

AMERICAN RADIO

SPRING 1996



James H. Duncan, Jr.

AMERICAN RADIO

SPRING 1996 REPORT

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INTRODUCTION

This is the 21st year **AMERICAN RADIO** has been published. 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:

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We strongly urge you (especially new subscribers) to read carefully the definition pages that immediately precede the individual market reports. They will help you understand all the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about **AMERICAN RADIO**, as do my associates in our Cincinnati office.

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

Any corrections made by Arbitron to earlier published reports are included if they were received before August 30, 1996.

Compilation of this edition was completed September 2, 1996. Mailing will begin on or before September 16. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

One final note: This is the first edition of **AMERICAN RADIO** to be compiled wholly by computer, taking data from Arbitron's "r-sale" data tapes. Due to changes in Arbitron's method of rounding its audience estimates, there may be very minor (and insignificant) differences between what is found in a given Arbitron market report and what is found in this volume. Our software, however, follows Arbitron's published rounding procedures to the letter. The software was developed by our Software Thaumaturge (one who causes apparent miracles to occur), Dave Allen.

Thank you for your continued support of my/our efforts.

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Altoona	Eugene	Manchester	St. Louis
Anchorage	Evansville	Mc-Allen Brownsville	Salisbury-OC, MD
Ann Arbor	Fargo-Moorhead	Melbourne-Titusville-	Salt Lake City
Appleton-Oshkosh	Fayetteville, NC	Cocoa	San Antonio
Asheville	Flint	Memphis	San Diego
Atlanta	Ft. Myers-Naples	Miami-Ft. Lauderdale	San Francisco
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Augusta, GA	Ft. Wayne	Minneapolis-St. Paul	Santa Rosa, CA
Austin	Fresno	Mobile	Sarasota-Bradenton
Bakersfield	Gainesville-Ocala	Modesto	Savannah
Baltimore	Grand Rapids	Monmouth-Ocean	Seattle-Tacoma
Baton Rouge	Green Bay	Monterey-Salinas-	Shreveport
Binghamton	Greensboro-Winston-	Santa Cruz	Sioux Falls
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Boise	Greenville-Spartanburg	Nassau-Suffolk	Springfield, MA
Boston	Harrisburg	New Haven	Springfield, MO
Bridgeport	Hartford	New Orleans	Stockton
Buffalo-Niagara Falls	Honolulu	New York	Syracuse
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Cedar Rapids	Huntington-Ashland	Oklahoma City	Tampa-St. Petersburg
Charleston, SC	Huntsville	Omaha	Terre Haute
Charleston, WV	Indianapolis	Orlando	Toledo
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Columbus, GA	Lafayette, IN	Portland, OR	West Palm Beach
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Davenport-Rock Island-	Lansing	Pueblo	Wilmington, DE
Moline	Las Vegas	Raleigh-Durham	Wilmington, NC
Dayton	Lexington	Reno	Worcester
Daytona Beach	Lincoln	Richmond	York
Denver-Boulder	Little Rock	Riverside-San Bernardino	Youngstown
Des Moines	Los Angeles	Roanoke-Lynchburg	

Station Trading Activity
(6 February 1996 - 20 August 1996)

Noble Broadcast Group sold to Jacor

KMJM-F	St. Louis (D)	\$29,800,000 (E)	
KATZ,KNJZ-F	St. Louis (D)	7,700,000 (E)	
WSPD	Toledo (D)	3,200,000 (E)	
WRVF-F	Toledo (D)	5,500,000 (E)	
WVKS-F	Toledo (D)	11,000,000 (E)	
XETRA	San Diego	22,200,000 (E)	
XETRA-F	San Diego	24,800,000 (E)	
KBCO-AF	Denver (D+)	27,100,000 (E)	
KHOW	Denver (D+)	4,800,000 (E)	
KHIH-F	Denver (D+)	<u>15,800,000 (E)</u>	
		\$152,000,000	

Clicasters sold to Jacor

KOPA, KSLX-F	Phoenix	\$29,800,000	
KRXQ-F	Sacramento (D)	18,600,000	
KSEG-F	Sacramento (D)	29,500,000	
WTBT-F	Tampa (D+)	8,500,000	
WXTB-F	Tampa (D+)	33,900,000	
WKLS-F	Atlanta (D)	84,600,000	
WDAF	Kansas City	17,600,000	
KYYS-F	Kansas City	18,400,000	
WKRQ-F	Cincinnati (D+)	28,900,000	
WWNK-F	Cincinnati (D+)	16,600,000	
KEX	Portland (D)	20,300,000	
KKCW-F	Portland (D)	38,400,000	
KKRZ-F	Portland (D)	24,500,000	
WTVN	Columbus, OH (D+)	33,900,000	
WLWQ-F	Columbus, OH (D+)	38,400,000	
WLDD-F, WHOK-F, WLOH	Columbus, OH (D+)	<u>24,000,000</u>	
		\$465,900,000 (E)	

Prism sold to SFX

KCEE	Tucson (D)	\$500,000 (E)	
KNST	Tucson (D)	3,400,000 (E)	
KRQQ-F	Tucson (D)	10,500,000 (E)	
KWFM-F	Tucson (D)	10,700,000 (E)	
WDCG-F	Raleigh (D+)	19,100,000 (E)	
WZZU-F	Raleigh (D+)	8,100,000 (E)	
WWKY	Louisville (D)	500,000 (E)	
WTFX-F	Louisville (D)	6,400,000 (E)	
WVEZ-F	Louisville (D)	10,400,000 (E)	
KNNS	Wichita (D)	1,800,000 (E)	
KKRD-F	Wichita (D)	5,700,000 (E)	
KRZZ-F	Wichita (D)	4,900,000 (E)	
WPDQ	Jacksonville (D)	500,000 (E)	
WOKV	Jacksonville (D)	2,900,000 (E)	
WIVY-F	Jacksonville (D)	8,500,000 (E)	
WKQL-F	Jacksonville (D)	<u>11,300,000 (E)</u>	
		\$105,200,000	

KYCW-F	Seattle	From Infinity to EZ (D)	\$26,000,000	
WROQ-F	Greenville, SC	From ABS to Multimarket	14,000,000	(Blackburn)
KMYZ	Pryor, OK	Sold by Shamrock	40,000	
KVEG	Las Vegas	Sold to Crescent	1,800,000	(Force; Minkow)
WZRZ,WSTZ-F	Jackson, MS	From Lewis to Multimarket	3,500,000	
WLRO-F	Richmond, KY (Lexington)	Sold to Clark (WLTO owner)	2,000,000	
KOLL-F	Maumelle (Little Rock)	From Multimarket to Triathlon (D)	4,000,000	

Southern Skies sold to Triathlon

KZSN-AF	Wichita (D+)	8,000,000 (E)		
KSSN-F	Little Rock (D+)	14,000,000 (E)		
KMVK-F	Little Rock (D+)	<u>2,500,000 (E)</u>		
		\$24,500,000	(Star)	
KSQR (1240)	Sacramento	Sold to Silverado	\$1,800,000 (E)	
KOQO-AF	Fresno	Sold to Silverado	<u>2,400,000 (E)</u>	
		\$4,200,000		
KTNT-F	Edmond (Oka. Cty)	Sold to KATT-F, KYIS-F owner (D+)	2,400,000	(Kalil)
WKBE-F	Warrensburg, NY	Sold to Bendat	625,000	
WKYN (1160)	Florence, KY (Cincinnati)	Sold to Chancellor (D)	1,300,000	
KFSD-F	San Diego	From Lotus to Nationwide	23,000,000	(Stevens)
KISA	Honolulu		200,000	
WACO-AF	Waco	Sold to Sonance (Gulfstar)	3,800,000	
KAQQ, KISC-F, KNFR-F	Spokane	From Silverado to Triathlon (D+)	8,750,000	
WJLS-AF	Beckley, WV		1,500,000	

WQAM,WKIS-F	Miami	From Sunshine to Beasley (D)	57,000,000	(Star)
WJHM-F	Orlando	From Beasley to OmniAmerica (D)	21,300,000	(Star)
WOWW-F	Pensacola	From Sungroup to Southern (D)	2,600,000	(MVP)
WNLS,WTNT-F	Tallahassee	From Park to WTKX-F owner (D)	3,500,000	(MVP)
KWJJ-AF	Portland, OR	From Park to Fisher	35,000,000	(MVP)
WAMO-F(105.9)	Pittsburgh	From Sheridan to Secret	10,000,000 + 106.7 channel	
KOOL-AF	Phoenix	From Par to Colfax	35,000,000	(Kali)
KYBG-F,KNRX-F	Castle Rock (Denver)	From Century to EXCL	7,700,000	
WAXE,WAVW-F,V/KQS-F	Ft. Pierce	Sold to Commodore (D+)	8,000,000	(MVP)
KORL-F	Honolulu	Sold to KDEO-F owner (D)	132,000	
WGSO (990)	New Orleans	Sold by Ed Muniz	575,000	(Chapin)
WOOD-AF,WBCT-F	Grand Rapids	Sold to Clear Channel (D)	42,250,000	(Kali)
WEW	St. Louis	Sold to Gary Acker	435,000	(Force)
KPLY,KQNV-F,KZAK-F	Reno	Sold to Americom (D)	1,900,000	(Media Services)
WFXX-F	Raleigh	From Osborn to Pinnacle (D)	5,900,000	(Star)
WLQT-F,WDDL-F	Dayton area	From Regant to Amer Radio Syst. (D+)	12,000,000	(MVP)
WKWK-AF	Wheeling	Sold to Osborn (D)	2,650,000	
KBQQ-F	Minot	Sold to Justin Hoberg (D)	271,000	
WVOR-F,WHAM,WHTK,WPKY-F	Rochester	From Lincoln to Amer Radio Syst.(D+)	\$30,500,000	(Blackburn)
KQFN, KQWB-F	Fargo	From Brill to Jim Ingstad	2,000,000	(Blackburn)
KBZR-F	Coolidge (Phoenix move-in)	Sold to Scott Fey	7,350,000	(Serafin)
WIRA, WCLB-F	Ft. Pierce (West Palm)	From Ardan to Fairbanks (D+)	23,000,000	(Blackburn)
KQDS-AF	Duluth		?	
WNAX-AF	Yankton, SD (Sioux Falls, SD)	From Park to Saga	7,000,000	(MVP)
WJTK (850)	Knoxville	From Univ. of Term to Dick (D)	200,000	
WWSR-AF, WBES-F	Charleston, WV	From Ardan to Bristol (D+)	2,800,000	(Blackburn)
WSRF, WSHE-F	Miami	From TK to Paxson (D+)	57,500,000	(Star)
KSGS, KMJZ-F	Minneapolis	From Park to Nationwide	22,000,000	(MVP; Stevens)
WAYV-F	Atlantic City	Sold by Osborn	3,100,000	
WJDM	Elizabeth, NJ (New York)	Sold to Children's Broadcasting	11,500,000	
WTKO, WQNY-F	Ithaca	Sold to WHCU, WYXL-F owner (D)	2,100,000	(Blackburn)
WENZ-F	Cleveland	From Ardan to Clear Channel (D)	6,000,000	(Blackburn)
KRTX-F	Galveston	Sold to Tichenor	900,000	
WPOR-AF	Portland, ME	Sold to Saga (D+)	10,000,000	(Stevens)
WBWN-F	Bloomington, IL	From Mid America to Bloomington (D)	3,250,000	(MVP)
WCAR (1090)	Detroit	From Wolpin to Children's Broadcasting	1,500,000	(Force)
KASY-F	Albuquerque	Sold to Citadel (D+)	5,100,000	
KTLE-F	Kirksville, MO	Sold to Bott	550,000	
KALE, KIOK-F	Tri Cities, WA	From SRO to Triathlon	1,200,000	
WXDJ-F, WRMA-F	Miami	Sold to Paxson (D+) (CANCELED)	115,000,000	
<u>Granum sold to Infinity</u>				
WAOK		Atlanta (D)	\$6,000,000 (E)	
WVEE-F		Atlanta (D)	172,000,000 (E)	
WCAO		Baltimore (D)	4,000,000 (E)	
WXVY-F		Baltimore (D)	32,000,000 (E)	
WBOS-F		Boston (D+)	41,000,000 (E)	
WSSH-F		Boston (D+)	36,000,000 (E)	
KHVN		Dallas-FW (D+)	3,000,000 (E)	
KOAI-F		Dallas-FW (D+)	58,000,000 (E)	
KRBV-F		Dallas-FW (D+)	38,000,000 (E)	
WHOO		Orlando (D)	2,000,000 (E)	
WHTQ-F		Orlando (D)	15,000,000 (E)	
WMMO-F		Orlando (D)	17,000,000 (E)	
			\$425,000,000	
<u>Elements of Ragan Henry (US Radio) sold to Clear Channel</u>				
WNND-F		Raleigh	\$7,500,000	
WDIA		Memphis	6,800,000	
WHRK-F		Memphis	25,000,000	
WSVY		Norfolk	1,000,000	
WOWI-F		Norfolk	23,000,000	
WJCD-F		Norfolk	8,000,000	
KHEY-AF		El Paso	10,000,000	
KPRR-F		El Paso	9,000,000	
WRAW		Reading	1,500,000	
WRFY		Reading	23,200,000	
KMJX-F		Little Rock	8,000,000	
KDDK-F		Little Rock	7,000,000	
WKKV-F		Milwaukee	10,000,000	
			\$140,000,000	
WAXQ-F	New York	From GAF to Viacom (D)	\$90,000,000	(MVP)
KXNO, KLUC-F	Las Vegas	From Nationwide to Amer. Radio Syst	11,000,000	(MVP)
WQRS-F	Detroit	From Marlin to Amer. Radio Syst.	18,500,000 (E)	(Blackburn)
WFLN-F	Philadelphia	From Marlin to Amer. Radio Syst.	28,000,000 (E)	(Blackburn)

KLUE-F	Solidad, CA	Sold to Alta	338,000	
WDZR-F	Mt. Clemons (Detroit)	Control passed from Ragan Henry to SynCom	NA	
KLTV-F	Sparta (Springfield, MD)	Sold to Great Empire (D)	1,063,000	
KHFN, KHFM-F	Albuquerque	Sold to Citadel (D+)	5,725,000	
KDZZ, KHTZ-F, KTEG-F	Albuquerque	From Bengal to Trumper (D)	7,400,000	
WKIX-F	Raleigh	Sold to Curtis (D+)	16,000,000	(Media Services)
KATP-F	Amarillo	Sold by Ken Meyer	610,000	(Connolly)
WTVR-AF	Richmond	Sold by Park to Clear Channel (D+)	18,000,000	(MVP)
KBSG-AF, KNDD-F	Seattle	Traded from Viacom to Entercom		(MVP)
KDBX-F	Portland, OR	From Salem to Amer. Radio Syst. (D)	14,000,000	(MVP; Stevens)
KSTE	Sacramento	From Fuller-Jeff to Amer. Radio Syst. (D)	7,250,000	(MVP)
WRZK-F	Tallahassee	Sold to HVS & Bruce Timm (D)	850,000	
KDRB-F	Battendorf (Davenport-RI)	Sold to Connoisseur (D+)	633,000	
KISF-F	Lexington, MO (KansasCity)	From Meyer to Herb Wilkins	2,420,000	
WNNN-F	Fuquay-Varina (Raleigh)	Sold to Ragan Henry and then to Clear Channel	7,500,000	
KTMT, KCMX-AF, KTMT-F	Medford OR area	Sold to Deschutes River (D+)	2,000,000	
WKSJ-AF, WMYC-F	Mobile area	Sold to Ken Johnson (D+)	11,270,000	
KALC-F, KIMN-F	Denver	Traded by Secret to Chancellor		KTBZ-F in Houston + \$6.4 Million
<u>Elements of Park Communications sold to Bahakel:</u>				
	WDEF-AF	Chattanooga (D)	\$7,700,000	
	KWLO, KFMW-F	Waterloo, IA (D)	<u>3,500,000</u>	
			\$11,200,000	(MVP)
<u>Seattle/New Orleans swap</u>				
Heritage traded KRPM and KCIN-F to EZ for WBYU, WEZB-F and WRNO-F plus cash				
WWJY-F, WABT-F	Suburban Chicago	Sold to Z-Spanish	\$3,500,000	
WSTC, WKHL-F	Stamford-Norwalk	From Odyssey to Commodore (D)	9,500,000	(MVP)
VMAZ, WAYS-F	Macon	From Gannett to Eddie Esserman	1,500,000	(Media Services)
KWKH-AF	Shreveport	From Great Empire to KEEL, KITT-F, KVKI-F owner (D+)	4,050,000	
WBTU-F	Fort Wayne	Sold to Charlie McLravy	6,800,000	
Kddb-f	Paso Robles, CA	Sold to Brandon	675,000	
WEQR-F	Goldsboro, NC	Sold to Curtis (D)	550,000	
WHEN-AF	Syracuse	From Park to Cox	4,500,000	
WCEZ-F	Delaware, OH (Columbus)	Sold to Associated	1,950,000	
KRYS-AF, KMXR-F	Corpus Christi	Sold to Gulfstar	6,000,000	(Chapin; Barger)
WXTC-AF, WSSP-F	Charleston, SC	Sold to Dudley	2,700,000	
WBUB-F	Charleston, SC	Sold to Dudley	2,550,000	
WXVO-F	Knoxville area (98.7)	Sold to Dick	1,500,000	(Media Services)
KCHX-F	Midland, TX	From Sonance to Champion	450,000	(Whitley)
KCDQ-F	Odessa	Sold to Champion (D)	1,600,000	(Whitley)
KMRK-F	Odessa	Sold to Champion (D+)	575,000	(Whitley)
KFNS, KEZK-F	St. Louis	From Par to EZ (D+)	48,000,000	(Kall)
WKSS-F	Hartford	From Precision to Multimarket (D+)	18,000,000	(Blackburn)
KVOX-AF	Fargo	Sold to KFGO-AF owner (D)	3,500,000	
<u>Elements of Federated sold to Clear Channel</u>				
	WCUZ-AF	Grand Rapids (D+)	\$9,700,000 (E)	
	KQLL-AF	Tulsa (D+)	3,800,000 (E)	
	KOAS-F	Tulsa (D+)	<u>1,900,000 (E)</u>	
			15,400,000	
WHUB-AF	Cookeville, TN	Sold to Paxson (D)	3,800,000	(Media Services)
KJEZ-F	Poplar Bluff, MO	Sold to Zimmer (D)	780,000	(Media Services)
KFSB, KIXQ-F, KXDG-F	Joplin	Sold to KJKT-F, KSYN-F owner (D+)	3,250,000	
<u>From Territorial to Simmons (80%)</u>				
	KIVA			
	KRLL			
	KZKL-F			
	KZRQ-F			
		Total	\$5,000,000	(80%)
<u>Commodore acquired these properties</u>				
	WKEE-AF, WHRD	Huntington, WV area		
	WBVB-F	Huntington, WV area (Coal Grove, OH)		
	WMLV-F	Huntington, WV area (Ironton, OH)		
	WZZW-F, WFNX-F	Huntington, WV area (Milton, WV)		
		Total	\$12,000,000	(MVP)
WJDX-F	Jackson	From Spur to SFX	3,000,000	
WHTT-AF	Buffalo	From Evergreen to Mercury	19,500,000	(Star)
WSJZ-F	Buffalo	From Evergreen to Amer. Radio Syst.	12,500,000	(Star)
WTNC	Thomasville, NC	Sold to Willis	450,000	
WIMX-F	Gibsonville, OH (Toledo)	Sold to Fritz	1,000,000	
KIOL-F	Lamesa, TX (Odessa)	Sold to Noalmark	250,000	(Whitley)
KMWX, KFFM-F	Yakima, WA	Sold to Tom Ingstad	1,900,000	
WKGTF	Century, FL (Pensacola)		232,500	
KJZY-F	Santa Rosa area	Sold to KZST-F owner	725,000	

WBRD	Palmetto	From Jacor to Gary Acker	162,000	
KTOZ-F	Marshfield, MO (Springfield)	Sold to Midwest Family	1,800,000	
KJMZ-F	Las Vegas	From Parker to Amer. Radio Syst.	8,000,000	(MVP)
KVEG, KFBI-F, KMZQ-F	Las Vegas	From Crescent to Amer. Radio Syst.	29,500,000	(MVP)
WBYS-F	Van Wert (Fl. Wayne)	From Regional to Federated	5,850,000	(Foreman)
KRSY, KRST-F	Albuquerque	From Crescent to Citadel	20,000,000 (E)	(Kalil; Questcom)
KOLT-F	Santa Fe (Albuquerque)	From Crescent to Citadel	3,000,000 (E)	(Kalil; Questcom)

Point and Midcontinent merged Madison operations

	WIBA-AF, WMAD-AF, WTSO, WZEE-F, WMLI-F		\$25,000,000 (E)	
KNRQ-F, KZEL-F	Eugene	Sold to Bengal/McDonald	5,015,000	(Kalil)
WMJI-F, WMMS-F	Cleveland	From OmniAmerica to Nationwide	87,000,000 (E)	(Star; Crisler)
WOMX-F	Orlando	From Nationwide to OmniAmerica	39,000,000 (E)	(Star; Crisler)
WFPS-F	Freeport, IL		1,283,000	
WHK	Cleveland	From OmniAmerica to Salem	6,500,000	

BayCom to Amer. Radio Systems

	KSJO-F	San Jose	\$38,000,000 (E)	
	KUFX-F	San Jose	15,000,000 (E)	
	KKJZ-F	Portland, OR	16,000,000 (E)	
	KUPL-F	Portland, OR	34,000,000 (E)	
			\$103,000,000	(MVP)
KPAL (1380)	Little Rock	Sold to Ted Snider	50,000	
KYLD-F	San Francisco	Sold to Evergreen by Crescent	44,000,000	
KTZR	Tucson		650,000	
WQMG-AF	Greensboro	Sold to Max	6,900,000	
WEWO, WAZZ-F	Fayetteville, NC area	From Curtis to Beasley	4,200,000	
WJLK-AF, WQNJ-F	Asbury Park, NJ	From New Wave to Nassau	16,750,000	(Blackburn)
KWAM, KJMS-F	Memphis	From Rivers to Ragan Henry to ClearChnl	12,500,000	
WDLS-F	Dallas, PA (WB/Scran)		950,000	(Media Services)
KBER-F	Salt Lake	Sold to Citadel	7,700,000	(Star)
WQSI, WXTR-F, WXUR-F	Washington area	From SFX to Bonneville	25,000,000	
WDIZ-F	Orlando	From Shamrock (Lynett) to Paxson	22,500,000	
WAMR, WCTQ-F	Sarasota	From Asterisk to Jacor	4,435,000	
WDDO, WMGB-F, WPEZ-F	Macon	Sold to Magic	7,250,000	
WFWI-F	Ft. Wayne	Sold to Federated	4,300,000	
WFMB-AF, WCVS-F	Springfield, IL	From Neuhoff to Patterson	7,000,000	(Blackburn)
WNNJ-AF	Newton NJ	Sold to Nassau	4,500,000	(Hickman; Serafin)
WUNX-F, WCOD-F, WUNZ-F	Cape Cod		3,100,000	
WSKY	Asheville		150,000	
WSIC, WFMX-F	Statesville, NC	From Adventure to Benchmark	9,600,000	(Bergner)
KTCK	Dallas	From SFX to Susquehanna	14,000,000	(Star)
KVLY-F	McAllen-Brownsville	From Tippiie to Sunburst	3,175,000	(Whitley; Americom)
KFRQ-F, KKPS-F	McAllen-Brownsville	From Oppenheimer to Sunburst	5,500,000	(Americom)
KQXX-F	McAllen-Brownsville	Sold to Tichenor	1,300,000	
WSHG-F	Ridgeland, SC	Sold to Mike Shott	325,000	(Gordon Rice)

Sundance Broadcasting sold to Colfax:

	KISO	Phoenix	\$1,000,000 (E)	
	KOY	Phoenix	8,000,000 (E)	
	KYOT-F	Phoenix	16,000,000 (E)	
	KZON-F	Phoenix	20,000,000 (E)	
	WOKY	Milwaukee	7,000,000 (E)	
	WMIL-F	Milwaukee	35,000,000 (E)	
	KIDO	Boise	1,800,000 (E)	
	KARO-F	Boise	2,000,000 (E)	
	KLTB-F	Boise	4,200,000 (E)	
			\$95,000,000	(Kalil)
KRLD	Dallas	Traded by SFX to Westinghouse/CBS		KKRW-F in Houston

Elements of Southern Broadcasting sold to Paxson

	WPAP-F	Panama City, FL	\$3,500,000 (E)	
	WPBH-F	Panama City, FL	800,000 (E)	
	WOWW-F	Pensacola	3,000,000 (E)	
	WTKX-F	Pensacola	3,500,000 (E)	
	WNLS	Tallahassee	300,000 (E)	
	WSNI-F	Tallahassee	1,800,000 (E)	
	WTNT-F	Tallahassee	6,500,000 (E)	
	WTPS-F	Tallahassee	500,000 (E)	
	WXSR-F	Tallahassee	1,400,000 (E)	
			\$21,300,000	(MVP)

WFSJ-F KMJI, KSFM-F	St. Augustine (Jacksonville) Sacramento	Sold to Paxson From Secret to Amer. Radio Syst.	\$4,900,000 WQRS-F in Detroit WFLN-F in Phila. Secret pays ARS \$20,000,000	
KYLZ-F, KSOL-F	San Fran/San Jose	From Crescent to Tichenor	\$40,000,000	(Star)

River City (Keymarket) sold to Sinclair TV Group

KZRR-AF	Albuquerque
KLSK-F	Albuquerque
KPNT-F	St. Louis
WVRV-F	St. Louis
WLAC	Nashville
WLAC-F	Nashville
WJCE-F	Nashville
KBLA	Santa Monica
WWL	New Orleans
WLMG-F	New Orleans
WSMB	New Orleans
KMEZ-F	New Orleans
WORD/WFBC	Greenville-Spartanburg
WFBC-F	Greenville-Spartanburg
WJCE-F	Memphis
WOGY-F	Memphis
WRVR-F	Memphis
WBEN	Buffalo
WWKB	Buffalo
WMJQ-F	Buffalo
WKSE-F	Buffalo
WILK/WGBI	Wilkes-Barre-Scranton
WGGY-F	Wilkes-Barre-Scranton
WKRZ-F	Wilkes-Barre-Scranton

Elements of Henry Broadcasting sold to Amer. Radio Syst.

KMJ	Fresno	\$17,000,000 (E)
KKDJ-F	Fresno	3,000,000 (E)
KSKS-F	Fresno	9,000,000 (E)
KFAB	Omaha	13,000,000 (E)
KGOR-F	Omaha	15,000,000 (E)
KBBT	Portland	1,000,000 (E)
KUFO-F	Portland	33,000,000 (E)
KCTC	Sacramento	2,000,000 (E)
KYMX-F	Sacramento	22,000,000 (E)
		<u>\$115,000,000</u> (MVP)

Radio Equity sold to Clear Channel

WWBB-F	Providence	\$14,900,000 (E)
WWRX-F	Providence	12,000,000 (E)
WHYN	Springfield, MA	5,000,000 (E)
WHYN-F	Springfield, MA	9,000,000 (E)
WCKT-F	Fl. Myers	13,500,000 (E)
WIXI-F	Fl. Myers	4,500,000 (E)
WVDM-F	Columbia, SC	17,500,000 (E)
WARQ-F	Columbia, SC	3,000,000 (E)
WSJS	Greensboro-Winston-Salem	7,500,000 (E)
WTQR-F	Greensboro-Winston-Salem	42,000,000 (E)
WXRA-F	Greensboro-Winston-Salem	6,000,000 (E)
WNOE-F	New Orleans	25,000,000 (E)
KLJZ-F	New Orleans	7,000,000 (E)
WREC	Memphis	2,200,000 (E)
WEGR-F	Memphis	22,000,000 (E)
WRXQ-F	Memphis	4,500,000 (E)
KXXY-AF	Oklahoma City	32,000,000 (E)
KTST-F	Oklahoma City	7,000,000 (E)
		<u>\$235,000,000</u>

NewCity Sold to Cox

WEZN-F	Bridgeport	\$25,000,000 (E)
WZZK-AF	Birmingham	35,000,000 (E)
WODL-F	Birmingham	9,000,000 (E)
WDBO	Orlando	13,000,000 (E)
WWKA-F	Orlando	36,000,000 (E)
WCFB-F	Orlando	14,000,000 (E)
WZKD	Orlando	1,000,000 (E)
WSYR	Syracuse	9,000,000 (E)
WYYY-F	Syracuse	21,000,000 (E)
WBBS-F	Syracuse	8,000,000 (E)
KRMG	Tulsa	10,000,000 (E)
KWEN-F	Tulsa	25,000,000 (E)
KJSR-F	Tulsa	6,000,000 (E)
KKYX	San Antonio	3,000,000 (E)
KCYF-F	San Antonio	32,000,000 (E)
KCJZ-F	San Antonio	6,000,000 (E)
		<u>\$250,000,000</u>

OmniAmerica Sold to Chancellor

WAPE-F	Jacksonville	\$20,000,000 (E)	
WFYV-F	Jacksonville	23,000,000 (E)	
WEAT	West Palm	2,000,000 (E)	
WEAT-F	West Palm	28,000,000 (E)	
WOLL-F	West Palm	9,000,000 (E)	
WXXL-F	Orlando	25,000,000 (E)	
WJHM-F	Orlando	29,000,000 (E)	
WOMX-F	Orlando	<u>42,000,000 (E)</u>	
		\$178,000,000	

KLAK-F (97.5)	Durant, OK	Sold to Gulfstar	\$435,000	
KTBB	Tyler, TX	Sold to Gulfstar	800,000	
KTYL-F	Tyler, TX	Sold to Gulfstar	1,315,000	
KBZT-F	San Diego	From Anaheim to Jefferson-Pilot	30,000,000	
KVSL, KGLI-F	Sioux City, IA	From Cardinal to KMNS, KSEZ-F owner (D)	2,200,000	
WDAY-F	Fargo	From Forum to Tom Ingstad	1,500,000	
WSAU, WFCC-F	Wasau, WI	From Journal Co. to Midwest	3,500,000	(Blackburn)
WMGL-F, WWWZ-F	Charleston, SC	From Mayo to Wicks	7,500,000	
WMYB-F	Myrtle Beach, SC	Sold to Multimarket	1,100,000	(Media Services)

From Central States to Saga

WPRC	Springfield, IL	\$ 200,000 (E)	
WTAX	Springfield, IL	2,300,000 (E)	
WDBR-F	Springfield, IL	2,500,000 (E)	
WWTE-F	Springfield, IL	<u>1,000,000 (E)</u>	
		\$6,000,000	(Blackburn)

KMBY-F	Monterey, CA	525,000	
KJAX	Stockton	Sold to Community Pacific	450,000
KIUP, KIQX-F, KRSJ-F	Durango, CO	Sold to Brill	1,100,000
WBMQ, WIXV-F	Savannah	Sold to Point	4,500,000
WIBV	Belleville (St. Louis)		1,450,000
WFRL (1570)	Rockford, IL area	Sold by Connoisseur	245,000
WIVR-F	Eureka, IL (Peoria)	Sold to Granite TV	1,000,000
WCRW (1240)	Chicago	Sold to Diamond	564,000
WWWY, WTFX-F	Louisville	From SFX to Clear Channel	6,900,000
WVEZ-F	Louisville	From SFX to Regent	12,600,000
WADU (830)	New Orleans area		700,000
WCWA, WIOT-F	Toledo	From Enterprise to Jacor	13,000,000
KCFM-F	Okmulgee (Tulsa)	Sold to Shamrock	1,800,000
KFON, KEYI-F	Austin area	Sold to Clear Channel	3,170,000
KNVR-F	Killeen-Temple	Sold by Sonance (Gulfstar) to Chaney	1,100,000
KCKR-F	Waco	From Chaney to Gulfstar	2,100,000
KISX-F (107.3)	Tyler, TX area	From Chaney to Gulfstar	500,000
			(MVP; Mahtman)
			(MVP)
			(Blackburn; Jorgenson)
			(Whitley)
			(Whitley)
			(Whitley)
WOLX-F	Madison	From Shockley to Woodward	10,500,000
WVKV (1080)	Hurricane, WV (Charleston)	Sold to Vernon Baker	20,000

Infinity and Cox exchanged the following stations

<u>From Cox to Infinity</u>		<u>From Infinity to Cox</u>	
WCKG-F Chicago	\$44,000,000	WHOD Orlando	\$2,000,000 (E)
WYSY-F Chicago	<u>20,000,000</u>	WHQO-F Orlando	18,000,000 (E)
	\$64,000,000	WMMO-F Orlando	<u>24,000,000 (E)</u>
			\$44,000,000

WDSY-F, WNRQ-F	Pittsburgh	From Entercom to Secret	42,000,000 (E)
KTBZ-F	Houston	From Secret to Nationwide	30,000,000 (E)
KISW-F	Seattle	From Nationwide to Entercom	43,000,000 (E)
KSSJ-F	Sacramento area	Sold to Amer. Radio Syst.	14,000,000
WIOD	Miami	From Cox to Paxson	13,000,000
WTAR, WKOC-F	Norfolk	From Benchmark to Sinclair	8,100,000
WLTY-F	Norfolk	From Benchmark to Susquehanna	6,500,000
			(Star)
			(MVP)
			(Americom)
			(Americom)
KH-VH, KIKI-AF, KKL-V-F	Honolulu	From Henry to Patterson	9,100,000
KDES-AF	Palm Springs	Sold to KPSI-AF owner (72.5%)	2,000,000
WGNE, WEBZ-F, WFSY-F	Panama City	Sold to Paxson	2,850,000
KNSN, KHSL-F	Chico, CA	Sold to McCoy	1,466,000
KNNN-F	Redding, CA		825,000
KLPQ-F	Little Rock area		825,000
WKTY, WTRV-F	La Crosse, WI		1,300,000
			(Media Services)
			(Exline)
			(Exline)
			(Bill Cate)
WTKS-F	Orlando	From Press to Paxson	21,000,000
KGME, KEDJ-F, KHOT-F	Phoenix area/exurban Phx		900,000
KCUV (1150)	Englewood (Denver)		700,000
KIZN-F, KZMG-F	Boise	Sold to Pacific Northwest	5,000,000
WGEN-AF	Geneseo, IL (Davenport)	Sold to Connoisseur	850,000
WBUS-F	Kankakee, IL	Sold to Z-Spanish	7,000,000
WXNU-F	Louisville area	From John Otting to Cox	2,500,000
KBER-F	Ogden (Salt Lake)	Sold to Citadel	7,200,000
KBMJ-F	Hardin, MT (Billings)	Sold to Deschutes River	600,000
WVFN, WVIC-F	Lansing	Sold to Liggell	2,200,000
KXTP, WDSM, KTCO-F, KZIO-F	Duluth	Sold to Shockley	3,800,000
			(Patrick)

KEWB-F	Redding, CA		850,000	(Exline)
KKLI-F	Colorado Spgs	From Tippie to Citadel	3,800,000	(Whitley)
WLEE-F, WWGO-F	Richmond	From Benchmark to ABS	14,500,000	(Bergner)
WTGE-F	Baton Rouge	Sold to Guaranty	5,500,000	(MVP)
WBGR	Baltimore	From Mortenson to Amer. Radio Syst	2,775,000	
KMGG-F	Santa Rosa, CA	Sold to Amature	3,100,000	
KSRO, KXFX-F, KLCQ-F	Santa Rosa, CA	From Fuller-Jeffrey to Amature	5,700,000	(Exline)
KTRO, KCAQ-F	Oxnard-Ventura	Sold by Hal Frank	3,650,000	(MVP)
FM CP (96.5)	Fl. Walton Beach		500,000	(Hadden)
WFCC-F	Cape Cod		1,190,000	
WELS-AF	Kinston, NC (Greenville-NB)	Sold to Willis	150,000	(Gordon Rice)
WMYK-F	Moyock (Norfolk)	From Willis to Clear Channel	3,350,000	
WLEC, WCPZ-F	Sandusky, OH	Sold to Mrs. Ragan Henry	7,500,000	(Blackburn)
KUGN-AF, KLR-F	Eugene, OR area	Sold to Deschutes River	7,000,000	
KFLZ-F	Corpus Christi area	Sold to KCCT/KBSO-F owner	550,000	
WEAQ, WIAL-F, WECL-F	Eau Claire, WI	Sold to David Nelson	2,600,000	

Infinity sold to Westinghouse

WBCN-F	Boston		\$199,000,000	
WZLX-F	Boston		135,000,000	
WBOS-F	Boston		64,000,000	
WOAZ-F	Boston		50,000,000	
WZRC	New York		9,000,000	
WFAN	New York		264,000,000	
WXRK-F	New York		286,000,000	
KROQ-F	Los Angeles		294,000,000	
KRTH-F	Los Angeles		312,000,000	
WZGC-F	Atlanta		105,000,000	
WAOK	Atlanta		8,000,000	
WVEE-F	Atlanta		210,000,000	
KFRC-AF	San Francisco		96,000,000	
KYCY-F	San Francisco		47,000,000	
WJJD	Chicago		13,000,000	
WJMK-F	Chicago		130,000,000	
WUSN-F	Chicago		225,000,000	
WCKG-F	Chicago		73,000,000	
WYSY-F	Chicago		29,000,000	
WJFK-F	Washington		163,000,000	
WPGC-AF	Washington		215,000,000	
WIP	Philadelphia		85,000,000	
WYSP-F	Philadelphia		189,000,000	
KVIL-F	Dallas-Fort Worth		253,000,000	
KDMM	Dallas-FW		3,000,000	
KLUV-F	Dallas-Fort Worth		92,000,000	
KEWS-F	Dallas-Fort Worth		47,000,000	
KYNG-F	Dallas-Fort Worth		82,000,000	
KHVN	Dallas-Fort Worth		5,000,000	
KOAI-F	Dallas-Fort Worth		84,000,000	
KRBV-F	Dallas-Fort Worth		72,000,000	
WOMC-F	Detroit		98,000,000	
WXYT	Detroit		42,000,000	
WYCD-F	Detroit		89,000,000	
KXYZ	Houston		10,000,000	
WJFK	Baltimore		8,000,000	
WLIF-F	Baltimore		63,000,000	
WCAO	Baltimore		7,000,000	
WXVY-F	Baltimore		46,000,000	
KOME-F	San Jose		42,000,000	
WQYK-AF	Tampa		98,000,000	
		Total	\$4,340,000,000	

WUTQ, WOUR-F	Utica	From Bendat to Dame	1,500,000	
WADR, WUUU-F, WRNY, WSKS-F	Utica-Rome	Sold to Dame	1,500,000	
WXNR-F	Grifton, NC (Greenville-NB)	From Ed Taylor to Beasley	2,000,000	(Bergner)
WKS-F, WMGV-F	NewBarn, NC (Greenville-NB)	From Steve Taylor to Beasley	14,000,000	(Bergner)
WRIE, WXKC-F	Erie	From Almor to Jim Embrescia	3,250,000	(Americom)
KKGO-AM	Frazier Park, CA (Bakersfield)	Sold by M.L. Wilson	367,000	
KEYQ	Fresno	Sold by Americom	NM	
WHKW (1080)	Louisville	From Regent to Clear Channel	1,000,000	
WCCW-AF	Northern Michigan	Sold to WTCM-AF owner	2,200,000	
KSRN-F	Sparks (Reno)		480,000	
WLAB, WMXL-F, WWYC-F	Lexington, KY	From Trumper to Jacor	14,000,000	
KSTE	Sacramento	From Amer. Radio Syst. to Chancellor	9,500,000	(Star)
WEAT-AF, WOLL-F	West Palm	From Chancellor to Amer. Radio Syst.	42,500,000	(Star)
KKSO, KJY-F	Des Moines	Traded by Fuller-Jeffrey to Barnstable		
				WHOM-F, WPLZ and WCSO-F (Portland, ME) (Americom)

Commodore sold to Capstar

WKAP	Allen-Beth	WHRD	Huntington, WV	
WAEB	Allen-Beth	WIRO	Huntington, WV	
WZZO-F	Allen-Beth	WZZW	Huntington, WV	
WINE	Danbury, CT	WKEE	Huntington, WV	
WRKI-F	Danbury, CT	WKEE-F	Huntington, WV	
WAXE	Ft. Pierce area	WTCR	Huntington, WV	
WAVW-F	Ft. Pierce area	WTCR-F	Huntington, WV	
WKQS-F	Ft. Pierce area	WBVB-F	Huntington, WV	
WPAW-F	Ft. Pierce area	WFXN-F	Huntington, WV	
WQOL-F	Ft. Pierce area	WMLV-F	Huntington, WV	
WZZR-F	Ft. Pierce area	WNLK	Stamford-Norwalk	
WFAS	White Plains, NY	WSTC	Stamford-Norwalk	
WFAS-F	White Plains, NY	WEFX-F	Stamford-Norwalk	
WPUT	Poughkeepsie, NY	WKHL-F	Stamford-Norwalk	
WVYB-F	Poughkeepsie, NY	WJBR	Wilmington, DE	
WWIB-F	Poughkeepsie, NY	WJBR-F	Wilmington, DE	
				Total \$200,000,000
WEDR-F	Miami	From Rivers to Evergreen	\$65,000,000	(MVP)
WCIL-AF	Carbondale, IL	Sold to Zimmer	1,765,000	
KLSK-F,KZSS,KZRR-F	Albuquerque	From River City to Trumper	8,000,000	
KABQ (1350)	Albuquerque	Sold by Gomez	100,000	
KTMM-F, KNYN-F	Santa Fe area	Sold to Brandon	3,500,000	(Fisher)
WCLI	Corning, NY	Sold by Sabrecom	50,000	(Kozacko)
WLFN, WLXR-F	La Crosse, WI	Sold by Phil Kelly	700,000	
WLSN-F	Greenville, OH (Dayton area)	Sold to WROU-F owner	2,350,000	
WKBR	Manchester, MI		529,000	
KKDL-F	Fargo area	Sold to KFGO, KVOX owner	1,300,000	
WAPE-F, WFYV-F	Jacksonville	Traded by Chancellor to SFX	WBAB-F, WBLL-F in Long Island (+ Chancellor pays \$11 million)	
KMEM, KNET-F	Lincoln	From Lamb to Rolland Johnson	NA	
KOOL	Phoenix	From Cofax to Salem	6,500,000	(Kail)
KBBL-F	Cabot, AR (Little Rock area)	From Hall to Ted Snider	184,000	
WKLB-F	Boston	Traded by Evergreen to Greater Media	WEBR-F in Washington	
WWRC	Washington	From Greater Media to Evergreen	22,500,000	
WBOQ-F	Gloucester, MA	Sold to Marlin	3,250,000	
WNOG-AF, WARO-F	Naples	From Palmer to Joe Schwartzel	9,250,000	
WKWM (1140)	Grand Rapids	Sold to Goodrich	200,000	
WMHG-F	Muskegon, MI	Sold to Goodrich	625,000	
KKNX (840)	Eugene, OR		150,000	
WSSZ-F	Greensburg (Pittsburgh)	Sold to Sheridan	2,400,000	
KAFX-F	Diboll, TX	Sold to Gulfstar	680,000	
WADB-F	Monmouth, NJ		8,000,000	(Stevens)
KRWM-F	Seattle	From Brown to Sandusky	29,250,000	
WURD (900)	Philadelphia	Sold by Willis	1,570,000	
WZFX-F	Fayetteville, NC	Sold to Dodenhoff	7,000,000	(Whittle)
WYRU, WLRO-F	Fayetteville area	Sold to Dodenhoff	1,200,000	(Whittle)
WLNQ (1600)	Long Island	Sold to WWRL owner (Unity)	1,600,000	
WRWD, WBWZ-F	Poughkeepsie area	Sold to Mike Schwartz	2,800,000	
KRWQ-F	Boone (Des Moines)	From J. Ingstad to Fuller-Jeffrey	2,350,000	
WHBL, WWJR-F	Sheboygan, WI	From Central States to Mike Walton	2,100,000	(Blackburn)
WHZT-F	Mahomet, IL (Champaign)	Sold to Jim Glassman	600,000	(Media Services)
WAHH, WMFD, WRQR-F	Wilmington, NC		750,000	
KKLS, KMKK-F	Rapid City	Traded to T. Ingstad by So. Minn.	KSOO, KMXC-F in Sioux Falls	
<u>Hefel & Tichenor Merged (under auspices of Clear Channel)</u>				
WIND	Chicago	KLAT	Houston	
WLXX	Chicago	KMPQ	Houston	
WOJO-F	Chicago	KLTN-F	Houston	
KESS	Dallas-FW	KLTO-FF	Houston	
KINF	Dallas-FW	KRTX-F	Houston	
KHCK-F	Dallas-FW	WADO	New York	
KMRT-AF	Dallas-FW	WPAT	New York	
KICI-F	Dallas-FW	KGBT	McAllen-Browns	
KAMA	El Paso	KIWW-F	McAllen-Browns	
KBNA-AF	El Paso	KQXX-F	McAllen-Browns	
KLSQ-F	Las Vegas	KSOL-F	San Francisco	
KTNQ	Los Angeles	KYLZ-F	San Jose	
KLVE-F	Los Angeles	WAQI	San Francisco	
KCOR	San Antonio	WQBA	San Francisco	
KXTN-AF	San Antonio	WAMR-F	San Francisco	
KROM-F	San Antonio	WRTO-F	San Francisco	
				Total \$690,000,000 (Star)

WLKF	Lakeland, FL	Sold by Root to Hall	850,000	(Raymond)
WEGW-F	Wheeling	From Burbach to Osborn	800,000	
WYNU-F	Jackson, TN	Sold to Osborn	3,600,000	
FM CP (92.5)	Abilene	Sold to SunGroup	150,000	(Bill Rice)

Osborn Communications sold to Capstar

WWNC	Asheville
WKSF-F	Asheville
WAAX	Gadsden
WQEN-F	Gadsden
WKII	Ft. Myers
WEEJ-F	Ft. Myers
WOLZ-F	Ft. Myers
WING-F	Dayton
WTJS	Jackson, TN
WTNV-F	Jackson, TN
WYNU-F	Jackson, TN
WBBB	Jackson, TN
WWVA	Wheeling
WEGW-F	Wheeling
WHLX-F	Wheeling
WKWK-F	Wheeling
WOVK-F	Wheeling

Total \$95,000,000 (E) (Chaisson)

WTNW, WFFX-F	Tuscaloosa	Sold to Carl Parmer	2,800,000	
KNAX-F, KRBT-F	Fresno	From Osborn to Amer. Radio Syst.	11,000,000	(MVP)
WTMY	Sarasota	Sold to Gary Acker	125,000	
WPNT-F	Chicago	From Century to Evergreen	68,000,000	
WDGY (630)	St. Paul, MN	Sold to Midcontinent	87,000	
WUSS (1490)	Atlantic City	Sold to WMGM-F owner	140,000	
WYOS-F	Chenango, NY (Binghamton)	Sold to Wicks	550,000	
KDUK-AF	Eugene	From Rick Dames to McCoy	2,500,000	
KXOA-AF, KQPT-F	Sacramento	From Brown to Amer. Radio Syst.	50,000,000	(MVP)
KOQO-AF	Fresno	Sold to Amer. Radio Syst.	6,000,000	(Grandy)
WWSF-F	Ft. Walton, FL	Sold to Patterson	1,900,000	
KPOP, KGB-F	San Diego	From Brown to Nationwide	44,000,000	(Stevens)
WSPB, WSRZ-F, WYNF-F	Sarasota	From New Wave to Jacor	12,500,000	(Blackburn/ Jorgenson)
WSVY-F	Norfolk	Sold to Clear Channel	3,000,000	
WQBK-AF, WQBJ-F	Albany	Sold to Jim Arcara	7,500,000	(Blackburn)
KGIR, KCGQ-F	Cape Girardeau, MO	Sold to Zimmer	1,350,000	
WGBF-AF	Evansville	Sold to Connoisseur	2,280,000	
WSOK, WAEV-F, WL VH-F	Savannah	From Southeastern to Patterson	11,000,000	(Media Services)

EZ Communications Sold to American Radio Systems

WSSS-F	Charlotte	\$16,000,000
WSOC-F	Charlotte	50,000,000
WBZZ-F	Pittsburgh	30,000,000
WZPT-F	Pittsburgh	15,000,000
KYKY-F	St. Louis	61,000,000
KSD	St. Louis	9,000,000
KSD-F	St. Louis	20,000,000
KFNS	St. Louis	2,000,000
KEZK-F	St. Louis	57,000,000
WIOQ-F	Philadelphia	45,000,000
WUSL-F	Philadelphia	70,000,000
KMPS-AF	Seattle	60,000,000
KZOK-F	Seattle	46,000,000
KYCW-F	Seattle	29,000,000
KRPM	Seattle	1,000,000
KBKS-F	Seattle	24,000,000
KHTK	Sacramento	4,000,000
KNCI-F	Sacramento	28,000,000
KRAK-F	Sacramento	30,000,000
KBEQ-AF	Kansas City	20,000,000
KFKF-F	Kansas City	39,000,000
		\$655,000,000

INDIVIDUAL MARKET REPORTS

Definitions, Clarifications and Explanations

Even long-term subscribers should review these pages very carefully. We have made numerous changes and additions to American Radio. Your understanding of the Individual Market Reports will be far greater if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use Indianapolis as an example, starting at the top left of the report:

Arbitron Rank:	36	Pop (12+):	1,108,500
MSA Rank:			35
DMA #			25
Average Persons Ratings:			15.6
Market TSL in Hours:			20.75

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (36 in this case) is Indianapolis's ranking among the 262 Arbitron standard radio markets.

The MSA (Metropolitan Statistical Area) rank is shown along with the total (0+) estimated population. Where the market is split into two or more MSA's, at least the largest is listed.

The Nielsen TV DMA (Designated Market Area) ranking is found directly below MSA rank. We note those cases in which a radio market is combined with others within a single DMA (such as Harrisburg-Lancaster-York, PA).

The Average Persons Rating indicates the percentage of the metro 12+ population which is using any and all radio in an average quarter-hour anytime during the broadcast week, Monday-Sunday, 6 AM-12 Midnight. The Average Persons Rating is roughly comparable to television's Persons Viewing Television (PVT) figure.

Market TSL (Time Spent Listening) is the time the average radio listener spent with any and all radio over the entire week. In this case, the average listener spent 20.75 hours listening to radio over the broadcast week.

Now we'll move to the top center column of information.

Stations:	25 / 23
Diaries	2847 / 389:1/55.8%
Sample Target:	2,810
% Below Line:	1.1
% Not Listed:	9.3
Pop per Station:	48,196

There were 25 stations listed in the Indianapolis Arbitron market report. Of those 25, 23 were home to the Arbitron metro survey area – listed "above the line." Thus, two stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Indianapolis metro to rate inclusion in the market report. Please be aware, however, that some stations appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information contained in "Diaries" is a bit complex but is all quite important. It gives you a thumbnail sketch of Arbitron's success in sending out and retrieving diaries in the market.

2847 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

389:1 – an approximate "persons per diary" value: in the metro, the average diary represents 389 persons 12+ (generally, the lower the number, the better)

55.8% – this is "return rate": total usable (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary (again, higher is better). This number represents total diaries from the metro and does not necessarily indicate return from any individual sex/age group. It is not a percentage of total people contacted, but rather, a percentage of the total number of diaries sent out.

Sample Target is the number of usable (in-tab) diaries Arbitron designates for the market – its goal for return. Over the past few years, Arbitron has raised its market sample targets by at least 15% (and, in some cases, by as much as 70%) in response to broadcasters' concerns over unstable results.

The "% Below Line" figure indicates the percentage of total radio listening accumulated by "below the line" stations. This figure, along with the next, "% Not Listed", indicates how much listening in the market is not available to the local commercial stations. This may affect CPM's as well as the effectiveness and salability of local radio. "% Not Listed" reflects listening to stations that did not qualify for listing: distant stations, marginal local stations and public/non-commercial stations.

However, the "% Below Line" figures does not include the listening to home to the market which were placed "below the line" for violating one of Arbitron's policies on "special station activities" (which include on-air mentions of the radio ratings, or any other acknowledgment that the market's radio listening is being surveyed). The audience estimates of such stations are still considered as home to the market, although, in accordance with Arbitron policy, we will note local stations that have been placed "below the line."

The Population per Station shows the number of persons 12+ per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

Next, we move to the top right column:

Last Year's Revenue: \$62,000,000
 Household Income: \$50,111
 Retail Dollars: \$15.0 Bil
 #1 Biller: WFBQ-F \$14,000,000
 #1 Billing Portfolio:
 Emmis duop \$18,500,000

The revenue estimates are based on figures found in the 1996 edition of Duncan's Radio Market Guide. The figures are gross, excluding "trade."

"HH Income" is Consumer Spendable Income per household. The estimate for Indianapolis is \$50,111.

Retail Dollars is the market's estimated Total Retail Sales – in this case, \$15.1 Billion. The data comes from *Sales & Marketing Management's Survey of Buying Power*, and is dated 1 October, 1994.

The #1 Biller is that station I believe to be the leading biller in the market, along with its estimated 1995 gross revenue. It is extracted from Duncan's Radio Market Guide.

The next section is the trended 12+ information:

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spr 95	4 Book Avg	12+ Metro Cume / Rating	95	95	AQH / Cume	Level
1 WFMS -FM	C	218 / 12.6	13.4	10.8	13.0	14.1	12.5	2531 / 22.8	23.9	23.6	314 / 3848	I WFMS -FM

All the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 AM-12 Mid). All audience figures are in hundreds (00); ratings and shares are always percentages.

First is the station's 12+ Broadcast Week ranking, based on its average quarter hour persons figure. Next to the station's calls is a format code. The legend is as follows:

- AC - Adult Contemporary
- AOR - Album Oriented Rock (may have suffixes: NR = New Rock; P = Progressive/Alternative)
- B - Black (audience is 75% or more Black)
- CHR - Contemporary Hit Radio, Top 40, Contemporary
- CL AOR - Classic Rock, Classic AOR
- CL - Classical
- C - Country
- FS - Full Service
- E - Ethnic (Foreign Language)
- EZ - Easy Listening, Beautiful Music
- G - Gospel
- J - Jazz, New Adult Contemporary
- N - News
- O - Oldies ("O-70S" indicates 70's Oldies)
- REL - Religion, Christian, Christian music
- SAC - Soft Adult Contemporary
- SP - Hispanic/Spanish
- SPRTS - Sports
- ST - Standards, Big Bands, Nostalgia
- T - Talk
- U - Urban
- ? - Other, Unknown

These codes may be joined to best represent a station's individual format. The code that comes first is the one that represents the station's primary programming: FS/C is a Full Service station that also plays some Country music.

Within the numbers, reading from left to right, WFMS-FM has 21,800 listeners per average quarter hour in the metro. This gives it a 12.6 share of audience during the latest survey period. Historical shares follow, along with a four-book average (the most recent survey, plus the three that precede it).

Next is the metro cume (cumulative) audience and cume rating (cume audience expressed as a percentage of 12+ population). WFMS-FM has 253,100 cume listeners 12+, which give it a 22.8 cume rating. Historical cume ratings follow.

The Revenue Level provides an estimate of revenue of most, but often, not all, stations home to the market. No revenue level is provided for out-of-market stations; for those, look in their home market. For some stations – indeed, entire markets, in some cases – no revenue estimates are possible. Revenue levels are based on the stations' estimated revenues contained in the latest Duncan's Radio Market Guide.

The codes for revenue levels are:

A -	Less than \$500,000	G -	\$ 5,000,000 to \$ 6,999,999
B -	\$500,000 to \$1,000,000	H -	\$ 7,000,000 to \$ 9,999,999
C -	\$1,000,000 to \$1,999,999	I -	\$10,000,000 to \$14,999,999
D -	\$2,000,000 to \$2,999,999	J -	\$15,000,000 to \$19,999,999
E -	\$3,000,000 to \$3,999,999	K -	\$20,000,000 +
F -	\$4,000,000 to \$4,999,999		

Then there's a line by itself:

12 + FM Share (Metro): 82.60% (1296 of 1569) (Spring 96: 85.26%)

These figures show how much of the market's listening goes to FM stations. These figures are calculated by adding up the Mon-Sun, 6 AM-12 Mid quarter-hour audience estimates for all the listed stations and dividing into it the total quarter-hour audience estimates for all listed FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report. However, by definition, this amount is small and should not significantly affect the percentage.

Next are the 21 demographic and daypart rankings. We are not allowed to print actual ratings figures, per our agreement with Arbitron. The number of stations listed depends on the size of the market. All of these rankings are based on metro area average quarter-hour persons audience estimates:

Teens:	Persons 12-17, Mon-Sun, 6 AM-12 Mid
18-34:	Adults 18-34, Mon-Sun, 6 AM-12 Mid
18-49:	Adults 18-49, Mon-Sun, 6 AM-12 Mid
25-49:	Adults 25-49, Mon-Sun, 6 AM-12 Mid
25-54:	Adults 25-54, Mon-Sun, 6 AM-12 Mid
35+:	Adults 35+, Mon-Sun, 6 AM-12 Mid
12+ AMD:	Total persons 12+, Mon-Fri, 6-10 AM
12+ MID:	Total persons 12+, Mon-Fri, 10 AM-3 PM
12+ PMD:	Total persons 12+, Mon-Fri, 3-7 PM
12+ EVE:	Total persons 12+, Mon-Fri, 7 PM-12 Mid
Overnight:	Total persons 12+, Mon-Sun, 12 Mid-6 AM

Wom 18-24:	Women 18-24, Mon-Sun, 6 AM-12 Mid
Wom 18-34:	Women 18-34, Mon-Sun, 6 AM-12 Mid
Wom 25-34:	Women 25-34, Mon-Sun, 6 AM-12 Mid
Wom 18-49:	Women 18-49, Mon-Sun, 6 AM-12 Mid
Wom 25-54:	Women 25-54, Mon-Sun, 6 AM-12 Mid

Men 18-24:	Men 18-24, Mon-Sun, 6 AM-12 Mid
Men 18-34:	Men 18-34, Mon-Sun, 6 AM-12 Mid
Men 25-34:	Men 25-34, Mon-Sun, 6 AM-12 Mid
Men 18-49:	Men 18-49, Mon-Sun, 6 AM-12 Mid
Men 25-54:	Men 25-54, Mon-Sun, 6 AM-12 Mid

If a station's call letters are followed by a > symbol, there is a very large difference between that station and the station that follows it in the rankings. A >> means there is a huge difference between the marked station and the next ranked station – around 10 shares or the marked station has twice as much audience as the next one. Conversely, the < symbol indicates the marked station has a very small lead over the next-ranked station.

A few stations from inside and outside the metro that have relatively small average quarter-hour audiences are found under "Other Rated Stations." For them, we show only their call letters/band identifier, format, frequency, city of license, metro 12+ total week share and metro 12+ cume rating.

In the Spring, we provide a summary of Format Performance, based on total broadcast week, metro 12+ average quarter-hour audience. The table includes every format in the market and the audience of every station which shows up in the Arbitron market report. Here's an example:

	AM	FM	Total	%	Spr 95
Country	0 (0)	336 (3)	336 (3)	24.5%	22.7%

In this market, there are no AM Country stations, but there are 3 FM Country stations which compiled a total 12+ metro audience of 33,600 in an average quarter-hour. The total audience to Country among listed stations is also 33,600, or 24.5% of all listening to stations listed in the market report. Last year, 22.7% of all listening to listed stations was to Country stations.

Next is the Consolidation Report, which provides summed 12+ and 25-54 audience shares and the share of last year's revenue accountable to consolidated radio operations in the market. Here's an example:

	12+	25-54	Revenue
Susquehanna	18.7%	20.3%	21.6%
WGRL-FM, WFMS-FM			

The two operations owned by Susquehanna in Indianapolis, WGRL-FM and WFMS-FM combined attracted 18.7% of the 12+ total week metro audience and 20.3% of the adults 25-54 total week metro audience, as well as 21.6% of last year's revenue in the market.

In most cases, the consolidated operations presented in this report were in effect during the survey, or were acquisitions announced sometime during the survey period.

The last two sections provide an update on station facilities and happenings in the market. For example, here are sample listings from Indianapolis:

WIBC	1070	50 KW/10 KW (DA-2)	Talk/Full Svc	ABC, AP	\$110.00	Christal	Emmis
WFBQ	94.7	47 KW @ 892	AOR/Talk	Source	\$258.00	Katz	Secret

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, WIBC, operates on 1070 with 50,000 watts days and 10,000 watts nights, with separate directional patterns day and night. Abbreviations you may find accompanying AM stations' power information are:

DA, Days	Directional daytime-only operation
DA-N	Directional antenna at night only (non-directional days)
DA-1	Same directional pattern day and night
DA-2	Different directional patterns day and night
DA-D	Fulltime that's directional only during the day (very uncommon)

WIBC programs primarily Talk, with a healthy dose of general information that we call Full Service.

Next comes the station's network affiliation if it has one:

ABC	ABC	SMN	Satellite Music Network
AP	Associated Press Radio	Source	Westwood One Source
AURN	American Urban Radio	SRN	Salem Radio Network
BRN	Business Radio Network	Talknt, Tlknt	Westwood One Talknet Radio
CBS	CBS	TARN	Talk America Radio
CNN	Westwood One CNN+	UPI	United Press International Radio
CRC	Cadena Radio Centro	USA	USA Radio
PRN	People's Radio Network	Westwd, WW1	Westwood One
SBUSA	Sports Byline USA	1 on 1, 1/1	One-on-One Sports Radio

The spot rate is our estimate of each station's average unit rate. The unit rate estimate is what we project is the average rate for all spots run on the station. This estimate usually is derived by taking the station's gross billings and working backwards, with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following spot rate are the station's national sales representative firm (if any), the station's group ownership (if any) and its city of license if it's somewhat removed from the population core of the metro.

The final section is "Notes," in which we attempt to provide a thumbnail sketch of significant changes in the radio market, including:

Call letter changes – both old and new of stations which have changed their identity since the last issue of American Radio, with a date of change, if available.

Major format changes – with indication of their old and new place within our format categories.

Station sales – proposed sales in each market, with price and broker, where possible. In some cases, the price has been estimated by Jim Duncan. Please understand these sales may not necessarily close.

Miscellaneous comments – relevant comments and observations which come to mind as we prepare the book.

We hope you find this edition of American Radio interesting and useful. Let us know what you think and any improvements you'd like to see.

PRIMARY MARKETS

AKRON

Arbitron Rank: 67	Pop (12+): 568,100	Stations: 28 / 6	Last Year's Revenue: \$14,900,000
MSA Rank: 76		Diaries 1710 / 332:1/56.4 %	Household Income: \$44,349
MSA Pop: 682,000		Sample Target: 1,760	Retail Dollars: \$6.5 Bil
DMA # Cleveland (#13)		% Below Line: 57.3	#1 Biller: WKDD-F \$3,800,000
Average Person Ratings: 16.7		% Not Listed: 13.2	#1 Billing Portfolio: WAKR/WONE-F/WQMX-F \$7,500,000
Market TSL In Hours: 22.00		Pop per Station: 94,683	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WONE -FM	AOR	67 / 7.1	6.2	5.4	6.4	8.2	6.3	953 / 16.8	15.2	17.9	111 / 1765	E WONE -FM
2 WMJI -FM	O	66 / 6.9	5.2	5.7	4.7	5.2	5.6	935 / 16.5	15.0	14.4	91 / 1463	WMJI -FM
3 WQMX -FM	C	62 / 6.5	6.7	7.2	7.6	6.7	7.0	781 / 13.7	14.8	15.2	114 / 1567	D WQMX -FM
4 WKDD -FM	CHR/AC	55 / 5.8	5.7	5.4	5.4	5.5	5.6	840 / 14.8	13.2	14.8	87 / 1528	E WKDD -FM
5 WDOK -FM	SAC	50 / 5.3	6.7	6.1	4.1	4.3	5.5	782 / 13.8	15.1	14.3	96 / 1235	WDOK -FM
6 WNIR -FM	T	47 / 4.9	5.7	5.3	4.9	7.4	5.2	582 / 10.2	9.6	12.3	66 / 786	D WNIR -FM
WGAR -FM	C	47 / 4.9	4.3	4.7	5.1	4.8	4.8	680 / 12.0	13.1	13.2	75 / 1132	WGAR -FM
8 WNCX -FM	CL AOR	43 / 4.5	4.3	5.1	4.0	4.8	4.5	753 / 13.3	13.7	14.7	66 / 1283	WNCX -FM
9 WMMS -FM	AOR	37 / 3.9	3.8	4.4	4.1	3.4	4.1	890 / 15.7	14.0	13.2	67 / 1545	WMMS -FM
10 WKNR -AM	SPRTS	36 / 3.8	1.9	3.5	3.2	2.4	3.1	806 / 14.2	10.7	8.3	59 / 1317	WKNR -AM
11 WZAK -FM	B	30 / 3.2	2.9	3.2	4.3	3.4	3.4	473 / 8.3	10.0	8.9	38 / 689	WZAK -FM
WAKR -AM	FS	30 / 3.2	4.9	4.6	5.5	5.9	4.5	583 / 10.3	11.8	13.0	36 / 692	C WAKR -AM

12+ FM Share (Metro): 83.64 % (690 of 825) (Spring 95: 82.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WMMS-FM >	1 WONE-FM	1 WONE-FM	1 WONE-FM	1 WONE-FM <	1 WMJI-FM >	1 WNCX-FM	1 WONE-FM	1 WONE-FM <	1 WKNR-AM >	1 WAKR-AM
2 WZAK-FM	2 WKDD-FM	2 WMJI-FM	2 WMJI-FM	2 WMJI-FM	2 WNIR-FM <	2 WQMX-FM <	2 WMJI-FM <	2 WMJI-FM	2 WMMS-FM	2 WNIR-FM
3 WZJM-FM >	3 WNCX-FM <	WKDD-FM	3 WKDD-FM	3 WKDD-FM	3 WDOK-FM <	3 WMJI-FM <	3 WQMX-FM <	3 WKDD-FM <	3 WQMX-FM	3 WONE-FM
	4 WMMS-FM	4 WQMX-FM <	4 WNCX-FM <	WQMX-FM	4 WQMX-FM	4 WKDD-FM <	4 WKDD-FM <	4 WQMX-FM <	WAKR-AM <	
	5 WQMX-FM	5 WNCX-FM >	5 WQMX-FM	5 WNCX-FM	5 WONE-FM <	5 WONE-FM	5 WDOK-FM	5 WGAR-FM <		
	6 WENZ-FM		6 WDOK-FM	6 WDOK-FM	6 WGAR-FM	6 WDOK-FM	WNIR-FM	6 WDOK-FM <		
						7 WGAR-FM <		7 WNIR-FM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WMMS-FM	1 WKDD-FM >	1 WKDD-FM >	1 WKDD-FM >	1 WKDD-FM		1 WMMS-FM	1 WNCX-FM	1 WNCX-FM >	1 WONE-FM >	1 WONE-FM
2 WKDD-FM	2 WQMX-FM <	2 WONE-FM	2 WQMX-FM <	2 WQMX-FM <		2 WENZ-FM	WONE-FM	WONE-FM	2 WNCX-FM	2 WMJI-FM <
3 WQMX-FM	3 WONE-FM	WQMX-FM >	3 WONE-FM <	3 WMJI-FM <		3 WZAK-FM	3 WMMS-FM >	3 WKNR-AM	3 WMJI-FM	3 WNCX-FM
	4 WMMS-FM	4 WGAR-FM	4 WMJI-FM <	4 WDOK-FM		4 WKDD-FM	4 WENZ-FM	WMMS-FM	4 WKNR-AM	4 WKNR-AM
	5 WQAL-FM	5 WENZ-FM	5 WDOK-FM	5 WONE-FM		WNCX-FM	5 WKNR-AM	5 WKDD-FM	WMMS-FM	5 WQMX-FM
	6 WENZ-FM	WZAK-FM	6 WLTF-FM <			WONE-FM	WQMX-FM	WGAR-FM	5 WQMX-FM	6 WGAR-FM
7 WONE-FM	WQAL-FM						WKDD-FM			
WZAK-FM										

AKRON

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	0 (0)	0 (0)	0.0 %	7.1 %	WTOU -AM B/O 1350 Akron	1.9	/ 2.8
AOR/Classic/NR	0 (0)	147 (3)	147 (3)	23.8 %	20.7 %			
Black/Urban	0 (0)	30 (1)	30 (1)	4.9 %	4 %			
CHR	0 (0)	55 (1)	55 (1)	8.9 %	10.8 %			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %			
Country	0 (0)	109 (2)	109 (2)	17.7 %	16.1 %			
Full Service	30 (1)	0 (0)	30 (1)	4.9 %	7.2 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	1.9 %			
News/Talk	25 (1)	47 (1)	72 (2)	11.7 %	12.5 %			
Oldies	0 (0)	66 (1)	66 (1)	10.7 %	6 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %			
Soft AC/EZ	0 (0)	50 (1)	50 (1)	8.1 %	5.4 %			
Sports	36 (1)	0 (0)	36 (1)	5.8 %	2.8 %			
Standards	22 (1)	0 (0)	22 (1)	3.6 %	3.5 %			
Totals	113 (4)	504 (10)	617 (14)					

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WCLV	-FM	CL	95.5	Cleveland		1.4	/ 3.7
WENZ	-FM	AOR-NR	107.9	Cleveland		2.6	/ 11.2
WHBC	-FM	AC	94.1	Canton		0.9	/ 4.0
WHK	-AM	SPRTS	1420	Cleveland		0.4	/ 1.1
WHOT	-FM	CHR	101.1	Youngstown		0.5	/ 2.6
WLTF	-FM	AC	106.5	Cleveland		2.9	/ 8.9
WNWV	-FM	J	107.3	Elyria		1.7	/ 5.2
WQAL	-FM	AC	104.1	Cleveland		3.1	/ 10.9
WQKT	-FM	C	104.5	Wooster		0.4	/ 2.4
WQXK	-FM	C	105.1	Salem		2.6	/ 6.2
WRMR	-AM	ST	850	Cleveland		2.3	/ 4.8
WRQK	-FM	CHR/AOR	106.9	Canton		1.3	/ 6.4
WWWE	-AM	T	1100	Cleveland		2.6	/ 8.8
WZJM	-FM	CHR	92.3	Cleveland Heights		1.5	/ 7.3
WZKL	-FM	O	92.5	Alliance		0.4	/ 1.4

Consolidation Report	12+	25-54	Revenue
Local	16.7 %	19.0 %	50.3 %
WQMX-FM, WONE-FM, WAKR-AM	16.7 %	19.0 %	50.3 %

AM Stations

WAKR	1590	5 KW (DA-N)	Full Service	Westwd, ABC, AP	\$37.00	Christal	WQMX duop
WTOU	1350	5 KW (DA-1)	Black/AC	ABC, SMN	\$17.00	Eastman	Barnstable

FM Stations

WKDD	96.5	50 KW @ 441	CHR/AC		\$71.00	Eastman	Barnstable
WNIR	100.1	2 KW @ 390	Talk	CBS	\$50.00	K & P	Kent
WONE	97.5	12 KW @ 890	AOR		\$67.00	Christal	WQMX duop
WQMX	94.9	16 KW @ 879	Country		\$60.00	Christal	

Notes: Other Ranked Stations -- see Canton, Cleveland or Youngstown

ALBANY-SCHENECTADY-TROY

Arbitron Rank: 57 Pop (12+): 736,000	Stations: 32 / 30	Last Year's Revenue: \$26,100,000
MSA Rank: 67	Diaries 2112 / 348:1/ 60.4 %	Household Income: \$51,309
MSA Pop: 877,000	Sample Target: 2,030	Retail Dollars: \$8.1 Bil
DMA #: 52	% Below Line: 0.7	#1 Billing: WGNA-AF \$5,000,000
Average Person Ratings: 16.1	% Not Listed: 15.3	#1 Billing Portfolio: Multimarket duop \$8,600,000
Market TSL In Hours: 21.25	Pop per Station: 24,533	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WGNA -AF	C	156 / 13.2	12.9	11.3	9.8	12.2	11.8	1612 / 21.9	21.8	23.4	264 / 2645	G WGNA -AF
2	WFLY -FM	CHR	113 / 9.5	8.2	9.1	9.0	8.4	9.0	1843 / 25.0	23.7	24.7	141 / 2400	E WFLY -FM
3	WGY -AM	FS	99 / 8.3	10.0	9.5	9.2	8.6	9.3	1507 / 20.5	21.5	20.1	150 / 2269	D WGY -AM
4	WPYX -FM	AOR	89 / 7.5	6.7	6.4	7.6	6.5	7.1	1346 / 18.3	16.6	19.6	150 / 2119	E WPYX -FM
5	WYJB -FM	SAC	82 / 6.9	7.9	8.2	7.2	8.5	7.6	1354 / 18.4	19.5	18.6	106 / 1759	D WYJB -FM
6	WABY -AF	ST	73 / 6.2	6.1	5.5	3.7	5.5	5.4	784 / 10.7	9.9	7.3	81 / 916	A WABY -AF
7	WQBK -FF	AOR-NR	65 / 5.5	5.7	6.5	5.0	4.0	5.7	1181 / 16.0	16.2	14.6	100 / 1764	C WQBK -FF
8	WRVE -FM	AC/AOR	56 / 4.7	5.1	4.6	5.9	6.4	5.1	1143 / 15.5	12.9	17.3	78 / 1635	D WRVE -FM
9	WKLI -FF	AC/CHR	33 / 2.8	4.0	4.8	5.7	4.8	4.3	765 / 10.4	12.0	15.4	39 / 937	D WKLI -FF
10	WZRQ -FM	AOR	32 / 2.7	2.1	2.8	3.1	2.2	2.7	766 / 10.4	9.8	10.3	39 / 960	B WZRQ -FM
11	WXO -FM	O	25 / 2.1	1.6	0.7	0.9	0.8	1.3	446 / 6.1	3.7	4.8	28 / 488	WXO -FM
12	WXLE -FM	AOR-P	22 / 1.9	1.1	1.6	1.1	1.5	1.4	421 / 5.7	5.3	5.0	26 / 490	WXLE -FM
13	WTRY -AM	O	19 / 1.6	1.3	1.3	1.8	1.7	1.5	363 / 4.9	5.6	6.2	23 / 411	A WTRY -AM
14	WEQX -FM	AOR-NR	18 / 1.5	1.2	1.8	1.8	1.6	1.6	459 / 6.2	6.3	4.7	36 / 841	A WEQX -FM
	WHRL -FM	J	18 / 1.5	1.1	1.8	2.4	1.7	1.7	251 / 3.4	3.9	3.7	18 / 266	A WHRL -FM
16	WQBK -AM	T	17 / 1.4	1.9	1.7	2.2	1.5	1.8	342 / 4.6	4.8	5.0	18 / 360	A WQBK -AM
	WPTR -FM	C	17 / 1.4	1.4	0.6	0.7	0.7	1.0	326 / 4.4	3.1	4.1	18 / 406	WPTR -FM

12+ FM Share (Metro): 80.00 % (804 of 1005) (Spring 95: 75.50 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFLY-FM >	1 WFLY-FM	1 WGNA-AF <	1 WGNA-AF <	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF >	1 WGNA-AF >	1 WGNA-AF	1 WFLY-FM	1 WGY-AM >
2 WZRQ-FM	2 WGNA-AF	2 WFLY-FM	2 WPYX-FM	2 WPYX-FM	2 WGY-AM	2 WGY-AM	2 WGY-AM <	2 WFLY-FM	2 WGNA-AF <	2 WFLY-FM <
3 WQBK-FF >	WPYX-FM <	WPYX-FM >	3 WFLY-FM	3 WFLY-FM <	3 WABY-AF	3 WQBK-FF <	3 WFLY-FM <	3 WPYX-FM	3 WGY-AM	3 WGNA-AF >
4 WQBK-FF >	4 WQBK-FF <	4 WYJB-FM	4 WYJB-FM	4 WYJB-FM	4 WYJB-FM >	4 WFLY-FM	4 WPYX-FM <	4 WGY-AM <	4 WQBK-FF <	
5 WRVE-FM <	5 WYJB-FM	5 WRVE-FM	5 WRVE-FM <	5 WRVE-FM <	5 WPYX-FM	5 WYJB-FM <	5 WYJB-FM	5 WYJB-FM	5 WPYX-FM <	
6 WYJB-FM <	WRVE-FM >	6 WGY-AM	6 WGY-AM	6 WGY-AM	6 WYJB-FM <	6 WABY-AF	6 WABY-AF <	6 WABY-AF <	6 WYJB-FM <	
7 WZRQ-FM	7 WGY-AM	7 WQBK-FF	7 WQBK-FF	7 WQBK-FF	7 WABY-AF >	7 WRVE-FM	7 WRVE-FM	7 WRVE-FM	7 WZRQ-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFLY-FM >	1 WFLY-FM >	1 WFLY-FM	1 WFLY-FM	1 WGNA-AF	1 WQBK-FF >	1 WQBK-FF	1 WPYX-FM	1 WPYX-FM	1 WPYX-FM <
2 WGNA-AF	2 WGNA-AF >	2 WGNA-AF	2 WGNA-AF	2 WYJB-FM	2 WFLY-FM	2 WPYX-FM	2 WGNA-AF <	2 WGNA-AF <	2 WGNA-AF >
3 WPYX-FM >	3 WYJB-FM	3 WYJB-FM	3 WYJB-FM >	3 WFLY-FM	3 WPYX-FM	3 WQBK-FM	3 WQBK-FF >	3 WQBK-FF	3 WQBK-FF <
4 WQBK-FF	WPYX-FM	4 WRVE-FM	4 WPYX-FM <	4 WRVE-FM	4 WZRQ-FM	4 WGNA-AF <	4 WFLY-FM >	4 WFLY-FM	4 WFLY-FM
5 WYJB-FM	5 WRVE-FM	5 WPYX-FM	5 WRVE-FM	WGY-AM	5 WPTR-FM	5 WFLY-FM >	5 WZRQ-FM	5 WRVE-FM	WRVE-FM
WKLI-FF	6 WKLI-FF	6 WXLE-FM	6 WKLI-FF <	6 WPYX-FM	WGNA-AF		WRVE-FM		6 WGY-AM
	WQBK-FF		7 WGY-AM	7 WKLI-FF >					

ALBANY-SCHENECTADY-TROY

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	41 (3)	41 (3)	4.1 %	14.1 %	WBKK -FM CL 97.7 Amsterdam	0.7	/ 2.0
AOR/Classic/NR	0 (0)	282 (7)	282 (7)	28.1 %	19.3 %	WBUG -FM C 101.1 Ft. Plain	0.4	/ 1.2
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WCKM -AF O 98.5 Lk. George	0.3	/ 1.0
CHR	0 (0)	113 (1)	113 (1)	11.2 %	10.6 %	WCSS -AM ST 1490 Amsterdam	0.4	/ 0.8
Classical	0 (0)	8 (1)	8 (1)	0.8 %	0.0 %	WDCD -AM REL 1540 Albany	0.4	/ 1.4
Country	4 (1)	173 (3)	177 (4)	17.6 %	16.3 %	WJKE -FM AC 101.3 Stillwater	0.7	/ 3.1
Full Service	99 (1)	0 (0)	99 (1)	9.9 %	10.6 %	WROW -AM T 590 Albany	1.2	/ 5.6
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WYSR -FM O 98.3 Rotterdam	1.2	/ 5.8
Jazz	0 (0)	18 (1)	18 (1)	1.8 %	2.0 %			
News/Talk	31 (2)	0 (0)	31 (2)	3.1 %	5.4 %			
Oldies	21 (2)	41 (3)	62 (5)	6.2 %	4.5 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	5 (1)	5 (1)	10 (2)	1.0 %	0.4 %			
Soft AC/EZ	0 (0)	82 (1)	82 (1)	8.2 %	10.4 %			
Sports	4 (1)	0 (0)	4 (1)	0.4 %	0.0 %			
Standards	37 (2)	41 (1)	78 (3)	7.8 %	5.9 %			
Totals	201 10	804 (22)	1005 (32)					

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WFAN -AM	SPRTS	660	New York		0.3	/ 1.4
WJIV -FM	REL	101.9	Cherry Valley		0.4	/ 1.4

Consolidation Report	12+	25-54	Revenue
Arcara, semi-duop, pend. WQBK-AM, WQBK-FM, WQBJ-FM	6.9 %	5.7 %	7.3 %
Local WYJB-FM, WROW-AM, WFLY-FM	17.6 %	18.1 %	22.8 %
SFX WTRY-AM, WPYX-FM, WGNA-FM, WGNA-AM	22.2 %	26.0 %	33.0 %
	46.6 %	49.8 %	63.1 %

AM Stations

WABY	1400	1 KW	Standards	Westwd, CNN	\$17.00	Christal	Bendat
WDCD	1540	50 KW (DA-1)	Religion		\$18.00	---	Crawford
WGY	810	50 KW	Full Service	ABC	\$52.00	MMR	Pennsylvania/Dame
WQBK	1300	5 KW (DA-2)	News/Talk	WW1, ABC, CBS	\$20.00	D & R	
WROW	590	5 KW/1 KW (DA-2)	Talk	CBS	\$20.00	Torbet	WFLY owner (D)
WTRY	980	5 KW (DA-N)	Oldies	Westwd	\$<20.00	Mc-Guild	SFX

FM Stations

WABY	94.5	3 KW @ 328	Standards		\$20.00	Banner	Ravena
WEQX	102.7	1.3 KW @ 2490	AOR-New Rock	AP, ABC	\$<20.00	---	Manchester, VT
WFLY	92.3	17 KW @ 850	CHR	ABC	\$65.00	Torbet	
WGNA	107.7	12 KW @ 984	Country	Westwd	\$98.00	Mc-Guild	SFX
WHRL	103.1	3 KW @ 325	Jazz	Westwd	\$<20.00	---	
WCLI	100.9	6 KW @ 300	AC/CHR		\$59.00	Banner	Bendat
WPTR	96.3	500 W @ 1119	Country		\$16.00	---	Voorheesville
WPYX	106.5	16 KW @ 902	AOR	ABC	\$66.00	Mc-Guild	SFX
WQBK	103.9	6 KW @ 300	AOR	CBS, Westwd	\$40.00	Banner	
WRVE	99.5	15 KW @ 927	AC/AOR	CBS	\$50.00	MMR	Pennsylvania/Dame
WXLE	104.5	5 KW @ 351	AOR-Prog		\$<20.00	Christal	Mechanicville
WXXO	96.7	3 KW @ 328	Oldies		N/A	Roslin	Crawford (D)
WYJB	95.5	12 KW @ 1023	Soft AC		\$54.00	Torbet	WFLY duop
WYSR	98.3	3 KW @ 328	Oldies	Westwd	\$<20.00	Mc-Guild	Jarad Rotterdam
WZRQ	102.3	4.1 KW @ 387	AOR-New Rock	ABC	\$22.00	Eastman	Ballston Spa

ALBANY-SCHENECTADY-TROY

Notes: 3/96 WKLI-F modified format to AC/CHR from AC; WKBE-F 100.3, Warrensburg) is now simulcasting WKLI-F fulltime . . . 3/96 WXXO-F sold by Jarad to Crafwford for \$820,000 (Bergner) . . . 3/96 WCDA-F changed from Country to Classic Country as WPTR-F . . . 4/96 WPTR-F sold by Kriscott to Albany (D) for \$_____ . . . 6/96 WXXO-F changed from Oldies to Religion as WDCD-F after survey period . . . 7/96 WQBK-AF/WQBJ-F sold by Maximum Media to Jim Arcara for \$7,500,000 (Blackburn)

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	N - News	*
* B - Black (audience 75%+ Black)	O - Oldies	*
* C - Country	O-70S - 70's Oldies	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian	*
* CL - Classical	SAC - Soft Adult Contemporary	*
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish	*
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia	*
* EZ - Easy Listening, Beautiful Music	T - Talk	*
* FS - Full Service	U - Urban (majority of audience is non-white)	*
* G - Gospel	? - Others or Unknown	*
*		*

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999	*
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999	*
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +	*
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999		*
*			*

ALBUQUERQUE

Arbltron Rank: 71 Pop (12+): 537,700	Stations: 32 / 30	Last Year's Revenue: \$27,000,000
MSA Rank: 79	Diaries 1706 / 315:1/51.8 %	Household Income: \$41,294
MSA Pop: 665,000	Sample Target: 1,700	Retail Dollars: \$6.7 Bil
DMA #: 48	% Below Line: 2.3	#1 Biller: KRST-F \$4,800,000
Average Person Ratings: 18.3	% Not Listed: 10.5	#1 Billing Portfolio:
Market TSL In Hours: 24.00	Pop per Station: 17,923	Citadel duop+ \$15,900,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KRST	-FM	C	106 / 10.8	8.9	10.3	8.3	9.3	9.6	1224 / 22.8	21.3	23.4	134 / 1625	F KRST -FM
2 KKOB	-AM	FS	82 / 8.3	7.7	8.3	7.5	8.7	8.0	946 / 17.6	21.1	18.4	109 / 1254	F KKOB -AM
3 KKSS	-FM	CHR	63 / 6.4	6.4	6.0	7.8	6.2	6.7	896 / 16.7	14.2	16.1	98 / 1289	C KKSS -FM
4 KKOB	-FM	AC	61 / 6.2	4.4	6.7	5.4	6.7	5.7	1072 / 19.9	19.2	20.1	75 / 1418	E KKOB -FM
5 KIVA	-AM	ST	49 / 5.0	3.4	4.5	3.6	4.3	4.1	443 / 8.2	7.2	6.8	49 / 468	A KIVA -AM
6 KMGA	-FM	SAC	48 / 4.9	4.8	5.0	4.6	6.2	4.8	714 / 13.3	14.4	14.9	60 / 956	D KMGA -FM
7 KZKL	-FM	O	44 / 4.5	4.4	3.7	4.9	3.5	4.4	623 / 11.6	10.7	11.3	45 / 659	C KZKL -FM
8 KZRR	-FM	AOR	44 / 4.5	4.1	3.2	3.4	3.6	3.8	760 / 14.1	10.0	11.5	57 / 926	D KZRR -FM
9 KHFM	-FM	CL	42 / 4.3	4.7	5.0	4.0	4.0	4.5	657 / 12.2	10.3	10.2	60 / 874	B KHFM -FM
10 KTEG	-FM	AOR-NR	35 / 3.6	5.7	3.8	4.6	5.4	4.4	810 / 15.1	13.5	15.7	43 / 1035	C KTEG -FM
11 KASY	-FM	C	33 / 3.4	4.4	3.9	3.5	5.4	3.8	582 / 10.8	11.7	14.5	40 / 815	B KASY -FM
12 KHTZ	-FM	O-70s	29 / 2.9	2.3	3.4	5.7	4.3	3.6	583 / 10.9	10.3	13.4	35 / 792	C KHTZ -FM
13 KIOT	-FM	AOR-P	29 / 2.9	4.6	4.4	3.3	2.2	3.8	668 / 12.4	13.0	5.9	40 / 864	B KIOT -FM
14 KLVO	-FM	SP	28 / 2.8	3.6	2.8	3.8	3.0	3.3	281 / 5.2	6.1	5.7	32 / 352	A KLVO -FM
15 KRZY	-FM	C	28 / 2.8	3.8	3.2	1.8	1.3	2.9	367 / 6.8	8.2	6.0	48 / 653	A KRZY -FM
16 KLSK	-FM	CL AOR	27 / 2.7	3.3	2.5	2.5	1.8	2.8	536 / 10.0	8.9	9.3	37 / 726	B KLSK -FM
17 KRZN	-FM	J	19 / 1.9	1.3	1.7	1.9	1.9	1.7	237 / 4.4	3.7	4.7	20 / 267	A KRZN -FM
18 KTMN	-FM	AOR-P	16 / 1.6	1.3	1.1	0.6	0.8	1.2	230 / 4.3	3.3	3.3	26 / 465	A KTMN -FM
19 KNKT	-FM	REL	14 / 1.4	1.0	0.9	0.7	0.8	1.0	177 / 3.3	3.6	2.6	15 / 209	KNKT -FM
20 KZRQ	-FM	AC/CHR	10 / 1.0	1.0	2.4	2.7	2.1	1.8	242 / 4.5	7.0	8.7	14 / 337	B KZRQ -FM

12+ FM Share (Metro): 79.00 % (696 of 881) (Spring 95: 78.63 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKSS-FM >	1 KRST-FM	1 KRST-FM >	1 KRST-FM >	1 KRST-FM >	1 KKOB-AM	1 KRST-FM <	1 KKOB-AM <	1 KRST-FM >	1 KKSS-FM	1 KKOB-AM
2 KTEG-FM >	2 KKSS-FM <	2 KKOB-FM	2 KKOB-FM	2 KKOB-FM	2 KRST-FM	2 KKOB-AM >	2 KRST-FM >	2 KKOB-FM <	2 KRST-FM >	2 KRST-FM
3 KZRR-FM	3 KKSS-FM	3 KZRR-FM <	3 KMGA-FM <	3 KIVA-AM >	3 KKOB-FM	3 KKOB-FM	3 KKSS-FM	3 KTEG-FM <	3 KKSS-FM	3 KKSS-FM >
4 KKOB-FM	KZRR-FM	4 KZKL-FM	4 KKOB-AM	4 KHFM-FM <	4 KZRR-FM <	KMGA-FM	4 KMGA-FM <	4 KKOB-AM		
5 KTEG-FM	5 KZKL-FM	KMGA-FM <	5 KZKL-FM <	5 KZKL-FM	5 KKSS-FM <	5 KKSS-FM <	5 KKOB-AM <			
6 KLSK-FM	KMGA-FM	6 KKOB-AM	6 KZRR-FM	KKOB-FM	6 KZKL-FM <	6 KZKL-FM <	6 KZRR-FM <			
	KMGA-FM			7 KMGA-FM >						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKSS-FM >	1 KRST-FM >	1 KRST-FM >	1 KRST-FM	1 KRST-FM >	1 KKSS-FM >	1 KZRR-FM	1 KZRR-FM <	1 KRST-FM	1 KRST-FM
2 KASY-FM	2 KKOB-FM <	2 KKOB-FM <	2 KKOB-FM	2 KKOB-FM <	2 KRST-FM	KRST-FM	2 KRST-FM >	2 KZRR-FM	2 KKOB-AM <
KTEG-FM	3 KKSS-FM <	3 KMGA-FM	3 KMGA-FM	3 KMGA-FM >	3 KZRR-FM	3 KKSS-FM >	3 KLSK-FM >	3 KKOB-AM <	3 KZRR-FM
4 KKOB-FM	4 KMGA-FM	4 KZRR-FM	4 KKSS-FM <	4 KZKL-FM	KTEG-FM >	4 KLSK-FM	4 KKOB-FM	4 KKSS-FM	4 KKOB-FM
KRST-FM	5 KZRR-FM	5 KKSS-FM	5 KZKL-FM		5 KASY-FM	5 KTEG-FM	KTEG-FM	5 KLSK-FM <	5 KZKL-FM <
6 KLSK-FM	KTEG-FM	KIOT-FM	6 KASY-FM		KLSK-FM >		KLVO-FM	KZKL-FM	6 KLSK-FM
KMGA-FM >								6 KKOB-FM	

ALBUQUERQUE

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	71 (2)	71 (2)	8.1 %	7.6 %
AOR/Classic/NR	0 (0)	151 (5)	151 (5)	17.1 %	18.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	63 (1)	63 (1)	7.2 %	7.0 %
Classical	0 (0)	42 (1)	42 (1)	4.8 %	4.6 %
Country	0 (0)	167 (3)	167 (3)	19.0 %	19.1 %
Full Service	82 (1)	0 (0)	82 (1)	9.3 %	9.9 %
Hispanic	26 (4)	33 (2)	59 (6)	6.7 %	6.2 %
Jazz	0 (0)	19 (1)	19 (1)	2.2 %	2.2 %
News/Talk	17 (3)	0 (0)	17 (3)	1.9 %	1.1 %
Oldies	0 (0)	80 (3)	80 (3)	9.1 %	9.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Religion/Gospel	3 (1)	22 (2)	25 (3)	2.8 %	0.9 %
Soft AC/EZ	0 (0)	48 (1)	48 (1)	5.4 %	7.0 %
Sports	8 (1)	0 (0)	8 (1)	0.9 %	1.4 %
Standards	49 (1)	0 (0)	49 (1)	5.6 %	4.8 %
Totals	185 11	696 (21)	881 (32)		

Other Rated Stations						Metro Share	Cume Rating
KABQ	-AM	SP	1350	Albuquerque		0.5	/ 1.1
KALY	-AM	SP	1240	Los Ranchos de Al.		0.9	/ 1.9
KARS	-AM	SP	860	Belen		0.6	/ 1.3
KDEF	-AM	T	1150	Albuquerque		0.5	/ 1.7
KDNR	-FM	CHR/B	106.3	Los Lunas		0.8	/ 3.6
KEXT	-FM	SP	104.7	Bosque Farms		0.5	/ 1.4
KHFN	-AM	T	1050	Los Ranchos de Al.		0.5	/ 2.2
KHTL	-AM	T	920	Albuquerque		0.7	/ 2.9
KKIM	-AM	REL	1000	Albuquerque		0.3	/ 1.1
KRZY	-AM	SPRTS	1450	Albuquerque		0.8	/ 2.5
KXKS	-AM	SP	1190	Albuquerque		0.6	/ 1.6

Other Rated Stations--Outside Market						Metro Share	Cume Rating
KBOM	-FM	O	106.7	Los Alamos		0.7	/ 2.9

Consolidation Report	12+	25-54	Revenue
Citadel	39.1 %	40.1 %	58.9 %
KHFM-FM, KHFN-AM, KHTL-AM, KKOB-AM, KKOB-FM, KMGA-FM, KRST-F			
Guardlan	3.7 %	3.5 %	1.8 %
KLVO-FM, KARS-AM, KKIM-AM			
Simmons	10.5 %	7.8 %	9.6 %
KZRQ-FM, KIVA-AM, KZKL-AM, KZKL-FM			
Trumper	13.7 %	15.5 %	18.1 %
KLSK-FM, KTEG-FM, KZRR-FM, KZSS-AM, KDZZ-AM, KHTZ-FM			
	67.0 %	66.9 %	88.4 %

AM Stations

Station	Power	Class	Program	AP	Rate	Agency	Advertiser
KHFN	1050	1 KW/500 (DA-1)	News	AP	\$15.00 ---	Citadel	Los Ranchos Del Albuq
KIVA	1310	5 KW/500 W (DA-N)	Standards	Westwd	\$<20.00	Christal	Simmons
KKOB	770	50 KW (DA-N)	Full Service	ABC	\$64.00	Mc-Guild	Citadel

ALBUQUERQUE

FM Stations

KASY	103.3	21.4 KW @ 4186	Country		\$27.00	Christal	Citadel	
KHFM	96.3	20 KW @ 4130	Classical		\$35.00	CMBS	Citadel	
KHTZ	100.3	22.5 KW @ 4107	Oldies-70's		\$29.00	Banner	Trumper	
KIOT	102.5	50 KW @ 371	AOR-Prog.		\$24.00	Los Lunas	Simmons	Los Lunas
KKOB	93.3	21.5 KW @ 4150	AC		\$65.00	Mc-Guild	Citadel	
KKSS	97.3	100 KW @ 1875	CHR		\$42.00	D&R	SunGroup	Santa Fe
KLSK	104.1	100 KW @ 1875	Classic AOR		\$21.00	Eastman	Trumper	Santa Fe
KLVO	97.7	100 KW @ 860	Spanish		\$<20.00	---	Guardian	Belen
KMGA	99.5	22.5 KW @ 4130	Soft AC	Westwd	\$53.00	Christal	Citadel	
KNKT	107.1	24.5 KW @ 705	Religion		NA	---		Armijo
KRST	92.3	21.5 KW @ 4160	Country		\$91.00		Citadel	
KRZN	101.3	6 KW @ 328	Jazz		\$<20.00	---		
KRZY	105.9	100 KW @ 1936	Country	CBS	\$<20.00	Katz	EXCL	Santa Fe
KTEG	107.9	22.5 KW @ 4131	AOR-New Rock		\$30.00	Banner	Trumper	
KZKL	101.7	3 KW @ 92	Oldies		\$38.00	Christal	Simmons	Rio Rancho
KZRQ	105.1	100 KW @ 1936	AC/CHR	SMN	\$<20.00	Christal	Simmons	Santa Fe
KZRR	94.1	22.5 KW @ 4130	AOR	Source	\$50.00		Trumper	

Notes KZRQ-F reclassified as AC/CHR . . . 3/96 KASY-F sold by Ramar to Citadel (D+) for \$5,000,000 . . . 3/96 KHFN/KHFM-F sold by NM Radio to Citadel for \$5,725,000 . . . 3/96 KDZZ/KHTZ-F/KTEG-F sold by Bengal to Trumper (D) for \$7,400,000 . . . 3/96 80% of KVIA/KRLI/KZKL-F/KZRQ-F sold by Territorial to Simmons Family for \$5,000,000 . . . 3/96 Crescent sold these stations to Citadel (D+): KRZY/KRST-F for \$20,000,000; KOLT-F for \$3,000,000 (Kalil, Questcom) . . . 3/96 KNOS (1580) drops Standards to simulcast KZKL-F; calls change to KZKL 6/96 . . . 3/96 KOLT-F changed calls to KRZY-F; remains Classic Country . . . 4/96 KZSS/KZRR-F/KLSK-F sold by River City to Trumper (D+) for \$8,000,000 . . . 6/96 KRZY-AF sold by Citadel to EXCL for \$3,000,000 (Questcom, Kalil) . . . 6/96 KABQ (1350) sold by Gomez for \$100,000

ALLENTOWN-BETHLEHEM

Arbltron Rank: 64	Pop (12+): 598,600	Stations: 47 / 14	Last Year's Revenue: \$19,900,000
MSA Rank: 86		Diarles 1205 / 497:1/59.9 %	Household Income: \$49,313
MSA Pop: 615,000		Sample Target: 1,210	Retail Dollars: \$5.0 Bil
DMA # Philadelphia DMA (#4)		% Below Line: 24.4	#1 Biller: WLEV-F \$4,200,000
Average Person Ratings: 17.2		% Not Listed: 10.5	#1 Billing Portfolio: Commodore duop \$9,400,000
Market TSL In Hours: 22.50		Pop per Station: 42,757	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WAEB -FM	CHR	131 / 12.7	11.9	11.2	12.0	11.5	12.0	1934 / 32.3	29.0	29.9	139 / 2126	E WAEB -FM
2 WLEV -FM	AC	100 / 9.7	9.0	9.6	11.8	10.8	10.0	1173 / 19.6	21.8	23.2	111 / 1392	F WLEV -FM
WZZO -FM	AOR	100 / 9.7	11.3	10.1	10.3	9.4	10.4	1316 / 22.0	22.8	22.4	118 / 1588	F WZZO -FM
4 WODE -FM	O	95 / 9.2	8.2	7.8	7.8	7.5	8.3	1569 / 26.2	23.6	23.2	115 / 1995	E WODE -FM
5 WFMZ -FM	SAC	89 / 8.7	10.5	8.7	7.8	8.7	8.9	1168 / 19.5	16.9	18.7	108 / 1365	D WFMZ -FM
6 WAEB -AM	T	48 / 4.7	5.4	5.1	3.9	4.8	4.8	885 / 14.8	14.7	14.5	49 / 915	C WAEB -AM
7 WRNJ -FM	C	40 / 3.9	1.8	2.7	1.9	2.0	2.6	413 / 6.9	6.8	7.0	42 / 514	B WRNJ -FM
8 WKAP -AM	ST	36 / 3.5	3.5	4.2	4.6	3.9	3.9	366 / 6.1	7.3	6.1	37 / 378	A WKAP -AM
9 WXTU -FM	C	22 / 2.1	2.1	3.4	3.4	2.8	2.8	433 / 7.2	9.1	7.6	44 / 689	WXTU -FM

12+ FM Share (Metro): 81.85 % (753 of 920) (Spring 95: 78.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WAEB-FM >	1 WZZO-FM	1 WAEB-FM	1 WAEB-FM	1 WAEB-FM <	1 WODE-FM <	1 WAEB-FM >	1 WAEB-FM	1 WAEB-FM <	1 WAEB-FM <	1 WFMZ-FM
2 WZZO-FM >	2 WAEB-FM >	2 WZZO-FM	2 WLEV-FM <	2 WLEV-FM	2 WFMZ-FM	2 WLEV-FM <	2 WLEV-FM <	2 WLEV-FM <	2 WZZO-FM <	2 WAEB-FM <
	3 WLEV-FM >>	3 WLEV-FM	3 WZZO-FM	3 WZZO-FM	3 WLEV-FM <	3 WZZO-FM <	3 WZZO-FM <	3 WZZO-FM	3 WLEV-FM >	3 WODE-FM
		4 WODE-FM >	4 WODE-FM >	WODE-FM >	4 WAEB-FM	4 WFMZ-FM <	4 WODE-FM <	4 WODE-FM	4 WODE-FM <	WLEV-FM
		5 WFMZ-FM >	5 WFMZ-FM >	5 WFMZ-FM	5 WAEB-AM	5 WODE-FM	5 WFMZ-FM >	5 WFMZ-FM >	5 WFMZ-FM >	
					6 WKAP-AM	6 WAEB-AM	6 WAEB-AM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAEB-FM >	1 WAEB-FM	1 WZZO-FM	1 WAEB-FM	1 WLEV-FM <	1 WZZO-FM >	1 WZZO-FM >	1 WZZO-FM >	1 WZZO-FM >	1 WZZO-FM
2 WZZO-FM	2 WZZO-FM	WAEB-FM	2 WLEV-FM >	2 WAEB-FM >	2 WAEB-FM >	2 WAEB-FM >	2 WAEB-FM >	2 WAEB-FM	2 WODE-FM
WLEV-FM >	3 WLEV-FM >	3 WLEV-FM >	3 WODE-FM <	3 WODE-FM	3 WUSL-FM	3 WLEV-FM >	3 WLEV-FM >	3 WODE-FM	3 WAEB-FM
4 WODE-FM >	4 WFMZ-FM >	4 WFMZ-FM	4 WZZO-FM	4 WFMZ-FM <	WLEV-FM >			4 WLEV-FM >>	4 WLEV-FM >>
	5 WXTU-FM	5 WFMZ-FM >	5 WZZO-FM >						
	6 WYSP-FM >								

ALLENTOWN-BETHLEHEM

Format Performance	AM	FM	Total	%	Spr 95
AC	10 (1)	117 (5)	127 (6)	13.8 %	13.5 %
AOR/Classic/NR	0 (0)	121 (3)	121 (3)	13.2 %	15.3 %
Black/Urban	0 (0)	14 (1)	14 (1)	1.5 %	1.4 %
CHR	0 (0)	168 (8)	168 (8)	18.3 %	18.9 %
Classical	0 (0)	4 (1)	4 (1)	0.4 %	1.0 %
Country	0 (0)	76 (4)	76 (4)	8.3 %	6.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	1.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	4 (1)	4 (1)	0.4 %	0.6 %
News/Talk	81 (5)	28 (3)	109 (8)	11.9 %	11.7 %
Oldies	3 (1)	113 (4)	116 (5)	12.6 %	10.5 %
Others/Unknown	4 (1)	0 (0)	4 (1)	0.4 %	0.0 %
Religion/Gospel	3 (1)	13 (1)	16 (2)	1.7 %	1.1 %
Soft AC/EZ	0 (0)	93 (3)	93 (3)	10.1 %	1.4 %
Sports	17 (2)	0 (0)	17 (2)	1.9 %	1.5 %
Standards	49 (2)	0 (0)	49 (2)	5.3 %	6.7 %
Totals	167 13	751 (34)	918 (47)		

Consolidation Report	12+	25-54	Revenue
Commodore	27.1 %	28.8 %	47.2 %
WAEB-AM, WAEB-FM, WZZO-FM			
	27.1 %	28.8 %	47.2 %

Other Rated Stations					Metro Share	Cume Rating
WEST	-AM	ST	1400	Easton	1.3	/ 2.6
WGPA	-AM	?	1100	Bethlehem	0.4	/ 1.6
WHOL	-AM	REL	1600	Allentown	0.3	/ 0.9
WRNJ	-AM	AC	1510	Hackettstown, NJ	1.0	/ 2.0
WTKZ	-AM	T	1320	Allentown	0.3	/ 1.6
WYNS	-AM	O	1160	Lehighton	0.3	/ 1.0

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KYW	-AM	N	1060	Philadelphia	1.2	/ 6.4
WABC	-AM	T	770	New York	1.1	/ 2.0
WBYN	-FM	REL	107.5	Boyertown	1.3	/ 3.3
WFAN	-AM	SPRTS	660	New York	0.6	/ 1.6
WFLN	-FM	CL	95.7	Philadelphia	0.4	/ 1.9
WHCY	-FM	C	106.3	Blairstown, NJ	0.8	/ 2.6
WIOQ	-FM	CHR	102.1	Philadelphia	1.0	/ 4.5
WIOV	-FM	C	105.1	Ephrata	0.6	/ 1.2
WIP	-AM	SPRTS	610	Philadelphia	1.1	/ 2.4
WJZZ	-FM	J	106.1	Philadelphia	0.4	/ 1.9
WKRF	-FM	CHR	107.9	Tobyhanna	0.1	/ 0.3
WKRZ	-FM	CHR	98.5	Wilkes-Barre	0.3	/ 1.9
WKXW	-FM	O	101.5	Trenton, NJ	0.5	/ 2.7
WMMH	-FM	AC	105.5	Tamaqua	0.5	/ 0.9
WMGK	-FM	O-70S	102.9	Philadelphia	0.8	/ 3.5
WMGS	-FM	AC	92.9	Wilkes-Barre	0.4	/ 1.3
WMMR	-FM	AOR	93.3	Philadelphia	1.2	/ 2.7
WNNJ	-FM	AC	103.7	Newton, NJ	0.3	/ 1.4
WUOL	-FM	O	98.1	Philadelphia	0.5	/ 1.2
WOR	-AM	T	710	New York	0.7	/ 2.5
WPLJ	-FM	CHR-NR	95.5	New York	0.9	/ 2.1
WPLY	-FM	CHR-NR	100.3	Media	0.3	/ 2.3
WPST	-FM	AOR	97.5	Trenton, NJ	0.9	/ 4.5
WQEQ	-FM	SAC	103.1	Freeland	0.3	/ 0.6
WRFY	-FM	CHR	102.5	Reading	0.7	/ 3.2
WSBG	-FM	CHR	93.5	Stroudsburg	0.4	/ 3.2
WUOL	-FM	B	98.9	Philadelphia	1.4	/ 3.7
WWDB	-FM	T	96.5	Philadelphia	0.7	/ 2.6
WWSH	-FM	SAC	102.3	Pittston	0.1	/ 0.5
WXRK	-FM	T/NR	92.3	New York	0.3	/ 1.0
WYSP	-FM	T/CL AOR	94.1	Philadelphia	1.8	/ 7.2
WYXR	-FM	AC/CHR	104.5	Philadelphia	0.5	/ 2.8

AM Stations

WAEB	790	3.8 KW/1 KW (DA-2)	News/Talk	CBS, Westwd	\$30.00	Katz	Commodore
WEST	1400	1 KW	Standards	Westwd, SMN	\$<20.00	Mc-Guild	Telemedia
WKAP	1470	5 KW (DA-N)	Standards	ABC	\$<20.00	Katz	HGF
WTKZ	1320	5 KW/1 KW (DA-2)	Talk	Westwd, SBUSA	\$<20.00	D & R	

FM Stations

WAEB	104.1	50 KW @ 500	CHR	\$77.00	Katz	Commodore	
WFMZ	100.7	11 KW @ 1073	Soft AC	\$53.00	Torbet	Dean	
WLEV	96.1	50 KW @ 446	AC	\$90.00	Mc-Guild	Telemedia	
WODE	99.9	50 KW @ 449	Oldies	ABC	\$71.00	Eastman	Patterson
WRNJ	107.1	1.2 KW @ 719	Country	SMN	\$<20.00	---	Belvidere, NJ
WZZO	95.1	30 KW @ 630	AOR	\$83.00	Katz	Commodore	

Notes: 7/96 Commodore sold these stations to Capstar: WAEB-AF and WZZO-F

ALTOONA

Arbitron Rank: 230 Pop (12+): 110,700	Stations: 19 / 13	Last Year's Revenue: \$4,900,000
MSA Rank: 260	Diaries 588 / 188:1/ 65.6 %	Household Income: \$45,540
MSA Pop: 132,000	Sample Target: 610	Retail Dollars: \$1.36 Bii
DMA # 90 (w/Johnstown)	% Below Line: 6.9	#1 Biller: WFGY-F \$2,600,000
Average Person Ratings: 15.7	% Not Listed: 10.3	#1 Billing Portfolio: Logan/Forever combo \$2,910,000
Market TSL In Hours: 21.75	Pop per Station: 8,515	

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1 WFGY -FM	C	45 / 25.8	0.0	26.7	0.0	24.6	386 / 34.9	38.7	44.9	158 / 1694	D	WFGY -FM
2 WHPA -FM	AC	20 / 11.5	0.0	9.4	0.0	9.6	252 / 22.7	21.5	21.9	22 / 292	B	WHPA -FM
3 WPRR -FM	CHR	18 / 10.3	0.0	12.2	0.0	11.2	299 / 27.0	29.5	32.8	35 / 581	B	WPRR -FM
4 WBXQ -FM	AOR	15 / 8.6	0.0	5.0	0.0	4.1	159 / 14.3	13.7	15.0	22 / 249	A	WBXQ -FM
5 WRTA -AM	T	14 / 8.0	0.0	6.7	0.0	9.1	175 / 15.8	16.5	16.9	14 / 181	B	WRTA -AM
6 WALY -FM	O	10 / 5.7	0.0	6.1	0.0	7.1	177 / 16.0	18.8	20.2	20 / 319	A	WALY -FM
WFBG -AM	FS	10 / 5.7	0.0	6.7	0.0	6.1	143 / 13.0	13.0	14.4	10 / 163	A	WFBG -AM

12+ FM Share (Metro): 80.13 % (125 of 156) (Spring 95: 79.61 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPRR-FM >	1 WBXQ-FM	1 WFGY-FM	1 WFGY-FM	1 WFGY-FM >	1 WFGY-FM >	1 WFGY-FM >	1 WFGY-FM >	1 WFGY-FM >	1 WFGY-FM >	1 WFGY-FM >
2 WFGY-FM	2 WFGY-FM	2 WHPA-FM	2 WHPA-FM >	2 WHPA-FM >	2 WRTA-AM	2 WHPA-FM	2 WHPA-FM >	2 WHPA-FM <	2 WPRR-FM	
WFGI-FF >	3 WPRR-FM	3 WBXQ-FM <	3 WPRR-FM	3 WPRR-FM	WHPA-FM >	3 WRTA-AM	3 WBXQ-FM <	3 WPRR-FM >	3 WBXQ-FM	
	4 WHPA-FM >>	4 WPRR-FM >	WBXQ-FM >	WBXQ-FM		WPRR-FM	4 WRTA-AM	4 WBXQ-FM	4 WRTA-AM >	
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 WPRR-FM >	1 WPRR-FM >	1 WFGY-FM	1 WHPA-FM	1 WFGY-FM	1 WBXQ-FM >	1 WBXQ-FM	1 WFGY-FM >	1 WFGY-FM	1 WFGY-FM >>	
2 WBXQ-FM	2 WBXQ-FM	WPRR-FM >	2 WPRR-FM	2 WHPA-FM		2 WFGY-FM >	2 WBXQ-FM >	2 WBXQ-FM	2 WHPA-FM	
WHPA-FM	WHPA-FM >	3 WBXQ-FM	WFGY-FM >	3 WPRR-FM		3 WHPA-FM >	3 WQWK-F	3 WHPA-FM >>	3 WBXQ-FM >	
WALY-FM	WFGY-FM	WHPA-FM	4 WBXQ-FM >	4 WBXQ-FM			WHPA-FM >			

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	24 (3)	24 (3)	15.4 %	13.8 %
AOR/Classic/NR	0 (0)	21 (4)	21 (4)	13.5 %	10.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	20 (2)	20 (2)	12.8 %	14.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	47 (2)	50 (3)	32.1 %	31.6 %
Full Service	10 (1)	0 (0)	10 (1)	6.4 %	7.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	14 (1)	0 (0)	14 (1)	9.0 %	9.2 %
Oldies	0 (0)	10 (1)	10 (1)	6.4 %	10.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	1 (1)	1 (1)	0.6 %	0.7 %
Soft AC/EZ	1 (1)	0 (0)	1 (1)	0.6 %	0.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	3 (1)	2 (1)	5 (2)	3.2 %	3.3 %
Totals	31 (5)	125 (14)	156 (19)		

Other Rated Stations				Metro Share	Cume Rating
WBRX -FM	C	94.7	Patton	1.1 / 3.7	
WGMR -FM	CHR	101.1	Tyrone	1.1 / 4.0	
WJSM -FM	REL	92.7	Martinsburg	0.6 / 1.8	
WKMC -AM	ST	1370	Roaring Spring	1.7 / 4.3	
WTRN -AM	EZ	1340	Tyrone	0.6 / 2.0	
WWAM -AM	C	1430	Altoona	1.7 / 5.7	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WDVE -FM	AOR	102.5	Pittsburgh	0.6 / 2.1	
WKYE -FM	AC	95.5	Johnstown	1.1 / 3.1	
WLAK -FM	AC/CHR	103.5	Huntingdon	1.1 / 3.1	
WQKK -FM	AOR	99.1	Ebensburg	1.1 / 3.4	
WQWK -FM	AOR	97.1	State College	1.7 / 3.9	
WYSN -FM	ST	101.7	Central City	1.1 / 1.8	

Consolidation Report	12+	25-54	Revenue
Logan/Forever	31.5 %	29.0 %	65.4 %
WFBG-AM, WFGI-FM, WFGY-FM			
	31.5 %	29.0 %	65.4 %

ALTOONA

AM Stations

WFBG	1290	5 KW/1 KW (DA-N)	Full Service	Westwd	\$11.00	Katz	Logan/Forever	
WKMC	1370	5 KW/38 W (DA-1)	Standards	CNN, Westwd	\$11.00	Roslin		Roaring Spring
WRTA	1240	1 KW	Talk	Talknt, ABC	\$16.00	---		
WVAM	1430	5 KW/1 KW (DA-N)	Country	WW1, CNN, CBS	\$12.00	Torbet		

FM Stations

WALY	103.9	0.31 KW @ 984	Oldies	AP, Westwd	\$16.00	Katz		Bellwood
WBXQ	94.3	0.35 KW @ 958	AOR	ABC	\$NA	Banner		Cresson
WFGY	98.1	30 KW @ 1020	Country	CBS	\$43.00	Christal	Logan/Forever	
WHPA	104.9	0.31 KW @ 1417	AC	CNN	\$17.00	Roslin		Holidaysburg
WPRR	100.1	3 KW @ 955	CHR		\$20.00	Torbet		

Notes: 5/96 WALY-F sold by S&P to Winston for \$_____ . . . 7/96 WFBG/WFGY-F/WFGI-F sold by Logan to Forever (Kerby Confer)

ANCHORAGE

Arbltron Rank: 165	Pop (12+): 203,000	Stations: 17 / 16	Last Year's Revenue: \$12,500,000
MSA Rank: 170		Diarles: 893 / 227:1/55.0 %	Household Income: \$58,646
MSA Pop: 259,000		Sample Target: 860	Retail Dollars: \$3.1 Bil
DMA #: 156		% Below Line: 0.6	#1 Biller: KASH-AF \$1,700,000
Average Person Ratings: 16.1		% Not Listed: 8.3	#1 Billing Portfolio:
Market TSL In Hours: 21.75		Pop per Station: 12,688	Commun. Pacific duop \$4,000,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KGOT -FM	CHR	36 / 11.0	9.1	7.6	9.3	9.0	9.3	518 / 25.5	23.6	23.9	37 / 560	B KGOT -FM
2	KWHL -FM	AOR	34 / 10.4	1.4	1.2	1.0	0.8	2.6	416 / 20.5	24.6	22.8	44 / 535	C KWHL -FM
	KASH -AF	C	34 / 10.4	9.6	7.0	9.6	8.0	6.7	397 / 19.6	23.1	17.1	38 / 473	C KASH -AF
4	KMXS -FM	AC	24 / 7.3	5.9	5.8	3.7		5.7	370 / 18.2	18.3	19.7	25 / 384	B KMXS -FM
5	KEAG -FM	O	23 / 7.0	5.1	6.7	5.4	6.5	6.1	324 / 16.0	15.3	14.6	30 / 377	B KEAG -FM
6	KENI -AM	N/T	22 / 6.7	5.4	5.2	7.1	7.1	1.7	249 / 12.3	12.7	10.3	25 / 309	C KENI -AM
7	KYMG -FM	AC	19 / 5.8	2.8	5.2	6.2	7.1	5.0	322 / 15.9	11.2	13.1	20 / 346	C KYMG -FM
8	KHAR -AM	ST	17 / 5.2	3.1	2.9	4.0	3.1	3.8	151 / 7.4	5.5	6.4	20 / 217	A KHAR -AM
	KBRJ -FM	C	17 / 5.2	7.6	7.3	5.7	5.9	3.2	321 / 15.8	17.0	16.8	20 / 388	B KBRJ -FM
10	KBFX -FM	AOR/CL	16 / 4.9	5.4	5.5	4.8	9.9	5.1	292 / 14.4	16.5	19.1	18 / 324	C KBFX -FM
	KNIK -FM	J	16 / 4.9	6.2	3.8	3.1	4.0	4.5	197 / 9.7	10.4	8.1	17 / 216	A KNIK -FM
12	KLEF -FM	CL	13 / 4.0	3.7	7.0	4.0	5.6	4.7	188 / 9.3	10.2	14.0	14 / 230	B KLEF -FM
13	KKRO -FM	O-70S	12 / 3.7	4.2	3.5	5.9	8.3	4.3	262 / 12.9	17.2	15.1	16 / 299	B KKRO -FM
14	KFQD -AM	AC	10 / 3.1	4.0	2.3	2.8	2.8	3.0	173 / 8.5	9.9	4.9	10 / 193	B KFQD -AM
15	KBYR -AM	T	5 / 1.5	1.4	2.0	2.8	2.8	1.9	124 / 6.1	8.2	6.5	7 / 160	A KBYR -AM

12+ FM Share (Metro): 81.67 % (245 of 300) (Spring 95: 83.56 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KGOT-FM >>	1 KWHL-FM	1 KWHL-FM	1 KGOT-FM <	1 KASH-AF	1 KEAG-FM	1 KASH-AF <	1 KGOT-FM	1 KGOT-FM <	1 KWHL-FM	1 KASH-AF >
2 KWHL-FM >	2 KGOT-FM <	2 KASH-AF <	2 KASH-AF	KGOT-FM	2 KENI-AM	KWHL-FM	2 KASH-AF <	2 KWHL-FM	2 KGOT-FM	KENI-AM
	3 KASH-AF	3 KGOT-FM	3 KWHL-FM <	3 KEAG-FM <	3 KHAR-AM	3 KASH-FM <	3 KWHL-FM	3 KASH-AF >	KASH-AF	3 KGOT-FM
	4 KMXS-FM >	4 KMXS-FM	4 KMXS-FM	4 KWHL-FM	4 KASH-AF <	4 KGOT-FM	4 KMXS-FM	4 KEAG-FM <	4 KBRJ-FM	4 KWHL-FM >
			KEAG-FM <	KMXS-FM <		5 KENI-AM	KEAG-FM <	5 KMXS-FM	5 KENI-AM	
							6 KENI-AM <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KWHL-FM	1 KGOT-FM	1 KGOT-FM	1 KGOT-FM	1 KGOT-FM	1 KWHL-FM >>	1 KWHL-FM >>	1 KWHL-FM >	1 KWHL-FM >	1 KWHL-FM
2 KGOT-FM	2 KWHL-FM	2 KMXS-FM	2 KMXS-FM	2 KMXS-FM	2 KASH-AF	2 KASH-AF	2 KASH-AF	2 KASH-AF	2 KASH-AF
KMXS-FM	KMXS-FM	3 KASH-AF	KASH-AF	3 KYMG-FM	3 KGOT-FM	3 KGOT-FM	3 KGOT-FM	3 KBFX-FM	3 KEAG-FM
KASH-AF >>	KASH-AF >		4 KYMG-FM	KASH-AF	KENI-AM	4 KMXS-FM	KMXS-FM	KENI-AM	4 KENI-AM
			5 KWHL-FM		KBRJ-FM	KBFX-FM	KBFX-FM >	4 KGOT-FM	KBFX-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	10 (1)	45 (3)	55 (4)	18.3 %	15.8 %
AOR/Classic/NR	0 (0)	50 (2)	50 (2)	16.7 %	20.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	36 (1)	36 (1)	12.0 %	8.9 %
Classical	0 (0)	13 (1)	13 (1)	4.3 %	8.2 %
Country	1 (1)	50 (2)	51 (3)	17.0 %	17.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	16 (1)	16 (1)	5.3 %	4.5 %
News/Talk	27 (2)	0 (0)	27 (2)	9.0 %	9.2 %
Oldies	0 (0)	35 (2)	35 (2)	11.7 %	12.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	17 (1)	0 (0)	17 (1)	5.7 %	3.4 %
Totals	55 (5)	245 (12)	300 (17)		

Other Rated Stations--Outside Market

Station	Format	Share	Cume Rating
KWVV	-FM AC	103.5	Homer 0.6 / 2.0

ANCHORAGE

Consolidation Report	12+	25-54	Revenue
Community Pacific KASH-AM, KASH-FM, KBFX-FM, KENI-AM	22.0 %	21.7 %	32.0 %
Local KGOT-FM, KYAK-AM, KYMG-FM	16.8 %	16.9 %	14.9 %
Tom Ingstad KEAG-FM, KKRO-FM	10.7 %	12.4 %	13.6 %
	49.5 %	51.0 %	60.5 %

AM Stations

KBYR	700	10 KW	Talk	CBS	\$<20.00	IMN	Northern TV
KENI	550	5 KW	News/Talk	ABC, WW1, Tiknt	\$25.00	D&R	Community Pacific
KFQD	750	50 KW	News/Talk	ABC	\$<20.00	Mc-Guild	
KHAR	590	5 KW	Standards	Westwd	\$<20.00	Katz	

FM Stations

KASH	107.5	100 KW @ -285	Country	ABC	\$45.00	MMR	Community Pacific
KBFX	100.5	25 kw @ 174	AOR/Classic		\$30.00	MMR	Community Pacific
KBRJ	104.1	55 KW @ 62	Country		\$28.00	Katz	
KEAG	97.3	100 KW @ 594	Oldies		\$23.00	Banner	Tom Ingstad
KGOT	101.3	26 KW @ -62	CHR	Westwd	\$25.00	Christal	
KKRO	102.1	25 KW @ -154	Oldies-70's		\$27.00	Katz	Tom Ingstad
KLEF	98.1	25 KW @ 0	Classical		\$24.00	CMBS	
KMXS	103.1	27 KW @ -177	AC		\$26.00	Mc-Guild	
KNIK	105.3	51 KW @ 256	Jazz	CBS	\$24.00	IMN	Northern TV
KWHL	106.5	100 KW @ -85	AOR		\$41.00	Mc-Guild	
KYMG	98.9	100 KW @ 500	AC	AP	\$23.00	Banner	

Notes:

ANN ARBOR

Arbltron Rank: 148 Pop (12+): 247,100
 MSA Rank:
 MSA Pop: NA
 DMA # Detroit (#9)
 Average Person Ratings: 14.4
 Market TSL in Hours: 19.00

Stations: 27 / 4
 Diaries: 674 / 367:1/52.1 %
 Sample Target: 680
 % Below Line: 72.3
 % Not Listed: 16.5
 Pop per Station: 61,775

Last Year's Revenue:
 Household Income: \$54,869
 Retail Dollars: \$3.6 Bil
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WJR -AM	FS	42 / 11.8	8.2	10.2	10.6	670 / 27.1	22.1	25.7	55 / 881	WJR -AM
2	WJLB -FM	B	24 / 6.7	7.4	6.2	5.9	258 / 10.5	13.9	13.9	25 / 275	WJLB -FM
3	WRIF -FM	AOR	21 / 5.9	4.0	2.4	4.5	404 / 16.4	12.2	11.7	27 / 503	WRIF -FM
4	WYCD -FM	C	19 / 5.3	5.4	3.0	4.2	279 / 11.3	11.0	7.9	19 / 307	WYCD -FM
	WWWW -FM	C	19 / 5.3	5.4	5.1	4.5	298 / 12.1	12.5	13.5	20 / 333	WWWW -FM
6	WNIC -FM	AC	16 / 4.5	4.0	3.8	2.8	303 / 12.2	12.7	15.4	16 / 310	WNIC -FM
7	WKQI -FM	AC	15 / 4.2	4.5	4.6	3.4	426 / 17.2	13.4	16.3	16 / 459	WKQI -FM
8	WQOB -FM	AOR	14 / 3.9	3.7	3.5	3.1	326 / 13.2	16.0	17.2	22 / 446	WQOB -FM
9	WHYT -FM	CHR	12 / 3.4	2.8	3.2	4.5	393 / 15.9	14.6	15.8	12 / 399	WHYT -FM
10	WQKL -FM	O	11 / 3.1	2.5	1.9	4.2	235 / 9.5	12.3	8.2	13 / 285	WQKL -FM
	WCSX -FM	CL AOR	11 / 3.1	2.3	2.7	2.5	237 / 9.6	10.8	11.3	12 / 273	WCSX -FM
	WAAM -AM	ST/FS	11 / 3.1	2.5	2.4	2.2	188 / 7.6	6.5	8.1	11 / 188	WAAM -AM

12+ FM Share (Metro): 76.17 % (227 of 298) (Spring 95: 76.3 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJLB-FM >>	1 WJLB-FM	1 WRIF-FM	1 WJR-AM	1 WJR-AM >	1 WJR-AM >>	1 WJR-AM >	1 WJR-AM >	1 WJR-AM >	1 WJLB-FM	1 WJR-AM >
2 WHYT-FM >>	2 WRIF-FM <	2 WJR-AM <	2 WRIF-FM >	2 WRIF-FM >	2 WAAM-AM <	2 WRIF-FM >	2 WWWW-F <	2 WJLB-FM <	2 WJR-AM >	2 WWWW-F
	3 WQOB-FM	3 WJLB-FM	3 WYCD-FM	3 WYCD-FM	3 WWWW-F	3 WJLB-FM	3 WRIF-FM	3 WYCD-FM <	3 WKQI-FM	3 WNIC-FM
	4 WYCD-FM	4 WYCD-FM	WKQI-FM	WKQI-FM			WYCD-FM	4 WRIF-FM	WNIC-FM	4 WCSX-FM
	WWWW-F	WWWW-F <								WJLB-FM >
	WHYT-FM	6 WQOB-FM								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJLB-FM	1 WJLB-FM	1 WYCD-FM	1 WJLB-FM	1 WNIC-FM	1 WJLB-FM	1 WRIF-FM	1 WRIF-FM >	1 WRIF-FM	1 WJR-AM
WHYT-FM	2 WHYT-FM	WKQI-FM	2 WNIC-FM	WYCD-FM	WRIF-FM	2 WQOB-FM	WQOB-FM	2 WJR-AM >	2 WRIF-FM >
3 WWWW-F	3 WWWW-F	WJLB-FM >	3 WKQI-FM	3 WKQI-FM	3 WQOB-FM	3 WJLB-FM	3 WWW-FM	3 WQOB-FM	3 WQOB-FM
WNIC-FM >>	WNIC-FM		WYCD-FM	WJR-AM	WYCD-FM >	4 WYCD-FM >	WCSX-FM >	4 WCSX-FM	WCSX-FM
	5 WKQI-FM		WWWW-F	5 WJLB-FM					
	WYCD-FM								

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	31 (2)	31 (2)	10.8%	11.5%
AOR/Classic/NR	0 (0)	65 (7)	65 (7)	22.6%	21.1%
Black/Urban	0 (0)	28 (2)	28 (2)	9.8%	11.1%
CHR	0 (0)	12 (1)	12 (1)	4.2%	1.7%
Classical	0 (0)	9 (1)	9 (1)	3.1%	3.3%
Country	0 (0)	41 (3)	41 (3)	14.3%	4.2%
Full Service	42 (1)	0 (0)	42 (1)	14.6%	17.4%
Hispanic	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Jazz	0 (0)	12 (2)	12 (2)	4.2%	5.6%
News/Talk	18 (3)	0 (0)	18 (3)	6.3%	4.4%
Oldies	0 (0)	23 (3)	23 (3)	8.0%	5.6%
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0%	1.1%
Soft AC/EZ	0 (0)	6 (1)	6 (1)	2.1%	1.5%
Sports	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Standards	0 (0)	0 (0)	0 (0)	0.0%	1.9%
Totals	60 (4)	227 (22)	287 (26)		

Other Rated Stations	Metro Share	Cume Rating
WTKA -AM T 1050 Ann Arbor	1.1	4.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
CIDR -FM AOR-P 93.9 Windsor, ON	1.7	7.8
CIMX -FM AOR-NR 88.7 Windsor, ON	2.5	12.5
WDZR -FM AOR 102.7 Mt. Clemens	0.6	1.9
WIOT -FM AOR 104.7 Toledo	0.6	2.2
WITL -FM C 100.7 Lansing	0.8	2.3
WJZZ -FM J 105.9 Detroit	0.8	4.8
WLTI -FM SAC 93.1 Detroit	1.7	8.6
WMXD -FM B/A/C 92.3 Detroit	1.1	4.4
WOMC -FM O 104.3 Detroit	2.2	9.9
WQRS -FM CL 105.1 Detroit	2.5	7.9
WWMV -FM J 98.7 Detroit	2.5	6.9
WWJ -AM N 95.0 Detroit	2.8	11.4
WXYT -AM T 127.0 Detroit	1.1	2.3
WYST -FM O-70S 97.1 Detroit	1.1	7.2

ANN ARBOR

Consolidation Report	12+	25-54	Revenue
Local	21.2 %	8.8 %	%
WTKA-AM, WQKL-FM, WIQB-FM, WAMX-AM			
	21.2 %	8.8 %	%

AM Stations

WAAM	1600	5 KW (DA-2)	Standards/FS	Westwd, SMN, Talknt	\$18.00	Mich.	
WTKA	1050	10 KW/500 W (DA-2)	Talk/FS	ABC, 1 On 1, SBUSA	\$13.00	Mich.	WIQB owner

FM Stations

WIQB	102.9	49 KW @ 500	AOR	Westwd	\$54.00	Christal	
WQKL	107.1	3 KW @ 289	Oldies		\$26.00	Mich.	WIQB owner

Notes: Other ranked stations -- See Detroit

APPLETON-OSHKOSH

Arbitron Rank: 138 **Pop (12+):** 274,600
MSA Rank: 144
MSA Pop: 338,000
DMA # 71 (w/Green Bay)
Average Person Ratings: 17.1
Market TSL In Hours: 22.50

Stations: 24 / 14
Diaries 751 / 366:1/68.9 %
Sample Target: 710
% Below Line: 24.5
% Not Listed: 12.4
Pop per Station: 19,614

Last Year's Revenue: \$11,300,000
Household Income: \$48,266
Retail Dollars: \$3.6 Bil
#1 Biller: WAPL-F \$2,700,000
#1 Billing Portfolio: Woodward combo \$4,100,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WIXX -FM	CHR	69 / 14.7	9.8	15.0	12.7	12.5	1064 / 38.7	31.7	34.4	170 / 2539	WIXX -FM
2	WAPL -FM	AOR	40 / 8.5	10.4	10.7	12.2	9.9	561 / 20.4	23.1	26.0	114 / 1436	D WAPL -FM
3	WVBO -FM	O	37 / 7.9	5.6	5.6	6.9	6.4	527 / 19.2	19.6	17.5	56 / 821	C WVBO -FM
4	WNCY -FM	C	36 / 7.7	7.2	1.8			485 / 17.7	3.1		94 / 1045	A WNCY -FM
5	WUSW -FM	C	30 / 6.4	8.9	8.7	9.2	8.6	390 / 14.2	15.2	19.2	35 / 508	C WUSW -FM
6	WOZZ -FM	AOR/CL	29 / 6.2	4.1	6.0	5.3	5.7	504 / 18.3	15.6	19.6	78 / 1044	C WOZZ -FM
7	WROE -FM	SAC	28 / 6.0	6.1	5.8	6.9	6.4	310 / 11.3	14.0	15.7	35 / 445	C WROE -FM
8	WHBY -AM	FS	26 / 5.5	9.3	8.3	8.3	6.2	371 / 13.5	18.2	16.6	27 / 417	C WHBY -AM
9	WNAM -AM	ST	23 / 4.9	6.9	7.6	6.5	6.4	330 / 12.0	12.0	14.1	38 / 521	B WNAM -AM
10	WOSH -AM	T	20 / 4.3	2.6	2.2	3.7	3.1	233 / 8.5	7.4	6.7	22 / 302	B WOSH -AM
11	WKSZ -FM	CHR	15 / 3.2					352 / 12.8			26 / 692	WKSZ -FM
12	WPKR -FM	C	13 / 2.8	2.6	4.9	3.7	3.1	189 / 6.9	10.6	15.4	59 / 689	B WPKR -FM

12+ FM Share (Metro): 78.83 % (324 of 411) (Spring 95: 74.74 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WIXX-FM >	1 WIXX-FM <	1 WIXX-FM	1 WIXX-FM	1 WIXX-FM	1 WVBO-FM	1 WIXX-FM >	1 WIXX-FM	1 WIXX-FM >	1 WIXX-FM >	1 WIXX-FM
2 WKSZ-FM >	2 WAPL-FM >	2 WAPL-FM	2 WAPL-FM	2 WAPL-FM	2 WIXX-FM <	2 WHBY-AM <	2 WAPL-FM	2 WAPL-FM	2 WAPL-FM	2 WHBY-AM
3 WOZZ-FM <	3 WNCY-FM	3 WNCY-FM	3 WVBO-FM	3 WVBO-FM	3 WHBY-AM <	3 WAPL-FM	3 WVBO-FM <	3 WNCY-FM	3 WNCY-FM	3 WNCY-FM
4 WNCY-FM <	WVBO-FM <	4 WNCY-FM <	4 WNCY-FM	4 WNCY-FM	4 WNAM-AM	4 WVBO-FM <	4 WROE-FM <	4 WVBO-FM <	4 WVBO-FM	4 WVBO-FM
5 WUSW-F >	5 WOZZ-FM	5 WOZZ-FM	5 WOZZ-FM	5 WOZZ-FM			5 WNCY-FM <	5 WOZZ-FM <	5 WOZZ-FM >	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WIXX-FM	1 WIXX-FM >	1 WIXX-FM >	1 WIXX-FM >	1 WIXX-FM >	1 WIXX-FM	1 WAPL-FM >	1 WAPL-FM >	1 WAPL-FM >	1 WAPL-FM >
2 WNCY-FM >	2 WNCY-FM >	2 WNCY-FM	2 WNCY-FM	2 WROE-FM	WAPL-FM	2 WOZZ-FM	2 WOZZ-FM >	2 WOZZ-FM <	2 WOZZ-FM <
3 WROE-FM >	3 WUSW-F	3 WUSW-F	3 WROE-FM	WVBO-FM <	3 WOZZ-FM	3 WIXX-FM	3 WIXX-FM	3 WIXX-FM	3 WIXX-FM
	WROE-FM	4 WAPL-FM	4 WVBO-FM	4 WNCY-FM >	4 WUSW-F >	4 WUSW-F >	4 WUSW-F	4 WVBO-FM	WVBO-FM
			5 WUSW-F				WNCY-FM		5 WNCY-FM >

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	2 (1)	2 (1)	0.5%	2.1%
AOR/Classic/NR	0 (0)	73 (3)	73 (3)	17.8%	19.7%
Black/Urban	0 (0)	0 (0)	0 (0)	0.0%	0.0%
CHR	0 (0)	89 (3)	89 (3)	21.7%	17.6%
Classical	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Country	0 (0)	83 (5)	83 (5)	20.2%	20.5%
Full Service	34 (2)	0 (0)	34 (2)	8.3%	10.8%
Hispanic	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Jazz	0 (0)	0 (0)	0 (0)	0.0%	0.0%
News/Talk	28 (3)	0 (0)	28 (3)	6.8%	2.6%
Oldies	0 (0)	47 (3)	47 (3)	11.4%	8.4%
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0%	0.5%
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Soft AC/EZ	0 (0)	30 (2)	30 (2)	7.3%	7.6%
Sports	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Standards	25 (2)	0 (0)	25 (2)	6.1%	10.0%
Totals	87 (7)	324 (17)	411 (24)		

Other Rated Stations	Metro Share	Cume Rating	
KFIZ -FM	AC	107.1 Fond du Lac	0.4 / 1.4
WKFX -FM	O	104.9 Kaukauna	1.3 / 6.6
WOGB -FM	O	103.1 Kaukauna	0.9 / 2.4
WRJQ -AM	ST	1570 Appleton	0.4 / 2.5

Other Rated Stations—Outside Market	Metro Share	Cume Rating	
WDEZ -FM	C	101.9 Wausau	0.4 / 1.1
WDUZ -AM	T	1400 Green Bay	0.6 / 1.9
WEZR -FM	SAC	107.5 Brillion	0.4 / 2.2
WGEE -FM	C	99.7 Sturgeon Bay	0.4 / 2.6
WGEE -AM	T	1360 Green Bay	1.1 / 3.0
WQLH -FM	CHR	98.5 Green Bay	1.1 / 7.1
WTCX -FM	CL AOR	96.1 Ripon	0.9 / 2.2
WTMJ -AM	FS	620 Milwaukee	1.7 / 4.8

APPLETON-OSHKOSH

Consolidation Report	12+	25-54	Revenue
Central States	23.4 %	16.9 %	%
WNCY-FM, WNFL-AM, WROE-FM			
Midwest Communications	22.4 %	23.2 %	%
WGEE-AM, WGEE-FM, WIXX-FM, WOZZ-FM			
Midwest Family	13.1 %	13.5 %	%
WFDL-FM, WOGB-FM, WOSH-AM, WVBO-FM			
	58.8 %	53.6 %	%

AM Stations

WHBY	1150	5 KW (DA-2)	Full Service	CBS	\$30.00	Eastman	Woodward
WNAM	1280	5 KW (DA-2)	Standards	ABC, Westwd	\$<20.00	K&P	
WOSH	1490	1 KW	Talk	WW1, Talknt, ABC	\$<20.00	Mc-Guild	Midwest Family

FM Stations

WAPL	105.7	100 KW @ 1174	AOR	ABC	\$59.00	Eastman	Woodward
WNCY	100.3	45 KW @ 489	Country		\$21.00	Christal	Central States
WOGB	103.1	3.6 KW @ 879	Oldies	ABC	NA	K&P	Midwest Family Kaukauna
WOZZ	93.5	50 KW @ 492	Classic AOR		\$29.00	Banner	Midwest Comm. New London
WPKR	99.5	50 KW @ 420	Country	Westwd	\$<20.00	---	Omro
WROE	94.3	13 KW @ 459	Soft AC	AP	\$32.00	Christal	Central States
WUSW	96.9	6 KW @ 328	Country	ABC	\$35.00	K&P	
WVBO	103.9	6 KW @ 318	Oldies	ABC	\$27.00	Mc-Guild	Midwest Family Winneconne

Notes: Other ranked stations -- See Green Bay . . . In the Consolidation Report, it is impossible to calculate revenue shares due to the overlap with Green Bay . . . 4/96 WOGB-F (103.1; Kaukauna) sold to Midwest Family for \$500,000

ASHEVILLE

Arbitron Rank: 179	Pop (12+): 177,000	Stations: 16 / 8	Last Year's Revenue: \$6,500,000
MSA Rank:	192	Diarles 641 / 276:1/57.1 %	Household Income: \$37,173
MSA Pop:	211,000	Sample Target: 610	Retail Dollars: \$2.4 Bil
DMA #	35 (w/Greenvl-Spar.)	% Below Line: 23.1	#1 Biller: WWNC \$2,500,000
Average Person Ratings:	13.7	% Not Listed: 19	#1 Billing Portfolio:
Market TSL In Hours:	18.25	Pop per Station: 22,125	Osborn/Capstar combo \$4,800,000

12+ Metro	Format	1/4 Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level	
1 WKSF -FM	C	60 / 24.8	17.8	17.9	704 / 39.8	34.4	32.8	101 / 1337	D	WKSF -FM
2 WWNC -AM	C/F/S	33 / 13.7	18.5	18.3	428 / 24.2	29.3	33.1	39 / 539	D	WWNC -AM
3 WZLS -FM	AOR	22 / 9.1	6.3		257 / 14.5	13.9		27 / 365	A	WZLS -FM
WMYI -FM	AC	22 / 9.1	8.7	14.7	382 / 21.6	19.0	27.2	34 / 620		WMYI -FM
5 WFBC -FM	CHR	15 / 6.2	4.2	3.6	236 / 13.3	10.5	12.4	25 / 398		WFBC -FM
6 WISE -AM	ST	13 / 5.4	3.8	4.8	169 / 9.5	5.2	10.4	16 / 194	A	WISE -AM
7 WESC -FM	C	7 / 2.9	3.1	4.0	142 / 8.0	9.5	16.6	16 / 333		WESC -FM
8 WMIT -FM	REL	5 / 2.1	3.8	2.4	124 / 7.0	10.7	10.1	23 / 425	B	WMIT -FM

12+ FM Share (Metro): 72.96 % (143 of 196) (Spring 95: 65.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFBC-FM >	1 WKSF-FM >>	1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM <	1 WWNC-A <	1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM >	1 WWNC-A
2 WKSF-FM >	2 WZLS-FM	2 WZLS-FM	2 WZLS-FM	2 WZLS-FM <	2 WWNC-A >	2 WKSF-FM >	2 WZLS-FM	2 WZLS-FM	2 WMYI-FM	2 WKSF-FM >
	3 WMYI-FM	3 WMYI-FM >	3 WMYI-FM >	3 WMYI-FM >		3 WMYI-FM >	WWNC-A	3 WMYI-FM	WFBC-FM	3 WFBC-FM
				4 WWNC-A >			4 WMYI-FM >	4 WWNC-A		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM >	1 WKSF-FM	1 WKSF-FM	1 WKSF-FM <
2 WMYI-FM	2 WMYI-FM >	2 WMYI-FM >	2 WMYI-FM >	2 WMYI-FM >	2 WZLS-FM	2 WZLS-FM >	2 WZLS-FM >	2 WZLS-FM >>	2 WZLS-FM >
WFBC-FM >	3 WFBC-FM >				WFBC-FM >	3 WMYI-FM		3 WMYI-FM >	3 WMYI-FM
						WFBC-FM >			4 WWNC-A >>

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	22 (1)	22 (1)	11.2 %	11.4 %
AOR/Classic/NR	0 (0)	23 (2)	23 (2)	11.7 %	9.1 %
Black/Urban	0 (0)	2 (1)	2 (1)	1.0 %	1.8 %
CHR	0 (0)	15 (1)	15 (1)	7.7 %	5.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	70 (3)	70 (3)	35.7 %	52.7 %
Full Service	33 (1)	0 (0)	33 (1)	16.8 %	2.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	3 (1)	0 (0)	3 (1)	1.5 %	0.0 %
Oldies	0 (0)	2 (1)	2 (1)	1.0 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	5 (1)	8 (2)	4.1 %	7.7 %
Soft AC/EZ	0 (0)	4 (1)	4 (1)	2.0 %	4.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	14 (2)	0 (0)	14 (2)	7.1 %	5.0 %
Totals	53 (5)	143 (11)	196 (16)		

Other Rated Stations				Metro Share	Cume Rating
WFGW -AM	REL	1010	Black Mtn.	1.2	3.7
WSKY -AM	T	1230	Asheville	1.2	3.4
WTZQ -AM	ST	1600	Hendersonville	0.4	0.5

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WFNQ -FM	C	93.3	Forest City	1.2	3.7
WIMZ -FM	AOR	103.5	Knoxville, TN	0.4	1.6
WJMZ -FM	B	107.3	Anderson, SC	0.8	2.0
WSPA -FM	SAC	98.9	Spartanburg, SC	1.7	6.2
WWMG -FM	O	96.1	Shelby	0.8	2.3

ASHEVILLE

AM Stations

WISE	1310	5 KW/1 KW (DA-N)	Standards	SMN	\$12.00	---	
WWNC	570	5 KW (DA-N)	Country/Full Svc	ABC, Westwd	\$50.00	Mc-Guild	Osborn

FM Stations

WKSF	99.9	53 KW @ 2621	Country	ABC, Westwd	\$40.00	Mc-Guild	Osborn
WMIT	106.9	36 KW @ 3091	Religion	AP	\$16.00	---	Black Mtn.
WZLS	96.5	0.5 KW @ 1115	AOR		\$NA	---	Biltmore Forest

Notes: Other ranked stations -- See Greenville-Spartanburg . . . 5/96 WSKY sold to Macon for \$150,000 . . . 7/96 WWNC/WKSF-F sold by Osborn to Capstar for \$ _____

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

ATLANTA

Arbitron Rank: 12 Pop (12+): 2,843,500
MSA Rank: 9
MSA Pop: 3,450,000
DMA # 10
Average Person Ratings: 16.5
Market TSL In Hours: 21.75

Stations: 23 / 21
Diaries 3840 / 740:1/53.1 %
Sample Target: 3,740
% Below Line: 1
% Not Listed: 12.3
Pop per Station: 135,405

Last Year's Revenue: \$170,000,000
Household Income: \$51,891
Retail Dollars: \$34.4 Bil
#1 Biller: WVEE-F \$20,000,000
#1 Billing Portfolio: Jacor/Citcasters duop \$38,700,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level	
1	WSB -AM	FS/T	433 / 9.2	8.0	6.9	7.1	7.2	7.8	6263 / 22.0	19.3	19.2	457 / 6717	J WSB -AM
2	WVEE -FM	B	415 / 8.9	9.6	9.8	10.4	11.9	9.7	5568 / 19.6	19.7	20.3	482 / 6354	K WVEE -FM
3	WKHX -FM	C	401 / 8.6	8.7	9.0	9.4	9.6	8.9	5377 / 18.9	18.9	19.1	447 / 6196	J WKHX -FM
4	WSTR -FM	CHR	289 / 6.2	6.1	6.1	5.4	5.2	5.9	5074 / 17.8	17.8	17.5	327 / 5782	I WSTR -FM
5	WNNX -FM	AOR-NR	266 / 5.7	6.2	6.0	6.1	6.2	6.0	4345 / 15.3	15.0	15.8	309 / 5242	I WNNX -FM
6	WHTA -FM	B	251 / 5.4	4.3	3.9	4.5	0.0	4.5	3321 / 11.7	10.0	0.0	263 / 3481	B WHTA -FM
7	WSB -FM	AC	241 / 5.1	5.9	5.6	5.1	4.4	5.4	4662 / 16.4	17.5	15.2	262 / 5235	I WSB -FM
8	WPCH -FM	SAC	239 / 5.1	6.0	6.7	5.6	6.1	5.8	4266 / 15.0	15.9	17.0	265 / 4812	I WPCH -FM
9	WFOX -FM	O	236 / 5.0	4.5	4.2	3.8	4.3	4.4	4010 / 14.1	13.9	15.6	286 / 5124	I WFOX -FM
	WKLS -FM	AOR	236 / 5.0	3.9	4.9	4.4	5.6	4.6	3623 / 12.7	14.5	13.6	294 / 4495	I WKLS -FM
11	WALR -AF	B/AC	227 / 4.8	5.3	5.3	5.5	5.6	5.2	3468 / 12.2	12.7	13.7	249 / 3945	H WALR -AF
12	WYAY -FM	C	168 / 3.6	3.0	3.4	4.3	3.7	3.6	3044 / 10.7	10.2	10.3	243 / 4070	G WYAY -FM
13	WZGC -FM	CL AOR	145 / 3.1	3.3	3.6	3.6	3.8	3.4	3367 / 11.8	14.8	14.0	173 / 4087	I WZGC -FM
14	WJZF -FM	J	126 / 2.7	3.3	3.4	2.7	2.3	3.0	2435 / 8.6	9.4	7.3	139 / 2525	F WJZF -FM
15	WGST -FM	T	117 / 2.5	2.3	2.1	1.8	2.8	2.2	1726 / 6.1	6.1	6.7	127 / 1883	I WGST -FM
16	WGST -AM	T	115 / 2.5	2.1	2.1	2.3	2.9	2.2	1995 / 7.0	7.1	9.0	121 / 2143	I WGST -AM
17	WAOK -AM	G	88 / 1.9	2.1	2.0	2.6	2.8	2.2	1056 / 3.7	4.1	5.3	88 / 1062	O WAOK -AM

12+ FM Share (Metro): 82.70 % (3399 of 4110) (Spring 95: 83.49 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WHTA-FM <	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM <	1 WKHX-FM	1 WSB-AM >	1 WSB-AM	1 WSB-AM >	1 WSB-AM	1 WVEE-FM	1 WVEE-FM
2 WVEE-FM	2 WNNX-FM	2 WKHX-FM	2 WKHX-FM <	WSB-AM <	2 WKHX-FM	2 WKHX-FM	2 WKHX-FM <	WKHX-FM <	2 WHTA-FM	2 WSB-AM <
3 WNNX-FM	3 WSTR-FM <	3 WSTR-FM <	3 WSB-AM	3 WVEE-FM	3 WPCH-FM <	3 WVEE-FM	3 WVEE-FM	3 WVEE-FM	3 WSB-AM	3 WKHX-FM
4 WSTR-FM >	4 WHTA-FM <	4 WKLS-FM <	4 WKLS-FM <	4 WALR-AF	4 WFOX-FM	4 WSTR-FM	4 WPCH-FM <	4 WNNX-FM <	4 WKHX-FM	WALR-AF <
	5 WKLS-FM <	5 WSB-AM <	5 WSTR-FM	WSB-FM <	5 WALR-AF	5 WNNX-FM <	5 WSTR-FM <	5 WSTR-FM <	5 WNNX-FM <	5 WHTA-FM >
	6 WKHX-FM	6 WNNX-FM <	WSB-FM <	6 WKLS-FM <	6 WVEE-FM <	6 WFOX-FM <	6 WSB-FM <	6 WHTA-FM <	6 WALR-AF	6 WSTR-FM <
	7 WSB-FM	7 WSB-FM <	7 WALR-AF	7 WSTR-FM <	7 WSTR-FM <	7 WPCH-FM <	7 WKLS-FM	7 WKLS-FM <	7 WSTR-FM	7 WYAY-FM <
		8 WALR-AF <	8 WFOX-FM	8 WFOX-FM			8 WFOX-FM <	8 WPCH-FM	8 WSB-FM	
		9 WHTA-FM <		9 WPCH-FM				WFOX-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WVEE-FM >	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM	1 WVEE-FM <	1 WHTA-FM	1 WNNX-FM <	1 WKLS-FM	1 WKLS-FM	1 WSB-AM
2 WSTR-FM <	2 WSTR-FM	2 WSTR-FM	2 WKHX-FM <	2 WKHX-FM	2 WNNX-FM	2 WKLS-FM <	2 WNNX-FM	2 WSB-AM <	2 WKLS-FM
3 WHTA-FM <	3 WNNX-FM <	3 WSB-FM	3 WSTR-FM	3 WSB-FM <	3 WVEE-FM	3 WHTA-FM	3 WVEE-FM	3 WKHX-FM <	3 WKHX-FM
4 WKHX-FM <	4 WKHX-FM	4 WNNX-FM <	4 WSB-FM	4 WALR-AF	4 WKLS-FM	4 WVEE-FM	4 WHTA-FM	4 WVEE-FM <	4 WVEE-FM
5 WNNX-FM >	5 WSB-FM	5 WKHX-FM <	5 WALR-AF	5 WSTR-FM <	5 WSTR-FM	5 WSTR-FM	5 WSTR-FM <	5 WNNX-FM	5 WFOX-FM <
6 WKLS-FM	6 WHTA-FM	6 WALR-AF >	6 WPCH-FM	6 WPCH-FM	6 WKHX-FM	6 WKHX-FM	6 WKHX-FM	6 WHTA-FM <	6 WZGC-FM <
7 WSB-FM >	7 WALR-AF		7 WNNX-FM	7 WSB-AM <		7 WZGC-FM	7 WZGC-FM	7 WZGC-FM	7 WNNX-FM
				8 WFOX-FM >				8 WFOX-FM <	
								9 WSTR-FM	

ATLANTA

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	241 (1)	241 (1)	5.9 %	5.0 %
AOR/Classic/NR	0 (0)	647 (3)	647 (3)	15.7 %	18.1 %
Black/Urban	3 (1)	890 (3)	893 (4)	21.7 %	20.3 %
CHR	0 (0)	289 (1)	289 (1)	7.0 %	6.0 %
Classical	25 (1)	0 (0)	25 (1)	0.6 %	0.0 %
Country	0 (0)	591 (3)	591 (3)	14.4 %	15.8 %
Full Service	433 (1)	0 (0)	433 (1)	10.5 %	8.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	126 (1)	126 (1)	3.1 %	2.7 %
News/Talk	115 (1)	117 (1)	232 (2)	5.6 %	6.6 %
Oldies	0 (0)	236 (1)	236 (1)	5.7 %	5.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	103 (3)	24 (1)	127 (4)	3.1 %	4.4 %
Soft AC/EZ	0 (0)	239 (1)	239 (1)	5.8 %	7.1 %
Sports	32 (1)	0 (0)	32 (1)	0.8 %	0.8 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	711 (8)	3400 (16)	4111 (24)		

Other Rated Stations					Metro Share	Cume Rating
WCNN	-AM	SPRTS	680	N. Atlanta	0.7	/ 3.1
WGKA	-AM	CL	1190	Atlanta	0.5	/ 1.4
WNIV	-AA	REL	970	Atlanta	0.3	/ 1.4

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WTSH	-FM	C	107.1	Rockmart	0.5	/ 1.6
WVJF	-FM	REL	93.3	Manchester	0.5	/ 1.9

Consolidation Report	12+	25-54	Revenue
ABC/Disney WYAY-FM, WKHX-FM, WKHX-AM	12.1 %	12.0 %	13.8 %
Cox, pend. WSB-FM, WSB-AM, WJZF-FM	17.1 %	18.1 %	19.0 %
Infinity/CBS/West., pend. WZGC-FM, WVVE-FM, WAOK-AM	13.8 %	13.5 %	18.9 %
Jacor, pend. WPCH-FM, WKLS-FM, WGST-AM	12.6 %	13.5 %	22.8 %
	55.6 %	57.1 %	74.5 %

ATLANTA

AM Stations

WAOK	1380	5 KW (DA-N)	Gospel		\$53.00	Mc-Guild	Inf./CBS/West.
WCNN	680	50 KW/10 KW (DA-2)	Sports	CNN, Westwd	\$51.00	Christal	Midwestern
WGKA	1190	10 KW (DAYS)	Classical		\$35.00	CMBS	
WGST	640	50 KW/1 KW (DA-2)	News/Talk	ABC, CBS, AP	\$168.00	Eastman	Jacor
WSB	750	50 KW	Full Service/Talk	AP	\$230.00	Christal	Cox

FM Stations

WALR	104.7	100 KW @ 983	Black/AC	Westwd	\$145.00	Christal	Midwestern (Dickey)	Athens
WFOX	97.1	100 KW @ 1570	Oldies	Westwd	\$180.00	Group W	Chancellor	Gainesville
WGST	105.7	50 KW @ 492	See WGST-AM					Canton
WHTA	97.5	8 KW @ 574	Black		\$60.00	Torbet	Radio One	Fayetteville
WJZF	104.1	60 KW @ 1218	Jazz		\$100.00	Christal	New City	La Grange
WKHX	101.5	100 KW @ 984	Country		\$295.00	Katz	ABC/Disney	
WKLS	96.1	100 KW @ 984	AOR	Source	\$200.00	Banner	Jacor	
WNNX	99.7	100 KW @ 1032	AOR-New Rock		\$177.00	MMR	Susquehanna	
WPCH	94.9	100 KW @ 984	Soft AC	CBS	\$244.00	Eastman	Jacor	
WSB	98.5	100 KW @ 1022	AC		\$210.00	Christal	Cox	
WSTR	94.1	100 KW @ 1022	CHR/AC		\$180.00	CBS	Jefferson-Pilot	
WVEE	103.3	100 KW @ 1022	Black	ABC	\$325.00	Mc-Guild	Inf./CBS/West.	
WYAY	106.7	99 KW @ 1401	Country	ABC	\$105.00	Katz	ABC/Disney	
WZGC	92.9	100 KW @ 914	Classic AOR		\$175.00	Infinity	Inf./CBS/West.	

Notes: 3/96 WKLS-F sold by Citicasters to Jacor for \$84,600,000 . . . Granum sold the following to Infinity: WAOK for \$6,000,000; WVEE-F for \$172,000,000 . . . Infinity sold the following to CBS/Westinghouse: WAOK for \$8,000,000; WVEE-F for \$210,000,000; WZGC-F for \$105,000,000 . . .

ATLANTIC CITY-CAPE MAY

Arbitron Rank: 136 Pop (12+): 279,800	Stations: 39 / 22	Last Year's Revenue: \$13,400,000
MSA Rank: 145	Diaries: 1306 / 214:1/ 50.4 %	Household Income: \$41,247
MSA Pop: 333,000	Sample Target: 1,260	Retail Dollars: \$3.5 Bil
DMA # Philadelphia (#4)	% Below Line: 15.6	#1 Biller: WFGP-F \$2,100,000
Average Person Ratings: 17.4	% Not Listed: 8.4	#1 Billing Portfolio: WFGP-AF \$2,200,000
Market TSL In Hours: 23.25	Pop per Station: 12,718	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WFGP -FM	AC	42 / 8.7	6.2	4.7	7.8	579 / 20.7	17.2	15.9	43 / 590	D WFGP -FM
2	WRDR -FM	ST	41 / 8.4	5.1	6.2	3.6	339 / 12.1	7.6	10.4	47 / 402	B WRDR -FM
3	WBNJ -FF	B	37 / 7.6	7.7	6.6	8.6	403 / 14.4	13.4	11.8	38 / 408	B WBNJ -FF
4	WKOE -FM	C	33 / 6.8	5.9	5.2	5.5	328 / 11.7	10.3	8.7	33 / 341	B WKOE -FM
	WAYV -FM	AC/CHR	33 / 6.8	5.3	3.7	5.3	577 / 20.6	14.7	15.0	34 / 595	C WAYV -FM
6	WZXL -FM	AOR	26 / 5.4	6.8	6.2	5.5	484 / 17.3	18.1	18.5	36 / 647	D WZXL -FM
7	WMID -AM	ST	20 / 4.1	2.6	4.5	4.2	158 / 5.6	6.1	7.1	20 / 158	A WMID -AM
8	WMGM -FM	AC	18 / 3.7	5.7	5.2	2.7	312 / 11.1	15.0	14.0	19 / 339	B WMGM -FM
	WTKU -FM	O	18 / 3.7	2.9	4.5	2.5	277 / 9.9	9.2	10.0	19 / 311	B WTKU -FM
9	WOND -AM	T	17 / 3.5	4.6	5.4	6.1	220 / 7.9	9.6	9.1	17 / 220	B WOND -AM
10	WCMC -AM	ST	15 / 3.1	2.6	3.7	3.8	116 / 4.1	4.8	6.0	16 / 120	A WCMC -AM
11	WXTU -FM	C	14 / 2.9	2.9	2.3	1.3	151 / 5.4	7.5	5.8	23 / 299	B WXTU -FM
12	WJSE -FM	AOR-NR	12 / 2.5	2.0	2.9		237 / 8.5	8.3	6.9	12 / 237	A WJSE -FM
	WMID -FM	AOR/CL	12 / 2.5	2.6	4.5	4.2	237 / 8.5	6.1	7.1	12 / 253	A WMID -FM
14	WFNN -FM	AC	10 / 2.1	1.8	0.8	2.1	120 / 4.3	4.7	2.5	10 / 131	B WFNN -FM

12+ FM Share (Metro): 83.15 % (370 of 445) (Spring 95: 79.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WAYV-FM	1 WAYV-FM <	1 WFGP-FM	1 WFGP-FM	1 WFGP-FM	1 WRDR-FM >	1 WRDR-FM <	1 WFGP-FM >	1 WFGP-FM	1 WRDR-FM <	1 WBNJ-FF
2 WBNJ-FF >	2 WFGP-FM	2 WBNJ-FF	2 WBNJ-FF	2 WBNJ-FF	2 WFGP-FM	2 WFGP-FM <	2 WRDR-FM	2 WRDR-FM	2 WBNJ-FF	2 WFGP-FM
	3 WZXL-FM	WAYV-FM <	3 WAYV-FM	3 WAYV-FM	3 WBNJ-FF	3 WBNJ-FF <	3 WBNJ-FF	3 WBNJ-FF	3 WAYV-FM	3 WAYV-FM
	4 WBNJ-FF	4 WZXL-FM	4 WZXL-FM	WKOE-FM	WKOE-FM <	4 WKOE-FM <	WKOE-FM	4 WKOE-FM <	4 WZXL-FM <	
	5 WMGM-F	5 WKOE-FM	WKOE-FM	5 WZXL-FM	5 WTTH-FM	5 WAYV-FM	5 WAYV-FM <	5 WAYV-FM	5 WFGP-FM	
	6 WMGM-F	6 WMGM-F >	6 WMGM-F	6 WMGM-F	6 WOND-AM	6 WMGM-F	6 WZXL-FM >	WZXL-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAYV-FM	1 WAYV-FM	1 WAYV-FM	1 WFGP-FM	1 WFGP-FM		1 WZXL-FM >>	1 WZXL-FM >	1 WZXL-FM	1 WZXL-FM	1 WFGP-FM
2 WFGP-FM >>	2 WFGP-FM >	2 WFGP-FM	2 WAYV-FM	2 WBNJ-FF		2 WAYV-FM	2 WFGP-FM	2 WMGM-F	2 WFGP-FM	2 WZXL-FM
3 WXTU-FM	3 WBNJ-FF	WBNJ-FF	3 WBNJ-FF	3 WAYV-FM		WPLY-FM	WJSE-FM	WFGP-FM	WMGM-F	3 WBNJ-FF
WZXL-FM >>	4 WZXL-FM	4 WMGM-F	4 WKOE-FM >	4 WKOE-FM >		WJSE-FM >>	4 WAYV-FM	4 WBNJ-FF	WKOE-FM	WMGM-F >
WBNJ-FF	5 WMGM-F	5 WKOE-FM					WMGM-F	WJSE-FM	3 WBNJ-FF	WKOE-FM
	WKOE-FM	WZXL-FM >								

ATLANTIC CITY-CAPE MAY

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	114 (6)	114 (6)	26.6%	14.2%
AOR/Classic/NR	0 (0)	56 (5)	56 (5)	13.1%	18.1%
Black/Urban	0 (0)	40 (3)	40 (3)	9.3%	9.3%
CHR	0 (0)	5 (1)	5 (1)	1.2%	7.6%
Classical	0 (0)	2 (1)	2 (1)	0.5%	0.0%
Country	0 (0)	47 (2)	47 (2)	11.0%	8.8%
Full Service	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Hispanic	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Jazz	0 (0)	3 (1)	3 (1)	0.7%	0.5%
News/Talk	29 (4)	12 (2)	41 (6)	9.6%	8.8%
Oldies	0 (0)	24 (2)	24 (2)	5.6%	6.6%
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Religion/Gospel	4 (1)	2 (1)	6 (2)	1.4%	0.0%
Soft AC/EZ	0 (0)	8 (1)	8 (1)	1.9%	5.6%
Sports	5 (1)	0 (0)	5 (1)	1.2%	2.7%
Standards	37 (3)	41 (1)	78 (4)	18.2%	17.1%
Totals	75 (9)	354 (26)	429 (35)		

Other Rated Stations					Metro Share	Cume Rating
WBSS	-FM	T	97.3	Millville	1.0	/ 6.4
WCZT	-FM	AC	94.3	Avalon	1.4	/ 3.1
WDOX	-FM	EZ	93.1	Wildwood Crest	1.6	/ 4.5
WFPG	-AM	T	1450	Atlantic City	1.4	/ 4.4
WIBG	-AM	REL	1020	Ocean City	0.8	/ 1.0
WJNN	-FM	REL	106.7	N. Cape May	0.4	/ 1.1
WSJL	-FM	AOR	102.3	Cape May	0.4	/ 1.7

Other Rated Stations—Outside Market					Metro Share	Cume Rating
KYW	-AM	N	1060	Philadelphia	0.6	/ 4.2
WABC	-AM	T	770	New York	0.4	/ 0.9
WBEB	-FM	AC	101.1	Philadelphia	0.8	/ 2.8
WFLN	-FM	CL	95.7	Philadelphia	0.4	/ 1.3
WIOQ	-FM	CHR	102.1	Philadelphia	1.0	/ 5.9
WIP	-AM	SPRTS	610	Philadelphia	1.0	/ 3.4
WJJZ	-FM	J	106.1	Philadelphia	0.6	/ 1.6
WKXW	-FM	T/O	101.5	Trenton	0.6	/ 1.9
WMGK	-FM	O70S	102.9	Philadelphia	0.4	/ 2.0
WMMR	-FM	AOR	93.3	Philadelphia	0.8	/ 4.8
WOGL	-FM	O	98.1	Philadelphia	1.2	/ 3.5
WPEN	-AM	ST	950	Philadelphia	0.4	/ 0.9
WPLY	-FM	CHR-NR	100.3	Philadelphia	1.2	/ 4.1
WUSL	-FM	B	98.9	Philadelphia	0.6	/ 3.3
WWDB	-FM	T	96.5	Philadelphia	1.4	/ 3.4
WYSP	-FM	T/AOR	94.1	Philadelphia	1.0	/ 3.9

Consolidation Report	12+	25-54	Revenue
Local	10.9%	13.5%	13.2%
WUSS-AM, WTKU-FM, WOND-AM, WMGM-FM			
	10.9%	13.5%	13.2%

AM Stations

WCMC	1230	1 KW	Standards	SMN	\$<20.00	D&R	Wildwood
WMID	1340	890 W	Standards	Westwd	\$<20.00	Banner	
WOND	1400	1 KW	Talk	ABC, CNN	\$<20.00	Mc-Guild	Pleasantville

FM Stations

WAYV	95.1	50 KW @ 331	AC/CHR	\$30.00	Katz		
WBNJ	105.5	3 KW @ 295	See WTTH-FM				Cape May C. H.
WBSS	97.3	50 KW @ 466	CHR	\$26.00	D&R	Press	Millville
WFNN	98.7	3 KW @ 292	AC	SMN	\$17.00	D&R	Scott
WFPG	96.9	50 KW @ 299	Soft AC	\$46.00	Eastman	Spring	Villas
WJSE	102.7	3.3 KW @ 295	AOR-New Rock	\$<20.00	---		Petersburg
WKOE	106.3	3 KW @ 308	Country	SMN	\$<20.00	Eastman	Ocean City
WMGM	103.7	50 KW @ 348	Oldies	\$22.00	Mc-Guild		
WMID	99.3	3.4 KW @ 289	Classic AOR	Westwd	\$<20.00	Banner	Pleasantville
WRDR	104.9	10 KW @ 508	Standards	AP	\$21.00	---	Egg Harbor
WSJL	102.3	3.2 KW @ 292	See WMID-FM				Cape May
WTKU	98.3	3 KW @ 328	Oldies	\$21.00	Mc-Guild	WMGM owner	Ocean City
WTTH	96.1	2.3 KW @ 371	Black	SMN	\$24.00	---	Margate
WZXL	100.7	38 KW @ 331	AOR	\$44.00	D&R	Ragan Henry	Wildwood

Notes: Other ranked stations – See Philadelphia, New York . . . WFPG-F reclassified as AC from Soft AC . . . 4/96 WAYV-F sold by Osborn for \$3,100,000 . . . WUSS (1490) sold to WMGM-F owner for \$140,000

AUGUSTA, GA

Arbitron Rank: 116 Pop (12+): 366,300	Stations: 24 / 22	Last Year's Revenue: \$11,200,000
MSA Rank: 107	Diaries 804 / 456:1/51.2 %	Household Income: \$39,831
MSA Pop: 453,000	Sample Target: 850	Retail Dollars: \$4.0 Bil
DMA #: 111	% Below Line: 2.6	#1 Billing: WKXC-F \$2,400,000
Average Person Ratings: 14.9	% Not Listed: 13.2	#1 Billing Portfolio: WBBQ/WZNY duop \$3,400,000
Market TSL In Hours: 20.25	Pop per Station: 16,650	

12+ Metro	Format	1/4	Share	Fal 95	Spq 95	Fal 94	Spq 94	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level	
1 WKXC -FM	C	59 / 10.8	12.5	13.1	15.3	14.2	830 / 22.7	26.6	23.9	70 / 957	D	WKXC -FM	
WFXA -FM	B	59 / 10.8	9.3	9.1	7.7	11.8	775 / 21.2	19.8	22.3	61 / 836	C	WFXA -FM	
3 WBBQ -AF	AC	52 / 9.5	10.1	9.2	12.5	11.1	727 / 19.9	23.9	25.8	65 / 955	D	WBBQ -AF	
4 WGAC -AM	N/T	30 / 5.5	6.3	4.2	5.9	5.9	444 / 12.1	13.2	9.7	31 / 470	B	WGAC -AM	
5 WZNY -FM	CHR/AC	29 / 5.3	3.2	5.8	4.5	5.4	535 / 14.6	12.7	15.8	39 / 696	C	WZNY -FM	
WAKB -FM	B	29 / 5.3	4.1	4.4	5.7	2.8	349 / 9.5	9.8	9.8	37 / 483	A	WAKB -FM	
7 WAEJ -FF	B	26 / 4.8	4.9	4.9	5.5	3.5	524 / 14.3	13.2	11.0	35 / 658	A	WAEJ -FF	
8 WRXR -FM	AOR	25 / 4.6	5.0	5.3	5.6	4.6	446 / 12.2	11.6	12.9	29 / 487	C	WRXR -FM	
9 WTHB -AM	G	21 / 3.8	2.0	2.7	1.7	4.8	125 / 3.4	3.5	4.8	21 / 125	A	WTHB -AM	
WGOR -FM	O	21 / 3.8	4.7	3.3	1.5	3.0	382 / 10.4	11.6	9.9	23 / 434	A	WGOR -FM	
11 WSLT -FM	SAC	20 / 3.7	2.9	4.4	5.2	3.0	342 / 9.3	9.8	11.4	21 / 362	A	WSLT -FM	
12 WKZK -AM	G	19 / 3.5	2.5	3.8	4.5	2.0	98 / 2.7	3.6	5.4	20 / 99	A	WKZK -AM	
13 WEKL -FM	C	18 / 3.3	3.1	6.0	2.9	4.4	376 / 10.3	9.9	14.0	18 / 388	A	WEKL -FM	
14 WCHZ -FM	AOR-NR	15 / 2.7	3.6	2.7	2.2	2.0	304 / 8.3	8.0	8.3	15 / 310	A	WCHZ -FM	
15 WAJY -FM	ST	11 / 2.0	1.6	1.1	1.3	1.1	208 / 5.7	3.3	3.0	12 / 231	A	WAJY -FM	

12+ FM Share (Metro): 81.86 % (388 of 474) (Spring 95: 85.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFXA-FM >	1 WFXA-FM	1 WFXA-FM	1 WKXC-FM	1 WKXC-FM <	1 WBBQ-AF <	1 WKXC-FM <	1 WBBQ-AF <	1 WFXA-FM	1 WFXA-FM >	1 WFXA-FM
2 WAEJ-FF	2 WRXR-FM	2 WKXC-FM	WFXA-FM	2 WBBQ-AF	2 WKXC-FM	2 WBBQ-AF	2 WKXC-FM	2 WKXC-FM <	2 WKXC-FM	WKXC-FM
3 WZNY-FM >	3 WKXC-FM	3 WBBQ-AF >	3 WBBQ-AF	WFXA-FM <	3 WGAC-AM >	3 WFXA-FM >	3 WGAC-AM <	3 WBBQ-AF >	WAEJ-FF	3 WBBQ-AF
4 WZNY-FM	4 WZNY-FM	4 WRXR-FM <	4 WAKB-FM	4 WAKB-FM	4 WAKB-FM	4 WAKB-FM	4 WFXA-FM >	4 WZNY-FM <	4 WBBQ-AF	4 WZNY-FM
5 WBBQ-AF	5 WAKB-FM	5 WAKB-FM	5 WZNY-FM	5 WZNY-FM <	5 WZNY-FM	WZNY-FM <	5 WZNY-FM	5 WGAC-AM <	5 WZNY-FM	5 WZNY-FM
		WZNY-FM	6 WRXR-FM >				6 WAKB-FM	6 WAKB-FM	WAKB-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFXA-FM	1 WFXA-FM	1 WFXA-FM	1 WFXA-FM <	1 WBBQ-AF	1 WFXA-FM >	1 WRXR-FM	1 WRXR-FM >	1 WFXA-FM <	1 WKXC-FM
2 WKXC-FM >	2 WKXC-FM	2 WZNY-FM	2 WBBQ-AF	2 WFXA-FM	2 WBBQ-AF	2 WFXA-FM	2 WZNY-FM	2 WKXC-FM <	2 WFXA-FM <
3 WAEJ-FF	3 WZNY-FM	3 WKXC-FM	3 WKXC-FM	3 WAKB-FM	WRXR-FM	3 WEKL-FM	3 WRXR-FM	3 WRXR-FM	3 WRXR-FM <
WBBQ-AF >	WBBQ-AF >	WBBQ-AF	4 WAKB-FM	WKXC-FM >	WCHZ-FM	WZNY-FM	4 WKXC-FM	4 WEKL-FM <	4 WBBQ-AF
		5 WAKB-FM	5 WZNY-FM	5 WZNY-FM	5 WKXC-FM	5 WFXA-FM	5 WBBQ-AF	5 WBBQ-AF	5 WGAC-AM
					WCHZ-FM	WCHZ-FM			

Format Performance	AM	FM	Total	%	Spr 95
AC	6 (1)	46 (1)	52 (2)	11.0 %	10.7 %
AOR/Classic/NR	0 (0)	40 (2)	40 (2)	8.4 %	9.2 %
Black/Urban	5 (1)	123 (6)	128 (7)	27.0 %	21.2 %
CHR	0 (0)	29 (1)	29 (1)	6.1 %	6.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (1)	98 (5)	98 (6)	20.7 %	27.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	30 (1)	0 (0)	30 (1)	6.3 %	6.1 %
Oldies	0 (0)	21 (1)	21 (1)	4.4 %	4.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	40 (2)	0 (0)	40 (2)	8.4 %	8.8 %
Soft AC/EZ	0 (0)	20 (1)	20 (1)	4.2 %	5.0 %
Sports	5 (1)	0 (0)	5 (1)	1.1 %	0.0 %
Standards	0 (0)	11 (1)	11 (1)	2.3 %	0.0 %
Totals	86 (7)	388 (18)	474 (25)		

Other Rated Stations	Metro Share	Cume Rating
WAEG -FM	B	92.3 Evans
WAEJ -FM	B	100.9 Waynesboro
WIIZ -FM	B	97.9 Blackville, SC
WKBG -FM	C	107.7 Martinez
WKIM -AM	B/O	1230 Augusta
WRDW -AM	SPRTS	1480 Augusta
WTHO -FM	C	101.7 Thomson
Other Rated Stations--Outside Market		
WAAW -FM	B/O	94.7 Williston, SC
WCOS -FM	C	97.5 Columbia, SC

AUGUSTA, GA

Consolidation Report	12+	25-54	Revenue
Beasley WAJY-FM, WGAC-AM, WGOR-FM	11.3 %	10.3 %	14.2 %
Buck WKXC-FM, WSLT-FM	14.5 %	15.0 %	24.1 %
Davis WAKB-FM, WFXA-FM, WTHB-AM	19.9 %	20.0 %	13.4 %
Local WBBQ-AM, WBBQ-FM, WZNY-FM	14.8 %	15.9 %	30.3 %
Wilks WKBG-FM, WRXR-FM	6.4 %	6.9 %	13.8 %
	66.9 %	68.1 %	95.8 %

AM Stations

WGAC	580	5 KW/1 KW (DA-N)	News/Talk	CBS, Westwd	\$23.00	D&R	Beasley	
WKZK	1600	500 W (DAYS)	Gospel	AURN	\$<20.00	Dora		North Augusta, SC
WTHB	1550	5 KW/11 W	Gospel/Black	ABC	\$<20.00	Katz	Davis	

FM Stations

WAEJ	100.9	6 KW @ 328	Black		\$<20.00	---	Jones	Waynesboro
WAJY	102.7	3 KW @ 328	Standards	Westwd, CBS	NA	D&R	Beasley	New Ellenton, SC
WAKB	96.9	800 W @ 1364	Black		\$<20.00	K&P	Davis	Wrens
WBBQ	104.3	100 KW @ 1000	CHR/AC	ABC	\$52.00	Eastman		
WCHZ	95.1	5.7 KW @ 538	AOR-New Rock		\$<20.00	---		Harlem
WEKL	102.3	1.5 KW @ 666	AOR/Classic		\$18.00	Katz		
WFXA	103.1	3 KW @ 456	Black	CBS, ABC	\$30.00	Katz	Davis	
WGOR	93.9	13 KW @ 456	Oldies	Westwd, CNN	\$<20.00	D&R	Beasley	Martinez
WKBG	107.7	25 KW @ 577	Country	ABC	\$<20.00	Banner	Wilks	Martinez
WKXC	99.5	23 KW @ 728	Country		\$53.00	Mc-Guild	GHB	Aiken, SC
WRXR	96.3	15 KW @ 889	AOR	ABC	\$28.00	Christal	Wilks	Aiken, SC
WSLT	98.3	2.8 KW @ 485	Soft AC		\$<20.00	Mc-Guild	GHB	Clearwater, SC
WZNY	105.7	100 KW @ 1168	AC	ABC	\$27.00	Eastman	WBBQ-F owner	

Notes: 4/96 WIIZ (97.9; Blackwell, SC) came on the air with a Black format . . . 5/96 WKBG-F/WRXR-F sold by Multimarket (SFX) to Wilks for \$_____ (Media Svcs.)

AUSTIN

Arbitron Rank: 54 Pop (12+): 821,600	Stations: 25 / 21	Last Year's Revenue: \$41,000,000
MSA Rank: 58	Diaries: 2055 / 400:1/52.3 %	Household Income: \$43,514
MSA Pop: 994,000	Sample Target: 2,030	Retail Dollars: \$10.0 Bil
DMA #: 64	% Below Line: 3	#1 Biller: KASE-F \$9,000,000
Average Person Ratings: 15.3	% Not Listed: 16.7	#1 Billing Portfolio: KVET-AF/KASE-F \$11,600,000
Market TSL In Hours: 20.50	Pop per Station: 39,124	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level
1 KASE -FM C	150 / 12.0	11.8	13.7	13.6	13.8	12.8	1874 / 22.8	25.1	28.0	170 / 2112	H KASE -FM	
2 KHFI -FM CHR	124 / 9.9	9.7	9.1	9.9	9.3	9.7	2175 / 26.5	22.9	25.0	133 / 2377	F KHFI -FM	
3 KKMJ -FM SAC	91 / 7.3	5.6	5.1	7.0	6.8	6.2	1358 / 16.5	13.7	16.7	96 / 1398	G KKMJ -FM	
4 KLBJ -FM AOR	72 / 5.7	7.2	5.9	6.5	8.1	6.3	1312 / 16.0	16.3	18.3	81 / 1424	E KLBJ -FM	
KLBJ -AM N/T	72 / 5.7	6.4	6.5	5.5	6.2	6.0	1066 / 13.0	14.3	15.1	77 / 1139	F KLBJ -AM	
6 KEYI -FM O	70 / 5.6	5.8	6.3	4.0	4.6	5.4	1226 / 14.9	14.9	13.6	82 / 1391	D KEYI -FM	
7 KVET -FM C	69 / 5.5	6.1	6.0	7.6	6.0	6.3	1231 / 15.0	15.5	15.6	74 / 1361	D KVET -FM	
8 KAMX -FM AC/CHR	54 / 4.3	2.8	3.3	2.6	2.5	3.2	1131 / 13.8	10.6	8.8	57 / 1226	C KAMX -FM	
9 KPEZ -FM CL AOR	46 / 3.7	3.9	3.5	3.4	3.4	3.6	1091 / 13.3	12.7	12.0	55 / 1186	D KPEZ -FM	
10 KROX -FM AOR-NR	44 / 3.5	3.5	2.8	2.9	0.0	3.2	987 / 12.0	10.5	0.0	48 / 1042	B KROX -FM	
11 KAJZ -FM J	41 / 3.3	3.0	1.9	1.3	1.6	2.4	614 / 7.5	7.4	6.8	53 / 811	B KAJZ -FM	
12 KGSR -FM AOR-P	37 / 3.0	4.0	3.6	3.1	3.3	3.4	711 / 8.7	8.5	8.6	38 / 722	D KGSR -FM	
13 KUTZ -FM AOR	30 / 2.4	2.0	2.1	2.6	2.8	2.3	695 / 8.5	7.1	8.8	41 / 930	C KUTZ -FM	
14 KVET -AM T	21 / 1.7	2.3	2.7	1.6	2.2	2.1	502 / 6.1	7.9	6.1	22 / 550	KVET -AM	
15 KJCE -AM B/O	20 / 1.6	0.9	1.0	0.8	0.7	0.9	196 / 2.4	5.9	2.1	20 / 202	KJCE -AM	
16 KKLB -FM SP	17 / 1.4	1.0	1.0	1.5	1.0	1.2	252 / 3.1	3.2	3.4	17 / 257	KKLB -FM	

12+ FM Share (Metro): 83.72 % (874 of 1044) (Spring 95: 83.01 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KHFI-FM >>	1 KHFI-FM	1 KASE-FM <	1 KASE-FM	1 KASE-FM >	1 KASE-FM >	1 KASE-FM	1 KASE-FM	1 KASE-FM	1 KHFI-FM >	1 KHFI-FM <
2 KASE-FM >>	2 KASE-FM	2 KHFI-FM >	2 KKMJ-FM <	2 KKMJ-FM <	2 KEYI-FM <	2 KHFI-FM <	2 KKMJ-FM <	2 KHFI-FM >	2 KASE-FM >	2 KASE-FM
	3 KLBJ-FM	3 KKMJ-FM <	3 KHFI-FM	3 KHFI-FM <	3 KLBJ-AM <	3 KVET-FM <	3 KLBJ-AM <	3 KKMJ-FM	3 KKMJ-FM	3 KKMJ-FM
	4 KROX-FM <	4 KLBJ-FM	4 KLBJ-FM	4 KEYI-FM	4 KKMJ-FM <	4 KLBJ-FM	4 KHFI-FM >	4 KLBJ-FM <	4 KLBJ-FM <	4 KEYI-FM
	5 KAMX-FM	5 KAMX-FM	5 KEYI-FM <	5 KLBJ-FM <	5 KVET-FM >	5 KKMJ-FM <	5 KEYI-FM <	5 KEYI-FM		5 KEYI-FM
	6 KKMJ-FM	KEYI-FM <	6 KPEZ-FM <	6 KLBJ-AM		6 KLBJ-AM	6 KLBJ-FM			
			7 KLBJ-AM			7 KEYI-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KHFI-FM >>	1 KHFI-FM	1 KHFI-FM <	1 KASE-FM <	1 KASE-FM	1 KHFI-FM >	1 KHFI-FM	1 KLBJ-FM	1 KASE-FM <	1 KASE-FM
2 KASE-FM	2 KASE-FM >	2 KASE-FM	2 KHFI-FM <	2 KKMJ-FM	2 KASE-FM	2 KLBJ-FM <	2 KHFI-FM	2 KLBJ-FM <	2 KLBJ-FM
3 KROX-FM	3 KKMJ-FM <	3 KKMJ-FM	3 KKMJ-FM >	3 KHFI-FM <	3 KLBJ-FM >	3 KASE-FM >	3 KASE-FM	3 KHFI-FM >	3 KVET-FM <
4 KAMX-FM	4 KAMX-FM	4 KAMX-FM <	4 KAMX-FM	4 KEYI-FM >	4 KAMX-FM	4 KROX-FM	4 KPEZ-FM	4 KPEZ-FM	4 KLBJ-AM <
5 KKMJ-FM	KROX-FM >	5 KLBJ-FM	5 KEYI-FM	5 KAMX-FM	KUTZ-FM	5 KAMX-FM <	5 KROX-FM <	5 KLBJ-AM <	5 KPEZ-FM <
	6 KLBJ-FM	KROX-FM		KLBJ-AM	KROX-FM >	6 KPEZ-FM	6 KAMX-FM	KEYI-FM	6 KEYI-FM
		7 KGSR-FM					KAJZ-FM	6 KVET-FM	KHFI-FM

AUSTIN

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	54 (1)	54 (1)	5.2%	5.8%
AOR/Classic/NR	0 (0)	243 (7)	243 (7)	23.3%	24.6%
Black/Urban	20 (1)	0 (0)	20 (1)	1.9%	0.9%
CHR	0 (0)	124 (1)	124 (1)	11.9%	14.7%
Classical	0 (0)	0 (0)	0 (0)	0.0%	0%
Country	0 (0)	219 (2)	219 (2)	21.0%	25%
Full Service	0 (0)	0 (0)	0 (0)	0.0%	0%
Hispanic	20 (2)	32 (2)	52 (4)	5.0%	4.6%
Jazz	0 (0)	41 (1)	41 (1)	3.9%	0%
News/Talk	109 (4)	0 (0)	109 (4)	10.4%	12.4%
Oldies	0 (0)	70 (1)	70 (1)	6.7%	2.5%
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0%	0%
Religion/Gospel	21 (2)	0 (0)	21 (2)	2.0%	1.2%
Soft AC/EZ	0 (0)	91 (1)	91 (1)	8.7%	8.4%
Sports	0 (0)	0 (0)	0 (0)	0.0%	0%
Standards	0 (0)	0 (0)	0 (0)	0.0%	0%
Totals:	170 (9)	874 (16)	1044 (25)		

Other Rated Stations					Metro Share	Cume Rating
KELG	-AM	SP	1440	Elgin	0.9	/ 1.6
KFON	-AM	T	1490	Austin	0.6	/ 1.9
KIXL	-AM	REL	970	Del Valle	0.9	/ 2.5
KNNC	-FM	AOR-NR	107.7	Georgetown	0.7	/ 4.4
KTXZ	-AM	SP	1560	W. Lake Hills	0.7	/ 1.4

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KISS	-FM	AOR	99.5	San Antonio	0.4	/ 1.6
KSAH	-AM	SP	720	Universal City	0.8	/ 1.4
KXTN	-FM	SP	107.5	San Antonio	1.2	/ 1.8
WOAI	-AM	N/T	1200	San Antonio	0.6	/ 2.7

Consolidation Report	12+	25-54	Revenue
American Radio Sys.	13.2%	14.2%	15.1%
KJCE-AM, KKMJ-FM, KAMX-FM			
Clear Channel	19.8%	20.3%	22.2%
KEYI-FM, KFON-AM, KHFI-FM, KPEZ-FM			
Local - 1	19.2%	18.4%	28.3%
KVET-FM, KVET-AM, KASE-FM			
Local - 2	3.0%	3.0%	1.5%
KELG-AM, KCLB-FM, KTXZ-AM			
Sinclair	6.5%	7.3%	7.8%
KGSR-FM, KROX-FM			
Southwest	14.7%	16.5%	21.0%
KLBJ-FM, KAJZ-FM, KLBJ-AM			
	76.4%	79.7%	95.9%

AUSTIN

AM Stations

KELG	1440	500 W (DA-N)	Hispanic		\$15.00	Caballero		
KIXL	970	1 KW (DA-2)	Religion	USA	\$16.00	Republic	Signature	Del Valle
KJCE	1370	5 KW/0.5 KW (DA-2)	Black Oldies	SMN	NA	MMR		Rollingwood
KLBJ	590	5 KW/1 KW (DA-N)	News/Talk	CBS, Westwd	\$62.00	Eastman		
KVET	1300	5 KW/1 KW (DA-2)	Talk/Country	ABC	NA	Katz		

FM Stations

KAJZ	93.3	100 KW @ 1949	Oldies - 70's	Westwd	\$28.00	Eastman	KLBJ duop	Killeen
KAMX	94.7	100 KW @ 1257	CHR/AC	Westwd	\$30.00	MMR	Amer. Radio Syst.	Luling
KASE	100.7	100 KW @ 1190	Country		\$155.00	Katz		
KEYI	103.5	100 KW @ 1257	Oldies		\$55.00	Christal	Clear Channel	
KGSR	107.1	46 KW @ 518	AOR - Prog		\$50.00	D&R	Sinclair	Bastrop
KHFI	96.7	100 KW @ 951	CHR		\$82.00	Christal	Clear Channel	Georgetown
KKLB	92.5	1.6 KW @ 449	Hispanic		\$<20.00	Caballero		Elgin
KKMJ	95.5	100 KW @ 1001	Soft AC		\$84.00	MMR	Amer. Radio Syst.	
KLBJ	93.7	97 KW @ 1050	AOR		\$72.00	Eastman		
KNNC	107.7	9 KW @ 538	AOR - New Roc		\$25.00	K&P		Georgetown
KPEZ	102.3	20 KW @ 686	Classic AOR		\$50.00	Christal	Clear Channel	
KROX	101.5	100 KW @ 981	AOR - NR		\$25.00	D&R	Sinclair	Giddings
KUTZ	98.9	19 KW @ 1814	AOR	ABC, SMN	\$34.00	Torbet	Shamrock	Lampasas
KVET	98.1	100 KW @ 686	Country	ABC	\$50.00	Katz	KASE owner (D)	

Notes: 5/96 Clear Channel executed option to acquire KFON, KEYI-F for \$3,170,000 . . .

BAKERSFIELD

Arbitron Rank: 86 Pop (12+): 417,200	Stations: 34 / 26	Last Year's Revenue: \$15,200,000
MSA Rank: 84	Diaries 1341 / 311:1/50.0 %	Household Income: \$37,665
MSA Pop: 624,000	Sample Target: 1,420	Retail Dollars: \$4.0 Bil
DMA #: 132	% Below Line: 4.8	#1 Biller: KUZZ-F \$3,400,000
Average Person Ratings: 16.6	% Not Listed: 14.6	#1 Billing Portfolio: Buck Owens duop \$3,900,000
Market TSL In Hours: 22.75	Pop per Station: 16,046	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level			
KUZZ	-FM	C	94 / 13.6	12.6	12.5	15.6	12.6	13.6	1030 / 24.7	24.2	28.8	99 / 1159	E	KUZZ	-FM
KRAB	-FM	AOR	53 / 7.6	8.1	6.2	6.7	6.1	3.9	700 / 16.8	17.1	16.9	53 / 712	C	KRAB	-FM
KKXX	-FM	CHR	52 / 7.5	9.6	11.8	9.5	10.4	9.6	802 / 19.2	25.5	22.7	54 / 838	C	KKXX	-FM
KGFM	-FM	SAC	41 / 5.9	4.9	5.7	3.8	4.6	2.7	602 / 14.4	135.0	19.0	41 / 624	B	KGFM	-FM
KIWI	-FM	SP	38 / 5.5	6.7	3.3	6.3	4.4	5.4	414 / 9.9	6.0	8.3	39 / 423	C	KIWI	-FM
KERN	-AM	N/T	36 / 5.2	7.2	7.4	6.4	6.7	6.5	547 / 13.1	13.4	12.7	36 / 547	C	KERN	-AM
KERN	-FM	O	32 / 4.6	5.1	5.4	5.4	5.4	5.1	558 / 13.4	14.5	13.5	35 / 614	B	KERN	-FM
KKBB	-FM	CL AOR	29 / 4.2	4.5	3.5	2.6	2.9	3.7	365 / 8.8	81.0	79.0	29 / 376	B	KKBB	-FM
KSUV	-FM	SP	26 / 3.8	3.1	3.3	2.6	2.0	3.2	297 / 7.1	5.7	6.4	28 / 332	B	KSUV	-FM
KLLY	-FM	AC	25 / 3.6	4.5	3.6	3.1	2.8	3.7	407 / 9.7	10.6	9.6	25 / 418	B	KLLY	-FM
KCWR	-AM	C	17 / 2.5	1.5	2.6	1.5	2.3	2.0	140 / 3.4	5.1	5.5	22 / 195	A	KCWR	-AM
KNZR	-AM	N/T	16 / 2.3	2.5	1.4	3.4	2.6	2.4	349 / 8.4	7.0	8.4	17 / 358		KNZR	-AM
KWAC	-AM	SP	15 / 2.2	1.6	1.2	2.9	2.6	2.0	154 / 3.7	3.8	4.7	15 / 154	B	KWAC	-AM
KCNQ	-FM	C	12 / 1.7	1.8	2.0	1.5	1.7	1.8	124 / 3.0	2.8	2.1	12 / 133	A	KCNQ	-FM

12+ FM Share (Metro): 79.05 % (468 of 592) (Spring 95: 78.75 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6

BAKERSFIELD

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	0 (0)	25 (1)	25 (1)	4.2 %	3.4 %	KBID	-AM	ST	1350	Bakersfield	0.6	/ 2.2
AOR/Classic/NR	0 (0)	85 (3)	85 (3)	14.4 %	12.0 %	KCHJ	-AM	SP	1010	Delano	1.0	/ 2.8
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KERI	-AM	REL	1180	Wasco	0.6	/ 2.5
CHR	0 (0)	62 (2)	62 (2)	10.5 %	14.8 %	KGEO	-AM	T	1230	Bakersfield	1.4	/ 4.2
Classical	1 (1)	2 (1)	3 (2)	0.5 %	0.0 %	KHIS	-FM	REL	96.5	Bakersfield	1.0	/ 4.0
Country	17 (1)	121 (4)	138 (5)	23.3 %	26.4 %	KHIS	-AM	REL	800	Bakersfield	0.6	/ 1.0
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KLYD	-FM	ST	104.3	Shafter	1.4	/ 3.5
Hispanic	22 (2)	76 (4)	98 (6)	16.6 %	13.1 %	KMYX	-FM	SP	103.9	Taft	0.4	/ 1.3
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KTIE	-FM	C	107.1	Bakersfield	1.3	/ 4.7
News/Talk	71 (5)	0 (0)	71 (5)	12.0 %	11.6 %	KVLI	-AF	ST	104.5	Lake Isabella	0.9	/ 2.2
Oldies	0 (0)	35 (2)	35 (2)	5.9 %	6.6 %	KZBA	-FM	SP	97.7	Shafter	1.3	/ 3.7
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %							
Religion/Gospel	8 (2)	7 (1)	15 (3)	2.5 %	1.5 %							
Soft AC/EZ	0 (0)	41 (1)	41 (1)	6.9 %	5.7 %							
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %							
Standards	5 (2)	14 (2)	19 (4)	3.2 %	3.0 %							
Totals	124	13	468 (21)	592 (34)								

Other Rated Stations--Outside Market										Metro Share	Cume Rating
KBOS	-FM	CHR	94.9	Tulare	1.4	/ 5.2					
KFI	-AM	T	640	Los Angeles	0.9	/ 2.8					
KKGO	-AF	CL	105.1	Los Angeles	0.4	/ 1.7					
KLOS	-FM	AOR	95.5	Los Angeles	0.4	/ 1.7					
KMJ	-AM	N/T	580	Fresno	0.4	/ 1.5					
KRTH	-FM	O	101.1	Los Angeles	0.4	/ 1.5					
KTPI	-FM	C	103.1	Tehachapi	0.9	/ 2.3					

Consolidation Report	12+	25-54	Revenue
Buck Owens	17.3 %	16.7 %	25.7 %
KUZZ-FM, KTIE-FM, KCWR-AM			
Buckley	10.1 %	14.0 %	15.5 %
KNZR-AM, KLLY-FM, KKBB-FM			
Local	8.7 %	7.7 %	11.2 %
KWAC-AM, KIWI-FM, KCHJ-AM			
Mondosphere	15.2 %	12.3 %	18.4 %
KRAB-FM, KKXX-FM			
Z-Spanish	5.1 %	5.0 %	5.9 %
KZBA-FM, KSUV-FM, KSUV-AM			
	56.3 %	55.7 %	76.7 %

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
KCWR	550	5 KW (DA-2)	Country	\$<20.00 Katz		Buck Owens
KERN	1410	1 KW	News/Talk	Talknt, ABC, Westwd	\$42.00 Christal	American General
KNZR	1560	25 KW/10 KW (DA-N)	News	CBS, CNN	NA D & R	Buckley
KWAC	1490	1 KW	Hispanic		NA Lotus	

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
KCNQ	102.5	130 W @ 1230	Country	ABC	NA Gillis	Kernville
KERN	94.1	4.5 KW @ 1310	Oldies	ABC	\$30.00 Christal	American General
KGFM	101.5	4.8 KW @ 1280	Soft AC/EZ		\$33.00 Christal	
KIWI	92.1	6 KW @ 164	Hispanic		\$28.00 CMBS	
KKBB	99.3	1.2 KW @ 1345	Classic AOR	Westwd	\$22.00 D&R	Buckley
KKXX	105.3	35 KW @ 584	CHR	AP, Westwd	\$29.00 Banner	KRAB duop Delano
KLLY	95.3	13 KW @ 463	AC	AP	\$29.00 D&R	Buckley Oildale
KRAB	106.1	25 KW @ 328	AOR	CBS, Westwd	\$37.00 Banner	Greenacre
KSUV	102.9	21 KW @ 364	Hispanic		\$21.00 Caballero	Z-Spanish
KUZZ	107.9	6 KW @ 1365	Country		\$71.00 Katz	Buck Owens
KZBA	97.7	3 KW @ 328	Hispanic		NA Caballero	Z-Spanish Shafter

Notes: 3/96 KZPM (CP: 1100, 4.2 KW/0.8 KW, DA-2) sold by KZPM Radio to Hispanic Bcst. Group, Inc. . . .

BALTIMORE

Arbitron Rank: 18 Pop (12+): 2,056,700	Stations: 41 / 22	Last Year's Revenue: \$78,900,000
MSA Rank: 18	Diaries 3264 / 630:1/ 55.7 %	Household Income: \$50,404
MSA Pop: 2,480,000	Sample Target: 3,270	Retail Dollars: \$21.6 Bil
DMA #: 23	% Below Line: 16	#1 Biller: WBAL \$13,000,000
Average Person Ratings: 17.6	% Not Listed: 12.6	#1 Billing Portfolio: Hearst combo \$18,500,000
Market TSL in Hours: 23.25	Pop per Station: 93,486	

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WBAL -AM	N/T	320 / 8.9	6.9	7.9	8.7	8.4	8.1	4442 / 21.6	18.9	19.4	333 / 4697	I WBAL -AM
2	WPOC -FM	C	306 / 8.5	8.4	9.1	8.2	8.5	8.5	3686 / 17.9	17.9	16.6	331 / 4156	H WPOC -FM
3	WQSR -FM	O	269 / 7.4	6.7	6.1	6.5	5.3	6.7	3522 / 17.1	15.7	15.1	294 / 3877	I WQSR -FM
4	WLIF -FM	SAC	229 / 6.3	6.2	5.9	6.1	6.8	6.1	2952 / 14.4	14.0	14.7	241 / 3161	H WLIF -FM
5	WERQ -FM	BJ/CHR	210 / 5.8	5.6	5.3	4.8	5.1	5.4	2911 / 14.2	13.5	13.5	224 / 3251	F WERQ -FM
6	WWMX -FM	AC	201 / 5.6	6.4	4.7	5.3	5.6	5.5	3423 / 16.6	14.5	16.2	209 / 3611	H WWMX -FM
7	WXYV -FM	B	160 / 4.4	5.5	5.3	4.8	4.9	5.0	2688 / 13.1	13.3	13.8	169 / 2904	G WXYV -FM
8	WHFS -FM	AOR	152 / 4.2	4.0	4.7	4.3	4.9	4.3	2884 / 14.0	13.9	13.5	165 / 3213	WHFS -FM
9	WIYY -FM	AOR	142 / 3.9	4.1	3.6	4.9	3.9	4.1	2674 / 13.0	12.6	13.8	170 / 3130	G WIYY -FM
10	WWIN -FM	B/AC	137 / 3.8	3.3	3.8	3.7	3.7	3.6	1784 / 8.7	8.0	9.1	137 / 1797	E WWIN -FM
11	WOCT -FM	O-70s	133 / 3.7	2.9	3.4	3.6	4.0	3.4	2401 / 11.7	10.6	12.8	148 / 2662	F WOCT -FM
12	WCAO -AM	G	81 / 2.2	2.7	2.8	2.5	2.6	2.6	1017 / 4.9	5.7	6.1	83 / 1045	C WCAO -AM
13	WJFK -AM	T	74 / 2.0	1.6	1.9	2.0	1.8	1.9	1002 / 4.9	4.5	4.9	74 / 1029	WJFK -AM
14	WCBM -AM	T	70 / 1.9	2.8	3.0	3.1	3.5	2.7	1204 / 5.9	6.4	7.6	72 / 1264	D WCBM -AM
15	WRBS -FM	REL	54 / 1.5	1.6	1.5	1.8	1.6	1.6	863 / 4.2	4.0	4.5	59 / 940	WRBS -FM

12+ FM Share (Metro): 77.21 % (2439 of 3159) (Spring 95: 74.06 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WERQ-FM >	1 WERQ-FM	1 WPOC-FM	1 WQSR-FM <	1 WQSR-FM	1 WBAL-AM	1 WBAL-AM <	1 WPOC-FM <	1 WBAL-AM <	1 WBAL-AM	1 WBAL-AM
2 WHFS-FM	2 WIYY-FM <	2 WWMX-F <	2 WPOC-FM <	2 WPOC-FM	2 WQSR-FM <	2 WQSR-FM <	2 WLIF-FM <	2 WPOC-FM	2 WERQ-FM >	2 WERQ-FM <
3 WXYV-FM <	3 WPOC-FM <	3 WQSR-FM <	3 WWMX-F	3 WWMX-F <	3 WPOC-FM <	3 WPOC-FM >	3 WQSR-FM	3 WQSR-FM <	3 WLIF-FM <	3 WWIN-FM
4 WIYY-FM <	4 WHFS-FM <	4 WERQ-FM	4 WLIF-FM <	4 WLIF-FM	4 WLIF-FM >	4 WLIF-FM <	4 WBAL-AM	4 WLIF-FM <	4 WXYV-FM <	4 WPOC-FM
5 WWMX-F >	5 WXYV-FM <	5 WLIF-FM <	5 WOCT-FM <	5 WBAL-AM		5 WWMX-F	5 WWMX-F	5 WWMX-F <	5 WPOC-FM <	5 WQSR-FM
	6 WWMX-F	6 WXYV-FM <	6 WBAL-AM	6 WOCT-FM <				6 WERQ-FM	6 WWIN-FM	6 WLIF-FM <
	7 WOCT-FM	7 WOCT-FM	7 WWIN-FM <	7 WWIN-FM					7 WHFS-FM	
		8 WHFS-FM								
		WIYY-FM								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WERQ-FM >	1 WERQ-FM	1 WWMX-F	1 WWMX-F	1 WQSR-FM <	1 WIYY-FM	1 WIYY-FM	1 WIYY-FM	1 WIYY-FM	1 WBAL-AM <
2 WHFS-FM	2 WWMX-F	2 WPOC-FM	2 WPOC-FM <	2 WWMX-F	2 WERQ-FM <	2 WXYV-FM <	2 WPOC-FM <	2 WBAL-AM <	2 WQSR-FM
3 WWMX-F >	3 WPOC-FM <	3 WERQ-FM <	3 WQSR-FM <	3 WPOC-FM >	3 WXYV-FM	3 WHFS-FM <	3 WHFS-FM	3 WPOC-FM <	3 WPOC-FM
4 WPOC-FM	4 WHFS-FM	4 WOCT-FM <	4 WLIF-FM <	4 WLIF-FM	4 WHFS-FM	4 WPOC-FM <	4 WXYV-FM <	4 WXYV-FM <	4 WOCT-FM <
	5 WIYY-FM	5 WXYV-FM <	5 WLIF-FM <	5 WERQ-FM >	5 WPOC-FM >	5 WERQ-FM	5 WOCT-FM	5 WQSR-FM <	5 WIYY-FM
6 WXYV-FM >	6 WLIF-FM	6 WXYV-FM	6 WWIN-FM <	6 WERQ-FM		6 WOCT-FM	6 WJFK-AM	6 WHFS-FM <	
	WOCT-FM	7 WWIN-FM	7 WOCT-FM <					7 WOCT-FM <	
		WHFS-FM <						8 WERQ-FM <	

BALTIMORE

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	267 (3)	267 (3)	8.5%	8.5%
AOR/Classic/NR	0 (0)	371 (5)	371 (5)	11.7%	12.9%
Black/Urban	14 (1)	605 (6)	619 (7)	19.6%	20.6%
CHR	0 (0)	14 (1)	14 (1)	0.4%	0%
Classical	0 (0)	15 (1)	15 (1)	0.5%	0%
Country	3 (1)	409 (5)	412 (6)	13.0%	11%
Full Service	14 (1)	0 (0)	14 (1)	0.4%	0.3%
Hispanic	0 (0)	0 (0)	0 (0)	0.0%	0%
Jazz	0 (0)	0 (0)	0 (0)	0.0%	0%
News/Talk	499 (4)	0 (0)	499 (4)	15.8%	17.1%
Oldies	0 (0)	462 (5)	462 (5)	14.6%	11.7%
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0%	0%
Religion/Gospel	129 (3)	54 (1)	183 (4)	5.8%	7.2%
Soft AC/EZ	0 (0)	242 (2)	242 (2)	7.7%	8.6%
Sports	0 (0)	0 (0)	0 (0)	0.0%	0%
Standards	61 (3)	0 (0)	61 (3)	1.9%	2%
Totals:	720 13	2439 (29)	3159 (42)		

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WBGR-AM, WBMD-AM, WQSR-FM	17.4%	9.4%	13.6%
Capitol WOCT-FM, WWMX-FM	9.3%	12.3%	19.8%
Radio One WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM	11.0%	10.7%	9.6%
Westinghouse, pend. WCAO-AM, WJFK-AM, WLIF-FM, WXYV-FM	14.9%	15.9%	20.8%
	52.6%	48.3%	63.8%

Other Rated Stations				Metro Share	Cume Rating
WBGR	-AM	G	860 Baltimore	0.3	/ 1.3
WGRX	-FM	C	100.7 Westminster	0.9	/ 5.2
WITH	-AM	ST	1230 Baltimore	0.9	/ 3.0
WOLB	-AM	B/T	1010 Baltimore	0.4	/ 0.7
WRNR	-FM	AOR-P	103.1 Grasonville	0.6	/ 2.1
WWIN	-AM	B/G	1400 Baltimore	1.0	/ 2.9
WWLG	-AM	ST	1360 Baltimore	0.7	/ 2.1
WXCX	-FM	C	103.7 Havre de Grace	0.6	/ 1.5

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WARW	-FM	CL AOR	94.7 Bethesda, MD	0.5	/ 1.5
WASH	-FM	AC	97.1 Washington	0.6	/ 3.1
WBIG	-FM	O	100.3 Washington	1.3	/ 3.4
WFRE	-FM	C	99.9 Frederick, MD	0.4	/ 1.7
WGMS	-FM	CL	103.5 Washington	0.4	/ 1.6
WHUR	-FM	B	96.3 Washington	1.1	/ 3.7
WKYS	-FM	B	93.9 Washington	0.5	/ 3.0
WMAL	-AM	FS	630 Washington	0.4	/ 1.4
WMZQ	-AF	C	98.7 Washington	0.9	/ 2.8
WPGC	-FM	B/CHR	95.5 Morningside, MD	1.1	/ 5.5
WRQX	-FM	AC/CHR	107.3 Washington	1.2	/ 4.8
WTOP	-AM	N	1500 Washington	1.0	/ 4.6
WWDC	-FM	AOR	101.1 Washington	1.1	/ 6.9
WWMD	-FM	EZ	104.7 Hagerstown, MD	0.4	/ 0.9
WXTR	-FM	O-70S	104.1 Waldorf, MD	0.3	/ 1.5
WXVR	-FM	O-70S	103.9 Frederick, MD	0.1	/ 0.1
WYCR	-FM	CHR	98.5 York, PA	0.4	/ 1.8

AM Stations

WBAL	1090	50 KW (DA-N)	News/Talk	CBS	\$165.00	D&R	Hearst
WBGR	860	2.5 KW/66 W (DA-2)	Gospel	AURN	\$30.00	Roslin	Amer. Radio Syst.
WCAO	600	5 KW (DA-2)	Gospel	Westwd	\$40.00	Mc-Guild	Inf./CBS/West.
WCBM	680	10 KW/5 KW (DA-2)	Talk	ABC, Westwd	\$50.00	Katz	
WJFK	1300	5 KW (DA-2)	Talk/Jazz	Source, Westwd	NA	Infinity	Inf./CBS/West.

FM Stations

WERQ	92.3	37 KW @ 570	Black/CHR	AP	\$95.00	MMR	Radio One
WIYY	97.9	13.5 KW @ 946	AOR	ABC	\$110.00	D&R	Hearst
WLIF	101.9	13.5 KW @ 960	Soft AC		\$155.00	Eastman	Inf./CBS/West.
WOCT	104.3	50 KW @ 420	Oldies - 70's		\$93.00	Katz	Capitol
WPOC	93.1	16 KW @ 860	Country		\$180.00	Mc-Guild	Nationwide
WQSR	105.7	50 KW @ 492	Oldies		\$185.00	Christal	Amer. Radio Sys. Catonsville
WRBS	95.1	50 KW @ 500	Religion		\$25.00		
WWIN	95.9	3 KW @ 300	Black/AC	Westwd	\$72.00	Torbet	Radio One Glen Burnie
WWMX	106.5	7.4 KW @ 1217	AC		\$183.00	Katz	Capitol
WXYV	102.7	50 KW @ 437	Black		\$139.00	Mc-Guild	Inf./CBS/West.

Notes: 3/96 Infinity sold these stations to Westinghouse: WJFK for \$8,000,000; WLIF-F for \$63,000,000; WCAO for \$7,000,000; WXYV-F for \$46,000,000 . . . 3/96 WGRX-F changes from AOR to Country . . . 5/96 WBGR sold by Mortenson to American Radio Sys. (D) for \$2,775,000

BATON ROUGE

Arbitron Rank: 81 Pop (12+): 453,200	Stations: 21 / 15	Last Year's Revenue: \$18,700,000
MSA Rank: 90	Diaries: 1043 / 435:1/ 52.1 %	Household Income: \$44,568
MSA Pop: 565,000	Sample Target: 1,070	Retail Dollars: \$5.4 Bil
DMA #: 98	% Below Line: 10.4	#1 Biller: WYNK-AF \$3,800,000
Average Person Ratings: 15.2	% Not Listed: 17.2	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 30,213	Gulfstar duop \$7,600,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KQXL -FM	B	82 / 11.9	11.8	10.2	12.3	10.8	11.5	906 / 20.0	19.0	19.6	116 / 1352	D KQXL -FM
WYNK -FM	C	82 / 11.9	10.6	12.6	10.5	15.9	11.4	1014 / 22.4	25.2	30.3	163 / 2227	E WYNK -FM
3 WXOK -AM	B	57 / 8.3	7.6	7.5	8.5	9.5	8.0	732 / 16.2	13.4	16.5	65 / 812	C WXOK -AM
4 KRVE -FM	AC	46 / 6.7	6.7	5.7	5.5	7.0	6.1	753 / 16.6	13.2	17.5	50 / 882	C KRVE -FM
5 WGGZ -FM	O-70s	40 / 5.8	7.9	8.5	5.5	3.7	6.9	685 / 15.1	17.6	11.5	82 / 1291	C WGGZ -FM
6 WJBO -AM	N/T	39 / 5.7	4.4	4.9	4.7	5.1	4.9	610 / 13.5	12.9	13.2	45 / 692	D WJBO -AM
7 WFMF -FM	CHR	35 / 5.1	4.5	5.7	7.4	6.6	5.7	778 / 17.2	16.8	18.7	46 / 1309	C WFMF -FM
8 WTGE -FM	AOR	33 / 4.8	4.4	5.7	5.8	4.3	5.2	613 / 13.5	14.1	13.8	75 / 1392	C WTGE -FM
9 WKJN -FM	C	24 / 3.5	3.8	4.0	3.4	4.8	3.7	523 / 11.5	12.5	15.9	44 / 852	D WKJN -FM
10 KHOM -FM	CHR	21 / 3.0	1.3	1.2	1.1	0.4	1.7	447 / 9.9	6.3	4.6	67 / 1279	KHOM -FM
WCKW -FM	AOR	21 / 3.0	3.5	2.5	4.7	3.7	3.4	444 / 9.8	11.2	10.7	88 / 1389	WCKW -FM
12 WYCT -FM	C	20 / 2.9	2.8	1.8	1.6	2.7	2.3	410 / 9.0	6.9	9.5	29 / 595	A WYCT -FM
13 WQUE -FM	B	15 / 2.2	3.2	2.8	2.6	3.2	2.7	329 / 7.3	9.4	7.5	45 / 788	WQUE -FM
14 KBRH -AM	B/O	12 / 1.7	0.9	0.9	0.6		1.0	158 / 3.5	3.2		12 / 168	A KBRH -AM
WNDC -AM	G	12 / 1.7	1.9	1.5	3.5	3.2	2.2	190 / 4.2	4.1	4.5	13 / 194	A WNDC -AM
WQCK -FM	REL	12 / 1.7	1.5	1.2	0.9	1.5	1.3	212 / 4.7	4.3	3.7	15 / 236	WQCK -FM

12+ FM Share (Metro): 77.06 % (440 of 571) (Spring 95: 81.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KHOM-FM	1 KQXL-FM >	1 KQXL-FM	1 KQXL-FM <	1 WYNK-FM <	1 WYNK-FM >	1 WYNK-FM >	1 WYNK-FM	1 KQXL-FM	1 KQXL-FM >	1 KQXL-FM >
KQXL-FM >	2 WYNK-FM	2 WYNK-FM	2 WYNK-FM	2 KQXL-FM	2 WXOK-AM <	2 KQXL-FM <	2 KQXL-FM	2 WYNK-FM >	2 WXOK-AM >	2 WYNK-FM
3 WTGE-FM	3 WFMF-FM <	3 WXOK-AM <	3 KRVE-FM <	3 KRVE-FM <	3 WJBO-AM	3 WXOK-AM	3 WXOK-AM <	3 WGGZ-FM <	3 WFMF-FM	3 WXOK-AM <
4 WFMF-FM	4 WTGE-FM	4 KRVE-FM <	4 WGGZ-FM	4 WXOK-AM	4 KQXL-FM	4 KRVE-FM	4 KRVE-FM	4 KRVE-FM <	WYNK-FM <	4 WGGZ-FM
	WGGZ-FM	5 WGGZ-FM	5 WXOK-AM >	WGGZ-FM >	KRVE-FM >	5 WGGZ-FM >	5 WJBO-AM <	5 WFMF-FM	5 WTGE-FM <	
							6 WGGZ-FM	6 WTGE-FM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WYNK-FM	1 KQXL-FM >	1 KQXL-FM >	1 KQXL-FM	1 KRVE-FM		1 KQXL-FM >	1 KQXL-FM >	1 WYNK-FM	1 KQXL-FM >	1 WYNK-FM
WFMF-FM	2 WYNK-FM <	2 KRVE-FM	2 WYNK-FM <	KQXL-FM <		2 WTGE-FM	2 WTGE-FM <	2 KQXL-FM	2 WYNK-FM	2 KQXL-FM
3 KQXL-FM >>	3 WFMF-FM	WGGZ-FM >>	3 KRVE-FM <	3 WYNK-FM		3 WFMF-FM	3 WYNK-FM	3 WGGZ-FM >	3 WGGZ-FM	3 WGGZ-FM >
	4 KRVE-FM	4 WXOK-AM	4 WXOK-AM >	4 WXOK-AM >		4 WXOK-AM	4 WFMF-FM	4 WTGE-FM	4 WTGE-FM <	4 WXOK-AM
	WGGZ-FM	WYNK-FM	5 WFMF-FM <	5 WGGZ-FM		WCKW-FM >	WGGZ-FM		5 WXOK-AM <	WJBO-AM
		WFMF-FM	6 WGGZ-FM						6 WCKW-FM	

BATON ROUGE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	46 (1)	46 (1)	8.1 %	8.3 %	WPFC -AM REL 1550 Baton Rouge	0.4	1.6
AOR/Classic/NR	0 (0)	54 (2)	54 (2)	9.5 %	9.5 %	WYNK -AM C 1380 Baton Rouge	0.3	1.1
Black/Urban	69 (2)	101 (3)	170 (5)	29.8 %	28.0 %			
CHR	0 (0)	56 (2)	56 (2)	9.8 %	7.8 %			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	2 (1)	126 (3)	128 (4)	22.4 %	28.2 %			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	45 (2)	0 (0)	45 (2)	7.9 %	6.9 %			
Oldies	0 (0)	45 (2)	45 (2)	7.9 %	5.4 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	15 (2)	12 (1)	27 (3)	4.7 %	6.0 %			
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Totals	131 (7)	440 (14)	571 (21)					

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WTKL	-FM	O	95.7	New Orleans		0.7	2.1
WWL	-AM	N/T	870	New Orleans		0.9	3.0
WYLD	-FM	B/AC	98.5	New Orleans		0.6	1.7

Consolidation Report	12+	25-54	Revenue
Citywide	23.1 %	23.5 %	22.5 %
KQXL-FM, WXOK-AM, WYCT-FM			
Guaranty, pend.	10.6 %	11.7 %	14.4 %
WGGZ-FM, WTGE-FM			
Gulfstar	23.0 %	21.5 %	40.6 %
WFMF-FM, WJBO-AM, WYNK-AM, WYNK-FM			
	56.7 %	56.7 %	77.5 %

AM Stations

KBRH	1260	1 KW/127 W	Black Oldies	NPR	NA	---	
WJBO	1150	5 KW (DA-1)	Talk/News	CBS	\$43.00	Christal	Gulfstar
WNDC	910	1 KW (DA-1)	Gospel		\$<20.00	---	
WXOK	1460	5 KW/1 KW (DA-N)	Black	AURN	\$28.00	Banner	Citywide

FM Stations

KQXL	106.5	50 KW @ 298	Black	AURN, ABC	\$53.00	Banner	Citywide	New Roads
KRVE	96.1	43 KW @ 449	AC		\$38.00	Katz		Brusly
WFMF	102.5	100 KW @ 1260	CHR	Westwd	\$41.00	Christal	Gulfstar	
WGGZ	98.1	100 KW @ 1499	Oldies-70's	Westwd	\$48.00	Katz	Guaranty	
WKJN	103.3	100 KW @ 1004	Country	Westwd	\$46.00	Eastman		Hammond
WQCK	92.7	32 KW @ 604	Religion		\$16.00	---		Clinton
WTGE	100.7	100 KW @ 1499	AOR-New Rock		\$37.00	Eastman	Guaranty	
WYCT	94.1	100 KW @ 981	Country		\$<20.00	Banner	Citywide	Kentwood
WYNK	101.5	100 KW @ 1499	Country	ABC	\$74.00	Torbet	Gulfstar	

Notes: Other ranked stations -- See New Orleans . . . 5/96 WTGE-F sold by Vetter to Guaranty (D) for \$5,500,000 (MVP)

BINGHAMTON

Arbitron Rank: 157 Pop (12+): 215,500	Stations: 14 / 11	Last Year's Revenue: \$8,000,000
MSA Rank: 167	Diaries 751 / 287:1/ 59.5 %	Household Income: \$44,754
MSA Pop: 260,000	Sample Target: 770	Retail Dollars: \$2.0 Bil
DMA #: 151	% Below Line: 2.7	#1 Biller: WHWK-F \$2,200,000
Average Person Ratings: 15.5	% Not Listed: 20.2	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 19,591	Wicks combo \$2,800,000

12+ Metro	Format	1/4 Share	Fal 95	Spq 95	Fal 94	Spq 94	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level	
1 WHWK -FM	C	56 / 16.8	2.0	2.0	2.0	2.0	635 / 29.5	30.0	31.2	110 / 1196	D	WHWK -FM
2 WAAL -FM	CL AOR	43 / 12.9	8.8	14.3	9.8	10.5	601 / 27.9	24.8	29.2	67 / 938	C	WAAL -FM
3 WMRV -FM	CHR	36 / 10.8	9.7	7.2	7.4	8.2	626 / 29.0	22.9	23.3	57 / 946	B	WMRV -FM
4 WMXW -FM	SAC	33 / 9.9	10.1	11.6	10.1	8.8	459 / 21.3	21.4	23.3	35 / 515	C	WMXW -FM
5 WMBF -AM	N/T	25 / 7.5	8.4	8.0	13.6	11.1	366 / 17.0	17.7	17.5	25 / 392	B	WMBF -AM
6 WKGB -FM	AOR	20 / 6.0	5.2	5.8	6.5	7.7	245 / 11.4	10.8	14.4	25 / 314	B	WKGB -FM
7 WINR -AM	ST	14 / 4.2	6.2	3.0	5.9	3.4	224 / 10.4	9.6	10.4	15 / 249	A	WINR -AM
8 WKOP -AM	ST	11 / 3.3	2.3	1.1	0.9	1.4	137 / 6.4	5.6	3.5	11 / 137	A	WKOP -AM
WGRG -FM	AC/CHR	11 / 3.3	5.2	3.9	4.7	5.7	321 / 14.9	15.0	18.0	12 / 351	A	WGRG -FM
10 WENE -AM	SPRTS	6 / 1.8	1.3	1.4	1.8	0.3	127 / 5.9	5.2	6.0	6 / 136	A	WENE -AM

12+ FM Share (Metro): 78.95 % (210 of 266) (Spring 95: 82.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WMRV-FM >	1 WAAL-FM	1 WAAL-FM	1 WAAL-FM	1 WHWK-F <	1 WHWK-F >	1 WHWK-F >	1 WHWK-F	1 WHWK-F <	1 WAAL-FM <	1 WMRV-FM
2 WAAL-FM >	2 WMRV-FM	2 WHWK-F	2 WHWK-F	2 WAAL-FM	2 WMXW-F <	2 WMRV-FM <	2 WAAL-FM >	2 WAAL-FM	2 WMRV-FM <	2 WHWK-F
3 WHWK-F	3 WMXW-F <	3 WMXW-F >	3 WMXW-F >	3 WMXW-F >	3 WMBF-AM >	3 WAAL-FM <	3 WMXW-F <	3 WMRV-FM	3 WHWK-F	3 WMBF-AM >
4 WKGB-FM >	4 WMRV-FM	4 WMRV-FM	4 WMRV-FM	4 WAAL-FM	4 WMBF-AM	4 WMRV-FM	4 WMXW-F <	4 WMRV-FM	4 WMXW-F <	4 WKGB-FM >
	5 WKGB-FM >	5 WKGB-FM >	5 WKGB-FM >	5 WINR-AM	5 WMXW-F >	5 WMBF-AM	5 WKGB-FM >			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WMRV-FM >	1 WHWK-F	1 WHWK-F >	1 WHWK-F	1 WHWK-F	1 WAAL-FM	1 WAAL-FM >	1 WAAL-FM >	1 WAAL-FM >	1 WAAL-FM
2 WAAL-FM	WMRV-FM	2 WAAL-FM	WMXW-F	WMXW-F >	WMRV-FM >	2 WKGB-FM	2 WKGB-FM >	2 WHWK-F	2 WHWK-F
WHWK-F >	3 WAAL-FM	WMXW-F >	3 WMRV-FM	3 WMRV-FM <	3 WHWK-F	3 WMRV-FM >	3 WGRG-FM	3 WKGB-FM	3 WKGB-FM <
WGRG-FM	4 WMXW-F >	WMRV-FM	4 WAAL-FM >	4 WAAL-FM >	WKGB-FM >	4 WHWK-F	WMRV-FM >	4 WMRV-FM <	4 WMXW-F >
					5 WGRG-FM >	WHWK-F	5 WMXW-F >		

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	13 (2)	13 (2)	4.9 %	9.5 %
AOR/Classic/NR	0 (0)	66 (3)	66 (3)	24.8 %	11.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	36 (1)	36 (1)	13.5 %	22.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	62 (3)	62 (3)	23.3 %	26.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	25 (1)	0 (0)	25 (1)	9.4 %	11.5 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	33 (1)	33 (1)	12.4 %	14.2 %
Sports	6 (1)	0 (0)	6 (1)	2.3 %	0.0 %
Standards	25 (2)	0 (0)	25 (2)	9.4 %	4.4 %
Totals	56 (4)	210 (10)	266 (14)		

Other Rated Stations				Metro Share	Cume Rating
WCDW -FM	C	100.5	Conklin	0.6	3.4
Other Rated Stations--Outside Market				Metro Share	Cume Rating
WGGY -FM	C	101.3	Scranton, PA	1.2	1.2
WQNY -FM	CL AOR	103.7	Ithaca, NY	0.9	2.2
WYXL -FM	AC	97.3	Ithaca, NY	0.6	1.6

BINGHAMTON

Consolidation Report	12+	25-54	Revenue
Enterprise	22.5 %	25.7 %	27.6 %
WENE-AM, WMRV-FM, WMXW-FM			
	22.5 %	25.7 %	27.6 %

AM Stations

WENE	1430	5 KW (DA-N)	Sports	AP, SBUSA, 1-1	\$<20.00	Christal	Enterprise	Endicott
WINR	680	1 KW/500 W (DA-2)	Standards		CBS \$<20.00	Roslin		
WKOP	1360	5 KW/500 W (DA-2)	Standards		ABC \$<20.00	Eastman	Regional	
WNBF	1290	5 KW (DA-N)	News/Talk	Westwd, Talknt	\$20.00	Katz	Wicks	

FM Stations

WAAL	99.1	7.1 KW @ 1089	Classic AOR	ABC	\$34.00	Eastman	Regional	
WGRG	101.7	2 KW @ 558	AC/CHR		\$<20.00	Christal		Owego
WHWK	98.1	10 KW @ 960	Country		\$50.00	Katz	Wicks	
WKGB	102.7	1.3 KW @ 708	AOR	Source	\$<20.00	D&R		Susquehanna, PA
WMRV	105.7	35 KW @ 570	CHR	Westwd	\$23.00	Christal	Enterprise	Endicott
WMXW	103.3	0.59 KW @ 1014	Soft AC		\$35.00	Christal	Enterprise	Vestal

Notes: WAAL-F reclassified from CHR to Classic AOR; WMRV-F reclassified from AC to CHR; WGRG-F reclassified from CHR to AC/CHR . . . WKOP changed from Classic Country to Standards . . . 3/96 WMTT-F changes from AOR-New Rock to Country as WCDW-F

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

BIRMINGHAM

Arbitron Rank: 55 **Pop (12+):** 789,400
MSA Rank: 66
MSA Pop: 885,000
DMA # 51
Average Person Ratings: 15.1
Market TSL In Hours: 20.25

Stations: 26 / 21
Diaries: 1439 / 549:1/50.4 %
Sample Target: 1,400
% Below Line: 7.7
% Not Listed: 10.2
Pop per Station: 37,590

Last Year's Revenue: \$31,400,000
Household Income: \$40,826
Retail Dollars: \$8.5 Bil
#1 Biller: WZZK-AF \$7,400,000
#1 Billing Portfolio: NewCity/Cox duop \$9,400,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WZZK -FM	C	150 / 12.6	13.6	13.4	10.3	14.5	12.5	2037 / 25.8	28.7	28.5	191 / 2858	G WZZK -FM
2 WENN -FM	B	129 / 10.8	9.7	9.6	11.2	10.5	10.3	1533 / 19.4	17.3	20.4	178 / 2162	F WENN -FM
3 WMJJ -FM	AC	108 / 9.1	5.5	8.1	6.9	8.7	7.4	1407 / 17.8	18.0	18.5	123 / 1810	E WMJJ -FM
4 WODL -FM	O	82 / 6.9	5.7	4.8	6.0	5.2	5.8	1192 / 15.1	14.2	13.1	120 / 1900	D WODL -FM
5 WZRR -FM	AOR	81 / 6.8	6.2	8.1	8.7	5.5	7.5	1151 / 14.6	18.7	15.1	117 / 1723	F WZRR -FM
6 WERC -AM	N/T	69 / 5.8	8.4	7.1	6.6	6.7	7.0	867 / 11.0	13.1	14.2	72 / 898	D WERC -AM
7 WAGG -AM	G	56 / 4.7	4.7	2.7	3.3	4.8	3.8	676 / 8.6	6.7	8.6	57 / 687	B WAGG -AM
8 WMXQ -FM	CHR	51 / 4.3	5.3	5.2	4.7	4.4	4.9	1134 / 14.4	15.6	15.2	80 / 1826	D WMXQ -FM
9 WTUG -FM	B	47 / 3.9	3.4	3.0	3.5	3.9	3.5	730 / 9.2	7.5	10.1	105 / 1289	F WTUG -FM
10 WDJC -FM	REL	39 / 3.3	3.1	2.9	4.0	3.0	3.3	711 / 9.0	7.9	9.2	70 / 1148	C WDJC -FM
11 WATV -AM	B	37 / 3.1	4.1	5.0	3.8	3.1	4.0	524 / 6.6	8.1	7.2	37 / 532	B WATV -AM
12 WRAX -FM	AOR-NR	35 / 2.9	3.7	3.0	2.9	2.7	3.1	627 / 7.9	7.2	7.0	36 / 678	B WRAX -FM
13 WOWC -FM	C	29 / 2.4	3.4	3.2	3.2	2.4	3.1	772 / 9.8	11.1	9.1	58 / 1362	B WOWC -FM
14 WJOX -AM	SPRTS	26 / 2.2	2.4	2.5	1.6	1.8	2.2	438 / 5.5	8.2	7.4	30 / 584	B WJOX -AM
15 WJLD -AM	B	21 / 1.8	2.5	1.4	2.4	2.1	2.0	448 / 5.7	5.9	6.1	21 / 448	A WJLD -AM
16 WRSA -FM	EZ	20 / 1.7	0.8	0.8	0.6	0.7	1.0	243 / 3.1	1.5	1.9	41 / 566	WRSA -FM

12+ FM Share (Metro): 76.75 % (822 of 1071) (Spring 95: 72.14 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WENN-FM	1 WZZK-FM <	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM	1 WZZK-FM >	1 WENN-FM >>	1 WENN-FM >
2 WMXQ-FM >>	2 WENN-FM	2 WENN-FM <	2 WMJJ-FM	2 WMJJ-FM	2 WODL-FM <	2 WMJJ-FM	2 WMJJ-FM	2 WENN-FM	2 WZZK-FM <	2 WZZK-FM
3 WTUG-FM	3 WZRR-FM	3 WMJJ-FM	3 WZRR-FM <	3 WENN-FM <	3 WMJJ-FM <	3 WENN-FM <	3 WOOD-FM <	WMJJ-FM	3 WTUG-FM	3 WMXQ-FM
WZZK-FM	4 WMJJ-FM	4 WZRR-FM >	4 WENN-FM	4 WZRR-FM	4 WERC-AM	4 WERC-AM	4 WERC-AM	4 WODL-FM <	4 WDJC-FM <	4 WODL-FM <
5 WTUG-FM	5 WODL-FM	5 WODL-FM >	5 WODL-FM >	5 WODL-FM >	5 WENN-FM	5 WODL-FM	WENN-FM	5 WZRR-FM	5 WZRR-FM <	5 WZRR-FM <
6 WMXQ-FM	6 WZRR-FM	6 WZRR-FM >	6 WZRR-FM >	6 WZRR-FM >	6 WAGG-AM	6 WZRR-FM	6 WZRR-FM >	6 WMXQ-FM	6 WMXQ-FM	6 WERC-AM
7 WRAX-FM	7 WRAX-FM	7 WRAX-FM	7 WRAX-FM	7 WRAX-FM	7 WAGG-AM	7 WAGG-AM	7 WAGG-AM	7 WAGG-AM	7 WJLD-AM	7 WJLD-AM
										WTUG-FM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WENN-FM	1 WENN-FM <	1 WZZK-FM <	1 WMJJ-FM <	1 WZZK-FM >	1 WENN-FM	1 WZRR-FM	1 WZRR-FM >	1 WZRR-FM <	1 WZRR-FM <
2 WMXQ-FM	2 WZZK-FM <	2 WMJJ-FM <	2 WZZK-FM	WMJJ-FM	2 WZZK-FM >	2 WZZK-FM <	2 WZZK-FM	2 WZZK-FM	2 WZZK-FM
3 WMJJ-FM	3 WMJJ-FM >	3 WENN-FM >	3 WENN-FM >	3 WENN-FM >	3 WZRR-FM	3 WENN-FM >	3 WENN-FM	3 WENN-FM >	3 WENN-FM <
4 WTUG-FM	4 WTUG-FM	4 WZRR-FM	4 WODL-FM	4 WODL-FM >	4 WMXQ-FM	4 WRAX-FM <	4 WRAX-FM	4 WMJJ-FM	4 WMJJ-FM
5 WZZK-FM >	5 WZRR-FM	5 WAGG-AM <	5 WZRR-FM <	5 WAGG-AM <	WTUG-FM >>	5 WTUG-FM >	5 WTUG-FM >	5 WODL-FM <	5 WODL-FM
6 WQEN-FM	6 WMXQ-FM	6 WTUG-FM >	6 WAGG-AM	6 WZRR-FM	WRAX-FM	6 WMXQ-FM	6 WJOX-AM	WRAX-FM	6 WERC-AM
			7 WMXQ-FM					6 WERC-AM	7 WJOX-AM
			WTUG-FM						

BIRMINGHAM

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	108 (1)	108 (1)	10.8 %	9.8 %	WAPI	-AM ST 1070	Birmingham	1.3 / 4.8
AOR/Classic/NR	0 (0)	116 (2)	116 (2)	11.6 %	9.2 %	WAVE	-AM B 1220	Birmingham	0.5 / 2.1
Black/Urban	58 (2)	176 (2)	234 (4)	23.5 %	22.1 %	WFFN	-FM C 95.3	Cordova	0.3 / 1.6
CHR	0 (0)	51 (1)	51 (1)	5.1 %	6 %	WKLD	-FM C 97.7	Oneonta	0.7 / 1.5
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WLBI	-FM J 98.7	Warrior	1.2 / 2.8
Country	0 (0)	179 (2)	179 (2)	18.0 %	21.5 %	WYDE	-AM C 850	Birmingham	0.3 / 1.3
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WZZK	-AM C 610	Birmingham	1.2 / 2.0
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %	Other Rated Stations--Outside Market			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WHMA	-FM C 100.5	Anniston	0.6 / 1.6
News/Talk	69 (1)	0 (0)	69 (1)	6.9 %	7.5 %	WQEN	-FM CHR 103.7	Gadsden	0.9 / 2.7
Oldies	0 (0)	82 (1)	82 (1)	8.2 %	5.9 %	WQSB	-FM C 105.1	Albertville	0.6 / 1.0
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %				
Religion/Gospel	56 (1)	39 (1)	95 (2)	9.5 %	10.2 %				
Soft AC/EZ	0 (0)	20 (1)	20 (1)	2.0 %	0.8 %				
Sports	26 (1)	0 (0)	26 (1)	2.6 %	2.1 %				
Standards	16 (1)	0 (0)	16 (1)	1.6 %	5 %				
Totals	225 (6)	771 (11)	996 (17)						

Consolidation Report	12+	25-54	Revenue
Dick	14.6 %	15.3 %	25.2 %
WZRR-FM, WMXQ-FM, WJOX-AM, WAPI-AM			
Local	17.3 %	18.3 %	21.6 %
WOWC-FM, WMJJ-FM, WERC-AM			
NewCity/Cox	20.6 %	23.0 %	29.9 %
WZZK-FM, WZZK-AM, WODL-FM			
	52.5 %	56.6 %	76.7 %

AM Stations

WAGG	1320	5 KW/110 W	Gospel	AURN	\$24.00	D&R	
WAPI	1070	50 KW/5 KW (DA-N)	News	AP	\$21.00	Christal	Dick
WATV	900	1 KW/165 W	Black	SMN, ABC	\$22.00	Banner	
WERC	960	5 KW (DA-N)	News/Talk	ABC, Westwd	\$44.00	Eastman	Ameron
WJLD	1400	1 KW	Black	Westwd, SMN	\$<20.00	K&P	
WJOX	690	50 KW/500 W (DA-N)	Sports		\$22.00	Christal	Dick
WZZK	610	5 KW/1 KW (DA-N)	See WZZK-FM				

FM Stations

WDJC	93.7	100 KW @ 1007	Religion		\$29.00	Crawford	Crawford
WENN	107.7	100 KW @ 1237	Black	AURN	\$78.00	D&R	
WMJJ	96.5	100 KW @ 1026	AC		\$84.00	Eastman	Ameron
WMXQ	94.5	100 KW @ 1214	CHR		\$56.00	Christal	Dick
WODL	106.9	100 KW @ 1150	Oldies	ABC	\$53.00	Katz	Cox
WOWC	102.5	83 KW @ 2096	Country		\$34.00	Eastman	Ameron Jasper
WRAX	105.9	1.4 KW @ 673	AOR-New Rock	Westwd	\$27.00	--	American General Trussville
WTUG	92.9	100 KW @ 981	Black	AURN	\$25.00	Eastman	Tuscaloosa
WZRR	99.5	100 KW @ 870	AOR-Classic		\$100.00	Christal	Dick
WZZK	104.7	100 KW @ 1300	Country		\$150.00	Katz	Cox

Notes: 2/96 WWBR-F changed format from AOR/CL to AOR-NR as WRAX-F . . . 5/96 New City sold the following to Cox: WODL-F for \$9,000,000; WZZK-AF for \$35,000,000 . . . 7/96 Jazz WLBI-F changed to Black/AC WBHK-F, coincidental to facility upgrade and sale to H&P Radio LLC. (Cecil Heffel & Carl Parmer) . . . WAPI reclassified as All News . . .

BLOOMINGTON

Arbltron Rank: 226	Pop (12+): 117,100	Stations: 20 / 4	Last Year's Revenue: \$5,600,000
MSA Rank:		Diaries 604 / 194:1/58.0 %	Household Income: \$50,649
MSA Pop: NA		Sample Target: 610	Retail Dollars: \$1.3 Bil
DMA #: 117 (w/Peoria)		% Below Line: 23.3	#1 Biller: WJBC \$2,600,000
Average Person Ratings: 15.4		% Not Listed: 17.2	#1 Billing Portfolio:
Market TSL In Hours: 20.25		Pop per Station: 29,275	Bloomington duop SNA

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level	
1	WBWN -FM	C	34 / 18.9	13.9	14.5	358 / 30.5	24.4	25.3	44 / 499	C	WBWN -FM
2	WJBC -AM	FS	32 / 17.8	23.0	21.8	366 / 31.2	33.9	36.6	38 / 435	D	WJBC -AM
3	WBNO -FM	CHR	24 / 13.3	13.3	13.4	428 / 36.5	35.9	40.0	33 / 595	C	WBNO -FM
4	WIHN -FM	AOR	17 / 9.4	5.5	7.8	249 / 21.2	16.0	19.5	27 / 310	B	WIHN -FM
5	WWCT -FM	AOR	9 / 5.0	4.8	1.7	191 / 16.3	10.3	6.8	20 / 343		WWCT -FM
6	WLS -AM	T	6 / 3.3	1.8	2.2	75 / 6.4	6.5	7.0	12 / 141		WLS -AM
7	WIVR -FM	O	5 / 2.8			95 / 8.1			8 / 138		WIVR -FM
	WSWT -FM	AC	5 / 2.8	4.8	1.7	113 / 9.7	10.3	6.8	12 / 206		WSWT -FM

12+ FM Share (Metro): 71.14 % (106 of 149) (Spring 95: 64.80 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WBNO-FM	1 WBWN-F <	1 WBWN-F	1 WBWN-F >	1 WBWN-F >	1 WJBC-AM >	1 WJBC-AM >	1 WBWN-F	1 WBWN-F >	1 WBWN-F >	1 WBWN-F
2 WBWN-F	2 WIHN-FM <	2 WBNO-FM	2 WBNO-FM	2 WBNO-FM <	2 WBWN-F >	2 WBWN-F <	2 WJBC-AM	2 WBNO-FM <	2 WIHN-FM	2 WJBC-AM >
	WIHN-FM	3 WBNO-FM >>	3 WIHN-FM >	3 WIHN-FM	3 WJBC-AM	3 WBNO-FM >	3 WBNO-FM	3 WIHN-FM	3 WJBC-AM	
			WJBC-AM	4 WIHN-FM				WJBC-AM >	WBNO-FM >	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WBNO-FM	1 WBNO-FM >	1 WBWN-F >	1 WBWN-F <	1 WBWN-F >	1 WIHN-FM	1 WIHN-FM >	1 WIHN-FM >	1 WIHN-FM	1 WBWN-F
2 WBWN-F >	WBWN-F	2 WBNO-FM >	2 WBNO-FM >	2 WBNO-FM	2 WBWN-F	2 WBWN-F	2 WBWN-F >	WBWN-F >	2 WIHN-FM
3 WIHN-FM >	3 WIHN-FM			3 WJBC-AM >	WBNO-FM >	3 WWCT-FM	3 WWCT-FM >	3 WWCT-FM	3 WJBC-AM
						4 WBNO-FM >		WBNO-FM >	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	11 (5)	11 (5)	7.3 %	12.2 %
AOR/Classic/NR	0 (0)	28 (3)	28 (3)	18.5 %	5.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	24 (1)	24 (1)	15.9 %	17.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	35 (2)	35 (2)	23.2 %	20.3 %
Full Service	35 (2)	0 (0)	35 (2)	23.2 %	30.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	8 (3)	0 (0)	8 (3)	5.3 %	3.3 %
Oldies	0 (0)	6 (2)	6 (2)	4.0 %	3.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	2 (1)	2 (1)	1.3 %	6.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	2 (1)	0 (0)	2 (1)	1.3 %	1.6 %
Totals	45 (6)	106 (14)	151 (20)		

Other Rated Stations--Outside Market

Station	Format	Share	City	Metro Share	Cume Rating
WBBM -AM	N	780	Chicago	0.6 /	3.2
WFYR -FM	C	97.3	Elmwood	0.6 /	2.6
WGCY -FM	EZ	106.3	Gibson City	1.1 /	3.5
WGLO -FM	CL AOR	95.5	Pekin	1.1 /	7.0
WGN -AM	FS/T	720	Chicago	1.7 /	4.2
WJEZ -FM	AC	93.7	Pontiac	0.6 /	2.1
WKIO -FM	O	92.5	Urbana	0.6 /	1.8
WLRW -FM	AC/CHR	94.5	Champaign	0.6 /	2.1
WMAQ -AM	N	670	Chicago	0.6 /	4.2
WMLP -FM	AC/CHR	93.3	Peoria	1.7 /	10.8
WPOK -AM	ST	1080	Pontiac	1.1 /	2.0
WSOY -FM	AC/CHR	102.9	Decatur	0.6 /	2.7

Consolidation Report	12+	25-54	Revenue
Bloomington	50.0 %	47.3 %	%
WBNO-FM, WBWN-FM, WJBC-AM			
	50.0 %	47.3 %	%

BLOOMINGTON

AM Stations

WJBC	1240	1 KW	Full Service	ABC	\$48.00	Mc-Guild	Bloomington
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FM Stations

WBNQ	101.5	50 KW @ 459	CHR		\$35.00	Mc-Guild	Bloomington	
WBWN	104.1	25 KW @ 328	Country	USA	\$26.00	Banner	Bloomington	Leroy
WIHN	96.7	6 KW @ 300	AOR	ABC	\$18.00	Christal	Kelly	Normal

Notes: Other ranked stations -- See Peoria or Chicago . . . 3/96 WBWN-F sold by Keister to Bloomington (D) for \$3,250,000 (MVP)

BOISE

Arbitron Rank: 130 Pop (12+): 293,600	Stations: 18 / 18	Last Year's Revenue: \$13,000,000
MSA Rank: 137	Diarles 675 / 435:1/59.3 %	Household Income: \$43,170
MSA Pop: 355,000	Sample Target: 690	Retail Dollars: \$4.1 Bil
DMA #: 127	% Below Line: 0	#1 Biller: KQFC-F \$2,100,000
Average Person Ratings: 14.3	% Not Listed: 13.8	#1 Billing Portfolio:
Market TSL In Hours: 19.75	Pop per Station: 16,311	Pacific NW duop+ \$4,000,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KQFC -FM C	46 / 10.9	8.4	10.6	11.3	7.7	568 / 19.3	15.5	19.8	57 / 733	D	KQFC -FM
2	KIDO -AM N/T	38 / 9.0	8.1	7.9	7.0	7.2	426 / 14.5	14.0	15.6	40 / 508	C	KIDO -AM
	KZMG -FM CHR	38 / 9.0	8.4	9.1	8.0	8.9	653 / 22.2	18.6	24.3	51 / 878	B	KZMG -FM
4	KIZN -FM C	33 / 7.8	9.8	10.1	9.4	7.0	509 / 17.3	17.2	19.3	53 / 711	C	KIZN -FM
5	KBOI -AM FS	27 / 6.4	6.0	3.9	7.5	6.5	466 / 15.9	15.2	14.3	39 / 750	C	KBOI -AM
6	KQXR -FM AOR-NR	25 / 5.9	1.6	3.2	3.6	2.4	406 / 13.8	7.7	9.4	28 / 438	A	KQXR -FM
7	KJOT -FM AOR	23 / 5.5	4.0	3.9	7.5	9.7	351 / 12.0	11.3	11.6	30 / 522	C	KJOT -FM
	KCIX -FM AC	23 / 5.5	4.4	7.9	6.7	8.7	498 / 17.0	15.0	17.2	32 / 641	D	KCIX -FM
9	KLTB -FM O	21 / 5.0	4.2	5.7	5.3	6.8	391 / 13.3	14.3	17.2	29 / 553	C	KLTB -FM
10	KGEM -AM ST	18 / 4.3	4.2	3.9	2.7	3.1	235 / 8.0	7.2	7.7	19 / 272	A	KGEM -AM
	KXLT -FM SAC	17 / 4.0	4.9	5.2	4.8		347 / 11.8	13.2	10.5	22 / 421	B	KXLT -FM
	KFXD -FM AC	15 / 3.6	3.0	1.0	2.7	2.4	226 / 7.7	7.7	7.8	16 / 245	AA	KFXD -FM
	KARO -FM O-70S	15 / 3.6	7.7	8.8	1.2	7.5	433 / 14.7	14.3	17.5	25 / 587	B	KARO -FM
	KLCI -FM CL AOR	10 / 2.4	5.6	3.4	4.1	2.9	200 / 6.8	10.1	8.7	11 / 255	A	KLCI -FM

12+ FM Share (Metro): 74.66 % (271 of 363) (Spring 95: 80.92 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KZMG-FM >	1 KZMG-FM	1 KQFC-FM >	1 KQFC-FM >	1 KQFC-FM >	1 KQFC-FM	1 KQFC-FM <	1 KIDO-AM	1 KZMG-FM <	1 KZMG-FM >	1 KIZN-FM <
2 KQXR-FM	2 KJOT-FM >	2 KZMG-FM <	2 KIDO-AM <	2 KIDO-AM	KIDO-AM	2 KIDO-AM	2 KQFC-FM	2 KQFC-FM	2 KIZN-FM	2 KIDO-AM
3 KIZN-FM	3 KQXR-FM <	3 KIZN-FM	3 KJOT-FM <	3 KIZN-FM	3 KBOI-AM	3 KBOI-AM	3 KIZN-FM <	3 KIZN-FM <	KQXR-FM >	3 KXLT-FM
4 KLTB-FM >	4 KIZN-FM	KJOT-FM	4 KIZN-FM <	KJOT-FM <	4 KGEM-AM	4 KIZN-FM <	4 KCIX-FM <	4 KIDO-AM <		4 KQFC-FM
	KQFC-FM >	5 KIDO-AM	5 KZMG-FM	5 KBOI-AM <		5 KZMG-FM	5 KIZN-FM <	5 KQXR-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KZMG-FM >	1 KZMG-FM	1 KZMG-FM >	1 KQFC-FM <	1 KQFC-FM >	1 KJOT-FM	1 KJOT-FM <	1 KQXR-FM	1 KQFC-FM <	1 KQFC-FM
2 KIZN-FM	2 KQFC-FM >	KQFC-FM	2 KZMG-FM >	2 KZMG-FM <	KQXR-FM	2 KQXR-FM >	KJOT-FM	2 KIDO-AM <	2 KIDO-AM >
KCIX-FM >	3 KIZN-FM	3 KXLT-FM >	3 KIZN-FM	3 KXLT-FM	3 KIZN-FM	3 KIZN-FM	3 KIDO-AM >	3 KJOT-FM	3 KJOT-FM
	KCIX-FM >		KXLT-FM	4 KBOI-AM	4 KZMG-FM >	KIDO-AM	4 KIZN-FM	4 KQXR-FM	4 KIZN-FM
			KCIX-FM					5 KIZN-FM >	KLTB-FM <

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	38 (2)	38 (2)	10.5 %	10.4 %	KBXL -FM REL 94.1 Caldwell	0.7 / 1.8	
AOR/Classic/NR	0 (0)	58 (3)	58 (3)	16.0 %	12.4 %	KCID -FM C 107.1 Caldwell	0.5 / 1.6	
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KFXD -AM T 580 Nampa	1.2 / 2.2	
CHR	0 (0)	38 (1)	38 (1)	10.5 %	10.7 %	KTIK -AM SPRTS 1340 Nampa	0.9 / 3.1	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	0 (0)	81 (3)	81 (3)	22.3 %	24.3 %			
Full Service	27 (1)	0 (0)	27 (1)	7.4 %	4.6 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	43 (2)	0 (0)	43 (2)	11.8 %	9.2 %			
Oldies	0 (0)	36 (2)	36 (2)	9.9 %	17.1 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	3 (1)	3 (1)	0.8 %	0.6 %			
Soft AC/EZ	0 (0)	17 (1)	17 (1)	4.7 %	6.1 %			
Sports	4 (1)	0 (0)	4 (1)	1.1 %	0.0 %			
Standards	18 (1)	0 (0)	18 (1)	5.0 %	4.6 %			
Totals	92 (5)	271 (13)	363 (18)					

Consolidation Report	12+	25-54	Revenue
Local	15.7 %	12.4 %	12.7 %
KGEM-AM, KJOT-FM, KQXR-FM			
Pacific Northwest	36.5 %	34.8 %	43.9 %
KBOI-AM, KIZN-FM, KLCI-FM, KQFC-FM, KZMG-FM			
Sundance/Colfax	17.6 %	18.1 %	20.7 %
KARO-FM, KIDO-AM, KLTB-FM			
	69.8 %	65.3 %	77.3 %

AM Stations

KBOI	670	50 KW (DA-N)	Full Service	Westwd. ABC	\$25.00	Katz	Pacific Northwest
KGEM	1140	10 KW (DA-N)	Standards	Westwd	\$<20.00	MMR	
KIDO	630	5 KW (DA-2)	News/Talk	Westwd	\$22.00	Christal	Colfax

FM Stations

KARO	103.3	54 KW @ 2588	Oldies-70's	\$24.00	Christal	Colfax	Caldwell
KCIX	105.9	49 KW @ 2699	AC	\$35.00	Mc-Guild		Garden City
KFXD	94.9	49 KW @ 2692	AOR	\$<20.00	IMN		Nampa
KIZN	92.3	44 KW @ 2499	Country	\$27.00	Banner	Pacific Northwest	
KJOT	105.1	53 KW @ 2588	AOR	\$30.00	MMR		
KLCI	96.9	44 KW @ 2519	AOR/Classic	\$<20.00	Katz	Pacific Northwest	Nampa
KLTB	104.3	52 KW @ 2578	Oldies	\$25.00	Christal	Colfax	
KQFC	97.9	47 KW @ 2499	Country	\$43.00	Katz	Pacific Northwest	
KQXR	100.3	100 KW @ 708	AOR-New Rock	\$14.00	MMR	KJOT owner	Payette
KXLT	107.9	45 KW @ 2684	Soft AC	\$<20.00	Mc-Guild		Eagle
KZMG	93.1	50 KW @ 2631	CHR	\$22.00	Banner	Pacific Northwest	New Plymouth

Notes: 5/96 Sundance sold the following to Colfax (D): KIDO for \$1,800,000; KARO-F for \$2,000,000; KLTB-F for \$4,200,000 (all are est.) (Kall) . . . 6/96 KIZN-F/KZMG-F sold by West Group to Pacific Northwest (D+) for \$5,000,000 . . .

BOSTON

Arbitron Rank: 10 **Pop (12+):** 3,236,600
MSA Rank: 7
MSA Pop: 3,810,000
DMA # 6
Average Person Ratings: 16.7
Market TSL In Hours: 22.25

Stations: 35 / 31
Diarles 4368 / 741:1/55.9 %
Sample Target: 4,100
% Below Line: 1.6
% Not Listed: 14
Pop per Station: 104,406

Last Year's Revenue: \$171,000,000
Household Income: \$57,977
Retail Dollars: \$34.1 Bil
#1 Biller: WBCN-F \$19,500,000
#1 Billing Portfolio: Westinghouse, pend. \$75,700,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WBZ -AM	N/T	428 / 7.9	8.8	8.1	7.3	7.9	8.0	7063 / 21.8	22.5	22.8	555 / 9417	J WBZ -AM
2	WXKS -FM	CHR	370 / 6.9	5.7	5.3	6.1	5.8	6.0	7098 / 21.9	18.9	20.2	432 / 9000	J WXKS -FM
3	WRKO -AM	T	358 / 6.6	6.7	6.3	6.6	7.2	6.6	4376 / 13.5	13.2	14.8	408 / 5282	H WRKO -AM
4	WMJX -FM	AC	323 / 6.0	5.2	5.0	4.5	3.9	5.2	4834 / 14.9	15.5	13.2	359 / 5524	H WMJX -FM
5	WJMN -FM	CHR	322 / 6.0	5.8	6.9	5.9	5.1	6.1	5355 / 16.5	16.9	15.1	450 / 8382	G WJMN -FM
6	WZLX -FM	CL AOR	270 / 5.0	4.3	4.1	4.3	4.1	4.4	4073 / 12.6	13.2	12.6	337 / 5329	I WZLX -FM
7	WBCN -FM	AOR	268 / 5.0	5.7	4.7	5.7	4.5	5.3	5261 / 16.3	16.9	13.8	348 / 7051	J WBCN -FM
8	WODS -FM	O	237 / 4.4	5.0	4.6	4.7	4.1	4.7	4566 / 14.1	14.7	13.6	336 / 6433	H WODS -FM
9	WEEI -AM	SPRTS	220 / 4.1	3.4	3.3	4.4	4.2	3.8	3931 / 12.1	10.6	12.7	261 / 4873	J WEEI -AM
10	WBMX -FM	AC	204 / 3.8	4.0	4.2	3.8	4.8	4.0	4192 / 13.0	12.9	14.2	264 / 5469	I WBMX -FM
11	WCRB -FM	CL	197 / 3.7	4.3	4.6	4.2	3.7	4.2	3214 / 9.9	12.6	9.9	294 / 4621	F WCRB -FM
12	WEGQ -FM	O-70s	159 / 2.9	2.1	2.5	2.7	3.3	2.6	3116 / 9.6	8.2	10.7	239 / 4454	F WEGQ -FM
13	WBOS -FM	AOR-P	157 / 2.9	2.9	2.2	2.5	3.3	2.6	3512 / 10.9	8.7	10.6	220 / 4690	G WBOS -FM
14	WAAF -FM	AOR-NR	142 / 2.6	2.7	2.5	2.6	2.8	2.6	2767 / 8.5	8.9	8.5	288 / 4975	G WAAF -FM
15	WXKS -AM	ST	131 / 2.4	2.1	2.5	2.2	2.0	2.3	1459 / 4.5	4.7	4.7	133 / 1481	B WXKS -AM
16	WKLB -FM	C	119 / 2.2	2.3	2.7	2.2	2.4	2.3	1667 / 5.2	6.4	6.6	179 / 2667	F WKLB -FM
17	WOAZ -FM	J	103 / 1.9	2.7	3.0	3.1	3.2	2.7	2159 / 6.7	7.9	9.0	147 / 2933	G WOAZ -FM
18	WBCS -FM	C	90 / 1.7	1.6	1.9	2.1	1.9	1.8	1702 / 5.3	4.8	5.6	195 / 3135	E WBCS -FM
19	WFNX -FM	AOR-NR	69 / 1.3	1.5	1.5	1.7	1.8	1.5	1827 / 5.6	6.1	7.1	81 / 2098	D WFNX -FM
20	WILD -AM	B	64 / 1.2	1.2	2.2	1.5	1.0	1.5	658 / 2.0	3.0	1.8	64 / 685	C WILD -AM
21	WBNW -AM	BIZ N	63 / 1.2	0.9	0.8	0.7	0.6	0.9	1077 / 3.3	3.3	3.2	69 / 1201	WBNW -AM

12+ FM Share (Metro): 69.23 % (3217 of 4637) (Spring 95: 69.45 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMN-FM >	1 WXKS-FM	1 WXKS-FM	1 WZLX-FM <	1 WMJX-FM <	1 WBZ-AM	1 WBZ-AM >	1 WMJX-FM <	1 WRKO-AM	1 WBZ-AM	1 WBZ-AM >
2 WXKS-FM	2 WBCN-FM	2 WZLX-FM <	2 WMJX-FM	2 WZLX-FM <	2 WRKO-AM >	2 WXKS-FM	2 WZLX-FM <	2 WXKS-FM <	2 WJMN-FM	2 WMJX-FM
3 WAAF-FM	WJMN-FM >	3 WMJX-FM <	WXKS-FM	3 WXKS-FM <	3 WODS-FM <	3 WRKO-AM	3 WRKO-AM	3 WJMN-FM	3 WMJX-FM	3 WRKO-AM >
4 WBCN-FM >	4 WZLX-FM <	4 WBCN-FM <	4 WBCN-FM <	4 WODS-FM	4 WMJX-FM <	4 WEEI-AM	4 WBZ-AM	4 WMJX-FM <	4 WXKS-FM <	
	5 WMJX-FM	5 WJMN-FM	5 WODS-FM <	5 WBZ-AM	5 WCRB-FM <	WZLX-FM <	WXKS-FM	5 WBCN-FM <	5 WEEI-AM <	
			6 WBMX-FM <	WBCN-FM <	6 WEEI-AM	6 WMJX-FM <	6 WODS-FM <	6 WBZ-AM	6 WBCN-FM	
				7 WBMX-FM <		7 WBCN-FM <				
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WXKS-FM	1 WXKS-FM	1 WXKS-FM	1 WXKS-FM <	1 WMJX-FM		1 WBCN-FM <	1 WBCN-FM	1 WBCN-FM	1 WZLX-FM	1 WZLX-FM
2 WJMN-FM >	2 WJMN-FM	2 WMJX-FM	2 WMJX-FM	2 WXKS-FM <		2 WJMN-FM <	2 WZLX-FM	2 WZLX-FM <	2 WBCN-FM >	2 WEEI-AM <
3 WMJX-FM	3 WMJX-FM >	3 WBOS-FM <	3 WJMN-FM	3 WODS-FM <		3 WAAF-FM	3 WXKS-FM <	3 WXKS-FM	WEEI-AM	3 WBCN-FM
4 WBCN-FM	4 WBOS-FM	4 WJMN-FM	4 WBMX-FM	4 WBMX-FM		4 WZLX-FM	4 WJMN-FM	4 WEEI-AM	3 WXKS-FM	4 WODS-FM
5 WBMX-FM <	WBCN-FM <	5 WBMX-FM <	5 WODS-FM <	5 WBZ-AM <		5 WXKS-FM >	5 WAAF-FM >	5 WEGQ-FM	5 WJMN-FM <	WEGQ-FM <
6 WZLX-FM >	6 WBMX-FM	6 WEGQ-FM	6 WBOS-FM	6 WJMN-FM <			6 WEEI-AM	WJMN-FM		6 WXKS-FM <
		7 WBCN-FM >		7 WBOS-FM						7 WBZ-AM

BOSTON

Format Performance	AM	FM	Total	%	Spr 95
AC	17 (1)	570 (4)	587 (5)	12.7 %	11.8 %
AOR/Classic/NR	0 (0)	976 (7)	976 (7)	21.0 %	20.8 %
Black/Urban	64 (1)	0 (0)	64 (1)	1.4 %	1.2 %
CHR	0 (0)	692 (2)	692 (2)	14.9 %	13.2 %
Classical	0 (0)	222 (2)	222 (2)	4.8 %	5 %
Country	0 (0)	227 (3)	227 (3)	4.9 %	5.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Jazz	1 (1)	130 (2)	131 (3)	2.8 %	5 %
News/Talk	868 (4)	0 (0)	868 (4)	18.7 %	23.9 %
Oldies	0 (0)	396 (2)	396 (2)	8.5 %	8.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Religion/Gospel	46 (2)	0 (0)	46 (2)	1.0 %	1.3 %
Soft AC/EZ	32 (1)	0 (0)	32 (1)	0.7 %	3.8 %
Sports	220 (1)	0 (0)	220 (1)	4.7 %	0 %
Standards	176 (3)	0 (0)	176 (3)	3.8 %	3.7 %
Totals:	1424 14	3213 (22)	4637 (36)		

Other Rated Stations					Metro Share	Cume Rating
WBET	-AM	AC	1460	Brockton	0.3	/ 0.7
WBOQ	-FM	CL	104.9	Gloucester	0.5	/ 1.5
WCCM	-AM	T	800	Lawrence	0.4	/ 0.7
WESX	-AM	ST	1230	Salem	0.4	/ 1.0
WEZE	-AM	REL	1260	Boston	0.4	/ 1.3
WJDA	-AM	ST	1300	Quincy	0.4	/ 0.9
WJIB	-AM	EZ	740	Cambridge	0.6	/ 1.3
WPLM	-AF	J	99.1	Plymouth	0.5	/ 1.6
WROL	-AM	REL	950	Boston	0.4	/ 1.8
WXRV	-FM	AOR-NR	92.5	Haverhill	0.8	/ 2.9

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WHJY	-FM	AOR	94.1	Providence, RI	0.5	/ 2.1
WOKQ	-FM	C	97.5	Portsmouth, NH	0.3	/ 1.2
WSNE	-FM	AC	93.3	Taunton	0.3	/ 1.3
WXLO	-FM	AC	104.5	Fitchburg	0.5	/ 2.1

Consolidation Report	12+	25-54	Revenue
American Radio Sys.	17.4 %	18.2 %	25.3 %
WEGQ-FM, WEEI-AM, WBMX-FM, WRKO-AM			
Evergreen	15.3 %	11.1 %	15.1 %
WXKS-FM, WXKS-AM, WJMN-FM			
Greater Media	9.9 %	11.5 %	10.1 %
WKLB-FM, WMEX-AM, WBCS-FM, WMJX-FM			
Westinghouse, pend.	27.1 %	30.0 %	44.3 %
WBCN-FM, WZLX-FM, WODS-FM, WOAZ-FM, WBZ-AM, WBOS-FM			
	69.7 %	70.8 %	94.8 %

AM Stations

WBNW	590	5 KW (DA-1)	Business News	ABC	\$130.00	---	
WBZ	1030	50 KW (DA-1)	News/Talk	ABC	\$310.00	Group W	CBS/West., pend.
WEEI	850	50 KW (DA-2)	Sports	CBS, Westwd	\$140.00	Eastman	Amer. Radio Sys.
WILD	1090	5 KW (Days)	Black	ABC	\$52.00	K&P	
WRKO	680	50 KW (DA-2)	Talk	ABC	\$180.00	Eastman	Amer. Radio Sys.
WXKS	1430	5KW/1KW (DA-N)	Standards	Westwd	\$50.00	Katz	Evergreen Everett

BOSTON

FM Stations

WAAF	107.3	19 KW @ 822	AOR-New Rock	Westwd	\$95.00	D&R	Zapis (see Notes)	Worcester
WBCN	104.1	21 KW @ 771	AOR		\$350.00	Torbet	Inf./CBS/West.	
WBCS	96.9	9 KW @ 1152	Country		\$90.00	Mc-Guild	Greater Media	
WBMX	98.5	9 KW @ 1145	AC		\$245.00	Christal	Amer. Radio Sys.	
WBOS	92.9	9 KW @ 1152	AOR-Progressive		\$155.00	MMR	Inf./CBS/West., pend.	Brookline
WCRB	102.5	15 KW @ 925	Classical		\$110.00	CMBS		Waltham
WEGQ	93.7	34 KW @ 587	Oldies - 70s		\$96.00	Christal	Amer. Radio Sys.	Lawrence
WFNX	101.7	1.7 KW @ 449	AOR-New Rock		\$60.00	Torbet		Lynn
WJMN	94.5	12 KW @ 1053	CHR		\$165.00	Katz	Evergreen	
WKLB	105.7	9 KW @ 1145	Country		\$100.00	Torbet	Greater Media	Framingham
WMJX	106.7	21 KW @ 771	AC		\$190.00	Mc-Guild	Greater Media	
WOAZ	99.5	32 KW @ 600	Jazz		\$150.00	D&R	Inf./CBS/West., pend.	Lowell
WODS	103.3	16 KW @ 887	Oldies	CBS	\$200.00	CBS	CBS/West., pend.	
WXKS	107.9	21 KW @ 771	CHR		\$310.00	Katz	Evergreen	Medford
WZLX	100.7	21 KW @ 771	Classic AOR	Westwd	\$240.00	Infinity	Inf./CBS/West., pend.	

Notes: 2/96 Granum sold these stations to Infinity: WBOS-F for \$41,000,000; WOAZ-F for \$36,000,000 . . . 3/96 WKLB-F was traded by Evergreen to Greater Media for WEBR-F Washington . . . 6/96 Infinity sold these stations to Westinghouse (D+): WBCN-F for \$199,000,000; WBOS-F for \$64,000,000; WOAZ-F for \$50,000,000; WZLX-F for \$135,000,000 (all est.) . . . 7/96 WWTM/WAAF-F (Worcester) sold by Zapis to Amer. Radio Sys. for \$24,800,000

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

BRIDGEPORT

Arbitron Rank: 111 Pop (12+): 361,900	Stations: 40 / 4	Last Year's Revenue: \$27,300,000
MSA Rank: 69 (Fairfield Co.)	Diaries 1202 / 301:1/52.1 %	Household Income: \$55,637
MSA Pop: 829,000	Sample Target: 1,210	Retail Dollars: \$10.7 Bil
DMA #: NY (#1)	% Below Line: 63.5	#1 Biller: WEBE-F \$6,100,000
Average Person Ratings: 17.9	% Not Listed: 9.8	#1 Billing Portfolio:
Market TSL in Hours: 23.75	Pop per Station: 90,475	Fairfield/ML combo \$8,400,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WICC -AM	FS	87 / 13.5	12.0	12.6	12.8	13.9	12.7	1067 / 29.5	32.6	29.9	87 / 1067	D WICC -AM
2 WEZN -FM	SAC	75 / 11.6	13.9	12.4	11.5	11.9	12.4	989 / 27.3	32.6	29.9	75 / 989	G WEZN -FM
3 WEBE -FM	AC	74 / 11.5	9.7	9.4	8.9	9.9	9.9	869 / 24.0	25.7	20.2	74 / 869	G WEBE -FM
4 WKCI -FM	CHR	33 / 5.1	4.5	5.7	6.4	6.1	1.3	675 / 18.7	17.3	17.7	33 / 675	WKCI -FM
5 WPLR -FM	AOR	30 / 4.6	4.8	4.3	6.2	6.5	5.0	471 / 13.0	14.7	12.2	30 / 471	WPLR -FM
6 WQHT -FM	U/CHR	28 / 4.3	5.6	4.0	2.9	3.3	4.2	387 / 10.7	12.7	9.7	28 / 387	WQHT -FM
7 WFAN -AM	SPRTS	27 / 4.2	4.1	4.8	5.6	5.0	1.0	507 / 14.0	13.2	13.9	27 / 507	WFAN -AM
8 WWYZ -FM	C	24 / 3.7	2.0	2.9	1.9	2.0	2.6	257 / 7.1	5.8	6.5	24 / 257	WWYZ -FM
9 WCBS -AM	N	19 / 2.9	2.6	2.7	3.7	3.4	0.7	481 / 13.3	13.7	12.5	19 / 481	WCBS -AM
10 WKHL -FM	O	15 / 2.3	1.9	1.0	1.6	0.8	1.7	251 / 6.9	6.7	4.0	15 / 251	WKHL -FM
WSKQ -FM	SP	15 / 2.3	2.5	1.9	1.3	1.0	2.0	156 / 4.3	4.0	3.5	15 / 156	WSKQ -FM

12+ FM Share (Metro): 68.95 % (402 of 583) (Spring 95: 68.36 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQHT-FM >	1 WEBE-FM	1 WEBE-FM	1 WEBE-FM >	1 WEBE-FM >	1 WICC-AM >	1 WICC-AM >	1 WEBE-FM	1 WEZN-FM <	1 WEZN-FM >	1 WICC-AM
2 WKCI-FM	2 WKCI-FM	2 WEZN-FM >	2 WEZN-FM >	2 WEZN-FM	2 WEZN-FM	2 WEBE-FM	2 WEZN-FM >	2 WEBE-FM >	2 WQHT-FM	2 WEZN-FM >
WHTZ-FM >	WEZN-FM <	3 WKCI-FM	3 WPLR-FM <	3 WICC-AM	3 WEBE-FM >	3 WEZN-FM	3 WICC-AM >	3 WICC-AM	3 WEBE-FM	3 WCBS-AM
	4 WQHT-FM	WPLR-FM	4 WICC-AM <	4 WPLR-FM <		4 WFAN-AM >	4 WKCI-FM <	4 WKCI-FM	4 WKCI-FM	
	5 WPLR-FM	5 WICC-AM	5 WKCI-FM	5 WKCI-FM <			5 WPLR-FM >	WQHT-FM <	WPLR-FM <	
				6 WFAN-AM				6 WPLR-FM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WQHT-FM	1 WEBE-FM	1 WEBE-FM	1 WEBE-FM >	1 WEBE-FM >		1 WQHT-FM >	1 WPLR-FM >	1 WPLR-FM	1 WPLR-FM	1 WEBE-FM
WEZN-FM	2 WEZN-FM	2 WEZN-FM	2 WEZN-FM	2 WEZN-FM <		2 WPLR-FM	2 WKCI-FM	2 WEBE-FM	WEBE-FM <	WPLR-FM
3 WKCI-FM >	3 WKCI-FM	WKCI-FM >	3 WKCI-FM	3 WICC-AM		WRKI-FM	WRKI-FM	3 WEFX-FM	2 WEZN-FM	WFAN-AM
4 WEBE-FM	4 WQHT-FM >	4 WQHT-FM	4 WICC-AM	4 WKCI-FM >		WKCI-FM >	WQHT-FM		4 WFAN-AM >	WEZN-FM >>
WKTU-FM >			5 WQHT-FM >				WEBE-FM			5 WWYZ-FM
										WICC-AM

BRIDGEPORT

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	76 (2)	76 (2)	13.3 %	11.5 %	WADS -AM	ST 690 Ansonia	0.5	0.9
AOR/Classic/NR	0 (0)	69 (7)	69 (7)	12.1 %	11.9 %	WCUM -AM	SP 1450 Bridgeport	1.2	2.6
Black/Urban	0 (0)	47 (4)	47 (4)	8.2 %	8.3 %				
CHR	0 (0)	43 (3)	43 (3)	7.5 %	8.3 %				
Classical	0 (0)	5 (1)	5 (1)	0.9 %	0.8 %				
Country	0 (0)	24 (1)	24 (1)	4.2 %	4 %				
Full Service	94 (3)	0 (0)	94 (3)	16.4 %	15.3 %				
Hispanic	8 (1)	15 (1)	23 (2)	4.0 %	4.7 %				
Jazz	0 (0)	8 (1)	8 (1)	1.4 %	1.7 %				
News/Talk	38 (4)	0 (0)	38 (4)	6.6 %	6.8 %				
Oldies	0 (0)	29 (4)	29 (4)	5.1 %	5.1 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %				
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.5 %	0.9 %				
Soft AC/EZ	0 (0)	75 (1)	75 (1)	13.1 %	14.7 %				
Sports	27 (1)	0 (0)	27 (1)	4.7 %	5.6 %				
Standards	11 (3)	0 (0)	11 (3)	1.9 %	0.6 %				
Totals	181 13	391 (25)	572 (38)						
						Other Rated Stations--Outside Market		Metro Share	Cume Rating
						WABC -AM	T 770 New York	1.7	5.1
						WALK -FM	AC 97.5 Patchogue, NY	0.3	3.4
						WAVZ -AM	ST 1300 New Haven	0.3	1.0
						WAXQ -FM	AOR 104.3 New York	0.9	3.0
						WBLS -FM	B 107.5 New York	0.3	1.5
						WCBS -FM	O 101.1 New York	0.3	1.8
						WDRC -FM	O 102.9 Hartford	1.4	4.7
						WEFX -FM	CL AOR 95.9 Norwalk	1.5	5.6
						WELI -AM	FS 960 New Haven	0.8	2.6
						WHCN -FM	AOR 105.9 Hartford	0.3	1.6
						WHTZ -FM	CHR 100.3 Newark, NJ	1.1	6.4
						WINS -AM	N 1010 New York	0.3	1.8
						WKSS -FM	CHR 95.7 Meriden	0.5	3.6
						WKTU -FM	U/CHR 103.5 Lake Success, NY	1.1	5.0
						WMCA -AM	REL 570 New York	0.5	1.2
						WMRQ -FM	AOR-NR 104.1 Waterbury	0.9	6.3
						WNEW -FM	AOR 102.7 New York	0.5	1.8
						WOR -AM	T 710 New York	0.9	3.5
						WPLJ -FM	CHR-NR 95.5 New York	0.6	3.5
						WQCD -FM	J 101.9 New York	1.2	2.9
						WQEW -AM	ST 1560 New York	0.9	2.0
						WQXR -FM	CL 96.3 New York	0.8	2.4
						WRKI -FM	AOR 95.1 Brookfield	1.9	6.0
						WRKS -FM	B/AC 98.7 New York	1.5	5.0
						WTIC -AM	FS 1080 Hartford	0.3	1.4
						WXRK -FM	T/NR 92.3 New York	1.1	3.4
						WZMX -FM	O-70S 93.7 Hartford	0.5	3.4

AM Stations

WICC	600	1 KW/500 W (DA-2)	Full Service	\$50.00	Banner	Fairfield/ML
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FM Stations

WEBE	107.9	50 KW @ 384	AC	\$110.00	Banner	Fairfield/ML	Westport
WEFX	95.9	3 KW @ 298	Classic AOR	\$58.00	Eastman		Norwalk
WEZN	99.9	28 KW @ 669	Soft AC	\$117.00	Katz	NewCity	
WRKI	95.1	50 KW @ 469	AOR	\$53.00	Mc-Guild	Commodore	Brookfield

Notes: There is no TSA for Bridgeport . . . Other ranked stations -- See New York, Hartford or New Haven . . . 5/96 WEZN-F sold by NewCity to Cox for \$25,000,000 (est.) . . . 7/96 WINE/WRKI-F sold by Commodore to Capstar

BUFFALO-NIAGARA FALLS

Arbitron Rank: 40 Pop (12+): 991,600	Stations: 24 / 23	Last Year's Revenue: \$38,200,000
MSA Rank: 45	Diaries 2426 / 409:1/60.5 %	Household Income: \$43,381
MSA Pop: 1,190,000	Sample Target: 2,420	Retail Dollars: \$10.2 Bil
DMA #: 39	% Below Line: 1.2	#1 Biller: WBEN \$5,500,000
Average Person Ratings: 17.1	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL In Hours: 22.75	Pop per Station: 43,113	Sinclair TV duop+ \$12,400,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WJYE -FM	SAC	155 / 9.1	8.3	8.8	6.1	6.4	8.1	2096 / 21.1	19.6	16.6	162 / 2221	E WJYE -FM
2	WYRK -FM	C	152 / 9.0	10.1	10.3	9.1	9.9	9.6	1736 / 17.5	18.6	19.0	190 / 2153	F WYRK -FM
3	WBEN -AM	FS/T	132 / 7.8	8.7	10.0	8.2	7.6	8.7	1832 / 18.5	28.7	18.4	137 / 1979	G WBEN -AM
4	WGRF -FM	ADR/CL	125 / 7.4	6.8	6.7	7.4	5.9	7.1	1762 / 17.8	15.7	16.8	153 / 2154	E WGRF -FM
5	WKSE -FM	CHR	122 / 7.2	7.0	6.9	7.5	8.6	7.2	2079 / 21.0	22.6	24.5	141 / 2458	E WKSE -FM
6	WEDG -FM	ADR-NR	121 / 7.1	5.5	5.1	6.4	5.9	6.0	1956 / 19.7	15.5	15.9	135 / 2319	D WEDG -FM
7	WHIT -FM	O	115 / 6.8	6.8	6.7	7.0	6.5	6.8	1914 / 19.3	19.2	18.9	127 / 2171	F WHIT -FM
8	WMJQ -FM	AC/CHR	90 / 5.3	5.3	6.1	6.0	5.6	5.7	1733 / 17.5	17.0	17.2	138 / 2453	E WMJQ -FM
9	WECK -AM	ST	88 / 5.2	6.6	5.9	4.9	6.5	5.6	1066 / 10.8	10.5	11.1	91 / 1113	A WECK -AM
10	WBLK -FM	B	83 / 4.9	6.0	5.8	4.9	4.9	5.4	965 / 9.7	9.8	10.2	84 / 1020	D WBLK -FM
	WGR -AM	T	79 / 4.7	6.2	4.8	4.4	6.3	5.0	1532 / 15.4	18.1	18.9	94 / 1791	D WGR -AM
	WSJZ -FM	J	74 / 4.4	3.3	4.1	4.4	4.4	4.0	1047 / 10.6	10.2	12.7	83 / 1201	C WSJZ -FM
	WWWS -AM	B/D	23 / 1.4	0.9	0.6	1.8	1.3	1.2	231 / 2.3	2.2	4.7	23 / 231	WWWS -AM
	WNUC -FM	C	23 / 1.4	1.5	1.0	1.5	2.0	1.3	564 / 5.7	5.5	6.6	45 / 968	B WNUC -FM
	WDCX -FM	REL	23 / 1.4	1.0	0.9	1.3	0.5	1.1	368 / 3.7	3.6	2.5	24 / 433	WDCX -FM

12+ FM Share (Metro): 75.43 % (1136 of 1506) (Spring 95: 71.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKSE-FM	1 WEDG-FM <	1 WGRF-FM	1 WGRF-FM	1 WGRF-FM <	1 WBEN-AM <	1 WBEN-AM	1 WJYE-FM	1 WJYE-FM	1 WKSE-FM	1 WGR-AM
2 WEDG-FM >	2 WGRF-FM <	2 WJYE-FM <	2 WJYE-FM <	2 WJYE-FM <	2 WYRK-FM <	2 WYRK-FM	2 WYRK-FM <	2 WYRK-FM <	2 WEDG-FM	2 WBEN-AM
	3 WKSE-FM >	3 WEDG-FM <	3 WYRK-FM <	3 WYRK-FM	3 WJYE-FM	3 WJYE-FM	3 WBEN-AM <	3 WEDG-FM <	3 WBLK-FM <	3 WYRK-FM
	4 WJYE-FM	4 WYRK-FM <	4 WHIT-FM	4 WHIT-FM	4 WHIT-FM <	4 WKSE-FM	4 WGRF-FM	4 WGRF-FM <	4 WGRF-FM	4 WBLK-FM
	5 WYRK-FM <	5 WKSE-FM	5 WEDG-FM <	5 WMJQ-FM <	5 WECK-AM	WGRF-FM <	5 WHIT-FM	5 WKSE-FM	5 WYRK-FM <	
	6 WBLK-FM <	6 WHIT-FM	6 WMJQ-FM <	6 WEDG-FM	6 WHIT-FM	6 WHIT-FM	6 WBEN-AM <	6 WBEN-AM <	6 WJYE-FM	
		7 WKSE-FM				WGR-AM <	7 WHIT-FM	7 WHIT-FM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 WKSE-FM >	1 WKSE-FM >	1 WKSE-FM	1 WJYE-FM	1 WJYE-FM	1 WEDG-FM	1 WEDG-FM <	1 WGRF-FM	1 WGRF-FM	1 WGRF-FM	
2 WEDG-FM	2 WJYE-FM	2 WJYE-FM	2 WKSE-FM <	2 WYRK-FM	2 WGRF-FM	2 WGRF-FM >	2 WEDG-FM >	2 WEDG-FM >	2 WHIT-FM	
3 WJYE-FM	3 WMJQ-FM <	3 WMJQ-FM	3 WMJQ-FM <	WMJQ-FM >	3 WKSE-FM >	3 WKSE-FM >	3 WKSE-FM	3 WHIT-FM	3 WEDG-FM <	
	4 WYRK-FM <	4 WYRK-FM	4 WYRK-FM >	4 WHIT-FM	4 WBLK-FM	4 WBLK-FM <	4 CHTZ-FM <	4 WYRK-FM	4 WYRK-FM >	
5 WBLK-FM	5 WEDG-FM <	WGRF-FM <	5 WBLK-FM	WKSE-FM	5 CFNY-FM		5 WYRK-FM	WJYE-FM	5 WJYE-FM <	
	6 WBLK-FM	6 WBLK-FM	6 WGRF-FM	6 WGRF-FM <	6 WJYE-FM		WHIT-FM	5 WKSE-FM	6 WGR-AM	
	WGRF-FM >		7 WHIT-FM							

BUFFALO-NIAGARA FALLS

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	90 (1)	90 (1)	6.0 %	6.2 %
AOR/Classic/NR	0 (0)	264 (3)	264 (3)	17.5 %	17.2 %
Black/Urban	36 (2)	83 (1)	119 (3)	7.9 %	6.7 %
CHR	0 (0)	157 (3)	157 (3)	10.4 %	9.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Country	15 (2)	175 (2)	190 (4)	12.6 %	13.9 %
Full Service	132 (1)	0 (0)	132 (1)	8.8 %	8.9 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Jazz	0 (0)	74 (1)	74 (1)	4.9 %	4.9 %
News/Talk	79 (1)	0 (0)	79 (1)	5.2 %	10.1 %
Oldies	13 (2)	115 (1)	128 (3)	8.5 %	7.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	4.9 %
Religion/Gospel	0 (0)	23 (1)	23 (1)	1.5 %	0.6 %
Soft AC/EZ	0 (0)	155 (1)	155 (1)	10.3 %	7.1 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Standards	95 (2)	0 (0)	95 (2)	6.3 %	7.2 %
Totals	370 10	1136 (14)	1506 (24)		

Other Rated Stations					Metro Share	Cume Rating
CFNY	-FM	AOR-NR	102.1	Toronto, ON	1.1	/ 4.6
CKEY	-FM	CHR	101.1	Niagara Falls, ON	0.9	/ 4.2
WHTT	-AM	O	1120	Buffalo	0.5	/ 1.1
WJLJ	-AM	O	1440	Niagara Falls	0.3	/ 0.9
WLVL	-AM	ST	1340	Lockport	0.4	/ 1.5
WUFO	-AM	B	1080	Amherst	0.8	/ 1.9
WWKB	-AM	C	1520	Buffalo	0.5	/ 2.6
WXRL	-AM	C	1300	Lancaster	0.4	/ 1.7

Other Rated Stations--Outside Market					Metro Share	Cume Rating
CHTZ	-FM	CHR	97.7	St. Catharines, ON	1.2	/ 4.4

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys.	32.6 %	31.1 %	31.7 %
WBLK-FM, WECK-AM, WJYE-FM, WSJZ-FM, WYRK-FM			
Mercury	21.8 %	26.5 %	26.7 %
WEDG-FM, WGRF-FM, WHTT-AM, WHTT-FM			
Sinclair	20.8 %	16.9 %	32.5 %
WBEN-AM, WKSE-FM, WMJQ-FM, WWKB-AM			
	75.2 %	74.5 %	90.9 %

AM Stations

WBEN	930	5 KW (DA-N)	Full Service	CBS	\$78.00	D&R	Sinclair	
WECK	1230	1 KW	Standards	Westwd	\$<20.00	Mc-Guild	Amer. Radio Sys.	Cheektowaga
WGR	550	5 KW (DA-N)	News/Talk	ABC	\$52.00	Katz		
WWWS	1400	1 KW	Black Oldies		NA	Katz		

FM Stations

WBLK	93.7	50 KW @ 400	Black	CBS	\$47.00	MMR	Amer. Radio Sys.	Depew
WDCX	99.5	110 KW @ 640	Religion		NA	---	Crawford	
WEDG	103.3	49 KW @ 340	AOR-New Rock		\$51.00	Katz	Mercury	
WGRF	96.9	24 KW @ 712	AOR-Classic		\$67.00	Katz	Mercury	
WHTT	104.1	50 KW @ 390	Oldies		\$85.00	MMR	Mercury	
WJYE	96.1	47 KW @ 505	Soft AC	Westwd	\$76.00	Mc-Guild	Amer. Radio Sys.	
WKSE	98.5	46 KW @ 420	CHR		\$61.00	D&R	Sinclair	Niagara Falls
WMJQ	102.5	110 KW @ 1340	AC/CHR		\$66.00	D&R	Sinclair	
WNUC	107.7	12 KW @ 800	Country	Westwd	\$25.00	---		Wethersfield
WSJZ	92.9	91 KW @ 580	Jazz		\$45.00	Eastman	Amer. Radio Sys.	
WYRK	106.5	50 KW @ 466	Country		\$94.00	Christal	Amer. Radio Sys.	

Notes: 3/96 WHTT-AF sold by Evergreen to Mercury (D+) for \$19,500,000 (Star) . . . 3/96 WBLK-F sold by Lorenz to American Radio Sys. (D+) for \$8,000,000 (Blackburn) . . . 5/96 WSJZ-F sold by Evergreen to American Radio Sys. (D+) for \$12,500,000 (Star) . . . 5/96 WBEN/WWKB/WMJQ-F/WKSE-F sold by River City to Sinclair TV (D+)

CANTON

Arbitron Rank: 119 Pop (12+): 336,000	Stations: 32 / 10	Last Year's Revenue: \$9,400,000
MSA Rank: 121	Diaries 806 / 417:1/60.2 %	Household Income: \$41,472
MSA Pop: 404,000	Sample Target: 810	Retail Dollars: \$4.1 Bil
DMA # Cleveland (#13)	% Below Line: 46	#1 Biller: WHBC \$2,200,000
Average Person Ratings: 17.4	% Not Listed: 12.3	#1 Billing Portfolio: WHBC-AF \$4,200,000
Market TSL In Hours: 22.75	Pop per Station: 33,600	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WHBC -AM	FS	73 / 12.5	11.5	15.9	13.5	10.6	13.3	796 / 23.7	22.6	27.8	73 / 803	D WHBC -AM
2	WQXK -FM	C	66 / 11.3	14.5	10.9	10.6	14.2	9.2	743 / 22.1	24.4	23.9	100 / 1115	WQXK -FM
3	WHBC -FM	AC	50 / 8.5	7.5	10.0	10.2	10.2	9.1	821 / 24.4	21.0	26.1	71 / 1108	D WHBC -FM
4	WRQK -FM	AOR	44 / 7.5	7.1	5.4	5.4	4.7	5.0	697 / 20.7	19.1	17.8	53 / 943	C WRQK -FM
5	WZKL -FM	O	36 / 6.2	5.5	4.5	7.1	8.1	2.9	549 / 16.4	14.3	16.2	52 / 790	C WZKL -FM
6	WONE -FM	AOR	25 / 4.3	2.9	4.7	5.4	6.3	4.3	446 / 13.3	12.2	13.0	29 / 621	WONE -FM
7	WNIR -FM	T	20 / 3.4	2.2	2.6	2.4	1.4	2.7	191 / 5.7	5.4	6.4	20 / 207	WNIR -FM
	WQMX -FM	C	20 / 3.4	4.6	4.3	3.3	5.6	3.1	313 / 9.3	12.0	11.8	36 / 552	WQMX -FM
9	WKDD -FM	CHR/AC	19 / 3.2	3.3	2.9	4.3	2.7	0.8	385 / 11.5	9.7	12.4	29 / 577	WKDD -FM
10	WPGY -AM	ST	13 / 2.2	0.9	1.2	0.7		1.3	87 / 2.6	2.0	1.6	13 / 87	A WPGY -AM
	WDPN -AM	ST	13 / 2.2	0.5	0.7	0.7		1.0	127 / 3.8	2.1	3.3	14 / 136	WDPN -AM

12+ FM Share (Metro): 71.54 % (367 of 513) (Spring 95: 70.65 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WRQK-FM >	1 WQXK-FM	1 WQXK-FM	1 WHBC-FM <	1 WQXK-FM	1 WHBC-AM >	1 WHBC-AM >	1 WHBC-AM	1 WQXK-FM	1 WQXK-FM	1 WHBC-AM
2 WZAK-FM	2 WRQK-FM >	2 WHBC-FM <	2 WQXK-FM	WHBC-FM >	2 WHBC-FM <	2 WHBC-FM <	2 WHBC-FM <	2 WRQK-FM	2 WHBC-AM	2 WRQK-FM >
WQXK-FM >	3 WONE-FM	3 WRQK-FM	3 WONE-FM	3 WONE-FM	3 WQXK-FM	3 WQXK-FM >	3 WQXK-FM	3 WHBC-FM	3 WRQK-FM >	3 WQXK-FM
	4 WKDD-FM	4 WONE-FM	4 WRQK-FM <	WZKL-FM <	4 WZKL-FM >	4 WZKL-FM <	4 WRQK-FM <	4 WHBC-AM <		
	5 WHBC-FM >	5 WZKL-FM	5 WZKL-FM	5 WRQK-FM		5 WRQK-FM	5 WZKL-FM	5 WZKL-FM		
							6 WONE-FM	6 WONE-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WQXK-FM >	1 WQXK-FM	1 WHBC-FM	1 WHBC-FM	1 WHBC-FM	1 WRQK-FM	1 WRQK-FM <	1 WONE-FM >	1 WQXK-FM	1 WQXK-FM
2 WKDD-FM	2 WHBC-FM	2 WRQK-FM	2 WQXK-FM >	2 WQXK-FM	2 WQXK-FM >	2 WONE-FM	2 WQXK-FM	WONE-FM >	2 WONE-FM
WRQK-FM >	3 WRQK-FM	WQXK-FM >	3 WRQK-FM <	3 WZKL-FM >	3 WMMS-FM	WQXK-FM >	3 WRQK-FM >	2 WRQK-FM	3 WHBC-FM
	4 WKDD-FM >	4 WKDD-FM >	4 WZKL-FM <	4 WHBC-AM	WKDD-FM >	4 WKDD-FM	4 WQMX-FM	4 WHBC-FM	4 WRQK-FM
			5 WKDD-FM	WRQK-FM			5 WKDD-FM		

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	60 (2)	60 (2)	11.7 %	14.2 %
AOR/Classic/NR	0 (0)	82 (4)	82 (4)	16.0 %	16.2 %
Black/Urban	0 (0)	7 (1)	7 (1)	1.4 %	1.6 %
CHR	0 (0)	26 (2)	26 (2)	5.1 %	5.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	106 (6)	106 (6)	20.7 %	19.0 %
Full Service	77 (2)	0 (0)	77 (2)	15.0 %	19.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (1)	28 (2)	37 (3)	7.2 %	4.3 %
Oldies	0 (0)	44 (2)	44 (2)	8.6 %	6.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	4 (1)	6 (2)	1.2 %	2.0 %
Soft AC/EZ	6 (2)	10 (1)	16 (3)	3.1 %	1.6 %
Sports	11 (1)	0 (0)	11 (1)	2.1 %	2.8 %
Standards	41 (4)	0 (0)	41 (4)	8.0 %	4.3 %
Totals	146 11	367 (21)	513 (32)		

Other Rated Stations				Metro Share	Cume Rating
WCER -AM	EZ	900	Canton	0.5 /	2.6
WNPQ -FM	C	95.9	New Philadelphia	0.9 /	3.6
WRCW -AM	SAC	1060	Canton	0.5 /	1.3
WTOF -FM	REL	98.1	Canton	0.7 /	2.7

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WAKR -AM	FS	1590	Akron	0.7 /	1.8
WDOK -FM	SAC	102.1	Cleveland	1.7 /	5.1
WENZ -FM	AOR-NR	107.9	Cleveland	0.7 /	4.5
WGAR -FM	C	99.5	Cleveland	0.5 /	2.2
WHLO -AM	REL	640	Akron	0.3 /	1.2
WHOT -FM	CHR	101.1	Youngstown	1.2 /	4.4
WKNR -AM	SPRTS	1220	Cleveland	1.9 /	6.7
WMJI -FM	O	105.7	Cleveland	1.4 /	5.6
WMMS -FM	AOR	100.7	Cleveland	1.5 /	7.7
WNCX -FM	T/CL AOR	98.5	Cleveland	1.4 /	7.0
WQAL -FM	AC	104.1	Cleveland	1.7 /	6.0
WQKT -FM	C	104.5	Wooster	1.7 /	5.3
WRMR -AM	ST	850	Cleveland	0.5 /	2.3
WSOM -AM	ST	600	Salem	2.1 /	2.7
WTUZ -FM	C	99.9	Urchville	0.3 /	1.4
WWWE -AM	T	1100	Cleveland	1.5 /	4.4
WZAK -FM	B	93.1	Cleveland	1.2 /	4.5

CANTON

AM Stations

WDPN	1310	1 KW/480 W (DA-2)	Standards	ABC, SMN	\$<20.00	Katz	Alliance
WHBC	1480	5 KW (DA-2)	Full Service	ABC	\$45.00	Christal	
WPGY	1520	1 KW (Days, DA)	Standards	CNN, Westwd	\$<20.00	Eastman	

FM Stations

WHBC	94.1	45 KW @ 515	AC	ABC	\$49.00	Christal	
WRQK	106.9	27.5 KW @ 341	AOR	ABC	\$30.00	Eastman	SabreCom
WZKL	92.5	50 KW @ 500	Oldies	ABC	\$28.00	Katz	Alliance

Notes: Other ranked stations -- See Cleveland, Akron or Youngstown . . 7/96 WPGY sold by SabreCom for \$75,000

***** FORMAT CODES *****

AC - Adult Contemporary	J - Jazz and New Adult Contemporary
AOR - Album Oriented Rock	N - News
B - Black (audience 75%+ Black)	O - Oldies
C - Country	O-70S - 70's Oldies
CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
CL - Classical	SAC - Soft Adult Contemporary
CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
EZ - Easy Listening, Beautiful Music	T - Talk
FS - Full Service	U - Urban (majority of audience is non-white)
G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

CEDAR RAPIDS

Arbitron Rank: 197 Pop (12+): 148,600	Stations: 16 / 10	Last Year's Revenue: \$9,300,000
MSA Rank: 210	Diarles 855 / 174:1/63.1 %	Household Income: \$51,022
MSA Pop: 181,000	Sample Target: 890	Retail Dollars: \$2.3 Bil
DMA # 87 (w/Waterloo, Dubuque)	% Below Line: 11.8	#1 Biller: WMT \$2,700,000
Average Person Ratings: 15.4	% Not Listed: 9.2	#1 Billing Portfolio: Palmer combo \$4,100,000
Market TSL In Hours: 20.00	Pop per Station: 14,860	

12+ Metro	Format	1/4 Share	Spg 95	Spg 94	12+ Metro Cume / Ratng	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1 KHAK -FM	C	37 / 16.2	22.2	23.5	424 / 28.5	38.9	38.4	93 / 1032	D KHAK -FM
2 WMT -AM	FS	34 / 14.9	13.5	10.9	357 / 24.0	23.5	21.1	70 / 924	D WMT -AM
3 KDAT -FM	AC	24 / 10.5	6.5		322 / 21.6	18.2		30 / 527	A KDAT -FM
WMT -FM	AC	24 / 10.5	9.6	12.6	367 / 24.7	24.2	25.7	33 / 575	C WMT -FM
5 KRNA -FM	AOR	20 / 8.7	8.7	9.7	316 / 21.2	20.9	21.8	46 / 831	C KRNA -FM
6 KXMX -FM	C	13 / 5.7	6.1	3.8	237 / 15.9	18.5	16.1	24 / 436	C KXMX -FM
KFMW -FM	AOR	13 / 5.7	3.5	3.8	244 / 16.4	12.7	13.0	45 / 690	C KFMW -FM
8 KKRQ -FM	CL AOR	11 / 4.8	6.1	3.8	217 / 14.6	18.5	16.1	33 / 516	C KKRQ -FM
9 KMRY -AM	ST	9 / 3.9	3.9	4.6	113 / 7.6	9.1	8.3	9 / 113	A KMRY -AM
10 KCRG -AM	T	7 / 3.1	2.2	1.7	175 / 11.8	13.2	8.4	9 / 299	A KCRG -AM
KOKZ -FM	CHR	7 / 3.1		1.3	207 / 13.9		9.0	20 / 467	C KOKZ -FM

12+ FM Share (Metro): 74.04 % (154 of 208) (Spring 95: 76.04 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KRNA-FM	1 KRNA-FM	1 KHAK-FM	1 WMT-FM	1 KHAK-FM	1 WMT-AM	1 WMT-AM	1 KHAK-FM	1 KHAK-FM	1 KHAK-FM >	1 KHAK-FM
KOKZ-FM >	KHAK-FM	2 KOAT-FM	2 KDAT-FM	2 WMT-FM	2 KHAK-FM	2 KHAK-FM	2 WMT-AM <	2 KDAT-FM <	2 WMT-AM	WMT-AM >
3 KFMW-FM >	3 KDAT-FM	WMT-FM	KHAK-FM	3 KDAT-FM	3 WMT-FM	3 WMT-FM	3 KDAT-FM <	3 KRNA-FM	3 KDAT-FM	
	4 KFMW-FM	4 KRNA-FM	4 KRNA-FM	4 KRNA-FM			4 WMT-FM	4 WMT-FM <	4 KRNA-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KFMW-FM	1 KOAT-FM	1 KOAT-FM	1 WMT-FM	1 KHAK-FM	1 KHAK-FM	1 KRNA-FM	1 KRNA-FM >	1 KHAK-FM <	1 KHAK-FM
KXMX-FM >	2 KHAK-FM	2 KHAK-FM	2 KDAT-FM	2 KOAT-FM	2 KFMW-FM	2 KHAK-FM	2 KHAK-FM	2 KRNA-FM >	2 KRNA-FM
	3 KXMX-FM	3 KXMX-FM	3 KHAK-FM >	3 WMT-FM >	3 KRNA-FM >	KFMW-FM >	KFMW-FM >	KFMW-FM	WMT-FM
	WMT-FM	KRNA-FM >			4 KOAT-FM >		KKRQ-FM	3 KOAT-FM	
	KRNA-FM								

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	48 (2)	48 (2)	23.1 %	19.3 %
AOR/Classic/NR	0 (0)	44 (3)	44 (3)	21.2 %	14.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	7 (1)	7 (1)	3.4 %	7.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	53 (4)	53 (4)	25.5 %	27.6 %
Full Service	36 (2)	0 (0)	36 (2)	17.3 %	16.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	7 (1)	0 (0)	7 (1)	3.4 %	2.6 %
Oldies	0 (0)	2 (1)	2 (1)	1.0 %	7.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	1.0 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	9 (1)	0 (0)	9 (1)	4.3 %	4.7 %
Totals	54 (5)	154 (11)	208 (16)		

Other Rated Stations	Metro Share	Cume Rating
KTOF -AM REL 1360 Cedar Rapids	0.9 /	4.2

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KBOB -FM C 99.7 Muscatine	0.4 /	2.0
KOEL -FM C 92.3 Oelwein	0.9 /	3.7
KUUL -FM O 103.7 Davenport	0.9 /	3.5
WHO -AM FS/T 1040 Des Moines	0.9 /	2.7

CEDAR RAPIDS

Consolidation Report	12+	25-54	Revenue
Local - 1	26.7 %	31.3 %	29.1 %
KDAT-FM, KHAK-FM			
Local - 2	14.4 %	15.3 %	16.5 %
KRNA-FM, KXXM-FM			
	41.1 %	46.6 %	45.6 %

AM Stations

KCRG	1600	5 KW (DA-N)	News/Talk	ABC	\$9.00	K&P	
KMRY	1450	1 KW	Standards	SMN	\$10.00	---	
WMT	600	5 KW (DA-N)	Full Service	CBS, Westwd	\$39.00	Katz	Palmer

FM Stations

KDAT	104.5	100 KW @ 550	AC		\$NA	---		KHAK owner
KHAK	98.1	100 KW @ 460	Country	ABC	\$50.00	Christal		
KKRQ	100.7	100 KW @ 530	Classic AOR	ABC	\$15.00	Banner	T. Ingstad	Iowa City
KRNA	94.1	100 KW @ 981	AOR		\$27.00	D&R		Iowa City
KXXM	102.9	100 KW @ 390	Country		\$NA	D&R		KRNA owner
WMT	96.5	100 KW @ 518	AC	CBS, Westwd	\$33.00	Katz		Palmer

Notes: KFMW-F, KOKZ-F -- See Waterloo . . . 1995 WMT-AF sold by Frosty Mitchell to Palmer for \$14,000,000 . . . 9/5/95 KQCR-F changed from CHR to Country as KXXM-F

CHARLESTON, SC

Arbitron Rank: 87 Pop (12+): 413,700	Stations: 25 / 23	Last Year's Revenue: \$14,400,000
MSA Rank: 96	Diaries 1039 / 398:1/ 59.6 %	Household Income: \$41,152
MSA Pop: 520,000	Sample Target: 1,040	Retail Dollars: \$4.4 Bil
DMA #: 108	% Below Line: 1	#1 Biller: WEZL-F \$2,700,000
Average Person Ratings: 16.5	% Not Listed: 9.2	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 17,987	Wicks duop+ \$5,700,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WWWZ -FM	B	80 / 11.7	11.2	11.2	12.6	13.2	11.7	883 / 21.3	20.6	23.4	103 / 1200	C WWWZ -FM
2	WEZL -FM	C	63 / 9.2	8.3	8.9	9.8	11.4	9.1	826 / 20.0	18.5	22.1	66 / 897	D WEZL -FM
3	WAVF -FM	AOR	51 / 7.5	7.9	9.0	8.9	8.7	8.3	737 / 17.8	15.9	17.5	52 / 766	D WAVF -FM
4	WSSX -FM	CHR	44 / 6.5	7.0	7.4	4.7	4.4	6.4	739 / 17.9	19.0	15.7	47 / 829	C WSSX -FM
5	WBUB -FM	C	41 / 6.0	6.7	5.8	5.1	7.0	5.9	654 / 15.8	16.6	15.2	69 / 1023	C WBUB -FM
6	WSUY -FM	SAC	38 / 5.6	3.9	5.2	4.4	4.5	4.8	491 / 11.9	10.7	9.4	38 / 491	B WSUY -FM
7	WXLY -FM	O	37 / 5.4	4.4	4.8	4.8	4.8	4.8	565 / 13.7	13.0	13.4	44 / 679	B WXLY -FM
8	WTMA -AM	N/T	30 / 4.4	6.0	7.7	7.0	5.1	6.3	459 / 11.1	13.7	11.2	30 / 463	C WTMA -AM
9	WSSP -FM	ST	29 / 4.3	3.7	2.9	3.8	3.2	3.7	289 / 7.0	6.8	6.2	29 / 297	A WSSP -FM
10	WJZK -FM	J	27 / 4.0	2.0	1.4	2.5	3.5	2.5	423 / 10.2	7.9	11.8	34 / 556	B WJZK -FM
11	WMGL -FM	B/AC	26 / 3.8	4.2	4.1	3.8	4.9	4.0	352 / 8.5	9.3	11.5	26 / 357	A WMGL -FM
	WYBB -FM	CL AOR	26 / 3.8	4.1	4.4	6.0	3.8	4.6	423 / 10.2	13.0	10.8	26 / 443	B WYBB -FM
13	WPAL -FM	B	24 / 3.5	2.2	1.8	2.7	1.4	2.6	352 / 8.5	7.2	5.8	34 / 499	A WPAL -FM
14	WPAL -AM	B	23 / 3.4	3.7	3.7	2.9	1.9	3.4	224 / 5.4	6.9	4.6	23 / 231	A WPAL -AM
15	WRFQ -FM	O	16 / 2.3	1.7	0.7	1.5	1.3	1.6	330 / 8.0	6.6	5.4	16 / 350	WRFQ -FM
16	WZJY -AM	REL	14 / 2.1	1.1	1.4	1.9	2.2	1.6	116 / 2.8	3.6	4.1	14 / 116	A WZJY -AM

12+ FM Share (Metro): 86.27 % (534 of 619) (Spring 95: 85.61 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WWWZ-F >	1 WWWZ-F	1 WWWZ-F	1 WWWZ-F	1 WWWZ-F <	1 WEZL-FM	1 WEZL-FM	1 WEZL-FM	1 WWWZ-F >	1 WWWZ-F >	1 WWWZ-F
2 WAVF-FM >	2 WAVF-FM <	2 WEZL-FM <	2 WEZL-FM	2 WEZL-FM	2 WXLY-FM	2 WWWZ-F >	2 WTMA-AM	2 WEZL-FM	2 WAVF-FM	2 WBUB-FM
3 WSSX-FM >	3 WAVF-FM	3 WSSX-FM <	3 WXLY-FM	3 WSSP-FM <	3 WAVF-FM	3 WWWZ-F <	3 WAVF-FM <	3 WBUB-FM	3 WEZL-FM >	3 WEZL-FM >
4 WEZL-FM	4 WSSX-FM	4 WSUY-FM	4 WSSX-FM	4 WTMA-AM	4 WMGL-FM <	4 WSUY-FM	4 WSSX-FM	4 WSSX-FM	4 WEZL-FM <	4 WEZL-FM <
5 WPAL-FM	5 WSUY-FM	WXLY-FM <	WSUY-FM <	5 WWWZ-F	5 WSSX-FM <	WSSX-FM <	5 WBUB-FM	5 WBUB-FM	5 WPAL-FM	5 WPAL-FM
	6 WXLY-FM <	6 WAVF-FM	6 WAVF-FM	WSUY-FM <	6 WYBB-FM <	6 WAVF-FM	6 WXLY-FM <			
	7 WBUB-FM <		7 WBUB-FM	7 WJZK-FM	7 WSUY-FM <	7 WXLY-FM	7 WSUY-FM			
	8 WYBB-FM				8 WBUB-FM					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAVF-FM	1 WWWZ-F <	1 WSSX-FM	1 WWWZ-F	1 WSUY-FM <	1 WAVF-FM >	1 WAVF-FM	1 WWWZ-F	WWWZ-F	1 WWWZ-F
WWWZ-F	2 WSSX-FM >	2 WWWZ-F	2 WSUY-FM <	2 WWWZ-F <	2 WPAL-FM	WWWZ-F >	2 WAVF-FM	1 WAVF-FM	2 WEZL-FM
3 WEZL-FM	3 WEZL-FM	3 WSUY-FM >	3 WEZL-FM	3 WEZL-FM	3 WWWZ-F	3 WPAL-FM <	3 WSSX-FM	WYBB-FM	WAVF-FM
WSSX-FM >	4 WAVF-FM	4 WEZL-FM >	4 WSSX-FM	4 WXLY-FM <	WYBB-FM	4 WYBB-FM	4 WYBB-FM	3 WEZL-FM	4 WYBB-FM <
	WSUY-FM >	5 WBUB-FM	5 WXLY-FM	5 WSSX-FM	WSSX-FM >	WSSX-FM >	5 WPAL-FM	5 WSSX-FM	5 WXLY-FM
		WAVF-FM	6 WAVF-FM <	6 WBUB-FM <	WEZL-FM	6 WBUB-FM	6 WBUB-FM	6 WPAL-FM <	6 WSSX-FM
				7 WMGL-FM >	WBUB-FM	WEZL-FM >	7 WEZL-FM		

CHARLESTON, SC

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	12 (1)	12 (1)	1.9 %	4.0 %
AOR/Classic/NR	0 (0)	77 (2)	77 (2)	12.4 %	15.0 %
Black/Urban	23 (1)	143 (6)	166 (7)	26.8 %	25.1 %
CHR	0 (0)	44 (1)	44 (1)	7.1 %	5.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	108 (3)	108 (3)	17.4 %	20.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	27 (1)	27 (1)	4.4 %	0.0 %
News/Talk	33 (2)	0 (0)	33 (2)	5.3 %	6.3 %
Oldies	0 (0)	53 (2)	53 (2)	8.6 %	6.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	22 (2)	3 (1)	25 (3)	4.0 %	6.5 %
Soft AC/EZ	0 (0)	38 (1)	38 (1)	6.1 %	5.1 %
Sports	7 (1)	0 (0)	7 (1)	1.1 %	0.6 %
Standards	0 (0)	29 (1)	29 (1)	4.7 %	3.7 %
Totals	85 (6)	534 (19)	619 (25)		

Other Rated Stations					Metro Share	Cume Rating
WHBZ	-FF	B	98.9	McClelland	1.5	/ 4.6
WNST	-FM	AC/CHR	105.3	Moncks Corner	1.8	/ 6.3
WQIZ	-AM	REL	810	St. George	1.2	/ 1.5
WQSC	-AM	SPRTS	1340	Charleston	1.0	/ 2.7
WTMZ	-AM	N	910	N. Charleston	0.4	/ 2.3
WTUA	-FM	G	106.1	St. Stephen	0.4	/ 1.4

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WHLZ	-FM	C	92.5	Manning	0.6	/ 3.1
WWDM	-FM	B	101.3	Sumter	0.4	/ 1.2

Consolidation Report	12+	25-54	Revenue
Dudley WXTC-AM, WSSP-FM, WJZK-FM, WBUB-FM	14.3 %	11.0 %	15.3 %
Regent WXLY-FM, WEZL-FM	14.6 %	17.5 %	24.6 %
Wicks WWWZ-FM, WTMZ-AM, WTMA-AM, WSUY-FM, WSSX-FM, WMGL-FM	32.4 %	33.3 %	39.5 %
Totals	61.3 %	61.8 %	79.4 %

AM Stations

WPAL	730	1 KW/103 W	Black	AURN	\$<20.00	K & P	
WQIZ	810	5 KW (DAYS)	Gospel	AURN	\$14.00	Eastman	St. George
WTMA	1250	5 KW/1KW (DA-N)	News/Talk	Westwd, ABC, CNN	\$34.00	Katz	Wicks
WZJY	1480	880 W/44 W	Gospel	CNN, Westwd	\$<20.00	---	Mt. Pleasant

FM Stations

WAVF	96.1	100 KW @ 538	AOR		\$45.00	Christal	
WBUB	107.5	100 KW @ 984	Country		\$39.00	Mc-Guild	Dudley
WEZL	103.5	100 KW @ 661	Country	Westwd	\$57.00	Banner	Regent
WHBZ	99.7	100 KW @ 1210	See WWBZ-FM				Port Royal
WJZK	96.9	100 KW @ 1770	AC		\$<20.00	Mc-Guild	Dudley
WMGL	101.7	7 KW @ 423	Black/AC	ABC	\$<20.00	D&R	Mayo
WPAL	100.9	25 KW @ 328	Black		NA	K&P	Walterboro
WRFQ	104.5	28 KW @ 656	Oldies		\$17.00	Mc-Guild	Mt. Pleasant
WSSP	94.3	3 KW @ 480	Standards	ABC	\$<20.00	Mc-Guild	Dudley
WSSX	95.1	100 KW @ 1000	CHR/AC		\$30.00	Katz	Wicks
WSUY	100.5	18 KW @ 394	Soft AC	Westwd	\$25.00	Katz	Wicks
WTUA	106.1	6 KW @ 328	Gospel	AURN	\$<20.00	---	St. Stephens
WWBZ	98.9	50 KW @ 492	Black		NA	---	
WWWZ	93.3	50 KW @ 492	Black	AURN	\$38.00	D&R	Mayo
WXLY	102.5	100 KW @ 1000	Oldies	Westwd	\$26.00	Banner	Regent
WYBB	98.1	50 KW @ 479	Classic AOR		\$21.00	Eastman	Martin

Notes: 2/96 WXTC-F/WSSP-F sold by EBE to Dudley (D) for \$2,700,000 . . . WMGL-F AND WWWZ-F sold by Mayo to Wicks for \$7,500,000 . . . 3/96 WBUB-F sold to Dudley (D+) for \$2,550,000 . . . 3/96 WXTC-F changed from AC to Jazz as WJZK-F . . . 4/96 WJUK-F changed from 70's Oldies to Oldies as WRFQ-F

CHARLESTON WV

Arbitron Rank: 156 Pop (12+): 216,300	Stations: 16 / 14	Last Year's Revenue: \$9,500,000
MSA Rank: 172	Diaries 685 / 316:1/57.1 %	Household Income: \$39,917
MSA Pop: 256,000	Sample Target: 680	Retail Dollars: \$2.6 Bil
DMA # 57 (W/Huntington)	% Below Line: 1.8	#1 Biller: WQBE-AF \$3 500,000
Average Person Ratings: 15.8	% Not Listed: 8.8	#1 Billing Portfolio: NA
Market TSL in Hours: 21.50	Pop per Station: 15,450	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WQBE -FM	C	85 / 24.9	22.9	20.5	31.9	27.3	12.0	960 / 44.4	40.0	39.2	129 / 1676	E WQBE -FM
2 WWSR -FM	CHR	42 / 12.3	10.5	9.2	8.9	7.4	3.1	559 / 25.8	25.7	21.4	65 / 974	WWSR -FM
3 WKWS -FM	C	34 / 10.0	7.3	10.7	6.6	9.2	8.6	489 / 22.6	21.7	26.7	71 / 1058	WKWS -FM
4 WVAF -FM	AC	33 / 9.7	7.3	8.6	11.8	11.0	2.4	496 / 22.9	19.7	21.8	40 / 641	WVAF -FM
5 WKLC -FM	AOR	25 / 7.3	6.7	8.6	6.6	5.5	7.3	406 / 18.8	21.1	19.4	55 / 932	WKLC -FM
6 WCHS -AM	FS	24 / 7.0	7.3	6.0	9.5	9.2	1.8	355 / 16.4	20.0	15.7	32 / 418	WCHS -AM
7 WKAZ -FM	C	18 / 5.3	7.0	6.5	1.0	1.2	4.9	295 / 13.6	17.2	16.1	25 / 427	WKAZ -FM
8 WCAW -AM	ST	11 / 3.2	3.8	3.6	3.3	2.5	3.5	140 / 6.5	8.3	5.3	12 / 165	WCAW -AM
9 WBES -FM	SAC	9 / 2.6	3.2	2.1	1.3	4.9	2.0	170 / 7.9	9.9	8.6	10 / 200	WBES -FM
10 WRVZ -FM	O	8 / 2.3	1.6	2.4				123 / 5.7	4.7		9 / 13:	WRVZ -FM

12+ FM Share (Metro): 84.57 % (263 of 311) (Spring 95: 82.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WWSR-FM >	1 WWSR-FM >	1 WQBE-FM	1 WQBE-FM >	1 WQBE-FM >	1 WQBE-FM >	1 WQBE-FM >	1 WQBE-FM >	1 WQBE-FM >	1 WQBE-FM <	1 WQBE-FM >
2 WQBE-FM >	2 WQBE-FM >	2 WWSR-FM <	2 WVAF-FM	2 WVAF-FM	2 WVAF-FM <	2 WVAF-FM	2 WCHS-AM <	2 WWSR-FM	2 WWSR-FM >	2 WKWS-FM
	3 WKWS-FM	3 WVAF-FM	3 WKWS-FM	3 WKWS-FM	3 WKWS-FM	3 WKLC-FM <	3 WWSR-FM <	3 WKWS-FM <	3 WKWS-FM >	WWSR-FM
	WKLC-FM <	4 WKWS-FM <	4 WKLC-FM <	4 WKLC-FM <	WCHS-AM >	4 WKWS-FM <	4 WVAF-FM <	4 WVAF-FM	4 WVAF-FM	WVAF-FM >
	5 WVAF-FM	5 WKLC-FM >	5 WWSR-FM	5 WWSR-FM		5 WWSR-FM	5 WKWS-FM >			
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WWSR-FM >	1 WWSR-FM >	1 WQBE-FM	1 WQBE-FM	1 WQBE-FM >		1 WWSR-FM	1 WKLC-FM	1 WKLC-FM	1 WKLC-FM	1 WQBE-FM
2 WKWS-FM >	2 WQBE-FM >	WWSR-FM	2 WWSR-FM	2 WVAF-FM >		2 WKLC-FM >	2 WKAZ-FM	2 WKAZ-FM	2 WQBE-FM	2 WKLC-FM >
3 WQBE-FM >	3 WKWS-FM	3 WVAF-FM >	3 WVAF-FM	3 WWSR-FM <		3 WKAZ-FM	WWSR-FM	WQBE-FM	3 WKWS-FM	3 WKWS-FM
4 WVAF-FM >	4 WVAF-FM >		4 WKWS-FM >	4 WKWS-FM >		WVAF-FM	WQBE-FM >	4 WKWS-FM >	WKAZ-FM	WCHS-AM
						WQBE-FM				5 WKAZ-FM

CHARLESTON, WV

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	33 (1)	33 (1)	10.6 %	9.8 %
AOR/Classic/NR	3 (1)	25 (1)	28 (2)	9.0 %	7.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	3.1 %
CHR	0 (0)	42 (1)	42 (1)	13.5 %	11.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	137 (3)	137 (3)	44.1 %	43.1 %
Full Service	24 (1)	0 (0)	24 (1)	7.7 %	6.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	5 (1)	0 (0)	5 (1)	1.6 %	0.0 %
Oldies	0 (0)	10 (2)	10 (2)	3.2 %	2.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	5 (1)	7 (2)	12 (3)	3.9 %	5.4 %
Soft AC/EZ	0 (0)	9 (1)	9 (1)	2.9 %	2.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %
Standards	11 (1)	0 (0)	11 (1)	3.5 %	4.1 %
Totals	48 (5)	263 (11)	311 (16)		

Other Rated Stations					Metro Share	Cume Rating
WCZR	-AM	AOR	1490	Charleston	0.9	/ 1.7
WJYP	-FM	REL	100.9	S. Charleston	0.9	/ 5.4
WQBE	-AM	T	950	Charleston	1.5	/ 5.2
WSCW	-AM	REL	1410	S. Charleston	1.5	/ 3.3

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WEMM	-FM	REL	107.9	Huntington	1.2	/ 2.5
WRVC	-FM	O	92.7	Catlettsburg, KY	0.6	/ 2.0

Consolidation Report	12+	25-54	Revenue
Bristol	41.3 %	34.7 %	%
WBES-FM, WQBE-AM, WQBE-FM, WWSR-FM			
W VA Radio	29.9 %	32.7 %	%
WCAW-AM, WCHS-AM, WKWS-FM, WWAF-FM			
	71.2 %	67.4 %	%

AM Stations

WCAW	680	10 KW/221 W (DA-N)	Standards	CBS	\$12.00	Mc-Guild	West Virginia
WCHS	580	5 KW (DA-N)	Full Service	CBS, Westwd	\$18.00	Mc-Guild	West Virginia

FM Stations

WBES	94.5	8.5 KW @ 525	Soft AC	Westwd	\$15.00	K&P	Bristol	Dunbar
WKAZ	107.3	23.5 KW @ 676	AOR/Classic	Westwd	\$16.00	Mc-Guild		Miami
WKLC	105.1	3.6 KW @ 1663	AOR	Source, ABC	\$29.00	Eastman	Martin	St. Albans
WKWS	96.1	45 KW @ 515	Country	ABC	\$19.00	Mc-Guild	West Virginia	
WQBE	97.5	50 KW @ 500	Country	ABC	\$57.00	Christal	Bristol	
WRVZ	98.7	3 KW @ 328	Oldies	NA	---			Pocatalico
WWAF	99.9	50 KW @ 430	AC	ABC	\$32.00	Mc-Guild	West Virginia	
WWSR	102.7	50 KW @ 403	CHR	Westwd	\$30.00	Katz	Bristol	

Notes: WCZR reclassified as AOR (from Black); WQBE reclassified as Talk (from Sports) . . . 2/96 WWSR-AF/WBES-F sold by Ardman to Bristol (D+) for \$2,800,000 (Blackburn) . . . 2/96 WXKV (1080, Hurricane) sold to Vernon Baker for \$20,000

CHARLOTTE

Arbitron Rank: 37 Pop (12+): 1,077,400	Stations: 27 / 21	Last Year's Revenue: \$56,000,000
MSA Rank: 43	Diaries 2218 / 486:1/51.9%	Household Income: \$45,872
MSA Pop: 1,290,000	Sample Target: 2,230	Retail Dollars: \$12.0 Bil
DMA #: 28	% Below Line: 5.2	#1 Biller: WSOC-F \$9,000,000
Average Person Ratings: 15.2	% Not Listed: 14.2	#1 Billing Portfolio: Evergreen duop+ \$18,700,000
Market TSL In Hours: 20.25	Pop per Station: 51,305	

12+ Metro	Format	1/4 Share	Wn 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WPEG -FM	B	170 / 10.3	11.5	9.0	8.9	9.5	9.9	1868 / 17.3	17.3	16.1	247 / 2655	G WPEG -FM
2 WSOC -FM	C	131 / 8.0	9.4	10.6	9.5	10.5	9.4	2016 / 18.7	21.7	22.6	244 / 3459	H WSOC -FM
3 WBT -AF	FS	121 / 7.4	7.6	6.2	6.5	8.2	6.9	1505 / 14.0	15.1	15.7	146 / 1853	G WBT -AF
4 WRFX -FM	AOR	119 / 7.2	7.4	7.3	8.3	8.4	7.6	2020 / 18.8	20.3	21.9	197 / 3095	H WRFX -FM
5 WTDR -FM	C	103 / 6.3	6.8	5.8	6.0	7.0	6.2	1659 / 15.4	16.8	14.8	180 / 2783	F WTDR -FM
6 WNKS -FM	CHR	93 / 5.7	4.6	4.3	5.1	4.7	4.9	1936 / 18.0	15.1	16.8	152 / 3235	D WNKS -FM
7 WLYT -FM	SAC	91 / 5.5	5.6	7.4	5.2	5.2	5.9	1519 / 14.1	16.7	13.4	144 / 2416	E WLYT -FM
8 WBAV -FM	B/AC	77 / 4.7	4.5	4.4	4.8	3.7	4.6	968 / 9.0	10.4	9.1	109 / 1297	C WBAV -FM
9 WWMG -FM	O	74 / 4.5	4.8	4.1	6.0	4.6	4.9	1561 / 14.5	13.5	12.9	151 / 2679	F WWMG -FM
10 WEND -FM	C	71 / 4.3	3.4	2.3	3.1	1.8	3.3	1276 / 11.8	8.0	5.0	128 / 1978	B WEND -FM
11 WWSN -FM	AC	67 / 4.1	4.6	5.3	5.7	4.4	4.9	1484 / 13.8	15.1	14.0	128 / 2581	F WWSN -FM
12 WSSS -FM	O-70s	53 / 3.2	3.4	4.3	4.2	4.3	3.8	1240 / 11.5	11.2	13.1	80 / 1838	F WSSS -FM
13 WNMX -FM	ST	51 / 3.1	2.4	2.0	2.6	2.1	2.5	616 / 5.7	3.8	3.3	52 / 657	A WNMX -FM
14 WCCJ -FM	J	30 / 1.8	1.4	1.6	0.7	0.6	1.4	365 / 3.4	3.0	1.4	32 / 388	A WCCJ -FM
15 WFMX -FM	C	26 / 1.6	1.1	1.3	1.4	1.4	1.4	531 / 4.9	5.1	4.6	113 / 1724	WFMX -FM
16 WMIT -FM	REL	24 / 1.5	1.4	1.1	1.1	1.3	1.3	498 / 4.6	4.4	4.5	69 / 1127	WMIT -FM

12+ FM Share (Metro): 88.30 % (1245 of 1410) (Spring 95: 85.70 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPEG-FM >	1 WPEG-FM	1 WPEG-FM <	1 WRFX-FM	1 WRFX-FM	1 WBT-AF	1 WRFX-FM >	1 WBT-AF	1 WPEG-FM	1 WPEG-FM >	1 WPEG-FM >
2 WNKS-FM >	2 WRFX-FM	2 WRFX-FM >	2 WPEG-FM	2 WSOC-FM <	2 WSOC-FM >	2 WPEG-FM <	2 WSOC-FM	2 WBT-AF <	2 WNKS-FM	2 WSOC-FM
3 WEND-FM >	3 WNKS-FM	3 WTDR-FM <	3 WSOC-FM	3 WPEG-FM	3 WWMG-F	3 WSOC-FM	3 WLYT-FM <	3 WSOC-FM	3 WBT-AF	3 WTDR-FM
4 WTDR-FM >	4 WEND-FM <	4 WSOC-FM <	4 WTDR-FM <	4 WTDR-FM <	4 WLYT-FM <	4 WBT-AF <	4 WPEG-FM <	4 WNKS-FM <	4 WTDR-FM	4 WBT-AF
5 WTDR-FM	5 WLYT-FM	5 WBAV-FM <	5 WBAV-FM <	5 WBAV-FM	5 WWSN-F	5 WTDR-FM	5 WTDR-FM	5 WTDR-FM	5 WEND-FM <	5 WNKS-FM
6 WSOC-FM	WNKS-FM	6 WLYT-FM <	6 WLYT-FM <	WRFX-FM <	6 WTDR-FM	WRFX-FM	6 WLYT-FM	6 WBAV-FM <	6 WRFX-FM	6 WRFX-FM
7 WLYT-FM <	7 WBAV-FM <	7 WBT-AF <	7 WBT-AF	7 WNMX-FM <	7 WLYT-FM <	7 WWMG-F	WRFX-FM	7 WSOC-FM		
8 WWSN-F <	8 WWSN-F <	8 WWSN-F <	8 WWSN-F <	8 WWSN-F <	8 WPEG-FM <					
9 WSSS-FM >	9 WEND-FM <	9 WSSS-FM <	9 WWSN-F <	9 WTDR-FM <						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPEG-FM >	1 WPEG-FM	1 WPEG-FM >	1 WPEG-FM	1 WPEG-FM <	1 WPEG-FM <	1 WRFX-FM	1 WRFX-FM >	1 WRFX-FM >	1 WRFX-FM >
2 WNKS-FM <	2 WTDR-FM	2 WTDR-FM <	2 WTDR-FM <	2 WLYT-FM <	2 WNKS-FM <	2 WPEG-FM	2 WPEG-FM	2 WPEG-FM	2 WBT-AF <
3 WTDR-FM	3 WNKS-FM <	3 WSSS-FM	3 WLYT-FM <	3 WBAV-FM	3 WRFX-FM <	3 WNKS-FM	3 WNKS-FM <	3 WBT-AF <	3 WSOC-FM
4 WEND-FM	4 WLYT-FM <	WWSN-F <	4 WWSN-F <	WSOC-FM <	4 WEND-FM >	4 WEND-FM >	4 WEND-FM	4 WSOC-FM <	4 WPEG-FM
5 WLYT-FM >	5 WEND-FM	WSOC-FM	5 WSOC-FM <	5 WTDR-FM <	5 WTDR-FM <	WTDR-FM	5 WNKS-FM <	5 WNKS-FM	5 WTDR-FM
6 WSOC-FM	WWSN-F <	6 WLYT-FM	6 WBAV-FM	6 WWSN-F	6 WSOC-FM >	WSOC-FM	6 WTDR-FM <	6 WTDR-FM <	6 WWMG-F <
WWSN-F >	7 WSOC-FM	7 WRFX-FM	7 WNKS-FM	7 WWMG-F			7 WSSS-FM	7 WEND-FM	
8 WSSS-FM			8 WRFX-FM <	8 WSSS-FM <					
9 WRFX-FM									

CHARLOTTE

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	67 (1)	67 (1)	4.8 %	5.3 %
AOR/Classic/NR	0 (0)	147 (3)	147 (3)	10.4 %	15.5 %
Black/Urban	11 (1)	258 (3)	269 (4)	19.1 %	16.5 %
CHR	0 (0)	93 (1)	93 (1)	6.6 %	5.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	6 (1)	339 (5)	345 (6)	24.5 %	23.0 %
Full Service	111 (1)	10 (1)	121 (2)	8.6 %	10.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	30 (1)	30 (1)	2.1 %	0.0 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Oldies	0 (0)	127 (2)	127 (2)	9.0 %	10.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
Religion/Gospel	21 (1)	32 (2)	53 (3)	3.8 %	2.8 %
Soft AC/EZ	0 (0)	91 (1)	91 (1)	6.5 %	6.2 %
Sports	15 (1)	0 (0)	15 (1)	1.1 %	0.6 %
Standards	1 (1)	51 (1)	52 (2)	3.7 %	3.4 %
Totals	165 (6)	1245 (21)	1410 (27)		

Other Rated Stations				Metro Share	Cume Rating
WBAV -AM	B/O	1600	Charlotte	0.7	/ 1.9
WFNZ -AM	SPRTS	610	Charlotte	0.9	/ 2.4
WGSP -AM	REL	1310	Charlotte	1.3	/ 2.1
WIXE -AM	C	1430	Monroe	0.4	/ 0.7
WNMX -AM	ST	1480	Charlotte	0.1	/ 0.8
WXRC -FM	AOR	95.7	Hickory	1.3	/ 4.3

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WJMh -FM	B	102.1	Reidsville	0.7	/ 1.0
WKRR -FM	AOR	92.3	Asheboro	0.4	/ 2.1
WTQR -FM	C	104.1	Winston-Salem	0.5	/ 0.9
WWGL -FM	REL	94.1	Lexington	0.5	/ 1.7

Consolidation Report	12+	25-54	Revenue
Dalton	8.8 %	8.3 %	8.2 %
WWMG-FM, WEND-FM			
Evergreen	29.5 %	29.5 %	33.4 %
WRFX-FM, WPEG-FM, WNKS-FM, WFNZ-AM, WBAV-FM, WBAV-AM			
EZ	11.2 %	13.1 %	23.2 %
WSSS-FM, WSOC-FM			
Jefferson-Pilot	11.4 %	11.2 %	18.8 %
WWSN-FM, WBT-FM, WBT-AM			
SFX	11.8 %	12.7 %	13.6 %
WTDR-FM, WLYT-FM			
Totals	72.8 %	74.8 %	97.2 %

AM Stations

WBT	1110	50 KW (DA-N)	Full Service	CBS	\$108.00	CBS	Jefferson-Pilot
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FM Stations

WBAV	101.9	100 KW @ 988	Black AC	ABC	\$49.00	Katz	Evergreen
WBT	99.3	7.6 KW @ 604	See WBT-AM				
WCCJ	92.7	6 KW @ 328	Jazz			---	Davis
WEND	106.5	100 KW @ 1003	Country		\$30.00	Mc-Guild	Dalton
WLYT	102.9	100 KW @ 1535	Soft AC		\$74.00	D&R	SFX
WNKS	95.1	100 KW @ 1542	CHR		\$50.00	Eastman	Evergreen
WNMX	106.1	20 KW @ 364	Standards	ABC, SMN	\$25.00	---	Waxhaw, SC
WPEG	97.9	95 KW @ 1610	Black	CBS, Westwd, ABC	\$127.00	Katz	Evergreen
WRFX	99.7	84 KW @ 1056	AOR		\$158.00	Eastman	Evergreen
WSOC	103.7	100 KW @ 1059	Country		\$175.00	D&R	EZ
WSSS	104.7	100 KW @ 1210	Oldies-70's		\$80.00	Katz	EZ
WTDR	96.9	100 KW @ 1548	Country		\$90.00	D&R	SFX
WWMG	96.1	100 KW @ 1745	Oldies	CBS, AP	\$82.00	Mc-Guild	Dalton
WWSN	107.9	100 KW @ 1694	AC/CHR		\$90.00	Banner	Jefferson-Pilot
WXRC	95.7	100 KW @ 1020	AOR	ABC	\$34.00	---	Hickory

Notes: 3/96 WSIC/WFMX-F (Statesville) sold by Adventure to Benchmark for \$9,600,000 (Bergner) . . . 5/96 WIST-AF change calls to WNMX-AF; format remains Adult Standards . . . 6/96 WEDJ-F changes calls to WNKS-F; format remains CHR . . . WEND-F changed from New Rock to Country . . . 8/96 The following stations were sold by EZ to Amer. Radio Systems: WSSS-F for \$16,000,000 and WSOC-F for \$50,000,000 . . .

CHATTANOOGA

Arbitron Rank: 1 Pop (12+): 380,600	Stations: 21 / 21	Last Year's Revenue: \$16,000,000
MSA Rank: 112	Diaries 1435 / 265:1/ 54.9 %	Household Income: \$37,511
MSA Pop: 444,000	Sample Target: 1,430	Retail Dollars: \$4.5 Bil
DMA #: 82	% Below Line: 0	#1 Biller: WUSY-F \$5,200,000
Average Person Ratings: 15.9	% Not Listed: 14.5	#1 Billing Portfolio: Colonial (WUSY-F) \$5,200,000
Market TSL in Hours: 21.50	Pop per Station: 18,124	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level		
1	WUSY -FM	C	106 / 17.5	21.1	22.8	19.5	20.2	20.2	1189 / 31.2	36.7	37.4	224 / 2550	G	WUSY -FM
2	WSKZ -FM	ADR/CL	54 / 8.9	7.8	7.6	9.9	9.2	8.6	774 / 20.3	17.8	19.7	112 / 1715	D	WSKZ -FM
3	WDEF -FM	SAC	44 / 7.3	8.0	10.4	10.4	9.6	9.0	702 / 18.5	21.3	20.5	74 / 1136	D	WDEF -FM
4	WJTT -FM	B	41 / 6.8	7.3	7.1	6.9	5.8	7.0	405 / 10.6	11.1	11.5	49 / 563	C	WJTT -FM
5	WDOD -FM	C	31 / 5.1	3.4	4.0	4.3	4.1	4.2	517 / 13.6	13.2	15.1	42 / 826	B	WDOD -FM
	WZST -FM	CHR	31 / 5.1	4.1	5.0	3.8	5.3	4.5	612 / 16.1	14.2	12.6	39 / 730	B	WZST -FM
7	WDGT -FM	O	28 / 4.6	3.4	3.3	3.3	2.4	3.7	434 / 11.4	9.6	9.0	33 / 534	B	WDGT -FM
	WGOW -AM	T	28 / 4.6	3.4	2.5	4.0	2.7	3.6	300 / 7.9	6.8	8.0	31 / 327	A	WGOW -AM
9	WNOO -AM	B	24 / 4.0	2.9	3.6	3.5	3.1	3.5	190 / 5.0	4.6	4.8	25 / 215	A	WNOO -AM
10	WDDD -AM	ST	20 / 3.3	3.1	3.0	2.1	3.8	2.9	220 / 5.8	5.2	5.2	21 / 243	A	WDDD -AM
	WLMX -FM	AC	20 / 3.3	4.2	3.3	3.0	4.6	3.5	450 / 11.8	10.3	11.4	21 / 508	C	WLMX -FM
12	WSGC -FM	C	17 / 2.8	2.0	0.0	1.0	1.0	1.5	221 / 5.8		4.0	22 / 289		WSGC -FM
13	WBDX -FM	REL	14 / 2.3	1.4	2.0	0.8	1.7	1.6	206 / 5.4	4.9	5.0	17 / 260	A	WBDX -FM
	WFXS -FM	T	14 / 2.3	2.7	3.1	2.6	1.4	2.7	313 / 8.2	7.2	3.9	23 / 391	A	WFXS -FM
	WKXJ -FM	CHR	14 / 2.3	3.1	2.3	3.1	3.2	2.7	423 / 11.1	9.4	11.6	22 / 611	A	WKXJ -FM
16	WMPZ -FM	B/AC	9 / 1.5	1.7	1.5	1.7	1.2	1.6	162 / 4.2	3.8	4.1	13 / 197	A	WMPZ -FM

12+ FM Share (Metro): 81.81 % (423 of 517) (Spring 95: 85.36 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZST-FM >	1 WUSY-FM	1 WUSY-FM	1 WUSY-FM	1 WUSY-FM >	1 WUSY-FM >	1 WUSY-FM >	1 WUSY-FM >	1 WUSY-FM >	1 WJTT-FM	1 WUSY-FM >
2 WJTT-FM	2 WSKZ-FM	2 WSKZ-FM >	2 WSKZ-FM >	2 WSKZ-FM >	2 WDEF-FM	2 WDEF-FM	2 WSKZ-FM	2 WSKZ-FM	2 WUSY-FM	2 WSKZ-FM
WUSY-FM >	3 WJTT-FM	3 WJTT-FM	3 WDEF-FM <	3 WOGT-FM <	3 WSKZ-FM	3 WSKZ-FM >	3 WDEF-FM <	3 WJTT-FM	3 WZST-FM <	WZST-FM
4 WKXJ-FM >	4 WZST-FM >	4 WDEF-FM <	4 WJTT-FM	4 WDEF-FM <	4 WOGT-FM <	4 WJTT-FM <	4 WGOW-A	4 WDEF-FM	4 WSKZ-FM	4 WJTT-FM >
	5 WDOD-FM <	5 WDOD-FM	5 WDOD-FM	5 WJTT-FM	5 WGOW-A	5 WDOD-FM	5 WDOD-FM	5 WZST-FM <	5 WDOD-FM	5 WDOD-FM
	6 WDEF-FM		6 WOGT-FM	WDDO-FM	6 WDOD-AM		WOGT-FM	6 WOGT-FM		WKXJ-FM
					WNOO-A <					7 WDEF-FM
					8 WDOD-FM					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZST-FM	1 WUSY-FM	1 WUSY-FM >	1 WUSY-FM >	1 WUSY-FM >	1 WUSY-FM	1 WSKZ-FM	1 WSKZ-FM	1 WUSY-FM <	1 WUSY-FM
WJTT-FM >	2 WJTT-FM	2 WJTT-FM	2 WJTT-FM	2 WSKZ-FM	2 WZST-FM	2 WUSY-FM >	2 WUSY-FM >	2 WSKZ-FM >>>	2 WSKZ-FM >>
3 WDEF-FM	3 WSKZ-FM	WSKZ-FM >	WSKZ-FM	3 WJTT-FM <	3 WJTT-FM	3 WJTT-FM	3 WJTT-FM	3 WGOW-A	3 WOGT-FM
WUSY-FM	4 WZST-FM >	4 WLMX-FM	4 WDEF-FM	4 WDEF-FM	WSKZ-FM >	4 WDOD-FM	WSGC-FM	WDDO-FM	4 WDOD-FM
5 WSKZ-FM	5 WDEF-FM	WZST-FM	5 WDOD-FM	5 WDOD-FM	5 WFXS-FM >	WZST-FM	WGOW-A		WGOW-A
WDDO-FM	WLMX-FM		6 WLMX-FM	WOGT-FM		WFXS-FM	WFXS-FM	WDDO-FM	
	WDDO-FM		WZST-FM	7 WLMX-FM >			WDDO-FM		
							WBDX-FM >		

CHATTANOOGA

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	20 (1)	20 (1)	3.9 %	5.6 %
AOR/Classic/NR	0 (0)	54 (1)	54 (1)	10.4 %	13.0 %
Black/Urban	24 (1)	50 (2)	74 (3)	14.3 %	12.3 %
CHR	0 (0)	45 (2)	45 (2)	8.7 %	10.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	7 (2)	154 (3)	161 (5)	31.1 %	30.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	34 (2)	14 (1)	48 (3)	9.3 %	6.3 %
Oldies	0 (0)	28 (1)	28 (1)	5.4 %	4.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	9 (2)	14 (1)	23 (3)	4.4 %	1.3 %
Soft AC/EZ	0 (0)	44 (1)	44 (1)	8.5 %	11.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	20 (1)	0 (0)	20 (1)	3.9 %	4.6 %
Totals:	94 (8)	423 (13)	517 (21)		

Other Rated Stations					Metro Share	Cume Rating
WDEF -AM	T	1370	Chattanooga		1.0	/ 3.4
WEFG -AM	C	910	S. Pittsburg		0.8	/ 2.0
WFLI -AM	REL	1070	Lookout Mtn.		0.8	/ 2.1
WQCH -AM	C	1590	Lafayette, GA		0.3	/ 0.9
WWAM -AM	REL	820	Jasper		0.7	/ 0.9

Consolidation Report	12+	25-54	Revenue
Bahakel WDEF-AM, WDEF-FM, WDOD-AM, WDOD-FM	16.7 %	13.2 %	19.7 %
Bloomington WGOW-AM, WOGT-FM, WSKZ-FM	18.1 %	23.1 %	20.0 %
Local WBDX-FM, WFXS-FM, WNOO-AM	8.6 %	9.6 %	4.2 %
Wicks WCVT-AM, WLMX-FM, WZST-FM	8.4 %	6.3 %	11.6 %
	51.8 %	52.2 %	55.5 %

AM Stations

Station	Power	Time	Format	Company	Notes
WDEF	1370	5 KW (DA-N)	Talk	CBS NA Eastman	Bahakel
WDOD	1310	5 KW (DA-N)	Standards	SMN \$<20.00	Banner Bahakel
WFLI	1070	50 KW/2.5 KW(DA-2)	Religion	ABC \$14.00	--- Bennis Mt. Lookout
WGOW	1150	5 KW/1 KW (DA-N)	Talk	ABC \$<20.00	Christal Bloomington
WNOO	1260	5 KW/25 W (DA-N)	Black	AURN \$<20.00	Banner

FM Stations

Station	Freq	Power	Time	Format	Company	Notes
WBDX	102.7	300 KW	1375	Religion	SRN \$<20.00	--- WFXS duop Trenton
WDEF	92.3	100 KW @	1180	Soft AC	CBS \$53.00	Eastman Bahakel
WDOD	96.5	100 KW @	1076	Country	Westwd \$20.00	Banner Bahakel
WFXS	102.3	6 KW @	285	Talk	Westwd, TARN \$<20.00	Banner Soddy-Daisy
WJTT	94.3	3 KW @	300	Black	\$36.00	Mc-Guild Red Bank
WKXJ	97.3	16 KW @	866	CHR	\$<20.00	Roslin S. Pittsburg
WLMX	105.5	1.5 KW @	646	AC	ABC \$41.00	Mc-Guild Wicks Rossville, GA
WMPZ	93.7	3 KW @	328	Black/AC	ABC \$<20.00	Roslin Ringgold, GA
WOGT	107.9	2.9 KW @	968	Oldies	Westwd \$21.00	Christal Bloomington East Ridge
WSGC	101.9	1.3 KW @	702	Country	SMN \$17.00	Banner Ringgold, GA
WSKZ	106.5	100 KW @	1076	AOR/Classic	\$50.00	Christal Bloomington
WUSY	100.7	100 KW @	1190	Country	Westwd \$94.00	Katz Colonial
WZST	98.1	1 KW @	794	CHR	\$25.00	--- Wicks Signal Mtn.

Notes: 3/96 WDEF-AF sold by Park to Bahakel (D) for \$7,700,000 (MVP) . . . 4/96 WSGC-F changed from Oldies to Classic Country . . .

CHICAGO

Arbitron Rank: 3	Pop (12+): 6,895,700	Stations: 41 / 41	Last Year's Revenue: \$320,000,000
MSA Rank: 3		Diaries 5916 / 16 :1/50.3 %	Household Income: \$55,280
MSA Pop: 8,610,000		Sample Target: 5,900	Retail Dollars: \$78.6 Bil
DMA #: 3		% Below Line: 0	#1 Biller: WGN \$35,800,000
Average Person Ratings: 18		% Not Listed: 10.5	#1 Billing Portfolio: Infinity/Westinghouse duop+ \$121,800,000
Market TSL in Hours: 23.30		Pop per Station: 168,188	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WGN	-AM FS/T	757 / 6.1	6.2	6.0	6.2	5.8	6.1	8751 / 12.7	16.3	13.7	872 / 10558	K WGN -AM
2 WICI	-FM B	724 / 5.8	6.1	6.1	6.7	6.0	6.2	8718 / 12.6	12.3	13.4	728 / 8841	J WICI -FM
3 WLIT	-FM SAC	601 / 4.8	4.4	4.2	3.7	3.9	4.3	8085 / 11.7	11.1	10.5	617 / 8307	I WLIT -FM
4 WVAZ	-FM B/AC	524 / 4.2	4.6	3.9	4.1	3.9	4.2	6439 / 9.3	8.6	9.2	530 / 6549	I WVAZ -FM
5 WJMK	-FM O	505 / 4.1	3.0	3.4	3.4	3.8	3.5	8904 / 12.9	13.7	13.7	521 / 9472	I WJMK -FM
6 WBBM	-FM CHR	480 / 3.9	4.0	4.0	4.5	3.9	4.1	10638 / 15.4	14.6	14.6	495 / 1102C	I WBBM -FM
7 WLS	-AM T	459 / 3.7	3.0	2.6	2.8	3.1	3.0	5287 / 7.7	6.9	6.9	552 / 6471	H WLS -AM
8 WUSN	-FM C	448 / 3.6	3.6	4.7	4.2	4.7	4.0	6926 / 10.0	11.6	10.8	458 / 7169	K WUSN -FM
9 WBBM	-AM N	447 / 3.6	3.7	3.9	3.7	3.8	3.7	10123 / 14.7	14.5	13.4	475 / 11007	J WBBM -AM
10 WRCX	-FM AOR	428 / 3.4	3.2	3.3	3.8	3.1	3.4	8025 / 11.6	10.5	10.7	480 / 8843	I WRCX -FM
WKQX	-FM AOR-NR	426 / 3.4	3.2	3.1	3.4	3.8	3.3	10020 / 14.5	13.3	14.3	443 / 10539	I WKQX -FM
WNUA	-FM J	421 / 3.4	3.6	3.6	3.9	3.5	3.6	6466 / 9.4	9.6	9.6	441 / 6678	I WNUA -FM
13 WOJO	-FM SP	381 / 3.1	3.4	3.0	3.4	3.0	3.2	3721 / 5.4	5.5	5.4	388 / 3772	H WOJO -FM
14 WMAQ	-AM N	364 / 2.9	2.8	2.9	3.1	4.0	2.9	10097 / 14.6	13.1	14.8	406 / 11295	J WMAQ -AM
15 WXRT	-FM AOR-P	346 / 2.8	3.0	2.9	3.1	2.8	3.0	5075 / 7.4	7.3	8.1	360 / 5358	I WXRT -FM
16 WTMX	-FM AC	331 / 2.7	2.5	2.4	2.4	2.1	2.5	6919 / 10.0	9.1	8.7	334 / 7008	I WTMX -FM
17 WLUP	-FM T	323 / 2.6	2.5	2.8	2.2	2.4	2.5	4787 / 6.9	7.4	6.9	332 / 5016	J WLUP -FM
18 WPNT	-FM AC/CHR	275 / 2.2	2.1	1.8	2.2	2.1	2.1	5992 / 8.7	8.8	8.8	278 / 6064	H WPNT -FM
19 WCKG	-FM CL AOR	266 / 2.1	2.3	2.0	2.5	2.1	2.2	6527 / 9.5	9.2	10.5	286 / 6949	I WCKG -FM
WAIT	-AM ST	266 / 2.1	3.3	3.1	2.5	1.8	2.7	2636 / 3.8	3.4	3.4	297 / 2828	D WAIT -AM
21 WEJM	-FM B	232 / 1.9	1.8	1.9	2.4	2.3	2.0	3596 / 5.2	5.6	6.1	233 / 3618	E WEJM -FM
22 WYSY	-FM O-70's	214 / 1.7	1.7	1.8	1.9	2.1	1.8	4718 / 6.8	7.4	8.3	219 / 4843	F WYSY -FM
WNIB	-FM CL	207 / 1.7	1.5	1.6	1.6	1.7	1.6	3718 / 5.4	5.2	5.6	214 / 3855	E WNIB -FM
24 WSCR	-AM SPRTS	196 / 1.6	1.6	2.3	1.1	1.8	1.6	2626 / 3.8	3.6	3.8	221 / 2867	G WSCR -AM
25 WICI	-AM B/O	180 / 1.4	1.5	1.9	1.4	1.4	1.6	2372 / 3.4	3.8	3.6	180 / 2372	- WICI -AM
26 WKXK	-FM C	166 / 1.3	1.4	1.4	1.1	0.6	1.3	3204 / 4.6	4.4	3.0	179 / 3394	- WKXK -FM
27 WIND	-AM SP	136 / 1.1	1.3	0.9	1.2	1.2	1.1	1866 / 2.7	2.2	3.1	142 / 1958	G WIND -AM
WFMT	-FM CL	135 / 1.1	1.4	1.2	1.3	1.5	1.2	2956 / 4.3	4.5	4.5	137 / 3026	E WFMT -FM
29 WVON	-AM B	128 / 1.0	1.1	0.7	0.8	0.6	0.9	858 / 1.2	1.1	1.0	128 / 858	- WVON -AM
WJJD	-AM T	120 / 1.0	1.2	1.2	1.0	1.0	1.1	2189 / 3.2	3.3	3.1	127 / 2326	E WJJD -AM

12+ FM Share (Metro): 70.31 % (7821 of 11124) (Spring 95: 69.59 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WBBM-FM <	1 WICI-FM >	1 WICI-FM	1 WICI-FM <	1 WICI-FM <	1 WGN-AM >	1 WGN-AM >	1 WLIT-FM	1 WICI-FM	1 WICI-FM	1 WGN-AM >
2 WKQX-FM	2 WRCX-FM <	2 WVAZ-FM	2 WVAZ-FM	2 WLIT-FM	2 WBBM-AM	2 WBBM-AM	2 WGN-AM	2 WLIT-FM	2 WBBM-FM	2 WLS-AM <
3 WICI-FM	3 WBBM-FM <	3 WRCX-FM <	3 WLIT-FM <	WVAZ-FM <	WLS-AM <	3 WRCX-FM	3 WJMK-FM <	3 WBBM-FM <	3 WKQX-FM <	3 WBBM-AM
4 WEJM-FM >	4 WKQX-FM	4 WLIT-FM <	4 WJMK-FM <	4 WJMK-FM	4 WLIT-FM <	WICI-FM	4 WICI-FM <	4 WJMK-FM	4 WMAQ-AM <	
	5 WOJO-FM	5 WJMK-FM <	5 WXRT-FM	5 WNUA-FM	5 WJMK-FM	5 WLIT-FM <	5 WLS-AM <	WKQX-FM	5 WVAZ-FM	
	6 WTMX-FM <	6 WBBM-FM <	6 WLUP-FM <	WXRT-FM <	6 WVAZ-FM	6 WLS-AM	6 WNUA-FM	WGN-AM	6 WLS-AM <	
		WXRT-FM <	7 WNUA-FM	7 WLUP-FM <	WNUA-FM	WLUP-FM <		7 WVAZ-FM <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WICI-FM	1 WICI-FM >	1 WICI-FM >	1 WICI-FM	1 WLIT-FM <	1 WRCX-FM	1 WRCX-FM	1 WRCX-FM	1 WRCX-FM	1 WXRT-FM <
2 WBBM-FM <	2 WBBM-FM <	2 WLIT-FM	2 WLIT-FM <	2 WICI-FM <	2 WBBM-FM <	2 WICI-FM	2 WICI-FM <	2 WICI-FM	2 WJMK-FM <
3 WKQX-FM	3 WLIT-FM <	3 WOJO-FM <	3 WVAZ-FM	3 WVAZ-FM	3 WICI-FM	3 WBBM-FM <	3 WXRT-FM	3 WXRT-FM	3 WRCX-FM <
4 WTMX-FM <	4 WTMX-FM <	4 WVAZ-FM	4 WTMX-FM	4 WJMK-FM	4 WKQX-FM <	4 WKQX-FM	4 WLUP-FM	4 WLUP-FM <	4 WLUP-FM
5 WRCX-FM	5 WKQX-FM <	5 WTMX-FM	WJMK-FM <	5 WNUA-FM <	5 WEJM-FM	5 WOJO-FM <	5 WKQX-FM <	5 WJMK-FM <	5 WICI-FM <
6 WOJO-FM <	6 WOJO-FM	6 WBBM-FM	6 WBBM-FM <	6 WPNT-FM <	6 WOJO-FM >	6 WXRT-FM <	6 WOJO-FM <	6 WCKG-FM <	6 WNUA-FM <
7 WLIT-FM <	7 WVAZ-FM	WPNT-FM <	7 WPNT-FM <			7 WLUP-FM		7 WVAZ-FM <	7 WVAZ-FM <

CHICAGO

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	641 (3)	641 (3)	5.9 %	4.8 %	WBUS -FM CHR 99.9 Kankakee	0.4	/ 2.6
AOR/Classic/NR	0 (0)	1539 (5)	1539 (5)	14.1 %	14.8 %	WCCQ -FM C 98.3 Crest Hill	0.3	/ 1.1
Black/Urban	308 (2)	1480 (3)	1788 (5)	16.4 %	15.9 %	WIL -FM AOR 95.1 Kenosha, WI	0.6	/ 2.0
CHR	0 (0)	576 (3)	576 (3)	5.3 %	4.8 %	WLXX -AM SP 1200 Chicago	0.5	/ 1.4
Classical	0 (0)	354 (3)	354 (3)	3.2 %	3.6 %	WMVP -AM SPRTS 1000 Chicago	0.8	/ 4.0
Country	0 (0)	655 (3)	655 (3)	6.0 %	5.7 %	WNIZ -FM CL 96.9 Zion	0.1	/ 0.2
Full Service	757 (1)	0 (0)	757 (1)	6.9 %	6.5 %	WTAQ -AM SP 1300 La Grange	0.7	/ 1.6
Hispanic	291 (3)	381 (1)	672 (4)	6.2 %	6.3 %	WXLC -FM CHR 102.3 Waukegan	0.4	/ 1.3
Jazz	0 (0)	421 (1)	421 (1)	3.9 %	3.9 %	WYCA -FM REL 92.3 Hammond, IN	0.6	/ 2.1
News/Talk	1390 (4)	323 (1)	1713 (5)	15.7 %	16.7 %	WYLL -FM REL 106.7 Des Plaines	0.4	/ 1.3
Oldies	0 (0)	505 (1)	505 (1)	4.6 %	6.6 %	WZSR -FM AC 105.5 Woodstock	0.3	/ 0.8
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %			
Religion/Gospel	0 (0)	131 (2)	131 (2)	1.2 %	0.7 %			
Soft AC/EZ	0 (0)	601 (1)	601 (1)	5.5 %	4.4 %			
Sports	291 (2)	0 (0)	291 (2)	2.7 %	3.5 %			
Standards	266 (1)	0 (0)	266 (1)	2.4 %	2 %			
Totals	3303 13	7607 (27)	10910 (40)					

Consolidation Report	12+	25-54	Revenue
Evergreen WEJM-AM, WEJM-FM, WLUP-FM, WMVP-AM, WNUA-FM, WRCX-FM, WVAZ-FM, WPNT-FM	18.5 %	21.9 %	23.4 %
Infinity/Westinghouse WBBM-FM, WXRT-FM, WUSN-FM, WSCR-AM, WSCR-AM, WMAQ-AM, WJMK-FM, WJJD-AM, WYSY-FM, WBBM-FM, WBBM-AM, WCKG-FM	32.8 %	29.2 %	38.2 %
	51.3 %	51.1 %	61.6 %

AM Stations

Station	Power	Format	Ownership	Location
WAIT	850	2.5 KW (DA-D)	Standards	Westwd \$65.00 --- Crystal Lake
WBBM	780	50 KW	News	CBS \$270.00 CBS Westinghouse
WGCI	1390	5 KW (DA-2)	Black Oldies	AURN NA Mc-Guild Gannett
WGN	720	50 KW	Full Service/Talk	ABC \$400.00 Eastman Tribune Co.
WIND	560	5 KW (DA-2)	Hispanic	\$105.00 Katz Hisp. Tichenor
WJJD	1160	50 KW/5 KW (DA-2)	Talk	Westwd, AP \$75.00 Infinity Infinity/West.
WLS	890	50 KW	Talk	ABC \$150.00 Banner ABC/Disney
WMAQ	670	50 KW	News/Sports	CNN, Westwd \$225.00 Group W Westinghouse
WSCR	820	5 KW (Days)	Sports	\$110.00 CBS Westinghouse
WVON	1450	1 KW (Share time)	Black Talk	Westwd NA Roslin Cicero

FM Stations

WBBM	96.3	4.2 KW @ 1555	CHR	CBS	\$225.00	CBS	Westinghouse	
WCKG	105.9	4.1 KW @ 1581	Classic AOR		\$188.00	Katz	Cox	Elmwood Park
WEJM	106.3	2 KW @ 397	Black	ABC	\$88.00	D&R	Evergreen	Lansing
WFMT	98.7	15.5 KW @ 1174	Classical		\$110.00	MMR		
WGCI	107.5	33 KW @ 603	Black		\$340.00	Mc-Guild	Gannett	
WJMK	104.3	4.1 KW @ 1568	Oldies	Westwd	\$265.00	Infinity	Infinity	
WKQX	101.1	8.3 KW @ 1174	AOR-New Rock	Source	\$230.00	D&R	Emmis	
WKXK	94.7	4.4 KW @ 1529	Country	ABC	\$150.00	Banner	ABC/Disney	
WLIT	93.9	4 KW @ 1581	Soft AC		\$325.00	Christal	Viacom	
WLUP	97.9	6 KW @ 1174	Talk		\$340.00	Christal	Evergreen	
WNIB	97.1	8.4 KW @ 1190	Classical		\$125.00	CMBS		
WNUA	95.5	8.3 KW @ 1174	Jazz		\$245.00	Eastman	Evergreen	
WOJO	105.1	8.3 KW @ 1174	Hispanic		\$170.00	Katz Hisp.	Tichenor	Evanston
WPNT	100.3	8.3 KW @ 1174	AC/CHR		\$178.00	Eastman	Evergreen, pend.	
WRCX	103.5	4.1 KW @ 1575	AOR		\$190.00	MMR	Evergreen	
WTMX	101.9	4.2 KW @ 1558	AC		\$200.00	Mc-Guild	Bonneville	Skokie
WUSN	99.5	8.3 KW @ 1174	Country		\$420.00	Infinity	Infinity/West.	
WVAZ	102.7	6 KW @ 1174	Black AC	UPI, ABC	\$280.00	Banner	Evergreen	Oak Park
WXRT	93.1	6.7 KW @ 1308	AOR- Prog.		\$280.00	CBS	Westinghouse	
WYSY	107.9	21 KW @ 761	Oldies - 70's		\$90.00	Katz	Cox	Aurora

Notes: 3/96 WCRW (1240) sold to Diamond for \$564,000 . . . 5/96 WCKG-F/WYSY-F sold by Cox to Infinity in exchange for Infinity's Orlando properties; the sale is valued at \$64,000,000 (\$44,000,000 for WCKG-F; \$20,000,000 for WYSY-F . . . 6/96 Infinity sold the following to Westinghouse (D++): WJJD for \$13,000,000; WJMK-F for \$130,000,000; WUSN-F for \$225,000,000; WCKG-F for \$73,000,000; WYSY-F for \$29,000,000 . . . 6/96 WMVP dropped Sports to simulcast WLUP-F . . . 7/96 WIND/WOJO-F sold by Tichenor to Heftel-Clear Channel . . . 7/96 WPNT-F sold by Century to Evergreen for \$68,000,000 . . . 7/96 WLUP-F added AOR to its Talk . . . 7/96 WJJD changed from Talk back to Standards . . . The sales of WEJM-F by Evergreen and WYSY-F by Westinghouse are pending

CINCINNATI

Arbltron Rank: 25 Pop (12+): 1,556,300	Stations: 29 / 21	Last Year's Revenue: \$78,700,000
MSA Rank: 30	Diaries 2948 / 528:1/ 55.9 %	Household Income: \$48,041
MSA Pop: 1,920,000	Sample Target: 2,860	Retail Dollars: \$17.9 Bil
DMA #: 29	% Below Line: 5.1	#1 Biller: WLW \$18,000,000
Average Person Ratings: 16.6	% Not Listed: 11.8	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 74,110	Jacor duop+ \$38,700,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	WLW -AM	FS/T	284 / 11.0	10.3	12.0	11.6	12.9	11.2	4458 / 28.6	29.1	29.5	330 / 5212	J	WLW	-AM
2	WEBN -FM	AOR	237 / 9.2	9.0	7.2	8.2	9.3	8.4	3279 / 21.1	20.1	21.4	252 / 3536	H	WEBN	-FM
3	WUBE -FM	C	222 / 8.6	9.9	8.9	9.5	8.9	9.2	3015 / 19.4	18.8	18.2	254 / 3451	H	WUBE	-FM
4	WGRR -FM	O	153 / 5.9	5.5	5.5	5.3	5.1	5.6	2184 / 14.0	14.2	14.7	165 / 2366	G	WGRR	-FM
5	WKRO -FM	CHR	151 / 5.8	5.1	6.0	5.7	5.6	5.6	3397 / 21.8	19.0	19.0	166 / 3715	G	WKRO	-FM
6	WIZF -FM	B	138 / 5.3	5.4	6.6	5.9	5.9	5.8	1518 / 9.8	10.9	10.5	139 / 1523	D	WIZF	-FM
7	WRRM -FM	SAC	131 / 5.1	5.5	4.6	5.6	4.4	5.2	1972 / 12.7	12.3	12.0	135 / 2083	G	WRRM	-FM
8	WSAI -AM	ST	128 / 4.9	4.6	3.6	4.7	4.9	4.5	1153 / 7.4	7.1	8.0	131 / 1203	D	WSAI	-AM
9	WCKY -AM	T	125 / 4.8	4.5	5.4	4.6	4.9	4.8	1793 / 11.5	13.5	11.5	131 / 1943	G	WCKY	-AM
10	WVAE -FM	J	115 / 4.4	4.4	5.0	2.9	3.8	4.2	1654 / 10.6	10.2	13.0	119 / 1698	D	WVAE	-FM
11	WWNK -FM	AC	111 / 4.3	3.8	4.2	4.2	3.8	4.1	2212 / 14.2	11.7	12.0	115 / 2308	E	WWNK	-FM
12	WYGY -FM	C	88 / 3.4	3.3	3.7	3.4	3.6	3.5	1738 / 11.2	13.0	11.4	94 / 1939	E	WYGY	-FM
13	WOFX -FM	CL AOR	83 / 3.2	3.6	4.0	3.1	3.1	3.5	2026 / 13.0	14.5	12.1	97 / 2239	D	WOFX	-FM
14	WAKW -FM	REL	53 / 2.0	1.2	1.4	1.5	2.0	1.5	929 / 6.0	3.9	5.0	57 / 994		WAKW	-FM
15	WAQZ -FM	AOR-NR	46 / 1.8	2.6	2.2	1.9	2.2	2.1	1336 / 8.6	8.5	7.6	46 / 1336	C	WAQZ	-FM
16	WHKO -FM	C	31 / 1.2	0.9	1.1	1.0	0.8	1.0	696 / 4.5	3.9	3.7	74 / 1321		WHKO	-FM
17	WCIN -AM	B	28 / 1.1	0.9	0.9	1.4	1.0	1.1	380 / 2.4	2.3	2.9	28 / 380	A	WCIN	-AM

12+ FM Share (Metro): 74.16 % (1693 of 2283) (Spring 95: 71.30 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKRO-FM	1 WEBN-FM >>	1 WEBN-FM	1 WEBN-FM <	1 WLW-AM	1 WLW-AM >	1 WLW-AM	1 WLW-AM	1 WEBN-FM	1 WLW-AM >	1 WLW-AM
2 WEBN-FM <	2 WKRO-FM <	2 WUBE-FM <	2 WLW-AM <	2 WUBE-FM <	2 WUBE-FM	2 WEBN-FM <	2 WUBE-FM <	2 WLW-AM <	2 WEBN-FM	2 WUBE-FM
3 WIZF-FM >	3 WUBE-FM <	3 WLW-AM	3 WUBE-FM	3 WEBN-FM	WGRR-FM <	3 WUBE-FM >	3 WEBN-FM	3 WUBE-FM	3 WKRO-FM <	3 WCKY-AM
	4 WIZF-FM >	4 WKRO-FM <	4 WGRR-FM	4 WGRR-FM	4 WSAI-AM	4 WGRR-FM <	4 WRRM-FM <	4 WKRO-FM	4 WIZF-FM	4 WIZF-FM
	5 WLW-AM <	5 WIZF-FM <	5 WVAE-FM <	5 WRRM-FM <	5 WCKY-AM	5 WCKY-AM <	5 WCKY-AM <	5 WGRR-FM <	5 WUBE-FM	
	6 WYGY-FM	6 WGRR-FM <	6 WWNK-F	6 WVAE-FM <	6 WRRM-FM <	6 WRRM-FM <	6 WSAI-AM <	6 WIZF-FM	6 WGRR-FM	
		7 WRRM-FM	7 WRRM-FM <	7 WWNK-F	7 WVAE-FM	7 WWNK-F <	7 WGRR-FM <	7 WRRM-FM <		
		WWNK-F <	8 WKRO-FM <	8 WKRO-FM <			8 WVAE-FM <			
		9 WVAE-FM	9 WOFX-FM							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WEBN-FM	1 WKRO-FM	1 WKRO-FM	1 WUBE-FM <	1 WUBE-FM	1 WEBN-FM >	1 WEBN-FM >	1 WEBN-FM >	1 WEBN-FM >	1 WLW-AM
2 WIZF-FM <	2 WEBN-FM	2 WUBE-FM	2 WKRO-FM	2 WRRM-FM <	2 WIZF-FM >	2 WLW-AM	2 WLW-AM >	2 WLW-AM >	2 WEBN-FM >
3 WKRO-FM >	3 WUBE-FM	3 WWNK-F	3 WWNK-F <	3 WWNK-F <	3 WKRO-FM	3 WUBE-FM	3 WUBE-FM >	3 WUBE-FM	3 WUBE-FM
4 WUBE-FM >	WIZF-FM >	4 WEBN-FM <	4 WIZF-FM	4 WGRR-FM <	4 WUBE-FM	4 WIZF-FM	4 WYGY-FM	4 WGRR-FM <	4 WGRR-FM
5 WYGY-FM	5 WWNK-F	5 WIZF-FM	5 WEBN-FM <	5 WKRO-FM	WYGY-FM	5 WYGY-FM	WOFX-FM >	5 WOFX-FM	5 WOFX-FM <
	WWNK-F	6 WRRM-FM	WRRM-FM	6 WRRM-FM	WRRM-FM	6 WOFX-FM		6 WVAE-FM <	6 WVAE-FM >
	7 WYGY-FM	7 WOFX-FM	7 WGRR-FM	7 WIZF-FM	7 WAQZ-FM >	WKRO-FM			
			8 WVAE-FM	8 WLW-AM					

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	111 (1)	111 (1)	4.9 %	4.3 %	WKYN -AM SPRTS 1160 Florence, KY	0.5	/ 1.5
AOR/Classic/NR	0 (0)	392 (5)	392 (5)	17.2 %	18.6 %	WNKR -FM C 106.5 Williamstown, KY	0.4	/ 0.7
Black/Urban	28 (1)	147 (2)	175 (3)	7.7 %	7.9 %	WNLT -FM REL 104.3 Harrison	0.7	/ 2.2
CHR	0 (0)	174 (2)	174 (2)	7.6 %	7.2 %	WOXY -FM AOR-NR 97.7 Oxford	0.3	/ 1.6
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WSCH -FM C 99.3 Aurora, IN	0.3	/ 1.1
Country	0 (0)	380 (6)	380 (6)	16.6 %	15.6 %			
Full Service	284 (1)	0 (0)	284 (1)	12.4 %	14.8 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	115 (1)	115 (1)	5.0 %	0.5 %			
News/Talk	125 (1)	0 (0)	125 (1)	5.5 %	5.7 %			
Oldies	0 (0)	153 (1)	153 (1)	6.7 %	9.3 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	80 (3)	80 (3)	3.5 %	3.2 %			
Soft AC/EZ	0 (0)	141 (2)	141 (2)	6.2 %	5.4 %			
Sports	13 (1)	0 (0)	13 (1)	0.6 %	0.4 %			
Standards	140 (2)	0 (0)	140 (2)	6.1 %	6.1 %			
Totals	590 (6)	1693 (23)	2283 (29)					

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WFCJ	-FM	REL	93.7	Miamisburg		0.3	/ 1.5
WGTV	-FM	CHR	92.9	Eaton		0.9	/ 3.9
WLQT	-FM	SAC	99.9	Kettering		0.4	/ 1.5
WPFB	-FM	C	105.9	Middletown		0.8	/ 3.9
WPFB	-AM	ST	910	Middletown		0.5	/ 1.1
WROU	-FM	B	92.1	W. Carrollton		0.3	/ 1.5
WTUE	-FM	AOR	104.7	Dayton		0.7	/ 3.2

Consolidation Report	12+	25-54	Revenue
Chancellor WYGY-FM, WUBE-FM, WUBE-AM, WKYN-AM	22.2 %	13.9 %	16.0 %
Jacor WWNK-FM, WOFX-FM, WLW-AM, WEBN-FM, WCKY-AM	32.5 %	33.0 %	49.2 %
Local, SMA to Jacor WSAI-AM, WAQZ-FM, WAOZ-AM	6.7 %	3.4 %	4.6 %
	61.4 %	50.3 %	69.8 %

AM Stations

WCIN	1480	410 W/47 W	Black	\$<20.00	---		
WCKY	550	5 KW/1 KW (DA-2)	Talk	ABC, WW1, Talknt	\$103.00	Eastman	Jacor
WLW	700	50 KW	Talk/Full Service	ABC, AP	\$260.00	Eastman	Jacor
WSAI	1530	50 KW (DA-N)	Standards	Westwd, CBS	\$52.00	Eastman	

FM Stations

WAKW	93.3	50 KW @ 495	Religion	NA	---		
WAQZ	107.1	3 KW @ 300	AOR-New Rock	\$35.00	K & P		Milford
WEBN	102.7	17 KW @ 905	AOR	\$164.00	Banner	Jacor	
WGRR	103.5	10 KW @ 1037	Oldies	\$130.00	Mc-Guild	Dalton	Hamilton
WIZF	100.9	1.2 KW @ 508	Black	\$70.00	D & R	Blue Chip	Erlanger, KY
WKRQ	101.9	16 KW @ 874	CHR	ABC \$125.00	Katz	Jacor	
WOFX	92.5	15.8 KW @ 905	Classic AOR	NA	Eastman	Jacor	
WRRM	98.5	18 KW @ 808	Soft AC	\$101.00	MMR	Susquehanna	
WUBE	105.1	15 KW @ 920	Country	\$170.00	Christal	Chancellor	
WVAE	94.9	11 KW @ 1056	Jazz	\$72.00	Katz	Heritage	Fairfield
WWNK	94.1	32 KW @ 600	AC	ABC \$88.00	MMR	Jacor	
WYGY	96.5	19.5 KW @ 810	Country	\$76.00	Christal	Chancellor	Hamilton

Notes: Other Rated Stations: See Dayton . . . 3/96 Citicaster sold the following to Jacor: WKRQ-F for \$28,900,000; WWNK-F for \$16,600,000 . . . 3/96 WKYN (1160, Florence, KY) sold to Chancellor for \$1,300,000 . . . 3/96 All-sports format of WUBE-AM (1230) shifted to WKYN 1160; WUBE-AM adopts Standards format ("Retro Radio": Standards performed by current artists) . . . 5/96 WCIN vacated its transmitter site; now is diplexed into WTSJ-AM tower in Covington, KY . . . 8/96 Jacor agreed to divest itself of WKRQ-F to settle Dept. of Justice objections to Jacor's acquisition of Citicasters

CLEVELAND

Arbitron Rank: 22 **Pop (12+):** 1,759,300
MSA Rank: 20
MSA Pop: 2,220,000
DMA #: 13
Average Person Ratings: 17.6
Market TSL In Hours: 23.00

Stations: 27 / 23
Diaries: 2987 / 589:1/58.8 %
Sample Target: 3,080
% Below Line: 2.8
% Not Listed: 11
Pop per Station: 76,491

Last Year's Revenue: \$76,000,000
Household Income: \$45,939
Retail Dollars: \$20.5 Bil
#1 Biller: WMJI-F \$10,000,000
#1 Billing Portfolio:
 Nationwide duop+ \$24,700,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WGAR -FM	C	287 / 9.3	8.9	7.7	7.6	8.4	8.4	3186 / 18.1	16.3	16.7	375 / 4492	H WGAR -FM
2	WZAK -FM	B	242 / 7.8	9.0	8.0	8.2	8.1	8.3	2635 / 15.0	15.6	13.9	285 / 3435	H WZAK -FM
3	WRMR -AM	ST	204 / 6.6	5.7	6.3	5.8	5.8	6.1	1996 / 11.3	10.2	10.1	240 / 2500	C WRMR -AM
4	WMJI -FM	O	195 / 6.3	7.2	7.4	8.4	7.1	1.6	3412 / 19.4	19.5	18.7	285 / 4831	I WMJI -FM
5	WMMS -FM	AOR	186 / 6.0	4.8	5.8	6.2	5.7	4.2	2952 / 16.8	18.1	18.4	243 / 4494	G WMMS -FM
6	WNCX -FM	AOR/CL	176 / 5.7	6.6	5.8	6.2	5.7	6.1	2860 / 16.3	16.6	16.3	248 / 4192	H WNCX -FM
7	WDOK -FM	SAC	174 / 5.6	7.5	7.1	7.2	7.6	1.4	2586 / 14.7	18.9	17.6	261 / 3721	H WDOK -FM
8	WKNR -AM	SPRTS	161 / 5.2	2.7	4.9	4.8	4.2	4.4	3452 / 19.6	17.4	12.7	217 / 4698	D WKNR -AM
9	WQAL -FM	AC	158 / 5.1	5.0	5.2	5.4	6.1	5.2	3181 / 18.1	16.3	18.7	203 / 4146	F WQAL -FM
10	WZJM -FM	CHR	145 / 4.7	4.5	3.2	3.4	3.3	3.9	2853 / 16.2	13.7	13.5	163 / 3397	D WZJM -FM
11	WWWV -AM	T	142 / 4.6	4.9	3.9	3.7	4.5	4.3	2220 / 12.6	12.6	12.8	204 / 3274	E WWWV -AM
	WLTF -FM	AC	141 / 4.6	4.7	5.6	4.7	5.2	4.9	2142 / 12.2	14.9	16.0	173 / 2844	H WLTF -FM
13	WNWV -FM	J	109 / 3.5	3.5	4.0	3.9	4.0	3.7	1677 / 9.5	9.6	9.5	132 / 2146	D WNWV -FM
14	WCLV -FM	CL	79 / 2.6	3.0	2.6	2.9	2.9	2.8	1281 / 7.3	6.6	8.4	95 / 1528	D WCLV -FM
15	WENZ -FM	AOR-NR	65 / 2.1	2.1	2.2	3.2	2.0	2.4	1605 / 9.1	9.6	9.6	105 / 2696	C WENZ -FM
16	WJMO -AM	B/O	42 / 1.4	1.8	2.2	1.8	1.9	1.8	764 / 4.3	5.6	5.0	43 / 776	B WJMO -AM
	WABQ -AM	G	42 / 1.4	0.8	1.4	0.9	0.8	0.5	446 / 2.5	2.4	2.4	42 / 449	A WABQ -AM
18	WONE -FM	AOR	36 / 1.2	1.4	1.2	1.6	1.1	1.4	971 / 5.5	5.1	4.7	153 / 2864	WONE -FM

12+ FM Share (Metro): 74.89 % (2058 of 2748) (Spring 95: 77.95 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZAK-FM	1 WMMS-FM	1 WZAK-FM <	1 WNCX-FM <	1 WGAR-FM <	1 WRMR-A <	1 WMJI-FM <	1 WGAR-FM >	1 WGAR-FM	1 WKNR-AM >	1 WGAR-FM
2 WZJM-FM	2 WZAK-FM <	2 WGAR-FM <	WGAR-FM	2 WMJI-FM	2 WGAR-FM	2 WNCX-FM <	2 WDOK-FM <	2 WZAK-FM	2 WZAK-FM	2 WZAK-FM
3 WMMS-FM >	3 WNCX-FM <	3 WNCX-FM	3 WZAK-FM <	3 WNCX-FM <	3 WMJI-FM	3 WGAR-FM	3 WRMR-A <	3 WRMR-A <	3 WZJM-FM <	3 WNWV-F
	4 WGAR-FM	4 WMMS-FM	4 WMJI-FM	4 WZAK-FM	4 WDOK-FM <	4 WZAK-FM <	4 WWWV-A	4 WOOK-FM <	4 WMMS-FM	
	5 WZJM-FM	5 WMJI-FM <	5 WQAL-FM <	5 WQAL-FM <	5 WKNR-AM <	5 WRMR-A <	WZAK-FM <	5 WMMS-FM <	5 WGAR-FM >	
	6 WQAL-FM >	6 WQAL-FM	6 WLTF-FM	6 WLTF-FM	6 WWWV-A	6 WQAL-FM <	6 WMJI-FM <	6 WZJM-FM <		
		7 WLTF-FM		7 WDDK-FM		7 WMMS-FM <	7 WQAL-FM <	7 WMJI-FM <		
						8 WOOK-FM	8 WLTF-FM <	8 WLTF-FM <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZAK-FM	1 WZAK-FM <	1 WGAR-FM <	1 WZAK-FM	1 WLTF-FM <	1 WMMS-FM >	1 WMMS-FM <	1 WNCX-FM	1 WNCX-FM	1 WNCX-FM
2 WGAR-FM	2 WGAR-FM	2 WZAK-FM	2 WGAR-FM <	2 WZAK-FM <	2 WNCX-FM	2 WNCX-FM >	2 WMMS-FM >	2 WMMS-FM	2 WMJI-FM <
	WMMS-FM <	3 WQAL-FM	3 WQAL-FM >	3 WQAL-FM <	3 WZJM-FM	3 WZAK-FM	3 WZAK-FM	3 WGAR-FM <	3 WGAR-FM <
4 WZJM-FM >	4 WZJM-FM <	4 WDOK-FM	4 WLTF-FM	WQAL-FM <	4 WZAK-FM	4 WZJM-FM	4 WKNR-AM	4 WMJI-FM <	4 WKNR-AM
5 WQAL-FM >	5 WMMS-FM >	5 WLTF-FM <	5 WMJI-FM <	5 WMJI-FM <	5 WENZ-FM	5 WGAR-FM	5 WGAR-FM <	5 WZAK-FM <	5 WMMS-FM <
	6 WDOK-FM <	6 WZJM-FM <	6 WDDK-FM	6 WDDK-FM >	6 WGAR-FM >	6 WENZ-FM <	6 WZJM-FM <	6 WKNR-AM >	6 WWWV-A <
	7 WNCX-FM <	7 WMMS-FM <				7 WKNR-AM	7 WENZ-FM		7 WZAK-FM >

CLEVELAND

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	316 (3)	316 (3)	11.5 %	12.7 %	WELW -AM	? 1330	Willoughby	0.4 / 1.4
AOR/Classic/NR	0 (0)	463 (4)	463 (4)	16.9 %	17.0 %	WEOL -AM	ST 930	Elyria	0.8 / 2.8
Black/Urban	56 (2)	242 (1)	298 (3)	10.9 %	11.2 %	WERE -AM	N/T 1300	Cleveland	0.7 / 3.5
CHR	0 (0)	145 (1)	145 (1)	5.3 %	4.6 %	WHK -AM	SPRTS 1420	Cleveland	0.8 / 2.8
Classical	0 (0)	79 (1)	79 (1)	2.9 %	3.3 %	WJTB -AM	B 1040	N. Ridgeville	0.5 / 1.0
Country	0 (0)	319 (3)	319 (3)	11.7 %	9.9 %	WZLE -FM	REL 104.9	Lorain	0.5 / 1.9
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %	Other Rated Stations--Outside Market			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKDD -FM	CHR/AC 96.5	Akron	0.6 / 3.6
Jazz	0 (0)	109 (1)	109 (1)	4.0 %	4.5 %	WKKY -FM	C 104.7	Geneva	0.4 / 1.2
News/Talk	163 (2)	0 (0)	163 (2)	6.0 %	6.6 %	WQMX -FM	C 94.9	Medina	0.6 / 3.0
Oldies	0 (0)	195 (1)	195 (1)	7.1 %	7.9 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	42 (1)	16 (1)	58 (2)	2.1 %	1.3 %				
Soft AC/EZ	0 (0)	174 (1)	174 (1)	6.4 %	8.5 %				
Sports	187 (2)	0 (0)	187 (2)	6.8 %	5.1 %				
Standards	230 (2)	0 (0)	230 (2)	8.4 %	6.5 %				
Totals	678 (9)	2058 (17)	2736 (26)						

Consolidation Report	12+	25-54	Revenue
Clear Channel WNCX-FM, WERE-AM, WENZ-FM	8.5 %	10.6 %	12.8 %
Nationwide, pend. WMMS-FM, WMJI-FM, WGAR-FM	21.6 %	22.9 %	32.5 %
Zapls WZJM-FM, WZAK-FM, WJMO-AM	13.9 %	12.6 %	14.7 %
	44.0 %	46.1 %	60.0 %

AM Stations

WABQ	1540	1 KW (Days)	Gospel	AURN	\$22.00	---	
WERE	1300	5 KW (DA-1)	Talk	CNN, Westwd	\$39.00	Mc-Guild	Clear Channel
WHK	1420	5 KW (DA-N)	Sports	Westwd	\$43.00	Katz	Salem
WJMO	1490	1 KW	Black/Oldies	ABC	\$32.00	D&R	Zapls
WKNR	1220	50 KW (DA-1)	Sports	ABC, CBS	\$51.00	CBS	
WRMR	850	10 KW/5 KW (DA-2)	Standards	CNN	\$50.00	MMR/Espanol	
WWWE	1100	50 KW	News/Talk	ABC, AP	\$68.00	Christal	Secret

FM Stations

WCLV	96.5	31 KW @ 620	Classical		\$65.00	CMBS	
WDOK	102.1	12 KW @ 1005	Soft AC		\$149.00	MMR/Espanol	
WENZ	107.9	16 KW @ 892	CHR-New Rock	Source, Westwd	\$54.00	Mc-Guild	Clear Channel
WGAR	99.5	50 KW @ 500	Country		\$159.00	Mc-Guild	Nationwide
WLTF	106.5	12 KW @ 1037	AC	AP	\$145.00	Christal	Secret
WMJI	105.7	16 KW @ 1129	Oldies	Westwd	\$181.00	Katz	Nationwide
WMMS	100.7	34 KW @ 600	AOR-New Rock	Westwd, Source	\$140.00	Katz	Nationwide
WNCX	98.5	16 KW @ 961	Classic AOR	ABC, Westwd	\$146.00	Mc-Guild	Clear Channel
WNWV	107.3	50 KW @ 466	Jazz	CBS	\$47.00	Torbet	Elyria
WQAL	104.1	11 KW @ 1060	AC/CHR	Westwd	\$90.00	Banner	Fairfield/ML
WZAK	93.1	28 KW @ 623	Black	ABC	\$146.00	D & R	Zapls
WZJM	92.3	40 KW @ 548	CHR	ABC	\$50.00	D & R	Zapls

Notes: 3/96 WENZ-F sold by Ardman to Clear Channel \$6,000,000 (Blackburn) . . . 4/96 WMJI-F and WMMS-F sold by OmniAmerica to Nationwide for \$87,000,000 (Est.) (Star, Crister) . . . WHK sold by OmniAmerica to Salem for \$6,500,000 . . . 7/96 WWWE changed to WTAM, but remained Talk (after the Spring Survey) . . .

COLORADO SPRINGS

Arbitron Rank: 98 Pop (12+): 382,400	Stations: 24 / 17	Last Year's Revenue: \$14,400,000
MSA Rank: 105	Diarles 1294 / 296:1/59.4 %	Household Income: \$41,027
MSA Pop: 473,000	Sample Target: 1,360	Retail Dollars: \$4.7 Bil
DMA # 97 (w/Pueblo)	% Below Line: 10.7	#1 Biller: KKCS-AF \$3,400,000
Average Person Ratings: 15	% Not Listed: 14.5	#1 Billing Portfolio:
Market TSL In Hours: 19.75	Pop per Station: 22,494	Triathlon duop \$3,800,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KKMG -FM	CHR	62 / 10.8	8.6	8.4	8.0	9.2	9.0 950 / 24.8	24.8	21.5	88 / 1366	C KKMG -FM
2	KKFM -FM	AOR/CL	54 / 9.4	9.4	8.6	8.2	9.7	8.9 742 / 19.4	17.8	21.8	82 / 1085	D KKFM -FM
3	KKCS -AF	C	51 / 8.9	9.4	12.2	9.1	12.0	9.9 674 / 17.6	20.8	22.6	64 / 922	E KKCS -AF
4	KILO -FM	AOR	47 / 8.2	7.8	6.1	8.0	5.6	7.5 585 / 15.3	14.8	14.1	60 / 833	C KILO -FM
5	KSPZ -FM	O	37 / 6.5	6.2	5.2	6.2	5.6	6.0 631 / 16.5	14.0	16.8	46 / 794	C KSPZ -FM
6	KKLI -FM	SAC	35 / 6.1	5.9	5.9	4.6	5.1	5.6 493 / 12.9	12.9	12.6	40 / 581	C KKLI -FM
	KVOR -AM	N/T	35 / 6.1	4.8	5.9	6.6	6.9	5.9 492 / 12.9	14.7	15.4	35 / 507	B KVOR -AM
8	KVUU -FM	AC	28 / 4.9	3.8	5.9	4.1	5.1	4.7 570 / 14.9	17.4	15.6	37 / 751	C KVUU -FM
9	KOA -AM	T/FS	23 / 4.0	4.0	4.2	4.6	3.6	4.2 428 / 11.2	12.1	11.3	43 / 694	KOA -AM
10	KRDO -FM	SAC	22 / 3.8	3.2	3.5	3.0	3.6	3.4 372 / 9.7	12.4	11.5	30 / 529	B KRDO -FM
11	KCCY -FM	C	20 / 3.5	4.3	2.5	4.6	3.1	3.7 427 / 11.2	10.2	9.1	65 / 983	A KCCY -FM
12	KCMN -AM	ST	15 / 2.6	2.6	2.2	1.8	3.8	2.3 146 / 3.8	3.6	4.3	15 / 146	A KCMN -AM
13	KIKX -FM	O-70s	14 / 2.4	2.6	2.9	2.8	3.3	2.7 272 / 7.1	8.9	10.4	18 / 340	A KIKX -FM

12+ FM Share (Metro): 82.24 % (403 of 490) (Spring 95: 79.92 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKMG-FM >	1 KKFM-FM <	1 KKFM-FM	1 KKFM-FM >	1 KKFM-FM	1 KVOR-AM <	1 KKFM-FM	1 KKCS-AF <	1 KKCS-AF <	1 KKMG-FM >	1 KKMG-FM
2 KILO-FM >	2 KKMG-FM <	2 KKMG-FM <	2 KKCS-AF	2 KKCS-AF >	KKCS-AF	2 KKMG-FM <	2 KKMG-FM	2 KKMG-FM	2 KILO-FM	2 KILO-FM
3 KILO-FM >	3 KILO-FM	3 KILO-FM <	3 KILO-FM <	3 KILO-FM <	3 KSPZ-FM	3 KKCS-AF	KKFM-FM	KILO-FM <	3 KKFM-FM	3 KKLI-FM
4 KKCS-AF	4 KKCS-AF >	4 KKMG-FM	4 KKMG-FM	4 KKMG-FM	4 KKLI-FM	4 KVOR-AM <	4 KILO-FM <	4 KKFM-FM	4 KOA-AM <	
5 KVUU-FM	5 KSPZ-FM <	5 KSPZ-FM	KSPZ-FM	5 KKFM-FM <	5 KILO-FM	5 KVOR-AM	5 KSPZ-FM	5 KSPZ-FM	5 KKCS-AF	
6 KCCY-FM	6 KVUU-FM	6 KKLI-FM	6 KKLI-FM	6 KOA-AM	6 KKLI-FM <	6 KKLI-FM	6 KKLI-FM <	6 KKLI-FM <	6 KSPZ-FM	
	KKLI-FM	7 KKLI-FM	KVUU-FM	7 KVUU-FM	7 KSPZ-FM	7 KSPZ-FM	7 KSPZ-FM	7 KVUU-FM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKMG-FM >	1 KKMG-FM >	1 KKMG-FM	1 KKMG-FM <	1 KKCS-AF		1 KILO-FM >	1 KKFM-FM >	1 KKFM-FM	1 KKFM-FM	1 KKFM-FM >
2 KILO-FM	2 KKCS-AF	2 KKCS-AF	2 KKCS-AF	2 KKLI-FM		2 KKMG-FM	KILO-FM	2 KILO-FM >	2 KILO-FM >	2 KILO-FM
3 KKCS-AF	3 KVUU-FM	KKFM-FM	3 KKLI-FM	3 KKMG-FM <		3 KKFM-FM >	3 KKMG-FM >	3 KKMG-FM >	3 KKMG-FM	3 KKCS-AF
KVUU-FM >	4 KKFM-FM	4 KVUU-FM	4 KVUU-FM <	KKFM-FM		4 KSPZ-FM >	4 KKCS-AF	4 KKCS-AF >	4 KKCS-AF	4 KSPZ-FM <
KKLI-FM	KKLI-FM	5 KCCY-FM	5 KKFM-FM <	5 KSPZ-FM					5 KSPZ-FM >	5 KKMG-FM
	6 KILO-FM	KKLI-FM >	6 KSPZ-FM <	KVUU-FM						
	KCCY-FM >		7 KRDO-FM	7 KRDO-FM						

COLUMBIA, SC

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	48 (2)	48 (2)	8.0 %	8.5 %	WCOS -AM	SPRTS 1400 Columbia	1.2	/ 2.9
AOR/Classic/NR	0 (0)	84 (3)	84 (3)	14.0 %	10.4 %	WISW -AM	N 1320 Columbia	0.9	/ 5.6
Black/Urban	0 (0)	152 (2)	152 (2)	25.3 %	31.5 %	WKWQ -FM	G 93.1 Batesburg	0.7	/ 2.7
CHR	0 (0)	58 (1)	58 (1)	9.7 %	10.6 %	WTGH -AM	REL 620 Cayce	0.9	/ 2.4
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Other Rated Stations--Outside Market		Metro Share	Cume Rating
Country	0 (0)	91 (2)	91 (2)	15.1 %	18.0 %	WBBQ -FM	AC 104.3 Augusta, GA	0.4	/ 1.9
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WRXR -FM	AOR 96.3 Aiken	0.4	/ 1.0
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
News/Talk	33 (2)	0 (0)	33 (2)	5.5 %	6.7 %				
Oldies	11 (1)	35 (1)	46 (2)	7.7 %	4.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	6 (1)	34 (2)	40 (3)	6.7 %	1.7 %				
Soft AC/EZ	0 (0)	41 (1)	41 (1)	6.8 %	1.7 %				
Sports	8 (1)	0 (0)	8 (1)	1.3 %	0.0 %				
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Totals:	58 (5)	543 (14)	601 (19)						

Consolidation Report	12+	25-54	Revenue
Benchmark WVOC-AM, WHKZ-FM, WCOS-FM, WCOS-AM	18.4 %	17.0 %	30.6 %
Bloomington WTCB-FM, WOMG-FM, WISW-AM	12.6 %	15.3 %	22.5 %
Clear Channel WWDM-FM, WARQ-FM	24.8 %	25.4 %	23.1 %
Local WOIC-AM, WNOK-FM, WMFX-FM	17.4 %	17.9 %	17.9 %
	73.1 %	75.6 %	94.1 %

AM Stations

WISW	1320	5 KW/2.5 KW (DA-2)	News	AP	NA	Christal	
WOIC	1230	1 KW	Black/Oldies	AURN, ABC, SMN	\$<20.00	Katz	WMFX owner
WTGH	620	1 KW/125 W	Gospel	AURN	\$14.00	---	Willis
WVOC	560	5 KW (DA-N)	News/Talk	Westwd, CNN	\$30.00	Banner	Benchmark

FM Stations

WARQ	93.5	2.8 KW @ 443	AOR		\$24.00	Banner	Clear Channel
WCOS	97.5	100 KW @ 983	Country	ABC	\$68.00	Mc-Guild	Benchmark
WFMV	95.3	3 KW @ 328	Gospel	CNN	\$<20.00	---	S. Ccngaree
WHKZ	96.7	3.3 KW @ 443	Country		\$25.00	Katz	Benchmark
WLXC	98.5	6 KW @ 328	Black		NA		Lexington
WMFX	102.3	6 KW @ 328	AOR/Classic		\$33.00	D&R	St. Andrews
WNOK	104.7	100 KW @ 1004	CHR	ABC	\$42.00	Mc-Guild	WMFX owner
WOMG	103.1	3 KW @ 300	Oldies		\$28.00		Bloomington
WSCQ	100.1	5.9 KW @ 330	EZ/Standards	CBS	\$22.00	Eastman	W. Columbia
WTCB	106.7	100 KW @ 787	AC		\$59.00	Christal	Bloomington
WWDM	101.3	100 KW @ 1322	Black	ABC, Westwd	\$71.00	Banner	Clear Channel
							Sumter

Notes: 3/96 WLXC-F changes from Sports to B . . . 5/96 Radio Equity sold these stations to Clear Channel: WARQ-F for \$3,000,000; WWDM-F for \$17,500,000

COLUMBUS, GA

Arbltron Rank: 163	Pop (12+): 209,100	Stations: 15 / 14	Last Year's Revenue: \$8,100,000
MSA Rank: 166		Diaries 598 / 350:1/46.2 %	Household Income: \$33,678
MSA Pop: 279,000		Sample Target: 640	Retail Dollars: \$2.4 Bil
DMA #: 125		% Below Line: 1.5	#1 Biller: WVRK-F \$1,350,000
Average Person Ratings: 16.2		% Not Listed: 9.7	#1 Billing Portfolio: McClure duop \$2,485,000
Market TSL In Hours: 22.00		Pop per Station: 14,936	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	4 Book Avg	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1 WFXE -FM	B	53 / 15.7	0.0	19.4	0.0	15.0	8.8	513 / 24.5	31.4	27.4	64 / 716	B WFXE -FM
2 WVRK -FM	AOR	36 / 10.6	0.0	12.4	0.0	8.7	6.0	466 / 22.3	18.4	16.7	60 / 810	C WVRK -FM
WAGH -FM	B/AC	36 / 10.6	0.0	11.5	0.0	8.7	5.5	424 / 20.3	18.6	22.4	42 / 568	B WAGH -FM
4 WKCN -FM	C	34 / 10.0	0.0	11.8	0.0	11.1	5.5	399 / 19.1	21.2	18.7	49 / 605	C WKCN -FM
5 WGSY -FM	AC	28 / 8.3	0.0	8.3	0.0	12.0	4.1	455 / 21.8	22.9	25.0	40 / 633	C WGSY -FM
6 WCGQ -FM	AC/CHR	22 / 6.5	0.0	4.1	0.0	6.3	1.6	298 / 14.3	13.0	18.4	46 / 602	B WCGQ -FM
7 WOKS -AM	B/O	20 / 5.9	0.0	4.1	0.0	6.6	2.5	240 / 11.5	10.2	11.7	20 / 264	A WOKS -AM
8 WSTH -FM	C	18 / 5.3	0.0	4.5	0.0	7.5	2.5	249 / 11.9	13.0	17.4	57 / 742	C WSTH -FM
WEAM -AM	G	18 / 5.3	0.0	2.5	0.0	2.4	2.0	165 / 7.9	5.9	4.7	21 / 209	A WEAM -AM
10 WRCG -AM	T	15 / 4.4	0.0	5.4	0.0	6.0	2.5	214 / 10.2	9.3	12.9	18 / 251	B WRCG -AM

12+ FM Share (Metro): 79.41 % (243 of 306) (Spring 95: 85.40 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFXE-FM >	1 WFXE-FM	1 WFXE-FM	1 WFXE-FM	1 WFXE-FM	1 WAGH-FM	1 WFXE-FM	1 WKCN-FM <	1 WFXE-FM	1 WFXE-FM >	1 WFXE-FM >
2 WVRK-FM >	2 WVRK-FM	2 WVRK-FM	2 WAGH-FM	2 WAGH-FM	2 WGSY-FM	2 WVRK-FM	2 WFXE-FM	2 WVRK-FM <	2 WVRK-FM	2 WAGH-FM
3 WKCN-FM	3 WAGH-FM	3 WVRK-FM	3 WVRK-FM	3 WVRK-FM	WOKS-AM <	3 WAGH-FM <	3 WCGQ-FM <	3 WAGH-FM <	3 WAGH-FM >	3 WKCN-FM
4 WAGH-FM	4 WKCN-FM	4 WCGQ-FM	4 WCGQ-FM <	4 WKCN-FM	4 WKCN-FM	4 WGSY-FM <	4 WVRK-FM <	4 WKCN-FM	4 WKCN-FM	
			5 WGSY-FM			5 WKCN-FM	5 WAGH-FM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFXE-FM	1 WFXE-FM >	1 WFXE-FM >	1 WFXE-FM >	1 WFXE-FM <	1 WVRK-FM	1 WVRK-FM	1 WFXE-FM	1 WVRK-FM	1 WVRK-FM
WKCN-FM >	2 WGSY-FM	2 WAGH-FM	2 WCGQ-FM <	2 WCGQ-FM	2 WFXE-FM >	2 WFXE-FM >	WVRK-FM >	2 WFXE-FM >	2 WAGH-FM
3 WVRK-FM >	WVRK-FM	WGSY-FM >	3 WAGH-FM	3 WAGH-FM <	3 WKCN-FM >	3 WKCN-FM	3 WAGH-FM	3 WKCN-FM	WFXE-FM
4 WAGH-FM >		WCGQ-FM	4 WGSY-FM	4 WGSY-FM		4 WAGH-FM >	WKCN-FM >	WAGH-FM >>	4 WKCN-FM >

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	50 (2)	50 (2)	16.3 %	14.2 %
AOR/Classic/NR	0 (0)	36 (1)	36 (1)	11.8 %	14.2 %
Black/Urban	20 (1)	96 (4)	116 (5)	37.9 %	41.6 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	52 (2)	52 (2)	17.0 %	15.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	15 (1)	0 (0)	15 (1)	4.9 %	6.2 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	23 (2)	9 (1)	32 (3)	10.5 %	4.4 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	5 (1)	0 (0)	5 (1)	1.6 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	63 (5)	243 (10)	306 (15)		

Other Rated Stations				Metro Share	Cume Rating
WDAK -AM	SPRTS	540	Columbus	1.5 / 4.1	
WKZJ -FM	B/AC	95.7	Greenville, GA	0.6 / 1.7	
WPNX -AM	G	1460	Phenix City, AL	1.5 / 3.4	
WVJ -FM	REL	93.3	Manchester, GA	2.7 / 7.9	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WZHT -FM	B	105.7	Troy, AL	1.5 / 4.7	

COLORADO SPRINGS

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	28 (1)	28 (1)	5.7 %	6.7 %	KBIQ -FM	REL 96.1	Colorado Springs	1.2 / 4.3
AOR/Classic/NR	0 (0)	101 (2)	101 (2)	20.6 %	18.3 %	KGFT -FM	REL 100.7	Pueblo	0.9 / 5.3
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KHII -FM	C 105.5	Security	1.0 / 4.8
CHR	0 (0)	69 (2)	69 (2)	14.1 %	11.0 %	KRDO -AM	N/T 1240	Colorado Springs	1.4 / 5.2
Classical	0 (0)	3 (1)	3 (1)	0.6 %	0.4 %	KTWK -AM	ST 740	Colorado Springs	0.3 / 1.9
Country	1 (1)	76 (3)	77 (4)	15.7 %	23.2 %	Other Rated Stations--Outside Market			
Full Service	23 (1)	0 (0)	23 (1)	4.7 %	0.0 %	KDZA -FM	O 107.9	Pueblo	0.7 / 2.8
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KHIH -FM	J 95.7	Denver	0.3 / 0.9
Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %	KHOW -AM	T 630	Denver	0.5 / 2.0
News/Talk	46 (3)	0 (0)	46 (3)	9.4 %	13.8 %	KJMN -FM	CHR 92.1	Castle Rock	1.2 / 1.8
Oldies	0 (0)	55 (3)	55 (3)	11.2 %	6.7 %	KVOD -FM	CL 92.5	Greeley	0.5 / 1.3
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	12 (2)	12 (2)	2.4 %	3.9 %				
Soft AC/EZ	0 (0)	57 (2)	57 (2)	11.6 %	10.4 %				
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %				
Standards	17 (2)	0 (0)	17 (2)	3.5 %	5.1 %				
Totals	87 (7)	403 (17)	490 (24)						

Consolidation Report	12+	25-54	Revenue
Citadel KKMG-FM, KKFM-FM	20.2 %	20.2 %	24.0 %
Local KCMN-AM, KCBR-AM	2.6 %	0.9 %	1.4 %
Triathlon KVUU-FM, KVOR-AM, KTWK-AM, KSPZ-FM	17.8 %	15.9 %	26.0 %
	40.7 %	37.0 %	51.4 %

AM Stations

KCMN	1530	1 KW (Days)	Standards	CNN, Westwd	\$<20.00	---	
KRDO	1240	1 KW	Sports/Talk	ABC, 1 On 1	\$12.00	D&R	
KTWK	740	3.3 KW/1.5 KW(DA-2)	Talk		\$15.00	Katz	Triathlon
KVOR	1300	5 KW/1 KW	News/Talk	ABC, CBS, CNN	\$25.00	Katz	Triathlon

FM Stations

KBIQ	96.1	500 W @ 2014	Religion		\$<20.00	Salem	Salem	Fountain
KGFT	100.7	13 KW @ 2123	Religion		\$19.00	Salem	Salem	Pueblo
KHII	105.5	400 KW @ 2228	Country		\$17.00	D&R		Security
KIKX	102.7	100 KW @ 2000	Oldies 70's	Westwd	\$<20.00	Torbet		
KILO	94.3	83 KW @ 2110	AOR		\$32.00	Eastman	Bahakel	
KKCS	101.9	72 KW @ 2280	Country		\$67.00	Torbet	Walton	
KKFM	98.1	71 KW @ 2290	AOR-Classic		\$52.00	Mc-Guild	Citadel	
KKLI	106.3	1.6 KW @ 2224	Soft AC		\$29.00	D&R	Citadel	Widefield
KKMG	98.9	70 KW @ 2300	CHR		\$30.00	Christal	Citadel	Pueblo
KRDO	95.1	96 KW @ 2010	EZ/Soft AC	ABC	\$21.00	D&R		
KSPZ	92.9	72 KW @ 2130	Oldies	Westwd	\$36.00	Katz	Triathlon	
KVUU	99.9	68 KW @ 2000	AC/CHR		\$30.00	Katz	Triathlon	Pueblo

Notes: Other rated stations -- See Denver or Pueblo . . . 6/96 KKLI-F sold by Tippie to Citadel for \$3,800,000 (Whitley) . . . KTWK reclassified as Standards . . .

COLUMBIA SC

Arbltron Rank: 88 Pop (12+): 412,300 Stations: 19 / 17 Last Year's Revenue: \$17,300,000
 MSA Rank: 101 Diaries 1459 / 283:1/ 52.9 % Household Income: \$44,151
 MSA Pop: 495,000 Sample Target: 1,450 Retail Dollars: \$4.5 bil
 DMA # 89 % Below Line: 0.8 #1 Biller: WWDM-F \$3,300,000
 Average Person Ratings: 16.6 % Not Listed: 12.1 #1 Billing Portfolio:
 Market TSL in Hours: 22.25 Pop per Station: 24,253 Benchmark duop \$5,300,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WWDM -FM	B	139 / 20.3	15.8	19.0	20.1	17.6	18.8	1068 / 25.9	25.6	24.3	232 / 1949	E WWDM -FM
2	WCOS -FM	C	72 / 10.5	12.1	9.2	9.9	11.9	10.4	863 / 20.9	19.8	21.8	150 / 1662	E WCOS -FM
3	WNOK -FM	CHR	58 / 8.5	7.9	7.3	8.0	9.1	7.9	911 / 22.1	21.2	22.8	89 / 1420	C WNOK -FM
4	WMFX -FM	AOR/JCL	50 / 7.3	6.6	4.8	5.1	4.3	5.9	648 / 15.7	15.0	15.3	55 / 741	C WMFX -FM
5	WTCB -FM	AC	45 / 6.6	7.5	7.8	6.8	7.4	7.2	565 / 13.7	15.9	17.1	58 / 810	D WTCB -FM
6	WSCQ -FM	EZ/SAC	41 / 6.0	6.3	6.9	5.7	6.7	6.2	472 / 11.4	12.8	11.0	44 / 529	B WSCQ -FM
7	WOMG -FM	O	35 / 5.1	4.6	3.6	4.2	4.2	4.4	527 / 12.8	11.8	11.8	41 / 672	C WOMG -FM
8	WARQ -FM	AOR	31 / 4.5	5.5	6.2	7.3	4.6	5.9	624 / 15.1	14.2	12.8	36 / 728	B WARQ -FM
9	WFMV -FM	G	29 / 4.2	7.2	5.5	5.6	5.6	5.6	434 / 10.5	11.1	11.9	31 / 466	A WFMV -FM
10	WVOC -AM	N/T	27 / 3.9	4.3	6.1	3.9	4.8	4.6	470 / 11.4	16.0	11.1	32 / 545	C WVOC -AM
11	WHKZ -FM	C	19 / 2.8	3.9	3.1	3.9	3.5	3.4	341 / 8.3	9.3	9.9	19 / 405	B WHKZ -FM
12	WLXC -FM	B	13 / 1.9	1.6	1.6	0.3	0.3	1.4	171 / 4.1	5.4	2.8	15 / 198	WLXC -FM
13	WOIC -AM	O	11 / 1.6	1.5	2.0	1.2	2.7	1.6	147 / 3.6	4.4	5.2	11 / 147	A WOIC -AM

12+ FM Share (Metro): 90.35 % (543 of 601) (Spring 95: 90.94 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >
2 WARQ-FM	2 WNOK-FM >	2 WNOK-FM <	2 WCOS-FM <	2 WCOS-FM	2 WCOS-FM	2 WCOS-FM	2 WCOS-FM <	2 WCOS-FM	2 WCOS-FM	2 WCOS-FM
3 WNOK-FM	3 WMFX-FM	3 WCOS-FM	3 WMFX-FM <	3 WMFX-FM <	3 WSCQ-FM	3 WMFX-FM	3 WNOK-FM	3 WNOK-FM	3 WNOK-FM	3 WOMG-F
4 WCOS-FM	4 WCOS-FM	WMFX-FM	4 WTCB-FM	4 WTCB-FM	4 WTCB-FM <	4 WSCQ-FM <	4 WTCB-FM	4 WMFX-FM	4 WARQ-FM	
	5 WARQ-FM	5 WTCB-FM >	5 WNOK-FM >	5 WNOK-FM	5 WOMG-F	5 WNOK-FM <	5 WVOC-AM <	5 WTCB-FM >		
	6 WTCB-FM >			6 WOMG-F	6 WVOC-AM <	6 WTCB-FM >	6 WMFX-FM	6 WOMG-F		
					7 WMFX-FM					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WWDM-F	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >	1 WWDM-F >
2 WNOK-FM >	2 WNOK-FM >	2 WNOK-FM >	2 WTCB-FM <	2 WTCB-FM	2 WNOK-FM	2 WMFX-FM <	2 WMFX-FM	2 WMFX-FM	2 WMFX-FM
3 WARQ-FM	3 WTCB-FM	3 WCOS-FM	3 WNOK-FM	3 WCOS-FM	3 WMFX-FM >	3 WNOK-FM	3 WNOK-FM	3 WCOS-FM	3 WCOS-FM >
	4 WCOS-FM	WTCB-FM	4 WCOS-FM >	4 WNOK-FM	4 WCOS-FM	4 WCOS-FM	4 WCOS-FM	4 WNOK-FM >	4 WNOK-FM <
5 WMFX-FM	5 WARQ-FM		5 WFMV-FM	5 WOMG-F <	5 WARQ-FM	5 WARQ-FM >	5 WARQ-FM	5 WARQ-FM	5 WTCB-FM <
6 WFMV-FM	WMFX-FM		WMFX-FM	6 WFMV-FM	6 WHKZ-FM		6 WVOC-AM >		6 WDMG-F
WCOS-FM >									WVOC-AM

COLUMBUS, GA

Consolidation Report	12+	25-54	Revenue
McClure WCGQ-FM, WKN-FM, WRCG-AM	20.9 %	20.0 %	29.2 %
	20.9 %	20.0 %	29.2 %

AM Stations

WEAM	1580	2.3 KW/1 KW (DA-N)	Gospel	USA	\$8.00 ---	Buck
WOKS	1340	1 KW	Black Oldies	AURN	NA Katz	Davis
WRCG	1420	5 KW (DA-N)	Talk	CBS, ABC, WW1	\$14.00 Christal	McClure

FM Stations

WAGH	98.3	6 KW @ 328	Black AC	SMN	\$18.00 K&P		Ft. Mitchell, AL
WCGQ	107.3	100 KW @ 1010	AC/CHR	ABC	\$19.00 Christal	McClure	
WFXE	104.9	6 KW @ 289	Black	ABC	\$25.00 Katz	Davis	
WGSY	100.1	6 KW @ 328	AC		\$30.00 Torbet	Woodfin	Phenix City, AL
WKN	99.3	50 KW @ 492	Country		\$22.00 D&R	McClure	Lumpkin, GA
WSTH	106.1	85 KW @ 1047	Country	ABC, Westwd	\$34.00 Katz		Alexander City, AL
WVRK	102.9	100 KW @ 1521	AOR	ABC, Westwd	\$30.00 Mc-Guild		

Notes:

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

COLUMBUS OH

Arbitron Rank: 32 Pop (12+): 1,223,900	Stations: 28 / 26	Last Year's Revenue: \$60,000,000
MSA Rank: 38	Diaries 2454 / 499:1/56.3 %	Household Income: \$48,166
MSA Pop: 1,450,000	Sample Target: 2,440	Retail Dollars: \$16.8 Bil
DMA #: 34	% Below Line: 1.2	#1 Biller: WSNY-F \$9,400,000
Average Person Ratings: 14.6	% Not Listed: 13.4	#1 Billing Portfolio: Jacor duop+ \$22,200,000
Market TSL in Hours: 19.50	Pop per Station: 47,073	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WSNY -FM	AC	152 / 8.5	6.9	6.4	5.5	7.3	6.8	2366 / 19.3	15.8	18.6	165 / 2748	H WSNY -FM
2	WCOL -FM	C	145 / 8.1	9.3	8.7	7.7	8.9	8.4	2100 / 17.2	16.7	17.0	159 / 2422	G WCOL -FM
3	WNCI -FM	CHR	137 / 7.7	7.8	8.9	8.9	9.3	8.3	2794 / 22.8	22.3	23.6	172 / 3590	H WNCI -FM
4	WTVN -AM	FS	128 / 7.2	9.6	8.1	8.4	7.9	8.3	1934 / 15.8	18.0	17.7	154 / 2279	H WTVN -AM
5	WBZX -FM	AOR	127 / 7.1	6.4	7.5	7.8	7.3	7.2	2248 / 18.4	17.2	17.5	186 / 3061	F WBZX -FM
6	WLVO -FM	AOR/CL	125 / 7.0	5.6	5.4	7.0	6.4	6.3	1918 / 15.7	15.8	16.9	147 / 2450	H WLVO -FM
7	WBNS -FM	O	106 / 5.9	4.7	4.2	5.3	4.6	5.0	1856 / 15.2	15.1	13.5	125 / 2237	E WBNS -FM
8	WJZA -FM	B	91 / 5.1	3.2					1031 / 8.4			92 / 1053	WJZA -FM
9	WHOK -FM	C	69 / 3.9	4.9	4.5	4.8	3.8	4.5	1329 / 10.9	11.6	11.4	106 / 2092	D WHOK -FM
10	WWCD -FM	AOR-NR	54 / 3.0	2.4	3.5	2.6	2.2	2.9	1108 / 9.1	10.2	8.1	57 / 1154	C WWCD -FM
11	WCEZ -FM	SAC	44 / 2.5	2.7	2.1	3.3	3.2	2.6	601 / 4.9	5.0	6.9	50 / 731	B WCEZ -FM
12	WLLD -FM	C	43 / 2.4	2.7	2.9	2.6	2.6	2.6	986 / 8.1	8.1	7.3	47 / 1011	C WLLD -FM
13	WAKS -FM	O-70s	38 / 2.1	2.1	2.3	3.5	2.6	2.5	906 / 7.4	8.7	8.7	43 / 990	C WAKS -FM
14	WCLT -FM	C	34 / 1.9	2.3	2.7	2.7	2.7	2.4	536 / 4.4	5.5	4.9	80 / 1190	WCLT -FM
15	WZJZ -FM	J	31 / 1.7	1.8					678 / 5.5			32 / 682	WZJZ -FM
16	WMNI -AM	C	29 / 1.6	1.3	1.2	1.5	0.9	1.4	475 / 3.9	3.0	2.4	29 / 505	A WMNI -AM
17	WCOL -AM	T	27 / 1.5	1.1	1.4	1.3	1.4	1.3	530 / 4.3	4.5	4.1	28 / 557	B WCOL -AM
18	WBNS -AM	SPRIS	25 / 1.4	1.6	2.7	1.3	1.0	1.7	618 / 5.0	9.6	3.9	31 / 652	B WBNS -AM
	WCKX -FM	B	25 / 1.4	3.0	4.5	4.7	4.9	3.4	623 / 5.1	9.2	11.1	26 / 677	C WCKX -FM
20	WAHC -FM	O-70s	22 / 1.2	1.3	0.8	1.3	0.8	1.2	461 / 3.8	3.7	3.7	27 / 554	WAHC -FM
21	WWKO -AM	B	21 / 1.2	1.8	3.2	2.6	3.6	2.2	413 / 3.4	6.4	6.8	21 / 413	B WWKO -AM

12+ FM Share (Metro): 82.71 % (1282 of 1550) (Spring 95: 79.99 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WBZX-FM	1 WBZX-FM <	1 WLVO-FM <	1 WLVO-FM <	1 WLVO-FM <	1 WTVN-AM	1 WTVN-AM	1 WSNY-FM	1 WCOL-FM <	1 WBZX-FM <	1 WTVN-AM <
2 WJZA-FM <	2 WNCI-FM <	2 WSNY-FM <	2 WSNY-FM	2 WSNY-FM	2 WSNY-FM	2 WNCI-FM <	2 WCOL-FM	2 WSNY-FM <	2 WNCI-FM	2 WCOL-FM
3 WNCI-FM <	3 WLVO-FM <	3 WNCI-FM	3 WCOL-FM <	3 WCOL-FM <	3 WBNS-FM	3 WSNY-FM <	3 WTVN-AM <	3 WBZX-FM <	3 WCOL-FM <	3 WBZX-FM
4 WCOL-FM >	4 WCOL-FM	4 WCOL-FM <	4 WNCI-FM	4 WBNS-FM	4 WCOL-FM >	4 WLVO-FM	4 WLVO-FM	4 WLVO-FM <	4 WSNY-FM <	
	WSNY-FM	5 WBZX-FM	5 WBNS-FM <	WNCI-FM		5 WCOL-FM	5 WBZX-FM <	5 WNCI-FM	5 WJZA-FM	
	6 WJZA-FM	6 WBNS-FM	6 WBZX-FM	6 WBZX-FM		6 WBZX-FM	6 WBNS-FM <	6 WBNS-FM <	6 WBNS-FM	
		7 WJZA-FM					7 WNCI-FM >	7 WJZA-FM <		
								8 WTVN-AM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WNCI-FM >	1 WNCI-FM	1 WNCI-FM <	1 WSNY-FM	1 WSNY-FM		1 WBZX-FM >	1 WBZX-FM <	1 WLVO-FM	1 WLVO-FM	1 WLVO-FM >
2 WBZX-FM <	2 WSNY-FM	2 WSNY-FM >	2 WNCI-FM	2 WNCI-FM <		2 WNCI-FM	2 WLVO-FM >	2 WBZX-FM >	2 WBZX-FM >	2 WBZX-FM
3 WCOL-FM <	3 WCOL-FM >	3 WCOL-FM	3 WCOL-FM >	3 WCOL-FM		3 WCOL-FM	3 WCOL-FM	3 WCOL-FM	3 WCOL-FM	3 WBNS-FM
4 WJZA-FM	4 WJZA-FM <	4 WLVO-FM <	4 WJZA-FM <	4 WBNS-FM		4 WLVO-FM	WNCI-FM		4 WBNS-FM <	4 WCOL-FM
	WSNY-FM	5 WBZX-FM <	5 WJZA-FM	5 WBNS-FM		5 WJZA-FM	5 WJZA-FM		5 WNCI-FM <	5 WTVN-AM
6 WWCD-F	6 WLVO-FM <	6 WWCD-F <	6 WLVO-FM			6 WLLD-FM			6 WSNY-FM	
	WHOK-FM	7 WWCD-F	7 WBZX-FM >			WSNY-FM				
8 WLVO-FM										

COLUMBUS, OH

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	161 (2)	161 (2)	10.4 %	9.0 %	WNKO -FM AC 101.7 Newark	0.5	/ 1.1
AOR/Classic/NR	0 (0)	306 (3)	306 (3)	19.7 %	18.5 %	WQIO -FM CHR 93.7 Mt. Vernon	0.5	/ 2.2
Black/Urban	21 (1)	128 (3)	149 (4)	9.6 %	9.9 %	WRFD -AM REL 880 Worthington	0.8	/ 2.3
CHR	0 (0)	146 (2)	146 (2)	9.4 %	11.9 %	WSMZ -FM B 103.1 Johnstown	0.7	/ 1.8
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WSWZ -FM O 103.5 Lancaster	0.5	/ 1.9
Country	29 (1)	291 (4)	320 (5)	20.6 %	22.6 %			
Full Service	143 (2)	0 (0)	143 (2)	9.2 %	10.4 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	31 (1)	31 (1)	2.0 %	0.0 %			
News/Talk	27 (1)	0 (0)	27 (1)	1.7 %	1.6 %			
Oldies	0 (0)	175 (4)	175 (4)	11.3 %	9.0 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	15 (1)	0 (0)	15 (1)	1.0 %	2.2 %			
Soft AC/EZ	0 (0)	44 (1)	44 (1)	2.8 %	3.7 %			
Sports	25 (1)	0 (0)	25 (1)	1.6 %	1.2 %			
Standards	8 (1)	0 (0)	8 (1)	0.5 %	0.0 %			
Totals	268 (8)	1282 (20)	1550 (28)					

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WLW -AM	FS/T	700	Cincinnati			0.8	/ 3.7
WONE -AM	ST	980	Dayton			0.4	/ 0.9

Consolidation Report	12+	25-54	Revenue
Jacor WTVN-AM, WLWQ-FM, WLOH-AM, WLLD-FM, WHOK-FM	20.4 %	20.5 %	37.0 %
Nationwide WNCI-FM, WCOL-FM, WCOL-AM	17.3 %	16.1 %	24.8 %
	37.7 %	36.6 %	61.8 %

AM Stations

WBNS	1460	5 KW/1 KW (DA-N)	Sports	AP, CBS	\$28.00	Banner	Columbus Dispatch
WCOL	1230	1 KW	Talk	AP	\$29.00	MMR	Nationwide
WMNI	920	1 KW/500 W (DA-2)	Country	Westwd	\$25.00	Eastman	
WTVN	610	5 KW (DA-N)	Full Service	ABC	\$149.00	Katz	Jacor
WVVO	1580	1 KW/250 W (DA-2)	Black AC	Westwd, AURN	\$31.00	Mc-Guild	Saga

FM Stations

WAHC	107.1	3 KW @ 328	Oldies-70's	NA	Torbet		Circleville
WAKS	105.7	2.5 KW @ 512	Oldies-70's		\$35.00	Torbet	WAHC Owner Marysville
WBNS	97.1	21 KW @ 780	Oldies	CBS	\$75.00	Banner	Columbus Dispatch
WBZX	99.7	20 KW @ 783	AOR		\$94.00	Eastman	
WCEZ	107.9	6 KW @ 285	Soft AC		\$23.00	K&P	Associated Delaware
WCKX	106.3	6 KW @ 328	Black	AURN	\$36.00	D&R	London
WCLT	100.3	50 KW @ 388	Country	Westwd	\$30.00	---	Newark
WCOL	92.3	21.5 KW @ 753	Country		\$125.00	MMR	Nationwide
WHOK	95.5	21 KW @ 761	Country	AP	\$70.00	Christal	Jacor Lancaster
WJZA	107.5	1.9 KW @ 413	Black		NA	---	
WLLD	98.9	0.58 KW @ 753	Country		\$44.00	Christal	Jacor Upper Arlington
WLWQ	96.3	18 KW @ 753	AOR		\$157.00	Katz	Jacor
WNCI	97.9	175 KW @ 560	CHR	AP	\$171.00	MMR	Nationwide
WSNY	94.7	21.5 KW @ 753	AC		\$175.00	Mc-Guild	Saga
WWCD	101.1	6 KW @ 328	AOR-New Rock		\$39.00	Roslin	Grove City
WZJZ	104.3	3.4 KW @ 435	Jazz		NA	---	Richwood

Notes: 3/96 The following were sold by Citicasters to Jacor: WTVN for \$33,900,000; WLWQ-F for \$38,400,000; WHOK-F/WLLD-F/WLOH for \$24,000,000 . . . 3/96 WCEZ-F (Delaware) sold by WDLR to Associated for \$1,950,000 . . . 3/96 WTJY-F changes from Contemp. Christian to Black . . . 5/95 WTJY-F changes calls to WSMZ-F

CORPUS CHRISTI

Arbltron Rank: 128	Pop (12+): 304,300	Stations: 22 / 22	Last Year's Revenue: \$9,400,000
MSA Rank: 127		Diaries 670 / 454:1/ 42.6 %	Household Income: \$37,213
MSA Pop: 384,000		Sample Target: 750	Retail Dollars: \$2.9 Bil
DMA #: 128		% Below Line: 0	#1 Biller: KRYS-AF \$2,000,000
Average Person Ratings: 17.3		% Not Listed: 14.7	#1 Billing Portfolio: Gulfstar duop \$2,800,000
Market TSL In Hours: 23.25		Pop per Station: 13,832	

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KZFM -FM	CHR	60 / 11.4	9.1	10.2	13.0	11.0	712 / 23.4	23.4	24.3	80 / 1050	C
2	KRYS -AF	C	56 / 10.7	11.6	13.0	13.8	11.2	825 / 27.1	23.8	24.4	80 / 1147	D
3	KOUL -FM	C	52 / 9.9	9.3	10.0	8.3	11.0	705 / 23.2	22.1	19.9	76 / 999	C
4	KSAB -FM	SP	49 / 9.3	7.1	7.9	3.3	1.0	599 / 19.7	17.8	16.7	64 / 816	A
5	KMXR -FM	AC	37 / 7.0	5.7	5.5	5.9	6.0	527 / 17.3	14.9	16.2	51 / 649	B
6	KNCN -FM	AOR	32 / 6.1	4.9	4.9	6.7	5.6	505 / 16.6	16.6	15.4	46 / 694	C
7	KLTV -FM	O	26 / 4.9	5.1	5.3	6.7	8.2	438 / 14.4	10.8	13.1	34 / 601	B
8	KEYS -AM	N/T	20 / 3.8	4.1	2.0	2.0	4.0	244 / 8.0	9.5	4.9	25 / 293	A
9	KRAD -FM	AOR	16 / 3.0	3.9	5.3	3.9	4.6	348 / 11.4	11.8	11.8	17 / 401	A
10	KBSO -FM	SP	13 / 2.5	4.3	4.5	5.3	7.4	299 / 9.8	14.7	13.9	13 / 313	A
11	KUNO -AM	SP	12 / 2.3	5.1	5.7	5.9	4.6	168 / 5.5	8.1	10.3	14 / 219	B
12	KKBA -FM	SAC	11 / 2.1					174 / 5.7			11 / 179	

12+ FM Share (Metro): 86.38 % (387 of 448) (Spring 95: 87.05 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KZFM-FM >	1 KZFM-FM	1 KZFM-FM	1 KOUL-FM	1 KOUL-FM <	1 KOUL-FM	1 KRYS-AF <	1 KOUL-FM <	1 KZFM-FM	1 KZFM-FM >	1 KZFM-FM
2 KSAB-FM >	2 KRYS-AF <	2 KRYS-AF <	KSAB-FM <	2 KSAB-FM <	KRYS-AF	2 KOUL-FM	2 KRYS-AF	2 KOUL-FM <	2 KSAB-FM	2 KSAB-FM
3 KOUL-FM	3 KOUL-FM	3 KOUL-FM <	KMXR-FM	3 KRYS-AF <	3 KSAB-FM	3 KZFM-FM	3 KZFM-FM	3 KRYS-AF	3 KRYS-AF	3 KRYS-AF
4 KNCN-FM	4 KSAB-FM <	4 KRYS-AF <	4 KMXR-FM	KRYS-FM	4 KSAB-FM	4 KMXR-FM <	4 KSAB-FM <	4 KMXR-FM <	4 KMXR-FM <	4 KMXR-FM <
5 KSAB-FM <	5 KMXR-FM	5 KZFM-FM	5 KZFM-FM	5 KLTV-FM <	5 KMXR-FM <	5 KSAB-FM	5 KMXR-FM	5 KNCN-FM	5 KNCN-FM	5 KNCN-FM
6 KMXR-FM	6 KNCN-FM >	6 KNCN-FM	6 KNCN-FM	6 KMXR-FM	6 KNCN-FM	6 KEYS-AM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KZFM-FM >	1 KZFM-FM <	1 KRYS-AF	1 KMXR-FM <	1 KMXR-FM <	1 KRAD-FM	1 KNCN-FM	1 KNCN-FM >	1 KNCN-FM	1 KSAB-FM
2 KRYS-AF >	2 KRYS-AF >	KOUL-FM	2 KRYS-AF <	2 KOUL-FM	2 KNCN-FM	2 KZFM-FM	2 KOUL-FM	2 KZFM-FM <	KNCN-FM
3 KNCN-FM >	3 KMXR-FM	KMXR-FM	3 KZFM-FM <	3 KRYS-AF	KZFM-FM	3 KOUL-FM	3 KEYS-AM	3 KSAB-FM	3 KLTV-FM <
4 KOUL-FM >	KOUL-FM >	4 KZFM-FM	4 KOUL-FM	4 KSAB-FM	4 KOUL-FM	4 KRAD-FM	KZFM-FM	4 KOUL-FM	4 KZFM-FM
5 KSAB-FM	5 KSAB-FM >	5 KSAB-FM >	5 KSAB-FM >	5 KZFM-FM >	5 KSAB-FM	6 KRYS-AF	6 KRYS-AF	5 KRYS-AF	5 KEYS-AM
							KBSO-FM		KRYS-AF
									KOUL-FM

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	37 (1)	37 (1)	8.3 %	6.5 %	KCCT -AM SP 1150 Corpus Christi	1.1 / 4.0	
AOR/Classic/NR	0 (0)	57 (3)	57 (3)	12.7 %	17.5 %	KCTA -AM REL 1030 Corpus Christi	0.8 / 2.2	
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KDAE -AM ST 1590 Sinton	1.9 / 3.0	
CHR	0 (0)	60 (1)	60 (1)	13.4 %	12.0 %	KFTX -FM C 97.5 Kingsville	1.9 / 3.9	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KKHQ -FM SP 98.3 Odem	1.3 / 4.7	
Country	3 (1)	115 (3)	118 (4)	26.3 %	27.1 %	KMIQ -FM SP 105.1 Robstown	1.7 / 5.5	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KNDA -FM SP 102.9 Alice	0.6 / 3.5	
Hispanic	18 (2)	81 (5)	99 (7)	22.1 %	23.7 %	KSIX -AM EZ 1230 Corpus Christi	1.1 / 5.2	
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KXCC -FM CLAOR 102.3 Rockport	1.7 / 6.9	
News/Talk	20 (1)	0 (0)	20 (1)	4.5 %	2.4 %			
Oldies	0 (0)	26 (1)	26 (1)	5.8 %	6.2 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %			
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.9 %	1.2 %			
Soft AC/EZ	6 (1)	11 (1)	17 (2)	3.8 %	0.0 %			
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %			
Standards	10 (1)	0 (0)	10 (1)	2.2 %	0.5 %			
Totals	61 (7)	387 (15)	448 (22)					

CORPUS CHRISTI

Consolidation Report	12+	25-54	Revenue
Davila KBSO-FM, KCCT-AM, KFLZ-FM	3.6 %	4.0 %	5.3 %
Gulfstar KMXR-FM, KRYS-AM, KRYS-FM	17.7 %	19.2 %	29.8 %
Local - 1 KEYS-AM, KFTX-FM, KZFM-FM	17.1 %	15.6 %	17.0 %
Local - 2 KCTA-AM, KOUL-FM, KRAD-FM	13.7 %	13.9 %	18.1 %
	52.1 %	52.7 %	70.2 %

AM Stations

KCCT	1150	1 KW/500 W (DA-2)	Hispanic	CRC	\$13.00	Caballero	
KDAE	1590	1 KW/500 W (DA-2)	Standards	ABC, SMN	\$12.00	Mc-Guild	Sinton
KEYS	1440	1 KW (DA-N)	News/Talk	CNN, Westwd, BRN	\$<20.00	Banner	KZFM owner
KUNO	1400	1 KW	Hispanic		\$<20.00	Katz	Heftel/Cir. Chnl., pend.

FM Stations

KBSO	94.7	25 KW @ 285	Hispanic		\$<20.00	Caballero	
KFTX	97.5	100 KW @ 955	AOR-Prog		\$15.00	D&R	Kingsville
KKBA	92.7	12.5 KW @ 868	Soft AC	SMN	NA	---	Kingsville
KLTG	96.5	100 KW @ 955	Oldies		\$20.00	Mc-Guild	
KMXR	93.9	100 KW @ 840	AC		\$21.00	K&P	Gulfstar
KNCN	101.3	100 KW @ 361	AOR		\$28.00	D&R	Tippie
KOUL	103.7	100 KW @ 947	Country	AP	\$34.00	Katz	Sinton
KRAD	105.5	1.9 KW @ 354	AOR		\$<20.00	Katz	Portland
KRYS	99.1	100 KW @ 932	Country	ABC	\$47.00	Banner	Gulfstar
KSAB	99.9	100 KW @ 955	Hispanic		\$20.00	Katz Hisp.	Heftel/Cir. Chnl., pend. Robstown
KZFM	95.5	100 KW @ 994	CHR		\$31.00	Banner	

Notes: 3/96 KRYS-AF/KMXR-F sold by Ranger to Gulfstar (D) for \$6,000,000 (Chapin; Barger) . . . 6/96 KFLZ-F sold to Davila (KCCT/KBSO-F) for \$550,000

DALLAS-FORT WORTH

Arbitron Rank: 7 Pop (12+): 3,570,000
MSA Rank: 11-Dallas
MSA Pop: 4,510,000
DMA # 8
Average Person Ratings: 16.6
Market TSL In Hours: 21.75

Stations: 33 / 33
Diaries 4142 / 862:1 / 49.1 %
Sample Target: 4,120
% Below Line: 0
% Not Listed: 8.3
Pop per Station: 108,182

Last Year's Revenue: \$200,100,000
Household Income: \$50,405
Retail Dollars: \$42.4 Bil
#1 Biller: KVIL-F \$26,000,000
#1 Billing Portfolio: Infinity/West. duop+ \$62,700,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KSCS -FM	C	366 / 6.2	5.0	5.5	5.6	6.0	5.6	5456 / 15.3	14.8	16.6	398 / 6040	J KSCS -FM
2	KHKS -FM	CHR	365 / 6.2	5.7	5.6	5.1	5.0	5.6	6678 / 18.7	17.2	16.3	392 / 7334	I KHKS -FM
3	KKDA -FM	B	340 / 5.7	5.4	4.6	5.7	4.6	5.4	3824 / 10.7	10.2	10.6	407 / 4565	I KKDA -FM
4	KVIL -FM	AC/FS	308 / 5.2	5.4	5.6	5.2	5.4	5.3	4927 / 13.8	17.6	13.3	320 / 5177	K KVIL -FM
5	KYNG -FM	C	293 / 4.9	3.9	4.8	5.1	4.9	4.7	4303 / 12.1	11.8	12.1	341 / 4974	I KYNG -FM
6	WBAP -AM	FS/T	292 / 4.9	4.6	4.7	4.9	5.1	4.8	4329 / 12.1	11.6	13.4	387 / 5801	J WBAP -AM
7	KPLX -FM	C	255 / 4.3	4.4	3.9	4.1	4.0	4.2	4137 / 11.6	11.7	12.6	281 / 4599	I KPLX -FM
8	KRBV -FM	B/AC	249 / 4.2	4.2	5.0	3.7	4.1	4.3	3158 / 8.8	10.3	10.2	262 / 3423	G KRBV -FM
9	KRLD -AM	N	244 / 4.1	3.7	3.8	3.8	3.5	3.8	5277 / 14.8	11.9	12.8	283 / 6070	H KRLD -AM
10	KDMX -FM	AC	229 / 3.9	2.8	2.7	3.0	3.4	3.1	4244 / 11.9	9.9	10.6	235 / 4510	H KDMX -FM
11	KEGL -FM	AOR	227 / 3.8	4.6	3.9	4.4	4.0	4.2	4135 / 11.6	12.4	11.7	249 / 4599	H KEGL -FM
12	KLUV -FM	O	204 / 3.4	4.0	3.9	4.6	3.8	4.0	4364 / 12.2	12.7	13.0	237 / 5069	I KLUV -FM
	KOAI -FM	J	203 / 3.4	3.6	4.2	4.2	5.3	3.8	3527 / 9.9	10.2	11.2	206 / 3626	I KOAI -FM
14	KDGE -FM	AOR-NR	188 / 3.2	3.6	3.5	3.2	4.6	3.4	4364 / 12.2	12.6	14.1	217 / 4915	H KDGE -FM
15	KLTY -FM	REL	173 / 2.9	2.6	2.7	2.8	3.1	2.8	2563 / 7.2	6.8	7.8	181 / 2768	E KLTY -FM
16	KTXQ -FM	AOR	157 / 2.7	4.0	3.3	2.8	2.8	3.2	3555 / 10.0	10.5	9.7	171 / 3922	G KTXQ -FM
17	KZPS -FM	CL AOR	154 / 2.6	2.2	2.8	2.4	3.1	2.5	3327 / 9.3	9.8	10.2	187 / 4044	G KZPS -FM
	KLIF -AM	T	152 / 2.6	2.3	2.5	1.9	1.9	2.3	2412 / 6.8	7.9	6.6	173 / 2719	H KLIF -AM
19	KTCK -AM	SPRTS	134 / 2.3	2.1	2.0	1.1	1.4	1.9	1908 / 5.3	5.5	3.7	134 / 1947	F KTCK -AM
20	WRR -FM	CL	131 / 2.2	2.1	1.8	2.7	2.2	2.2	2366 / 6.6	6.5	6.6	138 / 2481	D WRR -FM
	KRRW -FM	CL AOR	130 / 2.2	2.9	2.6	2.2	2.6	2.5	2944 / 8.2	9.2	9.4	143 / 3273	G KRRW -FM
22	KESS -AM	SP	103 / 1.7	1.7	1.1	1.2	1.3	1.4	1286 / 3.6	2.6	2.8	103 / 1286	KESS -AM
	KHCK -FF	SP	98 / 1.7	1.6	1.1	0.8	0.6	1.3	1353 / 3.8	2.5	1.9	110 / 1536	KHCK -FF
24	KAAM -AM	ST	69 / 1.2	1.5	0.7	0.0	0.0	0.8	1127 / 3.2	1.7		76 / 1223	KAAM -AM
	KHVN -AM	G	69 / 1.2	1.9	1.6	1.6	1.5	1.6	947 / 2.7	2.9	3.3	70 / 1001	KHVN -AM
26	KEWS -FM	N	65 / 1.1	1.7	2.0	2.5	2.1	1.8	1814 / 5.1	5.7	5.8	67 / 1961	KEWS -FM

12+ FM Share (Metro): 76.95 % (4176 of 5427) (Spring 95: 79.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1	KKDA-FM	1 KHKS-FM <	1 KHKS-FM	1 KSCS-FM	1 KSCS-FM <	1 WBAP-AM <	1 KEGL-FM <	1 WBAP-AM <	1 KHKS-FM <	1 KKDA-FM
2	KHKS-FM >	2 KKDA-FM	2 KSCS-FM <	2 KHKS-FM <	2 KVIL-FM	2 KVIL-FM <	2 KSCS-FM <	2 KSCS-FM <	2 KSCS-FM <	2 KHKS-FM <
3	KEGL-FM <	3 KEGL-FM <	3 KKDA-FM <	3 KVIL-FM <	3 KYNG-FM <	3 KSCS-FM	3 KHKS-FM	3 KYNG-FM <	3 KKDA-FM <	3 KRLD-AM
4	KDMX-FM <	4 KDMX-FM <	4 KYNG-FM <	4 KYNG-FM <	4 KHKS-FM <	4 KRLD-AM	4 KVIL-FM <	4 KVIL-FM <	4 KYNG-FM <	4 KRBV-FM
5	KYNG-FM <	5 KYNG-FM <	5 KDMX-FM <	5 KRBV-FM <	5 KRBV-FM	5 KOAI-FM	5 WBAP-AM <	5 KHKS-FM	5 KVIL-FM <	5 WBAP-AM
6	KDGE-FM <	6 KDGE-FM <	6 KRBV-FM <	6 KDMX-FM <	6 KDMX-FM	6 KDMX-FM	6 KKDA-FM	6 KPLX-FM <	6 WBAP-AM	6 KDGE-FM
7	KSCS-FM	7 KVIL-FM	7 KKDA-FM <	KPLX-FM	7 KPLX-FM <	7 KYNG-FM <	7 KDMX-FM <	7 KRBV-FM	7 KOAI-FM <	7 KVIL-FM
8		8 KEGL-FM					8 KRBV-FM <	KPLX-FM <		
9							9 KKDA-FM	9 KDMX-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	KKDA-FM	1 KHKS-FM	1 KHKS-FM	1 KHKS-FM <	1 KVIL-FM <	1 KDGE-FM <	1 KEGL-FM >	1 KEGL-FM	1 KEGL-FM
2	KHKS-FM >	2 KKDA-FM >	2 KDMX-FM <	2 KSCS-FM	2 KSCS-FM	2 KEGL-FM	2 KHKS-FM <	2 KTCK-AM	2 KYNG-FM <
3	KDGE-FM	3 KDMX-FM	3 KSCS-FM <	3 KVIL-FM <	3 KHKS-FM <	3 KHKS-FM <	3 KKDA-FM <	3 KYNG-FM <	3 KZPS-FM <
4	KDMX-FM <	4 KSCS-FM	4 KKDA-FM >	4 KKDA-FM <	4 KRBV-FM <	4 KZPS-FM <	4 KYNG-FM	4 KKDA-FM <	4 WBAP-AM <
5	KYNG-FM <	5 KDGE-FM <	5 KRBV-FM	5 KRBV-FM	5 KYNG-FM <	5 KKDA-FM	5 KZPS-FM	5 KHKS-FM <	4 KTCK-AM
6	KPLX-FM	6 KYNG-FM <	6 KVIL-FM	KDMX-FM <	6 KDMX-FM <	6 KYNG-FM	KTCK-AM <	6 KDMX-FM <	6 KHKS-FM
7	KSCS-FM	7 KRBV-FM <	KYNG-FM	7 KYNG-FM <	7 KPLX-FM	7 KTXQ-FM	7 KDGE-FM	7 KPLX-FM <	7 KSCS-FM <
8	KRBV-FM	8 KPLX-FM	KDGE-FM	8 KPLX-FM			8 KDMX-FM <	8 KSCS-FM <	8 KRBV-FM
							9 KTXQ-FM	9 KTXQ-FM	KZPS-FM <

DALLAS-FT. WORTH

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	0 (0)	229 (1)	229 (1)	4.2 %	9.6 %	KDMM	-AM	ST	1150	Highland Park	0.5	/ 1.5
AOR/Classic/NR	0 (0)	856 (5)	856 (5)	15.8 %	15.7 %	KHCK	-FM	SP	99.1	Denton	1.1	/ 2.6
Black/Urban	61 (1)	589 (2)	650 (3)	12.0 %	18.5 %	KICI	-FM	SP	107.9	Corsicana	0.5	/ 1.3
CHR	0 (0)	365 (1)	365 (1)	6.7 %	5.4 %	KKDA	-AM	B/O	730	Grand Prairie	1.0	/ 2.6
Classical	0 (0)	131 (1)	131 (1)	2.4 %	2.3 %	KMRT	-AF	SP	1480	Dallas	1.0	/ 2.3
Country	0 (0)	914 (3)	914 (3)	16.8 %	18.5 %	KRVA	-AM	SP	1600	Plano	0.8	/ 1.9
Full Service	292 (1)	308 (1)	600 (2)	11.1 %	5.6 %	KTLR	-FM	SP	107.1	Terrell	0.5	/ 1.6
Hispanic	199 (3)	139 (4)	338 (7)	6.2 %	5.2 %							
Jazz	0 (0)	203 (1)	203 (1)	3.7 %	5.7 %							
News/Talk	396 (2)	65 (1)	461 (3)	8.5 %	6.4 %							
Oldies	0 (0)	204 (1)	204 (1)	3.8 %	6.9 %							
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Religion/Gospel	69 (1)	173 (1)	242 (2)	4.5 %	5.1 %							
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Sports	134 (1)	0 (0)	134 (1)	2.5 %	1.5 %							
Standards	100 (2)	0 (0)	100 (2)	1.8 %	0.9 %							
Totals	1251 11	4176 (22)	5427 (33)									

Consolidation Report	12+	25-54	Revenue
Bonneville KDGE-FM, KZPS-FM	5.8 %	5.2 %	6.5 %
HefTel KMRT-FM, KMRT-AM, KICI-FM, KHCK-FM, KESS-AM	4.4 %	4.5 %	3.0 %
Infinity/West., pend. KRRW-FM, KTXQ-FM, KVIL-FM, KRLD-AM, KRBV-FM, KOAI-FM, KLUV-FM, KHVN-AM, KEWS-FM, KDMM-AM, KYNG-FM	33.7 %	35.7 %	43.0 %
	43.9 %	45.4 %	52.5 %

AM Stations

Station	Power	Time	Format	Notes	Other	City
KAAM	620	5 KW/4.5 KW (DA-2)	Standards	NA ---		Plano
KDMM	1150	1 KW (DAYS, DA)	Standards	NA Interep	Inf./CBS/West., pend.	Highland Park
KESS	1270	5 KW (DA-2)	Hispanic	\$65.00 Caballero	HefTel/Cir. Chnl.	
KHVN	970	1 KW/270 W	Gospel	ABC, Westwd	Inf./CBS/West., pend.	
KLIF	570	5 KW (DA-2)	Talk	Westwd, ABC	\$148.00 Eastman	Susquehanna
KMRT	1480	5 KW/1.9 KW (DA-2)	See KMRT-FM			
KRLD	1080	50 KW (DA-N)	News	CBS \$165.00 CBS	CBS/West.	
KTCK	1310	5 KW (DA-2)	Sports	AP, Westwd, ABC	\$70.00 Torbet	Susquehanna
WBAP	820	50 KW	Full Service	ABC \$270.00 Banner	ABC/Disney	

DALLAS-FT. WORTH

FM Stations

KDGE	94.5	100 KW @ 1896	AOR-New Rock	\$140.00	D&R	Bonneville	Gainesville
KDMX	102.9	100 KW @ 1348	AC/CHR	\$164.00	MMR	Nationwide	
KEGL	97.1	100 KW @ 1460	AOR	\$157.00	Christal	Sandusky	
KEWS	94.9	100 KW @ 1510	News	CNN \$114.00	Infinity	Inf./CBS/West., pend.	
KHCK	99.1	100 KW @ 1168	Hispanic	\$45.00	Caballero	Hefel/Cir.Chnl.	Denton
KHKS	106.1	100 KW @ 1590	CHR	\$210.00	D&R	Gannett	Denton
KKDA	104.5	100 KW @ 1590	Black	\$190.00	Christal		Grand Prairie
KLTY	94.1	100 KW @ 1590	Religion(CC)	AP \$85.00	K&P		
KLUV	98.7	100 KW @ 1590	Oldies	\$199.00	Infinity	Inf./CBS/West., pend.	
KOAI	107.5	25 KW @ 1657	Jazz	\$205.00	Katz	Inf./CBS/West., pend.	
KPLX	99.5	100 KW @ 1678	Country	AP \$200.00	Eastman	Susquehanna	
KRBV	100.3	89 KW @ 1280	Black/AC/Oldies	ABC \$150.00	Mc-Guild	Inf./CBS/West., pend.	
KRRW	97.9	100 KW @ 1611	Oldies-70's	CBS \$135.00	---	CBS/West.	
KSCS	96.3	100 KW @ 1611	Country	\$340.00	Banner	ABC/Disney	
KTXQ	102.1	100 KW @ 1447	AOR	CBS \$125.00	CBS	CBS/West.	
KVIL	103.7	100 KW @ 1570	AC	\$425.00	Interep	Inf./CBS/West., pend.	Highland Park
KYNG	105.3	100 KW @ 1560	Country	\$190.00	Infinity	Inf./CBS/West., pend.	
KZPS	92.5	100 KW @ 1590	Classic AOR	\$136.00	D&R	Bonneville	
WRR	101.1	100 KW @ 1348	Classical	AP \$74.00	CMBS	City of Dallas	

Notes: 3/96 Granum sold the following to Infinity (D+): KHVN for \$3,000,000; KOAI-F for \$58,000,000; KRBV-F for \$38,000,000 . . . 5/96 KRLD was traded by SFX to Westinghouse for KKRW-F Houston . . . 5/96 SFX sold KTCK to Susquehanna (D) for \$14,000,000 (Star) . . . Infinity sold the following to Westinghouse: KVIL-F for \$253,000,000; KDMM for \$3,000,000; KLUV-F for \$92,000,000; KEWS-F for \$47,000,000; KYNG-F for \$82,000,000; KHVN for \$5,000,000; KOAI-F for \$84,000,000; KRBV-F for \$72,000,000 . . . Westinghouse will be forced to spinoff 1 AM and 2 FM stations in Dallas

DAVENPORT-ROCK ISLAND-MOLINE

Arbitron Rank: 130 Pop (12+): 293,200	Stations: 23 / 16	Last Year's Revenue: \$11,700,000
MSA Rank: 134	Diaries 1169 / 251:1/60.4 %	Household Income: \$40,793
MSA Pop: 358,000	Sample Target: 1,120	Retail Dollars: \$3.7 Bil
DMA #: 88	% Below Line: 6.3	#1 Biller: WLLR-F \$3,700,000
Average Person Ratings: 14.1	% Not Listed: 14	#1 Billing Portfolio:
Market TSL In Hours: 19.00	Pop per Station: 18,325	Sconnix/Dudley duop+ \$8,600,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WLLR -FM	C	60 / 14.5	16.1	14.9	17.7	19.2	690 / 23.5	28.7	29.3	101 / 1184	E WLLR -FM
2 KCQQ -FM	O-70S	48 / 11.6	11.4	11.7	5.4	6.5	651 / 22.2	25.0	24.0	55 / 849	C KCQQ -FM
3 WOC -AM	N/T	37 / 9.0	9.2	8.9	10.3	9.0	439 / 15.0	17.6	16.8	38 / 466	C WOC -AM
4 KUUL -FM	O	35 / 8.5	9.2	5.7	8.3	7.3	537 / 18.3	18.7	19.6	65 / 1043	C KUUL -FM
5 WXLP -FM	AOR	32 / 7.8	6.3	7.2	14.8	14.0	513 / 17.5	17.0	21.0	82 / 1026	C WXLP -FM
6 WHTS -FM	CHR	26 / 6.3	7.8	6.8	8.3	7.7	705 / 24.1	22.5	19.9	59 / 1277	B WHTS -FM
KMXG -FM	AC	26 / 6.3	5.1	5.3	7.2	6.1	586 / 20.0	15.5	16.7	43 / 959	B KMXG -FM
8 KBOB -FM	C	25 / 6.1	4.9	6.4	6.9	6.9	495 / 16.9	16.0	16.6	71 / 1021	B KBOB -FM
9 KORB -FM	AOR	18 / 4.4	6.2	0.9	1.3	1.1	399 / 13.6	14.4	13.7	20 / 455	A KORB -FM
10 WGN -AM	FS/T	10 / 2.4	0.9	0.9	0.9	0.8	161 / 5.5	5.0	5.3	23 / 392	WGN -AM

12+ FM Share (Metro): 77.75 % (276 of 355) (Spring 95: 78.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WHTS-FM >	1 WXLP-FM	1 KCQQ-FM	1 KCQQ-FM	1 WLLR-FM	1 WLLR-FM	1 WLLR-FM <	1 WLLR-FM	1 WLLR-FM >	1 KCQQ-FM	1 KBOB-FM
2 KORB-FM	2 KCQQ-FM	2 WLLR-FM	2 WLLR-FM >	KCQQ-FM >	2 WOC-AM	2 KCQQ-FM <	2 KCQQ-FM <	2 KCQQ-FM	WHTS-FM	2 WLLR-FM <
3 WXLP-FM >	3 WLLR-FM	3 WXLP-FM	3 WXLP-FM <	3 KUUL-FM	3 KUUL-FM	3 WOC-AM	3 KUUL-FM <	3 WXLP-FM	3 WXLP-FM	3 WOC-AM
	4 WHTS-FM	4 KMXG-FM	4 KUUL-FM	4 WXLP-FM	4 KCQQ-FM >	4 KUUL-FM	4 WOC-AM >	4 KUUL-FM <	WLLR-FM <	4 WXLP-FM
	KMXG-FM	KUUL-FM	5 KMXG-FM	5 KMXG-FM		5 WXLP-FM <	5 WXLP-FM >	5 KBOB-FM	5 WOC-AM	
						6 KMXG-FM			KBOB-FM <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WLLR-FM	1 WLLR-FM	1 WLLR-FM	1 WLLR-FM >	1 WLLR-FM	1 WXLP-FM	1 WXLP-FM	1 WXLP-FM	1 KCQQ-FM >	1 KCQQ-FM >
2 WHTS-FM	2 KMXG-FM	KMXG-FM	2 KMXG-FM	2 KUUL-FM	2 KCQQ-FM >	2 KCQQ-FM >	2 KCQQ-FM >	2 WXLP-FM	2 WXLP-FM <
WXLP-FM >	3 WHTS-FM	3 KCQQ-FM	3 KCQQ-FM	3 KMXG-FM <	3 WHTS-FM	3 WHTS-FM	3 WLLR-FM	3 WLLR-FM >	3 WLLR-FM >
KORB-FM	4 KCQQ-FM	4 WHTS-FM	KUUL-FM	4 KCQQ-FM	KORB-FM	KORB-FM	4 WHTS-FM	4 KORB-FM	4 KUUL-FM
		KBOB-FM >	5 WHTS-FM	5 KBOB-FM	KBOB-FM >		KORB-FM >		

DAVENPORT-ROCK ISLAND-MOLINE

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	26 (1)	26 (1)	7.3 %	6.5 %
AOR/Classic/NR	0 (0)	52 (3)	52 (3)	14.6 %	16.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	1 (1)	26 (1)	27 (2)	7.6 %	8.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	5 (1)	85 (2)	90 (3)	25.4 %	27.8 %
Full Service	15 (2)	0 (0)	15 (2)	4.2 %	1.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	48 (5)	0 (0)	48 (5)	13.5 %	12.2 %
Oldies	0 (0)	83 (2)	83 (2)	23.4 %	21.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	1 (1)	4 (1)	5 (2)	1.4 %	0.0 %
Sports	3 (1)	0 (0)	3 (1)	0.8 %	1.6 %
Standards	6 (2)	0 (0)	6 (2)	1.7 %	4.2 %
Totals	79 13	276 (10)	355 (23)		

Other Rated Stations					Metro Share	Cume Rating
KFQC	-AM	ST	1580	Davenport	0.7	/ 2.5
KJOC	-AM	SPRTS	1170	Davenport	0.7	/ 2.8
WGEN	-AF	SAC	104.9	Geneseo	1.0	/ 3.7
WKBF	-AM	CHR	1270	Rock Island	0.2	/ 1.1
WKEI	-AM	T	1450	Kewanee	1.2	/ 1.9
WLLR	-AM	C	1230	Moline	1.2	/ 3.0

Other Rated Stations—Outside Market					Metro Share	Cume Rating
KLNT	-AM	ST	1390	Clinton	0.7	/ 1.6
KRNA	-FM	AOR	94.1	Iowa City	0.5	/ 2.8
WBBM	-AM	N	780	Chicago	0.5	/ 1.2
WLS	-AM	T	890	Chicago	0.5	/ 1.1
WMAQ	-AM	N	670	Chicago	0.5	/ 2.7
WMT	-AM	FS	600	Cedar Rapids	1.2	/ 4.0

Consolidation Report	12+	25-54	Revenue
Connoisseur KBOB-FM, KORB-FM, WGEN-AM, WGEN-FM, WXLP-FM	19.5 %	21.0 %	25.8 %
Dudley/Sconnix KCQQ-FM, KMXG-FM, KUUL-FM, WHTS-FM, WKBF-AM, WLLR-FM, WLLR-FM, WOC-AM	70.9 %	61.1 %	73.5 %
	90.5 %	82.1 %	99.3 %

AM Stations

WOC	1420	5 KW (DA-2)	News/Talk	ABC, WW1, CNN	\$30.00	Christal	Sconnix
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FM Stations

KBOB	99.7	100 KW @ 895	Country	\$25.00	Torbet	Connoisseur	Muscatine	
KCQQ	106.5	60 KW @ 210	Classic AOR	\$35.00	Katz	Dudley		
KMXG	96.1	100 KW @ 981	AC	Westwd	\$25.00	Christal	Sconnix	Clinton
KORB	93.5	3.3 KW @ 300	AOR	CNN	\$20.00	---	Connoisseur	Bettendorf
KUUL	103.7	100 KW @ 1191	Oldies	Westwd, CBS	\$39.00	Christal	Sconnix	
WHTS	98.8	39 KW @ 900	CHR	NA	Mc-Guild	Dudley		
WLLR	101.3	50 KW @ 500	Country	\$70.00	Katz	Sconnix		
WXLP	96.9	50 KW @ 500	AOR	WW1, Source	\$38.00	Torbet	Connoisseur	

Notes: 3/96 KORB-F (Bettendorf) sold to Connoisseur for \$633,000 . . . 4/96 WGEN-AF (Geneseo, IL) sold to Connoisseur for \$850,000

DAYTON

Arbitron Rank: 52 Pop (12+): 824,000	Stations: 26 / 21	Last Year's Revenue: \$28,800,000
MSA Rank: 61	Diaries 1426 / 578:1/56.7 %	Household Income: \$46,876
MSA Pop: 958,000	Sample Target: 1,430	Retail Dollars: \$9.1 Bil
DMA #: 53	% Below Line: 7.3	#1 Biller: WTUE-F \$4,900,000
Average Person Ratings: 15.9	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 39,238	Amer. Radio Sys. duop+ \$15,600,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WHKO -FM	C	146 / 11.1	13.4	14.9	14.9	13.1	13.6	2031 / 24.6	26.7	28.3	229 / 3273	F WHKO -FM
2	WMMX -FM	AC	122 / 9.3	9.2	6.9	7.9	8.5	8.3	1603 / 19.5	18.3	16.4	133 / 1848	F WMMX -FM
3	WROU -FM	B	104 / 7.9	6.4	7.3	7.2	6.9	7.2	1008 / 12.2	11.5	11.3	106 / 1115	C WROU -FM
4	WGTZ -FM	CHR	103 / 7.8	6.0	5.6	6.7	7.2	6.5	1845 / 22.4	20.2	22.0	145 / 2858	D WGTZ -FM
5	WLQT -FM	SAC	96 / 7.3	6.4	6.4	4.3	5.4	6.1	1212 / 14.7	14.0	13.1	110 / 1523	D WLQT -FM
6	WTUE -FM	AOR	88 / 6.7	9.8	5.7	8.0	9.1	7.5	1310 / 15.9	14.2	19.9	118 / 1909	F WTUE -FM
7	WXEG -FM	AOR-NR	69 / 5.3	5.0	5.4	2.0	1.8	4.4	1084 / 13.2	12.8	8.2	74 / 1289	B WXEG -FM
8	WHIO -AM	T/FS	67 / 5.1	7.2	5.3	6.2	5.6	5.9	1101 / 13.4	13.3	14.9	70 / 1207	E WHIO -AM
9	WING -FM	O-70s	54 / 4.1	3.8	2.8	3.8	3.7	3.6	1035 / 12.6	11.4	13.6	82 / 1421	C WING -FM
10	WLW -AM	FS	50 / 3.8	3.6	4.5	5.9	4.4	4.5	1009 / 12.3	12.2	13.0	168 / 2736	WLW -AM
11	WONE -AM	ST	35 / 2.7	2.1	3.8	2.5	2.6	2.8	458 / 5.6	8.0	5.6	39 / 604	B WONE -AM
12	WPFB -FM	C	33 / 2.5	1.5	2.2	2.1	1.6	2.1	504 / 6.1	5.9	5.4	51 / 922	B WPFB -FM
13	WKSW -FM	C	32 / 2.4	0.9	1.2	1.5	1.7	1.5	365 / 4.4	4.1	3.8	45 / 533	A WKSW -FM
14	WDAO -AM	B	23 / 1.8	2.6	2.0	1.4	2.1	1.9	316 / 3.8	3.2	4.5	24 / 330	A WDAO -AM
15	WDOL -FM	O	22 / 1.7	1.7	1.5	1.6	2.2	1.6	432 / 5.2	5.0	6.7	24 / 479	B WDOL -FM
16	WFCJ -FM	REL	21 / 1.6	1.2	0.9	1.8	1.8	1.4	321 / 3.9	4.3	6.2	32 / 546	WFCJ -FM
17	WVAE -FM	J	20 / 1.5	1.2	0.6	0.8	0.6	1.0	350 / 4.2	2.1	3.6	36 / 699	WVAE -FM
18	WCLR -FF	O	19 / 1.4	1.8	1.9	1.5	1.7	1.7	430 / 5.2	6.0	6.2	39 / 794	A WCLR -FF

12+ FM Share (Metro): 80.91 % (945 of 1168) (Spring 95: 79.98 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WGTZ-FM >	1 WTUE-FM	1 WMMX-FM <	1 WMMX-FM <	1 WHKO-FM <	1 WHKO-FM	1 WHKO-FM	1 WMMX-FM <	1 WMMX-FM <	1 WGTZ-FM	1 WROU-FM
2 WROU-FM >	2 WMMX-FM <	2 WHKO-FM	2 WHKO-FM	2 WMMX-FM	2 WLQT-FM	2 WMMX-FM <	2 WHKO-FM <	2 WHKO-FM	2 WROU-FM	2 WGTZ-FM
3 WXEG-FM	3 WGTZ-FM	3 WTUE-FM	3 WTUE-FM	3 WLQT-FM <	3 WMMX-FM	3 WLQT-FM	3 WLQT-FM >	3 WROU-FM <	3 WHKO-FM	3 WHIO-AM <
	WXEG-FM <	4 WGTZ-FM <	4 WLQT-FM <	4 WTUE-FM <	4 WHIO-AM >	4 WTUE-FM <	4 WGTZ-FM <	4 WGTZ-FM	4 WTUE-FM	4 WTUE-FM
	5 WROU-FM	5 WROU-FM	5 WROU-FM <	5 WROU-FM	5 WROU-FM	5 WGTZ-FM <	5 WTUE-FM <	5 WLQT-FM <	5 WLW-AM <	
	6 WHKO-FM >	6 WXEG-FM	6 WGTZ-FM <	6 WGTZ-FM <		6 WROU-FM <	6 WROU-FM	6 WTUE-FM <	6 WMMX-FM	
	7 WING-FM	7 WLQT-FM	7 WING-FM <	7 WING-FM		7 WHIO-AM		7 WXEG-FM	7 WXEG-FM <	
		8 WING-FM >		8 WXEG-FM				8 WHIO-AM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WROU-FM	1 WMMX-FM <	1 WMMX-FM	1 WMMX-FM	1 WMMX-FM		1 WTUE-FM	1 WTUE-FM <	1 WTUE-FM <	1 WTUE-FM	1 WHKO-FM
	WGTZ-FM	2 WROU-FM	2 WROU-FM	2 WHKO-FM		WXEG-FM	2 WXEG-FM	2 WXEG-FM	2 WXEG-FM <	WTUE-FM
3 WHKO-FM	3 WGTZ-FM	3 WLQT-FM <	3 WLQT-FM <	3 WLQT-FM >		3 WGTZ-FM	3 WGTZ-FM	3 WMMX-FM	3 WHKO-FM <	3 WING-FM
	WMMX-FM	4 WHKO-FM <	4 WGTZ-FM	4 WGTZ-FM		4 WROU-FM	4 WMMX-FM <	4 WGTZ-FM	4 WING-FM	4 WMMX-FM <
5 WTUE-FM >	5 WTUE-FM	WTUE-FM <	WROU-FM >	5 WGTZ-FM >		5 WHKO-FM >	5 WROU-FM <	WING-FM	5 WMMX-FM	5 WXEG-FM <
6 WXEG-FM	6 WLQT-FM <	6 WHKO-FM	6 WTUE-FM >	6 WTUE-FM >		6 WING-FM <	6 WHKO-FM <	6 WHKO-FM <	6 WGTZ-FM <	6 WLW-AM
	7 WXEG-FM >	7 WXEG-FM >				7 WHKO-FM >	7 WROU-FM	7 WROU-FM	7 WROU-FM	7 WROU-FM
									8 WLW-AM >	

DAYTON

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	122 (1)	122 (1)	10.4 %	9.8 %
AOR/Classic/NR	0 (0)	157 (2)	157 (2)	13.4 %	12.3 %
Black/Urban	23 (1)	104 (1)	127 (2)	10.9 %	10.3 %
CHR	0 (0)	103 (1)	103 (1)	8.8 %	8.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	14 (1)	217 (4)	231 (5)	19.8 %	21.9 %
Full Service	117 (2)	0 (0)	117 (2)	10.0 %	5.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	30 (2)	30 (2)	2.6 %	0.0 %
News/Talk	19 (2)	0 (0)	19 (2)	1.6 %	8.2 %
Oldies	0 (0)	95 (4)	95 (4)	8.1 %	7.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	21 (1)	21 (1)	1.8 %	2.5 %
Soft AC/EZ	0 (0)	96 (1)	96 (1)	8.2 %	9.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	50 (3)	0 (0)	50 (3)	4.3 %	4.3 %
Totals:	223 (9)	945 (17)	1168 (26)		

Other Rated Stations					Metro Share	Cume Rating
WBZI	-AM	C	1500	Xenia	1.1	/ 1.0
WING	-AM	N	1410	Dayton	0.8	/ 4.2
WIZE	-AM	ST	1340	Springfield	0.5	/ 1.9
WPFB	-AM	ST	910	Middletown	0.6	/ 1.6

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WCKY	-AM	T	550	Cincinnati	0.7	/ 1.8
WLSN	-FM	J	106.5	Greenville	0.8	/ 2.2
WYGY	-FM	C	96.5	Cincinnati	0.5	/ 3.1

Consolidation Report	12+	25-54	Revenue
American Radio Sys.	27.6 %	30.6 %	47.2 %
WTUE-FM, WONE-AM, WMMX-FM, WLQT-FM, WDOL-FM			
Local, pend.	8.7 %	7.7 %	6.3 %
WLSN-FM, WROU-FM, WRNB-FM			
	36.3 %	38.3 %	53.5 %

AM Stations

WDAO	1210	1 KW (DAYS)	Black	AURN	\$20.00	---	
WHIO	1290	5 KW (DA-N)	News/Talk	AP, Talknt, Westwd	\$50.00	D&R	Cox
WING	1410	5 KW (DA-N)	News	CBS, CNN	\$19.00	Mc-Guild	Great Trails
WONE	980	5 KW (DA-N)	Standards	Westwd, ABC	\$25.00	Eastman	Amer. Radio Sys.

FM Stations

WCLR	95.7	50 KW @ 476	Oldies	Westwd	\$22.00	Reg'l.	Piqua
WDOL	94.5	6 KW @ 328	Oldies		\$22.00	---	Amer. Radio Sys.
WFCJ	93.7	50 KW @ 492	Religion	USA	\$17.00	---	Miamisburg
WGTV	92.9	40 KW @ 551	CHR	Westwd	\$53.00	Mc-Guild	Great Trails
WHKO	99.1	50 KW @ 1066	Country		\$83.00	D&R	Cox
WING	102.9	50 KW @ 492	Oldies-70's	ABC	\$23.00	Mc-Guild	Osborn
WKSX	101.7	3 KW @ 407	Country		\$18.00	---	Urbana
WLQT	99.9	50 KW @ 500	Soft AC		\$54.00	Katz	Amer. Radio Sys.
WMMX	107.7	50 KW @ 420	AC		\$87.00	Eastman	Amer. Radio Sys.
WPFB	105.9	34 KW @ 593	Country	ABC	NA	---	Braden
WROU	92.1	900 W @ 597	Black		\$44.00	MMR	W. Carrollton
WTUE	104.7	50 KW @ 500	AOR	ABC	\$84.00	Eastman	Amer. Radio Sys.
WXEG	103.9	1.2 KW @ 522	AOR-New Rock		\$34.00	Eastman	Beavercreek
WZLR	95.3	3 KW @ 300	See WCLR-F				Xenia

Notes: See Cincinnati for details on WLW, WVAE-F, WYGY-F . . . 2/96 WLQT-F/WDOL-F sold by Regent to American Radio Systems for \$12,000,000 (MVP) . . . 4/96 WTRJ-F (96.9, Troy) changes from Contemp. Christian to Black AC with calls WRNB-F . . . 7/96 WLSN-F (106.5, Greenville) sold to WROU-F for \$2,350,000 (semi-duop with WROU-F/duop with WRNB-F) . . . WING-F sold by Osborn to Capstar . . .

DAYTONA BEACH

Arbitron Rank: 93 Pop (12+): 390,300	Stations: 28 / 10	Last Year's Revenue: NA
MSA Rank:	Diaries 918 / 425:1/ 58.4 %	Household Income: \$35,580
MSA Pop: NA	Sample Target: 850	Retail Dollars: \$3.7 Bil
DMA # Orlando (#22)	% Below Line: 53.8	#1 Biller: NA
Average Person Ratings: 15.8	% Not Listed: 11.5	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 39,030	NA

12+ Metro	Format	1/4	Share	Fal 95	Spq 95	Fal 94	Spq 94	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level
1	WGMF -FM	SAC	57 / 9.2	9.5	9.7	11.1	12.2	713 / 18.3	18.1	18.8	91 / 1150	WGMF -FM
2	WGNE -FM	C	55 / 8.9	9.8	6.6	7.3	6.5	765 / 19.6	18.9	17.3	58 / 851	WGNE -FM
3	WROD -AM	ST	48 / 7.8	5.4	5.3	4.8	6.4	341 / 8.7	8.6	10.0	48 / 349	WROD -AM
4	WSBB -AM	ST	34 / 5.5	2.9	2.5	4.0	2.9	337 / 8.6	6.2	7.8	34 / 337	WSBB -AM
	WOCL -FM	O	34 / 5.5	5.5	7.0	5.7	6.0	576 / 14.8	13.2	15.4	77 / 125C	WOCL -FM
	WJHM -FM	B	34 / 5.5	4.6	5.9	4.5	3.5	409 / 10.5	10.6	12.2	70 / 846	WJHM -FM
7	WWKA -FM	C	31 / 5.0	6.9	5.5	4.0	3.2	478 / 12.2	14.0	13.2	60 / 846	WWKA -FM
8	WHTQ -FM	CL AOR	27 / 4.4	4.9	3.1	3.5	4.5	495 / 12.7	10.9	9.1	47 / 771	WHTQ -FM
9	WOMX -FM	AC/CHR	26 / 4.2	3.8	5.5	5.0	5.4	480 / 12.3	11.2	12.2	31 / 668	WOMX -FM
10	WFKS -FM	CHR	21 / 3.4	4.6	4.1	3.6	2.9	504 / 12.9	13.5	14.0	24 / 628	WFKS -FM
11	WDIZ -FM	AOR	20 / 3.2	3.3	4.2	3.6	3.7	394 / 10.1	10.6	10.5	30 / 625	WDIZ -FM
	WJRR -FM	AOR-NR	20 / 3.2	3.4	5.1	7.8	4.9	484 / 12.4	11.9	15.0	47 / 855	WJRR -FM
13	WNDB -AM	T	18 / 2.9	3.8	2.8	3.8	4.8	258 / 6.6	9.5	7.5	18 / 258	WNDB -AM
14	WTKS -FM	T	17 / 2.8	4.1	4.5	4.2	2.1	315 / 8.1	10.1	11.2	44 / 574	WTKS -FM
15	WCFB -FM	U/AC	16 / 2.6	2.3	2.7	5.5	4.3	262 / 6.7	7.4	9.0	32 / 481	WCFB -FM
16	WKRO -FM	O	13 / 2.1	2.4	1.1	0.5	0.5	320 / 8.2	8.1	3.6	13 / 320	WKRO -FM

12+ FM Share (Metro): 76.74 % (419 of 546) (Spring 95: 82.34 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJHM-FM >	1 WGNE-FM	1 WGNE-FM	1 WOMX-FM	1 WOCL-FM <	1 WROD-AM <	1 WGMF-FM	1 WGMF-FM	1 WGMF-FM	1 WJHM-FM	1 WSBB-AM
2 WXXL-FM	2 WJHM-FM <	2 WHTQ-FM	WHTQ-FM <	2 WGNE-FM	2 WGMF-FM	2 WGNE-FM	2 WROD-AM	WGNE-FM >	WGMF-FM <	WNDB-AM
WJRR-FM	3 WJRR-FM <	3 WGMF-FM	3 WGNE-FM <	WGMF-FM	3 WGNE-FM <	3 WROD-AM	3 WGNE-FM	3 WROD-AM	3 WGNE-FM >	3 WJHM-FM
	4 WDIZ-FM	WOMX-FM	4 WOCL-FM <	4 WHTQ-FM	4 WSBB-AM	4 WSBB-AM	4 WOCL-FM	4 WOCL-FM	4 WSBB-AM	4 WGNE-FM
	WGMF-FM	5 WOCL-FM	5 WGMF-FM	WOMX-FM	5 WOCL-FM	5 WHTQ-FM	5 WSBB-AM	WJHM-FM		5 WOMX-FM
						WOMX-FM				
						WOCL-FM <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WGMF-FM	1 WGMF-FM	1 WOMX-FM	1 WGMF-FM	1 WGMF-FM	1 WGNE-FM	1 WGNE-FM <	1 WDIZ-FM	1 WHTQ-FM	1 WHTQ-FM >
2 WFKS-FM	2 WFKS-FM	WGMF-FM	2 WFKS-FM	2 WOCL-FM	2 WJHM-FM	2 WDIZ-FM	2 WGNE-FM	2 WGNE-FM	2 WGNE-FM
WJRR-FM	3 WOMX-FM	WFKS-FM	WGNE-FM <	3 WGNE-FM <	WJRR-FM >	3 WJRR-FM	WWKA-FM	3 WDIZ-FM <	WOCL-FM
	WCFB-FM	4 WTKS-FM	4 WOMX-FM	4 WOMX-FM	4 WHTQ-FM	4 WJHM-FM	WHTQ-FM	WOCL-FM	4 WDIZ-FM
		WCFB-FM	5 WOCL-FM <	5 WFKS-FM >	WDIZ-FM >	5 WHTQ-FM		4 WJRR-FM	WOMX-FM

DAYTONA BEACH

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	26 (1)	26 (1)	4.8 %	10.8 %
AOR/Classic/NR	0 (0)	72 (4)	72 (4)	13.2 %	14.4 %
Black/Urban	7 (1)	50 (2)	57 (3)	10.4 %	7.7 %
CHR	0 (0)	33 (2)	33 (2)	6.0 %	6.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	96 (5)	96 (5)	17.6 %	15.9 %
Full Service	8 (1)	0 (0)	8 (1)	1.5 %	1.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	9 (1)	9 (1)	1.6 %	2.2 %
News/Talk	22 (2)	17 (1)	39 (3)	7.1 %	8.5 %
Oldies	0 (0)	59 (4)	59 (4)	10.8 %	9.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	57 (1)	57 (1)	10.4 %	11.2 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	90 (3)	0 (0)	90 (3)	16.5 %	10.8 %
Totals	127 (7)	419 (21)	546 (28)		

Other Rated Stations					Metro Share	Cume Rating
WDXD	-FM	C	103.3	Holly Hill	0.6	/ 1.7
WPUL	-AM	B	1590	S. Daytona Beach	1.1	/ 2.0
WTSM	-FM	O-70S	95.7	Ormond by the Sea	1.6	/ 6.7
WXVQ	-AM	T	1490	De Land	0.6	/ 1.2

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WDBO	-AM	T/FS	580	Orlando	1.3	/ 4.5
WHOO	-AM	ST	990	Orlando	1.3	/ 2.4
WKQL	-FM	O	96.9	Jacksonville	0.3	/ 1.5
WLOQ	-FM	J	103.1	Winter Park	1.5	/ 3.7
WMMO	-FM	AOR/AC	98.9	Orlando	0.8	/ 3.1
WOGK	-FM	C*	93.7	Ocala	0.5	/ 3.1
WQIK	-FM	C	99.1	Jacksonville	0.5	/ 1.3
WXXL	-FM	CHR	106.7	Tavares	1.9	/ 8.9

Consolidation Report	12+	25-54	Revenue
Local	0.0 %	0.0 %	%
WELE-AM, WTRR-AM	0.0 %	0.0 %	%

AM Stations

WNDB	1150	1 KW (DA-N)	News/Talk	CBS, ABC, Tiknt	\$23.00	Torbet	Root
WROD	1340	1 KW	Standards	ABC, SMN	\$24.00	Regional	
WSBB	1230	1 KW	Oldies	Westwd	\$<20.00	---	New Smyrna Beach

FM Stations

WFKS	99.9	100 KW @ 1200	CHR	\$27.00	Mc-Guild	Renda	Palatka
WGNE	98.1	100 KW @ 475	Country	\$46.00	Banner	SFX	Titusville
WKRO	93.1	15 KW @ 425	Oldies	\$<20.00	---		Edgewater

Notes: Other ranked stations -- See Orlando . . . "WOGK-F (Ocala) was placed "below the line" for engaging in a "special station activity" . . .

DENVER BOULDER

Arbitron Rank: 23 Pop (12+): 1,733,500	Stations: 31 / 31	Last Year's Revenue: \$105,500,000
MSA Rank: 26	Diaries 2845 / 609:1/55.8 %	Household Income: \$48,764
MSA Pop: 2,270,000	Sample Target: 2,930	Retail Dollars: \$23.8 Bil
DMA #: 18	% Below Line: 0	#1 Biller: KOA \$19,000,000
Average Person Ratings: 16.6	% Not Listed: 11.7	#1 Billing Portfolio: Jacor duop+ \$48,700,000
Market TSL In Hours: 22.00	Pop per Station: 55,919	

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KYGO -FM	C	251 / 8.7	8.6	8.8	9.7	9.1	9.0	3193 / 18.4	18.6	19.8	298 / 3945	J KYGO -FM
2	KOA -AM	T/FS	250 / 8.7	6.9	9.0	9.6	6.9	8.5	4061 / 23.4	25.0	21.0	337 / 5523	J KOA -AM
3	KBPI -FM	AOR-NR	161 / 5.6	4.2	3.2	4.7	5.0	4.4	2258 / 13.0	11.0	12.7	185 / 2738	G KBPI -FM
4	KOSI -FM	SAC	160 / 5.6	5.7	6.1	5.5	5.9	5.7	2625 / 15.1	14.0	15.1	187 / 3114	H KOSI -FM
5	KRFX -FM	CL AOR	136 / 4.7	6.3	5.1	5.7	6.3	5.4	2235 / 12.9	15.0	16.6	186 / 2834	I KRFX -FM
6	KALC -FM	AC/CHR	134 / 4.7	4.8	4.1	3.9	4.2	4.4	2528 / 14.6	14.5	13.5	152 / 2857	E KALC -FM
7	KXKL -AF	O	130 / 4.5	5.6	5.2	5.9	5.4	5.3	2600 / 15.0	16.1	17.4	163 / 3243	G KXKL -AF
8	KKHK -FM	CL AOR	121 / 4.2	0.9					1974 / 11.4			138 / 2263	KKHK -FM
9	KXPK -FM	AOR-P	114 / 4.0	3.6	4.2	5.2	5.3	4.2	2121 / 12.2	12.7	14.8	123 / 2376	E KXPK -FM
10	KHIH -FM	J	103 / 3.6	4.9	3.8	3.0	3.5	3.8	1666 / 9.6	9.3	10.4	109 / 1840	E KHIH -FM
	KBCO -FM	AOR	103 / 3.6	4.2	4.2	3.2	3.9	3.8	2165 / 12.5	12.7	10.6	124 / 2493	G KBCO -FM
	KQKS -FM	CHR	103 / 3.6	5.1	4.7	3.7	4.5	4.3	1815 / 10.5	13.1	13.9	129 / 2306	D KQKS -FM
13	KIMN -FM	O-70S	96 / 3.3	4.0	3.7	4.0	3.8	3.8	1764 / 10.2	11.0	10.8	108 / 2008	F KIMN -FM
14	KHOW -AM	T	82 / 2.9	2.7	2.5	2.3	2.5	2.6	1475 / 8.5	7.4	7.4	94 / 1811	E KHOW -AM
15	KEZW -AM	ST	79 / 2.7	2.4	2.5	2.4	3.0	2.5	988 / 5.7	5.1	5.9	80 / 1015	C KEZW -AM
	KWMX -FM	AC/CHR	78 / 2.7	3.2	3.1	3.6	3.7	3.2	1843 / 10.6	12.0	12.5	89 / 2051	E KWMX -FM
17	KJMN -FM	CHR	76 / 2.6	2.1	1.9	1.7	0.5	2.1	1289 / 7.4	5.7	2.6	85 / 1427	KJMN -FM
	KVOD -FM	CL	75 / 2.6	3.3	2.9	2.7	3.0	2.9	1226 / 7.1	7.9	7.8	86 / 1563	D KVOD -FM
19	KKFN -AM	SPRTS	52 / 1.8	1.1	0.7	0.5	0.0	1.0	1404 / 8.1	3.4	0.0	59 / 1584	KKFN -AM
20	KTLK -AM	T	47 / 1.6	2.2	2.8	3.5	2.7	2.5	1072 / 6.2	7.7	9.5	61 / 1338	C KTLK -AM
21	KYGO -AM	C	40 / 1.4	1.6	1.4	1.6	1.7	1.5	789 / 4.6	2.9	4.5	42 / 613	KYGO -AM
22	KTCL -FM	AOR-NR	32 / 1.1	0.7	1.1	1.5	1.2	1.1	897 / 5.2	4.7	5.4	43 / 1235	C KTCL -FM

12+ FM Share (Metro): 73.62 % (1870 of 2540) (Spring 95: 74.96 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KQKS-FM <	1 KBPI-FM <	1 KYGO-FM	1 KYGO-FM	1 KYGO-FM	1 KOA-AM >	1 KOA-AM <	1 KOA-AM <	1 KOA-AM <	1 KOA-AM >	1 KYGO-FM
2 KBPI-FM >	2 KYGO-FM <	2 KRFX-FM <	2 KRFX-FM	2 KOA-AM	2 KYGO-FM	2 KYGO-FM	2 KYGO-FM	2 KYGO-FM >	2 KBPI-FM	2 KOA-AM
3 KJMN-FM	3 KALC-FM	3 KOA-AM <	KOA-AM <	3 KOSI-FM <	3 KOSI-FM <	3 KALC-FM	3 KOSI-FM	3 KOSI-FM <	3 KYGO-FM <	KHOW-AM
	4 KXPK-FM <	4 KBPI-FM <	4 KOSI-FM <	4 KRFX-FM	4 KXKL-AF	4 KRFX-FM <	4 KRFX-FM	4 KBPI-FM	4 KQKS-FM	4 KBPI-FM <
	5 KRFX-FM >	5 KOSI-FM <	5 KKHK-FM <	5 KKHK-FM <	5 KHIH-FM <	5 KOSI-FM	5 KBPI-FM <	5 KRFX-FM <	5 KKFN-AM <	5 KQKS-FM
	6 KQKS-FM <	6 KALC-FM <	6 KXPK-FM <	6 KXKL-AF	6 KEZW-AM <	6 KBPI-FM	6 KKHK-FM <	6 KKHK-FM <	6 KOSI-FM <	KOSI-FM
		7 KKHK-FM <	7 KXKL-AF				7 KXKL-AF <	7 KXPK-FM	7 KJMN-FM <	KHIH-FM
		8 KXPK-FM								
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 KALC-FM	1 KYGO-FM <	1 KYGO-FM >	1 KYGO-FM	1 KYGO-FM	1 KBPI-FM >	1 KBPI-FM	1 KRFX-FM <	1 KRFX-FM <	1 KOA-AM <	
2 KQKS-FM >	2 KALC-FM	2 KXPK-FM <	2 KOSI-FM <	2 KOSI-FM	2 KJMN-FM	2 KRFX-FM >	2 KBPI-FM >	2 KBPI-FM <	2 KRFX-FM	
3 KYGO-FM	3 KXPK-FM	3 KALC-FM <	3 KALC-FM	3 KXKL-AF	KALC-FM <	3 KXPK-FM <	3 KXPK-FM	3 KOA-AM	3 KYGO-FM	
4 KBPI-FM <	4 KWMX-FM	4 KWMX-FM	4 KXPK-FM <	4 KXPK-FM	4 KQKS-FM <	4 KALC-FM <	4 KYGO-FM	KYGO-FM	4 KBPI-FM	
5 KJMN-FM	5 KQKS-FM <	5 KIMN-FM	5 KXKL-AF <	KBCO-FM <	5 KRFX-FM >	5 KYGO-FM	5 KOA-AM	4 KKHK-FM	KKHK-FM	
6 KXPK-FM <	6 KBPI-FM <	6 KBCO-FM <	6 KWMX-FM	6 KHIH-FM <	6 KXPK-FM	6 KOA-AM <	6 KALC-FM	6 KXPK-FM	6 KXPK-FM	
7 KWMX-FM >	7 KJMN-FM <	7 KOSI-FM <		KOA-AM	KYGO-FM	7 KKHK-FM	KKHK-FM	7 KALC-FM	7 KOSI-FM	
	KOSI-FM	8 KKHK-FM							8 KXKL-AF	
	9 KIMN-FM								KIMN-FM <	

DENVER-BOULDER

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations			Metro Share	Cume Rating	
AC	0 (0)	212 (2)	212 (2)	8.3 %	8.9 %	KCUV	-AM	SP	1150	Englewood	0.7 / 1.4
AOR/Classic/NR	0 (0)	667 (6)	667 (6)	26.3 %	24.8 %	KDKO	-AM	B	1510	Littleton	0.6 / 1.8
Black/Urban	18 (1)	0 (0)	18 (1)	0.7 %	1.0 %	KJME	-AM	SP	1390	Denver	0.3 / 0.7
CHR	0 (0)	179 (2)	179 (2)	7.0 %	5.7 %	KLZ	-AM	REL	560	Denver	0.6 / 1.4
Classical	0 (0)	75 (1)	75 (1)	3.0 %	3.4 %	KMXA	-AM	SP	1090	Aurora	0.8 / 1.5
Country	40 (1)	251 (1)	291 (2)	11.5 %	14.3 %	KNUS	-AM	T	710	Denver	0.5 / 3.2
Full Service	250 (1)	0 (0)	250 (1)	9.8 %	0.0 %	KRKS	-FM	REL	94.7	Boulder	0.4 / 1.9
Hispanic	52 (3)	0 (0)	52 (3)	2.0 %	3.2 %	KRKS	-AM	REL	990	Denver	0.2 / 0.7
Jazz	0 (0)	103 (1)	103 (1)	4.1 %	3.9 %						
News/Talk	143 (3)	0 (0)	143 (3)	5.6 %	13.6 %						
Oldies	14 (1)	211 (2)	225 (3)	8.9 %	10.3 %						
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Religion/Gospel	22 (2)	12 (1)	34 (3)	1.3 %	0.0 %						
Soft AC/EZ	0 (0)	160 (1)	160 (1)	6.3 %	6.6 %						
Sports	52 (1)	0 (0)	52 (1)	2.0 %	0.8 %						
Standards	79 (1)	0 (0)	79 (1)	3.1 %	3.4 %						
Totals	670	14	1870 (17)	2540 (31)							

Consolidation Report	12+	25-54	Revenue
Chancellor, pend. KIMN-FM, KVOD-FM, KXKL-AM, KXKL-FM, KALC-FM	15.1 %	15.6 %	16.5 %
Crawford KLTT-AM, KLZ-AM	0.6 %	0.8 %	1.0 %
Jacor KHOW-AM, KBCO-AM, KBCO-FM, KHIH-FM, KOA-AM, KRFX-FM, KTLK-AM, KBPI-FM	30.7 %	31.3 %	46.2 %
Jefferson-Pilot KKFN-AM, KWMX-FM, KYGO-AM, KYGO-FM	14.6 %	14.9 %	16.8 %
Tribune Co. KOSI-FM, KEZW-AM, KKHK-FM	12.5 %	12.5 %	10.3 %
	73.5 %	75.1 %	90.8 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Station	Power	Time	Format	Advertiser	Agency
KDKO	1510	10 KW/1.3 KW(DA-2)	Black			Littleton					
KEZW	1430	5 KW (DA-N)	Standards	SMN	Banner	Tribune Co.					Aurora
KHOW	630	5 KW (DA-2)	News/Talk	Westwd, ABC, TARN	MMR	Jacor					
KKFN	950	5 KW (DA-1)	Sports	AP, ABC, CBS	NA CBS	Jefferson-Pilot					
KLZ	560	5 KW (DA-1)	Religion	SMN, Westwd	\$31.00 Mc-Guild	Crawford					
KMXA	1090	50 KW/500 W (DA-2)	Hispanic		\$40.00 Lotus	EXCL					Aurora
KNUS	710	5 KW (DA-1)	News/Talk	CNN, BRN	\$33.00 ---	Salem					
KOA	850	50 KW	Talk/News	ABC	\$265.00 Eastman	Jacor					
KTLK	760	50 KW/1 KW (DA-2)	Talk	ABC	\$40.00 Eastman	Jacor					
KYGO	1600	5 KW (DA-2)	Country	CBS	NA CBS	Jefferson-Pilot					Lakewood

DENVER-BOULDER

FM Stations

KALC	105.9	100 KW @ 1470	AC	\$100.00	Christal	Chancellor	
KBCO	97.3	100 KW @ 1541	AOR-Prog	Westwd \$110.00	MMR	Jacor	Boulder
KBPI	106.7	100 KW @ 987	AOR	\$124.00	Eastman	Jacor	
KHIH	95.7	100 KW @ 1608	Jazz	\$85.00	MMR	Jacor	
KIMN	100.3	100 KW @ 1152	Oldies-70's	\$91.00	Christal	Chancellor	
KJMN	92.1	30 KW @ 627	CHR	\$35.00	---	EXCL	Castle Rock
KKHK	99.5	100 KW @ 1624	Classic AOR	\$70.00	Banner	Tribune Co.	
KOSI	101.1	100 KW @ 1624	Soft AC	\$155.00	Banner	Tribune Co.	
KQKS	104.3	58 KW @ 1204	CHR	\$68.00	Torbet	Western Cities	Longmont
KRFX	103.5	100 KW @ 1045	Classic AOR	\$178.00	---	Jacor	
KRKS	94.7	100 KW @ 984	Religion	\$45.00	---	Salem	Boulder
KTCL	93.3	100 KW @ 1129	AOR-New Rock	\$50.00	Mc-Guild	University	Ft. Collins
KVOD	92.5	57 KW @ 1237	Classical	\$50.00	CMBS	Chancellor	Greeley
KWMX	107.5	100 KW @ 1198	CHR/AC	\$84.00	CBS	Jefferson-Pilot	
KXKL	104.1	100 KW @ 1169	Oldies	\$145.00	Sentry	Chancellor	
KXPK	96.5	100 KW @ 1739	AOR-Prog	\$79.00	---		Evergreen
KYGO	98.5	100 KW @ 1821	Country	\$240.00	CBS	Jefferson-Pilot	

Notes: 3/96 Noble sold the following to Jacor: KBCO-AF for \$27,100,000; KHOW for \$4,800,000; KHIH-F for \$15,800,000 . . . 3/96 KYBG/KNRX-F sold by Century to EXCL for \$7,700,000 . . . 3/96 Secret traded KALC-F/KIMN-F to Chancellor (D+) for KTBS-F Houston + \$6,400,000 . . . 3/96 KLDC (670, Commerce City) signs on, with Religious format . . . 3/96 KVOD-F 99.5 changes from Classical to Classic Rock as KKKH-F; the KVOD calls and format concurrently transfer to KZDG-F 92.5 . . . 3/96 KNRX-F changes from CHR-NR to CHR as KJMN-F; Secret protests the call letter change; KJMN-F later changes to KHQT-F . . . 4/96 KYBG changes from Sports to Hispanic; calls change to KMXA, 6/96 . . . 6/96 KCUV (1150) sold by RMF to Den-Mex for \$700,000 . . . 7/96 KXKL no longer simulcasts KXKL-F, adopting Talk format using station name "Ralph"

DES MOINES

Arbitron Rank: 89	Pop (12+): 410,400	Stations: 19 / 17	Last Year's Revenue: \$20,100,000
MSA Rank: 118		Diaries 1084 / 379:1/63.7 %	Household Income: \$50,002
MSA Pop: 421,000		Sample Target: 1,030	Retail Dollars: \$5.1 Bil
DMA #: 72		% Below Line: 1.1	#1 Biller: WHO \$4,700,000
Average Person Ratings: 15		% Not Listed: 11.5	#1 Billing Portfolio: Palmer combo \$6,700,000
Market TSL In Hours: 20.00		Pop per Station: 24,141	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KJJY -FM	C	70 / 11.4	12.4	12.5	10.1	12.9	11.6	833 / 20.3	22.4	24.2	89 / 1256	E KJJY -FM
2	KKDM -FM	AOR-NR	67 / 10.9	7.5	7.5	1.2		6.8	907 / 22.1	19.8		89 / 1265	A KKDM -FM
3	WHO -AM	FS	66 / 10.7	13.2	13.9	13.0	14.1	12.7	998 / 24.3	31.8	24.4	183 / 2439	F WHO -AM
4	KGGO -FM	AOR	59 / 9.6	11.9	11.6	14.9	17.3	12.0	896 / 21.8	21.3	29.4	90 / 1406	E KGGO -FM
5	KLYF -FM	AC	49 / 7.9	5.5	5.7	6.7	6.0	6.5	613 / 14.9	14.0	17.4	64 / 888	D KLYF -FM
6	KSTZ -FM	AC/CHR	46 / 7.5	6.5	6.9	8.4	7.4	7.3	908 / 22.1	19.4	24.0	78 / 1622	C KSTZ -FM
7	KIOA -AF	O	36 / 5.8	9.1	6.1	5.8	6.0	6.7	784 / 19.1	17.7	17.6	90 / 1594	C KIOA -AF
8	KRKQ -FM	CL AOR	31 / 5.0	3.1	2.3	4.3	3.1	3.7	499 / 12.2	7.7	8.4	42 / 689	B KRKQ -FM
9	KRNT -AM	ST	30 / 4.9	4.1	4.4	5.5	4.8	4.7	411 / 10.0	10.7	10.1	33 / 503	A KRNT -AM
10	KFMG -FM	AOR-P	25 / 4.1	2.8	3.4	4.5	6.9	3.7	454 / 11.1	9.3	12.6	27 / 520	B KFMG -FM
11	KMXD -FM	SAC	22 / 3.6	2.9	3.1	1.9	2.1	2.9	293 / 7.1	8.3	5.0	25 / 334	A KMXD -FM
12	KHKI -FM	C	17 / 2.8	3.3	3.8	4.8	2.7	3.7	434 / 10.6	8.6	8.9	29 / 682	A KHKI -FM
13	KEZT -FM	EZ/SAC	10 / 1.6	1.8	1.5	1.9	1.1	1.7	220 / 5.4	6.7	6.5	13 / 352	A KEZT -FM

12+ FM Share (Metro): 80.04 % (437 of 546) (Spring 95: 77.76 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKDM-FM >	1 KKDM-FM	1 KGGO-FM	1 KGGO-FM <	1 KGGO-FM <	1 WHO-AM >	1 WHO-AM >	1 KJJY-FM <	1 KKDM-FM <	1 KKDM-FM >	1 WHO-AM >
2 KGGO-FM	2 KGGO-FM	2 KKDM-FM <	2 KLYF-FM <	2 KLYF-FM <	2 KJJY-FM	2 KJJY-FM	2 KGGO-FM <	2 KJJY-FM	2 WHO-AM	2 KJJY-FM >
3 KSTZ-FM	3 KSTZ-FM	3 KLYF-FM <	3 KSTZ-FM	3 KJJY-FM <	3 KLYF-FM	KGGO-FM	3 WHO-AM	3 KGGO-FM <	3 KJJY-FM	3 KLYF-FM
4 KJJY-FM >	4 KJJY-FM <	4 KJJY-FM	4 KSTZ-FM <	4 KIOA-AF	4 KKDM-FM <	4 KKDM-FM <	4 WHO-AM <	4 KSTZ-FM <	4 KSTZ-FM	4 KKDM-FM
5 KRKQ-FM	5 KSTZ-FM	5 KKDM-FM <	5 WHO-AM	KRNT-AM	5 KLYF-FM	5 KLYF-FM >	5 KSTZ-FM <	5 KGGO-FM	5 KGGO-FM	
KFMG-FM <	6 KRKQ-FM	6 KRKQ-FM	6 KIOA-AF		6 KSTZ-FM	6 KSTZ-FM	6 KLYF-FM	6 KRKQ-FM <		
7 KLYF-FM >>			7 KKDM-FM <							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KJJY-FM	1 KJJY-FM	1 KSTZ-FM >	1 KLYF-FM <	1 KLYF-FM	1 KKDM-FM >	1 KGGO-FM	1 KGGO-FM >	1 KGGO-FM >	1 KGGO-FM >
2 KKDM-FM >	2 KSTZ-FM	2 KJJY-FM	2 KJJY-FM <	2 KJJY-FM <	2 KGGO-FM	2 KKDM-FM >	2 KKDM-FM	2 KKDM-FM	2 WHO-AM <
3 KSTZ-FM	3 KKDM-FM >	3 KKDM-FM	3 KSTZ-FM >	3 KSTZ-FM >	3 KFMG-FM >	3 KRKQ-FM	3 KRKQ-FM	3 KRKQ-FM >	3 KRKQ-FM
KLYF-FM	4 KLYF-FM	KLYF-FM >	4 KKDM-FM	4 KGGO-FM	4 KRKQ-FM >	4 KFMG-FM	4 KSTZ-FM >	4 KFMG-FM <	4 KKDM-FM
KFMG-FM >	5 KGGO-FM	5 KGGO-FM >	5 KGGO-FM >	KIOA-AF	KSTZ-FM	KSTZ-FM >	5 KJJY-FM	5 WHO-AM <	5 KJJY-FM
6 KFMG-FM								6 KSTZ-FM <	KIOA-AF <

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	95 (2)	95 (2)	17.4 %	6.9 %
AOR/Classic/NR	0 (0)	182 (4)	182 (4)	33.3 %	25.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	6 (1)	6 (1)	1.1 %	9.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	4 (1)	90 (3)	94 (4)	17.2 %	22.1 %
Full Service	66 (1)	0 (0)	66 (1)	12.1 %	16.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	3 (1)	0 (0)	3 (1)	0.5 %	0.0 %
Oldies	6 (1)	30 (1)	36 (2)	6.6 %	7.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	0.5 %	0.8 %
Soft AC/EZ	0 (0)	32 (2)	32 (2)	5.9 %	3.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	30 (1)	0 (0)	30 (1)	5.5 %	5.6 %
Totals	109 (5)	438 (14)	547 (19)		

Other Rated Stations				Metro Share	Cume Rating
KASI -AM	T	1430	Ames	0.5 / 1.8	
KCCQ -FM	CHR	107.1	Ames	1.0 / 3.7	
KZZQ -FM	REL	99.5	Winterset	0.5 / 2.0	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KWMT -AM	C	540	Ft. Dodge	0.6 / 1.4	
KXIA -FM	C	101.1	Marshalltown	0.5 / 1.1	

DES MOINES

Consolidation Report	12+	25-54	Revenue
Barnstable, pend. KRKQ-FM, KKSO-AM, KJJY-FM	16.4 %	17.4 %	21.9 %
Community Pacific KHKI-FM, KGGO-FM, KDMI-AM	25.5 %	15.0 %	19.4 %
Saga, pend. KSTZ-FM, KRNT-AM, KIOA-FM, KIOA-AM, KFVG-FM	22.3 %	23.0 %	22.4 %
	64.3 %	55.4 %	63.7 %

AM Stations

KDMI	1460	5 KW (DA-N)	Religion	\$15.00 ---	Comm. Pacific
KIOA	940	10 KW/5 KW (DA-2)	See KIOA-FM		
KRNT	1350	5 KW (DA-N)	Standards	CBS, Westwd \$<20.00 Katz	Saga
WHO	1040	50 KW	Full Service	ABC, Westwd, Tiknt \$78.00 Christal	Palmer

FM Stations

KEZT	104.1	100 KW @ 1010	Soft AC	\$<20.00 D&R		Ames
KFMG	103.3	100 KW @ 745	AOR-Progressiv	\$22.00	Saga, pend.	Pella
KGGO	94.9	100 KW @ 1066	AOR	\$65.00 Eastman	Comm. Pacific	
KHKI	97.3	115 KW @ 450	Country	\$<20.00 Eastman	Comm. Pacific	
KIOA	93.3	100 KW @ 1066	Oldies	ABC \$32.00 Katz	Saga	
KJJY	92.5	41 KW @ 541	Country	\$70.00 Mc-Guild	Barnstable, pend.	Ankeny
KKDM	107.5	23 KW @ 722	AOR-New Rock	Westwd \$29.00 Roslin		
KLYF	100.3	100 KW @ 1700	AC	\$47.00 Christal	Palmer	
KMXD	106.3	6 KW @ 328	Soft AC	\$<20.00		Ankeny
KRKQ	98.3	50 KW @ 492	Classic AOR	\$<20.00 Mc-Guild	Barnstable, pend.	Boone
KSTZ	102.5	100 KW @ 1260	CHR/AC	\$43.00 Katz	Saga	

Notes: 3/96 KRUU-F changed from Country to Classic AOR as KRKQ-F . . . 6/96 Fuller-Jeffrey traded KJJY-F/KKSO to Barnstable for Barnstable's WCSO-F/WHOM-F/WLPZ Portland, ME (Americom) . . . 7/96 KRKQ-F sold by R. Ingstad to Barnstable (D) for \$2,350,000 . . . 7/96 KFMG-F sold by Intergalactic to Saga (D+) for \$2,700,000 (Stevens)

DETROIT

Arbitron Rank: 6 Pop (12+): 3,652,100
MSA Rank: 6
MSA Pop: 4,830,000
DMA # 9
Average Person Ratings: 17.2
Market TSL In Hours: 22.75

Stations: 28 / 28
Diarles 4356 / 838:1/54.0 %
Sample Target: 4,360
% Below Line: 0
% Not Listed: 10.1
Pop per Station: 130,432

Last Year's Revenue: \$166,800,000
Household Income: \$53,166
Retail Dollars: \$48.4 Bil
#1 Biller: WJR \$18,200,000
#1 Billing Portfolio: Infinity/West. \$53,600,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WJLB -FM	B	650 / 10.3	9.7	10.2	10.3	9.5	10.1	6379 / 17.5	16.9	16.4	692 / 7001	I WJLB -FM
2	WJR -AM	FS	428 / 6.8	7.6	7.4	7.9	7.4	7.4	7242 / 19.8	17.0	19.1	594 / 9713	J WJR -AM
3	WOMC -FM	O	375 / 6.0	4.9	4.0	4.0	3.6	4.7	6275 / 17.2	12.6	12.7	390 / 6742	I WOMC -FM
4	WNIC -FM	AC	342 / 5.4	5.3	5.6	4.9	4.7	5.3	5362 / 14.7	14.0	14.6	361 / 5755	I WNIC -FM
5	WRIF -FM	AOR	323 / 5.1	4.6	4.2	4.5	4.0	4.6	5537 / 15.2	13.2	12.2	375 / 6628	H WRIF -FM
6	WWJ -AM	N	312 / 5.0	4.8	6.2	5.2	5.2	5.3	6277 / 17.2	19.8	18.6	328 / 6779	I WWJ -AM
7	WWWW -FM	C	298 / 4.7	3.9	5.0	4.9	4.3	4.6	4165 / 11.4	10.8	11.3	325 / 4669	H WWWW -FM
8	WKQI -FM	AC	245 / 3.9	4.0	3.9	4.1	4.6	4.0	6029 / 16.5	14.9	15.1	265 / 6659	I WKQI -FM
9	WYCD -FM	C	237 / 3.8	3.8	3.9	4.5	4.9	4.0	3979 / 10.9	10.7	11.3	261 / 4425	I WYCD -FM
10	WXYT -AM	T	234 / 3.7	3.8	3.9	3.8	4.4	3.8	2577 / 7.1	8.4	9.7	241 / 2693	H WXYT -AM
	WMXD -FM	B/AC	233 / 3.7	4.4	5.6	4.3	4.4	4.5	3566 / 9.8	11.2	10.1	238 / 3702	H WMXD -FM
12	WLTi -FM	SAC	204 / 3.2	3.6	4.0	3.7	4.8	3.6	3812 / 10.4	11.4	12.4	211 / 4082	H WLTi -FM
13	WWMV -FM	J	194 / 3.1	3.1	2.0	2.0	2.0	2.6	3138 / 8.6	7.4	8.7	204 / 3392	WWMV -FM
14	WJZZ -FM	J	180 / 2.9	3.4	2.6	2.9	2.9	2.9	2951 / 8.1	7.4	8.7	186 / 3135	F WJZZ -FM
15	WHYT -FM	CHR	170 / 2.7	3.1	2.2	2.7	3.4	2.7	4883 / 13.4	10.9	14.6	184 / 5442	G WHYT -FM
	WCSX -FM	CL AOR	169 / 2.7	3.2	3.2	3.0	2.6	3.0	3413 / 9.3	10.6	9.7	198 / 3871	G WCSX -FM
17	WYST -FM	O-70s	164 / 2.6	2.3	2.5	3.1	3.0	2.6	3521 / 9.6	9.7	10.5	182 / 3959	G WYST -FM
18	CKWW -AM	ST	141 / 2.2	2.3	2.0	2.0	2.3	2.1	1667 / 4.6	4.9	4.8	152 / 1848	CKWW -AM
19	WQRS -FM	CL	135 / 2.1	2.4	2.2	2.0	2.0	2.2	2294 / 6.3	6.1	5.6	145 / 2554	E WQRS -FM
20	CIMX -FM	AOR-NR	112 / 1.8	1.6	1.4	1.7	2.0	1.6	3356 / 9.2	7.8	8.8	138 / 4068	CIMX -FM
21	WDZR -FM	AOR	95 / 1.5	1.4	1.3	1.7	1.7	1.5	2274 / 6.2	5.8	6.2	99 / 2394	D WDZR -FM
22	CIDR -FM	AOR-P	91 / 1.4	1.4	1.2	0.8	0.5	1.2	2190 / 6.0	5.2	2.9	101 / 2508	CIDR -FM
23	WQBH -AM	G	71 / 1.1	1.4	1.3	1.1	1.1	1.2	886 / 2.4	3.0	2.6	72 / 892	WQBH -AM
24	WGPR -FM	G	61 / 1.0	0.9	1.3	0.9	0.9	1.0	1115 / 3.1	4.5	4.3	62 / 1172	WGPR -FM

12+ FM Share (Metro): 76.68 % (4334 of 5652) (Spring 95: 74.90 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJLB-FM >	1 WJLB-FM >	1 WJLB-FM >	1 WJLB-FM	1 WJLB-FM	1 WJR-AM	1 WJLB-FM <	1 WJLB-FM	1 WJLB-FM >	1 WJLB-FM >	1 WJLB-FM
2 WHYT-FM <	2 WRIF-FM >	2 WRIF-FM	2 WOMC-F <	2 WOMC-F	2 WOMC-F	2 WJR-AM <	2 WOMC-F <	2 WOMC-F	2 WJR-AM <	2 WJR-AM
3 CIMX-FM	3 WKQI-FM	3 WNIC-FM	3 WRIF-FM <	3 WNIC-FM <	3 WWJ-AM	3 WRIF-FM	3 WJR-AM <	WJR-AM <	3 WNIC-FM	3 WWJ-AM
	4 WNIC-FM <	WOMC-F	4 WNIC-FM >	4 WRIF-FM	4 WNIC-FM <	4 WWJ-AM <	4 WNIC-FM <	4 WNIC-FM	4 WMXD-FM <	4 WMXD-FM
	5 WHYT-FM	5 WKQI-FM	5 WKQI-FM <	5 WWWW-F <	5 WXYT-AM <	5 WOMC-F	5 WXYT-AM	WWWW-F	5 WWWW-F	5 WRIF-FM
	6 WYCD-FM	6 WYCD-FM <	6 WYCD-FM <	6 WJR-AM <	6 WWWW-F	6 WNIC-FM	6 WWWW-F <	6 WWJ-AM <	6 WJZZ-FM	
	7 WWWW-F	7 WWWW-F <	7 WWWW-F	7 WKQI-FM	7 WJLB-FM <	7 WKQI-FM	7 WRIF-FM	7 WYCD-FM		
			WCSX-FM <	WYCD-FM <	8 WMXD-FM		WLTi-FM	WRIF-FM <		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJLB-FM >	1 WJLB-FM >	1 WJLB-FM >	1 WJLB-FM	1 WNIC-FM		1 WJLB-FM	1 WJLB-FM <	1 WRIF-FM <	1 WRIF-FM	1 WRIF-FM
2 WKQI-FM >	2 WKQI-FM	2 WKQI-FM <	2 WNIC-FM	2 WJLB-FM <		2 WRIF-FM >	2 WRIF-FM >	2 WJLB-FM >	2 WJLB-FM >	2 WJLB-FM
3 WYCD-FM	3 WNIC-FM <	3 WNIC-FM	3 WKQI-FM <	3 WOMC-F >		3 WDZR-FM <	3 WHYT-FM <	3 WCSX-FM <	3 WOMC-F <	3 WOMC-F
4 WHYT-FM <	4 WYCD-FM	4 WYCD-FM	4 WOMC-F	4 WKQI-FM <		4 CIMX-FM <	4 WCSX-FM	4 WYST-FM <	4 WCSX-FM	4 WCSX-FM <
5 WLTi-FM <	5 WWWW-F <	5 WWWW-F <	5 WYCD-FM <	5 WWWW-F <		5 WKQI-FM <	WKQI-FM <	5 WHYT-FM <	5 WJR-AM <	5 WJR-AM
6 WNIC-FM <	6 WRIF-FM <	6 WRIF-FM	6 WMXD-FM <	6 WMXD-FM <		6 WHYT-FM	6 WDZR-FM	6 WKQI-FM <	6 WJZZ-FM	6 WWJ-AM <
	7 WHYT-FM		7 WWWW-F <	7 WYCD-FM						7 WJZZ-FM

DETROIT

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	587 (2)	587 (2)	10.4 %	10.3 %	CKLW -AM N/T 800 Windsor, ON	0.4	/ 2.1
AOR/Classic/NR	0 (0)	790 (5)	790 (5)	14.0 %	13.6 %	WCHB -AM B/G 1200 Taylor	0.8	/ 1.7
Black/Urban	0 (0)	883 (2)	883 (2)	15.6 %	15.5 %	WDFN -AM SPRTS 1130 Detroit	0.9	/ 3.2
CHR	0 (0)	170 (1)	170 (1)	3.0 %	3.8 %	WMUZ -FM REL 103.5 Detroit	0.9	/ 3.2
Classical	0 (0)	135 (1)	135 (1)	2.4 %	2.3 %			
Country	0 (0)	535 (2)	535 (2)	9.5 %	10.5 %			
Full Service	428 (1)	0 (0)	428 (1)	7.6 %	8.6 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %			
Jazz	0 (0)	374 (2)	374 (2)	6.6 %	3.3 %			
News/Talk	571 (3)	0 (0)	571 (3)	10.1 %	10.7 %			
Oldies	0 (0)	539 (2)	539 (2)	9.5 %	7.9 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %			
Religion/Gospel	120 (2)	117 (2)	237 (4)	4.2 %	4.5 %			
Soft AC/EZ	0 (0)	204 (1)	204 (1)	3.6 %	5.4 %			
Sports	58 (1)	0 (0)	58 (1)	1.0 %	1.2 %			
Standards	141 (1)	0 (0)	141 (1)	2.5 %	2.5 %			
Totals	1318 (8)	4334 (20)	5652 (28)					

Consolidation Report	12+	25-54	Revenue
Evergreen WDOZ-AM, WKQI-FM, WNIC-FM	9.3 %	11.3 %	15.3 %
Greater Media WCSX-FM, WLLZ-AM, WRIF-FM	7.8 %	10.3 %	9.4 %
Infinity/West. WOMC-FM, WXYT-AM, WWMV-FM, WWJ-AM, WYCD-FM, WYST-FM	24.2 %	25.9 %	32.1 %
Secret WQRS-FM, WJLB-FM, WMXD-FM	16.1 %	14.1 %	15.1 %
	57.4 %	61.6 %	71.9 %

AM Stations

Station	Power	Class	Format	Advertiser	Agency	Product	Comments
CKWW	580	500 W (DA-1)	Standards	Westwd	\$55.00	Roslin	CHUM Windsor, ONT
WDFN	1130	50 KW/10 KW (DA-2)	Sports	Westwd, ABC	\$25.00	Eastman	Chancellor
WJR	760	50 KW	Full Srvc./Oldies	ABC	\$260.00	Katz	ABC/Disney
WQBH	1400	1 KW	Gospel		\$23.00	Patt	
WWJ	950	5 KW (DA-N)	News	CBS	\$200.00	CBS	CBS/West.
WXYT	1270	5 KW (DA-N)	Talk	CNN, Westwd	\$146.00	Infinity	Inf./CBS/West., pend.

FM Stations

CIDR	93.9	100 KW @ 699	AOR-Prog.		\$77.00	Roslin	CHUM	Windsor, ONT
CIMX	88.7	100 KW @ 577	AOR-New Rock		\$22.00	Roslin	CHUM	Windsor, ONT
WCSX	94.7	14 KW @ 950	Classic AOR	Westwd	\$140.00	Mc-Guild	Greater Media	Birmingham
WDZR	102.7	50 KW @ 500	AOR	ABC, Westwd	\$21.00	D&R	Syncom	Mt. Clemens
WGPR	107.5	50 KW @ 375	Gospel		\$43.00	---		
WHYT	96.3	20 KW @ 786	CHR	ABC	\$110.00	Katz	ABC/Disney	
WJLB	97.9	50 KW @ 490	Black		\$240.00	MMR	Secret	
WJZZ	105.9	20 KW @ 724	Jazz		\$110.00	Torbet	Bell	
WKQI	95.5	100 KW @ 426	AC		\$229.00	Eastman	Evergreen	
WLTJ	93.1	27 KW @ 668	Soft AC		\$155.00	Christal	Viacom	
WMUZ	103.5	50 KW @ 465	Religion		\$26.00	Crawford	Crawford	
WMXD	92.3	22 KW @ 459	Black/AC		\$150.00	MMR	Secret	
WNIC	100.3	32 KW @ 600	AC		\$215.00	D&R	Evergreen	Dearborn
WOMC	104.3	190 KW @ 360	Oldies	Westwd	\$190.00	Infinity	Inf./CBS/West., pend.	
WQRS	105.1	20 KW @ 784	Classical		\$90.00	CMBS	Secret	
WRIF	101.1	27 KW @ 880	AOR		\$180.00	Banner	Greater Media	
WMMV	98.7	50 KW @ 463	Jazz	Westwd	\$100.00	Group W	CBS/West.	
WWWW	106.7	61 KW @ 510	Country		\$160.00	Shamrock	Chancellor	
WYCD	99.5	18 KW @ 787	Country	ABC, WW1, Source	\$190.00	Group W	Inf./CBS/West., pend.	
WYST	97.1	15 KW @ 890	Oldies-70's		\$130.00	CBS	CBS/West.	

Notes: 2/96 WCAR (1090) sold by Wolpin to Children's Broadcasting for \$1,500,000 (Force) . . . 3/96 WQRS-F resold by Marlin to American Radio Sys. for \$18,500,000 (Blackburn) . . . 3/96 WDZR-F (Mt. Clemens) control passed from Ragan Henry to SynCom . . . 3/96 ARS traded WQRS-F to Secret . . . 6/96 Infinity sold the following to Westinghouse (D+): WOMC-F for \$98,000,000; WXYT for \$20,000,000; WYCD-F for \$89,000,000 . . . 8/96 Secret sold the following to Evergreen: WJLB-F/MMXD-F for \$168,000,000; WQRS-F for \$32,000,000 (Star) . . . 8/96 WQRS-F traded by Evergreen to Greater Media for WWRC Washington, DC plus \$9,500,000

DULUTH-SUPERIOR

Arbitron Rank: 206 Pop (12+): 135,000	Stations: 14 / 12	Last Year's Revenue: \$5,200,000
MSA Rank: 177	Diaries 859 / 157:1/65.2 %	Household Income: \$38,174
MSA Pop: 240,000	Sample Target: 860	Retail Dollars: \$2.4 Bil
DMA #: 137	% Below Line: 2.8	#1 Biller: KKCB-F \$1,500,000
Average Person Ratings: 19	% Not Listed: 15.9	#1 Billing Portfolio:
Market TSL In Hours: 24.50	Pop per Station: 11,250	Shockley duop+ \$NA

12+ Metro	Format	1/4 Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1	KQDS -FM	AOR	29 / 11.8	13.0	297 / 22.0	26.5	24.1	43 / 532	B KQDS -FM
2	KKCB -FM	C	27 / 11.0	13.8	329 / 24.4	28.4	38.8	44 / 567	C KKCB -FM
3	KDAL -AM	FS	24 / 9.8	12.6	303 / 22.4	26.0	25.7	33 / 457	B KDAL -AM
4	KDAL -FM	AC	23 / 9.4	11.4	326 / 24.1	24.4	27.7	29 / 513	B KDAL -FM
5	KZIO -FM	CHR	20 / 8.1	6.9	339 / 25.1	22.4	26.6	31 / 505	B KZIO -FM
6	KTCO -FM	C	19 / 7.7	9.8	250 / 18.5	24.2	15.0	30 / 433	A KTCO -FM
7	WEBC -AM	T	12 / 4.9	3.7	170 / 12.6	13.3	14.1	17 / 275	A WEBC -AM
8	KLDJ -FM	O	11 / 4.5	2.4	185 / 13.7	10.1	5.7	15 / 245	A KLDJ -FM
	WDSM -AM	T	11 / 4.5	2.4	123 / 9.1	10.1	11.1	12 / 163	A WDSM -AM
10	KXTP -AM	ST	9 / 3.7	2.8	140 / 10.4	8.2	10.1	10 / 148	A KXTP -AM

12+ FM Share (Metro): 69.84 % (139 of 199) (Spring 95: 71.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KZIO-FM >	1 KQDS-FM >	1 KQDS-FM >	1 KQDS-FM >	1 KQDS-FM >	1 KDAL-AM	1 KDAL-AM >	1 KQDS-FM	1 KQDS-FM <	1 KQDS-FM	1 WEBC-AM >
2 KTCO-FM >	2 KZIO-FM	2 KDAL-FM	2 KKCB-FM <	2 KDAL-FM <	2 KKCB-FM	2 KQDS-FM	2 KDAL-FM <	2 KKCB-FM	2 KZIO-FM <	2 KDAL-AM >
	3 KTCO-FM	KKCB-FM <	3 KDAL-FM	3 KKCB-FM >	3 KDAL-FM	3 KDAL-FM <	3 KKCB-FM	3 KDAL-FM	3 KKCB-FM <	
	4 KDAL-FM	4 KZIO-FM	4 KTCO-FM	4 KTCO-FM		4 KKCB-FM >	4 KDAL-AM	4 KZIO-FM	4 KDAL-FM	
		5 KTCO-FM >	5 KZIO-FM	5 KZIO-FM				KTCO-FM >	KTCO-FM <	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KTCO-FM >	1 KTCO-FM	1 KQDS-FM	1 KDAL-FM	1 KDAL-FM	1 KQDS-FM >	1 KQDS-FM >	1 KQDS-FM >	1 KQDS-FM >>	1 KQDS-FM >>
2 KZIO-FM >	2 KZIO-FM	KDAL-FM	2 KKCB-FM	2 KKCB-FM	2 KZIO-FM >	2 KZIO-FM >	2 KZIO-FM >	2 KZIO-FM	2 KKCB-FM
	KQDS-FM	3 KZIO-FM	3 KTCO-FM	3 KTCO-FM		3 KKCB-FM	3 KKCB-FM >	3 KKCB-FM	3 KDAL-FM
	KDAL-FM	KTCO-FM	4 KZIO-FM	4 KQDS-FM		KTCO-FM >		4 KTCO-FM	KTCO-FM
	5 KKCB-FM >	KKCB-FM	KQDS-FM					5 KDAL-FM	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	23 (1)	23 (1)	11.6 %	13.8 %
AOR/Classic/NR	0 (0)	29 (1)	29 (1)	14.6 %	13.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	21 (2)	21 (2)	10.6 %	8.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	51 (5)	52 (6)	26.1 %	30.0 %
Full Service	24 (1)	0 (0)	24 (1)	12.1 %	15.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	1.0 %	0.0 %
News/Talk	23 (2)	0 (0)	23 (2)	11.6 %	7.4 %
Oldies	0 (0)	12 (2)	12 (2)	6.0 %	4.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	0 (0)	3 (1)	1.5 %	1.5 %
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.5 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	9 (1)	0 (0)	9 (1)	4.5 %	3.4 %
Totals	60 (6)	139 (13)	199 (19)		

Other Rated Stations				Metro Share	Cume Rating
KUSZ -FM	C	107.7	Procter, MN	0.8 / 3.3	
WNXR -FM	SAC	107.3	Iron River, WI	0.4 / 1.6	
WUSZ -FM	C	99.9	Virginia, MN	0.4 / 2.5	
WWJC -AM	REL	850	Duluth	1.2 / 1.8	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WEGZ -FM	C	105.9	Washburn, WI	0.8 / 2.5	
WKKQ -AM	C	650	Nashwauck, MN	0.4 / 1.8	
WKLK -FM	O	96.5	Cloquet, MN	0.4 / 3.2	
WRSR -FM	J	104.3	Two Harbors, MN	0.8 / 2.9	
WTBX -FM	CHR	93.9	Hibbing, MN	0.4 / 1.3	

DULUTH-SUPERIOR

Consolidation Report	12+	25-54	Revenue
Brill	20.4 %	21.7 %	%
KKCB-FM, KLDJ-FM, WEBC-AM			
Shockley	43.2 %	34.2 %	%
KDAL-AM, KDAL-FM, KTCO-FM, KXTP-AM, KZIO-FM, WDSM-AM			
	63.6 %	55.9 %	%

AM Stations

KDAL	610	5 KW (DA-N)	Full Service	CBS	\$25.00	Katz	Shockley
KXTP	970	1 KW/27 W	Standards	Westwd	\$10.00	K&P	Shockley
WDSM	710	10 KW/5 KW (DA-N)	Talk	WW1, 1/1, SBUSA	\$10.00	Torbet	Shockley
WEBC	560	5 KW (DA-2)	Talk	ABC, Talknt, WW1	\$15.00	Christal	Brill

FM Stations

KDAL	95.7	100 KW @ 803	AC		\$22.00	Katz	Shockley
KKCB	105.1	100 KW @ 789	Country		\$30.00	Christal	Brill
KLDJ	101.7	1.6 KW @ 446	Oldies		\$NA	Christal	Brill
KQDS	94.9	100 KW @ 730	AOR		\$20.00	O'Malley	
KTCO	98.9	100 KW @ 600	Country		\$12.00	Torbet	Shockley
KZIO	102.5	100 KW @ 600	Country		\$22.00	Torbet	Shockley

Notes: 1/96 KQDS-AF sold for \$_____ . . . 3/96 KLXK-F changed calls to KLDJ-F; remains Oldies . . . 3/96 WAVC-F changed calls to KKCB-F; remains Country . . . 6/96 KXTP/WDSM/KTCO-F/KZIO-F sold to Shockley (D+) for \$3,800,000 (Patrick)

EL PASO

Arbitron Rank: 70 Pop (12+): 540,600	Stations: 32 / 29	Last Year's Revenue: \$16,200,000
MSA Rank: 77	Diarles 1003 / 539:1/48.4 %	Household Income: \$33,589
MSA Pop: 687,000	Sample Target: 1,070	Retail Dollars: \$5.2 Bil
DMA #: 99	% Below Line: 1.7	#1 Biller: KBNA-AF \$2,700,000
Average Person Ratings: 18.3	% Not Listed: 8.7	#1 Billing Portfolio:
Market TSL in Hours: 24.25	Pop per Station: 18,641	Clear Channel duop \$4,100,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KPRR -FM	CHR	150 / 15.2	14.4	14.3	13.6	13.8	14.4	1965 / 36.3	34.9	33.4	175 / 2237	C KPRR -FM
2 KBNA -AF	SP	137 / 13.9	14.8	14.3	13.6	13.8	14.2	1532 / 28.3	27.3	25.8	151 / 1680	D KBNA -AF
3 KLAQ -FM	AOR	110 / 11.1	11.8	11.2	9.3	9.7	10.9	1398 / 25.9	25.2	23.1	125 / 1709	D KLAQ -FM
4 KTSM -FM	SAC	71 / 7.2	8.5	7.2	8.6	8.8	7.9	1095 / 20.3	19.4	21.8	91 / 1336	C KTSM -FM
5 KSII -FM	AC	68 / 6.9	6.2	4.5	3.4	3.3	5.3	1133 / 21.0	13.7	12.0	78 / 1390	B KSII -FM
6 KOFX -FM	O	59 / 6.0	5.4	5.4	5.7	5.8	5.6	899 / 16.6	13.7	13.4	62 / 1023	C KOFX -FM
7 KHEY -FM	C	53 / 5.4	5.5	7.7	8.4	8.3	6.7	842 / 15.6	16.4	16.9	62 / 1110	D KHEY -FM
8 KINT -FM	SP	49 / 5.0	5.2	5.6	5.9	5.1	5.4	873 / 16.2	16.2	13.3	62 / 1091	C KINT -FM
9 KTSM -AM	N/T	25 / 2.5	2.6	3.0	2.9	2.6	2.8	295 / 5.5	7.6	6.2	31 / 379	B KTSM -AM
10 KSET -FM	C	19 / 1.9	1.8	2.5	2.7	3.3	2.2	388 / 7.2	7.9	7.9	22 / 442	C KSET -FM
11 KROD -AM	T	15 / 1.5	1.7	2.9	1.0	1.5	1.8	295 / 5.5	9.6	5.9	18 / 374	A KROD -AM
XHH -FM	SP	15 / 1.5	1.6	2.4	1.8	1.9	1.8	413 / 7.6	7.2	5.9	15 / 440	XHH -FM
13 KSVE -AM	SP	14 / 1.4	1.4	0.4	1.3	0.5	1.1	201 / 3.7	1.5	1.9	14 / 216	KSVE -AM
14 KAMA -AM	SP	13 / 1.3	1.1	1.6	5.1	6.9	0.6	259 / 4.8	4.9	6.9	14 / 285	B KAMA -AM
15 XEWG -AM	SP	12 / 1.2	1.7	0.3	0.0	0.0	0.8	158 / 2.9	1.8		12 / 158	XEWG -AM

12+ FM Share (Metro): 84.39 % (762 of 903) (Spring 95: 71.58 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KPRR-FM >	1 KLAQ-FM <	1 KLAQ-FM <	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF >	1 KBNA-AF	1 KBNA-AF	1 KPRR-FM >	1 KPRR-FM >	1 KPRR-FM
2 KLAQ-FM >	2 KPRR-FM >	2 KPRR-FM	2 KLAQ-FM	2 KLAQ-FM	2 KTSM-FM	2 KPRR-FM	2 KPRR-FM <	2 KBNA-AF	2 KLAQ-FM	2 KLAQ-FM >
3 KBNA-AF <	3 KBNA-AF >	3 KPRR-FM <	3 KPRR-FM <	3 KOFX-FM	3 KLAQ-FM >	3 KLAQ-FM	3 KTSM-FM <	3 KBNA-AF	3 KBNA-AF	3 KBNA-AF
4 KSII-FM >	4 KSII-FM	4 KOFX-FM	4 KTSM-FM <	4 KHEY-FM <	4 KHEY-FM <	4 KTSM-FM	4 KSII-FM <	4 KSII-FM <	4 KSII-FM >	
5 KHEY-FM <	5 KOFX-FM	KTSM-FM <	5 KOFX-FM <	5 KINT-FM	5 KTSM-FM	5 KSII-FM <	5 KOFX-FM			
6 KTSM-FM	KTSM-FM	6 KSII-FM	6 KSII-FM	KPRR-FM	6 KOFX-FM <	6 KOFX-FM				
	KOFX-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPRR-FM >	1 KPRR-FM >	1 KBNA-AF	1 KPRR-FM <	1 KBNA-AF >	1 KLAQ-FM	1 KLAQ-FM >	1 KLAQ-FM >	1 KLAQ-FM >>	1 KLAQ-FM >
2 KLAQ-FM	2 KSII-FM	KPRR-FM	2 KBNA-AF	2 KPRR-FM	2 KPRR-FM >	2 KPRR-FM >	2 KPRR-FM	2 KPRR-FM	2 KBNA-AF
3 KSII-FM	KBNA-AF	3 KSII-FM >	3 KSII-FM	KSII-FM	3 KBNA-AF	3 KBNA-AF <	3 KBNA-AF	3 KBNA-AF	3 KOFX-FM <
4 KBNA-AF	4 KLAQ-FM >	4 KOFX-FM	4 KTSM-FM	4 KTSM-FM <		4 KSII-FM >	KSII-FM >	4 KOFX-FM	4 KTSM-FM <
5 KINT-FM >	5 KTSM-FM <	KTSM-FM	5 KLAQ-FM	5 KOFX-FM				5 KTSM-FM	5 KPRR-FM >
	6 KHEY-FM	6 KHEY-FM >	KOFX-FM <					6 KSII-FM	
	KOFX-FM	KLAQ-FM							

EL PASO

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	68 (1)	68 (1)	7.5 %	0.0 %
AOR/Classic/NR	0 (0)	110 (1)	110 (1)	12.2 %	14.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	150 (1)	150 (1)	16.6 %	15.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	72 (2)	72 (2)	8.0 %	13.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	89 (10)	221 (9)	310 (19)	34.3 %	32.8 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	40 (2)	0 (0)	40 (2)	4.4 %	4.6 %
Oldies	4 (1)	59 (1)	63 (2)	7.0 %	6.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	8 (1)	11 (2)	19 (3)	2.1 %	2.2 %
Soft AC/EZ	0 (0)	71 (1)	71 (1)	7.9 %	9.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	141 14	762 (18)	903 (32)		

Other Rated Stations						Metro Share	Cume Rating
KELP	-AM	REL	1590	El Paso		0.8	/ 2.2
KHEY	-AM	O	690	El Paso		0.4	/ 1.7
KPAS	-FM	REL	103.1	Fabens		0.6	/ 1.3
KROL	-FM	REL	99.5	Las Cruces, NM		0.5	/ 1.7
KVIV	-AM	SP	1340	El Paso		0.3	/ 1.4
XEJ	-AM	SP	970	Cd. Juarez		0.9	/ 3.3
XEPZ	-AM	SP	1190	Cd. Juarez		0.9	/ 1.4
XHEM	-FM	SP	103.5	Cd. Juarez		0.6	/ 4.3
XHGU	-FM	SP	105.9	Cd. Juarez		0.5	/ 1.8
XHIM	-FM	SP	105.1	Cd. Juarez		0.7	/ 3.2
XHNZ	-FM	SP	107.5	Cd. Juarez		0.8	/ 3.4
XHTO	-FM	SP	104.3	Cd. Juarez		0.3	/ 2.1
XROK	-AM	SP	800	Cd. Juarez		0.3	/ 1.5

Other Rated Stations--Outside Market						Metro Share	Cume Rating
XEFV	-AM	SP	1000	Cd. Juarez		0.3	/ 1.8
XEWR	-AM	SP	1110	Cd. Juarez		0.5	/ 2.8
XHPX	-FM	SP	98.3	Cd. Juarez		0.9	/ 4.5

Consolidation Report	12+	25-54	Revenue
Clear Channel KPRR-FM, KHEY-FM, KHEY-AM	21.0 %	15.7 %	24.8 %
Local KSET-FM, KOFX-FM	7.9 %	11.1 %	12.9 %
New Wave KSII-FM, KROD-AM, KLAQ-FM	19.5 %	21.3 %	17.8 %
Tichenor KBNA-FM, KBNA-AM, KAMA-AM	15.2 %	16.9 %	20.4 %
	63.6 %	65.0 %	75.9 %

AM Stations

KAMA	750	10 KW/1 KW (DA-2)	Hispanic	\$<20.00	Katz	Hisp.	Heftel/Cir. Chnl., pend.
KBNA	920	1 KW/360 W (DA-N)	See KBNA-FM				
KHEY	690	10 KW (DA-2)	See KHEY-FM				
KROD	600	5 KW (DA-N)	Oldies/Talk	1 On 1	\$<20.00	Banner	New Wave
KSVE	1150	5 KW/380 W	Hispanic	\$16.00	Caballero		
KTSM	1380	5 KW/500 W	News/Talk	Talknt, ABC, WW1	\$20.00	Christal	
KVIV	1340	1 KW	Hispanic	\$17.00	Lotus		
XEWG	1240	1 KW	Hispanic	NA	Lotus		Ciudad Juarez

FM Stations

KBNA	97.5	100 KW @ 1088	Hispanic	\$55.00	Katz	Hisp.	Heftel/Cir. Chnl., pend.
KHEY	96.3	100 KW @ 1388	Country	\$57.00	D&R		Clear Channel
KINT	93.9	100 KW @ 1420	Hispanic	\$30.00	Caballero		
KLAQ	95.5	100 KW @ 1388	AOR	\$50.00	Banner		New Wave
KOFX	92.3	100 KW @ 1860	Oldies	Westwd	\$28.00	Katz	KSET owner
KPRR	102.1	100 KW @ 1190	CHR	\$44.00	D&R		Clear Channel
KSET	94.7	100 KW @ 1194	Country	\$26.00	D&R		
KSII	93.1	100 KW @ 1420	AC	\$22.00	Banner		New Wave
KTSM	99.9	100 KW @ 1820	EZ/Soft AC	\$32.00	Christal		
XHH	100.7	100 KW @ 249	Hispanic	\$22.00	Caballero		Juarez

Notes: 3/96 These stations were sold by U.S. Radio (Ragan Henry) to Clear Channel (D): KHEY-AF for \$10,000,000; KPRR-F for \$9,000,000 . . . 7/96 Tichenor sold KAMA/KBNA-F to Heftel (Clear Channel)

Arbitron Rank: 152 Pop (12+): 231,800	Stations: 12 / 11	Last Year's Revenue: \$7,300,000
MSA Rank: 164	Diarles 662 / 350:1/62.0 %	Household Income: \$41,566
MSA Pop: 281,000	Sample Target: 680	Retail Dollars: \$2.5 Bil
DMA # 143	% Below Line: 1.6	#1 Biller: WJET-F \$1,300,000
Average Person Ratings: 16	% Not Listed: 16.5	#1 Billing Portfolio: WRKT-F/WRTS-F \$2,000,000
Market TSL In Hours: 21.15	Pop per Station: 21,073	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1 WXKC -FM	C	47 / 12.7	10.3	10.3	11.5	8.0	631 / 27.2	23.1	23.8	51 / 741	C	WXKC -FM
2 WFGO -FM	O	44 / 11.9	8.1	7.8	6.5	7.8	703 / 30.3	21.6	23.2	51 / 856	B	WFGO -FM
3 WRKT -FM	AOR	42 / 11.4	12.6	13.6	10.3	16.4	559 / 24.1	23.5	25.6	48 / 686	C	WRKT -FM
4 WJET -FM	CHR	40 / 10.8	10.6	12.8	10.0	14.1	726 / 31.3	28.0	31.7	42 / 824	C	WJET -FM
5 WXTA -FM	C	37 / 10.0	10.3	11.4	14.7	11.8	518 / 22.3	21.9	20.8	41 / 588	C	WXTA -FM
6 WRTS -FM	AC	31 / 8.4	8.9	7.8	5.9	6.0	581 / 25.1	23.5	20.8	39 / 745	B	WRTS -FM
7 WRIE -AM	ST	22 / 6.0	5.6	5.3	6.8	6.0	308 / 13.3	10.7	10.0	25 / 320	A	WRIE -AM
8 WLKK -AM	T	16 / 4.3	4.2	5.6	6.8	4.0	220 / 9.5	11.2	11.7	16 / 223	A	WLKK -AM
9 WFLP -AM	T	12 / 3.2	2.2	2.5	2.6	2.0	183 / 7.9	9.3	8.1	12 / 183	A	WFLP -AM

12+ FM Share (Metro): 83.82 % (259 of 309) (Spring 95: 81.50 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJET-FM >	1 WRKT-FM <	1 WRKT-FM	1 WXKC-FM <	1 WXKC-FM	1 WXKC-FM	1 WXKC-FM	1 WXKC-FM <	1 WJET-FM <	1 WJET-FM	1 WRTS-FM >
2 WRTS-FM >	2 WJET-FM	2 WXKC-FM <	2 WRKT-FM	2 WRKT-FM <	2 WFGO-FM	2 WXTA-FM <	2 WFGO-FM	2 WXKC-FM	2 WXKC-FM	2 WXKC-FM
	3 WRTS-FM <	3 WFGO-FM <	3 WFGO-FM <	3 WFGO-FM	3 WXTA-FM	3 WRKT-FM <	3 WRKT-FM	WFGO-FM <	3 WRKT-FM	WRKT-FM
	4 WFGO-FM	4 WJET-FM	4 WXTA-FM	4 WXTA-FM	4 WRIE-AM	4 WFGO-FM <	4 WXTA-FM	4 WRKT-FM	4 WXTA-FM	4 WXTA-FM
	5 WXTA-FM	5 WXTA-FM <	5 WRTS-FM	5 WJET-FM <	5 WRKT-FM	5 WJET-FM	5 WJET-FM <	5 WXTA-FM	WRTS-FM	WRTS-FM
	6 WRTS-FM >	WJET-FM >	6 WRTS-FM >						WFGO-FM >	WFGO-FM >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJET-FM	1 WJET-FM >	1 WJET-FM >	1 WXKC-FM	1 WXKC-FM >	1 WRKT-FM >	1 WRKT-FM >	1 WRKT-FM	1 WRKT-FM >>	1 WRKT-FM >
WFGO-FM	2 WRTS-FM	2 WXKC-FM	2 WFGO-FM <	2 WFGO-FM <	2 WJET-FM	2 WJET-FM	2 WRTS-FM	WFGO-FM	2 WFGO-FM
3 WRTS-FM >	WFGO-FM	3 WXTA-FM	3 WJET-FM	3 WXTA-FM	3 WFGO-FM >	3 WXTA-FM	3 WXTA-FM	2 WJET-FM	3 WXKC-FM
4 WXKC-FM	4 WXKC-FM	WRTS-FM >	4 WRTS-FM	4 WJET-FM <		WRTS-FM	4 WJET-FM >	4 WXTA-FM <	4 WXTA-FM
WRKT-FM >	5 WXTA-FM		5 WXTA-FM	5 WRTS-FM		WFGO-FM >		5 WXKC-FM	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	31 (1)	31 (1)	10.0 %	22.2 %
AOR/Classic/NR	0 (0)	48 (2)	48 (2)	15.5 %	16.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	40 (1)	40 (1)	12.9 %	15.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	91 (3)	91 (3)	29.4 %	15.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	28 (2)	0 (0)	28 (2)	9.1 %	9.9 %
Oldies	0 (0)	44 (1)	44 (1)	14.2 %	9.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	5 (1)	5 (1)	1.6 %	1.4 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	22 (1)	0 (0)	22 (1)	7.1 %	8.6 %
Totals	50 (3)	259 (9)	309 (12)		

Other Rated Stations					Metro Share	Cume Rating
WCTL -FM	REL	106.3	Union City		1.4 / 4.5	
WZPR -FM	C	100.3	Meadville		1.9 / 4.6	
Other Rated Stations--Outside Market					Metro Share	Cume Rating
WMDE -FM	CL AOR	94.3	Saegertown		1.6 / 2.0	

Consolidation Report	12+	25-54	Revenue
Local - 1	12.9 %	3.9 %	4.1 %
WEYZ-AM, WFLP-AM			
Local - 2	19.7 %	22.8 %	27.4 %
WRKT-FM, WRTS-FM			
	32.7 %	26.7 %	31.5 %

AM Stations

WFLP	1330	5 KW (DA-2)	Talk	Westwd, ABC	\$11.00	---	
WLKK	1400	1 KW	Talk	Talknt, Westwd	\$12.00	---	
WRIE	1260	5 KW (DA-2)	Standards	SMN	\$10.00	Christal	Media One

FM Stations

WFGO	94.7	1.1 KW @ 538	Oldies		\$22.00	Banner	
WJET	102.3	1.7 KW @ 613	CHR		\$31.00	Torbet	Myron Jones
WRKT	100.9	4.2 KW @ 797	AOR		\$31.00	Eastman	North East
WRTS	103.7	50 KW @ 500	AC		\$21.00	Eastman	WRKT owner
WXKC	99.9	50 KW @ 492	AC		\$35.00	Christal	Media One
WXTA	97.9	10 KW @ 505	Country	CNN	\$28.00	Mc-Guild	Edinboro

Notes: 3/96 WEYZ changed from Standards to Country . . . 6/96 WRIE/WXKC-F sold by Atmor to Jim Embrescia for \$3,250,000

EUGENE

Arbitron Rank: 144 Pop (12+): 253,500	Stations: 18 / 16	Last Year's Revenue: \$9,900,000
MSA Rank: 156	Diaries 984 / 258:1/60.4 %	Household Income: \$36,928
MSA Pop: 304,000	Sample Target: 970	Retail Dollars: \$3.2 Bil
DMA #: 119	% Below Line: 1	#1 Biller: NA
Average Person Ratings: 15.4	% Not Listed: 24	#1 Billing Portfolio:
Market TSL In Hours: 21.00	Pop per Station: 15,844	NA

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KUGN -FM	C	44 / 11.3	8.8	10.5	11.7	12.8	546 / 21.6	17.7	18.4	50 / 61C	KUGN -FM
2	KZEL -FM	AOR/CL	41 / 10.5	8.8	9.4	6.4	4.8	509 / 20.1	17.0	18.8	58 / 77B	KZEL -FM
3	KMGE -FM	AC	35 / 9.0	9.3	8.8	8.6	8.6	520 / 20.5	18.3	19.2	40 / 67A	KMGE -FM
4	KKNU -FM	C	34 / 8.7	9.1	9.1	11.9	10.4	453 / 17.9	16.6	15.9	37 / 50B	KKNU -FM
5	KNRQ -AF	AOR-NR	23 / 5.9	4.2	5.5	3.3	5.3	364 / 14.4	10.8	11.7	27 / 46B	KNRQ -AF
6	KODZ -FM	O	22 / 5.6	5.4	6.1	6.4	6.0	369 / 14.6	15.6	18.2	30 / 567	KODZ -FM
	KPNW -AM	FS	22 / 5.6	7.1	7.2	8.1	6.5	336 / 13.3	13.9	16.0	44 / 64B	KPNW -AM
8	KKXO -AM	ST	17 / 4.3	3.7	5.2	3.6	4.3	211 / 8.3	7.0	8.2	17 / 211	KKXO -AM
	KDUK -FM	CHR	17 / 4.3	6.5	6.6	7.5	7.1	382 / 15.1	15.0	16.5	66 / 945	KDUK -FM
10	KUGN -AM	N/T	16 / 4.1	5.9	3.9	5.3	4.5	336 / 13.3	18.8	14.0	19 / 4C9	KUGN -AM
11	KLRF -FM	AOR-P	11 / 2.8	4.2	3.9	4.7		169 / 6.7	7.9	6.9	14 / 227	KLRF -FM

12+ FM Share (Metro): 78.45 % (233 of 297) (Spring 95: 77.11 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight	
1	KKNU-FM	1 KZEL-FM <	1 KZEL-FM	1 KZEL-FM >	1 KZEL-FM	1 KUGN-FM	1 KUGN-FM	1 KUGN-FM	1 KZEL-FM <	1 KKNU-FM >	1 KPNW-AM >
	KNRQ-AF	2 KKNU-FM	2 KMGE-FM <	2 KUGN-FM	2 KUGN-FM	2 KZEL-FM <	2 KZEL-FM	KZEL-FM	2 KUGN-FM	2 KMGE-FM	2 KUGN-AM
3	KDUK-FM >	3 KNRQ-AF	3 KUGN-FM <	KMGE-FM >	3 KMGE-FM >	3 KMGE-FM	KPNW-AM	3 KMGE-FM	3 KKNU-FM <	3 KUGN-FM <	3 KUGN-FM
		KUGN-FM <	4 KKNU-FM >	4 KKNU-FM	4 KKNU-FM <	4 KPNW-AM	4 KKNU-FM <	4 KMGE-FM <	4 KMGE-FM	4 KZEL-FM	4 KZEL-FM
		5 KMGE-FM	5 KNRQ-AF	5 KODZ-FM	5 KODZ-FM >	KODZ-FM	5 KMGE-FM	5 KODZ-FM	5 KNRQ-AF	5 KNRQ-AF	
		6 KDUK-FM >>					6 KUGN-AM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	KMGE-FM	1 KMGE-FM	1 KMGE-FM >	1 KMGE-FM	1 KKNU-FM	1 KZEL-FM >	1 KZEL-FM >	1 KZEL-FM >	1 KZEL-FM >
	KKNU-FM	2 KUGN-FM	2 KKNU-FM <	2 KUGN-FM <	2 KNRQ-AF	2 KKNU-FM	2 KUGN-FM	2 KUGN-FM	2 KUGN-FM >
3	KNRQ-AF	3 KNRQ-AF	3 KZEL-FM <	3 KZEL-FM <	KZEL-FM >	KUGN-FM	3 KNRQ-AF	3 KKNU-FM	3 KKNU-FM
4	KDUK-FM	KUGN-FM >	4 KDUK-FM	4 KUGN-FM	4 KODZ-FM	4 KMGE-FM	4 KNRQ-AF >	KKNU-FM >	KMGE-FM >
		KDUK-FM	KZEL-FM >	5 KDUK-FM	5 KKNU-FM >	KUGN-FM >		4 KNRQ-AF	5 KODZ-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	35 (1)	35 (1)	11.8 %	11.3 %
AOR/Classic/NR	1 (1)	74 (3)	75 (4)	25.3 %	23.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	17 (1)	17 (1)	5.7 %	8.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	78 (2)	80 (3)	26.9 %	25.0 %
Full Service	22 (1)	0 (0)	22 (1)	7.4 %	9.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	16 (1)	0 (0)	16 (1)	5.4 %	4.9 %
Oldies	0 (0)	22 (1)	22 (1)	7.4 %	8.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	4 (2)	6 (3)	2.0 %	2.1 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	4 (1)	0 (0)	4 (1)	1.3 %	0.0 %
Standards	17 (1)	3 (1)	20 (2)	6.7 %	6.7 %
Totals	64 (7)	233 (11)	297 (18)		

Other Rated Stations				Metro Share	Cume Rating
KCST	-FM	ST	106.9	Florence	0.8 / 1.6
KDUK	-AM	SPRTS	1280	Eugene	1.0 / 1.7
KNND	-AM	C	1400	Cottage Grove	0.5 / 1.3
KORE	-AM	REL	1050	Springfield	0.5 / 2.8

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KHPE	-FM	REL	107.9	Albany	0.5 / 3.1
KSKD	-FM	REL	107.1	Sweet Home	0.5 / 2.2

EUGENE

Consolidation Report	12+	25-54	Revenue
Bengal	16.4 %	19.4 %	%
KNRQ-AM, KNRQ-FM, KZEL-FM			
Deschutes River	18.2 %	17.7 %	%
KLRF-FM, KUGN-AM, KUGN-FM			
Local	22.0 %	19.4 %	%
KEED-AM, KGNU-FM, KKXO-AM, KMGE-FM			
McCoy	16.5 %	15.2 %	%
KDUK-AM, KDUK-FM, KODZ-FM, KPNW-AM			
	73.1 %	71.7 %	%

AM Stations

KDUK	1280	5 KW/1 KW (DA-N)	Sports	1 On 1	\$9.00	Mc-Guild	McCoy	
KKXO	1450	1 KW	Standards	Westwd	\$<20.00	MMR	KMGE owner	
KNND	1400	1 KW	Country	Westwd, AP	\$10.00	---		Cottage Grove
KPNW	1120	50 KW (DA-1)	Full Service	ABC	\$21.00	Katz	McCoy	
KUGN	590	5 KW/1 KW (DA-N)	News/Talk	CNN, CBS, Talknt	\$20.00	Eastman	Deschutes	

FM Stations

KDUK	104.7	63 KW @ 2325	CHR		\$2.00	Mc-Guild	McCoy	Florence
KGNU	93.1	100 KW @ 984	Country		\$33.00	MMR	KMGE owner	
KLRF	102.3	100 KW @ 918	AOR-Prog.		\$<20.00	Eastman	Deschutes	Brownsville
KMGE	94.5	100 KW @ 1299	AC		\$36.00	MMR		
KNRQ	95.3	600 W @ 1207	AOR-New Rock		\$<20.00	Christal	Bengal	Creswell
KODZ	99.1	100 KW @ 1630	Oldies		\$21.00	Katz	McCoy	
KUGN	97.9	100 KW @ 1010	Country	Westwd, CBS	\$41.00	Eastman	Deschutes	
KZEL	96.1	100 KW @ 1092	Classic AOR	Westwd, Source	\$26.00	Christal	Bengal	

Notes: 3/96 KOOK changed from Country to New/Talk as KKNX . . . 4/96 KNRQ-AF/KZEL-F sold by Pappas to Bengal for \$5,015,000 (Kalil) . . . 4/96 KUGN-AF/KLRF-F sold by Chackel to Deschutes River for \$7,000,000 . . . 6/96 KKNX sold by Bjornstadt to Willamette for \$150,000 . . . KDUK-AF sold by Rick Dames to McCoy for \$2,500,000.

EVANSVILLE

Arbitron Rank: 150 Pop (12+): 238,800	Stations: 15 / 11	Last Year's Revenue: \$13,500,000
MSA Rank: 161	Diaries 1005 / 238:1/ 62.3 %	Household Income: \$40,972
MSA Pop: 289,000	Sample Target: 980	Retail Dollars: \$2.7 Bil
DMA #: 94	% Below Line: 8	#1 Biller: WIKY-F \$3,300,000
Average Person Ratings: 14.7	% Not Listed: 13.7	#1 Billing Portfolio:
Market TSL In Hours: 20.00	Pop per Station: 21,709	South Central duop \$4 100,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1 WIKY -FM	AC	77 / 22.0	18.4	19.4	14.9	18.4	18.4	863 / 36.1	29.3	35.7	111 / 1411	E	WIKY -FM
2 WKDQ -FM	C	48 / 13.7	16.8	16.7	18.5	14.8	14.8	706 / 29.6	32.2	29.7	92 / 1541	D	WKDQ -FM
3 WSTD -FM	CHR	44 / 12.6	8.1	10.8	9.8	10.4	10.4	718 / 30.1	25.8	28.5	111 / 1787	C	WSTD -FM
4 WGBF -FM	AOR	31 / 8.9	8.9	10.8	4.6	6.6	6.6	568 / 23.8	24.3	24.7	50 / 797	C	WGBF -FM
5 WJPS -AF	O	27 / 7.7	5.1	5.0	6.2	5.8	5.8	404 / 16.9	12.9	14.0	35 / 538	B	WJPS -AF
6 WYNG -FM	C	24 / 6.9	11.1	8.6	13.6	14.0	14.0	347 / 14.5	19.9	20.9	31 / 535	C	WYNG -FM
7 WBKR -FM	C	14 / 4.0	6.0	4.7	5.9	4.1	4.1	294 / 12.3	13.9	13.2	105 / 1363	C	WBKR -FM
8 WGAB -AM	T	9 / 2.6	3.8	2.8	2.1	2.4	2.4	95 / 4.0	5.7	4.8	10 / 106	A	WGAB -AM
9 WRBT -FM	CL AOR	8 / 2.3	1.9	2.2	2.1	1.6	1.6	188 / 7.9	6.1	7.5	31 / 563	A	WRBT -FM

12+ FM Share (Metro): 92.82 % (280 of 302) (Spring 95: 91.46 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WSTD-FM >	1 WKDQ-FM	1 WIKY-FM >	1 WIKY-FM	1 WIKY-FM	1 WIKY-FM >	1 WIKY-FM >	1 WIKY-FM >	1 WIKY-FM	1 WSTD-FM	1 WIKY-FM >
2 WKDQ-FM >	2 WGBF-FM	2 WKDQ-FM >	2 WKDQ-FM	2 WKDQ-FM	2 WJPS-AF <	2 WKDQ-FM	2 WKDQ-FM >	2 WSTD-FM	2 WIKY-FM	2 WSTD-FM
	WSTD-FM	3 WSTD-FM	3 WSTD-FM	3 WSTD-FM	3 WKDQ-FM	3 WGBF-FM	3 WSTD-FM	3 WKDQ-FM >	3 WGBF-FM <	3 WKDQ-FM
	4 WIKY-FM >>	4 WGBF-FM	4 WGBF-FM	4 WJPS-AF	WJPS-FM	4 WSTD-FM >	4 WJPS-AF	4 WJPS-AF	4 WKDQ-FM	
		5 WJPS-AF >	5 WGBF-FM >							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WSTD-FM >	1 WKDQ-FM	1 WKDQ-FM >	1 WIKY-FM	1 WIKY-FM >	1 WGBF-FM >	1 WGBF-FM	1 WGBF-FM	1 WGBF-FM	1 WGBF-FM
2 WKDQ-FM >	2 WSTD-FM	2 WIKY-FM >	2 WKDQ-FM <	2 WKDQ-FM	2 WKDQ-FM	2 WKDQ-FM	2 WKDQ-FM	2 WKDQ-FM <	2 WKDQ-FM
3 WGBF-FM	3 WIKY-FM >	3 WSTD-FM	3 WSTD-FM >	3 WSTD-FM	3 WSTD-FM >	3 WSTD-FM >	3 WSTD-FM >	3 WSTD-FM	WIKY-FM
	WIKY-FM >	4 WGBF-FM	4 WJPS-AF	4 WJPS-AF <	4 WIKY-FM >	4 WIKY-FM		4 WIKY-FM	4 WJPS-AF
		5 WYNG-FM >		5 WYNG-FM >		WRBT-FM >			WSTD-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	80 (2)	80 (2)	26.5 %	23.2 %
AOR/Classic/NR	0 (0)	42 (3)	42 (3)	13.9 %	15.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	44 (1)	44 (1)	14.6 %	12.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	86 (3)	86 (3)	28.5 %	34.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (1)	2 (1)	11 (2)	3.6 %	3.2 %
Oldies	1 (1)	26 (1)	27 (2)	8.9 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	5 (1)	0 (0)	5 (1)	1.7 %	0.0 %
Standards	7 (1)	0 (0)	7 (1)	2.3 %	3.5 %
Totals	22 (4)	280 (11)	302 (15)		

Other Rated Stations				Metro Share	Cume Rating
WGAB -FM	T	106.1	Newburgh	0.6	/ 2.0
WGBF -AM	SPRTS	1280	Evansville	1.4	/ 3.4
WSON -AM	ST	860	Henderson, KY	2.0	/ 5.0

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WKTG -FM	CL AOR	93.9	Madisonville, KY	0.9	/ 2.3
WQXQ -FM	AC/CHR	101.9	Central City, KY	0.9	/ 2.7

Consolidation Report	12+	25-54	Revenue
South Central	29.7 %	30.3 %	30.4 %
WIKY-FM, WJPS-AM, WJPS-FM			
	29.7 %	30.3 %	30.4 %

EVANSVILLE

AM Stations

WGAB	1180	675 W (DAYS)	Talk	Westwd, 1 On 1	\$<20.00	---		Newburgh
WGBF	1280	5 KW/1 KW	Sports	CNN, Westwd	NA	Torbet	Connoisseur	

FM Stations

WGAB	106.1	6 KW @ 328	Talk	Westwd, CBS	NA	---		Newburgh
WGBF	103.1	3.2 KW @ 453	AOR	Westwd	\$38.00	Torbet	Connoisseur	Henderson, KY
WIKY	104.1	39 KW @ 571	AC	Westwd	\$60.00	Katz	South Central	
WJPS	93.5	3 KW @ 328	Oldies	Westwd	NA	Banner	South Central	Newburgh
WKDQ	99.5	100 KW @ 985	Country	ABC	\$48.00	Christal	Bristol	Henderson
WSTO	96.1	100 KW @ 1000	CHR	ABC	\$36.00	Katz		Owensboro
WYNG	105.3	50 KW @ 390	Country	CBS	\$42.00	Eastman	Pinnacle	

Notes: 3/96 WJPS-F changed from Oldies (simulcasting WJPS) to Talk as WGAB-F . . . 3/96 WNTC-F changed to Oldies (simulcasting WJPS) as WJPS-F . . .
7/96 WGBF-AF sold by Aiken to Connoisseur for \$2,290,000 . . . 8/96 WRBT-F sold to Connoisseur (D) for \$1,300,000 (MVP)

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

FARGO-MOORHEAD

Arbitron Rank: 585 Pop (12+): 135,000	Stations: 16 / 13	Last Year's Revenue: \$9,000,000
MSA Rank: 222	Diaries 585 / 231:1/ 65.1 %	Household Income: \$42,995
MSA Pop: 165,000	Sample Target: 610	Retail Dollars: \$2.1 Bil
DMA #: 112	% Below Line: 1.2	#1 Biller: KFGO \$2,000,000
Average Person Ratings: 18.1	% Not Listed: 9.8	#1 Billing Portfolio:
Market TSL in Hours: 23.50	Pop per Station: 10,385	Other Tail duop+ \$4,700,000

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1 KFGO -AM	FS/C	40 / 16.3		10.2	17.3	412 / 30.5	25.5	25.1	78 / 822	C KFGO -AM
2 KVOX -FM	C	32 / 13.1		13.1	11.4	423 / 31.3	27.8	28.9	43 / 695	B KVOX -FM
3 KFGO -FM	C	28 / 11.4		10.6	16.5	347 / 25.7	27.5	32.1	47 / 645	C KFGO -FM
4 WDAY -AM	N/T	25 / 10.2		8.2	8.4	321 / 23.8	22.1	22.8	38 / 596	B WDAY -AM
5 KQWB -FM	AOR	23 / 9.4		10.6	5.5	306 / 22.7	25.7	17.9	29 / 471	B KQWB -FM
WDAY -FM	CHR	23 / 9.4		4.9	4.2	364 / 27.0	18.2	18.2	36 / 684	A WDAY -FM
7 KLTA -FM	AC	15 / 6.1		9.0	8.0	266 / 19.7	20.6	21.1	29 / 453	C KLTA -FM
8 KPFX -FM	CL AOR	14 / 5.7		6.9	10.1	212 / 15.7	18.0	21.9	18 / 335	B KPFX -FM
9 KFGX -FM	CHR	8 / 3.3		2.0	2.1	197 / 14.6	9.7	8.9	20 / 358	A KFGX -FM
10 KVOX -AM	ST	6 / 2.5		4.1	0.4	109 / 8.1	9.3	6.2	10 / 165	A KVOX -AM

12+ FM Share (Metro): 67.42 % (149 of 221) (Spring 95: 73.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WDAY-FM >	1 KQWB-FM	1 KVOX-FM	1 KVOX-FM	1 KVOX-FM	1 KFGO-AM >	1 KFGO-AM >	1 KFGO-AM	1 KVOX-FM <	1 WDAY-FM	1 WDAY-AM
2 KQWB-FM	2 KVOX-FM >	2 KQWB-FM	2 KFGO-FM >	2 KFGO-FM	2 WDAY-AM	2 KVOX-FM <	2 KVOX-FM <	2 KFGO-AM <	2 KQWB-FM	2 KQWB-FM
KVOX-FM >	3 KFGO-FM	KFGO-FM	3 KQWB-FM	3 KFGO-AM >	3 KFGO-FM	3 WDAY-AM <	3 KFGO-FM	3 KFGO-FM <	KFGO-AM >	WDAY-FM >
	WDAY-FM	4 WDAY-FM	KFGO-AM <	4 KQWB-FM	4 KVOX-FM >	4 KFGO-FM >	WDAY-AM >	4 KQWB-FM	4 KVOX-FM	4 KFGO-AM
				WDAY-AM <				WDAY-FM		KFGO-FM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WDAY-FM	1 KVOX-FM	1 KVOX-FM	1 KVOX-FM >	1 KVOX-FM >	1 KQWB-FM >	1 KQWB-FM >	1 KQWB-FM >	1 KQWB-FM	1 KFGO-AM
KVOX-FM >	2 KQWB-FM	2 KLTA-FM	2 KFGO-FM	2 KFGO-FM	2 KFGX-FM	2 KVOX-FM	2 KFGO-AM	2 KFGO-FM <	2 KFGO-FM
KQWB-FM	3 WDAY-FM	3 KQWB-FM >	WDAY-FM	3 KLTA-FM >	KVOX-FM >	3 KFGO-FM	KVOX-FM	KPFX-FM	3 KVOX-FM
4 KFGO-FM >	4 KLTA-FM		4 KQWB-FM			KFGX-FM	KPFX-FM >	3 KVOX-FM	KPFX-FM
			KLTA-FM				KFGO-FM	5 KFGO-AM	5 KQWB-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	15 (1)	15 (1)	6.8 %	16.3 %
AOR/Classic/NR	0 (0)	38 (3)	38 (3)	17.2 %	21.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	31 (2)	31 (2)	14.0 %	53.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	62 (4)	62 (4)	28.1 %	32.7 %
Full Service	40 (1)	0 (0)	40 (1)	18.1 %	12.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	25 (1)	0 (0)	25 (1)	11.3 %	10.1 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	2.4 %
Others/Unknown	0 (0)	1 (1)	1 (1)	0.5 %	0.0 %
Religion/Gospel	0 (0)	2 (1)	2 (1)	0.9 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	1 (1)	0 (0)	1 (1)	0.5 %	0.0 %
Standards	6 (1)	0 (0)	6 (1)	2.7 %	0.0 %
Totals	72 (4)	149 (12)	221 (16)		

Other Rated Stations				Metro Share	Cume Rating
KCQV	-FM	??	96.7	Arthur, ND	0.4 / 1.8
KPHT	-FM	REL	92.7	Kindred, ND	0.8 / 3.5
KQFN	-AM	SPRST	1550	W. Fargo	0.4 / 2.2

Other Rated Stations—Outside Market				Metro Share	Cume Rating
KBOT	-FM	C	104.1	Pelican Rapids, MN	0.4 / 1.9
KRCQ	-FM	C	102.3	Detroit Lakes, MN	0.4 / 2.2
KZCR	-FM	CL AOR	103.3	Fergus Falls, MN	0.4 / 2.8

FARGO-MOORHEAD

Consolidation Report	12+	25-54	Revenue
Otter Tail	46.6 %	46.3 %	52.2 %
KFGO-AM, KFGO-FM, KFGX-FM, KVOX-AM, KVOX-FM			
Tom Ingstad	21.2 %	22.9 %	30.0 %
KLTA-FM, KPFX-FM, WDAY-FM			
	67.8 %	69.2 %	82.2 %

AM Stations

KFGO	790	5 KW (DA-N)	Country/FS	CBS	\$36.00	CBS	Otter Tail
KVOX	1280	5 KW/1 KW (DA-2)	Standards	ABC, SMN	NA	Torbet	Otter Tail
WDAY	970	5 KW (DA-N)	Talk	ABC	\$24.00	Katz	

FM Stations

KFGO	101.9	93 KW @ 1001	Country		\$30.00	CBS	Otter Tail	
KFGX	95.1	100 KW @ 971	Oldies		\$21.00	---	Otter Tail	Detroit Lakes
KLTA	105.1	100 KW @ 649	AC		\$20.00	Christal	T. Ingstad	Breckenridge
KPFX	107.9	100 KW @ 656	Classic AOR		\$21.00	Christal	T. Ingstad	
KQWB	98.7	100 KW @ 581	AOR	Westwd	\$19.00	D&R	J. Ingstad	
KVOX	99.9	100 KW @ 380	Country		\$20.00	Torbet	Otter Tail	
WDAY	93.7	100 KW @ 1030	CHR		\$20.00	Katz	T. Ingstad	

Notes: 3/96 KKDL-F changed from Oldies to CHR as KFGX-F . . . 4/96 KQFN/KQWB-F sold by Brill to Jim Ingstad for \$2,000,000 (Blackburn) . . . 4/96 KVOX-AF sold to Otter Tail (D) for \$3,500,000 . . . 6/96 WDAY-F sold by Forum to Tom Ingstad (D+) for \$1,500,000 . . . 7/96 KFGX-F sold by Leighton to Otter Tail (D+) for \$1,300,000 . . . 8/96 KVOX changed from Standards to Oldies

FAYETTEVILLE, NC

Arbltron Rank: 126 Pop (12+): 322,900 Stations: 25 / 15 Last Year's Revenue: \$10,800,000
 MSA Rank: 160 Diaries 1097 / 294:1/ 50.1 % Household Income: \$34,497
 MSA Pop: 291,000 Sample Target: 1,070 Retail Dollars: \$2.6 Bil
 DMA # Raleigh (#30) % Below Line: 16.3 #1 Biller: WKML-F \$3,000,000
 Average Person Ratings: 16.4 % Not Listed: 8.9 #1 Billing Portfolio:
 Market TSL In Hours: 22.00 Pop per Station: 21,527 Beasley duop \$4,200,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WKML -FM	C	78 / 14.7	16.1	15.5	16.2	18.8	842 / 26.1	27.3	28.7	136 / 1655	E	WKML -FM
2	WZFX -FM	B	68 / 12.8	18.8	14.1	19.9	20.5	919 / 28.5	32.3	28.7	124 / 1621	D	WZFX -FM
3	WQSM -FM	AC	52 / 9.8	9.1	9.7	10.7	10.5	738 / 22.8	22.2	21.0	61 / 930	C	WQSM -FM
4	WLRO -FM	B	35 / 6.6	6.6	6.0	2.9		567 / 17.6	17.4		45 / 723	A	WLRO -FM
5	WRCQ -FM	AOR	30 / 5.7	4.7	7.2	5.5	3.9	388 / 12.0	14.2	16.0	47 / 668	C	WRCQ -FM
6	WAZZ -FM	O	26 / 4.9	5.1	4.6	5.1	5.4	373 / 11.6	13.7	13.3	48 / 661	B	WAZZ -FM
7	WFNC -AM	N/T	22 / 4.2	3.6	5.4	7.4	6.8	274 / 8.5	9.2	9.3	26 / 340	C	WFNC -AM
8	WSTS -FM	G	20 / 3.8	1.5	2.1	2.3	3.3	219 / 6.8	5.4	54.0	33 / 428	B	WSTS -FM
9	WFMO -AM	G	18 / 3.4		3.1	1.2	2.7	87 / 2.7		3.6	21 / 117		WFMO -AM
10	WKQB -FM	CL AOR	16 / 3.0	1.3				254 / 7.9	2.0		36 / 398		WKQB -FM
	WDCG -FM	CHR	16 / 3.0	3.4	4.3	2.7	2.5	294 / 9.1	11.8	13.5	29 / 558		WDCG -FM
12	WIDU -AM	G/B	15 / 2.8	4.0	3.9	3.5	2.5	189 / 5.9	8.2	7.5	16 / 195	A	WIDU -AM

12+ FM Share (Metro): 86.1 % (415 of 482) (Spring 95: 85.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZFX-FM >	1 WKML-FM <	1 WKML-FM	1 WKML-FM	1 WKML-FM	1 WKML-FM	1 WKML-FM	1 WKML-FM	1 WKML-FM	1 WZFX-FM	1 WZFX-FM
WLRO-FM	2 WZFX-FM >	2 WZFX-FM	2 WZFX-FM	2 WZFX-FM	2 WQSM-FM	2 WZFX-FM	2 WQSM-FM	2 WZFX-FM	2 WKML-FM	2 WKML-FM
3 WRCQ-FM	3 WQSM-FM >	3 WQSM-FM >	3 WQSM-FM >	3 WQSM-FM >	3 WAZZ-FM <	3 WQSM-FM	3 WZFX-FM >	3 WQSM-FM >	3 WLRO-FM	3 WLRO-FM
	4 WLRO-FM <	4 WLRO-FM <	4 WAZZ-FM	4 WAZZ-FM >	4 WZFX-FM	4 WFNC-AM >	4 WAZZ-FM <	4 WLRO-FM	4 WQSM-FM >	4 WFNC-AM
	5 WRCQ-FM >	5 WRCQ-FM					5 WRCQ-FM <	5 WRCQ-FM <	5 WRCQ-FM >	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZFX-FM	1 WKML-FM <	1 WKML-FM	1 WKML-FM <	1 WKML-FM	1 WLRO-FM	1 WKML-FM	1 WKML-FM	1 WKML-FM	1 WKML-FM >
2 WKML-FM	2 WZFX-FM >	2 WZFX-FM >	2 WZFX-FM	2 WZFX-FM	2 WRCQ-FM	2 WZFX-FM	2 WZFX-FM >	2 WZFX-FM	2 WZFX-FM
3 WQSM-FM	3 WQSM-FM >	3 WQSM-FM >	3 WQSM-FM >	3 WQSM-FM >	3 WZFX-FM >	3 WRCQ-FM	3 WQSM-FM >	3 WQSM-FM	3 WQSM-FM
4 WLRO-FM	4 WLRO-FM	4 WDCG-FM	4 WLRO-FM	4 WAZZ-FM >	4 WKML-FM	WLRO-FM	4 WKQB-FM	4 WLRO-FM <	4 WAZZ-FM
								5 WRCQ-FM >	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	63 (2)	63 (2)	13.1 %	12.1 %
AOR/Classic/NR	0 (0)	52 (3)	52 (3)	10.8 %	10.0 %
Black/Urban	0 (0)	106 (3)	106 (3)	22.0 %	23.0 %
CHR	0 (0)	16 (1)	16 (1)	3.3 %	4.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	104 (5)	104 (5)	21.6 %	21.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.0 %
News/Talk	22 (1)	0 (0)	22 (1)	4.6 %	6.1 %
Oldies	0 (0)	38 (2)	38 (2)	7.9 %	7.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	41 (4)	34 (2)	75 (6)	15.6 %	13.2 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	2.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	4 (1)	0 (0)	4 (1)	0.8 %	0.0 %
Totals	67 (6)	415 (19)	482 (25)		

Other Rated Stations	Metro Share	Cume Rating
WFLB -AM ST 1490 Fayetteville	0.8 / 1.7	
WJSK -FM C 102.3 Lumberton	0.8 / 1.7	
WKKE -AM G 1080 St. Pauls	1.1 / 1.7	
WYRU -AM REL 1160 Red Springs	0.4 / 0.9	

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCLN -FM REL 107.3 Clinton	2.6 / 4.4	
WEGX -FM C 92.9 Dillon, SC	1.3 / 5.6	
WFXC -FM B/AC 107.1 Durham	0.6 / 2.0	
WKIX -FM C 96.1 Raleigh	1.1 / 2.6	
WQDR -FM C 94.7 Raleigh	1.7 / 7.5	
WRAL -FM AC 101.5 Raleigh	2.1 / 7.3	
WTCD -FM J 103.9 Fuquay-Varina	0.4 / 1.9	
WTRG -FM O 100.7 Rocky Mount	2.3 / 5.2	
WZZU -FM CL AOR 93.9 Burlington	1.1 / 3.7	

FAYETTEVILLE, NC

Consolidation Report	12+	25-54	Revenue
Beasley WAZZ-FM, WEGX-FM, WKML-FM	20.9 %	24.8 %	28.7 %
Dodenhoff WLRD-FM, WYRU-AM, WZFX-FM	19.8 %	15.7 %	25.0 %
	40.7 %	40.5 %	53.7 %

AM Stations

WFMO	860	1 KW/12 W	Gospel	\$10.00	TN		Fairmont
WFNC	640	10 KW/1 KW	News/Talk	CBS	\$20.00	Cape Fear	
WIDU	1600	5 KW/147 W(DA-2)	Gospel	CNN	\$13.00	D&R	

FM Stations

WAZZ	96.5	80 KW @ 755	Oldies	\$23.00	Mc-Guild	Beasley	Laurinburg
WEGX	92.9	100 KW @ 1800	Country	ABC	\$20.00	Beasley	Dillon, SC
WKML	95.7	100 KW @ 1053	Country	ABC	\$64.00	Beasley	Lumberton
WKQB	106.9	50 KW @ 492	Oldies-70's	AP	NA		Southern Pines
WLRD	107.7	6 KW @ 328	Black		NA Roslin	Dodenhoff	St. Pauls
WQSM	98.1	100 KW @ 830	AC	\$40.00	Katz	Cape Fear	
WRCQ	103.5	48 KW @ 502	AOR	ABC	\$34.00		Dunn
WSTS	100.9	3 KW @ 298	Gospel	\$12.00	TN		Fairmont
WZFX	99.1	100 KW @ 981	Black	ABC	\$47.00	Dodenhoff	Whiteville

Notes: WDCG-F -- See Raleigh . . . 4/96 WEWO/WAZZ-F sold by Curtis to Beasley for \$4,200,000 . . . 7/96 WZFX-F sold by Atalntic to Dodenhoff for \$7,000,000 . . . 7/96 WYRU/WLRD-F sold to Dodenhoff (D) for \$1,200,000

Arbitron Rank: 114 Pop (12+): 352,100	Stations: 34 / 13	Last Year's Revenue: \$11,900,000
MSA Rank: 116	Diaries 946 / 372:1/49.1 %	Household Income: \$49,970
MSA Pop: 433,000	Sample Target: 900	Retail Dollars: \$4.6 Bil
DMA # 60 (w/Saginaw)	% Below Line: 34.7	#1 Biller: WCRZ-F \$4,500,000
Average Person Ratings: 15.5	% Not Listed: 12.8	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 27,085	Faircom duop \$5,500,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1 WCRZ -FM	AC	70 / 12.8	12.3	13.6	15.1	13.6	910 / 25.8	24.6	27.1	81 / 1077	F	WCRZ -FM
2 WDZZ -FM	B	56 / 10.2	12.1	11.0	11.4	12.1	709 / 20.1	20.2	23.5	56 / 725	D	WDZZ -FM
3 WWCK -FM	CHR	44 / 8.1	9.5	8.8	10.0	8.3	839 / 23.8	21.1	24.5	52 / 1055	D	WWCK -FM
4 WKCQ -FM	C	43 / 7.9	10.2	11.0	6.2	7.4	613 / 17.4	20.2	22.0	85 / 1020		WKCQ -FM
5 WWBN -FM	AOR	29 / 5.3	4.4	4.8	2.5	3.2	463 / 13.1	13.2	10.3	37 / 630	B	WWBN -FM
6 WJR -AM	FS	27 / 4.9	4.7	5.7	6.0	4.7	438 / 12.5	12.7	13.8	41 / 679		WJR -AM
7 WHNN -FM	O	25 / 4.6	5.8	6.1	5.7	4.7	514 / 14.6	17.1	18.2	39 / 835		WHNN -FM
8 WOVE -FM	B	22 / 4.0	2.1	3.7	4.8	3.0	307 / 8.7	5.8	8.3	22 / 307	A	WOVE -FM
9 WIOG -FM	AC	17 / 3.1	2.6	2.8	3.7	4.4	427 / 12.1	14.1	12.7	37 / 743		WIOG -FM
10 WAHV -FM	AC	15 / 2.7					350 / 9.9			23 / 507		WAHV -FM
WFLT -AM	G	15 / 2.7	3.5	0.4	2.1	2.2	187 / 5.3	5.1	3.2	15 / 187		WFLT -AM
12 WRIF -FM	AOR	14 / 2.6	3.2	2.0	2.0	1.7	299 / 8.5	6.6	5.2	19 / 421		WRIF -FM
13 WFNT -AM	T	13 / 2.4	1.8	1.8	0.4	1.0	134 / 3.8	4.3	2.6	15 / 185	A	WFNT -AM
14 WDFD -AM	T	10 / 1.8	6.3	6.6	6.2	9.4	248 / 7.1	10.2	13.0	11 / 296	B	WDFD -AM

12+ FM Share (Metro): 81.13 % (387 of 477) (Spring 95: 78.36 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WDZZ-FM >	1 WWCK-F <	1 WCRZ-FM >	1 WCRZ-FM >	1 WCRZ-FM >	1 WCRZ-FM >	1 WCRZ-FM >	1 WCRZ-FM >	1 WCRZ-FM	1 WDZZ-FM >	1 WDZZ-FM >
2 WWCK-F >	2 WDZZ-FM	2 WWCK-F	2 WWCK-F <	2 WWCK-F	2 WKCQ-FM <	2 WDZZ-FM <	2 WKCQ-FM <	2 WDZZ-FM	2 WCRZ-FM	2 WJR-AM <
	WWBN-F	3 WDZZ-FM <	3 WKCQ-FM	WKCQ-FM <	3 WJR-AM	3 WKCQ-FM <	3 WWCK-F	3 WWCK-F	3 WWBN-F <	3 WCRZ-FM
	4 WCRZ-FM >	4 WWBN-F	4 WDZZ-FM	4 WDZZ-FM	4 WHNN-FM	4 WWCK-F	4 WDZZ-FM >	4 WKCQ-FM <	4 WJR-AM <	4 WWCK-F >
		WKCQ-FM >	WWBN-F		5 WDZZ-FM <	5 WJR-AM	5 WWBN-F	5 WWCK-F		
					6 WWCK-F <					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WDZZ-FM	1 WCRZ-FM	1 WCRZ-FM	1 WCRZ-FM	1 WCRZ-FM >	1 WWBN-F >	1 WWBN-F >	1 WWBN-F	1 WWBN-F	1 WCRZ-FM
WWCK-F >	2 WWCK-F <	2 WWCK-F	2 WWCK-F	2 WKCQ-FM <	2 WWCK-F >	2 WRIF-FM	2 WRIF-FM >	2 WCRZ-FM	2 WWBN-F
WCRZ-FM	3 WDZZ-FM >	3 WDZZ-FM >	3 WDZZ-FM	3 WWCK-F	3 WDZZ-FM	3 WWCK-F	3 WWCK-F	3 WWCK-F	3 WWCK-F
			4 WKCQ-FM	4 WDZZ-FM	WRIF-FM	4 WDZZ-FM >	4 WKCQ-FM	4 WKCQ-FM	4 WHNN-FM
				5 WOVE-F	WKCQ-FM >	5 WKCQ-FM	5 WCSX-FM	5 WRIF-FM <	WKCQ-FM
				6 WIOG-FM			6 WDZZ-FM	6 WDZZ-FM	

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	104 (4)	104 (4)	21.8 %	18.3 %	WTAC -AM REL 600 Flint	0.7 / 2.0	
AOR/Classic/NR	0 (0)	59 (6)	59 (6)	12.4 %	9.9 %	WTRX -AM SPRTS 1330 Flint	3.7 / 3.1	
Black/Urban	0 (0)	88 (4)	88 (4)	18.4 %	17.9 %	WWGZ -FM AOR 103.1 Tuscola	0.4 / 3.4	
CHR	0 (0)	46 (2)	46 (2)	9.6 %	11.3 %	WWON -AM REL 1160 Fenton	0.5 / 1.7	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	9 (1)	53 (4)	62 (5)	13.0 %	13.4 %			
Full Service	27 (1)	0 (0)	27 (1)	5.7 %	5.7 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.8 %			
News/Talk	28 (3)	0 (0)	28 (3)	5.9 %	2.5 %			
Oldies	0 (0)	35 (4)	35 (4)	7.3 %	6.9 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	22 (3)	0 (0)	22 (3)	4.6 %	4.8 %			
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Sports	4 (1)	0 (0)	4 (1)	0.8 %	0.8 %			
Standards	0 (0)	0 (0)	0 (0)	0.0 %	7.6 %			
Totals	90 (9)	387 (25)	477 (34)					

Other Rated Stations--Outside Market	Metro Share	Cume Rating
CIMX -FM AOR-NR 88.7 Windsor, ON	0.5 / 1.8	
WCSX -FM CL AOR 94.7 Birmingham	1.5 / 2.5	
WTLT -FM C 100.7 Lansing	0.7 / 3.0	
WJLB -FM B 97.9 Detroit	0.9 / 3.6	
WJZZ -FM J 105.9 Detroit	0.4 / 1.4	
WKQI -FM AC 95.5 Detroit	0.4 / 1.6	
WKQZ -FM AOR 93.3 Midland	0.5 / 1.7	
WMJA -FM O 104.5 Saginaw	0.4 / 2.2	
WOAP -AM C 108.0 Owosso	1.6 / 1.9	
WOMC -FM O 104.3 Detroit	0.4 / 2.3	
WTCF -FM CHR 100.5 Carrollton	0.4 / 1.1	
WTLZ -FM B 107.1 Saginaw	0.9 / 5.8	
WWJ -AM N 95.0 Detroit	0.9 / 3.7	
WWW -FM C 106.7 Detroit	0.5 / 1.9	
WYCD -FM C 99.5 Detroit	0.5 / 2.0	
WYST -FM O-70S 97.1 Detroit	1.1 / 3.0	

FLINT

Consolidation Report	12+	25-54	Revenue
Faircom	20.5 %	23.8 %	46.4 %
WCRZ-FM, WFNT-AM, WWBN-FM			
	20.5 %	23.8 %	46.4 %

AM Stations

WFDF	910	5 KW/1 KW (DA-2)	Standards	CBS, Westwd	\$16.00	Allied	Connoisseur
WFLT	1420	500 W/142 W (DA-2)	Gospel	Westwd	\$10.00	P/W	
WFNT	1470	5 KW/1 KW	News/Talk	ABC	\$15.00	Katz	Faircom

FM Stations

WAHV	103.9	6 KW @ 256	AC		NA	Christal	Owosso
WCRZ	107.9	50 KW @ 331	AC	CBS	\$84.00	Katz	Faircom
WDZZ	92.7	3 KW @ 256	Black		\$44.00	Allied	Connoisseur
WOWE	98.9	3 KW @ 328	Black	SMN, ABC	\$16.00	---	Vassar
WWBN	101.7	3 KW @ 328	AOR		\$21.00	Katz	Faircom Tuscola
WWCK	105.5	25 KW @ 328	CHR	Westwd	\$60.00	Christal	

Notes: Other ranked stations -- See Saginaw or Detroit . . . 12/95 WMZX-F changed calls to WAHW-F; remains AC

FT. MYERS-NAPLES

Arbitron Rank: 77 Pop (12+): 487,900
MSA Rank: 130 - Ft. M.; 209 - Naples
MSA Pop: 563,000
DMA # 84
Average Person Ratings: 17
Market TSL in Hours: 22.75

Stations: 23 / 20
Diarles 1490 / 327:1/ 53.5 %
Sample Target: 1,540
% Below Line: 3
% Not Listed: 14.9
Pop per Station: 24,395

Last Year's Revenue: \$18,700,000
Household Income: \$43,978
Retail Dollars: \$6.2 Bil
#1 Biller: WCKT-F \$3,000,000
#1 Billing Portfolio:
 Clear Channel duop \$3,750,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WAVV -FM	SAC	108 / 13.1	13.1	10.6		1123 / 23.0	13.9	17.0	113 / 1208	C	WAVV -FM
2	WXKB -FM	CHR	85 / 10.3	11.5	10.3		1037 / 21.2	17.4	15.3	103 / 1259	C	WXKB -FM
3	WINK -FM	AC	69 / 8.3	8.8	8.6		867 / 17.8	19.2	19.8	109 / 1320	O	WINK -FM
4	WCKT -FM	C	65 / 7.9	11.5	10.3		769 / 15.8	21.6	19.5	66 / 820	E	WCKT -FM
5	WWGR -FM	C	46 / 5.6	5.1	4.7		659 / 13.5	11.9	10.5	58 / 836		WWGR -FM
6	WINK -AM	N/T	43 / 5.2	5.0	4.4		420 / 8.6	9.3	8.4	49 / 462	C	WINK -AM
7	WARO -FM	CL AOR	39 / 4.7	4.7	7.4		577 / 11.8	13.9	17.0	43 / 655	C	WARO -FM
8	WOLZ -FM	O	33 / 4.0	4.2	3.4		566 / 11.6	10.6	9.5	37 / 661	C	WOLZ -FM
9	WRXK -FM	AOR	31 / 3.7	4.9	6.0		512 / 10.5	13.8	14.9	36 / 634	C	WRXK -FM
10	WNOG -FM	N/T	23 / 2.8	3.1	2.4		329 / 6.7	7.3	7.1	23 / 329	B	WNOG -FM
11	WJST -FM	AOR	21 / 2.5	2.2	2.7		324 / 6.6	5.7	6.9	21 / 338	B	WJST -FM
	WJBX -FM	AOR/CL	21 / 2.5	2.3	2.6		318 / 6.5	8.6	8.5	21 / 338	B	WJBX -FM
12	WXRm -FM	SAC	19 / 2.3	1.1	8.0		385 / 7.9	4.9	13.8	21 / 398	B	WXRm -FM
13	WKII -AM	ST	18 / 2.2	2.1	1.8		238 / 4.9	4.0	3.8	50 / 503	A	WKII -AM
14	WNOG -AM	N/T	16 / 1.9	2.0	0.6		219 / 4.5	4.1	2.0	16 / 219		WNOG -AM
15	WWCL -AM	SP	14 / 1.7	1.1	1.6		97 / 2.0	1.6	2.0	14 / 105		WWCL -AM
16	WSGL -FM	SAC	13 / 1.6	1.5	0.9		194 / 4.0	5.2	3.4	13 / 194	A	WSGL -FM
17	WDRR -FM	J	11 / 1.3	1.0			194 / 4.0	3.3		11 / 199		WDRR -FM

12+ FM Share (Metro): 86.08 % (606 of 704) (Spring 95: 88.40 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WXKB-FM >	1 WXKB-FM >>	1 WXKB-FM >	1 WXKB-FM	1 WINK-FM	1 WAVV-FM >	1 WINK-FM	1 WAVV-FM	1 WAVV-FM	1 WXKB-FM >	1 WXKB-FM
	2 WCKT-FM	2 WINK-FM <	2 WINK-FM <	WXKB-FM	2 WINK-FM	2 WAVV-FM	2 WINK-FM <	2 WXKB-FM	2 WAVV-FM >	2 WCKT-FM
	3 WRXK-FM	3 WCKT-FM	3 WCKT-FM <	3 WCKT-FM	3 WCKT-FM <	3 WXKB-FM <	3 WXKB-FM	3 WCKT-FM <	3 WCKT-FM	WINK-AM
	WINK-FM	4 WARO-FM	4 WARO-FM	4 WARO-FM <	4 WINK-AM	4 WCKT-FM >	4 WCKT-FM <	4 WINK-FM >	4 WJST-FM	
	5 WJBX-FM <	5 WRXK-FM <	5 WRXK-FM <	5 WWGR-F			5 WINK-AM	5 WWGR-F		
	6 WWGR-F	6 WWGR-F	6 WOLZ-FM	6 WOLZ-FM <						
			WWGR-F >							
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 WXKB-FM >	1 WXKB-FM >	1 WXKB-FM >	1 WXKB-FM	1 WINK-FM	1 WXKB-FM >	1 WXKB-FM	1 WXKB-FM	WRXK-FM <	1 WCKT-FM	
2 WINK-FM	2 WINK-FM	2 WINK-FM >	2 WINK-FM >	WXKB-FM >	2 WRXK-FM	2 WRXK-FM >	2 WRXK-FM	WCKT-FM	2 WARO-FM <	
3 WCKT-FM	3 WCKT-FM >	3 WCKT-FM	3 WCKT-FM	3 WCKT-FM	WJST-FM	3 WCKT-FM	3 WCKT-FM >	1 WXKB-FM	3 WRXK-FM	
4 WWGR-F >	4 WWGR-F	4 WSGL-FM	4 WWGR-F	4 WWGR-F	4 WWGR-F	4 WWGR-F	4 WWGR-F	4 WARO-FM >	4 WXKB-FM	
	WSGL-FM	WJBX-FM >	WARO-FM >	WARO-FM	WWCL-AM	WJST-FM	WJBX-FM	WWGR-F	WWGR-F <	
	WJBX-FM				WARO-FM	WJBX-FM	WARO-FM	5 WOLZ-FM	6 WOLZ-FM	
						WARO-FM			WINK-FM >	

FT. MYERS-NAPLES

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	69 (1)	69 (1)	9.8 %	11.0 %
AOR/Classic/NR	0 (0)	112 (4)	112 (4)	15.9 %	14.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	88 (2)	88 (2)	12.5 %	5.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	119 (3)	119 (3)	16.9 %	18.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	14 (1)	0 (0)	14 (1)	2.0 %	1.8 %
Jazz	0 (0)	19 (2)	19 (2)	2.7 %	1.6 %
News/Talk	66 (3)	23 (1)	89 (4)	12.6 %	10.5 %
Oldies	0 (0)	33 (1)	33 (1)	4.7 %	13.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	143 (4)	143 (4)	20.3 %	12.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	18 (1)	0 (0)	18 (1)	2.6 %	11.5 %
Totals	98 (5)	606 (18)	704 (23)		

Other Rated Stations					Metro Share	Cume Rating
WFSN	-FM	C	100.1	Pt. Charlotte	1.0	/ 4.1
WGUF	-FM	J	98.9	Marco	1.0	/ 2.4
WWCN	-AM	T	770	N. Ft. Myers	0.8	/ 2.5

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WFLZ	-FM	CHR	93.3	Tampa	0.4	/ 1.5
WLYF	-FM	SAC	101.5	Miami	0.4	/ 1.0

Consolidation Report	12+	25-54	Revenue
Beasley WRXK-FM, WWCN-AM, WXKB-FM	14.8 %	17.1 %	16.5 %
Capstar WDRR-FM, WFSN-FM, WKII-AM, WOLZ-FM	8.5 %	9.3 %	8.8 %
Clear Channel WCKT-FM, WXRm-FM	10.2 %	12.2 %	20.6 %
Local WJBX-FM, WJST-FM	5.0 %	6.2 %	7.5 %
Schwartzel WARO-FM, WNOG-AM, WNOG-FM	9.4 %	10.8 %	13.2 %
	47.9 %	55.6 %	66.6 %

AM Stations

WINK	1240	1 KW	News/Talk	CBS, WW1, Talknt	\$32.00	Mc-Guild	
WNOG	1270	5 KW/1.9 KW (DA-2)	Standards	AP, ABC, SMN	\$25.00	Christal	Meridian (Schwartzel)
WWCL	1440	5 KW/1KW (DA-2)	Hispanic	CRC	\$16.00	---	Lehigh Acres

FM Stations

WARO	94.5	100 KW @ 1014	Oldies		\$28.00	Christal	Meridian (Schwartzel)
WAVV	101.1	100 KW @ 981	Soft AC/EZ	AP	\$40.00	Banner	Marco
WCKT	107.1	25.5 KW @ 709	Country		\$65.00	Banner	Clear Channel Lehigh Acres
WDRR	98.5	2.2 KW @ 373	Jazz		NA	Katz	Carlos Park
WINK	96.9	100 KW @ 1322	AC		\$50.00	Mc-Guild	
WJBX	99.3	50 KW @ 285	AOR/Classic		\$34.00	Eastman	WJST owner Ft. Myers Beach
WJST	106.3	6 KW @ 266	AOR		\$18.00	Eastman	Ft. Myers Villa
WNOG	93.5	3 KW @ 298	News/Talk	CBS, WW1, Talknt	\$25.00	Christal	Meridian (Schwartzel)
WOLZ	95.3	79 KW @ 476	Oldies	Westwd	\$40.00	Katz	Osborn
WRXK	96.1	100 KW @ 1119	AOR		\$48.00	D&R	Beasley Bonita Springs
WSGL	103.1	14 KW @ 440	Soft AC		\$17.00	Regional	Timm
WWGR	101.9	100 KW @ 991	Country		\$26.00	---	Renda
WXKB	103.9	100 KW @ 981	CHR	ABC	\$24.00	D&R	Beasley Cape Coral
WXRm	105.5	7.1 KW @ 594	Soft AC		\$24.00	Banner	Clear Channel Naples Park

FT. MYERS-NAPLES

Notes: 3/96 WEEJ-F changed from Oldies to Country . . . 3/96 WIXI-F changed format from 70's Oldies to Soft AC as WXRM-F . . . 5/96 WEEJ-F changed calls to WFSN-F; remains Country . . . 5/96 Radio Equity sold these stations to Clear Channel: WCKT-F for \$13,500,000; WXRM-F for \$4,500,000 . . . 5/96 WNOG-AF/WARO-F sold by Palmer to Meridian (Joe Schwartzel) (D) for \$9,250,000 . . . 7/96 WKII/WFSN-F/WOLZ-F sold by Osborn to Capstar for \$_____

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

FT. PIERCE

Arbitron Rank: 121	Pop (12+): 330,400	Stations: 24 / 13	Last Year's Revenue:
MSA Rank: NA		Diaries 750 / 441:1/56.6 %	Household Income: \$40,905
MSA Pop:		Sample Target: 750	Retail Dollars: \$3.4 Bil
DMA # W. Palm Beach (#45)		% Below Line: 31.7	#1 Biller: NA
Average Person Ratings: 17.2		% Not Listed: 18.5	#1 Billing Portfolio:
Market TSL in Hours: 23.00		Pop per Station: 25,415	NA

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WZZR -FM	AOR	48 / 8.5	6.1	4.6	6.2	7.3	482 / 14.6	15.6	12.5	52 / 525	WZZR -FM
2	WGYL -FM	EZ	44 / 7.8	9.3	10.1	9.4	8.7	428 / 13.0	15.1	17.9	45 / 452	WGYL -FM
3	WKGR -FM	CL AOR	39 / 6.9	5.9	5.0	6.1	7.1	502 / 15.2	14.1	14.1	42 / 550	WKGR -FM
4	WCLB -FM	C	36 / 6.3	4.6	5.2	5.5	7.5	440 / 13.3	14.3	15.3	47 / 570	WCLB -FM
5	WFLM -FM	B	34 / 6.0	4.1	4.2	7.2	6.9	396 / 12.0	9.2	8.9	34 / 396	WFLM -FM
6	WAVV -FM	C	31 / 5.5	8.0	8.9	7.0	8.7	359 / 10.9	18.4	15.1	31 / 363	WAVV -FM
7	WPBZ -FM	AOR-NR	30 / 5.3	3.3	2.8	2.6		380 / 11.5	9.5	5.9	31 / 398	WPBZ -FM
8	WQOL -FM	O	29 / 5.1	4.3	5.7	5.5	5.0	434 / 13.1	12.5	12.5	30 / 448	WQOL -FM
9	WHLG -FM	EZ	26 / 4.6	3.5	4.2	6.2	10.6	308 / 9.3	7.7	8.9	26 / 308	WHLG -FM
10	WJNX -AM	N/T	16 / 2.8	3.2	2.0	4.0	1.9	259 / 7.8	6.6	7.3	16 / 262	WJNX -AM
	WEAT -FM	AC/SAC	16 / 2.8	3.3	3.3	1.7	1.9	314 / 9.5	8.7	8.0	17 / 343	WEAT -FM
12	WRMF -FM	AC	15 / 2.6	2.0	0.7	1.7	2.7	210 / 6.4	2.0	4.7	17 / 233	WRMF -FM
13	WJBW -FM	ST	14 / 2.5	5.0	7.0	3.1		179 / 5.4	7.6	8.2	14 / 180	WJBW -FM
	WAXE -AM	ST	14 / 2.5	1.5	0.9	0.7	2.3	206 / 6.2	3.7	3.8	14 / 206	WAXE -AM

12+ FM Share (Metro): 88.98 % (412 of 463) (Spring 95: 89.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPBZ-FM >	1 WZZR-FM >	1 WZZR-FM	1 WZZR-FM	1 WZZR-FM	1 WGYL-FM >	1 WGYL-FM	1 WZZR-FM >	1 WKGR-FM <	1 WPBZ-FM	1 WFLM-FM
	2 WKGR-FM >	2 WKGR-FM	2 WKGR-FM >	2 WKGR-FM >	2 WAVV-FM	2 WHLG-FM <	2 WGYL-FM	2 WCLB-FM <	2 WZZR-FM	2 WPBZ-FM >
	3 WPBZ-FM <	3 WFLM-FM	3 WFLM-FM	3 WQOL-FM	3 WQOL-FM	3 WCLB-FM	3 WKGR-FM	3 WGYL-FM <	3 WFLM-FM	3 WCLB-FM
	4 WFLM-FM	4 WQOL-FM	4 WQOL-FM	4 WFLM-FM <	4 WCLB-FM <	4 WZZR-FM <	4 WCLB-FM <	4 WZZR-FM	4 WCLB-FM	4 WHLG-FM >
	WCLB-FM >	WPBZ-FM >	WCLB-FM >	5 WCLB-FM	5 WHLG-FM	5 WKGR-FM	5 WQOL-FM <	5 WPBZ-FM	5 WKGR-FM	5 WFLM-FM
		WCLB-FM >			WKGR-FM <	WAVV-FM <			WAVV-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPBZ-FM	1 WKGR-FM	1 WKGR-FM >	1 WFLM-FM <	1 WQOL-FM	1 WFLM-FM	1 WZZR-FM >	1 WZZR-FM >	1 WZZR-FM >	1 WZZR-FM >
WFLM-FM >	2 WIRK-FM	2 WZZR-FM	2 WQOL-FM	2 WFLM-FM	WPBZ-FM >	2 WKGR-FM	2 WKGR-FM >	2 WKGR-FM >>	2 WKGR-FM >>
3 WHLG-FM	WCLB-FM	3 WAOA-FM	3 WHLG-FM	WKGR-FM	WZZR-FM	3 WPBZ-FM	3 WPBZ-FM	3 WFLM-FM	3 WQOL-FM
WIRK-FM		WRMF-FM	4 WPBZ-FM	WHLG-FM	4 WKGR-FM	4 WFLM-FM	4 WCLB-FM		
WCLB-FM		WIRK-FM	WKGR-FM	5 WCLB-FM	WCLB-FM >	WCLB-FM >			
WQOL-FM >		WCLB-FM >	WCLB-FM	6 WZZR-FM					
WJNX-AM									

Format Performance	AM	FM	Total	%	Spr 95
AC	6 (1)	15 (1)	21 (2)	4.5 %	0.0 %
AOR/Classic/NR	0 (0)	119 (4)	119 (4)	25.7 %	0.0 %
Black/Urban	0 (0)	34 (1)	34 (1)	7.3 %	0.0 %
CHR	0 (0)	6 (1)	6 (1)	1.3 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	100 (5)	100 (5)	21.6 %	0.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	31 (3)	0 (0)	31 (3)	6.7 %	0.0 %
Oldies	0 (0)	32 (2)	32 (2)	6.9 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	92 (4)	92 (4)	19.9 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	14 (1)	14 (1)	28 (2)	6.0 %	0.0 %
Totals	51 (5)	412 (19)	463 (24)		

Other Rated Stations	Metro Share	Cume Rating
WKQS -FM	C	94.7 Gifford 1.9 / 5.2
WPAW -FM	C	99.7 Vero Beach 1.6 / 4.7
WPSL -AM	T	1590 Pt. St. Lucie 1.6 / 3.9
WSTU -AM	AC	1450 Stuart 1.1 / 3.3
WTTB -AM	T	1490 Vero Beach 1.1 / 3.6

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WAOA -FM	CHR	107.1 Melbourne 1.1 / 2.9
WIRK -FM	C	107.9 W. Palm Beach 2.3 / 6.6
WJRR -FM	AOR-NR	101.1 Cocoa Beach 0.4 / 1.4
WOLL -FM	O	94.3 Riviera Beach 0.5 / 2.5
WRLX -FM	EZ	92.1 W. Palm Beach 1.1 / 2.5

FT. PIERCE

Consolidation Report	12+	25-54	Revenue
Commodore	21.6 %	26.8 %	%
WAWW-FM, WAXE-AM, WQOL-FM, WZZR-FM			
	21.6 %	26.8 %	%

AM Stations

WAXE	1370	1 KW/74 W	Standards	SMN	NA ---	Commodore
WJNX	1330	5 KW/1 KW (DA-2)	News/Talk	CNN, AP, ABC	NA Torbet	

FM Stations

WAWW	101.7	3.1 KW @ 466	Country	ABC, SMN	\$31.00 Roslin	Commodore
WFLM	104.7	25 KW @ 328	Black		\$<20.00 K&P	
WGYL	107.1	50 KW @ 479	EZ		\$33.00 ---	
WHLG	102.3	3 KW @ 285	Soft AC/EZ	AP	\$24.00 ---	
WPAW	99.7	26 KW @ 440	Country		\$20.00 ---	
WQOL	103.7	50 KW @ 475	Oldies	CNN, Westwd	\$25.00 Katz	Commodore
WZZR	92.7	50 KW @ 482	AOR		NA Eastman	Commodore

Notes: Other ranked stations -- See W. Palm Beach . . . 2/96 WAXE/WAWW-F/WKQS-F sold by Media IV to Commodore for \$8,000,000 . . . 5/96 WIRA/WCLB-F sold by Ardman to Fairbanks for \$23,000,000 . . . 6/96 WKQS-F changes from Country to AC/CHR as WBBE-F . . . 6/96 WAXE/WAWW-F/WKQS-F/WQOL-F/WZZR-F sold by Commodore to Capstar for \$_____ . . . 8/96 WSTU sold by Palm Beach to MMM

FT. WAYNE

Arbitron Rank: 99 Pop (12+): 381,800	Stations: 19 / 16	Last Year's Revenue: \$15,800,000
MSA Rank: 103	Diaries 1192 / 320:1/60,3 %	Household Income: \$45,823
MSA Pop: 472,000	Sample Target: 1,210	Retail Dollars: \$4.2 Bil
DMA #: 103	% Below Line: 2.8	#1 Biller: WAJI-F \$2,700,000
Average Person Ratings: 15.7	% Not Listed: 14.2	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 23,862	Federated duop+ \$7,700,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WAJI -FM	AC	64 / 10.7	7.0	11.5	9.9	884 / 23.2	18.9	22.3	73 / 1174	D	WAJI -FM
2	WQHK -FM	C	58 / 9.7	13.1	10.1	8.6	764 / 20.0	25.3	22.7	67 / 932	C	WQHK -FM
3	WFWI -FM	CL AOR	51 / 8.5	4.1	7.2	1.9	762 / 20.0	13.5	16.8	59 / 844	C	WFWI -FM
4	WBYS -FM	AOR	41 / 6.9	8.7	7.0	7.2	670 / 17.6	18.2	18.4	102 / 1352	D	WBYS -FM
5	WBTU -FM	C	40 / 6.7	8.2	6.3	10.1	603 / 15.8	17.7	15.7	112 / 1430	D	WBTU -FM
6	WLDE -FM	O	38 / 6.4	4.9	5.4	5.8	567 / 14.9	15.7	16.0	40 / 634	B	WLDE -FM
7	WOWO -AM	FS	31 / 5.2	7.0	5.4	6.6	634 / 16.6	18.3	16.4	45 / 937	C	WOWO -AM
8	WEJE -FM	AOR-NR	30 / 5.0	5.2	1.7	2.2	583 / 15.3	12.1	8.0	42 / 881	A	WEJE -FM
9	WMEE -FM	AC/CHR	28 / 4.7	3.5	5.0	5.4	612 / 16.0	16.6	19.3	42 / 1120	C	WMEE -FM
	WHWD -AM	ST	28 / 4.7	0.5	1.5	3.8	289 / 7.6	4.0	5.3	30 / 301	A	WHWD -AM
11	WDJB -FM	CHR	20 / 3.3	4.9	4.3	6.6	491 / 12.9	16.8	15.8	28 / 635	A	WDJB -FM
12	WJFX -FM	B	19 / 3.2	2.5	3.1	1.4	259 / 6.8	5.1	5.8	19 / 262	A	WJFX -FM
13	WXKE -FM	AOR/CL	17 / 2.8	3.2	4.7	4.0	300 / 7.9	8.0	11.4	19 / 329	B	WXKE -FM
14	WGL -FM	T	14 / 2.3	2.2	2.0	2.7	241 / 6.3	6.5	6.4	16 / 321		WGL -FM
15	WMRI -FM	EZ	13 / 2.2	3.6	3.1	2.7	227 / 5.9	7.4	5.8	28 / 406	A	WMRI -FM
16	WGL -AM	T	12 / 2.0	2.5	3.1	3.7	269 / 7.0	8.6	8.2	13 / 290	B	WGL -AM

12+ FM Share (Metro): 84.8 % (435 of 513) (Spring 95: 86.51 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WEJE-FM	1 WBYS-FM <	1 WAJI-FM <	1 WAJI-FM <	1 WAJI-FM	1 WAJI-FM	1 WFWI-FM	1 WAJI-FM	1 WAJI-FM	1 WAJI-FM	1 WQHK-FM >
WDJB-FM >	2 WFWI-FM <	2 WFWI-FM	2 WFWI-FM >	2 WFWI-FM	2 WLDE-FM <	2 WAJI-FM	2 WQHK-FM	2 WQHK-FM	2 WQHK-FM	2 WAJI-FM
3 WQHK-FM	3 WAJI-FM <	3 WBYS-FM	3 WBYS-FM	3 WQHK-FM <	3 WQHK-FM	3 WQHK-FM >	3 WFWI-FM <	3 WBYS-FM	3 WEJE-FM <	3 WOWO-A
WJFX-FM >	4 WQHK-FM	4 WQHK-FM	WQHK-FM	4 WLDE-FM <	4 WHWD-A <	4 WOWO-A <	4 WBYS-FM	4 WBTU-FM	4 WBYS-FM <	4 WEJE-FM <
	5 WEJE-FM	5 WLDE-FM <	5 WLDE-FM	5 WBYS-FM	5 WOWO-A <	5 WBYS-FM <	5 WBTU-FM	5 WLDE-FM	5 WLDE-FM <	5 WBTU-FM
	6 WBTU-FM	6 WBTU-FM	6 WBTU-FM	6 WBTU-FM	6 WFWI-FM	6 WBTU-FM	WLDE-FM	WFWI-FM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAJI-FM	1 WQHK-FM	1 WQHK-FM	1 WAJI-FM	1 WAJI-FM >		1 WBYS-FM	1 WFWI-FM <	1 WFWI-FM	1 WFWI-FM	1 WFWI-FM
2 WBYS-FM	2 WAJI-FM	2 WAJI-FM	2 WQHK-FM >	2 WQHK-FM >		2 WEJE-FM	2 WBYS-FM >	2 WBYS-FM >	2 WBYS-FM >	2 WBYS-FM
WQHK-FM	3 WMEE-FM	3 WMEE-FM >	3 WFWI-FM	3 WMEE-FM <		WXKE-FM	3 WEJE-FM	3 WAJI-FM	3 WAJI-FM >	3 WAJI-FM
WEJE-FM	4 WBTU-FM	4 WBTU-FM	WMEE-FM	4 WFWI-FM		3 WFWI-FM	4 WAJI-FM	4 WBTU-FM	4 WLDE-FM	4 WLDE-FM
5 WBTU-FM >	5 WBYS-FM	5 WFWI-FM	5 WBTU-FM	WLDE-FM		5 WBTU-FM	WEJE-FM	WEJE-FM	WEJE-FM <	5 WBTU-FM
	6 WEJE-FM	WBYS-FM >	WLDE-FM							

FT. WAYNE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	92 (2)	92 (2)	17.9 %	13.9 %	WFCV -AM REL 1090 Ft. Wayne	0.8	1.6
AOR/Classic/NR	0 (0)	141 (6)	141 (6)	27.5 %	14.6 %			
Black/Urban	0 (0)	19 (1)	19 (1)	3.7 %	3.7 %			
CHR	0 (0)	20 (1)	20 (1)	3.9 %	11.3 %			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	0 (0)	98 (2)	98 (2)	19.1 %	21.6 %			
Full Service	33 (2)	0 (0)	33 (2)	6.4 %	7.0 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	12 (1)	14 (1)	26 (2)	5.1 %	6.1 %			
Oldies	0 (0)	38 (1)	38 (1)	7.4 %	15.2 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	5 (1)	0 (0)	5 (1)	1.0 %	0.0 %			
Soft AC/EZ	0 (0)	13 (1)	13 (1)	2.5 %	5.7 %			
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Standards	28 (1)	0 (0)	28 (1)	5.5 %	0.0 %			
Totals	78 (5)	435 (15)	513 (20)					

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WFBQ -FM	T/AOR	94.7	Indianapolis	0.3	0.9
WLW -AM	FS/T	700	Cincinnati	0.3	2.7

Consolidation Report	12+	25-54	Revenue
Federated	39.7 %	39.7 %	48.7 %
WBYP-FM, WFWI-FM, WHWD-AM, WMEE-FM, WOWO-AM, WQHK-FM			
Local - 1	9.3 %	7.5 %	4.7 %
WEJE-FM, WGL-AM, WGL-FM			
Local - 2	2.8 %	2.8 %	6.2 %
WEXI-FM, WXKE-FM			
Sarkes Tarzian	17.1 %	22.1 %	22.2 %
WAJI-FM, WLDE-FM			
	68.9 %	72.1 %	81.8 %

AM Stations

WGL	1250	2.3 KW/1 KW (DA-2)	News/Talk	CNN, Talknt, WW1	\$<20.00	---
WHWD	1380	5 KW (DA-2)	Standards	ABC, SMN	NA	Christal Federated
WOWO	1190	50 KW (DA-N)	Full Service	ABC	\$35.00	Katz Federated

FM Stations

WAJI	95.1	39 KW @ 679	AC		\$53.00		Sarkes Tarzian
WBTU	93.3	50 KW @ 492	Country	CNN	\$42.00	Eastman	McLravy Kendallville
WBYP	98.9	50 KW @ 453	AOR		\$47.00	Eastman	Federated Van Wert, OH
WDJB	106.3	1.95 KW @ 407	CHR		\$<20.00	Banner	Columbia City
WEJE	96.3	6.7 KW @ 554	AOR-New Rock		\$<20.00	---	WGL owner Churubusco
WFWI	92.3	2.7 KW @ 482	Oldies-70's		\$25.00	Torbet	Federated
WGL	94.1	6 KW @ 328	See WGL				Roanoke
WJFX	107.9	2.5 KW @ 358	Black	ABC, SMN	\$<20.00	MMR	New Haven
WLDE	101.7	3 KW @ 328	Oldies		\$17.00	Katz	Sarkes Tarzian
WMEE	97.3	26 KW @ 689	CHR	ABC	\$30.00	Christal	Federated
WQHK	105.1	13.5 KW @ 449	Country		\$40.00	Christal	Federated Decatur
WXKE	103.9	3 KW @ 328	AOR		\$26.00	D&R	

Notes: 3/96 WQHK changed from Sports to Standards as WHWD . . . 3/96 WBTU-F sold by Ft. Wayne Media to Charlie McLravy for \$6,800,000 . . . 4/96 WBYP-F sold by Regional (Patten) to Federated (D+) for \$5,850,000 . . . 5/96 WFWI-F sold to Federated (D+) for \$4,300,000

FRESNO

Arbitron Rank: 65 Pop (12+): 593,800	Stations: 33 / 29	Last Year's Revenue: \$25,500,000
MSA Rank: 68	Diaries 1669 / 356:1/46.8 %	Household Income: \$35,477
MSA Pop: 871,000	Sample Target: 1,670	Retail Dollars: \$6.0 Bil
DMA #: 56	% Below Line: 2.3	#1 Biller: KMJ \$5,600,000
Average Person Ratings: 16.5	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 20,476	Amer. Radio Sys. duop+ \$10,625,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KBOS -FM	CHR	96 / 9.8	8.6	9.7	8.6	11.2	9.2	1406 / 23.7	23.4	22.6	171 / 2565	D KBOS -FM
2	KMJ -AM	N/T	93 / 9.5	11.1	10.6	10.2	10.9	10.3	992 / 16.7	19.8	18.6	173 / 1767	G KMJ -AM
3	KJWL -FM	ST	73 / 7.5	5.9	5.3	5.3	5.0	6.0	638 / 10.7	8.6	8.7	83 / 702	B KJWL -FM
4	KLBN -FM	SP	72 / 7.4	7.0	3.7	0.7	0.6	4.7	690 / 11.6	7.1	3.2	91 / 875	B KLBN -FM
5	KRZR -FM	AOR	48 / 4.9	5.0	4.0	4.7	6.0	4.6	780 / 13.1	11.1	13.1	72 / 1154	C KRZR -FM
6	KFSO -AF	O	43 / 4.4	4.3	4.5	4.7	4.8	4.5	867 / 14.6	14.4	13.9	79 / 1487	D KFSO -AF
7	KEZL -FM	J	41 / 4.2	3.6	3.1	2.5	4.0	3.3	401 / 6.8	7.9	8.1	45 / 472	C KEZL -FM
8	KTHT -FM	CHR	37 / 3.8	4.6	3.0	3.3	3.0	3.7	797 / 13.4	14.5	13.0	46 / 1102	C KTHT -FM
9	KJOI -FM	SAC	36 / 3.7	3.6	3.8	2.9	3.2	3.5	597 / 10.1	12.0	11.8	80 / 1166	C KJOI -FM
10	KOQQ -AF	SP	35 / 3.6	3.3	4.8	3.9	4.2	3.9	600 / 10.1	10.2	9.5	63 / 1018	C KOQQ -AF
11	KSKS -FM	C	34 / 3.5	4.1	5.2	5.2	5.9	4.5	707 / 11.9	12.5	13.7	87 / 1505	D KSKS -FM
12	KJFX -FM	CL AOR	33 / 3.4	3.8	3.0	2.5	3.6	3.2	554 / 9.3	8.6	12.1	46 / 873	C KJFX -FM
13	KFRR -FM	AOR-NR	29 / 3.0	3.4	2.3	3.4	3.1	3.0	560 / 9.4	7.6	8.7	59 / 1042	B KFRR -FM
14	KNAX -FM	C	25 / 2.6	3.9	4.1	4.2	4.5	3.7	523 / 8.8	8.7	11.7	38 / 779	D KNAX -FM
15	KGST -AM	SP	23 / 2.4	2.1	1.8	2.2	1.5	2.1	252 / 4.2	4.2	4.2	30 / 312	KGST -AM
16	KKDJ -FM	O-70s	22 / 2.3	2.2	2.4	2.1	2.6	2.2	396 / 6.7	8.1	8.5	33 / 719	A KKDJ -FM
17	KFIG -AM	SP	17 / 1.7	1.1	1.5	1.6	1.1	1.5	218 / 3.7	4.0	2.8	18 / 228	A KFIG -AM
18	KQEQ -AM	SP	14 / 1.4	1.8	1.5	1.6	0.6	1.6	221 / 3.7	4.8	2.2	15 / 241	A KQEQ -AM

12+ FM Share (Metro): 78.83 % (685 of 869) (Spring 95: 78.16 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KBOS-FM >	1 KBOS-FM >	1 KBOS-FM	1 KLBN-FM <	1 KMJ-AM <	1 KMJ-AM	1 KMJ-AM >	1 KMJ-AM	1 KBOS-FM	1 KBOS-FM >	1 KMJ-AM >
2 KRZR-FM	2 KLBN-FM <	2 KLBN-FM >	2 KBOS-FM	2 KLBN-FM <	2 KJWL-FM >	2 KBOS-FM	2 KJWL-FM	2 KJWL-FM <	2 KMJ-AM <	2 KBOS-FM >
KLBN-FM	3 KRZR-FM >	3 KRZR-FM <	3 KMJ-AM	3 KBOS-FM	3 KEZL-FM <	3 KLBN-FM <	3 KBOS-FM	3 KLBN-FM <	3 KLBN-FM	
4 KTHT-FM <	4 KMJ-AM	4 KEZL-FM	4 KEZL-FM	4 KEZL-FM	4 KFSO-AF	4 KJWL-FM	4 KLBN-FM	4 KMJ-AM >	4 KFRR-FM	
5 KOQQ-AF	5 KJFX-FM	KJFX-FM <	5 KFSO-AF <	KLBN-FM <		5 KRZR-FM <				
		6 KFSO-AF <	6 KJFX-FM							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KBOS-FM >	1 KBOS-FM	1 KLBN-FM	1 KBOS-FM	1 KEZL-FM	1 KBOS-FM >	1 KBOS-FM	1 KRZR-FM >	1 KBOS-FM	1 KMJ-AM
2 KTHT-FM	2 KLBN-FM	2 KTHT-FM	2 KTHT-FM	2 KLBN-FM <	2 KLBN-FM	2 KRZR-FM >	KBOS-FM	2 KLBN-FM	2 KBOS-FM
3 KJOI-FM	3 KTHT-FM	KOQQ-AF	KLBN-FM	3 KTHT-FM	3 KRZR-FM >	3 KLBN-FM >	3 KLBN-FM >	3 KRZR-FM <	KLBN-FM
4 KSKS-FM	4 KOQQ-AF	4 KBOS-FM	4 KEZL-FM	KBOS-FM				4 KMJ-AM	4 KRZR-FM <
KRZR-FM	5 KRZR-FM	5 KJFX-FM	5 KJOI-FM	5 KJWL-FM				5 KJFX-FM	5 KJFX-FM
KLBN-FM	KSKS-FM	KEZL-FM	6 KOQQ-AF	6 KJOI-FM				6 KFSO-AF <	KFSO-AF
KFRR-FM >									

FRESNO

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	4 (1)	4 (1)	0.5 %	3.5 %
AOR/Classic/NR	0 (0)	110 (3)	110 (3)	12.7 %	14.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	137 (3)	137 (3)	15.8 %	13.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (1)	75 (4)	75 (5)	8.6 %	15.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
Hispanic	68 (5)	123 (4)	191 (9)	22.0 %	12.0 %
Jazz	0 (0)	41 (1)	41 (1)	4.7 %	4.7 %
News/Talk	104 (3)	12 (1)	116 (4)	13.3 %	15.5 %
Oldies	2 (1)	63 (2)	65 (3)	7.5 %	9.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	11 (1)	14 (2)	1.6 %	0.6 %
Soft AC/EZ	0 (0)	36 (1)	36 (1)	4.1 %	3.7 %
Sports	7 (1)	0 (0)	7 (1)	0.8 %	0.0 %
Standards	0 (0)	73 (1)	73 (1)	8.4 %	5.8 %
Totals:	184 12	685 (22)	869 (34)		

Other Rated Stations				Metro Share	Cume Rating
KBIF	-AM	REL	900 Fresno	3.3	/ 1.0
KFRE	-AM	T	940 Fresno	0.5	/ 2.6
KKTR	-AM	T	1340 Fresno	0.6	/ 1.5
KMPH	-FM	N	107.5 Hanford	1.2	/ 5.5
KRBT	-FM	C	101.1 Fresno	1.2	/ 4.6
KTAA	-FM	SP	94.3 Kerman	3.6	/ 2.5
KXEX	-AM	SP	1550 Fresno	1.2	/ 2.8
KYNO	-AM	SPRTS	1300 Fresno	0.7	/ 2.0
KZFO	-FM	SP	92.1 Madera	1.2	/ 3.2

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KCIV	-FM	REL	99.9 Mt. Bullion	1.1	/ 2.1
KHTN	-FM	CHR	104.7 Los Banos	0.4	/ 1.0
KJUG	-FM	C	106.7 Tulare	0.4	/ 1.4
KSEQ	-FM	AC	97.1 Visalia	0.4	/ 2.6

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pend. KSKS-FM, KRBT-FM, KNAX-FM, KMJ-AM, KKDJ-FM	19.0 %	18.8 %	41.7 %
Americom KTHT-FM, KEZL-FM, KFSD-FM	12.2 %	15.3 %	16.8 %
Mondosphere KYNO-AM, KJFX-FM, KFRR-FM	7.1 %	7.8 %	7.0 %
Patterson KRZR-FM, KKTR-AM, KBOS-FM	15.3 %	12.3 %	14.8 %
	---	---	---
	53.6 %	54.2 %	80.3 %

AM Stations

KFIG	1430 5 KW (DA-1)	Hispanic	\$18.00	Lieberman
KGST	1600 5 KW (DA-N)	Hispanic	CBS \$18.00	Lotus
KMJ	580 5 KW	News/Talk	Westwd, Talknt \$91.00	Katz Amer. Radio Sys.
KQEQ	1220 250 W/67 W	Black/AC	\$18.00	K&P Fowler

FM Stations

KBOS	94.9 16.5 KW @ 847	CHR	ABC \$51.00	Eastman Patterson	Tulare
KEZL	96.7 25 KW @ 328	Jazz	\$30.00	Mc-Guild Americom	Fowler
KFRR	104.1 17 KW @ 853	AOR-New Rock	\$24.00	---	Mondosphere Woodlake
KFSD	92.9 18 KW @ 853	Oldies	\$51.00	Mc-Guild Americom	Visalia
KJFX	95.7 18 KW @ 850	Classic AOR	\$33.00	CBS Mondosphere	
KJOI	98.9 19 KW @ 820	Soft AC	\$29.00	MMR	Dinuba
KJWL	99.3 5 KW @ 340	Standards	Westwd, CNN \$25.00	---	
KKDJ	105.9 2.4 KW @ 1960	Oldies-70's	\$28.00	D&R Amer. Radio Sys.	
KLBN	105.1 0.57 KW @ 1969	Hispanic	CBS \$22.00	Lotus Lotus	Auberry
KNAX	97.9 2 KW @ 1988	Country	\$49.00	D&R Osborn	
KOQO	101.9 2.3 KW @ 1948	Hispanic	CNN \$27.00	Katz Hisp. Silverado	
KRZR	103.7 50 KW @ 500	AOR	\$37.00	Christal Patterson	Hanford
KSKS	93.7 68 KW @ 1912	Country	\$49.00	Katz Amer. Radio Sys.	
KTHT	102.7 50 KW @ 500	CHR/AC	AP \$28.00	Banner Americom	

Notes: 2/96 KOQO-AF sold to Silverado for \$2,400,000 (est.) . . . 3/96 KMJ, KKDJ-F, KSKS-F sold by Henry to American Radio Sys. for \$29,000,000 (est.) (MVP) . . . 6/96 KEYQ sold by Americom . . . 7/96 KNAX-F/KRBT-F sold by Osborn to American Radio Sys. for \$11,000,000 (MVP) . . . 7/96 KOQO-AF sold by Silverado to American Radio Sys. for \$6,000,000 (Grandy)

GAINESVILLE-OCALA

Arbitron Rank: 108 **Pop (12+):** 362,400
MSA Rank: 202 - Gnsvl.; 186 - Ocala
MSA Pop: 427,000
DMA # 167
Average Person Ratings: 15.8
Market TSL In Hours: 22.00

Stations: 35 / 19
Diarles 797 / 455:1/50.1 %
Sample Target: 800
% Below Line: 15.8
% Not Listed: 26.1
Pop per Station: 19,074

Last Year's Revenue: \$10,500,000
Household Income: \$31,996
Retail Dollars: \$3.9 Bil
#1 Billing: WKTK-F \$2,500,000
#1 Billing Portfolio:
 Entercom WKTK-F \$2,500,000

12+ Metro	Format	1/4 Share	Fal 95	Spq 95	Fal 94	Spq 94	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level	
1	WOGK -FM	C*	72 / 12.6	12.5	9.4	10.1	8.5	11.2	703 / 19.4	20.9	19.1	109 / 1192	C WOGK -FM
2	WKTK -FM	AC	48 / 8.4	6.9	10.8	8.7	9.6	8.7	692 / 19.1	15.6	19.2	74 / 1137	D WKTK -FM
3	WRUF -FM	AOR	43 / 7.5	6.6	7.2	6.5	9.6	5.3	641 / 17.7	19.0	16.9	59 / 876	C WRUF -FM
4	WMFQ -FM	SAC	29 / 5.1	5.4	4.0	5.6	4.3	5.0	398 / 11.0	9.5	8.5	31 / 473	B WMFQ -FM
	WTRS -FM	C	29 / 5.1	6.4	6.4	6.0	7.5	6.0	393 / 10.8	12.7	12.5	37 / 548	C WTRS -FM
6	WRZN -AM	ST	28 / 4.9	3.6	4.7	5.0	3.1	1.2	256 / 7.1	4.6	4.2	47 / 454	B WRZN -AM
7	WFEZ -FM	B	27 / 4.7	3.6	3.2	3.4	4.5	1.2	271 / 7.5	7.0	7.1	27 / 271	A WFEZ -FM
8	WJHM -FM	B	21 / 3.7	3.5	4.5	3.2	4.3	3.7	287 / 7.9	8.4	9.5	34 / 491	WJHM -FM
9	WYGC -FM	C	18 / 3.2	2.9	0.9	2.4	3.7	2.3	269 / 7.4	6.9	4.5	19 / 323	A WYGC -FM
	WNDD -FM	AOR	18 / 3.2	2.2	2.6	2.4	1.7	2.0	282 / 7.8	6.4	6.5	18 / 286	B WNDD -FM
11	WOCA -AM	T	16 / 2.8	3.1	3.8	2.8	1.9	3.1	173 / 4.8	4.4	4.2	16 / 188	A WOCA -AM
12	WRRX -FM	AOR/CL	14 / 2.5	2.6	1.1	1.4	1.6	0.6	230 / 6.4	5.8	5.6	15 / 248	A WRRX -FM
	WMGF -FM	AC	14 / 2.5	1.2	0.8	1.8	1.7	1.6	170 / 4.7	5.0	3.6	21 / 258	WMGF -FM
	WRUF -AM	N/T	14 / 2.5	1.9	0.9	1.6	1.6	1.7	203 / 5.6	4.6	4.2	15 / 236	A WRUF -AM
15	WYKS -FM	CHR	12 / 2.1	3.8	3.6	2.0	3.5	2.9	345 / 9.5	11.2	12.2	14 / 393	B WYKS -FM
16	WOCL -FM	O	11 / 1.9	2.2	1.3	2.2	1.9	0.5	212 / 5.8	6.5	5.3	27 / 453	WOCL -FM
	WNFQ -FM	B	11 / 1.9	1.0	0.4	0.4	1.0	0.9	149 / 4.1	4.6	3.1	15 / 201	A WNFQ -FM

12+ FM Share (Metro): 83.60 % (413 of 494) (Spring 95: 80.90 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WOGK-FM >	1 WRUF-FM	1 WOGK-FM <	1 WOGK-FM	1 WOGK-FM <	1 WOGK-FM	1 WOGK-FM	1 WOGK-FM >	1 WOGK-FM >	1 WOGK-FM >	1 WFEZ-FM >
2 WNFO-FM >	2 WOGK-FM >	2 WRUF-FM	2 WKTK-FM	2 WKTK-FM >	2 WKTK-FM	2 WKTK-FM	2 WKTK-FM <	2 WKTK-FM	2 WFEZ-FM >	2 WMGF-FM
3 WJHM-FM	3 WJHM-FM	3 WKTK-FM	3 WRUF-FM <	3 WRUF-FM <	3 WRZN-AM	3 WRUF-FM	3 WRUF-FM	3 WRUF-FM >	3 WJHM-FM <	3 WNFQ-FM
WYKS-FM	WKTK-FM <	4 WFEZ-FM >	4 WFEZ-FM	4 WFEZ-FM	4 WMFQ-FM	4 WMFQ-FM	4 WRZN-AM <	4 WTRS-FM	4 WRUF-FM <	WOGK-FM
5 WFEZ-FM						5 WTRS-FM	5 WMFQ-FM		5 WKTK-FM	WNFQ-FM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WOGK-FM	1 WFEZ-FM	1 WFEZ-FM >	1 WKTK-FM <	1 WKTK-FM	1 WRUF-FM >	1 WRUF-FM >	1 WOGK-FM	1 WRUF-FM	1 WOGK-FM
WJHM-FM >	2 WJHM-FM	2 WKTK-FM	2 WOGK-FM	2 WOGK-FM	2 WOGK-FM >	2 WOGK-FM >	2 WRUF-FM	2 WOGK-FM >	2 WRUF-FM
3 WRUF-FM	WOGK-FM	WTRS-FM >	3 WFEZ-FM >	3 WFEZ-FM	3 WNDD-FM	3 WTRS-FM	3 WTRS-FM	3 WRRX-FM <	3 WRRX-FM
4 WKTK-FM	WRUF-FM >	WRUF-FM		4 WMFQ-FM	WTRS-FM >	4 WNDD-FM	4 WKTK-FM	4 WKTK-FM	WKTK-FM
WYKS-FM >	5 WKTK-FM								

GAINESVILLE-OCALA

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating
AC	0 (0)	62 (2)	62 (2)	12.6 %	14.6 %	WLUS -AM	ST	980	Gainesville	0.9	/ 2.5
AOR/Classic/NR	0 (0)	84 (7)	84 (7)	17.0 %	16.7 %	WMOP -AM	C	900	Ocala	1.4	/ 3.0
Black/Urban	5 (1)	65 (4)	70 (5)	14.2 %	12.3 %	WTMC -AM	T	1290	Ocala	0.4	/ 2.2
CHR	0 (0)	21 (4)	21 (4)	4.3 %	7.5 %	WWLO -AM	B	1430	Gainesville	0.9	/ 1.4
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WYOC -FM	O	104.9	High Springs	0.9	/ 2.9
Country	8 (1)	125 (5)	133 (6)	26.9 %	25.0 %					Metro Share	Cume Rating
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Other Rated Stations--Outside Market					
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WAPE -FM	CHR	95.1	Jacksonville	0.4	/ 2.0
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WCFB -FM	B/AC	94.5	Daytona Beach	1.1	/ 2.4
News/Talk	35 (4)	9 (1)	44 (5)	8.9 %	6.8 %	WDIZ -FM	AOR	100.3	Orlando	0.4	/ 1.9
Oldies	0 (0)	16 (2)	16 (2)	3.2 %	2.4 %	WEJZ -FM	SAC	96.1	Jacksonville	0.4	/ 1.1
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WFKS -FM	CHR	99.9	Jacksonville	0.7	/ 4.1
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WFYV -FM	AOR	104.5	Jacksonville	0.4	/ 1.7
Soft AC/EZ	0 (0)	31 (2)	31 (2)	6.3 %	5.9 %	WHTQ -FM	CL AOR	96.5	Orlando	0.4	/ 1.6
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WJRR -FM	AOR-NR	101.1	Cocoa Beach	0.5	/ 1.7
Standards	33 (2)	0 (0)	33 (2)	6.7 %	8.5 %	WOKV -AM	N/T	690	Jacksonville	0.5	/ 1.5
Totals	81 (8)	413 (27)	494 (35)			WQIK -FM	C	99.1	Jacksonville	0.5	/ 1.5
						WTKS -FM	T	104.1	Cocoa	1.6	/ 2.4
						WWKA -FM	C	92.3	Orlando	0.5	/ 2.5
						WXXL -FM	CHR	106.7	Tavares	0.5	/ 2.6

Consolidation Report	12+	25-54	Revenue
Asterisk	13.4 %	13.7 %	20.0 %
WMFQ-FM, WTRS-AM, WTRS-FM, WYGC-FM			
	13.4 %	13.7 %	20.0 %

AM Stations

WOCA	1370	5 KW/33 W	Talk	\$<20.00	---		Ocala
WRUF	850	5 KW (DA-N)	News/Talk	Source	\$<20.00	Univ. of Florida	Gainesville
WRZN	720	10 KW/250 W(DA-N)	Standards	SMN, ABC	\$<20.00	---	Hernando
WWLO	1430	2.5 KW @ (DAYS)	Black/Gospel		\$11.00	---	Gainesville

FM Stations

WFEZ	101.3	3.5 KW @ 433	Black	ABC	\$<20.00	---	Williston
WKTK	98.5	100 KW @ 1322	AC		\$48.00	---	Entercom
WMFQ	92.9	50 KW @ 476	EZ	USA	\$20.00	---	Asterisk
WNDD	95.5	6 KW @ 328	AOR	SMN	\$<20.00	---	Silver Springs
WNFQ	100.5	11 KW @ 492	Black	NA	Mc-Guild		Newberry
WOGK	93.7	100 KW @ 1348	Country		\$35.00	K&P	Dix
WRRX	97.7	3.2 KW @ 305	AOR/Classic	Westwd	\$<20.00	Christal	Micanopy
WRUF	103.7	100 KW @ 768	AOR	Source	\$32.00	---	Univ. of Florida
WTRS	102.3	50 KW @ 489	Country	ABC	\$29.00	---	Asterisk
WYGC	100.9	3 KW @ 298	Country		\$<20.00	Mc-Guild	Asterisk
WYKS	105.5	3 KW @ 466	CHR		\$<20.00	Republic	Gainesville

Notes: *WOGK-F was placed "below the line" for engaging in a "special station activity"

GRAND RAPIDS

Arbitron Rank: 66 Pop (12+): 586,600
MSA Rank: 55
MSA Pop: 739,000
DMA # 38 (w/Kalamazoo)
Average Person Ratings: 16
Market TSL in Hours: 21.25

Stations: 32 / 24
Diaries 1829 / 321:1/62.4 %
Sample Target: 1,740
% Below Line: 11.6
% Not Listed: 14
Pop per Station: 24,442

Last Year's Revenue: \$30,000,000
Household Income: \$52,199
Retail Dollars: \$7.1 Bil
#1 Biller: WLHT-F \$4,800,000
#1 Billing Portfolio:
 Clear Channel duop+ (pend.) \$12,500,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WBCT -FM	C	96 / 10.2	8.8	10.1	9.3	10.1	9.6	1122 / 19.1	20.8	19.1	235 / 2554	F WBCT -FM
2	WOOD -FM	SAC	72 / 7.7	7.5	7.3	9.0	8.1	7.9	1187 / 20.2	19.1	19.7	139 / 2161	E WOOD -FM
3	WLAV -FM	CL AOR	66 / 7.0	7.8	8.3	7.9	5.6	7.8	850 / 14.5	17.4	15.6	91 / 1286	D WLAV -FM
4	WOOD -AM	T	65 / 6.9	7.4	6.8	6.5	7.2	6.9	916 / 15.6	16.0	17.1	75 / 1097	D WOOD -AM
5	WGRD -AF	AOR-NR	62 / 6.6	6.8	0.5	4.6	5.6	4.6	1097 / 18.7	17.3	18.5	92 / 1779	D WGRD -AF
	WLHT -FM	AC	62 / 6.6	6.4	6.4	6.5	6.0	6.5	808 / 13.8	15.2	13.1	69 / 1007	F WLHT -FM
7	WSNX -FM	CHR	57 / 6.1	5.2	5.9	5.6	5.0	5.7	1128 / 19.2	19.3	17.7	92 / 1823	C WSNX -FM
8	WKLO -FM	AOR	47 / 5.0	3.8	5.7	8.9	9.4	5.8	864 / 14.7	15.7	20.6	83 / 1636	F WKLO -FM
9	WODJ -FM	O	42 / 4.5	4.5	4.7	4.4	4.5	4.5	838 / 14.3	14.0	13.0	63 / 1370	C WODJ -FM
10	WCUZ -FM	C	33 / 3.5	4.6	3.4	3.4	4.9	3.7	640 / 10.9	10.1	15.2	53 / 1005	C WCUZ -FM
11	WJQK -FM	REL	25 / 2.7	2.8	1.6	2.2	1.3	2.3	355 / 6.1	4.7	4.9	40 / 543	A WJQK -FM
12	WMUS -FM	C	23 / 2.4	2.8	2.8	1.9	3.5	2.5	383 / 6.5	6.7	7.4	90 / 1066	WMUS -FM
13	WQFN -FM	EZ	20 / 2.1	1.7	1.2	1.1	1.5	1.5	261 / 4.5	3.5	2.8	24 / 347	A WQFN -FM
14	WFRG -FM	CL	18 / 1.9	2.7	2.4	1.3	1.9	2.1	389 / 6.6	7.2	5.2	21 / 466	A WFRG -FM
15	WKWM -AM	B	17 / 1.8	1.4	3.2	2.1	2.3	2.1	145 / 2.5	3.1	2.9	17 / 145	A WKWM -AM
0	WAKX -FM	AC/CHR	17 / 1.8	1.3	1.2	0.6	0.8	1.2	443 / 7.6	4.4	4.5	19 / 522	A WAKX -FM
17	WFUR -FM	REL	15 / 1.6	1.7	1.9	1.4	1.5	1.6	276 / 4.7	6.9	5.4	22 / 445	A WFUR -FM

12+ FM Share (Metro): 85.02 % (687 of 808) (Spring 95: 84.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WSNX-FM >	1 WBCT-FM <	1 WBCT-FM	1 WLAV-FM <	1 WBCT-FM <	1 WOOD-A	1 WGRD-AF	1 WOOD-A	1 WBCT-FM	1 WBCT-FM <	1 WBCT-FM >
2 WGRD-AF	2 WGRD-AF	2 WLAV-FM	2 WBCT-FM	2 WLAV-FM	2 WOOD-FM <	2 WBCT-FM <	WBCT-FM <	2 WOOD-FM	2 WSNX-FM	2 WSNX-FM >
3 WKLO-FM	3 WLAV-FM <	3 WGRD-AF	3 WLHT-FM	3 WLHT-FM	3 WBCT-FM	3 WOOD-A	3 WLHT-FM <	3 WLAV-FM	3 WOOD-FM >	3 WOOD-A <
WBCT-FM	4 WKLO-FM	4 WOOD-FM <	4 WOOD-FM	4 WOOD-FM	4 WLHT-FM <	4 WLHT-FM	4 WLAV-FM <	4 WLHT-FM <	4 WKLO-FM	4 WOOD-FM
	5 WSNX-FM <	5 WLHT-FM <	5 WGRD-AF <	5 WOOD-A	5 WODJ-FM	5 WOOD-FM <	5 WOOD-FM	5 WSNX-FM <		5 WLHT-FM <
	6 WLHT-FM	6 WKLO-FM	6 WOOD-A	6 WGRD-AF <	6 WLAV-FM >	6 WLAV-FM >	6 WKLO-FM <	6 WGRD-AF		6 WODJ-FM
	7 WOOD-FM	7 WSNX-FM <	WODJ-FM <	7 WODJ-FM			7 WGRD-AF	7 WOOD-A <		
			8 WKLO-FM >	8 WKLO-FM >						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WSNX-FM	1 WBCT-FM	1 WBCT-FM >	1 WBCT-FM	1 WBCT-FM	1 WBCT-FM	1 WGRD-AF	1 WLAV-FM <	1 WLAV-FM	1 WLAV-FM >
2 WGRD-AF	2 WSNX-FM	2 WLHT-FM	2 WOOD-FM <	2 WLHT-FM	2 WGRD-AF	2 WKLO-FM	2 WGRD-AF	2 WBCT-FM <	2 WOOD-A <
3 WOOD-FM	3 WGRD-AF	3 WLAV-FM	3 WLHT-FM >	WOOD-FM >	3 WKLO-FM >	WBCT-FM	WKLO-FM >	3 WGRD-AF <	3 WBCT-FM <
4 WBCT-FM >	WLHT-FM	4 WOOD-FM	4 WSNX-FM <	4 WLAV-FM	4 WSNX-FM	4 WLAV-FM >	4 WBCT-FM	4 WKLO-FM	4 WKLO-FM <
5 WLHT-FM	5 WOOD-FM	5 WGRD-AF	5 WGRD-AF	5 WODJ-FM	5 WOOD-FM		WOOD-A	5 WOOD-A	5 WGRD-AF
6 WAKX-FM	6 WLAV-FM	6 WSNX-FM	6 WLAV-FM				6 WLHT-FM	6 WODJ-FM	6 WODJ-FM <
WKLO-FM	7 WJQK-FM	WKWM-A							7 WLHT-FM >

GRAND RAPIDS

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	1 (1)	89 (4)	90 (5)	11.1 %	7.1 %	WBBL -AM SPRTS 1340 Grand Rapids	0.4	/ 1.8
AOR/Classic/NR	1 (1)	186 (5)	187 (6)	23.1 %	18.2 %	WCUZ -AM T 1230 Grand Rapids	0.7	/ 3.0
Black/Urban	17 (1)	8 (1)	25 (2)	3.1 %	3.6 %	WGHN -FM AC 92.1 Grand Haven	0.7	/ 1.1
CHR	0 (0)	57 (1)	57 (1)	7.1 %	12.6 %	WGHN -AM AC 1370 Grand Haven	0.1	/ 0.4
Classical	0 (0)	18 (1)	18 (1)	2.2 %	2.3 %	WHTC -AM T 1450 Holland	1.0	/ 2.6
Country	0 (0)	152 (3)	152 (3)	18.8 %	24.6 %	WISZ -AM ST 810 Rockford	0.4	/ 1.6
Full Service	3 (1)	0 (0)	3 (1)	0.4 %	9.5 %	WMFN -AM SPRTS 640 Zeeland	0.7	/ 3.1
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WYGR -AM ST 1530 Wyoming	0.3	/ 0.8
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	81 (3)	0 (0)	81 (3)	10.0 %	0.0 %			
Oldies	0 (0)	45 (2)	45 (2)	5.6 %	5.4 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %			
Religion/Gospel	0 (0)	40 (2)	40 (2)	5.0 %	3.3 %			
Soft AC/EZ	0 (0)	92 (2)	92 (2)	11.4 %	11.5 %			
Sports	11 (2)	0 (0)	11 (2)	1.4 %	0.4 %			
Standards	7 (2)	0 (0)	7 (2)	0.9 %	0.9 %			
Totals	121 11	687 (21)	808 (32)					

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WCXT -FM	AC	105.3	Hart		0.3	/ 1.1
WEVS -FM	O	92.7	Saugatuck		0.3	/ 1.1
WGN -AM	FS/T	720	Chicago		0.3	/ 1.1
WMHG -FM	B	107.9	Muskegon		0.9	/ 2.0
WMRR -FM	AOR	101.7	Muskegon Hts.		1.0	/ 3.0
WNTX -FM	AOR-NR	92.3	Allegan		0.3	/ 2.3

Consolidation Report	12+	25-54	Revenue
Bloomington WKLQ-FM, WLAV-FM, WBBL-AM	12.4 %	16.2 %	21.0 %
Clear Channel, pend. WOOD-FM, WAKX-FM, WBCT-FM, WCUZ-AM, WCUZ-FM, WOOD-AM	30.8 %	30.1 %	41.7 %
Goodrich WSNX-FM, WODJ-FM	10.6 %	8.3 %	10.7 %
Kuiper WFUR-AM, WFUR-FM, WQFN-FM	3.7 %	2.0 %	1.0 %
Patterson WLHT-FM, WGRD-AM, WGRD-FM	13.2 %	14.6 %	22.7 %
	70.8 %	71.2 %	97.1 %

AM Stations

WBBL 1340 1 KW	Sports	SBUSA \$15.00	Banner	Bloomington
WCUZ 1230 1 KW	Talk	Talk	NA Christal	Clear Channel
WKWM 1140 5 KW (DAYS, DA)	Black	AURN \$<20.00	Patt	Goodrich Kentwood
WOOD 1300 5 KW (DA-N)	Full Svc/Talk	Westwd, Talknt, CBS	\$47.00 Katz	Clear Channel

GRAND RAPIDS

FM Stations

Station	Freq	Power	Genre	Network	Advertiser	Agency	City
WAKX	96.1	50 KW @ 492	CHR	ABC	<\$20.00	Christal	Holland
WBCT	93.7	320 KW @ 780	Country		\$85.00	Clear Channel	Holland
WCUZ	101.3	50 KW @ 420	Country		\$40.00	Christal	Holland
WFGR	98.7	2.8 KW @ 492	Classical		<\$20.00	CMBS	Holland
WFUR	102.9	50 KW @ 492	Religion		<\$20.00	---	Holland
WGRD	97.9	13 KW @ 590	AOR-New Rock		\$51.00	Eastman	Holland
WJQK	99.3	4.7 KW @ 371	Religion	ABC	<\$20.00	Mich.	Zeeland
WKLQ	94.5	50 KW @ 500	AOR	ABC	\$73.00	Banner	Holland
WLAV	96.9	50 KW @ 489	Classic AOR	ABC	\$57.00	---	Holland
WLHT	95.7	40 KW @ 554	AC		\$87.00	Eastman	Holland
WMUS	106.9	50 KW @ 480	Country	ABC, Westwd	\$29.00	Banner	Muskegon
WODJ	107.3	50 KW @ 492	Oldies		\$44.00	D & R	Greenville
WOOD	105.7	265 KW @ 810	Soft AC		\$62.00	Katz	Holland
WQFN	100.5	3 KW @ 328	Soft AC/EZ		NA	---	Holland
WSNX	104.5	32 KW @ 620	CHR	Westwd	\$38.00	D & R	Muskegon

Notes: 3/96 WOOD-AF/WBCT-F sold by WOOD to Clear Channel (D) for \$42,250,000 (Kallit) . . . 4/96 WCUZ-AF sold by Federated to Clear Channel (D+) for \$9,700,000 . . . 6/96 WKWM sold by Michelle to Goodrich for \$200,000 . . .

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

GREEN BAY

Arbitron Rank: 183 Pop (12+): 171,700	Stations: 25 / 9	Last Year's Revenue: \$10,000,000
MSA Rank: 191	Diaries 642 / 267:1/63.2 %	Household Income: \$57,102
MSA Pop: 216,000	Sample Target: 610	Retail Dollars: \$2.5 Bil
DMA # 71 (w/Appleton)	% Below Line: 38.9	#1 Biller: WIXX-F \$3,600,000
Average Person Ratings: 17.5	% Not Listed: 10	#1 Billing Portfolio:
Market TSL in Hours: 23.00	Pop per Station: 19,078	Midwest Commun. duop \$5,500,000

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1	WIXX -FM	CHR	49 / 16.3	19.5	17.4	631 / 36.8	42.6	40.8	186 / 2821	WIXX -FM
2	WAPL -FM	AOR	33 / 11.0	11.7	11.9	393 / 22.9	23.8	27.4	118 / 1513	WAPL -FM
3	WQLH -FM	AC	23 / 7.6	7.0	14.7	327 / 19.0	24.3	28.6	35 / 708	WQLH -FM
4	WNCY -FM	C	19 / 6.3	0.3		240 / 14.0	3.3		97 / 1064	WNCY -FM
	WGEE -FM	C	19 / 6.3	10.1	8.9	335 / 19.5	24.6	19.0	66 / 985	WGEE -FM
6	WOZZ -FM	AOR/CL	15 / 5.0	5.7	6.5	292 / 17.0	16.2	20.7	79 / 1073	WOZZ -FM
	WGEE -AM	N/T	15 / 5.0	5.4	3.8	245 / 14.3	12.7	14.6	42 / 453	WGEE -AM
8	WNFL -AM	T	14 / 4.7	5.0	3.4	237 / 13.8	15.2	15.4	19 / 311	WNFL -AM
	WDUZ -AM	FS	14 / 4.7	5.7	5.1	272 / 15.9	16.2	16.1	18 / 379	WDUZ -AM
10	WKFX -FM	O	12 / 4.0	3.0	3.8	199 / 11.6	11.1	14.4	22 / 472	WKFX -FM
11	WKSZ -FM	CHR	11 / 3.7	3.4	3.8	283 / 16.5	10.2	11.8	27 / 690	WKSZ -FM
	WNAM -AM	ST	11 / 3.7	2.7	4.4	135 / 7.9	6.3	9.4	35 / 515	WNAM -AM

12+ FM Share (Metro): 78.22 % (212 of 271) (Spring 95: 77.39 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WIXX-FM >	1 WIXX-FM	1 WIXX-FM	1 WIXX-FM <	1 WIXX-FM	1 WIXX-FM	1 WIXX-FM	1 WIXX-FM	1 WIXX-FM	1 WIXX-FM >	1 WAPL-FM
2 WKSZ-FM >	2 WAPL-FM >>	2 WAPL-FM >	2 WAPL-FM >	2 WAPL-FM	2 WGEE-AM	2 WAPL-FM	2 WAPL-FM	2 WAPL-FM >	2 WAPL-FM <	2 WIXX-FM
	3 WNCY-FM	3 WQLH-FM	3 WQLH-FM >	3 WQLH-FM >	WQLH-FM	3 WQLH-FM	3 WQLH-FM	3 WQLH-FM	3 WNCY-FM	3 WDUZ-AM
		4 WNCY-FM <	4 WNCY-FM <	4 WNCY-FM <	WDUZ-AM	4 WGEE-AM	4 WNFL-AM	4 WNCY-FM	4 WDUZ-AM	
		5 WGEE-FM <	5 WOZZ-FM	5 WGEE-FM		5 WDUZ-AM <	5 WGEE-FM <	5 WGEE-FM <	5 WOZZ-FM	
		6 WOZZ-FM	WGEE-FM	6 WOZZ-FM <		6 WGEE-FM		6 WOZZ-FM >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WIXX-FM >	1 WIXX-FM >	1 WIXX-FM >	1 WIXX-FM >	1 WIXX-FM	1 WAPL-FM	1 WAPL-FM >	1 WAPL-FM >	1 WAPL-FM >>	1 WAPL-FM >>
2 WAPL-FM >	2 WGEE-FM	2 WGEE-FM	2 WQLH-FM >	2 WQLH-FM >	WIXX-FM >	2 WIXX-FM >	2 WIXX-FM >	2 WIXX-FM >	2 WIXX-FM >
3 WKSZ-FM	WQLH-FM	WQLH-FM	3 WGEE-FM	3 WGEE-FM	3 WNCY-FM >	3 WOZZ-FM	3 WOZZ-FM	3 WOZZ-FM	3 WDUZ-AM
	4 WNCY-FM	4 WNCY-FM >	WNCY-FM	WNCY-FM		WNCY-FM	WKSZ-FM >	4 WNCY-FM	WOZZ-FM
	WAPL-FM >	5 WAPL-FM >	5 WAPL-FM >			WKSZ-FM			

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	27 (3)	27 (3)	10.0 %	8.0 %
AOR/Classic/NR	0 (0)	48 (2)	48 (2)	17.7 %	19.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	60 (2)	60 (2)	22.1 %	22.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	38 (2)	39 (3)	14.4 %	21.8 %
Full Service	16 (3)	0 (0)	16 (3)	5.9 %	7.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	31 (3)	0 (0)	31 (3)	11.4 %	5.7 %
Oldies	0 (0)	22 (3)	22 (3)	8.1 %	3.4 %
Others/Unknown	0 (0)	4 (1)	4 (1)	1.5 %	3.1 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	1.1 %	1.1 %
Soft AC/EZ	0 (0)	10 (3)	10 (3)	3.7 %	3.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	11 (1)	0 (0)	11 (1)	4.1 %	3.4 %
Totals	59 (8)	212 (17)	271 (25)		

Other Rated Stations				Metro Share	Cume Rating
WEZR -FM	SAC	107.5	Brillion	2.0	/ 6.9
WGBM -FM	AC	94.7	Green Bay	1.0	/ 4.1

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WAUN -FM	E	92.7	Kewaunee	1.3	/ 1.9
WBDK -FM	EZ	96.7	Algoma	1.0	/ 2.8
WCUB -AM	C	980	Manitowoc	0.3	/ 2.1
WHBY -AM	FS	1150	Kimberly	0.3	/ 1.6
WISN -AM	T	1130	Milwaukee	0.7	/ 1.3
WLST -FM	AC	95.1	Marinette	0.3	/ 2.2
WGOB -FM	O	103.1	Kaukauna	2.0	/ 6.2
WRQE -FM	SAC	94.3	Neenah	0.3	/ 2.7
WRVM -FM	REL	102.7	Suring	1.0	/ 2.4
WTMJ -AM	FS	620	Milwaukee	0.3	/ 2.2
WVBO -FM	O	103.9	Winneconne	1.3	/ 5.3

GREEN BAY

Consolidation Report	12+	25-54	Revenue
Midwest Commun.	27.6 %	25.2 %	55.0 %
WGEE-AM, WGEE-FM, WIXX-FM	27.6 %	25.2 %	55.0 %

AM Stations

WDUZ	1400	1 KW	Full Service	ABC, WW1, CBS	\$16.00	Mc-Guild	
WGEE	1360	5 KW (DA-N)	News/Talk	ABC	\$NA	Banner	Midwest Commun.
WNFL	1440	5 KW/500 W (DA-2)	Talk	CBS, ABC, Talknt	\$15.00	Christal	Central States

FM Stations

WGEE	99.7	46 KW @ 512	Country		\$30.00	Banner	Midwest Commun.	Sturgeon Bay
WIXX	101.1	100 KW @ 1080	CHR		\$57.00	Banner	Midwest Commun.	
WKSZ	95.9	25 KW @ 272	CHR			\$NA K&P	Woodward	DePere
WQLH	98.5	100 KW @ 500	AC	ABC	\$35.00	Mc-Guild		

Notes: Other ranked stations -- See Appleton-Oshkosh . . . 11/95 WJLW-F changed from Country to CHR as WKSZ-F . . . 3/96 WGEE changed from Country to News/Talk

GREENSBORO-WINSTON-SALEM

Arbitron Rank: 42 Pop (12+): 956,300	Stations: 28 / 21	Last Year's Revenue: \$31,600,000
MSA Rank: 47	Diarles 2284 / 419:1/54.5 %	Household Income: \$41,965
MSA Pop: 1,130,000	Sample Target: 2,250	Retail Dollars: \$10.9 Bil
DMA #: 47	% Below Line: 8.8	#1 Biller: WTQR-F \$7 500,000
Average Person Ratings: 15.9	% Not Listed: 16.7	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 45,538	Clear Channel duop \$12,000,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WTQR -FM	C	172 / 11.3	11.7	12.7	12.8	11.9	12.1	2234 / 23.4	24.8	25.0	282 / 3819	H WTQR -FM
2	WJMH -FM	B	130 / 8.6	6.4	5.4	5.8	6.7	6.5	1669 / 17.5	13.8	16.9	198 / 2543	D WJMH -FM
3	WKZL -FM	CHR/AC	104 / 6.8	7.2	6.6	6.4	7.5	6.8	1615 / 16.9	15.2	17.5	133 / 2198	E WKZL -FM
4	WMAG -FM	AC	93 / 6.1	7.2	7.0	5.8	6.0	6.5	1338 / 14.0	14.0	12.5	122 / 1837	E WMAG -FM
	WQMG -FM	B	93 / 6.1	4.7	4.1	5.0	6.2	5.0	1294 / 13.5	11.3	12.7	126 / 1897	C WQMG -FM
6	WMQX -FM	O	83 / 5.5	5.1	5.6	5.7	5.0	5.5	1327 / 13.9	13.3	14.4	130 / 2070	C WMQX -FM
7	WSJS -AM	FS/T	69 / 4.5	4.3	3.9	4.8	4.9	4.4	987 / 10.3	10.2	11.1	74 / 1090	D WSJS -AM
8	WHSL -FM	C	67 / 4.4	4.5	2.7	1.8	2.0	3.4	1138 / 11.9	8.7	7.2	85 / 1627	B WHSL -FM
9	WKRR -FM	AOR/CL	61 / 4.0	4.4	4.7	4.6	4.9	4.4	1089 / 11.4	11.6	14.8	80 / 1531	D WKRR -FM
10	WXRA -FM	AOR	53 / 3.5	5.1	4.5	3.9	5.0	4.3	1174 / 12.3	13.8	14.3	88 / 1694	C WXRA -FM
11	WKSJ -FM	C	52 / 3.4	3.7	4.6	7.1	4.7	4.7	842 / 8.8	12.9	11.8	70 / 1385	C WKSJ -FM
12	WEND -FM	AOR-NR	45 / 3.0	2.8	2.6	1.4	1.5	2.5	759 / 7.9	7.9	4.5	79 / 1249	C WEND -FM
13	WPCM -FM	C	32 / 2.1	1.6	2.5	3.1	2.5	2.3	640 / 6.7	7.8	6.2	52 / 1185	C WPCM -FM
14	WFMX -FM	C	27 / 1.8	1.0	2.5	1.9	2.1	1.8	526 / 5.5	6.9	6.1	75 / 1380	C WFMX -FM
15	WWGL -FM	REL	22 / 1.4	1.7	1.3	2.1	1.7	1.6	367 / 3.8	4.4	4.9	33 / 771	C WWGL -FM
16	WQMG -AM	G	20 / 1.3	0.9	2.5	1.3	1.3	1.5	243 / 2.5	2.2	2.1	20 / 243	A WQMG -AM
	WDCG -FM	CHR	19 / 1.3	1.9	1.4	1.1	1.2	1.4	483 / 5.1	5.6	4.8	63 / 1416	C WDCG -FM
	WMFR -AM	T/FS	19 / 1.3	1.2	1.2	1.1	0.8	1.2	238 / 2.5	2.8	2.2	19 / 238	A WMFR -AM
19	WAAA -AM	B	18 / 1.2	1.3	0.6	1.1	1.3	1.1	231 / 2.4	2.0	3.4	18 / 234	A WAAA -AM

12+ FM Share (Metro): 86.96 % (1100 of 1265) (Spring 95: 87.23 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMH-FM >	1 WJMH-FM	1 WTQR-FM <	1 WKZL-FM <	1 WTQR-FM	1 WTQR-FM >	1 WTQR-FM <	1 WTQR-FM >	1 WTQR-FM	1 WJMH-FM >	1 WJMH-FM <
2 WXRA-FM	2 WKZL-FM <	2 WKZL-FM	2 WTQR-FM	2 WKZL-FM	2 WMAG-FM <	2 WKZL-FM >	2 WMAG-FM	2 WJMH-FM	2 WQMG-F <	2 WQMG-F <
3 WQMG-F	3 WTQR-FM	3 WJMH-FM	3 WMAG-FM	3 WMAG-FM	3 WMQX-FM <	3 WSJS-AM <	WJMH-FM <	3 WKZL-FM <	3 WTQR-FM >	3 WTQR-FM
	4 WQMG-F	4 WQMG-F <	4 WMQX-FM	4 WMQX-FM	4 WSJS-AM	4 WMAG-FM <	4 WKZL-FM <	4 WMQX-FM <	4 WXRA-FM	
	5 WKRR-FM <	5 WMAG-FM	WQMG-F <	5 WQMG-F <	5 WKZL-FM	5 WJMH-FM	5 WMQX-FM <	5 WMAG-FM		
	6 WEND-FM <	6 WKRR-FM <	6 WKRR-FM <	6 WHSL-FM <		6 WQMG-F	6 WSJS-AM	6 WQMG-F		
	7 WXRA-FM	7 WMQX-FM	7 WJMH-FM <	7 WKRR-FM <			7 WHSL-FM	7 WHSL-FM		
			8 WHSL-FM <	8 WJMH-FM						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJMH-FM >	1 WJMH-FM <	1 WKZL-FM	1 WKZL-FM <	1 WMAG-FM	1 WJMH-FM	1 WJMH-FM <	1 WKZL-FM	1 WTQR-FM	1 WTQR-FM
2 WQMG-F	2 WKZL-FM	2 WTQR-FM <	2 WMAG-FM <	2 WKZL-FM	2 WEND-FM <	2 WTQR-FM <	2 WTQR-FM	2 WKZL-FM <	2 WKZL-FM
3 WKZL-FM	3 WQMG-F <	3 WQMG-F	3 WJMH-FM <	WTQR-FM >	3 WTQR-FM	3 WEND-FM	WKRR-FM	3 WKRR-FM <	3 WKRR-FM
4 WTQR-FM >	4 WTQR-FM	WMAG-FM >	4 WTQR-FM	4 WMQX-FM <	4 WXRA-FM	4 WKZL-FM	4 WEND-FM	4 WJMH-FM <	WMQX-FM
				5 WQMG-F	5 WQMG-F	5 WQMG-F	5 WQMG-F <	5 WQMG-F	5 WQMG-F
				6 WKRR-FM <	6 WMQX-FM	6 WJMH-FM <	6 WXRA-FM	6 WQMG-F	6 WQMG-F
				7 WHSL-FM <	7 WHSL-FM		6 WJMH-FM	6 WQMG-F	7 WHSL-FM
							7 WQMG-F >	7 WHSL-FM	8 WMQX-FM

GREENSBORO-WINSTON-SALEM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	93 (1)	93 (1)	7.4 %	15.9 %
AOR/Classic/NR	0 (0)	174 (4)	174 (4)	13.8 %	14.0 %
Black/Urban	18 (1)	230 (3)	248 (4)	19.6 %	17.2 %
CHR	0 (0)	134 (3)	134 (3)	10.6 %	7.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	350 (5)	350 (5)	27.7 %	20.0 %
Full Service	88 (2)	0 (0)	88 (2)	7.0 %	6.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	14 (1)	0 (0)	14 (1)	1.1 %	1.2 %
Oldies	0 (0)	83 (1)	83 (1)	6.6 %	8.7 %
Others/Unknown	7 (1)	0 (0)	7 (1)	0.6 %	0.5 %
Religion/Gospel	38 (3)	28 (2)	66 (5)	5.2 %	8.0 %
Soft AC/EZ	0 (0)	8 (1)	8 (1)	0.6 %	0.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals:	165 (8)	1100 (20)	1265 (28)		

Other Rated Stations					Metro Share	Cume Rating
WBAG	-AM	?	1150	Burlington	0.5	/ 1.0
WFAZ	-FM	REL	98.3	Thomasville	0.4	/ 1.4
WKEW	-AM	T	1400	Greensboro	0.9	/ 1.8
WPET	-AM	REL	950	Greensboro	0.3	/ 0.9
WPOL	-AM	REL	1340	Winston-Salem	0.9	/ 1.1

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WLYT	-FM	SAC	102.9	Hickory	0.5	/ 1.3
WNKS	-FM	CHR	95.1	Charlotte	0.7	/ 2.3
WQOK	-FM	B	97.5	S. Boston, VA	0.5	/ 2.0
WZZU	-FM	CLAOR	93.9	Burlington	1.0	/ 2.9

Consolidation Report	12+	25-54	Revenue
Clear Channel WXRA-FM, WTQR-FM, WSJS-AM	19.3 %	16.2 %	38.0 %
Dick WKZL-FM, WKRR-FM	10.8 %	14.6 %	20.3 %
Max WQMG-FM, WQMG-AM, WPOL-AM, WMQX-FM, WJMH-FM	22.4 %	19.9 %	17.7 %
SFX WTCK-AM, WMFR-AM, WMAG-FM, WHSL-FM	11.8 %	14.3 %	13.8 %
Totals	64.3 %	65.0 %	89.8 %

AM Stations

WAAA	980	1 KW/69 W	Black	AURN	\$16.00	---		
WMFR	1230	1 KW	Talk	ABC, AP	\$18.00	Christal	SFX	
WQMG	1510	1 KW (DAYS)	Religion	AURN		NA Banner		
WSJS	600	5 KW (DA-2)	FS/Talk	Westwd, Talknt, ABC	\$54.00	Mc-Guild	Clear Channel	

FM Stations

WFMX	105.7	100 KW @ 1516	Country	Westwd, ABC	\$38.00	TN	Benchmark	Statesville
WHSL	100.3	100 KW @ 1035	Country		\$35.00	MMR	SFX	
WJMH	102.1	100 KW @ 1204	Black		\$55.00	D & R	Max	Reidsville
WKRR	92.3	100 KW @ 1288	AOR/Classic		\$65.00	Katz	Dick	Asheboro
WKSI	98.7	100 KW @ 1035	Country		\$40.00	Eastman	Bahakel	
WKZL	107.5	100 KW @ 994	AC/CHR		\$78.00	Katz	Dick	
WMAG	99.5	100 KW @ 1500	AC		\$73.00	Christal	SFX	
WMQX	93.1	100 KW @ 1099	Oldies		\$47.00	D & R	Max	
WPCM	101.1	100 KW @ 1190	Country	Westwd	\$34.00	Mc-Guild		Burlington
WQMG	97.1	100 KW @ 1234	Black	CBS, ABC	<\$20.00	Banner	Max	
WTQR	104.1	100 KW @ 1420	Country	Westwd	\$150.00	Banner	Clear Channel	
WWGL	94.1	100 KW @ 1014	Religion	CNN	\$17.00	TN		Lexington
WXRA	94.5	100 KW @ 982	AOR	Westwd, Source	\$39.00	Mc-Guild	Clear Channel	Eden

Notes: 2/96 WQMG-AF sold by Poag to Max for \$6,900,000 . . . 3/96 These stations were sold by Radio Equity to Clear Channel (D): WSJS for \$7,500,000; WTQR-F for \$42,000,000; WXRA-F for \$6,800,000

GREENVILLE-NEW BERN

Arbitron Rank: 80 Pop (12+): 455,300	Stations: 33 / 25	Last Year's Revenue: \$13,000,000
MSA Rank: 282 - Greenville; 237 - Jksnvl	Diaries 1134 / 401:1/57.3 %	Household Income: \$34,884
MSA Pop: 407,000	Sample Target: 1,040	Retail Dollars: \$3.7 Bil
DMA #: 104	% Below Line: 10.6	#1 Biller: WRNS-AF \$3,400,000
Average Person Ratings: 16.1	% Not Listed: 12	#1 Billing Portfolio:
Market TSL In Hours: 21.75	Pop per Station: 18,212	Beasley duop+ \$4,800,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WRNS -AF	C	142 / 19.3	21.1	19.8	15.2	20.4	18.9	1310 / 28.8	31.1	31.5	165 / 1788	E WRNS -AF
2 WKS -FM	B	98 / 13.3	15.4	16.0	16.0	13.3	15.2	993 / 21.8	21.8	23.8	108 / 1300	D WKS -FM
3 WSFL -FM	AOR	51 / 6.9	7.5	9.9	9.8	7.7	8.5	731 / 16.1	18.5	15.9	80 / 991	C WSFL -FM
4 WRHT -FF	CHR	38 / 5.2	5.5	4.3	5.3	7.0	5.1	686 / 15.1	13.2	16.2	60 / 980	C WRHT -FF
5 WKOO -FF	O	34 / 4.6	2.9	4.9	3.9	3.8	4.1	525 / 11.5	7.2	9.2	37 / 627	C WKOO -FF
6 WXNR -FM	AOR-NR	32 / 4.4	0.7		1.7	1.9		484 / 10.6		8.8	34 / 566	WXNR -FM
WNCT -FM	O	32 / 4.4	3.0	4.3	3.8	4.1	3.9	508 / 11.2	11.5	12.2	45 / 826	B WNCT -FM
8 WERO -FM	O-70s	29 / 3.9	4.8	4.5	4.2	3.7	4.4	522 / 11.5	14.5	12.0	54 / 817	C WERO -FM
9 WQSL -FM	CHR	20 / 2.7	2.8	1.2	1.2	1.5	2.0	356 / 7.8	4.8	5.5	25 / 443	WQSL -FM
10 WOOW -AM	G	16 / 2.2	0.6	1.0	0.8	1.1	1.1	151 / 3.3	2.8	2.6	16 / 151	WOOW -AM
WTRG -FM	O	16 / 2.2	2.7	2.2	0.8	1.5	2.0	307 / 6.7	5.9	5.0	64 / 920	WTRG -FM
12 WXQR -FM	AOR	14 / 1.9	1.8	2.2	1.9	1.1	1.9	225 / 4.9	4.5	6.2	19 / 294	WXQR -FM

12+ FM Share (Metro): 91.65 % (593 of 647) (Spring 95: 92.73 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKS-FM >	1 WRNS-AF	1 WRNS-AF	1 WRNS-FM >	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF >	1 WKS-FM	1 WKS-FM
2 WRHT-FF	2 WKS-FM	2 WKS-FM	2 WKS-FM	2 WKS-FM	2 WKS-FM	2 WKS-FM >	2 WKS-FM >	2 WKS-FM >	2 WRNS-AF >	2 WRNS-AF >
3 WRNS-AF >	3 WSFL-FM >	3 WSFL-FM >	3 WSFL-FM >	3 WSFL-FM >	3 WKOO-FF	3 WSFL-FM >	3 WSFL-FM	3 WSFL-FM	3 WRHT-FF	
	4 WXNR-FM <	4 WXNR-FM	4 WKOO-FF <	4 WKOO-FF	4 WNCT-FM >		4 WKOO-FF	4 WRHT-FF	4 WXNR-FM	
	5 WRHT-FF >	WRHT-FF <	5 WNCT-FM	5 WNCT-FM				5 WXNR-FM		
		6 WERO-FM	WERO-FM >	6 WERO-FM >						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKS-FM	1 WKS-FM	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF	1 WRNS-AF >	1 WRNS-AF >
2 WRHT-FF	2 WRNS-AF >	2 WKS-FM >	2 WKS-FM >	2 WKS-FM	2 WKS-FM <	2 WSFL-FM	2 WSFL-FM >	2 WSFL-FM <	2 WSFL-FM
3 WRNS-AF	3 WRHT-FF	3 WSFL-FM	3 WKOO-FF	3 WKOO-FF >	3 WXNR-FM	3 WKS-FM >	3 WKS-FM >	3 WKS-FM >	3 WKS-FM >>
4 WXNR-FM >	4 WXNR-FM	4 WERD-FM >	4 WRHT-FF <	4 WNCT-FM <	WSFL-FM	4 WXNR-FM	4 WNBR-FF	4 WXNR-FM	4 WNCT-FM
5 WQSL-FM	5 WSFL-FM	5 WXNR-FM	5 WERO-FM	5 WERO-FM	5 WRHT-FF >	5 WRHT-FF >		5 WRHT-FF	5 WRHT-FF
	6 WERO-FM	WNCT-FM	WSFL-FM					6 WERO-FM >	

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	9 (2)	9 (2)	1.4 %	7.8 %	WELS -FM B 102.9 Kinston	0.8 / 2.5	
AOR/Classic/NR	0 (0)	120 (6)	120 (6)	18.6 %	14.5 %	WELS -AM B 1010 Kinston	1.1 / 2.4	
Black/Urban	8 (1)	117 (3)	125 (4)	19.4 %	19.7 %	WGPM -FM AC 94.3 Farmville	0.4 / 1.5	
CHR	0 (0)	57 (3)	57 (3)	8.8 %	9.5 %	WJCV -AM REL 1290 Jacksonville	1.0 / 1.6	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WJNC -AM T 1240 Jacksonville	0.5 / 1.1	
Country	2 (1)	156 (3)	158 (4)	24.5 %	28.4 %	WMBL -AM ST 740 Morehead City	0.8 / 1.8	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WMGV -FM SAC 103.3 Newport	1.0 / 4.0	
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WNBR -FF AOR 94.1 Oriental	1.5 / 4.6	
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WNCT -AM ST 1070 Greenville	0.5 / 1.4	
News/Talk	4 (1)	8 (1)	12 (2)	1.9 %	3.2 %	WTKF -FM T 107.3 Atlantic	1.1 / 3.2	
Oldies	0 (0)	110 (5)	110 (5)	17.1 %	6.3 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %			
Religion/Gospel	30 (3)	0 (0)	30 (3)	4.7 %	2.9 %			
Soft AC/EZ	0 (0)	7 (1)	7 (1)	1.1 %	4.8 %			
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0 %			
Standards	10 (2)	7 (1)	17 (3)	2.6 %	0 %			
Totals	54 (8)	591 (25)	645 (33)					

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WFXX -FM B 104.3 Tarboro	1.8 / 5.8	
WGTM -AM REL 590 Wilson	1.0 / 2.2	
WKTC -FM C 96.9 Goldsboro	1.6 / 5.8	
WQDR -FM C 94.7 Raleigh	0.4 / 1.6	
WRAL -FM AC 101.5 Raleigh	0.8 / 4.1	
WRDU -FM AOR 106.1 Wilson	1.8 / 6.1	
WZXS -FM ST 103.9 Topsail Beach	1.0 / 1.8	

GREENVILLE-NEW BERN

Consolidation Report	12+	25-54	Revenue
Beasley	30.5 %	28.3 %	36.9 %
WMGV-FM, WNCT-AM, WNCT-FM, WSFL-FM, WXNR-FM, WKS-FM			
HVS	4.6 %	5.3 %	4.6 %
WXQR-FM, WQSL-FM			
Local - 1	4.5 %	7.0 %	7.7 %
WKOO-FM, WKJA-FM			
Local - 2	5.0 %	2.5 %	9.2 %
WCBZ-FM, WRHT-FM			
Pinnacle	23.4 %	24.3 %	30.8 %
WRNS-FM, WDLX-AM, WERO-FM, WRNS-AM			
	68.0 %	67.4 %	89.2 %

AM Stations

Call	Freq	Power	Format	Advertiser	Agency	City
WELS	1010	1 KW/78 W	Gospel	\$10.00 Dora	Willis	Kinston
WJCV	1290	1 KW/47 W	Religion	CBS \$11.00 ---		Jacksonville
WJNC	1240	1 KW	Full Service	Westwd \$10.00 ---		Jacksonville
WNCT	1070	10 KW (DA-2)	Standards	CBS, Talknt, BRN \$14.00 MMR	Beasley	Greenville
WOOW	1340	1 KW	Gospel	AURN NA ---		

FM Stations

Call	Freq	Power	Format	Advertiser	Agency	City
WERO	93.3	100 KW @ 1780	Classic AOR	CNN \$38.00 Katz	Pinnacle	Washington
WKS	101.9	100 KW @ 983	Black	Westwd, ABC \$48.00 D&R	Beasley	New Bern
WKOO	98.7	100 KW @ 978	Oldies	Westwd \$25.00 D&R		Jacksonville
WMGV	103.3	100 KW @ 593	AC	Westwd \$<20.00 D&R	Beasley	Newport
WNCT	107.9	100 KW @ 1700	Oldies	ABC \$24.00 MMR	Beasley	Greenville
WQSL	92.3	23 KW @ 725	AC/CHR	\$19.00 Banner	HVS	Jacksonville
WRHT	96.3	100 KW @ 492	CHR	\$22.00 ---		Morehead City
WRNS	95.1	100 KW @ 1500	Country	ABC \$70.00 Mc-Guild	Pinnacle	Kinston
WSFL	106.5	100 KW @ 915	AOR	Westwd \$42.00 D&R		New Bern
WTKF	107.3	7 KW @ 607	Talk	Talknt, Westwd \$16.00 TN		Atlantic
WXNR	99.5	17 KW @ 843	AOR-New Rock	Westwd \$17.00 D&R	Beasley	Grifton
WXQR	105.5	19 KW @ 794	AOR/Classic	\$<20.00 Banner	HVS	Jacksonville

Notes: Other Ranked Stations -- See Raleigh . . . 2/96 WDLX-F changed format from AC to 70's Oldies as WERO-F ("Arrow 93.3") . . . 3/96 WTND-F changed format from Talk to AOR-New Rock as WXNR-F . . . 3/96 WELS-AM sold to Willis for \$150,000 (Gordon Rice) . . . 3/96 These stations were sold by Steven Taylor to Beasley (D+): WXNR-F for \$2,000,000; WKS-F/WMGV-F for \$14,000,000 (Bergner) . . . 4/96 WKQT-F changed calls to WMGV-F; remains Soft AC . . . 5/96 WRQR-F changed from CHR to AC as WGPM-F

GREENVILLE-SPARTANBURG

Arbitron Rank: 89 Pop (12+): 704,100	Stations: 30 / 22	Last Year's Revenue: \$26,700,000
MSA Rank: 64	Diaries 1964 / 359:1/ 53.7 %	Household Income: \$40,490
MSA Pop: 888,000	Sample Target: 1,910	Retail Dollars: \$8.3 Bil
DMA # 35 (w/Asheville)	% Below Line: 6.6	#1 Biller: WSSL-AF \$5,900,000
Average Person Ratings: 15.4	% Not Listed: 12.5	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 32,005	SFX duop+ \$14,900,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WSSL -FM	C	133 / 12.3	14.5	11.4	14.3	17.9	13.1	1769 / 25.1	24.7	30.7	235 / 3101	G WSSL -FM
2	WJMZ -FM	B	116 / 10.7	9.5	10.7	9.5	9.8	10.1	1110 / 15.8	21.2	22.2	158 / 1563	D WJMZ -FM
3	WESC -FM	C	100 / 9.2	9.9	11.1	7.1	9.1	9.3	1396 / 19.8	21.2	22.2	158 / 2377	E WESC -FM
4	WROQ -FM	AOR	96 / 8.9	9.2	8.5	10.5	8.3	9.3	1325 / 18.8	18.5	16.2	154 / 2175	F WROQ -FM
5	WMYI -FM	AC	80 / 7.4	8.1	8.3	7.5	7.9	7.8	1339 / 19.0	20.3	20.0	136 / 2423	F WMYI -FM
6	WSPA -FM	SAC	78 / 7.2	7.0	6.6	6.7	6.6	6.9	1059 / 15.0	15.8	15.1	129 / 1793	C WSPA -FM
7	WFBC -FM	CHR	74 / 6.8	5.2	4.7	5.4	3.2	5.5	1338 / 19.0	14.4	11.4	139 / 2366	B WFBC -FM
8	WORD -AA	N/T	40 / 3.7	3.6	3.9	2.9	3.8	3.5	533 / 7.6	4.6	4.2	42 / 582	B WORD -AA
9	WMUU -FM	EZ/ST	21 / 1.9	1.7	3.6	2.6	3.1	2.5	379 / 5.4	8.5	7.1	36 / 563	B WMUU -FM
10	WRIX -FM	C	20 / 1.8	0.6	0.9	1.0	0.6	1.1	162 / 2.3	2.7	1.6	20 / 211	A WRIX -FM
11	WOLI -FF	O	20 / 1.8	2.8	3.3	3.7	4.7	2.1	486 / 6.9	8.4	7.5	23 / 593	B WOLI -FF
12	WFNQ -FM	C	18 / 1.7	2.5	1.7	1.6	3.0	1.9	466 / 6.6	7.5	8.0	36 / 911	C WFNQ -FM
13	WPJM -AM	REL	17 / 1.6	1.2	1.1	1.2	0.8	1.3	179 / 2.5	2.4	2.3	17 / 192	WPJM -AM

12+ FM Share (Metro): 89.14 % (845 of 948) (Spring 95: 90.79 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFBC-FM >	1 WJMZ-FM <	1 WJMZ-FM	1 WROQ-FM	1 WSSL-FM <	1 WSSL-FM	1 WSSL-FM <	1 WSSL-FM	1 WSSL-FM	1 WJMZ-FM >	1 WJMZ-FM >
2 WJMZ-FM >	2 WROQ-FM <	WROQ-FM <	WSSL-FM <	2 WJMZ-FM <	2 WESC-FM	2 WROQ-FM	2 WSPA-FM	2 WJMZ-FM	2 WSSL-FM	2 WFBC-FM <
3 WSSL-FM >	3 WSSL-FM	3 WSSL-FM	3 WJMZ-FM <	3 WROQ-FM <	3 WSPA-FM	3 WESC-FM	3 WMYI-FM <	3 WESC-FM <	WFBC-FM >	3 WSSL-FM <
WESC-FM >	4 WFBC-FM	4 WMYI-FM	4 WMYI-FM	4 WMYI-FM	4 WJMZ-FM <	4 WJMZ-FM <	4 WJMZ-FM <	4 WSPA-FM	4 WROQ-FM <	4 WESC-FM >
	5 WMYI-FM	5 WSPA-FM <	5 WSPA-FM	5 WSPA-FM <	5 WMYI-FM <	5 WMYI-FM	5 WROQ-FM <	WROQ-FM <	5 WESC-FM	5 WROC-FM
	6 WESC-FM	6 WFBC-FM	6 WESC-FM >	6 WESC-FM >	6 WROQ-FM	6 WSPA-FM	6 WESC-FM	6 WFBC-FM <	6 WMYI-FM	
	7 WSPA-FM >	WESC-FM >	7 WFBC-FM		7 WORD-AA	7 WFBC-FM	7 WORD-AA	7 WMYI-FM >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFBC-FM	1 WSSL-FM	1 WSSL-FM <	1 WSSL-FM	1 WSSL-FM	1 WROQ-FM	1 WROQ-FM >	1 WROQ-FM	1 WROQ-FM >	1 WROQ-FM >
WJMZ-FM	WJMZ-FM <	2 WJMZ-FM	2 WJMZ-FM <	2 WMYI-FM	2 WJMZ-FM	2 WJMZ-FM	2 WJMZ-FM	2 WJMZ-FM	2 WJMZ-FM
3 WSSL-FM >	3 WFBC-FM >	3 WMYI-FM <	3 WMYI-FM >	3 WJMZ-FM	3 WFBC-FM	3 WSSL-FM	3 WSSL-FM	3 WSSL-FM	3 WESC-FM <
4 WROQ-FM >	4 WMYI-FM	4 WFBC-FM	4 WSPA-FM <	4 WSPA-FM	WSSL-FM >	4 WFBC-FM <	WMYI-FM >	4 WESC-FM <	4 WSSL-FM
5 WMYI-FM	5 WROQ-FM	5 WESC-FM	5 WFBC-FM	5 WESC-FM >	5 WPEG-FM	5 WMYI-FM	5 WFBC-FM	5 WMYI-FM <	5 WSPA-FM <
	6 WESC-FM	6 WROQ-FM	6 WESC-FM	6 WROQ-FM	WESC-FM	6 WESC-FM	WSPA-FM	6 WSPA-FM <	6 WMYI-FM >
	7 WSPA-FM >	WSPA-FM >	WROQ-FM >			7 WSPA-FM >	WESC-FM >	7 WFBC-FM >	

GREENVILLE-SPARTANBURG

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	88 (2)	88 (2)	9.3 %	9.2 %
AOR/Classic/NR	0 (0)	102 (2)	102 (2)	10.8 %	14.1 %
Black/Urban	0 (0)	133 (3)	133 (3)	14.0 %	12.9 %
CHR	0 (0)	87 (2)	87 (2)	9.2 %	4.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	13 (1)	279 (6)	292 (7)	30.8 %	35.9 %
Full Service	16 (1)	0 (0)	16 (1)	1.7 %	2.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	46 (3)	0 (0)	46 (3)	4.9 %	4.4 %
Oldies	0 (0)	41 (4)	41 (4)	4.3 %	1.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	28 (2)	9 (1)	37 (3)	3.9 %	3.6 %
Soft AC/EZ	0 (0)	84 (2)	84 (2)	8.9 %	11.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	21 (1)	21 (1)	2.2 %	0.0 %
Totals	103 (7)	844 (23)	947 (30)		

Other Rated Stations					Metro Share	Cume Rating
WAGI	-FM	C	105.3	Gaffney	0.4	/ 1.1
WCCP	-FM	CL AOR	104.9	Clemson	0.6	/ 1.6
WESC	-AM	C	660	Greenville	1.2	/ 2.4
WGVL	-AM	T	1440	Greenville	0.6	/ 1.4
WPEK	-FM	AC	98.1	Seneca	0.7	/ 3.4
WRIX	-AM	REL	1020	Homeland	1.0	/ 1.2
WSPA	-AM	FS	950	Spartanburg	1.5	/ 3.9

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WBAV	-FM	B/AC	101.9	Gastonia, NC	0.5	/ 1.7
WFOX	-FM	O	97.1	Gainesville, GA	0.5	/ 2.3
WHLC	-FM	EZ	104.5	Highlands, NC	0.6	/ 1.0
WKSF	-FM	C	99.9	Asheville	0.4	/ 2.5
WMIT	-FM	REL	106.9	Black Mtn., NC	0.8	/ 3.3
WNKS	-FM	CHR	95.1	Charlotte	1.2	/ 5.3
WPEG	-FM	B	97.9	Concord, NC	1.1	/ 4.0
WWMG	-FM	O	96.1	Shelby, NC	1.5	/ 3.5

Consolidation Report	12+	25-54	Revenue
Benchmark WJMZ-FM, WFNQ-FM, WESC-FM, WESC-AM	22.8 %	22.8 %	27.7 %
Local WXWZ-FM, WOLI-FM	1.8 %	2.5 %	1.9 %
SFX WSSL-FM, WROQ-FM, WMYI-FM, WGVL-AM	29.2 %	34.1 %	55.8 %
Sinclair TV, semi-duop WORD-AM, WFBC-FM, WFBC-AM	10.5 %	7.5 %	5.1 %
	64.3 %	66.9 %	90.5 %

AM Stations

WESC	660	50 KW (DAYS)	See WESC-F			
WFBC	1330	5 KW (DA-N)	News/Talk	CBS	\$15.00 Katz	Sinclair
WORD	910	3.6 KW/890 W (DA-2)	Talk	CBS	NA Katz	Sinclair
WPJM	800	1 KW/438 W	Gospel	ABC	\$15.00 Keystone	Greer
WSPA	950	5 KW (DA-N)	Talk	CBS	\$17.00 Christal	

FM Stations

WESC	92.5	100 KW @ 2000	Country	ABC	\$77.00 Banner	Benchmark
WFBC	93.7	100 KW @ 1850	CHR	CBS	\$40.00 Katz	Sinclair
WFNQ	93.3	93 KW @ 2030	Country	ABC	\$22.00 Banner	Benchmark Forest City, NC
WJMZ	107.3	100 KW @ 1010	Black	ABC	\$59.00 MMR	Benchmark Anderson
WMUU	94.5	100 KW @ 1200	EZ	ABC	\$24.00 ---	
WMYI	102.5	20 KW @ 1782	AC		\$91.00 Eastman	SFX Hendersonville, NC
WOLI	103.9	6 KW @ 328	Oldies	ABC	\$21.00 MMR	Easley
WRIX	103.1	6 KW @ 328	Country	ABC, Westwd	\$16.00 ---	Honea Path
WROQ	101.1	100 KW @ 986	AOR	ABC	\$88.00 Banner	SFX Anderson
WSPA	98.9	100 KW @ 1910	Soft AC		\$43.00 Christal	
WSSL	100.5	100 KW @ 1240	Country	Westwd	\$105.00 Mc-Guild	SFX Gray Court
WXWZ	103.3	2.7 KW @ 495	See WOLI-F			Greer

Notes: 3/96 WROQ-F sold by ABS to SFX for \$14,000,000 (Blackburn) . . . 3/96 River City sold these stations to Sinclair TV (D): WFBC, WFBC-F, WORD . . . 6/96 WXWZ-F changed calls to WOLI-F; it remains Oldies and simulcast on WXWZ-F . . . WSPA reclassified as Talk

HARRISBURG-LEBANON-CARLISLE

Arbitron Rank: 75 Pop (12+): 518,600	Stations: 31 / 19	Last Year's Revenue: \$19,000,000
MSA Rank: 85	Diaries 1636 / 317:1/ 61.1 %	Household Income: \$49,238
MSA Pop: 614,000	Sample Target: 1,650	Retail Dollars: \$6.0 Bil
DMA # 44 (w/Lanc., York)	% Below Line: 16.6	#1 Biller: WNNK-F \$6,500,000
Average Person Ratings: 16.6	% Not Listed: 12.7	#1 Billing Portfolio: Patterson combo \$6,900,000
Market TSL In Hours: 22.25	Pop per Station: 27,295	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	WNNK -FM	CHR	106 / 12.3	13.0	10.5	10.2	11.1	11.5	1412 / 27.2	25.3	28.0	135 / 2012	G	WNNK -FM
2	WRKZ -FM	C	83 / 9.6	7.0	9.7	8.1	9.1	8.6	858 / 16.5	17.5	16.9	172 / 2162	E	WRKZ -FM
3	WHP -AM	FS	72 / 8.4	10.0	9.7	8.1	9.1	9.0	922 / 17.8	17.8	16.7	106 / 1459	D	WHP -AM
4	WRVW -FM	AC/AOR	61 / 7.1	8.9	7.8	8.5	10.5	8.1	825 / 15.9	15.8	19.3	119 / 1782	E	WRVW -FM
5	WTPA -FM	AOR	51 / 5.9	7.8	8.5	7.6	6.1	7.4	784 / 15.1	15.2	15.3	93 / 1474	D	WTPA -FM
6	WWKL -FM	O	37 / 4.3	4.3	5.5	6.1	6.4	5.0	734 / 14.2	14.0	17.9	68 / 1192	D	WWKL -FM
7	WHYL -AM	ST	33 / 3.8	2.6	3.3	3.3	3.3	3.3	385 / 7.4	7.0	7.8	43 / 504	A	WHYL -AM
8	WQXA -FM	AOR-NR	31 / 3.6	3.7	2.7	3.9	1.9	3.5	683 / 13.2	9.5	8.8	96 / 1885		WQXA -FM
9	WYMJ -FM	AC	30 / 3.5	3.6	3.4	2.4		3.2	519 / 10.0	9.4		37 / 701	B	WYMJ -FM
10	WROZ -FM	SAC	27 / 3.1	3.5	3.2	3.9	3.7	3.4	574 / 11.1	7.4	11.8	110 / 1862		WROZ -FM
11	WHYL -FM	C	25 / 2.9	3.4	2.2	2.1	2.7	2.6	341 / 6.6	4.4	7.2	28 / 411	A	WHYL -FM
12	WEGK -FM	CL AOR	20 / 2.3	1.7	1.5	1.6	1.6	1.8	394 / 7.6	7.1	7.3	70 / 1341		WEGK -FM
13	WNCE -FM	EZ/ST	18 / 2.1	3.7	2.6	3.4	2.9	3.0	295 / 5.7	6.3	4.9	36 / 570		WNCE -FM
14	WQLV -FM	SAC	16 / 1.9	1.6	1.1				160 / 3.1	2.0	0.0	16 / 160	A	WQLV -FM
	WTCY -AM	B	16 / 1.9	1.8	2.1	2.7	2.7	2.1	167 / 3.2	4.4	4.2	18 / 175	A	WTCY -AM
16	WLBR -AM	FS	15 / 1.7	2.0	1.9	2.2	2.6	2.0	247 / 4.8	5.3	5.6	21 / 352	A	WLBR -AM
	WCMB -AM	T	15 / 1.7	1.1	1.6	1.3	0.7	1.4	230 / 4.4	5.0	3.3	19 / 294	A	WCMB -AM

12+ FM Share (Metro): 77.39 % (582 of 752) (Spring 95: 77.52 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WNNK-FM >	1 WNNK-FM	1 WNNK-FM >	1 WNNK-FM <	1 WNNK-FM	1 WHP-AM <	1 WNNK-FM >	1 WNNK-FM	1 WNNK-FM	1 WNNK-FM	1 WNNK-FM
2 WQXA-FM >	2 WTPA-FM >	2 WRVW-FM	2 WRVW-FM	2 WRKZ-FM	2 WRKZ-FM	2 WHP-AM	2 WRKZ-FM <	2 WRKZ-FM	2 WRKZ-FM	2 WRKZ-FM
3 WTPA-FM >	3 WRKZ-FM <	3 WRKZ-FM <	3 WRKZ-FM <	WRVW-FM >	3 WNNK-FM	3 WRKZ-FM	3 WHP-AM <	3 WHP-AM <	3 WTPA-FM	3 WRVW-FM <
	4 WRVW-FM	4 WTPA-FM >	4 WTPA-FM >	4 WTPA-FM	4 WRVW-FM	4 WRVW-FM	4 WRVW-FM >	4 WRVW-FM	4 WQXA-FM	4 WHP-AM >
	5 WQXA-FM >	5 WWKL-FM	5 WWKL-FM	5 WWKL-FM <	5 WHYL-AM <	5 WTPA-FM		5 WTPA-FM >		5 WWKL-FM
				6 WHP-AM	6 WWKL-FM					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WNNK-FM >	1 WNNK-FM >	1 WNNK-FM	1 WNNK-FM >	1 WNNK-FM >	1 WNNK-FM >	1 WTPA-FM	1 WTPA-FM >	1 WTPA-FM <	1 WTPA-FM <
2 WRKZ-FM >	2 WRVW-FM <	2 WRVW-FM >	2 WRVW-FM <	2 WRKZ-FM <	2 WTPA-FM	2 WNNK-FM >	2 WEGK-FM	2 WNNK-FM <	2 WRKZ-FM
3 WTPA-FM	3 WRKZ-FM >	3 WRKZ-FM	3 WRKZ-FM >	3 WRVW-FM >	WQXA-FM >	3 WQXA-FM	3 WQXA-FM	3 WRVW-FM	WRVW-FM >
4 WQXA-FM	4 WTPA-FM >	4 WTPA-FM	4 WYMJ-FM <	4 WYMJ-FM <	4 WRKZ-FM >	4 WRKZ-FM	WRKZ-FM	4 WRKZ-FM	4 WNNK-FM
WRVW-FM >	5 WROZ-FM	5 WROZ-FM	5 WWKL-FM <	5 WWKL-FM >	5 WRVW-FM >	5 WRVW-FM	5 WHP-AM	5 WQXA-FM	5 WHP-AM
	WQXA-FM		6 WTPA-FM <			WEGK-FM	WNNK-FM	WEGK-FM	6 WWKL-FM
							WHYL-FM	6 WHP-AM	WEGK-FM

HARRISBURG-LEBANON-CARLISLE

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	30 (1)	30 (1)	4.0 %	19.6 %
AOR/Classic/NR	0 (0)	163 (4)	163 (4)	21.7 %	8.8 %
Black/Urban	16 (1)	0 (0)	16 (1)	2.1 %	3.1 %
CHR	0 (0)	126 (5)	126 (5)	16.8 %	15.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	128 (5)	131 (6)	17.4 %	16.1 %
Full Service	87 (2)	0 (0)	87 (2)	11.6 %	11.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	20 (2)	0 (0)	20 (2)	2.7 %	1.7 %
Oldies	0 (0)	37 (1)	37 (1)	4.9 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Religion/Gospel	11 (2)	13 (1)	24 (3)	3.2 %	4.1 %
Soft AC/EZ	0 (0)	67 (4)	67 (4)	8.9 %	4.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	33 (1)	18 (1)	51 (2)	6.8 %	7.1 %
Totals	170 (9)	582 (22)	752 (31)		

Other Rated Stations				Metro Share	Cume Rating
WADV	-AM	REL	940 Lebanon	0.5	/ 0.7
WKBO	-AM	N	1230 Harrisburg	0.6	/ 3.0
WQIC	-FM	CHR	100.1 Lebanon	0.5	/ 1.9
WWII	-AM	REL	720 Shiremanstown	0.8	/ 2.1
WYGL	-FM	C	100.5 Selinsgrove	1.2	/ 2.0

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WARM	-FM	SAC	103.3 York	1.5	/ 4.8
WCHA	-AM	C	800 Chambersburg	0.3	/ 0.8
WDAC	-FM	REL	94.5 Lancaster	1.5	/ 4.3
WGTY	-FM	C	107.7 Gettysburg	0.6	/ 2.3
WIOV	-FM	C	105.1 Ephrata	0.6	/ 1.6
WLAN	-FM	CHR	96.9 Lancaster	0.9	/ 4.0
WQKX	-FM	CHR	94.1 Sunbury	0.6	/ 2.3
WWMD	-FM	EZ	104.7 Hagerstown	1.3	/ 1.7
WYCR	-FM	CHR	98.5 Hanover	0.3	/ 4.0

Consolidation Report	12+	25-54	Revenue
Barnstable	9.5 %	13.4 %	14.8 %
WYMJ-FM, WWKL-FM, WCMB-AM			
Dame	16.1 %	16.5 %	22.1 %
WRVV-FM, WKBO-AM, WHP-AM			
Local	8.0 %	0.0 %	0.0 %
WTPA-FM, WNCE-FM			
Totals	33.6 %	29.9 %	36.9 %

AM Stations

WCMB	1460	5 KW (DA-N)	Talk	CBS, Westwd	\$<20.00	D&R	Barnstable
WHP	580	5 KW (DA-N)	Full Service	CNN, ABC, Talknt	\$51.00	Katz	Dame
WHYL	960	5 KW/22 W (DA-1)	Standards	Westwd	\$<20.00	---	Carlisle
WLBR	1270	5 KW/1 KW (DA-2)	Full Service	ABC	\$<20.00	K&P	Lebanon
WTCY	1400	1 KW	Black	SMN, ABC	\$<20.00	Mc-Guild	Patterson

FM Stations

WHYL	102.3	3 KW @ 328	Country	CNN	\$<20.00	---	Carlisle
WNCE	99.3	3.3 KW @ 300	EZ/Standards	ABC	\$15.00	Banner	WTPA owner
WNNK	104.1	23 KW @ 725	CHR	AP	\$105.00	Mc-Guild	Patterson
WQLV	98.9	780 W @ 925	Soft AC	NA	---	---	Millersburg
WRKZ	106.7	14 KW @ 928	Country	ABC	\$75.00	Torbet	Telemedia
WRVV	97.3	17 KW @ 840	AC/AOR		\$65.00	Katz	Dame
WTPA	93.5	1.3 KW @ 719	AOR	SMN, ABC	\$64.00	Mc-Guild	Mechanicsburg
WWKL	99.3	6 KW @ 328	Oldies		\$50.00	D&R	Barnstable
WYMJ	94.9	25 KW @ 700	AC		\$22.00	D&R	Barnstable

Notes: Other ranked stations - See York or Lancaster

HARTFORD

Arbitron Rank: 41 **Pop (12+):** 962,700
MSA Rank: 48
MSA Pop: 1,120,000
DMA # 26 (w/New Haven)
Average Person Ratings: 16.7
Market TSL In Hours: 22.25

Stations: 27 / 15
Diaries 2296 / 419:1/56.2 %
Sample Target: 2,320
% Below Line: 18.7
% Not Listed: 16.3
Pop per Station: 64,180

Last Year's Revenue: \$46,900,000
Household Income: \$58,144
Retail Dollars: \$11.1 bil
#1 Biller: WTIC AF \$7,700,000
#1 Billing Portfolio:
 Amer. Radio Sys. \$23,600,000

12+ Metro	Format	1/4 Share	Wln 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WTIC -AM	FS	190 / 11.8	12.5	12.3	11.4	11.9	12.0	2615 / 27.2	25.7	25.8	241 / 3472	H WTIC -AM
2	WRCH -FM	SAC	166 / 10.3	10.1	9.3	9.8	10.0	9.9	1979 / 20.6	19.4	19.4	229 / 2950	G WRCH -FM
3	WVYZ -FM	C	127 / 7.9	8.6	7.7	6.9	8.8	7.8	1516 / 15.8	15.8	17.4	258 / 3125	G WVYZ -FM
4	WKSS -FM	CHR	103 / 6.4	6.3	6.4	7.2	7.2	6.6	2019 / 21.0	21.0	20.1	201 / 4124	F WKSS -FM
5	WTIC -FM	CHR	94 / 5.8	5.8	5.6	6.0	5.7	5.8	2072 / 21.5	19.5	20.9	148 / 3605	F WTIC -FM
6	WMRQ -FM	AOR-NR	92 / 5.7	5.1	5.6	5.3	3.8	5.4	1580 / 16.4	14.3	13.2	174 / 3177	C WMRQ -FM
7	WZMX -FM	O-70s	85 / 5.3	6.1	6.3	6.3	6.3	6.0	1536 / 16.0	16.9	18.4	149 / 2760	G WZMX -FM
8	WDRC -AM	ST	80 / 5.0	4.4	4.6	5.0	4.4	4.8	881 / 9.1	9.0	8.2	83 / 962	C WDRC -AM
	WDRC -FM	O	80 / 5.0	5.5	4.7	5.7	5.4	5.2	1379 / 14.3	14.0	14.9	173 / 3087	F WDRC -FM
10	WHCN -FM	AOR	59 / 3.7	4.0	5.6	3.9	2.9	4.3	1289 / 13.4	13.8	11.5	101 / 2195	F WHCN -FM
11	WCCC -FM	AOR	39 / 2.4	1.7	1.9	2.0	1.8	2.0	950 / 9.9	8.6	8.0	60 / 1644	D WCCC -FM
12	WAQY -FM	CL AOR	34 / 2.1	1.8	1.9	1.9	1.6	1.9	792 / 8.2	7.3	6.9	110 / 2056	WAQY -FM
13	WFAN -AM	SPRIS	29 / 1.8	1.8	1.9	1.6	1.6	1.8	559 / 5.8	6.8	5.9	90 / 1780	WFAN -AM
14	WKCI -FM	CHR	23 / 1.4	0.9	0.7	1.3	0.9	1.1	624 / 6.5	4.9	5.4	111 / 2312	WKCI -FM
	WLAT -AM	SP	23 / 1.4	1.5	1.2	1.2	2.1	1.3	218 / 2.3	2.2	2.5	23 / 218	WLAT -AM

12+ FM Share (Metro): 72.7 % (980 of 1348) (Spring 95: 70.49 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WMRQ-F	1 WMRQ-F <	1 WRCH-FM	1 WRCH-FM	1 WRCH-FM	1 WTIC-AM	1 WTIC-AM >	1 WRCH-FM	1 WRCH-FM	1 WKSS-FM <	1 WTIC-AM >
2 WKSS-FM >	2 WKSS-FM	2 WKSS-FM <	2 WZMX-FM <	2 WVYZ-FM	2 WRCH-FM >	2 WRCH-FM	2 WTIC-AM	WTIC-AM	2 WMRQ-F	2 WRCH-FM
3 WTIC-FM >	3 WZMX-FM	3 WZMX-FM <	3 WVYZ-FM	3 WTIC-AM <	3 WVYZ-FM	3 WVYZ-FM <	3 WVYZ-FM	3 WVYZ-FM	3 WTIC-AM	WVYZ-FM >
	WTIC-FM	4 WMRQ-F	4 WTIC-AM <	4 WZMX-FM <	4 WDRC-AM	4 WZMX-FM	4 WTIC-FM <	4 WMRQ-F	4 WRCH-FM	
	5 WHCN-FM <	WVYZ-FM <	5 WDRC-FM <	5 WDRC-FM	5 WDRC-FM >	5 WDRC-AM <	5 WDRC-FM <	5 WKSS-FM	5 WVYZ-FM <	
	6 WVYZ-FM	6 WTIC-FM	6 WKSS-FM	6 WKSS-FM <		6 WTIC-FM <	6 WKSS-FM <	6 WTIC-FM <	6 WTIC-FM	
	7 WRCH-FM	7 WTIC-AM <	7 WTIC-FM <	7 WTIC-FM		7 WKSS-FM	7 WMRQ-F <	7 WDRC-FM		
		8 WDRC-FM	8 WMRQ-F			8 WDRC-AM <				
			9 WHCN-FM >			9 WZMX-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WTIC-FM <	1 WKSS-FM <	1 WKSS-FM	1 WRCH-FM	1 WRCH-FM >	1 WKSS-FM	1 WMRQ-F >	1 WMRQ-F	1 WZMX-FM	1 WZMX-FM <
2 WMRQ-F	2 WTIC-FM >	2 WTIC-FM	2 WTIC-FM	2 WVYZ-FM	2 WMRQ-F >	2 WKSS-FM <	2 WZMX-FM	1 WMRQ-F	2 WVYZ-FM <
3 WKSS-FM >	3 WMRQ-F	3 WRCH-FM	3 WKSS-FM	3 WDRC-FM <	3 WHCN-FM	3 WZMX-FM	3 WHCN-FM	3 WVYZ-FM <	3 WTIC-AM
4 WKCI-FM	4 WZMX-FM <	WVYZ-FM >	4 WVYZ-FM <	4 WTIC-FM <	4 WTIC-FM	4 WHCN-FM	4 WVYZ-FM	4 WHCN-FM <	4 WMRQ-F <
5 WZMX-FM	5 WRCH-FM	WZMX-FM	5 WDRC-FM <	5 WKSS-FM <	5 WDRC-FM	5 WCCC-FM <	5 WCCC-FM <	WTIC-AM	5 WRCH-FM <
6 WRCH-FM	6 WVYZ-FM >	6 WMRQ-F	6 WZMX-FM	6 WTIC-AM	WCCC-FM	6 WVYZ-FM	6 WKSS-FM	5 WKSS-FM	6 WHCN-FM
WCCC-FM >			7 WZMX-FM >					7 WDRC-FM <	7 WDRC-FM
								8 WRCH-FM	

HARTFORD

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	23 (3)	23 (3)	1.7 %	1.1 %
AOR/Classic/NR	0 (0)	259 (7)	259 (7)	19.2 %	14.2 %
Black/Urban	8 (1)	0 (0)	8 (1)	0.6 %	0.0 %
CHR	0 (0)	220 (3)	220 (3)	16.3 %	16.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	147 (2)	147 (2)	10.9 %	12.0 %
Full Service	190 (1)	0 (0)	190 (1)	14.1 %	14.5 %
Hispanic	28 (2)	0 (0)	28 (2)	2.1 %	3.5 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	22 (2)	0 (0)	22 (2)	1.6 %	2.7 %
Oldies	0 (0)	165 (2)	165 (2)	12.2 %	14.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Soft AC/EZ	0 (0)	166 (1)	166 (1)	12.3 %	12.1 %
Sports	29 (1)	0 (0)	29 (1)	2.2 %	1.9 %
Standards	91 (2)	0 (0)	91 (2)	6.8 %	6.5 %
Totals:	368 (9)	980 (18)	1348 (27)		

Other Rated Stations				Metro Share	Cume Rating
WKND	-AM	B	1480 Windsor	0.5	/ 0.8
WNEZ	-AM	N	910 New Britain	0.4	/ 1.9
WPOP	-AM	T	1410 Hartford	0.9	/ 4.2
WRYM	-AM	SP	840 New Britain	0.3	/ 1.2

Other Rated Stations—Outside Market				Metro Share	Cume Rating
WAAF	-FM	AOR-NR	107.3 Worcester	0.5	/ 2.0
WEBE	-FM	AC	107.9 Westport	0.3	/ 1.2
WHYN	-FM	AC	93.1 Springfield, MA	0.3	/ 2.1
WMAS	-FM	AC	94.7 Springfield, MA	0.8	/ 2.6
WMMW	-AM	ST	1470 Meriden	0.7	/ 1.1
WPKX	-FM	C	97.9 Enfield	1.2	/ 3.3
WPLR	-FM	AOR	99.1 New Haven	1.1	/ 5.4
WWRX	-FM	CL AOR	103.7 Westerly, RI	0.6	/ 3.0

Consolidation Report	12+	25-54	Revenue
American Radio Sys. WNEZ-AM, WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM	33.6 %	33.2 %	50.3 %
SFX WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM	16.7 %	16.4 %	22.6 %
	50.4 %	49.6 %	72.9 %

AM Stations

WDRC	1360	5 KW (DA-N)	Standards	Westwd, CNN	\$30.00	Mc-Guild	Buckley	
WLAT	1230	1 KW	Hispanic		\$22.00			Manchester
WTIC	1080	50 KW (DA-N)	Full Service	CBS	\$135.00	Group W	Amer. Radio Sys.	

FM Stations

WCCC	106.9	23 KW @ 725	AOR	Westwd, ABC	\$44.00	Torbet		
WDRC	102.9	20 KW @ 810	Oldies		\$90.00	Mc-Guild	Buckley	
WHCN	105.9	16 KW @ 867	AOR	ABC	\$71.00	Mc-Guild	SFX	
WKSS	95.7	17 KW @ 879	CHR	AP	\$88.00	MMR	SFX	
WMRQ	104.1	18 KW @ 866	AOR-New Rock	CBS, ABC	\$57.00	Mc-Guild	SFX	Waterbury
WRCH	100.5	8 KW @ 1250	Soft AC		\$125.00	Katz	Amer. Radio Sys.	New Britain
WTIC	96.5	20 KW @ 810	CHR		\$83.00	Group W	Amer. Radio Sys.	
WWYZ	92.5	17 KW @ 879	Country	Westwd	\$102.00	Banner		Waterbury
WZMX	93.7	17 KW @ 850	Oldies - 70's		\$97.00	Katz	Amer. Radio Sys.	

Notes: Other Rated Stations -- See New Haven, New York, or Springfield, MA . . . 3/96 WKSS-F sold by Precision to Multimarket (SFX) for \$18,000,000 (Blackburn) . . . 3/96 WTIC-AF sold by Chase to Amer. Radio Sys. for \$37,000,000 (Blackburn)

HONOLULU

Arbitron Rank: 58	Pop (12+): 732,300	Stations: 26 / 26	Last Year's Revenue: \$21,500,000
MSA Rank: 65		Diaries 1954 / 375.1 / 57.1 %	Household Income: \$59,973
MSA Pop: 882,000		Sample Target: 1,960	Retail Dollars: \$9.7 Bil
DMA #: 70		% Below Line: 0	#1 Biller: KSSK-F \$3,400,000
Average Person Ratings: 15.7		% Not Listed: 5.3	#1 Billing Portfolio:
Market TSL in Hours: 21.25		Pop per Station: 28,165	Patterson duop+ \$10,450,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KIKI -FM	CHR	140 / 12.2	11.0	10.4	12.4	8.8	11.5	1921 / 26.2	22.1	21.7	143 / 1956	D KIKI -FM
2 KSSK -FM	AC	119 / 10.4	12.3	11.9	9.9	10.6	11.1	1971 / 26.9	25.7	24.0	124 / 2046	E KSSK -FM
3 KQMQ -AF	CHR	96 / 8.4	7.0	6.8	7.4	6.5	7.4	1862 / 25.4	22.6	20.5	108 / 2041	C KQMQ -AF
4 KSSK -AM	FS	94 / 8.2	7.5	7.9	9.1	7.9	8.2	1058 / 14.5	16.3	15.9	96 / 1087	E KSSK -AM
5 KRTR -AF	AC	93 / 8.1	6.6	5.2	6.3	6.3	6.6	1433 / 19.6	14.9	18.3	95 / 1483	C KRTR -AF
6 KUMU -FM	EZ	86 / 7.5	6.1	5.3	3.9	5.3	5.7	931 / 12.7	11.4	11.5	96 / 1002	C KUMU -FM
7 KCCN -FM	E	81 / 7.1	7.5	4.6	5.9	6.0	6.3	1210 / 16.5	17.8	19.3	85 / 1307	D KCCN -FM
8 KINE -FM	E	72 / 6.3	6.3	4.6	5.9	6.0	5.8	941 / 12.9	13.2	12.9	74 / 1002	B KINE -FM
9 KKLK -FM	CL AOR	51 / 4.4	4.9	5.3	6.3	5.5	5.2	872 / 11.9	12.7	12.7	51 / 872	B KKLK -FM
10 KHVH -AM	N/T	43 / 3.7	3.7	3.1	3.3	3.9	3.5	503 / 6.9	6.8	6.8	48 / 597	B KHVH -AM
11 KPOI -FM	AOR-NR	31 / 2.7	3.4	3.4	3.0	3.7	3.1	640 / 8.7	10.1	9.5	37 / 685	B KPOI -FM
12 KDEO -FM	AOR	28 / 2.4	2.4	2.9	2.6	3.3	2.6	430 / 5.9	8.2	7.0	34 / 501	B KDEO -FM
13 KUCC -FM	J	24 / 2.1	2.3	2.8	3.1	3.2	2.6	416 / 5.7	6.8	6.9	30 / 445	A KUCC -FM
14 KAIM -FM	REL	24 / 2.1	1.2	0.8	0.9	1.0	1.2	326 / 4.4	3.2	3.7	25 / 332	A KAIM -FM
15 KCCN -AM	E	23 / 2.0	2.3	2.7	1.5	2.4	2.1	412 / 5.6	8.7	7.2	28 / 457	A KCCN -AM
16 KHNR -AM	N	17 / 1.5	1.1	1.6	1.5	1.5	1.4	393 / 5.4	6.4	6.1	19 / 445	A KHNR -AM
17 KUMU -AM	ST	16 / 1.4	2.3	2.4	2.8	1.9	2.2	300 / 4.1	4.7	3.8	16 / 300	A KUMU -AM
18 KGU -AM	T	12 / 1.0	1.3	1.7	1.1	1.1	1.3	316 / 4.3	7.4	4.2	12 / 326	A KGU -AM

12+ FM Share (Metro): 77.62 % (843 of 1086) (Spring 95: 73.64 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KIKI-FM >	1 KIKI-FM >	1 KIKI-FM	1 KSSK-FM	1 KSSK-FM	1 KSSK-AM <	1 KSSK-FM	1 KSSK-FM <	1 KIKI-FM	1 KIKI-FM >	1 KIKI-FM
2 KQMQ-AF >	2 KQMQ-AF <	2 KSSK-FM <	2 KRTR-AF <	2 KRTR-AF	2 KUMU-FM <	2 KSSK-AM <	2 KIKI-FM <	2 KSSK-FM	2 KQMQ-AF	2 KSSK-AM <
3 KRTR-AF	3 KCCN-FM <	3 KRTR-AF	3 KIKI-FM	3 KIKI-FM	3 KSSK-FM >	3 KIKI-FM >	3 KRTR-AF <	3 KQMQ-AF	3 KCCN-FM	3 KRTR-AF <
4 KRTR-AF	4 KQMQ-AF <	4 KQMQ-AF	4 KSSK-AM <	4 KINE-FM <	4 KQMQ-AF <	4 KSSK-AM <	KRTR-AF <	4 KRTR-AF <	4 KRTR-AF <	4 KSSK-FM
5 KSSK-FM >	5 KQMQ-AF <	5 KCCN-FM <	5 KQMQ-AF	5 KRTR-AF	5 KRTR-AF	5 KRTR-AF	5 KUMU-FM <	5 KCCN-FM <	5 KUMU-FM	5 KUMU-FM
6 KKLK-FM	6 KCCN-FM	6 KSSK-AM <	6 KCCN-FM <	6 KHVH-AM	6 KUMU-FM	6 KQMQ-AF	6 KUMU-FM <	6 KUMU-FM <	6 KHVH-AM	6 KHVH-AM
7 KPOI-FM	7 KKLK-FM <	7 KKLK-FM <	7 KINE-FM <	7 KINE-FM <	7 KINE-FM	7 KCCN-FM <	7 KSSK-AM <	7 KINE-FM	7 KINE-FM	7 KINE-FM
8 KDEO-FM	8 KSSK-AM <	8 KINE-FM	8 KKLK-FM	8 KKLK-FM >		KCCN-FM <	8 KINE-FM >	8 KINE-FM	KSSK-FM >	
	9 KINE-FM >		9 KUMU-FM >							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KIKI-FM >	1 KIKI-FM >	1 KSSK-FM <	1 KIKI-FM <	1 KSSK-FM	1 KIKI-FM >	1 KIKI-FM >	1 KCCN-FM	1 KIKI-FM	1 KSSK-FM
2 KQMQ-AF <	2 KSSK-FM	2 KIKI-FM >	2 KSSK-FM	2 KRTR-AF	2 KCCN-FM	2 KCCN-FM	KIKI-FM	2 KCCN-FM	2 KRTR-AF <
3 KRTR-AF	3 KQMQ-AF <	3 KQMQ-AF	3 KRTR-AF	3 KIKI-FM	3 KQMQ-AF	3 KQMQ-AF	3 KKLK-FM	3 KQMQ-AF <	3 KKLK-FM <
4 KSSK-FM >	4 KRTR-AF >	KRTR-AF >	4 KQMQ-AF	4 KSSK-AM	4 KDEO-FM	4 KRTR-AF	4 KQMQ-AF <	4 KRTR-AF	4 KCCN-FM <
5 KCCN-FM	5 KCCN-FM >	5 KCCN-FM	5 KSSK-AM	5 KQMQ-AF	5 KRTR-AF	5 KKLK-FM	5 KRTR-AF >	KSSK-FM <	5 KQMQ-AF
6 KKLK-FM	6 KAIM-FM	6 KAIM-FM >	6 KCCN-FM <	6 KINE-FM <	KPOI-FM >	6 KDEO-FM	6 KDEO-FM	6 KKLK-FM	KIKI-FM <
KDEO-FM	KKLV-FM <		7 KINE-FM	7 KUMU-FM	7 KINE-FM	7 KPOI-FM <	KSSK-FM	7 KSSK-AM <	7 KSSK-AM <
			8 KCCN-FM		KSSK-FM >	8 KSSK-FM	8 KPOI-FM	8 KINE-FM	8 KINE-FM
						9 KINE-FM >			9 KUMU-FM

HONOLULU

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	1 (1)	211 (2)	212 (3)	19.7 %	18.3 %	KAOI	-FF	AOR	107.9	Aiea/Wailuku	0.5	/ 2.0
AOR/Classic/NR	0 (0)	116 (5)	116 (5)	10.8 %	13.4 %	KLHT	-AM	REL	1040	Honolulu	0.5	/ 1.6
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KNDI	-AM	E	1270	Honolulu	0.8	/ 1.5
CHR	7 (1)	229 (2)	236 (3)	21.9 %	16.6 %	KWAI	-AM	T	1080	Honolulu	0.4	/ 1.4
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KZOO	-AM	E	1210	Honolulu	0.9	/ 1.4
Country	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Full Service	94 (1)	0 (0)	94 (1)	8.7 %	8.5 %							
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Jazz	0 (0)	24 (1)	24 (1)	2.2 %	0.8 %							
News/Talk	77 (4)	0 (0)	77 (4)	7.2 %	7.0 %							
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Others/Ethnic	32 (2)	153 (2)	185 (4)	17.2 %	25.7 %							
Religion/Gospel	6 (1)	24 (1)	30 (2)	2.8 %	1.9 %							
Soft AC/EZ	0 (0)	86 (1)	86 (1)	8.0 %	7.8 %							
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Standards	16 (1)	0 (0)	16 (1)	1.5 %	0.0 %							
Totals	233	11	843 (14)		1076 (25)							

Consolidation Report	12+	25-54	Revenue
Henry/Patterson, pend.	41.0 %	42.9 %	48.6 %
KUCD-FM, KSSK-FM, KSSK-AM, KKLV-FM, KIKI-FM, KHVH-AM			
Local	15.3 %	12.2 %	16.3 %
KINE-FM, KCCN-FM, KCCN-AM			
	56.4 %	55.1 %	64.9 %

AM Stations

KCCN	1420	5 KW	Ethnic (Hawaiian)	NA	Banner	
KGU	760	10 KW	News/Talk	CBS, WW1, TARN	<\$20.00	---
KHNR	650	10 KW	News/Talk	CNN	<\$20.00	---
KHVH	830	10 KW	News/Talk	ABC	\$25.00	Christal
KSSK	590	7.5 KW	Full Service		\$60.00	Eastman
KUMU	1500	10 KW	Standards	Westwd	NA	Banner
KZOO	1210	1 KW	Ethnic (Japanese)		\$16.00	---

FM Stations

KAIM	95.5	100 KW @ -24	Religion	USA	\$16.00	---	Billy Graham
KAOI	95.1	100 KW @ 1230	AOR		NA	---	Wailuku
KCCN	100.3	100 KW @ 1965	Ethnic-Cont. Haw'n		\$57.00	Banner	
KDEO	102.7	61 KW @ 1893	AOR		\$24.00	K & P	Waipahu
KGMZ	107.9	100 KW @ 1965	AOR(Simul. KAOI-F)		\$18.00	---	Aiea
KIKI	93.9	100 KW @ -144	CHR		\$44.00	Christal	Patterson
KINE	105.1	100 KW @ 1965	Ethnic-Cont. Haw'n		\$30.00	Banner	KCCN owners
KKLV	98.5	51 KW @ 59	Classic AOR	ABC, Westwd	\$30.00	---	Patterson
KPOI	97.5	83 KW @ 46	New Rock		\$28.00	Katz	
KQMQ	93.1	54 KW @ -119	CHR		\$41.00	Katz	
KRTR	96.3	75 KW @ 2140	AC		\$37.00	Mc-Guild	Kailua
KSSK	92.3	100 KW @ 1950	AC		\$71.00	Eastman	Patterson
KUCD	101.9	100 KW @ 1965	Jazz		\$25.00	---	Patterson
KUMU	94.7	100 KW @ 78	EZ/Soft AC		<\$20.00	Banner	Pearl City

Notes: 2/96 KISA sold for \$200,000 . . . 3/96 KORL-F (CP: 99.5) sold to KDEO-F owner for \$132,000 . . . 3/96 Henry sold the following to Patterson: KIKI-AM, KHVH, and KKLV-F for \$9,100,000 (MVP) . . .

HOUSTON-GALVESTON

Arbitron Rank: 9 Pop (12+): 3,348,800	Stations: 30 / 30	Last Year's Revenue: \$180,500,000
MSA Rank: 8	Diaries 4188 / 800:1/ 48.9 %	Household Income: \$48,280
MSA Pop: 4,170,000	Sample Target: 4,030	Retail Dollars: \$38.5 Bil
DMA #: 11	% Below Line: 0	#1 Biller: KILT-AF \$17,100,000
Average Person Ratings: 17.1	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL In Hours: 22.50	Pop per Station: 111,627	West/CBS duop \$26,000,000

12+ Metro	Format	1/4 Share	Wln 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KBXX -FM	B/U	429 / 7.5	7.2	6.7	7.1	6.4	37	5645 / 16.9	15.7	14.7	481 / 6319	H KBXX -FM
2	KODA -FM	SAC	357 / 6.2	7.5	6.0	6.8	6.0	6.6	5053 / 15.1	15.7	15.9	372 / 5343	J KODA -FM
3	KMJQ -FM	B/AC	346 / 6.0	5.2	5.7	5.1	4.7	5.5	3804 / 11.4	12.3	12.6	363 / 4135	H KMJQ -FM
4	KKBQ -AF	C	306 / 5.3	5.4	5.2	4.4	5.2	5.1	4364 / 13.0	12.7	12.3	330 / 4659	J KKBQ -AF
5	KQUE -FM	ST	291 / 5.1	5.0	5.6	4.9	6.0	5.1	2807 / 8.4	8.8	9.9	313 / 3099	F KQUE -FM
6	KHMX -FM	AC/CHR	282 / 4.9	4.6	4.5	4.9	4.4	4.7	5087 / 15.2	14.1	13.3	301 / 5435	I KHMX -FM
7	KILT -FM	C	266 / 4.6	5.6	6.2	5.8	5.1	5.6	4448 / 13.3	15.1	15.0	285 / 4876	J KILT -FM
	KTRH -AM	N	263 / 4.6	4.9	4.3	4.4	5.0	4.5	5206 / 15.5	15.2	18.5	288 / 5677	I KTRH -AM
9	KRBE -FM	CHR	261 / 4.5	4.2	4.6	4.3	4.4	4.4	5538 / 16.5	17.1	16.4	273 / 5937	H KRBE -FM
10	KLDE -FM	O	248 / 4.3	4.0	4.1	4.1	4.7	4.1	4426 / 13.2	13.3	12.5	270 / 4871	I KLDE -FM
11	KIKK -FM	C	202 / 3.5	3.3	3.1	3.4	3.5	3.3	4357 / 13.0	12.6	12.8	225 / 4836	J KIKK -FM
12	KPRC -AM	T	190 / 3.3	2.8	3.0	3.9	3.6	3.3	2641 / 7.9	7.6	9.5	195 / 2721	G KPRC -AM
	KLLOL -FM	AOR	189 / 3.3	3.4	3.5	3.2	4.6	2.5	3770 / 11.3	11.6	12.8	223 / 4310	J KLLOL -FM
	KKRW -FM	CL AOR	188 / 3.3	3.5	2.4	3.4	3.7	3.1	3745 / 11.2	9.9	12.0	196 / 3921	H KKRW -FM
15	KQKQ -FM	SP	182 / 3.2	2.5	2.3	2.2	1.8	2.5	2618 / 7.8	6.0	5.3	185 / 2676	F KQKQ -FM
16	KLTN -FM	SP	178 / 3.1	2.7	3.4	3.2	2.9	3.1	2103 / 6.3	6.1	6.0	184 / 2201	E KLTN -FM
	KTZBZ -FM	AOR-NR	177 / 3.1	2.8	3.1	2.7	2.7	2.9	3521 / 10.5	10.3	10.3	182 / 3704	F KTZBZ -FM
18	KHYS -FM	J	103 / 1.8	1.8	2.1	2.3	2.4	2.0	1729 / 5.2	6.1	7.5	124 / 2079	F KHYS -FM
19	KLAT -AM	SP	74 / 1.3	1.7	1.3	1.4	2.0	1.1	1053 / 3.1	3.7	3.8	74 / 1053	D KLAT -AM
20	KXTJ -FM	SP	67 / 1.2	1.2	1.6	1.5	1.4	1.4	1602 / 4.8	5.1	5.0	74 / 1706	D KXTJ -FM

12+ FM Share (Metro): 83.73 % (4128 of 4930) (Spring 95: 80.93 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KBXX-FM >	1 KBXX-FM	1 KMJQ-FM	1 KMJQ-FM	1 KMJQ-FM <	1 KQUE-FM	1 KTRH-AM <	1 KODA-FM	1 KBXX-FM	1 KBXX-FM	1 KTRH-AM >
2 KTZBZ-FM	2 KHMX-FM <	2 KODA-FM <	2 KODA-FM <	2 KODA-FM	2 KTRH-AM <	2 KILT-FM <	2 KPRC-AM <	2 KMJQ-FM	2 KMJQ-FM >	2 KMJQ-FM >
3 KRBE-FM >	3 KRBE-FM	3 KHMX-FM <	3 KHMX-FM	3 KHMX-FM	3 KODA-FM	3 KODA-FM <	3 KHMX-FM <	3 KODA-FM <	3 KODA-FM <	
4 KMJQ-FM <	4 KMJQ-FM <	4 KBBQ-FM	4 KKBQ-AF <	4 KKBQ-AF <	4 KMJQ-FM <	4 KMJQ-FM	4 KQUE-FM <	4 KKBQ-AF <	4 KTRH-AM	
5 KLOL-FM <	5 KKBQ-AF	5 KKBQ-FM	5 KLDE-FM <	5 KLOE-FM	5 KLOE-FM	5 KBXX-FM <	5 KKBQ-AF <	5 KKBQ-FM <	5 KRBE-FM <	
6 KKBQ-AF	6 KRBE-FM	6 KLDE-FM <	6 KILT-FM <	6 KILT-FM <	6 KILT-FM <	6 KHMX-FM	6 KBXX-FM <	6 KHMX-FM	6 KTZBZ-FM	
7 KODA-FM		7 KKRW-FM <		7 KKBQ-AF <	7 KKBQ-AF <	7 KQUE-FM <	7 KRBE-FM <	7 KRBE-FM <		
7 KLTN-FM								7 KMJQ-FM <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KBXX-FM >	1 KHMX-FM <	1 KHMX-FM >	1 KODA-FM <	1 KODA-FM	1 KBXX-FM	1 KLOL-FM	1 KLOL-FM	1 KMJQ-FM <	1 KMJQ-FM
2 KRBE-FM	2 KBXX-FM	2 KKBQ-AF	2 KHMX-FM <	2 KMJQ-FM <	2 KLOL-FM >	2 KBXX-FM	2 KBXX-FM <	2 KLOL-FM	2 KLDE-FM <
3 KODA-FM	3 KRBE-FM <	3 KMJQ-FM	3 KMJQ-FM	3 KHMX-FM	3 KRBE-FM	3 KRBE-FM	3 KRBE-FM <	3 KHMX-FM	3 KKRW-FM <
4 KKBQ-AF <	4 KKBQ-AF <	4 KBXX-FM <	4 KKBQ-AF	4 KKBQ-AF	3 KHMX-FM <	5 KHMX-FM	4 KLTN-FM <	4 KKRW-FM <	4 KLOL-FM
5 KHMX-FM	5 KODA-FM	5 KRBE-FM	5 KBXX-FM	5 KLDE-FM <	4 KMJQ-FM	6 KLTN-FM <	5 KKRW-FM <	5 KILT-FM	5 KTRH-AM
6 KLTN-FM <	6 KMJQ-FM	6 KODA-FM	6 KRBE-FM		5 KTZBZ-FM	6 KMJQ-FM	6 KMJQ-FM <	4 KHMX-FM	6 KILT-FM <
7 KMJQ-FM					6 KQKQ-FM <		7 KHMX-FM		7 KODA-FM

HOUSTON-GALVESTON

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	282 (1)	282 (1)	5.7 %	4.7 %	KCOH -AM B 1430 Houston	1.0 / 2.1	
AOR/Classic/NR	0 (0)	554 (3)	554 (3)	11.2 %	9.3 %	KEYH -AM SP 850 Houston	0.5 / 1.6	
Black/Urban	55 (1)	775 (2)	830 (3)	16.8 %	14.6 %	KIKK -AM C 650 Houston	0.2 / 0.7	
CHR	0 (0)	261 (1)	261 (1)	5.3 %	5.0 %	KILT -AM SPRTS 610 Houston	1.0 / 4.5	
Classical	0 (0)	36 (1)	36 (1)	0.7 %	0.0 %	KMPQ -AM SP 980 Rosenberg	0.3 / 0.6	
Country	20 (2)	763 (3)	783 (5)	15.9 %	17.4 %	KOND -FM SP 97.1 Cleveland	0.5 / 1.9	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KRTS -FM CL 92.1 Seabrook	0.6 / 2.1	
Hispanic	157 (4)	458 (4)	615 (8)	12.5 %	11.3 %	KSEV -AM T 700 Tomball	1.0 / 4.4	
Jazz	0 (0)	103 (1)	103 (1)	2.1 %	2.7 %	KXYZ -AM SP 1320 Houston	0.7 / 1.9	
News/Talk	512 (3)	0 (0)	512 (3)	10.4 %	11.1 %			
Oldies	0 (0)	248 (1)	248 (1)	5.0 %	9.7 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %			
Soft AC/EZ	0 (0)	357 (1)	357 (1)	7.2 %	7.0 %			
Sports	58 (1)	0 (0)	58 (1)	1.2 %	0.0 %			
Standards	0 (0)	291 (1)	291 (1)	5.9 %	7.0 %			
Totals	802 11	4128 (19)	4930 (30)					

Consolidation Report	12+	25-54	Revenue
Clear Channel KMJQ-FM, KBXX-FM, KPRC-AM, KSEV-AM	17.8 %	15.7 %	14.2 %
El Dorado KQKQ-FM, KEYH-AM, KOND-FM, KXTJ-FM	5.3 %	4.5 %	3.8 %
Infinity/CBS/West. KILT-FM, KILT-AM, KIKK-FM, KIKK-AM, KXYZ-AM	10.0 %	10.3 %	15.8 %
Nationwide KTZB-FM, KHMN-FM	8.0 %	8.5 %	8.3 %
SFX KQUE-FM, KKRW-FM, KODA-FM, KNUZ-AM	14.6 %	13.8 %	16.2 %
Tichenor KLAT-AM, KLTN-FM, KMPQ-AM	4.7 %	5.2 %	3.4 %
	60.4 %	58.0 %	61.7 %

AM Stations

Station	Power	Day	Format	Revenue	Notes
KCOH	1430	5 KW/30 W (DA-2)	Black	\$40.00	AURN, Westwd Roslin
KEYH	850	10 KW (DAYS)	Hispanic	\$50.00	Team El Dora El Dorado
KIKK	650	250 W (DAYS)	Cntry Oldies	NA	Group W CBS/West.
KILT	610	5 KW (DA-2)	Sports	NA	Group W CBS/West.
KLAT	1010	5 KW (DA-2)	Hispanic	\$71.00	Katz Heftel/Clr. Chnl., pend.
KPRC	950	5 KW (DA-N)	Talk	\$110.00	--- Clear Channel
KSEV	700	15 KW/1 KW (DA-2)	Talk	\$40.00	WW1, ABC, Talknt Katz Clear Channel Tomball
KTRH	740	50 KW (DA-2)	News	\$240.00	CBS, Westwd Christal Evergreen
KXYZ	1320	5 KW (DA-N)	Hispanic	\$53.00	Caballero Inf./CBS/West.

HOUSTON-GALVESTON

FM Stations

KBXX	97.9	100 KW @ 1920	CHR/Urban	\$164.00	Banner	Clear Channel	
KHMX	96.5	100 KW @ 1920	AC/CHR	\$200.00	Banner	Nationwide	
KHYS	98.5	100 KW @ 1952	Jazz	\$105.00	Mc-Guild		Beaumont
KIKK	95.7	100 KW @ 1920	Country	\$168.00	Group W	CBS/West.	
KILT	100.3	100 KW @ 1920	Country	\$330.00	Group W	CBS/West.	
KKBQ	92.9	100 KW @ 1920	Country	\$305.00	Mc-Guild	Gannett	
KKRW	93.7	100 KW @ 1720	Classic AOR	CBS \$154.00	CBS	SFX	
KLDE	94.5	100 KW @ 1920	Oldies	Westwd \$195.00	D & R	Entercom	
KLOL	101.1	100 KW @ 1920	AOR	Source \$212.00	Christal	Evergreen	
KLTN	93.3	100 KW @ 1952	Hispanic	\$75.00	Katz Hisp.	HefTel/Clr. Chnl, pend.	Port Arthur
KMJQ	102.1	100 KW @ 1720	Black	\$175.00	Mc-Guild	Clear Channel	
KODA	99.1	100 KW @ 1920	Soft AC	\$340.00	MMR	SFX	
KQQK	106.5	100 KW @ 1322	Hispanic	\$70.00	Team El Dora	El Dorado	Galveston
KQUE	102.9	100 KW @ 984	Standards	ABC \$100.00	MMR	SFX	
KRBE	104.1	100 KW @ 1920	CHR	\$175.00	Eastman	Susquehanna	
KRTS	92.1	33 KW @ 604	Classical	\$60.00	CMBS		Seabrook
KTBZ	107.5	98 KW @ 1973	AOR-New Rock	\$125.00	Century	Nationwide	
KXTJ	107.9	100 KW @ 1807	Hispanic	\$65.00	Team El Dora		Beaumont

Notes: 3/96 KRTX-F sold by Irvin Davis to Tichenor for \$900,000 . . . 3/96 KTBZ-F deal redone with Chancellor trading it to Secret for KALC-F/KIMN-F Denver, less \$6,400,000 . . . 3/96 U.S. Radio sold KJOJ-F (and its LMA with KJOJ) to Clear Channel . . . 3/96 KEYH-F changes calls to KOND-F; remains Hispanic . . . 5/96 CBS traded KKRW-F to SFX for SFX's KRLD Dallas (Star) . . . 5/96 KTBZ-F traded by Secret to Entercom for WDSY-AF/WNRQ-F Pittsburgh; Entercom immediately traded KTBZ-F to Nationwide (D) in exchange for KISW-F Seattle . . . 6/96 Tichenor sold the following stations to HefTel/Clear Channel (D+): KLAT, KMPQ, KLTN-F, KLTO-F, KLTP-F, and KRTX-F . . . 6/96 KXYZ sold by Infinity to CBS for \$10,000,000 (D+)

HUNTINGTON-ASHLAND

Arbltron Rank: 139 **Pop (12+):** 267,400
MSA Rank: 149
MSA Pop: 316,000
DMA # 57 (w/Charleston)
Average Person Ratings: 13.6
Market TSL In Hours: 18.75

Stations: 22 / 17
Diaries 1009 / 265:1/56.1 %
Sample Target: 1,050
% Below Line: 10.6
% Not Listed: 12.7
Pop per Station: 15,729

Last Year's Revenue: \$7,500,000
Household Income: \$33,272
Retail Dollars: \$2.6 Bil
#1 Biller: WTCR-AF \$3,100,000
#1 Billing Portfolio:
 Commodore (WTCR-AF) \$3,100,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1 WTCR -FM	C	75 / 20.7	23.4	25.1	25.7	26.4	991 / 37.1	39.2	44.6	96 / 1356	E	WTCR -FM
2 WKEE -FM	CHR	50 / 13.8	15.9	14.0	11.9	14.1	732 / 27.4	31.6	30.7	59 / 1020	D	WKEE -FM
3 WGGG -FM	C	29 / 8.0	9.7	7.5	6.5	5.4	540 / 20.2	23.2	17.3	47 / 915	C	WGGG -FM
4 WKLC -AF	AOR	19 / 5.2	4.5	4.5	4.6	4.1	324 / 12.1	12.1	12.4	54 / 777		WKLC -AF
5 WFXN -FF	AOR/CL	18 / 5.0	2.5	3.4	3.5	2.7	280 / 10.5	8.6	10.0	22 / 360	A	WFXN -FF
6 WKEE -AM	ST	17 / 4.7	2.8	3.1	2.4	3.8	188 / 7.0	7.6	5.6	18 / 232	A	WKEE -AM
7 WEMM -FM	REL	17 / 4.7	4.5	5.3	3.3	5.2	233 / 8.7	11.6	11.1	27 / 475	B	WEMM -FM
8 WRVC -FM	O	15 / 4.1	3.6	1.4	0.5	1.9	248 / 9.3	9.5	8.6	22 / 328	A	WRVC -FM
9 WBVB -FM	C	13 / 3.6	6.4	6.1	5.7	5.7	264 / 9.9	13.3	14.8	14 / 308	B	WBVB -FM
10 WLGC -FM	C	13 / 3.6	1.9	4.5	5.1	4.3	297 / 11.1	8.0	9.4	17 / 409	A	WLGC -FM
11 WTCR -AM	C	10 / 2.8	0.8	1.7	2.2	1.4	128 / 4.8	4.7	4.6	10 / 137	A	WTCR -AM

12+ FM Share (Metro): 86.75 % (275 of 317) (Spring 95: 91.28 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKEE-FM >	1 WKEE-FM >	1 WTCR-FM <	1 WTCR-FM	1 WTCR-FM >	1 WTCR-FM >	1 WTCR-FM >	1 WTCR-FM >	1 WTCR-FM	1 WKEE-FM	1 WTCR-FM
2 WTCR-FM >	2 WTCR-FM <	2 WKEE-FM >	2 WKEE-FM >	2 WKEE-FM	2 WKEE-FM	2 WKEE-FM >	2 WKEE-FM >	2 WKEE-FM >	2 WTCR-FM >	2 WGGG-FM
3 WGGG-FM >	3 WGGG-FM	3 WGGG-FM	3 WGGG-FM	3 WGGG-FM	3 WKEE-AM	3 WGGG-FM	3 WGGG-FM	3 WGGG-FM >	3 WGGG-FM >	3 WKEE-FM
4 WKLC-AF	4 WKLC-AF <	4 WFXN-FF	4 WFXN-FF	4 WFXN-FF	4 WFXN-FF	4 WKLC-AF	4 WFXN-FF	4 WFXN-FF <	4 WEMM-FM	
5 WFXN-FF	5 WFXN-FF >	WKLC-AF	5 WKLC-AF	5 WGGG-FM						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKEE-FM >	1 WKEE-FM >	1 WKEE-FM	1 WKEE-FM <	1 WTCR-FM >	1 WKEE-FM	1 WKEE-FM >	1 WKEE-FM	1 WTCR-FM	1 WTCR-FM >
2 WTCR-FM >	2 WGGG-FM	2 WGGG-FM	2 WTCR-FM >	2 WKEE-FM >	WTCR-FM >	2 WTCR-FM	2 WFXN-FF	2 WKEE-FM	2 WFXN-FF <
3 WLGC-FM	WTCR-FM	WTCR-FM >	3 WGGG-FM >	3 WGGG-FM >	3 WGGG-FM	WKLC-AF	3 WGGG-FM	3 WKLC-AF	3 WGGG-FM
WVSR-FM >	4 WLGC-FM	4 WBVB-FM >			WKLC-AF >	WDGG-FM	WKLC-AF	WFXN-FF	WKLC-AF
WDGG-FM	5 WBVB-FM						WFXN-FM	4 WGGG-FM	WKEE-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	8 (2)	8 (2)	2.5 %	0.0 %
AOR/Classic/NR	1 (1)	36 (3)	37 (4)	11.7 %	10.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	55 (2)	55 (2)	17.4 %	17.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	12 (2)	144 (6)	156 (8)	49.2 %	57.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	5 (1)	0 (0)	5 (1)	1.6 %	2.3 %
Oldies	0 (0)	15 (1)	15 (1)	4.7 %	1.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	7 (2)	17 (1)	24 (3)	7.6 %	6.4 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	17 (1)	0 (0)	17 (1)	5.4 %	3.7 %
Totals	42 (7)	275 (15)	317 (22)		

Other Rated Stations	Metro Share	Cume Rating
WCMJ -AM G	1340	Ashland, KY 1.4 / 2.6
WGOH -AM C	1370	Grayson, KY 0.6 / 1.9
WMGG -FM AC	101.5	Gallipolis, OH 0.6 / 3.5
WOKT -AM REL	1040	Cannonsburg, KY 0.6 / 0.9
WRVC -AM T	930	Huntington 1.4 / 3.3
WUGO -FM AC	102.3	Grayson, KY 1.7 / 2.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WPAY -FM C	104.1	St. Abans 2.2 / 6.1
WQBE -FM C	97.5	Charleston 1.7 / 4.3
WVSR -FM CHR	102.7	Charleston 1.4 / 2.9

HUNTINGTON-ASHLAND

Consolidation Report	12+	25-54	Revenue
Adventure	22.1 %	18.5 %	35.1 %
WBVB-FM, WKEE-AM, WKEE-FM			
Local	14.9 %	19.0 %	13.3 %
WCMJ-AM, WDGG-FM, WRVC-AM, WRVC-FM			
	37.0 %	37.5 %	48.4 %

AM Stations

WKEE	800	5 KW/185 W	Standards	Westwd, CNN	\$<20.00	D&R	Commodore	
WRVC	930	5 KW/1 KW (DA-N)	News/Talk	Westwd, Talknt, PRN	\$<20.00	Banner		
WTCR	1420	5 KW/500 W (DA-N)	Country	ABC, SMN	NA	Katz	Commodore	Kenova, WV

FM Stations

WBVB	97.1	3 KW @ 472	Country	ABC	\$24.00	K&P	Commodore	Coal Grove, OH
WDGG	93.7	100 KW @ 741	Country	Westwd	\$29.00	Banner	WRVC owner	
WEMM	107.9	50 KW @ 500	Religion	USA	\$21.00	---	Mortensen	
WFXN	106.3	530 W @ 1092	AOR/Classic	Westwd	\$<20.00	K&P	Commodore	Milton
WKEE	100.5	53 KW @ 561	CHR/AC	ABC	\$47.00	D&R	Commodore	
WLGC	105.7	11.5 KW @ 479	Country		\$<20.00	D&R		Greenup, KY
WMLV	107.1	3 KW @ 125	See WFXN-F					Fronton, OH
WRVC	92.7	6 KW @ 253	Oldies		\$<20.00	---		Ashland
WTCR	103.3	50 KW @ 493	Country	ABC	\$66.00	Katz	Commodore	

Notes: WKLC-F - See Charleston . . . Commodore acquired the following stations for \$12,000,000: WKEE-AM; WHRD; WBVB-F; WMLV-F; WZZW; WFXN-F . . . 7/96 All 10 Commodore stations sold to Capstar for \$_____ . . . In the Consolidation Report, figures for Commodore/Capstar are not available until the deal closes and we see how it shakes out.

HUNTSVILLE

Arbitron Rank: 113 Pop (12+): 355,600
 MSA Rank: 148
 MSA Pop: 404,000
 DMA #: 86 (w/Decatur)
 Average Person Ratings: 15.7
 Market TSL In Hours: 21.25

Stations: 19 / 17
 Diaries: 920 / 387:1 / 57.0 %
 Sample Target: 920
 % Below Line: 5.9
 % Not Listed: 15
 Pop per Station: 20,918

Last Year's Revenue: \$12,300,000
 Household Income: \$48,355
 Retail Dollars: \$3.9 Bil
 #1 Biller: WDRM-F \$5,300,000
 #1 Billing Portfolio: WDRM-F \$5,300,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WDRM -AF	C	143 / 25.6	24.9	41.1	23.2	24.8	28.7	1444 / 40.6	38.7	39.8	217 / 2398	G WDRM -AF
2 WZYP -FM	CHR	68 / 12.2	10.0	9.4	10.0	9.9	10.4	891 / 25.0	27.6	24.9	109 / 1616	D WZYP -FM
3 WAHR -FM	AC	54 / 9.6	10.5	10.9	8.2	10.4	9.8	636 / 17.9	21.7	20.5	64 / 876	C WAHR -FM
4 WTAK -FM	AOR	44 / 7.9	7.4	5.2	6.6	7.3	6.8	546 / 15.4	13.6	16.7	65 / 805	C WTAK -FM
5 WRSA -FM	SAC	41 / 7.3	6.7	9.2	5.9	6.3	7.3	478 / 13.4	15.8	14.0	61 / 806	C WRSA -FM
6 WKDF -FM	AOR	19 / 3.4	2.5	2.4	2.1	2.3	2.6	320 / 9.0	6.8	8.0	28 / 593	C WKDF -FM
7 WWXQ -FF	AC/CHR	15 / 2.7	2.9	3.7	1.9	2.1	2.8	365 / 10.3	8.2	5.0	15 / 372	A WWXQ -FF
8 WENN -FM	B	14 / 2.5	2.0	3.7	4.2	4.4	3.1	241 / 6.8	8.5	10.4	16 / 320	A WENN -FM
9 WEUP -AM	B	12 / 2.1	2.5	2.6	2.9	3.5	2.5	165 / 4.6	6.1	6.2	12 / 172	B WEUP -AM
WLOR -AM	G	12 / 2.1	2.5	1.3	2.7	1.2	2.2	86 / 2.4	1.9	2.4	12 / 93	WLOR -AM

12+ FM Share (Metro): 89.5 % (426 of 476) (Spring 95: 89.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZYP-FM >	1 WDRM-AF <	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >	1 WDRM-AF >
2 WDRM-AF >	2 WZYP-FM	2 WZYP-FM	2 WAHR-FM <	2 WAHR-FM	2 WRSA-FM	2 WZYP-FM >	2 WAHR-FM	2 WZYP-FM	2 WZYP-FM	2 WZYP-FM >
3 WTAK-FM >	3 WTAK-FM <	3 WZYP-FM	3 WZYP-FM	3 WZYP-FM	3 WAHR-FM	3 WAHR-FM	3 WZYP-FM	3 WTAK-FM <	3 WENN-FM >	3 WKDF-FM
4 WAHR-FM <	4 WAHR-FM >	4 WTAK-FM >	4 WTAK-FM >	4 WTAK-FM >	4 WTAK-FM <	4 WTAK-FM <	4 WAHR-FM	4 WAHR-FM	4 WTAK-FM <	4 WTAK-FM <
5 WKDF-FM >					5 WRSA-FM >	5 WRSA-FM >	5 WRSA-FM >	5 WRSA-FM >	5 WRSA-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZYP-FM	1 WZYP-FM	1 WZYP-FM	1 WDRM-AF >	1 WDRM-AF >	1 WZYP-FM	1 WTAK-FM	1 WTAK-FM	1 WDRM-AF	1 WDRM-AF >
2 WDRM-AF >	2 WDRM-AF >	2 WDRM-AF	2 WZYP-FM	2 WAHR-FM	2 WDRM-AF	2 WDRM-AF >	2 WDRM-AF >	2 WTAK-FM >	2 WTAK-FM >
3 WTAK-FM >	3 WAHR-FM >	3 WAHR-FM >	3 WAHR-FM >	3 WZYP-FM >	WTAK-FM	3 WZYP-FM	3 WZYP-FM	3 WZYP-FM >	3 WAHR-FM
4 WENN-FM >	4 WTAK-FM <	4 WWXQ-FF	4 WTAK-FM		4 WKDF-FM >	4 WKDF-FM >	4 WKDF-FM >	4 WAHR-FM <	4 WZYP-FM >
	5 WWXQ-FF						5 WAHR-FM	5 WKDF-FM >>	

HUNTSVILLE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations			Metro Share	Cume Rating
AC	0 (0)	76 (4)	76 (4)	16.0 %	12.6 %	WDJL -AM	ST	1000	Huntsville	1.1 / 2.8
AOR/Classic/NR	0 (0)	63 (2)	63 (2)	13.2 %	14.1 %	WEUP -FM	B	92.1	Minor Hill	1.8 / 5.0
Black/Urban	12 (1)	24 (2)	36 (3)	7.6 %	11.6 %	WNDA -FM	REL	95.1	Huntsville	1.3 / 5.2
CHR	0 (0)	68 (1)	68 (1)	14.3 %	12 %	WPZM -FM	C	93.3	Tullahoma, TN	1.6 / 7.1
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WQLT -FM	AC	107.3	Florence	1.1 / 4.8
Country	6 (1)	147 (2)	153 (3)	32.1 %	32.6 %	WTKI -AM	T	1450	Huntsville	0.7 / 2.1
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WVNN -AM	T	770	Athens	1.8 / 5.3
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %					
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0 %					
News/Talk	14 (2)	0 (0)	14 (2)	2.9 %	4.6 %					
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0 %					
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %					
Religion/Gospel	12 (1)	7 (1)	19 (2)	4.0 %	3.2 %					
Soft AC/EZ	0 (0)	41 (1)	41 (1)	8.6 %	7.6 %					
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0 %					
Standards	6 (1)	0 (0)	6 (1)	1.3 %	0 %					
Totals	50 (6)	426 (13)	476 (19)							

Consolidation Report	12+	25-54	Revenue
Athens	15.6 %	14.0 %	21.0 %
WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM			
	15.6 %	14.0 %	21.0 %

AM Stations

WEUP	1600	5 KW/500 W (DA-N)	Black	AURN	\$<20.00	---
WLOR	1550	50 KW/500 W (DA-2)	Gospel		\$12.00	---

FM Stations

WAHR	99.1	100 KW @ 984	AC	Westwd	\$37.00	Torbet	
WDRM	102.1	100 KW @ 981	Country		\$82.00	Mc-Guild	Decatur
WRSA	96.9	100 KW @ 830	Soft AC/EZ	CBS	\$27.00	---	Decatur
WTAK	106.1	6 KW @ 328	AOR	ABC	\$26.00	Eastman	Hartselle
WWXQ	92.5	3 KW @ 423	AC/CHR	ABC	\$<20.00	Eastman	Trinity
WXQW	94.1	0.41 KW @ 1155	See WWXQ-F				Meridianville
WZYP	104.3	100 KW @ 1115	CHR	ABC	\$47.00	Christal	Athens

Notes: WENN-F -- See Birmingham; WKDF-F -- See Nashville

INDIANAPOLIS

Arbitron Rank: 36 Pop (12+): 1,108,500
 MSA Rank: 35
 MSA Pop: 1,480,000
 DMA #: 25
 Average Person Ratings: 15.6
 Market TSL in Hours: 20.75

Stations: 25 / 23
 Diaries 2847 / 389:1/55.8 %
 Sample Target: 2,810
 % Below Line: 1.1
 % Not Listed: 9.3
 Pop per Station: 48,196

Last Year's Revenue: \$62,000,000
 Household Income: \$50,111
 Retail Dollars: \$15.0 Bil
 #1 Biller: WFBQ-F \$14,000,000
 #1 Billing Portfolio:
 Emmis duop \$18,500,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WFMS -FM	C	218 / 12.6	13.4	10.8	13.0	14.1	12.5	2531 / 22.8	23.9	23.6	314 / 3848	I WFMS -FM
2	WFBQ -FM	AOR/T	196 / 11.3	10.9	14.0	13.5	12.9	12.4	2815 / 25.4	30.3	26.3	338 / 5179	I WFBQ -FM
3	WIBC -AM	FS/T	142 / 8.2	9.7	8.5	6.9	7.5	8.3	2154 / 19.4	21.3	18.4	166 / 2681	H WIBC -AM
4	WTPI -FM	SAC	116 / 6.7	6.6	5.8	5.6	5.4	6.2	1445 / 13.0	12.3	11.3	133 / 1852	F WTPI -FM
5	WNAP -FM	O-70s	110 / 6.4	4.9	4.0	3.8	5.5	4.8	1980 / 17.9	15.0	15.3	152 / 2952	G WNAP -FM
6	WENS -FM	AC	105 / 6.1	5.8	6.5	5.9	6.3	6.1	1871 / 16.0	17.2	15.9	122 / 2343	G WENS -FM
	WGRL -FM	C	105 / 6.1	5.7	6.1	5.4	5.0	5.8	1565 / 14.1	14.0	12.0	124 / 2084	D WGRL -FM
8	WRZX -FM	AOR-NR	78 / 4.5	5.3	4.1	4.9	5.2	4.7	1481 / 13.4	12.4	13.7	119 / 2504	E WRZX -FM
9	WTLC -FM	B	76 / 4.4	4.1	5.2	6.3	5.3	5.0	1048 / 9.5	11.8	10.1	88 / 1276	E WTLC -FM
10	WZPL -FM	CHR	74 / 4.3	4.2	4.5	5.1	4.1	4.5	1771 / 16.0	17.3	14.8	118 / 2691	D WZPL -FM
11	WHHH -FM	U/CHR	69 / 4.0	4.6	4.3	4.8	4.3	4.4	1349 / 12.2	12.3	10.5	70 / 1390	C WHHH -FM
12	WMYS -AM	ST	60 / 3.5	3.5	4.0	3.0	3.0	3.5	742 / 6.7	5.5	4.9	63 / 829	A WMYS -AM
13	WTTS -FM	AOR	44 / 2.5	2.2	1.9	1.7	2.2	2.1	806 / 7.3	6.2	5.4	66 / 1311	WTTS -FM
14	WGGR -FM	B/AC	22 / 1.3	1.9	0.9	1.1	1.5	1.3	436 / 3.9	3.3	4.3	23 / 447	A WGGR -FM
	WQFE -FM	O	22 / 1.3	1.1	1.2	0.9	0.5	1.1	486 / 4.4	3.4	2.7	22 / 521	WQFE -FM
16	WGLD -FM	B/O	21 / 1.2	1.1	1.4	1.2	1.4	1.2	336 / 3.0	3.0	3.5	30 / 415	A WGLD -FM
17	WNDE -AM	SPRTS	19 / 1.1	1.8	1.9	1.1	1.7	1.5	549 / 4.9	6.8	8.8	22 / 631	A WNDE -AM
	WTLC -AM	B/G	19 / 1.1	1.3	2.4	2.0	1.3	1.7	228 / 2.1	3.3	3.0	19 / 228	WTLC -AM

12+ FM Share (Metro): 82.60 % (1296 of 1569) (Spring 95: 85.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WHHH-FM	1 WFBQ-FM >>	1 WFBQ-FM	1 WFBQ-FM	1 WFBQ-FM	1 WFMS-FM	1 WFBQ-FM >	1 WFMS-FM >	1 WFMS-FM	1 WFMS-FM <	1 WFMS-FM <
2 WZPL-FM	2 WFMS-FM	2 WFMS-FM	2 WFMS-FM >	2 WFMS-FM >	2 WIBC-AM	2 WFMS-FM >	2 WFBQ-FM <	2 WFBQ-FM	2 WRZX-FM	2 WIBC-AM <
WRZX-FM >	3 WRZX-FM <	3 WNAP-FM	3 WNAP-FM	3 WNAP-FM <	3 WTPI-FM	3 WIBC-AM >	3 WIBC-AM	3 WTPI-FM	3 WHHH-FM <	3 WFBQ-FM
	4 WNAP-FM	4 WENS-FM <	4 WENS-FM <	4 WTPI-FM <	4 WFBQ-FM	4 WTPI-FM <	4 WTPI-FM <	WNAP-FM <	4 WGRL-FM	
	5 WENS-FM	5 WGRL-FM	5 WGRL-FM	5 WENS-FM <	5 WMYS-AM <	5 WENS-FM	5 WNAP-FM <	5 WIBC-AM <	5 WTPI-FM <	
	WGRL-FM	6 WTPI-FM	WTPI-FM >	6 WGRL-FM	6 WENS-FM	6 WENS-FM	6 WGRL-FM	6 WGRL-FM <	6 WNAP-FM	
	7 WZPL-FM <			7 WIBC-AM	WNAP-FM <	7 WGRL-FM	7 WENS-FM	WTLC-FM <		
	8 WTLC-FM				8 WGRL-FM >		8 WRZX-FM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WRZX-FM <	1 WFMS-FM	1 WFMS-FM	1 WFMS-FM	1 WFMS-FM >	1 WFBQ-FM	1 WFBQ-FM >	1 WFBQ-FM >	1 WFBQ-FM >>	1 WFBQ-FM >
2 WENS-FM <	2 WFBQ-FM	2 WFBQ-FM <	2 WENS-FM	2 WENS-FM	2 WRZX-FM >	2 WRZX-FM	2 WNAP-FM	2 WFMS-FM <	2 WFMS-FM <
3 WZPL-FM	WENS-FM	3 WENS-FM	3 WFBQ-FM	3 WTPI-FM <	3 WFMS-FM	3 WNAP-FM	3 WGRL-FM	3 WNAP-FM >	3 WNAP-FM >
WFBQ-FM	4 WZPL-FM >	4 WZPL-FM	4 WGRL-FM <	4 WFBQ-FM <	4 WTLC-FM	4 WGRL-FM	4 WRZX-FM <	4 WGRL-FM <	4 WGRL-FM <
5 WFMS-FM	5 WNAP-FM <	5 WNAP-FM	5 WNAP-FM	5 WGRL-FM	WNAP-FM	5 WFMS-FM	5 WFMS-FM <	5 WRZX-FM <	5 WTPI-FM
6 WNAP-FM	6 WGRL-FM <	WGRL-FM <	WTPI-FM <	6 WNAP-FM	WGRL-FM	6 WTLC-FM	6 WTLC-FM	6 WTPI-FM	WIBC-AM
WTLC-FM	7 WRZX-FM	7 WTPI-FM	7 WZPL-FM >	7 WZPL-FM					
WHHH-FM	WTLC-FM <								

INDIANAPOLIS

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating
AC	0 (0)	105 (1)	105 (1)	6.7 %	6.9 %	WBRI -AM	REL	1500	Indianapolis	0.5	/ 1.5
AOR/Classic/NR	0 (0)	318 (3)	318 (3)	20.3 %	22.3 %	WNTS -AM	REL	1590	Beech Grove	0.3	/ 1.3
Black/Urban	0 (0)	188 (4)	188 (4)	12.0 %	11.3 %	WSYW -FM	CL	107.1	Danville	0.6	/ 2.1
CHR	0 (0)	74 (1)	74 (1)	4.7 %	4.5 %	WXIR -FM	REL	98.3	Plainfield	0.9	/ 3.6
Classical	0 (0)	11 (1)	11 (1)	0.7 %	0.0 %	WXLW -AM	REL	950	Indianapolis	0.7	/ 1.9
Country	0 (0)	336 (3)	336 (3)	21.4 %	22.7 %						
Full Service	148 (2)	0 (0)	148 (2)	9.4 %	0.6 %						
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	10.0 %						
Oldies	0 (0)	132 (2)	132 (2)	8.4 %	8.2 %						
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Religion/Gospel	46 (4)	16 (1)	62 (5)	4.0 %	1.7 %						
Soft AC/EZ	0 (0)	116 (1)	116 (1)	7.4 %	7.4 %						
Sports	19 (1)	0 (0)	19 (1)	1.2 %	0.5 %						
Standards	60 (1)	0 (0)	60 (1)	3.8 %	3.3 %						
Totals:	273 (8)	1296 (17)	1569 (25)								

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WKKG -FM	C	101.5	Columbus, IN	0.8	/ 2.3		
WLW -AM	FS/T	700	Cincinnati	0.3	/ 1.4		

Consolidation Report	12+	25-54	Revenue
Emmis	20.6 %	20.8 %	29.6 %
WIBC-AM, WNAP-FM, WENS-FM			
Local	5.3 %	4.2 %	3.0 %
WGGR-FM, WHHH-FM			
MyStar	14.5 %	12.2 %	11.5 %
WZPL-FM, WMYS-AM, WTPI-FM			
Panache	6.7 %	6.6 %	5.6 %
WTLC-AM, WTLC-FM, WGLD-FM			
Secret	16.9 %	18.5 %	28.6 %
WFBQ-FM, WNDE-AM, WRZX-FM			
Susquehanna	18.7 %	20.3 %	21.6 %
WGRL-FM, WFMS-FM			
	82.7 %	82.6 %	99.9 %

AM Stations

Station	Power	Class	Service	Advertiser	Rate	Product	Agency
WIBC	1070	50 KW/10 KW (DA-2)	Talk/Full Svc	ABC, AP	\$110.00	Christal	Emmis
WMYS	1430	5 KW (DA-N)	Standards	CNN	\$21.00	D&R	MyStar
WNDE	1260	5 KW (DA-N)	Sports	Westwd	\$20.00	Secret	Secret
WTLC	1310	5 KW/1 KW (DA-N)	Black/Gospel	CBS	\$20.00	D&R	Panache

INDIANAPOLIS

FM Stations

WENS	97.1	23 KW @ 739	AC		\$137.00	Christal	Emmis	Shelbyville
WFBQ	94.7	47 kw @ 892	AOR/Talk	Source	\$258.00	Katz	Secret	
WFMS	95.5	13 KW @ 990	Country		\$190.00	MMR	Susquehanna	
WGGR	106.7	3 KW @ 328	Black/AC	ABC, SMN	---		WHHH owner (D)	Greenwood
WGLD	93.9	2.8 KW @ 492	Black Oldies	ABC	\$20.00	D&R	Panache	Noblesville
WGRL	104.5	50 KW @ 492	Country		\$61.00	MMR	Susquehanna	
WHHH	96.3	0.6 KW @ 715	CHR/Urban		\$50.00	Banner		
WNAP	93.1	13 KW @ 1022	70's Oldies		\$75.00	Christal	Emmis	
WQFE	101.9	2.5 KW @ 302	Oldies	ABC				Brownsburg
WRZX	103.3	18 KW @ 850	AOR-New Rock	ABC	\$68.00	Banner	Secret	
WTLC	105.7	50 KW @ 450	Black	CBS	\$60.00	D&R	Panache	
WTPI	107.9	22 KW @ 762	Soft AC		\$84.00	D&R	MyStar	
WTTS	92.3	37 KW @ 1090	Prog. Rock	CBS	\$33.00	Roslin	Sarkes Tarzian	Bloomington
WZPL	99.5	13 KW @ 990	CHR	AP	\$59.00	D&R	MyStar	Greenfield

Notes:

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

JACKSON MS

Arbitron Rank: 118 Pop (12+): 337,400 Stations: 22 / 22 Last Year's Revenue: \$14,200,000
 MSA Rank: 120 Diaries 893 / 378:1/53.4 % Household Income: \$43,105
 MSA Pop: 417,000 Sample Target: 920 Retail Dollars: \$3.9 Bil
 DMA # 91 % Below Line: 0 #1 Biller: WMSI-F \$4,500,000
 Average Person Ratings: 16.2 % Not Listed: 18.1 #1 Billing Portfolio:
 Market TSL In Hours: 21.75 Pop per Station: 15,336 SFX duop+ \$9,000,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WJMI -FM	B	86 / 15.7	14.5	15.7	15.9	14.8	15.5	937 / 27.8	27.2	26.4	159 / 1739	C WJMI -FM
2	WMSI -FM	C	61 / 11.1	11.2	12.0	12.3	14.7	11.7	848 / 25.1	24.3	26.2	140 / 2046	F WMSI -FM
3	WSTZ -FM	AOR	46 / 8.4	5.2	4.8	9.0	6.5	6.9	536 / 15.9	13.4	14.0	64 / 845	C WSTZ -FM
4	WKXI -FM	B/AC	44 / 8.0	7.6	8.7	6.6	5.6	7.7	621 / 18.4	19.5	18.0	57 / 937	B WKXI -FM
5	WJDX -FM	AC/CHR	43 / 7.9	6.0	5.4	6.8	6.5	6.5	612 / 18.1	17.5	17.5	78 / 1189	C WJDX -FM
6	WOAD -AM	B/G	22 / 4.0	3.3	4.6	3.1	3.1	3.8	300 / 8.9	8.4	7.2	23 / 320	A WOAD -AM
7	WJNT -AM	N/T	20 / 3.7	5.6	3.7	3.3	3.5	4.1	295 / 8.8	7.4	7.5	26 / 391	B WJNT -AM
8	WTYX -FM	O	18 / 3.3	4.1	4.4	4.2	4.0	4.0	414 / 12.3	14.3	13.1	41 / 813	C WTYX -FM
	WLIN -FM	SAC	18 / 3.3	3.3	2.8	2.9	3.0	3.1	329 / 9.8	7.5	9.3	20 / 376	A WLIN -FM
12	WVIV -FM	ST	14 / 2.6	3.7	2.0	2.0	2.4	2.6	189 / 5.6	4.9	5.1	14 / 209	A WVIV -FM
11	WKTF -FM	C	14 / 2.6	3.5	2.8	3.1	3.0	3.0	296 / 8.8	11.3	9.2	24 / 587	C WKTF -FM
10	WJKK -FM	C	14 / 2.6	2.1	2.8	0.9	3.5	2.1	254 / 7.5	9.6	12.0	25 / 512	A WJKK -FM
13	WMGO -AM	G	11 / 2.0	0.8	0.9	2.6	0.7	1.6	86 / 2.5	2.5	1.8	11 / 86	A WMGO -AM

12+ FM Share (Metro): 83.52 % (375 of 449) (Spring 95: 84.03 %)

18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMI-FM >	1 WJMI-FM	1 WJMI-FM <	1 WMSI-FM <	1 WMSI-FM >	1 WJMI-FM <	1 WMSI-FM >	1 WJMI-FM	1 WJMI-FM >	1 WJMI-FM >
2 WSTZ-FM >	2 WSTZ-FM	2 WSTZ-FM <	2 WJMI-FM	2 WKXI-FM	2 WMSI-FM >	2 WJMI-FM <	2 WMSI-FM	2 WKXI-FM	2 WKXI-FM
3 WKXI-FM >	3 WKXI-FM <	3 WMSI-FM <	3 WSTZ-FM <	WJDX-FM >	3 WKXI-FM <	3 WJDX-FM	3 WSTZ-FM <	WSTZ-FM >	WMSI-FM
4 WMSI-FM <	4 WJDX-FM	4 WKXI-FM	4 WKXI-FM	4 WJNT-AM <	4 WJDX-FM <	4 WSTZ-FM <	4 WJDX-FM >	4 WMSI-FM <	4 WSTZ-FM
5 WJDX-FM >	WMSI-FM >	5 WJDX-FM >	5 WJDX-FM >	5 WJMI-FM	5 WSTZ-FM >	5 WKXI-FM <		5 WJDX-FM >	5 WOAD-AM >
						6 WJNT-AM >			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJMI-FM >	1 WJMI-FM >	1 WSTZ-FM	1 WJMI-FM	1 WMSI-FM	1 WJMI-FM	1 WJMI-FM	1 WJMI-FM >	1 WJMI-FM <	1 WJMI-FM <
2 WJDX-FM	2 WSTZ-FM <	2 WJMI-FM	2 WJDX-FM <	2 WJDX-FM	2 WSTZ-FM >	2 WSTZ-FM >	2 WSTZ-FM >	2 WSTZ-FM >	2 WSTZ-FM
3 WKXI-FM >	3 WKXI-FM	3 WKXI-FM	3 WMSI-FM	3 WJMI-FM	3 WKXI-FM	3 WKXI-FM	3 WKXI-FM	3 WKXI-FM <	3 WKXI-FM <
	WJDX-FM	WMSI-FM	4 WKXI-FM	4 WKXI-FM		WMSI-FM >	WMSI-FM >	4 WMSI-FM <	4 WMSI-FM >
5 WMSI-FM >	5 WJDX-FM	5 WSTZ-FM >	WSTZ-FM >	WSTZ-FM >				5 WJDX-FM	
	WOAD-AM		6 WOAD-AM	6 WOAD-AM					
	7 WKTF-FM		7 WTYX-FM	7 WTYX-FM					

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	43 (1)	43 (1)	9.6 %	0.0 %	WBKJ -FM C	105.1	Kosciusko 0.7 / 3.9
AOR/Classic/NR	0 (0)	46 (1)	46 (1)	10.2 %	8.2 %	WHJT -FM REL	93.5	Clinton 1.3 / 4.9
Black/Urban	2 (1)	130 (2)	132 (3)	29.4 %	34.4 %	WJDS -AM SPRTS	620	Jackson 1.1 / 3.5
CHR	0 (0)	0 (0)	0 (0)	0.0 %	8.2 %	WJXN -FM REL	92.9	Utica 0.7 / 1.8
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKXI -AM B/O	1400	Jackson 0.4 / 1.6
Country	1 (1)	93 (4)	94 (5)	20.9 %	23.5 %	WRJH -FM REL	97.7	Brandon 0.4 / 2.1
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %	WSLI -AM T	930	Jackson 0.9 / 3.6
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WZRX -AM B/G	1590	Jackson 1.3 / 3.6
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	25 (2)	0 (0)	25 (2)	5.6 %	6.2 %			
Oldies	0 (0)	18 (1)	18 (1)	4.0 %	5.1 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	40 (3)	13 (3)	53 (6)	11.8 %	6.7 %			
Soft AC/EZ	0 (0)	18 (1)	18 (1)	4.0 %	3.8 %			
Sports	6 (1)	0 (0)	6 (1)	1.3 %	0.0 %			
Standards	0 (0)	14 (1)	14 (1)	3.1 %	3.1 %			
Totals	74 (8)	375 (14)	449 (22)					

JACKSON, MS

Consolidation Report	12+	25-54	Revenue
Local	28.1 %	25.0 %	16.9 %
WOAD-AM, WKXI-FM, WKXI-AM, WJMI-FM			
New South	6.0 %	6.3 %	5.6 %
WLIN-FM, WJKK-FM, WIIN-AM			
SFX	32.4 %	35.0 %	63.4 %
WZRX-AM, WSTZ-FM, WMSI-FM, WKTF-FM, WJDX-FM, WJDS-AM			
	66.5 %	66.3 %	85.9 %

AM Stations

WJNT	1180	50 KW/500 W(DA-N)	Talk	ABC, CBS, Westwd	\$21.00	---		Pearl
WKXI	1400	1 KW	Black	AURN, ABC, Westwd	NA	D&R		
WMGO	1370	1 KW/28 W	Black/Gospel	Westwd	NA	Bunchez		Canton
WOAD	1300	5 KW/1 KW	Gospel	AURN, ABC, Westwd	\$<20.00	Banner		
WZRX	1590	5 KW/1 KW (DA-N)	Gospel		\$<20.00	D&R	SFX	

FM Stations

WHJT	93.5	3 KW @ 298	Religion	USA, SRN	\$12.00	Salem		Clinton
WJDX	96.3	100 KW @ 1410	AC/CHR		\$35.00	Mc-Guild	SFX	
WJKK	98.7	100 KW @ 945	Country		\$<20.00	Eastman	New South	Vicksburg
WJMI	99.7	100 KW @ 1059	Black	ABC	\$46.00	D&R		
WKTF	95.5	100 KW @ 1059	Country	Westwd	\$24.00	Mc-Guild	SFX	
WKXI	107.5	100 KW @ 951	Black/AC		\$27.00	Banner		Magee
WLIN	101.7	6 KW @ 298	Soft AC		\$<20.00	Eastman	New South	Gluckstadt
WMSI	102.9	100 KW @ 1801	Country	ABC	\$82.00	Mc-Guild	SFX	
WSTZ	106.7	100 KW @ 1063	AOR		\$37.00	D&R	SFX	Vicksburg
WTYX	94.7	100 KW @ 1115	Oldies	ABC	\$30.00	Christal		
WVIV	93.9	6 KW @ 282	Standards	ABC, SMN	\$<20.00	---		Pearl

Notes: 3/96 WZRX/WSTZ-F sold by Lewis to SFX for \$3,500,000 . . . 3/96 WJDX-F sold by Spur to SFX for \$3,000,000 . . . 3/96 The WOAD calls and format moved from 1400 to 1300; the WKXI calls and format moved from 1300 to 1400

JACKSONVILLE

Arbitron Rank: 53 Pop (12+): 823,900	Stations: 25 / 22	Last Year's Revenue: \$35,500,000
MSA Rank: 57	Diarles 2088 / 395:1/ 55.5 %	Household Income: \$42,718
MSA Pop: 985,000	Sample Target: 2,040	Retail Dollars: \$9.1 Bil
DMA #: 55	% Below Line: 1.4	#1 Biller: WQIK-F \$5,800,000
Average Person Ratings: 16.6	% Not Listed: 16.1	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 37,450	SFX duop+ \$15,100,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WQIK -FM	C	137 / 10.0	9.3	9.8	10.4	10.7	9.9	1718 / 20.8	20.5	21.0	162 / 2069	G WQIK -FM
2	WFYV -FM	AOR	110 / 8.0	7.6	8.9	9.8	12.0	8.6	1396 / 16.9	18.4	20.9	123 / 1576	F WFYV -FM
3	WAPE -FM	CHR	99 / 7.2	7.5	6.9	6.2	6.4	7.0	1715 / 20.8	21.8	18.9	111 / 2016	E WAPE -FM
4	WROO -FM	C	86 / 6.3	7.3	5.6	6.5	7.2	6.4	1284 / 15.6	14.4	16.6	97 / 1452	E WROO -FM
5	WEJZ -FM	SAC	85 / 6.2	6.1	6.9	7.3	7.4	6.6	1326 / 16.1	15.7	17.1	91 / 1492	F WEJZ -FM
6	WSOL -FM	B/AC	83 / 6.1	5.8	6.8	6.1	5.2	6.2	945 / 11.5	12.6	13.6	96 / 1086	C WSOL -FM
7	WPLA -FM	AOR-NR	70 / 5.1	5.2	5.4	3.1	1.4	4.7	841 / 10.2	11.1	6.0	79 / 964	B WPLA -FM
8	WIVY -FM	AC	69 / 5.0	4.0	3.8	3.4	4.5	4.1	1167 / 14.2	12.0	13.5	77 / 1335	D WIVY -FM
	WJBT -FM	B	69 / 5.0	5.9	4.8	5.7	5.5	5.4	907 / 11.0	10.9	11.4	70 / 936	C WJBT -FM
10	WKQL -FM	O	61 / 4.5	5.9	4.9	5.2	5.8	5.1	1141 / 13.9	15.4	14.6	75 / 1307	D WKQL -FM
11	WOKV -AM	N/T	57 / 4.2	4.6	5.0	4.6	4.0	4.6	790 / 9.6	11.7	8.6	61 / 864	C WOKV -AM
12	WFSJ -FM	J	41 / 3.0	3.0	2.8	3.6	3.5	3.1	673 / 8.2	8.0	9.3	42 / 697	B WFSJ -FM
13	WVRR -FM	O-70s	36 / 2.6	2.8	0.5	0.5	0.4	1.6	659 / 8.0	2.8	1.4	52 / 858	D WVRR -FM
14	WPDQ -AM	ST	24 / 1.8	1.0	0.9	2.5	1.2	1.5	356 / 4.3	3.0	3.3	24 / 378	A WPDQ -AM

12+ FM Share (Metro): 85.45 % (981 of 1148) (Spring 95: 84.83 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJBT-FM >	1 WFYV-FM	1 WFYV-FM	1 WFYV-FM	1 WFYV-FM <	1 WQIK-FM >	1 WQIK-FM	1 WQIK-FM	1 WQIK-FM	1 WJBT-FM <	1 WSOL-FM
2 WAPE-FM	2 WAPE-FM	2 WQIK-FM <	2 WQIK-FM	2 WQIK-FM	2 WEJZ-FM	2 WFYV-FM	2 WFYV-FM	2 WFYV-FM <	2 WAPE-FM	2 WROO-FM
3 WPLA-FM >	3 WPLA-FM	3 WAPE-FM	3 WIVY-FM <	3 WEJZ-FM	3 WKQL-FM <	3 WAPE-FM	3 WEJZ-FM <	3 WAPE-FM	3 WROO-FM <	3 WQIK-FM
	4 WQIK-FM <	4 WSOL-FM	4 WAPE-FM <	WIVY-FM <	4 WOKV-AM <	4 WEJZ-FM <	4 WOKV-AM	4 WROO-FM <	4 WSOL-FM	WJBT-FM <
	5 WROO-FM	5 WIVY-FM <	5 WSOL-FM <	5 WAPE-FM <	5 WSOL-FM	5 WROO-FM	5 WAPE-FM <	5 WSOL-FM <	5 WPLA-FM	5 WEJZ-FM
	6 WSOL-FM <	6 WROO-FM <	6 WEJZ-FM	6 WSOL-FM		WSOL-FM	6 WIVY-FM	6 WEJZ-FM <	6 WQIK-FM <	
	7 WIVY-FM <	7 WEJZ-FM <		7 WKQL-FM		7 WIVY-FM	WROO-FM	7 WPLA-FM	7 WFYV-FM	
	8 WJBT-FM	8 WPLA-FM >		8 WROO-FM			8 WJBT-FM	8 WEJZ-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAPE-FM	1 WAPE-FM	1 WAPE-FM	1 WAPE-FM	1 WEJZ-FM <	1 WPLA-FM <	1 WFYV-FM >	1 WFYV-FM >	1 WFYV-FM >	1 WFYV-FM >
	WROO-FM	2 WROO-FM	2 WQIK-FM <	2 WIVY-FM	2 WFYV-FM >	2 WPLA-FM >	2 WPLA-FM	2 WQIK-FM <	2 WQIK-FM >
3 WJBT-FM >	3 WQIK-FM <	3 WIVY-FM	WEJZ-FM <	3 WQIK-FM <	3 WROO-FM	3 WQIK-FM	3 WQIK-FM >	3 WPLA-FM >	3 WOKV-AM <
4 WSOL-FM	4 WSOL-FM <	4 WROO-FM	4 WSOL-FM <	4 WAPE-FM	4 WAPE-FM	4 WAPE-FM	4 WIVY-FM	WSOL-FM	4 WPLA-FM
5 WEJZ-FM	5 WJBT-FM	5 WFYV-FM	5 WQIK-FM <	5 WSOL-FM	5 WJBT-FM	5 WROO-FM <	5 WAPE-FM	4 WAPE-FM	5 WSOL-FM <
	WPLA-FM >	WIVY-FM	WSOL-FM >	6 WROO-FM	6 WKQL-FM	WQIK-FM	6 WIVY-FM	6 WROO-FM <	6 WAPE-FM
7 WFYV-FM >	7 WEJZ-FM	7 WEJZ-FM	7 WFYV-FM	7 WFYV-FM	7 WSOL-FM >	WSOL-FM <		7 WIVY-FM	WIVY-FM <
	WFYV-FM		8 WKQL-FM	WROO-FM >		8 WJBT-FM >			8 WROO-FM

JACKSONVILLE

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	69 (1)	69 (1)	6.0 %	5.4 %
AOR/Classic/NR	0 (0)	186 (3)	186 (3)	16.2 %	13.4 %
Black/Urban	14 (1)	160 (3)	174 (4)	15.2 %	13.8 %
CHR	0 (0)	112 (2)	112 (2)	9.8 %	8.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	231 (3)	231 (3)	20.1 %	22.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	41 (1)	41 (1)	3.6 %	0.0 %
News/Talk	77 (4)	0 (0)	77 (4)	6.7 %	8.8 %
Oldies	0 (0)	97 (2)	97 (2)	8.4 %	11.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	31 (2)	0 (0)	31 (2)	2.7 %	0.0 %
Soft AC/EZ	0 (0)	85 (1)	85 (1)	7.4 %	8.8 %
Sports	21 (1)	0 (0)	21 (1)	1.8 %	0.0 %
Standards	24 (1)	0 (0)	24 (1)	2.1 %	0.4 %
Totals	167 (9)	981 (16)	1148 (25)		

Other Rated Stations					Metro Share	Cume Rating
WAOC -AM	T	1420	St. Augustine		0.4 / 0.9	
WCGL -AM	REL	1360	Jacksonville		0.8 / 2.6	
WFOY -AM	T	1240	St. Augustine		0.6 / 1.6	
WJGR -AM	T	1320	Jacksonville		0.5 / 2.7	
WNZS -AM	SPRTS	930	Jacksonville		1.5 / 4.5	
WSVE -AM	REL	1280	Jacksonville		1.5 / 3.2	
WXQL -FM	B/A/C	105.7	Baldwin		0.6 / 2.6	
WZAZ -AM	B/O	1400	Jacksonville		1.0 / 2.2	

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WFKS -FM	CHR	99.9	Palatka		1.0 / 4.3	
WOGK -FM	C*	93.7	Ocala		0.6 / 0.9	
WRUF -FM	AOR	103.7	Gainesville		0.4 / 1.0	

Consolidation Report	12+	25-54	Revenue
Jacor	22.6 %	20.2 %	25.9 %
WJGR-AM, WQIK-FM, WSOL-FM, WZAZ-AM, WJBT-FM			
Paxson	12.9 %	11.5 %	15.1 %
WZNZ-AM, WNZS-AM, WPLA-FM, WROO-FM			
Renda	9.8 %	12.2 %	11.3 %
WFKS-FM, WWRR-FM, WEJZ-FM			
SFX	30.7 %	35.6 %	42.5 %
WPDQ-AM, WAPE-FM, WFYV-FM, WIVY-FM, WKQL-FM, WOKV-AM			
	76.0 %	79.5 %	94.8 %

AM Stations

WCGL 1360 5 KW (DAYS)	Gospel	AURN \$<20.00	K&P
WNZS 930 5 KW (DA-N)	Sports	CBS, 1 On 1 \$<20.00	Banner Paxson
WOKV 690 50 KW/10 KW (DA-N)	News/Talk	ABC \$36.00	Mc-Guild SFX
WPDQ 600 5 KW (DA-N)	Standards	Westwd NA	Mc-Guild SFX
WSVE 1280 5 KW/133 W	Gospel	AURN, Westwd \$<20.00	Republic
WZAZ 1400 1 KW	Black	CBS \$15.00	Roslin Jacor

FM Stations

WAPE 95.1 100 KW @ 984	CHR	\$76.00	Christal SFX
WEJZ 96.1 100 KW @ 984	Soft AC	\$85.00	Katz Renda
WFSJ 97.9 50 KW @ 482	Jazz	NA	Banner Paxson St. Augustine
WFYV 104.5 100 KW @ 1014	AOR	\$83.00	Christal SFX
WIVY 102.9 100 KW @ 1014	AC	\$53.00	MMR SFX
WJBT 92.7 6 KW @ 300	Black	CBS \$33.00	Roslin Jacor Green Cove Springs
WKQL 96.9 100 KW @ 1014	Oldies	AP \$56.00	Mc-Guild SFX
WPLA 93.3 50 KW @ 463	AOR-New Rock	\$35.00	Banner Paxson Callahan
WQIK 99.1 100 KW @ 1014	Country	ABC \$119.00	Eastman Jacor
WROO 107.3 100 KW @ 705	Country	\$64.00	Banner Paxson
WSOL 101.5 100 KW @ 1463	Black/AC	\$48.00	Eastman Jacor Brunswick, GA
WWRR 100.7 36 KW @ 1463	Classic AOR	NA ---	Renda

Notes: * WOGK-F (Ocala) was placed "below the line" by Arbitron for engaging in a "Special Station Activity." . . . 2/96 These stations were sold by Prism to SFX (D): WPDQ for \$500,000; WOKV for \$2,900,000; WIVY-F for \$8,500,000; WKQL-F for \$11,300,000 (E) . . . 2/96 WFSJ-F (St. Augustine) was sold by Todd Paxson to Paxson Commun. for \$4,900,000 . . . 5/96 The following were sold by OmniAmerica to Chancellor: WAPE-F for \$20,000,000 and WFYV-F for \$23,000,000 . . . 7/96 Chancellor traded WAPE-F/WFYV-F to SFX (D+) for WBAB-F and WBLI-F in Long Island plus \$11,000,000 (Star)

JOHNSON CITY-KINGSPORT-BRISTOL

Arbitron Rank: 94 Pop (12+): 389,300	Stations: 24 / 19	Last Year's Revenue: \$11,900,000
MSA Rank: 106	Diaries 866 / 450:1/58.9 %	Household Income: \$33,631
MSA Pop: 454,000	Sample Target: 860	Retail Dollars: \$3.9 Bil
DMA #: 93	% Below Line: 7.1	#1 Biller: WXBQ-AF \$3,700,000
Average Person Ratings: 14.1	% Not Listed: 10.7	#1 Billing Portfolio:
Market TSL In Hours: 19.25	Pop per Station: 20,489	Bristol (WXBQ-AF) \$3,700,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WXBQ -FM	C	159 / 29.0	31.5	31.0	33.2	1838 / 47.2	47.7	49.7	204 / 2425	E
2	WQUT -FM	AOR	71 / 12.9	9.3	11.4	12.6	967 / 24.8	25.1	26.9	97 / 1272	D
3	WTFM -FM	AC	51 / 9.3	9.3	11.4	12.6	882 / 22.7	25.1	26.9	69 / 1363	D
4	WKOS -FM	O	23 / 4.2	4.5	3.6	1.9	435 / 11.2	9.6	8.4	23 / 449	A
5	WAEZ -FM	SAC	22 / 4.0	4.2	6.0	7.1	509 / 13.1	12.5	15.1	25 / 604	A
6	WJCW -AM	N/T	20 / 3.6	4.8	4.1	2.9	420 / 10.8	12.9	10.6	20 / 430	B
7	WIMZ -FM	AOR	18 / 3.3	1.0	2.9	2.3	311 / 8.0	5.4	8.8	39 / 551	
8	WXIS -FM	CHR	14 / 2.6	1.8	0.3		306 / 7.9	4.5	2.2	16 / 335	
	WKPT -AM	ST/EZ	14 / 2.6	3.0	2.8	2.6	228 / 5.9	5.2	5.8	14 / 228	A
	WGOC -AM	C	14 / 2.6	2.5	1.0	2.4	247 / 6.3	6.6	4.3	15 / 271	A
11	WETB -AM	REL	11 / 2.0	1.2	1.5	0.8	148 / 3.8	3.9	2.8	12 / 166	
	WXBQ -AM	T	11 / 2.0	1.8	1.7	1.0	213 / 5.5	5.8	6.2	11 / 232	

12+ FM Share (Metro): 80.61 % (395 of 490) (Spring 95: 82.81 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WXBQ-FM >	1 WXBQ-FM	1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM >	1 WQUT-FM <
2 WXIS-FM	2 WQUT-FM >	2 WQUT-FM >	2 WTFM-FM >	2 WQUT-FM	2 WQUT-FM	2 WQUT-FM	2 WQUT-FM	2 WQUT-FM	2 WQUT-FM	2 WXBQ-FM >
	3 WTFM-FM >>	3 WTFM-FM >		3 WTFM-FM >	3 WTFM-FM >	3 WTFM-FM >	3 WTFM-FM >	3 WTFM-FM >	3 WTFM-FM >	3 WTFM-FM >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM	1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM >	1 WXBQ-FM	1 WQUT-FM <	1 WXBQ-FM >	1 WXBQ-FM >>
2 WQUT-FM	2 WTFM-FM	2 WTFM-FM	2 WTFM-FM	2 WTFM-FM >	2 WQUT-FM >	2 WQUT-FM >	2 WXBQ-FM >	2 WQUT-FM >>	2 WQUT-FM >>
3 WTFM-FM	3 WQUT-FM >	3 WQUT-FM >	3 WQUT-FM >	3 WQUT-FM >	3 WXIS-FM >	3 WTFM-FM >	3 WTFM-FM	3 WTFM-FM >	3 WTFM-FM >
	WXIS-FM >								

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	51 (1)	51 (1)	10.4 %	14.5 %	WABN -FM CHR	92.7	Abingdon, VA 0.9 / 4.0
AOR/Classic/NR	0 (0)	89 (2)	89 (2)	18.2 %	18.0 %	WBEJ -AM C	1240	Elizabethton 0.5 / 2.0
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WGAT -AM C	1050	Gate City 0.5 / 1.5
CHR	0 (0)	19 (2)	19 (2)	3.9 %	0.0 %	WIKQ -FM C	94.9	Greenville 0.9 / 5.5
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKIN -AM T	1320	Kingsport 0.5 / 1.8
Country	27 (4)	182 (6)	209 (10)	42.7 %	43.0 %	WMEV -FM C	93.9	Marion, VA 0.9 / 3.3
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WRGS -AM C	1370	Rogersville 1.3 / 2.2
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WZAP -AM REL	690	Bristol, VA 1.6 / 3.7
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	34 (3)	0 (0)	34 (3)	7.0 %	6.6 %			
Oldies	0 (0)	23 (1)	23 (1)	4.7 %	6.6 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	20 (2)	8 (1)	28 (3)	5.7 %	4.3 %			
Soft AC/EZ	0 (0)	22 (1)	22 (1)	4.5 %	6.8 %			
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Standards	14 (1)	0 (0)	14 (1)	2.9 %	3.1 %			
Totals	95 10	394 (14)	489 (24)					

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WAXM -FM C	93.5	Big Stone Gap, VA 0.4 / 1.9
WIVK -FM C	107.7	Knoxville 1.6 / 4.3
WMIT -FM REL	106.9	Black Mtn., NC 1.5 / 3.9
WOKI -FM C	100.3	Oak Ridge, TN 0.4 / 1.5

JOHNSON CITY-KINGSPORT-BRISTOL

Consolidation Report	12+	25-54	Revenue
Bloomington WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM	21.2 %	24.3 %	24.4 %
Home News WKPT-AM, WKTP-AM, WOPI-AM, WTFM-FM	11.9 %	13.1 %	31.1 %
	33.1 %	37.4 %	55.5 %

AM Stations

WETB	1420	5 KW/72 W	Gospel		\$10.00	---		
WGOC	640	10 KW/810 W (DA-N)	News/Talk	Westwd	NA	TN	JT Parker	Blountville
WJCW	910	5 KW/1 KW (DA-N)	News/Talk	CBS, Westwd	\$20.00	Katz	Bloomington	
WKPT	1400	1 KW	EZ/Soft AC	ABC	\$<20.00	Eastman	Home News	
WXBQ	980	5 KW/1 KW (DA-N)	Talk	ABC, Westwd	NA	Christal	Bristol	Bristol, VA

FM Stations

WAEZ	99.3	3.8 KW @ 794	Soft AC	Westwd	\$<20.00	---		Elizabethton
WKOS	104.9	2.75 KW @ 492	Oldies	Westwd	\$<20.00	Katz	Bloomington	
WQUT	101.5	100 KW @ 1499	AOR/Classic	Westwd, CNN	\$50.00	Katz	Bloomington	
WTFM	98.5	100 KW @ 1260	AC	ABC	\$50.00	Eastman	Home News	
WXBQ	96.9	75 KW @ 2240	Country	ABC	\$71.00	Christal	Bristol	Bristol
WXIS	103.9	3 KW @ 328	CHR	ABC	NA	---		Erwin

Notes: WIMZ-F -- See Knoxville

JOHNSTOWN

Arbitron Rank: 166 Pop (12+): 202,100	Stations: 28 / 12	Last Year's Revenue: \$5,700,000
MSA Rank: 178	Diaries 666 / 303:1/ 62.7 %	Household Income: \$31,812
MSA Pop: 238,000	Sample Target: 680	Retail Dollars: \$1.75 Bil
DMA # 90 (w/Altoona)	% Below Line: 25.3	#1 Biller: NA
Average Person Ratings: 17.4	% Not Listed: 8.8	#1 Billing Portfolio: NA
Market TSL In Hours: 23.25	Pop per Station: 16,842	NA

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WMTZ -FM	C	54 / 15.4	16.7	14.2	15.5	11.3	481 / 23.8	24.7	23.7	58 / 573	WMTZ -FM
2	WKYE -FM	AC	39 / 11.1	12.0	11.4	11.6	12.2	437 / 21.6	25.5	22.6	52 / 638	WKYE -FM
3	WGLU -FM	CHR	32 / 9.1	7.1	9.5	11.0	9.1	475 / 23.5	24.3	23.2	40 / 610	WGLU -FM
4	WYSN -FM	ST	26 / 7.4	9.9	11.7	7.6	7.5	304 / 15.0	15.7	18.4	29 / 340	WYSN -FM
5	WQKK -FM	AOR/CL	22 / 6.3	7.7	8.0	11.3	5.3	343 / 17.0	17.9	17.0	24 / 403	WQKK -FM
6	WJAC -AM	ST/FS	18 / 5.1	4.0	3.7	3.0	2.5	272 / 13.4	10.6	9.7	18 / 278	WJAC -AM
	WDVE -FM	AOR	18 / 5.1	3.7	3.4	3.7	3.1	217 / 10.7	9.3	12.1	22 / 329	WDVE -FM
8	WFGY -FM	C	16 / 4.6	4.9	5.2	3.4	8.1	188 / 9.3	11.9	10.4	32 / 436	WFGY -FM
9	WVSC -FM	AC	12 / 3.4	3.7	2.2	1.8	1.6	114 / 5.7	6.7	5.9	12 / 120	WVSC -FM
10	WFRB -FM	C	10 / 2.8	1.5	1.8	1.8	2.5	108 / 5.3	5.3	5.3	13 / 164	WFRB -FM
11	WVSC -AM	C	9 / 2.6	2.2	1.5	1.2	1.9	112 / 5.6	4.5	4.9	9 / 112	WVSC -AM

12+ FM Share (Metro): 87.23 % (280 of 321) (Spring 95: 91.18 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WGLU-FM >	1 WMTZ-FM >	1 WMTZ-FM	1 WKYE-FM <	1 WMTZ-FM >	1 WMTZ-FM	1 WMTZ-FM	1 WMTZ-FM <	1 WMTZ-FM >	1 WMTZ-FM	1 WMTZ-FM >
2 WQKK-FM	2 WGLU-FM	2 WKYE-FM >	2 WMTZ-FM >	WKYE-FM	2 WKYE-FM	2 WKYE-FM	2 WKYE-FM >	2 WKYE-FM <	2 WGLU-FM	2 WGLU-FM
WMTZ-FM >	3 WDVE-FM	3 WGLU-FM	3 WGLU-FM <	3 WGLU-FM <	3 WYSN-FM >	3 WGLU-FM >	3 WYSN-FM	3 WGLU-FM	3 WKYE-FM >	WDVE-FM
4 WKYE-FM	4 WDVE-FM	4 WDVE-FM	4 WDVE-FM <	4 WQKK-FM <	4 WJAC-AM	4 WYSN-FM	4 WQKK-FM	4 WYSN-FM	4 WFGY-FM <	
5 WQKK-FM >>	WQKK-FM >	5 WQKK-FM	5 WDVE-FM	5 WFGY-FM	WDVE-FM <	5 WGLU-FM	5 WQKK-FM <	5 WQKK-FM	5 WQKK-FM	
		6 WVSC-FM	6 WVSC-FM		6 WJAC-AM <		6 WFGY-FM			
					7 WQKK-FM					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WMTZ-FM	1 WMTZ-FM >	1 WMTZ-FM >	1 WMTZ-FM	1 WMTZ-FM	1 WMTZ-FM	1 WDVE-FM >	1 WDVE-FM >	1 WDVE-FM <	1 WKYE-FM
2 WGLU-FM >	2 WGLU-FM >	2 WGLU-FM	2 WKYE-FM	WKYE-FM >	WQKK-FM	2 WMTZ-FM >	2 WKYE-FM	2 WKYE-FM <	WMTZ-FM <
3 WKYE-FM	3 WKYE-FM >	3 WKYE-FM	3 WGLU-FM >	3 WGLU-FM >	3 WGLU-FM	3 WGLU-FM	WMTZ-FM	3 WMTZ-FM <	3 WDVE-FM
WQKK-FM >	4 WVSC-FM >	4 WVSC-FM >	4 WVSC-FM	4 WVSC-FM >	WDVE-FM >	WQKK-FM >	4 WQKK-FM >	4 WQKK-FM >	4 WQKK-FM >>
						WKYE-FM		5 WGLU-FM >>	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	51 (2)	51 (2)	15.9 %	16.2 %
AOR/Classic/NR	0 (0)	52 (5)	52 (5)	16.2 %	15.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	39 (3)	39 (3)	12.1 %	13.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	12 (2)	84 (5)	96 (7)	29.9 %	28.3 %
Full Service	18 (1)	0 (0)	18 (1)	5.6 %	4.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	11 (3)	0 (0)	11 (3)	3.4 %	2.6 %
Oldies	0 (0)	18 (4)	18 (4)	5.6 %	5.1 %
Others/Unknown	0 (0)	5 (1)	5 (1)	1.6 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	5 (1)	5 (1)	1.6 %	0.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	26 (1)	26 (1)	8.1 %	14.0 %
Totals	41 (6)	280 (22)	321 (28)		

Other Rated Stations	Metro Share	Cume Rating
WADJ -AM	T	1330 Somerset 0.9 / 2.4
WNTJ -AM	T	1490 Johnstown 1.7 / 5.3
WQZS -FM	AOR	93.3 Meyersdale 1.4 / 2.6
WZGO -FM	O	105.7 Portage 1.7 / 5.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KDKA -AM	N/T	1020 Pittsburgh 0.6 / 2.7
WALY -FM	O	103.9 Bellwood 0.6 / 1.5
WBXQ -FM	AOR	94.3 Cresson 1.7 / 2.7
WBZZ -FM	CHR	93.7 Pittsburgh 1.1 / 6.5
WDSY -FM	C	107.9 Pittsburgh 0.6 / 2.7
WFRB -AM	C	105.3 Frostburg, MD 0.9 / 2.3
WLTJ -FM	SAC	92.9 Pittsburgh 1.4 / 3.6
WNRQ -FM	AOR-NR	104.7 Pittsburgh 0.9 / 2.8
WOWQ -FM	C	102.1 DuBois 0.6 / 1.5
WPRR -FM	CHR	100.1 Altoona 0.9 / 3.1
WRRK -FM	CL AOR	96.9 Braddock 0.9 / 3.6
WWSW -FM	O	94.5 Pittsburgh 1.4 / 4.3
WZPT -FM	O-70S	100.7 New Kensington 1.4 / 3.7

JOHNSTOWN

Consolidation Report	12+	25-54	Revenue
Telemedia	15.4 %	15.7 %	%
WGLU-FM, WQKK-FM	15.4 %	15.7 %	%

AM Stations

WJAC	850	10 KW (DA-1)	Full Service	SMN, Westwd	\$16.00	Mc-Guild		
WNTJ	1490	1 KW	New/Talk	CNN, Talknt, WW1	\$11.00	Katz	Dame	
WVSC	990	10 KW/100 W (DA-2)	Country	ABC, SMN	\$10.00	Regional		Somerset

FM Stations

WGLU	92.1	580 W @ 1043	CHR	Source	\$25.00	Christal	Telemedia	
WKYE	95.5	57 KW @ 1059	AC	Westwd	\$30.00	Mc-Guild		
WMTZ	96.5	50 KW @ 489	Country		\$23.00	Katz	Dame	
WQKK	99.1	50 KW @ 500	AOR/Classic		\$17.00	Torbet	Telemedia	Edensburg
WVSC	97.7	3.5 KW @ 430	AC	Westwd, ABC	\$11.00	Regional		
WYSN	101.7	720 W @ 643	Standards	CNN, Westwd	\$16.00	Commercial		Central City
WZGO	105.7	3 KW @ 321	Oldies	SMN	\$12.00	Commercial		Portage

Notes: Other ranked stations -- See Pittsburgh or Altoona

KALAMAZOO

Arbltron Rank: 170 Pop (12+): 190,900	Stations: 24 / 12	Last Year's Revenue: \$8,600,000
MSA Rank: 110 (w/ Battle Creek)	Diaries 717 / 266:1/ 56.1 %	Household Income: \$47,767
MSA Pop: 230,000	Sample Target: 680	Retail Dollars: \$2.6 Bil
DMA # #38 (W/Grand Rapids)	% Below Line: 27.8	#1 Biller: WQLR-F \$1,900,000
Average Person Ratings: 14.5	% Not Listed: 16.6	#1 Billing Portfolio: WKMI/WKFR-F/WRKR-F \$3,500,000
Market TSL In Hours: 19.50	Pop per Station: 15,908	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WBCT -FM	C	31 / 11.2	13.8	9.8	14.7	12.0	327 / 17.1	21.7	20.5	90 / 899	WBCT -FM
2	WKFR -FM	CHR	26 / 9.4	11.9	10.9	10.6	9.6	528 / 27.7	31.5	30.2	52 / 973	C WKFR -FM
3	WRKR -FM	AOR	25 / 9.0	8.9	8.8	8.3	9.6	402 / 21.1	20.3	22.5	50 / 838	C WRKR -FM
4	WQLR -FM	AC	22 / 8.0	5.9	9.5	7.5	10.6	368 / 19.3	16.9	20.8	37 / 568	C WQLR -FM
5	WFAT -FM	CL AOR	20 / 7.2	6.7	6.3	6.4	8.3	322 / 16.9	15.5	15.7	21 / 400	C WFAT -FM
6	WOOD -FM	SAC	16 / 5.8	3.7	6.7	6.0	6.0	262 / 13.7	13.0	18.3	35 / 523	WOOD -FM
7	WKMI -AM	T	13 / 4.7	4.1	7.0	5.3	4.7	158 / 8.3	9.2	10.6	16 / 189	B WKMI -AM
8	WKZO -AM	N/T	12 / 4.3	5.2	4.9	6.8	6.3	279 / 14.6	16.4	18.9	16 / 415	B WKZO -AM
10	WQXC -FM	O	11 / 4.0				0.3	145 / 7.6			17 / 253	WQXC -FM
9	WNWN -FM	C	11 / 4.0	4.8	2.1	4.2	4.7	163 / 8.6	9.6	7.7	59 / 615	B WNWN -FM
	WGRD -FM	AOR-NR	11 / 4.0	4.1	1.8	1.1	1.0	246 / 12.9	12.8	11.0	16 / 464	WGRD -FM

12+ FM Share (Metro): 85.71 % (198 of 231) (Spring 95: 80.93 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKFR-FM >	1 WKFR-FM	1 WRKR-FM	1 WRKR-FM	1 WRKR-FM	1 WBCT-FM >	1 WBCT-FM	1 WBCT-FM	1 WBCT-FM <	1 WOOD-FM	1 WRKR-FM
2 WBCT-FM >	WRKR-FM >	2 WKFR-FM <	2 WBCT-FM	WBCT-FM	2 WQLR-FM	2 WQLR-FM	2 WQLR-FM	2 WRKR-FM	WKFR-FM <	2 WBCT-FM
3 WNTX-FM >	3 WQLR-FM	3 WBCT-FM	3 WKFR-FM <	3 WQLR-FM <	3 WRKR-FM	3 WKFR-FM	3 WKFR-FM <	3 WKFR-FM	3 WRKR-FM	
	WFAT-FM	4 WFAT-FM <	4 WFAT-FM	4 WKFR-FM	WOOD-FM <	WKZO-AM <	4 WRKR-FM	4 WFAT-FM	4 WECT-FM	
	5 WGRD-FM	5 WQLR-FM	WQLR-FM	5 WFAT-FM	5 WKZO-AM	5 WFAT-FM <	5 WKMI-AM	WQLR-FM	5 WFAT-FM	
						6 WRKR-FM	6 WFAT-FM		WNTX-FM >	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKFR-FM >	1 WKFR-FM >	1 WKFR-FM	1 WKFR-FM	1 WBCT-FM	1 WFAT-FM	1 WRKR-FM >	1 WRKR-FM	1 WRKR-FM >	1 WRKR-FM >
2 WRKR-FM >	2 WQLR-FM	2 WQLR-FM	2 WBCT-FM	2 WQLR-FM	WGRD-FM >	2 WGRD-FM	2 WGRD-FM	2 WFAT-FM	2 WFAT-FM
3 WNTX-FM	3 WRKR-FM	3 WRKR-FM >	3 WQLR-FM	3 WKFR-FM >	WRKR-FM	3 WFAT-FM	WKMI-AM >	3 WGRD-FM	3 WBCT-FM
	WBCT-FM >	4 WFAT-FM	4 WOOD-FM	4 WRKR-FM				4 WGRD-FM	4 WKMI-AM
	WQLR-FM	WBCT-FM	WNWN-A	5 WFAT-FM				4 WKFR-FM	
	WFAT-FM	6 WOOD-FM	WFAT-FM >						

Format Performance	AM	FM	Total	%	Spr 95	Metro Share	Cume Rating
AC	0 (0)	24 (2)	24 (2)	10.4 %	14.0 %	0.7 / 2.1	
AOR/Classic/NR	0 (0)	72 (7)	72 (7)	31.2 %	15.8 %	2.5 / 9.6	
Black/Urban	3 (1)	0 (0)	3 (1)	1.3 %	0.0 %	1.1 / 1.3	
CHR	0 (0)	26 (1)	26 (1)	11.3 %	16.7 %	0.7 / 3.1	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		
Country	0 (0)	43 (3)	43 (3)	18.6 %	15.8 %		
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		
News/Talk	28 (4)	0 (0)	28 (4)	12.1 %	15.8 %		
Oldies	0 (0)	13 (2)	13 (2)	5.6 %	9.8 %		
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		
Religion/Gospel	2 (1)	1 (1)	3 (2)	1.3 %	2.3 %		
Soft AC/EZ	0 (0)	16 (1)	16 (1)	6.9 %	8.8 %		
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %		
Standards	3 (1)	0 (0)	3 (1)	1.3 %	0.0 %		
Totals	36 (7)	195 (17)	231 (24)				

Other Rated Stations	Metro Share	Cume Rating
WKPR -AM REL	1420	Kalamazoo
WNTX -FM AOR-NR	92.3	Allegan
WNWN -AM B/AC	1560	Portage
WQSN -AM T	1470	Kalamazoo

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WBCK -AM T	930	Battle Creek
WBXX -FM AC	95.3	Battle Creek
WCUZ -FM C	101.3	Grand Rapids
WFRN -FM REL	104.7	Elkhart, IN
WJXQ -FM AOR	106.1	Jackson
WKLV -FM AOR	94.5	Holland
WLAV -FM CL AOR	96.9	Grand Rapids
WODJ -FM O	107.3	Greenville
WQXC -AM ST	980	Otsego

KALAMAZOO

Consolidation Report	12+	25-54	Revenue
Local - 1 WKFR-FM, WKMI-AM, WRKR-FM	23.1 %	25.8 %	40.7 %
Local - 2 WKZO-AM, WQLR-FM, WQSN-AM	13.0 %	12.0 %	30.8 %
Midwest Commun. WFAT-FM, WNWN-AM, WNWN-FM	12.3 %	10.8 %	19.8 %
	48.4 %	48.6 %	91.3 %

AM Stations

WKMI	1360	5 KW/1 KW (DA-N)	Talk	ABC	\$<20.00	Katz	WKFR-F owner
WKPR	1420	1 KW (DAYS, DA)	Religion		\$10.00	---	Kuiper
WKZO	590	5 KW (DA-N)	News/Talk	CBS, Westwd	\$20.00	Banner	WQLR-F owner
WQSN	1470	800 W/1 KW (DA-N)	Sports	1 On 1	\$10.00	Banner	

FM Stations

WFAT	96.5	3.6 KW @ 259	Oldies-70's	Westwd	\$25.00	Christal	Midwest Comm.	Portage
WKFR	103.3	50 KW @ 483	CHR	Westwd	\$36.00	Katz		Battle Creek
WNWN	98.5	50 KW @ 469	Country		\$21.00	Christal	Midwest Comm.	Coldwater
WQLR	106.5	33 KW @ 600	AC		\$40.00	Banner		
WQXC	100.9	3 KW @ 299	Oldies	AP	NA	---		Otsego
WRKR	107.7	50 KW @ 500	AOR	ABC	\$39.00	Katz	WKFR owner	Portage

Notes: 3/96 WNWN (1560) ceased simulcasting WNWN-F and adopted a Black/AC format

KANSAS CITY

Arbltrn Rank: 26	Pop (12+): 1,349,300	Stations: 26 / 25	Last Year's Revenue: \$53,000,000
MSA Rank: 29		Diaries 2676 / 504:1/55.6 %	Household Income: \$50,024
MSA Pop: 1,670,000		Sample Target: 2,660	Retail Dollars: \$17.2 Bil
DMA #: 32		% Below Line: 0.7	#1 Biller: KCFX-F \$7,800,000
Average Person Ratings: 16.6		% Not Listed: 7.6	#1 Billing Portfolio: Borneville duop \$11,800,000
Market TSL In Hours: 22.00		Pop per Station: 53,972	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WDAF -AM	C/FS	188 / 8.4	7.8	8.4	6.8	7.3	7.8	1944 / 14.4	13.9	14.4	267 / 2844	F WDAF -AM
2 KPRS -FM	B	176 / 7.9	7.9	7.6	7.6	8.1	7.7	1698 / 12.6	13.0	13.0	191 / 1950	E KPRS -FM
3 KFKF -FM	C	172 / 7.7	7.5	7.2	8.4	8.2	7.7	2289 / 17.0	16.7	17.7	199 / 2739	H KFKF -FM
4 KCFX -FM	CL AOR	158 / 7.1	6.2	7.5	6.3	6.2	6.8	2658 / 19.7	24.6	16.9	189 / 3151	H KCFX -FM
5 KBEQ -FM	C	141 / 6.3	5.9	6.9	5.8	5.8	6.2	2167 / 16.1	15.7	14.5	178 / 2925	F KBEQ -FM
6 KQRC -FM	AOR	139 / 6.2	5.6	5.2	5.2	5.3	5.6	2095 / 15.5	12.9	14.2	183 / 2661	E KQRC -FM
7 KMBZ -AM	N/T	116 / 5.2	4.9	6.0	4.9	5.5	5.3	2119 / 15.7	14.7	15.5	126 / 2367	E KMBZ -AM
8 KMXV -FM	CHR	114 / 5.1	4.6	4.0	4.3	4.5	4.5	2344 / 17.4	14.1	14.8	139 / 3050	E KMXV -FM
9 KLTH -FM	SAC	111 / 5.0	5.6	4.0	4.6	5.5	4.8	1676 / 12.4	13.2	13.2	123 / 2024	E KLTH -FM
10 KCMO -FM	O	100 / 4.5	4.9	4.8	5.4	6.3	4.9	1936 / 14.3	15.0	15.2	134 / 2563	E KCMO -FM
11 KCMO -AM	T	86 / 3.8	4.1	3.6	3.6	2.3	3.8	1275 / 9.5	11.3	7.9	111 / 1711	C KCMO -AM
12 KUDL -FM	AC	78 / 3.5	4.0	3.8	4.8	3.9	4.0	1547 / 11.5	12.3	13.6	90 / 1857	E KUDL -FM
13 KCIY -FM	J	75 / 3.3	4.1	5.2	6.2	4.3	4.7	1326 / 9.8	11.8	10.0	81 / 1430	C KCIY -FM
14 KXTR -FM	CL	69 / 3.1	3.3	2.6	3.2	2.9	3.0	997 / 7.4	7.6	8.3	85 / 1200	C KXTR -FM
15 KISF -FM	CHR	59 / 2.6	2.5	2.6	2.3	3.1	2.5	1516 / 11.2	10.3	11.0	83 / 2053	C KISF -FM
16 KFEZ -AM	ST	41 / 1.8	1.9	1.8	2.4	2.3	2.0	566 / 4.2	4.1	4.1	45 / 608	B KFEZ -AM
17 KPRT -AM	G	39 / 1.7	2.1	1.3	1.4	1.7	1.6	497 / 3.7	3.2	3.1	39 / 497	KPRT -AM

12+ FM Share (Metro): 74.09 % (1533 of 2069) (Spring 95: 76.65 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KPRS-FM <	1 KQRC-FM	1 KCFX-FM	1 KCFX-FM	1 KCFX-FM <	1 WDAF-AM >	1 WDAF-AM	1 KCFX-FM <	1 KCFX-FM	1 KQRS-FM >	1 KPRS-FM <
2 KMXV-FM	2 KPRS-FM <	2 KPRS-FM	2 KFKF-FM <	2 KFKF-FM	2 KFKF-FM	2 KFKF-FM	2 KFKF-FM <	2 KFKF-FM <	2 KMBZ-AM <	2 WDAF-AM
3 KQRC-FM >	3 KCFX-FM <	3 KQRC-FM <	3 KPRS-FM <	3 KPRS-FM	3 KMBZ-AM	3 KPRS-FM <	3 WDAF-AM	3 KPRS-FM <	3 KQRC-FM <	3 KQRC-FM <
	4 KBEQ-FM	4 KFKF-FM <	4 KYYS-FM	4 KYYS-FM <	4 KCMO-AM	4 KBEO-FM <	4 KPRS-FM <	4 WDAF-AM	4 KBEO-FM	4 KMXV-FM <
	5 KYYS-FM	5 KBEO-FM	5 KBEO-FM <	5 KBEO-FM <	KLTH-FM <	5 KQRC-FM	5 KLTH-FM <	5 KBEO-FM	KCFX-FM <	5 KCMO-AM <
	KMXV-FM	6 KYYS-FM	6 KQRC-FM	6 KCMO-FM <	KCMO-FM	6 KCFX-FM <	6 KMBZ-AM <	KQRC-FM	6 KMXV-FM	6 KFKF-FM <
	7 KFKF-FM >	7 KMXV-FM	7 KLTH-FM <	7 KQRC-FM	7 KCFX-FM	7 KYYS-FM	7 KCMO-AM <	KMXV-FM	7 KFKF-FM	
		8 KLTH-FM	8 KCMO-FM <	KLTH-FM <			8 KBEO-FM <	8 KLTH-FM		
			9 KMXV-FM	9 WDAF-AM			9 KQRC-FM <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPRS-FM	1 KPRS-FM	1 KPRS-FM	1 KFKF-FM <	1 KFKF-FM	1 KQRC-FM >	1 KQRC-FM	1 KQRC-FM <	1 KCFX-FM <	1 KCFX-FM
KBEO-FM	2 KMXV-FM <	2 KCFX-FM <	2 KPRS-FM	2 KPRS-FM	2 KCFX-FM <	2 KCFX-FM	2 KYYS-FM <	2 KQRC-FM	2 KYYS-FM <
3 KMXV-FM >	3 KBEO-FM	3 KFKF-FM	3 KBEO-FM <	3 KLTH-FM	3 KPRS-FM <	3 KYYS-FM <	3 KCFX-FM >	3 KYYS-FM	3 KQRC-FM <
4 KQRC-FM	4 KFKF-FM	KMXV-FM	4 KMXV-FM <	4 KCFX-FM <	4 KBEO-FM >	4 KBEO-FM <	4 KBEO-FM	4 KPRS-FM <	4 KMBZ-AM <
5 KFKF-FM	5 KCFX-FM	5 KBEO-FM	5 KLTH-FM <	5 WDAF-AM <	5 KISF-FM >	5 KPRS-FM >	5 KPRS-FM	5 KBEO-FM	5 KPRS-FM
6 KISF-FM	6 KQRC-FM <	6 KLTH-FM <	6 KCFX-FM	6 KBEO-FM <	6 KISF-FM <	6 KFKF-FM	6 KFKF-FM	6 KMBZ-AM	6 KBEO-FM
7 KLTH-FM	7 KLTH-FM <	7 KYYS-FM	7 KUDL-FM <	7 KMXV-FM <					7 KFKF-FM <
	8 KYYS-FM	8 KQRC-FM	8 KCMO-FM <	KCMO-FM					8 KCHO-FM
	9 KISF-FM <			9 KUDL-FM					

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Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	78 (1)	78 (1)	3.8 %	4.3 %
AOR/Classic/NR	0 (0)	412 (4)	412 (4)	19.9 %	18.0 %
Black/Urban	0 (0)	176 (1)	176 (1)	8.5 %	8.9 %
CHR	0 (0)	173 (2)	173 (2)	8.4 %	8.3 %
Classical	0 (0)	69 (1)	69 (1)	3.3 %	3.2 %
Country	14 (1)	319 (3)	333 (4)	16.1 %	23.2 %
Full Service	188 (1)	0 (0)	188 (1)	9.1 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	75 (1)	75 (1)	3.6 %	4.7 %
News/Talk	229 (4)	0 (0)	229 (4)	11.1 %	10.4 %
Oldies	0 (0)	100 (1)	100 (1)	4.8 %	6.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	53 (2)	20 (1)	73 (3)	3.5 %	3.7 %
Soft AC/EZ	0 (0)	111 (1)	111 (1)	5.4 %	6.0 %
Sports	11 (1)	0 (0)	11 (1)	0.5 %	0.0 %
Standards	41 (1)	0 (0)	41 (1)	2.0 %	2.5 %
Totals:	536 10	1533 (16)	2069 (26)		

Other Rated Stations					Metro Share	Cume Rating
KBEQ	-AM	T	1030	Blue Springs, MO	0.8	/ 1.7
KCCV	-FM	REL	92.3	Olathe, KS	0.9	/ 2.8
KCCV	-AM	REL	760	Overland Park, KS	0.6	/ 1.9
KCTE	-AM	SPRTS	1510	Independence, MO	0.5	/ 1.1
KMZU	-FM	C	100.7	Carrollton, MO	0.3	/ 0.7
KNHN	-AM	N	1340	Kansas City, KS	0.4	/ 1.8
WHB	-AM	C	710	Kansas City, MO	0.6	/ 2.7

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KLZR	-FM	AOR	105.9	Lawrence, KS	0.7	/ 3.2

Consolidation Report	12+	25-54	Revenue
Bonneville KMBZ-AM, KLTH-FM, KCMO-FM, KCMO-AM	18.4 %	19.2 %	21.1 %
EZ KFKE-FM, KBEQ-FM, KBEQ-AM	14.8 %	15.5 %	20.0 %
Heritage KCIY-FM, KCFX-FM	10.4 %	13.2 %	16.1 %
Regent KUDL-FM, KMXV-FM	8.6 %	8.8 %	12.3 %
	52.2 %	56.7 %	69.5 %

AM Stations

Station	Power	Day	Format	Revenue	Comments	Location
KCCV	760	6 KW	(DAYS, DA)	Religion	\$17.00 ---	Bott
KCMO	810	50 KW/5 KW	(DA-N)	Talk/News	CBS, WW1, ABC \$40.00	Sentry Bonneville
KCTE	1510	10 KW	(DAYS, DA)	Sports	1 On 1 \$16.00	Torbet Independence
KFEZ	1190	5 KW/250 W	(DA-N)	Standards	AP \$20.00	Direct
KMBZ	980	5 KW	(DA-N)	News/Talk	ABC, SBUSA, CBS \$65.00	Sentry Bonneville
KNHN	1340	1 KW		News	CNN, WW1, Talknt \$21.00	---
KPRT	1340	1 KW/47 KW		Gospel	CNN, AURN \$20.00	Eastman
WDAF	610	5 KW		Cntry/Full Svc	ABC \$87.00	Katz Jacor
WHB	710	10 KW/5 KW	(DA-2)	Farm/Cntry	Westwd NA	Mc-Guild

KANSAS CITY

FM Stations

KBEQ	104.3	100 KW @ 987	Country	ABC	\$80.00	Torbet	EZ	
KCFX	101.1	97 KW @ 994	Classic AOR	Westwd	\$115.00	Christal	Heritage	
KCIY	106.5	100 KW @ 981	Jazz		\$55.00	Christal	Heritage	Liberty
KCMO	94.9	100 KW @ 1057	Oldies		\$67.00	CBS	Bonneville	
KKFK	94.1	100 KW @ 995	Country		\$138.00	Eastman	EZ	
KISF	107.3	100 KW @ 1184	CHR/NR		\$30.00	Torbet	SynCom	Lexington
KLTH	99.7	100 KW @ 1010	Soft AC		\$64.00	CBS	Bonneville	
KMXV	93.3	100 KW @ 1056	CHR		\$61.00	MMR	Regent	
KPRS	103.3	100 KW @ 995	Black	AURN, ABC, SMN	\$72.00	Eastman		
KQRC	98.9	100 KW @ 1057	AOR	Westwd, Source	\$69.00	Christal	Journal Co.	Leavenworth, KS
KUDL	98.1	100 KW @ 995	AC	AP	\$70.00	MMR	Regent	
KXTR	96.5	100 KW @ 984	Classical		\$47.00	CMBS		
KYYS	102.1	100 KW @ 1000	AOR		\$84.00	Katz	Jacor	

Notes: 3/96 Citicasters sold the following to Jacor: WDAF for \$17,500,000; KYYS-F for \$18,400,000 . . . 3/96 KISF-F was sold by Meyer to SynCom for \$2,420,000 . . . 8/96 The following stations were sold by EZ to Amer. Radio Systems: KBEQ-AF for \$20,000,000 and KKFK-F for \$39,000,000

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

KNOXVILLE

Arbitron Rank: 69	Pop (12+): 547,400	Stations: 20 / 20	Last Year's Revenue: \$21,500,000
MSA Rank: 81		Diaries 1724 / 318:1/57.8 %	Household Income: \$39,260
MSA Pop: 644,000		Sample Target: 1,690	Retail Dollars: \$7.5 Bil
DMA #: 62		% Below Line: 0	#1 Biller: WIVK-F \$8,000,000
Average Person Ratings: 15.6		% Not Listed: 11.3	#1 Billing Portfolio: Dick duop \$9,600,000
Market TSL In Hours: 20.50		Pop per Station: 27,370	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WIVK -FM	C	209 / 24.5	24.2	24.7	23.7	24.8	24.3	2313 / 42.3	44.4	43.8	358 / 4079	H WIVK -FM
2	WIMZ -FM	AOR/CL	77 / 9.0	10.0	10.0	10.3	10.0	9.8	1124 / 20.5	20.7	21.2	156 / 2042	D WIMZ -FM
3	WMYU -FM	O	73 / 8.6	4.8	5.1	5.6	5.1	6.0	1010 / 18.4	15.7	16.2	125 / 1577	C WMYU -FM
4	WJXB -FM	AC	71 / 8.3	10.4	9.7	9.4	10.6	9.5	1045 / 19.1	20.2	21.5	116 / 1623	E WJXB -FM
5	WWST -FM	CHR	66 / 7.7	7.2	6.0	6.2	6.2	6.8	1054 / 19.2	16.9	18.1	70 / 1163	B WWST -FM
6	WOKI -FM	C	46 / 5.4	5.1	7.6	7.2	7.2	6.3	819 / 15.0	16.4	17.5	114 / 2009	C WOKI -FM
7	WIVK -AM	N/T	45 / 5.3	4.5	5.0	4.8	5.6	4.9	631 / 11.5	11.8	13.7	53 / 804	C WIVK -AM
8	WQBB -FM	ST	32 / 3.8	4.5	4.4	4.7	5.7	4.3	477 / 8.7	8.7	12.5	50 / 598	B WQBB -FM
9	WNOX -FM	B/AC	24 / 2.8	1.5	1.3	1.2	1.4	1.7	299 / 5.5	3.1	3.5	26 / 358	A WNOX -FM
10	WJBZ -FM	REL	20 / 2.3	2.4	3.1	1.9	3.1	2.4	347 / 6.3	6.6	6.7	31 / 467	A WJBZ -FM
11	WNFZ -FM	AOR-NR	18 / 2.1	3.5	2.0	2.5	1.7	2.5	375 / 6.8	8.1	7.9	20 / 433	A WNFZ -FM
12	WGAP -FM	C	15 / 1.8	1.2	0.8	1.5	1.0	1.3	267 / 4.9	3.8	4.1	15 / 284	WGAP -FM
13	WXST -FM	O	13 / 1.5	1.6	1.2	1.7	1.0	1.5	234 / 4.3	5.1	4.4	18 / 300	A WXST -FM
14	WKGN -AM	B	11 / 1.3	1.8	0.7	0.9	0.9	1.2	149 / 2.7	1.9	2.0	11 / 149	A WKGN -AM
15	WRJZ -AM	REL	10 / 1.2	1.1	1.2	1.5	1.0	1.2	172 / 3.1	2.6	4.0	13 / 223	A WRJZ -AM
16	WDLY -FM	C	9 / 1.1	1.3	1.6	1.4	0.7	1.4	161 / 2.9	2.9	2.3	10 / 185	A WDLY -FM

12+ FM Share (Metro): 89.02 % (673 of 756) (Spring 95: 88.49 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WWST-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >
2 WIVK-FM >	2 WWST-FM >	2 WIMZ-FM >	2 WIMZ-FM >	2 WIMZ-FM <	2 WMYU-FM >	2 WIMZ-FM >	2 WMYU-FM <	2 WIMZ-FM <	2 WWST-FM <	2 WJXB-FM >
	WIMZ-FM >	3 WJXB-FM >	3 WJXB-FM <	3 WMYU-FM <	3 WJXB-FM >	3 WJXB-FM <	3 WJXB-FM <	3 WMYU-FM <	3 WIMZ-FM >	3 WWST-FM <
	4 WJXB-FM <	4 WMYU-FM <	4 WMYU-FM >	4 WJXB-FM >	4 WIVK-AM <	4 WMYU-FM >	4 WIMZ-FM >	4 WJXB-FM >	4 WJXB-FM <	4 WIMZ-FM <
	5 WOKI-FM >	5 WWST-FM >	5 WOKI-FM <	5 WOKI-FM >	5 WIMZ-FM >	5 WIVK-AM <	5 WIVK-AM >	5 WWST-FM >	5 WMYU-FM >	
		6 WOKI-FM >	6 WWST-FM >	6 WWST-FM >	6 WQBB-FM >	6 WWST-FM >	6 WWST-FM >	6 WOKI-FM >	6 WOKI-FM >	
						7 WOKI-FM >	7 WOKI-FM >	7 WIVK-AM >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WWST-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIVK-FM >	1 WIMZ-FM >	1 WIVK-FM >	1 WIVK-FM >
2 WIVK-FM >	2 WWST-FM >	2 WWST-FM >	2 WJXB-FM >	2 WJXB-FM >	2 WWST-FM >	2 WIMZ-FM >	2 WIVK-FM >	2 WIMZ-FM >	2 WIMZ-FM >
3 WOKI-FM >	3 WJXB-FM <	WJXB-FM >	3 WWST-FM >	3 WMYU-FM >	3 WIMZ-FM >	3 WWST-FM >	3 WIVK-AM >	3 WMYU-FM >	3 WMYU-FM >
4 WIMZ-FM >	4 WIMZ-FM <	4 WIMZ-FM >	4 WMYU-FM <	4 WIMZ-FM >	4 WNFZ-FM >	4 WNFZ-FM >	4 WWST-FM >	4 WJXB-FM >	4 WJXB-FM <
5 WJXB-FM >	5 WOKI-FM >	5 WOKI-FM >	5 WIMZ-FM >	5 WOKI-FM <	5 WOKI-FM >	5 WOKI-FM >	WJXB-FM >	WOKI-FM >	5 WIVK-AM >
6 WNFZ-FM >	6 WMYU-FM >	6 WMYU-FM >	6 WOKI-FM >	6 WWST-FM >	6 WNOX-FM >	6 WIVK-AM >		WIVK-AM >	
						WJXB-FM >		5 WWST-FM >	

KNOXVILLE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	0 (0)	71 (1)	71 (1)	9.4 %	5.7 %	WGAP	-AM	C	1400	Maryville	0.5	/ 1.2
AOR/Classic/NR	0 (0)	95 (2)	95 (2)	12.6 %	11.3 %	WKXV	-AM	REL	900	Knoxville	0.4	/ 1.4
Black/Urban	11 (1)	24 (1)	35 (2)	4.6 %	2.6 %	WQBB	-AM	EZ	1040	Powell	0.7	/ 1.4
CHR	0 (0)	66 (1)	66 (1)	8.7 %	8.9 %	WUTK	-AM	N	850	Knoxville	0.5	/ 2.1
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Country	4 (1)	279 (4)	283 (5)	37.4 %	38.8 %							
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
News/Talk	49 (2)	0 (0)	49 (2)	6.5 %	7.4 %							
Oldies	0 (0)	86 (2)	86 (2)	11.4 %	1.2 %							
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Religion/Gospel	13 (2)	20 (1)	33 (3)	4.4 %	5.2 %							
Soft AC/EZ	6 (1)	0 (0)	6 (1)	0.8 %	12.0 %							
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Standards	0 (0)	32 (1)	32 (1)	4.2 %	7.0 %							
Totals	83 (7)	673 (13)	756 (20)									

Consolidation Report	12+	25-54	Revenue
Dick WXVO-FM, WUTK-AM, WVK-FM, WIVK-AM	30.3 %	28.0 %	44.7 %
Heritage WWST-FM, WMYU-FM	16.3 %	13.9 %	12.5 %
Local WOKI-FM, WNFZ-FM	7.5 %	7.4 %	10.2 %
South Central WJXB-FM, WIMZ-FM, WIMZ-AM	17.3 %	23.0 %	29.3 %
	71.4 %	72.3 %	96.7 %

AM Stations

WIMZ	1240	1 KW	See WIMZ-F				
WIVK	990	10 KW (DA-N)	News/Talk	ABC, BRN, Westwd	\$37.00	Katz	Dick
WKGN	1340	1 KW	Black	AURN	\$19.00	---	
WRJZ	620	5 KW (DA-N)	Religion	USA	NA	Salem	

FM Stations

WDLY	105.5	530 W @ 1056	Country	CBS	NA	---	Gatlinburg
WGAP	95.7	3 KW @ 328	Country	AP, SMN	NA	Regional	Maryville
WIMZ	103.5	100 KW @ 1722	AOR/Classic	Source	\$70.00	D & R	South Central
WIVK	107.7	91 KW @ 2054	Country	ABC	\$156.00	Katz	Dick
WJBZ	96.3	2.9 KW @ 479	Religion	<\$20.00	---		Seymour
WJXB	97.5	100 KW @ 1296	AC		NA	D & R	South Central
WMYU	102.1	15 KW @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman	Heritage
WNFZ	94.3	2.5 KW @ 515	AOR-New Rock		NA	Torbet	WOKI owner
WNOX	99.1	6 KW @ 325	Black		NA	---	Loudon
WOKI	100.3	100 KW @ 2000	Country	ABC, CBS	\$44.00	Torbet	Oak Ridge
WQBB	104.5	2.8 KW @ 486	Standards	CNN	<\$20.00	Roslin	
WWST	93.1	2.4 KW @ 512	CHR	AP	\$20.00	Eastman	Heritage
WXST	105.3	6 KW @ 328	Oldies	SMN	NA	---	Loudon

Notes: 3/96 WUTK sold by Univ. of Tenn. to Dick (D) for \$200,000 . . . 3/96 WUTK changed to WIOL, but remained News . . . 4/96 WMYU-F shifts from 70's Oldies to Oldies . . . 6/96 WXVO-F (98.7; Oliver Springs; Country) sold by Phillips to Dick (D) for \$1,500,000

LAFAYETTE, IN

Arbitron Rank: 228 Pop (12+): 115,400	Stations: 16 / 10	Last Year's Revenue: \$5,400,000
MSA Rank: 214	Diarles 968 / 119:1 / 58.7 %	Household Income: \$43,791
MSA Pop: 169,000	Sample Target: 960	Retail Dollars: \$1.5 Bil
DMA #: 196	% Below Line: 14.2	#1 Biller: NA
Average Person Ratings: 12.8	% Not Listed: 14.2	#1 Billing Portfolio: NA
Market TSL in Hours: 17.75	Pop per Station: 11,540	NA

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WKOA -FM	C	25 / 16.9	16.5	19.5	13.8	20.5	299 / 25.9	25.4	28.9	76 / 787	WKOA -FM
2	WKHY -FM	AOR	21 / 14.2	12.2	14.8	16.4	13.5	318 / 27.6	29.1	29.4	34 / 474	WKHY -FM
3	WAZY -FM	CHR	17 / 11.5	13.7	12.1	13.2	10.9	332 / 28.7	33.9	31.3	30 / 589	WAZY -FM
4	WASK -AF	N/T	16 / 10.8	11.6	6.7	9.2	9.0	237 / 20.5	13.0	14.2	19 / 322	WASK -AF
5	WGLM -FM	AC	13 / 8.8	10.1	9.4	9.9	12.8	233 / 20.2	19.6	18.8	21 / 317	WGLM -FM
6	WFBQ -FM	T/AOR	7 / 4.7	4.3	4.0	5.3	3.8	154 / 13.3	16.5	15.2	20 / 351	WFBQ -FM
	WEZV -FM	EZ	7 / 4.7	5.0	5.4	7.9	5.1	113 / 9.8	9.8	8.4	8 / 145	WEZV -FM
8	WRZX -FM	AOR-NR	5 / 3.4	0.7		2.6	1.3	94 / 8.1	6.8		7 / 157	WRZX -FM
	WNJY -FM	O	5 / 3.4	1.4	2.0			90 / 7.8	7.7	7.0	15 / 255	WNJY -FM
10	WGDB -FM	C	4 / 2.7	4.3	2.7	2.0		116 / 10.1	10.5	9.5	14 / 222	WGDB -FM

12+ FM Share (Metro): 89.76 % (114 of 127) (Spring 95: %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKOA-FM >	1 WKHY-FM	1 WKHY-FM	1 WKOA-FM	1 WKOA-FM	1 WASK-AF	1 WKOA-FM <	1 WKOA-FM <	1 WKHY-FM <	1 WKOA-FM <	1 WKOA-FM >
2 WAZY-FM >	2 WAZY-FM	2 WKOA-FM	2 WKHY-FM	2 WKHY-FM	2 WKOA-FM	2 WASK-AF	2 WKHY-FM	2 WKOA-FM	2 WKHY-FM	
	3 WKOA-FM >>	3 WAZY-FM	WGLM-FM >	WGLM-FM	3 WGLM-FM >	3 WKHY-FM	3 WASK-AF	3 WAZY-FM >	3 WAZY-FM	
	4 WFBQ-FM	4 WGLM-FM >	4 WAZY-FM	4 WAZY-FM		4 WFBQ-FM	4 WAZY-FM	4 WGLM-FM	4 WASK-AF	
			5 WASK-AF	5 WASK-AF >		WAZY-FM <				
						6 WGLM-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKHY-FM	1 WAZY-FM	1 WAZY-FM	1 WKOA-FM	1 WKOA-FM	1 WKHY-FM >	1 WKHY-FM >	1 WKHY-FM >	1 WKHY-FM >>	1 WKHY-FM >
2 WAZY-FM	WKOA-FM	WKOA-FM >	2 WKHY-FM	2 WGLM-FM	2 WAZY-FM	2 WAZY-FM	2 WAZY-FM	2 WKOA-FM	2 WKOA-FM
WKOA-FM >	WKHY-FM >	3 WKHY-FM >	3 WAZY-FM	3 WAZY-FM	3 WKOA-FM >	3 WKOA-FM	WFBQ-FM >	WAZY-FM	WGLM-FM
4 WGLM-FM >			WGLM-FM >	4 WASK-AF	4 WFBQ-FM	4 WFBQ-FM >		4 WFBQ-FM	
				WKHY-FM >	WGDB-FM >				

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	15 (2)	15 (2)	11.8 %	
AOR/Classic/NR	0 (0)	33 (3)	33 (3)	26.0 %	
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	
CHR	0 (0)	17 (1)	17 (1)	13.4 %	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	
Country	0 (0)	29 (2)	29 (2)	22.8 %	
Full Service	2 (2)	0 (0)	2 (2)	1.6 %	
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	
News/Talk	10 (2)	8 (1)	18 (3)	14.2 %	
Oldies	0 (0)	5 (1)	5 (1)	3.9 %	
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.8 %	
Soft AC/EZ	0 (0)	7 (1)	7 (1)	5.5 %	
Sports	0 (0)	0 (0)	0 (0)	0.0 %	
Standards	0 (0)	0 (0)	0 (0)	0.0 %	
Totals	13 (5)	114 (11)	127 (16)		

Other Rated Stations				Metro Share	Cume Rating
WCFY -AM	REL	1410	Lafayette	0.7	/ 2.8
WSHW -FM	AC	99.7	Frankfort	1.3	/ 6.6

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WGN -AM	FS/T	720	Chicago	0.7	/ 1.6
WIBC -AM	FS/T	1070	Indianapolis	0.7	/ 2.9
WLS -AM	T	890	Chicago	1.3	/ 3.1

LAFAYETTE, IN

Consolidation Report	12+	25-54	Revenue
Schurz WASK-AM, WASK-FM, WKOA-FM	27.7 %	25.7 %	%
University WAZY-FM, WGBD-FM	14.2 %	12.9 %	%
	41.9 %	38.6 %	%

AM Stations

WASK	1450	1 KW	News/Talk	Westwd	\$16.00	Banner	Schurz
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FM Stations

WASK	98.7	4.4 KW @ 384	New/Talk	Westwd	NA	Banner	Schurz	Battleground
WAZY	96.5	50 KW @ 500	CHR	ABC	\$26.00	Christal	University	
WEZV	95.3	2.45 KW @ 518	Easy Listening	CNN	\$14.00	---	Bomar	Brookston
WGBD	95.7	3.1 KW @ 430	Country		\$13.00	Christal	University	Attica
WGLM	106.7	6 KW @ 328	AC	AP, CNN	\$20.00	---		W. Lafayette
WKHY	93.5	6 KW @ 246	AOR	AP	\$24.00	Katz		
WKOA	105.3	50 KW @ 308	Country	ABC	\$31.00	Banner	Schurz	

Notes: WFBQ-F -- See Indianapolis

LAFAYETTE, LA

Arbltron Rank: 97 Pop (12+): 384,000	Stations: 36 / 26	Last Year's Revenue: \$10,200,000
MSA Rank: 131	Diaries 1190 / 323:1/ 50.9 %	Household Income: \$31,818
MSA Pop: 366,000	Sample Target: 1,190	Retail Dollars: \$3.2 Bil
DMA #: 121	% Below Line: 12.2	#1 Biller: KTDY-F \$2,000,000
Average Person Ratings: 18.8	% Not Listed: 7.9	#1 Billing Portfolio:
Market TSL In Hours: 25.25	Pop per Station: 14,769	Galloway duop \$2,600,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	KSMB -FM	CHR	74 / 10.3	10.2	10.6	8.0	8.6	1031 / 26.8	27.4	25.9	87 / 1253	C	KSMB -FM
2	KXKC -FM	C	72 / 10.0	11.0	13.8	13.5	10.4	854 / 22.2	24.1	23.8	74 / 934	C	KXKC -FM
3	KMDL -FM	C	50 / 6.9	6.9	5.7	6.6	8.2	765 / 19.9	19.8	15.9	51 / 787	C	KMDL -FM
4	KTDY -FM	AC	38 / 5.3	6.7	6.9	6.6	7.3	543 / 14.2	15.8	17.1	41 / 596	D	KTDY -FM
5	KJCB -AM	G/B	37 / 5.1	6.0	5.8	6.5	4.3	352 / 9.2	11.9	12.0	42 / 390	A	KJCB -AM
6	KNEK -FM	B	33 / 4.6	5.5	4.2	2.5	4.7	518 / 13.5	13.3	8.7	38 / 596	A	KNEK -FM
	KPEL -AF	N/T	33 / 4.6	3.7	3.5	3.0	5.4	332 / 8.6	11.8	6.9	34 / 345	B	KPEL -AF
8	KFTE -FM	CL AOR	31 / 4.3	3.1	2.5	3.3	1.2	374 / 9.7	8.7	7.4	31 / 374	A	KFTE -FM
9	KRRQ -FM	B	28 / 3.9					298 / 7.8			31 / 340		KRRQ -FM
	KFXZ -FM	B/O	28 / 3.9	5.5	6.3	6.9	2.7	403 / 10.5	13.2	14.9	29 / 419	B	KFXZ -FM
11	WTGE -FM	AOR-NR	25 / 3.5	3.7	3.1	3.2	6.3	454 / 11.8	10.2	11.3	29 / 538		WTGE -FM
12	WYNK -FM	C	24 / 3.3	5.4	4.5	6.5	7.8	464 / 12.1	15.7	14.3	43 / 743		WYNK -FM
13	KSIG -AF	ST	23 / 3.2	2.6	0.9	1.1		346 / 9.0	5.5	4.5	25 / 418	A	KSIG -AF
14	KAJN -FM	REL	22 / 3.1	3.1	3.0	2.9	3.1	260 / 6.8	7.4	6.5	30 / 466	A	KAJN -FM
15	KROF -FM	O	20 / 2.8	1.4	1.5	1.7	0.8	269 / 7.0	4.9	4.9	24 / 298	A	KROF -FM
16	KVOL -FM	B/AC	19 / 2.6	3.5	4.8	4.0	6.1	356 / 9.3	11.5	11.1	19 / 377	B	KVOL -FM
17	WGGZ -FM	O-70S	16 / 2.2	0.9	1.5	1.0	1.8	259 / 6.8	6.0	4.8	29 / 349		WGGZ -FM
18	KROF -AM	O	15 / 2.1	1.8	1.2	1.8	1.2	160 / 4.2	2.9	2.7	19 / 199	A	KROF -AM

12+ FM Share (Metro): 84.04 % (558 of 664) (Spring 95: 85.00 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KSMB-FM >	1 KSMB-FM >	1 KSMB-FM	1 KXKC-FM	1 KXKC-FM	1 KXKC-FM	1 KSMB-FM	1 KXKC-FM	1 KXKC-FM <	1 KSMB-FM	1 KSMB-FM >
2 KXKC-FM	2 KXKC-FM >	2 KXKC-FM	2 KSMB-FM	2 KSMB-FM <	2 KMDL-FM	2 KXKC-FM	2 KSMB-FM	2 KSMB-FM	2 KXKC-FM	2 KXKC-FM
KRRQ-FM	3 KFTE-FM	3 KMDL-FM	3 KMDL-FM	3 KMDL-FM	KPEL-AF <	3 KMDL-FM	3 KPEL-AF	3 KMDL-FM >	KRRQ-FM	KRRQ-FM
	4 KMDL-FM	4 KTDY-FM	4 KTDY-FM <	4 KTDY-FM	4 KJCB-AM	4 KJCB-AM	4 KMDL-FM <	4 KFTE-FM <	4 KNEK-FM	
	KTDY-FM <	5 KFTE-FM	5 KFTE-FM	5 KFTE-FM	5 KSIG-AF	5 KTDY-FM	5 KTDY-FM	5 KTDY-FM	5 KVOL-FM	
	6 WTGE-FM					6 KPEL-AF <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KSMB-FM >	1 KSMB-FM <	1 KXKC-FM >	1 KXKC-FM <	1 KXKC-FM	1 KSMB-FM >	1 KSMB-FM >	1 KSMB-FM	1 KSMB-FM	1 KXKC-FM <
2 KXKC-FM	2 KXKC-FM >	2 KSMB-FM	2 KSMB-FM	2 KTDY-FM	2 WTGE-FM	2 WTGE-FM	2 WTGE-FM	2 KXKC-FM	2 KSMB-FM
3 KFTE-FM	3 KFTE-FM	3 KMDL-FM	3 KTDY-FM	3 KMDL-FM <	KXKC-FM >	3 KXKC-FM	3 KFTE-FM	WTGE-FM	3 KMDL-FM
	KMDL-FM	KFTE-FM	4 KMDL-FM	4 KSMB-FM	KNEK-FM	4 KNEK-FM	KXKC-FM	KMDL-FM >	4 KFTE-FM
	5 KTDY-FM	5 KTDY-FM	5 KFTE-FM	5 KJCB-AM	KTDY-FM	KTDY-FM	5 KTDY-FM	3 KFTE-FM	5 WTGE-FM <
					KFTE-FM				6 KPEL-AF

LAFAYETTE, LA

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	4 (1)	41 (2)	45 (3)	6.8 %	7.7 %	KACY -AM SPRTS 1520 Lafayette	0.3	/ 1.3
AOR/Classic/NR	0 (0)	62 (4)	62 (4)	9.4 %	5.5 %	KANE -AM AC 1240 New Iberia	0.6	/ 1.5
Black/Urban	9 (1)	110 (5)	119 (6)	17.9 %	23.5 %	KCRL -FM C 106.7 Rayne	1.1	/ 2.4
CHR	0 (0)	81 (3)	81 (3)	12.2 %	14.2 %	KDEA -FM SAC 93.7 New Iberia	0.7	/ 4.1
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KJJB -FM O 105.5 Eunice	0.4	/ 1.9
Country	8 (1)	154 (4)	162 (5)	24.4 %	28.3 %	KNEK -AM E 1190 Washington	1.0	/ 2.1
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KNIR -AM ST 1360 New Iberia	1.0	/ 1.2
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KSIG -FM ST 102.1 Crowley	2.2	/ 7.3
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KSIG -AM ST 1450 Crowley	1.0	/ 2.5
News/Talk	10 (2)	27 (1)	37 (3)	5.6 %	4.0 %	KSLO -AM C 1230 Opelousas	1.1	/ 2.5
Oldies	15 (1)	39 (3)	54 (4)	8.1 %	7.5 %	KVOL -AM B/O 1330 Lafayette	1.2	/ 3.9
Others/Unknown	7 (1)	0 (0)	7 (1)	1.1 %	0.0 %			
Religion/Gospel	37 (1)	22 (1)	59 (2)	8.9 %	5.3 %			
Soft AC/EZ	0 (0)	5 (1)	5 (1)	0.8 %	0.0 %			
Sports	2 (1)	0 (0)	2 (1)	0.3 %	0.5 %			
Standards	14 (2)	16 (1)	30 (3)	4.5 %	1.3 %			
Totals	106	11	557 (25)	663 (36)				

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KHLA -FM AC 99.5 Lake Charles	0.4	/ 1.1
KHOM -FM CHR 104.1 Houma	0.7	/ 2.1
KQXL -FM B 106.5 New Roads	0.3	/ 2.2
KZMZ -FM CL AOR 96.9 Alexandria	0.3	/ 1.9
WCKW -FM AOR 92.3 La Place	0.6	/ 4.8
WFMF -FM CHR 102.5 Baton Rouge	0.3	/ 3.2
WWL -AM N/T 870 New Orleans	0.6	/ 1.0

Consolidation Report	12+	25-54	Revenue
Galloway	9.9 %	10.7 %	25.2 %
KPEL-AM, KPEL-FM, KTDY-FM			
Local - 1	4.5 %	5.5 %	7.8 %
KDEA-FM, KVOL-AM, KVOL-FM			
Local - 2	11.2 %	13.8 %	13.6 %
KFTE-FM, KMDL-FM			
	25.6 %	30.0 %	46.6 %

AM Stations

KJCB	770	1 KW/500 W (DA-N)	Gospel/Black	AURN	\$10.00	K&P	
KPEL	1420	1 KW/750 W (DA-N)	See KPEL-FM				
KROF	960	1 KW	Country		NA	---	Abbeville
KVOL	1330	5 KW/1 KW (DA-N)	Black Oldies	SMN, Westwd	NA	D&R	Powell

FM Stations

KAJN	102.9	100 KW @ 1500	Religion/Gospel	USA, CNN	\$10.00	---	Crowley
KFTE	96.5	22.5 KW @ 328	Oldies-70's	AP	NA	Banner	Breaux Bridge
KFXZ	106.3	2.6 KW @ 495	Black Oldies	ABC	\$15.00	D&R	Citywide
KMDL	97.3	48 KW @ 502	Country	AP	\$22.00	Banner	Kaplan
KNEK	104.7	25 KW @ 328	Black		NA	K&P	Washington
KPEL	107.7	10 KW @ 469	Talk	CBS, Westwd	\$16.00	Christal	Galloway
KROF	105.1	25 KW @ 292	Oldies		NA	---	Abbeville
KRRQ	96.5	50 KW @ 443	Black	ABC	NA	---	
KSMB	94.5	100 KW @ 1077	CHR	ABC, Source	\$25.00	Banner	
KTDY	99.9	100 KW @ 984	AC		\$20.00	Christal	Galloway
KVOL	105.9	3.4 KW @ 433	Black/AC	SMN	\$14.00	D&R	Powell
KXKC	99.1	100 KW @ 984	Country		\$45.00	Katz	New Iberia

Notes: WGGZ-F, WTGE-F, WYNK-F -- See Baton Rouge . . . 3/96 KFXZ-F changed from Black to Black Oldies . . . 3/96 KRRQ-F comes on air with Black format . . . 7/96 KVOL-AF/KDEA-F sold by Cavaness to Powell (D+) for \$3,500,000

LAKELAND

Arbitron Rank: 104 **Pop (12+):** 370,200
MSA Rank:
MSA Pop: NA
DMA # Tampa (#15)
Average Person Ratings: 16.6
Market TSL In Hours: 22.25

Stations: 36 / 7
Diaries 794 / 466:1/ 50.8 %
Sample Target: 810
% Below Line: 53.3
% Not Listed: 17.1
Pop per Station: 52,886

Last Year's Revenue: NA
Household Income: \$34,825
Retail Dollars: \$3.5 Bil
#1 Biller: WPCV-F \$NA
#1 Billing Portfolio: WLKF/WONN/WPCV-F \$NA

12+ Metro	Format	1/4	Share	Fal 95	Spq 95	Fal 94	Spq 94	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level
1	WPCV -FM	C	110 / 17.9	21.7	23.6	21.1	17.5	1154 / 31.2	31.0	35.5	138 / 1422	WPCV -FM
2	WFLZ -FM	CHR	47 / 7.7	4.8	6.5	7.7	7.5	656 / 17.7	18.4	17.3	57 / 796	WFLZ -FM
3	WDUV -FM	EZ/ST	33 / 5.4	2.0	0.7			382 / 10.3	4.6	2.4	49 / 497	WDUV -FM
4	WONN -AM	ST	20 / 3.3	3.4	3.3	2.1	2.5	268 / 7.3	6.3	5.8	20 / 268	WONN -AM
	WWRM -FM	SAC	20 / 3.3	6.7	5.4	5.5	3.3	338 / 9.1	12.2	11.4	22 / 390	WWRM -FM
6	WSJT -FM	J	18 / 2.9	2.9	5.6	9.1	8.8	321 / 8.7	10.1	13.2	21 / 365	WSJT -FM
7	WXTB -FM	AOR	17 / 2.8	1.5	1.3	1.1	2.2	277 / 7.5	4.6	4.8	17 / 277	WXTB -FM
8	WJHM -FM	B	16 / 2.6	2.0	2.7	1.4	2.7	220 / 5.9	5.2	6.1	16 / 220	WJHM -FM
9	WHPT -FM	AOR-P	15 / 2.4	3.1	3.4	2.9	3.5	229 / 6.2	7.5	8.6	22 / 305	WHPT -FM
10	WLKF -AM	T	14 / 2.3	1.5	2.2	2.3	2.2	201 / 5.4	4.2	5.3	14 / 209	WLKF -AM
	WOCL -FM	O	14 / 2.3	2.9	2.0	2.5	1.7	248 / 6.7	8.2	6.9	14 / 248	WOCL -FM
	WHNR -AM	B	14 / 2.3	1.7	2.2	0.9	0.7	205 / 5.5	4.6	2.2	14 / 205	WHNR -AM

12+ FM Share (Metro): 81.53 % (415 of 509) (Spring 95: 81.60 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFLZ-FM >	1 WPCV-FM	1 WPCV-FM >	1 WPCV-FM >	1 WPCV-FM >	1 WPCV-FM >	1 WPCV-FM >	1 WPCV-FM >	1 WPCV-FM >	1 WPCV-FM >	1 WPCV-FM >
2 WJHM-FM	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >
3 WPCV-FM >	3 WXTB-FM	3 WXTB-FM	3 WHPT-FM <	3 WHPT-FM <	3 WHPT-FM <	3 WDUV-FM	3 WFLZ-FM >	3 WDUV-FM	3 WJHM-FM >	3 WQYK-AM >
	4 WHTQ-FM	4 WHPT-FM	4 WWRM-F			4 WONN-AM >				
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 WFLZ-FM	1 WFLZ-FM >	1 WFLZ-FM	1 WPCV-FM >	1 WPCV-FM >	1 WFLZ-FM	1 WPCV-FM	1 WPCV-FM	1 WPCV-FM >	1 WPCV-FM >>	
2 WPCV-FM	WPCV-FM >	WPCV-FM >	2 WFLZ-FM >	2 WFLZ-FM >	WPCV-FM	2 WFLZ-FM >	2 WFLZ-FM	2 WFLZ-FM >	2 WFLZ-FM >	
3 WXTB-FM >	3 WXTB-FM	3 WWRM-F >	3 WHPT-FM	3 WHNR-AM	3 WJRR-FM >	3 WXTB-FM	3 WXTB-FM	3 WXTB-FM	3 WXTB-FM	
	4 WWRM-F		WHNR-AM			4 WHTQ-FM >	4 WHTQ-FM >	4 WHTQ-FM	4 WHPT-FM	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	23 (3)	23 (3)	4.5 %	3.5 %
AOR/Classic/NR	0 (0)	64 (6)	64 (6)	12.6 %	12.1 %
Black/Urban	25 (2)	22 (2)	47 (4)	9.2 %	3.2 %
CHR	0 (0)	59 (2)	59 (2)	11.6 %	9.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	138 (4)	138 (4)	27.1 %	34.4 %
Full Service	2 (1)	0 (0)	2 (1)	0.4 %	3.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	18 (1)	18 (1)	3.5 %	0.0 %
News/Talk	28 (3)	6 (1)	34 (4)	6.7 %	8.2 %
Oldies	5 (1)	26 (3)	31 (4)	6.1 %	4.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	8 (1)	0 (0)	8 (1)	1.6 %	1.5 %
Soft AC/EZ	0 (0)	26 (2)	26 (2)	5.1 %	14.9 %
Sports	6 (2)	0 (0)	6 (2)	1.2 %	1.1 %
Standards	20 (1)	33 (1)	53 (2)	10.4 %	3.9 %
Totals	94 11	415 (25)	509 (36)		

Other Rated Stations	Metro Share	Cume Rating
WTWB -AM G	1570	Auburndale 1.3 / 2.4
WWAB -AM B	1330	Lakeland 1.8 / 3.6
WWBF -AM O	1130	Bartow 0.8 / 2.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCFB -FM UAC	94.5	Daytona Beach 1.0 / 2.1
WCOF -FM O-70S	107.3	St. Petersburg 1.1 / 2.6
WDBO -AM FS	580	Orlando 0.3 / 1.5
WDIZ -FM AOR	100.3	Orlando 1.6 / 5.1
WFLA -AM T	970	Tampa 1.5 / 2.4
WFNS -AM SPRTS	910	Sports 0.3 / 2.3
WHTQ -FM CL AOR	96.5	Oriando 2.1 / 5.6
WJRR -FM AOR-NR	101.1	Cocoa Beach 1.1 / 4.5
WMGF -FM SAC	107.9	Mt. Dora 1.0 / 2.3
WMMO -FM AC/AOR	98.9	Orlando 0.3 / 1.5
WMTX -FM AC	95.7	Clearwater 1.0 / 2.4
WOMX -FM AC/CHR	105.1	Orlando 1.6 / 4.3
WQYK -AM T	1010	Seffner 0.8 / 2.5
WQYK -FM C	99.5	St. Petersburg 1.5 / 6.1
WRBQ -FM C	104.7	Tampa 2.0 / 7.2
WSUN -AM SPRTS	620	St. Petersburg 0.7 / 1.4
WTKS -FM T	104.1	Cocoa Beach 1.0 / 3.8

Consolidation Report	12+	25-54	Revenue
Hall	23.5 %	18.6 %	%
WLKF-AM, WONN-AM, WPCV-FM			
	23.5 %	18.6 %	%

AM Stations

WHNR	1360	5 KW/2.5 KW (DA-2)	Black	CBS, Westwd	NA ---		Cypress Gardens
WLKF	1430	5 KW/1 KW	Talk	Talknt, ABC	\$17.00	Banner	Hall
WONN	1230	1 KW	Standards	Westwd, CNN	\$20.00	D&R	Hall

FM Stations

WPCV	97.5	100 KW @ 1016	Country	Westwd	\$83.00	D&R	Hall
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Notes: Other ranked stations - See Tampa or Orlando . . . 3/96 WSIR changed format from AC to Hispanic . . . 7/96 WLKF sold by Root to Hall (D) for \$550,000 (Raymond)

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

LANCASTER

Arbltron Rank: 107 Pop (12+): 365,600
 MSA Rank: 109
 MSA Pop: 448,000
 DMA # 44 (w/Harrisbg. & York)
 Average Person Ratings: 16.2
 Market TSL In Hours: 21.50

Stations: 31 / 7
 Dlaries 831 / 62 :1/64.8 %
 Sample Target: 810
 % Below Line: 48.4
 % Not Listed: 13.7
 Pop per Station: 192,757

Last Year's Revenue: \$8,700,000
 Household Income: \$51,502
 Retail Dollars: \$4.0 Bil
 #1 Biller: WIOV-F \$3,300,000
 #1 Billing Portfolio: Brill (WIOV-F) \$3,300,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WLAN -FM	CHR	56 / 9.4	7.5	6.7	8.5	7.0	899 / 24.6	21.4	22.5	70 / 1244	C
2	WARM -FM	AC	55 / 9.3	7.2	6.9	6.2	6.9	637 / 17.4	16.7	15.1	116 / 1334	C
3	WROZ -FM	SAC	52 / 8.8	9.5	9.9	10.6	10.4	777 / 21.2	21.9	20.0	82 / 1253	D
4	WIOV -FM	C	51 / 8.6	9.1	9.7	13.6	10.4	790 / 21.6	20.9	18.5	63 / 996	E
5	WDAC -FM	REL	45 / 7.6	8.5	5.2	7.7	6.9	485 / 13.3	13.5	12.0	60 / 684	D
6	WQXA -FM	AOR-NR	32 / 5.4	2.8	2.1	1.0	0.8	621 / 17.0	8.4	6.5	66 / 1245	
7	WRVV -FM	AC/AOR	30 / 5.1	4.2	4.9	3.8	4.2	521 / 14.3	9.4	13.7	58 / 943	
8	WEGK -FM	CL AOR	25 / 4.2	4.7	4.7	2.9	5.2	485 / 13.3	9.6	11.4	47 / 920	
9	WRKZ -FM	C	23 / 3.9	7.2	4.9	5.8	7.0	480 / 13.1	14.3	11.4	96 / 1289	
10	WHP -AM	FS	20 / 3.4	2.8	1.7	2.7	2.9	289 / 7.9	7.8	5.7	36 / 537	
11	WNCE -FM	EZ/ST	15 / 2.5	1.7	3.0	2.2	2.0	200 / 5.5	3.7	4.1	25 / 364	
12	WRFY -FM	CHR	13 / 2.2	3.6	1.7	1.8	3.2	286 / 7.8	7.1	5.6	15 / 322	
13	WWWL -FM	O	12 / 2.0	1.5	3.2	2.6	3.0	173 / 4.7	5.4	8.0	32 / 490	
14	WTPA -FM	AOR	11 / 1.9	1.1	1.5	1.3	2.2	262 / 7.2	5.2	6.2	34 / 674	
15	WNZT -AM	T	10 / 1.7	2.1	2.1	2.6		60 / 1.7	2.5	1.5	11 / 68	A
16	WLAN -AM	ST	9 / 1.5	1.5	0.9	0.5		144 / 3.9	5.6	4.5	9 / 163	A

12+ FM Share (Metro): 87.89 % (450 of 512) (Spring 95: 88.71 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WLAN-FM >	1 WLAN-FM	1 WARM-FM	1 WARM-FM	1 WARM-FM	1 WARM-FM <	1 WLAN-FM	1 WROZ-FM	1 WARM-FM	1 WDAC-FM	1 WIOV-FM
2 WQXA-FM >	2 WQXA-FM >	WLAN-FM >	2 WLAN-FM	2 WROZ-FM <	2 WDAC-FM <	2 WARM-FM <	2 WARM-FM	2 WIOV-FM	WLAN-FM	2 WROZ-FM
3 WROZ-FM	3 WROZ-FM	3 WIOV-FM	WROZ-FM <	3 WIOV-FM <	3 WIOV-FM	3 WIOV-FM <	3 WLAN-FM	WLAN-FM <	3 WQXA-FM	3 WLAN-FM
	WARM-FM <	WROZ-FM	4 WIOV-FM	4 WLAN-FM	WROZ-FM >	4 WROZ-FM <	4 WIOV-FM	4 WROZ-FM <	WIOV-FM	4 WQXA-FM
5 WIOV-FM	5 WIOV-FM	5 WRVV-FM	5 WRVV-FM	5 WRVV-FM		5 WDAC-FM >	5 WRVV-FM <	5 WDAC-FM	5 WARM-FM	WDAC-FM >
	WRVV-FM <	WQXA-FM	WEGK-FM	WEGK-FM		6 WDAC-FM				
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WLAN-FM >	1 WLAN-FM >	1 WLAN-FM >	1 WARM-FM	1 WARM-FM <		1 WLAN-FM >	1 WQXA-FM	1 WQXA-FM >	WQXA-FM	1 WEGK-FM
2 WQXA-FM	2 WARM-FM	2 WROZ-FM	2 WLAN-FM	2 WROZ-FM		2 WRVV-FM	2 WLAN-FM >	2 WLAN-FM	1 WLAN-FM	WIOV-FM <
WARM-FM >	3 WROZ-FM	3 WRVV-FM	3 WROZ-FM	3 WLAN-FM		WQXA-FM >	3 WIOV-FM	3 WEGK-FM	WEGK-FM	3 WARM-FM <
4 WRVV-FM	WARM-FM	4 WIOV-FM	4 WIOV-FM	4 WIOV-FM		4 WIOV-FM	WRVV-FM	4 WIOV-FM	3 WIOV-FM	4 WQXA-FM
WQXA-FM	5 WIOV-FM	5 WRVV-FM	5 WRVV-FM	5 WRVV-FM		WTPA-FM	WEGK-FM	WRFY-FM	WRVV-FM >	5 WLAN-FM
	WEGK-FM					WEGK-FM >		WTPA-FM	5 WARM-FM	WRVV-FM >
								WROZ-FM		WROZ-FM

LANGASTER

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	57 (2)	57 (2)	11.2 %	18.1 %	WLPA -AM SPRTS 1490 Lancaster	0.3	/ 2.3
AOR/Classic/NR	0 (0)	101 (5)	101 (5)	19.9 %	9.6 %			
Black/Urban	0 (0)	2 (1)	2 (1)	0.4 %	0.5 %			
CHR	0 (0)	79 (5)	79 (5)	15.6 %	12.9 %			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	0 (0)	74 (2)	74 (2)	14.6 %	18.4 %			
Full Service	23 (2)	0 (0)	23 (2)	4.5 %	3.3 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	13 (2)	3 (1)	16 (3)	3.1 %	5.4 %			
Oldies	0 (0)	18 (2)	18 (2)	3.5 %	4.9 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	6 (1)	45 (1)	51 (2)	10.0 %	9.6 %			
Soft AC/EZ	0 (0)	52 (1)	52 (1)	10.2 %	12.5 %			
Sports	6 (2)	0 (0)	6 (2)	1.2 %	0.5 %			
Standards	14 (2)	15 (1)	29 (3)	5.7 %	4.2 %			
Totals	62 (9)	446 (21)	508 (30)					

Other Rated Stations—Outside Market					Metro Share	Cume Rating
KYW	-AM	N	1060	Philadelphia	0.5	/ 3.6
WADV	-AM	REL	940	Lebanon	1.0	/ 1.9
WHYL	-AM	ST	960	Carlisle	0.8	/ 1.5
WIOQ	-FM	CHR	102.1	Philadelphia	0.3	/ 2.6
WIP	-AM	SPRTS	610	Philadelphia	0.7	/ 2.7
WIYY	-FM	AOR	97.9	Baltimore	0.5	/ 1.2
WNNK	-FM	CHR	104.1	Harrisburg	0.7	/ 3.9
WOGL	-FM	O	98.1	Philadelphia	1.0	/ 3.2
WSBA	-AM	FS	910	York	0.5	/ 2.7
WUSL	-FM	B	98.9	Philadelphia	0.3	/ 1.6
WWDB	-FM	T	96.5	Philadelphia	0.5	/ 1.8
WYCR	-FM	CHR	98.5	Hanover	0.7	/ 7.2
WYMJ	-FM	AC	94.9	Harrisburg	0.3	/ 1.6
WYSP	-FM	T/AOR	94.1	Philadelphia	0.7	/ 1.4

Consolidation Report	12+	25-54	Revenue
Hall (semi-duop)	13.3 %	13.3 %	27.3 %
WEGK-FM, WLPA-AM, WROZ-FM			
	13.3 %	13.3 %	27.3 %

AM Stations

WLAN	1390	5 KW/1 KW (DA-2)	Standards	USA	\$10.00	Torbet	
WLPA	1490	600 W	Sports	1 On 1, CNN	\$11.00	D&R	
WNZT	1580	500 W (DAYS)	News/Talk		\$<20.00	Byrne	Columbia

FM Stations

WDAC	94.5	19 KW @ 810	Religion	USA	\$53.00	Dome	WDAC Inc.
WIOV	105.1	25 KW @ 696	Country	ABC	\$72.00	Banner	Brill Ephrata
WLAN	96.9	50 KW @ 500	CHR	CBS	\$42.00	D&R	
WROZ	101.3	6.9 KW @ 1289	Soft AC		\$62.00	D&R	Hall

Notes: Other ranked stations -- See Harrisburg or York; WRFY-F -- See Reading (Small Market Edition)

LANSING

Arbitron Rank: 112 Pop (12+): 358,200
MSA Rank: 114
MSA Pop: 437,000
DMA #: 106
Average Person Ratings: 16
Market TSL In Hours: 21.25

Stations: 22 / 15
Diaries 1033 / 347:1 / 57.5 %
Sample Target: 990
% Below Line: 7.0
% Not Listed: 18.4
Pop per Station: 23,880

Last Year's Revenue: \$14,800,000
Household Income: \$50,379
Retail Dollars: \$4.5 Bil
#1 Biller: WITL-AF \$4,000,000
#1 Billing Portfolio: Liggett duop+, pend. \$7,700,000

12+ Metro	Format	1/4 Share	Wln 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WITL -FM	C	75 / 13.1	15.2	13.1	14.5	12.5	14.0	933 / 26.1	24.7	25.2	137 / 1671	F WITL -FM
2	WFMK -FM	AC	74 / 12.9	11.8	11.0	10.4	8.8	11.5	920 / 25.7	22.7	22.3	107 / 1374	F WFMK -FM
3	WJIM -FM	O	52 / 9.1	6.8	8.5	5.2	4.6	7.4	790 / 22.1	24.3	15.4	65 / 1074	C WJIM -FM
4	WHZZ -FM	CHR	35 / 6.1	5.0	3.4	4.0	5.1	4.6	701 / 19.6	13.3	16.5	35 / 715	A WHZZ -FM
	WVIC -FM	AOR-NR	35 / 6.1	5.9	7.4	7.2	5.4	6.7	686 / 19.2	20.5	13.9	75 / 1260	C WVIC -FM
6	WJXQ -FM	AOR	27 / 4.7	5.7	5.3	7.7	8.6	5.9	597 / 16.7	14.1	18.9	61 / 1098	D WJXQ -FM
7	WJIM -AM	T	25 / 4.4	3.0	4.2	1.8	3.0	3.3	324 / 9.1	11.6	8.1	25 / 351	A WJIM -AM
8	WJR -AM	FS	23 / 4.0	2.4	3.6	3.0	3.6	1.6	359 / 10.0	10.4	9.3	87 / 1135	A WJR -AM
	WBHR -FM	C	23 / 4.0	4.6	4.0	4.0	5.6	4.2	350 / 9.8	11.9	15.3	44 / 816	C WBHR -FM
10	WQHH -FM	B	20 / 3.5	5.4	3.2	6.2	4.6	4.6	290 / 8.1	6.5	9.9	20 / 318	A WQHH -FM
11	WLS -AM	ST	18 / 3.1	2.6	2.5	2.7	3.0	2.7	206 / 5.7	5.4	5.1	23 / 285	A WLS -AM
12	WWDX -FM	AOR	17 / 3.0	3.9	3.4	4.5	5.4	3.7	524 / 14.6	14.2	17.5	21 / 616	B WWDX -FM
13	WMMQ -FM	CL AOR	16 / 2.8	3.0	3.2	6.2	4.6	3.8	389 / 10.9	10.2	10.7	17 / 457	A WMMQ -FM

12+ FM Share (Metro): 83.73 % (391 of 467) (Spring 95: 84.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WVIC-FM	1 WFMK-FM	1 WFMK-FM	1 WFMK-FM >	1 WFMK-FM	1 WITL-FM	1 WITL-FM	1 WFMK-FM	1 WFMK-FM	1 WVIC-FM	1 WITL-FM
2 WQHH-FM	2 WVIC-FM <	2 WITL-FM	2 WITL-FM	2 WITL-FM	2 WFMK-FM <	2 WFMK-FM >	2 WITL-FM >	2 WITL-FM <	2 WITL-FM	2 WJIM-FM
3 WHZZ-FM	3 WHZZ-FM <	3 WJIM-FM	3 WJIM-FM >	3 WJIM-FM >	3 WJIM-FM >	3 WJXQ-FM <	3 WJIM-FM	3 WJIM-FM >	3 WJIM-FM <	3 WQHH-FM
	WWDX-F >	4 WITL-FM	4 WHZZ-FM	4 WJXQ-FM	4 WJXQ-FM <	4 WJIM-FM <	4 WJIM-FM	4 WJIM-FM <	4 WVIC-FM <	4 WFMK-FM <
		5 WJXQ-FM	5 WVIC-FM <	5 WHZZ-FM	5 WHZZ-FM	5 WJR-AM	5 WJR-AM	5 WHZZ-FM >	5 WHZZ-FM >	5 WQHH-FM
			6 WJXQ-FM		6 WILS-AM >	6 WHZZ-FM			6 WHZZ-FM	6 WWDX-F

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WHZZ-FM	1 WFMK-FM >	1 WFMK-FM >	1 WFMK-FM >	1 WFMK-FM >	1 WVIC-FM >	1 WVIC-FM >	1 WJXQ-FM	1 WITL-FM	1 WITL-FM
2 WFMK-FM	2 WHZZ-FM >	2 WHZZ-FM >	2 WITL-FM	2 WITL-FM	2 WHZZ-FM	2 WJXQ-FM	WITL-FM	2 WVIC-FM <	2 WJIM-FM
	WITL-FM >	3 WITL-FM >	3 WITL-FM	3 WHZZ-FM	WWDX-F	3 WITL-FM	3 WVIC-FM	WJXQ-FM	3 WFMK-FM
4 WQHH-FM	4 WQHH-FM	WJIM-FM >	WJIM-FM >	4 WHZZ-FM >	4 WJXQ-FM	WBHR-FM	4 WFMK-FM	3 WJIM-FM	4 WJXQ-FM
5 WWDX-F	WJIM-FM		5 WQHH-FM >		WBHR-FM >	5 WHZZ-FM	WBHR-FM	5 WFMK-FM	5 WJIM-FM
	WVIC-FM >					WWDX-F	6 WMMQ-F	6 WMMQ-F <	6 WMMQ-F
								7 WBHR-FM	7 WBHR-FM

LANSING

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	78 (2)	78 (2)	16.7 %	5.7 %	WITL -AM C 1010 Lansing	0.5	/ 2.4
AOR/Classic/NR	0 (0)	97 (5)	97 (5)	20.8 %	11.3 %	WVFN -AM SPRTS 730 E. Lansing	0.7	/ 2.9
Black/Urban	0 (0)	20 (1)	20 (1)	4.3 %	2.6 %	WXLA -AM O 1180 Dimondale	0.3	/ 0.9
CHR	0 (0)	38 (2)	38 (2)	8.2 %	8.9 %			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	3 (1)	100 (3)	103 (4)	22.1 %	38.8 %			
Full Service	23 (1)	0 (0)	23 (1)	4.9 %	0.0 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	25 (1)	0 (0)	25 (1)	5.4 %	7.4 %			
Oldies	2 (1)	55 (2)	57 (3)	12.2 %	1.2 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	5.2 %			
Soft AC/EZ	0 (0)	3 (1)	3 (1)	0.6 %	12.0 %			
Sports	4 (1)	0 (0)	4 (1)	0.9 %	0.0 %			
Standards	18 (1)	0 (0)	18 (1)	3.9 %	7.0 %			
Totals	75 (6)	391 (16)	466 (22)					

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WIOG -FM	AC	102.5	Bay City	0.7	/ 3.1		
WKFR -FM	CHR	103.3	Battle Creek	0.5	/ 2.2		
WLAV -FM	CL AOR	96.9	Grand Rapids	0.3	/ 1.0		
WNWN -FM	C	98.5	Coldwater	0.3	/ 1.0		
WODJ -FM	O	107.3	Greenville	0.5	/ 2.5		
WOOD -FM	SAC	105.7	Grand Rapids	0.5	/ 3.4		

Consolidation Report	12+	25-54	Revenue
Liggett WVIC-FM, WVFN-AM, WITL-FM, WITL-AM, WFMK-FM	33.3 %	35.3 %	52.0 %
Patten WJXQ-FM, WBM-AM, WBHR-FM	8.7 %	10.6 %	24.3 %
	42.0 %	45.9 %	76.3 %

AM Stations

WILS	1320 5 KW/1 KW (DA-N)	Standards	SMN	NA D & R	MacDonald
WJIM	1240 1 KW	Talk	Westwd	<\$20.00 Eastman	Liggett

FM Stations

WBHR	94.1 40 KW @ 551	Country	\$25.00	D & R	Regional (Patten)	Jackson	
WFMK	99.1 28 KW @ 600	AC	\$55.00	Eastman	Liggett		
WHZZ	101.7 3.3 KW @ 289	CHR	<\$20.00	D & R	MacDonald		
WITL	100.7 27 KW @ 643	Country	ABC	\$80.00	Banner	Liggett	
WJIM	97.5 28 KW @ 440	Oldies	\$34.00	Eastman	Liggett		
WJXQ	106.1 50 KW @ 489	AOR	\$48.00	D & R	Regional (Patten)	Jackson	
WMMQ	92.7 1.5 KW @ 466	Classic AOR	Source, WW1, CBS	<\$20.00	Katz	Goodrich	Charlotte
WQHH	96.5 3 KW @ 328	Black	<\$20.00	Mich.		DeWitt	
WVIC	94.9 49 KW @ 500	AOR-New Rock	\$28.00	Banner	Liggett		
WVWX	92.1 4 KW @ 400	New Rock	<\$20.00	---	Regional (Patten)	St Johns	

Notes: WJR - See Detroit . . . 6/96 WVFN/WVIC-F sold by Jencor to Liggett (D+) for \$2,200,000

LAS VEGAS

Arbitron Rank: 48 Pop (12+): 847,700
 MSA Rank: 46
 MSA Pop: 1,170,000
 DMA #: 66
 Average Person Ratings: 16.8
 Market TSL in Hours: 22.25

Stations: 24 / 24
 Diaries 2104 / 403:1/56.2 %
 Sample Target: 1,980
 % Below Line: 0
 % Not Listed: 13.1
 Pop per Station: 35,321

Last Year's Revenue: \$38,000,000
 Household Income: \$45,953
 Retail Dollars: \$12.0 Bil
 #1 Biller: KWNR-F \$4,300,000
 #1 Billing Portfolio:
 Amer. Radio Sys. duop+ \$10,920,000

12+ Metro	Format	1/4 Share	Wln 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level	
1	KJUL -FM	ST	133 / 9.3	7.9	10.0	8.9	9.8	9.0	1301 / 15.3	15.1	16.0	150 / 1513	D KJUL -FM
2	KSNE -FM	SAC	118 / 8.3	8.9	7.6	7.8	8.7	8.1	1443 / 17.0	16.0	18.9	119 / 1447	E KSNE -FM
3	KLUC -FM	CHR	101 / 7.1	5.3	7.6	6.2	6.7	6.5	1722 / 20.3	21.4	18.8	102 / 1773	E KLUC -FM
4	KEDG -FM	AOR-NR	99 / 7.0	7.3	6.4	6.4	5.6	6.8	1361 / 16.1	15.6	15.9	99 / 1374	D KEDG -FM
5	KWNR -FM	C	95 / 6.7	6.7	5.8	7.0	6.7	6.6	1288 / 15.2	15.0	14.8	95 / 1308	F KWNR -FM
6	KMZQ -FM	AC	80 / 5.6	6.5	6.1	5.2	5.2	5.9	1233 / 14.5	15.3	16.7	80 / 1235	E KMZQ -FM
7	KFMS -FM	C	74 / 5.2	5.1	5.2	4.8	5.0	5.1	982 / 11.6	10.7	13.8	88 / 1017	D KFMS -FM
8	KQOL -FM	O	67 / 4.7	4.7	4.8	5.1	3.0	4.8	1028 / 12.1	11.9	10.5	68 / 1041	B KQOL -FM
9	KJMZ -FM	CHRU	65 / 4.6	4.7	4.8	3.9	4.8	4.5	1360 / 16.0	15.8	13.3	66 / 1382	C KJMZ -FM
10	KOMP -FM	AOR	62 / 4.4	5.1	4.3	5.8	5.3	4.9	874 / 10.3	12.0	11.9	63 / 894	D KOMP -FM
11	KKLZ -FM	CL AOR	58 / 4.1	3.7	3.8	3.7	4.6	3.8	941 / 11.1	12.8	11.5	59 / 957	D KKLZ -FM
12	KDWN -AM	T	48 / 3.4	2.2	2.6	3.0	3.9	2.8	610 / 7.2	6.4	8.6	49 / 624	B KDWN -AM
	KFBI -FM	AOR/CL	48 / 3.4	3.7	4.0	3.9	3.7	3.7	973 / 11.5	10.6	11.8	54 / 1050	D KFBI -FM
14	KXPT -FM	AOR-P	34 / 2.4	2.5	2.3	1.8	2.9	2.2	614 / 7.2	6.0	7.2	35 / 648	C KXPT -FM
15	KLSQL -AM	SP	26 / 1.8	2.0	2.5	2.1	0.9	2.1	249 / 2.9	3.6	2.4	37 / 302	A KLSQL -AM
	KORK -AM	ST	25 / 1.8	2.0	1.6	1.7	1.9	1.8	408 / 4.8	3.9	4.4	25 / 418	A KORK -AM
17	KBGO -FM	O	20 / 1.4	1.4	1.8	2.3	3.0	1.7	490 / 5.8	6.9	7.4	23 / 553	KBGO -FM
18	KNUU -AM	N	19 / 1.3	1.1	1.2	1.7	1.0	1.3	433 / 5.1	4.4	5.4	20 / 434	A KNUU -AM
19	KVEG -AM	T	16 / 1.1	0.9	0.7	1.8	1.1	1.1	281 / 3.3	2.8	3.8	16 / 294	A KVEG -AM
	KDOL -AM	SP	15 / 1.1	1.6	1.2	1.7	2.2	1.4	181 / 2.1	3.2	4.6	15 / 181	A KDOL -AM

12+ FM Share (Metro): 86.27 % (1068 of 1238) (Spring 95: 86.72 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KLUC-FM >	1 KEDG-FM >	1 KSNE-FM <	1 KSNE-FM	1 KSNE-FM	1 KJUL-FM >	1 KJUL-FM <	1 KJUL-FM	1 KJUL-FM	1 KLUC-FM <	1 KVEG-AM <
2 KEDG-FM >	2 KOMP-FM <	2 KEDG-FM	2 KMZQ-FM <	2 KWNR-FM	2 KSNE-FM	2 KSNE-FM	2 KSNE-FM	2 KSNE-FM <	2 KEDG-FM >	2 KLUC-FM <
3 KJMZ-FM >	3 KLUC-FM	3 KWNR-FM	3 KWNR-FM	KMZQ-FM	3 KWNR-FM <	3 KWNR-FM <	3 KWNR-FM	3 KEDG-FM <	3 KSNE-FM <	3 KSNE-FM <
	4 KSNE-FM <	KMZQ-FM <	4 KEDG-FM <	4 KQOL-FM <	4 KQOL-FM	4 KLUC-FM <	KEDG-FM <	4 KLUC-FM	4 KJUL-FM	4 KEDG-FM <
5 KJMZ-FM <	5 KLUC-FM	5 KKLZ-FM <	5 KEDG-FM <	5 KFMS-FM <	5 KFBI-FM <	5 KMZQ-FM	5 KWNR-FM <	5 KWNR-FM <	5 KJMZ-FM <	5 KWNR-FM <
6 KWNR-FM	6 KOMP-FM <	6 KOMP-FM <	6 KKLZ-FM <	6 KMZQ-FM <	6 KMZQ-FM	6 KLUC-FM	6 KLUC-FM	6 KMZQ-FM	6 KWNR-FM	
	KMZQ-FM <	7 KKLZ-FM <	7 KLUC-FM <	7 KOMP-FM <	7 KDWN-AM >	7 KFMS-FM <	7 KFMS-FM <	7 KQOL-FM		
8 KKLZ-FM	8 KJMZ-FM	8 KQOL-FM		8 KLUC-FM <				8 KFMS-FM <		
				9 KFMS-FM						
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 KJMZ-FM <	1 KLUC-FM <	1 KMZQ-FM	1 KSNE-FM	1 KSNE-FM	1 KEDG-FM >	1 KEDG-FM >	1 KEDG-FM	1 KEDG-FM	1 KEDG-FM <	
2 KLUC-FM <	2 KJMZ-FM <	2 KSNE-FM <	2 KWNR-FM <	2 KWNR-FM	2 KLUC-FM	2 KOMP-FM >	2 KOMP-FM >	2 KOMP-FM	2 KKLZ-FM <	
3 KEDG-FM >	3 KSNE-FM	3 KWNR-FM	3 KMZQ-FM <	KMZQ-FM >	3 KFBI-FM	3 KLUC-FM <	3 KKLZ-FM <	3 KKLZ-FM	3 KOMP-FM <	
4 KSNE-FM	KMZQ-FM <	4 KLUC-FM	4 KLUC-FM	4 KLUC-FM <	4 KOMP-FM	4 KFBI-FM	4 KFBI-FM <	4 KSNE-FM <	4 KQOL-FM <	
5 KWNR-FM	5 KEDG-FM <	5 KEDG-FM	5 KJMZ-FM	5 KFMS-FM <	5 KFMS-FM >	KKLZ-FM >	5 KLUC-FM	5 KFBI-FM <	5 KSNE-FM	
KKLZ-FM	6 KWNR-FM >	KJMZ-FM >	6 KEDG-FM <	6 KQOL-FM <			KSNE-FM	KMZQ-FM	6 KWNR-FM	
KFMS-FM	7 KOMP-FM		7 KFMS-FM	7 KJMZ-FM				6 KLUC-FM	KMZQ-FM	
				KJUL-FM >				KQOL-FM	8 KFBI-FM	
								8 KWNR-FM		

LAS VEGAS

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	0 (0)	80 (1)	80 (1)	6.5 %	5.9 %	KENO	-AM	SPRTS	1460	Las Vegas	0.7	/ 2.7
AOR/Classic/NR	0 (0)	301 (5)	301 (5)	24.3 %	25.1 %	KLAV	-AM	T	1230	Las Vegas	0.4	/ 1.4
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	5.5 %	KRBO	-FM	N	105.1	Las Vegas	1.0	/ 3.5
CHR	0 (0)	166 (2)	166 (2)	13.4 %	7.6 %	KRLV	-AM	T	1340	Las Vegas	0.4	/ 1.0
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Country	0 (0)	169 (2)	169 (2)	13.7 %	16.8 %							
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Hispanic	41 (2)	0 (0)	41 (2)	3.3 %	1.3 %							
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
News/Talk	94 (5)	0 (0)	94 (5)	7.6 %	5.6 %							
Oldies	0 (0)	101 (3)	101 (3)	8.2 %	4.1 %							
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Soft AC/EZ	0 (0)	118 (1)	118 (1)	9.5 %	10.0 %							
Sports	10 (1)	0 (0)	10 (1)	0.8 %	2.6 %							
Standards	25 (1)	133 (1)	158 (2)	12.8 %	15.7 %							
Totals:	170 (9)	1068 (15)	1238 (24)									

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pend. KVEG-AM, KFBI-FM, KJMZ-FM, KLUC-FM, KMZQ-FM, KXNO-AM	34.9 %	22.2 %	28.7 %
Lotus KENO-AM, KOMP-FM, KORK-AM, KXPT-FM	9.3 %	10.3 %	12.2 %
Regent KFMS-AM, KFMS-FM, KSNE-FM	13.5 %	15.2 %	17.1 %
	57.7 %	47.7 %	58.0 %

AM Stations

Station	Power	Frequency	Format	Ownership	Other	Location
KDOL	1280	5 KW/28 W	Hispanic	CBS	\$<20.00 Lotus	Henderson
KDWN	720	50 KW (DA-N)	Talk		\$23.00 Roslin	
KLSQ	870	5 KW/500 W (DA-N)	Hispanic	CRC	\$20.00 ---	Hefte/Cir Chnl Laughlin
KNUU	970	5 KW/500 W (DA-2)	News	CBS	\$<20.00 ---	
KORK	920	5 KW/500 W (DA-2)	Standards	ABC, SMN	\$<20.00 Christal	Lotus
KVEG	840	50 KW/25 KW (DA-2)	Talk	Westwd	---	Amer. Radio Sys. N. Las Vegas

FM Stations

Station	Power	Frequency	Format	Ownership	Other	Location
KBGO	93.1	24 KW @3743	Oldies		\$24.00 Katz	
KEDG	103.5	100 KW @ 1158	AOR-New Rock		\$53.00 Torbet	
KFBI	107.5	25 KW @ 3678	AOR/Classic		\$40.00 Eastman	Amer. Radio Sys. Pahump
KFMS	101.9	100 KW @ 1180	Country		\$59.00 Katz	Regent
KJMZ	94.1	100 KW 1210	CHR/Urban		\$38.00 Torbet	Amer. Radio Sys. Henderson
KJUL	104.3	25 KW @ 3727	Standards	Westwd, CNN	\$48.00 K&P	N. Las Vegas
KKLZ	96.3	100 KW @ 1176	Classic AOR		\$52.00 Sentry	Max
KLUC	98.5	100 KW @ 1180	CHR	AP	\$65.00 Mc-Guild	Amer. Radio Sys.
KMZQ	100.5	100 KW @ 1104	AC		\$68.00 Eastman	Amer. Radio Sys. Henderson
KOMP	92.3	100 KW @ 1520	AOR		\$57.00 Christal	Lotus
KQOL	105.5	3.7 KW @ 1588	Oldies	Westwd	\$33.00 MMR	Amer. Gen'l. Boulder City
KSNE	106.5	100 KW @ 1155	Soft AC		\$68.00 ---	Regent
KWNR	95.5	100 KW @ 1160	Country		\$75.00 D&R	Henderson
KXPT	97.1	100 KW @ 1919	AOR-Prog.		\$31.00 Christal	Lotus

LAS VEGAS

Notes: 2/96 KVEG sold to Crescent for \$1,800,000 (Force, Minkow) . . . 2/96 KXNO/KLUC-F sold by Nationwide to American Radio Sys. for \$11,000,000 (MVP) . . . 3/96 KJMZ-F sold by Parker to American Radio Sys. for \$8,000,000 (MVP) . . . 4/96 KVEG/KFBI-F/KMZQ-F sold by Crescent to American Radio Sys. for \$29,500,000 (MVP) . . . 5/96 KEYV-F changes from Country to Oldies with calls KBGO-F . . . 6/96 WLSQ sold by Hefel to Clear Channel . . . 7/96 KWNR-F sold to Regent

***** FORMAT CODES *****

<ul style="list-style-type: none"> * AC - Adult Contemporary * AOR - Album Oriented Rock * B - Black (audience 75%+ Black) * C - Country * CHR - Contemporary Hit Radio, Top 40, Contemporary * CL - Classical * CL AOR - Classic AOR, Classic Rock * E - Ethnic (usually Foreign Language) * EZ - Easy Listening, Beautiful Music * FS - Full Service * G - Gospel 	<ul style="list-style-type: none"> J - Jazz and New Adult Contemporary N - News O - Oldies O-70S - 70's Oldies REL - Religion, Christian SAC - Soft Adult Contemporary SP - Hispanic/Spanish ST - Standards, Big Band, Nostalgia T - Talk U - Urban (majority of audience is non-white) ? - Others or Unknown
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***** REVENUE LEVEL CODES *****

<ul style="list-style-type: none"> * A - Less than \$500,000 * B - \$500,000 to \$999,999 * C - \$1,000,000 to \$1,999,999 * D - \$2,000,000 to \$2,999,999 	<ul style="list-style-type: none"> E - \$3,000,000 to \$3,999,999 F - \$4,000,000 to \$4,999,999 G - \$5,000,000 to \$6,999,999 H - \$7,000,000 to \$9,999,999 	<ul style="list-style-type: none"> I - \$10,000,000 to \$14,999,999 J - \$15,000,000 to \$19,999,999 K - \$20,000,000 +
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LEXINGTON, KY

Arbitron Rank: 105 Pop (12+): 367,800	Stations: 21 / 19	Last Year's Revenue: \$17,000,000
MSA Rank: 116	Diaries 1193 / 308:1/57.4 %	Household Income: \$42,021
MSA Pop: 437,000	Sample Target: 1,180	Retail Dollars: \$4.9 Bill
DMA # 68	% Below Line: 1.3	#1 Biller: WVLK-F \$4,200,000
Average Person Ratings: 14.7	% Not Listed: 12.0	#1 Billing Portfolio: WVLK-AF \$5,800,000
Market TSL In Hours: 20.25	Pop per Station: 19,358	

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WVLK -FM	C	105 / 19.4	18.3	21.1	21.6	23.0	1256 / 34.1	34.7	36.0	224 / 2549	F WVLK -FM
2	WKQQ -FM	AOR	60 / 11.1	13.3	11.5	10.7	13.7	909 / 24.7	26.3	26.0	111 / 1625	E WKQQ -FM
3	WXZZ -FM	AOR-NR	43 / 8.0	5.3	4.6	5.4	3.7	650 / 17.7	14.9	12.3	47 / 788	B WXZZ -FM
4	WMXL -FM	AC	42 / 7.8	7.9	8.3	9.3	9.2	629 / 22.5	23.3	24.9	64 / 1283	E WMXL -FM
5	WWYC -FM	C	40 / 7.4	7.5	7.9	6.6	6.2	626 / 17.0	20.1	19.5	60 / 922	C WWYC -FM
6	WLRO -FM	CL AOR	33 / 6.1	3.5	3.0	4.1	7.1	452 / 12.3	8.2	11.7	39 / 618	B WLRO -FM
7	WGKS -FM	AC	27 / 5.0	6.2	4.8	6.0	5.5	584 / 15.9	18.4	17.5	34 / 751	B WGKS -FM
8	WVLK -AM	FS	24 / 4.4	5.7	7.2	5.6	6.4	431 / 11.7	15.6	14.8	29 / 546	C WVLK -AM
9	WLXG -AM	T	21 / 3.9	1.8	4.1	3.9	3.0	210 / 5.7	5.3	6.9	22 / 230	A WLXG -AM
10	WTKT -AM	B	20 / 3.7	0.7	2.2	1.0	1.8	205 / 5.6	2.6	3.4	21 / 236	-AM WTKT -AM
11	WLTO -FM	O	13 / 2.4	1.1				320 / 8.7			15 / 425	-FM WLTO -FM
12	WNVL -AM	B	10 / 1.9	3.5	4.6	4.5	0.5	126 / 3.4	7.3	7.9	10 / 132	A WNVL -AM
13	WLAP -AM	SPRTS	8 / 1.5	0.9	0.9	0.6		173 / 4.7	4.6	3.8	10 / 219	-AM WLAP -AM
14	WVRB -FM	REL	6 / 1.1					91 / 2.5			7 / 113	-FM WVRB -FM

12+ FM Share (Metro): 80.25 % (382 of 476) (Spring 95: 74.30 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKQQ-FM >	1 WVLK-FM	1 WVLK-FM	1 WVLK-FM >	1 WVLK-FM >	1 WVLK-FM >	1 WVLK-FM >	1 WVLK-FM >	1 WVLK-FM	1 WKQQ-FM	1 WVLK-FM
2 WKQQ-FM	2 WVLK-FM	2 WKQQ-FM >	2 WKQQ-FM >	2 WKQQ-FM <	2 WVLK-AM	2 WKQQ-FM	2 WKQQ-FM <	2 WKQQ-FM >	2 WVLK-FM	2 WWYC-F >
WTKT-AM	3 WXZZ-FM	3 WMXL-FM <	3 WMXL-FM <	3 WMXL-FM	3 WLXG-AM	3 WMXL-FM <	3 WMXL-FM <	3 WXZZ-FM <	3 WXZZ-FM	3 WKQQ-FM
4 WWYC-F	4 WMXL-FM	4 WXZZ-FM	4 WLRO-FM <	4 WWYC-F <	WWYC-F	4 WWYC-F <	4 WXZZ-FM	4 WMXL-FM	4 WLRO-FM	
WVLK-FM >	5 WWYC-F	5 WWYC-F <	5 WWYC-F	5 WLRO-FM	WMXL-FM	5 WVLK-AM	5 WWYC-F	5 WLRO-FM <	5 WWYC-F	
	6 WLRO-FM >	6 WLRO-FM	6 WXZZ-FM	6 WGKS-FM	WGKS-FM		6 WGKS-FM <	6 WWYC-F		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKQQ-FM	1 WVLK-FM	1 WVLK-FM >	1 WVLK-FM >	1 WVLK-FM >	1 WKQQ-FM >	1 WKQQ-FM >	1 WKQQ-FM	1 WKQQ-FM	1 WVLK-FM >
WXZZ-FM >	2 WKQQ-FM	2 WKQQ-FM	2 WKQQ-FM	2 WMXL-FM	2 WXZZ-FM >	2 WXZZ-FM	2 WVLK-FM >	2 WVLK-FM	2 WKQQ-FM
3 WVLK-FM	3 WMXL-FM	WMXL-FM >	WMXL-FM >	3 WGKS-FM	3 WWYC-F	WVLK-FM	3 WXZZ-FM	3 WXZZ-FM	3 WLRO-FM
4 WMXL-FM >	4 WXZZ-FM >	4 WWYC-F	4 WGKS-FM <	WKQQ-FM <	4 WVLK-FM	4 WWYC-F	4 WLRO-FM	4 WLRO-FM <	4 WXZZ-FM
5 WLRO-FM	5 WLRO-FM	5 WLRO-FM >	5 WXZZ-FM	5 WWYC-F >	WMXL-FM >	5 WLRO-FM	WWYC-F >	5 WWYC-F	WWYC-F
WGKS-FM	WWYC-F		WWYC-F					6 WMXL-FM >>	6 WMXL-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	69 (2)	69 (2)	14.5 %	15.2 %
AOR/Classic/NR	4 (1)	138 (4)	142 (5)	29.8 %	13.7 %
Black/Urban	30 (2)	0 (0)	30 (2)	6.3 %	5.4 %
CHR	0 (0)	4 (1)	4 (1)	0.8 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	2 (1)	147 (3)	149 (4)	31.3 %	34.0 %
Full Service	29 (2)	0 (0)	29 (2)	6.1 %	9.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	21 (1)	0 (0)	21 (1)	4.4 %	4.7 %
Oldies	0 (0)	13 (1)	13 (1)	2.7 %	10.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	11 (2)	11 (2)	2.3 %	3.6 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	8 (1)	0 (0)	8 (1)	1.7 %	1.1 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	2.6 %
Totals	94 (8)	382 (13)	476 (21)		

Other Rated Stations	Metro Share	Cume Rating
WCGW -AM	AOR	770 Nicholasville 0.7 / 2.1
WJMM -FM	REL	106.3 Versailles 0.9 / 4.2
WKXO -AF	C	106.7 Berea 0.7 / 1.6
WLKT -FM	CHR	104.5 Lexington 0.7 / 2.3

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WHAS -AM	FS	B40 Louisville 0.9 / 3.8
WTFX -FM	CL AOR	100.5 Louisville 0.4 / 1.6

LEXINGTON, KY

Consolidation Report	12+	25-54	Revenue
Jacor, pend. WLAP-AM, WMXL-FM, WWYC-FM	24.3 %	18.7 %	25.6 %
Village WKQQ-FM, WTKT-AM, WXZZ-FM	22.8 %	19.0 %	28.2 %
	47.1 %	37.7 %	53.8 %

AM Stations

WLAP	630	5 KW/1 KW (DA-2)	Sports	CBS	\$12.00	Christal	Jacor	
WLXG	1300	2.5 KW/1KW (DA-N)	Talk	Westwd	\$14.00	Banner		
WNVL	1250	500 W/59 W	Black	ABC	\$10.00	Regional		Nicholasville
WTKT	1580	10 KW/45 W (DA-2)	Standards	SMN	\$12.00	Eastman	Village	
WWLK	590	5 KW/1 KW (DA-2)	Full Service	ABC	\$38.00	Katz		

FM Stations

WGKS	96.9	50 KW @ 492	AC		\$25.00	Banner	L.M.	Paris
WKQQ	98.1	100 KW @ 98.1	AOR		\$61.00	Mc-Guild	Village	
WLRO	101.5	7.2 KW @ 541	Oldies-70's		\$26.00	Eastman		Richmond
WLTO	102.5	2 KW @ 400	Oldies		NA	Eastman		Nicholasville
WMXL	94.5	100 KW @ 640	AC		\$54.00	Christal	Jacor	
WWLK	92.9	100 KW @ 850	Country		\$75.00	Katz		
WWRB	105.9	6 KW @ 328	Religion		NA	---		Wilmore
WWYC	100.1	32 KW @ 492	Country		\$20.00	D&R	Jacor	Winchester
WXZZ	103.3	1.8 KW @ 607	AOR-New Rock		\$21.00	Christal	Village	Georgetown

Notes: 2/96 WLRO-F (Richmond) sold to Clark (D) for \$2,000,000 . . . 6/96 WJGG-F changed calls to WLKT-F (The Cat); remains CHR . . . 7/96 WLAP/WMXL-F/WWYC-F sold by Trumper to Jacor (D) for \$14,000,000

LINCOLN

Arbltron Rank: 172 Pop (12+): 190,100	Stations: 22 / 11	Last Year's Revenue: \$10,300,000
MSA Rank: 185	Diaries: 890 / 214:1/61.8 %	Household Income: \$46,265
MSA Pop: 229,000	Sample Target: 860	Retail Dollars: \$2.5 Bil
DMA # 101 (w/Central NE)	% Below Line: 17.7	#1 Biller: KZKX-F \$2,200,000
Average Person Ratings: 16.6	% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL In Hours: 22.00	Pop per Station: 17,282	Triathlon dupc+ \$5,000,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	KZKX -FM	C	36 / 11.4	11.1	11.4	8.3	9.3	394 / 20.7	23.1	23.8	59 / 684	D	KZKX	-FM
2	KFRX -FM	CHR	31 / 9.8	8.5	7.8	6.6	10.0	453 / 23.8	23.4	22.7	37 / 621	B	KFRX	-FM
3	KFOR -AM	FS	28 / 8.9	9.5	8.8	9.7	8.3	368 / 19.4	21.7	21.2	31 / 411	C	KFCR	-AM
4	KTGL -FM	AOR/CL	25 / 7.9	8.5	9.8	6.6	7.7	377 / 19.8	20.4	21.1	52 / 623	C	KTGL	-FM
5	KEZG -FM	SAC	22 / 7.0	7.2	5.2	4.8	8.3	242 / 12.7	12.5	13.6	26 / 321	B	KEZG	-FM
6	KMEM -AM	ST	16 / 5.1	3.6	4.9	5.2	4.0	207 / 10.9	9.3	11.8	20 / 262	A	KMEM	-AM
7	KIBZ -FM	AOR	15 / 4.8	4.2	5.2	5.2	6.7	200 / 10.5	11.6	13.3	19 / 248	B	KIBZ	-FM
	KNET -FM	AOR/CL	15 / 4.8	3.3	5.5	3.4	3.7	247 / 13.0	11.4	13.7	15 / 283	B	KNET	-FM
9	KFGE -FM	C	14 / 4.4	3.6	6.2	2.8	4.0	216 / 11.3	12.2	14.8	15 / 249	B	KFGE	-FM
10	KGDE -FM	AOR-NR	12 / 3.8	4.9	5.2	5.2	4.3	290 / 15.3	15.2	16.0	24 / 486		KGDE	-FM
11	KLIN -AM	T	11 / 3.5	5.6	5.9	6.9	4.0	260 / 13.7	19.8	14.0	12 / 303	B	KLIN	-AM
12	KFAB -AM	FS	10 / 3.2	3.6	2.6	3.4	2.3	174 / 9.2	18.4	8.9	27 / 481		KFAB	-AM
13	KEFM -FM	AC	9 / 2.9	1.3	1.3	2.8	2.0	177 / 9.3	8.2	8.8	14 / 299		KEFM	-FM
14	KKNB -FM	AOR-NR	7 / 2.2	2.0	1.6	5.2	5.0	235 / 12.4	10.9	10.6	8 / 279	A	KKNB	-FM

12+ FM Share (Metro): 75.72 % (209 of 276) (Spring 95: 73.00 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KFRX-FM >	1 KFRX-FM	1 KZKX-FM	1 KZKX-FM	1 KZKX-FM	1 KFOR-AM	1 KFOR-AM	1 KZKX-FM <	1 KZKX-FM	1 KZKX-FM	1 KFRX-FM
2 KGOE-FM >	2 KZKX-FM	2 KFRX-FM	2 KTGL-FM <	2 KEZG-FM	2 KZKX-FM	2 KZKX-FM	2 KFRX-FM <	2 KFRX-FM	2 KFRX-FM	2 KZKX-FM
3 KTGL-FM	3 KTGL-FM	3 KTGL-FM <	3 KEZG-FM <	KTGL-FM	3 KMEM-AM	3 KFRX-FM	3 KTGL-FM	3 KEZG-FM	3 KMEM-AM <	KFOR-AM
	4 KIBZ-FM	4 KEZG-FM	4 KFRX-FM >	4 KFRX-FM >	4 KEZG-FM >	4 KTGL-FM >	4 KTGL-FM	4 KEZG-FM	4 KNET-FM	
	5 KNET-FM	5 KIBZ-FM					5 KFOR-AM	5 KFOR-AM <	KGOE-FM	
		KNET-FM						KTGL-FM	KTGL-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KFRX-FM	1 KFRX-FM	1 KFRX-FM	1 KZKX-FM <	1 KEZG-FM	1 KGDE-FM	1 KIBZ-FM	1 KIBZ-FM	1 KTGL-FM <	1 KTGL-FM
2 KZKX-FM >	2 KZKX-FM	KZKX-FM	2 KFRX-FM	KZKX-FM	2 KZKX-FM	2 KZKX-FM	KTGL-FM	KZKX-FM	2 KZKX-FM
3 KFGE-FM	3 KEZG-FM	KEZG-FM	3 KEZG-FM >	3 KFRX-FM	KIBZ-FM >	3 KTGL-FM	3 KZKX-FM	2 KIBZ-FM	3 KIBZ-FM
KGOE-FM >	4 KTGL-FM >	4 KTGL-FM	4 KTGL-FM >	4 KTGL-FM >	4 KFRX-FM	4 KFRX-FM	4 KFRX-FM	KFRX-FM	4 KNET-FM
		5 KNET-FM >						4 KNET-FM	4 KNET-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	9 (1)	9 (1)	3.3 %	1.5 %
AOR/Classic/NR	0 (0)	77 (6)	77 (6)	27.9 %	26.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	36 (2)	36 (2)	13.0 %	10.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	52 (3)	53 (4)	19.2 %	22.4 %
Full Service	38 (2)	0 (0)	38 (2)	13.8 %	13.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	5 (1)	5 (1)	1.8 %	0.0 %
News/Talk	12 (2)	0 (0)	12 (2)	4.3 %	6.8 %
Oldies	0 (0)	6 (1)	6 (1)	2.2 %	6.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	24 (2)	24 (2)	8.7 %	6.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	16 (1)	0 (0)	16 (1)	5.8 %	5.7 %
Totals	67 (6)	209 (16)	276 (22)		

Other Rated Stations--Outside Market

Station	Format	City	Rating	Metro Share	Cume Rating
KESY -FM	SAC	104.5 Omaha	0.5	0.5	/ 2.5
KEZO -FM	AOR	92.3 Omaha	1.0	1.0	/ 7.4
KGOR -FM	O	99.9 Omaha	1.9	1.9	/ 7.8
KKAR -AM	N/T	1290 Omaha	0.3	0.3	/ 1.8
KOSJ -FM	J	97.7 Nebraska City	1.6	1.6	/ 6.0
KQKQ -FM	CHR	98.5 Council Bluffs, IA	1.6	1.6	/ 10.4
WOW -FM	C	94.1 Omaha	0.6	0.6	/ 2.7
WOW -AM	C	590 Omaha	0.3	0.3	/ 1.6

LINCOLN

Consolidation Report	12+	25-54	Revenue
Triathlon KIBZ-FM, KKNB-FM, KTGL-FM, KZKX-FM	26.3 %	30.7 %	48.5 %
Warner KEZG-FM, KFGE-FM, KLIN-AM	14.9 %	18.3 %	16.6 %
	41.2 %	49.0 %	65.1 %

AM Stations

KFOR	1240	1 KW	Full Service	ABC	\$36.00	Katz	May
KLIN	1400	1 KW	Talk	CBS, CNN, ABC	\$<20.00	---	Warner
KMEM	1480	3.3 KW/1 KW (DA-2)	Standards	CNN, Westwd	\$<20.00	Banner	Rolland Johnson

FM Stations

KEZG	107.3	100 KW @ 548	Soft AC/EZ	Westwd, CBS	\$20.00	---	Warner
KFGE	105.3	3 KW @ 328	Country		\$<20.00	---	Warner
KFRX	102.7	100 KW @ 430	CHR		\$25.00	Katz	May
KIBZ	106.3	3 KW @ 213	AOR		\$<20.00	Roslin	Triathlon
KKNB	104.1	31 KW @ 613	AOR-New Rock		\$<20.00	D&R	Triathlon Crete
KNET	95.1	50 KW @ 286	AOR/Classic		\$20.00	Christal	Rolland Johnson
KTGL	92.9	100 KW @ 810	AOR/Classic		\$38.00	Christal	Triathlon Beatrice
KZKX	96.9	100 KW @ 581	Country		\$51.00	Christal	Triathlon Seward

Notes: KFAB, KEFM-F, KGDE-F – See Omaha . . . 3/96 KLDZ-F changed from Oldies to AOR/Classic as KNET-F . . . 3/96 KUHG-F (98.1; Milford) sold by Bott to Warner (D+) for \$1,300,000 (Patrick) . . . 6/96 KMEM/KNET-F sold by Ray Lamb to Rolland Johnson for \$_____ . . . 6/96 KKNB-F changes from AOR-NR to CHR/AC after Spring survey

LITTLE ROCK

Arbitron Rank: 82 Pop (12+): 446,800	Stations: 23 / 22	Last Year's Revenue: \$17 000 000
MSA Rank: 93	Diarles 1520 / 294:1/ 58.3 %	Household Income: \$41 843
MSA Pop: 543,000	Sample Target: 1,550	Retail Dollars: \$5.5 Bil
DMA # 58	% Below Line: 1.9	#1 Biller: KSSN-F \$3,900,000
Average Person Ratings: 14.5	% Not Listed: 9.1	#1 Billing Portfolio:
Market TSL In Hours: 19.50	Pop per Station: 20,309	Triathlon duop+ \$5,100,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level			
1	KSSN -FM	C	83 / 12.8	14.7	12.2	13.1	13.2	132	1121 / 25.1	26.9	24.6	164 / 2369	E	KSSN	-FM
2	KURB -FM	AC/CHR	67 / 10.4	9.0	10.1	9.3	8.6	9.7	1008 / 22.6	22.8	21.2	95 / 1686	D	KURB	-FM
3	KIPR -FM	B	60 / 9.3	8.5	9.8	8.3	9.2	9.0	673 / 15.1	16.0	15.5	96 / 1124	D	KIPR	-FM
4	KMJX -FM	AOR	59 / 9.1	9.1	7.8	6.7	7.9	8.2	807 / 18.1	17.9	14.6	106 / 1422	C	KMJX	-FM
5	KDDK -FM	C	40 / 6.2	6.0	6.3	5.8	7.0	6.1	700 / 15.7	17.5	18.0	51 / 1118	C	KDDK	-FM
	KARN -AF	N/T	40 / 6.2	6.6	7.1	7.5	7.3	6.9	545 / 12.2	15.6	15.9	45 / 689	C	KARN	-AF
7	KKPT -FM	O-70s	35 / 5.4	4.0	5.7	4.4	3.9	4.9	575 / 12.9	16.4	10.8	64 / 1058	B	KKPT	-FM
8	KOLL -FM	O	26 / 4.0	5.0	4.6	4.5	4.9	4.5	540 / 12.1	14.1	11.8	52 / 1083	B	KOLL	-FM
9	KVLO -FM	SAC	23 / 3.6	4.0	2.6	2.9	3.3	3.3	433 / 9.7	7.2	8.2	34 / 642	B	KVLO	-FM
10	KYFX -FM	J	22 / 3.4	4.6	4.6	4.4	3.6	4.2	325 / 7.3	8.1	7.6	22 / 330	A	KYFX	-FM
11	KMVK -FM	C	21 / 3.2	3.2	2.9	6.0	4.0	3.8	331 / 7.4	9.8	10.0	28 / 426	A	KMVK	-FM
12	KDRE -FM	AOR-NR	17 / 2.6	2.6	2.6	2.8	1.6	2.7	349 / 7.8	6.6	4.7	19 / 410	A	KDRE	-FM
13	KGHT -AM	REL	14 / 2.2	1.0	1.4	1.3	1.2	1.5	145 / 3.2	2.7	3.2	19 / 275		KGHT	-AM
	KEZQ -AM	ST	14 / 2.2	1.6	0.5				188 / 4.2	0.9		14 / 212		KEZQ	-AM
15	KSYG -FM	T	12 / 1.9	2.2	1.8	1.2	2.5	1.8	312 / 7.0	6.0	7.0	21 / 565	A	KSYG	-FM
	KLAZ -FM	CHR	12 / 1.9	1.6	0.9	1.2	0.7	1.4	277 / 6.2	5.9	3.6	42 / 738		KLAZ	-FM
16	KYTN -FM	REL	11 / 1.7	1.5	2.3	1.6	1.6	1.8	300 / 6.7	7.1	5.1	15 / 378	A	KYTN	-FM
17	KITA -AM	G	10 / 1.5	2.5	3.4	2.2	2.2	2.4	175 / 3.9	4.8	5.4	10 / 185	A	KITA	-AM

12+ FM Share (Metro): 85.03 % (500 of 588) (Spring 95: 84.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight'
1 KIPR-FM >	1 KMJX-FM >	1 KMJX-FM	1 KMJX-FM	1 KSSN-FM	1 KSSN-FM >	1 KSSN-FM	1 KSSN-FM	1 KSSN-FM	1 KIPR-FM >	1 KIPR-FM >
2 KURB-FM >	2 KURB-FM >	2 KURB-FM <	KSSN-FM	2 KMJX-FM <	2 KARN-AF <	2 KURB-FM <	2 KURB-FM >	2 KURB-FM	2 KURB-FM	2 KSSN-FM
3 KIPR-FM	3 KIPR-FM	3 KSSN-FM	3 KURB-FM	3 KURB-FM	3 KARN-AM	3 KMJX-FM	3 KMJX-FM <	3 KMJX-FM <	KSSN-FM <	3 KMJX-FM
4 KSSN-FM >	4 KIPR-FM	4 KIPR-FM	4 KKPT-FM <	4 KKPT-FM <	4 KURB-FM <	4 KIPR-FM	4 KARN-AF	4 KIPR-FM	4 KMJX-FM >	
5 KKPT-FM	5 KKPT-FM	5 KIPR-FM	5 KIPR-FM	5 KIPR-FM	5 KDDK-FM	5 KARN-AF	5 KDDK-FM <	5 KARN-AF <	5 KYFX-FM	
6 KDRE-FM	6 KDDK-FM	6 KDDK-FM	6 KDDK-FM <	6 KOLL-FM	6 KDDK-FM	6 KDDK-FM	6 KKPT-FM <	6 KDDK-FM <	KDRE-FM <	
		7 KARN-AF	7 KOLL-FM	7 KKPT-FM <		7 KIPR-FM	7 KIPR-FM	7 KKPT-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KURB-FM	1 KURB-FM >	1 KURB-FM >	1 KURB-FM >	1 KURB-FM	1 KMJX-FM >	1 KMJX-FM >	1 KMJX-FM >	1 KMJX-FM >	1 KMJX-FM
2 KIPR-FM >	2 KIPR-FM	2 KIPR-FM	2 KSSN-FM <	2 KSSN-FM	2 KURB-FM	2 KIPR-FM	2 KIPR-FM	2 KSSN-FM	2 KSSN-FM >
3 KSSN-FM	3 KMJX-FM	3 KMJX-FM	3 KIPR-FM	3 KDDK-FM	KDRE-FM	3 KURB-FM	KSSN-FM >	3 KKPT-FM <	3 KARN-AF
	KMJX-FM	4 KSSN-FM	4 KDDK-FM	4 KDDK-FM	4 KIPR-FM >	KSSN-FM	4 KKPT-FM >	4 KIPR-FM	4 KKPT-FM
5 KDRE-FM >	5 KDDK-FM	5 KSSN-FM	5 KMJX-FM <	KIPR-FM	5 KDRE-FM	5 KDRE-FM	5 KDRE-FM	5 KARN-AF	5 KIPR-FM
6 KLAZ-FM	6 KKPT-FM >	6 KKPT-FM >	6 KKPT-FM >	6 KMJX-FM <	KKPT-FM	6 KKPT-FM	6 KKPT-FM	6 KURB-FM >	6 KOLL-FM
KMVK-FM >				7 KOLL-FM	7 KMVK-FM >				

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	67 (1)	67 (1)	11.4 %	0.0 %
AOR/Classic/NR	0 (0)	76 (2)	76 (2)	12.9 %	11.6 %
Black/Urban	0 (0)	66 (2)	66 (2)	11.2 %	13.4 %
CHR	0 (0)	12 (1)	12 (1)	2.0 %	10.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	144 (3)	144 (3)	24.5 %	26.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	22 (1)	22 (1)	3.7 %	3.9 %
News/Talk	37 (1)	15 (2)	52 (3)	8.8 %	11.8 %
Oldies	0 (0)	61 (2)	61 (2)	10.4 %	9.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
Religion/Gospel	37 (4)	11 (1)	48 (5)	8.2 %	8.4 %
Soft AC/EZ	0 (0)	23 (1)	23 (1)	3.9 %	3.6 %
Sports	0 (0)	3 (1)	3 (1)	0.5 %	0.0 %
Standards	14 (1)	0 (0)	14 (1)	2.4 %	0.0 %
Totals	88 (6)	500 (17)	588 (23)		

Other Rated Stations					Metro Share	Cume Rating
KAAY	-AM	REL	1090	Little Rock	0.6	/ 2.1
KBBL	-FM	SPRTS	102.5	Cabot	0.5	/ 2.2
KLRG	-AM	REL	1150	N. Little Rock	1.4	/ 3.8
KMZK	-FM	B	106.3	Lonoke	0.9	/ 2.6

Consolidation Report	12+	25-54	Revenue
Buck KVLO-FM, KURB-FM, KEZQ-AM	16.2 %	14.4 %	17.6 %
Clear Channel, pend. KMJX-FM, KDDK-FM	15.3 %	16.9 %	22.4 %
Local KSYG-FM, KKPT-FM	7.3 %	9.9 %	5.9 %
Triathlon, pend. KSSN-FM, KOLL-FM, KMKV-FM	20.0 %	22.2 %	30.0 %
	58.8 %	63.4 %	75.9 %

AM Stations

KAAY	1090	50 KW (DA-N)	Religion	\$17.00 ---	Beasley
KARN	920	5 KW (DA-N)	News/Talk	CBS \$37.00 Katz	
KEZQ	1250	2 KW/1.2 KW (DA-N)	Standards	ABC NA D&R	GHB
KGHT	880	50 KW/220 W(DA-N)	Religion	SMN \$15.00 ---	Sheridan
KITA	1440	5 KW/249 W (DA-N)	Religion	NA ---	

FM Stations

KARN	101.7	6 KW @ 328	See KARN		Humnoke
KDDK	100.3	44 KW @ 1369	Country	ABC \$42.00 Mc-Guild	Clear Channel Jacksonville
KDRE	101.1	6 KW @ 328	AOR-New Rock	\$<20.00 ---	Flinn
KIPR	92.3	100 KW @ 938	Black	ABC \$42.00 Banner	Pine Bluff
KKPT	94.1	100 KW @ 1602	Oldies-70's	\$33.00 Christal	Signal
KMJX	105.1	81 KW @ 1054	AOR	ABC \$48.00 Mc-Guild	Clear Channel Conway
KMKV	106.7	16 KW @ 866	Country	\$<20.00 Katz	Triathlon Benton
KOLL	94.9	100 KW @ 1844	Oldies	ABC \$30.00 D&R	Triathlon Maumelle
KSSN	95.7	100 KW @ 1664	Country	\$80.00 Katz	Triathlon
KSYG	103.7	100 KW @ 1663	News/Talk	NA Christal	
KURB	98.5	100 KW @ 1285	CHR/AC	\$54.00 D&R	GHB
KVLO	102.9	50 KW @ 492	Soft AC	\$<20.00 D&R	GHB Sheridan
KYFX	99.5	3 KW @ 312	Jazz	CNN \$25.00 Eastman	
KYTN	107.7	50 KW @ 312	Black Gospel	NA ---	Wrightsville

Notes: 3/96 KOLL sold by Multimarket to Triathlon for \$4,000,000 . . . 3/96 Southern Skies sold the following to Triathlon (D+): KSSN-F for \$14,000,000; KMKV-F for \$2,500,000 (Star) . . . 3/96 U.S. Radio (R. Henry) sold these stations to Clear Channel: KDDK-F for \$7,000,000; KMJX-F for \$8,000,000 . . . 3/96 KSYG (1010) shut down to allow signal upgrade for WINS New York . . . 4/96 KPAL sold by Ainsley to Snider (D) for \$50,000 . . . 4/96 KEZQ-F changed calls to KVLO-F; remains Soft AC . . . 5/96 KLPQ-F sold to Snider for \$820,000 (B. Cate) . . . 5/96 KLPQ-F ended simulcast of All Sports KBBL-F; changed to CHR . . . 6/96 KBBL-F sold by Hall to Snider (D) for \$184,000 . . . 6/96 KPAL changed from Children's to All News as KRNN . . . 7/96 KGHT sold to Metropolitan (G. Acker) for \$338,000

LOS ANGELES

Arbitron Rank: 2 Pop (12+): 9,687,300
 MSA Rank: 2
 MSA Pop: 12,500,000
 DMA #: 2
 Average Person Ratings: 17.7
 Market TSL In Hours: 23.50

Stations: 46 / 45
 Diaries 6781 / 42 : 1 / 49.2 %
 Sample Target: 6,840
 % Below Line: 0.7
 % Not Listed: 9.8
 Pop per Station: 215,273

Last Year's Revenue: \$476,200,000
 Household Income: \$50,423
 Retail Dollars: \$98.2 Bil
 #1 Biller: KIIS-AF \$28,500,000
 #1 Billing Portfolio: Infinity/CBS/West. \$134,900,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KLVE -FM	SP	1232 / 7.2	7.1	6.9	4.8	4.7	6.5	12651 / 13.1	12.4	12.5	1402 / 14291	K KLVE -FM
2	KPWR -FM	U/CHR	935 / 5.4	5.0	5.5	5.3	5.0	5.3	16210 / 16.7	15.6	17.2	1047 / 18437	K KPWR -FM
3	KKBT -FM	B	861 / 5.0	4.2	4.0	4.2	4.2	4.4	10815 / 11.2	9.7	9.8	1057 / 13059	K KKBT -FM
4	KFI -AM	T	679 / 4.0	4.3	4.8	3.9	3.9	4.2	9856 / 10.2	10.4	11.6	1073 / 15003	K KFI -AM
5	KRTH -FM	O	647 / 3.8	3.6	3.5	3.9	3.8	3.7	12730 / 13.1	12.6	13.9	777 / 15618	K KRTH -FM
6	KIIS -FM	CHR	618 / 3.6	3.7	3.5	4.1	4.4	3.7	13987 / 14.4	15.3	14.5	700 / 16496	K KIIS -FM
7	KTWW -FM	J	609 / 3.5	3.7	3.2	2.9	3.0	3.3	8586 / 8.9	8.8	8.4	712 / 10077	J KTWW -FM
8	KLAX -FM	SP	572 / 3.3	3.2	3.2	3.3	3.4	3.3	7830 / 8.1	7.9	8.0	613 / 8418	K KLAX -FM
9	KROQ -FM	AOR-NR	569 / 3.3	3.8	3.6	4.5	4.4	3.8	10973 / 11.3	12.5	11.2	660 / 13148	K KROQ -FM
10	KOST -FM	AC	549 / 3.2	3.9	3.6	3.2	4.3	3.5	11966 / 12.4	12.9	12.2	715 / 14690	K KOST -FM
11	KABC -AM	T	537 / 3.1	3.0	2.9	3.2	3.1	3.1	8194 / 8.5	7.4	7.8	606 / 9396	K KABC -AM
12	KBIG -FM	AC	509 / 3.0	3.1	2.9	3.2	3.2	3.0	11009 / 11.4	10.4	11.3	614 / 13334	K KBIG -FM
13	KYSR -FM	AC/CHR	491 / 2.9	2.9	2.8	2.2	2.9	2.7	8637 / 8.9	9.2	9.5	530 / 9923	J KYSR -FM
14	KLAC -AM	ST	457 / 2.7	2.9	1.9	2.1	2.1	2.4	5558 / 5.7	6.6	5.5	519 / 6482	E KLAC -AM
16	KLOS -FM	AOR	455 / 2.7	2.6	2.4	2.9	3.3	2.6	9040 / 9.3	9.7	8.8	674 / 12716	K KLOS -FM
16	KCBS -FM	O-70s	411 / 2.4	2.3	2.4	2.7	2.4	2.5	7633 / 7.9	8.3	8.6	527 / 9993	J KCBS -FM
17	KFWB -AM	N	386 / 2.2	2.1	2.4	2.4	2.4	2.3	9393 / 9.7	10.3	11.1	427 / 10395	K KFWB -AM
18	KNX -AM	N	363 / 2.1	2.8	2.7	3.0	3.3	2.6	9611 / 9.9	11.4	11.9	490 / 12453	K KNX -AM
18	KLSX -FM	T	353 / 2.1	2.0	1.9	2.3	2.2	2.1	6218 / 6.4	6.2	6.4	431 / 7414	J KLSX -FM
20	KZLA -FM	C	346 / 2.0	2.0	1.6	2.3	2.3	2.0	5125 / 5.3	5.3	5.2	405 / 6197	I KZLA -FM
21	KTNQ -AM	SP	309 / 1.8	1.4	1.6	1.3	1.4	1.5	4138 / 4.3	3.6	4.2	342 / 4485	H KTNQ -AM
22	KXEZ -FM	SAC	283 / 1.6	1.8	2.0	1.7	1.9	1.8	5600 / 5.8	6.0	7.0	332 / 6527	I KXEZ -FM
	KKGO -FM	CL	283 / 1.6	1.8	1.8	1.9	1.4	1.8	5780 / 6.0	6.0	6.0	323 / 6610	H KKGO -FM
	KBUE -FM	SP	272 / 1.6	1.8	1.6	1.3	1.7	1.6	4306 / 4.4	5.0	4.6	279 / 4468	C KBUE -FM
25	KKHJ -AM	SP	244 / 1.4	1.8	3.1	2.8	1.9	2.3	4061 / 4.2	4.3	4.0	253 / 4188	F KKHJ -AM
	KRLA -AM	O	243 / 1.4	1.2	1.4	1.7	1.0	1.4	3910 / 4.0	3.8	3.9	254 / 4248	D KRLA -AM
	KSCA -FM	AOR-P	242 / 1.4	1.2	1.1	1.4	1.0	1.3	3660 / 3.8	3.8	4.1	257 / 4059	F KSCA -FM
28	KWKW -AM	SP	203 / 1.2	1.3	1.5	1.2	1.0	1.3	2532 / 2.6	2.7	3.1	205 / 2593	G KWKW -AM
29	KMAX -FM	AOR-NR	184 / 1.1						3576 / 3.7			189 / 3764	KMAX -FM
	KJLH -FM	B	182 / 1.1	1.1	0.9	0.7	0.6	0.9	3389 / 3.5	3.4	2.9	186 / 3459	C KJLH -FM
31	KACE -FM	B/A	170 / 1.0	1.0	1.1	0.9	1.1	1.0	2587 / 2.7	2.9	3.1	173 / 2646	D KACE -FM

12+ FM Share (Metro): 73.56 % (11387 of 15479) (Spring 95: 72.67 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KPWR-FM >	1 KLVE-FM	1 KLVE-FM >	1 KLVE-FM >	1 KLVE-FM >	1 KFI-AM <	1 KLVE-FM >	1 KLVE-FM	1 KLVE-FM <	1 KPWR-FM	1 KABC-AM <
2 KKBT-FM	2 KPWR-FM <	2 KKBT-FM <	2 KKBT-FM <	2 KRTH-FM <	2 KLVE-FM <	2 KKBT-FM	2 KFI-AM >	2 KPWR-FM <	2 KLVE-FM <	2 KLVE-FM <
	3 KKBT-FM	3 KPWR-FM	3 KRTH-FM	3 KKBT-FM <	3 KABC-AM	3 KLSX-FM <	3 KRTH-FM <	3 KKBT-FM	3 KKBT-FM	3 KPWR-FM
	4 KROQ-FM	4 KRTH-FM <	4 KTWW-FM	4 KTWW-FM	4 KTWW-FM <	4 KPWR-FM <	4 KPWR-FM	4 KRTH-FM <	4 KROQ-FM	4 KKBT-FM <
	5 KYSR-FM <	5 KLAX-FM	5 KCBS-FM <	5 KCBS-FM	5 KRTH-FM <	5 KFI-AM <	5 KKBT-FM <	5 KROQ-FM <	5 KABC-AM <	5 KRLA-AM
	6 KLAX-FM <	6 KROQ-FM	6 KYSR-FM <	6 KYSR-FM <	6 KLAC-AM	6 KIIS-FM	6 KTWW-FM	6 KROQ-FM <	6 KIIS-FM <	
	7 KIIS-FM	7 KIIS-FM <	7 KLOS-FM <	7 KBIG-FM		7 KOST-FM	7 KIIS-FM <			
		8 KYSR-FM	8 KBIG-FM <	8 KOST-FM		8 KBIG-FM <	8 KYSR-FM <			

Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPWR-FM >	1 KPWR-FM	1 KLVE-FM	1 KLVE-FM	1 KLVE-FM
2 KROQ-FM <	2 KLVE-FM <	2 KLSX-FM <	2 KPWR-FM	2 KLOS-FM <
3 KKBT-FM	3 KROQ-FM	3 KROQ-FM	3 KROQ-FM	3 KTWW-FM <
4 KIIS-FM	4 KYSR-FM <	4 KIIS-FM <	4 KPWR-FM <	4 KYSR-FM <
5 KLAX-FM <	5 KIIS-FM	5 KLAX-FM	5 KIIS-FM	5 KOST-FM <
6 KROQ-FM <	6 KLAX-FM	6 KOST-FM	6 KRTH-FM	6 KTWW-FM
7 KYSR-FM	7 KBIG-FM	7 KOST-FM	7 KBIG-FM	7 KBIG-FM <
	8 KCBS-FM	8 KBIG-FM <	8 KIIS-FM <	

LOS ANGELES

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	1607 (4)	1607 (4)	10.4 %	11.4 %
AOR/Classic/NR	0 (0)	1450 (4)	1450 (4)	9.4 %	12 %
Black/Urban	0 (0)	2148 (4)	2148 (4)	13.9 %	6.5 %
CHR	6 (1)	618 (1)	624 (2)	4.0 %	11.5 %
Classical	0 (0)	283 (1)	283 (1)	1.8 %	1.6 %
Country	0 (0)	438 (3)	438 (3)	2.8 %	3.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Hispanic	1029 (6)	2298 (5)	3327 (11)	21.5 %	18.8 %
Jazz	0 (0)	609 (1)	609 (1)	3.9 %	3.3 %
News/Talk	2192 (6)	353 (1)	2545 (7)	16.4 %	15.4 %
Oldies	243 (1)	1058 (2)	1301 (3)	8.4 %	8 %
Others/Unknown	50 (1)	0 (0)	50 (1)	0.3 %	0 %
Religion/Gospel	2 (1)	242 (3)	244 (4)	1.6 %	2 %
Soft AC/EZ	0 (0)	283 (1)	283 (1)	1.8 %	2 %
Sports	113 (1)	0 (0)	113 (1)	0.7 %	0.8 %
Standards	457 (1)	0 (0)	457 (1)	3.0 %	3 %
Totals	4092	18 11387 (30)	15479 (48)		

Other Rated Stations						Metro Share	Cume Rating
KAZN	-AM	E	1300	Pasadena		0.3	/ 0.7
KEZY	-FM	AC/CHR	95.9	Anaheim		0.3	/ 1.7
KFSG	-FM	REL	96.3	Los Angeles		0.3	/ 1.8
KIEV	-AM	T	870	Glendale		0.4	/ 1.5
KIKF	-FM	C	94.3	Garden Grove		0.5	/ 2.1
KKLA	-FM	REL	99.5	Los Angeles		0.7	/ 2.0
KMPC	-AM	T	710	Los Angeles		0.9	/ 4.3
KMQA	-FM	SP	98.3	W. Covina		0.4	/ 1.3
KRRA	-AM	SP	800	City of Industry		0.5	/ 1.1
KVAR	-FM	SP	97.5	San Bernardino		0.9	/ 2.4
KWIZ	-AM	SP	1480	Santa Ana		0.3	/ 0.8
KWVE	-FM	REL	107.9	San Clemente		0.4	/ 1.6
KXMG	-AM	SP	1540	Los Angeles		0.8	/ 1.8

Other Rated Stations--Outside Market						Metro Share	Cume Rating
XTRA	-AM	SPRTS	690	Tijuana		0.7	/ 2.3

Consolidation Report	12+	25-54	Revenue
Cox	8.2 %	8.4 %	10.1 %
KFI-AM, KACE-FM, KOST-FM			
Disney/ABC	6.7 %	6.3 %	11.9 %
KMPC-AM, KLOS-FM, KABC-AM			
Infinity/CBS/West.	17.3 %	18.2 %	28.3 %
KNX-AM, KTWW-FM, KROQ-FM, KFVB-AM, KCBS-FM, KRTH-FM			
Lieberman	3.3 %	3.6 %	1.4 %
KWIZ-AM, KKHJ-AM, KBUE-FM			
Viacom	4.5 %	5.5 %	5.6 %
KXEZ-FM, KYSR-FM			
	40.0 %	42.0 %	57.3 %

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KABC	790	5 KW (DA-N)	Talk	ABC	\$320.00 Katz	ABC/Disney
KFI	640	50 KW	Talk	Westwd	\$340.00 Christal	Cox
KFVB	980	5 KW	News	CNN, ABC, AP	\$310.00 Group W	CBS/West.
KKHJ	930	5 KW (DA-N)	Hispanic		\$140.00 Katz Hisp.	Lieberman
KLAC	570	5 KW (DA-N)	Standards		\$100.00 Eastman	Chancellor
KMPC	710	50 KW/10 KW (DA-N)	Talk	ABC	\$110.00 Katz	ABC/Disney
KNX	1070	50 KW	News	CBS	\$300.00 CBS	CBS/West.
KRLA	1110	50 KW/20 KW (DA-2)	Oldies		\$75.00 MMR	Greater Media
KSMG	1540	50 KW/10 KW (DA-2)	Hispanic		\$80.00 Katz Hisp.	SBS
KTNQ	1020	50 KW (DA-2)	Hispanic	CRC	\$130.00 Caballero	Heffel/Cir. Chnl.
KWKW	1330	5 KW (DA-N)	Hispanic		\$155.00 CBS	Lotus

LOS ANGELES

FM Stations

KACE	103.9	1.7 KW @ 390	Black AC	Westwd, AP	\$80.00	K&P	Cox	
KBIG	104.3	105 KW @ 2890	AC		\$400.00	Sentry	Bonneville	
KBUE	105.5	1 KW @ 407	Hispanic		\$90.00	---	Lieberman	
KCBS	93.1	29 KW @ 3498	Oldies	CBS	\$300.00	CBS	CBS/West.	
KIIS	102.7	8 KW @ 2960	CHR		\$450.00	Mc-Guild	Gannett	
KJLH	102.3	2.3 KW @ 338	Black		\$75.00	K&P		
KKBT	92.3	43 KW @ 2910	Black		\$375.00	MMR	Evergreen	
KKGO	105.1	18 KW @ 2887	Classical	AP	\$175.00	CMBS	Mt. Wilson	
KLAX	97.9	50 KW @ 390	Hispanic		\$260.00	Katz Hisp.	SBS	
KLOS	95.5	63 KW @ 3130	AOR	ABC	\$400.00	Katz	ABC/Disney	
KLSX	97.1	21 KW @ 3002	Talk		\$270.00	MMR	Greater Media	
KLVE	107.5	30 KW @ 2998	Hispanic		\$340.00	Caballero	HefTel/Ctr. Chnl.	
KMAX	107.1	3 KW @ -44	AOR-New Rock		NA	---	Odyssey	Arcadia
KOST	103.5	13 KW @ 3100	AC		\$420.00	Christal	Cox	
KPWR	105.9	25 KW @ 3035	CHR/Urban		\$400.00	D&R	Emmis	
KROQ	106.7	6 KW @ 1387	New Rock		\$475.00	Infinity	Inf./CBS/West., pend.	
KRTH	101.1	51 KW @ 3130	Oldies		\$460.00	Infinity	Inf./CBS/West., pend.	
KSCA	101.9	2.4 KW @ 2788	AOR-Prog.		\$85.00	Torbet		
KTWW	94.7	58 KW @ 2831	Jazz		\$300.00	Group W	CBS/West.	
KVAR	97.5	72 KW @ 1571	Hispanic		NA	Caballero	Embarcadero	Riverside
KXEZ	100.3	5 KW @ 3004	Soft AC/EZ	Westwd	\$210.00	Banner	Viacom	
KYSR	98.7	75 KW @ 1180	AC/CHR		\$275.00	Banner	Viacom	
KZLA	93.9	19 KW @ 3136	Country		\$240.00	Eastman	Chancellor	

Notes: 2/96 KBLA (Santa Monica) sold by River City to Sinclair TV . . . 3/96 KMAX-F/KAXX-F/KBAX (Triplecast) changed to New Rock . . . 4/96 Infinity scld these stations to Westinghouse (D+): KROQ-F for \$294,000,000; KRTH-F for \$312,000,000 . . . 7/96 KMAX-F/KAXX-F/KBAX-F (Triplecast) changed to KLYY-F/KSYF-F/KVYY-F after the Spring Survey . . .

LOUISVILLE

Arbitron Rank: 49 Pop (12+): 845,900	Stations: 21 / 21	Last Year's Revenue: \$35,800,000
MSA Rank: 56	Diaries 1502 / 563:1/ 55.0 %	Household Income: \$42,625
MSA Pop: 987,000	Sample Target: 1,520	Retail Dollars: \$9.2 Bil
DMA #: 50	% Below Line: 0	#1 Biller: WHAS \$7,500,000
Average Person Ratings: 14.6	% Not Listed: 12.7	#1 Billing Portfolio:
Market TSL In Hours: 19.50	Pop per Station: 40,281	Clear Channel duop \$17,150,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level	
1	WHAS -AM	FS	173 / 14.0	16.5	13.5	12.3	12.9	14.1	2542 / 30.0	27.6	27.3	220 / 3172	H WHAS -AM
2	WAMZ -FM	C	158 / 12.8	12.7	14.0	15.9	15.8	13.8	2155 / 25.5	27.6	29.4	234 / 3262	H WAMZ -FM
3	WDJX -FM	CHR	86 / 7.0	6.5	6.1	7.1	7.0	6.7	1799 / 21.3	18.0	18.2	117 / 2446	D WDJX -FM
4	WGZB -FM	B	81 / 6.6	5.3	5.9	6.1	4.4	6.0	1074 / 12.7	11.3	9.9	85 / 1181	C WGZB -FM
5	WTFX -FM	AOR	79 / 6.4	6.1	6.2	5.9	5.7	6.1	1353 / 16.0	13.1	11.5	126 / 2074	C WTFX -FM
6	WVEZ -FM	SAC	61 / 4.9	6.3	6.0	5.3	5.1	5.6	1054 / 12.5	14.7	14.3	69 / 1269	D WVEZ -FM
7	WQMF -FM	CL AOR	59 / 4.8	4.0	4.6	5.2	4.7	4.6	1116 / 13.2	14.2	15.0	89 / 1600	E WQMF -FM
8	WSJW -FM	J	50 / 4.0	2.7	3.0	3.7	3.7	3.4	769 / 9.1	8.8	8.8	52 / 828	WSJW -FM
9	WSFR -FM	O-70S	46 / 3.7	4.1	4.1	3.7	3.9	3.9	829 / 9.8	11.5	10.6	54 / 1000	WSFR -FM
10	WRKA -FM	O	44 / 3.6	3.8	3.9	3.9	5.3	3.8	969 / 11.5	12.8	14.7	48 / 1016	E WRKA -FM
11	WAVG -AM	ST	39 / 3.2	3.7	4.1	4.2	3.8	3.8	686 / 8.1	8.9	7.2	43 / 766	B WAVG -AM
12	WLRS -FM	AC	30 / 2.4	2.7	2.5	4.2	2.4	3.0	632 / 7.5	8.4	8.4	31 / 653	C WLRS -FM
	WXNU -FM	AOR-NR	30 / 2.4	2.1	1.2	1.1	2.9	1.7	624 / 7.4	5.4	6.9	30 / 646	A WXNU -FM
14	WKJK -FM	C	29 / 2.3	2.5	3.1	2.4	3.2	2.6	572 / 6.8	7.3	6.9	44 / 786	A WKJK -FM
	WLLV -AM	G	29 / 2.3	1.6	1.5	0.5	1.8	1.5	334 / 3.9	3.0	3.7	29 / 334	A WLLV -AM
16	WMJM -FM	B/AC	24 / 1.9	1.4	1.6	1.8	1.9	1.7	283 / 3.3	4.8	4.2	24 / 283	A WMJM -FM
17	WWKY -AM	T	17 / 1.4	1.8	1.1	0.9	0.9	1.3	399 / 4.7	4.3	3.6	18 / 420	A WWKY -AM
18	WRVI -FM	AC	16 / 1.3	1.0	0.0	0.0	0.0	0.6	385 / 4.6	0.0	0.0	16 / 385	WRVI -FM

12+ FM Share (Metro): 74.98 % (809 of 1079) (Spring 95: 75.33 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WGZB-FM >	1 WTFX-FM <	1 WAMZ-FM >	1 WAMZ-FM >	1 WAMZ-FM	1 WHAS-AM >	1 WHAS-AM >	1 WAMZ-FM <	1 WAMZ-FM <	1 WAMZ-FM	1 WAMZ-FM
2 WDJX-FM <	2 WAMZ-FM	2 WDJX-FM <	2 WHAS-AM	2 WHAS-AM >	2 WAMZ-FM >	2 WAMZ-FM >	2 WHAS-AM >	2 WHAS-AM >	WHAS-AM <	2 WHAS-AM <
3 WTFX-FM	3 WDJX-FM	3 WTFX-FM	3 WDJX-FM <	3 WDJX-FM <	3 WVEZ-FM <	3 WTFX-FM <	3 WVEZ-FM <	3 WDJX-FM	3 WGZB-FM	3 WGZB-FM >
4 WAMZ-FM >	4 WQMF-FM <	4 WHAS-AM <	4 WTFX-FM	4 WTFX-FM <	4 WAVG-AM	4 WDJX-FM <	4 WTFX-FM <	4 WTFX-FM <	4 WDJX-FM >	4 WTFX-FM
5 WKJK-FM	5 WGZB-FM >	5 WQMF-FM	5 WQMF-FM <	5 WVEZ-FM <		5 WGZB-FM	5 WDJX-FM	5 WVEZ-FM	5 WTFX-FM	5 WDJX-FM
	6 WXNU-FM	6 WGZB-FM <	6 WVEZ-FM <	6 WSJW-FM <		6 WQMF-FM >	6 WQMF-FM	WGZB-FM	6 WQMF-FM	6 WSFR-FM
		7 WVEZ-FM	7 WSJW-FM	7 WQMF-FM <				7 WQMF-FM		
		8 WSJW-FM	8 WRKA-FM	8 WRKA-FM						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAMZ-FM	1 WDJX-FM	1 WDJX-FM >	1 WAMZ-FM	1 WAMZ-FM	1 WTFX-FM	1 WTFX-FM	1 WTFX-FM	1 WAMZ-FM	1 WAMZ-FM
2 WDJX-FM <	2 WAMZ-FM	2 WTFX-FM <	2 WDJX-FM	2 WDJX-FM	2 WQMF-FM	2 WAMZ-FM	2 WAMZ-FM >	2 WTFX-FM	2 WHAS-AM
3 WGZB-FM >	3 WGZB-FM <	3 WVEZ-FM	3 WVEZ-FM	WVEZ-FM	3 WGZB-FM	3 WQMF-FM >	3 WHAS-AM <	3 WHAS-AM <	3 WTFX-FM
4 WVEZ-FM	4 WTFX-FM <	4 WAMZ-FM	4 WGZB-FM	4 WHAS-AM >	4 WAMZ-FM	4 WDJX-FM <	4 WQMF-FM	4 WQMF-FM	4 WSJW-FM
	5 WVEZ-FM >	5 WGZB-FM	5 WHAS-AM <	5 WSFR-FM <	5 WDJX-FM >	5 WGZB-FM	5 WSJW-FM	5 WSJW-FM	5 WQMF-FM <
	6 WQMF-FM	WXNU-FM	6 WSFR-FM <	6 WGZB-FM	6 WLLV-AM >	6 WHAS-AM	6 WDJX-FM	6 WRKA-FM	6 WRKA-FM >
	WXNU-FM	WQMF-FM	7 WQMF-FM <				7 WXNU-FM	7 WGZB-FM <	

LOUISVILLE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	46 (2)	46 (2)	4.3 %	7.3 %	WCND -AM C 940 Shelbyville	0.0 / 0.2	
AOR/Classic/NR	0 (0)	168 (3)	168 (3)	15.6 %	15.1 %	WFIA -AM REL 900 Louisville	1.0 / 3.0	
Black/Urban	0 (0)	105 (2)	105 (2)	9.7 %	8.3 %	WMPI -FM C 105.3 Scottsburg	0.8 / 1.2	
CHR	0 (0)	86 (1)	86 (1)	8.0 %	7.9 %	WTHQ -FM C 101.7 Shelbyville	0.5 / 1.2	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	0 (1)	203 (4)	203 (5)	18.8 %	23.5 %			
Full Service	173 (1)	0 (0)	173 (1)	16.0 %	14.7 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	50 (1)	50 (1)	4.6 %	0.0 %			
News/Talk	17 (1)	0 (0)	17 (1)	1.6 %	1.1 %			
Oldies	0 (0)	90 (2)	90 (2)	8.3 %	10.3 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	41 (2)	0 (0)	41 (2)	3.8 %	2.7 %			
Soft AC/EZ	0 (0)	61 (1)	61 (1)	5.7 %	5.8 %			
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Standards	39 (1)	0 (0)	39 (1)	3.6 %	4.3 %			
Totals	270 (6)	809 (16)	1079 (22)					

Consolidation Report	12+	25-54	Revenue
Blue Chip WMJM-FM, WGZB-FM	8.5 %	7.1 %	5.9 %
Clear Channel, pend. WHAS-AM, WAMZ-FM, WTFX-FM, WWKY-AM	34.5 %	31.3 %	47.9 %
Cox, pend. WXNU-FM, WRVI-FM, WRKA-FM	7.3 %	10.2 %	9.6 %
Local WAVG-AM, WXVW-AM	3.2 %	0.5 %	1.7 %
Regent, pend. WDJX-FM, WSJW-FM, WFIA-AM, WHKW-AM, WSFR-FM	15.7 %	17.5 %	19.0 %
	69.2 %	66.6 %	84.1 %

AM Stations

WAVG	970 5 KW (DA-2)	Standards	SMN, CBS	\$20.00	D&R	
WHAS	850 50 KW	Full Service	ABC	\$115.00	Christal	Clear Channel
WLLV	1240 1 KW	Black Gospel		NA	K&P	
WWKY	790 5 KW/1 KW (DA-2)	Talk	CBS, Westwd	\$<20.00	Mc-Guild	Clear Channel

FM Stations

WAMZ	97.5 100 KW @ 673	Country		\$155.00	Christal	Clear Channel	
WDJX	99.7 24 KW @ 715	CHR		\$52.00	Eastman	Regent	
WGZB	96.5 3 KW @ 328	Black		\$38.00	Mc-Guild	Blue Chip	Corydon, IN
WKJK	98.9 50 KW @ 492	Country	SMN, ABC	\$24.00	Christal	Snowden	Salem, IN
WLRS	102.3 3 KW @ 285	AC		\$36.00	Eastman		
WMJM	101.7 1.9 KW @ 415	Black AC	ABC	\$<20.00	Mc-Guild		Jeffersontown
WQMF	95.7 29 KW @ 643	Classic AOR		\$70.00	Katz		Jeffersonville, IN
WRKA	103.1 6 KW @ 312	Oldies	ABC	\$60.00	Banner	Cox	
WRVI	94.7 3 KW @ 328	AC		NA	---	Cox	
WSFR	107.7 31 KW @ 568	Oldies-70's		\$26.00	Eastman	Regent	Corydon, IN
WSJW	103.9 1.4 KW @ 490	Jazz		\$25.00	Eastma	Regent	
WTFX	100.5 37 KW @ 554	AOR	Source	\$53.00	Mc-Guild	Clear Channel	
WVEZ	106.9 24 KW @ 670	Soft AC		\$63.00	Mc-Guild	Regent	
WXNU	105.9 3 KW @ 328	AOR-New Rock	Westwd	\$<20.00	Katz	Cox	Valley Station

Notes: 2/96 Prism sold the following to SFX: WWKY for \$500,000; WTFX-F for \$6,400,000; WVEZ for \$10,400,000 . . . 4/96 WLSY-F changed calls to WMJM-F; remains Black AC . . . 5/96 SFX sold WWKY/WTFX-F to Clear Channel (D) for \$6,500,000 . . . 5/96 SFX sold WVEZ-F to Regent (D+) for \$12,600,000 . . . 5/96 Country format of WHKW-F 107.7 moved to 98.9 WKJK-F; 107.7 became 70's Oldies WSFR-F; WQLL-F 103.9 became Jazz as WSJW-F . . . 6/96 Otting (WQMF) sold WXNU-F to Cox (D+) for \$2,500,000 . . . Regent sold WHKW 1080 to Clear Channel for \$1,000,000

LUBBOCK

Arbitron Rank: 171	Pop (12+): 190,600	Stations: 18 / 16	Last Year's Revenue: \$7,900,000
MSA Rank: 182		Diaries 842 / 226:1/50.4 %	Household Income: \$35,374
MSA Pop: 234,000		Sample Target: 860	Retail Dollars: \$2.4 Bil
DMA #: 150		% Below Line: 0.6	#1 Biller: KLLL-AF \$2,300,000
Average Person Ratings: 16.3		% Not Listed: 11.9	#1 Billing Portfolio: KLLL-AF \$2,300,000
Market TSL in Hours: 21.75		Pop per Station: 11,912	

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KLLL -FM	C	58 / 18.7	20.1	21.2	20.4	25.0	625 / 32.8	33.7	35.1	81 / 993	D	KLLL -FM
2	KZII -FM	CHR	40 / 12.9	13.5	12.1	12.5	9.9	602 / 31.6	30.1	29.3	62 / 885	B	KZII -FM
3	KFMX -FM	AOR	35 / 11.3	12.9	10.9	10.4	12.3	389 / 20.4	23.1	23.5	47 / 576	C	KFMX -FM
4	KKCL -FM	O	30 / 9.6	7.9	7.8	11.4	10.6	428 / 22.4	19.6	22.4	34 / 549	B	KKCL -FM
5	KXTQ -FM	SP	24 / 7.7	5.9	6.9	5.5	6.5	214 / 11.2	9.2	11.1	46 / 423	B	KXTQ -FM
6	KEJS -FM	SP	14 / 4.5	3.6	2.2	0.3	0.7	141 / 7.4	5.2	4.7	17 / 186	A	KEJS -FM
	KRLB -FM	AC	14 / 4.5	5.0	5.0	6.9	4.5	345 / 18.1	16.2	21.2	21 / 457	B	KRLB -FM
8	KONE -FM	C	11 / 3.5	4.0	5.9	4.5	3.8	260 / 13.6	11.7	15.0	14 / 389	A	KONE -FM
9	KMMX -FM	AC	10 / 3.2	2.3	4.0	1.4	1.4	194 / 10.2	8.9	10.8	14 / 244	A	KMMX -FM
10	KRFE -AM	ST	9 / 2.9	4.0	4.4	1.4	2.4	135 / 7.1	8.0	7.9	11 / 178	A	KRFE -AM
11	KFYO -AM	FS	8 / 2.6	3.0	1.9	5.2	2.4	169 / 8.9	12.2	7.3	11 / 233	B	KFYO -AM

12+ FM Share (Metro): 88.69 % (243 of 274) (Spring 95: 88.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KZII-FM >	1 KFMX-FM	1 KLLL-FM	1 KLLL-FM >	1 KLLL-FM >	1 KLLL-FM >	1 KLLL-FM >	1 KLLL-FM >	1 KLLL-FM >	1 KZII-FM >	1 KZII-FM
2 KFMX-FM >	2 KZII-FM	2 KFMX-FM <	2 KFMX-FM <	2 KFMX-FM	2 KKCL-FM >	2 KZII-FM <	2 KKCL-FM	2 KZII-FM	2 KLLL-FM <	KRFE-AM
3 KLLL-FM >	3 KZII-FM >	3 KZII-FM	3 KZII-FM	KKCL-FM <	3 KXTQ-FM	3 KFMX-FM	3 KFMX-FM	3 KFMX-FM	3 KFMX-FM	KLLL-FM
4 KXTQ-FM	4 KXTQ-FM <	4 KKCL-FM <	4 KKCL-FM <	4 KZII-FM		4 KKCL-FM	4 KZII-FM >	4 KKCL-FM	4 KXTQ-FM	4 KFMX-FM >
		5 KKCL-FM >	5 KXTQ-FM >	5 KXTQ-FM >		5 KXTQ-FM >				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KZII-FM >	1 KZII-FM >	1 KZII-FM >	1 KLLL-FM	1 KLLL-FM >	1 KFMX-FM >	1 KFMX-FM >	1 KFMX-FM >	1 KFMX-FM	1 KLLL-FM <
2 KLLL-FM >	2 KLLL-FM >	2 KLLL-FM	2 KZII-FM >	2 KZII-FM >	2 KLLL-FM	2 KLLL-FM	2 KZII-FM >	2 KLLL-FM >	2 KFMX-FM <
3 KEJS-FM	3 KXTQ-FM	3 KXTQ-FM	3 KXTQ-FM	3 KXTQ-FM	3 KEJS-FM	3 KZII-FM	3 KLLL-FM	3 KKCL-FM <	3 KKCL-FM >
KXTQ-FM	KRLB-FM	KRLB-FM >	4 KRLB-FM	KRLB-FM	4 KXTQ-FM >	4 KEJS-FM	4 KXTQ-FM >	4 KXTQ-FM <	4 KXTQ-FM
KFMX-FM >						KXTQ-FM >		5 KZII-FM >	5 KZII-FM >>

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	24 (2)	24 (2)	8.8 %	10.4 %
AOR/Classic/NR	0 (0)	35 (1)	35 (1)	12.8 %	12.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	40 (1)	40 (1)	14.6 %	14.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	73 (3)	73 (3)	26.6 %	31.9 %
Full Service	9 (2)	0 (0)	9 (2)	3.3 %	2.2 %
Hispanic	5 (1)	38 (2)	43 (3)	15.7 %	11.1 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	8 (3)	0 (0)	8 (3)	2.9 %	1.4 %
Oldies	0 (0)	30 (1)	30 (1)	10.9 %	9.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	3 (1)	3 (1)	1.1 %	1.1 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	9 (1)	0 (0)	9 (1)	3.3 %	7.2 %
Totals	31 (7)	243 (11)	274 (18)		

Other Rated Stations				Metro Share	Cume Rating
KBZO -AM	SP	1460	Lubbock	1.6 /	2.3
KJAK -FM	REL	92.7	Slaton	1.0 /	4.8
KKAM -AM	T	1340	Lubbock	1.6 /	5.4
KLLL -AM	T	1590	Lubbock	0.6 /	3.5
KRBL -FM	C	105.7	Idalou	1.3 /	2.7

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KGNC -AM	FS	710	Amarillo	0.3 /	1.4
KKYN -AM	T	1060	Plainview	0.3 /	2.5

LUBBOCK

Consolidation Report	12+	25-54	Revenue
Gulfstar	17.4 %	17.4 %	26.6 %
KFMX-AM, KFMX-FM, KKAM-AM, KRLB-FM			
Local	6.7 %	6.7 %	8.9 %
KMMX-FM, KONE-FM			
	24.1 %	24.1 %	35.5 %

AM Stations

KBZO	1460	1 KW/243 W	Hispanic	NA	---	
KFYO	790	5 KW/1 KW (DA-2)	Full Service	CBS	\$<20.00	Seaton
KKAM	1340	1 KW	Talk	Westwd, Talknt	\$11.00	Katz
KRFE	580	500 W/290 W (DA-2)	Standards	SMN, ABC	\$<20.00	---

FM Stations

KEJS	106.5	34 KW @ 587	Hispanic	CNN	\$<20.00	---	
KFMX	94.5	100 KW @ 817	AOR	ABC	\$36.00	Katz	Gulfstar
KKCL	98.1	100 KW @ 436	Oldies	Westwd, ABC	\$27.00	Christal	Amer. General
KLLL	96.3	100 KW @ 817	Country	Westwd	\$50.00	Eastman	Pinnacle
KMMX	104.7	100 KW @ 801	AC		\$<20.00	D&R	Dowdy
KONE	101.1	100 KW @ 751	Country		\$<20.00	D&R	Dowdy
KRLB	99.5	100 KW @ 817	AC	ABC	\$<20.00	Katz	Gulfstar
KXTQ	93.7	100 KW @ 741	Hispanic		\$<20.00	Katz	Hisp.
KZII	102.5	100 KW @ 817	CHR		\$26.00	Torbet	Seaton

Notes:

MACON

Arbltron Rank: 147	Pop (12+): 247,200	Stations: 24 / 19	Last Year's Revenue: \$9,900,000
MSA Rank: 153		Diaries 932 / 265:1/45.3 %	Household Income: \$40,330
MSA Pop: 314,000		Sample Target: 970	Retail Dollars: \$3.2 Bil
DMA #: 123		% Below Line: 3.4	#1 Biller: WDEN-AF \$3,100,000
Average Person Ratings: 16.7		% Not Listed: 8.5	#1 Billing Portfolio:
Market TSL In Hours: 22.50		Pop per Station: 13,011	Magic duop+ \$5,200,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WDEN -AF	C	85 / 20.5	14.7	19.2	19.3	20.5	809 / 32.7	27.9	29.7	156 / 1558	E	WDEN -AF
2 WIBB -FM	B	51 / 12.3	12.6	11.8	8.2	6.8	532 / 21.5	20.8	23.2	64 / 733	B	WIBB -FM
3 WPEZ -FM	AC	46 / 11.1	10.5	7.9	9.9	10.5	455 / 18.4	19.8	20.2	60 / 687	C	WPEZ -FM
4 WQBZ -FM	AOR	28 / 6.8	5.7	5.9	6.9	6.8	368 / 14.9	13.9	14.3	41 / 558	B	WQBZ -FM
5 WDDO -AM	G	24 / 5.8	8.0	4.9	8.2	5.6	230 / 9.3	9.1	10.4	25 / 252	A	WDDO -AM
6 WMGB -FM	CHR	22 / 5.3	4.6	7.6	3.2	4.6	387 / 15.6	14.1	15.0	31 / 620	B	WMGB -FM
7 WAYS -FM	O	18 / 4.4	6.4	5.4	7.7	6.4	366 / 14.8	17.0	16.8	36 / 687	C	WAYS -FM
8 WRBG -FM	B/O	17 / 4.1	2.6	1.7	1.7	0.7	142 / 5.8	5.1	4.5	19 / 161	A	WRBG -FM
9 WMAZ -AM	N/T	14 / 3.4	4.6	4.4	3.7	5.4	228 / 9.2	12.6	11.1	19 / 340	B	WMAZ -AM
10 WPGA -FM	B	13 / 3.1	5.1	3.4	6.4	6.6	219 / 8.9	12.7	11.1	17 / 289	A	WPGA -FM
11 WFXM -FM	B	12 / 2.9	2.1	3.4	4.5	4.6	121 / 4.9	5.8	11.8	16 / 185	A	WFXM -FM
12 WMKS -FM	C	11 / 2.7	2.3	1.7	1.0	2.2	233 / 9.4	10.6	7.7	11 / 271	A	WMKS -FM
13 WXKO -AM	REL	10 / 2.4	1.0	2.2	1.0	1.0	79 / 3.2	2.1	2.7	11 / 99		WXKO -AM

12+ FM Share (Metro): 86.02 % (326 of 379) (Spring 95: 85.06 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WIBB-FM >	1 WIBB-FM	1 WDEN-AF	1 WDEN-AF	1 WOEN-AF	1 WDEN-AF >	1 WDEN-AF >	1 WDEN-AF >	1 WDEN-AF >	1 WIBB-FM	1 WIBB-FM
2 WDEN-AF >	2 WDEN-AF >	2 WIBB-FM <	2 WPEZ-FM	2 WPEZ-FM >	2 WPEZ-FM >	2 WIBB-FM <	2 WPEZ-FM >	2 WPEZ-FM	2 WDEN-FM >	2 WDEN-FM
3 WMGB-FM >	3 WQBZ-FM	3 WPEZ-FM	3 WIBB-FM	3 WIBB-FM	3 WDDO-AM	3 WPEZ-FM	3 WIBB-FM	WIBB-FM >	3 WQBZ-FM	
	4 WPEZ-FM	4 WQBZ-FM >	4 WQBZ-FM	4 WQBZ-FM >	4 WIBB-FM	4 WQBZ-FM	4 WQBZ-FM	4 WQBZ-FM	4 WPEZ-FM	
	WMGB-FM >>	5 WMGB-FM	5 WRBG-FM <	5 WRBG-FM <	5 WRBG-FM <	5 WDDO-AM	5 WAYS-FM		WMGB-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WIBB-FM >	1 WDEN-AF	1 WDEN-AF >	1 WDEN-AF	1 WDEN-AF	1 WIBB-FM >	1 WQBZ-FM	1 WQBZ-FM	1 WQBZ-FM	1 WQBZ-FM
2 WMGB-FM >	2 WIBB-FM >	2 WPEZ-FM	2 WPEZ-FM <	2 WPEZ-FM >	2 WQBZ-FM	2 WIBB-FM	2 WDEN-AF	2 WIBB-FM	2 WDEN-AF >
3 WPEZ-FM	3 WPEZ-FM	WIBB-FM >	3 WIBB-FM >	3 WIBB-FM >	3 WDEN-AF >	3 WDEN-AF	WMGB-FM	3 WDEN-AF	3 WPEZ-FM
WMKS-FM >	4 WMGB-FM >		4 WMGB-FM	4 WRBG-FM		4 WMGB-FM	4 WPEZ-FM	4 WPEZ-FM	WIBB-FM >
WDEN-AF						5 WPEZ-FM >	WIBB-FM >	5 WMGB-FM	5 WMGB-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	46 (1)	46 (1)	12.2 %	9.2 %
AOR/Classic/NR	0 (0)	33 (3)	33 (3)	8.8 %	8.3 %
Black/Urban	0 (0)	101 (7)	101 (7)	26.8 %	21.8 %
CHR	0 (0)	22 (1)	22 (1)	5.8 %	8.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	95 (2)	96 (3)	25.5 %	26.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	5 (1)	5 (1)	1.3 %	1.4 %
News/Talk	14 (1)	0 (0)	14 (1)	3.7 %	5.2 %
Oldies	0 (0)	18 (1)	18 (1)	4.8 %	7.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	38 (4)	4 (1)	42 (5)	11.1 %	10.3 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
Totals	53 (6)	324 (17)	377 (23)		

Other Rated Stations	Metro Share	Cume Rating
WALJ -FM J	107.1	Gordon 1.2 / 3.4
WBML -AM REL	900	Macon 0.5 / 1.3
WCOP -AM REL	1350	Warner Robins 0.5 / 1.6
WWIQ -FF CL AOR	96.5	Gray 1.0 / 3.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WALR -FM B/AC	104.7	Athens 0.5 / 0.9
WNNX -FM CHR-NR	99.7	Atlanta 0.5 / 3.1
WVEE -FM B	103.3	Atlanta 0.7 / 2.4
WWFJ -FM REL	93.3	Manchester 1.0 / 3.9
WWKX -FM B	103.7	Inwinton 0.7 / 3.6

Consolidation Report	12+	25-54	Revenue
Ed Taylor	16.4 %	15.7 %	8.1 %
WIBB-FM, WITK-AM, WQTK-AM, WRBG-FM			
IQ Network	1.2 %	1.3 %	1.0 %
WYIQ-FM, WWIQ-FM			
Local - 1	1.2 %	1.7 %	1.0 %
WALJ-FM, WNEX-AM, WBNM-AM			
Local - 2	8.4 %	9.4 %	7.8 %
WPGA-FM, WPGA-AM, WFXM-FM, WXKO-AM			
Magic	42.7 %	40.4 %	52.5 %
WPEZ-FM, WDDO-AM, WDEN-AM, WDEN-FM, WMGB-FM			
	70.0 %	68.5 %	70.4 %

AM Stations

WDDO	1240	1 KW	Gospel	Westwd, AURN	\$13.00	Christal	Magic	
WMAZ	940	50 KW/10 KW (DA-N)	News/Talk	ABC, Westwd	\$16.00	Katz	Ocmulgee	
WXKO	1150	1 KW/62 W	Gospel		\$11.00	---	WPGA owner	Fort Valley

FM Stations

WAYS	99.1	100 KW @ 663	Oldies	ABC, Westwd	\$31.00	Katz	Ocmulgee	
WDEN	105.3	100 KW @ 659	Country	Westwd	\$85.00	Mc-Guild	Magic	
WFXM	100.1	3 KW @ 298	Black	AURN	\$19.00	Torbet	WPGA owner	Forsyth
WIBB	97.9	10.5 KW @ 500	Black		\$11.00	Banner	Ed Taylor	Fort Valley
WMGB	93.7	29.5 KW @ 646	CHR		\$12.00	Christal	Magic	Jeffersonville
WMKS	92.3	3 KW @ 328	Country		\$15.00	---		
WPEZ	107.9	100 KW @ 689	AC	Westwd, ABC	\$38.00	Christal	Magic	
WPGA	100.9	2.25 KW @ 354	Black	ABC	\$21.00	---		Perry
WQBZ	106.3	50 KW @ 493	AOR	Westwd	\$24.00	Banner	Steve Taylor	Fort Valley
WRBG	101.7	6 KW @ 328	Black/Oldies		\$14.00	D&R	Ed Taylor	Warner-Robins

Notes: 3/96 WMAZ/WAYS-F sold by Gannett to Eddie Esserman for \$1,500,000 . . . 5/96 WDDO/WMGB-FM/WPEZ-F sold to Magic (D+) for \$7,250,000

MADISON

Arbitron Rank: 120 Pop (12+): 331,800	Stations: 20 / 17	Last Year's Revenue: \$18,700,000
MSA Rank: 124	Diaries 1268 / 262:1/ 63.4 %	Household Income: \$52,249
MSA Pop: 396,000	Sample Target: 1,300	Retail Dollars: \$4.7 Bil
DMA #: 83	% Below Line: 2.2	#1 Biller: WIBA-F \$3,000,000
Average Person Ratings: 15.8	% Not Listed: 19.7	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 19,518	Point/Midcont. duop+ \$8,950,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WZEE -FM	CHR	47 / 9.0	10.0	9.1	10.5	10.2	9.6	997 / 30.0	29.2	28.7	100 / 2114	D WZEE -FM
2	WIBA -FM	AOR	44 / 8.4	7.3	7.1	6.4	7.3	7.3	713 / 21.5	20.4	19.9	75 / 1331	E WIBA -FM
	WMGN -FM	AC	44 / 8.4	7.2	6.9	8.1	7.5	7.6	563 / 17.0	16.9	16.2	61 / 831	D WMGN -FM
4	WWQM -FM	C	39 / 7.5	6.6	6.9	7.3	6.3	7.1	544 / 16.4	16.1	14.0	46 / 748	D WWQM -FM
5	WMAD -FM	AOR-NR	37 / 7.1	6.0	5.0	5.1	5.1	5.8	678 / 20.4	16.2	18.0	44 / 778	B WMAD -FM
6	WIBA -AM	FS	35 / 6.7	5.5	5.9	4.9	5.3	5.7	545 / 16.4	20.4	19.9	42 / 683	C WIBA -AM
7	WOLX -FM	O	25 / 4.8	6.6	6.5	6.6	6.1	6.1	683 / 20.6	20.4	19.4	64 / 1411	D WOLX -FM
	WTDY -AM	T	25 / 4.8	4.9	4.2	4.3	4.7	4.5	332 / 10.0	10.2	10.8	27 / 364	B WTDY -AM
9	WJJO -FM	AOR/CL	23 / 4.4	3.0	3.4	4.5	3.5	3.8	443 / 13.3	14.5	13.2	44 / 841	C WJJO -FM
10	WYZM -FM	C	21 / 4.0	5.5	4.6	5.2	3.7	4.8	379 / 11.4	11.0	10.4	32 / 559	B WYZM -FM
11	WMMM -FM	AOR	17 / 3.2	3.6	3.8	2.8	5.3	3.4	345 / 10.4	8.8	10.5	18 / 388	B WMMM -FM
12	WMLI -FM	SAC	12 / 2.3	3.6	2.2	2.6	2.2	2.7	361 / 10.9	8.7	8.2	18 / 483	A WMLI -FM

12+ FM Share (Metro): 77.38 % (325 of 420) (Spring 95: 78.22 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZEE-FM >	1 WIBA-FM <	1 WIBA-FM	1 WMGN-F	1 WMGN-F	1 WIBA-AM	1 WIBA-AM <	1 WMGN-F <	1 WZEE-FM <	1 WZEE-FM >	1 WTDY-AM
2 WMAD-FM >	2 WMAD-FM <	2 WZEE-FM <	2 WIBA-FM	2 WIBA-FM	2 WMGN-F	2 WIBA-FM	2 WIBA-FM	2 WMGN-F	2 WIBA-AM	WZEE-FM
	3 WZEE-FM >	3 WMGN-F	3 WZEE-FM	3 WZEE-FM <	3 WWQM-F <	3 WMGN-F <	3 WZEE-FM	3 WIBA-FM <	WIBA-FM <	3 WIBA-AM
	4 WWQM-F	4 WMAD-FM <	4 WWQM-F	4 WWQM-F <	4 WTDY-AM	4 WZEE-FM	4 WWQM-F <	4 WMAD-FM	4 WWQM-F	4 WWQM-F
	WMGN-F >	5 WWQM-F	5 WMAD-FM <	5 WOLX-FM	5 WOLX-FM >	5 WWQM-F	5 WMAD-FM	5 WWQM-F >	WMAD-FM	
		6 WJJO-FM	6 WJJO-FM <	6 WMAD-FM		6 WOLX-FM <	6 WTDY-AM		6 WMGN-F	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZEE-FM >	1 WZEE-FM	1 WZEE-FM	1 WMGN-F	1 WMGN-F >	1 WIBA-FM	1 WIBA-FM >	1 WIBA-FM >	1 WIBA-FM >	1 WIBA-FM >
2 WMAD-FM	2 WMAD-FM	WMGN-F >	2 WZEE-FM >	2 WZEE-FM	2 WMAD-FM	2 WMAD-FM >	2 WMAD-FM	2 WWQM-F <	2 WWQM-F <
	WMGN-F >	3 WMGN-F >	WMAD-FM	3 WMAD-FM	3 WWQM-F >	3 WZEE-FM	3 WZEE-FM	3 WMAD-FM <	3 WJJO-FM
4 WIBA-FM	4 WIBA-FM	4 WMMM-F	4 WIBA-FM	4 WIBA-FM	4 WJJO-FM	4 WWQM-F	4 WYZM-FM	4 WJJO-FM	WTDY-AM
	WWQM-F	WWQM-F >	WYZM-FM	WWQM-F <	WZEE-FM	5 WJJO-FM >		5 WZEE-FM	5 WIBA-AM
			WWQM-F	6 WOLX-FM				6 WTDY-AM	
			WIBA-FM	WMAD-FM					

MADISON

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	44 (1)	44 (1)	10.5 %	9.7 %	WHIT	-AM SPRTS 1550 Madison	1.5	/ 2.9
AOR/Classic/NR	0 (0)	123 (5)	123 (5)	29.3 %	27.8 %	WIBU	-AM C 1450 Poynette	1.1	/ 2.5
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WMAD	-AM ST 1190 Sun Prairie	1.7	/ 2.8
CHR	0 (0)	47 (1)	47 (1)	11.2 %	13.1 %	WSJY	-FM EZ 107.3 Ft. Atkinson	1.9	/ 6.2
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WTSO	-AM C/T 1070 Madison	1.3	/ 6.4
Country	13 (2)	64 (3)	77 (5)	18.3 %	17.8 %				
Full Service	40 (2)	0 (0)	40 (2)	9.5 %	7.9 %	Other Rated Stations--Outside Market			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WGN	-AM FS/T 720 Chicago	1.0	/ 3.0
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WJVL	-FM C 99.9 Janesville	0.8	/ 2.7
News/Talk	25 (1)	0 (0)	25 (1)	6.0 %	6.6 %	WMJB	-FM CL AOR 105.9 Evansville	0.4	/ 0.9
Oldies	0 (0)	25 (1)	25 (1)	6.0 %	10.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %				
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0 %				
Soft AC/EZ	0 (0)	22 (2)	22 (2)	5.2 %	3.4 %				
Sports	8 (1)	0 (0)	8 (1)	1.9 %	0.5 %				
Standards	9 (1)	0 (0)	9 (1)	2.1 %	2.4 %				
Totals	95 (7)	325 (13)	420 (20)						

Consolidation Report	12+	25-54	Revenue
Midwest Family	17.6 %	21.5 %	22.9 %
WTDY-AM, WMGN-FM, WJJO-FM			
Point/Midcontinent	36.6 %	30.9 %	47.6 %
WZEE-FM, WTSO-AM, WMLI-FM, WMAD-FM, WMAD-AM, WIBA-FM, WIBA			
Woodward	12.0 %	15.2 %	16.6 %
WYZM-FM, WOLX-FM, WMMM-FM			
	66.2 %	67.6 %	87.1 %

AM Stations

Station	Power	Frequency	Format	Company	Other	City
WIBA	1310	5 KW/5.4 KW (DA-N)	Full Service	CBS	\$37.00 Katz	Point
WTDY	1480	5 KW (DA-2)	Talk	ABC, Westwd	\$20.00 Mc-Guild	Midwest Family

FM Stations

Station	Power	Frequency	Format	Company	Other	City
WIBA	101.5	12 KW @ 1017	AOR	\$60.00 Katz		Point
WJJO	94.1	50 KW @ 492	Classic AOR	\$24.00 D&R		Midwest Family Watertown
WMAD	92.1	1.8 KW @ 400	AOR-New Rock	\$24.00 Katz		Point Sun Prairie
WMGN	98.1	38 KW @ 581	AC	\$51.00 Mc-Guild		Midwest Family
WMLI	96.3	5 KW @ 672	Soft AC	Westwd \$<20.00 Banner		Midcontinent Sauk City
WMMM	105.5	4.4 KW @ 384	AOR	\$<20.00 Eastman		Woodward Verona
WOLX	94.9	37 KW @ 1299	Oldies	\$50.00 Christal		Woodward Baraboo
WWQM	106.3	4.5 KW @ 380	Country	,000.00 Christal		Enterprise Middleton
WYZM	105.1	6 KW @ 243	Country	\$<20.00 Eastman		Woodward Waunakee
WZEE	104.1	9.4 KW @ 1118	CHR	\$49.00 Banner		Midcontinent

Notes: Point (WIBA-AF/WMAD-AF) and Midcontinent (WTSO/WZEE-F/WMLI-F) merged their Madison properties for an estimated value of \$25,000,000 . . . WOLX sold by Shockley to Woodward (D+) for \$10,500,000

MANCHESTER

Arbitron Rank: 193 Pop (12+): 160,800	Stations: 29 / 7	Last Year's Revenue: \$7,700,000
MSA Rank: 140	Diaries 617 / 261.1 / 55.8 %	Household Income: \$54,157
MSA Pop: 275,000 (w/Nashua)	Sample Target: 610	Retail Dollars: \$3.4 Bil
DMA #: Boston (#6)	% Below Line: 50.8	#1 Biller: WZID-F \$3,900,000
Average Person Ratings: 16.4	% Not Listed: 6.8	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 22,971	Saga combo \$4,300,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1 WZID -FM	AC	45 / 17.0	19.7	16.8	20.3	19.1	557 / 34.6	34.4	33.2	85 / 1197	E	WZID -FM
2 WGIR -FM	AOR	33 / 12.5	7.4	10.6	6.5	12.7	464 / 28.9	23.3	29.0	63 / 1109	D	WGIR -FM
3 WOKQ -FM	C	20 / 7.6	9.9	8.8	8.3	7.4	265 / 16.5	17.5	18.6	51 / 714		WOKQ -FM
4 WJMN -FM	CHR	15 / 5.7	5.3	4.8	4.0	3.2	291 / 18.1	15.4	16.2	24 / 574		WJMN -FM
WFEA -AM	ST	15 / 5.7	5.6	5.9	8.7	5.7	177 / 11.0	8.7	10.1	23 / 285	A	WFEA -AM
6 WAAF -FM	AOR-NR	13 / 4.9	3.5	4.0	4.7	2.8	230 / 14.3	13.0	13.2	33 / 489		WAAF -FM
7 WGIR -AM	N/T	12 / 4.5	5.3	5.5	6.5	3.2	180 / 11.2	16.3	15.2	20 / 386	C	WGIR -AM
8 WOAZ -FM	J	10 / 3.8	2.5	1.5	2.2	1.8	128 / 8.0	8.0	6.7	22 / 287		WOAZ -FM
9 WXKS -FM	CHR	8 / 3.0	2.5	2.6	2.5	2.5	181 / 11.3	11.4	12.8	16 / 446		WXKS -FM
WBCN -FM	AOR	8 / 3.0	4.6	2.2	0.7	2.1	205 / 12.7	11.9	9.8	22 / 424		WBCN -FM

12+ FM Share (Metro): 82.52 % (203 of 246) (Spring 95: 79.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMN-FM >	1 WGIR-FM >	1 WZID-FM <	1 WZID-FM	1 WZID-FM	1 WZID-FM >	1 WZID-FM >	1 WZID-FM >	1 WZID-FM	1 WZID-FM >	1 WZID-FM >
2 WZID-FM	2 WZID-FM >	2 WGIR-FM >	2 WGIR-FM >	2 WGIR-FM >	2 WOKQ-FM	2 WGIR-FM	2 WGIR-FM >	2 WGIR-FM >	WGIR-FM	2 WGIR-FM >
WAAF-FM >	3 WAAF-FM	3 WOKQ-FM	3 WOKQ-FM >	3 WOKQ-FM >	WFEA-AM	3 WOKQ-FM	3 WOKQ-FM	3 WOKQ-FM <	3 WJMN-FM <	3 WJMN-FM
	WJMN-FM >	4 WAAF-FM		4 WOAZ-FM	4 WGIR-AM	4 WGIR-AM	4 WFEA-AM >	4 WJMN-FM	4 WAAF-FM	WOKQ-FM
		5 WJMN-FM >			WGIR-FM	5 WFEA-AM <				WBZ-AM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZID-FM >	1 WZID-FM	1 WGIR-FM	1 WZID-FM >	1 WZID-FM >	1 WGIR-FM	1 WGIR-FM >	1 WGIR-FM >	1 WGIR-FM >	1 WGIR-FM >
2 WJMN-FM	2 WGIR-FM	2 WZID-FM	2 WGIR-FM >	2 WGIR-FM >	2 WAAF-FM >	2 WAAF-FM >	2 WAAF-FM	2 WZID-FM	2 WZID-FM >>
WGIR-FM >	3 WJMN-FM	3 WOKQ-FM	3 WJMN-FM	3 WOKQ-FM >	3 WXKS-FM	3 WZID-FM	3 WZID-FM	3 WAAF-FM >	3 WAAF-FM
4 WXKS-FM >	4 WOKQ-FM	4 WJMN-FM	WOKQ-FM	4 WOAZ-FM	WJMN-FM	WBCN-FM	WBCN-FM >	WBCN-FM	WOKQ-FM
	5 WXKS-FM	WEGQ-FM >	5 WXKS-FM		5 WJMN-FM >			4 WOKQ-FM	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	57 (5)	57 (5)	23.3 %	24.9 %
AOR/Classic/NR	0 (0)	63 (7)	63 (7)	25.7 %	22.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	27 (3)	27 (3)	11.0 %	9.6 %
Classical	0 (0)	5 (1)	5 (1)	2.0 %	2.2 %
Country	0 (0)	24 (2)	24 (2)	9.8 %	12.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	10 (1)	10 (1)	4.1 %	0.0 %
News/Talk	22 (3)	0 (0)	22 (3)	9.0 %	10.0 %
Oldies	0 (0)	13 (3)	13 (3)	5.3 %	8.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	3 (1)	3 (1)	6 (2)	2.4 %	2.2 %
Sports	3 (1)	0 (0)	3 (1)	1.2 %	2.2 %
Standards	15 (1)	0 (0)	15 (1)	6.1 %	7.9 %
Totals	43 (6)	202 (23)	245 (29)		

Other Rated Stations				Metro Share	Cume Rating
WJYY -FM	AC/CHR	105.5	Concord	1.1	/ 4.9
WKBR -AM	EZ	1250	Manchester	1.1	/ 4.4
WNNH -FM	O	99.1	Henniker	0.4	/ 2.8

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WBOS -FM	AOR-P	92.9	Boston	1.1	/ 4.2
WBZ -AM	N/T	1030	Boston	1.5	/ 6.9
WCRB -FM	CL	102.5	Boston	1.9	/ 3.7
WEEI -AM	SPRTS	850	Boston	1.1	/ 3.3
WEGQ -FM	O-70S	93.7	Lawrence	1.9	/ 7.4
WHEB -FM	AOR	100.3	Portsmouth	0.4	/ 4.8
WHOB -FM	CHR	106.3	Nashua	1.5	/ 8.3
WHOM -FM	SAC	94.9	Mt. Washington	1.1	/ 3.6
WMJX -FM	AC	106.7	Boston	1.1	/ 3.3
WODS -FM	O	103.3	Boston	2.6	/ 10.8
WRKO -AM	T	680	Boston	2.3	/ 6.8
WXLO -FM	AC	104.5	Fitchburg, MA	1.1	/ 6.6
WXRV -FM	AOR-NR	92.5	Haverill, MA	0.8	/ 3.8
WZLX -FM	CL AOR	100.7	Boston	1.1	/ 3.7

MANCHESTER

AM Stations

WFEA	1370	5 KW (DA-2)	Standards	ABC, Tiknt, WW1	\$<20.00	Mc-Guild	Saga
WGIR	610	5 KW/1 KW (DA-2)	News/Talk	ABC	\$28.00	Banner	Knight

FM Stations

WGIR	101.1	11.5 KW @ 1027	AOR	\$54.00	Banner	Knight	
WHOB	106.3	950 W @ 541	CHR	\$25.00	Torbet		Nashua
WNNH	99.1	1.25 KW @ 711	Oldies	\$16.00	Roslin		Henniker
WZID	95.7	14.5 KW @ 925	AC	\$75.00	Mc-Guild	Saga	

Notes: Other ranked stations -- See Boston or Portsmouth . . . There is no Consolidation Report for the market (no duopolies in place) . . . WKBR sold for \$529,000

MCALLEN-BROWNSVILLE-HARLINGEN

Arbitron Rank: E3 Pop (12+): 611,500	Stations: 26 / 18	Last Year's Revenue: \$14,800,000
MSA Rank: McAllen - 104; Bmsv. - 155	Diarles 1655 / 369:1/44.7 %	Household Income: \$26,519
MSA Pop: 795,000	Sample Target: 1,640	Retail Dollars: \$5.9 Bil
DMA #: 107	% Below Line: 7.4	#1 Biller: KIWV-F \$1,900,000
Average Person Ratings: 16.4	% Not Listed: 9.8	#1 Billing Portfolio: Tichenor duop \$4,400,000
Market TSL In Hours: 22.00	Pop per Station: 33,972	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level		
1	KGBT -AM	SP	137 / 13.7	11.0	10.9	8.3	12.1	11.0	1409 / 23.0	21.9	20.6	143 / 1485	C	KGBT -AM
2	KBFM -FM	CHR	122 / 12.2	12.3	12.8	12.6	12.3	12.5	1935 / 31.6	32.1	32.2	124 / 2018	C	KBFM -FM
3	KIWW -FM	SP	97 / 9.7	12.4	11.0	11.5	14.3	11.1	1781 / 29.1	30.2	32.5	111 / 2015	C	KIWW -FM
4	KKPS -FM	SP	93 / 9.3	7.0	7.1	6.2	4.6	7.4	1615 / 26.4	19.4	18.1	96 / 1725	C	KKPS -FM
5	KTEX -FM	C	77 / 7.7	8.7	7.6	10.5	9.2	8.6	1089 / 17.8	16.8	20.2	85 / 1193	C	KTEX -FM
6	KFRQ -FM	AOR	76 / 7.6	4.4	5.8	7.0	5.8	6.2	1009 / 16.5	15.0	15.8	82 / 1123	C	KFRQ -FM
	KVLY -FM	O	76 / 7.6	5.4	5.3	4.8	4.9	5.8	979 / 16.0	14.2	12.0	77 / 1041	C	KVLY -FM
8	KTJN -FF	SP	47 / 4.7	5.4	4.7	3.8	7.0	4.6	956 / 15.6	16.3	16.6	49 / 1032	C	KTJN -FF
9	XAAA -FM	SP	25 / 2.5	3.5	3.3	1.6	2.2	2.7	465 / 7.6	7.2	6.4	29 / 520		XAAA -FM
10	KRGE -AM	REL	20 / 2.0	2.6	1.8	1.5	2.2	2.0	208 / 3.4	3.8	3.4	21 / 226	A	KRGE -AM
11	KQXX -FM	SP	19 / 1.9	4.9	3.9	4.3	4.0	3.8	504 / 8.2	10.9	10.7	19 / 532	B	KQXX -FM
12	KIRT -AM	SP	17 / 1.7	2.2	2.1	1.4	1.3	1.9	331 / 5.4	5.1	4.6	18 / 335	A	KIRT -AM
13	KURV -AM	T	14 / 1.4	2.3	1.9	2.2	1.4	2.0	220 / 3.6	4.0	4.1	17 / 243	B	KURV -AM
14	XVTH -FM	SP	12 / 1.2	1.5	1.5	1.2	0.9	1.3	338 / 5.5	5.6	4.3	12 / 338		XVTH -FM
	KSOX -FM	C	12 / 1.2	1.2	1.1	2.4	1.7	1.5	300 / 4.9	4.5	5.5	13 / 333	A	KSOX -FM
16	XRYS -FM	SP	10 / 1.0	0.6		0.9	0.0		243 / 4.0		2.5	10 / 243		XRYS -FM

12+ FM Share (Metro): 76.66 % (693 of 904) (Spring 95: 71.58 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KBFM-FM >	1 KBFM-FM	1 KIWW-FM	1 KIWW-FM	1 KIWW-FM <	1 KGBT-AM >	1 KGBT-AM >	1 KGBT-AM	1 KGBT-AM	1 KBFM-FM >	1 KBFM-FM >
	KFRQ-FM	2 KKPS-FM	2 KVLY-FM <	2 KGBT-AM <	2 KTEX-FM <	2 KBFM-FM	2 KVLY-FM <	2 KBFM-FM	2 KIWW-FM	2 KGBT-AM
	3 KIWW-FM	KVLY-FM	3 KGBT-AM	3 KVLY-FM <	3 KKPS-FM <	3 KIWW-FM <	3 KKPS-FM	3 KKPS-FM <	3 KFRQ-FM	3 KFRQ-FM
	4 KKPS-FM <	4 KBFM-FM	KKPS-FM	4 KKPS-FM	4 KIWW-FM <	4 KKPS-FM	KBFM-FM	4 KIWW-FM	KKPS-FM	4 KIWW-FM
	5 KVLY-FM	5 KFRQ-FM <	5 KTEX-FM >	5 KTEX-FM >	5 KVLY-FM >	KTEX-FM	5 KIWW-FM <	5 KFRQ-FM <	5 KGBT-AM <	KVLY-FM
	6 KTEX-FM >	6 KGBT-AM <	6 KBFM-FM <	6 KFRQ-FM <		6 KVLY-FM <	6 KTEX-FM	6 KVLY-FM <	6 KTJN-FF	6 KKPS-FM
		7 KTEX-FM >	7 KFRQ-FM	7 KBFM-FM		7 KFRQ-FM >	7 KFRQ-FM >	7 KTEX-FM >	7 KTEX-FM <	7 KTEX-FM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KBFM-FM	1 KBFM-FM	1 KIWW-FM <	1 KIWW-FM <	1 KGBT-AM <	1 KBFM-FM	1 KFRQ-FM >	1 KFRQ-FM	1 KFRQ-FM	1 KIWW-FM <
2 KFRQ-FM >	2 KIWW-FM <	2 KVLY-FM	2 KVLY-FM <	2 KIWW-FM <	KFRQ-FM >	2 KBFM-FM	2 KIWW-FM >	2 KIWW-FM	2 KKPS-FM <
3 KKPS-FM	3 KVLY-FM	3 KKPS-FM	3 KBFM-FM <	3 KVLY-FM	3 KTEX-FM >	3 KIWW-FM <	3 KKPS-FM	3 KKPS-FM <	3 KVLY-FM <
4 KVLY-FM	4 KKPS-FM	4 KGBT-AM	4 KKPS-FM <	4 KKPS-FM	4 KKPS-FM	4 KTEX-FM	KVLY-FM	4 KTEX-FM <	4 KFRQ-FM <
5 KIWW-FM	5 KFRQ-FM	5 KBFM-FM	5 KGBT-AM	5 KTEX-FM	5 KIWW-FM	5 KKPS-FM	5 KTEX-FM	5 KBFM-FM <	5 KGBT-AM
6 KTJN-FF	6 KGBT-AM <	6 KTEX-FM >	6 KTEX-FM >	6 KBFM-FM >		6 KVLY-FM >	6 KBFM-FM	6 KVLY-FM	KTEX-FM >>
XAAA-FM	7 KTEX-FM	7 KTJN-FF	7 KFRQ-FM					7 KGBT-AM >	

MCALLEN-BROWNSVILLE-HARLINGEN

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
AOR/Classic/NR	0 (0)	76 (1)	76 (1)	8.4 %	0.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	122 (1)	122 (1)	13.5 %	13.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	89 (2)	89 (2)	9.8 %	18.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	171 (5)	319 (11)	490 (16)	54.2 %	56.1 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	20 (2)	0 (0)	20 (2)	2.2 %	1.6 %
Oldies	0 (0)	76 (1)	76 (1)	8.4 %	5.6 %
Others/Unknown	0 (0)	11 (2)	11 (2)	1.2 %	0.0 %
Religion/Gospel	20 (1)	0 (0)	20 (1)	2.2 %	2.5 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	211 (8)	693 (18)	904 (26)		

Other Rated Stations					Metro Share	Cume Rating
KBOR	-AM	SP	1600	Brownsville	0.7	/ 2.7
KJAV	-FM	SP	104.9	Alamo	0.4	/ 1.1
KUBR	-AM	SP	1210	San Juan	0.6	/ 1.3
KVJY	-AM	T	840	Pharr	0.6	/ 1.7

Other Rated Stations--Outside Market					Metro Share	Cume Rating
XEEW	-FM	SP	97.7	Matamoros	0.6	/ 2.2
XEOR	-AM	SP	1390	Reynosa	0.4	/ 1.5
XHNA	-FM	?	105.9	Matamoros	0.6	/ 2.1
XHRR	-FM	?	102.5	Reynosa	0.5	/ 2.1
XMLS	-FM	SP	91.3	Matamoros	0.6	/ 2.9

Consolidation Report	12+	25-54	Revenue
Calendar	20.5 %	14.6 %	24.3 %
KVJY-AM, KTEX-FM, KBFM-FM			
Local	5.4 %	5.2 %	9.5 %
KTJX-FM, KTJN-FM, KBOR-AM			
Sunburst	24.5 %	27.9 %	24.3 %
KVLY-FM, KKPS-FM, KFRQ-FM			
Tichenor	25.3 %	26.2 %	29.7 %
KQXX-FM, KIWW-FM, KGBT-AM			

75.7 % 73.9 % 87.8 %			

AM Stations

KBOR	1600	1 KW (DA-1)	Hispanic	\$<20.00	Caballero		
KGBT	1530	50 KW/10 KW (DA-N)	Hispanic	\$38.00	Katz	Heftel/Cir. Chnl., pend.	
KIRT	1580	1 KW/300 W	Hispanic	NA	---	Gomez	Mission
KRGE	1290	5 KW (DA-N)	Religion	\$<20.00	---		Westlaco
KURV	710	1 KW/900 W(DA-2)	Talk	CBS, SBUSA, Westwd	\$<20.00	---	Edinburg
KVJY	840	5 KW/1 KW (DA-2)	EZ	ABC	\$<20.00	Christal	Calendar

FM Stations

KBFM	104.1	100 KW @ 998	CHR	ABC	\$42.00	D&R	Calendar	
KFRQ	94.5	100 KW @ 1158	AOR		\$33.00	Torbet	Sunburst	
KIWW	96.1	100 KW @ 987	Hispanic		\$40.00	Katz Hisp.	Heftel/Cir. Chnl., pend.	
KKPS	99.5	100 KW @ 1037	Hispanic		\$33.00	---	Sunburst	
KQXX	98.5	100 KW @ 997	Hispanic		\$23.00	Lotus	Heftel/Cir. Chnl., pend.	
KSOX	102.1	18 KW @ 758	Oldies		\$<20.00	---		Raymondville
KTEX	100.3	100 KW @ 1125	Country	ABC	\$48.00	Christal	Calendar	
KTJN	106.3	500 W @ 633	Hispanic		\$30.00	Caballero		Mercedes
KTJX	105.5	3 KW @ 285	See KTJN-FM					Mission
KVLY	107.9	100 KW @ 719	AC		\$32.00	Torbet	Sunburst	

Notes: KFRQ-F reclassified from Country to AOR . . . 2/96 KVLY sold by Tippie to Sunburst for \$3,175,000 (Whitley, Americom) . . . 3/96 KFRQ-F/KKPS-F sold by Signature to Sunburst for \$5,500,000 (Americom) . . . 3/96 KQXX-F sold to Tichenor for \$1,300,000 . . . 7/96 KGBT/KIWW-F/KQXX-F sold by Tichenor to Heftel (Clear Channel)

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank: 96 Pop (12+): 385,300	Stations: 35 / 11	Last Year's Revenue: NA
MSA Rank:	Diaries 1131 / 341:1/58.4 %	Household Income: \$44,304
MSA Pop: NA	Sample Target: 1,140	Retail Dollars: \$4.7 Bil
DMA # Orlando (#22)	% Below Line: 54.1	#1 Biller: NA
Average Person Ratings: 15.9	% Not Listed: 10.8	#1 Billing Portfolio: NA
Market TSL In Hours: 21.00	Pop per Station: 35,027	

12+ Metro	Format	1/4 Share	Fal 95	Spq 95	Fal 94	Spq 94	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level
1	WMMB -AM	ST/FS	57 / 9.3	9.8	9.4	9.7	566 / 14.7	12.8	12.8	57 / 571	WMMB -AM
2	WAOA -FM	CHR	48 / 7.8	3.9	5.7	6.2	697 / 18.1	17.3	17.8	48 / 703	WAOA -FM
3	WWKA -FM	C	43 / 7.0	8.2	9.9	7.6	587 / 15.2	20.0	20.0	99 / 1298	WWKA -FM
4	WJRR -FM	AOR-NR	42 / 6.9	5.2	6.5	7.1	628 / 16.3	15.3	16.5	82 / 1296	WJRR -FM
5	WOMX -FM	AC/CHR	38 / 6.2	5.1	4.7	4.4	631 / 16.4	15.9	15.2	65 / 1196	WOMX -FM
6	WHTQ -FM	AOR	33 / 5.4	5.7	4.9	4.3	509 / 13.2	14.3	13.2	73 / 1108	WHTQ -FM
7	WTKS -FM	T	32 / 5.2	4.2	3.9	3.3	479 / 12.4	11.7	10.4	62 / 886	WTKS -FM
8	WLRQ -FM	SAC	29 / 4.7	5.5	6.0	5.9	495 / 12.8	14.2	14.8	29 / 515	WLRQ -FM
9	WHKR -FM	C	23 / 3.8	4.9	4.5	5.4	376 / 9.8	12.2	10.8	24 / 435	WHKR -FM
10	WMGF -FM	SAC	20 / 3.3	3.4	3.2	3.8	338 / 8.8	8.3	9.7	93 / 1202	WMGF -FM
11	WDIZ -FM	AOR	18 / 2.9	3.4	5.0	2.6	386 / 10.0	13.7	12.3	44 / 918	WDIZ -FM
12	WRFB -AM	EZ	17 / 2.8	2.1	1.7		199 / 5.2	3.7		17 / 205	WRFB -AM
13	WJHM -FM	B	16 / 2.6	2.6	2.5	3.9	252 / 6.5	7.4	6.7	59 / 771	WJHM -FM
	WOCL -FM	O	16 / 2.6	2.4	2.5	1.6	312 / 8.1	8.5	7.6	68 / 1085	WOCL -FM
15	WTAI -AM	T	15 / 2.5	2.0	2.7	3.8	169 / 4.4	2.1	4.9	15 / 169	WTAI -AM
16	WGGO -FM	O	12 / 2.0	3.1	2.8	3.9	232 / 6.0	6.6	8.0	12 / 232	WGGO -FM

12+ FM Share (Metro): 79.12 % (432 of 546) (Spring 95: 78.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WAOA-FM	1 WJRR-FM >	1 WJRR-FM <	1 WOMX-FM	1 WOMX-FM <	1 WMMB-A >	1 WMMB-A >	1 WAOA-FM	1 WAOA-FM	1 WMMB-A	1 WMMB-A
2 WJRR-FM >	2 WAOA-FM	2 WAOA-FM <	2 WAOA-FM	2 WAOA-FM	2 WWKA-FM <	2 WWKA-FM <	2 WJRR-FM <	2 WJRR-FM <	2 WJRR-FM	2 WWKA-FM >
3 WJHM-FM >	3 WHTQ-FM	3 WOMX-FM	WHTQ-FM <	WHTQ-FM <	3 WOMX-FM <	3 WOMX-FM <	3 WWKA-FM	3 WWKA-FM	WAOA-FM	3 WJRR-FM
	WOMX-FM	4 WHTQ-FM <	4 WTKS-FM <	4 WTKS-FM <	4 WTKS-FM	WJRR-FM <	4 WTKS-FM <	4 WTKS-FM <	4 WWKA-FM <	
	5 WWKA-FM <	5 WTKS-FM	5 WJRR-FM	5 WWKA-FM <	5 WJRR-FM <	5 WOMX-FM <	6 WLRQ-FM <			
	6 WTKS-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WAOA-FM	1 WAOA-FM	1 WOMX-FM	1 WOMX-FM <	1 WOMX-FM	1 WJRR-FM >	1 WJRR-FM >	1 WHTQ-FM >	1 WJRR-FM	1 WHTQ-FM
WJRR-FM >	2 WJRR-FM	2 WAOA-FM	2 WAOA-FM >	2 WAOA-FM	2 WAOA-FM	2 WHTQ-FM	WJRR-FM	2 WHTQ-FM	2 WTKS-FM
	WOMX-FM	WWKA-FM >	3 WLRQ-FM	3 WLRQ-FM	WTKS-FM >	3 WAOA-FM		3 WTKS-FM >	3 WJRR-FM <
	4 WWKA-FM	4 WJRR-FM	4 WJRR-FM	4 WWKA-FM	WJHM-FM	WDIZ-FM		4 WAOA-FM <	4 WWKA-FM
	5 WTKS-FM		WWKA-FM	5 WHTQ-FM	WDIZ-FM	5 WTKS-FM		5 WDIZ-FM <	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	38 (1)	38 (1)	7.0 %	6.5 %
AOR/Classic/NR	0 (0)	99 (5)	99 (5)	18.2 %	20.0 %
Black/Urban	0 (0)	22 (2)	22 (2)	4.0 %	2.9 %
CHR	0 (0)	55 (3)	55 (3)	10.1 %	8.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	86 (6)	86 (6)	15.8 %	17.6 %
Full Service	7 (1)	0 (0)	7 (1)	1.3 %	2.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	3 (1)	3 (1)	0.6 %	0.0 %
News/Talk	27 (4)	32 (1)	59 (5)	10.8 %	10.4 %
Oldies	0 (0)	36 (3)	36 (3)	6.6 %	7.2 %
Others/Unknown	2 (1)	0 (0)	2 (1)	0.4 %	2.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	17 (1)	60 (3)	77 (4)	14.1 %	11.7 %
Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Standards	59 (2)	0 (0)	59 (2)	10.8 %	11.0 %
Totals	114	10	431 (25)	545 (35)	

Other Rated Stations	Metro Share	Cume Rating
WAMT -AM ST	1060	Titusville 0.3 / 1.4
WMEL -AM T	920	Melbourne 1.1 / 5.2
WMYM -AM N	1350	Cocoa 0.5 / 2.6
WXXU -AM E	1300	Cocoa Beach 0.3 / 1.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCFB -FM U/AC	94.5	Daytona Beach 1.0 / 2.6
WCLB -FM C	95.5	Ft. Pierce 0.3 / 0.9
WDBO -AM FS/T	580	Orlando 1.1 / 3.1
WFLZ -FM CHR	93.3	Tampa 0.5 / 0.9
WGNE -FM C	98.1	Titusville 1.8 / 6.5
WGYL -FM EZ	93.7	Vero Beach 1.8 / 3.6
WKGR -FM CL AOR	98.7	Ft. Pierce 0.5 / 2.5
WKRO -FM AOR-NR	93.1	Edgewater 0.5 / 1.3
WLOQ -FM J	103.1	Winter Park 0.5 / 1.6
WPAW -FM C	99.7	Vero Beach 0.7 / 1.9
WPCV -FM C	97.5	Winter Haven 0.5 / 1.7
WQOL -FM O	103.7	Vero Beach 1.3 / 3.7
WQTM -AM SPRTS	540	Pine Hills 0.3 / 1.2
WWNZ -AM N	640	Orlando 0.3 / 1.7
WXXL -FM CHR	106.7	Tavares 0.7 / 4.3

MELBOURNE-TITUSVILLE-COCOA

AM Stations

WMMB	1240	1 KW	Standards	WW1, ABC, Tlknt	NA Torbet
WRFB	860	1 KW/121 W	Standards		NA ---
WTAI	1560	5 KW (Days)	Talk	ABC, CBS	NA Torbet

FM Stations

WAOA	107.1	100 KW @ 485	CHR		NA Torbet
WGGD	95.1	6 KW @ 210	Oldies		NA Torbet
WHKR	102.7	50 KW @ 492	Country		NA Eastman
WLRQ	99.3	50 KW @ 492	AC		NA Eastman
					Rockledge

Notes: Other ranked stations -- See Orlando or Daytona Beach . . . There is no Consolidation Report for this market . . . 3/96 WAMT replaced its Talk segments with Sports Talk; its primary programming remains Standards

MEMPHIS

Arbitron Rank: 43 Pop (12+): 931,800	Stations: 28 / 26	Last Year's Revenue: \$39,200,000
MSA Rank: 52	Diarles 1473 / 633:1/ 50.3 %	Household Income: \$41,691
MSA Pop: 1,080,000	Sample Target: 1,490	Retail Dollars: \$9.9 Billion
DMA #: 42	% Below Line: 0.9	#1 Biller: WGKX-FM \$6,300,000
Average Person Ratings: 16.1	% Not Listed: 10.3	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 35,838	Clear Channel duop. pend., \$15,550,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WHRK -FM	B	192 / 12.8	14.3	12.1	11.6	13.0	12.7	2298 / 24.7	23.1	23.3	243 / 2948	G WHRK -FM
2	WDIA -AM	B	120 / 8.0	9.0	6.8	9.3	8.6	8.3	1561 / 16.8	15.5	15.4	140 / 1964	D WDIA -AM
3	WRVR -FM	AC	116 / 7.7	7.4	7.1	5.6	7.5	6.9	1671 / 17.9	15.3	16.2	147 / 2168	F WRVR -FM
4	WGKX -FM	C	106 / 7.1	7.4	7.5	7.5	7.4	7.4	1661 / 17.8	19.1	17.0	133 / 2206	G WGKX -FM
5	WEGR -FM	AOR	104 / 6.9	5.2	6.7	6.4	6.3	6.3	1377 / 14.8	14.6	14.0	152 / 2124	F WEGR -FM
	WMC -FM	CHR/AC	104 / 6.9	6.7	5.8	5.8	6.2	6.3	1789 / 19.2	15.4	15.6	124 / 2203	E WMC -FM
7	KJMS -FM	B	92 / 6.1	6.9	5.8	6.3	7.4	6.3	1652 / 17.7	17.4	19.1	103 / 1942	C KJMS -FM
8	WMC -AM	N/T	72 / 4.8	4.4	6.3	5.0	4.6	5.1	958 / 10.3	12.8	11.5	75 / 1001	D WMC -AM
9	WLOK -AM	G	64 / 4.3	5.4	5.0	4.7	3.8	4.8	1008 / 10.8	9.5	8.9	64 / 1020	C WLOK -AM
10	WOGY -FM	C	58 / 3.9	4.1	5.6	3.9	4.1	4.4	1021 / 11.0	12.8	11.1	61 / 1169	C WOGY -FM
11	WSRR -FM	O-70s	47 / 3.1	2.9	2.7	3.9	2.3	3.1	1006 / 10.8	10.5	9.8	57 / 1322	D WSRR -FM
	WRXQ -FM	AOR-NR	47 / 3.1	3.0	2.8	2.7	3.4	2.9	1028 / 11.0	9.9	9.5	48 / 1065	B WRXQ -FM
13	WMFS -FM	AOR	43 / 2.9	2.1	2.4	3.0	2.0	2.6	658 / 7.1	7.0	5.0	44 / 696	A WMFS -FM
14	WJCE -AM	B/O	32 / 2.1	3.0	2.6	2.9	3.0	2.7	552 / 5.9	7.0	6.6	37 / 669	B WJCE -AM
15	WCRV -AM	REL	30 / 2.0	1.5	1.7	1.6	1.1	1.7	499 / 5.4	4.8	4.1	34 / 591	A WCRV -AM
16	WPLX -AM	ST	21 / 1.4	2.0	1.4	1.0	1.5	1.5	165 / 1.8	2.6	3.2	21 / 165	A WPLX -AM
17	WREC -AM	T	15 / 1.0	1.5	1.5	1.2	1.1	1.3	436 / 4.7	7.0	5.9	18 / 524	B WREC -AM

12+ FM Share (Metro): 69.69 % (938 of 1346) (Spring 95: 68.87 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WHRK-FM >	1 WHRK-FM >	1 WHRK-FM	1 WEGR-FM <	1 WEGR-FM <	1 WDIA-AM <	1 WEGR-FM <	1 WHRK-FM <	1 WHRK-FM >	1 WHRK-FM >	1 WHRK-FM >
2 KJMS-FM >	2 WEGR-FM <	2 WEGR-FM	2 WHRK-FM	2 WHRK-FM <	2 WRVR-FM	2 WHRK-FM	2 WRVR-FM	2 WRVR-FM	2 KJMS-FM >	2 WDIA-AM <
3 WRXQ-FM >	3 WMC-FM	3 WMC-FM <	3 WDIA-AM <	3 WRVR-FM <	3 WGKX-FM	3 WDIA-AM	3 WGKX-FM <	3 WMC-FM <	3 WDIA-AM	3 WGKX-FM
	4 KJMS-FM >	4 WRVR-FM <	4 WRVR-FM	4 WDIA-AM	4 WMC-AM >	4 WGKX-FM	4 WMC-FM	4 KJMS-FM <	4 WRVR-FM	KJMS-FM
	5 WMFS-FM <	5 WDIA-AM	5 WGKX-FM	5 WGKX-FM <	5 WEGR-FM <	WMC-FM	5 WMC-AM <	5 WEGR-FM <		5 WMC-AM
	6 WGKX-FM	6 KJMS-FM	WMC-FM	6 WMC-FM >	6 WMC-FM <	6 WRVR-FM <	6 WEGR-FM <	6 WGKX-FM <		6 WEGR-FM <
		7 WGKX-FM >	7 KJMS-FM			7 WMC-AM	7 WDIA-AM	7 WDIA-AM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WHRK-FM >	1 WHRK-FM >	1 WHRK-FM >	1 WHRK-FM	1 WRVR-FM <	1 WHRK-FM >	1 WHRK-FM	1 WEGR-FM	1 WEGR-FM <	1 WEGR-FM >
2 WMC-FM	2 WMC-FM	2 WMC-FM <	2 WMC-FM <	2 WHRK-FM <	2 WMC-FM <	2 WEGR-FM >	2 WHRK-FM >	2 WHRK-FM >	2 WHRK-FM
3 KJMS-FM >	3 KJMS-FM >	3 WEGR-FM	3 WRVR-FM <	3 WDIA-AM	3 WMFS-FM	3 WMFS-FM <	3 WGKX-FM	3 WGKX-FM	3 WGKX-FM <
	4 WEGR-FM <	4 WDIA-AM	4 WDIA-AM >	4 WMC-FM	4 WEGR-FM	4 KJMS-FM	4 WMFS-FM <	4 WMC-FM <	4 WRVR-FM <
	5 WRVR-FM	WOGY-FM	5 WEGR-FM	5 WEGR-FM <	KJMS-FM	WMC-FM <	5 KJMS-FM <	5 KJMS-FM <	5 WDIA-AM
	WDIA-AM	KJMS-FM <	KJMS-FM	6 WGKX-FM	6 WRXQ-FM	6 WGKX-FM	6 WRXQ-FM	6 WMFS-FM	6 WMC-AM <
	7 WLOK-AM	7 WLOK-AM	7 WGKX-FM	7 WLOK-AM <		7 WRXQ-FM	WMC-FM	WDIA-AM <	7 WMC-FM <
								8 WRVR-FM	

MEMPHIS

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating		
AC	0 (0)	122 (2)	122 (2)	9.2 %	8.4 %	KMZN -FM	AOR-NR	107.1	Marion, AR	0.5 / 2.7	
AOR/Classic/NR	0 (0)	202 (4)	202 (4)	15.2 %	13.7 %	KOSE -AF	O	860	Osceola, AR	0.4 / 1.2	
Black/Urban	152 (2)	289 (3)	441 (5)	33.3 %	40.6 %	KWAM -AM	REL	990	Memphis	0.6 / 1.5	
CHR	0 (0)	104 (1)	104 (1)	7.8 %	7.0 %	WAVN -AM	REL	1360	Southaven, MS	0.5 / 0.8	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WBBP -AM	REL	1480	Memphis	0.8 / 3.7	
Country	0 (0)	171 (3)	171 (3)	12.9 %	14.3 %	WHBQ -AM	SPRTS	560	Memphis	0.7 / 2.9	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKRA -FM	B/O	92.7	Holly Springs, MS	0.3 / 1.1	
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WNWZ -AM	T	1430	Germantown	0.9 / 2.3	
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	Other Rated Stations--Outside Market				Metro Share	Cume Rating
News/Talk	87 (2)	0 (0)	87 (2)	6.6 %	6.4 %	KFIN -FM	C	107.9	Jonesboro, AR	0.5 / 1.2	
Oldies	3 (1)	50 (2)	53 (3)	4.0 %	2.6 %	KIYS -FM	AC	101.9	Jonesboro, AR	0.4 / 1.9	
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %						
Religion/Gospel	122 (5)	0 (0)	122 (5)	9.2 %	5.0 %						
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Sports	11 (1)	0 (0)	11 (1)	0.8 %	0.0 %						
Standards	13 (1)	0 (0)	13 (1)	1.0 %	1.7 %						
Totals	388	12 938 (15)	1326 (27)								

Consolidation Report	12+	25-54	Revenue
Barnstable WSRR-FM, WGKX-FM	10.2 %	11.5 %	21.2 %
Clear Channel, pend. WRXQ-FM, WREC-AM, WHRK-FM, WEGR-FM, WDIA-AM, KWAM-AM, KJMS-FM	38.5 %	37.0 %	39.7 %
Local WNWZ-AM, WHBQ-AM, KMZN-FM	2.1 %	2.0 %	2.0 %
Sinclair TV, pend. WRVR-FM, WOGY-FM, WJCE-AM	13.7 %	16.4 %	17.1 %
	64.5 %	66.9 %	80.0 %

AM Stations

Station	Power	Frequency	Format	Daypart	Revenue	Advertiser	Station
KWAM	990	10 KW/450 W (DA-2)	Gospel	Westwd	\$16.00	D&R	Clear Channel
WBBP	1480	5 KW/41 W	Religion		\$14.00	---	
WCRV	640	50 KW/480 W (DA-N)	Religion		\$<20.00	---	Bott Collierville
WDIA	1070	50 KW/5 KW (DA-2)	Black	ABC	\$48.00	Mc-Guild	Clear Channel
WJCE	680	10 KW/5 KW (DA-N)	Black Oldies	ABC, SMN	\$25.00	MMR	Sinclair
WLOK	1340	1 KW	Gospel	AURN, Westwd	\$30.00	K&P	
WMC	790	5 KW (DA-N)	News/Talk	ABC, CBS	\$53.00	Mc-Guild	Ellis
WPLX	1170	1 KW (DAYS)	Standards	CNN, Westwd	\$19.00	---	Germantown
WREC	600	5 KW (DA-2)	Talk	CBS, AP, Westwd	\$<20.00	Banner	Clear Channel

MEMPHIS

FM Stations

KJMS	101.1	100 KW @ 450	Black	Westwd, CBS	\$40.00	K&P	Clear Channel	
WEGR	102.7	100 KW @ 900	AOR	Westwd, ABC	\$92.00	Banner	Clear Channel	
WGKX	105.9	100 KW @ 984	Country		\$111.00	D&R	Barnstable	
WHRK	97.1	100 KW @ 531	Black	Westwd	\$95.00	Mc-Guild	Clear Channel	
WMC	99.7	300 KW @ 908	CHR/AC	Source	\$78.00	Mc-Guild	Ellis	
WMFS	92.9	6 KW @ 328	AOR		\$21.00	--		Bartlett
WOGY	94.1	50 KW @ 472	Country	Westwd	\$40.00	MMR	Sinclair	Germantown
WRVR	104.5	100 KW @ 750	AC		\$88.00	MMR	Sinclair	
WRXQ	95.7	€ KW @ 328	AOR-New Rock		\$24.00	Banner	Clear Channel	Olive Branch, MS
WSRR	98.1	100 KW @ 768	Oldies-70's	ABC	\$49.00	D&R	Barnstable	Millington

Notes: 2/96 River City sold these stations to Sinclair TV: WJCE; WOGY-F; WRVR-F . . . 3/96 U.S. Radio (Ragan Henry) sold WDIA and WHRK-F to Clear Channel . . . 4/96 KWAM/KJMS-F were sold by E.D. Rivers to U.S. Radio for \$12,000,000 (Crisler) . . . 5/96 Radio Equity Partners sold these stations to Clear Channel: WREC for \$2,200,000; WEGR-F for \$22,000,000; WRXQ-F for \$4,500,000

***** FORMAT CODES *****

AC	-	Adult Contemporary	J	-	Jazz and New Adult Contemporary
AOR	-	Album Oriented Rock	N	-	News
B	-	Black (audience 75%+ Black)	O	-	Oldies
C	-	Country	O-70S	-	70's Oldies
CHR	-	Contemporary Hit Radio, Top 40, Contemporary	REL	-	Religion, Christian
CL	-	Classical	SAC	-	Soft Adult Contemporary
CL AOR	-	Classic AOR, Classic Rock	SP	-	Hispanic/Spanish
E	-	Ethnic (usually Foreign Language)	ST	-	Standards, Big Band, Nostalgia
EZ	-	Easy Listening, Beautiful Music	T	-	Talk
FS	-	Full Service	U	-	Urban (majority of audience is non-white)
G	-	Gospel	?	-	Others or Unknown

***** REVENUE LEVEL CODES *****

A	-	Less than \$500,000	E	-	\$3,000,000 to \$3,999,999	I	-	\$10,000,000 to \$14,999,999
B	-	\$500,000 to \$999,999	F	-	\$4,000,000 to \$4,999,999	J	-	\$15,000,000 to \$19,999,999
C	-	\$1,000,000 to \$1,999,999	G	-	\$5,000,000 to \$6,999,999	K	-	\$20,000,000 +
D	-	\$2,000,000 to \$2,999,999	H	-	\$7,000,000 to \$9,999,999			

MIAMI-FT. LAUDERDALE

Arbitron Rank: 11 Pop (12+): 2,936,100
 MSA Rank: 24-Mia./39-Ft. L.
 MSA Pop: 3,470,000
 DMA #: 16
 Average Person Ratings: 19.2
 Market TSL In Hours: 25.50

Stations: 37 / 33
 Diaries 4786 / 613:1/47.1 %
 Sample Target: 4,710
 % Below Line: 1.7
 % Not Listed: 8.7
 Pop per Station: 88,973

Last Year's Revenue: \$141,000,000
 Household Income: \$41,232
 Retail Dollars: \$39.4 Bil
 #1 Biller: NA
 #1 Billing Portfolio:
 Paxson duop+ \$31,300,000

12+ Metro	Format	1/4	Share	Wln 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WEDR -FM	B	321 / 5.7	6.0	6.2	5.8	5.7	5.9	3956 / 13.5	14.0	14.5	369 / 4592	H WEDR -FM
2	WPOW -FM	CHR	313 / 5.6	5.2	4.3	5.1	5.0	5.0	5075 / 17.3	15.7	16.7	344 / 5747	H WPOW -FM
3	WRMA -FM	SP	305 / 5.4	4.8	6.3	5.4	5.8	5.5	3373 / 11.5	12.0	11.5	316 / 3517	G WRMA -FM
4	WLYF -FM	SAC	303 / 5.4	5.1	5.3	5.1	5.2	5.2	3886 / 13.2	12.4	13.0	324 / 4322	H WLYF -FM
5	WAMR -FM	SP	261 / 4.6	5.2	4.7	1.4	1.5	4.0	2904 / 9.9	10.1	5.0	267 / 3053	H WAMR -FM
6	WHQT -FM	B	242 / 4.3	5.1	5.4	5.1	5.1	5.0	3436 / 11.7	12.9	13.7	263 / 3897	H WHQT -FM
7	WHYI -FM	CHR/AC	225 / 4.0	3.6	3.5	3.9	4.0	3.8	3901 / 13.3	12.8	14.5	241 / 4421	H WHYI -FM
8	WAQI -AM	SP	224 / 4.0	4.5	4.0	4.4	4.0	4.2	2107 / 7.2	6.6	6.7	230 / 2137	H WAQI -AM
9	WZTA -FM	AOR	208 / 3.7	3.3	3.2	3.3	2.6	3.4	2951 / 10.1	9.8	8.8	236 / 3562	G WZTA -FM
10	WLVE -FM	J	199 / 3.5	3.3	2.8	3.0	2.8	3.1	2683 / 9.1	9.0	8.8	222 / 3111	G WLVE -FM
11	WFLC -FM	AC	193 / 3.4	3.3	3.6	3.6	3.8	3.5	3224 / 11.0	12.2	13.0	203 / 3506	H WFLC -FM
12	WMXJ -FM	O	188 / 3.3	3.9	3.1	3.9	3.5	3.6	3217 / 11.0	10.9	10.4	208 / 3678	G WMXJ -FM
	WKIS -FM	C	185 / 3.3	3.6	3.3	3.2	3.8	3.3	2505 / 8.5	8.8	9.9	211 / 2979	H WKIS -FM
14	WXDJ -FM	SP	178 / 3.2	3.0	4.1	3.8	3.6	3.5	2681 / 9.1	10.1	8.8	178 / 2699	G WXDJ -FM
15	WTMI -FM	CL	172 / 3.1	3.2	3.1	2.6	2.7	3.0	2368 / 8.1	8.3	7.5	201 / 2807	F WTMI -FM
16	WCMQ -AM	SP	152 / 2.7	2.8	2.9	2.9	2.0	2.8	1453 / 5.0	4.4	3.9	152 / 1460	H WCMQ -AM
17	WIOD -AM	N/T	148 / 2.6	3.4	3.4	3.3	3.5	3.2	2098 / 7.1	9.2	9.2	170 / 2411	H WIOD -AM
18	WBGD -FM	O-70s	127 / 2.3	2.2	2.6	2.1	2.5	2.3	2438 / 8.3	8.3	9.4	155 / 2975	D WBGD -FM
19	WQBA -AM	SP	123 / 2.2	2.6	2.5	2.7	2.5	2.5	1314 / 4.5	4.7	5.1	123 / 1318	H WQBA -AM
20	WCMQ -FM	SP	119 / 2.1	1.4	1.6	1.6	1.5	1.7	1706 / 5.8	5.2	4.7	119 / 1729	H WCMQ -FM
	WSHE -FM	AOR	117 / 2.1	1.6	2.0	1.9	2.1	1.9	2428 / 8.3	8.0	8.3	144 / 3069	G WSHE -FM
22	WQAM -AM	SPRTS	97 / 1.7	1.8	1.4	1.8	1.5	1.7	1491 / 5.1	5.3	5.0	109 / 1836	D WQAM -AM
	WINZ -AM	N/T	97 / 1.7	1.9	2.1	2.4	2.0	2.0	2034 / 6.9	8.0	8.3	102 / 2226	F WINZ -AM
	WSUA -AM	SP	94 / 1.7	1.7	1.0	1.5	1.8	1.5	755 / 2.6	1.8	2.5	94 / 767	B WSUA -AM
25	WRTO -FM	SP	85 / 1.5	1.4	1.4	3.1	3.3	1.9	1719 / 5.9	5.1	6.6	90 / 1842	H WRTO -FM
26	WMBM -AM	G/B	75 / 1.3	1.0	1.7	1.1	1.3	1.3	698 / 2.4	2.7	1.8	75 / 708	H WMBM -AM
27	WKAT -AM	REL	65 / 1.2	0.6	0.6	0.5	0.6	0.7	529 / 1.8	1.6	1.5	65 / 537	H WKAT -AM
28	WFTL -AM	T	54 / 1.0	0.7	1.0	0.6	1.0	0.8	644 / 2.2	2.9	2.7	55 / 712	B WFTL -AM

12+ FM Share (Metro): 73.93 % (3803 of 5144) (Spring 95: 71.78 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPOW-F >	1 WEOR-FM <	1 WEOR-FM	1 WEDR-FM	1 WEOR-FM <	1 WLYF-FM <	1 WAMR-FM >	1 WLYF-FM	1 WPOW-F	1 WPOW-F	1 WEOR-FM
2 WEDR-FM >	2 WPOW-F	2 WPOW-F	2 WHQT-FM	2 WRMA-FM <	2 WRMA-FM <	2 WPOW-F <	2 WRMA-FM	WLYF-FM <	2 WEOR-FM	2 WAQI-AM
3 WZTA-FM <	3 WZTA-FM	3 WHQT-FM <	WRMA-FM <	3 WAMR-FM <	3 WAQI-AM	3 WLYF-FM	3 WFLC-FM <	3 WEOR-FM	3 WRMA-FM <	3 WPOW-F
	4 WHYI-FM	4 WHYI-FM <	4 WHYI-FM <	4 WHQT-FM <	4 WAMR-FM	WEOR-FM	4 WIOD-AM <	4 WRMA-FM	4 WAQI-AM	4 WHQT-FM
	5 WHQT-FM	5 WZTA-FM <	5 WAMR-FM <	5 WHYI-FM		WBGD-FM <	5 WEDR-FM	5 WHYI-FM	5 WHQT-FM	
	6 WFLC-FM <	6 WRMA-FM	6 WPOW-F				WPOW-F <	WHQT-FM <	6 WLYF-FM	
			WZTA-FM							
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 WPOW-F	1 WEDR-FM <	1 WEDR-FM	1 WEDR-FM <	1 WAMR-FM <	1 WPOW-F	1 WZTA-FM	1 WZTA-FM	1 WZTA-FM <	1 WZTA-FM	
2 WEDR-FM >	2 WPOW-F	2 WHYI-FM <	2 WHQT-FM <	2 WRMA-FM <	2 WEDR-FM >	2 WEDR-FM <	2 WEDR-FM	2 WEDR-FM	2 WEDR-FM <	
3 WHYI-FM <	3 WHYI-FM	3 WPOW-F <	3 WHYI-FM <	3 WEDR-FM	3 WZTA-FM >	3 WPOW-F >	3 WPOW-F	3 WPOW-F	3 WRMA-FM	
4 WHQT-FM	4 WHQT-FM	4 WHQT-FM <	4 WPOW-F <	WHQT-FM <	4 WFLC-FM	4 WHYI-FM	4 WHYI-FM <	4 WBGD-FM <	4 WBGD-FM	
5 WFLC-FM	5 WFLC-FM <	5 WAMR-FM	5 WRMA-FM <	5 WHYI-FM			5 WXDJ-FM	5 WRMA-FM <	5 WPOW-F	
	WZTA-FM	6 WAMR-FM <	6 WFLC-FM <	6 WAMR-FM			6 WSHE-FM			
	WSHE-FM	7 WXDJ-FM <	7 WXDJ-FM							
8 WRMA-FM										

MIAMI-FT. LAUDERDALE

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	230 (2)	230 (2)	4.5 %	4.9 %
AOR/Classic/NR	0 (0)	325 (2)	325 (2)	6.3 %	5.2 %
Black/Urban	45 (1)	563 (2)	608 (3)	11.8 %	13.2 %
CHR	0 (0)	538 (2)	538 (2)	10.5 %	9.8 %
Classical	0 (0)	172 (1)	172 (1)	3.3 %	2.9 %
Country	0 (0)	185 (1)	185 (1)	3.6 %	4.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	593 (4)	948 (5)	1541 (9)	30.0 %	30.8 %
Jazz	0 (0)	199 (1)	199 (1)	3.9 %	3.0 %
News/Talk	389 (7)	0 (0)	389 (7)	7.6 %	8.1 %
Oldies	0 (0)	315 (2)	315 (2)	6.1 %	6.5 %
Others/Unknown	76 (2)	0 (0)	76 (2)	1.5 %	0.7 %
Religion/Gospel	140 (2)	0 (0)	140 (2)	2.7 %	1.8 %
Soft AC/EZ	0 (0)	328 (2)	328 (2)	6.4 %	6.4 %
Sports	97 (1)	0 (0)	97 (1)	1.9 %	1.7 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
Totals	1340 17	3803 (20)	5143 (37)		

Other Rated Stations					Metro Share	Cume Rating
WAVS	-AM	E	1170	Davie	0.9	/ 2.0
WAXY	-AM	T	790	Miami	0.7	/ 3.1
WRBD	-AM	B	1470	Pompano Beach	0.8	/ 2.0
WCG	-AM	E	1080	Coral Gables	0.5	/ 1.6
WWNN	-AM	T	980	Pompano Beach	0.3	/ 1.4

Other Rated Stations—Outside Market					Metro Share	Cume Rating
WEAT	-FM	SAC	104.3	W. Palm Beach	0.4	/ 1.9
WJNO	-AM	N/T	1230	W. Palm Beach	0.3	/ 1.1
WRMF	-FM	AC	97.9	Palm Beach	0.7	/ 3.0
WSBR	-AM	T	740	Boca Raton	0.3	/ 1.0

Consolidation Report	12+	25-54	Revenue
Clear Channel WHYI-FM, WBGG-FM	6.2 %	8.4 %	7.2 %
Cox WFLC-FM, WHQT-FM	7.7 %	9.7 %	10.7 %
Heftel WAMR-FM, WAQI-AM, WQBA-AM, WRTO-FM	12.3 %	9.8 %	16.4 %
Jefferson-Pilot WMXJ-FM, WLYF-FM, WAXY-AM	9.5 %	8.5 %	9.9 %
Local WRHC-AM, WWFE-AM	0.0 %	0.0 %	1.0 %
Paxson WZTA-FM, WFTL-AM, WINZ-AM, WIOD-AM, WLVE-FM, WSHE-FM, WSRF-AM	14.6 %	14.9 %	22.2 %
	50.3 %	51.3 %	67.4 %

AM Stations

Station	Power	Format	Advertiser	Agency
WAQI	710 50 KW (DA-2)	Hispanic	\$80.00 Caballero	Heftel/Cir. Chnl.
WAVS	1170 5 KW/270 W (DA-N)	Ethnic	\$44.00 ---	
WCMQ	1210 25 KW/2.5 KW (DA-2)	Hispanic	\$55.00 SBS	SBS
WFTL	1400 1 KW	Talk	Westwd, CNN \$38.00	Direct Paxson
WINZ	940 50 KW/25 KW (DA-N)	News/Talk	CBS, CNN \$73.00	Katz Paxson
WIOD	610 10 KW (DA-2)	News/Talk	Westwd \$154.00	Christal Paxson
WKAT	1360 5 KW/1 KW	Religion	Westwd NA	Lotus
WMBM	1490 1 KW	Gospel	NA ---	Miami Beach
WQAM	560 5 KW/1 KW	Sports	Westwd \$47.00	D&R Beasley
WQBA	1140 50 KW/25 KW (DA-N)	Hispanic	\$100.00	Katz Hisp. Heftel/Cir. Chnl.
WSUA	1260 5 KW (DA-2)	Hispanic	\$41.00 ---	El Dorado

MIAMI-FT. LAUDERDALE

FM Stations

WAMR	107.5	96 KW @ 1006	Hispanic		\$80.00	Caballero	Heftel/Cir. Chnl.	
WBGG	105.9	100 KW @ 1024	Oldies-70's		\$69.00	Mc-Guild	Clear Channel	
WCMQ	92.3	31 KW @ 618	Hispanic		\$65.00	SBS	SBS	
WEDR	99.1	100 KW @ 919	Black	CBS	\$155.00	Mc-Guild	Evergreen	
WFLC	97.3	100 KW @ 1006	AC		\$177.00	Christal	Cox	
WHQT	105.1	100 KW @ 1006	Black/CHR		\$150.00	Christal	Cox	
WHYI	100.7	100 KW @ 1006	AC/CHR		\$172.00	---	Clear Channel	
WKIS	99.9	100 KW @ 984	Country	Westwd	\$147.00	D&R	Beasley	Boca Raton
WLVE	93.9	100 KW @ 1006	Jazz		\$140.00	Katz	Paxson	
WLYF	101.5	100 KW @ 810	Soft AC		\$164.00	CBS	Jefferson-Pilot	
WMXJ	102.7	100 KW @ 1006	Oldies		\$133.00	CBS	Jefferson-Pilot	
WPOW	96.5	100 KW @ 1006	CHR	Source	\$174.00	D&R	Beasley	
WRMA	106.7	100 KW @ 984	Spanish AC		\$129.00	---	WXDJ owner	
WRTO	98.3	100 KW @ 1407	Hispanic		\$60.00	Lotus	Heftel/Cir. Chnl.	Goulds
WSHE	103.5	100 KW @ 1006	AOR-New Rock		\$100.00	Torbet	Paxson	
WTMI	93.1	100 KW @ 1006	Classical		\$115.00	CMBS	Tanger	
WXDJ	95.7	46 KW @ 531	Hispanic		\$126.00	---		
WZTA	94.9	100 KW @ 1006	AOR		\$110.00	Katz	Paxson	

Notes: 3/96 WSRF/WSHE-F sold by TK to Paxson (D+) for \$57,500,000 (Star) . . . 3/96 WTMI-F sold by Amer. Radio Sys. to Woody Tanger for \$18,000,000 (Blackburn) . . . 4/96 WQAM/WKIS-F sold by Sunshine Wireless to Beasley for \$57,000,000 (Stevens) . . . 5/96 WIOD sold by Cox to Paxson (D+) for \$13,000,000 (MVP) . . . 5/96 WSHE-F changed from AOR to "Modern AC" (AOR-NR) . . . 6/96 Heftel sold the following to Clear Channel: WAMR-F; WAQI; WQBA; WRTO-F . . . 7/96 WEDR-F sold by E.D. Rivers to Evergreen for \$65,000,000 (MVP) . . . 7/96 WSHE-F changed calls to WPLL-F ("The Planet"); format remains AOR-NR

MILWAUKEE-RACINE

Arbitron Rank: 28 Pop (12+): 1,339,700
 MSA Rank: 36
 MSA Pop: 1,460,000
 DMA #: 31
 Average Person Ratings: 17.2
 Market TSL in Hours: 22.75

Stations: 30 / 26
 Diaries: 2725 / 492:1/57.9 %
 Sample Target: 2,670
 % Below Line: 1.9
 % Not Listed: 9.3
 Pop per Station: 51,527

Last Year's Revenue: \$55,700,000
 Household Income: \$51,651
 Retail Dollars: \$14.5 Bil
 #1 Biller: WTMJ \$9,900,000
 #1 Billing Portfolio:
 Journal Co. combo \$13,500,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WMIL -FM	C	225 / 9.8	8.4	7.7	7.4	7.8	8.3	2464 / 18.4	16.7	16.9	273 / 3050	G WMIL -FM
2	WTMJ -AM	FS	215 / 9.4	9.2	9.1	8.1	7.4	8.9	3034 / 22.6	27.2	23.0	255 / 3636	H WTMJ -AM
3	WKLH -FM	CL AOR	159 / 6.9	6.4	6.5	6.5	6.7	6.6	2424 / 18.1	16.1	16.4	182 / 2729	G WKLH -FM
4	WLZR -FM	AOR	152 / 6.6	5.4	5.9	7.0	5.8	6.2	2266 / 16.9	17.3	15.4	188 / 2831	E WLZR -FM
5	WKTI -FM	AC	149 / 6.5	7.2	6.2	6.6	6.6	6.6	2692 / 20.1	19.5	19.0	166 / 3028	H WKTI -FM
6	WKKV -FM	B	141 / 6.1	7.5	6.7	7.3	7.3	6.9	1755 / 13.1	12.5	13.4	148 / 1918	D WKKV -FM
7	WOKY -AM	ST	136 / 5.9	4.5	6.6	6.5	6.4	5.9	1378 / 10.3	12.2	11.6	141 / 1466	D WOKY -AM
8	WISN -AM	T	106 / 4.6	4.2	4.8	5.4	5.7	4.8	1714 / 12.8	11.8	12.9	115 / 1902	E WISN -AM
9	WMYX -FM	AC	98 / 4.3	4.5	4.1	3.7	2.9	4.1	1936 / 14.4	12.3	10.7	121 / 2279	E WMYX -FM
10	WLUM -FM	AOR-NR	93 / 4.0	4.0	3.9	4.9	4.9	4.2	1986 / 14.8	14.1	16.0	108 / 2343	D WLUM -FM
	WZTR -FM	O	93 / 4.0	4.6	4.2	4.7	4.3	4.4	1873 / 14.0	14.6	13.0	118 / 2295	D WZTR -FM
12	WLTQ -FM	SAC	79 / 3.4	3.1	2.8	2.1	3.0	2.8	1310 / 9.8	8.7	9.2	93 / 1511	E WLTQ -FM
13	WAMG -FM	SAC	63 / 2.7	2.5	2.7	3.2	3.7	2.8	1055 / 7.9	8.5	10.9	71 / 1176	D WAMG -FM
14	WNOV -AM	B/G	57 / 2.5	1.7	1.7	2.6	1.5	2.1	645 / 4.8	4.1	4.1	57 / 645	A WNOV -AM
15	WFMR -FM	CL	49 / 2.1	2.4	2.7	1.7	3.2	2.2	879 / 6.6	6.7	7.1	51 / 945	C WFMR -FM
16	WQFM -FM	J	46 / 2.0	1.5	1.3	1.9	2.2	1.7	999 / 7.5	8.4	10.4	51 / 1085	C WQFM -FM
17	WFMI -FM	J	34 / 1.5	1.5	1.4	0.0	0.0	1.1	471 / 3.5	4.1	0.0	34 / 487	A WFMI -FM
18	WMCS -AM	B	31 / 1.3	2.8	2.7	2.6	1.7	2.4	578 / 4.3	5.1	5.1	31 / 578	A WMCS -AM
19	WEZY -FM	EZ	28 / 1.2	1.3	1.0	1.4	0.8	1.2	338 / 2.5	3.4	2.9	35 / 440	WEZY -FM

12+ FM Share (Metro): 70.36 % (1467 of 2085) (Spring 95: 69.84 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKKV-FM >	1 WLZR-FM	1 WKLH-FM <	1 WKLH-FM <	1 WMIL-FM <	1 WTMJ-AM	1 WTMJ-AM	1 WMIL-FM	1 WMIL-FM	1 WTMJ-AM <	1 WTMJ-AM
2 WLZR-FM	2 WKTI-FM <	2 WMIL-FM <	2 WMIL-FM	2 WKLH-FM	2 WMIL-FM	2 WMIL-FM	2 WKLH-FM <	2 WTMJ-AM <	2 WKKV-FM >	2 WKKV-FM
3 WLUM-FM >	3 WKLH-FM	3 WKTI-FM	3 WKTI-FM	3 WKTI-FM	3 WOKY-AM >	3 WKLH-FM <	3 WISN-AM	3 WISN-AM	3 WLZR-FM <	3 WMIL-FM <
4 WMIL-FM	4 WLUM-FM <	4 WLZR-FM >	4 WLZR-FM	4 WLZR-FM	4 WISN-AM	4 WKTI-FM <	4 WTMJ-AM	4 WKKV-FM <	4 WMIL-FM	4 WZTR-FM <
	5 WKKV-FM	5 WKKV-FM <	5 WZTR-FM <	5 WZTR-FM	5 WKLH-FM	5 WLZR-FM >	5 WKTI-FM	5 WKLH-FM	5 WZTR-FM <	5 WKTI-FM <
		6 WMIL-FM >	6 WLUM-FM <	6 WMYX-FM <	6 WTMJ-AM <	6 WOKY-AM	6 WOKY-AM <	6 WKTI-FM	6 WOKY-AM <	6 WKLH-FM
	7 WMYX-FM >	7 WMYX-FM <	7 WTMJ-AM	7 WMYX-FM		7 WLZR-FM	7 WLZR-FM	7 WLZR-FM	7 WLUM-FM	
		8 WZTR-FM <				8 WMYX-FM				
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 WKTI-FM	1 WKTI-FM	1 WKTI-FM	1 WKTI-FM	1 WMIL-FM	1 WLZR-FM >	1 WLZR-FM >	1 WLZR-FM	1 WLZR-FM	1 WKLH-FM	
2 WLZR-FM <	2 WKKV-FM	WKLH-FM >	2 WMIL-FM	2 WKTI-FM	2 WKKV-FM	2 WKLH-FM	2 WKLH-FM >	2 WKLH-FM	2 WMIL-FM <	
3 WKKV-FM <	WKLH-FM	3 WMIL-FM	3 WKLH-FM	3 WKLH-FM	3 WLUM-FM >	3 WLUM-FM <	3 WMIL-FM <	3 WMIL-FM	3 WLZR-FM >	
4 WLUM-FM	4 WLUM-FM	4 WKKV-FM	4 WKKV-FM	4 WMYX-FM	4 WMIL-FM	4 WMIL-FM <	4 WKTI-FM	4 WKTI-FM	4 WTMJ-AM <	
5 WMIL-FM >	WMIL-FM	5 WLUM-FM	WMYX-FM	5 WZTR-FM	5 WMYX-FM	5 WKTI-FM <	5 WLUM-FM >	5 WLUM-FM <	5 WISN-AM	
6 WMYX-FM >	6 WLZR-FM	6 WMYX-FM <	6 WZTR-FM	6 WKKV-FM		6 WKKV-FM >		6 WTMJ-AM	WKTI-FM	
	7 WMYX-FM	7 WZTR-FM	7 WLUM-FM	WLTQ-FM				WISN-AM <		
								8 WKKV-FM		

MILWAUKEE-RACINE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	247 (2)	247 (2)	11.9 %	14.6 %	Waukesha	0.7 / 1.9	
AOR/Classic/NR	1 (1)	424 (5)	425 (6)	20.4 %	17.2 %	W. Bend	0.3 / 0.6	
Black/Urban	31 (1)	141 (1)	172 (2)	8.3 %	10.2 %	W. Bend	0.9 / 3.1	
CHR	0 (0)	0 (0)	0 (0)	0.0 %	5.5 %	Milwaukee	0.5 / 2.3	
Classical	0 (0)	49 (1)	49 (1)	2.4 %	3.6 %	Racine	0.3 / 1.2	
Country	4 (1)	262 (3)	266 (4)	12.8 %	10.6 %	Hartford	0.7 / 1.8	
Full Service	224 (2)	0 (0)	224 (2)	10.8 %	10.1 %	Hartford	0.2 / 0.3	
Hispanic	15 (1)	0 (0)	15 (1)	0.7 %	0.0 %			
Jazz	0 (0)	80 (2)	80 (2)	3.8 %	0.0 %			
News/Talk	122 (3)	0 (0)	122 (3)	5.9 %	7.4 %			
Oldies	11 (1)	93 (1)	104 (2)	5.0 %	5.7 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %			
Religion/Gospel	57 (1)	0 (0)	57 (1)	2.7 %	1.6 %			
Soft AC/EZ	0 (0)	170 (3)	170 (3)	8.2 %	5.2 %			
Sports	16 (2)	0 (0)	16 (2)	0.8 %	0.0 %			
Standards	136 (1)	0 (0)	136 (1)	6.5 %	7.2 %			
Totals	617 14	1466 (18)	2083 (32)					

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WGN	-AM	FS/T	720	Chicago		0.4 / 1.4	
WIL	-FM	AOR	95.1	Kenosha		0.5 / 1.9	
WIND	-AM	SP	560	Chicago		0.7 / 0.7	
WJJO	-FM	CL AOR	94.1	Watertown		0.3 / 1.3	

Consolidation Report	12+	25-54	Revenue
Heritage WMYX-FM, WEMP-AM, WAMG-FM	7.5 %	9.4 %	10.8 %
Local WFMR-FM, WFMI-FM	3.6 %	3.1 %	2.0 %
Saga WLZR-FM, WLZR-AM, WKLH-FM	13.6 %	17.3 %	17.2 %
	24.7 %	29.8 %	30.0 %

AM Stations

Station	Power	Format	Ownership	Other
WEMP	1250 5 KW (DA-2)	Oldies	Westwd	NA Eastman Heritage
WISN	1130 50 KW/10 KW (DA-2)	Talk	ABC, Westwd	\$62.00 Katz Hearst
WMCS	1290 5 KW (DA-2)	Black	ABC, SMN	\$26.00 Banner All Pro
WNOV	860 250 W5 W	Black/Gospel	AURN	\$22.00 ---
WOKY	920 5 KW/1 KW (DA-2)	Standards/FS	CNN	\$56.00 MMR Colfax
WTMJ	620 50 KW/10 KW (DA-2)	Full Service	CBS, Talknt	\$139.00 Christal Journal Co.

FM Stations

Station	Power	Format	Ownership	Other
WAMG	103.7 20 KW @ 840	Soft AC	Westwd	\$50.00 Eastman Heritage
WEZY	92.1 2.7 KW @ 492	EZ	NA	Christal Racine
WFMI	106.9 6 KW @ 328	Jazz	\$25.00	CMBS WFMR owner Brookfield
WFMR	98.3 6 KW @ 292	Classical	\$39.00	CMBS Menomonee Falls
WKKV	100.7 50 KW @ 500	Urban	Westwd	\$60.00 Torbet Clear Channel Racine
WKLH	96.5 20 KW @ 807	Classic AOR	\$118.00	Mc-Guild Saga
WKTJ	94.5 16 KW @ 911	AC/CHR	ABC	\$146.00 Christal Journal Co.
WLTQ	97.3 16 KW @ 911	AC	ABC	\$64.00 Katz Hearst
WLUM	102.1 20 KW @ 761	AOR-New Rock	Source	\$60.00 Banner All Pro
WLZR	102.9 50 KW @ 436	AOR	ABC	\$80.00 Eastman Saga
WMIL	106.1 13 KW @ 976	Country	ABC	\$125.00 MMR Colfax
WMYX	99.1 50 KW @ 448	AC	Westwd	\$75.00 Eastman Heritage
WQFM	93.3 13 KW @ 990	Jazz	ABC	\$40.00 MMR Shamrock
WZTR	95.7 34 KW @ 610	Oldies	\$59.00	Banner Shockley

Notes: 3/96 WKKV-F sold by U.S. Radio (Ragan Henry) to Clear Channel for \$10,000,000 . . . 3/96 AOR WQFM-F changed format to Jazz . . . 5/96 Sundance sold the following to Colfax: WMIL-F for \$35,000,000; WOKY for \$7,000,000 . . . 6/96 WQFM-F changed calls to WJZI-F after Spring survey period; format remains Jazz . . .

MINNEAPOLIS-ST. PAUL

Arbitron Rank: 16 Pop (12+): 2,202,400	Stations: 22 / 22	Last Year's Revenue: \$105,000,000
MSA Rank: 12	Diaries 3417 / 645:1/ 61.0 %	Household Income: \$55,637
MSA Pop: 2,740,000	Sample Target: 3,440	Retail Dollars: \$28.4 Bil
DMA #: 14	% Below Line: 0	#1 Biller: KQRS-AF \$18,200,000
Average Person Ratings: 17	% Not Listed: 16.2	#1 Billing Portfolio: Westinghouse combo \$26,500,000
Market TSL In Hours: 22.25	Pop per Station: 100,109	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level			
1	KQRS -AF	CL AOR	433 / 11.6	10.5	10.8	12.8	11.4	6015 / 27.3	27.4	26.3	490 / 6976	J	KQRS	-AF	
2	WCCO -AM	FS	395 / 10.5	13.3	13.1	11.9	12.2	5851 / 26.6	29.8	28.1	518 / 7800	H	WCCO	-AM	
3	KDWB -FM	CHR	300 / 8.0	7.8	7.0	6.4	6.9	7.3	5156 / 23.4	22.5	22.4	334 / 5956	H	KDWB	-FM
4	WLTE -FM	SAC	232 / 6.2	6.4	6.3	6.3	7.0	6.3	3584 / 16.3	17.5	19.8	261 / 4080	H	WLTE	-FM
5	KEYE -FM	C	228 / 6.1	5.5	6.8	6.3	5.8	6.2	3568 / 16.2	18.8	15.0	260 / 4091	G	KEYE	-FM
6	KSTP -FM	AC	227 / 6.1	5.3	5.9	6.6	5.9	6.0	4816 / 21.9	20.2	20.0	251 / 5422	H	KSTP	-FM
7	KEGE -FM	AOR-NR	216 / 5.8	5.3	5.4	5.7	6.9	5.5	3816 / 17.3	17.3	19.1	251 / 4552	H	KEGE	-FM
8	KQQL -FM	O	196 / 5.2	4.1	3.8	4.8	5.1	4.5	3977 / 18.1	15.5	16.6	229 / 4709	H	KQQL	-FM
9	KSTP -AM	N/T	190 / 5.1	5.5	5.2	3.8	4.3	4.9	2438 / 11.1	12.1	11.0	201 / 2677	E	KSTP	-AM
10	WBOB -FM	C	176 / 4.7	5.4	6.3	6.4	6.1	5.7	3324 / 15.1	16.2	15.0	213 / 4091	G	WBOB	-FM
11	KTCJ -AF	AOR-P	175 / 4.7	4.0	3.1	3.4	3.1	3.8	2799 / 12.7	10.5	10.4	187 / 3048	G	KTCJ	-AF
12	KMJZ -FM	J	111 / 3.0	2.7	2.3	2.1	1.8	2.5	2047 / 9.3	8.1	5.4	118 / 2193	D	KMJZ	-FM
13	KLBB -AA	ST	74 / 2.0	1.9	2.3	1.4	1.7	1.9	1164 / 5.3	6.0	4.2	74 / 1169	C	KLBB	-AA
14	KREV -FF	AOR-NR	68 / 1.8	1.5	2.2	1.5	2.1	1.8	1048 / 4.8	5.3	4.9	68 / 1085	C	KREV	-FF
15	KFAN -AM	SPRTS	59 / 1.6	1.5	2.3	1.5	1.2	1.7	1340 / 6.1	8.6	4.9	64 / 1465	E	KFAN	-AM

12+ FM Share (Metro): 75.68 % (2377 of 3141) (Spring 95: 76.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KDWB-FM >	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF >	1 WCCO-AM >	1 KQRS-AF	1 KQRS-AF >	1 KQRS-AF <	1 WCCO-AM	1 WCCO-AM >
2 KEGE-FM >	2 KDWB-FM	2 KDWB-FM <	2 KSTP-FM <	2 KQQL-FM <	2 KQRS-AF <	2 WCCO-AM >	2 WLTE-FM	2 WCCO-AM <	2 KDWB-FM	2 KDWB-FM <
	3 KEGE-FM	3 KSTP-FM	3 KTCJ-AF <	3 KSTP-FM <	3 WLTE-FM <	3 KDWB-FM	3 WCCO-AM <	3 KDWB-FM	3 KEGE-FM >	3 KQRS-AF <
	4 KSTP-FM >	4 KTCJ-AF <	4 KQQL-FM <	4 KTCJ-AF <	4 KQQL-FM	4 KEFY-FM <	4 KDWB-FM	4 KSTP-FM	4 KSTP-FM <	4 KSTP-AM <
	5 KEFY-FM <	5 KEGE-FM <	5 KDWB-FM	5 WLTE-FM <	5 KSTP-AM	5 KSTP-AM <	5 KSTP-AM <	5 KEGE-FM <	5 KQRS-AF <	5 KEGE-FM
	6 WBOB-FM	6 KQQL-FM	WLTE-FM	6 WCCO-AM <	6 KEFY-FM	6 WLTE-FM	6 KEFY-FM <	6 KEFY-FM <	6 WLTE-FM	
	7 KTCJ-AF	WLTE-FM <	7 KEFY-FM	7 KDWB-FM <			7 KSTP-FM	7 KSTP-AM <	KEYE-FM	
		8 KEFY-FM	8 WCCO-AM	8 KEFY-FM				8 WLTE-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KDWB-FM >	1 KDWB-FM	1 KQRS-AF	1 KDWB-FM <	1 KSTP-FM	1 KEFE-FM <	1 KQRS-AF >	1 KQRS-AF >	1 KQRS-AF >>	1 KQRS-AF >>
2 KEFE-FM	2 KQRS-AF	2 KSTP-FM	2 KQRS-AF <	2 KQRS-AF <	2 KQRS-AF >	2 KEFE-FM >	2 KEFE-FM >	2 KEFE-FM	2 KSTP-AM <
3 KQRS-AF <	3 KSTP-FM >	3 KDWB-FM >	3 KSTP-FM	3 WLTE-FM	3 KDWB-FM >	3 KDWB-FM >	3 KDWB-FM	3 KSTP-AM	3 WCCO-AM <
4 KSTP-FM >	4 KEFE-FM	4 KTCJ-AF	4 WLTE-FM	4 KQQL-FM	4 KREV-FF	4 KSTP-FM <	4 KSTP-AM	4 KTCJ-AF <	4 KTCJ-AF <
5 WBOB-FM >	5 WBOB-FM <	5 KEFY-FM <	5 KQQL-FM <	5 KDWB-FM	5 KEFY-FM	5 KEFY-FM <	5 KSTP-FM <	5 KDWB-FM <	5 KQQL-FM
6 WLTE-FM	6 KEFY-FM <	6 WLTE-FM <	6 KEFY-FM <	6 KEFY-FM <	WBOB-FM >	6 KREV-FF	6 KEFY-FM <	6 WCCO-AM <	6 KEFY-FM
KEYE-FM >	7 KTCJ-AF	7 WBOB-FM	7 KTCJ-AF	7 KTCJ-AF	KSTP-FM		7 KTCJ-AF	KEYE-FM <	7 KEFE-FM
	WLTE-FM >	8 KEFE-FM >	8 WBOB-FM					7 KQQL-FM	

MINNEAPOLIS-ST. PAUL

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations			Metro Share	Cume Rating
AC	0 (0)	227 (1)	227 (1)	7.2 %	7.0 %	WIMN -AM	ST	1220	Stillwater	0.6 / 1.4
AOR/Classic/NR	6 (3)	887 (5)	893 (8)	28.4 %	28.5 %	WIXK -AF	C	107.1	New Richmond, WI	0.6 / 1.7
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WMNN -AM	N	1330	Minneapolis	0.4 / 1.6
CHR	0 (0)	300 (1)	300 (1)	9.6 %	8.7 %					
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Country	1 (1)	424 (3)	425 (4)	13.5 %	15.5 %					
Full Service	395 (1)	0 (0)	395 (1)	12.6 %	14.7 %					
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Jazz	0 (0)	111 (1)	111 (1)	3.5 %	2.1 %					
News/Talk	205 (2)	0 (0)	205 (2)	6.5 %	5.1 %					
Oldies	0 (0)	196 (1)	196 (1)	6.2 %	6.0 %					
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %					
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Soft AC/EZ	0 (0)	232 (1)	232 (1)	7.4 %	8.3 %					
Sports	59 (1)	0 (0)	59 (1)	1.9 %	1.5 %					
Standards	98 (3)	0 (0)	98 (3)	3.1 %	2.1 %					
Totals	764	11 2377 (13)	3141 (24)							

Consolidation Report	12+	25-54	Revenue
ABC/Disney KQRS-FM, KQRS-AM, KEGE-FM	17.3 %	19.0 %	24.0 %
Chancellor KTCZ-FM, KTCJ-AM, KFAN-AM, KEEY-FM, KDWB-FM	20.3 %	21.1 %	21.9 %
Colfax WBOB-FM, KQQL-FM	9.9 %	12.0 %	12.7 %
Local WREV-FM, KREV-FM, WLOL-AM, KLBB-AM	3.8 %	2.0 %	2.4 %
	51.4 %	54.1 %	61.0 %

AM Stations							
KFAN	1130	50 KW/25 KW (DA-2)	Sports	Westwd, ABC	\$50.00	Christal	Chancellor
KLBB	1400	1 KW	Standards	Westwd, CNN	\$32.00	---	
KSTP	1500	50 KW (DA-N)	Talk		\$74.00	Mc-Guild	Hubbard
WCCO	830	50 KW	Full Service	CBS	\$268.00	CBS	CBS/West.
WLOL	1440	5 KW (DA-2)	Simul. KLBB		NA	---	KLBB/KREV owner Brooklyn Park

FM Stations							
KDWB	101.3	100 KW @ 1035	CHR		\$139.00	Banner	Chancellor
KEEY	102.1	100 KW @ 1035	Country		\$140.00	Christal	Chancellor
KEGE	93.7	100 KW @ 1035	AOR-New Rock	ABC	\$140.00	Katz	ABC/Disney
KMJZ	104.1	100 KW @ 1070	Jazz	ABC	\$80.00	Eastman	Nationwide
KQQL	107.9	100 KW @ 1090	Oldies		\$144.00	D & R	Colfax
KQRS	92.5	100 KW @ 1035	Classic AOR	ABC	\$300.00	Katz	ABC/Disney
KREV	105.1	2.6 KW @ 499	AOR		\$40.00	MMR	Lakeville
KSTP	94.5	100 KW @ 1220	AC		\$75.00	Christal	Hubbard
KTCZ	97.1	100 KW @ 1035	Prog. AOR		\$111.00	MMR	Chancellor
WBOB	100.3	100 KW @ 922	Country		\$110.00	D & R	Colfax
WLTE	102.9	100 KW @ 1035	Soft AC		\$118.00	CBS	CBS/West.
WREV	105.3	25 KW @ 299	Simul. KREV		NA	MMR	KLBB/KREV-F owner Cambridge

Notes: 5/96 KSGS/KMJZ-F sold by Park to Nationwide for \$22,000,000 (Stevens, MVP) . . . 7/96 KEGE ends simulcast with KEGE-F after end of survey . . . WDGY (630) sold by Midcontinent for \$87,000 . . .

MOBILE

Arbitron Rank: 84 **Pop (12+):** 425,200
MSA Rank: 98
MSA Pop: NA
DMA # 61 (w/Pensacola)
Average Person Ratings: 15.1
Market TSL In Hours: 20.75

Stations: 25 / 17
Diarles 953 / 446:1/47.6 %
Sample Target: 990
% Below Line: 14.5
% Not Listed: 13.5
Pop per Station: 25,012

Last Year's Revenue: \$22,600,000
Household Income: \$36,187
Retail Dollars: \$4.3 Bil (w/Pensacola)
#1 Biller: WBLX-F \$3,000,000
#1 Billing Portfolio: NA

12+ Metro	Format	1/4	Share	WIn 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level
1	WKSJ -AF	C	71 / 11.0	9.4	10.5	12.6	9.8	10.9	947 / 22.3	20.7	19.9	81 / 1324	D WKSJ -AF
2	WYOK -FM	B	49 / 7.6	7.8	5.3	1.3		5.5	612 / 14.4	11.4		74 / 943	A WYOK -FM
3	WBLX -FM	B	44 / 6.8	8.3	12.5	13.6	15.0	10.3	728 / 17.1	20.7	19.9	129 / 1610	E WBLX -FM
4	WABB -FM	CHR	40 / 6.2	6.4	5.9	6.1	6.8	6.2	842 / 19.8	18.9	18.9	76 / 1717	C WABB -FM
5	WGOK -AM	B	39 / 6.1	6.6	6.3	7.1	5.5	6.5	359 / 8.4	8.8	9.5	40 / 368	B WGOK -AM
6	WDLT -FM	B/AC	38 / 5.9	5.6	4.6	5.1	4.4	5.3	453 / 10.7	9.9	9.9	46 / 537	D WDLT -FM
7	WNTM -AM	N/T	35 / 5.4	4.8	5.3	4.8	5.7	5.1	443 / 10.4	11.0	9.6	35 / 455	C WNTM -AM
8	WAVH -FM	O	31 / 4.8	4.5	3.7	4.3	3.4	4.3	352 / 8.3	9.7	7.7	36 / 452	C WAVH -FM
9	WWRO -FM	O-70s	29 / 4.5	5.4	5.7	4.8	5.7	5.1	600 / 14.1	15.8	15.0	72 / 1260	C WWRO -FM
10	WMXC -FM	AC	28 / 4.4	5.4	5.2	3.0	5.2	4.5	546 / 12.9	13.1	11.9	44 / 942	D WMXC -FM
11	WDWG -FM	C	26 / 4.0	4.3	3.3	4.2	5.1	4.0	500 / 11.7	12.5	14.0	45 / 895	C WDWG -FM
12	WRKH -FM	CL AOR	22 / 3.4	2.4	2.6	4.3	2.3	3.2	379 / 8.9	9.3	7.8	33 / 642	D WRKH -FM
13	WXBW -FM	C	20 / 3.1	2.2	3.1	2.2	2.4	2.7	395 / 9.3	8.0	7.5	109 / 1458	E WXBW -FM
14	WOWW -FM	AOR-NR	16 / 2.5	4.0	2.0	3.5	3.5	3.0	250 / 5.9	6.3	7.1	41 / 720	D WOWW -FM

12+ FM Share (Metro): 79.68 % (443 of 556) (Spring 95: 81.41 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WYOK-FM >	1 WBLX-FM <	1 WKSJ-AF	1 WKSJ-AF >	1 WKSJ-AF >	1 WKSJ-AF >	1 WKSJ-AF >	1 WKSJ-AF	1 WKSJ-AF <	1 WYOK-FM	1 WKSJ-AF
2 WABB-FM	2 WYOK-FM <	2 WBLX-FM <	2 WBLX-FM	2 WDLT-FM	2 WGOK-AM	2 WGOK-AM <	2 WNTM-AM >	2 WYOK-FM	2 WBLX-FM	2 WYOK-FM
WBLX-FM >	3 WABB-FM >	3 WABB-FM	3 WDLT-FM	3 WBLX-FM <	3 WNTM-AM <	3 WABB-FM <	3 WAVH-FM	3 WABB-FM <	3 WGOK-AM <	3 WBLX-FM
	4 WWRO-F <	4 WYOK-FM <	WWRO-F <	4 WAVH-FM	4 WDLT-FM	4 WBLX-FM	4 WBLX-FM <	4 WBLX-FM	4 WABB-FM	
	5 WKSJ-AF <	5 WWRO-F	5 WMXC-FM <	WGOK-AM <	WAVH-FM >	WYOK-FM <	5 WWRO-F	5 WNTM-AM <	5 WKSJ-AF >	
	6 WRKH-FM			6 WWRO-F <						
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WBLX-FM	1 WBLX-FM	1 WBLX-FM	1 WBLX-FM <	1 WKSJ-AF		1 WRKH-FM	1 WYOK-FM	1 WRKH-FM	1 WKSJ-AF <	1 WKSJ-AF <
WABB-FM	2 WABB-FM	2 WYOK-FM >	2 WABB-FM	2 WGOK-AM		WYOK-FM	WRKH-FM	2 WBLX-FM	2 WRKH-FM	2 WDLT-FM >
3 WYOK-FM >	3 WYOK-FM >	3 WABB-FM	WKSJ-AF	3 WABB-FM		WABB-FM	3 WABB-FM	WYOK-FM	WBLX-FM	3 WRKH-FM
	4 WKSJ-AF	WKSJ-AF	4 WYOK-FM	WBLX-FM		4 WKSJ-AF	WBLX-FM	4 WABB-FM	3 WWRO-F	4 WNTM-AM <
	WWRO-F	5 WWRO-F	5 WWRO-F <	WAVH-FM		WWRO-F	5 WKSJ-AF	WWRO-F	5 WWRO-F	5 WWRO-F
			6 WAVH-FM				WWRO-F	WKSJ-AF		WMXC-FM <

MOBILE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating		
AC	0 (0)	28 (1)	28 (1)	5.0 %	6.1 %	WABB	-AM	T	1480	Mobile	0.9	/ 3.0	
AOR/Classic/NR	0 (0)	51 (4)	51 (4)	9.2 %	2.6 %	WABF	-AM	ST	1220	Fairhope	1.9	/ 2.4	
Black/Urban	48 (2)	131 (3)	179 (5)	32.2 %	27.6 %	WBLX	-AM	B	660	Fairhope	1.4	/ 1.8	
CHR	0 (0)	40 (1)	40 (1)	7.2 %	7.9 %	WGCV	-FM	AOR	92.1	Fairhope	0.8	/ 4.2	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WHEP	-AM	T	1310	Foley	0.9	/ 1.3	
Country	0 (1)	120 (4)	120 (5)	21.6 %	27.6 %	WLTV	-AM	ST	1410	Mobile	0.5	/ 1.2	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %	Other Rated Stations--Outside Market						Metro Share	Cume Rating
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WKNN	-FM	C	99.1	Pascagoula	0.6	/ 2.3	
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WMEZ	-FM	SAC	94.1	Pensacola	1.4	/ 5.2	
News/Talk	50 (4)	0 (0)	50 (4)	9.0 %	8.4 %	WOSM	-FM	REL	103.1	Ocean Spgs., MS	0.6	/ 1.9	
Oldies	0 (0)	60 (2)	60 (2)	10.8 %	10.5 %	WTKX	-FM	AOR	101.5	Pensacola	1.2	/ 4.5	
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %	WWL	-AM	N/T	870	New Orleans	0.5	/ 1.3	
Religion/Gospel	0 (0)	4 (1)	4 (1)	0.7 %	3.3 %								
Soft AC/EZ	0 (0)	9 (1)	9 (1)	1.6 %	2.5 %								
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0 %								
Standards	15 (2)	0 (0)	15 (2)	2.7 %	0.7 %								
Totals	113 (9)	443 (17)	556 (26)										

Consolidation Report	12+	25-54	Revenue
Ken Johnson	17.2 %	30.5 %	%
WDWG-FM, WKSJ-AF, WMXC-FM, WNTM-AM, WRKH-FM			
Local	0.0 %	0.0 %	%
WBHY-AM, WBHY-FM, WLPR-AM			
	17.2 %	30.5 %	%

AM Stations

WGOK	900	1 KW/381 W (DA-2)	Black	AURN	\$20.00	Torbet	
WNTM	710	1 KW/500 W (DA-N)	News/Talk	CBS, Westwd	\$31.00	Banner	K. Johnson

FM Stations

WABB	97.5	100 KW @ 1552	CHR	ABC	\$36.00	Christal	
WAVH	106.5	50 KW @ 449	Oldies		\$<20.00	Mc-Guild	Daphne
WBLX	92.9	100 KW @ 1555	Black	Westwd, ABC	\$60.00	Katz	Patterson
WDLT	98.3	40 KW @ 548	Black AC	ABC, AURN	\$<20.00	Torbet	Chickasaw
WDWG	104.1	100 KW @ 1555	Country	ABC	\$29.00	Banner	K. Johnson
WKSJ	94.9	100 KW @ 1555	Country	ABC	\$53.00	Banner	K. Johnson
WMXC	99.9	100 KW @ 1755	AC	CBS	\$<20.00	Banner	K. Johnson
WRKH	96.1	100 KW @ 1342	Classic AOR	Westwd	\$<20.00	Banner	K. Johnson
WYOK	104.9	33 KW @ 600	Black		\$<20.00	Torbet	Moss Point

Notes: Other ranked stations -- See Pensacola . . . Last Year's Revenue includes Pensacola . . . 1/96 WKSJ-AF/WMYC-F sold by Pourtales to Ken Johnson (D+) for \$11,270,000 . . . 4/96 WMYC-F changed from Country to Classic AOR as WRKH-F

MODESTO

Arbitron Rank: 121 Pop (12+): 330,400	Stations: 31 / 18	Last Year's Revenue: \$13,500,000
MSA Rank: 119	Diaries 722 / 458:1/47.8 %	Household Income: \$40,818
MSA Pop: 422,000	Sample Target: 730	Retail Dollars: \$3.5 Bil
DMA # Sacramento (#21)	% Below Line: 16.8	#1 Biller: KATM-F \$4,600,000
Average Person Ratings: 15.2	% Not Listed: 14.4	#1 Billing Portfolio: Citadel duop \$6,950,000
Market TSL In Hours: 20.25	Pop per Station: 18,356	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	KATM -FM	C	81 / 16.2	15.6	17.1	16.7	18.5	940 / 28.4	28.3	30.9	196 / 2319	F	KATM -FM
2	KDJK -FM	AOR	37 / 7.4	3.8	3.9	2.3	4.2	551 / 16.7	9.9	12.3	86 / 1385	B	KDJK -FM
3	KJSN -FM	AC	35 / 7.0	8.7	6.2	6.5	5.6	430 / 13.0	15.4	14.2	42 / 582	C	KJSN -FM
4	KOSO -FM	AC	26 / 5.2	3.6	4.2	3.8	6.7	290 / 8.8	10.9	11.9	61 / 893	D	KOSO -FM
	KWNN -FM	CHR	26 / 5.2	4.9	5.2	7.0	4.8	429 / 13.0	11.6	13.4	33 / 577	B	KWNN -FM
6	KBEE -AM	ST	22 / 4.4	5.6	5.4	5.9	5.2	236 / 7.2	8.6	11.2	41 / 468	A	KBEE -AM
7	KFIV -AM	T	20 / 4.0	3.2	1.5	2.7	1.5	255 / 7.7	4.0	4.2	35 / 407	A	KFIV -AM
8	KHOP -FF	AOR/CL	18 / 3.6	5.3	6.4	8.4	6.4	423 / 12.8	12.8	17.8	65 / 1191	C	KHOP -FF
9	KTRB -AM	SP	17 / 3.4	1.5	1.5	1.1	1.0	207 / 6.3	6.3	4.1	45 / 537		KTRB -AM
	KNBR -AM	SPRTS	17 / 3.4	2.3	3.1	3.2	3.7	256 / 7.7	7.2	7.9	52 / 871		KNBR -AM
11	KABX -FM	O	15 / 3.0	3.0	1.7	2.1	1.7	274 / 8.3	6.8	7.6	35 / 560		KABX -FM
12	KHTN -FM	CHR	13 / 2.6	1.7	2.7	8.2	5.2	357 / 10.8	7.9	10.8	47 / 814	A	KHTN -FM
13	KWIN -FM	CHR	12 / 2.4	2.1	1.3			131 / 4.0	4.5	3.8	65 / 976		KWIN -FM
14	KVFX -FM	CL AOR	10 / 2.0	1.9	3.9	2.1	2.3	188 / 5.7	7.4	9.3	28 / 559	B	KVFX -FM

12+ FM Share (Metro): 74.12 % (318 of 429) (Spring 95: 76.60 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KWNN-FM >	1 KATM-FM	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >
2 KDJK-FM	2 KDJK-FM >	2 KDJK-FM	2 KJSN-FM	2 KJSN-FM >	2 KJSN-FM	2 KDJK-FM <	2 KJSN-FM >	2 KDJK-FM <	2 KDJK-FM	2 KFIV-AM >
KATM-FM	3 KWNN-FM <	3 KJSN-FM	3 KDJK-FM <	3 KDJK-FM <	3 KBEE-AM	3 KJSN-FM <	3 KDJK-FM	3 KJSN-FM <	3 KWNN-FM >	3 KWIN-FM
4 KOSO-FM	4 KOSO-FM >	4 KOSO-FM	4 KOSO-FM	4 KOSO-FM	4 KFIV-AM	4 KBEE-AM <	4 KOSO-FM <	4 KWNN-FM	4 KHTN-FM	
5 KHOP-FF	KJSN-FM					5 KOSO-FM <	5 KTRB-AM	5 KOSO-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KDJK-FM	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KWNN-FM	1 KDJK-FM	1 KATM-FM	1 KATM-FM >	1 KATM-FM >>
2 KATM-FM	2 KDJK-FM	2 KOSO-FM >	2 KJSN-FM <	2 KJSN-FM	2 KDJK-FM	2 KATM-FM	KDJK-FM	2 KDJK-FM >	2 KJSN-FM
3 KWNN-FM	KOSO-FM >	3 KJSN-FM	3 KOSO-FM	3 KOSO-FM >	3 KATM-FM	3 KWNN-FM	3 KVFX-FM >	3 KJSN-FM	KDJK-FM
4 KTRB-AM	4 KJSN-FM	4 KDJK-FM	4 KDJK-FM >	4 KTRB-AM	4 KVFJ-FM	4 KVFJ-FM		KNBR-AM	4 KHOP-FF
KOSO-FM >		KHOP-FF >	5 KTRB-AM	KABX-FM	5 KHOP-FF			4 KHOP-FF	

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	61 (2)	61 (2)	14.2 %	12.8 %	KCBC -AM REL 770 Riverbank	1.2 / 2.6	
AOR/Classic/NR	0 (0)	70 (5)	70 (5)	16.3 %	17.3 %	KLOC -AM SP 920 Ceres	1.0 / 2.9	
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KMIX -FM C 100.9 Tracy	1.4 / 5.8	
CHR	0 (0)	51 (3)	51 (3)	11.9 %	13.0 %	KNTO -FM SP 95.9 Livingston	0.4 / 1.8	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KRVR -FM J 105.5 Copperopolis	1.6 / 5.7	
Country	0 (0)	92 (3)	92 (3)	21.4 %	26.0 %	KTDO -FM SP 98.9 Columbia	0.8 / 2.0	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	3.8 %	KZMS -FM SP 97.1 Patterson	1.6 / 4.8	
Hispanic	22 (2)	19 (4)	41 (6)	9.6 %	6.6 %			
Jazz	0 (0)	8 (1)	8 (1)	1.9 %	0.0 %			
News/Talk	42 (6)	0 (0)	42 (6)	9.8 %	9.0 %			
Oldies	0 (0)	17 (2)	17 (2)	4.0 %	3.8 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	6 (1)	2 (1)	8 (2)	1.9 %	1.2 %			
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Sports	17 (1)	0 (0)	17 (1)	4.0 %	0.0 %			
Standards	22 (1)	0 (0)	22 (1)	5.1 %	6.6 %			
Totals	109 11	320 (21)	429 (32)					

Other Rated Stations—Outside Market	Metro Share	Cume Rating
KCBS -AM N/T 740 San Francisco	1.4 / 7.2	
KCIV -FM REL 99.9 Mt. Bullion	0.4 / 2.9	
KHTK -AM T 1140 Sacramento	0.4 / 2.0	
KMJ -AM N/T 580 Fresno	0.6 / 2.0	
KQOD -FM O 100.1 Stockton	0.4 / 2.1	
KRQR -FM CL AOR 97.3 San Francisco	1.0 / 1.5	
KSFO -AM T 560 San Francisco	1.2 / 2.1	
KSTE -AM T 650 Rancho Cordova	0.8 / 2.2	
KSTN -FM SP 107.3 Stockton	1.0 / 3.1	
KUBB -FM C 96.3 Mariposa	0.8 / 2.9	

MODESTO

Consolidation Report	12+	25-54	Revenue
Citadel	31.6 %	31.8 %	%
KATM-FM, KBEE-AM, KDJK-FM, KROW-FM			
Community Pacific	13.0 %	15.7 %	%
KFIV-AM, KJSN-FM, KVFX-FM			
	44.6 %	47.5 %	%

AM Stations

KBEE	970	1 KW (DA-2)	Standards	Westwd	\$15.00	Mc-Guild	Citadel
KFIV	1360	4 KW/950 W (DA-2)	News/Talk	CNN, ABC	\$12.00	MMR	Comm. Pacific
KTRB	860	50 KW/10 KW (DA-2)	Hispanic		\$14.00	Caballero	

FM Stations

KATM	103.3	50 KW @ 500	Country	ABC	\$66.00	Mc-Guild	Citadel	
KDJK	95.1	29.5 KW @ 633	AOR		\$24.00	Mc-Guild	Citadel	Oakdale
KHOP	103.9	71 KW @ 2047	See KROW-FM					Mariposa
KHTN	104.7	50 KW @ 500	CHR		\$25.00	D&R		Los Banos
KJSN	102.3	6 KW @ 298	AC		\$30.00	MMR	Comm. Pacific	
KOSO	93.1	2.95 KW @ 1790	AC/CHR		\$32.00	Katz		Patterson
KROW	104.1	50 KW @ 500	Classic AOR		\$33.00	Mc-Guild	Citadel	
KUBB	96.3	1.9 KW @ 2112	Country	Westwd	\$18.00	D&R	Buckley	Mariposa
KVFX	96.7	3 KW @ 328	AOR/Classic		\$18.00	---	Comm. Pacific	Manteca
KWNN	98.3	2 KW @ 390	CHR		\$36.00	Katz	Silverado	Turlock

Notes: KNBR -- See San Francisco . . . KWIN-F -- See Stockton . . . No revenue shares are available in the Consolidation Report due to overlap with Stockton and Merced . . . 3/96 KDJK-F sold by Protosphere to Citadel (D+) for \$5,000,000 . . . 5/96 Simulcast KROW-F (103.9) and KHOP-F (104.1) exchanged calls; their Classic AOR simulcast remains in place . . .

MONMOUTH-OCEAN

Arbitron Rank: 46 Pop (12+): 884,300	Stations: 39 / 8	Last Year's Revenue: NA
MSA Rank: NA	Diaries 1060 / 834:1/58.4 %	Household Income: \$59,412
MSA Pop:	Sample Target: 1,050	Retail Dollars: \$9.6 Bil
DMA #: NY (#1)	% Below Line: 66.9	#1 Biller: NA
Average Person Ratings: 17	% Not Listed: 8.6	#1 Billing Portfolio: NA
Market TSL In Hours: 22.25	Pop per Station: 110,538	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WXRK -FM	T/NR	90 / 6.0	4.9	4.6	4.7	4.3	5.0	1448 / 16.4	14.9	14.3	90 / 1448	WXRK -FM
WKTU -FM	U/CHR	90 / 6.0	3.9	2.7	4.0	4.0	4.1	1428 / 16.1	10.2	7.4	90 / 1428	WKTU -FM
3 WKXW -FM	T/O	81 / 5.4	3.7	4.5	4.1	3.8	4.4	1552 / 17.6	14.1	15.4	81 / 1552	WKXW -FM
WADB -FM	SAC/EZ	81 / 5.4	3.7	5.5	4.0	4.4	4.6	861 / 9.7	8.3	9.6	81 / 861	WADB -FM
5 WPLJ -FM	CHR-NR	74 / 4.9	5.4	4.0	4.1	4.3	1.2	1451 / 16.4	17.6	15.3	74 / 1451	WPLJ -FM
6 WAXQ -FM	AOR	72 / 4.8	3.3	3.9	4.0	2.6	4.0	1047 / 11.8	11.7	10.0	72 / 1047	WAXQ -FM
WJLK -FF	AC	72 / 4.8	5.0	6.1	5.8	4.9	5.4	1116 / 12.6	13.1	13.1	72 / 1116	WJLK -FF
8 WOBM -FM	AC	71 / 4.7	3.5	3.3	4.5	4.1	4.0	975 / 11.0	9.1	10.9	71 / 975	WOBM -FM
9 WCBS -AM	N	61 / 4.1	3.3	3.4	2.3	2.0	3.3	1186 / 13.4	13.1	13.2	61 / 1186	WCBS -AM
10 WABC -AM	T	60 / 4.0	5.9	4.1	3.6	5.7	4.4	804 / 9.1	12.2	9.6	60 / 804	WABC -AM
WOR -AM	T	60 / 4.0	3.8	3.1	3.4	4.5	2.7	857 / 9.7	10.3	8.0	60 / 857	WOR -AM
WZVU -FM	O	60 / 4.0	2.6	4.1	2.7	3.3	3.3	1134 / 12.8	8.8	11.1	60 / 1134	WZVU -FM
13 WFAN -AM	SPRTS	55 / 3.7	3.2	3.3	3.9	3.8	3.5	868 / 9.8	11.3	11.4	55 / 868	WFAN -AM
14 WRDR -FM	ST	47 / 3.1	3.2	3.1	2.0	2.4	2.9	448 / 5.1	4.0	4.6	47 / 448	WRDR -FM
15 WNEW -FM	AOR	43 / 2.9	2.1	2.6	3.1	3.8	2.7	999 / 11.3	9.4	10.9	43 / 999	WNEW -FM
WLTW -FM	SAC	43 / 2.9	2.4	1.9	1.8	2.1	2.2	831 / 9.4	7.2	5.2	43 / 831	WLTW -FM
17 WCBS -FM	O	33 / 2.2	3.2	3.1	2.9	2.8	2.8	656 / 7.4	7.4	8.2	33 / 656	WCBS -FM
18 WOBM -AM	ST	31 / 2.1	2.7	2.8	2.4	2.8	2.5	350 / 4.0	4.2	5.7	31 / 350	WOBM -AM

12+ FM Share (Metro): 77.98 % (1009 of 1294) (Spring 95: 80.18 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKTU-FM	1 WKTU-FM <	1 WXRK-FM	1 WXRK-FM	1 WXRK-FM	1 WADB-FM	1 WXRK-FM >	1 WKXW-FM <	1 WKTU-FM <	1 WKTU-FM	1 WABC-AM
WHTZ-FM >	2 WXRK-FM <	2 WKTU-FM <	2 WPLJ-FM	2 WPLJ-FM	2 WKXW-FM <	2 WOBM-FM	2 WKTU-FM <	2 WAXQ-FM	2 WAXQ-FM >	2 WCBS-AM <
3 WAXQ-FM	3 WAXQ-FM	3 WPLJ-FM <	3 WKTU-FM <	3 WKTU-FM <	3 WABC-AM	3 WADB-FM <	3 WADB-FM <	3 WPLJ-FM <	3 WJLK-FF <	3 WOBM-FM
WQHT-FM	4 WPLJ-FM >	4 WAXQ-FM >	4 WAXQ-FM <	4 WJLK-FF <	WOR-AM <	4 WCBS-AM	4 WABC-AM <	4 WKXW-FM	4 WZVU-FM	
WIOQ-FM >		5 WJLK-FF <	5 WJLK-FF <	5 WKXW-FM <	WCBS-AM	5 WPLJ-FM <	5 WJLK-FF <	5 WJLK-FF <	5 WCBS-AM	
		6 WKXW-FM <	6 WKXW-FM <	6 WAXQ-FM <	WJLK-FF	6 WKXW-FM <	6 WPLJ-FM <	6 WOR-AM <	WHTZ-FM <	
			7 WZVU-FM	7 WZVU-FM <				7 WZVU-FM <		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKTU-FM >	1 WKTU-FM	1 WPLJ-FM	1 WKTU-FM <	1 WPLJ-FM		1 WAXQ-FM	1 WXRK-FM <	1 WXRK-FM	1 WXRK-FM >	1 WXRK-FM >
2 WHTZ-FM	2 WPLJ-FM >	2 WKTU-FM >	2 WPLJ-FM	2 WJLK-FF <		2 WXRK-FM >	2 WAXQ-FM >	2 WAXQ-FM >	2 WAXQ-FM	2 WFAN-AM
WQHT-FM >	3 WXRK-FM	3 WXRK-FM	3 WJLK-FF >	3 WKTU-FM		3 WKTU-FM >	3 WFAN-AM	3 WFAN-AM	3 WFAN-AM	3 WAXQ-FM
	WAXQ-FM <	WAXQ-FM	4 WOBM-FM <	4 WOBM-FM <		4 WKTU-FM	4 WNEW-F	4 WKTU-FM <	4 WKXW-FM <	
		5 WJLK-FF	5 WZVU-FM <	5 WZVU-FM <			5 WPLJ-FM	5 WPLJ-FM	5 WPLJ-FM	5 WNEW-F
			6 WKXW-FM <						WNEW-F	

MONMOUTH-OCEAN

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	195 (6)	195 (6)	15.1 %	12.4 %	WHTG -FM	AOR 106.3	Eatontown	1.7 / 4.6
AOR/Classic/NR	0 (0)	146 (4)	146 (4)	11.3 %	17.0 %	WJRZ -FM	AC/CHR 100.1	Manahawkin	1.9 / 7.8
Black/Urban	0 (0)	123 (4)	123 (4)	9.5 %	2.5 %				
CHR	0 (0)	134 (4)	134 (4)	10.4 %	14.0 %				
Classical	0 (0)	13 (1)	13 (1)	1.0 %	0.5 %				
Country	0 (0)	0 (0)	0 (0)	0.0 %	3.5 %				
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	23 (2)	23 (2)	1.8 %	1.3 %				
News/Talk	199 (5)	95 (2)	294 (7)	22.7 %	21.6 %				
Oldies	0 (0)	104 (4)	104 (4)	8.0 %	8.8 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	0 (0)	5 (1)	5 (1)	0.4 %	0.6 %				
Soft AC/EZ	0 (0)	124 (2)	124 (2)	9.6 %	11.1 %				
Sports	55 (1)	0 (0)	55 (1)	4.3 %	0.0 %				
Standards	31 (1)	47 (1)	78 (2)	6.0 %	6.7 %				
Totals	285 (7)	1009 (31)	1294 (38)						
Consolidation Report			12+	25-54	Revenue				
Nassau, pend.			24.7 %	11.4 %	%				
WQNJ-FM, WOBFM-FM, WOBFM-AM, WJLK-FM, WJLK-AM						
			24.7 %	11.4 %	%				

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WAWZ -FM	REL	99.1	Zarephath		0.3	/ 1.3
WBBR -AM	BIZ N	1130	New York		0.5	/ 1.9
WFPG -FM	AC	96.9	Atlantic City		0.3	/ 1.5
WHTZ -FM	CHR	100.3	Newark		2.0	/10.1
WINS -AM	N	1010	New York		0.7	/ 3.3
WIOQ -FM	CHR	102.1	Philadelphia		1.1	/ 4.8
WJJZ -FM	J	106.1	Philadelphia		0.3	/ 1.4
WMGK -FM	O70S	102.9	Philadelphia		0.3	/ 1.7
WMMR -FM	AOR	93.3	Philadelphia		0.4	/ 2.1
WMXV -FM	AC	105.1	New York		1.3	/ 5.6
WOGL -FM	O	98.1	Philadelphia		0.4	/ 2.3
WPST -FM	CHR	97.5	Trenton		0.9	/ 6.6
WQCD -FM	J	101.9	New York		1.2	/ 4.7
WQHT -FM	U/CHR	97.1	New York		1.3	/ 4.6
WQXR -FM	CL	96.3	New York		0.9	/ 2.9
WRKS -FM	B/AC	98.7	New York		0.5	/ 2.3
WJSL -FM	B	98.9	New York		0.3	/ 1.2
WYSP -FM	T/CL AOR	94.1	Philadelphia		0.3	/ 1.7

AM Stations

WOBFM	1160	5 KW/8.9 KW (DA-2)	Standards	Westwd	Katz	Nassau, pend.	Lakewood
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FM Stations

WADB	95.9	4 KW @ 239	Soft AC/EZ	UPI	---		Pt. Pleasant
WJLK	94.3	1.3 KW @ 499	AC	Westwd	Katz	Nassau, pend.	Asbury Park
WOBFM	92.7	1.4 KW @ 485	AC		Katz	Nassau, pend.	Lakewood
WQNJ	98.5	6 KW @ 328	See WJLK-F				Ocean Acres
WZVU	107.1	2.3 KW @ 371	Oldies		Banner		Long Branch

Notes: Other ranked stations -- See New York (WKXW-F: see Trenton in "Small Market Edition") . . . There is no TSA for Monmouth-Ocean . . . 4/96 WJLK-AF/WQNJ-F sold by New Wave to Nassau for \$16,750,000 (Blackburn) . . . 6/96 WADB-F sold by Seawood to New Jersey for \$8,000,000 (Stevens) . . . 7/96 WOBFM-AF sold by Seashore to Nassau

MONTEREY-SALINAS-SANTA CRUZ

Arbitron Rank: 78 Pop (12+): 478,400	Stations: 36 / 23	Last Year's Revenue: \$13,600,000
MSA Rank: 27-Sal.-Mont./178-Sta. Cruz	Diaries 1714 /279:1/53.1 %	Household Income: \$47,893
MSA Pop: 619,000	Sample Target: 1,650	Retail Dollars: \$4.8 Bil
DMA #: 122	% Below Line: 25.3	#1 Biller: KWAV-F \$2,000,000
Average Person Ratings: 16.2	% Not Listed: 13.4	#1 Billing Portfolio: Buckley combo \$2,300,000
Market TSL In Hours: 22.00	Pop per Station: 20,800	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KGO -AM	T	61 / 7.9	7.9	8.1	6.0	6.8	7.5	724 / 15.1	16.2	13.4	65 / 802	KGO -AM
2	KDON -FM	CHR	57 / 7.3	4.0	5.1	4.9	5.6	5.3	860 / 18.0	16.6	16.9	59 / 913	C KDON -FM
3	KTOM -AF	C	48 / 6.2	4.7	6.1	5.4	5.7	5.6	649 / 13.6	13.5	12.6	50 / 689	C KTOM -AF
4	KOCN -FM	O	38 / 4.9	5.4	6.7	4.0	2.5	5.3	662 / 13.8	13.1	7.2	38 / 662	C KOCN -FM
5	KLOK -FM	SP	34 / 4.4	4.7	5.1	4.9	4.1	4.8	405 / 8.5	7.7	6.1	34 / 405	A KLOK -FM
6	KIDD -AM	ST	32 / 4.1	3.0	3.0	2.8	3.4	3.2	279 / 5.8	5.3	6.4	32 / 279	A KIDD -AM
7	KBOQ -FM	CL	29 / 3.7	3.4	4.3	3.6	4.5	3.7	399 / 8.3	10.7	9.6	30 / 426	B KBOQ -FM
	KWAV -FM	AC	29 / 3.7	4.7	3.2	4.9	5.2	4.1	519 / 10.9	11.2	10.9	29 / 538	D KWAV -FM
9	KXDC -FM	J	25 / 3.2	1.9	2.8	1.1	1.9	2.3	269 / 5.6	4.3	4.3	25 / 269	A KXDC -FM
	KPIG -FM	AOR-P	25 / 3.2	3.2	2.8	4.1	4.3	3.3	330 / 6.9	5.4	7.1	26 / 341	C KPIG -FM
11	KMBY -FM	AOR	23 / 3.0	3.0	1.9	1.8	2.2	2.4	415 / 8.7	5.6	5.1	23 / 422	A KMBY -FM
12	KNBR -AM	SPRTS	20 / 2.6	2.1	2.7	2.2	2.0	2.4	316 / 6.6	7.7	5.5	21 / 347	KNBR -AM
	KYLZ -FM	B/AC	20 / 2.6	1.9	2.3	2.0	1.7	2.2	319 / 6.7	8.0	6.7	20 / 342	KYLZ -FM
	KRQC -FM	O-70s	20 / 2.6	2.8	3.2	4.3	3.5	3.2	387 / 8.1	8.8	10.8	20 / 387	B KRQC -FM
15	KUFX -FM	CL AOR	19 / 2.4	1.8	2.7	3.8	3.5	2.7	390 / 8.2	9.3	12.5	21 / 442	KUFX -FM
	KRAY -FM	SP	19 / 2.4	2.5	2.5	2.2	2.0	2.4	260 / 5.4	7.5	5.3	19 / 260	B* KRAY -FM
	KBAY -FM	SAC	18 / 2.3	3.9	2.2	3.4	3.5	2.9	321 / 6.7	7.1	8.6	25 / 413	KBAY -FM
18	KSCO -AM	T	16 / 2.1	2.7	2.0	2.4	2.5	2.3	296 / 6.2	5.9	6.5	22 / 325	A KSCO -AM

12+ FM Share (Metro): 70.68 % (475 of 672) (Spring 95: 70.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KDON-FM >	1 KDON-FM >	1 KDON-FM	1 KDON-FM	1 KOCN-FM <	1 KGO-AM >	1 KGO-AM	1 KGO-AM	1 KDDN-FM <	1 KGO-AM	1 KGO-AM >
2 KYLD-FM	2 KLOK-FM	2 KOCN-FM <	2 KOCN-FM	2 KDON-FM <	2 KTDM-AF <	2 KDON-FM <	2 KTOM-AF	2 KGO-AM	2 KDON-FM >	2 KDON-FM
3 KYLZ-FM >	3 KMBY-FM	3 KLOK-FM	3 KPIG-FM <	3 KGO-AM	3 KIDD-AM <	3 KTOM-AF	3 KDON-FM	3 KTOM-AF	3 KBOQ-FM <	3 KTOM-AF
	4 KTOM-AF	4 KTOM-AF <	4 KGO-AM	4 KPIG-FM <	4 KOCN-FM <	4 KLOK-FM <	4 KOCN-FM	4 KOCN-FM	4 KOCN-FM <	4 KLOK-FM
	5 KWAV-FM <	5 KPIG-FM	5 KLOK-FM <	5 KTOM-AF <	5 KBOQ-FM	5 KOCN-FM	5 KIDD-AM	5 KPIG-FM <		5 KTDM-FM
	6 KYLZ-FM	KWAV-FM <	6 KTOM-AF <	6 KLOK-FM	6 KTDM-FM	6 KRQC-FM	KLOK-FM	6 KWAV-FM <		
		7 KGO-AM	7 KWAV-FM		KXDC-FM		7 KWAV-FM	7 KMBY-FM <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KDON-FM >	1 KDON-FM	1 KDON-FM	1 KDON-FM	1 KTOM-AF <	1 KDON-FM >	1 KDON-FM	1 KDON-FM	1 KDON-FM	1 KOCN-FM <
2 KMBY-FM	2 KWAV-FM	2 KWAV-FM	2 KWAV-FM <	2 KDON-FM	2 KLOK-FM	2 KLOK-FM	2 KLOK-FM	2 KLOK-FM <	2 KDON-FM
	KWAV-FM >	3 KTOM-AF	3 KTOM-AF	KGO-AM >	3 KTOM-AF	3 KMBY-FM >	3 KMBY-FM	3 KPIG-FM <	KPIG-FM <
4 KLOK-FM	4 KMBY-FM	KMBY-FM	4 KOCN-FM	KWAV-FM	KYLD-FM	4 KSJO-FM	4 KSJO-FM	4 KOCN-FM	4 KGO-AM <
	KYLD-FM	5 KLOK-FM	5 KGO-AM	KOCN-FM	KOME-FM >	KLFA-FM	5 KGO-AM	5 KGO-AM	5 KLOK-FM
	KYLZ-FM	KYLZ-FM	KBAY-FM	6 KLOK-FM			6 KRQC-FM	KMBY-FM	
	KTOM-AF								
	KTGE-AM								
	KRAY-FM >								

MONTEREY-SALINAS-SANTA CRUZ

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating
AC	0 (0)	35 (2)	35 (2)	5.2 %	6.2 %	KAXT -FM	C	93.5	Hollister	1.4	/ 4.0
AOR/Classic/NR	0 (0)	87 (5)	87 (5)	12.9 %	15.2 %	KCTY -AM	SP	980	Salinas	0.6	/ 2.5
Black/Urban	0 (0)	34 (2)	34 (2)	5.1 %	0.0 %	KKMC -AM	SP	880	Gonzales	0.8	/ 2.0
CHR	0 (0)	57 (1)	57 (1)	8.5 %	11.6 %	KLFA -FM	SP	93.9	King City	1.4	/ 4.0
Classical	0 (0)	33 (2)	33 (2)	4.9 %	5.3 %	KLUE -FM	C	106.3	Soledad	0.4	/ 0.9
Country	15 (2)	57 (4)	72 (6)	10.7 %	6.7 %	KRKC -AM	C	1490	King City	0.5	/ 0.6
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	2.3 %	KTGE -AM	SP	1570	Salinas	1.8	/ 3.7
Hispanic	27 (3)	71 (4)	98 (7)	14.6 %	19.4 %	KVRG -FM	SP	107.1	Seaside	0.9	/ 2.7
Jazz	0 (0)	25 (1)	25 (1)	3.7 %	2.2 %	Other Rated Stations--Outside Market					
News/Talk	97 (4)	0 (0)	97 (4)	14.4 %	15.0 %	KARA -FM	O	105.7	Santa Clara	0.8	/ 2.1
Oldies	0 (0)	58 (2)	58 (2)	8.6 %	4.1 %	KCBS -AM	N/T	740	San Francisco	1.8	/ 7.0
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %	KDFC -FM	CL	102.1	San Francisco	0.5	/ 1.2
Religion/Gospel	6 (1)	0 (0)	6 (1)	0.9 %	0.7 %	KLOK -AM	SP	1170	San Jose	1.0	/ 2.5
Soft AC/EZ	0 (0)	18 (1)	18 (1)	2.7 %	7.0 %	KOME -FM	AOR-NR	98.5	San Jose	0.9	/ 4.4
Sports	20 (1)	0 (0)	20 (1)	3.0 %	0.0 %	KSFO -AM	T	560	San Francisco	0.8	/ 1.2
Standards	32 (1)	0 (0)	32 (1)	4.8 %	4.0 %	KSJO -FM	AOR	92.3	San Jose	1.7	/ 4.9
Totals	197	12	475 (24)			KYCY -FM	C	93.3	San Francisco	0.8	/ 0.9
						KYLD -FM	U/CHR	107.7	San Mateo	1.8	/ 4.9

Consolidation Report	12+	25-54	Revenue
Henry/ARS, pend. KRQC-FM, KDON-FM	9.9 %	9.9 %	13.2 %
Local KXDC-FM, KPIG-FM, KAXT-FM	7.9 %	11.0 %	14.0 %
	17.8 %	20.9 %	27.2 %

AM Stations

KCTY	980	1 KW/247 W (DA-2)	Hispanic	\$<20.00	Lotus
KIDD	630	1 KW (DA-2)	Standards	CNN \$<20.00	D&R
KSCO	1080	10 KW/5 KW (DA-N)	Talk	AP \$<20.00	K&P
KTGE	1380	5 KW (DA-2)	Hispanic	\$<20.00	Caballero

FM Stations

KAXT	93.5	110 W @ 2260	Country	\$20.00	MMR	KXDC owner	Hollister
KBOQ	95.5	1.7 KW @ 630	Classical	\$30.00	CMBS		
KDON	102.5	19 KW @ 2270	CHR	\$39.00	Christal	Henry	
KLOK	99.5	30 KW @ 640	Hispanic	\$<20.00	Caballero	EXCL	Greenfield
KMBY	104.3	6 KW @ 328	AOR	\$<20.00	Mc-Guild		
KOCN	105.1	1.8 KW @ 600	Oldies	Westwd \$31.00	Torbet		
KPIG	107.5	2.9 KW @ 335	Prog. AOR	\$27.00	MMR	KXDC owner	Freedom
KRAY	103.5	2.5 KW @ 512	Hispanic	\$<20.00	Lotus		
KRQC	92.7	7 KW @ 620	Oldies-70's	\$21.00	Christal	Henry	
KTOM	100.7	1.4 KW @ 2385	Country	ABC \$51.00	Katz	Magic	
KVRG	107.1	1.9 KW @ 587	Hispanic	\$28.00	Caballero	EXCL	
KWAV	96.9	18 KW @ 2450	AC	AP \$47.00	D&R	Buckley	
KXDC	101.7	2.4 KW @ 528	Jazz	\$<20.00	---		
KYLZ	99.1	1.1 KW @ 2612	See KSOL-F				Hefel/Clr. Chnl., pend.

Notes: * Billing in combination with KLFA-F . . . ** Billing in combination with KCTY . . . For details on other ranked stations, see San Francisco or San Jose . . . Arbitron changed its name for the market, switching the positions of Monterey and Salinas . . . 5/96 KMBY-F sold for \$525,000 . . . 4/96 KYLZ-F dropped simulcast with KYLD-F and now simulcasts Black/AC KSOL-F (San Francisco) . . .

MONTGOMERY

Arbitron Rank: 142 Pop (12+): 259,900	Stations: 12 / 12	Last Year's Revenue: \$11,200,000
MSA Rank: 151	Diaries 967 / 269:1/ 51.4 %	Household Income: \$41,461
MSA Pop: 317,000	Sample Target: 980	Retail Dollars: \$3.0 Bil
DMA #: 113	% Below Line: 0	#1 Biller: WLWI-F \$3,600,000
Average Person Ratings: 15.9	% Not Listed: 15.9	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 21,658	Colonial duop \$4,600,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WZHT -FM	B	86 / 20.8	18.2	18.1	17.2	18.1	794 / 30.5	30.2	31.1	170 / 1488	C	WZHT -FM
2	WLWI -FM	C	61 / 14.7	15.3	20.4	18.6	22.7	858 / 33.0	31.2	33.7	108 / 1435	E	WLWI -FM
3	WMXS -FM	AC	45 / 10.9	6.8	6.8	6.3	6.6	637 / 24.5	17.4	19.5	60 / 960	C	WMXS -FM
4	WXFX -FM	AOR	28 / 6.8	6.2	6.3	4.9	6.8	383 / 14.7	15.5	15.1	40 / 567	C	WXFX -FM
5	WMCZ -FM	B/AC	27 / 6.5	7.5	5.7	7.0	6.1	418 / 16.1	17.7	14.0	29 / 484	B	WMCZ -FM
6	WXVI -AM	B	22 / 5.3	4.8	4.5	3.0	4.1	203 / 7.8	4.8	4.5	23 / 211	A	WXVI -AM
7	WBAM -FM	C	18 / 4.3	5.0	4.8	6.3	2.3	374 / 14.4	16.4	16.4	31 / 634	B	WBAM -FM
8	WACV -AM	T	17 / 4.1	3.9	3.2	5.8	4.3	242 / 9.3	9.7	9.8	19 / 277	B	WACV -AM
9	WHHY -FM	C	16 / 3.9	5.0	6.1	5.8	3.9	378 / 14.5	14.3	18.4	33 / 640	C	WHHY -FM
10	WRWO -FM	CL AOR	13 / 3.1	3.6	5.0	3.5	2.9	337 / 13.0	12.7	14.4	13 / 370	B	WRWO -FM
11	WAPZ -AM	G	10 / 2.4	3.9	0.9	2.3	3.6	130 / 5.0	5.4	2.3	11 / 139	A	WAPZ -AM
12	WMSP -AM	SPRTS	5 / 1.2	2.2	1.1	1.2	0.5	124 / 4.8	6.7	4.8	6 / 153	A	WMSP -AM

12+ FM Share (Metro): 84.48 % (294 of 348) (Spring 95: 87.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZHT-FM >	1 WZHT-FM >>	1 WZHT-FM >	1 WZHT-FM	1 WZHT-FM >	1 WLWI-FM	1 WLWI-FM	1 WZHT-FM >	1 WZHT-FM >	1 WZHT-FM >	1 WZHT-FM >
2 WMXS-FM >	2 WXFX-FM	2 WMXS-FM	2 WMXS-FM	2 WMXS-FM	2 WMXS-FM	2 WZHT-FM	2 WLWI-FM >	2 WMXS-FM <	2 WMXS-FM	WLWI-FM
	3 WLWI-FM >	3 WLWI-FM	3 WLWI-FM	3 WLWI-FM	3 WZHT-FM	3 WMXS-FM >	3 WMXS-FM	3 WLWI-FM >	3 WXVI-AM	3 WMXS-FM
		4 WXFX-FM	4 WXFX-FM	4 WMCZ-FM	4 WXVI-AM	4 WMCZ-FM	4 WXFX-FM	4 WXFX-FM	4 WLWI-FM	
		5 WMCZ-FM >	WMCZ-FM >	5 WXFX-FM >		5 WACV-AM			5 WMCZ-FM >	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZHT-FM >	1 WZHT-FM >	1 WZHT-FM >	1 WZHT-FM	1 WZHT-FM	1 WZHT-FM >	1 WZHT-FM >	1 WZHT-FM	1 WZHT-FM	1 WZHT-FM >
2 WMXS-FM >	2 WMXS-FM	2 WLWI-FM	2 WMXS-FM	2 WMXS-FM	2 WXFX-FM >	2 WXFX-FM >	2 WXFX-FM >	2 WXFX-FM	2 WXFX-FM
	WLWI-FM >	3 WXFX-FM	3 WLWI-FM	3 WLWI-FM	3 WLWI-FM >	3 WLWI-FM >	3 WLWI-FM	3 WLWI-FM <	WMXS-FM <
		WMXS-FM >	4 WMCZ-FM >	4 WMCZ-FM >			4 WMCZ-FM >	4 WMXS-FM >	4 WLWI-FM
									5 WMCZ-FM >

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	45 (1)	45 (1)	12.9 %	8.1 %
AOR/Classic/NR	0 (0)	41 (2)	41 (2)	11.8 %	13.6 %
Black/Urban	22 (1)	113 (2)	135 (3)	38.8 %	33.9 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	95 (3)	95 (3)	27.3 %	30.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	17 (1)	0 (0)	17 (1)	4.9 %	6.0 %
Oldies	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	10 (1)	0 (0)	10 (1)	2.9 %	1.1 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	5 (1)	0 (0)	5 (1)	1.4 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	54 (4)	294 (8)	348 (12)		

MONTGOMERY

Consolidation Report	12+	25-54	Revenue
Colonial WLWI-FM, WMSP-AM, WMXS-FM, WNZZ-AM	39.9 %	26.8 %	40.7 %
Local WHHY-AM, WHHY-FM, WAFX-FM	10.6 %	15.0 %	19.5 %
New South WMCZ-FM, WZHT-FM	27.3 %	27.3 %	21.2 %
	77.8 %	69.1 %	81.4 %

AM Stations

WACV	1170	10 KW/1 KW (DA-2)	Talk	CBS, Talknt	\$<20.00	Banner	
WAPZ	1250	5 KW/80 W	Gospel	AURN	\$<20.00	---	Wetumpka
WMSP	740	50 KW/173 W(DA-2)	Sports	WW1, ABC, 1/1	\$<20.00	Katz	Colonial
WXVI	1600	5 KW/1 KW (DA-2)	Black	ABC, AURN	\$<20.00	Mc-Guild	

FM Stations

WBAM	98.9	9.9 KW @ 1096	Country		\$21.00	Banner	
WHHY	101.9	100 KW @ 1096	Country	ABC	\$32.00	Eastman	
WLWI	92.3	100 KW @ 1096	Country		\$76.00	Katz	Colonial
WMCZ	97.1	3 KW @ 328	Black	SMN	\$20.00	Mc-Guild	New South Millbrook
WMXS	103.3	100 KW @ 1096	AC		\$25.00	Katz	Colonial
WRWO	96.1	900 KW @ 820	Oldies		\$20.00	Banner	
WAFX	95.1	50 KW @ 492	AOR		\$27.00	Torbet	WHHY owner Prattville
WZHT	105.7	100 KW @ 1800	Black	ABC	\$46.00	Mc-Guild	New South Troy

Notes: 4/96 WHHY-F changed from CHR to Country; WHHY (1440) no longer simulcasts WHHY-F and became Oldies . . .

NASHVILLE

Arbitron Rank: 44 Pop (12+): 911,900	Stations: 27 / 27	Last Year's Revenue: \$46,800,000
MSA Rank: 50	Diaries 1529 / 596:1/ 55.0 %	Household Income: \$46,775
MSA Pop: 1,100,000	Sample Target: 1,430	Retail Dollars: \$12.1 Bil
DMA #: 33	% Below Line: 0	#1 Biller: WSIX-F \$11,100,000
Average Person Ratings: 15.4	% Not Listed: 11.6	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 33,774	SFX duop \$13,400,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WSIX -FM	C	231 / 16.4	14.9	15.3	14.9	17.2	15.4	2624 / 28.8	28.3	31.4	305 / 3618	I WSIX -FM
2	WSM -FM	C	138 / 9.8	10.0	9.4	10.0	10.3	9.8	1911 / 21.0	21.9	22.2	211 / 3045	H WSM -FM
3	WRVW -FM	CHR	108 / 7.7	5.4	5.9	7.0	5.9	6.5	1693 / 18.6	20.2	19.1	195 / 2935	D WRVW -FM
4	WQOK -FM	B	95 / 6.8	6.8	7.4	6.0	6.4	6.7	1058 / 11.6	11.9	13.0	101 / 1154	D WQOK -FM
5	WKDF -FM	AOR	88 / 6.3	6.3	5.6	6.0	6.1	6.0	1427 / 15.7	14.4	14.4	182 / 2797	F WKDF -FM
6	WGFX -FM	CL AOR	79 / 5.6	7.0	5.3	7.0	5.2	6.2	1426 / 15.6	16.4	15.6	130 / 2377	E WGFX -FM
7	WJXA -FM	SAC	72 / 5.1	6.6	4.3	5.5	4.5	5.4	1073 / 11.8	12.2	11.7	96 / 1469	E WJXA -FM
8	WRMX -FM	O	55 / 3.9	3.8	3.4	3.5	4.8	3.6	1049 / 11.5	12.1	14.3	94 / 1609	D WRMX -FM
9	WLAC -FM	AC	54 / 3.8	3.9	5.2	4.1	4.2	4.3	1009 / 11.1	14.5	13.3	88 / 1798	D WLAC -FM
10	WSM -AM	C/F/S	52 / 3.7	3.8	4.2	2.6	2.3	3.6	721 / 7.9	9.0	7.6	71 / 1090	D WSM -AM
11	WLAC -AM	T/N	50 / 3.6	4.0	3.4	3.2	3.7	3.5	816 / 8.9	9.9	8.7	61 / 947	D WLAC -AM
12	WWTN -FM	T	47 / 3.3	3.4	2.9	2.4	2.1	3.0	801 / 8.8	9.2	7.4	58 / 1045	B WWTN -FM
13	WJCE -FM	B	40 / 2.8	2.7	3.2	3.3	3.4	3.0	592 / 6.5	7.4	7.0	63 / 871	B WJCE -FM
14	WRLT -FM	AOR-P	20 / 1.4	1.4	0.0	0.0	0.0	0.7	410 / 4.5	6.0	5.8	20 / 421	WRLT -FM
	WAMB -AF	ST	20 / 1.4	1.4	0.0	0.0	0.0	0.7	289 / 3.2	3.5	3.6	20 / 304	WAMB -AF
17	WMDB -AM	B	17 / 1.2	1.5	1.4	1.3	1.2	1.4	211 / 2.3	2.2	2.2	19 / 255	WMDB -AM
18	WRLG -FF	AOR-NR	16 / 1.1	1.8	1.3	1.1	0.8	1.3	504 / 5.5	2.9	3.5	17 / 553	WRLG -FF
	WVWL -AM	B/O	15 / 1.1	1.4	0.0	0.0	0.0	0.6	227 / 2.5	3.5	4.4	15 / 237	WVWL -AM

12+ FM Share (Metro): 85.67 % (1064 of 1242) (Spring 95: 86.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQOK-FM >	1 WSIX-FM	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WSIX-FM >	1 WQOK-FM	1 WSIX-FM <
2 WKDF-FM >	2 WRVW-F	2 WRVW-F <	2 WSM-FM	2 WSM-FM >	2 WSM-FM >	2 WSM-FM >	2 WSM-FM	2 WSM-FM	2 WSM-FM <	2 WSM-FM
3 WSIX-FM	3 WKDF-FM	3 WSM-FM	3 WRVW-F <	3 WGFX-FM <	3 WJXA-FM <	3 WRVW-F <	3 WRVW-F	3 WRVW-F	3 WSIX-FM	3 WGFX-FM
WRVW-F <	4 WSM-FM <	4 WGFX-FM <	4 WGFX-FM >	4 WRVW-F	4 WSM-AM	4 WQOK-FM <	4 WJXA-FM <	4 WQOK-FM <	4 WKDF-FM <	4 WRMX-FM <
5 WSM-FM >	5 WGFX-FM <	5 WKDF-FM	5 WRMX-FM <	5 WRMX-FM <		5 WKDF-FM	5 WLAC-AM <	5 WKDF-FM <	5 WRVW-F >	5 WQOK-FM
	6 WQOK-FM >	6 WQOK-FM	6 WKDF-FM	6 WJXA-FM		WGFX-FM	6 WGFX-FM	6 WGFX-FM	6 WGFX-FM	WRVW-F
		7 WLAC-FM	WJXA-FM <	7 WLAC-FM			7 WKDF-FM	7 WJXA-FM <		7 WWTN-FM
			8 WLAC-FM	WKDF-FM <						WKDF-FM
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WSIX-FM	1 WSIX-FM	1 WSIX-FM	1 WSIX-FM >	1 WSIX-FM >		1 WKDF-FM	1 WKDF-FM	1 WKDF-FM	1 WSIX-FM	1 WSIX-FM
2 WRVW-F >	2 WRVW-F >	2 WRVW-F	2 WRVW-F	2 WSM-FM		2 WSIX-FM	2 WSIX-FM	2 WSIX-FM	2 WKDF-FM	2 WGFX-FM
3 WQOK-FM	3 WSM-FM <	3 WSM-FM	3 WSM-FM >	3 WRVW-F		WRVW-F >	3 WGFX-FM <	WGFX-FM >	3 WGFX-FM	3 WSM-FM
4 WKDF-FM	4 WQOK-FM <	4 WLAC-FM	4 WLAC-FM <	4 WJXA-FM		4 WSM-FM	4 WRVW-F >	4 WWTN-FM <	4 WSM-FM <	4 WKDF-FM
5 WSM-FM	5 WLAC-FM	5 WGFX-FM	5 WQOK-FM <	5 WLAC-FM		WQOK-FM	5 WSM-FM <	5 WRVW-F >	5 WRVW-F	5 WWTN-FM <
6 WLAC-FM >	6 WKDF-FM	6 WQOK-FM	6 WJXA-FM	6 WRMX-FM <		6 WGFX-FM	6 WWTN-FM		6 WWTN-FM	6 WRMX-FM <
	7 WGFX-FM			7 WGFX-FM		7 WMDB-AM >	WQOK-FM >		WQOK-FM	7 WRVW-F
										8 WQOK-FM

NASHVILLE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	0 (0)	54 (1)	54 (1)	4.3 %	4.9 %	WAKM	-AM	C	950	Franklin	0.5	/ 0.9
AOR/Classic/NR	0 (0)	208 (6)	208 (6)	16.7 %	10.4 %	WANT	-FM	C	98.9	Lebanon	0.6	/ 2.1
Black/Urban	32 (2)	135 (2)	167 (4)	13.4 %	10.5 %	WENO	-AM	T	760	Nashville	0.4	/ 0.6
CHR	0 (0)	108 (1)	108 (1)	8.7 %	6.8 %	WKDA	-AM	T	1240	Nashville	0.4	/ 3.1
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WMMU	-FM	C	102.9	Shelbyville	0.5	/ 2.8
Country	7 (2)	384 (4)	391 (6)	31.5 %	40.7 %	WQZQ	-FM	CL AOR	102.5	Dickson	0.4	/ 2.3
Full Service	52 (1)	0 (0)	52 (1)	4.2 %	0.0 %	WZRS	-AM	G	710	Smyrna	0.5	/ 0.8
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
News/Talk	61 (3)	47 (1)	108 (4)	8.7 %	7.2 %							
Oldies	0 (0)	55 (1)	55 (1)	4.4 %	11.6 %							
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Religion/Gospel	7 (1)	0 (0)	7 (1)	0.6 %	1.0 %							
Soft AC/EZ	0 (0)	72 (1)	72 (1)	5.8 %	5.2 %							
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Standards	19 (1)	1 (1)	20 (2)	1.6 %	1.7 %							
Totals	178 10	1064 (18)	1242 (28)									

Consolidation Report	12+	25-54	Revenue
Dick WKDF-FM, WKDA-AM, WGFX-FM	12.3 %	13.0 %	15.6 %
Gaylord WWTN-FM, WSM-FM, WSM-AM	16.9 %	15.3 %	21.8 %
SFX WSIX-FM, WRVW-FM	24.1 %	24.6 %	28.6 %
Sinclair TV, semi-duop WLAC-FM, WLAC-AM, WJCE-FM	10.2 %	11.0 %	10.7 %
South Central WRMX-FM, WJXA-FM	9.0 %	11.7 %	12.8 %
	72.6 %	75.6 %	89.5 %

AM Stations

WAMB	1160 50 KW/1 KW (DA-N)	Standards	Westwd	\$20.00	Roslin	
*WLAC	1510 50 KW (DA-N)	Talk/News/Relig	CBS	\$49.00	Banner	Sinclair
WMDB	880 2.5 KW (DAYS)	Black		\$19.00	---	
WSM	650 50 KW	Country/FS	Westwd	\$48.00	Christal	Gaylord
WVOL	1470 5 KW/1KW (DA-2)	Black	SMN	\$24.00	MMR	

FM Stations

WGFX	104.5 49 KW @ 1312	Oldies - 70's	Source	\$60.00	Katz	Dick	
WJCE	101.1 47 KW @ 1289	Black AC	ABC	\$47.00	---	Sinclair	Russeville. KY
WJXA	92.9 100 KW @ 1053	Soft AC		\$72.00	Eastman	So. Central	
WKDF	103.3 100 KW @ 1233	AOR	ABC	\$85.00	Katz	Dick	
WLAC	105.9 100 KW @ 1233	AC		\$63.00	Banner	Sinclair	
WMMU	102.9 100 KW @ 810	Country		\$22.00	K&P	Cromwell	Shelbyville
WQZQ	92.1 3 KW @ 463	Black		\$49.00	MMR		Hendersonville
WRLG	94.1 4 KW @ 236	AOR - NR		NA	Roslin	WRLT owner	Smyrna
WRLT	100.1 0.2 KW @ 1181	AOR - Prog		\$34.00	Roslin		Franklin
WRMX	96.3 100 KW @ 826	Oldies		\$52.00	Eastman	So. Central	Murfreesboro
WRVW	107.5 58 KW @ 1235	CHR		\$58.00	Mc-Guild	SFX	Lebanon
WSIX	97.9 100 KW @ 1145	Country	ABC	\$190.00	Mc-Guild	SFX	
WSM	95.5 100 KW @ 1286	Country		\$139.00	Christal	Gaylord	
WWTN	99.7 100 KW @ 1296	Talk	Westwd, CBS	\$27.00	Mc-Guild	Gaylord	Manchester

Notes: 7/96 River City sold the following to Sinclair TV: WLAC-AF and WJCE-F

NASSAU-SUFFOLK (Long Island)

Arbltron Rank: 14 Pop (12+): 2,253,200
 MSA Rank: 14
 MSA Pop: 2,690,000
 DMA # New York (#1)
 Average Person Ratings: 17.6
 Market TSL In Hours: 23.00

Stations: 43 / 16
 Diaries 3294 / 684:1/ 52.5 %
 Sample Target: 3,270
 % Below Line: NA
 % Not Listed: NA
 Pop per Station: 140,825

Last Year's Revenue: \$36,500,000
 Household Income: \$80,109
 Retail Dollars: \$28.2 Bil
 #1 Biller: WALK-AF \$11,400,000
 #1 Billing Portfolio:
 Chancellor duop+ \$24,000,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WKTU -FM	CHR/J	291 / 7.4	4.0	2.7	2.5	3.1	4.1	4445 / 19.7	6.5	7.3	/	WKTU -FM
2	WALK -FM	AC	267 / 6.7	7.3	6.5	6.3	5.7	6.7	3413 / 15.1	14.5	14.1	/	I WALK -FM
3	WBLI -FM	AC/CHR	131 / 3.3	3.4	3.7	4.1	4.5	3.6	2265 / 10.1	10.9	12.3	/	G WBLI -FM
4	WBAB -FF	AOR	129 / 3.3	3.1	2.7	3.7	3.2	3.2	2510 / 11.1	10.5	11.0	/	G WBAB -FF
5	WBZO -FM	O	120 / 3.0	2.3	2.9	2.8	2.8	2.8	1919 / 8.5	8.3	8.6	/	D WBZO -FM
6	WHLI -AM	ST	105 / 2.7	3.6	3.1	3.5	3.2	3.2	747 / 3.3	3.2	4.3	/	C WHLI -AM
7	WKJY -FM	AC	93 / 2.4	3.2	2.9	3.4	3.1	3.0	1563 / 6.9	7.5	7.7	/	F WKJY -FM
8	WMJC -FM	C	51 / 1.3	0.4	0.2	0.4	0.5	0.6	687 / 3.1	1.7	2.0	/	WMJC -FM
9	WRCN -FM	AOR	43 / 1.1	1.6	1.4	2.1	1.6	1.5	830 / 3.7	4.2	4.4	/	D WRCN -FM
10	WDRE -FM	AOR-NR	42 / 1.1	1.0	0.9	1.0	0.7	1.0	1183 / 5.2	5.2	4.0	/	E WDRE -FM
11	WLUX -AM	ST	35 / 0.9	0.1	0.0	0.0	0.0	0.2	518 / 2.3	0.0	0.0	/	WLUX -AM
12	WGSM -AM	C	18 / 0.5	0.6	0.0	0.3	0.3	0.3	272 / 1.2	0.0	1.3	/	WGSM -AM
13	WBAZ -FM	SAC	17 / 0.4	0.6	0.7	0.0	0.0	0.4	315 / 1.4	1.5	0.0	/	WBAZ -FM
14	WLIM -AM	ST	12 / 0.3	0.0	0.0	0.0	0.6	0.1	171 / 0.8	0.0	0.9	/	WLIM -AM
	WEHM -FM	AOR	12 / 0.3	0.0	0.0	0.0	0.0	0.1	112 / 0.5	0.0	0.0	/	WEHM -FM

12+ FM Share (Metro): NA % (of) (Spring 95: %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKTU-FM >	1 WKTU-FM >>	1 WKTU-FM >	1 WKTU-FM <	1 WALK-FM <	1 WALK-FM >	1 WALK-FM >	1 WALK-FM	1 WKTU-FM	1 WKTU-FM >	1 WKTU-FM
2 WALK-FM	2 WBAB-FF <	2 WALK-FM >	2 WALK-FM >	2 WKTU-FM >	2 WHLI-AM <	2 WKTU-FM >	2 WKTU-FM >	2 WALK-FM >	2 WALK-FM >	2 WALK-FM
WBLI-FM	3 WALK-FM	3 WBAB-FF	3 WBAB-FF	3 WBAB-FF	3 WBZO-FM	3 WBLI-FM <	3 WBZO-FM <	3 WBAB-FF <	3 WBLI-FM <	3 WBLI-FM
	4 WBLI-FM	4 WBLI-FM	4 WBZO-FM <	4 WBZO-FM <	4 WKTU-FM <	4 WBAB-FF	4 WBAB-FF	4 WBLI-FM <	4 WBAB-FF	4 WBAB-FF
	5 WRCN-FM <	5 WBZO-FM	5 WBLI-FM	5 WBLI-FM	5 WBLI-FM	5 WBZO-FM	5 WKJY-FM	5 WBZO-FM		
	6 WDRE-FM <	6 WKJY-FM	6 WKJY-FM	6 WKJY-FM		6 WKJY-FM	6 WHLI-AM	6 WKJY-FM		
	7 WKJY-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKTU-FM >	1 WKTU-FM >	1 WKTU-FM >	1 WKTU-FM	1 WALK-FM	1 WKTU-FM >	1 WKTU-FM >	1 WKTU-FM <	1 WKTU-FM	1 WBAB-FF <
2 WBLI-FM <	2 WALK-FM >	2 WALK-FM >	2 WALK-FM >	2 WKTU-FM >	2 WBAB-FF >	2 WBAB-FF >	2 WBAB-FF >	2 WBAB-FF >	2 WKTU-FM
3 WALK-FM >	3 WBLI-FM	3 WBLI-FM	3 WBLI-FM	3 WBLI-FM	3 WBZO-FM	3 WRCN-FM <	3 WRCN-FM	3 WALK-FM	3 WALK-FM
4 WKJY-FM	4 WKJY-FM	4 WKJY-FM <	4 WKJY-FM <	WBZO-FM <	WBLI-FM	4 WALK-FM	4 WALK-FM >	4 WBZO-FM	4 WBZO-FM
5 WBAB-FF	5 WBAB-FF	5 WBAB-FF	5 WBZO-FM	5 WKJY-FM	5 WDRE-FM	5 WBLI-FM	5 WDRE-FM	5 WBLI-FM	5 WBLI-FM
6 WDRE-FM	6 WDRE-FM	6 WDRE-FM	6 WBAB-FF	6 WBAB-FF	6 WALK-FM	6 WDRE-FM			

NASSAU-SUFFOLK (Long Island)

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market				Metro Share	Cume Rating
Barnstable, pend.	7.8 %	7.2 %	22.2 %	WABC -AM	T	770	New York	3.6	/ 9.6
WRCN-FM, WMJC-FM, WKJY-FM, WGSM-AM, WHLI-AM				WAXQ -FM	AOR	104.3	New York	2.2	/ 6.7
Chancellor, pend.	13.3 %	16.1 %	65.4 %	WBLS -FM	B	107.5	New York	1.0	/ 3.8
WHFM-FM, WGBB-AM, WBLI-FM, WBAB-FM, WALK-FM, WALK-AM				WCBS -AM	N	880	New York	4.3	/16.3
				WCBS -FM	O	101.1	New York	4.0	/12.6
				WEZN -FM	SAC	99.9	Bridgeport, CT	0.9	/ 4.8
				WFAN -AM	SPRTS	660	New York	3.6	/11.5
				WFME -FM	REL	94.7	Newark, NJ	0.4	/ 0.5
				WHTZ -FM	CHR	100.3	Newark, NJ	3.4	/16.9
				WINS -AM	N	1010	New York	2.2	/11.5
				WKHL -FM	O	96.7	Stamford, CT	0.4	/ 1.4
				WLIB -AM	B/T	1190	New York	0.4	/ 0.9
				WLTW -FM	SAC	106.7	New York	3.0	/ 8.5
				WMXV -FM	AC	105.1	New York	1.5	/ 6.7
				WNEW -FM	AOR	102.7	New York	1.6	/ 7.1
				WOR -AM	T	710	New York	4.3	/ 9.8
				WPAT -FM	SP	93.1	Paterson, NJ	0.8	/ 2.2
				WPLJ -FM	CHR-NR	95.5	New York	4.1	/13.0
				WQCD -FM	J	101.9	New York	2.6	/ 7.7
				WQEW -AM	ST	1560	New York	1.2	/ 3.5
				WQHT -FM	CHR/U	97.1	New York	3.1	/ 8.8
				WQXR -FM	CL	96.3	New York	1.7	/ 5.4
				WRKS -FM	B/AC	98.7	New York	1.4	/ 4.6
				WSKQ -FM	SP	97.9	New York	0.9	/ 2.5
				WVYZ -FM	C	92.5	Waterbury, CT	0.3	/ 1.0
				WXLX -AM	SP	620	Newark, NJ	0.3	/ 0.6
				WXRK -FM	TIA/R-NR	92.3	New York	3.5	/11.8
	21.2 %	23.3 %	87.6 %						

AM Stations

Station	Power	Frequency	Format	Country	Westwd	Advertiser	Location
WGSM	740	25 KW/43 W (DA-2)	Country			\$41.00 Katz	Barnstable
WHLI	1100	10 KW (DAYS, DA)	Standards			\$38.00 Katz	Barnstable
WLIM	1580	10 KW/500 W (DA-N)	Standards	ABC		NA K&P	
WLUX	540	250 W (DAYS)	Standards	ABC		NA ---	

FM Stations

Station	Power	Frequency	Format	Country	Westwd	Advertiser	Location
WALK	97.5	39 KW @ 554	AC			\$210.00 Katz	Chancellor
WBAB	102.3	3 KW @ 268	AOR		ABC	\$140.00 Mc-Guild	Chancellor
WBAZ	101.7	5.5 KW @ 341	Soft AC		Westwd, CNN	\$50.00 Eastman	
WBLI	106.1	49 KW @ 499	AC/CHR			\$140.00 Mc-Guild	Chancellor
WBZO	103.1	3 KW @ 285	Oldies			\$57.00 ---	
WDRE	92.7	1 KW @ 521	New Rock			\$67.00 Roslin	Jarad
WEHM	96.7	4.3 KW @ 384	AOR		USA	NA ---	
WHFM	95.3	5 KW @ 354	See WBAB-F				Chancellor
WKJY	98.3	3 KW @ 328	AC			\$90.00 Interep	Barnstable
WKTU	103.5	5.4 KW @ 1420	CHR		Westwd	\$210.00 Eastman	Evergreen Lake Success
WMJC	94.3	3 KW @ 300	Country			NA Katz	Barnstable
WRCN	103.9	1.5 KW @ 466	AOR			\$52.00 Mc-Guild	Barnstable

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here. There is no TSA for the market . . . 4/96 WGSM/WRCN/WMJC-F sold by Starr to Barnstable (D+) for \$TK . . . 7/96 WGBB/WBAB-F/WBLI-F/WHFM-F traded by SFX to Chancellor (D+) for WAPE-F, WFYV-F in Jacksonville plus \$11,000,000 (Star) . . . 4/96 WMJC-F dropped simulcast with WRCN-F and is now Country . . . 5/96 WDRE-F returns to WLIR-F calls with "Modern AC" format . . . WLNG (1600) sold to WWRL owner for \$1,600,000

NEW HAVEN

Arbitron Rank: 94 Pop (12+): 389,300
 MSA Rank: 95
 MSA Pop: 524,000 (Approx.)
 DMA #: 25 (w/Hartford)
 Average Person Ratings: 16.3
 Market TSL in Hours: 21.75

Stations: 31 / 8
 Diaries: 1106 / 352:1/46.7 %
 Sample Target: 1,210
 % Below Line: 49.1
 % Not Listed: 15
 Pop per Station: 48,662

Last Year's Revenue: \$14,200,000
 Household Income: \$57,081
 Retail Dollars: \$5.1 Bil
 #1 Biller: WPLR-F \$6,500,000
 #1 Billing Portfolio:
 SFX: WPLR-F \$6,500,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	WPLR -FM	AOR	55 / 8.7	6.7	8.1	8.1	93	687 / 17.7	17.0	18.2	103 / 1453	G	WPLR -FM
2	WKCI -FM	CHR	53 / 8.4	5.8	6.9	5.9	8.4	884 / 22.7	20.2	21.8	101 / 1884	F	WKCI -FM
3	WELI -AM	FS	40 / 6.3	5.4	5.8	6.7	7.0	614 / 15.8	15.7	16.0	45 / 742	C	WELI -AM
4	WEZN -FM	SAC	34 / 5.4	6.1	6.9	8.9	7.0	530 / 13.6	15.4	15.6	123 / 1771		WEZN -FM
5	WDRC -FM	O	30 / 4.7	4.4	5.5	5.6	5.8	487 / 12.5	12.2	11.3	60 / 1081		WDRC -FM
6	WYBC -FM	B/U	29 / 4.6	4.4	5.0	4.0	3.0	359 / 9.2	10.9	10.9	31 / 410	B	WYBC -FM
	WMRQ -FM	AOR-NR	29 / 4.6	3.1	4.1	1.3	1.1	505 / 13.0	11.6	11.6	59 / 1131		WMRQ -FM
8	WWYZ -FM	C	24 / 3.8	7.2	4.1	4.6	6.4	394 / 10.1	12.1	7.9	109 / 1288		WWYZ -FM
9	WNHC -AM	B	23 / 3.6	2.8	2.6	3.0	2.4	261 / 6.7	7.9	6.6	25 / 301	B	WNHC -AM
	WFAN -AM	SPRTS	23 / 3.6	4.6	5.1	4.9	5.5	481 / 12.4	13.7	12.6	60 / 1188		WFAN -AM
11	WAVZ -AM	ST	21 / 3.3	1.5				235 / 6.0	2.5		23 / 294	A	WAVZ -AM
	WKSS -FM	CHR	21 / 3.3	3.1	2.5	3.7	2.7	507 / 13.0	14.3	12.9	69 / 1359		WKSS -FM
	WEBE -FM	AC	21 / 3.3	4.1	3.3	2.5	4.3	386 / 9.9	10.0	9.0	105 / 1400		WEBE -FM
14	WZMX -FM	O-70S	19 / 3.0	3.3	3.8	2.2	2.4	347 / 8.9	11.6	10.8	47 / 863		WZMX -FM
15	WCBS -AM	N	16 / 2.5	3.0	3.5	2.2	2.3	327 / 8.4	10.8	11.0	41 / 937		WCBS -AM

12+ FM Share (Metro): 69.02 % (372 of 539) (Spring 95: 69.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WMRQ-F >	1 WPLR-FM	1 WPLR-FM	1 WPLR-FM	1 WPLR-FM	1 WELI-AM >	1 WPLR-FM <	1 WKCI-FM <	1 WKCI-FM	1 WPLR-FM <	1 WELI-AM
2 WKCI-FM	2 WKCI-FM	2 WKCI-FM >	2 WKCI-FM >	2 WKCI-FM >	2 WDRC-FM	2 WELI-AM <	2 WPLR-FM >	2 WPLR-FM >	2 WMRQ-F	2 WCBS-AM >
WKSS-FM	3 WMRQ-F >	3 WMRQ-F	3 WEZN-FM <	3 WDRC-FM <	3 WEZN-FM <	3 WFAN-AM	3 WELI-AM <	3 WEZN-FM <	3 WKCI-FM	3 WNHC-AM
	4 WYBC-FM	WYBC-FM <	4 WDRC-FM <	4 WEZN-FM	4 WKCI-FM	4 WKCI-FM >	4 WEZN-FM	4 WYBC-FM <	4 WEZN-FM <	WEZN-FM >
	5 WKSS-FM	5 WEZN-FM	5 WYBC-FM	5 WYBC-FM <	WPLR-FM <		5 WDRC-FM	5 WELI-AM	5 WNHC-AM <	
					6 WAVZ-AM					
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKCI-FM >	1 WKCI-FM	1 WPLR-FM	1 WKCI-FM >	1 WKCI-FM		1 WPLR-FM >	1 WPLR-FM >	1 WPLR-FM >	1 WPLR-FM >>	1 WPLR-FM >
2 WMRQ-F	2 WPLR-FM	WKCI-FM >	2 WPLR-FM <	2 WEZN-FM <		2 WKCI-FM	2 WKCI-FM <	2 WMRQ-F	2 WKCI-FM >	2 WKCI-FM <
WYBC-FM	3 WYBC-FM	3 WYBC-FM	3 WEZN-FM	3 WPLR-FM		3 WMRQ-F >	3 WMRQ-F >	WKCI-FM	3 WMRQ-F <	3 WFAN-AM <
4 WQHT-FM	4 WMRQ-F	4 WEZN-FM	WYBC-FM	4 WEBE-FM		4 WHCN-FM	4 WYBC-FM	4 WZMX-FM	4 WFAN-AM	4 WDRC-FM
WKSS-FM >	5 WKSS-FM	WMRQ-F	5 WEBE-FM	WDRC-FM		WKSS-FM	WZMX-FM	5 WYBC-FM	WZMX-FM	5 WZMX-FM
WPLR-FM								WFAN-AM	WEZN-FM >	

NEW HAVEN

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating
AC	0 (0)	27 (2)	27 (2)	5.0 %	4.0 %	WMMW -AM	ST	1470	Meriden	0.5	/ 1.6
AOR/Classic/NR	0 (0)	105 (5)	105 (5)	19.5 %	16.7 %	WXCT -AM	SP	1220	Hamden	0.6	/ 1.2
Black/Urban	23 (1)	39 (2)	62 (3)	11.5 %	11.6 %						
CHR	0 (0)	77 (3)	77 (3)	14.3 %	11.8 %						
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Country	0 (0)	24 (1)	24 (1)	4.5 %	5.0 %						
Full Service	54 (3)	0 (0)	54 (3)	10.0 %	11.2 %						
Hispanic	4 (1)	0 (0)	4 (1)	0.7 %	0.4 %						
Jazz	0 (0)	3 (1)	3 (1)	0.6 %	0.0 %						
News/Talk	31 (3)	0 (0)	31 (3)	5.8 %	7.6 %						
Oldies	0 (0)	49 (2)	49 (2)	9.1 %	11.2 %						
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %						
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.6 %	0.0 %						
Soft AC/EZ	0 (0)	48 (2)	48 (2)	8.9 %	11.2 %						
Sports	23 (1)	0 (0)	23 (1)	4.3 %	6.2 %						
Standards	29 (3)	0 (0)	29 (3)	5.4 %	6.2 %						
Totals	167 13	372 (18)	539 (31)								

Other Rated Stations--Outside Market										Metro Share	Cume Rating
WABC -AM	T	770	New York	1.1	/ 3.2						
WALK -FM	AC	97.5	Patchogue, NY	0.9	/ 3.6						
WCCC -FM	AOR	106.9	Hartford	0.6	/ 3.2						
WFIF -AM	REL	1500	Milford	0.5	/ 1.0						
WHCN -FM	AOR	105.9	Hartford	2.2	/ 6.9						
WICC -AM	FS	600	Bridgeport	0.9	/ 3.7						
WOR -AM	T	710	New York	1.3	/ 3.0						
WQCD -FM	J	101.9	New York	0.5	/ 1.2						
WQEW -AM	ST	1560	New York	0.8	/ 1.8						
WQHT -FM	U/CHR	97.1	New York	1.6	/ 4.5						
WRCH -FM	SAC	100.5	New Britain	2.2	/ 5.9						
WRKI -FM	AOR	95.1	Brookfield	0.5	/ 2.6						
WTIC -FM	CHR	96.5	Hartford	0.5	/ 5.0						
WTIC -AM	FS	1080	Hartford	1.3	/ 3.2						

Consolidation Report	12+	25-54	Revenue
Clear Channel	18.0 %	13.1 %	43.3 %
WAVZ-AM, WELI-AM, WKCI-FM			
	18.0 %	13.1 %	43.3 %

AM Stations

WAVZ	1300	1 KW (DA-N)	Standards	Westwd	NA	Mc-Guild	Clear Channel
WELI	960	5 KW (DA-N)	Full Service	ABC, CBS, Westwd	\$44.00	Mc-Guild	Clear Channel
WNHC	1340	1 KW	Black	ABC	\$21.00	D&R	

FM Stations

WKCI	101.3	10 KW @ 1069	CHR		\$94.00	Mc-Guild	Clear Channel
WPLR	99.1	14 KW @ 951	AOR		\$125.00	D&R	SFX
WYBC	94.3	1.7 KW @ 325	Black	ABC	\$25.00	D&R	

Notes: Other ranked stations – See Hartford, Bridgeport or New York

NEW ORLEANS

Arbitron Rank: 38 Pop (12+): 1,025,100
MSA Rank: 41
MSA Pop: 1,310,000
DMA # 41
Average Person Ratings: 17.2
Market TSL In Hours: 22.75

Stations: 29 / 27
Diaries 2885 / 355:1/50.4 %
Sample Target: 2,810
% Below Line: 0.7
% Not Listed: 9.6
Pop per Station: 37,967

Last Year's Revenue: \$40,600,000
Household Income: \$40,636
Retail Dollars: \$12. Bil
#1 Biller: WWL/WSMB \$8,600,000
#1 Billing Portfolio: Sinclair TV duop \$11,700,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	WQUE -FM	B	232 / 13.2	12.4	13.8	14.2	14.3	13.4	2481 / 24.2	25.0	24.9	297 / 3327	G	WQUE -FM
2	WYLD -FM	B/A/C	132 / 7.5	7.3	7.2	8.7	6.7	7.7	1887 / 18.4	18.3	18.1	155 / 2280	E	WYLD -FM
3	WNOE -FM	C	131 / 7.4	8.5	7.8	7.9	9.1	7.9	1771 / 17.3	18.8	18.4	177 / 2478	F	WNOE -FM
4	WWL -AM	N/T	113 / 6.4	8.3	8.8	6.3	6.6	7.4	1646 / 16.1	23.2	17.4	161 / 2308	H	WWL -AM
5	WRNO -FM	O-70s	93 / 5.3	4.8	4.8	4.9	6.3	4.9	1544 / 15.1	13.3	18.2	121 / 1996	E	WRNO -FM
6	WTKL -FM	O	89 / 5.0	5.5	4.7	5.6	5.0	5.2	1224 / 11.9	11.0	11.2	124 / 1699	D	WTKL -FM
7	KHOM -FM	CHR	88 / 5.0	4.1	2.4	2.1	1.3	3.4	1486 / 14.5	9.0	4.8	146 / 2462	C	KHOM -FM
8	KMEZ -FM	B/A/C	85 / 4.8	3.9	4.8	5.2	3.7	4.7	1165 / 11.4	10.0	10.4	86 / 1173	C	KMEZ -FM
	WLMG -FM	SAC	85 / 4.8	5.3	4.9	4.3	4.6	4.8	1430 / 14.0	12.7	12.6	103 / 1797	D	WLMG -FM
10	WLTS -FM	AC	76 / 4.3	4.0	3.6	4.7	4.6	4.1	1272 / 12.4	10.5	11.2	90 / 1579	D	WLTS -FM
11	WEZB -FM	T	63 / 3.6	4.5	4.7	4.4	4.7	4.3	1483 / 14.5	17.2	17.9	86 / 1886	D	WEZB -FM
	WYLD -AM	B	63 / 3.6	2.5	3.2	2.9	2.8	3.0	764 / 7.5	7.6	6.8	72 / 889	D	WYLD -AM
13	WCKW -FM	CL AOR	60 / 3.4	4.5	2.4	3.0	2.7	3.3	1125 / 11.0	8.9	10.3	132 / 2052	C	WCKW -FM
14	KLJZ -FM	J	53 / 3.0	3.2	3.3	4.4	4.4	3.5	850 / 8.3	8.3	9.4	56 / 911	B	KLJZ -FM
15	WBYU -AM	ST	51 / 2.9	2.7	2.3	3.4	2.6	2.8	579 / 5.6	4.4	6.7	52 / 606	B	WBYU -AM
16	WBOK -AM	G	47 / 2.7	1.6	2.9	1.8	2.6	2.2	465 / 4.5	4.8	5.3	48 / 476	A	WBOK -AM
17	WZRH -FM	AOR-NR	36 / 2.0	2.1	2.1	2.0	2.4	2.1	725 / 7.1	6.5	7.5	41 / 821	B	WZRH -FM

12+ FM Share (Metro): 79.09 % (1260 of 1593) (Spring 95: 79.13 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQUE-FM >	1 WQUE-FM >>	1 WQUE-FM	1 WYLD-FM	1 WYLD-FM	1 WWL-AM	1 WQUE-FM	1 WQUE-FM	1 WQUE-FM >	1 WQUE-FM >	1 WQUE-FM <
2 KHOM-FM >	2 WYLD-FM	2 WYLD-FM	2 WQUE-FM <	2 WQUE-FM <	2 WNOE-FM <	2 WWL-AM	2 WWL-AM	2 WNOE-FM	2 WYLD-FM >	2 WYLD-FM >
3 WRNO-FM <	3 WRNO-FM <	3 WRNO-FM <	3 WRNO-FM	3 WRNO-FM <	3 WTKL-FM	3 WNOE-FM <	3 WNOE-FM	3 WYLD-FM <	3 KMEZ-FM <	3 WNOE-FM
4 WNOE-FM <	4 WNOE-FM	4 WNOE-FM	4 WNOE-FM <	4 WNOE-FM	4 WYLD-FM <	4 WYLD-FM	4 WLMG-FM <	4 KHOM-FM <	4 KHOM-FM	WWL-AM
5 KHOM-FM	5 KMEZ-FM <	5 KMEZ-FM	WTKL-FM <	5 WLMG-FM	5 WEZB-FM <	5 WRNO-FM	5 WRNO-FM <	5 WRNO-FM <	5 WNOE-FM	5 KMEZ-FM <
6 WLTS-FM <	6 WLTS-FM <	6 WTKL-FM <	6 KMEZ-FM	6 KMEZ-FM	6 WRNO-FM <	WYLD-FM <	6 WWL-AM <	6 WWL-AM <	6 WTKL-FM <	6 WTKL-FM <
7 WCKW-F	7 KHOM-FM	7 WLTS-FM <	7 WLTS-FM <	7 WBYU-AM <	7 WLMG-FM	7 WLTS-FM	7 WLTS-FM <	7 WLTS-FM <	7 WLTS-FM <	7 KHOM-FM
8 WEZB-FM		8 WLMG-FM	8 WLMG-FM <	9 WWL-AM		8 WTKL-FM	8 WTKL-FM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WQUE-FM >	1 WQUE-FM >	1 WQUE-FM	1 WQUE-FM >	1 WQUE-FM <	1 WQUE-FM >	1 WQUE-FM >	1 WCKW-F <	1 WQUE-FM	1 WRNO-FM
2 KHOM-FM	2 WYLD-FM	2 WYLD-FM	2 WYLD-FM	2 WYLD-FM	2 WNOE-FM	2 WCKW-F	2 WQUE-FM <	2 WRNO-FM	2 WYLD-FM <
WYLD-FM	3 KHOM-FM <	3 KHOM-FM <	3 WNOE-FM <	3 WNOE-FM <	3 KHOM-FM	3 WRNO-FM	3 WRNO-FM >	3 WYLD-FM <	3 WCKW-F <
4 WLTS-FM	4 WLTS-FM <	4 WLTS-FM <	4 WLTS-FM	4 KMEZ-FM	4 WEZB-FM	4 WYLD-FM	4 WYLD-FM	4 WCKW-F	4 WWL-AM <
WNOE-FM >	5 WNOE-FM	5 WNOE-FM <	5 KHOM-FM <	WTKL-FM	5 WYLD-FM	5 WEZB-FM <	5 WEZB-FM <	5 WNOE-FM	5 WTKL-FM <
6 WRNO-FM	6 WRNO-FM	6 WRNO-FM	6 KMEZ-FM	WLTS-FM	WZRH-FM	6 WNOE-FM <	6 WZRH-FM	6 KMEZ-FM <	6 WNOE-FM <
	7 KMEZ-FM	7 WLMG-FM <	7 WLMG-FM		WCKW-F	7 WZRH-FM	WLTS-FM	7 WEZB-FM	7 KMEZ-FM <
	8 WEZB-FM	8 WTKL-FM <							8 WQUE-FM
		9 WRNO-FM							

NEW ORLEANS

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating
AC	0 (0)	76 (1)	76 (1)	4.8 %	5.1 %	KGLA -AM	SP	1540	Gretna	0.5	/ 1.2
AOR/Classic/NR	0 (0)	96 (2)	96 (2)	6.0 %	6.6 %	WADU -FM	EZ	94.9	Reserve	0.3	/ 1.0
Black/Urban	63 (1)	449 (3)	512 (4)	32.1 %	27.6 %	WFNO -AM	SP	830	Norco	0.6	/ 1.2
CHR	0 (0)	88 (1)	88 (1)	5.5 %	8.0 %	WLNO -AM	REL	1060	New Orleans	0.4	/ 1.0
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WODT -AM	SPRTS	1280	New Orleans	0.3	/ 1.8
Country	0 (0)	153 (5)	153 (5)	9.6 %	10.1 %	WSMB -AM	T	1350	New Orleans	0.9	/ 3.2
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WTIX -FM	O	94.3	Galiano	0.5	/ 2.3
Hispanic	18 (2)	0 (0)	18 (2)	1.1 %	0.0 %	WTIX -AM	T	690	New Orleans	0.7	/ 2.1
Jazz	0 (0)	53 (1)	53 (1)	3.3 %	5.0 %	WYLA -FF	C	94.7	Lacombe	0.5	/ 1.0
News/Talk	141 (3)	63 (1)	204 (4)	12.8 %	10.3 %					Metro Share	Cume Rating
Oldies	0 (0)	191 (3)	191 (3)	12.0 %	0.0 %	Other Rated Stations--Outside Market					
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WKJN -FM	C	103.3	Hammond	0.3	/ 0.9
Religion/Gospel	54 (2)	0 (0)	54 (2)	3.4 %	7.7 %	WYNK -FM	C	101.5	Baton Rouge	0.4	/ 1.3
Soft AC/EZ	0 (0)	91 (2)	91 (2)	5.7 %	5.2 %						
Sports	6 (1)	0 (0)	6 (1)	0.4 %	0.0 %						
Standards	51 (1)	0 (0)	51 (1)	3.2 %	2.9 %						
Totals	333 10	1260 (19)	1593 (29)								

Consolidation Report	12+	25-54	Revenue
Heritage WRNO-FM, WEZB-FM, WBYU-AM	11.7 %	12.0 %	16.7 %
Muniz WTKL-FM, WLTS-FM	9.4 %	12.5 %	12.6 %
REP-Clear Channel WYLD-FM, WYLD-AM, WQUE-FM, WODT-AM, WNOE-FM, KLJZ-FM	35.0 %	31.2 %	35.2 %
Sinclair TV WWL-AM, WSMB-AM, KMEZ-FM	16.9 %	18.0 %	28.8 %
	73.0 %	73.7 %	93.3 %

AM Stations

WBOK	1230 1 KW	Gospel	Westwd, AURN	\$23.00	---	Willis
WBYU	1450 1 KW	Standards	SMN	\$30.00	Roslin	Heritage
WSMB	1350 5 KW (DA-N)	Talk	CBS	\$21.00	Katz	Sinclair
WTIX	690 10 KW/5 KW (DA-2)	Talk	ABC	\$22.00	---	GHB Galiano
WWL	870 50 KW (DA-1)	News/Talk	CBS	\$140.00	Katz	Sinclair
WYLD	940 10 KW/500 W (DA-2)	Gospel	ABC, AURN	\$19.00	D&R	Clear Channel

FM Stations

KHOM	104.1 100 KW @ 1946	CHR	Westwd	\$26.00	Torbet	Houma
KLJZ	106.7 100 KW @ 983	Jazz		\$38.00	Mc-Guild	Clear Channel Port Sulphur
KMEZ	102.9 5 KW @ 604	Black AC	SMN	\$40.00	Katz	Sinclair Belle Chasse
WCKW	92.3 100 KW @ 1946	Classic AOR		\$42.00	Christal	Laplace
WEZB	97.1 100 KW @ 984	Talk		\$70.00	MMR	Heritage
WLMG	101.9 100 KW @ 984	Soft AC		\$70.00	Katz	Sinclair
WLTS	105.3 100 KW @ 902	AC	ABC	\$64.00	Mc-Guild	Muniz Slidell
WNOE	101.1 100 KW @ 1004	Country	Westwd	\$102.00	Mc-Guild	Clear Channel
WQUE	93.3 100 KW @ 984	Black		\$98.00	D&R	Clear Channel
WRNO	99.5 100 KW @ 1004	Oldies-70's	Source	\$72.00	MMR	Heritage
WTKL	95.7 100 KW @ 984	Oldies		\$55.00	Mc-Guild	Muniz
WYLD	98.5 100 KW @ 902	Black	ABC, USA	\$66.00	D&R	Clear Channel
WZRH	106.1 50 KW @ 492	New Rock		\$27.00	---	Picayune

Notes: 2/96 WGSO (990) sold by Ed Muniz for \$575,000 (Chapin) . . . 3/96 EZ traded WBYU/WEZB-F/WRNO-F to Heritage for KRPM/KCIN-F Seattle . . . 4/96 WYLA-F (94.7, Lacombe) and WYLK-F (104.7, Folsom) come on the air, simulcasting Country . . . 5/96 River City sold the following to Sinclair TV: WWL, WSMB, WLMG-F, and KMEZ-F . . . 5/96 Radio Equity sold the following to Clear Channel: WNOE-F for \$25,000,000 and KLJZ-F for \$7,000,000 . . . 6/96 WEZB-F changed from Talk to AC/CHR just before end of survey

NEW YORK

Arbitron Rank: 1 Pop (12+): 14,114,700	Stations: 43 / 42	Last Year's Revenue: \$428,000,000
MSA Rank: 1	Diaries 1858 / 19 :1/ 50.3 %	Household Income: \$59,412
MSA Pop: 15,700,000	Sample Target: 8,450	Retail Dollars: \$119.3 Bil
DMA #: 1	% Below Line: 0.7	#1 Biller: WFAN \$35,100,000
Average Person Ratings: 18.5	% Not Listed: 12.5	#1 Billing Portfolio: Wes/CBS/Infinity \$161,200,000
Market TSL in Hours: 24.50	Pop per Station: 336,064	

12+ Metro	Format	1/4 Share	Wln 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WKTU -FM	CHR/JO	1751 / 6.7	3.4	1.9	2.4	2.2	3.6	25477 / 18.1	5.5	5.9	1816 / 26544	WKTU -FM
2 WQHT -FM	U/CHR	1526 / 5.8	5.4	6.1	6.6	6.1	6.0	18280 / 13.0	13.5	13.9	1604 / 19539	K WQHT -FM
3 WLTW -FM	SAC	1340 / 5.1	5.4	4.6	4.7	4.1	4.9	19084 / 13.5	12.4	12.6	1362 / 19747	K WLTW -FM
4 WCBS -FM	O	1315 / 5.0	4.9	4.9	4.8	4.6	4.9	18528 / 13.1	13.0	12.6	1355 / 19343	K WCBS -FM
5 WRKS -FM	B/AC	1234 / 4.7	5.1	4.9	6.1	6.7	5.2	16268 / 11.5	12.5	13.9	1263 / 16813	K WRKS -FM
6 WOR -AM	T	995 / 3.8	2.8	2.8	2.8	2.9	3.0	12342 / 8.7	8.1	7.2	1088 / 13873	J WOR -AM
7 WINS -AM	N	929 / 3.6	3.8	3.5	3.5	3.7	3.6	22171 / 15.7	15.1	16.2	936 / 22495	K WINS -AM
8 WSKQ -FM	SP	929 / 3.6	4.4	5.5	4.7	5.0	4.5	10460 / 7.4	8.1	7.8	949 / 10694	I WSKQ -FM
9 WABC -AM	T	881 / 3.4	3.6	4.5	3.6	4.0	3.7	12214 / 8.7	9.5	9.0	1006 / 14114	K WABC -AM
10 WPLJ -FM	CHR-NR	880 / 3.4	3.4	4.1	3.7	3.6	3.6	16712 / 11.8	12.7	13.3	970 / 18506	K WPLJ -FM
11 WCBS -AM	N	809 / 3.1	3.7	3.7	3.3	3.2	3.4	18102 / 12.8	13.6	13.3	943 / 20965	K WCBS -AM
12 WXRK -FM	T/AOR-NR	774 / 3.0	2.9	3.6	3.1	3.3	3.1	14203 / 10.1	10.9	10.3	851 / 15623	K WXRK -FM
13 WQCD -FM	J	755 / 2.9	3.5	3.1	3.5	3.0	3.2	12569 / 8.9	9.1	9.1	800 / 13259	J WQCD -FM
14 WBLB -FM	B	755 / 2.9	2.8	2.9	3.2	2.9	2.9	11769 / 8.3	8.8	9.5	762 / 11985	I WBLB -FM
15 WHTZ -FM	CHR	734 / 2.8	3.1	3.8	4.2	4.6	3.5	18156 / 12.9	15.0	16.7	761 / 18993	J WHTZ -FM
16 WPAT -FM	SP	722 / 2.8	3.3	2.3	2.3	2.4	2.7	8137 / 5.8	7.3	7.4	727 / 8315	WPAT -FM
17 WQXR -FM	CL	721 / 2.8	2.8	2.6	2.6	2.3	2.8	9739 / 6.9	6.4	6.0	758 / 10335	H WQXR -FM
18 WMXV -FM	AC	617 / 2.4	3.1	3.0	2.9	2.6	2.9	13372 / 9.5	10.1	9.9	630 / 13729	J WMXV -FM
19 WFAN -AM	SPRST	611 / 2.3	2.6	2.9	2.3	2.5	2.5	11990 / 8.5	9.1	8.9	765 / 15009	K WFAN -AM
20 WQEW -AM	ST	499 / 1.9	2.2	2.0	2.0	2.2	2.0	5976 / 4.2	4.2	4.3	533 / 6403	E WQEW -AM
21 WNEW -FM	AOR	497 / 1.9	1.7	1.7	1.9	2.3	1.8	10089 / 7.1	7.0	8.3	528 / 10724	J WNEW -FM
22 WADO -AM	SP	487 / 1.9	2.0	2.3	1.3	1.6	1.9	5015 / 3.6	3.9	2.5	488 / 5029	H WADO -AM
23 WAXQ -FM	AOR	452 / 1.7	1.8	1.9	2.0	2.0	1.9	8324 / 5.9	6.0	6.1	518 / 9372	H WAXQ -FM
24 WALK -FM	AC	279 / 1.1	1.1	1.1	1.0	0.9	1.1	3926 / 2.8	2.7	2.6	289 / 4259	H WALK -FM
25 WLIB -AM	B/T	251 / 1.0	1.2	1.2	1.0	0.9	1.1	2783 / 2.0	2.2	1.9	252 / 2817	E WLIB -AM

12+ FM Share (Metro): 72.83 % (16651 of 22863) (Spring 95: 71.58 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQHT-FM >	1 WKTU-FM	1 WKTU-FM >	1 WKTU-FM	1 WKTU-FM <	1 WCBS-FM	1 WXRK-FM	1 WLTW-FM	1 WKTU-FM	1 WQHT-FM	1 WRKS-FM <
2 WKTU-FM <	2 WQHT-FM >	2 WQHT-FM <	2 WRKS-FM <	2 WCBS-FM <	2 WOR-AM	2 WINS-AM	WKTU-FM	2 WQHT-FM	2 WKTU-FM	2 WCBS-AM
3 WHTZ-FM >	3 WPLJ-FM <	3 WRKS-FM	3 WCBS-FM <	3 WRKS-FM <	WLTW-FM	3 WCBS-AM <	3 WCBS-FM	3 WOR-AM <	3 WRKS-FM	3 WOR-AM <
	4 WRKS-FM	4 WLTW-FM <	4 WLTW-FM <	4 WLTW-FM	4 WINS-AM <	4 WQHT-FM <	4 WABC-AM <	4 WLTW-FM <	4 WHTZ-FM <	4 WABC-AM <
	WXRK-FM	5 WPLJ-FM	5 WPLJ-FM	5 WPLJ-FM	5 WABC-AM <	5 WCBS-FM <	5 WRKS-FM	5 WCBS-FM <	5 WLTW-FM <	5 WINS-AM
6 WHTZ-FM <	WCBS-FM	6 WSKQ-FM <	6 WSKQ-FM <	6 WSKQ-FM	6 WCBS-AM <	6 WKTU-FM	6 WQHT-FM	6 WRKS-FM <	6 WBLB-FM <	WLTW-FM
7 WLTW-FM <	7 WSKQ-FM <	7 WXRK-FM	7 WQCD-FM	7 WRKS-FM <	WOR-AM	7 WPLJ-FM <	7 WPLJ-FM	7 WOR-AM <	7 WOR-AM <	
8 WSKQ-FM	8 WXRK-FM	8 WQCD-FM	WXRK-FM	8 WQXR-FM	8 WLTW-FM <	8 WQCD-FM	8 WPAT-FM <	8 WPAT-FM <	8 WPAT-FM <	
		WBLB-FM <	WBLB-FM		9 WRKS-FM <	WSKQ-FM <		9 WCBS-FM <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WKTU-FM <	1 WKTU-FM >	1 WKTU-FM >	1 WKTU-FM >	1 WKTU-FM <	1 WQHT-FM	1 WQHT-FM <	1 WKTU-FM	1 WKTU-FM	1 WCBS-FM
2 WQHT-FM >	2 WQHT-FM >	2 WLTW-FM <	2 WRKS-FM <	2 WLTW-FM <	2 WKTU-FM >	2 WKTU-FM	2 WXRK-FM	2 WXRK-FM <	2 WKTU-FM
3 WHTZ-FM	3 WLTW-FM <	3 WRKS-FM <	3 WLTW-FM	3 WRKS-FM	3 WXRK-FM <	3 WXRK-FM >	3 WQHT-FM	3 WQHT-FM	3 WXRK-FM
4 WSKQ-FM	4 WRKS-FM <	4 WPLJ-FM	4 WQHT-FM	4 WCBS-FM	4 WHTZ-FM	4 WAXQ-FM <	4 WPLJ-FM	4 WCBS-FM <	4 WPLJ-FM <
5 WLTW-FM	5 WPLJ-FM <	5 WQHT-FM	5 WPLJ-FM <	5 WPLJ-FM <	5 WAXQ-FM >	5 WPLJ-FM <	5 WRKS-FM <	5 WPLJ-FM	5 WRKS-FM <
6 WRKS-FM	6 WSKQ-FM	6 WSKQ-FM <	6 WSKQ-FM <	6 WSKQ-FM <	6 WHTZ-FM	6 WAXQ-FM	6 WRKS-FM	6 WRKS-FM <	6 WFAN-AM <
7 WPLJ-FM <	7 WHTZ-FM	7 WBLB-FM	7 WCBS-FM <	7 WBLB-FM <	7 WRKS-FM	7 WFAN-AM	7 WFAN-AM	7 WFAN-AM <	7 WLTW-FM <
8 WMXV-FM <	8 WMXV-FM	8 WMXV-FM	8 WMXV-FM	8 WMXV-FM		WPAT-FM <	8 WNEW-F	8 WNEW-F <	8 WQCD-FM
9 WPAT-FM			9 WBLB-FM <						WNEW-F <

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	0 (0)	1376 (6)	1376 (6)	6.3 %	4.6 %	WBAB	-FF	AOR	102.3	Babylon	0.5	/ 1.9
AOR/Classic/NR	0 (0)	1255 (6)	1255 (6)	5.7 %	9.9 %	WBBR	-AM	BIZ N	1130	New York	0.3	/ 2.0
Black/Urban	251 (1)	3515 (3)	3766 (4)	17.1 %	18.7 %	WBLI	-FM	AC/CHR	106.1	Patchogue	0.5	/ 1.9
CHR	0 (0)	2485 (2)	2485 (2)	11.3 %	10.1 %	WBZO	-FM	O	103.1	Bay Shore	0.5	/ 1.6
Classical	0 (0)	721 (1)	721 (1)	3.3 %	2.6 %	WDHA	-FM	AOR	105.5	Dover, NJ	0.3	/ 1.4
Country	0 (0)	0 (0)	0 (0)	0.0 %	2.5 %	WDRE	-FM	AOR-P	92.1	Garden City	0.3	/ 1.6
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WEVD	-AM	T/E	1050	New York	0.3	/ 1.5
Hispanic	642 (2)	1651 (2)	2293 (4)	10.4 %	8.4 %	WFME	-FM	REL	94.7	Newark, NJ	0.6	/ 1.4
Jazz	0 (0)	755 (1)	755 (1)	3.4 %	3.4 %	WHLI	-AM	ST	1100	Hempstead	0.5	/ 0.7
News/Talk	3702 (5)	959 (2)	4661 (7)	21.2 %	16.6 %	WHUD	-FM	AC	100.7	Peekskill	0.5	/ 1.4
Oldies	0 (0)	1448 (2)	1448 (2)	6.6 %	5.7 %	WKJY	-FM	AC	98.3	Hempstead	0.4	/ 1.3
Others/Unknown	0 (0)	107 (1)	107 (1)	0.5 %	0.8 %	WMCA	-AM	REL	570	New York	0.3	/ 0.9
Religion/Gospel	214 (2)	159 (1)	373 (3)	1.7 %	1.7 %	WMGQ	-FM	AC	98.3	New Brunswick, NJ	0.3	/ 0.8
Soft AC/EZ	0 (0)	1340 (1)	1340 (1)	6.1 %	8.5 %	WMTR	-AM	ST	1250	Morristown, NJ	0.3	/ 0.7
Sports	611 (1)	0 (0)	611 (1)	2.8 %	2.9 %	WNWK	-FM	E	105.9	Newark, NJ	0.4	/ 1.7
Standards	792 (4)	0 (0)	792 (4)	3.6 %	3.1 %	WWRL	-AM	B/G	1600	New York	0.5	/ 1.5
Totals	6212	15 15771 (28)	21983 (43)			WXLX	-AM	SP	620	Newark, NJ	0.6	/ 1.3

Other Rated Stations--Outside Market

				Metro Share	Cume Rating
WXKW	-FM	O	101.5	Trenton, NJ	0.7 / 3.0

Consolidation Report

	12+	25-54	Revenue
Emmls WRKS-FM, WQHT-FM	10.5 %	9.4 %	9.7 %
Heftel (pend.) WPAT-AM, WADO-AM	1.9 %	1.5 %	2.3 %
Infinity/CBS/West. WZRC-AM, WXRK--FM, WNEW--FM, WINS-AM, WFAN-AM, WCBS-FM, WCBS-AM	14.0 %	20.8 %	37.7 %
SBS (pend.) WXLX-AM, WSKQ-FM, WPAT-FM	7.0 %	8.0 %	5.6 %
	33.4 %	39.7 %	55.3 %

AM Stations

Station	Power	Format	Advertiser	Agency	Product	Location
WABC	770 50 KW	Talk	ABC \$345.00	Banner	Disney/ABC	
WADO	1280 5 KW (DA-1)	Spanish	\$140.00	Katz Hisp	Heftel/Cir. Chnl.	
WCBS	880 50 KW	News	CBS \$394.00	CBS	CBS/West.	
WFAN	660 50 KW	Sports	Westwd, CBS \$385.00	Eastman	Inf./CBS/West., pend.	
WINS	1010 50 KW (DA-2)	News	CNN, ABC \$434.00	Group W	CBS/West.	
WLIB	1190 10 KW (DAYS, DA)	Black News/Talk	AURN \$75.00	Mc-Guild	Inner City	
WOR	710 50 KW (DA-1)	Talk	ABC, Westwd \$305.00	Mc-Guild	Buckley	
WPAT	930 5 KW (DA-2)	Hispanic		Katz	Heftel/Cir. Chnl.	Paterson, NJ
WQEW	1560 50 KW (DA-2)	Standards	\$90.00	MMR	NY Times	

FM Stations

WALK	97.5	See Nassau-Suffolk					
WAXQ	104.3	7.8 KW @ 1223	AOR	Westwd	\$150.00	Torbet	Viacom
WBLS	107.5	4.2 KW @ 1362	Black AC	ABC	\$270.00	Mc-Guild	Inner City
WCBS	101.1	6.8 KW @ 1325	Oldies	CBS	\$500.00	CBS	CBS/West.
WHTZ	100.3	6 KW @ 1362	CHR		\$340.00	Christal	Chancellor Newark, NJ
WKTU	103.5	5.4 KW @ 1420	CHR-Urban	Westwd	\$210.00	Eastman	Evergreen Lake Success
WLTW	106.7	6 KW @ 1362	Soft AC		\$510.00	Katz	Viacom
WMXV	105.1	6 KW @ 1362	AC		\$374.00	Sentry	Bonneville
WNEW	102.7	7.8 KW @ 1223	AOR	Westwd	\$320.00	Group W	CBS/West.
WPAT	93.1	5.4 KW @ 1420	Hispanic AC		\$210.00	Katz	SBS Paterson, NJ
WPLJ	95.5	6.7 KW @ 1335	CHR-NR	ABC	\$415.00	Katz	ABC/Disney
WQCD	101.9	6 KW @ 1362	Jazz		\$340.00	Christal	Tribune Co.
WQHT	97.1	6.7 KW @ 1339	CHR-Urban		\$370.00	MMR	Emmis
WQXR	96.3	6 KW @ 1362	Classical	Westwd	\$190.00	CMBS	NY Times
WRKS	98.7	6 KW @ 1362	Black AC	Source, WW1	\$404.00	D&R	Emmis
WSKQ	97.9	6 KW @ 1362	Hispanic		\$240.00	SBS	SBS
WXRK	92.3	6 KW @ 1362	Talk/New Rock	ABC	\$471.00	Torbet	Inf./CBS/West.

Notes: 3/96 WAXQ-F from GAF to Entercom for \$90,000,000 (MVP); it was immediately flipped to Viacom for KBSG-AF/KNDD-F Seattle (D) + cash . . . 3/96 WPAT-F sold by Park Commun. to SBS for \$83,500,000 . . . 3/96 WPAT sold by Park to Heffel for \$19,000,000 . . . 6/96 WADO/WPAT sold to Clear Channel . . . 7/96 The following stations were sold by Infinity to CBS/Westinghouse: WZRC for \$9,000,000, WFAN for \$264,000,000, and WXRK-F for \$286,000,000

***** FORMAT CODES *****

AC	-	Adult Contemporary	J	-	Jazz and New Adult Contemporary
AOR	-	Album Oriented Rock	N	-	News
B	-	Black (audience 75%+ Black)	O	-	Oldies
C	-	Country	O-70S	-	70's Oldies
CHR	-	Contemporary Hit Radio, Top 40, Contemporary	REL	-	Religion, Christian
CL	-	Classical	SAC	-	Soft Adult Contemporary
CL AOR	-	Classic AOR, Classic Rock	SP	-	Hispanic/Spanish
E	-	Ethnic (usually Foreign Language)	ST	-	Standards, Big Band, Nostalgia
EZ	-	Easy Listening, Beautiful Music	T	-	Talk
FS	-	Full Service	U	-	Urban (majority of audience is non-white)
G	-	Gospel	?	-	Others or Unknown

***** REVENUE LEVEL CODES *****

A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

NORFOLK-VA BEACH

Arbitron Rank: 33 Pop (12+): 1,210,900	Stations: 24 / 23	Last Year's Revenue: \$43,000,000
MSA Rank: 32	Diaries 1710 / 708:1/58.4 %	Household Income: \$43,121
MSA Pop: 1,560,000	Sample Target: 1,670	Retail Dollars: \$14.7 Bil
DMA #: 40	% Below Line: 0.4	#1 Biller: WOWI-F \$5,000,000
Average Person Ratings: 16	% Not Listed: 12.4	#1 Billing Portfolio:
Market TSL in Hours: 21,25	Pop per Station: 52,648	Saga & Sinclair duops: \$7,500,000 ea.

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WOWI -FM	B	221 / 11.4	12.0	10.8	10.7	10.5	11.2	2536 / 20.9	20.9	20.6	241 / 2850	F WOWI -FM
2	WGH -FM	C	130 / 6.7	6.9	5.5	5.4	5.9	6.1	1904 / 15.7	16.2	14.8	162 / 2226	F WGH -FM
3	WFOG -AF	SAC	123 / 6.3	7.0	4.4	4.2	6.0	5.5	1703 / 14.1	13.8	12.5	132 / 1895	D WFOG -AF
4	WCMS -AF	C	112 / 5.8	7.2	7.6	7.5	7.5	7.0	1606 / 13.3	16.1	16.1	143 / 1981	E WCMS -AF
5	WNOR -FM	AOR	111 / 5.7	5.6	6.6	7.0	6.1	6.2	1612 / 13.3	14.5	15.3	124 / 1740	F WNOR -FM
6	WWDE -FM	AC	109 / 5.6	5.4	5.3	5.0	4.8	5.3	1750 / 14.5	14.2	13.7	114 / 1876	F WWDE -FM
7	WNVZ -FM	CHR	108 / 5.6	5.7	4.7	5.1	7.2	5.3	2151 / 17.8	17.7	17.9	115 / 2391	D WNVZ -FM
8	WAFX -FM	CL AOR	93 / 4.8	4.2	4.1	4.5	4.0	4.4	1660 / 13.7	11.7	10.9	113 / 2047	D WAFX -FM
9	WROX -FM	AOR-NR	91 / 4.7	5.0	3.7	4.0	3.8	4.3	1488 / 12.3	13.6	12.1	98 / 1608	C WROX -FM
10	WPTE -FM	AC/CHR	89 / 4.6	2.9	2.7	2.7	3.0	3.2	1414 / 11.7	8.4	8.0	94 / 1519	C WPTE -FM
11	WJCD -FM	JUJ	80 / 4.1	4.3	6.5	7.5	5.5	5.6	1212 / 10.0	10.2	12.0	82 / 1274	C WJCD -FM
12	WLTJ -FM	O	72 / 3.7	2.5	3.4	4.8	3.0	3.6	1395 / 11.5	8.2	9.0	79 / 1557	D WLTJ -FM
	WSVY -FM	B	71 / 3.7	3.4	3.5	2.8	3.0	3.3	1015 / 8.4	8.1	8.3	76 / 1070	B WSVY -FM
14	WXEZ -FM	SAC	53 / 2.7	2.0	2.6	1.6	1.9	2.2	659 / 5.4	5.4	5.8	62 / 836	A WXEZ -FM
15	WKOC -FM	AOR-P	48 / 2.5	2.8	3.7	3.5	4.2	3.1	1235 / 10.2	10.7	10.9	56 / 1437	D WKOC -FM
16	WNIS -AM	N/T	47 / 2.4	3.2	3.0	3.2	3.8	3.0	903 / 7.5	7.5	8.6	62 / 1038	D WNIS -AM
	WPCE -AM	G	47 / 2.4	2.8	2.6	2.0	2.4	2.5	574 / 4.7	5.0	5.4	47 / 586	A WPCE -AM
18	WVYK -FM	B	35 / 1.8	1.5	1.5	2.0	2.0	1.7	811 / 6.7	7.8	7.5	38 / 913	B WVYK -FM
19	WTAR -AM	T	23 / 1.2	1.4	1.6	1.2	1.7	1.4	556 / 4.6	5.7	5.8	28 / 639	B WTAR -AM

12+ FM Share (Metro): 90.95 % (1548 of 1702) (Spring 95: 87.93 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WOWI-FM >	1 WOWI-FM >	1 WOWI-FM >	1 WGH-FM <	1 WGH-FM <	1 WFOG-AF	1 WOWI-FM >	1 WFOG-AF <	1 WOWI-FM >	1 WOWI-FM >	1 WOWI-FM >
2 WNVZ-FM >	2 WNOR-FM	2 WNOR-FM <	2 WOWI-FM <	2 WOWI-FM <	2 WCMS-AF	2 WNOR-FM <	2 WOWI-FM	2 WGH-FM	2 WROX-FM <	2 WWDE-F <
3 WROX-FM >	3 WGH-FM <	3 WGH-FM	3 WAFX-FM <	3 WAFX-FM	3 WWDE-F <	3 WWDE-F	3 WWDE-F	3 WFOG-AF <	3 WNVZ-FM	3 WNIS-AM <
	4 WROX-FM	4 WAFX-FM <	4 WNOR-FM <	4 WWDE-F	4 WLTJ-FM	4 WGH-FM <	WCMS-AF <	4 WNVZ-FM <	4 WSVY-FM	4 WPTE-FM
	5 WPTE-FM	5 WWDE-F <	5 WWDE-F	WNOR-FM	5 WSVY-FM <	5 WCMS-AF	5 WGH-FM	5 WCMS-AF	5 WGH-FM	
	WNVZ-FM	6 WPTE-FM <	6 WPTE-FM	6 WFOG-AF	6 WJCD-FM <	6 WFOG-AF	6 WNOR-FM <	WNOR-FM <		
	7 WAFX-FM <	7 WNVZ-FM	7 WJCD-FM <	7 WPTE-FM	7 WGH-FM <		7 WNVZ-FM <	7 WAFX-FM		
	8 WWDE-F	8 WROX-FM	8 WNVZ-FM	8 WJCD-FM	8 WXEZ-FM		8 WAFX-FM <			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WOWI-FM >	1 WOWI-FM >	1 WGH-FM	1 WOWI-FM >	1 WGH-FM <	1 WOWI-FM <	1 WOWI-FM <	1 WNOR-FM >	1 WNOR-FM <	1 WNOR-FM
2 WPTE-FM	2 WGH-FM	2 WOWI-FM	2 WWDE-F	2 WWDE-F <	2 WROX-FM >	2 WNOR-FM	2 WOWI-FM <	2 WOWI-FM >	2 WAFX-FM
	WNVZ-FM	3 WAFX-FM	3 WGH-FM <	3 WOWI-FM	3 WNOR-FM >	3 WROX-FM >	3 WGH-FM	3 WAFX-FM <	3 WGH-FM <
4 WFOG-AF	4 WPTE-FM <	4 WWDE-F	4 WNVZ-FM	4 WFOG-AF <	4 WKOC-FM	4 WGH-FM	4 WPTE-FM	4 WROX-FM <	4 WOWI-FM
5 WWDE-F	5 WWDE-F	WNVZ-FM	5 WFOG-AF <	5 WNVZ-FM	WNVZ-FM >	5 WPTE-FM	5 WROX-FM	5 WGH-FM	5 WPTE-FM <
	WROX-FM	6 WAFX-FM	6 WPTE-FM	6 WLTJ-FM		6 WNVZ-FM	6 WAFX-FM	6 WPTE-FM <	6 WCMS-AF
	WNOR-FM >	7 WNOR-FM	7 WAFX-FM <	WJCD-FM		WCMS-AF <	WCMS-AF	7 WCMS-AF	
	8 WFOG-AF <		8 WJCD-FM	WAFX-FM		8 WKOC-FM			

NORFOLK-VA. BEACH

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	198 (2)	198 (2)	11.6 %	8.8 %
AOR/Classic/NR	0 (0)	343 (4)	343 (4)	20.2 %	20.2 %
Black/Urban	0 (0)	327 (3)	327 (3)	19.2 %	17.4 %
CHR	0 (0)	108 (1)	108 (1)	6.3 %	8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Country	5 (1)	237 (2)	242 (3)	14.2 %	15 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Jazz	0 (0)	80 (1)	80 (1)	4.7 %	6.2 %
News/Talk	70 (2)	0 (0)	70 (2)	4.1 %	6.2 %
Oldies	0 (0)	80 (2)	80 (2)	4.7 %	3.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Religion/Gospel	62 (2)	0 (0)	62 (2)	3.6 %	5.1 %
Soft AC/EZ	0 (1)	175 (2)	175 (3)	10.3 %	8.9 %
Sports	16 (1)	0 (0)	16 (1)	0.9 %	0.5 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0 %
Totals	153 (7)	1548 (17)	1701 (24)		

Other Rated Stations					Metro Share	Cume Rating
WGH	-AM	SPRTS	1310	Newport News	0.8	/ 2.9
WGPL	-AM	B/G	1350	Portsmouth	0.8	/ 2.4

Other Rated Stations—Outside Market					Metro Share	Cume Rating
WLEE	-FM	O-70S	96.5	Williamsburg	0.4	/ 2.0

Consolidation Report	12+	25-54	Revenue
Clear Channel, pend. WOWI-FM, WMYK-FM, WJCD-FM, WGPL-AM, WSVY-FM	21.8 %	20.8 %	17.0 %
Max WWDE-FM, WNVZ-FM	11.2 %	11.6 %	14.4 %
Saga WAFX-FM, WNOR-FM, WNOR-AM	10.5 %	14.1 %	17.4 %
Sinclair, pend. WROX-FM, WNIS-AM, WKOC-FM, WTAR-AM	10.8 %	8.6 %	17.4 %
Sunshine Wireless WPTE-FM, WFOG-FM, WFOG-AM	10.9 %	11.3 %	10.2 %
Susquehanna, pend. WGH-AM, WLTY-FM, WGH-FM	11.2 %	14.8 %	14.4 %
	76.4 %	81.2 %	90.8 %

AM Stations

Station	Power	Class	Format	Advertiser	Agency	Buyer	Phone
WGPL	1350	5 KW (DA-2)	Gospel/Black	AURN, Westwd	\$24.00	Torbet	Clear Channel Portsmouth
WNIS	850	50 KW/25 KW (DA-2)	News/Talk	CBS, Westwd	\$47.00	MMR	Sinclair
WPCE	1400	1 KW	Religion	AURN, Westwd	\$24.00	Mc-Guild	Willis
WTAR	790	5 KW (DA-1)	Talk	Westwd, SBUSA	\$28.00	Katz	Sinclair

NORFOLK-VA. BEACH

FM Stations

Call Letters	Freq	Power	Format	Company	Advertiser	City
WAFX	106.9	100 KW @ 984	Classic AOR		\$53.00 CBS	Saga
WCMS	100.5	50 KW @ 500	Country	ABC	\$76.00 D&R	
WFOG	92.9	50 KW @ 484	EZ/Soft AC		\$63.00 Banner	Max
WGH	97.3	74 KW @ 400	Country		\$83.00 Eastman	Susquehanna
WJCD	105.3	50 KW @ 500	Jazz		\$55.00 D&R	Clear Channel
WKOC	93.7	100 KW @ 935	Prog. Rock		\$47.00 Katz	Sinclair Elizabeth City, NC
WLTY	95.7	40 KW @ 880	Oldies		\$54.00 Katz	Susquehanna
WMYK	92.1	15 KW @ 430	Black		\$21.00 Torbet	Clear Channel Moyock, NC
WNOR	98.7	46 KW @ 520	AOR		\$96.00 Mc-Guild	Saga
WNVZ	104.5	50 KW @ 479	CHR		\$49.00 Christal	Max
WOWI	102.9	50 KW @ 472	Black	AURN	\$89.00 Mc-Guild	Clear Channel
WPTE	94.9	50 KW @ 500	AC/CHR		\$43.00 D&R	Max
WROX	96.1	23 KW @ 722	New Rock		\$43.00 MMR	Sinclair Cape Charles
WSVY	107.7	5 KW @ 351	Black	AURN, ABC, WW1	\$33.00 Mc-Guild	Clear Channel Windsor
WWDE	101.3	50 KW @ 500	AC		\$84.00 Christal	Max
WXEZ	94.1	50 KW @ 500	EZ/Soft AC		\$22.00 ---	Eure Yorktown

Notes: 3/96 U.S. Radio (Ragan Henry) sold the following to Clear Channel: WJCD-F for \$8,000,000; WOWI-F for \$23,000,000; WSVY for \$1,000,000 . . . 3/96 WJQI-F changed from AC to AC/CHR as WPTE-F . . . 3/96 WJQI changed from simulcast of WJQI-F to simulcast of WFOG-F as WFOG . . . 4/96 WSVY changed calls to WGPL . . . 5/96 WTAR/WKOC-F sold by Benchmark to Sinclair (D) for \$8,100,000 . . . 5/96 WLTY-F sold by Benchmark to Susquehanna for \$6,500,000 . . . 5/96 WKOC-F changed from AOR-Progressive to AOR . . . 6/96 WMYK-F sold by Willis to Clear Channel (D+) for \$3,350,000 . . . 6/96 WSVY-F sold to Clear Channel for \$3,000,000 . . . 7/86 WFOG-AF/WPTE-F sold by Sunshine Wireless to Max (D+) for \$15,000,000 (Blackburn)

OKLAHOMA CITY

Arbitron Rank: 51 Pop (12+): 836,200	Stations: 20 / 20	Last Year's Revenue: \$30,800,000
MSA Rank: 54	Diaries 1406 / 595:1/ 53.1 %	Household Income: \$39,843
MSA Pop: 1,030,000	Sample Target: 1,440	Retail Dollars: \$9.7 Bil
DMA #: 43	% Below Line: 0	#1 Biller: KXXY-AF \$5,500,000
Average Person Ratings: 15.8	% Not Listed: 12.5	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 41,810	Clear Channel duop+ \$14,600,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KJYO -FM	CHR	136 / 10.3	9.4	9.7	10.1	9.4	9.9	2125 / 25.4	26.4	24.4	169 / 2634	D KJYO -FM
2	KATT -FM	AOR	127 / 9.6	10.3	8.4	8.9	9.2	9.3	1600 / 19.1	18.7	19.8	178 / 2410	E KATT -FM
3	KXXY -FM	C	118 / 8.9	8.5	12.1	10.8	10.2	10.1	1873 / 22.4	22.3	23.3	146 / 2429	G KXXY -FM
4	KOMA -FM	O	98 / 7.4	7.4	7.6	7.2	5.1	7.4	1338 / 16.0	15.4	13.9	127 / 1678	E KOMA -FM
5	KRXO -FM	CL AOR	86 / 6.5	5.6	6.8	5.9	7.3	6.2	1348 / 16.1	18.7	16.8	105 / 1630	E KRXO -FM
6	KTOK -AM	N/T	85 / 6.4	6.1	6.0	7.1	7.6	6.4	1193 / 14.3	14.3	17.4	88 / 1301	E KTOK -AM
7	KEBC -FM	C	75 / 5.7	5.5	5.0	5.8	7.3	5.5	1374 / 16.4	16.0	17.8	101 / 1945	D KEBC -FM
8	KTST -FM	C	73 / 5.5	4.2	6.1	5.8	4.5	5.4	1315 / 15.7	13.6	13.0	90 / 1755	C KTST -FM
9	KMGL -FM	AC	70 / 5.3	6.7	6.2	6.4	5.7	6.1	1147 / 13.7	15.9	14.9	83 / 1508	E KMGL -FM
10	KVSP -AM	B	67 / 5.1	5.2	5.0	5.6	5.1	5.2	531 / 6.3	7.9	6.9	70 / 565	B KVSP -AM
11	KYIS -FM	CHR/AC	52 / 3.9	4.3	3.3	2.8	3.7	3.6	1057 / 12.6	13.4	14.5	56 / 1357	C KYIS -FM
12	KTNT -FM	J	35 / 2.6	3.9	3.9	3.4	4.1	3.4	622 / 7.4	8.4	9.0	36 / 634	B KTNT -FM
13	KNTL -FM	REL	27 / 2.0	3.1	2.0	2.0	2.3	2.3	444 / 5.3	5.4	6.0	30 / 480	B KNTL -FM
14	KOMA -AM	O	25 / 1.9	1.6	1.9	1.7	1.5	1.8	417 / 5.0	6.6	4.6	29 / 537	KOMA -AM
15	WKY -AM	T/FARM	21 / 1.6	2.0	2.3	2.2	2.5	2.0	384 / 4.6	6.2	7.0	29 / 522	B WKY -AM

12+ FM Share (Metro): 77.46 % (897 of 1158) (Spring 95: 77.50 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KJYO-FM >	1 KATT-FM	1 KATT-FM	1 KRXO-FM <	1 KXXY-FM <	1 KOMA-FM	1 KATT-FM <	1 KJYO-FM <	1 KJYO-FM <	1 KJYO-FM >	1 KJYO-FM >
2 KVSP-AM >	2 KJYO-FM >	2 KJYO-FM	2 KXXY-FM <	2 KOMA-FM <	2 KXXY-FM <	2 KXXY-FM	2 KATT-FM <	2 KATT-FM	2 KATT-FM <	2 KRXO-FM
3 KATT-FM >	3 KRXO-FM	3 KXXY-FM <	3 KATT-FM	3 KRXO-FM	3 KTOK-AM >	3 KJYO-FM	3 KXXY-FM	3 KXXY-FM	3 KTOK-AM <	3 KTOK-AM
	4 KXXY-FM	4 KRXO-FM	4 KOMA-FM <	4 KATT-FM	4 KMGL-FM	4 KOMA-FM	KOMA-FM	4 KRXO-FM <	4 KXXY-FM	4 KATT-FM <
	KTST-FM	5 KMGL-FM	5 KJYO-FM <	5 KJYO-FM <	5 KRXO-FM	5 KTOK-AM	5 KTOK-AM	5 KOMA-FM <	5 KRXO-FM	5 KMGL-FM <
6 KEBC-FM	KOMA-FM <	6 KMGL-FM	6 KMGL-FM	6 KMGL-FM	KEBC-FM	6 KRXO-FM	6 KMGL-FM	6 KTOK-AM	6 KEBC-FM	6 KTST-FM
	KYIS-FM	7 KTST-FM	7 KTST-FM	7 KTST-FM		7 KTST-FM <	KTST-FM	7 KTST-FM <	KMGL-FM <	7 KOMA-FM <
				8 KYIS-FM <		8 KMGL-FM <	KEBC-FM <	8 KMGL-FM <	9 KEBC-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KATT-FM <	1 KJYO-FM	1 KJYO-FM	1 KJYO-FM	1 KXXY-FM	1 KATT-FM >	1 KATT-FM >	1 KATT-FM <	1 KATT-FM	1 KRXO-FM <
2 KJYO-FM >	2 KATT-FM	2 KXXY-FM	2 KXXY-FM	2 KJYO-FM	2 KJYO-FM >	2 KRXO-FM <	2 KRXO-FM >	2 KRXO-FM	2 KATT-FM <
3 KEBC-FM	3 KXXY-FM <	3 KTST-FM	3 KATT-FM	KMGL-FM	3 KJYO-FM >	3 KJYO-FM	3 KJYO-FM	3 KJYO-FM	3 KOMA-FM >
4 KTST-FM	4 KTST-FM	4 KYIS-FM	4 KMGL-FM <	4 KOMA-FM				4 KXXY-FM	4 KXXY-FM >
5 KYIS-FM	5 KEBC-FM	5 KRXO-FM	5 KTST-FM <	5 KYIS-FM				KOMA-FM	
KXXY-FM <	6 KYIS-FM	KVSP-AM	6 KVSP-AM <	KVSP-AM <					
7 KVSP-AM	7 KVSP-AM	KATT-FM	7 KYIS-FM <	7 KTST-FM <					
KNTL-FM >	8 KRXO-FM	8 KEBC-FM	8 KEBC-FM <	8 KRXO-FM					

OKLAHOMA CITY

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	70 (1)	70 (1)	6.0 %	10.5 %	KQCV -AM REL 800 Oklahoma City	1.2 / 3.7	
AOR/Classic/NR	0 (0)	213 (2)	213 (2)	18.4 %	18.5 %	KTLV -AM REL 1220 Midwest City	1.0 / 1.3	
Black/Urban	67 (1)	0 (0)	67 (1)	5.8 %	5.7 %	KXXY -AM C 1340 Oklahoma City	0.6 / 2.2	
CHR	0 (0)	188 (2)	188 (2)	16.2 %	10.5 %	KZUE -AM SP 1460 El Reno	0.5 / 0.7	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WWLS -AM SPRTS 640 Moore	1.4 / 4.4	
Country	8 (1)	266 (3)	274 (4)	23.7 %	25.7 %			
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %			
Hispanic	7 (1)	0 (0)	7 (1)	0.6 %	0.0 %			
Jazz	0 (0)	35 (1)	35 (1)	3.0 %	4.7 %			
News/Talk	106 (2)	0 (0)	106 (2)	9.2 %	11.3 %			
Oldies	25 (1)	98 (1)	123 (2)	10.6 %	7.5 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	29 (2)	27 (1)	56 (3)	4.8 %	4.2 %			
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Sports	19 (1)	0 (0)	19 (1)	1.6 %	0.9 %			
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Totals	261 (9)	897 (11)	1158 (20)					

Consolidation Report	12+	25-54	Revenue
Clear Channel, pend. KXXY-FM, KXXY-AM, KTST-FM, KTOK-AM, KJYO-FM, KEBC-FM	37.4 %	31.1 %	47.4 %
Diamond KRXO-FM, KOMA-FM, KOMA-AM	15.8 %	21.1 %	22.4 %
Local KYIS-FM, KTNT-FM, KATT-FM	16.1 %	16.3 %	16.9 %
	69.3 %	68.5 %	86.7 %

AM Stations

Station	Power	Frequency	Format	Source	Revenue	Other	Location
KOMA	1520	50 KW (DA-N)	Oldies	CBS	NA	---	Diamond
KTOK	1000	5 KW (DA-2)	News/Talk	ABC	\$57.00	Christal	Clear Channel
KVSP	1140	1 KW (DAYS)	Black	AURN	\$25.00	---	
WKY	930	5 KW (DA-N)	Talk/Farm		\$30.00	---	Gaylord
WWLS	640	1 KW (DA-N)	Sports	CBS, Westwd	\$19.00	---	Moore

FM Stations

Station	Power	Frequency	Format	Source	Revenue	Other	Location
KATT	100.5	100 KW @ 1191	AOR	Source	\$57.00	Banner	Surrey
KEBC	94.7	100 KW @ 1389	Country	ABC	\$52.00	Banner	Clear Channel
KJYO	102.7	100 KW @ 985	CHR		\$55.00	Christal	Clear Channel
KMGL	104.1	100 KW @ 1362	AC		\$68.00	Eastman	Renda
KNTL	104.9	3 KW @ 300	Religion		\$20.00	---	Bott Bethany
KOMA	92.5	100 KW @ 984	Oldies	CBS	\$67.00	---	Diamond
KRXO	107.7	100 KW @ 990	Classic AOR		\$74.00	---	Diamond
KTNT	97.7	6 KW @ 315	Jazz		\$32.00	---	Edmond
KTST	101.9	100 KW @ 1389	Country		\$40.00	Banner	Clear Channel
KXXY	96.1	100 KW @ 1171	Country		\$115.00	Banner	Clear Channel
KYIS	98.9	100 KW @ 1100	CHR/AC	AP	\$29.00	D&R	KATT owner

Notes: 5/96 Radio Equity Partners sold these stations to Clear Channel (D+): KXXY-AM for \$32,000,000; KTST-F for \$7,000,000 . . . 5/96 KTNT-F was sold by Porter Davis (trustee) to Caribou (D+) for \$2,400,000 (Kalit) . . . 6/96 KEBC-F changed to AOR-New Rock after 22 years as Country ("Keep Every Body Country") after the survey period

OMAHA-COUNCIL BLUFFS

Arbitron Rank: 72 Pop (12+): 520,100	Stations: 21 / 19	Last Year's Revenue: \$28,500,000
MSA Rank: 78	Diaries 1107 / 470:1/.097 %	Household Income: \$47,901
MSA Pop: 670,000	Sample Target: 1,130	Retail Dollars: \$7.3 Bil
DMA #: 75	% Below Line: 0.9	#1 Biller: WOW-AF \$5,000,000
Average Person Ratings: 15.5	% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 27,374	Amer. Radio Sys. combo \$7,000,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KXKT -FM	C	72 / 9.0	8.7	8.6	7.1	8.0	8.3	970 / 18.6	17.9	15.6	86 / 1260	C KXKT -FM
2 KQKQ -FM	CHR	70 / 8.7	7.9	5.8	8.3	9.6	7.7	1328 / 25.5	21.6	25.2	105 / 2062	E KQKQ -FM
3 KFAB -AM	FS/T	64 / 8.0	9.8	11.1	7.2	6.1	9.0	1076 / 20.7	30.7	18.5	106 / 1835	F KFAB -AM
KGOR -FM	O	64 / 8.0	8.3	8.0	8.7	6.6	8.2	900 / 17.3	20.0	18.5	86 / 1414	E KGOR -FM
5 KEZO -FM	AOR	58 / 7.2	8.2	7.1	8.1	7.6	7.6	832 / 16.0	16.3	17.1	103 / 1476	E KEZO -FM
6 KEFM -FM	AC	52 / 6.5	7.8	5.7	6.8	6.8	6.7	864 / 16.6	17.0	20.2	76 / 1431	O KEFM -FM
KKCD -FM	CL AOR	52 / 6.5	5.2	4.4	5.2	5.3	5.3	755 / 14.5	12.3	14.4	57 / 856	C KKCD -FM
8 WOW -FM	C	47 / 5.8	7.7	10.1	7.6	8.5	7.8	626 / 12.0	16.0	15.2	73 / 1047	F WOW -FM
9 KKAR -AM	N/T	38 / 4.7	4.7	3.7	4.6	4.3	4.4	628 / 12.1	9.6	9.9	47 / 745	C KKAR -AM
10 KGDE -FM	AOR-NR	31 / 3.9	3.6	3.4	4.8	5.6	3.9	723 / 13.9	12.0	15.3	64 / 1391	B KGDE -FM
11 KOSJ -FM	J	25 / 3.1	2.0	3.6	0.4		2.3	319 / 6.1	5.5		33 / 511	A KOSJ -FM
KESY -FM	SAC	25 / 3.1	3.3	4.5	5.9	4.4	4.2	515 / 9.9	11.7	10.7	30 / 653	C KESY -FM
KOIL -AM	ST	25 / 3.1	3.5	4.1	2.5	3.2	3.3	390 / 7.5	7.5	6.7	29 / 463	A KOIL -AM
14 KRRK -FM	AOR	19 / 2.4	2.3	1.3	2.9	2.4	2.2	561 / 10.8	7.4	10.2	20 / 631	KRRK -FM
WOW -AM	C	19 / 2.4	3.0	4.4	4.1	3.9	3.5	221 / 4.3	6.9	7.2	50 / 662	WOW -AM
16 KOTO -FM	ST	18 / 2.2	1.2	1.3	1.5	1.7	1.6	237 / 4.6	3.4	4.3	19 / 256	A KOTO -FM
17 KBBX -AM	B	12 / 1.5	0.7	1.2	1.4	2.4	1.2	139 / 2.7	1.1	3.0	12 / 139	KBBX -AM

12+ FM Share (Metro): 75.92 % (536 of 706) (Spring 95: 76.32 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KQKQ-FM >	1 KEZO-FM	1 KEZO-FM <	1 KXKT-FM <	1 KXKT-FM	1 KFAB-AM	1 KFAB-AM	1 KKAR-AM	1 KQKQ-FM <	1 KQKQ-FM >	1 KFAB-AM
2 KGDE-FM	2 KQKQ-FM	2 KXKT-FM	2 KEZO-FM <	2 KGOR-FM <	2 KGOR-FM	2 KXKT-FM	2 KEZO-FM <	2 KXKT-FM <	2 KXKT-FM <	2 KEFM-FM
3 KXKT-FM >	3 KXKT-FM	3 KQKQ-FM <	3 KKCD-FM <	3 KEZO-FM	3 KXKT-FM	3 KEZO-FM	3 KGOR-FM <	3 KGOR-FM	3 KGOR-FM <	3 KXKT-FM
4 KKCD-FM	4 KKCD-FM <	4 KGOR-FM	KKCD-FM	4 KKAR-AM <	4 KQKQ-FM <	4 KEFM-FM <	4 KEZO-FM <	4 KEFM-FM	4 KEFM-FM	KQKQ-FM
5 KEFM-FM	5 KGOR-FM	5 KEFM-FM <	5 KEFM-FM <	5 WOW-FM <	5 KEFM-FM	5 KXKT-FM	5 KKCD-FM <	5 KEFM-FM	5 KEFM-FM	5 KFAB-AM
KGDE-FM	6 KEFM-FM >	6 KQKQ-FM	6 KQKQ-FM	6 KEFM-FM <	6 KGOR-FM <	6 KGOR-FM <	6 KKCD-FM <	6 KEFM-FM <	6 KEFM-FM <	6 KKCD-FM
		7 WOW-FM	7 WOW-FM	7 KKCD-FM <	7 WOW-FM	7 KFAB-AM	7 KFAB-AM			
			8 KFAB-AM	8 KOIL-AM						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KQKQ-FM >	1 KQKQ-FM >	1 KQKQ-FM >	1 KQKQ-FM	1 KGOR-FM	1 KEZO-FM	1 KEZO-FM >	1 KEZO-FM >	1 KEZO-FM	1 KEZO-FM <
2 KEFM-FM	2 KXKT-FM <	2 KXKT-FM	2 KEFM-FM	KXKT-FM <	KQKQ-FM	2 KXKT-FM	2 KXKT-FM	2 KKCD-FM	2 KKCD-FM
KXKT-FM	3 KEFM-FM	3 KEFM-FM	KXKT-FM	3 KEFM-FM	KGDE-FM >	KQKQ-FM <	KKCD-FM >	3 KXKT-FM	3 KXKT-FM
KGDE-FM	4 KEZO-FM	4 KEZO-FM	4 KGOR-FM	KQKQ-FM	4 KRRK-FM >	4 KGDE-FM <	4 WOW-FM	4 KGOR-FM	4 KGOR-FM
5 KEZO-FM	KKCD-FM >	KKCD-FM	5 KKCD-FM <	5 WOW-FM	5 KXKT-FM >	5 KKCD-FM	5 KEFM-FM	5 KQKQ-FM	5 KKAR-AM
KKCD-FM	6 WOW-FM	6 WOW-FM	6 WOW-FM	6 KESY-FM	6 KRRK-FM	KQKQ-FM	6 KKAR-AM <	6 KKAR-AM <	6 KEFM-FM <
7 KRRK-FM >	KGDE-FM	KESY-FM	7 KFAB-AM	7 KFAB-AM	7 WOW-FM	7 KRRK-FM	7 KRRK-FM	7 KGDE-FM <	7 KFAB-AM
			8 KKCD-FM	8 KKCD-FM		KGOR-FM	KGDE-FM	8 KEFM-FM	

OMAHA COUNCIL BLUFFS

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	52 (1)	52 (1)	7.4 %	7.7 %
AOR/Classic/NR	0 (0)	160 (4)	160 (4)	22.7 %	24.0 %
Black/Urban	12 (1)	0 (0)	12 (1)	1.7 %	2.7 %
CHR	0 (0)	73 (2)	73 (2)	10.3 %	10.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	19 (1)	119 (2)	138 (3)	19.5 %	24.2 %
Full Service	64 (1)	0 (0)	64 (1)	9.1 %	7.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	25 (1)	25 (1)	3.5 %	0.0 %
News/Talk	42 (2)	0 (0)	42 (2)	5.9 %	4.9 %
Oldies	0 (0)	64 (1)	64 (1)	9.1 %	7.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	25 (1)	25 (1)	3.5 %	2.7 %
Sports	5 (1)	0 (0)	5 (1)	0.7 %	0.0 %
Standards	28 (2)	18 (1)	46 (3)	6.5 %	6.0 %
Totals:	170 (8)	536 (13)	706 (21)		

Other Rated Stations				Metro Share	Cume Rating
KOSR	-AM	SPRTS	1490 Omaha	0.6	/ 2.0
KOTD	-AM	ST	1020 Plattsmouth	0.4	/ 1.2

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KFRX	-FM	CHR	102.7 Lincoln	0.4	/ 2.2
KMA	-AM	N/T	960 Shenandoah, IA	0.5	/ 1.4

Consolidation Report	12+	25-54	Revenue
Journal Co. KOSR-AM, KKCD-FM, KEZO-FM	14.3 %	19.0 %	16.4 %
Local KQKQ-FM, KOIL-AM, KKAR-AM, KGDE-FM	20.4 %	14.6 %	19.9 %
Triathlon KXKT-FM, KRRK-FM	11.4 %	12.7 %	8.4 %
	46.1 %	46.3 %	44.7 %

AM Stations

KBBX	1420	1 KW/330 W (DA-2)	Black	ABC	\$<20.00	D&R	BCR
KFAB	1110	50 KW (DA-N)	Full Service	Westwd	\$72.00	Christal	Amer. Radio Sys.
KKAR	1290	5 KW (DA-N)	News/Talk	CNN, ABC, WW1	\$28.00	Katz	
KOIL	1180	5 KW/1 KW (DA-2)	Standards	Westwd	\$20.00	Katz	KKAR/KQKQ owner Bellevue
WOW	590	5 KW	Country	ABC	NA	Torbet	Great Empire

FM Stations

KEFM	96.1	100 KW @1411	AC		\$50.00	Mc-Guild	
KESY	104.5	100 KW @ 1086	Soft AC	ABC	\$43.00	D&R	BCR
KEZO	92.3	100 KW @ 1212	AOR		\$70.00	Torbet	Journal Co.
KGDE	101.9	100 KW @ 1132	AOR-New Rock		\$25.00	Katz	KKAR/KQKQ owner Lincoln
KGOR	99.9	115 KW @ 1230	Oldies	Westwd	\$58.00	Christal	Amer. Radio Sys.
KKCD	105.9	50 KW @ 479	Classic AOR		\$30.00	Eastman	Journal Co.
KOSJ	97.7	100 KW @ 981	Jazz	ABC	\$25.00	---	Nebraska City
KOTD	106.9	6 KW @ 328	Standards	SMN	\$<20.00	---	Plattsmouth
KQKQ	98.5	100 KW @ 1175	CHR		\$64.00	Katz	Council Bluffs
KRRK	93.3	3.6 KW @ 427	AOR		\$27.00	K&P	Triathlon Bennington
KXKT	103.7	100 KW @ 1247	Country		\$51.00	Banner	Triathlon Atlantic, IA
WOW	94.1	100 KW @ 1184	Country	ABC	\$95.00	Torbet	Great Empire

Notes: 3/96 KFAB/KGOR-F sold by Henry to American Radio Systems for \$28,000,000 (MVP) . . . 3/96 KEZO changes calls to KOSR; remains all Sports . . . 4/96 KRRK-F sold by 93.3, Inc. to Triathlon for \$2,700,000 . . . 4/96 KXKT-F sold by Valley to Triathlon for \$8,100,000 . . . 6/96 KRRK-F changed from AOR to CHR/AC after Spring survey

ORLANDO

Arbitron Rank: 39 Pop (12+): 1,017,100
 MSA Rank: 40
 MSA Pop: 1,430,000
 DMA # 22 w/Daytona, Melbourne
 Average Person Ratings: 16.6
 Market TSL in Hours: 22.25

Stations: 27 / 23
 Diaries 2219 / 458:1/ 53.0 %
 Sample Target: 2,150
 % Below Line: 2.3
 % Not Listed: 10.5
 Pop per Station: 44,222

Last Year's Revenue: \$62,600,000
 Household Income: \$45,523
 Retail Dollars: \$15.0 Bil
 #1 Biller: WWKA-F \$7,100,000
 #1 Billing Portfolio:
 NewCity duop \$12,900,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Ratng	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level	
1	WWKA -FM	C	134 / 7.9	8.7	9.7	8.2	8.4	8.6	1805 / 17.7	19.5	17.5	242 / 3323	H WWKA -FM
2	WOMX -FM	AC	121 / 7.2	7.5	7.6	8.4	7.0	7.7	1964 / 19.3	19.0	20.7	197 / 3382	H WOMX -FM
3	WXXL -FM	CHR	118 / 7.0	6.8	6.7	5.8	6.0	6.6	2283 / 22.4	20.1	19.6	162 / 3345	F WXXL -FM
4	WMGF -FM	SAC	114 / 6.8	8.1	6.6	8.6	6.8	7.5	1626 / 16.0	15.0	17.3	218 / 3017	G WMGF -FM
5	WJHM -FM	B	109 / 6.5	6.4	6.4	7.6	8.1	6.7	1597 / 15.7	15.0	16.4	191 / 2660	G WJHM -FM
6	WTKS -FM	T	105 / 6.2	5.8	5.9	4.6	6.4	5.6	1468 / 14.4	15.1	15.7	179 / 2570	E WTKS -FM
7	WLOQ -FM	J	103 / 6.1	4.7	3.2	3.2	4.7	4.3	1115 / 11.0	8.9	11.6	123 / 1500	E WLOQ -FM
8	WDBO -AM	FS	95 / 5.6	6.2	5.6	6.7	6.9	6.0	1394 / 13.7	12.4	17.2	136 / 1976	F WDBO -AM
9	WJRR -FM	AOR	88 / 5.2	4.5	5.0	4.5	6.3	4.8	1584 / 15.6	16.2	18.5	181 / 3167	E WJRR -FM
10	WDIZ -FM	AOR	75 / 4.4	4.1	3.2	4.0	3.6	3.9	1345 / 13.2	12.5	12.8	131 / 2492	D WDIZ -FM
11	WHTQ -FM	CL AOR	67 / 4.0	3.2	3.6	3.4	3.3	3.5	1035 / 10.2	9.5	11.2	158 / 2464	D WHTQ -FM
12	WCFB -FM	AC/U	65 / 3.9	4.1	4.1	3.8	2.4	4.0	957 / 9.4	9.4	6.1	104 / 1539	C WCFB -FM
13	WMMO -FM	AOR/AC	64 / 3.8	3.9	3.4	4.6	5.3	3.9	992 / 9.8	8.9	11.7	74 / 1258	F WMMO -FM
14	WOCL -FM	O	62 / 3.7	5.8	5.6	5.4	5.6	5.1	1325 / 13.0	16.5	16.1	149 / 2776	G WOCL -FM
15	WHOO -AM	ST	53 / 3.1	3.2	3.6	2.2	2.9	3.0	600 / 5.9	6.5	5.3	74 / 826	B WHOO -AM
16	WTLN -FM	REL	23 / 1.4	1.2	1.2	1.3	1.5	1.3	421 / 4.1	4.1	3.9	30 / 533	A WTLN -FM
17	WPCV -FM	C	22 / 1.3	1.0	1.4	1.1	1.3	1.2	444 / 4.4	4.6	4.7	145 / 1853	WPCV -FM

12+ FM Share (Metro): 85.23 % (1287 of 1510) (Spring 95: 84.79 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJHM-FM	1 WOMX-FM <	1 WOMX-FM <	1 WOMX-FM <	1 WOMX-FM <	1 WLOQ-FM <	1 WTKS-FM <	1 WMGF-FM	1 WWKA-FM <	1 WJHM-FM	1 WDBO-AM >
2 WXXL-FM >	2 WXXL-FM >	2 WTKS-FM <	2 WTKS-FM <	2 WTKS-FM <	2 WDBO-AM	2 WWKA-FM <	WWKA-FM <	2 WOMX-FM <	2 WXXL-FM >	2 WWKA-FM <
3 WJRR-FM >	3 WTKS-FM	3 WWKA-FM <	3 WWKA-FM <	3 WWKA-FM <	WWKA-FM <	3 WOMX-FM <	3 WLOQ-FM	3 WXXL-FM <	3 WJRR-FM	3 WJHM-FM
	WJHM-FM <	4 WXXL-FM	4 WLOQ-FM <	4 WMGF-FM <	4 WMGF-FM >	4 WDBO-AM	WOMX-FM	4 WTKS-FM <	4 WWKA-FM	WJRR-FM <
5 WJRR-FM <	5 WJHM-FM <	5 WMGF-FM <	5 WLOQ-FM <	5 WLOQ-FM <	5 WXXL-FM <	5 WDBO-AM <	5 WMGF-FM <	5 WMGF-FM <	5 WMGF-FM <	5 WMGF-FM
6 WDIZ-FM	6 WJRR-FM <	6 WHTQ-FM	6 WHTQ-FM	6 WHTQ-FM	6 WMGF-FM	6 WXXL-FM <	6 WLOQ-FM <	6 WLOQ-FM <	6 WOMX-FM <	
7 WWKA-FM >	7 WLOQ-FM <		7 WMMO-F <	7 WCFB-FM	WXXL-FM		7 WTKS-FM	7 WJHM-FM <		
								8 WJRR-FM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJHM-FM <	1 WOMX-FM	1 WOMX-FM >	1 WOMX-FM >	1 WOMX-FM		1 WJRR-FM <	1 WTKS-FM	1 WTKS-FM >	1 WTKS-FM	1 WTKS-FM
2 WXXL-FM >	2 WXXL-FM >	2 WXXL-FM	2 WXXL-FM	2 WMGF-FM >		2 WJHM-FM	2 WJRR-FM	2 WHTQ-FM <	2 WJRR-FM	2 WHTQ-FM
3 WOMX-FM	3 WJHM-FM	3 WMGF-FM	3 WMGF-FM <	3 WCFB-FM		3 WXXL-FM	3 WDIZ-FM <	3 WDIZ-FM	WHTQ-FM <	3 WWKA-FM
4 WJRR-FM	4 WWKA-FM	4 WWKA-FM	4 WCFB-FM <	WLOQ-FM <		4 WDIZ-FM	4 WJHM-FM	4 WJRR-FM	4 WWKA-FM	4 WLOQ-FM
5 WDIZ-FM	WMGF-FM	5 WCFB-FM <	5 WWKA-FM	5 WXXL-FM <		5 WTKS-FM	5 WXXL-FM	5 WWKA-FM	5 WDIZ-FM	5 WMMO-F
6 WWKA-FM	6 WDIZ-FM	6 WDIZ-FM	6 WJHM-FM	6 WWKA-FM		6 WWKA-FM >	6 WWKA-FM <	6 WMMO-F	6 WJHM-FM	6 WDIZ-FM
7 WCFB-FM >	7 WCFB-FM <	WTKS-FM	WLOQ-FM				7 WHTQ-FM	WOMX-FM <	7 WXXL-FM	WJRR-FM
	3 WJRR-FM								WLOQ-FM <	8 WOMX-FM <

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	121 (1)	121 (1)	8.0%	10.4%	WAJL -AM REL 1190 Pinecastle	0.4	/ 0.8
AOR/Classic/NR	0 (0)	301 (5)	301 (5)	19.9%	20.4%	WHBS -AM SP 1270 Eatonville	0.7	/ 0.9
Black/Urban	0 (0)	174 (2)	174 (2)	11.5%	9.4%	WOKB -AM E 1600 Winter Garden	0.5	/ 2.1
CHR	0 (0)	118 (1)	118 (1)	7.8%	6.6%	WONQ -AM SP 1030 Oviedo	0.8	/ 2.4
Classical	0 (0)	0 (0)	0 (0)	0.0%	0.0%	WQTM -AM SPRTS 540 Pine Hills	0.7	/ 3.7
Country	0 (0)	166 (3)	166 (3)	11.0%	10.7%	WRMQ -AM SP 1140 Orlando	0.7	/ 0.9
Full Service	95 (1)	0 (0)	95 (1)	6.3%	7.7%	WWNZ -AM N/T 740 Orlando	0.8	/ 3.7
Hispanic	36 (3)	0 (0)	36 (3)	2.4%	1.1%			
Jazz	0 (0)	103 (1)	103 (1)	6.8%	5.2%			
News/Talk	13 (1)	105 (1)	118 (2)	7.8%	9.2%			
Oldies	0 (0)	62 (1)	62 (1)	4.1%	6.2%			
Others/Unknown	8 (1)	0 (0)	8 (1)	0.5%	0.0%			
Religion/Gospel	6 (1)	23 (1)	29 (2)	1.9%	1.7%			
Soft AC/EZ	0 (0)	114 (1)	114 (1)	7.5%	7.5%			
Sports	12 (1)	0 (0)	12 (1)	0.8%	1.1%			
Standards	53 (1)	0 (0)	53 (1)	3.5%	3.2%			
Totals	223 (9)	1287 (17)	1510 (26)					

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WGNE	-FM	C	98.1	Titusville	0.6 / 3.2
WKRO	-FM	AOR-NR	93.1	Daytona Beach	0.4 / 1.6

Consolidation Report	12+	25-54	Revenue
Chancellor WOCL-FM, WOMX-FM, WXXL-FM, WJHM-FM	24.3%	22.9%	36.6%
NewCity/Cox WWKA-FM, WCFB-FM, WDBO-AM, WHOO-AM, WMMO-FM, WHTQ-FM	28.3%	29.3%	31.8%
Paxson WTKS-FM, WDIZ-FM, WJRR-FM, WMGF-FM, WQTM-AM, WWNZ-AM	24.1%	25.3%	27.6%
	76.7%	77.5%	96.0%

AM Stations

WDBO	580	5 KW (DA-N)	Full Service	ABC	\$79.00	Katz	Cox
WHOO	990	50 KW/5 KW (DA-2)	Standards	SMN	\$21.00	Eastman	Cox
WONQ	1030	10 KW/500 W (DA-2)	Spanish	UPI, CNN	\$<20.00	Caballero	
WWNZ	740	50 KW (DA-2)	News/Talk	CBS, AP	\$<20.00	---	Paxson

FM Stations

WCFB	94.5	100 KW @ 1470	AC		\$47.00	Katz	Cox	Daytona Beach
WDIZ	100.3	100 KW @ 1188	AOR	ABC	\$54.00	MMR	Paxson	
WHTQ	96.5	100 KW @ 1598	Classic AOR		\$62.00	Eastman	Cox	
WJHM	101.9	28 KW @ 1585	Black		\$95.00	D&R	Chancellor	Daytona Beach
WJRR	101.1	100 KW @ 1598	AOR		\$74.00	Banner	Paxson	Cocoa
WLOQ	103.1	14 KW @ 440	Jazz		\$59.00	Eastman		
WMGF	107.7	100 KW @ 1585	Soft AC		\$104.00	Banner	Paxson	Mt. Dora
WMMO	98.9	38 KW @ 440	AOR/AC		\$78.00	Eastman	Cox	
WOCL	105.9	100 KW @ 1585	AC	AP	\$132.00	Christal	Chancellor	Deland
WOMX	105.1	100 KW @ 1598	AC		\$140.00	Mc-Guild	Chancellor	
WTKS	104.1	100 KW @ 1598	News/Talk/AOR	AP	\$70.00	Mc-Guild	Paxson	Cocoa Beach
WTLN	95.3	6 KW @ 315	Religion	USA	\$<20.00	Salem		Apopka
WWKA	92.3	100 KW @ 1341	Country		\$140.00	Katz	Cox	
WXXL	106.7	100 KW @ 824	CHR		\$97.00	MMR	Chancellor	Leesburg

Notes: 3/96 Granum sold the following to Infinity: WHOO for \$2,000,000; WHTQ-F for \$15,000,000; WMMO-F for \$17,000,000 . . . 4/96 WJHM-F sold by Beasley to OmniAmerica for \$21,300,000 (Star) . . . 4/96 WOMX-F traded by Nationwide to OmniAmerica in partial payment for WMJI-F/WMMS-F Cleveland (Star; Crisler) 4/96 WWZN changes calls to WRTM ("The Team"), then, in 6/96, to WQTM . . . 5/96 WDIZ-F sold by Shamrock (Lynett) to Paxson for \$22,500,000 . . . 5/96 NewCity sold the following to Cox (D): WDBO for \$13,000,000; WZKD for \$1,000,000; WCFB-F for \$14,000,000; WWKA-F for \$36,000,000 (est.) . . . 5/96 OmniAmerica sold the following to Chancellor (D): WJHM-F for \$29,000,000; WOMX-F for \$42,000,000; WXXL-F for \$25,000,000 . . . 5/96 Infinity sold the following to Cox (D+): WHOO for \$2,000,000; WHTQ-F for \$18,000,000; WMMO-F for \$24,000,000 . . . 6/96 WTKS-F sold by Press Bcstg. to Paxson for \$21,000,000 (MVP) . . . 6/96 WDIZ changed from AOR to CHR/AC as WSHE-F after Spring survey

OXNARD-VENTURA

Arbitron Rank: 110 Pop (12+): 362,000	Stations: 44 / 14	Last Year's Revenue: \$8,900,000
MSA Rank: 75	Diarles 1197 / 302:1/ 52.0 %	Household Income: \$51,645
MSA Pop: 717,000 (w/Sta. Barbara)	Sample Target: 1,120	Retail Dollars: \$5.9 Bil
DMA #: LA (#2)	% Below Line: 48.1	#1 Biller: KHAY-F \$2,000,000
Average Person Ratings: 16.4	% Not Listed: 9.1	#1 Billing Portfolio: KVEN/KHAY-F \$2,800,000
Market TSL In Hours: 22.00	Pop per Station: 25,857	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KBBY -FM	AC	43 / 7.2	4.6	6.1	5.8	487 / 13.5	11.1	12.8	50 / 635	C	KBBY -FM
2	KXLM -FM	SP	41 / 6.9	6.2	9.3	7.2	458 / 12.6	11.7	13.5	43 / 486	C	KXLM -FM
3	KHAY -FM	C	36 / 6.1	8.2	7.3	7.0	515 / 14.2	15.6	15.1	53 / 973	D	KHAY -FM
4	KKZZ -AM	ST	27 / 4.5	4.8	2.9	3.8	293 / 8.1	6.8	6.3	31 / 350		KKZZ -AM
5	KPWR -FM	U/CHR	25 / 4.2	4.9	3.7	4.3	355 / 9.8	15.3	13.5	34 / 624		KPWR -FM
6	KLVE -FM	SP	24 / 4.0	2.6	1.9	2.2	307 / 8.5	5.9	4.2	28 / 359		KLVE -FM
	KRTH -FM	O	24 / 4.0	5.3	3.7	3.9	538 / 14.9	15.8	14.3	43 / 1044		KRTH -FM
	KCAQ -FM	CHR	24 / 4.0	6.1	6.7	5.7	488 / 13.5	18.8	19.0	37 / 734	C	KCAQ -FM
9	KLOS -FM	AOR	22 / 3.7	4.6	3.9	6.2	441 / 12.2	14.9	12.4	60 / 1062		KLOS -FM
10	KNX -AM	N	19 / 3.2	3.1	3.0	3.6	436 / 12.1	9.9	13.1	44 / 975		KNX -AM
11	KBIG -FM	AC	16 / 2.7	1.3	2.2	1.9	364 / 10.0	8.0	8.0	35 / 703		KBIG -FM
	KVEN -AM	N/T	16 / 2.7	3.1	2.9	2.1	289 / 8.0	9.4	9.2	20 / 348	B	KVEN -AM
13	KFI -AM	T	15 / 2.5	3.8	3.7	4.5	268 / 7.4	10.4	9.8	46 / 793		KFI -AM
	KKBT -FM	B	15 / 2.5	2.3	4.6	2.1	227 / 6.3	9.1	10.6	20 / 379		KKBT -FM

12+ FM Share (Metro): 77.08 % (417 of 541) (Spring 95: 78.21 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KPWR-FM	1 KXLM-FM	1 KBBY-FM	1 KBBY-FM >	1 KBBY-FM >	1 KKZZ-AM <	1 KBBY-FM	1 KBBY-FM >	1 KBBY-FM <	1 KPWR-FM <	1 KXLM-FM
2 KCAQ-FM >	2 KBBY-FM	2 KXLM-FM	2 KHAY-FM <	2 KHAY-FM <	2 KHAY-FM	2 KHAY-FM	2 KHAY-FM <	2 KXLM-FM	2 KXLM-FM >	KTRO-AM
	3 KLVE-FM <	3 KHAY-FM >	3 KXLM-FM	3 KXLM-FM	3 KBBY-FM	3 KXLM-FM <	3 KXLM-FM	3 KHAY-FM <	3 KNX-AM <	3 KLVE-FM
	4 KPWR-FM		4 KLOS-FM	4 KRTH-FM	4 KRTH-FM <	4 KLOS-FM <	4 KKZZ-AM	4 KRTH-FM <	4 KLVE-FM	
	5 KCAQ-FM			5 KLOS-FM	5 KNX-AM	5 KLSX-FM		5 KPWR-FM <	KKBT-FM <	
	KLOS-FM <					6 KLVE-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KLVE-FM	1 KBBY-FM	1 KBBY-FM >	1 KBBY-FM >	1 KBBY-FM >	1 KPWR-FM >	1 KXLM-FM >	1 KLOS-FM	1 KXLM-FM >	1 KXLM-FM <
	KPWR-FM	2 KLVE-FM	2 KHAY-FM	2 KXLM-FM	KXLM-FM	2 KLOS-FM	2 KXLM-FM >	2 KLOS-FM <	2 KLOS-FM <
	KXLM-FM	3 KXLM-FM	3 KLVE-FM	3 KHAY-FM <	3 KLVE-FM >	KPWR-FM >	3 KBBY-FM	3 KHAY-FM <	3 KHAY-FM <
4 KCAQ-FM >	4 KCAQ-FM	KXLM-FM	4 KLVE-FM	4 KRTH-FM		4 KBBY-FM	4 KLSX-FM	4 KBBY-FM	4 KBBY-FM >
	KHAY-FM					KLVE-FM		5 KPWR-FM	

OXNARD-VENTURA

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating		
AC	0 (0)	67 (4)	67 (4)	12.4 %	10.1 %	KAXX	-FM	AOR-NR	107.1	Ventura	1.5	/ 4.4	
AOR/Classic/NR	0 (0)	73 (9)	73 (9)	13.5 %	11.5 %	KDAR	-FM	REL	98.3	Oxnard	1.3	/ 4.4	
Black/Urban	0 (0)	40 (2)	40 (2)	7.4 %	5.3 %	KOCP	-FM	CL AOR	95.9	Camarillo	1.3	/ 4.0	
CHR	0 (0)	35 (2)	35 (2)	6.5 %	12.8 %	KOXR	-AM	SP	910	Oxnard	2.0	/ 5.3	
Classical	0 (0)	10 (2)	10 (2)	1.8 %	1.2 %	KTND	-FM	C	105.5	Ojai	1.3	/ 4.1	
Country	0 (0)	46 (3)	46 (3)	8.5 %	8.4 %	KTRO	-AM	SP	1520	Oxnard	1.8	/ 5.2	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KXBS	-FM	AOR	96.7	Sta. Paula	1.0	/ 5.3	
Hispanic	38 (4)	67 (3)	105 (7)	19.4 %	18.7 %	KXSP	-AM	SP	1590	Ventura	1.0	/ 2.7	
Jazz	0 (0)	10 (1)	10 (1)	1.8 %	3.3 %	Other Rated Stations--Outside Market						Metro Share	Cume Rating
News/Talk	63 (6)	13 (1)	76 (7)	14.0 %	12.3 %	KABC	-AM	T	790	Los Angeles	0.7	/ 3.2	
Oldies	0 (0)	24 (1)	24 (1)	4.4 %	5.4 %	KCBS	-FM	CL AOR	93.1	Los Angeles	1.5	/ 6.6	
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KDB	-FM	CL	93.7	Sta. Barbara	1.2	/ 2.7	
Religion/Gospel	0 (0)	8 (1)	8 (1)	1.5 %	1.8 %	KHTY	-FM	CHR	97.4	Sta. Barbara	1.8	/ 5.6	
Soft AC/EZ	0 (0)	18 (3)	18 (3)	3.3 %	3.9 %	KJEE	-FM	AOR-NR	92.9	Montecito	0.3	/ 0.9	
Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.4 %	KKGO	-FM	CL	105.1	Los Angeles	0.5	/ 1.8	
Standards	27 (1)	0 (0)	27 (1)	5.0 %	3.3 %	KLSX	-FM	T	97.1	Los Angeles	2.2	/ 5.4	
Totals	130	12	411 (32)			KMPC	-AM	T	710	Los Angeles	1.0	/ 2.3	
						KNJO	-FM	SAC	92.7	Thousand Oaks	0.5	/ 1.8	
						KROQ	-FM	AOR-NR	106.7	Pasadena	1.0	/ 4.5	
						KRUZ	-FM	SAC	103.5	Sta. Barbara	2.0	/ 5.0	
						KSBL	-FM	AC	101.7	Carpenteria	0.3	/ 1.0	
						KSCA	-FM	AOR-P	101.9	Glendale	0.3	/ 1.2	
						KSPE	-FM	SP	94.5	Ellwood	0.3	/ 1.1	
						KTMS	-AM	N/T	1250	Sta. Barbara	0.5	/ 1.0	
						KTNQ	-AM	SP	1020	Los Angeles	1.5	/ 2.8	
						KTWW	-FM	J	94.7	Los Angeles	1.7	/ 5.9	
						KTYD	-FM	AOR	99.9	Sta. Barbara	1.5	/ 6.5	
						KXEZ	-FM	SAC	100.3	Los Angeles	0.5	/ 2.5	
						KYSR	-FM	AC/CHR	98.7	Los Angeles	1.0	/ 3.9	
						KZLA	-FM	C	93.9	Los Angeles	0.3	/ 2.0	
						XTRA	-AM	SPRTS	690	Tijuana	0.3	/ 1.8	

AM Stations

KKZZ	1400	1 KW	Standards	Westwd, CNN	\$20.00	---	Sta. Paula
KVEN	1450	1 KW	News/Talk	ABC, Talknt, AP	\$25.00	Radio Time	

FM Stations

KBBY	95.1	13 KW @ 876	AC	Westwd	\$35.00	D&R
KCAQ	104.7	3 KW @ 1581	CHR		\$40.00	Mc-Guild
KHAY	100.7	39 KW @ 1204	Country		\$47.00	Radio Time
KXLM	102.9	5.5 KW @ 112	Hispanic		\$37.00	---

Notes: Other ranked stations -- See Los Angeles and, in the Small Market Edition, Santa Barbara . . . 5/96 KTRO/KCAQ-F sold by Hal Frank to Gold Coast for \$3,650,000 (MVP) . . . 8/96 KVEN/KHAY-F sold by Bob Fox to McDonald Investments for \$12,700,000 (MVP)

PENSACOLA

Arbitron Rank: 125 Pop (12+): 311,400	Stations: 22 / 11	Last Year's Revenue:
MSA Rank: 129	Diarles 776 / 401:1/55.0 %	Household Income: \$38.096
MSA Pop:	Sample Target: 760	Retail Dollars: \$3.1 Bil
DMA # 61 (w/Mobile)	% Below Line: 29.8	#1 Biller: WXBM-F \$3,300,000
Average Person Ratings: 14.4	% Not Listed: 16.1	#1 Billing Portfolio:
Market TSL in Hours: 19.50	Pop per Station: 28,309	NA

12+ Metro	Format	1/4 Share	Fal 95	Spq 95	Fal 94	Spq 94	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level		
1	WXBM -FM	C	72 / 16.1	10.5	19.3	14.9	17.0	850 / 27.3	22.1	28.3	108 / 1390	E	WXBM -FM
2	WBLX -FM	B	54 / 12.1	10.3	9.7	14.2	10.6	508 / 16.3	16.0	14.2	91 / 896		WBLX -FM
3	WCOA -AM	FS/T	36 / 8.1	10.7	7.6	5.6	7.6	469 / 15.1	17.5	12.3	37 / 489	B	WCOA -AM
4	WMEZ -FM	SAC	31 / 6.9	8.4	6.6	8.7	4.7	487 / 15.6	17.3	15.1	42 / 659	C	WMEZ -FM
5	WTKX -FM	AOR	29 / 6.5	5.3	4.5	4.9	4.3	364 / 11.7	12.6	10.9	40 / 549	C	WTKX -FM
	WWRO -FM	CL AOR	29 / 6.5	7.8	8.4	7.3	6.3	463 / 14.9	17.6	18.1	47 / 778	C	WWRO -FM
7	WABB -FM	CHR	24 / 5.4	5.5	6.0	6.0	5.9	565 / 18.1	16.0	17.8	46 / 985		WABB -FM
8	WOWW -FM	AOR-NR	21 / 4.7	5.0	6.4	5.3	6.3	369 / 11.9	12.7	14.6	40 / 680	B	WOWW -FM
9	WRNE -AM	B/G	14 / 3.1	2.1	3.5	3.8	2.9	166 / 5.3	4.4	4.7	14 / 166	A	WRNE -AM
10	WDWG -FM	C	13 / 2.9	2.7	5.3	4.4		278 / 8.9	9.6	12.5	31 / 594		WDWG -FM
11	WMXC -FM	AC	10 / 2.2	3.2	2.3	4.0	4.5	248 / 7.9	10.2	10.5	23 / 491		WMXC -FM
12	WRKH -FM	CL AOR	9 / 2.0	0.4	0.8	0.7	6.1	190 / 6.1	5.2	4.8	18 / 334		WRKH -FM

12+ FM Share (Metro): 85.07 % (319 of 375) (Spring 95: 84.26 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WBLX-FM >	1 WBLX-FM	1 WXBM-FM	1 WXBM-FM >	1 WXBM-FM >	1 WXBM-FM >	1 WXBM-FM >	1 WXBM-FM >	1 WXBM-FM	1 WBLX-FM <	1 WXBM-FM >
2 WABB-FM	2 WTKX-FM <	2 WBLX-FM >	2 WBLX-FM	2 WBLX-FM	2 WCOA-AM	2 WCOA-AM	2 WMEZ-FM <	2 WBLX-FM >	2 WXBM-FM >	2 WBLX-FM
3 WOWW-F	3 WXBM-FM >	3 WWRO-F <	3 WWRO-F	3 WWRO-F	3 WMEZ-FM	3 WBLX-FM >	3 WCOA-AM <	3 WWRO-F <	3 WCOA-AM <	3 WCOA-AM >
4 WXBM-FM >	4 WABB-FM <	4 WTKX-FM	4 WMEZ-FM	4 WMEZ-FM >		4 WMEZ-FM	4 WBLX-FM <	4 WMEZ-FM <	4 WOWW-F	
	5 WOWW-F	5 WMEZ-FM <	5 WTKX-FM	5 WTKX-FM		5 WTKX-FM	5 WTKX-FM <	5 WCOA-AM <		
							6 WWRO-F >	6 WTKX-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WBLX-FM >	1 WBLX-FM	1 WXBM-FM >	1 WXBM-FM >	1 WXBM-FM >	1 WXBM-FM	1 WBLX-FM	1 WBLX-FM	1 WXBM-FM	1 WXBM-FM
2 WTKX-FM	2 WXBM-FM	2 WWRO-F	2 WBLX-FM	2 WMEZ-FM <	2 WOWW-F	2 WTKX-FM	2 WTKX-FM >	2 WBLX-FM >	2 WBLX-FM <
3 WOWW-F	3 WTKX-FM	WBLX-FM	3 WMEZ-FM >	3 WBLX-FM >	WBLX-FM	3 WXBM-FM >	3 WWRO-F >	3 WTKX-FM <	3 WWRO-F >
4 WABB-FM	4 WABB-FM	WABB-FM	4 WABB-FM <	4 WWRO-F	WTKX-FM	4 WOWW-F		4 WWRO-F >	4 WTKX-FM >>
WXBM-FM	5 WMEZ-FM		5 WWRO-F	WABB-FM >	5 WABB-FM >			5 WOWW-F >	
WMEZ-FM >									

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	10 (1)	10 (1)	2.7 %	2.7 %
AOR/Classic/NR	0 (0)	93 (5)	93 (5)	24.9 %	12.8 %
Black/Urban	0 (0)	56 (2)	56 (2)	15.0 %	11.4 %
CHR	0 (0)	30 (3)	30 (3)	8.0 %	7.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	91 (3)	91 (3)	24.3 %	30.8 %
Full Service	36 (1)	0 (0)	36 (1)	9.6 %	9.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	2 (1)	0 (0)	2 (1)	0.5 %	0.0 %
Oldies	2 (1)	7 (2)	9 (3)	2.4 %	10.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	16 (2)	0 (0)	16 (2)	4.3 %	4.8 %
Soft AC/EZ	0 (0)	31 (1)	31 (1)	8.3 %	7.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	56 (5)	318 (17)	374 (22)		

Other Rated Stations	Metro Share	Cume Rating
WBSR -AM	O	1230 Pensacola
WPFL -FM	O	105.1 Century
WSWL -AM	N	790 Pensacola
WWTJ -AM	REL	610 Pensacola

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WAVH -FM	O	106.5 Daphne, AL
WKSJ -FM	C	94.9 Mobile, AL
WKSM -FM	AOR	99.5 Ft. Walton Beach
WMXZ -FM	CHR	103.1 DeFuniak Spgs
WWSF -FM	CHR	98.1 Andalusia, AL
WYOK -FM	B	104.9 Moss Point, MS

PENSACOLA

AM Stations

WCOA	1370	5 KW (DA-N)	Full Svc/Talk	Westwd, ABC	\$20.00	Katz	
WRNE	980	2.5 KW/1 KW (DA-2)	Black/Gospel	SMN, AURN	\$<20.00	Roslin	Gulf Breeze

FM Stations

WMEZ	94.1	100 KW @ 1328	Soft AC	Westwd	\$31.00	Eastman	
WOWW	107.3	100 KW @ 1506	AOR--New Rock	Westwd	\$22.00	Mc-Guild	Paxson
WTKX	101.5	100 KW @ 1328	AOR		\$24.00	D&R	Paxson
WWRO	100.7	100 KW @ 1555	Classic AOR	ABC	\$33.00	Katz	
WXBM	102.7	100 KW @ 1328	Country	Westwd	\$64.00	Katz	Patterson Milton

Notes: Other ranked stations -- See Mobile . . . Consolidation report not available due to overlap with Mobile . . . 3/96 WOWW-F sold by SunGroup to Southern for \$2,600,000 (MVP) . . . 3/96 WKGT-F (Century, 105.1) sold for \$233,000 . . . 4/96 WKGT-F returns to the air as Oldies WPFL-F . . . 5/96 Southern sold these stations to Paxson (D): WOWW-F for \$3,000,000; WTKX-F for \$3,500,000 (est.) . . . 7/96 WWSF-F sold by Affable to Patterson (D) for \$

PEORIA

Arbitron Rank: 131 Pop (12+): 283,800
 MSA Rank: 142
 MSA Pop: 345,000
 DMA #: 109 (w/Bloomington)
 Average Person Ratings: 14.7
 Market TSL In Hours: 19.75

Stations: 20 / 14
 Diaries: 772 / 368:1/61.1 %
 Sample Target: 770
 % Below Line: 6
 % Not Listed: 10.5
 Pop per Station: 20,271

Last Year's Revenue: \$12,100,000
 Household Income: \$43,815
 Retail Dollars: \$3.4 Bil
 #1 Biller: WXCL-F \$2,300,000
 #1 Billing Portfolio: Kelly duop \$2,800,000

12+ Metro	Format	1/4 Share	Fal 95	Spq 95	Fal 94	Spq 94	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level	
1	WXCL -FM	C	68 / 16.3	13.5	16.4	18.3	780 / 27.5	23.0	29.2	77 / 914	D	WXCL -FM
2	WWCT -FM	AOR	54 / 12.9	9.9	12.9	10.0	667 / 23.5	22.5	22.1	75 / 1088	C	WWCT -FM
3	WSWT -FM	SAC	42 / 10.1	9.9	6.7	11.7	535 / 18.8	17.8	16.2	51 / 734	C	WSWT -FM
4	WMXP -FM	AC/CHR	29 / 6.9	7.0	8.0	5.9	506 / 17.8	21.6	24.1	41 / 825	B	WMXP -FM
	WOAM -AM	ST	29 / 6.9	4.8	4.1	4.4	302 / 10.7	8.7	6.1	30 / 312	A	WOAM -AM
6	WMBD -AM	FS	24 / 5.7	5.8	5.8	7.8	494 / 17.4	16.0	14.0	27 / 536	C	WMBD -AM
7	WGLO -FM	O	23 / 5.5	6.8	6.7	5.1	420 / 14.8	15.3	17.8	34 / 646	B	WGLO -FM
8	WKZW -FM	CHR	17 / 4.1	2.2	4.3	3.9	370 / 13.0	12.3	13.5	18 / 395	A	WKZW -FM
9	WBGE -FM	B	16 / 3.8	4.6	3.2	2.9	142 / 5.0	6.6	3.8	16 / 158	A	WBGE -FM
10	WTAZ -FM	T	14 / 3.4	3.9	3.4	4.6	277 / 9.8	8.4	9.3	16 / 328	B	WTAZ -FM
11	WIVR -FM	SAC	12 / 2.9	1.7	0.4		246 / 8.7	5.1	4.5	18 / 350	A	WIVR -FM
12	WIRL -AM	FS	10 / 2.4	3.1	3.7	3.2	281 / 9.9	11.8	10.9	11 / 319	B	WIRL -AM
13	WFYR -FM	C	8 / 1.9	1.4	3.0	3.9	249 / 8.8	7.6	7.8	19 / 419	A	WFYR -FM

12+ FM Share (Metro): 78.34 % (293 of 374) (Spring 95: 79.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight	
1	WKZW-FM >	1 WWCT-FM >	1 WWCT-FM	1 WXCL-FM	1 WXCL-FM	1 WXCL-FM >	1 WXCL-FM >	1 WXCL-FM	1 WXCL-FM <	1 WWCT-FM	1 WXCL-FM >
2	WWCT-FM	2 WXCL-FM	2 WXCL-FM	2 WWCT-FM <	2 WSWT-FM <	2 WSWT-FM <	2 WWCT-FM <	2 WSWT-FM <	2 WWCT-FM	2 WXCL-FM	2 WWCT-FM
3	WBGE-FM	3 WMXP-FM	3 WSWT-FM	3 WSWT-FM >	3 WWCT-FM >	3 WDAM-AM	3 WMBD-AM	3 WWCT-FM >	3 WSWT-FM	3 WKZW-FM <	3 WSWT-FM
4	WSWT-FM >	4 WMXP-FM	4 WGLO-FM	4 WMXP-FM <	4 WMBD-AM	4 WSWT-FM >	4 WMXP-FM	4 WMXP-FM	4 WSWT-FM	4 WSWT-FM	4 WSWT-FM
5	WGLO-FM >	WMXP-FM >	WMXP-FM >	5 WGLO-FM >	5 WGLO-FM <	WOAM-AM	5 WGLO-FM	5 WMXP-FM <	5 WMXP-FM <	5 WMXP-FM <	WTAZ-FM >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1	WMXP-FM	1 WWCT-FM	1 WXCL-FM	1 WXCL-FM <	1 WXCL-FM <	1 WWCT-FM >	1 WWCT-FM >	1 WWCT-FM >	1 WWCT-FM >	1 WXCL-FM
	WWCT-FM >	WXCL-FM <	2 WWCT-FM	2 WSWT-FM	2 WSWT-FM >	2 WXCL-FM >	2 WXCL-FM >	2 WSWT-FM	2 WXCL-FM >	2 WWCT-FM
3	WXCL-FM	3 WMXP-FM >	3 WMXP-FM	3 WWCT-FM <	3 WWCT-FM	3 WSWT-FM	3 WGLO-FM	3 WGLO-FM >	3 WGLO-FM	3 WGLO-FM
4	WBGE-FM >	4 WSWT-FM	4 WSWT-FM	4 WMXP-FM >	WMXP-FM >	WXCL-FM	WBGE-FM >	4 WSWT-FM >	4 WSWT-FM	4 WSWT-FM
5	WKZW-FM >							5 WMXP-FM >	5 WMXP-FM	5 WMXP-FM

Format Performance	AM	FM	Total	%	Spq 95
AC	0 (0)	29 (1)	29 (1)	7.8 %	9.3 %
AOR/Classic/NR	0 (0)	54 (1)	54 (1)	14.4 %	15.0 %
Black/Urban	0 (0)	16 (1)	16 (1)	4.3 %	3.8 %
CHR	0 (0)	21 (2)	21 (2)	5.6 %	6.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	82 (4)	82 (4)	21.9 %	24.8 %
Full Service	44 (4)	0 (0)	44 (4)	11.8 %	13.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	5 (1)	14 (1)	19 (2)	5.1 %	5.5 %
Oldies	0 (0)	23 (1)	23 (1)	6.1 %	7.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.8 %	0.5 %
Soft AC/EZ	0 (0)	54 (2)	54 (2)	14.4 %	8.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	29 (1)	0 (0)	29 (1)	7.8 %	4.8 %
Totals	81 (7)	293 (13)	374 (20)		

Other Rated Stations	Metro Share	Cume Rating
WPFO -AM	REL	0.7 / 2.7

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WAAG -FM	C	0.5 / 2.0
WBNQ -FM	CHR	1.0 / 5.8
WBWN -FM	C	1.0 / 2.3
WGN -AM	FS/T	1.4 / 4.1
WJBC -AM	FS	1.0 / 1.4
WLS -AM	T	1.2 / 4.3

PEORIA

Consolidation Report	12+	25-54	Revenue
Cromwell WFYR-FM, WGLO-FM, WWEL-AM	20.5 %	7.4 %	9.9 %
Kelly WKZW-FM, WOAM-AM, WXCL-FM	27.3 %	27.3 %	23.1 %
	47.8 %	34.7 %	33.0 %

AM Stations

WIRL	1290	5 KW (DA-2)	Full Service	ABC, Westwd	\$<20.00	Christal	Comm. Service
WMBD	1470	5 KW (DA-2)	Full Service	CBS	\$30.00	Katz	Midwest TV
WOAM	1350	1 KW	Standards	SMN	\$<20.00	Banner	Kelly

FM Stations

WBGE	92.3	6 KW @ 148	Black	SMN	\$<20.00	K&P		
WFYR	97.3	23.5 KW @ 338	Country		\$<20.00	---	Cromwell	Elmwood
WGLO	95.5	7 KW @ 620	AC		\$22.00	D&R	Cromwell	Pekin
WIVR	98.5	3 KW @ 328	Oldies	CNN	NA	---		Eureka
WKZW	94.3	6 KW @ 300	CHR	CNN	\$<20.00	---	Kelty	Chillicothe
WMXP	93.3	41 KW @ 551	AC		\$29.00	Katz	Midwest TV	
WSWT	106.9	50 KW @ 479	Soft AC		\$43.00	Christal	Comm. Service	
WTAZ	102.3	6 KW @ 298	Talk	ABC, Talknt, WW1	\$<20.00	K&P		Morton
WWCT	105.7	33 KW @ 591	AOR		\$46.00	Christal		
WXCL	104.9	3 KW @ 328	Country	Westwd	\$53.00	Banner	Kelly	Pekin

Notes: 5/96 WIVR-F (Eureka) sold by IL Valley to Granite (WEEK-TV) for \$1,000,000 . . . 7/96 WIVR-F changed calls to WEEK-F

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Arbitron Rank: 5 **Pop (12+):** 4,067,000
MSA Rank: 4
MSA Pop: 4,960,000
DMA # 4
Average Person Ratings: 18.1
Market TSL In Hours: 23.50

Stations: 32 / 23
Diaries 4595 / 885:1/51.8 %
Sample Target: 4,630
% Below Line: 5
% Not Listed: 10.3
Pop per Station: 176,826

Last Year's Revenue: \$186,000,000
Household Income: \$54,160
Retail Dollars: \$45.1 Bil
#1 Biller: KYW \$26,000,000
#1 Billing Portfolio: Infinity/West. duop+ \$88,700,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KYW -AM	N	528 / 7.2	9.1	8.2	7.4	7.3	8.0	12483 / 30.7	30.9	32.0	571 / 13977	K KYW -AM
2	WUSL -FM	B	500 / 6.8	5.9	6.1	6.4	6.2	6.3	5685 / 14.0	13.3	13.0	624 / 7465	I WUSL -FM
3	WBEB -FM	AC	419 / 5.7	5.6	5.5	4.4	4.7	5.3	6489 / 16.0	15.0	14.2	473 / 7585	I WBEB -FM
4	WDAS -FM	B/AC	401 / 5.5	4.9	5.3	5.6	5.8	5.3	4295 / 10.6	9.9	11.1	468 / 5155	I WDAS -FM
5	WOGL -FM	O	396 / 5.4	4.4	5.0	5.2	5.3	5.0	6303 / 15.5	15.4	15.1	513 / 8324	I WOGL -FM
6	WYSP -FM	T/CL AOR	373 / 5.1	4.6	5.1	5.0	4.8	4.9	6365 / 15.6	17.8	15.8	494 / 8750	K WYSP -FM
7	WPEN -AM	ST	350 / 4.8	4.7	5.7	4.8	4.8	5.0	3193 / 7.8	10.1	8.7	366 / 3480	G WPEN -AM
8	WMGK -FM	O-70'S	335 / 4.6	3.8	3.1	3.8	3.4	3.8	5349 / 13.2	11.3	12.1	410 / 6801	H WMGK -FM
9	WMMR -FM	AOR	331 / 4.5	3.4	3.9	4.5	5.2	4.1	5816 / 14.3	13.0	15.8	390 / 7452	I WMMR -FM
10	WWDB -FM	T	324 / 4.4	5.9	4.7	4.9	5.7	5.0	4350 / 10.7	11.6	12.3	420 / 5738	H WWDB -FM
11	WIOQ -FM	CHR	317 / 4.3	4.8	4.3	4.1	3.4	4.4	6331 / 15.6	15.8	13.5	403 / 8474	G WIOQ -FM
12	WYXR -FM	AC/CHR	287 / 3.9	3.9	3.7	4.0	4.0	3.9	5190 / 12.8	13.4	14.4	346 / 6641	H WYXR -FM
13	WXTU -FM	C	283 / 3.8	4.7	5.3	4.7	4.6	4.6	3983 / 9.8	10.7	10.5	409 / 5886	H WXTU -FM
14	WIP -AM	SPRTS	275 / 3.7	3.7	3.2	2.9	3.6	3.4	4653 / 11.4	10.7	11.7	321 / 5589	I WIP -AM
15	WJJZ -FM	J	238 / 3.2	3.8	3.5	3.6	3.6	3.5	4010 / 9.9	9.7	9.6	306 / 5281	G WJJZ -FM
16	WFLN -FM	CL	229 / 3.1	2.7	2.5	2.3	2.3	2.7	3215 / 7.9	7.6	6.9	274 / 4028	F WFLN -FM
17	WPLY -FM	CHR-NR	226 / 3.1	3.3	3.7	4.0	4.1	3.5	5744 / 14.1	15.1	15.4	280 / 7217	G WPLY -FM
18	WIBF -FM	AOR-NR	152 / 2.1	1.5	1.3	1.3	1.5	1.6	3711 / 9.1	6.0	7.1	162 / 4053	E WIBF -FM

12+ FM Share (Metro): 78.03 % (5144 of 6592) (Spring 95: 77.03 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WUSL-FM >	1 WUSL-FM	1 WYSP-FM	1 WDAS-FM <	1 WDAS-FM	1 KYW-AM	1 KYW-AM	1 WBEB-FM	1 WUSL-FM	1 WUSL-FM >	1 KYW-AM >
2 WIOQ-FM >	2 WYSP-FM	WUSL-FM <	2 WYSP-FM <	WOGL-FM <	2 WPEN-AM <	2 WYSP-FM >	2 WOGL-FM	2 KYW-AM <	2 WDAS-FM <	2 WWDB-F >
3 WMGK-FM <	3 WDAS-FM <	3 WMMR-F <	3 WYSP-FM <	3 WOGL-FM <	3 WOGL-FM <	3 WPEN-AM	3 WMGK-FM <	3 WBEB-FM	3 WIOQ-FM >	3 WDAS-FM <
4 WIOQ-FM <	4 WMGK-FM	4 WMGK-FM	4 WMMR-F <	4 WWDB-F <	WUSL-FM	4 WPEN-AM <	4 WOGL-FM	4 KYW-AM <	4 WUSL-FM	
5 WDAS-FM	WMMR-F <	5 WOGL-FM	5 WMGK-FM	5 WBEB-FM	5 WBEB-FM <	5 WDAS-FM <	WMGK-FM <	5 WWDB-F		
	WMMR-F <	6 WBEB-FM <	6 WBEB-FM <	6 WBEB-FM	6 WDAS-FM	6 WOGL-FM <	6 WMMR-F <	6 WMMR-F <	6 WMGK-FM	
7 WPLY-FM	7 WOGL-FM <	7 WUSL-FM <	7 WUSL-FM <			7 WIP-AM <	7 WWDB-F <	7 WDAS-FM <	WYXR-FM <	
8 WYXR-FM <	8 WYXR-FM <	8 WYXR-FM	8 KYW-AM <			WDAS-FM	8 WUSL-FM	8 WIOQ-FM		
9 WBEB-FM	9 WIOQ-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WUSL-FM	1 WUSL-FM >	1 WUSL-FM <	1 WBEB-FM <	1 WBEB-FM <	1 WYSP-FM <	1 WYSP-FM	1 WYSP-FM >	1 WYSP-FM	1 WYSP-FM
2 WIOQ-FM >	2 WIOQ-FM <	2 WDAS-FM <	2 WUSL-FM	2 WDAS-FM	2 WUSL-FM	2 WUSL-FM	2 WUSL-FM <	2 WMMR-F	2 WMMR-F <
3 WPLY-FM	3 WYXR-FM	3 WMGK-FM	3 WYXR-FM <	3 WOGL-FM	3 WPLY-FM <	3 WMMR-F <	3 WMMR-F <	3 WMGK-FM	3 WIP-AM
WBEB-FM <	4 WMGK-FM <	4 WYXR-FM	4 WDAS-FM	4 WYXR-FM <	4 WIOQ-FM >	4 WIP-AM	4 WIP-AM	WIP-AM	4 WOGL-FM <
5 WYXR-FM >	5 WBEB-FM <	5 WIOQ-FM <	5 WIOQ-FM <	5 WMGK-FM <	5 WMGK-FM <	5 WMGK-FM <	5 WMGK-FM <	5 WUSL-FM <	5 WMGK-FM
	6 WDAS-FM	6 WMMR-F <	6 WMGK-FM	6 WUSL-FM <	6 WMMR-F <	6 WPLY-FM	6 WDAS-FM >	6 WDAS-FM	6 WDAS-FM
	7 WPLY-FM	7 WBEB-FM	7 WOGL-FM	7 WMMR-F <	7 WDAS-FM	WDAS-FM			7 KYW-AM <
		8 WYSP-FM <	8 WMMR-F	8 KYW-AM <					

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Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating	
AC	0 (0)	740 (3)	740 (3)	11.2 %	11.6 %	WDAS -AM	G/B	1480	Philadelphia	1.1 / 3.3
AOR/Classic/NR	0 (0)	709 (3)	709 (3)	10.8 %	13.0 %	WGMP -AM	SPRTS	1210	Philadelphia	0.8 / 4.0
Black/Urban	54 (1)	901 (2)	955 (3)	14.5 %	14.7 %	WHAT -AM	B/T	1340	Philadelphia	0.7 / 1.9
CHR	0 (0)	459 (3)	459 (3)	7.0 %	10.0 %	WNAP -AM	REL	1110	Norristown	0.5 / 1.2
Classical	0 (0)	229 (1)	229 (1)	3.5 %	2.6 %	WWJZ -AM	ST	640	Mt. Holly, NJ	0.5 / 0.8
Country	0 (0)	283 (1)	283 (1)	4.3 %	4.7 %					
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %					
Jazz	0 (0)	238 (1)	238 (1)	3.6 %	4.0 %					
News/Talk	528 (1)	697 (2)	1225 (3)	18.6 %	16.0 %					
Oldies	0 (0)	776 (3)	776 (3)	11.8 %	10.1 %					
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %					
Religion/Gospel	119 (2)	43 (2)	162 (4)	2.5 %	1.7 %					
Soft AC/EZ	0 (0)	48 (1)	48 (1)	0.7 %	0.8 %					
Sports	361 (3)	0 (0)	361 (3)	5.5 %	5.2 %					
Standards	386 (2)	21 (1)	407 (3)	6.2 %	5.8 %					
Totals:	1448 (9)	5144 (23)	6592 (32)							

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WBYN -FM	REL	107.5	Boyertown			0.3	/ 0.9
WCHR -FM	REL	94.5	Trenton, NJ			0.3	/ 1.1
WFAN -AM	SPRTS	660	New York			0.3	/ 1.0
WFMZ -FM	SAC	100.7	Allentown			0.7	/ 1.9
WJBR -FM	AC	99.5	Wilmington, DE			0.5	/ 1.9
WKXW -FM	O	101.5	Trenton, NJ			0.6	/ 3.6
WPST -FM	CHR	97.5	Trenton, NJ			1.6	/ 8.5
WRDR -FM	ST	104.9	Egg Harbor, NJ			0.3	/ 1.1
WSTW -FM	CHR	93.7	Wilmington, DE			0.4	/ 2.3

Consolidation Report	12+	25-54	Revenue
Beasley WDAS-FM, WTEL-AM, WXTU-FM, WDAS-AM	10.4 %	12.0 %	13.0 %
Evergreen WYXR-FM, WJJZ-FM	7.1 %	8.9 %	8.0 %
EZ WIOQ-FM, WUSL-FM	11.1 %	8.4 %	8.9 %
Infinity/West. KYW-AM, WYSP-FM, WOGL-FM, WMMR-FM, WIP-AM, WGMP-AM	26.7 %	31.1 %	47.7 %
Salem WPHY-AM, WZZD-AM	0.0 %	0.0 %	1.0 %
	55.4 %	60.4 %	78.6 %

AM Stations						
KYW	1060	50 KW (DA-1)	News	WW1, CNN, ABC	\$380.00	Group W CBS/West.
WGMP	1210	50 KW	Sports	CBS, 1/1, SBUSA	NA	CBS Inf./CBS/West., pend.
WIP	610	5 KW (DA-1)	Sports	Westwd	\$150.00	Interep Inf./CBS/West., pend.
WPEN	950	5 KW (DA-N)	Stds/Full Svc.	Westwd	\$107.00	MMR Greater Media

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FM Stations

Station	Freq	Power	Format	Revenue	Owner	Advertiser	Agency
WBEB	101.1	14 KW @ 940	AC	\$211.00	Mc-Guild		
WDAS	105.3	17 KW @ 873	Black/AC	\$217.00	D&R	Beasley	
WFLN	95.7	50 KW @ 502	Classical	\$135.00	CMBS	Secret	
WIBF	103.9	0.3 KW @ 1000	AOR-New Rock	\$75.00	Eastman	Jarad	Jenkintown
WIOQ	102.1	27 KW @ 670	CHR	\$159.00	Banner	EZ	
WJJZ	106.1	23 KW @ 740	Jazz	\$157.00	Katz	Evergreen	
WMGK	102.9	8.5 KW @ 1180	Oldies-70's	\$160.00	MMR	Greater Media	
WMMR	93.3	18 KW @ 827	AOR	Westwd \$265.00	Group W	CBS/West.	
WUGL	98.1	13 KW @ 1000	Oldies	CBS \$268.00	CBS	CBS/West.	
WPLY	100.3	35 KW @ 600	CHR-New Rock	\$148.00	Christal	Media	
WUSL	98.9	19 KW @ 830	Black	\$202.00	Banner	EZ	
WWDB	96.5	17 KW @ 865	Talk	ABC \$175.00	Banner	Mercury	
WXTU	92.5	16 KW @ 900	Country	Westwd \$195.00	D&R	Beasley	
WYSP	94.1	16 KW @ 900	Talk/Clas. AOR	Source, Westwd \$370.00	Interep	Inf./CBS/West., pend.	
WYXR	104.5	17 KW @ 873	AC/CHR	\$185.00	Katz	Evergreen	

Notes: 2/96 WFLN-F resold by Marlin to American Radio Sys. for \$28,000,000 (Blackburn) . . . ARS then traded WFLN-F to Secret for KMJI/KSFM-F Sacramento . . . 4/96 WURD sold by Willis to Mega for \$1,570,000 . . . Infinity sold these stations to Westinghouse: WIP for \$85,000,000; WYSP-F for \$189,000,000 . . . 7/96 These stations were sold by EZ to American Radio Syst: WIOQ-F for \$45,000,000 and WUSL-F for \$70,000,000

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

PHOENIX

Arbitron Rank: 20 Pop (12+): 1,997,400	Stations: 35 / 32	Last Year's Revenue: \$95,500,000
MSA Rank: 17	Diaries 3072 / 650:1/53.8 %	Household Income: \$41,881
MSA Pop: 2,600,000	Sample Target: 3,030	Retail Dollars: \$25.5 Bil
DMA #: 17	% Below Line: 1.5	#1 Biller: KNIX-F \$11,000,000
Average Person Ratings: 16.4	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 62,419	Pulitzer duop \$16,100,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KMLE -FM	C	219 / 6.7	6.6	5.8	6.2	7.5	6.3	3263 / 16.3	14.7	16.6	236 / 3507	I KMLE -FM
2	KNIX -FM	C	215 / 6.6	7.6	5.7	7.4	7.3	6.8	3286 / 16.5	15.6	18.0	250 / 3825	I KNIX -FM
3	KKFR -FM	CHR	208 / 6.4	7.1	7.0	6.4	5.4	6.7	3597 / 18.0	18.5	17.3	235 / 3991	F KKFR -FM
4	KTAR -AM	N/T	202 / 6.2	7.6	8.0	8.2	8.9	7.5	3851 / 19.3	21.3	24.4	213 / 4059	I KTAR -AM
5	KFYI -AM	T	200 / 6.1	4.7	6.2	5.7	5.1	5.7	2087 / 10.5	11.2	10.6	210 / 2257	G KFYI -AM
6	KOOL -AF	O	174 / 5.3	4.6	4.1	3.9	3.9	4.5	3095 / 15.5	12.0	11.5	179 / 3201	G KOOL -AF
7	KYOT -FM	J	168 / 5.1	4.5	4.1	2.5	2.9	4.1	1808 / 9.1	8.9	7.1	176 / 1974	D KYOT -FM
8	KOY -AM	ST	147 / 4.5	5.6	5.8	5.5	5.1	5.3	1862 / 9.3	9.7	10.0	162 / 2018	D KOY -AM
9	KUPD -FM	AOR	146 / 4.5	4.8	5.0	6.4	5.0	5.2	2170 / 10.9	12.0	13.0	160 / 2465	H KUPD -FM
10	KDKB -FM	AOR	134 / 4.1	3.5	3.3	3.4	3.2	3.6	2113 / 10.6	11.2	11.8	140 / 2228	G KDKB -FM
11	KEDJ -FF	AOR-NR	128 / 3.9	2.8	2.7	2.5	2.5	3.0	2449 / 12.3	10.9	8.4	132 / 2594	C KEDJ -FF
12	KSLX -AF	CL AOR	119 / 3.6	2.9	3.8	4.5	3.2	3.7	2002 / 10.0	12.0	11.4	131 / 2139	G KSLX -AF
13	KZZP -FM	CHR/AC	115 / 3.5	2.6	2.5	2.3	3.1	2.7	2491 / 12.5	10.0	10.6	116 / 2550	F KZZP -FM
14	KKLT -FM	SAC	110 / 3.4	3.7	3.5	3.9	4.4	3.6	1874 / 9.4	10.0	10.7	119 / 2074	G KKLT -FM
15	KZON -FM	AOR-P	96 / 2.9	3.3	2.7	2.6	2.2	2.9	1925 / 9.6	6.5	6.0	99 / 2066	E KZON -FM
16	KESZ -FM	AC	90 / 2.8	3.3	3.2	3.8	3.1	3.3	1752 / 8.8	12.4	9.8	94 / 1852	G KESZ -FM
17	KHTC -FM	O-70s	65 / 2.0	2.2	2.5	2.5	3.3	2.3	1282 / 6.4	7.9	8.8	68 / 1421	E KHTC -FM
18	KGME -AM	SPRST	36 / 1.1	1.1	0.8	0.6	0.7	0.9	652 / 3.3	2.9	2.1	36 / 667	KGME -AM

12+ FM Share (Metro): 74.37 % (2107 of 2833) (Spring 95: 69.30 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKFR-FM >	1 KUPD-FM <	1 KMLE-FM	1 KMLE-FM	1 KMLE-FM	1 KFYI-AM <	1 KTAR-AM	1 KFYI-AM	1 KKFR-FM	1 KKFR-FM	1 KFYI-AM
2 KEDJ-FF >	2 KKFR-FM	2 KKFR-FM <	2 KYOT-FM <	2 KDOL-AF <	2 KTAR-AM <	2 KNIX-FM <	2 KMLE-FM <	KMLE-FM <	2 KFYI-AM <	2 KNIX-FM <
3 KEDJ-FM	3 KMLE-FM <	3 KUPD-FM <	3 KDKB-FM <	3 KYOT-FM <	3 KNIX-FM <	3 KMLE-FM <	3 KYOT-FM	3 KNIX-FM <	3 KTAR-AM	3 KTAR-AM <
4 KMLE-FM	4 KEDJ-FF	4 KDKB-FM <	4 KOOL-AF	4 KNIX-FM	4 KOY-AM <	4 KKFR-FM	KNIX-FM	4 KTAR-AM <	4 KEDJ-FF <	4 KUPD-FM <
5 KOOL-AF	5 KZZP-FM	5 KYOT-FM <	5 KNIX-FM	5 KDKB-FM	5 KOOL-AF <	5 KDKB-FM <	5 KOOL-AF	5 KFYI-AM <	5 KMLE-FM	5 KMLE-FM
	KDKB-FM <	6 KOOL-AF <	KSLX-AF <	6 KSLX-AF <	6 KYOT-FM <	6 KEDJ-FF <	6 KTAR-AM <	6 KYOT-FM		
	7 KZON-FM	7 KNIX-FM <	7 KKFR-FM		7 KMLE-FM >	7 KOOL-AF <				
		8 KSLX-AF <				8 KFYI-AM <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKFR-FM	1 KMLE-FM <	1 KMLE-FM	1 KMLE-FM	1 KMLE-FM <	1 KUPD-FM	1 KUPD-FM	1 KUPD-FM	1 KUPD-FM <	1 KDKB-FM <
2 KMLE-FM	2 KKFR-FM	2 KKFR-FM	2 KKFR-FM	2 KNIX-FM	2 KEDJ-FF	2 KEDJ-FF	2 KDKB-FM	2 KDKB-FM	2 KOOL-AF
3 KZZP-FM	3 KZZP-FM	3 KZZP-FM <	3 KNIX-FM <	3 KOOL-AF <	3 KEDJ-FM	3 KDKB-FM	3 KEDJ-FF	3 KSLX-AF <	KYOT-FM
4 KUPD-FM >	4 KUPD-FM	4 KNIX-FM	4 KOOL-AF <	4 KYOT-FM <	4 KKFR-FM	4 KKFR-FM	4 KSLX-AF	4 KSLX-FM	KMLE-FM <
5 KEDJ-FF >	5 KZON-FM	KZON-FM	5 KYOT-FM	5 KKLT-FM <	5 KZON-FM >	5 KZON-FM	5 KKFR-FM <	KMLE-FM <	5 KSLX-AF <
	KNIX-FM	6 KUPD-FM	6 KZZP-FM	6 KKFR-FM <	6 KZZP-FM <	6 KSLX-AF	6 KZON-FM	6 KEDJ-FF <	6 KOOL-FM
		KYOT-FM		7 KESZ-FM	7 KDKB-FM	7 KZZP-FM	KYOT-FM	7 KKFR-FM	7 KFYI-AM <
		KKLT-FM						KYOT-FM <	8 KUPD-FM <
								9 KOOL-AF	

PHOENIX

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	90 (1)	90 (1)	3.2 %	8.6 %
AOR/Classic/NR	1 (1)	622 (6)	623 (7)	22.0 %	19.1 %
Black/Urban	29 (1)	24 (1)	53 (2)	1.9 %	2.0 %
CHR	0 (0)	353 (4)	353 (4)	12.5 %	6.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	11 (1)	434 (2)	445 (3)	15.7 %	18.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	45 (3)	22 (2)	67 (5)	2.4 %	3.5 %
Jazz	0 (0)	198 (2)	198 (2)	7.0 %	3.4 %
News/Talk	437 (4)	0 (0)	437 (4)	15.4 %	17.8 %
Oldies	10 (1)	229 (2)	239 (3)	8.4 %	9.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	135 (2)	135 (2)	4.8 %	5.1 %
Sports	36 (1)	0 (0)	36 (1)	1.3 %	0.8 %
Standards	157 (2)	0 (0)	157 (2)	5.5 %	5.9 %
Totals	726 14	2107 (22)	2833 (36)		

Other Rated Stations					Metro Share	Cume Rating
KBZR	-FM	CHR/U	103.9	Coolidge	0.8	/ 4.7
KCWW	-AM	C	1580	Tempe	0.3	/ 1.3
KFNN	-AM	T	1510	Mesa	0.6	/ 1.2
KISO	-AM	B/AC	1230	Phoenix	0.9	/ 2.3
KMJK	-FM	B	106.9	Buckey	0.7	/ 2.8
KOAZ	-FM	J	103.5	Glendale	0.9	/ 2.3
KPHX	-AM	SP	1480	Phoenix	0.4	/ 1.0
KSUN	-AM	SP	1400	Phoenix	0.5	/ 1.3
KVVA	-FM	SP	107.1	Apache Junction	0.3	/ 0.9
KVVA	-AM	SP	860	Phoenix	0.6	/ 1.4
KXAM	-AM	T	1310	Mesa	0.4	/ 1.4

Other Rated Stations—Outside Market					Metro Share	Cume Rating
KAHM	-FM	EZ	102.1	Prescott	0.8	/ 1.2
KLVA	-FM	REL	105.5	Casa Grande	0.4	/ 1.3
KSAZ	-AM	ST	580	Marana	0.3	/ 0.8

Consolidation Report	12+	25-54	Revenue
Colfax, pend. KZON-FM, KYOT-FM, KOOL-FM, KOY-AM, KISO-AM	18.4 %	19.0 %	14.7 %
Local KTWC-FM, KESZ-FM	2.8 %	4.2 %	6.1 %
Pulitzer, pend. KVVA-AM, KTAR-AM, KKLT-FM	10.2 %	9.3 %	16.7 %
Sandusky KUPD-FM, KUKQ-AM, KDKB-FM	8.6 %	10.2 %	14.4 %
	40.0 %	42.7 %	51.9 %

AM Stations

KCWW	1580 50 KW (DA-N)	Country	SMN	\$35.00	Katz	Buck Owens
KFYI	910 5 KW (DA-N)	Talk	CBS, Westwd	\$77.00	D&R	Broadcast Group
KGME	1360 5 KW/1 KW (DA-N)	Sports	Westwd, CBS, 1/1	NA	MMR	KEDJ owner
KISO	1230 1 KW	Black	SMN	\$24.00	MMR	Colfax
KOOL	960 5 KW (DA-N)	See KOOL-FM				Salem
KOY	550 5 KW/1 KW	Standards/FS	Westwd, CNN	\$55.00	MMR	Colfax
KSUN	1400 1 KW	Hispanic		\$27.00	Caballero	
KTAR	620 5 KW (DA-N)	News/Talk	ABC, CBS	\$174.00	CBS	Pulitzer
KVVA	860 1 KW (DA-N)	Hispanic		\$30.00	Lotus	Pulitzer

FM Stations

KDKB	93.3	100 KW @ 1540	AOR	\$109.00	Torbet	Sandusky	
KEDJ	106.3	3 KW @ 324	New Rock	\$49.00	MMR	New Century	Sun City
KESZ	99.9	100 KW @ 1702	AC	AP	\$78.00	CBS	
KHOT	100.3	90 KW @ 2047	See KEDJ-FM			New Century	Globe
KHTC	96.9	100 KW @ 1560	Oldies-70's	\$73.00	CBS	Bonneville	
KKFR	92.3	100 KW @ 1647	CHR/Urban	\$82.00	D&R	Broadcast Group	
KKLT	98.7	100 KW @ 1788	Soft AC	\$114.00	Christal	Pulitzer	
KMJK	106.9	6 KW @ 305	Black	AURN	NA ---		Buckeye
KMLE	107.9	100 KW @ 1736	Country	\$183.00	Mc-Guild	Chancellor	
KNIX	102.5	100 KW @ 1620	Country	\$180.00	Katz	Buck Owens	
KOAZ	103.5	62 KW @ 2428	Jazz	\$35.00	CBS	KESZ-F owner	Glendale
KOOL	94.5	100 KW @ 1655	Oldies	\$101.00	Christal	Colfax	
KSLX	100.7	100 KW @ 1840	Classic AOR	\$110.00	Eastman	Jacor	
KUPD	97.9	100 KW @ 1620	AOR	\$151.00	Banner	Sandusky	Tempe
KYOT	96.5	100 KW @ 1570	Jazz	\$66.00	MMR	Colfax	
KZON	101.5	100 KW @ 1740	Prog. AOR	ABC	\$70.00	MMR	Colfax
KZZP	104.7	100 KW @ 1550	CHR	\$80.00	Mc-Guild	Nationwide	

Notes: 3/96 KSLX-AF sold by Citicasters to Jacor for \$29,800,000 . . . 3/96 KVRV-F changes from AC to CHR/AC as KZZP-F . . . 3/96 KBZR-F (Coolidge) sold to Scott Fey for \$7,350,000 (Serafin) . . . 3/96 KOOL-AF sold by Par to Colfax for \$35,000,000 (Kalil) . . . 4/96 KBZR-F changed from AOR-NR to CHR/Urban; KRIM-F (Payson) ceased simulcasting KBZR-F to remain AOR-NR . . . 5/96 These stations were sold by Sundance to Colfax (D+): KISO for \$1,000,000; KOY for \$8,000,000; KYOT-F for \$16,000,000; KZON-F for \$20,000,000 (all estimates) . . . 5/96 KTWC-F changed from Standards to Jazz as KOAZ-F ("The Oasis 103.5") . . . 6/96 KOOL sold by Colfax to Salem to \$6,500,000 (Kalil) . . . 6/96 KGME/KEDJ-F/KHOT-F sold by Resource Media to New Century for \$9,600,000 . . . 6/96 KBUQ-F (105.9; Paradise Valley; "Young Buck") signs on with Country format . . . 7/96 ABS sold these stations: KVVA to Pulitzer (D) for \$4,925,000; KVVA-F to Z-Spanish for \$8,550,000 (Bcst. Mgmt. Consultants)

PITTSBURGH

Arbitron Rank: 19 Pop (12+): 2,036,900
MSA Rank: 19
MSA Pop: 2,400,000
DMA # 19
Average Person Ratings: 16.6
Market TSL in Hours: 22.25

Stations: 32 / 30
Diaries 3309 / 616:1/ 63.1 %
Sample Target: 3,300
% Below Line: 1.1
% Not Listed: 13.5
Pop per Station: 67,897

Last Year's Revenue: \$69,000,000
Household Income: \$41,060
Retail Dollars: \$21.2 Bil
#1 Biller: WDVE-F \$12,300,000
#1 Billing Portfolio: Secret duop+ \$19,500,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KDKA -AM	N/T	434 / 12.8	14.4	12.5	12.7	14.3	13.1	5434 / 26.7	28.5	27.1	490 / 6292	I KDKA -AM
2	WDVE -FM	AOR	312 / 9.2	8.6	8.4	11.0	10.8	9.3	4142 / 20.3	17.9	22.5	392 / 5315	I WDVE -FM
3	WDSY -AF	C	264 / 7.8	7.3	8.3	6.9	6.3	7.6	3210 / 15.8	16.2	12.7	302 / 3811	G WDSY -AF
4	WBZZ -FM	CHR	226 / 6.7	6.2	6.4	6.4	6.9	6.4	4424 / 21.7	21.2	22.5	265 / 5398	G WBZZ -FM
5	WWSW -AF	O	221 / 6.5	5.7	6.7	7.0	6.6	6.5	3594 / 17.6	18.4	17.5	254 / 4298	G WWSW -AF
6	WVTY -FM	AC	143 / 4.2	4.4	4.0	4.7	3.8	4.3	2817 / 13.8	14.2	13.5	149 / 3004	G WVTY -FM
7	WSHH -FM	SAC	138 / 4.1	4.9	5.1	4.2	4.0	4.6	2569 / 12.6	13.7	12.0	156 / 2797	E WSHH -FM
8	WJAS -AM	ST	128 / 3.8	4.0	4.3	4.0	5.3	4.0	1750 / 8.6	8.3	9.6	132 / 1800	C WJAS -AM
9	WTAE -AM	T	127 / 3.8	3.9	3.6	4.1	3.9	3.8	2472 / 12.1	0.0	0.0	129 / 2549	G WTAE -AM
10	WLTJ -FM	SAC	123 / 3.6	3.7	4.4	3.5	2.9	3.8	2187 / 10.7	11.8	9.1	136 / 2499	D WLTJ -FM
11	WZPT -FM	O-70s	121 / 3.6	2.7	2.8	3.5	3.5	3.1	2366 / 11.6	10.2	13.2	148 / 2711	D WZPT -FM
12	WAMO -FM	B	114 / 3.4	4.9	5.4	5.4	5.7	4.8	1550 / 7.6	10.2	11.4	129 / 1834	E WAMO -FM
13	WNRQ -FM	AOR-NR	101 / 3.0	4.1	3.4	2.1	1.9	3.1	2153 / 10.6	11.1	6.2	117 / 2417	C WNRQ -FM
14	WXDX -FM	AOR-P	96 / 2.8	1.9	1.7	2.3	2.3	2.2	2092 / 10.3	7.6	6.7	114 / 2548	B WXDX -FM
15	WRRK -FM	CL AOR	91 / 2.7	2.2	3.0	2.7	2.7	2.7	2042 / 10.0	9.9	10.5	103 / 2339	C WRRK -FM
16	KQV -AM	N	43 / 1.3	1.4	1.3	1.6	1.5	1.4	850 / 4.2	4.7	4.6	43 / 853	C KQV -AM
17	WORD -FM	REL	40 / 1.2	0.9	1.1	1.2	1.2	0.5	813 / 4.0	2.8	3.9	48 / 966	WORD -FM
18	WASP -FM	C	33 / 1.0	1.4	0.9	0.8	0.7	1.0	438 / 2.2	2.0	1.8	47 / 592	WASP -FM

12+ FM Share (Metro): 70.37 % (2059 of 2926) (Spring 95: 68.53 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WBZZ-FM >	1 WDVE-FM >	1 WDVE-FM >	1 WDVE-FM >	1 WDVE-FM >	1 KDKA-AM >	1 KDKA-AM >	1 KDKA-AM	1 WDVE-FM	1 KDKA-AM >	1 KDKA-AM >
2 WXDX-FM	2 WBZZ-FM >	2 WBZZ-FM <	2 WDSY-AF <	2 WWSW-AF <	2 WDSY-AF <	2 WDVE-FM	2 WDVE-FM	2 KDKA-AM	2 WDSY-AF	
WNRQ-FM <	3 WDSY-AF	3 WDSY-AF	3 WWSW-AF	3 WDSY-AF	3 WWSW-AF >	3 WBZZ-FM	3 WDSY-AF <	3 WDSY-AF	WDVE-FM	
4 WAMO-FM >	4 WNRQ-FM <	4 WWSW-AF	4 WBZZ-FM <	4 KDKA-AM <	4 WJAS-AM <	4 WDSY-AF	4 WWSW-AF	4 WBZZ-FM <	4 WAMO-FM <	
	5 WXDX-FM <	5 WVTY-FM <	5 WVTY-FM <	5 WBZZ-FM	5 WDVE-FM <	5 WWSW-AF	5 WBZZ-FM	5 WWSW-AF >	5 WBZZ-FM	
	6 WZPT-FM <	6 WZPT-FM	6 WZPT-FM <	6 WVTY-FM <			6 WVTY-FM <		6 WWSW-AF	
	7 WVTY-FM <	7 KDKA-AM	7 KDKA-AM	7 WZPT-FM					7 WNRQ-FM <	
	8 WAMO-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WBZZ-FM >	1 WBZZ-FM >	1 WBZZ-FM	1 WBZZ-FM	1 WBZZ-FM <	1 WDVE-FM >	1 WDVE-FM >	1 WDVE-FM >	1 WDVE-FM >>>	1 WDVE-FM >
2 WDSY-AF <	2 WDVE-FM	2 WDVE-FM	2 WDSY-AF <	2 WWSW-AF	2 WNRQ-FM <	2 WXDX-FM	2 WZPT-FM	2 WDSY-AF <	2 KDKA-AM
3 WAMO-FM	3 WDSY-AF <	3 WVTY-FM	3 WWSW-AF <	3 WDSY-AF <	3 WBZZ-FM	3 WBZZ-FM <	3 WXDX-FM	3 KDKA-AM <	3 WWSW-AF <
WNRQ-FM	4 WVTY-FM >	4 WDSY-AF	4 WVTY-FM <	4 WVTY-FM	4 WXDX-FM	4 WNRQ-FM <	4 WDSY-AF	4 WZPT-FM	4 WDSY-AF
5 WVTY-FM <	5 WNRQ-FM	5 WLTJ-FM	5 WDVE-FM	5 WDVE-FM	5 WAMO-FM >	5 WZPT-FM <	KDKA-AM	5 WWSW-AF <	5 WZPT-FM
6 WXDX-FM	WLTJ-FM <	6 WZPT-FM	6 WLTJ-FM	6 WLTJ-FM	6 WDSY-AF <	6 WRRK-FM	6 WRRK-FM	6 WRRK-FM	6 WRRK-FM
WDVE-FM	7 WAMO-FM <	7 WWSW-AF	7 WSHH-FM	7 WSHH-FM <	7 WAMO-FM				
	8 WZPT-FM		WZPT-FM	8 KDKA-AM					

PITTSBURGH

Format Performance	AM	FM	Total	%	Spr 95
AC	11 (1)	143 (1)	154 (2)	5.3 %	5.0 %
AOR/Classic/NR	0 (0)	600 (4)	600 (4)	20.5 %	18.0 %
Black/Urban	12 (1)	114 (1)	126 (2)	4.3 %	7.2 %
CHR	5 (1)	241 (2)	246 (3)	8.4 %	7.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	19 (2)	327 (4)	346 (6)	11.8 %	10.6 %
Full Service	30 (1)	0 (0)	30 (1)	1.0 %	1.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	617 (4)	0 (0)	617 (4)	21.1 %	21.4 %
Oldies	33 (2)	332 (3)	365 (5)	12.5 %	12.4 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	12 (1)	40 (1)	52 (2)	1.8 %	1.9 %
Soft AC/EZ	0 (0)	261 (2)	261 (2)	8.9 %	7.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	128 (1)	0 (0)	128 (1)	4.4 %	6.1 %
Totals:	867 14	2058 (18)	2925 (32)		

Other Rated Stations

Station	Format	Power	City	Metro Share	Cume Rating
WAMO -AM	B/O	860	Pittsburgh	0.4	/ 0.8
WASP -AM	T	1130	Brownsville	0.4	/ 0.6
WBUT -AM	AC	1050	Butler	0.3	/ 1.1
WESA -FM	CHR	98.3	Charleroi	0.4	/ 1.8
WESA -AM	CHR	940	Charleroi	0.1	/ 0.6
WIXZ -AM	C	1360	McKeesport	0.3	/ 1.4
WJPA -FM	O	95.3	Washington	0.6	/ 1.4
WJPA -AM	O	1450	Washington	0.1	/ 0.4
WMBS -AM	FS	590	Uniontown	0.9	/ 2.0
WPIT -AM	REL	730	Pittsburgh	0.4	/ 1.1

Other Rated Stations--Outside Market

Station	Format	Power	City	Metro Share	Cume Rating
WQXK -FM	C	105.1	Salem, OH	0.7	/ 1.4
WRKY -FM	C	103.5	Steubenville, OH	0.4	/ 1.9

Consolidation Report	12+	25-54	Revenue
EZ	10.3 %	12.4 %	12.4 %
WZPT-FM, WBZZ-FM			
Frischling	6.3 %	8.2 %	5.9 %
WLTJ-FM, WRRK-FM			
Secret	22.8 %	25.4 %	27.9 %
WDVE-FM, WDSY-AM, WDSY-FM, WNRQ-FM, WXDX-FM			
Sheridan, semi-duop	3.4 %	3.3 %	4.3 %
WSSZ-FM, WAMO-FM			
Totals:	42.8 %	49.3 %	50.5 %

AM Stations

Station	Power	Format	Advertiser	Agency	Buyer
KDKA	1020 50 KW	News/Talk	Westwd, CNN, AP	\$170.00	Group W Westinghouse
KQV	1410 5 KW (DA-2)	News	CBS, CNN	\$37.00	---
WJAS	1320 5 KW (DA-N)	Standards	CNN, Westwd	\$30.00	Torbet Renda
WTAE	1250 5 KW (DA-N)	Talk	ABC, Westwd	\$84.00	Katz Hearst
WWSW	970 5 KW (DA-2)	See WWSW-F			

FM Stations

Station	Power	Format	Advertiser	Agency	Buyer
WAMO	106.7 47 KW @ 518	Black	AURN	\$70.00	D&R Sheridan Beaver Falls
WASP	94.9 0.2 KW @ 1240	Country		\$<20.00	Dome Oliver
WBZZ	93.7 41 KW @ 547	CHR		\$140.00	Banner EZ
WDSY	107.9 50 KW @ 500	Country	Westwd	\$105.00	Eastman Secret
WDVE	102.5 55 KW @ 820	AOR	Source	\$200.00	Christal Secret
WLTJ	92.9 47 KW @ 894	Soft AC		\$60.00	K&P Frischling
WNRQ	104.7 19 KW @ 794	AOR-New Rock		\$55.00	Eastman Secret
WORD	101.5 48 KW @ 505	Religion		\$38.00	Salem Salem
WRRK	96.9 45 KW @ 530	Classic AOR		\$64.00	MMR Frischling Braddock
WSHH	99.7 11 KW @ 928	Soft AC	UPI	\$86.00	Torbet Renda
WVTY	96.1 44 KW @ 522	AC		\$115.00	Katz Hearst
WWSW	94.5 50 KW @ 810	Oldies	Westwd	\$153.00	Sentry Chancellor
WXDX	105.9 72 KW @ 440	AOR-New Rock	Westwd	\$50.00	Christal Secret
WZPT	100.7 17 KW @ 850	Oldies- 70's	ABC	\$62.00	MMR EZ New Kensington

Notes: 2/96 WAMO-F (105.9) sold by Sheridan to Secret for 106.7 facility plus \$10,000,000 . . . 3/96 WDSY-AF/WNRQ-F sold by Entercom to Secret for \$42,000,000 (est.) . . . 4/96 The WXDX calls and New Rock format transferred from 106.7 to 105.9; the WAMO calls and Black format transferred from 105.9 to 106.7 . . . 4/96 WSSZ-F (107.1; Greensburg) sold to Sheridan for \$2,400,000 . . . 5/96 WSSZ-F dropped Classic Rock to simulcast WAMO-F . . . 7/96 These stations were sold by EZ to American Radio Systems: WBZZ-F for \$30,000,000; WZPT-F for \$15,000,000

PORTLAND, ME

Arbitron Rank: 162 Pop (12+):	209,900	Stations:	25 / 20	Last Year's Revenue:	\$13,000,000
MSA Rank:	175	Diaries	615 / 341:1/57.7 %	Household Income:	\$47,434
MSA Pop:	251,000	Sample Target:	620	Retail Dollars:	\$4.2 Bil
DMA #	79	% Below Line:	4.8	#1 Biller:	WPOR-AF \$3,100,000
Average Person Ratings:	16.4	% Not Listed:	10.4	#1 Billing Portfolio:	Saga duop+ \$6,300,000
Market TSL in Hours:	22.00	Pop per Station:	10,495		

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	WPOR -AF	C	44 / 12.8	16.1	14.4	15.4	13.0	519 / 24.7	21.9	24.5	94 / 1245	E	WPOR -AF
2	WMGX -FM	AC	37 / 10.7	8.1	9.1	6.0	8.0	455 / 21.7	20.9	21.8	47 / 709	D	WMGX -FM
3	WBLM -FM	ADR	36 / 10.4	12.8	10.5	13.0	12.1	492 / 23.5	22.8	30.9	110 / 1498	C	WBLM -FM
4	WCYY -FF	ADR-NR	34 / 9.9	6.2	2.4	2.1	1.8	411 / 19.6	15.8	7.3	59 / 875	B	WCYY -FF
5	WGAN -AM	T/S	24 / 7.0	8.4	6.7	8.1	8.9	356 / 17.0	17.3	15.0	37 / 608	C	WGAN -AM
6	WLAM -AF	ST	18 / 5.2	4.7	2.7	5.7	4.7	158 / 7.5	6.2	5.3	35 / 370	A	WLAM -AF
	WHOM -FM	SAC	18 / 5.2	4.4	6.1	6.3	5.0	297 / 14.2	11.3	16.1	65 / 1087	D	WHOM -FM
	WYNZ -FM	O	18 / 5.2	4.4	5.8	3.3	4.1	282 / 13.4	13.6	14.9	38 / 678	A	WYNZ -FM
9	WCLZ -FM	AOR-P	12 / 3.5	3.1	1.8	3.0	1.5	253 / 12.1	10.4	7.9	21 / 490	A	WCLZ -FM
10	WCSO -FM	AC	10 / 2.9	5.0	4.0	4.8	5.9	238 / 11.3	15.7	16.2	28 / 616	C	WCSO -FM
11	WTHT -FM	C	9 / 2.6	3.8	3.0	5.4	0.6	181 / 8.6	8.2	10.2	36 / 659	B	WTHT -FM
12	WKZS -FM	AC	7 / 2.0	3.8	1.8	3.9	4.1	260 / 12.4	11.8	11.1	29 / 674	A	WKZS -FM
13	WZAN -AM	T	6 / 1.7	1.6	0.9	3.0	3.3	126 / 6.0	6.2	5.2	10 / 239	A	WZAN -AM
	WRED -FM	CHR	6 / 1.7	1.3	2.7	0.6	1.5	156 / 7.4	8.4	9.7	12 / 309	A	WRED -FM
15	WPKM -FM	CL	5 / 1.5	0.6	1.8	1.8	1.8	77 / 3.7	3.9	6.6	6 / 119	A	WPKM -FM
	WZPK -FM	CHR	5 / 1.5	0.6	0.6	1.5	2.4	129 / 6.2	6.5	7.3	26 / 670		WZPK -FM

12+ FM Share (Metro): 81.23 % (251 of 309) (Spring 95: 85.29 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WCYY-FF >	1 WCYY-FF	1 WMGX-FM <	1 WMGX-FM	1 WMGX-FM	1 WPOR-AF >	1 WPOR-AF	1 WMGX-FM	1 WMGX-FM <	1 WCYY-FF	1 WPOR-AF >
2 WBLM-FM	2 WBLM-FM <	2 WBLM-FM	2 WBLM-FM	2 WBLM-FM	2 WGAN-AM	2 WMGX-FM	WPOR-AF	2 WPOR-AF	2 WPOR-AF <	2 WGAN-AM
WRED-FM >	3 WMGX-FM >>>	3 WCYY-FF >	3 WPOR-AF	3 WPOR-AF >	3 WLAM-AF <	3 WBLM-FM	3 WBLM-FM <	WBLM-FM <	3 WBLM-FM >	3 WBZ-AM
	4 WPOR-AF >	4 WCYY-FF	4 WCYY-FF	4 WCYY-FF	4 WMGX-FM <	4 WGAN-AM	4 WCYY-FF	4 WCYY-FF >	4 WGAN-AM	
			WHOM-F <	5 WHOM-F <	5 WCYY-FF	5 WGAN-AM	5 WGAN-AM	5 WGAN-AM	5 WMGX-FM	
						6 WYNZ-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WCYY-FF >	1 WMGX-FM >	1 WMGX-FM >	1 WMGX-FM >	1 WMGX-FM >	1 WCYY-FF >	1 WCYY-FF	1 WBLM-FM >	1 WBLM-FM	1 WBLM-FM <
2 WBLM-FM >	2 WCYY-FF	2 WBLM-FM	2 WPOR-AF	2 WPOR-AF >	2 WBLM-FM >	2 WBLM-FM >	2 WCYY-FF	2 WCYY-FF	2 WMGX-FM >
3 WMM-FM >	3 WBLM-FM >	3 WCYY-FF	WCYY-FF	3 WHOM-F	3 WTOS-FM >	3 WMGX-FM >	3 WMGX-FM >	3 WMGX-FM >	3 WPOR-AF
	4 WCSO-FM >	WBLM-FM	WBLM-FM	WBLM-FM				4 WPOR-AF >	4 WCYY-FF
		5 WCLZ-FM	5 WCLZ-FM	5 WCLZ-FM				5 WYNZ-FM	5 WYNZ-FM
				WCSO-FM					

PORTLAND, ME

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	54 (3)	54 (3)	17.5 %	7.0 %	WLPZ -AM SPRTS 1440 Westbrook	1.2	4.2
AOR/Classic/NR	0 (0)	86 (5)	86 (5)	27.8 %	33.8 %			
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
CHR	0 (1)	15 (3)	15 (4)	4.9 %	4.8 %			
Classical	0 (0)	7 (2)	7 (2)	2.3 %	2.2 %			
Country	3 (1)	50 (2)	53 (3)	17.2 %	23.5 %			
Full Service	24 (1)	0 (0)	24 (1)	7.8 %	0.0 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	10 (2)	0 (0)	10 (2)	3.2 %	10.3 %			
Oldies	0 (0)	20 (3)	20 (3)	6.5 %	7.0 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Soft AC/EZ	0 (0)	18 (1)	18 (1)	5.8 %	7.4 %			
Sports	4 (1)	0 (0)	4 (1)	1.3 %	0.7 %			
Standards	17 (1)	1 (1)	18 (2)	5.8 %	3.3 %			
Totals	58 (7)	251 (20)	309 (27)					

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WBQQ -FM	CL	99.3	Kennebunk		0.6	1.7
WBZ -AM	N/T	1030	Boston		1.2	3.8
WMME -FM	CHR	92.3	Augusta		1.2	3.8
WTOS -FM	AOR	105.1	Skowhegan		1.2	2.5
WXGL -FM	O	95.5	Topsham		0.6	2.6

Consolidation Report	12+	25-54	Revenue
Fuller-Jeffrey	28.9 %	30.7 %	45.4 %
WBLM-FM, WCSO-FM, WCYY-FM, WHOM-FM, WLPZ-AM			
Lerner	7.2 %	3.0 %	3.0 %
WKZS-FM, WLAM-AM, WVYH-FM, WZOU-AM			
Saga	37.4 %	40.5 %	48.4 %
WGAN-AM, WMGX-FM, WPOR-AM, WPOR-FM, WYNZ-FM, WZAN-AM			
	73.5 %	74.2 %	96.8 %

AM Stations

WGAN	560	5 KW (DA-2)	Talk/Full Svc	CBS, Talknt	\$27.00	Katz	Saga	
WLAM	870	10 KW/1 KW (DA-2)	Standards	ABC, Westwd	<\$20.00	MMR	Lerner	Gorham
WPOR	1490	1 KW	See WPOR-F					
WZAN	970	5 KW (DA-N)	Talk	Westwd	<\$20.00	Katz	Saga	

FM Stations

WBLM	102.9	100 KW @ 1460	AOR	\$56.00	Mc-Guild	Fuller-Jeffrey	
WCLZ	98.9	50 KW @ 400	AOR-Prog.	<\$20.00	Christal		Brunswick
WCSO	97.9	16 KW @ 889	AC	\$31.00	Mc-Guild	Fuller-Jeffrey	
WCYI	93.9	27.5 KW @ 640	See WCYY-F				Lewiston
WCYY	94.3	12 KW @ 472	AOR-NR	\$22.00	Mc-Guild	Fuller-Jeffrey	Biddeford
WHOM	94.9	48 KW @ 3759	Soft AC	\$48.00	Christal	Fuller-Jeffrey	Mt. Washington
WKZS	99.9	50 KW @ 493	AC	<\$20.00	D&R	Lerner	Auburn
WMGX	93.1	50 KW @ 443	AC	\$44.00	Katz	Saga	
WPKM	106.3	3 KW @ 300	Classical	\$17.00	CMBS		Scarborough
WPOR	101.9	50 KW @ 152	Country	ABC \$64.00	Mc-Guild	Saga	
WRED	95.9	3 KW @ 300	CHR	\$14.00	Roslin		Saco
WTHT	107.5	39.75 KW @ 1460	Country	Westwd \$20.00	MMR	Beacon	Lewiston
WYNZ	100.9	25 KW @ 100	Oldies	Westwd <\$20.00	Katz	Saga	Westbrook
WZPK	103.7	23 KW @ 3874	CHR	ABC \$11.00	Mc-Guild		Berlin, NH

Notes: 6/96 Barnstable traded WLPZ/WCSO-F/WHOM-F to Fuller-Jeffrey (D+) for KJJY-AF Des Moines (Americom) . . . 6/96 Ocean Coast sold WPOR-AF to Saga (D+) for \$10,000,000 (Stevens)

PORTLAND, OR

Arbitron Rank: 24 **Pop (12+):** 1,598,900
MSA Rank: 27
MSA Pop: 1,740,000
DMA # 24
Average Person Ratings: 15.2
Market TSL in Hours: 20.25

Stations: 31 / 28
Diarles 2639 / 606:1/58.8 %
Sample Target: 2,690
% Below Line: 1.3
% Not Listed: 12.9
Pop per Station: 57,104

Last Year's Revenue: \$72,400,000
Household Income: \$46,183
Retail Dollars: \$18.0 Bil
#1 Biller: KKCW-F \$7,300,000
#1 Billing Portfolio:
 Citicasters/Jacor duop \$18,300,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	KKRZ -FM	CHR	176 / 7.3	6.1	5.8	7.0	6.1	6.5	3440 / 21.5	17.8	18.8	195 / 3828	G	KKRZ -FM
2	KXL -AM	N/T	152 / 6.3	7.1	7.1	6.5	7.2	6.8	2264 / 14.2	15.6	15.5	168 / 2515	G	KXL -AM
3	KKCW -FM	AC	148 / 6.1	7.1	5.6	6.4	5.4	6.3	2146 / 13.4	13.3	12.5	156 / 2325	H	KKCW -FM
	KWJJ -FM	C	148 / 6.1	6.8	7.1	8.0	7.8	7.0	2637 / 16.5	18.4	17.5	174 / 3013	G	KWJJ -FM
5	KKSN -FM	O	147 / 6.1	4.1	4.9	5.4	5.8	5.1	2718 / 17.0	15.6	16.9	168 / 3138	G	KKSN -FM
6	KUPL -FM	C	145 / 6.0	6.2	5.9	6.1	7.0	6.0	2202 / 13.8	12.9	14.4	164 / 2562	G	KUPL -FM
7	KEX -AM	FS	140 / 5.8	5.8	6.0	4.4	4.2	5.5	2408 / 15.1	14.8	12.7	153 / 2639	G	KEX -AM
8	KGON -FM	AOR/CL	126 / 5.2	5.3	4.1	5.1	6.1	4.9	2184 / 13.7	14.7	14.9	138 / 2499	G	KGON -FM
9	KUFO -FM	AOR	123 / 5.1	5.5	4.6	5.7	6.0	5.2	2089 / 13.1	13.8	14.8	135 / 2433	G	KUFO -FM
10	KNRK -FM	AOR-NR	106 / 4.4	3.8	4.5	3.6	3.8	4.1	2045 / 12.8	11.8	10.2	115 / 2134	C	KNRK -FM
11	KKSN -AM	ST	103 / 4.3	4.2	4.2	3.8	4.2	4.1	1261 / 7.9	7.8	8.3	104 / 1304	C	KKSN -AM
12	KINK -FM	AOR-P	98 / 4.0	4.4	4.6	4.4	5.1	4.4	1487 / 9.3	10.5	11.1	104 / 1610	G	KINK -FM
13	KKJZ -FM	J	89 / 3.7	3.7	4.0	3.8	3.9	3.8	1494 / 9.3	7.6	8.4	96 / 1611	D	KKJZ -FM
14	KKRH -FM	CL AOR	75 / 3.1	3.4	3.9	4.5	2.5	3.7	1799 / 11.3	12.1	8.9	112 / 2411	C	KKRH -FM
15	KXL -FM	O-70s	46 / 1.9	1.8	1.9	2.5	3.4	2.0	1257 / 7.9	8.6	10.6	54 / 1378	D	KXL -FM
16	KDBX -FM	REL	40 / 1.7	1.2	2.1	1.0	0.7	1.5	562 / 3.5	3.6	2.0	42 / 622		KDBX -FM
17	KOTK -AM	T	38 / 1.6	1.9	1.6	1.1	1.1	1.5	850 / 5.3	4.6	3.2	40 / 911	A	KOTK -AM
18	KWJJ -AM	C	35 / 1.4	1.1	0.8	1.1	0.5	1.1	615 / 3.8	3.2	2.2	38 / 722		KWJJ -AM
19	KPDQ -FM	REL	30 / 1.2	1.3	1.3	1.6	1.2	1.4	627 / 3.9	4.6	3.9	36 / 759		KPDQ -FM
20	KFXX -AM	SPRTS	26 / 1.1	1.6	1.2	1.2	2.1	1.3	596 / 3.7	5.0	4.6	28 / 644	C	KFXX -AM

12+ FM Share (Metro): 72.40 % (1529 of 2112) (Spring 95: 74.55 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKRZ-FM >	1 KKRZ-FM	1 KGON-FM <	1 KKCW-FM <	1 KKCW-FM <	1 KXL-AM <	1 KEX-AM	1 KXL-AM	1 KKRZ-FM	1 KKRZ-FM	1 KEX-AM >
2 KNRK-FM	2 KUFO-FM <	2 KKRZ-FM <	2 KGON-FM <	2 KKSJ-FM	2 KEX-AM	2 KXL-AM <	2 KKCW-FM	2 KKSJ-FM <	2 KEX-AM <	2 KWJJ-FM
3 KWJJ-FM	3 KNRK-FM <	3 KKCW-FM <	3 KKSJ-FM <	3 KGON-FM <	3 KKSJ-FM <	3 KGON-FM <	KKSJ-FM <	3 KKCW-FM <	3 KWJJ-FM	3 KKRZ-FM
4 KUFO-FM	4 KGON-FM	4 KUFO-FM <	4 KUPL-FM <	4 KWJJ-FM	4 KKCW-FM	4 KKCW-FM <	4 KUPL-FM <	4 KWJJ-FM	4 KNRK-FM	4 KKCW-FM
	5 KWJJ-FM	5 KWJJ-FM <	5 KWJJ-FM	KUPL-FM <	5 KKSJ-FM	5 KKRZ-FM	5 KWJJ-FM <	KUPL-FM	5 KUFO-FM	KUPL-FM <
	6 KUPL-FM	6 KUPL-FM <	KINK-FM <	6 KINK-FM <	6 KUPL-FM	6 KUPL-FM <	6 KKRZ-FM <	6 KUFO-FM <		6 KXL-AM <
		7 KKSJ-FM <	7 KKRZ-FM <	7 KKRZ-FM <	7 KWJJ-FM	7 KKSJ-FM <	7 KUFO-FM <	7 KNRK-FM <		7 KNRK-FM
			8 KUFO-FM	8 KUFO-FM		8 KWJJ-FM	8 KKSJ-FM	8 KXL-AM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKRZ-FM >	1 KKRZ-FM >	1 KKRZ-FM >	1 KKCW-FM	1 KKCW-FM	1 KUFO-FM	1 KUFO-FM	1 KUFO-FM	1 KGON-FM	1 KGON-FM
2 KWJJ-FM	2 KWJJ-FM	2 KWJJ-FM	2 KKRZ-FM	2 KKSJ-FM	KNRK-FM	2 KGON-FM	2 KGON-FM	2 KUFO-FM >	2 KUFO-FM
3 KNRK-FM	3 KUPL-FM	3 KUPL-FM	3 KWJJ-FM <	3 KUPL-FM <	3 KGON-FM	KNRK-FM >	3 KNRK-FM >	3 KNRK-FM	3 KKSJ-FM
4 KKCW-FM	4 KKCW-FM <	4 KKCW-FM	4 KUPL-FM <	4 KWJJ-FM <	4 KKRZ-FM >	4 KKRZ-FM >	4 KWJJ-FM	4 KINK-FM <	4 KINK-FM
	KUPL-FM	5 KNRK-FM	5 KUFO-FM	5 KKSJ-FM		5 KWJJ-FM	5 KKRZ-FM	5 KKRZ-FM <	5 KXL-AM
6 KUFO-FM	6 KUFO-FM <	KINK-FM	6 KINK-FM	6 KINK-FM				6 KKRH-FM <	KWJJ-FM <
7 KGON-FM	7 KGON-FM	KGON-FM <						7 KUPL-FM <	7 KUPL-FM <
		8 KNRK-FM						8 KKCW-FM <	8 KKCW-FM <

PORTLAND OR

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating		
AC	0 (0)	148 (1)	148 (1)	7.0 %	9.1 %	KBBT	-AM	AOR-P	970	Portland	0.7	/ 2.5	
AOR/Classic/NR	16 (1)	528 (5)	544 (6)	25.8 %	25.0 %	KBMS	-AM	B	1480	Vancouver, WA	0.6	/ 1.0	
Black/Urban	14 (1)	0 (0)	14 (1)	0.7 %	0.6 %	KKEY	-AM	T	1150	Portland	0.4	/ 1.2	
CHR	0 (0)	176 (1)	176 (1)	8.3 %	7.0 %	KMUZ	-AA	SP	1230	Gresham	0.9	/ 1.2	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KPDQ	-AM	REL	800	Portland	0.4	/ 1.7	
Country	35 (2)	314 (4)	349 (6)	16.5 %	18.0 %	KVAN	-AM	T	1550	Vancouver, WA	0.3	/ 1.4	
Full Service	140 (1)	0 (0)	140 (1)	6.6 %	4.9 %	KYKN	-AM	T	1430	Salem	0.3	/ 1.1	
Hispanic	23 (2)	0 (0)	23 (2)	1.1 %	0.0 %							Metro Share	Cume Rating
Jazz	0 (0)	89 (1)	89 (1)	4.2 %	4.5 %								
News/Talk	216 (5)	0 (0)	216 (5)	10.2 %	10.6 %								
Oldies	0 (0)	193 (2)	193 (2)	9.1 %	10.6 %								
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %								
Religion/Gospel	9 (1)	80 (3)	89 (4)	4.2 %	2.6 %								
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %								
Sports	26 (1)	0 (0)	26 (1)	1.2 %	2.4 %								
Standards	103 (1)	0 (0)	103 (1)	4.9 %	4.8 %								
Totals:	582	15	1528 (17)	2110 (32)									

Other Rated Stations--Outside Market										Metro Share	Cume Rating
KRKT	-AF	C	99.9	Albany, OR	0.5	/ 1.4					
KSKD	-FM	REL	107.1	Sweet Home	0.4	/ 1.4					
KXPC	-FM	C	103.7	Lebanon	0.4	/ 0.8					

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pend. KUPL-FM, KUFO-FM, KKJZ-FM, KDBX-FM, KBBT-AM	17.0 %	18.4 %	21.0 %
Citicasters/Jacor, pend. KKRZ-FM, KKCW-FM, KEX-AM	19.1 %	18.1 %	25.4 %
Entercom KNRK-FM, KGON-FM, KFXX-AM	10.6 %	11.0 %	12.1 %
Heritage KKSJ-FM, KKSJ-AM, KKRH-FM	13.4 %	13.2 %	10.8 %
	60.2 %	60.7 %	69.3 %

AM Stations

Station	Power	Class	Format	Advertiser	Agency	Buyer	Phone
KBBT	970	5 KW (DA-N)	AOR-New Rock	Eastman	Amer. Radio Sys.		
KEX	1190	50 KW (DA-N)	Full Service	ABC	Jacor		
KFXX	1520	50 KW/10 KW (DA-2)	Sports	CNN, USA	Entercom	Oregon City	
KKSJ	910	5 KW (DA-2)	Standards	Westwd	Heritage	Vancouver	
KOTK	620	5 KW (DA-N)	Talk	ABC, AP, Westwd	Embarcadero		
KUPL	1330	5 KW (DA-1)	Religion	AP	Amer. Radio Sys.		
KWJJ	1080	50 KW/10 KW (DA-2)	Country	NA	Fisher		
KXL	750	50 KW/20 KW (DA-2)	News/Talk	CBS	Alexander		

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FM Stations

KDBX	107.5	6 KW @ 1332	Religion	NA	---	Amer. Radio Sys.	Banks, OR
KGON	92.3	100 KW @ 1268	Classic AOR	\$116.00	CBS	Entercom	
KINK	101.9	100 KW @ 1674	Prog. AOR	\$106.00	MMR	Embarcadero	
KKCW	103.3	100 KW @ 1674	AC	\$144.00	Katz	Jacor	Beaverton
KKJZ	106.7	100 KW @ 880	Jazz	\$75.00	Mc-Guild	Amer. Radio Sys.	Lake Oswego
KKRH	105.1	100 KW @ 1840	Classic AOR	ABC	\$63.00	Christal	Salem
KKRZ	100.3	100 KW @ 1434	CHR	\$100.00	Katz	Jacor	
KKSN	97.1	100 KW @ 1268	Oldies	Westwd	\$100.00	Christal	
KNRK	94.7	3.7 KW @ 850	AOR-New Rock	\$55.00	CBS	Entercom	Camas, WA
KPDQ	93.7	100 KW @ 1268	Religion	\$23.00	Salem	Salem	
KUFO	101.1	100 KW @ 1640	AOR	\$120.00	Eastman	Amer. Radio Sys.	
KUPL	98.5	100 KW @ 1106	Country	AP	\$126.00	Mc-Guild	
KWJJ	99.5	52 KW @ 1268	Country	\$122.00	Banner	Fisher	
KXL	95.5	100 KW @ 990	Oldies-70's	\$61.00	Mc-Guild	Alexander	

Notes: 3/96 Citicasters sold the following to Jacor: KEX for \$20,300,000; KKCW-F for \$38,400,000; KKRZ-F for \$24,500,000 . . . 3/96 KBBT/KUFO-F sold by Henry to Amer. Radio Sys. for \$34,000,000 (est.) . . . 4/96 Baycom sold the following to Amer. Radio Sys.: KKJZ-F for \$16,000,000 (est.); KUPL-F for \$34,000,000 (est.) (MVP) . . . 4/96 KDBX-F sold by Salem to Amer. Radio Sys. for \$14,000,000 (MVP, Stevens) . . . 5/96 KWJJ-AF sold by Park to Fisher for \$35,000,000 (MVP)

PORTSMOUTH-DOVER-ROCHESTER

Arbitron Rank: 117	Pop (12+): 343,900	Stations: 40 / 13	Last Year's Revenue: \$9,200,000
MSA Rank: 132		Diaries 801 / 429:1/ 57.0 %	Household Income: \$55,344
MSA Pop: 370,000		Sample Target: 790	Retail Dollars: \$4.7 Bil
DMA # Boston (#6)		% Below Line: 46.5	#1 Biller: WOKQ-F \$3,300,000
Average Person Ratings: 16.8		% Not Listed: 10.9	#1 Billing Portfolio: Fuller-Jeffrey duop \$3,800,000
Market TSL in Hours: 22.00		Pop per Station: 26,454	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WOKQ -FM	C	69 / 11.9	12.4	14.1	12.4	775 / 22.5	22.9	26.8	88 / 997	E	WOKQ -FM
2	WHEB -FM	AOR	47 / 8.1	10.7	10.6	10.4	727 / 21.1	23.6	24.7	53 / 875	D	WHEB -FM
3	WTSN -AM	T	29 / 5.0	3.2	3.4	4.9	378 / 11.0	9.8	8.0	30 / 390	A	WTSN -AM
4	WERZ -FM	CHR	27 / 4.7	4.7	4.8	3.6	596 / 17.3	14.5	16.5	27 / 623	C	WERZ -FM
5	WBZ -AM	N/T	26 / 4.5	3.4	3.0	2.9	435 / 12.7	14.2	10.7	30 / 493		WBZ -AM
6	WZID -FM	AC/SAC	23 / 4.0	2.5	2.0	3.1	273 / 8.0	7.4	6.7	23 / 288		WZID -FM
7	WGIR -FM	AOR	19 / 3.3	2.0	2.0	2.7	383 / 11.1	10.3	8.8	21 / 400		WGIR -FM
8	WBCN -FM	AOR	18 / 3.1	4.4	3.2	2.2	381 / 11.1	12.7	12.5	18 / 381		WBCN -FM
9	WXBB -FM	O	16 / 2.8	1.7	3.2	1.6	366 / 10.6	8.1	8.9	16 / 372		WXBB -FM
10	WMYF -AM	ST	14 / 2.4	3.9	3.4	3.6	98 / 2.8	3.7	4.1	14 / 98	A	WMYF -AM
	WODS -FM	O	14 / 2.4	2.5	4.1	1.6	298 / 8.7	9.2	8.1	15 / 312		WODS -FM

12+ FM Share (Metro): 80.78 % (416 of 515) (Spring 95: 82.35 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMN-FM >	1 WHEB-FM >>	1 WHEB-FM	1 WHEB-FM <	1 WOKQ-FM <	1 WOKQ-FM >	1 WOKQ-FM	1 WOKQ-FM	1 WOKQ-FM >	1 WOKQ-FM <	1 WBZ-AM >
2 WAAF-FM	2 WERZ-FM	2 WOKQ-FM >	2 WOKQ-FM >	2 WHEB-FM >	2 WTSN-AM	2 WHEB-FM	2 WHEB-FM >	2 WHEB-FM >	2 WBZ-AM	2 WOKQ-FM <
3 WERZ-FM >	3 WGIR-FM <	3 WERZ-FM	3 WERZ-FM	3 WGIR-FM	3 WBZ-AM	3 WTSN-AM	3 WTSN-AM	3 WBZ-AM	WHEB-FM <	3 WERZ-FM >
	4 WOKQ-FM <	4 WGIR-FM <	WZID-FM <	WZID-FM	4 WZID-FM	4 WBZ-AM	4 WZID-FM	4 WBCN-FM <	4 WERZ-FM >	
	5 WBCN-FM			WERZ-FM <	5 WMYF-AM	5 WERZ-FM <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WERZ-FM >	1 WHEB-FM <	1 WHEB-FM >	1 WERZ-FM <	1 WOKQ-FM	1 WHEB-FM >	1 WHEB-FM >	1 WHEB-FM >	1 WHEB-FM	1 WOKQ-FM
2 WJMN-FM >	2 WERZ-FM >	2 WXBB-FM	2 WHEB-FM	2 WHEB-FM	2 WBCN-FM	2 WGIR-FM	2 WGIR-FM >	2 WOKQ-FM >>	2 WHEB-FM >>
	3 WXBB-FM	WERZ-FM	3 WOKQ-FM <	3 WZID-FM	3 WERZ-FM	3 WOKQ-FM	3 WOKQ-FM	3 WGIR-FM	3 WGIR-FM
	WXKS-FM	4 WOAZ-FM	4 WZID-FM >	4 WERZ-FM >	WCYY-FM	4 WBCN-FM	4 WBCN-FM	WBCN-FM >	4 WBZ-AM <
	WEGQ-FM				WAAF-FM	5 WAAF-FM	5 WAAF-FM		5 WTSN-AM
					WOKQ-FM >				

PORTSMOUTH-DOVER-ROCHESTER

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	22 (4)	22 (4)	4.3 %	4.4 %
AOR/Classic/NR	0 (0)	136 (11)	136 (11)	26.4 %	24.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	56 (4)	56 (4)	10.9 %	13.0 %
Classical	0 (0)	11 (1)	11 (1)	2.1 %	0.6 %
Country	0 (0)	78 (3)	78 (3)	15.1 %	22.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	13 (1)	13 (1)	2.5 %	0.0 %
News/Talk	67 (4)	0 (0)	67 (4)	13.0 %	12.4 %
Oldies	0 (0)	56 (4)	56 (4)	10.9 %	8.2 %
Others/Unknown	0 (0)	2 (1)	2 (1)	0.4 %	0.8 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.8 %	0.0 %
Soft AC/EZ	0 (0)	42 (3)	42 (3)	8.2 %	8.8 %
Sports	6 (1)	0 (0)	6 (1)	1.2 %	1.3 %
Standards	22 (2)	0 (0)	22 (2)	4.3 %	4.0 %
Totals	99 (8)	416 (32)	515 (40)		

Consolidation Report	12+	25-54	Revenue
Fuller-Jeffrey	14.7 %	15.0 %	34.8 %
WOKQ-FM, WXBB-FM			
Knight	10.3 %	13.3 %	28.2 %
WCQL-AM, WCQL-FM, WHEB-FM			
Precision	9.5 %	5.9 %	32.6 %
WERZ-FM, WMYF-AM, WSRI-FM, WZNN-AM			
Totals	34.6 %	34.2 %	95.6 %

Other Rated Stations				Metro Share	Cume Rating
WBYY -FM	SAC	98.7	Somersworth	1.0	/ 3.4
WCDQ -FM	AOR	92.1	Sanford, ME	0.9	/ 2.4
WCQL -FM	O	95.3	York, ME	2.2	/ 7.8
WSRI -FM	AC	96.7	Rochester	1.0	/ 4.6
WSTG -FM	?	102.1	Hampton	0.3	/ 2.6
WWNH -AM	REL	1340	Madbury	0.7	/ 1.4
WZNN -AM	ST	930	Rochester	1.4	/ 3.9

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WAAF -FM	AOR-NR	107.3	Worcester, MA	2.2	/ 6.0
WBCS -FM	C	96.9	Boston	0.5	/ 1.3
WBLM -FM	AOR	102.9	Portland, ME	1.2	/ 5.6
WBMX -FM	AC	98.5	Boston	1.0	/ 3.1
WBOS -FM	AOR-P	92.9	Brookline, MA	0.3	/ 1.8
WCRB -FM	CL	102.5	Waltham, MA	1.9	/ 3.7
WCYY -FM	AOR-NR	94.3	Biddeford, ME	1.4	/ 4.0
WEEI -AM	SPRTS	850	Boston	1.0	/ 5.8
WEGQ -FM	O-70S	93.7	Lawrence, MA	2.2	/ 7.3
WFNX -FM	AOR-NR	101.7	Lynn, MA	0.3	/ 2.6
WGIR -AM	N/T	610	Manchester	0.3	/ 1.3
WHOM -FM	SAC	94.9	Mt. Washington	2.2	/ 7.5
WJMN -FM	CHR	94.5	Boston	2.2	/ 9.3
WKLB -FM	C	105.7	Framingham, MA	1.0	/ 1.9
WMJX -FM	AC	106.7	Boston	1.2	/ 3.4
WOAZ -FM	J	99.5	Lowell, MA	2.2	/ 5.6
WRKO -AM	T	680	Boston	1.7	/ 6.2
WXKS -FM	CHR	107.9	Medford, MA	2.2	/ 11.1
WXLO -FM	AC	104.5	Fitchburg, MA	0.5	/ 1.8
WXRV -FM	AC/AOR	92.5	Haverhill, MA	1.7	/ 5.7
WZLX -FM	CL AOR	100.7	Boston	0.9	/ 4.0
WZPK -FM	CHR	103.7	Berlin	0.5	/ 2.1

AM Stations

WMYF	1540	5 KW (DAYS)	Standards	\$13.00	MMR	Precision	Exeter
WTSN	1270	5 KW (DA-2)	News/Talk	ABC, Talknt, Westwd	\$20.00	---	

FM Stations

WCQL	95.3	1.4 KW @ 682	Oldies	\$18.00	Banner	Knight	York, ME
WERZ	107.1	5.2 KW @ 351	CHR	\$40.00	MMR	Precision	Exeter
WHEB	100.3	50 KW @ 459	AOR	\$42.00	Banner	Knight	
WOKQ	97.5	50 KW @ 492	Country	\$66.00	Mc-Guild	Fuller-Jeffrey	
WSRI	96.7	3 KW @ 328	AC	\$16.00	MMR	Precision	Rochester
WXBB	105.3	2.2 KW @ 371	Country	\$12.00	Mc-Guild	Fuller-Jeffrey	Kittery

Notes: Other ranked stations -- See Boston or Portland, ME . . . 6/96 WRDX-F changed calls to WBYY-F; remained Soft AC

PROVIDENCE

Arbltron Rank: 31 Pop (12+): 1,263,700	Stations: 44 / 25	Last Year's Revenue: \$33,300,000
MSA Rank: 63	Diaries 1831 / 690:1/59.0 %	Household Income: \$46,486
MSA Pop: 906,000	Sample Target: 1,760	Retail Dollars: \$7.1 Bil
DMA #: 46	% Below Line: 17.3	#1 Biller: WHJY-F \$5,500,000
Average Person Ratings: 16.9	% Not Listed: 8.2	#1 Billing Portfolio:
Market TSL in Hours: 22.50	Pop per Station: 50,548	Telemedia duop \$12,200,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WWLI -FM	SAC	208 / 9.7	7.6	7.3	7.5	7.7	8.0	2502 / 19.8	17.3	17.8	226 / 2763	F WWLI -FM
2	WHJY -FM	AOR	139 / 6.5	6.6	7.7	8.5	9.0	7.3	2179 / 17.2	19.1	21.5	157 / 2650	G WHJY -FM
	WPRO -FM	CHR	139 / 6.5	7.2	7.5	6.3	7.2	6.9	2788 / 22.1	23.4	25.0	147 / 3118	E WPRO -FM
4	WCTK -FM	C	116 / 5.4	5.5	5.3	3.8	4.6	5.0	1221 / 9.7	11.1	10.8	126 / 1426	C WCTK -FM
5	WLKW -AM	ST	114 / 5.3	4.9	5.1	6.0	4.9	5.3	1221 / 9.7	10.2	9.9	115 / 1268	C WLKW -AM
6	WWBB -FM	O	111 / 5.2	5.6	6.2	4.5	5.8	1.3	2029 / 16.1	16.3	17.3	119 / 2269	E WWBB -FM
7	WPRO -AM	T	95 / 4.4	4.5	5.1	5.3	4.5	4.8	1516 / 12.0	13.0	13.2	96 / 1583	D WPRO -AM
8	WSNE -FM	AC	94 / 4.4	4.5	5.3	4.4	4.1	4.6	1725 / 13.7	14.6	14.6	101 / 1944	D WSNE -FM
9	WWKX -FM	CHR	91 / 4.3	3.6	4.8	4.3	3.9	4.2	1571 / 12.4	12.5	12.4	96 / 1698	C WWKX -FM
10	WWRX -FM	CL AOR	87 / 4.1	3.6	3.3	3.4	4.9	1.0	1895 / 15.0	14.5	16.6	121 / 2588	E WWRX -FM
11	WHJJ -AM	N/T	85 / 4.0	4.4	4.6	3.5	4.4	4.1	1096 / 8.7	9.4	10.8	85 / 1106	C WHJJ -AM
12	WBRU -FM	AOR-NR	67 / 3.1	2.8	2.6	3.3	3.4	0.8	1438 / 11.4	10.4	13.3	81 / 1682	C WBRU -FM
13	WDGE -FM	AOR-NR	64 / 3.0	2.4	2.9	2.6		2.7	1361 / 10.8	10.7		71 / 1536	B WDGE -FM

12+ FM Share (Metro): 75.84 % (1491 of 1966) (Spring 95: 76.34 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WWKX-FM >	1 WHJY-FM	1 WHJY-FM <	1 WWLI-FM <	1 WWLI-FM	1 WWLI-FM	1 WWLI-FM	1 WWLI-FM >	1 WWLI-FM	1 WWLI-FM	1 WBZ-AM >
2 WDGE-FM <	2 WPRO-FM >	2 WWLI-FM	2 WHJY-FM	2 WHJY-FM <	2 WLKW-AM	2 WPRO-FM <	2 WLKW-AM <	2 WHJY-FM <	2 WWKX-FM <	2 WWLI-FM >
3 WPRO-FM	3 WBRU-FM <	3 WPRO-FM >	3 WPRO-FM	3 WPRO-FM <	3 WPRO-AM	3 WHJY-FM <	3 WHJY-FM <	3 WPRO-FM	3 WHJY-FM	3 WHJY-FM
	4 WWKX-FM <	4 WWRX-F <	4 WWBB-FM <	4 WWBB-FM	WWBB-FM <	4 WWRX-F	4 WCTK-FM <	4 WWBB-FM <	4 WPRO-FM <	4 WPRO-AM <
	5 WWLI-FM <	5 WWBB-FM <	5 WWRX-F	5 WSNE-FM <	5 WHJJ-AM	5 WPRO-AM <	5 WWBB-FM <	5 WHJJ-AM <	5 WPRO-AM <	5 WHJJ-AM
	6 WCTK-FM <	6 WSNE-FM <	WSNE-FM	6 WCTK-FM <	6 WCTK-FM	6 WWBB-FM <	6 WPRO-FM	6 WCTK-FM	6 WBZ-AM >	
	7 WDGE-FM	7 WCTK-FM	7 WCTK-FM >	7 WWRX-F >		7 WLKW-AM	WSNE-FM			
						WCTK-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WWKX-FM	1 WPRO-FM >	1 WPRO-FM >	1 WWLI-FM	1 WWLI-FM >	1 WHJY-FM >	1 WHJY-FM >	1 WHJY-FM >	1 WHJY-FM >	1 WHJY-FM
2 WPRO-FM	2 WWLI-FM	2 WWLI-FM	2 WPRO-FM >	2 WPRO-FM	2 WBRU-FM <	2 WBRU-FM <	2 WPRO-FM	2 WWRX-F	2 WWRX-F
3 WWLI-FM <	3 WHJY-FM	3 WCTK-FM	3 WHJY-FM <	3 WWBB-FM	3 WDGE-FM	3 WPRO-FM <	3 WCTK-FM	3 WWLI-FM	3 WWLI-FM <
4 WBRU-FM	WWKX-FM	WHJY-FM >	4 WSNE-FM <	4 WSNE-FM	4 WWKX-FM >	4 WDGE-FM	WWRX-F <	4 WPRO-FM	4 WWBB-FM <
5 WHJY-FM	5 WCTK-FM <	5 WSNE-FM <	5 WWBB-FM <	5 WCTK-FM <	5 WPRO-FM	5 WWKX-FM	5 WBRU-FM <	5 WWBB-FM <	5 WCTK-FM <
6 WDGE-FM	6 WBRU-FM	6 WPMZ-AM	6 WCTK-FM	6 WHJY-FM >	WWLI-FM <	WCTK-FM <	6 WSNE-FM <	6 WCTK-FM	6 WPRO-FM <
7 WFHN-FM					7 WJMN-FM	7 WWRX-F	7 WDGE-FM	WBRU-FM <	7 WSNE-FM <
					WAAF-FM				

PROVIDENCE

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	121 (3)	121 (3)	6.2 %	5.9 %
AOR/Classic/NR	0 (0)	485 (11)	485 (11)	24.7 %	23.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	321 (5)	321 (5)	16.3 %	16.7 %
Classical	0 (0)	32 (1)	32 (1)	1.6 %	1.6 %
Country	7 (1)	159 (3)	166 (4)	8.4 %	9.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	32 (1)	0 (0)	32 (1)	1.6 %	0.0 %
Jazz	0 (0)	13 (1)	13 (1)	0.7 %	1.4 %
News/Talk	290 (9)	0 (0)	290 (9)	14.7 %	14.8 %
Oldies	0 (0)	131 (2)	131 (2)	6.7 %	8.2 %
Others/Unknown	8 (1)	15 (1)	23 (2)	1.2 %	0.9 %
Religion/Gospel	8 (1)	0 (0)	8 (1)	0.4 %	0.6 %
Soft AC/EZ	0 (0)	215 (2)	215 (2)	10.9 %	9.8 %
Sports	16 (1)	0 (0)	16 (1)	0.8 %	0.7 %
Standards	114 (1)	0 (0)	114 (1)	5.8 %	5.4 %
Totals	475 15	1492 (29)	1967 (44)		

Consolidation Report	12+	25-54	Revenue
Clear Channel WWBB-FM, WWRX-FM	9.3 %	13.5 %	19.5 %
SFX WHJJ-AM, WHJY-FM, WSNE-FM	14.9 %	16.1 %	36.6 %
Telemedia WLKW-AM, WPRO-AM, WPRO-FM, WWLI-FM	25.9 %	22.1 %	36.6 %
	50.1 %	51.7 %	92.7 %

Other Rated Stations				Metro Share	Cume Rating
WARV	-AM	REL	1590 Warwick	0.4	/ 0.9
WBSM	-AM	T	1420 New Bedford	0.7	/ 1.7
WDGF	-FM	AOR-NR	100.3 Middletown	0.9	/ 3.1
WFHN	-FM	CHR	107.1 New Bedford	1.7	/ 4.6
WHIM	-AM	C	1450 W. Warwick	0.3	/ 0.7
WHTB	-AM	T	1400 Fall River	0.4	/ 1.1
WJFD	-FM	E	97.3 New Bedford	0.7	/ 1.8
WNRI	-AM	T	1380 Woonsocket	0.7	/ 1.4
WOON	-AM	?	1240 Woonsocket	0.4	/ 0.8
WPMZ	-AM	SP	1110 E. Providence	1.5	/ 1.5
WPNW	-AM	N	550 Pawtucket	0.5	/ 1.7
WSAR	-AM	T	1480 Fall River	0.4	/ 1.4

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WAAF	-FM	AOR-NR	107.3 Worcester, MA	1.4	/ 4.3
WBCN	-FM	AOR	104.1 Boston	0.8	/ 3.3
WBOS	-FM	C	96.9 Boston	1.2	/ 3.3
WBX	-FM	AC	98.5 Boston	0.8	/ 3.1
WBOS	-FM	AOR-P	92.9 Brookline, MA	1.0	/ 3.7
WBZ	-AM	N/T	1030 Boston	1.8	/ 5.4
WCIB	-FM	CL AOR	101.9 Falmouth	0.5	/ 1.6
WCRB	-FM	CL	102.5 Waltham, MA	1.5	/ 4.0
WEEI	-AM	SPRTS	850 Boston	0.7	/ 2.4
WEGQ	-FM	CL AOR	93.7 Lawrence, MA	0.4	/ 1.0
WJMN	-FM	CHR	94.5 Boston	1.9	/ 9.4
WKLK	-FM	C	105.7 Framingham, MA	0.8	/ 2.3
WMJX	-FM	AC	106.7 Boston	0.4	/ 1.8
WODS	-FM	O	103.3 Boston	0.9	/ 3.6
WPLM	-FM	J	99.1 Plymouth, MA	0.6	/ 2.6
WQRC	-FM	SAC	99.9 Barnstable	0.3	/ 0.7
WRKO	-AM	T	680 Boston	0.6	/ 1.4
WXKS	-FM	CHR	107.9 Medford, MA	0.7	/ 3.6
WZLX	-FM	CL AOR	100.7 Boston	0.8	/ 2.9

AM Stations

WHJJ	920	5 KW (DA-N)	News/Talk	CBS, Talknt	\$47.00	Katz	SFX
WLKW	790	5 KW (DA-N)	EZ/Standards	ABC	\$38.00	Torbet	Telemedia
WPRO	630	5 KW (DA-N)	Talk/News	ABC, SBUSA, 1/1	\$77.00	Mc-Guild	Telemedia

FM Stations

WBRU	95.5	20 KW @ 440	New AOR	\$40.00	---		
WCTK	98.1	47 KW @ 510	Country	\$52.00	D&R	Hall	New Bedford
WDGE	99.7	2.3 KW @ 535	AOR	\$35.00	Katz		Wakefield
WHJY	94.1	50 KW @ 440	AOR	\$97.00	Group W	SFX	
WPRO	92.3	39 KW @ 551	CHR	\$77.00	Mc-Guild	Telemedia	
WSNE	93.3	30 KW @ 619	AC	\$69.00	Group W	SFX	Taunton
WWBB	101.5	14 KW @ 950	Oldies	\$79.00	Banner	Clear Channel	
WWKX	106.3	1.2 KW @ 518	CHR	\$41.00	Westwd	Christal	Woonsocket
WWLI	105.1	50 KW @ 500	Soft AC	\$85.00	Torbet	Telemedia	
WWRX	103.7	37 KW @ 568	Classic AOR	\$61.00	Banner	Clear Channel	Westerly

Notes: Other ranked stations -- See Boston or New Bedford . . . 2/96 Radio Equity Partners sold the following to Clear Channel (D): WWBB-F for \$14,900,000; WWRX-F for \$12,000,000 . . . 5/29 WOTB-F changed from Jazz to simulcast of WDGE-F's AOR-New Rock as WDGF-F . . . 6/96 WADK (Newport) changed from Talk/AC to Talk/Jazz

PUEBLO

Arbitron Rank: 235 Pop (12+): 107,300
 MSA Rank:
 MSA Pop: NA
 DMA # Colorado Springs (#97)
 Average Person Ratings: 17.2
 Market TSL in Hours: 23.25

Stations: 21 / 6
 Diaries 587 / 183:1/51.0 %
 Sample Target: 610
 % Below Line: 42.7
 % Not Listed: 11.9
 Pop per Station: 17,883

Last Year's Revenue: NA
 Household Income: \$38,871
 Retail Dollars: \$1.2 Bil
 #1 Biller: KCCY-F \$1,500,000
 #1 Billing Portfolio: McCoy duop SNA

12+ Metro	Format	1/4 Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1 KCCY -FM	C	32 / 17.3	21.3	20.3	314 / 29.2	35.5	30.6	64 / 936	KCCY -FM
2 KKMG -FM	CHR	19 / 10.3	9.1	10.2	257 / 23.9	21.5	25.9	87 / 1325	KKMG -FM
3 KDZA -FM	O	16 / 8.7	8.5	7.9	226 / 21.0	21.7	19.2	24 / 396	KDZA -FM
4 KKFM -FM	AOR/CL	13 / 7.0	6.1	5.6	154 / 14.3	14.0	10.8	80 / 1051	KKFM -FM
KCSJ -AM	T	13 / 7.0	6.1	5.1	157 / 14.6	12.9	14.0	15 / 245	KCSJ -AM
6 KGHF -AM	ST/FS	12 / 6.5	4.3	5.6	133 / 12.4	9.2	11.8	16 / 256	KGHF -AM
7 KILO -FM	AOR	8 / 4.3	8.5	5.1	143 / 13.3	16.8	17.0	58 / 789	KILO -FM
8 KOA -AM	T/FS	7 / 3.8	1.2	2.8	85 / 8.0	5.6	7.0	40 / 649	KOA -AM
KYZX -FM	AC	7 / 3.8	1.2	1.7	80 / 7.5	5.0	8.4	7 / 99	KYZX -FM
10 KVUU -FM	AC	6 / 3.2	0.6	2.8	105 / 9.8	9.6	12.8	35 / 711	KVUU -FM

12+ FM Share (Metro): 77.3 % (126 of 163) (Spring 95: 81.06 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKMG-FM >	1 KCCY-FM	1 KCCY-FM >	1 KCCY-FM	1 KCCY-FM >	1 KCCY-FM >	1 KCCY-FM >	1 KCCY-FM >	1 KCCY-FM >	1 KKMG-FM >	1 KCSJ-AM >
2 KCCY-FM >	2 KKMG-FM	2 KKFM-FM	2 KKFM-FM	2 KKFM-FM <	2 KCSJ-AM	2 KDZA-FM	2 KDZA-FM	2 KKMG-FM	2 KCSJ-AM	2 KKMG-FM
3 KDZA-FM >	3 KILO-FM	KKMG-FM	3 KDZA-FM	3 KDZA-FM	KGHF-AM	KCSJ-AM	3 KGHF-AM	3 KKFM-FM	KCCY-FM	KCCY-FM
	KKFM-FM >>	4 KDZA-FM >	KKMG-FM >	4 KKMG-FM >	KDZA-FM >	4 KKMG-FM	4 KKMG-FM <	KDZA-FM	4 KOA-AM	
							5 KKFM-FM >			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KCCY-FM	1 KCCY-FM	1 KCCY-FM	1 KCCY-FM >	1 KCCY-FM >	1 KKMG-FM	1 KKFM-FM	1 KKFM-FM	1 KKFM-FM >	1 KKFM-FM >
KKMG-FM >	KKMG-FM >	KKMG-FM >	2 KKMG-FM	2 KDZA-FM	KKFM-FM >	2 KILO-FM	KKMG-FM	2 KCCY-FM	2 KCCY-FM
3 KILO-FM	3 KILO-FM >		3 KDZA-FM >	3 KKMG-FM	KILO-FM	KKMG-FM	KCCY-FM >	3 KKMG-FM	3 KDZA-FM
KVUU-FM			4 KVUU-FM >	4 KVUU-FM		KCCY-FM >	4 KILO-FM >	4 KILO-FM	4 KCSJ-AM
KDZA-FM								KDZA-FM >	KKMG-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	18 (3)	18 (3)	11.0 %	2.3 %
AOR/Classic/NR	0 (0)	25 (3)	25 (3)	15.3 %	18.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	19 (1)	19 (1)	11.7 %	11.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	35 (3)	35 (3)	21.5 %	31.1 %
Full Service	19 (2)	0 (0)	19 (2)	11.7 %	5.3 %
Hispanic	4 (1)	3 (1)	7 (2)	4.3 %	3.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	13 (1)	0 (0)	13 (1)	8.0 %	9.8 %
Oldies	0 (0)	19 (2)	19 (2)	11.7 %	12.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	2 (2)	3 (3)	1.8 %	3.8 %
Soft AC/EZ	0 (0)	5 (1)	5 (1)	3.1 %	3.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	37 (5)	126 (16)	163 (21)		

Other Rated Stations	Metro Share	Cume Rating
KRMX -AM SP 690 Pueblo	2.2 /	6.1

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KBIQ -FM REL 96.1 Fountain	0.5 /	2.2
KFEL -AM REL 970 Pueblo	0.5 /	2.3
KGFT -FM REL 100.7 Pueblo	0.5 /	3.1
KIKX -FM CL AOR 102.7 Manitou Springs	2.2 /	5.9
KKCS -FM C 101.9 Colorado Springs	1.1 /	5.6
KKLI -FM AC 106.3 Widefield	2.7 /	6.1
KNKN -FM SP 107.1 Pueblo	1.6 /	4.5
KRDO -FM SAC 95.1 Colorado Springs	2.7 /	5.8
KSPK -FM C 102.3 Walsenburg	0.5 /	2.6
KSPZ -FM O 92.9 Colorado Springs	1.6 /	7.1

PUEBLO

Consolidation Report	12+	25-54	Revenue
Local KCSJ-AM, KGHF-AM, KYZX-FM	17.3 %	9.3 %	%
McCoy KCCY-FM, KDZA-FM	26.0 %	28.8 %	%
	43.3 %	38.1 %	%

AM Stations

KCSJ	590	1 KW (DA-2)	Talk	CBS, Westwd	\$14.00	---	Local duop
KGHF	1350	5 KW/1 KW (DA-N)	Standards/FS	Westwd, AP, ABC	\$13.00	Target	Local duop

FM Stations

KCCY	96.9	72 KW @ 2280	Country	ABC	\$26.00	Mc-Guild	McCoy
KDZA	107.9	100 KW @ 240	Oldies	Westwd	\$16.00	Eastman	McCoy
KYZX	104.5	50 KW @ 345	AC	ABC, SMN	\$10.00	---	Local duop

Notes: Other ranked stations -- See Colorado Springs

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

RALEIGH-DURHAM

Arbitron Rank: 50 Pop (12+): 843,600	Stations: 32 / 26	Last Year's Revenue: \$39,400,000
MSA Rank: 59	Diaries 1962 / 430:1/ 57.3 %	Household Income: \$48,811
MSA Pop: 986,000	Sample Target: 2,060	Retail Dollars: \$9.8 Bil
DMA #: 30	% Below Line: 4.6	#1 Biller: WRAL-F \$6,200,000
Average Person Ratings: 15.9	% Not Listed: 18.0	#1 Billing Portfolio: Curtis duop+ \$10,600,000
Market TSL in Hours: 21.00	Pop per Station: 32,446	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WDCG -FM	CHR	118 / 8.8	9.3	6.8	8.8	8.2	8.4	2081 / 24.7	21.2	23.2	170 / 3205	F WDCG -FM
2 WQOK -FM	B	114 / 8.5	7.7	7.5	7.7	8.0	7.8	1382 / 16.4	15.3	16.2	167 / 2276	E WQOK -FM
3 WTRG -FM	O	103 / 7.7	5.5	6.6	5.9	5.4	6.4	1417 / 16.8	16.9	14.9	206 / 2704	E WTRG -FM
4 WPTF -AM	FS/T	92 / 6.9	6.3	7.8	7.1	7.1	7.0	1144 / 13.6	14.7	15.0	109 / 1410	F WPTF -AM
5 WKIX -FM	C	90 / 6.7	5.8	6.1	5.9	5.9	6.1	1473 / 17.5	16.4	14.5	133 / 2220	D WKIX -FM
6 WRAL -FM	AC	89 / 6.6	7.4	6.0	6.8	6.8	6.7	1616 / 19.2	18.2	18.7	162 / 2975	G WRAL -FM
7 WQDR -FM	C	86 / 6.4	5.9	7.4	6.4	6.3	6.5	1304 / 15.5	17.3	16.4	160 / 2531	F WQDR -FM
8 WFXC -FF	B/AC	73 / 5.4	5.8	6.8	6.0	5.2	6.0	1060 / 12.6	13.2	12.2	152 / 2098	D WFXC -FF
9 WRDU -FM	AOR	58 / 4.3	5.6	6.0	5.7	5.9	5.4	1250 / 14.8	17.0	16.5	98 / 1871	F WRDU -FM
10 WZZU -FM	CL AOR	51 / 3.8	4.0	4.6	3.8	3.8	4.1	1152 / 13.7	14.3	15.3	95 / 1773	D WZZU -FM
11 WKTC -FM	C	24 / 1.8	1.3	1.3	2.0	1.4	1.6	454 / 5.4	4.6	4.4	55 / 1114	F WKTC -FM
12 WJMH -FM	B	21 / 1.6	1.3	1.1	1.4	1.8	1.3	452 / 5.4	5.1	5.3	38 / 862	F WJMH -FM
WRBZ -AM	T	21 / 1.6	1.1	0.7	0.8	1.7	1.0	449 / 5.3	3.2	4.8	23 / 494	A WRBZ -AM
WAUG -AM	B/O	21 / 1.6	0.8	0.8	0.9	0.4	1.0	203 / 2.4	1.3	1.3	21 / 203	A WAUG -AM

12+ FM Share (Metro): 80.84 % (890 of 1101) (Spring 95: 81.13 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WQOK-FM	1 WDCG-FM <	1 WDCG-FM	1 WDCG-FM <	1 WTRG-FM	1 WTRG-FM <	1 WDCG-FM	1 WPTF-AM <	1 WDCG-FM	1 WQOK-FM	1 WQOK-FM >
2 WDCG-FM >	2 WQOK-FM >	2 WQOK-FM	2 WTRG-FM <	2 WDCG-FM <	2 WPTF-AM >	2 WQOK-FM <	2 WTRG-FM	2 WTRG-FM <	2 WDCG-FM	2 WDCG-FM
	3 WRDU-FM	3 WKIX-FM <	3 WFXC-FF	3 WKIX-FM <	3 WQDR-FM <	3 WPTF-AM	3 WDCG-FM <	3 WQOK-FM	3 WFXC-FF	3 WTRG-FM <
	4 WKIX-FM <	4 WTRG-FM <	WKIX-FM <	4 WRAL-FM	4 WRAL-FM	4 WRAL-FM <	4 WRAL-FM <	4 WKIX-FM <	4 WQDR-FM <	4 WPTF-AM <
	5 WRAL-FM <	5 WRAL-FM <	5 WRAL-FM <	WQDR-FM <	WKIX-FM >	5 WTRG-FM <	5 WKIX-FM <	5 WPTF-AM	5 WRAL-FM <	5 WFXC-FF
	6 WQDR-FM	6 WQDR-FM <	6 WQDR-FM <	WFXC-FF	WFXC-FF	6 WKIX-FM <	6 WQOK-FM <	6 WRAL-FM	6 WKIX-FM <	
		7 WFXC-FF	7 WQOK-FM	7 WQOK-FM		7 WQDR-FM	7 WQDR-FM		7 WTRG-FM	
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WQOK-FM <	1 WDCG-FM <	1 WDCG-FM	1 WDCG-FM	1 WKIX-FM <		1 WDCG-FM	1 WDCG-FM <	1 WRDU-FM <	1 WDCG-FM <	1 WTRG-FM
2 WDCG-FM >	2 WQOK-FM >	2 WQOK-FM	2 WQOK-FM	2 WRAL-FM		2 WQOK-FM	2 WRDU-FM <	2 WDCG-FM <	2 WRDU-FM <	2 WQDR-FM <
3 WKIX-FM	3 WKIX-FM	WKIX-FM	3 WKIX-FM	WTRG-FM <		WRDU-FM >	3 WQOK-FM >	3 WQOK-FM	3 WZZU-FM <	3 WZZU-FM <
4 WRAL-FM >	4 WRAL-FM >	4 WRAL-FM	4 WRAL-FM	4 WDCG-FM <		4 WJMH-FM	4 WZZU-FM	4 WZZU-FM >	4 WQOK-FM <	4 WRDU-FM <
	5 WQDR-FM	5 WQDR-FM	5 WFXC-FF	5 WFXC-FF		5 WZZU-FM	5 WQDR-FM >	5 WQDR-FM	5 WTRG-FM	5 WDCG-FM
	6 WFXC-FF	6 WFXC-FF >	6 WTRG-FM	6 WQDR-FM		6 WQDR-FM		6 WPTF-AM	WQDR-FM	WPTF-AM
			7 WQDR-FM	WQOK-FM						7 WFXC-FF
										WQOK-FM

RALEIGH-DURHAM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	102 (3)	102 (3)	9.3%	9.8%
AOR/Classic/NR	0 (0)	109 (2)	109 (2)	9.9%	12.0%
Black/Urban	42 (3)	223 (6)	265 (9)	24.0%	12.0%
CHR	0 (0)	118 (1)	118 (1)	10.7%	10.2%
Classical	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Country	19 (2)	217 (5)	236 (7)	21.4%	21.1%
Full Service	92 (1)	0 (0)	92 (1)	8.3%	8.8%
Hispanic	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Jazz	0 (0)	19 (1)	19 (1)	1.7%	2.5%
News/Talk	21 (1)	0 (0)	21 (1)	1.9%	1.2%
Oldies	0 (0)	103 (1)	103 (1)	9.3%	7.3%
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0%	2.5%
Religion/Gospel	31 (5)	0 (0)	31 (5)	2.8%	2.7%
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0%	0.0%
Sports	6 (1)	0 (0)	6 (1)	0.5%	0.0%
Standards	0 (0)	0 (0)	0 (0)	0.0%	2.2%
Totals	211 13	891 (19)	1102 (32)		

Other Rated Stations						Metro Share	Cume Rating
WCLY	-AM	B/G	1550	Raleigh		0.4	/ 1.5
WDNC	-AM	SPRTS	620	Durham		0.4	/ 2.8
WDUR	-AM	B/O	1490	Durham		0.6	/ 1.2
WLLE	-AM	B	570	Raleigh		1.0	/ 2.6
WMPM	-AM	C	1270	Smithfield		1.0	/ 0.7
WPJL	-AM	REL	1240	Raleigh		0.4	/ 0.8
WRTG	-AM	REL	1000	Gamer		0.1	/ 0.4
WRTP	-AM	REL	1530	Chapel Hill		0.9	/ 1.3
WSRC	-AM	B/G	1410	Durham		0.4	/ 1.0
WTCD	-FM	J	103.9	Fuquay-Varina		1.4	/ 4.9
WYRN	-AF	C	1480	Louisburg		0.7	/ 1.2

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WKZL	-FM	AC/CHR	107.5	Winston-Salem		0.5	/ 1.0
WMAG	-FM	AC	99.5	High Point		0.4	/ 2.6
WPCM	-FM	C	101.1	Burlington		1.0	/ 4.5
WQMG	-FM	B	97.1	Greensboro		0.7	/ 3.1
WZFX	-FM	B	99.1	Whitesville		0.4	/ 2.5

Consolidation Report	12+	25-54	Revenue
Clear Channel, pend. WTCD-FM, WQOK-FM	9.9%	8.2%	11.2%
Curtis, pend. WQDR-FM, WPTF-AM, WKTC-FM, WKIX-FM	21.8%	21.3%	27.2%
SFX WZZU-FM, WTRG-FM, WRDU-FM, WDCG-FM	24.6%	27.3%	38.1%
Totals	56.3%	56.8%	76.5%

AM Stations

WAUG	750	500 W (DAYS)	Black	AP, CNN, Westwd	\$<20.00	---	New Hope
WPTF	680	50 KW (DA-N)	Full Service/Talk	CBS	\$76.00	Mc-Guild	Curtis
WRBZ	850	10 KW/5 KW (DA-2)	Talk	Westwd	\$15.00	Torbet	Alchemy

FM Stations

WDCG	105.1	100 KW @ 1040	CHR	ABC	\$80.00	Torbet	SFX
WFXC	107.1	2.6 KW @ 505	Black/AC	SMN	\$53.00	Eastman	Pinnacle
WFXK	104.3	100 KW @ 981	Simulcasts WFXC-F				Tarboro
WKIX	96.1	100 KW @ 981	Country	Westwd	\$59.00	Torbet	Curtis
WKTC	96.9	100 KW @ 984	Country		\$26.00	D&R	Curtis
WQDR	94.7	100 KW @ 1680	Country	Westwd	\$83.00	Mc-Guild	Curtis
WQOK	97.5	100 KW @ 981	Black	ABC	\$67.00	D&R	Clear Channel
WRAL	101.5	100 KW @ 1821	AC		\$104.00	Katz	Capitol
WRDU	106.1	100 KW @ 1350	AOR	Source	\$88.00	MMR	SFX
WTRG	100.7	100 KW @ 1968	Oldies	ABC, CBS	\$73.00	MMR	SFX
WZZU	93.9	100 KW @ 1270	Classic AOR		\$57.00	Torbet	SFX

Notes: 3/96 WNNF-F sold by Ceder Raleigh LP to U.S. Radio (Ragan Henry) for \$7,500,000 . . . 3/96 U.S. Radio sold the following to Clear Channel: WNNF-F and WQOK-F . . . 3/96 WKIX-F sold by Alchemy to Curtis (D+) for \$16,000,000 (Media Svcs) . . . 5/96 WNNF-F changes calls to WTCD-F (CD 103.9); format remains Jazz . . . 7/96 \$5,900,000 Purchase of WFXK-F by Pinnacle (D) from Osborn closed

RENO

Arbitron Rank: 133 Pop (12+): 285,400	Stations: 23 / 23	Last Year's Revenue: \$12,000,000
MSA Rank: 162	Diaries 666 / 429:1/55.7 %	Household Income: \$47,836
MSA Pop: 299,000	Sample Target: 690	Retail Dollars: \$3.5 Bil
DMA #: 120	% Below Line: 0	#1 Biller: KBUL-F \$2,300,000
Average Person Ratings: 16.6	% Not Listed: 11.6	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 12,409	Citadel duop \$4,400,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	KBUL -FM	C	67 / 14.1	11.1	11.9	8.1	12.7	747 / 26.2	21.0	22.3	99 / 1066	D	KBUL -FM
2	KKOH -AM	N/T	43 / 9.1	9.1	8.5	12.3	8.8	499 / 17.5	18.8	16.1	60 / 746	C	KKOH -AM
3	KNEV -FM	SAC	40 / 8.4	6.2	3.6	6.1	4.8	586 / 20.5	16.2	11.3	58 / 821	B	KNEV -FM
4	KOZZ -AF	AOR/CL	29 / 6.1	9.7	8.1	8.7	8.1	417 / 14.6	15.7	18.3	63 / 678	C	KOZZ -AF
	KWNZ -FM	CHR	29 / 6.1	7.7	6.7	8.1	8.1	492 / 17.2	19.8	21.7	42 / 698	C	KWNZ -FM
6	KDOT -FM	AOR	28 / 5.9	4.0	4.7	3.6	4.3	322 / 11.3	10.2	14.3	36 / 440	B	KDOT -FM
	KRNO -FM	AC	28 / 5.9	7.1	7.6	8.3	5.4	391 / 13.7	13.7	15.3	41 / 559	B	KRNO -FM
8	KODS -FM	O	20 / 4.2	5.3	4.3	4.0	3.6	366 / 12.8	14.7	12.9	28 / 536	C	KODS -FM
9	KCBN -AM	ST	17 / 3.6	4.2	3.8	5.4	2.9	184 / 6.4	8.0	7.5	17 / 202	A	KCBN -AM
10	KPLY -AM	SPRST	16 / 3.4	1.8	2.9	0.9	1.8	184 / 6.4	4.6	5.1	17 / 197	A	KPLY -AM
	KRZQ -FM	AOR-NR	16 / 3.4	3.3	4.3	2.9	5.0	361 / 12.7	11.4	14.4	30 / 589	A	KRZQ -FM
12	KTHX -FM	AOR-P	15 / 3.2	4.2	2.7	6.1	2.9	194 / 6.8	8.6	7.0	24 / 276	A	KTHX -FM
13	KSRN -FM	ST/EZ	14 / 3.0	5.5	4.3	3.8	3.4	155 / 5.4	7.7	7.8	25 / 262	A	KSRN -FM
14	KXEQ -AM	SP	12 / 2.5	0.9			0.7	120 / 4.2	3.4		12 / 120		KXEQ -AM
15	KRNV -FM	AOR-P	10 / 2.1	2.0	2.7		6.6	242 / 8.5	7.7	8.2	11 / 255	A	KRNV -FM

12+ FM Share (Metro): 75.18 % (315 of 419) (Spring 95: 81.91 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KWNZ-FM >	1 KBUL-FM	1 KBUL-FM	1 KBUL-FM	1 KBUL-FM >	1 KKOH-AM	1 KKOH-AM <	1 KBUL-FM	1 KBUL-FM >	1 KBUL-FM	1 KKOH-AM >
2 KBUL-FM >	2 KNEV-FM	2 KNEV-FM	2 KNEV-FM	2 KNEV-FM	2 KBUL-FM >	2 KBUL-FM >	2 KKOH-AM	2 KNEV-FM >	2 KWNZ-FM	2 KOZZ-AF
3 KRZQ-FM >	3 KDOT-FM	3 KDOT-FM <	3 KDOT-FM <	3 KOZZ-AF	3 KRNO-FM	3 KNEV-FM	3 KRNO-FM	3 KNEV-FM	3 KNEV-FM	KBUL-FM >
	4 KWNZ-FM	4 KOZZ-AF	4 KOZZ-AF <	KDOT-FM	4 KCBN-AM <	4 KOZZ-AF	4 KDOT-FM	4 KOZZ-AF <	4 KRZQ-FM	
	5 KOZZ-AF	5 KRNO-FM	5 KRNO-FM	5 KRNO-FM	5 KODS-FM		KRNO-FM	5 KDOT-FM <	KODS-FM	
				6 KKOH-AM	6 KOZZ-AF			6 KWNZ-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KBUL-FM	1 KBUL-FM	1 KBUL-FM	1 KBUL-FM	1 KBUL-FM	1 KBUL-FM	1 KDOT-FM	1 KDOT-FM >	1 KBUL-FM	1 KBUL-FM
KNEV-FM >	KNEV-FM >	KNEV-FM >	2 KNEV-FM	2 KNEV-FM	2 KWNZ-FM	2 KBUL-FM	2 KOZZ-AF	2 KDOT-FM	KDOT-FM
3 KWNZ-FM >	3 KOZZ-AF	3 KOZZ-AF	3 KRNO-FM >	KRNO-FM >	KNEV-FM	3 KNEV-FM	3 KNEV-FM	3 KOZZ-AF	3 KOZZ-AF
	KWNZ-FM	KRNO-FM	4 KOZZ-AF	4 KOZZ-AF	4 KRZQ-FM >	4 KWNZ-FM	KZAK-FM	4 KNEV-FM	KKOH-AM
		KDOT-FM				5 KOZZ-AF	KBUL-FM	5 KKOH-AM	

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	28 (1)	28 (1)	6.7 %	8.8 %	KHIT -AM C 630 Reno	0.4 / 1.6	
AOR/Classic/NR	1 (1)	106 (6)	107 (7)	25.5 %	27.4 %	KHWG -FM C 107.7 Kings Beach	0.6 / 2.1	
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KIRS -AM T 1590 Sun Valley	0.4 / 1.8	
CHR	0 (0)	29 (1)	29 (1)	6.9 %	7.8 %	KPTL -AM O 1300 Carson City	0.8 / 1.9	
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KQLO -AM SP 920 Reno	1.5 / 4.3	
Country	2 (1)	78 (3)	80 (4)	19.1 %	19.6 %	KQNV -FM C 100.9 Sparks	1.7 / 8.0	
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KZAK -FM CL AOR 100.1 Incline Village	1.9 / 7.4	
Hispanic	19 (2)	0 (0)	19 (2)	4.5 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	45 (2)	0 (0)	45 (2)	10.7 %	9.8 %			
Oldies	4 (1)	20 (1)	24 (2)	5.7 %	9.3 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Soft AC/EZ	0 (0)	40 (1)	40 (1)	9.5 %	0.0 %			
Sports	16 (1)	0 (0)	16 (1)	3.8 %	3.4 %			
Standards	17 (1)	14 (1)	31 (2)	7.4 %	9.3 %			
Totals	104 (9)	315 (14)	419 (23)					

RENO

Consolidation Report	12+	25-54	Revenue
Americom KRZQ-FM, KQNV-FM, KPLY-AM, KODS-FM, KZAK-FM	14.6 %	16.9 %	18.4 %
Citadel KBUL-FM, KNEV-FM, KKOH-AM	31.6 %	29.9 %	35.2 %
Lotus KOZZ-FM, KOZZ-AM, KHIT-AM, KDOT-FM, KXEQ-AM	14.9 %	19.5 %	19.4 %
Patterson KCBN-AM, KWNZ-FM, KRNO-FM	15.6 %	12.9 %	17.6 %
	76.7 %	79.2 %	90.6 %

AM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency	Comments
KCBN	1230	820 W	Standards	Westwd	\$<20.00	Torbet	Patterson
KKOH	780	50 KW (DA-N)	News/Talk	ABC	\$35.00	Mc-Guild	Citadel
KPLY	1270	5 KW (DA-2)	Sports	CBS, Westwd	\$<20.00	Eastman	KZAK owner Sparks
KQLO	920	5 KW/1 KW (DA-N)	Hispanic	SMN	\$11.00	D&R	
KXEQ	1340	1 KW	Hispanic	NA	---		

FM Stations

Station	Frequency	Power	Format	Company	Advertiser	Agency	Comments
KBUL	98.1	76 KW @ 2273	Country		\$50.00	Mc-Guild	Citadel Carson
KDOT	104.5	25 KW @ 2929	AOR		\$<20.00	Christal	Lotus
KNEV	95.5	60 KW @ 2270	AC	Westwd	\$24.00	Mc-Guild	Citadel
KODS	103.7	6.3 KW @ 2985	Oldies		\$30.00	MMR	Americom Carnelian, CA
KOZZ	105.7	75 KW @ 2178	Classic AOR	Source	\$44.00	D&R	Lotus
KQNV	100.9	6 KW @ 203	Country	Westwd	\$<20.00	Eastman	Americom Sparks
KRNO	106.9	37 KW @ 2988	AC		\$31.00	Torbet	Patterson
KRNV	101.7	11 KW @ 492	Classic-Prog.	AP, CNN	\$<20.00	Katz	
KRZQ	106.9	4 kw @ 2965	AOR-New Rock		\$<20.00	MMR	Americom Tahoe City
KSRN	92.1	4.1 KW @ 390	Standards/EZ	CNN	\$20.00	---	Sparks
KTHX	94.7	88 KW @ 2073	AOR-Prog.		\$<20.00	MMR	Carson City
KWNZ	97.3	87 KW @ 2112	CHR		\$30.00	D&R	Patterson Carson City
KZAK	100.1	760 KW @ 2955	AOR		\$15.00	Eastman	Americom Incline Village

Notes: 3/96 New World sold KPLY/KQNV-F/KZAK-F to Americom (D+) for \$1,900,000 (Media Svcs.) . . . 3/96 KHIT-F droppe Country for AOR . . . 3/96 KBCH-F changed from AC to Country as KHWG-F . . . 5/96 KHIT-F changed calls to KDOT-F . . . 6/96 KSRN-F sold for \$480,000

RICHMOND

Arbitron Rank: 56	Pop (12+): 775,000	Stations: 22 / 21	Last Year's Revenue: \$34,700,000
MSA Rank: 62		Diaries 2023 /383:1/56.6 %	Household Income: \$45,708
MSA Pop: 930,000		Sample Target: 1,980	Retail Dollars: \$9.5 Bil
DMA #: 54		% Below Line: 0.5	#1 Biller: WKHK-F \$5,200,000
Average Person Ratings: 15.8		% Not Listed: 10.5	#1 Billing Portfolio:
Market TSL in Hours: 21.00		Pop per Station: 36,905	Clear Channel duop+ \$14,400,000

12+ Metro	Format	1/4	Share	WIn 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WKHK -FM	C	171 / 13.9	12.9	13.3	11.7	9.4	13.0	1918 / 24.7	24.8	21.7	188 / 2160	G WKHK -FM
2	WCDX -FM	B	127 / 10.3	11.0	9.9	10.9	10.0	10.5	1404 / 18.1	18.4	17.3	143 / 1611	F WCDX -FM
3	WTVR -FM	SAC	119 / 9.7	10.8	9.6	8.4	8.8	9.6	1681 / 21.7	19.0	18.4	129 / 1875	D WTVR -FM
4	WRVA -AM	FS	104 / 8.5	9.1	8.6	8.2	7.9	8.6	1487 / 19.2	19.1	18.4	114 / 1659	F WRVA -AM
5	WPLZ -FM	B/AC	82 / 6.7	6.5	5.2	4.9	6.9	5.8	1118 / 14.4	14.3	15.7	91 / 1292	C WPLZ -FM
6	WRVQ -FM	CHR	76 / 6.2	4.5	5.4	7.1	7.1	5.8	1485 / 19.2	19.5	20.8	92 / 1726	D WRVQ -FM
7	WMXB -FM	AC	72 / 5.9	5.1	5.5	5.8	5.4	5.6	1248 / 16.1	14.8	13.6	78 / 1376	F WMXB -FM
8	WRXL -FM	AOR	63 / 5.1	5.2	5.8	6.3	5.8	5.6	1035 / 13.4	14.1	17.2	71 / 1280	E WRXL -FM
9	WBZU -FM	AOR-NR	52 / 4.2	3.5	4.0	2.7	2.5	3.6	991 / 12.8	11.7	8.5	57 / 1138	C WBZU -FM
10	WVGO -FM	AOR-P	38 / 3.1	3.0	3.3	4.2	3.8	3.4	795 / 10.3	10.8	10.0	46 / 964	D WVGO -FM
11	WSOJ -FM	B	36 / 2.9	3.1	3.3	3.2	3.3	3.1	584 / 7.5	8.4	8.4	40 / 678	B WSOJ -FM
	WLEE -FM	O-70s	35 / 2.9	2.9	3.3	4.6	4.0	3.4	913 / 11.8	10.6	14.2	40 / 1057	C WLEE -FM
13	WTVR -AM	ST	21 / 1.7	2.0	1.7	2.0	1.9	1.9	279 / 3.6	3.8	3.4	21 / 283	A WTVR -AM
14	WREJ -AM	REL	15 / 1.2	2.3	1.6	1.1	1.6	1.6	172 / 2.2	3.0	3.3	15 / 172	A WREJ -AM
15	WRVH -AM	SPRTS	14 / 1.1	1.8	0.8	0.9	1.1	1.1	307 / 4.0	4.0	3.9	17 / 318	WRVH -AM
	WFTH -AM	REL	14 / 1.1	1.4	0.4	1.7	0.5	1.1	177 / 2.3	1.4	1.3	15 / 180	WFTH -AM
	WXGI -AM	C	14 / 1.1	1.6	2.0	1.3	2.6	1.5	245 / 3.2	4.6	4.0	14 / 256	A WXGI -AM

12+ FM Share (Metro): 80.69 % (886 of 1098) (Spring 95: 78.49 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Ovrright
1 WCDX-FM >	1 WCDX-FM <	1 WKHK-FM	1 WKHK-FM	1 WKHK-FM	1 WKHK-FM <	1 WKHK-FM	1 WKHK-FM	1 WKHK-FM >	1 WCDX-FM >	1 WCDX-FM
2 WRVQ-FM	2 WKHK-FM	2 WCDX-FM	2 WTVR-FM	2 WTVR-FM	2 WRVA-AM <	2 WRVA-AM	2 WTVR-FM >	2 WCDX-FM <	2 WKHK-FM	2 WRVA-AM
	WBZU-FM	3 WRVQ-FM	3 WTVR-FM	3 WCDX-FM	3 WTVR-FM >	3 WTVR-FM <	3 WCDX-FM	3 WTVR-FM >	3 WPLZ-FM <	3 WKHK-FM >
4 WPLZ-FM	4 WRXL-FM <	4 WPLZ-FM <	4 WMXB-FM <	4 WMXB-FM <	4 WMXB-FM <	4 WCDX-FM >	4 WRVA-AM <	4 WRVA-AM <	4 WRVA-AM <	
5 WKHK-FM	5 WPLZ-FM	5 WMXB-FM <	5 WPLZ-FM <	5 WPLZ-FM <	5 WCDX-FM <	5 WMXB-FM <	5 WMXB-FM	5 WRVQ-FM	5 WRVQ-FM	
	WBZU-FM	6 WRVQ-FM <	6 WRXL-FM <	6 WRXL-FM <	6 WPLZ-FM >	6 WRVQ-FM <	6 WRXL-FM <	6 WMXB-FM <	6 WTVR-FM	
	7 WTVR-FM	7 WRXL-FM >	7 WRVQ-FM >	7 WRVQ-FM >		7 WPLZ-FM	7 WRVQ-FM	7 WRXL-FM <	7 WSOJ-FM <	
	8 WMXB-FM					WRXL-FM <				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WCDX-FM <	1 WCDX-FM <	1 WCDX-FM <	1 WTVR-FM	1 WTVR-FM >	1 WCDX-FM >	1 WCDX-FM	1 WKHK-FM	1 WKHK-FM	1 WKHK-FM >
2 WKHK-FM >	2 WKHK-FM	2 WTVR-FM	2 WKHK-FM <	2 WKHK-FM	2 WBZU-FM	2 WKHK-FM	2 WRXL-FM	2 WCDX-FM	2 WRXL-FM <
3 WRVQ-FM >	3 WRVQ-FM	WKHK-FM	3 WCDX-FM	3 WMXB-FM	3 WPLZ-FM	3 WRXL-FM	3 WCDX-FM	3 WRXL-FM >	3 WCDX-FM >
4 WPLZ-FM	4 WTVR-FM	4 WRVQ-FM <	4 WMXB-FM	4 WCDX-FM <	WKHK-FM	4 WBZU-FM	4 WRVQ-FM <	4 WPLZ-FM <	4 WTVR-FM <
	WMXB-FM	5 WMXB-FM <	5 WPLZ-FM <	5 WPLZ-FM	5 WRVQ-FM	5 WPLZ-FM	5 WVGO-FM <	5 WRVQ-FM <	5 WPLZ-FM
	WBZU-FM	6 WPLZ-FM	6 WPLZ-FM >	6 WRVQ-FM >	6 WRXL-FM	WRVQ-FM	6 WBZU-FM	6 WBZU-FM <	WRVQ-FM <
	7 WBZU-FM	7 WBZU-FM			7 WTVR-FM >	7 WVGO-FM	7 WPLZ-FM	7 WTVR-FM <	7 WMXB-FM <
								8 WMXB-FM <	8 WVGO-FM

RICHMOND

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	72 (1)	72 (1)	6.6 %	6.2 %
AOR/Classic/NR	0 (0)	159 (4)	159 (4)	14.5 %	11.6 %
Black/Urban	11 (1)	245 (3)	256 (4)	23.3 %	23.2 %
CHR	0 (0)	76 (1)	76 (1)	6.9 %	8.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	14 (1)	171 (1)	185 (2)	16.8 %	16.7 %
Full Service	104 (1)	0 (0)	104 (1)	9.5 %	9.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.5 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
Oldies	0 (0)	35 (1)	35 (1)	3.2 %	4.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	40 (3)	9 (1)	49 (4)	4.5 %	5.4 %
Soft AC/EZ	0 (0)	119 (1)	119 (1)	10.8 %	10.1 %
Sports	14 (1)	0 (0)	14 (1)	1.3 %	1.2 %
Standards	29 (2)	0 (0)	29 (2)	2.6 %	3.0 %
Totals	212 (9)	886 (13)	1098 (22)		

Other Rated Stations					Metro Share	Cume Rating
WCLM	-AM	B/O	1450	Highland Spgs.	0.9	1.7
WDYL	-FM	REL	105.7	Chester	0.7	3.6
WGCV	-AM	G/B	1240	Petersburg	0.9	1.5
WSTK	-AM	ST	1290	Colonial Hts.	0.7	1.5

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WAFX	-FM	CL AOR	106.9	Suffolk	0.5	1.8

Consolidation Report	12+	25-54	Revenue
ABS, pend. WVGO-FM, WLEE-FM, WKHK-FM, WBZU-FM	24.1 %	24.9 %	29.7 %
Clear Channel, pend. WTVR-FM, WTVR-AM, WRXL-FM, WRXL-AM, WRVQ-FM, WRVH-AM, WRVA-AM	37.5 %	31.0 %	41.5 %
Sinclair, pend. WSMJ-FM, WPLZ-FM, WGCV-AM, WCDX-FM	17.9 %	16.8 %	17.4 %
	79.5 %	72.7 %	88.6 %

AM Stations

Call	Freq	Power	Day	Format	Station	City
WFTH	1590	5 KW	DAYS	Gospel	AURN	\$15.00 ---
WGCV	1240	1 KW		Gospel/Black	Westwd	\$15.00 Mc-Guild Sinclair Petersburg
WREJ	1540	10 KW	DAYS, DA	Religion		\$<20.00 ---
WRVA	1140	50 KW	DA-1	Full Service	ABC, CBS	\$74.00 Mc-Guild Clear Channel
WRVH	910	5 KW/1.5 KW	DA-1	Sports	ABC, CBS	\$21.00 Katz Clear Channel
WTVR	1380	5 KW	DA-2	Standards	ABC, SMN	\$<20.00 Katz Clear Channel
WXGI	950	5 KW/57 W		Country	Westwd	\$<20.00 ---

FM Stations

Call	Freq	Power	Day	Format	Station	City
WBZU	104.7	100 KW	@ 981	AOR-New Rock		\$41.00 --- ABS Crewe
WCDX	92.1	4.5 KW	@ 771	Black		\$72.00 MMR Sinclair Mechanicsville
WDYL	105.7	3 KW	@ 328	Religion		\$24.00 Salem Chester
WKHK	95.3	13 KW	@ 449	Country		\$98.00 Banner ABS Colonial Heights
WLEE	96.5	50 KW	@ 492	Oldies-70's		\$49.00 Christal ABS Williamsburg
WMXB	103.7	20 KW	@ 840	AC	AP, ABC	\$81.00 Mc-Guild SFX
WPLZ	99.3	6 KW	@ 328	Black/AC	Westwd, ABC	\$46.00 MMR Sinclair Petersburg
WRVQ	94.5	200 KW	@ 350	CHR	ABC	\$70.00 Katz Clear Channel
WRXL	102.1	20 KW	@ 791	AOR		\$77.00 Katz Clear Channel
WSOJ	100.3	4.7 KW	@ 371	Black		\$22.00 --- Petersburg
WTVR	98.1	50 KW	@ 840	EZ/Soft AC		\$63.00 Katz Clear Channel
WVGO	106.5	8 KW	@ 1234	Prog. AOR		\$50.00 Christal ABS

Notes: 3/96 Park sold WTVR-AF to Clear Channel (D+) for \$18,000,000 (MVP) . . . 4/96 WSMJ-F (101.1) signs on; LMA'd to Sinclair's WCDX-F/WGCV/WPLZ-F . . . 5/96 Benchmark sold WLEE-F and WVGO-F for \$14,500,000 to ABS (D+) (Bergner) . . . 7/96 WSMJ-F sold to Sinclair

RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 27	Pop (12+): 1,343,200	Stations: 47 / 14	Last Year's Revenue: \$23,400,000
MSA Rank: 10		Diaries 2417 / 556:1/48.1 %	Household Income: \$43,578
MSA Pop: 3,030,000		Sample Target: 2,420	Retail Dollars: \$21.9 Bil
DMA # Los Angeles		% Below Line: 58.6	#1 Biller: KFRG-F \$5,300,000
Average Person Ratings: 17.1		% Not Listed: 11.5	#1 Billing Portfolio:
Market TSL in Hours: 23.00		Pop per Station: 95,943	Anaheim duop \$7,100,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KFRG -FM C	204 / 8.9	9.3	9.5	10.1	7.9	9.5	2566 / 19.1	19.3	17.1	251 / 3479	G KFRG -FM
2	KFI -AM T	200 / 8.7	7.9	9.4	6.9	6.8	8.2	2178 / 16.2	16.5	14.5	276 / 3352	KFI -AM
3	KGCI -FM CHR	126 / 5.5	5.8	6.1	5.8	6.4	5.8	2389 / 17.8	19.0	17.9	170 / 3303	F KGCI -FM
4	KOLA -FM O	112 / 4.9	5.4	3.9	4.1	3.7	4.6	1967 / 14.6	12.2	13.6	140 / 2511	D KOLA -FM
5	KKBT -FM B	95 / 4.1	4.2	3.6	3.5	4.3	3.9	1160 / 8.6	8.6	8.6	157 / 1670	KKBT -FM
6	KLOS -FM AOR	88 / 3.8	3.3	3.5	4.2	3.8	3.7	1482 / 11.0	11.4	11.2	140 / 2194	KLOS -FM
7	KVAR -FM SP	87 / 3.8	5.5	4.6	4.3	3.8	4.5	968 / 7.2	8.7	7.1	132 / 1318	C KVAR -FM
8	KOST -FM AC/SAC	86 / 3.7	3.8	3.4	3.2	3.4	1.9	1515 / 11.3	10.0	11.2	155 / 2356	KOST -FM
9	KCBS -FM CL AOR	73 / 3.2	3.0	2.3	3.0	3.3	2.9	1293 / 9.6	8.4	9.3	88 / 1682	KCBS -FM
10	KLVE -FM SP	69 / 3.0	2.0	1.5	2.0	2.2	2.1	771 / 5.7	4.2	5.0	138 / 1108	KLVE -FM
11	KRTH -FM O	66 / 2.9	2.2	2.6	1.9	2.3	2.4	1239 / 9.2	9.0	8.8	83 / 1678	KRTH -FM
12	KIIS -FM CHR	56 / 2.4	2.9	2.3	3.6	3.2	2.8	1517 / 11.3	8.8	10.7	76 / 2161	KIIS -FM
13	KTWW -FM J	55 / 2.4	2.1	1.7	1.9	2.2	2.0	686 / 5.1	4.8	5.7	73 / 1039	KTWW -FM
14	KCAL -FM AOR	54 / 2.4	2.2	2.4	3.6	3.6	2.7	974 / 7.3	7.9	9.8	83 / 1405	F KCAL -FM
15	KPWR -FM U/CHR	51 / 2.2	2.1	2.2	2.0	1.8	2.1	1015 / 7.6	8.0	6.0	73 / 1471	KPWR -FM
16	KBIG -FM AC	47 / 2.0	2.1	2.7	2.0	2.5	2.2	981 / 7.3	8.2	7.5	66 / 1524	KBIG -FM
17	KWRP -FM EZ	45 / 2.0	2.1	2.1	2.4	2.2	2.2	372 / 2.8	3.3	3.5	58 / 462	B KWRP -FM
	KROQ -FM AOR-NR	45 / 2.0	1.8	2.0	2.9	3.1	2.2	1102 / 8.2	6.7	8.4	67 / 1626	KROQ -FM
19	KNX -AM N	44 / 1.9	2.1	2.4	2.2	2.5	0.5	934 / 7.0	9.4	8.7	68 / 1415	KNX -AM
20	KCXX -FM AOR-P	43 / 1.9	1.8	1.7	2.1	2.4	1.9	973 / 7.2	6.6	7.2	76 / 1443	C KCXX -FM

12+ FM Share (Metro): 78.87 % (1601 of 2030) (Spring 95: 76.48 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KGCI-FM >	1 KKBT-FM	1 KFRG-FM >	1 KFRG-FM >	1 KFRG-FM >	1 KFI-AM	1 KFI-AM	1 KFI-AM	1 KFRG-FM	1 KGCI-FM	1 KFI-AM >
2 KPWR-FM	2 KLOS-FM <	2 KGCI-FM <	2 KFI-AM <	2 KFI-AM <	2 KFRG-FM >	2 KFRG-FM >	2 KFRG-FM >	2 KFI-AM >	2 KKBT-FM	2 KFRG-FM
3 KIIS-FM >	3 KGCI-FM <	3 KOLA-FM <	3 KOLA-FM <	3 KOLA-FM <	3 KOLA-FM >	3 KLOS-FM	3 KOLA-FM	3 KGCI-FM	3 KFRG-FM <	3 KKBT-FM
4 KKBT-FM	4 KVAR-FM	4 KLOS-FM	4 KCBS-FM <	4 KVAR-FM <	4 KRTH-FM	4 KGCI-FM <	4 KOST-FM	4 KOLA-FM	4 KFI-AM	4 KGCI-FM
	5 KFRG-FM	KKBT-FM <	5 KVAR-FM	5 KCBS-FM <	KOST-FM	5 KOLA-FM	KGCI-FM	5 KKBT-FM <	5 KOST-FM	5 KNX-AM
	6 KCAL-FM	6 KFI-AM	KLOS-FM <	6 KOST-FM				6 KLOS-FM	KVAR-FM <	
	7 KOST-FM <		7 KOST-FM	KLOS-FM					7 KOLA-FM <	
	8 KLVE-FM									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KGCI-FM	1 KKBT-FM	1 KVAR-FM <	1 KFRG-FM	1 KFRG-FM >	1 KGCI-FM	1 KLOS-FM	1 KLOS-FM	1 KFRG-FM <	1 KFRG-FM
2 KKBT-FM >	2 KGCI-FM <	2 KFRG-FM	2 KGCI-FM <	2 KOLA-FM	2 KLOS-FM	2 KKBT-FM	2 KKBT-FM	2 KLOS-FM	2 KFI-AM <
3 KROQ-FM <	3 KVAR-FM	3 KKBT-FM <	3 KOST-FM	3 KOST-FM	3 KKBT-FM	3 KCAL-FM <	3 KVAR-FM <	3 KCBS-FM <	3 KCBS-FM <
4 KOST-FM	4 KFRG-FM <	4 KOST-FM	4 KVAR-FM <	KFI-AM	4 KROQ-FM <	4 KGCI-FM <	4 KCAL-FM	4 KFI-AM	4 KOLA-FM <
5 KPWR-FM	5 KOST-FM	5 KLVE-FM <	5 KKBT-FM <	5 KVAR-FM	5 KPWR-FM <	5 KVAR-FM	5 KCBS-FM	KOLA-FM <	5 KLOS-FM
6 KIIS-FM	6 KLVE-FM	6 KLOS-FM	6 KOLA-FM		6 KCXX-FM		6 KLVE-FM	6 KKBT-FM	6 KVAR-FM
	KLOS-FM						KOLA-FM		7 KKBT-FM

RIVERSIDE-SAN BERNARDINO

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	154 (4)	154 (4)	7.6 %	3.2 %
AOR/Classic/NR	0 (0)	324 (7)	324 (7)	16.0 %	16.4 %
Black/Urban	0 (0)	146 (2)	146 (2)	7.2 %	4.9 %
CHR	0 (1)	182 (2)	182 (3)	9.0 %	12.5 %
Classical	0 (0)	14 (1)	14 (1)	0.7 %	1.1 %
Country	0 (0)	255 (3)	255 (3)	12.6 %	12.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	61 (4)	182 (5)	243 (9)	12.0 %	10.2 %
Jazz	0 (0)	55 (1)	55 (1)	2.7 %	2.5 %
News/Talk	293 (5)	34 (1)	327 (6)	16.1 %	13.2 %
Oldies	17 (2)	178 (2)	195 (4)	9.6 %	10.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.3 %
Religion/Gospel	17 (2)	14 (2)	31 (4)	1.5 %	1.2 %
Soft AC/EZ	0 (0)	62 (2)	62 (2)	3.1 %	7.3 %
Sports	13 (1)	0 (0)	13 (1)	0.6 %	0.9 %
Standards	28 (1)	0 (0)	28 (1)	1.4 %	2.6 %
Totals	429 16	1600 (32)	2029 (48)		

Consolidation Report	12+	25-54	Revenue
Amaturo KOOJ-FM, KFRG-FM	10.2 %	10.9 %	24.8 %
Anahelm KOLA-FM, KCAL-FM	7.3 %	9.1 %	30.3 %
Embarcadero KVAR-FM, KSZZ-AM, KCAL-AM	5.1 %	6.7 %	15.0 %
Local KXSB-FM, KXRS-FM	0.6 %	0.8 %	2.0 %
	23.2 %	27.5 %	72.1 %

AM Stations

KCAL	1410	5 KW/4 KW (DA-N)	Hispanic	\$33.00	Caballero	Embarcadero
KDIF	1440	1 KW	Hispanic	\$23.00	Katz	Hisp.
KSZZ	590	1 KW (DA-2)	Hispanic	\$25.00	Caballero	Embarcadero

FM Stations

KCAL	96.7	1.8 KW @ 376	AOR	\$89.00	Banner	Anaheim
KCXX	103.9	200 W @ 1752	AOR-Prog.	\$42.00	---	All Pro Lake Arrowhead
KFRG	95.1	50 KW @ 490	Country	\$140.00	MMR	Amaturo
KGGI	99.1	2.5 KW @ 1844	CHR	\$102.00	Mc-Guild	Chancellor
KOLA	99.9	30 KW @ 1663	Oldies	\$69.00	Banner	Anaheim
KOOJ	92.7	3 KW @ 300	Country	\$30.00	MMR	Amaturo
KVAR	97.5	72 KW @ 1827	Hispanic	\$65.00	Caballero	Embarcadero
KWRP	96.1	250 W @ 1565	EZ/Soft AC	USA \$35.00	K & P	San Jacinto

Notes: Other rated stations: see Los Angeles

Other Rated Stations						Metro Share	Cume Rating
KATY	-FM	AC	101.3	Idyllwild		0.3	/ 1.1
KCAL	-AM	SP	1410	Redlands		0.7	/ 1.9
KDIF	-AM	SP	1440	Riverside		0.9	/ 1.9
KMEN	-AM	O	1290	San Bernardino		0.4	/ 1.6
KOOJ	-FM	C	92.7	Riverside		1.3	/ 4.6
KSZZ	-AM	SP	590	San Bernardino		0.6	/ 1.6
KXSB	-FF	SP	101.7	Big Bear Lake		0.6	/ 1.4

Other Rated Stations--Outside Market

						Metro Share	Cume Rating
KABC	-AM	T	790	Los Angeles		1.0	/ 3.0
KBAX	-FM	AOR-NR	107.1	Arcadia		0.6	/ 2.3
KBRT	-AM	REL	740	Avalon		0.3	/ 0.7
KFWB	-AM	N	980	Los Angeles		0.6	/ 3.2
KKGO	-FM	CL	105.1	Los Angeles		0.6	/ 2.6
KKLA	-AF	REL	1240	Riverside		0.7	/ 1.6
KLAC	-AM	ST	570	Los Angeles		1.2	/ 2.8
KLAX	-FM	SP	97.9	Long Beach		0.5	/ 1.8
KLSX	-FM	T	97.1	Los Angeles		1.5	/ 3.5
KMPC	-AM	T	710	Los Angeles		0.5	/ 2.1
KRLA	-AM	O	1110	Pasadena		0.3	/ 1.6
KSCA	-FM	AOR-NR	101.9	Glendale		0.3	/ 1.1
KTNQ	-AM	SP	1020	Los Angeles		0.5	/ 0.9
KWVE	-AM	REL	107.9	San Clemente		0.3	/ 1.3
KXEZ	-FM	SAC	100.3	Los Angeles		0.7	/ 3.1
KYSR	-FM	AC/CHR	98.7	Los Angeles		0.6	/ 3.5
KZLA	-FM	C	93.9	Los Angeles		0.9	/ 3.3
XTRA	-AM	SPRTS	690	Tijuana		0.6	/ 1.8

ROANOKE-LYNCHBURG

Arbitron Rank: 101 Pop (12+): 380,400	Stations: 27 / 21	Last Year's Revenue: \$15,000,000
MSA Rank: 84 - Roanoke; 193 - Lynchburg	Diaries 900 / 423:1/57.6 %	Household Income: \$37,268
MSA Pop: 435,000	Sample Target: 850	Retail Dollars: \$5.3 Bil
DMA #: 67	% Below Line: 4.5	#1 Billing: WYYD-F \$4,000,000
Average Person Ratings: 16.2	% Not Listed: 17.3	#1 Billing Portfolio:
Market TSL in Hours: 21.25	Pop per Station: 18,114	Benchmark duop \$6,700,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WYYD -FM	C	87 / 14.1	16.1	13.9	13.8	18.8	995 / 26.2	28.8	24.6	127 / 1528	F WYYD -FM
2	WJJS -FF	B	67 / 10.9	8.1	9.0	9.4	9.7	710 / 18.7	23.9	23.4	76 / 793	B WJJS -FF
3	WXLK -FF	CHR	54 / 8.7	8.1	9.0	9.4	9.7	962 / 25.3	23.9	23.4	100 / 1775	D WXLK -FF
4	WSLQ -FM	AC	46 / 7.5	6.5	6.8	6.6	5.9	583 / 15.3	15.9	17.3	87 / 1242	C WSLQ -FM
5	WROV -FM	AOR	40 / 6.5	5.7	9.5	7.4	8.5	576 / 15.1	14.9	18.3	80 / 1194	D WROV -FM
6	WPVR -FM	O	33 / 5.3	6.8	5.0	8.5	6.9	599 / 15.7	17.2	13.9	88 / 1223	C WPVR -FM
7	WFIR -AM	FS	30 / 4.9	5.9	4.0	4.3	6.5	411 / 10.8	11.5	10.1	38 / 499	B WFIR -AM
8	WRDJ -FF	O	27 / 4.4	4.1	3.0	3.2	4.6	403 / 10.6	11.0	9.6	36 / 579	A WRDJ -FF
9	WJLM -FM	C	25 / 4.1	5.1	5.9	7.2	5.9	406 / 10.7	10.8	12.8	31 / 497	B WJLM -FM
10	WLQE -FM	ST	22 / 3.6	2.7	2.4	1.0		208 / 5.5	4.3	2.9	28 / 247	A WLQE -FM
11	WSLC -AM	C/FS	19 / 3.1	5.1	3.8	3.1	4.2	196 / 5.2	9.5	5.9	23 / 273	A WSLC -AM
12	WLNI -FM	T	12 / 1.9	1.3	1.0	1.8		154 / 4.0	3.5	3.8	13 / 167	A WLNI -FM

12+ FM Share (Metro): 87.65 % (447 of 510) (Spring 95: 86.75 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJJS-FF >	1 WJJS-FF >	1 WJJS-FF	1 WJJS-FF	1 WYYD-FM	1 WYYD-FM >	1 WYYD-FM >	1 WYYD-FM	1 WYYD-FM >	1 WJJS-FF	1 WJJS-FF
2 WXLK-FF >	2 WROV-FM	2 WXLK-FF <	WYYD-FM	2 WSLQ-FM	2 WSLQ-FM	2 WJJS-FF	2 WSLQ-FM	2 WXLK-FF <	2 WYYD-FM	2 WYYD-FM >
3 WYYD-FM >	WXLK-FF <	3 WYYD-FM	3 WXLK-FF <	WJJS-FF	3 WXLK-FF	3 WXLK-FF <	3 WJJS-FF	3 WJJS-FF	3 WXLK-FF	3 WJJS-FM
	4 WYYD-FM	4 WROV-FM	4 WSLQ-FM	4 WXLK-FF	WFIR-AM <	4 WSLQ-FM >	4 WXLK-FF <	4 WROV-FM	4 WROV-FM	
	5 WPVR-FM	WSLQ-FM	5 WROV-FM <	5 WPVR-FM	5 WJJS-FF <		5 WROV-FM	5 WSLQ-FM		
		6 WPVR-FM	6 WPVR-FM >	WROV-FM			6 WFIR-AM <			
							7 WPVR-FM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WJJS-FF >	1 WJJS-FF >	1 WJJS-FF >	1 WJJS-FF >	1 WYYD-FM <	1 WXRA-FM	1 WROV-FM	1 WROV-FM >	1 WROV-FM	1 WYYD-FM <
2 WXLK-FF >	2 WXLK-FF	2 WSLQ-FM	2 WSLQ-FM <	2 WJJS-FF <	2 WROV-FM	2 WXLK-FF	2 WYYD-FM	2 WPVR-FM <	2 WROV-FM
3 WROV-FM	3 WSLQ-FM	WYYD-FM	3 WXLK-FF	3 WSLQ-FM	3 WJJS-FF	WYYD-FM <	WPVR-FM	3 WXLK-FF <	3 WPVR-FM
4 WYYD-FM >	WYYD-FM	4 WPVR-FM	WYYD-FM >	4 WXLK-FF	4 WXLK-FF	4 WPVR-FM	4 WXLK-FF	4 WYYD-FM	4 WXLK-FF
	WSLQ-FM	5 WROV-FM	WXLK-FF	5 WRDJ-FF <	5 WPVR-FM >	5 WJJS-FF	5 WLM-FM	5 WJJS-FF	5 WSLQ-FM
						6 WXRA-FM	6 WFIR-AM		

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	46 (1)	46 (1)	9.0 %	8.6 %
AOR/Classic/NR	0 (0)	52 (3)	52 (3)	10.2 %	12.6 %
Black/Urban	3 (1)	79 (5)	82 (6)	16.1 %	14.3 %
CHR	0 (0)	55 (2)	55 (2)	10.8 %	11.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	118 (4)	118 (4)	23.1 %	30.5 %
Full Service	49 (2)	0 (0)	49 (2)	9.6 %	5.1 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	6 (1)	12 (1)	18 (2)	3.5 %	2.4 %
Oldies	3 (1)	63 (4)	66 (5)	12.9 %	5.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	6.4 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	22 (1)	22 (1)	4.3 %	3.1 %
Totals	63 (6)	447 (21)	510 (27)		

Other Rated Stations				Metro Share	Cume Rating
WGOL -FM	O-70S	97.9	Lynchburg	0.5 / 2.3	
WKDE -FM	C	105.5	Altavista	0.5 / 1.6	
WLVA -AM	T	590	Lynchburg	1.0 / 3.3	
WRIS -AM	REL	1410	Roanoke	0.3 / 1.1	
WROV -AM	O	1240	Roanoke	0.5 / 2.2	
WTOY -AM	B	1480	Salem	0.5 / 1.7	

Other Rated Stations—Outside Market				Metro Share	Cume Rating
WAKG -FM	C	103.3	Danville	0.5 / 1.2	
WBZU -FM	AOR-NR	104.7	Crewe	0.5 / 1.6	
WJMH -FM	B	102.1	Reidsville, NC	1.1 / 4.5	
WQMG -FM	B	97.1	Greensboro, NC	0.3 / 1.7	
WQOK -FM	B	97.5	S. Boston	0.6 / 2.3	
WXRA -FM	AOR	94.5	Eden, NC	1.5 / 2.7	

ROANOKE-LYNCHBURG

Consolidation Report	12+	25-54	Revenue
Benchmark WROV-AM, WROV-FM, WYYD-FM	21.1 %	21.7 %	44.6 %
Coleman, semi-duop WLYK-FM, WXLK-FM	8.9 %	9.3 %	16.0 %
Point WJJS-FM, WJXX-FM, WLDJ-FM, WLVA-AM, WRDJ-FM	16.0 %	16.6 %	8.3 %
	46.0 %	47.6 %	68.9 %

AM Stations

WFIR	960	5 KW (DA-N)	Talk/News	CBS, Talknt	\$19.00	Torbet	Gibbons
WSLC	610	5 KW/1 KW (DA-2)	Country/FS	Westwd	\$15.00	Katz	Mel Wheeler

FM Stations

WJJS	106.1	5.8 KW @ 92	CHR		\$27.00	K&P	Point	Vinton
WJXX	101.7	3.4 KW @ 289	See WJJS-F					Lynchburg
WJLM	93.5	5.8 KW @ 98	Country	Westwd	\$24.00	K&P		Salem
WLDJ	102.7	22 KW @ 745	See WRDJ-F					Appamattox
WLNI	105.9	6 KW @ 266	News/Talk	Westwd	NA	Christal	Moran	Lynchburg
WLQE	106.9	290 W @ 1276	Standards	SMN, ABC	NA	---		Bedford
WLYK	100.1	20 KW @ 328	See WXLK-F					Lynchburg
WPVR	94.9	100 KW @ 1980	Oldies		\$40.00	Torbet	Gibbons	
WRDJ	105.3	3 KW @ 75	Oldies		\$<20.00	Eastman	Point	Roanoke
WROV	96.3	14 KW @ 2076	AOR	ABC	\$53.00	Christal	Benchmark	Martinsville
WSLQ	99.1	200 KW @ 1990	AC		\$39.00	Katz	Mel Wheeler	
WXLK	92.3	93 KW @ 2050	CHR	CNN	\$54.00	Mc-Guild	Coleman	
WYYD	107.9	20.5 KW @ 1768	Country	ABC	\$80.00	Mc-Guild	Benchmark	Amherst

Notes: WPVR-F reclassified as Oldies (from Soft AC)

ROCHESTER, NY

Arbitron Rank: 45 Pop (12+): 900,700	Stations: 27 / 20	Last Year's Revenue: \$29,800,000
MSA Rank: 49	Diaries 2379 / 379:1/ 59.6 %	Household Income: \$51,091
MSA Pop: 1,090,000	Sample Target: 2,200	Retail Dollars: \$9.9 Bil
DMA #: 73	% Below Line: 3.9	#1 Biller: WCMF-F \$6,000,000
Average Person Ratings: 16.3	% Not Listed: 14.1	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 45,035	Amer. Radio Sys., pend. \$18,400,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WHAM -AM	FS	155 / 106	116	10.6	10.6	8.9	10.9	1925 / 21.4	25.5	20.9	162 / 2079	F WHAM -AM
2 WBEE -FM	C	143 / 98	103	11.1	10.5	12.7	10.4	1709 / 19.0	21.0	22.6	154 / 1927	F WBEE -FM
3 WPXY -FM	CHR	129 / 88	70	8.1	7.7	9.1	7.9	2140 / 23.8	22.7	25.6	141 / 2408	E WPXY -FM
4 WCMF -FM	AOR	125 / 85	74	9.0	9.0	10.9	8.5	1733 / 19.2	19.8	24.8	132 / 1892	G WCMF -FM
5 WRMM -FM	SAC	114 / 78	71	8.6	7.3	7.0	7.7	1945 / 21.6	21.2	21.3	118 / 2016	E WRMM -FM
6 WNVE -FM	C	93 / 63	58	5.4	6.8	5.0	6.1	1608 / 17.9	16.1	13.2	120 / 1990	C WNVE -FM
7 WDKX -FM	B	84 / 57	58	6.0	6.1	6.3	5.9	909 / 10.1	10.0	9.4	84 / 921	C WDKX -FM
8 WVOR -FM	AC	76 / 52	59	5.0	5.1	4.1	5.3	1422 / 15.8	14.3	14.7	85 / 1525	C WVOR -FM
9 WKLY -FM	O	69 / 47	51	5.6	5.6	5.8	5.3	1452 / 16.1	16.5	17.1	74 / 1554	D WKLY -FM
10 WBBF -AM	ST	49 / 33	36	3.4	3.7	2.3	3.5	585 / 6.5	6.6	5.9	49 / 604	A WBBF -AM
11 WMAX -FF	AOR-P	43 / 29	22	2.1	2.6	3.6	2.5	763 / 8.5	7.3	9.0	43 / 789	C WMAX -FF
12 WHRR -FM	CL AOR	40 / 27	34	2.3	1.9	0.9	2.6	901 / 10.0	7.9	3.6	42 / 931	A WHRR -FM
13 WJZR -FM	J	21 / 14	10	0.7	1.1	1.6	1.1	411 / 4.6	2.9	5.3	21 / 411	B WJZR -FM
14 WRCD -FM	J	17 / 12	07					265 / 2.9			17 / 265	WRCD -FM

12+ FM Share (Metro): 81.32 % (1023 of 1258) (Spring 95: 84.04 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WNVE-FM <	1 WPXY-FM <	1 WCMF-FM	1 WCMF-FM	1 WCMF-FM	1 WHAM-AM	1 WHAM-AM	1 WBEE-FM <	1 WHAM-AM <	1 WPXY-FM <	1 WHAM-AM >
2 WPXY-FM >	2 WCMF-FM	2 WPXY-FM	2 WPXY-FM	2 WBEE-FM	2 WBEE-FM	2 WBEE-FM <	2 WHAM-AM <	2 WPXY-FM	2 WNVE-FM <	2 WBEE-FM <
3 WDKX-FM >	3 WNVE-FM >	3 WBEE-FM <	3 WBEE-FM	WPXY-FM <	3 WRMM-F >	3 WCMF-FM	3 WCMF-FM <	3 WBEE-FM <	3 WDKX-FM	3 WPXY-FM <
	4 WDKX-FM	4 WRMM-F <	4 WRMM-F	4 WRMM-F	4 WKLY-FM <	4 WRMM-F <	4 WRMM-F	4 WCMF-FM	4 WHAM-AM	4 WDKX-FM
	5 WBEE-FM	5 WNVE-FM	5 WHAM-AM <	5 WHAM-AM	5 WCMF-FM <	5 WPXY-FM	5 WPXY-FM	WRMM-F	5 WBEE-FM <	
		6 WDKX-FM <	6 WVOR-FM	6 WVOR-FM <	6 WBBF-AM	6 WNVE-FM	6 WVOR-FM	6 WNVE-FM	6 WCMF-FM <	
	7 WRMM-F	7 WVOR-FM <	7 WKLY-FM	7 WKLY-FM			7 WNVE-FM <	7 WDKX-FM <	7 WRMM-F	
		8 WHAM-AM <					8 WVOR-FM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPXY-FM >	1 WPXY-FM >	1 WPXY-FM >	1 WPXY-FM >	1 WPXY-FM <	1 WNVE-FM >	1 WCMF-FM <	1 WCMF-FM >	1 WCMF-FM >	1 WCMF-FM >
2 WDKX-FM >	2 WDKX-FM <	2 WCMF-FM	2 WRMM-F	2 WRMM-F	2 WCMF-FM >	2 WNVE-FM >	2 WNVE-FM	2 WNVE-FM	2 WBEE-FM <
3 WNVE-FM	3 WVOR-FM <	WVOR-FM >	3 WVOR-FM	3 WBEE-FM <	3 WDKX-FM	3 WPXY-FM	3 WHRR-FM <	3 WBEE-FM	3 WHAM-AM >
4 WVOR-FM	4 WCMF-FM >	4 WBEE-FM	4 WBEE-FM	4 WVOR-FM	4 WPXY-FM >	4 WBEE-FM	4 WPXY-FM	4 WHAM-AM	4 WPXY-FM <
5 WCMF-FM		WRMM-F <	WDKX-FM	5 WCMF-FM	5 WBEE-FM >	WHRR-FM <	5 WBEE-FM <	5 WPXY-FM	5 WMAX-FF
6 WRMM-F >		6 WDKX-FM	WCMF-FM	6 WKLY-FM		6 WDKX-FM	6 WMAX-FF	6 WHRR-FM <	6 WKLY-FM
			7 WKLY-FM	7 WHAM-AM <			7 WHAM-AM	7 WMAX-FF	7 WNVE-FM <
				8 WDKX-FM >				WOKX-FM <	
								9 WKLY-FM	

ROCHESTER, NY

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	89 (2)	89 (2)	7.1 %	6.1 %
AOR/Classic/NR	0 (0)	215 (5)	215 (5)	17.1 %	23.8 %
Black/Urban	0 (0)	84 (1)	84 (1)	6.7 %	7.5 %
CHR	0 (0)	135 (2)	135 (2)	10.7 %	10.9 %
Classical	0 (0)	6 (1)	6 (1)	0.5 %	0.0 %
Country	0 (0)	249 (4)	249 (4)	19.8 %	15.9 %
Full Service	155 (1)	0 (0)	155 (1)	12.3 %	10.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	38 (2)	38 (2)	3.0 %	1.9 %
News/Talk	12 (1)	0 (0)	12 (1)	1.0 %	1.2 %
Oldies	0 (0)	69 (1)	69 (1)	5.5 %	7.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %
Religion/Gospel	6 (1)	12 (1)	18 (2)	1.4 %	1.9 %
Soft AC/EZ	0 (0)	114 (1)	114 (1)	9.1 %	8.4 %
Sports	7 (1)	0 (0)	7 (1)	0.6 %	0.2 %
Standards	66 (3)	0 (0)	66 (3)	5.3 %	2.8 %
Totals:	246 (7)	1011 (20)	1257 (27)		

Other Rated Stations

Station	Frequency	Class	Power	City	Metro Share	Cume Rating
WBTA	-AM	ST	1490	Batavia	0.4	/ 0.8
WCMF	-AM	SPRTS	990	Rochester	0.5	/ 2.0
WHTK	-AM	T	1280	Rochester	0.8	/ 3.8
WWWG	-AM	REL	1460	Rochester	0.4	/ 1.4
WZ XV	-FM	REL	99.7	Palmyra	0.8	/ 1.9

Other Rated Stations—Outside Market

Station	Frequency	Class	Power	City	Metro Share	Cume Rating
CFMX	-FM	CL	103.1	Coburg, ON	0.4	/ 1.5
WGRF	-FM	AOR/CL	96.9	Buffalo	0.5	/ 1.4
WKSE	-FM	CHR	98.5	Niagara Falls	0.4	/ 1.3
WMJQ	-FM	AC	102.5	Buffalo	0.9	/ 2.6
WNUC	-FM	C	107.7	Wethersfield	0.4	/ 1.9
WYLF	-AM	ST	850	Penn Yan	0.8	/ 1.5
WYRK	-FM	C	106.5	Buffalo	0.5	/ 1.4

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pend. WWOR-FM, WRMM-FM, WPXY-FM, WHTK-AM, WHAM-AM, WCMF-FM, WCMF-AM	42.2 %	45.7 %	61.7 %
Heritage WKLX-FM, WBEE-FM, WBBF-AM	17.8 %	16.0 %	24.2 %
	60.0 %	61.7 %	85.9 %

AM Stations

Station	Power	Class	Service	Buyer	Power	Buyer	Service
WBBF	950	1 KW (DA-2)	Standards	CNN	\$25.00	Katz	Heritage
WHAM	1180	50 KW	Full Service	Talknt, CBS, ABC	\$75.00	Mc-Guild	Amer. Radio Sys.

FM Stations

Station	Power	Class	Service	Buyer	Power	Buyer	Service
WBEE	92.5	50 KW @ 500	Country	Westwd	\$84.00	Katz	Heritage
WCMF	96.5	50 KW @ 450	AOR		\$117.00	Christal	Amer. Radio Sys.
WDX	103.9	0.8 KW @ 540	Black		\$34.00	Torbet	
WHRR	93.3	4 KW @ 390	AOR		\$<20.00	Mc-Guild	Avon
WJZR	105.9	3 KW @ 180	Jazz	AP	\$20.00	---	
WKLX	98.9	37 KW @ 564	Oldies		\$52.00	Katz	Heritage
WNVE	95.1	10 KW @ 994	AOR-NR		\$39.00	D&R	Lerner S. Bristol
WPXY	97.9	50 KW @ 400	CHR		\$62.00	Eastman	Amer. Radio Sys.
WRCD	107.3	6 KW @ 305	Jazz		NA	Torbet	Honeoye Falls
WRMM	101.3	27 KW @ 640	Soft AC		\$68.00	Torbet	Amer. Radio Sys.
WWOR	100.5	50 KW @ 480	AC		\$43.00	Mc-Guild	Amer. Radio Sys.

Notes: 2/96 WHAM/WHTK/WWOR-F/ WPXY-F sold by Lincoln to American Radio Systems for \$30,500,000 (Blackburn) . . .

ROCKFORD

Arbitron Rank: 146 Pop (12+): 247,400	Stations: 22 / 9	Last Year's Revenue: \$8,400,000
MSA Rank: 141	Diaries 636 / 389:1/ 53.9 %	Household Income: \$48,012
MSA Pop: 351,000	Sample Target: 680	Retail Dollars: \$3 0 Bil
DMA # 136	% Below Line: 19.7	#1 Biller: WXRX-F \$2,400,000
Average Person Ratings: 17	% Not Listed: 14.5	#1 Billing Portfolio: Connoisseur duop \$3,900,000
Market TSL in Hours: 22.75	Pop per Station: 27,489	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1	WXRX -FM	AOR	76 / 18.0	14.6	18.0	17.1	16.8	719 / 29.1	26.2	29.5	94 / 1046	D	WXRX -FM
2	WZOK -FM	CHR	58 / 13.8	14.6	10.5	10.3	9.9	736 / 29.8	36.0	26.6	89 / 1470	C	WZOK -FM
3	WRWC -FM	AC	35 / 8.3	6.7	6.2	6.6	9.1	424 / 17.1	14.3	16.6	42 / 569	B	WRWC -FM
4	WKMQ -FM	O	31 / 7.4	7.7	5.4	5.6	6.3	517 / 20.9	19.5	20.8	51 / 869	C	WKMQ -FM
5	WXXQ -FM	C	25 / 5.9	7.9	8.5	7.6	5.8	388 / 15.7	17.2	15.6	66 / 922	B	WXXQ -FM
6	WROK -AM	FS	24 / 5.7	6.7	5.7	7.6	7.4	444 / 17.9	16.7	19.2	26 / 487	C	WROK -AM
7	WGN -AM	FS/T	21 / 5.0	5.1	3.1	5.1	5.5	259 / 10.5	14.1	9.5	41 / 610		WGN -AM
8	WNTA -AM	ST/T	18 / 4.3	4.4	4.4	3.9	6.3	246 / 10.0	9.6	8.5	19 / 265	A	WNTA -AM
9	WJVL -FM	C	13 / 3.1	2.3	1.8	2.2	2.5	223 / 9.0	9.4	8.0	45 / 632		WJVL -FM

12+ FM Share (Metro): 73.89 % (266 of 360) (Spring 95: 70.83 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WZOK-FM >	1 WXRX-FM >	1 WXRX-FM >	1 WXRX-FM >	1 WXRX-FM >	1 WXRX-FM <	1 WXRX-FM	1 WXRX-FM >	1 WXRX-FM >	1 WXRX-FM >	1 WGN-AM
2 WXRX-FM >	2 WZOK-FM >>	2 WZOK-FM	2 WRWC-F	2 WRWC-F	2 WKMQ-FM	2 WZOK-FM >	2 WZOK-FM >	2 WZOK-FM	2 WZOK-FM >	2 WZOK-FM >
3 WRWC-F	3 WRWC-F	3 WRWC-F	3 WZOK-FM	3 WZOK-FM <	3 WROK-AM	3 WRWC-F <	3 WRWC-F >	3 WKMQ-FM <	3 WRWC-F <	3 WRWC-F <
4 WXXQ-FM >>	4 WKMQ-FM	4 WKMQ-FM	4 WKMQ-FM	4 WKMQ-FM	WRWC-F	4 WROK-AM	4 WKMQ-FM	4 WRWC-F	4 WGN-AM <	WXRX-FM
	5 WXXQ-FM >	5 WXXQ-FM >	5 WXXQ-FM >	5 WNTA-AM	WGN-AM	5 WNTA-AM	5 WXXQ-FM <	5 WXXQ-FM	5 WXXQ-FM	
							6 WROK-AM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WZOK-FM >	1 WZOK-FM	1 WXRX-FM >	1 WZOK-FM <	1 WXRX-FM	1 WXRX-FM	1 WXRX-FM >	1 WXRX-FM >	1 WXRX-FM >>	1 WXRX-FM >>
2 WXRX-FM >	2 WXRX-FM >	2 WRWC-F	2 WXRX-FM >	2 WRWC-F <	2 WZOK-FM >	2 WZOK-FM >	2 WRWC-F	2 WZOK-FM	2 WRWC-F <
3 WKMQ-FM >	3 WRWC-F	WZOK-FM >	3 WRWC-F	3 WZOK-FM >		3 WRWC-F >	3 WXXQ-FM	3 WRWC-F	3 WKMQ-FM
	WXXQ-FM >	WXXQ-FM	4 WKMQ-FM >	4 WKMQ-FM >			WSCR-AM >	4 WXXQ-FM	4 WXXQ-FM
				5 WXXQ-FM			WZOK-FM	WKMQ-FM >	5 WZOK-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	35 (1)	35 (1)	9.7 %	7.7 %
AOR/Classic/NR	0 (0)	78 (2)	78 (2)	21.7 %	24.7 %
Black/Urban	0 (0)	4 (1)	4 (1)	1.1 %	1.0 %
CHR	0 (0)	63 (3)	63 (3)	17.5 %	14.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	41 (3)	41 (3)	11.4 %	12.8 %
Full Service	45 (2)	0 (0)	45 (2)	12.5 %	11.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	15 (3)	0 (0)	15 (3)	4.2 %	9.0 %
Oldies	0 (0)	31 (1)	31 (1)	8.6 %	6.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	7 (1)	7 (1)	1.9 %	1.9 %
Soft AC/EZ	0 (0)	7 (1)	7 (1)	1.9 %	1.9 %
Sports	8 (2)	0 (0)	8 (2)	2.2 %	1.6 %
Standards	26 (2)	0 (0)	26 (2)	7.2 %	7.1 %
Totals	94 (9)	266 (13)	360 (22)		

Other Rated Stations					Metro Share	Cume Rating
WLUV -FM	C	96.7	Loves Park	0.7	/ 2.6	
WQFL -FM	REL	100.9	Rockford	1.7	/ 4.8	

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WAIT -AM	ST	850	Crystal Lake	1.9	/ 2.8	
WBBM -AM	N	780	Chicago	0.9	/ 7.2	
WDEK -FM	CHR	92.5	Dekalb	0.5	/ 3.9	
WLS -AM	T	890	Chicago	1.2	/ 4.8	
WMAQ -AM	N	670	Chicago	1.4	/ 7.3	
WMVP -AM	SPRTS	1000	Chicago	0.5	/ 1.6	
WRCX -FM	AOR	103.5	Chicago	0.5	/ 2.0	
WSCR -AM	SPRTS	820	Chicago	1.4	/ 1.6	
WSJY -FM	SAC	107.3	Ft. Atkinson, WI	1.7	/ 5.5	
WVAZ -FM	B/AC	102.7	Oak Park	0.9	/ 2.3	
WZEE -FM	CHR	104.1	Madison, WI	0.7	/ 4.6	

ROCKFORD

Consolidation Report	12+	25-54	Revenue
Airplay WKMQ-FM, WNTA-AM, WRRR-AM, WXRX-FM	39.4 %	33.9 %	43.5 %
Connoisseur WROK-AM, WXXQ-FM, WZOK-FM	25.4 %	20.0 %	46.4 %
	64.8 %	53.9 %	89.9 %

AM Stations

WNTA	1330	1 KW/91 W (DA-1)	Standards	SMN	\$<20.00	Katz	Airplay
WROK	1440	5 KW/270 W (DA-D)	Full Service	ABC	\$26.00	Christal	Connoisseur

FM Stations

WKMQ	95.3	1.25 KW @ 512	Oldies		\$21.00	Katz	Airplay	Winnebago
WRWC	103.1	1.2 KW @ 525	Soft AC	Westwd	\$32.00	K&P	Salter	Rockton
WXRX	104.9	4 KW @ 400	AOR	Source	\$35.00	Katz	Airplay	Belvidere
WXXQ	98.5	50 KW @ 400	Country		\$16.00	Eastman	Connoisseur	Freeport
WZOK	97.5	50 KW @ 430	CHR		\$40.00	Christal	Connoisseur	

Notes: WGN -- See Chicago . . . 4/96 WFPS-F (Freeport) sold to Evening Star Publ. for \$1,283,000 . . . 5/96 WFRL (Freeport) sold by Connoisseur to Evening Star Publ for \$245,000 (MVP)

SACRAMENTO

Arbitron Rank: 29 Pop (12+): 1,337,200	Stations: 30 / 24	Last Year's Revenue: \$67,400,000
MSA Rank: 34	Diaries 2642 / 506:1/ 56.5 %	Household Income: \$45,667
MSA Pop: 1,640,000	Sample Target: 2,520	Retail Dollars: \$13.9 Bil
DMA # 21 (w/Stockton, Modesto)	% Below Line: 4.3	#1 Biller: KFBK \$10,500,000
Average Person Ratings: 15.5	% Not Listed: 15.3	#1 Billing Portfolio: Chancellor duop \$23,700,000
Market TSL in Hours: 20.75	Pop per Station: 55,717	

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KFBK -AM	N/T	176 / 8.5	10.4	9.9	9.9	9.7	9.7	2527 / 18.9	21.6	20.9	238 / 3472	I KFBK -AM
2	KSFM -FM	CHR	173 / 8.4	8.5	8.2	8.4	7.2	2.1	2683 / 20.1	19.4	16.7	249 / 4051	G KSFM -FM
3	KNCI -FM	C	123 / 5.9	6.0	6.1	7.3	6.8	1.5	1865 / 13.9	13.5	14.5	146 / 2345	F KNCI -FM
4	KRXQ -FM	AOR	120 / 5.8	4.8	3.0	4.8	4.6	4.6	1628 / 12.2	10.3	11.8	135 / 1899	E KRXQ -FM
5	KHYL -FM	O	113 / 5.5	5.1	4.9	5.0	6.1	5.1	2219 / 16.6	15.9	17.9	143 / 2889	F KHYL -FM
6	KXOA -FM	O-70S	107 / 5.2	3.6	4.2	3.7	4.1	4.2	1849 / 13.8	11.8	14.1	134 / 2372	F KXOA -FM
7	KGBY -FM	AC	106 / 5.1	5.8	5.9	5.7	5.8	5.6	2018 / 15.1	14.8	16.3	115 / 2289	G KGBY -FM
8	KYMX -FM	SAC	90 / 4.3	4.3	4.7	3.8	4.2	4.3	1603 / 12.0	12.2	13.1	99 / 1831	E KYMX -FM
9	KCTC -AM	ST	83 / 4.0	2.8	3.5	3.5	3.9	3.5	1038 / 7.8	6.1	7.8	108 / 1378	B KCTC -AM
	KSEG -FM	CL AOR	83 / 4.0	3.6	4.0	4.4	3.9	4.0	1552 / 11.6	10.6	11.5	108 / 2008	G KSEG -FM
11	KWOD -FM	AOR-NR	78 / 3.8	4.4	4.4	5.2	5.0	4.4	1729 / 12.9	12.4	13.0	101 / 2172	E KWOD -FM
12	KSTE -AM	T	73 / 3.5	3.2	3.9	4.1	4.1	3.7	1091 / 8.2	9.3	9.1	98 / 1434	C KSTE -AM
13	KRAK -FM	C	67 / 3.2	2.5	3.0	3.6	3.9	3.1	1452 / 10.9	9.7	11.8	89 / 1963	F KRAK -FM
14	KSSJ -FM	J	56 / 2.7	2.7	2.7	2.1	1.6	2.6	859 / 6.4	6.5	5.0	75 / 1217	B KSSJ -FM
15	KQPT -FM	AOR	54 / 2.6	4.1	3.7	2.1	2.4	3.1	1179 / 8.8	9.8	7.5	60 / 1327	D KQPT -FM
16	KHTK -AM	T	40 / 1.9	2.8	2.2	2.0	2.0	2.2	818 / 6.1	7.4	6.0	48 / 979	C KHTK -AM
17	KSXX -FM	SP	28 / 1.4	0.9	1.5	0.7	0.5	0.6	283 / 2.1	2.5	1.5	40 / 432	C KSXX -FM
18	KNBR -AM	SPRTS	25 / 1.2	0.9	1.2	1.0	1.2	1.1	522 / 3.9	4.2	3.7	81 / 1495	KNBR -AM
19	KQBR -FM	J	23 / 1.1	1.7	1.6	1.3	1.2	1.4	416 / 3.1	4.1	3.1	30 / 541	C KQBR -FM

12+ FM Share (Metro): 71.97 % (1263 of 1755) (Spring 95: 71.41 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KSFM-FM >	1 KRXQ-FM	1 KSFM-FM	1 KXOA-FM	1 KXOA-FM	1 KFBK-AM >	1 KFBK-AM >	1 KFBK-AM >	1 KSFM-FM	1 KSFM-FM	1 KFBK-AM >
2 KWOD-FM >	2 KSFM-FM >	2 KRXQ-FM	2 KGBY-FM <	2 KFBK-AM	2 KHYL-FM <	2 KSFM-FM	2 KSFM-FM <	2 KNCI-FM <	2 KRXQ-FM >	
3 KRXQ-FM >	3 KGBY-FM	3 KNCI-FM	3 KNCI-FM <	KNCI-FM <	3 KCTC-AM	3 KGBY-FM	3 KNCI-FM <	3 KFBK-AM	3 KWOD-FM <	
	4 KNCI-FM	KXOA-FM	4 KSFM-FM <	KGBY-FM	4 KNCI-FM <	KNCI-FM	4 KXOA-FM <	4 KHYL-FM	4 KHYL-FM	
	5 KWOD-FM <	KGBY-FM	5 KSEG-FM <	5 KHYL-FM	5 KXOA-FM <	5 KXOA-FM <	5 KHYL-FM <	KXOA-FM <	KNCI-FM	
	6 KXOA-FM	6 KSEG-FM	KRXQ-FM	6 KSFM-FM	6 KYMX-FM		6 KRXQ-FM <	6 KGBY-FM <		
		7 KFBK-AM	7 KFBK-AM <	8 KRXQ-FM			7 KGBY-FM	7 KRXQ-FM		
		KHYL-FM	8 KHYL-FM >							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KSFM-FM >	1 KSFM-FM >	1 KGBY-FM	1 KSFM-FM <	1 KGBY-FM <	1 KRXQ-FM >	1 KRXQ-FM >	1 KRXQ-FM >	1 KRXQ-FM	1 KFBK-AM
2 KGBY-FM	2 KGBY-FM	2 KRXQ-FM	2 KGBY-FM	2 KXOA-FM <	2 KSFM-FM >	2 KSFM-FM	2 KSEG-FM	2 KSEG-FM <	2 KSEG-FM <
KWOD-FM	3 KRXQ-FM <	3 KSFM-FM <	3 KNCI-FM <	3 KNCI-FM	3 KWOD-FM	3 KNCI-FM	KXOA-FM	3 KFBK-AM <	3 KRXQ-FM
KNCI-FM	4 KNCI-FM	4 KXOA-FM <	4 KXOA-FM	4 KSFM-FM	4 KNCI-FM >	4 KWOD-FM	4 KGBY-FM <	4 KSFM-FM <	4 KXOA-FM
5 KQPT-FM	5 KWOD-FM	5 KNCI-FM	5 KHYL-FM <	KHYL-FM	5 KGBY-FM	KXOA-FM	5 KSFM-FM	5 KXOA-FM	5 KHYL-FM
6 KRXQ-FM	6 KQPT-FM <	6 KSTE-AM	6 KYMX-FM	6 KYMX-FM	KSEG-FM	KSEG-FM	KHTK-AM <	6 KNCI-FM	6 KNCI-FM <
KYMX-FM	7 KYMX-FM					KGBY-FM	7 KNCI-FM		
	KXOA-FM								

SACRAMENTO

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	106 (1)	106 (1)	6.0 %	7.9 %
AOR/Classic/NR	0 (0)	346 (5)	346 (5)	19.7 %	19.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	173 (1)	173 (1)	9.9 %	9.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	204 (3)	204 (3)	11.6 %	13.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %
Hispanic	20 (2)	45 (3)	65 (5)	3.7 %	1.6 %
Jazz	0 (0)	79 (2)	79 (2)	4.5 %	1.4 %
News/Talk	324 (5)	0 (0)	324 (5)	18.5 %	20.1 %
Oldies	17 (1)	220 (2)	237 (3)	13.5 %	13.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	14 (1)	0 (0)	14 (1)	0.8 %	2.7 %
Soft AC/EZ	0 (0)	90 (1)	90 (1)	5.1 %	5.0 %
Sports	34 (2)	0 (0)	34 (2)	1.9 %	0.0 %
Standards	83 (1)	0 (0)	83 (1)	4.7 %	4.6 %
Totals:	492 12	1263 (18)	1755 (30)		

Other Rated Stations					Metro Share	Cume Rating
KFIA	-AM	REL	710	Carmichael	0.7	/ 2.4
KMJI	-AM	SPRTS	1380	Sacramento	0.4	/ 2.1
KRCX	-AM	SP	1110	Roseville	0.6	/ 1.2
KRLT	-FM	CL AOR	93.9	S. Lake Tahoe	0.5	/ 1.2
KXOA	-AM	O	1470	Sacramento	0.8	/ 2.9
KZSA	-FM	SP	92.1	Placerville	0.4	/ 1.3

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KATM	-FM	C	103.3	Modesto	0.7	/ 2.1
KGO	-AM	T	810	San Francisco	0.9	/ 3.1
KSFO	-AM	T	560	San Francisco	0.8	/ 1.4
KSTN	-FM	SP	107.3	Stockton	0.4	/ 1.0
KTRB	-AM	SP	860	Modesto	0.3	/ 0.7

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys., pend. KMJI-AM, KSFM-FM, KYMX-FM, KCTC-AM	17.1 %	11.8 %	15.3 %
Brown KQPT-FM, KXOA-AM, KXOA-FM	8.6 %	11.4 %	10.9 %
Chancellor KSTE-AM, KFBK-AM, KHYL-FM, KGBY-FM	22.6 %	23.0 %	35.2 %
Embarcadero KMYC-AM, KRCX-AM, KSXX-FM	2.0 %	2.1 %	2.2 %
EZ KRAK-FM, KHTK-AM, KNCI-FM	11.1 %	12.2 %	15.9 %
Jacor KRXQ-FM, KSEG-FM	9.8 %	11.3 %	13.9 %
	71.2 %	71.8 %	93.4 %

AM Stations

Station	Power	Class	Format	Advertiser	Agency	Product
KCTC	1320	5 KW (DA-2)	Standards	Westwd, ABC	\$33.00 Mc-Guild	Amer. Radio Sys.
KFBK	1530	50 KW (DA-2)	News/Talk	ABC, CNN	\$180.00 Group W	Chancellor
KHTK	1140	50 KW (DA-2)	Talk	CBS	\$25.00 Katz	EZ
KSTE	650	21.4 KW/920 W (DA-2)	Talk	ABC, Talknt, Westwd	\$35.00 Torbet	Chancellor Rancho Cordova

SACRAMENTO

FM Stations

KGBY	92.5	50 KW @ 450	AC	\$135.00	Sentry	Chancellor	
KHYL	101.1	36 KW @ 577	Oldies	\$97.00	Group W	Chancellor	Auburn
KNCI	105.1	50 KW @ 500	Country	CBS \$125.00	Katz	EZ	
KQBR	104.9	2.95 KW @ 463	Black AC	CBS, Westwd \$33.00			Davis
KQPT	100.5	115 KW @ 328	AOR-Progressive	\$60.00	CBS	Brown	
KRAK	98.5	50 KW @ 495	Country	\$82.00	Katz	EZ	
KRXQ	93.7	25 KW @ 328	AOR	\$90.00	Christal	Jacor	Roseville
KSEG	96.9	50 KW @ 500	Classic AOR	\$120.00	Christal	Jacor	
KSFM	102.5	50 KW @ 500	CHR	ABC \$140.00	MMR	Amer. Radio Sys.	Woodland
KSSJ	101.9	4.1 KW @ 827	Jazz		Eastman		Shingle Springs
KSXX	99.9	1.7 KW @ 2180	Hispanic	\$29.00	Caballero	Embarcadero	Marysville
KWOD	106.5	50 KW @ 410	AOR-New Rock	CBS, ABC \$70.00	D&R		
KXOA	107.9	50 KW @ 404	Oldies-70's	\$100.00	CBS	Brown	
KYMX	96.1	50 KW @ 476	Soft AC	\$82.00	Mc-Gulid	Amer. Radio Sys.	

Notes: 3/96 Citicasters sold the following to Jacor: KRXQ-F for \$18,600,000; KSEG-F for \$29,500,000 . . . 3/96 KZZF-F (S. Lake Tahoe) changes from CHR to AOR-New Rock . . . 3/96 KSQR (1240) sold to Silverado for \$1,800,000 (E) . . . 3/96 KCTC & KYMX-F sold by Henry to Amer. Radio Sys. for \$24,000,000 (E) . . . 5/96 KSTE sold by Fuller-Jeffrey to Amer. Radio Sys. for \$7,250,000 . . . 5/96 KMJI/KSFM-F sold by Secret to Amer. Radio Sys. for about \$29,000,000 . . . 5/96 KSSJ-F sold by Olympic to Amer. Radio Sys. for \$14,000,000 (Star) . . . 6/96 KSTE sold by Amer. Radio Sys. to Chancellor for \$9,500,000 (MVP) . . . 7/96 KXOA-AF/KQPT-F sold by Brown to Amer. Radio Sys. for \$50,000,000 (MVP) . . . 7/96 EZ sold these stations to American Radio Sys.: KHTK for \$4,000,000; KNCI-F for \$28,000,000; KRAK-F for \$30,000,000

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

SAGINAW-BAY CITY

Arbitron Rank: 123 Pop (12+): 327,700	Stations: 26 / 17	Last Year's Revenue: \$13,700,000
MSA Rank: 85	Diarles 972 / 337:1/ 57.4 %	Household Income: \$43,865
MSA Pop: 614,000	Sample Target: 950	Retail Dollars: \$4.2 Bil
DMA #: 60 (w/Flint)	% Below Line: 6.4	#1 Biller: WKQC-F Rev: \$3,000,000
Average Person Ratings: 15.7	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 19,276	Fritz duop \$4,700,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WSGW -AM	FS/T	57 / 11.1	10.4	9.8	11.0	8.6	10.6	699 / 21.3	20.1	20.3	66 / 829	D WSGW -AM
2 WKCO -FM	C	54 / 10.5	10.1	12.5	9.8	12.2	10.7	777 / 23.7	25.8	25.8	144 / 2034	E WKCO -FM
3 WHNN -FM	O	44 / 8.6	10.6	8.4	8.1	7.7	8.9	695 / 21.2	22.3	21.6	108 / 1843	D WHNN -FM
WKQZ -FM	ADR	44 / 8.6	10.6	9.1	7.0	8.7	8.8	614 / 18.7	19.3	17.1	76 / 1139	C WKQZ -FM
5 WIOG -FM	AC/CHR	42 / 8.2	7.3	7.1	7.8	8.7	7.6	695 / 21.2	21.8	23.6	93 / 1728	C WIOG -FM
6 WCEN -FM	C	33 / 6.4	4.7	4.1	5.3	3.1	5.1	413 / 12.6	10.3	9.8	94 / 1075	C WCEN -FM
7 WGER -FM	SAC	26 / 5.1	3.1	5.7	4.2	5.1	4.5	408 / 12.4	14.5	15.2	27 / 465	B WGER -FM
WTLZ -FM	B	26 / 5.1	5.6	5.0	7.4	5.1	5.8	331 / 10.1	8.6	10.4	32 / 552	B WTLZ -FM
9 WTCF -FM	CHR	25 / 4.9	5.6	5.7	6.3	6.2	5.6	571 / 17.4	18.4	20.1	28 / 649	B WTCF -FM
10 WSAM -AM	ST	24 / 4.7	4.2	4.3	3.2	3.3	4.1	331 / 10.1	9.2	9.5	29 / 391	A WSAM -AM
11 WKNX -AM	ST	12 / 2.3	1.6	3.2	1.5	1.8	2.2	207 / 6.3	4.8	5.7	16 / 265	A WKNX -AM
13 WXC -FM	C	10 / 2.0	3.5	3.9	4.0	5.1	3.3	244 / 7.5	12.9	11.9	11 / 302	A WXC -FM
12 WMJA -FM	O	10 / 2.0	1.7	2.7	2.1	2.2	2.1	176 / 5.4	6.3	5.7	16 / 324	A WMJA -FM

12+ FM Share (Metro): 76.26 % (347 of 455) (Winter 95: 79.23 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WTCF-FM >	1 WKQZ-FM >	1 WKQZ-FM <	1 WKQZ-FM <	1 WHNN-FM <	1 WSGW-A >	1 WSGW-A >	1 WSGW-A	1 WKCO-FM <	1 WKCO-FM	1 WSGW-A
2 WKCO-FM	2 WKCO-FM <	2 WKCO-FM	2 WHNN-FM	2 WKQZ-FM <	2 WHNN-FM	2 WKCO-FM <	2 WIOG-FM	2 WKQZ-FM	2 WKQZ-FM	2 WKCO-FM
WTLZ-FM	3 WIOG-FM	3 WHNN-FM <	WKCO-FM	3 WKCO-FM	3 WKCO-FM	3 WHNN-FM <	WKCO-FM	3 WHNN-FM	WTLZ-FM >	3 WKQZ-FM >
	4 WCEN-FM >	4 WIOG-FM	4 WIOG-FM	4 WIOG-FM <	4 WSAM-AM	4 WIOG-FM <	4 WHNN-FM <	4 WSGW-A	4 WIOG-FM <	4 WTLZ-FM
	5 WTLZ-FM	5 WCEN-FM	WCEN-FM	5 WCEN-FM	5 WIOG-FM <	5 WKQZ-FM	5 WKQZ-FM <	WIOG-FM <	5 WSGW-A	5 WGER-FM
	WTCF-FM >	6 WTLZ-FM <	6 WGER-FM	6 WGER-FM <	6 WGER-FM	6 WCEN-FM	6 WCEN-FM	6 WCEN-FM	WHNN-FM	WIOG-FM
		7 WGER-FM	7 WTLZ-FM	7 WSGW-A		7 WGER-FM	7 WGER-FM	7 WTCF-FM	7 WTCF-FM >	7 WHNN-FM
		8 WTCF-FM	8 WSGW-A				8 WSAM-AM			WMJA-FM >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WIOG-FM >	1 WIOG-FM	1 WKCO-FM	1 WIOG-FM <	1 WKCO-FM	1 WKQZ-FM	1 WKQZ-FM >	1 WKQZ-FM >	1 WKQZ-FM >	1 WKQZ-FM
2 WKQZ-FM	2 WKCO-FM	WIOG-FM	2 WKCO-FM >	2 WIOG-FM	2 WKCO-FM >	2 WKCO-FM	2 WCEN-FM >	2 WHNN-FM	2 WHNN-FM
WTCF-FM	3 WKQZ-FM	3 WKQZ-FM	3 WHNN-FM	3 WHNN-FM	3 WCEN-FM	WCEN-FM >	3 WKCO-FM	3 WCEN-FM <	3 WCEN-FM
WKCO-FM	4 WTCF-FM	4 WCEN-FM	4 WGER-FM <	4 WGER-FM	WVIC-FM	4 WTLZ-FM >	4 WTLZ-FM	4 WKCO-FM	4 WKCO-FM
5 WTLZ-FM >	5 WCEN-FM >	5 WTCF-FM >	5 WTCF-FM <	5 WCEN-FM	WTLZ-FM >		5 WIOG-FM	5 WTLZ-FM >	WSGW-A
	6 WTLZ-FM		6 WKQZ-FM	6 WSGW-A	WTCF-FM		WMJK-FM		6 WIOG-FM
			WCEN-FM	WTLZ-FM			WMJA-FM		WTLZ-FM
			8 WTLZ-FM	WTCF-FM			WHNN-FM		

SAGINAW BAY CITY

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	45 (2)	45 (2)	9.9 %	10.7 %	WMAX -AM SPRTS 1440 Bay City	1.2	4.9
AOR/Classic/NR	0 (0)	55 (3)	55 (3)	12.1 %	14.3 %	WMJK -FM O 100.9 Pinconning	1.6	3.2
Black/Urban	0 (0)	37 (3)	37 (3)	8.1 %	7.3 %	WMPX -AF ST 1490 Midland	0.4	1.7
CHR	0 (0)	29 (3)	29 (3)	6.4 %	7.9 %			
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Country	0 (0)	97 (3)	97 (3)	21.3 %	24.0 %			
Full Service	63 (2)	0 (0)	63 (2)	13.8 %	2.1 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
News/Talk	2 (1)	0 (0)	2 (1)	0.4 %	10.7 %			
Oldies	0 (0)	54 (2)	54 (2)	11.9 %	9.0 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Soft AC/EZ	0 (0)	29 (2)	29 (2)	6.4 %	6.0 %			
Sports	6 (1)	0 (0)	6 (1)	1.3 %	0.0 %			
Standards	37 (3)	1 (1)	38 (4)	8.4 %	7.9 %			
Totals:	108 (7)	347 (19)	455 (26)					

Other Rated Stations--Outside Market						Metro Share	Cume Rating
WCFX	-FM	CHR	95.3	Clare		0.4	1.5
WCRZ	-FM	AC	107.9	Flint		0.6	2.4
WDZZ	-FM	B	92.7	Flint		0.4	1.6
WFDF	-AM	T	91.0	Flint		0.4	2.9
WJR	-AM	FS	76.0	Detroit		1.2	5.8
WOWE	-FM	B/AC	98.9	Vassar		1.8	3.8
WSTD	-FM	AC	96.9	Standish		0.6	1.4
WVIC	-FM	AOR-NR	94.9	E. Lansing		0.6	2.9
WWCK	-AF	CHR	105.5	Flint		0.4	2.3

Consolidation Report	12+	25-54	Revenue
Fritz WSGW-AM, WIOG-FM, WGER-FM	24.4 %	21.8 %	33.6 %
Local WMJK-FM, WMJA-FM	3.6 %	4.6 %	9.6 %
	28.0 %	26.4 %	43.2 %

AM Stations

WKNX	1210	10 KW (DAYS, DA)	Standards	USA, AP	\$<20.00	Patt	Bell
WMAX	1440	5 KW/2.5 KW (DA-2)	News/Talk	1 On 1, CBS	\$14.00	Patt	
WSAM	1400	1 KW	Standards	Westwd, CNN, ABC	\$<20.00	---	MacDonald
WSGW	790	5 KW/1 KW (DA-2)	News/Talk	Westwd, CBS, Talknt	\$44.00	Katz	Fritz

FM Stations

WCEN	94.5	100 KW @ 981	Country	Westwd	\$29.00	Mich.	Mt. Pleasant
WGER	106.3	2 KW @ 380	Soft AC	Westwd	\$28.00	Katz	Fritz
WHNN	96.1	100 KW @ 1020	Oldies	Westwd	\$56.00	Eastman	Liggett
WIOG	102.5	86 KW @ 800	AC/CHR	ABC	\$42.00	Katz	Fritz
WIXC	97.3	3 KW @ 328	Country		\$<20.00	---	Midwest Family Essexville
WKCQ	96.1	50 KW @ 493	Country	ABC	\$65.00	---	MacDonald
WKQZ	93.3	38 KW @ 554	AOR	Westwd, ABC	\$33.00	Banner	
WMJA	104.5	2.9 KW @ 413	AOR/Classic	ABC	\$<20.00	Banner	
WMJK	100.9	2.6 KW @ 500	Simul. WMJA-F		NA		WKQZ owner Pinconning
WTCF	100.5	3 KW @ 328	CHR	Source	\$21.00	K&P	Carrollton
WTLZ	107.1	4.9 KW @ 397	Black	AURN	\$10.00	Roslin	Taylor

Notes: Other ranked stations -- See Detroit or Flint

ST. LOUIS

Arbitron Rank: 17 Pop (12+): 2,083,800	Stations: 29 / 29	Last Year's Revenue: \$90,000,000
MSA Rank: 16	Diarles 3299 / 632:1/ 59.4 %	Household Income: \$49,169
MSA Pop: 2,550,000	Sample Target: 3,340	Retail Dollars: \$24.4 Bil
DMA #: 20	% Below Line: 0	#1 Biller: KMOX \$19,000,000
Average Person Ratings: 16.8	% Not Listed: 8	#1 Billing Portfolio: CBS/West. combo \$22,700,000
Market TSL In Hours: 22.25	Pop per Station: 71,855	

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KMOX -AM	N/T	460 / 13.1	14.1	14.4	14.2	13.2	14.0	14.0	6340 / 30.4	30.4	30.2	511 / 7074	J KMOX -AM
2 WIL -FM	C	274 / 7.8	8.3	9.3	8.8	8.1	8.6	8.6	3633 / 17.4	19.6	18.1	320 / 4351	H WIL -FM
3 KMJM -FM	B	247 / 7.1	6.8	7.5	7.1	7.8	3.5	2385 / 11.4	12.3	12.3	253 / 2552	G KMJM -FM	
4 KEZK -FM	SAC	243 / 6.9	7.3	7.0	7.0	8.0	7.1	3376 / 16.2	18.0	19.2	273 / 3840	H KEZK -FM	
5 KSHE -FM	ADR	200 / 5.7	5.6	6.4	6.3	6.9	1.4	3414 / 16.4	16.3	15.4	230 / 4000	H KSHE -FM	
6 KPNT -FM	AOR-NR	199 / 5.7	4.4	4.8	4.8	4.3	4.9	3179 / 15.3	14.1	12.6	243 / 3769	E KPNT -FM	
7 KYKY -FM	AC	195 / 5.6	4.4	5.3	5.6	6.1	5.2	3276 / 15.7	15.4	15.7	205 / 3633	H KYKY -FM	
8 KLOU -FM	O	163 / 4.7	3.9	4.0	3.5	4.2	4.0	2870 / 13.8	12.9	14.4	183 / 3224	E KLOU -FM	
9 WKBQ -FM	CHR	138 / 3.9	4.6	4.1	4.6	4.2	4.3	3117 / 15.0	14.7	14.8	145 / 3269	E WKBQ -FM	
10 KIHT -FM	O-70S	116 / 3.3	3.4	2.9	3.6	3.2	3.3	2494 / 12.0	11.2	10.5	126 / 2706	F KIHT -FM	
11 KSD -FM	CL ADR	116 / 3.3	2.7	3.4	2.9	2.7	2.4	2640 / 12.7	13.6	12.0	126 / 2904	G KSD -FM	
12 WKXX -FM	C	110 / 3.1	3.9	4.2	3.6	3.6	3.7	2044 / 9.8	10.7	10.5	129 / 2359	E WKXX -FM	
13 WRTH -AM	ST	102 / 2.9	3.0	1.9	2.2	1.9	2.5	1248 / 6.0	5.0	5.4	102 / 1248	C WRTH -AM	
14 WIBV -AM	T	93 / 2.7	1.5	1.0	1.2	1.2	1.6	1483 / 7.1	3.5	4.4	95 / 1533	B WIBV -AM	
15 KFYO -FM	CL	78 / 2.2	3.5	2.7	2.4	2.7	2.7	1650 / 7.9	84.0	71.0	81 / 1735	C KFYO -FM	
16 KXOK -FM	B	74 / 2.1	2.3	3.1	3.2	2.5	2.7	1329 / 6.4	7.6	7.1	75 / 1345	C KXOK -FM	
17 WVRV -FM	AOR-P	72 / 2.1	1.6	1.5	1.7	1.5	1.7	1726 / 8.3	6.6	5.3	75 / 1798	C WVRV -FM	
18 WEW -AM	ST	63 / 1.8	1.8	1.2	0.5	1.0	1.3	527 / 2.5	1.9	2.2	73 / 652	B WEW -AM	
19 WCBW -FM	REL	42 / 1.2	1.3	1.3	1.2	1.3	0.3	703 / 3.4	3.6	4.2	43 / 725	WCBW -FM	
20 KATZ -FM	B	38 / 1.1	1.6	1.0	1.0	1.2	1.2	765 / 3.7	2.6	4.9	40 / 776	B KATZ -FM	
21 KATZ -AM	B	37 / 1.1	1.4	1.5	1.7	1.3	1.4	440 / 2.1	3.2	3.2	37 / 448	C KATZ -AM	
22 KSD -AM	ST	37 / 1.1	1.3	1.5	1.5	1.5	1.4	953 / 4.6	7.0	4.7	44 / 1124	D KSD -AM	
23 KFNS -AM	SPRTS	34 / 1.0	1.0	1.2	0.9	1.2	0.2	783 / 3.8	3.5	3.5	35 / 792	C KFNS -AM	

12+ FM Share (Metro): 71.54 % (2305 of 3222) (Spring 95: 74.08 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KMJM-FM	1 KMJM-FM <	1 KSHE-FM <	1 KSHE-FM <	1 KMOX-AM <	1 KMOX-AM >	1 KMOX-AM >	1 KMOX-AM	1 KMOX-AM	1 KMOX-AM	1 KMOX-AM >
2 KPNT-FM >	2 KSHE-FM <	2 KMJM-FM <	2 WIL-FM <	2 KEZK-FM <	2 KEZK-FM <	2 WIL-FM >	2 KEZK-FM	2 WIL-FM <	2 KMJM-FM >	2 WIL-FM
3 WKBQ-FM >	3 KPNT-FM	3 WIL-FM <	3 KYKY-FM <	3 WIL-FM <	3 WIL-FM >	3 KEZK-FM <	3 WIL-FM	3 KPNT-FM <	3 KPNT-FM	3 KMJM-FM
4 KYKY-FM <	4 KYKY-FM <	4 KEZK-FM	4 KEZK-FM	4 KSHE-FM <	4 KLOU-FM	4 KMJM-FM	4 KYKY-FM	4 KMJM-FM <	4 WIL-FM <	4 KSHE-FM
5 WIL-FM	5 KEZK-FM <	KMOX-AM	5 KYKY-FM	5 KYKY-FM	5 WKBQ-FM	KSHE-FM <	5 KEZK-FM <	5 KSHE-FM <		
6 WKBQ-FM	6 KPNT-FM <	6 KMJM-FM	6 KLOU-FM <	6 KLOU-FM <	KYKY-FM	6 KLOU-FM	6 KYKY-FM <	6 KEZK-FM		
7 KMOX-AM	7 KLOU-FM <	7 KMJM-FM	7 KMJM-FM			7 KMJM-FM <	7 KSHE-FM			
8 KSD-FM <	8 KSD-FM <		8 KIHT-FM <			8 KPNT-FM >				
9 KIHT-FM <										

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMJM-FM	1 KMJM-FM <	1 KYKY-FM	1 KYKY-FM <	1 KEZK-FM <	1 KPNT-FM	1 KSHE-FM >	1 KSHE-FM >	1 KSHE-FM >	1 KSHE-FM
2 KPNT-FM >	2 KYKY-FM	2 KMJM-FM	2 KEZK-FM	2 KYKY-FM >	2 KSHE-FM <	2 KPNT-FM	2 KPNT-FM <	2 KMOX-AM <	2 KMOX-AM
3 WKBQ-FM <	3 KPNT-FM	3 WIL-FM <	3 KMJM-FM	3 WIL-FM <	3 KMJM-FM >	3 KMJM-FM	3 WIL-FM <	3 WIL-FM <	3 WIL-FM >
4 KEZK-FM <	4 WIL-FM	4 KPNT-FM <	4 WIL-FM	4 KMJM-FM <	4 WKBQ-FM <	4 WIL-FM	4 KMJM-FM >	4 KPNT-FM	4 KLOU-FM <
5 KYKY-FM	KEZK-FM <	5 KSHE-FM	5 KLOU-FM <	5 KLOU-FM	5 WIL-FM	5 WKBQ-FM	5 KSD-FM <	5 KMJM-FM	5 KPNT-FM <
6 WKXX-FM	6 WKBQ-FM	6 KIHT-FM	6 KPNT-FM	KMOX-AM	6 WKXX-FM >	6 KSD-FM	6 KIHT-FM <	6 KSD-FM	6 KSD-FM <
7 KLOU-FM <	7 KSHE-FM <	KSD-FM <	7 KIHT-FM <	7 KIHT-FM			7 WKBQ-FM <		7 KMJM-FM <
8 WIL-FM	8 KSD-FM <	8 KEZK-FM <	8 KSD-FM <				8 KMOX-AM <		
		9 WVRV-FM					9 KYKY-FM >		

ST. LOUIS

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations			Metro Share	Cume Rating	
AC	0 (0)	195 (1)	195 (1)	6.1 %	6.7 %	KIRL	-AM	J	1460	St. Charles	0.4 / 1.3
AOR/Classic/NR	0 (0)	587 (4)	587 (4)	18.2 %	16.7 %	KJSL	-AM	REL	630	St. Louis	0.4 / 1.2
Black/Urban	49 (2)	359 (3)	408 (5)	12.7 %	12.5 %	KLPW	-AM	T	1220	Union	0.4 / 0.6
CHR	0 (1)	138 (1)	138 (2)	4.3 %	4.6 %	KSIV	-AM	REL	1320	Clayton	0.3 / 1.6
Classical	0 (0)	78 (1)	78 (1)	2.4 %	2.9 %	KSTL	-AM	REL	690	St. Louis	0.7 / 1.3
Country	0 (0)	384 (2)	384 (2)	11.9 %	12.7 %	WESL	-AM	B	1490	E. St. Louis	0.3 / 1.1
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %						
Jazz	15 (1)	0 (0)	15 (1)	0.5 %	1.3 %						
News/Talk	567 (3)	0 (0)	567 (3)	17.6 %	16.1 %						
Oldies	0 (0)	279 (2)	279 (2)	8.7 %	8.1 %						
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.2 %						
Religion/Gospel	50 (3)	42 (1)	92 (4)	2.9 %	3.5 %						
Soft AC/EZ	0 (0)	243 (1)	243 (1)	7.5 %	8.6 %						
Sports	34 (1)	0 (0)	34 (1)	1.1 %	1.3 %						
Standards	202 (3)	0 (0)	202 (3)	6.3 %	4.8 %						
Totals:	917 14	2305 (16)	3222 (30)								

Consolidation Report	12+	25-54	Revenue
Crawford KSTL-AM, KJSL-AM	1.1 %	1.3 %	1.0 %
EZ KEZK-FM, KFNS-AM, KSD-AM, KSD-FM, KYKY-FM	17.9 %	23.4 %	27.9 %
Heritage WRTH-AM, WIL-FM, KIHT-FM	14.0 %	13.9 %	8.9 %
Jacor KATZ-AM, KATZ-FM, KMJM-FM	9.3 %	8.0 %	8.8 %
Sinclair KPNT-FM, WVRV-FM	7.8 %	7.7 %	5.5 %
Zimmer WKKX-FM, WKBQ-AM, WKBQ-FM	7.0 %	6.5 %	6.9 %
	57.1 %	60.8 %	59.0 %

AM Stations

Station	Power	Day	Format	Network	Revenue	Advertiser	Location
KATZ	1600	5 KW (DA-N)	Black/Oldies	ABC, AURN	\$38.00	Mc-Guild	Jacor
KFNS	590	1 KW (DA-2)	Sports		\$30.00	D&R	EZ
KMOX	1120	50 KW	Talk/Full Svc.	CBS	\$295.00	CBS	CBS/West.
KSD	550	5 KW (DA-N)	Talk	CNN, SMN	\$32.00	Katz	EZ
WEW	770	1 KW (Days)	Standards	CNN	\$27.00	---	
WIBV	1260	5 KW (DA-2)	Talk	WW1, Tiknt, ABC	\$30.00	---	Belleville, IL
WRTH	1430	5 KW (DA-2)	Standards	ABC, Westwd	\$36.00	Eastman	Heritage

ST. LOUIS

FM Stations

KATZ	100.3	50 KW @ 492	Black	AURN	\$36.00	Mc-Guild	Jacor	
KEZK	102.5	100 KW @ 1026	Soft AC	Westwd	\$165.00	D&R	EZ	
KFUO	99.1	100 KW @ 1026	Classical	Westwd	\$56.00	CMBS		
KIHT	96.3	100 KW @ 552	Oldies-70's		\$76.00	Eastman	Heritage	
KLOU	103.3	100 KW @ 920	Oldies	CBS	\$81.00	CBS	CBS/West.	
KMJM	107.7	100 KW @ 1026	Black		\$140.00	Mc-Guild	Jacor	
KPNT	105.7	100 KW @ 1375	AOR-New Rock		\$75.00	MMR	Sinclair TV	Ste. Genevieve
KSD	93.7	100 KW @ 860	Classic AOR		\$115.00	Katz	EZ	
KSHE	94.7	100 KW @ 1026	AOR		\$170.00	D&R	Emmis	Crestwood
KXOK	97.1	100 KW @ 560	Black/AC	ABC	\$50.00	K&P	Frischling	Florissant
KYKY	98.1	90 KW @ 1026	AC		\$180.00	Katz	EZ	
WCBW	104.9	8 KW @ 574	Religion		\$22.00	Salem	Universal	Columbia, IL
WIL	92.3	100 KW @ 984	Country	ABC	\$160.00	Eastman	Heritage	
WKBQ	104.1	39 KW @ 550	CHR		\$71.00	---	Zimmer	Jerseyville, IL
WKKX	106.5	90 KW @ 1026	Country		\$73.00	Banner	Zimmer	Granite City, IL
WVRV	101.1	44 KW @ 525	AOR-Prog.		\$45.00	Torbet	Sinclair TV	E. St. Louis, IL

Notes: 2/96 Noble sold the following stations to Jacor: KMJM-F for \$29,800,000; KATZ/KNJZ-F for \$7,700,000 . . . 2/96 KNJZ-F changes format from Jazz to Black as KATZ-F . . . 2/96 WIBV sold for \$1,450,000 . . . 3/96 WEW sold to Gary Acker for \$435,000 (Force) . . . 3/96 KRAM changes from Sports to simulcast of WKBQ-F as WKBQ . . . 4/96 KFNS/KEZK-F sold by Par to EZ (D+) for \$48,000,000 (Kallil) . . . 5/96 KPNT-F/WVRV-F sold by River City to Sinclair TV . . . 7/96 These stations were sold by EZ to American Radio Sys.: KEZK-F for \$57,000,000; KFNS for \$2,000,000; KSD for \$9,000,000; KSD-F for \$20,000,000; KYKY-F for \$61,000,000

SALISBURY-OCEAN CITY

Arbitron Rank: 153 Pop (12+): 228,000	Stations: 30 / 26	Last Year's Revenue: \$10,300,000
MSA Rank:	Diaries 893 / 255:1/53.2 %	Household Income: \$37,436
MSA Pop: NA	Sample Target: 900	Retail Dollars: \$2.9 Bil
DMA #: None	% Below Line: 4.2	#1 Biller: NA
Average Person Ratings: 16.8	% Not Listed: 18.6	#1 Billing Portfolio:
Market TSL in Hours: 22.75	Pop per Station: 8,769	NA

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WWFG -FM	C	42 / 11.0	9.0	10.6	11.3	442 / 19.4	23.4	20.3	43 / 502	WWFG -FM
2	WQHQ -FM	AC	31 / 8.1	7.9	7.9	8.7	488 / 21.4	16.1	17.4	37 / 583	WQHQ -FM
3	WOCQ -FM	U/CHR	30 / 7.9	7.4	6.9	6.1	421 / 18.4	19.8	18.7	31 / 461	WOCQ -FM
4	WLBW -FF	O	24 / 6.3	4.7	4.0	4.0	342 / 15.0	12.6	12.5	26 / 393	WLBW -FF
5	WGMO -FM	T	20 / 5.2	3.0	5.0	3.8	202 / 8.9	9.0	7.7	21 / 229	WGMO -FM
6	WOSC -FM	CHR	18 / 4.7	3.0	3.2	1.7	268 / 11.8	10.2	9.6	20 / 332	WOSC -FM
	WZBH -FM	AOR	18 / 4.7	8.2	7.7	6.4	323 / 14.2	17.3	16.3	23 / 459	WZBH -FM
8	WOLC -FM	REL	15 / 3.9	1.9	1.6	2.0	170 / 7.5	6.4	6.8	19 / 208	WOLC -FM
9	WICO -FM	C	13 / 3.4	4.4	3.4	7.8	186 / 8.1	10.4	9.3	14 / 202	WICO -FM
10	WRKE -FM	B/CHR	12 / 3.1	4.1	5.0	2.6	240 / 10.5	11.7	13.4	12 / 245	WRKE -FM
11	WLFX -FM	AOR/CL	11 / 2.9	1.9	3.2	2.6	167 / 7.3	8.0	7.0	11 / 167	WLFX -FM
	WXJN -FM	C	11 / 2.9	3.8	2.1	3.8	169 / 7.4	7.8	6.8	12 / 176	WXJN -FM
13	WSSR -AM	ST	8 / 2.1	2.7	3.2	1.4	114 / 5.0	5.2	4.3	8 / 114	WSSR -AM
	WICO -AM	T	8 / 2.1	1.6	3.2	2.0	79 / 3.5	3.8	3.8	8 / 84	WICO -AM

12+ FM Share (Metro): 90.68 % (282 of 311) (Spring 95: 85.09 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WOCQ-FM >	1 WOCQ-FM	1 WWFG-F <	1 WQHQ-FM	1 WWFG-F	1 WWFG-F	1 WWFG-F	1 WWFG-F	1 WWFG-F	1 WOCQ-FM	1 WOCQ-FM
2 WRKE-FM	2 WWFG-F <	2 WQHQ-FM	2 WLBW-FF	2 WQHQ-FM	2 WGMD-F	2 WQHQ-FM	2 WQHQ-FM	2 WOCQ-FM <	2 WWFG-F >	2 WWFG-F
WWFG-F >	3 WOSC-FM <	WOCQ-FM	WWFG-F	3 WLBW-FF	WLBW-FF <	3 WGMD-F	3 WLBW-FF	3 WQHQ-FM	3 WQHQ-FM <	3 WQHQ-FM
WOSC-FM	4 WQHQ-FM >	4 WLBW-FF	4 WZBH-FM <	4 WOCQ-FM	4 WQHQ-FM	4 WLBW-FF <	4 WOCQ-FM <	4 WLBW-FF	4 WOLC-FM	4 WOLC-FM
	5 WZBH-FM	WZBH-FM	5 WOCQ-FM	WZBH-FM >	5 WOLC-FM <	5 WOCQ-FM	5 WGMD-F <	5 WZBH-FM <	5 WOSC-FM	5 WOSC-FM
	6 WLFX-FM	6 WOSC-FM		6 WLBW-FM		6 WZBH-FM	6 WZBH-FM	6 WLFX-FM		6 WLFX-FM
								WOSC-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WOCQ-FM	1 WOCQ-FM	1 WQHQ-FM	1 WWFG-F	1 WQHQ-FM	1 WOCQ-FM	1 WOCQ-FM	1 WOCQ-FM	1 WZBH-FM	1 WLBW-FF
2 WWFG-F	2 WQHQ-FM	2 WOSC-FM	WQHQ-FM	2 WWFG-F >	2 WOSC-FM	2 WOSC-FM	WQHQ-FM	2 WWFG-F	2 WZBH-FM
3 WOSC-FM >	WWFG-F	3 WWFG-F	3 WOCQ-FM	3 WLBW-FF	WZBH-FM	WZBH-FM	WOSC-FM	2 WOCQ-FM	3 WWFG-F
4 WQHQ-FM >	4 WOSC-FM >	WOCQ-FM >	4 WLBW-FF	4 WOCQ-FM	4 WWFG-F >	WWFG-F >	4 WZBH-FM	4 WQHQ-FM	4 WQHQ-FM
			5 WOSC-FM	5 WLBW-FM	5 WLFX-FM >	5 WLFX-FM	WWFG-F >	WOSC-FM	5 WLFX-FM
				WOSC-FM		WQHQ-FM >	WLFX-FM	WLFX-FM	WOCQ-FM
								WLBW-FF >	

SALISBURY-OCEAN CITY

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	39 (3)	39 (3)	12.5 %	10.9 %
AOR/Classic/NR	0 (0)	36 (4)	36 (4)	11.6 %	14.6 %
Black/Urban	4 (1)	42 (2)	46 (3)	14.8 %	14.2 %
CHR	0 (0)	18 (1)	18 (1)	5.8 %	4.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	79 (6)	79 (6)	25.4 %	23.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	11 (2)	20 (1)	31 (3)	10.0 %	5.6 %
Oldies	0 (0)	29 (4)	29 (4)	9.3 %	6.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	19 (3)	22 (4)	7.1 %	7.6 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	7.3 %
Sports	3 (1)	0 (0)	3 (1)	1.0 %	1.0 %
Standards	8 (1)	0 (0)	8 (1)	2.6 %	4.0 %
Totals	29 (6)	282 (24)	311 (30)		

Other Rated Stations				Metro Share	Cume Rating
WAFL	-FM	AC/CHR	97.7	1.6	4.6
WBAY	-FM	C	96.9	1.0	1.2
WDNO	-FM	REL	95.3	0.5	2.6
WJDY	-AM	B	1470	1.0	3.7
WKHW	-FM	AC	106.5	0.5	2.2
WRXS	-FM	AOR-NR	106.9	1.0	5.1
WSBL	-FM	C	97.9	0.5	2.1
WSBY	-FM	O	98.9	1.3	5.4
WTGM	-AM	SPRTS	960	0.8	2.7
WXPZ	-FM	REL	101.3	0.5	2.3

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WBAL	-AM	N/T	1090	0.8	1.3
WCAO	-AM	B/G	600	0.8	2.9
WDSD	-FM	C	94.7	1.8	5.3
WZXL	-FM	AOR	103.7	0.8	1.7

Consolidation Report	12+	25-54	Revenue
Benchmark	17.5 %	17.9 %	%
WQSD-FM, WOSC-FM, WWFG-FM			
HVS, duop/semi-duop	15.2 %	19.9 %	%
WQHQ-FM, WLBW-FM, WLWV-FM, WTGM-AM			
Local	1.0 %	1.0 %	%
WDNO-FM, WXPZ-FM			
Prettyman, duop/semi-duop	11.3 %	13.0 %	%
WICO-AM, WICO-FM, WLFX-FM, WXJN-FM			
Totals	45.1 %	51.8 %	%

AM Stations

WICO	1320	1 KW/36 W	Talk	ABC, CNN	\$<20.00	---		
WJDY	1470	5 KW/43 W (DA-2)	Black/Gospel	ABC, SMN	\$<20.00	---		
WSSR	900	10 KW/1 KW (DA-2)	Standards	SMN	\$<20.00	---	Great Scott	Georgetown, DE
WTGM	960	5 KW (DA-2)	Sports	1 On 1, BRN, CBS	\$<20.00	---		

FM Stations

WGMD	92.7	3 KW @ 300	Soft AC	ABC, AP	\$<20.00	---		Rehoboth Beach, DE
WICO	94.3	3 KW @ 300	Country		\$30.00	---	Prettyman	
WLBW	92.1	6 KW @ 308	See WLWV-F				HVS	Fenwick Island, DE
WLFX	97.1	4.6 KW @ 375	AOR/Classic		\$<20.00	K&P	Prettyman	Ocean Pines
WLWV	105.5	2.1 KW @ 384	Oldies		\$<20.00	Banner	HVS	
WOCQ	103.9	3 KW @ 328	Urban/CHR	ABC, Westwd	\$22.00	K&P		Berlin
WOLC	102.5	50 KW @ 500	Religion	USA	\$<20.00	---		Princess Anne
WOSC	95.9	6 KW @ 299	CHR		\$24.00	---	Benchmark	Bethany Beach, DE
WQHQ	104.7	33 KW @ 610	AC	Westwd	\$28.00	Banner	HVS	
WRKE	101.7	3 KW @ 300	Black/CHR	Westwd	\$<20.00	Banner		Ocean View
WSBY	98.9	6 KW @ 325	Oldies	CBS	\$21.00	---		
WSUX	98.3	3 KW @ 328	See WSBY-FM					Seaford, DE
WWFG	99.9	50 KW @ 315	Country		\$30.00	---	Benchmark	
WXJN	105.9	6 KW @ 328	Country		\$<20.00	---	Prettyman	Lewes, DE
WZBH	93.5	11 KW @ 485	AOR		\$23.00	---	Great Scott	Georgetown, DE

Notes:

SALT LAKE CITY OGDEN PROVO

Arbitron Rank: 35 Pop (12+): 1,158,600	Stations: 30 / 30	Last Year's Revenue: \$48,000,000
MSA Rank: 44	Diaries 2375 / 488:1/60.5 %	Household Income: \$45,907
MSA Pop: 1,530,000	Sample Target: 2,350	Retail Dollars: \$11.9 Bil
DMA #: 36	% Below Line: 0	#1 Biller: KSFI-F \$6,400,000
Average Person Ratings: 14.6	% Not Listed: 8.7	#1 Billing Portfolio:
Market TSL In Hours: 19.50	Pop per Station: 38,620	Simmons duop \$10,500,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KSFI -FM	SAC	152 / 90	9.0	9.1	9.4	10.7	9.1	2708 / 23.4	24.1	26.2	171 / 3052	G KSFI -FM
2	KSL -AM	FS	102 / 6.0	6.1	6.9	5.5	6.3	6.1	2045 / 17.6	20.6	20.0	122 / 2410	G KSL -AM
3	KSOP -AF	C	94 / 5.6	5.6	5.3	6.0	6.7	5.6	1602 / 13.8	14.4	16.9	116 / 1989	E KSOP -AF
	KUBL -FM	C	94 / 5.6	5.9	5.7	3.4	2.7	5.1	1681 / 14.5	13.4	9.8	105 / 1882	C KUBL -FM
	KRSP -FM	O-70s	94 / 5.6	6.7	6.2	7.2	6.9	6.4	1815 / 15.7	18.7	17.0	106 / 2030	E KRSP -FM
6	KISN -FM	CHR/AC	89 / 5.3	5.0	4.9	5.9	5.1	5.3	2074 / 17.9	17.1	16.4	106 / 2445	D KISN -FM
	KBER -FM	AOR	89 / 5.3	3.8	4.3	4.4	4.5	4.4	1392 / 12.0	12.7	12.8	103 / 1615	D KBER -FM
8	KODJ -FM	O	88 / 5.2	4.9	4.1	4.5	4.9	4.7	1598 / 13.8	14.2	14.5	108 / 1959	C KODJ -FM
9	KKAT -FM	C	87 / 5.1	5.1	6.5	6.6	6.0	5.8	1668 / 14.4	16.6	16.5	111 / 1978	F KKAT -FM
10	KBEE -FM	AC	80 / 4.7	5.5	4.6	5.5	4.3	5.1	1894 / 16.4	17.4	14.3	93 / 2072	D KBEE -FM
11	KUTO -FM	CHR	65 / 3.8	3.7	3.6	4.6	4.8	3.9	1617 / 14.0	13.3	15.8	71 / 1810	B KUTO -FM
12	KDYL -AA	ST	62 / 3.7	2.9	3.0	3.4	3.8	3.2	870 / 7.5	6.6	7.6	63 / 919	A KDYL -AA
	KZHT -FM	CHR	62 / 3.7	2.6	2.8	3.8	2.0	3.2	1133 / 9.8	9.2	7.7	66 / 1181	C KZHT -FM
14	KENZ -FM	AOR-NR	61 / 3.6	2.9	0.9	0.7	1.4	2.0	1007 / 8.7	3.7	3.8	62 / 1043	KENZ -FM
15	KXRK -FM	AOR-NR	53 / 3.1	3.0	4.1	4.0	3.7	3.6	1139 / 9.8	11.8	10.0	55 / 1176	D KXRK -FM
16	KUMT -FM	AOR-P	48 / 2.8	2.6	1.7	1.6	1.7	2.2	745 / 6.4	4.2	4.3	50 / 802	C KUMT -FM
17	KALL -AM	T	44 / 2.6	3.4	4.5	2.7	4.4	3.3	788 / 6.8	9.8	9.5	45 / 835	D KALL -AM
	KBZN -FM	J	44 / 2.6	2.7	2.6	2.7	2.8	2.6	786 / 6.8	7.4	7.8	45 / 844	C KBZN -FM
19	KISN -AM	T/SPRTS	39 / 2.3	2.2	2.3	1.6	1.9	2.1	1052 / 9.1	7.0	8.4	42 / 1150	C KISN -AM
20	KQMB -FM	AC	19 / 1.1	0.9	0.0	0.0	0.0	0.5	485 / 4.2	0.0	0.0	19 / 497	KQMB -FM
21	KCNR -AM	T	17 / 1.0	1.1	1.1	0.8	1.0	1.0	312 / 2.7	2.8	2.4	17 / 334	A KCNR -AM

12+ FM Share (Metro): 80.52 % (1244 of 1545) (Spring 95: 78.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight	
1	KUTO-FM	1 KBER-FM	1 KSFI-FM	1 KSFI-FM	1 KSFI-FM >	1 KSFI-FM	1 KSFI-FM <	1 KSFI-FM >	1 KSFI-FM >	1 KSFI-FM <	1 KCNR-AM
2	KZHT-FM >	2 KENZ-FM <	2 KRSP-FM	2 KRSP-FM	2 KRSP-FM <	2 KSL-AM	2 KSL-AM	2 KRSP-FM <	2 KUBL-FM <	2 KBER-FM <	2 KSFI-FM/
		3 KRSP-FM <	3 KBER-FM	3 KODJ-FM	3 KODJ-FM	3 KODJ-FM <	3 KISN-FM	3 KODJ-FM <	3 KBER-FM	3 KZHT-FM <	3 KKAT-FM <
		4 KUBL-FM	KUBL-FM <	KISN-FM <	4 KISN-FM <	4 KDYL-AA <	4 KKAT-FM	4 KSOP-AF <	4 KSOP-AF <	4 KUTO-FM	4 KSL-AAJ <
		KBEE-FM <	5 KISN-FM	5 KUBL-FM <	5 KUBL-FM <	5 KSOP-AF >	KUBL-FM <	5 KUBL-FM <	5 KRSP-FM	5 KUBL-FM <	5 KUTO-FM
		6 KKAT-FM	6 KBEE-FM	6 KKAT-FM	6 KKAT-FM <		KSOP-AF	6 KISN-FM <	6 KSL-AM <	6 KBEE-FM <	6 KBER-FM <
		KSFI-FM	KKAT-FM <	7 KBEE-FM <	7 KSOP-AF		KRSP-FM	7 KBER-FM <	7 KODJ-FM <	7 KISN-AM	7 KSOP-AF <
			8 KODJ-FM <	KBER-FM				8 KKAT-FM <	KISN-FM <		8 KRSP-FM <
									KBEE-FM		9 KISN-FM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	KBEE-FM	1 KSFI-FM <	1 KSFI-FM	1 KSFI-FM >	1 KBER-FM >	1 KBER-FM >	1 KBER-FM	1 KRSP-FM <	1 KRSP-FM >
2	KSFI-FM	2 KBEE-FM	2 KKAT-FM	2 KISN-FM <	2 KXRK-FM	2 KRSP-FM	2 KRSP-FM	2 KBER-FM >	2 KSFI-FM <
	KUBL-FM	3 KUBL-FM <	3 KISN-FM	3 KBEE-FM	3 KENZ-FM	3 KENZ-FM	3 KENZ-FM >	3 KSFI-FM <	3 KODJ-FM <
4	KISN-FM	4 KISN-FM	KBEE-FM <	4 KUBL-FM <	4 KRSP-FM	4 KXRK-FM >	4 KXRK-FM	4 KODJ-FM <	4 KBER-FM
5	KKAT-FM	KKAT-FM	5 KUBL-FM <	5 KKAT-FM	5 KUTO-FM	5 KUTO-FM	5 KUTO-FM	5 KUBL-FM	5 KUBL-FM
	KZHT-FM >	6 KENZ-FM	6 KENZ-FM	6 KSOP-AF	KUBL-FM	KUBL-FM		KENZ-FM	
		7 KZHT-FM	7 KUMT-FM >	7 KSOP-AF	7 KZHT-FM				

SALT LAKE CITY-OGDEN-PROVO

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	99 (2)	99 (2)	6.4 %	6.2 %
AOR/Classic/NR	0 (0)	266 (6)	266 (6)	17.2 %	12.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	216 (3)	216 (3)	14.0 %	13.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	286 (4)	289 (5)	18.7 %	17.8 %
Full Service	102 (1)	0 (0)	102 (1)	6.6 %	4.9 %
Hispanic	8 (1)	0 (0)	8 (1)	0.5 %	0.0 %
Jazz	0 (0)	44 (1)	44 (1)	2.8 %	3.1 %
News/Talk	67 (3)	0 (0)	67 (3)	4.3 %	8.9 %
Oldies	0 (0)	182 (2)	182 (2)	11.8 %	14.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
Soft AC/EZ	13 (1)	152 (1)	165 (2)	10.7 %	12.2 %
Sports	39 (1)	0 (0)	39 (1)	2.5 %	2.1 %
Standards	68 (3)	0 (0)	68 (3)	4.4 %	4.6 %
Totals	300 11	1245 (19)	1545 (30)		

Other Rated Stations					Metro Share	Cume Rating
KBKK	-FM	C	106.5	Spanish Fork	0.8	/ 2.8
KFAM	-AM	EZ	700	N. Salt Lake	0.8	/ 2.1
KLO	-AM	ST	1430	Ogden	0.4	/ 0.9
KLZX	-FM	CL AOR	106.9	Brigham	0.4	/ 1.9
KRGO	-FM	AOR	107.9	Roy	0.5	/ 2.2
KSVN	-AM	SP	730	Ogden	0.5	/ 0.8
KTKK	-AM	T	630	Salt Lake City	0.4	/ 0.9

Consolidation Report	12+	25-54	Revenue
Citadel KUBL-FM, KBER-FM, KAPN-AM	10.8 %	10.5 %	7.9 %
Local KZHT-FM, KUTQ-FM, KTKK-AM	7.9 %	4.0 %	5.2 %
Regent KODJ-FM, KKAT-FM, KALL-AM	12.9 %	15.0 %	17.7 %
Simmons KSFI-FM, KRSP-FM, KDYL-AM	17.9 %	19.0 %	21.9 %
Trumper KUMT-FM, KISN-FM, KISN-AM	10.4 %	12.9 %	11.7 %
	59.9 %	61.4 %	64.4 %

SALT LAKE CITY-OGDEN-PROVO

AM Stations

KALL	910	5 KW/1 KW (DA-2)	Talk/Full Service	Westwd, ABC	\$47.00	Eastman	Regent
KCNR	1320	5 KW (DA-N)	News/Talk	AP, CNN, Westwd	NA	Mc-Guild	John Price
KDYL	1280	10 KW/600 W (DA-2)	Standards	CNN, Westwd	\$27.00	CBS	Simmons
KFAM	700	50 KW/1 KW (DA-2)	EZ		\$22.00	---	
KISN	570	5 KW (DA-1)	Talk/Sports	SBUSA, 1 On 1	\$28.00	Christal	Trumper
KSL	1160	50 KW	Full Service	CBS	\$84.00	Sentry	Bonneville

FM Stations

KBEE	98.7	40 KW @ 2933	AC		\$58.00	Mc-Guild	John Price	
KBER	101.1	26 KW @ 3740	AOR	ABC	\$49.00	Torbet	Citadel	Ogden
KBKK	106.5	8 KW @ 2710	Country		NA	Katz		Spanish Fork
KBZN	97.9	26 KW @ 3740	Jazz		\$39.00	Eastman		Ogden
KENZ	107.5	45 KW @ 2850	AOR-New Rock		\$30.00	Eastman	Ragen Henry	Orem
KISN	97.1	30 KW @ 3652	CHR/AC		\$57.00	Christal	Trumper	
KKAT	101.9	26 KW @ 3740	Country		\$86.00	Katz	Regent	Ogden
KLZX	106.9	68 KW @ 2369	Classic AOR	Westwd	\$20.00	Moore		Brigham
KODJ	94.1	40 KW @ 3063	Oldies	SMN, Westwd	\$40.00	Katz	Regent	
KQMB	102.7	47 KW @ 2699	AC	Westwd	NA	MMR		Midvale
KRGO	107.9	67 KW @ 2377	AOR	Westwd	\$21.00	---	Sundance	Roy
KRSP	103.5	28 KW @ 3630	Oldies-70's		\$64.00	MMR	Simmons	
KSFI	100.3	26 KW @ 3740	Soft AC/EZ		\$109.00	CBS	Simmons	
KSOP	104.3	25 KW @ 3640	Country		\$62.00	MMR		
KUBL	93.3	26 KW @ 3740	Country	ABC	\$55.00	Mc-Guild	Citadel	
KUMT	105.7	7 KW @ 3661	Prog. AOR		\$33.00	Christal	Trumper	Centerville
KUTQ	99.5	40 KW @ 2953	CHR	Westwd, Source	\$33.00	K&P		Bountiful
KXRK	96.1	55 KW @ 2630	New AOR		\$43.00	D&R		Provo
KZHT	94.9	48 KW @ 2799	CHR		\$32.00	Torbet	KUTQ owner	Provo

Notes: 3/96 KBER-F sold by Radio West to Citadel (D) for \$7,700,000 (Star) . . . 6/96 KRGO-F sold to Sundance for \$700,000, also changed to KRKR-F and from Country to AOR . . .

SAN ANTONIO

Arbltron Rank: 34 Pop (12+): 1,183,200
 MSA Rank: 37
 MSA Pop: 1,480,000
 DMA #: 37
 Average Person Ratings: 16.4
 Market TSL In Hours: 22.00

Stations: 32 / 29
 Diaries 2410 / 491:1/43.2 %
 Sample Target: 2,490
 % Below LIne: 1.5
 % Not Listed: 9.2
 Pop per Station: 40,800

Last Year's Revenue: \$57,600,000
 Household Income: \$38,091
 Retail Dollars: \$13.0 Bil
 #1 Biller: KXTN-AF \$7,600,000
 #1 Billing Portfolio:
 Clear Channel duop \$14,600,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KTFM -FM	CHR	183 / 9.4	9.2	9.6	9.9	9.2	9.5	2725 / 23.0	24.5	24.0	195 / 3018	F KTFM -FM
2	KXTN -AF	SP	144 / 7.4	9.8	10.2	10.0	10.0	9.3	1794 / 15.2	20.0	19.7	197 / 2355	H KXTN -AF
3	KISS -FM	AOR	143 / 7.3	6.0	6.7	6.6	6.9	6.7	2292 / 19.4	16.6	18.5	169 / 2739	G KISS -FM
4	KCYY -FM	C	126 / 6.5	7.0	7.1	6.0	6.7	6.6	1978 / 16.7	18.1	17.5	148 / 2273	G KCYY -FM
5	KSMG -FM	O	123 / 6.3	5.6	4.0	4.0	4.0	5.0	2052 / 17.3	14.5	13.3	138 / 2374	E KSMG -FM
6	KAJA -FM	C	112 / 5.8	5.2	6.3	5.6	6.8	5.7	2070 / 17.5	16.6	17.0	136 / 2461	F KAJA -FM
7	KONO -AF	O	98 / 5.0	4.4	4.0	4.1	4.3	4.4	1586 / 13.4	12.5	12.7	122 / 1961	C KONO -AF
8	KTSA -AM	T	87 / 4.5	4.3	4.7	3.8	4.3	4.3	1108 / 9.4	9.9	10.1	111 / 1499	E KTSA -AM
9	KSJL -FM	U	85 / 4.4	4.9	3.6	4.6	3.6	4.4	988 / 8.3	9.1	8.3	91 / 1118	C KSJL -FM
10	KQXT -FM	SAC	82 / 4.2	5.6	5.4	6.5	5.6	5.4	1393 / 11.8	12.8	15.3	85 / 1543	G KQXT -FM
11	KZEP -FM	CL AOR	74 / 3.8	4.4	4.2	4.1	3.8	4.1	1375 / 11.6	12.7	11.5	85 / 1580	E KZEP -FM
12	WOAI -AM	N/T	72 / 3.7	3.9	4.1	5.2	4.2	4.2	1403 / 11.9	14.0	13.8	96 / 1961	G WOAI -AM
13	KLUP -AM	ST	66 / 3.4	2.3	2.6	3.0	2.9	2.8	691 / 5.8	5.2	6.2	73 / 811	B KLUP -AM
14	KROM -FM	SP	55 / 2.8	3.2	3.0	2.5	1.9	2.9	751 / 6.3	6.7	5.6	60 / 776	B KROM -FM
	KRIO -FM	SP	55 / 2.8	1.9	2.3	2.6	2.8	2.4	942 / 8.0	8.7	8.7	60 / 1067	C KRIO -FM
15	KCJZ -FM	J	51 / 2.6	3.4	3.9	3.7	3.6	3.4	895 / 7.6	8.4	9.0	52 / 946	C KCJZ -FM
16	KCOR -AM	SP	47 / 2.4	1.6	2.1	1.6	2.2	1.9	630 / 5.3	3.5	3.7	47 / 630	C KCOR -AM
17	KKYX -AM	C	36 / 1.8	2.3	2.6	2.2	2.8	2.2	536 / 4.5	5.6	5.8	75 / 1024	B KKYX -AM
18	KSAH -AM	SP	22 / 1.1	1.0	0.6	1.3	0.5	1.0	332 / 2.8	1.7	1.3	30 / 397	KSAH -AM

12+ FM Share (Metro): 75.93 % (1341 of 1766) (Spring 95: 76.05 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KTFM-FM >	1 KISS-FM	1 KISS-FM <	1 KSMG-FM	1 KSMG-FM	1 KXTN-AF <	1 KTFM-FM	1 KTSA-AM <	1 KTFM-FM	1 KTFM-FM >	1 KAJA-FM <
2 KISS-FM >	2 KTFM-FM	2 KSMG-FM <	2 KXTN-AF	2 KXTN-AF <	2 KONO-AF <	2 KISS-FM <	2 KSMG-FM <	2 KISS-FM <	2 KISS-FM <	2 KTFM-FM
3 KXTN-AF	3 KTFM-FM	3 KISS-FM <	3 KCYY-FM	3 KCYY-FM	3 KXTN-AF <	KTFM-FM	3 KSMG-FM <	3 KXTN-AF <	3 KXTN-AF <	3 KSJL-FM <
4 KSMG-FM	KXTN-AF	4 KCYY-FM	4 KONO-AF	4 KTSA-AM <	4 KXTN-FM <	4 KISS-FM	4 KXTN-AF <	4 KXTN-AF <	4 KSJL-FM >	4 KISS-FM
5 KAJA-FM	5 KCYY-FM	5 KTFM-FM <	KISS-FM <	5 WOAI-AM	KSMG-FM	KCYY-FM <	5 KCYY-FM	5 KCYY-FM	5 KCYY-FM	5 KXTN-AF <
6 KCYY-FM	6 KAJA-FM <	6 KAJA-FM <	6 KTFM-FM <	6 KONO-FM	6 KCYY-FM <	6 KXTN-AF	6 KXTN-AF	6 KAJA-FM	KAJA-FM	6 KCYY-FM
7 KZEP-FM	7 KZEP-FM <	7 KONO-AF	7 KAJA-FM	KSMG-FM <	7 KAJA-FM	7 KONO-AF <	8 KAJA-FM			
8 KSJL-FM	8 KSJL-FM	KZEP-FM <	8 KZEP-FM <	KLUP-AM			KQXT-FM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KTFM-FM >	1 KTFM-FM	1 KCYY-FM	1 KSMG-FM	1 KSMG-FM	1 KISS-FM >	1 KISS-FM	1 KISS-FM >	1 KISS-FM >	1 KISS-FM
2 KISS-FM <	2 KCYY-FM <	KSMG-FM	2 KCYY-FM	2 KCYY-FM	2 KTFM-FM >	2 KTFM-FM <	2 KZEP-FM	2 KXTN-AF <	2 KONO-AF <
3 KCYY-FM	3 KSMG-FM	3 KTFM-FM	3 KTFM-FM	3 KXTN-AF <	3 KXTN-AF	3 KXTN-AF	3 KXTN-AF	3 KZEP-FM	3 KXTN-AF <
KSMG-FM >	4 KAJA-FM	4 KXTN-AF <	4 KXTN-AF	4 KTFM-FM	4 KZEP-FM	4 KZEP-FM >	4 KTFM-FM	4 KTFM-FM	4 KZEP-FM
KAJA-FM	5 KISS-FM <	5 KSJL-FM	5 KAJA-FM <	5 KQXT-FM <	5 KSJL-FM >	5 KSMG-FM	5 KSMG-FM <	5 KONO-AF <	5 KAJA-FM <
6 KXTN-AF	KAJA-FM	6 KQXT-FM	6 KAJA-FM	6 KAJA-FM		6 KTSA-AM	6 KAJA-FM	6 KAJA-FM	6 KTSA-AM
7 KSJL-FM >		7 KSJL-FM <	7 KSJL-FM	7 KSJL-FM		7 KAJA-FM	7 KSMG-FM	7 KSMG-FM	KSMG-FM <
		8 KISS-FM >							8 KCYY-FM <

SAN ANTONIO

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	6 (1)	6 (1)	0.3 %	0.0 %	KCHL -AM REL 1480 San Antonio	0.3	/ 0.7
AOR/Classic/NR	13 (1)	233 (3)	246 (4)	13.9 %	11.7 %	KEDA -AM SP 1540 San Antonio	0.7	/ 1.9
Black/Urban	0 (0)	85 (1)	85 (1)	4.8 %	4.0 %	KENS -AM N 1160 San Antonio	0.4	/ 2.0
CHR	0 (0)	183 (1)	183 (1)	10.4 %	10.6 %	KGNB -AM T 1420 New Braunfels	0.5	/ 1.1
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KSLR -AM REL 630 San Antonio	0.7	/ 2.5
Country	42 (2)	238 (2)	280 (4)	15.9 %	18.2 %	KTKR -AM SPRTS 760 San Antonio	0.5	/ 1.5
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KWED -AM C 1580 Seguin	0.3	/ 0.7
Hispanic	85 (4)	251 (3)	336 (7)	19.0 %	20.1 %	KZDC -AM AOR 1250 San Antonio	0.7	/ 1.6
Jazz	0 (0)	51 (1)	51 (1)	2.9 %	4.0 %			
News/Talk	175 (4)	0 (0)	175 (4)	9.9 %	10.4 %			
Oldies	15 (1)	212 (3)	227 (4)	12.9 %	9.1 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	19 (2)	0 (0)	19 (2)	1.1 %	1.3 %			
Soft AC/EZ	0 (0)	82 (1)	82 (1)	4.6 %	6.5 %			
Sports	10 (1)	0 (0)	10 (1)	0.6 %	0.0 %			
Standards	66 (1)	0 (0)	66 (1)	3.7 %	4.0 %			
Totals	425 16	1341 (16)	1766 (32)					

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KAMX	-FM	AC/CHR	94.7	Luling	0.3	/ 2.2
KEYI	-FM	O	103.5	San Marcos	0.4	/ 1.8
KROX	-FM	AOR-NR	101.5	Giddings	0.8	/ 3.3

Consolidation Report	12+	25-54	Revenue
Clear Channel KQXT-FM, KTKR-AM, WOAI-AM, KAJA-FM	14.2 %	14.3 %	25.3 %
John Barger KONO-AM, KONO-FM, KRIO-FM	7.8 %	8.7 %	5.2 %
NewCity/Cox KKYX-AM, KCYY-FM, KCJZ-FM	10.9 %	12.2 %	14.6 %
Rusk KISS-FM, KLUP-AM, KSMG-FM	17.1 %	16.4 %	15.6 %
Tichenor/HefTel KXTN-FM, KCOR-AM, KROM-FM, KXTN-AM	12.6 %	12.3 %	16.5 %
	62.6 %	63.9 %	77.2 %

AM Stations

KCOR	1350 5 KW (DA-N)	Hispanic	\$32.00	Katz Hisp.	HefTel/Cir. Chnl., pend.
KEDA	1540 5 KW/1 KW (DA-2)	Hispanic	\$26.00	Caballero	
KENS	1160 5 KW/1 KW (DA-N)	Talk/Variety	AP \$21.00	---	KENS-TV
KKYX	680 50 KW/10 KW (DA-N)	Country	Westwd \$41.00	Katz	Cox
KLUP	930 5 KW/1 KW (DA-N)	Standards	Westwd, SBUSA \$24.00	CBS	Rusk
KONO	860 5 KW/900 W (DA-N)	See KONO-FM			
KSAH	720 10 KW/1 KW (DA-2)	Hispanic	NA	Caballero	Universal City
KSLR	630 5 KW/4.3 KW (DA-2)	Religion	SRN \$20.00	---	Salem
KTSA	550 5 KW (DA-N)	Talk/News	ABC, Westwd \$61.00	Banner	
WOAI	1200 50 KW	News/Talk	CBS, ABC \$81.00	Christal	Clear Channel

SAN ANTONIO

FM Stations

Station	Freq	Power	Call	Genre	Value	Buyer	Station	Location
KAJA	97.3	100 KW @ 984		Country	\$85.00	Christal	Clear Channel	
KCJZ	106.7	100 KW @ 1016		Jazz	\$45.00	Katz	Cox	Terrell Hills
KCYY	100.3	100 KW @ 984		Country	\$129.00	Katz	Cox	
KISS	99.5	100 KW @ 1111		AOR	\$91.00	CBS	Rusk	
KONO	101.1	100 KW @ 1371		Oldies	\$42.00	MMR	Barger	Fredericksburg
KQXT	101.9	100 KW @ 672		Soft AC	\$100.00	Christal	Clear Channel	
KRIO	94.1	22 KW @ 696		Hispanic	\$34.00	---	Barger	Floresville
KROM	92.9	100 KW @ 11016		Hispanic	\$34.00	Katz Hisp.	Hefel/Cir. Chnl., pend.	
KSJL	96.1	100 KW @ 597	SMN, ABC	Urban	\$35.00	Eastman	Inner City	
KSMG	105.3	100 KW @ 1250		Oldies	\$57.00	CBS	Rusk	
KTFM	102.7	100 KW @ 672		CHR	\$81.00	Banner		
KXTN	107.5	100 KW @ 1470		Hispanic	\$155.00	Katz Hisp.	Hefel/Cir. Chnl., pend.	
KZEP	104.5	100 KW @ 660		Classic AOR	\$71.00	D&R	Lotus	

Notes: 5/96 NewCity sold these stations to Cox: KCYY-F for \$32,000,000; KCJZ-F for \$6,000,000; KKYX for \$3,000,000 . . . 7/96 Tichenor sold the following to Hefel (Clear Channel): KCOR, KROM-F and KXTN-AF

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

SAN DIEGO

Arbitron Rank: 15 Pop (12+): 2,212,900	Stations: 40 / 34	Last Year's Revenue: \$104,900,000
MSA Rank: 13	Diarles 3344 / 662:1/ 52.8 %	Household Income: \$46,356
MSA Pop: 2,690,000	Sample Target: 3,270	Retail Dollars: \$22.8 Bil.
DMA #: 27	% Below Line: 5.8	#1 Biller: KSON-AF \$10,500,000
Average Person Ratings: 15.7	% Not Listed: 11	#1 Billing Portfolio: Jeff-Pilot duop+ (pend.) \$21,700,000
Market TSL In Hours: 21.00	Pop per Station: 65,085	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KSON -AF C	252 / 7.2	7.3	7.7	6.4	7.0	7.2	3011 / 13.6	16.1	14.5	/	I KSON -AF	
2 XHTZ -FM CHR	231 / 6.6	6.8	6.7	6.8	5.1	6.7	3530 / 16.0	14.9	12.7	/	F XHTZ -FM	
3 KYXY -FM AC	222 / 6.4	6.4	6.8	7.6	7.2	6.8	3646 / 16.5	17.0	16.1	/	H KYXY -FM	
4 KFMB -AM FS	195 / 5.6	3.6	3.5	4.2	3.6	4.2	3381 / 15.3	9.7	10.4	/	G KFMB -AM	
5 KFMB -FM AC/CHR	152 / 4.4	4.6	3.2	3.3	3.1	3.9	3079 / 13.9	10.6	12.3	/	E KFMB -FM	
6 KBZT -FM O	149 / 4.3	3.6	3.5	4.5	3.5	4.0	3132 / 14.2	11.2	13.6	/	F KBZT -FM	
7 KSDO -AM N/T	144 / 4.1	4.8	4.2	4.5	4.9	4.4	2118 / 9.6	9.6	11.7	/	G KSDO -AM	
8 KKLO -FM CHR/AC	143 / 4.1	4.6	4.1	5.4	4.6	4.6	3124 / 14.1	14.5	15.9	/	H KKLO -FM	
9 KIOZ -FM AOR	126 / 3.6	2.7	2.5	3.0	3.8	3.0	2133 / 9.6	7.4	9.5	/	F KIOZ -FM	
XTRA -FM AOR-NR	126 / 3.6	4.8	4.4	3.6	4.1	4.1	2959 / 13.4	14.1	14.4	/	G XTRA -FM	
11 KFSD -FM CL	117 / 3.4	3.6	3.3	3.2	3.2	3.4	1757 / 7.9	7.9	8.1	/	E KFSD -FM	
12 KIFM -FM J	110 / 3.2	3.3	3.2	3.2	4.0	3.2	1942 / 8.8	8.8	10.2	/	G KIFM -FM	
13 KFI -AM T	103 / 3.0	3.0	2.5	2.4	2.4	2.7	1555 / 7.0	6.8	6.2	/	KFI -AM	
14 KPOP -AM ST	99 / 2.8	3.2	2.2	2.7	1.9	2.7	1162 / 5.3	5.1	4.6	/	C KPOP -AM	
KGB -FM CL AOR	99 / 2.8	2.8	3.9	3.4	3.4	3.2	2168 / 9.8	10.0	11.3	/	G KGB -FM	
15 XHRM -FM AOR-P	84 / 2.4	2.4	2.6	3.2	2.5	2.7	2147 / 9.7	9.9	11.7	/	D XHRM -FM	
16 XTRA -AM SPRTS	66 / 1.9	2.1	2.3	2.6	1.9	2.2	1278 / 5.8	8.7	6.0	/	H XTRA -AM	
KKBH -FM O-70S	66 / 1.9	1.5	1.7	2.2	2.9	1.8	1430 / 6.5	6.9	10.3	/	D KKBH -FM	
18 KOGO -AM T	65 / 1.9	2.0	2.4	1.9	2.5	1.6	1047 / 4.7	59.0	59.0	/	C KOGO -AM	
19 KMKX -FM CL AOR	58 / 1.7	1.3	2.2	1.9	2.5	1.8	1349 / 6.1	8.5	9.2	/	E KMKX -FM	
20 XHKY -FM SP	52 / 1.5	1.9	2.6	1.4	1.2	1.9	935 / 4.2	4.5	3.3	/	C XHKY -FM	
21 KSPA -AM ST	39 / 1.1	1.2	0.8	1.4	0.9	1.1	538 / 2.4	1.6	2.1	/	KSPA -AM	
22 KUPR -FM AOR	38 / 1.1	1.1	1.2	0.9	0.5	1.1	994 / 4.5	3.3	1.5	/	KUPR -FM	
KXST -FM AC	38 / 1.1	1.2	1.3	1.8	1.9	1.4	1067 / 4.8	5.8	8.4	/	KXST -FM	

12+ FM Share (Metro): 72.03 % (2230 of 3096) (Spring 95: 73.21 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 XHTZ-FM >	1 XHTZ-FM	1 KSON-AF <	1 KSON-AF	1 KSON-AF	1 KSON-AF <	1 KKLO-FM	1 KSON-AF <	1 XHTZ-FM <	1 XHTZ-FM	1 KYXY-FM <
2 XTRA-FM	2 KIOZ-FM <	2 XHTZ-FM <	2 KYXY-FM	2 KYXY-FM	2 KFMB-AM	2 KSON-AF	2 KYXY-FM	2 KSON-AF	2 KFMB-AM >	2 KOGO-AM >
3 KBZT-FM	3 KFMB-FM	3 KYXY-FM	3 KKLO-FM <	3 KKLO-FM <	3 KYXY-FM	3 KYXY-FM	3 KSDO-AM	3 KFMB-AM	3 KYXY-FM <	3 KSON-AF
KFMB-FM	4 XTRA-FM	4 KFMB-FM <	4 KFMB-FM	4 KBZT-FM	4 KSDO-AM	4 KSDO-AM	4 XHTZ-FM	KYXY-FM	4 XTRA-FM	4 XTRA-FM
5 KKLO-FM <	5 KKLO-FM <	5 KBZT-FM <	5 KFMB-AM	5 KBZT-FM <	KFMB-AM <	5 KFI-AM	5 KFMB-FM	5 KFMB-FM	5 KFMB-FM	5 KFMB-FM
6 KYXY-FM <	6 KIOZ-FM	6 KGB-FM <	KFMB-FM <	6 KFSD-FM <	6 XHTZ-FM	KFMB-AM <	6 KBZT-FM	KSON-AF		
7 KSON-AF <			7 KIFM-FM	7 KPOP-AM <	7 KIOZ-FM	7 KFMB-FM				
			KGB-FM	8 KFI-AM <	XTRA-FM	8 KBZT-FM				
				9 KIFM-FM >						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 XHTZ-FM >	1 KFMB-FM	1 KKLO-FM <	1 KYXY-FM <	1 KSON-AF <	1 XHTZ-FM	1 KIOZ-FM	1 KIOZ-FM >	1 KIOZ-FM	1 KSON-AF
2 KFMB-FM	XHTZ-FM	2 KFMB-FM	2 KSON-AF	2 KYXY-FM >	2 XTRA-FM <	2 XHTZ-FM	2 KFMB-FM <	2 XHTZ-FM <	2 KIOZ-FM <
3 KYXY-FM	3 KKLO-FM <	3 KSON-AF <	3 KFMB-FM <	3 KKLO-FM	3 KIOZ-FM >	3 XTRA-FM >	3 KGB-FM	3 XTRA-FM <	3 KGB-FM <
4 XTRA-FM	4 KYXY-FM	4 KYXY-FM >	4 XHTZ-FM <	4 KFMB-FM <	4 XHRM-FM	4 KFMB-FM <	4 XTRA-FM <	4 KSON-AF <	4 KFMB-AM <
5 XHRM-FM <	5 KSON-AF >	5 XHTZ-FM	5 KKLO-FM	5 KBZT-FM	5 KFMB-FM	5 XHRM-FM <	5 XHTZ-FM <	5 KGB-FM	5 KYXY-FM
6 KKLO-FM		6 KKBH-FM	6 KBZT-FM	6 KIFM-FM	6 KGB-FM	6 XHRM-FM <	6 XHTZ-FM <	6 XHRM-FM <	6 KBZT-FM <
7 KSON-AF			7 XHTZ-FM		7 XTRA-AM	7 KSON-AF <	7 XTRA-AM	7 XTRA-AM <	7 XTRA-AM <
					8 KSON-AF <	8 XTRA-AM			

SAN DIEGO

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	412 (3)	412 (3)	13.3 %	11.6 %
AOR/Classic/NR	0 (0)	558 (8)	558 (8)	18.0 %	19.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	399 (3)	399 (3)	12.9 %	11.1 %
Classical	0 (0)	117 (1)	117 (1)	3.8 %	4.5 %
Country	16 (1)	265 (2)	281 (3)	9.1 %	9.9 %
Full Service	195 (1)	0 (0)	195 (1)	6.3 %	4.1 %
Hispanic	51 (3)	154 (5)	205 (8)	6.6 %	4.9 %
Jazz	0 (0)	110 (1)	110 (1)	3.6 %	0.0 %
News/Talk	370 (5)	0 (0)	370 (5)	12.0 %	13.9 %
Oldies	0 (0)	215 (2)	215 (2)	6.9 %	10.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	18 (1)	0 (0)	18 (1)	0.6 %	1.2 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	66 (1)	0 (0)	66 (1)	2.1 %	3.7 %
Standards	150 (3)	0 (0)	150 (3)	4.8 %	3.2 %
Totals	866 15	2230 (25)	3096 (40)		

Other Rated Stations

Station	Format	Frequency	City	Metro Share	Cume Rating
KBAX	-FM	CHR	Fallbrook	0.4	/ 0.8
KCEO	-AM	T	Vista	0.7	/ 2.7
KHTS	-FM	CHR	El Cajon	0.7	/ 4.1
KOWF	-FM	C	Escondido	0.8	/ 2.7
KPRZ	-AM	REL	San Marcos	0.5	/ 2.1
KURS	-AM	SP	San Diego	0.4	/ 1.4
XEMO	-AM	SP	Tijuana	0.7	/ 1.9
XHFG	-FM	SP	Tijuana	0.4	/ 1.5
XLTN	-FM	SP	Tijuana	0.8	/ 3.0
XTIM	-FM	SP	Tijuana	1.0	/ 2.5

Other Rated Stations--Outside Market

Station	Format	Frequency	City	Metro Share	Cume Rating
KLAC	-AM	ST	Los Angeles	0.3	/ 0.5
KLOS	-FM	AOR	Los Angeles	0.4	/ 2.0
KNX	-AM	N	Los Angeles	1.0	/ 4.1
KVAR	-FM	SP	San Bernardino	0.7	/ 1.1
XPRS	-AM	SP	Tijuana	0.4	/ 0.9

Consolidation Report

Station Group	12+	25-54	Revenue
Jacor XTRA-FM, XTRA-AM, KHTS-FM	6.2 %	5.5 %	13.3 %
Jefferson-Pilot, pend. KSON-FM, KSON-AM, KIFM-FM, KBZT-FM	14.7 %	18.1 %	20.7 %
Par KXST-FM, KKLO-FM, KKLO-AM, KIOZ-FM	8.8 %	12.4 %	13.0 %
SFX KYXY-FM, KMKX-FM	8.1 %	9.8 %	10.0 %
Totals	37.8 %	45.8 %	57.0 %

AM Stations

Station	Power	Daypart	Format	Advertiser	Agency	Product
KCEO	1000	2.5 KW/250 W (DA-2)	Business News	Westwd	\$32.00 ---	
KFMB	760	5 KW/50 KW (DA-N)	Full Service		\$133.00	Mc-Guild Midwest TV
KOGO	600	5 KW (DA-1)	Talk	CNN	\$38.00	Torbet Par
KPOP	1360	5 KW/1 KW	Standards	Westwd	\$44.00	CBS Brown
KPRZ	1210	20 KW/5 KW (DA-2)	Religion	SRN	\$25.00	Salem Salem Sna Marcos
KSDO	1130	10 KW (DA-2)	News/Talk	ABC	\$149.00	Group W Gannett
KSPA	1450	1 KW	Standards	ABC	NA ---	Astor Escondido
XTRA	690	50 KW (DA-2)	Sports	ABC, CBS	\$125.00	MMR Jacor Tijuana

SAN DIEGO

FM Stations

KBZT	94.9	22 KW @ 702	Oldies	\$105.00	---	Jefferson-Pilot		
KFMB	100.7	30 KW @ 620	AC/CHR	CBS	\$83.00	Mc-Guild	Midwest TV	
KFSD	94.1	100 KW @ 640	Classical		\$100.00	MMR	Nationwide	
KGB	101.5	50 KW @ 500	AOR/Classic		\$144.00	CBS	Brown	
KHTS	93.3	1.8 KW @ 1886	CHR		NA	---	Jacor	El Cajon
KIFM	98.1	28 KW @ 640	Jazz		\$138.00	CBS	Jefferson-Pilot	
KIOZ	105.3	29 KW @ 620	AOR		\$94.00	Katz	Par	
KKBH	102.9	32 KW @ 617	Oldies-70's	ABC	\$70.00	Group W	Gannett	
KKLQ	106.5	50 KW @ 440	CHR/AC		\$176.00	Torbet	Par	
KMKX	103.7	36 KW @ 578	AOR/AC		\$65.00	D&R	SFX	
KOWF	92.1	170 W @ 1024	Country	ABC	\$39.00	---	Astor	Escondido
KSON	97.3	50 KW 440	Country		\$230.00	Banner	Jefferson-Pilot	
KUPR	95.7	3 KW @ 300	AOR		NA	Direct		Carlsbad
KXST	102.1	10 KW @ 980	AC		\$77.00	Katz	Par	Oceanside
KYXY	96.5	41 KW @ 540	AC		\$145.00	D&R	SFX	
XHKY	99.3	25 KW @ 328	Hispanic		\$40.00	Katz Hisp.		Tijuana
XHRM	92.5	100 KW @ 350	AOR-Prog.	ABC	\$58.00	Eastman		Tijuana
XHTZ	90.3	100 KW @ 994	CHR		\$101.00	Eastman		Tijuana
XTRA	91.1	100 KW @ 686	New AOR		\$136.00	MMR	Jacor	Tijuana

Notes: There is no TSA for San Diego . . . 3/96 KHTS-F began simulcasting WFLZ-F Tampa (CHR) . . . 3/96 KIOZ-F 102.1 & KCBQ-F 105.3 swapped frequencies; KCBQ-A dropped simulcast with KCBQ-F and picked up simulcast with KKLQ-F . . . 4/96 KCBQ-F 102.1 became KXST-F, changing from 70's Oldies to AC, KIOZ-F 105.3 remains AOR . . . 5/96 KFSD-F sold by Lotus to Nationwide for \$23,000,000 (Stevens) . . . 5/96 KBZT-F sold by Anaheim to Jefferson-Pilot for \$30,000,000 . . . 7/96 Brown sold KPOP and KGB-F to Nationwide for \$44,000,000 (Stevens) . . .

SAN FRANCISCO

Arbitron Rank: 4 Pop (12+): 5,367,400	Stations: 49 / 48	Last Year's Revenue: \$198,000,000
MSA Rank: 28 (SF)/21 (Oakland)	Diaries 7241 / 741:1/54.8 %	Household Income: \$56,762
MSA Pop: 5,050,000	Sample Target: 5,100	Retail Dollars: \$44.8 Bil
DMA #: 5	% Below Line: 0.5	#1 Biller: KGO \$27,800,000
Average Person Ratings: 15.8	% Not Listed: 14.8	#1 Billing Portfolio:
Market TSL In Hours: 21.25	Pop per Station: 111,821	Infinity/CBS/West. pend. duop+ \$43,400,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level			
1	KGO -AM	T	581 / 6.8	6.8	8.0	6.7	6.9	7.1	7927 / 14.8	18.7	14.7	694 / 9601	K	KGO	-AM
2	KCBS -AM	N/T	406 / 4.8	4.8	5.3	5.1	4.8	5.0	8827 / 16.4	16.5	16.2	462 / 10257	J	KCBS	-AM
3	KNBR -AM	SPRTS	382 / 4.5	3.6	3.9	4.1	4.1	4.0	5934 / 11.1	10.7	11.2	489 / 7800	K	KNBR	-AM
4	KMEL -FM	CHR/U	360 / 4.2	4.1	4.1	4.6	4.4	4.3	6915 / 12.9	12.4	13.3	373 / 7482	I	KMEL	-FM
5	KKSF -FM	J	333 / 3.9	3.5	2.8	3.3	3.3	3.4	4653 / 8.7	6.7	8.0	337 / 4715	I	KKSF	-FM
6	KFRC -AF	O	326 / 3.8	3.5	3.5	4.0	3.1	3.7	5830 / 10.9	9.9	7.4	347 / 6286	I	KFRC	-AF
7	KYLD -FM	U/CHR	322 / 3.8	3.7	3.6	3.6	3.5	3.7	6849 / 12.8	11.2	12.6	343 / 7301	H	KYLD	-FM
8	KIOI -FM	AC	315 / 3.7	3.3	3.5	3.5	3.3	3.5	6187 / 11.5	10.3	9.9	319 / 6284	I	KIOI	-FM
9	KFOG -FF	AOR-P	314 / 3.7	2.9	2.5	4.0	4.0	3.3	5284 / 9.8	8.0	7.7	317 / 5420	H	KFOG	-FF
10	KOIT -AF	SAC	289 / 3.4	4.0	4.3	4.2	3.6	4.0	5961 / 11.1	12.2	11.3	296 / 6231	I	KOIT	-AF
11	KBLX -FM	J	235 / 2.8	3.0	2.6	2.6	2.7	2.8	3853 / 7.2	6.8	6.5	243 / 3949	H	KBLX	-FM
	KDFC -FM	CL	228 / 2.7	2.8	2.9	2.1	2.4	2.6	3897 / 7.3	7.5	7.3	233 / 3995	E	KDFC	-FM
14	KITS -FM	AOR-NR	208 / 2.5	2.8	2.8	3.0	3.5	2.8	4871 / 9.1	9.4	10.1	211 / 5090	H	KITS	-FM
15	KSFO -AM	T	183 / 2.2	1.8	1.8	1.1	1.2	1.7	2258 / 4.2	5.7	5.8	223 / 2740	C	KSFO	-AM
16	KSOL -FM	B/AC	182 / 2.1	2.1	1.7	1.8	1.4	1.9	3766 / 7.0	6.5	5.9	185 / 3885	D	KSOL	-FM
17	KBGH -FM	O-70s	177 / 2.1	2.0	2.1	2.4	1.4	2.1	4061 / 7.6	6.8	5.9	184 / 4190	E	KBGH	-FM
18	KLOK -AM	SP	170 / 2.0	1.6	2.0	1.2	1.6	1.7	1688 / 3.1	2.6	3.0	183 / 1912		KLOK	-AM
19	KABL -AM	ST	163 / 1.9	2.3	2.6	2.5	2.6	2.3	2515 / 4.7	5.5	4.9	168 / 2598	D	KABL	-AM
20	KBAY -FM	SAC	162 / 1.9	1.7	1.5	1.8	1.8	1.7	2847 / 5.3	4.4	4.3	196 / 3396		KBAY	-FM
21	KOME -FM	AOR	146 / 1.7	2.1	2.2	2.0	2.0	2.0	3773 / 7.0	7.1	7.2	157 / 4052		KOME	-FM
22	KSAN -FM	C	145 / 1.7	1.9	2.2	2.4	1.7	2.1	2962 / 5.5	6.2	5.2	154 / 3119	G	KSAN	-FM
23	KSJO -FM	AOR	134 / 1.6	2.0	2.0	2.0	2.2	1.9	2856 / 5.3	5.7	5.8	153 / 3224		KSJO	-FM
24	KYCY -FM	C	122 / 1.4	1.7	1.9	1.5	1.5	1.6	2121 / 4.0	4.6	4.0	132 / 2282	E	KYCY	-FM
25	KPIX -AF	N	116 / 1.4	1.0	1.5	2.1	2.4	1.5	2418 / 4.5	5.0	6.2	117 / 2470	F	KPIX	-AF
26	KEZR -FM	AC/CHR	115 / 1.4	1.5	1.0	0.9	0.9	1.2	2374 / 4.4	3.7	3.1	116 / 2423		KEZR	-FM
27	KRQR -FM	CL AOR	108 / 1.3	1.6	1.3	1.6	1.7	1.4	3286 / 6.1	5.6	7.1	122 / 3668	G	KRQR	-FM

12+ FM Share (Metro): 66.18 % (4789 of 7236) (Spring 95: 66.23 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KYLD-FM	1 KMEL-FM	1 KFOG-FF <	1 KFOG-FF	1 KFOG-FF	1 KGO-AM >	1 KGO-AM <	1 KGO-AM	1 KGO-AM <	1 KGO-AM	1 KGO-AM >
2 KMEL-FM >	2 KYLD-FM	2 KIOI-FM <	2 KIOI-FM <	2 KKSF-FM <	2 KCBS-AM	2 KCBS-AM >	2 KNBR-AM	2 KMEL-FM	2 KYLD-FM <	2 KCBS-AM >
3 KIOI-FM <	3 KIOI-FM	3 KMEL-FM	3 KKSF-FM <	3 KGO-AM <	3 KNBR-AM	3 KNBR-AM	3 KFOG-FF	3 KKSF-FM	3 KMEL-FM	
4 KITS-FM	4 KFRC-AF	4 KGO-AM <	4 KFRC-AF	4 KKSF-FM	4 KIOI-FM <	KKSF-FM <	KYLD-FM <	4 KFRC-AF <		
5 KFOG-FF	5 KKSF-FM <	5 KFRC-AF <	KIOI-FM <	KFRC-AF >	5 KFOG-FF <	5 KIOI-FM	KCBS-AM	5 KNBR-AM		
6 KLDK-AM	6 KYLD-FM <	6 KNBR-AM <	6 KNBR-AM <		6 KYLD-FM	KFRC-AF <	6 KFRC-AF <	6 KKSF-FM		
	KSJO-FM <	7 KGO-AM	7 KCBS-AM	7 KCBS-AM <		KMEL-FM <	7 KOIT-AF	7 KFOG-FF <	KDFC-FM	
8 KOIT-AF <	KOIT-AF	KOIT-AF <			8 KOIT-AF <	KCBS-AM	8 KNBR-AM			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KYLD-FM	1 KMEL-FM <	1 KIOI-FM	1 KIOI-FM	1 KIOI-FM	1 KMEL-FM	1 KMEL-FM	1 KFOG-FF	1 KFOG-FF <	1 KFOG-FF
2 KMEL-FM >	2 KYLD-FM <	2 KMEL-FM	2 KOIT-AF <	2 KKSF-FM <	2 KYLD-FM >	2 KYLD-FM <	2 KITS-FM <	2 KNBR-AM	2 KNBR-AM
3 KIOI-FM <	3 KIOI-FM >	3 KOIT-AF <	3 KMEL-FM <	3 KOIT-AF <	3 KLOK-AM	3 KITS-FM <	3 KMEL-FM <	3 KMEL-FM <	3 KGO-AM <
4 KITS-FM	4 KOIT-AF <	4 KITS-FM <	4 KBLX-FM <	4 KBLX-FM <	KOME-FM <	4 KFOG-FF <	4 KSJO-FM <	4 KFRC-AF <	4 KFRC-AF <
	KOIT-AF	5 KITS-FM	5 KFOG-FF <	5 KYLD-FM	5 KITS-FM	5 KSJO-FM <	5 KNBR-AM	5 KGO-AM	5 KCBS-AM <
6 KBLX-FM		6 KKSF-FM	6 KFOG-FF <	6 KFRC-AF	6 KIOI-FM	6 KLDK-AM <	6 KLOK-AM	6 KKSF-FM	6 KKSF-FM
					7 KSJO-FM	7 KNBR-AM			
						8 KIOI-FM <			

SAN FRANCISCO

Format Performance	AM	FM	Total	%	Spr 95					Metro Share	Cume Rating	
AC	0 (0)	519 (4)	519 (4)	7.2 %	6.3 %	KARA	-FM	O	105.7	Santa Clara	0.6	/ 2.4
AOR/Classic/NR	0 (0)	997 (8)	997 (8)	13.8 %	15.2 %	KAZA	-AM	SP	1290	Gilroy	0.0	/ 0.3
Black/Urban	75 (1)	504 (2)	579 (3)	8.0 %	2.9 %	KBRG	-FM	SP	104.9	Fremont	0.8	/ 2.0
CHR	0 (0)	405 (2)	405 (2)	5.6 %	10.8 %	KDIA	-AM	B/O	1310	Oakland	0.9	/ 1.8
Classical	0 (0)	278 (2)	278 (2)	3.8 %	3.8 %	KFAX	-AM	REL	1100	San Francisco	0.4	/ 1.6
Country	71 (1)	383 (4)	454 (5)	6.3 %	6.7 %	KIQI	-AM	SP	1010	San Francisco	0.4	/ 1.4
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	4.8 %	KKHI	-FM	CL	100.7	San Rafael	0.6	/ 1.9
Hispanic	287 (4)	152 (3)	439 (7)	6.1 %	5.5 %	KKIQ	-FM	AC	101.7	Livermore	0.5	/ 1.6
Jazz	0 (0)	568 (2)	568 (2)	7.8 %	6.9 %	KKSJ	-AM	ST	1370	San Jose	1.1	/ 1.8
News/Talk	1193 (4)	93 (1)	1286 (5)	17.8 %	19.1 %	KNEW	-AM	C	910	Oakland	0.8	/ 2.5
Oldies	98 (1)	453 (3)	551 (4)	7.6 %	6.8 %	KOFY	-AM	SP	1050	San Mateo	0.9	/ 2.1
Others/Unknown	34 (1)	0 (0)	34 (1)	0.5 %	0.4 %	KRPQ	-FM	C	104.9	Rohnert Park	0.7	/ 1.2
Religion/Gospel	37 (1)	0 (0)	37 (1)	0.5 %	0.7 %	KRTY	-FM	C	95.3	Los Gatos	0.7	/ 2.2
Soft AC/EZ	14 (1)	437 (2)	451 (3)	6.2 %	6.3 %	KUFY	-FM	CL AOR	94.5	Gilroy	0.6	/ 2.8
Sports	382 (1)	0 (0)	382 (1)	5.3 %	0.0 %	KVTO	-AM	E	1400	Berkeley	0.4	/ 0.8
Standards	256 (2)	0 (0)	256 (2)	3.5 %	3.8 %	KXFX	-FM	AOR	101.7	Santa Rosa	0.5	/ 1.1
						KZSF	-FF	SP	92.7	Alameda	1.0	/ 2.0
						KZST	-FM	AC	100.1	Santa Rosa	0.6	/ 1.4
Totals	2447	17 4789 (33)	7236 (50)			Other Rated Stations--Outside Market				Metro Share	Cume Rating	
						KSFM	-FM	CHR	102.5	Woodland	0.5	/ 1.8

Consolidation Report	12+	25-54	Revenue
ABC/Disney KGO-AM, KSFO-AM	9.0 %	6.4 %	14.8 %
Brown KKSF-FM, KDFC-FM, KDFC-AM	10.5 %	6.7 %	6.8 %
Chancellor KSAN-FM, KNEW-AM, KBBG-FM, KABL-AM	6.5 %	6.0 %	5.0 %
Evergreen KMEL-FM, KYLD-FM, KIOI-FM	11.7 %	9.2 %	17.3 %
Infinity/CBSWest. KRQR-FM, KPIX-AF, KOME-FM, KFRC-AF, KCBS-AM, KYCY-FM	14.4 %	14.9 %	21.7 %
Local KOFY-AM, KDIA-AM	1.8 %	1.8 %	1.0 %
Susquehanna KNBR-AM, KFFG-FM, KFOG-FM	8.2 %	9.9 %	15.6 %
Tichenor, pend. KSOL-FM, KYLZ-FM	2.1 %	2.7 %	1.3 %
	64.2 %	57.6 %	83.5 %

SAN FRANCISCO

AM Stations

KABL	960	5 KW (DA-1)	Standards	Westwd	\$75.00	Christal	Chancellor	
KCBS	740	50 KW (DA-2)	News/Talk	CBS	\$340.00	CBS	CBS/West.	
KDIA	1310	5 KW (DA-1)	Black Oldies		\$60.00	---	KOFY owner	
KFAX	1100	50 KW (DA-1)	Religion	SRN	\$41.00	Salem	Salem	
KFRC	610	5 KW (DA-N)	See KFRC-F					
KGO	810	50 KW (DA-1)	Talk	ABC	\$440.00	Banner	ABC/Disney	
KLOK	1170	50 KW/5 KW (DA-2)	Spanish	CRC	\$74.00	Caballero	EXCL	San Jose
KNBR	680	50 KW	Sports/Full Svc.	ABC	\$325.00	Eastman	Susquehanna	
KNEW	910	5 KW (DA-N)	Country		\$50.00	Shamrock	Chancellor	
KOFY	1050	50 KW/10 KW (DA-2)	Hispanic		\$50.00	Katz Hisp.		San Mateo
KSFO	560	5 KW (DA-N)	Talk	CNN, WW1, Tiknt	\$80.00	Banner	ABC/Disney	

FM Stations

KBGG	98.1	100 KW @ 960	70's Oldies		\$100.00	Shamrock	Chancellor	
KBLX	102.9	7 KW @ 1290	Jazz/Urban		\$175.00	D&R	Inner City	Berkeley
KDFC	102.1	33 KW @ 1047	Classical		\$105.00	Mc-Guild	Brown	
KFOG	104.5	7.9 KW @ 1450	AOR-Prog.		\$190.00	Eastman	Susquehanna	
KFRC	99.7	40 KW @ 1299	Oldies		\$215.00	Group W	Inf./CBS/West., pend.	
KIOI	101.3	125 KW @ 1162	AC/CHR		\$249.00	Christal	Evergreen	
KITS	105.3	15 KW @ 1200	AOR-New Rock		\$185.00	D&R	Entercom	
KKSF	103.7	7.8 KW @ 1470	Jazz		\$220.00	CBS	Brown	
KMEL	106.1	69 KW @ 1290	CHR/Urban		\$238.00	Christal	Evergreen	
KRQR	97.3	82 KW @ 1014	Classic AOR	CBS	\$140.00	CBS	CBS/West.	
KSAN	94.9	30 KW @ 1210	Country		\$160.00	Shamrock	Chancellor	
KSOL	98.9	6 KW @ 1355	AC/Urban		\$85.00	MMR	Tichenor, pend.	
KYCY	93.3	50 KW @ 492	Country	Westwd	\$92.00	Infinity	Inf./CBS/West., pend.	
KYLD	107.7	8.9 KW @ 1161	Urban/CHR	AP	\$150.00	Katz	Evergreen	San Mateo

Notes: Other ranked stations -- see San Jose . . . KNBR reclassified as Sports (from Full Service) . . . 4/96 KYLD-F sold by Crescent to Evergreen (D+) for \$44,000,000 . . . 4/96 KSOL-F/KYLZ-F sold by Crescent to Tichenor for \$40,000,000 (Star) . . . 5/96 KYLZ-F ended simulcast of KYLD-F and began simulcast of KSOL-F . . . 6/96 Infinity sold the following to CBS/Westinghouse: KFRC-AF for \$96,000,000 & KYCY-F for \$47,000,000 . . . 6/96 KRQR-F changed from Classic AOR to "Modern AC"

SAN JOSE

Arbitron Rank: 30 Pop (12+): 1,317,700	Stations: 43 / 16	Last Year's Revenue: \$37,200,000
MSA Rank: 31	Diaries 2637 / 500:1/ 53.4 %	Household Income: \$66,118
MSA Pop: 1,590,000	Sample Target: 2,620	Retail Dollars: \$15.2 Bil
DMA # San Francisco (#5)	% Below Line: NA	#1 Biller: KSJO-F \$7,000,000
Average Person Ratings: 14.7	% Not Listed: NA	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 82,356	Amer. Radio Sys. duop \$9,600,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KBAY -FM	SAC	97 / 5.0	5.4	4.6	5.2	5.2	5.1	5.1	1652 / 12.5	10.8	11.6	173 / 2910	F KBAY -FM
2 KEZR -FM	AC/CHR	95 / 4.9	5.1	3.8	3.1	3.3	4.2	4.2	1807 / 13.7	11.5	10.2	110 / 2260	E KEZR -FM
3 KOME -FM	AOR-NR	86 / 4.4	5.1	4.7	4.9	5.2	4.8	4.8	2008 / 15.2	15.2	16.2	141 / 3540	G KOME -FM
4 KLOK -AM	SP	76 / 3.9	4.4	4.6	3.6	4.3	4.1	4.1	760 / 5.8	5.9	6.0	148 / 1524	F KLOK -AM
5 KFOG -FF	AOR-P	74 / 3.8	2.7	2.2	4.8	5.9	3.4	3.4	1346 / 10.2	7.7	4.2	158 / 2996	KFOG -FF
6 KSJO -FM	AOR	71 / 3.7	4.7	4.2	4.7	4.8	4.3	4.3	1382 / 10.5	11.1	12.3	126 / 2631	G KSJO -FM
7 KKSJ -AM	ST	64 / 3.3	2.3	2.3	2.5	2.0	2.6	2.6	618 / 4.7	3.4	3.8	89 / 931	C KKSJ -AM
8 KRTY -FM	C	55 / 2.8	2.9	3.5	4.0	4.3	3.3	3.3	1025 / 7.8	9.1	9.3	61 / 1191	E KRTY -FM
9 KARA -FM	O	41 / 2.1	3.0	3.4	3.4	3.2	3.0	3.0	1027 / 7.8	8.5	8.8	53 / 1289	D KARA -FM
10 KUFJ -FM	CL AOR	36 / 1.9	1.7	1.6	2.7	2.2	2.0	2.0	1030 / 7.8	7.7	9.1	68 / 1829	D KUFJ -FM
11 KNTA -AM	SP	14 / 0.7	1.4	0.7	0.4	0.7	0.8	0.8	267 / 2.0	2.0	1.7	14 / 270	A KNTA -AM
12 KLIV -AM	N	12 / 0.6	0.5	1.1	0.6	0.8	0.7	0.7	340 / 2.6	3.6	4.1	12 / 398	A KLIV -AM
13 KSJX -AM	E	10 / 0.5	0.8	0.6	0.6	0.5	0.6	0.6	198 / 1.5	1.0	1.5	13 / 248	KSJX -AM
14 KAZA -AM	SP	4 / 0.2	0.6	1.1	0.5	0.3	0.6	0.6	119 / 0.9	1.4	1.2	6 / 167	A KAZA -AM

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KOME-FM >	1 KOME-FM <	1 KEZR-FM	1 KFOG-FF	1 KFOG-FF <	1 KBAY-FM	1 KOME-FM	1 KEZR-FM	1 KYLO-FM	1 KOME-FM >	1 KLOK-AM
2 KEZR-FM >	2 KSJO-FM <	2 KOME-FM	2 KEZR-FM <	2 KBAY-FM	2 KKSJ-AM	2 KLOK-AM <	2 KBAY-FM	2 KEZR-FM <	2 KBAY-FM	2 KSJO-FM
3 KSJO-FM	3 KEZR-FM <	KFOG-FF <	3 KLOK-AM <	3 KEZR-FM <	3 KFOG-FF	3 KBAY-FM <	3 KFOG-FF	3 KFOG-FF <	3 KEZR-FM	KBAY-FM
	4 KLOK-AM >	4 KSJO-FM	4 KBAY-FM <	4 KLOK-AM		4 KSJO-FM <	4 KKSJ-AM <	4 KOME-FM		4 KEZR-FM
		KLOK-AM	5 KSJO-FM <	5 KSJO-FM		5 KEZR-FM	5 KLOK-AM			
		6 KBAY-FM	6 KOME-FM							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KEZR-FM	1 KEZR-FM	1 KEZR-FM	1 KEZR-FM >	1 KEZR-FM	1 KOME-FM <	1 KSJO-FM <	1 KLOK-AM	1 KSJO-FM <	1 KFOG-FF
2 KOME-FM	2 KOME-FM	2 KOME-FM <	2 KBAY-FM	2 KBAY-FM	2 KEZR-FM	2 KOME-FM	KSJO-FM	2 KOME-FM	2 KSJO-FM
3 KRTY-FM	3 KLOK-AM <	3 KSJO-FM	3 KLOK-AM <	3 KLOK-AM	3 KSJO-FM >	3 KLOK-AM	3 KFOG-FF	KFOG-FF	3 KLOK-AM
4 KLOK-AM	4 KSJO-FM <	KBAY-FM	4 KOME-FM <	4 KFOG-FF	4 KLOK-AM >	4 KEZR-FM	KOME-FM	4 KLOK-AM	KBAY-FM
5 KNTA-AM	5 KBAY-FM <	5 KLOK-AM <	5 KFOG-FF <	KRTY-FM		5 KFOG-FF		5 KEZR-FM	5 KOME-FM
	6 KFOG-FF	6 KFOG-FF	6 KRTY-FM					6 KBAY-FM	

SAN JOSE

Consolidation Report	12+	25-54	Revenue
Amer. Radio Sys. KUFX-FM, KSJO-FM	5.5 %	7.0 %	25.8 %
Empire KRTY-FM, KLIV-AM, KARA-FM	5.6 %	6.7 %	18.8 %
	11.1 %	13.7 %	44.6 %

Other Rated Stations					Metro Share	Cume Rating
KOFY	-AM	SP	1050	San Mateo	0.4	/ 1.7

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KABL	-AM	ST	960	Oakland	0.4	/ 1.8
KBGG	-FM	O-70S	98.1	San Francisco	1.1	/ 5.5
KBLX	-FM	J	102.9	Berkeley	1.5	/ 4.4
KBRG	-FM	SP	104.9	Fremont	2.0	/ 4.1
KCBS	-AM	N/T	740	San Francisco	3.9	/14.6
KDFC	-FM	CL	102.1	San Francisco	2.8	/ 6.0
KDON	-FM	CHR	102.5	Salinas	0.5	/ 3.2
KFAX	-AM	REL	1100	San Francisco	0.6	/ 2.0
KFRC	-AF	O	99.7	San Francisco	3.2	/ 8.3
KGO	-AM	T	810	San Francisco	7.1	/15.3
KIOI	-FM	AC	101.3	San Francisco	2.4	/ 9.8
KITS	-FM	AOR-NR	105.1	San Francisco	1.4	/ 6.9
KKSF	-FM	J	103.7	San Francisco	2.8	/ 7.0
KMEL	-FM	CHR/U	106.1	San Francisco	2.6	/ 8.7
KNBR	-AM	SPRTS	680	San Francisco	4.0	/10.2
KOIT	-AF	SAC	96.5	San Francisco	2.4	/ 9.4
KPIX	-AF	N	95.7	San Francisco	1.0	/ 3.6
KRQR	-FM	CL AOR	97.3	San Francisco	0.4	/ 3.1
KSAN	-FM	C	94.9	San Francisco	1.3	/ 4.7
KSFO	-AM	T	560	San Francisco	1.5	/ 4.1
KSOL	-FM	B/AC	98.9	San Francisco	0.9	/ 3.3
KYCY	-FM	C	93.3	San Francisco	0.7	/ 3.0
KYLD	-FM	B	107.7	San Mateo	5.1	/12.2
KYLZ	-FM	B/AC	99.1	Santa Cruz	0.5	/ 2.5

AM Stations

KAZA	1290	5 KW/88 W (DA-2)	Hispanic	\$18.00	Katz	Hisp.	Gilroy
KKSJ	1370	5 KW (DA-2)	Standards	UPI	\$40.00	MMR	
KLIV	1590	5 KW (DA-N)	News	CNN	\$18.00	Empire	
KLOK	1170	50 KW/5 KW (DA-2)	Hispanic	CRC	\$74.00	Caballero	EXCL
KNTA	1430	1 KW (DA-1)	Hispanic	CBS	\$18.00	Lotus	Santa Clara
KSJX	1500	10 KW/5 KW (DA-2)	Ethnic				

FM Stations

KARA	105.7	50 KW @ 500	Oldies	\$78.00	MMR	Empire	Santa Clara
KBAY	100.3	14.5 KW @2580	Soft AC	UPI	\$86.00	MMR	
KEZR	106.5	50 KW @ 430	AC/CHR		\$84.00	Christal	
KOME	98.5	13 KW @ 880	AOR-New Rock	\$110.00	Torbet	Inf./CBS/West., pend.	
KRTY	95.3	900 W @ 860	Country	\$83.00	MMR	Empire	Los Gatos
KSJO	92.3	50 KW @ 466	AOR	\$130.00	Mc-Guild	Amer. Radio Sys.	
KUFX	94.5	1.2 KW @ 2536	Classic AOR	ABC	\$63.00	Mc-Guild	Amer. Radio Sys. Gilroy

Notes: San Jose is a portion of the San Francisco metro. Only stations home to the San Jose market are included in the rankers . . . 4/96 BayCom sold the following to American Radio Systems: KSJO-F for \$38,000,000; KUFX-F for \$15,000,000 (MVP) . . . 6/96 Infinity sold KOME-F to CBS/Westinghouse for \$42,000,000 . . .

SANTA ROSA

Arbitron Rank: 115 Pop (12+): 351,000	Stations: 37 / 10	Last Year's Revenue: \$7,800,000
MSA Rank: 117	Diaries 970 / 362:1/60.9 %	Household Income: \$48,948
MSA Pop: 424,000	Sample Target: 930	Retail Dollars: \$4.0 Bil
DMA # San Fran. (#5)	% Below Line: 47.3	#1 Biller: KZST-F \$2,700,000
Average Person Ratings: 16.2	% Not Listed: 10.4	#1 Billing Portfolio: KZST-F \$2,700,000
Market TSL in Hours: 21.45	Pop per Station: 35,100	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1 KRPO	-FM	C	54 / 9.5	6.4	6.6	8.3	10.8	602 / 17.1	14.5	14.8	/	C	KRPO -FM
2 KZST	-FM	AC	45 / 7.9	10.1	7.9	6.3	7.7	664 / 18.9	20.7	21.9	/	D	KZST -FM
3 KGO	-AM	T	42 / 7.4	5.9	7.5	8.5	8.8	619 / 17.6	19.1	14.9	/		KGO -AM
4 KXFX	-FM	AOR	36 / 6.3	5.3	4.4	5.8	4.9	522 / 14.9	15.9	13.0	/	C	KXFX -FM
5 KNBR	-AM	SPRTS	23 / 4.0	4.0	5.1	4.6	7.7	430 / 12.3	9.7	11.9	/		KNBR -AM
6 KCBS	-AM	N/T	21 / 3.7	5.3	2.6	4.6	4.7	476 / 13.6	16.7	13.7	/		KCBS -AM
7 KMG	-FM	O	19 / 3.3	4.2	6.5	3.1	2.8	453 / 12.9	14.6	15.7	/	B	KMG -FM
8 KLCQ	-FM	AOR/CL	18 / 3.2	2.0	2.6	4.6	2.4	443 / 12.6	11.7	10.1	/	B	KLCQ -FM
	-FM	AOR-P	18 / 3.2	3.1	3.1	2.1	2.6	261 / 7.4	7.1	5.9	/	A	KRSH -FM
10 KABL	-AM	ST	17 / 3.0	5.1	5.9	5.4	4.7	216 / 6.1	10.0	10.7	/		KABL -AM
	-AM	N/T	17 / 3.0	3.7	3.5	2.5	4.1	351 / 10.0	10.7	9.7	/		KSRO -AM
12 KMEL	-FM	CHR	16 / 2.8	4.6	4.7	3.8	3.4	286 / 8.1	11.1	11.0	/		KMEL -FM
13 KITS	-FM	AOR-NR	15 / 2.6	2.9	4.0	3.7	1.7	287 / 8.2	8.3	6.3	/		KITS -FM
	-FM	J	15 / 2.6	0.7				307 / 8.8			/		KJZY -FM

12+ FM Share (Metro): 66.08 % (337 of 510) (Spring 95: 62.19 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KMEL-FM >	1 KXFX-FM	1 KZST-FM <	1 KZST-FM	1 KZST-FM	1 KGO-AM >	1 KRPO-FM <	1 KRPO-FM	1 KRPO-FM	1 KRPO-FM	1 KGO-AM <
2 KRPO-FM >	2 KZST-FM <	2 KRPO-FM	2 KRPO-FM >	2 KRPO-FM >	2 KRPO-FM >	2 KZST-FM <	2 KZST-FM <	2 KZST-FM	2 KGO-AM	2 KSRO-AM >
	3 KRPO-FM >>	3 KXFX-FM >	3 KXFX-FM	3 KXFX-FM <	3 KZST-FM	3 KGO-AM	3 KGO-AM	3 KGO-AM <	3 KZST-FM <	3 KRPO-FM
		4 KGO-AM	4 KGO-AM	4 KGO-AM	4 KCBS-AM <	4 KXFX-FM <	4 KXFX-FM >	4 KXFX-FM >	4 KXFX-FM	4 KZST-FM
			5 KRSH-FM		5 KNBR-AM	5 KCBS-AM			5 KMEL-FM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KRPO-FM >	1 KZST-FM	1 KZST-FM >	1 KZST-FM	1 KZST-FM	1 KXFX-FM >	1 KXFX-FM >	1 KXFX-FM	1 KXFX-FM >	1 KXFX-FM <
2 KXFX-FM	2 KRPO-FM	2 KRPO-FM	2 KRPO-FM >	2 KRPO-FM >	2 KRPO-FM >	2 KRPO-FM	2 KZST-FM	2 KRPO-FM	2 KZST-FM
KRRS-AM >	3 KXFX-FM >	3 KXFX-FM	3 KRSH-FM <	3 KRSH-FM <	3 KNBR-AM	3 KZST-FM >	KRPO-FM >	3 KZST-FM	KRPO-FM
KMXN-AM	4 KRSH-FM	4 KRSH-FM >	4 KXFX-FM	4 KGO-AM	KYLD-FM	4 KITS-FM	4 KROR-FM	4 KNBR-AM	4 KGO-AM
			5 KGO-AM	5 KJZY-FM	KMEL-FM		KRRS-AM	4 KGO-AM	KNBR-AM
					KITS-FM				
					KMXN-AM >				

SANTA ROSA

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	49 (2)	49 (2)	9.6 %	9.9 %
AOR/Classic/NR	0 (0)	113 (7)	113 (7)	22.2 %	20.2 %
Black/Urban	0 (0)	7 (1)	7 (1)	1.4 %	0.0 %
CHR	0 (0)	16 (1)	16 (1)	3.1 %	6.8 %
Classical	0 (0)	14 (2)	14 (2)	2.7 %	2.3 %
Country	9 (1)	69 (4)	78 (5)	15.3 %	10.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	28 (4)	0 (0)	28 (4)	5.5 %	4.8 %
Jazz	0 (0)	29 (3)	29 (3)	5.7 %	1.0 %
News/Talk	87 (4)	0 (0)	87 (4)	17.1 %	20.0 %
Oldies	6 (1)	36 (3)	42 (4)	8.2 %	10.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.6 %	0.0 %
Soft AC/EZ	0 (0)	4 (1)	4 (1)	0.8 %	0.8 %
Sports	23 (1)	0 (0)	23 (1)	4.5 %	0.0 %
Standards	17 (1)	0 (0)	17 (1)	3.3 %	7.0 %
Totals	173 13	337 (24)	510 (37)		

Consolidation Report	12+	25-54	Revenue
Amaturo	15.8 %	16.6 %	42.9 %
KXFX-FM, KSRO-AM, KMGG-FM, KLCQ-FM			
KZST, pend.	10.5 %	14.5 %	34.6 %
KZST-FM, KJZY-FM			
	26.3 %	31.1 %	77.5 %

Other Rated Stations				Metro Share	Cume Rating
KMXN	-AM	SP	1150	Santa Rosa	1.4 / 3.1
KRRS	-AM	SP	1460	Santa Rosa	1.9 / 3.5

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KBGG	-FM	O-70S	98.1	San Francisco	2.1 / 4.6	
KBLX	-FM	J	102.9	Berkeley	0.5 / 1.2	
KDFC	-FM	CL	102.1	San Francisco	1.8 / 4.5	
KFAX	-AM	REL	1100	San Francisco	0.5 / 1.5	
KFOG	-FM	AOR-P	104.5	San Francisco	2.1 / 2.8	
KFRC	-AF	O	610	San Francisco	2.1 / 7.7	
KIOI	-FM	AC	101.3	San Francisco	0.7 / 2.0	
KKHI	-FM	CL	100.7	San Rafael	0.7 / 1.4	
KKSF	-FM	J	103.7	San Francisco	1.9 / 3.6	
KLOK	-AM	SP	1170	San Francisco	0.4 / 0.9	
KNEW	-AM	C	910	San Francisco	1.6 / 4.2	
KOFY	-AM	SP	1050	San Mateo	1.2 / 2.2	
KOIT	-AF	SAC	96.5	San Francisco	0.7 / 2.6	
KRAZ	-FM	C	100.9	Calistoga	0.5 / 1.1	
KRQR	-FM	CL AOR	97.3	San Francisco	1.9 / 7.6	
KSAN	-FM	C	94.9	San Francisco	1.4 / 3.4	
KSFO	-AM	T	560	San Francisco	1.2 / 3.7	
KSJO	-FM	AOR	92.3	San Jose	0.5 / 1.5	
KYCY	-FM	C	93.3	San Francisco	0.7 / 3.0	
KYLD	-FM	B	107.7	San Mateo	1.2 / 4.6	

AM Stations

KSRO	1350	5 KW (DA-N)	News/Talk	WW1, Tiknt, CNN	\$<20.00	Eastman	Amaturo
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FM Stations

KJZY	93.7	1.1 KW @ 780	Jazz			Mc-Guild	KZST-F, pend.	Sebastapol
KLCQ	92.9	2.3 KW @ 1948	AOR/CL		\$<20.00	Eastman	Amaturo	Healdsburg
KMGG	97.7	2.05 KW @ 1122	Oldies	Westwd	\$24.00	Katz	Amaturo	Monte Rio
KRPQ	104.9	340 W @ 915	Country		\$35.00	Christal		Rohnert Park
KRSH	98.7	340 W @ 1378	AOR-Prog.		\$<20.00	---		Middletown
KXFX	101.7	2.2 KW @ 1089	AOR		\$30.00	Eastman	Amaturo	
KZST	100.1	6 KW @ 239	AC	Westwd	\$62.00	Mc-Guild		

Notes: KJZY-F (93.7, Sebastapol) sold to KZST-F for \$725,000 . . . 4/96 KSRO/KXFX-F/KLCQ-F sold by Fuller-Jeffrey to Amaturo (D) for \$5,700,000 (Exline) . . . 4/96 KMGG-F sold by Pacific to Amaturo (D+) for \$3,100,000

SARASOTA-BRADENTON

Arbitron Rank: 79 Pop (12+): 467,600	Stations: 33 / 8	Last Year's Revenue: NA
MSA Rank:	Diaries 888 / 527:1/58.9 %	Household Income: \$40,027
MSA Pop: NA	Sample Target: 880	Retail Dollars: \$5.1 Bil
DMA # Tampa (#15)	% Below Line: 61.1	#1 Biller: NA
Average Person Ratings: 15.4	% Not Listed: 20.3	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 58,450	NA

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WDUV -FM	EZ/ST	104 / 14.5	14.6	16.8	15.3	17.6	1109 / 23.7	22.2	26.7	110 / 1216	WDUV -FM	
2 WYNF -FM	AOR/CL	42 / 5.8	6.8	7.0			532 / 11.4	12.4	12.0	46 / 641	WYNF -FM	
WFLZ -FM	CHR	42 / 5.8	4.7	4.5	5.8	4.4	695 / 14.9	16.2	13.1	49 / 854	WFLZ -FM	
4 WRBQ -FM	C	40 / 5.6	4.1	3.4	2.5	3.5	461 / 9.9	10.1	6.4	41 / 465	WRBQ -FM	
5 WFLA -AM	T	36 / 5.0	5.7	6.1	4.5	4.4	474 / 10.1	11.4	11.0	37 / 485	WFLA -AM	
6 WSRZ -FM	O	33 / 4.6	3.6	2.9	6.1	4.5	415 / 8.9	11.0	9.0	33 / 415	WSRZ -FM	
7 WHPT -FM	AOR-P	32 / 4.4	7.9	7.6	8.0	9.3	498 / 10.7	12.9	12.6	41 / 606	WHPT -FM	
8 WCTQ -FM	C	29 / 4.0	3.3	4.4	4.5	5.0	362 / 7.7	9.5	9.2	30 / 383	WCTQ -FM	
9 WWRM -FM	SAC	28 / 3.9	3.7	5.3	3.4	3.7	433 / 9.3	8.7	12.6	32 / 491	WWRM -FM	

12+ FM Share (Metro): 80.63 % (462 of 573) (Spring 95: 81.55 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Over-night
1 WFLZ-FM >	1 WYNF-FM	1 WYNF-FM	1 WHPT-FM	1 WHPT-FM	1 WDUV-FM >	1 WDUV-FM >	1 WDUV-FM >	1 WDUV-FM >	1 WDUV-FM	1 WRBQ-FM <
2 WYNF-FM	2 WFLZ-FM >	2 WFLZ-FM	WYNF-FM	WYNF-FM	2 WFLA-AM	2 WFLZ-FM	2 WFLA-AM <	2 WYNF-FM	2 WFLZ-FM	2 WDUV-FM
WRBQ-FM >	3 WCTQ-FM	WHPT-FM	3 WSRZ-FM	3 WSRZ-FM <	3 WSRZ-FM >	WYNF-FM <	3 WYNF-FM	3 WFLZ-FM	3 WRBQ-FM >	WAMR-AM >
	WRBQ-FM <	4 WSRZ-FM	4 WWRM-F <	4 WRBQ-FM <		4 WFLA-AM <	4 WCTQ-FM	4 WRBQ-FM <	4 WYNF-FM <	
	5 WHPT-FM	WRBQ-FM <	5 WFLZ-FM <	5 WWRM-F		5 WRBQ-FM	WSRZ-FM <	5 WHPT-FM <	5 WSRZ-FM	
	6 WXTB-FM	6 WCTQ-FM	7 WCTQ-FM				6 WHPT-FM		WFLA-AM	

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WRBQ-FM	1 WRBQ-FM	1 WHPT-FM	1 WRBQ-FM	1 WRBQ-FM	1 WYNF-FM	1 WYNF-FM >	1 WYNF-FM >	1 WYNF-FM >	1 WYNF-FM
2 WFLZ-FM	WFLZ-FM	2 WYNF-FM	2 WFLZ-FM <	2 WSRZ-FM	2 WFLZ-FM	2 WFLZ-FM	2 WFLZ-FM	2 WHPT-FM <	2 WHPT-FM >
3 WMTX-AF	3 WHPT-FM	3 WFLZ-FM	3 WHPT-FM	WWRM-F	3 WXTB-FM >	3 WXTB-FM	WXTB-FM	3 WFLZ-FM	3 WSRZ-FM
WRXB-AM	4 WMTX-AF	4 WRBQ-FM	WWRM-F	WHPT-FM >	4 WCTQ-FM >	4 WCTQ-FM >	WHPT-FM	4 WCTQ-FM	4 WCTQ-FM
WCTQ-FM >	WYNF-FM	WWRM-F	5 WSRZ-FM					5 WXTB-FM <	5 WWRM-F
		WMTX-AF						6 WSRZ-FM >	

Format Performance	AM	FM	Total	%	Spr 95
AC	1 (1)	31 (3)	32 (4)	5.6 %	2.6 %
AOR/Classic/NR	0 (0)	88 (3)	88 (3)	15.4 %	21.8 %
Black/Urban	13 (2)	0 (0)	13 (2)	2.3 %	0.0 %
CHR	0 (0)	46 (2)	46 (2)	8.0 %	7.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	88 (5)	88 (5)	15.4 %	12.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	16 (1)	16 (1)	2.8 %	0.0 %
News/Talk	51 (4)	0 (0)	51 (4)	8.9 %	13.7 %
Oldies	4 (1)	49 (3)	53 (4)	9.2 %	7.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	40 (2)	40 (2)	7.0 %	31.0 %
Sports	12 (2)	0 (0)	12 (2)	2.1 %	0.0 %
Standards	30 (3)	104 (2)	134 (5)	23.4 %	3.3 %
Totals	111	13	462 (21)	573 (34)	

Other Rated Stations	Metro Share	Cume Rating
WAMR -AM O	1320	Venice 0.6 / 2.0
WBRD -AM T	1420	Palmetto 0.4 / 1.7
WISP -FM SAC	98.7	Holmes Beach 1.7 / 4.3
WKXY -AM T	930	Sarasota 1.1 / 2.4
WWPR -AM ST	1490	Bradenton 0.4 / 1.4

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WCOF -FM O-70S	107.3	St. Petersburg 1.7 / 4.5
WFSN -FM C	100.1	Pt. Charlotte 1.3 / 4.5
WGUL -AM ST	860	Dunedin 2.4 / 4.0
WHNZ -AM N	570	Pinellas Park 0.6 / 2.2
WIKX -FM C	92.9	Punta Gorda 0.7 / 1.7
WINK -FM AC	96.9	Ft. Myers 1.9 / 4.6
WKII -AM ST	1070	Pt. Charlotte 1.4 / 2.5
WMTX -AF AC	95.7	Clearwater 2.2 / 6.3
WQYK -FM C	99.5	Tampa 0.7 / 3.2
WRBQ -AM B	1380	St. Petersburg 1.0 / 1.4
WRXB -AM B	1590	St. Pete Beach 0.8 / 1.3
WSJT -FM J	94.1	Lakeland 2.2 / 6.1
WSUN -AM SPRTS	620	St. Petersburg 1.0 / 2.7
WUSA -FM AC/CHR	100.7	Tampa 0.3 / 0.9
WXKB -FM CHR	103.9	Cape Coral 0.6 / 2.5

SARASOTA-BRADENTON

Consolidation Report	12+	25-54	Revenue
Jacor, pend.	15.0 %	19.8 %	%
WAMR-AM, WCTQ-FM, WSPB-AM, WSRZ-FM, WYNF-FM			
	15.0 %	19.8 %	%

AM Stations

WAMR	1320	5 KW/1 KW (DA-2)	Standards	Westwd, ABC	\$13.00	---	Jacor	Venice
WBRD	1420	2.5 KW/1 KW (DA-2)	Talk	ABC, Talknt	\$14.00	Christal		Palmetto
WKXY	930	5 KW/2.5 KW (DA-2)	News/Talk	UPI	NA	---		
WSPB	1450	1 KW	Classical		\$15.00	CMBS	Jacor	
WWPR	1490	1 KW	Standards	CNN	NA	---		

FM Stations

WCTQ	92.1	6 KW @ 295	Country	Westwd	\$30.00	K&P	Jacor	Venice
WDUV	103.3	100 KW @ 1358	EZ/Soft AC	Westwd	\$82.00	Eastman	Jacor	
WSRZ	106.3	3.6 KW @ 259	Oldies		\$32.00	Eastman	Jacor	
WYNF	107.9	46 KW @ 515	AOR/Classic		NA	Eastman	Jacor	Coral Cove

Notes: No revenue estimates are available for the market . . . Other ranked stations -- See Tampa . . . 3/96 WBRD sold by Jacor to Gary Acker for \$162,000 . . . 4/96 WAMR/WCTQ-F sold by Asterisk to Jacor (D) for \$4,435,000 . . . 7/96 WSPB/WSRZ-F/WYNF-F sold by New Wave to Jacor (D+) for \$12,500,000 (Blackburn; Jorgenson) . . . 7/96 WBRD changed from Talk to Gospel as WTMV

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

SAVANNAH

Arbitron Rank: 153 Pop (12+): 228,000	Stations: 19 / 15	Last Year's Revenue: \$11,500,000
MSA Rank: 165	Diarles 694 / 329:1/51.0 %	Household Income: \$37,757
MSA Pop: 282,000	Sample Target: 640	Retail Dollars: \$2.6 Bil
DMA #: 100	% Below Line: 5.1	#1 Biller: WJCL-F \$1,900,000
Average Person Ratings: 16.5	% Not Listed: 10.6	#1 Billing Portfolio: Patterson duop+ \$4,400,000
Market TSL In Hours: 21.75	Pop per Station: 15,200	

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level		
1 WL VH	-FM	B/AC	44 / 11.7	10.0	8.8	11.3	12.0	473 / 20.7	19.9	20.3	59 / 802	C	WL VH -FM	
2 WSOK	-AM	B	40 / 10.7	11.3	9.8	7.5	7.7	317 / 13.9	14.1	13.3	41 / 339		WSOK -AM	
3 WAEV	-FM	AC	38 / 10.1	7.1	7.0	5.4	6.6	545 / 23.9	19.4	19.4	71 / 1025	C	WAEV -FM	
4 WCHY	-FM	C	31 / 8.3	6.8	9.5	8.0	11.1	432 / 18.9	17.5	21.9	70 / 1051	C	WCHY -FM	
5 WEAS	-FM	B	28 / 7.5	11.8	11.1	11.9	10.3	522 / 22.9	21.1	22.8	75 / 1106	C	WEAS -FM	
6 WJCL	-FM	C	25 / 6.7	8.9	12.3	12.4	10.3	434 / 19.0	20.1	25.0	67 / 1072	C	WJCL -FM	
7 WSGF	-FM	B	18 / 4.8			1.8	0.6	247 / 10.9			22 / 356		WSGF -FM	
8 WLOW	-FM	ST	16 / 4.3	4.2	3.3	1.8	0.6	150 / 6.6	92.0	87.0	32 / 351	B	WLOW -FM	
	WZAT	-FM	CHR-NR	16 / 4.3	3.7	4.0	3.6	3.4	332 / 14.6	14.0	13.9	44 / 774	B	WZAT -FM
10 WIXV	-FM	AOR	15 / 4.0	4.7	5.8	2.1	8.0	312 / 13.7	17.5	17.0	48 / 677	C	WIXV -FM	
11 WBMQ	-AM	T	14 / 3.7	4.7	4.0	4.6	4.3	158 / 6.9	8.6	11.1	27 / 271	A	WBMQ -AM	
12 WGCO	-FM	O	13 / 3.5	2.9	4.3	4.9	4.3	305 / 13.4	11.5	12.4	35 / 615	B	WGCO -FM	
13 WRHQ	-FM	AC	11 / 2.9	2.6	3.5	2.6	2.0	193 / 8.5	9.2	9.4	12 / 214	A	WRHQ -FM	
14 WYKZ	-FM	SAC	10 / 2.7	1.8	2.8	1.0	2.3	187 / 8.2	8.1	8.3	27 / 456		WYKZ -FM	

12+ FM Share (Metro): 83.33 % (280 of 336) (Spring 95: 83.80 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WSGF-FM	1 WAEV-FM >	1 WAEV-FM <	1 WAEV-FM <	1 WAEV-FM	1 WL VH-FM	1 WSOK-AM	1 WL VH-FM <	1 WAEV-FM <	1 WL VH-FM >	1 WL VH-FM >
WEAS-FM >	2 WL VH-FM	2 WL VH-FM	2 WL VH-FM	WL VH-FM <	2 WSOK-AM <	2 WL VH-FM >	2 WAEV-FM	2 WL VH-FM	2 WEAS-FM <	2 WEAS-FM
3 WAEV-FM	WSOK-AM	3 WSOK-AM	3 WSOK-AM >	3 WSOK-AM >	3 WCHY-FM	3 WCHY-FM	3 WSOK-AM	3 WCHY-FM <	3 WSGF-FM	WSOK-AM
	4 WCHY-FM	4 WCHY-FM	4 WJCL-FM	4 WJCL-FM	4 WLOW-FM	WAEV-FM	4 WCHY-FM <	4 WSOK-AM <	4 WAEV-FM	WSGF-FM
	WEAS-FM	WJCL-FM >		5 WCHY-FM		5 WJCL-FM	5 WBMQ-AM	5 WEAS-FM <	5 WSOK-AM	
	6 WSGF-FM	WEAS-FM						6 WJCL-FM >	6 WCHY-FM	
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WCHY-FM	1 WAEV-FM >	1 WAEV-FM >	1 WAEV-FM <	1 WAEV-FM		1 WSGF-FM >	1 WSOK-AM	1 WSOK-AM >	1 WSOK-AM	1 WSOK-AM
2 WL VH-FM	2 WL VH-FM >	2 WL VH-FM >	2 WL VH-FM >	WL VH-FM <		2 WZAT-FM	2 WZAT-FM	2 WCHY-FM	2 WIXV-FM	2 WCHY-FM
WEAS-FM	3 WEAS-FM	3 WSOK-AM	3 WEAS-FM	3 WSOK-AM >		3 WEAS-FM >	WSGF-FM	WZAT-FM	WCHY-FM <	WAEV-FM
WAEV-FM >	WJCL-FM	4 WRHQ-FM	4 WJCL-FM	4 WJCL-FM		4 WCHY-FM	4 WIXV-FM	WIXV-FM	4 WZAT-FM	4 WL VH-FM
			WSOK-AM	5 WEAS-FM >		WIXV-FM >	5 WCHY-FM	5 WAEV-FM >	WL VH-FM	WIXV-FM
									WAEV-FM	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	49 (2)	49 (2)	14.6 %	7.8 %
AOR/Classic/NR	0 (0)	37 (3)	37 (3)	11.0 %	11.7 %
Black/Urban	40 (1)	93 (5)	133 (6)	39.6 %	34.9 %
CHR	0 (0)	3 (1)	3 (1)	0.9 %	4.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	56 (2)	56 (2)	16.7 %	24.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	14 (1)	0 (0)	14 (1)	4.2 %	4.5 %
Oldies	0 (0)	13 (1)	13 (1)	3.9 %	4.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	13 (2)	13 (2)	3.9 %	3.1 %
Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.8 %
Standards	0 (0)	16 (1)	16 (1)	4.8 %	3.6 %
Totals	56 (3)	280 (17)	336 (20)		

Other Rated Stations				Metro Share	Cume Rating
WEAS -AM	SPRTS	900	Savannah	0.5	/ 3.5
WFXH -FM	CL AOR	106.1	Hilton Head	1.6	/ 6.6
Other Rated Stations--Outside Market				Metro Share	Cume Rating
WHBZ -FM	B	99.7	Pl. Royal	0.8	/ 1.5
WIJY -FM	SAC	107.9	Hilton Head	0.8	/ 4.0
WSKX -FM	CHR	92.3	Hinesville	0.8	/ 3.9

SAVANNAH

Consolidation Report	12+	25-54	Revenue
Adventure	5.9 %	2.9 %	6.7 %
WFXH-FM, WLOW-FM			
Patterson	43.5 %	45.1 %	36.9 %
WAEV-FM, WCHY-AM, WCHY-FM, WLVH-FM, WSOK-AM, WYKZ-FM			
	49.4 %	48.0 %	43.6 %

AM Stations

WBMQ	630	5 KW (DA-N)	Talk	CBS	\$<20.00	Katz	Furman Selz
WSOK	1230	1 KW	Black	AURN, Westwd	\$17.00	Banner	Patterson

FM Stations

WAEV	97.3	100 KW @ 991	AC	Westwd	\$29.00	Banner	Patterson
WCHY	94.1	100 KW @ 1320	Country	ABC	\$38.00	Christal	Patterson
WEAS	93.1	100 KW @ 981	Black	ABC	\$25.00	D&R	
WFXH	106.1	10.5 KW @ 794	AOR/Classic	Source	\$15.00	---	Adventure Hilton Head
WGCO	98.3	100 KW @ 981	Oldies		\$20.00	Eastman	Clark Midway
WIXV	95.5	100 KW @ 856	AOR		\$25.00	Katz	Furman Selz
WJCL	96.5	100 KW @ 1161	Country	Westwd	\$44.00	D&R	Lewis
WLOW	106.9	50 KW @ 443	Standards	Westwd	\$<20.00	K&P	Adventure Bluffton, SC
WLVH	101.1	50 KW @ 476	Black/JAC	Westwd	\$25.00	Banner	Patterson Hardeeville, SC
WRHQ	105.3	11 KW @ 485	AC		\$12.00	K&P	Richmond Hill
WSGF	103.9	6 KW @ 328	Black		NA	---	Point Springfield
WZAT	102.1	100 KW @ 1322	CHR	ABC	\$20.00	K&P	

Notes: 5/96 WBMQ/WIXV-F sold by McCormick to Point for \$4,500,000 (MVP; Mahlman) . . . 7/96 WSOK/WAEV-F/WLVH-F sold by Southeastern to Patterson (D+) for \$11,000,000 . . . 7/96 WSGF-F sold by O'Dell to Point (D)

SEATTLE-TACOMA

Arbitron Rank: 13 Pop (12+): 2,698,900	Stations: 29 / 29	Last Year's Revenue: \$123,000,000
MSA Rank: 22-Seattle; 80-Tacoma	Diaries 3630 / 743:1/56.3 %	Household Income: \$51,539
MSA Pop: 3,310,000	Sample Target: 3,690	Retail Dollars: \$32.2 Bil
DMA #: 12	% Below Line: 0	#1 Biller: KIRO-AF \$18,000,000
Average Person Ratings: 15.9	% Not Listed: 12.0	#1 Billing Portfolio: Entercom duop+ \$28,600,000
Market TSL in Hours: 21.00	Pop per Station: 93,066	

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level
1 KIRO	-AM	N/T	306 / 7.1	5.6	8.8	6.3	5.9	6.9	5576 / 20.7	26.9	17.3	330 / 6008	I KIRO -AM
2 KUBE	-FM	CHR	244 / 5.7	6.6	6.1	6.0	5.9	6.1	4467 / 16.6	15.7	16.7	261 / 4818	G KUBE -FM
3 KVI	-AM	T	235 / 5.5	5.0	5.3	4.9	6.2	5.2	2593 / 9.6	9.1	10.3	251 / 2739	G KVI -AM
4 KMPS	-AF	C	231 / 5.4	4.6	4.3	4.7	5.6	4.7	3592 / 13.3	10.9	13.7	264 / 4003	I KMPS -AF
5 KBSG	-AF	O	216 / 5.0	5.9	5.4	5.5	5.6	5.5	4243 / 15.7	15.2	16.5	239 / 4670	I KBSG -AF
6 KPLZ	-FM	CHR/AC	201 / 4.7	4.0	4.0	4.0	3.2	4.2	3881 / 14.4	11.8	12.0	208 / 4171	G KPLZ -FM
7 KYCW	-FM	C	197 / 4.6	3.4	3.0	3.2	3.1	3.5	2419 / 9.0	6.7	7.0	213 / 2629	F KYCW -FM
8 KNDD	-FM	AOR-NR	184 / 4.3	5.1	4.5	4.6	5.1	4.6	3497 / 13.0	13.4	14.2	196 / 3754	G KNDD -FM
9 KZOK	-FM	CL AOR	180 / 4.2	4.4	4.2	5.4	4.2	4.5	2980 / 11.0	10.6	12.0	196 / 3133	H KZOK -FM
10 KISW	-FM	AOR	177 / 4.1	3.4	3.6	4.0	3.5	3.8	2488 / 9.2	8.8	8.7	183 / 2586	G KISW -FM
11 KOMO	-AM	FS	167 / 3.9	4.3	3.7	2.6	3.3	3.6	3158 / 11.7	15.2	11.2	182 / 3416	F KOMO -AM
12 KING	-FM	CL	165 / 3.8	4.0	4.3	3.7	4.1	4.0	2555 / 9.5	10.2	9.3	176 / 2760	E KING -FM
13 KLSY	-FM	AC	160 / 3.7	3.4	3.7	4.2	3.7	3.8	2992 / 11.1	9.8	10.7	164 / 3157	G KLSY -FM
14 KIXI	-AM	ST	154 / 3.6	5.7	4.3	4.5	4.8	4.5	2290 / 8.5	8.1	8.4	167 / 2483	D KIXI -AM
KJR	-FM	O-70s	154 / 3.6	4.7	4.1	3.8	3.6	4.0	3237 / 12.0	12.7	11.7	163 / 3459	G KJR -FM
16 KMTT	-FM	AOR-P	132 / 3.1	3.3	3.0	3.5	2.7	3.2	2032 / 7.5	7.5	7.3	140 / 2173	G KMTT -FM
17 KJR	-AM	SPRTS	125 / 2.9	2.4	1.8	1.5	2.3	2.2	3135 / 11.6	6.9	7.9	130 / 3291	D KJR -AM
18 KRWM	-FM	SAC	116 / 2.7	2.2	2.9	3.1	2.8	2.7	1961 / 7.3	7.0	6.7	118 / 2014	E KRWM -FM
19 KWJZ	-FM	J	99 / 2.3	2.5	2.2	2.7	2.3	2.4	1356 / 5.0	5.6	5.4	101 / 1400	D KWJZ -FM
20 KIRO	-FM	T	90 / 2.1	2.1	1.5	2.3	1.5	2.0	1546 / 5.7	4.8	5.2	97 / 1745	KIRO -FM
21 KBKS	-AF	B/AC	78 / 1.8	2.1	3.6	3.0	3.4	2.6	1656 / 6.1	8.6	9.0	84 / 1773	KBKS -AF
22 KCMS	-FM	REL	61 / 1.4	1.9	1.6	1.6	1.9	1.6	1219 / 4.5	4.3	4.8	66 / 1312	KCMS -FM

12+ FM Share (Metro): 71.11 % (2693 of 3787) (Spring 95: 71.28 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KUBE-FM >	1 KISW-FM <	1 KPLZ-FM <	1 KZOK-FM <	1 KBSG-AF <	1 KIRO-AM	1 KIRO-AM	1 KVI-AM	1 KIRO-AM	1 KIRO-AM >	1 KOMO-AM
2 KNDD-FM >	2 KPLZ-FM <	2 KISW-FM	2 KMPS-AF <	2 KIRO-AM <	2 KVI-AM	2 KVI-AM	2 KPLZ-FM	2 KMPS-AF	2 KUBE-FM	2 KIRO-AM
3 KUBE-FM	KZOK-FM <	3 KBSG-AF	3 KZOK-FM <	3 KBSG-AF <	3 KUBE-FM <	KMPS-AF <	3 KVI-AM	3 KNOD-FM <		
4 KNDD-FM	4 KMPS-AF <	KPLZ-FM <	4 KMPS-AF <	4 KOMO-AM <	4 KOMO-AM	KBSG-AF	KUBE-FM <	4 KVI-AM <		
5 KZOK-FM	5 KYCW-FM <	5 KIRO-AM <	5 KPLZ-FM <	5 KIXI-AM	5 KPLZ-FM	5 KYCW-FM <	5 KBSG-AF <	5 KBSG-AF		
6 KBSG-AF	6 KBSG-AF	6 KJR-FM <	6 KYCW-FM <	KING-FM <	KMPS-AF <	6 KISW-FM <	6 KPLZ-FM	KOMO-AM		
7 KMPS-AF	KUBE-FM <	7 KYCW-FM <	7 KJR-FM <	7 KMPS-AF	7 KISW-FM <	7 KIRO-AM <	7 KYCW-FM <	7 KJR-AM		
	8 KIRO-AM	8 KMTT-FM	KISW-FM					KLSY-FM <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KPLZ-FM >	1 KPLZ-FM >	1 KPLZ-FM >	1 KPLZ-FM	1 KPLZ-FM	1 KISW-FM	1 KISW-FM >	1 KISW-FM	1 KISW-FM	1 KZOK-FM
KUBE-FM	2 KUBE-FM	2 KMPS-AF	2 KLSY-FM	2 KLSY-FM <	2 KUBE-FM	2 KNDD-FM	2 KZOK-FM	2 KZOK-FM	2 KIRO-AM <
3 KYCW-FM <	3 KLSY-FM	KLSY-FM <	3 KMPS-AF <	3 KMPS-AF <	3 KNDD-FM >	3 KUBE-FM	3 KNDD-FM	3 KIRO-AM <	3 KISW-FM
4 KNDD-FM	4 KMPS-AF	4 KJR-FM	4 KUBE-FM <	4 KBSG-AF <		KZOK-FM	4 KYCW-FM	4 KNDD-FM	4 KVI-AM
5 KLSY-FM	KYCW-FM	5 KYCW-FM <	5 KYCW-FM <	5 KBSG-FM		5 KYCW-FM	5 KJR-AM <	5 KBSG-AF <	5 KBSG-AF
6 KBKS-AF	6 KNOD-FM	6 KUBE-FM	6 KBSG-AF	6 KYCW-FM		6 KMPS-AF <	6 KVI-AM	6 KJR-FM	KMPS-AF
	7 KJR-FM	7 KNDD-FM		7 KJR-FM					
	KBKS-AF								

SEATTLE-TACOMA

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	186 (2)	186 (2)	4.9 %	8.8 %	KCIS	-AM REL 630 Edmonds	0.5	/ 2.3
AOR/Classic/NR	0 (0)	673 (4)	673 (4)	17.8 %	17.6 %	KGNW	-AM REL 820 Burien	0.7	/ 2.1
Black/Urban	4 (1)	74 (1)	78 (2)	2.1 %	0.0 %	KNWX	-AM T 770 Seattle	0.9	/ 3.9
CHR	0 (0)	445 (2)	445 (2)	11.8 %	6.6 %	KXXO	-FM AC 96.1 Olympia	0.6	/ 1.5
Classical	0 (0)	165 (1)	165 (1)	4.4 %	4.6 %				
Country	5 (1)	423 (2)	428 (3)	11.3 %	14.4 %				
Full Service	167 (1)	0 (0)	167 (1)	4.4 %	3.7 %				
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Jazz	0 (0)	99 (1)	99 (1)	2.6 %	2.6 %				
News/Talk	580 (3)	90 (1)	670 (4)	17.7 %	16.9 %				
Oldies	9 (1)	361 (2)	370 (3)	9.8 %	10.5 %				
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	50 (2)	61 (1)	111 (3)	2.9 %	3.2 %				
Soft AC/EZ	0 (0)	116 (1)	116 (1)	3.1 %	3.1 %				
Sports	125 (1)	0 (0)	125 (1)	3.3 %	2.6 %				
Standards	154 (1)	0 (0)	154 (1)	4.1 %	5.4 %				
Totals:	1094 11	2693 (18)	3787 (29)						

Consolidation Report	12+	25-54	Revenue
Bonneville KIRO-FM, KNWX-AM, KIRO-AM	10.1 %	9.1 %	15.2 %
Entercom KBSG-AM, KBSG-FM, KISW-FM, KMTT-FM, KNDD-FM	16.5 %	18.5 %	23.3 %
EZ KZOK-FM, KBKS-FM, KMPS-AM, KMPS-FM, KYCW-FM, KRPM-AM	15.9 %	18.6 %	22.6 %
Fisher KOMO-AM, KPLZ-FM, KVI-AM	14.0 %	12.5 %	13.7 %
New Century KJR-AM, KJR-FM, KUBE-FM	12.2 %	11.0 %	11.9 %
Sandusky, pend. KWJZ-FM, KIXI-AM, KLSY-FM, KRWM-FM, KEZX-AM	12.3 %	11.8 %	11.5 %
	81.0 %	81.5 %	98.2 %

AM Stations

Station	Power	Format	Advertiser	Agency	Product
KIRO	710 50 KW (DA-N)	News/Talk	CBS, AP	\$284.00 Sentry	Bonneville
KIXI	880 50 KW/10 KW (DA-2)	Standards	Westwd	\$60.00 Christal	Sandusky
KJR	950 5 KW (DA-N)	Sports	Westwd, ABC, SB	\$51.00 ---	New Century
KNWX	770 50 KW/5 KW (DA-2)	News	AP	NA Sentry	Bonneville
KOMO	1000 50 KW (DA-N)	Full Service	ABC	\$77.00 Banner	Fisher
KVI	570 5 KW	Talk	ABC	\$114.00 Banner	Fisher

SEATTLE-TACOMA

FM Stations

KBKS	106.1	58 KW @ 2343	AC/Urban	AP	\$92.00	Eastman	EZ	Tacoma
KBSG	97.3	55 KW @ 2393	Oldies		\$200.00	Katz	Entercom	Tacoma
KCMS	105.3	115 KW @ 722	Religion	UPI	\$44.00	Radio Spot		Edmonds
KING	98.1	58 KW @ 2343	Classical		\$99.00	Sentry		
KIRO	100.7	100 KW @ 736	Talk	CBS	NA	Sentry	Bonneville	
KISW	99.9	100 KW @ 1148	AOR		\$109.00	MMR	Entercom	
KJR	95.7	100 KW @ 1180	Oldies-70's		\$110.00	MMR	New Century	
KLSY	92.5	58 KW @ 2343	AC	AP, ABC	\$145.00	Christal	Sandusky	Bellevue
KMPS	94.1	58 KW @ 2343	Country	AP	\$195.00	Eastman	EZ	
KMTT	103.7	58 KW @ 2343	AOR-Prog.		\$90.00	D&R	Entercom	Tacoma
KNDD	107.7	100 KW @ 1194	AOR-New Rock		\$140.00	Torbet	Entercom	
KPLZ	101.5	100 KW @ 1200	CHR/AC		\$107.00	Banner	Fisher	
KRWM	106.9	100 KW @ 819	Soft AC		\$77.00	CBS	Sandusky	Bremerton
KUBE	93.3	100 KW @ 1290	CHR		\$140.00	MMR	New Century	
KWJZ	98.9	100 KW @ 1110	Jazz	ABC	\$65.00	D&R	Sandusky	
KYCW	96.5	100 KW @ 1223	Country	ABC	\$84.00	Infinity	EZ	
KZOK	102.5	100 KW @ 1194	Classic AOR		\$145.00	Eastman	EZ	

Notes: 3/96 Heritage traded KRPM/KCIN-F to EZ for WBYU/WEZB-F/WRNO-F New Orleans . . . 3/96 KCIN-F changed from Country to "Rhythmic AC" (B/AC) as "Kiss 106.1"; changed calls to KBKS-F in May . . . 3/96 KBSG-AF/KNDD-F sold by Viacom to Entercom (D+) for about \$85,000,000 . . . 4/96 KYCW-F sold by Infinity to EZ for \$26,000,000 . . . 5/96 KISW-F traded by Nationwide to Entercom (D+) for KTBZ-F Houston (Stevens) . . . 6/96 KEZX/KWJZ-F sold by Park to Sandusky (D+) for \$26,000,000 . . . 7/96 KRWM-F sold by Brown to Sandusky (D) for \$29,250,000 . . . 7/96 KBLV (1540, Bellevue) sold by Country Gold Net to John Douglas for \$450,000 (Montcalm) . . . 7/96 EZ sold these stations to American Radio Systems KMPS-AF for \$60,000,000; KZOK-F for \$46,000,000; KYCW-F for \$29,000,000; KRPM for \$1,000,000; KBKS-F for \$24,000,000

SHREVEPORT

Arbitron Rank: 126 Pop (12+): 306,300
 MSA Rank: 126
 MSA Pop: 381,000
 DMA #: 76
 Average Person Ratings: 15.2
 Market TSL in Hours: 20.75

Stations: 16 / 15
 Diaries 991 / 309:1/ 51.3 %
 Sample Target: 940
 % Below Line: 0.4
 % Not Listed: 9.7
 Pop per Station: 20.420

Last Year's Revenue: \$11,400,000
 Household Income: \$37,316
 Retail Dollars: \$3.6 Bil
 #1 Biller: KRMD-AF \$3,500,000
 #1 Billing Portfolio:
 KEEL/KITT-F/KWKH-AF/KVKI-F \$5,900,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KRMD -FM	C	74 / 15.9	14.2	10.3	14.8	15.6	13.8	835 / 27.3	23.3	26.5	118 / 1341	E KRMD -FM
2 KMJJ -FM	B	67 / 14.4	18.2	19.0	15.6	16.9	16.8	767 / 25.0	26.4	25.1	107 / 1211	C KMJJ -FM
3 KDKS -FM	B	53 / 11.4	6.4	9.9	7.1	8.0	8.7	614 / 20.0	18.8	19.1	59 / 729	B KDKS -FM
4 KVKI -FM	AC	52 / 11.2	10.4	11.4	9.0	12.2	10.5	712 / 23.2	24.0	23.0	69 / 1001	C KVKI -FM
5 KEEL -AM	T	27 / 5.8	6.2	6.5	4.3	6.8	5.7	335 / 10.9	12.6	12.1	50 / 555	B KEEL -AM
6 KITT -FM	C	26 / 5.6	7.4	5.8	5.6	4.0	6.1	346 / 11.3	13.4	12.1	38 / 621	B KITT -FM
7 KTAL -FM	AOR	24 / 5.2	4.8	4.5	5.6	3.4	5.0	319 / 10.4	11.3	10.8	43 / 696	B KTAL -FM
8 KWKH -FM	C	23 / 4.9	4.2	3.7	5.8	4.9	4.7	395 / 12.9	13.0	12.3	34 / 657	C KWKH -FM
9 KTUX -FM	AOR-NR	22 / 4.7	5.2	3.7	4.5	4.6	4.5	265 / 8.7	8.7	10.9	38 / 570	B KTUX -FM
10 KOKA -AM	G/B	21 / 4.5	7.4	7.8	7.4	5.7	6.8	276 / 9.0	11.6	11.0	22 / 312	A KOKA -AM
11 KLKL -FM	O	16 / 3.4	3.0	4.5	3.4	3.8	3.6	271 / 8.8	9.0	10.2	17 / 294	A KLKL -FM
12 KWKH -AM	C	7 / 1.5	3.6	3.2	4.9	3.0	3.3	142 / 4.6	7.2	4.6	9 / 239	B KWKH -AM

12+ FM Share (Metro): 85.48 % (359 of 420) (Spring 95: 80.37 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KMJJ-FM >	1 KMJJ-FM	1 KRMD-FM <	1 KRMD-FM	1 KRMD-FM	1 KRMD-FM >	1 KRMD-FM	1 KRMD-FM	1 KRMD-FM	1 KMJJ-FM	1 KRMD-FM
2 KRMD-FM	2 KRMD-FM	2 KMJJ-FM	2 KDKS-FM <	2 KDKS-FM <	2 KDKS-FM	2 KVKI-FM <	2 KVKI-FM >	2 KMJJ-FM	2 KDKS-FM >	2 KMJJ-FM <
3 KTUX-FM	3 KVKI-FM <	3 KDKS-FM <	3 KVKI-FM <	3 KVKI-FM <	KVKI-FM	3 KMJJ-FM <	3 KMJJ-FM <	3 KVKI-FM	3 KRMD-FM	3 KDKS-FM <
4 KDKS-FM	4 KDKS-FM	4 KVKI-FM >	4 KMJJ-FM >	4 KMJJ-FM >	4 KEEL-AM	4 KDKS-FM	4 KDKS-FM	4 KDKS-FM >	4 KVKI-FM >	4 KWKH-FM
5 KTAL-FM	5 KTAL-FM	5 KTAL-FM	5 KTAL-FM	5 KTAL-FM	5 KMJJ-FM <	5 KITT-FM <	5 KEEL-AM >	5 KTAL-FM <	5 KWKH-FM	
6 KTUX-FM >>	6 KTUX-FM	6 KITT-FM	6 KITT-FM	6 KITT-FM	6 KWKH-FM <			6 KITT-FM		
	KITT-FM				7 KITT-FM					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMJJ-FM >	1 KMJJ-FM	1 KVKI-FM	1 KVKI-FM	1 KVKI-FM	1 KMJJ-FM >	1 KMJJ-FM	1 KTAL-FM	1 KRMD-FM	1 KRMD-FM
2 KDKS-FM	2 KDKS-FM <	2 KDKS-FM	KMJJ-FM	2 KMJJ-FM	2 KVKI-FM	2 KRMD-FM <	KRMD-FM >	2 KMJJ-FM <	2 KDKS-FM
KRMD-FM	3 KVKI-FM	3 KMJJ-FM	3 KDKS-FM	KRMD-FM >	KTUX-FM	3 KTAL-FM	KMJJ-FM	3 KDKS-FM	3 KMJJ-FM
4 KVKI-FM	4 KRMD-FM >	4 KRMD-FM >	KRMD-FM >	4 KDKS-FM >	KRMD-FM >	4 KTUX-FM	4 KTUX-FM	4 KVKI-FM	4 KTAL-FM
KTUX-FM >	5 KTAL-FM	5 KTAL-FM	5 KITT-FM	5 KITT-FM	5 KVKI-FM			KTAL-FM >	5 KVKI-FM
					6 KDKS-FM >				6 KLKL-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	52 (1)	52 (1)	12.4 %	13.4 %
AOR/Classic/NR	0 (0)	46 (2)	46 (2)	11.0 %	8.8 %
Black/Urban	0 (0)	120 (2)	120 (2)	28.6 %	27.3 %
CHR	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	9 (2)	123 (3)	132 (5)	31.4 %	30.0 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	27 (1)	0 (0)	27 (1)	6.4 %	7.4 %
Oldies	0 (0)	16 (1)	16 (1)	3.8 %	4.2 %
Others/Unknown	2 (1)	0 (0)	2 (1)	0.5 %	1.8 %
Religion/Gospel	23 (2)	2 (1)	25 (3)	6.0 %	7.2 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals:	61 (6)	359 (10)	420 (16)		

Other Rated Stations	Metro Share	Cume Rating
KASO -AM	? 1420	Minden 0.4 / 1.2
KFLO -AM	REL 1300	Shreveport 0.4 / 2.1
KRMD -AM	C 1340	Shreveport 0.4 / 1.8

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KPYN -FM	REL 100.1	Atlanta, TX 0.4 / 1.1

SHREVEPORT

Consolidation Report	12+	25-54	Revenue
Local - 1	29.0 %	26.1 %	38.6 %
KEEL-AM, KITT-FM, KVKI-FM, KWKH-AM, KWKH-FM			
Local - 2	19.7 %	23.9 %	10.3 %
KDKS-FM, KFLO-AM, KLKL-FM, KOKA-AM			
	48.7 %	50.0 %	48.9 %

AM Stations

KEEL	710	50 KW/5 KW (DA-2)	Talk/FS	ABC, WW1, CNN	\$24.00	Katz	KVKI-F owner
KOKA	980	5 KW/80 W	Gospel	AURN, WW1	\$20.00	K&P	KDKS-F owner
KWKH	1130	50 KW (DA-N)	See KWKH-FM				KVKI-F owner

FM Stations

KDKS	103.7	6 KW @ 328	Black	SMN	\$22.00	K&P	Haughton
KITT	93.7	100 KW @ 1010	Country	ABC, CNN, WW1	\$30.00	Katz	KVKI-F owner
KLKL	92.1	3.3 KW @ 298	Oldies	ABC	\$<20.00	Eastman	KDKS-F owner
KMJJ	99.7	50 KW @ 462	Black	Westwd	\$34.00	Mc-Guild	SunGroup
KRMD	101.1	100 KW @ 1118	Country		\$70.00	Eastman	Benchmark
KTAL	98.1	100 KW @ 1361	AOR		\$25.00	Banner	Texarkana
KTUX	98.9	100 KW @ 718	AOR-New Rock		\$<20.00	Banner	Carthage, TX
KVKI	96.5	100 KW @ 797	AC		\$36.00	K&P	
KWKH	94.5	100 KW @ 1296	Country	Westwd	\$44.00	Christal	KVKI-F owner

Notes: 3/96 KWKH-AF sold by Great Empire to KEEL/KITT-F/KVKI-F owner for \$4,050,000

SIOUX FALLS

Arbitron Rank: 211 Pop (12+): 134,800	Stations: 18 / 13	Last Year's Revenue: \$7,400,000
MSA Rank: 232	Diaries 548 / 246:1/ 59.2 %	Household Income: \$59,966
MSA Pop: 158,000	Sample Target: 610	Retail Dollars: \$2.4 Bil
DMA #: 105	% Below Line: 5.4	#1 Biller: KTWB-F \$1,400,000
Average Person Ratings: 16.5	% Not Listed: 12.6	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 10,369	Midcontinent combo \$2,100,000

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level	
1	KTWB -FM	C	28 / 12.6	9.3	15.2	289 / 21.5	18.4	26.6	42 / 454	C	KTWB -FM
2	KRRO -FM	AOR	27 / 12.2	13.7	11.4	327 / 24.3	25.0	22.5	31 / 448	B	KRRO -FM
3	KMXC -FM	CHR/AC	21 / 9.5	9.8	7.6	293 / 21.8	21.4	14.4	27 / 385	B	KMXC -FM
4	KIXK -FM	CL AOR	14 / 6.3			190 / 14.1			17 / 258		KIXK -FM
	KXRB -AM	C	14 / 6.3	5.4	3.8	123 / 9.1	8.0	7.6	29 / 312	B	KXRB -AM
	KSOO -AM	T	14 / 6.3	3.9	5.2	172 / 12.7	11.9	13.2	18 / 247	A	KSOO -AM
	KELO -AM	FS	14 / 6.3	10.8	8.5	187 / 13.9	18.3	19.3	18 / 253	C	KELO -AM
8	KELO -FM	SAC	13 / 5.9	8.3	11.4	206 / 15.3	20.4	22.7	23 / 374	B	KELO -FM
9	KIKN -FM	C	10 / 4.5	3.9	1.4	191 / 14.2	9.8	6.7	33 / 531	B	KIKN -FM
10	KKLS -FM	O	9 / 4.1	4.4	5.7	166 / 12.3	19.7	17.4	20 / 353	B	KKLS -FM
11	KWSN -AM	T	8 / 3.6	4.4	1.9	118 / 8.8	7.8	7.5	8 / 135	A	KWSN -AM
12	KLQL -FM	C	7 / 3.2	2.5		86 / 6.3	7.3		33 / 453		KLQL -FM

12+ FM Share (Metro): 71.13 % (138 of 194) (Spring 95: 65.88 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KTWB-FM	1 KRRO-FM >	1 KRRO-FM <	1 KRRO-FM <	1 KRRO-FM <	1 KXRB-AM	1 KTWB-FM	1 KTWB-FM	1 KRRO-FM <	1 KRRO-FM	1 KWSN-AM
KRRO-FM	2 KMXC-FM <	2 KTWB-FM	2 KTWB-FM >	2 KTWB-FM >	KTWB-FM	2 KELO-AM <	2 KRRO-FM	2 KTWB-FM	KSOO-AM	2 KSOO-AM
KMXC-FM >	3 KTWB-FM >	3 KMXC-FM >	3 KIXK-FM	3 KIXK-FM <	KSOO-AM	3 KRRO-FM <	3 KMXC-FM	3 KMXC-FM	3 KMXC-FM	KTWB-FM
		4 KIXK-FM	4 KELO-AM	4 KELO-AM	4 KELO-AM	4 KMXC-FM	4 KELO-FM	4 KIXK-FM <	4 KTWB-FM >	KKLS-FM
							KIXK-FM	5 KELO-FM		KELO-AM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KMXC-FM >	1 KMXC-FM	1 KTWB-FM >	1 KMXC-FM <	1 KTWB-FM >	1 KTWB-FM >	1 KRRO-FM >	1 KRRO-FM >	1 KRRO-FM	1 KRRO-FM >
2 KRRO-FM >	2 KTWB-FM	2 KRRO-FM	2 KTWB-FM >	2 KRRO-FM	KRRO-FM	2 KTWB-FM	2 KIXK-FM	2 KTWB-FM >	2 KTWB-FM
3 KKCK-FM	3 KRRO-FM >	3 KIXK-FM	3 KRRO-FM	KMXC-FM	3 KMXC-FM >	KMXC-FM >	KTWB-FM	3 KIXK-FM	3 KIXK-FM >
KTWB-FM >	4 KIXK-FM >	4 KIKN-FM	4 KELO-FM	KELO-FM			KMXC-FM >	4 KMXC-FM	4 KELO-AM
		KMXC-FM >	KIXK-FM						

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
AOR/Classic/NR	0 (0)	41 (2)	41 (2)	21.1 %	16.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	28 (4)	28 (4)	14.4 %	14.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	14 (1)	45 (3)	59 (4)	30.4 %	25.3 %
Full Service	17 (2)	0 (0)	17 (2)	8.8 %	15.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	22 (2)	0 (0)	22 (2)	11.3 %	10.0 %
Oldies	0 (0)	11 (2)	11 (2)	5.7 %	6.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	13 (1)	13 (1)	6.7 %	10.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	3 (1)	0 (0)	3 (1)	1.5 %	2.4 %
Totals	56 (6)	138 (12)	194 (18)		

Other Rated Stations				Metro Share	Cume Rating
KQAD	-AM	ST	800 Luverne, MN	1.4	/ 4.5
Other Rated Stations--Outside Market				Metro Share	Cume Rating
KGLI	-FM	CHR	95.5 Sioux City, IA	0.5	/ 3.2
KISD	-FM	O	98.7 Pipestone, MN	0.9	/ 2.2
KKCK	-FM	CHR	99.7 Marshall, MN	1.8	/ 7.8
KVHT	-FM	CHR	106.3 Vermillion, SD	0.9	/ 4.4
WNAX	-AM	C/FS	570 Yankton, SD	1.4	/ 6.5

SIOUX FALLS

Consolidation Report	12+	25-54	Revenue
So. Minnesota	14.9 %	14.9 %	25.3 %
KIKN-FM, KKLS-FM, KXRB-AM	14.9 %	14.9 %	25.3 %

AM Stations

KELO	1320	5 KW (DA-N)	Oldies/FS	AP	\$26.00	Banner	Midcontinent
KSOO	1140	10 KW/5 KW (DA-N)	Standards	ABC, SMN	\$18.00	Christal	T. Ingstad
KWSN	1230	810 W	Talk	CBS, Westwd	\$9.00	Katz	Ray Lamb
KXRB	1000	10 KW (DAYS, DA)	Country	Westwd, CNN	\$14.00	Mc-Guild	So. Minnesota

FM Stations

KELO	92.5	100 KW @ 1850	Soft AC	AP	\$21.00	Banner	Midcontinent
KIKN	100.5	100 KW @ 942	Country		NA	Mc-Guild	So. Minnesota Salem
KIXK	102.7	50 KW @ 200	Oldies-70's	Westwd	NA	---	Canton
KKCK	99.7	100 KW @ 925	CHR	ABC	\$12.00	Katz	Linder Marshall, MN
KKLS	104.7	100 KW @ 705	Oldies	Westwd	\$16.00	Mc-Guild	So. Minnesota
KLQL	101.1	100 KW @ 531	Country	ABC	NA	Katz	Roland Johnson Luverne, MN
KMXC	97.3	60 KW @ 220	AC/CHR	ABC	\$19.00	Christal	T. Ingstad
KRRO	103.7	50 KW @ 187	AOR	Westwd	\$20.00	Katz	Ray Lamb
KTWB	101.9	34 KW @ 577	Country		\$27.00	Banner	

Notes: 6/96 KQAD/KLQL-F sold by Ray Lamb to Rolland Johnson for \$_____ (Chapin)

SOUTH BEND

Consolidation Report	12+	25-54	Revenue
Federated, pend.	32.8 %	31.7 %	%
WBYT-FM, WNDU-AM, WNDU-FM, WRBR-FM			
	32.8 %	31.7 %	%

AM Stations

WHLY	1580	1 KW/500 W (DA-N)	Standards	SMN, ABC	NA	---	
WNDU	1490	1 KW	Oldies	Westwd	\$12.00	Mc-Guild	Federated
WSBT	960	5 KW (DA-2)	Full Service	CBS	\$25.00	Katz	Schurz

FM Stations

WAOR	95.3	3 KW @ 300	AOR		\$30.00	Eastman		Niles
WBYT	100.7	15 KW @ 910	Country		\$24.00	Christal	Federated	Elkhart
WFRN	104.7	50 KW @ 488	Religion	SRN	\$16.00	---		Elkhart
WGTC	102.3	2 KW @ 397	Country	ABC	\$28.00	Banner		New Carlisle
WNDU	92.9	12 KW @ 879	CHR		\$35.00	Mc-Guild	Federated	
WNSN	101.5	13 KW @ 970	AC	Westwd	\$42.00	Katz	Schurz	
WRBR	103.9	3 KW @ 328	AOR/Classic		\$18.00	Christal		
WSMK	99.1	3 KW @ 328	Black		\$11.00	---		Buchanan, MI
WUBU	106.3	3 KW @ 292	Black	SMN	\$12.00	Banner		
WZOC	94.3	11.5 KW @ 492	Soft AC			NA Katz		Plymouth
WZOW	97.7	2.9 KW @ 482	AOR	SMN	\$11.00	---		Goshen

Notes: 3/96 WRBR-F changed from Oldies to Classic Rock . . . 4/96 WLTA-F changed from Soft AC to Oldies as WZOC-F . . . 8/96 WNDU-AF sold by Michiana (U. of Notre Dame) to Federated (D) for an amount unknown.

SPOKANE

Arbitron Rank: 92 **Pop (12+):** 407,300
MSA Rank: 123
MSA Pop: 404,000
DMA # 74
Average Person Ratings: 16.2
Market TSL in Hours: 21.75

Stations: 21 / 21
Diaries 946 / 431:1/ 58.9 %
Sample Target: 960
% Below Line: 0
% Not Listed: 9.4
Pop per Station: 19,395

Last Year's Revenue: \$13,700,000
Household Income: \$38,703
Retail Dollars: \$4.1 Bil
#1 Biller: KDRK-F \$2,500,000
#1 Billing Portfolio: Triathlon duop+ \$ 6,000,000

12+ Metro	Format	1/4	Share	Wln 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	KZZU -FM	CHR	63 / 9.5	7.1	8.3	8.4	9.9	8.3	784 / 19.2	19.3	25.7	73 / 985	C KZZU -FM
2	KDRK -FM	C	53 / 8.0	8.5	11.2	9.0	10.5	9.2	769 / 18.9	20.5	20.2	89 / 1256	C KDRK -FM
3	KKZX -FM	AOR/CL	51 / 7.7	11.0	7.4	7.9	9.3	8.5	645 / 15.8	18.0	19.0	62 / 816	C KKZX -FM
4	KISC -FM	AC	49 / 7.4	7.3	6.9	5.7	6.7	6.8	678 / 16.7	15.0	17.5	56 / 784	C KISC -FM
5	KXLY -AM	N/T	47 / 7.1	4.8	6.6	5.1	4.1	5.9	687 / 16.9	18.3	11.5	54 / 823	B KXLY -AM
6	KNFR -FM	C	45 / 6.8	7.1	4.5	6.6	4.3	6.3	631 / 15.5	12.2	13.5	66 / 903	B KNFR -FM
7	KEYF -AF	O	42 / 6.4	6.5	6.4	9.7	7.4	7.2	699 / 17.2	17.1	18.5	47 / 832	C KEYF -AF
8	KXLY -FM	SAC	41 / 6.2	7.1	5.9	6.2	6.4	6.4	679 / 16.7	15.7	18.6	54 / 957	B KXLY -FM
9	KAQQ -AM	ST	34 / 5.2	5.7	3.8	6.4	6.1	5.3	380 / 9.3	8.3	10.4	43 / 512	A KAQQ -AM
10	KGA -AM	N/T	33 / 5.0	4.9	4.8	5.1	4.3	5.0	443 / 10.9	11.0	9.4	40 / 582	B KGA -AM
11	KAEP -FM	AOR-NR	31 / 4.7	3.7	3.8	4.4	4.7	4.2	485 / 11.9	10.2	11.8	41 / 716	C KAEP -FM
12	KNJY -FM	AOR	28 / 4.2	4.5	3.4	3.9	3.0	4.0	388 / 9.5	8.1	8.1	29 / 428	A KNJY -FM
13	KCDA -FM	C	24 / 3.6	3.4	4.3	4.8	4.4	4.0	246 / 6.0	6.4	8.4	29 / 361	A KCDA -FM
14	KHTQ -FM	CHR	15 / 2.3	1.9	3.8	1.6	2.1	2.4	339 / 8.3	8.5	8.3	21 / 450	A KHTQ -FM
15	KTSL -FM	REL	14 / 2.1	1.2	1.4	1.8	2.7	1.6	203 / 5.0	4.6	4.3	15 / 229	A KTSL -FM
16	KJRB -AM	T	9 / 1.4	0.9	1.8	2.3	1.7	1.6	163 / 4.0	4.9	6.6	10 / 190	A KJRB -AM
17	KEZE -FM	CL AOR	8 / 1.2	0.6					152 / 3.7			8 / 162	KEZE -FM

12+ FM Share (Metro): 77.42 % (463 of 598) (Spring 95: 81.25 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KZZU-FM >	1 KZZU-FM	1 KZZU-FM <	1 KKZX-FM <	1 KKZX-FM <	1 KXLY-AM	1 KZZU-FM <	1 KKZX-FM	1 KZZU-FM	1 KZZU-FM	1 KZZU-FM >
2 KNJY-FM	2 KISC-FM	2 KKZX-FM <	2 KISC-FM <	2 KISC-FM <	2 KEYF-AF <	2 KXLY-AM <	2 KDRK-FM	2 KISC-FM <	2 KISC-FM	2 KAQQ-AM
3 KKZX-FM >	KNFR-FM	3 KISC-FM <	3 KNFR-FM <	3 KNFR-FM	3 KAQQ-AM	3 KKZX-FM	KZZU-FM <	3 KXLY-AM <	3 KXLY-AM <	
4 KDRK-FM <	4 KNFR-FM	4 KZZU-FM	4 KZZU-FM <	4 KDRK-FM <	4 KDRK-FM <	4 KISC-FM	4 KNFR-FM <	4 KDRK-FM <	4 KNJY-FM	
5 KAEP-FM	5 KDRK-FM	5 KEYF-AF	5 KEYF-AF <	5 KEYF-AF <	5 KXLY-FM	KDRK-FM	5 KGA-AM <	5 KKZX-FM <	KAEP-FM	
KNJY-FM >	6 KAEP-FM <	6 KDRK-FM <	6 KDRK-FM	6 KDRK-FM	6 KNFR-FM <	6 KNFR-FM <	6 KISC-FM <	6 KXLY-FM	6 KDRK-FM	
KKZX-FM	7 KEYF-AF	7 KAEP-FM	KXLY-FM			7 KXLY-FM	KEYF-AF <	8 KNFR-FM <		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KZZU-FM	1 KZZU-FM <	1 KISC-FM <	1 KISC-FM <	1 KISC-FM	1 KZZU-FM >	1 KKZX-FM	1 KKZX-FM >	1 KKZX-FM >	1 KKZX-FM >
2 KDRK-FM >	2 KISC-FM	2 KNFR-FM	2 KZZU-FM	2 KNFR-FM	2 KAEP-FM	2 KAEP-FM	2 KAEP-FM	2 KAEP-FM <	2 KGA-AM >
3 KISC-FM	KNFR-FM >	3 KZZU-FM >	3 KNFR-FM >	3 KZZU-FM	KNJY-FM	KZZU-FM	KNJY-FM	3 KZZU-FM <	3 KAEP-FM <
KXLY-FM	4 KDRK-FM >	4 KDRK-FM >	4 KDRK-FM	4 KEYF-AF <	KKZX-FM	KNJY-FM >	4 KNFR-FM >	4 KGA-AM <	4 KNFR-FM <
KNFR-FM >				5 KXLY-FM	5 KHTQ-FM			5 KNJY-FM	KEYF-AF <
				KDRK-FM >					

SPOKANE

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	0 (0)	49 (1)	49 (1)	8.2 %	10.1 %	KSPO	-FM	REL	106.5	Dishman	0.5	/ 1.5
AOR/Classic/NR	0 (0)	118 (4)	118 (4)	19.7 %	19.4 %	KTRW	-AM	SPRTS	970	Spokane	0.8	/ 4.9
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	KVNI	-AM	SAC	1080	Coeur d'Alene	0.5	/ 2.9
CHR	0 (0)	78 (2)	78 (2)	13.0 %	11.3 %							
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Country	0 (0)	122 (3)	122 (3)	20.4 %	26.7 %							
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
News/Talk	89 (3)	0 (0)	89 (3)	14.9 %	6.6 %							
Oldies	4 (1)	38 (1)	42 (2)	7.0 %	8.5 %							
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Religion/Gospel	0 (0)	17 (2)	17 (2)	3.1 %	0.0 %							
Soft AC/EZ	3 (1)	41 (1)	44 (2)	7.4 %	7.3 %							
Sports	5 (1)	0 (0)	5 (1)	0.8 %	0.0 %							
Standards	34 (1)	0 (0)	34 (1)	5.7 %	6.9 %							
Totals	135 (7)	463 (14)	598 (21)									

Consolidation Report	12+	25-54	Revenue
Citadel	19.1 %	20.2 %	32.1 %
KJRB-AM, KGA-AM, KDRK-FM, KAEP-FM			
Morgan Murphy	23.6 %	19.2 %	15.3 %
KZZU-FM, KXLY-FM, KXLY-AM, KTRW-AM			
Triathlon	33.5 %	37.5 %	43.8 %
KNFR-FM, KKZX-FM, KISC-FM, KEYF-FM, KEYF-AM, KAQQ-AM			
	76.1 %	76.9 %	91.2 %

AM Stations

KAQQ	590	5 KW	Standards	Westwd, CNN	\$<20.00	MMR	Triathlon
KGA	1410	50 KW (DA-N)	Talk	ABC	\$20.00	Mc-Guild	Citadel
KJRB	790	5 KW (DA-N)	Talk	Westwd, Talknt	\$<20.00	Katz	Citadel
KXLY	920	5 KW	News/Talk	CBS, ABC	\$22.00	Eastman	Morgan Murphy

FM Stations

KAEP	105.7	100 KW @ 1910	AOR-New Rock	\$28.00	Mc-Guild	Citadel	
KCDA	103.1	2.4 KW 1886	Country	ABC	\$<20.00	MMR	Coeur d'Alene, ID
KDRK	93.7	56 KW @ 2380	Country	\$55.00	Mc-Guild	Citadel	
KEYF	101.1	100 KW @ 1965	Oldies	\$38.00	MMR	Triathlon	Cheney
KEZE	96.9	9.8 KW @ 531	AOR/Classic	NA	MMR		
KHTQ	94.5	100 KW @ 1883	CHR	ABC	\$<20.00	Moore	Hayden, ID
KISC	98.1	94 KW @ 2031	AC	\$44.00	MMR	Triathlon	
KKZX	98.9	100 KW @ 1614	Classic AOR	\$41.00	MMR	Triathlon	
KNFR	96.1	56 KW @ 2380	Country	Westwd	\$22.00	MMR	Triathlon
KNJY	103.9	5.5 KW @ 303	AOR-New Rock	ABC	\$<20.00	MMR	
KTSL	101.9	12 KW @ 476	Religion	AP	\$<20.00	---	Medical Lake
KXLY	99.9	37 KW @ 3000	Soft AC/EZ	\$23.00	Torbet	Morgan Murphy	
KZZU	92.9	85 KW @ 2080	CHR	\$32.00	Christal	Morgan Murphy	

Notes: 2/96 KAQQ/KISC-F/KNFR-F sold by Silverado to Triathlon (D+) for \$8,750,000 . . . 3/96 The KSPO-F calls and Religion format moved to 106.5 (formerly KWQL-F). The former KSPO-F (96.9) became Classic AOR, and re-established the KEZE-F calls in the market

SPRINGFIELD, MA

Arbitron Rank: 76 Pop (12+): 495,600
MSA Rank: 89
MSA Pop: 598,000
DMA # 65
Average Person Ratings: 16.4
Market TSL In Hours: 22.00

Stations: 29 / 13
Diaries 1635 / 303:1/ 54.0 %
Sample Target: 1,670
% Below Line: 29.4
% Not Listed: 15.5
Pop per Station: 38,123

Last Year's Revenue: \$15,800,000
Household Income: \$45,499
Retail Dollars: \$4.6 Bil
#1 Biller: WAQY-F \$3,400,000
#1 Billing Portfolio:
 REP/Clear Channel combo \$4,100,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WPKX -FM	C	85 / 10.5	9.6	10.1	9.3	8.8	9.9	976 / 19.7	17.9	16.7	88 / 992	D WPKX -FM
2	WMAS -FM	AC	78 / 9.6	9.5	7.2	7.6	7.6	8.5	1011 / 20.4	18.7	18.9	78 / 1026	D WMAS -FM
3	WAQY -FM	CL AOR	68 / 8.4	7.9	8.1	10.4	7.8	8.7	1014 / 20.5	21.1	21.9	73 / 1137	E WAQY -FM
4	WHYN -FM	AC	63 / 7.7	6.7	8.4	7.4	8.1	7.6	947 / 19.1	19.7	18.9	67 / 1023	D WHYN -FM
5	WHYN -AM	FS	52 / 6.4	6.9	7.4	5.9	6.1	6.6	775 / 15.6	18.1	17.0	53 / 790	C WHYN -AM
6	WTIC -FM	CHR	41 / 5.0	4.8	4.5	4.5	4.8	4.7	898 / 18.1	18.0	18.0	43 / 945	WTIC -FM
7	WMAS -AM	ST	38 / 4.7	4.8	4.2	5.7	5.3	4.8	388 / 7.8	8.9	8.8	38 / 388	B WMAS -AM
8	WAAF -FM	AOR-NR	31 / 3.8	0.4	3.8	3.9	4.4	2.0	520 / 10.5	10.9	11.3	35 / 604	WAAF -FM
9	WDRC -FM	O	28 / 3.4	2.8	2.8	2.2	2.3	2.8	472 / 9.5	8.5	8.8	28 / 472	WDRC -FM
10	WKSS -FM	CHR	25 / 3.1	2.6	3.0	2.3	1.7	2.7	608 / 12.3	10.7	9.5	25 / 617	WKSS -FM
11	WRCH -FM	SAC	21 / 2.6	2.4	2.8	2.3	3.6	2.5	363 / 7.3	7.4	8.7	21 / 363	WRCH -FM
	WMRQ -FM	AOR-NR	21 / 2.6	2.1	1.6	2.2	2.7	2.1	431 / 8.7	8.2	9.2	21 / 431	WMRQ -FM
13	WNNZ -AM	T	16 / 2.0	2.2	3.5	1.9	3.0	2.4	344 / 6.9	8.7	8.9	17 / 367	B WNNZ -AM
	WSPR -AM	SP	16 / 2.0	0.9	1.1	0.5	1.4	1.1	145 / 2.9	1.8	2.2	16 / 165	WSPR -AM

12+ FM Share (Metro): 78.46 % (539 of 687) (Spring 95: 75.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1	WTIC-FM	1 WAQY-FM	1 WAQY-FM	1 WAQY-FM <	1 WPKX-FM	1 WPKX-FM <	1 WPKX-FM <	1 WPKX-FM	1 WMAS-FM >	1 WPKX-FM
2	WMAS-FM >	2 WMAS-FM	2 WPKX-FM <	2 WPKX-FM <	2 WHYN-AM <	2 WAQY-FM	2 WMAS-FM	2 WMAS-FM	2 WTIC-FM <	2 WHYN-AM
3	WKSS-FM	3 WAAF-FM <	3 WMAS-FM <	3 WHYN-FM <	3 WHYN-FM <	3 WHYN-FM <	3 WMAS-FM <	3 WHYN-FM <	3 WAQY-FM	3 WAQY-FM <
		4 WPKX-FM <	4 WHYN-FM >	4 WMAS-FM >	4 WMAS-FM >	4 WMAS-FM	4 WHYN-FM <	4 WAQY-FM >	4 WHYN-FM	4 WMRQ-F <
		5 WTIC-FM	5 WTIC-FM		5 WMAS-AM	5 WHYN-AM >	5 WHYN-AM	5 WHYN-AM	5 WHYN-AM	5 WHYN-FM <
		6 WHYN-FM	6 WAAF-FM				6 WMAS-AM >	6 WTIC-FM	6 WPKX-FM	6 WMAS-FM
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1	WTIC-FM	1 WMAS-FM >	1 WMAS-FM	1 WMAS-FM <		1 WAAF-FM	1 WAQY-FM	1 WAQY-FM >	1 WAQY-FM >	1 WAQY-FM >
2	WMAS-FM	2 WTIC-FM <	2 WHYN-FM	2 WHYN-FM	2 WHYN-FM	2 WMRQ-F	2 WAAF-FM >	2 WAAF-FM >	2 WPKX-FM	2 WPKX-FM
3	WKSS-FM >	3 WHYN-FM	3 WPKX-FM	3 WPKX-FM	3 WPKX-FM >	3 WPKX-FM	3 WPKX-FM	3 WPKX-FM >	3 WAAF-FM	3 WHYN-FM
4	WAQY-FM	4 WPKX-FM <	4 WAQY-FM	4 WTIC-FM	4 WAQY-FM	4 WAQY-FM <	4 WMRQ-F <		4 WHYN-FM	4 WAAF-FM <
5	WMRQ-F	5 WKSS-FM <	5 WTIC-FM >	5 WAQY-FM	WTIC-FM	5 WTIC-FM <	5 WMAS-FM <		5 WMAS-FM	5 WMAS-FM <
		6 WAQY-FM >	6 WKSS-FM >			6 WMAS-FM <	6 WTIC-FM		6 WHYN-AM	6 WHYN-AM <
						7 WKSS-FM <				

SPRINGFIELD, MA

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	148 (3)	148 (3)	21.6 %	19.4 %	WACM -AM	SP 1490 W. Springfield	0.5	/ 1.2
AOR/Classic/NR	1 (1)	161 (8)	162 (9)	23.6 %	22.8 %	WARE -AM	C 1250 Ware	0.4	/ 1.7
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WHMP -FM	CHR 99.3 Northampton	1.4	/ 7.4
CHR	0 (0)	70 (3)	70 (3)	10.2 %	10.4 %	WHMP -AM	T 1400 Northampton	1.1	/ 3.0
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WRNX -FM	AOR 100.9 Amherst	1.4	/ 3.9
Country	3 (1)	98 (3)	101 (4)	14.7 %	12.4 %	Other Rated Stations--Outside Market			
Full Service	52 (1)	0 (0)	52 (1)	7.6 %	12.1 %	WCCC -FM	AOR 106.9 Hartford, CT	1.2	/ 6.4
Hispanic	20 (2)	0 (0)	20 (2)	2.9 %	1.8 %	WFAN -AM	SPRST 660 New York	0.9	/ 1.7
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WHCN -FM	AOR 105.9 Hartford, CT	0.7	/ 3.7
News/Talk	25 (2)	0 (0)	25 (2)	3.6 %	4.1 %	WKCI -FM	CHR 101.3 Hamden, CT	0.5	/ 1.9
Oldies	0 (0)	41 (2)	41 (2)	6.0 %	5.6 %	WPVQ -FM	C 93.9 Turners Falls	0.7	/ 1.8
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WRSI -FM	AOR 95.3 Greenfield	0.4	/ 1.2
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WSRS -FM	SAC 96.1 Worcester	0.9	/ 3.4
Soft AC/EZ	0 (0)	21 (1)	21 (1)	3.1 %	4.9 %	WTIC -AM	FS 1080 Hartford, CT	1.1	/ 3.6
Sports	7 (1)	0 (0)	7 (1)	1.0 %	0.0 %	WWYZ -FM	C 92.5 Waterbury, CT	0.9	/ 3.2
Standards	38 (1)	0 (0)	38 (1)	5.5 %	6.6 %	WZMX -FM	O-70S 93.7 Hartford, CT	1.6	/ 5.5
Totals	146 (9)	539 (20)	685 (29)						

Consolidation Report	12+	25-54	Revenue
SFX	12.9 %	12.7 %	19.0 %
WPKX-FM, WHMP-FM, WHMP-AM			
	12.9 %	12.7 %	19.0 %

AM Stations

WHMP	1400	1 KW	Full Service	\$14.00	D&R	SFX	Northampton
WHYN	560	5 KW/1 KW (DA-2)	Full Service	ABC, CNN	\$39.00	Banner	Clear Channel
WMAS	1450	1 KW	Standards	Westwd, SMN	\$25.00	Mc-Guild	Lappin
WNNZ	640	50 KW/1 KW (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz	
WSPR	1270	5 KW/1 KW (DA-2)	Hispanic	CBS	NA-	Caballero	Dinis

FM Stations

WAQY	102.1	17 KW @ 780	AOR/Classic	\$73.00	Katz	Saga	
WHMP	99.3	3 KW @ 322	CHR	\$33.00	D&R	SFX	Northampton
WHYN	93.1	9 KW @ 1000	AC	\$56.00	Banner	Clear Channel	
WMAS	94.7	50 KW @ 195	AC	\$43.00	Mc-Guild	Lappin	
WPKX	97.9	2.2 KW @ 528	Country	\$62.00	D&R	SFX	Enfield, CT
WRNX	100.9	1.4 KW @ 692	Prog. AOR	CNN	\$20.00	---	Amherst

Notes: 5/96 WHYN-AF sold by Radio Equity Partners to Clear Channel for \$14,000,000 . . .

SPRINGFIELD, MO

Arbitron Rank: 145 Pop (12+): 250,600	Stations: 17 / 16	Last Year's Revenue: \$13,400,000
MSA Rank: 159	Diarles 671 / 373:1/61.2 %	Household Income: \$48,597
MSA Pop: 306,000	Sample Target: 680	Retail Dollars: \$4.3 Bil
DMA #: 77	% Below Line: 0.8	#1 Biller: KTTS-F \$4,300,000
Average Person Ratings: 15.7	% Not Listed: 10.2	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 15,662	Great Empire duop \$5,000,000+

12+ Metro	Format	1/4 Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level	
1	KTTS -FM	C	74 / 18.8	19.0	20.3	758 / 30.3	34.8	33.5	141 / 1470	KTTS -FM
2	KGBX -FM	AC	53 / 13.5	9.6	7.1	632 / 25.2	20.9	18.5	63 / 798	KGBX -FM
3	KGMV -FM	C	34 / 8.6	10.7	12.9	503 / 20.1	22.1	22.6	58 / 823	KGMV -FM
4	KHTO -FM	CHR	27 / 6.9	4.8	0.6	399 / 15.9	13.8	3.6	32 / 526	KHTO -FM
	KOSP -FM	O	27 / 6.9	5.9	0.0	443 / 17.7	17.3	18.4	43 / 757	KOSP -FM
6	KTOZ -FM	AOR-NR	21 / 5.3	6.4	1.1	335 / 13.4	12.9	6.5	27 / 448	KTOZ -FM
	KXUS -FM	AOR	21 / 5.3	6.4	6.9	339 / 13.5	13.4	18.0	36 / 559	KXUS -FM
8	KTTS -AM	C	19 / 4.8	4.8	3.1	202 / 8.1	8.1	8.5	22 / 287	KTTS -AM
9	KTXR -FM	SAC	17 / 4.3	5.6	7.7	310 / 12.4	14.7	18.2	35 / 558	KTXR -FM
	KWTO -AM	T	17 / 4.3	4.0	4.9	326 / 13.0	10.4	12.1	22 / 463	KWTO -AM
11	KWTO -FM	CL AOR	11 / 2.8	1.9	4.3	319 / 12.7	9.6	12.1	16 / 431	KWTO -FM
12	KAOI -FM	REL	8 / 2.0	4.0	3.7	146 / 5.8	7.7	8.3	8 / 171	KADI -FM
	KZBE -FM	AOR-NR	8 / 2.0	2.7	4.3	166 / 6.6	9.6	12.1	10 / 185	KZBE -FM

12+ FM Share (Metro): 88.98 % (315 of 354) (Spring 95: 89.94 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KHTO-FM >	1 KGBX-FM	1 KGBX-FM	1 KGBX-FM	1 KGBX-FM <	1 KTTS-FM >	1 KTTS-FM >	1 KTTS-FM	1 KTTS-FM <	1 KTTS-FM <	1 KTTS-FM >
2 KTOZ-FM	2 KHTO-FM	2 KTTS-FM	2 KTTS-FM >	2 KTTS-FM >	2 KGBX-FM	2 KGBX-FM >	2 KGBX-FM >	2 KGBX-FM >	2 KHTO-FM	2 KGMV-FM
KGBX-FM	3 KGMV-FM	3 KGMV-FM	3 KGMV-FM	3 KGMV-FM <	3 KTTS-AM	3 KGMV-FM <	3 KGMV-FM	3 KGMV-FM	3 KGBX-FM	3 KHTO-FM
	4 KTOZ-FM	4 KHTO-FM <	4 KOSP-FM <	4 KOSP-FM	4 KTTS-AM	KGMV-FM	4 KWTO-AM	KHTO-FM	4 KTOZ-FM <	
	KXUS-FM <		5 KXUS-FM >			KOSP-FM				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KHTO-FM >	1 KGBX-FM >	1 KGBX-FM >	1 KGBX-FM >	1 KGBX-FM >	1 KHTO-FM	1 KHTO-FM	1 KTTS-FM	1 KTTS-FM	1 KTTS-FM >
2 KTOZ-FM	2 KGMV-FM	2 KGMV-FM >	2 KTTS-FM	2 KTTS-FM <	2 KTOZ-FM >	2 KTOZ-FM	KXUS-FM	2 KGBX-FM >	2 KGBX-FM
KGMV-FM >	3 KHTO-FM >		KGMV-FM >	3 KGMV-FM >	3 KGBX-FM	KGBX-FM	3 KGBX-FM >	3 KXUS-FM	3 KXUS-FM
KGBX-FM	4 KXUS-FM		4 KHTO-FM	4 KOSP-FM >	KGMV-FM >	4 KXUS-FM	4 KTOZ-FM	KGMV-FM	KOSP-FM >
			KOSP-FM			KTTS-FM	KGMV-FM		KGMV-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	57 (2)	57 (2)	16.1 %	11.0 %
AOR/Classic/NR	0 (0)	61 (4)	61 (4)	17.3 %	17.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	27 (1)	27 (1)	7.6 %	7.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	19 (1)	117 (4)	136 (5)	38.5 %	39.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	17 (1)	0 (0)	17 (1)	4.8 %	4.6 %
Oldies	0 (0)	27 (1)	27 (1)	7.6 %	6.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	8 (1)	8 (1)	2.3 %	4.6 %
Soft AC/EZ	0 (0)	17 (1)	17 (1)	4.8 %	8.2 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	3 (1)	0 (0)	3 (1)	0.8 %	0.6 %
Totals	39 (3)	314 (14)	353 (17)		

Other Rated Stations	Metro Share	Cume Rating
KLTV -FM C	96.5	Sparta
KQMO -FM AC/CHR	104.1	Ash Grove
KTOZ -AM ST	1060	Springfield
	1.5	/ 5.1
	1.0	/ 3.9
	0.8	/ 1.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating
KHOZ -FM C	105.9	Harrison, AR
	0.8	/ 1.5

SPRINGFIELD, MO

Consolidation Report	12+	25-54	Revenue
Great Empire	25.1 %	20.9 %	37.3 %
KLTQ-FM, KTTS-AM, KTTS-FM			
Meyer	11.4 %	10.2 %	12.7 %
KTXR-FM, KWTO-AM, KWTO-FM			
Midwest Family	12.2 %	12.0 %	11.2 %
KOSP-FM, KTOZ-FM			
Sunburst	22.1 %	28.9 %	21.6 %
KGBX-FM, KGMV-AM, KGMV-FM			
	70.8 %	72.0 %	82.8 %

AM Stations

Station	Power	Time	Genre	Network	Advertiser	Agency	Buyer
KTTS	1260	5 KW (DA-N)	Country	ABC	NA	Torbet	Great Empire
KWTO	560	5 KW/4 KW (DA-2)	Talk	ABC, Westwd, CBS	\$15.00	Mc-Guild	Meyer

FM Stations

Station	Power	Time	Genre	Network	Advertiser	Agency	Buyer
KADI	99.5	6 KW @ 328	Religion	USA	\$11.00	---	Republic
KGBX	105.9	38 KW @ 558	AC		\$25.00	Katz	Sunburst Nixa
KGMV	100.5	33 KW @ 600	Country		\$24.00	Katz	Sunburst Aurora
KHTO	106.7	25 KW @ 328	CHR		NA	---	Mt. Vernon
KLTQ	96.5	50 KW @ 492	Country		NA	---	Great Empire Sparta
KOSP	105.1	50 KW @ 492	Oldies		\$21.00	---	Midwest Family Willard
KTOZ	104.7	35 KW @ 581	AOR-New Rock		\$10.00	---	Midwest Family Marshfield
KTTS	94.7	100 KW @ 1102	Country	ABC	\$70.00	Torbet	Great Empire
KTXR	101.3	100 KW @ 1181	EZ/Soft AC	Westwd	\$22.00	Mc-Guild	Meyer
KWTO	98.7	100 KW @ 551	AOR/Classic	ABC	\$17.00	Mc-Guild	Meyer
KXUS	97.3	100 KW @ 581	AOR		\$25.00	Roslin	
KZBE	95.5	50 KW @ 492	AOR-New Rock		\$16.00	---	Pleasant Hope

Notes: 3/96 KLTQ-F sold to Great Empire (D) for \$1,063,000 . . . 3/96 KLTQ-F changed from AC to Country . . . 4/96 KTOZ-F sold to Midwest Family for \$1,800,000 . . . 5/96 KZPD-F changed from Standards to AC/CHR as KQMO-F . . . 6/96 KHTO-F/KZBE-F sold to Channel Z for \$1,400,000

STOCKTON

Arbitron Rank: 85 Pop (12+): 420,400
 MSA Rank: 94
 MSA Pop: 536,000
 DMA #: Sacramento (#17)
 Average Person Ratings: 15.9
 Market TSL in Hours: 21.00

Stations: 41 / 8
 Diaries: 878 / 479:1 / 52.1 %
 Sample Target: 860
 % Below Line: 62.2
 % Not Listed: 17.2
 Pop per Station: 52,550

Last Year's Revenue: \$8,200,000
 Household Income: \$41,499
 Retail Dollars: \$3.6 Bil
 #1 Biller: KWIN-F NA
 #1 Billing Portfolio: Silverado duop \$NA

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KATM -FM	C	79 / 11.9	11.2	13.1	11.6	9.6	11.9	945 / 22.5	22.2	19.5	/	KATM -FM
2 KWIN -FM	CHR	53 / 8.0	6.6	6.0	7.5	9.2	7.0	832 / 19.8	18.5	17.8	/	KWIN -FM
3 KROW -FM	CL AOR	39 / 5.9	6.6	6.9	8.8	6.6	7.0	621 / 14.8	15.8	16.0	/	KROW -FM
4 KQOD -FM	O	29 / 4.4	6.8	9.1	4.4	3.1	6.2	495 / 11.8	14.5	16.5	/	KQOD -FM
5 KOSO -FM	AC	27 / 4.1	5.6	3.2	3.6	4.5	4.1	478 / 11.4	11.9	9.5	/	KOSO -FM
6 KNBR -AM	SPRTS	26 / 3.9	3.5	3.9	4.9	5.7	1.9	462 / 11.0	9.6	8.7	/	KNBR -AM
7 KDJK -FM	AOR	25 / 3.8	2.1	3.2	0.9	1.0	0.9	488 / 11.6	8.5	8.9	/	KDJK -FM
8 KTRB -AM	SP	19 / 2.9	2.1	0.5	1.7	1.5	0.7	271 / 6.5	2.4	2.0	/	KTRB -AM
KCBS -AM	N/T	19 / 2.9	2.1	2.5	2.4	2.9	0.7	370 / 8.8	7.8	9.1	/	KCBS -AM
10 KBEE -AM	ST	16 / 2.4	2.3	2.4	2.4	2.8	2.4	180 / 4.3	4.1	4.9	/	KBEE -AM
KGO -AM	T	16 / 2.4	1.2	1.9	1.6	1.3	1.8	220 / 5.2	3.5	4.7	/	KGO -AM
KVFX -FM	CL AOR	16 / 2.4	1.7	2.8	1.3	1.6	2.1	278 / 6.6	6.8	6.3	/	KVFX -FM
13 KCVR -AM	SP	15 / 2.3	4.1	3.5	5.2	3.6	3.8	212 / 5.0	4.9	5.5	/	KCVR -AM
14 KMIX -FM	C	12 / 1.8	1.2		1.4	1.5		223 / 5.3	4.3		/	KMIX -FM
KSTN -FM	SP	12 / 1.8	3.3	2.5	2.4	1.8	2.5	220 / 5.2	5.6	6.0	/	KSTN -FM

12+ FM Share (Metro): 67.03 % (370 of 552) (Spring 95: 70.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KWIN-FM >	1 KATM-FM <	1 KATM-FM >	1 KATM-FM	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KWIN-FM <	1 KWIN-FM
2 KATM-FM >	2 KWIN-FM >	2 KROW-FM	2 KROW-FM >	2 KROW-FM >	2 KQOD-FM	2 KWIN-FM	2 KWIN-FM <	2 KWIN-FM	2 KATM-FM >	2 KATM-FM >
	3 KROW-FM <	3 KWIN-FM >	3 KWIN-FM <	3 KQOD-FM	3 KNBR-AM	3 KROW-FM <	3 KROW-FM	3 KROW-FM	3 KOSO-FM	3 KCBS-AM
	4 KOSO-FM	4 KOSO-FM			4 KROW-FM	4 KNBR-AM	4 KNBR-AM	4 KOSO-FM	4 KROW-FM	4 KSSJ-FM
								KQOD-FM		
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KWIN-FM	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >	1 KATM-FM >		1 KWIN-FM >	1 KWIN-FM <	1 KROW-FM >	1 KROW-FM >	1 KROW-FM >
2 KATM-FM >	2 KWIN-FM <	2 KOSO-FM >	2 KWIN-FM	2 KQOD-FM		2 KATM-FM	2 KROW-FM >	2 KWIN-FM	KATM-FM	2 KATM-FM
3 KTRB-AM	3 KOSO-FM	3 KTRB-AM	3 KOSO-FM	3 KOSO-FM		3 KOSO-FM >	3 KDJK-FM	3 KDJK-FM >	2 KWIN-FM	3 KDJK-FM
KOSO-FM >	4 KTRB-AM >	KROW-FM	4 KQOD-FM	4 KWIN-FM		4 KDJK-FM >	4 KOSO-FM	4 KOSO-FM >	4 KDJK-FM	KVFX-FM
	5 KROW-FM	KWIN-FM					KATM-FM >		5 KVFX-FM	

STOCKTON

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	34 (3)	34 (3)	6.3 %	5.3 %
AOR/Classic/NR	0 (0)	84 (4)	84 (4)	15.4 %	18.7 %
Black/Urban	7 (1)	0 (0)	7 (1)	1.3 %	0.8 %
CHR	0 (0)	67 (3)	67 (3)	12.3 %	12.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	103 (5)	103 (5)	18.9 %	17.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	38 (3)	19 (2)	57 (5)	10.5 %	7.8 %
Jazz	0 (0)	11 (1)	11 (1)	2.0 %	1.0 %
News/Talk	75 (8)	0 (0)	75 (8)	13.8 %	12.0 %
Oldies	13 (2)	38 (3)	51 (5)	9.4 %	14.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.7 %	0.8 %
Soft AC/EZ	0 (0)	6 (1)	6 (1)	1.1 %	2.1 %
Sports	26 (1)	0 (0)	26 (1)	4.8 %	0.0 %
Standards	19 (2)	0 (0)	19 (2)	3.5 %	2.9 %
Totals	182 18	362 (22)	544 (40)		

Consolidation Report	12+	25-54	Revenue
Silverado	13.8 %	10.6 %	44.9 %
KCVR-AM, KMIX-FM, KWG-AM, KWIN-FM			
	13.8 %	10.6 %	44.9 %

Other Rated Stations					Metro Share	Cume Rating
KJAX	-AM	T	1280	Stockton	0.6	/ 2.8
KJOY	-FM	SAC	99.3	Stockton	0.9	/ 4.1
KSTN	-AM	CHR/U	1420	Stockton	1.1	/ 3.6
KWG	-AM	O	1230	Stockton	1.7	/ 4.1

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KCBC	-AM	REL	770	Riverbank	0.6	/ 1.9
KCTC	-AM	ST	1320	Sacramento	0.5	/ 1.9
KFBK	-AM	N/T	1530	Sacramento	1.7	/ 4.2
KFIV	-AM	T	1360	Modesto	1.7	/ 2.7
KFRC	-AF	O	99.7	San Francisco	1.2	/ 3.1
KHTK	-AM	T	1140	Sacramento	0.8	/ 2.4
KHYL	-FM	O	101.1	Auburn	0.5	/ 2.1
KJSN	-FM	AC	102.3	Modesto	0.6	/ 1.7
KKIQ	-FM	AC	101.7	Livermore	0.5	/ 1.5
KLOK	-AM	SP	1170	San Jose	0.6	/ 1.4
KMEL	-FM	CHR	106.1	San Francisco	0.6	/ 3.8
KNCI	-FM	C	105.1	Sacramento	0.8	/ 3.5
KQPT	-FM	AOR-NR	100.5	Sacramento	0.6	/ 1.8
KRAK	-FM	C	98.5	Sacramento	0.6	/ 2.6
KSFM	-FM	CHR	102.5	Woodland	1.5	/ 6.1
KSFO	-AM	T	560	San Francisco	0.8	/ 2.3
KSSJ	-FM	J	101.9	Shingle Springs	1.7	/ 3.3
KSTE	-AM	T	650	Rancho Cordova	0.6	/ 2.5
KWOD	-FM	CHR-NR	106.5	Sacramento	1.2	/ 3.8
KYCY	-FM	C	93.3	San Francisco	0.5	/ 1.5
KZMS	-FM	SP	97.1	Patterson	1.1	/ 2.4

AM Stations

KCVR	1570	5 KW/500 W (DA-2)	Hispanic	\$20.00	Lotus	Silverado	Lodi
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FM Stations

KQOD	100.1	6 KW @ 285	Oldies	\$33.00	Eastman		
KSTN	107.3	8.1 KW @ 1610	Hispanic	ABC	\$20.00	---	
KWIN	97.7	3 KW @ 300	CHR	\$20.00	MMR	Silverado	Lodi

Notes: Other ranked stations -- See Sacramento, Modesto or San Francisco . . . There is no TSA for the market . . . 5/96 KJAX sold by Gamble to Community Pacific for \$450,000 . . . 7/96 KWG changed from Oldies to Hispanic (after Spring survey) . . . 7/96 KCDR-F ended simulcast of KCVR and began simulcasting KWG

SYRACUSE

Arbitron Rank: 68 Pop (12+): 551,600	Stations: 30 / 23	Last Year's Revenue: \$19,700,000
MSA Rank: 71	Diaries 1752 / 315:1/ 58.4 %	Household Income: \$47,365
MSA Pop: 753,000	Sample Target: 1,740	Retail Dollars: \$6.1 Bil
DMA #: 69	% Below Line: 6.9	#1 Biller: WYYY-F \$4,900,000
Average Person Ratings: 16.7	% Not Listed: 15.6	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 23,983	NewCity/Cox duop+ \$10,575,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WNTQ -FM	CHR	100 / 10.9	10.4	13.0	10.3	9.4	11.1	1756 / 31.8	30.7	26.0	123 / 2237	E WNTQ -FM
2 WYYY -FM	AC	89 / 9.7	7.1	9.5	8.2	10.4	8.6	1255 / 22.8	23.0	23.9	99 / 1540	F WYYY -FM
3 WSYR -AM	FS	77 / 8.4	12.3	11.3	9.8	9.4	10.4	1128 / 20.4	24.6	23.2	83 / 1260	E WSYR -AM
4 WBBS -FM	C	72 / 7.8	10.3	7.4	8.3	7.5	8.5	933 / 16.9	14.8	15.9	87 / 1244	C WBBS -FM
5 WSEN -FM	O	63 / 6.8	6.2	5.0	5.0	6.6	5.8	1068 / 19.4	13.7	16.1	73 / 1277	C WSEN -FM
6 WAQX -FM	AOR	61 / 6.6	4.6	6.3	9.0	8.0	6.6	927 / 16.8	20.7	22.7	67 / 1106	E WAQX -FM
7 WTKW -FF	CL AOR	51 / 5.5	3.4	4.2	3.2	3.2	4.1	652 / 11.8	10.9	8.8	55 / 708	A WTKW -FF
8 WKRL -FM	AOR	45 / 4.9	3.7	4.2	4.2	5.0	4.2	613 / 11.1	9.3	11.0	47 / 654	B WKRL -FM
9 WFBL -AM	ST	35 / 3.8	4.7	4.1	4.2	3.6	4.2	454 / 8.2	8.9	7.3	37 / 506	A WFBL -AM
10 WHEN -FM	C	26 / 2.8	3.1	2.4	3.8	3.6	3.0	389 / 7.1	7.4	8.6	31 / 540	A WHEN -FM
11 WRDS -FM	B/AC	22 / 2.4	2.9	1.9	1.8	0.3	2.3	222 / 4.0	2.6	0.8	23 / 262	A WRDS -FM
12 WHEN -AM	SPRTS	17 / 1.8	1.8	2.3	2.9	3.1	2.2	411 / 7.4	8.6	10.6	20 / 487	A WHEN -AM
13 WFRG -FM	C	16 / 1.7	1.7	1.9	1.8	1.4	1.8	231 / 4.2	4.3	4.4	52 / 633	WFRG -FM

12+ FM Share (Metro): 80.44 % (625 of 777) (Spring 95: 74.93 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WNTQ-FM >	1 WNTQ-FM	1 WYYY-FM <	1 WYYY-FM	1 WYYY-FM	1 WSYR-AM	1 WSYR-AM <	1 WYYY-FM >	1 WNTQ-FM	1 WNTQ-FM >	1 WSYR-AM <
2 WKRL-FM >	2 WYYY-FM <	2 WNTQ-FM	2 WNTQ-FM	2 WSEN-FM <	2 WSEN-FM	2 WNTQ-FM	2 WSYR-AM <	2 WYYY-FM <	2 WAQX-FM <	2 WNTQ-FM >
3 WNVE-FM	3 WAQX-FM	3 WAQX-FM	3 WSEN-FM <	3 WBBS-FM	3 WYYY-FM	3 WYYY-FM	3 WNTQ-FM <	3 WBBS-FM	3 WKRL-FM	3 WKRL-FM
4 WBBS-FM <	4 WBBS-FM <	4 WTKW-FF <	WNTQ-FM	4 WBBS-FM <	4 WBBS-FM	4 WBBS-FM	4 WBBS-FM <	4 WAQX-FM <	WYYY-FM <	4 WAQX-FM
5 WKRL-FM	5 WTKW-FF <	5 WBBS-FM	5 WTKW-FF	5 WFBL-AM	5 WSEN-FM <	5 WSEN-FM <	5 WSEN-FM <	5 WSEN-FM <	5 WSEN-FM <	5 WSEN-FM <
6 WTKW-FF >	6 WSEN-FM	WAQX-FM >	6 WAQX-FM >		6 WAQX-FM <	6 WAQX-FM <	6 WSYR-AM <	6 WBBS-FM		7 WSYR-AM

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WNTQ-FM	1 WYYY-FM <	1 WYYY-FM	1 WYYY-FM	1 WYYY-FM	1 WKRL-FM	1 WAQX-FM	1 WAQX-FM	1 WAQX-FM >	1 WAQX-FM <
2 WYYY-FM >	2 WNTQ-FM >	2 WNTQ-FM >	2 WNTQ-FM >	2 WNTQ-FM	2 WAQX-FM >	2 WKRL-FM	2 WBBS-FM	2 WKRL-FM <	2 WBBS-FM <
3 WBBS-FM	3 WBBS-FM	3 WBBS-FM	3 WSEN-FM	3 WSEN-FM	3 WNTQ-FM >	3 WNTQ-FM <	3 WTKW-FF	3 WTKW-FF <	3 WTKW-FF <
4 WTKW-FF	4 WTKW-FF	4 WTKW-FF	WBBS-FM	4 WBBS-FM >	4 WBBS-FM	4 WBBS-FM	4 WKRL-FM	4 WNTQ-FM	4 WSEN-FM
5 WAQX-FM	5 WAQX-FM	5 WAQX-FM >	5 WTKW-FF >	5 WTKW-FF	WYYY-FM	5 WTKW-FF	WNTQ-FM	WBBS-FM	5 WYYY-FM
WKRL-FM	6 WKRL-FM >		6 WAQX-FM >		6 WYYY-FM	6 WYYY-FM	6 WYYY-FM	6 WYYY-FM <	6 WNTQ-FM <
							7 WHEN-AM	7 WSEN-FM >	7 WSYR-AM

Format Performance	AM	FM	Total	%	Spr 95
AC	1 (1)	105 (3)	106 (4)	13.6 %	13.0 %
AOR/Classic/NR	0 (0)	183 (7)	183 (7)	23.6 %	21.7 %
Black/Urban	0 (0)	22 (1)	22 (1)	2.8 %	1.4 %
CHR	0 (0)	108 (2)	108 (2)	13.9 %	11.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	127 (5)	127 (5)	16.3 %	19.2 %
Full Service	77 (1)	0 (0)	77 (1)	9.9 %	15.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	10 (1)	10 (1)	1.3 %	0.0 %
News/Talk	3 (1)	0 (0)	3 (1)	0.4 %	19.2 %
Oldies	0 (1)	67 (2)	67 (3)	8.6 %	9.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.4 %	0.0 %
Soft AC/EZ	0 (0)	3 (1)	3 (1)	0.4 %	0.5 %
Sports	17 (1)	0 (0)	17 (1)	2.2 %	0.0 %
Standards	51 (3)	0 (0)	51 (3)	6.6 %	6.8 %
Totals	152 (9)	625 (22)	777 (31)		

Other Rated Stations				Metro Share	Cume Rating
WDCW -AM	REL	1390	Syracuse	0.3 / 1.8	
WMCR -AF	AC	106.3	Oneida	0.8 / 1.1	
WNSS -AM	N	1260	Syracuse	0.3 / 1.6	
WPCX -FM	C	106.9	Auburn	0.3 / 2.3	
WSCP -FM	C	101.7	Pulaski	1.1 / 1.4	
WSGO -AM	ST	1440	Oswego	0.3 / 1.0	
WTLA -AM	ST	1200	N. Syracuse	1.4 / 4.8	
WXCD -FM	J	105.9	Syracuse	1.1 / 2.0	
WZOS -FM	SAC	96.7	Oswego	0.3 / 0.9	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WIII -FM	AOR-NR	99.9	Cortland	0.4 / 2.1	
WLZW -FM	AC	98.7	Ulita	1.1 / 3.6	
WNVE -FM	AOR-NR	95.1	S. Bristol	1.5 / 5.6	
WODZ -AF	O	96.1	Rome	0.4 / 1.7	
WOUR -FM	AOR	96.9	Ulita	0.9 / 3.0	
WSKS -FM	AC/CHR	102.5	Rome	0.9 / 4.5	

SYRACUSE

Consolidation Report	12+	25-54	Revenue
NewCity/Cox WYYY-FM, WSYR-AM, WHEN-FM, WHEN-AM, WBBS-FM	30.5 %	32.2 %	53.7 %
Pilot WNTQ-FM, WNSS-AM, WAQX-FM	17.8 %	17.5 %	32.5 %
Radio Corp. WTLA-AM, WTKW-FM, WTKV-FM, WKRL-FM	11.9 %	11.9 %	5.1 %
	60.2 %	61.6 %	91.3 %

AM Stations

Station	Power	Frequency	Format	Service	Rate	Advertiser	Agency	City
WFBL	1050	5 KW/19 W (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Buckley	Baldwinsville
WHEN	620	5 KW/1 KW (DA-N)	Sports	ABC, 1/1, Westwd	\$22.00	Eastman	Cox	
WNSS	1260	5 KW (DA-N)	News	CBS, AP	\$16.00	Banner	Pilot	
WSYR	570	5 KW (DA-2)	Full Service	Westwd, AP	\$63.00	Katz	Cox	
WTLA	1200	1 KW (DA-N)	Standards	ABC	\$<20.00	Torbet	Radio Corp.	N. Syracuse

FM Stations

Station	Power	Frequency	Format	Service	Rate	Advertiser	Agency	City
WAQX	95.7	25 KW @ 298	AOR	ABC	\$75.00	Banner	Pilot	Manlius
WBBS	104.7	50 KW @ 492	Country		\$49.00	Katz	Cox	Fulton
WHEN	107.9	50 KW @ 500	Country	ABC	\$27.00	Eastman	Cox	
WKRL	100.9	6 KW @ 165	AOR	ABC	\$25.00	Eastman	Radio Corp.	N. Syracuse
WNTQ	93.1	97 KW @ 660	CHR		\$70.00	Banner	Pilot	
WPCX	106.9	14 KW @ 469	Country		\$19.00	Market 4	Great Scott	Auburn
WRDS	102.1	6 KW @ 220	Black/AC	ABC, SMN	NA	---		Phoenix
WSCP	101.7	2.5 KW @ 365	Country		\$<20.00	---		Pulaski
WSEN	92.1	25 KW @ 300	Oldies	CBS, Westwd	\$33.00	Mc-Guild	Buckley	Baldwinsville
WTKV	105.5	1.8 KW @ 417	Simul. WTKW-F					Oswego
WTKW	99.5	6 KW @ 338	Classic AOR	ABC, AP	\$21.00	Torbet	Radio Corp.	Bridgeport
WYYY	94.5	100 KW @ 650	AC		\$90.00	Katz	Cox	

Notes: 3/96 WHEN-AM sold by Park to Cox for \$4,500,000 . . . 3/96 WGES-F (105.5; Oswego) changes from AC to simulcast of Classic AOR WTKW-F as WTKV-F . . . 4/96 WNDR changes from simulcast of WNTQ-F to All News as WNSS . . . 4/96 WXCD 105.9 (Syracuse) signs on with Jazz format . . . 6/96 WHEN-F changes from Country to CHR ("Hot 107.9") . . . 5/96 The following stations were sold by NewCity to Cox: WSYR for \$9,000,000, WYYY-F for \$21,000,000, and WBBS-F for \$8,000,000 . . .

TALLAHASSEE

Arbitron Rank: 167 Pop (12+):	195,800	Stations:	17 / 15	Last Year's Revenue:	\$9,100,000
MSA Rank:	170	Diaries	601 / 326:1/ 53.0 %	Household Income:	\$40,054
MSA Pop:	264,000	Sample Target:	610	Retail Dollars:	\$2.4 Bil
DMA #	116	% Below Line:	1.9	#1 Biller:	WTNT \$2,300,000
Average Person Ratings:	16.2	% Not Listed:	16.7	#1 Billing Portfolio:	
Market TSL in Hours:	21.50	Pop per Station:	13,053	Paxson duop+ (pending)	\$3,900,000+

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1 WHBX -FM	B	51 / 16.1	14.6	13.3	387 / 19.8	22.0	20.6	65 / 597	B	WHBX -FM
2 WBZE -FM	AC	27 / 8.5	7.8	6.3	473 / 24.2	21.3	26.4	40 / 648	B	WBZE -FM
3 WTNT -FM	C	26 / 8.2	9.5	15.0	376 / 19.2	21.7	26.4	69 / 907	D	WTNT -FM
4 WXSX -FM	AOR-NR	20 / 6.3	6.8	3.5	328 / 16.8	21.7	14.5	28 / 503	A	WXSX -FM
5 WWFO -FM	AOR/CL	19 / 6.0	4.7	4.2	290 / 14.8	17.5	14.2	24 / 449	A	WWFO -FM
6 WWLD -FM	CHR	17 / 5.4	4.1	6.3	306 / 15.6	12.9	14.5	17 / 337	A	WWLD -FM
	WMLO -FM	SAC	17 / 5.4	5.1	227 / 11.6	11.6	10.6	20 / 311	B	WMLO -FM
	WGLF -FM	AOR	17 / 5.4	4.1	282 / 14.4	13.4	20.3	34 / 619	B	WGLF -FM
9 WSNi -FM	O	16 / 5.0	3.7	9.1	332 / 17.0	15.0	22.2	27 / 543	B	WSNi -FM
10 WAiB -FM	C	15 / 4.7	7.8	3.8	302 / 15.4	17.9	18.7	20 / 410	A	WAiB -FM
	WTAL -AM	T	14 / 4.4	3.4	117 / 6.0	7.0	4.1	14 / 140	A	WTAL -AM

12+ FM Share (Metro): 90.16 % (238 of 264) (Spring 95: 91.36 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WWLD-FM	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >
2 WHBX-FM	2 WXSX-FM >	2 WBZE-FM >	2 WBZE-FM >	2 WBZE-FM >	2 WBZE-FM >	2 WTNT-FM	2 WBZE-FM >	2 WTNT-FM <	2 WXSX-FM <	2 WBZE-FM
3 WXSX-FM >	3 WBZE-FM	3 WWFO-F <	3 WWFO-F	3 WWFO-F	WMLO-FM <	3 WBZE-FM >	3 WTAL-AM <	3 WBZE-FM >	3 WWLD-FM >	3 WSNi-FM
	WWLD-FM	4 WXSX-FM <	4 WGLF-FM	4 WSNi-FM <	4 WTNT-FM		4 WWFO-F	4 WXSX-FM	4 WGLF-FM	WXSX-FM
							WTNT-FM <	WWFO-F <		WTNT-FM >

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WHBX-FM	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >	1 WXSX-FM >	1 WHBX-FM	1 WHBX-FM >	1 WHBX-FM >	1 WHBX-FM >
WWLD-FM >	2 WBZE-FM	2 WBZE-FM	2 WBZE-FM >	2 WBZE-FM >	2 WTNT-FM >	WXSX-FM >	2 WXSX-FM	2 WWFO-F <	2 WGLF-FM
3 WXSX-FM	3 WXSX-FM	3 WWFO-F >	3 WWFO-F	3 WSNi-FM >	3 WWLD-FM	3 WWLD-FM	WWLD-FM	3 WGLF-FM	WWFO-F
WTNT-FM >		4 WXSX-FM >	WTNT-FM	4 WWFO-F	WGLF-FM >	WGLF-FM	WGLF-FM >		4 WTNT-FM
					WBZE-FM				

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	34 (2)	34 (2)	12.9 %	10.5 %
AOR/Classic/NR	0 (0)	56 (3)	56 (3)	21.2 %	17.3 %
Black/Urban	0 (0)	51 (1)	51 (1)	19.3 %	19.5 %
CHR	0 (0)	17 (1)	17 (1)	6.4 %	9.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	45 (3)	45 (3)	17.0 %	23.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	17 (2)	0 (0)	17 (2)	6.4 %	8.2 %
Oldies	0 (0)	16 (1)	16 (1)	6.1 %	5.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	2 (1)	5 (2)	1.9 %	0.5 %
Soft AC/EZ	0 (0)	17 (1)	17 (1)	6.4 %	6.8 %
Sports	6 (1)	0 (0)	6 (1)	2.3 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	26 (4)	238 (13)	264 (17)		

Other Rated Stations				Metro Share	Cume Rating
WANM -AM	N	1070	Tallahassee	0.9 / 3.4	
WCVC -AM	REL	1330	Tallahassee	0.9 / 2.7	
WNLS -AM	SPRTS	1270	Tallahassee	1.9 / 6.0	
WTNS -FM	AC/CHR	100.7	Midway	2.2 / 8.8	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WAFT -FM	REL	101.1	Valdosta, GA	0.6 / 1.8	
WGWD -FM	C	93.3	Gretna	1.3 / 4.5	

TALLAHASSEE

Consolidation Report	12+	25-54	Revenue
HVS WBZE-FM, WHBT-AM, WHBX-FM, WWLD-FM	30.0 %	30.0 %	25.9 %
Local WAIB-FM, WWFO-FM	10.7 %	10.7 %	11.0 %
Partech WJPH-AM, WMFL-AM, WMLO-FM	5.4 %	5.4 %	8.7 %
Paxson WNLS-AM, WSNI-FM, WTNT-FM, WTPS-FM, WXSJ-FM	23.6 %	23.6 %	44.0 %
	69.7 %	69.7 %	89.6 %

AM Stations

WTAL	1450	1 KW	Talk	CBS, Westwd, PRN	NA	Roslin
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FM Stations

Station	Freq	Power	Genre	Notes	Owner
WAIB	103.1	50 KW @ 295	Country	NA K&P	WWFO owner
WBZE	98.9	100 KW @ 390	AC	Westwd \$19.00 Katz	HVS
WGLF	104.1	100 KW @ 1394	AOR	\$27.00 Banner	Timm
WHBX	96.1	37 KW @ 479	Black	SMN, Westwd \$21.00 Katz	HVS
WMLO	104.9	47 KW @ 505	Soft AC	CNN \$15.00 ---	Partech Havana
WSNI	107.1	61 KW @ 823	Oldies	\$24.00 ---	Paxson Thomasville, GA
WTNT	94.9	100 KW @ 840	Country	ABC \$42.00 Christal	Paxson
WTPS	100.7	11.5 KW @ 489	AC/CHR	NA ---	Paxson Midway
WWFO	99.9	50 KW @ 492	Classic AOR	\$16.00 ---	WAIB owner Lafayette
WWLD	106.1	3 KW @ 328	CHR	\$14.00 Katz	HVS/Timm
WXSJ	101.5	50 KW @ 476	CHR	Source, Westwd \$13.00 Mc-Guild	Paxson Quincy

Notes: 3/96 WRZK-F changed from AOR to CHR as WWLD-F . . . 3/96 WNLS/WTNT-F sold by Tomlin/Knapp to Southern (D+) for \$3,500,000 (MVP) . . . 4/96 WTPS-F sold to Southern (D+) for \$. . . 4/96 WRZK-F sold to HVS/Timm for \$850,000 . . . 5/96 Southern sold the following to Paxson (D+): WNLS for \$300,000; WSNI-F for \$1,800,000; WTNT-F for \$6,500,000; WTPS-F for \$500,000; WXSJ-F for \$1,400,000 . . .

TAMPA-ST. PETERSBURG

Arbitron Rank: 21 Pop (12+): 1,885,200
MSA Rank: 23
MSA Pop: 2,200,000
DMA # 15
Average Person Ratings: 17.4
Market TSL In Hours: 23.25

Stations: 32 / 30
Diaries 3104 / 607:1/52.4 %
Sample Target: 3,080
% Below Line: 0.8
% Not Listed: 11.6
Pop per Station: 62,840

Last Year's Revenue: \$78,500,000
Household Income: \$37,992
Retail Dollars: \$22.7 Bil
#1 Biller: WQYK-AF \$12,000,000
#1 Billing Portfolio: Jacor duop + \$22,600,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WFLZ -FM	CHR	275 / 8.4	7.5	7.8	8.0	6.3	7.9	3944 / 20.9	19.2	18.7	386 / 5645	G WFLZ -FM
2	WQYK -FM	C	239 / 7.3	5.9	7.9	7.4	7.8	7.1	3032 / 16.1	17.9	17.0	253 / 3425	I WQYK -FM
3	WDUV -FM	EZ/ST	218 / 6.6	6.7	5.6	4.5	4.8	5.8	2296 / 12.2	11.0	9.1	377 / 4024	E WDUV -FM
4	WFLA -AM	T	212 / 6.5	6.8	4.7	5.1	6.3	5.8	2542 / 13.5	10.8	12.3	258 / 3119	G WFLA -AM
5	WMTX -AF	AC	210 / 6.4	6.0	6.0	6.1	5.9	6.1	2779 / 14.7	14.2	15.5	232 / 3171	H WMTX -AF
6	WGUL -AF	ST	198 / 6.0	5.7	5.1	4.8	4.3	5.4	1414 / 7.5	7.1	7.2	218 / 1616	C WGUL -AF
7	WRBQ -FM	C	186 / 5.7	6.0	6.2	5.8	5.3	5.9	2597 / 13.8	14.8	13.9	242 / 3346	G WRBQ -FM
8	WXTB -FM	AOR	175 / 5.3	5.0	5.9	6.4	6.3	5.7	2409 / 12.8	12.5	13.6	216 / 3003	H WXTB -FM
9	WWRM -FM	SAC	141 / 4.3	5.1	5.5	5.9	6.7	5.2	2523 / 13.4	14.4	15.4	195 / 3413	G WWRM -FM
10	WUSA -FM	AC	134 / 4.1	3.7	4.9	4.2	5.4	4.2	1975 / 10.5	11.3	11.2	143 / 2091	G WUSA -FM
11	WYUU -FM	O	131 / 4.0	3.9	3.5	5.2	4.2	4.1	2195 / 11.6	12.5	12.9	141 / 2448	E WYUU -FM
13	WHPT -FM	AOR-P	110 / 3.3	4.5	4.0	3.5	3.6	3.8	1882 / 10.0	10.6	10.3	173 / 2787	G WHPT -FM
14	WSJT -FM	J	108 / 3.3	3.5	3.9	3.5	0.3	3.5	1461 / 7.7	9.4	1.4	154 / 2180	B WSJT -FM
15	WCOF -FM	O-70s	107 / 3.3	3.4	3.0	3.2	3.9	3.2	1988 / 10.5	10.5	10.8	127 / 2306	E WCOF -FM
16	WTBT -FM	AOR/CL	72 / 2.2	1.9	2.4	1.5	1.4	2.0	990 / 5.2	5.7	3.2	75 / 1000	B WTBT -FM
17	WTMP -AM	B	56 / 1.7	1.2	1.4	2.1	1.7	1.6	710 / 3.8	3.6	3.2	57 / 744	B WTMP -AM
18	WRBQ -AM	B	52 / 1.6	1.3	1.3	1.5	1.6	1.4	759 / 4.0	3.5	3.7	62 / 845	B WRBQ -AM
19	WLVU -FM	ST	50 / 1.5	2.5	2.5	1.7	1.7	2.1	557 / 3.0	3.8	3.0	50 / 557	B WLVU -FM
20	WSUN -AM	SPRST	43 / 1.3	1.0	1.4	2.3	2.5	1.5	788 / 4.2	4.5	5.3	54 / 972	D WSUN -AM

12+ FM Share (Metro): 77.39 % (2249 of 2906) (Spring 95: 77.34 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WFLZ-FM >	1 WFLZ-FM	1 WFLZ-FM	1 WMTX-AF	1 WMTX-AF	1 WDUV-FM <	1 WFLZ-FM <	1 WQYK-FM	1 WFLZ-FM <	1 WFLZ-FM	1 WFLA-AM >
2 WXTB-FM	2 WXTB-FM >	2 WMTX-AF	2 WFLZ-FM <	2 WQYK-FM	2 WGUL-AF <	2 WFLA-AM <	2 WMTX-AF <	2 WQYK-FM	2 WFLA-AM >	2 WFLZ-FM >
3 WRBQ-FM	3 WMTX-AF	3 WXTB-FM	3 WQYK-FM <	3 WFLZ-FM <	3 WFLA-AM <	3 WQYK-FM	3 WDUV-FM <	3 WMTX-AF	3 WXTB-FM <	3 WXTB-FM
	4 WRBQ-FM <	4 WQYK-FM <	4 WRBQ-FM	4 WRBQ-FM	4 WQYK-FM >	4 WDUV-FM <	4 WFLA-AM <	4 WDUV-FM	4 WMTX-AF	4 WQYK-FM <
	5 WHPT-FM <	5 WRBQ-FM	5 WXTB-FM <	5 WYUU-FM	5 WMTX-AF <	5 WMTX-AF <	5 WGUL-AF	WRBQ-FM <	5 WDUV-FM <	5 WGUL-AF
	6 WQYK-FM	6 WHPT-FM	6 WHPT-FM <	6 WUSA-FM <	6 WYUU-FM	6 WGUL-AF <	WFLZ-FM	6 WGUL-AF	6 WGUL-AF <	6 WOUV-FM
			7 WCOF-FM <	7 WXTB-FM <		7 WRBQ-FM	7 WXTB-FM <	WXTB-FM	7 WQYK-FM <	
			8 WYUU-FM <	8 WHPT-FM			8 WRBQ-FM	WFLA-AM	8 WRBQ-FM	
			9 WUSA-FM <	WCOF-FM <			WWRM-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WFLZ-FM >	1 WFLZ-FM	1 WMTX-AF	1 WMTX-AF	1 WMTX-AF >	1 WXTB-FM <	1 WXTB-FM <	1 WXTB-FM <	1 WXTB-FM	1 WXTB-FM <
2 WXTB-FM	2 WMTX-AF	2 WFLZ-FM	2 WFLZ-FM	2 WRBQ-FM <	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WFLZ-FM >	2 WQYK-FM <
	3 WRBQ-FM	3 WRBQ-FM	3 WRBQ-FM	3 WQYK-FM	3 WHPT-FM <	3 WHPT-FM	3 WHPT-FM	3 WHPT-FM <	3 WFLA-AM <
4 WRBQ-FM >	4 WXTB-FM	4 WCOF-FM	4 WQYK-FM	4 WFLZ-FM <	4 WQYK-FM <	4 WQYK-FM	4 WQYK-FM	4 WQYK-FM	4 WFLZ-FM <
5 WQYK-FM	5 WQYK-FM	5 WQYK-FM	5 WWRM-F <	5 WWRM-F <		5 WMTX-AF	WCOF-FM <	WMTX-AF	5 WYUU-FM
6 WWRM-F	6 WWRM-F <	6 WWRM-F <	6 WUSA-FM	6 WUSA-FM			6 WSJT-FM <	6 WFLA-AM <	6 WHPT-FM <
	7 WCOF-FM <	7 WHPT-FM <		7 WCOF-FM			7 WTBT-FM	7 WYUU-FM <	7 WMTX-AF <
	8 WHPT-FM	8 WXTB-FM		WYUU-FM			WMTX-AF	8 WTBT-FM	8 WTBT-FM
		WUSA-FM		WSJT-FM				WCOF-FM	WCOF-FM <

TAMPA-ST. PETERSBURG

Format Performance	AM	FM	Total	%	Spr 95
AC	3 (2)	342 (2)	345 (4)	11.9 %	13.5 %
AOR/Classic/NR	0 (0)	357 (3)	357 (3)	12.3 %	13.5 %
Black/Urban	124 (3)	0 (0)	124 (3)	4.3 %	4.8 %
CHR	0 (0)	275 (1)	275 (1)	9.5 %	7.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	437 (3)	437 (3)	15.0 %	15.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	37 (2)	0 (0)	37 (2)	1.3 %	0.0 %
Jazz	0 (0)	108 (1)	108 (1)	3.7 %	0.0 %
News/Talk	285 (4)	0 (0)	285 (4)	9.8 %	13.0 %
Oldies	0 (0)	250 (3)	250 (3)	8.6 %	9.6 %
Others/Unknown	5 (1)	0 (0)	5 (1)	0.2 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
Soft AC/EZ	0 (0)	141 (1)	141 (1)	4.9 %	14.1 %
Sports	76 (3)	0 (0)	76 (3)	2.6 %	0.9 %
Standards	127 (1)	339 (3)	466 (4)	16.0 %	7.2 %
Totals	657 16	2249 (17)	2906 (33)		

Other Rated Stations					Metro Share	Cume Rating
WAMA	-AM	SP	1550	Tampa	0.3	/ 0.5
WBDN	-AM	T	760	Brandon	0.6	/ 1.4
WFNS	-AM	SPRTS	910	Plant City	0.4	/ 1.5
WHNZ	-AM	N/T	570	Pinellas Park	0.9	/ 3.9
WLJU	-AM	?	1470	Dunedin	0.2	/ 0.5
WQYK	-AM	T	1010	Seffner	0.9	/ 3.0
WRMD	-AM	SP	680	St. Petersburg	0.8	/ 1.4
WRXB	-AM	B	1590	St. Pete Beach	0.5	/ 1.2
WZTM	-AM	SPRTS	820	Largo	0.4	/ .9

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WOCL	-FM	O	105.9	De Land	0.4	/ 0.6
WPCV	-FM	C	97.5	Lakeland	0.4	/ 1.7

Consolidation Report	12+	25-54	Revenue
Clear Channel WRBQ-FM, WMTX-AM, WMTX-FM, WRBQ-AM	13.7 %	18.1 %	18.3 %
Cox WWRM-FM, WSUN-AM, WCOF-FM	8.9 %	12.0 %	13.1 %
Entercom semi-duop WYUU-FM, WISP-FM	4.0 %	5.8 %	4.9 %
Jacor WDUV-FM, WXTB-FM, WTBT-FM, WFLZ-FM, WFLA-AM	29.0 %	21.6 %	28.8 %
Paxson WZTM-AM, WHNZ-AM, WHPT-FM, WSJT-FM	7.9 %	11.5 %	10.2 %
	63.4 %	69.0 %	75.3 %

AM Stations

WDAE	1250 5 KW (DA-1)	See WUSA-F				
WFLA	970 5 KW (DA-2)	Talk	ABC \$102.00	Eastman	Jacor	
WFNS	910 5 KW (DA-2)	Sports	Westwd, SBUSA \$33.00	---		Plant City
WGUL	860 2 KW/1.5 KW(DA-2)	See WGUL-F				Dunedin
WHNZ	570 5 KW (DA-2)	Talk	CBS, AP \$41.00	Banner	Paxson	Pinellas Park
WMTX	1040 3.6 KW/420 W (DA-N)	See WMTX-F				
WQYK	1010 50 KW/5 KW (DA-2)	Talk		Katz	Inf./CBS/West., pend.	Seffner
WRBQ	1380 5 KW (DA-N)	Black	SMN, ABC \$36.00	Clear Channel	Clear Channel	
WSUN	620 10 KW (DA-N)	Sports	\$48.00	Christal	Cox	
WTMP	1150 5 KW/2.5 KW(DA-2)	Black	AURN, Westwd \$34.00	Roslin		

TAMPA-ST. PETERSBURG

FM Stations

WCOF	107.3	100 KW @ 620	Oldies-70's		\$77.00	Christal	Cox	
WDUV	103.3	100 KW @ 1358	EZ	Westwd	\$82.00	Christal	Jacor	Bradenton
WFLZ	93.3	100 KW @ 1358	CHR	ABC	\$108.00	Eastman	Jacor	
WGUL	96.1	3 KW @ 486	Standards	UPI	\$51.00	K&P		Dade City
WHPT	102.5	100 KW @ 1663	Prog. AOR		\$136.00	Banner	Paxson	Sarasota
WLVU	106.3	3.3 KW @ 300	Standards	AP	\$35.00	---		Holiday
WMTX	95.7	100 KW @ 606	AC		\$161.00	MMR	Clear Channel	
WQYK	99.5	100 KW @ 550	Country		\$195.00	Katz	Inf./CBS/West., pend.	
WRBQ	104.7	100 KW @ 555	Country	ABC	\$111.00	Clear Channel	Clear Channel	
WSJT	94.1	100 KW @ 1493	Jazz		\$70.00	Katz	Paxson	Lakeland
WTBT	105.5	6 KW @ 144	Classic AOR	ABC	\$60.00	---	Jacor	New Port Richey
WUSA	100.7	100 KW @ 1358	AC		\$145.00	Mc-Guild	Gannett	
WWRM	94.9	100 KW @ 1290	Soft AC		\$110.00	Christal	Cox	
WXTB	97.9	100 KW @ 1345	AOR	ABC	\$131.00	Banner	Jacor	
WYUU	92.5	50 KW @ 488	Oldies		\$82.00	CBS	Entercom	Safety Harbor

Notes: 3/96 Citicasters sold the following to Jacor (D+): WTBT-F for \$8,500,000; WXTB-F for \$33,900,000 . . . 6/96 WQYK-AF sold by Infinity to CBS/Westinghouse for \$98,000,000 . . . 6/96 WUSA-F shifts from AC to AC/CHR as "Kiss 100" after the survey . . .

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

TERRE HAUTE

Arbitron Rank: 180 Pop (12+):	172,300	Stations:	16 / 13	Last Year's Revenue:	\$4,900,000
MSA Rank:	235	Diaries	585 / 295:1/60.6 %	Household Income:	\$35,250
MSA Pop:	150,000	Sample Target:	610	Retail Dollars:	\$2.7 Bil
DMA #	142	% Below Line:	1.5	#1 Biller:	WTHI-F \$1,650,000
Average Person Ratings:	16.1	% Not Listed:	12.6	#1 Billing Portfolio:	WTHI-AF \$1,850,000
Market TSL In Hours:	22.25	Pop per Station:	13,254		

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1 WTHI -FM	C	90 / 32.5	27.6	31.6	749 / 43.5	44.9	50.0	118 / 1164	WTHI -FM	
2 WMGI -FM	CHR	47 / 17.0	18.4	9.0	469 / 27.2	13.5	25.8	63 / 732	WMGI -FM	
3 WZZQ -FM	AOR	27 / 9.8	9.6	13.3	314 / 18.2	18.3	24.0	45 / 626	WZZQ -FM	
4 WSDM -FM	O	18 / 6.5	5.2	3.5	220 / 12.8	13.1	7.8	22 / 313	WSDM -FM	
5 WACF -FM	C	11 / 4.0	2.4	3.5	167 / 9.7	8.5	10.1	13 / 230	WACF -FM	
6 WBOW -AM	T	9 / 3.3	3.2	3.5	125 / 7.3	7.9	9.6	9 / 137	WBOW -AM	
WLEZ -FM	EZ	9 / 3.3	4.8	4.3	152 / 8.8	8.6	10.5	13 / 229	WLEZ -FM	
8 WTHI -AM	T	8 / 2.9	1.2	0.8	121 / 7.0	5.4	5.1	8 / 132	WTHI -AM	

12+ FM Share (Metro): 91.32 % (221 of 242) (Spring 95: 90.43 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WMGI-FM >	1 WTHI-FM	1 WTHI-FM >	1 WTHI-FM >	1 WTHI-FM >	1 WTHI-FM >	1 WTHI-FM >	1 WTHI-FM >	1 WTHI-FM >	1 WTHI-FM	1 WMGI-FM
2 WTHI-FM >	2 WMGI-FM	2 WMGI-FM	2 WMGI-FM	2 WMGI-FM >	2 WSDM-FM <	2 WMGI-FM >	2 WMGI-FM >	2 WMGI-FM	2 WMGI-FM	2 WTHI-FM >
	3 WZZQ-FM >>	3 WZZQ-FM >	3 WZZQ-FM >	3 WZZQ-FM >	3 WMGI-FM	3 WZZQ-FM	3 WZZQ-FM >	3 WZZQ-FM >	3 WZZQ-FM >	3 WZZQ-FM >
		4 WSDM-FM >	4 WSDM-FM >	4 WSDM-FM >			4 WSDM-FM >	4 WSDM-FM >		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WMGI-FM >	1 WMGI-FM >	1 WMGI-FM	1 WTHI-FM	1 WTHI-FM >	1 WTHI-FM	1 WTHI-FM	1 WZZQ-FM	1 WTHI-FM >	1 WTHI-FM >
2 WTHI-FM >	2 WTHI-FM >	2 WTHI-FM >	2 WMGI-FM >	2 WMGI-FM >	2 WZZQ-FM	2 WZZQ-FM >	WTHI-FM >	2 WZZQ-FM >>	2 WZZQ-FM >
3 WZZQ-FM >		3 WSDM-FM >	3 WSDM-FM	3 WSDM-FM >	3 WMGI-FM >	3 WMGI-FM >	3 WMGI-FM >	3 WMGI-FM	3 WSDM-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	6 (2)	6 (2)	2.5 %	22.0 %
AOR/Classic/NR	0 (0)	29 (2)	29 (2)	12.0 %	11.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	47 (1)	47 (1)	19.4 %	3.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	101 (2)	101 (2)	41.7 %	36.8 %
Full Service	1 (1)	0 (0)	1 (1)	0.4 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	17 (2)	0 (0)	17 (2)	7.0 %	5.3 %
Oldies	0 (0)	18 (1)	18 (1)	7.4 %	6.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	4 (1)	4 (1)	1.7 %	0.5 %
Soft AC/EZ	0 (0)	9 (1)	9 (1)	3.7 %	5.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	3 (1)	7 (2)	10 (3)	4.1 %	8.1 %
Totals	21 (4)	221 (12)	242 (16)		

Other Rated Stations				Metro Share	Cume Rating
WAXI -FM	ST	104.9	Rockville	1.4 /	3.9
WCBH -FM	AC	104.3	Casey, IL	1.8 /	9.0
WPRS -AM	ST	144.0	Paris, IL	1.1 /	3.5
WQTY -FM	ST	93.3	Linton	1.1 /	1.6
WWVR -FM	REL	105.5	W. Terre Haute	1.4 /	2.2

Other Rated Stations—Outside Market				Metro Share	Cume Rating
WDNL -FM	AC	102.1	Danville, IL	0.4 /	2.2
WFBQ -FM	AOR	94.7	Indianapolis	0.7 /	1.8
WIBC -AM	FS/T	107.0	Indianapolis	0.4 /	1.9

Consolidation Report	12+	25-54	Revenue
Contemporary Media	13.1 %	11.8 %	18.4 %
WBOW-AM, WZZQ-AM, WZZQ-FM			
	13.1 %	11.8 %	18.4 %

TERRE HAUTE

AM Stations

WBOW	640	250 W (DA-N)	Talk	Westwd, CBS	NA Christal	Contemporary
WTHI	1480	5 KW/1 KW (DA-2)	Talk	ABC	NA Katz	

FM Stations

WACF	98.5	50 KW @ 500	Country	Westwd	NA ---		Paris, IL
WLEZ	102.7	28 KW @ 659	EZ Listening	CNN	NA K&P	Bomar	
WMGI	100.7	50 KW @ 500	CHR		NA ---		
WSDM	97.7	3 KW @ 300	Oldies	SMN	NA Reg'l.		Brazil
WTHI	99.9	50 KW @ 490	Country	ABC	NA Katz		
WZZQ	107.5	27.5 KW @ 670	AOR	Westwd, ABC	NA Christal	Contemporary	

Notes: WMGI-F reclassified as CHR (from AC) based on demographic audience concentrations . . . 10/95 WBFX began simulcasting WZZQ-F with calls WZZQ

TOLEDO

Arbltron Rank: 75 Pop (12+): 502,900	Stations: 28 / 18	Last Year's Revenue: \$18,800,000
MSA Rank: 85	Diaries 1858 / 271:1/53.5 %	Household Income: \$42,199
MSA Pop: 614,000	Sample Target: 1,910	Retail Dollars: \$6.4 Bil
DMA #: 65	% Below Line: 10.3	#1 Biller: WKKO-AF \$4,200,000
Average Person Ratings: 16.1	% Not Listed: 12.3	#1 Billing Portfolio: Jacor duop+ \$8,800,000
Market TSL In Hours: 21.75	Pop per Station: 27,939	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WKKO -FM C	115 / 14.2	11.7	11.2	10.4	10.2	11.9	1182 / 23.5	22.4	22.1	169 / 2020	F WKKO -FM	
2 WVKF -FM CHR	93 / 11.5	10.2	12.9	10.1	9.2	11.2	1330 / 26.4	28.3	26.6	124 / 2125	D WVKF -FM	
3 WRVF -FM AC	64 / 7.9	8.8	9.4	6.7	7.0	8.2	988 / 19.7	21.5	14.4	101 / 1607	C WRVF -FM	
4 WIOT -FM AOR	56 / 6.9	6.2	6.3	7.7	7.3	6.8	857 / 17.0	15.1	18.9	101 / 1592	D WIOT -FM	
5 WSPD -AM FS	50 / 6.2	7.1	5.2	5.6	5.4	6.0	655 / 13.0	13.5	15.2	61 / 833	C WSPD -AM	
6 WWWW -FM AC	43 / 5.3	5.1	5.6	7.2	8.5	5.8	706 / 14.0	14.9	18.2	58 / 875	D WWWW -FM	
7 WBUZ -FM AOR	42 / 5.2	5.8	5.0	4.8	4.7	5.2	750 / 14.9	12.3	10.8	56 / 1046	B WBUZ -FM	
8 WRQN -FM O	36 / 4.5	4.5	5.2	5.6	5.4	4.9	718 / 14.3	12.6	14.7	57 / 1052	C WRQN -FM	
9 WIMX -FM B/AC	34 / 4.2	1.9	1.4	1.6	1.6	2.3	381 / 7.6	5.7	5.7	38 / 521	A WIMX -FM	
10 WJR -AM FS	27 / 3.3	3.6	4.0	3.5	4.2	3.6	479 / 9.5	9.5	11.9	78 / 1176	A WJR -AM	
11 WCWA -AM ST	22 / 2.7	2.2	3.1	2.8	3.5	2.7	338 / 6.7	6.3	6.7	22 / 355	A WCWA -AM	
12 WXHR -FM CL AOR	14 / 1.7	3.1	2.6	3.7	5.3	2.8	443 / 8.8	10.3	13.4	23 / 690	C WXHR -FM	
13 WJLB -FM B	13 / 1.6	2.6	2.0	2.5	2.2	2.2	211 / 4.2	5.2	5.5	17 / 331	A WJLB -FM	
14 CIMX -FM AOR-NR	12 / 1.5	1.2	0.9	1.6	1.4	1.3	281 / 5.6	5.0	5.4	28 / 582	CIMX -FM	
15 CKWW -AM ST	11 / 1.4	1.2	1.7	1.0	1.3	1.3	148 / 2.9	2.7	2.5	19 / 230	CKWW -AM	
WVOI -AM B/G	11 / 1.4	0.9	0.9	1.6	1.1	1.2	127 / 2.5	2.8	3.0	11 / 127	A WVOI -AM	
WLQR -AM B	11 / 1.4	2.5	3.0	3.1	1.6	2.5	202 / 4.0	5.7	4.2	11 / 212	A WLQR -AM	

12+ FM Share (Metro): 80.37 % (569 of 708) (Spring 95: 78.27 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WVKF-FM >	1 WVKF-FM >	1 WKKO-FM <	1 WKKO-FM	1 WKKO-FM >	1 WKKO-FM >	1 WKKO-FM	1 WKKO-FM >	1 WKKO-FM	1 WVKF-FM	1 WKKO-FM
2 WBUZ-FM >	2 WKKO-FM	2 WVKF-FM >	2 WVKF-FM	2 WVKF-FM	2 WSPD-AM <	2 WVKF-FM >	2 WVKF-FM <	2 WVKF-FM	2 WBUZ-FM	2 WSPD-AM
3 WJLB-FM >	3 WIOT-FM <	3 WIOT-FM	3 WIOT-FM	3 WIOT-FM	3 WRVF-FM >	3 WSPD-AM	3 WRVF-FM	3 WRVF-FM	3 WKKO-FM	3 WIOT-FM <
4 WBUZ-FM >	4 WRVF-FM	4 WRVF-FM	4 WRVF-FM	4 WRVF-FM	4 WWWW-F <	4 WIOT-FM <	4 WSPD-AM	4 WIOT-FM	4 WIOT-FM <	4 WVKF-FM
5 WRVF-FM	5 WBUZ-FM <	5 WWWW-F	5 WWWW-F	5 WWWW-F	5 WRQN-FM	5 WRVF-FM	5 WIOT-FM	5 WBUZ-FM	5 WIMX-FM	5 WWWW-F >
6 WIMX-FM <	6 WWWW-F	6 WIMX-FM	6 WIMX-FM	6 WVKF-FM	6 WWWW-F	6 WWWW-F	6 WWWW-F	6 WWWW-F <	6 WWWW-F <	6 WRVF-FM
		7 WIMX-FM	7 WRQN-FM	7 WRQN-FM	7 WJR-AM					

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WVKF-FM >	1 WVKF-FM >	1 WVKF-FM	1 WVKF-FM <	1 WKKO-FM >	1 WBUZ-FM	1 WBUZ-FM <	1 WIOT-FM <	1 WIOT-FM <	1 WKKO-FM <
2 WRVF-FM	2 WKKO-FM	2 WKKO-FM >	2 WKKO-FM	2 WRVF-FM <	2 WKKO-FM >	2 WVKF-FM	2 WVKF-FM	2 WKKO-FM	2 WIOT-FM
3 WKKO-FM >	3 WRVF-FM	3 WRVF-FM	3 WRVF-FM >	3 WVKF-FM >	3 WVKF-FM	WIOT-FM	3 WBUZ-FM	3 WVKF-FM	3 WVKF-FM >
4 WIOT-FM	4 WIOT-FM	4 WIOT-FM >	4 WWWW-F	4 WWWW-F >	4 WIOT-FM >	4 WKKO-FM >	WKKO-FM >	4 WBUZ-FM >	4 WBUZ-FM
5 WBUZ-FM	5 WWWW-F	5 WWWW-F	5 WIOT-FM	5 WIOT-FM <	5 CIMX-FM >	5 WIMX-FM >	5 WIMX-FM >	5 WRQN-FM <	5 WRQN-FM <
WWW-F >	6 WBUZ-FM	6 WBUZ-FM	6 WIMX-FM					6 WIMX-FM <	6 WIMX-FM
WIMX-FM	WIMX-FM >	WIMX-FM >						7 WWWW-F <	

TOLEDO

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	113 (4)	113 (4)	16.0 %	11.7 %
AOR/Classic/NR	0 (0)	131 (6)	131 (6)	18.5 %	23.2 %
Black/Urban	11 (1)	47 (2)	58 (3)	8.2 %	3.7 %
CHR	0 (0)	101 (2)	101 (2)	14.3 %	10.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	7 (1)	129 (4)	136 (5)	19.2 %	14.9 %
Full Service	77 (2)	0 (0)	77 (2)	10.9 %	12.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	8 (1)	8 (1)	1.1 %	1.4 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Oldies	0 (0)	40 (2)	40 (2)	5.6 %	7.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	11 (1)	0 (0)	11 (1)	1.6 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	8.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	33 (2)	0 (0)	33 (2)	4.7 %	5.5 %
Totals	139 (7)	569 (21)	708 (28)		

Other Rated Stations					Metro Share	Cume Rating
WHMQ	-FM	C	107.7	N. Baltimore	1.1	/ 2.1
WJZE	-FM	J	97.3	Oak Harbor	1.0	/ 3.7
WMTR	-FM	O	96.1	Archbold	0.5	/ 1.9
WTOD	-AM	C	1560	Toledo	0.9	/ 3.0
WTWR	-FM	AC	98.3	Monroe, MI	1.0	/ 5.8

Other Rated Stations—Outside Market					Metro Share	Cume Rating
CIDR	-FM	AOR-P	93.9	Windsor, ON	0.4	/ 2.0
WDFM	-FM	AC	98.1	Defiance	0.4	/ 0.6
WKXA	-FM	AC/CHR	100.5	Findlay	0.4	/ 1.5
WLZZ	-FM	C	104.5	Montpelier	0.2	/ 1.4
WQTE	-FM	C	95.3	Adrian, MI	0.4	/ 1.5
WRIF	-FM	AOR	101.1	Detroit	0.5	/ 2.3

Consolidation Report	12+	25-54	Revenue
Fritz WIMX-FM, WKKO-FM, WRQN-FM, WTOD-AM	23.8 %	27.1 %	27.6 %
Jacor WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WWKS-FM	35.3 %	34.5 %	46.8 %
	59.1 %	61.6 %	74.4 %

AM Stations

WCWA	1230	1 KW	Standards	Westwd, CBS	\$<20.00	Eastman	Enterprise
WLQR	1470	1 KW (DA-2)	Black	SMN	\$<20.00	D&R	Midwestern
WSPD	1370	5 KW (DA-N)	Full Service	CBS	\$36.00	Mc-Guild	Jacor
WTOD	1560	5 KW (DAYS, DA)	Country	ABC	NA	Katz	Fritz
WVOI	1520	1 KW (DA-2)	Black	AURN, Westwd	\$17.00	Regional	

FM Stations

WBUZ	106.5	3 KW @ 328	AOR	\$20.00	Torbet		Delta
WIMX	95.7	3.5 KW @ 433	Black/AC	\$20.00	Katz	Fritz	Gibsonburg
WIOT	104.7	50 KW @ 540	AOR	Source	\$58.00	Eastman	Jacor
WJZE	97.3	1.2 KW @ 531	Jazz	ABC	\$<20.00	K&P	Oak Harbor
WKKO	99.9	50 KW @ 500	Country	ABC	\$75.00	Katz	Fritz
WRQN	93.5	4.1 KW @ 397	Oldies	ABC	\$33.00	Katz	Fritz
WRVF	101.5	19 KW @ 807	AC	\$46.00	Mc-Guild	Jacor	
WTWR	98.3	1.4 KW @ 466	AC	AP	\$16.00	Patt	Monroe, MI
WWKS	92.5	50 KW @ 480	CHR	\$52.00	Mc-Guild	Jacor	
WWWMM	105.5	4 KW @ 390	AC	\$50.00	D&R	Midwestern	Sylvania
WXKR	94.5	30 KW @ 630	AOR-New Rock	ABC	\$29.00	Banner	Port Clinton

Notes: 3/96 Noble sold the following to Jacor: WRVF-F for \$5,500,000; WSPD for \$3,200,000; WWKS-F for \$11,000,000 . . . 3/96 WYHK-F changes from Country to Black AC as WIMX-F . . . 3/96 WXKR-F changes from Classic AOR to AOR-New Rock . . . 4/96 WIMX-F (95.7; Gibsonville) sold by B. & C. Carr to Fritz (D+) for \$1,000,000 . . . 5/96 WCWAWIOT-F sold by Enterprise to Jacor (D+) for \$13,000,000 (Blackburn; Jorgenson)

TOPEKA

Arbitron Rank: 176 Pop (12+): 179,500	Stations: 26 / 12	Last Year's Revenue: \$6,700,000
MSA Rank: 218	Diaries 610 / 294:1/65.9 %	Household Income: \$44,191
MSA Pop: 167,000	Sample Target: 610	Retail Dollars: \$2.0 Bil
DMA #: 140	% Below Line: 17.4	#1 Biller: KMAJ-F \$1,500,000
Average Person Ratings: 14.7	% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 14,958	KTOP/KDVV-F/KMAJ-AF \$2,950,000

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1	WIBW -FM	C	36 / 13.7	13.4	14.4	525 / 29.3	28.5	25.9	75 / 1078	C WIBW -FM
2	KMAJ -FM	AC	31 / 11.8	12.8	15.1	377 / 21.0	28.5	27.9	40 / 555	C KMAJ -FM
3	KTPK -FM	C	29 / 11.0	12.1	11.5	383 / 21.4	26.5	23.9	45 / 646	C KTPK -FM
4	KDVV -FM	CL AOR	24 / 9.1	4.0	6.5	337 / 18.8	12.9	15.5	35 / 601	B KDVV -FM
5	WIBW -AM	FS/T	16 / 6.1	6.0	6.8	225 / 12.5	13.4	16.1	26 / 407	C WIBW -AM
	KQTP -FM	O	16 / 6.1	5.4		266 / 14.8	14.5		21 / 327	A KQTP -FM
7	KLZR -FM	AOR	10 / 3.8	1.3	0.7	180 / 10.0	5.4	5.0	28 / 448	C KLZR -FM
8	KWIC -FM	AC/CHR	9 / 3.4	1.0	1.8	131 / 7.3	5.2	5.0	9 / 142	C KWIC -FM
9	KTOP -AM	ST	7 / 2.7	2.0	2.2	101 / 5.6	6.0	6.9	7 / 103	C KTOP -AM
	KPRS -FM	B	7 / 2.7	1.7	3.2	101 / 5.6	5.6	6.4	11 / 165	C KPRS -FM

12+ FM Share (Metro): 85.78 % (199 of 232) (Spring 95: 79.24 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KLZR-FM >	1 KDVV-FM	1 KDVV-FM <	1 KDVV-FM <	1 KMAJ-FM	1 WIBW-FM	1 WIBW-FM	1 WIBW-FM <	1 WIBW-FM	1 WIBW-FM <	1 WIBW-FM >
2 WIBW-FM >	2 KMAJ-FM	2 WIBW-FM	2 KMAJ-FM	2 KDVV-FM <	2 KMAJ-FM	2 KMAJ-FM	2 KMAJ-FM	2 KMAJ-FM	2 KTPK-FM	2 WIBW-FM
3 KMXV-FM >	3 KTPK-FM	KMAJ-FM	3 WIBW-FM	3 WIBW-FM	3 KTPK-FM	3 KTPK-FM	3 KDVV-FM	3 KTPK-FM	3 KMAJ-FM	
	4 WIBW-FM >	4 KTPK-FM	4 KTPK-FM	4 KTPK-FM	4 WIBW-FM	4 WIBW-FM <	KTPK-FM >	4 KDVV-FM >	WIBW-FM	
						5 KDVV-FM >				

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KLZR-FM	1 KMAJ-FM	1 KMAJ-FM >	1 KMAJ-FM	1 KMAJ-FM >	1 KYYS-FM >	1 KDVV-FM	1 KDVV-FM >	1 KDVV-FM >	1 KDVV-FM >
WIBW-FM	2 KDVV-FM	2 KDVV-FM >	2 WIBW-FM >	2 WIBW-FM >	2 WIBW-FM >	2 KTPK-FM >	2 KTPK-FM >	2 WIBW-FM	2 WIBW-FM
KWIC-FM >	3 WIBW-FM	3 WIBW-FM	3 KDVV-FM	3 KDVV-FM		3 WIBW-FM		3 KTPK-FM >	KTPK-FM
KTPK-FM	KWIC-FM	KWIC-FM >	4 KTPK-FM	KTPK-FM >		KYYS-FM		4 KMAJ-FM	
				KQTP-FM					

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	41 (3)	41 (3)	17.7 %	16.1 %
AOR/Classic/NR	0 (0)	50 (6)	50 (6)	21.6 %	14.8 %
Black/Urban	0 (0)	7 (1)	7 (1)	3.0 %	2.1 %
CHR	0 (0)	5 (1)	5 (1)	2.2 %	4.2 %
Classical	0 (0)	3 (1)	3 (1)	1.3 %	0.0 %
Country	0 (0)	72 (5)	72 (5)	31.0 %	37.3 %
Full Service	20 (2)	0 (0)	20 (2)	8.6 %	7.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	6 (2)	0 (0)	6 (2)	2.6 %	6.4 %
Oldies	0 (0)	20 (3)	20 (3)	8.6 %	7.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	1 (1)	1 (1)	0.4 %	1.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	7 (1)	0 (0)	7 (1)	3.0 %	2.5 %
Totals	33 (5)	199 (21)	232 (26)		

Other Rated Stations				Metro Share	Cume Rating
KANS -FM	O	92.9	Osage City	0.8	/ 1.6
KMAJ -AM	T	1440	Topeka	1.1	/ 4.1
KMKF -FM	AOR	101.5	Manhattan	1.1	/ 4.7

Other Rated Stations—Outside Market				Metro Share	Cume Rating
KCFX -FM	CL AOR	101.1	Harrisonville, MO	1.1	/ 3.7
KCMO -FM	O	94.9	Kansas City, MO	0.8	/ 4.1
KCMO -AM	N/T	810	Kansas City, MO	1.1	/ 4.0
KKFK -FM	C	94.1	Kansas City, KS	0.4	/ 1.7
KLTH -FM	SAC	99.7	Kansas City, MO	0.4	/ 1.6
KMXV -FM	CHR	93.3	Kansas City, MO	1.9	/ 9.0
KNZA -FM	C	103.9	Hiawatha, KS	1.9	/ 1.9
KQRC -FM	AOR	98.9	Leavenworth, KS	1.9	/ 5.2
KUDL -FM	AC	98.1	Kansas City, KS	0.4	/ 2.3
KXBZ -FM	C	104.7	Manhattan	0.4	/ 2.1
KXTR -FM	CL	96.5	Kansas City, MO	1.1	/ 3.7
KYYS -FM	AOR/CL	102.1	Kansas City, MO	1.9	/ 5.6
WDAF -AM	C/FS	610	Kansas City, MO	1.5	/ 5.0

TOPEKA

Consolidation Report	12+	25-54	Revenue
Local	24.7 %	30.8 %	44.0 %
KDVV-FM, KMAJ-AM, KMAJ-FM, KTOP-AM			
	24.7 %	30.8 %	44.0 %

AM Stations

KTOP	1490	1 KW	Standards	Westwd	\$11.00	Banner	KMAJ owner
WIBW	580	5 KW (DA-N)	Full Svc./Talk	CBS, PRN	\$23.00	Katz	Stauffer

FM Stations

KDVV	100.3	100 KW @ 260	Classic AOR	Westwd	\$22.00	Banner	KMAJ owner
KLZR	105.9	100 KW @ 594	AOR	AP	NA	--	Lawrence
KMAJ	10.7	100 KW @ 1214	AC	Westwd	\$34.00	Torbet	
KQTP	102.9	50 KW @ 320	Oldies	Westwd, CNN	NA	--	St. Marys
KTPK	106.9	100 KW @ 1210	Country	ABC	\$31.00	Torbet	
KWIC	99.3	6 KW @ 292	AC/CHR		NA	--	
WIBW	97.3	100 KW @ 1220	Country	SMN	\$25.00	ABC	Stauffer

Notes:

TUCSON

Arbitron Rank: 62 Pop (12+): 628,100	Stations: 25 / 23	Last Year's Revenue: \$23,700,000
MSA Rank: 73	Diaries 1190 / 528:1/ .532 %	Household Income: \$33,715
MSA Pop: 758,000	Sample Target: 1,190	Retail Dollars: \$7.0 Bil
DMA #: 80	% Below Line: 2.5	#1 Biller: KIIM-F Rev: \$4,900,000
Average Person Ratings: 15.7	% Not Listed: 13.2	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 27,309	SFX duop \$6,500,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KIIM -FM	C	114 / 11.5	13.6	16.2	11.6	12.4	13.2	1375 / 21.9	25.1	24.7	129 / 1611	G KIIM -FM
2 KMXZ -FM	AC	96 / 9.7	7.4	11.4	10.6	8.6	9.8	1295 / 20.6	21.0	22.3	103 / 1393	E KMXZ -FM
3 KRQQ -FM	CHR	73 / 7.4	6.8	8.5	7.7	7.2	7.6	1393 / 22.2	21.9	21.9	80 / 1596	D KRQQ -FM
4 KLPX -FM	AOR	64 / 6.5	6.3	6.7	8.1	7.8	6.9	1016 / 16.2	18.1	18.4	72 / 1151	D KLPX -FM
5 KHYT -FM	CL AOR	60 / 6.1	8.4	0.8	0.8	0.2	4.0	869 / 13.8	3.0	1.6	70 / 1011	KHYT -FM
6 KNST -AM	N/T	57 / 5.8	6.2	4.7	5.8	6.4	5.6	707 / 11.3	11.6	11.5	64 / 797	D KNST -AM
7 KWFM -FM	O	54 / 5.5	4.8	5.4	7.2	5.7	5.7	974 / 15.5	12.9	18.2	62 / 1275	D KWFM -FM
8 KOHT -FM	SP	49 / 5.0	6.8	4.0	4.2	3.2	5.0	671 / 10.7	8.6	8.3	50 / 674	KOHT -FM
9 KKHG -FM	AOR/CL	46 / 4.7	4.9	5.1	5.5	6.4	5.0	708 / 11.3	13.8	15.0	46 / 728	C KKHG -FM
10 KFMA -FM	AOR-NR	36 / 3.6	2.5	2.2	1.5	2.3	2.5	655 / 10.4	8.5	7.4	38 / 709	KFMA -FM
11 KCEE -AM	ST	34 / 3.4	3.1	4.0	3.4	3.2	3.5	417 / 6.6	7.3	7.3	35 / 429	KCEE -AM
12 KGVY -AM	ST	29 / 2.9	2.4	2.8	1.7	2.8	2.5	228 / 3.6	3.9	3.9	29 / 228	KGVY -AM
13 KTZR -AM	SP	26 / 2.6	1.3	1.2	2.0	1.8	1.8	256 / 4.1	3.0	3.4	26 / 256	KTZR -AM
14 KZLZ -FM	SP	21 / 2.1	2.1	2.5	3.1	1.5	2.5	192 / 3.1	4.1	3.2	22 / 218	C KZLZ -FM
15 KTUC -AM	T	17 / 1.7	2.0	2.5	1.8	2.6	2.0	422 / 6.7	6.9	7.1	17 / 436	KTUC -AM
16 KXEW -AM	SP	15 / 1.5	1.0	1.6	1.5	0.9	1.4	192 / 3.1	39.0	27.0	15 / 192	KXEW -AM
17 KSAZ -AM	ST	13 / 1.3	0.8	1.2	1.2	1.5	1.1	209 / 3.3	3.4	3.6	22 / 298	KSAZ -AM
18 KCUB -AM	C	10 / 1.0	2.0	1.4	1.4	1.9	1.5	216 / 3.4	4.6	6.5	10 / 216	KCUB -AM

12+ FM Share (Metro): 72.73 % (624 of 858) (Winter 95: 66.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KRQQ-FM >	1 KRQQ-FM <	1 KMXZ-FM <	1 KMXZ-FM	1 KMXZ-FM	1 KIIM-FM	1 KIIM-FM	1 KIIM-FM <	1 KIIM-FM	1 KRQQ-FM >	1 KIIM-FM
2 KOHT-FM >	2 KIIM-FM <	2 KIIM-FM	2 KIIM-FM	2 KIIM-FM	2 KMXZ-FM	2 KMXZ-FM >	2 KMXZ-FM	2 KMXZ-FM	2 KOHT-FM <	2 KRQQ-FM <
3 KIIM-FM	3 KLPX-FM	3 KLPX-FM <	3 KLPX-FM <	3 KHYT-FM	3 KNST-AM <	3 KRQQ-FM	3 KNST-AM	3 KLPX-FM <	3 KFMA-FM	3 KNST-AM
KFMA-FM	KMXZ-FM >	4 KRQQ-FM	4 KHYT-FM	4 KLPX-FM <	4 KWFM-FM	4 KHYT-FM <	4 KHYT-FM <	4 KRQQ-FM	4 KIIM-FM	KLPX-FM
5 KHYT-FM <	5 KHYT-FM	5 KRQQ-FM <	5 KWFM-FM	5 KHYT-FM <	5 KLPX-FM <	5 KLPX-FM <	5 KHYT-FM	5 KHYT-FM	5 KMXZ-FM <	5 KMXZ-FM
6 KFMA-FM <	6 KKHG-FM	6 KKHG-FM <	6 KRQQ-FM <	6 KCEE-AM	6 KNST-AM	6 KWFM-FM <	6 KWFM-FM	6 KLPX-FM <	6 KLPX-FM <	6 KKHG-FM
7 KKHG-FM	7 KWFM-FM	7 KWFM-FM >	7 KKHG-FM	7 KOHT-FM <	7 KRQQ-FM	7 KOHT-FM <	7 KKHG-FM	7 KKHG-FM	7 KKHG-FM <	
8 KOHT-FM >			8 KNST-AM				8 KNST-AM <	8 KNST-AM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KIIM-FM	1 KMXZ-FM	1 KMXZ-FM >	1 KMXZ-FM	1 KMXZ-FM	1 KRQQ-FM	1 KLPX-FM	1 KLPX-FM >	1 KLPX-FM >	1 KLPX-FM <
2 KMXZ-FM	2 KIIM-FM	2 KIIM-FM	2 KIIM-FM >	2 KIIM-FM >	2 KIIM-FM	2 KRQQ-FM	2 KRQQ-FM	2 KKHG-FM	2 KHYT-FM
KRQQ-FM >	3 KRQQ-FM >	3 KRQQ-FM >	3 KRQQ-FM >	3 KRQQ-FM	KLPX-FM	3 KIIM-FM	3 KHYT-FM	KHYT-FM <	3 KNST-AM <
4 KLPX-FM	4 KHYT-FM	4 KHYT-FM	4 KHYT-FM <	4 KWFM-FM	4 KFMA-FM >	4 KKHG-FM <	KKHG-FM	4 KIIM-FM <	4 KKHG-FM
5 KOHT-FM	5 KLPX-FM	5 KOHT-FM	5 KWFM-FM	5 KHYT-FM	5 KKHG-FM	5 KFMA-FM	5 KIIM-FM	5 KRQQ-FM	5 KIIM-FM
KFMA-FM	6 KOHT-FM	6 KLPX-FM	6 KLPX-FM	7 KOHT-FM	KOHT-FM	6 KHYT-FM	KMXZ-FM	6 KMXZ-FM	6 KMXZ-FM <
						7 KMXZ-FM	7 KNST-AM	7 KNST-AM	7 KWFM-FM >
								8 KWFM-FM	8 KRQQ-FM

TUCSON

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	96 (1)	96 (1)	11.2 %	10.1 %
AOR/Classic/NR	0 (0)	210 (6)	210 (6)	24.5 %	19.4 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	73 (1)	73 (1)	8.5 %	11.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	10 (1)	114 (1)	124 (2)	14.5 %	17.8 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	55 (4)	70 (2)	125 (6)	14.6 %	11.2 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	81 (3)	0 (0)	81 (3)	9.4 %	11.5 %
Oldies	0 (0)	54 (1)	54 (1)	6.3 %	6.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	7 (1)	11 (2)	1.3 %	3.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	8 (1)	0 (0)	8 (1)	0.9 %	0.0 %
Standards	76 (3)	0 (0)	76 (3)	8.9 %	8.9 %
Totals:	234 13	624 (13)	858 (26)		

Other Rated Stations					Metro Share	Cume Rating
KEVT	-AM	REL	1030	Cortaro	0.6	/ 1.4
KFFN	-AM	SPRTS	1490	Tucson	0.8	/ 2.2
KGMS	-FM	REL	97.1	Green Valley	0.7	/ 2.0
KQTL	-AM	SP	1210	Sahuarita	0.8	/ 2.0
KTKT	-AM	T	990	Tucson	0.7	/ 4.7
KVOI	-AM	REL	690	Tucson	0.4	/ 1.9

Other Rated Stations--Outside Market					Metro Share	Cume Rating
KHOT	-FM	AOR-NR	100.3	Globe	0.4	/ 1.2

Consolidation Report	12+	25-54	Revenue
Journal Co. KMXZ-FM, KKHG-FM, KFFN-AM	15.2 %	21.0 %	22.8 %
Local KIIM-FM, KHYT-FM, KCUB-AM	18.6 %	20.6 %	22.4 %
Lotus KTKT-AM, KLPX-FM, KFMA-FM	10.8 %	12.2 %	14.8 %
SFX KWFM-FM, KRQQ-FM, KNST-AM, KCEE-AM	22.1 %	20.3 %	28.7 %
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	66.7 %	74.1 %	88.7 %

AM Stations

Station	Power	Time	Format	Comments	Revenue	Advertiser	Agency
KCEE	940	1 KW/250 W (DA-2)	Standards	Westwd	\$20.00	---	SFX
KCUB	1290	1 KW	Country		\$22.00	Katz	KIIM-F owner
KFFN	1490	1 KW	Sports	1 On 1, ABC, SBUSA	\$15.00	CBS	Journal Co.
KGVS	1080	1 KW (DAYS)	Standards	AP	\$20.00	K&P	Green Valley
KNST	790	5 KW/500 W (DA-1)	News/Talk	ABC, Westwd	\$44.00	Banner	SFX
KQTL	1210	10 KW/1 KW (DA-N)	Hispanic		\$17.00	Caballero	Sahuarita
KSAZ	580	5 KW/320 W (DA-N)	Standards	ABC, SMN	\$<20.00	---	Marana
KTKT	990	10 KW/1 KW (DA-2)	Sports/Talk	CNN	\$14.00	Christal	Lotus
KTUC	1400	1 KW	Talk	CBS, Westwd, Talknt	\$<20.00	Roslin	
KTZR	1450	1 KW	Hispanic		\$<20.00	Caballero	
KXEW	1600	1 KW (DA-N)	Hispanic	CRC	\$<20.00	Lotus	

FM Stations

KFMA	92.1	50 KW @ 492	AOR-New Rock	\$23.00	Christal	Lotus	Green Valley
KHYT	107.5	15 KW @ 3527	70's Oldies	NA		KIIM owner	
KIIM	99.5	93 KW @ 2036	Country	\$93.00	Katz		
KKHG	104.1	3 KW @ 102	AOR/Classic	\$37.00	CBS	Journal Co.	
KLPX	96.1	100 KW @ 1952	AOR	UPI	\$62.00	Christal	Lotus
KMXZ	94.9	100 KW @ 1952	AC	ABC	\$70.00	CBS	Journal Co.
KOHT	98.3	3 KW @ 202	Hispanic	\$22.00	Lotus		Marana
KRQQ	93.7	94 KW @ 2032	CHR	\$55.00	Banner	SFX	
KWFM	92.9	93 KW @ 2036	Oldies	ABC, Westwd	\$51.00	Banner	SFX
KZLZ	105.3	50 KW @ 492	Hispanic	\$28.00	Katz	Hisp.	Kearny

Notes: 2/96 Prism sold these stations to SFX: KCEE for \$500,000; KNST for \$3,400,000; KRQQ-F for \$10,500,000; KWFM-F for \$10,700,000 . . . 3/96 KTZR sold by Hassey to Royal for \$650,000 . . . 3/96 KKND changed format to all Sports and calls to KFFN ("The Fan")

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

TULSA

Arbitron Rank: 60 **Pop (12+):** 641,600
MSA Rank: 72
MSA Pop: 751,000
DMA # 59
Average Person Ratings: 15.7
Market TSL in Hours: 21.00

Stations: 24 / 23
Diaries 1217 / 527:1/55.2 %
Sample Target: 1,290
% Below Line: 0.3
% Not Listed: 10.0
Pop per Station: 27,896

Last Year's Revenue: \$28,700,000
Household Income: \$38,132
Retail Dollars: \$7.4 Bil
#1 Biller: KWEN-F \$5,000,000
#1 Billing Portfolio: NewCity/Cox duop \$9,900,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	KRMG -AM	FS	99 / 9.8	8.7	9.0	8.7	7.8	9.0	1264 / 19.7	20.0	18.0	121 / 1578	E KRMG -AM
2	KWEN -FM	C	95 / 9.4	12.0	14.2	11.5	11.9	11.8	1505 / 23.5	28.2	22.9	134 / 2189	G KWEN -FM
3	KMYZ -FM	AOR-NR	70 / 6.9	7.8	6.4	6.1	6.1	6.8	1104 / 17.2	16.3	15.1	106 / 1695	C KMYZ -FM
4	KBEZ -FM	SAC	67 / 6.6	6.4	6.7	8.4	7.9	7.0	1017 / 15.9	16.0	17.6	88 / 1461	D KBEZ -FM
5	KMOD -FM	AOR	62 / 6.2	5.7	6.9	6.7	6.8	6.4	898 / 14.0	14.7	14.5	77 / 1320	E KMOD -FM
	KJSR -FM	O-70s	62 / 6.2	6.6	6.7	5.1	6.2	6.1	1233 / 19.2	14.5	16.9	95 / 1788	B KJSR -FM
7	KQLL -FM	O	54 / 5.4	4.3	4.2	3.0	4.1	4.2	920 / 14.3	12.4	11.9	78 / 1317	C KQLL -FM
8	KVOO -AM	C	47 / 4.7	3.2	3.9	4.7	5.4	4.1	557 / 8.7	10.4	9.8	63 / 831	KVOO -AM
9	KVOO -FM	C	45 / 4.5	5.7	4.5	5.5	5.2	5.0	639 / 10.0	10.4	12.2	62 / 1035	E KVOO -FM
10	KOAS -FM	J	43 / 4.3	3.5	4.9	1.9	1.2	3.6	516 / 8.0	9.8	4.9	46 / 589	A KOAS -FM
11	KHTT -FM	CHR	38 / 3.8	4.1	4.8	7.5	5.8	5.1	915 / 14.3	14.6	15.5	53 / 1320	C KHTT -FM
12	KXOJ -FF	REL	36 / 3.6	3.8	2.8	3.2	2.7	3.3	509 / 7.9	8.7	7.4	46 / 651	A KXOJ -FF
13	KCKI -FM	C	33 / 3.3	2.8	2.5	2.6	3.4	2.8	651 / 10.1	9.1	10.0	57 / 1038	B KCKI -FM
14	KCFM -FM	CL	29 / 2.9	1.3	0.9	1.3	1.2	1.6	560 / 8.7	5.9	6.5	32 / 645	KCFM -FM
15	KRAV -FM	AC	28 / 2.8	4.0	3.1	4.1	4.8	3.5	676 / 10.5	11.6	11.4	42 / 1019	C KRAV -FM
	KJMM -FM	B	28 / 2.8	3.2	2.9	2.8	2.7	2.9	339 / 5.3	5.3	5.6	31 / 449	A KJMM -FM
17	KGTO -AM	ST	24 / 2.4	3.7	2.4	3.8	2.2	3.1	291 / 4.5	4.0	3.2	28 / 315	A KGTO -AM

12+ FM Share (Metro): 77.95 % (707 of 907) (Spring 95: 81.58 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KMYZ-FM >	1 KMYZ-FM	1 KWEN-FM	1 KWEN-FM <	1 KWEN-FM	1 KRMG-AM >	1 KRMG-AM	1 KRMG-AM	1 KWEN-FM <	1 KMYZ-FM >	1 KWEN-FM <
2 KHTT-FM >	2 KWEN-FM	2 KMOD-FM <	2 KMOD-FM <	2 KMOD-FM <	2 KWEN-FM	2 KWEN-FM >	2 KWEN-FM	2 KRMG-AM <	2 KWEN-FM	2 KMYZ-FM >
3 KWEN-FM	3 KJSR-FM	3 KJSR-FM	3 KJSR-FM	3 KJSR-FM <	3 KBEZ-FM	3 KMOD-FM	3 KBEZ-FM	3 KMYZ-FM <	3 KJSR-FM	3 KRMG-AM >
4 KJMM-FM	4 KMOD-FM	4 KMYZ-FM <	4 KRMG-AM <	4 KRMG-AM <	KVOO-AM	4 KVOO-AM <	4 KMOD-FM	4 KJSR-FM <	4 KBEZ-FM	4 KJSR-FM
KCKI-FM >	5 KBEZ-FM <	5 KRMG-AM <	5 KBEZ-FM <	5 KBEZ-FM <	KQLL-FM >	5 KBEZ-FM <	5 KJSR-FM	5 KBEZ-FM	KRMG-AM <	
	6 KRMG-AM	6 KBEZ-FM	6 KQLL-FM	6 KQLL-FM	6 KMOD-FM	6 KMYZ-FM	6 KQLL-FM <	6 KQLL-FM <	KJMM-FM	
	KXOJ-FF <	7 KQLL-FM	7 KOAS-FM <	7 KOAS-FM			7 KVOO-FM <	7 KMOD-FM >	7 KMOD-FM	
8 KCKI-FM	8 KXOJ-FF <	8 KXOJ-FF					8 KOAS-FM			
	KXOJ-FM	9 KXOJ-FM	9 KXOJ-FM							

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 KMYZ-FM	1 KWEN-FM	1 KWEN-FM	1 KWEN-FM >	1 KWEN-FM	1 KMYZ-FM >	1 KMYZ-FM	1 KJSR-FM	1 KMOD-FM	1 KMOD-FM	
2 KCKI-FM	2 KMYZ-FM	2 KBEZ-FM	2 KBEZ-FM	2 KBEZ-FM >	2 KWEN-FM	2 KJSR-FM	2 KWEN-FM <	2 KJSR-FM	2 KJSR-FM	
	KWEN-FM >	3 KBEZ-FM	3 KRAV-FM	3 KJSR-FM <	3 KMOD-FM	3 KWEN-FM <	3 KMOD-FM	3 KRMG-AM	3 KWEN-FM	
4 KJMM-FM	KHTT-FM <	4 KMOD-FM	4 KXOJ-FF <	KRMG-AM	KRMG-AM	4 KMOD-FM	KMYZ-FM	KMYZ-FM <	KRMG-AM	
	KHTT-FM	5 KJSR-FM	KMYZ-FM	5 KQLL-FM <	KQLL-FM	5 KBEZ-FM	5 KRMG-AM	5 KRMG-AM	5 KWEN-FM >	5 KQLL-FM
6 KJSR-FM >	6 KXOJ-FF	KJSR-FM	6 KHTT-FM	6 KXOJ-FF <	KJSR-FM	6 KVOO-FM	6 KVOO-FM >	6 KQLL-FM	6 KOAS-FM	
	KRAV-FM	7 KHTT-FM	KMYZ-FM	7 KRAV-FM	KJMM-FM	7 KCKI-FM	7 KXOJ-FF	KOAS-FM	7 KBEZ-FM <	
	KMOD-FM	KXOJ-FF		8 KHTT-FM <		KXOJ-FF				

TULSA

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations	Metro Share	Cume Rating
AC	0 (0)	28 (1)	28 (1)	3.2 %	7.2 %	KAKC -AM SPRTS 1300 Tulsa	0.7	/ 2.7
AOR/Classic/NR	0 (0)	132 (2)	132 (2)	15.1 %	9.0 %	KCFO -AM REL 970 Tulsa	1.0	/ 2.7
Black/Urban	0 (0)	28 (1)	28 (1)	3.2 %	4.5 %	KHJM -FM REL 100.3 Taft	0.7	/ 1.7
CHR	0 (0)	38 (1)	38 (1)	4.4 %	13.5 %	KQLL -AM SPRTS 1430 Tulsa	1.3	/ 2.9
Classical	0 (0)	29 (1)	29 (1)	3.3 %	1.3 %	KTFX -FM C 102.3 Sand Springs	0.7	/ 1.3
Country	47 (2)	183 (5)	230 (7)	26.4 %	29.7 %			
Full Service	99 (1)	0 (0)	99 (1)	11.4 %	8.8 %			
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Jazz	0 (0)	43 (1)	43 (1)	4.9 %	0.0 %			
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %			
Oldies	0 (0)	116 (2)	116 (2)	13.3 %	11.6 %			
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %			
Religion/Gospel	10 (1)	8 (3)	18 (4)	2.1 %	3.7 %			
Soft AC/EZ	0 (0)	67 (1)	67 (1)	7.7 %	8.9 %			
Sports	20 (2)	0 (0)	20 (2)	2.3 %	0.5 %			
Standards	24 (1)	0 (0)	24 (1)	2.8 %	2.5 %			
Totals	200 (7)	672 (18)	872 (25)					

Other Rated Stations--Outside Market						Metro Share	Cume Rating
KITO	-FM	C	96.1	Vinita		0.3	/ 0.9

Consolidation Report	12+	25-54	Revenue
Clear Channel KQLL-FM, KQLL-AM, KOAS-FM, KMOD-FM, KAKC-AM	17.8 %	23.6 %	18.1 %
Great Empire KVOO-FM, KVOO-AM, KCKI-FM	12.4 %	8.4 %	15.3 %
NewCity/Cox KWEN-FM, KRMG-AM, KJSR-FM	25.4 %	26.7 %	34.5 %
Renda KHTT-FM, KBEZ-FM	10.4 %	10.6 %	15.7 %
	66.0 %	69.3 %	83.6 %

AM Stations						
KAKC	1300	5 KW/1 KW (DA-2)	Sports	Westwd, 1 On 1	NA Christal	Clear Channel
KGTO	1050	1 KW/22 W	Standards	CNN, Westwd	\$<20.00 Torbet	
KQLL	1430	5 KW (DA-2)	Sports	Westwd, ABC, CBS	NA Banner	Clear Channel
KRMG	740	50 KW/25 KW (DA-2)	Full Service	ABC, Talknt	\$63.00 Katz	Cox
KVOO	1170	50 KW (DA-N)	Country	ABC	NA D&R	Great Empire

FM Stations						
KBEZ	92.9	100 KW @ 1318	Soft AC/EZ		\$53.00 Eastman	Renda
KCFM	94.1	18 KW @ 817	Classical		NA Banner	Okmulgee
KCKI	99.5	100 KW @ 981	Country		\$<20.00 D&R	Great Empire
KHTT	106.9	100 KW @ 1010	CHR		\$38.00 Eastman	Renda
KJMM	105.3	3.4 KW @ 879	Black	AURN, ABC	\$<20.00 K&P	Bixby
KJSR	103.3	100 KW @ 1280	Oldies-70's		\$45.00 ---	Cox
KMOD	97.5	100 KW @ 1327	AOR		\$64.00 Christal	Clear Channel
KMYZ	104.5	70 KW @ 1130	AOR-New Rock	ABC	\$44.00 Banner	Pryor
KOAS	92.1	27 KW @ 656	Jazz		\$32.00 Banner	Clear Channel
KQLL	106.1	100 KW @ 1322	Oldies		\$37.00 Banner	Clear Channel
KRAV	96.5	100 KW @ 1327	AC		\$30.00 Torbet	
KVOO	98.5	100 KW @ 1226	Country	ABC	\$70.00 D&R	Great Empire
KWEN	95.5	100 KW @ 1327	Country		\$98.00 Katz	Cox
KXOJ	100.9	5 KW @ 361	Religion		\$<20.00 Salem	Sapulpa

Notes: 4/96 Federated sold these stations to Clear Channel: KQLL-AF for \$3,800,000; KOAS-F for \$1,900,000 (both, est.) . . . 4/96 KTHK-F changed formats from Classic AOR to Classical with the calls KCFM-F . . . 5/96 KMYZ-AM (Pryor) sold by Shamrock for \$40,000 . . . NewCity sold these stations to Cox: KJSR-F for \$6,000,000; KRMG for \$10,000,000; KWEN-F for \$25,000,000 . . . KCFM-F (Okmulgee) sold to Shamrock for \$1,800,000 . . .

UTICA-ROME

Arbitron Rank: 140 Pop (12+): 263,400	Stations: 29 / 20	Last Year's Revenue: \$8,000,000
MSA Rank: 177	Diaries 679 / 388:1/62.5 %	Household Income: \$40,428
MSA Pop: 316,000	Sample Target: 730	Retail Dollars: \$2.6 Bil
DMA #: 166	% Below Line: 7.9	#1 Biller: WLZW-F \$1,500,000
Average Person Ratings: 17.3	% Not Listed: 10.1	#1 Billing Portfolio: WLZW-F \$2,200,000
Market TSL In Hours: 23,00	Pop per Station: 13,170	

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WLZW -FM	AC/SAC	70 / 15.4	13.4	14.7	14.6	15.7	728 / 27.6	26.2	26.6	80 / 925	C	WLZW -FM
2	WFRG -FM	C	65 / 14.3	16.0	20.0	17.8	15.9	703 / 26.7	23.8	26.4	83 / 946	C	WFRG -FM
3	WSKS -FM	CHR	34 / 7.5	6.8	7.0	4.5	3.4	559 / 21.2	20.2	19.0	39 / 710	A	WSKS -FM
4	WOUR -FM	AOR	33 / 7.2	7.5	7.9	6.1	12.9	372 / 14.1	17.0	19.9	45 / 563	C	WOUR -FM
5	WIBX -AM	T/N	29 / 6.4	7.0	5.9	7.2	6.7	411 / 15.6	17.8	16.0	30 / 438	B	WIBX -AM
6	WKLL -FM	AOR	26 / 5.7	3.8	4.6	4.5	6.7	386 / 14.6	12.5	13.8	30 / 487	B	WKLL -FM
7	WODZ -AF	O	20 / 4.4	4.7	3.7	2.9	1.9	320 / 12.2	13.0	10.3	25 / 408	A	WODZ -AF
8	WRCK -FM	AOR/CL	17 / 3.7	4.9	3.3	4.5	7.3	328 / 12.5	12.9	13.2	19 / 428	B	WRCK -FM
9	WUTQ -AM	ST	15 / 3.3	1.6	1.8	6.5	3.9	129 / 4.9	35.0	50.0	15 / 129	A	WUTQ -AM
10	WTLB -AM	ST	13 / 2.9	3.3	2.2	1.3	1.5	181 / 6.9	7.2	6.3	13 / 186	A	WTLB -AM
11	WOWB -FF	AC	11 / 2.4	2.1	1.7	1.6	1.1	225 / 8.5	10.0	7.4	11 / 295	A	WOWB -FF
	WUUU -FM	J	11 / 2.4	2.6	2.6	2.0	1.3	175 / 6.6	5.4	5.0	11 / 203	A	WUUU -FM

12+ FM Share (Metro): 81.22 % (333 of 410) (Spring 95: 83.5 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WSKS-FM	1 WLZW-FM	1 WLZW-FM	1 WLZW-FM	1 WLZW-FM	1 WFRG-FM	1 WFRG-FM	1 WLZW-FM	1 WLZW-FM	1 WLZW-FM	1 WKLL-FM
2 WKLL-FM >	2 WOUR-FM	2 WFRG-FM	2 WFRG-FM >	2 WFRG-FM >	2 WLZW-FM	2 WLZW-FM	2 WFRG-FM >	2 WFRG-FM >	2 WSKS-FM	2 WFRG-FM >
	3 WKLL-FM	3 WOUR-FM	3 WOUR-FM >	3 WOUR-FM	3 WIBX-AM >	3 WIBX-AM >	3 WOUR-FM	3 WSKS-FM	WFRG-FM	3 WIBX-AM
	WSKS-FM	4 WSKS-FM	4 WSKS-FM <	4 WSKS-FM		4 WSKS-FM	4 WIBX-AM <	WOUR-FM >	4 WKLL-FM	
	5 WFRG-FM >	5 WKLL-FM	5 WODZ-AF	WODZ-AF		5 WOUR-FM	5 WSKS-FM	5 WKLL-FM	5 WOUR-FM	
		6 WODZ-AF		6 WRCK-FM >						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WLZW-FM	1 WLZW-FM >	1 WLZW-FM >	1 WLZW-FM >	1 WLZW-FM >	1 WKLL-FM >	1 WOUR-FM	1 WOUR-FM >	1 WOUR-FM	1 WOUR-FM
2 WSKS-FM	2 WSKS-FM	2 WFRG-FM	2 WFRG-FM >	2 WFRG-FM >	2 WOUR-FM	2 WKLL-FM >	2 WKLL-FM	2 WFRG-FM	2 WFRG-FM
3 WFRG-FM >	3 WFRG-FM >	WSKS-FM >	3 WSKS-FM >	3 WSKS-FM	3 WLZW-FM >	3 WLZW-FM	3 WLZW-FM	WKLL-FM >	3 WLZW-FM >
4 WKLL-FM >			4 WODZ-AF			4 WSKS-FM	WSKS-FM	3 WLZW-FM	
						5 WFRG-FM	5 WFRG-FM		
						WRCK-FM >			

Format Performance	AM	FM	Total	%	Spr 95
AC	1 (1)	84 (5)	85 (6)	20.7 %	21.5 %
AOR/Classic/NR	0 (0)	90 (6)	90 (6)	22.0 %	18.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	43 (2)	43 (2)	10.5 %	10.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	11 (2)	73 (4)	84 (6)	20.5 %	27.0 %
Full Service	3 (1)	0 (0)	3 (1)	0.7 %	2.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	11 (1)	11 (1)	2.7 %	0.0 %
News/Talk	34 (2)	0 (0)	34 (2)	8.3 %	7.5 %
Oldies	1 (1)	26 (2)	27 (3)	6.6 %	6.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	5 (1)	5 (1)	1.2 %	1.5 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	3.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	28 (2)	0 (0)	28 (2)	6.8 %	2.0 %
Totals	78 (9)	332 (21)	410 (30)		

Other Rated Stations	Metro Share	Cume Rating	
WBRV -FM	C	101.3 Lowville	0.7 / 2.2
WBRV -AM	C	900 Boonville	0.7 / 1.7
WLFH -AM	C	1230 Little Falls	1.8 / 3.3
WRUN -AM	T	1150 Utica	1.1 / 3.7
WVVC -FM	G	100.7 Utica	1.1 / 2.6
WXUR -FM	O	92.7 Herkimer	1.3 / 3.9

Other Rated Stations—Outside Market	Metro Share	Cume Rating	
WAQX -FM	AOR	95.7 Manlius	0.9 / 3.7
WBBS -FM	C	104.7 Fulton	0.7 / 3.0
WBUG -FM	C	101.1 Ft. Plain	0.4 / 2.1
WMCR -AM	AC	1600 Oneida	0.2 / 0.9
WNTQ -FM	CHR	93.1 Syracuse	2.0 / 7.2
WQBJ -FM	AOR	103.5 Cobleskill	1.3 / 4.1
WSYR -AM	FS	570 Syracuse	0.7 / 3.2
WTKW -FM	CL AOR	99.5 Bridgeport	0.9 / 1.6
WYYY -FM	AC	94.5 Syracuse	0.9 / 3.5

Consolidation Report	12+	25-54	Revenue
Dame, pend. WADR-AM, WOUR-FM, WRNY-AM, WSKS-FM, WUTQ-AM, WUUU-FM	20.4 %	17.7 %	26.9 %
Logan WFRG-FM, WODZ-AM, WODZ-FM	18.9 %	22.2 %	22.5 %
Radio Corp. WKLL-FM, WRCK-FM, WTLB-AM	12.3 %	11.4 %	15.0 %
	51.6 %	51.3 %	64.4 %

AM Stations

WIBX	950	5 KW (DA-1)	Talk/News	CBS, WW1, ABC	\$21.00	Mc-Guild	Forever	
WLFH	1230	1 KW	Country	SMN	\$<20.00	K&P		Little Falls
WTLB	1310	5 KW/500 W (DA-2)	Oldies	SMN, ABC	\$<20.00	D&R	Radio Corp.	
WUTQ	1550	1 KW/3 W	Standards	CNN, Westwd	\$<20.00	--	Dame	

FM Stations

WFRG	104.3	100 KW @ 495	Country		\$37.00	Katz	Logan	
WKLL	94.9	50 KW @ 275	AOR		\$<20.00	D&R	Radio Corp.	Frankfort
WLZW	98.7	25 KW @ 659	AC	CBS, Westwd	\$38.00	Torbet	Forever	
WODZ	97.9	7.4 KW @ 600	Oldies	SMN	\$20.00	Katz	Logan	
WOUR	96.9	19.5 KW @ 790	AOR		\$31.00	--	Dame	
WOWB	105.5	2.3 KW @ 528	AC		\$<20.00	Roslin		Little Falls
WOWZ	97.9	1.5 KW @ 670	See WOWB-F					Whitesboro
WRCK	107.3	50 KW @ 500	AOR/Classic	ABC	\$21.00	D&R	Radio Corp.	
WSKS	102.5	27 KW @ 650	CHR	CNN	\$<20.00	Eastman	Dame	Rome
WUUU	93.5	6 KW @ 240	Jazz	ABC	\$<20.00	Eastman	Dame	Remsen

Notes: 6/96 WUTQ/WOUR-F sold by Bendat to Dame for \$1,500,000 (Biernacki) . . . 6/96 WADR/WUUU-F/WRNY/WSKS-F sold by Adirondack/Promedia to Dame (D+) for \$1,500,000 (Biernacki)

VISALIA-TULARE-HANFORD

Arbitron Rank: 108 Pop (12+): 362,400	Stations: 36 / 9	Last Year's Revenue: NA
MSA Rank:	Diaries 1193 / 304:1/51.3 %	Household Income: \$34,358
MSA Pop: NA	Sample Target: 1,170	Retail Dollars: \$2.3 Bil
DMA # Fresno (#56)	% Below Line: 63.7	#1 Biller: NA
Average Person Ratings: 16	% Not Listed: 18.8	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 40,267	NA

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KBOS -FM	CHR	64 / 11.0	10.6	10.3	11.5	10.1	10.1	922 / 25.4	23.5	23.0	/	KBOS -FM
2 KMJ -AM	N/T	47 / 8.1	9.9	8.2	8.1	9.6	9.6	430 / 11.9	14.2	12.2	/	KMJ -AM
3 KJUG -AF	C	40 / 6.9	6.8	7.3	8.9	9.4	9.4	520 / 14.4	14.8	12.9	/	KJUG -AF
4 KJOI -FM	SAC	35 / 6.0	5.5	7.4	7.1	5.0	5.0	447 / 12.3	12.1	13.6	/	KJOI -FM
5 KFSD -FM	O	33 / 5.7	4.4	5.1	4.9	6.1	6.1	526 / 14.5	12.6	15.4	/	KFSD -FM
6 KSKS -FM	C	29 / 5.0	5.5	3.0	3.9	4.5	4.5	452 / 12.5	12.1	10.0	/	KSKS -FM
7 KFRR -FM	AOR-NR	28 / 4.8	3.8	3.7	0.8	1.2	1.2	412 / 11.4	10.6	9.1	/	KFRR -FM
8 KOQO -AF	SP	22 / 3.8	1.6	4.1	1.6	1.0	1.0	294 / 8.1	7.3	1.0	/	KOQO -AF
9 KRZR -FM	AOR	21 / 3.6	4.5	3.7	3.8	3.9	3.9	277 / 7.6	7.5	8.7	/	KRZR -FM
10 KSEQ -FM	AC	17 / 2.9	2.8	3.4	3.1	5.7	5.7	332 / 9.2	8.9	8.2	/	KSEQ -FM
KIOO -FM	AOR	17 / 2.9	2.2	2.9	4.8	3.9	3.9	211 / 5.8	6.3	6.6	/	KIOO -FM
12 KMPH -FM	N/T	10 / 1.7	2.2	3.5	1.6	1.5	1.5	210 / 5.8	7.9	8.7	/	KMPH -FM

12+ FM Share (Metro): 79.87 % (377 of 472) (Spring 95: 80.21 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KBOS-FM >	1 KBOS-FM >	1 KBOS-FM >	1 KBOS-FM >	1 KBOS-FM <	1 KMJ-AM >	1 KMJ-AM <	1 KMJ-AM	1 KBOS-FM >	1 KBOS-FM >	1 KBOS-FM
2 KFRR-FM >	2 KFRR-FM <	2 KSKS-FM <	2 KFSD-FM <	2 KFSD-FM	2 KJUG-AF <	2 KBOS-FM >	2 KJOI-FM <	2 KJUG-AF	2 KFRR-FM	2 KMJ-AM >
3 KOQO-AF <	3 KFSD-FM <	3 KSKS-FM	3 KSKS-FM	3 KSKS-FM	3 KJOI-FM	3 KJUG-AF	3 KJUG-AF	3 KJOI-FM	3 KFSD-FM <	
4 KRZR-FM	4 KJUG-AF	4 KJOI-FM <	4 KJOI-FM <	4 KFSD-FM >	4 KJOI-FM	4 KBOS-FM	KMJ-AM	4 KOQO-AF		
5 KSKS-FM >	5 KJOI-FM	5 KIOO-FM	5 KJUG-AF	5 KJUG-AF	5 KFSD-FM	5 KSKS-FM	KFSD-FM <	KJOI-FM		
	KRZR-FM	KMJ-AM <	KMJ-AM			KFSD-FM >				
	KOQO-AF									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KBOS-FM >	1 KBOS-FM >	1 KBOS-FM >	1 KBOS-FM >	1 KBOS-FM	1 KBOS-FM	1 KRZR-FM	1 KRZR-FM	1 KRZR-FM	1 KMJ-AM
2 KJUG-AF	2 KFRR-FM >	2 KFRR-FM	2 KJOI-FM	2 KJOI-FM	2 KRZR-FM	2 KBOS-FM	2 KOQO-AF	2 KBOS-FM <	KFSD-FM <
KOQO-AF	3 KSKS-FM	3 KSKS-FM	KSKS-FM	3 KFSD-FM <	KJUG-AF	3 KOQO-AF	3 KBOS-FM >	3 KFSD-FM	3 KIOO-FM
KFRR-FM >	KOQO-AF	KFSD-FM	4 KFSD-FM	4 KSKS-FM >	4 KFRR-FM >	4 KSKS-FM	4 KSKS-FM	KJUG-AF <	KRZR-FM <
			5 KFRR-FM	5 KJUG-AF		KFRR-FM	KFRR-FM >	5 KOQO-AF	5 KJUG-AF
							KIOO-FM	KIOO-FM	

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	17 (1)	17 (1)	3.6 %	4.2 %
AOR/Classic/NR	0 (0)	78 (5)	78 (5)	16.6 %	14.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	72 (3)	72 (3)	15.3 %	14.1 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	7 (2)	79 (5)	86 (7)	18.3 %	17.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	21 (4)	36 (4)	57 (8)	12.1 %	12.4 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	55 (3)	16 (2)	71 (5)	15.1 %	14.7 %
Oldies	5 (1)	36 (2)	41 (3)	8.7 %	7.2 %
Others/Unknown	4 (1)	0 (0)	4 (1)	0.8 %	1.9 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	2.5 %
Soft AC/EZ	0 (0)	43 (2)	43 (2)	9.1 %	9.3 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	94 12	377 (24)	471 (36)		

Other Rated Stations				Metro Share	Cume Rating
KJOP -AM	SP	1240	Lemoore	0.9 / 1.3	
KOJJ -FM	SP	100.5	E. Porterville	1.0 / 3.1	
KSLK -FM	SAC	96.1	Visalia	1.4 / 3.6	
KTHX -AM	O	1400	Visalia	0.9 / 1.7	
KTIP -AM	?	1450	Porterville	0.7 / 2.0	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KCHJ -AM	SP	1010	Delano	1.2 / 2.1	
KCWR -AM	C	550	Bakersfield	0.7 / 1.0	
KDNO -FM	T	98.5	Delano	1.0 / 3.1	
KERN -FM	O	94.1	Bakersfield	0.5 / 1.4	
KFRE -AM	T	940	Fresno	1.0 / 3.7	
KGO -AM	T	810	San Francisco	0.3 / 1.1	
KGST -AM	SP	1600	Fresno	1.2 / 1.4	
KJFX -FM	AOR	95.7	Fresno	1.2 / 4.8	
KKDJ -FM	CL AOR	105.9	Fresno	0.9 / 3.6	
KKXX -FM	CHR	105.3	Bakersfield	0.3 / 1.1	
KLBN -FM	SP	105.1	Auberry	1.0 / 2.5	
KNAX -FM	C	97.9	Fresno	0.9 / 4.1	
KRBT -FM	C	101.1	Fresno	0.3 / 1.7	
KRDU -AM	REL	1130	Dinuba	0.3 / 1.3	
KSUV -FM	SP	102.9	Bakersfield	0.5 / 1.6	

VISALIA-TULARE-HANFORD

Consolidation Report	12+	25-54	Revenue
Buckley	5.8 %	8.4 %	%
KIOO-FM, KSEQ-FM			
	5.8 %	8.4 %	%

FM Stations

KIOO	99.7	24 KW @ 689	AOR	Westwd	SNA D&R	Buckley	Porterville
KJUG	106.7	1.2 KW @ 2550	Country		SNA Western		
KSEQ	97.1	23.5 KW @ 777	AC		SNA D&R	Buckley	

Notes: Other ranked stations -- See Fresno . . . There is no TSA for this market

WASHINGTON, DC

Arbitron Rank: 8 Pop (12+): 3,512,500
MSA Rank: 5
MSA Pop: 4,550,000
DMA # 7
Average Person Ratings: 17.3
Market TSL in Hours: 22.75

Stations: 34 / 30
Diaries 4503 / 780:1/ 52.4 %
Sample Target: 4,030
% Below Line: 1.8
% Not Listed: 15.3
Pop per Station: 117,083

Last Year's Revenue: \$193,800,000
Household Income: \$67,192
Retail Dollars: \$46.6 Bil
#1 Biller: WPGC-F \$20,500,000
#1 Billing Portfolio: Infinity/West. duop+ \$42,900,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WMZQ -AF	C	394 / 6.5	5.3	5.6	5.4	5.9	5.7	4903 / 14.0	13.5	13.3	461 / 5993	J WMZQ -AF
2	WHUR -FM	B	355 / 5.8	5.4	5.2	5.7	4.3	5.5	4978 / 14.2	13.0	13.7	390 / 5440	H WHUR -FM
3	WPGC -FM	B/CHR	343 / 5.6	6.5	7.2	7.3	8.4	6.7	6110 / 17.4	17.2	18.9	394 / 7080	K WPGC -FM
4	WASH -FM	AC	312 / 5.1	4.8	5.0	5.1	4.2	5.0	5104 / 14.5	13.9	12.4	337 / 5761	I WASH -FM
5	WBIG -FM	O	301 / 4.9	4.4	4.4	3.9	3.8	4.4	4852 / 13.8	13.1	12.7	363 / 5835	H WBIG -FM
6	WKYS -FM	B	291 / 4.8	4.1	3.6	4.1	3.5	4.1	5141 / 14.6	12.0	12.2	324 / 5860	G WKYS -FM
7	WRQX -FM	AC/CHR	281 / 4.6	4.5	4.5	4.7	4.2	4.6	5176 / 14.7	13.9	14.4	320 / 6106	I WRQX -FM
8	WMMJ -FM	B/AC	278 / 4.6	4.9	4.0	3.4	3.8	4.2	3670 / 10.4	8.9	8.9	281 / 3751	H WMMJ -FM
9	WMAL -AM	FS/T	258 / 4.2	4.0	4.6	4.1	4.3	4.2	3677 / 10.5	10.9	11.6	281 / 4077	I WMAL -AM
11	WGMS -FM	CL	247 / 4.1	4.5	3.7	3.6	3.2	4.0	3225 / 9.2	9.7	8.6	266 / 3572	H WGMS -FM
12	WWDC -FM	AOR	212 / 3.5	3.7	3.8	3.7	3.7	3.7	4924 / 14.0	14.0	14.4	276 / 6600	H WWDC -FM
13	WJZW -FM	J	209 / 3.4	3.2	3.3	3.3	3.6	3.3	2956 / 8.4	8.5	9.0	217 / 3188	H WJZW -FM
14	WJFK -FM	T/J	200 / 3.3	3.7	4.2	4.1	3.5	3.8	2944 / 8.4	12.0	9.5	236 / 3455	J WJFK -FM
15	WTOP -AM	N	184 / 3.0	3.2	2.5	3.0	3.2	2.9	4634 / 13.2	11.9	14.4	210 / 5473	I WTOP -AM
16	WHFS -FM	AOR-NR	176 / 2.9	3.6	3.4	3.8	4.4	3.4	4586 / 13.1	12.9	12.4	247 / 6126	H WHFS -FM
17	WARW -FM	CL AOR	142 / 2.3	2.5	2.1	2.3	2.6	2.3	3416 / 9.7	8.4	9.3	179 / 4077	G WARW -FM
18	WWRC -AM	T	122 / 2.0	1.9	1.8	2.0	1.7	1.9	1836 / 5.2	5.2	5.4	128 / 1975	D WWRC -AM
19	WEBR -FM	AC	115 / 1.9	2.6	2.5	3.4	3.4	2.6	2564 / 7.3	9.2	10.2	131 / 2896	H WEBR -FM
20	WYCB -AM	G	85 / 1.4	1.5	1.8	1.4	1.3	1.5	1073 / 3.1	2.8	2.7	85 / 1090	WYCB -AM
21	WXTR -FM	O-70s	82 / 1.3	1.0	1.2	1.2	1.5	1.2	1823 / 5.2	4.9	6.3	116 / 2342	D WXTR -FM
22	WFRE -FM	C	68 / 1.1	1.3	0.7	1.2	1.0	1.1	962 / 2.7	2.3	2.1	114 / 1785	WFRE -FM
23	WOL -AM	B/T	65 / 1.1	1.1	1.8	1.5	2.1	1.4	618 / 1.8	2.9	2.9	66 / 630	D WOL -AM
24	WAVA -FM	REL	62 / 1.0	1.2	0.9	0.9	0.9	1.0	1132 / 3.2	3.4	3.5	72 / 1419	WAVA -FM
	WTEM -AM	SPRTS	62 / 1.0	1.3	1.1	0.7	0.7	1.0	1546 / 4.4	4.4	3.7	70 / 1708	E WTEM -AM

12+ FM Share (Metro): 82.44 % (4253 of 5159) (Spring 95: 81.07 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPGC-FM	1 WPGC-FM	1 WHUR-FM <	1 WHUR-FM <	1 WMZQ-AF <	1 WMZQ-AF	1 WHUR-FM <	1 WMZQ-AF >	1 WMZQ-AF	1 WHUR-FM	1 WMMJ-FM <
2 WKYS-FM >	2 WHUR-FM <	2 WMZQ-AF <	2 WMZQ-AF	2 WHUR-FM	2 WBIG-FM <	2 WMZQ-AF <	2 WBIG-FM <	2 WPGC-FM <	2 WPGC-FM <	2 WHUR-FM <
3 WWDC-F	3 WRQX-FM <	3 WRQX-FM <	3 WRQX-FM <	3 WBIG-FM <	3 WMAL-AM	3 WMZQ-FM <	3 WASH-FM <	3 WBIG-FM <	3 WASH-FM <	3 WPGC-FM <
	4 WKYS-FM	4 WPGC-FM	4 WBIG-FM	4 WRQX-FM <	4 WGMS-FM <	4 WPGC-FM <	4 WGMS-FM <	4 WKYS-FM <	4 WMMJ-FM <	4 WBIG-FM
	5 WWDC-F <	5 WASH-FM <	5 WMMJ-FM <	5 WMMJ-FM <	5 WMMJ-FM	5 WMAL-AM <	5 WHUR-FM <	5 WASH-FM <	5 WKYS-FM >	
	6 WHFS-FM <	6 WBIG-FM	6 WASH-FM	6 WASH-FM	6 WHUR-FM <	6 WJFK-FM	6 WRQX-FM <	6 WRQX-FM <		
	7 WMZQ-AF	7 WMMJ-FM	7 WPGC-FM	7 WJZW-FM <	7 WASH-FM <	7 WBIG-FM <	7 WKYS-FM <	7 WMAL-AM <		
		WJFK-FM	WKYS-FM	WJZW-FM <	8 WPGC-FM <	8 WTOP-AM <	8 WASH-FM	8 WMAL-AM <	8 WJFK-FM <	
					9 WJFK-FM <	9 WJZW-FM	WTOP-AM	9 WPGC-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPGC-FM	1 WPGC-FM	1 WHUR-FM	1 WHUR-FM <	1 WHUR-FM <	1 WPGC-FM	1 WJFK-FM <	1 WJFK-FM <	1 WJFK-FM <	1 WMZQ-AF
2 WKYS-FM >	2 WRQX-FM	2 WRQX-FM	2 WASH-FM <	2 WASH-FM <	2 WKYS-FM	2 WPGC-FM	2 WHUR-FM	2 WMZQ-AF <	2 WHUR-FM <
3 WRQX-FM <	WHUR-FM	3 WPGC-FM	3 WRQX-FM <	3 WMZQ-AF <	3 WWDC-F <	3 WWDC-F <	3 WHFS-FM	3 WHUR-FM	3 WJFK-FM
4 WASH-FM	4 WKYS-FM	4 WASH-FM <	4 WPGC-FM	4 WRQX-FM <	4 WJFK-FM <	4 WHFS-FM <	4 WRQX-FM <	4 WPGC-FM <	4 WBIG-FM
5 WHFS-FM <	5 WASH-FM	5 WMMJ-FM <	5 WMMJ-FM	5 WMMJ-FM <	5 WHFS-FM	5 WKYS-FM <	5 WMZQ-AF	5 WWDC-F	5 WRQX-FM <
6 WHUR-FM <	6 WMMJ-FM	6 WKYS-FM <	6 WMZQ-AF <	6 WBIG-FM <	6 WARW-F	6 WHUR-FM <	6 WWDC-F <	6 WRQX-FM	6 WMMJ-FM <
7 WWDC-F	7 WWDC-F <	7 WMZQ-AF	7 WBIG-FM <	7 WPGC-FM <	7 WMZQ-AF	7 WMZQ-AF <	7 WPGC-FM	7 WBIG-FM <	7 WJZW-FM
	8 WMZQ-AF <	8 WWDC-F	8 WKYS-FM	8 WJZW-FM		8 WRQX-FM	8 WKYS-FM	8 WKYS-FM	
	9 WHFS-FM >	9 WHFS-FM							

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Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	749 (5)	749 (5)	14.5 %	5.5 %	WAFY -FM	AC 103.1	Middletown, MD	0.4 / 0.6
AOR/Classic/NR	0 (0)	567 (4)	567 (4)	11.0 %	10.6 %	WILC -AM	SP 900	Laurel, MD	0.6 / 1.7
Black/Urban	65 (1)	1287 (5)	1352 (6)	26.2 %	26.8 %	WMDO -AM	SP 1540	Wheaton, MD	0.5 / 1.0
CHR	0 (0)	0 (0)	0 (0)	0.0 %	5.0 %	WRCY -FM	C 107.7	Warrenton, VA	0.4 / 1.6
Classical	0 (0)	247 (1)	247 (1)	4.8 %	3.8 %	WWDC -AM	ST 1260	Washington	0.9 / 2.1
Country	3 (1)	541 (4)	544 (5)	10.5 %	9.8 %	WXVR -FM	O-70S 103.9	Frederick, MD	0.1 / 0.5
Full Service	258 (1)	0 (0)	258 (1)	5.0 %	5.1 %	Other Rated Stations--Outside Market			
Hispanic	70 (2)	0 (0)	70 (2)	1.4 %	1.4 %	WBQB -FM	AC 101.5	Fredericksburg, VA	0.3 / 1.3
Jazz	0 (0)	209 (1)	209 (1)	4.1 %	4.2 %	WFLS -FM	C 93.3	Fredericksburg, VA	0.9 / 1.9
News/Talk	306 (2)	200 (1)	506 (3)	9.8 %	9.9 %	WIYY -FM	AOR 97.9	Baltimore	0.6 / 3.9
Oldies	0 (0)	391 (3)	391 (3)	7.6 %	9.4 %	WXYV -FM	B 102.7	Baltimore	0.3 / 2.3
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Religion/Gospel	85 (1)	62 (1)	147 (2)	2.8 %	2.6 %				
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	4.1 %				
Sports	62 (1)	0 (0)	62 (1)	1.2 %	0.8 %				
Standards	57 (1)	0 (0)	57 (1)	1.1 %	1.0 %				
Totals	906 10	4253 (25)	5159 (35)						

Consolidation Report	12+	25-54	Revenue
Colfax WBIG-FM, WGMS-FM, WTEM-AM	10.0 %	10.4 %	10.2 %
Infinity/CBS/WestInghouse WPGC-FM, WPGC-AM, WJFK-FM, WARW-FM	11.2 %	11.0 %	22.1 %
Radio One WOL-AM, WMMJ-FM, WKYS-FM	10.5 %	10.3 %	8.6 %
Viacom WMZQ-FM, WMZQ-AM, WJZW-FM, WBZS-AM	9.9 %	11.6 %	13.5 %
	41.6 %	43.3 %	54.4 %

AM Stations

Station	Power	Format	Network	Rate	Advertiser	Agency
WMAL	630 5 KW (DA-2)	Full Svc/Talk	ABC	\$180.00	Katz	ABC/Disney
WOL	1450 1 KW	Black Talk	AURN, ABC, CNN	\$64.00	Mc-Guild	Radio One
WTEM	570 5 KW/1 KW (DA-2)	Sports	CBS, 1/1, WW1	\$70.00	Eastman	Colfax
WTOP	1500 50 KW (DA-2)	News	CBS, AP	\$180.00	Banner	Evergreen
WWDC	1260 5 KW (DA-2)	Standards	Westwd	\$50.00	Christal	
WWRC	980 50 KW/5 KW (DA-2)	Talk	Westwd	\$54.00	MMR	Evergreen
WYCB	1340 1 KW	Gospel	AURN	\$40.00	---	

WASHINGTON, DC

FM Stations

WARW	94.7	21 KW @ 771	Classic AOR	\$118.00	CBS	CBS/West.	
WASH	97.1	26 KW @ 686	AC	\$240.00	Banner	Evergreen	
WAVA	105.1	41 KW @ 541	Religion	Westwd, SRN \$70.00	Salem	Salem	
WBIG	100.3	36 KW @ 574	Oldies	\$160.00	Eastman	Colfax	
WEBR	99.5	23 KW @ 751	AC	\$160.00	Interep	Evergreen	
WFRE	99.9	7.9 KW @ 1165	Country	NA ---		Gibbons	Frederick, MD
WGMS	103.5	44 KW @ 518	Classical	Westwd \$195.00	Eastman	Colfax	
WHFS	99.1	50 KW @ 460	AOR-Prog.	AP \$180.00	Banner	SFX	Annapolis, MD
WHUR	96.3	24 KW @ 670	Black AC	ABC \$52.00	D&R	Howard Univ.	
WJFK	106.7	22 KW @ 730	Talk/Jazz	Westwd \$285.00	Infinity	Inf./CBS/West.	Manassas
WJZW	105.9	28 KW @ 648	Jazz	\$178.00	Chirstal	Viacom	Woodbridge, VA
WKYS	93.9	25 KW @ 705	Black	\$140.00	Mc-Guild	Radio One	
WMMJ	102.3	3 KW @ 480	Black AC	\$150.00	Mc-Guild	Radio One	Bethesda, MD
WPGC	95.5	50 KW @ 500	CHR/Urban	\$340.00	Infinity	Inf./CBS/West.	Morningside, MD
WRQX	107.3	34 KW @ 604	AC/CHR	ABC \$280.00	Katz	ABC/Disney	
WWDC	101.1	23 KW @ 760	AOR	\$179.00	Christal		
WXTR	104.1	22 KW @ 764	Oldies-70's	\$80.00	Mc-Guild	Bonneville	Waldorf, MD

Notes: 5/96 WPGC dropped "Hip-hop" to simulcast WPGC-F . . . 5/96 SFX sold WXTR-F/WQSI/WXVR-F to Bonneville for \$25,000,000 (Star) . . . 6/96 Evergreen traded WKLB-F Boston to Greater Media for WEBR-F; Evergreen also paid \$22,500,000 for Greater Media's WWRC (D) . . . 6/96 Infinity sold the following to Westinghouse: WJFK-F for \$163,000,000 & WPGC-AF for \$215,000,000 . . . 6/96 WEBR-F returned to WGAY-F calls after Spring survey; format remains AC . . . 6/96 WXTR-F/WXVR-F changed from 70's Oldies to CHR as "Z-104" after Spring survey

WATERLOO CEDAR FALLS

Arbitron Rank: 222 Pop (12+): 121,100	Stations: 18 / 10	Last Year's Revenue: \$5,200,000
MSA Rank: 269	Diaries 629 / 193:1/68.6 %	Household Income: \$48,985
MSA Pop: 122,000	Sample Target: 610	Retail Dollars: \$1.56 Bil
DMA # 87 (w/Cedar Rapids & Dubuque)	% Below Line: 12.7	#1 Biller: KOEL-F \$1,500,000
Average Person Ratings: 16.3	% Not Listed: 14.2	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 12,110	Bahakel duop (pending) \$2,700,000

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1	KKCV -FM	C	27 / 13.7	14.3	15.3	311 / 25.7	29.6	22.5	32 / 410	B KKCV -FM
2	KFMW -FM	AOR	25 / 12.7	10.6	12.6	316 / 26.1	23.4	25.8	52 / 669	C KFMW -FM
	KOEL -FM	C	25 / 12.7	19.0	14.8	302 / 24.9	30.2	27.6	68 / 791	C KOEL -FM
4	KOKZ -FM	CHR	20 / 10.2	7.4	10.9	317 / 26.1	23.9	28.4	34 / 583	B KOKZ -FM
5	KCRR -FM	AOR/CL	15 / 7.6	2.6	1.1	182 / 15.0	12.6	3.0	19 / 246	A KCRR -FM
6	KWLO -AM	FS	13 / 6.6	10.1	8.2	222 / 18.4	18.3	18.9	16 / 270	B KWLO -AM
7	KXEL -AM	ST	10 / 5.1	3.7	1.6	115 / 9.5	10.2	6.6	13 / 157	A KXEL -AM
8	WHO -AM	FS	7 / 3.6	3.2	2.7	95 / 7.8	8.0	8.8	34 / 423	WHO -AM
9	WMT -AM	FS	6 / 3.1	2.6	3.3	96 / 8.0	9.9	9.8	22 / 307	WMT -AM
10	KWAY -FM	AC	4 / 2.0	2.6	2.7	86 / 7.1	7.8	11.5	8 / 144	A KWAY -FM

12+ FM Share (Metro): 76.33 % (129 of 169) (Spring 95: 74.36 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KOKZ-FM >	1 KFMW-FM >	1 KFMW-FM	1 KKCV-FM	1 KKCV-FM	1 KOEL-FM >	1 KOEL-FM	1 KKCV-FM	1 KKCV-FM <	1 KFMW-FM	1 WHO-AM
2 KFMW-FM >	2 KKCV-FM	2 KKCV-FM	2 KCRR-FM	2 KCRR-FM	2 KKCV-FM <	2 KFMW-FM <	2 KFMW-FM	2 KFMW-FM	2 KOKZ-FM	2 KFMW-FM
3 KKCV-FM >	3 KOKZ-FM	3 KCRR-FM	3 KFMW-FM	3 KFMW-FM	3 KWLO-AM	3 KWLO-AM	KOEL-FM	3 KOEL-FM	3 KKCV-FM	3 KKCV-FM
	4 KCRR-FM >	4 KOKZ-FM	4 KOEL-FM	KOEL-FM >	4 KXEL-AM	4 KFMW-FM	4 KCRR-FM	4 KOKZ-FM	4 KOEL-FM	
		5 KOEL-FM >								

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KOKZ-FM >	1 KOKZ-FM	1 KKCV-FM >	1 KKCV-FM >	1 KKCV-FM >	1 KFMW-FM >	1 KFMW-FM >	1 KFMW-FM >	1 KFMW-FM >	1 KFMW-FM
2 KFMW-FM >	2 KFMW-FM	2 KCRR-FM	2 KOKZ-FM	2 KOEL-FM >	2 KKCV-FM >	2 KKCV-FM	2 KCRR-FM	KKCV-FM >	KCRR-FM
3 KKCV-FM >	KKCV-FM >	KFMW-FM >	3 KFMW-FM	3 KWLO-AM	3 KOEL-FM >	3 KCRR-FM	3 KKCV-FM	2 KCRR-FM	3 KKCV-FM
	4 KCRR-FM >		4 KCRR-FM	KCRR-FM >		4 KOKZ-FM	KOKZ-FM >		4 KOEL-FM
			KOEL-FM >						

Format Performance	AM	FM	Total	%	Spr 95
AC	3 (1)	9 (4)	12 (5)	7.1 %	5.1 %
AOR/Classic/NR	0 (0)	43 (3)	43 (3)	25.6 %	16.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	20 (1)	20 (1)	11.9 %	11.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	52 (2)	52 (2)	31.0 %	41.0 %
Full Service	26 (3)	0 (0)	26 (3)	15.5 %	20.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	1 (1)	0 (0)	1 (1)	0.6 %	0.0 %
Oldies	0 (0)	4 (2)	4 (2)	2.4 %	0.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	10 (1)	0 (0)	10 (1)	6.0 %	4.5 %
Totals	40 (6)	128 (12)	168 (18)		

Other Rated Stations				Metro Share	Cume Rating
KCNZ -AM	T	1250	Cedar Falls	0.5 /	1.9
KQMG -FM	O	93.5	Independence	1.5 /	4.0

Other Rated Stations--Outside Market				Metro Share	Cume Rating
KDAT -FM	AC	104.5	Cedar Rapids	1.5 /	7.6
KIOA -FM	O	93.3	Des Moines	0.5 /	1.4
KLYF -FM	AC	100.3	Des Moines	0.5 /	2.0
KOEL -AM	AC	950	Oelwein	1.5 /	4.3
KRNA -FM	AOR	94.1	Iowa City	1.5 /	5.8
WMT -FM	AC	96.1	Cedar Rapids	0.5 /	3.1

WATERLOO-CEDAR FALLS

Consolidation Report	12+	25-54	Revenue
Bahakel, pend.	34.6 %	30.0 %	41.0 %
KFMW-FM, KOKZ-FM, KWLO-AM, KXEL-AM			
	34.6 %	30.0 %	41.0 %

AM Stations

KWLO	1330	5 KW (DA-2)	FS/Oldies	Westwd, CBS	\$15.00	Katz	Bahakel
KXEL	1540	50 KW (DA-N)	Standards	ABC, SMN	\$8.00	Eastman	Bahakel

FM Stations

KCRR	97.7	16 KW @ 407	Classic AOR	NA ---			Grundy Center
KFMW	107.9	100 KW @ 1804	AOR	Westwd	\$28.00	Katz	Bahakel
KKCV	98.5	15 KW @ 423	Country		\$16.00	---	Connoisseur, pend. Cedar Falls
KOEL	92.3	100 KW @ 991	Country		\$34.00	Banner	Connoisseur, pend. Oelwein
KOKZ	105.7	100 KW @ 1322	CHR		\$17.00	Eastman	Bahakel
KWAY	99.3	3 KW @ 180	AC	CNN	\$12.00	Pates	Waverly

Notes: WHO -- See Des Moines . . . WMT -- See Cedar Rapids . . . 4/96 KWLO/KFMW-F sold by Tomlin/Knapp to Bahakel (D) for \$3,500,000 . . . 8/96 KOEL-AF sold by Independence to Connoisseur for \$6,700,000 . . . 8/96 KKCV-F sold to Connoisseur (D) for \$3,200,000

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

WEST PALM BEACH

Arbitron Rank: 47 Pop (12+): 850,200	Stations: 38 / 18	Last Year's Revenue: \$33,700,000
MSA Rank: 60	Diaries 2145 / 396:1/57.0 %	Household Income: \$46,376
MSA Pop: 974,000	Sample Target: 2,130	Retail Dollars: \$11.5 Bil
DMA #: 45	% Below Line: 27.7	#1 Biller: WRMF-F \$7,000,000
Average Person Ratings: 16.8	% Not Listed: 11.2	#1 Billing Portfolio:
Market TSL in Hours: 22.25	Pop per Station: 47,233	Amer. Radio Sys. duop+ \$17,400,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WRMF -FM	AC	110 / 7.7	7.8	7.7	7.7	7.1	7.7	1351 / 15.9	16.1	15.3	160 / 2302	G WRMF -FM
2	WEAT -FM	AC/SAC	103 / 7.2	7.2	9.3	6.4	8.2	7.5	1367 / 16.1	19.6	18.0	142 / 2168	F WEAT -FM
3	WRLX -FM	EZ	99 / 6.9	6.2	5.2	7.2	6.9	6.4	1153 / 13.6	11.8	13.6	117 / 1371	D WRLX -FM
4	WIRK -FM	C	94 / 6.6	5.9	8.1	7.6	8.5	7.0	1171 / 13.8	16.1	15.3	112 / 1607	G WIRK -FM
5	WPBZ -FM	AOR-NR	70 / 4.9	4.0	3.5	3.0	3.3	3.9	1156 / 13.6	10.2	8.6	98 / 1566	B WPBZ -FM
6	WJNO -AM	N/T	68 / 4.7	4.8	6.4	5.1	6.7	5.3	884 / 10.4	14.2	14.6	86 / 1245	E WJNO -AM
7	WKGR -FM	CL AOR	58 / 4.0	3.8	4.4	4.3	3.9	4.1	1011 / 11.9	11.2	10.8	103 / 1830	F WKGR -FM
8	WJBW -FM	ST	54 / 3.8	4.0	2.6	3.4	3.0	3.4	727 / 8.6	7.1	6.1	69 / 917	B WJBW -FM
9	WBZT -AM	T	48 / 3.4	2.1	2.0	2.3	2.2	2.4	623 / 7.3	5.7	6.0	50 / 678	C WBZT -AM
10	WEDR -FM	B	47 / 3.3	3.6	3.3	2.9	3.3	3.3	623 / 7.3	7.2	8.3	133 / 2030	F WEDR -FM
11	WCLB -FM	C	32 / 2.2	2.2	2.9	3.1	2.9	2.6	690 / 8.1	10.3	11.6	75 / 1287	C WCLB -FM
	WPOW -FM	CHR	32 / 2.2	2.5	1.4	1.3	1.3	1.9	672 / 7.9	6.5	7.6	139 / 2593	WPOW -FM
	WOLL -FM	O	31 / 2.2	2.8	2.9	2.7	2.2	2.6	607 / 7.1	7.5	8.0	34 / 721	C WOLL -FM
14	WTMI -FM	CL	29 / 2.0	2.1	2.2	1.2	1.7	1.9	439 / 5.2	5.5	4.7	104 / 1556	WTMI -FM

12+ FM Share (Metro): 79.54 % (1011 of 1271) (Spring 95: 78.13 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WPBZ-FM	1 WPBZ-FM	1 WRMF-FM	1 WRMF-FM	1 WRMF-FM	1 WRLX-FM	1 WEAT-FM <	1 WRMF-FM	1 WRMF-FM <	1 WPBZ-FM	1 WJNO-AM >
2 WPOW-F >	2 WRMF-FM >	2 WEAT-FM	2 WEAT-FM	2 WEAT-FM	2 WEAT-FM	2 WRMF-FM	2 WEAT-FM	2 WIRK-FM	2 WIRK-FM	2 WBZT-AM
3 WIRK-FM >	3 WIRK-FM	3 WIRK-FM	3 WIRK-FM	3 WIRK-FM	3 WRMF-FM	3 WJNO-AM <	3 WRLX-FM	3 WRLX-FM <	3 WRLX-FM <	WPBZ-FM >
WEOR-FM	WKGR-FM	4 WPBZ-FM <	4 WKGR-FM	4 WKGR-FM	4 WJNO-AM <	4 WIRK-FM	4 WIRK-FM <	4 WEAT-FM <	4 WPOW-F <	WIRK-FM
	5 WEOR-FM	5 WKGR-FM >	5 WPBZ-FM	5 WPBZ-FM	5 WIRK-FM	5 WRLX-FM	5 WBZT-AM	5 WPBZ-FM	5 WEAT-FM	
					6 WJBW-FM			6 WKGR-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPBZ-FM >	1 WRMF-FM >	1 WRMF-FM >	1 WRMF-FM	1 WRMF-FM <	1 WPBZ-FM >	1 WPBZ-FM >	1 WPBZ-FM <	1 WKGR-FM <	1 WKGR-FM
2 WEOR-FM	2 WPBZ-FM <	2 WEAT-FM	2 WEAT-FM >	2 WEAT-FM >	2 WPOW-F >	2 WKGR-FM	2 WKGR-FM >	2 WPBZ-FM	WRMF-FM <
WPOW-F	3 WEOR-FM <	WEOR-FM	3 WIRK-FM	3 WIRK-FM >	3 WZZR-FM >	3 WIRK-FM	3 WRMF-FM	3 WRMF-FM	3 WIRK-FM >
WRMF-FM	4 WEAT-FM <	WPBZ-FM	4 WPBZ-FM		WKGR-FM	4 WZZR-FM <	4 WIRK-FM	WIRK-FM >	4 WPBZ-FM <
5 WCLB-FM	5 WIRK-FM >	5 WIRK-FM >			WIRK-FM	5 WRMF-FM	5 WSHE-FM	5 WZZR-FM <	5 WEAT-FM
WEAT-FM >						6 WSHE-FM	6 WZTA-FM	6 WZZR-FM	
						WZTA-FM	WZZR-FM		

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	119 (2)	119 (2)	9.4 %	8.6 %
AOR/Classic/NR	0 (0)	201 (5)	201 (5)	15.8 %	12.3 %
Black/Urban	48 (4)	68 (2)	116 (6)	9.1 %	7.0 %
CHR	0 (0)	47 (2)	47 (2)	3.7 %	6.0 %
Classical	0 (0)	29 (1)	29 (1)	2.3 %	1.9 %
Country	0 (0)	150 (3)	150 (3)	11.8 %	11.5 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	22 (3)	22 (3)	1.7 %	2.4 %
Jazz	0 (0)	22 (1)	22 (1)	1.7 %	2.2 %
News/Talk	154 (5)	0 (0)	154 (5)	12.1 %	12.8 %
Oldies	0 (0)	77 (3)	77 (3)	6.1 %	6.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	3.3 %
Soft AC/EZ	23 (1)	222 (3)	245 (4)	19.3 %	19.1 %
Sports	11 (1)	0 (0)	11 (1)	0.9 %	0.5 %
Standards	24 (1)	54 (1)	78 (2)	6.1 %	6.3 %
Totals:	260 12	1011 (26)	1271 (38)		

WEST PALM BEACH

Consolidation Report	12+	25-54	Revenue	Other Rated Stations				Metro Share	Cume Rating
Amer. Radio Sys. WIRK-FM, WEAT-AM, WBZT-AM	24.9 %	29.3 %	51.6 %	WDBF -AM	ST	1420	Delray Beach	1.7 / 4.0	
				WEAT -AM	N	850	W. Palm Beach	1.6 / 7.0	
Fairbanks	21.6 %	19.6 %	44.2 %	WPBR -AM	T	1340	Palm Beach	0.5 / 1.6	
WRMF-FM, WRLX-FM, WJNO-AM, WCLB-FM				WPOM -AM	B	1600	Riviera Beach	1.5 / 2.2	
	46.5 %	48.9 %	95.8 %	WSBR -AM	T	740	Boca Raton	0.8 / 2.4	
				WSWN -AM	B	900	Belle Glade	0.6 / 1.2	
				WYFX -AM	B/AC	1040	Boynton Beach	0.8 / 2.3	

Other Rated Stations--Outside Market								Metro Share	Cume Rating
WAMR -FM	SP	107.5	Miami	0.4 / 1.7					
WBGG -FM	O-70S	105.9	Ft. Lauderdale	1.8 / 6.0					
WFLC -FM	AC	97.3	Miami	0.6 / 3.0					
WHQT -FM	B	105.1	Coral Gables	1.5 / 5.4					
WHYI -FM	CHR/AC	100.7	Ft. Lauderdale	1.0 / 6.0					
WIOD -AM	N/T	610	Miami	1.4 / 3.2					
WKIS -FM	C	99.9	Boca Raton	1.7 / 4.7					
WLVE -FM	J	93.9	Miami Beach	1.5 / 4.9					
WLYF -FM	SAC	101.5	Miami	1.4 / 4.8					
WMXJ -FM	O	102.7	Pompano Beach	1.4 / 5.2					
WQAM -AM	SPRTS	560	Miami	0.8 / 3.5					
WRBD -AM	B	1470	Pompano Beach	0.5 / 0.8					
WRMA -FM	SP	106.7	Ft. Lauderdale	0.8 / 1.7					
WRTO -FM	SP	98.3	Goulds	0.3 / 1.4					
WSHE -FM	AOR-NR	103.5	Ft. Lauderdale	1.7 / 7.2					
WZTA -FM	AOR	94.9	Miami Beach	1.5 / 6.6					
WZZR -FM	AOR	92.7	Stuart	1.9 / 5.1					

AM Stations

WBZT	1290	5 KW (DA-N)	Talk	ABC, CBS	\$26.00	Katz	Amer. Radio Sys.	
WDBF	1420	5 KW/500 W (DA-2)	Standards	CBS	\$20.00	---		Delray Beach
WEAT	850	5 KW/1 KW (DA-2)	News	AP, CBS	\$20.00	MMR	Amer. Radio Sys.	
WJNO	1230	1 KW	News/Talk	CNN, AP, ABC	\$73.00	Torbet	Fairbanks	
WPOM	1600	5 KW/4.7 KW (DA-2)	Black		\$17.00	Roslin		Riviera Beach

FM Stations

WCLB	95.5	100 KW @ 982	Country		\$47.00	Mc-Guild	Fairbanks	Ft. Pierce
WEAT	104.3	100 KW @ 1273	AC		\$89.00	MMR	Amer. Radio Sys.	
WIRK	107.9	100 KW @ 340	Country	ABC	\$119.00	Katz	Amer. Radio Sys.	
WJBW	99.5	6 KW @ 308	Standards		\$25.00	---		Jupiter
WKGR	98.7	100 KW @ 1380	Classic AOR	UPI	\$79.00	Katz	Amer. Radio Sys.	Ft. Pierce
WOLL	94.3	1.4 KW @ 481	Oldies		\$41.00	MMR	Amer. Radio Sys.	Riviera Beach
WPBZ	103.1	50 KW @ 482	AOR	SMN	\$30.00	Christal	Amer. Radio Sys.	Indiantown
WRLX	92.1	7 KW @ 499	Easy List.		\$52.00	Torbet	Fairbanks	
WRMF	97.9	100 KW @ 1350	AC		\$140.00	Blair (?)	Fairbanks	

Notes: 2/96 WIRA/WCLB-F (Ft. Pierce) sold by Ardman to Fairbanks for \$23,000,000 (Blackburn) . . . 5/96 OmniAmerica sold the following to Chancellor: WEAT for \$2,000,000; WEAT-F for \$28,000,000; WOLL-F for \$9,000,000 (est.) . . . 6/96 Chancellor sold the following to American Radio Sys: WEAT for \$2,000,000; WEAT-F for \$30,500,000; WOLL-F for \$10,000,000 (est.) (MVP) . . . 6/96 WSWN/WBGF-F (Belle Glade) sold by Seminole to BGI . . . 6/96 WLVS (Lake Worth) changes to Hispanic after Spring survey

WHEELING

Arbitron Rank: 209 Pop (12+): 133,300	Stations: 17 / 11	Last Year's Revenue: \$5,800,000
MSA Rank: 225	Diaries 586 / 227:1/ 62.7 %	Household Income: \$33,540
MSA Pop: 156,000	Sample Target: 640	Retail Dollars: \$1.3 Bil
DMA # 141 (w/Steubenville)	% Below Line: 8.1	#1 Biller: WOVK-F \$1,700,000
Average Person Ratings: 14.9	% Not Listed: 10.6	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 12,118	Osborn/Capstar duop+ \$4,000,000+

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level
1	WOVK -FM	C	47 / 23.8	29.0	21.8	531 / 39.8	44.9	21.8	59 / 758	WOVK -FM
2	WOMP -FM	CHR	21 / 10.6	9.2	9.1	357 / 26.8	26.8	24.7	38 / 692	WOMP -FM
3	WKWK -FM	AC	20 / 10.1	11.5	13.6	259 / 19.4	19.7	23.8	28 / 434	WKWK -FM
4	WEGW -FM	AOR/CL	16 / 8.1	6.9	5.9	300 / 22.5	19.3	17.0	31 / 528	WEGW -FM
5	WOMP -AM	T	15 / 7.6	3.2	6.8	202 / 15.2	10.0	13.1	16 / 239	WOMP -AM
6	WWVA -AM	C/FS	13 / 6.6	7.8	10.0	174 / 13.1	16.9	20.1	26 / 372	WWVA -AM
7	WRIR -FM	CL AOR	10 / 5.1	4.6	4.1	151 / 11.3	9.9	10.7	14 / 208	WRIR -FM
8	WRKY -FM	C	8 / 4.0	0.5		181 / 13.6	4.9		42 / 637	WRKY -FM
	WEEL -FM	O	8 / 4.0	3.7	5.5	145 / 10.9	10.5	13.6	9 / 155	WEEL -FM
10	WBBD -AM	ST	7 / 3.5	4.1	5.5	97 / 7.3	6.9	9.8	8 / 118	WBBD -AM

12+ FM Share (Metro): 79.66 % (141 of 177) (Spring 95: 81.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WOVK-FM	1 WOVK-FM >>	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM	1 WOVK-FM
2 WOVK-FM >	2 WOMP-FM	2 WKWK-FM <	2 WKWK-FM	2 WKWK-FM >	2 WKWK-FM	2 WKWK-FM <	2 WKWK-FM >	2 WOMP-FM	WOVK-FM	2 WOMP-FM >
3 WEGW-F	3 WEGW-F >	3 WOMP-FM <	3 WOMP-FM	3 WOMP-FM	3 WOMP-AM	3 WOMP-FM <	3 WOMP-AM	3 WKWK-FM <	3 WEGW-F	
	4 WKWK-FM	4 WEGW-F >	4 WEGW-F >	4 WEGW-F >	4 WWVA-AM	4 WOMP-AM	4 WOMP-FM	4 WEGW-F >	4 WKWK-FM	
						WWVA-AM	5 WEGW-F			

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >	1 WEGW-F >	1 WOVK-FM	1 WOVK-FM >	1 WOVK-FM >	1 WOVK-FM >>
2 WOMP-FM >	2 WOMP-FM >	2 WKWK-FM	2 WKWK-FM	2 WKWK-FM >	2 WOVK-FM	2 WEGW-F >	2 WEGW-F >	2 WEGW-F >	2 WEGW-F
	3 WKWK-FM >	WOMP-FM >	3 WOMP-FM >	3 WOMP-FM >	WRKY-FM	3 WOMP-FM >	3 WOMP-FM	WOMP-FM	3 WKWK-FM
					WOMP-FM >		WRIR-FM >	3 WKWK-FM	4 WOMP-FM
									5 WRIR-FM

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	20 (1)	20 (1)	11.4 %	13.7 %
AOR/Classic/NR	0 (0)	30 (4)	30 (4)	17.0 %	9.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	21 (1)	21 (1)	11.9 %	11.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	57 (3)	57 (3)	32.4 %	44.8 %
Full Service	13 (1)	0 (0)	13 (1)	7.4 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	16 (2)	0 (0)	16 (2)	9.1 %	4.4 %
Oldies	0 (0)	11 (3)	11 (3)	6.3 %	4.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	1 (1)	1 (1)	0.6 %	0.5 %
Soft AC/EZ	0 (0)	0 (0)	0 (0)	0.0 %	5.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	7 (1)	0 (0)	7 (1)	4.0 %	5.5 %
Totals	36 (4)	140 (13)	176 (17)		

Other Rated Stations				Metro Share	Cume Rating
WBNV -FM	O	93.5	Barnesville, OH	1.0 /	2.0
WRKP -FM	REL	96.5	Moundsville	0.5 /	2.1

Other Rated Stations—Outside Market				Metro Share	Cume Rating
KDKA -AM	N/T	1020	Pittsburgh	0.5 /	2.9
WCDK -FM	C	106.3	Cadiz, OH	1.0 /	4.4
WDVE -FM	AOR	102.5	Pittsburgh	1.5 /	3.5
WWSW -FM	O	94.5	Pittsburgh	0.5 /	2.3
WXDX -FM	AOR-NR	105.9	Pittsburgh	0.5 /	2.1

WHEELING

Consolidation Report	12+	25-54	Revenue
Osborn/Capstar	57.2 %	61.3 %	%
WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WRIR-FM, WWWA-AM			
	57.2 %	61.3 %	%

AM Stations

WBBD	1400	1 KW	Standards	ABC	NA	Mc-Guild	Osborn
WOMP	1290	1 KW/33 W	News/Talk	ABC, CBS, Westwd	\$16.00	Regional	Associated
WWVA	1170	50 KW (DA-N)	Country/FS	Westwd	\$22.00	Mc-Guild	Osborn

FM Stations

WEEL	95.7	1.7 KW @ 627	Oldies	SMN	\$11.00	---	Shadyside
WEGW	107.5	10.5 KW @ 883	AOR/Classic		\$17.00	Christal	Osborn
WKWK	97.3	50 KW @ 420	AC	Westwd, AC	\$23.00	Christal	Osborn
WOMP	100.5	48 KW @ 500	CHR		\$25.00	Regional	Associated
WOVK	98.7	50 KW @ 390	Country		\$33.00	Mc-Guild	Osborn
WRIR	105.5	13.5 KW @ 312	Classic AOR		\$11.00	Mc-Guild	Bethelam

Notes: 3/96 WKWK-AF/WHLX-F sold by Community Service to Osborn (D+) for \$2,650,000 . . . 3/96 WHLX-F changed from Soft AC to Classic AOR as WRIR-F . . . 4/96 WBBD (1600) changed from Standards to Children's as WOHZ . . . 4/96 WKWK changed from Talk to Standards as WBBD . . . 7/96 WEGW-F sold by Burbach to Osborn (D+) for \$800,000 . . . 7/96 WWWA/WBBD/WEGW-F/WKWK-F/WRIR-F/WOVK-F sold by Osborn to Capstar for \$_____

WICHITA

Arbitron Rank: 91 Pop (12+): 410,000	Stations: 21 / 21	Last Year's Revenue: \$19,000,000
MSA Rank: 102	Diaries 972 / 422:1/59.7 %	Household Income: \$45,073
MSA Pop: 478,000	Sample Target: 1,005	Retail Dollars: \$5.3 Bil
DMA #: 63	% Below Line: 0	#1 Biller: KFDI-AF \$5,100,000
Average Person Ratings: 15.6	% Not Listed: 10.0	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 19,524	Triathlon duop+ \$6,600,000

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 KFDI -FM	C	67 / 10.5	12.7	9.1	10.3	11.6	10.6	948 / 23.1	20.9	23.7	101 / 1331	D KFDI -FM
2 KZSN -FM	C	65 / 10.2	8.8	9.8	9.2	9.3	9.5	826 / 20.1	21.8	22.2	75 / 1126	D KZSN -FM
3 KEYN -FM	O	49 / 7.7	5.8	4.3	4.9	4.8	5.7	753 / 18.4	13.8	15.0	59 / 941	C KEYN -FM
4 KKRD -FM	CHR	42 / 6.6	5.5	7.7	7.0	8.2	6.7	869 / 21.2	21.4	21.4	54 / 1274	D KKRD -FM
5 KRZZ -FM	AOR/JCL	41 / 6.4	5.3	6.6	7.0	5.3	6.6	619 / 15.1	16.5	14.2	48 / 770	C KRZZ -FM
6 KFDI -AM	C/FS	40 / 6.3	5.7	6.0	5.7	5.4	5.9	453 / 11.0	9.7	10.6	60 / 707	C KFDI -AM
7 KRBB -FM	AC	38 / 5.9	5.5	6.0	6.3	5.3	5.9	575 / 14.0	11.4	11.9	52 / 689	C KRBB -FM
KICT -FM	AOR	38 / 5.9	7.0	7.5	6.0	5.9	6.6	577 / 14.1	15.1	13.3	43 / 844	C KICT -FM
9 KDGS -FM	B	29 / 4.5	5.5	4.6	4.6	5.4	4.8	403 / 9.8	11.4	11.9	30 / 417	A KDGS -FM
10 KNSS -AM	T	28 / 4.4	4.8	2.2	4.1	3.9	3.9	436 / 10.6	8.5	11.1	30 / 475	C KNSS -AM
11 KYQQ -FM	C	22 / 3.4	2.9	3.1	3.8	5.9	3.3	405 / 9.9	10.6	14.2	39 / 707	A KYQQ -FM
12 KXLK -FM	AC	20 / 3.1	-1.1	3.2	4.0	3.4	3.6	416 / 10.2	10.3	10.3	26 / 592	B KXLK -FM
KTLI -FM	REL	20 / 3.1	3.2	3.2	4.6	3.2	3.5	307 / 7.5	7.3	8.2	24 / 383	A KTLI -FM
14 KLLS -FM	AC	19 / 3.0	4.5	2.6	2.9	2.8	3.3	370 / 9.0	8.6	8.2	20 / 387	A KLLS -FM
15 KOEZ -FM	SAC	17 / 2.7	3.4	4.2	3.6	3.6	3.5	335 / 8.2	9.7	8.5	29 / 491	B KOEZ -FM
16 KFH -AM	T	16 / 2.5	2.8	2.6	1.9	1.4	2.4	290 / 7.1	7.7	6.2	17 / 323	A KFH -AM
17 KQAM -AM	T	11 / 1.7	0.9	0.0	0.0	0.0	0.6	177 / 4.3	6.1	3.1	12 / 200	KQAM -AM

12+ FM Share (Metro): 82.29 % (474 of 576) (Spring 95: 84.86 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 KKRD-FM	1 KZSN-FM	1 KZSN-FM	1 KZSN-FM >	1 KZSN-FM	* KFDI-FM	1 KFDI-FM	1 KFDI-FM <	1 KZSN-FM	1 KICT-FM <	1 KFDI-FM
2 KICT-FM	2 KICT-FM	2 KRZZ-FM <	2 KEYN-FM	2 KEYN-FM	2 KEYN-FM	2 KZSN-FM >	2 KZSN-FM	2 KFDI-FM	2 KKRD-FM <	2 KDGS-FM
3 KDGS-FM >	KRZZ-FM <	3 KFDI-FM <	KRZZ-FM <	3 KFDI-FM <	3 KFDI-AM	3 KEYN-FM	3 KEYN-FM	3 KEYN-FM <	3 KZSN-FM	3 KZSN-FM <
4 KKRD-FM >	4 KEYN-FM	4 KFDI-FM	4 KRZZ-FM	4 KRZZ-FM	4 KZSN-FM <	KKRD-FM <	4 KRZZ-FM <	4 KRZZ-FM <	KDGS-FM <	4 KICT-FM <
	5 KKRD-FM	5 KRBB-FM	5 KRBB-FM >	5 KRBB-FM	5 KRBB-FM	5 KFDI-AM	5 KRBB-FM <	5 KKRD-FM <	5 KNSS-AM	5 KRBB-FM
	6 KICT-FM	6 KICT-FM	6 KICT-FM	6 KICT-FM	6 KNSS-AM >	KRBB-FM	6 KNSS-AM	6 KICT-FM <	6 KFDI-FM	
	7 KRBB-FM >	7 KKRD-FM				7 KRZZ-FM	7 KFDI-AM <	7 KRBB-FM	7 KRZZ-FM	
							8 KICT-FM			
							9 KKRD-FM			
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 KKRD-FM	1 KZSN-FM	1 KZSN-FM >	1 KZSN-FM >	1 KZSN-FM >		1 KRZZ-FM	1 KRZZ-FM <	1 KRZZ-FM <	1 KRZZ-FM	1 KRZZ-FM <
2 KXLK-FM >	2 KKRD-FM >	2 KKRD-FM	2 KKRD-FM <	2 KRBB-FM		2 KYQQ-FM	2 KICT-FM	2 KICT-FM	2 KFDI-FM	2 KFDI-FM <
3 KZSN-FM	3 KXLK-FM	3 KDGS-FM	3 KRBB-FM	3 KEYN-FM		KICT-FM	3 KZSN-FM >	3 KZSN-FM >	3 KICT-FM <	3 KEYN-FM
KDGS-FM >	4 KDGS-FM	KYQQ-FM	4 KDGS-FM <	4 KKRD-FM		KFDI-FM	4 KEYN-FM	4 KEYN-FM	4 KEYN-FM	4 KZSN-FM
5 KTLI-FM	5 KICT-FM	KRBB-FM	5 KEYN-FM	5 KFDI-FM <		5 KKRD-FM >	KFDI-FM	5 KFDI-FM	5 KZSN-FM >	5 KICT-FM >>
KICT-FM >	KYQQ-FM	KFDI-FM	6 KXLK-FM	6 KDGS-FM		6 KTLI-FM	6 KKRD-FM >	6 KLLS-FM		
			7 KFDI-FM			KZSN-FM		KKRD-FM >		
						KDGS-FM >		KQAM-AM		

WICHITA

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations				Metro Share	Cume Rating	
AC	0 (0)	77 (3)	77 (3)	13.4 %	13.0 %	KJRG	-AM	REL	950	Newton	0.5	/ 1.0
AOR/Classic/NR	0 (0)	79 (2)	79 (2)	13.7 %	12.7 %	KSGI	-AM	REL	900	Wichita	0.5	/ 2.5
Black/Urban	0 (0)	29 (1)	29 (1)	5.0 %	6.2 %	KSPG	-FM	C	98.7	Clearwater	0.9	/ 5.8
CHR	0 (0)	42 (1)	42 (1)	7.3 %	9.3 %	KZSN	-AM	C	1480	Wichita	0.2	/ 1.3
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Country	1 (1)	160 (4)	161 (5)	28.0 %	37.0 %							
Full Service	40 (1)	0 (0)	40 (1)	7.0 %	0.0 %							
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
News/Talk	55 (3)	0 (0)	55 (3)	9.6 %	6.0 %							
Oldies	0 (0)	49 (1)	49 (1)	8.5 %	5.5 %							
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %							
Religion/Gospel	6 (2)	20 (1)	26 (3)	4.5 %	5.1 %							
Soft AC/EZ	0 (0)	17 (1)	17 (1)	3.0 %	4.0 %							
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Standards	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Totals	102 (7)	473 (14)	575 (21)									

Consolidation Report	12+	25-54	Revenue
Great Empire KICT-FM, KFDI-FM, KFDI-AM	22.7 %	18.1 %	32.1 %
Lesso KYQQ-FM, KLLS-FM	6.4 %	7.0 %	2.7 %
SFX KRZZ-FM, KNSS-AM, KKR-D-FM	17.4 %	17.3 %	24.7 %
Triathlon KZSN-FM, KZSN-AM, KXLK-FM, KRBB-FM, KQAM-AM, KF-H-AM	23.6 %	28.5 %	35.8 %
	70.1 %	70.9 %	95.3 %

AM Stations

Station	Power	Time	Format	Network	Revenue	Advertiser	Agency
KFDI	1070	10 KW/1 KW (DA-N)	Country/FS	ABC	\$45.00	Torbet	Great Empire
KFH	1330	5 KW (DA-N)	Talk	CBS, WW1, ABC	\$<20.00	Eastman	Triathlon
KNSS	1240	1 KW	News/Talk	WW1, CNN, Talknt	\$27.00	D&R	SFX
KQAM	1410	5 KW/1 KW (DA-2)	Talk	SBUSA, CBS	\$<20.00	Eastman	Triathlon
KZSN	1480	5 KW/1 KW (DA-2)	See KZSN-FM				

FM Stations

Station	Power	Time	Format	Network	Revenue	Advertiser	Agency
KDGS	93.9	25 KW @ 328	Black	NA	---		Andover
KEYN	103.7	100 KW @ 860	Oldies	ABC, Westwd, CBS	\$27.00	Eastman	Triathlon
KFDI	101.3	100 KW @ 1140	Country	ABC	\$58.00	Torbet	Great Empire
KICT	95.1	100 KW @ 897	AOR	ABC	\$31.00	Mc-Guild	Great Empire
KKRD	107.3	100 KW @ 860	CHR		\$31.00	D&R	SFX
KLLS	104.5	46 KW @ 515	AC	Westwd	\$<20.00	---	Augusta
KOEZ	92.3	100 KW @ 640	EZ/Soft AC	Westwd	\$24.00	---	Newton
KRBB	97.9	100 KW @ 993	AC		\$40.00	Christal	Triathlon
KRZZ	96.3	50 KW @ 492	Classical AOR		\$38.00	D&R	SFX
KSPG	98.7	50 KW @ 492	Country	NA	---		KDGS owner
KTLI	99.1	100 KW @ 515	Religion	USA	\$<20.00	Salem	El Dorado
KXLK	105.3	100 KW @ 993	AC	AP	\$27.00	Eastman	Triathlon
KYQQ	106.5	100 KW @ 1280	Country	ABC	\$20.00	---	Lesso
KZSN	102.1	100 KW @ 1032	Country		\$60.00	Katz	Triathlon

Notes: 2/96 These stations were sold by Prism to SFX: KNSS for \$1,800,000; KKR-D-F for \$5,700,000; KRZZ-F for \$4,900,000 . . . 3/96 KZSN-AF sold by Southern Skies to Triathlon (D+) for \$8,000,000 (est.) (Star) . . . 4/96 KTLI-F sold by New Life to Adonai for \$1,250,000 . . . 4/96 KEYN-F sold by Poutales to Triathlon (D+) (Star) . . . 4/96 KSRX sold by New Life to Ginter for \$41,900 . . . 6/96 KTCM-F sold by New Life to Gentry for \$180,000

WILKES-BARRE-SCRANTON

Arbitron Rank: 61 Pop (12+): 638,700	Stations: 42 / 32	Last Year's Revenue: \$20,800,000
MSA Rank: 82	Diaries 1327 / 481:1/61.7 %	Household Income: \$39,570
MSA Pop: 634,000	Sample Target: 1,265	Retail Dollars: \$5.5 Bil
DMA #: 49	% Below Line: 7	#1 Biller: WKRZ-F \$4,400,000
Average Person Ratings: 17.2	% Not Listed: 14.2	#1 Billing Portfolio: Sinclair TV duop \$7,400,000
Market TSL In Hours: 23.25	Pop per Station: 19,959	

12+ Metro	Format	1/4 Share	Win 96	Fal 95	Sum 95	Spq 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spq 95	12+ TSA AQH / Cume	Revenue Level
1 WKRZ -FF	CHR	134 / 12.2	12.1	11.9	11.4	12.0	11.9	2062 / 32.3	29.5	31.6	172 / 2564	F WKRZ -FF
2 WMGS -FM	AC	107 / 9.7	9.6	8.0	8.8	9.8	9.0	1206 / 18.9	17.6	17.1	114 / 1371	D WMGS -FM
3 WGGY -FM	C	85 / 7.7	8.4	8.6	7.7	9.0	8.1	1269 / 19.9	18.5	19.5	121 / 1735	D WGGY -FM
4 WEZX -FM	AOR	60 / 5.4	6.6	4.4	7.4	5.2	6.0	765 / 12.0	11.8	11.9	65 / 810	C WEZX -FM
5 WBHT -FM	CHR	53 / 4.8	3.2	3.5	4.2	3.9	3.9	1036 / 16.2	11.5	12.3	55 / 1146	B WBHT -FM
6 WEJL -AA	ST	47 / 4.3	4.0	1.8	2.7	2.4	3.2	558 / 8.7	5.7	6.3	47 / 591	A WEJL -AA
7 WARM -AM	FS	40 / 3.6	3.9	5.1	3.6	4.8	4.1	556 / 8.7	12.4	11.3	49 / 665	C WARM -AM
8 WILK -AA	T	38 / 3.5	4.1	4.5	3.9	3.1	4.0	513 / 8.0	10.2	8.9	38 / 547	B WILK -AA
9 WNAK -AM	ST/FS	33 / 3.0	5.3	3.8	4.1	3.6	4.1	292 / 4.6	4.5	6.2	33 / 292	B WNAK -AM
10 WZMT -FM	AOR	31 / 2.8	4.1	5.4	4.0	4.4	4.1	513 / 8.0	11.6	11.0	43 / 741	B WZMT -FM
11 WDLS -FM	C	30 / 2.7	2.0	2.3	2.5	2.4	2.4	409 / 6.4	6.3	5.9	31 / 452	A WDLS -FM
WWSH -FF	SAC	27 / 2.5	2.0	3.1	3.5	3.7	2.8	578 / 9.0	8.6	7.7	34 / 676	A WWSH -FF
14 WSBG -FM	CHR	25 / 2.3	1.6	2.3	1.3	1.3	1.9	400 / 6.3	6.2	4.2	26 / 438	A WSBG -FM
15 WTZR -FM	AOR	20 / 1.8	2.5	1.7	2.6	2.2	2.2	416 / 6.5	5.7	6.6	23 / 478	B WTZR -FM
WSGD -FM	O	20 / 1.8	2.4	1.9	1.8	2.3	2.0	367 / 5.8	5.9	5.5	24 / 451	A WSGD -FM
WHLM -FM	AC/CHR	20 / 1.8	1.6	1.3	1.2	1.3	1.5	323 / 5.1	5.3	3.7	25 / 479	WHLM -FM

12+ FM Share (Metro): 77.35 % (731 of 945) (Spring 95: 76.39 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WKRZ-FF	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF <	1 WMGS-FM	1 WKRZ-FF >	1 WMGS-FM <	1 WKRZ-FF	1 WGGY-FM	1 WKRZ-FF >
2 WBHT-FM >	2 WEZX-FM <	2 WMGS-FM	2 WMGS-FM	2 WMGS-FM >	2 WKRZ-FF <	2 WMGS-FM >	2 WKRZ-FF >	2 WMGS-FM <	WKRZ-FF	2 WGGY-FM
3 WGGY-FM	3 WBHT-FM <	3 WEZX-FM	3 WEZX-FM	3 WEZX-FM <	3 WGGY-FM	3 WGGY-FM <	3 WGGY-FM	3 WGGY-FM >	3 WBHT-FM <	3 WARM-AM
	4 WMGS-FM	4 WGGY-FM	4 WGGY-FM >	4 WGGY-FM >	4 WEJL-AA	4 WARM-AM <	4 WEZX-FM	4 WBHT-FM	4 WMGS-FM >	
	5 WZMT-FM <	5 WBHT-FM			5 WARM-AM <	5 WEZX-FM >	5 WILK-AA	WEZX-FM >		
	6 WGGY-FM >									

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WBHT-FM <	1 WKRZ-FF >	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WTZR-FM	1 WEZX-FM	1 WEZX-FM >	1 WEZX-FM	1 WEZX-FM
2 WKRZ-FF >	2 WMGS-FM	2 WMGS-FM >	2 WMGS-FM >	2 WMGS-FM >	2 WKRZ-FF	2 WKRZ-FF	2 WGGY-FM	2 WKRZ-FF	2 WMGS-FM <
3 WMGS-FM >	3 WBHT-FM >	3 WGGY-FM	3 WGGY-FM	3 WGGY-FM >	WBHT-FM >	3 WZMT-FM	3 WZMT-FM	3 WMGS-FM <	3 WKRZ-FM <
4 WGGY-FM	4 WGGY-FM <	4 WEZX-FM	WBHT-FM >		4 WZMT-FM	4 WTZR-FM	WKRZ-FF >	4 WGGY-FM	4 WGGY-FM >
WZMT-FM	5 WEZX-FM	5 WBHT-FM	5 WEZX-FM >		5 WSBG-FM	WGGY-FM >		5 WZMT-FM	
	6 WZMT-FM >				WEZX-FM >	WBHT-FM		6 WBHT-FM	

WILKES-BARRE-SCRANTON

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	157 (5)	157 (5)	16.6 %	12.7 %
AOR/Classic/NR	0 (0)	133 (5)	133 (5)	14.1 %	12.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	218 (5)	218 (5)	23.0 %	21.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	141 (5)	141 (5)	14.9 %	16.6 %
Full Service	47 (2)	0 (0)	47 (2)	5.0 %	6.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	61 (5)	0 (0)	61 (5)	6.4 %	4.7 %
Oldies	0 (0)	37 (2)	37 (2)	3.9 %	7.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Soft AC/EZ	9 (1)	41 (5)	50 (6)	5.3 %	7.2 %
Sports	7 (2)	5 (1)	12 (3)	1.3 %	0.0 %
Standards	90 (4)	0 (0)	90 (4)	9.5 %	10.1 %
Totals	214 14	732 (28)	946 (42)		

Other Rated Stations					Metro Share	Cume Rating
WAZL	-AM	ST	1490	Hazleton	0.9	/ 1.7
WCDL	-AM	ST	1440	Carbondale	1.0	/ 2.1
WEMR	-FM	AC	107.7	Tunkhannock	0.6	/ 1.5
WGBI	-AA	T	910	Scranton	0.5	/ 1.9
WHCY	-FM	C	106.3	Blairstown	0.7	/ 2.8
WICK	-AM	EZ	1400	Scranton	0.8	/ 2.4
WKAB	-FM	O	103.5	Berwick	1.4	/ 3.4
WKQV	-FM	SPRTS	95.7	Tobyhanna	0.5	/ 1.3
WKQV	-AM	T	1550	Pittston	0.3	/ 1.4
WKXP	-FM	C	95.9	Benton	1.3	/ 2.2
WVPO	-AM	AC	840	Stroudsburg	0.6	/ 1.9
WWDL	-FM	SAC	104.9	Scranton	0.4	/ 1.7

Other Rated Stations--Outside Market					Metro Share	Cume Rating
WABC	-AM	T	770	New York	0.6	/ 1.4
WAEB	-FM	CHR	104.1	Allentown	0.5	/ 2.3
WFAN	-AM	SPRTS	660	New York	0.4	/ 1.5
WFMZ	-FM	SAC	100.7	Allentown	0.5	/ 1.7
WILQ	-FM	C	105.1	WilliamSPORT	0.4	/ 1.8
WKSB	-FM	AC	102.7	WilliamSPORT	0.6	/ 2.0
WLEV	-FM	AC	96.1	Easton	0.7	/ 2.2
WODE	-FM	O	99.9	Easton	1.5	/ 4.7
WSPI	-FM	SAC	99.7	Mt. Carmel	0.4	/ 1.4
WZZO	-FM	AOR	95.1	Bethlehem	1.4	/ 3.1

Consolidation Report	12+	25-54	Revenue
Local - 1	5.1 %	5.9 %	%
WZMT-FM, WKAB-FM, WAZL-AM			
Local - 2	1.2 %	1.0 %	%
WWDL-FM, WYCK-AM, WICK-AM			
Shamrock	11.4 %	10.1 %	14.4 %
WTZR-FM, WEZX-FM, WEJL-AM, WBAX-AM			
Sinclair TV	23.3 %	25.4 %	35.6 %
WKRZ-FM, WGGY-FM, WGBI-AM, WILK-AM			
	<u>40.9 %</u>	<u>42.4 %</u>	<u>50.0 %</u>

AM Stations

WARM	590 5 KW (DA-2)	Full Service	Westwd	\$33.00	Eastman	Susquehanna
WBAX	1240 1 KW	Simulcasts WEJ			Christal	Shamrock
WEJL	630 500 W/32 W	Standards/FS	Westwd, ABC	\$<20.00	Christal	Shamrock
WICK	1400 1 KW	EZ	ABC	\$13.00	Roslin	
WILK	980 5 KW/1 KW (DA-N)	Talk/News	CBS, ABC	\$25.00	Katz	Sinclair
WNAK	730 1 KW/12 W	Standards/FS	Westwd	\$24.00	K&P	Nanticoke

WILKES-BARRE-SCRANTON

FM Stations

WBHT	97.1	250 W @ 1102	CHR		\$27.00	Eastman		Mountaintop
WDLS	93.7	1.5 KW @ 697	Country	CBS	\$<20.00	D&R	S & P	Dallas
WEZX	106.9	190 W @ 1267	AOR/Classic	ABC, Westwd	\$44.00	Christal	Shamrock	
WGGY	101.3	7 KW @ 1110	Country		\$53.00	Katz	Sinclair	
WHLM	106.5	36 KW @ 579	AC	Westwd	\$17.00	Banner		Bloomsburg
WKRF	107.9	5.3 KW @ 335	Simul. WKRZ-F					
WKRZ	98.5	8.7 KW @ 1172	CHR		\$80.00	Katz	Sinclair	
WMGS	92.9	5.3 KW @ 1383	AC		\$55.00	Eastman	Susquehanna	
WQEQ	103.1	1.5 KW @ 679	Simul. WWSH-F					Freeland
WSBG	93.5	3 KW @ 781	CHR	AP	\$<20.00	Market 4	Nassau	Stroudsburg
WSGD	94.3	1.1 KW @ 771	Oldies		\$<20.00	Roslin		Carbondale
WTZR	92.1	760 W @ 663	AOR	ABC	\$<20.00	Christal	Shamrock	Nanticoke
WWDL	104.9	270 W @ 1093	Soft AC	ABC	\$12.00	Roslin		
WWSH	102.3	3 KW @ 72	Soft AC		\$<20.00	---		Pittston
WZMT	97.9	20 KW @ 729	AOR	Westwd	\$26.00	K&P	Telemedia	Hazellton

Notes: 3/96 River City sold these stations to Sinclair TV (D): WGBI, WGGY-F, WILK, and WKRZ-F . . . 4/96 WDLS-F sold by Mountain to Winston for \$950,000 (Media Svcs.) . . . 5/96 WDLS-F sold by Winston to S&P . . . 6/96 WQEQ-F changed calls to WWFH-F after survey period; continues simulcast of AC WWSH-F . . . 7/96 WDLS-F changed from Country to simulcast of Oldies WSGD-F . . . 7/96 WKQV-AF changed from Sports to simulcast of Full Svc WARM

WILMINGTON, DE

Arbitron Rank: 76 Pop (12+): 506,900	Stations: 34 / 7	Last Year's Revenue: \$428,000,000
MSA Rank: 92	Diaries 1284 / 395:1/50.9 %	Household Income: \$53,392
MSA Pop: 546,000	Sample Target: 1,330	Retail Dollars: \$5.1 Bil
DMA # Philadelphia	% Below Line: 56.8	#1 Biller: WJBR-F \$5,200,000
Average Person Ratings: 16.7	% Not Listed: 11.1	#1 Billing Portfolio:
Market TSL in Hours: 21.75	Pop per Station: 72,414	WDEL/WSTW-F \$6,400,000

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level	
1	WJBR -FM	AC	93 / 11.0	10.6	9.2	9.9	1261 / 24.9	20.9	21.9	94 / 1353	G	WJBR -FM
2	WSTW -FM	CHR/AC	67 / 7.9	8.8	9.8	10.7	1047 / 20.7	21.6	26.3	68 / 1101	F	WSTW -FM
3	WUSL -FM	B	55 / 6.5	6.7	5.1	4.1	634 / 12.5	12.5	11.9	64 / 732		WUSL -FM
4	WYSP -FM	T/CL AOR	41 / 4.8	4.4	3.1	4.8	711 / 14.0	14.1	13.8	46 / 774		WYSP -FM
5	WOGL -FM	O	39 / 4.6	2.6	2.4	2.4	573 / 11.3	9.8	8.8	39 / 624		WOGL -FM
6	WDSD -FM	C	36 / 4.2	4.2	3.5	2.7	317 / 10.2	11.4	9.5	62 / 852	D	WDSD -FM
7	WPLY -FM	CHR-NR	33 / 3.9	4.7	5.6	4.0	843 / 16.6	16.0	18.3	35 / 954		WPLY -FM
8	WDAS -FM	B/AC	32 / 3.8	4.6	4.3	3.8	395 / 7.8	7.7	8.9	37 / 445		WDAS -FM
9	WMGK -FM	O-70S	31 / 3.7	2.1	2.4	3.2	470 / 9.3	7.7	6.4	32 / 492		WMGK -FM
10	WXCY -FM	C	27 / 3.2	1.9	2.4	3.2	345 / 6.8	5.1	5.6	27 / 345		WXCY -FM
11	WDEL -AM	FS	26 / 3.1	3.6	3.3	3.5	488 / 9.6	12.3	9.9	28 / 515	D	WDEL -AM
12	WXTU -FM	C	24 / 2.8	4.0	3.2	2.6	392 / 7.7	9.6	7.9	24 / 410		WXTU -FM
	WILM -AM	N/T	24 / 2.8	4.1	3.7	4.7	443 / 8.7	10.2	11.1	24 / 443	D	WILM -AM
14	WJBR -AM	ST	23 / 2.7	2.4	2.4	1.6	292 / 5.8	5.0	4.7	30 / 343	A	WJBR -AM

12+ FM Share (Metro): 84.24 % (636 of 755) (Spring 95: 84.42 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WUSL-FM >	1 WSTW-FM	1 WJBR-FM <	1 WJBR-FM <	1 WJBR-FM	1 WJBR-FM >	1 WJBR-FM	1 WJBR-FM >	1 WJBR-FM >	1 WUSL-FM >	1 WUSL-FM
2 WIOQ-FM	2 WYSP-FM	2 WSTW-FM >	2 WSTW-FM >	2 WSTW-FM >	2 WOGL-FM	2 WSTW-FM	2 WSTW-FM >	2 WSTW-FM	2 WSTW-FM	2 WJBR-FM <
3 WPLY-FM >	WUSL-FM	3 WYSP-FM	3 WMGK-FM	3 WOGL-FM	3 WSTW-FM	3 WYSP-FM	3 WOGL-FM	3 WUSL-FM	3 WJBR-FM <	3 WWDB-F <
	4 WJBR-FM	4 WUSL-FM	WOGL-FM <	4 WMGK-FM <		4 WUSL-FM <	4 WYSP-FM <	4 WYSP-FM	4 WDAS-FM <	4 WDEL-AM
	5 WPLY-FM >	5 WMGK-FM <	5 WYSP-FM	5 WYSP-FM		5 WILM-AM	5 WUSL-FM <	WDAS-FM <	5 WPLY-FM	5 WDAS-FM
						6 WMGK-FM	6 WMGK-FM <			
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54		Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WPLY-FM	1 WSTW-FM	1 WSTW-FM	1 WJBR-FM	1 WJBR-FM >		1 WUSL-FM	1 WYSP-FM >	1 WYSP-FM	1 WYSP-FM	1 WYSP-FM <
WUSL-FM	2 WJBR-FM	2 WJBR-FM >	2 WSTW-FM >	2 WSTW-FM >		2 WYSP-FM	2 WSTW-FM	2 WSTW-FM >	2 WSTW-FM	2 WSTW-FM
3 WYSP-FM	3 WUSL-FM	3 WUSL-FM	3 WUSL-FM	3 WDAS-FM		3 WIYY-FM	3 WUSL-FM >	3 WMGK-FM	3 WOGL-FM	3 WOGL-FM
WSTW-FM >	4 WPLY-FM >	4 WPLY-FM	4 WPLY-FM <	WUSL-FM		4 WPLY-FM	4 WPLY-FM	4 WMNR-F	WMGK-FM <	4 WMGK-FM
WJBR-FM	5 WYSP-FM	5 WMGK-FM	5 WDAS-FM	WOGL-FM		5 WSTW-FM	5 WMGK-FM	5 WUSL-FM	5 WUSL-FM <	5 WJBR-FM
						6 WMNR-F				

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	114 (3)	114 (3)	15.1 %	13.5 %
AOR/Classic/NR	0 (0)	37 (4)	37 (4)	4.9 %	11.0 %
Black/Urban	0 (0)	87 (2)	87 (2)	11.5 %	11.3 %
CHR	0 (0)	121 (3)	121 (3)	16.0 %	20.4 %
Classical	0 (0)	13 (1)	13 (1)	1.7 %	2.5 %
Country	0 (0)	90 (4)	90 (4)	11.9 %	10.5 %
Full Service	26 (1)	0 (0)	26 (1)	3.4 %	4.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	19 (1)	19 (1)	2.5 %	2.4 %
News/Talk	33 (2)	61 (2)	94 (4)	12.5 %	9.7 %
Oldies	0 (0)	88 (4)	88 (4)	11.7 %	6.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	6 (1)	0 (0)	6 (1)	0.8 %	0.0 %
Soft AC/EZ	0 (0)	3 (1)	3 (1)	0.4 %	0.0 %
Sports	16 (1)	0 (0)	16 (1)	2.1 %	2.4 %
Standards	38 (3)	3 (1)	41 (4)	5.4 %	4.5 %
Totals	119 (8)	636 (26)	755 (34)		

Other Rated Stations					Metro Share	Cume Rating
WNRK -AM	ST	1260	Newark		0.5	/ 1.2
Other Rated Stations--Outside Market					Metro Share	Cume Rating
KYW -AM	N	1060	Philadelphia		1.1	/ 6.8
WBEB -FM	AC	101.1	Philadelphia		1.5	/ 7.5
WFLN -FM	CL	95.7	Philadelphia		1.5	/ 4.6
WHFS -FM	AOR-NR	99.1	Annapolis, MD		0.6	/ 1.3
WIBF -FM	AOR-NR	103.9	Jenkintown, PA		0.6	/ 3.4
WIOQ -FM	CHR	102.1	Philadelphia		2.5	/ 9.9
WIP -AM	SPRTS	610	Philadelphia		1.9	/ 6.0
WIYY -FM	AOR	97.9	Baltimore		1.2	/ 3.9
WJJZ -FM	J	106.1	Philadelphia		2.2	/ 7.6
WLIF -FM	SAC	101.9	Baltimore		0.4	/ 1.1
WMNR -FM	AOR	93.3	Philadelphia		2.0	/ 8.8
WNAP -AM	REL	1110	Norristown, PA		0.7	/ 0.8
WOCT -FM	O-70S	104.3	Baltimore		1.2	/ 2.7
WPEN -AM	ST/FS	950	Philadelphia		1.3	/ 3.4
WPOC -FM	C	93.1	Baltimore		0.4	/ 2.5
WQSR -FM	O	105.7	Catonsville, MD		0.9	/ 2.9
WRDR -FM	ST	104.9	Egg Harbor		0.4	/ 1.9
WWDB -FM	T	96.5	Philadelphia		2.4	/ 6.4
WYXR -FM	AC/CHR	104.5	Philadelphia		0.9	/ 4.8

WILMINGTON, DE

AM Stations

WDEL	1150	5 KW (DA-2)	Full Service	CNN, AP	\$35.00	Eastman	
WILM	1450	1 KW	News/Talk	CBS, WW1, UPI	\$37.00	Savalli	
WJBR	1290	1 KW/32 W	Standards	AP, Westwd	\$<20.00	Katz	Commodore

FM Stations

WDSD	94.7	50 KW @ 360	Country	Westwd	\$35.00	Torbet	Benchmark	Dover
WJBR	99.5	50 KW @ 500	AC	AP, Westwd	\$87.00	Katz	Commodore	
WSTW	93.7	50 KW @ 491	CHR/AC		\$80.00	Eastman		

Notes: Other ranked stations -- See Philadelphia or Baltimore . . . 7/96 WJBR-AF sold by Commodore to Capstar for \$ _____ (MVP)

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

WILMINGTON, NC

Arbitron Rank: 182 Pop (12+): 171,300
MSA Rank: 201
MSA Pop: 210,000
DMA # 155
Average Person Ratings: 14.9
Market TSL In Hours: 20.00

Stations: 21 / 11
Diaries 586 / 292:1/ 52.1 %
Sample Target: 610
% Below Line: 21.1
% Not Listed: 18.8
Pop per Station: 15,573

Last Year's Revenue: \$5,500,000
Household Income: \$39,932
Retail Dollars: 42.6 Bil
#1 Biller: WWQQ-F \$1,500,000
#1 Billing Portfolio: Cape Fear duop \$2,500,000

12+ Metro	Format	1/4	Share	Spg 95	Spg 94	12+ Metro Cume / Rating	Spg 95	Spg 94	12+ TSA AQH / Cume	Revenue Level	
1	WGNI -FM	AC	31 / 12.1	11.5	12.1	398 / 23.2	23.6	23.4	39 / 540	C	WGNI -FM
2	WMNX -FM	B	30 / 11.7	12.8	15.1	320 / 18.7	18.6	19.8	43 / 473	B	WMNX -FM
3	WWQQ -FM	C	20 / 7.8	11.9	12.9	295 / 17.2	21.5	24.0	22 / 347	C	WWQQ -FM
4	WSFM -FM	AOR	19 / 7.4	10.6	8.2	279 / 16.3	16.4	19.5	23 / 364	B	WSFM -FM
5	WAAV -AF	T	17 / 6.6	4.2	5.6	225 / 13.1	12.7	11.6	17 / 230	A	WAAV -AF
6	WKXB -FM	C	14 / 5.5	6.0	7.8	232 / 13.5	14.6	15.5	16 / 314	A	WKXB -FM
7	WKOO -FM	O	12 / 4.7	5.5	6.5	213 / 12.4	13.4	13.4	18 / 319	B	WKOO -FM
8	WXQR -FM	AOR	11 / 4.3	0.5		198 / 11.6	1.7		15 / 265		WXQR -FM
9	WZFX -FM	B	9 / 3.5	3.5	2.8	198 / 11.5	12.2	9.6	31 / 421		WZFX -FM
	WRQR -FM	AOR	9 / 3.5	3.2	2.2	187 / 10.9	9.8	6.7	12 / 230	A	WRQR -FM

12+ FM Share (Metro): 90.87 % (189 of 208) (Spring 95: 94.22 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WMNX-FM >	1 WGNI-FM	1 WGNI-FM	1 WGNI-FM	1 WGNI-FM >	1 WGNI-FM	1 WGNI-FM >	1 WGNI-FM >	1 WGNI-FM	1 WMNX-FM >	1 WMNX-FM >
2 WSFM-FM	WSFM-FM <	2 WMNX-FM	2 WMNX-FM	2 WMNX-FM	2 WAAV-AF	2 WMNX-FM <	2 WWQQ-F	2 WMNX-FM	2 WSFM-FM <	2 WAAV-AF
WQSL-FM >	3 WMNX-FM >	3 WSFM-FM	3 WWQQ-F <	3 WWQQ-F <	3 WWQQ-F <	3 WWQQ-F	3 WAAV-AF	3 WSFM-FM	3 WGNI-FM >	WMFD-AM >
		4 WWQQ-F	4 WSFM-FM	4 WSFM-FM	4 WMNX-FM <	4 WAAV-AF	WMNX-FM	4 WWQQ-F <	4 WXQR-FM	WGNI-FM
								5 WAAV-AF		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WMNX-FM	1 WGNI-FM	1 WGNI-FM >	1 WGNI-FM >	1 WGNI-FM >	1 WSFM-FM >	1 WSFM-FM >	1 WSFM-FM	1 WSFM-FM	1 WGNI-FM
WGNI-FM >	2 WMNX-FM >	2 WKXB-FM	2 WMNX-FM >	2 WMNX-FM >	2 WGNI-FM	2 WMNX-FM	2 WWQQ-F	2 WMNX-FM	WSFM-FM
3 WSFM-FM	3 WKXB-FM	WMNX-FM >	3 WWQQ-F	3 WWQQ-F	WXQR-FM >	WXQR-FM >	3 WMNX-FM	3 WWQQ-F	WMNX-FM
WZFX-FM >			WKXB-FM	WKOO-FM >	WWQQ-F	WWQQ-F	WXQR-FM >	WXQR-FM	4 WWQQ-F
				WKXB-FM	WMNX-FM			4 WGNI-FM	
					WKXB-FM				

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	31 (1)	31 (1)	14.9 %	14.5 %
AOR/Classic/NR	0 (0)	41 (4)	41 (4)	19.7 %	15.0 %
Black/Urban	0 (0)	40 (3)	40 (3)	19.2 %	19.7 %
CHR	0 (0)	8 (2)	8 (2)	3.8 %	0.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	35 (3)	35 (3)	16.8 %	23.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	19 (2)	2 (1)	21 (3)	10.1 %	5.2 %
Oldies	0 (0)	16 (2)	16 (2)	7.7 %	12.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %
Soft AC/EZ	0 (0)	11 (2)	11 (2)	5.3 %	4.2 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards	0 (0)	5 (1)	5 (1)	2.4 %	3.5 %
Totals	19 (2)	189 (19)	208 (21)		

Other Rated Stations	Metro Share	Cume Rating
WCCA -FM	O	106.3 Charlotte
WLTT -FM	SAC	103.7 Charlotte
WMFD -AM	T	630 Wilmington

Other Rated Stations--Outside Market	Metro Share	Cume Rating
WEGX -FM	C	92.9 Dillon, SC
WIKS -FM	B	101.9 New Bern
WJYR -FM	EZ	92.1 Myrtle Beach, SC
WQSL -FM	CHR	92.3 Jacksonville
WWXM -FM	CHR	97.7 Georgetown, SC
WYAV -FM	CL AOR	104.1 Conway, SC
WZXS -FM	ST	103.9 Topsail Beach

WILMINGTON, NC

Consolidation Report	12+	25-54	Revenue
Cape Fear	23.8 %	25.9 %	41.7 %
WGNI-FM, WMNX-FM			
Local	12.9 %	13.3 %	21.7 %
WKXB-FM, WSFM-FM			
	36.7 %	39.2 %	63.4 %

AM Stations

WAAV	980	5 KW (DA-N)	Talk	Westwd	\$15.00	Katz		Leland
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FM Stations

WAAV	94.1	5 KW @ 148	See WAAV-AM					
WGNI	102.7	100 KW @ 981	AC	CBS	\$31.00	Katz	Cape Fear	
WKXB	99.9	100 KW @ 518	Country	Westwd	\$15.00	Christal	WSFM owner	Burgaw
WMNX	97.3	100 KW @ 561	Black		\$19.00	Banner	Cape Fear	
WRQR	104.5	4.5 KW @ 377	AOR		\$10.00	---		
WSFM	107.5	32 KW @ 594	AOR		\$22.00	Mc-Guild		Southport
WWQQ	101.3	40 KW @ 545	Country	ABC	\$27.00	Banner	HVS	

Notes: 3/96 WBMS changed from News to Children's with calls WAHH . . . 6/96 WJOY-F changed from Classic AOR to AOR as WRQR-F . . . 6/96 WCCA-F sold for \$_____ . . . 7/96 WAHH/MMFD/WRQR-F sold for \$750,000

WORCESTER

Arbitron Rank: 106 **Pop (12+):** 367,200
MSA Rank: 74
MSA Pop: 432,000 (County)
DMA # Boston (#6)
Average Person Ratings: 17.5
Market TSL in Hours: 23.25

Stations: 34 / 8
Diaries 814 / 451:1/54.1 %
Sample Target: 820
% Below Line: 50
% Not Listed: 10.3
Pop per Station: 45,900

Last Year's Revenue: \$13,000,000
Household Income: \$51,509
Retail Dollars: \$4.7 Bil
#1 Biller: WSRS-F \$3,800,000
#1 Billing Portfolio: Knight combo \$6,100,000

12+ Metro	Format	1/4	Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WSRS -FM	SAC	101 / 15.7	11.1	13.1	13.4	11.8	1094 / 29.8	23.9	29.1	133 / 1449	E	WSRS -FM
2 WTAG -AM	FS	61 / 9.5	8.7	8.0	8.5	9.6	761 / 20.7	21.4	19.9	67 / 869	D	WTAG -AM
3 WXLO -FM	AC	57 / 8.9	9.7	10.0	9.0	9.9	700 / 19.1	21.1	21.3	102 / 1278	E	WXLO -FM
4 WAAF -FM	AOR-NR	38 / 5.9	8.0	9.0	9.3	9.7	533 / 14.5	17.9	21.7	75 / 1186		WAAF -FM
5 WJMN -FM	CHR	36 / 5.6	5.1	4.4	3.6	3.4	571 / 15.5	14.8	13.8	52 / 1048		WJMN -FM
6 WBCS -FM	C	25 / 3.9	4.4	3.8	5.6	5.2	353 / 9.6	11.0	9.5	64 / 746		WBCS -FM
7 WZLX -FM	CL AOR	23 / 3.6	4.7	4.1	4.7	4.0	389 / 10.6	12.9	12.6	37 / 532		WZLX -FM
8 WCRB -FM	CL	22 / 3.4	3.1	3.4	1.8	2.5	314 / 8.5	10.1	8.0	39 / 543		WCRB -FM
9 WODS -FM	O	21 / 3.3	2.8	4.4	2.8	3.4	389 / 10.6	12.2	13.7	46 / 681		WODS -FM
10 WBMX -FM	AC	17 / 2.6	2.3	2.0	2.0	3.5	327 / 8.9	8.6	7.8	28 / 530		WBMX -FM
11 WBOS -FM	AOR-P	16 / 2.5	2.6	2.5	1.6	2.9	243 / 6.6	7.1	7.6	30 / 472		WBOS -FM
WKLB -FM	C	16 / 2.5	2.6	2.9	4.1	3.8	256 / 7.0	6.9	6.6	31 / 517		WKLB -FM
WBZ -AM	N/T	16 / 2.5	2.8	3.6	4.6	2.1	362 / 9.9	10.6	11.1	35 / 699		WBZ -AM

12+ FM Share (Metro): 80.56 % (464 of 576) (Spring 95: 81.60 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WJMN-FM	1 WSRS-FM >	1 WSRS-FM >	1 WSRS-FM >	1 WSRS-FM >	1 WTAG-AM <	1 WSRS-FM <	1 WSRS-FM >	1 WSRS-FM >	1 WSRS-FM >	1 WSRS-FM
2 WAAF-FM >	2 WXLO-FM	2 WXLO-FM >	2 WXLO-FM >	2 WXLO-FM >	2 WSRS-FM >	2 WTAG-AM >	2 WXLO-FM	2 WXLO-FM >	2 WXLO-FM	2 WXLO-FM
	3 WAAF-FM	3 WAAF-FM <	3 WZLX-FM	3 WZLX-FM	3 WXLO-FM >	3 WTAG-AM >	3 WAAF-FM >	3 WAAF-FM <	3 WAAF-FM	3 WAAF-FM
	4 WJMN-FM	4 WJMN-FM <		4 WBCS-FM	4 WCRB-FM		4 WAAF-FM	4 WJMN-FM	4 WTAG-AM	4 WTAG-AM
	5 WBOS-FM	5 WZLX-FM					5 WTAG-AM		5 WJMN-FM >	
	WZLX-FM									
Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54	
1 WSRS-FM	1 WSRS-FM >	1 WSRS-FM >	1 WSRS-FM	1 WSRS-FM	1 WAAF-FM >	1 WSRS-FM	1 WSRS-FM >	1 WSRS-FM >	1 WSRS-FM >	
2 WXLO-FM	2 WXLO-FM >	2 WXLO-FM >	2 WXLO-FM >	2 WXLO-FM >	2 WJMN-FM >	2 WAAF-FM >	2 WZLX-FM	2 WAAF-FM <	2 WZLX-FM	
3 WJMN-FM	3 WBOS-FM	3 WAAF-FM	3 WJMN-FM <	3 WBCS-FM	3 WXKS-FM	3 WJMN-FM	3 WXLO-FM	3 WZLX-FM	3 WXLO-FM	
WBOS-FM >	4 WAAF-FM	4 WZLX-FM	4 WBOS-FM		WBCN-FM >	4 WXLO-FM		4 WXLO-FM	4 WTAG-AM	
5 WXKS-FM	WJMN-FM >				WSRS-FM	WZLX-FM		5 WJMN-FM		
WAAF-FM >										

Format Performance	AM	FM	Total	%	Spr 95
AC	4 (1)	80 (3)	84 (4)	14.6 %	15.1 %
AOR/Classic/NR	0 (0)	103 (8)	103 (8)	17.9 %	22.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	54 (3)	54 (3)	9.4 %	7.6 %
Classical	0 (0)	22 (1)	22 (1)	3.8 %	3.9 %
Country	0 (0)	54 (4)	54 (4)	9.4 %	9.3 %
Full Service	61 (1)	0 (0)	61 (1)	10.6 %	10.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	4 (1)	4 (1)	0.7 %	0.0 %
News/Talk	27 (3)	0 (0)	27 (3)	4.7 %	6.7 %
Oldies	0 (0)	41 (4)	41 (4)	7.1 %	7.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	10 (1)	0 (0)	10 (1)	1.7 %	0.0 %
Soft AC/EZ	0 (0)	106 (2)	106 (2)	18.4 %	15.4 %
Sports	10 (2)	0 (0)	10 (2)	1.7 %	0.7 %
Standards	0 (0)	0 (0)	0 (0)	0.0 %	1.1 %
Totals	112 (8)	464 (26)	576 (34)		

Other Rated Stations	Metro Share	Cume Rating
WORC -AM T	1310	Worcester 1.1 / 3.6
WQVR -FM C	100.1	Southbridge 1.4 / 4.4
WVNE -AM REL	760	Leicester 1.6 / 2.1
WWTM -AM SPRTS	1440	Worcester 0.9 / 3.7
WXXW -FM O	98.9	Webster 0.6 / 2.7

Other Rated Stations—Outside Market	Metro Share	Cume Rating
WAQY -FM CL AOR	102.1	Springfield 0.5 / 1.8
WBCN -FM AOR	104.1	Boston 2.2 / 8.6
WBRU -FM AOR-NR	95.5	Providence, RI 0.6 / 3.4
WCTK -FM C	98.1	New Bedford 0.6 / 1.4
WEEI -FM SPRTS	850	Boston 0.6 / 2.2
WEGQ -FM O-70S	93.7	Lawrence 1.9 / 7.3
WESO -AM AC	970	Southbridge 0.6 / 1.4
WHJY -FM AOR	94.1	Providence 0.3 / 2.6
WMJX -FM AC	106.7	Boston 0.9 / 3.2
WOAZ -FM J	99.5	Lowell 0.6 / 3.3
WPRO -FM CHR	92.3	Providence, RI 0.6 / 3.7
WRKO -AM T	680	Boston 0.6 / 2.9
WWBB -FM O	101.5	Providence, RI 0.6 / 2.1
WWLI -FM SAC	105.1	Providence, RI 0.8 / 1.5
WWRX -FM CL AOR	103.7	Westerly, RI 0.5 / 1.5
WXKS -FM CHR	107.9	Medford 2.2 / 11.1

WORCESTER

AM Stations

WORC	1310	5 KW/1 KW (DA-2)	Talk	CNN, Westwd	\$15.00	Kettell	
WTAG	580	5 KW (DA-2)	Full Service/Talk	CBS, Talknt	\$48.00	Banner	Knight
WWTM	1440	5 KW (DA-N)	Sports	ABC, Westwd	NA	D&R	Amer. Radio Sys.

FM Stations

WQVR	100.1	3 KW @ 295	Country	Westwd	\$32.00	Torbet		Southbridge
WSRS	96.1	17 KW @ 863	Soft AC		\$81.00	Banner	Knight	
WXLO	104.5	37 KW @ 564	AC	AP	\$86.00	Mc-Guild	Deer River	Fitchburg

Miscellaneous: Other ranked stations -- See Boston . . . 7/96 WWTM sold by Zapis to American Radio Sys. for \$NA

***** FORMAT CODES *****

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	N - News
* B - Black (audience 75%+ Black)	O - Oldies
* C - Country	O-70S - 70's Oldies
* CHR - Contemporary Hit Radio, Top 40, Contemporary	REL - Religion, Christian
* CL - Classical	SAC - Soft Adult Contemporary
* CL AOR - Classic AOR, Classic Rock	SP - Hispanic/Spanish
* E - Ethnic (usually Foreign Language)	ST - Standards, Big Band, Nostalgia
* EZ - Easy Listening, Beautiful Music	T - Talk
* FS - Full Service	U - Urban (majority of audience is non-white)
* G - Gospel	? - Others or Unknown

***** REVENUE LEVEL CODES *****

* A - Less than \$500,000	E - \$3,000,000 to \$3,999,999	I - \$10,000,000 to \$14,999,999
* B - \$500,000 to \$999,999	F - \$4,000,000 to \$4,999,999	J - \$15,000,000 to \$19,999,999
* C - \$1,000,000 to \$1,999,999	G - \$5,000,000 to \$6,999,999	K - \$20,000,000 +
* D - \$2,000,000 to \$2,999,999	H - \$7,000,000 to \$9,999,999	

YORK

Arbitron Rank: 103 Pop (12+): 374,000	Stations: 38 / 10	Last Year's Revenue: \$14,200,000
MSA Rank: 134	Diaries 1328 / 282:1/ 68.6 %	Household Income: \$50,186
MSA Pop: 442,000	Sample Target: 1,380	Retail Dollars: \$3.8 Bil
DMA # 44 (w/Harris., Lanc.)	% Below Line: 45.2	#1 Biller: WARM-F \$4,600,000
Average Person Ratings: 16.8	% Not Listed: 11.3	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 37,400	Susquehanna combo \$7,000,000

12+ Metro	Format	1/4	Share	Win 96	Fal 95	Sum 95	Spg 95	4 Book Avg	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1	WARM -FM	AC	68 / 10.8	12.0	9.7	10.1	10.7	10.6	763 / 20.4	19.0	21.1	136 / 1651	F WARM -FM
2	WGTY -FM	C	61 / 9.7	9.9	12.4	10.9	10.1	10.7	691 / 18.5	21.5	19.2	67 / 839	D WGTY -FM
3	WRKZ -FM	C	49 / 7.8	8.4	8.3	5.8	8.4	7.6	586 / 15.7	14.8	17.5	155 / 1924	WRKZ -FM
4	WQXA -FM	AOR-NR	32 / 5.1	3.4	3.8	3.8	3.0	4.0	563 / 15.1	11.5	10.9	95 / 1867	B WQXA -FM
	WYCR -FM	CHR	32 / 5.1	4.9	5.4	6.0	5.7	5.3	716 / 19.1	17.5	22.1	39 / 1186	C WYCR -FM
6	WSBA -AM	FS	28 / 4.4	5.3	5.7	4.0	5.0	4.9	496 / 13.3	14.0	12.9	33 / 627	D WSBA -AM
7	WROZ -FM	SAC	27 / 4.3	4.4	6.4	4.5	7.0	4.9	435 / 11.6	14.3	17.5	106 / 1786	WROZ -FM
8	WTPA -FM	AOR	22 / 3.5	3.4	2.9	3.6	2.5	3.3	392 / 10.5	9.8	9.3	83 / 1437	WTPA -FM
9	WRVV -FM	AC/CHR	21 / 3.3	3.7	2.2	4.1	3.4	3.3	338 / 9.0	9.1	11.1	112 / 1684	WRVV -FM
10	WEGK -FM	CL AOR	20 / 3.2	3.1	2.2	3.5	3.3	3.0	419 / 11.2	8.3	11.6	65 / 1298	C WEGK -FM
11	WNNK -FM	CHR	19 / 3.0	2.3	1.8	2.8	1.6	2.5	336 / 9.0	7.4	5.8	129 / 1891	WNNK -FM
12	WWKL -FM	O	16 / 2.5	2.9	2.4	3.0	3.4	2.7	247 / 6.6	7.9	9.1	66 / 1154	WWKL -FM
13	WWMD -FM	EZ	14 / 2.2	2.9	1.9	3.3	3.1	2.6	205 / 5.5	5.0	7.1	25 / 304	WWMD -FM
14	WHP -AM	FS	13 / 2.1	2.8	2.4	2.1	2.0	2.3	219 / 5.9	6.5	6.9	105 / 1430	WHP -AM

12+ FM Share (Metro): 84.44 % (472 of 559) (Spring 95: 85.44 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WYCR-FM >	1 WQXA-FM	1 WARM-FM >	1 WARM-FM >	1 WARM-FM >	1 WARM-FM	1 WARM-FM	1 WARM-FM >	1 WARM-FM	1 WYCR-FM	1 WGTY-FM <
2 WQXA-FM >	2 WGTY-FM <	2 WGTY-FM <	2 WGTY-FM	2 WGTY-FM	2 WGTY-FM	2 WGTY-FM	2 WRKZ-FM	2 WGTY-FM	2 WQXA-FM <	2 WYCR-FM
	3 WARM-FM	3 WRKZ-FM	3 WRKZ-FM	3 WRKZ-FM >	3 WRKZ-FM	3 WSBA-AM <	3 WGTY-FM >	3 WRKZ-FM	3 WGTY-FM <	3 WARM-FM
	4 WTPA-FM	4 WQXA-FM	4 WRVV-FM <	4 WRVV-FM <	4 WSBA-AM	4 WRKZ-FM	4 WROZ-FM	4 WYCR-FM	4 WARM-FM	4 WRKZ-FM >
	5 WRKZ-FM <	5 WYCR-FM	5 WTPA-FM <			5 WQXA-FM >			5 WRKZ-FM >	5 WSBA-AM
	6 WYCR-FM	6 WRVV-FM	6 WEGK-FM							WTPA-FM
	7 WNNK-FM	WTPA-FM	WYCR-FM <	WQXA-FM						

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WGTY-FM	1 WARM-FM	1 WARM-FM >	1 WARM-FM >	1 WARM-FM >	1 WQXA-FM >	1 WQXA-FM >	1 WQXA-FM	WQXA-FM	1 WARM-FM
WRKZ-FM	2 WGTY-FM	2 WNNK-FM	2 WGTY-FM	2 WGTY-FM	2 WRKZ-FM	2 WTPA-FM	2 WTPA-FM	1 WARM-FM	2 WGTY-FM
WYCR-FM	3 WYCR-FM	WGTY-FM	3 WYCR-FM <	3 WRKZ-FM	WYYY-FM >	3 WGTY-FM	3 WGTY-FM >	3 WRKZ-FM <	3 WRKZ-FM <
4 WQXA-FM	4 WNNK-FM	4 WYCR-FM	4 WRKZ-FM	4 WYCR-FM <	WYCR-FM	4 WRKZ-FM	4 WRKZ-FM	4 WTPA-FM <	4 WQXA-FM
WROZ-FM >	5 WQXA-FM	5 WLN-FM	5 WROZ-FM >	5 WROZ-FM	5 WGTY-FM	WYYY-FM	WYYY-FM	5 WGTY-FM <	WTPA-FM <
WARM-FM	WROZ-FM	WTPA-FM			WTPA-FM >	6 WARM-FM	WGRX-FM	6 WRVV-FM <	6 WEGK-FM
	WRKZ-FM				WARM-FM		WEGK-FM	7 WEGK-FM >	WRVV-FM >
							WARM-FM		

YORK

Format Performance	AM	FM	Total	%	Spr 95	Other Rated Stations		Metro Share	Cume Rating
AC	0 (0)	96 (4)	96 (4)	17.2 %	20.0 %	WGET -AM	T 1320	Gettysburg	1.3 / 2.6
AOR/Classic/NR	0 (0)	84 (4)	84 (4)	15.0 %	11.9 %	WHVR -AM	ST 1280	Hanover	1.4 / 3.6
Black/Urban	0 (0)	4 (1)	4 (1)	0.7 %	0.0 %	WOYK -AM	C 1350	York	1.4 / 5.3
CHR	0 (0)	62 (3)	62 (3)	11.1 %	8.8 %	WQXA -AM	ST 1250	York	1.0 / 2.0
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %				
Country	9 (1)	144 (7)	153 (8)	27.4 %	26.7 %	Other Rated Stations—Outside Market		Metro Share	Cume Rating
Full Service	41 (2)	0 (0)	41 (2)	7.3 %	8.4 %	WBAL -AM	FS/T 1090	Baltimore	0.8 / 2.8
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WCMB -AM	T 1460	Harrisburg	0.5 / 0.9
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WDAC -FM	REL 94.5	Lancaster	1.7 / 3.8
News/Talk	16 (3)	0 (0)	16 (3)	2.9 %	1.1 %	WFRE -FM	C 99.9	Frederick	0.5 / 2.4
Oldies	0 (0)	21 (3)	21 (3)	3.8 %	4.6 %	WGRX -FM	C 100.7	Westminster	1.7 / 6.2
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WHYL -AM	ST 960	Carlisle	0.6 / 1.3
Religion/Gospel	2 (1)	14 (2)	16 (3)	2.9 %	2.3 %	WHYL -FM	C 102.3	Carlisle	0.3 / 1.3
Soft AC/EZ	0 (0)	43 (3)	43 (3)	7.7 %	13.0 %	WIOV -FM	C 105.1	Ephrata	1.3 / 4.1
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	WIYY -FM	AOR 97.9	Baltimore	1.6 / 4.1
Standards	19 (3)	4 (1)	23 (4)	4.1 %	3.3 %	WLAN -FM	CHR 96.9	Lancaster	1.7 / 7.2
Totals	87 10	472 (28)	559 (38)			WLIF -FM	SAC 101.9	Baltimore	0.3 / 1.5
						WNCE -FM	EZ/ST 92.1	Palmyra	0.6 / 1.8
						WOCT -FM	O-70S 104.3	Baltimore	0.3 / 0.7
						WPOC -FM	C 93.1	Baltimore	1.6 / 4.5
						WQSR -FM	O 105.7	Catonsville, MD	0.5 / 1.7
						WRBS -FM	REL 95.1	Baltimore	0.5 / 1.1
						WWII -AM	REL 720	Shiremanstown	0.3 / 0.9
						WWMX -FM	AC 106.5	Baltimore	0.6 / 1.7
						WXYV -FM	B 102.7	Baltimore	0.6 / 1.8
						WYMJ -FM	AC 94.9	Harrisburg	0.5 / 2.5

Consolidation Report	12+	25-54	Revenue
Hall (semi-duop) WEGK-FM, WROZ-FM	7.5 %	8.6 %	%
Telemedia WQXA-AM, WQXA-FM, WRKZ-FM	13.9 %	12.0 %	%
	21.4 %	20.6 %	%

AM Stations

WGET	1320	1 KW/500 W (DA-2)	Full Service	Westwd, 1/1, CBS	\$15.00	Banner	Gettysburg
WHVR	1280	5 KW/500 W (DA-2)	Standards	Westwd	\$13.00	D&R	Hanover
WOYK	1350	5 KW/1 KW (DA-N)	Country Oldies	Westwd	\$12.00	Mc-Guild	
WSBA	910	5 KW/1 KW (DA-2)	Full Service		\$48.00	Eastman	Susquehanna

FM Stations

WARM	103.3	6.4 KW @ 1305	AC		\$86.00	Eastman	Susquehanna
WEGK	92.7	1.4 KW @ 699	Classic AOR	Source	\$31.00	D&R	Hall
WGTY	107.7	16 KW @ 850	Country	Westwd	\$58.00	Banner	Gettysburg
WQXA	105.7	25 KW @ 705	AOR-New Rock		\$27.00	Torbet	Telemedia
WYCR	98.5	11 KW @ 928	CHR		\$35.00	D&R	

Notes: Other Rated Stations – See Harrisburg, Lancaster, Baltimore, and Hagerstown . . . No revenue shares are available for the Consolidation Report due to overlap with Harrisburg and Lancaster . . . 2/96 WQXA-F changed from AC to AOR-NR

YOUNGSTOWN-WARREN

Arbitron Rank: 90 Pop (12+): 410,100	Stations: 30 / 17	Last Year's Revenue: \$14,000,000
MSA Rank: 88	Diaries 1381 / 297:1/ 57.0 %	Household Income: \$38,997
MSA Pop: 491,000	Sample Target: 1,320	Retail Dollars: \$4.7 Bil
DMA #: 95	% Below Line: 10.3	#1 Biller: WQXK-F \$3,000,000
Average Person Ratings: 17.3	% Not Listed: 10.6	#1 Billing Portfolio: Connoisseur duop \$4,400,000
Market TSL In Hours: 23.00	Pop per Station: 24,124	

12+ Metro	Format	1/4 Share	Fal 95	Spg 95	Fal 94	Spg 94	12+ Metro Cume / Rating	Fal 95	Spg 95	12+ TSA AQH / Cume	Revenue Level
1 WQXK -FM	C	83 / 11.7	12.8	12.5	13.4	13.8	953 / 23.2	24.3	23.8	147 / 1645	E WQXK -FM
2 WKBN -AM	N/T	82 / 11.6	10.5	13.4	12.2	12.1	791 / 19.3	19.8	20.5	103 / 1078	D WKBN -AM
3 WHOT -FM	CHR	76 / 10.7	10.9	11.0	9.1	9.8	1209 / 29.5	30.7	29.5	117 / 1886	D WHOT -FM
4 WKBN -FM	SAC	53 / 7.5	7.7	6.8	7.9	8.5	739 / 18.0	19.1	19.0	71 / 1045	C WKBN -FM
5 WBBG -FM	O	52 / 7.3	7.6	9.2	7.3	8.1	784 / 19.1	18.0	20.7	82 / 1142	D WBBG -FM
6 WNCD -FM	AOR	45 / 6.4	6.3	6.7	5.5	8.1	726 / 17.7	16.0	18.9	55 / 912	C WNCD -FM
7 WYFM -FM	AC	41 / 5.8	4.6	3.9	5.1	4.4	630 / 15.4	13.3	12.6	87 / 1224	C WYFM -FM
8 WRBP -FM	B	39 / 5.5	5.7	4.3	8.3	4.8	372 / 9.1	10.3	8.4	42 / 469	WRBP -FM
9 WNIO -AM	ST	21 / 3.0	3.4	2.8	0.1	0.1	172 / 4.2	4.4	4.5	21 / 172	WNIO -AM
10 WSOM -AM	ST	19 / 2.7	2.8	3.5	1.7	2.7	264 / 6.4	8.4	6.9	26 / 436	WSOM -AM
11 WRTK -AM	T	13 / 1.8	0.9	0.8	4.6	3.6	262 / 6.4	5.9	3.8	14 / 284	WRTK -AM
WENZ -FM	AOR-NR	13 / 1.8	2.0	1.3	1.4	1.9	304 / 7.4	5.8	5.9	18 / 355	WENZ -FM
13 WICT -FM	C	11 / 1.6	1.6	1.3	1.0		194 / 4.7	6.4	4.8	46 / 538	WICT -FM

12+ FM Share (Metro): 74.09 % (469 of 633) (Spring 95: 71.38 %)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	Overnight
1 WHOT-FM >	1 WNCD-FM	1 WHOT-FM	1 WHOT-FM <	1 WQXK-FM	1 WKBN-AM	1 WKBN-AM	1 WKBN-AM <	1 WKBN-AM <	1 WHOT-FM	1 WKBN-AM
	WHOT-FM >	2 WQXK-FM <	2 WQXK-FM <	2 WBBG-FM	2 WQXK-FM >	2 WHOT-FM <	2 WQXK-FM	2 WHOT-FM <	2 WQXK-FM >	2 WHOT-FM
	3 WQXK-FM	3 WNCD-FM	3 WYFM-FM	WHOT-FM	3 WBBG-FM	3 WQXK-FM >	3 WKBN-FM	3 WQXK-FM	3 WNCD-FM	WQXK-FM
	4 WYFM-FM	4 WYFM-FM <	4 WNCD-FM	4 WYFM-FM	4 WKBN-FM	4 WKBN-FM	4 WBBG-FM <	4 WBBG-FM <	4 WRBP-FM	4 WBBG-FM
	WRBP-FM	5 WKBN-FM <	WBBG-FM <	WKBN-FM <	5 WHOT-FM	5 WBBG-FM	5 WHOT-FM	5 WKBN-FM <	WRTK-AM	
	6 WBBG-FM	6 WKBN-FM	6 WNCD-FM	6 WNCD-FM				6 WNCD-FM		

Wom 18-24	Wom 18-34	Wom 25-34	Wom 18-49	Wom 25-54	Men 18-24	Men 18-34	Men 25-34	Men 18-49	Men 25-54
1 WHOT-FM >	1 WHOT-FM	1 WHOT-FM	1 WHOT-FM	1 WHOT-FM <	1 WHOT-FM	1 WNCD-FM >	1 WNCD-FM >	1 WNCD-FM	1 WQXK-FM
2 WQXK-FM	2 WQXK-FM	2 WQXK-FM	2 WQXK-FM	2 WQXK-FM	WNCD-FM >	2 WHOT-FM	2 WYFM-FM >	2 WYFM-FM	WNCD-FM <
3 WNCD-FM	3 WKBN-FM	3 WRBP-FM	3 WKBN-FM	3 WKBN-FM <	3 WENZ-FM	3 WYFM-FM	3 WQXK-FM	3 WHOT-FM	3 WBBG-FM <
WKBN-FM	WRBP-FM	4 WKBN-FM	4 WBBG-FM	4 WBBG-FM		4 WRBP-FM	4 WHOT-FM	4 WQXK-FM	4 WYFM-FM >
5 WRBP-FM >	5 WNCD-FM	WYFM-FM >	WRBP-FM	5 WRBP-FM <		WENZ-FM	WENZ-FM	5 WBBG-FM	5 WKBN-FM <
	WYFM-FM >			6 WYFM-FM			WRBP-FM		

Format Performance	AM	FM	Total	%	Spr 95
AC	0 (0)	41 (1)	41 (1)	6.5 %	4.5 %
AOR/Classic/NR	0 (0)	73 (5)	73 (5)	11.6 %	12.9 %
Black/Urban	0 (0)	47 (2)	47 (2)	7.4 %	4.9 %
CHR	0 (0)	76 (1)	76 (1)	12.0 %	14.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	94 (2)	94 (2)	14.9 %	15.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	116 (6)	11 (2)	127 (8)	20.1 %	18.0 %
Oldies	0 (0)	60 (3)	60 (3)	9.5 %	11.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	4 (1)	4 (1)	0.6 %	1.3 %
Soft AC/EZ	0 (0)	63 (3)	63 (3)	10.0 %	8.3 %
Sports	3 (1)	0 (0)	3 (1)	0.5 %	0.5 %
Standards	43 (3)	0 (0)	43 (3)	6.8 %	7.2 %
Totals	162 10	469 (20)	631 (30)		

Other Rated Stations				Metro Share	Cume Rating
WBBW -AM	T	1240	Youngstown	0.6 / 3.0	
WGFT -AM	T	1500	Youngstown	1.0 / 1.6	
WPIC -AM	ST	790	Sharon, PA	0.4 / 1.7	
WRRR -AM	T	1440	Warren	0.4 / 1.9	
WWSY -FM	EZ	95.9	Sharpsville, PA	0.8 / 3.0	

Other Rated Stations--Outside Market				Metro Share	Cume Rating
WAMO -FM	B	106.7	Beaver Falls	1.1 / 4.5	
WDOK -FM	SAC	102.1	Cleveland	0.6 / 0.7	
WKNR -AM	SPRTS	1220	Cleveland	0.4 / 2.5	
WMJI -FM	O	105.7	Cleveland	0.7 / 2.6	
WMMS -FM	AOR	100.7	Cleveland	0.7 / 3.7	
WNXC -FM	T/CL AOR	98.5	Cleveland	0.8 / 2.9	
WNIR -FM	T	100.1	Kent	0.7 / 2.0	
WONE -FM	AOR	97.5	Akron	0.8 / 2.7	
WTOF -FM	REL	98.1	Canton	0.6 / 3.3	
WWWV -AM	T	1100	Cleveland	1.0 / 2.8	
WXDX -FM	AOR-NR	105.9	Pittsburgh	0.6 / 1.9	
WZKL -FM	O	92.5	Alliance	0.4 / 2.0	

YOUNGSTOWN-WARREN

Consolidation Report	12+	25-54	Revenue
Connoisseur	20.4 %	23.6 %	34.4 %
WBBG-FM, WBBW-AM, WHOT-FM, WRTK-AM			
Zapls	2.4 %	2.7 %	3.5 %
WICT-FM, WWSY-FM			
	22.8 %	26.3 %	37.9 %

AM Stations

WBBW	1240	1 KW	Sports		\$<20.00	Christal	Connoisseur	
WKBN	570	5 KW (DA-N)	Talk/News	ABC, CBS	\$46.00	Katz		
WNIO	1540	500 W (DAYS)	Standards	ABC	NA	Eastman		Niles
WRTK	1390	9.5 KW/5 KW (DA-N)	Talk	Westwd, CNN	\$13.00	Christal	Connoisseur	
WSOM	600	1 KW (DAYS, DA)	Standards	Westwd	\$<20.00	Banner	Lincoln	Salem

FM Stations

WBBG	93.3	50 KW @ 279	Oldies		\$40.00	Christal	Connoisseur	
WHOT	101.1	25 KW @ 695	CHR		\$44.00	Christal	Connoisseur	
WICT	95.1	19 KW @ 804	Country	Westwd, ABC	\$<20.00	D&R	Zapls	Grove City
WKBN	98.9	4.5 KW @ 1371	Soft AC	CBS, ABC	\$42.00	Katz		
WNCD	106.1	3 KW @ 328	AOR		\$26.00	Torbet		Niles
WQXK	105.1	88 KW @ 430	Country	Westwd	\$70.00	Banner	Lincoln	Salem
WRBP	101.9	3 KW @ 328	Black	SMN, ABC	\$<20.00	Eastman		Hubbard
WWSY	95.9	3 KW @ 328	EZ	Westwd	NA	D&R	Zapls	Sharpsville, PA
WYFM	102.9	44 KW @ 459	Classic AOR	ABC	\$24.00	Eastman	Regional	Sharon

Notes: 3/96 WRQQ (1470) dropped its simulcast of WRKU-F to simulcast Country WICT-F . . . 4/96 WRKU-F (95.9) changed format from Classic AOR to Easy Listening as WWSY-F

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