  
FM Share: 53.03%

12+ METRO 1/4/SHARE

- 1. KDB-F 25/11.4
- 2. KRUZ-F 24/11.0
- 3. KTMS 19/ 8.7
- 4. KIST 17/ 7.8
- 5. KNX 16/ 7.3
- 6. KTYD-F 11/ 5.0
- 7. KTMS-F 10/ 4.6

12+ METRO CUME

- 1. KIST 352
- 2. KNX 335
- 3. KTMS 331
- 4. KTMS-F 294
- 5. KRUZ-F 289
- 6. KDB-F 224
- 7. KTYD-F 221

KNX - See Los Angeles

KIST, 1340, 1 KW/250 W , AC/MOR , \$23.00 (Eastman)  
 KIMS, 1250, 1 KW (DA-2), MOR NBC, \$11.75 (Howard)  
 KDB-F , 93.7, 13 KW @ 870, BTFL MUS , \$18.00 (Mc-Guild)  
 KRUZ-F, 103.3, 105 KW @ 2980, BTFL MUS , \$23.00 (Buckley)  
 KTMS-F, 97.5, 18 KW @ 2980, ROCK Source, \$11.75 (Howard)  
 KTYD-F, 99.9, 34 KW @ 550, AOR , \$22.00 (Selcom)

SANTA ROSA

Market # 131/Pop: 286,400  
APR 15.9

Revenue Rank # 203  
Income Rank # 154

Diaries: 354  
FM Share: 38.33%

12+ METRO 1/4/SHARE A/M 80

- 1. KFRC 42/10.9 9.8
- 2. KGO 39/10.1 11.4
- 3. KNEW 33/ 8.5 6.1
- 4. KREO-F 31/ 8.0 7.3
- 5. KZST-F 24/ 6.2 3.8
- 6. KCBS 18/ 4.7 7.8
- 7. KSRO 17/ 4.4 1.8

12+ CUME

- 1. KFRC 728
- 2. KGO 419
- 3. KNEW 396
- 4. KCBS 391
- 5. KREO-F 377
- 6. KSRO 310
- 7. KNBR 283

Other Stations - See San Francisco

KSRO, 1350, 5 KW (DA-N), AC , \$15.30 (Torbet)  
 KREO-F, 92.9, 2.3 KW @ 4000, ROCK , \$23.00 (Masla)  
 KZST-F, 100.1, 3 KW @ 240, BTFL MUS , \$18.25 (Selcom)

WENATCHEE, WA

Market # /Pop: NA  
APR 13.3

Revenue Rank # NA  
Income Rank # NA

Diaries: 398  
FM Share: 14.9%

12+ METRO 1/4/SHARE

- 1. KPQ 27/36.5
- 2. KWWW 16/21.6
- 3. KPQ-F 10/13.5
- 4. KUEN 9/12.2
- 5. KOZI 5/ 6.8

12+ TSA 1/4/CUME

- 1. KPQ-F 40/389
- 2. KPQ 31/489
- 3. KWWW 16/184
- 4. KUEN 9/123
- 5. KOZI 5/ 49

KPQ , 560, 5 KW (DA-N), AC/CONTEMP ABC-I, \$11.00 (Howard)  
 KWWW, 1340, 1 KW/250 W , CONTEMP , \$ 8.50 (PRO)  
 KUEN, 900, 1 KW (DAYS), MOR MBS, \$ 7.75 (Dahlsten)  
 KOZI, 1230, 1 KW/250 W , AC ABC-C, \$11.00 (PRO) (CHELAN)  
 KPQ-F, 102.1, 35 KW @ 7000, BTFL MUS , \$11.00 (Howard)

**SECTION 6**

MEDIATREND MONTHLY REPORTS

BOSTON MEDIATREND

	Jan	Dec	Nov	Oct	Sep	Aug	Jan CUME	CHICAGO MEDIATREND							Dec CUME
WCOZ-F	14.0	11.0	15.7	10.4	9.9	14.5	6720	WG	10.4	10.5	13.9	11.2	11.0	13631	
WBZ	11.2	8.0	9.7	10.5	9.4	8.5	7235	WMAQ	7.4	8.9	4.5	3.6	2.9	8538	
WHDH	9.4	8.8	13.0	7.3	14.2	12.6	6830	WLOO-F	7.3	9.7	6.2	5.5	7.1	8148	
WJIB-F	8.6	7.2	5.5	5.4	6.7	6.4	4598	WBBM	6.2	6.3	8.4	8.6	7.9	11932	
WEEI	8.4	8.0	5.5	6.3	5.6	5.3	5833	WCCI-F	5.7	4.7	4.1	3.8	7.2	5226	
WEEI-F	7.1	3.6	2.4	5.2	4.9	5.0	2395	WIND	5.6	4.8	6.3	6.9	4.7	5580	
WBCN-F	5.9	5.0	8.2	7.7	4.8	5.0	4098	WLS	5.6	5.8	5.6	4.6	6.2	13611	
WXKS-F	4.4	5.3	5.7	5.7	6.1	4.5	2956	WMET-F	5.6	3.0	3.8	2.6	4.7	5944	
WROR-F	3.9	5.9	3.9	4.7	4.6	4.7	2723	WCLR-F	5.2	3.5	2.2	4.3	3.2	4732	
WITS	3.3	3.3	3.3	2.9	3.0	4.1	1870	WLUP-F	4.2	3.7	2.9	7.1	4.2	6464	
WVBF-F	2.9	8.0	4.7	4.8	7.0	5.8	3352	WKQX-F	3.5	2.0	2.5	6.6	3.7	5879	
WSSH-F	2.7	2.5	1.8	2.6	2.1	1.3	845	WFYR-F	3.2	2.2	2.8	---	1.5	4098	
WRKO	2.5	2.5	1.4	1.8	3.5	1.9	2374	WLAK-F	3.1	2.2	2.2	4.3	2.8	4894	
WHUE-F	1.2	0.8	0.9	2.1	1.6	0.7	1137	WBMX-F	2.9	2.5	1.6	2.5	5.5	5559	
WBOS-F	1.0	1.1	0.5	2.9	0.2	0.5	503	WXRT-F	2.3	1.6	1.6	1.9	2.6	---	
WBZ-F	0.7	0.5	0.2	0.1	0.2	0.4	458	WJEZ-F	2.2	4.0	2.9	2.6	2.5	5155	
WCRB-F	0.7	2.5	2.6	1.8	1.4	1.4	1193	WEMT-F	2.0	2.8	3.7	---	1.8	---	
WAAF-F	0.5	1.5	0.6	0.9	1.5	1.8	1271	WJPC	2.0	2.7	2.7	1.8	---	4397	
WXKS	0.4	1.2	2.7	4.1	3.2	1.4	653	WCFL	1.4	---	---	---	---	---	
WHUE	---	1.5	0.2	0.2	1.0	1.1	---	WLS-F	1.4	---	---	---	1.6	3869	
								WYEN-F	1.4	---	---	---	---	---	
								WFM-F	---	2.8	---	1.7	2.4	---	
								WBBM-F	---	2.4	2.5	1.9	2.4	---	
								WVON	---	1.6	2.4	3.3	---	---	
								WJJD	---	---	---	2.3	---	---	

These tables show Mediastat data for 15 large markets. The share figures are Mon-Sun, 6AM-MID, 12+, . The cume figure is in hundreds.

CLEVELAND MEDIATREND

	Dec	Nov	Oct	Sep	Aug	Dec CUME
WMNS-F	14.4	9.8	8.6	13.5	15.5	3350
WERE	8.9	9.3	7.0	8.3	9.6	2521
WQAL-F	7.8	8.1	9.0	8.1	6.0	2264
WDOK-F	6.7	7.2	8.5	7.4	7.9	2079
WDMT-F	6.5	6.9	6.9	5.7	8.8	1569
WGAR	6.5	3.8	3.2	4.3	4.1	2421
MHK	6.1	5.6	6.4	5.9	5.1	2644
WCLV-F	5.9	3.5	1.7	3.4	2.4	1255
WZZP-F	5.3	4.8	5.7	2.4	2.9	2128
WJMO	5.2	3.4	3.4	4.7	2.6	1641
WGCI-F	4.3	8.3	9.8	5.5	6.2	2780
WJW	4.0	3.2	5.7	3.3	2.0	1032
WKSW-F	2.7	4.8	3.2	2.1	2.1	1110
WLYT-F	2.3	4.5	5.7	4.3	5.1	1798
WMWE	2.3	3.2	2.0	4.5	6.5	1252
WMWM-F	2.0	2.8	2.3	5.1	2.4	1752
WDBN-F	1.1	1.0	1.0	0.3	0.1	389
WABQ	0.4	0.7	1.1	1.3	2.3	457
WBBG	0.2	2.5	2.5	2.1	1.7	216

DALLAS-FORT WORTH MEDIATREND (CON'T)

	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Feb CUME
KMG-C-F	2.1	1.7	2.9	2.1	3.5	2.0	3.4	1473
KSS-F	1.9	0.7	1.7	1.2	1.7	1.8	1.2	---
KLIF	1.5	0.7	2.3	2.2	2.2	1.5	---	2179
WRR-F	---	1.0	---	1.0	---	---	1.3	---
KNOK	---	---	0.8	---	1.6	0.9	0.6	---

DALLAS-FORT WORTH MEDIATREND

	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Feb CUME
KKDA-F	9.8	7.2	6.2	4.1	5.6	7.8	5.6	3354
KVIL-F	8.7	9.2	8.7	6.2	11.6	6.8	6.1	4449
KSCS-F	8.1	9.7	6.6	10.8	8.3	12.5	12.6	4123
KPIX-F	7.4	3.3	6.0	4.9	5.3	4.2	5.7	2395
WBAP	6.7	5.4	7.4	6.0	5.5	7.4	7.4	3196
KRLD	6.2	6.6	5.8	6.5	7.5	6.2	5.9	3597
KZEW-F	5.3	6.8	5.7	6.6	5.0	3.6	6.8	2794
KTXQ-F	4.5	6.2	6.4	4.8	7.2	5.3	5.8	2614
KFJZ-F	4.3	7.1	4.6	4.9	4.2	5.4	5.0	2713
WFAA	4.0	3.7	4.5	3.3	5.7	2.7	2.8	2133
KMEZ-F	3.8	3.4	5.7	4.6	4.4	4.9	3.3	1797
KNOK-F	3.0	5.2	5.1	10.7	2.8	6.3	6.0	2011
KFJZ	2.8	4.4	4.4	1.0	2.0	---	---	980
KBOX	2.7	3.6	3.5	3.3	1.3	3.7	2.9	1543
KNUS-F	2.5	2.6	2.9	1.3	2.3	4.5	4.3	2163
KOAX-F	2.4	2.3	2.0	3.2	3.1	2.8	6.1	1343
KAFM-F	2.3	0.7	---	1.9	---	1.5	---	918

170  
03-170

DENVER MEDIATREND

	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Feb CUME
KOSI-F	8.5	7.0	7.5	5.6	5.3	4.1	4.5	2182
KOAQ-F	8.3	5.4	6.8	7.4	8.1	7.5	8.5	2233
KHOW A/F	7.4	5.4	7.5	9.0	4.4	6.6	4.7	2314
KBPT-F	7.3	7.0	11.5	8.9	9.9	6.7	13.2	2975
KLZ	6.5	5.4	5.5	5.8	6.6	5.2	6.7	1641
KAZY-F	6.0	7.2	6.4	5.7	7.7	6.7	9.6	2015
KOA	5.4	7.5	6.0	5.9	5.4	7.6	6.7	2155
KPPL-F	5.2	3.2	3.3	4.8	3.6	4.2	3.4	1448
KLIR-F	5.1	6.1	4.6	5.2	4.6	4.3	4.9	1684
KBCO-F	4.5	4.1	3.6	3.6	3.8	3.5	3.8	732
KYGO-F	4.3	6.3	3.8	3.2	3.4	4.8	2.4	1356
KDKO	4.2	5.1	3.7	3.3	3.6	3.4	2.1	781
KVOD-F	4.0	4.0	5.3	4.0	4.7	3.3	3.8	1249
KIMN	3.9	7.0	4.7	5.1	4.8	5.5	3.7	2219
KADX-F	3.3	---	2.0	---	1.4	3.2	1.6	1037
KDEN	2.8	1.8	2.3	---	1.7	2.1	3.6	796
KITCL-F	1.6	---	---	1.4	2.3	---	---	318
KFML	1.5	---	---	---	---	---	---	---
KLAK	1.3	2.3	1.4	2.0	1.9	1.6	---	808
KBNO	1.2	1.7	---	---	---	1.3	---	---
KWBZ	---	2.0	---	2.4	2.2	1.5	1.2	---
KTLK	---	1.7	1.3	2.0	2.6	3.3	2.7	---
KOSI	---	1.6	1.9	2.5	---	3.0	2.4	---
KLDR	---	---	2.0	1.5	---	---	---	---

HOUSTON MEDIATREND

	Dec	Nov	Oct	Sep	Aug	Dec CUME
KIKK-F	13.3	13.9	10.4	10.9	10.6	5130
KMJQ-F	9.4	10.7	11.8	15.0	16.4	3001
KRBE-F	7.4	8.2	8.2	5.0	4.7	4490
KLLO-F	7.3	4.8	4.7	6.7	8.5	3261
KPRC	7.0	6.2	6.7	7.8	9.5	3318
KODA-F	6.5	4.8	5.6	5.8	3.8	1948
KTRH	6.4	4.0	3.7	5.4	6.1	3500
KRLY-F	6.0	8.7	6.8	4.1	6.6	3225
KYND-F	4.2	7.1	5.9	3.3	2.5	2196
KENR	4.0	3.4	4.6	3.0	3.3	2018
KFMK-F	3.4	3.7	4.0	5.3	1.7	1854

HOUSTON MEDIATREND (CON'T)

	Dec	Nov	Oct	Sep	Aug	Dec CUME
KILT	2.9	1.4	2.9	2.6	2.9	2176
KILT-F	2.7	3.9	4.5	3.0	2.9	2766
KQUE-F	2.4	3.0	3.8	4.6	3.7	937
KNUZ	1.8	0.8	1.5	0.7	1.4	829
KYOK	1.8	0.5	0.9	0.6	0.4	558
KLEF-F	1.4	2.3	1.5	1.2	1.0	---
KSRR-F	1.4	3.7	2.0	1.5	3.8	2125
KIKK	0.8	---	---	0.7	---	682
KXYZ	0.8	---	1.3	---	0.7	---
KULF	---	2.4	0.9	1.5	2.7	---

LOS ANGELES MEDIATREND

	Dec	Nov	Oct	Sep	Aug	Dec CUME
KABC	7.6	8.9	9.1	8.5	9.4	9716
KMET-F	6.6	7.0	5.2	6.2	5.0	10434
KBIG-F	4.8	6.8	4.8	3.3	3.5	7192
KLOS-F	4.2	3.8	4.2	4.5	4.0	8484
KRLA	4.0	4.3	5.6	4.6	4.2	7214
KFI	3.9	2.0	2.7	1.7	3.0	6057
KRTH-F	3.9	2.6	2.6	3.1	3.8	5724
KFWB	3.5	3.9	4.3	4.0	4.3	9085
KLAC	3.5	2.1	3.3	3.8	2.8	5376
KJOI-F	3.4	3.0	4.5	2.1	4.5	5503
KNX	3.3	6.9	5.9	5.2	3.7	8066
KNX-F	2.9	3.1	4.0	2.5	2.8	4029
KOST-F	2.9	1.9	2.1	---	2.3	---
KIIS-F	2.6	4.8	2.9	4.3	4.5	6850
KMPC	2.3	2.8	2.5	3.9	2.4	4780
KWST-F	2.2	1.9	---	2.0	---	4979
KIQQ-F	2.1	---	2.0	1.7	2.9	4526
KKGO-F	2.1	2.3	---	---	---	---
KROQ-F	2.1	2.1	3.7	---	---	4313
XTRA	2.1	---	---	---	---	3740
KZLA-F	---	2.1	---	---	---	---
KDAY	---	1.8	2.1	2.3	2.3	---
KHTZ-F	---	---	2.2	2.1	3.3	---
KUTE-F	---	---	1.7	3.3	2.0	---
KJLH-F	---	---	---	2.5	2.8	---
KHJ	---	---	---	2.1	---	---

MILWAUKEE MEDIATREND

	Dec	Nov	Oct	Sep	Aug	Dec
				CUME		CUME
WISN	11.8	8.2	7.7	7.3	7.2	3003
WEZW-F	10.7	12.8	8.8	9.2	12.0	2222
WTMJ	10.4	11.1	12.6	14.7	17.0	3332
WBGS-F	9.8	9.7	12.3	9.7	7.5	2294
WLPX-F	9.0	9.8	7.2	8.2	6.9	2534
WKTI-F	6.4	4.9	3.7	6.3	4.9	1624
WZUU-F	5.6	4.3	7.8	5.5	4.7	2488
WQFM-F	5.0	4.0	5.7	4.7	6.8	1801
WOKY	4.5	2.6	2.3	2.9	3.4	1743
WFMR-F	3.1	4.3	3.6	4.5	3.1	925
WLUM-F	3.1	6.5	5.4	3.7	3.1	547
WAWA	2.0	1.1	1.0	1.1	1.1	470
WBKV-F	2.0	1.8	2.2	1.6	0.5	482
WKKE	1.7	2.8	1.1	1.9	2.5	679
WXJY-F	1.0	0.7	0.1	0.5	1.5	298
WEMP	0.8	0.7	0.6	1.3	0.7	483
WZUU	0.4	0.3	0.8	0.6	0.2	177
WNNW-F	0.3	1.7	1.1	1.4	0.5	257

MI NNEAPOLIS-ST. PAUL MEDIATREND

	Dec	Nov	Oct	Sep	Aug	Dec
				CUME		CUME
WCCO	24.7	19.9	23.5	7859		7859
KSTP-F	14.9	8.4	11.0	3943		3943
WDGY	10.2	7.0	7.1	2785		2785
KDWB-F	7.8	8.8	8.9	2888		2888
KQRS A/F	6.5	10.3	9.1	3234		3234
KEYY-F	5.2	5.9	4.0	1568		1568
WCCO-F	4.7	6.7	2.6	1917		1917
WLOL-F	3.8	4.3	4.5	1815		1815
WWTG	2.3	5.5	5.5	974		974
WAYL-F	1.9	3.8	6.2	1069		1069
KSTP	1.8	1.9	2.5	1736		1736
KTWN-F	1.6	1.7	0.6	365		365
WAYL	1.5	1.7	0.9	525		525
KRSI-F	1.2	1.5	1.2	468		468
KTOR-F	1.1	0.6	0.6	402		402
KEYY	1.0	0.1	0.3	474		474
KDWB	0.6	2.0	1.3	892		892
KRSI	0.5	0.7	0.4	425		425

NEW YORK MEDIATREND

	Dec	Nov	Oct	Sep	Aug	Dec
						CUME
WKTU-F	8.4	9.7	10.8	7.0	6.3	19734
WOR	7.4	4.3	4.5	5.2	6.2	16604
WBLS-F	6.6	8.3	8.2	9.4	8.1	15509
WPAT-F	6.6	4.5	4.6	3.5	3.6	15019
WTNS	6.2	5.7	6.2	6.5	6.0	21096
WPLJ-F	5.8	4.9	5.2	4.6	5.5	13540
WABC	3.9	4.4	4.4	3.9	5.6	17361
WADO	3.8	3.0	4.1	4.0	3.7	7832
WCBS	3.8	5.6	4.2	5.2	4.4	15197
WMCA	3.6	2.3	2.6	2.0	3.8	6480
WNBC	3.4	3.4	3.4	2.3	4.0	16100
WNEW-F	3.4	3.8	3.7	3.8	3.5	9666
WJIT	2.9	3.1	2.7	1.7	3.0	6434
WNEW	2.6	2.8	2.2	2.8	2.1	5345
WPIX-F	2.5	2.2	---	1.8	2.7	8422
WRNN-F	2.5	4.3	2.4	3.0	2.8	---
WXLO-F	2.4	---	1.0	---	---	6392
WQXR A/F	2.3	1.6	1.0	1.9	1.7	7556
WYNY-F	2.0	2.2	2.7	2.5	1.9	6945
WHN	1.9	1.8	2.2	2.9	2.9	6103
WCBS-F	---	2.0	1.4	3.1	1.7	---
WPAT	---	---	1.5	---	---	---
WTFM-F	---	---	1.4	---	2.1	---
WRVR-F	---	---	---	---	1.7	---



PHILADELPHIA MEDIATREND

	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Feb CUME
WDAS-F	10.9	8.8	7.7	6.9	5.4	7.2	10.4	3789
KYW	10.3	12.4	9.6	13.0	15.4	14.2	11.3	13491
WEAZ-F	7.2	4.5	6.5	6.3	3.1	6.9	2.5	5291
WIP	6.8	5.0	7.2	6.8	7.1	4.0	5.3	4436
WVSH-F	6.1	2.9	3.1	4.4	6.9	7.9	3.9	4065
WVCK-F	5.1	9.4	8.2	6.5	6.2	6.4	9.2	4946
WYSP-F	4.8	4.9	4.5	4.6	4.5	5.6	6.9	5429
WVNR-F	4.7	5.8	5.3	8.2	6.5	6.2	7.0	5455
WTOQ-F	4.3	3.6	2.8	3.0	4.8	4.0	3.7	4414
WVDB-F	4.3	8.8	6.1	4.6	4.4	3.0	7.9	2095
WCAU	4.2	5.9	5.2	4.8	3.7	4.5	3.1	4172
WCAU-F	4.0	3.9	3.5	2.4	2.2	4.0	3.2	3177
WFLI	3.5	2.3	3.0	3.6	4.7	4.2	2.8	2922
WVFN A/F	3.2	1.8	3.4	2.5	1.8	1.6	1.5	1759
WVFN A/F	2.7	0.8	0.6	1.7	0.8	1.8	0.7	1020
WVFN A/F	2.4	2.9	1.8	3.6	1.7	2.7	2.5	1984
WVFN A/F	2.3	1.9	2.9	2.6	1.7	3.5	3.8	2833
WVFN A/F	1.9	0.7	4.8	0.9	4.1	4.1	3.3	1297
WVFN A/F	1.4	2.2	1.6	5.0	3.8	1.6	1.7	1305
WVFN A/F	1.3	1.9	1.8	1.5	1.5	0.9	0.6	1199

ST. LOUIS MEDIATREND

	Jan	Dec	Nov	Oct	Sep	Aug	Jan CUME
KMOX	28.0	22.8	23.3	25.2	29.9	25.2	8506
WIL-F	8.4	8.4	7.6	11.2	7.3	10.5	2758
KEZK-F	7.6	6.1	8.6	7.6	4.5	5.8	2767
WVWK-F	7.1	8.3	8.8	8.3	7.8	5.3	2869
KSHB-F	5.7	6.4	5.6	6.1	8.1	7.0	2660
KVJM-F	5.6	8.8	3.7	3.0	5.3	3.7	2213
KSLQ-F	4.8	6.2	9.7	10.0	8.0	10.0	3000
KSD	3.7	1.3	1.7	1.0	1.4	1.7	1798
KXOK	3.7	4.1	5.5	4.0	3.4	3.9	2243
KSD-F	3.0	2.4	2.9	2.5	2.7	2.4	1170
WRTH	2.8	4.6	3.3	3.3	2.8	1.5	2028
WIL	2.7	5.6	1.9	2.8	2.7	3.6	1345
WESL	2.3	1.2	1.3	2.0	1.4	3.4	907
KMOX-F	2.0	3.3	2.4	3.0	2.7	1.8	1319
KADI-F	1.8	1.0	1.2	1.9	2.1	2.2	1335
KATZ	1.7	2.5	2.7	1.5	2.2	0.9	948
WZEN-F	1.6	---	---	---	---	---	798
KWK	1.5	0.8	1.3	0.5	1.1	1.3	492
WIBV	0.4	0.1	0.4	1.0	1.0	0.4	405

SAN FRANCISCO MEDIATREND

	Feb	Jan	Dec	Nov	Oct	Sep	Aug	Feb CUME
KGO	15.5	9.2	11.2	10.2	14.0	10.1	7.8	9189
KCBS	7.3	4.5	7.3	7.1	5.6	4.3	3.2	6300
KSOL-F	6.2	6.5	6.3	6.1	4.1	5.7	4.4	3354
KMEL-F	4.6	4.2	4.0	4.4	2.7	2.1	3.9	3731
KFRC	4.1	6.6	4.1	2.8	4.8	5.6	4.9	5753
KNBR	4.0	2.3	3.6	2.4	3.5	3.4	4.6	3649
KIOI-F	3.5	2.6	3.0	3.5	2.3	5.6	5.0	3963
KNEW	3.3	2.1	2.3	3.6	4.6	3.6	2.7	4233
KSFJ-F	3.3	3.9	1.9	4.0	---	3.0	4.6	3554
KBLX-F	2.8	2.8	2.3	2.4	---	3.0	3.0	1856
KOME-F	2.8	3.2	2.9	---	4.9	3.0	5.5	2383
KYUU-F	2.4	3.7	3.8	4.1	4.5	4.2	3.4	2950
KSFO	2.3	2.6	---	2.9	3.4	2.8	2.4	2593
KABL-F	2.2	4.3	1.9	4.4	2.2	3.4	2.2	2944
KSAN-F	2.2	1.8	2.4	2.8	2.7	1.9	1.6	2808
KFOG-F	1.8	5.2	3.1	2.7	2.0	2.7	2.2	2071
KEZR-F	1.6	---	---	1.8	---	---	---	---
KABL	1.3	2.1	3.2	3.3	---	2.2	2.3	2081
KBAY-F	1.2	---	2.2	---	2.5	---	---	---
KOIT-F	1.2	---	1.8	3.1	1.7	3.3	2.0	2141
KLOK	---	2.6	2.0	2.1	2.1	---	---	---
KDIA	---	2.2	---	---	---	2.2	---	---
KCBS-F	---	1.6	---	---	1.7	---	2.6	---
KYA-F	---	1.6	2.2	2.1	2.6	2.2	2.7	---
KEEN	---	---	---	---	2.8	---	---	---
KSJO-F	---	---	---	---	2.0	---	---	---
KARA-F	---	---	---	---	---	---	1.6	---

SEATTLE MEDIATREND

	Dec	Nov	Oct	Sep	Aug	Dec
						CUME
KISW-F	10.4	12.9	7.1	9.7	10.1	2501
KIRO	8.8	8.0	9.3	11.9	10.6	3860
KOMO	8.7	5.5	5.5	8.5	7.3	3305
KYYX-F	5.8	3.1	2.9	5.4	3.9	1820
KSEA-F	5.6	7.4	3.2	3.3	5.3	1448
KJR	5.1	5.7	11.1	3.7	5.2	2715
KZOK-F	4.5	4.9	4.7	2.9	5.1	2418
KZAM-F	4.4	2.0	2.3	4.9	4.8	1116
KIXI-F	4.0	1.4	---	2.4	4.1	1464
KMPS-F	3.8	2.2	2.8	2.7	3.1	929
KPLZ-F	3.5	---	4.0	2.3	2.9	1128
KING	3.0	6.1	4.4	5.3	4.5	2874
KNBQ-F	2.6	3.1	5.6	1.8	5.2	983
KVI	2.6	2.6	2.4	4.0	5.1	1787
KBRD-F	2.2	2.6	1.7	2.8	1.3	551
KEZX-F	2.1	5.6	2.0	---	1.8	836
KING-F	2.1	2.9	3.6	1.7	2.4	839
KMPS	2.1	2.3	2.8	2.7	1.8	662
KTAC	1.9	---	1.9	1.7	1.3	1096
KWYZ	1.6	1.8	---	---	---	---
KBIQ-F	---	1.9	---	2.9	2.1	---
KTNT	---	1.4	---	---	---	---
KAYO	---	---	3.1	3.4	---	---
KIXI	---	---	2.5	3.7	1.7	---
KGDN	---	---	1.7	---	---	---

WASHINGTON MEDIATREND

	Jan	Dec	Nov	Oct	Sep	Aug	Jan
							CUME
WKYS-F	10.4	12.0	10.7	6.5	7.7	6.5	4419
WMAL	9.6	9.3	8.9	9.6	9.0	7.5	6054
WRQX-F	8.2	9.5	9.3	8.5	8.4	10.2	5404
WHUR-F	7.4	6.8	7.1	6.4	7.3	7.8	3484
WGAY-F	6.2	6.7	7.4	7.7	5.1	5.5	3109
WRC	5.6	4.1	5.2	4.6	4.0	5.1	3317
WASH-F	4.8	3.5	4.0	5.5	4.7	4.5	2940
WPGC A/F	4.6	7.5	6.2	6.4	6.2	5.7	3888
WGMS A/F	4.4	3.3	2.3	4.8	5.2	3.2	2564
WMDC-F	4.3	2.6	2.9	2.3	4.0	4.2	3146
WAVA-F	4.0	4.9	4.1	5.0	5.3	4.1	3056
WTOP	3.7	2.9	3.5	5.0	2.6	3.6	3308
WOOK-F	3.0	4.8	5.5	5.3	3.7	5.3	3161
WKX-F+	3.0	3.5	4.3	3.1	2.2	---	1771
WYCB	2.4	2.1	2.0	2.1	1.2	2.3	975
WMZQ-F	2.3	2.2	2.4	1.8	3.0	1.8	1491
WJMD-F	1.8	2.1	1.7	2.0	4.4	4.3	1178
WEZR-F	0.9	1.9	1.3	0.9	1.2	1.3	---
WOL	0.8	1.2	1.1	1.4	2.3	2.8	1117
WHFS-F	0.7	1.1	---	1.4	---	1.9	789
WEAM	---	---	1.1	0.9	---	2.0	---



AMERICAN RADIO "FALL 80" ORDER FORM

Mail order to:

AMERICAN RADIO  
c/o JAMES DUNCAN  
GILMORE ADVERTISING  
200 MICHIGAN BLDG  
KALAMAZOO, MI 49007

RATE CARD

1 copy .....\$39.00  
2-4 copies .....\$36.00 ea  
5-9 copies .....\$35.00 ea  
10-19 copies.....\$34.00 ea  
20+ copies .....\$33.00 ea

ORDERED BY: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Send me \_\_\_\_\_ copy (ies) at \$ \_\_\_\_\_ each \$ \_\_\_\_\_

Add 1st Class Postage\* (optional) \$ \_\_\_\_\_

\*1st Class Postage: TOTAL ENCLOSED \$ \_\_\_\_\_

\$3.00 for first copy  
\$1.00 for each additional copy  
\$6.00 maximum (if all copies are sent to same address)

AMERICAN RADIO "FALL 80" ORDER FORM

Mail order to:

AMERICAN RADIO  
c/o JAMES DUNCAN  
GILMORE ADVERTISING  
200 MICHIGAN BLDG  
KALAMAZOO, MI 49007

RATE CARD

1 copy ..... \$39.00  
2-4 copies ..... \$36.00 ea  
5-9 copies ..... \$35.00 ea  
10-19 copies..... \$34.00 ea  
20+ copies ..... \$33.00 ea

ORDERED BY: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Send me \_\_\_\_\_ copy (ies) at \$ \_\_\_\_\_ each \$ \_\_\_\_\_

Add 1st Class Postage\* (optional) \$ \_\_\_\_\_

\*1st Class Postage TOTAL ENCLOSED \$ \_\_\_\_\_

\$3.00 for first copy  
\$1.00 for each additional copy  
\$6.00 maximum (if all copies are sent to same address)

