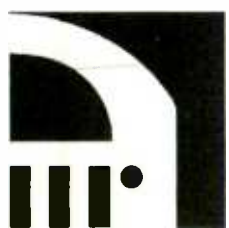


AMERICAN RADIO

Spring 1998 Ratings Report

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see last page



DUNCAN'S AMERICAN RADIO



AMERICAN RADIO
SPRING 1998 RATINGS REPORT

Arbitron Rating Period: 2 April-24 June 1998

Compiled and Edited by:

James H. Duncan, Jr. & Thom Moon

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INTRODUCTION

AMERICAN RADIO enters its 23rd year of publication with this edition. We sincerely appreciate your support of our work today and, over the years.

We strongly urge you (especially new clients/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. If you have any questions, comments or suggestions, please feel free to call me or Thom Moon. We believe that our time is included in your purchase price. And, we always enjoy talking about AMERICAN RADIO. Thom or I can be reached at the following address or phone numbers:

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Every effort has been made to make this book as accurate as possible. However, we are responsible for errors only to the extent subscribers will be notified if such action is justified. If your copy is defective in any way, call the Cincinnati office and we will promptly mail you another copy.

Release of the Arbitron market reports began on 16 July and ended on 14 August. Compilation of this edition was completed 26 August 1998. Mailing will begin on or before 11 September. Any corrections made by Arbitron to earlier published reports are included if they were received before 26 August 1998. Station sales through 21 August 1998 are included.

Audience data in AMERICAN RADIO is extracted by our proprietary computer software from Arbitron's "r-sale" data tapes. Due to Arbitron's method of rounding audience estimates, there may be very minor (and usually insignificant) differences between what is found in a given Arbitron market report and what is found in this book. 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.

Again, thank you for your continued support of our efforts.

DUNCAN'S AMERICAN RADIO

James H. Duncan, Jr.

J.T. Anderton

Thom Moon

Jim Nolan

Sherry Roberts

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Allentown-Bethlehem	Erie	Madison	Saint Louis
Altoona	Eugene	Manchester	Salisbury-Ocean City
Anchorage	Evansville	McAllen-Brownsville	Salt Lake City
Ann Arbor	Fargo	Melbourne-Titusville	San Antonio
Appleton-Oshkosh	Fayetteville, NC	Memphis	San Diego
Asheville	Flint	Miami-Fort Lauderdale	San Francisco
Atlanta	Fort Myers-Naples	Milwaukee	San Jose
Atlantic City-Cape May	Fort Pierce	Minneapolis-St. Paul	Santa Rosa
Augusta, GA	Fort Wayne	Mobile	Sarasota-Bradenton
Austin	Fresno	Modesto	Savannah
Bakersfield	Gainesville-Ocala	Monmouth-Ocean	Seattle-Tacoma
Baltimore	Grand Rapids	Monterey-Salinas-	Shreveport
Baton Rouge	Green Bay	Santa Cruz	Sioux Falls
Binghamton	Greensboro-Winston Salem	Montgomery	South Bend
Birmingham	Greenville-New Bern	Nashville	Spokane
Bloomington, IL	Greenville-Spartanburg	Nassau-Suffolk	Springfield, MA
Boise	Harrisburg	New Haven	Springfield, MO
Boston	Hartford	New Orleans	Stockton
Bridgeport	Honolulu	New York	Syracuse
Buffalo	Houston	Norfolk	Tallahassee
Canton	Huntington-Ashland	Oklahoma City	Tampa-St. Petersburg
Cedar Rapids	Huntsville	Omaha	Terre Haute
Charleston, SC	Indianapolis	Orlando	Toledo
Charleston, WV	Jackson, MS	Oxnard-Ventura	Topeka
Charlotte	Jacksonville, FL	Pensacola	Tucson
Chattanooga	Johnson City-Kingsport-	Peoria	Tulsa
Chicago	Bristol	Philadelphia	Utica-Rome
Cincinnati	Johnstown	Phoenix	Visalia-Tulare-Hanford
Cleveland	Kalamazoo	Pittsburgh	Washington, DC
Colorado Springs	Kansas City	Portland, ME	Waterloo-Cedar Falls
Columbia, SC	Knoxville	Portland, OR	West Palm Beach
Columbus, GA	Lafayette, IN	Portsmouth-Dover-	Wheeling
Columbus, OH	Lafayette, LA	Rochester	Wichita
Corpus Christi	Lakeland-Winter Haven	Providence	Wilkes Barre-Scranton
Dallas-Ft. Worth	Lancaster	Pueblo	Wilmington, DE
Davenport-Rock Island-	Lansing	Raleigh-Durham	Wilmington, NC
Moline	Las Vegas	Reno	Worcester
Dayton	Lexington	Richmond	York
Daytona Beach	Lincoln	Riverside-San Bernardino	Youngstown
Denver	Little Rock	Roanoke-Lynchburg	
Des Moines	Los Angeles	Rochester, NY	

STATION TRADING ACTIVITY

6 FEBRUARY-21 AUGUST 1998

GROUP SALES

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
2/98 BLOOMINGTON-BLOOMINGTON MANAGEMENT			
WJBC/WBNQ-F/WBWN-F WGOW-AF/WOGT-F/WWSKZ-F WISW/WOMG-F/WTCB-F WBBL/WLAV-F/WKLF-F WJCW/WKIN/WKOS-F/WQUT-F	Bloomington, IL Chattanooga Columbia, SC Grand Rapids Johnson City-Kingsport-Bristol	est. \$66,812,850	
2/98 CAPSTAR-CHANCELLOR			
KBFB-F/KTXQ-F KQUE/KKRW-F WDVE-F/WJJJ-F/WVTV-F/WXDX-F KPLN-F/KYXY-F	Dallas-Fort Worth Houston Pittsburgh San Diego	\$637,500,000	
3/98 CHAMPION-CAPSTAR			
KDBS KKST-F KRRV-F KZMZ-F KBUY-F KIXZ KMML-F KNSY-F KCDQ-F KCHX-F KMRK-F	Alexandria, LA Alexandria, LA Alexandria, LA Alexandria, LA Amarillo, TX Amarillo, TX Amarillo, TX Amarillo, TX Odessa-Midland, TX Odessa-Midland, TX Odessa-Midland, TX	\$11,300,000	Whitley
3/98 JAMES INGSTAD-CUMULUS			
KDHL/KNFX/KQCL-F/KQPR-F KYSM-AF/KXLP-F KGLO/KCHA-AF/KCZE-F/KCZY-F/KIAI-F/KLKK-F KNUJ-AF/KNSG-F KRFO-AF KWEB/KMFX-F/KRCH-F KOWO/KRUE-F KLXX/KACL-F/KBYZ-F/KKCT-F	Faribault, MN Mankato, MN Mason City, IA New Ulm, MN Owatonna, MN Rochester, MN Waseca, MN Bismarck, ND	\$57,200,000	MVP
4/98 CHILDREN'S BROADCASTING-CATHOLIC RADIO NETWORK			
WAUR (930; Sandwich, IL) KAHZ (1360; Fort Worth) KKYD (1340) KCNW (1380) KPLS (830; Orange) WZER (540; Jackson) WWTC (1280) WJDM (1530)/WJDM-EB (1670) (Elizabeth, NJ) WPWA (1590; Chester, PA) KIDR (740)	Chicago Dallas-Fort Worth Denver Kansas City Los Angeles Milwaukee Minneapolis-St. Paul New York Philadelphia Phoenix	est. \$57,500,000	
4/98 CHILDREN'S BROADCASTING-SALEM COMMUNICATIONS			
KTEK (1100; Alvin) KYCR (1570; Golden Valley)	Houston Minneapolis-St. Paul	\$2,700,000	
4/98 CBS-JACOR (TRADE)			
To CBS: WAZU-F/WHOK-F/WLVQ-F Columbus, OH; KSGS/KMJZ-F Minneapolis-St. Paul To Jacor: WCAO/WOCT-F Baltimore; KLOU-F/KSD-F Saint Louis; KOME-F/KUFY-F San Jose			
5/98 PULITZER-HEARST-ARGYLE			
WXII (830; Eden) WLKY (970) KMVP KTAR KKLT-F	Greensboro-Winston Salem Louisville Phoenix Phoenix Phoenix	\$1,100,000 \$1,300,000 \$6,000,000 \$38,000,000 \$34,000,000 \$78,400,000	
6/98 Z-SPANISH-DOUGLAS			
Majority Interest		\$101,000,000	

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
20% Interest	6/98 Z-SPANISH-HICKS, MUSE, TATE & FURST	\$25,000,000	
WMIQ/WIMK-F WUPK-F WIHC-F WZNL-F WKNW/WYSS-F	6/98 MARTZ-MARATHON Iron Mountain, MI Marquette, MI Newberry, MI Norway, MI Sault Sainte Marie, MI	\$6,020,000	Foreman
WGY WHRL-F WRVE-F WHP WKBO WRVV-F WRBT-F WWKL WWKL-F WNTJ WMTZ-F WADR (1480; Remsen) WOUR-F WRFM-F WRNY (1350)/WUTQ (1550) WSKS-F WRAK/WRKK/WKSB-F/WMYL-F WRKK WKSJ-F WMYL-F	6/98 DAME-CLEAR CHANNEL Albany-Schenectady-Troy Albany-Schenectady-Troy Albany-Schenectady-Troy Harrisburg Harrisburg Harrisburg Harrisburg Harrisburg Harrisburg Johnstown Johnstown Utica-Rome Utica-Rome Utica-Rome Utica-Rome Utica-Rome Utica-Rome Williamsport Williamsport Williamsport Williamsport (Stock transaction)	\$14,000,000 \$3,900,000 \$11,400,000 \$7,500,000 \$700,000 \$16,900,000 \$5,000,000 \$600,000 \$9,000,000 \$500,000 \$3,600,000 \$200,000 \$2,800,000 \$800,000 \$600,000 \$1,900,000 \$900,000 \$400,000 \$3,300,000 \$1,000,000 \$85,000,000	BT Alex. Brown
KKCH-F/KSNO-F KSMT-F/KZYR-F KVFC/KRTZ-F	7/98 GARDINER-AMERICAN GENERAL Aspen-Glenwood Springs, CO Breckenridge-Vail, CO Cortez, CO	\$6,000,000	
WIXN-AF WFAW/WSJY-F WDMJ/WIAN/WJPD-F WDLB/WLJY-F WSEY-F (CP) WRDB/WLJY-F WOSQ-F WKCH-F	7/98 GOETZ-MARATHON Dixon, IL Fort Atkinson/Madison, WI Marquette-Central Upper MI Marshfield/Wausau-Stevens Point, WI Mount Morris, IL Reedsburg, WI Spencer, WI Whitewater, WI	\$18,796,000	Don Clark
KXRO/KDUX-F KBRJ-F KEAG-F KFQD KHAR KMXS-F KWHL-F KWIQ-AF/KVYF-F KKRT/KKRV-F	7/98 PIONEER-MORRIS Aberdeen, WA Anchorage Anchorage Anchorage Anchorage Anchorage Anchorage Moses Lake, WA Wenatchee, WA	\$33,000,000	
KSPZ-F KTWK KVOR KVUU-F KIBZ-F KKNB-F KTGL-F KZKX-F KFAB KGOR-F KTNP-F KXKT-F KAQQ KEYF-AF KISC-F KKZX-F	7/98 TRIATHLON-CAPSTAR Colorado Springs Colorado Springs Colorado Springs Colorado Springs Lincoln Lincoln Lincoln Lincoln Omaha Omaha Omaha Omaha Spokane Spokane Spokane Spokane	\$9,900,000 \$800,000 \$2,800,000 \$5,700,000 \$2,800,000 \$4,000,000 \$7,300,000 \$10,700,000 \$22,000,000 \$15,600,000 \$5,700,000 \$20,200,000 \$800,000 \$4,500,000 \$10,500,000 \$11,400,000	

(Continued)

STATION(S)	MONTH SELLER-BUYER MARKET	CONSIDERATION	BROKER(S)
7/98 TRIATHLON-CAPSTAR (CONT'D.)			
KNFR-F	Spokane	\$9,700,000	
KALE/KEGX-F/KIOK-F/KTCR	Tri-Cities, WA	\$10,000,000	
KEYN-F	Wichita	\$6,000,000	
KFH	Wichita	\$1,500,000	
KQAM	Wichita	\$1,300,000	
KWSJ-F	Wichita	\$3,400,000	
KZSN-F	Wichita	<u>\$14,400,000</u>	
		\$190,000,000	
7/98 PRIMEDIA-CHANCELLOR			
WOYE-F/WIOB-F/WCTA-F	Mayaguez, PR		
WOQI-F/WIOC-F	Ponce, PR		
WCOM-F/WIOA-F/WZNT-F	San Juan, PR		
		\$75,000,000	Jeffery
8/98 GREAT EMPIRE-JOURNAL BROADCAST GROUP			
WOW	Omaha	\$4,700,000	
WOW-F	Omaha	\$14,900,000	
KTTS	Springfield, MO	\$4,500,000	
KTTS-F	Springfield, MO	\$18,000,000	
KLTV-F	Springfield, MO	\$2,800,000	
KVOO	Tulsa	\$4,400,000	
KVOOF	Tulsa	\$16,000,000	
KCKI-F	Tulsa	\$6,500,000	
KFDI	Wichita	\$7,900,000	
KFDI-AF	Wichita	\$20,000,000	
KICT-F	Wichita	\$8,000,000	
KLLS-F	Wichita	\$5,700,000	
KYQQ-F	Wichita	<u>\$4,900,000</u>	
		est. \$118,300,000	
8/98 FULLER-ROOT			
WTLM/WKKR-F/WMXA-F	Auburn-Opelika, AL		
WZMG	Pepperell, AL		
WCJM-F	West Point, GA		
		\$4,430,000	

MARKET-BY-MARKET LISTINGS

DATE	STATION(S)	SELLER	MARKET BUYER	CONSIDERATION	BROKER(S)
ABERDEEN, WA					
7/98	KXRO/KDUX-F	Pioneer	Morris	See Group Sales	
ABILENE, TX					
2/98	KRUN/KCSE-F		Cumulus	\$395,000	
3/98	KHXS-F		Cumulus	\$400,000	
4/98	KFQX-F		Cumulus	\$1,700,000	Fischer
4/98	KBBA/KEYJ-F/KORQ-F	Dynamic	Sunburst	\$5,370,869	
4/98	KKHR-F		Texas Eagle	\$1,075,000	
ALBANY, GA					
5/98	WALG/WKAK-F		Cumulus		
5/98	WJAD-F/WEGC-F		Cumulus		
6/98	WGPC-AF		Cumulus	\$2,250,000	Force
ALBANY-SCHENECTADY-TROY					
6/98	WGY	Dame	Clear Channel	\$14,000,000	BT Alex. Brown
6/98	WHRL-F	Dame	Clear Channel	\$3,900,000	BT Alex. Brown
6/98	WRVE-F	Dame	Clear Channel	\$11,400,000	BT Alex. Brown
7/98	WJKE-F			\$900,000	
7/98	WXLE-F		Capstar	\$2,600,000	
ALBUQUERQUE					
2/98	KKSS-F	Sunburst	Trumper	\$6,066,000	
ALEXANDRIA, LA					
3/98	KDBS/KKST-F/KRRV-F	Champion	Capstar	See Group Sales	Whitley
7/98	KBCE-F (20.75%)			\$26,248	
ALLENTOWN-BETHLEHEM					
4/98	WRNJ-F		Big City	\$6,400,000	Boyle
AMARILLO, TX					
2/98	KPUR-AF		Cumulus	\$820,000	Fischer
3/98	KIXZ/KBUY-F/KMML-F/KNSY-F	Champion	Capstar	See Group Sales	Whitley

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			ANCHORAGE			
7/98	KFQD/KHAR/KBRJ-F/					
7/98	KEAG-F/KMXS-F/KWHL-F	Pioneer		Morris	See Group Sales	
			APPLETON-OSHKOSH			
2/98	WRJQ (1570)				\$140,000	
			APPLE VALLEY-VICTORVILLE, CA			
8/98	KIXW/KIXA-F/KZXY-F	Gammon		Regent		Star
			ASPEN-GLENWOOD SPRINGS, CO			
7/98	KKCH-F/KSNO-F	Gardiner		American General	See Group Sales	
			ATLANTA			
2/98	WATB (1420; Decatur)			Freedom Network	\$525,000	Sailors
4/98	WVNF (1400; Alpharetta)			Genesis	\$275,000	
8/98	WSSA (1570; Morrow) - 59.25% interest				\$380,000	
			ATLANTIC CITY-CAPE MAY			
7/98	WZZP-F			Spring	\$2,922,500	
			AUGUSTA, GA			
4/98	WLOV-AF (Washington, GA)			Cumulus	\$500,000	McCoy
			AUGUSTA-WATERTOWN, ME			
3/98	WCME-F	Tryon-Seacoast		Cumulus	\$500,000	Silverman
3/98	WFAU/WABK-F/WIGY-F/WKCG-F	Tryon-Seacoast		Cumulus	\$3,500,000	Silverman
7/98	WAVX-F			Mariner	\$1,150,000	Media Svcs Group
			AUSTIN			
7/98	KFMK-F (CP)	Steve Hicks		Capstar	\$8,500,000	
			BALTIMORE			
4/98	WNAV (1430; Annapolis)	Einstein		Pat Sajak	\$2,200,000	
5/98	WASA (1330; Havre de Grace)/WWLG			WCBM	\$1,262,500	
5/98	WCAO/WOCT-F	CBS		Jacor	See Group Sales	
			BANGOR, ME			
8/98	WBVA-F (Searsport)				\$265,000	
			BEAUMONT-PORT ARTHUR			
2/98	KTCX-F	Pacific (Dames)		Cumulus	\$3,600,000	
			BELLINGHAM, WA			
7/98	KGMI/KISM-F			Saga	\$8,000,000	
			BILOXI-GULFPORT, MS			
3/98	WXOR-F (50%)				\$150,000	
			BISMARCK, ND			
3/98	KLXX/KACL-F/KBYZ-F/KKCT-F	James Ingstad		Cumulus	\$7,000,000	MVP
			BLACKSBURG-CHRISTIANSBURG, VA			
5/98	WKEX (1430)			Vernon Baker	\$60,000	
7/98	WXBX-F			Three Rivers	\$200,000	Kozacko
7/98	WYVE			Three Rivers	\$250,000	
7/98	WFNR/WNRV/WRAD	Bocephus		Root		
7/98	WBNK-F/WPSK-F/WRIQ-F/WVMJ-F	Bocephus		Root		
			BLOOMINGTON, IL			
2/98	WAPU-F			Kelly	\$750,000	
2/98	WJBC/WBNQ-F/WBWN-F	Bloomington		Bloomington Management	See Group Sales	MVP
			BOISE			
3/98	KCID-AF/KGEM/KJOT-F/					
3/98	KQXR-F/KSRV-AF (Ontario, OR)	American General		Journal Broadcast Group	\$15,500,000	Kalil
			BOSTON			
4/98	WSRO (1470; Marlborough)				\$250,000	
5/98	WADN (1120; Concord)				\$450,000	
8/98	WAAF-F	CBS		Entercom	\$38,000,000	
8/98	WEEI	CBS		Entercom	\$28,000,000	
8/98	WEGQ-F	CBS		Entercom	\$37,000,000	
8/98	WRKO	CBS		Entercom	\$40,000,000	
			BRAWLEY, CA			
3/98	KMXX-F/KWST-F			Entravision	\$2,400,000	MVP
			BRECKENRIDGE-VAIL, CO			
7/98	KSMT-F/KZYR-F	Gardiner		American General	See Group Sales	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			BRYAN-COLLEGE STATION, TX			
6/98	KAGG-F			Sunburst	\$3,000,000	
			BURLINGTON, VT			
4/98	WCPV-F	DynaCom		Capstar	\$3,166,667	Foreman; MVP
4/98	WXPS-F	DynaCom		Capstar	\$2,083,333	Foreman; MVP
			CAPE COD, MA			
3/98	WOCN-F			Sandab (S. Seymour)	\$1,200,000	
5/98	WMVY-F	Commun. Properties		Airtaur	\$1,000,000	
			CAPE GIRARDEAU, MO			
7/98	FM CP (93.9; Scott City)			Zimmer	\$403,935	
			CASPER, WY			
6/98	KTRS/KYOD-F			KMLD-F	\$2,750,000	McCoy
			CEDAR RAPIDS			
2/98	KMRY			Rick Sellers	\$475,000	
6/98	KXXM-F	KRNA, Inc.		Capstar	Cancelled	
			CENTRALIA-CHEHALIS, WA			
8/98	KELA/KMNT-F			Jacor	\$4,000,000	Blackburn
			CHARLESTON, SC			
7/98	WPAL-AF			K.B. Beach, receiver		
			CHARLOTTE			
2/98	WLTC (1370; Gastonia)				\$162,000	
2/98	WABZ-F (100.9; Albemarle)	Wm. Norman			\$1,275,000	Doyle Haddon
2/98	WABZ-F			Susquehanna	\$1,650,000	Patrick
3/98	WCGC (1270; Belmont)	Hilker		GHB	\$250,000	
6/98	WTLT (1480)			Hibernia	\$900,000	Biernacki
			CHATTANOOGA			
2/98	WBAC/WALV-F (Cleveland, TN)			Brewer	\$1,500,000	Wm. Rice
2/98	WGOW-AF/WOGT-F/WSKZ-F	Bloomington		Bloomington Management	See Group Sales	MVP
3/98	WBDX-F				\$1,189,395	
3/98	WDRZ-F (Etowah)			WBDX-F		
4/98	WKXJ-F (51%)				\$351,852	
5/98	WLMX-AF	Wicks		Cumulus	\$3,800,000	Stevens
5/98	WZST-F	Wicks		Cumulus	\$1,700,000	Stevens
8/98	WKXJ-F			Cumulus	\$3,000,000	
			CHEYENNE, WY			
4/98	KMUS-F			Jacor	\$1,200,000	
			CHICAGO			
3/98	WLTH (1370; Gary)	Pluria Marshall			\$650,000	
4/98	WYPA (820)				Cancellation of \$8.3 MM in loans	
4/98	WLRT-F (92.7; Kankakee)			Big City	\$5,000,000	Stevens
4/98	WLBK/WDEK-F (De Kalb)			Big City	\$4,500,000	Blackburn; Stevens
4/98	WCBR-F (92.7; Arlington Heights)	Darrell Peters		Big City	est. \$18,000,000	Stevens
4/98	WAUR (930; Sandwich)	Children's		Catholic	See Group Sales	
7/98	WTAQ (1300; La Grange)/WTAU (1500; Zion)	Lotus		ABC/Disney		
8/98	WMVP	Chancellor		ABC/Disney	\$21,000,000	
			CHILLICOTHE, OH			
2/98	WBEX/WKKJ-F			Jacor	\$6,000,000	Jorgenson
8/98	WKKJ-F (Assignment of purchase contract)	Jacor		Secret		
			CINCINNATI			
2/98	WNOP (740)				\$500,000	
8/98	WAQZ-F/WCKY (1360)/WSAI	Chuck Reynolds		Jacor	\$1,800,000	
			CLEVELAND			
4/98	WMIH (1260)			ABC/Disney	\$3,900,000	Kozacko
6/98	WKNR	Jacor		Capstar	WTAE, Pittsburgh	
8/98	WRMR	Embrescia		Chancellor	\$8,800,000	
8/98	WDOK-F	Embrescia		Chancellor	\$71,600,000	
8/98	WQAL-F	Fairfield/ML		Chancellor	\$68,500,000	
8/98	WJMO	Zapis		Chancellor	\$3,200,000	
8/98	WZAK-F	Zapis		Chancellor	\$89,300,000	
8/98	WZJM-F	Zapis		Chancellor	\$27,700,000	
			COLORADO SPRINGS			
2/98	KWYD (1580)				\$450,000	Jody McCoy
7/98	KSPZ-F	Triathlon		Capstar	\$9,900,000	
7/98	KTWK	Triathlon		Capstar	\$800,000	
7/98	KVOR	Triathlon		Capstar	\$2,800,000	
7/98	KVUU-F	Triathlon		Capstar	\$5,700,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
2/98	KFAL/KKCA-F (Fulton, MO)	Ken Meyer	COLUMBIA, MO	Zimmer	\$500,000	Meador
2/98	KLIK (Jefferson City)	Zimmer		David Zimmer (KATI-F)	\$500,000	
2/98	WISW/WOMG-F/WTCB-F	Bloomington	COLUMBIA, SC	Bloomington Management	See Group Sales	MVP
7/98	WDXZ-F (106.3)			GHB	\$500,000	
5/98	WAZU-F/WHOK-F/WLVQ-F	Jacor	COLUMBUS, OH	CBS	See Group Sales	Crisler
5/98	WZAZ-F	Jacor		Blue Chip	\$10,100,000	
2/98	KULM-F		COLUMBUS, TX	Texas Eagle	\$350,000	
2/98	KLTG-F/KOUL-F/KRAD-F	Harpole	CORPUS CHRISTI	Texas Eagle	\$7,000,000	Barger
2/98	KUNO/KSAB-F	Tichenor		Capstar	\$2,960,000	
6/98	FM CP (Gregory, TX)			Pacific	\$280,000	
7/98	KVFC/KRTZ-F	Gardiner	CORTEZ, CO	American General	See Group Sales	
3/98	KLOO-AF		CORVALLIS, OR	Jacor	\$2,500,000	Media Svcs
6/98	KRKT-AF			Jacor	\$3,825,000	Media Svcs
2/98	KBFB-F/KTXQ-F	Capstar	DALLAS-Ft. WORTH	Chancellor	See Group Sales	Geo. Moore
3/98	KDSX/KXIL-F (Denison, TX)			Susquehanna	\$6,050,000	
4/98	KAHZ (1360; Fort Worth)	Children's		Catholic	See Group Sales	
7/98	KAAM			ABC/Disney	\$12,100,000	
8/98	KNKI-F (96.7; Flower Mound)	First Bcstg.		ABC/Disney	\$23,000,000	
3/98	WINE/WPUT/WAXB-F/WRKI-F	Capstar	DANBURY, CT	Frank Washington	\$15,000,000	
2/98	WIZE (Springfield, OH)		DAYTON	Jacor	\$525,000	
3/98	WPTW/WCLR-F/WZLR-F	Giddens		Cox	\$6,300,000	
4/98	WLSN-F (106.5; Greenville)			Jacor	\$3,400,000	
3/98	WGNE-F	Capstar	DAYTONA BEACH	Clear Channel	\$11,500,000	
2/98	KIIX (Ft. Collins)/KTCL-F	Tsunami	DENVER-BOULDER	Jacor	\$500,000 + \$5,600,000 debt assumption	
4/98	KKYD (1340)	Children's		Catholic	See Group Sales	Media Svcs
5/98	KQXI (1550)/KAYK (1690)			ABC/Disney	\$3,500,000	
2/98	KMXD-F		DES MOINES	Jacor	\$3,000,000	
2/98	WQBH (control)		DETROIT			
5/98	WCAR (1090)	Children's			\$2,000,000	Star
7/98	WIXN-AF	Goetz	DXON, IL	Marathon	See Group Sales	Don Clark
5/98	WGZS/WIZB-F		DOTHAN, AL		\$540,000	
3/98	KAMP		EL CENTRO, CA	Entravision	\$2,400,000	
4/98	KTSM-AF	Galloway	EL PASO	Clear Channel	\$10,500,000	
2/98	WFGO-F	Fleckenstein	ERIE	Myron Jones	\$2,000,000	
3/98	KDHL/KNFX/KQCL-F/KQPR-F	James Ingstad	FARIBAULT, MN	Cumulus	See Group Sales	MVP
8/98	KCBF/KXLR-F	Northern TV	FAIRBANKS, AK	Ackerley	est. \$3,000,000	
4/98	WRCQ-F	Peterson	FAYETTEVILLE, NC	Cape Fear	\$4,300,000	Bergner

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			FLORENCE, SC			
2/98	WHSC-AF	GHB		Cumulus	\$700,000	Bergner
3/98	WMXT-F/WBZF-F/WWFN-F			Cumulus	\$3,800,000	MVP
4/98	WCMG-F (Latta)			Cumulus	\$525,000	McCoy
4/98	WSEA-F (CP)			Cumulus	\$1,300,000	Am. Media Svcs.
			FORT COLLINS-GREELEY, CO			
2/98	KGRE				\$145,000	
			FORT PIERCE			
4/98	WFLM-F					
5/98	WPAW-F (50%)				\$617,416.56	
			FORT SMITH, AR			
3/98	KKUZ/KMXJ-F (Sallisaw, OK)			KFSA/KISR-F	\$525,000	
			FRESNO			
8/98	KFIG				\$300,000	
			GAINESVILLE-OCALA			
2/98	WRZN			Alliance	\$650,000	
2/98	WRRX-F			Entercom	\$2,850,000	Don Clark
7/98	WYOC-F				\$850,000	
			GLENS FALLS, NY			
2/98	WWSC/WCQL-F				\$275,000	
			GRAND JUNCTION, CO			
3/98	KQIX-F				\$800,000	Media Svcs
3/98	KEXO/KQIL-F/KKNN-F			Cumulus	\$2,000,000	McCoy
			GRAND RAPIDS			
2/98	WBBL/WKLQ-F/WLAV-F	Bloomington		Bloomington Management	See Group Sales	MVP
			GREEN BAY			
2/98	WEZR-F			Cumulus	\$2,065,000	Bcst. Asset Mgmt.
2/98	WJLW-F			Cumulus	\$2,500,000	Bcst. Asset Mgmt.
			GREENSBORO-WINSTON SALEM			
3/98	WKEW (1400; Greensboro)				\$420,000	
5/98	WSML (1200; Graham)			Clear Channel	\$800,000	
5/98	WXII (830; Eden)	Pulitzer		Hearst-Argyle	\$1,100,000	
6/98	WOKX (1590; High Point)				\$194,000	Media Svcs.
			GREENVILLE-NEW BERN			
6/98	WGPM-F (94.3; Farmville)			WCZI-F (98.3; Washington)	\$750,000	
			GREENVILLE-SPARTANBURG			
3/98	WESC-AF	Capstar		Clear Channel	\$18,900,000	
3/98	WJMZ-F	Capstar		Clear Channel	\$18,000,000	
3/98	WTPT-F	Capstar		Clear Channel	\$10,000,000	
			HARRISBURG			
5/98	WADV (940; Lebanon) - 50% interest				\$5,000	
6/98	WHP	Dame		Clear Channel	\$7,500,000	BT Alex. Brown
6/98	WKBO	Dame		Clear Channel	\$700,000	BT Alex. Brown
6/98	WRBT-F	Dame		Clear Channel	\$5,000,000	BT Alex. Brown
6/98	WRVV-F	Dame		Clear Channel	\$18,900,000	BT Alex. Brown
6/98	WWKL (1460)	Dame		Clear Channel	\$600,000	BT Alex. Brown
6/98	WWKL-F	Dame		Clear Channel	\$9,000,000	BT Alex. Brown
			HARTFORD			
2/98	WRDM (1550)			Hibernia	\$1,500,000	Biernacki
			HELEN, GA			
3/98	WHEL-F (105.1)			Jacor	\$800,000	
			HONOLULU			
3/98	KXME-F (104.3)	New Planet stockholders		New Planet	\$1,800,000	
5/98	KOHO (1170) - 58.3% interest				\$100,000	
8/98	KORL-F	Loew		Caribou	\$1,650,000	
			HOUSTON-GALVESTON			
2/98	KQUE/KKRW-F	Capstar		Chancellor	See Group Sales	
3/98	KKPN-F	Capstar		Heftel	\$54,000,000	
4/98	KODA-F	Capstar		Chancellor	\$90,250,000 + WAPE-F/WFYV-F	
4/98	KTEK (1100; Alvin)	Children's		Salem	(w/KYCR, Minneapolis) \$2,700,000	
7/98	KENR (1070)	Salem		ABC/Disney	\$10,600,000	
8/98	KKTL-F (97.1; Cleveland)			Jacor	\$14,700,000	Blackburn
8/98	KENR	Salem		ABC/Disney	"On hold"	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
6/98	WMIQ/WIMK-F	Goetz	<i>IRON MOUNTAIN, MI</i>	Marathon	See Group Sales	Foreman
			<i>JACKSON, MS</i>			
2/98	WVIV-F			WTYX-F	\$850,000	
5/98	WSLI (930)	Spur Capital		Clear Channel	\$325,000	
7/98	WBKJ-F (105.1; Kosciusko)	Boswell		Capstar	WJDX-F	
7/98	WJDX-F	Capstar		Boswell	WBKJ-F	
8/98	WSLI	Spur Capital		Clear Channel	Reportedly cancelled	
8/98	WRJH-F (97.7; Brandon)					
			<i>JACKSONVILLE</i>			
3/98	WAOC/WJQR-F (St. Augustine)			Mondosphere	\$1,900,000	
4/98	WAPE-F/WFYV-F (+\$90,250,000)	Chancellor		Capstar	KODA-F Houston	
			<i>JOHNSON CITY-KINGSPOORT-BRISTOL</i>			
2/98	WJCW/WKIN/WKOS-F/WQUT-F	Bloomington		Bloomington Management	See Group Sales	MVP
4/98	WMEV-AF (Marion, VA)			Holston Valley	\$1,650,000	Media Svcs.
			<i>JOHNSTOWN</i>			
4/98	WFJY (Portage)	Forever			\$25,000	
6/98	WNTJ	Dame		Clear Channel	\$500,000	BT Alex. Brown
6/98	WMTZ-F	Dame		Clear Channel	\$3,600,000	BT Alex. Brown
			<i>JOPLIN, MO</i>			
3/98	KJML-F				\$550,000	
6/98	KKLL/KWAS				\$730,000	
			<i>KALAMAZOO</i>			
3/98	WKMI/WKFR-F/WRKR-F			Cumulus	\$14,000,000	
			<i>KANSAS CITY</i>			
4/98	KCNW (1380)	Children's		Catholic	See Group Sales	
7/98	KCTE (1510)				\$925,000	
			<i>KEENE, NH</i>			
5/98	WKNE-AF			Cumulus	est. \$6,500,000	
			<i>KEY WEST, FL</i>			
4/98	WAIL-F/WEOW-F			Clear Channel	\$2,600,000	
			<i>KILLEEN-TEMPLE, TX</i>			
3/98	KYUL-F			Chaney	\$476,000	
			<i>KNOXVILLE</i>			
6/98	WVOL (850)	Dick		WJBZ-F	\$236,000	
			<i>LA CROSSE, WI</i>			
2/98	WKLJ/WCOW-F			Midwest Family	\$3,500,000 + debt	Bcst. Asset Mgmt.
			<i>LAFAYETTE, IN</i>			
5/98	WAZY (1410)			University	\$275,000	
5/98	WEZV-F (Brookston)	Bomar			\$1,800,000	
			<i>LAFAYETTE, LA</i>			
8/98	KBON-F (Mamou)				\$70,000	
			<i>LAKE CHARLES, LA</i>			
2/98	KXZZ/KBIU-F/KKGB-F/KYKZ-F	Sunburst		Cumulus	\$15,848,000	Americom
			<i>LANCASTER-PALMDALE, CA</i>			
7/98	KAVC-F	Salem		Regent		Star
			<i>LAS VEGAS</i>			
2/98	KZTY (CP: 620)			KSBN, Spokane, WA	\$125,000	
3/98	KNUU			KFNN, Phoenix	\$1,500,000	
4/98	KKLZ-F	Apogee		Centennial	\$21,000,000	Kaili
6/98	KVBC-F - 50% interest				\$150,000	
			<i>LEXINGTON</i>			
5/98	WNVL (1250; Nicholasville)			Mortenson	\$150,000	
8/98	WJMM-F	Mortenson		LM		
			<i>LINCOLN</i>			
7/98	KIBZ-F	Triathlon		Capstar	\$2,800,000	
7/98	KKNB-F	Triathlon		Capstar	\$4,000,000	
7/98	KTGL-F	Triathlon		Capstar	\$7,300,000	
7/98	KZKX-F	Triathlon		Capstar	\$10,700,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
7/98	KAAY (1090)	Beasley	LITTLE ROCK	Citadel	\$5,000,000	Bergner
3/98	KAZN (1300)		LOS ANGELES	Multicultural	\$12,000,000	
4/98	KPLS (830; Orange)	Children's		Catholic		
5/98	KIEV (870; Glendale)			Salem	\$30,400,000	Blackburn
4/98	KBLA (1580; Santa Monica)	Sinclair Bcst Group		Radio Unica	\$21,000,000	Hepburn; Serafin
5/98	WLKY (970)	Pulitzer	LOUISVILLE	Hearst-Argyle	\$1,300,000	
6/98	KLLL (1590)		LUBBOCK		\$150,000	Star
1/98	KSFA/KTBQ-F	George Wilkes	LUFKIN-NACOGDOCHES, TX	Capstar	\$700,000	
2/98	CP: 1670	Taylor	MACON	Steve Taylor		
7/98	WIBU (1240; Poyette)		MADISON	Magnum	\$325,000	Kozacko
7/98	WFAW/WSJY-F (Ft. Atkinson)	Goetz		Marathon		Don Clark
7/98	KTCB/KMAL-F		MALDEN, MO	Zimmer	\$1,300,000	
3/98	KYSM-AF/KXLP-F	James Ingstad	MANKATO, MN	Cumulus	See Group Sales	MVP
6/98	WYMB/WHLZ-F		MANNING, SC	Cumulus	\$3,250,000	Raymond; Whittle
6/98	WMCL (1060)		MARION-CARBONDALE, IL	WQRL-F	\$325,000	
6/98	WUPK-F	Martz	MARQUETTE-CENTRAL UPPER MI	Marathon	See Group Sales	Foreman
7/98	WDMJ/WIAN/WJPD-F	Goetz		Marathon	See Group Sales	Don Clark
3/98	KGLO/KCHA-AF/KCZE-F/KCZY-F/ KIAI-F/KLKK-F	James Ingstad	MASON CITY, IA	Cumulus	See Group Sales	MVP
7/98	KMVI-AF		MAUI, HI	Chris Dahl	\$1,250,000 + \$1.2 MM debt	
4/98	KOPE-F	Art Bell, et al	MEDFORD-ASHLAND, OR	Jacor	\$500,000	
5/98	KKJJ-F			Jacor	\$2,100,000	
5/98	KMED			Jacor	\$800,000	
5/98	KRWQ-F			Jacor	\$6,100,000	
5/98	KZZE-F			Jacor	\$3,500,000	
7/98	KFIE-F		MERCED, CA	KYOS/KABX-F/KIBG-F	\$600,000	
2/98	WNMA/WCMQ-EB	One-on-One Sports	MIAMI-Ft. LAUDERDALE	Radio Unica	\$9,000,000	
4/98	WFTL (1400; Ft. Lauderdale)	Clear Channel		James Crystal	See West Palm Beach	
4/98	WZER (540; Jackson)	Children's	MILWAUKEE-RACINE	Catholic	See Group Sales	
4/98	WWTC (1280)	Children's	MINNEAPOLIS-ST. PAUL	Catholic	See Group Sales	
4/98	KYCR (1570; Golden Valley)	Children's		Salem	(w/KTEK, Houston) \$2,700,000	
5/98	KSGS/KMJZ-F	Jacor		CBS	See Group Sales	
5/98	WNSP-F		MOBILE	Ken Johnson	\$1,050,000	
3/98	KIEZ (540)		MONTEREY-SALINAS-SANTA CRUZ	KNRY	\$300,000	Miller
8/98	KTGE/KLFA-F			Z-Spanish	\$1,600,000	
5/98	WICE-F (CP) - 51% interest		MONTGOMERY		\$375,000	
8/98	WHHY/WJCC-F/WXFX-F	McDonald		Cumulus		

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
			<i>MORGAN CITY, LA</i>			
7/98	KMRC/KFXV-F			Guaranty	\$460,000	
			<i>MORGANTOWN-CLARKSBURG-FAIRMONT, WV</i>			
7/98	WDCI-F (104.1; Bridgeport)			Coshocton	\$405,000	
			<i>MOSES LAKE, WA</i>			
7/98	KWIQ-AF/KVYF-F	Pioneer		Morris	See Group Sales	
			<i>MOUNT MORRIS, IL</i>			
7/98	WSEY-F (CP)	Goetz		Marathon	See Group Sales	Don Clark
			<i>MUNFORDVILLE, KY</i>			
2/98	WLOC/MMCC-F	Jacor			\$225,500	
			<i>MUSKEGON, MI</i>			
6/98	WMUS-AF			Connoisseur	\$5,250,000	Connelly
			<i>NASHVILLE</i>			
6/98	WKDA (1240)			Mortenson	\$600,000	Force
			<i>NASSAU-SUFFOLK</i>			
3/98	WBAB-F/WHFM-F	Capstar		Cox	\$22,000,000	Star
3/98	WBLI-F	Capstar		Cox	\$25,000,000	Star
3/98	WGBB	Capstar		Cox	\$1,000,000	Star
			<i>NEW BEDFORD-FALL RIVER</i>			
2/98	WARA (1320; Attleboro)			ADD	\$600,000	Media Svcs.
			<i>NEW HAVEN</i>			
6/98	WNHC (1340)			WYBC-F	\$775,000	Mike Rice
			<i>NEW ORLEANS</i>			
3/98	WBYU/KMEZ-F/WRNO-F	Sinclair Bcst Group		Centennial		
			<i>NEW ULM, MN</i>			
3/98	KNUJ-AF/KNSG-F	James Ingstad		Cumulus	See Group Sales	MVP
			<i>NEW YORK</i>			
3/98	WZZN-F (106.3; Mt. Kisco)	Capstar		Frank Washington		
3/98	WFAS-AF (White Plains)	Capstar		Frank Washington		
4/98	WJDM 1530 & 1670 (Elizabeth, NJ)	Children's		Catholic	See Group Sales	
7/98	WJHR (1040; Flemington, NJ)			Multicultural	\$1,400,000	
8/98	WVIP (1310; Mt. Kisco)			WGCH, Greenwich, CT	\$675,000	
			<i>NEWBERRY, MI</i>			
6/98	WIHC-F	Martz		Marathon	See Group Sales	Foreman
			<i>NORFOLK</i>			
3/98	WGH-AF/WVCL-F	Sinclair Bcst Group		R. Becker, trustee		
7/98	WGH-AF/WFOG-F	Sinclair Bcst Group		Petracom	\$23,000,000	
7/98	WVKL-F (ex-WVCL)	R. Becker, trustee		Sinclair Bcst Group		
			<i>NORWAY, MI</i>			
6/98	WZNL-F	Martz		Marathon	See Group Sales	Foreman
			<i>NORTHWEST MICHIGAN</i>			
2/98	WCKC-F/WJZJ-F/WLZJ-F/WAVC-F WCBY/WGFM-F/WGFN-F/WIDG/MMKC-F	Reynolds		Calibre	\$6,900,000	
			<i>ODESSA-MIDLAND, TX</i>			
3/98	KCDQ-F/KCHX-F/KMRK-F	Champion		Capstar	See Group Sales	Whitley
8/98	KIOL-F			Texas Eagle	\$300,000	Whitley
			<i>OGALALLA, NE</i>			
7/98	KOGA/KMCX-F			Capstar	\$4,000,000	
			<i>OKLAHOMA CITY</i>			
5/98	KOMA-AF/KRXO-F	Diamond		Renda	\$53,375,000	
7/98	WWLS			Caribou	\$3,500,000	Kalii
8/98	KGFF (Shawnee)				\$155,000	
			<i>OMAHA</i>			
2/98	KOTD-F			Waitt	\$1,050,000	
7/98	KFAB	Triathlon		Capstar	\$22,000,000	
7/98	KGOR-F	Triathlon		Capstar	\$15,600,000	
7/98	KTNP-F	Triathlon		Capstar	\$5,700,000	
7/98	KXKT-F	Triathlon		Capstar	\$20,200,000	
7/98	WOW	Great Empire		Journal Bcst Group	\$4,700,000	Bergner
7/98	WOW-F	Great Empire		Journal Bcst Group	\$14,900,000	Bergner

DATE	STATION(S)	SELLER	MARKET BUYER	CONSIDERATION	BROKER(S)
ORLANDO					
2/98	WTLN-F	T. Moffit, Sr.	Cox	\$14,500,000	MVP
2/98	WZKD (950)	Cox	T. Moffit, Jr.	\$500,000	
2/98	WAJL (1190)		Lapa	\$1,200,000	Blackburn
3/98	WOTS (1220; Kissimmee)		Alliance	\$450,000	
OWATONNA, MN					
3/98	KRFO-AF	James Ingstad	Cumulus	See Group Sales	MVP
PANAMA CITY, FL					
8/98	WYYX-F			\$850,000	
PARKERSBURG-MARIETTA, WV-OH					
2/98	WADC/WHCM-F		Burbach	\$1,775,000	Rosenblum
3/98	WURN-F	Tschudy	Benns	\$900,000	
8/98	WYLI (910)			\$310,000	
PENSACOLA					
5/98	WVTJ (610)			\$130,000	
PEORIA					
5/98	WTAZ-F		Kelly	\$1,800,000	
8/98	WWCT-F		Kelly	\$7,750,000	
PHILADELPHIA					
4/98	WPWA (1590; Chester, PA)	Children's	Catholic	See Group Sales	
7/98	WTMR (800; Camden)	Gore-Overgaard	Beasley	\$8,000,000	
PHOENIX					
2/98	KCCF (1100; Cave Creek)			\$50,000	
4/98	KIDR (740)	Children's	Catholic	See Group Sales	
5/98	KKLT-F	Pulitzer	Hearst-Argyle	\$34,000,000	
5/98	KMVP	Pulitzer	Hearst-Argyle	\$8,000,000	
5/98	KTAR	Pulitzer	Hearst-Argyle	\$36,000,000	
6/98	KCCF		WALE, Providence	\$5,500,000	Stevens; Questcom
7/98	KCWW (1580)	Buck Owens	ABC/Disney	\$8,850,000	Blackburn; MVP
8/98	KBZR-F (Arizona City)			\$3,500,000	
PITTSBURGH					
2/98	WDVE-F/WJZZ-F/WVTV-F/WXDX-F	Capstar	Chancellor	See Group Sales	
4/98	WBUT/WLFR-F/WISR (Butler)			\$1,327,804	
4/98	WXVX (1510; Monroeville)		Mortenson	\$235,000	
6/98	WTAE	Capstar	Jacor	WKNR, Cleveland	
POCATELLO-IDAHO FALLS, ID					
2/98	KCVI-F/KECN/KICN/KLCE-F	Fransden	Marathon	\$4,500,000	Media Svcs.
PORT JERVIS, NY					
8/98	WDLC/WTSX-F		Nassau		
PORTLAND, ME					
3/98	WCLZ-AF		Fuller-Jeffrey	\$3,199,000	Media Svcs.
PORTLAND, OR					
2/98	FM CP (105.9)		Jacor	\$20,800,000	
PROVIDENCE					
2/98	WRCP (1290)		Boston University	\$1,975,000	
2/98	WKFD (1370; Wickford)		WJJF, Hope Valley	\$75,000	
PUERTO RICO					
7/98	WDOY-F (San Juan)		SBS	\$8,250,000	
7/98	WOYE-F/WIOB-F/WCTA-F (Mayaguez)	Primedia	Chancellor	See Group Sales	Jeffery
7/98	WOQI-F/WIOC-F (Ponce)	Primedia	Chancellor	See Group Sales	Jeffery
7/98	WCOM-F/WIOA-F/WZNT-F (San Juan)	Primedia	Chancellor	See Group Sales	Jeffery
QUINCY-HANNIBAL, IL-MO					
7/98	WTAD/WBRJ-F/WQCY-F/WMOS-F	Citadel	Staradio	\$2,350,000	MVP
RALEIGH-DURHAM					
8/98	WWND-F (interest)			\$495,975	
REEDSBURG, WI					
7/98	WRDB/WNFM-F	Goetz	Marathon	See Group Sales	Don Clark
RENO					
6/98	KHWG-F		Boyd	\$1,500,000	
6/98	KSRN-F		Boyd	\$2,500,000	
RICHMOND					
6/98	WPES (1430; Ashland)			\$157,000	

DATE	STATION(S)	MARKET		CONSIDERATION	BROKER(S)
		SELLER	BUYER		
RIVERSIDE-SAN BERNARDINO					
3/98	KNSE (1510; Ontario)			\$1,300,000	Stanfield
5/98	KDIF (1440)		Jacor	\$2,650,000	Jorgenson
ROCHESTER, MN					
3/98	KWEB/KMFX-AF/KRCH-F	James Ingstad	Cumulus	See Group Sales	MVP
6/98	KLCX-F (St. Charles)		KOLM/KWWW-F	\$67,000	
SACRAMENTO					
5/98	KQBR-F		Z-Spanish	\$5,600,000	
5/98	KRAK-F facility	CBS	Entercom	KRXQ-F facility + \$4.4 MM	
5/98	KRXQ-F facility (+\$4,400,000)	Entercom	CBS	KRAK-F facility	
SAINT GEORGE, UT					
4/98	KSGI/KZEZ-F		Simmons Family	\$1,500,000	Kalil
SAINT LOUIS					
5/98	KSLQ-F (Washington, MO)			\$1,100,000	
5/98	KLOU-F/KSD-F	CBS	Jacor	See Group Sales	
5/98	WIBV (1260; Belleville, IL)	KTRS	ABC/Disney	\$2,500,000	MVP
SALISBURY-OCEAN CITY					
3/98	WJPY/WSUX-F (Seaford, DE)		Great Scott	\$1,200,000	
3/98	WRKE-F		Great Scott	\$1,500,000	
3/98	WRXS-F	HVS		\$360,000	
5/98	WAWR (CP: 1670)	Huberman	Cumulus	\$10,791.50	
SAN ANTONIO					
2/98	KCHG (810; Somerset)			\$750,000	
2/98	KRIO-F	Barger	SBS	\$9,000,000	
5/98	KSJL-F	Inner City	Clear Channel	\$15,000,000	Boyle
8/98	KTXN-F (Devine, TX)	Khan Hamon	Clear Channel	\$1,500,000	
SAN DIEGO					
2/98	KPLN-F/KYXY-F	Capstar	Chancellor	See Group Sales	
5/98	KKLQ-F/KJQY-F	Jacor	Hefel	\$65,150,000	Stevens
SAN FRANCISCO					
3/98	KIQI (1010)		Radio Unica	\$12,000,000	
5/98	KZWC-F (92.1; Walnut Creek)	Z-Spanish	Jacor	\$4,500,000	MVP
5/98	KKIQ-F (101.7; Livermore)		Levitt	\$9,000,000	MVP
8/98	KZSF-F (92.7)	Z-Spanish	Jacor	\$16,500,000	MVP
SAN JOSE					
5/98	KOME-F facility/KUFX-F (104.9)	CBS	Jacor	See Group Sales	
SAN LUIS OBISPO, CA					
7/98	KIQO-F		American General	\$1,500,000	
7/98	KWEZ-F			\$1,000,000	
SANTA BARBARA, CA					
4/98	KLDZ-F		Jacor	\$1,500,000	Jay Meyers
5/98	KTMS	Engles	KEYT-TV		
SAULT STE. MARIE, MI					
6/98	WKNW/KYSS-F	Martz	Marathon	See Group Sales	Foreman
SAVANNAH					
4/98	WEAS-AF	Esserman	Cumulus	\$5,250,000	Media Svcs; MVP
4/98	WZAT-F	Gulf Atlantic	Capstar	\$3,500,000	
4/98	WSGA (1400)	Gulf Atlantic	Genesis	\$200,000	Jorgenson
SEATTLE-TACOMA					
2/98	KBRO (Bremerton)/KNTB			\$257,500	
2/98	KJR-AF/KUBE-F (Control)	New Century	Ackerley	\$17,812,000	
7/98	KZTS (1360; Tacoma)		Legend	\$350,000	
7/98	KZTS	Legend	Salem	\$500,000	
SEBRING, FL					
8/98	WITS/WJCM/WYMR-F	Jacor	Cohan	\$635,000	
SHREVEPORT					
4/98	KMJJ-F	Sunburst	Capstar	\$5,575,000	
8/98	KEEL	Progressive	Jacor	\$2,700,000	
8/98	KITT-F	Progressive	Jacor	\$3,900,000	
8/98	KRUF-F	Progressive	Jacor	\$5,000,000	
8/98	KWKH	Progressive	Jacor	\$1,400,000	
8/98	KVKI-F	Progressive	Jacor	\$11,000,000	

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
7/98	KOLK-F		SIoux CITY, IA	Waitt	\$1,850,000	
6/98	KTSL-F	Salem	SPOKANE	KCDA-F/KNJY-F	\$1,300,000	
7/98	KAQQ	Triathlon		Capstar	\$800,000	
7/98	KEYF-AF	Triathlon		Capstar	\$4,500,000	
7/98	KISC-F	Triathlon		Capstar	\$10,500,000	
7/98	KKZX-F	Triathlon		Capstar	\$11,400,000	
7/98	KNFR-F	Triathlon		Capstar	\$9,700,000	
7/98	WTTT/WRNX-F - Interest		SPRINGFIELD, MA		\$625,000	
8/98	KLTQ-F	Great Empire	SPRINGFIELD, MO	Journal Bcst Group	\$2,800,000	Bergner
8/98	KTTS	Great Empire		Journal Bcst Group	\$4,500,000	
8/98	KTTS-F	Great Empire		Journal Bcst Group	\$18,000,000	Bergner
6/98	KJOY-F	Jos. Gamble	STOCKTON	Silverado	\$3,600,000	
5/98	WMBO (Auburn)	WJCD-F	SYRACUSE	WOLF		
2/98	WAIB-F/WWFO-F		TALLAHASSEE	Mike Schwartz et al	\$3,750,000	Media Svcs.
2/98	WTAN (Clearwater)		TAMPA-ST. PETERSBURG	Wagenvoord	\$120,000	
6/98	WLVU-AF	Erie Times		Mark Jorgenson	\$7,000,000	
8/98	WLLD-F/WYUU-F	Entercom		CBS	\$75,000,000	
2/98	WTZE-AF		TAZEWell, VA	Adventure	\$350,000	
3/98	WAXI-F (Rockville, IN)		TERRE HAUTE	WJSH/WSDM-F	\$485,000	Thoben Van Huss
4/98	WTHI-AF	Hulman		Emmis	\$5,800,000	
4/98	WWWV-F	Hulman		Emmis		
5/98	WSDM (1130; Brazil)					
8/98	WMMC-F (105.9; Marshall, IL)			J. D. Spangler	\$300,000	
6/98	KXOR-F		THIBODAUX, LA	Guaranty	\$875,000	
3/98	WTWR-F		TOLEDO	Cumulus	\$3,300,000	
4/98	WVOI (1520)				\$200,000	
5/98	KLWN/KLZR-F (Lawrence)		TOPEKA	Zimmer	\$2,975,000	Media Svcs
6/98	KMAJ-AF/KTOP/KDVV-F			Cumulus	\$10,425,000	Montcalm
2/98	KHSS-F (Walla Walla)		Tri-CITIES (RICHLAND-KENNEWICK-PASCO), WA		\$160,000	
7/98	KALE/KEGX-F/KIOK-F/KTCR	Triathlon		Capstar	\$10,000,000	
2/98	KLQB-F (Oracle)		TUCSON	Journal Bcst Group	est. \$6,500,000	
6/98	KGYY				\$375,000	
7/98	KTOW/KTFX-F		TULSA	Wm. Payne		
8/98	KVOO	Great Empire		Journal Bcst Group	\$4,400,000	Bergner
8/98	KVOOF	Great Empire		Journal Bcst Group	\$16,000,000	Bergner
8/98	KCKI-F	Great Empire		Journal Bcst Group	\$6,500,000	Bergner
4/98	KEES/KYZS		TYLER-LONGVIEW, TX	Gleiser/BP		
4/98	KFRO-AF			Sunburst	\$1,415,000	Whitley
6/98	WADR	Dame	UTICA-ROME	Clear Channel	\$200,000	BT Alex. Brown
6/98	WOUR-F	Dame		Clear Channel	\$2,800,000	BT Alex. Brown
6/98	WRFM-F	Dame		Clear Channel	\$800,000	BT Alex. Brown
6/98	WRNY (1350)/WUTQ (1550)	Dame		Clear Channel	\$600,000	BT Alex. Brown
6/98	WSKS-F	Dame		Clear Channel	\$1,900,000	BT Alex. Brown
5/98	KUIC-F		VACAVILLE, CA	Levitt	\$7,000,000	MVP

DATE	STATION(S)	SELLER	MARKET	BUYER	CONSIDERATION	BROKER(S)
4/98	WBBV-F		VICKSBURG, MS	New South	\$385,000	Connelly
7/98	KNAL	Withers	VICTORIA, TX	Saga		
3/98	KOWO/KRUE-F	James Ingstad	WASECA, MN	Cumulus	See Group Sales	MVP
2/98	WWDC-AF		WASHINGTON, DC	Chancellor	\$72,000,000	
3/98	WKDL (1050)/WKDV (1460)			Mega	\$2,500,000	Blackburn
3/98	WTOP-F (94.3) (+\$8,100,000)	Bonneville		Syd Abel	WUPP-F	Media Svcs
3/98	WUPP-F (107.7)	Syd Abel		Bonneville	WTOP-F + \$8,100,000	Media Svcs
7/98	WDLB/WLJY-F (Marshfield)	Goetz	WAUSAU-STEVEN'S POINT, WI	Marathon	See Group Sales	Don Clark
7/98	KKRT/KKRV-F	Pioneer	WENATCHEE, WA	Morris	See Group Sales	
2/98	WDBF		WEST PALM BEACH		\$1,100,000	Blackburn
4/98	WJNA/WJNO/WJNX (Ft. Pierce)/					
4/98	WRLX-F/WRMF-F/WXFG-F	Fairbanks		Clear Channel	\$85,000,000	
4/98	WTPX-F (+ \$47,000,000)	James Crystal		Clear Channel	WJNA/WFTL/WRLX-F/WRMF-F	
7/98	WKCH-F	Goetz	WHITEWATER, WI	Marathon		Don Clark
7/98	KEYN-F	Triathlon	WICHITA	Capstar	\$6,000,000	
7/98	KFH	Triathlon		Capstar	\$1,500,000	
7/98	KQAM	Triathlon		Capstar	\$1,300,000	
7/98	KRBB-F	Triathlon		Capstar	\$9,000,000	
7/98	KWSJ-F	Triathlon		Capstar	\$3,400,000	
7/98	KZSN-F	Triathlon		Capstar	\$14,400,000	
8/98	KFDI	Great Empire		Journal Bcst Group	\$7,900,000	Bergner
8/98	KFDI-F	Great Empire		Journal Bcst Group	\$20,000,000	Bergner
8/98	KICT-F	Great Empire		Journal Bcst Group	\$8,000,000	Bergner
8/98	KLLS-F	Great Empire		Journal Bcst Group	\$5,700,000	Bergner
8/98	KYQQ-F	Great Empire		Journal Bcst Group	\$4,900,000	Bergner
4/98	KOLI-F		WICHITA FALLS, TX	Cumulus	\$238,400	Fischer
2/98	WMXH (750; Olyphant)		WILKES BARRE-SCRANTON		\$77,500	
2/98	WGGI-F			Sinclair Bcst Group	\$850,000	
3/98	WWPA/WVRT-F	Forever	WILLIAMSPORT, PA	WQBR-F/WZRZ-F	\$800,000	
3/98	WLYC	SabreCom			\$57,500	
6/98	WRAK	Dame		Clear Channel	\$900,000	BT Alex. Brown
6/98	WRKK	Dame		Clear Channel	\$400,000	BT Alex. Brown
6/98	WKSJ-F	Dame		Clear Channel	\$3,300,000	BT Alex. Brown
6/98	WMYL-F	Dame		Clear Channel	\$1,000,000	BT Alex. Brown
3/98	WJBR-F	Capstar	WILMINGTON, DE	Frank Washington		
5/98	WLTT-F (Shallotte)		WILMINGTON, NC		\$100,000	
7/98	Cape Fear/Sea-Comm	Partech			Cancelled	
7/98	WFTR-AF	Straus	WINCHESTER, VA	Capstar	\$1,300,000	
3/98	WORC		WORCESTER	WGFP/WXXW-F	\$715,000	New England
7/98	WQVR-F	Neuhoff			\$2,380,000	
8/98	WWTM	CBS		Entercom	\$1,000,000	
3/98	WASN (1330)		YOUNGSTOWN		\$300,000	
5/98	WRBP-F	Stop 26-Riverbend		Jacor	\$2,700,000	Jorgenson
7/98	WRRO (1440; Warren)			WGFT	\$1,700,000	Wm. Rice
8/98	WANR (1570; Warren)				\$178,000	Rosenblum

Some individual station prices are estimates by Duncan's American Radio

INDIVIDUAL MARKET REPORTS

Definitions, Clarifications and Explanations

Even long-term subscribers should review these pages 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'll use Akron from Spring 1998 as an example, starting at the top left of the report:

Arbitron Rank:	67	Pop (12+):	572,900
MSA Rank:			77
MSA Pop:			687,000
DMA #		Cleveland (#13)	
Average Persons Ratings:			16.2
Market TSL in Hours:			21.25

The Arbitron rank is based on the 12+ population of the Arbitron metro survey area. The rank number (67 in this case) is Akron's ranking among the 269 Arbitron 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 this instance, in which Akron is part of the Cleveland DMA, which ranks #13).

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 standard survey 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 21.25 hours listening to radio over the broadcast week.

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

Stations:		32 / 7
Diaries	1,820 / 315:1/54.9%	
Sample Target:		1,760
% Below Line:		57.5
% Not Listed:		15.1
Pop per Station:		81,843

There are 32 stations listed in the Akron Arbitron market report. Of those 32, 7 are home to the Arbitron metro survey area – listed "above the line." Thus, 25 stations listed are licensed to cities outside the metro, but they still accumulated enough listening within the Akron 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.

1,820 – the number of usable (in-tab) diaries return from respondents in the metro survey area (In general, the higher the number, the better.)

315:1 – an approximate "persons per diary" value: in the metro, the typical diary represents 315 persons 12+ (generally, the lower the number, the better)

54.9% – 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" figure 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" (home to the metro) stations.

Next, we move to the top right column:

Last Year's Revenue: \$17,900,000
 Household Income: \$42,512
 Retail Dollars: \$7.0 Bil
 #1 Biller: WKDD-F \$4,800,000
 #1 Billing Portfolio:
 WAKR/WONE-F/WQMX-F \$9,000,000

The revenue estimates are based on figures found in the 1998 edition of Duncan's Radio Market Guide. The figures are gross, excluding "trade."

"HH Income" is Median Household Income within the Arbitron Metro Survey Area. The estimate for Akron is \$42,512.

"Total Retail Sales" is the metro survey area's estimated Total Retail Sales – in this case, \$7.0 Billion. Both median household income and total retail sales figures are based on census data, updated to 1/1/98 by Market Statistics, Inc. for Arbitron.

The #1 Biller is that station we believe to be the leading biller in the market, along with its estimated 1997 gross revenue. It is extracted from the 1998 edition of Duncan's Radio Market Guide.

The next section is the trended 12+ information:

12+ Metro	Format	Spring 98 % Share	Win 98	Fall 97	Sum 97	Spg 97	4 Book Avg	12+ Metro Cume / Rating	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 WQMX-F	C	70 / 7.5	7.5	7.8	8.2	7.5	7.8	828 / 14.5	15.7	15.5	130 / 1579	E WQMX-F

All the figures in this section are based upon the standard survey (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 | J - Jazz and New Adult Contemporary |
| AC-NR - Modern AC | N - News |
| AOR - Album Oriented Rock | O - Oldies |
| AOR-NR - New Rock | REL - Religion, Christian |
| AOR-P - Progressive AOR | REL-CC - Contemporary Christian |
| B - Black (audience is 75%+ Black) | SAC - Soft Adult Contemporary |
| B/AC - Black Adult Contemporary (Soft Black) | SP - Hispanic/Spanish |
| B/O - Black Oldies | SP-C - Hispanic Contemporary |
| BIZ N - Business News | SP-NT - Hispanic News/Talk/Information |
| C - Country | SP-R - Hispanic-Regional |
| C/O - Classic Country | SP-TP - Hispanic-Tropical |
| CHR - Contemporary Hit Radio, Top 40, Contemporary | SP-VA - Hispanic Variety |
| CL - Classical | SP-TJ - Tejano |
| CL AOR - Classic AOR, Classic Rock | SPRST - Sports |
| CL HITS - Classic Hits/70's Oldies | ST - Standards, Big Band, Nostalgia |
| E - Ethnic (usually Foreign Language) | T - Talk |
| EZ - Easy Listening, Beautiful Music | U - Urban (majority of audience is non-white) |
| FS - Full Service | VA - Variety |
| G - Gospel | ? - Others or 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, WQMX-FM has 7,000 listeners per average quarter hour in the metro. This gives it a 7.5 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). WQMX-FM has 82,800 cume listeners 12+, which give it a 14.5 cume rating. Historical cume ratings follow (prior survey and prior year).

In Fall and Spring reports, the TSA (Total Survey Area) 12+ average persons (AQH) and cume estimates follow metro cumes. These associated columns will be blank (TSA data is only recorded in the Spring and Fall)

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): 83.61% (658 of 787) (Spring 97: 80.76%)

These figures indicate 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 22 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
12+ Wknd:	Total persons 12+, Sat-Sun, 6 AM-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. In fewer cases, you'll see a >>>, which means the marked station has triple the audience of (or a lead of 15 shares over) the next ranked station. Conversely, the < symbol indicates the marked station has a very small lead over the next-ranked station – 10 % or less.

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 Fall and Spring American Radio only, 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:

Country	AM	FM	Total	%	Spring 97
0 (0)		128 (4)	128 (4)	16.3%	14.7%

In this market, there are no AM Country stations, but there are 4 FM Country stations which compiled a total 12+ metro AQH persons audience of 12,800. The total audience to Country among listed stations is also 12,800, or 16.3% of all listening to stations listed in the market report. Last year, 14.7% 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:

Local	12+	25-54	Revenue
WAKR-AM, WONE-FM, WQMX-FM	15.6%	16.6%	50.3%

The three operations owned by a local firm in Akron, WAKR, WONE-F and WQMX-F together attracted 15.6% of the 12+ total week metro audience and 16.6% of the adults 25-54 total week metro audience, as well as 50.3% 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 Akron:

WAKR	1590	5 kw (DA-N)	Talk/FullService	Westwd, ABC, ESPN	\$37.00	Christal	WQMX-F/WONE-F
WKDD	96.5	50 kw @ 441	CHR/AC		\$71.00	Eastman	Barnstable

The facilities data (power, directionality, antenna height) are taken from the FCC technical files. In this case, the AM, WAKR, operates on 1590 with 5,000 watts fulltime, with a directional antenna at night. Abbreviations you may find accompanying AM stations' power information are:

Days	Daytime-only operation
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	Fulltimer that's directional only during the day (very uncommon)

WAKR has a Talk and Information format we call Full Service.

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

ABC	ABC (includes the former SMN)	Source	Westwood One Source
AMFM	AM/FM Radio	SRN	Salem Radio Network
AP	Associated Press Radio	Talknt, Tiknt	Westwood One Talknet Radio
AURN	American Urban Radio	TARN	Talk America Radio Network
BNN	Business News Network	UBN	United Broadcasting Network
Cara	Cadena Caracol Network	Unica	Radio Unica Network
CBS	CBS	UPI	United Press International Radio
CNN	Westwood One CNN+	USA	USA Radio
JRN	Jones Radio Networks	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.

In the case of the FM, WKDD here, the only differences occur in the facilities section. For an FM, we present the station's licensed effective radiated power (ERP) and antenna height above average terrain.

The next-to-last section for each market 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.

Finally, in most markets, you'll find Jim Duncan's Comments on results from the Spring 1998 Arbitron.

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.

AKRON

Arbitron Rank: 67 **Pop (12+):** 572,900
MSA Rank: 77
MSA Pop: 687,000
DMA: Cleveland (#13)
Average Persons Rating: 16.2
Market TSL in Hours: 21.25

Stations: 32 / 7
Diaries: 1,820/315:1/54.9%
Sample Target: 1,760
% Below Line: 57.5
% Not Listed: 15.1
Pop per Station: 81,843

Last Year's Revenue: \$17,900,000
Household Income: \$42,512
Total Retail Sales: \$7.0 Bil.
#1 Biller: WKDD-F \$4,800,000
#1 Billing Portfolio: WAKR/WONE-F/WQMX-F \$9,000,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WQMX-F	70 / 7.5	7.5	7.8	8.2	7.5	7.8	828 / 14.6	15.7	15.5	130 / 1579	E	WQMX-F
2	WNIR-F	56 / 6.0	5.2	5.9	6.0	4.9	5.8	540 / 9.4	11.8	10.4	71 / 754	D	WNIR-F
3	WMJI-F	50 / 5.4	6.7	5.0	5.7	6.4	5.7	854 / 14.9	16.8	18.0	82 / 1467		WMJI-F
4	WDOK-F	49 / 5.3	5.5	5.9	4.8	5.8	5.4	744 / 13.0	13.4	14.9	71 / 1182		WDOK-F
5	WNCX-F	46 / 5.0	5.0	5.0	4.3	4.1	4.8	761 / 13.3	14.8	13.9	79 / 1464		WNCX-F
6	WONE-F	43 / 4.6	5.3	5.5	6.3	6.4	5.4	767 / 13.4	14.4	16.3	84 / 1620	E	WONE-F
7	WMVX-F	39 / 4.2	3.6	2.0	1.5	2.4	2.8	654 / 11.4	8.5	9.7	66 / 1098		WMVX-F
8	WKDD-F	38 / 4.1	5.7	5.8	4.9	5.4	5.1	860 / 15.0	15.5	15.4	63 / 1425	F	WKDD-F
9	WMMS-F	35 / 3.8	3.3	3.6	3.8	3.3	3.6	615 / 10.7	11.8	13.3	62 / 1086		WMMS-F
10	WGAR-F	33 / 3.6	2.7	3.4	4.7	3.3	3.6	587 / 10.3	10.2	10.1	66 / 1012		WGAR-F
12	WTAM	32 / 3.5	3.2	2.2	3.3	2.4	3.0	701 / 12.2	7.5	7.0	79 / 1371		WTAM
11	WAKR	32 / 3.5	2.8	3.0	4.0	4.5	3.3	702 / 12.3	10.5	10.7	34 / 767	C	WAKR
15	WZAK-F	31 / 3.3	4.6	3.9	3.9	3.6	3.9	578 / 10.1	8.8	9.2	38 / 771		WZAK-F
14	WENZ-F	31 / 3.3	2.9	3.0	3.1	2.7	3.1	704 / 12.3	11.0	11.1	41 / 1037		WENZ-F
13	WRMR	31 / 3.3	2.6	3.3	3.5	3.8	3.2	338 / 5.9	5.5	6.2	52 / 588		WRMR

12+ FM Share (Metro): 83.61% (658 of 787) (Spring 97: 80.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WZJM-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WQMX-F	1 WQMX-F <	1 WNIR-F	1 WQMX-F	1 WQMX-F <	1 WQMX-F
2	WENZ-F	2 WMVX-F <	2 WQMX-F	WONE-F <	2 WNCX-F <	2 WNIR-F	2 WQMX-F	2 WNIR-F	2 WTAM	2 WMJI-F
3	WZAK-F >	3 WONE-F <	WONE-F	3 WQMX-F	3 WDOK-F	3 WMJI-F <	3 WQMX-F <	3 WDOK-F <	3 WONE-F <	3 WAKR
4	WMMS-F	4 WMVX-F <	4 WMVX-F <	WMJI-F	4 WDOK-F	4 WKDD-F <	4 WMVX-F	4 WMJI-F <	4 WZAK-F	4 WNIR-F <
5	WKDD-F	5 WKDD-F <	5 WMJI-F	WONE-F	5 WRMR	5 WAKR	5 WNCX-F <	5 WDOK-F <	5 WENZ-F <	5 WENZ-F <
6	WQMX-F <	6 WMMS-F	WKDD-F <	6 WMVX-F <	6 WAKR	6 WDOK-F	6 WMJI-F <	6 WMVX-F <	6 WONE-F	6 WONE-F
7	WENZ-F <	7 WDOK-F	7 WDOK-F <	7 WKDD-F	7 WTAM <	7 WMVX-F <	7 WMMS-F	7 WMMS-F <	7 WMMS-F <	7 WMMS-F <
8	WZAK-F	WMJI-F	8 WMMS-F >	8 WMMS-F <	8 WGAR-F	8 WONE-F	8 WQMX-F	8 WKDD-F	8 WKDD-F	8 WZAK-F
						WNIR-F	9 WKDD-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	12+ Ovrmt
1	WQMX-F	1 WKDD-F	1 WMVX-F	1 WKDD-F	1 WQMX-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WNCX-F	1 WQMX-F >
2	WZAK-F	WMVX-F >	WKDD-F >>	2 WDOK-F <	WDOK-F <	2 WENZ-F	2 WMMS-F	2 WONE-F <	2 WONE-F <	2 WAKR
3	WKDD-F	3 WZAK-F	3 WONE-F	3 WMVX-F	3 WKDD-F	WMMS-F >>	3 WONE-F	3 WMMS-F >	3 WMMS-F	3 WQMX-F
4	WMVX-F	4 WONE-F	4 WNCX-F	WQMX-F	4 WMJI-F <	4 WZAK-F	4 WENZ-F	4 WMVX-F >	4 WQMX-F	4 WMMS-F <
5	WENZ-F	5 WQAL-F	WZAK-F	5 WQAL-F	5 WMVX-F	WONE-F	5 WMVX-F	5 WRQK-F	5 WMJI-F <	5 WMJI-F <
6	WGAR-F	WQMX-F	6 WDOK-F	WZAK-F <	6 WZAK-F	WQMX-F >	WQMX-F	WQMX-F	6 WMVX-F	6 WNIR-F
7	WDOK-F	7 WDOK-F	WQAL-F	7 WMJI-F	WQAL-F <	7 WRQK-F >	WNIR-F >	WTAM <	7 WMVX-F	7 WMVX-F
8	WQAL-F	WNCX-F	8 WONE-F	8 WONE-F				8 WENZ-F	8 WTAM	8 WTAM
	WZJM-F >							WNIR-F >	WDOK-F >	WDOK-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WHLO	REL	640	Akron	0.5 1.7 8 209
WTOU	B/AC	1350	Akron	1.1 3.2 10 194

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WCLV-F	CL	95.5	Cleveland	1.1 3.4 14 277
WHBC	FS	1480	Canton	0.4 1.5 59 839
WHBC-F	AC	94.1	Canton	0.8 3.7 63 1095
WHK-F	REL	98.1	Canton	0.4 2.1 11 390
WHOT-F	CHR	101.1	Youngstown	1.0 5.1 22 626
WKNR	SPRTS	1220	Cleveland	1.6 5.7 25 565
WNWV-F	J	107.3	Elyria	1.8 6.1 23 486
WQAL-F	AC/CHR	104.1	Cleveland	2.7 12.6 48 1310
WQKT-F	C	104.5	Wooster	0.4 2.7 36 800
WQXK-F	C	105.1	Salem	2.3 6.0 63 914
WRQK-F	AOR	106.9	Canton	1.4 5.5 45 956
WYFM-F	CL AOR	102.9	Sharon, PA	0.3 0.9 4 87
WZJM-F	CHR	92.3	Cleveland Heights	2.3 10.3 29 785
WZKL-F	O	92.5	Alliance	0.3 1.6 35 636

AKRON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Local	15.6 %	16.6 %	50.3 %	AC	0 (0)	71 (3)	71 (3)	9.0 %	7.8 %
WAKR-AM, WONE-FM, WQMX-FM				AOR/Classic/NR	0 (0)	171 (6)	171 (6)	21.7 %	21.0 %
	15.6 %	16.6 %	50.3 %	Black/Urban	10 (1)	31 (1)	41 (2)	5.2 %	6.0 %
				CHR	0 (0)	68 (3)	68 (3)	8.6 %	9.1 %
				Classical	0 (0)	10 (1)	10 (1)	1.3 %	1.6 %
				Country	0 (0)	128 (4)	128 (4)	16.3 %	14.7 %
				Full Service	36 (2)	0 (0)	36 (2)	4.6 %	5.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	17 (1)	17 (1)	2.2 %	1.8 %
				News/Talk	32 (1)	56 (1)	88 (2)	11.2 %	8.5 %
				Oldies	0 (0)	53 (2)	53 (2)	6.7 %	8.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	4 (1)	9 (2)	1.1 %	0.6 %
				Soft AC	0 (0)	49 (1)	49 (1)	6.2 %	6.8 %
				Sports	15 (1)	0 (0)	15 (1)	1.9 %	4.4 %
				Standards/EZ	31 (1)	0 (0)	31 (1)	3.9 %	4.4 %
				Totals	129 (7)	658 (24)	787 (31)		

AM Stations

WAKR	1590	5 kw (DA-N)	Talk/Full Service	Westwd, ABC, ESPN	\$37.00	Christal	WQMX-F/WONE-F
WTOU	1350	5 kw (DA-1)	Black AC	ABC	\$<20.00	D&R	Barnstable

FM Stations

WKDD	96.5	50 kw @ 441	CHR/AC		\$80.00	D&R	Barnstable
WNIR	100.1	1.95 kw @ 390	Talk	CBS	\$51.00	Eastman	Kent
WONE	97.5	12 kw @ 890	AOR		\$71.00	Christal	WAKR/WQMX-F
WQMX	94.9	16.2 kw @ 878	Country		\$63.00	Christal	WAKR/WONE-F

Notes: Other ranked stations -- See Cleveland

Jim Duncan

Comments: Total radio listening is down moderately (-0.6 ratings point) . . . WKDD-F dropped to its lowest share in many years . . . WONE-F suffered its fifth straight down book and its lowest share since perhaps as far back as 1983

ALBANY-SCHENECTADY-TROY

Arbitron Rank: 57 Pop (12+): 736,400
MSA Rank: 67
MSA Pop: 876,000
DMA: 52
Average Persons Rating: 16.7
Market TSL in Hours: 22.00

Stations: 33 / 32
Diaries: 2,121/347:1/58.7%
Sample Target: 2,030
% Below Line: 0.3
% Not Listed: 14.4
Pop per Station: 23,012

Last Year's Revenue: \$30,800,000
Household Income: \$47,100
Total Retail Sales: \$8.3 Bil.
#1 Biller: WGNA-AF \$6,100,000
#1 Billing Portfolio: Capstar \$11,250,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WGNA-F	C 134 / 10.9	9.8	11.3	10.3	10.3	10.6	1481 / 19.8	18.5	20.4	241 / 2555	F	WGNA-F
2	WFLY-F	CHR 120 / 9.7	10.0	8.7	9.2	9.3	9.4	2024 / 27.5	25.8	24.1	151 / 2681	E	WFLY-F
3	WGY	FS 116 / 9.4	9.9	9.5	8.7	9.3	9.4	1579 / 21.4	20.9	20.3	169 / 2168	E	WGY
4	WYJB-F	SAC 93 / 7.5	9.0	7.6	8.5	7.8	8.2	1516 / 20.6	16.8	18.9	117 / 1964	D	WYJB-F
5	WQBK-F	AOR-NR 88 / 7.1	6.1	7.5	7.8	7.1	7.1	1474 / 20.0	18.6	19.4	120 / 2158	D	WQBK-F
6	WABY-AF	ST 80 / 6.5	7.1	5.2	6.6	6.0	6.3	814 / 11.0	10.7	11.7	92 / 937	B	WABY-AF
7	WPYX-F	AOR 70 / 5.7	5.6	4.3	5.9	7.0	5.4	1170 / 16.9	14.4	19.7	135 / 1951	F	WPYX-F
8	WRVE-F	AC-NR 62 / 5.0	4.3	5.5	4.7	5.3	4.9	1058 / 14.4	14.6	14.5	85 / 1459	D	WRVE-F
9	WTRY-F	O 44 / 3.6	3.4	3.4	3.0	3.1	3.3	941 / 12.8	4.9	5.5	53 / 1117	B*	WTRY-F
10	WKLI-F	AC/CHR 33 / 2.7	2.7	3.4	2.7	3.2	2.9	699 / 9.5	11.4	10.7	49 / 946	C	WKLI-F
11	WHRL-F	J 31 / 2.5	2.5	3.4	2.5	1.8	2.7	443 / 6.0	6.6	5.1	35 / 532	B	WHRL-F
12	WXCR-F	CL AOR 25 / 2.0	2.4	2.4	2.5	2.1	2.3	668 / 9.1	10.3	6.7	37 / 900	B	WXCR-F
13	WXLE-F	AOR-P 24 / 1.9	1.9	1.9	2.5	1.2	2.1	688 / 9.3	8.1	5.9	31 / 858	B	WXLE-F
14	WROW	T 23 / 1.9	2.5	1.7	1.4	1.4	1.9	398 / 5.4	5.6	5.0	25 / 440	A	WROW
15	WTRY	O 17 / 1.4	1.2	1.4	1.3	1.3	1.3	327 / 4.4	4.9	5.5	18 / 356	*	WTRY
16	WPTR-F	C 16 / 1.3	1.4	1.4	1.4	1.5	1.4	370 / 5.0	3.7	3.7	21 / 504	A	WPTR-F
	WBKK-F	CL 16 / 1.3	0.8	1.2	0.9	0.5	1.1	268 / 3.6	2.7	1.7	18 / 328		WBKK-F
18	WEQX-F	AOR-NR 13 / 1.1	0.7	0.9	1.8	1.2	1.1	409 / 5.5	4.9	5.7	24 / 705		WEQX-F

12+ FM Share (Metro): 82.37% (869 of 1055) (Spring 97: 81.27%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLY-F >>>	1 WQBK-F <	1 WFLY-F <	1 WGNA-F	1 WGNA-F	1 WGY	1 WQBK-F	1 WGY <	1 WGNA-F	1 WFLY-F	1 WGNA-F
2 WQBK-F >	2 WFLY-F	2 WGNA-F <	2 WFLY-F	2 WFLY-F <	2 WGNA-F	2 WGY <	2 WGNA-F	2 WFLY-F	2 WGNA-F <	2 WFLY-F
3 WPYX-F	3 WQBK-F	3 WQBK-F <	3 WYJB-F	3 WYJB-F <	3 WABY-AF	3 WGNA-F	3 WYJB-F <	3 WYJB-F <	3 WGY	3 WGY
4 WGNA-F >	4 WPYX-F	4 WPYX-F <	4 WQBK-F <	4 WYJB-F >	4 WFLY-F	4 WFLY-F	4 WFLY-F	4 WGY	4 WQBK-F	4 WABY-AF <
5 WKLI-F <	5 WYJB-F	5 WYJB-F	5 WRVE-F <	5 WRVE-F <	5 WRVE-F	5 WYJB-F <	5 WABY-AF <	5 WABY-AF	5 WPYX-F	5 WYJB-F >
6 WYJB-F	6 WRVE-F	WRVE-F	6 WPYX-F <	6 WFLY-F	6 WABY-AF	6 WABY-AF	6 WPYX-F	6 WPYX-F	6 WABY-AF <	6 WTRY-F
7 WKLI-F	7 WGY	7 WGY >	7 WGY >	WTRY-F	7 WPYX-F	WRVE-F <	WRVE-F <	7 WYJB-F <	WPYX-F <	
	8 WKLI-F <	8 WTRY-F	8 WTRY-F >	8 WHRL-F <	8 WRVE-F >	8 WQBK-F >	8 WQBK-F	8 WPT-R	8 WQBK-F	8 WQBK-F
	9 WTRY-F	9 WKLI-F		9 WPYX-F			9 WTRY-F		9 WRVE-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	12+ Ovrnite
1 WFLY-F >>>	1 WFLY-F >	1 WFLY-F	1 WFLY-F	1 WGNA-F <	1 WQBK-F	1 WQBK-F >	1 WQBK-F >>	1 WQBK-F	1 WQBK-F	1 WGY >>
2 WYJB-F	2 WGNA-F	2 WGNA-F <	2 WGNA-F <	2 WYJB-F	2 WPYX-F	2 WPYX-F >	2 WPYX-F >	2 WPYX-F	2 WPYX-F	2 WFLY-F
3 WGNA-F	WYJB-F	3 WYJB-F	3 WYJB-F >	3 WFLY-F >	3 WFLY-F	3 WFLY-F >	3 WFLY-F >>	3 WGNA-F	3 WGNA-F	3 WGNA-F >
	WQBK-F	4 WKLI-F	4 WKLI-F	4 WRVE-F <	4 WGY	4 WGNA-F >>	4 WKLI-F	4 WFLY-F	WRVE-F <	4 WQBK-F
5 WKLI-F	5 WPYX-F	5 WPYX-F	5 WKLI-F	WRVE-F	5 WXCR-F	WGY	WRVE-F	5 WGY	WPYX-F <	
	WPYX-F >	6 WQBK-F >	6 WQBK-F	6 WTRY-F <	6 WRVE-F	WRVE-F	6 WGY >	6 WFLY-F	7 WTRY-F	
		7 WGY	7 WGY	7 WKLI-F	WKLI-F	WXCR-F	7 WXCR-F	8 WYJB-F	WXCR-F <	
		8 WRVE-F	8 WTRY-F	8 WPYX-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBUG-F	C 101.1	Fort Plain	0.2 0.9 30 265
WCKM-F	O 98.5	Lake George	0.3 0.8 15 244
WCSS	T 1240	Amsterdam	0.5 0.7 7 56
WDCD-AF	REL 96.7	Clifton Park	0.5 2.1 8 169
WGNA	C 1460	Albany	0.2 0.8 5 106
WHAZ-AF	REL 1330	Troy	0.5 1.3 7 133
WJKE-F	AC 101.3	Stillwater	0.5 2.6 9 232
WNYQ-F	AC 105.7	Queensbury	0.3 1.6 9 248
WZZM-F	C 93.5	Corinth	0.8 1.6 14 193

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WENU-F	ST 101.7	Hudson Falls	0.3 1.0 23 241

ALBANY-SCHENECTADY-TROY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Albany	20.4 %	20.4 %	23.4 %	AC	0 (0)	105 (5)	105 (5)	10.0 %	20.4 %
WFLY-FM, WPTR-FM, WROW-AM, WYJB-FM				AOR/Classic/NR	0 (0)	220 (6)	220 (6)	20.9 %	22.0 %
Bendat	9.2 %	5.4 %	5.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WABY-AF, WKBE-FM, WKLI-FM				CHR	0 (0)	120 (1)	120 (1)	11.4 %	11.0 %
Capstar, pend.	23.7 %	28.3 %	38.6 %	Classical	0 (0)	16 (1)	16 (1)	1.5 %	0.6 %
WGNA-AM, WGNA-FM, WPYX-FM, WTRY-AM, WTRY-FM, WXLE-FM				Country	2 (1)	163 (4)	165 (5)	15.6 %	16.0 %
Clear Channel, pend.	26.0 %	28.1 %	31.9 %	Full Service	116 (1)	0 (0)	116 (1)	11.0 %	10.9 %
WGY-AM, WHRL-FM, WQBJ-FM, WQBK-FM, WRVE-FM, WTMM-AM, WXCR-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	79.3 %	82.2 %	99.8 %	Jazz	0 (0)	31 (1)	31 (1)	2.9 %	2.1 %
				News/Talk	29 (2)	0 (0)	29 (2)	2.7 %	2.9 %
				Oldies	17 (1)	48 (2)	65 (3)	6.2 %	5.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (2)	5 (2)	11 (4)	1.0 %	0.4 %
				Soft AC	0 (0)	93 (1)	93 (1)	8.8 %	9.2 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	16 (1)	68 (2)	84 (3)	8.0 %	8.5 %
				Totals	186 (8)	869 (25)	1055 (33)		

AM Stations

Station	Power	Frequency	Format	Revenue	Advertiser	Agency	Product
WABY	1400	1 kw	Standards	CNN \$17.00	Christal	Bendat	
WGY	810	50 kw	Full Service	ABC \$60.00	Katz	Clear Channel, pend.	
WROW	590	5 kw/1 kw (DA-2)	Talk	CBS, UPI \$20.00	Allied	Albany	
WTMM	1300	5 kw (DA-2)	Sports	1-on-1, WW1, CBS \$20.00	Cir Chnl	Clear Channel	
WTRY	980	5 kw (DA-N)	Oldies	\$<20.00	Eastman	Capstar	

FM Stations

Station	Power	Frequency	Format	Revenue	Advertiser	Agency	Product
WABY	94.5	3 kw @ 328	Standards	CNN \$20.00	Banner		Ravena
WBKK	97.7	1.6 kw @ 623	Classical	\$ NA	Allied		Amsterdam
WEQX	102.7	1.27 kw @ 2490	AOR-New Rock	AP, ABC \$<20.00	---		Manchester, VT
WFLY	92.3	17 kw @ 850	CHR	ABC \$71.00	Allied	Albany	
WGNA	107.7	12 kw @ 984	Country	Westwd \$102.00	Eastman	Capstar	
WHRL	103.1	6 kw @ 325	Jazz	CBS \$<20.00	Katz	Clear Channel, pend.	
WKBE	100.3	1.45 kw @ 1312	See WKLI-F				Warrensburg
WKLI	100.9	6 kw @ 300	AC/CHR	\$45.00	Banner	Bendat	
WPTR	96.3	0.5 kw @ 1119	Country	JRN \$ NA	Allied	Albany	Voorheesville
WPYX	106.5	16 kw @ 902	AOR	ABC \$71.00	Eastman	Capstar	
WQBJ	103.5	50 kw @ 492	See WQBK-F				Cobleskill
WQBK	103.9	6 kw @ 300	AOR - New Rock	CBS \$47.00	Cir Chnl	Clear Channel	
WRVE	99.5	15 kw @ 927	Modern AC	ABC \$51.00	Katz	Clear Channel, pend.	
WTRY	98.3	6 kw @ 328	Oldies	\$ NA	Eastman	Capstar	Rotterdam
WXCR	102.3	4.1 kw @ 387	Classic AOR	Westwd \$22.00	Cir Chnl	Clear Channel	Ballston Spa
WXLE	104.5	5 kw @ 351	Progressive AOR	ABC \$<20.00	Christal	Capstar, pend.	Mechanicville
WYJB	95.5	12 kw @ 1023	Soft AC	\$56.00	Allied	Albany	

Notes: * WTRY revenue included in WTRY-F revenue level . . . 6/98 Dame sold these stations to Clear Channel as part of an \$85,000,000 (stock) transaction: WGY; WRVE-F; WHRL-F . . . 7/98 WJKE-F sold for \$900,000 . . . 7/98 WXLE-F sold to Capstar for \$2,600,000

Jim Duncan

Comments: Overall listening is fairly steady

ALBUQUERQUE

Arbitron Rank: 70 Pop (12+): 552,400	Stations: 31 / 29	Last Year's Revenue: \$34,500,000
MSA Rank: 79	Diaries: 1,849/299/153.9%	Household Income: \$40,872
MSA Pop: 686,000	Sample Target: 1,700	Total Retail Sales: \$7.4 Bil.
DMA: 48	% Below Line: 1.5	#1 Biller: KRST-F \$5,600,000
Average Persons Rating: 16.2	% Not Listed: 10.8	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 19,048	Citadel \$17,150,000

12+ Metro	Format	Spring 98		Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	KRST-F	83 / 9.3	10.2	11.6	11.1	10.3	10.5	1064 / 19.3	23.4	22.8	110 / 1397	G	KRST-F	
2	KKOB	78 / 8.7	9.3	8.5	8.2	8.5	8.7	1080 / 19.2	21.6	18.2	96 / 1331	F	KKOB	
3	KZRR-F	49 / 5.5	5.2	5.0	5.3	5.5	5.2	749 / 13.6	12.8	13.1	64 / 925	D	KZRR-F	
4	KKOB-F	47 / 5.2	5.4	3.3	4.1	4.7	4.5	914 / 16.6	15.2	16.7	63 / 1295	E	KKOB-F	
5	KIOT-F	46 / 5.1	4.5	3.7	4.1	4.7	4.4	817 / 14.8	12.0	15.1	58 / 1058	C	KIOT-F	
6	KPEK-F	45 / 5.0	5.3	4.6	4.8	4.6	4.9	982 / 17.4	13.3	12.8	59 / 1270	C	KPEK-F	
7	KTBL-F	41 / 4.6	3.5	3.6	3.2	5.3	3.7	622 / 11.3	12.5	12.3	55 / 853	C	KTBL-F	
8	KKSS-F	38 / 4.2	4.3	5.8	5.6	8.1	5.0	790 / 14.3	16.5	19.0	61 / 1217	C	KKSS-F	
9	KYLZ-F	36 / 4.0	4.3	4.3	3.4	1.5	4.0	599 / 10.8	11.7	6.6	44 / 759	A	KYLZ-F	
	KTEG-F	36 / 4.0	3.4	3.8	3.8	3.5	3.8	788 / 14.3	12.8	11.8	45 / 1019	C	KTEG-F	
11	KIVA	35 / 3.9	3.3	3.1	3.0	3.5	3.3	394 / 7.1	6.6	6.8	36 / 411	B	KIVA	
12	KHFM-F	32 / 3.6	5.2	4.7	5.0	4.4	4.6	514 / 9.3	10.3	10.8	44 / 718	C	KHFM-F	
13	KLVO-F	28 / 3.1	3.3	1.7	3.2	2.9	2.8	350 / 6.3	5.4	6.7	36 / 458	C	KLVO-F	
14	KMMG-F	27 / 3.0	0.9	0.8	0.3		1.2	486 / 8.8	3.6		36 / 650	C	KMMG-F	
	KMGA-F	27 / 3.0	3.8	3.6	4.3	4.4	3.7	587 / 10.6	11.6	13.1	39 / 863	D	KMGA-F	
16	KZKL-F	26 / 2.9	3.4	3.9	5.0	4.2	3.8	626 / 11.3	11.5	13.2	26 / 629	C	KZKL-F	
17	KLSK-F	25 / 2.8	2.3	2.9	3.1	2.7	2.8	558 / 10.1	10.2	10.9	44 / 839	C	KLSK-F	
18	KABG-F	22 / 2.5	1.6	2.0	1.0	0.8	1.8	449 / 8.1	6.4	3.1	34 / 674	C	KABG-F	
19	KRZN-F	18 / 2.0	2.1	2.6	2.2	1.7	2.2	345 / 6.3	6.1	4.9	24 / 446	B	KRZN-F	

12+ FM Share (Metro): 81.98% (655 of 799) (Spring 97: 80.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLZ-F >>	1 KZRR-F	1 KRST-F	1 KRST-F	1 KRST-F >	1 KKOB	1 KKOB <	1 KKOB	1 KRST-F	1 KYLZ-F <	1 KRST-F >
2 KKSS-F	2 KPEK-F	2 KZRR-F <	2 KKOB-F <	2 KKOB-F <	2 KRST-F >	2 KRST-F >	2 KRST-F >	2 KKOB	2 KKOB	2 KIOT-F <
3 KTEG-F >>	KRST-F <	3 KKOB-F <	3 KZRR-F <	3 KIOT-F <	3 KIVA	3 KKOB-F	3 KKOB-F <	3 KPEK-F <	3 KTEG-F <	3 KZRR-F <
4 KKOB-F <	4 KPEK-F <	4 KIOT-F <	4 KZRR-F <	4 KIOT-F <	4 KZRR-F	4 KIOT-F	4 KIOT-F <	4 KZRR-F <	4 KRST-F	4 KKOB
5 KTEG-F <	5 KIOT-F >	5 KPEK-F	5 KPEK-F <	5 KPEK-F <	5 KIOT-F	5 KIOT-F	5 KZRR-F <	5 KIOT-F <	5 KKSS-F <	5 KKSS-F
6 KKSS-F	6 KTEG-F <	6 KKOB	6 KKOB	6 KHFM-F	6 KHFM-F	6 KHFM-F	6 KHFM-F	6 KHFM-F	6 KHFM-F	6 KHFM-F
7 KIOT-F <	7 KLSK-F	7 KLSK-F <	7 KTBL-F	7 KTBL-F	7 KKOB-F	7 KPEK-F <	7 KPEK-F	7 KKSS-F <	7 KPEK-F	7 KPEK-F
8 KMMG-F <	KTBL-F	8 KTBL-F	8 KLSK-F <	8 KMGA-F <	8 KLSK-F	8 KLSK-F	8 KIVA	8 KYLZ-F <	8 KHFM-F <	8 KHFM-F
9 KYLZ-F	KKOB <	KMMG-F	9 KZKL-F	9 KZKL-F	9 KIVA	9 KIVA	9 KKSS-F <	9 KTEG-F <	9 KTBL-F	9 KLVO-F
	10 KKSS-F <				KZRR-F <		10 KTEG-F	10 KTBL-F <	10 KIOT-F <	10 KIOT-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	12+ Ovrite
1 KKSS-F	1 KKOB-F <	1 KKOB-F	1 KRST-F	1 KRST-F >	1 KZRR-F	1 KZRR-F >	1 KZRR-F >	1 KZRR-F	1 KZRR-F <	1 KKOB >
KPEK-F	2 KRST-F <	2 KRST-F	2 KKOB-F	2 KKOB-F >	2 KKSS-F	2 KTEG-F	2 KRST-F	2 KIOT-F	2 KRST-F <	2 KRST-F <
3 KRST-F	3 KPEK-F	3 KPEK-F	3 KPEK-F >	3 KTBL-F <	KYLZ-F	KPEK-F <	KPEK-F	3 KRST-F <	3 KIOT-F	3 KHFM-F
4 KYLZ-F	4 KKSS-F	4 KMMG-F	4 KMMG-F <	4 KMGA-F	KTEG-F	4 KIOT-F	4 KTEG-F	4 KPEK-F	4 KPEK-F <	4 KZRR-F
5 KZRR-F	5 KMMG-F	5 KZRR-F	5 KMGA-F	KPEK-F <	KIOT-F >>	5 KRST-F	KLSK-F	5 KKOB-F	5 KKOB	
KLVO-F	6 KZRR-F	6 KKSS-F	KTBL-F	6 KKOB	6 KKOB	6 KKSS-F	6 KIOT-F	6 KLSK-F <	6 KLSK-F <	
KTEG-F	KTEG-F	KTEG-F	KIOT-F	KMMG-F <	KMMG-F <	7 KLSK-F	7 KMMG-F	7 KTEG-F	7 KKOB-F	
KKOB-F >	8 KYLZ-F	8 KTBL-F	8 KIOT-F	8 KIOT-F	8 KIOT-F	8 KKOB-F	8 KKOB-F	8 KKOB	8 KTBL-F	
	KTBL-F		9 KTEG-F	9 KZKL-F	KYLZ-F			9 KTBL-F	9 KTBL-F	
			KZRR-F	KHFM-F				KKSS-F <		

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
KALY	SP-R	1240	Los Ranchos ...	0.3	1.9	3	104
KARS	SP-R	860	Beien	0.7	1.1	6	71
KEZF-F	SAC	101.3	Albuquerque	0.3	2.3	3	130
KHTL	T	920	Albuquerque	0.3	2.1	4	120
KNKT-F	REL	107.1	Armijo	0.7	3.0	7	193
KNML	SPRTS	1050	Los Ranchos ...	0.8	3.2	7	179
KRZY	SP-R	1450	Albuquerque	0.4	1.4	6	85
KRZY-F	SP-C	105.9	Santa Fe	0.8	1.7	10	163
KXKS	SP	1190	Albuquerque	0.3	1.3	4	77
KZSS	T	610	Albuquerque	0.6	2.1	5	125

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH	Cume		
KBAC-F	AOR-P	98.1	Las Vegas, NM	0.8	2.0	17	248
KBOM-F	O	106.7	Los Alamos	0.7	3.1	18	414

ALBUQUERQUE

Consolidation Report			12+	25-54	Revenue	Format Performance					
						AM	FM	Total	%	Spg 97	
American General			13.3 %	12.0 %	5.3 %	AC	0 (0)	92 (2)	92 (2)	11.5 %	10.1 %
KABG-FM, KARS-AM, KKIM-AM, KLVO-FM, KMMG-FM, KYLZ-FM						AOR/Classic/NR	0 (0)	163 (5)	163 (5)	20.4 %	18.0 %
Citadel			35.5 %	36.8 %	49.7 %	Black/Urban	0 (0)	27 (1)	27 (1)	3.4 %	0.0 %
KHFM-FM, KHTL-AM, Kkob-AM, Kkob-FM, KMGA-FM, KNML-AM, KRST-FM, KTBL-FM						CHR	0 (0)	74 (2)	74 (2)	9.3 %	10.6 %
Simmons			9.1 %	7.0 %	14.3 %	Classical	0 (0)	32 (1)	32 (1)	4.0 %	4.9 %
KDZZ-AM, KEZF-FM, KIVA-AM, KRZN-FM, KZKL-FM						Country	0 (0)	124 (2)	124 (2)	15.5 %	17.1 %
Trumper			22.1 %	23.2 %	25.0 %	Full Service	78 (1)	0 (0)	78 (1)	9.8 %	9.3 %
KHTZ-AM, KKSS-FM, KLSK-FM, KPEK-FM, KTEG-FM, KZRR-FM, KZSS-AM						Hispanic	16 (4)	35 (2)	51 (6)	6.4 %	8.9 %
			80.0 %	79.0 %	94.3 %	Jazz	0 (0)	18 (1)	18 (1)	2.3 %	1.9 %
						News/Talk	8 (2)	0 (0)	8 (2)	1.0 %	1.2 %
						Oldies	0 (0)	54 (3)	54 (3)	6.8 %	6.8 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	0 (0)	6 (1)	6 (1)	0.8 %	0.6 %
						Soft AC	0 (0)	30 (2)	30 (2)	3.8 %	6.2 %
						Sports	7 (1)	0 (0)	7 (1)	0.9 %	0.7 %
						Standards/EZ	35 (1)	0 (0)	35 (1)	4.4 %	3.8 %
						Totals	144 (9)	655 (22)	799 (31)		

AM Stations

KIVA	1310	5 kw/0.5 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	Simmons	Corrales
KKOB	770	50 kw (DA-N)	Full Service	ABC	\$70.00	Mc-Guild	Citadel	

FM Stations

KABG	98.5	100 kw @ 1781	Oldies		\$ NA	Christal	American General	Los Alamos
KHFM	96.3	20 kw @ 4133	Classical		\$40.00	Allied	Citadel	
KIOT	102.5	50 kw @ 371	Classic AOR		\$ 30.00	Allied	Simmons	Los Lunas
KKOB	93.3	21.5 kw @ 4150	AC		\$ 65.00	Mc-Guild	Citadel	
KKSS	97.3	100 kw @ 1875	CHR/Urban		\$44.00	D&R	Trumper, pend.	Santa Fe
KLSK	104.1	100 kw @ 1875	Classic AOR	ABC	\$23.00	Eastman	Trumper	Santa Fe
KLVO	97.7	100 kw @ 860	Hispanic Contemp.		\$<20.00	---	American General	Belen
KMGA	99.5	22.5 kw @ 4130	Soft AC	Westwd	\$56.00	Christal	Citadel	
KMMG	95.5	19 kw @ 1791	Black Oldies		\$ NA	Christal	American General	Los Alamos
KPEK	100.3	22.5 kw @ 4107	Modern AC		\$29.00	Eastman	Trumper	
KRST	92.3	22 kw @ 4160	Country		\$97.00	Mc-Guild	Citadel	
KRZN	105.1	100 kw @ 1936	Jazz	JRN	\$<20.00	Allied	Simmons	Santa Fe
KTBL	103.3	20.5 kw @ 4186	Classic Country		\$27.00	Mc-Guild	Citadel	
KTEG	107.9	22.5 kw @ 4131	AOR-New Rock		\$31.00	Banner	Trumper	
KYLZ	106.3	100 kw @ 860	CHR/Urban		\$ NA	---	American General	Los Lunas
KZKL	101.7	3 kw @ 92	Oldies		\$40.00	Allied	Simmons	Rio Rancho
KZRR	94.1	22.5 kw @ 4130	AOR	Source	\$52.00	Eastman	Trumper	

Notes: KPEK-F reclassified from Progressive AOR to Modern AC (AC-NR) based on audience analysis, M Street database classification and station self-description . . . 3/98 KBFG-F (95.5; Santa Fe) changed from Country to Black Oldies as "La Mega" . . . 4/98 KBFG-F changed calls to KMMG-F . . . 4/98 KKSS-F sold by Sunburst to Trumper for \$6,066,000 . . . 7/98 KEZF-F changed from Soft AC to AOR as "K-Rock"

Jim Duncan

Comments: Listening levels are down moderately (-0.7 ratings point) . . . KRST-F has its lowest share since Summer 95 . . . KKSS-F and KYLZ-F are now neck-and-neck . . . KMMG-F becomes viable . . . The American General stations - all with secondary signals - are doing very well

ALLENTOWN-BETHLEHEM

Arbitron Rank: 66 Pop (12+): 601,100	Stations: 43 / 13	Last Year's Revenue: \$22,900,000
MSA Rank: 86	Diaries: 1,826/329:1/57.1%	Household Income: \$47,556
MSA Pop: 614,000	Sample Target: 1,790	Total Retail Sales: \$6.1 Bil.
DMA: Philadelphia DMA (#4)	% Below Line: 21.3	#1 Biller: WAEB-F \$5,400,000
Average Persons Rating: 17.5	% Not Listed: 11.6	#1 Billing Portfolio:
Market TSL In Hours: 23.00	Pop per Station: 46,238	Capstar \$11,700,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WAEB-F	148 / 14.1	11.7	13.1	13.4	13.6	13.1	1971 / 32.8	30.0	30.2	157 / 2265	G	WAEB-F
2	WCTO-F	119 / 11.3	9.1	11.4	8.9	8.9	10.2	1112 / 18.5	19.4	17.9	132 / 1249	D	WCTO-F
3	WODE-F	99 / 9.4	9.4	9.3	11.3	10.0	9.9	1473 / 24.5	24.1	25.8	142 / 2211	F	WODE-F
4	WZZO-F	91 / 8.7	9.9	8.7	9.0	8.2	9.1	1144 / 19.0	20.3	19.1	110 / 1472	F	WZZO-F
5	WLEV-F	85 / 8.1	9.4	8.8	8.6	7.0	8.7	1143 / 19.0	17.4	17.0	101 / 1337	F	WLEV-F
6	WKAP	49 / 4.7	4.0	4.4	3.8	5.2	4.2	486 / 7.7	6.3	7.6	50 / 530	A	WKAP
7	WAEB	48 / 4.4	4.7	4.7	3.9	4.0	4.4	787 / 13.1	11.8	11.8	47 / 793	C	WAEB
8	WYSP-F	23 / 2.2	3.3	2.5	2.7	1.7	2.7	457 / 7.6	8.4	6.2	32 / 640		WYSP-F
9	WEST	20 / 1.9	2.1	2.3	1.4	1.9	1.9	176 / 2.9	3.6	3.6	20 / 202	A	WEST
10	WMGK-F	17 / 1.6	1.6	1.6	1.8	1.7	1.7	379 / 6.3	6.3	6.5	23 / 438		WMGK-F
11	WWYY-F	15 / 1.4	1.4	2.0	2.3	2.6	1.8	281 / 4.3	4.6	6.5	17 / 335	B	WWYY-F

12+ FM Share (Metro): 80.58% (747 of 927) (Spring 97: 79.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEB-F >>>	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WODE-F <	1 WAEB-F	1 WAEB-F	1 WAEB-F	1 WAEB-F >	1 WAEB-F <
2 WZZO-F	2 WZZO-F >	2 WZZO-F <	2 WCTO-F <	2 WCTO-F	2 WCTO-F	2 WCTO-F	2 WCTO-F	2 WCTO-F <	2 WZZO-F	2 WCTO-F
3 WCTO-F >>	3 WCTO-F >	3 WCTO-F >	3 WZZO-F	3 WZZO-F <	3 WAEB-F <	3 WODE-F	3 WODE-F <	3 WZZO-F <	WCTO-F <	3 WODE-F
	4 WLEV-F >	4 WODE-F	4 WODE-F	4 WODE-F	4 WLEV-F	4 WZZO-F	4 WLEV-F <	4 WODE-F	4 WODE-F	4 WZZO-F
	5 WYSP-F	WLEV-F >>	5 WLEV-F >>	5 WLEV-F >>	5 WKAP	WLEV-F <	5 WZZO-F >	5 WLEV-F	5 WLEV-F >>>	5 WLEV-F
	6 WQO-F				6 WAEB	6 WAEB	6 WKAP <	6 WKAP >		6 WKAP >>
						7 WYSP-F	7 WAEB >>			

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	12+ Ovrnite
1 WAEB-F >>	1 WAEB-F >>	1 WAEB-F >>	1 WAEB-F >>	1 WAEB-F >	1 WZZO-F	1 WZZO-F >>	1 WZZO-F >>	1 WZZO-F >	1 WZZO-F	1 WCTO-F
2 WLEV-F >	2 WLEV-F <	2 WCTO-F <	2 WCTO-F	2 WCTO-F	2 WAEB-F >	2 WAEB-F	2 WAEB-F <	2 WAEB-F	2 WCTO-F	WAEF-F >
3 WZZO-F	3 WCTO-F	3 WLEV-F	3 WLEV-F	3 WLEV-F <	3 WCTO-F >	3 WCTO-F >	3 WCTO-F >	WCTO-F >	3 WAEB-F <	3 WZZO-F
	WCTO-F	4 WZZO-F >>	4 WODE-F	4 WODE-F >	4 WYSP-F	4 WYSP-F >	4 WYSP-F >	4 WODE-F >	4 WODE-F >	4 WODE-F
	WQO-F	5 WODE-F		5 WZZO-F >>	5 WZZO-F >	WQO-F >>	5 WQO-F	5 WLEV-F	5 WLEV-F	5 WLEV-F >
		WQO-F >								

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spq 97
Capstar	27.2 %	30.0 %	51.1 %	AC	5 (1)	106 (5)	111 (6)	12.0 %	12.3 %
WAEF-AM, WAEF-FM, WZZO-FM				AOR/Classic/NR	0 (0)	134 (6)	134 (6)	14.5 %	11.8 %
Citadel	19.4 %	22.5 %	27.9 %	Black/Urban	0 (0)	17 (2)	17 (2)	1.8 %	2.9 %
WCTO-FM, WLEV-FM				CHR	0 (0)	201 (8)	201 (8)	21.7 %	19.7 %
	46.6 %	52.5 %	79.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %
				Country	12 (1)	139 (3)	151 (4)	16.3 %	7.8 %
				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)	9 (1)	9 (1)	1.0 %	0.5 %
				News/Talk	75 (5)	7 (1)	82 (6)	8.8 %	11.1 %
				Oldies	0 (0)	121 (3)	121 (3)	13.1 %	13.0 %
				Others/Unknown	10 (1)	0 (0)	10 (1)	1.1 %	0.7 %
				Religion/Gospel	0 (0)	13 (1)	13 (1)	1.4 %	1.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	8.3 %
				Sports	9 (2)	0 (0)	9 (2)	1.0 %	1.0 %
				Standards/EZ	69 (2)	0 (0)	69 (2)	7.4 %	8.2 %
				Totals	180 (12)	747 (30)	927 (42)		

ALLENTOWN-BETHLEHEM

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WEEX	T	1230	Easton	0.5	1.5	7	123	KYW	N	1060	Philadelphia	0.8	5.2	11	388
WGPA	VA	1100	Bethlehem	1.0	1.8	12	139	WABC	T	770	New York	0.9	2.8	26	380
WRNJ	AC	1510	Hackettstown	0.5	1.3	7	84	WBEB-F	AC	101.1	Philadelphia	0.5	2.3	5	175
WYNS	C	1160	Lehighton	1.1	2.1	12	130	WBYN-F	REL	107.5	Boyertown	1.2	3.0	15	244
								WDAS-F	B/AC	105.3	Philadelphia	0.7	1.1	7	66
								WFAN	SPRTS	660	New York	0.5	1.8	9	222
								WIOQ-F	CHR	102.1	Philadelphia	1.3	5.3	15	367
								WIP	SPRTS	610	Philadelphia	0.4	1.4	4	90
								WJJZ-F	J	106.1	Philadelphia	0.9	2.3	10	153
								WKRZ-FF	CHR	98.5	Wilkes Barre	1.0	2.9	29	498
								WKXW-F	T	101.5	Trenton, NJ	0.7	3.0	13	337
								WMGS-F	AC	92.9	Wilkes Barre	0.4	0.9	11	137
								WMMR-F	AOR	93.3	Philadelphia	0.5	2.8	7	299
								WNEW-F	CL AOR	102.7	New York	0.4	1.3	8	179
								WNNJ-F	AC	103.7	Newton, NJ	0.5	1.2	21	324
								WOGL-F	O	98.1	Philadelphia	0.5	1.7	8	179
								WOR	T	710	New York	0.7	2.2	20	328
								WPLJ-F	CHR/AC	95.5	New York	0.5	2.3	12	317
								WPLY-F	CHR-NR	100.3	Media, PA	0.4	2.4	4	151
								WPST-F	CHR	97.5	Trenton, NJ	0.8	4.5	24	544
								WRFY-F	CHR	102.5	Reading	0.6	2.8	19	407
								WSBG-F	CHR	93.5	Stroudsburg	0.7	3.0	30	562
								WUSL-F	B	98.9	Philadelphia	1.0	4.2	11	290
								WXRK-F	T/NR	92.3	New York	0.6	1.9	15	259
								WXTU-F	C	92.5	Philadelphia	0.5	2.6	7	239
								WYXR-F	AC/CHR	104.5	Philadelphia	0.7	4.5	9	336
								WZMT-F	AOR	97.9	Hazleton	0.5	1.2	10	210

AM Stations

WAEB	790	3.8 kw/1.5 kw (DA-2)	Talk	CBS, Westwd	\$35.00	Katz	Capstar	
WEST	1400	1 kw	Standards	Westwd, ABC	\$<20.00	Mc-Guild		Easton
WKAP	1470	5 kw (DA-N)	Standards	ABC	\$<20.00	Katz	Capstar	

FM Stations

WAEB	104.1	50 kw @ 500	CHR		\$80.00	Katz	Capstar	
WCTO	96.1	50 kw @ 500	Country		\$53.00	Mc-Guild	Citadel	
WLEV	100.7	11 kw @ 1073	AC		\$91.00	Mc-Guild	Citadel	
WODE	99.9	50 kw @ 449	Oldies	ABC	\$71.00	Eastman	Clear Channel	Easton
WWYY	107.1	1.2 kw @ 719	Country	ABC	\$<20.00	—	Big City, pend.	Belvidere, NJ
WZZO	95.1	30 kw @ 630	AOR		\$83.00	Katz	Capstar	

Notes: Other ranked stations -- See Philadelphia . . . 4/98 WEEX changed from Country to Talk . . . 4/98 WRNJ-F sold to Big City for \$6,400,000 (Stevens) . . . 5/98 WRNJ-F began simulcasting co-owned WWZY-F (Briarcliff Manor, NY) . . . 5/98 WRNJ-F changed calls to WWYY-F; remains Country

Jim Duncan

Comments: WAEB-F has its highest share in its history . . . Listening levels are dramatically higher than they were a year ago (+1.4 rating points) . . . WLEV-F has been the traditional revenue leader in the market, but now has been surpassed by WAEB-F

ALTOONA

Arbitron Rank: 239 Pop (12+): 109,500
 MSA Rank: 264
 MSA Pop: 130,000
 DMA: 90 (w/Johnstown)
 Average Persons Rating: 15.6
 Market TSL in Hours: 20.75

Stations: 21 / 13
 Diaries: 625/175:1/62.1%
 Sample Target: 610
 % Below Line: 7.6
 % Not Listed: 9.9
 Pop per Station: 8,423

Last Year's Revenue: \$5,500,000
 Household Income: \$35,975
 Total Retail Sales: \$1.53 Bil.
 #1 Biller: WFGY-F \$1,500,000
 #1 Billing Portfolio: Forever \$3,085,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WFGY-FF	42 / 24.6	19.7	22.1		25.8	411 / 37.5	34.1	37.7	131 / 1650	E	WFGY-FF
2	WPRR-F	20 / 11.7	13.1	13.4		10.3	313 / 28.6	29.2	32.0	28 / 523	B	WPRR-F
3	WMXV-F	17 / 10.0	10.4	9.9		11.5	178 / 16.2	19.7	22.8	20 / 258	B	WMXV-F
4	WFBG	16 / 9.4	6.0	7.0		5.7	170 / 15.5	17.7	14.1	17 / 213	A	WFBG
5	WALY-F	14 / 8.2	8.2	9.9		5.7	166 / 17.0	20.6	21.5	22 / 370	B	WALY-F
6	WBXQ-FF	12 / 7.0	9.8	5.8		8.6	134 / 12.2	17.3	15.4	25 / 324	B	WBXQ-FF
	WRTA	12 / 7.0	9.8	7.0		8.0	160 / 14.6	19.8	15.7	12 / 175	B	WRTA
8	WQKK-F	4 / 2.3	2.2	1.2		1.1	57 / 5.2	6.9	5.8	24 / 390		WQKK-F
	WGMR-F	4 / 2.3	1.1	2.3		1.1	66 / 6.0	5.2	6.4	25 / 551		WGMR-F

12+ FM Share (Metro): 78.57% (121 of 154) (Spring 1997: 79.87%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPRR-F >>>	1 WFGY-FF	1 WFGY-FF >	1 WFGY-FF	1 WFGY-FF >	1 WFGY-FF >>	1 WFGY-FF >>	1 WFGY-FF >>	1 WFGY-FF >>	1 WPRR-F	1 WFGY-FF >>
2 WFGY-FF >>	2 WPRR-F	2 WPRR-F	2 WMXV-F	2 WMXV-F	2 WFBG	2 WFBG <	2 WMXV-F	2 WPRR-F	2 WFGY-FF >	2 WPRR-F >
	3 WBXQ-FF >	3 WMXV-F	3 WALY-F	3 WALY-F <	3 WALY-F	3 WPRR-F	3 WALY-F	3 WMXV-F	3 WMXV-F	3 WFBG
	4 WMXV-F	4 WBXQ-FF	4 WPRR-F	4 WPRR-F	4 WRTA	4 WRTA	4 WBXQ-FF	4 WBXQ-FF <	4 WFBG	4 WALY-F
	5 WQKK-F >	5 WALY-F >>	5 WBXQ-FF >>	5 WBXQ-FF >>	5 WMXV-F >	5 WMXV-F	5 WFBG <	5 WFBG	5 WRTA	5 WMXV-F
							6 WRTA			
							WPRR-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	12+ Ovrnite
1 WPRR-F >>	1 WFGY-FF >>	1 WFGY-FF >>>	1 WFGY-FF	1 WFGY-FF	1 WPRR-F	1 WBXQ-FF	1 WBXQ-FF >	1 WBXQ-FF	1 WFGY-FF	1 WFGY-FF >>>
2 WFGY-FF	2 WPRR-F >	2 WPRR-F	2 WMXV-F	2 WMXV-F	2 WPRR-F	2 WFGY-FF	2 WPRR-F	2 WFGY-FF	2 WBXQ-FF	2 WPRR-F
	3 WMXV-F >>>	3 WMXV-F >>	3 WPRR-F	3 WALY-F	3 WPRR-F	3 WPRR-F	3 WQKK-F	3 WPRR-F >	3 WMXV-F	3 WBXQ-FF >
			4 WALY-F >>>	4 WPRR-F >>		4 WQKK-F >>	4 WFGY-FF >>	4 WMXV-F >	4 WALY-F	
								5 WQKK-F	5 WPRR-F >>	
								WALY-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WKMC ST 1370 Roaring Spring	0.6	2.7	2 54
WTRN EZ 1340 Tyrone	0.6	2.0	2 69
WVAM SPRTS 1430 Altoona	1.8	4.0	3 46

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDVE-F AOR 102.5 Pittsburgh	0.6	2.0	13 152
WJJJ-F J 104.7 Pittsburgh	0.6	1.6	2 49
WKYE-F AC 95.5 Johnstown	0.6	2.3	44 575
WLAK-FF AC/CHR 95.9 Lewistown	0.6	1.7	2 60
WQWK-F AOR 97.1 State College	1.2	4.1	18 309
WQZK-F CL AOR 94.1 Keyser, WV	1.8	4.4	4 62

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	19 (3)	19 (3)	12.3 %	12.6 %
AOR/Classic/NR	0 (0)	25 (7)	25 (7)	16.2 %	11.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	20 (1)	20 (1)	13.0 %	17.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	42 (2)	42 (2)	27.3 %	27.0 %
Full Service	16 (1)	0 (0)	16 (1)	10.4 %	7.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	1 (1)	1 (1)	0.6 %	0.0 %
News/Talk	12 (1)	0 (0)	12 (1)	7.8 %	7.5 %
Oldies	0 (0)	14 (1)	14 (1)	9.1 %	10.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.9 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	1.9 %
Sports	3 (1)	0 (0)	3 (1)	1.9 %	0.0 %
Standards/EZ	2 (2)	0 (0)	2 (2)	1.3 %	2.5 %
Totals	33 (5)	121 (15)	154 (20)		

ALTOONA

Consolidation Report	12+	25-54	Revenue
Forever	52.2 %	52.8 %	56.1 %
WALY-FM, WFBG-AM, WFGI-FM, WFGY-FM, WMXV-FM			
	52.2 %	52.8 %	56.1 %

AM Stations

Station	Power	Frequency	Format	Daypart	Rate	Agency	Advertiser
WFBG	1290	5 kw/1 kw (DA-N)	Standards/Full Svc	Westwd	\$11.00	Christal	Forever
WRTA	1240	1 kw	Talk	Talknt, ABC, BNN	\$16.00	---	
WVAM	1430	5 kw/1 kw (DA-N)	Sports	WW1, CNN, CBS	\$12.00	Allied	Citadel

FM Stations

Station	Power	Frequency	Format	Daypart	Rate	Agency	Advertiser
WALY	103.9	0.31 kw @ 984	Oldies		\$16.00	Christal	Forever
WBRX	94.7	1.05 kw @ 551	See WBXQ-F				Patton
WBXQ	94.3	0.35 kw @ 958	AOR	ABC	\$ NA	Banner	Cresson
WFGI	94.5	0.813 kw @ 630	See WFGY-F				State College
WFGY	98.1	30 kw @ 941	Country	CBS	\$57.00	Christal	Forever
WGMR	101.1	8.5 kw @ 1170	New Rock	Westwd	\$ NA	Dome	Allegheny Mtn.
WMXV	104.9	0.73 kw @ 905	AC	CNN	\$17.00	Christal	Forever
WPRR	100.1	16.5 kw @ 403	CHR		\$20.00	Allied	Citadel

Notes: WQKK-F -- See State College . . . 2/98 WBRX-F changed from Country to simulcasting WBXQ-F

Jim Duncan

Comments: Listening levels are steady . . . WFBG has its highest 12+ share since prior to 1993

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AC-NR - Modern AC	N - News
* AOR - Album Oriented Rock	O - Oldies
* AOR-NR - New Rock	REL - Religion, Christian
* AOR-P - Progressive AOR	REL-CC - Contemporary Christian
* B - Black (audience 75%+ Black)	SAC - Soft Adult Contemporary
* B/AC - Black Adult Contemporary	SP - Hispanic/Spanish
* B/O - Black Oldies	SP-C - Hispanic Contemporary
* BIZ N - Business News	SP-NT - Hispanic News/Talk/Information
* C - Country	SP-R - Hispanic-Regional
* C/O - Classic Country	SP-TP - Hispanic-Tropical
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SP-VA - Hispanic Variety
* CL - Classical	SP-TJ - Tejano
* CL AOR - Classic AOR, Classic Rock	SPRST - Sports
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	VA - Variety
* G - Gospel (B/G is Black 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	

ANCHORAGE

Arbitron Rank: 170 Pop (12+): 197,000
MSA Rank: 176
MSA Pop: 251,000
DMA: 156
Average Persons Rating: 15.1
Market TSL in Hours: 20.50

Stations: 21 / 20
Diaries: 894/220:1/57,1%
Sample Target: 860
% Below Line: 0.3
% Not Listed: 8.4
Pop per Station: 9,850

Last Year's Revenue: \$13,700,000
Household Income: \$56,874
Total Retail Sales: \$3.2 Bil.
#1 Biller: KASH-FM \$1,850,000
#1 Billing Portfolio: Capstar \$6,220,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KGOT-F	CHR	32 / 10.8	12.8	13.9	10.7	558 / 28.3	28.9	30.7	41 / 672	C	KGOT-F
2	KWHL-F	AOR	27 / 9.1	7.9	7.5	10.1	436 / 22.1	21.4	19.9	30 / 506	C	KWHL-F
3	KBRJ-F	C	24 / 8.1	6.2	6.8	7.0	398 / 20.2	16.7	17.4	27 / 461	B	KBRJ-F
4	KASH-F	C	23 / 7.7	7.9	6.4	8.8	348 / 17.6	18.9	18.4	33 / 436	C	KASH-F
5	KBFX-F	AOR/CL	21 / 7.1	9.5	5.4	4.4	328 / 16.7	16.6	13.5	39 / 445	B	KBFX-F
6	KYMG-F	AC	20 / 6.7	5.2	5.4	6.3	270 / 13.7	14.8	12.8	20 / 292	C	KYMG-F
7	KMXS-F	AC/CHR	18 / 6.1	7.2	9.5	4.7	397 / 20.1	22.4	20.4	21 / 481	B	KMXS-F
8	KEAG-F	O	17 / 5.7	5.2	5.8	6.6	299 / 15.2	14.2	15.6	21 / 393	C	KEAG-F
9	KENI	T/N	16 / 5.4	6.2	7.1	8.2	196 / 9.9	13.7	11.5	29 / 280	C	KENI
10	KKRO-F	CL HTS	13 / 4.4	4.3	5.4	3.5	239 / 12.1	15.7	14.3	17 / 263	B	KKRO-F
	KLEF-AF	CL	13 / 4.4	3.6	2.7	5.4	218 / 11.1	10.5	8.9	13 / 227	B	KLEF-AF
12	KHAR	ST	11 / 3.7	2.6	2.0	3.8	147 / 7.5	5.4	3.9	14 / 185	A	KHAR
13	KNIK-F	J	10 / 3.4	3.3	4.7	3.8	181 / 8.2	8.8	8.8	10 / 173	B	KNIK-F
	KQEZ-F	SAC	10 / 3.4	2.6			160 / 8.1	6.3		11 / 174		KQEZ-F

12+ FM Share (Metro): 83.82% (228 of 272) (Spring 1997: 84.44%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGOT-F >>	1 KWHL-F	1 KGOT-F <	1 KYMG-F	1 KYMG-F	1 KENI	1 KWHL-F	1 KGOT-F	1 KGOT-F	1 KWHL-F	1 KGOT-F <
2 KWHL-F >>>	2 KGOT-F	2 KWHL-F <	KBRJ-F	KBRJ-F	2 KEAG-F <	KGOT-F	2 KBFX-F <	2 KWHL-F <	KGOT-F >	2 KASH-F
	3 KASH-F	3 KASH-F <	KGOT-F <	KGOT-F <	3 KBRJ-F	3 KYMG-F <	3 KYMG-F <	3 KBFX-F	3 KENI	3 KWHL-F
	4 KBFX-F	4 KBFX-F <	4 KASH-F	4 KASH-F <	4 KYMG-F	4 KBRJ-F	4 KWHL-F	KBRJ-F	KASH-F	KBRJ-F
	5 KBRJ-F	5 KBRJ-F <	KBFX-F <	5 KBFX-F <	KLEF-AF <	5 KASH-F <	KBRJ-F	5 KASH-F	KBRJ-F	5 KMXS-F <
	KMXS-F	6 KYMG-F	6 KWHL-F	6 KWHL-F	6 KHAR	6 KENI <	6 KASH-F	6 KMXS-F <	6 KBFX-F	6 KEAG-F
		7 KMXS-F	7 KMXS-F <	7 KEAG-F	KBFX-F	7 KBFX-F	7 KMXS-F <	7 KYMG-F <	7 KLEF-AF	
		8 KKRO-F	8 KKRO-F	KMXS-F	8 KGOT-F	KMXS-F <	8 KENI	8 KEAG-F	KEAG-F	
						9 KEAG-F	KEAG-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	12+ Ovrnite
1 KWHL-F	1 KGOT-F	1 KGOT-F	1 KYMG-F <	1 KYMG-F	1 KWHL-F >>	1 KWHL-F >	1 KWHL-F >	1 KWHL-F <	1 KBFX-F	1 KENI
KASH-F	2 KMXS-F	KYMG-F	2 KGOT-F <	2 KGOT-F	2 KGOT-F	2 KBFX-F	2 KASH-F	2 KBFX-F	2 KWHL-F <	2 KWHL-F
KGOT-F >	3 KYMG-F	3 KMXS-F	3 KBRJ-F	KBRJ-F	3 KBRJ-F	3 KGOT-F	3 KGOT-F	3 KASH-F	3 KASH-F	3 KASH-F
4 KBRJ-F >>	KASH-F	4 KBRJ-F	4 KMXS-F	4 KMXS-F	4 KASH-F	KASH-F >	KBFX-F	4 KGOT-F	4 KENI	
	5 KWHL-F	5 KASH-F >	5 KASH-F >	5 KLEF-AF		5 KBRJ-F	5 KBRJ-F	5 KKRO-F	KGOT-F	
	KBRJ-F >		6 KWHL-F	KASH-F			6 KKRO-F >	6 KBRJ-F	KKRO-F	
								7 KENI	KBRJ-F	
									KEAG-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAXX	SPRTS	1020	Eagle River 0.3 1.3 2 44
KBYR	T	700	Anchorage 1.7 6.4 5 132
KFQD	T	750	Anchorage 2.7 10.5 15 320
KTZN	SPRTS	550	Anchorage 0.3 1.9 1 37

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KWV-F	AC	103.5	Homer 0.3 2.2 9 124

ANCHORAGE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	38.0 %	38.2 %	45.4 %	AC	0 (0)	39 (3)	39 (3)	14.3 %	17.1 %
KASH-FM, KBFX-FM, KENI-AM, KGOT-FM, KTZN-AM, KYMG-FM									
Morris, pend.	39.8 %	38.0 %	39.9 %	AOR/Classic/NR	0 (0)	48 (2)	48 (2)	17.6 %	14.8 %
KBRJ-FM, KEAG-FM, KFQD-AM, KHAR-AM, KKRO-FM, KMXS-FM, KWHL-FM									
	77.8 %	76.2 %	85.3 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	32 (1)	32 (1)	11.8 %	16.0 %
				Classical	2 (1)	12 (1)	14 (2)	5.1 %	3.1 %
				Country	0 (0)	47 (2)	47 (2)	17.3 %	15.6 %
				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)	3.7 %	5.4 %
				News/Talk	29 (3)	0 (0)	29 (3)	10.7 %	12.8 %
				Oldies	0 (0)	30 (2)	30 (2)	11.0 %	12.8 %
				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	0 (0)	10 (1)	10 (1)	3.7 %	0.0 %
				Sports	2 (2)	0 (0)	2 (2)	0.7 %	0.0 %
				Standards/EZ	11 (1)	0 (0)	11 (1)	4.0 %	2.3 %
				Totals	44 (7)	228 (13)	272 (20)		

AM Stations

KASH	1080	10 kw	See KLEF-F					
KENI	650	50 kw	News/Talk	ABC, Westwd, Tiknt	\$25.00	Eastman	Capstar	
KFQD	750	50 kw	Talk	ABC	<\$20.00	Mc-Guild	Morris, pend.	
KHAR	590	5 kw	Standards	Westwd	<\$20.00	Katz	Morris, pend.	

FM Stations

KASH	107.5	100 kw @ -285	Country	ABC	\$45.00	Allied	Capstar	
KBFX	100.5	25 kw @ 174	AOR/Classic AOR		\$28.00	Allied	Capstar	
KBRJ	104.1	55 kw @ 62	Country		\$28.00	Katz	Morris, pend.	
KEAG	97.3	100 kw @ 593	Oldies		\$23.00	Katz	Morris, pend.	
KGOT	101.3	26 kw @ -62	CHR	Westwd	\$35.00	Christal	Capstar	
KKRO	102.1	25 kw @ -154	Classic Hits		\$27.00	Katz	Morris, pend.	
KLEF	98.1	25 kw @ 30	Classical		\$24.00	Allied		
KMXS	103.1	27 kw @ -177	AC/CHR		\$27.00	Mc-Guild	Morris, pend.	
KNIK	105.3	51 kw @ 256	Jazz	CBS	\$24.00	IMN	Northern TV	
KQEZ	92.1	10 kw @ 810	Soft AC		\$ NA	—		Houston
KWHL	106.5	100 kw @ -85	AOR		\$41.00	Mc-Guild	Morris, pend.	
KYMG	98.9	100 kw @ 500	AC	AP	\$25.00	Banner	Capstar	

Notes: 3/98 KENI calls & format moved to the KYAK 650 facility; the 550 changed to Sports as KTZN ("The Zone") . . . 3/98 KFAT-F (92.9; Anchorage) began operation, simulcasting Sports KAXX . . . 7/98 Pioneer sold these stations to Morris as part of a group transaction (price NA): KFQD, KHAR, KBRJ-F, KEAG-F, KKRO-F, KMXS-F, KWHL-F

Jim Duncan

Comments: Radio usage (Average Persons Rating) has increased over the year-ago rate . . . KBRJ-F has its highest share in its history . . . KENI suffered its third consecutive decrease . . . Listening to Country stations is up by about 10% over last year . . . KBFX-F is at its highest share since 1994

ANN ARBOR

Arbitron Rank: 145 Pop (12+): 252,700
 MSA Rank: NA
 MSA Pop: NA
 DMA: Detroit (#9)
 Average Persons Rating: 13.3
 Market TSL in Hours: 17.50

Stations: 32 / 5
 Diaries: 996/254:1/50.8%
 Sample Target: 960
 % Below Line: 66.2
 % Not Listed: 21.5
 Pop per Station: 50,540

Last Year's Revenue: NA
 Household Income: \$56,313
 Total Retail Sales: \$4.2 Bil.
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WJR	33 / 9.9	8.1	9.5	11.6	11.8	590 / 23.3	24.1	25.2	45 / 743	WJR
2	WRIF-F	17 / 5.1	2.8	4.9	5.5	5.9	345 / 13.7	10.3	15.1	20 / 418	WRIF-F
	WNIC-F	17 / 5.1	5.0	6.6	5.0	4.5	318 / 12.6	12.9	14.8	20 / 379	WNIC-F
4	WJLB-F	16 / 4.8	5.6	5.2	6.3	6.7	301 / 11.9	10.9	11.9	17 / 316	WJLB-F
5	WKQI-F	14 / 4.2	5.9	3.2	6.6	4.2	434 / 17.2	18.2	14.0	14 / 455	WKQI-F
	WAAM	14 / 4.2	3.1	3.2	1.4	3.1	196 / 7.7	8.6	6.3	14 / 196	WAAM
7	WQKL-F	12 / 3.6	4.4	3.2	3.3	3.1	266 / 10.5	11.7	8.2	12 / 294	WQKL-F
8	WQBF-F	11 / 3.3	3.4	2.9	2.2	3.9	326 / 12.9	10.9	11.9	14 / 397	WQBF-F
9	WYCD-F	10 / 3.0	2.8	2.6	4.7	5.3	195 / 7.7	10.1	9.6	10 / 211	WYCD-F
	WWWW-F	10 / 3.0	4.7	4.3	3.3	5.3	251 / 9.9	9.8	10.8	11 / 267	WWWW-F
	WPLT-F	10 / 3.0	2.8	3.2	2.2	3.4	383 / 15.2	12.8	15.8	11 / 426	WPLT-F

12+ FM Share (Metro): 72.62% (191 of 263) (Spring 1997: 77.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 CIMX-F	1 WRIF-F	1 WRIF-F <	1 WJR	1 WJR	1 WJR >>	1 WJR	1 WJR >	1 WJR >	1 WJR >>	1 WJR >
WCHB-F >>	2 WJLB-F	2 WNIC-F	WNIC-F	2 WNIC-F	2 WAAM <	2 WRIF-F >	2 WJLB-F <	2 WNIC-F <	2 WAAM	2 WAAM <
	3 WQBF-F	WJLB-F	3 WJLB-F	3 WRIF-F	3 WNIC-F <	3 WNIC-F	3 WNIC-F	3 WRIF-F	WCHB-F	3 WJLB-F
	WKQI-F	4 WJR <	WRIF-F	4 WQKL-F	4 WQKL-F >	WKRK-F >	4 WQBF-F <	4 WQBF-F <	4 WMMV-F	4 WQKL-F
	5 WPLT-F	5 WKQI-F	5 WKQI-F	WJLB-F	5 WOMC-F	5 WAAM	5 WRIF-F	5 WJLB-F	WKQI-F	WKQI-F
		6 WQBF-F		6 WKQI-F	WWWW-F	6 WJLB-F	WAAM <	6 WWWV-F <	WNIC-F	WWWW-F
		7 WPLT-F		7 WMMV-F	WYCD-F	7 WKQI-F <	7 WQKL-F	7 WDFN	WJLB-F	WNIC-F >
							8 WKQI-F	WQBF-F <	WMDX-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	12+ Ovrnite
1 WKQI-F	1 WKQI-F	1 WKQI-F >	1 WNIC-F	1 WNIC-F	1 WRIF-F	1 WRIF-F >	1 WRIF-F >	1 WRIF-F	1 WJR	1 WJR >>
WDRQ-F	2 WJLB-F	2 WYCD-F	2 WKQI-F	2 WJR	2 WKRK-F	2 WQBF-F	2 WQBF-F	2 WJLB-F	2 WRIF-F	2 WAAM
WJLB-F >	3 WQBF-F	WJLB-F	3 WJLB-F	3 WQKL-F	WJLB-F	WJLB-F	WJLB-F	3 WJR	3 WJLB-F	3 WJLB-F
4 WCHB-F	WNIC-F	WMMV-F	4 WQKL-F	4 WYCD-F	4 WQBF-F >	WKRK-F >	WDFN >	4 WKRK-F	WDFN	WMDX-F >
WQBF-F	WDRQ-F	WRIF-F	WYCD-F	WKQI-F	5 CIMX-F	5 WDFN	5 WJR	5 WDFN	5 WCSX-F	
WNIC-F	WPLT-F	WPLT-F	WDRQ-F	6 WMMV-F	WPLT-F >>		WWBR-F	WQBF-F	WQBF-F	
WPLT-F >>		WNIC-F >>	WJR				WKRK-F >>	7 WCSX-F	WNIC-F	
								WNIC-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WTKA T 1050 Ann Arbor	0.9	3.2	4 86
WWCM REL 990 Ypsilanti	0.6	1.9	2 49

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
CIDR-F AOR-P 93.9 Windsor, ON	0.9	7.1	3 191
CIMX-F AOR-NR 88.7 Windsor, ON	2.1	10.8	7 281
CKLW N/T 800 Windsor, ON	0.6	2.6	2 89
CKWW ST 580 Windsor, ON	1.2	2.3	4 68
WCHB-F B 105.9 Detroit	2.4	6.8	8 177
WCSX-F CL AOR 94.7 Birmingham	2.1	8.7	9 256
WDFN SPRTS 1130 Detroit	1.8	3.8	9 138
WDRQ-F B/AC 93.1 Detroit	2.4	11.8	9 319
WGPR-F B/G 98.7 Detroit	0.6	2.1	2 53
WITL-F C 100.7 Lansing	0.6	1.7	2 63
WKRK-F AOR-NR 97.1 Detroit	2.4	7.6	8 204
WMUZ-F REL 103.5 Detroit	0.6	3.0	4 102
WMXD-F B/AC 92.3 Detroit	1.2	3.4	4 85
WOMC-F O 104.3 Detroit	2.4	8.9	9 275
WMMV-F J 98.7 Detroit	2.4	6.4	9 168
WWBR-F AOR 102.9 Mt. Clemens	1.2	1.9	4 53
WWJ N 950 Detroit	1.5	6.9	5 186
WXDG-F AOR 105.1 Detroit	0.9	4.3	3 113
WXYT T 1270 Detroit	0.9	2.2	3 65

ANN ARBOR

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Cumulus	17.2 %	19.4 %	%	AC	0 (0)	31 (2)	31 (2)	11.8 %	13.0 %
WAMX-AM, WIQB-FM, WQKL-FM, WTKA-AM				AOR/Classic/NR	0 (0)	60 (8)	60 (8)	22.8 %	20.3 %
	17.2 %	19.4 %	%	Black/Urban	0 (0)	36 (4)	36 (4)	13.7 %	13.8 %
				CHR	0 (0)	10 (1)	10 (1)	3.8 %	4.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %
				Country	0 (0)	22 (3)	22 (3)	8.4 %	8.7 %
				Full Service	33 (1)	0 (0)	33 (1)	12.5 %	12.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	8 (1)	8 (1)	3.0 %	3.6 %
				News/Talk	27 (5)	0 (0)	27 (5)	10.3 %	8.7 %
				Oldies	0 (0)	20 (2)	20 (2)	7.6 %	10.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	4 (2)	6 (3)	2.3 %	0.7 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	6 (1)	0 (0)	6 (1)	2.3 %	2.2 %
				Standards/EZ	4 (1)	0 (0)	4 (1)	1.5 %	0.0 %
				Totals	72 (9)	191 (23)	263 (32)		

AM Stations

WAAM	1600	5 kw (DA-2)	Talk	Westwd, ABC, Talknt	\$22.00	—	
WTKA	1050	10 kw/0.5 kw (DA-2)	Talk	ABC, 1/1, SBUSA	\$16.00	Mich.	Cumulus

FM Stations

WIQB	102.9	49 kw @ 500	AOR	Westwd	\$61.00	Christal	Cumulus
WQKL	107.1	3 kw @ 289	Oldies		\$38.00	Mich.	Cumulus

Notes: Other ranked stations -- See Detroit

Jim Duncan

Comments: WAAM shows good growth and its highest audience level in many years . . . Overall listening to radio is down to its lowest level in years

APPLETON-OSHKOSH

Arbitron Rank: 138 Pop (12+): 281,500
MSA Rank: 144
MSA Pop: 346,000
DMA: 71 (w/Green Bay)
Average Persons Rating: 18.6
Market TSL In Hours: 22.00

Stations: 26 / 16
Diaries: 738/381:1/64.5%
Sample Target: 710
% Below Line: 26.1
% Not Listed: 12.2
Pop per Station: 17,594

Last Year's Revenue: \$13,000,000
Household Income: \$50,367
Total Retail Sales: \$3.9 Bil.
#1 Biller: WAPL-F \$3,200,000
#1 Billing Portfolio: Woodward \$4,700,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WIXX-F	CHR	64 / 13.7	14.0	12.0	13.1	964 / 34.3	36.3	33.1	166 / 2684		WIXX-F
2	WAPL-F	AOR	47 / 10.1	11.9	9.9	7.4	574 / 20.4	25.3	23.2	116 / 1461	E	WAPL-F
3	WNCY-F	C	40 / 8.6	7.0	8.4	7.2	379 / 13.5	15.2	17.1	92 / 1216	C	WNCY-F
4	WHBY	FS	33 / 7.1	9.4	7.6	6.6	444 / 15.8	22.8	19.1	35 / 503	C	WHBY
5	WROE-F	SAC	31 / 6.6	5.3	5.9	5.3	409 / 14.5	15.2	16.1	38 / 555	C	WROE-F
6	WNAM	ST	30 / 6.4	7.0	5.3	5.5	369 / 13.1	13.3	11.9	54 / 635	B	WNAM
7	WKSZ-F	CHR	22 / 4.7	3.5	3.4	2.3	551 / 19.6	18.6	13.8	55 / 1298		WKSZ-F
8	WOZZ-F	AOR/CL	21 / 4.5	5.7	8.6	6.3	525 / 18.6	20.1	21.6	37 / 999	C	WOZZ-F
9	WVBO-F	O	19 / 4.1	5.3	6.3	6.8	417 / 14.8	15.5	16.4	29 / 597	C	WVBO-F
10	WUSW-F	C	18 / 3.8	5.0	4.2	6.1	365 / 13.0	13.1	13.8	20 / 424	B	WUSW-F
11	WOGB-F	O	11 / 2.4	0.9	1.3	1.1	188 / 6.7	2.8	4.1	51 / 739		WOGB-F
	WPCK-F	C	11 / 2.4	4.9	3.3	5.0	266 / 9.5			45 / 622		WPCK-F
	WOSH	T	11 / 2.4	2.0	2.7	3.0	207 / 7.4	6.2	9.3	13 / 253	B	WOSH

12+ FM Share (Metro): 75.43% (310 of 411) (Spring 1997: 74.51%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDX-F	1 WAPL-F	1 WDX-F	1 WDX-F	1 WDX-F	1 WHBY	1 WDX-F	1 WDX-F	1 WDX-F	1 WDX-F	1 WDX-F
2 WKSZ-F >>>	2 WDX-F >	2 WAPL-F >	2 WAPL-F >	2 WAPL-F >	WNAM	2 WHBY <	2 WAPL-F <	2 WAPL-F	2 WAPL-F >	2 WAPL-F
3 WNCY-F >	3 WNCY-F >	3 WNCY-F	3 WNCY-F	3 WROE-F <	3 WDX-F	3 WAPL-F	3 WNCY-F	3 WROE-F <	3 WROE-F <	3 WROE-F
	4 WROE-F	4 WROE-F	4 WROE-F	4 WNCY-F <	4 WROE-F	4 WNCY-F >	4 WHBY <	4 WNCY-F	4 WKSZ-F >	4 WNCY-F <
	5 WKSZ-F >	5 WOZZ-F	5 WOZZ-F	5 WOZZ-F	5 WNCY-F	5 WNAM	5 WNAM	5 WNAM	5 WHBY	5 WNAM
	6 WKSZ-F <	6 WHBY	6 WVBO-F	6 WVBO-F	6 WVBO-F <	6 WROE-F	6 WROE-F	6 WKSZ-F	6 WNCY-F	6 WKSZ-F <
	7 WVBO-F <	7 WVBO-F	7 WHBY <	7 WAPL-F	7 WOZZ-F	7 WUSW-F <	7 WHBY	7 WNAM	7 WNAM	7 WVBO-F <
	8 WUSW-F	8 WUSW-F	8 WUSW-F	8 WUSW-F	8 WUSW-F	8 WOZZ-F <	8 WOZZ-F	8 WOZZ-F	8 WOZZ-F	8 WOZZ-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	12+ Ovrmite
1 WDX-F	1 WDX-F >>	1 WDX-F >>>	1 WDX-F >>	1 WDX-F >>	1 WAPL-F >	1 WAPL-F >>	1 WAPL-F >>>	1 WAPL-F >>	1 WAPL-F >>	1 WAPL-F >>
2 WNCY-F	2 WNCY-F	2 WROE-F	2 WNCY-F <	2 WROE-F	2 WDX-F	2 WDX-F <	2 WNCY-F	2 WDX-F	2 WOZZ-F <	2 WDX-F
3 WKSZ-F	3 WROE-F	3 WAPL-F	3 WROE-F	3 WNCY-F	3 WNCY-F	3 WNCY-F >	WDX-F	3 WOZZ-F <	3 WDX-F >	3 WHBY
4 WROE-F	4 WKSZ-F	4 WKSZ-F	4 WKSZ-F	4 WVBO-F	4 WROE-F >>	4 WOZZ-F	4 WOZZ-F	4 WNCY-F	4 WNCY-F	4 WOZZ-F >
	5 WUSW-F >	5 WNCY-F	5 WVBO-F	5 WUSW-F	5 WROE-F >	5 WROE-F >	5 WPCK-F	5 WROE-F >	5 WROE-F	5 WROE-F
	6 WAPL-F	6 WUSW-F >	6 WUSW-F	6 WAPL-F	6 WAPL-F	6 WAPL-F	6 WHBY	6 WHBY	6 WHBY	6 WHBY
	7 WAPL-F	7 WAPL-F >	7 WAPL-F >	7 WAPL-F	7 WAPL-F	7 WAPL-F	7 WAPL-F	7 WAPL-F	7 WAPL-F	7 WAPL-F
	8 WAPL-F	8 WAPL-F	8 WAPL-F	8 WAPL-F	8 WAPL-F	8 WAPL-F	8 WAPL-F	8 WAPL-F	8 WAPL-F	8 WAPL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFIZ-F	AC	107.1	Fond du Lac 1.7 4.6 24 350
WECB-F	CL HITS	104.3	Seymour 0.4 1.5 5 88
WMBE	VA	1530	Chilton 0.9 1.7 16 136
WRJQ	ST	1570	Appleton 0.6 3.3 6 162

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEZR-F	AC/CHR	107.5	Brillion 1.1 4.5 15 318
WGEE	N/T	1360	Green Bay 0.6 3.1 20 368
WGN	FS/T	720	Chicago 0.9 1.7 9 133
WISN	T	1130	Milwaukee 0.4 1.5 4 134
WJLW-F	CL AOR	106.7	Allouez 1.5 6.1 29 539
WNFL	T/SPRTS	1440	Green Bay 0.4 1.6 18 341
WQLH-F	CHR/AC	98.5	Green Bay 0.9 8.7 27 802
WTMJ	FS	620	Milwaukee 1.9 7.4 22 549

APPLETON-OSHKOSH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Cumulus	19.1 %	17.1 %	27.0 %	AC	0 (0)	13 (2)	13 (2)	3.2 %	0.0 %
WNAM-AM, WOGB-FM, WOSH-AM, WUSW-FM, WVBO-FM				AOR/Classic/NR	0 (0)	75 (3)	75 (3)	18.2 %	21.4 %
Midwest Communications	33.4 %	36.1 %	25.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIXX-FM, WNCY-FM, WOZZ-FM, WROE-FM				CHR	0 (0)	90 (3)	90 (3)	21.9 %	18.4 %
Woodward	21.9 %	20.9 %	36.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAPL-FM, WHBY-AM, WKSZ-FM				Country	0 (0)	69 (4)	69 (4)	16.8 %	18.4 %
	74.4 %	74.1 %	88.2 %	Full Service	46 (3)	0 (0)	46 (3)	11.2 %	12.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	18 (4)	0 (0)	18 (4)	4.4 %	4.6 %
				Oldies	0 (0)	32 (3)	32 (3)	7.8 %	8.7 %
				Others/Unknown	4 (1)	0 (0)	4 (1)	1.0 %	1.5 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Soft AC	0 (0)	31 (1)	31 (1)	7.5 %	6.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	33 (2)	0 (0)	33 (2)	8.0 %	7.3 %
				Totals	101 (10)	310 (16)	411 (26)		

AM Stations

Station	Freq	Power	Format	Parent	AM	FM	Other
WHBY	1150	5 kw (DA-2)	Full Service	CBS, SBUSA	\$30.00	Eastman	Woodward Kimberly
WNAM	1280	5 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	K&P	Cumulus Neenah-Menasha
WOSH	1490	1 kw	Talk	Westwd, Tiknt, ABC	\$<20.00	Mc-Guild	Cumulus

FM Stations

Station	Freq	Power	Format	Parent	AM	FM	Other
WAPL	105.7	100 kw @ 1174	AOR	ABC	\$64.00	Mc-Guild	Woodward
WNCY	100.3	45 kw @ 489	Country		\$21.00	Christal	Midwest Commun.
WOGB	103.1	3.6 kw @ 879	Oldies	ABC	\$<20.00	D&R	Cumulus Kaukauna
WOZZ	93.5	50 kw @ 492	AOR/Classic AOR		\$29.00	Christal	Midwest Commun. New London
WPCK	104.9	1.35 kw @ 480	Country	Westwd	\$ NA	—	WPCK-F Kaukauna
WPKR	99.5	50 kw @ 420	Country	Westwd	\$<20.00	—	WPCK-F Omro
WROE	104.9	13 kw @ 459	Soft AC	AP	\$32.00	Christal	Midwest Commun.
WUSW	96.9	6 kw @ 328	Country	ABC	\$39.00	K&P	Cumulus
WVBO	103.9	25 kw @ 318	Oldies	ABC	\$32.00	D&R	Cumulus Winnecone

Notes: Other ranked stations – See Green Bay . . . Historic cume ratings for WPCK-FF are not available . . . 2/98 WRJQ (1570) sold for \$140,000 . . . 3/98 WOGB-F ended its partial simulcast of WVBO-F; remains Oldies

Jim Duncan

Comments: Total listening to radio is down moderately . . . WKSZ-F is growing slowly but has not hurt WIXX-F . . . WOZZ-F continues to decline rather sharply . . . WVBO-F has its fourth consecutive down book and its lowest share since the mid-1980's

ASHEVILLE

Arbitron Rank: 176 Pop (12+): 183,600
 MSA Rank: 192
 MSA Pop: 214,000
 DMA: 35 (w/Greenvl-Spar.)
 Average Persons Rating: 13.5
 Market TSL in Hours: 17.75

Stations: 19 / 10
 Diaries: 661/278:1/55.1%
 Sample Target: 610
 % Below Line: 28.6
 % Not Listed: 26.6
 Pop per Station: 18,360

Last Year's Revenue: \$7,900,000
 Household Income: \$36,389
 Total Retail Sales: \$2.5 Bil.
 #1 Biller: WKSF-F \$4,900,000
 #1 Billing Portfolio: Capstar \$6,500,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WWNC	C/F5	34 / 13.7	13.8	14.3	13.7	442 / 24.1	24.9	27.0	35 / 515	C	WWNC
2	WKSF-F	C	28 / 10.6	15.8	21.3	24.8	443 / 24.1	31.3	30.8	65 / 1202	F	WKSF-F
3	WMYI-F	AC	24 / 9.7	5.5	7.4	9.1	318 / 17.3	18.0	17.3	42 / 658		WMYI-F
4	WFBC-F	CHR	21 / 8.5	5.5	4.9	6.2	330 / 18.0	15.2	13.0	38 / 654		WFBC-F
5	WMIT-F	REL	14 / 5.6	5.5	3.3	2.1	220 / 12.0	11.8	8.1	28 / 569		WMIT-F
	WZLS-F	AOR	14 / 5.6	9.5	6.1	9.1	230 / 12.6			15 / 320		WZLS-F
7	WTPT-F	AOR-NR	9 / 3.6	3.6	5.3	1.2	195 / 10.6	10.8	8.3	25 / 530		WTPT-F
	WISE	ST	9 / 3.6	4.0	5.3	5.4	113 / 6.2	10.4	7.1	14 / 157	A	WISE
9	WESC-F	C	6 / 2.0	2.8	2.0	2.9	121 / 6.6	5.8	7.2	16 / 373		WESC-F

12+ FM Share (Metro): 70.88% (129 of 182) (Spring 1997: 69.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFBC-F >>>	1 WFBC-F >	1 WMYI-F	1 WMYI-F	1 WMYI-F	1 WWNC >>	1 WWNC >>	1 WWNC	1 WMYI-F <	1 WFBC-F >	1 WWNC >
2 WKSF-F >>	2 WZLS-F	2 WKSF-F	2 WKSF-F	2 WKSF-F >	2 WKSF-F	2 WKSF-F	2 WKSF-F <	2 WWNC <	2 WKSF-F	2 WKSF-F <
	WTPT-F	3 WFBC-F	3 WZLS-F	3 WZLS-F	WMYI-F >	3 WMYI-F >	3 WMYI-F >	3 WKSF-F	WMYI-F	3 WFBC-F <
	4 WKSF-F	4 WZLS-F	4 WFBC-F	WWNC	4 WMIT-F	4 WFBC-F	4 WFBC-F	4 WFBC-F	4 WTPT-F >	4 WMYI-F >
	5 WMYI-F	5 WTPT-F	5 WWNC	5 WFBC-F	5 WISE >	5 WMIT-F	5 WZLS-F	5 WMIT-F <	5 WZLS-F >	5 WZLS-F
	6 WMIT-F	6 WWNC	6 WMIT-F	6 WMIT-F >		6 WZLS-F <	6 WMIT-F	6 WZLS-F >>		6 WMIT-F
		7 WMIT-F >>	7 WTPT-F >	7 WTPT-F >		7 WISE >	7 WISE			7 WTPT-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	12+ Ovrnite
1 WFBC-F >	1 WFBC-F	1 WKSF-F >	1 WMYI-F >	1 WMYI-F >>	1 WTPT-F	1 WZLS-F	1 WZLS-F >>	1 WZLS-F	1 WKSF-F	1 WWNC >
2 WMYI-F >>	2 WMYI-F	2 WMIT-F	2 WKSF-F	2 WKSF-F >	WFBC-F >>>	WFBC-F	2 WMIT-F	WKSF-F	2 WZLS-F	2 WKSF-F
	WKSF-F	WTPT-F	WFBC-F >>	3 WZLS-F		3 WTPT-F >>	WFBC-F >>	3 WTPT-F	3 WWNC >	WMYI-F
	4 WTPT-F >	WSPA-F	4 WZLS-F	WWNC		4 WMIT-F		WFBC-F	4 WMYI-F	4 WZLS-F
		WMYI-F	WMIT-F	WFBC-F		WKSF-F		WMYI-F >	5 WQNS-F	
		WFBC-F >>	WWNC	6 WMIT-F		WMYI-F >>		6 WWNC	WFBC-F	
			WTPT-F >						WMIT-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFGW REL 1010 Black Mtn.	1.6	4.8	4 100
WHBK REL 1460 Marshall	1.2	2.8	3 52
WQNS-F CL AOR 104.9 Waynesville	1.6	4.4	11 215
WTZY T 880 Fairview	1.2	2.1	4 58

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WIMZ-F AOR/CL 103.5 Knoxville, TN	0.8	1.7	9 81
WJMZ-F B 107.3 Anderson, SC	1.2	2.0	3 42
WSPA-F SAC 98.9 Spartanburg, SC	1.6	5.1	16 388
WWMG-F O 96.1 Shelby, NC	0.8	3.8	13 217
WXRC-F AOR 95.7 Hickory, NC	0.4	1.8	2 49

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	24 (1)	24 (1)	13.2 %	9.3 %
AOR/Classic/NR	0 (0)	30 (5)	30 (5)	16.5 %	16.5 %
Black/Urban	0 (0)	3 (1)	3 (1)	1.6 %	1.5 %
CHR	0 (0)	21 (1)	21 (1)	11.5 %	6.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	31 (2)	31 (2)	17.0 %	29.4 %
Full Service	34 (1)	0 (0)	34 (1)	18.7 %	18.0 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	3 (1)	0 (0)	3 (1)	1.6 %	3.1 %
Oldies	0 (0)	2 (1)	2 (1)	1.1 %	1.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	7 (2)	14 (1)	21 (3)	11.5 %	8.2 %
Soft AC	0 (0)	4 (1)	4 (1)	2.2 %	1.5 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	9 (2)	0 (0)	9 (2)	4.9 %	7.2 %
Totals	53 (6)	129 (13)	182 (19)		

ASHEVILLE

Consolidation Report	12+	25-54	Revenue
Local	1.2 %	1.5 %	2.0 %
WTZK-AM, WTZY-AM			
Sink	3.6 %	1.5 %	3.7 %
WISE-AM, WTZQ-AM			
	4.8 %	3.0 %	5.7 %

AM Stations

WISE	1310	5 kw/1 kw (DA-N)	Standards	ABC	\$12.00	---	Sink
WWNC	570	5 kw (DA-N)	Country/Full Svc.	ABC, Westwd	\$45.00	Katz	Capstar

FM Stations

WKSF	99.9	53 kw @ 2621	Country	ABC, Westwd	\$55.00	Katz	Capstar
WMIT	106.9	36 kw @ 3091	Religion	USA	\$16.00	---	Black Mountain
WZLS	96.5	0.5 kw @ 1115	AOR		\$ NA	Allied	Biltmore Forest

Notes: Spring 1997 and Fall 1997 ratings shown for WZLS-F actually are for WZRQ-F which temporarily replaced WZLS-F on 96.5

Jim Duncan

Comments: Overall listening to radio is steady, albeit, quite low

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

* AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
* AC-NR	- Modern AC	N	- News
* AOR	- Album Oriented Rock	O	- Oldies
* AOR-NR	- New Rock	REL	- Religion, Christian
* AOR-P	- Progressive AOR	REL-CC	- Contemporary Christian
* B	- Black (audience 75%+ Black)	SAC	- Soft Adult Contemporary
* B/AC	- Black Adult Contemporary	SP	- Hispanic/Spanish
* B/O	- Black Oldies	SP-C	- Hispanic Contemporary
* BIZ N	- Business News	SP-NT	- Hispanic News/Talk/Information
* C	- Country	SP-R	- Hispanic-Regional
* C/O	- Classic Country	SP-TP	- Hispanic-Tropical
* CHR	- Contemporary Hit Radio, Top 40, Contemporary	SP-VA	- Hispanic Variety
* CL	- Classical	SP-TJ	- Tejano
* CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
* CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
* E	- Ethnic (usually Foreign Language)	T	- Talk
* EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
* FS	- Full Service	VA	- Variety
* G	- Gospel (B/G is Black 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+): 3,012,000
MSA Rank: 9
MSA Pop: 3,650,000
DMA: 10
Average Persons Rating: 16.0
Market TSL in Hours: 21.00

Stations: 24 / 22
Diaries: 3,734/807:1/47.6%
Sample Target: 3,740
% Below Line: 0.9
% Not Listed: 11.7
Pop per Station: 136,909

Last Year's Revenue: \$222,000,000
Household Income: \$49,305
Total Retail Sales: \$37.6 Bil.
#1 Biller: WSB \$25,400,000
#1 Billing Portfolio: Cox \$48,000,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WSB	489 / 10.2	11.0	9.3	8.9	8.3	9.8	7030 / 23.3	23.0	22.3	526 / 7611	K	WSB
2	WVEE-F	426 / 8.9	8.7	9.7	9.7	10.7	9.2	5959 / 19.8	19.8	20.2	483 / 6756	K	WVEE-F
3	WSTR-F	379 / 7.9	8.3	8.1	7.0	7.3	7.8	6686 / 22.2	20.8	19.4	436 / 7786	J	WSTR-F
4	WKHX-F	325 / 6.8	6.6	7.3	6.1	6.7	6.7	4518 / 15.0	16.0	16.4	368 / 5306	J	WKHX-F
5	WPCH-F	267 / 5.6	5.6	5.1	5.9	4.9	5.5	4205 / 14.0	14.4	14.3	282 / 4606	J	WPCH-F
6	WALR-F	264 / 5.5	5.5	6.2	6.2	5.8	5.8	3814 / 12.7	13.1	13.7	290 / 4249	I	WALR-F
7	WSB-F	262 / 5.4	5.7	5.7	5.5	5.1	5.6	4902 / 16.3	17.0	16.2	289 / 5448	J	WSB-F
8	WKLS-F	239 / 6.0	3.8	4.5	4.7	4.8	4.5	4336 / 14.4	12.5	13.6	285 / 5153	I	WKLS-F
9	WHTA-F	223 / 4.6	4.7	5.0	5.1	5.2	4.9	3549 / 11.8	12.3	12.9	229 / 3709	G	WHTA-F
10	WNNX-F	200 / 4.2	5.9	5.5	5.1	4.8	5.2	4236 / 14.1	15.2	15.0	235 / 4931	I	WNNX-F
11	WFOX-F	198 / 4.1	3.6	4.2	4.0	4.3	4.0	4101 / 13.6	14.4	14.7	244 / 4942	I	WFOX-F
12	WYAY-F	190 / 3.9	2.9	3.4	4.0	3.6	3.6	2806 / 9.3	8.9	8.7	263 / 3919	G	WYAY-F
13	WGST-AF	167 / 3.5	4.1	3.1	3.1	4.4	3.4	2925 / 9.7			182 / 3229	I	WGST-AF
14	WZGC-F	151 / 3.1	3.5	3.9	4.0	4.3	3.6	3137 / 10.4	12.1	12.9	171 / 3549	I	WZGC-F
15	WAMJ-F	125 / 2.6	2.2					1839 / 6.1			125 / 1861		WAMJ-F
16	WJZF-F	115 / 2.4	2.4	2.6	3.2	2.8	2.6	2162 / 7.2	8.1	8.7	123 / 2272	G	WJZF-F
17	WAOK	80 / 1.7	2.1	2.1	2.0	2.3	2.0	1069 / 3.5	4.2	4.1	81 / 1090	D	WAOK

12+ FM Share (Metro): 82.50% (3503 of 4246) (Spring 97: 84.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVEE-F	1 WVEE-F	1 WVEE-F <	1 WSTR-F <	1 WSB <	1 WSB >	1 WSB >	1 WSB >	1 WSB	1 WVEE-F >	1 WVEE-F >
2 WHTA-F	2 WSTR-F	2 WSTR-F	2 WSB <	2 WSTR-F	2 WPCH-F <	2 WVEE-F	2 WVEE-F <	2 WSTR-F <	2 WSTR-F <	2 WSTR-F <
3 WSTR-F >	3 WKLS-F <	3 WSB <	3 WVEE-F <	3 WVEE-F <	3 WKHX-F	WSTR-F <	3 WSTR-F	3 WVEE-F	3 WSB <	3 WKHX-F <
4 WHTA-F	4 WKLS-F <	4 WALR-F <	4 WALR-F <	4 WALR-F <	4 WALR-F <	4 WKHX-F <	WPCH-F <	4 WKHX-F	4 WHTA-F	4 WALR-F <
5 WNNX-F	5 WALR-F <	5 WSB-F <	5 WSB-F <	5 WSB-F <	5 WFOX-F <	5 WALR-F	5 WKHX-F <	5 WKLS-F <	5 WALR-F	5 WSB <
6 WSB-F	6 WSB-F <	6 WKLS-F <	6 WKHX-F <	6 WKHX-F <	6 WSB-F <	6 WNNX-F <	6 WSB-F	6 WSB-F <	6 WKLS-F <	6 WKLS-F <
7 WKHX-F <	7 WKHX-F	7 WKHX-F	7 WKHX-F	7 WPCH-F <	7 WGST-AF	7 WPCH-F <	7 WGST-AF	7 WPCH-F <	7 WSB-F <	7 WSB-F <
8 WALR-F	8 WNNX-F <	8 WPCH-F	8 WPCH-F	8 WKLS-F	8 WSTR-F <	8 WFOX-F <	WKLS-F	8 WHTA-F	8 WKHX-F	8 WPCH-F
	9 WPCH-F <	9 WZGC-F <	9 WFOX-F	9 WYAY-F <	9 WSB-F	9 WYAY-F <	9 WYAY-F <	9 WYAY-F <	9 WPCH-F <	9 WFOX-F <
	10 WHTA-F	10 WNNX-F <	10 WZGC-F	10 WVEE-F	10 WKLS-F <	10 WZGC-F <	10 WFOX-F <	10 WNNX-F	10 WKLS-F <	10 WKLS-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	12+ Ovrrite
1 WVEE-F	1 WSTR-F <	1 WSTR-F	1 WSTR-F	1 WSTR-F	1 WVEE-F >	1 WVEE-F <	1 WKLS-F	1 WKLS-F <	1 WSB	1 WVEE-F
2 WSTR-F	2 WVEE-F >>	2 WVEE-F	2 WVEE-F >	2 WVEE-F <	2 WHTA-F <	2 WKLS-F >	2 WVEE-F	2 WVEE-F <	2 WKLS-F	2 WALR-F <
3 WHTA-F >	3 WHTA-F	3 WSB-F	3 WSB-F <	3 WSB-F <	3 WKLS-F >	3 WHTA-F	3 WSTR-F	3 WSB >	3 WVEE-F <	3 WSB
4 WNNX-F	WSB-F <	4 WNNX-F <	4 WALR-F	4 WALR-F <	4 WNNX-F	4 WSTR-F <	4 WSB-F	4 WSTR-F	4 WALR-F	4 WSTR-F
5 WKHX-F	5 WNNX-F	5 WALR-F <	5 WKHX-F	5 WPCH-F	5 WKHX-F	5 WNNX-F	WSB	5 WKHX-F <	WSTR-F <	
	6 WKHX-F <	6 WKHX-F	WPCH-F	6 WSB <	WSTR-F	6 WSB <	WNNX-F <	6 WALR-F <	6 WGST-AF <	
	7 WALR-F	7 WKLS-F	7 WSB <	7 WKHX-F >	7 WSB <	7 WKHX-F <	7 WALR-F	7 WZGC-F <	7 WKHX-F <	
		WSB <	8 WNNX-F	8 WYAY-F <	8 WSB-F <	8 WSB-F <	WHTA-F	8 WNNX-F <	8 WZGC-F	
				9 WNNX-F <				9 WHTA-F <	9 WFOX-F <	
								10 WSB-F <	10 WSB-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WALR	B/AC	1340	Atlanta 0.4 0.9 18 287
WAZX	SP-R	1550	Smyrna 0.5 0.5 25 156
WCNN	N/T	680	N. Atlanta 0.4 2.6 21 845
WQXI	SPR-TS	790	Atlanta 0.9 2.5 43 818

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WTSJ-F	C	107.1	Rockmart 0.4 1.4 83 1081
WVFJ-F	REL-CC	93.3	Manchester 0.5 1.7 34 704

ATLANTA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
ABC/Disney WDWD-AM, WKHX-FM, WYAY-FM	20.1 %	20.8 %	11.3 %	AC	0 (0)	262 (1)	262 (1)	6.2 %	6.4 %
CBS WAOK-AM, WVEE-FM, WZGC-FM	13.7 %	12.9 %	17.6 %	AOR/Classic/NR	0 (0)	590 (3)	590 (3)	13.9 %	15.8 %
Cox WJZF-FM, WSB-AM, WSB-FM	18.0 %	18.3 %	21.6 %	Black/Urban	18 (1)	1038 (4)	1056 (5)	24.9 %	23.6 %
Jacor WGST-AM, WKLS-FM, WPCF-FM	12.1 %	12.7 %	19.9 %	CHR	0 (0)	379 (1)	379 (1)	8.9 %	9.1 %
Midwestern (LMA to Cox) WALR-AM, WALR-FM, WCNN-AM	6.2 %	7.5 %	4.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
	70.1 %	72.2 %	75.3 %	Country	0 (0)	536 (3)	536 (3)	12.6 %	12.1 %
				Full Service	489 (1)	0 (0)	489 (1)	11.5 %	10.5 %
				Hispanic	25 (1)	0 (0)	25 (1)	0.6 %	0.4 %
				Jazz	0 (0)	115 (1)	115 (1)	2.7 %	3.0 %
				News/Talk	90 (2)	96 (1)	186 (3)	4.4 %	4.1 %
				Oldies	0 (0)	198 (1)	198 (1)	4.7 %	4.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	80 (1)	22 (1)	102 (2)	2.4 %	2.9 %
				Soft AC	0 (0)	267 (1)	267 (1)	6.3 %	5.7 %
				Sports	41 (1)	0 (0)	41 (1)	1.0 %	1.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	743 (7)	3503 (17)	4246 (24)		

AM Stations

Station	Power	Frequency	Format	AM	FM	Total	%	Spg 97
WAOK	1380	5 kw (DA-N)	Black Gospel	ABC	\$53.00	CBS	CBS	
WCNN	680	50 kw/10 kw (DA-2)	News/Talk	CNN	\$51.00	Christal	Midwestern	
WGST	640	50 kw/1 kw (DA-2)	Talk/News	ABC, CBS, AP	\$175.00	Eastman	Jacor	
WSB	750	50 kw	Full Service/Talk	AP, CNN	\$240.00	Christal	Cox	

FM Stations

Station	Power	Frequency	Format	AM	FM	Total	%	Spg 97
WALR	104.7	100 kw @ 983	Black AC	\$165.00	Katz	Midwestern	Athens	
WAMJ	107.5	6 kw @ 298	Black Oldies	\$ NA	Allied	Radio One	Roswell	
WFOX	97.1	100 kw @ 1570	Oldies	Westwd	\$200.00	Century	Chancellor	Gainesville
WGST	105.7	50 kw @ 492	See WGST-AM			Katz	McClure	Canton
WHTA	97.5	6.6 kw @ 636	Black	\$110.00	Allied	Radio One	Fayetteville	
WJZF	104.1	60 kw @ 1218	Jazz	\$125.00	Christal	Cox	La Grange	
WKHX	101.5	100 kw @ 984	Country	\$310.00	Katz	ABC/Disney		
WKLS	96.1	100 kw @ 984	AOR	Source	\$220.00	Eastman	Jacor	
WNNX	99.7	100 kw @ 1032	AOR-New Rock	\$210.00	Allied	Susquehanna		
WPCF	94.9	100 kw @ 984	Soft AC	CBS	\$274.00	Eastman	Jacor	
WSB	98.5	100 kw @ 1022	AC	\$250.00	Christal	Cox		
WSTR	94.1	100 kw @ 1022	CHR	\$220.00	CBS	Jefferson-Pilot	Smyrna	
WVEE	103.3	100 kw @ 1022	Black	\$355.00	CBS	CBS		
WYAY	106.7	99 kw @ 1401	Country	ABC	\$145.00	Katz	ABC/Disney	Gainesville
WZGC	92.9	100 kw @ 914	Classic AOR	Westwd	\$185.00	CBS	CBS	

Notes: 2/98 WATB (1420; Decatur) sold for \$525,000 . . . 3/98 WERD (1160; East Point) resumed operations as Classic Country . . . 4/98 WALR changed from simulcasting WALR-F to Black Gospel as "Glory 1340"; WFOM (1230; Marietta) changed from News to simulcast WALR (AM) . . . 4/98 WVNf (1400; Alpharetta) sold to Genesis (WNIV 970) for \$275,000 . . . 8/98 59.25% interest in WSSA (1570; Morrow) sold for \$380,000

Jim Duncan

Comments: Listening levels are up slightly . . . WZGC-F has its fourth consecutive down book and its lowest share since Spring 1996 . . . WNNX-F has its lowest share in more than four years . . . Listening to Country stations is up a bit versus last year . . . WAMJ-F shows some more growth since its debut last book

ATLANTIC CITY-CAPE MAY

Arbitron Rank: 136 Pop (12+): 283,700
 MSA Rank: 145
 MSA Pop: 337,000
 DMA: Philadelphia (#4)
 Average Persons Rating: 16.1
 Market TSL in Hours: 21.25

Stations: 38 / 22
 Diaries: 1,302/218:1/50.5%
 Sample Target: 1,260
 % Below Line: 15.1
 % Not Listed: 11.2
 Pop per Station: 12,895

Last Year's Revenue: \$7,100,000
 Household Income: \$42,240
 Total Retail Sales: \$3.7 Bil
 #1 Biller: WAYV-F \$2,500,000
 #1 Billing Portfolio: WAYV-F, etc. \$4,800,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WTTH-FF	B	40 / 8.8	10.3	9.2	9.4	391 / 13.8	16.6	13.9	40 / 403	C
2	WFGP-F	AC	36 / 7.9	5.4	7.3	8.8	541 / 19.1	17.0	19.7	43 / 607	D
3	WAYV-F	AC/CHR	34 / 7.4	7.3	5.9	7.6	546 / 19.2	20.1	19.0	35 / 576	D
4	WSAX-FF	J	26 / 5.7	2.8	1.9	3.1	320 / 11.3	9.3	9.6	26 / 338	B
5	WKOE-F	C	23 / 5.0	3.6	5.2	3.6	280 / 9.9	8.1	11.0	24 / 315	C
6	WOND	T	22 / 4.8	4.7	4.8	3.8	309 / 10.9	9.4	10.2	22 / 313	B
	WZXL-F	AOR	22 / 4.8	6.9	5.0	6.5	418 / 14.7	16.2	15.6	26 / 519	D
8	WTKU-F	O	19 / 4.2	4.1	3.6	3.1	280 / 9.9	10.7	10.0	19 / 289	B
9	WRDR-F	ST	18 / 3.9	6.0	6.3	5.4	258 / 9.1	10.8	11.9	29 / 351	B
10	WMGM-F	CL HITS	17 / 3.7	3.6	3.6	3.4	328 / 11.6	12.1	11.9	19 / 380	B
11	WCMC	ST	14 / 3.1	3.0	2.3	2.0	133 / 4.7	4.1	2.8	14 / 133	
	WMID	ST	14 / 3.1	3.0	3.6	2.5	190 / 6.7	5.3	6.5	14 / 190	
13	WFGP	T	10 / 2.2	3.0	2.9	3.1	146 / 5.1	6.3	7.4	10 / 146	A
14	WZZP-F	CHR	9 / 2.0				163 / 5.7			9 / 171	
15	WJSE-F	AOR-NR	8 / 1.8	1.9	2.1	1.6	240 / 8.5	7.8	8.1	8 / 240	A

12+ FM Share (Metro): 82.27% (334 of 406) (Spring 1997: 80.84%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAYV-F	1 WAYV-F <	1 WAYV-F	1 WAYV-F	1 WAYV-F <	1 WFGP-F <	1 WTTH-FF	1 WFGP-F	1 WAYV-F	1 WTTH-FF	1 WTTH-FF >
WZZP-F >	2 WTTH-FF	2 WTTH-FF	2 WTTH-FF	2 WTTH-FF <	2 WTTH-FF <	2 WFGP-F <	2 WTTH-FF	2 WFGP-F	2 WAYV-F <	2 WAYV-F <
3 WTTH-FF	3 WZXL-F	3 WFGP-F	3 WFGP-F	3 WFGP-F	3 WSAX-FF <	3 WOND <	3 WAYV-F <	3 WTTH-FF <	3 WFGP-F >	3 WFGP-F
WUSL-F	4 WFGP-F >	4 WZXL-F	4 WSAX-FF	4 WSAX-FF	4 WOND	4 WAYV-F >	4 WSAX-FF <	4 WSAX-FF	4 WSAX-FF	4 WKOE-F <
WZXL-F >>	5 WMGM-F	5 WSAX-FF	5 WZXL-F	5 WZXL-F <	5 WKOE-F	5 WKOE-F <	5 WZXL-F <	5 WZXL-F	5 WZXL-F	5 WSAX-FF
	6 WJSE-F	6 WMGM-F	6 WMGM-F	6 WKOE-F	WRDR-F	6 WFGP <	6 WOND	6 WKOE-F	6 WZZP-F	6 WTKU-F
		7 WKOE-F	7 WKOE-F >		7 WTKU-F	7 WYSP-F	WKOE-F	7 WRDR-F		7 WRDR-F
						WSAX-FF <	WOND			WZXL-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	12+ Ovrnite
1 WTTH-FF	1 WTTH-FF <	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WZXL-F >>	1 WZXL-F >	1 WZXL-F	1 WZXL-F	1 WSAX-FF	1 WTTH-FF >
2 WFGP-F >	2 WAYV-F	2 WTTH-FF >	WTTH-FF	WFGP-F	2 WAYV-F >>	2 WAYV-F	2 WAYV-F >	2 WAYV-F	WAYV-F	2 WFGP
3 WZZP-F	3 WFGP-F >>	3 WFGP-F >	WFGP-F >>	3 WTTH-FF >		3 WTTH-FF	3 WMGM-F	3 WSAX-FF	3 WZXL-F	3 WCMC
WMGM-F	4 WZXL-F	4 WZXL-F >	4 WKOE-F	4 WSAX-FF		4 WMGM-F	WTTH-FF	4 WTTH-FF	4 WTTH-FF	WZZP-F
WTKU-F >>	5 WMGM-F >		WSAX-FF	5 WKOE-F		5 WFGP-F	5 WSAX-FF	5 WMGM-F	5 WKOE-F	
			WMGM-F	6 WTKU-F		WKOE-F	WFGP-F >	6 WFGP-F	WMGM-F	
			7 WTKU-F	WMGM-F		WSAX-FF				
						WJSE-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBSS-F	T	97.3	Millville 1.3 5.9 9 230
WCZT-F	CL AOR	94.3	Avalon 1.3 2.1 6 65
WDOX-F	AOR-P	93.1	Wildwood Crest 1.1 3.8 5 108
WGYM	SPRTS	1490	Atlantic City 0.4 2.0 2 58
WWZK-F	CL AOR	98.7	Villas 1.3 3.2 6 99

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KYW	N	1060	Philadelphia 0.7 4.0 4 151
WABC	T	770	New York 0.4 1.3 2 36
WBEB-F	AC	101.1	Philadelphia 0.9 3.9 5 144
WDAS-F	B/AC	105.3	Philadelphia 0.4 1.0 4 91
WIOQ-F	CHR	102.1	Philadelphia 1.3 6.3 9 306
WIP	SPRTS	610	Philadelphia 1.1 4.0 8 196
WJKS-F	CHR/B	101.7	Canton, NJ 0.4 0.9 3 90
WKXW-F	T	101.5	Trenton, NJ 1.5 4.5 12 228
WMMR-F	AOR	93.3	Philadelphia 0.9 2.9 7 153
WOGI-F	O	98.1	Philadelphia 0.9 2.9 10 210
WPLY-F	CHR-NR	100.3	Media, PA 0.9 3.2 9 277
WUSL-F	B	98.9	Philadelphia 1.5 5.6 17 375
WWDB-F	T	96.5	Philadelphia 0.7 1.5 7 136
WXTU-F	C	92.5	Philadelphia 1.3 3.9 12 230
WYSP-F	T/CL AOR	94.1	Philadelphia 1.5 5.1 14 289
WYXR-F	AC/CHR	104.5	Philadelphia 0.7 1.8 5 94

ATLANTIC CITY-CAPE MAY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Green Group WGYM-AM, WMGM-FM, WOND-AM, WTKU-FM	13.1 %	13.1 %	17.3 %	AC	0 (0)	77 (4)	77 (4)	19.0 %	24.3 %
				AOR/Classic/NR	0 (0)	58 (7)	58 (7)	14.3 %	11.7 %
Local - 1 WCZT-FM, WWZK-FM	2.6 %	3.7 %	%	Black/Urban	0 (0)	49 (4)	49 (4)	12.1 %	13.1 %
				CHR	0 (0)	21 (4)	21 (4)	5.2 %	3.7 %
Local - 2 WJSX-FM, WMID-AM, WSAX-FM	8.8 %	8.2 %	%	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Country	0 (0)	29 (2)	29 (2)	7.1 %	8.2 %
Margate WBNJ-FM, WDOX-FM, WTTH-FM	9.8 %	11.1 %	8.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Spring WFPG-AM, WFPG-FM, WZZP-FM	12.1 %	11.9 %	15.3 %	Jazz	0 (0)	26 (2)	26 (2)	6.4 %	0.0 %
				News/Talk	37 (4)	16 (3)	53 (7)	13.1 %	17.1 %
WAYV WAYV-FM, WCMC-AM, WZXL-FM	15.3 %	17.3 %	32.0 %	Oldies	0 (0)	40 (3)	40 (3)	9.9 %	4.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	7 (2)	0 (0)	7 (2)	1.7 %	2.1 %
				Standards/EZ	28 (2)	18 (1)	46 (3)	11.3 %	13.6 %
	61.8 %	65.3 %	72.6 %	Totals	72 (8)	334 (30)	406 (38)		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
WCMC	1230	1 kw	Standards	\$<20.00 Katz	WAYV-F		Wildwood
WFPG	1450	1 kw	Talk	CBS, CNN \$<20.00 Eastman	Spring		
WMID	1340	890 w	Standards	Westwd, ABC \$<20.00 Direct			
WOND	1400	1 kw	Talk	ABC, CNN \$<20.00 Mc-Guild	Green		Pleasantville

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	City
WAYV	95.1	50 kw @ 331	AC/CHR	\$40.00 Katz			
WBNJ	105.5	3 kw @ 295	See WTTH-F				Cape May C. H.
WFPG	96.9	50 kw @ 360	AC	\$52.00 Eastman	Spring		
WJSE	102.7	3.3 kw @ 295	AOR-New Rock	\$ NA Allied			Petersburg
WJSX	102.3	3.2 kw @ 292	See WMID-F				Cape May
WKOE	106.3	3 kw @ 310	Country	ABC \$21.00 Eastman			Ocean City
WMGM	103.7	50 kw @ 348	Classic Hits	\$25.00 Mc-Guild	Green		
WRDR	104.9	10 kw @ 510	Standards	AP \$21.00 --	New Jersey		Egg Harbor
WSAX	99.3	3.4 kw @ 289	Jazz	JRN \$<20.00 Direct			Pleasantville
WTKU	98.3	3 kw @ 328	Oldies	Westwd \$21.00 Mc-Guild	Green		Ocean City
WTTH	96.1	2.3 kw @ 371	Black AC	ABC \$24.00 D&R			Margate
WZXL	100.7	38 kw @ 350	AOR	\$42.00 Katz	WAYV-F		Wildwood
WZZP	107.3	13.5 kw @ 449	CHR	\$ NA --	Spring, pend.		

Notes: 6/98 The WKOE-F calls & Country format moved to 107.3; the 106.3 changed to Modern AC (AC-NR) as "106.3 The Shore" . . . 7/98 WZZP-F (107.3) sold to Spring for \$2,922,500 (assumption of liabilities) . . . 7/98 WZZP-F changed from CHR to Country as WPUR-F ("Cat Country")

Jim Duncan

Comments: Listening is down moderately . . . WSAX-F (formerly WMID-F) shows good growth with Jazz . . . WRDR-F suffered a severe drop . . . WFPG-F recovered from its bad Fall book . . . WZZP-F debuted with a 2.0 share

AUGUSTA, GA

Arbitron Rank: 109 Pop (12+): 373,300	Stations: 27 / 25	Last Year's Revenue: \$12,800,000
MSA Rank: 107	Diaries: 937/398:1/52.6%	Household Income: \$38,194
MSA Pop: 461,000	Sample Target: 850	Total Retail Sales: \$4.0 Bil.
DMA: 111	% Below Line: 1.5	#1 Biller: WKXC-F \$2,500,000
Average Persons Rating: 16.4	% Not Listed: 14.6	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 14,932	Cumulus (pend.) \$5,300,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WFXA-FF	B	74 / 12.1	12.7	13.2	12.5	13.5	779 / 20.9	26.3	23.7	80 / 866	C	WFXA-FF
2	WBBQ-AF	AC	57 / 9.3	8.7	6.4	7.4	9.5	805 / 21.6	21.6	20.0	76 / 1043	C	WBBQ-AF
3	WKXC-F	C	54 / 8.8	9.3	10.1	10.0	10.8	700 / 18.8	19.6	18.7	63 / 855	D	WKXC-F
4	WZNY-F	CHR	44 / 7.2	6.9	7.3	6.9	5.3	659 / 17.7	19.6	18.3	56 / 806	C	WZNY-F
5	WTHB	B/G	31 / 5.1	3.8	3.5	4.0	3.8	197 / 5.3	5.4	5.2	32 / 215	A	WTHB
	WGAC	N/T	31 / 5.1	4.3	4.8	5.0	5.5	426 / 11.4	11.1	10.9	32 / 471	C	WGAC
7	WEKL-F	CL AOR	28 / 4.6	5.0	4.8	4.3	3.3	427 / 11.4	11.1	11.8	30 / 470	B	WEKL-F
8	WSLT-F	SAC	27 / 4.4	4.8	3.3	3.1	3.7	387 / 10.4	10.1	8.0	28 / 405	A	WSLT-F
9	WRXR-F	AOR-NR	25 / 4.1	4.1	4.6	3.9	4.6	348 / 9.3	11.3	10.7	28 / 375	C	WRXR-F
	WAKB-F	B/AC	25 / 4.1	5.0	6.2	5.9	5.3	416 / 11.1	12.4	13.6	34 / 567	B	WAKB-F
10	WGOR-F	O	23 / 3.8	4.5	4.4	3.4	3.8	401 / 10.7	10.7	11.0	25 / 455	B	WGOR-F
11	WUUS-F	C	22 / 3.6	4.6	4.0	3.5	1.8	405 / 10.9	10.2	12.3	25 / 460	B	WUUS-F
12	WIIZ-F	B	18 / 2.9	2.6	2.0	1.9	0.4	365 / 9.8	8.8	7.2	42 / 546		WIIZ-F
13	WKZK	B/G	14 / 2.3	2.6	1.8	2.1	3.5	125 / 3.3	3.6	3.8	14 / 130	A	WKZK
14	WAJY-F	ST	12 / 2.0	1.9	2.2	1.9	2.0	172 / 4.6	4.2	5.1	15 / 232	A	WAJY-F
15	WCHZ-F	CL HITS	9 / 1.5	1.9	2.4	1.9	2.7	181 / 4.9	7.0	8.5	12 / 222	A	WCHZ-F

12+ FM Share (Metro): 83.33% (435 of 522) (Spring 1997: 86.20%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXA-FF >>	1 WFXA-FF >	1 WFXA-FF	1 WBBQ-AF <	1 WBBQ-AF	1 WBBQ-AF <	1 WFXA-FF <	1 WBBQ-AF	1 WFXA-FF	1 WFXA-FF >>	1 WFXA-FF
2 WZNY-F >>	2 WZNY-F	2 WBBQ-AF	2 WFXA-FF	2 WFXA-FF	2 WKXC-F	2 WBBQ-AF	2 WFXA-FF <	2 WBBQ-AF	2 WKXC-F <	2 WKXC-F
	WBBQ-AF	3 WZNY-F	3 WKXC-F	3 WKXC-F	3 WGAC	3 WKXC-F	3 WKXC-F	3 WKXC-F	3 WZNY-F >	3 WZNY-F <
	4 WKXC-F	4 WKXC-F	4 WEKL-F <	4 WEKL-F <	4 WTHB	4 WEKL-F <	4 WZNY-F <	4 WZNY-F	4 WAKB-F	4 WBBQ-AF >
	5 WRXR-F	5 WEKL-F	5 WZNY-F <	5 WZNY-F <	5 WSLT-F	5 WZNY-F	5 WGAC <	5 WGAC	WGAC <	5 WGOR-F <
	6 WAKB-F	6 WAKB-F	6 WAKB-F	6 WAKB-F <	6 WGOR-F <	6 WAKB-F	6 WSLT-F	6 WRXR-F	6 WIIZ-F	6 WAKB-F <
	WEKL-F	7 WRXR-F <	7 WGOR-F	7 WGOR-F <	7 WFXA-FF	7 WGAC	7 WTHB	7 WTHB	WBBQ-AF	7 WRXR-F <
		8 WGOR-F	8 WSLT-F <	8 WSLT-F <	8 WEKL-F	6 WEKL-F	6 WEKL-F	6 WSLT-F <	WRXR-F <	8 WIIZ-F <
								9 WUUS-F		9 WSLT-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	12+ Ovrnite
1 WFXA-FF	1 WFXA-FF	1 WBBQ-AF	1 WBBQ-AF <	1 WBBQ-AF >	1 WFXA-FF >>	1 WFXA-FF >	1 WFXA-FF	1 WFXA-FF	1 WFXA-FF	1 WFXA-FF >
2 WZNY-F >>>	2 WBBQ-AF <	2 WFXA-FF >	2 WFXA-FF	2 WFXA-FF	2 WRXR-F	2 WRXR-F	2 WRXR-F	2 WEKL-F	WEKL-F >	2 WBBQ-AF
3 WBBQ-AF	3 WZNY-F >>	3 WZNY-F	3 WZNY-F >	3 WZNY-F	WKXC-F	3 WKXC-F	3 WEKL-F	3 WKXC-F	3 WBBQ-AF	3 WKXC-F
	WKXC-F >>	4 WKXC-F	4 WAKB-F	4 WKXC-F	WKXC-F <	4 WZNY-F	4 WEKL-F >	4 WKXC-F >	4 WRXR-F	4 WKXC-F >
		5 WAKB-F >	5 WKXC-F	5 WAKB-F	5 WSLT-F <	5 WKXC-F	5 WUUS-F	5 WUUS-F	WBBQ-AF >	5 WRXR-F >
		6 WTHB	6 WTHB >	6 WGOR-F	6 WGOR-F	6 WBBQ-AF >>	6 WUUS-F	6 WZNY-F	6 WAKB-F	6 WAKB-F
				7 WTHB	7 WAKB-F		WAKB-F	WAKB-F	WGAC	WGAC
				8 WSLT-F	8 WTHB			8 WGAC	8 WUUS-F	8 WUUS-F

Other Rated Stations					Other Rated Stations--Outside Market										
			Metro Share	Cume Rating	TSA AQH Cume				Metro Share	Cume Rating	TSA AQH Cume				
WAEG-F	J	92.3	Evans	0.3	2.6	2	101	WAAW-F	B/O	94.7	Williston, SC	0.8	3.5	5	139
WKIM	B/O	1230	Augusta	0.8	1.5	5	58	WCOS-F	C	97.5	Columbia, SC	0.7	2.6	8	209
WKSX-F	O	92.7	Johnston, SC	0.7	1.4	5	94								
WRDW-AF	T	1480	Augusta	0.7	3.1	3	119								
WTHO-F	C	101.7	Thomson	0.7	2.0	7	106								

AUGUSTA, GA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Beasley WAJY-FM, WCHZ-FM, WGAC-AM, WGOR-FM	12.4 %	12.3 %	17.2 %	AC	3 (1)	54 (1)	57 (2)	10.9 %	7.2 %
Cumulus, pend. WBBQ-AM, WBBQ-FM, WEKL-FM, WGUS-AM, WRXR-FM, WUUS-FM, WZNY-FM	28.8 %	33.4 %	41.4 %	AOR/Classic/NR	0 (0)	53 (2)	53 (2)	10.2 %	13.6 %
Davis WAEJ-FM, WAKB-FM, WFXA-FM, WTHB-FM	16.2 %	15.3 %	18.0 %	Black/Urban	5 (1)	122 (5)	127 (6)	24.3 %	27.2 %
GHB WKXC-FM, WSLT-FM	13.2 %	13.1 %	23.4 %	CHR	0 (0)	44 (1)	44 (1)	8.4 %	8.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	84 (4)	84 (4)	16.1 %	18.0 %
				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)	2 (1)	2 (1)	0.4 %	1.3 %
				News/Talk	34 (2)	1 (1)	35 (3)	6.7 %	5.9 %
				Oldies	0 (0)	36 (3)	36 (3)	6.9 %	5.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	45 (2)	0 (0)	45 (2)	8.6 %	6.2 %
				Soft AC	0 (0)	27 (1)	27 (1)	5.2 %	3.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				Standards/EZ	0 (0)	12 (1)	12 (1)	2.3 %	2.5 %
				Totals	87 (6)	435 (20)	522 (26)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
WBBQ	1340	1 kw	See WBBQ-F				
WGAC	580	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$26.00	D&R	Beasley
WKZK	1600	0.5 kw (Days)	Black Gospel	AURN	\$<20.00	Dora	N. Augusta, SC
WTHB	1550	0.5 kw/0.011 kw	Gospel/Black	ABC	\$<20.00	Christal	Davis

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Station
WAEJ	100.9	6 kw @ 328	See WFXA-F				Waynesboro
WAEJ	100.9	6 kw @ 328	See WFXA-F				Waynesboro
WAJY	102.7	3 kw @ 328	Standards	Westwd, CBS	\$ NA	D&R	Beasley
WAKB	96.9	0.75 kw @ 1364	Black AC		\$<20.00	Christal	Davis
WBBQ	104.3	100 kw @ 1000	AC	ABC	\$55.00	Eastman	Cumulus
WCHZ	95.1	5.7 kw @ 538	Classic Hits	Westwd	\$ NA	D&R	Beasley
WEKL	102.3	1.5 kw @ 666	Classic AOR		\$18.00	Eastman	Cumulus
WFXA	103.1	3 kw @ 456	Black	CBS, ABC	\$30.00	Christal	Davis
WGOR	93.9	13 kw @ 456	Oldies	CNN, Westwd	\$<20.00	D&R	Beasley
WIIZ	97.9	50 kw @ 433	Black		\$ NA	---	WBAW
WKXC	99.5	23 kw @ 728	Country		\$53.00	Mc-Guild	GHB
WRXR	96.3	15 kw @ 889	AOR-New Rock		\$27.00	---	Cumulus
WSLT	98.3	2.8 kw @ 485	Soft AC		\$<20.00	Mc-Guild	GHB
WUUS	107.7	50 kw @ 476	Country		\$<20.00	Katz	Cumulus
WZNY	105.7	100 kw @ 1168	CHR	ABC	\$27.00	Eastman	Cumulus, pend.

Notes: 4/98 WLOV-AF (Washington, GA in Augusta TSA) sold to Cumulus for \$500,000 (McCoy)

Jim Duncan

Comments: Total listening to radio is up by 1.5 ratings points over Spring 97's level . . . WKXC-F continues to decline . . . WBBQ-AF continues to recover

AUSTIN

Arbitron Rank: 50 Pop (12+): 876,700
MSA Rank: 54
MSA Pop: 1,070,000
DMA: 64
Average Persons Rating: 15.0
Market TSL in Hours: 20.00

Stations: 29 / 23
Diaries: 2,157/406:1/49.6%
Sample Target: 2,030
% Below Line: 3.8
% Not Listed: 18.6
Pop per Station: 38,117

Last Year's Revenue: \$52,700,000
Household Income: \$42,531
Total Retail Sales: \$11.6 Bil.
#1 Biller: KASE-F \$10,000,000
#1 Billing Portfolio: LBJ/Sinclair Commun. \$15,700,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	KASE-F	144 / 11.0	10.3	9.9	10.2	11.1	10.3	1847 / 21.1	20.7	20.6	162 / 2133	I	KASE-F
2	KHFI-F	118 / 9.0	9.4	9.9	9.8	8.8	9.5	2204 / 25.1	25.9	25.7	133 / 2568	G	KHFI-F
3	KKMJ-F	79 / 6.0	6.5	6.4	6.3	6.2	6.3	1439 / 16.4	15.5	15.2	81 / 1480	G	KKMJ-F
4	KLBJ-F	74 / 5.6	5.5	6.7	6.4	6.2	6.1	1278 / 14.6	17.9	15.2	78 / 1404	G	KLBJ-F
5	KAMX-F	68 / 5.2	6.9	5.2	5.2	4.8	5.6	1519 / 17.3	17.8	16.2	76 / 1694	D	KAMX-F
6	KLBJ	62 / 4.7	4.6	4.9	4.6	4.7	4.7	1105 / 12.6	14.3	11.7	70 / 1255	F	KLBJ
7	KVET-F	61 / 4.6	6.2	7.2	5.8	5.7	6.0	989 / 11.3	15.7	14.2	68 / 1087	E	KVET-F
8	KPEZ-F	57 / 4.3	4.0	3.9	5.1	5.3	4.3	1043 / 11.9	15.4	14.1	67 / 1122	E	KPEZ-F
9	KEYI-F	56 / 4.3	4.4	4.2	4.5	5.3	4.3	1139 / 13.0	13.4	13.7	62 / 1272	E	KEYI-F
10	KROX-F	48 / 3.7	4.3	4.2	4.6	3.4	4.2	1124 / 12.8	15.6	13.0	52 / 1193	C	KROX-F
11	KGSR-F	42 / 3.2	3.2	3.6	2.9	3.9	3.2	730 / 8.3	10.7	8.6	45 / 760	D	KGSR-F
12	KAJZ-F	32 / 2.4	3.2	2.6	2.5	2.4	2.7	593 / 6.8	7.9	6.5	41 / 767	C	KAJZ-F
13	KKIK-F	24 / 1.8						307 / 3.5			37 / 512		KKIK-F
14	KJCE	21 / 1.6	1.5	1.7	1.6	2.0	1.6	334 / 3.8	3.3	3.9	22 / 351	A	KJCE
15	KELG	18 / 1.4	0.6	1.7	1.5	1.6	1.3	248 / 2.8	2.5	2.6	18 / 248		KELG
	KJFK-F	18 / 1.4	2.1	1.7	1.9	1.3	1.8	400 / 4.6	4.8	4.3	27 / 531	C	KJFK-F
	KIKY-F	18 / 1.4	0.6			0.4		331 / 3.8		1.2	18 / 335		KIKY-F
18	KAHK-F	17 / 1.3	1.7		0.2	0.1		483 / 5.2		1.0	30 / 662		KAHK-F
	KKLB-F	17 / 1.3	1.1	0.9	1.8	1.6	1.3	285 / 3.2	3.6	4.1	17 / 285		KKLB-F

12+ FM Share (Metro): 84.21% (901 of 1070) (Spring 97: 83.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHFI-F >>>	1 KHFI-F <	1 KASE-F	1 KASE-F	1 KASE-F >	1 KASE-F >	1 KASE-F >	1 KASE-F	1 KASE-F	1 KHFI-F >	1 KASE-F
2 KKIK-F <	2 KASE-F	2 KHFI-F	2 KHFI-F	2 KHFI-F	2 KLBJ <	2 KHFI-F <	2 KHFI-F	2 KHFI-F >	2 KASE-F	2 KHFI-F
3 KASE-F	3 KAMX-F	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F <	3 KKMJ-F <	3 KVET-F <	3 KKMJ-F <	3 KKMJ-F <	3 KLBJ-F >	3 KKMJ-F <
4 KAMX-F	KLBJ-F >	4 KKMJ-F <	4 KKMJ-F <	4 KLBJ-F	4 KEYI-F <	4 KLBJ-F <	4 KLBJ	4 KLBJ-F <	4 KKMJ-F	4 KVET-F
	5 KROX-F	5 KAMX-F <	5 KPEZ-F	5 KPEZ-F	5 KVET-F	5 KKMJ-F	5 KAMX-F <	5 KAMX-F <	5 KPEZ-F <	5 KAMX-F
	6 KKMJ-F	6 KPEZ-F	6 KGSR-F <	6 KGSR-F <	6 KPEZ-F <	6 KAMX-F <	6 KLBJ-F	6 KPEZ-F <	6 KROX-F <	6 KPEZ-F <
	7 KPEZ-F >	7 KGSR-F <	7 KAMX-F	7 KAMX-F	7 KHFI-F <	7 KLBJ	7 KPEZ-F <	7 KEYI-F	7 KAMX-F	7 KEYI-F
	8 KVET-F <	8 KROX-F	8 KEYI-F	8 KEYI-F	8 KLBJ-F <	8 KEYI-F	8 KEYI-F <	8 KVET-F <	8 KKIK-F <	8 KLBJ-F <
		9 KVET-F <	KVET-F	KVET-F <	9 KGSR-F	9 KPEZ-F <	9 KVET-F	9 KROX-F <	9 KEYI-F	9 KROX-F
			KLBJ	10 KLBJ	10 KAJZ-F >	10 KROX-F	10 KGSR-F <			10 KGSR-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	12+ Ovrnite
1 KASE-F <	1 KASE-F	1 KASE-F	1 KASE-F	1 KASE-F >	1 KHFI-F	1 KLBJ-F	1 KLBJ-F >	1 KLBJ-F	1 KLBJ-F <	1 KASE-F >
2 KAMX-F	2 KHFI-F	2 KHFI-F >	2 KHFI-F	2 KHFI-F	2 KAMX-F	2 KHFI-F >	2 KASE-F	2 KPEZ-F	2 KPEZ-F	2 KKMJ-F
3 KHFI-F	3 KAMX-F >	3 KAMX-F	3 KKMJ-F	3 KKMJ-F >	KLBJ-F >	3 KPEZ-F <	KHFI-F <	3 KHFI-F <	3 KASE-F >	3 KHFI-F >
4 KROX-F	4 KKMJ-F	4 KKMJ-F	4 KAMX-F >	4 KAMX-F >	4 KROX-F >	4 KAMX-F	4 KPEZ-F >	4 KASE-F >	4 KGSR-F	4 KKIK-F
	5 KROX-F	5 KLBJ-F	5 KROX-F <	5 KEYI-F <	5 KVET-F	KASE-F	5 KAMX-F	5 KGSR-F <	KVET-F <	KROX-F
6 KKIK-F	6 KLBJ-F >	6 KROX-F	6 KLBJ-F	6 KGSR-F	KPEZ-F	6 KROX-F	KGSR-F	6 KVET-F	6 KHFI-F	
		7 KJCE >	KEYI-F	KLBJ-F		7 KJFK-F		7 KAMX-F	7 KEYI-F	
			8 KGSR-F <	8 KVET-F		KVET-F <		KLBJ	KKMJ-F	
			9 KPEZ-F	KLBJ				KKMJ-F	KLBJ <	
								KROX-F	10 KAJZ-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFIT	G	1060	Sunset Valley 0.7 1.6 9 137
KFON	SPRTS	1490	Austin 0.4 1.6 5 144
KIXL	REL	970	Del Valle 1.2 3.4 16 305
KVET	T	1300	Austin 1.2 4.9 17 480

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KISS-F	AOR	99.5	San Antonio 0.5 1.3 9 137
KROM-F	SP	92.9	San Antonio 0.4 1.0 5 85
KSAH	SP	720	Universal City 0.8 1.4 10 135
KTSA	T	550	San Antonio 0.4 1.1 9 167
KXTN-F	SP-TJ	107.5	San Antonio 1.2 1.8 17 201
WOAI	N/T	1200	San Antonio 0.5 2.2 14 328

AUSTIN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar KASE-FM, KVET-AM, KVET-FM	16.8 %	16.8 %	27.1 %	AC	0 (0)	68 (1)	68 (1)	6.4 %	5.9 %
				AOR/Classic/NR	0 (0)	228 (5)	228 (5)	21.3 %	23.3 %
CBS KAMX-FM, KJCE-AM, KKIK-FM, KKMJ-FM	14.6 %	13.7 %	15.7 %	Black/Urban	21 (1)	0 (0)	21 (1)	2.0 %	3.1 %
				CHR	0 (0)	142 (2)	142 (2)	13.3 %	10.8 %
Clear Channel KEYI-FM, KFON-AM, KHFI-FM, KPEZ-FM	18.0 %	18.7 %	24.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	205 (2)	205 (2)	19.2 %	21.1 %
LBJ-Sinclair Commun. KAJZ-FM, KGSR-FM, KLBJ-AM, KLBJ-FM, KROX-FM	19.6 %	21.5 %	29.8 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	28 (2)	56 (4)	84 (6)	7.9 %	4.9 %
Local KELG-AM, KKLB-FM, KTXZ-AM	2.7 %	2.3 %	0.9 %	Jazz	0 (0)	32 (1)	32 (1)	3.0 %	2.9 %
				News/Talk	90 (4)	18 (1)	108 (5)	10.1 %	11.5 %
				Oldies	0 (0)	73 (2)	73 (2)	6.8 %	6.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	25 (2)	0 (0)	25 (2)	2.3 %	2.4 %
				Soft AC	0 (0)	79 (1)	79 (1)	7.4 %	7.6 %
				Sports	5 (1)	0 (0)	5 (1)	0.5 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	71.7 %	73.0 %	97.8 %	Totals	169 (10)	901 (19)	1070 (29)		

AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Spg 97
KELG	1440	0.5 kw (DA-2)	Hispanic Contemp.	\$ NA	Caballero	KKLB-F		Elgin
KJCE	1370	5 kw/0.5 kw (DA-2)	Black AC	ABC \$<20.00	Allied	CBS		Rollingwood
KLBJ	590	5 kw/1 kw (DA-N)	News/Talk	ABC, Westwd \$78.00	Eastman	LBJ-S		
KVET	1300	5 kw/1 kw (DA-2)	Talk	ABC, CBS, ESPN \$20.00	Katz	Capstar		

FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Spg 97
KAHK	107.7	9.1 kw @ 538	Classic Hits	\$ NA	Allied	Simmons		Georgetown
KAJZ	93.3	100 kw @ 1949	Jazz	\$32.00	---	LBJ-S		Killeen
KAMX	94.7	50 kw @ 1308	Modern AC	\$45.00	Eastman	CBS		Luling
KASE	100.7	100 kw @ 1190	Country	\$190.00	Katz	Capstar		
KEYI	103.5	100 kw @ 1257	Oldies	\$63.00	Clr Chnl	Clear Channel		San Marcos
KGSR	107.1	39 kw @ 499	Progressive AOR	\$56.00	Mc-Guild	LBJ-S		Bastrop
KHFI	96.7	100 kw @ 951	CHR	\$86.00	Clr Chnl	Clear Channel		Georgetown
KIKY	92.1	1.65 kw @ 449	Hispanic Contemp.	\$ NA	El Dorado			Hutto
KJFK	98.9	18.5 kw @ 1814	Talk	Westwd \$<20.00	D&R	Shamrock		Lampasas
KKIK	104.3	48 kw @ 492	CHR/Urban	\$ NA	---	CBS		Taylor
KKLB	92.5	1.6 kw @ 449	Hispanic Contemp.	\$<20.00	Caballero	KELG/KTXZ		Elgin
KKMJ	95.5	96 kw @ 1001	Soft AC	\$102.00	Allied	CBS		
KLBJ	93.7	97 kw @ 1050	AOR	\$95.00	Banner	LBJ-S		
KPEZ	102.3	20 kw @ 686	Classic AOR	\$50.00	Clr Chnl	Clear Channel		
KROX	101.5	100 kw @ 981	AOR - New Rock	\$45.00	Mc-Guild	LBJ-S		Giddings
KVET	98.1	100 kw @ 686	Country	ABC \$50.00	Katz	Capstar		

Notes: 6/98 KKIK-F changed from Country to CHR/Urban as "The Beat" . . . 6/98 KKIK-F changed calls to KQBT-F . . . 6/98 KIKY-F changed calls to KQQQ-F; remains Hispanic . . . 7/98 KFMK-F (CP) sold by Steve Hicks to Capstar for \$8,500,000

Jim Duncan

Comments: Total listening to radio is down sharply (-0.9 ratings point) . . . The new KKIK-F (coming in from Taylor) debuts with a 1.8 share . . . Another new station, KIKY-F from Hutto, is having some impact . . . With 16 FM stations, Austin is becoming fairly crowded

BAKERSFIELD

Arbitron Rank: 84 Pop (12+): 432,300
MSA Rank: 82
MSA Pop: 646,000
DMA: 132
Average Persons Rating: 15.8
Market TSL in Hours: 21.50

Stations: 32 / 28
Diaries: 1,483/292:1/52.3%
Sample Target: 1,420
% Below Line: 3.4
% Not Listed: 11.7
Pop per Station: 15,439

Last Year's Revenue: \$16,900,000
Household Income: \$35,053
Total Retail Sales: \$3.8 Bil.
#1 Biller: KUZZ-AF \$3,700,000
#1 Billing Portfolio: Mondosphere \$4,160,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KUZZ-AF	C	92 / 13.5	12.9	10.6	12.9	14.5	12.5	1047 / 24.2	23.2	28.2	96 / 1189	E
2	KISV-F	CHR	52 / 7.6	9.8	8.8	5.5	4.3	7.9	804 / 18.6	20.0	12.6	57 / 971	B
3	KGFM-F	SAC	44 / 6.5	5.1	4.5	5.2	5.3	5.3	556 / 12.9	11.5	13.4	45 / 587	C
4	KERN	N/T	42 / 6.2	5.3	6.1	6.6	5.1	6.0	538 / 12.4	12.2	11.3	42 / 538	D
5	KRAB-F	AOR	40 / 5.9	5.6	5.0	7.5	8.0	6.0	624 / 14.4	15.8	17.7	40 / 637	C
6	KKXX-F	CHR	37 / 5.4	4.6	4.9	9.2	9.7	6.0	796 / 18.4	19.3	28.6	37 / 806	C
7	KLLY-F	AC	35 / 5.1	3.6	3.1	5.2	3.6	4.3	540 / 12.5	9.4	10.8	35 / 551	B
8	KIWI-F	SP-C	30 / 4.4	2.9	4.1	4.4	2.7	4.0	380 / 8.8	7.0	5.9	31 / 393	C
9	KKBB-F	CL AOR	27 / 4.0	4.6	4.1	2.3	4.0	3.7	398 / 9.2	9.8	8.4	27 / 405	B
10	KSUV-F	SP-R	21 / 3.1	3.3	3.8	2.1	3.4	3.1	365 / 8.5	6.1	7.5	22 / 387	B
11	KKDJ-F	O	17 / 2.5	2.0	1.8	0.8	0.4	1.8	307 / 7.1	6.0	1.7	19 / 340	A
12	KCWR-F	C	16 / 2.3	1.3	1.7	1.5	1.0	1.7	197 / 4.6	5.1	4.7	16 / 197	A
14	KNZR	N/T	15 / 2.2	1.7	1.4	2.1	2.3	1.8	295 / 6.8	4.7	5.3	15 / 308	A
13	KSMJ-F	J	15 / 2.2	3.2	3.9	2.4	4.3	2.9	237 / 5.5	7.8	7.9	15 / 243	B
15	KCOO-F	O	14 / 2.1	1.7	2.4	1.4	3.1	1.9	210 / 4.8	6.5	4.6	14 / 210	A
16	KAFY	SP-C	11 / 1.6	3.0	1.4	2.0	1.6	2.0	126 / 2.9	3.6	2.3	11 / 134	A
17	KMYX-F	SP	10 / 1.5	2.0	1.0	1.2	1.0	1.4	168 / 3.9	2.7	2.1	10 / 168	A

12+ FM Share (Metro): 79.87% (480 of 601) (Spring 97: 80.91%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KISV-F <	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KUZZ-AF >	1 KISV-F >	1 KUZZ-AF >
2	KISV-F >>	2 KUZZ-AF	2 KISV-F <	2 KGFM-F	2 KGFM-F	2 KERN	2 KRAB-F	2 KERN	2 KISV-F	2 KUZZ-AF <
3	KRAB-F >	3 KLLY-F	3 KGFM-F <	3 KRAB-F	3 KRAB-F <	3 KGFM-F >	3 KISV-F <	3 KGFM-F	3 KERN <	3 KRAB-F <
4	KRAB-F >	4 KLLY-F <	4 KLLY-F <	4 KLLY-F <	4 KLLY-F <	4 KKB-B-F	4 KERN	4 KISV-F	4 KGFM-F <	4 KRAB-F <
5	KKXX-F <	5 KRAB-F	5 KKB-B-F <	5 KKB-B-F <	5 KNZR	5 KGFM-F	5 KLLY-F <	5 KLLY-F <	5 KISV-F <	5 KRAB-F <
6	KIWI-F	6 KKB-B-F	6 KISV-F	6 KISV-F	6 KIWI-F	6 KIWI-F	6 KLLY-F >	6 KKB-B-F <	6 KLLY-F <	6 KISV-F <
7	KGFM-F >	7 KIWI-F	7 KIWI-F	KERN	KCWR-F <	7 KISV-F <	7 KIWI-F <	7 KRAB-F <	7 KERN	7 KLLY-F <
8	KKXX-F	8 KKB-B-F	KERN	8 KIWI-F	8 KSMJ-F	8 KKB-B-F <	8 KRAB-F <	8 KIWI-F	8 KNZR	8 KKB-B-F <
9										9 KSUV-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	12+ Ovrnite
1	KUZZ-AF	1 KUZZ-AF	1 KUZZ-AF	1 KUZZ-AF	1 KISV-F	1 KISV-F	1 KLLY-F	1 KUZZ-AF	1 KUZZ-AF	1 KUZZ-AF >
2	KISV-F	2 KISV-F	2 KRAB-F	2 KGFM-F	2 KGFM-F >>	2 KUZZ-AF	2 KLLY-F	2 KISV-F	2 KKB-B-F	2 KKB-B-F
3	KKXX-F	3 KRAB-F	KISV-F	3 KISV-F	3 KISV-F	3 KRAB-F	3 KUZZ-AF <	3 KRAB-F	3 KISV-F <	3 KRAB-F
4	KIWI-F	KLLY-F	4 KGFM-F	4 KLLY-F	KLLY-F	4 KLLY-F >	4 KRAB-F >>	KUZZ-AF >	4 KRAB-F <	4 KERN <
5	KLLY-F	5 KGFM-F	KLLY-F	5 KRAB-F	5 KRAB-F	5 KBOS-F	5 KERN	5 KLLY-F >	5 KLLY-F	5 KLLY-F
6	KGFM-F	KIWI-F	6 KIWI-F	KIWI-F <	6 KISV-F	KIWI-F	6 KERN	6 KKB-B-F	6 KGFM-F	6 KISV-F <
7	KKXX-F >	KKXX-F >	7 KISV-F	KIWI-F	KIWI-F	KKB-B-F	KIWI-F	KGFM-F	KERN	7 KGFM-F
8			8 KSUV-F		KKXX-F >>	KKXX-F >>	KKXX-F	KIWI-F	8 KIWI-F >	8 KIWI-F >
9							KGFM-F >			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBID	ST	1350	Bakersfield 0.6 1.6 4 70
KCHJ	SP-C	1010	Delano 1.3 3.4 10 199
KCNQ-F	C	102.5	Kernville 0.9 1.9 6 83
KERJ	REL	1180	Wasco 0.4 1.8 4 111
KGEO	T	1230	Bakersfield 1.3 3.7 9 161
KRME-F	SP-C	97.7	Shafter 1.3 4.1 9 178
KTRJ	CL	1050	Frazier Park 0.7 1.6 5 83
KVLI-F	ST	104.5	Lake Isabella 0.9 1.5 6 67
KWAC	SP	1490	Bakersfield 1.3 2.9 10 135

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOS-F	CHR	94.9	Tulare 1.2 4.3 44 862
KFI	T	640	Los Angeles 0.7 2.3 6 134
KOST-F	AC	103.5	Los Angeles 0.6 1.1 4 66
KTPI-F	C	103.1	Tehachapi 0.9 1.8 8 97

BAKERSFIELD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
American General KBID-AM, KCOO-FM, KERN-AM, KISV-FM	16.5 %	13.4 %	18.3 %	AC	0 (0)	39 (2)	39 (2)	6.5 %	4.1 %
				AOR/Classic/NR	0 (0)	67 (2)	67 (2)	11.1 %	14.2 %
Buck Owens KCWR-FM, KUZZ-AF	15.8 %	14.8 %	23.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	97 (3)	97 (3)	16.1 %	13.7 %
Buckley KKBB-FM, KLLY-FM, KNZR-AM	11.3 %	13.4 %	11.3 %	Classical	5 (1)	0 (0)	5 (1)	0.8 %	0.5 %
				Country	9 (1)	111 (4)	120 (5)	20.0 %	19.2 %
Local KCHJ-AM, KIWI-FM, KWAC-AM	7.0 %	7.3 %	8.8 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	29 (3)	70 (4)	99 (7)	16.5 %	13.5 %
Mondosphere KKDJ-FM, KKXX-FM, KRAB-FM, KSMJ-FM	16.0 %	15.8 %	24.6 %	Jazz	0 (0)	15 (1)	15 (1)	2.5 %	4.9 %
				News/Talk	71 (4)	0 (0)	71 (4)	11.8 %	12.1 %
Z-Spanish KRME-FM, KSUV-AM, KSUV-FM	4.4 %	4.7 %	4.4 %	Oldies	0 (0)	31 (2)	31 (2)	5.2 %	5.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.5 %	0.8 %
				Soft AC	0 (0)	44 (1)	44 (1)	7.3 %	6.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	4 (1)	6 (1)	10 (2)	1.7 %	5.1 %
				Totals	121 (11)	480 (20)	601 (31)		

AM Stations

KAFY	970	1 kw/5 kw (DA-2)	Hispanic Contemp.		\$ NA	—		
KERN	1410	1 kw	News/Talk	ABC, Talknt, Westwd	\$43.00	Christal	American General	
KGEO	1230	1 kw	Talk	Westwd	\$<20.00	Christal	KGFM-F	
KNZR	1560	25 kw/10 kw (DA-N)	News/Talk	CBS, CNN	\$ NA	D&R	Buckley	
KUZZ	550	5 kw (DA-2)	See KUZZ-F					
KWAC	1490	1 kw	Hispanic		\$ NA	Lotus	KCHJ/KIWI-F	

FM Stations

KCOO	104.3	6 kw @ 305	Oldies		\$ NA	K&P	American General	Shafter
KCWR	107.1	6 kw @ 164	Country		\$ NA	Katz	Buck Owens	
KGFM	101.5	4.8 kw @ 1280	Soft AC		\$33.00	Christal	KGEO	
KISV	94.1	4.8 kw @ 1310	CHR		\$ NA	Christal	American General	
KIWI	92.1	6 kw @ 164	Hispanic Contemp.		\$29.00	Lotus	KWAC/KCHJ	
KKBB	99.3	1.2 kw @ 1345	Classic AOR	Westwd	\$25.00	D&R	Buckley	
KKDJ	98.5	50 kw @ 499	Oldies		\$ NA	Mc-Guild	Mondosphere	Delano
KKXX	105.3	35.4 kw @ 584	CHR	ABC, Westwd	\$35.00	Mc-Guild	Mondosphere	Delano
KLLY	95.3	12.5 kw @ 463	AC	AP	\$29.00	D&R	Buckley	Oildale
KMYX	103.9	3 kw @ 328	Hispanic		\$ NA	—		Taft
KRAB	106.1	25 kw @ 328	AOR	CBS, Westwd	\$37.00	Mc-Guild	Mondosphere	Greenacre
KSMJ	96.5	50 kw @ 500	Jazz		\$ NA	Mc-Guild	Mondosphere	
KSUV	102.9	20.5 kw @ 364	Hispanic-Regional		\$21.00	Caballero	Z-Spanish	McFarland
KUZZ	107.9	6 kw @ 1365	Country		\$75.00	Katz	Buck Owens	

Notes: 6/98 KKXX-F moved from 105.3 to 96.5; KSMJ-F moved from 96.5 to 98.5; KKDJ-F moved from 98.5 to 105.3 (after the Spring survey)

Jim Duncan

Comments: Total listening is down again by 0.7 rating point . . . Oldies KKDJ-F has its fourth consecutive up book . . . Jazz KSMJ-F is showing weakness

BALTIMORE

Arbitron Rank: 19 Pop (12+): 2,068,700
 MSA Rank: 18
 MSA Pop: 2,500,000
 DMA: 23
 Average Persons Rating: 17.2
 Market TSL In Hours: 22.50

Stations: 43 / 20
 Diaries: 3,351/617:1/53.5%
 Sample Target: 3,270
 % Below Line: 18.5
 % Not Listed: 12.7
 Pop per Station: 103,435

Last Year's Revenue: \$90,300,000
 Household Income: \$49,709
 Total Retail Sales: \$22.3 Bil.
 #1 Biller: WQSR-F \$12,400,000
 #1 Billing Portfolio:
 Trust for ARS Stations \$25,910,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1 WERQ-F	B/CHR	312 / 8.8	9.8	9.8	9.2	10.0	9.4	3677 / 17.8	17.5	18.8	322 / 3957	H	WERQ-F
2 WPOC-F	C	257 / 7.2	6.7	6.4	6.4	6.4	6.7	3390 / 16.4	13.3	15.4	277 / 3738	H	WPOC-F
3 WBAL	N/T	244 / 6.8	6.8	7.0	9.4	7.5	7.5	3731 / 18.0	18.7	19.6	265 / 4042	H	WBAL
4 WQSR-F	O	218 / 6.1	5.5	7.2	6.8	6.2	6.4	3265 / 15.8	16.1	16.3	231 / 3518	I	WQSR-F
5 WWIN-F	B/AC	207 / 5.8	4.1	3.4	3.6	3.8	4.2	2285 / 11.0	8.5	8.9	207 / 2285	F	WWIN-F
6 WLIF-F	SAC	177 / 5.0	5.8	4.5	5.3	4.7	5.1	2621 / 12.7	13.0	12.5	187 / 2771	H	WLIF-F
7 WWMX-F	AC	166 / 4.7	5.4	5.0	5.5	5.9	5.1	3285 / 15.9	16.5	19.2	180 / 3512	I	WWMX-F
8 WIYY-F	AOR	148 / 4.2	3.9	4.3	3.9	4.1	4.1	2355 / 11.4	12.1	13.0	173 / 2874	G	WIYY-F
9 WXYV-F	CHR	141 / 4.0	4.8	4.1	3.8	3.3	4.2	3086 / 14.9	14.3	12.2	151 / 3360	F	WXYV-F
10 WHFS-F	AOR-NR	122 / 3.4	2.4	2.7	3.7	3.8	3.1	2473 / 12.0	11.9	13.9	135 / 2752	F	WHFS-F
11 WOCT-F	CL HITS	118 / 3.3	2.9	2.8	3.4	3.7	3.1	2361 / 11.4	10.9	13.3	130 / 2622	G	WOCT-F
12 WCAO	B/G	103 / 2.9	3.3	4.2	2.2	2.7	3.1	1405 / 6.8	7.0	5.3	107 / 1467	C	WCAO
13 WCBM	T	75 / 2.1	2.1	2.3	2.1	2.5	2.2	1085 / 5.2	6.0	6.0	76 / 1118	D	WCBM
14 WPGC-F	B/CHR	62 / 1.7	1.7	1.6	1.4	1.6	1.6	1569 / 7.6	7.6	7.1	66 / 1721	F	WPGC-F
15 WRBS-F	REL	59 / 1.7	2.2	1.9	1.5	1.6	1.8	893 / 4.3	5.2	4.4	60 / 970	F	WRBS-F
16 WJFK	TJ	57 / 1.6	1.7	1.8	1.6	1.8	1.7	841 / 4.1	4.9	5.2	59 / 888	B	WJFK
17 WHUR-F	B	54 / 1.5	2.0	1.4	1.6	1.2	1.6	952 / 4.6	4.1	4.3	61 / 1011	F	WHUR-F
18 WRQX-F	AC/CHR	48 / 1.3	1.0	1.1	1.4	1.0	1.2	1119 / 5.4	5.4	6.0	53 / 1272	F	WRQX-F
19 WWDC-F	AOR	45 / 1.3	0.7	1.0	1.2	1.0	1.1	1200 / 5.8	5.3	5.7	61 / 1473	F	WWDC-F
20 WGRX-F	C	41 / 1.2	1.2	1.2	1.5	1.0	1.3	916 / 4.4	4.2	5.0	49 / 1154	C	WGRX-F
21 WWLG	ST	38 / 1.1	1.3	1.2	1.0	0.8	1.1	459 / 2.2	2.9	1.8	38 / 469	B	WWLG

12+ FM Share (Metro): 79.50% (2474 of 3112) (Spring 97: 77.84%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WERQ-F >	1 WERQ-F >	1 WERQ-F >	1 WERQ-F <	1 WWIN-F <	1 WBAL	1 WQSR-F <	1 WPOC-F <	1 WERQ-F	1 WERQ-F	1 WERQ-F
2 WXYV-F >>	2 WIYY-F <	2 WWIN-F <	2 WWIN-F	2 WQSR-F	2 WQSR-F <	2 WERQ-F <	2 WERQ-F <	2 WPOC-F	2 WBAL	2 WPOC-F <
3 WHFS-F >	3 WWMX-F <	3 WWMX-F <	3 WQSR-F <	WERQ-F	3 WPOC-F	3 WBAL	3 WQSR-F <	3 WBAL <	3 WWIN-F >	3 WWIN-F
	4 WHFS-F <	4 WPOC-F <	4 WWMX-F <	4 WPOC-F	4 WWIN-F <	4 WPOC-F >	4 WLIF-F	4 WWMX-F <	4 WXYV-F <	4 WBAL
	5 WPOC-F <	5 WIYY-F <	5 WPOC-F	5 WWMX-F <	5 WLIF-F >	5 WIYY-F	5 WBAL <	5 WWIN-F <	5 WPOC-F	5 WQSR-F
	6 WXYV-F	6 WQSR-F	6 WIYY-F <	6 WLIF-F <	6 WERQ-F	6 WWIN-F <	6 WWMX-F <	6 WQSR-F <	6 WHFS-F	6 WXYV-F <
	7 WWIN-F	7 WOCT-F <	7 WOCT-F <	7 WIYY-F <	7 WWMX-F	7 WLIF-F <	7 WWIN-F	7 WLIF-F <	WLIF-F	7 WCAO <
	8 WOCT-F	8 WHFS-F <	8 WLIF-F	8 WOCT-F <	8 WCAO <	8 WWMX-F	8 WIYY-F	8 WXYV-F <	8 WIYY-F	8 WWMX-F <
		9 WXYV-F	9 WBAL	9 WBAL	9 WOCT-F <	9 WJFK <	9 WOCT-F	9 WIYY-F	WWMX-F	9 WLIF-F
		WLIF-F			10 WCBM		WXYV-F <		WPGC-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	12+ Ovrite
1 WERQ-F >>>	1 WERQ-F >	1 WERQ-F	1 WERQ-F	1 WWIN-F	1 WERQ-F >	1 WERQ-F	1 WIYY-F	1 WERQ-F <	1 WIYY-F <	1 WERQ-F
2 WXYV-F	2 WWMX-F	2 WWMX-F	2 WWMX-F <	2 WQSR-F <	2 WIYY-F	2 WIYY-F >	2 WERQ-F	2 WIYY-F >	2 WERQ-F <	2 WBAL >
3 WWMX-F	3 WXYV-F >	3 WWIN-F <	3 WWIN-F	3 WWMX-F <	3 WHFS-F >	3 WHFS-F <	3 WPOC-F >	3 WOCT-F <	3 WQSR-F <	3 WWIN-F <
4 WHFS-F	4 WPOC-F <	4 WXYV-F	4 WPOC-F <	4 WLIF-F <	4 WXYV-F	4 WPOC-F >	4 WHFS-F	4 WWIN-F <	4 WPOC-F <	4 WPOC-F
5 WPOC-F >>>	5 WHFS-F <	5 WLIF-F	5 WQSR-F <	5 WERQ-F	5 WPOC-F	5 WOCT-F	5 WJFK	5 WPOC-F	5 WWIN-F <	5 WWIN-F <
	6 WWIN-F	6 WPOC-F	6 WXYV-F <	6 WPOC-F >	WOCT-F	6 WJFK	6 WBAL	6 WQSR-F <	6 WBAL	6 WBAL
	7 WLIF-F	7 WHFS-F <	7 WLIF-F	7 WXYV-F	7 WWMX-F	WWIN-F	WOCT-F	7 WBAL <	WOCT-F >	
	8 WOCT-F	8 WOCT-F >	8 WHFS-F	8 WOCT-F <	WWIN-F	8 WXYV-F	8 WWIN-F	8 WHFS-F	8 WWMX-F	
	9 WIYY-F <		9 WOCT-F	9 WCAO		WWMX-F	9 WWMX-F	9 WWMX-F	9 WLIF-F <	
			10 WCAO						10 WHFS-F <	

BALTIMORE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WBGR	B/G	860	Baltimore	0.3	1.1	12 231
WOLB	B/T	1010	Baltimore	0.6	1.3	22 259
WRNR-F	AOR-P	103.1	Grasonville	0.8	2.4	30 549
WWIN	B/G	1400	Baltimore	0.9	3.0	31 622

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WARW-F	CL AOR	94.7	Bethesda, MD	0.6	1.8	28 540
WASH-F	AC	97.1	Washington	0.6	2.8	23 666
WAVA-F	REL	105.1	Arlington, VA	0.5	1.4	19 334
WBIG-F	O	100.3	Washington	0.7	2.9	38 789
WFRE-F	C	99.9	Frederick, MD	0.4	1.3	58 915
WGAY-F	SAC	99.5	Washington	0.9	3.0	39 714
WGMS-F	CL	103.5	Washington	0.6	1.5	24 350
WJFK-F	T/J	106.7	Manassas, VA	0.3	1.2	14 335
WKYS-F	B	93.9	Washington	1.0	4.9	41 1156
WMAL	FS/T	630	Washington	0.4	1.4	19 380
WMZQ-F	C	98.7	Washington	0.7	2.8	32 716
WTEM	SPRTS	980	Washington	0.4	1.2	15 310
WTOP-AF	N	1500	Washington	0.9	4.0	33 930
WWM-D-F	EZ	104.7	Hagerstown, MD	0.3	1.4	41 635
WWWZ-F	CHR	103.9	Braddock Hts., MD	0.0	0.3	20 356
WWZZ-F	CHR	104.1	Waldorf, MD	0.5	3.0	30 744
WXY-F	C	103.7	Havre de Grace	0.4	1.3	35 526

Consolidation Report	12+	25-54	Revenue
In Trust WBGR-AM, WBMD-AM, WQSR-FM, WWMX-FM	11.1 %	22.7 %	28.7 %
Jacor, pend. WCAO-AM, WOCT-FM, WPOC-FM	13.4 %	13.8 %	16.9 %
Radio One WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM	16.1 %	16.6 %	15.4 %
WCBM WASA-AM, WCBM-AM, WWLG-AM	3.2 %	1.2 %	3.4 %
	43.8 %	54.3 %	64.4 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	232 (3)	232 (3)	7.5 %	8.9 %
AOR/Classic/NR	0 (0)	362 (5)	362 (5)	11.6 %	11.5 %
Black/Urban	22 (1)	670 (5)	692 (6)	22.2 %	24.6 %
CHR	0 (0)	160 (3)	160 (3)	5.1 %	0.9 %
Classical	0 (0)	22 (1)	22 (1)	0.7 %	0.5 %
Country	0 (0)	353 (5)	353 (5)	11.3 %	10.4 %
Full Service	16 (1)	0 (0)	16 (1)	0.5 %	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	403 (4)	15 (2)	418 (6)	13.4 %	15.0 %
Oldies	0 (0)	362 (3)	362 (3)	11.6 %	12.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	146 (3)	76 (2)	222 (5)	7.1 %	6.4 %
Soft AC	0 (0)	210 (2)	210 (2)	6.7 %	7.0 %
Sports	13 (1)	0 (0)	13 (1)	0.4 %	0.0 %
Standards/EZ	38 (1)	12 (1)	50 (2)	1.6 %	2.4 %
Totals	638 (11)	2474 (32)	3112 (43)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Comments
WBAL	1090	50 kw (DA-N)	News/Talk	ABC, ESPN	\$170.00	D&R Hearst
WCAO	600	5 kw (DA-1)	Black Gospel	Westwd	\$40.00	Mc-Guild Jacor, pend.
WCBM	680	10 kw/5 kw (DA-2)	Talk	CBS, Westwd	\$50.00	Katz
WJFK	1300	5 kw (DA-2)	Talk/Jazz	Source, Westwd	\$ NA	Inifinity CBS
WWLG	1360	5 kw/1.5 kw (DA-2)	Standards	ABC	\$ NA	--- WCBM, pend.

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Comments
WERQ	92.3	37 kw @ 570	Black/CHR	AP	\$125.00	Allied Radio One
WGRX	100.7	15.8 kw @ 861	Country	ABC	\$44.00	Allied Shamrock Westminster
WIYY	97.9	13.5 kw @ 946	AOR	ABC	\$115.00	D&R Hearst
WLIF	101.9	13.5 kw @ 960	Soft AC	Westwd	\$177.00	--- CBS
WOCT	104.3	38 kw @ 469	Classic Hits		\$101.00	Christal Jacor, pend.
WPOC	93.1	16 kw @ 860	Country		\$210.00	Mc-Guild Jacor
WQSR	105.7	50 kw @ 492	Oldies		\$215.00	Christal In trust Catonsville
WRBS	95.1	50 kw @ 500	Religion	SRN, ABC	\$25.00	---
WWIN	95.9	3 kw @ 300	Black AC	Westwd	\$72.00	Allied Radio One
WWMX	106.5	7.4 kw @ 1217	AC		\$205.00	Katz In trust
WXYV	102.7	50 kw @ 437	CHR	Westwd, Source	\$125.00	CBS CBS

Notes: WWIN revenue included in WWIN-F revenue level . . . Other ranked stations -- See Washington, DC . . . 4/98 WNAV (1430; Annapolis) sold to Pat Sajak for \$2,200,000 . . . 5/98 WWLG/WASA (1330; Havre de Grace) sold to WCBM for \$1,262,500 . . . 5/98 WCAO/WOCT-F traded by CBS to Jacor as part of a multi-market multi-station transaction . . . 8/98 WXYV-F changed its station name to "The Buzz -- B-102.7"; reportedly, new calls are forthcoming

Jim Duncan

Comments: Total listening is down by a full rating point versus last year . . . WWIN-F has its highest share in the history of the station . . . WWMX-F has its lowest share since 1995 . . . WBAL isn't getting any boost from baseball this year

BATON ROUGE

Arbitron Rank: 81 Pop (12+): 458,700
MSA Rank: 90
MSA Pop: 573,000
DMA: 98
Average Persons Rating: 15.0
Market TSL in Hours: 20.25

Stations: 24 / 19
Diaries: 1,659/276:1/48.4%
Sample Target: 1,590
% Below Line: 10.5
% Not Listed: 15.9
Pop per Station: 24,142

Last Year's Revenue: \$21,200,000
Household Income: \$41,811
Total Retail Sales: \$5.7 Bil.
#1 Biller: WYNK-AF \$4,300,000
#1 Billing Portfolio: Capstar \$10,325,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level		
1	WYNK-F	C	62 / 9.0	9.9	11.1	10.2	8.4	10.1	868 / 18.9	21.6	20.6	114 / 1867	F	WYNK-F
2	WXCT-F	C	55 / 8.0	5.8	4.3	5.4	4.5	5.9	674 / 14.7	10.8	10.8	82 / 1167	C	WXCT-F
3	WEMX-F	B	50 / 7.3	7.6	7.7	7.5	8.3	7.5	743 / 16.2	16.0	16.8	71 / 1094	B	WEMX-F
4	WJBO	N/T	41 / 6.0	6.7	5.6	5.5	5.6	5.9	631 / 13.8	15.4	15.8	44 / 705	D	WJBO
5	WDGL-F	CL HITS	38 / 5.5	6.4	5.8	6.3	5.8	6.0	707 / 15.4	16.1	18.1	96 / 1628	E	WDGL-F
6	KQXL-F	B/A/C	36 / 5.2	5.1	5.3	4.0	5.9	4.9	572 / 12.5	14.2	15.5	48 / 732	D	KQXL-F
7	WXOK	B	34 / 5.0	6.0	4.9	6.6	5.9	5.6	431 / 9.4	10.9	12.0	45 / 538	C	WXOK
8	KTBT-F	B	33 / 4.8	5.0	4.2	5.2	4.7	4.8	587 / 12.8	11.5	12.4	82 / 1235	A	KTBT-F
9	KRVE-F	AC	30 / 4.4	5.0	6.2	6.1	4.5	5.4	614 / 13.4	14.9	13.4	35 / 713	D	KRVE-F
10	KUMX-F	CHR	28 / 4.1	3.8	4.2	4.7	3.2	4.2	662 / 14.4	15.9	14.0	65 / 1610	F	KUMX-F
11	WLSS-F	CHR	27 / 3.9	4.7	4.5	4.0	4.5	4.3	803 / 17.5	16.9	16.3	46 / 1438	C	WLSS-F
12	WKJN-F	C	26 / 3.8	3.3	3.0	3.5	3.7	3.4	550 / 12.0	10.6	11.6	43 / 998	C	WKJN-F
13	WCKW-F	CL AOR	25 / 3.6	4.0	3.1	3.2	5.0	3.5	610 / 13.3	13.0	12.8	68 / 1371	F	WCKW-F
14	WQCK-F	REL	14 / 2.0	1.5	1.9	1.6	2.3	1.8	196 / 4.3	5.0	6.0	17 / 277	F	WQCK-F
15	WTGE-F	O	13 / 1.9	1.8	3.3	2.7	1.1	2.4	293 / 6.4	9.6	3.1	23 / 365	A	WTGE-F

12+ FM Share (Metro): 79.72% (460 of 577) (Spring 97: 77.05%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEMX-F	1 WXCT-F	1 WXCT-F	1 WYNK-F	1 WYNK-F <	1 WYNK-F	1 WYNK-F	1 WYNK-F <	1 WYNK-F <	1 WEMX-F >>	1 WYNK-F <
2 KUMX-F >	WEMX-F	2 WYNK-F	WXCT-F	2 WXCT-F	2 WJBO	2 WXCT-F	2 WXCT-F	2 WXCT-F <	2 KTBT-F <	2 WEMX-F <
3 KTBT-F >	3 WDGL-F >	3 WDGL-F	3 WDGL-F	3 WDGL-F	3 WXOK <	3 WCKW-F <	3 WJBO	3 WEMX-F	3 KUMX-F	3 WXOK
	4 KQXL-F	WEMX-F <	4 KQXL-F <	4 KQXL-F	4 WXCT-F	4 WXOK <	4 WDGL-F	4 WDGL-F	4 KQXL-F	4 WXCT-F
	KTBT-F >	5 KQXL-F	5 WCKW-F	5 KRVE-F <	5 KRVE-F <	5 KQXL-F <	5 WEMX-F <	5 WJBO	WXCT-F	5 KTBT-F <
	6 WLSS-F	6 KTBT-F <	6 WEMX-F <	6 WCKW-F	6 KQXL-F <	6 WEMX-F	6 KRVE-F	6 KUMX-F <	6 WYNK-F	6 KQXL-F
	WYNK-F	7 WCKW-F	7 KRVE-F <	WJBO	7 WDGL-F <	7 WDGL-F <	WXOK <	7 KQXL-F <	7 KRVE-F	7 WDGL-F <
	8 KUMX-F <	8 WLSS-F	8 KTBT-F	8 WEMX-F <	8 WKJN-F	8 WJBO <	8 KQXL-F	8 KTBT-F <	8 WLSS-F	8 WLSS-F <
	9 WCKW-F >	KRVE-F <	WJBO	9 KTBT-F	9 WKJN-F <	9 KTBT-F <	9 WLSS-F	WJBO	9 KUMX-F <	9 KUMX-F <
						10 WKJN-F <	KRVE-F <		10 WJBO	10 WJBO

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	12+ Ovrite
1 WEMX-F	1 WXCT-F	1 WXCT-F	1 WXCT-F	1 WYNK-F	1 WEMX-F >>	1 WDGL-F	1 WDGL-F	1 WDGL-F	1 WDGL-F	1 WYNK-F
2 WXCT-F >	2 WEMX-F	2 WLSS-F	2 WYNK-F	WXCT-F >	2 KQXL-F	WEMX-F	2 WCKW-F	2 WCKW-F <	2 WCKW-F <	2 KUMX-F <
3 WLSS-F	3 WLSS-F <	3 KTBT-F	3 KQXL-F	3 KQXL-F	WDGL-F	3 WCKW-F	3 WYNK-F	3 WEMX-F <	3 WYNK-F <	3 WXCT-F
	KQXL-F	4 KTBT-F	WYNK-F	WEMX-F	KRVE-F	KTBT-F	4 KQXL-F	4 WXCT-F	4 WXCT-F	WEMX-F
	KUMX-F	5 KQXL-F	5 KQXL-F	5 WLSS-F	5 KTBT-F	5 WXCT-F	5 KQXL-F	5 KQXL-F	5 WJBO	5 WXOK
	6 KTBT-F	WYNK-F >	WDGL-F	KRVE-F	WDGL-F	WLSS-F	6 WYNK-F	KTBT-F	WYNK-F	6 KQXL-F
	WYNK-F >	7 KUMX-F	WEMX-F >	KTBT-F	7 WLSS-F	KUMX-F >	KTBT-F	WEMX-F	7 WJBO	7 WEMX-F
		WDGL-F		8 WDGL-F	WEMX-F	8 KUMX-F	8 KUMX-F	8 KTBT-F	8 KRVE-F	8 KRVE-F
						9 WLSS-F	WXOK		WXOK	
							WBR >			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBRH	B/O	1260	Baton Rouge 0.4 1.6 3 74
KKAY	G	1590	White Castle 0.6 0.9 4 52
KKAY-F	O	104.9	Donaldsonville 1.2 2.4 9 162
WIBR	SPRTS	1300	Baton Rouge 1.0 2.7 8 146
WNDC	B/G	910	Baton Rouge 1.7 4.0 12 198
WPFC	REL	1550	Baton Rouge 1.7 3.1 13 161

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WQUE-F	B	93.3	New Orleans 1.7 5.8 45 703
WTKL-F	O	95.7	New Orleans 0.4 1.6 18 256
WWL	N/T	870	New Orleans 0.6 2.7 20 479

BATON ROUGE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar KRVE-FM, WJBO-AM, WLSS-FM, WSKR-AM, WYNK-AM, WYNK-FM	23.3 %	23.2 %	48.2 %	AC	0 (0)	30 (1)	30 (1)	5.2 %	5.4 %
Citywide KQXL-FM, WEMX-FM, WIBR-AM, WKJN-FM, WXOK-AM	22.3 %	19.1 %	26.5 %	AOR/Classic/NR	0 (0)	25 (1)	25 (1)	4.3 %	7.2 %
Guaranty WDGL-FM, WTGE-FM, WXCT-FM	15.4 %	18.7 %	24.3 %	Black/Urban	37 (2)	131 (4)	168 (6)	29.1 %	32.1 %
				CHR	0 (0)	55 (2)	55 (2)	9.5 %	9.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	143 (3)	143 (3)	24.8 %	20.2 %
				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)	7.8 %	7.4 %
				Oldies	0 (0)	62 (4)	62 (4)	10.7 %	8.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	28 (3)	14 (1)	42 (4)	7.3 %	7.9 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	7 (1)	0 (0)	7 (1)	1.2 %	2.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	61.0 %	61.0 %	99.0 %	Totals	117 (8)	460 (16)	577 (24)		

AM Stations

Station	Freq	Power	Time	Format	Source	Agency	City
WIBR	1300	5 kw/1 kw	(DA-N)	Sports	\$ NA	Eastman	Citywide
WJBO	1150	5 kw	(DA-1)	News/Talk	CBS, Westwd, Source	\$43.00	Sentry
WXOK	1460	5 kw/1 kw	(DA-N)	Black	AURN, ABC	\$26.00	Mc-Guild

FM Stations

Station	Freq	Power	Time	Format	Source	Agency	City	Notes
KQXL	106.5	50 kw @ 298		Black AC	ABC, CBS, Westwd	\$56.00	Mc-Guild	Citywide New Roads
KRVE	96.1	43 kw @ 449		AC		\$38.00	Katz	Capstar Brusly
KTBT	93.7	97 kw @ 997		Black		\$ NA	Allied	Powell New Iberia
WDGL	98.1	100 kw @ 1499		Classic Hits	Westwd	\$57.00	Katz	Guaranty
WEMX	94.1	100 kw @ 981		Black	CBS, ABC, WW1	\$<20.00	Mc-Guild	Citywide Kentwood
WKJN	103.3	100 kw @ 1004		Country	Westwd	\$43.00	Eastman	Citywide Hammond
WLSS	102.5	100 kw @ 1260		CHR		\$40.00	---	Capstar
WQCK	92.7	32 kw @ 604		Religion		\$16.00	---	Clinton
WTGE	107.3	4.6 kw @ 374		Oldies	Westwd	\$ NA	---	Guaranty Baker
WXCT	100.7	100 kw @ 1499		Country		\$37.00	Katz	Guaranty
WYNK	101.5	100 kw @ 1499		Country	ABC	\$77.00	Sentry	Capstar

Notes: Other ranked stations – See New Orleans . . . 1/98 WTGE-F changed from New Rock to Oldies . . . 3/98 WYNK (1380) changed from simulcasting WYNK-F to Children's (Disney)

Jim Duncan

Comments: Total listening to radio is down significantly from a year ago (-0.9 ratings point) . . . WYNK-F and WXCT-F are now in an interesting battle for market leadership . . . KRVE-F has slumped badly of late

BINGHAMTON

Arbitron Rank: 164 **Pop (12+):** 209,300
MSA Rank: 180
MSA Pop: 251,000
DMA: 151
Average Persons Rating: 15.1
Market TSL in Hours: 19.75

Stations: 15 / 13
Diaries: 827/253:1/58.4%
Sample Target: 770
% Below Line: 1.3
% Not Listed: 14.9
Pop per Station: 16,100

Last Year's Revenue: \$8,600,000
Household Income: \$39,582
Total Retail Sales: \$1.88 Bil.
#1 Biller: WHWK-F \$2,300,000
#1 Billing Portfolio: Wicks \$5,350,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WMRV-F	CHR	58 / 18.4	14.6	10.8	10.1	746 / 35.6	32.0	28.5	80 / 1045	B	WMRV-F
2	WHWK-F	C	42 / 13.4	22.0	20.0	16.8	533 / 25.5	31.5	31.8	99 / 1086	D	WHWK-F
3	WAAL-F	CL AOR	31 / 9.9	7.4	11.7	9.0	487 / 23.3	22.7	25.9	46 / 803	C	WAAL-F
4	WNBF	N/T	27 / 8.6	8.4	7.1	9.8	360 / 17.2	15.4	15.8	31 / 407	B	WNBF
	WMXW-F	AC	27 / 8.6	6.5	7.7	7.2	378 / 18.1	16.9	18.5	29 / 431	C	WMXW-F
6	WLTB-F	SAC	17 / 5.4	2.9	2.8	3.0	239 / 11.4	10.9	12.6	17 / 273	A	WLTB-F
7	WYOS-F	O	16 / 5.1	5.2	5.2	10.4	284 / 14.0	12.1	16.1	20 / 362	B	WYOS-F
8	WKGB-F	AOR	12 / 3.8	2.9	5.5	3.3	215 / 10.3	7.9	11.6	16 / 293	B	WKGB-F
9	WINR	ST	9 / 2.9	2.3	3.1	3.9	154 / 7.4	6.5	7.5	10 / 182	A	WINR

12+ FM Share (Metro): 81.34% (218 of 268) (Spring 1997: 81.44%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMRV-F >>>	1 WMRV-F >>	1 WMRV-F >	1 WAAL-F <	1 WMRV-F	1 WHWK-F	1 WMRV-F <	1 WMRV-F >	1 WMRV-F >	1 WMRV-F >	1 WMRV-F
2 WAAL-F	2 WAAL-F >	2 WMRV-F	2 WMRV-F	2 WAAL-F	2 WNBF	2 WHWK-F >	2 WHWK-F	2 WMDXW-F <	2 WHWK-F <	2 WHWK-F >
3 WHWK-F	3 WHWK-F <	3 WHWK-F	3 WHWK-F	3 WHWK-F	3 WMDXW-F	3 WNBF	3 WAAL-F <	3 WHWK-F	3 WMDXW-F	3 WAAL-F
4 WMDXW-F	4 WMDXW-F >	4 WMDXW-F >	4 WMDXW-F >	4 WMDXW-F >	4 WMRV-F	4 WAAL-F <	4 WNBF	4 WAAL-F	4 WAAL-F	4 WNBF
5 WKGB-F >>	5 WLTB-F <	5 WLTB-F <	5 WLTB-F <	5 WLTB-F	5 WMDXW-F >	5 WMDXW-F	5 WMDXW-F	5 WNBF >	5 WNBF	5 WMDXW-F <
	6 WKGB-F	6 WKGB-F	6 WKGB-F	6 WYOS-F	6 WYOS-F	6 WLTB-F	6 WLTB-F >	6 WYOS-F <	6 WYOS-F	6 WYOS-F
				7 WKGB-F	7 WLTB-F			7 WKGB-F	7 WYOS-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	12+ Ovrnite
1 WMRV-F >>>	1 WMRV-F >>	1 WMRV-F	1 WMRV-F >>	1 WMRV-F	1 WMRV-F >>>	1 WMRV-F >>	1 WMRV-F	1 WMRV-F	1 WAAL-F >	1 WMRV-F >
2 WMDXW-F >	2 WMDXW-F	2 WHWK-F	2 WMDXW-F	2 WHWK-F <	2 WAAL-F >>	2 WAAL-F >	WKGB-F	2 WAAL-F >	2 WHWK-F <	2 WNBF
3 WLTB-F >>	3 WHWK-F	WAAL-F	WHWK-F	3 WAAL-F	3 WKGB-F	WAAL-F	WAAL-F	3 WHWK-F	3 WMRV-F	WHWK-F
	4 WAAL-F >	4 WMDXW-F >>>	WAAL-F >	4 WMDXW-F >>	WHWK-F >>	4 WHWK-F >>	4 WMDXW-F	4 WMDXW-F	4 WMDXW-F	4 WMDXW-F
	5 WKGB-F >	5 WLTB-F >	5 WLTB-F >	5 WYOS-F			WKGB-F	5 WKGB-F	5 WKGB-F	
				WLTB-F >			6 WLTB-F	6 WLTB-F	6 WLTB-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBBI-F C 107.5 Endwell	2.2	7.4	10 193
WCDW-F AC-NR 100.5 Conklin	1.3	5.1	6 150
WENE SPRTS 1430 Endicott	2.2	6.2	7 130
WKOP ST 1360 Binghamton	2.2	5.2	8 121

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WQNY-F C 103.7 Ithaca	0.6	1.2	8 137
WYXL-F AC 97.3 Ithaca	0.6	1.5	5 109

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	33 (3)	33 (3)	12.3 %	14.0 %
AOR/Classic/NR	0 (0)	43 (2)	43 (2)	16.0 %	21.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	58 (1)	58 (1)	21.6 %	13.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	51 (3)	51 (3)	19.0 %	27.3 %
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	27 (1)	0 (0)	27 (1)	10.1 %	8.7 %
Oldies	0 (0)	16 (1)	16 (1)	6.0 %	6.4 %
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	0 (0)	17 (1)	17 (1)	6.3 %	0.0 %
Sports	7 (1)	0 (0)	7 (1)	2.6 %	2.3 %
Standards/EZ	16 (2)	0 (0)	16 (2)	6.0 %	6.8 %
Totals	50 (4)	218 (11)	268 (15)		

BINGHAMTON

Consolidation Report	12+	25-54	Revenue
Majac	35.3 %	35.2 %	30.3 %
WBBI-FM, WENE-AM, WKGB-FM, WMRV-FM, WMXW-FM			
Wicks	39.2 %	39.2 %	62.2 %
WAAL-FM, WHWK-FM, WKOP-AM, WNB-FM, WYOS-FM			
	74.5 %	74.4 %	92.5 %

AM Stations

Station	Freq	Power	Format	Source	Rate	Advertiser	Agency
WENE	1430	5 kw (DA-N)	Sports	CBS, SBUSA, 1/1	<\$20.00	Christal	Majac
WINR	680	1 kw/0.5 kw (DA-2)	Standards	CBS, Westwd	<\$20.00	Savalli	
WKOP	1360	5 kw/0.5 kw (DA-2)	Standards	ABC	<\$20.00	Eastman	Wicks
WNB-F	1290	5 kw (DA-N)	News/Talk	ABC, Westwd	\$20.00	Katz	Wicks

FM Stations

Station	Freq	Power	Format	Source	Rate	Advertiser	Agency
WAAL	99.1	7.1 kw @ 1089	Classic AOR		\$38.00	Eastman	Wicks
WHWK	98.1	10 kw @ 960	Country		\$52.00	Mc-Guild	Wicks
WKGB	102.7	1.3 kw @ 708	AOR	Source	<\$20.00	D&R	Majac
WLTB	101.7	2 kw @ 558	Soft AC		<\$20.00	Christal	WEBO
WMRV	105.7	35 kw @ 570	CHR	Westwd	\$20.00	Allied	Majac
WMXW	103.3	0.59 kw @ 1014	AC		\$38.00	Allied	Majac
WYOS	104.1	0.93 kw @ 833	Oldies		\$ NA	Mc-Guild	Wicks

Notes: 3/98 WEBO (1330) changed from simulcasting WGRG-F to New Rock as "The Web" . . . 3/98 WGRG-F changed calls to WLTB-F ("Lite 101.7") . . . 4/98 WBBI-F (107.5; Endwell) began operation, programming Country

Jim Duncan

Comments: Listening levels are steady . . . WHWK-F is at its lowest share since the 1980's . . . WMRV-F is up to its highest share ever . . . WLTB-F experienced some good growth in this survey

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

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	N	- News
AOR	- Album Oriented Rock	O	- Oldies
AOR-NR	- New Rock	REL	- Religion, Christian
AOR-P	- Progressive AOR	REL-CC	- Contemporary Christian
B	- Black (audience 75%+ Black)	SAC	- Soft Adult Contemporary
B/AC	- Black Adult Contemporary	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ N	- Business News	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40, Contemporary	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Language)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel (B/G is Black 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+): 806,200
 MSA Rank: 65
 MSA Pop: 904,000
 DMA: 51
 Average Persons Rating: 15.6
 Market TSL in Hours: 21.00

Stations: 25 / 22
 Diaries: 1,432/563:1/48.3%
 Sample Target: 1,400
 % Below Line: 1.7
 % Not Listed: 11.9
 Pop per Station: 36,645

Last Year's Revenue: \$37,800,000
 Household Income: \$39,443
 Total Retail Sales: \$9.4 Bil.
 #1 Biller: WZZK-F \$6,800,000
 #1 Billing Portfolio: Cox \$14,070,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WZZK-F	143 / 11.3	11.2	10.2	12.3	11.9	11.3	1886 / 23.4	25.2	25.8	189 / 2709	G	WZZK-F
2	WRAX-F	103 / 8.2	8.3	6.0	3.5	4.5	6.5	1415 / 17.6	13.9	9.6	157 / 2244	C	WRAX-F
3	WBHK-F	99 / 7.9	8.0	5.1	5.5	7.1	6.6	1065 / 13.2	9.9	14.1	128 / 1397	D	WBHK-F
4	WBHJ-F	96 / 7.6	8.3	6.2	8.3	8.5	7.6	1141 / 14.2	12.6	16.4	154 / 1815	C	WBHJ-F
5	WMJJ-F	91 / 7.2	5.4	7.6	5.1	8.2	6.3	1196 / 14.8	15.9	16.2	101 / 1462	G	WMJJ-F
6	WZRR-F	70 / 5.6	6.2	6.3	5.4	6.1	5.9	1091 / 13.5	15.1	15.6	116 / 1772	F	WZRR-F
7	WODL-F	59 / 4.7	5.4	5.0	6.5	3.8	5.4	961 / 11.9	16.3	12.6	84 / 1501	D	WODL-F
8	WERC	57 / 4.5	5.6	5.6	5.4	4.9	5.3	890 / 11.0	13.1	10.9	60 / 963	E	WERC
9	WAGG	48 / 3.8	2.8	5.1	3.9	4.4	3.9	615 / 7.6	8.6	8.7	49 / 633	B	WAGG
10	WYSF-F	45 / 3.6	3.9	5.0	6.0	4.7	4.6	996 / 12.4	13.9	14.3	66 / 1457	D	WYSF-F
11	WOWC-F	40 / 3.2	3.1	1.8	2.7	3.8	2.7	854 / 10.6	9.9	11.7	68 / 1504	C	WOWC-F
12	WATV	39 / 3.1	3.1	2.3	2.5	2.9	2.7	485 / 6.0	4.8	6.3	40 / 491	B	WATV
13	WENN-F	35 / 2.8	2.0	4.2	5.5	6.1	3.6	697 / 8.6	13.0	14.8	38 / 781	D	WENN-F
14	WEZN	33 / 2.6	2.4	3.2	1.0	0.5	2.3	394 / 4.9	5.4	1.6	33 / 400	A	WEZN
15	WQEN-F	31 / 2.5	1.3	0.9	1.7	0.9	1.6	597 / 7.4	4.4	2.5	89 / 1568		WQEN-F

12+ FM Share (Metro): 79.01% (877 of 1110) (Spring 97: 81.33%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHJ-F >	1 WRAX-F <	1 WZZK-F <	1 WZZK-F <	1 WZZK-F <	1 WZZK-F >	1 WZZK-F >	1 WZZK-F	1 WZZK-F	1 WBHJ-F	1 WZZK-F
2 WRAX-F >>	2 WBHJ-F	2 WBHK-F <	2 WBHK-F	2 WBHK-F	2 WMJJ-F <	2 WMJJ-F <	2 WMJJ-F	2 WRAX-F	2 WBHK-F >	2 WBHJ-F <
3 WZZK-F	3 WZZK-F	3 WRAX-F <	3 WMJJ-F	3 WMJJ-F	3 WBHK-F	3 WBHK-F <	3 WRAX-F	3 WBHJ-F <	3 WRAX-F <	3 WBHK-F <
4 WBHK-F >	4 WBHJ-F	4 WRAX-F <	4 WRAX-F <	4 WRAX-F <	4 WERC	4 WRAX-F	4 WBHK-F <	4 WMJJ-F	4 WZZK-F	4 WRAX-F
5 WZRR-F <	5 WZRR-F <	5 WMJJ-F	5 WZRR-F >	5 WZRR-F	5 WODL-F	5 WBHJ-F	5 WERC	5 WBHK-F <	5 WENN-F	5 WATV <
6 WMJJ-F >	6 WZRR-F >	6 WODL-F <	6 WODL-F	6 WODL-F	6 WAGG <	6 WZRR-F	6 WZRR-F	6 WZRR-F	6 WYSF-F	6 WZRR-F
	7 WODL-F <	7 WBHJ-F	7 WBHJ-F	7 WBHJ-F	7 WZRR-F	7 WZRR-F	7 WBHJ-F <	7 WODL-F <	7 WDJC-F <	7 WAGG
	8 WYSF-F	8 WYSF-F >	WYSF-F	WYSF-F	8 WATV <	8 WERC	8 WODL-F	8 WERC	8 WMJJ-F	8 WMJJ-F <
					9 WEZN	9 WODL-F	9 WYSF-F	9 WYSF-F	9 WODL-F	9 WODL-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	12+ Ovrnite
1 WBHJ-F	1 WBHJ-F	1 WBHK-F <	1 WZZK-F <	1 WMJJ-F <	1 WBHJ-F >	1 WRAX-F	1 WRAX-F >	1 WRAX-F	1 WRAX-F <	1 WBHK-F
2 WRAX-F >	2 WZZK-F <	2 WMJJ-F	2 WBHK-F <	2 WBHK-F <	2 WRAX-F	2 WBHJ-F	2 WZZK-F >	2 WZRR-F <	2 WZZK-F	2 WZZK-F
3 WZZK-F >	3 WRAX-F	WZZK-F >	3 WMJJ-F	3 WZZK-F >	3 WZRR-F	3 WZZK-F	3 WBHJ-F	3 WZZK-F <	3 WBHK-F	3 WBHJ-F >
4 WBHK-F >	4 WBHK-F >	4 WBHJ-F	4 WBHJ-F	4 WODL-F	4 WENN-F	4 WZRR-F	4 WZRR-F	4 WBHK-F	WZRR-F >	4 WRAX-F
5 WZRR-F	5 WMJJ-F	WYSF-F	5 WRAX-F	5 WYSF-F	5 WZZK-F	5 WBHK-F	5 WMJJ-F	5 WBHJ-F	5 WMJJ-F	5 WMJJ-F
	6 WYSF-F	6 WRAX-F	6 WYSF-F	6 WZRR-F	WBHK-F	6 WMJJ-F	WBHK-F >	6 WMJJ-F	6 WODL-F	6 WODL-F
	7 WZRR-F	7 WZRR-F	7 WODL-F	7 WBHJ-F	WQEN-F	WOWC-F	7 WOWC-F	7 WENN-F	7 WBHJ-F	7 WBHJ-F
			WZRR-F >	WOWC-F >				WODL-F	8 WERC	8 WERC
								WOWC-F	9 WEZN	9 WEZN

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WAPI	N	1070	Birmingham	0.9 3.3 13 306
WDJC-F	REL	93.7	Birmingham	1.8 6.7 41 951
WFMH-F	C	101.1	Cullman	1.1 4.0 34 577
WJLD	B	1400	Fairfield	1.4 5.2 18 420
WJOX	SPRTS	690	Birmingham	1.6 6.4 25 636
WPYK	C	1010	Dora	0.6 0.8 7 67
WZJT-F	CHR/B	92.5	Dora	0.6 2.6 7 217

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WRSA-F	SAC	96.9	Decatur	0.6 1.4 21 327
WTUG-F	B	92.9	Tuscaloosa	0.7 2.0 51 604
WZBQ-F	CHR	94.1	Carrollton	0.4 1.2 55 593

BIRMINGHAM

Consolidation Report				Format Performance					
	12+	25-54	Revenue	AM	FM	Total	%	Spg 97	
Capstar	17.4 %	17.3 %	25.7 %	AC	0 (0)	122 (2)	122 (2)	11.0 %	10.0 %
WERC-AM, WMJJ-FM, WOWC-FM, WQEN-FM				AOR/Classic/NR	0 (0)	173 (2)	173 (2)	15.6 %	11.8 %
Cox	37.9 %	37.6 %	37.2 %	Black/Urban	57 (2)	239 (4)	296 (6)	26.7 %	29.4 %
WAGG-AM, WBHJ-FM, WBHK-FM, WEZN-AM, WODL-FM, WZZK-FM				CHR	0 (0)	12 (2)	12 (2)	1.1 %	0.0 %
Dick	22.7 %	25.0 %	30.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAPI-AM, WENN-FM, WJOX-AM, WRAX-FM, WYSF-FM, WZRR-FM				Country	7 (1)	197 (3)	204 (4)	18.4 %	21.2 %
	78.0 %	79.9 %	93.8 %	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	68 (2)	0 (0)	68 (2)	6.1 %	6.5 %
				Oldies	0 (0)	59 (1)	59 (1)	5.3 %	4.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	48 (1)	23 (1)	71 (2)	6.4 %	8.3 %
				Soft AC	0 (0)	52 (2)	52 (2)	4.7 %	6.5 %
				Sports	20 (1)	0 (0)	20 (1)	1.8 %	1.9 %
				Standards/EZ	33 (1)	0 (0)	33 (1)	3.0 %	0.0 %
				Totals	233 (8)	877 (17)	1110 (25)		

AM Stations

Station	Freq	Pwr	Format	AM	FM	Total	%	Spg 97
WAGG	1320	5 kw/0.11 kw	Black Gospel	AURN	\$24.00	D&R	Cox	
WATV	900	1 kw/0.165 kw	Black Oldies	ABC	\$22.00	Banner		
WERC	960	5 kw (DA-N)	News/Talk	ABC	\$59.00	Sentry	Capstar	
WEZN	610	5 kw/1 kw (DA-N)	Standards	ABC	\$ NA	Katz	Cox	

FM Stations

Station	Freq	Pwr	Format	AM	FM	Total	%	Spg 97
WBHJ	95.7	100 kw @ 981	Black		\$ NA	Mc-Guild	Cox	Tuscaloosa
WBHK	98.7	31 kw @ 620	Black AC	ABC	\$ NA	Mc-Guild	Cox	Warrior
WENN	105.9	1.4 kw @ 673	Black	AURN, ABC	\$94.00	Christal	Dick	Trussville
WMJJ	96.5	100 kw @ 1026	AC		\$87.00	Sentry	Capstar	
WODL	106.9	100 kw @ 1150	Oldies	ABC	\$56.00	Katz	Cox	
WOWC	102.5	83 kw @ 2096	Country		\$34.00	Sentry	Capstar	Jasper
WQEN	103.7	77 kw @ 1105	CHR	AMFM	\$ NA	Sentry	Capstar	Gadsden
WRAX	107.7	100 kw @ 1237	AOR-New Rock	Westwd	\$27.00	Christal	Dick	
WYSF	94.5	100 kw @ 1214	Soft AC		\$ 56.00	Christal	Dick	
WZRR	99.5	100 kw @ 870	AOR/Classic AOR		\$90.00	Christal	Dick	
WZZK	104.7	100 kw @ 1300	Country		\$150.00	Katz	Cox	

Notes: 4/98 WMJJ-F & WOWC-F operated for a few days at reduced powers . . . 6/98 WQEN (103.7; Gadsden) moved into the market from a new tower/antenna; returned from AC/CHR to CHR (Q-103.7)

Jim Duncan

Comments: Overall listening is up moderately (+0.8 ratings point) . . . WQEN-F has its greatest impact in some years . . . WRAX-F held on to its strong gains from the Winter book . . . WYSF-F is down for the third straight survey

BLOOMINGTON

Arbitron Rank: 228 Pop (12+): 119,600
 MSA Rank: 248
 MSA Pop: 144,000
 DMA: 117 (w/Peoria)
 Average Persons Rating: 14.2
 Market TSL in Hours: 18.75

Stations: 24 / 5
 Diaries: 901/133:1/61.0%
 Sample Target: 860
 % Below Line: 29.9
 % Not Listed: 13.5
 Pop per Station: 23,920

Last Year's Revenue: \$7,200,000
 Household Income: \$49,586
 Total Retail Sales: \$1.44 Bil.
 #1 Biller: WJBC \$2,800,000
 #1 Billing Portfolio: Bloomington \$6,400,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level
1	WBWN-F	29 / 17.0	17.0	19.0	18.9	18.9	351 / 29.4	26.7	27.7	39 / 472	C
2	WJBC	27 / 15.8	20.2	17.9	17.8	17.8	387 / 32.4	33.5	33.5	31 / 460	D
3	WBNO-F	26 / 15.3	15.8	13.3	13.3	13.3	398 / 33.3	33.5	32.5	33 / 543	C
4	WIHN-F	11 / 6.5	5.7	8.1	9.4	9.4	209 / 17.4	16.3	18.9	14 / 271	B
	WWCT-F	11 / 6.5	3.8	4.0	5.0	5.0	152 / 12.7	12.5	13.5	19 / 290	
6	WGLO-F	6 / 3.5	2.5	1.7	1.1	1.1	184 / 13.7	10.3	8.2	11 / 281	
	WPBG-F	6 / 3.5	4.4	4.0	1.7	1.7	182 / 12.7	12.6	12.5	15 / 254	
	WLS	6 / 3.5	2.5	4.0	3.3	3.3	85 / 7.1	5.4	8.2	10 / 157	

12+ FM Share (Metro): 72.79% (107 of 147) (Spring 1997: 70.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBNO-F >	1 WBNO-F	1 WBNO-F <	1 WBWN-F	1 WBWN-F	1 WJBC >	1 WJBC >>	1 WBWN-F <	1 WBWN-F	1 WBWN-F	1 WBWN-F
2 WBWN-F >>	2 WBWN-F >	2 WBWN-F >	WBNO-F >>	2 WBNO-F >	2 WBWN-F >	2 WBNO-F <	2 WBNO-F	2 WBNO-F >	WBNO-F >>	2 WJBC <
3 WIHN-F	3 WWCT-F	3 WWCT-F	3 WWCT-F	3 WJBC	3 WBNO-F >	3 WBWN-F >	3 WJBC >	3 WJBC	3 WIHN-F	3 WBNO-F >>
4 WWCT-F >>	4 WIHN-F	4 WJBC	4 WJBC	4 WWCT-F	4 WPBG-F	4 WGLO-F	4 WWCT-F	4 WWCT-F	4 WWCT-F	4 WIHN-F
	5 WJBC	5 WGLO-F	5 WGLO-F	5 WGLO-F	WLS	5 WIHN-F <	5 WIHN-F	5 WIHN-F	5 WJBC >	WWCT-F
	6 WGLO-F	6 WPBG-F	6 WPBG-F	WPBG-F >		6 WWCT-F >	6 WLS >	6 WLS		6 WPBG-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	12+ Ovrntr
1 WBNO-F	1 WBNO-F >>	1 WBNO-F >>	1 WBNO-F	1 WBNO-F >	1 WIHN-F >	1 WWCT-F	1 WBWN-F	1 WBWN-F	1 WBWN-F	1 WBWN-F
2 WBWN-F >	2 WBWN-F >>	2 WBWN-F >>>	2 WBWN-F >>>	2 WBWN-F >>	2 WBWN-F	WWCT-F >	WWCT-F >	2 WWCT-F	2 WWCT-F >	2 WJBC
3 WIHN-F >>>	3 WIHN-F >	3 WJBC	3 WIHN-F	3 WJBC >	WBNO-F >	WIHN-F	3 WGLO-F	3 WIHN-F	3 WGLO-F	3 WBNO-F >
	4 WWCT-F >>		WJBC	4 WPBG-F >	4 WWCT-F >>	WBNO-F >>	WBNO-F >>	WBNO-F	WJBC	4 WIHN-F >>
			WPBG-F	5 WSWT-F		5 WGLO-F	5 WGLO-F	5 WGLO-F >	5 WBNO-F >	
			WWCT-F	WWCT-F >>		WJBC >>		6 WJBC >		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WSNI-F AC 92.9 Colfax	1.8	5.1	3	66

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WBBM N 780 Chicago	0.6	2.3	1	58
WBGE-F B 92.3 Peoria	0.6	1.4	1	17
WDKR-F CL AOR 107.3 Maroa	0.6	1.2	1	23
WEEK-F AC 98.5 Eureka	1.2	6.4	4	120
WGKY-F EZ 106.3 Gibson City	1.2	3.4	4	51
WGN FS/T 720 Chicago	1.8	5.0	7	164
WHMS-F AC 97.5 Champaign	0.6	1.2	1	17
WIXO-F AOR-NR 99.9 Bartonville	1.2	5.9	4	107
WJEZ-F AC 93.7 Pontiac	0.6	3.6	7	119
WMAQ N 670 Chicago	0.6	2.5	2	76
WMVP T 1000 Chicago	0.6	2.2	1	46
WPEO REL 1020 Peoria	0.6	2.1	2	42
WSOY-F AC 102.9 Decatur	0.6	3.3	6	112
WSWT-F AC 106.9 Peoria	1.8	6.3	9	135
WTAZ-F T 102.3 Morton	0.6	1.6	3	44

Format Performance	AM	FM	Total	%	Spq 97
AC	0 (0)	11 (6)	11 (6)	7.5 %	5.9 %
AOR/Classic/NR	0 (0)	31 (5)	31 (5)	21.1 %	17.6 %
Black/Urban	0 (0)	1 (1)	1 (1)	0.7 %	0.7 %
CHR	0 (0)	26 (1)	26 (1)	17.7 %	15.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	29 (1)	29 (1)	19.7 %	22.9 %
Full Service	30 (2)	0 (0)	30 (2)	20.4 %	22.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (4)	1 (1)	10 (5)	6.8 %	7.2 %
Oldies	0 (0)	6 (1)	6 (1)	4.1 %	6.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.7 %	0.7 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	0 (0)	2 (1)	2 (1)	1.4 %	0.0 %
Totals	40 (7)	107 (17)	147 (24)		

BLOOMINGTON

Consolidation Report	12+	25-54	Revenue
Bloomington WBNQ-FM, WBWN-FM, WJBC-AM	48.1 %	45.0 %	88.9 %
Kelly WIHN-FM, WSNI-FM	8.3 %	5.6 %	8.5 %
	56.4 %	50.6 %	97.4 %

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		\$35.00	Mc-Guild	Bloomington	Leroy
WIHN	96.7	3.9 kw @ 410	AOR	ABC	\$20.00	D&R	Kelly	Normal
WSNI	92.9	6 kw @ 328	AC	ABC	\$ NA	D&R	Kelly	Coffax

Notes: 2/98 WJBC/WBNQ-F/WBWN-F sold by Bloomington as part of a \$66,812,850 management buyout . . . 2/98 WAPU-F (CP) sold to Kelly . . . 3/98 WAPU-F (92.9; Coffax) began operations, carrying ABC's AC format . . . 4/98 WAPU-F changed calls to WSNI-F ("Sunny 92.9")

BOISE

Arbitron Rank: 126 Pop (12+): 311,500	Stations: 23 / 21	Last Year's Revenue: \$16,200,000
MSA Rank: 131	Diaries: 711/438:1/58.4%	Household Income: \$44,297
MSA Pop: 392,000	Sample Target: 690	Total Retail Sales: \$4.1 Bil.
DMA: 127	% Below Line: 1.1	#1 Biller: KCIX-F \$1,900,000
Average Persons Rating: 14.5	% Not Listed: 11.7	#1 Billing Portfolio: Citadel \$6,940,000
Market TSL In Hours: 19.50	Pop per Station: 14,833	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KLTB-F	O	39 / 8.8	4.5	5.7	4.2	490 / 15.7	13.9	14.7	65 / 683	B	KLTB-F
2	KZMG-F	CHR	38 / 8.4	8.9	9.2	10.5	680 / 21.8	25.1	23.8	45 / 883	C	KZMG-F
3	KXLT-F	SAC	31 / 6.9	6.9	4.9	4.6	484 / 14.9	14.5	14.2	39 / 628	C	KXLT-F
4	KIDO	T/N	30 / 6.6	5.8	8.0	9.7	472 / 15.1	12.8	15.0	37 / 550	C	KIDO
5	KQFC-F	C	29 / 6.4	9.4	7.4	8.8	474 / 15.2	18.0	17.1	42 / 681	C	KQFC-F
6	KIZN-F	C	27 / 6.0	8.3	9.0	9.4	480 / 15.4	18.1	19.1	46 / 751	C	KIZN-F
7	KBOI	FS	24 / 5.3	6.0	5.9	5.0	395 / 12.7	15.5	14.3	35 / 579	C	KBOI
	KCIX-F	AC	24 / 5.3	5.4	6.2	6.8	411 / 13.2	15.3	17.1	25 / 482	C	KCIX-F
9	KQXR-F	AOR-NR	22 / 4.9	3.8	4.9	4.6	317 / 10.2	11.2	12.6	26 / 407	B	KQXR-F
	KARO-F	AOR	22 / 4.9	4.9	6.2	3.9	436 / 14.0	12.9	13.0	25 / 555	B	KARO-F
	KGEM	ST	22 / 4.9	3.6	2.5	5.3	299 / 9.6	10.1	7.5	24 / 341	A	KGEM
12	KCID-F	AC-NR	15 / 3.3	1.6	1.8		325 / 10.4	7.2	6.2	21 / 376	A	KCID-F
13	KTPZ-F	CHR	14 / 3.1	1.6			355 / 11.4	4.4		28 / 569		KTPZ-F
14	KKGL-F	CL AOR	12 / 2.7	5.8	2.5	2.0	300 / 9.6	12.9	8.8	19 / 377	B	KKGL-F
15	KJOT-F	AOR	11 / 2.4	3.6	4.5	6.4	277 / 8.9	11.1	14.3	17 / 373	C	KJOT-F
16	KFXJ-F	AOR-P	9 / 2.0	3.4	2.5	2.4	189 / 5.4	5.6	5.1	11 / 203	B	KFXJ-F
	KTIK	SPRTS	9 / 2.0	1.1	1.6	1.1	128 / 4.1	4.1	4.1	9 / 128	A	KTIK

12+ FM Share (Metro): 76.44% (305 of 399) (Spring 1997: 78.10%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZMG-F	1 KZMG-F >	1 KZMG-F	1 KXLT-F <	1 KLTB-F	1 KLTB-F	1 KLTB-F <	1 KIDO	1 KLTB-F <	1 KZMG-F	1 KLTB-F
2 KQXR-F	2 KARO-F	2 KLTB-F	2 KLTB-F <	2 KXLT-F	2 KIDO	2 KZMG-F	2 KLTB-F <	2 KXLT-F <	2 KQXR-F	2 KZMG-F
3 KTPZ-F >>	3 KQXR-F	3 KXLT-F <	3 KQFC-F	3 KQFC-F	3 KBOI	3 KBOI <	3 KZMG-F	3 KZMG-F <	3 KIZN-F	3 KIZN-F
	4 KIZN-F	4 KQFC-F <	4 KCIX-F <	4 KCIX-F <	KXLT-F	4 KIDO	KXLT-F	4 KQFC-F <	KARO-F	4 KXLT-F
	5 KCID-F	5 KCIX-F	5 KZMG-F	5 KZMG-F	KGEM <	5 KQFC-F <	5 KCIX-F <	5 KIZN-F <	5 KLTB-F	5 KQFC-F
	KXLT-F	KIZN-F	KIZN-F >	KIZN-F	6 KQFC-F >	6 KXLT-F	6 KQFC-F <	6 KCIX-F	6 KQFC-F <	6 KQXR-F <
	7 KCIX-F	KARO-F	7 KARO-F	7 KIDO	7 KCIX-F	7 KCIX-F <	7 KBOI <	7 KQXR-F <	7 KXLT-F	7 KGEM
	KQFC-F	8 KQXR-F	8 KBOI	8 KBOI	KIZN-F >>	8 KIZN-F	8 KGEM <	8 KBOI <	8 KBOI	8 KKGL-F <
				KARO-F		KARO-F	9 KIZN-F	9 KGEM	KARO-F	9 KARO-F <
								KARO-F		10 KCIX-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	12+ Ovrnite
1 KZMG-F >>>	1 KZMG-F >>	1 KZMG-F	1 KZMG-F	1 KLTB-F	1 KARO-F	1 KARO-F <	1 KARO-F	1 KARO-F	1 KLTB-F	1 KXLT-F >
2 KXLT-F	2 KXLT-F	2 KXLT-F	2 KCIX-F	KXLT-F <	KQXR-F >>	2 KQXR-F >	2 KCID-F	2 KQXR-F <	2 KQFC-F	2 KZMG-F
KTPZ-F	3 KIZN-F	3 KIZN-F >	KXLT-F	3 KCIX-F	3 KZMG-F >	3 KZMG-F	KQXR-F	3 KQFC-F	3 KBOI	3 KTPZ-F
KQXR-F	4 KCIX-F	4 KCIX-F	4 KLTB-F	4 KZMG-F <	4 KJOT-F	4 KCID-F	4 KJOT-F	4 KLTB-F	KARO-F <	KIDO
KARO-F	5 KTPZ-F	KQFC-F >	5 KIZN-F	5 KIZN-F >	KCID-F >>	5 KJOT-F	KZMG-F	KBOI	5 KXLT-F	
KIZN-F >>	KQFC-F		6 KQFC-F >	6 KQFC-F >	7 KIDO	6 KIZN-F	KFXJ-F	6 KZMG-F	KIDO	
				7 KIDO	KKGL-F >		KIZN-F >	KXLT-F	7 KCID-F	
								KCID-F	KTIK	
									KIZN-F	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
KBXL-F	REL	94.1	Caldwell	0.9	4.2	5	176
KFXD	C/O	580	Nampa	1.6	5.0	23	264
KMXM-F	C	100.7	Gooding	0.7	1.9	18	233
KSPD	REL	790	Boise	0.4	1.5	2	48

Other Rated Stations—Outside Market		Metro Share	Cume Rating	TSA AQH	Cume		
KGZH-F	C	98.7	Nyssa, OR	0.4	2.6	3	91
KJHY-F	SP-C	101.9	Emmet, ID	0.7	2.3	3	96

BOISE

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Citadel			28.8 %	28.9 %	42.8 %	AC	0	(0)	39	(2)	39	(2)	9.8 %	9.5 %
KBOI-AM, KIZN-FM, KKGL-FM, KQFC-FM, KZMG-FM						AOR/Classic/NR	0	(0)	76	(5)	76	(5)	19.0 %	24.3 %
Jacor			33.9 %	38.7 %	39.1 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KARO-FM, KCIX-FM, KFXD-AM, KIDO-AM, KLTB-FM, KXLT-FM						CHR	0	(0)	52	(2)	52	(2)	13.0 %	10.9 %
Journal Broadcast Group, pend.			15.5 %	9.4 %	14.4 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KCID-FM, KGEM-AM, KJOT-FM, KQXR-FM						Country	7	(1)	61	(4)	68	(5)	17.0 %	20.0 %
			78.2 %	77.0 %	96.3 %	Full Service	24	(1)	0	(0)	24	(1)	6.0 %	7.1 %
						Hispanic	0	(0)	3	(1)	3	(1)	0.8 %	0.0 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	30	(1)	0	(0)	30	(1)	7.5 %	10.0 %
						Oldies	0	(0)	39	(1)	39	(1)	9.8 %	6.8 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	2	(1)	4	(1)	6	(2)	1.5 %	0.7 %
						Soft AC	0	(0)	31	(1)	31	(1)	7.8 %	5.8 %
						Sports	9	(1)	0	(0)	9	(1)	2.3 %	1.9 %
						Standards/EZ	22	(1)	0	(0)	22	(1)	5.5 %	2.9 %
Totals							94	(6)	305	(17)	399	(23)		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
KBOI	670	50 kw (DA-N)	Full Service	Westwd, ABC	\$30.00	Katz	Citadel
KGEM	1140	10 kw (DA-N)	Standards	Westwd	\$<20.00	Allied	Journal BG, pend.
KIDO	630	5 kw (DA-2)	News/Talk	Westwd	\$27.00	Christal	Jacor
KTIK	1340	1 kw	Sports	1-On-1, CBS	\$ NA	Mc-Guild	Nampa

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Comments
KARO	103.3	54 kw @ 2588	AOR	\$35.00	Christal	Jacor	Caldwell
KCID	107.1	49 kw @ 2654	Modern AC	\$ NA	Allied	Journal BG, pend.	Caldwell
KCIX	105.9	49 kw @ 2699	AC	\$35.00	Mc-Guild	Jacor	Garden City
KFXJ	94.9	49 kw @ 2692	Progressive AOR	\$<20.00	Allied		Nampa
KIZN	92.3	44 kw @ 2499	Country	\$32.00	Banner	Citadel	
KJOT	105.1	53 kw @ 2588	AOR	\$25.00	Allied	Journal BG, pend.	
KKGL	96.9	44 kw @ 2519	Classic AOR	\$<20.00	Katz	Citadel	Nampa
KLTB	104.3	52 kw @ 2578	Oldies	\$25.00	Christal	Jacor	
KQFC	97.9	47 kw @ 2499	Country	\$51.00	Katz	Citadel	
KQXR	100.3	100 kw @ 708	New Rock	\$<20.00	Allied	Journal BG, pend.	Payette
KTPZ	99.1	80 kw @ 2192	CHR	\$ NA	---	KMXM-F	Mountain Home
KXLT	107.9	45 kw @ 2684	Soft AC	\$<20.00	Christal	Jacor	Eagle
KZMG	93.1	50 kw @ 2631	CHR	\$35.00	Banner	Citadel	New Plymouth

Notes: 3/98 American General sold these stations to Journal Broadcast Group for \$15,500,000 total: KCID (Caldwell); KCID-FM; KGEM; KJOT-F; KQXR-F; KSRV-AF (Ontario, OR) . . . 4/98 KFXD (AM) changed to Classic Country . . . 5/98 KFXD-F changed calls to KFXJ-F; remains Progressive AOR

Jim Duncan

Comments: Total listening to radio is down sharply -- off 1.6 ratings points . . . KLTB-F has its highest share ever and leads the market in 12+ for the first time; Boise has so many stations now that it is possible for an Oldies station to be market leader . . . Both Country stations are in serious downtrends . . . KJOT is at its lowest share in many years

BOSTON

Arbitron Rank: 10 Pop (12+): 3,290,700
MSA Rank: 7
MSA Pop: 3,870,000
DMA: 6
Average Persons Rating: 16.8
Market TSL in Hours: 22.25

Stations: 32 / 29
Diaries: 4,137/795:1/51.3%
Sample Target: 4,100
% Below Line: 1.4
% Not Listed: 16.1
Pop per Station: 113,472

Last Year's Revenue: \$219,000,000
Household Income: \$56,795
Total Retail Sales: \$36.5 Bil.
#1 Biller: WBZ \$26,000,000
#1 Billing Portfolio: CBS \$93,530,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WBZ	429 / 7.8	7.9	9.4	8.4	7.7	8.4	7219 / 21.9	25.1	22.4	543 / 9522	K	WBZ
2	WJMN-F	393 / 7.1	6.6	6.2	6.1	6.3	6.5	6150 / 18.7	17.2	16.8	526 / 9099	I	WJMN-F
3	WMJX-F	332 / 6.0	6.8	6.0	5.7	5.4	6.1	5400 / 16.4	16.0	14.9	358 / 6217	J	WMJX-F
4	WXKS-F	322 / 5.8	6.3	5.9	6.6	6.2	6.2	6527 / 19.8	19.9	20.5	388 / 8228	K	WXKS-F
5	WBCN-F	321 / 5.8	5.5	5.2	5.2	5.8	5.4	5558 / 16.9	19.1	17.3	406 / 7287	K	WBCN-F
6	WRKO	317 / 5.7	5.7	6.4	5.5	5.8	5.8	3909 / 11.9	13.4	11.9	376 / 4900	H	WRKO
7	WBMX-F	253 / 4.6	3.9	3.6	3.8	4.2	4.0	5032 / 15.3	13.3	13.8	343 / 7067	I	WBMX-F
8	WCRB-F	252 / 4.6	4.8	4.0	4.0	4.4	4.3	3750 / 11.4	11.0	11.1	362 / 5569	E	WCRB-F
9	WODS-F	226 / 4.1	4.3	5.0	4.4	4.9	4.4	4217 / 12.8	14.8	15.2	303 / 5960	J	WODS-F
10	WEEI	217 / 3.9	3.7	3.4	3.3	3.6	3.6	4076 / 12.4	9.7	11.0	255 / 4949	K	WEEI
11	WAAF-F	179 / 3.2	2.7	3.0	2.9	2.9	3.0	2696 / 8.2	7.9	8.8	320 / 4875	G	WAAF-F
12	WZLX-F	174 / 3.2	3.0	3.3	3.1	3.4	3.1	3540 / 10.8	10.4	11.5	247 / 4863	I	WZLX-F
13	WROR-F	165 / 3.0	2.7	2.9	3.8	3.2	3.1	2828 / 8.6	8.5	9.4	199 / 3517	H	WROR-F
14	WKLB-F	138 / 2.5	3.3	3.2	3.4	3.5	3.1	1912 / 5.8	6.9	7.3	209 / 2995	G	WKLB-F
15	WSJZ-F	131 / 2.4	2.8	1.8	1.4	1.8	2.1	2014 / 6.1	5.0	5.1	178 / 2703	E	WSJZ-F
16	WBOS-F	122 / 2.2	2.5	2.1	2.9	2.7	2.4	3353 / 10.2	10.5	10.6	156 / 4469	H	WBOS-F
17	WEGQ-F	121 / 2.2	2.1	2.7	2.9	2.7	2.5	2805 / 8.5	10.0	10.1	171 / 3943	G	WEGQ-F
18	WXKS	96 / 1.7	1.4	2.5	2.4	1.7	2.0	1189 / 3.6	4.7	3.8	96 / 1193	A	WXKS
19	WILD	67 / 1.2	1.0	1.8	1.4	1.1	1.4	926 / 2.8	2.3	2.1	69 / 951	C	WILD
20	WFNX-F	66 / 1.2	1.2	1.2	1.3	1.5	1.2	1858 / 5.6	5.1	5.4	71 / 2006	D	WFNX-F

12+ FM Share (Metro): 72.59% (3364 of 4634) (Spring 97: 74.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F >>	1 WBCN-F	1 WBCN-F	1 WBCN-F <	1 WMJX-F <	1 WBZ	1 WBZ	1 WMJX-F <	1 WJMN-F	1 WJMN-F <	1 WJMN-F
2 WXKS-F >>	2 WJMN-F	2 WXKS-F <	2 WBMX-F <	2 WBCN-F <	2 WRKO	2 WBCN-F >	2 WRKO	WRKO	2 WBZ	2 WBZ
3 WAAF-F <	WXKS-F	3 WJMN-F <	3 WXKS-F <	3 WBMX-F <	3 WCRB-F	3 WXKS-F <	3 WBMX-F	3 WXKS-F <	3 WMJX-F	3 WMJX-F
4 WBCN-F >	4 WBMX-F <	4 WBMX-F <	4 WMJX-F	4 WXKS-F	4 WMJX-F <	4 WJMN-F	WXKS-F <	4 WMJX-F <	4 WEEI <	4 WXKS-F <
	5 WAAF-F	5 WMJX-F	5 WZLX-F	5 WBZ <	5 WODS-F <	5 WBMX-F <	5 WJMN-F <	5 WBZ <	5 WXKS-F	5 WCRB-F
	6 WMJX-F >	6 WZLX-F <	6 WJMN-F <	6 WODS-F <	6 WEEI	6 WRKO <	6 WBZ <	6 WBMX-F <	6 WCRB-F	6 WRKO
	7 WZLX-F	7 WAAF-F	7 WODS-F <	7 WZLX-F	7 WROR-F	7 WMJX-F	7 WCRB-F <	7 WBCN-F	7 WBCN-F	7 WODS-F
	8 WBOS-F	8 WODS-F <	8 WBZ <	8 WJMN-F <	8 WKLB-F	8 WEEI <	8 WODS-F	8 WCRB-F	8 WODS-F	8 WBCN-F <
		9 WBZ <	9 WEEI <	9 WROR-F <	9 WROR-F	WBCN-F	WODS-F	9 WAAF-F <	9 WBMX-F <	
		10 WEEI <		10 WEEI						

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	12+ Ovrite
1 WJMN-F	1 WXKS-F <	1 WBMX-F <	1 WXKS-F	1 WMJX-F	1 WBCN-F >	1 WBCN-F >	1 WBCN-F >	1 WBCN-F >	1 WBCN-F	1 WBZ >>>
2 WXKS-F >	2 WJMN-F	2 WXKS-F	2 WJMN-F <	2 WXKS-F <	2 WAAF-F <	2 WAAF-F >	2 WAAF-F	2 WZLX-F	2 WEEI <	2 WMJX-F
3 WBCN-F	3 WBMX-F	3 WMJX-F	3 WMJX-F <	3 WBMX-F <	3 WJMN-F <	3 WJMN-F	3 WZLX-F	WAAF-F <	3 WZLX-F	3 WRKO <
4 WMJX-F	4 WMJX-F	4 WJMN-F	4 WBMX-F >	4 WODS-F <	4 WXKS-F >	4 WXKS-F	4 WBMX-F	4 WEEI	4 WBZ	4 WJMN-F
5 WBMX-F	5 WBCN-F >	5 WBCN-F >>	5 WBCN-F	5 WJMN-F	5 WBMX-F	5 WZLX-F <	5 WXKS-F <	5 WBMX-F	5 WMJX-F <	5 WXKS-F <
6 WAAF-F >	6 WAAF-F	6 WROR-F	6 WODS-F	6 WROR-F <	6 WBMX-F >	6 WEEI <	WJMN-F <	6 WBMX-F <	6 WBMX-F <	
	7 WBOS-F	7 WAAF-F	7 WROR-F	7 WBZ	7 WMJX-F <	7 WJMN-F <	7 WXKS-F	7 WAAF-F	7 WAAF-F	
		WODS-F	8 WEGQ-F	8 WCRB-F <		8 WBOS-F	8 WJMN-F <	WRKO <		
			WBOS-F	9 WBCN-F <				9 WODS-F		
			WBZ <	10 WSJZ-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBOQ-F	CL	104.9	Gloucester 0.4 1.1 26 436
WESX	ST	1230	Salem 0.4 1.0 22 339
WEZE	REL	590	Boston 0.5 1.3 32 498
WJDA	ST	1300	Quincy 0.7 0.9 36 316
WJIB	EZ	740	Cambridge 0.3 0.8 19 287
WLLH	ST	1400	Lowell-Lawrence 0.3 0.8 18 276
WPLM-F	J	99.1	Plymouth 0.3 1.6 52 1049
WROL	REL	950	Boston 0.4 1.5 22 579
WXR-V-F	AOR-NR	92.5	Haverhill 0.9 3.4 80 1656

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGIR-F	AOR	101.1	Manchester, NH 0.4 1.8 107 2113
WHJY-F	AOR	94.1	Providence 0.5 1.8 187 2671
WXLO-F	AC	104.5	Fitchburg 0.5 2.9 138 2700

BOSTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
CBS	25.5 %	27.7 %	42.7 %	AC	0 (0)	776 (4)	776 (4)	16.7 %	16.7 %
WBCN-FM, WBMX-FM, WBZ-AM, WODS-FM, WZLX-FM				AOR/Classic/NR	0 (0)	964 (8)	964 (8)	20.8 %	21.1 %
Chancellor	14.6 %	10.8 %	15.4 %	Black/Urban	67 (1)	0 (0)	67 (1)	1.4 %	1.3 %
WJMN-FM, WXKS-AM, WXKS-FM				CHR	0 (0)	715 (2)	715 (2)	15.4 %	14.5 %
Entercom, pend.	15.0 %	14.0 %	19.4 %	Classical	0 (0)	276 (2)	276 (2)	6.0 %	5.6 %
WAAF-FM, WEEI-AM, WEGQ-FM, WRKO-AM				Country	0 (0)	138 (1)	138 (1)	3.0 %	4.5 %
Greater Media	10.1 %	12.9 %	18.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBOS-FM, WKLB-FM, WROR-FM, WSJZ-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	65.2 %	65.4 %	96.1 %	Jazz	0 (0)	148 (2)	148 (2)	3.2 %	2.6 %
				News/Talk	746 (2)	0 (0)	746 (2)	16.1 %	16.0 %
				Oldies	0 (0)	347 (2)	347 (2)	7.5 %	8.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	50 (2)	0 (0)	50 (2)	1.1 %	0.8 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Sports	217 (1)	0 (0)	217 (1)	4.7 %	4.2 %
				Standards/EZ	190 (5)	0 (0)	190 (5)	4.1 %	3.3 %
				Totals	1270 (11)	3364 (21)	4634 (32)		

AM Stations

Station	Power	Time	Format	Company	AM	FM	Total	Other
WBZ	1030	50 kw (DA-1)	News/Talk	ABC, CBS, AP	\$327.00	Group W	CBS	
WEEI	850	50 kw (DA-2)	Sports	CBS, Westwd	\$215.00	Eastman	CBS	
WILD	1090	5 kw (Days)	Black	ABC	\$52.00	K&P		
WRKO	680	50 kw (DA-2)	Talk	ABC	\$180.00	Eastman	CBS	
WXKS	1430	5 kw/1 kw (DA-N)	Standards	Westwd	\$50.00	Katz	Chancellor	Everett

FM Stations

Station	Power	Time	Format	Company	AM	FM	Total	Other
WAAF	107.3	18.5 kw @ 822	AOR-New Rock	Westwd	\$142.00	D&R	CBS	Worcester
WBCN	104.1	20.9 kw @ 771	AOR		\$350.00	CBS	CBS	
WBMX	98.5	9 kw @ 1145	AC		\$235.00	Christal	CBS	
WBOS	92.9	8.81 kw @ 1152	Progressive AOR		\$155.00	Mc-Guild	Greater Media	Brookline
WCRB	102.5	15 kw @ 925	Classical		\$125.00	Allied	Charles River	Waltham
WEGQ	93.7	34 kw @ 587	Classic Hits		\$115.00	Christal	CBS	Lawrence
WFNX	101.7	1.65 kw @ 449	AOR-New Rock		\$60.00	Allied		Lynn
WJMN	94.5	11.5 kw @ 1053	CHR		\$165.00	Katz	Chancellor	
WKLB	99.5	32 kw @ 600	Country		\$100.00	Mc-Guild	Greater Media	
WMJX	106.7	21.4 kw @ 771	AC		\$251.00	Mc-Guild	Greater Media	
WODS	103.3	16 kw @ 887	Oldies	CBS	\$200.00	CBS	CBS	
WROR	105.7	8.5 kw @ 1145	AC		\$ NA	Mc-Guild	Greater Media	Framingham
WSJZ	96.9	9 kw @ 1152	Jazz		\$150.00	Mc-Guild	Greater Media	
WXKS	107.9	20.5 kw @ 771	CHR/AC		\$310.00	Katz	Chancellor	Medford
WZLX	100.7	21.4 kw @ 771	Classic AOR	Westwd	\$260.00	Infinity	CBS	

Notes: 4/98 WSRO (1470; Marlborough) sold for \$250,000 . . . 5/98 WADN (1120; Concord) sold for \$450,000 . . . 8/98 CBS sold these stations to Entercom for \$140,000,000 total: WAAF-F for \$36,000,000; WEEI for \$26,000,000; WEGQ-F for \$37,000,000; WRKO for \$40,000,000 (+ \$1,000,000 for WWTM Worcester)

Jim Duncan

Comments: Listening to radio is down slightly versus a year ago . . . WJMN-F has its highest share since prior to 1994 . . . WBMX-F is at its highest share in over three years

BRIDGEPORT

Arbitron Rank: 114 Pop (12+): 364,600
MSA Rank: 69 (Fairfield Co.)
MSA Pop: 832,000
DMA: NY (#1)
Average Persons Rating: 18.2
Market TSL In Hours: 23.75

Stations: 41 / 5
Diaries: 1,214/300:1/46.9%
Sample Target: 1,210
% Below Line: 62.6
% Not Listed: 11.5
Pop per Station: 72,920

Last Year's Revenue: \$29,500,000
Household Income: \$55,076
Total Retail Sales: \$4.7 Bil.
#1 Biller: WEBE-F \$8,300,000
#1 Billing Portfolio: Fairfield/ML combo \$11,200,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WEZN-F	SAC	81 / 12.2	13.0	12.7	10.8	11.6	12.2	974 / 26.7	28.1	30.6	81 / 974	G	WEZN-F
2	WICC	FS	77 / 11.6	16.4	12.9	12.5	13.4	13.4	926 / 25.4	30.5	27.8	77 / 926	D	WICC
3	WEBE-F	AC	69 / 10.4	10.5	8.6	12.2	11.5	10.4	876 / 24.0	24.2	23.1	69 / 876	H	WEBE-F
4	WQHT-F	UI/CHR	32 / 4.8	3.9	4.1	4.0	4.3	4.2	388 / 10.6	10.2	9.8	32 / 388		WQHT-F
5	WKCI-F	CHR	30 / 4.5	3.8	4.9	4.1	5.1	4.3	571 / 15.7	15.6	16.3	30 / 571		WKCI-F
6	WFAN	SPRST	29 / 4.4	5.1	4.1	6.0	4.2	4.9	484 / 13.3	13.7	13.8	29 / 484		WFAN
7	WSKQ-F	SP	21 / 3.2	2.1	1.3	1.4	2.3	2.0	167 / 4.6	4.6	3.5	21 / 167		WSKQ-F
8	WWYZ-F	C	19 / 2.9	3.4	3.8	2.5	3.7	3.1	261 / 7.2	7.3	7.6	19 / 261		WWYZ-F
9	WPLR-F	AOR	17 / 2.6	4.6	4.8	5.9	4.6	4.5	420 / 11.5	12.8	13.2	17 / 420		WPLR-F
	WCBS	N	17 / 2.6	2.6	3.6	2.7	2.9	2.9	430 / 11.8	11.7	12.3	17 / 430		WCBS
11	WABC	T	16 / 2.4	0.8	1.2	2.1	1.7	1.6	210 / 5.7	3.3	4.2	16 / 210		WABC
12	WRKS-F	B/AC	15 / 2.3	2.1	1.8	2.1	1.5	2.1	210 / 5.8	5.7	4.6	15 / 210		WRKS-F
13	WEFX-F	CL AOR	13 / 2.0	1.5	2.0	1.7	1.5	1.8	186 / 5.1	5.8	5.2	13 / 186	E	WEFX-F

12+ FM Share (Metro): 68.52% (394 of 575) (Spring 1997: 68.39%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQHT-F >>>	1 WEZN-F >	1 WEZN-F	1 WEZN-F	1 WEBE-F <	1 WICC >	1 WICC >	1 WEZN-F <	1 WEZN-F	1 WEZN-F	1 WICC >
2 WEZN-F >	2 WEBE-F	2 WEBE-F >	WEBE-F >>	2 WEZN-F >>	2 WEZN-F <	2 WEZN-F	2 WEBE-F >>	2 WEBE-F	2 WQHT-F	2 WEZN-F >
3 WBLI-F	WQHT-F	3 WKCI-F	3 WKCI-F <	3 WICC <	3 WEBE-F >>	3 WEBE-F >	3 WICC	3 WICC >	3 WEBE-F	3 WEBE-F
WMRQ-F	4 WKCI-F >	4 WQHT-F	4 WFAN	4 WFAN	4 WFAN <	4 WFAN >	4 WKCI-F	4 WQHT-F	4 WICC >	4 WSKQ-F <
WKCI-F	5 WSKQ-F <	5 WSKQ-F	5 WICC	5 WKCI-F	5 WCBS <	5 WQHT-F	5 WABC	5 WKCI-F <	5 WFAN	5 WQHT-F
WKSS-F >>	6 WFAN >	WFAN	6 WQHT-F	6 WWYZ-F	6 WABC	WKCI-F <	6 WFAN <	6 WFAN	WKCI-F <	6 WKCI-F >
		7 WICC	WPLR-F	WPLR-F <	WWYZ-F >	7 WXRK-F <	7 WQHT-F <	7 WWYZ-F	7 WRKS-F	
		WPLR-F	WEFX-F <			8 WCBS >	8 WOR <			

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	12+ Ovrnite
1 WEZN-F	1 WEZN-F	1 WEZN-F	1 WEZN-F <	1 WEZN-F <	1 WEZN-F	1 WEZN-F <	1 WFAN	1 WEZN-F	1 WEBE-F	1 WICC >>
WQHT-F	2 WEBE-F >	WEBE-F >>	2 WEBE-F >>	2 WEBE-F >>	2 WQHT-F	2 WQHT-F	2 WEZN-F	2 WFAN <	2 WFAN <	2 WCBS
3 WSKQ-F	3 WQHT-F	3 WQHT-F	3 WKCI-F	3 WICC	3 WKCI-F	3 WKCI-F	3 WXRK-F	3 WEBE-F	3 WEZN-F >	3 WEZN-F >
WKCI-F	4 WKCI-F	WKCI-F >	4 WSKQ-F	4 WKCI-F	4 WSKQ-F >	WFAN >	WEBE-F	4 WKCI-F	4 WEFX-F	4 WFAN
5 WEBE-F >>	5 WSKQ-F >>	5 WSKQ-F >	5 WQHT-F <	5 WSKQ-F >	5 WRKI-F >>	5 WXRK-F	WQHT-F	5 WQHT-F	5 WWYZ-F	5 WEBE-F
			6 WICC >			WEBE-F	6 WKCI-F	WEFX-F	WPLR-F	
						7 WPLR-F	WPLR-F	7 WXRK-F	7 WKCI-F	
							8 WRKS-F >	WPLR-F >	WXRK-F	
									WICC	

BRIDGEPORT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WADS	ST	690	Ansonia	0.3	0.9	
WCUM	SP	1450	Bridgeport	1.2	2.2	
WFIF	REL	1500	Fairfield	0.6	1.9	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WALK-F	AC	97.5	Patchogue, NY	0.6	2.2	
WAVZ	ST	1300	New Haven	0.9	2.5	
WAXQ-F	CL AOR	104.3	New York	0.3	1.1	
WBIX-F	AC	105.1	New York	0.3	0.7	
WBLI-F	AC/CHR	106.1	Patchogue, NY	0.9	4.4	
WBLS-F	B/AC	107.5	New York	0.5	2.0	
WDRC-F	O	102.9	Hartford	1.1	4.0	
WELI	FS	960	New Haven	0.3	1.9	
WHTZ-F	CHR	100.3	Newark, NJ	1.1	5.4	
WINS	N	1010	New York	0.3	1.4	
WKHL-F	O	96.7	Stamford	1.5	4.5	
WKSS-F	CHR	95.7	Meriden	0.6	5.3	
WKTU-F	CHR/U	103.5	Lake Success, NY	0.8	4.9	
WMRQ-F	AOR-NR	104.1	Waterbury	1.1	5.1	
WNEW-F	CL AOR	102.7	New York	0.3	1.2	
WOR	T	710	New York	1.5	3.5	
WPAT-F	SP	93.1	Paterson, NJ	0.6	1.7	
WPLJ-F	CHR/AC	95.5	New York	0.8	2.6	
WQCD-F	J	101.9	New York	1.8	4.9	
WQEW	ST	1560	New York	1.2	3.0	
WQXR-F	CL	96.3	New York	0.3	1.3	
WRCH-F	SAC	100.5	New Britain	0.5	1.1	
WRKI-F	AOR	95.1	Brookfield	1.4	4.2	
WXRK-F	T/NR	92.3	New York	1.7	5.6	
WZMX-F	CL HITS	93.7	Hartford	0.5	3.4	

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	81 (4)	81 (4)	14.1 %	10.9 %
AOR/Classic/NR	0 (0)	50 (6)	50 (6)	8.7 %	11.7 %
Black/Urban	0 (0)	50 (3)	50 (3)	8.7 %	9.6 %
CHR	0 (0)	51 (5)	51 (5)	8.9 %	8.2 %
Classical	0 (0)	2 (1)	2 (1)	0.3 %	0.4 %
Country	0 (0)	19 (1)	19 (1)	3.3 %	4.8 %
Full Service	79 (2)	0 (0)	79 (2)	13.7 %	15.5 %
Hispanic	8 (1)	25 (2)	33 (3)	5.7 %	2.9 %
Jazz	0 (0)	12 (1)	12 (1)	2.1 %	1.1 %
News/Talk	45 (4)	0 (0)	45 (4)	7.8 %	7.5 %
Oldies	0 (0)	20 (3)	20 (3)	3.5 %	4.6 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.7 %	1.0 %
Soft AC	0 (0)	84 (2)	84 (2)	14.6 %	14.8 %
Sports	29 (1)	0 (0)	29 (1)	5.0 %	4.8 %
Standards/EZ	16 (3)	0 (0)	16 (3)	2.8 %	2.3 %
Totals	181 (12)	394 (28)	575 (40)		

AM Stations

WICC	600	1 kw/0.5 kw (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	Sentry	Capstar	Norwalk
WEZN	99.9	27.5 kw @ 669	Soft AC	\$117.00	Katz	Cox	

Notes: Other ranked stations – See New Haven, New York or Hartford . . . There is no TSA . . . There is no Consolidation Report (no duopolies in place) . . . Revenue data is for all of Fairfield County

Jim Duncan

Comments: Total listening is up strongly (+1.5 rating points versus a year ago) . . . WEZN-F leads the market (12+) for the first time since Fall 1995

BUFFALO

Arbitron Rank: 41	Pop (12+): 979,500	Stations: 26 / 23	Last Year's Revenue: \$44,600,000
MSA Rank: 46		Diaries: 2,496/392:1/56.5%	Household Income: \$41,120
MSA Pop: 1,170,000		Sample Target: 2,420	Total Retail Sales: \$10.2 Bil.
DMA: 39		% Below Line: 2.3	#1 Biller: WBEN \$6,750,000
Average Persons Rating: 16.8		% Not Listed: 9.9	#1 Billing Portfolio:
Market TSL in Hours: 22.00		Pop per Station: 42,587	Sinclair Broadcast Group \$18,020,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WJYE-F	SAC	140 / 8.5	8.0	8.3	7.8	8.3	8.2	1979 / 20.2	16.7	20.3	148 / 2123	F	WJYE-F
2	WYRK-F	C	136 / 8.3	8.7	10.3	8.1	7.3	8.8	1524 / 15.6	18.6	15.2	169 / 1950	F	WYRK-F
3	WBEN	FS/T	129 / 7.9	8.5	10.2	8.7	7.4	8.8	1956 / 20.0	29.3	19.0	134 / 2064	G	WBEN
4	WHTT-F	O	127 / 7.7	7.2	6.4	7.5	6.7	7.2	2280 / 23.1	19.2	19.4	139 / 2537	F	WHTT-F
5	WKSE-F	CHR	125 / 7.6	6.6	6.4	6.3	7.0	6.7	2325 / 23.7	22.2	22.7	140 / 2627	F	WKSE-F
	WGRF-F	AOR/CL	125 / 7.6	7.5	7.5	8.9	9.6	7.9	1850 / 18.9	17.7	17.4	142 / 2126	G	WGRF-F
7	WBLK-F	B	123 / 7.5	7.8	6.6	7.4	8.4	7.3	1472 / 15.0	14.4	14.2	128 / 1571	D	WBLK-F
8	WGR	T	90 / 5.5	5.6	5.2	4.5	5.7	5.2	1617 / 16.5	16.6	17.5	98 / 1811	D	WGR
9	WECK	ST	79 / 4.8	6.1	4.6	6.5	5.9	5.5	1061 / 10.8	10.6	10.9	81 / 1151	A	WECK
10	WEDG-F	AOR-NR	75 / 4.6	4.5	4.1	4.2	4.7	4.3	1420 / 14.5	13.9	15.7	82 / 1581	E	WEDG-F
11	WMJQ-F	AC/CHR	69 / 4.2	4.6	4.9	4.6	5.8	4.6	1407 / 14.4	14.1	16.0	102 / 2041	F	WMJQ-F
12	WLCE-F	AC-NR	65 / 4.0	4.6	5.2	5.9	5.1	4.9	1604 / 16.4	19.0	19.6	86 / 2014	C	WLCE-F
13	CKEY-F	AOR-P	25 / 1.5	1.2	0.5	0.6	0.4	1.0	641 / 6.5	3.4	3.4	27 / 667		CKEY-F
14	WWWS	B/O	23 / 1.4	1.5	1.0	1.3	1.6	1.3	252 / 2.6	2.3	2.7	23 / 252	A	WWWS
15	WDCX-F	REL	22 / 1.3	1.0	0.8	1.4	1.3	1.1	321 / 3.3	3.3	3.4	24 / 391		WDCX-F
16	CILQ-F	AOR	20 / 1.2	0.8	1.0				394 / 4.0	4.2		20 / 408		CILQ-F
17	WNUC-F	C	17 / 1.0	1.3	1.5	1.4	1.5	1.3	530 / 5.4	6.9	5.9	49 / 940	B	WNUC-F
	WUFO	B	17 / 1.0	0.4	0.7	0.6	0.7	0.7	183 / 1.9	1.8	1.3	17 / 183	A	WUFO

12+ FM Share (Metro): 74.34% (1098 of 1477) (Spring 97: 75.22%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSE-F	1 WGRF-F <	1 WGRF-F	1 WGRF-F	1 WGRF-F	1 WBEN <	1 WBEN >	1 WJYE-F	1 WJYE-F <	1 WBLK-F	1 WYRK-F <
2 WBLK-F >>>	2 WKSE-F	2 WYRK-F <	2 WYRK-F	2 WYRK-F <	2 WJYE-F <	2 WYRK-F <	2 WYRK-F <	2 WYRK-F <	2 WHTT-F <	2 WBLK-F <
3 WEDG-F >>	3 WBLK-F <	3 WKSE-F <	3 WJYE-F	3 WJYE-F <	3 WHTT-F <	3 WJYE-F <	3 WGRF-F <	3 WKSE-F	3 WKSE-F	3 WHTT-F <
4 WEDG-F	4 WBLK-F <	4 WBLK-F <	4 WHTT-F <	4 WYRK-F	4 WKSE-F <	4 WBEN <	4 WGRF-F <	4 WYRK-F	4 WYRK-F	4 WKSE-F <
5 WLCE-F	5 WJYE-F	5 WHTT-F	5 WBLK-F	5 WGR <	5 WGR <	5 WHTT-F	5 WBLK-F <	5 WGRF-F <	5 WGRF-F <	5 WGRF-F
	WYRK-F	6 WHTT-F <	6 WKSE-F <	6 WMJQ-F <	6 WECK	6 WBLK-F <	6 WKSE-F <	6 WBEN <	6 WEDG-F <	6 WJYE-F
7 WMJQ-F <	7 WEDG-F <	7 WMJQ-F <	7 WKSE-F	7 WGRF-F	7 WGRF-F <	7 WECK <	7 WHTT-F	7 WHTT-F	7 WJYE-F <	7 WECK <
8 WJYE-F >	8 WLCE-F	8 WLCE-F	8 WLCE-F	8 WBLK-F	8 WHTT-F	8 WMJQ-F <	8 WGR	8 WGR <	8 WGR <	8 WBEN
	WMJQ-F >					9 WGR	9 WGR	9 WBEN	9 WEDG-F	9 WEDG-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	12+ Ovrnite
1 WKSE-F >>	1 WKSE-F >	1 WKSE-F	1 WKSE-F <	1 WJYE-F	1 WEDG-F	1 WGRF-F	1 WGRF-F >	1 WGRF-F >	1 WGRF-F	1 WKSE-F
2 WBLK-F >	2 WBLK-F	2 WGRF-F	2 WYRK-F	2 WYRK-F	2 WKSE-F	2 WEDG-F	2 WEDG-F	2 WEDG-F	2 WHTT-F	2 WBLK-F
3 WLCE-F	3 WGRF-F	WMJQ-F <	3 WYRK-F <	3 WKSE-F	3 WBLK-F	3 WBLK-F	3 WBLK-F	3 WYRK-F	3 WYRK-F >	WGR <
	WYRK-F	4 WJYE-F	4 WBLK-F	4 WBLK-F	4 WGRF-F >>	4 WKSE-F	WYRK-F >	WHTT-F <	4 WEDG-F	4 WBEN
5 WEDG-F	5 WYRK-F <	WLCE-F <	5 WGRF-F <	WHTT-F <	5 WHTT-F	5 WYRK-F	5 WLCE-F	5 WBLK-F	WGR	5 WYRK-F
6 WGRF-F	6 WJYE-F <	6 WBLK-F	6 WMJQ-F	6 WMJQ-F <	6 WHTT-F	6 WLCE-F <	6 WHTT-F	6 WKSE-F	6 WJYE-F	6 WJYE-F
7 WJYE-F	7 WMJQ-F >	WYRK-F >	7 WLCE-F	7 WGRF-F	7 WHTT-F	7 WGR >	7 WGR	7 WGR	WBEN <	7 WBEN
8 CKEY-F	8 WEDG-F	8 WEDG-F >	8 WHTT-F >	8 WLCE-F				WLCE-F	8 WBLK-F <	8 WBLK-F <

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
CFNY-F	AOR-NR	102.1	Toronto, ON	0.7 3.9 11 409
WHLD	VA	1270	Niagara Falls	0.3 1.6 5 181
WHTT	B/G	1120	Buffalo	0.4 1.3 7 131
WLVL	T	1340	Lockport	0.6 1.7 10 169
WWKB	SPRTS	1520	Buffalo	0.7 3.1 13 347
WXRL	C	1300	Lancaster	0.4 2.3 8 254

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
CHTZ-F	AOR	97.7	St. Catharines, ON	0.7 3.2 15 369
CHUM-F	AC	104.5	Toronto, ON	0.4 1.6 7 171

BUFFALO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
CBS	33.1 %	32.8 %	29.7 %	AC	0 (0)	140 (3)	140 (3)	9.5 %	12.0 %
WBLK-FM, WECK-AM, WJYE-FM, WLCE-FM, WYRK-FM				AOR/Classic/NR	0 (0)	268 (6)	268 (6)	18.1 %	18.0 %
Mercury	20.3 %	25.3 %	29.3 %	Black/Urban	40 (2)	123 (1)	163 (3)	11.0 %	11.7 %
WEDG-FM, WGRF-FM, WHTT-AM, WHTT-FM				CHR	0 (0)	125 (1)	125 (1)	8.5 %	8.1 %
Sinclair Broadcast Group	27.3 %	23.2 %	39.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBEN-AM, WGR-AM, WKSE-FM, WMJQ-FM, WWKB-AM, WWWS-AM				Country	7 (1)	153 (2)	160 (3)	10.8 %	10.8 %
	80.8 %	81.3 %	98.7 %	Full Service	129 (1)	0 (0)	129 (1)	8.7 %	8.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	100 (2)	0 (0)	100 (2)	8.8 %	6.7 %
				Oldies	0 (0)	127 (1)	127 (1)	8.6 %	7.4 %
				Others/Unknown	5 (1)	0 (0)	5 (1)	0.3 %	0.0 %
				Religion/Gospel	7 (1)	22 (1)	29 (2)	2.0 %	1.5 %
				Soft AC	0 (0)	140 (1)	140 (1)	9.5 %	9.2 %
				Sports	12 (1)	0 (0)	12 (1)	0.8 %	0.0 %
				Standards/EZ	79 (1)	0 (0)	79 (1)	5.3 %	6.5 %
				Totals	379 (10)	1098 (16)	1477 (26)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Location
WBEN	930	5 kw (DA-N)	Full Service/Talk	CBS	\$100.00	D&R	Sinclair Bcst Gp
WECK	1230	1 kw	Standards	Westwd	<20.00	Christal	Cheektowaga
WGR	550	5 kw (DA-N)	Talk	ABC	\$49.00	Katz	Sinclair Bcst Gp
WUFO	1080	1 kw (Days)	Black Gospel	AURN	\$ NA	Williams	Sheridan
WWWS	1400	1 kw	Black Oldies	ABC	\$ NA	D&R	Sinclair Bcst Gp

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Location
CILQ	107.1	40 kw @ 1381	AOR	\$ NA	Canadian	Shaw, pend.	Toronto, ON
CKEY	101.1	26 kw @ 400	Progressive AOR	\$ NA	---	---	Ft. Erie, ON
WBLK	93.7	50 kw @ 400	Black	CBS	\$57.00	Eastman	CBS
WDCX	99.5	110 kw @ 640	Religion	\$ NA	---	Crawford	Depew
WEDG	103.3	49 kw @ 340	AOR-New Rock	\$64.00	Interep	Mercury	
WGRF	96.9	24 kw @ 712	AOR/Classic AOR	\$79.00	Interep	Mercury	
WHTT	104.1	50 kw @ 390	Oldies	Westwd	\$85.00	Allied	Mercury
WJYE	96.1	47 kw @ 505	Soft AC	\$84.00	Christal	CBS	
WKSE	98.5	46 kw @ 420	CHR	\$77.00	D&R	Sinclair Bcst Gp	Niagara Falls
WLCE	92.9	91 kw @ 580	Modern AC	CBS	\$45.00	Christal	CBS
WMJQ	102.5	110 kw @ 1340	AC/CHR	\$70.00	D&R	Sinclair Bcst Gp	
WNUC	107.7	12 kw @ 800	Country	Westwd	\$25.00	---	Wethersfield
WYRK	106.5	50 kw @ 466	Country	\$90.00	Christal	CBS	

Notes: WGR revenue rank includes WWKB; WHTT-F revenue rank includes WHTT (AM) . . . 1/98 WWKB changed from Classic Country to Sports

Jim Duncan

Comments: Listening levels are steady . . . WJYE-F resumed the 12+ lead . . . WBEN retreated to its normal Spring low . . . WGRF-F has established a new base at around 7.5

CANTON

Arbitron Rank: 122 Pop (12+): 336,400
MSA Rank: 123
MSA Pop: 404,000
DMA: Cleveland (#13)
Average Persons Rating: 15.9
Market TSL in Hours: 21.00

Stations: 36 / 9
Diaries: 1,173/287:1/54.4%
Sample Target: 1,140
% Below Line: 49.5
% Not Listed: 14.0
Pop per Station: 37,378

Last Year's Revenue: \$10,800,000
Household Income: \$40,103
Total Retail Sales: \$4.5 Bil.
#1 Biller: WHBC-F \$2,800,000
#1 Billing Portfolio: WHBC-AF \$5,200,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WHBC	55 / 10.3	13.2	13.6	16.3	12.5	759 / 22.6	26.8	24.8	61 / 801	D	WHBC
	WHBC-F	55 / 10.3	11.6	10.4	12.0	8.5	802 / 23.8	26.3	24.8	64 / 1064	D	WHBC-F
3	WQXK-F	49 / 9.2	11.6	9.0	13.1	11.3	632 / 18.8	22.5	18.9	91 / 1077	C	WQXK-F
4	WZKL-F	35 / 6.6	6.2	6.0	4.2	6.2	555 / 16.5	16.8	13.3	44 / 793	C	WZKL-F
5	WQMX-F	28 / 5.2	2.8	5.3	4.4	3.4	397 / 11.8	10.7	12.1	52 / 678		WQMX-F
6	WRQK-F	27 / 5.1	5.4	5.3	5.1	7.5	468 / 13.9	15.6	15.7	35 / 696	C	WRQK-F
7	WONE-F	23 / 4.3	4.5	4.8	6.2	4.3	426 / 12.7	13.6	16.1	37 / 777		WONE-F
8	WKDD-F	15 / 2.8	3.5	2.7	3.2	3.2	339 / 10.1	10.5	9.6	20 / 472		WKDD-F
	WNCX-F	15 / 2.8	4.1	2.7	2.7	1.4	294 / 8.7	10.2	8.3	24 / 530		WNCX-F
10	WNIR-F	13 / 2.4	1.9	2.2	1.6	3.4	186 / 5.5	4.4	4.3	15 / 219		WNIR-F
	WHOT-F	13 / 2.4	1.7	0.9	0.9	1.2	341 / 10.1	8.2	4.9	27 / 550		WHOT-F
12	WDOK-F	12 / 2.2	0.9	1.6	1.8	1.7	222 / 6.6	5.4	6.0	13 / 272		WDOK-F
13	WTAM	11 / 2.1	1.5	0.9	1.2	1.5	219 / 6.5	4.9	3.1	28 / 458		WTAM

12+ FM Share (Metro): 78.21% (359 of 459) (Spring 1997: 76.52%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHOT-F >	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WHBC-F	1 WHBC >	1 WHBC >	1 WHBC-F >	1 WHBC-F	1 WHBC >	1 WHBC
2 WRQK-F	2 WRQK-F	2 WQXK-F >	2 WQXK-F >	2 WQXK-F >	2 WHBC-F <	2 WHBC-F	2 WQXK-F <	2 WQXK-F >	2 WHBC-F <	WQXK-F >
WQXK-F >	3 WQXK-F	3 WRQK-F	3 WZKL-F	3 WZKL-F	3 WQXK-F <	3 WQXK-F <	3 WHBC <	3 WZKL-F <	3 WQXK-F >	3 WZKL-F <
	4 WQMX-F	4 WQMX-F <	4 WONE-F <	4 WONE-F	4 WZKL-F >>	4 WZKL-F	4 WZKL-F	4 WRQK-F <	4 WQMX-F	4 WHBC-F
	5 WONE-F	5 WONE-F <	5 WRQK-F	WQMX-F	5 WQMX-F	5 WNCX-F	5 WRQK-F	5 WQMX-F	5 WRQK-F	5 WQMX-F
	6 WNCX-F >	6 WZKL-F	WQMX-F	6 WRQK-F	WNIR-F	6 WONE-F	6 WQMX-F	6 WHBC	6 WONE-F	6 WRQK-F
	7 WKDD-F	7 WNCX-F	7 WNCX-F	7 WHBC	7 WONE-F	7 WRQK-F <	7 WNIR-F <	7 WONE-F	WHOT-F	7 WONE-F >
	WHOT-F	8 WKDD-F <	8 WKDD-F	8 WNCX-F	8 WQMX-F	8 WONE-F >	8 WKDD-F	WQKT-F		
			WHBC >	9 WKDD-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	12+ Ovrrte
1 WHBC-F >	1 WHBC-F >	1 WHBC-F >	1 WHBC-F >	1 WHBC-F	1 WRQK-F >>	1 WRQK-F >	1 WRQK-F	1 WRQK-F	1 WONE-F <	1 WHBC >
2 WQMX-F >>	2 WQMX-F	2 WQXK-F >	2 WQXK-F >	2 WQXK-F >	2 WENZ-F	2 WONE-F	2 WONE-F	2 WONE-F	2 WZKL-F	2 WQXK-F >
3 WRQK-F	WQXK-F >	3 WRQK-F	3 WQMX-F >	3 WZKL-F <	WQXK-F >>	WNCX-F	WNCX-F >	3 WHBC-F	3 WHBC-F	3 WHBC-F >
	4 WRQK-F >	WQMX-F >	4 WZKL-F	4 WQMX-F >		4 WQXK-F	4 WQXK-F	WQXK-F	WQXK-F	4 WZKL-F
	WKDD-F >>	5 WHOT-F	WKDD-F	5 WKDD-F		5 WHBC-F	WQMX-F	5 WZKL-F	5 WNCX-F	WQMX-F
		WONE-F		6 WRQK-F		WQMX-F	6 WHBC-F	WNCX-F >	WRQK-F >	
		WKDD-F >>		7 WRQK-F		7 WMMS-F >>	WMMS-F >	7 WHBC	7 WQMX-F	
				WONE-F >				WQMX-F	WHBC >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDPN ST 1310 Alliance	1.3	3.8	7 133
WHK-F REL 98.1 Canton	1.1	4.9	10 321
WNPQ-F C 95.9 New Philadelphia	1.3	5.8	10 319
WRCW SAC 1060 Canton	0.4	1.0	3 44

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAKR FS 1590 Akron	0.4	1.2	2 50
WCLV-F CL 95.5 Cleveland	0.6	1.2	3 50
WENZ-F AOR-NR 107.9 Cleveland	0.9	4.7	6 197
WGAR-F C 99.5 Cleveland	1.1	2.9	16 216
WHLO REL 640 Akron	0.4	2.1	3 124
WKBN N/T 570 Youngstown	0.4	1.1	10 153
WKNR SPRTS 1220 Cleveland	1.3	4.1	8 190
WMJI-F O 105.7 Cleveland	1.7	6.1	12 308
WMMS-F AOR 100.7 Cleveland	1.3	3.9	16 277
WMVX-F AC/CHR 106.5 Cleveland	0.9	4.7	9 256
WNWV-F J 107.3 Elyria	0.7	2.9	5 108
WQAL-F AC 104.1 Cleveland	1.1	6.5	13 328
WQKT-F C 104.5 Wooster	1.3	4.1	32 599
WRMR ST 850 Cleveland	1.5	3.5	8 160
WSOM ST 600 Salem	0.7	2.3	14 202
WTUZ-F C 99.9 Uhrichsville	0.4	1.7	27 349
WYFM-F CL AOR 102.9 Sharon, PA	0.4	1.1	6 103
WZAK-F B 93.1 Cleveland	0.9	4.1	5 138

CANTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Connoisseur WQXK-FM. WRQK-FM	14.3 %	16.2 %	16.7 %	AC	0 (0)	66 (3)	66 (3)	14.4 %	14.3 %
				AOR/Classic/NR	0 (0)	79 (6)	79 (6)	17.2 %	18.0 %
				Black/Urban	0 (0)	5 (1)	5 (1)	1.1 %	2.1 %
				CHR	0 (0)	28 (2)	28 (2)	6.1 %	4.2 %
				Classical	0 (0)	3 (1)	3 (1)	0.7 %	0.0 %
				Country	0 (0)	99 (6)	99 (6)	21.6 %	21.2 %
				Full Service	57 (2)	0 (0)	57 (2)	12.4 %	16.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	4 (1)	4 (1)	0.9 %	1.3 %
				News/Talk	13 (2)	13 (1)	26 (3)	5.7 %	3.6 %
				Oldies	0 (0)	44 (2)	44 (2)	9.6 %	9.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	6 (1)	8 (2)	1.7 %	2.1 %
				Soft AC	2 (1)	12 (1)	14 (2)	3.1 %	2.7 %
				Sports	7 (1)	0 (0)	7 (1)	1.5 %	2.1 %
				Standards/EZ	19 (3)	0 (0)	19 (3)	4.1 %	2.9 %
				Totals	100 (10)	359 (25)	459 (35)		

AM Stations

WHBC	1480	5 kw (DA-2)	Full Service	ABC, CBS	\$50.00	Christal
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FM Stations

WHBC	94.1	45 kw @ 515	AC	ABC	\$53.00	Christal
WRQK	106.9	27.5 kw @ 341	AOR	ABC	\$33.00	Mc-Guid Connoisseur
WZKL	92.5	50 kw @ 500	Oldies	ABC	\$40.00	Katz Alliance

Notes: Other ranked stations -- See Akron or Cleveland

Jim Duncan

Comments: Total radio listening is down slightly . . . WHBC has its lowest share since 1994 . . . WQXK-F is showing a pattern of alternating strong and weak books; this time, it had a weak book

CEDAR RAPIDS

Arbitron Rank: 199 **Pop (12+):** 152,000
MSA Rank: 211
MSA Pop: 184,000
DMA: 87 (w/Waterloo, Dubuque)
Average Persons Rating: 15.9
Market TSL in Hours: 21.25

Stations: 16 / 10
Diaries: 919/165:1/61.2%
Sample Target: 89
% Below Line: 15.3
% Not Listed: 10.8
Pop per Station: 15,200

Last Year's Revenue: \$12,700,000
Household Income: \$47,838
Total Retail Sales: \$2.3 Bil.
#1 Biller: WMT \$3,200,000
#1 Billing Portfolio: Jacor \$6,320,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1 WMT	FS	32 / 13.3	14.0	9.9	14.6	14.9	348 / 22.9	26.3	19.7	90 / 996	E	WMT
KHAK-F	C	32 / 13.3	13.1	15.1	16.9	16.2	377 / 24.8	25.1	30.6	66 / 877	D	KHAK-F
3 KDAT-F	AC	27 / 11.2	11.3	10.8	10.2	10.5	383 / 25.2	22.2	22.8	35 / 669	C	KDAT-F
WMT-F	AC	27 / 11.2	12.6	8.2	8.4	10.5	426 / 28.0	27.8	23.0	46 / 868	C	WMT-F
5 KFMW-F	AOR	19 / 7.9	5.9	5.2	4.0	5.7	247 / 16.3	16.8	13.8	45 / 616		KFMW-F
6 KKRQ-F	CL HITS	18 / 7.5	8.1	9.1	5.8	4.8	309 / 20.3	17.0	17.5	50 / 756	C	KKRQ-F
7 KMRY	ST	11 / 4.6	3.2	4.3	4.0	3.9	129 / 8.5	7.4	8.2	15 / 195	A	KMRY
KZIA-F	CHR	11 / 4.6	4.5	8.6	6.7	5.7	172 / 11.3	11.8	19.0	23 / 306	B	KZIA-F
9 KRNA-F	AOR	10 / 4.1	6.8	6.5	7.1	8.7	244 / 16.1	17.8	17.0	27 / 701	C	KRNA-F
KOKZ-F	O	10 / 4.1	3.6	3.5	3.1	3.1	176 / 11.6	12.0	11.4	27 / 405		KOKZ-F
11 KCRG	T	9 / 3.7	3.6	3.0	3.1	3.1	199 / 13.1	16.2	12.0	12 / 345	A	KCRG

12+ FM Share (Metro): 73.95% (159 of 215) (Spring 1997: 78.05%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMT-F >	1 KHAK-F	1 KHAK-F	1 KHAK-F	1 KHAK-F	1 WMT >	1 WMT	1 KHAK-F <	1 KHAK-F <	1 WMT-F	1 WMT
2 KZIA-F	2 KFMW-F	WMT-F	2 WMT-F <	2 KDAT-F	2 KDAT-F	2 KHAK-F	2 WMT	2 KDAT-F <	2 WMT	2 KHAK-F >
KDAT-F	WMT-F >	3 KDAT-F	3 KDAT-F <	WMT-F	KHAK-F >	3 WMT-F <	KDAT-F <	3 WMT-F	3 KHAK-F	3 KDAT-F <
KFMW-F >>	4 KDAT-F	4 KKRQ-F	4 KKRQ-F	4 KKRQ-F	4 WMT-F	4 KDAT-F	4 WMT-F >	4 WMT <	4 KFMW-F	4 WMT-F
	KKRQ-F	KFMW-F >	5 KFMW-F >	5 KFMW-F	5 KKRQ-F	5 KKRQ-F	5 KFMW-F	5 KKRQ-F	5 KDAT-F >	5 KFMW-F
					KMRY	6 KFMW-F >	6 KKRQ-F	6 KFMW-F >	6 KKRQ-F	6 KKRQ-F <
									KRNA-F	7 KOKZ-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	12+ Ovrnite
1 KZIA-F	1 KDAT-F	1 KDAT-F	1 KDAT-F <	1 KDAT-F	1 KFMW-F >	1 KFMW-F	1 KHAK-F	1 KFMW-F <	1 KHAK-F	1 WMT
KDAT-F	WMT-F >	WMT-F	2 WMT-F >	2 WMT-F	2 KRNA-F >	2 KHAK-F >	2 KFMW-F >	2 KHAK-F <	2 KFMW-F	KHAK-F >
KFMW-F	3 KHAK-F >	3 KHAK-F >>	3 KHAK-F	3 KHAK-F >	3 KKRQ-F	3 KKRQ-F	3 KKRQ-F	3 KKRQ-F <	3 KKRQ-F >	3 KDAT-F
WMT-F >>	4 KZIA-F	4 KKRQ-F	4 KKRQ-F	4 KKRQ-F >	KRNA-F	4 KRNA-F	4 WMT-F	4 WMT-F	4 WMT-F	
	KFMW-F	KFMW-F	5 KFMW-F	5 KOKZ-F	5 WMT-F >>	WMT-F >>>	KRNA-F >	5 WMT		
	KKRQ-F >	KRNA-F >>								

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KXIC T 800 Iowa City	0.4	1.7	5	148

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KBOB-F C 99.7 Muscatine	0.4	2.2	28	339
KOEL-F C 92.3 Oelwein	1.7	4.0	26	336
KXEL N/T 1540 Waterloo	0.4	1.8	1	51
WHO FS/T 1040 Des Moines	0.8	3.4	13	235

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	54 (2)	54 (2)	25.1 %	21.5 %
AOR/Classic/NR	0 (0)	29 (2)	29 (2)	13.5 %	13.2 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	11 (1)	11 (1)	5.1 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	37 (3)	37 (3)	17.2 %	28.3 %
Full Service	34 (2)	0 (0)	34 (2)	15.8 %	12.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	11 (3)	0 (0)	11 (3)	5.1 %	3.9 %
Oldies	0 (0)	28 (2)	28 (2)	13.0 %	15.1 %
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	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	11 (1)	0 (0)	11 (1)	5.1 %	4.9 %
Totals	56 (6)	159 (10)	215 (16)		

CEDAR RAPIDS

Consolidation Report	12+	25-54	Revenue
Capstar KDAT-FM, KHAK-FM, KRNA-FM	28.6 %	35.7 %	46.4 %
Jacor KKRQ-FM, KXIC-AM, WMT-AM, WMT-FM	32.4 %	30.0 %	47.9 %
	61.0 %	65.7 %	94.3 %

AM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency
KCRG	1600	5 kw (DA-N)	News/Talk	AP	\$<20.00	---
KMRY	1450	1 kw	Standards	CBS	\$<20.00	---
WMT	600	5 kw (DA-N)	Full Service	CBS, Westwd, ABC	\$64.00	Katz Jacor

FM Stations

Station	Power	Frequency	Format	Company	Advertiser	Agency
KDAT	104.5	100 kw @ 550	AC		\$20.00	--- Capstar
KHAK	98.1	100 kw @ 460	Country	ABC	\$61.00	Christal Capstar
KKRQ	100.7	100 kw @ 530	Classic Hits	ABC	\$21.00	Banner Jacor Iowa City
KRNA	94.1	100 kw @ 981	AOR		\$31.00	D&R Capstar Iowa City
KZIA	102.9	100 kw @ 390	CHR		\$<20.00	D&R
WMT	96.5	100 kw @ 518	AC	CBS	\$42.00	Katz Jacor

Notes: Other ranked stations -- See Waterloo-Cedar Falls . . . 2/98 KMRY sold to Rick Sellers for \$475,000 . . . 3/98 KTOF (1360) sold by Capstar to KWOF (Waterloo); began simulcasting KWOF's Contemp. Christian programming . . . 4/98 KXMX-F changed from Country to CHR . . . 6/98 KXMX-F changed calls to KZIA-F . . . 6/98 Sale by KRNA, Inc. of KZIA-F to Capstar for \$3,100,000 cancelled to satisfy the DoJ

Jim Duncan

Comments: Listening levels are up moderately (12+: +0.6 ratings point) . . . The top four stations are fairly steady; only KRNA-F shows a significant decline

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

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	N	- News
AOR	- Album Oriented Rock	O	- Oldies
AOR-NR	- New Rock	REL	- Religion, Christian
AOR-P	- Progressive AOR	REL-CC	- Contemporary Christian
B	- Black (audience 75%+ Black)	SAC	- Soft Adult Contemporary
B/AC	- Black Adult Contemporary	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ N	- Business News	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40, Contemporary	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Language)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel (B/G is Black 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	

CHARLESTON, SC

Arbitron Rank: 97 Pop (12+): 389,000
 MSA Rank: 102
 MSA Pop: 485,000
 DMA: 108
 Average Persons Rating: 16.4
 Market TSL in Hours: 21.50

Stations: 26 / 24
 Diaries: 1,046/372:1/50.6%
 Sample Target: 1,040
 % Below Line: 0.9
 % Not Listed: 12.2
 Pop per Station: 16,208

Last Year's Revenue: \$16,500,000
 Household Income: \$39,638
 Total Retail Sales: \$4.7 Bil.
 #1 Biller: WEZL-F \$3,100,000
 #1 Billing Portfolio: Wicks \$8,110,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WWWZ-F	62 / 9.7	13.9	11.7	11.5	11.9	11.7	785 / 20.2	23.2	20.7	81 / 1088	D	WWWZ-F
2	WEZL-F	48 / 7.5	7.1	9.7	8.9	7.5	8.3	653 / 18.8	19.0	18.0	53 / 750	E	WEZL-F
3	WSSX-F	43 / 6.8	6.5	6.9	5.7	7.2	6.5	636 / 21.5	22.3	19.9	49 / 1036	C	WSSX-F
4	WSUY-F	41 / 6.4	5.4	6.0	3.9	4.7	5.4	511 / 13.1	10.2	11.7	49 / 592	C	WSUY-F
5	WXTC	40 / 6.3	3.5					294 / 7.6			41 / 305		WXTC
6	WXLY-F	38 / 6.0	5.4	5.5	6.0	5.2	5.7	585 / 15.0	13.8	15.2	53 / 787	C	WXLY-F
7	WMGL-F	35 / 5.5	4.3	4.6	3.1	2.3	4.4	330 / 8.5	10.2	8.4	39 / 366	B	WMGL-F
8	WAVF-F	31 / 4.9	4.8	5.1	6.4	4.2	5.3	565 / 14.5	15.9	13.9	32 / 634	C	WAVF-F
	WLLC-F	31 / 4.9	4.3					610 / 15.7			31 / 626		WLLC-F
10	WRFQ-F	25 / 3.9	4.2	3.7	4.7	5.9	4.1	473 / 12.2	11.3	16.3	26 / 498	B	WRFQ-F
11	WTMA	24 / 3.8	5.5	4.6	4.1	3.6	4.5	376 / 9.7	10.0	10.0	25 / 396	C	WTMA
12	WPAL	23 / 3.6	1.1	4.1	3.9	1.9	3.2	203 / 5.2	6.6	5.0	23 / 203	B*	WPAL
13	WYBB-F	20 / 3.1	2.6	2.5	3.9	7.2	3.0	376 / 9.7	9.8	14.2	22 / 421	B	WYBB-F
14	WSSP-F	16 / 2.5	3.4	2.9	3.2	3.2	3.0	236 / 6.1	6.5	7.1	16 / 236		WSSP-F
15	WNKT-F	15 / 2.4	3.5	4.3	5.7	5.2	4.0	371 / 9.5	11.7	13.7	25 / 663	C	WNKT-F
16	WTUA-F	13 / 2.0	1.1	1.8	1.2	1.3	1.5	103 / 2.6	3.3	2.6	29 / 267		WTUA-F
17	WHBZ-FF	12 / 1.9	1.5	1.7	2.0	1.3	1.8	175 / 4.5	5.2	4.4	22 / 315		WHBZ-FF
18	WPAL-F	11 / 1.7	2.5	2.8	2.2	3.0	2.3	302 / 7.8	8.2	9.7	24 / 487	*	WPAL-F

12+ FM Share (Metro): 81.57% (456 of 559) (Spring 97: 87.21%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWWZ-F >>	1 WWWZ-F	1 WWWZ-F	1 WSUY-F	1 WSUY-F <	1 WEZL-F <	1 WEZL-F	1 WSUY-F <	1 WWWZ-F	1 WWWZ-F >>	1 WWWZ-F >
2 WSSX-F >>	2 WSSX-F	2 WSSX-F	WWWZ-F <	2 WXLY-F <	2 WXLY-F <	2 WWWZ-F	2 WEZL-F <	2 WSSX-F <	2 WMGL-F <	2 WXTC <
3 WLLC-F	3 WLLC-F	3 WEZL-F	3 WXLY-F <	3 WMGL-F	3 WSUY-F	3 WSUY-F	3 WXLY-F <	3 WEZL-F <	3 WSSX-F <	3 WSSX-F <
	WAVF-F >	WAVF-F	4 WEZL-F	WWWZ-F <	WXTC	WXTC	4 WWWZ-F <	4 WSUY-F <	4 WAVF-F	4 WEZL-F <
	5 WEZL-F	WMGL-F <	WMGL-F <	5 WEZL-F	5 WMGL-F	WRFQ-F <	5 WSSX-F	5 WXTC	5 WXTC	5 WPAL
	6 WYBB-F	6 WLLC-F	6 WSSX-F <	6 WXTC	6 WTMA <	6 WMGL-F <	6 WTMA <	6 WXLY-F	6 WEZL-F	6 WXLY-F <
	7 WSUY-F	WSUY-F <	7 WRFQ-F	7 WRFQ-F <	7 WPAL	7 WSSX-F <	7 WXTC <	WLLC-F	WPAL	7 WMGL-F <
	8 WXLY-F	WXTC	8 WSSX-F <	8 WRFQ-F	8 WRFQ-F	8 WXLY-F	8 WLLC-F	8 WMGL-F	8 WTUA-F	8 WSUY-F
	9 WRFQ-F	WLLC-F	9 WLLC-F <	9 WSSP-F <	9 WAVF-F	9 WAVF-F	9 WMGL-F	9 WAVF-F	9 WLLC-F	9 WLLC-F
	10 WXTC	WXTC	10 WAVF-F	10 WWWZ-F <	10 WLLC-F	WAVF-F				WAVF-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	12+ Ovrnite
1 WWWZ-F	1 WWWZ-F >	1 WWWZ-F	1 WWWZ-F <	1 WSUY-F <	1 WWWZ-F	1 WWWZ-F	1 WLLC-F	1 WWWZ-F	1 WMGL-F <	1 WWWZ-F >
2 WAVF-F >	2 WAVF-F	2 WSUY-F	2 WSUY-F	2 WXTC >	2 WSSX-F >>	2 WSSX-F	WWWZ-F	2 WSSX-F	2 WRFQ-F	2 WPAL
3 WSSX-F	3 WSSX-F	3 WLLC-F	3 WXTC	3 WEZL-F	3 WMGL-F	3 WLLC-F	3 WAVF-F	3 WMGL-F	3 WXLY-F <	3 WSSX-F
4 WEZL-F	4 WLLC-F	WSSX-F	4 WEZL-F <	WXLY-F	4 WLLC-F	4 WAVF-F	WSSX-F	4 WRFQ-F <	4 WAVF-F	4 WXTC
	WLLC-F >>>	5 WEZL-F	WXTC	5 WSSX-F <	WWWZ-F	5 WYBB-F	5 WYBB-F	5 WAVF-F	WWWZ-F	
	6 WSUY-F	6 WXLY-F	6 WXLY-F <	6 WSSX-F <	6 WYBB-F	6 WMGL-F	6 WMGL-F	6 WLLC-F	6 WLLC-F <	
	7 WXTC >	WAVF-F >	7 WAVF-F <	7 WMGL-F	7 WEZL-F	7 WEZL-F	WRFQ-F	7 WYBB-F <	7 WEZL-F	
			8 WLLC-F	8 WLLC-F			WEZL-F	8 WEZL-F <	8 WEZL-F <	
								9 WXLY-F	9 WSSX-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMCJ	B/G	950	Moncks Corner 0.6 1.2 4 48
WNST-F	AC/CHR	105.3	Moncks Corner 1.4 7.3 9 293
WQNT	T	1450	Charleston 0.8 2.0 5 76
WQSC	SPRTS	1340	Charleston 0.6 2.1 4 85
WTMZ	N	910	N. Charleston 0.5 2.3 3 96

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHLZ-F	C	92.5	Manning 0.5 2.6 12 277
WVDM-F	B	101.3	Sumter 0.5 2.3 27 459

CHARLESTON, SC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Jacor WEZL-FM, WLLC-FM, WRFQ-FM, WSSP-FM, WXLV-FM	24.8 %	27.6 %	32.3 %	AC	0 (0)	52 (4)	52 (4)	9.3 %	3.0 %
				AOR/Classic/NR	0 (0)	51 (2)	51 (2)	9.1 %	13.0 %
LM WNST-FM, WYBB-FM	4.5 %	5.9 %	4.8 %	Black/Urban	23 (1)	111 (4)	134 (5)	24.0 %	23.3 %
				CHR	0 (0)	43 (1)	43 (1)	7.7 %	8.2 %
Local WQNT-AM, WQSC-AM	1.4 %	0.8 %	%	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	66 (3)	66 (3)	11.8 %	15.1 %
Wicks WMGL-FM, WNKT-FM, WSSX-FM, WSUY-FM, WTMA-AM, WTMZ-AM, WWWZ-FM, WXTC-AM	41.4 %	40.1 %	48.6 %	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 %	3.8 %
				News/Talk	32 (3)	0 (0)	32 (3)	5.7 %	5.4 %
				Oldies	0 (0)	63 (2)	63 (2)	11.3 %	12.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	44 (2)	13 (1)	57 (3)	10.2 %	5.6 %
				Soft AC	0 (0)	41 (1)	41 (1)	7.3 %	5.4 %
				Sports	4 (1)	0 (0)	4 (1)	0.7 %	1.1 %
				Standards/EZ	0 (0)	16 (1)	16 (1)	2.9 %	3.6 %
				Totals	103 (7)	456 (19)	559 (26)		
	72.1 %	74.4 %	85.7 %						

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Phone
WPAL	730	1 kw/0.103 kw	Black	AURN	\$<20.00	Unirep	
WTMA	1250	5 kw/1 kw (DA-N)	News/Talk	Westwd, CBS	\$36.00	Katz	Wicks
WXTC	1390	5 kw (DA-2)	Black Gospel		\$ NA	Mc-Guild	Wicks

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Phone
WAVF	96.1	100 kw @ 538	AOR		\$50.00	Christal	
WEZL	103.5	100 kw @ 661	Country	Westwd	\$64.00	Banner	Jacor
WHBZ	99.7	100 kw @ 1210	AC		\$ NA	K&P	WWBZ-F Port Royal
WLLC	100.5	18 kw @ 394	Modern AC		\$28.00	Katz	Jacor
WMGL	101.7	7 kw @ 423	Black AC	ABC	\$22.00	D&R	Wicks Ravenal
WNKT	107.5	100 kw @ 984	Country		\$39.00	Allied	Wicks St. George
WNST	105.3	13.5 kw @ 446	AC/CHR		\$ NA	---	LM Moncks Corner
WPAL	100.9	25 kw @ 328	Black		\$ NA	Unirep	Walterboro
WRFQ	104.5	28 kw @ 656	Classic Hits		\$17.00	Katz	Jacor Mt. Pleasant
WSSP	94.3	3 kw @ 480	Standards	Westwd	\$<20.00	---	Jacor Goose Creek
WSSX	95.1	100 kw @ 1000	CHR/AC		\$35.00	Katz	Wicks
WSUY	96.9	100 kw @ 1770	Soft AC		\$<20.00	Mc-Guild	Wicks
WTUA	106.1	3 kw @ 328	Black Gospel	AURN	\$ NA	---	St. Stephen
WWBZ	98.9	50 kw @ 492	See WHBZ-F				McClellan
WWWZ	93.3	50 kw @ 492	Black	AURN	\$44.00	D&R	Wicks Summerville
WXLV	102.5	100 kw @ 1000	Oldies	Westwd	\$26.00	Banner	Jacor
WYBB	98.1	50 kw @ 479	Classic AOR		\$21.00	Eastman	LM Folly Beach

Notes: * WPAL-F revenue level includes WPAL's revenue . . . WHBZ-F reclassified from Black to AC based on audience analysis . . . The historic data for WSUY-F prior to Winter 1998 are its share/cume ratings from when it operated on 100.5 . . . 3/98 WBUB-F changed calls to WNKT-F ("Cat Country") . . . 7/98 WJNI-F (106.3; Ladson) began operation, programming Black Gospel . . . 7/98 WPAL-AF transferred to receiver

Jim Duncan

Comments: Overall listening to radio is off moderately (-0.6 ratings point) . . . WWWZ-F is out of double figures for the first time since the early 1990's . . . WXTX has established a strong ratings position

CHARLESTON, WV

Arbitron Rank: 160 **Pop (12+):** 216,300
MSA Rank: 172
MSA Pop: 256,000
DMA: 57 (w/Huntington)
Average Persons Rating: 14.4
Market TSL in Hours: 19.50

Stations: 18 / 15
Diaries: 737/293:1/57.7%
Sample Target: 680
% Below Line: 5.8
% Not Listed: 10.6
Pop per Station: 14,420

Last Year's Revenue: \$11,000,000
Household Income: \$37,982
Total Retail Sales: \$2.8 Bil.
#1 Biller: WQBE-F \$3,800,000
#1 Billing Portfolio: Bristol (total revenue NA)

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WQBE-F	C	54 / 17.4	22.6	16.6	21.0	24.9	706 / 32.6	37.4	33.6	89 / 1451	E	WQBE-F
2	WVSR-F	CHR	50 / 16.1	14.6	14.4	12.7	12.3	610 / 28.2	30.1	29.3	72 / 1038		WVSR-F
3	WKLC-F	AOR	34 / 10.9	8.6	10.0	9.5	7.3	417 / 19.3	16.5	22.0	77 / 1074		WKLC-F
4	WKWS-F	C	23 / 7.4	8.6	10.0	11.1	10.0	424 / 19.6	17.0	21.0	45 / 1003		WKWS-F
	WKAZ-F	O	23 / 7.4	6.3	5.0	4.1	5.3	333 / 15.4	11.7	11.7	41 / 688		WKAZ-F
6	WCHS	FS	20 / 6.4	9.0	5.6	8.3	7.0	317 / 14.6	20.2	12.7	24 / 420		WCHS
7	WVAF-F	AC	15 / 4.8	5.3	8.8	7.3	9.7	332 / 15.3	15.9	18.8	25 / 520		WVAF-F
8	WCAW	ST	11 / 3.6	1.7	2.5	1.9	3.2	108 / 5.0	3.7	3.4	12 / 144		WCAW
9	WAMX-F	AOR	10 / 3.2	2.0	2.2			112 / 5.2	6.1	4.6	33 / 340		WAMX-F
10	WRVZ-F	AC-NR	9 / 2.9	2.3	5.6	4.1	2.3	198 / 9.2	4.3	10.0	10 / 237		WRVZ-F
11	WQBE	T	8 / 2.6	1.7	2.5	2.9	1.5	98 / 4.5	5.9	5.4	8 / 119		WQBE

12+ FM Share (Metro): 84.89% (236 of 278) (Spring 1997: 86.21%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVSR-F >>>	1 WKLC-F <	1 WQBE-F	1 WQBE-F	1 WQBE-F	1 WQBE-F >>	1 WQBE-F	1 WQBE-F	1 WVSR-F	1 WVSR-F >>	1 WQBE-F <
	2 WVSR-F >	WKLC-F	2 WKLC-F	2 WKLC-F	2 WKAZ-F	2 WKLC-F	2 WVSR-F	2 WQBE-F >	2 WQBE-F >	2 WVSR-F >
	3 WQBE-F	3 WVSR-F >	3 WVSR-F	3 WVSR-F	3 WCHS	3 WVSR-F >	3 WKLC-F	3 WKLC-F	3 WKLC-F	3 WKLC-F
	4 WKWS-F	4 WKWS-F	4 WKAZ-F	4 WKAZ-F	4 WVSR-F	4 WCHS <	4 WCHS	4 WKAZ-F <	4 WKWS-F	4 WKWS-F
		5 WKAZ-F	5 WKWS-F	5 WKWS-F	WKLC-F	5 WKWS-F <	WKAZ-F	5 WKWS-F >	WAMX-F	5 WKAZ-F
			6 WVAF-F	6 WVAF-F	6 WKWS-F	6 WKAZ-F	6 WKWS-F	6 WCHS	6 WVAF-F	6 WCAW >
								7 WVAF-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	12+ Ovrmite
1 WVSR-F	1 WVSR-F >>	1 WVSR-F >	1 WVSR-F	1 WQBE-F >	1 WAMX-F	1 WKLC-F >>	1 WKLC-F >>>	1 WKLC-F >>	1 WKLC-F >	1 WQBE-F
2 WKWS-F	2 WQBE-F	2 WVAF-F	WQBE-F >	2 WVSR-F >	2 WVSR-F >	2 WVSR-F >	2 WVSR-F	2 WQBE-F	2 WQBE-F >	2 WCHS
	WKLC-F >>>	WKLC-F	WQBE-F >>>	3 WKWS-F	3 WKWS-F	3 WRVZ-F	WQBE-F	3 WVSR-F >	3 WKAZ-F >	3 WVSR-F >
		4 WKWS-F	4 WKWS-F	4 WVAF-F	WKAZ-F	WKLC-F >>	WAMX-F	4 WKWS-F >>>	4 WKAZ-F	4 WVSR-F
		WVAF-F	WKLC-F >>	WKLC-F	5 WVAF-F >		WQBE-F	5 WKWS-F	5 WCHS	
		6 WRVZ-F >>>		WKAZ-F >>						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBES-F AC	94.5	Dunbar	1.9 6.2 10 189
WJYP-F REL	100.9	S. Charleston	1.3 4.6 5 125
WSCW REL	1410	S. Charleston	1.0 2.1 3 45

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEMM-F REL	107.9	Huntington	0.6 3.0 11 277
WZKM-F G	93.3	Montgomery	1.9 3.8 7 116

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	30 (3)	30 (3)	10.8 %	11.4 %
AOR/Classic/NR	0 (0)	44 (2)	44 (2)	15.8 %	20.0 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	50 (1)	50 (1)	18.0 %	15.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	77 (2)	77 (2)	27.7 %	29.3 %
Full Service	20 (1)	0 (0)	20 (1)	7.2 %	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	8 (1)	0 (0)	8 (1)	2.9 %	2.8 %
Oldies	0 (0)	23 (1)	23 (1)	8.3 %	6.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	3 (1)	12 (3)	15 (4)	5.4 %	5.5 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	11 (1)	0 (0)	11 (1)	4.0 %	2.8 %
Totals	42 (4)	236 (12)	278 (16)		

CHARLESTON, WV

Consolidation Report	12+	25-54	Revenue
Bristol	38.0 %	36.5 %	%
WBES-FM, WQBE-AM, WQBE-FM, WVSR-AM, WVSR-FM			
West Virginia	29.5 %	30.7 %	%
WCAW-AM, WCHS-AM, WKAZ-FM, WKWS-FM, WSWW-AM, WVAF-FM			
	67.5 %	67.2 %	%

AM Stations

Station	Power	Time	Service	Company	Revenue	Advertiser	Market
WCAW	680	10 kw/0.221 kw (DA-N)	Standards	CBS, Westwd	\$<20.00	Mc-Guild	West Virginia
WCHS	580	5 kw (DA-N)	Full Service	CBS, Westwd	\$<20.00	Mc-Guild	West Virginia
WQBE	950	5 kw/1 kw (DA-2)	Talk	ABC, Westwd	\$<20.00	Christal	Bristol

FM Stations

Station	Freq	Power	Service	Company	Revenue	Advertiser	Market
WKAZ	107.3	23.5 kw @ 676	Oldies	Westwd	\$<20.00	Mc-Guild	West Virginia Miami
WKLC	105.1	3.6 kw @ 1663	AOR	Source, ABC	\$29.00	Eastman	LM St. Albans
WKWS	96.1	45 kw @ 515	Country	ABC, CBS	\$27.00	Mc-Guild	West Virginia
WQBE	97.5	50 kw @ 500	Country	ABC	\$75.00	Christal	Bristol
WRVZ	98.7	0.63 kw @ 617	Modern AC		\$ NA	—	Pocatalico
WVAF	99.9	50 kw @ 430	AC	ABC	\$32.00	Mc-Guild	West Virginia
WVSR	102.7	50 kw @ 403	CHR	Westwd	\$30.00	Christal	Bristol

Notes: WAMX-F – See Huntington-Ashland

Jim Duncan

Comments: Listening levels are down slightly . . . Both Country stations are down significantly . . . WKLC-F recorded its highest share in at least five years . . . WVAF-F is at its lowest share in many years

CHARLOTTE

Arbitron Rank: 36 Pop (12+): 1,135,400
MSA Rank: 41
MSA Pop: 1,370,000
DMA: 28
Average Persons Rating: 15.6
Market TSL in Hours: 20.75

Stations: 25 / 21
Diaries: 2,274/499:1/48.3%
Sample Target: 2,230
% Below Line: 3.4
% Not Listed: 14.6
Pop per Station: 54,067

Last Year's Revenue: \$77,800,000
Household Income: \$44,591
Total Retail Sales: \$13.2 Bil.
#1 Biller: WRFX-F \$11,500,000
#1 Billing Portfolio: CBS \$30,510,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WPEG-F	B	173 / 9.8	9.9	10.2	10.0	10.9	10.0	2121 / 18.7	19.2	17.9	248 / 3169	H	WPEG-F
2	WSOC-F	C	136 / 7.7	7.4	7.4	7.6	8.6	7.5	2184 / 19.2	17.8	17.9	215 / 3386	I	WSOC-F
3	WLYT-F	SAC	129 / 7.3	6.6	7.2	5.6	7.1	6.7	1897 / 16.7	16.1	15.3	187 / 2893	H	WLYT-F
	WKKT-F	C	129 / 7.3	6.3	5.3	5.3	5.1	6.1	1890 / 16.6	14.8	14.1	215 / 3066	G	WKKT-F
5	WBAV-F	B/AC	108 / 6.1	5.6	5.0	5.6	4.3	5.6	1206 / 10.6	9.6	8.8	129 / 1622	E	WBAV-F
	WNKS-F	CHR	108 / 6.1	5.6	5.8	5.1	4.6	5.7	2284 / 20.1	18.6	15.1	162 / 3627	F	WNKS-F
7	WRFX-F	AOR	107 / 6.1	6.8	5.7	7.0	6.8	6.4	1856 / 16.3	15.0	18.0	176 / 2842	I	WRFX-F
8	WWMG-F	O	88 / 5.0	5.8	5.7	6.2	4.9	5.7	1489 / 12.9	12.9	13.2	159 / 2733	G	WWMG-F
9	WBT	FS	84 / 4.8	6.3	5.3	5.0	5.7	5.3	1437 / 12.7	13.5	13.2	93 / 1669	G	WBT
10	WSSS-F	CL HITS	75 / 4.2	3.1	4.1	4.6	4.2	4.0	1367 / 12.0	11.0	11.4	114 / 2063	F	WSSS-F
11	WLNK-F	AC-NR	74 / 4.2	4.7	3.9	4.1	3.9	4.2	1604 / 14.1	12.6	12.4	108 / 2449	F	WLNK-F
12	WEND-F	AOR-NR	63 / 3.6	3.5	4.0	3.9	3.7	3.7	1072 / 9.4	10.6	10.7	102 / 1716	D	WEND-F
13	WXRC-F	AOR	41 / 2.3	2.7	2.2	2.0	1.6	2.3	937 / 8.2	7.6	5.9	72 / 1509	B	WXRC-F
14	WCCJ-F	J	34 / 1.9	2.4	2.4	1.6	2.1	2.1	556 / 4.9	5.1	4.8	40 / 609	C	WCCJ-F
15	WNMX-F	ST	32 / 1.8	2.5	2.0	2.0	2.4	2.1	578 / 5.1	4.5	4.9	37 / 743	A	WNMX-F

12+ FM Share (Metro): 90.92% (1371 of 1508) (Spring 97: 89.37%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPEG-F >>	1 WPEG-F	1 WPEG-F	1 WRFX-F <	1 WLYT-F <	1 WSOC-F	1 WRFX-F	1 WSOC-F <	1 WPEG-F	1 WPEG-F >	1 WPEG-F >
2 WNKS-F >>	2 WNKS-F	2 WRFX-F <	2 WLYT-F <	2 WRFX-F <	2 WLYT-F <	2 WPEG-F	2 WLYT-F	2 WLYT-F <	2 WKKT-F <	2 WBAV-F <
3 WKKT-F >	3 WRFX-F <	3 WLYT-F	3 WBAV-F <	3 WBAV-F <	3 WKKT-F <	3 WKKT-F <	3 WBT	3 WSOC-F <	3 WNKS-F	3 WSOC-F <
	4 WEND-F	4 WKKT-F <	4 WPEG-F <	4 WKKT-F <	4 WBT	4 WSOC-F <	4 WKKT-F <	4 WKKT-F	4 WBAV-F <	4 WNKS-F
	5 WLYT-F <	5 WBAV-F <	5 WKKT-F	5 WPEG-F <	5 WWMG-F <	5 WLNK-F <	5 WPEG-F	5 WNKS-F <	5 WLYT-F	5 WKKT-F
	6 WKKT-F <	6 WNKS-F <	6 WSOC-F <	6 WSOC-F <	6 WBAV-F	6 WLYT-F <	6 WWMG-F <	6 WBAV-F	6 WSOC-F >	6 WLYT-F <
	7 WLNK-F	7 WSOC-F <	7 WSSS-F <	7 WWMG-F <	7 WRFX-F	7 WBAV-F <	7 WSSS-F	7 WRFX-F	7 WEND-F <	7 WWMG-F
	8 WSOC-F <	8 WSSS-F	8 WLNK-F <	8 WSSS-F <	8 WPEG-F <	8 WBT <	8 WNKS-F	8 WWMG-F <	8 WWMG-F <	8 WRFX-F
		9 WNKS-F <	9 WLNK-F	9 WSSS-F	9 WNKS-F	9 WRFX-F <	9 WSSS-F <	9 WSSS-F <	9 WLNK-F <	
		10 WWMG-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	12+ Ovrrte
1 WPEG-F	1 WNKS-F	1 WNKS-F	1 WLYT-F	1 WLYT-F	1 WPEG-F >	1 WPEG-F	1 WRFX-F	1 WRFX-F	1 WRFX-F >	1 WPEG-F >
2 WNKS-F >	2 WPEG-F	2 WLYT-F	2 WNKS-F <	2 WBAV-F	2 WEND-F	2 WRFX-F	2 WPEG-F	2 WPEG-F >	2 WPEG-F	2 WBAV-F <
3 WEND-F	3 WLYT-F	3 WSOC-F	3 WBAV-F <	3 WKKT-F	3 WSOC-F	3 WEND-F	3 WXRC-F <	3 WSSS-F	3 WSSS-F <	3 WKKT-F
4 WKKT-F	4 WKKT-F <	4 WLNK-F <	4 WPEG-F <	4 WLNK-F <	4 WRFX-F	4 WXRC-F >	4 WEND-F >	4 WSOC-F <	4 WSOC-F <	4 WSOC-F <
5 WLYT-F	5 WLNK-F	5 WKKT-F	5 WKKT-F <	5 WSOC-F <	5 WKKT-F	5 WNKS-F	5 WNKS-F	5 WKKT-F <	5 WWMG-F	5 WLYT-F
	6 WBAV-F <	6 WBAV-F	6 WLNK-F	6 WNKS-F <	6 WSSS-F	6 WKKT-F	6 WLNK-F	6 WEND-F	6 WKKT-F <	6 WBT <
	7 WSOC-F	7 WPEG-F	7 WSOC-F	7 WWMG-F	7 WNKS-F	7 WSOC-F <	7 WBAV-F	7 WBAV-F	7 WLYT-F	7 WLYT-F
	8 WEND-F	8 WSSS-F <	8 WSSS-F <	8 WPEG-F	8 WXRC-F >	8 WSSS-F <	8 WLYT-F	8 WXRC-F	8 WBAV-F <	8 WBT
							9 WFNZ	9 WLYT-F >	9 WBT	9 WBT
									10 WXRC-F	10 WXRC-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBT-F	FS	99.3	Chester, SC 0.8 3.1 16 495
WFNZ	SPRIS	610	Charlotte 1.3 3.1 24 385
WGIV	B/G	1600	Charlotte 0.9 2.7 17 328
WHVN	REL	1240	Charlotte 0.3 1.2 6 145
WIXE	C	1190	Monroe 0.5 0.7 8 85

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFMX-F	C	105.7	Statesville 1.3 4.5 78 1567
WJMH-F	B	102.1	Reidsville 0.3 1.2 22 467
WMIT-F	REL	106.9	Black Mountain 1.4 4.4 66 1374
WTPT-F	AOR-NR	93.3	Forest City 0.4 1.9 22 596

CHARLOTTE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar WKKT-FM, WLYT-FM, WRFX-FM	20.7 %	23.9 %	31.5 %	AC	0 (0)	74 (1)	74 (1)	4.9 %	4.7 %
CBS WBAV-FM, WFNZ-AM, WGIV-AM, WNKS-FM, WPEG-FM, WSOC-FM, WSSS-FM	36.1 %	34.0 %	39.1 %	AOR/Classic/NR	0 (0)	218 (4)	218 (4)	14.5 %	15.6 %
Dalton WEND-FM, WWMG-FM	8.6 %	9.1 %	9.7 %	Black/Urban	0 (0)	287 (3)	287 (3)	19.0 %	18.9 %
Jefferson-Pilot WBT-AM, WBT-FM, WLNK-FM	9.8 %	10.1 %	13.7 %	CHR	0 (0)	108 (1)	108 (1)	7.2 %	5.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	8 (1)	288 (3)	296 (4)	19.6 %	18.2 %
				Full Service	84 (1)	14 (1)	98 (2)	6.5 %	7.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	34 (1)	34 (1)	2.3 %	2.5 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
				Oldies	0 (0)	163 (2)	163 (2)	10.8 %	10.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	22 (2)	24 (1)	46 (3)	3.1 %	3.5 %
				Soft AC	0 (0)	129 (1)	129 (1)	8.6 %	8.5 %
				Sports	23 (1)	0 (0)	23 (1)	1.5 %	0.7 %
				Standards/EZ	0 (0)	32 (1)	32 (1)	2.1 %	2.9 %
				Totals	137 (5)	1371 (19)	1508 (24)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WBT	1110	50 kw (DA-N)	Full Service	CBS	\$119.00	CBS Jefferson-Pilot
WFNZ	610	5 kw/1 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$ NA	Eastman CBS
WGIV	1600	1 kw (DA-N)	Black Gospel	ABC	\$ NA	--- CBS

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WBAV	101.9	100 kw @ 988	Black AC	ABC	\$49.00	Katz CBS
WCCJ	92.7	6 kw @ 328	Jazz		\$ NA	Allied Davis Harrisburg
WEND	106.5	65 kw @ 1046	AOR-New Rock		\$53.00	Mc-Guild Dalton Salisbury
WKKT	96.9	100 kw @ 1548	Country		\$95.00	D&R Capstar Statesville
WLNK	107.9	100 kw @ 1694	Modern AC		\$80.00	Banner Jefferson-Pilot
WLYT	102.9	31 kw @ 1535	Soft AC		\$100.00	Eastman Capstar Hickory
WNKS	95.1	100 kw @ 1542	CHR		\$60.00	Eastman CBS
WNMX	106.1	20 kw @ 364	Standards	ABC	\$25.00	Roslin GHB Waxhaw, SC
WPEG	97.9	95 kw @ 1610	Black	CBS, Westwd, ABC	\$155.00	Katz CBS Concord
WRFX	99.7	84 kw @ 1056	AOR		\$177.00	Eastman Capstar Kannapolis
WSOC	103.7	100 kw @ 1059	Country		\$175.00	D&R CBS
WSSS	104.7	100 kw @ 1210	Classic Hits		\$80.00	Katz CBS
WWMG	96.1	100 kw @ 1745	Oldies	CBS, AP	\$90.00	Mc-Guild Dalton Shelby
WXRC	95.7	100 kw @ 1020	AOR	ABC	\$ NA	--- Hickory

Notes: WBT revenue rank includes WBT-F revenue . . . 2/98 WLTC (1370; Gastonia) sold for \$162,000 . . . 2/98 WABZ-F (100.9; Albemarle) sold by Wm. Norman for \$1,275,000 (Doyle Haddon); the station immediately was re-sold to Susquehanna for \$1,650,000 (Patrick) . . . 3/98 WCGC (1270; Belmont) sold by Hilker to GHB for \$250,000 . . . 6/98 WTLT (1480) sold to Hibernia for \$900,000 (Biemacki)

Jim Duncan

Comments: Listening levels are steady . . . WKKT-F is maintaining a very good trend line even as WSOC-F holds steady . . . WBT has fallen below a five share for probably the first time ever

CHATTANOOGA

Arbitron Rank: 102 Pop (12+): 386,800
MSA Rank: 114
MSA Pop: 452,000
DMA: 82
Average Persons Rating: 15.6
Market TSL in Hours: 20.75

Stations: 22 / 22
Diaries: 1,384/279:1/47.0%
Sample Target: 1,430
% Below Line: 0.0
% Not Listed: 15.8
Pop per Station: 17,582

Last Year's Revenue: \$18,600,000
Household Income: \$36,970
Total Retail Sales: \$4.7 Bil.
#1 Biller: WUSY-F \$5,300,000
#1 Billing Portfolio:
 Cumulus (pending) \$7,520,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WUSY-F	C	112 / 16.6	21.6	22.3	20.2	23.0	20.7	1337 / 34.6	34.7	33.6	249 / 2736	G	WUSY-F
2	WJTT-F	B	46 / 7.6	7.2	7.8	7.0	5.4	7.4	394 / 10.2	11.0	9.3	51 / 442	C	WJTT-F
3	WDEF-F	SAC	45 / 7.5	7.8	8.5	8.0	7.7	7.9	582 / 15.0	19.6	18.1	63 / 974	D	WDEF-F
4	WDDD-F	AOR-NR	44 / 7.3	6.7	6.6	6.0	6.1	6.7	666 / 17.7	17.7	14.4	79 / 1297	B	WDDD-F
5	WKXJ-FF	CHR	37 / 6.1	5.4	5.2	4.7	5.1	5.4	582 / 15.0	13.4	13.4	54 / 885	B	WKXJ-FF
6	WSKZ-F	AOR/CL	36 / 6.0	6.9	6.1	6.2	7.0	6.3	640 / 16.5	16.3	19.3	82 / 1397	E	WSKZ-F
7	WDGT-F	O	32 / 5.3	5.0	3.6	5.2	5.1	4.8	516 / 13.3	11.6	12.4	42 / 642	C	WDGT-F
9	WLMX-F	AC	26 / 4.3	3.6	3.8	4.1	3.4	4.0	410 / 10.6	10.2	9.5	31 / 497	C	WLMX-F
8	WGOW-F	T	26 / 4.3	3.6	4.3	3.4	4.1	3.9	380 / 9.8	10.2	8.5	29 / 467	B	WGOW-F
10	WDOD	ST	16 / 2.7	2.9	3.5	3.4	3.9	3.1	182 / 4.7	5.7	6.3	18 / 204	A	WDOD
	WNOO	B/AC	16 / 2.7	4.1	3.1	3.3	3.1	3.3	159 / 4.1	3.7	3.9	17 / 168	A	WNOO
12	WGOW	T	15 / 2.5	2.2	2.1	2.3	2.2	2.3	251 / 6.5	6.2	5.8	17 / 274	^	WGOW
13	WBDX-F	REL-CC	12 / 2.0	2.4	1.6	2.3	1.9	2.1	197 / 5.1	5.6	4.6	20 / 322	*	WBDX-F
14	WMPZ-F	J	11 / 1.8	1.6	1.7	1.8	1.9	1.7	158 / 4.1	5.4	4.0	11 / 168	A	WMPZ-F

12+ FM Share (Metro): 85.63% (435 of 508) (Spring 97: 85.24%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKXJ-FF >>>	1 WUSY-F	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F >>	1 WUSY-F >	1 WUSY-F >>	1 WUSY-F	1 WUSY-F >
2 WUSY-F	2 WDOD-F	2 WJTT-F	2 WJTT-F <	2 WDEF-F <	2 WDEF-F	2 WJTT-F <	2 WDEF-F	2 WDOD-F <	2 WKXJ-FF <	2 WJTT-F >
3 WJTT-F	3 WJTT-F	WDOD-F	3 WDEF-F <	3 WJTT-F	3 WOGT-F	3 WDEF-F <	3 WDOD-F	3 WKXJ-FF <	3 WJTT-F >	3 WKXJ-FF
4 WDOD-F >	4 WSKZ-F	4 WSKZ-F <	4 WDOD-F <	4 WDOD-F <	4 WJTT-F	4 WDOD-F <	4 WJTT-F <	4 WDEF-F	4 WDEF-F	4 WDOD-F <
	5 WKXJ-FF	5 WDEF-F >	5 WSKZ-F	5 WSKZ-F <	5 WSKZ-F	5 WSKZ-F	5 WSKZ-F <	5 WJTT-F	WDOD-F	5 WDEF-F
	6 WLMX-F	6 WOGT-F <	6 WOGT-F	6 WOGT-F	WGOW-F <	6 WGOW-F	6 WLMX-F <	WOGT-F <	6 WSKZ-F	6 WSKZ-F
	7 WLMX-F <	7 WGOW-F	7 WGOW-F	7 WGOW-F	7 WDOD <	7 WOGT-F	7 WOGT-F <	7 WSKZ-F <	7 WOGT-F	WOGT-F <
	8 WGOW-F	8 WLMX-F	8 WLMX-F	8 WLMX-F	8 WLMX-F <	8 WKXJ-FF	8 WGOW <	8 WGOW-F	8 WLMX-F >>	8 WNOO >
		WKXJ-FF			9 WDOD-F <	9 WDOD	9 WGOW-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	12+ Ovrite
1 WDOD-F >	1 WUSY-F	1 WUSY-F >>	1 WUSY-F >	1 WUSY-F >	1 WUSY-F	1 WUSY-F	1 WDOD-F	1 WUSY-F	1 WUSY-F	1 WUSY-F >
2 WJTT-F	2 WDOD-F	2 WJTT-F	2 WJTT-F <	2 WDEF-F	WSKZ-F	WSKZ-F <	WUSY-F	2 WSKZ-F <	2 WSKZ-F	2 WJTT-F
3 WKXJ-FF	3 WJTT-F >	WDEF-F	3 WDEF-F	3 WJTT-F >	3 WDOD-F	3 WDOD-F	WSKZ-F	3 WDOD-F	3 WDOD-F	3 WSKZ-F
	WUSY-F	4 WDEF-F	WDOD-F >>	4 WDOD-F >	4 WOGT-F	4 WJTT-F	4 WJTT-F >	4 WJTT-F	4 WJTT-F >	4 WJTT-F
5 WLMX-F >>	WKXJ-FF	5 WBDX-F	5 WLMX-F	5 WDOD-F	WKXJ-FF >	5 WGOW-F	5 WGOW-F >	5 WGOW-F	5 WOGT-F <	5 WGOW-F >
	6 WLMX-F >	WKXJ-FF	6 WOGT-F <	WLMX-F		6 WKXJ-FF >>	6 WKXJ-FF	6 WOGT-F >>	6 WGOW-F	6 WGOW-F
		WLMX-F >	7 WKXJ-FF	7 WSKZ-F	WGOW-F		WOGT-F >>	7 WDEF-F	7 WDEF-F >	7 WDEF-F >
				WGOW-F				WKXJ-FF		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDEF	T	1370 Chattanooga	0.7 2.5 5 113
WEPG	O	910 S. Pittsburg	1.2 2.1 7 94
WFLI	REL	1070 Lookout Mountain	1.2 2.1 7 101
WJOC	REL	1490 Chattanooga	0.7 1.6 4 60
WWAM	G	820 Jasper	0.7 1.1 4 44
WXKT-F	C	98.1 Signal Mtn.	1.2 4.2 7 170

CHATTANOOGA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Bahakel WDEF-AM, WDEF-FM, WDOD-AM, WOOD-FM	18.2 %	19.1 %	20.3 %	AC	0 (0)	26 (1)	26 (1)	5.1 %	10.9 %
Bloomington WGOW-AM, WGOW-FM, WOGT-FM, WSKZ-FM	18.1 %	22.5 %	27.4 %	AOR/Classic/NR	0 (0)	80 (2)	80 (2)	15.7 %	8.3 %
Brewer WJTT-FM, WMPZ-FM	9.4 %	11.7 %	10.3 %	Black/Urban	16 (1)	46 (1)	62 (2)	12.2 %	11.8 %
Cumulus, pend. WKXJ-FM, WLMX-AM, WLMX-FM, WUSY-FM, WXKT-FM	30.0 %	25.7 %	40.3 %	CHR	0 (0)	38 (2)	38 (2)	7.5 %	9.7 %
	75.7 %	79.0 %	98.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	119 (2)	119 (2)	23.4 %	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)	11 (1)	11 (1)	2.2 %	0.0 %
				News/Talk	19 (2)	26 (1)	45 (3)	8.9 %	8.0 %
				Oldies	7 (1)	32 (1)	39 (2)	7.7 %	6.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	15 (3)	12 (1)	27 (4)	5.3 %	3.7 %
				Soft AC	0 (0)	45 (1)	45 (1)	8.9 %	8.7 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	16 (1)	0 (0)	16 (1)	3.1 %	4.5 %
				Totals	73 (8)	435 (13)	508 (21)		

AM Stations

Station	Freq	Power	Time	Format	Company	City
WDOD	1310	5 kw (DA-N)	Standards	ABC	\$<20.00 Banner	Bahakel
WGOW	1150	5 kw/1 kw (DA-N)	Talk	ABC	\$25.00 Christal	Bloomington
WNOO	1260	5 kw/0.025 kw (DA-N)	Black AC	AURN	\$<20.00 Banner	WBDX-F

FM Stations

Station	Freq	Power	Time	Format	Company	City
WBDX	102.7	0.32 kw @ 1375	Contemp. Christian	SRN	\$<20.00 ---	Trenton
WDEF	92.3	100 kw @ 1180	Soft AC	CBS	\$59.00 Eastman	Bahakel
WDOD	96.5	100 kw @ 1076	New Rock	Westwd	\$20.00 Banner	Bahakel
WGOW	102.3	6 kw @ 285	Talk	ABC, Westwd	\$25.00 Christal	Bloomington
WJTT	94.3	3 kw @ 300	Black		\$36.00 Mc-Guild	Brewer
WKXJ	97.3	16 kw @ 866	CHR		\$<20.00 Roslin	S. Pittsburg
WLMX	105.5	1.55 kw @ 646	AC	ABC	\$41.00 Mc-Guild	Cumulus
WMPZ	93.7	3 kw @ 328	Jazz	JRN	\$<20.00 Mc-Guild	Brewer
WOGT	107.9	2.85 kw @ 968	Oldies	Westwd	\$21.00 Christal	Bloomington
WSGC	101.9	1.32 kw @ 659	See WKXJ-F			Ringgold, GA
WSKZ	106.5	100 kw @ 1076	AOR/Classic AOR		\$60.00 Christal	Bloomington
WUSY	100.7	100 kw @ 1190	Country	Westwd	\$100.00 Katz	Cumulus

Notes: * WNOO revenue level includes WBDX-F revenue . . . ^ WGOW-F revenue level includes WGOW revenue . . . 2/98 WBAC/WALV-F (Cleveland, TN) sold to Brewer for \$1,500,000 . . . 2/98 WGOW-AF/WOGT-F/WSKZ-F sold by Bloomington as part of a \$66,812,850 management buyout . . . 3/98 WDRZ-F (103.1; Etowah) sold (price NA); changed from simulcasting WKXJ-F to simulcasting WBDX-F . . . 3/98 WBDX-F sold for \$1,189,395 . . . 3/98 WSGC-F changed from Modern AC to simulcasting WKXJ-F . . . 4/98 WKXJ-F (51%) sold for \$351,852 . . . 5/98 WLMX-AF/WZST-F sold by Wicks to Cumulus for \$5,500,000 . . . 5/98 WZST-F changed calls to WXKT-F; remains Country . . . 8/98 WKXJ-F sold to Cumulus for \$3,000,000

Jim Duncan

Comments: Listening levels are up slightly . . . WUSY-F has its lowest share in two years . . . WSKZ-F has its lowest share since 1994 . . . WDOD-F is at record high levels

CHICAGO

Arbitron Rank: 3 Pop (12+): 6,995,500
MSA Rank: 3
MSA Pop: 8,680,000
DMA: 3
Average Persons Rating: 17.1
Market TSL in Hours: 22.50

Stations: 41 / 41
Diaries: 6,033/1160:1/48.3%
Sample Target: 5,900
% Below Line: 0.0
% Not Listed: 10.7
Pop per Station: 170,622

Last Year's Revenue: \$374,700,000
Household Income: \$53,177
Total Retail Sales: \$78.9 Bil.
#1 Biller: WGN \$32,500,000
#1 Billing Portfolio: CBS \$123,100,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WGCI-F	B	928 / 7.7	6.3	7.2	7.0	5.6	7.1	9916 / 14.2	14.6	12.2	942 / 10300	K	WGCI-F
2	WGN	FS/T	700 / 5.8	6.6	6.1	5.6	5.9	6.0	9742 / 13.9	12.4	12.7	832 / 11615	K	WGN
3	WBBM-F	CHR/U	572 / 4.8	4.4	4.6	5.0	4.5	4.7	12561 / 18.0	16.9	16.2	591 / 13009	J	WBBM-F
4	WVAZ-F	B/A/C	563 / 4.7	4.3	4.3	4.7	4.2	4.5	6436 / 9.2	9.5	9.3	568 / 6566	J	WVAZ-F
5	WLIT-F	SAC	553 / 4.6	4.8	4.5	4.5	4.8	4.6	8079 / 11.5	12.3	12.5	556 / 8239	K	WLIT-F
6	WLS	T	516 / 4.3	4.0	4.3	3.8	4.1	4.1	6287 / 9.0	8.6	8.3	605 / 7471	H	WLS
7	WNUA-F	J	488 / 4.1	4.6	4.8	4.3	3.9	4.4	7422 / 10.6	11.0	9.9	500 / 7706	J	WNUA-F
8	WJMK-F	O	473 / 3.9	3.3	3.4	3.9	4.0	3.6	9169 / 13.1	13.2	12.7	493 / 9598	K	WJMK-F
9	WUSN-F	C	464 / 3.9	3.4	3.5	3.9	3.4	3.7	6957 / 9.9	9.5	8.9	475 / 7347	J	WUSN-F
10	WBBM	N	430 / 3.6	4.0	3.6	3.8	4.2	3.7	9923 / 14.2	13.5	14.0	458 / 10672	J	WBBM
11	WTMX-F	AC	401 / 3.3	2.6	2.6	2.6	2.7	2.8	8277 / 11.8	10.7	10.7	410 / 8430	I	WTMX-F
12	WRGX-F	AOR	378 / 3.2	3.0	3.0	2.9	3.2	3.0	8768 / 9.7	9.7	10.0	408 / 7442	J	WRGX-F
13	WKQX-F	AOR-NR	333 / 2.8	3.0	2.9	3.4	3.3	3.0	9028 / 12.9	13.3	13.9	343 / 9458	I	WKQX-F
14	WXCD-F	CL AOR	320 / 2.7	2.6	2.8	3.3	1.5	2.8	6568 / 9.4	10.3	5.0	334 / 7008	F	WXCD-F
15	WNND-F	AC-NR	306 / 2.6	2.7	2.3	2.1	2.0	2.4	6625 / 9.5	8.7	8.1	308 / 6743	H	WNND-F
16	WXRT-F	AOR-P	301 / 2.5	2.6	1.9	2.5	2.9	2.4	4864 / 7.0	6.2	7.6	308 / 5000	J	WXRT-F
17	WLEY-F	SP	282 / 2.2	2.3	2.5	1.7	1.0	2.2	2807 / 4.0	4.5	5.2	262 / 2833	D	WLEY-F
18	WCKG-F	T	260 / 2.2	2.9	2.3	2.3	2.8	2.4	6018 / 7.2	7.7	9.7	268 / 5212	J	WCKG-F
19	WAIT	ST	240 / 2.0	2.8	2.3	2.2	2.2	2.3	2295 / 3.3	3.5	3.5	260 / 2445	E	WAIT
20	WOJO-F	SP-C	235 / 2.0	2.2	1.8	2.0	2.9	2.0	3227 / 4.6	4.7	6.0	236 / 3268	I	WOJO-F
21	WSCR	SPRTS	208 / 1.7	1.5	2.0	1.9	1.6	1.8	2983 / 4.3	4.8	4.1	219 / 3185	H	WSCR
22	WMAQ	N	207 / 1.7	2.3	2.3	2.2	1.8	2.1	6086 / 8.7	12.1	9.3	234 / 6959	J	WMAQ
23	WLUP-F	AOR	205 / 1.7	1.6	1.5	1.8	2.0	1.7	6013 / 7.2	7.9	9.8	212 / 5211	H	WLUP-F
24	WMVP	T	204 / 1.7	1.2	1.1	1.4	1.4	1.4	5702 / 8.2	4.7	7.5	223 / 6043	I	WMVP
25	WNIB-F	CL	173 / 1.4	1.9	1.7	1.4	1.7	1.6	3475 / 5.0	5.3	4.8	178 / 3615	F	WNIB-F
26	WFMT-F	CL	138 / 1.2	1.2	1.2	1.3	1.5	1.2	2917 / 4.2	4.3	4.3	139 / 2965	F	WFMT-F
27	WGCI	B/O	129 / 1.1	1.2	1.7	1.2	1.4	1.3	1996 / 2.9	3.4	3.3	129 / 1996	E	WGCI

12+ FM Share (Metro): 73.18% (7832 of 10702) (Spring 97: 71.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBBM-F <	1 WGCI-F >	1 WGCI-F >	1 WGCI-F	1 WGCI-F	1 WGN	1 WGN >	1 WLIT-F	1 WGCI-F >	1 WGCI-F >	1 WGCI-F >
2 WGCI-F >>	2 WBBM-F <	2 WVAZ-F	2 WVAZ-F	2 WVAZ-F	2 WLS	2 WGCI-F <	2 WGCI-F	2 WBBM-F	2 WBBM-F >	2 WVAZ-F <
3 WKQX-F >>	3 WTMX-F <	3 WTMX-F	3 WLIT-F	3 WLIT-F <	3 WLIT-F	3 WBBM <	3 WBBM <	3 WNUA-F <	3 WGN <	3 WVAZ-F <
	4 WRCX-F	WBBM-F <	4 WNUA-F <	4 WJMK-F <	WNUA-F <	4 WRCX-F	4 WLS	4 WLIT-F <	4 WGN <	4 WBBM-F
	5 WKQX-F	5 WLIT-F	5 WJMK-F <	5 WNUA-F	5 WBBM <	5 WLS <	5 WGN <	5 WVAZ-F <	5 WMVP <	5 WJMK-F <
	6 WLEY-F	WRGX-F	6 WXRT-F <	6 WXRT-F <	6 WVAZ-F <	6 WVAZ-F <	6 WUSN-F <	6 WLS <	6 WKQX-F	6 WLIT-F
	7 WVAZ-F	7 WJMK-F <	7 WTMX-F	7 WTMX-F	7 WJMK-F	7 WLIT-F <	7 WVAZ-F <	7 WNUA-F <	7 WLS <	WNUA-F
	WUSN-F	8 WUSN-F	8 WXCD-F <	WUSN-F <	8 WUSN-F <	8 WJMK-F	8 WJMK-F <	8 WUSN-F <	8 WNUA-F <	WUSN-F <
		WXRT-F	9 WUSN-F <	9 WXCD-F	9 WGCI-F	WBBM-F <	9 WTMX-F	9 WJMK-F <	9 WLIT-F <	
		WNUA-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	12+ Ovrnite
1 WGCI-F >	1 WGCI-F >	1 WGCI-F	1 WGCI-F >	1 WGCI-F <	1 WRCX-F	1 WRCX-F <	1 WRCX-F	1 WGCI-F <	1 WGCI-F <	1 WGCI-F
2 WBBM-F >	2 WTMX-F	2 WTMX-F >	2 WVAZ-F	2 WVAZ-F	2 WBBM-F <	2 WGCI-F >	WGCI-F >	2 WRCX-F >	2 WXRT-F <	2 WGN <
3 WTMX-F >	3 WBBM-F	3 WVAZ-F	3 WTMX-F	3 WLIT-F	3 WGCI-F >	3 WBBM-F	3 WCKG-F	3 WXRT-F <	3 WRCX-F <	3 WLS <
4 WKQX-F	4 WVAZ-F	4 WLIT-F	4 WLIT-F	4 WTMX-F <	4 WKQX-F	4 WKQX-F	4 WXRT-F <	4 WCKG-F <	4 WXCD-F	4 WBBM >
5 WUSN-F <	5 WKQX-F <	5 WBBM-F <	5 WBBM-F	5 WNUA-F <	5 WLEY-F	5 WCKG-F <	5 WKQX-F <	5 WXCD-F <	WJMK-F <	
6 WRCX-F	6 WUSN-F	6 WNND-F <	6 WUSN-F <	6 WJMK-F <	6 WOJO-F <	6 WLEY-F	6 WLEY-F	6 WVAZ-F	6 WCKG-F <	6 WCKG-F <
7 WLEY-F <	WLIT-F	7 WUSN-F <	7 WNND-F <	7 WUSN-F	7 WUSN-F	7 WTMX-F <	7 WLUP-F <	7 WJMK-F	7 WVAZ-F <	7 WVAZ-F <
8 WVAZ-F	8 WNND-F <	8 WKQX-F	6 WNUA-F <	8 WNND-F	8 WTMX-F <	8 WLUP-F <	8 WTMX-F	WBBM-F	8 WNUA-F <	8 WNUA-F <
	9 WLEY-F	9 WLEY-F <	9 WJMK-F		9 WXRT-F	9 WSCR <			9 WLIT-F <	

CHICAGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume		Format Performance	AM	FM	Total	%	Spg 97
WIL-F	AOR	95.1	Kenosha, WI	0.4	1.5	63	1243	AC	0 (0)	816 (4)	816 (4)	7.6 %	8.4 %
WIND	SP	560	Chicago	0.5	1.5	69	1116	AOR/Classic/NR	0 (0)	1588 (6)	1588 (6)	14.8 %	16.0 %
WLXX	SP	1200	Chicago	0.5	1.0	56	685	Black/Urban	196 (2)	1533 (3)	1729 (5)	16.2 %	15.9 %
WNIZ-F	CL	96.9	Zion, IL	0.1	0.3	8	227	CHR	0 (0)	572 (1)	572 (1)	5.3 %	5.1 %
WRZA-F	SP	99.9	Kankakee	0.7	1.9	87	1337	Classical	0 (0)	317 (3)	317 (3)	3.0 %	3.7 %
WTAQ	SP	1300	La Grange	0.4	1.1	49	744	Country	0 (0)	464 (1)	464 (1)	4.3 %	4.2 %
WVON	B	1450	Cicero	0.6	0.8	68	539	Full Service	700 (1)	0 (0)	700 (1)	6.5 %	6.6 %
WXLC-F	AC	102.3	Waukegan	0.5	2.0	62	1410	Hispanic	169 (3)	584 (4)	753 (7)	7.0 %	6.7 %
WXXY-F	U/AC	103.1	Highland Park	0.4	1.3	42	903	Jazz	0 (0)	486 (1)	486 (1)	4.5 %	4.4 %
WYBA-F	B/G	106.3	Lansing	0.7	2.0	80	1396	News/Talk	1357 (4)	260 (1)	1617 (5)	15.1 %	12.9 %
WYCA-F	REL	92.3	Hammond, IN	0.5	1.6	63	1102	Oldies	0 (0)	473 (1)	473 (1)	4.4 %	5.6 %
WYLL-F	REL	106.7	Des Plaines	0.4	1.2	46	882	Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WZSR-F	AC	105.5	Woodstock	0.4	1.1	48	792	Religion/Gospel	0 (0)	186 (3)	186 (3)	1.7 %	0.8 %

Consolidation Report				12+	25-54	Revenue
ABC/Disney, pend.				8.7 %	8.3 %	7.5 %
WLS-AM, WMVP-AM, WXCD-FM						
Big City				0.4 %	0.5 %	%
WCBR-FM, WLRT-FM, WXXY-FM, WYXX-FM						
Bonneville				7.6 %	9.4 %	8.6 %
WLUP-FM, WNND-FM, WTMX-FM						
CBS				21.8 %	20.8 %	32.2 %
WBBM-AM, WBBM-FM, WCKG-FM, WJMK-FM, WMAQ-AM, WSCR-AM, WUSN-FM						
Chancellor				22.5 %	24.6 %	23.1 %
WGCI-AM, WGCI-FM, WMVP-AM, WNUA-FM, WRCX-FM, WVAZ-FM						
Heftel				3.0 %	3.2 %	5.2 %
WIND-AM, WLXX-AM, WOJO-FM						
				64.0 %	66.8 %	76.6 %

Format Performance	AM	FM	Total	%	Spg 97
Totals	2870 (12)	7832 (29)	10702 (41)		

AM Stations

Station	Power	Class	Format	Advertiser	Agency	Product
WAIT	850	2.5 kw (DA-D)	Standards	Westwd	\$65.00	Pride
WBBM	780	50 kw	News	CBS	\$250.00	Interep
WGCI	1390	5 kw (DA-2)	Black Oldies	AURN		Mc-Guild
WGN	720	50 kw	Full Service/Talk	ABC	\$400.00	Eastman
WLS	890	50 kw	Talk	ABC	\$130.00	Katz
WMAQ	670	50 kw	News/Sports	CNN, Westwd	\$230.00	Group W
WMVP	1000	50 kw (DA-2)	Talk/Sports	SBUSA, ABC	\$100.00	Christal
WSCR	1160	50 kw/5 kw (DA-2)	Sports	CBS	\$125.00	CBS

CHICAGO

FM Stations

Station	Freq	Power	Genre	Source	Price	Buyer	Seller	Location
WBBM	96.3	4.2 kw @ 1555	CHR	CBS	\$225.00	CBS	CBS	
WCKG	105.9	4.1 kw @ 1581	Talk/Classic AOR	Source	\$188.00	CBS	CBS	Eimwood Park
WFMT	98.7	15.5 kw @ 1174	Classical		\$110.00	---	WTTW-TV	
WGCI	107.5	33 kw @ 603	Black		\$350.00	Mc-Guild	Chancellor	
WJMK	104.3	4.1 kw @ 1568	Oldies	Westwd	\$325.00	Infinity	CBS	
WKQX	101.1	8.3 kw @ 1174	AOR-New Rock	Source	\$230.00	D&R	Emmis	
WLEY	107.9	21 kw @ 761	Hispanic			Caballero	SBS	Aurora
WLIT	93.9	4 kw @ 1581	Soft AC		\$325.00	Christal	Chancellor	
WLUP	97.9	6 kw @ 1174	AOR		\$340.00	Sentry	Bonneville	
WNIB	97.1	8.4 kw @ 1190	Classical		\$125.00	Allied		
WNND	100.3	8.3 kw @ 1174	Modern AC		\$178.00	Sentry	Bonneville	
WNUA	95.5	8.3 kw @ 1174	Jazz		\$255.00	Eastman	Chancellor	
WOJO	105.1	8.3 kw @ 1174	Hispanic Contemp.		\$175.00	Katz Hisp.	Heftel	Evanston
WRCX	103.5	4.1 kw @ 1575	AOR		\$225.00	Eastman	Chancellor	
WTMX	101.9	4.2 kw @ 1558	AC		\$190.00	Sentry	Bonneville	Skokie
WUSN	99.5	8.3 kw @ 1174	Country	Westwd	\$340.00	CBS	CBS	
WVAZ	102.7	6 kw @ 1174	Black AC	UPI, ABC	\$280.00	Eastman	Chancellor	Oak Park
WXCD	94.7	4.4 kw @ 1529	Classic AOR	ABC	\$150.00	Katz	ABC/Disney	
WXRT	93.1	6.7 kw @ 1308	Progressive AOR		\$270.00	CBS	CBS	

Notes: WCKG-F reclassified as Talk (from Talk/Classic AOR) . . . 1/98 WVX-F (103.1; Highland Park) changed from Ethnic/AOR to Black AC as WXXY-F; WJDK-F (103.1; Morris) changed to simulcast WXXY-F as WYXX-F . . . 3/98 WLTH (1370; Gary, IN) sold by Pluria Marshall for \$650,000 . . . 4/98 WLRT-F (92.7; Kankakee) sold to Big City (price NA) (Stevens) . . . 4/98 WLBK/ WDEK-F (De Kalb) sold to Big City for \$4,500,000 (Blackburn; Stevens) . . . 4/98 WCBR-F (92.7; Arlington Heights) sold by Darrell Peters to Big City (price NA) (Stevens) . . . 4/98 WAUR (930; Sandwich-Aurora) sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group sale . . . 7/98 WTAQ/WTAU sold by Lotus to Disney (price NA) . . . 8/98 WMVP sold by Chancellor to ABC/Disney for \$21,000,000

Jim Duncan

Comments: Total listening (APR) is steady versus last year . . . FM listening is at its highest share level ever . . . WGCI-F is at its highest share in more than four years . . . When will WLS's revenue share catch up with its strong ratings performance? . . . WTMX-F breaks the three-share level for the first time

CINCINNATI

Arbitron Rank: 25 Pop (12+): 1,579,400
 MSA Rank: 31
 MSA Pop: 1,940,000
 DMA: 29
 Average Persons Rating: 15.4
 Market TSL in Hours: 20.15

Stations: 28 / 21
 Diaries: 2,929/539:1/53.9%
 Sample Target: 2,860
 % Below Line: 4.6
 % Not Listed: 12.5
 Pop per Station: 75,210

Last Year's Revenue: \$100,200,000
 Household Income: \$45,453
 Total Retail Sales: \$18.7 Bil.
 #1 Biller: WLW \$20,300,000
 #1 Billing Portfolio: Jacor \$45,800,000

12+ Metro	Format	Spring 98 1/4 Share	Wln 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1 WLW	FS/T	234 / 9.6	6.6	8.6	9.5	9.5	8.6	3595 / 22.8	21.5	18.6	278 / 4269	K	WLW
2 WUBE-F	C	210 / 8.6	9.1	9.4	9.9	8.6	9.3	2883 / 18.3	21.8	18.6	236 / 3151	I	WUBE-F
3 WEBN-F	AOR	184 / 7.6	7.5	8.0	7.9	7.9	7.7	2757 / 17.5	19.3	18.3	204 / 3119	I	WEBN-F
4 WKRQ-F	CHR	163 / 6.7	5.2	6.0	7.1	7.0	6.2	3664 / 23.2	21.2	23.4	173 / 3988	H	WKRQ-F
5 WGRR-F	O	163 / 6.3	5.9	6.2	5.6	6.6	6.0	2320 / 14.7	14.6	15.4	161 / 2507	H	WGRR-F
6 WRRM-F	SAC	148 / 6.1	7.0	5.6	5.7	5.7	6.1	2316 / 14.7	13.7	15.2	157 / 2475	G	WRRM-F
7 WIZF-F	B	133 / 5.5	5.8	5.8	6.2	5.8	5.8	2042 / 12.9	12.1	12.1	134 / 2081	G	WIZF-F
8 WVMX-F	AC/CHR	127 / 5.2	5.1	4.2	4.3	3.6	4.7	2356 / 14.9	12.6	12.4	133 / 2456	F	WVMX-F
9 WOFX-F	CL AOR	114 / 4.7	5.2	4.6	5.3	4.2	4.9	2531 / 16.0	15.3	15.9	132 / 2791	F	WOFX-F
10 WVAE-F	J	108 / 4.4	4.2	3.3	3.3	3.4	3.8	1522 / 9.6	9.7	9.2	112 / 1627	D	WVAE-F
11 WKRC	T	95 / 3.9	4.3	4.8	4.5	4.1	4.4	1487 / 9.4	10.3	11.4	105 / 1634	F	WKRC
12 WSAI	ST	92 / 3.8	3.8	3.5	3.8	3.9	3.7	1048 / 6.6	5.9	7.0	94 / 1087	E	WSAI
13 WYGY-F	C	74 / 3.0	2.9	4.0	3.5	3.3	3.4	1515 / 9.6	11.7	10.5	76 / 1607	E	WYGY-F
14 WAQZ-F	AOR-NR	55 / 2.3	2.7	2.2	2.1	2.3	2.3	1658 / 10.5	9.6	9.6	57 / 1687	C	WAQZ-F
15 WAKW-F	REL-CC	41 / 1.7	1.7	2.1	1.2	2.1	1.7	848 / 5.4	5.5	6.0	44 / 920		WAKW-F

12+ FM Share (Metro): 77.60% (1652 of 2129) (Spring 97: 75.31%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIZF-F	1 WEBN-F	1 WEBN-F	1 WUBE-F <	1 WUBE-F <	1 WLW >	1 WLW	1 WLW <	1 WUBE-F <	1 WLW >	1 WUBE-F
2 WKRQ-F >	2 WKRQ-F	2 WUBE-F <	2 WLW <	2 WLW	2 WUBE-F <	2 WUBE-F <	2 WUBE-F	2 WEBN-F <	2 WEBN-F <	2 WLW
3 WEBN-F >>	3 WVMX-F <	3 WKRQ-F <	3 WEBN-F <	3 WEBN-F <	3 WGRR-F	3 WEBN-F	3 WRRM-F	3 WKRQ-F	3 WIZF-F	3 WEBN-F <
	4 WUBE-F <	4 WVMX-F <	4 WVMX-F	4 WGRR-F <	4 WRRM-F	4 WOFX-F <	4 WEBN-F	4 WLW <	4 WUBE-F	4 WIZF-F
	5 WOFX-F <	5 WLW <	5 WOFX-F <	5 WVMX-F <	5 WSAI	5 WKRQ-F <	WGRR-F <	5 WGRR-F <	5 WKRQ-F	WKRQ-F <
	6 WIZF-F >	6 WOFX-F	6 WKRQ-F <	6 WRRM-F	WVAE-F <	6 WGRR-F	6 WVMX-F <	6 WRRM-F <	6 WVAE-F <	6 WGRR-F
		7 WRRM-F	7 WRRM-F	7 WOFX-F <	7 WKRC	WRRM-F	7 WKRQ-F	7 WIZF-F	7 WGRR-F	7 WRRM-F
		8 WIZF-F	8 WGRR-F	8 WKRQ-F	8 WVMX-F	8 WIZF-F <	8 WKRC <	8 WVMX-F	8 WRRM-F	8 WVMX-F <
		9 WGRR-F	9 WIZF-F <	9 WVAE-F		9 WVMX-F	9 WSAI <	9 WVAE-F	WVMX-F	9 WOFX-F
			10 WVAE-F			10 WKRC <	10 WVAE-F <	10 WOFX-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	12+ Ovrnite
1 WKRQ-F	1 WKRQ-F	1 WKRQ-F	1 WKRQ-F <	1 WRRM-F	1 WEBN-F >>	1 WEBN-F >>	1 WEBN-F >	1 WEBN-F >	1 WLW <	1 WLW
2 WIZF-F	2 WVMX-F	2 WVMX-F >	2 WVMX-F <	2 WVMX-F <	2 WKRQ-F <	2 WOFX-F	2 WOFX-F	2 WLW	2 WEBN-F	2 WKRC >
3 WEBN-F	3 WIZF-F	3 WIZF-F	3 WRRM-F <	3 WUBE-F	3 WIZF-F >	3 WUBE-F <	3 WLW <	3 WOFX-F	3 WOFX-F	3 WEBN-F <
	4 WUBE-F <	4 WEBN-F	4 WUBE-F	4 WKRQ-F <	4 WOFX-F	4 WKRQ-F <	4 WUBE-F	4 WUBE-F >	WUBE-F	4 WUBE-F
	5 WVMX-F	5 WUBE-F	5 WUBE-F <	5 WIZF-F	5 WGRR-F >	5 WLW	5 WVMX-F	5 WKRQ-F	5 WGRR-F	
	6 WAQZ-F	6 WRRM-F	6 WOFX-F	6 WGRR-F	6 WIZF-F <	6 WAQZ-F >	6 WVMX-F	6 WKRQ-F <	6 WVMX-F	6 WVAE-F <
	7 WYGY-F	WYGY-F	7 WRRM-F	7 WEBN-F	7 WLW	7 WIZF-F	7 WYGY-F	7 WGRR-F <	7 WVMX-F	
	8 WRRM-F >	8 WAQZ-F <	WYGY-F	8 WOFX-F	8 WVAE-F			8 WIZF-F	8 WKRQ-F	
	9 WOFX-F >			9 WOFX-F						
			10 WLW							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBOB	SPRTS	1160	Florence, KY 0.7 2.5 16 415
WCIN	B/O	1480	Cincinnati 0.7 2.1 16 344
WCVG	B/G	1320	Covington, KY 0.7 1.3 16 198
WNLT-F	REL-CC	104.3	Harrison, OH 0.5 1.6 11 274
WNOP	J	740	Newport, KY 0.3 0.6 8 98
WYLY-F	CL HITS	97.3	Lebanon, OH 0.8 3.0 22 526

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFCJ-F	REL	93.7	Miamisburg, OH 0.5 1.9 17 461
WGTZ-F	CHR	92.9	Eaton, OH 0.8 4.0 42 1166
WHKO-F	C	99.1	Dayton, OH 1.2 4.5 63 1310
WMMX-F	AC	107.7	Dayton, OH 0.6 1.4 21 345
WPFB-F	C	105.9	Middletown, OH 0.5 2.8 15 513
WROU-F	B	92.1	W. Carrollton, OH 0.5 2.1 18 430
WTUE-F	AOR	104.7	Dayton, OH 0.5 2.1 29 639

CINCINNATI

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spq 97
CBS WGRR-FM, WKRC-FM, WYLX-FM	13.8 %	14.6 %	16.7 %	AC	0 (0)	142 (2)	142 (2)	6.7 %	4.1 %
Chancellor WBOB-AM, WUBE-AM, WUBE-FM, WYGY-FM	12.3 %	13.0 %	17.6 %	AOR/Classic/NR	0 (0)	366 (4)	366 (4)	17.2 %	16.6 %
Jacor WEBN-FM, WKRC-AM, WLW-AM, WOFX-FM, WVMX-FM	31.0 %	33.4 %	45.7 %	Black/Urban	16 (1)	144 (2)	160 (3)	7.5 %	8.3 %
Local (SMA to Jacor) WAQZ-FM, WCKY-AM, WSAI-AM	6.1 %	2.7 %	4.9 %	CHR	0 (0)	182 (2)	182 (2)	8.5 %	9.0 %
Susquehanna WRRM-FM, WVAE-FM	10.5 %	12.4 %	9.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	326 (4)	326 (4)	15.3 %	16.2 %
				Full Service	234 (1)	0 (0)	234 (1)	11.0 %	11.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	8 (1)	108 (1)	116 (2)	5.4 %	4.7 %
				News/Talk	95 (1)	0 (0)	95 (1)	4.5 %	5.1 %
				Oldies	0 (0)	173 (2)	173 (2)	8.1 %	8.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	16 (1)	63 (3)	79 (4)	3.7 %	4.1 %
				Soft AC	0 (0)	148 (1)	148 (1)	7.0 %	6.6 %
				Sports	16 (1)	0 (0)	16 (1)	0.8 %	0.6 %
				Standards/EZ	92 (1)	0 (0)	92 (1)	4.3 %	5.6 %
				Totals	477 (7)	1652 (21)	2129 (28)		

AM Stations

Station	Power	Time	Format	Company	Revenue	Owner	Notes
WKRC	550	5 kw/1 kw (DA-2)	Talk	ABC, Westwd	\$103.00	Eastman	Jacor
WLW	700	50 kw	Full Service/Talk	ABC, AP	\$260.00	Eastman	Jacor
WSAI	1530	50 kw (DA-N)	Standards	CBS, Westwd	\$55.00	Eastman	WAQZ/WCKY

FM Stations

Station	Power	Time	Format	Company	Revenue	Owner	Notes
WAKW	93.3	50 kw @ 495	Contemp. Christian	USA	\$ NA	---	Pillar of Fire
WAQZ	107.1	2.8 kw @ 874	AOR-New Rock		\$ 35.00	K&P	WSAI/WCKY Milford
WEBN	102.7	16 kw @ 866	AOR		\$169.00	Eastman	Jacor
WGRR	103.5	10 kw @ 1037	Oldies		\$130.00	Mc-Guild	CBS Hamilton
WIZF	100.9	1.25 kw @ 508	Black		\$78.00	D&R	Blue Chip Erlanger, KY
WKRC	101.9	16.2 kw @ 874	CHR	ABC	\$150.00	Katz	CBS
WOFX	92.5	16 kw @ 866	Classic AOR		\$80.00	Eastman	Jacor
WRRM	98.5	18 kw @ 808	Soft AC		\$109.00	Mc-Guild	Susquehanna
WUBE	105.1	14.5 kw @ 920	Country		\$180.00	Christal	Chancellor
WVAE	94.9	10.5 kw @ 1056	Jazz		\$ 72.00	Katz	Susquehanna Fairfield
WVMX	94.1	32 kw @ 600	AC/CHR	ABC	\$ 88.00	Allied	Jacor
WYGY	96.5	19.5 kw @ 810	Country		\$74.00	Christal	Chancellor Hamilton

Notes: 2/98 WNOP (740) sold for \$500,000 . . . 3/98 WMMA-F (97.3; Lebanon, OH) changed calls to WYLX-F ("Alex @ 97.3"); remains Classic Hits . . . 8/98 WAQZ-F changed from New Rock to a CHR/New Rock/Black hybrid . . . 8/98 Chuck Reynolds sold these stations to Jacor for \$1,800,000 total: WCKY (1360); WSAI; WAQZ-F

Jim Duncan

Comments: Listening to radio is down slightly . . . WLW bounced back to historic levels after a terrible Winter showing . . . WKRC-F also rebounded after two weak books . . . WVAE-F has its highest share in two years

CLEVELAND

Arbitron Rank: 23 Pop (12+): 1,770,200
 MSA Rank: 23
 MSA Pop: 2,230,000
 DMA: 13
 Average Persons Rating: 16.7
 Market TSL in Hours: 22.00

Stations: 25 / 21
 Diaries: 3,165/559:1/55.0%
 Sample Target: 3,080
 % Below Line: 2.1
 % Not Listed: 12.0
 Pop per Station: 84,295

Last Year's Revenue: \$88,000,000
 Household Income: \$44,086
 Total Retail Sales: \$20.0 Bil.
 #1 Biller: WMJI-FM \$11,900,000
 #1 Billing Portfolio: Jacor \$35,950,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WZAK-F	266 / 9.0	9.3	9.9	8.7	8.0	9.2	2755 / 15.6	16.5	15.0	305 / 3555	I	WZAK-F
2	WMJI-F	251 / 8.5	8.1	8.0	8.0	8.7	8.1	3768 / 21.3	19.9	22.5	342 / 5274	I	WMJI-F
3	WTAM	245 / 8.3	4.9	4.3	4.7	4.5	5.5	4373 / 24.7	13.4	11.3	314 / 5771	F	WTAM
4	WGAR-F	236 / 8.0	6.9	7.5	9.1	8.3	7.9	3060 / 17.3	15.6	16.7	298 / 4051	H	WGAR-F
5	WDOK-F	186 / 6.3	7.2	6.9	5.7	6.8	6.5	2746 / 15.5	16.8	16.9	248 / 3808	H	WDOK-F
6	WMVX-F	175 / 5.9	5.7	3.3	4.3	4.1	4.8	2958 / 16.7	12.1	12.2	229 / 4045	G	WMVX-F
7	WRMR	159 / 5.4	6.2	5.5	6.2	5.5	5.8	1828 / 10.3	10.2	9.7	200 / 2343	D	WRMR
8	WNCX-F	156 / 5.3	5.1	6.9	6.7	5.6	6.0	2711 / 15.3	18.2	16.8	242 / 4258	H	WNCX-F
9	WZJM-F	145 / 4.9	4.8	6.0	5.2	5.0	5.2	3052 / 17.2	18.9	17.8	169 / 3743	E	WZJM-F
10	WNWV-F	126 / 4.3	3.9	4.0	3.6	3.9	3.9	1842 / 10.4	10.1	10.1	153 / 2394	D	WNWV-F
11	WMMS-F	120 / 4.1	4.6	4.4	4.8	4.5	4.5	2158 / 12.2	13.6	13.9	185 / 3241	F	WMMS-F
12	WQAL-F	119 / 4.0	4.5	5.0	6.2	5.6	4.9	3099 / 17.5	17.0	17.1	169 / 4416	H	WQAL-F
13	WENZ-F	75 / 2.5	2.6	2.0	1.7	2.1	2.2	1856 / 10.5	9.3	9.1	121 / 2966	D	WENZ-F
14	WCLV-F	67 / 2.3	3.4	2.9	2.1	2.3	2.7	1204 / 6.8	8.1	6.1	85 / 1513	D	WCLV-F
15	WJMO	61 / 2.1	2.5	1.7	1.7	1.8	2.0	898 / 5.1	4.8	4.8	61 / 912	B	WJMO
16	WKNR	58 / 2.0	2.2	4.5	4.7	5.0	3.3	1506 / 8.5	16.2	18.3	87 / 2094	D	WKNR
17	WABQ	30 / 1.0	1.7	1.0	1.2	1.7	1.2	317 / 1.8	1.9	2.5	30 / 317		WABQ

12+ FM Share (Metro): 76.94% (1999 of 2598) (Spring 97: 76.68%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZJM-F	1 WZAK-F	1 WZAK-F	1 WZAK-F <	1 WMJI-F	1 WMJI-F <	1 WMJI-F <	1 WMJI-F <	1 WGAR-F <	1 WTAM >	1 WZAK-F
2 WZAK-F >>	2 WMVX-F <	2 WMVX-F <	2 WMVX-F <	2 WZAK-F	2 WTAM	2 WNCX-F	2 WDOK-F <	2 WZAK-F <	2 WZAK-F >	2 WGAR-F <
3 WENZ-F >	3 WNCX-F <	3 WNCX-F <	3 WMJI-F <	3 WMVX-F <	3 WGAR-F	3 WZAK-F	3 WGAR-F <	3 WMJI-F	3 WZJM-F >	3 WTAM <
	4 WMMS-F >	4 WMJI-F <	4 WNCX-F <	4 WDOK-F <	4 WRMR	4 WGAR-F	4 WMVX-F	4 WTAM <	4 WGAR-F	4 WMJI-F
	5 WZJM-F <	5 WGAR-F	5 WGAR-F <	5 WGAR-F <	5 WDOK-F >	5 WDOK-F	WTAM	5 WMVX-F <	WMJI-F <	5 WZJM-F <
	6 WQAL-F <	6 WDOK-F <	6 WTAM	6 WNCX-F <	6 WZAK-F <	6 WRMR <	6 WZAK-F <	6 WDOK-F	6 WNWV-F <	6 WRMR
	7 WGAR-F	7 WTAM <	7 WDOK-F	7 WTAM	7 WNWV-F	7 WMVX-F <	7 WRMR	7 WZJM-F <	7 WMVX-F	7 WNWV-F
		8 WMMS-F	8 WMMS-F <	8 WNWV-F <	8 WMVX-F	8 WTAM	8 WMMS-F <	8 WRMR <		8 WMVX-F
			9 WQAL-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	12+ Ovrnite
1 WZAK-F >	1 WZAK-F >	1 WZAK-F	1 WZAK-F >	1 WZAK-F <	1 WZAK-F	1 WNCX-F <	1 WNCX-F <	1 WNCX-F	1 WMJI-F <	1 WZAK-F
2 WZJM-F >	2 WMVX-F	2 WMVX-F <	2 WDOK-F <	2 WDOK-F	2 WNCX-F	2 WMMS-F	2 WMMS-F	2 WMMS-F <	2 WNCX-F	2 WTAM >
3 WMVX-F >	3 WQAL-F <	3 WQAL-F	3 WMVX-F	3 WMJI-F	3 WMMS-F >	3 WZAK-F	3 WMVX-F	3 WMVX-F	3 WTAM	3 WGAR-F <
4 WQAL-F	4 WZJM-F	4 WDOK-F	4 WQAL-F <	4 WMVX-F <	4 WZJM-F	4 WMVX-F >	4 WZAK-F >	WTAM	4 WMVX-F <	4 WMJI-F <
5 WGAR-F	5 WDOK-F	5 WGAR-F	5 WMJI-F <	5 WGAR-F <	5 WENZ-F	5 WENZ-F	5 WTAM	5 WZAK-F <	5 WMMS-F <	5 WJMO
6 WENZ-F	6 WGAR-F	6 WZJM-F <	6 WGAR-F	6 WQAL-F	WGAR-F	WGAR-F	WENZ-F	6 WMJI-F <	6 WGAR-F	
	WQMX-F	7 WMMS-F	7 WMMS-F	7 WZJM-F	7 WNWV-F	WMVX-F >	7 WGAR-F	7 WGAR-F >	7 WZAK-F	
			8 WNWV-F	8 WZJM-F					8 WNWV-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WEOL	ST	930	Elyria	0.7	2.1	22 391	WKDD-F	CHR/AC	96.5	Akron	0.4	3.7	80 2146
WERE	N/T	1300	Cleveland	0.5	2.1	17 395	WKKY-F	C	104.7	Geneva	0.4	1.6	26 446
WOBL	C	1320	Oberlin	0.3	0.6	9 107	WONE-F	AOR	97.5	Akron	0.6	3.5	108 2524
WZLE-F	REL	104.9	Lorain	0.5	2.2	16 439	WQMX-F	C	94.9	Medina	0.7	2.8	144 2069

CLEVELAND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Chancellor, pend. WDOK-FM, WJMO-AM, WQAL-FM, WRMR-AM, WZAK-FM, WZJM-FM	31.7 %	28.5 %	38.0 %	AC	0 (0)	294 (2)	294 (2)	11.3 %	10.9 %
Clear Channel WENZ-FM, WERE-AM, WNCX-FM	8.3 %	10.2 %	12.5 %	AOR/Classic/NR	0 (0)	369 (4)	369 (4)	14.2 %	15.0 %
Jacor WGAR-FM, WMJI-FM, WMMS-FM, WMVX-FM, WTAM-AM	34.8 %	38.8 %	40.9 %	Black/Urban	61 (1)	266 (1)	327 (2)	12.6 %	11.0 %
				CHR	0 (0)	157 (2)	157 (2)	6.0 %	6.4 %
				Classical	0 (0)	67 (1)	67 (1)	2.6 %	2.6 %
				Country	9 (1)	268 (3)	277 (4)	10.7 %	10.6 %
				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)	126 (1)	126 (1)	4.8 %	4.4 %
				News/Talk	261 (2)	0 (0)	261 (2)	10.0 %	5.6 %
				Oldies	0 (0)	251 (1)	251 (1)	9.7 %	9.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.4 %
				Religion/Gospel	30 (1)	15 (1)	45 (2)	1.7 %	2.9 %
				Soft AC	0 (0)	186 (1)	186 (1)	7.2 %	7.7 %
				Sports	58 (1)	0 (0)	58 (1)	2.2 %	5.6 %
				Standards/EZ	180 (2)	0 (0)	180 (2)	6.9 %	7.4 %
				Totals	599 (8)	1999 (17)	2598 (25)		

AM Stations

Station	Power	Time	Format	Source	Rate	Agency	Advertiser
WABQ	1540	1 kw (Days)	Black Gospel	AURN	\$22.00	---	Linn
WJMO	1490	1 kw	Black Oldies	ABC	\$32.00	D&R	Chancellor, pend.
WKNR	1220	50 kw (DA-1)	Sports	ABC, CBS	\$55.00	CBS	Capstar, pend.
WRMR	850	10 kw/5 kw (DA-2)	Standards	CNN	\$45.00	MMR/Espnl	Chancellor, pend.
WTAM	1100	50 kw	News/Talk	ABC, AP	\$70.00	Christal	Jacor

FM Stations

Station	Power	Time	Format	Source	Rate	Agency	Advertiser
WCLV	95.5	31 kw @ 620	Classical		\$65.00	Allied	
WDOK	102.1	12 kw @ 1005	Soft AC		\$149.00	MMR/Espnl	Chancellor, pend.
WENZ	107.9	16 kw @ 892	AOR-New Rock	Source, Westwd	\$50.00	Clr Chnl	Clear Channel
WGAR	99.5	50 kw @ 500	Country		\$159.00	Mc-Guild	Jacor
WMJI	105.7	16 kw @ 1129	Oldies	Westwd	\$188.00	Mc-Guild	Jacor
WMMS	100.7	32 kw @ 600	AOR-New Rock	Westwd, Source	\$120.00	Katz	Jacor
WMVX	106.5	11.5 kw @ 1037	AC/CHR	AP	\$145.00	Christal	Jacor
WNCX	98.5	16 kw @ 961	Classic AOR	ABC, Westwd	\$153.00	Clr Chnl	Clear Channel
WNWV	107.3	50 kw @ 466	Jazz	CBS	\$51.00	Allied	WEOL Elyria
WQAL	104.1	11 kw @ 1060	AC/CHR	Westwd	\$115.00	Banner	Chancellor, pend.
WZAK	93.1	27.5 kw @ 623	Black	ABC	\$170.00	D&R	Chancellor, pend.
WZJM	92.3	40 kw @ 548	CHR	ABC	\$53.00	D&R	Chancellor, pend.

Notes: 4/98 WMIH (1260) sold to ABC/Disney for \$3,900,000 (Kozacko) . . . 4/98 WMIH changed from Religion to Children's . . . 6/98 WKNR traded by Jacor to Capstar for WTAE, Pittsburgh . . . 8/98 The following were sold to Chancellor for an aggregate \$275,000,000: by Media One (Embrescia), WRMR for \$8,800,000 & WDOK-F for \$71,600,000; by Fairfield/ML, WQAL-F for \$68,500,000; by Zapis, WJMO for \$3,700,000, WZAK-F for \$89,300,000 and WZJM-F for \$27,700,000 (reportedly, WKNR will be transferred by Capstar to Chancellor)

Jim Duncan

Comments: Listening (APR) is down moderately (-0.8) versus Spring 1997 . . . WTAM had a huge increase, caused in large part by the transfer of Indians baseball from WKNR . . . WMVX-F continues its growth . . . WMMS-F is down to record low levels

COLORADO SPRINGS

Arbitron Rank: 94 Pop (12+): 392,700
 MSA Rank: 105
 MSA Pop: 486,000
 DMA: 97 (w/Pueblo)
 Average Persons Rating: 15.6
 Market TSL in Hours: 20.50

Stations: 28 / 19
 Diaries: 1,345/292:1/56.1%
 Sample Target: 1,360
 % Below Line: 14.9
 % Not Listed: 11.9
 Pop per Station: 20,868

Last Year's Revenue: \$18,000,000
 Household Income: \$38,571
 Total Retail Sales: \$4.9 Bil.
 #1 Biller: KKCS-F \$3,500,000
 #1 Billing Portfolio: Citadel \$6,650,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KKMG-F	CHR	66 / 10.8	9.1	10.0	10.9	10.3	10.2	1125 / 28.6	23.9	25.6	108 / 1636	D	KKMG-F
2	KKCS-F	C	56 / 9.1	6.8	7.9	8.1	8.2	8.0	656 / 16.7	16.4	17.0	69 / 845	E	KKCS-F
3	KKFM-F	AOR/CL	49 / 8.0	8.1	8.6	9.8	9.0	8.6	758 / 19.3	19.1	19.9	71 / 1061	E	KKFM-F
4	KILO-F	AOR	42 / 6.8	6.2	7.9	6.7	7.4	6.9	580 / 14.8	14.5	18.9	58 / 833	C	KILO-F
5	KSPZ-F	O	37 / 6.0	5.8	4.5	6.2	4.8	5.6	615 / 15.7	12.8	15.5	41 / 731	C	KSPZ-F
	KCCY-F	C	37 / 6.0	5.4	7.4	7.4	5.3	6.6	534 / 13.6	16.5	17.0	81 / 1107	B	KCCY-F
7	KVUU-F	AC	35 / 5.7	5.8	5.0	5.3	5.1	5.5	787 / 20.0	17.6	16.0	42 / 1016	C	KVUU-F
8	KVOR	T/N	33 / 5.4	5.5	6.0	3.9	4.2	5.2	528 / 13.4	14.1	11.4	36 / 565	B	KVOR
9	KKLI-F	SAC	30 / 4.9	5.5	4.5	4.2	6.4	4.8	469 / 11.9	9.8	13.1	38 / 582	D	KKLI-F
10	KRDO-F	AC	25 / 4.1	4.4	3.5	2.8	3.5	3.7	486 / 12.4	8.9	10.8	32 / 613	B	KRDO-F
11	KOA	T/F/S	23 / 3.8	3.9	4.0	5.3	4.8	4.2	409 / 10.4	11.8	11.9	37 / 670		KOA
12	KSKX-F	J	21 / 3.4	4.7	3.8	3.9	4.5	4.0	340 / 8.7	9.3	9.5	25 / 383	A	KSKX-F

12+ FM Share (Metro): 82.04% (443 of 540) (Spring 97: 82.05%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKMG-F >>>	1 KKMG-F <	1 KKFM-F <	1 KKFM-F	1 KKFM-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKMG-F	1 KKMG-F >>	1 KKMG-F
2 KILO-F >>	2 KILO-F	2 KKMG-F	2 KKCS-F <	2 KKCS-F	2 KSPZ-F <	KKMG-F <	2 KKFM-F <	2 KKCS-F	2 KILO-F <	2 KCCY-F <
	3 KKFM-F	3 KILO-F	3 KKMG-F	3 KSPZ-F	3 KVOR	3 KKFM-F >	3 KKMG-F <	3 KILO-F <	3 KKCS-F	3 KKCS-F
	4 KVUU-F >	KKCS-F <	4 KSPZ-F	KKMG-F	4 KKFM-F	4 KSPZ-F >	4 KVOR	4 KKFM-F	4 KCCY-F	4 KKFM-F
	5 KCCY-F	5 KVUU-F	KVUU-F	5 KCCY-F	KKLI-F <	5 KILO-F	5 KILO-F <	5 KVUU-F <	5 KQKS-F	5 KILO-F <
	6 KKCS-F >	6 KCCY-F <	6 KILO-F	KVUU-F	6 KOA	6 KVUU-F <	6 KSPZ-F	6 KSPZ-F	KVOR	6 KSPZ-F <
		7 KSPZ-F	KCCY-F	7 KILO-F	7 KCCY-F	7 KVOR	7 KKLI-F	7 KKLI-F <	7 KKFM-F	7 KVUU-F
		8 KKLI-F <	8 KKLI-F	KKLI-F <	8 KSKX-F <	8 KCCY-F <	8 KVUU-F <	8 KCCY-F <	8 KVUU-F <	8 KRDO-F
			KRDO-F >	9 KRDO-F	9 KRDO-F	9 KKLI-F	9 KCCY-F	9 KRDO-F <	9 KOA	

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	12+ Ovrrite
1 KKMG-F >>>	1 KKMG-F >	1 KKMG-F >	1 KKMG-F >	1 KKCS-F <	1 KILO-F >	1 KILO-F	1 KILO-F	1 KKFM-F	1 KKFM-F >	1 KKMG-F
2 KILO-F	2 KVUU-F	2 KVUU-F >	2 KKCS-F <	2 KKMG-F	2 KKMG-F	2 KKFM-F >	2 KKFM-F >	2 KILO-F >	2 KKCS-F <	KVOR
	KCCY-F	3 KILO-F	3 KRDO-F	3 KVUU-F	3 KSPZ-F <	3 KKFM-F	3 KVUU-F	3 KKMG-F <	3 KILO-F	3 KCCY-F >
4 KQKS-F	4 KCCY-F	KILO-F	4 KSPZ-F	4 KVUU-F <	4 KQKS-F	4 KVUU-F >	4 KKMG-F >	4 KKCS-F	4 KSPZ-F	
	5 KKFM-F	KKCS-F	KCCY-F <	5 KKLI-F <	KVUU-F	5 KKCS-F	5 KKCS-F	5 KVUU-F <	KCCY-F	
	KVUU-F >	6 KRDO-F	KKFM-F	6 KKFM-F <	6 KKFM-F	KCCY-F >	KCCY-F	6 KCCY-F	6 KOA	
		KKCS-F	KCCY-F	7 KKLI-F	KRDO-F <			7 KSPZ-F	KKMG-F <	
		KKLI-F >		KRDO-F	8 KCCY-F >				8 KSKX-F	
									KVUU-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBIQ-F	REL	102.7	Manitou Springs 1.8 4.7 14 259
KCBR	REL	104.0	Monument 0.3 1.1 2 50
KCMN	ST	153.0	Colorado Springs 1.3 3.1 8 132
KGFT-F	REL	100.7	Pueblo 1.5 4.4 15 271
KKCS	T	146.0	Colorado Springs 0.7 3.0 4 121
KPRZ-F	REL	96.1	Fountain 0.8 3.1 6 151
KRDO	SPRTS	124.0	Colorado Springs 0.8 3.8 6 168
KTWK	ST	74.0	Colorado Springs 1.5 4.2 9 184
KWYD	REL	158.0	Colorado Springs 0.3 0.9 2 39

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBPI-F	AOR-NR	106.7	Denver 0.5 1.3 4 74
KDZA-F	O	107.9	Pueblo 0.3 2.5 20 420
KGHF	ST/F/S	135.0	Pueblo 0.8 1.5 19 236
KHOW	T	63.0	Denver 1.0 2.3 10 159
KQKS-F	CHR	107.5	Lakewood 1.8 4.9 12 203
KXKL-F	O	105.1	Denver 0.3 0.9 4 61
KYGO-F	C	98.5	Denver 0.3 1.1 9 127

COLORADO SPRINGS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar, pend.	18.6 %	19.5 %	21.4 %	AC	0 (0)	60 (2)	60 (2)	11.1 %	9.9 %
KSPZ-FM, KTWK-AM, KVOR-AM, KVUU-FM				AOR/Classic/NR	0 (0)	94 (3)	94 (3)	17.4 %	19.0 %
Citadel	23.7 %	23.8 %	36.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KKFM-FM, KKLI-FM, KKMG-FM				CHR	0 (0)	77 (2)	77 (2)	14.3 %	12.8 %
Local	1.6 %	0.8 %	2.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KCBR-AM, KCMN-AM				Country	0 (0)	95 (3)	95 (3)	17.6 %	15.9 %
	43.9 %	44.1 %	61.0 %	Full Service	28 (2)	0 (0)	28 (2)	5.2 %	5.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	21 (1)	21 (1)	3.9 %	5.1 %
				News/Talk	43 (3)	0 (0)	43 (3)	8.0 %	6.6 %
				Oldies	0 (0)	41 (3)	41 (3)	7.6 %	6.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (2)	25 (3)	29 (5)	5.4 %	5.5 %
				Soft AC	0 (0)	30 (1)	30 (1)	5.6 %	7.3 %
				Sports	5 (1)	0 (0)	5 (1)	0.9 %	1.5 %
				Standards/EZ	17 (2)	0 (0)	17 (2)	3.1 %	4.0 %
				Totals	97 (10)	443 (18)	540 (28)		

AM Stations

Station	Power	Time	Format	Comments	Rate	Agency	Advertiser
KCMN	1530	1 kw (Days)	Standards	CNN, Westwd	\$<20.00	---	
KRDO	1240	1 kw	Sports	ABC, 1-on-1	\$12.00	D&R	
KTWK	740	3.3 kw/1.5 kw (DA-2)	Standards		\$ NA	Katz	Capstar, pend.
KVOR	1300	5 kw/1 kw	News/Talk	ABC, CBS	\$30.00	Katz	Capstar, pend.

FM Stations

Station	Power	Time	Format	Comments	Rate	Agency	Advertiser
KILO	94.3	83 kw @ 2110	AOR		\$32.00	Eastman	Bahakel
KKCS	101.9	72 kw @ 2280	Country		\$75.00	Katz	Walton
KKFM	98.1	71 kw @ 2290	AOR/Classic AOR		\$56.00	Mc-Guild	Citadel
KKLI	106.3	1.6 kw @ 2224	Soft AC		\$30.00	Mc-Guild	Citadel
KKMG	98.9	70 kw @ 2300	CHR		\$40.00	Mc-Guild	Citadel
KRDO	95.1	96 kw @ 2010	AC	ABC	\$21.00	D&R	
KSKX	105.5	0.4 kw @ 2228	Jazz		\$ NA	D&R	Security
KSPZ	92.9	72 kw @ 2130	Oldies	Westwd	\$38.00	Katz	Capstar, pend.
KVUU	99.9	68 kw @ 2000	AC		\$30.00	Katz	Capstar, pend.

Notes: KOA - See Denver; KCCY-F - See Pueblo . . . 2/98 KWYD (1580) sold for \$450,000 (Jody McCoy) . . . 3/98 KXRE (1490) changed from News to Hispanic Talk (Radio Unica) . . . 7/98 Triathlon sold these stations to Capstar: KVOR for \$2,800,000; KTWK for \$800,000; KSPZ-F for \$9,900,000; KVUU-F for \$5,700,000

Jim Duncan

Comments: Listening levels are down slightly . . . KKCS-F has its highest share in two years . . . KKFM-F is at its lowest share since Fall 1994

COLUMBIA, SC

Arbitron Rank: 90 Pop (12+): 412,700	Stations: 23 / 18	Last Year's Revenue: \$23,900,000
MSA Rank: 101	Diaries: 1,524/271:1/49.9%	Household Income: \$42,308
MSA Pop: 495	Sample Target: 1,450	Total Retail Sales: \$4.6 Bil.
DMA: 89	% Below Line: 1.8	#1 Biller: WWDM-F \$4,500,000
Average Persons Rating: 14.8	% Not Listed: 11.7	#1 Billing Portfolio:
Market TSL in Hours: 19.50	Pop per Station: 22,928	Capstar \$10,700,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WWDM-F	99 / 16.3	16.2	16.1	13.3	16.6	15.5	1019 / 24.7	22.9	24.3	154 / 1748	F	WWDM-F
2	WCOS-F	63 / 10.3	9.0	10.8	11.1	9.3	10.3	901 / 21.8	21.3	20.3	123 / 1755	E	WCOS-F
3	WNOK-F	46 / 7.6	7.5	10.2	9.1	8.2	8.6	953 / 23.1	25.1	23.2	80 / 1584	E	WNOK-F
4	WTCB-F	43 / 7.1	7.9	6.6	4.5	7.2	6.5	655 / 16.9	15.3	17.0	58 / 953	E	WTCB-F
5	WMFX-F	AOR/CL	42 / 6.9	6.9	6.5	7.0	7.7	706 / 17.1	15.5	16.3	47 / 834	D	WMFX-F
6	WOMG-F	O	38 / 6.2	5.5	4.6	4.8	5.5	612 / 14.8	14.6	15.9	44 / 723	B	WOMG-F
7	WARQ-F	AOR-NR	36 / 5.9	5.0	4.0	4.1	6.3	647 / 15.7	13.8	15.2	38 / 692	B	WARQ-F
8	WFMV-F	B/G	35 / 5.7	5.9	4.8	7.1	6.1	402 / 9.8	11.2	12.6	60 / 695	B	WFMV-F
9	WVOC	N/T	29 / 4.8	4.5	4.9	5.0	4.1	483 / 11.7	13.2	11.6	33 / 572	C	WVOC
10	WSCQ-F	ST/EZ	25 / 4.1	5.1	5.7	5.3	5.0	392 / 9.5	10.9	10.1	28 / 467	C	WSCQ-F
11	WLXC-F	AC	15 / 2.5	2.6	1.7	2.9	1.9	222 / 5.4	5.7	4.9	18 / 295	A	WLXC-F
12	WTGH	B/G	12 / 2.0	1.2	0.8	1.2	0.9	106 / 2.6	2.5	3.0	15 / 120	A	WTGH
13	WHKZ-F	C	10 / 1.6	2.0	1.5	3.2	1.6	327 / 7.9	7.7	7.5	12 / 381	B	WHKZ-F
	WOIC	B/O	10 / 1.6	1.4	1.4	2.3	1.9	144 / 3.5	3.8	3.7	10 / 172	A	WOIC
15	WCOS	SPRTS	9 / 1.5	1.4	2.2	0.9	1.0	169 / 4.1	5.7	4.0	9 / 179	*	WCOS
	WISW	N	9 / 1.5	0.9	1.2	1.1	1.0	213 / 5.2	6.7	5.7	9 / 232	A	WISW

12+ FM Share (Metro): 87.17% (469 of 538) (Spring 97: 89.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWDM-F	1 WWDM-F >>	1 WWDM-F >>	1 WWDM-F >	1 WWDM-F >	1 WCOS-F	1 WWDM-F >	1 WWDM-F	1 WWDM-F >	1 WWDM-F >>	1 WWDM-F >
2 WNOK-F >>	2 WARQ-F <	2 WCOS-F <	2 WTCB-F	2 WTCB-F <	2 WWDM-F <	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WCOS-F	2 WCOS-F
3 WARQ-F >	3 WNOK-F	3 WMFX-F <	3 WMFX-F <	3 WCOS-F <	3 WOMG-F	3 WMFX-F	3 WTCB-F <	3 WNOK-F <	3 WNOK-F	3 WNOK-F
	WMFX-F	4 WTCB-F <	4 WCOS-F <	4 WMFX-F <	4 WTCB-F <	4 WTCB-F <	4 WOMG-F	4 WARQ-F	4 WARQ-F <	4 WFMV-F
	5 WCOS-F	5 WNOK-F	5 WNOK-F <	5 WOMG-F <	5 WFMV-F <	5 WNOK-F	WVOC	WTCB-F <	5 WMFX-F	5 WMFX-F <
	6 WTCB-F >>	6 WARQ-F	6 WARQ-F	6 WNOK-F	6 WSCQ-F <	6 WARQ-F <	6 WNOK-F	6 WMFX-F	6 WFMV-F	6 WOMG-F <
		7 WFMV-F <	7 WOMG-F	7 WARQ-F <	7 WVOC	7 WFMV-F	7 WMFX-F	7 WOMG-F	7 WTCB-F	7 WTCB-F <
				8 WFMV-F	8 WMFX-F	WSCQ-F	8 WFMV-F <		8 WFMV-F	8 WARQ-F
							9 WARQ-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	12+ Ovrite
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 WNOK-F	2 WNOK-F	2 WTCB-F	2 WTCB-F	2 WTCB-F >	2 WMFX-F >>	2 WMFX-F	2 WARQ-F	2 WMFX-F >	2 WMFX-F	2 WCOS-F
	WCOS-F >>	3 WCOS-F	3 WNOK-F	3 WNOK-F	3 WCOS-F	3 WARQ-F >	3 WMFX-F >	3 WARQ-F <	3 WCOS-F	3 WNOK-F
		WTCB-F	4 WCOS-F	4 WCOS-F <	WFMV-F <	WARQ-F >	4 WNOK-F	4 WNOK-F >	4 WCOS-F >	4 WARQ-F
		5 WARQ-F >	WARQ-F	5 WFMV-F >	5 WCOS-F <	5 WCOS-F >	5 WCOS-F	5 WNOK-F	5 WOMG-F	5 WOMG-F
				6 WOMG-F	6 WOMG-F >			6 WOMG-F	6 WVOC	6 WVOC
								WTCB-F	7 WNOK-F	7 WNOK-F
								WVOC	8 WTCB-F	8 WTCB-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WDXZ-F	C	106.3	Newberry	1.0 2.0 9 138

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WBAV-F	B/A/C	101.9	Gastonia, NC	0.7 1.6 8 113
WBBQ-F	AC	104.3	Augusta, GA	0.7 2.6 11 234
WQKI-F	B	93.9	St. Matthews	0.5 2.2 10 234

COLUMBIA, SC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Bloomington WISW-AM, WOMG-FM, WTCB-FM	14.8 %	18.3 %	19.2 %	AC	0 (0)	62 (3)	62 (3)	11.5 %	8.3 %
Capstar WCOS-AM, WCOS-FM, WHKZ-FM, WNOK-FM, WSCQ-FM, WVOC-AM	29.9 %	25.1 %	44.8 %	AOR/Classic/NR	0 (0)	78 (2)	78 (2)	14.5 %	17.0 %
Clear Channel WARQ-FM, WMFX-FM, WOIC-AM, WWDM-FM	30.7 %	31.7 %	31.7 %	Black/Urban	10 (1)	106 (3)	116 (4)	21.6 %	23.9 %
Local WFMV-FM, WLJI-FM	5.7 %	5.8 %	2.9 %	CHR	0 (0)	46 (1)	46 (1)	8.6 %	9.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	79 (3)	79 (3)	14.7 %	13.6 %
				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	38 (2)	0 (0)	38 (2)	7.1 %	6.0 %
				Oldies	0 (0)	38 (1)	38 (1)	7.1 %	6.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	12 (1)	35 (2)	47 (3)	8.7 %	8.2 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	9 (1)	0 (0)	9 (1)	1.7 %	1.2 %
				Standards/EZ	0 (0)	25 (1)	25 (1)	4.6 %	5.8 %
	81.1 %	80.9 %	98.6 %	Totals	69 (5)	469 (16)	538 (21)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Buyer	Phone
WCOS	1400	1 kw	Sports	CNN, 1-On-1	\$<20.00	Katz	Capstar	
WISW	1320	5 kw/2.5 kw (DA-N)	News	AP	\$ NA	Christal	Bloomington	
WOIC	1230	1 kw	Black Oldies	AURN, ABC	\$<20.00	Katz	Clear Channel	
WTGH	620	1 kw/0.125 kw	Black Gospel	AURN	\$14.00	---	Willis	Cayce
WVOC	560	5 kw (DA-N)	News/Talk	Westwd	\$32.00	---	Capstar	

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Buyer	Phone
WARQ	93.5	2.8 kw @ 443	New Rock	\$24.00	Clr Chnl	Clear Channel		
WCOS	97.5	100 kw @ 983	Country	ABC	\$74.00	Katz	Capstar	
WFMV	95.3	3 kw @ 328	Black Gospel	Westwd	\$21.00	D&R		S. Congaree
WHKZ	96.7	3.3 kw @ 443	Country	\$25.00	Katz	Capstar		Cayce
WLJI	98.3	6 kw @ 328	See WFMV-F					Summerton
WLXC	98.5	6 kw @ 328	AC (See WHBZ-F Charleston, SC)	\$ NA	K&P			Lexington
WMFX	102.3	6 kw @ 328	AOR/Classic AOR	\$37.00	Clr Chnl	Clear Channel		St. Andrews
WNOK	104.7	96 kw @ 1033	CHR	ABC	\$48.00	Mc-Guild	Capstar	
WOMG	103.1	3 kw @ 300	Oldies	\$28.00	Christal	Bloomington		
WSCQ	100.1	5.9 kw @ 330	Standards/EZ	CBS	\$22.00	---	Capstar	W. Columbia
WTCB	106.7	100 kw @ 787	AC	\$62.00	Christal	Bloomington		Orangeburg
WWDM	101.3	100 kw @ 1322	Black	ABC, Westwd	\$77.00	Banner	Clear Channel	Sumter

Notes: * WVOC revenue level includes WCOS (AM) revenue . . . WLXC-F reclassified from Black to AC based on audience analysis . . . 2/98 WISW/WOMG-F/WTCB-F sold by Bloomington as part of a \$66,812,850 management buyout . . . 7/98 WDXZ-F (106.3; Newberry) sold to George Buck (GHB) for \$500,000

Jim Duncan

Comments: Total listening to radio is off substantially (down 1.7 ratings points versus last year) . . . WOMG-F has registered its highest overall share in at least four years

COLUMBUS, GA

Arbitron Rank: 166	Pop (12+): 203,900	Stations: 17 / 15	Last Year's Revenue: \$9,600,000
MSA Rank: 166		Diaries: 952/214:1/48.0%	Household Income: \$31,616
MSA Pop: 272,000		Sample Target: 900	Total Retail Sales: \$2.5 Bil.
DMA: 125		% Below Line: 3.8	#1 Biller: WFXE-F \$1,570,000
Average Persons Rating: 15.2		% Not Listed: 8.7	#1 Billing Portfolio: Cumulus \$4,000,000
Market TSL in Hours: 20.50		Pop per Station: 13,593	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WFXE-F	B	51 / 16.4	17.2	19.2	17.0	615 / 30.2	29.1	27.7	64 / 829	C	WFXE-F
2	WVRK-F	AOR	32 / 10.3	11.4	8.3	9.6	357 / 17.5	19.6	16.6	60 / 769	C	WVRK-F
3	WCGQ-F	AC/CHR	28 / 9.0	7.1	9.3	6.2	407 / 20.0	18.7	21.2	51 / 829	B	WCGQ-F
	WKCN-F	C	28 / 9.0	10.1	9.6	8.0	355 / 17.4	17.6	17.8	43 / 634	C	WKCN-F
5	WGSY-F	AC	26 / 8.4	7.5	10.3	11.1	408 / 20.0	19.8	24.6	40 / 623	C	WGSY-F
6	WAGH-F	B/AC	24 / 7.7	11.7	9.9	6.8	374 / 18.4	20.8	19.9	29 / 512	C	WAGH-F
7	WRCG	T	20 / 6.4	3.6	7.0	5.3	228 / 11.2	9.0	10.7	24 / 312	B	WRCG
8	WMLF	ST	14 / 4.5				121 / 6.0			15 / 148		WMLF
9	WEAM	B/G	11 / 3.5	3.6	2.7	4.6	144 / 7.1	6.5	4.4	14 / 201	A	WEAM
10	WZHT-F	B	10 / 3.2	2.6	1.7	1.2	164 / 8.1	7.3	6.2	42 / 463		WZHT-F

12+ FM Share (Metro): 78.45% (222 of 283) (Spring 1997: 83.45%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFXE-F >>	1 WFXE-F >	1 WFXE-F	1 WVRK-F	1 WFXE-F <	1 WRCG	1 WFXE-F	1 WFXE-F >	1 WFXE-F	1 WFXE-F >>	1 WFXE-F >
2 WCGQ-F >	2 WVRK-F	2 WVRK-F	WFXE-F <	2 WVRK-F	2 WKCN-F	2 WVRK-F	2 WCGQ-F <	2 WVRK-F	2 WVRK-F	2 WVRK-F <
3 WCGQ-F >	3 WCGQ-F	3 WCGQ-F	3 WCGQ-F	3 WCGQ-F <	WAGH-F <	3 WCGQ-F <	3 WVRK-F <	3 WKCN-F <	3 WAGH-F	3 WKCN-F
4 WGSY-F	4 WGSY-F	4 WGSY-F	4 WAGH-F <	4 WFXE-F	4 WRCG	4 WKCN-F <	4 WCGQ-F <	4 WCGQ-F <	4 WCGQ-F <	4 WCGQ-F
	WKCN-F	WAGH-F <	WAGH-F	5 WGSY-F	WGSY-F	5 WGSY-F	5 WGSY-F <	5 WRCG	5 WRCG	5 WRCG
		6 WKCN-F >>	6 WKCN-F >	6 WKCN-F >	6 WMLF	6 WKCN-F	6 WAGH-F	6 WAGH-F >	6 WAGH-F >	6 WAGH-F
					WVRK-F	7 WAGH-F <				7 WOKS

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	12+ Ovmitte
1 WFXE-F >>>	1 WFXE-F >	1 WCGQ-F	1 WFXE-F >	1 WFXE-F <	1 WFXE-F >	1 WFXE-F <	1 WVRK-F >	1 WVRK-F <	1 WVRK-F >	1 WFXE-F >>>
2 WCGQ-F	2 WCGQ-F >	WFXE-F >	2 WCGQ-F	2 WCGQ-F	2 WVRK-F >>	2 WVRK-F >>	2 WCGQ-F	2 WFXE-F >	2 WAGH-F	2 WKCN-F
	WGSY-F >>	3 WGSY-F	3 WVRK-F	3 WGSY-F	3 WCGQ-F	3 WCGQ-F	3 WFXE-F	3 WCGQ-F <	3 WCGQ-F	3 WGSY-F
		4 WVRK-F	WGSY-F >	4 WAGH-F	WAGH-F	WKCN-F >>>	4 WKCN-F >	WGSY-F	4 WKCN-F	WFXE-F
		WAGH-F		5 WVRK-F	5 WKCN-F	5 WGSY-F	WZHT-F	5 WAGH-F	5 WAGH-F	WRCG
		6 WKCN-F >		WKCN-F >>	6 WVRK-F >	WZHT-F	WKCN-F >	6 WGSY-F	6 WKCN-F	WAGH-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WDAK	SPRTS	540	Columbus	1.3	3.7	6	105
WKZJ-F	B/AC	95.7	Greenville, GA	2.9	5.9	22	295
WOKS	B/O	1340	Columbus	2.9	8.9	9	181
WPNX	G	1460	Phenix City	1.0	3.7	3	76
WSTH-F	C	106.1	Alexander City, AL	2.3	8.1	30	631
WVFJ-F	REL-CC	93.3	Manchester, GA	1.6	5.3	11	257

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WJZF-F	J	104.1	La Grange, GA	0.6	1.8	4	83

Format Performance	AM	FM	Total	%	Spq 97
AC	0 (0)	54 (2)	54 (2)	19.1 %	21.2 %
AOR/Classic/NR	0 (0)	32 (1)	32 (1)	11.3 %	9.0 %
Black/Urban	9 (1)	94 (4)	103 (5)	36.4 %	39.2 %
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)	35 (2)	35 (2)	12.4 %	16.2 %
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)	2 (1)	2 (1)	0.7 %	1.1 %
News/Talk	20 (1)	0 (0)	20 (1)	7.1 %	7.6 %
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	14 (2)	5 (1)	19 (3)	6.7 %	5.0 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	4 (1)	0 (0)	4 (1)	1.4 %	0.7 %
Standards/EZ	14 (1)	0 (0)	14 (1)	4.9 %	0.0 %
Totals	61 (6)	222 (11)	283 (17)		

COLUMBUS, GA

Consolidation Report	12+	25-54	Revenue
Cumulus WAGH-FM, WGSY-FM, WMLF-AM, WPNX-AM, WVRK-FM	31.9 %	35.1 %	41.5 %
Davis WFXE-FM, WKZJ-FM, WOKS-AM	22.2 %	18.9 %	19.5 %
McClure WCGQ-FM, WKCN-FM, WRCG-AM	24.4 %	24.1 %	27.4 %
	78.5 %	78.1 %	88.4 %

AM Stations

Station	Power	Time	Format	Network	Rate	Agency	Owner
WEAM	1580	2.3 kw/1 kw (DA-N)	Black Gospel	USA	\$<20.00	---	GHB
WMLF	1270	5 kw/0.188 kw	Standards		\$ NA	---	Cumulus
WRCG	1420	5 kw (DA-N)	Talk	CBS, ABC, Westwd	\$<20.00	Christal	McClure

FM Stations

Station	Power	Time	Format	Network	Rate	Agency	Owner	Location
WAGH	98.3	6 kw @ 328	Black AC	ABC	\$25.00	Allied	Cumulus	Fl. Mitchell, AL
WCGQ	107.3	100 kw @ 1010	AC/CHR	ABC	\$20.00	Christal	McClure	
WFXE	104.9	6 kw @ 289	Black	ABC	\$38.00	Katz	Davis	
WGSY	100.1	6 kw @ 328	AC		\$30.00	Allied	Cumulus	Phenix City, AL
WKCN	99.3	50 kw @ 492	Country		\$32.00	D&R	McClure	Lumpkin, GA
WVRK	102.9	100 kw @ 1521	AOR	ABC, Westwd	\$35.00	Mc-Guild	Cumulus	

Notes: WZHT-F – See Montgomery . . . 3/98 WTMQ (1270) changed from Religion to Standards as WMLF ("Music of Your Life")

Jim Duncan

Comments: Total listening to radio is up moderately (+0.8 ratings point) . . . WMLF debuted with a fairly strong showing . . . WMLF's strength contributed to the five percentage-point fall in FM's share of listening

COLUMBUS, OH

Arbitron Rank: 32 Pop (12+): 1,242,000	Stations: 27 / 26	Last Year's Revenue: \$75,800,000
MSA Rank: 40	Diaries: 2,508/495:1/54.4%	Household Income: \$46,215
MSA Pop: 1,460,000	Sample Target: 2,440	Total Retail Sales: \$18.9 Bil.
DMA: 34	% Below Line: 0.9	#1 Biller: WSNY-F \$11,100,000
Average Persons Rating: 14.1	% Not Listed: 14.1	#1 Billing Portfolio: Jacor \$30,800,000
Market TSL in Hours: 19.00	Pop per Station: 47,769	

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WNCI-F	CHR	154 / 8.8	9.6	9.4	10.1	8.8	9.5	3263 / 26.3	25.3	26.1	209 / 4509	I	WNCI-F
2	WSNY-F	AC	147 / 8.4	7.7	7.9	7.3	8.1	7.8	2319 / 18.7	18.5	20.0	158 / 2618	I	WSNY-F
3	WCOL-F	C	136 / 7.7	6.2	8.3	8.9	10.0	7.8	1945 / 15.7	17.0	17.0	159 / 2398	H	WCOL-F
4	WCKX-F	B	133 / 7.6	6.8	3.5	2.8	1.9	5.2	1553 / 12.5	8.7	6.9	134 / 1610	C	WCKX-F
5	WTVN	FS/T	129 / 7.3	7.7	7.1	6.6	6.9	7.2	2004 / 16.1	16.6	16.2	156 / 2491	H	WTVN
6	WBZ-F	AOR	95 / 5.4	5.3	5.3	5.4	5.3	5.4	1889 / 15.2	15.2	15.2	138 / 2758	G	WBZ-F
7	WLQ-F	AOR/CL	84 / 4.8	5.9	5.0	6.0	5.7	5.4	1505 / 12.1	12.4	13.7	112 / 1951	H	WLQ-F
8	WHOK-F	C	70 / 4.0	4.3	3.4	4.6	4.0	4.1	1342 / 10.8	10.7	11.2	114 / 2043	D	WHOK-F
9	WBNS-F	O	69 / 3.9	6.2	5.9	5.5	5.2	5.4	1681 / 13.5	16.9	13.6	84 / 1997	F	WBNS-F
10	WZAF-F	AOR-P	68 / 3.9	3.6	3.6	3.8	3.6	3.7	1738 / 14.0	12.4	10.6	70 / 1806	C	WZAF-F
11	WMNI	ST	58 / 3.3	3.0	2.7	2.8	3.2	3.0	698 / 5.6	5.6	6.2	58 / 715	A	WMNI
12	WZJZ-F	J	47 / 2.7	3.1	2.4	1.9	1.6	2.5	786 / 6.3	5.5	4.1	50 / 827	C	WZJZ-F
13	WCLT-F	C	46 / 2.6	2.2	2.2	2.4	2.6	2.4	725 / 5.8	4.7	5.2	90 / 1378	C	WCLT-F
14	WKFX-F	CL HITS	39 / 2.2	2.0	0.7	0.4	0.9	1.3	931 / 7.5	1.9	2.5	44 / 1046	C	WKFX-F
15	WWCD-F	AOR-NR	31 / 1.8	1.4	1.8	1.8	2.2	1.7	809 / 6.5	7.4	8.2	37 / 879	D	WWCD-F
16	WLYR-F	CL HITS	28 / 1.6	1.1	0.6	1.0	1.5	1.1	520 / 4.2	1.5	4.2	31 / 620		WLYR-F
17	WVVO	B/G	27 / 1.5	1.7	1.7	2.0	2.2	1.7	321 / 2.6	3.3	3.7	27 / 321	A	WVVO
	WBNS	SPRTS	27 / 1.5	1.3	2.4	1.7	1.7	1.7	560 / 4.5	9.0	5.1	28 / 606	C	WBNS
19	WFII	T	23 / 1.3	1.1	0.8	0.9	0.8	1.0	353 / 2.8	2.4	2.8	23 / 353	A	WFII
20	WSMZ-F	B	22 / 1.3	0.8	1.4	1.0	1.2	1.1	343 / 2.8	2.9	2.9	22 / 343		WSMZ-F
21	WAZU-F	AOR-NR	20 / 1.1	1.2	1.7	1.4	1.7	1.4	529 / 4.3	4.5	4.1	24 / 680	B	WAZU-F

12+ FM Share (Metro): 80.38% (1213 of 1509) (Spring 97: 81.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WSNY-F	1 WTVN	1 WTVN	1 WSNY-F <	1 WNCI-F	1 WNCI-F	1 WNCI-F
2 WCKX-F >	2 WCKX-F <	2 WSNY-F <	2 WNCI-F	2 WNCI-F <	2 WSNY-F	2 WSNY-F	2 WCOL-F	2 WCKX-F <	2 WCKX-F >	2 WCKX-F <
3 WZAF-F	3 WBZ-F	3 WCKX-F	3 WCOL-F <	3 WCOL-F <	3 WCOL-F	3 WBZ-F	3 WTVN	3 WSNY-F <	3 WSNY-F <	3 WCOL-F
4 WBZ-F >	4 WCOL-F	WCOL-F	4 WLQ-F	4 WLQ-F <	4 WBNS-F <	4 WNCI-F	4 WCKX-F <	4 WCOL-F	4 WCOL-F <	4 WSNY-F
5 WSNY-F <	5 WBZ-F	5 WCKX-F	5 WCKX-F	5 WCKX-F <	5 WLQ-F <	WCOL-F	5 WNCI-F	5 WTVN	5 WZAF-F <	5 WZAF-F
6 WZAF-F >	6 WLQ-F >	6 WBZ-F	6 WTVN	6 WHOK-F	6 WHOK-F <	6 WLQ-F <	6 WLQ-F <	6 WBZ-F <	6 WBZ-F >	WBNS-F
7 WLQ-F	7 WZAF-F	7 WTVN >	7 WBZ-F	7 WBZ-F	7 WMNI	7 WCKX-F >	7 WMNI <	7 WLQ-F	7 WBNS-F	WTVN
8 WWCD-F >	WTVN	8 WZAF-F <	8 WBNS-F	8 WCKX-F	8 WHOK-F	8 WHOK-F <	8 WHOK-F <	8 WZAF-F <	8 WLQ-F <	8 WBZ-F <
		9 WBNS-F <	9 WHOK-F <	WNCI-F <	9 WBNS-F <	9 WBZ-F	9 WBNS-F	9 WBNS-F	9 WTVN	9 WHOK-F
		10 WKFX-F <	10 WZAF-F <	10 WZJZ-F	10 WMNI	10 WBNS-F	WHOK-F >			10 WLQ-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	12+ Ovrnite
1 WNCI-F	1 WNCI-F >	1 WNCI-F >	1 WNCI-F <	1 WSNY-F	1 WBZ-F	1 WBZ-F >	1 WBZ-F >	1 WBZ-F	1 WLQ-F	1 WTVN <
2 WCKX-F	2 WCKX-F	2 WSNY-F	2 WSNY-F	2 WNCI-F	2 WCKX-F	2 WCKX-F	2 WLQ-F	2 WLQ-F	2 WCKX-F	2 WCKX-F <
3 WCOL-F	3 WCOL-F <	3 WCKX-F	3 WCKX-F <	3 WCOL-F <	3 WNCI-F >	3 WNCI-F	3 WLQ-F <	3 WCOL-F <	3 WBZ-F	3 WNCI-F
4 WZAF-F >	4 WSNY-F >	4 WCOL-F >	4 WCOL-F >>	4 WCKX-F >	4 WCOL-F	4 WCOL-F	4 WCOL-F	4 WCKX-F <	4 WCOL-F	4 WCOL-F
5 WSNY-F	5 WZAF-F >	5 WZAF-F	5 WZAF-F <	5 WBNS-F	5 WZAF-F	5 WLQ-F	WNCI-F <	5 WNCI-F <	5 WSNY-F	WSNY-F >
	6 WBZ-F	6 WBZ-F	6 WLQ-F	WTVN <	WAZU-F >	WZAF-F	6 WTVN	6 WTVN	6 WNCI-F <	
		7 WLYR-F	7 WBZ-F	7 WLQ-F	7 WLQ-F	7 WBNS	7 WZAF-F	7 WSNY-F <	7 WCKX-F >	
				8 WCLT-F	WHOK-F	WAZU-F	WBNS	8 WZAF-F	8 WZAF-F <	
				WHOK-F <			WSNY-F <	9 WBNS	9 WBNS-F	
									WZJZ-F <	

Other Rated Stations Metro Cume TSA
Share Rating AQH Cume

WLOH	ST	1320	Lancaster	0.5	1.1	9	132
WMXG-F	B/AC	106.3	London	0.9	3.7	17	471
WQIO-F	CHR	93.7	Mt. Vernon	0.5	2.5	31	968
WRFD	REL	880	Worthington	0.5	1.6	10	276

Other Rated Stations--Outside Market Metro Cume TSA
Share Rating AQH Cume

WLW	FS/T	700	Cincinnati	0.9	3.1	34	769
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COLUMBUS, OH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spq 97
Blue Chip, pend. WCKX-FM, WMXG-FM, WZAZ-FM	12.4 %	10.8 %	5.4 %	AC	0 (0)	147 (1)	147 (1)	9.7 %	9.9 %
CBS, pend. WAZU-FM, WHOK-FM, WLVQ-FM	9.9 %	11.4 %	16.7 %	AOR/Classic/NR	0 (0)	298 (5)	298 (5)	19.7 %	20.9 %
Jacor WCOL-FM, WFII-AM, WKFX-FM, WNCI-FM, WTVN-AM	27.3 %	26.9 %	40.6 %	Black/Urban	0 (0)	194 (4)	194 (4)	12.9 %	11.7 %
Local WJZA-FM, WZJZ-FM	2.7 %	2.8 %	2.4 %	CHR	0 (0)	162 (2)	162 (2)	10.7 %	10.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	252 (3)	252 (3)	16.7 %	19.9 %
				Full Service	144 (2)	0 (0)	144 (2)	9.5 %	9.1 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	24 (1)	24 (1)	1.6 %	2.2 %
				News/Talk	23 (1)	0 (0)	23 (1)	1.5 %	0.9 %
				Oldies	0 (0)	136 (3)	136 (3)	9.0 %	6.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	35 (2)	0 (0)	35 (2)	2.3 %	0.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %
				Sports	27 (1)	0 (0)	27 (1)	1.8 %	2.0 %
				Standards/EZ	67 (2)	0 (0)	67 (2)	4.4 %	3.7 %
				Totals	296 (8)	1213 (19)	1509 (27)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WBNS	1460	5 kw/1 kw (DA-N)	Sports	SBUSA, 1-On-1, ESPN	Christal	Columbus Dispatch
WFII	1230	1 kw	Talk	Westwd, CNN	Mc-Guild	Jacor
WMNI	920	1 kw/500 w (DA-2)	Standards	Westwd	Sentry	WBZX-F
WTVN	610	5 kw (DA-N)	Full Service/Talk	ABC	Katz	Jacor
WKVO	1580	1 kw/0.25 kw (DA-2)	Black Gospel	AURN, Westwd	Mc-Guild	Saga

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
WAZU	107.1	3 kw @ 328	AOR-New Rock	\$ NA	Katz	CBS, pend. Circleville
WBNS	97.1	20.5 kw @ 780	Oldies	CBS \$80.00	Christal	Columbus Dispatch
WBZX	99.7	20.2 kw @ 783	AOR	\$97.00	Sentry	WMNI
WCKX	107.5	1.9 kw @ 413	Black	AURN \$ NA	D&R	Blue Chip
WCLT	100.3	50 kw @ 388	Country	Westwd, JRN \$30.00	---	Newark
WCOL	92.3	21.9 kw @ 753	Country	\$140.00	Allied	Jacor
WHOK	95.5	21 kw @ 761	Country	AP, ABC \$60.00	Christal	CBS, pend. Lancaster
WJZA	103.5	5.43 kw @ 328	See WZJZ-F			Lancaster
WKFX	105.7	2.5 kw @ 512	Classic Hits	ABC \$ NA	Christal	Jacor Marysville
WLVQ	96.3	18 kw @ 753	AOR/Classic AOR	\$165.00	Katz	CBS, pend.
WLYR	107.9	6 kw @ 285	Classic Hits	\$23.00	---	Associated Delaware
WNCI	97.9	175 kw @ 560	CHR	AP \$171.00	Mc-Guild	Jacor
WSMZ	103.1	1.6 kw @ 443	Black	ABC \$ NA	---	Johnstown
WSNY	94.7	22.3 @ 753	AC	\$175.00	Mc-Guild	Saga
WWCD	101.1	6 kw @ 328	AOR-New Rock	\$39.00	Roslin	Grove City
WZAZ	98.9	0.58 kw @ 753	Progressive AOR	\$44.00	Katz	Blue Chip, pend. Upper Arlington
WZJZ	104.3	3.4 kw @ 435	Jazz	\$ NA	Interep	WJZA-F Richwood

Notes: 3/98 WLYR-F changed from Soft AC to Classic Hits . . . 5/98 WAZU-F/WHOK-F/WLVQ-F traded by Jacor to CBS as part of a multi-market transaction (See Group Sales) . . . 5/98 WZAZ-F sold to Blue Chip for \$10,100,000 (Crisler) . . . 8/98 The WZAZ-F calls & format moved from 98.9 to 105.7 . . . 8/98 The 98.9 began simulcasting WMXG-F as WXMG-F; reportedly, the WMXG format will move to 98.9 & the WMXG-F will change to Smooth Jazz (Jones) as WCZZ-F

Jim Duncan

Comments: In the Winter American Radio, I erred badly when I wrote that WBNS-F had experienced a string of down books; it had not. Unfortunately, I may have jinxed the station because it suffered a serious downturn this survey . . . Listening to all radio is down moderately (-0.5 ratings point) . . . WCKX-F has its highest share ever and its fourth consecutive increase . . . WLVQ-F has fallen below a five share for the first time since the late 1970's

CORPUS CHRISTI

Arbitron Rank: 127 Pop (12+): 309,000	Stations: 25 / 25	Last Year's Revenue: \$10,400,000
MSA Rank: 128	Diaries: 1,095/282:1/46.0%	Household Income: \$36,601
MSA Pop: 393,000	Sample Target: 1,050	Total Retail Sales: \$3.2 Bil.
DMA: 128	% Below Line: 0.0	#1 Biller: KRYS-F \$1,900,000
Average Persons Rating: 16.2	% Not Listed: 12.8	#1 Billing Portfolio:
Market TSL in Hours: 22.00	Pop per Station: 12,360	Capstar \$5,100,000

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share										
1	KZFM-F	CHR/U	44 / 8.8	11.8	11.3	13.0	11.4	849 / 27.5	28.8	26.7	66 / 1184	C	KZFM-F
2	KLHB-F	SP-C	43 / 8.6	4.8	2.2	2.8	1.3	515 / 16.7	10.7	6.6	45 / 602	A	KLHB-F
3	KRYS-F	C	42 / 8.4	9.0	9.9	8.1	10.1	634 / 20.5	23.0	21.7	67 / 1020	C	KRYS-F
4	KNCN-F	AOR	30 / 6.0	4.6	6.6	4.3	6.1	542 / 17.5	16.8	17.6	50 / 815	B	KNCN-F
5	KSAB-F	SP-C	28 / 5.6	7.2	8.5	10.8	9.3	500 / 16.2	19.4	19.1	49 / 825	C*	KSAB-F
6	KOUL-F	C	27 / 5.4	5.6	6.0	5.7	9.9	481 / 14.9	17.5	15.6	47 / 784	C	KOUL-F
7	KMXR-F	AC	26 / 5.2	4.8	6.0	4.9	7.0	419 / 13.6	13.3	13.6	33 / 550	C	KMXR-F
	KUNO	SP	26 / 5.2	5.0	4.6	3.5	2.3	173 / 5.6	9.0	6.8	27 / 186	*	KUNO
9	KKBA-F	SAC	24 / 4.8	3.4	5.0	4.9	2.1	266 / 8.6	12.3	12.6	26 / 319	A	KKBA-F
10	KBTE-F	CHR/U	22 / 4.4	2.4	2.8	2.4	1.7	358 / 11.6	7.8	9.1	23 / 424	A	KBTE-F
11	KCCG-F	O	20 / 4.0	2.6	0.8			234 / 7.6	3.9	4.3	22 / 261	A	KCCG-F
12	KRAD-F	AOR	19 / 3.8	3.8	4.4	3.5	3.0	389 / 12.6	12.9	11.9	21 / 428	A	KRAD-F
13	KFTX-F	C	18 / 3.6	2.2	2.6	3.3	1.9	190 / 6.2	5.7	5.2	23 / 271	A	KFTX-F
14	KEYS	N/T	16 / 3.2	3.4	3.8	4.5	3.8	238 / 7.7	9.6	8.3	20 / 300	A	KEYS
	KLTG-F	O	16 / 3.2	3.6	5.0	6.1	4.9	296 / 9.6	11.0	11.4	19 / 424	B	KLTG-F

12+ FM Share (Metro): 85.32% (372 of 436) (Spring 1997: 86.76%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZFM-F >>>	1 KNCN-F	1 KRYS-F	1 KRYS-F	1 KRYS-F	1 KLHB-F <	1 KLHB-F <	1 KRYS-F	1 KRYS-F <	1 KZFM-F >	1 KZFM-F
2 KBTE-F >>	KZFM-F	2 KLHB-F <	2 KLHB-F <	2 KLHB-F	2 KUNO <	2 KRYS-F	2 KLHB-F <	2 KZFM-F	2 KLHB-F	2 KLHB-F <
3 KRAD-F	3 KRYS-F	3 KNCN-F <	3 KMXR-F <	3 KMXR-F	3 KRYS-F	3 KZFM-F <	3 KZFM-F <	3 KLHB-F	3 KBTE-F	3 KRYS-F
	KLHB-F >	4 KZFM-F <	4 KNCN-F	KSAB-F	4 KSAB-F	4 KUNO	4 KMXR-F	4 KSAB-F	4 KNCN-F <	4 KSAB-F <
5 KRAD-F	5 KMXR-F <	5 KSAB-F	KNCN-F <	5 KMXR-F	5 KNCN-F <	5 KUNO	KOUL-F <	5 KRYS-F	5 KNCN-F	
6 KMXR-F	6 KSAB-F	KZFM-F	6 KZFM-F <	KKBA-F	6 KOUL-F <	KEYS <	6 KNCN-F <	6 KSAB-F	6 KBTE-F	6 KBTE-F
	KBTE-F	7 KOUL-F	7 KOUL-F	7 KOUL-F <	KOUL-F	7 KSAB-F	7 KKBA-F <	7 KMXR-F <	KOUL-F	KCCG-F
		8 KKBA-F <	8 KKBA-F	8 KCCG-F	8 KCCG-F	8 KMXR-F <	8 KNCN-F <	8 KBTE-F	8 KRAD-F	KOUL-F <
		9 KCCG-F <	KLTG-F	9 KCCG-F	KEYS	9 KKBA-F	9 KOUL-F	KKBA-F <	9 KMXR-F	9 KUNO
				KLTG-F	KFTX-F <				10 KRAD-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	12+ Ovrnite
1 KLHB-F >	1 KZFM-F	1 KZFM-F	1 KLHB-F <	1 KLHB-F	1 KRAD-F	1 KNCN-F >	1 KNCN-F >	1 KNCN-F	1 KRYS-F	1 KZFM-F >>
2 KZFM-F	2 KLHB-F	2 KRYS-F	2 KRYS-F	KRYS-F	2 KNCN-F	2 KRAD-F	2 KRYS-F >	2 KRYS-F	2 KNCN-F >	2 KSAB-F >
KRYS-F >>	3 KRYS-F >>	3 KLHB-F >	KZFM-F >	KZFM-F	3 KCCG-F	3 KRYS-F	3 KRAD-F	3 KCCG-F <	3 KCCG-F	3 KLHB-F
4 KRAD-F	4 KKBA-F	4 KMXR-F	4 KMXR-F <	4 KMXR-F	KZFM-F >	KZFM-F	KZFM-F	4 KMXR-F	KSAB-F	
KBTE-F	KNCN-F	KKBA-F	5 KSAB-F	5 KOUL-F	5 KBTE-F	5 KLHB-F	KLHB-F >	KLHB-F	5 KMXR-F	
KNCN-F	6 KMXR-F	KSAB-F	6 KKBA-F	6 KSAB-F	KLHB-F >>	6 KBTE-F	8 KMXR-F	KRAD-F	KEYS	
KKBA-F >>	KBTE-F	KOUL-F	KOUL-F	7 KKBA-F		KCCG-F	KBTE-F	7 KSAB-F	KLHB-F	
	KSAB-F	KNCN-F >		8 KLTG-F			KSAB-F	8 KLTG-F	8 KLTG-F	
	KOUL-F						KOUL-F >>	KZFM-F	9 KKBA-F	
								KOUL-F	KOUL-F >	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KBSO-F	SP-C	94.7	Corpus Christi	0.8 3.1 4 114
KCCT	SPRTS	1150	Corpus Christi	0.6 1.8 3 57
KCTA	REL	1030	Corpus Christi	0.4 1.7 4 60
KDAE	ST	1590	Sinton	1.0 1.9 5 76
KINE	SP	1330	Kingsville	0.8 1.3 5 52
KMIQ-F	SP-C	105.1	Robstown	0.4 2.0 3 81
KNDA-F	SP	102.9	Alice	1.0 3.9 11 265
KRYS	KIDS	1360	Corpus Christi	0.8 3.4 4 146
KSIX	EZ	1230	Corpus Christi	0.8 2.4 6 95
KTKY-F	T	106.1	Refugio	0.4 1.0 2 34

CORPUS CHRISTI

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar KMXR-FM, KNCN-FM, KRYS-AM, KRYS-FM, KSAB-FM, KUNO-AM	31.2 %	33.1 %	49.0 %	AC	0 (0)	26 (1)	26 (1)	6.0 %	6.8 %
				AOR/Classic/NR	0 (0)	49 (2)	49 (2)	11.2 %	16.7 %
Davila KBSO-FM, KCCT-AM, KFLZ-FM	1.4 %	1.7 %	3.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	66 (2)	66 (2)	15.1 %	13.9 %
Local KEYS-AM, KKBA-FM, KZFM-FM	16.8 %	16.3 %	20.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	87 (3)	87 (3)	20.0 %	21.7 %
Pacific KBTE-FM, KTKY-FM	4.8 %	3.1 %	3.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Texas Eagle, pend. KDAE-AM, KLTG-FM, KOUL-FM, KRAD-FM	13.4 %	14.1 %	21.3 %	Hispanic	30 (2)	82 (5)	112 (7)	25.7 %	22.8 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	16 (1)	2 (1)	18 (2)	4.1 %	4.3 %
				Oldies	0 (0)	36 (2)	36 (2)	8.3 %	5.7 %
				Others/Unknown	4 (1)	0 (0)	4 (1)	0.9 %	0.0 %
				Religion/Gospel	2 (1)	0 (0)	2 (1)	0.5 %	0.7 %
				Soft AC	0 (0)	24 (1)	24 (1)	5.5 %	6.4 %
				Sports	3 (1)	0 (0)	3 (1)	0.7 %	0.0 %
				Standards/EZ	9 (2)	0 (0)	9 (2)	2.1 %	0.9 %
	67.6 %	68.3 %	98.5 %	Totals	64 (8)	372 (17)	436 (25)		

AM Stations

KEYS	1440	1 kw (DA-N)	News/Talk	CNN, ABC, BNN	\$<20.00	Katz	KKBA-F/KZFM-F
KUNO	1400	1 kw	Hispanic		\$<20.00	Katz	

FM Stations

KBTE	102.3	50 kw @ 371	CHR/Urban		\$ NA	Christal	Pacific	Rockport
KCCG	107.3	25 kw @ 298	Oldies	ABC	\$ NA	Christal		Ingleside
KFTX	97.5	97 kw @ 954	Country		\$15.00	D&R		Kingsville
KKBA	92.7	12.5 kw @ 868	Soft AC		\$ NA	Katz	KEYS/KZFM-F	Kingsville
KLHB	98.3	11 kw @ 321	Hispanic-Contemp.		\$ NA	---		Odern
KLTG	96.5	100 kw @ 955	Oldies		\$<20.00	Mc-Guild	TX Eagle, pend.	
KMXR	93.9	100 kw @ 840	AC		\$21.00	K&P	Capstar	
KNCN	101.3	100 kw @ 361	AOR		\$24.00	D&R	Capstar	Sinton
KNDA	102.9	50 kw @ 492	Hispanic	Westwd	\$ NA	Lotus		Alice
KOUL	103.7	100 kw @ 947	Country	AP	\$34.00	---	TX Eagle, pend.	Sinton
KRAD	105.5	1.9 kw @ 354	AOR		\$<20.00	---	TX Eagle, pend.	Portland
KRYS	99.1	100 kw @ 932	Country	ABC	\$47.00	Banner	Capstar	
KSAB	99.9	100 kw @ 955	Hispanic-Contemp.		\$25.00	Katz Hisp.	Capstar	Robstown
KZFM	95.5	100 kw @ 994	CHR/Urban		\$31.00	Katz	KEYS/KKBA-F	

Notes: * KSAB-F revenue level includes KUNO's revenue . . . KCCG-F is LMA'd by Pacific . . . 2/98 KXCC-F changed calls to KBTE-F ("The Bear"); remains CHR/Urban . . . 2/98 KDAE/KLTG-F/KOUL-F/KRAD-F sold by Harpole to Texas Eagle (Dain Schult) for \$7,000,000 . . . 2/98 KCCT changed from Hispanic to Sports . . . 3/98 KZTX-F (106.1) changed from New Rock to Talk as KTKY-F . . . 6/98 KBSO-F changed from Hispanic-Tejano to Classic AOR . . . 7/98 KFLZ-F changed from Religion to Classic Hits . . . 6/98 FM CP (Gregory, TX) sold to Pacific for \$280,000

Jim Duncan

Comments: Listening levels are steady . . . KZFM-F has its lowest share in about 15 years but still managed to lead the market (12+) . . . KLHB-F has become the leading Hispanic station and has badly hurt KSAB-F . . . KCCG-F is developing nicely

DALLAS-FORT WORTH

Arbitron Rank: 6 Pop (12+): 3,726,100
MSA Rank: 10-Dallas; 32-Ft. Worth
MSA Pop: 4,700,000
DMA: 8
Average Persons Rating: 16.0
Market TSL in Hours: 21.00

Stations: 37 / 37
Diaries: 4,191/889:1/48.5%
Sample Target: 4,120
% Below Line: 0.0
% Not Listed: 8.3
Pop per Station: 100,705

Last Year's Revenue: \$249,500,000
Household Income: \$48,003
Total Retail Sales: \$45.3 Bil.
#1 Biller: KVIL-F \$32,700,000
#1 Billing Portfolio: CBS \$96,700,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KHKS-F	CHR	480 / 8.0	7.1	7.5	7.3	7.0	7.5	8068 / 21.7	19.8	20.3	523 / 8947	J	KHKS-F
2	KKDA-F	B	426 / 7.1	7.0	7.2	6.8	7.1	7.0	4915 / 13.2	12.4	12.6	491 / 5775	I	KKDA-F
3	KVIL-F	AC/FS	318 / 5.3	4.9	5.7	5.2	5.3	5.3	4851 / 13.0	17.8	14.4	334 / 5176	K	KVIL-F
4	KDMX-F	AC/CHR	296 / 5.0	3.8	3.9	4.4	4.1	4.3	5576 / 15.0	13.2	13.6	316 / 6075	I	KDMX-F
5	KSCS-F	C	275 / 4.6	6.1	5.5	5.7	5.7	5.5	4704 / 12.6	13.5	14.8	331 / 5556	J	KSCS-F
6	KEGL-F	AOR	264 / 4.4	3.3	2.7	3.3	3.8	3.4	4072 / 10.9	9.2	12.5	301 / 4694	G	KEGL-F
7	WBAP	FS/T	236 / 3.9	4.7	4.9	4.1	4.3	4.4	4240 / 11.4	12.5	11.1	343 / 5739	J	WBAP
8	KLUV-F	O	214 / 3.6	3.8	3.7	3.9	4.2	3.7	4599 / 12.3	12.2	12.1	238 / 5244	J	KLUV-F
9	KRLD	N	209 / 3.5	4.1	3.8	4.0	3.6	3.8	4616 / 12.4	13.0	12.7	257 / 5553	J	KRLD
10	KZPS-F	CL AOR	197 / 3.3	3.4	3.9	3.1	3.8	3.4	3812 / 10.2	11.3	10.7	237 / 4557	H	KZPS-F
11	KOAI-F	J	191 / 3.2	3.3	2.7	2.9	3.1	3.0	3025 / 8.1	7.5	8.4	196 / 3131	H	KOAI-F
	KYNG-F	C	191 / 3.2	3.5	3.6	3.8	3.3	3.5	3488 / 9.4	10.2	9.5	209 / 3823	I	KYNG-F
13	KPLX-F	C	186 / 3.1	2.7	2.8	3.4	4.1	3.0	3473 / 9.3	10.2	9.5	203 / 3959	I	KPLX-F
14	KRBV-F	B/AC	168 / 2.8	2.8	2.9	2.7	2.8	2.8	2851 / 7.1	6.1	6.8	174 / 2834	H	KRBV-F
15	KLTY-F	REL-CC	166 / 2.8	3.4	3.2	3.0	2.7	3.1	2608 / 7.0	6.8	6.8	174 / 2936	F	KLTY-F
	KBFB-F	SAC	166 / 2.8	2.5	2.6	2.4	1.7	2.6	2625 / 7.0	7.5	6.8	192 / 2947	D	KBFB-F
17	KAAM	ST	155 / 2.6	1.5	1.4	2.0	1.6	1.9	1671 / 4.2	3.7	3.2	178 / 1923	C	KAAM
18	KDGE-F	AOR-NR	152 / 2.5	2.4	2.7	3.0	3.0	2.7	4338 / 11.6	11.7	11.7	187 / 5033	H	KDGE-F
19	WRR-F	CL	148 / 2.4	2.6	3.1	2.7	2.8	2.7	2814 / 7.6	8.1	7.3	152 / 2958	D	WRR-F
20	KTXQ-F	AOR	144 / 2.4	2.7	2.4	2.3	2.9	2.5	3882 / 10.4	9.7	10.8	155 / 4266	G	KTXQ-F
21	KTCK	SPRTS	135 / 2.3	2.7	2.7	2.1	1.7	2.4	1782 / 4.8	5.7	4.5	136 / 1799	H	KTCK
22	KKZN-F	AOR-P	113 / 1.9	1.5	1.4	1.8	1.6	1.7	2394 / 6.4	5.7	5.2	114 / 2413	D	KKZN-F
23	KLIF	T	88 / 1.5	1.6	2.0	1.9	1.4	1.7	1640 / 4.4	5.7	4.9	104 / 1939	H	KLIF
24	KESS	SP-C	78 / 1.3	1.3	1.7	1.5	1.5	1.5	1064 / 2.8	3.6	3.3	78 / 1054	F	KESS
25	KHCK-F	SP-TJ	64 / 1.1	1.3	1.4	1.1	1.1	1.2	987 / 2.6	2.6	3.8	66 / 1099		KHCK-F
26	KHVN	B/G	63 / 1.1	1.5	1.3	0.9	1.2	1.2	1174 / 3.2	2.7	2.8	63 / 1174	C	KHVN
27	KRNB-F	B/AC	59 / 1.0	1.4	1.0	1.1	1.1	1.1	1293 / 3.5	3.0	3.7	68 / 1445	B	KRNB-F

12+ FM Share (Metro): 78.76% (4316 of 5480) (Spring 97: 80.04%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKDA-F	1 KHKS-F	1 KHKS-F	1 KHKS-F	1 KHKS-F	1 KVIL-F	1 KHKS-F >	1 KHKS-F <	1 KHKS-F	1 KKDA-F	1 KKDA-F <
2 KHKS-F >>	2 KKDA-F	2 KKDA-F <	2 KVIL-F	2 KVIL-F	2 WBAP	2 KKDA-F	2 KVIL-F	2 KKDA-F	2 KHKS-F >	2 KHKS-F >
3 KEGL-F	3 KDMX-F <	3 KDMX-F	3 KDMX-F	3 KDMX-F <	3 KSCS-F <	3 KDMX-F	3 KDMX-F <	3 KDMX-F	3 KEGL-F	3 KDMX-F
	4 KEGL-F >>	4 KEGL-F	4 KKDA-F	4 KKDA-F <	4 KLUV-F	4 KSCS-F <	4 KKDA-F <	4 KEGL-F	4 KRLD	4 KSCS-F <
	5 KTXQ-F	KVIL-F	5 KSCS-F <	5 KSCS-F	KRLD	5 WBAP	5 KSCS-F <	KVIL-F	5 KDMX-F <	5 KEGL-F <
	KDGE-F	6 KSCS-F <	6 KEGL-F	6 KZPS-F <	6 KAAM <	6 KRLD <	6 WBAP <	6 KSCS-F	6 KRBV-F <	6 KLUV-F <
	7 KSCS-F <	7 KZPS-F	KZPS-F	7 KEGL-F	7 KOAI-F	7 KDMX-F	7 KEGL-F	7 KLUV-F <	7 KVIL-F	7 KVIL-F
	8 KYNG-F <	8 KYNG-F <	8 KBFB-F <	KOAI-F <	8 KHKS-F <	8 KEGL-F <	8 KOAI-F <	8 WBAP <	8 KOAI-F <	8 KYNG-F <
	9 KZPS-F <	9 KRBV-F <	9 KRBV-F <	9 KLUV-F <	9 WRR-F <	9 KZPS-F <	9 KLUV-F <	9 KYNG-F	9 KDGE-F <	9 KOAI-F
	10 KVIL-F <	10 KBFB-F <	10 KLTY-F <	10 KBFB-F <	10 KBFB-F <	10 KTCK		KZPS-F <		KZPS-F <
						KPLX-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	12+ Ovrmite
1 KHKS-F	1 KHKS-F >	1 KHKS-F	1 KHKS-F >	1 KHKS-F <	1 KKDA-F <	1 KEGL-F <	1 KEGL-F <	1 KEGL-F <	1 KEGL-F <	1 KKDA-F >
2 KKDA-F >	2 KDMX-F	2 KDMX-F >	2 KVIL-F	2 KVIL-F >	2 KEGL-F >	2 KKDA-F	2 KKDA-F	2 KKDA-F	2 KHKS-F	2 KHKS-F
3 KDMX-F <	3 KKDA-F >	3 KVIL-F	3 KDMX-F	3 KDMX-F	3 KDMX-F <	3 KDMX-F <	3 KDMX-F <	3 KTCK	3 KHKS-F	3 KKDA-F <
4 KEGL-F <	4 KVIL-F	4 KKDA-F	4 KKDA-F	4 KSCS-F <	4 KTXQ-F	4 KHKS-F	4 KHKS-F	4 KDMX-F	4 KHKS-F <	4 KVIL-F <
5 KSCS-F	5 KSCS-F <	5 KYNG-F <	5 KSCS-F	5 KLTY-F	5 KHKS-F	5 KTXQ-F	5 KZPS-F >	5 KZPS-F <	5 KZPS-F <	5 KZPS-F <
6 KDGE-F <	6 KPLX-F <	6 KPLX-F	6 KLTY-F <	6 KBFB-F <	6 KBFB-F <	6 KTCK	6 KTXQ-F	6 KTCK	6 KDMX-F <	6 KDMX-F <
7 KPLX-F	7 KYNG-F <	KLTY-F	7 KYNG-F <	7 KKDA-F <	7 KZPS-F	7 KDGE-F	7 KSCS-F <	7 KTXQ-F	7 WBAP <	7 WBAP <
8 KYNG-F	8 KEGL-F <	8 KSCS-F	8 KPLX-F <	8 KPLX-F <	8 KYNG-F >	8 KZPS-F	8 KDGE-F <	8 KSCS-F <	8 KSCS-F	8 KSCS-F
9 KOAI-F	9 KLTY-F <	9 KBFB-F <	9 KBFB-F <	9 KLUV-F	9 KZDF-F		9 KZPS-F	9 WBAP <	9 KRLD	9 KRLD
	10 KDGE-F		10 KRBV-F <	KYNG-F <					KVIL-F <	

DALLAS-FORT WORTH

Other Rated Stations				Metro	Cume	TSA		Format Performance		AM	FM	Total	%	Spg 97		
				Share	Rating	AQH	Cume									
KDXX-AF	SP-R	1480	Dallas	0.9	2.7	62	1097	AC	0	(0)	296	(1)	296	(1)	5.4 %	4.5 %
KFJZ	SP	870	Fort Worth	0.4	0.7	23	254	AOR/Classic/NR	0	(0)	870	(5)	870	(5)	15.9 %	16.5 %
KKDA	B/O	730	Grand Prairie	0.8	2.2	47	883	Black/Urban	46	(1)	653	(3)	699	(4)	12.8 %	13.4 %
KOOO	T	1190	Dallas	0.4	1.6	27	653	CHR	0	(0)	480	(1)	480	(1)	8.8 %	7.6 %
KRVA	SP	1600	Cockrell Hill	0.6	1.5	33	553	Classical	0	(0)	146	(1)	146	(1)	2.7 %	3.1 %
KWRD-F	REL	94.9	Arlington	0.6	2.1	34	825	Country	0	(0)	652	(3)	652	(3)	11.9 %	14.7 %
KZDF-FF	SP-R	107.1	Terrell	0.7	1.5	44	589	Full Service	236	(1)	318	(1)	554	(2)	10.1 %	10.4 %
KZMP	SP-R	1540	Fort Worth	0.7	1.0	43	375	Hispanic	207	(5)	131	(4)	338	(9)	6.2 %	6.7 %
Consolidation Report				12+	25-54	Revenue		Jazz	0	(0)	191	(1)	191	(1)	3.5 %	3.4 %
ABC/Disney, pend.				11.1 %	8.5 %	15.4 %		News/Talk	322	(3)	0	(0)	322	(3)	5.9 %	5.4 %
KAAM-AM, KNKI-FM, KSCS-FM, WBAP-AM								Oldies	0	(0)	214	(1)	214	(1)	3.9 %	4.6 %
CBS				23.1 %	25.5 %	38.8 %		Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KHVN-AM, KLUV-FM, KOAI-FM, KOOO-AM, KRBV-FM, KRLD-AM, KVIL-FM, KYNG-FM								Religion/Gospel	63	(1)	199	(2)	262	(3)	4.8 %	4.2 %
Chancellor				19.0 %	19.0 %	16.0 %		Soft AC	0	(0)	166	(1)	166	(1)	3.0 %	1.9 %
KBFB-FM, KDGE-FM, KHKS-FM, KTXQ-FM, KZPS-FM								Sports	135	(1)	0	(0)	135	(1)	2.5 %	1.9 %
Heftel				3.3 %	3.5 %	2.3 %		Standards/EZ	155	(1)	0	(0)	155	(1)	2.8 %	1.8 %
KDXX-AF, KESS-AM, KHCK-FM								Totals	1164	(13)	4316	(24)	5480	(37)		
Jacor				9.4 %	9.3 %	6.7 %										
KDMX-FM, KEGL-FM																
KKDA				8.9 %	7.0 %	5.8 %										
KKDA-AM, KKDA-FM, KRNB-FM																
Susquehanna				8.8 %	10.0 %	11.4 %										
KKZN-FM, KLIF-AM, KPLX-FM, KTCK-AM																
Z-Spanish				0.7 %	5.9 %	0.6 %										
KZDF-FM, KZDL-FM																
				84.3 %	88.7 %	97.0 %										

AM Stations

Station	Power	Frequency	Format	Revenue	Advertiser	Agency	City
KAAM	620	5 kw/4.5 kw (DA-2)	Standards	\$ NA	—	ABC/Disney, pend.	Plano
KESS	1270	5 kw (DA-2)	Hispanic-Contemp.	\$65.00	Katz Hisp.	Heftel	
KHVN	970	1 kw/0.27 kw	Black Gospel	\$32.00	Mc-Guild	CBS	
KLIF	570	5 kw (DA-2)	Talk	Westwd, ABC, CBS	\$148.00	Mc-Guild	Susquehanna
KRLD	1080	50 kw (DA-N)	News	CBS, Westwd	\$175.00	CBS	CBS
KTCK	1310	5 kw/2.2 kw (DA-2)	Sports	1/1, WW1, ABC	\$60.00	Interep	Susquehanna
WBAP	820	50 kw	Full Service/Talk	ABC	\$270.00	Interep	ABC/Disney

FM Stations

Station	Power	Frequency	Format	Revenue	Advertiser	Agency	City
KBFB	97.9	100 kw @ 1611	Soft AC	\$114.00	Christal	Chancellor	
KDGE	94.5	100 kw @ 1896	AOR-New Rock	\$140.00	Sentry	Chancellor	Gainesville
KDMX	102.9	100 kw @ 1348	AC/CHR	\$140.00	Allied	Jacor	
KEGL	97.1	100 kw @ 1460	AOR	\$169.00	Christal	Jacor	
KHCK	99.1	100 kw @ 1168	Hispanic-Tejano	\$80.00	Caballero	Heftel	Denton
KHKS	106.1	100 kw @ 1590	CHR	\$240.00	D&R	Chancellor	Denton
KKDA	104.5	100 kw @ 1590	Black	AP \$200.00	Christal		
KKZN	93.3	50 kw @ 436	Progressive AOR	\$ NA	Eastman	Susquehanna	Haltom City
KLTY	94.1	100 kw @ 1590	Contemp. Christian	AP \$85.00	Katz		
KLUV	98.7	100 kw @ 1590	Oldies	\$221.00	Infinity	CBS	
KOAI	107.5	28 kw @ 1591	Jazz	\$190.00	CBS	CBS	
KPLX	99.5	100 kw @ 1678	Country	AP \$200.00	Mc-Guild	Susquehanna	
KRBV	100.3	100 kw @ 1440	Black AC/Oldies	ABC \$177.00	CBS	CBS	
KRNB	105.7	100 kw @ 1672	Black AC	\$ NA	Christal	KKDA	Stephenville
KSCS	96.3	100 kw @ 1611	Country	ABC \$300.00	—	ABC/Disney	
KTXQ	102.1	100 kw @ 1447	AOR	\$130.00	Christal	Chancellor	
KVIL	103.7	100 kw @ 1570	AC/Full Service	\$485.00	Interep	CBS	Highland Park
KYNG	105.3	100 kw @ 1528	Country	Westwd \$260.00	CBS	CBS	
KZPS	92.5	100 kw @ 1590	Classic AOR	\$115.00	Sentry	Chancellor	
WRR	101.1	100 kw @ 1348	Classical	AP \$74.00	Allied	City of Dallas	

DALLAS-FORT WORTH

Notes: 1/98 KPAD (1540) changed from Motivational to Hispanic-Regional as KZMP . . . 2/98 Capstar sold KBFB-F & KTXQ-F as part of a \$637,500,000 group transaction . . . 2/98 KMRT changed calls to KDXX; KICI-F changed calls to KDXX-F . . . 3/98 KDSX (950; Denison) & KXIL-F (104.1; Sanger) sold to Susquehanna for \$6,000,000 . . . 4/98 KAHZ (1360) Fort Worth sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group sale . . . 4/98 KMRT-F changed calls to KDXT-F . . . 7/98 KAAM sold to ABC/Disney for \$12,100,000 . . . 7/98 KPLX-F modified its Country format to emphasize Texas-based artists & changed its on-air identity to "The Wolf" . . . 7/98 KXIL-F (104.1; Sanger) began simulcasting co-owned KKZN-F as KXZN-F . . . 8/98 KAAM changed from Standards to Children's (Disney) . . . 8/98 KNKI-F (96.7; Flower Mound) sold to ABC/Disney for \$23,000,000; reportedly, ABC/Disney also is LMA'ing KEMM-F (103.3; Commerce City) with an option to purchase

Jim Duncan

Comments: Listening is down sharply: off 1.1 rating points from last year . . . KHKS-F tuned in a remarkable performance -- its best 12+ total week share in at least three years and #1 rankings among adults 18-34, 18-49, 25-49 & 25-54 . . . KDMX-F and KEGL-F both posted their best 12+ shares in some time

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

<ul style="list-style-type: none"> * AC - Adult Contemporary * AC-NR - Modern AC * AOR - Album Oriented Rock * AOR-NR - New Rock * AOR-P - Progressive AOR * B - Black (audience 75%+ Black) * B/AC - Black Adult Contemporary * B/O - Black Oldies * BIZ N - Business News * C - Country * C/O - Classic Country * CHR - Contemporary Hit Radio, Top 40, Contemporary * CL - Classical * CL AOR - Classic AOR, Classic Rock * CL HITS - Classic Hits/70's Oldies * E - Ethnic (usually Foreign Language) * EZ - Easy Listening, Beautiful Music * FS - Full Service * G - Gospel (B/G is Black Gospel) 	<ul style="list-style-type: none"> J - Jazz and New Adult Contemporary N - News O - Oldies REL - Religion, Christian REL-CC - Contemporary Christian SAC - Soft Adult Contemporary SP - Hispanic/Spanish SP-C - Hispanic Contemporary SP-NT - Hispanic News/Talk/Information SP-R - Hispanic-Regional SP-TP - Hispanic-Tropical SP-VA - Hispanic Variety SP-TJ - Tejano SPRTS - Sports ST - Standards, Big Band, Nostalgia T - Talk U - Urban (majority of audience is non-white) VA - Variety ? - Others or Unknown
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***** 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	

DAVENPORT-ROCK ISLAND-MOLINE

Arbitron Rank: 131 Pop (12+): 293,300	Stations: 17 / 14	Last Year's Revenue: \$13,400,000
MSA Rank: 138	Diaries: 1,185/248:1/56.1%	Household Income: \$40,671
MSA Pop: 357,000	Sample Target: 1,120	Total Retail Sales: \$3.4 Bil
DMA: 88	% Below Line: 3.7	#1 Biller: WLLR-F \$3,100,000
Average Persons Rating: 15.6	% Not Listed: 13.3	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 20,950	Sconnix \$6,650,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WLLR-F	C	67 / 14.7	13.3	11.8	12.4	14.5	796 / 27.1	25.3	24.5	94 / 1227	E	WLLR-F
2	KCQQ-F	CL HITS	53 / 11.6	10.0	11.6	10.6	11.6	741 / 25.2	23.9	23.8	66 / 992	D	KCQQ-F
3	WHTS-F	CHR	50 / 10.9	10.0	8.3	7.4	6.3	857 / 29.2	27.5	23.2	108 / 1759	B	WHTS-F
4	WXL-F	AOR	34 / 7.4	5.8	5.8	8.3	7.8	484 / 16.5	15.2	14.3	57 / 936	C	WXL-F
5	WOC	N/T	32 / 7.0	7.3	6.7	8.1	9.0	466 / 15.9	16.9	15.5	36 / 550	B	WOC
6	KMXG-F	AC	27 / 5.9	6.2	5.6	7.0	6.3	515 / 17.6	19.0	18.3	37 / 867	C	KMXG-F
	KBOB-F	C	27 / 5.9	5.3	5.6	6.5	6.1	434 / 14.8	14.6	15.3	62 / 823	C	KBOB-F
8	KUUL-F	O	25 / 5.5	7.5	8.7	7.7	8.5	445 / 15.2	17.7	21.7	47 / 796	C	KUUL-F
9	WKBF	ST	21 / 4.6	5.8	6.0	7.2	0.2	262 / 8.9	9.8	8.9	25 / 321	A	WKBF
10	KQLI-F	SAC	16 / 3.5		0.2	0.2	1.0	271 / 9.2		2.5	18 / 346		KQLI-F
11	KORB-F	AOR	15 / 3.3	4.2	5.4	4.5	4.4	333 / 11.3	13.8	14.0	24 / 482	B	KORB-F

12+ FM Share (Metro): 79.29% (314 of 396) (Spring 1997: 73.96%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHTS-F >>>	1 KCQQ-F <	1 KCQQ-F <	1 KCQQ-F <	1 KCQQ-F <	1 WLLR-F >	1 KCQQ-F <	1 WLLR-F	1 WLLR-F	1 WHTS-F >>>	1 WLLR-F
2 KORB-F	2 WHTS-F	2 WLLR-F	2 WLLR-F	2 WLLR-F >	2 WOC <	2 WLLR-F >	2 KCQQ-F	2 WHTS-F	2 WLLR-F	2 WHTS-F
3 KCQQ-F >	WLLR-F	3 WHTS-F <	3 WXL-F	3 WXL-F	3 KCQQ-F	3 WHTS-F	3 WXL-F	3 KCQQ-F	3 WOC <	3 KCQQ-F >
	4 WXL-F	4 WXL-F >	4 WHTS-F	4 WHTS-F	4 KUUL-F <	4 WXL-F <	WOC	4 WXL-F <	4 KCQQ-F	4 KBOB-F <
	5 KMXG-F	5 KMXG-F <	5 KMXG-F	5 KMXG-F <	5 WKBF	5 KMXG-F <	5 WHTS-F	5 WOC	5 WXL-F	5 WXL-F
	6 KBOB-F	6 KBOB-F	6 KBOB-F <	6 KUUL-F	6 WXL-F	6 WOC	6 KMXG-F	6 KUUL-F	6 KUUL-F <	6 KUUL-F
		7 KUUL-F	7 KUUL-F >	7 KBOB-F	7 KBOB-F	7 KBOB-F	7 WKBF <	7 KBOB-F	7 KORB-F	7 WKBF <
					8 KMXG-F	8 KUUL-F	8 KBOB-F <	8 KMXG-F		8 KMXG-F <
					WHTS-F		9 KUUL-F >			9 WOC

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	12+ Ovrnite
1 WHTS-F >>>	1 WHTS-F	1 WLLR-F	1 WLLR-F	1 WLLR-F >	1 WHTS-F	1 KCQQ-F <	1 KCQQ-F	1 KCQQ-F	1 KCQQ-F	1 WHTS-F <
2 KCQQ-F	2 WLLR-F	2 WHTS-F	2 WHTS-F <	2 KCQQ-F	KCQQ-F	2 WXL-F	2 WXL-F >	2 WXL-F	2 WXL-F	2 WLLR-F
	WLLR-F >	3 KCQQ-F <	KMXG-F	3 KCQQ-F	3 KMXG-F	WXL-F	3 WLLR-F >	3 WLLR-F >	3 WLLR-F >	3 KCQQ-F
4 KMXG-F >	4 KMXG-F >	4 KCQQ-F	4 KMXG-F >	4 WHTS-F	4 WLLR-F	4 WHTS-F	4 WHTS-F	4 WHTS-F	4 WOC	WOC >
5 WXL-F	5 KBOB-F >	5 KBOB-F >	5 KBOB-F	5 KUUL-F >	KORB-F >	KORB-F >	KORB-F >	5 KBOB-F	5 WHTS-F	
	KBOB-F >>	6 WXL-F >		KUUL-F	6 KBOB-F	6 KBOB-F	6 WOC	6 WOC	6 KBOB-F	
				7 WXL-F	7 WXL-F		KQLI-F	7 KORB-F >	7 KQLI-F	
							KBOB-F >>			

Other Rated Stations			Metro Share	Cume Rating	TSA AQH	Cume
KJOC	SPRIS	1170 Davenport	1.3	4.6	7	158
WKEI	T	1450 Kewanee, IL	0.7	1.7	6	88
WLLR	C	1230 Moline	0.7	3.0	4	102

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH	Cume
WGN	FS/T	720 Chicago	1.8	4.5	23	372
WLS	T	890 Chicago	1.1	1.9	10	143
WMT	FS	600 Cedar Rapids	0.9	3.1	26	327

DAVENPORT-ROCK ISLAND-MOLINE

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Connoisseur			21.4 %	25.6 %	23.5 %	AC	0	(0)	27	(1)	27	(1)	6.8 %	6.5 %
KBOB-FM, KJOC-AM, KORB-FM, KQLI-FM, WXLP-FM						AOR/Classic/NR	0	(0)	49	(2)	49	(2)	12.4 %	13.0 %
Dudley			27.1 %	24.8 %	24.5 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KCQQ-FM, WHTS-FM, WKBF-AM						CHR	0	(0)	50	(1)	50	(1)	12.6 %	9.6 %
Sconnix			33.8 %	34.9 %	49.6 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KMXG-FM, KUUL-FM, WLLR-AM, WLLR-FM, WOC-AM						Country	3	(1)	94	(2)	97	(3)	24.5 %	21.6 %
			82.3 %	85.3 %	97.6 %	Full Service	12	(2)	0	(0)	12	(2)	3.0 %	3.1 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	40	(3)	0	(0)	40	(3)	10.1 %	10.2 %
						Oldies	0	(0)	78	(2)	78	(2)	19.7 %	23.7 %
						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	0	(0)	16	(1)	16	(1)	4.0 %	0.5 %
						Sports	6	(1)	0	(0)	6	(1)	1.5 %	2.6 %
						Standards/EZ	21	(1)	0	(0)	21	(1)	5.3 %	9.1 %
						Totals	82	(8)	314	(9)	396	(17)		

AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
KJOC	1170	1 kw (DA-2)	Sports	CBS, ABC, 1/1	\$ NA	Allied	Connoisseur
WKBF	1270	5 kw (DA-N)	Standards	Westwd	\$ NA	Katz	Dudley
WOC	1420	5 kw (DA-2)	News/Talk	ABC, WW1, CNN	\$28.00	Christal	Sconnix

FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total
KBOB	99.7	100 kw @ 895	Country	Westwd	\$25.00	Allied	Connoisseur
KCQQ	106.5	60 kw @ 210	Classic Hits	Westwd	\$50.00	Katz	Dudley
KMXG	96.1	100 kw @ 981	AC	Westwd	\$25.00	Christal	Sconnix
KORB	93.5	3.3 kw @ 300	AOR	CNN	\$20.00	---	Connoisseur
KQLI	104.9	12.5 kw @ 469	Soft AC	Westwd	\$ NA	---	Connoisseur
KUUL	101.3	50 kw @ 500	Oldies	Westwd, CBS	\$39.00	Christal	Sconnix
WHTS	98.8	39 kw @ 900	CHR		\$ NA	Katz	Dudley
WLLR	103.7	100 kw @ 1191	Country		\$70.00	Katz	Sconnix
WXLP	96.9	50 kw @ 500	AOR	Westwd, Source	\$40.00	Allied	Connoisseur

Notes: 2/98 WLLR-F and KUUL-F swapped facilities . . . 3/98 WGEN-F changed to 12.5 kw @ 469; changed its city of license to De Witt, IA; changed from simulcasting Sports KJOC to Soft AC as KQLI-F

Jim Duncan

Comments: Listening is up slightly . . . WHTS-F has its fourth consecutive up book and its highest share in many years . . . KUUL-F is in a rather sharp decline; part of the reason may be the introduction of Soft AC KQLI-F

DAYTON

Arbitron Rank: 54 Pop (12+): 819,900	Stations: 27 / 21	Last Year's Revenue: \$31,900,000
MSA Rank: 61	Diaries: 2,145/382:1/54.0%	Household Income: \$45,268
MSA Pop: 948,000	Sample Target: 2,110	Total Retail Sales: \$9.7 Bil.
DMA: 53	% Below Line: 7.3	#1 Biller: WHKO-F \$6,125,000
Average Persons Rating: 15.0	% Not Listed: 12.6	#1 Billing Portfolio: Jacor \$14,320,000
Market TSL in Hours: 19.75	Pop per Station: 39,043	

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WHKO-F	150 / 12.2	12.2	13.6	13.2	12.8	12.8	2084 / 25.2	26.2	28.1	218 / 3334	G	WHKO-F
2	WMMX-F	106 / 8.6	9.4	8.7	8.9	9.1	8.9	1530 / 18.7	19.1	19.1	125 / 1863	G	WMMX-F
3	WLQT-F	88 / 7.1	5.5	6.3	5.9	7.0	6.2	1305 / 15.9	14.7	14.9	99 / 1585	D	WLQT-F
4	WTUE-F	79 / 6.4	6.5	6.5	7.0	7.0	6.6	1172 / 14.3	14.1	15.3	106 / 1781	E	WTUE-F
5	WROU-F	74 / 6.0	5.3	6.5	5.1	5.0	5.7	955 / 11.7	10.9	10.5	88 / 1236	D	WROU-F
6	WHIO	70 / 5.7	4.6	5.3	5.3	5.8	5.2	1115 / 13.6	12.5	13.7	72 / 1205	D	WHIO
7	WBTT-F	61 / 5.0	2.9	3.2	3.3	3.4	3.6	1054 / 12.9	10.7	10.3	67 / 1273	B	WBTT-F
8	WING-F	58 / 4.7	4.7	3.9	4.3	4.7	4.4	1124 / 13.7	13.2	12.7	70 / 1534	C	WING-F
9	WGTZ-F	55 / 4.5	6.4	4.6	5.2	5.6	5.2	1398 / 17.1	18.2	18.7	100 / 2589	D	WGTZ-F
10	WONE	54 / 4.4	3.5	4.5	4.0	3.3	4.1	713 / 8.7	8.0	5.4	66 / 828	B	WONE
11	WXEG-F	47 / 3.8	4.7	4.5	3.3	3.9	4.1	930 / 11.3	12.9	12.2	54 / 1160	C	WXEG-F
12	WLW	41 / 3.3	3.9	3.3	4.5	4.2	3.8	819 / 10.0	10.1	11.8	144 / 2473		WLW
	WCLR-FF	41 / 3.3	3.3	3.0	4.0	4.0	3.4	873 / 10.7	8.6	9.9	65 / 1371	A	WCLR-FF
14	WFCJ-F	21 / 1.7	1.9	1.2	1.7	2.1	1.6	430 / 5.2	4.3	5.9	34 / 769		WFCJ-F
15	WDAO	20 / 1.6	2.5	2.6	1.8	1.2	2.1	261 / 3.2	3.5	2.8	21 / 271	A	WDAO
16	WLSN-F	16 / 1.3	1.0	1.5	0.7	1.1	1.1	273 / 3.3	4.0	3.6	31 / 412	A	WLSN-F
17	WVAE-F	15 / 1.2	1.2	0.8	0.9	1.1	1.0	230 / 2.8	3.5	3.5	32 / 532		WVAE-F
18	WRNB-F	14 / 1.1	0.9	0.6	0.5	0.9	0.8	230 / 2.8	2.0	2.1	14 / 240		WRNB-F
	WKSJ-F	14 / 1.1	2.0	1.1	1.7	1.3	1.5	256 / 3.1	3.2	3.4	21 / 411	A	WKSJ-F

12+ FM Share (Metro): 80.11% (862 of 1076) (Spring 97: 82.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBTT-F	1 WTUE-F	1 WHKO-F	1 WHKO-F <	1 WHKO-F	1 WHKO-F >	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHKO-F >
2 WGTZ-F >	2 WHKO-F <	2 WMMX-F	2 WMMX-F >	2 WMMX-F >	2 WLQT-F <	2 WMMX-F	2 WMMX-F	2 WMMX-F	2 WROU-F <	2 WROU-F <
3 WROU-F	3 WMMX-F	3 WTUE-F	3 WTUE-F	3 WLQT-F <	3 WMMX-F <	3 WING-F <	3 WLQT-F	3 WLQT-F <	3 WBTT-F	3 WBTT-F
	4 WROU-F	4 WLQT-F <	4 WLQT-F <	4 WTUE-F	4 WHIO	4 WHIO <	4 WHIO <	4 WTUE-F	4 WGTZ-F	4 WTUE-F <
	5 WXEG-F <	5 WING-F <	5 WING-F	5 WING-F	5 WONE >	5 WLQT-F	5 WTUE-F >	5 WROU-F <	5 WLW	5 WLQT-F <
	6 WBTT-F <	6 WROU-F	6 WROU-F	6 WROU-F	6 WCLR-FF <	WTUE-F	6 WONE	6 WBTT-F	6 WLQT-F <	6 WMMX-F
	7 WGTZ-F	7 WXEG-F <	7 WXEG-F	7 WHIO <	7 WLW	7 WROU-F	WROU-F	7 WGTZ-F	7 WTUE-F <	7 WGTZ-F <
	WING-F >	8 WGTZ-F	8 WHIO <	8 WXEG-F <		8 WONE	8 WGTZ-F	WONE	8 WMMX-F <	8 WHIO <
		WBTT-F >					WING-F	9 WXEG-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	12+ Ovrnite
1 WHKO-F >	1 WHKO-F	1 WMMX-F >	1 WMMX-F <	1 WMMX-F	1 WTUE-F >>	1 WTUE-F >>	1 WTUE-F >	1 WTUE-F	1 WHKO-F	1 WHKO-F >
2 WGTZ-F	2 WMMX-F >	2 WHKO-F >>	2 WHKO-F >	2 WHKO-F	2 WBTT-F >	2 WING-F	2 WING-F <	2 WING-F <	2 WTUE-F <	2 WHIO
3 WBTT-F	3 WGTZ-F <	3 WGTZ-F	3 WLQT-F >	3 WLQT-F >>	3 WXEG-F	WXEG-F	3 WXEG-F	3 WHKO-F >	3 WING-F	WBTT-F
	WROU-F	4 WROU-F	WLQT-F	4 WGTZ-F <	4 WROU-F	4 WROU-F	4 WROU-F >	4 WMMX-F	4 WMMX-F	WROU-F
5 WMMX-F >	5 WBTT-F	WROU-F	5 WROU-F >	5 WGTZ-F	5 WING-F	5 WBTT-F	5 WMMX-F	5 WXEG-F	5 WROU-F <	
	6 WLQT-F <	WXEG-F	6 WTUE-F	6 WCLR-FF		6 WMMX-F	WHKO-F	WROU-F	6 WLW	
	7 WXEG-F	7 WTUE-F	WBTT-F	WTUE-F		WHKO-F	7 WLW >	7 WBTT-F	7 WLQT-F	
				8 WHIO				8 WLW	WXEG-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WING	N/T	1410	Dayton 0.5 2.9 6 255
WIZE	ST	1340	Springfield 0.6 1.5 9 130
WPFB	ST	910	Middletown 0.6 1.5 13 230
WPFB-F	C	105.9	Middletown 1.0 4.5 24 719

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKRC	T	550	Cincinnati 0.6 1.9 28 578
WOFX-F	CL AOR	92.5	Cincinnati 0.4 2.2 38 913
WYGY-F	C	96.5	Hamilton 0.5 2.7 39 811

DAYTON

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel		9.7 %	9.9 %	13.7 %	AC	0 (0)	106 (1)	106 (1)	9.9 %	10.3 %
WGTZ-FM, WING-AM, WING-FM					AOR/Classic/NR	0 (0)	189 (4)	189 (4)	17.6 %	18.1 %
Cox		21.2 %	22.1 %	29.0 %	Black/Urban	20 (1)	88 (2)	108 (3)	10.0 %	8.0 %
WCLR-FM, WHIO-AM, WHKO-FM, WZLR-FM					CHR	0 (0)	116 (2)	116 (2)	10.8 %	10.2 %
Jacor		37.2 %	36.5 %	46.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBTT-FM, WIZE-AM, WLQT-FM, WLSN-FM, WMMX-FM, WONE-AM, WTUE-FM, WXEG-FM					Country	0 (0)	182 (4)	182 (4)	16.9 %	18.5 %
Local (semi-duop)		7.1 %	7.0 %	6.6 %	Full Service	41 (1)	0 (0)	41 (1)	3.8 %	4.8 %
WRNB-FM, WROU-FM					Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
		75.3 %	75.5 %	95.4 %	Jazz	0 (0)	31 (2)	31 (2)	2.9 %	2.5 %
					News/Talk	83 (3)	0 (0)	83 (3)	7.7 %	7.7 %
					Oldies	0 (0)	41 (2)	41 (2)	3.8 %	5.4 %
					Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Religion/Gospel	0 (0)	21 (1)	21 (1)	2.0 %	2.4 %
					Soft AC	0 (0)	88 (1)	88 (1)	8.2 %	7.9 %
					Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Standards/EZ	70 (3)	0 (0)	70 (3)	6.5 %	4.2 %
					Totals	214 (8)	862 (19)	1076 (27)		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer
WDAO	1210	1 kw (Days)	Black	AURN	\$20.00	---
WHIO	1290	5 kw (DA-N)	News/Talk	AP, Westwd	\$63.00	D&R Cox
WONE	980	5 kw (DA-N)	Standards	ABC	\$25.00	Eastman Jacor

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Market
WBTT	94.5	6 kw @ 328	CHR/Black	\$<20.00	---	Jacor	Englewood
WCLR	95.7	50 kw @ 476	Oldies	\$20.00	D&R	Cox	Piqua
WFCJ	93.7	50 kw @ 492	Religion	USA	\$17.00	---	Miamisburg
WGTZ	92.9	39.8 kw @ 551	CHR	Westwd	\$53.00	Mc-Guild Clear Channel	Eaton
WHKO	99.1	50 kw @ 1066	Country		\$83.00	D&R Cox	
WING	102.9	50 kw @ 492	Classic AOR	ABC	\$36.00	Mc-Guild Clear Channel	Springfield
WKSX	101.7	3.2 kw @ 407	Country		\$18.00	---	Urbana
WLQT	99.9	50 kw @ 500	Soft AC		\$54.00	Katz Jacor	
WLSN	106.5	50 kw @ 476	Jazz	JRN	\$ NA	---	Greenville
WMMX	107.7	50 kw @ 420	AC		\$90.00	Eastman Jacor	
WPFB	105.9	33.9 kw @ 593	Country	ABC	\$ NA	---	Middletown
WRNB	96.9	3 kw @ 315	Black Oldies	ABC	\$ NA	Allied WROU-F	Troy
WROU	92.1	0.89 kw @ 597	Black	ABC	\$50.00	Allied WRNB-F	W. Carrollton
WTUE	104.7	50 kw @ 500	AOR	ABC	\$78.00	Eastman Jacor	
WXEG	103.9	1.15 kw @ 522	AOR-New Rock		\$34.00	Eastman Jacor	Beavercreek
WZLR	95.3	6 kw @ 321	See WCLR-F				Xenia

Notes: Other ranked stations -- See Cincinnati . . . 3/98 WPTW/WCLR-F/WZLR-F sold by Charles Giddens to Cox for \$6,300,000 (MVP) . . . 4/98 WLSN-F sold to Jacor for \$3,400,000

Jim Duncan

Comments: Total listening to radio is down moderately (-0.7 ratings point) . . . WBTT-F has its highest share ever . . . WGTZ-F's big Winter book proved to be a spike

DAYTONA BEACH

Arbitron Rank: 91 Pop (12+): 402,900
 MSA Rank: NA
 MSA Pop: NA
 DMA: Orlando (#22)
 Average Persons Rating: 15.0
 Market TSL in Hours: 20.25

Stations: 29 / 11
 Diaries: 878/459:1/53.4%
 Sample Target: 850
 % Below Line: 57.6
 % Not Listed: 12.9
 Pop per Station: 36,627

Last Year's Revenue: NA
 Household Income: \$32,633
 Total Retail Sales: \$4.2 Bil.
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WMGF-F	55 / 9.1	7.9	7.9	7.7	9.2	647 / 16.1	14.9	17.3	78 / 1026	WMGF-F
2	WJHM-F	40 / 6.6	4.1	6.5	6.3	5.5	480 / 11.9	9.6	12.7	72 / 933	WJHM-F
3	WGNE-F	36 / 5.9	7.8	7.3	8.6	8.9	547 / 13.6	17.5	18.5	38 / 556	WGNE-F
4	WOCL-F	35 / 5.8	7.6	8.2	7.8	5.5	651 / 16.2	19.4	18.5	65 / 1274	WOCL-F
5	WTKS-F	29 / 4.8	6.8	2.9	3.7	2.8	386 / 9.6	13.8	9.7	52 / 761	WTKS-F
6	WROD	28 / 4.6	3.0	6.5	7.8	7.8	360 / 8.9	6.5	8.5	28 / 360	WROD
7	WCFB-F	25 / 4.1	3.8	2.6	4.8	2.6	346 / 8.6	6.8	6.0	34 / 562	WCFB-F
8	WHOG-F	24 / 4.0	5.1	2.9	3.8	1.6	398 / 9.9	10.2	8.5	30 / 440	WHOG-F
9	WWKA-F	23 / 3.8	4.1	6.5	4.1	5.0	413 / 10.3	10.8	10.6	55 / 894	WWKA-F
	WJRR-F	AOR-NR	23 / 3.8	2.8	3.1	2.5	364 / 9.0	8.4	8.9	29 / 478	WJRR-F
11	WHTQ-F	CL AOR	22 / 3.6	2.8	5.2	4.3	380 / 9.4	10.5	10.7	37 / 707	WHTQ-F
	WOMX-F	AC/CHR	22 / 3.6	3.1	3.7	4.8	421 / 10.4	8.8	12.8	33 / 642	WOMX-F
13	WNDB	N/T	21 / 3.5	2.1	2.7	3.2	296 / 7.3	6.1	7.2	21 / 296	WNDB
14	WSBB	ST	19 / 3.1	1.8	3.1	3.2	298 / 7.4	4.1	7.0	19 / 298	WSBB
15	WFKS-F	CHR	16 / 2.6	3.5	4.2	2.3	513 / 12.7	11.5	13.4	29 / 875	WFKS-F
16	WXXL-F	CHR	15 / 2.5	2.5	3.1	2.0	352 / 8.7	8.1	10.3	55 / 903	WXXL-F
	WDBO	T/FS	15 / 2.5	2.3	1.6	1.4	208 / 5.2	4.4	3.8	33 / 463	WDBO
18	WSHE-F	AC/CHR	14 / 2.3	2.5	2.4	2.3	322 / 8.0	10.0	9.3	21 / 582	WSHE-F
19	WVYB-F	CHR	12 / 2.0	2.0	1.8	0.9	273 / 6.8	6.7	4.5	12 / 286	WVYB-F
20	WKRO-F	AOR-NR	11 / 1.8	3.1	1.6	2.9	284 / 7.1	8.1	5.4	11 / 305	WKRO-F

12+ FM Share (Metro): 79.70% (420 of 527) (Spring 1997: 82.75%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F >>	1 WJHM-F >	1 WJHM-F >	1 WHOG-F	1 WMGF-F <	1 WMGF-F >	1 WTKS-F	1 WMGF-F >	1 WMGF-F	1 WJHM-F >	1 WMGF-F
2 WOXL-F >	2 WJRR-F >	2 WHOG-F <	WTKS-F <	2 WTKS-F <	2 WGNE-F <	2 WMGF-F	2 WGNE-F <	2 WJHM-F <	2 WMGF-F >	2 WJHM-F
WVYB-F >	3 WHTQ-F	3 WTKS-F <	3 WGNE-F <	3 WHOG-F <	3 WOCL-F <	3 WGNE-F	3 WOCL-F	3 WOCL-F	3 WCFB-F <	3 WGNE-F
4 WKRO-F	WTKS-F	4 WGNE-F	4 WMGF-F <	4 WOCL-F <	4 WROD	4 WOCL-F <	4 WNDB <	4 WGNE-F	4 WWKA-F	4 WROD <
WJRR-F >	5 WOXL-F	WJRR-F	5 WHTQ-F <	5 WGNE-F	5 WNDB <	5 WCFB-F <	5 WTKS-F <	5 WTKS-F	WOCL-F	5 WOCL-F
	WCFB-F	WMGF-F <	6 WOMX-F <	6 WHTQ-F	6 WTKS-F	6 WJHM-F	6 WROD <	WJRR-F <	WJRR-F	6 WJRR-F
	7 WMGF-F	7 WHTQ-F	7 WCFB-F	WCFB-F <	WSBB <	7 WROD	7 WHOG-F <	7 WHOG-F	7 WSHE-F <	7 WOMX-F
		WOMX-F <	WJRR-F	8 WOMX-F	8 WHOG-F	WHTQ-F	8 WJHM-F <	WNDB <		
			WOCL-F				9 WDBO			

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	12+ Ovrmite
1 WJHM-F >>	1 WJHM-F >>	1 WJHM-F >	1 WMGF-F	1 WMGF-F >	1 WJHM-F >>	1 WJHM-F	1 WTKS-F	1 WHOG-F	1 WHOG-F	1 WMGF-F
2 WOXL-F >	2 WCFB-F	2 WCFB-F	2 WJHM-F	2 WCFB-F	2 WJRR-F	2 WJRR-F	WJRR-F	2 WTKS-F <	WTKS-F >	2 WWKA-F
3 WMGF-F	3 WOXL-F	WTKS-F	3 WCFB-F	3 WJHM-F	3 WKRO-F	3 WHTQ-F >	3 WHTQ-F	3 WJRR-F <	3 WHTQ-F	WOCL-F
WCFB-F	WMGF-F	WMGF-F	4 WGNE-F	WGNE-F	WHTQ-F >	4 WTKS-F	4 WHOG-F >	4 WHTQ-F <	WOCL-F <	4 WJHM-F
WVYB-F >>	WJRR-F >	5 WFKS-F	5 WOMX-F	5 WOMX-F	5 WOXL-F >>	5 WKRO-F	5 WJHM-F >	5 WJRR-F	5 WJRR-F	WGNE-F
	6 WTKS-F	WOMX-F	6 WSHE-F	WOCL-F	WHOG-F	WHOG-F	6 WOMX-F	6 WOMX-F	6 WGNE-F	
	WOMX-F	WJRR-F >	7 WFKS-F		7 WOXL-F	WOCL-F	7 WOMX-F	7 WOMX-F	7 WOMX-F	
	WVYB-F		WOCL-F		WWKA-F >		WGNE-F >			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WELE	T	1380	Ormond Beach 0.5 1.5 3 60
WMFJ	REL	1450	Daytona Beach 0.5 1.1 3 46
WPUL	B	1590	S. Daytona Beach 0.8 1.7 5 73

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHOO	ST	990	Orlando 1.2 2.8 25 258
WLOQ-F	J	103.1	Winter Park 0.8 2.4 15 271
WMMO-F	AOR-AC	98.9	Orlando 1.3 3.4 11 216
WOGK-F	C	93.7	Ocala 0.8 2.7 87 947
WOKV	N/T	690	Jacksonville 0.5 1.5 5 105
WPLK	ST	800	Palatka 0.5 1.4 6 137

DAYTONA BEACH

Consolidation Report		12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Black Crow		11.3 %	11.4 %	%	AC	0	(0)	36	(2)	36	(2)	6.8 %	8.0 %
WHOG-FM, WKRO-FM, WNDB-AM, WVYB-FM					AOR/Classic/NR	0	(0)	64	(4)	64	(4)	12.1 %	11.3 %
		11.3 %	11.4 %	%	Black/Urban	5	(1)	65	(2)	70	(3)	13.3 %	10.9 %
					CHR	0	(0)	43	(3)	43	(3)	8.2 %	10.4 %
					Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
					Country	0	(0)	64	(3)	64	(3)	12.1 %	19.9 %
					Full Service	15	(1)	0	(0)	15	(1)	2.8 %	1.9 %
					Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
					Jazz	0	(0)	5	(1)	5	(1)	0.9 %	0.9 %
					News/Talk	27	(3)	29	(1)	56	(4)	10.6 %	6.5 %
					Oldies	0	(0)	59	(2)	59	(2)	11.2 %	9.5 %
					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	0	(0)	55	(1)	55	(1)	10.4 %	9.1 %
					Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
					Standards/EZ	57	(4)	0	(0)	57	(4)	10.8 %	11.7 %
					Totals	107	(10)	420	(19)	527	(29)		

AM Stations

WNDB	1150	1 kw (DA-N)	News/Talk	CBS, ESPN	\$24.00	Allied	Black Crow
WROD	1340	1 kw	Standards	ABC	\$25.00	---	
WSBB	1230	1 kw	Standards	Westwd	\$<20.00	---	New Smyrna Beach

FM Stations

WFKS	99.9	100 kw @ 1200	CHR	\$33.00	Mc-Guild	Renda	Palatka
WGNE	98.1	100 kw @ 475	Country	\$58.00	D&R	Clear Channel	Titusville
WHOG	95.7	25 kw @ 328	Classic Hits	CBS	\$ NA	Allied	Black Crow
WKRO	93.1	15 kw @ 425	New Rock	\$<20.00	Allied	Black Crow	Ormond by the Sea
WVYB	103.3	3 kw @ 315	CHR	\$ NA	Allied	Black Crow	Holly Hill

Notes: Other ranked stations – See Orlando . . . No revenue data are available . . . 3/98 WGNE-F sold by Capstar to Clear Channel for \$11,500,000

DENVER

Arbitron Rank: 22 Pop (12+): 1,776,100
MSA Rank: 26-Dvr.; 171-Bldr.
MSA Pop: 2,330,000
DMA: 18
Average Persons Rating: 16.0
Market TSL in Hours: 21.25

Stations: 29 / 29
Diaries: 2,980/596:1/52.9%
Sample Target: 2,930
% Below Line: 0.0
% Not Listed: 12.0
Pop per Station: 61,245

Last Year's Revenue: \$136,300,000
Household Income: \$47,797
Total Retail Sales: \$22.4 Bil.
#1 Biller: KOA \$22,700,000
#1 Billing Portfolio: Jacor \$59,640,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KOA	T/FS	242 / 8.5	6.7	7.9	7.8	8.6	7.7	3933 / 22.1	23.6	22.5	321 / 5260	K KOA
2	KYGO-F	C	232 / 8.2	7.8	9.3	7.8	7.9	8.3	3159 / 17.8	18.9	16.6	273 / 3936	J KYGO-F
3	KQKS-F	CHR	177 / 6.2	6.1	5.6	6.5	6.2	6.1	2406 / 13.5	12.3	13.8	211 / 3009	E KQKS-F
4	KOSI-F	SAC	173 / 6.1	6.3	6.2	6.6	6.9	6.3	2881 / 16.2	15.5	16.0	196 / 3418	I KOSI-F
5	KRFX-F	CL AOR	164 / 5.8	5.9	6.5	5.5	5.1	5.9	2628 / 14.8	15.0	14.3	227 / 3505	H KRFX-F
6	KBPI-F	AOR-NR	142 / 5.0	3.4	3.5	3.5	4.3	3.8	2492 / 14.0	10.5	12.4	173 / 3046	G KBPI-F
7	KXKL-F	O	136 / 4.8	4.5	4.7	5.4	4.2	4.8	2734 / 15.4	14.4	14.8	169 / 3414	H KXKL-F
8	KBCO-F	AOR-P	134 / 4.7	5.1	5.2	5.0	4.5	5.0	2596 / 14.8	14.3	13.3	154 / 2992	H KBCO-F
9	KHIH-F	J	120 / 4.2	5.3	4.1	3.9	3.8	4.4	1751 / 9.9	9.9	10.4	125 / 1902	G KHIH-F
10	KKHK-F	CL AOR	115 / 4.0	4.5	4.4	3.9	4.6	4.2	2305 / 13.0	14.4	12.7	133 / 2697	H KHKH-F
11	KALC-F	AC/CHR	113 / 4.0	4.4	4.7	5.0	4.8	4.5	2979 / 16.8	16.3	16.5	147 / 3634	H KALC-F
12	KHOW	T	108 / 3.8	4.3	4.7	3.9	4.0	4.2	1714 / 9.7	10.6	9.8	129 / 2071	E KHOW
13	KEZW	ST	94 / 3.3	3.5	2.6	3.1	3.8	3.1	1026 / 5.8	5.8	6.6	99 / 1080	C KEZW
14	KIMN-F	AC	92 / 3.2	3.7	3.4	3.5	2.7	3.5	1859 / 10.5	10.7	9.0	97 / 2015	G KIMN-F
15	KTCL-F	AOR-NR	84 / 3.0	2.5	1.9	2.3	1.3	2.4	1650 / 9.3	6.2	6.2	99 / 2009	C KTCL-F
16	KCKK-AF	C/O	71 / 2.5	2.2	2.8	3.1	3.4	2.6	1204 / 6.8	6.3	6.4	89 / 1603	B KCKK-AF
17	KXPK-F	AOR-P	66 / 2.3	2.9	3.0	3.1	3.1	2.8	1988 / 11.2	11.8	12.1	74 / 2268	F KXPK-F
18	KVOD-F	CL	64 / 2.3	2.3	2.2	2.0	1.8	2.2	1137 / 6.4	5.8	5.3	76 / 1367	D KVOD-F
19	KKFN	SPRTS	31 / 1.1	1.5	1.4	1.2	1.6	1.3	896 / 5.0	6.4	7.7	39 / 1081	B KKFN
20	KMXA	SP-R	28 / 1.0	0.7	0.9	0.9	1.3	0.9	292 / 1.6	1.2	2.1	32 / 337	B KMXA

12+ FM Share (Metro): 76.13% (1904 of 2501) (Spring 97: 73.22%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQKS-F >>>	1 KBPI-F	1 KYGO-F <	1 KRFX-F	1 KYGO-F <	1 KOA >	1 KYGO-F <	1 KOA	1 KOA <	1 KOA	1 KYGO-F
2 KBPI-F	2 KRFX-F	2 KRFX-F	KYGO-F	2 KRFX-F <	2 KYGO-F	2 KOA	2 KYGO-F	2 KYGO-F	2 KQKS-F	2 KOA <
3 KALC-F <	KQKS-F <	3 KOSI-F <	3 KOSI-F <	3 KOA <	3 KOSI-F	3 KRFX-F <	3 KOSI-F <	3 KQKS-F <	3 KBPI-F <	3 KQKS-F
4 KYGO-F	4 KYGO-F <	4 KBCO-F <	4 KBCO-F <	4 KOSI-F	4 KXKL-F <	4 KOSI-F <	4 KRFX-F	4 KBPI-F <	4 KYGO-F >	4 KXKL-F <
5 KALC-F	5 KBPI-F <	5 KOA	5 KBCO-F	5 KHIH-F <	5 KHOW	5 KBCO-F <	5 KOSI-F <	5 KOSI-F	5 KOSI-F	5 KOSI-F
6 KTCL-F <	6 KOA <	6 KHKH-F	6 KHIH-F <	6 KHOW <	KQKS-F	6 KHIH-F <	6 KXKL-F <	6 KRFX-F <	6 KBPI-F	6 KBPI-F
7 KBCO-F	7 KQKS-F <	7 KHIH-F <	7 KHKH-F <	7 KEZW <	7 KALC-F <	7 KHOW	7 KBCO-F <	7 KBCO-F	7 KBCO-F	KRFX-F <
8 KXPK-F <	8 KHKH-F	8 KIMN-F <	8 KXKL-F	8 KRFX-F	8 KXKL-F <	KQKS-F	8 KRFX-F <	8 KRFX-F <	8 KBCO-F <	8 KBCO-F <
9 KOSI-F	9 KALC-F <	9 KBPI-F <	9 KIMN-F <	9 KBCO-F	9 KBPI-F	KHKH-F <	9 KALC-F <	9 KALC-F <	9 KHIH-F <	9 KHIH-F <
10 KHIH-F <	10 KXKL-F <	10 KBPI-F <	10 KXKL-F <	10 KBPI-F <	KBCO-F	10 KXKL-F <	10 KHKH-F <	10 KHKH-F <	10 KALC-F	10 KALC-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	12+ Ovrnite
1 KQKS-F >	1 KYGO-F	1 KIMN-F	1 KOSI-F	1 KOSI-F	1 KBPI-F >	1 KBPI-F	1 KRFX-F	1 KRFX-F	1 KRFX-F <	1 KQKS-F
2 KALC-F	KQKS-F <	KYGO-F <	2 KYGO-F	2 KYGO-F	2 KQKS-F	2 KRFX-F	2 KBPI-F >	2 KOA	2 KOA >	2 KHOW
KBPI-F	3 KALC-F <	3 KOSI-F	3 KIMN-F <	3 KIMN-F <	3 KTCL-F	3 KTCL-F	3 KTCL-F >	3 KBPI-F <	3 KYGO-F	3 KOA
4 KYGO-F	4 KOSI-F	4 KBCO-F <	4 KBCO-F <	4 KBCO-F	4 KRFX-F	4 KQKS-F	4 KHKH-F	4 KYGO-F	4 KHKH-F <	4 KYGO-F
5 KOSI-F	5 KIMN-F <	5 KALC-F >	5 KQKS-F	5 KXKL-F <	5 KYGO-F	5 KXPK-F	KALC-F <	5 KHKH-F <	5 KBCO-F <	5 KRFX-F <
6 KTCL-F >	6 KBCO-F <	6 KQKS-F <	6 KALC-F	6 KHIH-F	6 KXPK-F	KYGO-F <	6 KXPK-F <	6 KBCO-F	6 KBPI-F <	6 KBPI-F <
7 KBCO-F	7 KBPI-F >	7 KXPK-F <	7 KHIH-F <	7 KALC-F <	7 KBCO-F	7 KALC-F <	7 KBCO-F	7 KTCL-F	7 KHIH-F	7 KHIH-F
8 KXPK-F <	8 KRFX-F <	8 KRFX-F <	8 KXKL-F	8 KQKS-F <	KALC-F	8 KHKH-F <	KYGO-F	8 KQKS-F	8 KXKL-F	8 KXKL-F
9 KRFX-F <	9 KBPI-F	9 KHKH-F <	9 KRFX-F	9 KRFX-F	9 KBCO-F	9 KBCO-F	9 KOA <	9 KOA <	9 KOA <	9 KOA <
		10 KRFX-F	KHKH-F	KHKH-F			10 KQKS-F >			

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
KBNO	SP	1220	Denver	0.3	0.9	9	169
KDKO	B	1510	Littleton	0.4	1.3	11	236
KJME	SP	1150	Englewood	0.4	0.9	11	155
KJMN-F	SP-C	92.1	Castle Rock	0.7	1.7	23	347
KNUS	T	710	Denver	0.5	1.9	16	361
KRKS-F	REL	94.7	Boulder	0.4	1.6	16	390
KRRF	T	1280	Denver	0.6	2.2	20	433
KTLK	T	760	Thornton	0.7	3.9	27	868

DENVER

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97
Chancellor	17.2 %	18.1 %	21.7 %			AC	0	(0)	205 (2)	205 (2)	8.2 %	8.5 %
KALC-FM, KIMN-FM, KRRF-AM, KVOD-FM, KXKL-FM, KXPK-FM												
Jacor	35.7 %	38.0 %	43.8 %			AOR/Classic/NR	0	(0)	705 (6)	705 (6)	28.2 %	26.0 %
KBCO-FM, KBPI-FM, KHIH-FM, KHOW-AM, KOA-AM, KRFX-FM, KTCL-FM, KTLK-AM												
Jefferson-Pilot	18.0 %	15.5 %	16.8 %			Black/Urban	11	(1)	0 (0)	11 (1)	0.4 %	0.0 %
KCKK-FM, KKFN-AM, KQKS-FM, KYGO-AM, KYGO-FM												
Tribune Co.	13.4 %	13.2 %	14.8 %			CHR	0	(0)	177 (1)	177 (1)	7.1 %	7.1 %
KEZW-AM, KKHK-FM, KOSI-FM												
	84.4 %	84.8 %	97.1 %			Classical	0	(0)	64 (1)	64 (1)	2.6 %	2.0 %
						Country	9	(1)	294 (2)	303 (3)	12.1 %	12.9 %
						Full Service	242	(1)	0 (0)	242 (1)	9.7 %	9.8 %
						Hispanic	48	(3)	19 (1)	67 (4)	2.7 %	3.4 %
						Jazz	0	(0)	120 (1)	120 (1)	4.8 %	4.3 %
						News/Talk	162	(4)	0 (0)	162 (4)	6.5 %	7.0 %
						Oldies	0	(0)	136 (1)	136 (1)	5.4 %	4.7 %
						Others/Unknown	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	11 (1)	11 (1)	0.4 %	0.4 %
						Soft AC	0	(0)	173 (1)	173 (1)	6.9 %	7.9 %
						Sports	31	(1)	0 (0)	31 (1)	1.2 %	1.8 %
						Standards/EZ	94	(1)	0 (0)	94 (1)	3.8 %	4.3 %
						Totals	597	(12)	1904 (17)	2501 (29)		

AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product	City
KEZW	1430	5 kw	(DA-N)	Standards	ABC	\$35.00	Banner	Tribune Co. Aurora
KHOW	630	5 kw	(DA-2)	Talk	Westwd, ABC, TARN	\$64.00	Allied	Jacor
KKFN	950	5 kw	(DA-1)	Sports	CBS, 1-on-1, WW1	\$ NA	CBS	Jefferson-Pilot
KMXA	1090	50 kw/0.5 kw	(DA-2)	Hispanic		\$40.00	Lotus	EXCL Aurora
KOA	850	50 kw		Talk/Full Service	ABC	\$288.00	Eastman	Jacor
KTLK	760	50 kw/1 kw	(DA-2)	Talk	ABC	\$ 40.00	Eastman	Jacor Thornton
KYGO	1600	5 kw	(DA-2)	See KCKK-F				Lakewood

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product	City
KALC	105.9	100 kw	@ 1470	AC/CHR		\$115.00	Christal	Chancellor
KBCO	97.3	100 kw	@ 1541	Progressive AOR	Westwd	\$125.00	Allied	Jacor Boulder
KBPI	106.7	100 kw	@ 987	AOR-New Rock		\$121.00	Eastman	Jacor
KCKK	104.3	58 kw	@ 1204	Classic Country	Westwd	\$68.00	CBS	Jefferson-Pilot Longmont
KHIH	95.7	100 kw	@ 1608	Jazz		\$80.00	Allied	Jacor
KIMN	100.3	100 kw	@ 1152	AC		\$115.00	Christal	Chancellor
KKHK	99.5	100 kw	@ 1624	Classic AOR		\$100.00	Katz	Tribune Co.
KOSI	101.1	100 kw	@ 1624	Soft AC		\$166.00	Katz	Tribune Co.
KQKS	107.5	100 kw	@ 1198	CHR	Source, Westwd	\$75.00	CBS	Jefferson-Pilot Lakewood
KRFX	103.5	100 kw	@ 1045	Classic AOR		\$184.00	---	Jacor
KTCL	93.3	100 kw	@ 1129	AOR-New Rock		\$50.00	---	Jacor Ft. Collins
KVOD	92.5	57 kw	@ 1237	Classical		\$60.00	Sentry	Chancellor Greeley
KXKL	104.1	100 kw	@ 1169	Oldies	AMFM	\$158.00	Sentry	Chancellor
KXPK	96.5	100 kw	@ 1739	Progressive AOR		\$106.00	Sentry	Chancellor Evergreen
KYGO	98.5	100 kw	@ 1821	Country		\$265.00	CBS	Jefferson-Pilot

Notes: 2/98 KIIH/KTCL-F sold by Tsunami to Jacor for \$500,000 + assumption of \$5,600,000 debt . . . 2/98 KLMO (1060; Longmont) sold for \$575,000 . . . 4/98 KKYD (1340) sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group sale . . . 5/98 KQXI (1550)/KAYK (1690) sold to ABC/Disney for \$3,500,000 (Media Svcs) . . . 6/98 KQXI changed from Religion to Children's (Disney)

Jim Duncan

Comments: Listening levels are steady . . . KBPI-F is at its highest share level in about two years . . . KTCL-F is at its highest share ever

DES MOINES

Arbitron Rank: 88 **Pop (12+):** 419,700
MSA Rank: 118
MSA Pop: 433,000
DMA: 72
Average Persons Rating: 15.2
Market TSL In Hours: 20.25

Stations: 20 / 19
Diaries: 1,548/271:1/56.8%
Sample Target: 1,520
% Below Line: 0.8
% Not Listed: 11.1
Pop per Station: 22,089

Last Year's Revenue: \$23,600,000
Household Income: \$47,832
Total Retail Sales: \$6.5 Bil.
#1 Biller: WHO \$6,750,000
#1 Billing Portfolio: Jacor \$8,930,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WHO	80 / 12.5	14.2	13.3	12.1	10.1	13.0	1069 / 25.5	27.5	26.0	163 / 2161	G	WHO
2	KSTZ-F	52 / 8.2	8.6	8.2	8.9	7.2	8.5	1004 / 23.9	23.1	23.7	101 / 1689	C	KSTZ-F
3	KJY-F	61 / 8.0	6.2	9.2	8.4	8.7	7.9	704 / 16.8	19.3	18.9	67 / 1076	E	KJY-F
4	KAZR-F	49 / 7.7	7.9	7.5	6.2	4.7	7.3	659 / 15.7	15.7	13.0	72 / 1122	B	KAZR-F
5	KIOA-F	48 / 7.5	7.4	6.4	7.1	7.5	7.1	806 / 19.2	17.5	19.1	89 / 1442	D	KIOA-F
6	KGGO-F	45 / 7.1	4.8	4.9	7.5	4.8	6.1	616 / 14.7	14.3	14.8	70 / 987	D	KGGO-F
7	KHKI-F	43 / 6.7	5.7	8.8	5.2	10.4	6.6	587 / 14.0	15.0	16.5	60 / 824	C	KHKI-F
8	KRKQ-F	31 / 4.9	5.1	4.8	7.6	5.3	5.6	651 / 15.5	14.8	16.3	36 / 864	B	KRKQ-F
9	KLYF-F	29 / 4.5	6.9	3.9	5.7	6.3	5.3	486 / 11.6	11.6	15.2	36 / 716	C	KLYF-F
10	KKDM-F	27 / 4.2	3.9	3.1	5.5	5.1	4.2	588 / 14.0	12.7	15.4	36 / 846	C	KKDM-F
11	KLTI-F	25 / 3.9	5.0	4.9	3.2	4.3	4.3	600 / 11.9	12.9	12.8	38 / 812	B	KLTI-F
12	KRNT	22 / 3.5	3.3	3.4	3.7	4.7	3.5	336 / 8.0	7.8	10.2	29 / 462	A	KRNT
13	KYSY-F	21 / 3.3	2.1	2.5	2.6	2.6	2.6	316 / 7.5	6.5	6.8	22 / 342	A	KYSY-F
14	KCCQ-F	16 / 2.5	2.1	1.1	1.1	1.8	1.7	261 / 6.2	5.2	6.3	24 / 395		KCCQ-F

12+ FM Share (Metro): 78.48% (445 of 567) (Spring 97: 80.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKDM-F	1 KAZR-F	1 KGGO-F	1 KGGO-F	1 KGGO-F <	1 WHO >	1 WHO >	1 WHO >	1 WHO	1 WHO >	1 KJY-F <
KAZR-F	2 KSTZ-F	KSTZ-F <	2 KSTZ-F <	2 WHO	2 KIOA-F	2 KAZR-F	2 KIOA-F <	2 KSTZ-F <	2 KSTZ-F <	2 WHO
KSTZ-F >	3 KGGO-F >	3 KAZR-F	3 WHO	KIOA-F <	3 KJY-F	3 KJY-F <	3 KSTZ-F <	3 KIOA-F	3 KKDM-F	3 KSTZ-F <
4 KCCQ-F >	4 KLYF-F	4 WHO <	4 KJY-F <	4 KSTZ-F <	4 KHKI-F	4 KSTZ-F <	4 KGGO-F	KJY-F	4 KHKI-F <	4 KHKI-F <
	KJY-F	5 KJY-F <	5 KIOA-F <	5 KJY-F <	5 KRNT <	5 KGGO-F	KJY-F <	5 KHKI-F <	5 KAZR-F	5 KIOA-F <
	KKDM-F <	6 KRKQ-F <	6 KRKQ-F <	6 KHKI-F	6 KGGO-F <	6 KIOA-F <	6 KGGO-F <	6 KAZR-F <	6 KIOA-F	6 KAZR-F
	7 KHKI-F	7 KHKI-F	7 KAZR-F <	7 KAZR-F	7 KYSY-F <	7 KRKQ-F	7 KHKI-F	7 KAZR-F	7 KJY-F <	7 KGGO-F
		KIOA-F <	8 KHKI-F <	KRKQ-F <	8 KSTZ-F	8 KHKI-F <	8 KLYF-F >	8 KLYF-F <	8 KCCQ-F	8 KRKQ-F <
		9 KLYF-F	9 KLYF-F	9 KLYF-F	KRKQ-F <	9 KLYF-F >	9 KKDM-F <	KLTI-F	9 KKDM-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	12+ Ovrnite
1 KAZR-F >	1 KSTZ-F >	1 KSTZ-F	1 KSTZ-F	1 KSTZ-F	1 KAZR-F	1 KAZR-F	1 KAZR-F	1 KGGO-F	1 KGGO-F	1 WHO >>
2 KSTZ-F >	2 KLYF-F	2 KLYF-F	2 KLYF-F <	2 KJY-F <	2 KKDM-F	2 KGGO-F >	2 KGGO-F >	2 KAZR-F	2 WHO <	2 KGGO-F
3 KKDM-F	KAZR-F	KJY-F >	3 KJY-F	3 KLYF-F	3 KGGO-F	3 KSTZ-F	3 KSTZ-F	3 KRKQ-F <	3 KAZR-F <	3 KSTZ-F
4 KHKI-F	KJY-F	4 KHKI-F	4 KHKI-F	KHKI-F	KSTZ-F >>	4 KRKQ-F	KRKQ-F >	4 WHO	4 KIOA-F	4 KJY-F
KJY-F	5 KHKI-F	5 KAZR-F	5 KIOA-F	KIOA-F		5 KKDM-F	5 WHO	5 KSTZ-F	KRKQ-F >	
KLYF-F >	6 KKDM-F >	6 KCCQ-F	6 WHO	6 WHO		6 KHKI-F	KHKI-F	6 KIOA-F <	6 KSTZ-F	
		KGGO-F	KAZR-F <	7 KLTI-F			KJY-F	7 KHKI-F <	KJY-F <	
		KKDM-F >	8 KLTI-F						8 KHKI-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KASI	T	1430	Ames 0.5 1.7 3 83
KJUC-F	SPRTS	106.9	Osceola 0.5 2.2 8 158
KWKY	REL	1150	Des Moines 0.9 2.7 6 124
KXTK	T	940	Des Moines 0.9 2.7 7 168
KZZQ-F	REL	99.5	Winterset 0.8 2.7 5 118

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KWMT	C	540	Fort Dodge 0.8 1.2 43 484

DES MOINES

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Barnstable	12.9 %	15.4 %	18.1 %	AC	0 (0)	29 (1)	29 (1)	5.1 %	7.1 %
KJJY-FM, KKSO-AM, KRKQ-FM				AOR/Classic/NR	0 (0)	125 (3)	125 (3)	22.0 %	22.7 %
Capstar	13.8 %	17.8 %	16.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDMI-AM, KGGO-FM, KHKI-FM				CHR	0 (0)	95 (3)	95 (3)	16.8 %	16.1 %
Jacor	20.3 %	19.2 %	37.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KLYF-FM, KYSY-FM, WHO-AM				Country	5 (1)	94 (2)	99 (3)	17.5 %	22.3 %
Saga	31.7 %	32.8 %	25.6 %	Full Service	80 (1)	0 (0)	80 (1)	14.1 %	11.5 %
KAZR-FM, KIOA-FM, KLTJ-FM, KRNT-AM, KSTZ-FM, KXTK-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	78.7 %	85.2 %	98.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	9 (2)	0 (0)	9 (2)	1.6 %	1.3 %
				Oldies	0 (0)	48 (1)	48 (1)	8.5 %	8.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (1)	5 (1)	11 (2)	1.9 %	2.0 %
				Soft AC	0 (0)	46 (2)	46 (2)	8.1 %	7.9 %
				Sports	0 (0)	3 (1)	3 (1)	0.5 %	0.6 %
				Standards/EZ	22 (1)	0 (0)	22 (1)	3.9 %	5.3 %
				Totals	122 (6)	445 (14)	567 (20)		

AM Stations

Station	Power	Time	Format	Comments	AM	FM	Total
KRNT	1350	5 kw (DA-N)	Standards	CBS, Westwd	<20.00	Katz	Saga
KXTK	940	10 kw/5 kw (DA-2)	Talk	ABC	\$ NA	Katz	Saga
WHO	1040	50 kw	Full Service	ABC, Westwd, Tiknt	\$110.00	Christal	Jacor

FM Stations

Station	Power	Time	Format	Comments	AM	FM	Total
KAZR	103.3	100 kw @ 745	AOR		\$22.00	Katz	Saga Pella
KCCQ	105.1	25 kw @ 328	CHR		\$ NA	---	KASI Ames
KGGO	94.9	100 kw @ 1066	AOR		\$65.00	Eastman	Capstar
KHKI	97.3	115 kw @ 450	Country		<20.00	Eastman	Capstar
KIOA	93.3	100 kw @ 1066	Oldies	ABC	\$55.00	Katz	Saga
KJJY	92.5	41 kw @ 541	Country		\$70.00	Mc-Guild	Barnstable Ankeny
KKDM	107.5	23 kw @ 722	CHR-New Rock	Westwd	\$29.00	Roslin	
KLTJ	104.1	100 kw @ 1010	Soft AC		<20.00	Katz	Saga Ames
KLYF	100.3	100 kw @ 1700	AC/CHR		\$47.00	Christal	Jacor
KRKQ	98.3	50 kw @ 492	Classic AOR		<20.00	Mc-Guild	Barnstable Boone
KSTZ	102.5	100 kw @ 1260	CHR/AC		\$46.00	Katz	Saga
KYSY	106.3	18 kw @ 328	Soft AC		<20.00	Christal	Jacor Ankeny

Notes: KKDM-F reclassified from AOR-New Rock to CHR-New Rock based on audience analysis and M Street format description . . . also reclassified was KSTZ-F (from AC/CHR to CHR/AC) based on the same reasons . . . 1/98 KLYF-F changed from AC to AC/CHR . . . 2/98 KMXD-F sold to Jacor for \$3,000,000 . . . 3/98 KMXD-F changed from Easy Listening to Soft AC as KYSY-F ("Sunny 106.3") . . . 9/98 KLYF-F changed calls to KMXD-F ("Mix 100.3")

Jim Duncan

Comments: Listening levels are fairly steady . . . KAZR-F holds on to its recent gains even as KGGO-F bounces back from its recent poor showings . . . Soft AC KYSY-F is showing some growth

DETROIT

Arbitron Rank: 7 Pop (12+): 3,692,300
MSA Rank: 6
MSA Pop: 4,880,000
DMA: 9
Average Persons Rating: 16.8
Market TSL in Hours: 22.25

Stations: 29 / 29
Diaries: 4,437/832:1/50.8%
Sample Target: 4,360
% Below Line: 0.0
% Not Listed: 11.6
Pop per Station: 127,321

Last Year's Revenue: \$203,400,000
Household Income: \$49,940
Total Retail Sales: \$44.0 Bil.
#1 Biller: WNIC-F \$19,500,000
#1 Billing Portfolio: Chancellor \$67,550,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WJLB-F	B	481 / 7.7	8.1	7.9	7.9	8.1	5977 / 16.2	17.4	17.1	510 / 6554	J	WJLB-F
2	WNIC-F	AC	463 / 7.5	7.6	7.4	6.6	7.2	5857 / 15.9	16.5	17.0	486 / 6292	J	WNIC-F
3	WJR	FS/T	421 / 8.8	5.8	6.4	6.7	5.9	7581 / 20.5	18.8	19.8	541 / 9673	J	WJR
4	WOMC-F	O	349 / 5.6	5.9	5.5	5.9	5.8	5327 / 14.4	14.8	17.5	362 / 5742	J	WOMC-F
5	WWJ	N	316 / 5.1	4.9	5.2	4.9	5.3	6205 / 16.8	18.4	18.6	325 / 6577	J	WWJ
6	WKQI-F	AC/CHR	265 / 4.3	4.1	4.1	4.5	4.7	6129 / 16.6	16.3	17.3	283 / 6742	I	WKQI-F
7	WVMV-F	J	253 / 4.1	4.7	3.5	3.5	3.2	3572 / 9.7	9.3	8.8	267 / 3866	G	WVMV-F
8	WCSX-F	CL AOR	242 / 3.9	3.0	3.1	3.4	3.1	4384 / 11.9	9.5	10.3	255 / 4777	H	WCSX-F
	WMXD-F	B/AC	242 / 3.9	4.0	3.9	3.9	4.3	3493 / 9.5	10.2	10.3	246 / 3592	H	WMXD-F
10	WCHB-F	B	220 / 3.5	3.4	3.2	4.0	3.6	3834 / 10.4	9.8	10.2	231 / 4135	F	WCHB-F
11	WDRQ-F	CHR	219 / 3.5	2.6	3.2	3.4	3.8	4917 / 13.3	11.6	13.6	229 / 5296	G	WDRQ-F
12	WRIF-F	AOR	213 / 3.4	4.1	3.8	4.5	4.2	4406 / 11.9	11.9	13.6	263 / 5323	I	WRIF-F
13	WWWW-F	C	199 / 3.2	3.7	3.4	3.5	3.6	3476 / 9.4	10.0	10.2	217 / 3876	H	WWWW-F
14	CKWW	ST	195 / 3.1	2.3	3.0	2.9	2.4	2238 / 6.1	5.6	5.1	210 / 2450	K	CKWW
15	WYCD-F	C	186 / 3.0	3.0	3.5	3.3	3.5	3181 / 8.6	9.7	10.1	202 / 3575	I	WYCD-F
16	WXYT	T	174 / 2.8	3.4	3.6	2.6	3.1	2523 / 6.8	10.1	7.6	180 / 2638	H	WXYT
17	WPLT-F	CHR-NR	161 / 2.6	2.7	3.0	3.5	2.5	4563 / 12.4	13.2	12.3	173 / 5084	F	WPLT-F
18	WWBR-F	AOR	126 / 2.0	1.8	2.3	1.5	1.7	2477 / 6.7	6.8	6.4	131 / 2593	E	WWBR-F
19	WKRK-F	AOR-NR	122 / 2.0	1.7	1.4	1.4	1.1	2916 / 7.9	7.0	6.8	135 / 3319	E	WKRK-F
20	WXDG-F	AOR-NR	100 / 1.6	1.1	1.9	2.4	2.9	1979 / 5.4	6.4	8.0	106 / 2173	E	WXDG-F
21	WDFN	SPRST	99 / 1.6	1.9	1.8	1.4	1.3	1726 / 4.7	5.1	3.8	111 / 1937	D	WDFN
22	CIMX-F	AOR-NR	93 / 1.5	1.4	1.5	1.7	1.8	2949 / 8.0	7.5	8.2	114 / 3590	F	CIMX-F
23	WGPR-F	B/AC	79 / 1.3	1.4	1.2	0.8	1.3	1544 / 4.2	4.1	4.4	82 / 1621	D	WGPR-F

12+ FM Share (Metro): 75.45% (4143 of 5491) (Spring 97: 77.11%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJLB-F >>	1 WJLB-F >	1 WJLB-F	1 WNIC-F	1 WNIC-F	1 WNIC-F <	1 WNIC-F <	1 WNIC-F	1 WJLB-F	1 WJLB-F >	1 WJLB-F
2 WCHB-F <	2 WRIF-F <	2 WNIC-F	2 WJLB-F <	2 WOMC-F <	2 WJR	2 WWJ	2 WJR	2 WNIC-F	2 WJR >	2 WJR
3 WKQI-F <	3 WKQI-F	3 WCSX-F <	3 WCSX-F	3 WJLB-F	3 WOMC-F <	3 WJR <	3 WOMC-F <	3 WOMC-F <	3 WCHB-F	3 WNIC-F <
4 WDRQ-F >	WCHB-F	4 WKQI-F <	4 WOMC-F	4 WCSX-F	4 WWJ >	4 WJLB-F	4 WJLB-F	4 WJR	WNIC-F	4 WWJ <
5 WDRQ-F <	5 WOMC-F <	5 WKQI-F	5 WJR <	5 WVMV-F <	5 WRIF-F <	5 WRIF-F <	5 WCSX-F <	5 WKQI-F	5 WDRQ-F <	5 WOMC-F <
6 WPLT-F	6 WRIF-F	WRIF-F <	6 WMXD-F <	6 CKWW	6 WOMC-F >	6 WKQI-F	6 WWJ <	6 WMXD-F <	6 WVMV-F	6 WVMV-F
7 WCSX-F	7 WMXD-F <	7 WMXD-F <	7 WVMV-F <	7 WMXD-F	7 WKRK-F <	WXYT <	7 WCSX-F <	7 WOMC-F <	7 WKQI-F	7 WKQI-F
8 WNIC-F <	8 WJR <	8 WJR <	8 WKQI-F <	8 WXYT	8 WMXD-F <	8 WVMV-F	8 WVMV-F	8 WVMV-F	8 WVMV-F	WMXD-F <
9 WKRK-F	9 WVMV-F	9 WPLT-F	9 WRIF-F	WCSX-F <	9 WCSX-F <	9 WWJ	WDRQ-F <	9 WJLB-F	9 WCHB-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	12+ Ovrite
1 WJLB-F >	1 WJLB-F	1 WJLB-F <	1 WNIC-F	1 WNIC-F >	1 WJLB-F >>	1 WJLB-F	1 WRIF-F	1 WJLB-F <	1 WCSX-F	1 WJLB-F <
2 WCHB-F <	2 WKQI-F	2 WKQI-F >	2 WJLB-F	2 WOMC-F	2 WCHB-F <	2 WRIF-F >	2 WJLB-F	2 WCSX-F <	2 WRIF-F <	2 WWJ >
3 WKQI-F <	3 WDRQ-F <	3 WDRQ-F <	3 WKQI-F	3 WJLB-F <	3 WRIF-F <	3 WCSX-F <	3 WCSX-F	3 WRIF-F	3 WJR <	3 WMXD-F
4 WDRQ-F >	4 WCHB-F	4 WPLT-F	4 WOMC-F <	4 WMXD-F <	4 WKRK-F	4 WKRK-F <	4 WWBR-F <	4 WWBR-F <	4 WJLB-F <	4 WVMV-F
5 WNIC-F	5 WPLT-F <	5 WNIC-F <	5 WMXD-F <	5 WKQI-F	5 WPLT-F <	5 WCHB-F	5 WDFN	5 WJR <	5 WOMC-F	5 WOMC-F
6 WPLT-F	6 WNIC-F	6 WCHB-F	6 WDRQ-F	6 WVMV-F	6 CIMX-F	6 WPLT-F	WKRK-F	6 WNIC-F <	WNIC-F	
7 WWW-F	7 WMXD-F	WRIF-F	7 WCHB-F	7 WCSX-F <	WCSX-F	7 WWBR-F <	7 WCHB-F	7 WKRK-F <	7 WWBR-F	
	WRIF-F <	8 WMXD-F	WVMV-F <	8 WDRQ-F <	8 WXDG-F	8 WDFN	WJR <	8 WOMC-F	8 WVMV-F <	
	9 WYCD-F <	9 WPLT-F <	9 WJR <	WDRQ-F	WXDG-F	9 WPLT-F <	WVMV-F <	9 WWJ <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
CIDR-F	AOR-P	93.9 Windsor, ON	0.9 5.0 67 2175
WCHB	B/G	1200 Taylor	0.9 1.5 57 560
WMUZ-F	REL	103.5 Detroit	0.8 3.3 56 1373
WQBH	G	1400 Detroit	0.9 2.6 56 977
WSAQ-F	C	107.1 Port Huron	0.3 0.7 35 323
WYUR	ST	1310 Dearborn	0.5 1.5 31 571

DETROIT

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
ABC/Disney WDRQ-FM, WJR-AM, WPLT-FM	12.9 %	11.0 %	13.6 %	AC	0 (0)	728 (2)	728 (2)	13.3 %	17.4 %
CBS WKRK-FM, WOMC-FM, WVMV-FM, WWJ-AM, WXYT-AM, WYCD-FM	22.6 %	22.4 %	32.5 %	AOR/Classic/NR	0 (0)	955 (7)	955 (7)	17.4 %	14.7 %
Chancellor WDFN-AM, WJLB-FM, WKQI-FM, WMXD-FM, WNIC-FM, WWWW-FM, WYUR-AM	28.7 %	30.2 %	33.2 %	Black/Urban	0 (0)	1022 (4)	1022 (4)	18.6 %	17.8 %
Greater Media WCSX-FM, WRIF-FM, WXDG-FM	8.9 %	12.0 %	13.5 %	CHR	0 (0)	380 (2)	380 (2)	6.9 %	2.8 %
	73.1 %	75.6 %	92.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	3.3 %
				Country	0 (0)	404 (3)	404 (3)	7.4 %	8.0 %
				Full Service	421 (1)	0 (0)	421 (1)	7.7 %	6.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	253 (1)	253 (1)	4.6 %	3.6 %
				News/Talk	490 (2)	0 (0)	490 (2)	8.9 %	9.7 %
				Oldies	0 (0)	349 (1)	349 (1)	6.4 %	6.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	113 (2)	52 (1)	165 (3)	3.0 %	5.1 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	99 (1)	0 (0)	99 (1)	1.8 %	1.4 %
				Standards/EZ	225 (2)	0 (0)	225 (2)	4.1 %	2.7 %
				Totals	1348 (8)	4143 (21)	5491 (29)		

AM Stations

Station	Power	Frequency	Format	AM	FM	Total	%	Spg 97
CKWW	580	0.5 kw (DA-1)	Standards	Westwd	\$50.00	D&R	CHUM, Ltd.	Windsor, ON
WDFN	1130	50 kw/10 kw (DA-2)	Sports	Westwd, ABC	\$25.00	Katz	Chancellor	
WJR	760	50 kw	Full Svc./Talk	ABC	\$260.00	Katz	ABC/Disney	
WQBH	1400	1 kw	Gospel		\$23.00	Patt		
WWJ	950	5 kw (DA-N)	News	CBS	\$210.00	CBS	CBS	
WXYT	1270	5 kw (DA-N)	Talk	CNN, Westwd	\$154.00	Infinity	CBS	

FM Stations

Station	Power	Frequency	Format	AM	FM	Total	%	Spg 97
CIDR	93.9	100 kw @ 699	Progressive AOR		\$77.00	D&R	CHUM, Ltd.	Windsor, ON
CIMX	88.7	100 kw @ 577	AOR-New Rock		\$22.00	D&R	CHUM, Ltd.	Windsor, ON
WCHB	105.9	20 kw @ 724	Black		\$80.00	Allied	Radio One	
WCSX	94.7	13.5 kw @ 950	Classic AOR	Westwd	\$150.00	Mc-Guild	Greater Media	Birmingham
WDRQ	93.1	26.5 kw @ 668	CHR		\$130.00	Interep	ABC/Disney	
WGPR	107.5	50 kw @ 375	Black AC		\$43.00	—		
WJLB	97.9	50 kw @ 490	Black		\$240.00	Sentry	Chancellor	
WKQI	95.5	100 kw @ 426	AC/CHR		\$184.00	Eastman	Chancellor	
WKRK	97.1	15 kw @ 890	AOR-New Rock		\$100.00	CBS	CBS	
WMUZ	103.5	50 kw @ 465	Religion		\$ NA	Crawford	Crawford	
WMXD	92.3	22 kw @ 459	Black AC	ABC	\$140.00	Allied	Chancellor	
WNIC	100.3	32 kw @ 600	AC		\$215.00	Eastman	Chancellor	Dearborn
WOMC	104.3	190 kw @ 360	Oldies	Westwd	\$221.00	Infinity	CBS	
WPLT	96.3	20 kw @ 786	CHR-New Rock	ABC	\$100.00	Interep	ABC/Disney	
WRIF	101.1	27 kw @ 880	AOR		\$180.00	Mc-Guild	Greater Media	
WVMV	98.7	50 kw @ 463	Jazz	Westwd	\$90.00	Group W	CBS	
WWBR	102.7	50 kw @ 500	AOR	ABC, Westwd	\$55.00	D&R	Syncom	Mt. Clemens
WWWW	106.7	61 kw @ 510	Country	Westwd	\$160.00	Katz	Chancellor	
WXDG	105.1	20 kw @ 784	AOR-New Rock		\$ NA	Mc-Guild	Greater Media	
WYCD	99.5	17.5 kw @ 787	Country	ABC, WW1, Source	\$190.00	Group W	CBS	

Notes: 2/98 Control of WQBH transferred (price NA) . . . 5/98 WCAR (1090; Livonia) sold by Children's for \$2,000,000 (Star)

Jim Duncan

Comments: Listening levels are down moderately (-0.7 rating point) . . . WKRK-F continues a moderate uptrend . . . No other major moves in the market are apparent

DULUTH-SUPERIOR

Arbitron Rank: 216 Pop (12+): 133,800	Stations: 19 / 15	Last Year's Revenue: \$6,200,000
MSA Rank: 180	Diaries: 928/144:1/61.5%	Household Income: \$36,897
MSA Pop: 238,000	Sample Target: 860	Total Retail Sales: \$1.63 Bil.
DMA: 137	% Below Line: 1.8	#1 Biller: KKCB-F \$1,200,000
Average Persons Rating: 16.2	% Not Listed: 13.4	#1 Billing Portfolio:
Market TSL In Hours: 21.50	Pop per Station: 8,920	Brill & Shockley \$2,280,000 ea.

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KKCB-F	27 / 12.5	11.6	11.1	12.9	11.0	303 / 22.6	22.5	22.5	56 / 584	C	KKCB-F
2	KDAL	26 / 12.0	10.2	11.1	9.5	9.8	308 / 23.1	20.5	20.2	35 / 395	B	KDAL
3	KLDJ-F	18 / 8.3	8.4	6.7	7.6	4.5	258 / 19.3	20.0	17.2	23 / 372	B	KLDJ-F
4	KDAL-F	17 / 7.8	8.8	7.6	9.1	9.4	286 / 21.4	20.5	20.2	22 / 394	B	KDAL-F
5	KQDS-F	16 / 7.4	9.3	8.5	8.1	11.8	213 / 15.9	16.3	19.2	28 / 376	C	KQDS-F
6	WWAX-F	15 / 6.9	5.1	4.5	1.9		280 / 19.4	18.0	12.9	18 / 303	A	WWAX-F
	KTCO-F	15 / 6.9	4.2	8.9	8.1	7.7	249 / 18.6	14.6	18.8	19 / 357	A	KTCO-F
8	KRBR-F	12 / 5.5	5.1	6.2	8.6	8.1	223 / 16.7	18.2	18.0	20 / 413	A	KRBR-F
	WEBC	12 / 5.5	7.9	5.3	5.2	4.9	164 / 12.3	15.1	14.9	18 / 288	A	WEBC
10	KUSZ-F	9 / 4.2	2.8	1.8	0.5	0.8	127 / 9.5	8.6	4.7	11 / 171	A	KUSZ-F
	KZIO-F	8 / 3.7	2.3	2.7	0.5	0.8	107 / 8.0	5.9	5.9	16 / 148	A	KZIO-F

12+ FM Share (Metro): 75.00% (141 of 188) (Spring 1997: 73.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KRBR-F >>	1 KQDS-F	1 KKCB-F <	1 KDAL-F	1 KKCB-F	1 KDAL	1 KDAL >	1 KKCB-F	1 KKCB-F	1 KKCB-F	1 KKCB-F
2 WWAX-F >>	WWAX-F >	2 KQDS-F <	KKCB-F	2 KDAL-F	2 KKCB-F	2 KKCB-F >	2 KDAL	2 KDAL-F	KRBR-F	2 KDAL >
	3 KKCB-F	3 WWAX-F <	3 KLDJ-F	3 KLDJ-F	3 KLDJ-F >	3 KLDJ-F <	3 KLDJ-F	KLDJ-F <	WEBC	3 WWAX-F
	KRBR-F	4 KDAL-F <	KQDS-F	4 KQDS-F	4 KDAL-F <	4 KOAL-F <	4 KDAL-F <	4 KQDS-F <	4 KDAL-F	KTCO-F
	KTCO-F	5 KLDJ-F	5 WWAX-F	KTCO-F	5 WEBC	5 WEBC <	5 KQDS-F <	5 WWAX-F <	KQDS-F	5 KDAL-F
	6 KDAL-F	6 KTCO-F	KTCO-F	6 WWAX-F	6 KTCO-F	6 KTCO-F <	6 WWAX-F	6 KTCO-F <	KDAL	KLDJ-F
		7 KUSZ-F	KUSZ-F >	KUSZ-F	7 KZIO-F	7 KQDS-F	KTCO-F >	7 KDAL	7 KLDJ-F	KQDS-F <
						WWAX-F			WWAX-F	8 KRBR-F
									KTCO-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	12+ Ovrnite
1 WWAX-F >	1 WWAX-F >>	1 KDAL-F	1 KDAL-F	1 KDAL-F	1 KQDS-F >>	1 KQDS-F >>>	1 KQDS-F >>>	1 KQDS-F >	1 KQDS-F	1 WEBC
2 KKCB-F	2 KDAL-F	WWAX-F >>	2 KKCB-F	2 KKCB-F	2 WWAX-F	2 KRBR-F	2 WDSM	2 KKCB-F	2 KKCB-F	KDAL
	KTCO-F >>	3 KKCB-F	WWAX-F	3 KLDJ-F >	KRBR-F >>	3 WDSM	KKCB-F	KUSZ-F	3 KUSZ-F	3 KDAL-F
	4 KTCO-F >	KUSZ-F >>	4 KLDJ-F	4 WWAX-F		KKCB-F	KRBR-F	4 WWAX-F	4 KLDJ-F	KRBR-F
			5 KTCO-F >>	5 KTCO-F		WWAX-F	KTCO-F	KRBR-F	5 KRBR-F	
				6 KUSZ-F >		KTCO-F	KUSZ-F >>	6 WDSM	KDAL	
						KUSZ-F >>>		KLDJ-F	KTCO-F	
								KTCO-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KXTP	KIDS	970	Superior	0.5	3.5	1	46
WDSM	SPRTS	710	Superior	2.3	6.3	5	96
WNXR-F	SAC	107.3	Iron River, WI	0.5	1.4	9	82
WWJC	REL	850	Duluth	0.9	2.3	4	58

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KGPZ-F	C	96.1	Coleraine, MN	0.5	1.2	16	115
WKLK	O	1230	Cloquet, MN	0.5	2.1	2	43
WKLK-F	O	96.5	Cloquet, MN	0.5	2.0	2	55
WTBX-F	CHR	93.9	Hibbing, MN	0.5	1.3	30	424

DULUTH-SUPERIOR

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Brill KKCB-FM, KLDJ-FM, WEBC-AM	26.3 %	27.0 %	36.8 %	AC	0 (0)	32 (2)	32 (2)	17.0 %	14.5 %
				AOR/Classic/NR	0 (0)	37 (3)	37 (3)	19.7 %	19.9 %
Local - 1 KZIO-FM, WWAX-FM	10.6 %	8.1 %	5.5 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	1 (1)	1 (1)	0.5 %	0.0 %
Local - 2 (semi-duop) KUSZ-FM, WUSZ-FM	4.2 %	7.2 %	2.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	43 (3)	43 (3)	22.9 %	28.5 %
Shockley KDAL-AM, KDAL-FM, KRBR-FM, KTCO-FM, KXTP-AM, WDSM-AM	35.4 %	34.2 %	36.8 %	Full Service	26 (1)	0 (0)	26 (1)	13.8 %	13.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	12 (1)	0 (0)	12 (1)	6.4 %	6.5 %
				Oldies	1 (1)	19 (2)	20 (3)	10.6 %	10.2 %
				Others/Unknown	1 (1)	0 (0)	1 (1)	0.5 %	0.0 %
				Religion/Gospel	2 (1)	0 (0)	2 (1)	1.1 %	0.5 %
				Soft AC	0 (0)	1 (1)	1 (1)	0.5 %	1.1 %
				Sports	5 (1)	0 (0)	5 (1)	2.7 %	2.2 %
				Standards/EZ	0 (0)	8 (1)	8 (1)	4.3 %	3.2 %
				Totals	47 (6)	141 (13)	188 (19)		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer
KDAL	610	5 kw (DA-N)	Full Service	CBS	\$22.00	Katz Shockley
WDSM	710	10 kw/5 kw (DA-N)	Sports	Westwd, 1/1, SBUSA	\$<20.00	Allied Shockley
WEBC	560	5 kw (DA-2)	Talk	ABC, Talknt, WW1	\$<20.00	Christal Brill

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer
KDAL	95.7	100 kw @ 803	AC		\$22.00	Katz Shockley
KKCB	105.1	100 kw @ 789	Country	ABC, CBS, Westwd	\$30.00	Christal Brill
KLDJ	101.7	1.6 kw @ 446	Oldies		\$ NA	Christal Brill
KQDS	94.9	100 kw @ 730	AOR/Classic AOR		\$28.00	O'Mally Curtis Squire
KRBR	102.5	100 kw @ 600	New Rock		\$22.00	Katz Shockley
KTCO	98.9	100 kw @ 600	Country		\$<20.00	Allied Shockley
KUSZ	107.7	0.77 kw @ 912	Classic AOR		\$ NA	--- WUSZ Proctor
KZIO	104.3	50 kw @ 397	Standards	JRN, ABC	\$ NA	--- WWAX-F Two Rivers
WWAX	92.1	0.78 kw @ 905	Modern AC	ABC	\$ NA	--- KZIO-F Hermantown

Notes: 4/98 KXTP (970) changed from ABC's Classic Country to Disney's Children's format

Jim Duncan

Comments: Total listening to radio is down moderately (-0.6 ratings point) . . . WWAX-F is clearly the most-strongly growing station . . . KDAL has its highest share since 1995 . . . KUSZ-F is experiencing modest growth

EL PASO

Arbitron Rank: 69 Pop (12+): 555,700
MSA Rank: 76
MSA Pop: 714,000
DMA: 99
Average Persons Rating: 17.2
Market TSL In Hours: 23.00

Stations: 32 / 28
Diaries: 1,085/512:1/47.9%
Sample Target: 1,070
% Below Line: 3.8
% Not Listed: 7.2
Pop per Station: 19,846

Last Year's Revenue: \$18,400,000
Household Income: \$30,263
Total Retail Sales: \$5.1 Bil.
#1 Biller: KBNA-AF \$3,600,000
#1 Billing Portfolio:
 Clear Channel \$4,420,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 KBNA-AF	SP-C	137 / 14.3	12.3	13.5	13.5	14.7	13.4	1630 / 29.3	28.3	27.8	142 / 1796	E KBNA-AF
2 KPRR-F	CHR/U	131 / 13.7	15.5	15.5	13.8	15.6	14.6	1932 / 34.8	35.6	35.2	143 / 2169	D KPRR-F
3 KLAQ-F	AOR	103 / 10.8	11.4	11.2	14.2	9.1	11.9	1424 / 25.6	24.3	25.4	129 / 1729	D KLAQ-F
4 KTSM-F	SAC	80 / 8.4	6.9	7.1	6.9	7.0	7.3	1102 / 19.8	20.1	16.9	90 / 1310	C KTSM-F
5 KSII-F	AC	75 / 7.8	6.7	7.2	6.4	7.2	7.0	1180 / 21.2	21.7	21.5	108 / 1624	B KSII-F
6 KHEY-F	C	55 / 5.7	6.2	6.6	4.3	6.4	5.7	710 / 12.8	13.5	13.7	64 / 897	C KHEY-F
7 KOFX-F	O	47 / 4.9	6.1	6.2	4.8	5.8	5.5	840 / 15.1	16.9	16.2	52 / 1020	C KOFX-F
8 KTSM	N/T	37 / 3.9	3.7	3.8	4.6	3.6	4.0	362 / 6.5	20.1	16.9	38 / 377	B KTSM
9 XHH-F	SP-C	31 / 3.2	3.2	2.7	3.3	2.7	3.1	495 / 6.9	8.3	9.9	31 / 512	XHH-F
10 KINT-F	SP-C	30 / 3.1	2.7	2.1	3.5	3.8	2.9	658 / 11.8	8.5	12.0	44 / 852	C KINT-F
11 KATH-F	C	27 / 2.8	1.7	2.1	2.3	2.2	2.2	424 / 7.6	6.6	9.3	29 / 481	B KATH-F
12 XEWR	SP	19 / 2.0	1.7	1.4	2.5	1.3	1.9	298 / 5.4	4.8	3.9	19 / 298	XEWR
13 KROD	T	13 / 1.4	1.8	2.6	1.1	1.4	1.7	235 / 4.2	7.5	4.8	17 / 322	A KROD

12+ FM Share (Metro): 83.67% (743 of 888) (Spring 97: 83.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KPRR-F >>>	1 KLAQ-F	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF >	1 KBNA-AF >	1 KBNA-AF	1 KPRR-F	1 KPRR-F >>	1 KPRR-F <
2 KLAQ-F >>	2 KPRR-F	KLAQ-F	2 KLAQ-F >	2 KLAQ-F <	2 KTSM-F >	2 KLAQ-F <	2 KTSM-F <	2 KLAQ-F <	2 KLAQ-F >	2 KBNA-AF >
	3 KBNA-AF	3 KPRR-F	3 KTSM-F <	3 KTSM-F	3 KOFX-F <	3 KPRR-F	3 KSII-F <	3 KBNA-AF	3 KBNA-AF >	3 KLAQ-F
	4 KSII-F >	4 KSII-F	4 KSII-F <	4 KSII-F	4 KHEY-F <	4 KTSM-F	4 KLAQ-F <	4 KTSM-F <	4 KSII-F	4 KSII-F <
	5 KTSM-F >	5 KTSM-F	5 KPRR-F	5 KPRR-F	5 KTSM	5 KHEY-F	5 KPRR-F >	5 KSII-F	5 KTSM-F	5 KTSM-F >
		6 KOFX-F	6 KOFX-F	6 KOFX-F	6 KSII-F <	KSII-F	6 KHEY-F >	6 KHEY-F <	6 KHEY-F <	6 KHEY-F
			7 KHEY-F	7 KHEY-F	7 KLAQ-F	7 KOFX-F	7 KOFX-F	7 KOFX-F >	7 KTSM <	7 KOFX-F <
										8 XHH-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	12+ Ovrnite
1 KPRR-F >>	1 KPRR-F	1 KBNA-AF	1 KBNA-AF	1 KBNA-AF >	1 KLAQ-F >>	1 KLAQ-F >>	1 KLAQ-F >	1 KLAQ-F >	1 KLAQ-F	1 KPRR-F
2 KSII-F	2 KBNA-AF	2 KPRR-F	2 KPRR-F	2 KTSM-F	2 KPRR-F >>	2 KPRR-F	2 KBNA-AF	2 KBNA-AF	2 KBNA-AF	2 KLAQ-F >
	KBNA-AF >	3 KSII-F	KLAQ-F <	3 KSII-F	3 KPRR-F <	3 KBNA-AF	3 KSII-F <	3 KPRR-F <	3 KTSM-F <	3 KBNA-AF
4 KLAQ-F >	4 KLAQ-F	4 KSII-F	4 KLAQ-F <	4 KSII-F	4 KOFX-F >	4 KSII-F >	4 KSII-F >	4 KPRR-F	4 KTSM-F <	4 KSII-F
5 KHEY-F	5 KHEY-F <	KHEY-F	5 KTSM-F	5 KHEY-F <	5 KTSM-F	5 KTSM-F	5 KTSM-F >	5 KSII-F	5 KOFX-F	5 KOFX-F
XHH-F	6 KTSM-F >	6 KTSM-F >	KHEY-F >	6 KLAQ-F				6 KOFX-F >	6 KPRR-F >	6 KPRR-F >
KTSM-F				7 KOFX-F >					7 KINT-F	7 KINT-F

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KAMA	SP	750	El Paso	0.6 2.3 7 163
KELP	REL	1590	El Paso	0.8 1.9 8 115
KHEY	SPRIS	690	El Paso	0.3 1.2 4 102
KROL-F	REL-CC	99.5	Las Cruces, NM	0.4 1.6 12 253
KSVE	SP	1150	El Paso	0.9 1.9 10 131
KVIV	SP	1340	El Paso	0.6 1.2 6 71
XEJ	SP	970	El Paso	0.4 1.4 5 88
XEPZ	SP	1190	El Paso	0.4 1.2 4 68
XEWG	SP	1240	Ciudad Juarez, MX	0.5 2.0 5 110
XHEM-F	SP	103.5	Ciudad Juarez, MX	0.3 2.2 3 120
XHGU-F	SP-C	105.9	Ciudad Juarez, MX	0.7 3.0 7 176
XHIM-F	SP	105.1	Ciudad Juarez, MX	0.5 2.7 5 151
XHNZ-F	SP	107.5	Ciudad Juarez, MX	0.6 3.6 6 205
XHTO-F	SP-C	104.3	Ciudad Juarez, MX	0.8 2.5 8 138
XROK	SP	800	Ciudad Juarez, MX	0.8 2.5 10 175

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
KGRT	C/O	570	Las Cruces, NM	0.3 1.3 12 259
XEFV	SP-C	1000	Ciudad Juarez, MX	0.8 1.8 8 103
XHPX-F	SP-C	98.3	Ciudad Juarez, MX	0.6 4.1 6 227

EL PASO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel	32.0 %	26.5 %	37.5 %	AC	0 (0)	75 (1)	75 (1)	8.4 %	7.9 %
KHEY-AM, KHEY-FM, KPRR-FM, KTSM-AM, KTSM-FM				AOR/Classic/NR	0 (0)	103 (1)	103 (1)	11.6 %	9.9 %
Heftel	14.9 %	16.0 %	21.0 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KAMA-AM, KBNA-AM, KBNA-FM				CHR	0 (0)	131 (1)	131 (1)	14.8 %	17.0 %
Local	7.7 %	9.6 %	11.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KATH-FM, KOFX-FM				Country	3 (1)	82 (2)	85 (3)	9.6 %	9.4 %
New Wave	20.0 %	21.8 %	23.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KLAQ-FM, KROD-AM, KSII-FM				Hispanic	81 (10)	221 (9)	302 (19)	34.0 %	35.2 %
	74.7 %	73.9 %	93.1 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	50 (2)	0 (0)	50 (2)	5.6 %	5.9 %
				Oldies	0 (0)	47 (1)	47 (1)	5.3 %	6.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	8 (1)	4 (1)	12 (2)	1.4 %	0.7 %
				Soft AC	0 (0)	80 (1)	80 (1)	9.0 %	7.6 %
				Sports	3 (1)	0 (0)	3 (1)	0.3 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	145 (15)	743 (17)	888 (32)		

AM Stations

Station	Freq	Power	Class	Comments	Advertiser	Agency	Product	City
KBNA	920	1 kw/0.5 kw	(DA-N)	See KBNA-F				
KROD	600	5 kw	(DA-N)	Talk	CBS	\$<20.00	Eastman	New Wave
KTSM	1380	5 kw/0.5 kw		News/Talk	Talknt, ABC, Westwd	\$25.00	Christal	Clear Channel
XEWG	1240	1 kw		Hispanic		\$ NA	Lotus	Ciudad Juarez, MX
XROK	600	50 kw/150 kw		Hispanic		\$ NA	Advtg. Bcst	Ciudad Juarez, MX

FM Stations

Station	Freq	Power	Class	Comments	Advertiser	Agency	Product	City
KATH	94.7	100 kw @	1194	Country		\$26.00	Katz	KOFX-F
KBNA	97.5	100 kw @	1088	Hispanic Contemp.		\$64.00	Katz Hisp.	Heftel
KHEY	96.3	100 kw @	1388	Country	ABC	\$52.00	Clr Chnl	Clear Channel
KJNT	93.9	100 kw @	1420	Hispanic Contemp.		\$31.00	Caballero	
KLAQ	95.5	100 kw @	1388	AOR		\$55.00	Eastman	New Wave
KOFX	92.3	100 kw @	1860	Oldies	Westwd	\$33.00	Katz	KSET-F
KPRR	102.1	100 kw @	1190	CHR/Urban		\$50.00	Clr Chnl	Clear Channel
KSII	93.1	100 kw @	1420	AC		\$22.00	Interep	New Wave
KTSM	99.9	100 kw @	1820	Soft AC		\$35.00	Christal	Clear Channel
XHH	100.7	100 kw @	249	Hispanic Contemp.		\$22.00	Caballero	Ciudad Juarez, MX

Notes: Facilities of Mexican stations not verified -- regard with skepticism . . . 2/98 KTSM-AF sold by Galloway (ComCorp) to Clear Channel for \$10,500,000 . . . 3/98 KSET-F changed calls to KATH-F ("Cat Country"); remains Country

Jim Duncan

Comments: Listening levels are steady

ERIE

Arbitron Rank: 155 Pop (12+): 231,100	Stations: 14 / 11	Last Year's Revenue: \$8,300,000
MSA Rank: 165	Diaries: 699/331:1/60.3%	Household Income: \$40,035
MSA Pop: 280,000	Sample Target: 680	Total Retail Sales: \$2.75 Bil.
DMA: 143	% Below Line: 2.5	#1 Biller: NA
Average Persons Rating: 15.4	% Not Listed: 13.8	#1 Billing Portfolio: NA
Market TSL in Hours: 20.50	Pop per Station: 21,009	

12+ Metro	Format	Spring 98		Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA		Revenue Level
		1/4	Share								AQH / Cume	Cume	
1	WXTA-F	C	45 / 12.7	12.4	13.1	14.3	10.0	645 / 23.6	24.9	22.0	52 / 594	WXTA-F	
2	WRTS-F	CHR	42 / 11.8	12.4	14.0	8.1	8.4	707 / 30.6	29.8	33.2	75 / 1041	WRTS-F	
	WRKT-F	AOR	42 / 11.8	15.0	11.3	9.3	11.4	567 / 24.5	24.7	23.6	59 / 682	WRKT-F	
4	WXKC-F	AC	38 / 10.7	9.8	7.6	11.5	12.7	596 / 25.8	24.0	18.8	41 / 664	WXKC-F	
5	WJET-F	CHR	36 / 10.1	7.5	10.0	10.5	10.8	658 / 28.5	24.6	31.1	41 / 751	WJET-F	
	WFGO-F	O	36 / 10.1	11.2	8.8	10.2	11.9	583 / 25.2	24.5	23.7	47 / 714	WFGO-F	
7	WRIE	ST	17 / 4.8	5.8	4.9	4.3	6.0	188 / 7.3	12.3	9.2	17 / 175	WRIE	
	WLKK	T	17 / 4.8	6.1	4.9	5.3	4.3	251 / 10.8	11.8	11.6	17 / 251	WLKK	

12+ FM Share (Metro): 85.95% (263 of 306) (Spring 1997: 82.69%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WRTS-F >>	1 WJET-F <	1 WRKT-F >	1 WRKT-F	1 WRKT-F <	1 WXTA-F <	1 WXKC-F	1 WXTA-F	1 WRKT-F <	1 WRTS-F	1 WXTA-F
2 WJET-F >	2 WRKT-F	2 WJET-F <	2 WXKC-F <	2 WXKC-F	2 WFGO-F <	WRKT-F <	WXKC-F	2 WXTA-F <	2 WRKT-F	2 WRTS-F
3 WRKT-F >>>	3 WXTA-F <	3 WRTS-F <	3 WJET-F <	3 WXTA-F	3 WXKC-F	3 WXTA-F <	3 WRKT-F <	3 WRTS-F	WJET-F	3 WFGO-F <
	4 WRTS-F	4 WXTA-F <	4 WXTA-F <	WFGO-F <	4 WRKT-F	4 WFGO-F <	4 WFGO-F	4 WJET-F	4 WXTA-F	4 WRKT-F <
	5 WXKC-F >	5 WXKC-F	5 WRTS-F	5 WJET-F	5 WRIE	5 WRTS-F <	5 WRTS-F	5 WXKC-F <	5 WXKC-F	5 WJET-F
		6 WFGO-F >>>	6 WFGO-F >>	6 WRTS-F >>>	WLKK	6 WJET-F >	6 WJET-F >	6 WFGO-F >>	6 WFGO-F >	6 WXKC-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	12+ Ovrnite
1 WRTS-F	1 WJET-F >	1 WJET-F >	1 WJET-F <	1 WXKC-F	1 WRKT-F >>	1 WRKT-F >>	1 WRKT-F >>	1 WRKT-F >>	1 WRKT-F >	1 WRTS-F >
2 WJET-F	2 WXTA-F	2 WXKC-F	2 WXKC-F	2 WJET-F	2 WXTA-F	2 WXTA-F	2 WXTA-F	2 WXTA-F	2 WXTA-F	2 WRKT-F
3 WXTA-F	WXKC-F	3 WXTA-F >	WRTS-F	3 WXTA-F <	WRTS-F	WJET-F	WJET-F	3 WJET-F <	WFGO-F	3 WXTA-F
	WFGO-F >	4 WRTS-F	4 WXTA-F	4 WRTS-F	WJET-F >	4 WRTS-F >	4 WXKC-F	4 WRTS-F	4 WXKC-F	4 WLKK
	5 WFGO-F	WRKT-F >	WFGO-F >	WFGO-F >			WRTS-F >>>	5 WFGO-F	5 WRTS-F	
	6 WRKT-F >>		6 WRKT-F >>						WJET-F >>	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
WCTL-F	REL 106.3 Union City	2.3	5.6	9	149
WFLP	T 1330 Erie	2.5	9.7	9	236
WZPR-F	C 100.3 Meadville	2.0	6.4	68	610

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH	Cume
CFPL-F	AOR 95.9 London, ON	0.8	3.9	3	89
WMDE-F	CL AOR 94.3 Meadville	0.8	2.2	6	119
WREO-F	AC 97.1 Ashtabula, OH	0.8	3.2	13	269

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	41 (2)	41 (2)	13.4 %	9.5 %
AOR/Classic/NR	0 (0)	48 (3)	48 (3)	15.7 %	14.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	78 (2)	78 (2)	25.5 %	27.9 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	52 (2)	52 (2)	17.0 %	17.0 %
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	26 (2)	0 (0)	26 (2)	8.5 %	11.7 %
Oldies	0 (0)	38 (1)	38 (1)	11.8 %	10.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	8 (1)	8 (1)	2.6 %	2.5 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	1.1 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	17 (1)	0 (0)	17 (1)	5.6 %	5.7 %
Totals	43 (3)	263 (11)	306 (14)		

ERIE

Consolidation Report	12+	25-54	Revenue
Embrescia WRIE-AM, WXKC-FM, WXTA-FM	28.2 %	25.9 %	%
Local WRKT-FM, WRTS-FM	23.6 %	24.3 %	%
Myron Jones WFGO-FM, WJET-FM	20.2 %	23.3 %	%
	72.0 %	73.5 %	%

AM Stations

WFLP	1330	5 kw (DA-2)	Talk	ABC, Westwd	\$<20.00	—	
WLKK	1400	1 kw	Talk	Talknt, Westwd	\$<20.00	—	
WRIE	1260	5 kw (DA-2)	Standards	JRN	\$<20.00	Christal	Embrescia

FM Stations

WFGO	94.7	1.1 kw @ 538	Oldies		\$26.00	Allied	Myron Jones	
WJET	102.3	1.7 kw @ 613	CHR		\$31.00	Allied	Myron Jones	
WRKT	100.9	4.2 kw @ 797	AOR		\$31.00	Eastman		North East
WRTS	103.7	50 kw @ 500	CHR		\$21.00	Eastman		
WXKC	99.9	50 kw @ 492	AC		\$35.00	Christal	Embrescia	
WXTA	97.9	10 kw @ 505	Country	CNN	\$28.00	Christal	Embrescia	Edinboro

Notes: Station revenue data are not available . . . 3/98 WFGO-F sold to Myron Jones for \$2,000,000 . . . 5/98 Reportedly, the sale of WRTS-F/WRKT-F to Embrescia/Media One has been terminated due largely to DoJ objections

Jim Duncan

Comments: Overall listening to radio is up significantly (Average Persons Rating is up 1.3 points) . . . A very balanced book for the top six stations – all of which are in low double figures

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AC-NR - Modern AC	N - News
* AOR - Album Oriented Rock	O - Oldies
* AOR-NR - New Rock	REL - Religion, Christian
* AOR-P - Progressive AOR	REL-CC - Contemporary Christian
* B - Black (audience 75%+ Black)	SAC - Soft Adult Contemporary
* B/AC - Black Adult Contemporary	SP - Hispanic/Spanish
* B/O - Black Oldies	SP-C - Hispanic Contemporary
* BIZ N - Business News	SP-NT - Hispanic News/Talk/Information
* C - Country	SP-R - Hispanic-Regional
* C/O - Classic Country	SP-TP - Hispanic-Tropical
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SP-VA - Hispanic Variety
* CL - Classical	SP-TJ - Tejano
* CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	VA - Variety
* G - Gospel (B/G is Black 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	

EUGENE-SPRINGFIELD

Arbitron Rank: 144 Pop (12+): 260,900
 MSA Rank: 156
 MSA Pop: 312,000
 DMA: 119
 Average Persons Rating: 14.4
 Market TSL in Hours: 19.50

Stations: 14 / 14
 Diaries: 1,014/257:1/58.8%
 Sample Target: 970
 % Below Line: 0.0
 % Not Listed: 23.6
 Pop per Station: 18,636

Last Year's Revenue: \$10,000,000
 Household Income: \$36,238
 Total Retail Sales: \$3.3 Bil.
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KKNU-F	C	47 / 12.5	13.1	7.2	7.5	8.7	545 / 20.9	22.4	14.2	52 / 597	KKNU-F
2	KDUK-F	CHR	33 / 8.8	7.9	8.1	6.3	4.3	621 / 23.8	22.9	20.6	70 / 1248	KDUK-F
3	KZEL-F	CL AOR	30 / 8.0	7.1	6.3	6.5	10.5	504 / 19.3	18.3	17.2	41 / 723	KZEL-F
4	KPNW	FS	25 / 6.6	6.0	6.1	7.3	5.6	373 / 14.3	13.7	14.0	44 / 641	KPNW
	KODZ-F	O	25 / 6.6	5.2	7.2	7.3	5.6	401 / 15.4	12.8	18.1	35 / 669	KODZ-F
6	KUGN	T/N	23 / 6.1	7.7	4.0	6.0	4.1	409 / 15.7	13.6	17.1	27 / 530	KUGN
7	KMGE-F	AC	22 / 5.8	7.1	8.9	9.8	9.0	437 / 16.8	20.5	20.4	28 / 573	KMGE-F
8	KNRQ-AF	AOR-NR	21 / 5.6	5.7	6.9	6.0	5.6	372 / 14.3	14.4	17.3	26 / 470	KNRQ-AF
9	KEHK-F	CL HITS	20 / 5.3	5.5	5.2	3.8	2.8	348 / 13.4	14.3	11.6	22 / 402	KEHK-F
10	KKTT-F	C	19 / 5.0	6.3	9.5	11.3	11.3	319 / 12.2	13.6	17.1	26 / 391	KKTT-F
11	KKXO	ST	13 / 3.5	4.1	4.0	5.8	4.3	178 / 6.8	7.8	7.6	13 / 178	KKXO

12+ FM Share (Metro): 75.00% (216 of 288) (Spring 1997: 78.52%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KDUK-F >>>	1 KDUK-F <	1 KKNU-F	1 KKNU-F <	1 KKNU-F	1 KKNU-F >	1 KKNU-F >	1 KKNU-F >	1 KKNU-F	1 KKNU-F	1 KKNU-F <
2 KNRQ-AF >>	2 KKNU-F	2 KZEL-F	2 KZEL-F >	2 KZEL-F >	2 KPNW <	2 KUGN <	2 KZEL-F	2 KDUK-F <	2 KDUK-F	2 KDUK-F >
3 KKNU-F >>	3 KZEL-F	3 KDUK-F	3 KEHK-F	3 KODZ-F <	3 KODZ-F	3 KPNW <	KODZ-F	3 KZEL-F	3 KPNW	3 KZEL-F <
	4 KNRQ-AF >	4 KEHK-F	4 KODZ-F <	4 KEHK-F <	4 KUGN <	4 KZEL-F	4 KPNW <	4 KODZ-F <	4 KEHK-F	4 KMGE-F
	5 KEHK-F	5 KODZ-F	5 KMGE-F	5 KMGE-F	5 KZEL-F	5 KDUK-F	5 KNRQ-AF	5 KZEL-F <	5 KKTT-F <	5 KKTT-F <
	6 KMGE-F	KNRQ-AF <	6 KDUK-F <	6 KPNW	6 KMGE-F	6 KODZ-F <	6 KEHK-F <	6 KMGE-F <	6 KMGE-F	6 KPNW
	7 KKTT-F	7 KMGE-F	7 KPNW	7 KUGN	7 KKXO	7 KMGE-F	7 KUGN <	7 KUGN	7 KNRQ-AF	KNRQ-AF
	8 KPNW	8 KNRQ-AF	KDUK-F		9 KKTT-F <	8 KKTT-F <	8 KKTT-F <	8 KEHK-F <	8 KUGN	KEHK-F <
	9 KKTT-F	9 KUGN			9 KEHK-F >>	9 KNRQ-AF				9 KODZ-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	12+ Ovrmite
1 KDUK-F >>	1 KKNU-F	1 KKNU-F >>>	1 KKNU-F >	1 KKNU-F >	1 KNRQ-AF >>	1 KZEL-F	1 KZEL-F >>	1 KZEL-F >	1 KZEL-F >	1 KKNU-F
2 KMGE-F >	KDUK-F >>	2 KDUK-F >>	2 KDUK-F	2 KMGE-F	2 KZEL-F	2 KNRQ-AF >	2 KPNW	2 KEHK-F	2 KKNU-F	2 KPNW
3 KKNU-F >>	3 KMGE-F >	3 KZEL-F	3 KMGE-F	3 KZEL-F	KDUK-F >	3 KEHK-F	KEHK-F >	3 KNRQ-AF	KEHK-F <	3 KUGN
	4 KZEL-F >	KUGN	4 KZEL-F	KODZ-F		4 KUGN	4 KUGN	4 KZEL-F	4 KPNW	KEHK-F >
		KMGE-F	KODZ-F >	5 KDUK-F >		5 KKTT-F	KNRQ-AF	5 KPNW	5 KODZ-F	
		KEHK-F >>	6 KEHK-F			6 KKTT-F	KKTT-F	6 KODZ-F	6 KUGN >	
						KKNU-F	KKNU-F >>	KDUK-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume		
KKNX	O	840 Eugene	1.1	1.6	4	43
KORE	REL	1050 Springfield	1.6	3.0	6	78

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	22 (1)	22 (1)	7.6 %	11.5 %
AOR/Classic/NR	1 (1)	50 (2)	51 (3)	17.7 %	17.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	33 (1)	33 (1)	11.5 %	10.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	66 (2)	66 (2)	22.9 %	22.2 %
Full Service	25 (1)	0 (0)	25 (1)	8.7 %	7.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	23 (1)	0 (0)	23 (1)	8.0 %	6.3 %
Oldies	4 (1)	45 (2)	49 (3)	17.0 %	15.9 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	6 (1)	0 (0)	6 (1)	2.1 %	1.5 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	13 (1)	0 (0)	13 (1)	4.5 %	6.7 %
Totals	72 (6)	216 (8)	288 (14)		

EUGENE-SPRINGFIELD

Consolidation Report	12+	25-54	Revenue
Bengal/McDonald KNRQ-AF, KZEL-FM	13.6 %	15.2 %	%
Citadel KEHK-FM, KKTT-FM, KUGN-AM	16.4 %	16.0 %	%
Local KEED-AM, KKNU-FM, KKXD-AM, KMGE-FM	21.8 %	21.4 %	%
McCoy KDUK-FM, KODZ-FM, KPNW-AM	22.0 %	17.9 %	%
	73.8 %	70.5 %	%

AM Stations

Station	Freq	Power	Service	Source	Advertiser	Agency	Product
KKXO	1450	1 kw	Standards	Westwd	\$<20.00	Allied	KKNU-F/KMGE-F
KNRQ	1320	1 kw/0.040 kw	See KNRQ-F				
KPNW	1120	50 kw (DA-1)	Full Service	ABC	\$21.00	Katz	McCoy
KUGN	590	5 kw/1 kw (DA-N)	News/Talk	CBS, CNN, Tiknt	\$20.00	Mc-Guild	Citadel

FM Stations

Station	Freq	Power	Service	Source	Advertiser	Agency	Product
KDUK	104.7	63 kw @ 2325	CHR		\$21.00	Mc-Guild	McCoy Florence
KEHK	102.3	100 kw @ 918	Classic Hits		\$<20.00	Mc-Guild	Citadel Brownsville
KKNU	93.1	100 kw @ 984	Country		\$35.00	Allied	KKXO/KMGE-F
KKTT	97.9	100 kw @ 1010	Country	CBS	\$43.00	Mc-Guild	Citadel
KMGE	94.5	100 kw @ 1299	AC		\$40.00	Allied	KKXO/KKNU-F
KNRQ	95.3	0.6 kw @ 1207	AOR-New Rock		\$28.00	Christal	Bengal/McDonald Creswell
KODZ	99.1	100 kw @ 1630	Oldies		\$25.00	Katz	McCoy
KZEL	96.1	100 kw @ 1092	Classic AOR	Westwd, Source	\$26.00	Christal	Bengal/McDonald

Notes: No station revenue data are available . . . 4/98 KUGN-F changed calls to KKTT-F ("Cat Country"); remains Country

Jim Duncan

Comments: Listening levels have risen moderately (+0.8 ratings point) . . . KKNU-F held on to most of its recent gains and looks like the real thing . . . KKTT-F continued to decline sharply (-56% in 18 months)

EVANSVILLE

Arbitron Rank: 152 Pop (12+):	240,900	Stations:	19 / 14	Last Year's Revenue:	\$14,800,000
MSA Rank:	162	Diaries:	1,045/231:1/58.4%	Household Income:	\$39,395
MSA Pop:	291,000	Sample Target:	980	Total Retail Sales:	\$2.8 Bil.
DMA:	94	% Below Line:	5.5	#1 Biller:	WIKY-F \$3,500,000
Average Persons Rating:	15.2	% Not Listed:	10.1	#1 Billing Portfolio:	
Market TSL in Hours:	20.25	Pop per Station:	17,207		Brill \$6,200,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WIKY-F	74 / 20.3	17.1	18.4	20.8	22.0	803 / 33.3	31.2	32.2	101 / 1186	E	WIKY-F
2	WKDQ-F	45 / 12.3	11.7	10.3	14.4	13.7	538 / 22.3	23.7	23.3	87 / 1301	D	WKDQ-F
3	WSTO-F	32 / 8.8	10.9	14.5	13.1	12.6	642 / 26.6	27.5	30.0	77 / 1631	D	WSTO-F
4	WJPS-F	29 / 7.9	5.6	5.3	6.1	7.4	409 / 17.0	14.7	14.4	37 / 570	B	WJPS-F
5	WGBF-F	24 / 6.6	7.5	7.5	9.9	8.9	472 / 19.6	19.7	19.6	43 / 773	C	WGBF-F
6	WABX-F	22 / 6.0	7.7	8.1			266 / 11.0	14.2	12.9	26 / 384	A	WABX-F
7	WYNG-F	18 / 4.9	6.4	8.1	9.1	6.9	377 / 16.6	13.0	17.9	29 / 556	B	WYNG-F
8	WDKS-F	15 / 4.1	2.1	0.6	1.3	0.6	319 / 13.2	7.9	2.7	19 / 440	A	WDKS-F
9	WSON	13 / 3.6	4.3	1.7	2.4	2.0	165 / 6.8	6.4	5.1	15 / 196	A	WSON
	WGBF	13 / 3.6	2.4	0.8	1.3	1.4	188 / 7.8	7.2	4.4	19 / 275	A	WGBF
11	WBKR-F	11 / 3.0	2.4	3.4	3.5	4.0	227 / 9.4	8.6	9.3	85 / 1127	D	WBKR-F
12	WEOA	10 / 2.7	2.9	0.6	0.8	0.3	111 / 4.6	4.4	2.1	10 / 111	A	WEOA
13	WTRI-F	9 / 2.5	3.7	4.5	3.2	2.3	210 / 8.7	10.0	10.7	23 / 468	A	WTRI-F

12+ FM Share (Metro): 87.77% (287 of 327) (Spring 1997: 94.21%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSTO-F >>>	1 WIKY-F	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >	1 WIKY-F >>	1 WIKY-F >	1 WIKY-F >	1 WIKY-F	1 WIKY-F
2 WKDQ-F	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F <	2 WKDQ-F <	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F >	2 WKDQ-F	2 WSTO-F	2 WSTO-F
3 WGBF-F	3 WABX-F <	3 WJPS-F	3 WJPS-F	3 WJPS-F	3 WJPS-F >	3 WGBF-F	3 WJPS-F	3 WJPS-F <	3 WKDQ-F <	3 WKDQ-F >
4 WSTO-F	4 WJPS-F <	4 WABX-F	4 WABX-F	4 WABX-F	4 WSON	4 WSTO-F <	4 WSTO-F <	4 WSTO-F	4 WGBF-F	4 WJPS-F
5 WABX-F	5 WGBF-F	5 WGBF-F	5 WGBF-F <	5 WGBF-F <	5 WABX-F	5 WJPS-F	5 WABX-F	5 WABX-F	5 WJPS-F	5 WYNG-F
6 WDKS-F	6 WSTO-F	6 WSTO-F	6 WSTO-F >	6 WSTO-F >	6 WYNG-F <	6 WABX-F	6 WGBF	6 WGBF-F	6 WYNG-F <	6 WGBF-F
		7 WDKS-F	7 WDKS-F	7 WDKS-F	7 WGBF		7 WGBF-F	7 WDKS-F		7 WABX-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	12+ Ovrnite
1 WSTO-F	1 WIKY-F	1 WIKY-F	1 WIKY-F >>	1 WIKY-F >>	1 WKDQ-F >	1 WGBF-F	1 WGBF-F	1 WKDQ-F	1 WIKY-F	1 WIKY-F >>>
2 WIKY-F	2 WSTO-F >	2 WSTO-F	2 WSTO-F <	2 WJPS-F	2 WGBF-F >	2 WKDQ-F	2 WIKY-F	2 WIKY-F	2 WKDQ-F <	2 WSTO-F
3 WKDQ-F >	3 WEOA	3 WEOA	3 WJPS-F	3 WKDQ-F	3 WIKY-F	3 WIKY-F	3 WABX-F	3 WABX-F <	3 WABX-F	3 WJPS-F
4 WDKS-F	4 WKDQ-F	4 WGBF-F	4 WKDQ-F	4 WSTO-F	4 WABX-F	4 WABX-F >>	4 WKDQ-F	4 WGBF-F >	4 WGBF-F	4 WKDQ-F
5 WGBF-F >>	5 WJPS-F	5 WJPS-F	5 WYNG-F	5 WYNG-F	5 WSTO-F	5 WDKS-F	5 WDKS-F >	5 WJPS-F	5 WJPS-F	5 WYNG-F >
		6 WABX-F	6 WDKS-F	6 WDKS-F	6 WBKR-F >>	6 WSTO-F >	6 WGBF >>	6 WGBF	6 WGBF	6 WGBF
								7 WSTO-F	7 WTRI-F	

Other Rated Stations		Metro Cume Share Rating	TSA AQH Cume
WGAB	SPRTS 1180 Newburgh	0.5 2.2	3 61
WVHI	REL 1330 Evansville	0.5 2.4	2 74

Other Rated Stations--Outside Market		Metro Cume Share Rating	TSA AQH Cume
WQXQ-F	AC/CHR 101.9 Central City, KY	1.1 4.7	30 464
WRAY-AF	C 98.1 Princeton, IN	0.8 3.4	15 216
WRUL-F	C 97.3 Carmi, IL	0.5 1.8	11 236

EVANSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Brill WBKR-FM, WKDQ-FM, WSTO-FM	24.1 %	19.9 %	41.9 %	AC	0 (0)	93 (3)	93 (3)	28.4 %	22.5 %
Connoisseur WGBF-AM, WGBF-FM, WTRI-FM, WYNG-FM	17.6 %	19.0 %	19.1 %	AOR/Classic/NR	0 (0)	46 (2)	46 (2)	14.1 %	18.0 %
South Central WABX-FM, WEOA-AM, WIKY-FM, WJPS-FM	36.9 %	42.1 %	33.1 %	Black/Urban	10 (1)	0 (0)	10 (1)	3.1 %	0.6 %
				CHR	0 (0)	32 (1)	32 (1)	9.8 %	16.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (1)	78 (5)	78 (6)	23.9 %	25.7 %
				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	13 (1)	0 (0)	13 (1)	4.0 %	1.9 %
				Oldies	0 (0)	38 (2)	38 (2)	11.6 %	11.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	0 (0)	2 (1)	0.6 %	1.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
				Standards/EZ	13 (1)	0 (0)	13 (1)	4.0 %	1.9 %
	78.6 %	81.0 %	94.1 %	Totals	40 (6)	287 (13)	327 (19)		

AM Stations

WEOA	1400	1 kw	Black	ABC	\$ NA	—	South Central	
WGBF	1280	5 kw/1 kw (DA-N)	Talk/Sports	CNN, Westwd	\$<20.00	Allied	Connoisseur	
WSON	860	0.377 kw/0.5 kw (DA-N)	Standards	ABC	\$<20.00	—		Henderson

FM Stations

WABX	107.5	2 kw @ 561	Classic Rock		\$ NA	Eastman	South Central	
WBKR	92.5	100 kw @ 1050	Country		\$ NA	Banner	Brill	Owensboro, KY
WDKS	106.1	6 kw @ 328	AC/CHR	Westwd, CBS, 1-on-1	\$<20.00	Allied		Newburgh
WGBF	103.1	3.2 kw @ 453	AOR	Westwd	\$40.00	Allied	Connoisseur	Henderson, KY
WIKY	104.1	39 kw @ 571	AC	Westwd	\$67.00	Katz	South Central	
WJPS	93.5	3 kw @ 328	Oldies	Westwd	\$22.00	Katz	South Central	Chandler
WKDQ	99.5	100 kw @ 985	Country	ABC	\$50.00	Christal	Brill	Henderson
WSTO	96.1	100 kw @ 1000	CHR	ABC	\$45.00	Katz	Brill	Owensboro, KY
WTRI	94.9	50 kw @ 420	Classic Hits	Westwd	\$ NA	—	Connoisseur	Mt. Carmel, IL
WYNG	105.3	50 kw @ 390	Country	CBS	\$33.00	Eastman	Connoisseur	

Notes:

Jim Duncan

Comments: Listening levels are up slightly . . . WABX-F has slipped back from its impressive debut share a year ago . . . WYNG-F has experienced three straight share decreases . . . WSTO-F has its weakest book since Fall 1995 . . . WDKS-F is growing

FARGO

Arbitron Rank: 208 Pop (12+): 139,200
 MSA Rank: 220
 MSA Pop: 169,000
 DMA: 112
 Average Persons Rating: 17.0
 Market TSL In Hours: 22.00

Stations: 15 / 13
 Diaries: 675/206:1/63.6%
 Sample Target: 610
 % Below Line: 0.8
 % Not Listed: 11.4
 Pop per Station: 10,708

Last Year's Revenue: \$10,600,000
 Household Income: \$41,404
 Total Retail Sales: \$2.0 Bil.
 #1 Biller: KFGO \$2,900,000
 #1 Billing Portfolio:
 Otter Tail \$6,125,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KFGO	37 / 15.6	15.2	23.0	15.2	16.3	404 / 29.1	27.3	40.2	70 / 819	D	KFGO
2	KVOX-F	23 / 9.7	11.1	11.5	11.8	13.1	376 / 27.0	27.1	28.4	28 / 553	C	KVOX-F
	KPFX-F	23 / 9.7	8.2	5.3	7.2	5.7	241 / 17.3	18.5	16.5	30 / 371	B	KPFX-F
	KLTA-F	23 / 9.7	10.7	9.1	8.9	6.1	315 / 22.6	21.9	21.9	41 / 471	C	KLTA-F
5	KFGO-F	22 / 9.3	8.2	7.0	8.0	11.4	283 / 20.3	23.1	19.0	42 / 579	C	KFGO-F
6	WDAY-F	19 / 8.0	9.5	9.1	8.4	9.4	375 / 27.0	30.0	26.2	43 / 802	B	WDAY-F
7	WDAY	16 / 6.8	6.2	7.0	8.0	10.2	242 / 17.4	21.8	20.7	31 / 503	B	WDAY
	KQWB-F	16 / 6.8	7.4	6.2	7.6	9.4	269 / 19.3	19.5	17.7	22 / 412	B	KQWB-F
9	KPHT-F	9 / 3.8	2.5	1.6	0.8	0.8	154 / 11.1	9.2	5.5	9 / 176	A	KPHT-F
10	KFGX-F	8 / 3.4	2.5	3.7	5.5	3.3	206 / 14.8	14.2	13.3	25 / 404	A	KFGX-F

12+ FM Share (Metro): 70.00% (147 of 210) (Spring 1997: 61.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WDAY-F >>	1 KPFX-F	1 KPFX-F	1 KLTA-F	1 KLTA-F	1 KFGO >>>	1 KFGO >>	1 KFGO	1 KFGO <	1 KQWB-F <	1 KFGO >
2 KQWB-F >>>	2 KVOX-F	2 KVOX-F	2 KPFX-F	2 KPFX-F	2 WDAY <	2 KLTA-F <	2 KLTA-F	2 KLTA-F	2 WDAY-F	2 KVOX-F
	KQWB-F	3 KVOX-F	3 KVOX-F	KFGO-F	3 KLTA-F	3 KPFX-F	3 KPFX-F	KFGO-F <	KVOX-F	3 KFGO-F
4 WDAY-F	4 WDAY-F	KFGO-F	KFGO-F	4 KVOX-F	KFGO-F	KFGO-F <	4 KVOX-F	4 KPFX-F <	KFGO >	4 WDAY-F
	KLTA-F	5 WDAY-F	5 KFGO	KFGO >	5 KVOX-F	5 KVOX-F	KFGO-F <	5 KVOX-F <	5 KPFX-F	KPFX-F
6 KFGO-F >	6 KQWB-F	6 WDAY-F	6 WDAY-F	6 WDAY-F	6 KPFX-F	6 WDAY	6 WDAY	6 WDAY-F	6 WDAY	6 KQWB-F
				WDAY				7 KQWB-F	7 KLTA-F	KLTA-F
									KFGO-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	12+ Ovrnite
1 WDAY-F	1 KLTA-F	1 KLTA-F	1 KLTA-F	1 KLTA-F	1 KQWB-F >	1 KPFX-F >	1 KPFX-F >>	1 KPFX-F >	1 KPFX-F	1 WDAY
KVOX-F	2 KVOX-F	2 WDAY-F	2 KVOX-F	2 KVOX-F	2 KPFX-F	2 KQWB-F >	2 KVOX-F	2 KQWB-F	2 KFGO	2 KFGO
KLTA-F >	3 WDAY-F	KVOX-F	3 WDAY-F	KFGO-F >	3 WDAY-F >	3 WDAY-F	KQWB-F	3 KFGO-F	3 KLTA-F	3 KVOX-F
4 KPFX-F	4 KFGX-F	KFGO-F >>	KFGO-F >	4 WDAY-F	4 KVOX	KVOX-F	4 KFGO-F >	4 KVOX-F	KFGO-F	KQWB
KFGX-F >			5 KPHT-F	KFGO	KFGO-F >>	KFGO-F		KLTA-F	5 KVOX-F >	KPFX-F
			KFGX-F					6 KFGO		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KOCL-F	O	96.7 Arthur	0.8 2.5 2 34
KQWB	ST	1550 W. Fargo	2.5 6.4 7 108
KVOX	SPRTS	1280 Moorhead	1.7 3.4 5 70

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBOT-F	C	104.1 Pelican Rpd., MN	0.4 1.6 7 108
KZCR-F	CL AOR	103.3 Fergus Falls, MN	0.4 4.1 7 155

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	23 (1)	23 (1)	11.0 %	11.9 %
AOR/Classic/NR	0 (0)	48 (4)	48 (4)	22.9 %	13.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	19 (1)	19 (1)	9.0 %	14.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	46 (3)	46 (3)	21.9 %	20.6 %
Full Service	37 (1)	0 (0)	37 (1)	17.6 %	25.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	16 (1)	0 (0)	16 (1)	7.6 %	7.8 %
Oldies	0 (0)	11 (2)	11 (2)	5.2 %	2.3 %
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	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	4 (1)	0 (0)	4 (1)	1.9 %	0.0 %
Standards/EZ	6 (1)	0 (0)	6 (1)	2.9 %	4.1 %
Totals	63 (4)	147 (11)	210 (15)		

FARGO

Consolidation Report	12+	25-54	Revenue
Jim Ingstad KPFX-FM, KQWB-AM, KQWB-FM	19.0 %	18.0 %	15.2 %
Otter Tail KFGO-AM, KFGO-FM, KFGX-FM, KPHT-FM, KVOX-AM, KVOX-FM	43.5 %	44.5 %	57.8 %
Tom Ingstad KLTA-FM, WDAY-FM	17.7 %	20.4 %	18.9 %
	80.2 %	82.9 %	91.9 %

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer
KFGO	790	5 kw (DA-N)	Full Svc.	CBS	\$41.00	CBS Otter Tail
KQWB	1550	10 kw/5 kw (DA-N)	Standards	Westwd	\$ NA	Christal T. Ingstad
KVOX	1280	5 kw/1 kw (DA-2)	Sports	Westwd	\$<20.00	Katz Otter Tail
WDAY	970	5 kw (DA-N)	Talk	ABC	\$23.00	Katz

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Buyer	Notes
KFGO	101.9	93 kw @ 1001	Country	\$37.00	CBS	Otter Tail	
KFGX	95.1	100 kw @ 971	Modern AC	\$<20.00	Katz	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	
KPHT	92.7	25 kw @ 328	Oldies	ABC	\$ NA	—	Otter Tail Kindred
KQWB	98.7	100 kw @ 581	AOR	Westwd	\$22.00	Christal	J. Ingstad
KVOX	99.9	100 kw @ 380	Country	\$24.00	Katz	Otter Tail	
WDAY	93.7	100 kw @ 1030	CHR	\$20.00	Katz	T. Ingstad	

Notes: 3/98 KFGX-F changed from Modern AC to AOR . . . 3/98 KCQV-F changed calls to KOCL-F ("Kool 96.7")

Jim Duncan

Comments: Total radio usage (Average Persons Rating) is down moderately (-0.6 ratings point) . . . KVOX-F has its fourth consecutive down book . . . KPFX-F is in a strong uptrend . . . KPHT-F is growing

FAYETTEVILLE, NC

Arbitron Rank: 125 Pop (12+): 319,700
MSA Rank: 164
MSA Pop: 285,000
DMA: Raleigh (#30)
Average Persons Rating: 16.0
Market TSL in Hours: 21.00

Stations: 28 / 18
Diaries: 1,080/296:1/46.8%
Sample Target: 1,070
% Below Line: 13.8
% Not Listed: 10.5
Pop per Station: 17,761

Last Year's Revenue: \$13,600,000
Household Income: \$39,971
Total Retail Sales: \$4.2 Bil.
#1 Billing: WKML-F \$3,600,000
#1 Billing Portfolio: Beasley \$8,500,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WZFX-F	B	81 / 15.8	16.6	16.2	14.1	894 / 28.0	30.0	29.8	136 / 1718	E	WZFX-F
2	WKML-F	C	61 / 11.9	11.3	14.0	13.9	870 / 27.2	24.5	23.9	114 / 1671	E	WKML-F
3	WFLB-F	O	39 / 7.6	6.7	7.1	7.0	544 / 17.0	15.0	13.7	87 / 1027	C	WFLB-F
4	WQSM-F	AC	38 / 7.4	9.1	7.9	8.5	736 / 23.0	21.4	22.5	55 / 1175	D	WQSM-F
5	WKQB-F	CL AOR	27 / 5.3	5.7	3.1	3.1	336 / 10.6	13.1	7.9	53 / 772	B	WKQB-F
6	WRCQ-F	AOR	26 / 5.1	7.1	4.8	5.8	476 / 14.9	16.7	14.3	35 / 693	C	WRCQ-F
7	WFNC-AF	N/T	25 / 4.9	5.3	3.8	5.0	397 / 12.4	9.8	8.4	32 / 561	B	WFNC-AF
8	WUKS-F	B/AC	22 / 4.3	4.0	9.0	7.0	358 / 11.2	11.7	19.8	24 / 437	A	WUKS-F
9	WKKE	G	13 / 2.5	0.6		1.5	67 / 2.1	1.3		13 / 67		WKKE
	WEGX-F	C	13 / 2.5	2.2	1.2	1.2	304 / 9.5	7.7	7.3	33 / 666		WEGX-F
11	WFMO	G	12 / 2.3	0.8	1.9	2.3	77 / 2.4	1.6	2.0	12 / 77		WFMO
	WSTS-F	G	12 / 2.3	2.6	2.1	3.1	176 / 5.5	5.7	4.9	24 / 335		WSTS-F
	WIDU	G/B	12 / 2.3	4.2	3.7	2.3	144 / 4.5	6.3	6.2	12 / 158	A	WIDU
14	WCCG-F	B/O	11 / 2.1	1.6			136 / 4.2	3.6		11 / 169		WCCG-F
	WRAL-F	AC	11 / 2.1	2.4	2.5	1.7	304 / 9.5	11.6	10.5	22 / 597		WRAL-F

12+ FM Share (Metro): 86.24% (395 of 458) (Spring 1997: 87.16%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZFX-F >>>	1 WZFX-F >>	1 WZFX-F >	1 WZFX-F	1 WZFX-F	1 WKML-F <	1 WZFX-F <	1 WZFX-F	1 WZFX-F >	1 WZFX-F >>	1 WZFX-F >
2 WQSM-F	2 WKML-F	2 WKML-F	2 WKML-F	2 WKML-F	2 WFLB-F >	2 WKML-F >	2 WKML-F	2 WKML-F	2 WKML-F >	2 WKML-F >>
	3 WRCQ-F	3 WQSM-F	3 WQSM-F <	3 WQSM-F	3 WFNC-AF	3 WFLB-F <	3 WFLB-F	3 WQSM-F <	3 WQSM-F <	3 WQSM-F <
		4 WKQB-F	4 WFLB-F	4 WFLB-F	4 WZFX-F >	4 WQSM-F <	4 WQSM-F	4 WFLB-F	4 WUKS-F	4 WFLB-F
	5 WKQB-F >>	5 WFLB-F <	5 WKQB-F <	5 WKQB-F	5 WQSM-F	5 WKQB-F <	5 WFNC-AF	5 WFNC-AF	5 WRCQ-F	5 WUKS-F
	6 WUKS-F	6 WRCQ-F	6 WUKS-F >	6 WUKS-F	6 WKKE	6 WRCQ-F <	6 WKQB-F <	6 WKQB-F	6 WFLB-F	6 WKQB-F
		7 WUKS-F >	7 WFNC-AF	7 WFNC-AF	7 WUKS-F	7 WFNC-AF	7 WRCQ-F >	7 WRCQ-F		7 WIDU <

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	12+ Ovmit
1 WZFX-F >>	1 WZFX-F >>	1 WZFX-F >	1 WZFX-F >	1 WZFX-F	1 WRCQ-F >	1 WZFX-F >	1 WZFX-F >	1 WZFX-F	1 WZFX-F >	1 WZFX-F <
2 WKML-F	2 WKML-F	2 WKML-F	2 WKML-F	2 WKML-F	2 WKQB-F	2 WRCQ-F	2 WKQB-F >	2 WKQB-F	2 WKQB-F <	2 WKML-F >
3 WQSM-F	3 WQSM-F >>	3 WQSM-F >>	3 WQSM-F >	3 WQSM-F	WZFX-F >	WKQB-F >	3 WQSM-F	3 WKML-F	3 WKML-F	3 WKQB-F
4 WRCQ-F >>>	4 WRCQ-F	4 WKQB-F	4 WFLB-F	4 WFLB-F	4 WKML-F	4 WKML-F	4 WKML-F	4 WRCQ-F	4 WQSM-F	
	5 WKQB-F	WUKS-F	5 WUKS-F >	5 WUKS-F	5 WEGX-F	5 WQSM-F >>	WRCQ-F	5 WQSM-F	WFLB-F	
	WUKS-F			6 WFNC-AF	6 WQSM-F >			6 WFLB-F	6 WUKS-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAZZ	ST	1490 Fayetteville	0.4 1.2 3 47
WGQR-F	O	105.7 Elizabethtown	0.8 2.1 6 153
WYRU	G	1160 Red Springs	0.4 1.2 3 51

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBB-F	AOR	96.1 Raleigh	0.8 4.6 18 313
WCLN-F	REL	107.3 Clinton	1.6 5.1 11 236
WDCG-F	CHR	105.1 Durham	1.2 6.5 13 396
WNNL-F	B/G	103.9 Fuquay-Varina	2.0 4.6 15 263
WQDR-F	C	94.7 Raleigh	2.0 8.8 33 633
WRDU-F	AOR	106.1 Wilson	0.8 3.1 6 203
WRSN-F	AC	93.9 Burlington	0.6 1.8 11 146
WTRG-F	O	100.7 Rocky Mount	0.4 2.3 13 284

FAYETTEVILLE, NC

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Beasley			40.4 %	41.1 %	62.5 %	AC	0	(0)	52	(3)	52	(3)	11.4 %	12.4 %
WAZZ-AM, WFLB-FM, WKML-FM, WUKS-FM, WYRU-AM, WZFX-FM						AOR/Classic/NR	0	(0)	61	(4)	61	(4)	13.3 %	9.7 %
Cape Fear			17.4 %	16.3 %	30.5 %	Black/Urban	0	(0)	114	(3)	114	(3)	24.9 %	27.6 %
WFNC-AM, WFNC-FM, WQSM-FM, WRCQ-FM						CHR	0	(0)	6	(1)	6	(1)	1.3 %	2.9 %
			57.8 %	57.4 %	93.0 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Country	0	(0)	84	(3)	84	(3)	18.3 %	20.0 %
						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	22	(1)	3	(1)	25	(2)	5.5 %	4.8 %
						Oldies	0	(0)	45	(3)	45	(3)	9.8 %	9.7 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	39	(4)	30	(3)	69	(7)	15.1 %	11.8 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Standards/EZ	2	(1)	0	(0)	2	(1)	0.4 %	1.1 %
Totals							63	(6)	395	(21)	458	(27)		

AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Spg 97
WFMO	860	1 kw/0.012 kw	Gospel	\$<20.00	TN	WSTS-F		Fairmont
WFNC	640	10 kw/1 kw (DA-N)	News/Talk	CBS	\$22.00	Katz		Cape Fear
WIDU	1600	5 kw/0.147 kw (DA-2)	Gospel/Black	CNN	\$<20.00	D&R		
WKKE	1080	5 kw (Days)	Gospel	\$ NA	Savalli			St. Pauls

FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Spg 97
WCCG	104.5	5 kw @ 305	Black Oldies	\$ NA	---			Hope Mills
WFLB	96.5	100 kw @ 1043	Oldies	Westwd	\$23.00	D&R		Beasley
WFNC	102.3	3 kw @ 269	See WFNC					Lumberton
WKML	95.7	100 kw @ 1043	Country	ABC	\$66.00	D&R		Beasley
WKQB	106.9	50 kw @ 492	Classic AOR	AP	\$<20.00	---		Southern Pines
WQSM	98.1	100 kw @ 830	AC		\$45.00	Katz		Cape Fear
WRCQ	103.5	48 kw @ 502	AOR	ABC	\$31.00	---		Cape Fear
WSTS	100.9	50 kw @ 489	Gospel	\$<20.00	TN	WFMO		Dunn
WUKS	107.7	6 kw @ 328	Black AC	ABC	\$<20.00	D&R		Beasley
WZFX	99.1	100 kw @ 981	Black	ABC	\$54.00	D&R		Beasley

Notes: WEGX-F -- See Florence, SC in the Spring 1998 American Radio Small Market edition; WRAL-F -- See Raleigh-Durham . . . 3/98 WJSK-F changed from Country to simulcasting News/Talk WFNC as WFNC-F . . . 4/98 WRCQ-F sold by Peterson to Cape Fear for \$4,300,000 (Bergner)

Jim Duncan

Comments: Listening levels are up slightly

FLINT

Arbitron Rank: 116 Pop (12+): 356,300	Stations: 38 / 13	Last Year's Revenue: \$13,400,000
MSA Rank: 116	Diaries: 1,259/283:1/49.9%	Household Income: \$43,056
MSA Pop: 439,000	Sample Target: 1,260	Total Retail Sales: \$5.0 Bil.
DMA: 60 (w/Saginaw)	% Below Line: 31.5	#1 Biller: WCRZ-F \$4,900,000
Average Persons Rating: 15.8	% Not Listed: 11.4	#1 Billing Portfolio: Connoisseur \$6,750,000
Market TSL in Hours: 21.00	Pop per Station: 27,408	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WWCK-F	CHR	63 / 11.2	10.4	9.5	8.0	888 / 24.9	26.1	22.9	69 / 1114	E
2	WDZZ-F	B	61 / 10.8	11.1	11.5	11.6	700 / 19.7	19.2	21.0	61 / 719	D
3	WFBE-F	C	47 / 8.3	4.1			620 / 17.4	9.7		62 / 886	A
	WCRZ-F	AC	47 / 8.3	9.7	12.3	11.1	741 / 20.8	21.4	24.0	54 / 917	F
5	WHNN-F	O	31 / 5.5	5.4	7.1	4.9	568 / 15.9	14.0	18.6	42 / 817	
6	WKCQ-F	C	28 / 5.0	7.0	9.7	10.6	629 / 14.9	18.4	18.4	56 / 960	
7	WWBN-F	AOR	23 / 4.1	2.5	3.7	3.5	372 / 10.4	8.7	9.7	36 / 507	B
8	WOWE-F	B	22 / 3.9	2.9	2.5	4.3	308 / 8.6	7.9	7.9	22 / 308	A
	WJR	FS	22 / 3.9	5.2	3.2	4.5	391 / 11.0	13.1	10.9	38 / 625	
10	WOAP	ST	14 / 2.5	3.8	1.4	3.5	129 / 3.6	3.3	1.9	16 / 172	A
	WFLT	G	14 / 2.5	2.7	2.6	2.1	183 / 5.1	4.9	4.9	14 / 183	
12	WFDF	T	13 / 2.3	3.2	2.1	3.3	222 / 6.2	10.0	7.5	14 / 257	B
13	WFNT	T	11 / 2.0	1.6	1.8	1.9	114 / 3.2	4.9	4.9	12 / 138	A
14	WRIF-F	AOR	10 / 1.8	1.6	1.9	3.3	243 / 6.8	5.3	5.7	33 / 409	
	WMJA-FF	O	10 / 1.8	0.5	1.4	0.7	180 / 4.5	2.3	3.2	13 / 210	
	WRSR-F	SAC	10 / 1.8	2.2	1.4	2.1	189 / 5.3	6.0	5.0	11 / 208	
	WIOG-F	AC	10 / 1.8	3.2	3.5	3.5	353 / 9.9	14.5	14.4	30 / 731	

12+ FM Share (Metro): 83.17% (415 of 499) (Spring 1997: 84.14%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWCK-F >	1 WWCK-F	1 WWCK-F <	1 WWCK-F <	1 WWCK-F	1 WCRZ-F	1 WDZZ-F <	1 WWCK-F <	1 WWCK-F	1 WDZZ-F <	1 WDZZ-F <
2 WDZZ-F >>>	2 WDZZ-F >	2 WDZZ-F	2 WDZZ-F <	2 WDZZ-F <	2 WFBE-F	2 WWCK-F	2 WFBE-F <	2 WFBE-F <	2 WWCK-F >	2 WWCK-F
3 WFBE-F	3 WFBE-F	3 WFBE-F	3 WFBE-F <	3 WDZZ-F <	3 WDZZ-F <	3 WCRZ-F	3 WCRZ-F <	3 WDZZ-F	3 WCRZ-F <	3 WCRZ-F <
4 WWBN-F >	4 WCRZ-F >	4 WCRZ-F >	4 WCRZ-F >	4 WCRZ-F >	4 WHNN-F	4 WFBE-F	4 WDZZ-F	4 WCRZ-F	4 WOWE-F	4 WFBE-F >
5 WCRZ-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WKCQ-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WFBE-F	5 WKCQ-F
	WKCQ-F	WWBN-F	6 WWBN-F	6 WKCQ-F	WJR	6 WJR	6 WKCQ-F >	6 WKCQ-F	6 WJR	6 WWBN-F
7 WRIF-F	7 WKCQ-F	7 WKCQ-F	WOWE-F <	7 WWCK-F	7 WKCQ-F	7 WKCQ-F	7 WWBN-F <	7 WWBN-F <	7 WHNN-F <	WOWE-F
	WOWE-F	WOWE-F >	WOWE-F >	8 WWBN-F >	8 WFDF <	8 WFDF <	8 WOWE-F <	8 WOWE-F	8 WWBN-F >	
							9 WFNT			

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	12+ Ovmite
1 WWCK-F >	1 WWCK-F >	1 WWCK-F >	1 WWCK-F	1 WCRZ-F	1 WDZZ-F	1 WDZZ-F <	1 WWBN-F	1 WDZZ-F <	1 WFBE-F <	1 WWCK-F
2 WDZZ-F >>	2 WDZZ-F >	2 WDZZ-F	2 WCRZ-F	2 WWCK-F	2 WWBN-F	2 WWBN-F	WWCK-F	2 WWCK-F	2 WDZZ-F	2 WDZZ-F
3 WFBE-F	3 WFBE-F	3 WFBE-F >	3 WDZZ-F	3 WDZZ-F	WWCK-F	WWCK-F	3 WFBE-F	3 WFBE-F	WWCK-F >	3 WCRZ-F
	WCRZ-F >>	4 WCRZ-F	4 WCRZ-F >	4 WFBE-F >	4 WFBE-F >	4 WFBE-F	WRIF-F	4 WWBN-F >	4 WWBN-F	4 WFBE-F
		5 WKCQ-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WRIF-F >>	5 WRIF-F >	5 WHNN-F	5 WHNN-F	
		WOWE-F >	6 WOWE-F	6 WOWE-F	6 WOWE-F	6 WWGZ-F	6 WWGZ-F >	6 WKCQ-F	6 WCRZ-F	
		7 WRSR-F >	7 WKCQ-F	7 WKCQ-F	7 WKCQ-F	WHNN-F		7 WRIF-F	7 WKCQ-F	
			WRSR-F >	8 WFLT				8 WRIF-F		

Consolidation Report	12+	25-54	Revenue
Connoisseur	28.6 %	24.0 %	50.4 %
WDZZ-FM, WFDF-AM, WOAP-AM, WRSR-FM, WWCK-AM, WWCK-FM			
Regent	14.4 %	15.0 %	42.8 %
WCRZ-FM, WFNT-AM, WWBN-FM			
	43.0 %	39.0 %	93.2 %

FLINT

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WTRX	SPRTS	1330	Flint	0.7	2.7	5	135
WWGZ-F	AOR	103.1	Lapeer	1.2	3.5	11	197

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WCHB-F	B	105.9	Detroit	0.4	2.6	4	140
WCSX-F	CL AOR	94.7	Birmingham	0.4	2.1	7	150
WITL-F	C	100.7	Lansing	0.5	2.1	24	273
WJLB-F	B	97.9	Detroit	0.9	2.4	9	97
WKQI-F	AC/CHR	95.5	Detroit	0.4	2.3	9	199
WKQZ-F	AOR	93.3	Midland	0.7	2.1	10	195
WKRK-F	AOR-NR	97.1	Detroit	0.7	3.2	12	187
WMJA-F	O	104.5	Saginaw	1.6	4.5	12	202
WNIC-F	AC	100.3	Detroit	0.4	0.9	9	70
WOMC-F	O	104.3	Detroit	0.4	1.3	4	163
WSGW	FS/T	790	Saginaw	0.4	0.8	3	91
WTLZ-F	B	107.1	Saginaw	1.2	5.4	7	192
WVMV-F	J	98.7	Detroit	0.7	1.9	8	97
WWBR-F	AOR	102.9	Mt. Clemens	0.4	0.7	4	74
WWJ	N	950	Detroit	0.7	4.0	5	239
WWWW-F	C	106.7	Detroit	0.4	1.4	5	181
WXDG-F	AOR	105.1	Detroit	0.5	1.6	3	60
WYCD-F	C	99.5	Detroit	0.5	2.3	6	148

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	61 (4)	61 (4)	12.2 %	20.1 %
AOR/Classic/NR	0 (0)	55 (8)	55 (8)	11.0 %	9.0 %
Black/Urban	0 (0)	97 (5)	97 (5)	19.4 %	20.3 %
CHR	0 (0)	63 (1)	63 (1)	12.6 %	11.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	83 (5)	83 (5)	16.6 %	12.7 %
Full Service	24 (2)	0 (0)	24 (2)	4.8 %	3.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	4 (1)	4 (1)	0.8 %	0.0 %
News/Talk	28 (3)	0 (0)	28 (3)	5.6 %	5.4 %
Oldies	0 (0)	42 (4)	42 (4)	8.4 %	10.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	14 (1)	0 (0)	14 (1)	2.8 %	3.4 %
Soft AC	0 (0)	10 (1)	10 (1)	2.0 %	0.0 %
Sports	4 (1)	0 (0)	4 (1)	0.8 %	1.4 %
Standards/EZ	14 (1)	0 (0)	14 (1)	2.8 %	2.0 %
Totals	84 (8)	415 (29)	499 (37)		

AM Stations

WFDF	910	5 kw/1 kw (DA-2)	Talk	WW1, SBUSA, ESPN	<\$20.00	Allied	Connoisseur
WFLT	1420	0.5 kw/0.142 kw (DA-2)	Gospel	Westwd	<\$20.00	P/W	
WFNT	1470	5 kw/1 kw (DA-N)	Talk	ABC	<\$20.00	Katz	Regent

FM Stations

WCRZ	107.9	50 kw @ 331	AC	CBS	\$98.00	Katz	Regent
WDZZ	92.7	3 kw @ 256	Black	ABC	\$50.00	Allied	Connoisseur
WFBE	95.1	50 kw @ 243	Country		\$ NA	Eastman	Liggett
WOWE	98.9	3 kw @ 328	Black	ABC	<\$20.00	---	Vassar
WRSR	103.9	2.86 kw @ 482	Soft AC		<\$20.00	Christal	Connoisseur
WWBN	101.7	3 kw @ 328	AOR		\$22.00	Katz	Regent
WWCK	105.5	25 kw @ 328	CHR	Westwd	\$60.00	Christal	Connoisseur

Notes: Other ranked stations -- See Detroit or Saginaw-Bay City . . . 3/98 WAHV-F changed from AC to Soft AC . . . 5/98 WAHV-F changed calls to WRSR-F; remains Soft AC

Jim Duncan

Comments: Listening to all radio has held steady . . . WFBE-F continues to show strong growth; it's hard to believe that prior to WFBE-F's change, Flint did not have a local Country station . . . AC WCRZ-F has been hurt seriously by WFBE's ascent . . . WWCK-F has its highest share since the early 1990's

FORT MYERS-NAPLES

Arbitron Rank: 75 Pop (12+): 516,200
MSA Rank: 127-Ft. Myers; 204-Naples
MSA Pop: 596,000
DMA: 84
Average Persons Rating: 16.0
Market TSL in Hours: 21.50

Stations: 28 / 23
Diaries: 1,514/341:1/49.3%
Sample Target: 1,540
% Below Line: 2.2
% Not Listed: 12.9
Pop per Station: 22,443

Last Year's Revenue: \$21,500,000
Household Income: \$40,175
Total Retail Sales: \$7.6 Bil.
#1 Biller: WINK-F \$3,300,000
#1 Billing Portfolio: Beasley \$6,840,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WAVV-F	EZ	100 / 12.1	12.1	13.6	11.5	1044 / 20.2	17.6	19.7	102 / 1099	C	WAVV-F
2	WXKB-F	CHR	72 / 8.7	10.7	7.4	9.6	1110 / 21.5	21.3	20.2	92 / 1439	D	WXKB-F
3	WCKT-F	C	60 / 7.3	5.8	5.8	5.4	680 / 13.2	14.1	14.8	60 / 717	D	WCKT-F
4	WINK-AA	N/T	48 / 5.8	6.4	5.4	5.1	613 / 11.9	12.4	11.9	49 / 645	C	WINK-AA
	WINK-F	AC	48 / 5.8	5.5	5.7	7.5	749 / 14.5	14.2	14.6	72 / 1009	E	WINK-F
6	WRXK-F	AOR	47 / 5.7	6.2	5.9	5.2	717 / 13.9	14.9	14.8	56 / 832	D	WRXK-F
7	WOLZ-F	O	43 / 5.2	5.0	5.3	4.7	730 / 14.2	11.7	12.5	46 / 820	C	WOLZ-F
	WJST-F	ST	43 / 5.2	4.0	5.7	3.1	442 / 8.6	7.6	7.6	43 / 448	A	WJST-F
9	WARO-F	CL AOR	42 / 5.1	5.0	2.8	4.4	657 / 12.7	11.2	9.8	46 / 726	C	WARO-F
10	WWGR-F	C	33 / 4.0	3.4	5.7	7.1	467 / 9.0	8.4	11.3	42 / 611	C	WWGR-F
11	WJBX-F	AOR-NR	30 / 3.6	4.6	3.1	3.5	514 / 10.0	11.9	10.2	34 / 568	B	WJBX-F
12	WSGL-F	AC/CHR	24 / 2.9	2.1	2.0	1.6	368 / 7.1	5.9	6.5	24 / 368		WSGL-F
13	WQNU-F	C	23 / 2.8	0.8	0.9		326 / 6.3	4.0	2.8	23 / 342		WQNU-F
14	WPRW-F	CHR	19 / 2.3	2.5	2.8	3.4	401 / 7.8	7.8	7.8	19 / 401	A	WPRW-F
15	WXRm-F	SAC	18 / 2.2	2.3	1.6	1.9	404 / 7.8	7.3	5.1	21 / 491	A	WXRm-F

12+ FM Share (Metro): 87.64% (631 of 720) (Spring 1997: 86.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WXKB-F >>	1	WRXK-F <	1	WAVV-F >	1	WAVV-F	1	WXKB-F >	1
2	WPRW-F >	2	WARO-F	2	WINK-AA <	2	WINK-AA	2	WAVV-F >	2
3	WJBX-F	3	WCKT-F	3	WCKT-F	3	WCKT-F	3	WARO-F	3
	WWGR-F	4	WCKT-F	4	WJST-F <	4	WCKT-F	4	WJST-F <	4
	WQNU-F	5	WCKT-F	5	WOLZ-F <	5	WINK-F	5	WPRW-F	5
6	WARO-F	6	WJST-F	6	WINK-F	6	WINK-AA <	6	WINK-AA	6
	WJST-F	7	WJST-F	7	WARO-F	7	WARO-F	7	WJST-F	7
	WJST-F	8	WJST-F	8	WJST-F	8	WRXK-F <	8	WJST-F	8
	WJST-F		WJST-F		WJST-F		WJST-F		WJST-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	12+ Ovrrte
1	WXKB-F >>>	1	WRXK-F >	1	WAVV-F >	1	WAVV-F	1	WXKB-F >	1
2	WPRW-F >	2	WARO-F	2	WINK-AA >	2	WINK-AA	2	WAVV-F >	2
	WJST-F	3	WCKT-F	3	WCKT-F	3	WCKT-F	3	WARO-F >	3
	WWGR-F >	4	WCKT-F	4	WJST-F <	4	WCKT-F	4	WJST-F <	4
5	WQNU-F >>	5	WCKT-F	5	WOLZ-F <	5	WINK-F	5	WPRW-F	5
	WJST-F	6	WJST-F	6	WINK-F	6	WINK-AA <	6	WINK-AA	6
	WJST-F	7	WJST-F	7	WARO-F	7	WARO-F	7	WJST-F	7
	WJST-F		WJST-F		WJST-F		WJST-F		WJST-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAFZ	SP	1490	Immokalee 0.6 1.0 5 53
WCRM	SP	1350	Fort Myers 0.5 1.0 4 55
WDRR-F	J	98.5	Carlos Park 1.3 3.9 11 206
WGUF-F	J	98.9	Marco 0.7 2.0 6 101
WTLQ	T	1200	Pine Island Center 1.7 4.4 15 250
WWCL	SP-C	1440	Lehigh Acres 0.8 1.2 8 85
WWCN	T	770	N. Fort Myers 0.6 2.2 5 130

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCVU-F	EZ	104.9	Solana 0.4 1.4 16 240
WHPT-F	AOR-P	102.5	Sarasota 0.5 2.1 14 249
WIKX-F	C	92.9	Punta Gorda 0.6 1.6 26 394
WKII	ST	1070	Port Charlotte 0.7 2.5 26 336

FORT MYERS-NAPLES

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Beasley WJBX-FM, WJST-FM, WRIX-FM, WWCN-AM, WXKB-FM	18.1 %	15.8 %	31.8 %	AC	0 (0)	72 (2)	72 (2)	10.0 %	12.6 %
Clear Channel WCKT-FM, WKII-AM, WOLZ-FM, WQNU-FM, WXR-AM	18.2 %	20.7 %	20.8 %	AOR/Classic/NR	0 (0)	123 (4)	123 (4)	17.1 %	11.7 %
Local (LMA by Meridian) WINK-AM, WINK-FM, WTLQ-AM	10.5 %	11.4 %	22.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Meridian WARO-FM, WNOG-AM, WPRW-FM	10.2 %	12.9 %	7.1 %	CHR	0 (0)	91 (2)	91 (2)	12.6 %	12.6 %
Renda WGUF-FM, WSGL-FM, WWGR-FM	7.6 %	9.8 %	10.2 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	121 (4)	121 (4)	16.8 %	14.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	16 (3)	0 (0)	16 (3)	2.2 %	2.5 %
				Jazz	0 (0)	17 (2)	17 (2)	2.4 %	4.0 %
				News/Talk	67 (4)	0 (0)	67 (4)	9.3 %	8.8 %
				Oldies	0 (0)	43 (1)	43 (1)	6.0 %	6.1 %
				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	0 (0)	18 (1)	18 (1)	2.5 %	1.9 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	6 (1)	146 (3)	152 (4)	21.1 %	25.5 %
				Totals	89 (8)	631 (19)	720 (27)		

AM Stations

WINK	1240	1 kw	News/Talk	CBS, Westwd, Talknt	\$32.00	---	WTLQ/WINK-F	
WNOG	1270	5 kw/1.9 kw (DA-2)	See WINK				Meridian (Schwartzel)	Naples
WTLQ	1200	10 kw/1 kw (DA-2)	Talk	CNN	\$ NA	---	WINK-AF	Pine Island Center

FM Stations

WARO	94.5	100 kw @ 1014	Classic AOR		\$39.00	Mc-Guild	Meridian (Schwartzel)	
WAVV	101.1	100 kw @ 981	Easy Listening	AP	\$40.00	Christal		Marco
WCKT	107.1	25.5 kw @ 709	Country		\$62.00	Clr Chnl	Clear Channel	Lehigh Acres
WINK	96.9	100 kw @ 1322	AC		\$66.00	Mc-Guild	WINK/WTLQ	
WJBX	99.3	50 kw @ 285	New Rock		\$29.00	Eastman	Beasley	Ft. Myers Beach
WJST	106.3	6 kw @ 266	Standards	Westwd, JRN	\$18.00	Eastman	Beasley	Ft. Myers Villa
WOLZ	95.3	79 kw @ 476	Oldies		\$34.00	Clr Chnl	Clear Channel	
WPRW	93.5	3 kw @ 298	CHR		\$ NA	Mc-Guild	Meridian (Schwartzel)	
WQNU	105.5	7.1 kw @ 594	Country	Westwd	\$ NA	Clr Chnl	Clear Channel	Naples Park
WRXK	96.1	100 kw @ 1119	AOR	Westwd	\$50.00	D&R	Beasley	Bonita Springs
WSGL	103.1	14 kw @ 440	AC/CHR		\$<20.00	Allied	Renda	
WWGR	101.9	100 kw @ 991	Country		\$32.00	Katz	Renda	
WXKB	103.9	100 kw @ 981	CHR	ABC	\$46.00	D&R	Beasley	Cape Coral
WXR-AM	100.1	100 kw @ 476	Soft AC	ABC	\$<20.00	Clr Chnl	Clear Channel	Pt. Charlotte

Notes: 3/98 WJBX-F changed from Modern AC (AC-NR) to New Rock (AOR-NR) as "The X"

Jim Duncan

Comments: Listening levels are steady . . . WQNU-F has become viable with a 2.8 . . . WSGL-F has recorded three consecutive 12+ share gains and has its highest share since Fort Myers-Naples became a "standard" Arbitron market . . . WARO-F has completed its recovery from its bad book one year ago

FORT PIERCE

Arbitron Rank: 119 Pop (12+): 345,800
 MSA Rank: NA
 MSA Pop: NA
 DMA: W. Palm Beach (#45)
 Average Persons Rating: 16.9
 Market TSL In Hours: 22.50

Stations: 28 / 13
 Diaries: 744/465:1/53.3%
 Sample Target: 750
 % Below Line: 36.1
 % Not Listed: 21.9
 Pop per Station: 26,600

Last Year's Revenue: NA
 Household Income: \$37,338
 Total Retail Sales: \$3.9 Bil.
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WOSN-F	ST	54 / 9.3	8.2	8.4	8.7	546 / 15.8	15.1	14.7	54 / 546	WOSN-F
2	WGYL-F	SAC	34 / 5.8	5.0	7.6	6.9	373 / 10.8	10.5	11.2	38 / 390	WGYL-F
3	WMBX-F	AC/CHR	30 / 5.1	4.5	4.2	5.1	450 / 13.0	16.0	15.5	31 / 470	WMBX-F
	WPBZ-F	AOR-NR	30 / 5.1	3.1	4.9	4.5	389 / 11.3	10.2	11.4	30 / 394	WPBZ-F
5	WEAT-F	AC/SAC	28 / 4.8	4.2	3.5	2.5	341 / 9.8	10.6	9.5	30 / 372	WEAT-F
	WZZR-F	AOR	28 / 4.8	5.5	6.7	4.2	367 / 10.6	11.2	14.0	32 / 403	WZZR-F
	WXFG-F	C	28 / 4.8	4.7	3.1	2.7	521 / 15.1	12.1	12.3	45 / 629	WXFG-F
	WKGR-F	CL AOR	28 / 4.8	3.2	4.2	7.1	418 / 12.1	11.9	10.8	30 / 446	WKGR-F
9	WQOL-F	O	25 / 4.3	3.9	6.4	4.5	333 / 9.6	11.7	13.9	26 / 351	WQOL-F
10	WFLM-F	B	24 / 4.1	7.4	4.7	5.4	413 / 11.9	15.3	10.8	25 / 451	WFLM-F
11	WPAW-F	C	16 / 2.7	4.2	2.7	2.5	184 / 5.3	8.1	5.7	17 / 207	WPAW-F
	WJBW-F	ST	16 / 2.7	4.2	3.5	2.7	135 / 3.9	8.0	7.9	16 / 139	WJBW-F
13	WBBE-F	AC/CHR	15 / 2.6	2.4	2.7	5.1	301 / 8.7	8.9	7.5	15 / 317	WBBE-F
14	WAVV-F	C	14 / 2.4	2.6	2.5	4.5	307 / 8.9	8.9	8.5	14 / 307	WAVV-F
15	WPSL	T	12 / 2.1	1.8	2.4	1.5	177 / 5.1	6.4	4.5	12 / 177	WPSL
	WRMF-F	AC	12 / 2.1	2.1	2.9	2.2	175 / 5.1	5.9	6.7	12 / 175	WRMF-F

12+ FM Share (Metro): 89.25% (407 of 456) (Spring 1997: 90.79%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPBZ-F >	1 WPBZ-F >	1 WZZR-F	1 WZZR-F	1 WZZR-F	1 WOSN-F >	1 WOSN-F >	1 WOSN-F	1 WOSN-F	1 WFLM-F	1 WOSN-F >
2 WMBX-F	2 WZZR-F	2 WMBX-F <	2 WMBX-F <	2 WKGR-F	2 WGYL-F	2 WGYL-F <	2 WZZR-F	2 WMBX-F <	2 WPBZ-F <	2 WGYL-F <
3 WAOA-F >	WMBX-F <	3 WKGR-F	3 WKGR-F	WMBX-F	3 WQOL-F <	3 WPBZ-F <	3 WGYL-F <	3 WPBZ-F <	3 WMBX-F <	3 WMBX-F
	4 WFLM-F <	WPBZ-F	4 WPBZ-F	4 WEAT-F	4 WEAT-F	4 WKGR-F <	4 WEAT-F <	4 WEAT-F <	4 WOSN-F <	4 WPBZ-F <
	5 WBBE-F	5 WFLM-F	5 WFLM-F	5 WQOL-F	5 WXFG-F <	5 WEAT-F <	5 WXFG-F <	5 WXFG-F <	5 WGYL-F	5 WFLM-F
	6 WKGR-F	6 WXFG-F	WQOL-F	WPBZ-F	6 WKGR-F <	6 WZZR-F <	6 WKGR-F	6 WKGR-F	6 WQOL-F <	6 WXFG-F <
	7 WXFG-F >	7 WQOL-F	WEAT-F	WFLM-F <	7 WZZR-F	7 WQOL-F	7 WMBX-F <	7 WGYL-F	7 WKGR-F	7 WEAT-F
		WEAT-F	8 WXFG-F	8 WXFG-F	WJBW-F	8 WXFG-F <	8 WQOL-F <	WQOL-F <	8 WPAW-F	8 WQOL-F
			9 WPAW-F >			9 WMBX-F	9 WPSL			9 WJBW-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	12+ Ovrnite
1 WPBZ-F	1 WMBX-F	1 WMBX-F >	1 WMBX-F	1 WEAT-F	1 WKGR-F	1 WPBZ-F	1 WPBZ-F >	1 WZZR-F	1 WZZR-F	1 WPBZ-F
2 WMBX-F	2 WPBZ-F	2 WPBZ-F	2 WXFG-F	WMBX-F	WZZR-F	2 WZZR-F	2 WZZR-F	2 WKGR-F >	2 WKGR-F >	2 WFLM-F
WBBE-F >	3 WBBE-F	WFLM-F	WPBZ-F	3 WXFG-F	3 WPBZ-F >	3 WKGR-F >	3 WKGR-F	3 WPBZ-F	3 WPAW-F	3 WXFG-F
4 WXFG-F	WXFG-F	WXFG-F	4 WEAT-F	4 WFLM-F	4 WMBX-F	4 WFLM-F >	4 WFLM-F >	4 WFLM-F	WQOL-F	WPAW-F
WFLM-F	5 WFLM-F >	WBBE-F >	5 WFLM-F	5 WRMF-F	WFLM-F >>	5 WTKS-F		WMBX-F	WPBZ-F	WAVV-F
WSTU >>	6 WEAT-F	6 WEAT-F	6 WBBE-F	WPBZ-F				6 WPAW-F	6 WFLM-F	
	WPAW-F >	WPAW-F	WQOL-F >	WQOL-F >				7 WQOL-F >	WMBX-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAXE	T	1370	Vero Beach 1.2 2.5 7 87
WIRA	ST	1400	Ft. Pierce 0.7 1.5 4 53
WJNX	N/T	1330	Ft. Pierce 1.2 3.5 7 125
WSTU	O	1450	Stuart 0.9 3.4 5 119

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAOA-F	CHR	107.1	Melbourne 0.7 2.6 4 92
WBZT	T	1290	W. Palm Beach 0.7 1.7 4 59
WIRK-F	C	107.9	W. Palm Beach 1.5 6.3 10 252
WJNO	N/T	1040	Boynton Beach 1.4 3.1 8 107
WOLL-F	O	94.3	Riviera Beach 0.5 1.2 3 43
WRLX-F	SAC	92.1	W. Palm Beach 0.7 1.6 4 55
WSWN	B/G	900	Belle Glade 0.3 1.3 3 63
WTKS-F	T	104.1	Cocoa Beach 0.9 2.4 5 85

FORT PIERCE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	15.3 %	20.3 %	%	AC	0 (0)	85 (4)	85 (4)	18.6 %	12.6 %
WAVV-FM, WAXE-AM, WBBE-FM, WQOL-FM, WZZR-FM				AOR/Classic/NR	0 (0)	86 (3)	86 (3)	18.9 %	19.6 %
	15.3 %	20.3 %	%	Black/Urban	0 (0)	24 (1)	24 (1)	5.3 %	5.8 %
				CHR	0 (0)	4 (1)	4 (1)	0.9 %	0.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	67 (4)	67 (4)	14.7 %	14.6 %
				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	38 (5)	5 (1)	43 (6)	9.4 %	8.3 %
				Oldies	5 (1)	28 (2)	33 (3)	7.2 %	8.5 %
				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	0 (0)	38 (2)	38 (2)	8.3 %	14.6 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	4 (1)	70 (2)	74 (3)	16.2 %	15.1 %
				Totals	49 (8)	407 (20)	456 (28)		

AM Stations

WJNX	1330	5 kw/1 kw (DA-2)	News/Talk	CNN, AP, ABC	Allied	Clear Channel, pend.	
WPSL	1590	5 kw/0.064 kw	Talk	CBS, BNN, TARN	K&P		Port St. Lucie

FM Stations

WAVV	101.7	3.1 kw @ 466	Country	ABC	Katz	Capstar	
WBBE	94.7	25 kw @ 295	AC/CHR		Katz	Capstar	Gifford
WFLM	104.7	25 kw @ 328	Black		Williams		White City
WGYL	107.1	50 kw @ 479	Soft AC		---		Vero Beach
WOSN	97.1	23 kw @ 348	Standards	Westwd	---	Centennial	
WPAW	99.7	26 kw @ 440	Country		---		Vero Beach
WQOL	103.7	50 kw @ 475	Oldies	CNN, Westwd	Katz	Capstar	Vero Beach
WZZR	92.7	50 kw @ 482	AOR		Eastman	Capstar	Stuart

Notes: Other ranked stations – See West Palm Beach . . . No revenue data are available . . . WPAW-F is LMA'd to Capstar . . . 4/98 WFLM-F sold (price NA) . . . 5/98 50% interest in WPAW-F sold for \$617,417

Jim Duncan

Comments: Total listening to radio is up moderately (+0.7 ratings point)

FORT WAYNE

Arbitron Rank: 101 Pop (12+): 387,300
 MSA Rank: 104
 MSA Pop: 477,000
 DMA: 103
 Average Persons Rating: 15.3
 Market TSL in Hours: 20.25

Stations: 20 / 18
 Diaries: 1,261/307:1/59.7%
 Sample Target: 1,210
 % Below Line: 2.0
 % Not Listed: 16.7
 Pop per Station: 21,517

Last Year's Revenue: \$17,800,000
 Household Income: \$44,571
 Total Retail Sales: \$4.3 Bil.
 #1 Biller: WQHK-F \$2,800,000
 #1 Billing Portfolio: Federated \$9,910,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WQHK-F	C	62 / 10.5	10.8	12.3	11.7	848 / 21.9	21.3	24.4	67 / 956	D
2	WAJI-F	AC	47 / 7.9	9.2	9.0	9.4	881 / 22.7	20.6	18.3	75 / 1211	D
3	WLDE-F	O	46 / 7.8	5.4	5.3	5.5	752 / 19.4	15.0	17.0	52 / 873	C
4	WOWO	FS	45 / 7.6	6.6	5.6	5.5	751 / 19.4	20.8	17.4	59 / 1109	D
5	WMEE-F	CHR/AC	41 / 6.9	7.8	6.6	4.2	805 / 20.8	21.7	16.9	73 / 1366	C
6	WBYP-F	AOR	38 / 6.4	6.3	5.1	5.8	615 / 15.9	15.7	12.7	75 / 1271	C
7	WFWI-F	CL AOR	33 / 5.6	6.9	7.0	7.6	667 / 17.2	18.8	16.9	42 / 890	C
8	WSHI-F	ST	30 / 5.1	3.4	1.3	1.1	365 / 9.4	7.5	4.6	39 / 441	A
9	WBTU-F	C	29 / 4.9	5.8	5.5	6.0	512 / 13.2	13.9	14.6	88 / 1179	C
10	WEJE-F	AOR-NR	23 / 3.9	4.6	3.8	4.5	496 / 12.6	15.1	14.1	34 / 760	B
11	WHWD	ST	18 / 3.0	4.1	4.8	3.7	277 / 7.1	8.1	6.4	23 / 300	A
12	WYSR-F	AC-NR	16 / 2.7	2.9	0.8		403 / 10.4	10.1	2.8	16 / 439	A
	WJFX-F	B	16 / 2.7	4.4	5.0	5.8	238 / 6.1	5.9	8.1	17 / 271	A
14	WGL-AF	T/SPRTS	15 / 2.5	2.0	4.5	5.3	292 / 7.5	7.5	10.7	16 / 308	B
15	WXKE-F	AOR/CL	14 / 2.4	2.7	3.7	4.4	272 / 7.0	7.2	8.1	16 / 342	B

12+ FM Share (Metro): 83.20% (411 of 494) (Spring 1997: 81.18%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WMEE-F	1 WQHK-F	1 WQHK-F	1 WQHK-F	1 WOWO <	1 WFWI-F <	1 WQHK-F	1 WQHK-F	1 WBYP-F	1 WQHK-F >
2	WBYP-F	2 WBYP-F	2 WAJI-F	2 WAJI-F <	2 WLDE-F	2 WQHK-F	2 WAJI-F <	2 WOWO <	2 WQHK-F	2 WAJI-F <
	WEJE-F >	3 WMEE-F	3 WBYP-F <	3 WLDE-F <	3 WAJI-F	3 WQHK-F	3 WAJI-F <	3 WLDE-F	3 WLDE-F	3 WLDE-F
4	WAJI-F >	4 WFWI-F	4 WMEE-F	4 WFWI-F	4 WFWI-F	4 WLDE-F <	4 WLDE-F <	4 WBYP-F	4 WEJE-F <	4 WMEE-F <
		5 WEJE-F	5 WFWI-F <	5 WMEE-F	5 WMEE-F	5 WSHI-F >	5 WOWO	5 WMEE-F	5 WMEE-F <	5 WOWO
		6 WAJI-F	6 WLDE-F	6 WBYP-F <	6 WBTU-F	6 WMEE-F	6 WBYP-F	6 WAJI-F	6 WMEE-F	6 WSHI-F <
		7 WYSR-F	7 WBTU-F	7 WBTU-F	7 WBYP-F <	7 WHWD <	7 WBYP-F	7 WSHI-F	7 WBTU-F	7 WBYP-F
		8 WEJE-F	8 WOWO >	8 WOWO >	8 WFWI-F	8 WSHI-F	8 WBTU-F <	8 WSHI-F	8 WBTU-F	8 WEJE-F <
						9 WBTU-F	9 WFWI-F	9 WEJE-F <	9 WLDE-F >	9 WOWO
								.01 WFWI-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	12+ Ovrite
1	WMEE-F >	1 WQHK-F	1 WQHK-F	1 WAJI-F	1 WAJI-F	1 WBYP-F >	1 WBYP-F	1 WQHK-F	1 WFWI-F <	1 WFWI-F
2	WQHK-F	2 WMEE-F	2 WQHK-F >	2 WQHK-F	2 WEJE-F	2 WQHK-F	2 WFWI-F	2 WQHK-F <	2 WQHK-F <	2 WOWO
3	WBYP-F	3 WAJI-F	3 WMEE-F	3 WLDE-F >	3 WQHK-F	3 WFWI-F	3 WBYP-F	3 WBYP-F >	3 WLDE-F	3 WAJI-F
4	WEJE-F	4 WBYP-F >	4 WBYP-F >	4 WLDE-F	4 WMEE-F >	4 WFWI-F	4 WEJE-F	4 WLDE-F <	4 WOWO	4 WBYP-F
	WAJI-F >	5 WYSR-F	5 WYSR-F	5 WBYP-F	5 WBTU-F	5 WMEE-F	5 WJFX-F	5 WMEE-F <	5 WBTU-F	
		6 WEJE-F	6 WFWI-F >	6 WBTU-F	6 WBYP-F	6 WJFX-F	6 WBTU-F	6 WBTU-F	6 WBTU-F	6 WBYP-F
		7 WFWI-F	7 WFWI-F	7 WFWI-F >	7 WFWI-F	7 WBTU-F	7 WBTU-F	7 WBTU-F	7 WBTU-F	7 WBTU-F
						8 WXKE-F	8 WXKE-F	8 WEJE-F	8 WXKE-F	8 WXKE-F
								9 WXKE-F	9 WXKE-F	9 WXKE-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WFCV	REL	1090	Fort Wayne 0.5 1.8 4 89
WZBD-F	AC	92.7	Beme 1.0 1.5 6 66

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WLW	FS/T	700	Cincinnati 0.5 1.3 11 187
WMRI-F	EZ	106.9	Marion, IN 1.5 3.1 15 241

FORT WAYNE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Federated	40.0 %	38.4 %	55.7 %	AC	0 (0)	69 (3)	69 (3)	14.0 %	11.6 %
WBYR-FM, WFWI-FM, WHWD-AM, WMEE-FM, WOWO-AM, WQHK-FM				AOR/Classic/NR	0 (0)	108 (4)	108 (4)	21.9 %	23.7 %
Local - 1	9.1 %	7.6 %	8.0 %	Black/Urban	0 (0)	16 (1)	16 (1)	3.2 %	5.9 %
WEJE-FM, WGL-AM, WGL-FM, WGLL-AM, WYSR-FM				CHR	0 (0)	41 (1)	41 (1)	8.3 %	7.8 %
Local - 2	2.4 %	3.5 %	4.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WEXI-FM, WXKE-FM				Country	0 (0)	91 (2)	91 (2)	18.4 %	21.0 %
Sarkes Tarzian	15.7 %	20.0 %	19.7 %	Full Service	48 (2)	0 (0)	48 (2)	9.7 %	7.5 %
WAJI-FM, WLDE-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	67.2 %	69.5 %	88.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	14 (1)	1 (1)	15 (2)	3.0 %	5.3 %
				Oldies	0 (0)	46 (1)	46 (1)	9.3 %	6.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	3 (1)	0 (0)	3 (1)	0.6 %	1.4 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	18 (1)	39 (2)	57 (3)	11.5 %	9.7 %
				Totals	83 (5)	411 (15)	494 (20)		

AM Stations

WGL	1250	2.3 kw/1.5 kw (DA-2)	News/Talk/Sports	Westwd, CBS	\$<20.00	Mc-Guild	
WHWD	1380	5 kw (DA-2)	Standards	ABC	\$ NA	Christal	Federated
WOWO	1190	50 kw (DA-N)	Full Service	ABC, CBS	\$37.00	Katz	Federated

FM Stations

WAJI	95.1	39 kw @ 679	AC		\$55.00	Katz	Sarkes Tarzian	
WBTU	93.3	50 kw @ 492	Country	CNN, Westwd	\$36.00	Katz	McLravy	Kendallville
WBYR	98.9	50 kw @ 453	AOR	ABC	\$40.00	Eastman	Federated	Van Wert, OH
WEJE	96.3	6.7 kw @ 554	New Rock		\$<20.00	Mc-Guild	WGL	Churubusco
WFWI	92.3	2.7 kw @ 482	Classic AOR	ABC	\$33.00	Eastman	Federated	
WGL	102.3	3 kw @ 300	See WGL					Auburn
WJFX	107.9	2.5 kw @ 358	Black	ABC	\$<20.00	Allied		New Haven
WLDE	101.7	3 kw @ 328	Oldies		\$21.00	Katz	Sarkes Tarzian	
WMEE	97.3	26 kw @ 689	AC/CHR	ABC	\$30.00	Christal	Federated	
WQHK	105.1	13.5 kw @ 449	Country		\$50.00	Christal	Federated	Decatur
WSHI	106.3	1.95 kw @ 403	Standards	Westwd, CNN	\$ NA	---		Columbia City
WXKE	103.9	3 kw @ 328	AOR/Classic AOR		\$25.00	D&R	WEXI-F	
WYSR	94.1	6 kw @ 328	Modern AC	Westwd, CNN	\$ NA	Mc-Guild	WGL	Roanoke

Notes: 7/98 WGL-F changed from simulcasting WGL to simulcasting WYSR-F

Jim Duncan

Comments: Overall listening to radio is down slightly (off 0.4 ratings point) . . . WOWO is up for the fourth consecutive book and is at its highest share since Fall 1993 . . . WSHI is doing well, posting its highest share ever

FRESNO

Arbitron Rank: 64 Pop (12+): 612,200
MSA Rank: 66
MSA Pop: 904,000
DMA: 56
Average Persons Rating: 16.0
Market TSL in Hours: 21.50

Stations: 30 / 28
Diaries: 1,761/348:1/50.1%
Sample Target: 1,670
% Below Line: 2.4
% Not Listed: 13.0
Pop per Station: 21,864

Last Year's Revenue: \$28,700,000
Household Income: \$33,176
Total Retail Sales: \$5.9 Bil.
#1 Biller: KMJ \$5,750,000
#1 Billing Portfolio: CBS \$12,300,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KMJ	N/T	86 / 8.8	10.1	10.2	8.9	8.6	9.5	977 / 16.0	17.8	16.4	142 / 1749	G	KMJ
2	KJWL-F	ST	54 / 5.5	5.6	5.8	5.2	4.4	5.5	587 / 9.8	9.3	9.7	58 / 683	B	KJWL-F
3	KBOS-F	CHR	52 / 5.3	6.6	8.9	8.4	8.5	7.3	1119 / 18.3	22.0	21.0	101 / 2143	E	KBOS-F
4	KVSR-F	AC-NR	47 / 4.8	5.2	5.0	5.5	6.3	5.1	967 / 15.8	16.5	16.3	74 / 1436	C	KVSR-F
	KOQO-F	SP	47 / 4.8	5.3	5.0	3.0	3.6	4.5	624 / 10.2	11.1	10.7	81 / 1100	C	KOQO-F
6	KSKS-F	C	43 / 4.4	4.0	3.6	6.6	4.6	4.6	648 / 10.6	10.7	11.9	99 / 1444	D	KSKS-F
7	KSO-F	AC	42 / 4.3	3.2	3.0	3.5	3.9	3.5	663 / 10.8	10.6	10.9	86 / 1337	C	KSO-F
8	KEZL-F	J	41 / 4.2	4.8	2.5	2.8	3.2	3.6	559 / 9.1	6.6	8.7	44 / 660	C	KEZL-F
9	KALZ-F	AC-NR	39 / 4.0	2.8	2.5	3.4	4.0	3.2	778 / 12.7	9.6	11.9	53 / 1070		KALZ-F
10	KJFX-F	CL AOR	38 / 3.9	4.0	3.6	4.0	4.0	3.9	646 / 10.5	10.3	10.3	51 / 1008	C	KJFX-F
11	KTAA-F	CHRU	37 / 3.8	2.1					512 / 8.4			43 / 630		KTAA-F
12	KRNC-F	SP-C	35 / 3.6	3.3	3.6	3.0	3.2	3.4	492 / 8.0	7.7	7.2	47 / 783	A	KRNC-F
	KLBN-F	SP-R	35 / 3.6	5.9	4.6	3.9	6.0	4.5	604 / 9.9	9.6	11.4	42 / 760	C	KLBN-F
14	KFSO-F	O	34 / 3.5	4.0	4.4	5.5	3.7	4.3	681 / 11.1	12.0	11.7	70 / 1269	D	KFSO-F
	KRZR-F	AOR	34 / 3.5	2.8	4.4	4.5	4.8	3.8	609 / 10.0	10.6	10.9	60 / 958	C	KRZR-F
16	KFRR-F	AOR-NR	32 / 3.3	2.7	2.6	3.1	2.6	2.9	667 / 10.9	8.3	10.1	66 / 1264	B	KFRR-F
17	KNAX-F	C/O	30 / 3.1	3.5	3.5	4.6	4.0	3.7	513 / 8.4	9.0	10.9	44 / 775	B	KNAX-F
18	KGST	SP	17 / 1.7	1.1	1.0	1.5	1.4	1.3	227 / 3.7	3.4	3.7	20 / 241	A	KGST
	KSEQ-F	CHR	17 / 1.7	2.0	1.8	0.8	0.5	1.6	566 / 9.2	8.1	2.7	49 / 1239		KSEQ-F
20	KFRE	T	14 / 1.4	1.9	1.5	1.1	1.1	1.5	274 / 4.5	3.8	2.6	30 / 533		KFRE
	KZFO-F	SP-C	14 / 1.4	1.3	1.8	1.6	1.8	1.5	192 / 3.1	4.1	4.5	17 / 239		KZFO-F
	KMPH-F	N	14 / 1.4	1.5	0.9	1.3	1.0	1.3	325 / 5.3	4.1	4.7	25 / 592		KMPH-F

12+ FM Share (Metro): 81.62% (697 of 854) (Spring 97: 79.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBOS-F <	1 KVSR-F	1 KVSR-F	1 KVSR-F	1 KMJ	1 KMJ >	1 KMJ >>	1 KMJ >	1 KMJ	1 KTAA-F	1 KBOS-F
2 KTAA-F >>	2 KOQO-F <	2 KOQO-F <	2 KALZ-F <	2 KVSR-F <	2 KJWL-F >	2 KOQO-F <	2 KJWL-F	2 KBOS-F <	2 KRNC-F <	2 KJWL-F
3 KSEQ-F	3 KALZ-F <	3 KALZ-F <	3 KMJ	3 KEZL-F	3 KEZL-F <	3 KJFX-F <	3 KSO-F <	3 KVSR-F <	3 KBOS-F <	3 KOQO-F
4 KOQO-F	KBOS-F <	4 KBOS-F <	KSKS-F	KSKS-F <	4 KSKS-F <	4 KJWL-F	4 KSKS-F	4 KSKS-F	4 KFRR-F	4 KMJ
5 KFRR-F	5 KSKS-F <	KJFX-F <	5 KJFX-F <	5 KFSO-F <	KVSR-F <	KALZ-F <	5 KOQO-F <	5 KMJ	KVSR-F <	5 KSKS-F
6 KRZR-F	6 KJFX-F <	6 KOQO-F <	6 KALZ-F <	6 KSO-F <	6 KBOS-F <	6 KVSR-F	6 KEZL-F <	6 KEZL-F <	6 KVSR-F <	6 KRNC-F <
7 KALZ-F	7 KSO-F <	7 KEZL-F	7 KSO-F	7 KJFX-F <	KSKS-F <	7 KEZL-F <	7 KSO-F	7 KOQO-F	7 KEZL-F	7 KEZL-F
8 KLBN-F	8 KRNC-F	KSO-F	KOQO-F <	8 KNAX-F >	8 KFRR-F	8 KOQO-F <	KJWL-F <	KEZL-F	KLBN-F <	8 KLBN-F
9 KTAA-F <	KMJ	9 KFSO-F <	9 KFSO-F	9 KALZ-F <	9 KFRR-F	9 KFSO-F <	9 KALZ-F <	9 KRZR-F	9 KTAA-F <	9 KTAA-F <
10 KSO-F	KRZR-F <	10 KBOS-F	10 KBOS-F	KSO-F <	10 KBOS-F <	10 KBOS-F <	10 KTAA-F <	10 KSO-F	10 KJFX-F <	10 KJFX-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	12+ Ovrnite
1 KBOS-F	1 KVSR-F	1 KVSR-F	1 KVSR-F <	1 KSO-F	1 KFRR-F	1 KRZR-F <	1 KOQO-F	1 KRZR-F	1 KMJ	1 KMJ
KVSR-F	2 KRNC-F	2 KRNC-F	2 KALZ-F <	2 KVSR-F	KRZR-F	2 KOQO-F <	2 KVSR-F	KOQO-F <	2 KJFX-F	2 KSKS-F <
3 KRNC-F	KALZ-F	KALZ-F	3 KSO-F <	KSKS-F <	3 KTAA-F	3 KFRR-F	KRZR-F >	3 KVSR-F	3 KEZL-F <	3 KBOS-F
KALZ-F	4 KBOS-F <	KSO-F >	4 KBOS-F	4 KMJ	4 KBOS-F	4 KBOS-F	4 KBOS-F	KJFX-F	4 KVSR-F <	KFRE
5 KOQO-F	5 KSO-F <	5 KBOS-F	KSKS-F <	KALZ-F <	5 KOQO-F	KVSR-F <	KFRR-F	5 KBOS-F	5 KOQO-F <	KVSR-F <
KFRR-F	6 KOQO-F	KOQO-F	6 KRNC-F	6 KFSO-F <	6 KRNC-F	6 KTAA-F <	6 KJFX-F	6 KFRR-F <	6 KSKS-F	6 KSKS-F
KTAA-F	7 KLBN-F	7 KLBN-F	7 KOQO-F <	7 KEZL-F	KLBN-F	7 KRNC-F	KLBN-F	7 KMJ <	KRZR-F <	7 KRZR-F <
KRZR-F	8 KSKS-F	KFRR-F	8 KFSO-F <	KOQO-F	8 KVSR-F >	8 KLBN-F	KALZ-F	8 KSKS-F <	8 KALZ-F	8 KALZ-F
KLBN-F	KFRR-F	KSKS-F	9 KRNC-F	9 KRNC-F	9 KJFX-F	9 KJFX-F	KRNC-F	9 KEZL-F	9 KFSO-F <	9 KFSO-F <
	10 KRZR-F >		KBOS-F	KBOS-F				KALZ-F <		

Other Rated Stations Metro Share Cume Rating TSA AQH Cume

KCBL	SPRTS	1340	Fresno	0.7	1.3	7	88
KFIG	SP-VA	1430	Fresno	0.6	1.6	7	128
KMMM-F	SP	107.1	Madera	0.5	1.6	8	141
KOOR	SP-R	790	Clovis	0.8	2.1	15	203
KDEQ	B	1220	Fowler	1.0	2.8	11	177
KRDU	REL	1130	Dinuba	0.4	1.1	5	112
KYNO	SPRTS	1300	Fresno	0.5	2.5	5	179

Other Rated Stations--Outside Market Metro Share Cume Rating TSA AQH Cume

KCIV-F	REL	99.9	Mt. Bullion	0.7	1.7	14	195
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FRESNO

Consolidation Report			12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar			25.9 %	28.7 %	40.4 %	AC	0 (0)	128 (3)	128 (3)	15.0 %	12.2 %
KALZ-FM, KBOS-FM, KCBL-AM, KEZL-FM, KFSD-FM, KRDU-AM, KRZR-FM, KSOF-FM						AOR/Classic/NR	0 (0)	104 (3)	104 (3)	12.2 %	13.0 %
CBS			30.3 %	30.5 %	42.9 %	Black/Urban	10 (1)	0 (0)	10 (1)	1.2 %	1.3 %
KMJ-AM, KNAX-FM, KOOR-AM, KOQO-FM, KRNC-FM, KSKS-FM, KVSR-FM						CHR	0 (0)	106 (3)	106 (3)	12.4 %	9.6 %
Mondosphere			7.7 %	8.6 %	7.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KFRR-FM, KJFX-FM, KYNO-AM						Country	0 (0)	73 (2)	73 (2)	8.5 %	9.8 %
			63.9 %	67.8 %	90.3 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Hispanic	31 (3)	136 (5)	167 (8)	19.6 %	21.9 %
						Jazz	0 (0)	41 (1)	41 (1)	4.8 %	3.6 %
						News/Talk	100 (2)	14 (1)	114 (3)	13.3 %	12.1 %
						Oldies	0 (0)	34 (1)	34 (1)	4.0 %	4.7 %
						Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Religion/Gospel	4 (1)	7 (1)	11 (2)	1.3 %	1.6 %
						Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Sports	12 (2)	0 (0)	12 (2)	1.4 %	1.4 %
						Standards/EZ	0 (0)	54 (1)	54 (1)	6.3 %	5.0 %
						Totals	157 (9)	697 (21)	854 (30)		

AM Stations

Station	Power	Time	Format	Comments	Rate	Agency	Advertiser
KFRE	940	50 kw (DA-2)	Talk	Westwd, TARN, USA	\$ NA	—	Pappas
KGST	1600	5 kw (DA-N)	Hispanic		\$ <20.00	Lotus	Lotus
KMJ	580	5 kw	News/Talk	Westwd, Talknt	\$102.00	Katz	CBS

FM Stations

Station	Freq	Power	Time	Format	Comments	Rate	Agency	Advertiser
KALZ	102.7	50 kw @ 500		AC/CHR	ABC	\$30.00	Mc-Guild	Capstar
KBOS	94.9	16.5 kw @ 847		CHR	ABC	\$60.00	Eastman	Capstar Tulare
KEZL	96.7	25 kw @ 328		Jazz		\$30.00	Mc-Guild	Capstar Fowler
KFRR	104.1	17 kw @ 853		AOR-New Rock		\$28.00	D&R	Mondosphere Woodlake
KFSD	92.9	17.5 kw @ 853		Oldies		\$55.00	Mc-Guild	Capstar Visalia
KJFX	95.7	17.5 kw @ 850		Classic AOR		\$39.00	D&R	Mondosphere
KJWL	99.3	5 kw @ 340		Standards	Westwd, CNN	\$25.00	—	
KLBN	105.1	0.6 kw @ 1870		Hispanic-Regional	CBS	\$24.00	Lotus	Lotus Auberry
KMPH	107.5	20.5 kw @ 783		News	CBS, AP	\$20.00	Roslin	Pappas Hanford
KNAX	97.9	10.5 kw @ 1075		Classic Country		\$39.00	D&R	CBS
KOQO	101.9	2.3 kw @ 1948		Hispanic	CNN	\$35.00	Katz Hisp.	CBS
KRNC	105.9	2.4 kw @ 1960		Hispanic Contemp.		\$ NA	Katz Hisp.	CBS
KRZR	103.7	50 kw @ 500		AOR		\$37.00	Eastman	Capstar Hanford
KSKS	93.7	68 kw @ 1912		Country		\$53.00	Katz	CBS
KSOF	98.9	19 kw @ 820		AC	ABC	\$29.00	Eastman	Capstar Dinuba
KTAA	94.3	3 kw @ 328		Dance CHR		\$ NA	—	Kerman
KVSR	101.1	10 kw @ 1076		AC-New Rock		\$21.00	Katz	CBS
KZFO	92.1	25 kw @ 312		Hispanic-Contemp.		\$ NA	Caballero	Z-Spanish Madera

Notes: KSEQ-F - See Visalia-Tulare-Hanford . . . 3/98 KNAX-F shifted from Country to Classic Country . . . 3/98 KTHT-F changed from AC/CHR to Modern AC (AC-NR) as KALZ-F ("Alice @ 102.7") . . . 7/98 KNAX-F changed from Classic Country to Urban Oldies as "Mega 97.9"

Jim Duncan

Comments: Listening levels are down slightly . . . KBOS-F continues its sharp decline to its lowest levels since 1991 . . . Soft AC KSOF-F is showing some growth . . . KEZL-F held on to much of its recent gain . . . Dance CHR KTAA-F is growing and is the source of some of KBOS-F's problems

GAINESVILLE-OCALA

Arbitron Rank: 105 **Pop (12+):** 380,500
MSA Rank: 199 - Gnsvl.; 183 - Ocala
MSA Pop: 450,000
DMA: 167
Average Persons Rating: 14.1
Market TSL In Hours: 19.15

Stations: 32 / 18
Diaries: 1,106/344:1/50.9%
Sample Target: 1,120
% Below Line: 19.2
% Not Listed: 17.1
Pop per Station: 21,139

Last Year's Revenue: \$12,200,000
Household Income: \$30,001
Total Retail Sales: \$4.4 Bil.
#1 Biller: WKTK-F & WOGK-F \$2,400,000
#1 Billing Portfolio: Dix \$3,130,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WOGK-F	C	60 / 11.2	10.1	10.9	13.4	702 / 18.5	16.7	19.3	97 / 1130	D	WOGK-F
2	WKTK-F	AC	41 / 7.6	7.0	8.1	9.0	643 / 16.9	15.3	18.4	69 / 992	D	WKTK-F
3	WNDD-FF	AOR	32 / 5.9	5.2	4.4	4.4	525 / 13.8	10.2	11.0	38 / 605	B	WNDD-FF
	WRUF-F	AOR	32 / 5.9	6.7	6.3	5.9	653 / 17.2	20.1	18.2	69 / 1085	C*	WRUF-F
5	WTMG-F	B/AC	28 / 5.2	5.6	6.7	4.2	410 / 10.8	11.7	9.6	32 / 526	B	WTMG-F
6	WYKS-F	CHR	25 / 4.6	3.8	3.5	4.2	522 / 13.7	11.4	12.5	28 / 612	B	WYKS-F
7	WMFQ-F	SAC	23 / 4.3	4.7	5.0	4.4	313 / 8.2	8.1	9.5	25 / 388	B	WMFQ-F
8	WTRS-F	C	21 / 3.9	6.7	4.8	5.2	385 / 10.1	11.1	10.1	37 / 651	B	WTRS-F
	WOCL-F	O	21 / 3.9	2.3	3.0	3.0	350 / 9.2	6.7	7.8	38 / 546		WOCL-F
10	WJHM-F	B	18 / 3.3	4.1	3.5	4.5	346 / 9.1	10.1	8.8	37 / 567		WJHM-F
	WXXL-F	CHR	18 / 3.3	2.2	1.7	1.2	224 / 5.9	5.9	5.4	23 / 329		WXXL-F
12	WLUS	ST	15 / 2.8	1.1	2.0	1.2	130 / 3.4	2.3	3.2	17 / 144		WLUS
13	WRZN	ST	14 / 2.6	2.3	3.1	1.7	156 / 4.1	5.2	4.5	34 / 429	A	WRZN
14	WYGC-F	C	11 / 2.0	2.0	1.9	4.0	220 / 5.8	5.2	6.0	13 / 238	A	WYGC-F
	WOCA	T	11 / 2.0	2.7	2.8	2.0	163 / 4.3	3.8	4.0	13 / 177	A	WOCA
16	WRUF	N/T	10 / 1.9	3.8	2.4	2.7	216 / 5.7	8.1	6.1	14 / 300	*	WRUF

12+ FM Share (Metro): 87.00% (388 of 446) (Spring 1997: 83.70%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F >	1 WYKS-F <	1 WOGK-F	1 WOGK-F <	1 WOGK-F	1 WOGK-F >	1 WOGK-F	1 WOGK-F >	1 WOGK-F >	1 WTMG-F	1 WOGK-F >
2 WYKS-F	2 WOGK-F <	2 WKTK-F <	2 WKTK-F	WKTK-F	2 WKTK-F	2 WKTK-F	2 WKTK-F	2 WKTK-F <	2 WOGK-F	2 WTMG-F
WTMG-F	3 WRUF-F	3 WNDD-FF	3 WNDD-FF >	3 WNDD-FF >	3 WNDD-FF	3 WNDD-FF	3 WNDD-FF	3 WNDD-FF <	3 WYKS-F	WKTK-F <
WXXL-F	4 WKTK-F	4 WRUF-F	4 WRUF-F	4 WRUF-F	4 WMFQ-F	4 WRUF-F <	4 WRUF-F <	4 WRUF-F	4 WKTK-F	4 WRUF-F
	5 WTMG-F >	5 WTMG-F <	WTMG-F >	WTMG-F	WOCL-F	5 WTMG-F	5 WMFQ-F	5 WTMG-F <	5 WRUF-F	5 WOCL-F
	6 WNDD-FF	6 WYKS-F >	6 WMFQ-F	6 WMFQ-F	6 WLUS	6 WYKS-F <	6 WYKS-F	6 WYKS-F	WJHM-F	6 WNDD-FF
	7 WXXL-F >		WOCL-F <	WOCL-F	WTRS-F <	7 WMFQ-F <	WOCL-F <	7 WMFQ-F <	7 WXXL-F <	7 WJHM-F
						8 WTRS-F	8 WTRS-F	8 WTRS-F	8 WNDD-FF	8 WYKS-F
										WXXL-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	12+ Ovrnite
1 WYKS-F	1 WYKS-F	1 WKTK-F	1 WOGK-F	1 WOGK-F <	1 WYKS-F	1 WRUF-F	1 WOGK-F	1 WNDD-FF	1 WNDD-FF	1 WTMG-F >
2 WOGK-F	WXXL-F	2 WKTK-F >	2 WKTK-F >	2 WKTK-F >	2 WRUF-F >	2 WYKS-F	WRUF-F >	2 WOGK-F	2 WKTK-F <	2 WOGK-F >
3 WRUF-F >	3 WKTK-F	3 WYKS-F	3 WYKS-F	3 WMFQ-F	3 WOGK-F	3 WOGK-F	3 WKTK-F	3 WRUF-F <	3 WOGK-F	3 WJHM-F
	WXXL-F >	WOGK-F >	WTMG-F <	WNDD-FF	WTMG-F	4 WTMG-F	4 WYKS-F	4 WKTK-F <	4 WNDD-F	4 WYKS-F
	5 WRUF-F	5 WMFQ-F	5 WRUF-F	WOCL-F	WNFQ-F >	WKTK-F	WNDD-FF	5 WNDD-F	5 WRUF-F	5 WRUF
	WTMG-F	WTMG-F	WXXL-F	WTMG-F		6 WNDD-FF >	WTMG-F	6 WTMG-F	6 WTMG-F >	
		WYGC-F >	7 WMFQ-F	WXXL-F			7 WYGC-F >	7 WYKS-F >		
			WNDD-FF	8 WRUF-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WNFQ-F	B	100.5	Newberry	0.6 3.1 9 239
WSKY-F	N/T	97.7	Micanopy	1.3 3.0 8 147
WTMC	T	1290	Ocala	1.1 2.9 8 147
WYOC-F	O	104.9	High Springs	0.6 2.0 4 126

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WCFB-F	U/AC	94.5	Daytona Beach	1.3 3.5 10 184
WFKS-F	CHR	99.9	Palatka	0.9 6.3 17 469
WGUL-F	ST	96.1	Dade City	0.6 1.4 7 173
WHTQ-F	CL AOR	96.5	Orlando	0.6 2.0 6 135
WJRR-F	AOR-NR	101.1	Cocoa Beach	0.6 1.6 4 78
WMGF-F	AC	107.7	Mt. Dora	1.3 4.5 8 230
WMXQ-F	AC	102.9	Jacksonville	0.4 1.1 2 65
WOKV	N/T	690	Jacksonville	0.4 1.2 6 148
WTKS-F	T	104.1	Cocoa Beach	1.7 3.2 16 226
WWKA-F	C	92.3	Orlando	0.7 1.7 11 143
WXTB-F	AOR	97.9	Cleawater	0.4 1.5 17 207

GAINESVILLE-OCALA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Asterisk WMFQ-FM, WTRS-FM, WYGC-FM	10.2 %	12.0 %	14.4 %	AC	0 (0)	50 (3)	50 (3)	11.2 %	11.3 %
Dix WNDD-FM, WNDT-FM, WOGK-FM	17.1 %	20.0 %	25.7 %	AOR/Classic/NR	0 (0)	72 (6)	72 (6)	16.1 %	17.8 %
Entercom WKTK-FM, WSKY-FM	8.9 %	12.9 %	23.8 %	Black/Urban	0 (0)	56 (4)	56 (4)	12.6 %	15.4 %
				CHR	0 (0)	48 (3)	48 (3)	10.8 %	7.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	96 (4)	96 (4)	21.5 %	21.3 %
	36.2 %	44.9 %	63.9 %	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)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	29 (4)	16 (2)	45 (6)	10.1 %	9.6 %
				Oldies	0 (0)	24 (2)	24 (2)	5.4 %	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	0 (0)	23 (1)	23 (1)	5.2 %	5.9 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
				Standards/EZ	29 (2)	3 (1)	32 (3)	7.2 %	6.1 %
				Totals	58 (6)	388 (26)	446 (32)		

AM Stations

Station	Freq	Power	Format	Network	Comments	City
WLUS	980	5 kw/0.166 kw	Standards	ABC	\$ NA ---	Gainesville
WOCA	1370	5 kw/0.033 kw	Talk	ABC	\$<20.00 ---	Ocala
WRUF	850	5 kw (DA-N)	News/Talk	CBS	\$<20.00 --- Univ. of Florida	Gainesville
WRZN	720	10 kw/0.25 kw (DA-N)	Standards	ABC	\$<20.00 ---	Hemando

FM Stations

Station	Freq	Power	Format	Network	Comments	City
WKTK	98.5	100 kw @ 981	AC		\$50.00 --- Entercom	Crystal River
WMFQ	92.9	50 kw @ 476	Soft AC	USA	\$20.00 --- Asterisk	Ocala
WNDD	95.5	6 kw @ 328	AOR	ABC	\$<20.00 Katz Dix	Silver Springs
WNDT	92.5	3.2 kw @ 443	See WNDD-F			Alachua
WNFQ	100.5	11 kw @ 492	Black		\$ NA Mc-Guild	Newberry
WOGK	93.7	100 kw @ 1348	Country		\$45.00 Katz Dix	Ocala
WRUF	103.7	100 kw @ 768	AOR	Source	\$33.00 --- Univ. of Florida	Gainesville
WTMG	101.3	3.5 kw @ 433	Black AC	ABC	\$<20.00 ---	Williston
WTRS	102.3	50 kw @ 489	Country	ABC	\$29.00 --- Asterisk	Dunellon
WYGC	100.9	3 kw @ 298	Country		\$<20.00 Mc-Guild Asterisk	Gainesville
WYKS	105.5	3 kw @ 466	CHR		\$<20.00 ---	Gainesville

Notes: Other ranked stations -- See Orlando . . . * WRUF-F revenue level includes WRUF revenue . . . 2/98 WRZN sold to Alliance for \$650,000 . . . 2/98 WRRX-F sold to Entercom for \$2,850,000 (Don Clark) . . . 7/98 WYOC-F sold for \$850,000 . . . 5/98 WRRX-F changed from AOR/Classic AOR to News/Talk as WSKY-F ("Sky King") . . . 7/98 WYOC-F changed from Oldies to Jones Radio Networks' Classic AOR as WRKG-F

Jim Duncan

Comments: Listening levels are down moderately (-0.5 ratings point) . . . WNDD-F continues its ratings growth

GRAND RAPIDS

Arbitron Rank: 65 Pop (12+): 610,600
MSA Rank: 58
MSA Pop: 766,000
DMA: 38 (w/Kalamazoo)
Average Persons Rating: 15.1
Market TSL In Hours: 20.00

Stations: 25 / 24
Diaries: 1,691/361:1/57.7%
Sample Target: 1,740
% Below Line: 1.6
% Not Listed: 12.8
Pop per Station: 25,442

Last Year's Revenue: \$33,000,000
Household Income: \$51,858
Total Retail Sales: \$7.7 Bil.
#1 Biller: WLHT-F \$5,250,000
#1 Billing Portfolio:
 Clear Channel \$12,310,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WLAV-F	82 / 8.9	9.8	9.9	9.8	11.6	9.6	1229 / 20.1	19.6	19.8	133 / 1969	F	WLAV-F
2	WSNX-F	71 / 7.7	7.2	7.1	7.4	7.2	7.4	1251 / 20.5	19.7	19.9	121 / 2061	C	WSNX-F
3	WBCT-F	68 / 7.4	7.1	7.8	7.9	7.0	7.5	984 / 16.1	16.1	15.7	182 / 2449	G	WBCT-F
4	WGRD-F	84 / 7.0	6.2	7.9	7.5	5.9	7.1	1130 / 18.5	20.9	16.8	114 / 2211	E	WGRD-F
5	WOOD-F	60 / 6.5	7.1	6.0	5.0	6.3	6.2	1062 / 17.4	17.0	17.6	107 / 1980	D	WOOD-F
6	WLHT-F	56 / 6.1	5.6	5.6	5.4	5.4	5.7	836 / 13.7	12.8	13.6	75 / 1167	G	WLHT-F
	WOOD	56 / 6.1	7.1	5.5	7.3	7.3	6.5	871 / 14.3	14.5	15.2	70 / 1043	D	WOOD
8	WKLQ-F	50 / 5.4	4.2	3.1	3.6	4.3	4.1	817 / 13.4	11.8	14.4	97 / 1603	C	WKLQ-F
9	WVTI-F	38 / 4.1	4.1	2.4	2.7	3.2	3.3	915 / 15.0	10.7	10.3	56 / 1422	B	WVTI-F
10	WQFN-F	35 / 3.8	3.3	3.2	3.8	2.2	3.5	802 / 9.9	8.1	6.0	39 / 767	A	WQFN-F
11	WCUZ-F	34 / 3.7	3.5	4.3	2.8	3.8	3.6	498 / 8.2	10.5	10.9	60 / 1119	C	WCUZ-F
12	WODJ-F	32 / 3.5	3.8	3.8	4.2	4.0	3.8	693 / 11.4	11.4	13.0	58 / 1095	C	WODJ-F
13	WMJH	27 / 2.9	3.2	3.1	3.3	3.2	3.1	222 / 3.6	4.2	4.1	30 / 249	A	WMJH
14	WFGR-F	26 / 2.8	2.1	3.2	2.5	1.7	2.6	416 / 6.8	9.3	6.6	27 / 454	A	WFGR-F
	WJQK-F	26 / 2.8	2.5	2.6	2.8	2.9	2.7	433 / 7.1	7.4	7.1	35 / 565		WJQK-F
16	WFUR-F	16 / 1.7	1.6	2.1	1.7	1.1	1.8	346 / 5.7	6.6	4.9	20 / 518		WFUR-F
17	WMUS-F	15 / 1.6	1.6	2.0	2.2	2.1	1.9	278 / 4.5	4.4	6.7	77 / 1014		WMUS-F
18	WKWM	14 / 1.5	1.0	1.5	2.4	1.1	1.6	105 / 1.7	1.8	2.0	14 / 105	A	WKWM

12+ FM Share (Metro): 85.16% (683 of 802) (Spring 97: 82.86%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WSNX-F	1 WSNX-F	1 WLAV-F >	1 WLAV-F >	1 WLAV-F >	1 WOOD <	1 WGRD-F	1 WLAV-F	1 WLAV-F	1 WSNX-F >	1 WSNX-F
2 WGRD-F >>	WKLQ-F <	2 WSNX-F <	2 WBCT-F <	2 WBCT-F <	2 WOOD-F <	2 WKLQ-F <	2 WOOD <	WSNX-F	2 WLAV-F >	2 WLAV-F
3 WVTI-F >	3 WLAV-F	3 WGRD-F <	3 WLHT-F <	3 WLHT-F <	3 WLAV-F <	3 WLAV-F	3 WBCT-F <	3 WBCT-F <	3 WOOD-F <	3 WBCT-F <
	WGRD-F >	4 WBCT-F <	4 WOOD-F <	4 WOOD-F	4 WBCT-F <	4 WBCT-F <	4 WOOD-F	4 WOOD-F <	4 WGRD-F	4 WGRD-F
5 WVTI-F	5 WKLQ-F <	5 WGRD-F	5 WGRD-F	5 WGRD-F	5 WLHT-F	5 WOOD <	WLHT-F	5 WLHT-F	5 WBCT-F	5 WOOD-F
6 WBCT-F >	6 WLHT-F	6 WKLQ-F	6 WKLQ-F	6 WKLQ-F	6 WQFN-F <	6 WLHT-F	6 WGRD-F	6 WGRD-F	6 WKLQ-F	6 WODJ-F <
7 WLHT-F	7 WOOD-F	WSNX-F	WSNX-F <	7 WMJH <	7 WOOD-F <	7 WSNX-F	7 WVTI-F <	7 WVTI-F <	7 WVTI-F <	7 WLHT-F
	8 WVTI-F	8 WOOD	8 WOOD	8 WOOD	8 WCUZ-F <	8 WSNX-F >	8 WKLQ-F	8 WOOD <	8 WQFN-F	WMJH
	9 WVTI-F <	9 WVTI-F <	9 WVTI-F	9 WODJ-F <	9 WODJ-F <	9 WQFN-F <	9 WKLQ-F	9 WKLQ-F	9 WKLQ-F	WVTI-F
				WJQK-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	12+ Ovmitte
1 WSNX-F >>	1 WSNX-F >	1 WVTI-F	1 WSNX-F	1 WLHT-F	1 WKLQ-F >	1 WKLQ-F	1 WLAV-F <	1 WLAV-F	1 WLAV-F >	1 WLAV-F >>
2 WGRD-F	2 WVTI-F	WSNX-F	2 WOOD-F <	WOOD-F	2 WGRD-F	2 WLAV-F	2 WKLQ-F >	2 WKLQ-F	2 WKLQ-F	2 WBCT-F
3 WVTI-F >	3 WGRD-F	3 WLAV-F	3 WLHT-F <	3 WBCT-F <	3 WSNX-F >	3 WGRD-F	3 WGRD-F >>	3 WGRD-F >	3 WBCT-F <	3 WLHT-F
4 WBCT-F	4 WBCT-F	4 WBCT-F	4 WBCT-F <	4 WLAV-F	4 WLAV-F	4 WSNX-F	4 WVTI-F	4 WBCT-F	4 WGRD-F	WSNX-F
5 WLHT-F	5 WLHT-F	WJQK-F	5 WLAV-F	5 WSNX-F	WBCT-F	5 WBCT-F	WBCT-F	5 WSNX-F <	5 WOOD	
WOOD-F >	6 WJQK-F	WLHT-F	6 WVTI-F <	6 WVTI-F	6 WVTI-F	6 WVTI-F	6 WVTI-F	6 WOOD	6 WLHT-F	
	WLAV-F	WOOD-F	7 WGRD-F >	7 WJQK-F	WODJ-F >>		7 WOOD	7 WLHT-F	7 WSNX-F	
	WOOD-F >>	8 WGRD-F >>	8 WJQK-F <	WGRD-F		8 WJQK-F	8 WODJ-F	8 WODJ-F	8 WODJ-F	
				WQFN-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBBL	SPRIS	1340	Grand Rapids 0.5 2.4 6 170
WGHN-F	AC	92.1	Grand Haven 0.4 1.3 4 112
WHTC	T	1400	Holland 0.7 1.5 7 100
WMFN	SPRIS	640	Zeeland 0.8 3.9 11 295
WMRR-F	AOR	101.7	Muskegon Hts. 0.7 1.8 25 386
WTKG	T	1230	Grand Rapids 0.4 2.2 6 142

GRAND RAPIDS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Bloomington	14.8 %	19.7 %	20.5 %	AC	0 (1)	98 (3)	98 (4)	12.2 %	11.6 %
WBBL-AM, WKLQ-FM, WLAV-FM				AOR/Classic/NR	0 (0)	202 (4)	202 (4)	25.2 %	26.1 %
Capstar	16.9 %	18.0 %	26.7 %	Black/Urban	14 (1)	0 (0)	14 (1)	1.7 %	1.4 %
WGRD-FM, WLHT-FM, WQFN-FM, WRCV-AM				CHR	0 (0)	71 (1)	71 (1)	8.9 %	8.5 %
Clear Channel	28.2 %	28.7 %	37.3 %	Classical	0 (0)	26 (1)	26 (1)	3.2 %	2.0 %
WBCT-FM, WCUZ-FM, WOOD-AM, WOOD-FM, WTKG-AM, WVTI-FM				Country	0 (0)	117 (3)	117 (3)	14.6 %	15.8 %
Goodrich	13.4 %	11.9 %	10.8 %	Full Service	56 (1)	0 (0)	56 (1)	7.0 %	8.6 %
WKWM-AM, WMRR-FM, WODJ-FM, WSNX-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Local	3.7 %	1.4 %	0.6 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMFN-AM, WMJH-AM				News/Talk	10 (2)	0 (0)	10 (2)	1.2 %	1.5 %
	77.0 %	79.7 %	95.9 %	Oldies	0 (0)	32 (1)	32 (1)	4.0 %	4.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	42 (2)	42 (2)	5.2 %	4.8 %
				Soft AC	0 (0)	95 (2)	95 (2)	11.8 %	10.0 %
				Sports	12 (2)	0 (0)	12 (2)	1.5 %	6.0 %
				Standards/EZ	27 (1)	0 (0)	27 (1)	3.4 %	4.4 %
				Totals	119 (8)	683 (17)	802 (25)		

AM Stations

Station	Freq	Power	Day	Format	AM	FM	Total	%	Spg 97
WKWM	1140	5 kw	(Days, DA)	Black	AURN	\$<20.00	D&R	Goodrich	Kentwood
WMJH	810	3.5 kw	(Days)	Standards	Westwd, CBS	\$ NA	—	WMFN	Rockford
WOOD	1300	5 kw	(DA-N)	Full Svc/Talk	Westwd	\$52.00	Clr Chnl	Clear Channel	

FM Stations

Station	Freq	Power	Day	Format	AM	FM	Total	%	Spg 97
WBCT	93.7	320 kw	@ 780	Country	\$110.00	Clr Chnl	Clear Channel		
WCUZ	101.3	50 kw	@ 420	Country	\$40.00	Clr Chnl	Clear Channel		
WFGR	98.7	2.8 kw	@ 492	Classical	\$<20.00	Allied			
WFUR	102.9	50 kw	@ 492	Contemp. Christian	\$<20.00	—	Kuiper		
WGRD	97.9	13 kw	@ 590	AOR-New Rock	\$54.00	Eastman	Capstar		
WJQK	99.3	4.7 kw	@ 371	Religion	ABC	\$<20.00	Salem		Zeeland
WKLQ	94.5	50 kw	@ 500	AOR	ABC	\$60.00	Katz	Bloomington	Holland
WLAV	96.9	50 kw	@ 489	Classic AOR	ABC	\$77.00	—	Bloomington	
WLHT	95.7	40 kw	@ 554	AC	ABC	\$87.00	Eastman	Capstar	
WMUS	106.9	50 kw	@ 480	Country	ABC, Westwd	\$29.00	Christal		Muskegon
WODJ	107.3	50 kw	@ 492	Oldies	\$40.00	D&R	Goodrich		Greenville
WOOD	105.7	265 kw	@ 810	Soft AC	\$65.00	Clr Chnl	Clear Channel		
WQFN	100.5	3 kw	@ 328	Soft AC	\$ NA	—	Capstar		Walker
WSNX	104.5	32 kw	@ 620	CHR	\$38.00	D&R	Goodrich		Muskegon
WVTI	96.1	50 kw	@ 492	AC/CHR	\$<20.00	Clr Chnl	Clear Channel		Holland

Notes: 2/98 WBBL/WKLQ-F/WLAV-F sold by Bloomington as part of a \$66,812,850 management buyout . . . 3/98 WMHG (1600; Muskegon) changed from Black Oldies to Standards . . . 6/98 WQFN-F changed calls to WTRV-F ("The River")

Jim Duncan

Comments: Overall listening to radio is down significantly (down a full ratings point from last year) . . . WKLQ-F appears to be recovering from a string of poor showings

GREEN BAY

Arbitron Rank: 182 Pop (12+): 176,700
MSA Rank: 191
MSA Pop: 217,000
DMA: 71 (w/Appleton)
Average Persons Rating: 16.6
Market TSL in Hours: 21.50

Stations: 27 / 10
Diaries: 630/280:1/83.8%
Sample Target: 610
% Below Line: 42.4
% Not Listed: 10.5
Pop per Station: 17,670

Last Year's Revenue: \$11,900,000
Household Income: \$48,669
Total Retail Sales: \$2.4 Bil
#1 Biller: WIXX-F \$4,400,000
#1 Billing Portfolio: Midwest Communications \$6,800,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WIXX-F	CHR	39 / 13.3	16.7	14.0	17.3	613 / 34.7	40.7	38.4	164 / 2653	F	WIXX-F
2	WNCY-F	C	28 / 9.5	5.7	7.2	7.0	389 / 22.0	15.6	19.0	91 / 1213		WNCY-F
3	WAPL-F	AOR	25 / 8.5	10.7	13.3	9.6	330 / 18.7	21.4	23.1	117 / 1449		WAPL-F
	WOGB-F	O	25 / 8.5	5.3	4.3	3.0	319 / 18.1	14.6	13.2	51 / 738		WOGB-F
5	WKSZ-F	CHR	17 / 5.8	5.0	4.7	3.6	369 / 20.9	18.5	21.2	55 / 1294	B	WKSZ-F
6	WGEE	N/T	14 / 4.8	4.0	6.1	5.3	228 / 12.9	11.5	13.9	20 / 370	B	WGEE
	WJLW-F	CL AOR	14 / 4.8	3.0	1.8		266 / 15.0	6.1	6.0	29 / 538		WJLW-F
8	WQLH-F	CHR/AC	12 / 4.1	5.3	3.9	8.3	291 / 16.5	17.6	16.4	29 / 828	C	WQLH-F
9	WNAM	ST	11 / 3.7	3.3	3.9	1.7	144 / 8.1	8.3	8.4	53 / 629		WNAM
10	WNFL	T/SPRTS	10 / 3.4	6.3	3.9	8.3	189 / 9.6	20.3	11.8	19 / 343	C	WNFL
	WLTM-F	SAC	10 / 3.4	3.7	5.0	3.3	213 / 12.0	10.3	14.6	16 / 338	A	WLTM-F
12	WDOZ	SPRTS	9 / 3.1	5.0	5.0	4.3	181 / 10.2	13.8	15.5	13 / 263	B	WDOZ
13	WEZR-F	AC/CHR	8 / 2.7	0.7	0.7	1.0	150 / 8.5	3.3	3.1	15 / 317		WEZR-F

12+ FM Share (Metro): 80.81% (212 of 263) (Spring 1997: 77.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSZ-F >	1 WDOX-F >	1 WDOX-F >	1 WDOX-F >	1 WDOX-F	1 WOGB-F >	1 WDOX-F	1 WDOX-F >	1 WDOX-F >	1 WDOX-F	1 WDOX-F
2 WDOX-F >>	2 WAPL-F	2 WAPL-F	2 WAPL-F <	2 WOGB-F	2 WNCY-F <	2 WNCY-F	2 WOGB-F <	2 WNCY-F <	2 WKSZ-F	2 WOGB-F
	3 WNCY-F >	3 WNCY-F >	3 WNCY-F	3 WAPL-F <	3 WGEE	3 WAPL-F <	3 WAPL-F	3 WAPL-F	3 WNCY-F	3 WNCY-F
	4 WEZR-F	4 WJLW-F <	4 WJLW-F	4 WNCY-F >	WDOX-F	4 WOGB-F	4 WNCY-F >	4 WOGB-F <	WAPL-F	4 WKSZ-F
	WKSZ-F	5 WOGB-F	WOGB-F	5 WJLW-F	5 WNAM	5 WGEE	5 WNFL	5 WJLW-F	5 WJLW-F	5 WAPL-F <
	WJLW-F	6 WKSZ-F	6 WQLH-F	6 WQLH-F	6 WAPL-F	WDOZ <	6 WNAM	6 WKSZ-F	WOGB-F >	6 WJLW-F
		7 WQLH-F	7 WKSZ-F	7 WLTM-F	7 WNFL	7 WKSZ-F <	WGEE <	7 WGEE	7 WEZR-F	7 WGEE
				WKSZ-F		8 WQLH-F >	8 WQLH-F <		WLTM-F	
							9 WJLW-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	12+ Ovrnite
1 WDOX-F >>>	1 WDOX-F >>	1 WDOX-F >	1 WDOX-F >	1 WDOX-F >	1 WAPL-F	1 WAPL-F	1 WAPL-F	1 WAPL-F	1 WAPL-F	1 WNCY-F >
2 WKSZ-F	2 WNCY-F >	2 WNCY-F >	2 WNCY-F	2 WOGB-F	2 WEZR-F	2 WDOX-F >	2 WDOX-F >>	2 WDOX-F >	2 WOGB-F	2 WPCK-FF
	WNCY-F	3 WQLH-F >	3 WQLH-F	WNCY-F	WDOX-F	3 WEZR-F	3 WJLW-F >	3 WNCY-F	WDOX-F	WDOX-F
	WAPL-F >>	WLTM-F	4 WKSZ-F	4 WOGB-F	WNCY-F >>>	WNCY-F	4 WKSZ-F	WJLW-F >	4 WJLW-F	
		WAPL-F	WLTM-F	5 WLTM-F	5 WKSZ-F	5 WJLW-F	WDOZ	5 WDOZ	5 WDOZ	
	6 WKSZ-F >	WAPL-F >>	6 WAPL-F	WLTM-F			WNFL	6 WNFL	WNCY-F	
			WKSZ-F				WNCY-F >>	WEZR-F	7 WNFL	
								WKSZ-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WGBM-F	C/O	94.7	Mishicot 1.7 5.1 17 192

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAUN-F	E	92.7	Kewaunee 1.7 3.7 9 134
WBDK-F	ST	96.7	Algoma 1.4 2.9 7 118
WCUB	C	98.0	Manitowoc 0.3 1.8 13 224
WHBY	FS	115.0	Kimberly 0.7 2.4 35 503
WOZZ-F	AOR/CL	93.5	New London 2.0 12.9 37 997
WPCK-FF	C	104.9	Kaukauna 1.4 4.1 39 523
WRJQ	ST	157.0	Appleton 0.7 2.0 6 163
WROE-F	SAC	94.3	Neenah-Menasha 1.0 4.7 36 543
WRVM-F	REL	102.7	Suring 0.7 2.6 12 226
WSFQ-F	O	96.3	Peshigo 0.3 1.4 21 203
WTMJ	FS	62.0	Milwaukee 0.7 3.4 17 487
WVBO-F	O	103.9	Winneconne 1.4 3.0 30 597

GREEN BAY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Cumulus WEZR-FM, WJLW-FM	7.5 %	8.9 %	%	AC	0 (0)	8 (1)	8 (1)	3.0 %	6.8 %
Midwest Communications WGEE-AM, WIXX-FM, WLTM-FM, WNFL-AM	24.9 %	24.9 %	57.1 %	AOR/Classic/NR	0 (0)	45 (3)	45 (3)	17.1 %	22.7 %
	32.4 %	33.8 %	57.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	68 (3)	68 (3)	25.9 %	20.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	1 (1)	37 (4)	38 (5)	14.4 %	11.2 %
				Full Service	4 (2)	0 (0)	4 (2)	1.5 %	6.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
				News/Talk	24 (2)	0 (0)	24 (2)	9.1 %	11.2 %
				Oldies	0 (0)	30 (3)	30 (3)	11.4 %	6.0 %
				Others/Unknown	0 (0)	5 (1)	5 (1)	1.9 %	1.2 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.8 %	0.8 %
				Soft AC	0 (0)	13 (2)	13 (2)	4.9 %	6.8 %
				Sports	9 (1)	0 (0)	9 (1)	3.4 %	0.0 %
				Standards/EZ	13 (2)	4 (1)	17 (3)	6.5 %	5.2 %
				Totals	51 (8)	212 (19)	263 (27)		

AM Stations

WDUZ	1400	1 kw	Sports	ABC, ESPN	\$<20.00	Mc-Guild	WQLH-F
WGEE	1360	5 kw (DA-N)	News/Talk	ABC	\$20.00	Banner	Midwest Commun.
WNFL	1440	5 kw/0.5 kw (DA-2)	Talk/Sports	CBS, ABC, 1-On-1	\$22.00	Christal	Midwest Commun.

FM Stations

WEZR	107.5	5 kw @ 751	AC/CHR	\$ NA	—	Cumulus	Brillion
WIXX	101.1	100 kw @ 1080	CHR	\$83.00	Banner	Midwest Commun.	
WJLW	106.7	25 kw @ 328	Classic AOR	\$ NA	—	Cumulus	Allouez
WKSZ	95.9	25 kw @ 272	CHR	\$ NA	Mc-Guild	Woodward	DePere
WLTM	99.7	46 kw @ 512	Soft AC	\$45.00	Banner	Midwest Commun.	Sturgeon Bay
WQLH	98.5	100 kw @ 500	CHR/AC	ABC	\$37.00	Katz	WDUZ

Notes: Other ranked stations – See Appleton-Oshkosh . . . 2/98 WJLW-F sold to Cumulus for \$2,500,000 (Bcst. Asset Mgmt.) . . . 2/98 WEZR-F sold to Cumulus for \$2,065,000 (Bcst. Asset Mgmt.) . . . 3/98 WJLW-F changed from Country to Classic AOR . . . 3/98 WGBM-F changed from AC to Jones Radio Networks' Classic Country . . . 3/98 WEZR-F changed from Jazz to AC/CHR . . . 7/98 WFON (CP: 106.3) changed calls to WZRK-F

Jim Duncan

Comments: Total listening to radio is up moderately (+0.6 ratings point) . . . WJLW-F is showing good growth with its new Classic AOR format; it apparently has hurt WAPL's share in Green Bay

GREENSBORO-WINSTON SALEM

Arbitron Rank: 40 Pop (12+): 987,700	Stations: 32 / 22	Last Year's Revenue: \$36,500,000
MSA Rank: 47	Diaries: 2,198/449: 1/52.4%	Household Income: \$40,095
MSA Pop: 1,170,000	Sample Target: 2,250	Total Retail Sales: \$12.0 Bil.
DMA: 47	% Below Line: 9.3	#1 Biller: WTQR-F \$6,850,000
Average Persons Rating: 15.1	% Not Listed: 17.8	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 44,895	Clear Channel \$11,550,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 WTQR-F	C	166 / 11.1	9.7	10.4	9.5	10.7	10.2	2273 / 23.0	21.5	22.4	251 / 3699	G WTQR-F
2 WJMH-F	B	137 / 9.2	7.6	8.5	9.3	8.2	8.6	1637 / 16.6	16.3	15.7	207 / 2771	D WJMH-F
3 WMAG-F	AC	103 / 6.9	6.3	7.4	6.4	5.9	6.7	1507 / 16.3	15.1	14.7	135 / 2003	F WMAG-F
4 WQMG-F	B/AC	92 / 6.2	6.5	6.4	7.0	5.5	6.5	1183 / 12.0	13.0	11.3	122 / 1618	D WQMG-F
5 WMQX-F	O	86 / 5.7	5.9	5.7	5.5	5.5	5.7	1349 / 13.7	15.0	16.0	130 / 2157	D WMQX-F
6 WKRR-F	AOR/CL	74 / 4.9	4.9	6.9	4.9	5.5	5.4	1294 / 13.1	15.2	13.8	101 / 1781	E WKRR-F
7 WHSL-F	C	72 / 4.8	5.7	5.4	5.3	4.8	5.3	1209 / 12.2	12.0	12.7	110 / 1945	D WHSL-F
8 WSJS	FS/T	71 / 4.7	5.3	3.6	4.0	3.1	4.4	1084 / 11.0	9.8	9.2	73 / 1137	D WSJS
9 WKZL-F	AC/CHR	65 / 4.3	5.4	3.9	4.9	6.2	4.6	1478 / 16.0	14.4	17.0	94 / 2029	F WKZL-F
10 WKSI-F	AC-NR	62 / 4.1	4.3	4.2	4.2	4.8	4.2	1554 / 15.7	15.4	15.0	87 / 2232	C WKSI-F
11 WXRA-F	AOR	41 / 2.7	2.4	2.2	3.2	3.0	2.6	988 / 10.0	9.6	11.1	58 / 1527	C WXRA-F
12 WKXU-F	C	29 / 1.9	2.0	3.8	3.0	2.9	2.7	692 / 7.0	8.5	7.3	63 / 1407	WKXU-F
13 WQMG	B/G	25 / 1.7	1.9	2.2	0.9	1.6	1.7	210 / 2.1	2.6	2.0	25 / 210	A WQMG

12+ FM Share (Metro): 85.76% (1054 of 1229) (Spring 97: 86.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMH-F >>>	1 WJMH-F >	1 WTQR-F <	1 WTQR-F	1 WTQR-F	1 WTQR-F >	1 WTQR-F >	1 WTQR-F	1 WTQR-F <	1 WJMH-F >	1 WTQR-F <
2 WKSI-F >	2 WTQR-F	2 WJMH-F	2 WQMG-F	2 WMAG-F <	2 WMAG-F	2 WKRR-F <	2 WMAG-F	2 WJMH-F	2 WQMG-F	2 WJMH-F >
3 WXRA-F	3 WKRR-F <	3 WQMG-F <	3 WKRR-F <	3 WQMG-F	3 WMQX-F	3 WSJS <	3 WMQX-F <	3 WMAG-F	3 WTQR-F	3 WQMG-F >
4 WQMG-F	4 WKRR-F	4 WMAG-F	4 WKRR-F	4 WKRR-F	4 WSJS	4 WMAG-F	4 WJMH-F <	4 WMQX-F	4 WHSL-F	4 WMQX-F
5 WKSI-F	5 WMAG-F	5 WJMH-F	5 WMQX-F	5 WQMG-F	5 WKZL-F	5 WSJS	5 WKRR-F <	5 WMAG-F	5 WMAG-F	5 WMAG-F <
6 WHSL-F	6 WHSL-F	6 WMQX-F <	6 WJMH-F <	6 WHSL-F <	6 WJMH-F	6 WHSL-F	6 WHSL-F	6 WQMG-F <	6 WKSI-F	6 WHSL-F
7 WKZL-F	7 WKZL-F <	7 WKZL-F	7 WKZL-F <	7 WKRR-F	7 WQMG-F <	7 WKRR-F	7 WHSL-F <	7 WHSL-F <	7 WXRA-F	7 WKSI-F
8 WXRA-F	8 WMQX-F <	8 WHSL-F	8 WHSL-F	8 WHSL-F	8 WMQX-F	8 WMQX-F	8 WKSI-F <	8 WMQX-F	8 WKSI-F	8 WMQX-F
9 WMAG-F	9 WKSI-F >	9 WKSI-F >	9 WKSI-F	9 WKZL-F >	9 WKSI-F	9 WHSL-F <	9 WKZL-F <	9 WKZL-F	9 WKZL-F	9 WKRR-F
				WSJS		10 WKSI-F >>	10 WKSI-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	12+ Ovrnite
1 WJMH-F >>	1 WJMH-F >	1 WJMH-F <	1 WJMH-F	1 WMAG-F <	1 WJMH-F >>	1 WJMH-F	1 WKRR-F	1 WKRR-F <	1 WKRR-F <	1 WJMH-F >
2 WKSI-F	2 WQMG-F	2 WQMG-F	2 WMAG-F <	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WTQR-F <	2 WTQR-F	2 WTQR-F	2 WQMG-F <
3 WHSL-F	3 WHSL-F	3 WKZL-F	3 WQMG-F	3 WQMG-F	3 WXRA-F	3 WKRR-F <	3 WXRA-F	3 WJMH-F	3 WQMG-F	3 WTQR-F
4 WMAG-F	4 WKSI-F <	4 WTQR-F	4 WMQX-F	4 WHSL-F	4 WKRR-F	4 WKSI-F	4 WKSI-F	4 WQMG-F	4 WMQX-F	4 WMAG-F
5 WQMG-F	5 WTQR-F	5 WHSL-F	5 WHSL-F	5 WHSL-F	5 WKSI-F <	5 WQMG-F	5 WKZL-F	5 WMAG-F	5 WMAG-F	5 WQMG-F
6 WTQR-F	6 WMAG-F <	6 WKRR-F	6 WMQX-F	6 WJMH-F <	6 WKRR-F	6 WKZL-F	6 WKZL-F	6 WMQX-F	6 WKZL-F <	6 WKZL-F <
7 WEND-F	7 WKZL-F <	7 WKSI-F	7 WKZL-F <	7 WKZL-F >	7 WKSI-F	7 WQMG-F	7 WKZL-F >	7 WXRA-F <	7 WSJS <	7 WSJS <
8 WKRR-F	8 WMAG-F	8 WKSI-F	8 WKSI-F	8 WKRR-F	8 WKZL-F	8 WEND-F <	8 WDCG-F	8 WKSI-F	8 WJMH-F	8 WJMH-F
	9 WXRA-F	9 WKRR-F >>	9 WKSI-F	9 WKSI-F	9 WMAG-F >>	9 WHSL-F	9 WMAG-F	9 WKSI-F	9 WKSI-F	9 WKSI-F
									10 WXRA-F <	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WAAA	B	980	1.1	2.1 16 211
WBAG	ST	1150	0.3	1.1 5 112
WIST-F	ST	98.3	0.8	2.1 12 235
WKEW	T	1400	0.4	1.2 6 116
WMFR	T/FS	1230	0.9	2.1 14 211
WPCM	C/O	920	0.3	0.9 6 154
WPET	REL	950	0.6	1.2 10 126
WTCK	SPRTS	1320	0.4	1.0 6 103
WTNC	B/G	790	0.9	0.8 13 89
WWGL-F	REL	94.1	0.7	2.8 15 494

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WBBB-F	AOR	96.1	0.4	1.6 30 542
WBRF-F	C	98.1	0.9	2.1 46 668
WDCG-F	CHR	105.1	1.3	5.2 55 1331
WEND-F	AOR-NR	106.5	1.6	6.5 68 1190
WFMX-F	C	105.7	1.3	5.0 65 1170
WLYT-F	SAC	102.9	0.4	1.2 51 629
WNKS-F	CHR	95.1	0.5	1.9 36 799
WPAQ	C	740	0.3	0.5 13 179
WSSS-F	CL HITS	104.7	0.6	1.9 29 538

GREENSBORO-WINSTON SALEM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar WHSL-FM, WMAG-FM, WMFR-AM, WTCK-AM	13.0 %	14.8 %	20.9 %	AC	0 (0)	230 (3)	230 (3)	18.7 %	21.2 %
Clear Channel WSJS-AM, WTQR-FM, WXRA-FM	18.5 %	16.7 %	31.6 %	AOR/Classic/NR	0 (0)	145 (4)	145 (4)	11.8 %	12.4 %
Dick WKR-FM, WKZL-FM	4.3 %	5.6 %	20.8 %	Black/Urban	16 (1)	229 (2)	245 (3)	19.9 %	18.1 %
Sinclair Broadcast Group WJMH-FM, WMQX-FM, WQMG-AM, WQMG-FM	22.8 %	23.0 %	21.6 %	CHR	0 (0)	26 (2)	26 (2)	2.1 %	2.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	10 (2)	301 (5)	311 (7)	25.3 %	24.8 %
				Full Service	85 (2)	0 (0)	85 (2)	6.9 %	6.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	6 (1)	0 (0)	6 (1)	0.5 %	0.5 %
				Oldies	0 (0)	95 (2)	95 (2)	7.7 %	7.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	47 (3)	10 (1)	57 (4)	4.6 %	5.8 %
				Soft AC	0 (0)	6 (1)	6 (1)	0.5 %	0.0 %
				Sports	6 (1)	0 (0)	6 (1)	0.5 %	0.5 %
				Standards/EZ	5 (1)	12 (1)	17 (2)	1.4 %	1.1 %
				Totals	175 (11)	1054 (21)	1229 (32)		

AM Stations

WQMG	1510	1 kw (Days)	Black Gospel		\$ NA	Christal	Sinclair Bcst Gp
WSJS	600	5 kw (DA-2)	Full Svc/Talk	Westwd, Tiknt, ABC	\$60.00	Mc-Guild	Clear Channel

FM Stations

WHSL	100.3	100 kw @ 1035	Country		\$35.00	Allied	Capstar
WJMH	102.1	100 kw @ 1204	Black		\$55.00	D&R	Sinclair Bcst Gp Reidsville
WKRR	92.3	100 kw @ 1288	AOR/Classic AOR		\$65.00	Katz	Dick Asheboro
WKSI	98.7	100 kw @ 1035	Modern AC		\$40.00	Eastman	Bahakel
WKXU	101.1	100 kw @ 1190	Country	Westwd	\$34.00	Mc-Guild	Curtis Burlington
WKZL	107.5	100 kw @ 994	AC/CHR		\$80.00	Katz	Dick
WMAG	99.5	100 kw @ 1500	AC		\$78.00	D&R	Capstar
WMQX	93.1	100 kw @ 1099	Oldies		\$50.00	D&R	Sinclair Bcst Gp
WQMG	97.1	100 kw @ 1234	Black AC		\$35.00	Christal	Sinclair Bcst Gp
WTQR	104.1	100 kw @ 1420	Country		\$172.00	Clr Chnl	Clear Channel
WXRA	94.5	100 kw @ 982	AOR	Westwd, Source	\$39.00	Mc-Guild	Clear Channel Eden

Notes: 1/98 WPCM-F began a partial simulcast with Country WKIX-F (96.9; Goldsboro) as WKXU-F . . . 3/98 WKEW sold for \$420,000 . . . 5/98 WSML (1200; Graham) sold to Clear Channel for \$800,000 . . . 5/98 WXII (830) sold by Pulitzer to Hearst-Argyle as part of a \$1,850,000,000 group transaction . . . 6/98 WOKX (1590; High Point) sold for \$194,000 (Media Svcs) . . . 7/98 WQMG (AM) returned to its original calls, WEAL; remains Black Gospel

Jim Duncan

Comments: Total listening to radio is down moderately (-0.7 ratings point) . . . WTQR-F moved back into double figures

GREENVILLE-NEW BERN-JACKSONVILLE

Arbitron Rank: 80 Pop (12+): 460,500
MSA Rank: 281 - Greenville; 243 - Jksnvl
MSA Pop: 418,000
DMA: 104
Average Persons Rating: 15.8
Market TSL in Hours: 21.50

Stations: 38 / 26
Diaries: 1,561/295/1:53.6%
Sample Target: 1,530
% Below Line: 10.3
% Not Listed: 11.4
Pop per Station: 17,712

Last Year's Revenue: \$18,800,000
Household Income: \$35,556
Total Retail Sales: \$4.8 Bil.
#1 Biller: WRNS-AF \$4,000,000
#1 Billing Portfolio: Beasley \$7,700,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level		
1	WRNS-AF	C	126 / 17.3	17.3	16.2	16.5	16.7	16.8	1220 / 26.5	29.1	27.6	161 / 1659	F	WRNS-AF
2	WIKS-F	B	102 / 14.0	12.1	12.3	13.1	15.0	12.9	998 / 21.7	21.2	23.5	137 / 1412	O	WIKS-F
3	WSFL-F	AOR	52 / 7.1	8.3	8.6	7.0	8.3	7.8	738 / 16.0	17.5	15.1	56 / 930	O	WSFL-F
4	WRHT-FF	CHR	37 / 5.1	4.8	5.2	4.8	5.0	5.0	781 / 16.5	15.3	13.7	71 / 1043	C	WRHT-FF
5	WMGV-F	AC/CHR	33 / 4.5	4.5	4.4	3.3	3.6	4.2	539 / 11.7	12.1	9.5	34 / 629	A	WMGV-F
6	WXNR-F	AOR-NR	32 / 4.4	4.8	4.1	5.0	4.7	4.6	592 / 12.8	12.7	12.1	33 / 672	A	WXNR-F
7	WNCT-F	O	31 / 4.3	3.8	3.8	3.6	4.0	3.9	454 / 9.9	10.5	9.9	46 / 810	C	WNCT-F
8	WKOO-FF	O	20 / 2.7	2.5	3.4	3.3	3.1	3.0	404 / 8.8	8.1	9.0	31 / 576	C	WKOO-FF
	WNBR-FF	C/O	20 / 2.7	2.3	1.8	1.3	2.0	2.0	187 / 4.1	3.9	2.1	21 / 207		WNBR-FF
10	WERO-F	CL HITS	18 / 2.5	2.3	2.7	4.0	3.7	2.9	482 / 10.5	8.6	11.2	25 / 721	C	WERO-F
11	WELS-F	B/G	17 / 2.3	3.4	2.8	2.1	1.7	2.7	244 / 5.3	5.6	3.9	25 / 342	A	WELS-F
12	WQSL-F	CHR	15 / 2.1	1.8	1.6	2.1	1.3	1.9	357 / 7.8	6.1	5.6	18 / 398		WQSL-F
13	WRSV-F	B	13 / 1.8	1.8	1.7	0.4		1.4	242 / 5.3	3.2	4.7	47 / 700		WRSV-F
	WZXS-F	ST	13 / 1.8	1.0	1.4	0.7	0.5	1.2	127 / 2.8	2.8	1.8	20 / 156		WZXS-F
	WTRG-F	O	13 / 1.8	1.7	1.3	1.9	1.5	1.7	204 / 4.4	4.7	5.2	65 / 772		WTRG-F
	WFKX-F	B	13 / 1.8	1.3	0.9	1.7	1.7	1.4	183 / 4.0	3.9	4.3	36 / 524		WFKX-F

12+ FM Share (Metro): 95.98% (620 of 646) (Spring 97: 93.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WIKS-F	1 WIKS-F <	1 WIKS-F <	1 WRNS-AF <	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF >	1 WRNS-AF	1 WIKS-F <	1 WIKS-F <
2	WRHT-FF	2 WRNS-AF >	2 WRNS-AF >	2 WRNS-AF >	2 WIKS-F >	2 WIKS-F	2 WIKS-F >	2 WIKS-F >	2 WRNS-AF >>	2 WRNS-AF >>
	WRNS-AF	3 WSFL-F	3 WSFL-F >	3 WSFL-F >	3 WSFL-F >	3 WNCT-F	3 WSFL-F >	3 WSFL-F	3 WSFL-F <	3 WSFL-F
	WXNR-F	4 WRHT-FF	4 WRHT-FF	4 WRHT-FF	4 WRHT-FF <	4 WSFL-F	4 WRHT-FF	4 WRHT-FF <	4 WXNR-F	4 WXNR-F <
5	WQSL-F	5 WXNR-F >	5 WXNR-F <	5 WMGV-F	5 WMGV-F	5 WNBR-FF	5 WMGV-F	5 WMGV-F <	5 WMGV-F	5 WNCT-F
		6 WMGV-F >	6 WMGV-F >	6 WNCT-F <	6 WNCT-F >	6 WMGV-F	6 WNCT-F	6 WNCT-F	6 WRSV-F <	6 WRHT-FF
			7 WXNR-F <		WKOO-FF	7 WXNR-F >	7 WXNR-F	7 WNCT-F >	7 WRHT-FF <	7 WMGV-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	12+ Ovrmte
1	WIKS-F	1 WIKS-F >	1 WIKS-F <	1 WRNS-AF <	1 WSFL-F	1 WIKS-F	1 WIKS-F <	1 WIKS-F	1 WRNS-AF <	1 WIKS-F
2	WRNS-AF	2 WRNS-AF	2 WRNS-AF	2 WRNS-AF >	2 WIKS-F >	WRNS-AF <	2 WRNS-AF	2 WSFL-F <	2 WIKS-F	2 WRNS-AF >>
3	WMGV-F	3 WRHT-FF	3 WRHT-FF	3 WMGV-F >	3 WMGV-F >	3 WIKS-F <	3 WSFL-F >	3 WSFL-F	3 WRNS-AF >>	3 WSFL-F >>
4	WXNR-F	4 WMGV-F >	4 WMGV-F >	4 WRHT-FF	4 WRHT-FF	4 WXNR-F >	4 WRHT-FF <	4 WRHT-FF >	4 WRHT-FF <	4 WRHT-FF
5	WRHT-FF	5 WXNR-F	5 WERO-F	5 WSFL-F	5 WNCT-F	5 WRHT-FF >>	5 WXNR-F >>>	5 WXNR-F >>	5 WXNR-F >>	5 WNCT-F >
		6 WSFL-F	WELS-F	6 WXNR-F	6 WSFL-F					6 WXNR-F
			WXNR-F		WKOO-FF					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WANG-F	C	105.1	Havelock 0.8 3.1 6 145
WCZI-F	T	98.3	Washington 0.7 2.8 5 133
WDLX	T	930	Washington 0.7 2.8 5 128
WGPM-F	AC	94.3	Farmville 1.0 2.3 7 108
WJNC	T	1240	Jacksonville 0.7 1.7 5 79
WMBL	ST	740	Morehead City 0.7 1.1 5 53
WOOW	G	1340	Greenville 0.8 1.8 6 81
WTKF-F	T	107.3	Atlantic 1.2 3.3 9 154
WXQR-F	AOR	105.5	Jacksonville 1.1 3.0 8 154

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGNI-F	AC	102.7	Wilmington 0.4 0.8 5 86
WGTM	B/G	590	Wilson 0.5 1.1 18 235
WKIX-F	C	96.9	Goldsboro 0.7 4.0 41 750
WKTC-F	C	95.5	Pinetops 0.4 1.9 18 313
WMNX-F	B	97.3	Wilmington 0.5 2.2 10 260
WQDR-F	C	94.7	Raleigh 0.4 2.7 26 486
WRAL-F	AC/CHR	101.5	Raleigh 0.4 3.4 27 700
WRDU-F	AOR	106.1	Wilson 1.1 4.7 54 821
WSFM-F	AOR	107.5	Southport 0.4 1.2 7 154

GREENVILLE-NEW BERN-JACKSONVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Beasley	34.3 %	37.0 %	41.0 %	AC	0 (0)	46 (4)	46 (4)	7.1 %	5.9 %
WIKS-FM, WMGV-FM, WNCT-AM, WNCT-FM, WSFL-FM, WXNR-FM				AOR/Classic/NR	0 (0)	103 (5)	103 (5)	15.9 %	18.6 %
Cumulus	3.2 %	2.4 %	4.3 %	Black/Urban	0 (0)	132 (4)	132 (4)	20.4 %	21.3 %
WQSL-FM, WXQR-FM				CHR	0 (0)	52 (3)	52 (3)	8.0 %	7.1 %
Local - 1	5.1 %	5.1 %	8.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCBZ-FM, WRHT-FM				Country	1 (1)	161 (7)	162 (8)	25.1 %	22.0 %
Local - 2	2.7 %	2.7 %	%	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WNBR-FM, WSTK-AM, WZBR-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Local - 3	1.6 %	1.5 %	%	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCZI-FM, WGPM-FM				News/Talk	10 (2)	14 (2)	24 (4)	3.7 %	4.3 %
Pinnacle	23.9 %	23.8 %	34.6 %	Oldies	0 (0)	82 (5)	82 (5)	12.7 %	14.3 %
WANG-FM, WDLX-AM, WERO-FM, WKJA-FM, WKOO-FM, WRNS-AM, WRNS-FM				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	70.9 %	72.5 %	88.4 %	Religion/Gospel	10 (2)	17 (1)	27 (3)	4.2 %	4.3 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	5 (1)	13 (1)	18 (2)	2.8 %	2.0 %
				Totals	26 (6)	620 (32)	646 (38)		

AM Stations

WRNS	960	5 kw/1 kw (DA-N)	See WRNS-F	Kinston
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FM Stations

WCBZ	103.7	100 kw @ 981	See WRHT-F	Williamston
WELS	102.9	3 kw @ 328	Black Gospel	ABC \$ NA — Kinston
WERO	93.3	100 kw @ 1780	Classic Hits	Westwd \$36.00 Katz Pinnacle Washington
WIKS	101.9	100 kw @ 983	Black	ABC, Westwd \$55.00 D&R Beasley New Bern
WKJA	101.1	31 kw @ 614	See WKOO-F	Belhaven
WKOO	98.7	100 kw @ 978	Oldies	ABC \$25.00 Allied Pinnacle Jacksonville
WMGV	103.3	100 kw @ 593	AC/CHR	Westwd \$<20.00 D&R Beasley Newport
WNBR	94.1	11 kw @ 485	Classic Country	JRN \$ NA Keystone Oriental
WNCT	107.9	100 kw @ 1700	Oldies	ABC \$30.00 D&R Beasley Greenville
WQSL	92.3	23 kw @ 725	CHR	\$19.00 Banner Cumulus Jacksonville
WRHT	96.3	100 kw @ 492	CHR	\$35.00 — Morehead City
WRNS	95.1	100 kw @ 1500	Country	ABC \$74.00 Mc-Guild Pinnacle Kinston
WRSV	92.1	1.7 kw @ 380	Black	AURN \$ NA — Rocky Mount
WSFL	106.5	100 kw @ 915	AOR	Westwd \$47.00 D&R Beasley New Bern
WXNR	99.5	16.5 kw @ 843	AOR-New Rock	Westwd \$17.00 D&R Beasley Grifton
WXQR	105.5	19 kw @ 794	AOR/Classic	\$<20.00 Banner Cumulus Jacksonville
WZBR	97.7	3 kw @ 249	See WNBR-F	Kinston
WZXS	103.9	21.5 kw @ 328	Standards	ABC \$ NA — Topsail Beach

Notes: Other ranked stations – See Raleigh-Durham . . . 4/98 WLAS (910; Jacksonville) returned to the air programming Talk; changed calls to WSTK . . . 6/98 WGPM-F (94.3; Farmville) sold to WCZI-F for \$750,000 . . . 6/98 WANG-F (and co-owned WCPQ 1330) changed from Country to Standards

Jim Duncan

Comments: Listening levels are down slightly

GREENVILLE-SPARTANBURG

Arbitron Rank: 58 Pop (12+): 726,900
MSA Rank: 64
MSA Pop: 916,000
DMA: 35 (w/Asheville)
Average Persons Rating: 15.4
Market TSL in Hours: 20.50

Stations: 31 / 22
Diaries: 1,970/369:1/51.2%
Sample Target: 1,910
% Below Line: 7.1
% Not Listed: 13.6
Pop per Station: 33,041

Last Year's Revenue: \$30,500,000
Household Income: \$38,757
Total Retail Sales: \$8.9 Bil.
#1 Biller: WSSL-F \$5,700,000
#1 Billing Portfolio: Capstar \$15,500,000

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue	
		1/4	Share	98	97	97	97	Avg	Cume / Rtg.	97	97	AQH / Cume	Level	
1	WJMZ-F	B	118 / 10.6	9.0	9.0	9.9	12.5	9.6	1213 / 16.7	16.4	16.2	172 / 1907	E	WJMZ-F
2	WSSL-F	C	103 / 9.2	10.7	10.2	10.9	11.0	10.3	1626 / 22.4	22.7	22.8	181 / 2785	G	WSSL-F
3	WFBC-F	CHR	91 / 8.1	9.2	9.0	8.1	6.5	8.6	1583 / 21.8	21.3	18.4	165 / 2929	C	WFBC-F
4	WSPA-F	SAC	85 / 7.6	6.4	7.2	6.6	4.9	7.0	972 / 13.4	15.3	13.0	112 / 1664	D	WSPA-F
5	WROQ-F	AOR	84 / 7.5	5.8	8.0	8.2	8.8	7.4	1238 / 17.0	18.4	16.8	144 / 2095	G	WROQ-F
6	WESC-F	C	82 / 7.3	9.0	7.9	8.2	8.4	8.1	1369 / 18.8	16.4	17.6	126 / 2312	E	WESC-F
7	WMYI-F	AC	64 / 5.7	5.7	6.5	5.9	7.2	6.0	1207 / 16.6	17.4	18.5	114 / 2181	F	WMYI-F
8	WTPT-F	AOR	59 / 5.3	5.2	4.2	5.1	5.1	4.9	886 / 12.2	12.1	12.4	89 / 1717	C	WTPT-F
9	WORD-AA	N/T	44 / 3.9	4.3	4.2	3.1	3.2	3.9	522 / 7.2	8.2	7.1	46 / 565	B	WORD-AA
10	WOLI-F	O	36 / 3.2	3.4	2.3	4.0	2.7	3.2	626 / 8.6	8.1	7.8	37 / 662	C	WOLI-F
11	WMUU-F	EZ/ST	30 / 2.7	2.8	2.7	2.8	2.5	2.7	422 / 5.8	5.3	5.9	41 / 687	B	WMUU-F
12	WPEK-F	T	25 / 2.2	1.5	1.4	1.3	1.4	1.6	466 / 6.4	5.0	3.9	33 / 648		WPEK-F
13	WPEG-F	B	21 / 1.9	1.9	1.4	1.9	1.1	1.8	302 / 4.1	3.8	3.4	32 / 515		WPEG-F
14	WRIX	G	15 / 1.3	1.0	0.9	1.1	0.5	1.1	122 / 1.7	1.0	1.1	16 / 133		WRIX
15	WPJM	B/G	13 / 1.2	2.4	1.6	2.0	1.1	1.8	148 / 2.0	2.8	2.6	13 / 158		WPJM
16	WMIT-F	REL	12 / 1.1	0.7	1.3	0.5	1.1	0.9	223 / 3.1	3.2	2.7	46 / 846		WMIT-F
	WRIX-F	C	12 / 1.1	1.0	1.7	1.0	1.3	1.2	198 / 2.7	2.6	2.6	15 / 268	A	WRIX-F

12+ FM Share (Metro): 90.37% (873 of 966) (Spring 97: 91.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WFBC-F	1 WJMZ-F	1 WJMZ-F <	1 WJMZ-F <	1 WSSL-F <	1 WROQ-F	1 WSPA-F	1 WJMZ-F <	1 WJMZ-F >	1 WJMZ-F
2	WJMZ-F >>	WJMZ-F	2 WROQ-F <	2 WROQ-F <	2 WSPA-F	2 WSSL-F <	2 WSSL-F <	2 WFBC-F <	2 WFBC-F	2 WSSL-F
3	WROQ-F <	3 WSSL-F	3 WSSL-F	3 WROQ-F	3 WESC-F <	3 WJMZ-F <	3 WJMZ-F	3 WSPA-F <	3 WSSL-F >	3 WFBC-F <
4	WTPT-F	4 WFBC-F	4 WSPA-F	4 WSPA-F	4 WJMZ-F	4 WESC-F	4 WROQ-F <	4 WSSL-F	4 WTPT-F	4 WESC-F
5	WSSL-F >	5 WSPA-F <	5 WMYI-F	5 WMYI-F	5 WMYI-F	5 WFBC-F <	5 WESC-F	5 WESC-F	5 WESC-F <	5 WROQ-F
6	WESC-F	6 WTPT-F <	6 WFBC-F <	6 WESC-F	6 WORD-AA <	6 WMYI-F <	6 WFBC-F <	6 WROQ-F <	6 WMYI-F	6 WTPT-F <
	WSPA-F >	7 WESC-F	7 WESC-F <	7 WFBC-F	7 WROQ-F	7 WSPA-F >	7 WORD-AA	7 WTPT-F	7 WSPA-F	7 WSPA-F <
		WMYI-F >	8 WTPT-F >	8 WTPT-F	8 WOLI-F <	8 WORD-AA	8 WMYI-F <	8 WMYI-F >	WROQ-F	8 WMYI-F >
							9 WTPT-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	12+ Ovrite
1	WFBC-F	1 WFBC-F <	1 WJMZ-F	1 WMYI-F <	1 WTPT-F <	1 WROQ-F	1 WROQ-F >	1 WROQ-F >	1 WROQ-F >	1 WSSL-F <
2	WJMZ-F >	2 WJMZ-F	2 WFBC-F <	2 WSSL-F <	2 WFBC-F <	2 WTPT-F <	2 WJMZ-F	2 WJMZ-F	2 WJMZ-F <	2 WJMZ-F >
3	WSSL-F >	3 WSSL-F	3 WSSL-F <	3 WSPA-F <	3 WROQ-F	3 WJMZ-F	WTPT-F <	3 WSSL-F	3 WSSL-F	3 WFBC-F
4	WSPA-F	WSPA-F >	4 WSSL-F	4 WSPA-F	4 WJMZ-F >	WJMZ-F	4 WFBC-F <	4 WSSL-F >	WTPT-F	4 WESC-F
5	WESC-F	5 WTPT-F	5 WMYI-F	WMYI-F >	5 WFBC-F	5 WESC-F >	5 WSSL-F	5 WESC-F	5 WFBC-F <	WSPA-F <
	WTPT-F	WMYI-F	6 WTPT-F	6 WESC-F	6 WESC-F >	6 WESC-F >>	WFBC-F	6 WESC-F <	6 WTPT-F >	6 WTPT-F >
			7 WTPT-F	7 WOLI-F				7 WSPA-F >	7 WORD-AA	7 WSPA-F >
									WFBC-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCCP-F	SPRTS	104.9	Clemson 0.4 1.3 6 139
WESC	C/O	660	Greenville 0.5 1.4 8 161
WHYZ	T	1070	Sans Souci 0.6 1.1 7 77
WSPA	FS	950	Spartanburg 0.7 2.1 8 178

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBAV-F	B/AC	101.9	Gastonia, NC 0.8 2.2 16 282
WFOX-F	O	97.1	Gainesville, GA 0.4 1.7 21 349
WHLC-F	EZ	104.5	Highlands, NC 0.4 0.9 6 90
WKSF-F	C	99.9	Asheville, NC 0.4 2.0 46 1095
WLNK-F	AC-NR	107.9	Charlotte 0.9 2.9 23 379
WNKS-F	CHR	95.1	Charlotte 0.4 1.9 10 312
WWMG-F	O	96.1	Shelby, NC 0.7 2.4 23 513

GREENVILLE-SPARTANBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	22.4 %	27.9 %	50.8 %	AC	0 (0)	74 (2)	74 (2)	7.7 %	8.4 %
WGVL-AM, WMYI-FM, WROQ-FM, WSSL-FM				AOR/Classic/NR	0 (0)	143 (2)	143 (2)	14.8 %	16.4 %
Clear Channel	23.7 %	22.5 %	29.3 %	Black/Urban	0 (0)	148 (3)	148 (3)	15.3 %	17.2 %
WESC-AM, WESC-FM, WJMZ-FM, WTPT-FM				CHR	0 (0)	96 (2)	96 (2)	9.9 %	8.1 %
Local (LMA to Sinclair)	3.2 %	4.4 %	3.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WOLI-FM, WOLT-FM				Country	6 (1)	202 (4)	208 (5)	21.5 %	25.6 %
Sinclair Broadcast Group	20.4 %	17.6 %	15.6 %	Full Service	8 (1)	0 (0)	8 (1)	0.8 %	1.6 %
WFBC-FM, WORD-AM, WSPA-AM, WSPA-FM, WYRD-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	69.7 %	72.4 %	99.3 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	51 (3)	25 (1)	76 (4)	7.9 %	5.4 %
				Oldies	0 (0)	48 (4)	48 (4)	5.0 %	5.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	28 (2)	12 (1)	40 (3)	4.1 %	3.2 %
				Soft AC	0 (0)	85 (1)	85 (1)	8.8 %	5.7 %
				Sports	0 (0)	5 (1)	5 (1)	0.5 %	0.0 %
				Standards/EZ	0 (0)	35 (2)	35 (2)	3.6 %	3.3 %
				Totals	93 (7)	873 (23)	966 (30)		

AM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency
WORD	910	3.6 kw/0.89 kw (DA-2)		News/Talk	CBS	\$19.00	Allied
WPJM	800	1 kw/0.44 kw		Black Gospel	ABC	\$ NA	Keystone
WRIX	1020	1 kw (Days)		Gospel	USA	\$ NA	---
WSPA	950	5 kw (DA-N)		Full Service	CBS, Westwd	\$17.00	Allied
WYRD	1330	5 kw (DA-N)		See WORD			

FM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency
WESC	92.5	100 kw @ 2000		Country	ABC	\$77.00	Banner
WFBC	93.7	100 kw @ 1850		CHR	CBS	\$40.00	Katz
WJMZ	107.3	100 kw @ 1010		Black	ABC	\$59.00	Katz
WMUU	94.5	100 kw @ 1200		EZ/Standards	UPI	\$24.00	---
WMYI	102.5	20 kw @ 1782		AC		\$97.00	Christal
WOLI	103.9	6 kw @ 328		Oldies	ABC	\$21.00	Allied
WOLT	103.3	2.7 kw @ 495		See WOLI-F			
WPEK	98.1	100 kw @ 997		Talk	CNN, Westwd	\$ NA	---
WRIX	103.1	6 kw @ 328		Country	USA, Westwd	\$16.00	---
WROQ	101.1	100 kw @ 986		AOR/Classic AOR	ABC	\$100.00	Banner
WSPA	98.9	100 kw @ 1910		Soft AC		\$44.00	Allied
WSSL	100.5	100 kw @ 1240		Country	Westwd	\$109.00	Mc-Guild
WTPT	93.3	93 kw @ 2030		AOR	ABC	\$22.00	Banner

Notes: WPEG-F - See Charlotte . . . WMIT-F - See Asheville . . . 3/98 WHYZ changed from Black AC to ABC/Douglas's Personal Achievement Radio . . . 3/98 Capstar sold these stations to Clear Channel: WESC-F for \$18,900,000; WJMZ-F for \$16,000,000; WTPT-F for \$10,000,000 . . . 4/98 WMMZ (1400; Spartanburg) returned to Country and reassumed its old WKDY calls

Jim Duncan

Comments: Listening levels are down moderately (off 0.6 ratings point) . . . WESC-F is down to its lowest share since 1995 . . . WROQ-F recovered from its weak Winter book

HARRISBURG

Arbitron Rank: 73 **Pop (12+):** 520,900
MSA Rank: 85
MSA Pop: 619,000
DMA: 44 (w/Lanc., York)
Average Persons Rating: 16.0
Market TSL in Hours: 21.50

Stations: 32 / 19
Diaries: 1,647/316:1/59.6%
Sample Target: 1,650
% Below Line: 20.3
% Not Listed: 13.4
Pop per Station: 27,416

Last Year's Revenue: \$23,400,000
Household Income: \$47,329
Total Retail Sales: \$6.5 Bil.
#1 Biller: WNNK-F \$7,300,000
#1 Billing Portfolio:
 Clear Channel (pend.) \$10,000,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level		
1	WNNK-F	CHR	85 / 10.2	11.3	9.2	10.5	11.1	10.3	1220 / 23.4	24.0	24.8	99 / 1539	H	WNNK-F
2	WHP	FS	67 / 8.0	10.2	8.0	9.9	8.0	9.0	859 / 16.5	18.2	16.9	115 / 1530	D	WHP
3	WRBT-F	C	65 / 7.8	7.1	6.8	5.7	6.6	6.8	787 / 15.1	15.3	14.0	91 / 1243	C	WRBT-F
4	WRV-F	AC-AOR	60 / 7.2	7.1	7.1	6.7	7.8	7.0	965 / 18.5	17.3	18.1	102 / 1759	E	WRV-F
5	WRKZ-F	C	51 / 6.1	3.8	5.6	6.5	8.0	5.5	667 / 12.8	14.0	16.9	123 / 1890	E	WRKZ-F
6	WTPA-F	AOR	47 / 5.6	4.5	5.6	5.6	4.8	5.3	717 / 13.8	13.9	12.6	79 / 1362	E	WTPA-F
7	WQXA-F	AOR	43 / 5.2	5.8	5.6	5.2	4.9	5.4	729 / 14.0	14.8	14.3	135 / 2093		WQXA-F
8	WWKL-F	O	40 / 4.8	5.1	5.4	5.7	5.6	5.2	677 / 13.0	13.4	14.7	70 / 1262	D	WWKL-F
9	WROZ-F	SAC	36 / 4.2	3.9	3.6	4.2	4.4	4.0	584 / 10.8	10.7	11.0	112 / 1914		WROZ-F
10	WHYL	ST	28 / 3.4	2.9	3.4	3.2	2.8	3.2	330 / 6.3	7.3	6.2	34 / 422	C	WHYL
11	WTCY	B/A/C	25 / 3.0	2.1	2.5	1.5	2.0	2.3	217 / 4.2	4.5	3.0	25 / 220	A	WTCY
12	WLAN-F	CHR	22 / 2.6	3.2	2.1	2.6	2.4	2.6	579 / 11.1	8.6	9.0	95 / 1928		WLAN-F
13	WLBR	FS	15 / 1.8	2.5	2.4	1.8	1.7	2.1	239 / 4.6	5.4	4.1	18 / 314		WLBR
	WNCE-F	EZ/ST	15 / 1.8	2.6	2.6	3.3	2.1	2.6	248 / 4.8	6.8	5.5	30 / 510	B	WNCE-F
15	WHYL-F	C	14 / 1.7	1.8	1.9	3.3	2.3	2.2	291 / 5.6	5.3	5.9	16 / 354	*	WHYL-F
	WKBO	ST	14 / 1.7	1.0	1.3	1.1	0.4	1.3	190 / 3.6	3.6	1.9	16 / 212	A^	WKBO
17	WARM-F	SAC	13 / 1.6	1.3	2.1	1.6	1.6	1.6	245 / 4.7	4.5	5.2	113 / 1667		WARM-F
18	WEGK-F	CL AOR	12 / 1.4	2.4	2.3	2.0	2.1	2.0	359 / 6.9	8.2	7.2	58 / 1271		WEGK-F
19	WYCR-F	CHR	10 / 1.2	1.2	1.0	0.6	0.6	1.0	328 / 6.3	6.6	4.5	65 / 1499		WYCR-F
	WDAC-F	REL	10 / 1.2	2.5	1.4	1.2	1.5	1.6	222 / 4.3	3.9	3.7	56 / 1016		WDAC-F

12+ FM Share (Metro): 77.18% (558 of 723) (Spring 97: 79.55%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WNNK-F >>	1 WNNK-F >	1 WNNK-F	1 WNNK-F <	1 WNNK-F <	1 WHP >	1 WNNK-F	1 WNNK-F <	1 WNNK-F >	1 WNNK-F	1 WNNK-F
2 WLAN-F	2 WTPA-F <	2 WRV-F	2 WRV-F	2 WRV-F <	2 WRKZ-F <	2 WHP	2 WHP	2 WRBT-F <	2 WRBT-F <	WRBT-F
3 WQXA-F	3 WQXA-F <	3 WRBT-F <	3 WTPA-F	3 WRBT-F	3 WRBT-F	3 WQXA-F	3 WRV-F <	3 WHP <	3 WROZ-F <	3 WRV-F <
4 WYCR-F >	4 WRBT-F	4 WTPA-F	WRBT-F >	4 WTPA-F	WRV-F	4 WRBT-F <	4 WRBT-F	4 WRV-F <	4 WRKZ-F	4 WHP
5 WRV-F >	5 WRV-F >	5 WQXA-F >	5 WQXA-F <	5 WWKL-F	WWKL-F	5 WRV-F	5 WRKZ-F <	5 WRKZ-F <	5 WRV-F <	WRKZ-F
6 WRKZ-F <	6 WRKZ-F	6 WWKL-F	6 WWKL-F <	6 WHP <	6 WNNK-F	6 WRKZ-F <	6 WTPA-F	6 WTPA-F	6 WTPA-F	6 WTPA-F
		WWKL-F		7 WHP	7 WHYL	7 WTPA-F <	7 WWKL-F	7 WROZ-F	WQXA-F	7 WWKL-F <
		8 WHP	8 WRKZ-F	8 WQXA-F	8 WROZ-F >	8 WWKL-F >	8 WHYL	8 WWKL-F <	8 WLAN-F	8 WTCY
		WROZ-F	9 WROZ-F	9 WROZ-F			9 WROZ-F <	9 WHYL <	WWKL-F <	WQXA-F
							10 WQXA-F	10 WQXA-F	10 WHP <	WROZ-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	12+ Ovrite
1 WNNK-F >>	1 WNNK-F >>	1 WNNK-F >>	1 WNNK-F >	1 WNNK-F >	1 WQXA-F >	1 WTPA-F	1 WTPA-F >	1 WTPA-F	1 WTPA-F <	1 WRKZ-F
2 WRBT-F	2 WRBT-F	2 WRBT-F	2 WRBT-F	2 WRBT-F	2 WTPA-F	2 WQXA-F	2 WRBT-F	2 WRV-F	2 WRV-F	WRV-F
WROZ-F	3 WRV-F	3 WRV-F >	WRV-F >	3 WRV-F >	WNNK-F	3 WNNK-F	WQXA-F	3 WQXA-F	3 WRBT-F	3 WNNK-F <
4 WRV-F	4 WROZ-F	4 WTCY	4 WROZ-F	4 WWKL-F	4 WRBT-F	WRBT-F	4 WNNK-F	4 WNNK-F <	4 WQXA-F <	4 WRBT-F
WQXA-F	5 WTCY	WRKZ-F	5 WWKL-F	5 WRKZ-F	WRKZ-F	5 WRV-F >	WRV-F >	5 WRBT-F >	5 WNNK-F	5 WTPA-F
	WQXA-F	WROZ-F	6 WTPA-F	WROZ-F <	WRV-F >>	6 WRKZ-F >	6 WHP	6 WRKZ-F	6 WHP <	6 WHP <
			WQXA-F <	7 WHP				7 WHP	7 WWKL-F <	7 WWKL-F <
			8 WRKZ-F	8 WTPA-F				WWKL-F >	8 WRKZ-F >	8 WRKZ-F >
			WTCY							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WADV	REL	940	Lebanon 0.5 1.4 10 178
WIOO	FS	1000	Carlisle 0.4 1.6 3 85
WQIC-F	CHR	100.1	Lebanon 0.6 2.6 6 156
WQLV-F	SAC	98.9	Millersburg 0.8 2.7 8 182
WWI	REL	720	Shiremanstown 0.6 2.2 7 161
WWKL	O	1460	Harrisburg 0.5 2.2 5 183

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WGTY-F	C	107.7	Gettysburg 0.5 2.1 66 859
WIOV-F	C	105.1	Ephrata 0.5 2.1 61 948
WLZS-F	O	106.1	Beaver Spgs. 0.5 0.7 15 138
WQKX-F	CHR	94.1	Sunbury 0.6 2.1 18 340
WRFY-F	CHR	102.5	Reading 0.4 1.0 19 448
WWMD-F	EZ	104.7	Hagerstown, MD 0.5 1.1 23 326

HARRISBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel, pend. WHP-AM, WKBO-AM, WRBT-FM, WRVW-FM, WWKL-AM, WWKL-FM	30.0 %	31.6 %	35.4 %	AC	0 (0)	60 (1)	60 (1)	8.3 %	9.7 %
Local WNCE-FM, WTPA-FM	7.4 %	8.1 %	15.4 %	AOR/Classic/NR	0 (0)	102 (3)	102 (3)	14.1 %	13.4 %
				Black/Urban	25 (1)	0 (0)	25 (1)	3.5 %	2.2 %
				CHR	0 (0)	130 (6)	130 (6)	18.0 %	16.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	138 (5)	138 (5)	19.1 %	21.7 %
				Full Service	85 (3)	0 (0)	85 (3)	11.8 %	11.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	0 (0)	0 (0)	0 (0)	1.4 %	0.0 %
				Oldies	4 (1)	44 (2)	48 (3)	6.6 %	6.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	9 (2)	10 (1)	19 (3)	2.6 %	2.9 %
				Soft AC	0 (0)	55 (3)	55 (3)	7.6 %	8.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	42 (2)	19 (2)	61 (4)	8.4 %	6.0 %
				Totals	165 (9)	558 (23)	723 (32)		

AM Stations

WHP	580	5 kw (DA-N)	Full Service	ABC	\$44.00	Katz	Clear Channel, pend.	
WHYL	960	5 kw/0.22 kw (DA-1)	Standards	Westwd	\$<20.00	Unirep		Carisle
WKBO	1230	1 kw	Standards	Westwd	\$ NA	Katz	Clear Channel, pend.	
WLBR	1270	5 kw/1 kw (DA-2)	Full Service	ABC	\$<20.00	K&P	WQIC-F	Lebanon
WTCY	1400	1 kw	Black AC	ABC, AMFM	\$<20.00	Eastman	Capstar	

FM Stations

WHYL	102.3	3 kw @ 328	Country		\$<20.00	---		Carisle
WNCE	92.1	3.3 kw @ 300	EZ List./Standards	ABC	\$15.00	Banner	WTPA-F	Palmyra
WNNK	104.1	22.5 kw @ 725	CHR	AP, Westwd	\$129.00	Eastman	Capstar	
WRBT	94.9	25 kw @ 700	Country		\$22.00	Katz	Clear Channel, pend.	
WRKZ	106.7	14 kw @ 928	Country	ABC	\$75.00	Allied	Citadel	Hershey
WRVW	97.3	17 kw @ 840	AC-AOR		\$65.00	Katz	Clear Channel	
WTPA	93.5	1.25 kw @ 719	AOR	ABC	\$64.00	Sentry	WNCE-F	Mechanicsburg
WWKL	99.3	6 kw @ 328	Oldies		\$43.00	Christal	Clear Channel, pend.	

Notes: * WHYL revenue level includes revenue of WHYL-F . . . ^ WKBO revenue level includes revenue of WWKL (AM) . . . Other ranked stations -- See York or Lancaster . . . 6/98 Dame sold these stations to Clear Channel as part of a stock transaction valued at \$85,000,000: WHP; WKBO; WRBT-F; WRVW-F; WWKL-AF

Jim Duncan

Comments: The overall listening level, shown by the Average Persons Rating, is fairly steady . . . WHP is in an "every-other-book is a good book" pattern . . . WRKZ-F bounced back from its terrible Winter showing . . . WTCY has its highest share since becoming a Black AC station

HARTFORD

Arbitron Rank: 42 Pop (12+): 961,600
MSA Rank: 49
MSA Pop: 1,110,000
DMA: 26 (w/New Haven)
Average Persons Rating: 15.9
Market TSL in Hours: 20.75

Stations: 27 / 16
Diaries: 2,433/395:1/52.4%
Sample Target: 2,320
% Below Line: 8.6
% Not Listed: 16.8
Pop per Station: 60,100

Last Year's Revenue: \$56,800,000
Household Income: \$54,879
Total Retail Sales: \$11.4 Bil.
#1 Biller: WRCH-F \$9,900,000
#1 Billing Portfolio: CBS \$28,600,000

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spq	4-Book	12+ Metro	Fall	Spq	12+ TSA	Revenue	
		1/4	Share	98	97	97	97	Avg	Cume / Rtg.	97	97	AQH / Cume	Level	
1	WRCH-F	SAC	171 / 11.2	11.2	9.9	11.2	12.2	10.9	2256 / 23.5	21.4	22.3	234 / 3292	H	WRCH-F
2	WTIC	FS	170 / 11.1	11.3	11.1	12.0	11.4	11.4	2390 / 24.9	24.6	23.6	223 / 3309	H	WTIC
3	WWYZ-F	C	128 / 8.4	7.0	8.0	8.5	7.5	8.0	1392 / 14.5	15.5	14.0	232 / 2785	G	WWYZ-F
4	WKSS-F	CHR	115 / 7.5	7.8	6.7	5.7	6.4	6.9	2348 / 24.4	21.9	21.5	242 / 4970	F	WKSS-F
5	WTIC-F	AC/CHR	102 / 6.7	7.5	6.8	6.3	6.4	6.8	2248 / 23.4	22.8	23.1	162 / 3992	G	WTIC-F
6	WDRG-F	O	92 / 6.0	5.8	6.0	5.5	5.5	5.8	1484 / 15.4	17.2	15.7	187 / 3218	F	WDRG-F
7	WMRQ-F	AOR-NR	74 / 4.8	4.8	4.8	5.2	3.9	4.9	1579 / 16.4	14.5	14.2	133 / 3105	E	WMRQ-F
8	WCCC-AF	AOR	70 / 4.8	4.8	4.1	3.5	3.1	4.2	1286 / 13.4	12.5	10.5	122 / 2332	D	WCCC-AF
9	WDRG	ST	63 / 4.1	5.0	5.0	5.7	4.9	5.0	825 / 8.8	8.4	8.7	65 / 906	B	WDRG
10	WZMX-F	CL HITS	49 / 3.2	3.8	4.0	4.1	3.8	3.8	1170 / 12.2	14.0	13.0	91 / 2363	F	WZMX-F
11	WNEZ	B	38 / 2.5	2.2	3.4	2.5	1.8	2.6	504 / 5.2	6.8	4.4	38 / 534		WNEZ
12	WHCN-F	CL AOR	37 / 2.4	2.3	3.0	2.0	2.9	2.4	947 / 9.8	11.8	10.9	71 / 1901	E	WHCN-F
13	WAQY-F	CL AOR	32 / 2.1	1.6	2.0	2.1	2.4	1.9	758 / 7.9	7.3	6.9	103 / 1916		WAQY-F
14	WFAN	SPRYS	18 / 1.2	1.4	1.5	1.5	1.1	1.4	480 / 5.0	5.8	4.8	75 / 1559		WFAN
15	WPLR-F	AOR	16 / 1.0	0.9	0.8	1.4	0.8	1.0	431 / 4.5	4.6	3.8	93 / 1584		WPLR-F
16	WLAT	SP	15 / 1.0	0.9	0.9	0.7	1.7	0.9	201 / 2.1	2.0	2.2	17 / 211	A	WLAT

12+ FM Share (Metro): 74.09% (941 of 1270) (Spring 97: 72.25%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>	1 WKSS-F <	1 WRCH-F	1 WRCH-F >	1 WRCH-F >	1 WTIC	1 WTIC	1 WTIC <	1 WRCH-F	1 WKSS-F <	1 WRCH-F
2 WMRQ-F >	2 WTIC-F <	2 WKSS-F <	2 WTIC-F <	2 WWYZ-F <	2 WRCH-F	2 WRCH-F	2 WRCH-F >	2 WTIC <	2 WRCH-F <	2 WWYZ-F <
3 WNEZ >	3 WCCC-AF <	3 WTIC-F	3 WKSS-F	3 WTIC-F	3 WWYZ-F	3 WTIC-F <	3 WWYZ-F	3 WWYZ-F	3 WTIC	3 WTIC <
	4 WRCH-F <	4 WWYZ-F	WWYZ-F	WTIC <	4 WDRG-F	4 WWYZ-F <	4 WDRG-F <	4 WKSS-F	4 WMRQ-F <	4 WKSS-F >
	5 WMRQ-F	5 WCCC-AF <	5 WTIC	5 WKSS-F	5 WDRG	5 WCCC-AF	5 WTIC-F <	5 WTIC-F <	5 WWYZ-F >	5 WDRG-F <
	6 WWYZ-F >	6 WTIC <	6 WDRG-F	6 WDRG-F	6 WTIC-F	6 WKSS-F	6 WKSS-F	6 WDRG-F	6 WDRG-F <	6 WTIC-F
		7 WMRQ-F	7 WCCC-AF	7 WCCC-AF	7 WKSS-F	7 WDRG-F	7 WMRQ-F <	7 WMRQ-F >	7 WTIC-F	7 WDRG
		8 WDRG-F	8 WZMX-F <	8 WZMX-F <	8 WZMX-F <	8 WDRG	8 WCCC-AF <	8 WNEZ <	8 WNEZ <	8 WMRQ-F
		9 WZMX-F	9 WMRQ-F	9 WMRQ-F		9 WZMX-F	9 WDRG >	9 WCCC-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	12+ Ovrnite
1 WKSS-F	1 WRCH-F <	1 WRCH-F	1 WRCH-F >	1 WRCH-F >	1 WCCC-AF	1 WCCC-AF >	1 WCCC-AF >	1 WCCC-AF	1 WTIC	1 WTIC >>
	WMRQ-F	2 WTIC-F <	2 WTIC-F <	2 WWYZ-F <	2 WMRQ-F	2 WMRQ-F	2 WTIC-F	2 WKSS-F	WRCH-F <	2 WWYZ-F
3 WTIC-F	3 WKSS-F	3 WWYZ-F	3 WKSS-F	3 WTIC-F <	3 WKSS-F >	3 WKSS-F	WMRQ-F <	WRCH-F <	3 WCCC-AF <	3 WRCH-F
4 WRCH-F	4 WWYZ-F <	4 WKSS-F >>	4 WWYZ-F >	4 WKSS-F	4 WWYZ-F	4 WTIC-F	4 WKSS-F	4 WTIC <	4 WDRG-F	4 WKSS-F <
5 WCCC-AF >	5 WMRQ-F >	5 WMRQ-F >>	5 WMRQ-F <	5 WTIC	5 WTIC-F	5 WWYZ-F <	5 WHCN-F	5 WMRQ-F <	WWYZ-F	5 WTIC-F
6 WDRG-F	6 WCCC-AF		6 WDRG-F	6 WDRG-F >	WNEZ	6 WHCN-F	WRCH-F	6 WTIC-F <	6 WKSS-F	
			WTIC >		7 WZMX-F	WRCH-F	7 WTIC	7 WWYZ-F	WTIC-F <	
						8 WNEZ	WWYZ-F	8 WDRG-F	8 WZMX-F	
						WZMX-F	WPLR-F	WZMX-F	9 WMRQ-F <	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
WPOP	SPRYS 1410 Hartford	0.4	2.5	7 282
WRYM	SP-TP 840 New Britain	0.5	1.1	9 136

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH Cume
WCBS	N 880 New York	0.3	1.4	40 1119
WEZN-F	SAC 99.9 Bridgeport	0.3	1.3	76 1248
WHYN-F	AC 93.1 Springfield, MA	0.5	2.9	65 1149
WILI-F	CHR 98.3 Wilimantic	0.4	1.3	23 435
WKCI-F	CHR 101.3 Hamden	0.7	6.1	96 2212
WMAS-F	AC 94.7 Springfield, MA	0.9	4.2	91 1407
WOR	T 710 New York	0.3	0.9	26 387
WPKX-F	C 97.9 Enfield	0.8	2.9	73 1092

HARTFORD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Buckley WDRG-AM, WDRG-FM, WSNG-AM	10.1 %	7.2 %	9.9 %	AC	0 (0)	123 (3)	123 (3)	9.7 %	10.2 %
Capstar WHCN-FM, WKSS-FM, WMRQ-FM, WPOP-AM, WWYZ-FM	23.5 %	24.4 %	35.1 %	AOR/Classic/NR	1 (1)	229 (5)	230 (6)	18.1 %	16.6 %
CBS WRCH-FM, WTIC-AM, WTIC-FM, WZMX-FM	32.2 %	33.1 %	50.2 %	Black/Urban	38 (1)	0 (0)	38 (1)	3.0 %	2.3 %
Mega WLAT-AM, WNEZ-AM	3.5 %	3.0 %	0.9 %	CHR	0 (0)	132 (3)	132 (3)	10.4 %	8.6 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	140 (2)	140 (2)	11.0 %	10.3 %
				Full Service	170 (1)	0 (0)	170 (1)	13.4 %	14.3 %
				Hispanic	23 (2)	0 (0)	23 (2)	1.8 %	2.5 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	10 (2)	0 (0)	10 (2)	0.8 %	0.6 %
				Oldies	0 (0)	141 (2)	141 (2)	11.1 %	11.6 %
				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	0 (0)	176 (2)	176 (2)	13.9 %	15.3 %
				Sports	24 (2)	0 (0)	24 (2)	1.9 %	1.4 %
				Standards/EZ	63 (1)	0 (0)	63 (1)	5.0 %	6.2 %
	69.3 %	67.7 %	96.1 %	Totals	329 (10)	941 (17)	1270 (27)		

AM Stations

Station	Freq	Power	Time	Format	AM	FM	Total	%	Spg 97
WCCC	1290	0.5 kw	(Days)	See WCCC-F					
WDRG	1360	5 kw	(DA-N)	Standards	Westwd	\$30.00	Mc-Guild	Buckley	
WLAT	1230	1 kw		Hispanic	Westwd	\$22.00	Caballero	Mega	Manchester
WNEZ	910	5 kw	(DA-2)	Black	Westwd	\$ NA	Allied	Mega	New Britain
WTIC	1080	50 kw	(DA-N)	Full Service	CBS	\$135.00	Group W	CBS	

FM Stations

Station	Freq	Power	Time	Format	AM	FM	Total	%	Spg 97
WCCC	106.9	23.2 kw	@ 725	AOR	Westwd, ABC	\$44.00	Allied	Martin	
WDRG	102.9	19.5 kw	@ 810	Oldies	Westwd	\$94.00	Mc-Guild	Buckley	
WHCN	105.9	16 kw	@ 867	Classic AOR	ABC	\$80.00	Christal	Capstar	
WKSS	95.7	16.5 kw	@ 879	CHR	AP	\$92.00	Allied	Capstar	
WMRQ	104.1	18 kw	@ 866	AOR-New Rock	CBS, ABC	\$66.00	D&R	Capstar	
WRCH	100.5	7.5 kw	@ 1250	Soft AC		\$172.00	Katz	CBS	New Britain
WTIC	96.5	20 kw	@ 810	AC/CHR		\$84.00	Group W	CBS	
WWYZ	92.5	17 kw	@ 879	Country	Westwd	\$102.00	Banner	Capstar	Waterbury
WZMX	93.7	17 kw	@ 850	Classic Hits		\$97.00	Katz	CBS	

Notes: Other ranked stations – See New York, New Haven or Springfield, MA . . . 2/98 WRDM sold to Hibernia for \$1,500,000 (Biemacki) . . . 5/98 WRDM (1550) changed from Hispanic-Tropical to Children's (Disney)

Jim Duncan

Comments: Overall listening is down moderately, off 0.7 rating point . . . WZMX-F continues to decline; it's at its lowest levels since 1993 . . . WCCC-AM holds its recent gains – powered largely by Howard Stern

HONOLULU

Arbitron Rank: 59 Pop (12+): 724,000
MSA Rank: 68
MSA Pop: 880,000
DMA: 70
Average Persons Rating: 16.8
Market TSL in Hours: 22.75

Stations: 27 / 27
Diaries: 2,033/356:1/54.2%
Sample Target: 1,960
% Below Line: 0.0
% Not Listed: 6.2
Pop per Station: 26,815

Last Year's Revenue: \$23,100,000
Household Income: \$59,870
Total Retail Sales: \$9.6 Bil.
#1 Biller: KSSK-F \$4,400,000
#1 Billing Portfolio: Capstar \$12,370,000

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spq	4-Book	12+ Metro	Fall	Spq	12+ TSA	Revenue	
		1/4	Share	98	97	97	97	Avg	Cume / Rtg.	97	97	AQH / Cume	Level	
1	KSSK-F	AC	111 / 9.1	8.8	10.9	9.8	11.0	9.7	1607 / 22.2	22.4	24.7	112 / 1636	F	KSSK-F
2	KCCN-F	E	105 / 8.6	8.2	8.1	9.1	8.1	8.5	1403 / 19.4	20.9	17.5	110 / 1513	E	KCCN-F
3	KINE-F	E	95 / 7.8	8.2	7.7	8.1	7.5	8.0	976 / 13.5	15.7	14.3	97 / 1024	B	KINE-F
4	KGMZ-AF	O	82 / 6.7	4.3	6.0	5.3	5.5	5.6	1030 / 14.2	14.1	14.0	88 / 1152	B	KGMZ-AF
5	KIKI-F	CHR	80 / 6.6	8.8	12.2	12.1	9.8	9.9	1605 / 20.8	25.5	24.8	81 / 1526	E	KIKI-F
6	KXME-F	CHR	79 / 6.5	5.0	2.0				1291 / 17.8	4.8		81 / 1360		KXME-F
7	KRTR-F	AC	72 / 5.9	6.0	5.2	5.9	7.2	5.8	1122 / 15.5	15.3	17.2	73 / 1168	D	KRTR-F
	KSSK	FS	72 / 5.9	5.2	4.8	5.7	7.0	5.4	872 / 12.0	10.5	13.0	72 / 876	E	KSSK
9	KOMQ-AF	CHR	68 / 5.8	6.1	6.4	8.6	5.5	6.7	1365 / 18.9	21.2	21.4	73 / 1572	C	KOMQ-AF
10	KUMU-F	SAC/EZ	87 / 5.5	6.3	5.4	4.9	5.9	5.5	727 / 10.0	11.1	11.0	69 / 764	C	KUMU-F
11	KHVH	N/T	46 / 3.8	3.2	2.6	4.2	4.0	3.4	603 / 8.9	5.8	7.1	56 / 593	B	KHVH
12	KUCD-F	AC-NR	43 / 3.5	3.3	3.0	1.8	2.0	2.9	684 / 9.5	8.1	5.6	45 / 711	B	KUCD-F
13	KKLV-F	CL AOR	33 / 2.7	2.8	2.5	3.4	3.3	2.9	608 / 8.4	8.2	10.0	33 / 608	B	KKLV-F
14	KPOI-F	AOR-NR	30 / 2.5	3.3	3.7	4.7	4.3	3.5	654 / 9.0	11.3	12.2	34 / 740	B	KPOI-F
	KHUL-F	B/O	30 / 2.5	2.6	2.3	1.4	1.9	2.2	581 / 8.0	6.3	4.6	30 / 593	B	KHUL-F
16	KUMU	ST	24 / 2.0	2.2	1.8	1.4	2.4	1.8	291 / 4.0	4.0	4.3	24 / 296	*	KUMU

12+ FM Share (Metro): 79.25% (905 of 1142) (Spring 97: 78.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KXME-F	1 KCCN-F <	1 KSSK-F <	1 KSSK-F	1 KSSK-F	1 KSSK-F <	1 KSSK-F	1 KSSK-F <	1 KCCN-F <	1 KXME-F	1 KCCN-F
2 KOMQ-AF <	2 KXME-F <	2 KCCN-F	2 KCCN-F <	2 KGMZ-AF <	2 KINE-F <	2 KSSK	2 KINE-F <	2 KSSK-F <	2 KIKI-F <	2 KXME-F <
3 KIKI-F >	3 KIKI-F >	3 KIKI-F <	3 KRTR-F <	3 KINE-F <	3 KGMZ-AF <	3 KCCN-F <	3 KCCN-F	3 KINE-F <	3 KOMQ-AF >	3 KINE-F <
4 KCCN-F >>	4 KOMQ-AF <	4 KRTR-F <	4 KINE-F <	4 KCCN-F <	4 KSSK <	4 KINE-F <	4 KGMZ-AF <	4 KXME-F	4 KCCN-F <	4 KSSK-F <
	5 KSSK-F <	5 KXME-F <	5 KGMZ-AF	5 KRTR-F	5 KUMU-F >	5 KIKI-F	5 KRTR-F <	5 KGMZ-AF <	5 KRTR-F <	5 KIKI-F <
	6 KRTR-F >	6 KINE-F	6 KIKI-F	6 KSSK <	6 KCCN-F <	6 KGMZ-AF	6 KUMU-F	6 KRTR-F <	6 KHVH <	6 KGMZ-AF
		KGMZ-AF <	7 KOMQ-AF <	7 KIKI-F	7 KHVH <	7 KOMQ-AF <	7 KSSK <	7 KIKI-F <	7 KGMZ-AF <	7 KUMU-F <
		8 KOMQ-AF	8 KSSK <	8 KOMQ-AF <	8 KRTR-F >	8 KRTR-F	8 KIKI-F <	8 KUMU-F <	8 KSSK-F	8 KOMQ-AF
		9 KUCD-F <					9 KXME-F <	9 KOMQ-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	12+ Ovrmte
1 KIKI-F	1 KIKI-F	1 KCCN-F	1 KSSK-F	1 KSSK-F >	1 KXME-F >>	1 KXME-F	1 KRTR-F <	1 KCCN-F <	1 KSSK-F <	1 KSSK
2 KXME-F <	KCCN-F >	2 KIKI-F	2 KCCN-F	2 KGMZ-AF <	2 KCCN-F	2 KCCN-F	2 KXME-F	2 KXME-F <	2 KINE-F	2 KIKI-F <
3 KCCN-F	3 KOMQ-AF	3 KRTR-F	3 KRTR-F	3 KRTR-F <	3 KIKI-F	3 KIKI-F	KCCN-F <	3 KSSK-F	3 KGMZ-AF	3 KSSK-F
4 KOMQ-AF >	KXME-F <	KSSK-F	KIKI-F	4 KCCN-F	4 KOMQ-AF >>	4 KOMQ-AF	4 KINE-F <	4 KINE-F	KCCN-F	KCCN-F
5 KUCD-F	5 KSSK-F <	5 KOMQ-AF	5 KGMZ-AF	5 KINE-F	5 KPOI-F	5 KRTR-F <	5 KSSK-F <	5 KIKI-F <	5 KRTR-F	5 KOMQ-AF
	6 KRTR-F	6 KHUL-F	6 KOMQ-AF <	6 KIKI-F		6 KSSK-F	6 KIKI-F	6 KOMQ-AF <	6 KKL-V-F	KHVH <
			7 KINE-F	KSSK >		7 KPOI-F	7 KPOI-F	7 KGMZ-AF	7 KSSK	
						KINE-F		KRTR-F	8 KXME-F	
									KUCD-F	

Other Rated Stations		Metro	Cume	TSA	Share	Rating	AQH	Cume
KAIM	REL	870	Honolulu	0.4	1.7	7	144	
KAIM-F	REL-CC	95.5	Honolulu	1.2	3.4	15	256	
KCCN	T	1420	Honolulu	1.4	4.6	17	353	
KGU	SPRTS	760	Honolulu	1.2	4.4	18	351	
KHNR	N	650	Honolulu	1.2	5.1	15	416	
KIKI	C	990	Honolulu	0.9	2.7	12	213	
KLHT	REL	1040	Honolulu	0.4	1.6	5	115	
KNDI	E	1270	Honolulu	1.0	2.3	12	170	
KZOO	E	1210	Honolulu	1.0	1.4	12	109	

HONOLULU

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar KHVH-AM, KIKI-AM, KIKI-FM, KKLV-FM, KSSK-AM, KSSK-FM, KUUCD-FM	32.5 %	35.4 %	53.5 %	AC	2 (1)	226 (3)	228 (4)	20.0 %	22.0 %
Caribou KHUL-FM, KPOI-FM, KQMQ-AF	10.6 %	10.8 %	10.5 %	AOR/Classic/NR	0 (0)	63 (2)	63 (2)	5.5 %	8.1 %
Chagal KGU-AM, KHNR-AM	2.4 %	1.9 %	1.5 %	Black/Urban	0 (0)	30 (1)	30 (1)	2.6 %	0.0 %
KHWY, Inc. KCCN-AM, KCCN-FM, KINE-FM	17.8 %	18.5 %	17.1 %	CHR	2 (1)	225 (3)	227 (4)	19.9 %	16.3 %
New Planet KGMZ-FM, KRTR-FM, KULA-AM, KXME-FM	19.1 %	20.7 %	11.7 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	82.4 %	87.3 %	94.3 %	Country	11 (1)	0 (0)	11 (1)	1.0 %	0.0 %
				Full Service	72 (1)	0 (0)	72 (1)	6.3 %	7.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.1 %
				News/Talk	77 (3)	0 (0)	77 (3)	6.7 %	7.2 %
				Oldies	0 (0)	80 (1)	80 (1)	7.0 %	5.8 %
				Others/Unknown	24 (2)	200 (2)	224 (4)	19.6 %	19.5 %
				Religion/Gospel	10 (2)	14 (1)	24 (3)	2.1 %	2.6 %
				Soft AC	0 (0)	67 (1)	67 (1)	5.9 %	6.3 %
				Sports	15 (1)	0 (0)	15 (1)	1.3 %	0.0 %
				Standards/EZ	24 (1)	0 (0)	24 (1)	2.1 %	2.6 %
				Totals	237 (13)	905 (14)	1142 (27)		

AM Stations

Station	Power	Format	AM	FM	Total	%	Spg 97
KHVH	830 10 kw	News/Talk	ABC	\$25.00	Christal	Capstar	
KQMQ	690 10 kw	See KQMQ-F					
KSSK	590 7.5 kw	Full Service		\$62.00	Eastman	Capstar	
KULA	1460 5 kw	See KGMZ-F					
KUMU	1500 10 kw	Standards	Westwd	\$ NA	Katz		

FM Stations

Station	Power	Format	AM	FM	Total	%	Spg 97
KCCN	100.3 100 kw @ 1965	Contemp. Haw'n.		\$60.00	Banner	KHWY, Inc.	
KGMZ	107.9 100 kw @ 1965	Oldies		\$18.00	---	New Planet	Aiea
KHUL	102.7 61 kw @ 1893	Urban Oldies		\$24.00	---	Caribou	Waipahu
KIKI	93.9 100 kw @ -144	CHR		\$54.00	Christal	Capstar	
KINE	105.1 100 kw @ 1965	Contemp. Haw'n.		\$30.00	Banner	KHWY, Inc.	
KKLV	98.5 51 kw @ 59	Classic AOR	ABC, Westwd	\$30.00	---	Capstar	
KPOI	97.5 83 kw @ 46	New Rock		\$28.00	Katz	Caribou	
KQMQ	93.1 100 kw @ 1853	CHR		\$38.00	Allied	Caribou	
KRTR	96.3 75 kw @ 2140	AC		\$40.00	Mc-Guild	New Planet	Kailua
KSSK	92.3 100 kw @ 1950	AC		\$72.00	Eastman	Capstar	Waipahu
KUCD	101.9 100 kw @ 1965	Modern AC		\$25.00	---	Capstar	Pearl City
KUMU	94.7 100 kw @ 78	EZ List/Soft AC		\$37.00	Katz		
KXME	104.3 75 kw @ 2116	CHR		\$ NA	Mc-Guild	New Planet	Kaneohe

Notes: * KUMU-F revenue level includes KUMU revenue . . . KCCN-F revenue level includes KCCN revenue . . . 3/98 KORL-F (99.5) sold for \$1,270,000 . . . 3/98 KXME-F sold by individual stockholders in New Planet to New Planet for \$1,800,000 . . . 5/98 58.3% interest in KOHO (CP: 1170) sold for \$100,000 . . . 8/98 KPOI-F changed from New Rock back to AOR

Jim Duncan

Comments: Listening levels are up moderately (+0.8 rating points) . . . KXME-F continued its strong growth at the expense of other CHRs - primarily KIKI-F . . . Honolulu has more CHRs than any other market . . . KGMZ-F turned in its best book ever

HOUSTON

Arbitron Rank: 9 Pop (12+): 3,458,300
MSA Rank: 8
MSA Pop: 4,310,000
DMA: 11
Average Persons Rating: 17.3
Market TSL in Hours: 22.75

Stations: 38 / 38
Diaries: 4,084/847:1/48.3%
Sample Target: 4,030
% Below Line: 0.0
% Not Listed: 12.0
Pop per Station: 91,008

Last Year's Revenue: \$224,000,000
Household Income: \$46,756
Total Retail Sales: \$40.1 Bil.
#1 Biller: KODA-F \$20,200,000
#1 Billing Portfolio: Chancellor \$90,800,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	KODA-F	443 / 7.4	7.2	7.1	7.3	7.1	7.3	6206 / 17.9	19.0	17.4	459 / 6456	K	KODA-F
2	KRBE-F	399 / 6.7	6.4	6.3	6.5	6.4	6.5	8189 / 23.7	22.1	22.5	423 / 8828	I	KRBE-F
3	KBXX-F	397 / 6.7	6.2	6.8	7.2	6.5	6.7	5697 / 16.5	17.0	15.3	446 / 6413	I	KBXX-F
4	KMJQ-F	339 / 6.7	6.3	5.4	5.5	5.7	5.7	4105 / 11.9	12.0	11.4	355 / 4268	I	KMJQ-F
5	KILT-F	281 / 4.7	5.2	5.3	5.9	5.1	5.3	3969 / 11.5	12.8	14.1	308 / 4309	J	KILT-F
6	KHMX-F	263 / 4.4	4.5	3.1	3.9	4.3	4.0	5284 / 15.3	13.6	14.5	271 / 5574	J	KHMX-F
7	KLDE-F	258 / 4.3	4.6	4.5	3.9	4.2	4.3	4414 / 12.8	13.5	13.0	282 / 4901	I	KLDE-F
8	KTRH	253 / 4.2	4.4	3.9	3.8	4.5	4.1	5087 / 14.7	14.3	17.3	285 / 5520	J	KTRH
	KLOL-F	253 / 4.2	4.0	4.1	3.9	3.2	4.1	4289 / 12.4	12.2	10.2	282 / 4797	I	KLOL-F
10	KKRW-F	224 / 3.8	3.7	3.6	2.9	2.4	3.5	3809 / 11.0	10.4	9.4	231 / 3983	H	KKRW-F
11	KKBQ-F	211 / 3.5	3.7	4.5	4.3	4.3	4.0	3663 / 10.6	11.7	13.6	222 / 3994	J	KKBQ-F
12	KTBZ-F	206 / 3.5	3.1	3.2	3.4	3.3	3.3	3697 / 10.7	10.4	10.5	220 / 4008	G	KTBZ-F
13	KKPN-F	196 / 3.3	3.2	2.6	3.0	3.0	3.0	3842 / 11.4	12.3	11.5	199 / 4038	F	KKPN-F
14	KPRC	185 / 3.1	2.8	3.0	2.4	2.8	2.8	2262 / 6.5	6.9	6.3	191 / 2342	H	KPRC
15	KIKK-F	159 / 2.7	2.1	2.5	2.3	2.3	2.4	2947 / 8.5	8.1	9.0	176 / 3354	H	KIKK-F
16	KQQK-F	140 / 2.3	3.1	2.6	2.2	2.4	2.6	2620 / 7.6	7.1	7.4	148 / 2786	G	KQQK-F
17	KILT	121 / 2.0	1.7	1.6	1.8	1.4	1.8	2113 / 6.1	5.8	5.4	130 / 2262	D	KILT
18	KLTN-F	107 / 1.8	1.7	2.1	2.0	2.7	1.9	1797 / 5.2	5.0	6.2	110 / 1829	H	KLTN-F
19	KHYS-F	103 / 1.7	1.8	2.3	2.1	1.9	2.0	2572 / 7.4	9.4	8.4	124 / 3109	C	KHYS-F
21	KOVE-F	86 / 1.4	1.4	1.2	0.8	0.3	1.2	1367 / 4.0	3.0	1.9	87 / 1398		KOVE-F
20	KBME	86 / 1.4	0.8	0.2		0.2		1089 / 3.1	0.8	0.5	91 / 1122		KBME
22	KXTJ-F	88 / 1.1	1.8	1.4	2.0	1.6	1.6	1404 / 4.1	4.6	5.0	69 / 1462	D	KXTJ-F
23	KQUE	87 / 1.1	1.0	1.8	1.8	1.9	1.4	644 / 1.9	3.0	3.2	68 / 659		KQUE
24	KSEV	64 / 1.1	1.1	1.1	1.1	0.8	1.1	1480 / 4.2	4.6	3.8	66 / 1547	D	KSEV

12+ FM Share (Metro): 80.50% (4226 of 5250) (Spring 97: 79.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBXX-F >	1 KRBE-F <	1 KODA-F	1 KODA-F	1 KODA-F	1 KODA-F	1 KRBE-F <	1 KODA-F >	1 KODA-F <	1 KBXX-F <	1 KBXX-F
2 KRBE-F >>	2 KBXX-F	2 KRBE-F <	2 KMJQ-F	2 KMJQ-F	2 KLDE-F	2 KTRH <	2 KRBE-F	2 KBXX-F <	2 KMJQ-F	2 KRBE-F
3 KTBZ-F >	3 KODA-F <	3 KMJQ-F	3 KRBE-F <	3 KLDE-F <	KTRH	3 KODA-F <	3 KILT-F <	3 KRBE-F	3 KRBE-F	3 KODA-F
4 KLOL-F <	4 KBXX-F <	4 KHMX-F <	4 KRBE-F <	4 KMJQ-F <	4 KILT-F	4 KILT-F	4 KLDE-F <	4 KMJQ-F	4 KODA-F >	4 KMJQ-F
5 KMJQ-F	5 KLOL-F <	5 KLOL-F	5 KHMX-F <	5 KPRC <	5 KBXX-F <	5 KPRC <	5 KHMX-F <	5 KHMX-F <	5 KTBZ-F <	5 KLDE-F <
6 KTBZ-F	6 KHMX-F <	6 KKRW-F	6 KLOL-F <	6 KILT-F	6 KLOL-F <	6 KLOL-F <	6 KBXX-F	6 KLDE-F	6 KTRH <	6 KHMX-F
7 KHMX-F <	7 KKRW-F	7 KLDE-F <	7 KKRW-F	7 KKRW-F <	7 KMJQ-F	KHMX-F	KILT-F <	7 KLOL-F <	KILT-F <	KILT-F <
8 KILT-F <	KILT-F	8 KILT-F <	8 KILT-F	8 KHMX-F	8 KHMX-F	8 KHMX-F	8 KLOL-F	8 KILT	8 KTBZ-F	8 KTBZ-F
9 KKPN-F <	9 KLDE-F <	9 KBXX-F	9 KBXX-F	9 KLDE-F	9 KLDE-F	9 KKRW-F <	9 KKRW-F <	9 KKRW-F <	9 KHMX-F	KLOL-F <
10 KKBQ-F	10 KKPN-F <		10 KKBQ-F <		KPRC <	10 KLOL-F <	10 KTRH <	KHYS-F <	10 KTRH <	

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	12+ Ovrnite
1 KRBE-F	1 KRBE-F	1 KRBE-F <	1 KODA-F	1 KODA-F	1 KBXX-F >	1 KLOL-F	1 KLOL-F >	1 KLOL-F >	1 KLOL-F	1 KMJQ-F
2 KBXX-F >	2 KBXX-F <	2 KODA-F <	2 KRBE-F <	2 KMJQ-F	2 KTBZ-F <	2 KBXX-F	2 KODA-F	2 KKRW-F <	2 KKRW-F <	2 KTRH
3 KHYS-F	3 KODA-F <	3 KMJQ-F	3 KMJQ-F	3 KHMX-F	3 KRBE-F	3 KRBE-F <	KRBE-F <	3 KBXX-F <	3 KODA-F <	3 KODA-F
KODA-F	4 KMJQ-F <	4 KHMX-F	4 KHMX-F	KRBE-F	4 KLOL-F	4 KTBZ-F >	4 KBXX-F <	4 KMJQ-F	4 KMJQ-F <	KRBE-F <
5 KHMX-F	5 KHMX-F >	5 KBXX-F	5 KBXX-F	5 KLDE-F	5 KILT-F	5 KODA-F <	5 KTBZ-F	KODA-F <	5 KLDE-F	5 KBXX-F <
6 KMJQ-F <	6 KILT-F	6 KKBQ-F	6 KILT-F <	6 KILT-F <	6 KKPN-F <	6 KMJQ-F <	6 KMJQ-F	6 KRBE-F <	6 KTRH <	6 KILT-F >
7 KILT-F	KKBQ-F	7 KILT-F	7 KKBQ-F <	7 KKBQ-F	7 KKBQ-F	7 KKPN-F <	7 KKRW-F <	7 KTBZ-F	7 KILT <	
8 KKPN-F	8 KKPN-F <	8 KLDE-F	8 KLDE-F	8 KLDE-F	8 KHYS-F	8 KILT-F	8 KILT <	8 KILT-F <	8 KRBE-F <	
KIKK-F	9 KIKK-F	9 KKRW-F <	9 KKPN-F <	9 KKRW-F		9 KKRW-F	9 KKPN-F	9 KKPN-F <	9 KILT-F <	
		10 KTBZ-F <				10 KILT <		10 KILT <	10 KHMX-F <	

HOUSTON

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCOH	B	1430	Houston	0.5	1.8	32 631
KENR	E	1070	Houston	0.3	0.6	20 225
KEYH	SP-R	850	Houston	0.6	1.9	37 659
KKTL-F	T	97.1	Cleveland	0.3	1.1	24 483
KLAT	SP	1010	Houston	0.8	2.1	47 742
KRTS-F	CL	92.1	Seabrook	0.8	3.6	48 1290
KVST-F	C	103.7	Willis	0.4	0.9	35 425
KWWJ	B/G	1360	Baytown	0.5	1.3	29 455
KXYZ	SP-NT	1320	Houston	0.6	1.3	35 466
KYOK	G	1590	Houston	0.8	1.9	49 673

Consolidation Report	12+	25-54	Revenue
CBS KIKK-AM, KIKK-FM, KILT-AM, KILT-FM	9.4 %	12.3 %	12.1 %
Chancellor KBME-AM, KKQB-FM, KKRW-FM, KLDE-FM, KLOL-FM, KODA-FM, KQUE-AM, KTRH-AM	29.9 %	32.5 %	40.5 %
Clear Channel KBXX-FM, KJOJ-FM, KMJQ-FM, KPRC-AM, KSEV-AM	16.7 %	22.0 %	16.7 %
El Dorado KEYH-AM, KLVL-AM, KQQK-FM, KXTJ-FM	4.0 %	4.0 %	4.0 %
HefTel, pend. KKPN-FM, KLAT-AM, KLTO-FM, KLTP-FM, KOVE-FM, KRTX-AM	5.6 %	6.1 %	8.5 %
Jacor, pend. KHMx-FM, KKTL-FM, KTBZ-FM	8.2 %	8.8 %	9.6 %
	73.8 %	85.7 %	91.4 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	459 (2)	459 (2)	8.7 %	8.5 %
AOR/Classic/NR	0 (0)	683 (3)	683 (3)	13.0 %	10.4 %
Black/Urban	32 (1)	736 (2)	768 (3)	14.6 %	12.4 %
CHR	0 (0)	502 (3)	502 (3)	9.6 %	12.8 %
Classical	0 (0)	47 (1)	47 (1)	0.9 %	0.7 %
Country	1 (1)	677 (4)	678 (5)	12.9 %	14.9 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	118 (3)	402 (5)	520 (8)	9.9 %	12.8 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	2.3 %
News/Talk	502 (3)	19 (1)	521 (4)	9.9 %	9.6 %
Oldies	0 (0)	258 (1)	258 (1)	4.9 %	5.0 %
Others/Unknown	19 (1)	0 (0)	19 (1)	0.4 %	0.0 %
Religion/Gospel	78 (2)	0 (0)	78 (2)	1.5 %	1.0 %
Soft AC	0 (0)	443 (1)	443 (1)	8.4 %	8.3 %
Sports	121 (1)	0 (0)	121 (1)	2.3 %	1.6 %
Standards/EZ	153 (2)	0 (0)	153 (2)	2.9 %	2.2 %
Totals	1024 (14)	4226 (23)	5250 (37)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Comments
KBME	790	5 kw (DA-2)	Standards	ABC, AMFM	\$ NA	Christal	Chancellor
KILT	610	5 kw (DA-2)	Sports		\$ NA	Group W	CBS
KPRC	950	5 kw (DA-N)	Talk	CBS, Westwd, Talknt	\$100.00	Katz	Clear Channel
KQUE	1230	1 kw	Standards		\$ NA	Sentry	Chancellor
KSEV	700	15 kw/1 kw (DA-2)	Talk	Westwd, CBS, Talknt	\$50.00	Katz	Clear Channel Tomball
KTRH	740	50 kw (DA-2)	News	Westwd, ABC, CNN	\$265.00	Christal	Chancellor

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product	Comments
KBXX	97.9	100 kw @ 1920	Black/CHR	\$210.00	Cir Chnl	Clear Channel	
KHMx	96.5	100 kw @ 1920	AC/CHR	\$240.00	Mc-Guild	Jacor	
KHYS	98.5	100 kw @ 1952	Urban/CHR	\$75.00	Cir Chnl		Pt Arthur
KIKK	95.7	100 kw @ 1920	Country	\$168.00	Group W	CBS	
KILT	100.3	100 kw @ 1920	Country	\$330.00	Group W	CBS	
KJOJ	106.9	100 kw @ 994	See KHYS-F				Freeport
KKQB	92.5	100 kw @ 1920	Country	\$341.00	Mc-Guild	Chancellor	Pasadena
KKPN	102.9	100 kw @ 984	Modern AC	\$95.00	Allied	HefTel, pend.	
KKRW	93.7	100 kw @ 1720	Classic AOR	\$160.00	Sentry	Chancellor	
KLDE	94.5	100 kw @ 1920	Oldies	AMFM \$195.00	D&R	Chancellor	
KLOL	101.1	100 kw @ 1920	AOR	Source \$212.00	Christal	Chancellor	
KLTN	93.3	100 kw @ 1952	Hispanic-Contemp.	\$135.00	Katz Hisp.	HefTel	Pt Arthur
KLTO	104.9	2.55 kw @ 350	See KLTN-F				Rosenberg
KMJQ	102.1	100 kw @ 1720	Black AC	\$220.00	Cir Chnl	Clear Channel	
KODA	99.1	100 kw @ 1920	Soft AC	\$355.00	Sentry	Chancellor	
KOVE	100.7	100 kw @ 1952	Hispanic-Contemp.	\$ NA	Katz Hisp.	HefTel	Winnie
KQQK	106.5	100 kw @ 1322	Hispanic-Contemp.	\$80.00	El Dorado	El Dorado	Galveston
KRBE	104.1	100 kw @ 1920	CHR	\$204.00	Mc-Guild	Susquehanna	
KTBZ	107.5	98 kw @ 1973	AOR-New Rock	\$140.00	Mc-Guild	Jacor	
KXTJ	107.9	100 kw @ 1807	Hispanic-Regional	\$68.00	El Dorado	El Dorado	Beaumont

HOUSTON

Notes: 2/98 Capstar sold these stations to Chancellor as part of a \$637,500,000 group transaction: KKRW-F; KODA-F; KQUE . . . 3/98 KKPN-F sold by Capstar to Heftel for \$54,000,000 . . . 4/98 For transferring KODA-F to Chancellor, Capstar will receive WAPE-F/WFVY-F Jacksonville + \$90,250,000 . . . 4/98 KTEK (1110; Alvin) sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group sale . . . 6/98 KQUE changed from Standards to simulcasting KKRW-F . . . 6/98 KKPN-F changed from Modern AC to simulcasting KLTN-F . . . 6/98 KKPN-F adopted the KLTN-F calls & format; KLTN-F changed from Hispanic Contemporary to Hispanic "Romantica" as KOVE-F; the former KOVE-F (100.7) will become Tejano as KRTX-F; KLTO-F changed calls to KOVA-F; it continues to simulcast KOVE-F . . . 7/98 KENR sold by Salem to ABC for \$10,600,000 . . . 8/98 KKTL-F (97.1; Cleveland) sold to Jacor for \$14,700,000 . . . 8/98 Reportedly, ABC/Disney's purchase of KENR has been put on hold

Jim Duncan

Comments: Listening levels are up slightly . . . KODA-F has led the 12+ rankings for five straight books . . . KRBE-F has its highest share since 1988 . . . KKRW-F turned in its fourth consecutive up book

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

<ul style="list-style-type: none"> * AC - Adult Contemporary * AC-NR - Modern AC * AOR - Album Oriented Rock * AOR-NR - New Rock * AOR-P - Progressive AOR * B - Black (audience 75%+ Black) * B/AC - Black Adult Contemporary * B/O - Black Oldies * BIZ N - Business News * C - Country * C/O - Classic Country * CHR - Contemporary Hit Radio, Top 40, Contemporary * CL - Classical * CL AOR - Classic AOR, Classic Rock * CL HITS - Classic Hits/70's Oldies * E - Ethnic (usually Foreign Language) * EZ - Easy Listening, Beautiful Music * FS - Full Service * G - Gospel (B/G is Black Gospel) 	<ul style="list-style-type: none"> * J - Jazz and New Adult Contemporary * N - News * O - Oldies * REL - Religion, Christian * REL-CC - Contemporary Christian * SAC - Soft Adult Contemporary * SP - Hispanic/Spanish * SP-C - Hispanic Contemporary * SP-NT - Hispanic News/Talk/Information * SP-R - Hispanic-Regional * SP-TP - Hispanic-Tropical * SP-VA - Hispanic Variety * SP-TJ - Tejano * SPRTS - Sports * ST - Standards, Big Band, Nostalgia * T - Talk * U - Urban (majority of audience is non-white) * VA - Variety * ? - 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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HUNTINGTON-ASHLAND

Arbitron Rank: 140 Pop (12+): 267,300
MSA Rank: 154
MSA Pop: 316,000
DMA: 57 (w/Charleston)
Average Persons Rating: 14.0
Market TSL in Hours: 19.25

Stations: 25 / 17
Diaries: 1,099/243:1/53.6%
Sample Target: 1,050
% Below Line: 9.6
% Not Listed: 13.4
Pop per Station: 15,724

Last Year's Revenue: \$8,500,000
Household Income: \$30,846
Total Retail Sales: \$2.8 Bil.
#1 Biller: WTCR-AF \$3,100,000
#1 Billing Portfolio: Capstar \$6,950,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WKEE-F	CHR/AC	70 / 18.8	15.3	18.1	14.8	13.8	956 / 35.8	32.3	34.2	89 / 1340	D	WKEE-F
2	WTCR-F	C	63 / 16.9	18.6	17.3	17.7	20.7	866 / 32.4	32.6	32.6	73 / 1137	E	WTCR-F
3	WDGG-F	C	27 / 7.2	7.2	6.9	8.9	8.0	484 / 18.1	20.1	15.9	50 / 736	B	WDGG-F
4	WAMX-F	AOR	25 / 6.7	5.4	4.1	3.2	3.3	414 / 15.5	11.5	11.5	43 / 611	A	WAMX-F
5	WKLC-F	AOR	16 / 4.3	3.9	4.7	5.1	5.0	332 / 12.4	11.6	11.8	45 / 668		WKLC-F
	WKEE	ST	16 / 4.3	4.5	4.7	5.4	4.7	166 / 6.2	6.4	7.6	17 / 197	A	WKEE
7	WLGC-F	C	12 / 3.2	1.8	3.0	3.8	3.6	203 / 7.6	6.9	7.0	15 / 295		WLGC-F
	WEMM-F	REL	12 / 3.2	3.3	5.5	4.0	4.7	248 / 9.3	11.4	11.6	18 / 429	A	WEMM-F
9	WFXN-F	AOR/CL	11 / 2.9	2.1	1.9	2.4	1.7	114 / 4.3	4.7	4.9	16 / 141	A	WFXN-F
	WRVC-F	O	11 / 2.9	4.2	5.8	5.4	4.1	220 / 8.2	6.5	3.6	16 / 306	A	WRVC-F
11	WPAY-F	C	9 / 2.4	2.7	1.6	1.6	2.2	145 / 5.4	6.0	5.5	54 / 631		WPAY-F
12	WRVC	T	8 / 2.1	3.0	1.6	2.4	1.4	125 / 4.7	6.5	3.6	9 / 136	A	WRVC
13	WBVB-F	O	7 / 1.9	3.0	1.1	2.4	3.6	183 / 6.9	7.9	4.6	8 / 211	A	WBVB-F

12+ FM Share (Metro): 87.93% (284 of 323) (Spring 1997: 87.86%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKEE-F >>>	1 WKEE-F >	1 WKEE-F	1 WKEE-F <	1 WTCR-F <	1 WTCR-F >	1 WTCR-F <	1 WKEE-F <	1 WKEE-F <	1 WKEE-F >	1 WKEE-F
2 WAMX-F	2 WTCR-F	2 WTCR-F >	2 WTCR-F >>	2 WKEE-F >>	2 WKEE-F >	2 WKEE-F >>	2 WTCR-F >>	2 WTCR-F >>	2 WTCR-F	2 WTCR-F >
	3 WAMX-F <	3 WAMX-F <	3 WDGG-F <	3 WDGG-F	3 WKEE <	3 WKLC-F	3 WDGG-F >	3 WAMX-F <	3 WAMX-F >	3 WDGG-F <
	4 WDGG-F	4 WDGG-F	4 WKLC-F <	4 WKLC-F <	4 WDGG-F	4 WDGG-F	4 WKEE	4 WDGG-F >	4 WDGG-F >	4 WAMX-F >
	5 WKLC-F	5 WKLC-F >	5 WAMX-F	5 WAMX-F	5 WEMM-F <	5 WKEE <	WAMX-F <	5 WKEE >	5 WEMM-F	5 WKEE
			6 WFXN-F	6 WFXN-F	6 WRVC-F	6 WAMX-F <	6 WKLC-F	6 WLGC-F	6 WLGC-F	6 WLGC-F
				7 WRVC-F			7 WRVC	WKLC-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	12+ Ovrnite
1 WKEE-F >>>	1 WKEE-F >>	1 WKEE-F >	1 WKEE-F >	1 WKEE-F	1 WKEE-F	1 WKEE-F	1 WKLC-F >	1 WKEE-F <	1 WTCR-F >	1 WKEE-F >>
2 WAMX-F >	2 WTCR-F >	2 WTCR-F >	2 WTCR-F >>	2 WTCR-F >>	2 WAMX-F >>	2 WAMX-F	2 WFXN-F	2 WTCR-F <	2 WKEE-F	2 WTCR-F >
3 WDGG-F	3 WDGG-F	3 WDGG-F >>	3 WDGG-F >	3 WDGG-F >	3 WTCR-F	3 WKLC-F	WTCR-F	3 WAMX-F	WKLC-F	3 WLGC-F
	WTCR-F >>	4 WAMX-F >>	4 WAMX-F	4 WRVC-F	WDGG-F >>	4 WTCR-F	4 WDGG-F	4 WKLC-F	4 WAMX-F	
		5 WKLC-F	WLGC-F >>	5 WRVC-F	5 WPAY-F	5 WDGG-F	WKEE-F	5 WDGG-F	5 WDGG-F	
					WKLC-F		WAMX-F >>>	6 WFXN-F >>	6 WFXN-F >	
					WAMX-F					

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCMJ G	1340	Ashland, KY	0.5 1.7 2 55
WGOH C	1370	Grayson, KY	0.8 2.4 4 76
WIRO SPRTS	1230	Ironton, OH	0.5 2.0 2 53
WMGG-F AC	101.5	Gallipolis, OH	1.6 3.6 10 217
WTCR C/O	1420	Kenova, WV	1.6 3.2 6 104
WUGO-F AC	102.3	Grayson, KY	1.6 3.8 6 120

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCHS FS	580	Charleston, WV	0.5 1.4 6 103
WQBE-F C	97.5	Charleston, WV	0.5 2.5 35 545
WQHY-F CHR	95.5	Prestonsburg	0.5 1.6 9 218
WSIP-F C	98.9	Paintsville, KY	0.5 1.9 8 201
WVSR-F CHR	102.7	Charleston, WV	0.8 3.2 24 385

HUNTINGTON-ASHLAND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	53.6 %	50.6 %	79.9 %	AC	0 (0)	12 (2)	12 (2)	3.7 %	3.2 %
WAMX-FM, WBVB-FM, WFXN-FM, WIRO-AM, WKEE-AM, WKEE-FM, WTCR-AM, WTCR-FM, WZZW-AM				AOR/Classic/NR	0 (0)	52 (3)	52 (3)	16.1 %	12.5 %
Local	12.7 %	14.1 %	15.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WCMI-AM, WDGG-FM, WRVC-AM, WRVC-FM				CHR	0 (0)	75 (3)	75 (3)	23.2 %	22.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	9 (2)	115 (6)	124 (8)	38.4 %	40.6 %
				Full Service	2 (1)	0 (0)	2 (1)	0.6 %	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	8 (1)	0 (0)	8 (1)	2.5 %	1.9 %
				Oldies	0 (0)	18 (2)	18 (2)	5.6 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	12 (1)	14 (2)	4.3 %	7.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	2 (1)	0 (0)	2 (1)	0.6 %	0.0 %
				Standards/EZ	16 (1)	0 (0)	16 (1)	5.0 %	5.4 %
	66.4 %	64.7 %	95.6 %	Totals	39 (7)	284 (17)	323 (24)		

AM Stations

WKEE	800	5 kw/0.185 kw	Standards	Westwd, CNN	\$<20.00	D&R	Capstar	
WRVC	930	5 kw/1 kw (DA-N)	Talk	Westwd, Talknt	\$<20.00	Banner	WRVC-F/WDGG-F	
WTCR	1420	5 kw/0.5 kw (DA-N)	Classic Country	ABC	\$ NA	Katz	Capstar	Kenova, WV

FM Stations

WAMX	106.3	0.53 kw @ 1092	AOR	Westwd, ABC	\$<20.00	Katz	Capstar	Milton
WBVB	97.1	3 kw @ 472	Oldies	ABC, Westwd	\$21.00	K&P	Capstar	Coal Grove, OH
WDGG	93.7	100 kw @ 741	Country	Westwd	\$29.00	Banner	WRVC-AF	
WEMM	107.9	50 kw @ 500	Religion	USA	\$21.00	—	Mortenson	
WFXN	107.1	3 kw @ 125	AOR/Classic AOR	Westwd	\$<20.00	Katz	Capstar	Ironton, OH
WKEE	100.5	53 kw @ 561	CHR/AC	ABC	\$50.00	D&R	Capstar	
WLGC	105.7	11.5 kw @ 479	Country		\$<20.00	D&R		Greenup, KY
WRVC	92.7	6 kw @ 253	Oldies		\$<20.00	—	WRVC/WDGG-F	Ashland
WTCR	103.3	50 kw @ 493	Country	ABC	\$66.00	Katz	Capstar	

Notes: WKLC-F – See Charleston, WV

Jim Duncan

Comments: Listening overall is up slightly . . . WKEE-F has its highest share since 1990 . . . WTCR-F is at its lowest 12+ share since the mid-1980's . . . WAMX-F has a good growth trend

HUNTSVILLE

Arbitron Rank: 113 Pop (12+): 365,100
MSA Rank: 147-Hunt.; 251-Dec.
MSA Pop: 439,000
DMA: 86 (w/Decatur)
Average Persons Rating: 16.4
Market TSL in Hours: 21.75

Stations: 25 / 20
Diaries: 915/399:1/52.9%
Sample Target: 920
% Below Line: 4.5
% Not Listed: 15.4
Pop per Station: 18,255

Last Year's Revenue: \$14,100,000
Household Income: \$44,553
Total Retail Sales: \$4.0 Bil.
#1 Biller: WDRM-F \$4,600,000
#1 Billing Portfolio: Capstar \$6,200,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WDRM-F	C	123 / 20.5	21.4	21.3	19.8	21.6	1337 / 36.6	33.9	33.4	189 / 2160	F	WDRM-F
2	WZYP-F	CHR	84 / 14.0	11.1	9.6	12.5	11.7	1064 / 29.1	25.9	28.6	136 / 1968	D	WZYP-F
3	WAHR-F	AC	49 / 8.2	7.8	8.3	8.1	8.3	656 / 18.0	19.9	18.9	60 / 879	D	WAHR-F
4	WTAK-F	CL AOR	42 / 7.0	8.6	7.1	6.6	8.1	684 / 18.7	16.7	16.2	63 / 943	C	WTAK-F
5	WWXQ-FF	O	38 / 6.3	4.0	3.4	3.2	2.3	494 / 13.5	11.6	10.2	43 / 594	A	WWXQ-FF
6	WRSF-F	SAC	35 / 5.8	5.5	6.6	8.3	6.3	434 / 11.9	14.8	12.6	64 / 725	C	WRSF-F
7	WEUP-F	B	28 / 4.7	4.3	2.2	2.8	3.1	386 / 10.6	8.3	7.3	34 / 511	B*	WEUP-F
8	WVNN	T	19 / 3.2	3.1	4.1	4.3	3.2	330 / 9.0	7.8	8.1	24 / 440	B	WVNN
9	WPZM-F	C	14 / 2.3	1.9	1.5	1.7	1.3	342 / 9.4	8.1	6.5	37 / 658	A	WPZM-F
10	WKDF-F	AOR-NR	9 / 1.5	2.4	3.6	2.8	3.6	232 / 6.3	9.9	9.3	18 / 411		WKDF-F
11	WEUP	B	8 / 1.3	2.9	2.9	2.5	2.2	179 / 4.9	6.5	5.1	8 / 197	*	WEUP
	WNDA-F	REL	8 / 1.3	1.0	0.7	1.3	0.9	168 / 4.6	4.7	3.8	9 / 192		WNDA-F
	WFMH-F	C/O	8 / 1.3	0.7	0.3	0.4	0.4	109 / 3.0	1.3	1.5	17 / 295		WFMH-F
14	WLOR	B/G	7 / 1.2	3.1	3.9	2.5	2.2	95 / 2.6	4.1	2.6	7 / 103	A	WLOR

12+ FM Share (Metro): 90.53% (459 of 507) (Spring 97: 87.63%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZYP-F >>>	1 WZYP-F >	1 WDRM-F	1 WDRM-F >	1 WDRM-F >	1 WDRM-F >>	1 WDRM-F >>	1 WDRM-F >	1 WDRM-F <	1 WZYP-F	1 WDRM-F
2 WEUP-F >	2 WDRM-F <	2 WZYP-F	2 WAHR-F <	2 WAHR-F	2 WRSF-F	2 WZYP-F	2 WZYP-F	2 WZYP-F >	2 WDRM-F >	2 WZYP-F >>
3 WTAK-F >	3 WTAK-F >	3 WAHR-F <	3 WTAK-F <	3 WTAK-F	WAHR-F <	3 WTAK-F	3 WAHR-F >	3 WAHR-F	3 WWXQ-FF	3 WRSF-F
4 WAHR-F >	4 WTAK-F	4 WTAK-F	4 WZYP-F	WZYP-F <	4 WWXQ-FF >	4 WAHR-F	4 WVNN <	4 WTAK-F	4 WRSF-F	WWXQ-FF <
5 WEUP-F >	5 WWXQ-FF >	5 WWXQ-FF >	5 WWXQ-FF >	5 WZYP-F	5 WZYP-F	5 WWXQ-FF <	5 WTAK-F	5 WWXQ-FF	WEUP-F	5 WTAK-F
	6 WEUP-F >	6 WEUP-F >>	6 WEUP-F >>	6 WEUP-F >	6 WVNN <	6 WRSF-F	6 WWXQ-FF <	6 WEUP-F	6 WTAK-F	6 WAHR-F <
					7 WTAK-F >		7 WRSF-F	7 WRSF-F >>	7 WAHR-F >	7 WEUP-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	12+ Ovrnite
1 WZYP-F >>	1 WZYP-F >>	1 WZYP-F >	1 WDRM-F <	1 WDRM-F >	1 WZYP-F >	1 WTAK-F	1 WTAK-F >>	1 WTAK-F <	1 WDRM-F <	1 WDRM-F >>
2 WDRM-F >	2 WDRM-F	2 WDRM-F	2 WZYP-F	2 WAHR-F	2 WDRM-F >	2 WZYP-F	2 WDRM-F	2 WDRM-F >	2 WTAK-F	2 WZYP-F
3 WAHR-F	3 WAHR-F	WEUP-F	3 WAHR-F >>	3 WZYP-F >	3 WEUP-F >	3 WDRM-F >>	3 WZYP-F >	3 WWXQ-FF <	3 WWXQ-FF >	3 WTAK-F
4 WTAK-F	4 WEUP-F	WAHR-F >	4 WEUP-F	4 WEUP-F	4 WKDF-F	4 WAHR-F	4 WAHR-F	4 WZYP-F	4 WAHR-F	4 WWXQ-FF
WPZM-F >	5 WTAK-F >	5 WTAK-F >>	5 WTAK-F	WWXQ-FF >	WWXQ-FF	WEUP-F	5 WEUP-F >	5 WAHR-F >>	5 WZYP-F >>	
					WTAK-F >>	6 WKDF-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBHP	N	1230	Huntsville 0.3 1.6 2 58
WDJL	B	1000	Huntsville 0.8 1.8 5 65
WQLT-F	AC	107.3	Florence 0.8 5.1 45 715
WRJL-F	G	99.9	Eva 1.0 3.3 22 360
WTKI	T	1450	Huntsville 0.5 1.7 3 63
WUMP	SPRIS	730	Athens 0.7 2.5 4 91

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WRAX-F	AOR-NR	107.7	Birmingham 0.7 2.6 26 357
WVNA-F	CL AOR	100.3	Tuscumbia 0.5 2.8 21 381
WXKI-F	C	103.1	Moulton 0.5 1.4 5 145

HUNTSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Athens WPZM-FM, WUMP-AM, WVNN-AM, WZYP-FM	20.2 %	15.9 %	24.8 %	AC	0 (0)	54 (2)	54 (2)	10.7 %	14.2 %
Capstar WBHP-AM, WDRM-FM, WHOS-AM, WTAK-FM, WWXQ-FM, WXQW-FM	34.2 %	39.2 %	44.0 %	AOR/Classic/NR	0 (0)	58 (4)	58 (4)	11.4 %	14.8 %
	54.3 %	55.1 %	68.8 %	Black/Urban	13 (2)	28 (1)	41 (3)	8.1 %	10.5 %
				CHR	0 (0)	84 (1)	84 (1)	16.6 %	13.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	148 (4)	148 (4)	29.2 %	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	24 (3)	0 (0)	24 (3)	4.7 %	4.1 %
				Oldies	0 (0)	38 (2)	38 (2)	7.5 %	0.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (1)	14 (2)	21 (3)	4.1 %	6.4 %
				Soft AC	0 (0)	35 (1)	35 (1)	6.9 %	7.2 %
				Sports	4 (1)	0 (0)	4 (1)	0.8 %	0.4 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	2.1 %
				Totals	48 (7)	459 (17)	507 (24)		

AM Stations

WEUP	1600	5 kw/0.5 kw (DA-N)	Black	AURN	\$<20.00	---		
WLOR	1550	50 kw/0.5 kw (DA-N)	Black Gospel		\$ NA	---		
WVNN	770	10 kw/0.25 kw (DA-N)	Talk	ABC, BNN	\$17.00	Christal	Athens	Athens

FM Stations

WAHR	99.1	100 kw @ 984	AC	Westwd	\$40.00	Mc-Guild		
WDRM	102.1	100 kw @ 981	Country		\$115.00	Sentry	Capstar	Decatur
WEUP	92.1	2.6 kw @ 479	Black		\$<20.00	---		Minor Hill, TN
WFMH	101.1	100 kw @ 1233	Classic Country		\$ NA	---		Cullman
WNDA	95.1	50 kw @ 110	Religion	SRN	\$ NA	---		
WPZM	93.3	100 kw @ 1040	Country	ABC	\$<20.00	Christal	Athens	Tullahoma, TN
WQLT	107.3	93 kw @ 1017	AC	ABC	\$ NA	---		Florence
WRJL	99.9	6 kw @ 328	Gospel		\$ NA	---		Eva
WRSA	96.9	100 kw @ 830	Soft AC	CBS	\$27.00	---		Decatur
WTAK	106.1	6 kw @ 328	Classic AOR	ABC	\$30.00	Sentry	Capstar	Hartselle
WWXQ	92.5	3.1 kw @ 423	Oldies	ABC	\$<20.00	Sentry	Capstar	Trinity
WXQW	94.1	0.41 kw @ 1155	See WWXQ-F					Meridianville
WZYP	104.3	100 kw @ 1115	CHR	ABC	\$50.00	Christal	Athens	Athens

Notes: WKDF-F - See Nashville . . . * WEUP-F revenue level includes WEUP revenue

Jim Duncan

Comments: Total listening to radio increased significantly (+0.9 ratings point) . . . WWXQ-F has its highest share ever . . . WEUP-F also is at its all-time high

INDIANAPOLIS

Arbitron Rank: 37 Pop (12+): 1,133,200
MSA Rank: 35
MSA Pop: 1,530,000
DMA: 25
Average Persons Rating: 15.4
Market TSL in Hours: 20.50

Stations: 25 / 24
Diaries: 2,963/382:1/54.5%
Sample Target: 2,810
% Below Line: 1.0
% Not Listed: 8.6
Pop per Station: 47,217

Last Year's Revenue: \$70,800,000
Household Income: \$47,136
Total Retail Sales: \$14.6 Bil.
#1 Biller: WFBQ-F \$15,000,000
#1 Billing Portfolio: Emmis \$23,600,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WFMS-F	C 198 / 11.4	10.7	13.7	13.8	12.5	12.4	2457 / 21.7	23.1	23.3	295 / 3681	I WFMS-F
2	WFBQ-F	AOR/T 187 / 10.7	10.7	10.9	10.8	10.7	10.8	2732 / 24.1	25.3	26.2	317 / 4873	J WFBQ-F
3	WIBC	FS/T 156 / 8.9	8.5	8.3	8.0	8.3	8.4	2374 / 21.0	18.8	18.3	182 / 3041	H WIBC
4	WTLC-F	B 113 / 6.5	5.5	4.7	4.9	5.6	5.4	1507 / 13.3	9.9	11.1	136 / 2001	E WTLC-F
5	WENS-F	AC 104 / 6.0	5.5	5.4	4.7	5.9	5.4	2090 / 18.4	16.4	17.4	126 / 2735	G WENS-F
	WTPI-F	SAC 104 / 6.0	6.1	6.3	4.9	6.3	5.8	1419 / 12.5	12.1	13.6	114 / 1605	G WTPI-F
7	WZPL-F	CHR/AC 102 / 5.9	6.0	5.0	4.9	4.7	5.4	2148 / 18.9	17.3	17.3	143 / 3305	E WZPL-F
8	WRZX-F	AOR-NR 91 / 5.2	5.0	4.4	4.4	4.1	4.8	1589 / 14.0	11.7	11.9	128 / 2572	F WRZX-F
9	WGLD-F	O 88 / 5.0	5.2	5.0	6.4		5.4	1471 / 13.0	12.0		108 / 1835	B WGLD-F
10	WHHH-F	CHR/B 86 / 4.9	5.1	5.7	4.7	5.7	5.1	1560 / 13.8	13.8	14.4	87 / 1639	E WHHH-F
11	WMYS	ST 66 / 3.8	2.8	2.8	4.2	3.3	3.4	734 / 6.5	5.4	6.0	69 / 838	B WMYS
12	WNAP-F	CL HITS 59 / 3.4	4.7	4.5	4.9	5.1	4.4	1620 / 14.3	14.2	16.9	87 / 2436	F WNAP-F
13	WTTS-F	AOR-P 47 / 2.7	2.6	2.3	2.6	2.1	2.5	954 / 8.4	7.9	7.3	70 / 1440	B WTTS-F
14	WGGR-F	B/AC 34 / 2.0	2.1	2.3	2.5	1.6	2.2	542 / 4.8	4.7	4.7	34 / 556	A WGGR-F
15	WGRL-F	C 28 / 1.6	2.0	2.5	2.3	5.7	2.1	512 / 4.5	7.5	13.6	39 / 744	E WGRL-F
16	WNDE	SPRTS 24 / 1.4	1.7	1.8	1.2	1.4	1.5	627 / 5.5	6.2	5.3	28 / 809	B WNDE
	WXIR-F	REL 24 / 1.4	1.8	1.3	1.3	1.8	1.4	451 / 4.0	4.0	4.6	26 / 536	WXIR-F

12+ FM Share (Metro): 83.11% (1324 of 1593) (Spring 97: 82.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHHH-F >>>	1 WFBQ-F >	1 WFBQ-F >	1 WFBQ-F >	1 WFBQ-F	1 WFMS-F <	1 WFBQ-F >	1 WFMS-F	1 WFMS-F	1 WFMS-F <	1 WFMS-F
2 WTLC-F <	2 WRZX-F <	2 WFMS-F	2 WFMS-F	2 WFMS-F >	2 WIBC >	2 WFMS-F	2 WFBQ-F <	2 WFBQ-F <	2 WTLC-F <	2 WIBC
3 WRZX-F <	3 WZPL-F	3 WENS-F <	3 WENS-F	3 WENS-F	3 WTPI-F <	3 WIBC >	3 WIBC	3 WIBC	3 WHHH-F	3 WTLC-F
4 WZPL-F >	4 WFMS-F	4 WZPL-F <	4 WTLC-F <	4 WTPI-F <	4 WFBQ-F	4 WTLC-F <	4 WENS-F <	4 WZPL-F <	4 WRZX-F	4 WFBQ-F <
	5 WTLC-F <	5 WTLC-F <	5 WZPL-F <	5 WGLD-F <	5 WGLD-F	5 WTPI-F	5 WTPI-F <	5 WENS-F	5 WIBC	5 WHHH-F
	6 WENS-F	6 WRZX-F	6 WTPI-F	6 WIBC <	6 WMYS	6 WENS-F <	6 WZPL-F <	6 WRZX-F	6 WRZX-F	6 WZPL-F
	7 WHHH-F	7 WTPI-F <	WGLD-F <	7 WTLC-F <	7 WENS-F <	7 WGLD-F	7 WGLD-F <	WTPI-F	7 WFBQ-F <	WENS-F <
		8 WIBC	8 WIBC	8 WZPL-F	8 WTLC-F >	WZPL-F	8 WTLC-F <	WHHH-F <	8 WTPI-F <	8 WRZX-F <
		WGLD-F		9 WNAP-F		9 WNAP-F	9 WRZX-F	9 WGLD-F <	9 WENS-F	9 WTPI-F
								10 WTLC-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	12+ Ovrnite
1 WRZX-F	1 WZPL-F	1 WZPL-F <	1 WFMS-F <	1 WFMS-F	1 WRZX-F <	1 WFBQ-F >>	1 WFBQ-F >>>	1 WFBQ-F >>	1 WFBQ-F >>	1 WTLC-F <
	WZPL-F	2 WENS-F	2 WENS-F	2 WENS-F	2 WFBQ-F >>	2 WRZX-F	2 WRZX-F	2 WRZX-F <	2 WIBC <	2 WFMS-F
3 WENS-F	3 WFMS-F	WFMS-F >	3 WZPL-F	3 WTPI-F	3 WZPL-F	3 WZPL-F	3 WFMS-F	3 WFMS-F	3 WFMS-F	3 WRZX-F
	WHHH-F	4 WTLC-F <	4 WTLC-F	4 WTLC-F	4 WZPL-F <	4 WTLC-F >	WFMS-F	4 WTLC-F <	4 WIBC	4 WGLD-F <
5 WTLC-F >	5 WRZX-F	5 WFBQ-F >	5 WTPI-F <	5 WTLC-F	5 WFMS-F	WTLC-F >	5 WZPL-F	5 WNAP-F <	5 WNAP-F <	5 WIBC <
6 WFMS-F	6 WFBQ-F <	6 WGLD-F	6 WFBQ-F	WGLD-F		6 WNAP-F	WIBC	6 WTLC-F <	6 WRZX-F <	
	WFBQ-F	7 WHHH-F >	7 WRZX-F	7 WGLD-F	7 WFBQ-F	WIBC <	7 WTTS-F	7 WZPL-F	7 WTTS-F	
			8 WRZX-F	8 WIBC >		8 WHHH-F <	WNAP-F	8 WTTS-F <	8 WTLC-F	
								9 WENS-F	WENS-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCBK-F	C 102.3	Martinsville	0.4 1.6 7 200
WPZZ-F	REL 95.9	Franklin	0.5 1.3 8 145
WQFE-F	O 101.9	Brownsburg	0.7 4.3 14 535
WSYW-F	J 107.1	Danville	0.5 1.9 9 246
WTLC	B/G/O 1310	Indianapolis	0.9 2.1 16 256
WXLW	REL 950	Indianapolis	0.4 1.3 10 206
WYJZ-F	J 100.9	Lebanon	0.3 1.8 6 234

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKKG-F	C 101.5	Columbus, IN	1.0 2.7 79 1252

INDIANAPOLIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar WFBQ-FM, WNDE-AM, WRZX-FM	17.3 %	19.6 %	27.7 %	AC	0 (0)	104 (1)	104 (1)	6.5 %	6.9 %
Emmis WENS-FM, WIBC-AM, WNAP-FM, WTLC-AM, WTLC-FM	25.7 %	25.4 %	33.3 %	AOR/Classic/NR	0 (0)	325 (3)	325 (3)	20.4 %	18.4 %
Local WGGR-FM, WHHH-FM, WYJZ-FM	7.2 %	5.1 %	4.9 %	Black/Urban	16 (1)	147 (2)	163 (3)	10.2 %	8.9 %
MyStar WMYS-AM, WTPI-FM, WZPL-FM	15.7 %	13.2 %	12.4 %	CHR	0 (0)	188 (2)	188 (2)	11.8 %	11.4 %
Susquehanna WFMS-FM, WGLD-FM, WGRL-FM	18.0 %	19.2 %	19.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
				Country	0 (0)	250 (4)	250 (4)	15.7 %	21.0 %
				Full Service	156 (1)	0 (0)	156 (1)	9.8 %	9.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	14 (2)	14 (2)	0.9 %	0.0 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	160 (3)	160 (3)	10.0 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (1)	32 (2)	39 (3)	2.4 %	4.4 %
				Soft AC	0 (0)	104 (1)	104 (1)	6.5 %	6.9 %
				Sports	24 (1)	0 (0)	24 (1)	1.5 %	1.5 %
				Standards/EZ	66 (1)	0 (0)	66 (1)	4.1 %	3.6 %
				Totals	269 (5)	1324 (20)	1593 (25)		
	84.0 %	82.5 %	98.1 %						

AM Stations

Station	Freq	Power	Format	Source	Rate	Agency	Advertiser
WIBC	1070	50 kw/10 kw (DA-2)	Full Service/Talk	ABC, AP	\$138.00	Christal	Emmis
WMYS	1430	5 kw (DA-N)	Standards	CNN	\$21.00	D&R	MyStar
WNDE	1260	5 kw (DA-N)	Sports	Westwd, CBS, 1/1	\$20.00	Mc-Guild	Capstar
WTLC	1310	5 kw/1 kw (DA-N)	Black Gospel/Oldies	CBS	\$<20.00	Mc-Guild	Emmis

FM Stations

Station	Freq	Power	Format	Source	Rate	Agency	Advertiser
WENS	97.1	23 kw @ 739	AC		\$137.00	Christal	Emmis
WFBQ	94.7	58 kw @ 804	AOR/Talk	Source	\$260.00	Mc-Guild	Capstar
WFMS	95.5	13 kw @ 990	Country		\$190.00	Allied	Susquehanna
WGGR	106.7	3 kw @ 328	Black AC	ABC	\$ NA	---	WHHH-F
WGLD	104.5	50 kw @ 492	Oldies		\$70.00	Mc-Guild	Susquehanna
WGRL	93.9	2.8 kw @ 492	Country		\$20.00	Mc-Guild	Susquehanna
WHHH	96.3	0.64 kw @ 715	CHR/Black		\$55.00	Banner	WGGR-F
WNAP	93.1	12.5 kw @ 1022	Classic Hits		\$80.00	Christal	Emmis
WRZX	103.3	18 kw @ 850	AOR-New Rock	Source	\$77.00	Katz	Capstar
WTLC	105.7	50 kw @ 450	Black	CBS	\$62.00	Mc-Guild	Emmis
WTPI	107.9	21.9 kw @ 762	Soft AC		\$95.00	D&R	MyStar
WTTS	92.3	37 kw @ 1090	Progressive AOR	CBS	\$33.00	---	Sarkes Tarzian
WXIR	98.3	3 kw @ 300	Religion		\$ NA	---	WBRI
WZPL	99.5	12.6 kw @ 990	CHR/AC	AP	\$55.00	D&R	MyStar

Notes: 3/98 WSYW-F (107.1) changed from SW Networks' Classic FM to Jones' Classical Service . . . 6/98 WSYW-F changed from Classical to Jones' Smooth Jazz; WSYW 810 changed to Jones' Classical . . . 6/98 WIRE-F (100.9) changed from Country to Jazz as WYJZ-F

Jim Duncan

Comments: Indianapolis has been the largest market in the country without a Smooth Jazz station; in June, two stations switched to the format in a two-week period - rational . . . Look for WYJZ-F to be the survivor . . . WTLC-F recorded its highest share since 1994 . . . Listening overall is up slightly . . . WENS-F posted its best share in two years . . . WNAP-F is at its lowest share since at least the early 1970's

JACKSON, MS

Arbitron Rank: 118 Pop (12+): 346,700	Stations: 24 / 24	Last Year's Revenue: \$17,000,000
MSA Rank: 120	Diaries: 1,012/343:1/53.6%	Household Income: \$40,658
MSA Pop: 427,000	Sample Target: 920	Total Retail Sales: \$4.1 Bil.
DMA: 91	% Below Line: 0.0	#1 Biller: WMSI-F \$4,500,000
Average Persons Rating: 15.8	% Not Listed: 16.8	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 14,446	Capstar \$7,900,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WJMI-F	B	82 / 15.0	14.8	16.3	14.9	16.6	842 / 24.3	27.5	31.8	161 / 1817	D	WJMI-F
2	WMSI-F	C	58 / 10.6	9.1	9.1	10.5	14.0	739 / 21.3	21.7	25.6	117 / 1586	F	WMSI-F
3	WYOY-F	CHR	52 / 9.5	7.4	5.9	7.2	4.4	660 / 19.0	16.5	14.6	68 / 930	A	WYOY-F
4	WKXI-F	B/AC	42 / 7.7	6.7	9.1	6.4	6.9	634 / 18.3	20.2	19.5	66 / 1050	B*	WKXI-F
5	WKTF-F	C	23 / 4.2	2.2	2.9	2.3	2.5	321 / 9.3	11.5	7.5	35 / 561	B	WKTF-F
	WSTZ-F	AOR	23 / 4.2	7.0	5.0	5.8	5.6	404 / 11.6	14.5	14.4	41 / 693	D	WSTZ-F
7	WOAD	B/G	21 / 3.8	3.9	3.0	3.2	4.8	325 / 9.4	9.4	11.8	22 / 344	A	WOAD
	WJKK-F	SAC	21 / 3.8	3.8	3.9	3.2	2.1	301 / 8.7	8.8	7.2	34 / 464	A	WJKK-F
9	WJDX-F	AC/CHR	18 / 3.3	2.9	3.6	4.3	4.9	398 / 11.5	12.5	16.8	40 / 958	D	WJDX-F
10	WVIV-F	ST	17 / 3.1	2.9	2.9	3.4	3.8	234 / 6.7	6.1	7.5	17 / 236	A	WVIV-F
11	WJNT	T/N	16 / 2.9	2.6	3.0	4.5	2.5	259 / 7.6	7.5	6.5	18 / 303	B	WJNT
	WTYX-F	CL HITS	16 / 2.9	3.6	3.6	3.2	3.6	280 / 8.1	10.8	12.0	30 / 501	C	WTYX-F
13	WZRZ	B/G	10 / 1.8	2.2	1.4	3.0	3.6	134 / 3.9	4.5	5.6	10 / 134	A	WZRZ
14	WHJT-F	REL-CC	9 / 1.6	1.0	0.5	0.6	0.7	189 / 5.5	3.5	3.3	9 / 195		WHJT-F
	WMGO	B/G	9 / 1.6	2.1	1.4	2.1	2.6	84 / 2.4	4.0	3.2	10 / 89		WMGO
16	WKXI	B/O	8 / 1.5	1.5	0.7	0.9	0.8	98 / 2.8	2.9	3.7	8 / 104		WKXI

12+ FM Share (Metro): 83.33% (380 of 456) (Spring 97: 81.43%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMI-F >>>	1 WJMI-F	1 WJMI-F	1 WJMI-F	1 WMSI-F <	1 WMSI-F >>	1 WMSI-F <	1 WJMI-F	1 WJMI-F	1 WJMI-F >>	1 WJMI-F >
2 WYOY-F >>	2 WYOY-F >>	2 WYOY-F	2 WYOY-F	2 WJMI-F <	2 WKXI-F	2 WJMI-F <	2 WMSI-F	2 WYOY-F <	2 WYOY-F	2 WYOY-F
	3 WKXI-F	3 WKXI-F	WMSI-F <	3 WKXI-F	3 WJMI-F	3 WKXI-F <	3 WYOY-F >	3 WMSI-F >	3 WKXI-F >	3 WKXI-F
	WSTZ-F >	WMSI-F >	4 WKXI-F >	WYOY-F >	WVIV-F	4 WYOY-F >	4 WKXI-F <	4 WKXI-F >	4 WMSI-F >>	WMSI-F >
5 WJDX-F	5 WSTZ-F	5 WKTF-F <	5 WKTF-F <	5 WKTF-F <	WOAD <	5 WSTZ-F	5 WJNT	5 WKTF-F	5 WJKK-F	5 WOAD <
6 WMSI-F	6 WKTF-F	6 WSTZ-F <	6 WOAD <	6 WJKK-F <	6 WKTF-F	6 WKTF-F	6 WJKK-F	6 WJKK-F	6 WKTF-F	6 WKTF-F
	7 WOAD	7 WOAD	7 WJKK-F <	7 WJNT <	7 WOAD	7 WOAD	7 WKTF-F <	7 WJKK-F	7 WSTZ-F	7 WSTZ-F
	WTYX-F	WTYX-F <	8 WSTZ-F <	8 WKTF-F >	WJKK-F <	8 WJDX-F	8 WJDX-F	8 WJDX-F	8 WJDX-F	8 WVIV-F
	WJDX-F	9 WJKK-F	9 WTYX-F			WSTZ-F	9 WTYX-F	9 WTYX-F		9 WJKK-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	12+ Ovrnite
1 WJMI-F >>	1 WJMI-F	1 WYOY-F >	1 WJMI-F	1 WMSI-F	1 WJMI-F >>	1 WJMI-F >	1 WJMI-F >	1 WJMI-F >	1 WJMI-F	1 WJMI-F
2 WYOY-F >	2 WYOY-F >>	2 WJMI-F >	2 WYOY-F	2 WYOY-F <	2 WYOY-F >>	2 WYOY-F >	2 WYOY-F	2 WYOY-F	2 WMSI-F	2 WKXI-F >
3 WKXI-F >	3 WKXI-F	3 WKXI-F	3 WMSI-F <	3 WKXI-F	3 WJDX-F	3 WSTZ-F >	3 WSTZ-F	3 WKXI-F <	3 WKXI-F <	3 WMSI-F >
4 WSTZ-F	4 WJDX-F	WJDX-F	4 WKXI-F >	4 WJMI-F	WSTZ-F >	4 WKXI-F >	4 WKXI-F >	4 WSTZ-F <	4 WYOY-F <	4 WYOY-F
	WMSI-F >>	5 WMSI-F	5 WOAD	5 WOAD	5 WKXI-F >>	5 WJDX-F	5 WKTF-F	5 WMSI-F	5 WSTZ-F	
	6 WSTZ-F		6 WJKK-F	6 WJKK-F		WKTF-F	WTYX-F >	6 WKTF-F	6 WKTF-F	
	7 WJKK-F		7 WJDX-F	7 WKTF-F		WTYX-F		7 WTYX-F	7 WTYX-F	
	WKTF-F		8 WJDX-F	8 WJDX-F				8 WJDX-F	8 WJNT	
								WKXI	WKXI	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
WBKJ-F	C	105.1	Kosciusko	0.7	3.2	20	334
WFMN-F	T	97.3	Flora	0.4	2.6	6	129
WIIN	O	780	Jackson	1.1	2.0	6	76
WJDS	SPRTS	620	Jackson	1.1	3.7	7	195
WJXN-F	REL	92.9	Utica	0.4	1.6	11	161
WMGO-F	B/O	93.1	Yazzo	0.4	1.6	3	69
WRJH-F	REL	97.7	Brandon	0.5	1.9	5	111
WYJS-F	REL-CC	105.9	Pickins	1.1	4.4	6	188

JACKSON, MS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	20.1 %	21.4 %	52.6 %	AC	0 (0)	18 (1)	18 (1)	3.9 %	5.8 %
WJDS-AM, WKTF-FM, WMSI-FM, WSTZ-FM				AOR/Classic/NR	0 (0)	23 (1)	23 (1)	5.0 %	6.6 %
Clear Channel	28.0 %	25.8 %	19.7 %	Black/Urban	8 (1)	126 (3)	134 (4)	29.4 %	29.0 %
WJMI-FM, WKXI-AM, WKXI-FM, WOAD-AM				CHR	0 (0)	52 (1)	52 (1)	11.4 %	5.2 %
New South	14.4 %	15.1 %	5.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WIIN-AM, WJKK-FM, WYOY-FM				Country	0 (0)	85 (3)	85 (3)	18.6 %	19.7 %
Proteus	6.0 %	5.1 %	9.8 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WTYX-FM, WVIV-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	68.5 %	67.4 %	87.6 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	16 (1)	2 (1)	18 (2)	3.9 %	3.3 %
				Oldies	6 (1)	16 (1)	22 (2)	4.8 %	4.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	40 (3)	20 (4)	60 (7)	13.2 %	18.6 %
				Soft AC	0 (0)	21 (1)	21 (1)	4.6 %	2.5 %
				Sports	6 (1)	0 (0)	6 (1)	1.3 %	0.6 %
				Standards/EZ	0 (0)	17 (1)	17 (1)	3.7 %	4.4 %
				Totals	76 (7)	380 (17)	456 (24)		

AM Stations

Station	Power	Time	Format	Network	Rate	Agency	Advertiser	Product
WJDS	620	5 kw/1 kw (DA-N)	Sports	ABC	\$ NA	Mc-Guild	Capstar	
WJNT	1180	50 kw/0.5 kw (DA-N)	Talk/News	CBS, Westwd, CNN	\$21.00	—		Pearl
WKXI	1400	1 kw	Black Oldies	AURN, ABC, WW1	\$ NA	D&R	Clear Channel	
WMGO	1370	1 kw/0.028 kw	Gospel	Westwd	\$ NA	—		Canton
WOAD	1300	5 kw/1 kw	Black Gospel	AURN, ABC, Westwd	\$<20.00	Banner	Clear Channel	
WZRX	1590	5 kw/1 kw (DA-N)	Black Gospel		\$<20.00	D&R	Capstar	

FM Stations

Station	Power	Time	Format	Network	Rate	Agency	Advertiser	Product
WHJT	93.5	6 kw @ 328	Contemp. Christian	USA, SRN	\$ NA	Salem	Miss. College	Clinton
WJDX	96.3	100 kw @ 1410	AC/CHR		\$40.00	Mc-Guild	Boswell, pend.	
WJKK	98.7	100 kw @ 945	Soft AC	ABC	\$<20.00	Mc-Guild	New South	Vicksburg
WJMI	99.7	100 kw @ 1059	Black	ABC	\$55.00	D&R	Clear Channel	
WKTF	95.5	100 kw @ 1059	Country	Westwd	\$24.00	Mc-Guild	Capstar	
WKXI	107.5	100 kw @ 951	Black AC		\$27.00	Banner	Clear Channel	Magee
WMSI	102.9	100 kw @ 1801	Country	ABC	\$85.00	Mc-Guild	Capstar	
WSTZ	106.7	100 kw @ 1063	AOR		\$50.00	D&R	Capstar	Vicksburg
WTYX	94.7	100 kw @ 1115	Classic Hits		\$30.00	Christal	Proteus	
WVIV	93.9	6 kw @ 282	Standards	ABC	\$<20.00	—	Proteus	Pearl
WYOY	101.7	50 kw @ 456	CHR		\$<20.00	Mc-Guild	New South	Gluckstadt

Notes: * WKXI-F revenue level includes revenue of WKXI . . . 2/98 WVIV-F sold to Proteus Investments (WTYX-F) for \$850,000 . . . 5/98 WSLI (930) sold by Spur to Clear Channel for \$325,000 . . . 7/98 Capstar traded WJDX-F to Boswell for WBKJ-F (105.1; Kosciusko) to satisfy DoJ revenue guidelines . . . 8/98 WRJH-F (97.7; Brandon) sold (price NA) . . . 8/98 According to the M Street Journal, Clear Channel's purchase of WSLI has been called off

Jim Duncan

Comments: Total listening to radio dropped severely: it's down 2.1 ratings points from a year ago . . . WYOY-F recorded its highest share ever

JACKSONVILLE

Arbitron Rank: 51 Pop (12+): 861,300
MSA Rank: 57
MSA Pop: 1,030,000
DMA: 55
Average Persons Rating: 16.0
Market TSL In Hours: 21.25

Stations: 25 / 23
Diaries: 2,080/414:1/46.5%
Sample Target: 2,040
% Below Line: 1.0
% Not Listed: 13.2
Pop per Station: 37,448

Last Year's Revenue: \$41,800,000
Household Income: \$41,348
Total Retail Sales: \$10.3 Bil.
#1 Biller: WFYV-F \$5,900,000
#1 Billing Portfolio: Capstar \$19,490,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WAPE-F	CHR	130 / 9.4	8.3	7.7	7.8	8.1	8.3	2183 / 25.3	20.7	23.1	160 / 2575	G	WAPE-F
2	WFYV-F	AOR	111 / 8.0	8.3	9.4	8.7	8.6	8.6	1556 / 18.1	17.1	17.9	124 / 1752	G	WFYV-F
3	WEJZ-F	SAC	108 / 7.8	7.1	5.9	6.8	7.3	6.9	1590 / 18.5	15.5	16.2	127 / 1861	F	WEJZ-F
4	WSOL-F	B/AC	98 / 7.1	6.8	6.1	4.9	6.0	6.2	1000 / 11.6	12.2	9.6	130 / 1338	D	WSOL-F
5	WQIK-F	C	95 / 6.9	8.2	7.2	9.2	8.6	7.9	1477 / 17.1	16.8	19.6	111 / 1801	G	WQIK-F
6	WJBT-F	B	88 / 6.4	5.9	5.3	5.7	6.4	5.8	1177 / 13.7	12.9	12.4	92 / 1278	D	WJBT-F
7	WROO-F	C	73 / 5.3	5.5	5.8	5.5	6.9	5.5	1205 / 14.0	12.8	15.5	80 / 1370	E	WROO-F
8	WKQL-F	O	70 / 5.1	5.8	6.4	6.0	6.2	5.8	1335 / 15.5	16.5	15.7	80 / 1581	E	WKQL-F
9	WPLA-F	AOR-NR	67 / 4.9	4.1	3.8	4.5	5.2	4.3	1014 / 11.8	12.2	12.7	74 / 1118	C	WPLA-F
10	WOKV	N/T	57 / 4.1	4.2	3.9	4.2	3.5	4.1	740 / 8.6	9.7	9.5	63 / 841	F	WOKV
11	WFSJ-F	J	51 / 3.7	3.5	2.6	3.6	3.5	3.3	782 / 9.1	7.6	8.5	55 / 823	B	WFSJ-F
12	WMXQ-F	AC	46 / 3.3	3.1	3.5	3.5	3.6	3.4	805 / 9.3	9.7	11.0	48 / 859	D	WMXQ-F
13	WWRR-F	CL HITS	31 / 2.2	1.6	2.3	2.7	2.5	2.2	696 / 8.1	7.8	8.9	44 / 882	A	WWRR-F
	WZAZ	B/G	31 / 2.2	3.0	2.4	3.1	1.8	2.7	493 / 5.7	5.2	4.3	31 / 496	A	WZAZ
15	WBWL	SPRTS	25 / 1.8	1.2	1.7	1.1	0.7	1.4	344 / 4.0	5.9	2.4	26 / 388	A	WBWL
16	WCGL	REL	20 / 1.4	1.0	0.7	1.0	1.6	1.0	259 / 3.0	2.0	2.1	20 / 262		WCGL
17	WNZS	SPRTS	19 / 1.4	0.9	1.3	1.1	0.8	1.2	340 / 3.9	4.9	3.1	19 / 345	B	WNZS
18	WGBB-F	CL AOR	16 / 1.2	1.0	1.3	0.7		1.0	348 / 4.0	3.5		16 / 346	A	WGBB-F

12+ FM Share (Metro): 85.80% (1027 of 1197) (Spring 97: 86.27%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WJBT-F	1 WFYV-F	1 WFYV-F <	1 WFYV-F <	1 WFYV-F <	1 WEJZ-F <	1 WFYV-F	1 WAPE-F <	1 WAPE-F	1 WJBT-F >
2	WAPE-F >	2 WAPE-F >	2 WAPE-F	2 WAPE-F	2 WAPE-F	2 WQIK-F	2 WSOL-F	2 WEJZ-F	2 WEJZ-F <	2 WAPE-F <
3	WPLA-F >>>	3 WSOL-F <	3 WSOL-F	3 WSOL-F	3 WSOL-F <	3 WKQL-F	3 WAPE-F	3 WOKV <	3 WFYV-F	3 WSOL-F <
4	WJBT-F <	4 WEJZ-F	4 WEJZ-F	4 WEJZ-F	4 WEJZ-F	4 WSOL-F <	4 WEJZ-F <	4 WFYV-F <	4 WJBT-F <	4 WPLA-F <
5	WPLA-F	5 WROO-F <	5 WROO-F	5 WKQL-F <	5 WOKV <	5 WQIK-F	5 WQIK-F <	5 WSOL-F	5 WEJZ-F <	5 WFYV-F <
6	WROO-F	6 WJBT-F	6 WKQL-F <	6 WROO-F <	6 WFSJ-F	6 WROO-F	6 WSOL-F	6 WQIK-F	6 WFSJ-F <	6 WROO-F <
7	WEJZ-F	7 WPLA-F <	7 WQIK-F	7 WQIK-F	7 WQIK-F	7 WKQL-F <	7 WKQL-F	7 WROO-F	7 WFYV-F	7 WPLA-F <
8	WQIK-F	8 WMXQ-F <	8 WFSJ-F <	8 WFYV-F <	8 WJBT-F	8 WROO-F <	8 WPLA-F <	8 WQIK-F	8 WQIK-F	8 WSOL-F <
9	WKQL-F <	9 WJBT-F <	9 WMXQ-F <	9 WROO-F	9 WOKV	9 WPLA-F <	9 WKQL-F >	9 WROO-F	9 WROO-F	9 WKQL-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	12+ Ovrnite
1	WAPE-F	1 WAPE-F >>	1 WAPE-F >	1 WAPE-F	1 WPLA-F	1 WFYV-F >	1 WFYV-F >>	1 WFYV-F >	1 WFYV-F >	1 WJBT-F
2	WJBT-F	2 WSOL-F <	2 WSOL-F	2 WEJZ-F <	2 WEJZ-F	2 WFYV-F >	2 WPLA-F	2 WSOL-F <	2 WSOL-F <	2 WSOL-F
3	WROO-F	3 WJBT-F	3 WFYV-F	3 WSOL-F >	3 WSOL-F	3 WJBT-F	3 WAPE-F <	3 WAPE-F <	3 WAPE-F <	3 WPLA-F
4	WSOL-F	4 WFYV-F	4 WJBT-F >	4 WFYV-F	4 WKQL-F	4 WAPE-F >	4 WSOL-F <	4 WPLA-F	4 WPLA-F	4 WROO-F
5	WFYV-F	5 WROO-F <	5 WMXQ-F	5 WROO-F <	5 WMXQ-F	5 WSOL-F	5 WJBT-F	5 WJBT-F	5 WROO-F <	5 WQIK-F <
6	WEJZ-F	6 WEJZ-F	6 WMXQ-F	6 WFYV-F	6 WEJZ-F	6 WROO-F	6 WROO-F	6 WJBT-F	6 WJBT-F	6 WEJZ-F <
7	WQIK-F	7 WROO-F	7 WJBT-F <	7 WROO-F	7 WQIK-F	7 WBWL	7 WBWL	7 WEJZ-F	7 WKQL-F	7 WKQL-F
8	WPLA-F	8 WQIK-F	8 WKQL-F <	8 WQIK-F	8 WQIK-F	8 WJBT-F	8 WJBT-F	8 WQIK-F	8 WOKV	8 WOKV
9	WMXQ-F >	9 WQIK-F >	9 WQIK-F	9 WFSJ-F	9 WFSJ-F	9 WPLA-F <	9 WBWL <	9 WPLA-F	9 WPLA-F	9 WKQL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WJGR	T	1320	Jacksonville 0.6 2.5 8 226
WJQR-F	C	105.5	St. Augustine 0.5 1.3 8 146
WSOS-F	AC	94.1	St. Augustine 0.9 2.0 12 182
WSVE	B/G	1280	Jacksonville 0.7 2.3 10 197
WXQL-F	B/AC	105.7	Baldwin 0.7 3.1 11 296

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFKS-F	CHR	99.9	Palatka 0.6 3.6 23 606
WJHM-F	B	101.9	Daytona Beach 0.4 1.1 15 245

JACKSONVILLE

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar		31.7 %	37.3 %	46.6 %	AC	0 (0)	58 (2)	58 (2)	4.8 %	4.2 %
WAPE-FM, WBWL-AM, WFYV-FM, WKQL-FM, WMXQ-FM, WOKV-AM										
Clear Channel		16.5 %	17.1 %	15.7 %	AOR/Classic/NR	0 (0)	194 (3)	194 (3)	16.2 %	16.0 %
WBGB-FM, WFSJ-FM, WNZS-AM, WPLA-FM, WROO-FM, WZNZ-AM										
Jacor		23.2 %	20.4 %	24.9 %	Black/Urban	0 (0)	202 (4)	202 (4)	16.9 %	14.9 %
WJBT-FM, WJGR-AM, WQIK-FM, WSOL-FM, WZAZ-AM										
Renda		10.0 %	11.3 %	11.7 %	CHR	0 (0)	138 (2)	138 (2)	11.5 %	10.1 %
WEJZ-FM, WWRR-FM										
		81.4 %	86.1 %	98.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Country	0 (0)	175 (3)	175 (3)	14.6 %	18.5 %
					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)	51 (1)	51 (1)	4.3 %	4.0 %
					News/Talk	65 (2)	0 (0)	65 (2)	5.4 %	5.9 %
					Oldies	0 (0)	101 (2)	101 (2)	8.4 %	10.1 %
					Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Religion/Gospel	61 (3)	0 (0)	61 (3)	5.1 %	6.0 %
					Soft AC	0 (0)	108 (1)	108 (1)	9.0 %	8.5 %
					Sports	44 (2)	0 (0)	44 (2)	3.7 %	1.8 %
					Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Totals	170 (7)	1027 (18)	1197 (25)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer
WBWL	600	5 kw (DA-2)	Sports	\$ NA	Mc-Guild	Capstar
WCGL	1360	5 kw (Days)	Religion	AURN	\$ NA	K&P
WNZS	930	5 kw (DA-N)	Sports	CBS, 1-on-1, ESPN	\$<20.00	Katz
WOKV	690	50 kw/10 kw (DA-N)	News/Talk	CBS	\$53.00	Mc-Guild
WZAZ	1400	1 kw	Black Gospel	ABC	\$15.00	Eastman

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer
WAPE	95.1	100 kw @ 984	CHR	\$82.00	Christal	Capstar
WBGB	106.5	6 kw @ 328	Classic AOR	Westwd	\$ NA	Ctr Chnl
WEJZ	96.1	100 kw @ 984	Soft AC	\$80.00	Katz	Renda
WFSJ	97.9	50 kw @ 482	Jazz	\$22.00	Ctr Chnl	Clear Channel
WFYV	104.5	100 kw @ 1014	AOR	\$115.00	Christal	Capstar
WJBT	92.7	6 kw @ 300	Black	\$39.00	Roslin	Jacor
WKQL	96.9	100 kw @ 1014	Oldies	AP	\$59.00	Sentry
WMXQ	102.9	100 kw @ 1014	AC	\$56.00	Sentry	Capstar
WPLA	93.3	50 kw @ 463	AOR-New Rock	\$40.00	Ctr Chnl	Clear Channel
WQIK	99.1	100 kw @ 1014	Country	ABC	\$125.00	Eastman
WROO	107.3	100 kw @ 705	Country	\$60.00	Ctr Chnl	Clear Channel
WSOL	101.5	100 kw @ 1463	Black AC	ABC	\$48.00	Eastman
WWRR	100.7	36 kw @ 1463	Classic Hits	\$ NA	---	Renda

Notes: 3/98 WAOC/WJQR-F (St. Augustine) sold to Mondosphere for \$1,900,000 . . . 4/98 WAPE-F/WFYV-F (+ \$90,250,000) traded by Chancellor to Capstar for KODA-F, Houston . . . 4/98 WELX (1160; Callahan) began operations, programming Radio Unica's Hispanic Talk

Jim Duncan

Comments: Listening levels are up slightly . . . WSOL-F moved into the sevens -- its highest share ever . . . WQIK-F slipped to its lowest share since the late 1970's . . . WFSJ-F recorded its best performance yet

JOHNSON CITY-KINGSPORT-BRISTOL

Arbitron Rank: 93 Pop (12+): 396,400	Stations: 30 / 24	Last Year's Revenue: \$14,000,000
MSA Rank: 106	Diaries: 1,486/267:1/56.3%	Household Income: \$33,111
MSA Pop: 460,000	Sample Target: 1,470	Total Retail Sales: \$4.0 Bil.
DMA: 93	% Below Line: 5.2	#1 Biller: WXBQ-AF \$4,700,000
Average Persons Rating: 13.7	% Not Listed: 14.5	#1 Billing Portfolio: Bristol \$5,400,000
Market TSL in Hours: 18.75	Pop per Station: 16,517	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WXBQ-F	121 / 22.3	22.7	24.6	30.4	29.0	1482 / 37.4	38.8	42.4	161 / 2138	F	WXBQ-F
2	WQUT-F	67 / 12.3	12.1	12.8	13.5	12.9	943 / 23.8	24.8	21.0	90 / 1339	D	WQUT-F
3	WAEZ-F	58 / 10.7	10.8	6.7	3.7	4.0	888 / 22.4	22.1	18.1	75 / 1139	B	WAEZ-F
4	WTFM-F	38 / 7.0	7.7	9.2	9.5	9.3	798 / 20.1	21.0	21.5	57 / 1191	D	WTFM-F
5	WKOS-F	24 / 4.4	4.0	3.4	3.7	4.2	456 / 11.5	9.3	12.3	25 / 464	B	WKOS-F
6	WGOC	19 / 3.5	4.2	4.5	3.5	2.6	245 / 6.2	9.1	5.6	22 / 288	A	WGOC
7	WRZK-F	AOR 19 / 3.5	2.8	2.9			372 / 9.4	9.0	7.1	23 / 443		WRZK-F
8	WJCW	N/T 14 / 2.6	3.7	4.3	3.5	3.6	292 / 7.4	10.6	9.3	16 / 322	B*	WJCW
9	WKPT	ST/EZ 11 / 2.0	2.8	1.6	3.3	2.6	213 / 5.4	7.0	4.8	11 / 213		WKPT

12+ FM Share (Metro): 81.90% (380 of 464) (Spring 1997: 80.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAEZ-F >>	1 WXBQ-F	1 WXBQ-F >	1 WXBQ-F >	1 WXBQ-F >	1 WXBQ-F >>	1 WXBQ-F	1 WXBQ-F >>	1 WXBQ-F >	1 WXBQ-F <	1 WXBQ-F >>
2 WXBQ-F	2 WQUT-F	2 WQUT-F	2 WQUT-F >	2 WQUT-F >	2 WQUT-F >	2 WQUT-F >>	2 WQUT-F	2 WAEZ-F	2 WAEZ-F >	2 WAEZ-F <
3 WRZK-F	WAEZ-F >>	3 WAEZ-F	3 WTFM-F	3 WTFM-F	3 WTFM-F	3 WAEZ-F	3 WAEZ-F	3 WQUT-F >	3 WQUT-F >	3 WQUT-F >
WQUT-F	4 WTFM-F	4 WTFM-F >	4 WAEZ-F >	4 WAEZ-F	4 WKOS-F	4 WTFM-F >	4 WTFM-F >	4 WTFM-F >	4 WTFM-F <	4 WTFM-F >
	5 WRZK-F >>	5 WKOS-F <	5 WKOS-F	5 WKOS-F >	5 WGOC <	5 WKOS-F >	5 WGOC <	5 WKOS-F	5 WKOS-F	5 WKOS-F
		6 WRZK-F >			6 WAEZ-F		6 WJCW	6 WRZK-F	6 WKOS-F >	6 WRZK-F <
							WKOS-F			7 WGOC >>

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	12+ Ovrmite
1 WAEZ-F	1 WXBQ-F >	1 WXBQ-F >>>	1 WXBQ-F >>	1 WXBQ-F >>>	1 WAEZ-F >>>	1 WQUT-F	1 WQUT-F <	1 WQUT-F	1 WXBQ-F	1 WXBQ-F <
2 WXBQ-F >	2 WAEZ-F >	2 WQUT-F	2 WAEZ-F	2 WTFM-F <	2 WQUT-F	2 WXBQ-F	2 WXBQ-F >>>	2 WXBQ-F >>	2 WQUT-F >>	2 WAEZ-F >
3 WQUT-F >>	3 WQUT-F >	WAEZ-F	3 WQUT-F	3 WAEZ-F <	3 WXBQ-F	3 WAEZ-F >>	3 WAEZ-F	3 WAEZ-F	3 WTFM-F >	3 WQUT-F
	4 WTFM-F >>	4 WTFM-F >>	4 WTFM-F >>	4 WQUT-F >	4 WRZK-F >	4 WTFM-F	WRZK-F	4 WTFM-F	4 WKOS-F	4 WRZK-F >
			5 WKOS-F >	5 WKOS-F >>	5 WTFM-F >>	WRZK-F >>	WTFM-F	5 WRZK-F	5 WAEZ-F	WRZK-F >

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
WBEJ	C	1240	Elizabethton	1.3	1.6	7	61	WIMZ-F	AOR	103.5	Knoxville	1.7	3.8	25	395
WEMB	C	1420	Erwin	0.4	1.3	2	52	WIVK-F	C	107.7	Knoxville	1.5	3.6	40	612
WETB	G	790	Johnson City	1.1	3.0	7	142	WJXB-F	AC	97.5	Knoxville	0.6	0.9	14	209
WEYE-F	C	104.3	Surgoinville	0.9	1.7	6	87	WKSF-F	C	99.9	Asheville, NC	0.4	1.6	7	186
WGAT	C	1050	Gate City	0.4	1.1	2	43	WMIT-F	REL	106.9	Black Mtn., NC	0.7	3.6	12	290
WIKQ-F	C	94.9	Greenville	0.9	3.0	15	287	WMYU-F	O	102.1	Sevierville	0.4	1.4	9	202
WMCH	REL	1260	Church Hill	0.4	0.7	2	31								
WMEV	C	1010	Marion, VA	0.2	0.2	1	10								
WMEV-F	C	93.9	Marion, VA	1.3	4.4	40	411								
WOPI	ST/EZ	1490	Bristol, TN	0.2	0.9	1	36								
WPWT	T	870	Colonial Hts.	0.6	0.8	3	38								
WRGS	C	1370	Rogersville	0.7	1.4	4	56								
WXBQ	T	980	Bristol, VA	1.3	4.0	8	185								
WXIS-F	CHR	103.9	Erwin	1.5	6.5	10	327								
WZAP	REL	690	Bristol, VA	0.9	2.9	6	153								

JOHNSON CITY-KINGSPORT-BRISTOL

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Bloomington	21.1 %	26.3 %	30.5 %	AC	0 (0)	41 (2)	41 (2)	8.8 %	10.6 %
WJCW-AM, WKIN-AM, WKOS-FM, WQUT-FM				AOR/Classic/NR	0 (0)	95 (3)	95 (3)	20.5 %	19.5 %
Bristol	34.3 %	34.2 %	37.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAEZ-FM, WXBQ-AM, WXBQ-FM				CHR	0 (0)	66 (2)	66 (2)	14.2 %	10.4 %
Holston Valley	9.2 %	9.7 %	17.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKPT-AM, WKTP-AM, WOPI-AM, WTFM-FM				Country	35 (6)	148 (6)	183 (12)	39.4 %	40.5 %
	64.6 %	70.2 %	85.9 %	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)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	24 (3)	0 (0)	24 (3)	5.2 %	7.1 %
				Oldies	0 (0)	26 (2)	26 (2)	5.6 %	4.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	13 (3)	4 (1)	17 (4)	3.7 %	5.6 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	12 (2)	0 (0)	12 (2)	2.8 %	1.9 %
				Totals	84 (14)	380 (16)	464 (30)		

AM Stations

Station	Power	Time	Format	Comments	AM	FM	Total	Market
WGOC	640	10 kw/0.81 kw (DA-N)	Classic Country	Westwd	\$ NA	TN		Blountville
WJCW	910	5 kw/1 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Katz		Bloomington
WKPT	1400	1 kw	Standards/EZ List	ABC	\$<20.00	Eastman		Holston Valley
WXBQ	980	5 kw/1 kw (DA-N)	Talk	ABC, Westwd	\$ NA	Christal		Bristol

FM Stations

Station	Power	Time	Format	Comments	AM	FM	Total	Market
WAEZ	99.3	3.6 kw @ 810	CHR		\$<20.00	Christal		Elizabethton
WKOS	104.9	2.75 kw @ 492	Oldies	Westwd	\$<20.00	Katz		Bloomington
WQUT	101.5	100 kw @ 1499	AOR/Classic AOR	Westwd, CNN	\$52.00	Katz		Bloomington
WRZK	105.9	1.5 kw @ 1296	AOR	ABC	\$ NA	Eastman		Colonial Hts.
WTFM	98.5	100 kw @ 1260	AC	ABC	\$50.00	Eastman		Holston Valley
WXBQ	96.9	75 kw @ 2240	Country	ABC	\$91.00	Christal		Bristol
WXIS	103.9	3 kw @ 328	CHR	ABC	\$ NA	---		Erwin

Notes: * WJCW revenue level includes WKIN revenue . . . Arbitron has announced that the market will be measured four times/year effective with Summer 1998 . . . 2/98 WJCW/WKIN/WKOS-F/WQUT-F sold by Bloomington as part of a \$66,812,500 management buyout . . . 3/98 WMEV-AF (Marion, VA) sold to Holston Valley for \$1,650,000

Jim Duncan

Comments: Listening levels are down slightly . . . WAEZ-F has held on to its recent substantial gains

JOHNSTOWN

Arbitron Rank: 168 Pop (12+): 201,800
 MSA Rank: 181
 MSA Pop: 238,000
 DMA: 90 (w/Altoona)
 Average Persons Rating: 16.5
 Market TSL in Hours: 22.25

Stations: 26 / 11
 Diaries: 694/291:1/69.8%
 Sample Target: 680
 % Below Line: 24.9
 % Not Listed: 12.6
 Pop per Station: 18,345

Last Year's Revenue: \$6,400,000
 Household Income: \$31,729
 Total Retail Sales: \$2.0 Bil.
 #1 Biller: WMTZ-F \$1,500,000
 #1 Billing Portfolio: Forever \$2,120,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WMTZ-F	C	55 / 16.5	19.0	18.1	19.0	528 / 26.2	29.5	26.1	64 / 655	C	WMTZ-F
2	WKYE-F	AC	49 / 14.7	12.2	13.5	13.9	522 / 25.8	21.3	26.5	62 / 713	C	WKYE-F
3	WGLU-F	CHR	25 / 7.5	9.5	8.3	8.5	487 / 24.1	21.2	21.7	29 / 612	C	WGLU-F
4	WFGY-F	C	22 / 6.6	4.4	3.1	4.8	248 / 12.2	10.5	10.2	32 / 415		WFGY-F
5	WQKK-F	AOR/CL	20 / 6.0	5.1	6.4	7.0	309 / 15.3	14.4	17.2	23 / 403	B	WQKK-F
6	WSGY-F	C	14 / 4.2	2.7	1.2	1.8	159 / 7.9	7.4	4.4	14 / 159		WSGY-F
7	WSRA-F	SAC	12 / 3.6	4.7	5.2	6.3	227 / 11.3	12.6	13.4	13 / 235	B	WSRA-F
8	WDVE-F	AOR	11 / 3.3	4.1	4.3	5.7	161 / 8.0	9.1	11.0	19 / 298		WDVE-F
9	WJAC	ST/FS	10 / 3.0	3.4	4.6	3.6	174 / 8.6	9.2	9.7	11 / 192	A	WJAC
10	WYSN	ST	8 / 2.4	1.7	1.2	0.9	83 / 4.1	4.0	2.8	9 / 94		WYSN
11	WNTJ	NT	7 / 2.1	1.0	1.5	2.1	125 / 6.2	3.1	3.5	7 / 125		WNTJ

12+ FM Share (Metro): 90.03% (262 of 291) (Spring 1997: 90.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WGLU-F >>	1 WMTZ-F >	1 WMTZ-F	1 WMTZ-F <	1 WKYE-F <	1 WKYE-F <	1 WMTZ-F <	1 WKYE-F	1 WMTZ-F	1 WMTZ-F	1 WMTZ-F >
2 WBZZ-F >	2 WQKK-F	2 WKYE-F >>	2 WKYE-F >>	2 WMTZ-F >>>	2 WMTZ-F >>	2 WKYE-F >>	2 WMTZ-F >>	2 WKYE-F >	2 WKYE-F	2 WKYE-F <
	WKYE-F >	3 WQKK-F	3 WGLU-F	3 WFGY-F	3 WFGY-F >	3 WGLU-F	3 WQKK-F	3 WGLU-F <	3 WGLU-F	3 WGLU-F
	4 WGLU-F >	4 WGLU-F	4 WFGY-F	WGLU-F	4 WSRA-F	WFGY-F >	4 WFGY-F	4 WQKK-F >	4 WQKK-F >	4 WFGY-F
	5 WDVE-F	5 WFGY-F	5 WQKK-F	5 WQKK-F	5 WJAC <	5 WQKK-F	5 WGLU-F	5 WFGY-F	5 WSGY-F	5 WJAC >
		6 WDVE-F	6 WDVE-F >	6 WSGY-F	6 WSGY-F	6 WSGY-F <	6 WSRA-F	6 WSGY-F >	WFGY-F >	6 WDVE-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	12+ Ovrnite
1 WKYE-F >	1 WKYE-F <	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WQKK-F	1 WQKK-F <	1 WMTZ-F	1 WMTZ-F >	1 WMTZ-F >	1 WMTZ-F >
2 WMTZ-F >	2 WMTZ-F >>	WMTZ-F >>>	2 WMTZ-F >>	2 WMTZ-F >>	2 WMTZ-F >>	2 WMTZ-F >>	WQKK-F >>	2 WQKK-F >	2 WKYE-F	2 WBZZ-F
3 WQKK-F	3 WGLU-F	3 WGLU-F >	3 WGLU-F >	3 WGLU-F	3 WFGY-F	3 WDVE-F	3 WDVE-F >	3 WKYE-F	3 WQKK-F	WSGY-F
	4 WSGY-F >>		4 WSGY-F >	4 WSGY-F >	WGLU-F >>	WGLU-F		4 WFGY-F	4 WFGY-F	WKYE-F >>>
	WGLU-F >>		5 WFGY-F	5 WSRA-F				4 WFGY-F >	4 WFGY-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WQZS-F	CL AOR	93.3	Meyersdale	1.2 2.7 4 55
WVSC	O	990	Somerset	1.2 3.8 4 80

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WALY-F	O	103.9	Bellwood	1.8 3.8 7 102
WASP-F	C	94.9	Oliver	1.8 1.8 9 43
WBXQ-F	AOR	94.3	Cresson	0.9 3.3 5 106
WBZZ-F	CHR	93.7	Pittsburgh	1.8 6.0 14 246
WFRB-F	C	105.3	Frostburg, MD	1.8 3.8 12 122
WJJJ-F	J	104.7	Pittsburgh	0.6 2.0 2 52
WLTJ-F	SAC	92.9	Pittsburgh	0.9 3.4 4 93
WPRR-F	CHR	100.1	Altoona	0.9 4.1 4 112
WRRK-F	CL AOR	96.9	Braddock	0.6 4.2 4 151
WWSW-F	O	94.5	Pittsburgh	1.5 5.6 15 207
WXDX-F	AOR-NR	105.9	Pittsburgh	1.2 2.2 4 63
WZPT-F	CL HITS	100.7	New Kensington	1.2 4.3 6 133

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	49 (1)	49 (1)	16.8 %	17.9 %
AOR/Classic/NR	0 (0)	44 (6)	44 (6)	15.1 %	14.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	34 (3)	34 (3)	11.7 %	11.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	103 (5)	103 (5)	35.4 %	29.0 %
Full Service	10 (1)	0 (0)	10 (1)	3.4 %	5.2 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	2 (1)	2 (1)	0.7 %	0.7 %
News/Talk	7 (1)	0 (0)	7 (1)	2.4 %	2.4 %
Oldies	4 (1)	15 (3)	19 (4)	6.5 %	10.7 %
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	0 (0)	15 (2)	15 (2)	5.2 %	6.6 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	8 (1)	0 (0)	8 (1)	2.7 %	1.4 %
Totals	29 (4)	262 (21)	291 (25)		

JOHNSTOWN

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Forever		23.1 %	25.9 %	33.1 %	AC	0 (0)	49 (1)	49 (1)	16.8 %	17.9 %
	WFJY-FM, WJAC-AM, WKYE-FM, WSGY-FM, WVSC-AM				AOR/Classic/NR	0 (0)	44 (6)	44 (6)	15.1 %	14.5 %
Talleyrand		13.5 %	11.6 %	28.9 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	WGLU-FM, WQKK-FM				CHR	0 (0)	34 (3)	34 (3)	11.7 %	11.7 %
		36.6 %	37.5 %	62.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Country	0 (0)	103 (5)	103 (5)	35.4 %	29.0 %
					Full Service	10 (1)	0 (0)	10 (1)	3.4 %	5.2 %
					Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Jazz	0 (0)	2 (1)	2 (1)	0.7 %	0.7 %
					News/Talk	7 (1)	0 (0)	7 (1)	2.4 %	2.4 %
					Oldies	4 (1)	15 (3)	19 (4)	6.5 %	10.7 %
					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	0 (0)	15 (2)	15 (2)	5.2 %	6.6 %
					Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Standards/EZ	8 (1)	0 (0)	8 (1)	2.7 %	1.4 %
					Totals	29 (4)	262 (21)	291 (25)		

AM Stations

WJAC	850	10 kw (DA-1)	Oldies	Westwd, ABC	\$<20.00	Mc-Guild	Forever	
WNTJ	1490	1 kw	News/Talk	CNN, Talknt, Westwd	\$<20.00	Katz	Clear Chnl, pend.	
WYSN	1330	5 kw/0.035 kw (DA-2)	Standards	CNN, Westwd	\$ NA	Dome	WSRA-F	Somerset

FM Stations

WGLU	92.1	0.58 kw @ 1043	CHR	Source	\$25.00	Christal	Talleyrand	
WKYE	95.5	57 kw @ 1059	AC	Westwd	\$30.00	Mc-Guild	Forever	
WMTZ	96.5	50 kw @ 489	Country		\$34.00	Katz	Clear Chnl, pend.	
WQKK	99.1	50 kw @ 500	AOR/Classic		\$20.00	Mc-Guild	Talleyrand	Ebensburg
WSGY	97.7	3.5 kw @ 430	Country		\$<20.00	—	Forever	Somerset
WSRA	101.7	0.72 kw @ 643	Soft AC	CNN, Westwd	\$<20.00	Dome	WYSN	Central City

Notes: WDVE-F – See Pittsburgh . . . 4/98 WFJY (1470; Portage) sold by Forever for \$25,000 . . . 6/98 These stations were sold by Dame to Clear Channel as part of an \$85,000,000 group transaction (BT Alex Brown): WNTJ for \$500,000; WMTZ-F for \$3,600,000

Jim Duncan

Comments: Listening levels are fairly steady

KALAMAZOO

Arbitron Rank: 172 Pop (12+): 192,800	Stations: 26 / 11	Last Year's Revenue: \$9,800,000
MSA Rank: 112 (w/ Battle Creek)	Diaries: 1,001/193:1/56.3%	Household Income: \$44,766
MSA Pop: 232,000	Sample Target: 960	Total Retail Sales: \$2.5 Bil.
DMA: 38 (w/Grand Rapids)	% Below Line: 26.3	#1 Biller: WRKR-F \$1,900,000
Average Persons Rating: 15.2	% Not Listed: 19.9	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 17,527	Cumulus \$4,000,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WKFR-F	31 / 10.6	10.1	12.4	12.0	9.4	597 / 31.0	28.8	29.3	46 / 1008	C	WKFR-F
2	WRKR-F	30 / 10.3	9.4	11.3	9.8	9.0	410 / 21.2	22.1	19.8	64 / 716	C	WRKR-F
3	WBCT-F	26 / 8.9	9.7	11.3	9.1	11.2	369 / 19.2	16.2	21.1	72 / 974		WBCT-F
4	WQLR-F	19 / 6.5	7.9	7.3	6.6	8.0	343 / 17.8	17.1	16.3	27 / 534	C	WQLR-F
5	WKZO	18 / 6.2	6.4	3.6	5.5	4.3	304 / 15.8	17.5	12.0	22 / 459	B	WKZO
6	WFAT-F	17 / 5.8	8.2	9.1	6.2	7.2	304 / 15.8	20.2	16.0	20 / 435	C	WFAT-F
7	WOOD-F	12 / 4.1	3.4	2.5	3.6	5.8	278 / 14.4	11.4	10.6	29 / 565		WOOD-F
8	WNWN-F	11 / 3.8	3.0	5.5	3.3	4.0	178 / 9.2	8.0	11.3	41 / 512	C	WNWN-F
9	WQXC-F	10 / 3.4	2.6	2.9	3.6	4.0	204 / 10.6	10.3	8.1	18 / 313	A	WQXC-F
10	WKLQ-F	9 / 3.1	2.6	2.2	2.2	1.8	185 / 9.6	10.6	7.3	18 / 410		WKLQ-F
	WKMI	9 / 3.1	2.6	1.8	5.1	4.7	150 / 7.8	7.2	5.0	16 / 202	B	WKMI
12	WGRO-F	6 / 2.7	4.1	2.9	3.6	4.0	217 / 11.3	13.5	10.3	30 / 654		WGRO-F
13	WNWN	7 / 2.4	3.4	5.1	4.4	1.1	62 / 3.2	3.7	4.1	7 / 62	A	WNWN

12+ FM Share (Metro): 80.34% (186 of 234) (Spring 1997: 83.19%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKFR-F >>>	1 WRKR-F	1 WRKR-F	1 WRKR-F >	1 WRKR-F >	1 WBCT-F	1 WRKR-F <	1 WRKR-F	1 WKFR-F	1 WKFR-F >	1 WKFR-F
2 WGRD-F >>	2 WKFR-F >	2 WKFR-F	2 WKFR-F <	2 WBCT-F <	WKZO	2 WKZO	2 WBCT-F	2 WRKR-F	2 WKZO	2 WRKR-F
	3 WFAT-F	3 WBCT-F <	3 WBCT-F	3 WKFR-F <	3 WQLR-F	3 WKFR-F <	3 WKFR-F <	3 WBCT-F >	3 WBCT-F	3 WBCT-F >
	4 WBCT-F	4 WFAT-F	4 WQLR-F	4 WQLR-F <	4 WRKR-F	4 WBCT-F	4 WQLR-F <	4 WQLR-F <	4 WRKR-F	4 WKZO
	5 WKLQ-F	5 WQLR-F >	WFAT-F >>	5 WFAT-F >	5 WKFR-F	5 WQLR-F >	5 WFAT-F >	5 WFAT-F >	5 WFAT-F >	5 WQLR-F <
	6 WQLR-F	6 WKLQ-F >	6 WKLQ-F	6 WQXC-F	6 WQXC-F <	6 WFAT-F	6 WOOD-F <	6 WKZO <	6 WGRD-F	6 WFAT-F
	WGRD-F >>	WNWN	WOOD-F	7 WNWN-F	7 WNWN-F	7 WOOD-F	7 WKMI	7 WOOD-F <	7 WOOD-F	7 WNWN-F
				WOOD-F	WOOD-F	WKLQ-F			WQLR-F	8 WQXC-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	12+ Ovrnite
1 WKFR-F >	1 WKFR-F >	1 WKFR-F >	1 WKFR-F >	1 WKFR-F	1 WRKR-F	1 WRKR-F >>	1 WRKR-F >>	1 WRKR-F >>	1 WRKR-F >>	1 WKZO
2 WBCT-F	2 WFAT-F >	2 WQLR-F	2 WBCT-F	2 WQLR-F	2 WKFR-F >	2 WKLQ-F >	2 WKLQ-F >	2 WBCT-F	2 WBCT-F	2 WKFR-F >
	3 WBCT-F	WFAT-F >>	WQLR-F	3 WBCT-F	3 WGRD-F >>	3 WKFR-F	3 WFAT-F >	3 WKFR-F	3 WKLQ-F	3 WOOD-F
4 WGRD-F	WQLR-F	4 WBCT-F	4 WFAT-F	4 WFAT-F		WFAT-F	4 WBCT-F	WFAT-F	WFAT-F >	
	5 WRKR-F	WRKR-F >>	5 WRKR-F >	5 WRKR-F		5 WGRD-F	WNWN >>	5 WKLQ-F >	5 WKFR-F	
			6 WOOD-F >	6 WQXC-F		WBCT-F		6 WQLR-F	WKMI	
				WOOD-F					WQLR-F	
									WOOD-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume Rating
WQSN	SPRIS	1470	Kalamazoo	1.0	3.7	3	72
WZUU-F	CL AOR	92.3	Allegan	0.7	3.4	17	229

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume Rating
WBCK	T	93.7	Grand Rapids	0.7	1.0	6	59
WBXX-F	AC	95.3	Battle Creek	0.3	2.4	3	85
WFRN-F	REL	104.7	Eikhart, IN	0.3	1.4	7	88
WGN	FS/T	720	Chicago	0.7	1.2	3	81
WJXQ-F	AOR	106.1	Jackson	1.0	4.4	17	229
WLAV-F	CL AOR	96.9	Grand Rapids	0.3	2.4	16	296
WQXC	ST	980	Otsego	1.7	3.4	13	165
WSNX-F	CHR	104.5	Muskegon	0.3	2.2	9	209
WVTI-F	AC/CHR	96.1	Holland	0.7	3.2	10	264
WWKN-F	O	104.9	Marshall	1.0	3.1	7	139
WXIK-F	C	94.1	Jackson	0.3	2.2	6	89

KALAMAZOO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Cumulus WKFR-FM, WKMI-AM, WRKR-FM	24.0 %	24.7 %	40.0 %	AC	0 (0)	39 (4)	39 (4)	16.7 %	19.9 %
				AOR/Classic/NR	0 (0)	53 (6)	53 (6)	22.6 %	20.8 %
Forum WQXC-AM, WQXC-FM, WZUU-FM	5.8 %	5.2 %	2.5 %	Black/Urban	7 (1)	0 (0)	7 (1)	3.0 %	6.2 %
Local WKZO-AM, WQLR-FM, WQSN-AM	13.7 %	11.5 %	26.8 %	CHR	0 (0)	32 (2)	32 (2)	13.7 %	15.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Midwest WFAT-FM, WNWN-AM, WNWN-FM	12.0 %	13.2 %	29.0 %	Country	0 (0)	38 (3)	38 (3)	16.2 %	20.8 %
				Full Service	2 (1)	0 (0)	2 (1)	0.9 %	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	29 (3)	0 (0)	29 (3)	12.4 %	7.1 %
				Oldies	0 (0)	13 (2)	13 (2)	5.6 %	3.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	1 (1)	1 (1)	0.4 %	0.0 %
				Soft AC	0 (0)	12 (1)	12 (1)	5.1 %	3.1 %
				Sports	3 (1)	0 (0)	3 (1)	1.3 %	0.9 %
				Standards/EZ	5 (1)	0 (0)	5 (1)	2.1 %	2.7 %
	55.5 %	54.6 %	98.3 %	Totals	46 (7)	188 (19)	234 (26)		

AM Stations

WKMI	1360	5 kw/1 kw (DA-N)	Talk	ABC	\$<20.00	Katz	Cumulus
WKZO	590	5 kw (DA-N)	News/Talk	CBS, Westwd	\$20.00	Sentry	WQLR-F/WQSN
WNWN	1560	4.1 kw (Days, DA)	Black AC		\$<20.00	Christal	Midwest

FM Stations

WFAT	96.5	3.6 kw @ 259	AC		\$32.00	Christal	Midwest	Portage
WKFR	103.3	50 kw @ 483	CHR	Westwd	\$37.00	Katz	Cumulus	Battle Creek
WNWN	98.5	50 kw @ 469	Country	ABC	\$24.00	Christal	Midwest	Coldwater
WQLR	106.5	33 kw @ 600	AC		\$40.00	Sentry	WKZO/WQSN	
WQXC	100.9	3 kw @ 299	Oldies	AP	\$<20.00	---	Forum	Otsego
WRKR	107.7	50 kw @ 500	AOR	ABC	\$41.00	Katz	Cumulus	Portage

Notes: Other ranked stations -- See Grand Rapids . . . 3/98 WKMI/WKFR-F/WRKR-F sold to Cumulus for \$14,000,000

Jim Duncan

Comments: Overall listening to radio is up significantly: a full ratings point . . . WKZO held on to its gains of last Fall . . . WFAT-F has its lowest share since Fall 1993

KANSAS CITY

Arbitron Rank: 26 Pop (12+): 1,384,100	Stations: 28 / 28	Last Year's Revenue: \$71,400,000
MSA Rank: 29	Diaries: 2,704/512:1/52.7%	Household Income: \$46,631
MSA Pop: 1,720,000	Sample Target: 2,660	Total Retail Sales: \$17.5 Bil.
DMA: 32	% Below Line: 0.0	#1 Biller: KCFX-F \$9,900,000
Average Persons Rating: 15.8	% Not Listed: 9.8	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 49,432	Entercom \$24,125,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KPRS-F	B	171 / 7.8	8.3	10.0	8.6	8.0	1891 / 13.7	14.5	13.0	196 / 2213	G	KPRS-F
2	KMXV-F	CHR	170 / 7.8	6.2	6.5	8.2	8.3	3114 / 22.5	20.9	22.3	217 / 3976	G	KMXV-F
3	WDAF	C/F/S	146 / 6.7	7.3	6.3	6.5	6.6	1572 / 11.4	11.4	12.6	230 / 2515	G	WDAF
4	KFKF-F	C	144 / 6.6	6.5	6.7	6.1	7.0	2082 / 15.0	14.5	17.4	160 / 2443	H	KFKF-F
5	KQRC-F	AOR	137 / 6.3	5.1	4.9	5.1	5.3	2000 / 14.5	12.5	13.8	185 / 2716	F	KQRC-F
6	KUDL-F	AC	131 / 6.0	7.0	5.1	4.5	3.3	2203 / 15.9	13.0	12.3	156 / 2645	F	KUDL-F
7	KCIY-F	J	111 / 5.1	5.7	4.3	4.5	3.8	1568 / 11.3	10.1	10.5	116 / 1693	D	KCIY-F
8	KBEQ-F	C	110 / 5.0	5.0	5.9	6.0	6.2	1688 / 12.1	13.8	15.3	147 / 2262	F	KBEQ-F
9	KYYS-F	CL AOR	109 / 5.0	5.0	5.3	3.7	4.2	1517 / 11.0	12.2	11.0	137 / 2011	E	KYYS-F
10	KCMO-F	O	103 / 4.7	5.2	5.1	6.5	6.3	1966 / 14.2	14.1	16.6	132 / 2490	F	KCMO-F
11	KMBZ	N/T	101 / 4.6	5.4	5.5	6.1	5.8	1985 / 14.3	14.5	16.1	111 / 2252	F	KMBZ
12	KCFX-F	CL AOR	100 / 4.6	5.0	6.0	6.3	6.1	2221 / 16.0	22.8	17.6	142 / 2913	H	KCFX-F
13	KCMO	T	90 / 4.1	4.2	3.5	3.4	4.3	1443 / 10.4	10.3	10.9	107 / 1817	D	KCMO
14	KOZN-F	AC-NR	61 / 2.8	3.7	3.4	3.0	3.4	1751 / 12.6	14.2	10.6	85 / 2245	E	KOZN-F
15	KXTR-F	CL	56 / 2.6	1.9	3.8	3.0	2.6	974 / 7.0	7.9	7.5	62 / 1163	C	KXTR-F
16	KPRT	B/G	42 / 1.9	1.3	1.3	1.2	1.4	481 / 3.3	2.9	3.1	42 / 461	-	KPRT
17	KNRX-F	AOR-NR	40 / 1.8	1.8	1.5	1.6	2.1	1132 / 8.2	7.2	9.8	69 / 1630	C	KNRX-F
18	KCHZ-F	CHR	26 / 1.2	1.1	0.8	0.8	0.8	934 / 6.7	3.6	6.3	29 / 1079		KCHZ-F
19	KFEZ	ST	25 / 1.1	1.3	1.1	1.5	1.2	389 / 2.8	2.6	3.2	25 / 389	B	KFEZ
20	KCTE	SPRTS	21 / 1.0	0.9	1.0	1.0	0.8	244 / 1.8	1.8	1.9	22 / 272		KCTE

12+ FM Share (Metro): 75.90% (1496 of 1971) (Spring 97: 75.84%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMXV-F >	1 KQRC-F <	1 KMXV-F <	1 KMXV-F <	1 KMXV-F <	1 WDAF	1 WDAF	1 KMXV-F <	1 KMXV-F	1 KPRS-F >	1 KMXV-F <
2 KPRS-F >	2 KMXV-F <	2 KPRS-F <	2 KYYS-F <	2 KPRS-F <	2 KFKF-F <	2 KQRC-F <	2 KFKF-F	2 KPRS-F	2 KMXV-F	2 WDAF
3 KQRC-F >>	3 KPRS-F	3 KQRC-F	3 KPRS-F	3 KYYS-F <	3 KCIY-F	3 KFKF-F <	3 KUDL-F	3 KUDL-F <	3 KQRC-F <	KPRS-F
	4 KBEQ-F	4 KYYS-F <	4 KCFX-F	4 KUDL-F <	4 KUDL-F <	4 KPRS-F <	4 KQRC-F <	4 KQRC-F <	4 KUDL-F	4 KFKF-F
	5 KYYS-F	5 KBEQ-F <	KQRC-F <	5 KFKF-F <	5 KMBZ <	5 KMXV-F	5 KCMO <	5 KFKF-F <	5 KMBZ <	5 KCFX-F <
	6 KFKF-F <	6 KFKF-F <	6 KFKF-F	6 KCFX-F <	6 KCMO-F	6 KUDL-F <	6 WDAF <	6 KCIY-F <	6 KCIY-F	6 KCIY-F <
	7 KCFX-F <	7 KCFX-F <	KBEQ-F <	7 KCMO-F	7 KCMO	7 KBEQ-F <	7 KQRC-F <	7 KYYS-F <	7 KBEQ-F <	7 KCMO-F <
	8 KUDL-F <	8 KUDL-F	8 KUDL-F	8 KQRC-F	8 KPRS-F <	8 KYYS-F	8 KYYS-F <	8 KBEQ-F <	8 KYYS-F <	8 KUDL-F
		9 KCMO-F <	9 KCMO-F <	KBEQ-F <	9 KYYS-F <	9 KMBZ	9 KMBZ <	9 WDAF <	9 KFKF-F	KQRC-F
			10 KCIY-F >	10 KCIY-F >	10 KCFX-F	KCMO-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	12+ Ovmite
1 KMXV-F <	1 KMXV-F	1 KMXV-F	1 KMXV-F	1 KUDL-F <	1 KQRC-F >>	1 KQRC-F >>	1 KQRC-F >	1 KQRC-F	1 KYYS-F <	1 KMXV-F
2 KPRS-F >	2 KPRS-F >	2 KPRS-F	2 KPRS-F <	2 KMXV-F	2 KPRS-F	2 KPRS-F	2 KYYS-F <	2 KYYS-F	2 KQRC-F	2 KPRS-F
3 KBEQ-F	3 KBEQ-F	3 KBEQ-F	3 KUDL-F	3 KFKF-F <	3 KBEQ-F >	3 KYYS-F	3 KPRS-F	3 KCFX-F <	3 KCFX-F	3 WDAF <
4 KUDL-F	4 KUDL-F <	4 KUDL-F	4 KFKF-F <	4 KPRS-F <	4 KMXV-F	4 KMXV-F <	4 KMXV-F	4 KPRS-F	4 KPRS-F <	4 KCMO
5 KQRC-F	5 KFKF-F	KFKF-F >	5 KBEQ-F <	5 KCMO-F	5 KCFX-F	5 KBEQ-F	5 KCFX-F	5 KCFX-F <	5 KMBZ	
6 KFKF-F	6 KQRC-F	6 KCFX-F	6 KCMO-F	6 KCIY-F <	KNRX-F	6 KCFX-F <	KBEQ-F <	6 KMXV-F	KBEQ-F	
	KOZN-F >	7 KCFX-F	KYYS-F <	7 KCIY-F	7 KBEQ-F	7 KNRX-F	7 KNRX-F <	7 KFKF-F	7 KCIY-F	
		8 KQRC-F	8 KQRC-F	8 KCFX-F	8 KCFX-F	8 KOZN-F >	8 KOZN-F	KMBZ	KFKF-F	
		9 KYYS-F	9 KYYS-F						KMXV-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KCCV	REL	760	Overland Park	0.4	1.2	12	241
KCCV-F	REL	92.3	Olathe	0.4	2.1	8	297
KGGN	BG	890	Gladstone	0.3	0.8	7	111
KLZR-F	AOR-NR	105.9	Lawrence, KS	0.7	4.2	36	1114
KOWW	C/O	1030	Blue Spring	0.5	0.8	11	135
KPHN	N/T	1190	Kansas City	0.5	2.3	12	329
WHB-AF	G/FARM	610	Kansas City	0.7	3.2	37	811

KANSAS CITY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
CBS KBEQ-FM, KFKF-FM, KMXV-FM, KOWW-AM, KOZN-FM	22.7 %	23.8 %	30.0 %	AC	0 (0)	192 (2)	192 (2)	9.7 %	3.7 %
Entercom KCMO-AM, KCMO-FM, KMBZ-AM, KUDL-FM, KYYS-FM, WDAF-AM	31.1 %	30.3 %	33.8 %	AOR/Classic/NR	0 (0)	401 (5)	401 (5)	20.3 %	19.6 %
Local KFEZ-AM, KPHN-AM	1.6 %	0.8 %	1.2 %	Black/Urban	0 (0)	171 (1)	171 (1)	8.7 %	8.8 %
Sinclair Broadcast Group KCAZ-AM, KCFX-FM, KCIY-FM, KQRC-FM, KXTR-FM	18.6 %	20.3 %	25.3 %	CHR	0 (0)	196 (2)	196 (2)	9.9 %	9.9 %
				Classical	0 (0)	56 (1)	56 (1)	2.8 %	2.8 %
				Country	22 (2)	258 (3)	280 (5)	14.2 %	15.4 %
				Full Service	146 (1)	0 (0)	146 (1)	7.4 %	7.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	111 (1)	111 (1)	5.6 %	4.2 %
				News/Talk	203 (3)	0 (0)	203 (3)	10.3 %	12.2 %
				Oldies	0 (0)	103 (1)	103 (1)	5.2 %	6.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	58 (3)	8 (1)	66 (4)	3.3 %	2.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	4.6 %
				Sports	21 (1)	0 (0)	21 (1)	1.1 %	0.8 %
				Standards/EZ	25 (1)	0 (0)	25 (1)	1.3 %	1.3 %
				Totals	475 (11)	1496 (17)	1971 (28)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Station
KCMO	710	10kw/5 kw (DA-2)	Talk	CBS, WW1, ABC	\$40.00	D&R	Entercom
KCTE	1510	10 kw (DA, Days)	Sports	1-on-1	\$16.00	Allied	Independence
KFEZ	1340	1 kw	Standards	JRN	\$20.00	---	KPHN
KMBZ	980	5 kw (DA-N)	News/Talk	ABC, SBUSA, CBS	\$67.00	Sentry	Entercom
KPRT	1590	1 kw/0.047 kw	Black Gospel	CNN, AURN	\$20.00	Eastman	KPRS-F
WDAF	610	5 kw	Country/Full Service	ABC	\$69.00	Katz	Entercom

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Station
KBEQ	104.3	100 kw @ 987	Country	ABC	\$104.00	Eastman	CBS
KCFX	101.1	97 kw @ 994	Classic AOR	Westwd	\$147.00	Christal	Sinclair Bcst Gp Harrisonville, MO
KCHZ	95.7	99 kw @ 984	CHR	\$ NA	---	---	Ottawa, KS
KCIY	106.5	100 kw @ 981	Jazz	\$57.00	Christal	Sinclair Bcst Gp	Liberty
KCMO	94.9	100 kw @ 1057	Oldies	\$70.00	Sentry	Entercom	
KFKF	94.1	100 kw @ 995	Country	\$140.00	Eastman	CBS	
KMXV	93.3	100 kw @ 1056	CHR	\$71.00	Allied	CBS	
KNRX	107.3	100 kw @ 1184	New Rock	\$35.00	Allied	---	Lexington, MO
KOZN	102.1	100 kw @ 1000	Modern AC	\$87.00	Katz	CBS	
KPRS	103.3	100 kw @ 995	Black	AURN, ABC, WW1	\$79.00	Interep	KPRT
KQRC	98.9	100 kw @ 1057	AOR	ABC	\$77.00	Christal	Sinclair Bcst Gp Leavenworth, KS
KUDL	98.1	100 kw @ 995	AC	AP	\$70.00	Allied	Entercom
KXTR	96.5	100 kw @ 984	Classical	\$51.00	Christal	Sinclair Bcst Gp	
KYYS	99.7	100 kw @ 1010	Classic AOR	\$67.00	D&R	Entercom	

Notes: * KPRT revenue included in KPRS-F's revenue rank . . . 3/98 KCCX-F changed calls to KNRX-F; remains New Rock . . . 4/98 KCNW (1380) sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group sale . . . 7/98 KCTE (1510) sold for \$925,000

Jim Duncan

Comments: Total listening slipped moderately (-0.5 ratings point) . . . KCFX-F is at its lowest share in many years . . . KCIY-F now has held at better than a five share for two straight surveys

KNOXVILLE

Arbitron Rank: 68 Pop (12+): 561,900	Stations: 21 / 20	Last Year's Revenue: \$26,500,000
MSA Rank: 81	Diaries: 1,677/335:1/52.8%	Household Income: \$37,363
MSA Pop: 666,000	Sample Target: 1,690	Total Retail Sales: \$8.5 Bil
DMA: 62	% Below Line: 0.5	#1 Biller: WIVK-F \$9,300,000
Average Persons Rating: 15.7	% Not Listed: 15.2	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 28,095	Dick \$11,850,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WIVK-F	C	191 / 21.6	17.9	21.8	22.4	24.2	20.9	2202 / 39.2	42.4	40.9	324 / 3838	H	WIVK-F
2	WJXB-F	AC	82 / 9.3	11.6	12.5	10.9	11.7	11.1	1138 / 20.3	21.9	22.2	129 / 1852	F	WJXB-F
3	WIMZ-F	AOR/CL	66 / 7.5	7.4	10.3	11.1	11.2	9.1	975 / 17.4	20.9	22.2	131 / 2010	E	WIMZ-F
4	WWST-F	CHR	65 / 7.4	7.6	7.1	9.0	8.5	7.8	1135 / 20.2	21.4	21.9	74 / 1357	C	WWST-F
5	WMYU-F	O	57 / 6.5	5.5	5.8	6.6	7.3	6.1	922 / 16.4	18.2	17.0	91 / 1422	D	WMYU-F
6	WOKI-F	CL AOR	50 / 5.7	3.3	4.0	4.2	4.2	4.3	755 / 13.4	12.9	12.7	118 / 1820	C	WOKI-F
7	WXVO-F	AOR	39 / 4.4	5.5	0.7				531 / 9.5	2.1		54 / 767		WXVO-F
8	WJBZ-F	REL	35 / 4.0	4.3	2.9	2.8	2.5	3.5	441 / 7.9	8.2	6.0	40 / 535		WJBZ-F
9	WNOX	N/T	32 / 3.6	4.5	4.8	3.8	3.5	4.2	499 / 8.9	11.1	9.2	38 / 589	D	WNOX
10	WQIX-F	C	26 / 2.9	4.9	4.6	4.6	4.1	4.3	470 / 8.4	8.1	7.7	27 / 551	B	WQIX-F
11	WNFZ-F	AOR-NR	21 / 2.4	2.7	1.6	2.1	1.7	2.2	473 / 8.4	5.9	6.2	25 / 539	A	WNFZ-F
12	WGAP-F	C	15 / 1.7	1.0	1.4	1.2	1.3	1.3	220 / 3.9	4.3	3.8	16 / 231	A	WGAP-F
13	WNOX-F	N/T	14 / 1.6	1.8	2.0	2.1	1.2	1.9	292 / 5.2	5.1	3.8	19 / 363	*	WNOX-F
14	WKGN	B	10 / 1.1	2.3	1.2	1.5	1.2	1.5	123 / 2.2	3.0	1.9	10 / 123		WKGN
15	WQBB	N/T	9 / 1.0		0.9			0.6	131 / 2.3	1.4	1.9	17 / 199	^	WQBB
	WIOL	N	9 / 1.0	1.3	1.4	0.9	0.5	1.2	179 / 3.2	3.7	1.4	11 / 229		WIOL

12+ FM Share (Metro): 90.78% (679 of 748) (Spring 97: 89.95%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWST-F >>>	1 WIVK-F >	1 WIVK-F >	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >	1 WIVK-F >>	1 WIVK-F >	1 WIVK-F >>
2 WXVO-F	2 WWST-F <	2 WIMZ-F <	2 WIMZ-F <	2 WJXB-F <	2 WJXB-F <	2 WJXB-F <	2 WJXB-F >	2 WJXB-F <	2 WWST-F >	2 WWST-F <
3 WIVK-F	3 WJXB-F <	3 WJXB-F <	3 WJXB-F <	3 WIMZ-F <	3 WMYU-F <	3 WIMZ-F <	3 WIMZ-F <	3 WIMZ-F <	3 WJXB-F <	3 WMYU-F <
4 WNFZ-F >	4 WIMZ-F <	4 WWST-F <	4 WMYU-F <	4 WMYU-F <	4 WIMZ-F <	4 WMYU-F <	4 WOKI-F <	4 WIMZ-F <	4 WXVO-F <	4 WIMZ-F <
	5 WXVO-F >	5 WOKI-F <	5 WOKI-F >	5 WOKI-F >	5 WOKI-F <	5 WWST-F <	5 WMYU-F <	5 WMYU-F <	5 WMYU-F <	5 WJXB-F <
	6 WOKI-F <	6 WMYU-F <	6 WWST-F <	6 WWST-F <	6 WJBZ-F <	6 WNOX <	6 WWST-F <	6 WOKI-F <	6 WIMZ-F <	6 WOKI-F <
		7 WXVO-F >		7 WJBZ-F <	7 WNOX <	7 WOKI-F <	7 WNOX <	7 WXVO-F <	7 WOKI-F <	7 WXVO-F <
					8 WQIX-F >		8 WJBZ-F <	8 WJBZ-F <		8 WJBZ-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	12+ Ovrnite
1 WIVK-F	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >>	1 WIVK-F >>	1 WWST-F	1 WIVK-F	1 WIVK-F	1 WIVK-F	1 WIVK-F	1 WIVK-F >>>
2 WWST-F >	2 WJXB-F <	2 WJXB-F <	2 WJXB-F <	2 WJXB-F <	2 WIMZ-F	2 WIMZ-F	2 WIMZ-F	2 WIMZ-F >	2 WIMZ-F >	2 WIMZ-F <
3 WXVO-F >	3 WJXB-F >	3 WWST-F >	3 WWST-F >	3 WMYU-F >	WIVK-F	3 WXVO-F	3 WXVO-F >	3 WOKI-F	3 WOKI-F	3 WXVO-F
4 WIMZ-F	4 WXVO-F	4 WMYU-F	4 WMYU-F	4 WWST-F	4 WXVO-F >	4 WWST-F >	4 WJXB-F	4 WXVO-F	4 WMYU-F	WJXB-F >
	WJXB-F	5 WMYU-F	5 WIMZ-F	5 WIMZ-F	5 WIMZ-F	5 WNFZ-F	5 WOKI-F	5 WJXB-F <	5 WJXB-F <	
		WIMZ-F	6 WOKI-F	6 WOKI-F	6 WOKI-F	WOKI-F	6 WWST-F	6 WMYU-F	6 WXVO-F <	
		WOKI-F >>				WJXB-F >>	WNOX	WWST-F	7 WNOX <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDLY-F	C	105.5	Gatlinburg 0.8 1.8 11 142
WESK-F	CL HITS	105.3	Loudon 0.8 2.6 8 192
WIMZ	SPRIS	1240	Knoxville 0.5 1.6 5 109
WYSH	C	1380	Clinton 0.6 1.2 5 75

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WEZG-F	CHR	99.3	Jefferson City 0.5 1.1 13 201

KNOXVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Dick WIVK-FM, WNOX-AM, WNOX-FM, WXVO-FM	31.2 %	30.8 %	44.4 %	AC	0 (0)	82 (1)	82 (1)	11.0 %	13.1 %
Journal Broadcast Group WMYU-FM, WQBB-AM, WQIX-FM, WWST-FM	17.8 %	14.4 %	18.4 %	AOR/Classic/NR	0 (0)	176 (4)	176 (4)	23.5 %	14.5 %
Local WNFZ-FM, WOKI-FM	8.1 %	8.7 %	7.4 %	Black/Urban	10 (1)	0 (0)	10 (1)	1.3 %	1.3 %
South Central WIMZ-AM, WIMZ-FM, WJXB-FM	17.3 %	21.0 %	29.6 %	CHR	0 (0)	69 (2)	69 (2)	9.2 %	10.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	5 (1)	239 (4)	244 (5)	32.6 %	35.4 %
				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)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	50 (3)	14 (1)	64 (4)	8.6 %	6.4 %
				Oldies	0 (0)	64 (2)	64 (2)	8.6 %	9.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	35 (1)	35 (1)	4.7 %	4.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Sports	4 (1)	0 (0)	4 (1)	0.5 %	0.7 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	4.6 %
				Totals	69 (6)	679 (15)	748 (21)		

AM Stations

Station	Power	Time	Format	AP	AM	FM	Total	%	Spg 97
WJXB	850	50 kw (DA, Days)	News	AP	\$ NA	---	WJBZ-F, pend.		
WKGN	1340	1 kw	Black	AURN	\$19.00	---			
WNOX	990	10 kw (DA-N)	News/Talk	ABC, BNN, Westwd	\$40.00	Katz	Dick		
WQBB	1040	10 kw (Days)	News/Talk	CNN	\$ NA	Roslin	Journal Bcst Gp		Powell

FM Stations

Station	Power	Time	Format	AP	AM	FM	Total	%	Spg 97
WGAP	95.7	3 kw @ 328	Country	AP, ABC	\$ NA	Regional			Maryville
WIMZ	103.5	100 kw @ 1722	AOR/Classic AOR		\$67.00	Eastman	South Central		
WIVK	107.7	91 kw @ 2054	Country	ABC	\$170.00	Katz	Dick		
WJBZ	96.3	2.9 kw @ 479	Religion		<\$20.00	---	WJOL, pend.		Seymour
WJXB	97.5	100 kw @ 1298	AC		\$74.00	Eastman	South Central		
WMYU	102.1	15.1 kw @ 1979	Oldies	Westwd, AP	<\$20.00	Eastman	Journal Bcst Gp		Sevierville
WNFZ	94.3	2.5 kw @ 515	AOR-New Rock		\$ NA	Allied	WOKI-F		Oak Ridge
WNOX	99.1	6 kw @ 325	News/Talk	ABC, Westwd		Katz	Dick		Loudon
WOKI	100.3	100 kw @ 2000	Country	ABC, CBS	\$44.00	Allied	WNFZ-F		Oak Ridge
WQIX	104.5	2.3 kw @ 528	Country		<\$20.00	---	Journal Bcst Gp		
WWST	93.1	2.4 kw @ 512	CHR	AP	\$24.00	Eastman	Journal Bcst Gp		Karns
WXVO	98.7	8 kw @ 571	AOR		\$ NA	Katz	Dick		Oliver Springs

Notes: * WNOX revenue level includes WNOX-F revenue . . . ^ WQIX-F revenue level includes WQBB . . . 3/98 WXST-F changed from Oldies to Classic Hits as WESK-F . . . 3/98 WOKI-F changed from Country to Classic AOR as "The Eagle" (WOKI-F is LMA'd to Dick Broadcasting) . . . 5/98 WQBB-F changed from Standards to Country . . . 6/98 WQBB (AM) changed from News/Talk to Standards . . . 6/98 WQBB-F changed calls to WQIX-F . . . 6/98 WJOL sold by Dick to WJBZ-F for \$236,000 . . . 6/98 WJOL changed from News to Southern Gospel, simulcasting sister WJBZ-F; WJOL will change calls to WJBZ

Jim Duncan

Comments: Total listening to radio is up moderately (+0.6 ratings point) . . . WIVK-F bounced back above a twenty share after a weak Winter book . . . WJXB-F has fallen to its lowest share in two years . . . New entrant WXVO-F fell off some from its big Winter book, but remains a contender

LAFAYETTE, IN

Arbitron Rank: 230 Pop (12+): 118,500	Stations: 20 / 11	Last Year's Revenue: \$6,200,000
MSA Rank: 215	Diaries: 925/128:1/51.3%	Household Income: \$41,314
MSA Pop: 173,000	Sample Target: 960	Total Retail Sales: \$1.43 Bil.
DMA: 196	% Below Line: 10.3	#1 Biller: NA
Average Persons Rating: 13.0	% Not Listed: 13.0	#1 Billing Portfolio: NA
Market TSL in Hours: 17.75	Pop per Station: 10,773	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 WKOA-F	C	28 / 18.2	18.1	16.5	17.1	16.9	290 / 24.5	29.6	24.5	69 / 885	WKOA-F
2 WKHY-F	AOR	18 / 11.7	10.7	14.5	10.7	14.2	297 / 25.0	24.9	23.5	32 / 469	WKHY-F
3 WGBD-F	AOR-NR	17 / 11.0	9.4	11.0	5.7	2.7	340 / 28.7	26.2	23.5	20 / 449	WGBD-F
4 WGLM-F	AC	15 / 9.7	8.1	9.0	9.3	8.8	214 / 18.0	16.3	19.0	21 / 334	WGLM-F
5 WASK-AF	O	14 / 9.1	10.1	7.5	8.5	10.8	207 / 17.5		18.3	17 / 258	WASK-AF
6 WAZY-F	CHR	12 / 7.8	10.1	9.0	12.8	11.5	310 / 26.2	33.7	26.9	29 / 564	WAZY-F
7 WFBQ-F	T/AOR	6 / 3.9	2.7	4.1	4.3	4.7	128 / 10.8	9.2	13.2	17 / 313	WFBQ-F
8 WEZV-F	EZ	5 / 3.2	4.7	4.1	5.0	4.7	78 / 6.6	8.3	7.4	10 / 121	WEZV-F

12+ FM Share (Metro): 92.54% (124 of 134) (Spring 1997: 91.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKOA-F	1 WGBD-F	1 WKHY-F	1 WKOA-F	1 WKOA-F	1 WKOA-F >	1 WKOA-F >	1 WKOA-F	1 WKOA-F >	1 WKOA-F	1 WKOA-F >
WAZY-F	2 WKHY-F	2 WGBD-F <	WKHY-F	2 WGLM-F	2 WASK-AF	2 WGBD-F <	2 WKHY-F	2 WGBD-F	2 WGBD-F	2 WAZY-F <
WGBD-F	3 WKOA-F	3 WKOA-F	3 WGLM-F	WKHY-F	3 WGLM-F >	3 WASK-AF <	3 WGLM-F	WKHY-F	3 WGLM-F	3 WGBD-F
WKHY-F >>	WAZY-F	4 WGLM-F <	4 WASK-AF	4 WKHY-F >	4 WKHY-F	4 WKHY-F	4 WASK-AF <	4 WGLM-F	4 WAZY-F	WKHY-F
		5 WAZY-F	5 WAZY-F	5 WAZY-F	5 WEZV-F	5 WGLM-F	5 WGBD-F	5 WASK-AF	WKHY-F >>	5 WASK-AF
			WGBD-F >	WGBD-F			6 WAZY-F >>	6 WAZY-F >>		6 WGLM-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	12+ Ovrnite
1 WGBD-F	1 WAZY-F	1 WKOA-F	1 WKOA-F	1 WKOA-F	1 WGBD-F >>	1 WGBD-F	1 WGBD-F	1 WKHY-F	1 WKHY-F	1 WKOA-F >>
2 WAZY-F	2 WKOA-F	WAZY-F >	WGLM-F	2 WGLM-F	2 WKHY-F >	2 WKHY-F >>	WKHY-F >	2 WGBD-F >	2 WKOA-F	2 WAZY-F >
WKHY-F >	WGBD-F	3 WGLM-F	3 WAZY-F	3 WASK-AF	3 WAZY-F >>	3 WKOA-F	3 WKOA-F >>	3 WKOA-F >	3 WGLM-F	
4 WKOA-F	WKHY-F	WKHY-F >>	4 WGBD-F	4 WAZY-F		WAZY-F >			4 WASK-AF	
WGLM-F >>	5 WGLM-F >>		WKHY-F >	5 WKHY-F		5 WGLM-F			WGBD-F	
						WFBQ-F >>			WFBQ-F >>	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAZY N/T 1410 Lafayette	1.9	5.1	3 61
WNJY-F O 102.9 Delphi	2.6	7.9	12 254
WSHW-F AC 99.7 Frankfort	1.3	6.7	9 185

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHMS-F AC 97.5 Champaign, IL	0.6	1.2	1 14
WIBC FS/T 1070 Indianapolis	0.6	3.2	2 76
WIBN-F AC 98.1 Earl Park	0.6	1.4	3 61
WLS T 890 Chicago	1.3	4.0	15 188
WMRS-F SAC 107.7 Monticello	0.0	1.5	2 52
WNAP-F CL HITS 93.1 Indianapolis	0.0	1.8	1 63
WRZX-F AOR-NR 103.3 Indianapolis	1.3	6.6	5 185
WTLC-F B/AC 105.7 Indianapolis	0.6	1.3	1 16

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	19 (4)	19 (4)	14.2 %	12.6 %
AOR/Classic/NR	0 (0)	43 (4)	43 (4)	32.1 %	35.4 %
Black/Urban	0 (0)	1 (1)	1 (1)	0.7 %	0.0 %
CHR	0 (0)	12 (1)	12 (1)	9.0 %	10.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	28 (1)	28 (1)	20.9 %	18.9 %
Full Service	1 (1)	0 (0)	1 (1)	0.7 %	1.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	5 (2)	0 (0)	5 (2)	3.7 %	10.2 %
Oldies	4 (1)	15 (3)	19 (4)	14.2 %	4.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	1.6 %
Soft AC	0 (0)	1 (1)	1 (1)	0.7 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	0 (0)	5 (1)	5 (1)	3.7 %	4.7 %
Totals	10 (4)	124 (16)	134 (20)		

LAFAYETTE, IN

Consolidation Report	12+	25-54	Revenue
Schurz WASK-AM, WASK-FM, WKOA-FM	27.3 %	26.5 %	%
University WAZY-AM, WAZY-FM, WGBD-FM	20.7 %	15.6 %	%
	48.0 %	42.1 %	%

AM Stations

WASK 1450 1 kw See WASK-F

FM Stations

Station	Freq	Power	Format	Owner	Advertiser	Agency
WASK	98.7	4.4 kw @ 384	Oldies	CBS	Christal	Schurz
WAZY	96.5	50 kw @ 500	CHR	ABC	Eastman	University
WEZV	95.3	2.45 kw @ 518	Easy Listening	CNN	---	---
WGBD	95.7	3.1 kw @ 430	AOR-NR	---	Eastman	University
WGLM	106.7	6 kw @ 328	AC	AP, CNN	---	---
WKHY	93.5	6 kw @ 246	AOR	AP	Katz	Airplay
WKOA	105.3	50 kw @ 308	Country	ABC	Christal	Schurz
WNJY	102.9	2.2 kw @ 420	Oldies	JRN, Westwd	---	---

Notes: WFBQ-F - See Indianapolis in the Spring 1998 American Radio . . . WASK-AF cume rating for Fall 1997 is not available . . . Station revenue levels are not available . . . 4/98 WCFY (1410) changed from Religion to News/Talk as WAZY . . . 5/98 WAZY (1410) sold to University for \$275,000 . . . 7/98 WEZV-F sold by Bomar for \$1,800,000

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AC-NR - Modern AC	N - News
* AOR - Album Oriented Rock	O - Oldies
* AOR-NR - New Rock	REL - Religion, Christian
* AOR-P - Progressive AOR	REL-CC - Contemporary Christian
* B - Black (audience 75%+ Black)	SAC - Soft Adult Contemporary
* B/AC - Black Adult Contemporary	SP - Hispanic/Spanish
* B/O - Black Oldies	SP-C - Hispanic Contemporary
* BIZ N - Business News	SP-NT - Hispanic News/Talk/Information
* C - Country	SP-R - Hispanic-Regional
* C/O - Classic Country	SP-TP - Hispanic-Tropical
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SP-VA - Hispanic Variety
* CL - Classical	SP-TJ - Tejano
* CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	VA - Variety
* G - Gospel (B/G is Black 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	

LAFAYETTE, LA

Arbitron Rank: 98 Pop (12+): 388,900	Stations: 35 / 25	Last Year's Revenue: \$13,500,000
MSA Rank: 134	Diaries: 1,260/309:1/47.2%	Household Income: \$29,607
MSA Pop: 373,000	Sample Target: 1,190	Total Retail Sales: \$4.4 Bil.
DMA: 121	% Below Line: 16.7	#1 Biller: KXKC-F \$2,450,000
Average Persons Rating: 17.5	% Not Listed: 9.4	#1 Billing Portfolio:
Market TSL in Hours: 23.00	Pop per Station: 15,556	Galloway \$4,830,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	KXKC-F	63 / 9.3	10.3	11.3	7.9	10.0	877 / 22.5	22.3	22.9	68 / 976	D	KXKC-F
2	KRRQ-F	56 / 8.3	8.9	7.3	7.3	3.9	654 / 16.8	17.7	16.2	59 / 747	B	KRRQ-F
3	KSMB-F	52 / 7.7	8.7	7.4	9.4	10.3	850 / 21.9	25.4	22.5	62 / 1099	D	KSMB-F
4	KTDY-F	50 / 7.4	5.9	4.5	5.9	5.3	655 / 16.8	14.3	13.0	54 / 779	C	KTDY-F
5	KMDL-F	47 / 6.9	7.6	7.1	7.3	6.9	685 / 17.6	17.2	19.0	49 / 764	C	KMDL-F
6	KTBT-F	33 / 4.9	2.8	3.6			444 / 11.4	9.6	9.1	46 / 586		KTBT-F
	WDGL-F	33 / 4.9	4.1	3.7	2.2	2.2	468 / 12.0	10.8	9.8	46 / 669		WDGL-F
8	KJCB	27 / 4.0	5.1	4.5	5.4	5.1	334 / 8.6	8.7	9.6	33 / 380	A	KJCB
9	KFTE-F	AOR-NR	28 / 3.8	4.1	5.4	4.3	442 / 11.4	11.8	14.2	30 / 482	B	KFTE-F
10	KPEL-F	N/T	25 / 3.7	2.8	2.5	2.8	313 / 8.0	8.0	8.4	25 / 316	B*	KPEL-F
11	KNEK-F	B/AC	21 / 3.1	3.5	4.1	3.8	326 / 8.4	9.2	11.7	25 / 381	A^	KNEK-F
12	KQIS-F	SAC	16 / 2.4	1.3	0.8		256 / 6.6	5.0	3.9	17 / 275		KQIS-F
	KAJN-F	REL	16 / 2.4	2.0	2.1	1.9	278 / 7.1	5.5	5.5	20 / 377		KAJN-F
14	KBON-F	VA	15 / 2.2	2.1	0.5		160 / 4.1	3.5	1.3	26 / 302		KBON-F

12+ FM Share (Metro): 89.27% (549 of 615) (Spring 1997: 88.01%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KSMB-F	1 KRRQ-F	1 KRRQ-F <	1 KTDY-F <	1 KXKC-F	1 KXKC-F	1 KXKC-F	1 KXKC-F <	1 KRRQ-F	1 KRRQ-F
2	KRRQ-F >	2 KXKC-F <	2 KXKC-F	2 KXKC-F	2 KMDL-F <	2 KMDL-F <	2 KTDY-F	2 KSMB-F <	2 KSMB-F <	2 KSMB-F
3	KFTE-F	3 KTDY-F	KTDY-F	3 WDGL-F	3 KMDL-F <	3 KTDY-F	3 KSMB-F	3 KMDL-F	3 KRRQ-F <	3 KTBT-F
	KTBT-F >	KSMB-F	4 KSMB-F <	4 KRRQ-F <	4 WDGL-F	4 KPEL-F	KTDY-F <	4 WDGL-F <	4 KTDY-F <	4 KXKC-F <
5	WDGL-F	5 WDGL-F <	5 KMDL-F	5 KRRQ-F	5 KJCB	5 KRRQ-F	5 KSMB-F	5 KMDL-F >	5 KFTE-F >	5 KMDL-F <
6	KFTE-F <	6 KMDL-F	6 KSMB-F	6 KSMB-F	6 KRRQ-F	6 KJCB	KRRQ-F <	6 KTBT-F <	6 KTBT-F <	6 KTBT-F <
7	KMDL-F	7 KTBT-F	7 KTBT-F	7 KJCB <	7 WDGL-F	7 WDGL-F	7 KPEL-F >	7 WDGL-F	7 KMDL-F >	7 KTDY-F <
	KTBT-F >	8 KFTE-F	8 KJCB <	8 KTBT-F	KSMB-F <	8 KTBT-F <	9 WCKW-F	8 KFTE-F >	8 KMDL-F >	8 KNEK-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	12+ Ovmit
1	KRRQ-F	1 KXKC-F <	1 KXKC-F	1 KTDY-F	1 KTDY-F	1 KRRQ-F	1 WDGL-F	1 WDGL-F >	1 WDGL-F >	1 KSMB-F
2	KSMB-F	2 KTDY-F	KTDY-F >	2 KXKC-F	2 KXKC-F >	2 KFTE-F >	KRRQ-F	2 WCKW-F	2 KRRQ-F >	KRRQ-F
	KTBT-F >	KRRQ-F	3 KSMB-F	3 KSMB-F	3 KMDL-F	3 KFTE-F	3 KTDY-F	3 KXKC-F	3 KMDL-F	3 KTDY-F
4	KXKC-F	4 KSMB-F	4 KMDL-F	KRRQ-F <	4 KJCB	4 KXKC-F >	KSMB-F	4 KRRQ-F	KSMB-F	4 KXKC-F <
	KMDL-F	5 KMDL-F	KRRQ-F >	5 KTBT-F	KSMB-F	5 WDGL-F	5 WCKW-F	5 KSMB-F	5 KMDL-F <	5 KTDY-F <
	KFTE-F >	KTBT-F >	6 KTBT-F	KMDL-F >	6 KRRQ-F	KTBT-F	KTDY-F	6 KMDL-F	6 KFTE-F <	6 KSMB-F
		7 KFTE-F	7 KJCB	KTBT-F	KMDL-F >>	7 KXKC-F	KXKC-F	7 WCKW-F	7 WCKW-F	7 WCKW-F
						8 KMDL-F		8 KMDL-F	8 KPEL-F	8 KPEL-F

Other Rated Stations				Metro Cume Share Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Cume Share Rating	TSA AQH Cume				
KANE	O	1240	New Iberia	1.0	2.8	7	107	KHLA-F	AC	99.5	Lake Charles	0.3	1.0	8	143
KEUN	C	1490	Eunice	0.4	1.3	3	73	KUMX-F	CHR	104.1	Houma	0.9	5.3	14	403
KFXZ-F	B/O	106.3	Maurice	1.8	6.2	12	247	KZMZ-F	CL AOR	96.9	Alexandria	0.6	1.2	12	164
KJUB-F	O	105.5	Eunice	1.2	3.3	8	130	WCKW-F	AOR	92.3	La Place	2.1	5.6	24	418
KLTW-F	O	102.1	Basile	1.5	4.3	11	175	WLSS-F	CHR	102.5	Baton Rouge	0.3	3.0	10	280
KOGM-F	O	107.1	Opelousas	0.3	1.8	2	69	WWL	N/T	870	New Orleans	0.4	1.1	4	106
KPEL	N/T	1420	Lafayette	0.6	2.8	4	108	WXCT-F	C	100.7	Baton Rouge	0.4	2.9	6	214
KROF	C	960	Abbeville	1.5	2.0	11	82	WYNK-F	C	101.5	Baton Rouge	1.9	9.1	27	607
KROF-F	O	105.1	Abbeville	1.9	6.8	14	299								
KSIG	ST	1450	Crowley	0.6	2.3	4	91								
KSLO	C	1230	Opelousas	0.7	1.6	5	60								
KVOL-AF	T	105.9	Opelousas	1.5	3.9	13	182								

LAFAYETTE, LA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Citywide	13.2 %	12.7 %	11.3 %	AC	0 (0)	52 (2)	52 (2)	8.5 %	6.1 %
KFXZ-FM, KNEK-AM, KNEK-FM, KRRQ-FM				AOR/Classic/NR	0 (0)	44 (3)	44 (3)	7.2 %	8.2 %
Galloway	22.4 %	23.6 %	35.8 %	Black/Urban	0 (0)	122 (4)	122 (4)	19.8 %	21.3 %
KFTE-FM, KMDL-FM, KPEL-AM, KPEL-FM, KTDY-FM				CHR	0 (0)	60 (3)	60 (3)	9.8 %	9.4 %
Local	4.5 %	4.7 %	2.6 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KLTW-FM, KQIS-FM, KSIG-AM				Country	18 (3)	126 (4)	144 (7)	23.4 %	30.0 %
Powell	9.2 %	8.2 %	18.5 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KDYS-AM, KSMB-FM, KVOL-AM, KVOL-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	49.2 %	49.2 %	68.2 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	10 (3)	32 (2)	42 (5)	6.8 %	4.9 %
				Oldies	7 (1)	66 (5)	73 (6)	11.9 %	8.8 %
				Others/Unknown	0 (0)	15 (1)	15 (1)	2.4 %	0.6 %
				Religion/Gospel	27 (1)	16 (1)	43 (2)	7.0 %	7.8 %
				Soft AC	0 (0)	16 (1)	16 (1)	2.6 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	4 (1)	0 (0)	4 (1)	0.7 %	2.7 %
				Totals	66 (9)	549 (26)	615 (35)		

AM Stations

KJCB	770	1 kw/0.5 kw (DA-N)	Gospel/Black	AURN	\$10.00	K&P	
KVOL	1330	5 kw/1 kw (DA-N)	Talk	1-on-1, ABC, Westwd	\$<20.00	Allied	Powell

FM Stations

KAJN	102.9	100 kw @ 1500	Religion/Gospel	USA, CNN	\$<20.00	---	Crowley
KBON	101.1	6 kw @ 328	Variety		\$ NA	---	Mamou
KFTE	96.5	22.5 kw @ 328	New Rock	AP	\$20.00	Banner	Galloway
KFXZ	106.3	2.6 kw @ 495	Black Oldies/Gospel	ABC	\$<20.00	Mc-Guild	Citywide
KMDL	97.3	38 kw @ 561	Country	AP	\$22.00	Banner	Galloway
KNEK	104.7	25 kw @ 328	Black AC	ABC	\$21.00	Mc-Guild	Citywide
KPEL	107.7	100 kw @ 469	Talk	CBS, Westwd	\$<20.00	Allied	Galloway
KQIS	102.1	50 kw @ 492	AC		\$ NA	Weise	KLTW-F
KROF	105.1	25 kw @ 292	Oldies		\$<20.00	---	Abbeville
KRRQ	96.5	50 kw @ 443	Black	ABC	\$<20.00	---	Citywide
KSMB	94.5	100 kw @ 1077	CHR	ABC, Source	\$50.00	Allied	Powell
KTDY	99.9	100 kw @ 984	AC		\$42.00	Christal	Galloway
KVOL	105.9	3.4 kw @ 433	See KVOL				Opelousas
KXKC	99.1	100 kw @ 984	Country		\$46.00	Allied	New Iberia

Notes: * KPEL revenue included within KPEL-F revenue level . . . ^ KNEK revenue included within KNEK-F revenue level . . . 3/98 KQIS-F (102.1; Basile) changed from AC to Soft AC . . . 7/98 KPEL-F moved from 107.7 to 107.9 with 100 kw @ 863'; changed from News/Talk to Classic AOR as KRXZ-F; much of KPEL-F's programming moved to KPEL . . . 8/98 KBON-F sold for \$70,000

Jim Duncan

Comments: Total listening to radio is down significantly: off 1.3 ratings points . . . KTDY-F has its highest share since 1993

LAKELAND-WINTER HAVEN

Arbitron Rank: 99 Pop (12+): 387,700	Stations: 36 / 9	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 837/463:1/48.2%	Household Income: \$32,132
MSA Pop: NA	Sample Target: 810	Total Retail Sales: \$4.1 Bil
DMA: Tampa (#15)	% Below Line: 56.4	#1 Biller: NA
Average Persons Rating: 14.4	% Not Listed: 15.4	#1 Billing Portfolio: NA
Market TSL In Hours: 19.75	Pop per Station: 43,078	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WPCV-F	C	87 / 15.6	14.1	13.7	18.8	17.9	937 / 24.2	23.2	24.3	95 / 1110	WPCV-F
2	WFLZ-F	CHR	39 / 7.0	8.6	8.4	8.3	7.7	828 / 21.4	21.2	20.7	56 / 1060	WFLZ-F
3	WDUV-F	EZ/ST	33 / 5.9	8.3	7.1	7.5	5.4	354 / 9.1	12.7	11.3	56 / 520	WDUV-F
4	WONN	ST	23 / 4.1	2.5	2.7	3.2	3.3	268 / 6.9	5.1	5.0	23 / 275	WONN
5	WSJT-F	J	22 / 3.9	3.0	2.4	2.7	2.9	314 / 8.1	6.3	6.5	25 / 383	WSJT-F
6	WXTB-F	AOR	17 / 3.0	2.3	3.3	1.7	2.8	226 / 5.8	6.9	6.5	19 / 260	WXTB-F
7	WWRM-F	SAC	16 / 2.9	4.5	4.6	4.0	3.3	313 / 8.1	10.2	11.2	20 / 339	WWRM-F
8	WJHM-F	B	16 / 2.7	3.3	3.1	3.8	2.6	250 / 6.4	7.9	6.1	15 / 250	WJHM-F
9	WILV-F	SAC	14 / 2.5	1.2				180 / 4.7	3.4		17 / 219	WILV-F
10	WHNR	B	13 / 2.3	2.3	2.6	4.2	2.3	153 / 3.9	4.8	4.1	13 / 153	WHNR
	WTKS-F	T	13 / 2.3	2.0	1.5	0.8	1.0	176 / 4.5	4.5	3.6	13 / 176	WTKS-F
12	WAKS-F	AC/CHR	12 / 2.1	2.0	2.2	0.5	1.1	154 / 4.0	5.6	4.8	13 / 164	WAKS-F
	WLKF	T	12 / 2.1	1.3	2.7	0.8	2.3	162 / 4.2	5.2	4.1	12 / 162	WLKF
	WHTQ-F	CL AOR	12 / 2.1	2.7	3.3	2.8	2.1	223 / 5.7	6.5	6.8	14 / 261	WHTQ-F

12+ FM Share (Metro): 84.53% (399 of 472) (Spring 1997: 84.72%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F	1 WPCV-F <	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >>	1 WPCV-F >	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >>	1 WPCV-F >	1 WPCV-F >>
2 WPCV-F	2 WFLZ-F >	2 WFLZ-F >	2 WFLZ-F >	2 WFLZ-F >	2 WDUV-F >	2 WFLZ-F >	2 WDUV-F >	2 WFLZ-F >	2 WFLZ-F >	2 WFLZ-F >>
3 WXL-F	3 WXTB-F >	3 WXTB-F >	3 WHTQ-F >	3 WSJT-F >	3 WONN >	3 WDUV-F >	3 WLKF <	3 WDUV-F >	3 WDUV-F <	3 WDUV-F >
4 WJHM-F >>>	4 WAKS-F >	4 WHTQ-F >	4 WXTB-F >	4 WHTQ-F >	4 WSJT-F >	4 WONN >	4 WFLZ-F <	4 WSJT-F >	4 WJHM-F >	4 WONN >
	5 WJHM-F >	5 WAKS-F <	5 WTKS-F >	5 WXTB-F >	5 WWRM-F <	5 WXTB-F >	5 WONN <	5 WONN <	5 WSJT-F >	5 WHNR >
	6 WHTQ-F >	6 WTKS-F >	6 WSJT-F >	6 WTKS-F >	6 WLKF >	6 WSJT-F >	6 WSJT-F >	6 WXTB-F >	6 WXTB-F >	6 WJHM-F >
		7 WSJT-F >	7 WAKS-F >	7 WAKS-F >				7 WWRM-F >		7 WSJT-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	12+ Ovrnite
1 WPCV-F >	1 WFLZ-F >	1 WFLZ-F >>	1 WPCV-F >	1 WPCV-F >	1 WXTB-F >	1 WPCV-F >	1 WPCV-F >	1 WPCV-F >	1 WPCV-F >>	1 WPCV-F >
2 WFLZ-F >	2 WPCV-F >	2 WJHM-F >>	2 WFLZ-F >	2 WFLZ-F >	2 WPCV-F >	2 WXTB-F >	2 WXTB-F >	2 WFLZ-F <	2 WHTQ-F >	2 WHTQ-F >
3 WILV-F >	3 WAKS-F >	3 WPCV-F >	3 WAKS-F >	3 WAKS-F >	3 WFLZ-F >>>	3 WFLZ-F >>>	3 WFLZ-F >>	3 WXTB-F >	3 WXTB-F >	3 WWRM-F >
	4 WJHM-F >	4 WAKS-F >	4 WJHM-F >	4 WJHM-F >		4 WHTQ-F >	4 WHTQ-F >	4 WHTQ-F >	4 WHTQ-F >	4 WXTB-F >
	5 WILV-F >	5 WILV-F >	5 WILV-F >	5 WSJT-F >		5 WTBT-F >	5 WTBT-F >	5 WTKS-F >	5 WTKS-F >	5 WTKS-F >
	6 WHNR >	6 WSJT-F >	6 WSJT-F >	6 WILV-F >		6 WHPT-F >	6 WHPT-F >>>	6 WTBT-F >	6 WTBT-F >	6 WTBT-F >
	WOMX-F >			WOMX-F >						WOMX-F >
				WJHM-F >						WJHM-F >
				WTKS-F >						WTKS-F >
				WXTB-F >						WXTB-F >
				WFLZ-F >						WFLZ-F >
				WPCV-F >						WPCV-F >
				WILV-F >						WILV-F >
				WTKS-F >						WTKS-F >
				WHTQ-F >						WHTQ-F >
				WJHM-F >						WJHM-F >
				WTKS-F >						WTKS-F >
				WXTB-F >						WXTB-F >
				WFLZ-F >						WFLZ-F >
				WPCV-F >						WPCV-F >
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				WPCV-F >						WPCV-F >
				WILV-F >						WILV-F >
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				WHTQ-F >						WHTQ-F >
				WJHM-F >						WJHM-F >
				WTKS-F >						WTKS-F >
				WXTB-F >						WXTB-F >
				WFLZ-F >						WFLZ-F >
				WPCV-F >						

LAKELAND-WINTER HAVEN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Hall	22.5 %	19.6 %	%	AC	0 (0)	28 (4)	28 (4)	5.9 %	7.0 %
WLKF-AM, WONN-AM, WPCV-FM, WWRZ-FM				AOR/Classic/NR	0 (0)	55 (6)	55 (6)	11.7 %	13.5 %
	22.5 %	19.6 %	%	Black/Urban	18 (2)	26 (2)	44 (4)	9.3 %	38.0 %
				CHR	0 (0)	49 (2)	49 (2)	10.4 %	12.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	5 (1)	113 (4)	118 (5)	25.0 %	24.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	1.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	22 (1)	22 (1)	4.7 %	2.8 %
				News/Talk	20 (3)	13 (1)	33 (4)	7.0 %	6.8 %
				Oldies	5 (1)	18 (2)	23 (3)	4.9 %	4.6 %
				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	0 (0)	42 (4)	42 (4)	8.9 %	6.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.2 %
				Standards/EZ	23 (1)	33 (1)	56 (2)	11.9 %	12.4 %
				Totals	73 (9)	399 (27)	472 (36)		

AM Stations

WHNR	1360	5 kw/2.5 kw (DA-2)	Black	ABC, AURN	\$ NA	—		Cypress Gardens
WLKF	1430	5 kw/1 kw	Talk	ABC, Talknt	\$17.00	D&R	Hall	
WONN	1230	1 kw	Standards	Westwd, CNN	\$20.00	D&R	Hall	

FM Stations

WPCV	97.5	100 kw @ 1016	Country	Westwd	\$88.00	D&R	Hall	Winter Haven
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Notes: Other ranked stations -- See Tampa-St. Petersburg or Orlando

LANCASTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Hall (semi-duop)	12.1 %	14.1 %	%	AC	0 (0)	52 (2)	52 (2)	11.4 %	8.4 %
WEGK-FM, WLPA-AM, WROZ-FM				AOR/Classic/NR	0 (0)	70 (3)	70 (3)	15.3 %	20.9 %
	12.1 %	14.1 %	%	Black/Urban	0 (0)	3 (1)	3 (1)	0.7 %	0.6 %
				CHR	0 (0)	72 (4)	72 (4)	15.8 %	14.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	87 (4)	87 (4)	19.0 %	17.8 %
				Full Service	43 (3)	0 (0)	43 (3)	9.4 %	3.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	4 (1)	4 (1)	0.9 %	1.7 %
				News/Talk	6 (2)	2 (1)	8 (3)	1.8 %	1.5 %
				Oldies	1 (1)	13 (2)	14 (3)	3.1 %	4.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	5 (1)	32 (1)	37 (2)	8.1 %	10.0 %
				Soft AC	0 (0)	44 (1)	44 (1)	9.6 %	10.0 %
				Sports	2 (1)	0 (0)	2 (1)	0.4 %	2.1 %
				Standards/EZ	11 (2)	10 (1)	21 (3)	4.6 %	4.8 %
				Totals	68 (10)	389 (21)	457 (31)		

AM Stations

WLAN	1390	5 kw/1 kw (DA-2)	Standards	Westwd	\$<20.00	Allied	Clear Channel
WLPA	1490	0.6 kw	Sports	1-on-1, CNN	\$<20.00	D&R	Hall

FM Stations

WDAC	94.5	19 kw @ 810	Religion	USA	\$54.00	Dome	WDAC, Inc.
WIOV	105.1	25 kw @ 696	Country	ABC	\$75.00	Mc-Guild	Brill Ephrata
WLAN	96.9	50 kw @ 500	CHR	CBS	\$50.00	Allied	Clear Channel
WROZ	101.3	6.9 kw @ 1289	Soft AC		\$66.00	D&R	Hall

Notes: Other ranked stations – See Harrisburg or York . . . No revenue percentages are available in the Consolidation Report due to overlap with Harrisburg & York

Jim Duncan

Comments: Listening levels are fairly steady . . . WDAC-F fell back from its remarkable Fall 1997 performance – however, its Spring 1998 and Fall 1997 12+ shares look like offsetting sampling fluctuations

LANSING

Arbitron Rank: 111 Pop (12+): 369,700	Stations: 20 / 14	Last Year's Revenue: \$16,500,000
MSA Rank: 113	Diaries: 1,043/354:1/56.4%	Household Income: \$45,940
MSA Pop: 449,000	Sample Target: 990	Total Retail Sales: \$4.8 Bil.
DMA: 106	% Below Line: 4.3	#1 Biller: WFMK-F \$4,200,000
Average Persons Rating: 15.8	% Not Listed: 20.6	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 26,407	Liggett \$11,550,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WITL-F	C	67 / 11.5	12.5	13.7	13.1	14.7	12.7	913 / 24.7	27.0	26.0	118 / 1556	E	WITL-F
	WFMK-F	AC	67 / 11.5	12.0	11.9	9.8	13.6	11.3	1034 / 28.0	23.3	25.2	91 / 1369	F	WFMK-F
3	WMMQ-F	CL AOR	57 / 9.8	8.1	8.2	9.3	7.2	8.8	720 / 19.5	17.8	19.1	76 / 1067	C	WMMQ-F
4	WHZZ-F	CHR	56 / 9.6	9.2	8.1	7.2	7.5	8.5	998 / 27.0	22.7	20.0	60 / 1111	B	WHZZ-F
5	WJIM-F	O	53 / 9.1	7.2	8.9	8.0	6.3	8.3	841 / 22.7	22.7	17.4	74 / 1239	C	WJIM-F
6	WJXQ-F	AOR	37 / 6.3	7.0	4.9	5.4	2.9	5.9	554 / 15.0	14.7	12.5	87 / 1305	C	WJXQ-F
7	WILS	ST	23 / 3.9	1.8	3.3	4.1	3.8	3.3	217 / 5.9	6.8	6.6	25 / 294	A	WILS
8	WJIM	T	22 / 3.8	2.6	3.5	4.1	3.6	3.5	305 / 8.2	8.7	8.9	24 / 355	B	WJIM
9	WQHH-F	B	20 / 3.4	4.6	3.2	3.0	3.6	3.6	358 / 9.7	8.3	10.1	22 / 387	A	WQHH-F
10	WVWX-F	AOR-NR	16 / 2.7	3.5	3.3	3.9	2.7	3.4	537 / 14.5	13.6	11.3	20 / 607	B	WVWX-F
11	WJR	FS	11 / 1.9	1.8	2.6	2.5	3.1	2.2	313 / 8.5	7.5	9.5	55 / 1040	C	WJR
	WXIK-F	C	11 / 1.9	3.7	3.9	3.9	4.6	3.3	311 / 8.4	11.3	11.1	28 / 605	C	WXIK-F

12+ FM Share (Metro): 86.39% (400 of 463) (Spring 97: 85.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WHZZ-F >>	1 WFMK-F <	1 WMMQ-F	1 WFMK-F <	1 WJIM-F	1 WITL-F	1 WFMK-F <	1 WFMK-F <	1 WHZZ-F <	1 WITL-F <
2	WQHH-F	2 WFMK-F	2 WMMQ-F	2 WMMQ-F	2 WITL-F	2 WFMK-F <	2 WITL-F	2 WHZZ-F <	2 WFMK-F	2 WHZZ-F
	WVWX-F >	3 WITL-F	3 WITL-F <	3 WITL-F	3 WFMK-F	3 WJIM-F	3 WJIM-F <	3 WITL-F <	3 WMMQ-F	3 WFMK-F <
4	WFMK-F	WJXQ-F <	4 WHZZ-F	4 WJIM-F	WJIM-F >	4 WMMQ-F	4 WMMQ-F	4 WMMQ-F	4 WJXQ-F	4 WMMQ-F
		5 WMMQ-F >>	5 WJIM-F <	5 WHZZ-F	5 WHZZ-F	5 WILS	5 WJXQ-F	5 WHZZ-F	5 WJIM-F >	5 WITL-F
			6 WJXQ-F >>	6 WJXQ-F >>	6 WJXQ-F >>	6 WJIM	6 WHZZ-F >>	6 WJIM	6 WJXQ-F	6 WJIM-F <
								7 WQHH-F <	7 WQHH-F <	7 WILS
								8 WJIM	8 WQHH-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	12+ Ovrnite
1	WFMK-F >	1 WFMK-F <	1 WHZZ-F	1 WFMK-F >	1 WHZZ-F >	1 WJXQ-F	1 WJXQ-F	1 WMMQ-F >	1 WMMQ-F >	1 WHZZ-F
2	WHZZ-F	2 WHZZ-F	WITL-F	2 WHZZ-F <	2 WITL-F	2 WMMQ-F	WMMQ-F >	2 WJXQ-F <	2 WJXQ-F <	WITL-F
3	WJXQ-F >	3 WITL-F >	WFMK-F >>>	3 WITL-F	WJIM-F	3 WJXQ-F	3 WHZZ-F	3 WFMK-F	3 WITL-F	3 WJIM-F
4	WITL-F	4 WJXQ-F	4 WQHH-F	4 WJIM-F	4 WHZZ-F >	4 WVWX-F	4 WITL-F >	4 WFMK-F	WJIM-F	WFMK-F
	WMMQ-F >>	5 WMMQ-F >>	WJIM-F	5 WMMQ-F >	5 WMMQ-F >>	5 WQHH-F	5 WFMK-F >	5 WHZZ-F	5 WHZZ-F	WFMK-F >>
			WJXQ-F	6 WJXQ-F >	WMMQ-F	WMMQ-F		WJIM-F >>	6 WJIM	6 WJIM
			WMMQ-F >>		WFMK-F >				7 WHZZ-F >	7 WHZZ-F >

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume		
WVFN	SPRIS	730	E. Lansing	0.5	2.5	4	131	WBCT-F	C	93.7	Grand Rapids	0.5	1.3	36	371
WVIC-F	REL-CC	92.7	Charlotte	0.3	1.3	2	51	WIOG-F	AC/CHR	102.5	Bay City	0.5	3.4	16	304
WXLA	B/O	1180	Dimondale	0.7	1.1	4	40	WKFR-F	CHR	103.3	Battle Creek	0.3	1.9	38	652
								WOOD-F	SAC	105.7	Grand Rapids	0.7	2.8	23	419
								WWCK-F	CHR	105.5	Flint	0.3	1.4	3	117

LANSING

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
62nd Street	10.9 %	9.9 %	19.4 %	AC	0 (0)	70 (2)	70 (2)	15.1 %	17.6 %
WJXQ-FM, WWDX-FM, WXIK-FM				AOR/Classic/NR	0 (0)	110 (3)	110 (3)	23.8 %	16.1 %
Liggett	46.2 %	54.0 %	70.0 %	Black/Urban	4 (1)	20 (1)	24 (2)	5.2 %	4.4 %
WFMK-FM, WITL-AM, WITL-FM, WJIM-AM, WJIM-FM, WMMQ-FM, WVFN-AM				CHR	0 (0)	60 (3)	60 (3)	13.0 %	10.5 %
	57.1 %	63.9 %	89.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	81 (3)	81 (3)	17.5 %	25.1 %
				Full Service	11 (1)	0 (0)	11 (1)	2.4 %	3.8 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	22 (1)	0 (0)	22 (1)	4.8 %	4.4 %
				Oldies	0 (0)	53 (1)	53 (1)	11.4 %	8.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	2 (1)	2 (1)	0.4 %	3.6 %
				Soft AC	0 (0)	4 (1)	4 (1)	0.9 %	0.8 %
				Sports	3 (1)	0 (0)	3 (1)	0.6 %	0.8 %
				Standards/EZ	23 (1)	0 (0)	23 (1)	5.0 %	4.6 %
				Totals	63 (5)	400 (15)	463 (20)		

AM Stations

Station	Power	Time	Format	ABC	\$ NA	D&R	MacDonald
WILS	1320	5 kw/1 kw (DA-2)	Standards	ABC			
WJIM	1240	1 kw	Talk	Westwd	<\$20.00	Eastman	Liggett

FM Stations

Station	Power	Time	Format	ABC	\$ NA	D&R	MacDonald	Other
WFMK	99.1	28 kw @ 600	AC		\$75.00	Eastman	Liggett	
WHZZ	101.7	3.3 kw @ 289	CHR		<\$20.00	D&R	MacDonald	
WITL	100.7	26.5 kw @ 643	Country	ABC	\$84.00	Eastman	Liggett	
WJIM	97.5	45 kw @ 512	Oldies	ABC	\$41.00	Eastman	Liggett	
WJXQ	106.1	50 kw @ 489	AOR		\$50.00	Katz	62nd St.	Jackson
WMMQ	94.9	49 kw @ 500	Classic AOR		\$28.00	Eastman	Liggett	
WQHH	96.5	3 kw @ 328	Black		<\$20.00	Allied	WXLA	DeWitt
WWDX	92.1	4 kw @ 400	New Rock		<\$20.00	Katz	62nd St.	St Johns
WXIK	94.1	40 kw @ 551	Country	ABC	\$25.00	Katz	62nd St.	Jackson

Notes: WJR - See Detroit

Jim Duncan

Comments: Total listening to radio is down moderately (-0.5 ratings point) . . . WFMK-F moved into the 12+ lead (tied with WITL-F) for the first time since the early 1980's

LAS VEGAS

Arbitron Rank: 43 Pop (12+): 955,900
MSA Rank: 44
MSA Pop: 1,330,000
DMA: 66
Average Persons Rating: 15.7
Market TSL in Hours: 20.75

Stations: 22 / 22
Diaries: 2,070/462:1/53.6%
Sample Target: 1,980
% Below Line: 0.0
% Not Listed: 15.2
Pop per Station: 43,450

Last Year's Revenue: \$52,700,000
Household Income: \$43,990
Total Retail Sales: \$12.4 Bil.
#1 Biller: KSNE-F \$5,080,000
#1 Billing Portfolio: CBS \$16,940,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	KJUL-F	149 / 9.9	8.9	8.8	8.6	8.8	9.1	1281 / 13.4	14.5	14.0	159 / 1396	D	KJUL-F
2	KLUC-F	125 / 8.3	10.2	9.5	9.7	7.9	9.4	2150 / 22.5	23.6	20.1	126 / 2226	F	KLUC-F
3	KWNR-F	99 / 6.6	4.9	4.7	6.3	6.0	5.6	1298 / 13.6	12.6	13.3	102 / 1344	F	KWNR-F
4	KMXB-F	97 / 6.5	5.9	6.5	6.4	5.7	6.3	1752 / 18.3	17.5	16.9	99 / 1768	E	KMXB-F
5	KSNE-F	92 / 6.1	7.6	7.2	6.1	7.9	6.8	1267 / 13.3	15.3	18.0	94 / 1292	G	KSNE-F
6	KMZQ-F	91 / 6.1	5.1	5.1	6.1	5.3	5.6	1429 / 14.9	13.5	14.6	93 / 1452	G	KMZQ-F
7	KXTE-F	88 / 4.5	4.9	5.5	5.2	5.1	5.0	1168 / 12.2	12.9	14.5	74 / 1262	D	KXTE-F
8	KKLZ-F	85 / 4.3	4.1	4.7	5.0	5.5	4.5	1155 / 12.1	12.3	14.1	87 / 1162	E	KKLZ-F
	KFMS-F	85 / 4.3	5.8	3.3	4.1	3.9	4.4	1076 / 11.3	8.7	9.2	66 / 1137	D	KFMS-F
10	KXNT	59 / 3.9	3.1	4.3	3.0	4.5	3.6	773 / 8.1	8.7	7.6	60 / 806	B	KXNT
11	KOMP-F	54 / 3.6	3.8	3.4	3.2	3.2	3.5	805 / 8.4	8.2	9.7	57 / 888	E	KOMP-F
	KBGO-F	54 / 3.6	4.1	3.7	3.6	3.5	3.7	917 / 9.6	10.5	10.2	56 / 951	C	KBGO-F
13	KISF-F	50 / 3.3	2.4	3.2	3.5	4.1	3.1	979 / 10.2	11.4	13.4	50 / 986	E	KISF-F
14	KQOL-F	42 / 2.8	3.1	3.4	3.5	3.4	3.2	950 / 9.9	11.8	9.6	43 / 974	D	KQOL-F
15	KXPT-F	39 / 2.6	3.0	1.7	2.4	2.4	2.4	930 / 9.7	6.4	8.4	54 / 1018	C	KXPT-F
16	KLSQ	36 / 2.4	3.1	3.9	3.1	2.9	3.1	419 / 4.4	5.6	4.3	36 / 419	C	KLSQ
17	KVBC-F	30 / 2.0	1.3	1.5	1.1	1.4	1.5	589 / 6.2	4.2	4.8	30 / 589	B	KVBC-F
18	KDOX	18 / 1.2	1.7	1.8	0.8	0.7	1.4	266 / 2.8	3.4	2.2	18 / 266	B	KDOX
19	KDWN	17 / 1.1	1.6	2.1	1.5	1.4	1.6	367 / 3.8	4.4	4.3	21 / 388	B	KDWN

12+ FM Share (Metro): 87.77% (1120 of 1276) (Spring 97: 85.77%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLUC-F >>>	1 KLUC-F <	1 KMXB-F <	1 KWNR-F <	1 KWNR-F <	1 KJUL-F >>	1 KJUL-F	1 KJUL-F >	1 KJUL-F <	1 KLUC-F >	1 KJUL-F
2 KMXB-F >	2 KMXB-F	2 KLUC-F	2 KMXB-F <	2 KMZQ-F <	2 KSNE-F <	2 KXTE-F	2 KMZQ-F <	2 KLUC-F	2 KMXB-F	2 KLUC-F >
3 KXTE-F	3 KWNR-F <	3 KKLZ-F	3 KKLZ-F	3 KSNE-F <	3 KWNR-F <	3 KWNR-F <	3 KWNR-F <	3 KMXB-F	3 KJUL-F	3 KWNR-F <
4 KOMP-F <	4 KMZQ-F	4 KMZQ-F	4 KMXB-F <	4 KMXB-F <	4 KMZQ-F	4 KLUC-F <	4 KLUC-F	4 KMZQ-F	4 KWNR-F	4 KMXB-F <
5 KWNR-F <	5 KKLZ-F <	5 KKLZ-F <	5 KKLZ-F <	5 KKLZ-F	5 KXNT <	5 KSNE-F <	KSNE-F <	KWNR-F <	5 KSNE-F	5 KMZQ-F <
6 KISF-F	6 KXTE-F	6 KOMP-F <	6 KLUC-F <	6 KLUC-F <	6 KFMS-F <	6 KMXB-F <	6 KXNT	6 KSNE-F	6 KBGO-F	6 KSNE-F
	KMZQ-F >	7 KOMP-F <	7 KSNE-F	7 KOMP-F	7 KBGO-F <	7 KMZQ-F	KMXB-F	7 KKLZ-F	7 KMZQ-F	7 KKLZ-F <
		8 KSNE-F	8 KXTE-F	8 KFMS-F <	8 KKLZ-F	8 KFMS-F <	8 KKLZ-F <	8 KFMS-F	8 KFMS-F <	8 KFMS-F
		9 KISF-F	9 KXPT-F	9 KBGO-F		9 KFMS-F <	9 KFMS-F <	9 KBGO-F	9 KBGO-F	9 KOMP-F <
				KXTE-F <		10 KOMP-F <	10 KOMP-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	12+ Ovrite
1 KLUC-F	1 KMXB-F <	1 KMXB-F	1 KMZQ-F <	1 KSNE-F <	1 KXTE-F <	1 KXTE-F	1 KOMP-F	1 KXTE-F	1 KKLZ-F	1 KLUC-F
2 KMXB-F >	2 KLUC-F >	2 KLUC-F	2 KLUC-F <	2 KMZQ-F	2 KLUC-F >	2 KOMP-F	2 KXTE-F >	2 KKLZ-F	2 KOMP-F	KJUL-F
3 KMZQ-F >	3 KMZQ-F	3 KWNR-F	3 KMXB-F	3 KWNR-F	3 KISF-F	3 KLUC-F	3 KMXB-F <	KOMP-F	3 KXTE-F <	KVBC-F >
4 KSNE-F	4 KWNR-F	KMZQ-F >	4 KWNR-F <	4 KMXB-F	4 KMXB-F	4 KISF-F <	4 KKLZ-F	4 KMXB-F <	4 KWNR-F <	4 KWNR-F <
5 KISF-F	5 KSNE-F	5 KSNE-F	5 KSNE-F >	5 KLUC-F >	5 KOMP-F	5 KMXB-F	5 KISF-F	5 KLUC-F	5 KMXB-F <	5 KXTE-F <
	6 KISF-F	6 KISF-F	6 KFMS-F	6 KFMS-F >	KWNR-F >	6 KWNR-F	KWNR-F	KWNR-F	6 KBGO-F	
		7 KXPT-F	7 KISF-F <	7 KKLZ-F		7 KKLZ-F	7 KLSQ	7 KISF-F <	7 KXPT-F	
		KLSQ	8 KKLZ-F <	KQOL-F <			8 KLUC-F >	8 KXPT-F <	8 KXNT	
			9 KLSQ					9 KBGO-F	9 KBGO-F	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
KBAD	SPRTS	920	Las Vegas	0.5	1.3	7	123
KENO	SPRTS	1460	Las Vegas	0.5	2.7	8	262
KNUU	N	970	Las Vegas	0.7	3.4	11	322

LAS VEGAS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
CBS	29.3 %	27.7 %	32.1 %	AC	0 (0)	188 (2)	188 (2)	14.7 %	12.7 %
KLUC-FM, KMXB-FM, KMZQ-FM, KSFN-AM, KXNT-AM, KXTE-FM				AOR/Classic/NR	0 (0)	226 (4)	226 (4)	17.7 %	23.5 %
Centennial	17.0 %	12.4 %	16.3 %	Black/Urban	0 (0)	50 (1)	50 (1)	3.9 %	0.0 %
KJUL-FM, KKLZ-FM, KQOL-FM				CHR	0 (0)	125 (1)	125 (1)	9.8 %	9.1 %
Jacor	20.6 %	23.9 %	26.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBGO-FM, KFMS-FM, KSNE-FM, KWNR-FM				Country	0 (0)	164 (2)	164 (2)	12.9 %	11.6 %
Lotus	7.2 %	10.4 %	11.3 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KBAD-AM, KENO-AM, KOMP-FM, KXPT-FM				Hispanic	54 (2)	0 (0)	54 (2)	4.2 %	4.2 %
	74.1 %	74.4 %	86.0 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	87 (3)	30 (1)	117 (4)	9.2 %	10.1 %
				Oldies	0 (0)	96 (2)	96 (2)	7.5 %	8.0 %
				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	0 (0)	92 (1)	92 (1)	7.2 %	9.1 %
				Sports	15 (2)	0 (0)	15 (2)	1.2 %	1.4 %
				Standards/EZ	0 (0)	149 (1)	149 (1)	11.7 %	10.1 %
				Totals	156 (7)	1120 (15)	1276 (22)		

AM Stations

Station	Power	Frequency	Format	AM	FM	Notes
KDOX	1280	5 kw @ 0.048 kw	Hispanic Regional	\$ NA	Lotus	Henderson
KDWN	720	50 kw (DA-N)	Talk	AP \$ 23.00	Roslin	
KENO	1460	10 kw @ 0.625 kw (DA-2)	Sports	1-cn-1, Westwd \$ NA	Lotus	
KLSQ	870	10 kw @ 1 kw (DA-2)	Hispanic	CRC \$ 25.00	Hefel	Laughlin
KXNT	840	50 kw @ 25 kw (DA-2)	Talk	ABC \$ 27.00	Eastman	CBS

FM Stations

Station	Power	Frequency	Format	AM	FM	Notes
KBGO	93.1	24 kw @ 3743	Oldies	\$ 24.00	Katz	Jacor
KFMS	101.9	100 kw @ 1180	Country	\$ 55.00	Katz	Jacor
KISF	103.5	100 kw @ 1158	Urban AC	\$ 65.00	D&R	
KJUL	104.3	24.5 kw @ 3727	Standards	Westwd, CNN \$ 48.00	—	Centennial
KKLZ	96.3	100 kw @ 1176	Classic AOR	\$ 60.00	Sentry	Centennial
KLUC	98.5	100 kw @ 1180	CHR	\$ 67.00	Eastman	CBS
KMXB	94.1	100 kw @ 1210	AC/CHR	\$ 44.00	Allied	CBS
KMZQ	100.5	100 kw @ 1104	AC	\$ 80.00	Eastman	CBS
KOMP	92.3	100 kw @ 1520	AOR	\$ 62.00	Christal	Lotus
KQOL	105.5	3.7 kw @ 1588	Oldies	\$ 38.00	Allied	Centennial
KSNE	106.5	100 kw @ 1155	Soft AC	\$ 92.00	Katz	Jacor
KVBC	105.1	50 kw @ 36	Talk/News	CNN \$ NA	—	
KWNR	95.5	100 kw @ 1160	Country	\$ 88.00	D&R	Jacor
KXPT	97.1	100 kw @ 1919	Prog. AOR	\$ 40.00	Christal	Lotus
KXTE	107.5	25 kw @ 3678	AOR-New Rock	\$ 50.00	Eastman	CBS

Notes: 2/98 KZTY (CP: 620) sold to KSBN, Spokane for \$125,000 . . . 3/98 KNUU (970) sold to KFNN Phoenix for \$1,500,000 . . . 4/98 KKLZ-F sold by Apogee to Centennial for \$21,000,000 . . . 6/98 KEDG-F changed from New Rock to Urban AC as KISF-F ("Kiss")

Jim Duncan

Comments: Total listening to radio slipped moderately (-0.6 ratings point) . . . KLUC-F fell sharply, injured somewhat by Urban AC KISF-F . . . KJUL-F continues to be a fascinating story; it will be interesting to see if Centennial can increase revenue without having to modify the programming too much

LEXINGTON

Arbitron Rank: 108 Pop (12+): 374,000	Stations: 23 / 18	Last Year's Revenue: \$19,600,000
MSA Rank: 115	Diaries: 1,228/305:1/53.2%	Household Income: \$39,286
MSA Pop: 446,000	Sample Target: 1,180	Total Retail Sales: \$5.0 Bil.
DMA: 68	% Below Line: 4.0	#1 Biller: WVWK-F \$5,000,000
Average Persons Rating: 13.9	% Not Listed: 14.5	#1 Billing Portfolio: WVWK-AF et al \$9,535,000
Market TSL In Hours: 18.75	Pop per Station: 20,778	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WVWK-F	69 / 13.3	15.7	15.2	16.7	19.4	1030 / 27.5	30.4	29.8	151 / 2189	G	WVWK-F
2	WLKT-F	58 / 11.2	11.0	11.5	9.9	0.7	964 / 25.8	27.7	24.2	100 / 1692	B	WLKT-F
3	WKQQ-F	42 / 8.1	9.6	7.8	6.9	11.1	788 / 21.1	21.6	18.7	76 / 1397	E	WKQQ-F
	WMXL-F	42 / 8.1	7.6	7.6	7.5	7.8	712 / 19.0	21.9	19.5	66 / 1329	D	WMXL-F
	WBUL-F	42 / 8.1	4.4	4.6	6.3	7.4	594 / 15.9	13.9	13.5	69 / 1072	C	WBUL-F
6	WVWK	32 / 6.2	7.8	6.1	6.8	4.4	498 / 13.3	17.2	13.4	37 / 628	D	WVWK
7	WLRO-F	26 / 5.0	5.7	3.7	5.2	6.1	419 / 11.2	15.1	10.0	37 / 583	B	WLRO-F
8	WGKS-F	24 / 4.6	5.3	5.7	3.1	5.0	494 / 13.2	15.1	15.1	37 / 717	B	WGKS-F
9	WXZZ-F	20 / 3.9	2.8	6.7	5.6	8.0	410 / 11.0	12.6	16.7	27 / 530	C	WXZZ-F
	WTKT	20 / 3.9	3.2	3.7	2.4	3.7	270 / 7.2	6.4	6.1	20 / 275		WTKT
11	WLAP	17 / 3.3	2.3	1.5	1.0	1.5	318 / 8.4	6.9	4.2	21 / 407		WLAP
12	WJMM-F	10 / 1.9	1.3	0.9	1.6	0.9	191 / 5.1	4.7	5.3	11 / 246		WJMM-F

12+ FM Share (Metro): 79.05% (351 of 444) (Spring 1997: 77.85%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WLKT-F >>>	1 WLKT-F <	1 WKQQ-F	1 WVWK-F	1 WVWK-F >	1 WVWK-F >	1 WVWK-F	1 WVWK-F	1 WLKT-F <	1 WLKT-F >	1 WVWK-F
2 WT KT >	2 WKQQ-F >	WLKT-F	2 WMXL-F <	2 WMXL-F	2 WLKT >	2 WKQQ-F	2 WMXL-F	2 WVWK-F >	2 WVWK-F <	2 WLKT-F
3 WBUL-F	WVWK-F <	3 WKQQ-F	3 WKQQ-F <	3 WKQQ-F <	3 WMXL-F <	3 WVWK	3 WLKT-F <	3 WMXL-F <	3 WKQQ-F >	3 WBUL-F
	WMXL-F	4 WMXL-F <	4 WBUL-F <	4 WBUL-F	4 WBUL-F	4 WLKT-F	4 WBUL-F	4 WBUL-F	4 WBUL-F	4 WKQQ-F
5 WVWK-F <	5 WBUL-F	5 WLKT-F <	5 WLKT-F	5 WKKS-F	5 WMXL-F <	5 WLRO-F <	5 WKQQ-F	5 WMXL-F	5 WVWK <	
6 WXZZ-F	6 WLRO-F >	6 WLRO-F	6 WLRO-F <	6 WLAP	6 WBUL-F >	6 WVWK <	6 WLRO-F	6 WKKS-F	6 WMXL-F <	6 WLKT-F
	7 WXZZ-F <	7 WKKS-F	7 WKKS-F	7 WLRO-F	7 WLRO-F	7 WKQQ-F <	7 WKKS-F <	WT KT	7 WT KT	7 WT KT
	8 WKKS-F	8 WVWK	8 WVWK >			8 WKKS-F	8 WT KT	8 WLAP		8 WXZZ-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	12+ Ovrnite
1 WBUL-F	1 WLKT-F	1 WLKT-F	1 WMXL-F <	1 WVWK-F <	1 WKQQ-F	1 WKQQ-F >>	1 WKQQ-F >>	1 WKQQ-F >	1 WKQQ-F <	1 WKQQ-F
WLKT-F	2 WBUL-F <	2 WMXL-F	2 WLKT-F <	2 WMXL-F >	2 WLKT-F	2 WLKT-F >	2 WLKT-F	2 WVWK-F	2 WVWK-F >	2 WLKT-F
3 WMXL-F >>	3 WMXL-F >	3 WVWK-F	3 WBUL-F	3 WLKT-F <	3 WXZZ-F >	3 WXZZ-F	3 WVWK-F	3 WLRO-F	3 WLRO-F	3 WVWK-F
4 WXZZ-F	4 WVWK-F	WBUL-F >	4 WVWK-F >	4 WBUL-F <	4 WVWK-F	WVWK-F	WLRO-F	WLKT-F	4 WBUL-F	4 WBUL-F
WKQQ-F >	5 WKQQ-F	5 WKKS-F	5 WKKS-F	5 WKKS-F >	5 WLRO-F	5 WLRO-F	5 WMXL-F	5 WBUL-F	5 WMXL-F	5 WMXL-F
	WXZZ-F	WKQQ-F	6 WLRO-F	6 WLRO-F	6 WMXL-F	6 WMXL-F	6 WBUL-F	6 WMXL-F <	6 WVWK	
			WKQQ-F	7 WVWK			WXZZ-F >	7 WXZZ-F	7 WLKT-F	7 WLKT-F
				WT KT					8 WKKS-F	8 WKKS-F

Other Rated Stations

	Metro Share	Cume Rating	TSA AQH Cume
WCGW	REL	770	Nicholasville 0.4 1.7 10 113
WEKY	AC	1340	Richmond 0.4 1.5 2 57
WLTO-F	O	1025	Nicholasville 1.7 7.2 12 373
WLXG	T	1300	Lexington 0.6 2.7 3 100
WVRB-F	REL	105.9	Wilmore 1.0 3.0 5 129

Other Rated Stations--Outside Market

	Metro Share	Cume Rating	TSA AQH Cume
WHAS	FS	840	Louisville 1.7 5.6 34 604
WKED	ST	1130	Frankfort 1.2 1.3 10 61
WKYL-F	SAC	102.1	Lawrenceburg 0.4 1.3 5 89
WLW	FS/T	700	Cincinnati 0.4 2.1 14 244
WTFX-F	AOR	100.5	Louisville 0.4 1.6 11 242

LEXINGTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Jacor	34.6 %	31.7 %	36.3 %	AC	2 (1)	66 (2)	68 (3)	15.3 %	15.6 %
WKQQ-FM, WLAP-AM, WLKT-FM, WMXL-FM, WTKT-AM, WWYC-FM				AOR/Classic/NR	0 (0)	90 (4)	90 (4)	20.3 %	20.7 %
WVLC-AF	30.1 %	31.0 %	48.6 %	Black/Urban	20 (1)	0 (0)	20 (1)	4.5 %	5.1 %
WLRO-FM, WLTO-FM, WVLC-AM, WVLC-FM, WXZZ-FM				CHR	0 (0)	58 (1)	58 (1)	13.1 %	13.1 %
	64.7 %	62.7 %	84.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	111 (2)	111 (2)	25.0 %	23.0 %
				Full Service	43 (3)	0 (0)	43 (3)	9.7 %	8.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	20 (2)	0 (0)	20 (2)	4.5 %	3.4 %
				Oldies	0 (0)	9 (1)	9 (1)	2.0 %	2.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	15 (2)	17 (3)	3.8 %	5.7 %
				Soft AC	0 (0)	2 (1)	2 (1)	0.5 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %
				Standards/EZ	6 (1)	0 (0)	6 (1)	1.4 %	0.4 %
				Totals	93 (9)	351 (13)	444 (22)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Location
WLAP	630	5 kw/1 kw (DA-2)	Talk/Sports	CBS, ABC	\$<20.00	Eastman	Jacor
WTKT	1580	10 kw/0.045 kw (DA-2)	Black	ABC	\$<20.00	Eastman	Jacor
WVLC	590	5 kw/1 kw (DA-2)	Full Service	ABC, Westwd	\$44.00	Katz	Georgetown

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Location
WBUL	98.1	100 kw @ 561	Country	ABC	\$32.00	Eastman	Jacor
WGKS	96.9	50 kw @ 492	AC		\$21.00	Banner	LM
WJMM	106.3	3 kw @ 300	Religion	USA	\$<20.00	—	Mortenson
WKQQ	100.1	32 kw @ 492	AOR		\$74.00	Eastman	Jacor
WLKT	104.5	50 kw @ 476	CHR		\$ NA	Eastman	Jacor
WLRO	101.5	7.2 kw @ 541	Classic AOR		\$20.00	Eastman	WVLC-AF
WLTO	102.5	2 kw @ 400	Oldies	ABC, Westwd	\$<20.00	Eastman	WVLC-AF
WMXL	94.5	100 kw @ 640	AC		\$54.00	Eastman	Jacor
WVLC	92.9	100 kw @ 850	Country		\$90.00	Katz	
WXZZ	103.3	1.8 kw @ 607	New Rock		\$35.00	Katz	WVLC-AF

Notes: 3/98 WEKY (1340; Richmond) changed from Soft AC to simulcasting AC WKXO-AF Berea, KY . . . 5/98 WNVL (1250; Nicholasville) sold to Mortenson for \$150,000 . . . 6/98 WNVL changed calls to WNSG; remains Black Gospel/Religion

Jim Duncan

Comments: Total listening to radio is down moderately (-0.6 ratings point) . . . WVLC-F suffered its lowest share since 1982 . . . WBUL-F is growing and has hurt WVLC-F

LINCOLN

Arbitron Rank: 171 Pop (12+): 195,600	Stations: 24 / 12	Last Year's Revenue: \$12,100,000
MSA Rank: 186	Diaries: 854/229:1/57.7%	Household Income: \$49,366
MSA Pop: 235,000	Sample Target: 860	Total Retail Sales: \$2.3 Bil.
DMA: 101 (w/Central NE)	% Below Line: 17.5	#1 Biller: KZKX-F \$2,200,000
Average Persons Rating: 15.1	% Not Listed: 12.2	#1 Billing Portfolio:
Market TSL in Hours: 20.00	Pop per Station: 16,300	Capstar, pending \$5,055,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1 KFOR	FS	33 / 11.1	10.7	9.6	9.8	8.9	388 / 19.8	21.6	18.0	33 / 410	D	KFOR
KFRX-F	CHR	33 / 11.1	8.3	8.6	9.8	9.8	609 / 31.1	22.9	22.6	41 / 814	C	KFRX-F
3 KTGL-F	CL AOR	22 / 7.4	7.9	8.6	6.2	7.9	350 / 17.9	17.0	20.1	33 / 550	C	KTGL-F
4 KIBZ-F	AOR	21 / 7.1	5.2	7.2	4.2	4.8	253 / 12.9	12.4	14.2	27 / 312	B	KIBZ-F
5 KLIN	T	17 / 5.7	5.9	3.8	6.2	3.5	245 / 12.5	22.2	9.9	17 / 263	B	KLIN
KZKX-F	C	17 / 5.7	9.3	12.0	9.5	11.4	306 / 15.6	18.3	22.5	28 / 409	D	KZKX-F
7 KEZG-F	AC	16 / 5.4	3.1	3.8	4.9	7.0	267 / 13.6	8.1	10.8	17 / 303	B	KEZG-F
8 KKUL-F	O	14 / 4.7	5.2	4.1	4.6		201 / 10.3	11.4	10.9	15 / 216	B	KKUL-F
9 KRKR-F	AOR	11 / 3.7	1.4	1.7	2.3	4.7	215 / 11.0	6.2	6.9	12 / 242	A	KRKR-F
KZFX-F	CL AOR	11 / 3.7	4.8	4.8	5.5	3.8	243 / 12.4	17.9	14.8	16 / 398		KZFX-F
KFGE-F	C	11 / 3.7	4.8	3.4	3.9	4.4	209 / 10.7	11.7	10.1	50 / 449	B	KFGE-F
12 KFAB	FS/T	9 / 3.0	3.1	2.4	2.6	3.2	155 / 7.9	9.1	8.5	26 / 438		KFAB
13 KKNB-F	AC-NR	8 / 2.7	2.8	1.7	2.9	2.2	259 / 13.2	13.2	9.5	18 / 364	A	KKNB-F

12+ FM Share (Metro): 73.46% (191 of 260) (Spring 1997: 75.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFRX-F >>>	1 KFRX-F	1 KFRX-F	1 KTGL-F	1 KTGL-F <	1 KFOR >>	1 KFOR >	1 KLIN <	1 KFRX-F >	1 KFRX-F >	1 KFRX-F
2 KIBZ-F >	2 KTGL-F <	2 KFRX-F >	2 KFRX-F >	2 KFRX-F >	2 KLIN	2 KFRX-F >	2 KFRX-F <	2 KZKX-F <	2 KTGL-F	2 KFOR >
3 KTGL-F >	3 KIBZ-F >	3 KIBZ-F >	3 KIBZ-F	3 KKUL-F <	3 KTGL-F <	3 KTGL-F <	3 KFOR <	KIBZ-F	3 KIBZ-F	3 KZKX-F
4 KZFX-F	4 KEZG-F	KRKR-F	4 KZKX-F <	4 KZKX-F <	4 KLIN <	4 KIBZ-F <	KTGL-F <	KKUL-F	4 KIBZ-F <	4 KZKX-F
5 KKNB-F	5 KRKR-F	KEZG-F	5 KEZG-F	5 KEZG-F	5 KKUL-F	5 KIBZ-F <	5 KTGL-F	5 KFOR >	5 KFOR	5 KEZG-F
KEZG-F	KZKX-F <	KZKX-F <	KIBZ-F	6 KEZG-F	6 KEZG-F	6 KEZG-F	6 KEZG-F <	KZKX-F	6 KEZG-F <	6 KZKX-F
KZKX-F	7 KZFX-F	7 KKUL-F	7 KRKR-F	KFRX-F	7 KZKX-F	7 KZKX-F	7 KKUL-F <	7 KKUL-F <	7 KRKR-F	7 KEZG-F
	KKUL-F	8 KLIN	8 KLIN	8 KFAB	8 KRKR-F <	8 KZKX-F	8 KFGE-F			8 KZFX-F
		KFGE-F	KFOR							KKUL-F

Vom 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	12+ Ovrnite
1 KFRX-F >>>	1 KFRX-F >>	1 KFRX-F >	1 KFRX-F >	1 KFRX-F	1 KIBZ-F >>	1 KIBZ-F >	1 KTGL-F	1 KIBZ-F <	1 KTGL-F >	1 KFRX-F
2 KIBZ-F >	2 KZKX-F	2 KZKX-F	2 KEZG-F	2 KZKX-F	2 KFRX-F	2 KFRX-F	KIBZ-F >	2 KTGL-F >	2 KIBZ-F	2 KFOR
3 KSRZ-F	KFGE-F	KFGE-F	3 KZKX-F	3 KEZG-F	3 KZFX-F >	3 KTGL-F >	3 KFRX-F >	3 KFRX-F	3 KRKR-F	3 KTGL-F
KEZG-F >>	KIBZ-F	KTGL-F >	4 KTGL-F	4 KKUL-F	4 KTGL-F	4 KZFX-F	4 KZFX-F	4 KRKR-F	4 KFRX-F	4 KFRX-F
	KEZG-F		5 KFGE-F	5 KFGE-F	KKNB-F >>	5 KKNB-F		5 KLIN	KLIN	
	KTGL-F		8 KIBZ-F	KTGL-F >		KLMS		6 KZFX-F	6 KFOR	
			KKUL-F	7 KFOR		KEZO-F			KKUL-F	
						KRKR-F >				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLMS	SPRTS	1480	Lincoln 1.7 5.3 6 127

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KEFM-F	AC	96.1	Omaha 1.3 7.1 9 263
KESY-F	SAC	97.7	Nebraska City 1.3 5.0 6 155
KEZO-F	AOR	92.3	Omaha 1.7 6.9 7 189
KGOR-F	O	99.9	Omaha 1.3 6.1 7 242
KOTD	ST	1020	Plattsmouth 1.0 1.4 5 79
KQKQ-F	CHR	98.5	Council Bluffs 1.3 9.6 11 313
KSRZ-F	AC/CHR	104.5	Omaha 1.3 7.9 8 250
KXKT-F	C	103.7	Glenwood, IA 0.3 1.8 4 110
WOW	C	590	Omaha 0.7 2.8 8 132
WOW-F	C	94.1	Omaha 0.3 2.0 13 192

LINCOLN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
3 Eagles KFOR-AM, KFRX-FM, KLMS-AM, KRKR-FM	27.6 %	23.4 %	31.4 %	AC	0 (0)	32 (4)	32 (4)	12.3 %	10.3 %
Capstar, pend. KIBZ-FM, KKNB-FM, KTGL-FM, KZKX-FM	22.9 %	25.8 %	41.8 %	AOR/Classic/NR	0 (0)	70 (5)	70 (5)	26.9 %	26.9 %
Warner KEZG-FM, KFGE-FM, KKUL-FM, KLIN-AM	19.5 %	22.2 %	23.4 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	37 (2)	37 (2)	14.2 %	11.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	2 (1)	30 (4)	32 (5)	12.3 %	19.4 %
				Full Service	42 (2)	0 (0)	42 (2)	16.2 %	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	17 (1)	0 (0)	17 (1)	6.5 %	5.1 %
				Oldies	0 (0)	18 (2)	18 (2)	6.9 %	5.9 %
				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	0 (0)	4 (1)	4 (1)	1.5 %	0.4 %
				Sports	5 (1)	0 (0)	5 (1)	1.9 %	3.6 %
				Standards/EZ	3 (1)	0 (0)	3 (1)	1.2 %	1.2 %
	70.0 %	71.4 %	96.6 %	Totals	69 (6)	191 (18)	260 (24)		

AM Stations

KFOR	1240	1 kw	Full Service	ABC, SBUSA	\$36.00	Katz	3 Eagles
KLIN	1400	1 kw	Talk	ABC, CBS	\$<20.00	---	Warner

FM Stations

KEZG	107.3	100 kw @ 548	AC	Westwd, CBS	\$20.00	---	Warner
KFGE	98.1	100 kw @ 981	Country		\$<20.00	---	Warner
KFRX	102.7	100 kw @ 430	CHR		\$32.00	Mc-Guild	3 Eagles
KIBZ	106.3	3 kw @ 213	AOR		\$<20.00	Katz	Triathlon
KKNB	104.1	31 kw @ 613	AC-NR		\$<20.00	Katz	Triathlon
KKUL	105.3	3 kw @ 328	Oldies		\$<20.00	---	Warner
KRKR	95.1	50 kw @ 286	AOR	ABC	\$<20.00	Christal	3 Eagles
KTGL	92.9	100 kw @ 810	Classic AOR		\$40.00	Katz	Triathlon
KZKX	96.9	100 kw @ 581	Country		\$53.00	Katz	Triathlon

Notes: Other ranked stations – See Omaha . . . 3/98 KNET-F changed from AC/CHR to AOR as KRKR-F . . . 7/98 Triathlon sold these stations to Capstar as part of a \$190,000,000 group transaction: KIBZ-F for \$2,800,000; KKNB-F for \$4,000,000; KTGL-F for \$7,300,000; KZKX-F for \$10,700,000

Jim Duncan

Comments: Listening levels are steady . . . KZKX-F has declined sharply to its lowest shares since the early 1990's . . . Listening to Country stations has fallen 37% from last year's level

LITTLE ROCK

Arbitron Rank: 82 Pop (12+): 457,500	Stations: 28 / 26	Last Year's Revenue: \$20,200,000
MSA Rank: 92	Diaries: 1,618/283:1/54.1%	Household Income: \$42,009
MSA Pop: 550,000	Sample Target: 1,550	Total Retail Sales: \$5.8 Bil.
DMA: 58	% Below Line: 0.9	#1 Biller: KSSN-F \$4,000,000
Average Persons Rating: 14.5	% Not Listed: 11.0	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 17,596	Clear Channel \$9,630,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KMJX-F	AOR/CL	68 / 10.3	7.9	10.2	9.8	11.2	9.5	892 / 19.5	19.2	19.1	116 / 1540	D	KMJX-F
2	KSSN-F	C	62 / 9.3	14.0	12.3	12.4	9.6	12.0	980 / 21.4	22.6	24.4	112 / 1872	F	KSSN-F
3	KARN-AF	N/T	48 / 6.9	7.5	4.9	3.6	5.1	5.7	688 / 15.0	13.3	12.8	52 / 815	C	KARN-AF
4	KIPR-F	B	45 / 6.8	6.0	9.6	10.1	9.9	8.1	608 / 13.3	15.5	15.1	106 / 1238	D	KIPR-F
5	KKPT-F	CL AOR	40 / 6.0	4.7	5.0	5.6	5.5	5.3	714 / 15.6	14.9	14.2	72 / 1268	C	KKPT-F
	KURB-F	AC/CHR	40 / 6.0	5.0	6.8	7.8	7.7	6.4	816 / 17.8	19.9	21.1	61 / 1408	D	KURB-F
7	KLAL-F	AC-NR	38 / 5.7	6.8	3.1	2.2	1.8	4.5	778 / 17.0	9.7	6.0	55 / 1093	A	KLAL-F
8	KOLL-F	O	32 / 4.8	4.4	3.9	3.9	4.5	4.3	576 / 12.6	11.3	11.6	64 / 1167	C	KOLL-F
9	KVLO-F	SAC	31 / 4.7	4.1	3.9	3.5	3.5	4.0	482 / 10.5	9.4	10.7	48 / 717	B	KVLO-F
10	KSYG-F	T	29 / 4.4	4.5	3.6	3.9	2.6	4.1	554 / 12.1	9.4	7.8	45 / 818	B	KSYG-F
11	KQAR-F	CHR	20 / 3.0	2.7	3.5				568 / 12.4	10.8	11.3	41 / 1165	A	KQAR-F
12	KOKY-F	B/AC	19 / 2.9	2.8	2.5	3.9	3.5	3.0	304 / 6.6	11.6	12.8	20 / 328	A	KOKY-F
13	KYFX-F	B/AC	17 / 2.6	2.6	4.2	4.1	5.0	3.4	299 / 6.5	9.4	9.3	18 / 315	B	KYFX-F
14	KSIZ-F	B	16 / 2.4	1.4					296 / 6.5			17 / 330		KSIZ-F
15	KDDK-F	C	15 / 2.3	3.1	3.3	4.5	4.8	3.3	378 / 8.3	11.4	11.3	21 / 562	C	KDDK-F
	KGHT	REL	15 / 2.3	1.4	2.5	1.5	0.9	1.9	182 / 4.0	4.1	2.3	28 / 334		KGHT
17	KHTE-FF	CHR	13 / 2.0	1.0		0.5	0.9		359 / 7.9		3.0	37 / 646		KHTE-FF
18	KITA	B/G	11 / 1.7	1.8	1.1	2.0	2.3	1.6	212 / 4.6	3.4	3.8	11 / 217		KITA

12+ FM Share (Metro): 86.10% (508 of 590) (Spring 97: 88.51%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KIPR-F	1 KMJX-F >>	1 KMJX-F >	1 KMJX-F >	1 KMJX-F	1 KSSN-F <	1 KMJX-F >	1 KMJX-F	1 KSSN-F	1 KIPR-F >	1 KSSN-F <
2 KSIZ-F	2 KKPT-F	2 KKPT-F <	2 KKPT-F <	2 KSSN-F <	2 KARN-AF	2 KSSN-F	KSSN-F <	2 KMJX-F	2 KMJX-F <	2 KIPR-F
3 KLAL-F >	KIPR-F <	3 KSSN-F	3 KSSN-F	3 KKPT-F	3 KOLL-F <	3 KARN-AF	3 KARN-AF	3 KARN-AF <	3 KLAL-F	3 KMJX-F
	4 KLAL-F	4 KURB-F <	4 KURB-F	4 KURB-F	4 KMJX-F <	4 KIPR-F <	4 KURB-F <	4 KLAL-F <	KSSN-F	4 KKPT-F <
	KSSN-F	5 KIPR-F <	5 KIPR-F	5 KIPR-F <	5 KVLO-F <	5 KURB-F <	5 KKPT-F	5 KURB-F <	5 KSIZ-F	5 KLAL-F <
	6 KURB-F	6 KLAL-F >	6 KLAL-F	6 KLAL-F	6 KURB-F <	6 KKPT-F	6 KLAL-F <	6 KSYG-F <	6 KVLO-F	6 KOKY-F <
	7 KQAR-F	7 KVLO-F	7 KVLO-F <	KOLL-F	7 KSYG-F <	7 KSYG-F <	7 KVLO-F <	7 KKPT-F <	KURB-F <	7 KOLL-F
		KSYG-F	8 KYFX-F <	8 KARN-AF	8 KKPT-F	8 KOLL-F	8 KOLL-F	8 KIPR-F <	8 KIPR-F <	8 KARN-AF <
				9 KSYG-F	9 KIPR-F	9 KVLO-F <	9 KSYG-F	9 KOLL-F <	KSYG-F	9 KVLO-F
				KVLO-F				10 KIPR-F >	10 KVLO-F >	KYFX-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	12+ Ovmite
1 KIPR-F	1 KKPT-F	1 KSSN-F	1 KURB-F <	1 KSSN-F	1 KMJX-F >>>	1 KMJX-F >>>	1 KMJX-F >>>	1 KMJX-F >>	1 KMJX-F >	1 KARN-AF
2 KLAL-F	KIPR-F	2 KKPT-F	2 KSSN-F	2 KURB-F	2 KLAL-F >	2 KLAL-F	2 KKPT-F	2 KKPT-F	2 KKPT-F >	2 KIPR-F
	KKPT-F	KMJX-F	KURB-F	3 KIPR-F <	3 KKPT-F <	3 KIPR-F	3 KIPR-F	3 KLAL-F	3 KLAL-F <	3 KSSN-F >
	KMJX-F	KURB-F	4 KIPR-F	4 KKPT-F	4 KVLO-F	KSSN-F >	KKPT-F	KLAL-F	4 KSSN-F	4 KLAL-F
	KURB-F	5 KSSN-F	KMJX-F >	KMJX-F	KOLL-F	5 KHTE-FF	KSSN-F >	5 KSSN-F	KIPR-F	KARN-AF <
	6 KQAR-F	6 KLAL-F	6 KLAL-F	6 KVLO-F	6 KIPR-F	KSIZ-F >>	6 KYFX-F	6 KSYG-F	6 KARN-AF	6 KSYG-F
	KDDK-F >	7 KQAR-F	KYFX-F	7 KLAL-F <	KMJX-F		KSIZ-F	KQAR-F	KSYG-F	7 KIPR-F
		8 KDDK-F		8 KOLL-F	8 KOKY-F		KQAR-F	KYFX-F >	8 KURB-F	8 KURB-F
					9 KLAL-F		KSYG-F			9 KYFX-F
					KYFX-F					KOLL-F

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KAAY	REL	1090	Little Rock	0.6	2.0	4 120	KLAZ-F	CHR	105.9	Hot Springs	0.5	3.8	30 651
KDRE-F	T	101.1	N. Little Rock	0.6	2.8	4 154	KVRE-F	ST	92.9	Hot Springs	0.5	0.8	9 158
KHUG-F	C	96.5	England	0.9	2.2	7 140							
KJBN	REL	1050	Little Rock	0.5	1.3	3 62							
KLIH	B/G	1250	Little Rock	0.8	2.0	5 96							
KLRG	B/G	1150	N. Little Rock	0.8	3.4	6 170							

LITTLE ROCK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Citadel, pend. KAAY-AM, KARN-AF, KIPR-FM, KLAL-FM, KLIH-AM, KOKY-FM, KRRN-FM, KURB-FM, KVLO-FM	34.4 %	33.8 %	34.7 %	AC	0 (0)	78 (2)	78 (2)	13.2 %	8.6 %
				AOR/Classic/NR	0 (0)	108 (2)	108 (2)	18.3 %	18.6 %
Clear Channel KDDK-FM, KMJX-FM, KOLL-FM, KQAR-FM, KSSN-FM	29.7 %	32.0 %	47.7 %	Black/Urban	0 (0)	97 (4)	97 (4)	16.4 %	17.5 %
				CHR	0 (0)	36 (4)	36 (4)	6.1 %	7.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Flinn KDRE-FM, KSIZ-FM	3.0 %	1.3 %	1.5 %	Country	0 (0)	83 (3)	83 (3)	14.1 %	20.2 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Kaleidoscope KAWW-FM, KHTE-FM	2.0 %	1.3 %	%	Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Signal KKPT-FM, KSYG-FM	10.4 %	13.4 %	10.0 %	News/Talk	39 (1)	40 (3)	79 (4)	13.4 %	8.6 %
				Oldies	0 (0)	32 (1)	32 (1)	5.4 %	5.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	43 (6)	0 (0)	43 (6)	7.3 %	7.1 %
				Soft AC	0 (0)	31 (1)	31 (1)	5.3 %	3.9 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	3 (1)	3 (1)	0.5 %	2.6 %
	79.4 %	81.8 %	93.9 %	Totals	82 (7)	508 (21)	590 (28)		

AM Stations

Station	Power	Frequency	Format	Network	Advertiser	Agency	City
KARN	920	5 kw (DA-N)	News/Talk	ABC	\$40.00	Mc-Guild	Citadel
KGHT	880	50 kw/0.22 kw (DA-N)	Gospel	ABC	\$ NA	---	Sheridan
KITA	1440	5 kw/0.24 kw (DA-N)	Gospel		\$ NA	---	

FM Stations

Station	Power	Frequency	Format	Network	Advertiser	Agency	City
KARN	102.5	3 kw @ 328	See KARN				Cabot
KAWW	100.7	50 kw @ 328	See KHTE-F				Heber Springs
KDDK	106.7	16 kw @ 866	Country		\$42.00	Katz	Clear Channel
					\$ NA	Allied	Lonoke
KHTE	106.3	50 kw @ 492	CHR		\$42.00	Banner	Citadel
KIPR	92.3	100 kw @ 938	Black	ABC	\$30.00	D&R	Signal
KKPT	94.1	100 kw @ 1602	Classic AOR		\$ NA	Mc-Guild	Citadel
KLAL	107.7	50 kw @ 492	Modern AC		\$52.00	Cir Chnl	Clear Channel
KMJX	105.1	81 kw @ 1054	AOR/Classic AOR	ABC	\$<20.00	Mc-Guild	Citadel
KOKY	102.1	4.1 kw @ 387	Black AC		\$30.00	Katz	Clear Channel
KOLL	94.9	100 kw @ 1844	Oldies	Westwd	\$ NA	Cir Chnl	Clear Channel
KQAR	100.3	44.2 kw @ 1369	CHR		\$ NA	---	Flinn
KSIZ	96.9	4.6 kw @ 375	Black		\$80.00	Katz	Clear Channel
KSSN	95.7	100 kw @ 1664	Country		\$<20.00	Christal	Signal
KSYG	103.7	100 kw @ 1663	News/Talk		\$71.00	Mc-Guild	Citadel
KURB	98.5	100 kw @ 1285	AC/CHR		\$<20.00	D&R	Citadel
KVLO	102.9	50 kw @ 492	Soft AC		\$21.00	Allied	
KYFX	99.5	3 kw @ 312	Black AC	CNN, ABC			Sheridan

Notes: 3/98 KKYK-F (106.3; Lonoke) upgraded to 50 kw @ 492 . . . 4/98 KKYK-F changed calls to KHTE-F ("Hot 106"); remains CHR . . . 4/98 KDRE-F changed from simulcasting KHTE-F to Talk as "The Mouth" . . . 4/98 KRNN (1380) changed from News to Sports . . . 7/98 KAAY sold by Beasley to Citadel for \$5,000,000 (Bergner)

Jim Duncan

Comments: KMJX-F regained the 12+ lead as KSSN-F had a terrible book . . . KSSN-F's audience shares have become increasingly volatile . . . KIPR-F is being assaulted on all sides including new entry KSIZ-F

LOS ANGELES

Arbitron Rank: 2 Pop (12+): 9,920,900
MSA Rank: 2
MSA Pop: 12,700,000
DMA: 2
Average Persons Rating: 17.1
Market TSL in Hours: 22.50

Stations: 47 / 44
Diaries: 7,097/1398:1/52.6%
Sample Target: 6,840
% Below Line: 0.9
% Not Listed: 11.2
Pop per Station: 225,475

Last Year's Revenue: \$579,500,000
Household Income: \$46,261
Total Retail Sales: \$92.5 Bil.
#1 Biller: KRTH-F \$34,300,000
#1 Billing Portfolio: CBS \$189,700,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KLVE-F	1069 / 6.3	5.3	6.1	6.0	6.6	5.9	11702 / 11.8	11.8	13.3	1174 / 13200	K	KLVE-F
2	KSCA-F	986 / 5.8	5.4	4.9	4.5	4.4	5.2	10075 / 10.2	9.0	9.0	1108 / 11327	J	KSCA-F
3	KPWR-F	669 / 3.9	4.0	4.2	4.6	4.3	4.2	14044 / 14.2	14.7	15.8	778 / 16774	K	KPWR-F
4	KFI	667 / 3.9	4.4	4.0	4.1	3.7	4.1	9733 / 9.8	10.0	9.7	991 / 14220	K	KFI
5	KKBT-F	652 / 3.8	3.9	4.5	4.0	4.5	4.1	11065 / 11.2	11.5	11.3	794 / 14060	K	KKBT-F
6	KLAX-F	601 / 3.5	3.4	2.1	2.3	2.6	2.8	7804 / 7.9	6.3	7.6	645 / 8245	J	KLAX-F
7	KTWW-F	564 / 3.3	3.3	3.4	3.6	3.4	3.4	8358 / 8.4	8.9	8.8	659 / 9930	K	KTWW-F
8	KIIS-F	563 / 3.3	3.8	4.0	3.9	3.8	3.8	14658 / 14.8	16.0	15.6	687 / 17565	K	KIIS-F
9	KOST-F	559 / 3.3	3.8	3.8	3.9	3.6	3.7	11577 / 11.7	12.2	12.2	691 / 14052	K	KOST-F
10	KROQ-F	556 / 3.3	3.4	3.0	3.6	3.8	3.3	11353 / 11.4	11.2	11.5	627 / 13187	K	KROQ-F
11	KRTH-F	554 / 3.3	3.4	4.0	4.0	3.9	3.7	12126 / 12.2	13.7	14.7	662 / 14651	K	KRTH-F
12	KCMG-F	534 / 3.1	2.7	1.4	1.7	1.6	2.2	9957 / 10.0	7.2	7.2	609 / 11652	I	KCMG-F
13	KABC	499 / 2.9	2.6	3.0	3.1	2.8	2.9	6672 / 6.7	7.6	8.0	541 / 7515	K	KABC
14	KYSR-F	484 / 2.9	2.9	2.8	2.5	2.8	2.8	11626 / 11.7	10.9	10.7	552 / 13405	K	KYSR-F
15	KBIG-F	446 / 2.6	3.0	2.7	2.6	2.4	2.7	9021 / 9.1	9.5	9.8	528 / 11045	K	KBIG-F
16	KLOS-F	434 / 2.6	2.3	2.6	2.0	2.2	2.4	7798 / 7.9	8.7	7.8	563 / 10330	K	KLOS-F
17	KCBS-F	406 / 2.4	2.5	2.7	1.9	2.6	2.4	9110 / 9.2	9.8	8.6	492 / 11271	K	KCBS-F
18	KNX	399 / 2.4	2.5	2.0	2.2	2.0	2.3	9748 / 9.8	9.5	9.0	521 / 12590	K	KNX
19	KZLA-F	398 / 2.3	2.3	2.7	2.5	2.5	2.5	5813 / 5.9	6.9	6.1	456 / 6918	J	KZLA-F
20	KTNQ	380 / 2.2	1.8	2.1	2.0	2.5	2.0	4169 / 4.2	4.5	4.6	410 / 4518	H	KTNQ
21	KLSX-F	369 / 2.2	2.4	2.5	2.0	2.0	2.3	6448 / 6.5	6.8	6.0	470 / 8052	K	KLSX-F
22	KLAC	365 / 2.2	2.2	2.3	2.6	2.2	2.3	6849 / 6.9	6.0	5.9	421 / 7939	E	KLAC
23	KFWB	316 / 1.9	2.1	2.1	1.8	2.0	2.0	8600 / 8.7	9.6	9.2	351 / 9563	K	KFWB
24	KKGO-F	315 / 1.9	1.9	1.7	1.5	1.5	1.7	5696 / 5.7	5.7	5.4	353 / 6494	H	KKGO-F
25	KBUE-F	292 / 1.7	1.9	1.8	1.5	2.0	1.7	5001 / 5.0	5.4	5.8	294 / 5066	F	KBUE-F
26	KJLH-F	253 / 1.5	1.2	1.4	1.0	1.3	1.3	3739 / 3.8	3.7	3.6	264 / 3918	D	KJLH-F
27	KSSE-F	225 / 1.3	1.5	1.2	1.4	0.8	1.4	3915 / 3.9	3.7	2.5	301 / 5099	D	KSSE-F
28	KLYY-F	169 / 1.0	0.8	1.0	1.3	1.0	1.0	5893 / 5.9	5.8	5.3	196 / 6916	D	KLYY-F
29	KWKW	163 / 1.0	0.8	0.7	0.9	0.9	0.8	2186 / 2.2	1.8	2.5	168 / 2270	G	KWKW

12+ FM Share (Metro): 76.76% (11559 of 15059) (Spring 97: 76.64%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KPWR-F >	1 KSCA-F <	1 KLVE-F <	1 KLVE-F	1 KLVE-F	1 KFI <	1 KSCA-F	1 KLVE-F <	1 KLVE-F	1 KPWR-F	1 KLVE-F
2 KIIS-F	2 KSCA-F	2 KSCA-F >	2 KSCA-F >	2 KSCA-F >	2 KLVE-F	2 KLVE-F	2 KSCA-F <	2 KPWR-F	KLVE-F	2 KSCA-F
3 KKBT-F >	3 KPWR-F <	3 KLAX-F <	3 KLOS-F <	3 KTWW-F <	3 KABC <	3 KLSX-F	3 KFI	KKBT-F <	3 KKBT-F	3 KPWR-F
4 KROQ-F >>	4 KKBT-F	4 KKBT-F <	4 KCMG-F <	4 KLOS-F <	4 KTWW-F <	4 KFI	4 KTWW-F <	4 KSCA-F <	4 KROQ-F <	4 KKBT-F
	KROQ-F <	5 KROQ-F <	5 KOST-F	5 KOST-F	5 KSCA-F <	5 KKBT-F <	5 KRTH-F	5 KLAX-F <	5 KSCA-F <	5 KLAX-F <
6 KLAX-F	6 KCMG-F	KTWW-F <	KRTH-F <	6 KRTH-F	6 KIIS-F <	KOST-F	6 KYSR-F	6 KLAX-F <	6 KIIS-F <	6 KOST-F <
7 KYSR-F <	KYSR-F <	7 KLAX-F	7 KCMG-F <	7 KNX <	7 KLOS-F <	7 KBIG-F <	KABC <	7 KIIS-F <	7 KCMG-F <	7 KCMG-F <
8 KIIS-F	8 KPWR-F	KYSR-F <	8 KFI <	8 KLAC <	8 KROQ-F <	8 KLAX-F	8 KIIS-F	8 KOST-F <	8 KOST-F <	8 KOST-F <
9 KCMG-F	KLOS-F <	9 KCBS-F <	9 KLAX-F <	9 KOST-F <	9 KABC <	KCMG-F	KTWW-F <	9 KCMG-F <	9 KROQ-F <	9 KROQ-F <
10 KOST-F <	10 KOST-F <	10 KLSX-F <		10 KZLA-F <	10 KNX <	10 KYSR-F <	10 KROQ-F <	10 KTNQ		KRTH-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	12+ Ovrrite
1 KPWR-F <	1 KLVE-F	1 KLVE-F >	1 KLVE-F	1 KLVE-F >	1 KPWR-F	1 KSCA-F	1 KSCA-F	1 KSCA-F	1 KSCA-F	1 KABC
2 KSCA-F <	2 KSCA-F	2 KSCA-F >	2 KSCA-F >	2 KSCA-F >	2 KKBT-F <	2 KLVE-F <	2 KLVE-F	2 KLVE-F	2 KLVE-F	2 KSCA-F <
3 KROQ-F <	3 KYSR-F <	3 KYSR-F	3 KOST-F <	3 KTWW-F <	3 KSCA-F	3 KPWR-F	3 KROQ-F	3 KLAX-F <	3 KLOS-F <	3 KLVE-F <
4 KLVE-F <	4 KKBT-F <	4 KCMG-F <	4 KCMG-F <	4 KOST-F	4 KLAX-F	KROQ-F <	4 KLSX-F	4 KROQ-F <	4 KLSX-F	4 KNX
5 KKBT-F <	5 KLAX-F	5 KOST-F <	5 KYSR-F <	5 KBIG-F <	5 KROQ-F <	5 KKBT-F	5 KLAX-F	5 KKBT-F	5 KTNQ	5 KFWB
6 KIIS-F <	KPWR-F	6 KKBT-F	6 KBIG-F <	6 KRTH-F	6 KLVE-F >	KLAX-F	6 KTNQ <	KLOS-F <	KROQ-F <	KFI
7 KLAX-F <	KIIS-F <	KBIG-F <	7 KTWW-F <	KCMG-F	7 KIIS-F	7 KLSX-F	7 KLOS-F <	7 KLSX-F <	7 KCBS-F <	
8 KYSR-F	8 KCMG-F <	8 KLAX-F <	8 KIIS-F	8 KYSR-F <	8 KIIS-F	8 KKBT-F <	8 KPWR-F	8 KPWR-F	8 KLAX-F <	
	9 KROQ-F <	9 KIIS-F	KLAX-F <	9 KFI <	KYSR-F <	9 KPWR-F	9 KTNQ <	9 KFI <		
	10 KOST-F <		10 KKBT-F	10 KLAX-F <		KYSR-F	10 KCBS-F <	10 KRTH-F <		

LOS ANGELES

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
KACD-F	U	103.1	Santa Monica	0.7	2.9	123	2912
KACE-F	B/O	103.9	Inglewood	0.7	2.5	160	3115
KDIS	KIDS	710	Los Angeles	0.3	2.3	67	2605
KGIL	ST	1260	Beverly Hills	0.4	1.3	76	1457
KIEV	T	870	Glendale	0.4	1.3	81	1494
KKHJ	SP-NT	930	Los Angeles	0.6	1.8	113	1849
KKLA-F	REL	99.5	Los Angeles	0.6	1.7	108	1979
KRLA	O	1110	Pasadena	0.7	2.8	132	3172
KRRA	SP	900	W. Covina	0.4	0.7	67	788
KWVE-F	REL	107.9	San Clemente	0.4	1.7	100	2383
KXTA	SPRTS	1150	Los Angeles	0.7	2.8	130	3043

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KFRG-F	C	95.1	San Bernardino	0.3	1.4	362	5019
XTRA	SPRTS	690	Tijuana, MX	0.6	2.2	165	3565

Consolidation Report	12+	25-54	Revenue
ABC/Disney	5.8 %	6.2 %	8.9 %
KABC-AM, KDIS-AM, KLOS-FM			
CBS	19.5 %	21.1 %	32.7 %
KCBS-FM, KFVB-AM, KLSX-FM, KNX-AM, KRLA-AM, KROQ-FM, KRTH-FM, KTWW-FM			
Chancellor	14.6 %	13.8 %	15.8 %
KBIG-FM, KCMG-FM, KKBT-FM, KLAC-AM, KYSR-FM			
Cox	7.9 %	17.9 %	10.8 %
KACE-FM, KFI-AM, KOST-FM, KRTO-FM			
Heftel	14.3 %	17.3 %	6.8 %
KLVE-FM, KSCA-FM, KTNQ-AM			
Liberman	2.4 %	2.5 %	1.7 %
KBUA-FM, KBUE-FM, KKJU-AM, KWIZ-FM			
			64.5 % 78.8 % 76.7 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	1489 (3)	1489 (3)	9.9 %	10.2 %
AOR/Classic/NR	0 (0)	1565 (4)	1565 (4)	10.4 %	10.7 %
Black/Urban	0 (0)	2358 (8)	2358 (8)	15.6 %	14.5 %
CHR	0 (0)	563 (1)	563 (1)	3.7 %	4.6 %
Classical	0 (0)	315 (1)	315 (1)	2.1 %	1.7 %
Country	0 (0)	450 (2)	450 (2)	3.0 %	3.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	715 (4)	3173 (6)	3888 (10)	25.8 %	25.4 %
Jazz	0 (0)	564 (1)	564 (1)	3.7 %	3.8 %
News/Talk	1955 (5)	369 (1)	2324 (6)	15.4 %	15.2 %
Oldies	116 (1)	554 (1)	670 (2)	4.4 %	5.4 %
Others/Unknown	59 (1)	0 (0)	59 (1)	0.4 %	0.0 %
Religion/Gospel	0 (0)	161 (2)	161 (2)	1.1 %	1.7 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	217 (3)	0 (0)	217 (3)	1.4 %	0.7 %
Standards/EZ	438 (2)	0 (0)	438 (2)	2.9 %	2.5 %
Totals	3500 (16)	11559 (30)	15059 (46)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KABC	790	5 kw (DA-N)	Talk	ABC	\$400.00	Katz ABC/Disney
KFI	640	50 kw	Talk		\$410.00	Christal Cox
KFWB	980	5 kw	News	CNN, ABC, AP	\$310.00	Group W CBS
KLAC	570	5 kw (DA-N)	Standards	Westwd	\$59.00	Sentry Chancellor
KNX	1070	50 kw	News	CBS	\$310.00	CBS CBS
KRLA	1110	50 kw/20 kw (DA-2)	Oldies		\$50.00	Allied CBS
KTNQ	1020	50 kw (DA-2)	Hisp.-News/Talk	CAR	\$130.00	Katz Hisp. Heftel
KWKW	1330	5 kw (DA-N)	Hispanic	CBS	\$125.00	Lotus Lotus
KXTA	1150	5 kw (DA-N)	Sports		\$ NA	Mc-Guild Jacor

LOS ANGELES

FM Stations

Station	Freq	Power	Format	Value	Buyer	Seller	Location
KACE	103.9	1.65 kw @ 390	Black Oldies	\$ 80.00	Christal	Cox	Inglewood
KBIG	104.3	105 kw @ 2890	AC	\$400.00	Sentry	Chancellor	
KBUA	94.3	3 kw @ 85	See KBUE-F				San Fernando
KBUE	105.5	1.35 kw @ 407	Hispanic	\$85.00	---	Liberman	Long Beach
KCBS	93.1	28.5 kw @ 3498	Classic AOR	CBS \$375.00	CBS	CBS	
KCMG	100.3	5.3 kw @ 3004	Urban Oldies	AMFM \$ NA	Eastman	Chancellor	
KIIS	102.7	8 kw @ 2960	CHR	\$490.00	Katz	Jacor	
KJLH	102.3	2.25 kw @ 338	Black	\$70.00	K&P		Compton
KKBT	92.3	43 kw @ 2910	Black	\$440.00	Allied	Chancellor	
KKGO	105.1	18 kw @ 2887	Classical	AP \$185.00	Allied	Mt. Wilson	
KLAX	97.9	26 @ 682	Hispanic-Regional	\$305.00	Caballero	SBS	E. Los Angeles
KLGS	95.5	63 kw @ 3130	AOR	ABC \$420.00	Katz	ABC/Disney	
KLEX	97.1	21 kw @ 3002	Talk	\$270.00	Allied	CBS	
KLVE	107.5	29.5 kw @ 2998	Hispanic-AC	\$350.00	Katz Hisp.	Heftel	
KLYY	107.1	6 kw @ -44	New Rock	\$70.00	---	Big City	Arcadia
KOST	103.5	12.5 kw @ 3100	AC	\$400.00	Christal	Cox	
KPWR	105.9	25 kw @ 3035	Urban/CHR	\$400.00	D&R	Emmis	
KROQ	106.7	5.6 kw @ 1387	New Rock	\$475.00	Infinity	CBS	Pasadena
KRTH	101.1	51.3 kw @ 3130	Oldies	\$545.00	CBS	CBS	
KRTO	98.3	0.65 kw @ 971	See KACE-F			Cox	W. Covina
KSCA	101.9	4.8 kw @ 2831	Hispanic-Regional	\$190.00	Katz Hisp.	Heftel	Glendale
KSSE	97.5	72 kw @ 1827	Hispanic Contemp.	\$ NA	Caballero	EXCL	San Bernardino
KTWV	94.7	58 kw @ 2831	Jazz	Westwd \$415.00	CBS	CBS	
KYSR	98.7	75 kw @ 1180	AC/CHR	\$390.00	Eastman	Chancellor	
KZLA	93.9	18.5 kw @ 3136	Country	\$260.00	Sentry	Bonneville	

Notes: 1/98 KIBB-F changed from Black AC to Black/Urban Oldies as KCMG-F ("Mega 100") . . . 3/98 KLAX-F moved to Flint Peak with 26 kw @ 682'; changed its city of license to East Los Angeles . . . 3/98 KAZN (1300) sold to Multicultural (Liu) for \$12,000,000 . . . 4/98 KPLS (830; Orange) sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group deal . . . 5/98 KIEV (870) sold to Salem for \$30,400,000 (Blackburn) . . . 5/98 KBLA (1580) sold by Sinclair Broadcast Group to Radio Unica for \$21,000,000 (Hepburn; Serafin)

Jim Duncan

Comments: Listening levels are down slightly . . . KPWR-F has its lowest share since about 1991 but is still #3 in 12+ share . . . Five of the six highest-rated stations have ethnic format (Los Angeles is said to be the most ethnically diverse city in the U.S.) . . . KCMG-F continues to grow . . . KLOS-F ranks 16th in 12+ but is #4 with 25-54's

LOUISVILLE

Arbitron Rank: 52 Pop (12+): 856,600
MSA Rank: 60
MSA Pop: 1,000,000
DMA: 50
Average Persons Rating: 15.3
Market TSL in Hours: 20.25

Stations: 28 / 27
Diaries: 1,534/558:1/50.7%
Sample Target: 1,520
% Below Line: 0.4
% Not Listed: 13.6
Pop per Station: 31,726

Last Year's Revenue: \$39,800,000
Household Income: \$41,232
Total Retail Sales: \$9.6 Bil.
#1 Biller: WHAS \$9,500,000
#1 Billing Portfolio: Clear Channel \$22,390,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WHAS	FS	162 / 12.4	12.2	12.2	11.6	12.1	12.1	2238 / 26.1	24.1	26.5	198 / 2780	H	WHAS
2	WAMZ-F	C	155 / 11.8	13.7	14.1	13.9	13.9	13.4	2042 / 23.8	27.1	26.6	229 / 2950	H	WAMZ-F
3	WDJX-F	CHR	94 / 7.2	8.0	6.9	6.5	7.5	7.1	1728 / 20.2	20.8	20.3	130 / 2395	E	WDJX-F
4	WVEZ-F	SAC	93 / 7.1	6.5	6.8	6.4	6.0	6.7	1278 / 14.9	13.3	14.5	102 / 1460	E	WVEZ-F
5	WGZB-F	B	86 / 6.6	5.6	7.6	7.0	8.1	6.7	1175 / 13.7	13.6	13.4	92 / 1284	D	WGZB-F
6	WRKA-F	O	77 / 5.9	3.8	5.3	4.7	4.9	4.9	1497 / 17.5	13.1	12.6	84 / 1562	D	WRKA-F
7	WSFR-F	CL HITS	71 / 5.4	4.4	4.1	4.0	4.4	4.5	1278 / 14.9	13.0	11.7	83 / 1510	D	WSFR-F
8	WTFX-F	AOR	53 / 4.0	3.6	3.1	5.0	5.8	3.9	1004 / 11.7	11.7	15.2	81 / 1647	D	WTFX-F
9	WLRS-F	AOR-NR	51 / 3.9	4.5	3.2	4.4	2.3	4.0	940 / 11.0	10.1	7.8	59 / 1113	B	WLRS-F
10	WQMF-F	CL AOR	48 / 3.7	4.4	4.8	4.1	4.7	4.2	1037 / 12.1	12.8	12.6	68 / 1458	D	WQMF-F
11	WHKW-F	C	36 / 2.7	2.5	3.4	2.9	2.4	2.9	631 / 7.4	9.2	7.0	45 / 862	B	WHKW-F
12	WKJK	ST	31 / 2.4	3.1	2.0	1.9	0.4	2.3	378 / 4.4	3.9	1.6	33 / 396		WKJK
13	WMJM-F	B/AC	27 / 2.1	1.5	1.9	2.3	2.4	1.9	456 / 5.3	4.7	4.6	27 / 456	*	WMJM-F
14	WWKY	T	20 / 1.5	1.1	1.3	1.8	1.3	1.4	389 / 4.5	4.9	5.1	21 / 401	A	WWKY
	WSJW-F	J	20 / 1.5	1.8	2.2	2.8	2.9	2.1	430 / 5.0	6.2	6.6	20 / 430	B	WSJW-F
16	WLOU	B/G	19 / 1.4	1.3	1.8	1.6	0.9	1.5	195 / 2.3	3.3	2.6	19 / 200		WLOU
17	WAVG	ST	16 / 1.2	0.7	1.3	2.0	3.3	1.3	258 / 3.0	3.4	7.0	16 / 261	B	WAVG
18	WLKY	N	14 / 1.1	2.2	0.9	0.5		1.2	541 / 6.3	4.1	4.7	14 / 564		WLKY

12+ FM Share (Metro): 75.55% (856 of 1133) (Spring 97: 77.43%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WGZB-F	1 WAMZ-F >	1 WAMZ-F >	1 WAMZ-F	1 WAMZ-F	1 WHAS >	1 WHAS >	1 WAMZ-F <	1 WAMZ-F <	1 WGZB-F
2	WDJX-F >>>	2 WDJX-F	2 WVEZ-F <	2 WHAS <	2 WAMZ-F	2 WAMZ-F	2 WAMZ-F <	2 WHAS	2 WHAS	2 WDJX-F <
3	WLRS-F >	3 WSFR-F <	3 WSFR-F <	3 WVEZ-F <	3 WVEZ-F <	3 WVEZ-F <	3 WSFR-F	3 WVEZ-F	3 WVEZ-F <	3 WAMZ-F <
		4 WTFX-F	4 WDJX-F <	4 WSFR-F	4 WRKA-F <	4 WRKA-F >>	4 WVEZ-F <	4 WRKA-F	4 WDJX-F	4 WHAS >
		5 WLRS-F	5 WHAS	5 WRKA-F	5 WSFR-F	5 WKJK	5 WDJX-F <	5 WSFR-F <	5 WGZB-F	5 WVEZ-F
		6 WGZB-F	6 WRKA-F <	6 WDJX-F <	6 WDJX-F	6 WSFR-F <	6 WRKA-F	6 WDJX-F	6 WSFR-F <	6 WLRS-F <
		7 WVEZ-F >	7 WTFX-F	7 WTFX-F <	7 WTFX-F <	7 WQMF-F <	7 WTFX-F <	7 WGZB-F	7 WRKA-F	7 WTFX-F <
			8 WGZB-F <	8 WQMF-F	8 WQMF-F	8 WDJX-F	8 WGZB-F <	8 WLRS-F	8 WRKA-F >	8 WSFR-F
			9 WQMF-F <			9 WQMF-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	12+ Ovrnite
1	WAMZ-F <	1 WAMZ-F >	1 WAMZ-F >>	1 WAMZ-F >	1 WAMZ-F	1 WDJX-F	1 WTFX-F	1 WTFX-F	1 WSFR-F	1 WHAS
2	WDJX-F	2 WDJX-F >	2 WDJX-F	2 WVEZ-F <	2 WVEZ-F	2 WTFX-F	2 WSFR-F	2 WSFR-F >	2 WTFX-F <	2 WSFR-F
3	WGZB-F >	3 WGZB-F	3 WVEZ-F <	3 WDJX-F >	3 WRKA-F	WAMZ-F	3 WLRS-F	3 WLRS-F >	3 WHAS <	3 WAMZ-F <
4	WVEZ-F	WVEZ-F	4 WSFR-F	4 WRKA-F	4 WHAS <	4 WLRS-F	4 WDJX-F <	4 WHAS	4 WAMZ-F	4 WTFX-F
5	WLRS-F	5 WSFR-F <	5 WLRS-F	5 WHAS <	5 WDJX-F >	WGZB-F	5 WAMZ-F <	5 WQMF-F	5 WQMF-F <	5 WRKA-F
		6 WLRS-F	6 WHKW-F	6 WGZB-F	6 WSFR-F	6 WSFR-F	6 WGZB-F	WDJX-F	6 WDJX-F <	6 WQMF-F <
			7 WGZB-F	7 WSFR-F	7 WHKW-F		7 WQMF-F	WGZB-F	7 WVEZ-F <	7 WVEZ-F
				8 WHKW-F				WAMZ-F	8 WLRS-F <	
				WLRS-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBLO-F	B	104.3	Charlestown, IN 0.4 1.2 5 103
WFIA	REL	900	Louisville 0.6 1.9 9 166
WLSY-F	B/O	94.7	New Albany, IN 0.4 1.7 6 149
WMPI-F	C	105.3	Scottsburg, IN 0.4 1.3 6 153
WRVI-F	CL HITS	105.9	New Albany, IN 0.8 4.9 10 429
WTHQ-F	C	101.7	Shelbyville, KY 0.5 1.3 9 198
WTMT	SPRTS	620	Louisville 0.5 2.4 7 208
WXLN-F	REL-CC	105.1	Shepherdsville 0.7 3.4 12 335

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WASE-F	O	103.5	Radcliff 0.4 1.8 12 326

LOUISVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Blue Chip WGZB-FM, WMJM-FM	8.7 %	6.5 %	5.5 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	2.5 %
Clear Channel WAMZ-FM, WHAS-AM, WKJK-AM, WQMF-FM, WTFX-FM, WWKY-AM	35.8 %	33.4 %	56.3 %	AOR/Classic/NR	0 (0)	152 (3)	152 (3)	13.4 %	14.3 %
Cox WLSY-FM, WRKA-FM, WRVI-FM	7.0 %	9.7 %	6.9 %	Black/Urban	0 (0)	123 (4)	123 (4)	10.9 %	11.7 %
Jacor WDJX-FM, WFIA-AM, WLRS-FM, WSFR-FM, WVEZ-FM	24.2 %	26.9 %	26.0 %	CHR	0 (0)	94 (1)	94 (1)	8.3 %	8.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	202 (4)	202 (4)	17.8 %	19.5 %
				Full Service	162 (1)	0 (0)	162 (1)	14.3 %	13.5 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	20 (1)	20 (1)	1.8 %	3.2 %
				News/Talk	34 (2)	0 (0)	34 (2)	3.0 %	1.4 %
				Oldies	0 (0)	163 (4)	163 (4)	14.4 %	10.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	27 (2)	9 (2)	36 (4)	3.2 %	3.3 %
				Soft AC	0 (0)	93 (1)	93 (1)	8.2 %	6.6 %
				Sports	7 (1)	0 (0)	7 (1)	0.6 %	0.7 %
				Standards/EZ	47 (2)	0 (0)	47 (2)	4.1 %	4.2 %
	75.8 %	76.5 %	94.7 %	Totals	277 (8)	856 (20)	1133 (28)		

AM Stations

Station	Power	Time	Format	Source	AM	FM	Total	Location
WAVG	1450	1 kw	Standards	ABC	\$20.00	—	—	Jeffersonville, IN
WHAS	840	50 kw	Full Service	ABC	\$132.00	Clr Chnl	Clear Channel	
WFJK	1080	10 kw/1 kw (DA-2)	Standards	Westwd	\$ NA	Clr Chnl	Clear Channel	
WLKY	970	5 kw (DA-2)	News	AP	\$ NA	—	Pulitzer	
WLOU	1350	2.2 kw/0.5 kw (DA-N)	Black Gospel	AURN	\$ NA	—	Mortenson	
WWKY	790	5 kw/1 kw (DA-2)	Talk	CBS, Westwd	\$<20.00	Mc-Guild	Clear Channel	

FM Stations

Station	Power	Time	Format	Source	AM	FM	Total	Location
WAMZ	97.5	100 kw @ 673	Country	\$155.00	Christal	Clear Channel		
WDJX	99.7	24 kw @ 715	CHR	\$60.00	Eastman	Jacor		
WGZB	96.5	3 kw @ 328	Black	ABC	\$45.00	Mc-Guild	Blue Chip	Corydon, IN
WHKW	98.9	50 kw @ 492	Country	\$24.00	Clr Chnl	Snowden		Salem, IN
WLRS	102.3	3 kw @ 285	AOR-New Rock	\$30.00	Eastman	Jacor		
WLSY	94.7	2.15 kw @ 387	Black Oldies	\$ NA	Christal	Cox		New Albany, IN
WMJM	101.3	1.9 kw @ 415	Black AC	ABC	\$<20.00	Mc-Guild	Blue Chip	Jeffersontown
WQMF	95.7	28.5 kw @ 643	Classic AOR	\$60.00	Katz	Clear Channel		Jeffersonville, IN
WRKA	103.1	6 kw @ 312	Oldies	ABC	\$60.00	Christal	Cox	
WRVI	105.9	3 kw @ 328	Classic Hits	\$ NA	Christal	Cox		New Albany, IN
WSFR	107.7	31 kw @ 568	Classic Hits	\$31.00	Eastman	Jacor		Corydon, IN
WS-W	103.9	1.35 kw @ 490	Jazz	\$25.00	Eastman			
WTFX	100.5	37.4 kw @ 554	AOR	Source	\$55.00	Mc-Guild	Clear Channel	
WVEZ	106.9	24.5 kw @ 670	Soft AC	\$68.00	Eastman	Jacor		

Notes: * WMJM-F revenue included in WGZB-F revenue level . . . 4/98 WCND/WTHQ-F (Shelbyville, KY) sold to Commonwealth as part of group sale (price NA) . . . 4/98 WBLO-F (104.3; Charlestown, IN) began operation with a "Hip-Hop" (Black) format . . . 5/98 WLKY sold by Pulitzer to Hearst-Argyle as part of a \$1,850,000,000 radio-tv group sale (individual price NA) . . . 8/98 WSJW-F changed from Smooth Jazz to AC/CHR as WMHX-F ("Mix 103.9")

Jim Duncan

Comments: Overall listening retreated slightly . . . This market is rather boring: there's WHAS & WAMZ-F -- and then, everybody else . . . In the "everyone else" category, WVEZ-F posted its best book in more than four years and WSJW-F recorded its fifth straight decrease

LUBBOCK

Arbitron Rank: 173 **Pop (12+):** 192,100
MSA Rank: 185
MSA Pop: 237,000
DMA: 150
Average Persons Rating: 16.4
Market TSL in Hours: 22.25

Stations: 16 / 16
Diaries: 854/225/1/45.1%
Sample Target: 860
% Below Line: 0.0
% Not Listed: 9.5
Pop per Station: 12,006

Last Year's Revenue: \$9,300,000
Household Income: \$33,516
Total Retail Sales: \$2.4 Bil.
#1 Biller: KLLL-AF \$2,200,000
#1 Billing Portfolio: Capstar \$5,000,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KLLL-AF	C	57 / 18.1	15.9	16.9	17.8	689 / 35.8	32.4	29.8	99 / 1135	D	KLLL-AF
2	KZII-F	CHR	55 / 17.5	17.2	17.8	16.0	646 / 33.6	33.0	37.1	94 / 1008	C	KZII-F
3	KFMX-F	AOR	32 / 10.2	8.9	5.9	10.6	385 / 20.1	18.1	18.2	44 / 544	C	KFMX-F
4	KKCL-F	O	26 / 8.3	10.2	9.4	8.1	426 / 22.2	20.6	24.4	35 / 565	C	KKCL-F
5	KMMX-F	AC	21 / 6.7	5.4	4.4	4.4	369 / 19.2	14.4	12.5	27 / 470	A	KMMX-F
6	KCRM-F	CL AOR	17 / 5.4	3.8	5.6	3.4	251 / 13.1	12.1	17.8	20 / 302	B	KCRM-F
7	KRBL-F	C	16 / 5.1	3.8	2.2	1.9	189 / 9.8	7.7	6.5	19 / 219	A	KRBL-F
	KXTQ-F	SP-TJ	16 / 5.1	4.5	6.2	7.2	205 / 10.7	11.2	13.7	29 / 406	B	KXTQ-F
9	KEJS-F	SP	9 / 2.9	2.2	1.6	1.3	120 / 6.3	6.1	5.2	19 / 228	A	KEJS-F
10	KONE-F	SAC	8 / 2.5	2.9	1.9	4.1	151 / 7.9	11.9	10.1	12 / 230	A	KONE-F
	KLZK-F	CL AOR	8 / 2.5	2.9	5.0		160 / 7.8	8.4	14.5	9 / 165	A	KLZK-F

12+ FM Share (Metro): 93.33% (266 of 285) (Spring 1997: 88.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZII-F >>>	1 KZII-F	1 KZII-F <	1 KLLL-AF	1 KLLL-AF	1 KLLL-AF >	1 KLLL-AF <	1 KLLL-AF >	1 KLLL-AF <	1 KZII-F >	1 KZII-F <
2 KFMX-F	2 KFMX-F	2 KLLL-AF >	2 KZII-F	2 KZII-F	2 KKCL-F >	2 KZII-F >>	2 KZII-F	2 KZII-F >	2 KFMX-F >	2 KLLL-AF >
	3 KLLL-AF >	3 KFMX-F >	3 KFMX-F	3 KKCL-F <	3 KZII-F <	3 KFMX-F	3 KKCL-F	3 KFMX-F >	3 KLLL-AF <	3 KFMX-F
	4 KMMX-F >	4 KMMX-F <	4 KCRM-F	4 KFMX-F	4 KRBL-F	4 KKCL-F	4 KFMX-F	4 KKCL-F	4 KMMX-F	4 KMMX-F
		5 KCRM-F	5 KKCL-F	5 KCRM-F	5 KCRM-F >	5 KMMX-F	5 KMMX-F <	5 KMMX-F	KXTQ-F <	KXTQ-F
			6 KMMX-F	6 KXTQ-F <		6 KXTQ-F	6 KCRM-F	6 KCRM-F	6 KRBL-F >	6 KKCL-F
			KXTQ-F >			KCRM-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	12+ Ovrmte
1 KZII-F >>>	1 KZII-F	1 KLLL-AF	1 KLLL-AF	1 KLLL-AF >	1 KFMX-F	1 KFMX-F >>	1 KFMX-F >>	1 KFMX-F	1 KFMX-F	1 KZII-F
2 KLLL-AF	2 KLLL-AF >	2 KZII-F >	KZII-F >>	2 KZII-F >	2 KZII-F >>	2 KZII-F >	2 KLLL-AF	2 KZII-F <	2 KLLL-AF	2 KLLL-AF
	KMMX-F	3 KMMX-F >	3 KMMX-F >>	3 KMMX-F >	3 KLLL-AF	3 KLLL-AF	KCRM-F	3 KLLL-AF	3 KCRM-F <	3 KFMX-F >>
4 KFMX-F >>>	4 KXTQ-F	4 KXTQ-F	4 KKCL-F	4 KMMX-F	4 KMMX-F >>>	4 KMMX-F	KZII-F	4 KCRM-F >	4 KZII-F	
	KFMX-F >>	KEJS-F >>	5 KXTQ-F	5 KXTQ-F			KLZK-F	5 KKCL-F	KKCL-F >	
								6 KMMX-F		

Othcr Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KFYO	FS	790	Lubbock	1.6 6.0 12 212
KJAK-F	REL	92.7	Staton	1.3 5.5 9 194
KKAM	SPRST	1340	Lubbock	1.6 5.6 7 133
KRFE	ST	580	Lubbock	1.9 5.3 10 154

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	21 (1)	21 (1)	7.4 %	5.0 %
AOR/Classic/NR	0 (0)	57 (3)	57 (3)	20.0 %	18.9 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	55 (1)	55 (1)	19.3 %	20.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	3 (1)	70 (2)	73 (3)	25.6 %	23.6 %
Full Service	5 (1)	0 (0)	5 (1)	1.8 %	2.9 %
Hispanic	0 (0)	25 (2)	25 (2)	8.8 %	11.1 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Oldies	0 (0)	26 (1)	26 (1)	9.1 %	10.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	4 (1)	4 (1)	1.4 %	1.4 %
Soft AC	0 (0)	8 (1)	8 (1)	2.8 %	0.0 %
Sports	5 (1)	0 (0)	5 (1)	1.8 %	2.1 %
Standards/EZ	6 (1)	0 (0)	6 (1)	2.1 %	3.6 %
Totals	19 (4)	266 (12)	285 (16)		

LUBBOCK

Consolidation Report	12+	25-54	Revenue
Capstar KCRM-FM, KFMX-FM, KFYO-AM, KKAM-AM, KKCL-FM, KZII-FM	44.6 %	45.8 %	51.5 %
Pinnacle KLLL-AM, KLLL-FM, KMMX-FM, KONE-FM	27.3 %	27.4 %	31.5 %
	71.9 %	73.2 %	83.0 %

AM Stations

Station	Power	Time	Service	Comments	Rate	Agency	Advertiser
KFYO	790	5 kw/1 kw (DA-2)	Full Service	CBS, UBN	\$<20.00	Allied	Capstar
KFAM	1340	1 kw	Sports	1-on-1, CBS	\$<20.00	Katz	Capstar
KLLL	1590	1 kw (DA-2)	See KLLL-F				

FM Stations

Station	Power	Time	Service	Comments	Rate	Agency	Advertiser
KCRM	99.5	100 kw @ 817	Classic AOR	Westwd	\$<20.00	Century	Capstar
KEJS	106.5	34 kw @ 587	Hispanic		\$<20.00	—	
KFMX	94.5	100 kw @ 817	AOR	ABC	\$29.00	Katz	Capstar
KKCL	98.1	100 kw @ 436	Oldies	Westwd, ABC	\$22.00	Christal	Capstar Lorenzo
KLLL	96.3	100 kw @ 817	Country	Westwd	\$53.00	Eastman	Pinnacle
KLZK	104.3	50 kw @ 466	Classic AOR	CNN, CBS, WW1	\$ NA	Mc-Guild	Brownfield
KMMX	100.3	100 kw @ 882	AC		\$<20.00	Eastman	Pinnacle Tahoka
KONE	101.1	100 kw @ 751	Soft AC	Westwd	\$<20.00	Eastman	Pinnacle
KR3L	105.7	6 kw @ 328	Country	ABC	\$ NA	—	Idalou
KXTQ	93.7	100 kw @ 741	Hispanic-Tejano		\$<20.00	Katz Hisp.	
KZII	102.5	100 kw @ 817	CHR		\$26.00	Allied	Capstar

Notes: 2/98 KONE-F changed from Country to Soft AC . . . 4/98 KXTQ (950) changed from Hispanic to simulcasting Classic AOR KLZK-F . . . 6/98 KLLL (1590) sold by Pinnacle for \$150,000 . . . 7/98 KLLL changed calls to KDAV

Jim Duncan

Comments: Listening levels are down slightly . . . KFMX-F has fully recovered from its weak Spring 1997 book . . . KMMX-F continued its string of up books

MACON

Arbitron Rank: 148 Pop (12+): 251,300	Stations: 23 / 21	Last Year's Revenue: \$10,800,000
MSA Rank: 155	Diaries: 998/252/149.1%	Household Income: \$35,580
MSA Pop: 319,000	Sample Target: 970	Total Retail Sales: \$3.5 Bil.
DMA: 123	% Below Line: 2.6	#1 Biller: WDEN-AF \$2,750,000
Average Persons Rating: 15.1	% Not Listed: 12.9	#1 Billing Portfolio: Magic \$6,845,000
Market TSL in Hours: 20.75	Pop per Station: 11,967	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WIBB-F	B	51 / 13.4	16.0	16.1	17.2	549 / 21.9	25.7	28.0	82 / 885	C	WIBB-F
2	WDEN-AF	C	46 / 12.1	15.2	16.8	16.9	614 / 24.4	24.6	32.0	106 / 1241	D	WDEN-AF
3	WPEZ-F	AC	36 / 9.6	12.2	8.3	10.1	487 / 18.6	21.1	18.5	50 / 678	C	WPEZ-F
4	WQBZ-F	AOR	33 / 8.7	10.1	9.3	6.6	441 / 17.6	17.3	16.7	47 / 764	B	WQBZ-F
5	WAYS-F	O	25 / 6.6	4.6	6.3	5.8	366 / 14.6	13.7	15.6	42 / 748	C	WAYS-F
6	WALJ-F	B	24 / 6.3	1.0	2.3	1.0	323 / 12.9	3.9	5.0	31 / 477	A	WALJ-F
7	WMGB-F	CHR	21 / 5.5	6.1	6.0	6.1	452 / 18.0	16.5	17.4	41 / 820	B	WMGB-F
8	WMWR	N/T	15 / 3.9	3.8	3.5	4.3	229 / 9.1	10.0	10.1	19 / 300	B	WMWR
	WLCG-F	B/G	15 / 3.9	1.0	1.0	0.5	158 / 6.3	2.6	2.6	17 / 218		WLCG-F
10	WRBV-F	B/AC	12 / 3.2	2.0	2.5	3.3	178 / 7.1	6.2	8.7	12 / 192	A	WRBV-F
	WDDO	B/G	12 / 3.2	5.6	4.0	4.0	146 / 5.6	8.8	7.6	12 / 156	A	WDDO

12+ FM Share (Metro): 89.73% (297 of 331) (Spring 1997: 88.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WIBB-F	1	WIBB-F	1	WQBZ-F	1	WIBB-F	1	WDEN-AF	1	WIBB-F >
2	WALJ-F	2	WQBZ-F	2	WIBB-F	2	WPEZ-F <	2	WDEN-AF <	2	WALJ-F >
3	WMGB-F	3	WALJ-F	3	WPEZ-F <	3	WDEN-AF <	3	WIBB-F >	3	WPEZ-F <
4	WQBZ-F >>	4	WMGB-F	4	WDEN-AF >	4	WQBZ-F <	4	WQBZ-F	4	WDEN-F
			WDEN-AF	5	WAYS-F	5	WAYS-F >	5	WALJ-F <	5	WQBZ-F
			WPEZ-F >	6	WALJ-F	6	WMGB-F <	6	WAYS-F	6	WMGB-F
				7	WMGB-F >	7	WALJ-F	7	WMGB-F	7	WAYS-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	12+ Ovrite	
1	WIBB-F	1	WIBB-F >	1	WIBB-F	1	WPEZ-F	1	WQBZ-F	1	WIBB-F >
2	WALJ-F >	2	WALJ-F	2	WPEZ-F >	2	WIBB-F >	2	WDEN-AF >	2	WDEN-F
3	WMGB-F	3	WPEZ-F	3	WMGB-F	3	WDEN-AF	3	WNML-AF	3	WNML-AF
4	WDEN-AF	4	WMGB-F	4	WQBZ-F	4	WAYS-F	4	WALJ-F	4	WALJ-F
	WPEZ-F >	5	WDEN-AF	5	WALJ-F	5	WMGB-F	5	WAYS-F >>	5	WMGB-F
			WQBZ-F >	6	WQBZ-F	6	WQBZ-F	6	WAYS-F	6	WAYS-F
							WLCG-F				

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	Format Performance				AM	FM	Total	%	Spg 97	
WCOP	REL	1350	Warner Robins	0.5	2.0	2	51	AC	0	(0)	36	(1)	36	(1)	10.9 %	9.1 %
WFXM-F	B/G	100.1	Forsyth	1.6	5.5	14	248	AOR/Classic/NR	0	(0)	33	(1)	33	(1)	10.0 %	10.7 %
WMKS-F	C	92.3	Macon	1.8	7.9	8	235	Black/Urban	0	(0)	98	(5)	98	(5)	29.6 %	29.2 %
WNML-AF	SPRTS	96.5	Gray	1.1	2.5	9	109	CHR	0	(0)	21	(1)	21	(1)	6.3 %	6.6 %
WPGA	ST	98	Perry	0.8	2.4	3	89	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WPGA-F	B/AC	100.9	Perry	2.4	6.6	12	216	Country	1	(1)	52	(2)	53	(3)	16.0 %	21.2 %
								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	15	(1)	0	(0)	15	(1)	4.5 %	3.9 %
								Oldies	0	(0)	25	(1)	25	(1)	7.6 %	7.4 %
								Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Religion/Gospel	14	(3)	29	(3)	43	(6)	13.0 %	11.8 %
								Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
								Sports	1	(1)	3	(1)	4	(2)	1.2 %	0.0 %
								Standards/EZ	3	(1)	0	(0)	3	(1)	0.9 %	0.0 %
								Totals	34	(7)	297	(15)	331	(22)		

MACON

Consolidation Report	12+	25-54	Revenue
Local WALJ-FM, WBNM-AM, WFXM-FM, WXKO-AM	7.9 %	6.3 %	3.9 %
Magic WAYS-FM, WDDO-AM, WDEN-AF, WMGB-FM, WMKS-FM, WMWR-AM, WPEZ-FM	42.6 %	42.4 %	63.4 %
Taylor WBB-FM, WLCG-AF, WNML-AF, WQBZ-FM, WRBV-FM	30.3 %	30.9 %	23.1 %
	80.8 %	79.6 %	90.4 %

AM Stations

WDCO	1240	1 kw	Black Gospel	Westwd, AURN	\$<20.00	Mc-Guild	Magic
WDEN	1500	1 kw (Days)	See WDEN-F				
WMWR	940	50 kw/10 kw (DA-N)	News/Talk	ABC, Westwd	\$<20.00	Katz	Magic

FM Stations

WALJ	107.1	2.25 kw @ 540	Black	SRN	\$ NA	—	WFXM-F	Gordon
WAYS	99.1	100 kw @ 663	Oldies	ABC, Westwd	\$28.00	Katz	Magic	
WDEN	105.3	100 kw @ 659	Country	Westwd	\$77.00	Mc-Guild	Magic	
WFXM	100.1	3 kw @ 298	Black Gospel	AURN	\$19.00	Allied	WALJ-F	Forsyth
WIBB	97.9	10.5 kw @ 500	Black		\$21.00	D&R	Taylor	Fort Valley
WLCG	102.5	4 kw @ 328	Black Gospel		\$ NA	D&R	Taylor	Wamer Robins
WMGB	93.7	29.5 kw @ 646	CHR		\$<20.00	Mc-Guild	Magic	Jeffersonville
WMKS	92.3	3 kw @ 328	Country		\$<20.00	Roslin	Magic	
WPEZ	107.9	100 kw @ 689	AC	Westwd, ABC	\$42.00	Mc-Guild	Magic	
WPGA	100.9	2.25 kw @ 354	Black	ABC	\$<20.00	Banner		Perry
WQBZ	106.3	50 kw @ 493	AOR		\$24.00	D&R	Taylor	Fort Valley
WRBV	101.7	6 kw @ 328	Black AC		\$14.00	D&R	Taylor	Wamer Robins

Notes: 5/98 WNML (AM) moved from 1600 to 1670 . . . 6/98 WPGA-F changed from Black AC to AC/CHR . . . 7/98 WNML-F changed from Sports (simulcasting WNML) to simulcast WIBB as WIBD-F

Jim Duncan

Comments: Overall listening to radio is down moderately (-0.8 ratings point) . . . As with many other legendary Country stations, WDEN-F posted its lowest share in many years this sweep . . . WALJ-F jumped sharply

MADISON

Arbitron Rank: 120 Pop (12+): 338,600	Stations: 22 / 16	Last Year's Revenue: \$22,200,000
MSA Rank: 124	Diaries: 1,357/250:1/63.3%	Household Income: \$52,999
MSA Pop: 405,000	Sample Target: 1,300	Total Retail Sales: \$5.0 Bil.
DMA: 83	% Below Line: 4.1	#1 Biller: WIBA-F \$3,200,000
Average Persons Rating: 15.2	% Not Listed: 17.7	#1 Billing Portfolio:
Market TSL In Hours: 20.25	Pop per Station: 21,162	Capstar \$10,260,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WZEE-F	CHR	66 / 10.7	12.4	11.4	10.3	11.1	11.2	1046 / 30.9	31.9	29.8	109 / 2093	E	WZEE-F
2	WJJO-F	AOR	48 / 8.9	9.3	6.7	11.4	8.1	9.1	589 / 16.8	14.9	19.8	114 / 1410	C	WJJO-F
3	WOLX-F	O	41 / 8.0	5.9	5.8	6.7	6.7	6.6	731 / 21.6	19.8	18.2	92 / 1589	D	WOLX-F
4	WWQM-F	C	37 / 7.2	6.5	5.8	6.1	8.5	6.4	490 / 14.5	15.4	16.4	44 / 643	D	WWQM-F
5	WIBA	FS/T	35 / 6.8	6.5	7.9	5.7	6.7	6.7	560 / 16.5	21.8	16.2	38 / 645	D	WIBA
6	WMGN-F	AC	31 / 6.0	9.1	6.7	5.9	6.5	6.9	583 / 16.8	18.1	14.7	56 / 914	D	WMGN-F
7	WMMM-F	AOR-P	26 / 4.9	3.2	4.4	4.6	4.4	4.3	456 / 13.5	11.0	10.9	29 / 562	B	WMMM-F
8	WIBA-F	AOR	23 / 4.5	6.1	5.0	6.3	7.3	5.5	504 / 14.9	17.6	18.4	52 / 1247	E	WIBA-F
9	WMAD-F	AOR-NR	22 / 4.3	3.2	4.8	4.8	5.4	4.3	545 / 16.1	17.3	18.9	28 / 673	B	WMAD-F
10	WYZM-F	C	19 / 3.7	3.4	1.9	3.0	3.4	3.0	318 / 9.4	8.1	10.4	22 / 421	B	WYZM-F
11	WTSO	ST	18 / 3.5	2.6	4.8	3.6	2.6	3.6	225 / 6.7	9.6	7.5	30 / 429	B	WTSO
12	WTDA	T	17 / 3.3	4.3	4.0	2.7	4.6	3.6	306 / 9.0	11.5	9.4	19 / 358	C	WTDA
13	WHIT	SPRTS	11 / 2.1	2.4	3.8	1.9	1.8	2.6	141 / 4.2	4.6	3.1	12 / 158	A	WHIT
	WMLI-F	SAC	11 / 2.1	2.2	2.7	2.3	2.0	2.3	318 / 9.4	11.0	8.7	18 / 482	A	WMLI-F

12+ FM Share (Metro): 77.36% (328 of 424) (Spring 97: 79.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZEE-F >>>	1 WJJO-F	1 WZEE-F <	1 WJJO-F	1 WOLX-F	1 WOLX-F	1 WZEE-F	1 WJJO-F	1 WZEE-F	1 WZEE-F >	1 WOLX-F <
2 WJJO-F >	2 WZEE-F >	2 WJJO-F >	2 WZEE-F <	WJJO-F	2 WIBA	2 WJJO-F	2 WZEE-F	2 WJJO-F <	2 WIBA	2 WZEE-F
	3 WMAD-F >	3 WOLX-F	3 WOLX-F <	3 WZEE-F	3 WWQM-F	3 WIBA	3 WOLX-F <	3 WOLX-F >	3 WMAD-F <	3 WWQM-F
	4 WMGN-F	4 WWQM-F <	4 WWQM-F <	4 WWQM-F <	4 WMGN-F	4 WWQM-F <	4 WMGN-F <	4 WWQM-F <	4 WOLX-F <	4 WIBA
	WMGN-F	5 WMGN-F	5 WMGN-F <	5 WMGN-F	5 WTSO	5 WOLX-F	5 WWQM-F	5 WMGN-F	5 WWQM-F <	5 WJJO-F
	6 WIBA-F	WMMM-F	6 WMMM-F	6 WMMM-F <	6 WMMM-F	6 WMGN-F >	6 WTDA <	6 WMMM-F <	6 WJJO-F	6 WMGN-F
	WWQM-F	7 WMAD-F <	7 WIBA-F	7 WIBA-F >	WZEE-F <	7 WIBA-F	7 WMMM-F <	7 WIBA	7 WMMM-F <	7 WMAD-F <
		8 WIBA-F	8 WYZM-F	8 WYZM-F <	8 WTDA <	WMMM-F	8 WIBA <	WMAD-F	8 WIBA-F	8 WTSO
				9 WIBA	9 WIBA-F		9 WIBA-F	9 WIBA-F <	9 WMGN-F	WMMM-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	12+ Ovrite
1 WZEE-F >>	1 WZEE-F >>	1 WZEE-F >	1 WZEE-F >	1 WZEE-F <	1 WJJO-F >	1 WJJO-F >>	1 WJJO-F >>>	1 WJJO-F >>	1 WJJO-F >	1 WWQM-F
2 WMAD-F >	2 WMAD-F	2 WMGN-F >	2 WMGN-F	2 WMGN-F	2 WZEE-F	2 WZEE-F	2 WHIT	2 WZEE-F	2 WOLX-F	2 WZEE-F
3 WJJO-F >	3 WJJO-F	3 WWQM-F	3 WWQM-F <	3 WOLX-F	3 WMAD-F >>	3 WMAD-F	3 WIBA-F	3 WOLX-F	3 WIBA-F <	3 WIBA >
4 WKPO-F	WMGN-F >	4 WJJO-F	4 WOLX-F	WWQM-F >	4 WMMM-F >>	4 WHIT	WMAD-F	WIBA-F	4 WMMM-F	4 WOLX-F
	WMMM-F >>	5 WYZM-F	WYZM-F	5 WMMM-F	5 WMMM-F	5 WIBA-F	5 WZEE-F	WMMM-F	5 WIBA	WJJO-F >
		WWQM-F	WMAD-F	6 WJJO-F	6 WYZM-F	6 WMMM-F	WMMM-F >>	6 WMAD-F	WZEE-F	
		WMMM-F		WMAD-F	7 WIBA-F			WWQM-F <	WWQM-F <	
				8 WYZM-F	WJJO-F			8 WHIT	8 WHIT	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WIBU	C	1240	Poyntie	1.6 3.1 9 159
WSJY-F	SAC	107.3	Fl. Atkinson	0.8 3.3 23 412

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WEKZ-F	SAC	93.7	Monroe	0.4 1.4 13 217
WGN	FS/T	720	Chicago	0.6 2.3 18 276
WJVL-F	C	99.9	Janesville	1.2 2.2 54 652
WKPO-F	CHR	105.9	Evansville	1.2 3.9 19 303
WMAQ	N	670	Chicago	0.4 1.2 4 174
WTMJ	FS	620	Milwaukee	0.4 1.5 26 439

MADISON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	31.9 %	26.4 %	46.2 %	AC	0 (0)	31 (1)	31 (1)	7.3 %	8.9 %
WIBA-AM, WIBA-FM, WMAD-FM, WMLI-FM, WTSO-AM, WZEE-FM				AOR/Classic/NR	0 (0)	116 (4)	116 (4)	27.4 %	30.8 %
Midwest Family	24.2 %	29.0 %	35.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WHIT-AM, WJJO-FM, WMGN-FM, WTDY-AM, WWQM-FM				CHR	0 (0)	61 (2)	61 (2)	14.4 %	13.2 %
Woodward	16.6 %	21.1 %	18.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMMM-FM, WOLX-FM, WYZM-FM				Country	8 (1)	62 (3)	70 (4)	16.5 %	15.4 %
	72.7 %	76.5 %	99.9 %	Full Service	40 (3)	0 (0)	40 (3)	9.4 %	8.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	19 (2)	0 (0)	19 (2)	4.5 %	8.7 %
				Oldies	0 (0)	41 (1)	41 (1)	9.7 %	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	0 (0)	17 (3)	17 (3)	4.0 %	4.3 %
				Sports	11 (1)	0 (0)	11 (1)	2.6 %	2.2 %
				Standards/EZ	18 (1)	0 (0)	18 (1)	4.2 %	0.0 %
				Totals	96 (8)	328 (14)	424 (22)		

AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product
WHIT	1550	5 kw	Days	Sports	ABC, 1-on-1	Mc-Guild	Midwest Family
WIBA	1310	5 kw/5.4 kw	(DA-N)	Full Service/Talk	CBS	Katz	Capstar
WTCA	1480	5 kw	(DA-2)	Talk	ABC, Westwd	Mc-Guild	Midwest Family
WTSO	1070	10 kw/5 kw	(DA-2)	Standards	ABC, Westwd	Banner	Capstar

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Product
WIBA	101.5	12 kw @ 1017		AOR	\$64.00	Katz	Capstar
WJJO	94.1	50 kw @ 492		AOR	\$31.00	Mc-Guild	Midwest Family Watertown
WMAD	92.1	1.8 kw @ 400		AOR-New Rock	\$ 24.00	Katz	Capstar Sun Prairie
WMGN	98.1	38 kw @ 581		AC	\$53.00	Mc-Guild	Midwest Family
WMLI	96.3	5 kw @ 672		Soft AC	Westwd \$<20.00	Katz	Capstar Sauk City
WMMM	105.5	2 kw @ 573		Progressive AOR	\$<20.00	Mc-Guild	Woodward Verona
WOLX	94.9	37 kw @ 1299		Oldies	\$ 50.00	Mc-Guild	Woodward Baraboo
WWQM	106.3	4.5 kw @ 380		Country	\$52.00	Mc-Guild	Midwest Family Middleton
WYZM	105.1	6 kw @ 243		Country	\$<20.00	—	Woodward Wausaukee
WZEE	104.1	12 kw @ 1004		CHR	\$53.00	Katz	Capstar

Notes: 6/98 WTDY changed calls to WTDA; remains Talk . . . 7/98 WIBU (1240; Poynette) sold for \$325,000 . . . 7/98 WFAW/WSJY-F (Fl Atkinson) sold by Goetz to Marathon as part of an \$18,796,000 group sale . . . 8/98 The WTDY calls moved to Midwest Family's new expanded band AM at 1670; WTDY is simulcasting WTDA's programming

Jim Duncan

Comments: Listening levels are up moderately (+0.5 ratings point, 12+) . . . WOLX-F has its highest share in at least five years . . . WIBA-F has its lowest share in many years

MANCHESTER

Arbitron Rank: 194 Pop (12+): 161,200
 MSA Rank: 140
 MSA Pop: 279,000 (w/Nashua)
 DMA: Boston (#6)
 Average Persons Rating: 17.5
 Market TSL in Hours: 23.00

Stations: 36 / 11
 Diaries: 892/181:1/57.2%
 Sample Target: 860
 % Below Line: 44.5
 % Not Listed: 6.0
 Pop per Station: 14,655

Last Year's Revenue: \$10,800,000
 Household Income: \$51,979
 Total Retail Sales: \$3.7 Bil.
 #1 Biller: WZID-F \$5,000,000
 #1 Billing Portfolio: Capstar \$5,900,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 WZID-F	AC/SAC	63 / 22.3	17.9	21.8	20.5	17.0	20.6	554 / 34.4	32.4	38.6	131 / 1312	G WZID-F
2 WGIR-F	AOR	27 / 9.6	9.2	9.8	10.1	12.5	9.7	368 / 22.8	23.6	24.9	61 / 938	F WGIR-F
3 WOKQ-F	C	18 / 6.4	7.2	5.1	6.5	7.6	6.3	252 / 15.6	16.8	13.5	62 / 790	WOKQ-F
4 WFEA	ST	14 / 5.0	5.0	5.8	5.0	5.7	5.2	144 / 8.9	8.1	11.0	21 / 257	A WFEA
5 WJMN-F	CHR	11 / 3.9	3.4	4.0	4.7	5.7	4.0	200 / 12.4	12.4	16.1	25 / 477	WJMN-F
WAAF-F	AOR-NR	11 / 3.9	5.3	4.0	4.3	4.9	4.4	172 / 10.7	12.3	11.4	18 / 407	WAAF-F
WGIR	N/T	11 / 3.9	4.6	3.3	6.5	4.5	4.6	215 / 13.4	12.8	12.5	16 / 319	C WGIR
8 WQLL-F	O	10 / 3.5	3.4	2.2	1.8		2.7	141 / 8.7	8.3	7.5	19 / 299	B WQLL-F
9 WRKO	T	8 / 2.8	2.3	2.2	2.5	2.3	2.5	132 / 8.2	6.9	6.6	12 / 252	WRKO
10 WBZ	N/T	7 / 2.5	2.7	1.5	1.8	1.5	2.1	157 / 9.7	9.8	7.2	32 / 490	WBZ
WXKS-F	CHR	7 / 2.5	2.3	2.5	1.8	3.0	2.3	164 / 10.2	9.4	11.3	21 / 466	WXKS-F
WXLO-F	AC	7 / 2.5	1.5	1.5	0.7	1.1	1.5	125 / 7.7	7.5	7.0	18 / 329	WXLO-F
WXR-V	AOR-NR	7 / 2.5	3.1	2.2	2.9	1.1	2.7	93 / 5.8	7.0	6.8	13 / 188	WXR-V
WEGQ-F	CL HITS	7 / 2.5	2.3	2.9	1.4	1.9	2.3	157 / 9.8	7.7	8.9	20 / 438	WEGQ-F
WBCN-F	AOR	7 / 2.5	3.4	2.9	2.9	3.0	2.9	163 / 10.1	12.4	11.9	27 / 403	WBCN-F
WJYY-FF	CHR	7 / 2.5	1.5	1.5	0.7	1.1	1.5	118 / 7.3	4.6	4.7	23 / 400	WJYY-FF

12+ FM Share (Metro): 83.02% (220 of 265) (Spring 97: 83.53%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJMN-F >>	1 WZID-F <	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>>	1 WZID-F >>	1 WZID-F >>	1 WZID-F >>	1 WZID-F	1 WZID-F >>
2 WXKS-F	2 WGIR-F >>	2 WGIR-F >	2 WGIR-F >>	2 WGIR-F >	2 WFEA	2 WGIR-F >	2 WGIR-F >	2 WGIR-F	2 WGIR-F >	2 WGIR-F
WGIR-F	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WFEA <	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F >
WAAF-F	WAAF-F	4 WAAF-F	4 WQLL-F	4 WQLL-F	4 WGIR-F <	4 WOKQ-F <	4 WFEA >	4 WJMN-F	WAAF-F	4 WFEA
WZID-F >>	5 WJMN-F	5 WJMN-F	WAAF-F	5 WAAF-F	5 WGR	5 WGR	5 WGR	WAAF-F	5 WJMN-F	5 WJMN-F
	6 WJYY-FF	WQLL-F	6 WXR-V	6 WXR-V	6 WQLL-F	6 WBCN-F >	WAAF-F <	6 WQLL-F	6 WQLL-F	6 WQLL-F
	WXKS-F	WEGQ-F	WEGQ-F	WEGQ-F			7 WQLL-F <	WGR	WBZ >	
	WXLO-F							WRKO		

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	12+ Ovrnite
1 WZID-F >>	1 WZID-F >>>	1 WZID-F >>>	1 WZID-F >>>	1 WZID-F >>>	1 WGR-F >	1 WGR-F >>	1 WGR-F >>	1 WGR-F	1 WGR-F <	1 WZID-F >
2 WJMN-F >>	2 WGIR-F	2 WGIR-F	2 WGIR-F	2 WOKQ-F	2 WOKQ-F	2 WAAF-F	2 WAAF-F >	2 WZID-F >	2 WZID-F >>	2 WBZ
	WJMN-F	WJMN-F >	3 WOKQ-F	WGIR-F >	WZID-F >>	WZID-F	3 WZID-F	3 WAAF-F	3 WQLL-F	WGIR-F >
	4 WXLO-F	4 WXLO-F >>	4 WJMN-F	4 WJMN-F		WOKQ-F >>	WZLX-F	4 WOKQ-F	WAAF-F	4 WGR
	WOKQ-F >		5 WXLO-F	5 WJYY-FF			WRKO	WQLL-F >	5 WOKQ-F	
			6 WJYY-FF	WEGQ-F			WOKQ-F	5 WXR-V	6 WXR-V	
			WXKS-F	WXLO-F >			WQLL-F	WGIR	WGIR	
			WEGQ-F				WEGQ-F >>	WBCN-F	WBZ	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WDER	REL 1320	Derry	0.4 1.1 1 18
WNNH-F	O 99.1	Henniker	1.1 3.9 14 299
WRCL-FF	CL AOR 93.3	Belmont	0.7 3.3 19 245

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBMX-F	AC 98.5	Boston	1.1 7.0 8 285
WBOS-F	AOR-P 92.9	Brookline, MA	0.4 4.0 2 131
WCRB-F	CL 102.5	Waltham, MA	1.8 5.1 15 232
WEEI	SPRTS 850	Boston	1.1 3.1 6 169
WHEB-F	AOR 100.3	Portsmouth	0.7 3.8 3 137
WHOB-F	CHR 106.3	Nashua	0.4 3.6 5 170
WHOM-F	SAC 94.9	Mt. Washington	0.7 2.9 15 288
WKLB-F	C 99.5	Lowell	1.4 5.3 20 329
WKXL-AF	N/T 1450	Concord	0.4 1.1 3 64
WMJX-F	AC 106.7	Boston	0.4 3.2 4 198
WODS-F	O 103.3	Boston	1.4 6.8 15 391
WROR-F	AC 105.7	Framingham, MA	0.7 1.7 3 81
WSJZ-F	J 96.9	Boston	0.7 2.1 15 204
WZLX-F	CL AOR 100.7	Boston	1.4 5.1 12 231

MANCHESTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Saga	30.8 %	31.4 %	47.2 %	AC	0 (0)	76 (5)	76 (5)	28.7 %	32.9 %
WFEA-AM, WQLL-FM, WZID-FM				AOR/Classic/NR	0 (0)	62 (9)	62 (9)	23.4 %	23.5 %
	30.8 %	31.4 %	47.2 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	27 (5)	27 (5)	10.2 %	8.2 %
				Classical	0 (0)	5 (1)	5 (1)	1.9 %	2.0 %
				Country	0 (0)	22 (2)	22 (2)	8.3 %	6.7 %
				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)	2 (1)	2 (1)	0.8 %	2.4 %
				News/Talk	27 (4)	0 (0)	27 (4)	10.2 %	7.8 %
				Oldies	0 (0)	24 (4)	24 (4)	9.1 %	7.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	1 (1)	0 (0)	1 (1)	0.4 %	0.0 %
				Soft AC	0 (0)	2 (1)	2 (1)	0.8 %	2.0 %
				Sports	3 (1)	0 (0)	3 (1)	1.1 %	1.2 %
				Standards/EZ	14 (1)	0 (0)	14 (1)	5.3 %	6.3 %
				Totals	45 (7)	220 (28)	265 (35)		

AM Stations

WFEA	1370	5 kw (DA-2)	Standards	ABC, Talknt, WW1	\$<20.00	Mc-Guild	Saga
WGR	610	5 kw/1 kw (DA-2)	News/Talk	ABC	\$28.00	Sentry	Capstar

FM Stations

WGIR	101.1	11.5 kw @ 1027	AOR	\$80.00	Sentry	Capstar	
WJYY	105.5	1.55 kw @ 456	CHR	\$ NA	—		Concord
WNHI	93.3	0.302 kw @ 1020	See WRCL-F				Belmont
WNHQ	92.1	0.18 kw @ 1332	See WJYY-F				Peterborough
WQLL	96.5	0.68 kw @ 971	Oldies	\$ NA	Mc-Guild	Saga	Bedford
WRCL	107.7	0.58 @ 738	Classic AOR	\$ NA	—		Hillsborough
WZID	95.7	14.5 kw @ 925	AC/Soft AC	\$94.00	Mc-Guild	Saga	

Notes: Other ranked stations – See Boston, Portsmouth-Dover or Worcester

Jim Duncan

Comments: Overall listening is up slightly . . . WZID-F has its highest share in more than five years . . . WQLL-F posted its fourth consecutive up book

McALLEN-BROWNSVILLE

Arbitron Rank: 62 Pop (12+): 848,200
MSA Rank: 99-McAllen; 152-Bmsv.
MSA Pop: 847,000
DMA: 107
Average Persons Rating: 15.9
Market TSL In Hours: 21.50

Stations: 28 / 20
Diaries: 1,593/407:1/43.6%
Sample Target: 1,640
% Below Line: 7.2
% Not Listed: 10.3
Pop per Station: 32,410

Last Year's Revenue: \$17,600,000
Household Income: \$23,483
Total Retail Sales: \$5.6 Bil.
#1 Biller: KGBT-AF \$2,900,000
#1 Billing Portfolio: Hefel \$4,900,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KBFM-F	CHR	145 / 14.1	14.5	15.0	14.0	13.0	14.4	2321 / 35.8	34.4	31.9	151 / 2459	D	KBFM-F
2	KGBT-AF	SP-C	122 / 11.9	13.1	12.9	14.7	14.4	13.1	1512 / 23.3	24.6	26.0	131 / 1663	D	KGBT-AF
	KKPS-F	SP-TJ	122 / 11.9	9.0	9.5	7.2	7.7	9.4	1902 / 29.3	25.4	25.1	131 / 2116	C	KKPS-F
4	KIWW-F	SP-TJ	88 / 8.5	6.8	7.6	10.1	9.1	8.3	1589 / 24.2	21.1	27.7	95 / 1767	D	KIWW-F
5	KVLY-F	AC	87 / 8.5	7.9	8.9	7.3	8.5	8.1	1385 / 21.4	19.7	17.7	92 / 1481	C	KVLY-F
6	KFRQ-F	AOR	78 / 7.6	7.1	4.7	4.2	5.6	5.9	1186 / 18.0	14.9	15.1	83 / 1237	C	KFRQ-F
7	KTEX-F	C	69 / 6.7	7.4	8.1	7.2	6.3	7.4	1064 / 16.4	18.2	17.2	77 / 1184	C	KTEX-F
8	KTJN-FF	SP-VA	37 / 3.6	3.7	4.3	5.1	5.4	4.2	729 / 11.2	11.3	13.5	38 / 777	C	KTJN-FF
9	KURV	T	32 / 3.1	2.2	2.2	1.6	2.6	2.3	342 / 5.3	5.5	5.5	32 / 351		KURV
10	XAAA-F	SP-C	24 / 2.3	3.2	2.7	2.7	3.2	2.7	472 / 7.3	7.0	7.8	27 / 575		XAAA-F
11	KSOX-F	O	20 / 1.9	2.0	1.9	1.5	2.3	1.8	492 / 7.6	6.6	7.2	21 / 545		KSOX-F
12	XVTH-F	SP-C	13 / 1.3	1.2	1.0	1.3	1.7	1.2	260 / 4.0	4.0	5.1	13 / 260		XVTH-F
13	KIRT	SP	12 / 1.2	2.1	2.1	1.4	1.7	1.7	238 / 3.7	4.3	3.6	13 / 264		KIRT

12+ FM Share (Metro): 85.28% (788 of 924) (Spring 97: 82.19%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBFM-F >>>	1 KBFM-F	1 KKPS-F	1 KKPS-F	1 KKPS-F	1 KGBT-AF	1 KGBT-AF	1 KKPS-F <	1 KGBT-AF	1 KBFM-F >>	1 KBFM-F
2 KKPS-F	2 KKPS-F	2 KBFM-F	2 KVLY-F	2 KVLY-F	2 KKPS-F <	2 KKPS-F	2 KGBT-AF <	KBFM-F	2 KKPS-F	2 KKPS-F
3 KFRQ-F >	3 KFRQ-F <	3 KVLY-F <	3 KFRQ-F <	3 KIWW-F <	3 KIWW-F	KBFM-F >	3 KBFM-F <	3 KKPS-F	3 KFRQ-F <	3 KGBT-AF
	4 KVLY-F >	4 KFRQ-F	4 KIWW-F <	4 KGBT-AF	4 KVLY-F	4 KIWW-F <	4 KVLY-F	4 KVLY-F	4 KIWW-F	4 KIWW-F
	5 KTEX-F <	5 KIWW-F	5 KGBT-AF	5 KFRQ-F	5 KTEX-F >	5 KVLY-F <	5 KTEX-F <	5 KIWW-F <	5 KVLY-F <	5 KVLY-F <
	6 KIWW-F	6 KGBT-AF	KBFM-F	KBFM-F	6 KURV <	6 KFRQ-F <	6 KIWW-F <	6 KFRQ-F	6 KGBT-AF >	6 KFRQ-F <
			7 KTEX-F	7 KTEX-F	7 KBFM-F <	7 KTEX-F >>	7 KFRQ-F >	7 KTEX-F	7 KTEX-F	7 KTEX-F >
					8 KFRQ-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	12+ Ovrnite
1 KBFM-F >>>	1 KBFM-F	1 KVLY-F	1 KBFM-F <	1 KVLY-F <	1 KBFM-F	1 KFRQ-F	1 KFRQ-F	1 KKPS-F <	1 KKPS-F	1 KBFM-F >
2 KKPS-F >	2 KKPS-F	2 KKPS-F	2 KVLY-F <	2 KKPS-F	2 KFRQ-F	2 KBFM-F <	2 KKPS-F	2 KFRQ-F >	2 KFRQ-F	2 KVLY-F
3 KVLY-F	KVLY-F >	3 KBFM-F	3 KKPS-F >	3 KGBT-AF	3 KKPS-F >	3 KKPS-F >	3 KBFM-F	3 KBFM-F	3 KIWW-F >	3 KGBT-AF
4 KFRQ-F	4 KIWW-F <	4 KIWW-F	4 KGBT-AF	4 KBFM-F <	4 KTEX-F	4 KTEX-F	KVLY-F	4 KIWW-F	4 KVLY-F <	4 KFRQ-F >
5 KTEX-F	5 KTEX-F	5 KTEX-F	5 KIWW-F	5 KIWW-F	KIWW-F	KVLY-F	5 KTEX-F	5 KTEX-F	5 KGBT-AF <	
KTJN-FF	KFRQ-F	6 KFRQ-F	6 KTEX-F <	6 KTEX-F >	6 KIWW-F	6 KIWW-F	6 KGBT-AF	6 KGBT-AF	6 KTEX-F <	
		KGBT-AF >	7 KFRQ-F				KIWW-F	KVLY-F >	7 KBFM-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBOR	SP-VA	1600	Brownsville 0.8 3.0 8 196
KESO-F	AOR-NR	92.7	S. Padre Island 0.6 2.4 6 153
KJAV-F	SP	104.9	Alamo 0.6 1.6 6 109
KRGE	REL	1290	Weslaco 0.6 1.9 6 122
KSOX	SPRTS	1240	Raymondville 0.4 1.0 4 64
KVJY	SP-NT	840	Pharr 0.4 1.5 5 112
KVPA-F	CL AOR	101.1	Pl. Isabel 0.4 1.9 4 125

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
XAVO-F	SP-VA	101.5	Reynosa, MX 1.0 3.7 10 242
XEEW-F	SP-VA	97.7	Matamoros, MX 0.5 2.3 5 148
XEMS	SP	1490	Matamoros, MX 0.5 1.0 5 66
XHRR-F	SP-C	102.5	Reynosa, MX 0.6 2.6 6 165
XMLS-F	SP-C	91.3	Matamoros, MX 0.7 2.9 7 188
XRYS-F	SP-C	90.1	Reynosa, MX 0.4 2.1 4 133

McALLEN-BROWNSVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Calendar KBFM-FM, KTEX-FM	20.8 %	15.2 %	20.7 %	AC	0 (0)	87 (1)	87 (1)	9.4 %	9.4 %
Heftel KGBT-AM, KGBT-FM, KIWW-FM	20.4 %	19.2 %	27.8 %	AOR/Classical/NR	0 (0)	88 (3)	88 (3)	9.5 %	6.6 %
Local KBOR-AM, KTJN-FM, KTJX-FM	4.4 %	4.7 %	9.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sunburst KFRQ-FM, KKPS-FM, KVLY-FM	19.5 %	22.1 %	25.3 %	CHR	0 (0)	145 (1)	145 (1)	15.7 %	14.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	69 (1)	69 (1)	7.5 %	6.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	94 (5)	379 (13)	473 (18)	51.2 %	53.3 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	32 (1)	0 (0)	32 (1)	3.5 %	2.9 %
				Oldies	0 (0)	20 (1)	20 (1)	2.2 %	2.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (1)	0 (0)	6 (1)	0.6 %	2.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	4 (1)	0 (0)	4 (1)	0.4 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	1.7 %
	65.0 %	61.2 %	83.5 %	Totals	136 (8)	788 (20)	924 (28)		

AM Stations

KGBT	1530	50 kw/10 kw (DA-N)	Hispanic Contemp.	\$38.00	Katz	Heftel	
KIRT	1580	1 kw/0.3 kw	Hispanic	\$ NA	Lotus	Gomez	Mission
KRGE	1290	5 kw (DA-N)	Religion	\$<20.00	---		Weslaco
KURV	710	1 kw/0.9 kw (DA-2)	Talk	CBS, SBUSA Westwd	\$<20.00	---	Edinburg

FM Stations

KBFM	104.1	100 kw @ 998	CHR	ABC	\$42.00	D&R	Calendar
KFFQ	94.5	100 kw @ 1158	AOR	ABC	\$33.00	Allied	Sunburst
KGBT	98.5	100 kw @ 997	See KGBT				
KIWW	96.1	100 kw @ 987	Hispanic-Tejano		\$50.00	Katz Hisp.	Heftel
KKFS	99.5	100 kw @ 1037	Hispanic-Tejano		\$31.00	---	Sunburst
KSOX	102.1	18 kw @ 758	Oldies	ABC	\$<20.00	---	Raymondville
KTEX	100.3	100 kw @ 1125	Country	ABC	\$42.00	Christal	Calendar
KTJN	106.3	500 w @ 633	Hispanic-Variety		\$33.00	Caballero	KBOR/KTJX-F
KTJX	105.5	3 kw @ 285	See KTJN-F				KBOR/KTJN-F
KVLY	107.9	100 kw @ 719	AC		\$35.00	Allied	Sunburst
XAAA	93.1	50 kw @ 230	Hispanic Contemp.		\$ NA	---	Reynosa, MX
XVTH	107.1	50 kw @ 210	Hispanic Contemp.		\$ NA	---	Matamoros, MX

Notes:

Jim Duncan

Comments: Listening levels are fairly steady . . . KKPS-F has its highest share ever and is in double figures for the first time . . . KFRQ-F is on a strong uptrend . . . KTJN-FF experienced its fourth straight down book

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank: 95 Pop (12+): 392,000	Stations: 32 / 9	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,162/337:1/53.3%	Household Income: \$38,576
MSA Pop: NA	Sample Target: 1,140	Total Retail Sales: \$5.2 Bil.
DMA: Orlando (#22)	% Below Line: 54.9	#1 Biller: NA
Average Persons Rating: 15.3	% Not Listed: 13.2	#1 Billing Portfolio: NA
Market TSL In Hours: 20.75	Pop per Station: 43,556	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WAOA-F	CHR	51 / 8.5	7.5	6.0	6.7	657 / 16.7	17.9	15.7	51 / 678	WAOA-F
2	WTKS-F	T	48 / 8.0	6.8	6.0	5.4	574 / 14.6	13.3	14.8	87 / 1169	WTKS-F
3	WWKA-F	C	46 / 7.7	7.7	6.3	7.3	612 / 15.6	17.4	16.1	95 / 1402	WWKA-F
4	WMMB-AA	ST/F5	39 / 6.5	9.1	6.3	8.8	427 / 10.9	10.8	12.2	39 / 427	WMMB-AA
5	WJRR-F	AOR-NR	30 / 5.0	4.1	5.2	6.7	512 / 13.1	13.2	14.5	54 / 903	WJRR-F
6	WLRQ-F	AC	29 / 4.8	6.2	4.2	5.7	485 / 12.4	13.5	12.1	30 / 496	WLRQ-F
	WHTQ-F	AOR	29 / 4.8	5.7	5.0	7.0	506 / 12.9	12.6	11.7	62 / 1076	WHTQ-F
8	WHKR-F	C	27 / 4.5	3.2	5.0	4.7	488 / 12.4	9.7	11.8	29 / 531	WHKR-F
9	WOMX-F	AC/CHR	25 / 4.2	4.1	4.5	4.2	575 / 14.7	13.8	15.7	57 / 1159	WOMX-F
10	WOSN-F	ST	23 / 3.8	4.1	2.8	1.5	229 / 5.8	7.5	5.7	23 / 244	WOSN-F
11	WBVD-F	CL AOR	22 / 3.7	5.2	3.1	2.8	309 / 7.9	8.7	6.4	22 / 309	WBVD-F
	WSHE-F	CHR/AC	22 / 3.7	3.4	2.9	2.1	451 / 11.5	9.8	10.8	41 / 965	WSHE-F
13	WMEL	T	16 / 2.7	2.3	1.0	0.3	236 / 6.0	5.1	3.0	17 / 248	WMEL
	WMGF-F	SAC	16 / 2.7	2.3	2.6	1.8	300 / 7.6	6.4	7.4	82 / 1113	WMGF-F
15	WJHM-F	B	15 / 2.5	3.0	4.2	3.9	330 / 8.4	8.8	9.6	61 / 891	WJHM-F
16	WOCL-F	O	14 / 2.3	2.1	2.3	2.6	339 / 8.6	6.9	9.0	54 / 1217	WOCL-F

12+ FM Share (Metro): 85.99% (448 of 521) (Spring 1997: 82.64%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F	1 WAOA-F <	1 WAOA-F	1 WAOA-F <	1 WAOA-F	1 WMMB-AA	1 WTKS-F	1 WAOA-F	1 WAOA-F	1 WAOA-F	1 WWKA-F
WAOA-F >	2 WTKS-F	2 WTKS-F >	2 WTKS-F	WTKS-F	2 WWKA-F	2 WMMB-AA	2 WWKA-F <	2 WWKA-F <	2 WJRR-F	2 WTKS-F <
3 WWKA-F	3 WJRR-F >	3 WJRR-F <	3 WHTQ-F	3 WHTQ-F	3 WLRQ-F <	3 WAOA-F	3 WTKS-F	3 WTKS-F	3 WWKA-F	3 WAOA-F <
WTKS-F	4 WWKA-F <	4 WHTQ-F	4 WBVD-F	WWKA-F	4 WOSN-F <	4 WHTQ-F	4 WMMB-AA	4 WLRQ-F <	4 WTKS-F	4 WMMB-AA
WJRR-F >	5 WHTQ-F	5 WBVD-F	5 WWKA-F	5 WBVD-F	5 WTKS-F <	5 WWKA-F	5 WLRQ-F	5 WJRR-F <	5 WOMX-F	5 WJRR-F
	6 WSHE-F <	WWKA-F	6 WOMX-F	6 WLRQ-F	6 WAOA-F	6 WOMX-F <	6 WMEL <	6 WMMB-AA	WHKR-F	6 WHTQ-F
	7 WHKR-F	7 WOMX-F	WJRR-F <	WOMX-F		7 WLRQ-F <	7 WJRR-F <	7 WBVD-F <	7 WBVD-F	WOSN-F <
		WSHE-F	8 WLRQ-F	WSHE-F		8 WHKR-F			WMMB-AA	

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	12+ Ovrnite
1 WAOA-F >>	1 WAOA-F >	1 WAOA-F >	1 WAOA-F >	1 WAOA-F >	1 WJRR-F >>	1 WTKS-F	1 WTKS-F >	1 WTKS-F	1 WTKS-F	1 WJRR-F
2 WTKS-F	2 WTKS-F	2 WTKS-F >	2 WLRQ-F <	2 WLRQ-F	2 WAOA-F	2 WJRR-F	2 WHTQ-F	2 WJRR-F <	2 WHTQ-F	2 WAOA-F
WHKR-F	3 WWKA-F	3 WLRQ-F	3 WOMX-F	3 WWKA-F <	3 WTKS-F	3 WAOA-F	WAOA-F	3 WHTQ-F <	3 WAOA-F <	WWKA-F
WJHM-F	4 WOMX-F	WWKA-F	WWKA-F <	4 WOMX-F	4 WJHM-F >	4 WHTQ-F >	4 WJRR-F	4 WAOA-F >	4 WWKA-F <	4 WTKS-F
WWKA-F >>	WSHE-F	WSHE-F	5 WBVD-F	5 WBVD-F	5 WSHE-F	5 WWKA-F	5 WWKA-F	5 WBVD-F	5 WJRR-F <	
	6 WLRQ-F	6 WBVD-F	WTKS-F	WTKS-F	WHTQ-F >>	6 WSHE-F	6 WHKR-F	6 WSHE-F	6 WBVD-F	
	WHKR-F	WOMX-F >	7 WHKR-F	WSHE-F		WHKR-F	7 WSHE-F >	WWKA-F	7 WOMX-F	
	WJHM-F		8 WSHE-F >							
	WBVD-F									

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WRFB	EZ	860	Cocoa	1.0 2.4 6 96
WTMS	ST	1560	Melbourne	0.3 1.1 2 44

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WCFB-F	U/AC	94.5	Daytona Beach	0.8 1.2 27 413
WDBO	FS/T	580	Orlando	1.3 3.8 41 612
WGNE-F	C	98.1	Titusville	1.5 7.0 46 810
WGYL-F	EZ	93.7	Vero Beach	1.2 2.4 7 94
WKRO-F	AOR-NR	93.1	Edgewater	0.3 1.9 12 327
WLOQ-F	J	103.1	Winter Park	0.3 1.6 17 328
WMMO-F	AC-AOR	98.9	Orlando	0.3 2.4 12 292
WPAW-F	C	99.7	Vero Beach	0.8 3.2 5 125
WPCV-F	C	97.4	Lakeland	0.3 2.3 7 215
WQOL-F	O	103.7	Vero Beach	1.0 3.3 6 131
WQTM	SPRTS	540	Pine Hills	0.3 1.3 8 151
WXFG-F	C	98.7	Ft. Pierce	0.5 1.1 3 57
WXXL-F	CHR	106.7	Tavares	1.3 6.7 43 924

MELBOURNE-TITUSVILLE-COCOA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	19.5 %	17.4 %	%	AC	0 (0)	54 (2)	54 (2)	10.4 %	15.0 %
WBVD-FM, WHKR-FM, WLRQ-FM, WMMB-AM, WMMV-AM				AOR/Classic/NR	0 (0)	85 (5)	85 (5)	16.3 %	13.6 %
	19.5 %	17.4 %	%	Black/Urban	0 (0)	20 (2)	20 (2)	3.8 %	7.1 %
				CHR	0 (0)	81 (3)	81 (3)	15.5 %	8.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	92 (6)	92 (6)	17.7 %	16.6 %
				Full Service	47 (3)	0 (0)	47 (3)	9.0 %	8.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	2 (1)	2 (1)	0.4 %	0.6 %
				News/Talk	16 (1)	48 (1)	64 (2)	12.3 %	12.6 %
				Oldies	0 (0)	20 (2)	20 (2)	3.8 %	7.5 %
				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	0 (0)	16 (1)	16 (1)	3.1 %	5.9 %
				Sports	2 (1)	0 (0)	2 (1)	0.4 %	0.4 %
				Standards/EZ	8 (2)	30 (2)	38 (4)	7.3 %	3.7 %
				Totals	73 (7)	448 (25)	521 (32)		

AM Stations

WMEL	920	1 kw (DA-2)	Talk	CBS, ESPN, Westwd	Savalli		
WMMB	1240	1 kw	Standards/Full Svc.	Westwd, ABC, Tiknt	Allied	Capstar	
WMMV	1350	1 kw (DA-N)	See WMMB				Cocoa

FM Stations

WA.OA	107.1	100 kw @ 600	CHR		Christal	WTMS	
WEVD	95.1	6 kw @ 210	Classic AOR		Allied	Capstar	
WHKR	102.7	50 kw @ 492	Country		Eastman	Capstar	Rockledge
WLRQ	99.3	50 kw @ 492	AC		Eastman	Capstar	

Notes: Other ranked stations -- See Orlando, Daytona Beach or Ft. Pierce . . . No revenue data are available

MEMPHIS

Arbitron Rank: 45 Pop (12+): 945,700	Stations: 29 / 27	Last Year's Revenue: \$46,000,000
MSA Rank: 52	Diaries: 1,527/819:1/49.2%	Household Income: \$39,636
MSA Pop: 1,090,000	Sample Target: 1,490	Total Retail Sales: \$10.9 Bil.
DMA: 42	% Below Line: 1.0	#1 Biller: WMC-F \$6,850,000
Average Persons Rating: 16.9	% Not Listed: 10.9	#1 Billing Portfolio:
Market TSL In Hours: 22.75	Pop per Station: 35,026	Clear Channel \$17,600,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WHRK-F	146 / 9.1	8.3	8.9	9.7	11.8	9.0	1933 / 20.4	22.3	23.8	184 / 2447	G	WHRK-F
2	WDIA	132 / 8.2	7.3	6.7	6.9	8.8	7.3	1384 / 14.6	13.7	15.3	141 / 1529	E	WDIA
3	WMC-F	108 / 6.7	6.5	7.0	6.0	6.0	6.6	1440 / 15.2	17.8	17.4	138 / 1930	G	WMC-F
4	KJMS-F	106 / 6.8	7.4	6.2	7.4	6.8	6.9	1562 / 16.5	16.0	18.3	112 / 1780	D	KJMS-F
5	WLOK	93 / 5.8	6.3	5.8	6.3	5.9	6.1	997 / 10.5	13.4	11.6	94 / 1021	C	WLOK
6	WRVR-F	92 / 5.7	6.7	7.2	7.0	8.4	6.7	1685 / 16.8	17.1	17.3	111 / 1943	G	WRVR-F
	WGKX-F	92 / 5.7	5.1	5.4	5.2	5.5	5.4	1408 / 14.9	13.8	14.8	110 / 1752	G	WGKX-F
8	KXHT-F	83 / 5.2	5.1	4.7	6.9	4.2	5.5	1349 / 14.3	13.8	9.2	84 / 1375	A	KXHT-F
9	WEGR-F	76 / 4.7	5.1	5.0	6.4	5.1	5.3	1108 / 11.7	13.7	12.1	122 / 1703	F	WEGR-F
10	WOGY-F	67 / 4.2	4.1	3.8	4.4	4.2	4.1	957 / 10.1	10.7	12.6	69 / 996	C	WOGY-F
11	WSRR-F	55 / 3.4	3.3	4.7	5.2	3.8	4.2	1163 / 12.3	13.8	10.8	66 / 1425	D	WSRR-F
12	WMC	45 / 2.8	2.9	2.6	2.3	3.1	2.7	803 / 8.5	8.1	9.2	47 / 886	D	WMC
13	WREC	42 / 2.6	2.7	2.7	1.9	1.3	2.5	794 / 8.4	7.8	5.9	48 / 940	B	WREC
14	WKSL-F	37 / 2.3	3.0	2.1				786 / 8.3	7.8		39 / 833		WKSL-F
15	WJCE	36 / 2.2	1.9	1.3	1.6	1.6	1.8	508 / 5.4	4.1	4.8	39 / 593	A	WJCE
16	WRXQ-F	34 / 2.1	1.5	2.2	2.3	1.9	2.0	800 / 8.5	8.1	7.5	35 / 833	C	WRXQ-F
17	WMFS-F	31 / 1.9	2.6	2.5	1.8	2.4	2.2	517 / 5.5	6.4	6.9	33 / 547	A	WMFS-F

12+ FM Share (Metro): 87.37% (960 of 1425) (Spring 97: 68.41%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHRK-F	1 WHRK-F	1 WHRK-F <	1 KJMS-F <	1 WDIA <	1 WDIA	1 WHRK-F	1 WMC-F	1 WHRK-F	1 WHRK-F	1 WDIA >
2 KXHT-F >>	2 WMC-F >	2 WHRK-F	2 WHRK-F	2 WMC-F	2 WLOK <	2 WDIA	2 WHRK-F	2 WMC-F	2 KXHT-F <	2 WHRK-F
	3 KJMS-F <	3 KJMS-F	WMC-F <	KJMS-F <	3 WRVR-F	3 WMC-F <	3 WGKX-F <	WDIA <	3 KJMS-F	3 WRVR-F <
	4 KXHT-F	4 WEGR-F <	4 WDIA <	4 WHRK-F <	4 WGKX-F	4 KJMS-F <	4 WRVR-F <	4 KJMS-F <	4 WLOK <	4 WLOK <
	5 WEGR-F	5 WDIA	5 WEGR-F	5 WRVR-F <	5 KJMS-F	5 WEGR-F	5 WDIA <	5 KXHT-F	5 WDIA <	5 KJMS-F
	6 WGKX-F <	6 WGKX-F <	6 WRVR-F <	6 WEGR-F <	6 WMC <	6 WGKX-F <	6 WREC <	6 WRVR-F <	6 WMC-F	6 KXHT-F
	7 WMFS-F	7 WRVR-F	7 WGKX-F	7 WGKX-F	7 WEGR-F <	7 WLOK	7 KJMS-F <	7 WGKX-F <	7 WOGY-F <	7 WMC-F <
	8 WOGY-F <	8 WOGY-F <	8 WSRR-F <	8 WOGY-F <	8 WMC-F <	8 WRVR-F <	8 WLOK <	8 WEGR-F	8 WMC	8 WGKX-F >
		9 WSRR-F <	9 WOGY-F >	9 WSRR-F	9 WREC <	9 WMC <	9 WEGR-F	9 WLOK <	9 WGKX-F	
		10 KXHT-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	12+ Ovrnite
1 WHRK-F <	1 WMC-F <	1 WMC-F <	1 WMC-F	1 WMC-F	1 WHRK-F >	1 WHRK-F >	1 WHRK-F >	1 WEGR-F	1 WEGR-F	1 WHRK-F
2 WMC-F >	2 WHRK-F >	2 WHRK-F	2 WHRK-F	2 WHRK-F <	2 WEGR-F	2 WEGR-F	2 WEGR-F	2 WHRK-F	2 WDIA	2 WLOK <
3 KXHT-F >>	3 KJMS-F	3 KJMS-F >>	3 KJMS-F	3 WDIA <	3 KXHT-F	3 WMC-F	3 WMC-F <	3 KJMS-F	3 KJMS-F <	3 KJMS-F
4 KJMS-F	4 KXHT-F >	4 KXHT-F	4 WRVR-F <	4 KJMS-F	WMFS-F	4 KXHT-F	4 WJCE	4 WDIA	4 WHRK-F	4 WMC <
	WMFS-F	5 WGKX-F	WGKX-F	5 WDIA	5 WHRK-F	5 WRXQ-F	5 WDIA	5 WSRR-F	5 WSRR-F	5 KXHT-F
6 WRXQ-F	6 WEGR-F	6 WEGR-F	6 WGKX-F	6 WLOK	6 WMC-F >	6 WDIA	6 WOGY-F	6 WGKX-F <	6 WGKX-F <	
	WOGY-F	7 WOGY-F	7 WRVR-F	7 KXHT-F <	7 WDIA	WJCE	WMFS-F	7 WMC-F	7 WOGY-F	
		8 KWAM	8 WOGY-F <	8 WOGY-F <	7 WDIA	WJCE	WMFS-F	7 WMC-F	7 WOGY-F	
			9 WLOK	9 WSRR-F <	8 WOGY-F <	8 WOGY-F <	8 WOGY-F	8 WMC-F <	8 WMC-F <	
					9 WSRR-F <	9 WSRR-F <	9 WSRR-F	9 WRVR-F	9 WRVR-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KOSE	G	860	Wilson, AR 0.3 0.6 5 58
KWAM	B/G	990	Memphis 1.7 4.3 29 441
WAVN	B/G	1240	Southaven, MS 0.3 1.0 5 97
WBBP	REL	1480	Memphis 1.2 2.6 19 269
WCRV	REL	640	Collierville 1.7 6.2 37 700
WHBQ	SPRTS	560	Memphis 0.6 3.0 17 411
WKRA-F	B/O	92.7	Holly Springs, MS 0.7 1.6 15 213
WPLX	ST	1170	Germantown 1.2 2.6 22 257
WRBO-F	B/O	103.5	Corno, MS 0.3 1.2 7 165
WSFZ	SPRTS	1030	Memphis 0.3 1.5 5 152

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KFIN-F	C	107.9	Jonesboro, AR 0.5 1.4 45 706
KIYS-F	CHR	101.9	Jonesboro, AR 0.5 1.4 51 718

MEMPHIS

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Barnstable			9.4 %	12.0 %	17.9 %	AC	0	(0)	92	(1)	92	(1)	6.5 %	9.6 %
WGKX-FM, WRBO-FM, WSRR-FM						AOR/Classic/NR	0	(0)	141	(3)	141	(3)	9.9 %	10.3 %
Clear Channel			35.0 %	36.8 %	38.2 %	Black/Urban	167	(2)	352	(5)	519	(7)	36.4 %	37.0 %
KJMS-FM, KWAM-AM, WDIA-AM, WEGR-FM, WHRK-FM, WREC-AM, WRXQ-FM						CHR	0	(0)	153	(3)	153	(3)	10.7 %	7.3 %
Flinn			8.1 %	5.8 %	2.0 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KXHT-FM, WHBQ-AM, WKSL-FM, WOWW-AM						Country	0	(0)	167	(3)	167	(3)	11.7 %	11.1 %
Sinclair Broadcast Group			12.1 %	15.5 %	19.3 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WJCE-AM, WOGY-FM, WRVR-FM						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
			64.6 %	70.1 %	77.4 %	Jazz	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						News/Talk	87	(2)	0	(0)	87	(2)	6.1 %	4.9 %
						Oldies	0	(0)	55	(1)	55	(1)	3.9 %	4.2 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	178	(6)	0	(0)	178	(6)	12.5 %	11.6 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	14	(2)	0	(0)	14	(2)	1.0 %	0.9 %
						Standards/EZ	19	(1)	0	(0)	19	(1)	1.3 %	3.0 %
						Totals	465	(13)	960	(16)	1425	(29)		

AM Stations

Station	Freq	Power	Time	Format	Company	Comments
WDIA	1070	50 kw/5 kw	(DA-2)	Black	ABC	\$48.00 Cir Chnl Clear Channel
WJCE	680	10 kw/5 kw	(DA-N)	Black Oldies	ABC	\$20.00 Allied Sinclair Bcst Gp
WLDK	1340	1 kw		Black Gospel		\$33.00 Unirep
WMC	790	5 kw	(DA-N)	News/Talk	ABC	\$53.00 Mc-Guild Raycom
WP_X	1170	1 kw	(Days)	Standards	CNN, Westwd	\$19.00 --- Germantown
WREC	600	5 kw	(DA-2)	Talk	CNN, Westwd	\$<20.00 Cir Chnl Clear Channel

FM Stations

Station	Freq	Power	Time	Format	Company	Comments
KJMS	101.1	100 kw @ 450		Black AC	CBS, ABC	\$45.00 Cir Chnl Clear Channel
KX-T	107.1	12.75 kw @ 479		Black		\$17.00 Williams Flinn Marion, AR
WEGR	102.7	100 kw @ 900		AOR	Westwd	\$98.00 Cir Chnl Clear Channel
WGKX	105.9	100 kw @ 984		Country		\$115.00 Katz Barnstable
WHRK	97.1	100 kw @ 531		Black	Westwd	\$105.00 Cir Chnl Clear Channel
WKSL	107.5	3 kw @ 328		CHR		\$ NA --- Flinn Germantown
WMC	99.7	300 kw @ 908		CHR/AC	Source	\$82.00 Mc-Guild Raycom
WMFS	92.9	6 kw @ 328		AOR		\$21.00 --- Bartlett
WOGY	94.1	50 kw @ 472		Country	Westwd	\$40.00 Allied Sinclair Bcst Gp Germantown
WRVR	104.5	100 kw @ 750		AC		\$125.00 Allied Sinclair Bcst Gp
WRXQ	95.7	6 kw @ 328		AOR-New Rock		\$24.00 Cir Chnl Clear Channel Olive Branch, MS
WSRR	98.1	100 kw @ 768		Classic Hits		\$54.00 Katz Barnstable Millington

Notes: 4/98 WMPS (1380; Millington) changed its calls to WOOM . . . 5/98 WWKZ-F (moved from New Albany-Tupelo, MS to Como, MS) changed calls to WRBO-F and changed from CHR to Black Oldies

Jim Duncan

Comments: Listening levels are up slightly . . . WHRK-F reversed its recent downtrend . . . WDIA remains a remarkable story and a great radio station . . . WRVR-F is at its lowest share in three years

MIAMI-FORT LAUDERDALE

Arbitron Rank: 11 Pop (12+): 3,052,300
 MSA Rank: 24-Miami; 39-Ft. Laud.
 MSA Pop: 3,600,000
 DMA: 16
 Average Persons Rating: 18.3
 Market TSL in Hours: 24.25

Stations: 41 / 37
 Diaries: 4,743/644:1/47.7%
 Sample Target: 4,710
 % Below Line: 2.9
 % Not Listed: 9.4
 Pop per Station: 82,495

Last Year's Revenue: \$193,800,000
 Household Income: \$36,812
 Total Retail Sales: \$41.9 Bil.
 #1 Biller: WAMR-F \$13,900,000
 #1 Billing Portfolio: Clear Channel \$50,400,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1 WEDR-F	B	343 / 6.1	6.6	4.9	5.3	4.9	5.7	4707 / 15.4	13.4	13.7	397 / 5591	I	WEDR-F
2 WPOW-F	CHR/U	280 / 5.0	5.4	5.7	6.1	5.3	5.6	5839 / 18.5	18.4	18.3	315 / 6494	I	WPOW-F
3 WLYF-F	SAC	266 / 4.8	4.9	5.1	5.0	4.8	4.9	3701 / 12.1	12.9	12.0	289 / 4096	I	WLYF-F
4 WHQT-F	B/AC	282 / 4.7	5.1	5.1	5.2	5.2	5.0	3790 / 12.4	12.4	13.6	286 / 4220	H	WHQT-F
5 WFLC-F	AC	234 / 4.2	3.8	3.7	3.1	3.8	3.7	3712 / 12.2	13.6	13.1	250 / 4106	H	WFLC-F
6 WAMR-F	SP	229 / 4.1	4.7	4.5	4.8	4.6	4.5	2835 / 9.3	10.1	10.1	246 / 3072	I	WAMR-F
7 WAQI	SP-VA	224 / 4.0	3.8	3.5	4.4	4.3	3.9	1943 / 6.4	5.9	7.0	230 / 1991	G	WAQI
8 WKIS-F	C	217 / 3.9	3.7	3.8	3.8	4.2	3.8	2747 / 9.0	9.2	9.8	234 / 3137	H	WKIS-F
	WHYI-F	CHR/AC	217 / 3.9	3.6	3.4	3.6	3.3	4810 / 15.8	14.4	12.8	242 / 5436	H	WHYI-F
10 WZTA-F	AOR	215 / 3.8	2.8	3.3	3.3	3.5	3.3	3040 / 10.0	9.4	9.5	233 / 3448	H	WZTA-F
11 WBG-G	CL AOR	185 / 3.3	2.6	3.3	2.7	2.6	3.0	3218 / 10.5	10.1	10.0	224 / 3941	D	WBG-G
12 WXDJ-F	SP-C	184 / 3.3	3.2	2.8	3.6	3.3	3.2	2997 / 9.8	9.4	9.2	185 / 3017	H	WXDJ-F
13 WLVE-F	J	183 / 3.3	3.8	4.1	3.4	4.0	3.6	2756 / 9.0	10.4	10.3	209 / 3274	H	WLVE-F
14 WCMQ-F	SP-C	175 / 3.1	3.4	2.4	2.2	2.2	2.8	2261 / 7.4	5.4	5.3	177 / 2296	G	WCMQ-F
15 WQAM	SPRTS	174 / 3.1	2.8	2.8	2.4	1.4	2.8	2319 / 7.6	8.1	5.1	195 / 2693	I	WQAM
16 WMXJ-F	O	173 / 3.1	2.9	3.4	3.6	3.1	3.2	3446 / 11.3	11.4	9.5	201 / 4119	H	WMXJ-F
17 WRMA-F	SP-C	156 / 2.8	3.9	3.9	3.7	4.0	3.6	2497 / 8.2	9.4	10.4	174 / 2774	H	WRMA-F
18 WTM-F	CL	153 / 2.7	3.2	3.0	2.8	3.1	2.9	2250 / 7.4	8.4	8.4	193 / 2792	F	WTM-F
19 WQBA	SP	137 / 2.4	2.0	2.4	2.5	2.0	2.3	1368 / 4.5	4.7	4.5	138 / 1401	F	WQBA
20 WPLL-F	AC	125 / 2.2	2.1	2.3	2.3	2.1	2.2	3066 / 10.0	10.6	9.2	145 / 3537	F	WPLL-F
21 WRTO-F	SP-TP	117 / 2.1	1.5	1.2	1.6	1.9	1.6	2374 / 7.8	5.7	7.5	125 / 2554	F	WRTO-F
22 WINZ	T	106 / 1.9	2.0	2.7	1.8	2.1	2.1	1678 / 5.5	9.1	7.8	111 / 1862	H	WINZ
23 WIOD	N/T	76 / 1.4	1.7	1.4	1.4	2.2	1.5	2022 / 6.6	5.7	7.3	90 / 2346	F	WIOD
24 WFBA	SP-VA	63 / 1.1	1.0	0.5				693 / 2.3	1.0		63 / 698		WFBA
25 WMBM	G/B	62 / 1.1	0.9	0.8	0.9	1.1	0.9	628 / 2.1	1.8	2.5	62 / 628		WMBM
26 WSUA	SP-C	58 / 1.0	1.4	1.6	1.4	1.5	1.4	688 / 2.3	2.8	2.6	58 / 688	B	WSUA

12+ FM Share (Metro): 75.12% (3810 of 5072) (Spring 97: 73.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F <	1 WEDR-F <	1 WEDR-F <	1 WHQT-F	1 WHQT-F	1 WAQI <	1 WBG-G <	1 WLYF-F	1 WEDR-F <	1 WEDR-F	1 WEDR-F
2 WPOW-F >>>	2 WPOW-F <	2 WHQT-F	2 WFLC-F <	2 WFLC-F <	2 WLYF-F	2 WAMR-F <	2 WFLC-F	2 WPOW-F	2 WPOW-F	2 WPOW-F
	3 WZTA-F	3 WFLC-F	3 WEDR-F <	3 WEDR-F <	3 WAMR-F	3 WHQT-F	3 WQAM <	3 WLYF-F <	3 WQBA <	3 WXDJ-F <
	4 WHYI-F <	WZTA-F <	4 WBG-G-F	4 WBG-G-F	WKIS-F <	4 WAQI <	4 WEDR-F <	4 WFLC-F <	4 WAQI	4 WHQT-F <
	5 WFLC-F	5 WPOW-F	5 WZTA-F <	5 WAMR-F	5 WHQT-F	5 WCMQ-F	5 WHQT-F <	5 WHYI-F <	5 WHQT-F	5 WKIS-F <
	6 WHQT-F	6 WBG-G-F	6 WHYI-F <	6 WLVE-F	WMXJ-F	WEDR-F <	6 WKIS-F	6 WZTA-F <	6 WHYI-F <	6 WAMR-F <
	7 WBG-G-F	WHYI-F	7 WAMR-F <	WZTA-F <	WLVE-F <	7 WLYF-F <	7 WAQI <	7 WKIS-F <	7 WZTA-F	7 WLYF-F
	8 WXDJ-F <	8 WXDJ-F <	8 WLYF-F	8 WLYF-F <	8 WTM-F	8 WZTA-F <	8 WAMR-F	8 WHQT-F	8 WLVE-F <	WHYI-F <
	9 WPLL-F	9 WLYF-F <	WPOW-F	9 WHYI-F	WCMQ-F	9 WPOW-F	WINZ <	9 WXDJ-F <	9 WLYF-F <	9 WZTA-F <
			WXDJ-F <	WXDJ-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	12+ Ovrnite
1 WEDR-F	1 WEDR-F	1 WFLC-F	1 WEDR-F	1 WHQT-F	1 WZTA-F	1 WZTA-F	1 WZTA-F	1 WZTA-F <	1 WBG-G-F	1 WEDR-F >
2 WPOW-F <	2 WHYI-F <	2 WEDR-F <	2 WHQT-F <	2 WFLC-F <	2 WPOW-F	2 WPOW-F	2 WBG-G-F <	2 WBG-G-F	2 WHQT-F	2 WAQI <
3 WHYI-F >>	3 WPOW-F <	3 WHQT-F	3 WFLC-F <	3 WLYF-F <	3 WEDR-F >>	3 WEDR-F	3 WPOW-F	3 WPOW-F <	WQAM <	3 WPOW-F
4 WPLL-F	4 WFLC-F	WHYI-F	4 WHYI-F	4 WAMR-F <	4 WBG-G-F	4 WBG-G-F	4 WEDR-F	4 WEDR-F <	4 WZTA-F	4 WLVE-F <
	WFLC-F	5 WHQT-F	5 WXDJ-F	5 WLYF-F <	5 WEDR-F	WHQT-F <	5 WHQT-F <	5 WFLC-F	5 WHQT-F	5 WFLC-F <
6 WZTA-F <	6 WZTA-F	WPOW-F	6 WPOW-F	6 WHYI-F	6 WHYI-F	6 WHYI-F	6 WQAM <	6 WQAM <	6 WEDR-F <	6 WEDR-F <
7 WHQT-F	WXDJ-F <	7 WZTA-F	7 WAMR-F	7 WLVE-F <	7 WPLL-F	WFLC-F	7 WHQT-F <	7 WFLC-F	7 WXDJ-F <	7 WXDJ-F <
	8 WPLL-F		WXDJ-F	8 WXDJ-F	8 WFLC-F	8 WQAM	8 WHYI-F	8 WHYI-F <	8 WKIS-F <	8 WKIS-F <
	9 WLYF-F		9 WLVE-F <	9 WRMA-F	WXDJ-F		9 WAMR-F		9 WPOW-F <	9 WPOW-F <

MIAMI-FORT LAUDERDALE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WACC	SP	830	Hialeah	0.8	1.7	43	525
WAVS	E	1170	Davie	0.5	1.2	27	381
WAXY	T	790	S. Miami	0.4	2.1	27	730
WEXY	B/G	1520	Wilton Manors	0.3	0.5	17	167
WFTL	T	1400	Fl. Lauderdale	0.7	2.2	42	699
WJNO	N/T	1040	Boynton Beach	0.4	1.4	75	1264
WFAT	SP-C	1360	Miami Beach	0.4	0.9	22	270
WNMA	SP-NT	1210	Miami Springs	0.5	1.4	28	440
WVCG	E	1080	Coral Gables	0.4	1.1	23	333
WWFE	SP-NT	670	Miami	0.8	2.2	46	688

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WEAT-F	SAC	104.3	W. Palm Beach	0.7	2.9	161	2494
WJNA	ST	1230	W. Palm Beach	0.9	2.3	67	1060
WRMF-F	AC	97.9	Palm Beach	1.0	3.0	158	2288
WSBR	T	740	Boca Raton	0.3	1.0	23	465

Consolidation Report	12+	25-54	Revenue
Beasley	12.0 %	10.9 %	17.2 %
WKIS-FM, WPOW-FM, WQAM-AM			
Clear Channel, pend.	20.2 %	22.8 %	25.3 %
WBGG-FM, WHYI-FM, WINZ-AM, WIOD-AM, WJNO-AM, WLVE-FM, WPLL-FM, WZTA-FM			
Cox	8.9 %	12.4 %	9.3 %
WFCL-FM, WHQT-FM			
Heftel	12.6 %	10.2 %	14.6 %
WAMR-FM, WAQI-AM, WQBA-AM, WRTO-FM			
Jefferson-Pilot	8.3 %	8.3 %	11.0 %
WAXY-AM, WLYF-FM, WMXJ-FM			
SBS	9.2 %	11.0 %	12.0 %
WCMQ-FM, WRMA-FM, WVMQ-FM, WXDJ-FM			
Totals	71.3 %	75.6 %	89.4 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	417 (3)	417 (3)	8.2 %	5.0 %
AOR/Classic/NR	0 (0)	400 (2)	400 (2)	7.9 %	8.9 %
Black/Urban	0 (0)	605 (2)	605 (2)	11.9 %	11.0 %
CHR	0 (0)	497 (2)	497 (2)	9.8 %	9.4 %
Classical	0 (0)	153 (1)	153 (1)	3.0 %	3.4 %
Country	0 (0)	217 (1)	217 (1)	4.3 %	4.6 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	620 (8)	861 (5)	1481 (13)	29.2 %	30.4 %
Jazz	0 (0)	183 (1)	183 (1)	3.6 %	4.4 %
News/Talk	289 (6)	0 (0)	289 (6)	5.7 %	6.7 %
Oldies	0 (0)	173 (1)	173 (1)	3.4 %	3.4 %
Others/Unknown	49 (2)	0 (0)	49 (2)	1.0 %	1.7 %
Religion/Gospel	79 (2)	0 (0)	79 (2)	1.6 %	1.6 %
Soft AC	0 (0)	304 (2)	304 (2)	6.0 %	6.0 %
Sports	174 (1)	0 (0)	174 (1)	3.4 %	1.5 %
Standards/EZ	51 (1)	0 (0)	51 (1)	1.0 %	2.0 %
Totals	1262 (20)	3810 (20)	5072 (40)		

AM Stations

Station	Power	Time	Format	Rate	Advertiser	Agency
WACL	710	50 kw (DA-2)	Hispanic-Variety	\$82.00	Katz Hisp.	Heftel
WFBA	990	5 kw (DA-2)	Hispanic-Variety	\$ NA	---	---
WINZ	940	50 kw (DA-N)	Talk	USA, CNN	\$73.00	Clr Chnl
WIOD	610	10 kw (DA-2)	News/Talk	ABC, CNN, SBUSA	\$156.00	Katz
WMEM	1490	1 kw	Black Gospel	\$ NA	---	Miami Beach
WQAM	560	5 kw/1 kw	Sports	Westwd	\$80.00	D&R
WQBA	1140	50 kw/10 kw (DA-N)	Hispanic	\$67.00	Katz Hisp.	Heftel
WSUA	1260	5 kw (DA-2)	Hispanic Contemp.	\$41.00	---	El Dorado

MIAMI-FORT LAUDERDALE

FM Stations

Station	Freq	Power	Format	Company	Address
WAMR	107.5	96 kw @ 1006	Hispanic	Katz Hisp.	Heftel
WBGG	105.9	100 kw @ 1024	Classic AOR		Clear Channel
WCMQ	92.3	31 kw @ 618	Hispanic Contemp.		SBS SBS Hialeah
WEDR	99.1	100 kw @ 919	Black	CBS	Sentry Chancellor
WFLC	97.3	100 kw @ 1006	AC		Christal Cox
WHQT	105.1	100 kw @ 1006	Black AC		Christal Cox Coral Gables
WHYI	100.7	100 kw @ 1006	CHR/AC		Clear Channel
WKIS	99.9	100 kw @ 984	Country	Westwd	D&R Beasley Boca Raton
WLVE	93.9	100 kw @ 1006	Jazz		Clear Channel
WLYF	101.5	100 kw @ 810	Soft AC		CBS Jefferson-Pilot
WMXJ	102.7	100 kw @ 1006	Oldies		CBS Jefferson-Pilot
WPLL	103.5	100 kw @ 1006	AC		Eastman Clear Channel
WPOW	96.5	100 kw @ 1006	CHR/Urban	Source	D&R Beasley
WRMA	106.7	100 kw @ 984	Hispanic AC		SBS
WRTO	98.3	100 kw @ 1407	Hispanic-Tropical		Katz Hisp. Heftel Goulds
WTMI	93.1	100 kw @ 1006	Classical		Mc-Guild Tanger
WXDJ	95.7	46 kw @ 531	Hispanic Contemp.		SBS Homestead
WZTA	94.9	100 kw @ 1006	AOR		Clear Channel

Notes: 4/98 WFTL sold by Clear Channel to James Crystal as part of a complex sale/trade; see West Palm Beach for details . . . 4/98 WPLL-F changed from Modern AC to AC

Jim Duncan

Comments: Total listening is down moderately (off 0.6 ratings point) . . . It is interesting that Chancellor's only station in Miami, WEDR-F, is the 12+ leader; how valuable would the station be to the market's consolidators? . . . WFLC-F is now showing a good uptrend . . . WQAM has its highest share yet as a Sports station

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AC-NR - Modern AC	N - News
* AOR - Album Oriented Rock	O - Oldies
* AOR-NR - New Rock	REL - Religion, Christian
* AOR-P - Progressive AOR	REL-CC - Contemporary Christian
* B - Black (audience 75%+ Black)	SAC - Soft Adult Contemporary
* B/AC - Black Adult Contemporary	SP - Hispanic/Spanish
* B/O - Black Oldies	SP-C - Hispanic Contemporary
* BIZ N - Business News	SP-NT - Hispanic News/Talk/Information
* C - Country	SP-R - Hispanic-Regional
* C/O - Classic Country	SP-TP - Hispanic-Tropical
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SP-VA - Hispanic Variety
* CL - Classical	SP-TJ - Tejano
* CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	VA - Variety
* G - Gospel (B/G is Black 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	

MILWAUKEE

Arbitron Rank: 30 Pop (12+): 1,346,500
MSA Rank: 38
MSA Pop: 1,460,000
DMA: 31
Average Persons Rating: 17.1
Market TSL In Hours: 22.50

Stations: 31 / 28
Diaries: 2,661/506:1/56.1%
Sample Target: 2,670
% Below Line: 1.6
% Not Listed: 9.9
Pop per Station: 48,089

Last Year's Revenue: \$63,800,000
Household Income: \$49,600
Total Retail Sales: \$16.1 Bil.
#1 Biller: WTMJ \$13,800,000
#1 Billing Portfolio: Journal Broadcast Group \$17,100,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WTMJ	212 / 9.2	9.2	11.1	10.4	8.9	10.0	3483 / 25.9	30.0	24.2	255 / 4308	I	WTMJ
2	WMIL-F	177 / 7.7	6.9	6.6	8.2	7.7	7.3	2182 / 16.2	15.5	17.5	221 / 2789	H	WMIL-F
3	WKKV-F	155 / 6.7	6.6	5.3	6.8	6.1	6.4	1884 / 14.0	14.1	13.4	172 / 2139	D	WKKV-F
4	WLZR-F	143 / 6.2	6.4	6.8	5.9	7.0	6.3	2105 / 15.6	16.6	16.5	166 / 2527	G	WLZR-F
5	WOKY	135 / 5.9	4.6	5.8	5.7	5.6	5.5	1346 / 10.0	12.0	10.7	138 / 1398	D	WOKY
6	WKLH-F	130 / 5.6	6.7	6.2	7.1	6.9	6.4	2119 / 15.7	15.3	18.0	158 / 2504	H	WKLH-F
7	WMYX-F	123 / 5.3	5.1	4.9	3.8	5.2	4.8	2328 / 17.3	17.2	17.3	145 / 2831	E	WMYX-F
8	WKTJ-F	121 / 5.3	4.9	5.2	5.6	6.0	5.2	2717 / 20.2	19.3	19.9	139 / 3049	H	WKTJ-F
9	WISN	104 / 4.5	4.9	4.3	4.2	5.0	4.5	1516 / 11.3	12.3	12.8	121 / 1819	E	WISN
10	WZTR-F	96 / 4.2	4.1	4.0	3.8	4.7	4.0	2080 / 15.3	11.8	15.3	117 / 2364	E	WZTR-F
	WPNT-F	96 / 4.2	3.8	3.3	1.7	1.2	3.2	2267 / 16.5	13.1	6.4	102 / 2303	B	WPNT-F
12	WLTQ-F	94 / 4.1	5.0	3.7	3.5	4.1	4.1	1462 / 10.9	9.9	10.7	103 / 1641	D	WLTQ-F
13	WAMG-F	88 / 3.0	2.4	2.7	2.5	1.6	2.6	1069 / 7.9	7.6	7.2	73 / 1224	C	WAMG-F
14	WFMR-F	64 / 2.8	2.3	2.5	2.0	2.3	2.4	898 / 6.7	6.7	6.0	66 / 929	C	WFMR-F
15	WLUM-F	63 / 2.7	2.6	3.3	3.3	3.2	3.0	1700 / 12.6	13.4	12.9	74 / 2051	D	WLUM-F
16	WJZI-F	61 / 2.7	2.7	2.6	3.4	2.7	2.8	1020 / 7.6	7.0	8.5	63 / 1084	C	WJZI-F
17	WMCS	55 / 2.4	2.1	1.7	1.7	1.9	2.0	637 / 4.7	4.8	4.4	55 / 637		WMCS
18	WNOV	36 / 1.6	1.7	2.2	1.3	1.4	1.7	430 / 3.2	5.4	4.4	37 / 444		WNOV

12+ FM Share (Metro): 70.73% (1467 of 2074) (Spring 97: 70.37%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKKV-F >>>	1 WLZR-F	1 WLZR-F	1 WKLH-F <	1 WKLH-F	1 WTMJ	1 WLZR-F <	1 WTMJ	1 WISN	1 WKKV-F <	1 WTMJ
2 WLUM-F	2 WKKV-F	2 WKLH-F	2 WLZR-F <	2 WLZR-F <	2 WOKY	2 WTMJ	2 WMIL-F	2 WTMJ <	2 WTMJ >	WMIL-F
WMYX-F	3 WKTJ-F <	3 WKTJ-F <	3 WKTJ-F	3 WKTJ-F <	3 WMIL-F	3 WKLH-F	3 WOKY <	3 WKKV-F	3 WMIL-F	3 WKKV-F <
WPNT-F >	4 WPNT-F <	4 WKKV-F <	4 WMYX-F <	4 WMIL-F <	4 WISN <	WMIL-F	4 WISN <	WMIL-F	4 WLZR-F	4 WOKY
	5 WMIL-F <	5 WMYX-F <	5 WMIL-F <	5 WTMJ	5 WZTR-F <	5 WOKY <	5 WKLH-F <	5 WKTJ-F	5 WMYX-F <	5 WZTR-F <
	6 WKLH-F <	6 WMIL-F	6 WKKV-F <	6 WMYX-F	6 WLTQ-F <	6 WKTJ-F	6 WMYX-F <	6 WKLH-F <	6 WPNT-F	6 WMYX-F
	7 WMYX-F	7 WPNT-F	7 WTMJ <	7 WKKV-F <	7 WKLH-F	7 WMYX-F <	7 WKTJ-F <	7 WPNT-F <	7 WZTR-F	7 WKTJ-F <
	8 WLUM-F >	8 WTMJ	8 WPNT-F	8 WLTQ-F <	8 WMYX-F <	8 WKKV-F	8 WLTQ-F	8 WMYX-F <	WAMG-F	8 WLZR-F <
		9 WLTQ-F	9 WLTQ-F	9 WZTR-F	9 WFMR-F <	9 WLTQ-F	WLZR-F	9 WOKY <	9 WPNT-F <	9 WPNT-F <
			10 WISN <	10 WPNT-F <			WKKV-F	10 WLZR-F <		10 WKLH-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	12+ Ovmitte
1 WKKV-F >	1 WKKV-F	1 WKKV-F <	1 WKTJ-F <	1 WKTJ-F <	1 WLZR-F >	1 WLZR-F >>	1 WLZR-F >>	1 WLZR-F	1 WKLH-F <	1 WTMJ
2 WPNT-F <	2 WKTJ-F	2 WKTJ-F	2 WMYX-F	2 WMYX-F <	2 WKKV-F	2 WKLH-F <	2 WKLH-F >	2 WKLH-F >	2 WLZR-F	2 WMIL-F >
3 WKTJ-F	3 WMYX-F <	3 WLZR-F <	3 WKKV-F	3 WLTQ-F <	3 WLUM-F <	3 WKKV-F	3 WTMJ	3 WTMJ <	3 WTMJ	3 WKKV-F >
WMYX-F	4 WPNT-F	4 WMYX-F	4 WMIL-F	4 WMIL-F	4 WMIL-F	4 WMIL-F <	WPNT-F <	4 WMIL-F <	4 WISN	
5 WMIL-F	5 WMIL-F <	5 WMIL-F	WPNT-F	5 WKKV-F <	5 WKLH-F	5 WPNT-F	5 WMIL-F <	5 WKKV-F	5 WMIL-F	
6 WLUM-F	6 WLZR-F	WPNT-F	6 WLTQ-F <	6 WKLH-F	6 WPNT-F	6 WLUM-F <	6 WISN	6 WISN <	6 WZTR-F	
	7 WKLH-F	7 WKLH-F	7 WKLH-F	7 WPNT-F <	7 WNOV	7 WTMJ	WKKV-F	7 WKTJ-F <	7 WKTJ-F	
			8 WAMG-F	8 WZTR-F <		8 WKTJ-F	8 WKTJ-F	8 WPNT-F <	8 WKKV-F	
			WLZR-F	9 WAMG-F <				9 WZTR-F	9 WMYX-F	
				10 WLZR-F <						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WALK	SPRTS	1510	Waukesha 0.4 1.4 12 243
WBWI-F	C	92.5	West Bend 0.7 2.2 39 511
WEMP	O	1250	Milwaukee 0.3 2.1 8 283
WEXT-F	C	104.7	Sturtevant 0.5 1.3 19 350
WEZY-F	SAC	92.1	Racine 0.7 2.2 21 391
WGLB	B/G	1560	Pt. Washington 0.4 0.8 10 104
WRJN	FS	1400	Racine 0.7 1.7 16 234
WTKM-F	C	104.9	Hartford 0.9 1.9 27 335

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WBBM	N	780	Chicago 0.3 1.6 12 336
WGN	FS/T	720	Chicago 0.7 2.5 33 597
WIL-F	AOR	95.1	Kenosha 0.6 1.7 30 377

MILWAUKEE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
All-Pro/Shamrock JOA WJZI-FM, WLUM-FM, WMCS-AM	7.8 %	9.5 %	7.1 %	AC	0 (0)	340 (3)	340 (3)	16.4 %	16.0 %
Clear Channel WKKV-FM, WMIL-FM, WOKY-AM, WZTR-FM	24.5 %	18.6 %	23.5 %	AOR/Classic/NR	0 (0)	350 (4)	350 (4)	16.9 %	19.7 %
Saga WFMR-FM, WJYI-AM, WKLH-FM, WLZR-FM, WPNT-FM	18.8 %	22.8 %	22.7 %	Black/Urban	91 (2)	155 (1)	246 (3)	11.9 %	8.9 %
Sinclair Broadcast Group WAMG-FM, WEMP-AM, WMYX-FM	8.6 %	10.5 %	8.5 %	CHR	0 (0)	68 (1)	68 (1)	3.3 %	0.0 %
				Classical	0 (0)	64 (1)	64 (1)	3.1 %	2.5 %
				Country	0 (0)	224 (4)	224 (4)	10.8 %	10.6 %
				Full Service	243 (3)	0 (0)	243 (3)	11.7 %	10.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	61 (1)	61 (1)	2.9 %	3.0 %
				News/Talk	111 (2)	0 (0)	111 (2)	5.4 %	7.0 %
				Oldies	8 (1)	96 (1)	104 (2)	5.0 %	5.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	10 (1)	0 (0)	10 (1)	0.5 %	2.1 %
				Soft AC	0 (0)	109 (2)	109 (2)	5.3 %	6.7 %
				Sports	9 (1)	0 (0)	9 (1)	0.4 %	0.5 %
				Standards/EZ	135 (1)	0 (0)	135 (1)	6.5 %	6.2 %
				Totals	607 (11)	1467 (18)	2074 (29)		

AM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Product	Station
WISN	1130	50 kw/10 kw (DA-2)	Talk	ABC, Westwd	\$60.00	Sentry	Capstar	
WMCS	1290	5 kw (DA-2)	Black AC	ABC	\$26.00	Banner	All Pro	Greenfield
WNOV	860	0.25 kw/0.005 kw	Black	AURN	\$22.00	---		
WOKY	920	5 kw/1 kw (DA-2)	Standards	CNN	\$51.00	Clr Chnl	Clear Channel	
WTMJ	620	50 kw/10 kw (DA-2)	Full Service	ABC	\$139.00	Christal	Journal Bcst Gp	

FM Stations

Station	Power	Time	Format	Company	Advertiser	Agency	Product	Station
WAMG	103.7	19.5 kw @ 840	CHR	Westwd	\$52.00	Katz	Sinclair Bcst Gp	Wauwatosa
WFMR	98.3	6 kw @ 292	Classical		\$39.00	Mc-Guild	Saga	Menomonee Falls
WJZI	93.3	12.5 kw @ 990	Jazz	ABC	\$50.00	Allied	Shamrock	
WKKV	100.7	50 kw @ 500	Black	ABC	\$56.00	Clr Chnl	Clear Channel	Racine
WKLH	96.5	20 kw @ 807	Classic AOR		\$150.00	Mc-Guild	Saga	
WKTI	94.5	15.5 kw @ 911	AC/CHR	ABC	\$155.00	Christal	Journal Bcst Gp	
WLTQ	97.3	15.5 kw @ 911	Soft AC	ABC	\$66.00	Sentry	Capstar	
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	Mc-Guild	Saga	
WMIL	106.1	13.1 kw @ 976	Country		\$135.00	Clr Chnl	Clear Channel	
WMYX	99.1	50 kw @ 448	AC	Westwd	\$70.00	Sentry	Sinclair Bcst Gp	
WPNT	106.9	6 kw @ 328	Modern AC		\$ NA	Mc-Guild	Saga	Brookfield
WZTR	95.7	34 kw @ 610	Oldies		\$61.00	Banner	Clear Channel	

Notes: 4/98 WZER (540; Jackson) sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group sale . . . 6/98 WLUM-F changed from New Rock to AOR

Jim Duncan

Comments: Overall listening to radio is steady . . . WOKY rebounded from a weak Winter book . . . WPNT-F continued its year-long string of gains . . . WFMR-F has its highest 12+ share in two years

MINNEAPOLIS-ST. PAUL

Artitrion Rank: 14 **Pop (12+):** 2,267,500
MSA Rank: 13
MSA Pop: 2,820,000
DMA: 14
Average Persons Rating: 16.1
Market TSL in Hours: 21.00

Stations: 25 / 23
Diaries: 3,568/636:1/59.3%
Sample Target: 3,440
% Below Line: 0.9
% Not Listed: 17.4
Pop per Station: 98,587

Last Year's Revenue: \$126,500,000
Household Income: \$54,912
Total Retail Sales: \$29.2 Bil.
#1 Biller: WCCO \$22,700,000
#1 Billing Portfolio: Chancellor \$40,200,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WCCO	FS	378 / 10.3	11.8	12.3	11.6	11.5	5541 / 24.4	29.7	27.4	535 / 7641	K	WCCO
2	KQRS-F	CL AOR	368 / 10.1	11.2	11.2	10.5	10.4	6027 / 26.6	27.5	26.0	423 / 6995	H	KQRS-F
3	KDWB-F	CHR	309 / 8.5	8.0	7.8	8.1	6.9	5785 / 25.5	25.0	22.6	355 / 6732	H	KDWB-F
4	KEEY-F	C	276 / 7.6	8.1	8.0	7.5	6.9	3988 / 17.5	18.7	15.9	320 / 4713	H	KEEY-F
5	WLTE-F	SAC	238 / 6.5	5.9	6.3	6.5	6.7	3689 / 16.3	16.9	16.9	255 / 4064	I	WLTE-F
6	KQQL-F	O	197 / 5.4	5.2	4.5	5.3	5.0	3810 / 16.8	16.0	16.9	230 / 4577	H	KQQL-F
7	KSTP-F	AC	192 / 5.3	5.1	5.3	6.1	5.2	5018 / 22.1	21.7	20.2	219 / 5574	I	KSTP-F
8	KSTP	N/T	181 / 5.0	5.3	5.0	4.5	5.0	2502 / 11.0	11.1	10.7	206 / 2903	F	KSTP
9	KXZR-F	AOR	159 / 4.4	3.5	2.8	4.5	4.6	2391 / 10.5	10.0	16.0	187 / 2867	G	KXZR-F
10	KTCZ-F	AOR-P	134 / 3.7	3.8	4.0	4.5	4.4	3077 / 13.6	12.9	13.6	145 / 3289	G	KTCZ-F
11	KMJZ-F	J	118 / 3.2	3.1	2.9	2.9	3.1	2018 / 8.9	8.8	8.9	129 / 2216	E	KMJZ-F
12	WRQC-F	AOR	112 / 3.1	3.5	3.8	3.1	4.5	2311 / 10.2	11.0	14.4	134 / 2796	E	WRQC-F
13	KFAN	SPRTS	75 / 2.1	2.2	2.6	1.4	1.8	1478 / 6.5	8.3	6.0	81 / 1651	E	KFAN
14	KZNR-F	AOR-P	73 / 2.0	2.1	1.3	1.4	1.9	1625 / 7.2	6.1	5.6	76 / 1689	C	KZNR-F
15	KLBB-AA	ST	65 / 1.8	1.4	1.7	1.9	2.5	1179 / 5.2	4.4	5.3	66 / 1194	C	KLBB-AA
16	KZNF-F	AOR-P	40 / 1.1	1.0	0.7	0.5	0.7	788 / 3.4	2.9	2.1	41 / 794	*	KZNF-F

12+ FM Share (Metro): 75.06% (2266 of 3019) (Spring 97: 73.43%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCWB-F >>	1 KQRS-F <	1 KQRS-F >	1 KQRS-F >	1 KQRS-F >	1 WCCO >	1 KQRS-F	1 WLTE-F <	1 KDWB-F <	1 KDWB-F <	1 WCCO
2 KXZR-F	2 KDWB-F	2 KDWB-F <	2 KEEY-F	2 KEEY-F	2 KQRS-F	2 WCCO >>	2 KQRS-F <	2 KEEY-F	2 WCCO >	2 KDWB-F
KEEY-F >	3 KXZR-F	3 KEEY-F	3 KSTP-F	3 WLTE-F <	3 WLTE-F <	3 KDWB-F	3 KEEY-F	3 WCCO <	3 KEEY-F	3 KEEY-F
	KEEY-F <	4 KSTP-F	4 WLTE-F	4 KQQL-F	4 KQQL-F	4 KEEY-F	4 KSTP	4 KQRS-F <	4 KXZR-F	4 KQQL-F <
	5 KSTP-F	5 WLTE-F <	KDWB-F <	KSTP-F	5 KSTP <	5 WLTE-F	KDWB-F	5 KSTP <	5 KSTP-F <	5 KQRS-F
	6 WRQC-F	6 KXZR-F	6 KQQL-F	6 KDWB-F <	6 KEEY-F >	6 WRQC-F	6 WCCO <	6 WLTE-F <	6 KQRS-F <	6 WLTE-F <
	7 KTCZ-F <	KQQL-F <	7 KTCZ-F	7 KTCZ-F <	7 KMJZ-F	7 KQQL-F	7 KSTP-F	7 KSTP-F <	7 WLTE-F	7 KSTP-F
	8 WLTE-F	8 KTCZ-F	8 KSTP <	8 WCCO	8 KSTP <	8 KQQL-F	8 KQQL-F	8 KQQL-F <	8 KQQL-F	8 KXZR-F
		9 KXZR-F	KSTP				9 KXZR-F <	9 KXZR-F		
							10 KTCZ-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	12+ Ovrnite
1 KDWB-F >>	1 KDWB-F >	1 KSTP-F <	1 KDWB-F <	1 WLTE-F <	1 KXZR-F	1 KQRS-F	1 KQRS-F >	1 KQRS-F >>	1 KQRS-F >>	1 WCCO >>
2 KEEY-F >	2 KSTP-F <	2 KDWB-F	2 KEEY-F	2 KEEY-F	2 KQRS-F	2 KXZR-F >	2 KXZR-F >	2 KXZR-F	2 KSTP	2 KQRS-F
3 KSTP-F	3 KEEY-F	3 KEEY-F <	3 WLTE-F <	3 KQRS-F	3 KDWB-F	3 WRQC-F <	3 WRQC-F <	3 KSTP <	3 KQQL-F <	3 KDWB-F <
4 KQRS-F	4 KQRS-F <	4 WLTE-F	4 KSTP-F	KSTP-F <	4 WRQC-F >>	4 KDWB-F	4 KEEY-F	4 WRQC-F <	4 KEEY-F <	4 KEEY-F
KZNR-F >>	5 WLTE-F	5 KQRS-F <	5 KQRS-F	5 KDWB-F	5 KEEY-F	5 KEEY-F	5 KSTP-F <	5 KEEY-F <	5 KXZR-F	5 KSTP
6 KZNR-F	6 KTCZ-F	6 KTCZ-F >>	6 KQQL-F	6 KQQL-F	6 KSTP-F	6 KDWB-F	6 KDWB-F	6 KDWB-F <	6 KSTP-F <	6 KSTP-F <
7 WLJE-F	7 KZNR-F	7 KTCZ-F	7 KTCZ-F	7 KTCZ-F		7 KSTP <	7 KSTP <	7 KSTP-F <	7 WCCO <	7 WCCO <
				8 WCCO <		8 KFAN <	8 KQQL-F <	8 KFAN <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KXBR	C/O	690	Minneapolis	0.5 1.1 22 252
WEZU	ST	1220	St. Cloud	0.5 1.4 17 334
WIXK-AF	C	107.1	New Richmond, WI	0.6 1.8 26 458
WMNN	N	1330	Minneapolis	0.4 1.8 14 419

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KCLD-F	CHR	104.7	St. Cloud	0.5 2.0 71 1454
WWJO-F	C	98.1	St. Cloud	0.4 1.6 59 1038

MINNEAPOLIS-ST. PAUL

Consolidation Report		12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97
ABC/Disney		27.0 %	31.7 %	23.1 %	AC	0	(0)	192 (1)	192 (1)	6.4 %	6.3 %
KDIZ-AM, KQRS-FM, KXXR-FM, KZNR-FM, KZNT-FM, KZMZ-FM					AOR/Classic/NR	0	(0)	885 (7)	885 (7)	29.3 %	32.3 %
CBS, pend.		20.0 %	15.9 %	29.0 %	Black/Urban	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
KMJZ-FM, KSGS-AM, WCCO-AM, WLTE-FM					CHR	0	(0)	327 (2)	327 (2)	10.8 %	8.4 %
Chancellor		30.9 %	32.9 %	31.8 %	Classical	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
KDWB-FM, KEEY-FM, KFAN-AM, KQQL-FM, KTCZ-FM, KXBR-AM, WRQC-FM					Country	23	(2)	309 (3)	332 (5)	11.0 %	9.1 %
Local		1.8 %	9.4 %	1.0 %	Full Service	378	(1)	0 (0)	378 (1)	12.5 %	13.9 %
KLBB-AM, WLOL-AM					Hispanic	0	(0)	0 (0)	0 (0)	0.0 %	0.0 %
		79.7 %	89.9 %	84.9 %	Jazz	0	(0)	118 (1)	118 (1)	3.9 %	3.7 %
					News/Talk	195	(2)	0 (0)	195 (2)	6.5 %	6.7 %
					Oldies	0	(0)	197 (1)	197 (1)	6.5 %	6.0 %
					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	0	(0)	238 (1)	238 (1)	7.9 %	8.0 %
					Sports	75	(1)	0 (0)	75 (1)	2.5 %	2.2 %
					Standards/EZ	82	(3)	0 (0)	82 (3)	2.7 %	3.4 %
					Totals	753	(9)	2266 (16)	3019 (25)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Location
KFAN	1130	50 kw/25 kw (DA-2)	Sports	Westwd, ESPN	\$60.00	Christal	Chancellor
KLBB	1400	1 kw	Standards	Westwd, CNN	\$32.00	---	WLOL
KSTP	1500	50 kw (DA-N)	News/Talk	ABC	\$74.00	Christal	Hubbard
WCCO	830	50 kw	Full Service	CBS	\$275.00	CBS	CBS
WLOL	1470	5 kw (DA-2)	See KLBB				KLBB Brooklyn Park

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Location
KDWB	101.3	100 kw @ 1035	CHR	\$158.00	Katz	Chancellor	
KEEY	102.1	100 kw @ 1035	Country	\$150.00	Christal	Chancellor	
KMJZ	104.1	100 kw @ 1070	Jazz	ABC \$75.00	Eastman	CBS, pend.	
KQQL	107.9	100 kw @ 1090	Oldies	AMFM \$155.00	Katz	Chancellor	
KQRS	92.5	100 kw @ 1035	Classic AOR	ABC \$340.00	Katz	ABC/Disney	
KSTP	94.5	100 kw @ 1220	AC	\$160.00	Christal	Hubbard	
KTCZ	97.1	100 kw @ 1035	Progressive AOR	AMFM \$145.00	Katz	Chancellor	
KXXR	93.7	100 kw @ 1035	AOR	ABC \$160.00	---	ABC/Disney	
KZNR	105.1	2.6 kw @ 499	Progressive AOR	ABC \$50.00	---	ABC/Disney	Lakeville
KZNT	105.3	25 kw @ 299	See KZNR-F				Cambridge
KZMZ	105.7	6 kw @ 239	See KZNR-F				Eden Prairie
WLTE	102.9	100 kw @ 1035	Soft AC	\$160.00	CBS	CBS	
WRQC	100.3	100 @ 922	AOR	\$ NA	Sentry	Chancellor	

Notes: *KZMZ-F revenue is included with KZNR-FF . . . 4/98 WWTC (1280) sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group sale . . . 4/98 KYCR (1570) sold by Children's to Salem (with KTEK, Houston) for \$2,700,000 . . . 5/98 Jacor traded KSGS/KMJZ-F to CBS as part of a multi-market transaction (See Group Sales)

Jim Duncan

Comments: Overall listening to radio is off 0.8 rating points . . . WCCO's lead over KQRS-F is narrower than at any time in the past year, although both are down versus a year ago . . . KDWB-F has its best 12+ showing in two years . . . KTCZ-F experienced its third straight share decrease . . . Howard Stern doesn't appear to be "playing" in the Twin Cities: WRQC-F is down again overall and ranks sixth in the morning

MOBILE

Arbitron Rank: 86 Pop (12+): 430,200
MSA Rank: 97
MSA Pop: 527,000
DMA: 61 (w/Pensacola)
Average Persons Rating: 17.0
Market TSL in Hours: 22.75

Stations: 26 / 20
Diaries: 985/437:1/50.0%
Sample Target: 990
% Below Line: 15.7
% Not Listed: 13.0
Pop per Station: 21,510

Last Year's Revenue: \$15,400,000
Household Income: \$36,325
Total Retail Sales: \$4.8 Bil.
#1 Biller: WKSJ-AF \$3,300,000
#1 Billing Portfolio: Clear Channel \$6,540,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WABB-F	73 / 10.0	6.0	8.1	5.4	7.3	7.4	941 / 21.9	20.9	21.3	123 / 1821	C	WABB-F
2	WBLX-F	62 / 8.5	6.9	7.3	7.7	5.7	7.6	840 / 19.5	19.1	18.5	144 / 1842	D	WBLX-F
3	WDLT-F	57 / 7.8	6.9	6.3	6.4	6.9	6.9	588 / 13.2	10.4	11.4	67 / 695	C	WDLT-F
4	WYOK-F	56 / 7.7	6.5	8.7	10.6	6.4	8.4	681 / 15.8	17.7	15.8	72 / 893	B	WYOK-F
5	WKSJ-F	51 / 7.0	8.0	8.5	10.3	9.6	8.4	836 / 19.4	19.4	18.7	70 / 1240	E	WKSJ-F
6	WAVH-F	38 / 5.2	3.9	4.5	5.7	5.1	4.8	531 / 12.3	9.9	11.1	39 / 584	C	WAVH-F
7	WTKX-F	AOR	38 / 4.9	3.9	3.7	2.2	5.0	484 / 11.3	8.5	12.4	68 / 1132		WTKX-F
8	WGOK	B/G	34 / 4.7	8.4	6.9	3.6	6.7	421 / 9.8	9.9	8.8	34 / 423	A	WGOK
9	WRKH-F	CL AOR	30 / 4.1	3.3	3.6	3.2	3.4	511 / 11.9	7.8	9.1	50 / 913	B	WRKH-F
10	WMXC-F	AC	25 / 3.4	3.0	3.1	4.6	4.3	537 / 12.5	11.5	13.8	46 / 999	B	WMXC-F
11	WWRO-F	CL HITS	22 / 3.0	3.0	3.0	3.1	4.1	409 / 9.5	10.1	11.4	53 / 973		WWRO-F
12	WXBM-F	C	21 / 2.9	2.9	3.4	3.9	2.7	403 / 9.4	8.6	7.5	107 / 1382		WXBM-F
	WNTM	N/T	21 / 2.9	4.8	3.7	4.3	4.3	308 / 7.2	7.5	10.4	21 / 311	C	WNTM
14	WDWG-F	C	20 / 2.7	3.5	2.7	3.6	2.9	343 / 8.0	10.4	7.8	32 / 670	C	WDWG-F
	WMEZ-F	SAC	20 / 2.7	2.6	3.4	2.5	2.3	324 / 7.5	8.6	7.9	67 / 908	C	WMEZ-F

12+ FM Share (Metro): 85.35% (542 of 635) (Spring 97: 83.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYOK-F >	1 WABB-F <	1 WABB-F	1 WABB-F <	1 WDLT-F	1 WDLT-F	1 WABB-F	1 WABB-F	1 WABB-F <	1 WYOK-F	1 WDLT-F
2 WBLX-F <	2 WTKX-F	2 WBLX-F <	2 WDLT-F	2 WABB-F	2 WKSJ-F <	2 WKSJ-F	2 WKSJ-F	2 WYOK-F	2 WBLX-F	2 WBLX-F
3 WABB-F >>>	3 WBLX-F <	3 WDLT-F	3 WBLX-F	3 WBLX-F	3 WAVH-F	3 WDLT-F <	3 WBLX-F	3 WBLX-F	3 WABB-F	3 WABB-F
4 WYOK-F >	4 WTKX-F <	4 WRKH-F <	4 WAVH-F	4 WYOK-F	4 WGOK	4 WBLX-F	4 WDLT-F	4 WKSJ-F	4 WDLT-F	4 WYOK-F
5 WKSJ-F	5 WYOK-F	5 WKSJ-F	5 WKSJ-F	5 WRKH-F	5 WYOK-F	5 WAVH-F	5 WAVH-F <	5 WAVH-F <	5 WTKX-F	5 WKSJ-F
6 WDLT-F	6 WKSJ-F	6 WYOK-F	6 WYOK-F	6 WKSJ-F >	6 WBLX-F <	6 WGOK <	6 WYOK-F	6 WDLT-F <	6 WGOK	6 WGOK
	WRKH-F	7 WTKX-F	7 WTKX-F	7 WRKH-F	7 WRKH-F	7 WRKH-F	7 WTKX-F	7 WTKX-F	7 WMEZ-F	7 WTKX-F <
	8 WMXC-F	8 WAVH-F <	8 WYOK-F <	8 WNTM	8 WYOK-F	8 WYOK-F	8 WGOK <	8 WRKH-F	8 WRKH-F	8 WRKH-F <
	9 WWRO-F <	9 WMXC-F	9 WWRO-F <	9 WMXC-F	9 WMXC-F	9 WMXC-F <	9 WNTM <	9 WMXC-F <	9 WKSJ-F <	9 WKSJ-F <
		10 WMXC-F >	10 WMXC-F	10 WMXC-F	10 WTKX-F	10 WRKH-F <	10 WNTM			

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	12+ Ovmit
1 WABB-F	1 WABB-F >	1 WABB-F >	1 WABB-F	1 WDLT-F	1 WTKX-F >	1 WTKX-F >	1 WTKX-F >	1 WTKX-F <	1 WDLT-F	1 WBLX-F
2 WBLX-F	2 WBLX-F >	2 WBLX-F	2 WDLT-F	2 WABB-F >	2 WYOK-F	2 WYOK-F	2 WBLX-F	2 WABB-F	WRKH-F	WYOK-F
3 WYOK-F >	3 WYOK-F	3 WKSJ-F	3 WBLX-F >	3 WBLX-F	3 WYOK-F	3 WYOK-F	3 WYOK-F	3 WBLX-F	3 WBLX-F	3 WABB-F
4 WTKX-F	4 WMXC-F	4 WMXC-F	4 WYOK-F	4 WGOK <	4 WBLX-F	4 WBLX-F >	4 WRKH-F	4 WYOK-F	4 WYOK-F	4 WYOK-F
5 WDLT-F	5 WKSJ-F	5 WYOK-F	5 WMXC-F	5 WAVH-F	5 WRKH-F	5 WRKH-F	5 WKSJ-F	5 WKSJ-F <	5 WKSJ-F <	5 WKSJ-F
6 WDLT-F	6 WTKX-F	6 WDLT-F	6 WKSJ-F	6 WKSJ-F	6 WKSJ-F	6 WKSJ-F	6 WABB-F	6 WDLT-F	6 WAVH-F	6 WAVH-F
7 WDLT-F	7 WDLT-F	7 WGOK	7 WXBM-F	7 WXBM-F	7 WXBM-F	7 WXBM-F	7 WDLT-F	7 WKSJ-F	7 WTKX-F	7 WTKX-F
8 WDLT-F	8 WXBM-F	8 WXBM-F	8 WWRO-F	8 WMXC-F	8 WMXC-F	8 WMXC-F	8 WDLT-F	8 WDLT-F	8 WYOK-F	8 WYOK-F
9 WDLT-F	9 WTKX-F >	9 WTKX-F >	9 WTKX-F >	9 WTKX-F	9 WTKX-F	9 WTKX-F	9 WTKX-F	9 WTKX-F	9 WTKX-F	9 WTKX-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WA3B	T	1480	0.7 2.2 6 120
WA3F	ST	1220	1.2 1.3 9 61
WDLT	B/G	660	0.8 2.0 7 99
WHEP	T	1310	1.2 1.2 9 69
WHXT-F	G	1021	0.7 2.0 10 182
WKSJ	C	1270	0.4 1.4 4 70
WLTV	REL	1410	0.8 1.6 6 71
WN3P-F	SPRIS	105.5	0.5 2.3 5 126
WZEW-F	AOR-P	92.1	0.8 4.1 8 208

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKNN-F	C	99.1	0.7 4.0 42 615
WYCL-F	O	107.3	1.5 5.7 47 747

MOBILE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
American General WAVH-FM, WZEW-FM	6.0 %	8.1 %	10.0 %	AC	0 (0)	25 (1)	25 (1)	3.9 %	4.9 %
				AOR/Classic/NR	0 (0)	72 (3)	72 (3)	11.3 %	11.0 %
Calendar WBLX-FM, WDLT-AM, WDLT-FM	17.1 %	19.7 %	24.7 %	Black/Urban	0 (0)	175 (3)	175 (3)	27.6 %	21.5 %
				CHR	0 (0)	73 (1)	73 (1)	11.5 %	8.3 %
Clear Channel WDWG-FM, WKSJ-AM, WKSJ-FM, WMXC-FM, WNTM-AM, WRKH-FM	20.5 %	22.3 %	42.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	43.7 %	50.1 %	77.2 %	Country	3 (1)	97 (4)	100 (5)	15.7 %	20.2 %
				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	35 (3)	0 (0)	35 (3)	5.5 %	6.3 %
				Oldies	0 (0)	71 (3)	71 (3)	11.2 %	12.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	46 (3)	5 (1)	51 (4)	8.0 %	8.9 %
				Soft AC	0 (0)	20 (1)	20 (1)	3.1 %	2.6 %
				Sports	0 (0)	4 (1)	4 (1)	0.6 %	1.1 %
				Standards/EZ	9 (1)	0 (0)	9 (1)	1.4 %	2.3 %
				Totals	93 (8)	542 (18)	635 (26)		

AM Stations

Station	Freq	Pwr	Day	Format	Westwd	\$	NA	Other	Notes
WABF	1220	1 kw	(Days)	Standards	Westwd	\$ NA	—		Fairhope
WGOK	900	1 kw/0.38 kw	(DA-2)	Black Gospel	AURN	\$20.00	Allied		
WNTM	710	1 kw	(DA-N)	News/Talk	CBS, Westwd	\$31.00	Sentry	Clear Channel	

FM Stations

Station	Freq	Pwr	Day	Format	Westwd	\$	NA	Other	Notes
WABB	97.5	100 kw @ 1552		CHR	ABC	\$36.00	Christal		
WAVH	106.5	50 kw @ 449		Oldies	CBS, Westwd	\$35.00	Mc-Guild	American General	Daphne
WBLX	92.9	100 kw @ 1555		Black	Westwd, ABC	\$60.00	Katz	Calendar	
WDLT	98.3	40 kw @ 548		Black AC	ABC, AURN	\$25.00	Allied	Calendar	Chickasaw
WDWG	104.1	100 kw @ 1555		Country	ABC	\$29.00	Sentry	Clear Channel	Atmore, AL
WKSJ	94.9	100 kw @ 1555		Country	ABC	\$67.00	Sentry	Clear Channel	
WMXC	99.9	100 kw @ 1755		AC	CBS	\$<20.00	Clr Chnl	Clear Channel	
WRKH	96.1	100 kw @ 1342		Classic AOR	Westwd	\$<20.00	Clr Chnl	Clear Channel	
WYOK	104.9	33 kw @ 600		Black	AURN, Westwd, ABC	\$<20.00	Allied		Moss Point, MS
WZEW	92.1	13.5 kw @ 450		Progressive AOR		\$ NA	Mc-Guild	American General	Fairhope

Notes: Other ranked stations – See Pensacola . . . 3/98 WDLT (660) changed from simulcasting WDLT-F to Black Gospel . . . 4/98 WZEW-F sold to American General/WAVH-F for \$1,400,000 (1997 sale of WZEW-F to WAVH-F apparently never closed) . . . 5/98 WNXP-F sold by Clear Channel to Ken Johnson for \$1,050,000

Jim Duncan

Comments: Listening levels are up moderately (+0.7 ratings point) . . . WKSJ-F has its lowest share since 1978 . . . WABB-F registered its best book in many years and leads the market in 12+

MODESTO

Arbitron Rank: 121 Pop (12+): 337,300
MSA Rank: 119
MSA Pop: 430,000
DMA: Sacramento (#21)
Average Persons Rating: 14.3
Market TSL in Hours: 19.50

Stations: 24 / 15
Diaries: 716/471:1/54.4%
Sample Target: 730
% Below Line: 22.1
% Not Listed: 15.5
Pop per Station: 22,487

Last Year's Revenue: \$16,900,000
Household Income: \$38,294
Total Retail Sales: \$3.6 Bil.
#1 Biller: KATM-F \$5,200,000
#1 Billing Portfolio: Citidel \$8,550,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KATM-F	71 / 14.7	14.5	17.3	15.5	16.2	863 / 25.6	24.8	28.2	193 / 2252	G	KATM-F
2	KOSO-F	37 / 7.7	6.5	3.2	3.5	5.2	577 / 17.1	17.4	11.6	75 / 1335	D	KOSO-F
3	KHKK-FF	34 / 7.0	4.6	4.2	5.9	3.6	504 / 15.0	14.4	12.6	84 / 1385	C	KHKK-FF
	KJSN-F	34 / 7.0	7.3	5.8	7.6	7.0	533 / 15.8	14.0	14.9	45 / 708	C	KJSN-F
5	KHOP-F	30 / 6.2	5.8	6.3	4.8	7.4	456 / 13.5	12.7	15.2	75 / 1121	D	KHOP-F
6	KWNN-F	28 / 5.4	4.6	4.8	5.5	5.2	455 / 13.5	12.2	14.1	33 / 603	B	KWNN-F
7	KMIX-F	24 / 5.0	4.6	4.0	3.7	1.4	268 / 8.0	7.3	9.8	60 / 687		KMIX-F
8	KHTN-F	20 / 4.1	3.6	2.2	3.1	2.6	405 / 12.0	10.8	9.4	58 / 1000	B	KHTN-F
9	KABX-F	18 / 3.7	3.4	4.0	2.6	3.0	269 / 8.0	8.3	9.0	33 / 576	A	KABX-F
10	KRVR-F	16 / 3.3	2.6	2.6	1.5	1.6	219 / 6.5	5.4	5.2	30 / 498	A	KRVR-F
11	KWIN-F	15 / 3.1	1.6	2.8	1.3	2.4	214 / 6.3	4.2	5.2	85 / 1252		KWIN-F
12	KFIV	14 / 2.9	4.0	2.4	3.7	4.0	189 / 5.6	6.1	4.9	17 / 246	A	KFIV
13	KVIN	12 / 2.5	0.4		0.7		146 / 4.3	1.6		21 / 233		KVIN
14	KNBR	10 / 2.1	2.0	3.4	3.1	3.4	163 / 4.8	5.3	8.8	47 / 678		KNBR
	KZMS-F	10 / 2.1	4.2	4.4	2.6	1.6	181 / 5.4	6.1	8.6	29 / 385	B	KZMS-F

12+ FM Share (Metro): 88.73% (362 of 408) (Spring 1997: 81.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTN-F	1 KATM-F	1 KATM-F >	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KOSO-F	1 KATM-F >>
2 KWNN-F	2 KHOP-F	2 KHKK-FF <	2 KHKK-FF	2 KHKK-FF <	2 KJSN-F	2 KHOP-F >	2 KJSN-F <	2 KOSO-F	2 KWNN-F	2 KHKK-FF
<OSO-F	3 KOSO-F <	3 KHOP-F	3 KJSN-F	3 KJSN-F	3 KHKK-FF	3 KHKK-FF	3 KHKK-FF <	3 KHKK-FF <	KHTN-F	3 KOSO-F
4 KMIX-F	4 KHKK-FF <	KOSO-F	KOSO-F	4 KOSO-F	4 KABX-F	KJSN-F <	4 KOSO-F	4 KJSN-F	KATM-F	KJSN-F <
KWIN-F >	5 KWNN-F	5 KJSN-F >	KHOP-F >	KHOP-F >	5 KOSO-F <	5 KOSO-F	5 KHOP-F <	5 KWNN-F	5 KHOP-F	5 KMIX-F
6 KJSN-F	6 KMIX-F <	6 KMIX-F	6 KMIX-F	6 KMIX-F	6 KRVR-F	6 KWNN-F	6 KMIX-F <	6 KHOP-F <	6 KMIX-F	6 KWNN-F <
7 KHTN-F	7 KWNN-F >	7 KRVR-F <	7 KRVR-F <	7 KABX-F	KVIN <	7 KFIV	7 KWNN-F <	7 KMIX-F	7 KHKK-FF <	7 KHTN-F <
				KRVR-F		8 KHTN-F	8 KABX-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	12+ Ovmitte
1 KATM-F >>	1 KATM-F >>	1 KATM-F >	1 KATM-F >	1 KATM-F	1 KATM-F	1 KHOP-F >	1 KHOP-F >	1 KHOP-F	1 KHOP-F	1 KATM-F >
2 KWNN-F	2 KWNN-F	2 KJSN-F >	2 KJSN-F	2 KJSN-F >	2 KHTN-F	2 KHKK-FF	2 KHKK-FF	2 KHKK-FF	2 KHKK-FF	2 KOSO-F
KOSO-F	3 KOSO-F	3 KWNN-F >	3 KOSO-F	3 KHKK-FF	KHOP-F >	3 KOSO-F	3 KOSO-F >>	3 KATM-F	3 KATM-F <	3 KWIN-F >
4 KHTN-F >	KJSN-F >>	4 KOSO-F	4 KHKK-FF <	4 KOSO-F	4 KWIN-F	KATM-F >	4 KRVR-F	4 KOSO-F >>	4 KOSO-F >>	
	5 KHTN-F	KHKK-FF	5 KWNN-F	5 KMIX-F	KWNN-F >>	5 KWIN-F	KWIN-F	5 KRVR-F	5 KRVR-F	
	KMIX-F		KMIX-F >	6 KWNN-F		6 KWNN-F	KATM-F >		KJSN-F	
			7 KHTN-F >	7 KABX-F					7 KABX-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KFRY-F	C	96.7	Manteca	1.7 6.5 13 396
KNTD-F	SP-C	95.9	Livingston	0.4 1.6 5 123
KTDO-F	SP	98.9	Columbia	1.0 3.5 8 176
KTRB	SP-NT	86.0	Modesto	0.4 2.2 4 120

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KCBS	N/T	740	San Francisco	1.2 4.1 20 512
KHTK	SPRTS	1140	Sacramento	0.4 1.6 16 274
KQOD-F	O	100.1	Stockton	0.6 3.1 50 952
KUBB-F	C	96.3	Mariposa	1.9 4.6 27 498

MODESTO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	12.3 %	12.1 %	23.2 %	AC	0 (0)	71 (2)	71 (2)	17.4 %	10.5 %
KFIV-AM, KFRY-FM, KOSO-FM, KJSN-FM				AOR/Classic/NR	0 (0)	64 (3)	64 (3)	15.7 %	13.8 %
Citadel	27.9 %	30.7 %	50.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KANM-AM, KATM-FM, KDJK-FM, KHKK-FM, KHOP-FM				CHR	0 (0)	61 (3)	61 (3)	15.0 %	12.1 %
	40.2 %	42.8 %	73.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	88 (3)	88 (3)	21.6 %	23.5 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	2 (1)	41 (4)	43 (5)	10.5 %	17.0 %
				Jazz	0 (0)	16 (1)	16 (1)	3.9 %	3.0 %
				News/Talk	20 (2)	0 (0)	20 (2)	4.9 %	7.2 %
				Oldies	0 (0)	21 (2)	21 (2)	5.1 %	5.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	2.1 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	12 (2)	0 (0)	12 (2)	2.9 %	5.1 %
				Standards/EZ	12 (1)	0 (0)	12 (1)	2.9 %	0.0 %
				Totals	46 (6)	362 (18)	408 (24)		

AM Stations

KFIV	1360	4 kw/0.95 kw (DA-2)	Talk	CNN, ABC	\$<20.00	Allied	Capstar	
KTRB	860	50 kw/10 kw (DA-2)	Hispanic News/Talk		\$<20.00	Lotus	Pappas	
KVIN	1390	5 kw (DA-2)	Standards	Westwd	\$ NA	Allied	KRVR-F	Turlock

FM Stations

KATM	103.3	50 kw @ 500	Country	ABC	\$100.00	Mc-Guild	Citadel	
KDJK	103.9	0.071 kw @ 2047	See KHKK-F					Mariposa
KHKK	104.1	50 kw @ 500	Classic AOR		\$50.00	Mc-Guild	Citadel	
KHOP	95.1	29.5 kw @ 633	AOR/Classic AOR		\$50.00	Mc-Guild	Citadel	Oakdale
KJSN	102.3	6 kw @ 298	AC		\$42.00	Eastman	Capstar	
KOSO	93.1	2.95 kw @ 1790	AC/CHR		\$51.00	Katz	Capstar	Patterson
KRVR	105.5	1 kw @ 781	Jazz		\$ NA	—	KVIN	Copperopolis
KWNN	98.3	2 kw @ 390	CHR		\$31.00	Katz	Silverado	Turlock
KZMS	97.1	1.45 kw @ 164	Hispanic		\$ NA	Caballero		Patterson

Notes: Other ranked stations – See San Francisco, Stockton or, in the Spring 1998 American Radio Small Market edition, Merced . . . 4/98 KBUL (970) changed from Country to Sports as KANM ("The Sports Animal") . . . 6/98 KTRB (860) changed from Hispanic News-Talk to simulcast co-owned News KMPH-F (Fresno)

Jim Duncan

Comments: Listening levels are down moderately (-0.8 rating point 12+) . . . KOSO-F continued its strong growth trend as did KHKK-F

MONMOUTH-OCEAN

Arbitron Rank: 46 Pop (12+): 913,200
MSA Rank: NA
MSA Pop: NA
DMA: NY (#1)
Average Persons Rating: 16.6
Market TSL in Hours: 21.75

Stations: 46 / 9
Diaries: 1,413/646:1/52.1%
Sample Target: 1,470
% Below Line: 68.2
% Not Listed: 8.7
Pop per Station: 101,467

Last Year's Revenue: NA
Household Income: \$54,019
Total Retail Sales: \$10.5 Bil
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WKXW-F	84 / 5.5	5.7	3.8	5.8	5.4	5.2	1611 / 17.6	18.1	15.6		WKXW-F
2	WABC	77 / 5.1	3.4	2.2	3.1	4.0	3.4	1037 / 11.4	8.2	8.1		WABC
3	WXRK-F	75 / 5.0	5.6	4.4	4.8	6.0	4.9	1376 / 15.1	14.7	15.8		WXRK-F
4	WOR	60 / 4.0	3.5	3.4	3.6	4.0	3.6	903 / 9.9	7.9	7.9		WOR
5	WPLJ-F	58 / 3.8	3.6	4.6	4.4	4.9	4.1	1200 / 13.1	13.2	13.3		WPLJ-F
	WRDR-F	58 / 3.8	2.4	3.7	3.3	3.1	3.3	575 / 6.3	5.7	6.0		WRDR-F
	WOBM	58 / 3.8	2.4	2.3	3.8	2.1	3.1	555 / 6.1	4.5	6.1		WOBM
8	WLTW-F	57 / 3.8	3.8	4.3	2.1	2.9	3.5	932 / 10.2	10.6	8.8		WLTW-F
9	WFAN	52 / 3.4	3.6	3.4	3.8	3.7	3.6	936 / 10.3	11.6	8.5		WFAN
10	WJLK-F	51 / 3.4	3.9	3.7	3.7	4.4	3.7	1082 / 11.8	10.0	9.5		WJLK-F
11	WHTZ-F	47 / 3.1	2.6	2.0	1.4	2.0	2.3	1054 / 11.5	10.1	11.2		WHTZ-F
12	WKTU-F	46 / 3.0	2.6	3.0	3.9	6.0	3.1	1062 / 11.6	9.8	12.2		WKTU-F
13	WRAT-F	45 / 3.0	3.1	3.9	2.5	5.4	3.1	817 / 9.0	8.3	10.5		WRAT-F
	WOBM-F	45 / 3.0	3.8	3.8	4.8	4.7	3.9	802 / 8.8	9.1	8.9		WOBM-F
15	WCBS	43 / 2.8	3.4	3.0	4.2	4.1	3.4	1081 / 11.8	10.8	11.5		WCBS
	WBBO-F	43 / 2.8	2.4	0.3	0.1	0.4	1.4	782 / 8.6	7.7	1.9		WBBO-F
17	WWZY-F	42 / 2.8	4.8	4.2	3.3	4.0	3.8	718 / 7.9	8.6	9.5		WWZY-F
18	WCBS-F	41 / 2.7	4.0	4.6	2.3	2.2	3.4	837 / 9.2	8.7	8.7		WCBS-F
19	WNEW-F	37 / 2.4	2.1	3.2	2.2	2.9	2.5	791 / 8.7	9.5	9.4		WNEW-F
20	WAXQ-F	35 / 2.3	1.9	2.9	3.2	4.8	2.6	822 / 9.0	8.3	9.8		WAXQ-F
21	WQHT-F	33 / 2.2	1.5	2.8	2.8	1.3	2.3	585 / 6.4	5.0	6.2		WQHT-F

12+ FM Share (Metro): 72.46% (947 of 1307) (Spring 1997: 81.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WHTZ-F	1 WXRK-F >	1 WXRK-F	1 WXRK-F	1 WXRK-F <	1 WABC <	1 WXRK-F >>	1 WKXW-F <	1 WKXW-F	1 WABC >	1 WOBM <
2	WBBO-F	2 WRAT-F	2 WPLJ-F <	2 WKXW-F	2 WKXW-F	2 WKXW-F	2 WABC	2 WPLJ-F <	2 WHTZ-F	2 WABC <	
3	WQHT-F >>	3 WPLJ-F	3 WKXW-F	3 WPLJ-F	3 WPLJ-F	3 WRDR-F <	3 WFAN <	3 WRDR-F <	3 WOR <	3 WBBO-F	3 WRDR-F <
4	WKTU-F >	4 WKTU-F <	4 WRAT-F	4 WRAT-F	4 WLTW-F <	4 WOR <	4 WPLJ-F	4 WLTW-F <	4 WLTW-F <	4 WPLJ-F <	4 WKXW-F <
5	WQHT-F <	5 WKTU-F <	5 WNEW-F <	5 WJLK-F <	5 WOBM	5 WOBM	5 WABC	5 WKTU-F <	5 WKTU-F <	5 WKTU-F <	5 WKTU-F
6	WJLK-F	6 WJLK-F <	6 WKTU-F	6 WFAN	6 WLTW-F	6 WOR <	6 WOR <	6 WOR <	6 WFAN <	6 WKXW-F <	6 WOR <
7	WKXW-F	7 WNEW-F	7 WJLK-F <	7 WRAT-F <	7 WOBM-F <	7 WABC	7 WJLK-F <	7 WRDR-F <	7 WQHT-F	7 WHTZ-F <	7 WHTZ-F <
	WBBO-F <	8 WAXQ-F <	8 WFAN <	8 WNEW-F <		WCBS <	8 WRAT-F	8 WJLK-F <	8 WJLK-F <	8 WOR <	8 WLTW-F <
9	WHTZ-F		9 WAXQ-F	9 WKTU-F		9 WOBM-F	9 WOBM-F <	9 WKTU-F	9 WRDR-F	9 WRDR-F	9 WBBO-F <
			WLTW-F <					WBBO-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	12+ Ovrnite
1	WPLJ-F	1 WPLJ-F <	1 WKXW-F	1 WPLJ-F <	1 WKXW-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F >>
2	WBBO-F	2 WXRK-F	2 WXRK-F	2 WLTW-F	2 WLTW-F	2 WQHT-F	2 WRAT-F >	2 WRAT-F >	2 WRAT-F	2 WKXW-F
	WKTU-F	3 WJLK-F <	3 WPLJ-F	3 WJLK-F <	3 WPLJ-F	3 WHTZ-F	3 WQHT-F	3 WFAN	3 WFAN <	3 WRAT-F
	WHTZ-F	4 WKXW-F <	4 WJLK-F	4 WXRK-F	4 WJLK-F	4 WRAT-F >>	4 WKTU-F	4 WKTU-F	4 WNEW-F <	4 WKXW-F
	WQHT-F	5 WBBO-F	5 WWZY-F	5 WKTU-F	5 WOBM-F	5 WKTU-F	5 WFAN	5 WNEW-F	5 WKXW-F <	5 WNEW-F
6	WJLK-F	6 WKTU-F	6 WJRZ-F	6 WLTW-F	6 WXRK-F	6 WOBM-F >	6 WPLJ-F	6 WABC	6 WPLJ-F	6 WPLJ-F <
7	WOBM	7 WHTZ-F	7 WAYV-F	7 WBBO-F	7 WKTU-F	7 WNEW-F >	7 WPLJ-F	7 WAXQ-F	7 WAXQ-F	7 WAXQ-F
	WXRK-F	8 WWZY-F	8 WBBO-F	8 WHTZ-F	8 WHTZ-F		8 WQHT-F >	8 WCBS-F	8 WCBS-F	8 WCBS-F
		9 WJRZ-F	9 WKTU-F	9 WOBM-F <	9 WWZY-F			9 WKTU-F		
				WBBO-F <						

MONMOUTH-OCEAN

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
WADB	C	1310	Asbury Park	1.6	2.9	
WHTG-F	AOR	106.3	Eatontown	1.1	4.2	
WJRZ-F	AC/CHR	100.1	Manahawkin	1.6	6.3	

Consolidation Report	12+	25-54	Revenue
Nassau	14.6 %	11.1 %	%
WADB-AM, WBBO-FM, WJLK-FM, WOBM-AM, WOBM-FM			
	14.6 %	11.1 %	%

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
WAWZ-F	REL	99.1	Zarephath	0.5	1.5	
WAYV-F	AC/CHR	95.1	Atlantic City	0.5	1.5	
WBBR	BIZ N	1130	New York	0.5	2.2	
WBIX-F	AC	105.1	New York	0.9	4.7	
WBLS-F	B/AC	107.5	New York	0.7	3.6	
WDHA-F	AOR	105.5	Dover	0.3	1.3	
WFME-F	REL	94.7	Newark	0.4	0.9	
WHLI	ST	1100	Hempstead, NY	0.9	1.5	
WINS	N	1010	New York	0.6	3.5	
WIOQ-F	CHR	102.1	Philadelphia	0.4	3.1	
WMGK-F	CL HITS	102.9	Philadelphia	0.5	1.5	
WMGQ-F	AC	98.3	New Brunswick	0.4	0.8	
WMMR-F	AOR	93.3	Philadelphia	0.7	2.5	
WNJO-F	O	94.5	Trenton	0.5	1.5	
WOGL-F	O	98.1	Philadelphia	0.7	2.6	
WPST-F	CHR	97.5	Trenton	0.5	3.1	
WQCD-F	J	101.9	New York	1.7	5.1	
WQEW	ST	1560	New York	1.1	2.2	
WQXR-F	CL	96.3	New York	1.6	3.4	
WRKS-F	B/AC	98.7	New York	1.1	3.7	
WXTU-F	C	92.5	Philadelphia	0.4	1.0	
WYSP-F	T/CL AOR	94.1	Philadelphia	0.7	2.6	

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	146 (6)	146 (6)	11.2 %	14.0 %
AOR/Classic/NR	0 (0)	158 (7)	158 (7)	12.1 %	14.9 %
Black/Urban	0 (0)	59 (3)	59 (3)	4.5 %	8.7 %
CHR	0 (0)	208 (6)	208 (6)	15.9 %	9.5 %
Classical	0 (0)	24 (1)	24 (1)	1.8 %	1.0 %
Country	24 (1)	48 (2)	72 (3)	5.5 %	6.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	0 (0)	0 (0)	0 (0)	1.0 %	0.0 %
Jazz	0 (0)	25 (1)	25 (1)	1.9 %	1.8 %
News/Talk	196 (5)	84 (1)	280 (6)	21.4 %	20.0 %
Oldies	0 (0)	66 (4)	66 (4)	5.0 %	6.0 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	14 (2)	14 (2)	1.1 %	0.5 %
Soft AC	0 (0)	57 (1)	57 (1)	4.4 %	4.6 %
Sports	52 (1)	0 (0)	52 (1)	4.0 %	3.7 %
Standards/EZ	88 (3)	58 (1)	146 (4)	11.2 %	7.9 %
Totals	360 (10)	947 (35)	1307 (45)		

AM Stations

WADB	1310	2.5 kw/1 kw (DA-2)	Standards	Westwd	Katz	Nassau	
WOBM	1160	5 kw/8.9 kw (DA-2)	Standards	Westwd	Katz	Nassau	Lakewood

FM Stations

WBBO	98.5	6 kw @ 328	CHR		Katz	Nassau	Ocean Acres
WHTG	106.3	3.9 kw @ 233	AOR		Banner		Eatontown
WJLK	94.3	3 kw @ 328	AC	Westwd	Katz	Nassau	Asbury Park
WJRZ	100.1	1.6 kw @ 450	AC/CHR		Christal		Manahawkin
WOBM	92.7	1.4 kw @ 485	AC		Katz	Nassau	Lakewood
WRAT	95.9	4 kw @ 240	AOR		Katz	New Jersey	Pt. Pleasant
WWZY	107.1	2.3 kw @ 371	Country		--	Big City	Long Branch

Notes: Other ranked stations -- See New York or Atlantic City in this volume or Trenton in the Spring 1998 Small Market American Radio . . . There is no TSA for the market . . . No revenue data are available

Jim Duncan

Comments: Listening levels are down significantly (-1.3 rating points from last year)

MONTEREY-SALINAS-SANTA CRUZ

A-bitron Rank: 78 Pop (12+): 493,400
MSA Rank: 135-Sal.-Mont.; 177-Sta. Cruz
MSA Pop: 608,000
DMA: 122
Average Persons Rating: 16.8
Market TSL in Hours: 22.25

Stations: 40 / 23
Diaries: 1,710/289:1/54.3%
Sample Target: 1,650
% Below Line: 21.8
% Not Listed: 13.0
Pop per Station: 21,452

Last Year's Revenue: \$14,800,000
Household Income: \$50,647
Total Retail Sales: \$5.1 Bil.
#1 Biller: KTOM-AF \$2,050,000
#1 Billing Portfolio: Clear Channel \$5,580,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level		
1	KDON-F	CHR	73 / 8.8	8.8	8.4	7.9	7.1	8.5	1177 / 23.9	21.1	18.0	78 / 1251	C	KDON-F
2	KGO	T	51 / 6.1	6.9	7.5	6.4	6.4	6.7	790 / 16.0	16.1	14.3	52 / 816		KGO
3	KCDU-F	AC-NR	42 / 5.1	4.1	4.5	3.3	3.4	4.2	780 / 15.8	13.4	9.5	43 / 804	A	KCDU-F
4	KTOM-F	C	41 / 4.9	5.7	4.6	6.5	6.0	5.4	564 / 11.4	11.3	12.8	50 / 677	C	KTOM-F
5	KBOQ-F	CL	39 / 4.7	4.2	3.9	4.5	3.1	4.3	556 / 11.3	10.4	8.6	40 / 578	B	KBOQ-F
6	KOCN-F	O	37 / 4.5	5.1	4.0	5.4	4.4	4.7	646 / 13.1	10.4	12.0	37 / 658	C	KOCN-F
7	KLOK-F	SP-R	36 / 4.3	3.6	3.8	2.4	3.2	3.5	426 / 8.6	7.2	6.2	36 / 438	B	KLOK-F
8	KWAV-F	AC	35 / 4.2	4.8	4.1	3.3	4.9	4.1	536 / 10.9	10.9	12.0	35 / 552	D	KWAV-F
9	KPIG-F	AOR-P	34 / 4.1	3.6	2.8	3.2	4.0	3.4	452 / 9.2	6.3	7.8	34 / 469	C	KPIG-F
10	KSCO	T	31 / 3.7	3.3	2.9	2.2	3.2	3.0	465 / 9.4	7.3	8.2	31 / 470	B	KSCO
11	KRAY-F	SP-C	27 / 3.3	3.4	2.4	3.3	3.2	3.1	393 / 8.0	6.1	7.4	27 / 393	B*	KRAY-F
12	KIDD	ST	24 / 2.9	3.0	4.3	3.3	3.7	3.4	334 / 6.8	6.5	5.9	29 / 354	A	KIDD
13	KNBR	SPRST	22 / 2.7	1.9	1.8	3.1	1.9	2.4	401 / 8.1	6.3	6.9	23 / 433		KNBR
	KTGE	SP	22 / 2.7	2.2	2.8	2.3	2.9	2.5	244 / 5.0	4.1	5.6	22 / 244	B*	KTGE
	KXDC-F	J	22 / 2.7	2.8	2.5	1.8	2.9	2.4	263 / 5.3	5.4	6.6	22 / 263	A	KXDC-F
16	KRQC-F	CL HITS	20 / 2.4	2.7	3.5	2.6	2.6	2.8	375 / 7.6	8.1	8.3	20 / 375	B	KRQC-F
17	KZOL-F	SP-R	18 / 2.2	1.8	3.8	3.5	3.2	2.8	283 / 5.7	7.5	6.5	23 / 332	B	KZOL-F
18	KMBY-F	AOR	17 / 2.0	2.4	1.3	2.2	2.7	2.0	322 / 6.5	5.3	7.9	17 / 322	A	KMBY-F

12+ FM Share (Metro): 72.85% (526 of 722) (Spring 97: 71.15%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 <DON-F >>>	1 KDON-F >	1 KDON-F >	1 KDON-F >	1 KDON-F <	1 KGO >	1 KDON-F <	1 KDON-F <	1 KDON-F >	1 KDON-F >	1 KDON-F >
2 <CDU-F >>	2 KCDU-F >	2 KCDU-F >	2 KPIG-F >	2 KPIG-F >	2 KBOQ-F >	2 KGO >	2 KGO >	2 KCDU-F >	2 KGO >	2 KBOQ-F <
3 <LOK-F >	3 KLOK-F >	3 KPIG-F >	3 KLOK-F <	3 KWAV-F <	3 KPIG-F <	3 KTOM-F <	KSCO >	3 KTOM-F <	KBOQ-F >	3 KCDU-F <
4 <TOM-F >	4 KRQC-F <	KLOK-F >	4 KCDU-F >	4 KLOK-F <	4 KTOM-F <	4 KLOK-F >	4 KCDU-F <	4 KBOQ-F <	4 KCDU-F >	4 KTOM-F >
5 KRAY-F >	5 KOCN-F >	KWAV-F <	5 KOCN-F <	5 KOCN-F <	5 KOCN-F <	5 KOCN-F >	5 KWAV-F <	5 KOCN-F <	5 KPIG-F >	KGO >
6 KWAV-F >	KWAV-F <	6 KOCN-F >	6 KCDU-F >	6 KSCO <	6 KSCO <	6 KWAV-F <	6 KOCN-F <	6 KWAV-F <	6 KTOM-F >	6 KPIG-F >
7 KZOL-F <	7 KTOM-F <	7 KTOM-F <	KGO <	7 KIDD >	7 KRQC-F >	7 KTOM-F >	7 KGO <	7 KGO <	KOCN-F >	KLOK-F <
8 KTGE >	8 KRAY-F >	8 KGO >	8 KTOM-F >	8 KWAV-F >	8 KRAY-F >	8 KLOK-F <	8 KPIG-F <	8 KWAV-F <	8 KIDD <	8 KOCN-F <
9 KZOL-F >	9 KGO >	KRAY-F >	9 KRAY-F >	9 KRAY-F >	9 KBOQ-F >	9 KBOQ-F >	9 KSCO <	9 KSCO <	9 KLOK-F <	9 KOCN-F <
10 KMBY-F >	KRQC-F >	10 KSCO <	10 KSCO <			10 KPIG-F <	10 KNBR <			

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	12+ Ovrnite
1 KDON-F >	1 KDON-F >	1 KDON-F >	1 KDON-F >	1 KWAV-F >	1 KDON-F >	1 KDON-F >	1 KLOK-F >	1 KDON-F >	1 KPIG-F >	1 KGO >
2 KCDU-F >	2 KCDU-F >	2 KCDU-F >	2 KWAV-F <	2 KDON-F >	2 KCDU-F >	2 KCDU-F >	2 KDON-F >	2 KLOK-F >	KLOK-F >	2 KDON-F >
3 KOCN-F >	3 KWAV-F >	3 KWAV-F >	3 KCDU-F >	3 KOCN-F >	3 KSJO-F >	KLOK-F >	3 KCDU-F >	3 KPIG-F >	3 KDON-F >	3 KZOL-F >
4 KRQC-F >	4 KRAY-F >	4 KRAY-F >	4 KOCN-F >	4 KCDU-F >	4 KTOM-F >	4 KRQC-F >	4 KRQC-F >	4 KCDU-F >	4 KTOM-F <	KTOM-F >
5 KMBY-F >	5 KLOK-F >	5 KLOK-F >	5 KPIG-F >	KGO <	5 KZOL-F >	5 KRAY-F >	5 KMBY-F >	5 KTOM-F <	5 KGO >	
	KOCN-F >	6 KTOM-F >	6 KTOM-F >	6 KPIG-F <	KRAY-F >	KZOL-F >	6 KRAY-F <	6 KRAY-F <	KCDU-F >	
	KRQC-F >	KRQC-F >	7 KLOK-F >	7 KTOM-F >	KRQC-F >	7 KZOL-F >	7 KRQC-F >	7 KRQC-F >	7 KRAY-F >	
	8 KTOM-F >	KZOL-F >	8 KRAY-F >	8 KRAY-F >	8 KRAY-F >	8 KMBY-F >	KRAY-F >	8 KOCN-F >	8 KOCN-F >	
	KBAY-F >		KSCO >	9 KSCO >	9 KSCO >	KSJO-F >		9 KNBR >	9 KNBR >	
			KGO >	KXDC-F >				KMBY-F >	KMBY-F >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KISE-F	CL AOR	103.9	Seaside 0.5 2.1 4 104
KKNC	REL	880	Gonzales 0.5 1.7 4 86
KLFA-F	SP	93.9	King City 1.6 4.2 13 207
KLXM-F	SP-C	97.9	Salinas 0.4 1.4 3 69
KOMY	T	1340	Watsonville 0.4 0.8 3 38
KRKC-F	AC	102.1	King City 0.4 0.9 3 46
KVRG-AF	SP-C	107.1	Seaside 1.2 3.6 15 210

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KARA-F	AC	105.7	Santa Clara 0.4 1.2 3 57
KBAY-F	SAC	94.5	Gilroy 1.6 6.2 14 333
KBRG-F	SP-C	100.3	San Jose 0.8 1.7 7 84
KCBS	N/T	740	San Francisco 1.6 7.5 14 411
KFOG-F	AOR-P	104.5	San Francisco 0.4 1.7 3 84
KISQ-F	B/AC	98.1	San Francisco 0.4 0.7 3 50
KLOK	SP-R	1170	San Jose 0.7 1.4 7 79
KMPG	SP-C	1520	Hollister 0.5 0.9 12 83
KOME-F	AOR-NR	98.5	San Jose 1.4 6.6 12 326
KSFO	T	560	San Francisco 0.8 2.0 7 98
KSJO-F	AOR	92.3	San Jose 1.3 3.5 12 206
KZSJ	SP	1120	San Martin 1.0 1.4 8 82

MONTEREY-SALINAS-SANTA CRUZ

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel	30.0 %	29.6 %	37.7 %	AC	0 (0)	83 (4)	83 (4)	11.5 %	10.1 %
KDON-AM, KDON-FM, KOCN-FM, KRQC-FM, KTOM-AM, KTOM-FM				AOR/Classic/NR	0 (0)	81 (7)	81 (7)	11.2 %	13.3 %
EXCL	5.6 %	7.0 %	5.4 %	Black/Urban	0 (0)	3 (1)	3 (1)	0.4 %	0.0 %
KLOK-FM, KVRG-AM, KVRG-FM				CHR	0 (0)	73 (1)	73 (1)	10.1 %	9.4 %
Local	3.7 %	4.4 %	6.4 %	Classical	0 (0)	39 (1)	39 (1)	5.4 %	3.5 %
KCTY-AM, KLXM-FM, KRAY-FM				Country	0 (0)	41 (1)	41 (1)	5.7 %	8.1 %
New Wave	13.9 %	16.7 %	14.3 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KCDU-FM, KMBY-FM, KPIG-FM, KXDC-FM				Hispanic	41 (5)	114 (8)	155 (13)	21.5 %	20.0 %
	53.2 %	57.7 %	63.8 %	Jazz	0 (0)	22 (1)	22 (1)	3.0 %	3.8 %
				News/Talk	105 (5)	0 (0)	105 (5)	14.5 %	14.6 %
				Oldies	0 (0)	57 (2)	57 (2)	7.9 %	7.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	4 (1)	0 (0)	4 (1)	0.6 %	0.4 %
				Soft AC	0 (0)	13 (1)	13 (1)	1.8 %	2.7 %
				Sports	22 (1)	0 (0)	22 (1)	3.0 %	2.1 %
				Standards/EZ	24 (1)	0 (0)	24 (1)	3.3 %	4.2 %
				Totals	196 (13)	526 (27)	722 (40)		

AM Stations

Station	Power	Time	Format	AM	FM	Total
KIDD	630	1 kw (DA-2)	Standards	Westwd, CNN	\$<20.00	D&R Buckley
KSCO	1080	10 kw/5 kw (DA-N)	Talk	AP	\$<20.00	---
KTGE	1570	5 kw/0.5 kw (DA-2)	Hispanic		\$<20.00	Katz Hisp. KLFA-F

FM Stations

Station	Power	Time	Format	AM	FM	Total
KBOQ	95.5	1.7 kw @ 630	Classical	\$30.00	Mc-Guild	Carmel
KCDU	93.5	0.11 kw @ 2296	Modern AC	\$ NA	Mc-Guild	New Wave Hollister
KDON	102.5	18.5 kw @ 2270	CHR	\$40.00	Clr Chnl	Clear Channel
KLFA	93.9	5.4 kw @ 702	Hispanic	\$<20.00	Katz Hisp.	KTGE King City
KLOK	99.5	30 kw @ 640	Hispanic-Regional	\$<20.00	Caballero	EXCL Greenfield
KMBY	104.3	6 kw @ 328	AOR	\$<20.00	Mc-Guild	New Wave Gonzales
KOCN	105.1	1.8 kw @ 600	Oldies	Westwd \$31.00	Clr Chnl	Clear Channel Pacific Grove
KPIG	107.5	2.85 kw @ 335	Progressive AOR	\$27.00	Allied	New Wave Freedom
KRAY	103.5	2.5 kw @ 512	Hispanic-Contemp.	\$<20.00	Lotus	KCTY/KLXM-F
KRQC	92.7	6.9 kw @ 620	Classic Hits	\$21.00	Christal	Clear Channel Marina
KTOM	100.7	1.4 kw @ 2385	Country	ABC \$51.00	Katz	Clear Channel
KWAV	96.9	18 kw @ 2450	AC	AP \$47.00	D&R	Buckley
KXDC	101.7	2.4 kw @ 528	Jazz	\$<20.00	Mc-Guild	New Wave Carmel
KZOL	99.1	1.1 kw @ 2608	See KSOL-F San Franc			Santa Cruz

Notes: * KRAY-F revenue includes KCTY & KLXM-F . . . ^ KTGE revenue includes KLFA-F . . . Other ranked stations -- See San Francisco or San Jose . . . 3/98 KIEZ (AM) sold to KNRY (1240) for \$300,000 . . . 3/98 KIEZ changed from Sports & Black AC to simulcast Talk KNRY . . . 3/98 KISE-F (103.9) changed from Black AC to ABC's Classic AOR format

Jim Duncan

Comments: Overall listening is steady . . . KDON-F remains at its new, and higher, share level . . . KCDU-F achieved its highest share ever . . . KPIG-F is at its highest share in three years

MONTGOMERY

Arbitron Rank: 142 Pop (12+): 263,800	Stations: 19 / 16	Last Year's Revenue: \$13,100,000
MSA Rank: 150	Diaries: 1,031/256:1/51.8%	Household Income: \$38,054
MSA Pop: 323,000	Sample Target: 980	Total Retail Sales: \$3.1 Bil.
DMA: 113	% Below Line: 2.1	#1 Biller: WLWI-F \$3,700,000
Average Persons Rating: 16.6	% Not Listed: 14.2	#1 Billing Portfolio: Cumulus \$7,275,000
Market TSL In Hours: 22.25	Pop per Station: 16,488	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WZHT-F	70 / 16.0	17.2	21.3	18.3	20.8	760 / 28.8	29.5	30.1	133 / 1473	D	WZHT-F
2	WLWI-F	51 / 11.7	13.8	13.8	14.9	14.7	620 / 23.5	28.1	27.7	83 / 1037	E	WLWI-F
3	WJWZ-F	40 / 9.1					451 / 17.1			43 / 504		WJWZ-F
4	WBAM-F	30 / 6.9	7.5	7.5	3.9	4.3	491 / 18.6	19.4	17.3	46 / 783	B	WBAM-F
	WQLD-F	30 / 6.9	4.3				433 / 16.4	9.9		44 / 663	A	WQLD-F
6	WMCZ-F	29 / 6.6	6.1	7.0	6.6	6.5	363 / 13.8	13.7	16.9	30 / 395	B	WMCZ-F
7	WMXS-F	19 / 4.3	4.1	5.7	10.0	10.9	373 / 14.1	15.5	17.0	24 / 624	C	WMXS-F
8	WFX-F	18 / 4.1	5.4	6.3	6.1	6.8	308 / 11.7	13.8	15.2	32 / 527	C	WFX-F
9	WXVI	13 / 3.0	2.7	4.5	4.6	5.3	140 / 5.3	6.0	7.1	14 / 152	A	WXVI
	WRWO-F	13 / 3.0	4.8	3.4	3.4	3.1	286 / 10.8	13.2	11.1	15 / 326	B	WRWO-F
	WACV	13 / 3.0	5.4	2.9	5.4	4.1	206 / 7.8	9.8	7.5	13 / 230	B	WACV
12	WNZZ	11 / 2.5	2.3	2.0	0.7		150 / 5.7	5.5	4.6	11 / 154	A	WNZZ
14	WAPZ	10 / 2.3	2.3	1.6	3.9	2.4	58 / 2.2	3.0	3.3	10 / 62	A	WAPZ
13	WJCC-F	10 / 2.3	4.1	4.1	3.9	3.9	225 / 8.5	11.1	12.0	18 / 425	B	WJCC-F
	WMSP	8 / 1.4	1.4	2.0	2.0	1.2	142 / 5.4	4.6	5.2	6 / 158	A	WMSP

12+ FM Share (Metro): 85.07% (319 of 375) (Spring 1997: 83.46%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJWZ-F >>	1 WZHT-F >	1 WZHT-F >	1 WZHT-F >	1 WZHT-F >	1 WLWI-F	1 WLWI-F	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F >
2 WZHT-F	2 WJWZ-F	2 WLWI-F	2 WLWI-F	2 WLWI-F	2 WZHT-F	2 WZHT-F	2 WLWI-F >	2 WLWI-F <	2 WJWZ-F >>	2 WJWZ-F <
3 WBAM-F >>	3 WBAM-F	3 WJWZ-F <	3 WMCZ-F <	3 WQLD-F <	3 WQLD-F >	3 WMCZ-F >	3 WQLD-F	3 WJWZ-F	3 WMCZ-F	3 WLWI-F >
	4 WMCZ-F	4 WMCZ-F <	4 WQLD-F	4 WMCZ-F >	4 WMCZ-F >	4 WBAM-F <	4 WBAM-F	4 WQLD-F <	4 WLWI-F	4 WQLD-F <
	5 WFX-F	5 WBAM-F	5 WBAM-F	5 WBAM-F	5 WACV <	5 WQLD-F <	5 WMCZ-F <	5 WBAM-F	5 WBAM-F	5 WBAM-F >
	6 WMXS-F	WQLD-F	6 WFX-F	6 WFX-F <	6 WNZZ	6 WFX-F <	6 WJWZ-F <	6 WMCZ-F		6 WMCZ-F
		7 WFX-F	7 WMXS-F	7 WMXS-F		7 WJWZ-F	7 WMXS-F	7 WMXS-F		7 WFX-F
			WJWZ-F			8 WMXS-F	WACV	8 WFX-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	12+ Ovmitte
1 WJWZ-F	1 WZHT-F	1 WZHT-F >>	1 WZHT-F	1 WZHT-F	1 WZHT-F	1 WZHT-F >	1 WZHT-F	1 WZHT-F >>	1 WZHT-F >	1 WZHT-F >>
2 WZHT-F >>>	2 WJWZ-F >	2 WMXS-F	2 WLWI-F	2 WLWI-F	2 WJWZ-F >>	2 WBAM-F	2 WBAM-F	2 WFX-F	2 WQLD-F	2 WLWI-F
3 WMXS-F	3 WMXS-F	WBAM-F	3 WJWZ-F <	3 WMCZ-F	3 WBAM-F	WJWZ-F	3 WFX-F >	3 WJWZ-F	3 WLWI-F	3 WMCZ-F
	WBAM-F	WJWZ-F	4 WMCZ-F	4 WQLD-F	WJCC-F	4 WFX-F >	WMCZ-F >	WLWI-F	4 WFX-F	4 WBAM-F
	WLWI-F	5 WLWI-F	5 WRWO-F	5 WMXS-F	5 WMXS-F	WFX-F >>	5 WMCZ-F >>	5 WJWZ-F >	WQLD-F	WJWZ-F
	WMCZ-F >>	WMCZ-F >	WLWI-F	WBAM-F	WBAM-F			6 WBAM-F	6 WBAM-F	
			WMCZ-F >	7 WQLD-F	7 WXVI			WMCZ-F >>		
				WRWO-F						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WMGY REL 800 Montgomery	0.7	2.9	3 78

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WACQ-F O 99.9 Tallassee	0.5	2.8	4 181
WKXN-F B 95.9 Greenville	0.7	2.8	8 160
WTGZ-F AOR-NR 95.9 Tuskegee	0.9	2.8	6 154

MONTGOMERY

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	29.5 %	35.3 %	29.8 %	AC	0 (0)	32 (2)	32 (2)	8.5 %	10.3 %
WMCZ-FM, WQLD-FM, WZHT-FM				AOR/Classic/NR	0 (0)	22 (2)	22 (2)	5.9 %	8.0 %
Cumulus, pend.	26.3 %	26.3 %	55.5 %	Black/Urban	0 (0)	142 (4)	142 (4)	37.9 %	38.2 %
WHHY-AM, WJCC-FM, WLWI-FM, WMSP-AM, WMXS-FM, WNZZ-AM, WAFX-FM				CHR	0 (0)	30 (1)	30 (1)	8.0 %	8.5 %
	55.8 %	61.6 %	85.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	61 (2)	61 (2)	16.3 %	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)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	13 (1)	0 (0)	13 (1)	3.5 %	3.4 %
				Oldies	0 (0)	32 (2)	32 (2)	8.5 %	2.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	26 (3)	0 (0)	26 (3)	6.9 %	3.4 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	6 (1)	0 (0)	6 (1)	1.6 %	2.3 %
				Standards/EZ	11 (1)	0 (0)	11 (1)	2.9 %	2.3 %
				Totals	56 (6)	319 (13)	375 (19)		

AM Stations

WACV	1170	10 kw/1 kw (DA-2)	Talk	CBS, Talknt	\$<20.00	Christal	WRWO-F	
WAPZ	1250	5 kw/0.080 kw	Black Gospel	AURN	\$<20.00	---		Wetumpka
WMSP	740	10 kw/0.173 kw (DA-2)	Sports	Westwd, 1/1	\$<20.00	Katz	Cumulus	
WNZZ	950	1 kw/0.044 kw	Standards	CNN	\$ NA	Katz	Cumulus	
WXVI	1600	5 kw/1 kw (DA-2)	Black Gospel	ABC, AURN	\$<20.00	Williams		

FM Stations

WBAM	98.9	9.9 kw @ 1096	CHR		\$21.00	Christal		
WJCC	101.9	100 kw @ 1096	Country		\$23.00	Eastman	Cumulus, pend.	
WJWZ	97.9	3 kw @ 328	Black		\$ NA	Christal		Wetumpka
WLWI	92.3	100 kw @ 1096	Country		\$78.00	Katz	Cumulus	
WMCZ	97.1	3 kw @ 328	Black AC	ABC	\$21.00	Sentry	Capstar	Millbrook
WMXS	103.3	100 kw @ 1096	AC		\$27.00	Katz	Cumulus	
WQLD	104.3	13.5 kw @ 1830	Oldies		\$ NA	Sentry	Capstar	Luverne
WRWO	96.1	0.9 kw @ 820	Oldies		\$20.00	Christal	WACV	
WAFX	95.1	50 kw @ 492	AOR		\$25.00	Eastman	Cumulus, pend.	Prattville
WZHT	105.7	100 kw @ 1830	Black	ABC	\$49.00	Mc-Guild	Capstar	Troy

Notes: WACV/WRWO-F LMA both WBAM-F and WJWZ-F . . . 3/98 WMHS-F changed from Black to Oldies as WQLD-F ("Cool 104.3") . . . 4/98 WJWZ-F (97.9; Wetumpka) began operations with a Black format . . . 8/98 WHHY/WJCC-F/WAFX-F sold by McDonald to Cumulus (price NA)

Jim Duncan

Comments: Listening levels are steady . . . WZHT-F still leads the market but is at its lowest share since 1989 . . . This was caused by the new WJWZ-F, which had an outstanding debut . . . Another new operation, WQLD-F, showed continued growth in this, its second book . . . WLWI-F is at its lowest share since 1979

NASHVILLE

Abitron Rank: 44 **Pop (12+):** 951,300
MSA Rank: 48
MSA Pop: 1,140,000
DMA: 33
Average Persons Rating: 15.0
Market TSL in Hours: 19.75

Stations: 27 / 27
Diaries: 1,464/650:1/50.1%
Sample Target: 1,430
% Below Line: 0.0
% Not Listed: 14.2
Pop per Station: 35,233

Last Year's Revenue: \$58,100,000
Household Income: \$47,249
Total Retail Sales: \$12.3 Bil.
#1 Biller: WSIX-F \$12,600,000
#1 Billing Portfolio: Capstar \$24,250,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WSIX-F	146 / 10.2	11.6	13.7	12.5	13.8	12.0	2173 / 22.8	25.9	26.3	192 / 3261	I	WSIX-F
2	WNRQ-F	135 / 9.5	7.4	3.4	2.8	4.0	5.8	1862 / 19.6	11.8	11.1	228 / 3125	E	WNRQ-F
3	WQKQ-F	130 / 9.1	10.7	8.8	10.1	7.2	9.7	1529 / 16.1	13.5	14.4	150 / 1769	E	WQKQ-F
4	WSM-F	108 / 7.6	8.1	7.8	7.1	6.1	7.6	1550 / 16.3	18.2	17.3	177 / 2728	H	WSM-F
5	WJXA-F	75 / 5.3	6.3	4.3	3.7	4.6	4.9	1278 / 13.4	12.5	11.9	99 / 1660	F	WJXA-F
6	WRMX-F	73 / 5.1	4.3	5.9	5.6	4.3	5.2	1385 / 14.6	14.8	13.8	102 / 2001	D	WRMX-F
7	WRVW-F	70 / 4.9	5.1	5.1	6.0	7.6	5.3	1761 / 18.5	18.9	20.0	98 / 2713	F	WRVW-F
8	WGFX-F	61 / 4.3	5.9	5.7	8.0	7.6	6.0	1290 / 13.6	16.8	18.4	78 / 1819	F	WGFX-F
9	WKDF-F	AOR-NR	57 / 4.0	4.6	5.9	6.7	5.0	1252 / 13.2	16.5	15.1	112 / 2371	E	WKDF-F
10	WSM	C/F/S	49 / 3.4	3.2	4.0	4.1	2.8	719 / 7.6	10.2	7.9	71 / 1149	D	WSM
11	WJZC-F	J	48 / 3.4	2.7	4.0	2.3	3.9	707 / 7.4	8.9	8.8	67 / 979	C	WJZC-F
12	WWTN-F	T	46 / 3.2	3.4	3.5	3.8	3.7	1051 / 11.1	11.0	11.1	75 / 1541	C	WWTN-F
	WLAC	T	46 / 3.2	3.4	3.5	3.1	3.8	731 / 7.7	10.3	10.0	49 / 828	D	WLAC
14	WQZQ-F	CHR/B	40 / 2.8	1.9	1.8	2.3	2.7	1028 / 10.8	8.5	8.9	100 / 1860	B	WQZQ-F
15	WMDB	B	37 / 2.6	1.4	1.5	1.1	0.8	241 / 2.5	2.7	1.5	38 / 258		WMDB
15	WAMB	ST	17 / 1.2	0.8	0.7	0.8	1.3	222 / 2.3	2.2	2.8	19 / 245		WAMB
17	WZPC-F	C	16 / 1.1	1.1	1.9	1.0	1.0	366 / 3.8	6.2	4.9	32 / 749	A	WZPC-F
18	WVWL	B/O	14 / 1.0	2.6	1.5	1.6	1.7	317 / 3.3	3.3	3.6	14 / 317	A	WVWL

12+ FM Share (Metro): 85.40% (1047 of 1226) (Spring 97: 86.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQKQ-F >>	1 WNRQ-F	1 WNRQ-F	1 WNRQ-F	1 WNRQ-F	1 WSIX-F <	1 WSIX-F >	1 WSIX-F	1 WNRQ-F	1 WQKQ-F >>	1 WQKQ-F >
2 WRVW-F <	2 WQKQ-F <	2 WSIX-F <	2 WSIX-F	2 WSIX-F	2 WSM-F	2 WNRQ-F	2 WNRQ-F	2 WQKQ-F <	2 WNRQ-F	2 WNRQ-F
3 WQZQ-F >	3 WSIX-F >	3 WQKQ-F >	3 WQKQ-F	3 WSM-F <	3 WRMX-F	3 WSM-F <	3 WSM-F	3 WSIX-F	3 WSIX-F	3 WSM-F <
4 WKDF-F <	4 WSM-F <	4 WSM-F <	4 WSM-F <	4 WQKQ-F	4 WNRQ-F <	4 WQKQ-F >	4 WJXA-F <	4 WSM-F	4 WSM-F	4 WSIX-F
5 WRVW-F	5 WGFX-F <	5 WGFX-F <	5 WRMX-F <	5 WRMX-F <	5 WJXA-F <	5 WRMX-F	5 WLAC <	5 WJXA-F	5 WSM <	5 WRMX-F <
6 WGFX-F	6 WJXA-F <	6 WJXA-F <	6 WJXA-F <	6 WQKQ-F <	6 WJXA-F	6 WJXA-F	6 WQKQ-F <	6 WRVW-F <	6 WQZQ-F	6 WRVW-F
7 WSM-F	7 WRVW-F <	7 WRMX-F	7 WRMX-F	7 WGFX-F	7 WSM	7 WRVW-F <	7 WRVW-F <	7 WRMX-F	7 WJXA-F <	7 WGFX-F
	8 WKDF-F	8 WRVW-F <	8 WRVW-F <	8 WRVW-F <	8 WLAC	8 WGFX-F <	8 WRMX-F	8 WWTN-F	8 WRVW-F	8 WJXA-F <
	9 WRMX-F	9 WWTN-F	9 WWTN-F <	9 WJZC-F	9 WKDF-F	9 WKDF-F	9 WKDF-F <	9 WKDF-F <	9 WJZC-F <	9 WSM <
						WSM		10 WGFX-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	12+ Ovrite
1 WQKQ-F >	1 WSIX-F	1 WSIX-F >	1 WSIX-F >	1 WSIX-F >	1 WQKQ-F	1 WNRQ-F >>	1 WNRQ-F >>>	1 WNRQ-F >>	1 WNRQ-F >>	1 WWTN-F
2 WSIX-F	2 WQKQ-F	2 WRVW-F	2 WQKQ-F <	2 WJXA-F <	2 WNRQ-F	2 WKDF-F	2 WKDF-F <	2 WQKQ-F	2 WSM-F	WQKQ-F
WRVW-F	3 WRVW-F	3 WQKQ-F <	3 WJXA-F	3 WQKQ-F	3 WKDF-F >	WQKQ-F	3 WWTN-F <	3 WGFX-F	3 WSIX-F <	3 WSIX-F
4 WJXA-F	4 WJXA-F <	4 WNRQ-F	4 WRVW-F	4 WSM-F	4 WSIX-F	4 WGFX-F	4 WGFX-F <	4 WKDF-F	4 WGFX-F	4 WSM <
5 WKDF-F	5 WNRQ-F >	5 WJXA-F	5 WNRQ-F	5 WRVW-F	5 WGFX-F	WSIX-F	5 WSIX-F <	WSIX-F <	WQKQ-F <	5 WNRQ-F <
WQZQ-F	6 WKDF-F <	6 WSM-F	6 WSM-F <	WRMX-F <	WQZQ-F >	6 WWTN-F	6 WQKQ-F	6 WWTN-F <	6 WWTN-F	6 WJZC-F
	7 WSM-F		7 WRMX-F	7 WNRQ-F				7 WSM-F	7 WRMX-F	
			8 WGFX-F	8 WJZC-F <				8 WRMX-F	8 WKDF-F	
				9 WGFX-F >						

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBOZ-F	G	104.9	Woodbury 0.8 1.6 24 393
WDBL-F	VA	94.3	Springfield 0.4 0.8 5 87
WGNS	N/T	1450	Murfreesboro 0.4 1.2 6 122
WMAK	N	1430	Madison 0.4 1.2 6 112
WNPL-F	AC-NR	106.7	Belle Meade 0.8 3.4 13 340
WNQM	REL	1300	Nashville 0.4 1.3 5 127
WRLT-F	AOR-P	100.1	Franklin 0.9 4.9 13 474

NASHVILLE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar WJZC-FM, WLAC-AM, WLAC-FM, WRVW-FM, WSIX-FM	21.7 %	21.4 %	41.7 %	AC	0 (0)	12 (1)	12 (1)	1.0 %	4.6 %
				AOR/Classic/NR	0 (0)	266 (5)	266 (5)	21.7 %	17.3 %
Cromwell WQZQ-FM, WZPC-FM	3.9 %	3.2 %	1.9 %	Black/Urban	51 (2)	130 (1)	181 (3)	14.8 %	11.3 %
				CHR	0 (0)	110 (2)	110 (2)	9.0 %	11.9 %
Dick WGFY-FM, WKDF-FM	8.3 %	9.6 %	14.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	270 (3)	270 (3)	22.0 %	25.0 %
Dickey WNPL-FM, WQKQ-FM, WVOL-AM	10.9 %	9.4 %	7.1 %	Full Service	49 (1)	0 (0)	49 (1)	4.0 %	3.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Gaylord WSM-AM, WSM-FM, WWTN-FM	14.2 %	13.9 %	20.4 %	Jazz	0 (0)	48 (1)	48 (1)	3.9 %	4.6 %
				News/Talk	57 (3)	46 (1)	103 (4)	8.4 %	9.2 %
South Central WJXA-FM, WRMX-FM	10.4 %	12.5 %	11.5 %	Oldies	0 (0)	73 (1)	73 (1)	6.0 %	5.0 %
				Others/Unknown	0 (0)	5 (1)	5 (1)	0.4 %	0.0 %
				Religion/Gospel	5 (1)	12 (2)	17 (3)	1.4 %	1.0 %
				Soft AC	0 (0)	75 (1)	75 (1)	6.1 %	5.3 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	17 (1)	0 (0)	17 (1)	1.4 %	1.5 %
	69.4 %	70.0 %	96.9 %	Totals	179 (8)	1047 (19)	1226 (27)		

AM Stations

Station	Freq	Power	Format	Source	AM	FM	Total	Notes
WAMB	1160	50 kw/1 kw (DA-N)	Standards	Westwd	\$20.00	Roslin		Donelson
WLAC	1510	50 kw (DA-N)	Talk/Religion	CBS	\$45.00	Banner	Capstar	
WMDB	880	2.5 kw (DA, Days)	Black		\$19.00	---		
WSM	650	50 kw	Country/Full Svc.	ABC	\$48.00	Christal	Gaylord	
WVOL	1470	5 kw/1 kw (DA-2)	Black Oldies	ABC	\$ NA	Allied	Dickey	Berry Hill

FM Stations

Station	Freq	Power	Format	Source	AM	FM	Total	Notes
WGFX	104.5	49 kw @ 1312	Classic AOR	Source	\$84.00	Katz	Dick	
WJXA	92.9	100 kw @ 1053	Soft AC	UPI	\$79.00	Eastman	South Central	
WJZC	101.1	47 kw @ 1289	Jazz	JRN	\$47.00	Banner	Capstar	Russelville, KY
WKDF	103.3	100 kw @ 1233	AOR-NR	ABC	\$83.00	Katz	Dick	
WNRQ	105.9	100 kw @ 1233	Classic AOR		\$80.00	Banner	Capstar	
WQKQ	92.1	3 kw @ 463	Black	ABC	\$62.00	Allied	Dickey	Hendersonville
WQZQ	102.5	100 kw @ 856	Dance CHR	ABC	\$ NA	Regional	Cromwell	Dickson
WRMX	96.3	100 kw @ 826	Oldies		\$59.00	Eastman	South Central	Murfreesboro
WRVW	107.5	58 kw @ 1235	CHR		\$60.00	Mc-Guild	Capstar	Lebanon
WSIX	97.9	100 kw @ 1145	Country		\$214.00	Mc-Guild	Capstar	
WSM	95.5	100 kw @ 1286	Country		\$160.00	Christal	Gaylord	
WWTN	99.7	100 kw @ 1296	Talk	Westwd	\$33.00	Christal	Gaylord	Manchester
WZPC	102.9	100 kw @ 820	Country		\$ NA	---	Cromwell	Shelbyville

Notes: 3/98 WNPL-F (106.7; Belle Meade) began operations with a Modern AC format . . . 6/98 WLAC-F changed calls to WNRQ-F; remains Classic AOR . . . 6/98 WKDA (1240) sold to Mortenson for \$600,000 . . . 8/98 WKDA changed from Talk/News to Black Gospel as WNSG

Jim Duncan

Comments: Listening to all radio is down moderately (-0.5 ratings point) . . . WSIX-F is showing weakness, as it posted its lowest share in a decade . . . Where did WNRQ-F come from? The former WLAC-F is on fire and threatening WSIX's 12+ leadership

NASSAU-SUFFOLK (Long Island)

A-bitron Rank: 16 Pop (12+): 2,262,800
MSA Rank: 15
MSA Pop: 2,660,000
DMA: New York (#1)
Average Persons Rating: 16.8
Market TSL In Hours: 22.00

Stations: 43 / 16
Diaries: 3,322/681:1/51.8%
Sample Target: 3,270
% Below Line: NA
% Not Listed: NA
Pop per Station: 141,425

Last Year's Revenue: \$41,000,000
Household Income: \$73,888
Total Retail Sales: \$30.1 Bil.
#1 Biller: WALK-AF \$13,700,000
#1 Billing Portfolio:
 Chancellor (WALK-AF) \$13,700,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WALK-F	210 / 5.5	5.7	5.3	5.8	6.2	5.6	2869 / 12.7	12.7	13.5		I	WALK-F
2	WBLI-F	163 / 4.3	4.5	5.0	3.7	4.4	4.4	2857 / 12.6	13.5	12.3		G	WBLI-F
3	WBAB-F	131 / 3.5	2.8	3.4	3.2	2.6	3.2	2284 / 10.1	10.5	9.4		G	WBAB-F
4	WBZO-F	103 / 2.7	2.6	2.8	2.3	3.2	2.6	1848 / 8.2	8.1	9.0		E	WBZO-F
5	WHLI	94 / 2.5	3.6	2.8	2.8	3.0	2.9	854 / 3.8	3.5	4.6		B	WHLI
6	WKJY-F	74 / 2.0	3.3	2.4	3.1	2.3	2.7	1170 / 5.2	6.4	6.3		G	WKJY-F
7	WMJC-F	62 / 1.8	1.8	1.2	1.9	1.6	1.6	962 / 4.3	4.3	4.5		C	WMJC-F
8	WLIR-FF	60 / 1.8	1.5	1.3	1.7	1.7	1.5	1613 / 7.1	7.6	7.5		D	WLIR-FF
9	WLUX	47 / 1.2	1.0	0.9	1.0	1.0	1.0	567 / 2.5	2.2	2.2		A	WLUX
10	WRCN-F	39 / 1.0	0.7	0.8	0.7	1.2	0.8	654 / 2.9	2.5	2.5		C	WRCN-F
11	WLNQ-F	22 / 0.8		0.3	0.3			219 / 1.0	1.1				WLNQ-F
12	WBAZ-F	18 / 0.5	0.4	0.4		0.4		288 / 1.3	1.1	1.3			WBAZ-F
13	WLIM	16 / 0.4						123 / 0.5					WLIM
	WLVG-F	16 / 0.4	0.4					216 / 1.0					WLVG-F

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLI-F >>>	1 WBLI-F <	1 WALK-F <	1 WALK-F <	1 WALK-F	1 WALK-F	1 WALK-F >	1 WALK-F >	1 WALK-F	1 WBLI-F	1 WALK-F
2 WBAB-F	2 WBAB-F >	2 WBAB-F <	2 WBAB-F	2 WBAB-F	2 WHLI <	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WALK-F <	2 WBAB-F
3 WLIR-FF >>	3 WALK-F <	3 WBLI-F >	3 WBLI-F	3 WBLI-F	3 WBZO-F	3 WBAB-F <	3 WBAB-F	3 WBAB-F	3 WBAB-F	3 WHLI
	4 WLIR-FF >	4 WBZO-F	4 WBZO-F	4 WBZO-F <	4 WBLI-F	4 WBZO-F >	4 WBZO-F	4 WBZO-F	4 WBZO-F	4 WBZO-F
	5 WRCN-F	5 WKJY-F <	5 WKJY-F	5 WKJY-F	5 WBAB-F		5 WKJY-F <	5 WKJY-F		
		6 WLIR-FF	6 WLIR-FF							

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	12+ Ovrnite
1 WBLI-F >>	1 WBLI-F	1 WBLI-F <	1 WALK-F	1 WALK-F >	1 WALK-F	1 WBAB-F	1 WBAB-F >>	1 WBAB-F >	1 WBAB-F >	1 WALK-F >
2 WLIR-FF >	2 WALK-F	2 WALK-F	2 WBLI-F >	2 WBLI-F	WBLI-F	2 WBLI-F	2 WBLI-F >	2 WALK-F	2 WALK-F	2 WBLI-F
3 WBAB-F	3 WLIR-FF	3 WLIR-FF	3 WBZO-F <	3 WBZO-F	3 WBAB-F	3 WRCN-F	3 WRCN-F	3 WBLI-F >	3 WBZO-F <	3 WKJY-F
	WALK-F >	4 WBAB-F	4 WBAB-F	4 WKJY-F	4 WKJY-F <	4 WLIR-FF	4 WALK-F <	4 WLIR-FF	4 WBZO-F <	4 WBLI-F >
		5 WKJY-F	WKJY-F >	WBAB-F	5 WBAB-F	5 WLIR-FF	WMJC-F	5 WRCN-F		4 WBZO-F
			6 WLIR-FF >							WBAB-F

NASSAU-SUFFOLK (Long Island)

Other Rated Stations--Outside Market						Metro Share	Cume Rating	TSA AQH Cume	Consolidation Report			
									12+	25-54	Revenue	
WABC	T	770	New York	3.5	9.5				Barnstable	10.6 %	11.5 %	27.6 %
WAXQ-F	CL AOR	104.3	New York	1.8	8.0				WBZO-FM, WGSB-AM, WHLI-AM, WKJY-FM, WMJC-FM, WRCN-FM			
WBIX-F	AC	105.1	New York	1.0	5.6				Cox	7.8 %	9.5 %	27.3 %
WBLS-F	B/AC	107.5	New York	1.5	4.9				WBAB-FM, WBLI-FM, WGBB-AM, WHFM-FM			
WCAA-F	SP-TP	105.9	Newark, NJ	0.3	0.9				Jarad	1.6 %	1.9 %	7.1 %
WCBS	N	880	New York	3.3	13.5				WDRE-FM, WLIR-FM			
WCBS-F	O	101.1	New York	4.2	12.1							
WEZN-F	SAC	99.9	Bridgeport, CT	0.7	4.2					20.0 %	22.9 %	62.0 %
WFAN	SPRTS	660	New York	3.8	11.4							
WFME-F	REL	94.7	Newark, NJ	0.3	0.7							
WHTZ-F	CHR	100.3	Newark, NJ	5.5	20.4							
WINS	N	1010	New York	2.2	11.5							
WKTU-F	CHRU	103.5	Lake Success	3.6	13.4							
WLTW-F	SAC	106.7	New York	4.3	10.4							
WNEW-F	CL AOR	102.7	New York	1.9	7.3							
WOR	T	710	New York	3.6	7.9							
WPAT-F	SP-C	93.1	Paterson, NJ	0.8	2.3							
WPLJ-F	CHR/AC	95.5	New York	2.8	11.1							
WPLR-F	AOR	99.1	New Haven, CT	0.7	2.1							
WQCD-F	J	101.9	New York	2.1	7.0							
WQEW	ST	1560	New York	1.0	3.1							
WQHT-F	U/CHR	97.1	New York	3.9	9.7							
WQXR-F	CL	96.3	New York	2.0	5.0							
WRKS-F	B/AC	98.7	New York	1.4	4.5							
WRTN-F	ST	93.5	New Rochelle	0.3	1.1							
WSKQ-F	SP-C	97.9	New York	1.5	2.9							
WXRK-F	T/NR	92.3	New York	5.5	16.0							

AM Stations

Station	Power	Format	Standards	ABC	D&R	Barnstable	Hempstead
WHLJ	1100	10 kw (Days, DA)	Standards		\$35.00		
WLIM	1580	10 kw/0.5 kw (DA-N)	Standards	ABC	\$ NA		Patchogue
WLUX	540	0.25 kw/0.204 kw	Standards	JRN	\$ NA		Islip

FM Stations

Station	Power	Format	Standards	ABC	Westwd, CNN	Mc-Guild	Chancellor	Patchogue
WALK	97.5	39 kw @ 554	AC		\$228.00			
WBAB	102.3	3 kw @ 268	AOR	ABC	\$115.00		Cox	Babylon
WBAZ	101.7	5.5 kw @ 341	Soft AC		\$ NA	Allied		Southold
WBLI	106.1	48.5 kw @ 499	AC/CHR		\$110.00		Cox	Patchogue
WBZO	103.1	3 kw @ 285	Oldies		\$57.00		Barnstable	Bay Shore
WDRE	98.5	6 kw @ 282	See WLIR-F					Westhampton
WKJY	98.3	3 kw @ 328	AC		\$110.00	Interep	Barnstable	Hempstead
WLIR	92.1	1 kw @ 521	Modern AC		\$60.00	Mc-Guild	Jarad	Garden City
WLNG	92.1	5.3 kw @ 350	Oldies	Westwd	\$ NA			Sag Harbor
WLVG	96.1	3 kw @ 328	Black AC		\$ NA			Center Moriches
WMJC	94.3	3 kw @ 300	Country		\$ NA	Katz	Barnstable	Smithtown
WRCN	103.9	1.52 kw @ 466	AOR	Westwd	\$46.00	Mc-Guild	Barnstable	Riverhead

Notes: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk metro survey area are included here . . . 3/98 WGBB (1240) began a partial simulcast of WALK (1370) . . . 3/98 Capstar/SFX sold these stations to Cox for \$48,000,000; WBAB-F for \$20,000,000; WHFM-F for \$2,000,000; WGBB for \$1,000,000; WBLI-F for \$25,000,000

Jim Duncan

Comments: Listening levels are down moderately (-0.8 rating points overall) . . . WKJY-F has its lowest share in more than three years

NEW HAVEN

Arbitron Rank: 95 Pop (12+): 392,500
MSA Rank: 70
MSA Pop: 522,000 (w/Waterbury)
DMA: 25 (w/Hartford)
Average Persons Rating: 15.1
Market TSL in Hours: 20.15

Stations: 35 / 7
Diaries: 1,291/304:1/48.3%
Sample Target: 1,210
% Below Line: 53.2
% Not Listed: 14.2
Pop per Station: 56,071

Last Year's Revenue: \$15,800,000
Household Income: \$54,143
Total Retail Sales: \$3.6 Bil.
#1 Biller: WPLR-F \$7,500,000
#1 Billing Portfolio: Capstar (WPLR-F) \$7,500,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WKCI-F	CHR	50 / 8.5	6.9	7.3	5.1	8.4	920 / 23.4	20.0	21.3	94 / 1798	F	WKCI-F
2	WPLR-F	AOR	47 / 8.0	5.4	7.8	7.3	8.7	624 / 15.9	15.7	16.3	76 / 1287	H	WPLR-F
3	WYBC-F	B/U	37 / 6.3	5.3	5.4	6.1	4.6	413 / 10.5	11.9	10.3	40 / 457	C	WYBC-F
4	WWYZ-F	C	32 / 5.4	5.4	5.8	6.8	3.8	419 / 10.7	11.7	10.8	96 / 1064		WWYZ-F
5	WKSS-F	CHR	30 / 5.1	4.3	4.6	4.0	3.3	707 / 18.0	16.9	15.6	71 / 1532		WKSS-F
6	WEBE-F	AC	28 / 4.7	4.3	3.5	5.1	3.3	419 / 10.7	12.0	10.9	104 / 1423		WEBE-F
7	WDRG-F	O	25 / 4.2	4.9	5.1	5.4	4.7	519 / 13.2	14.0	13.8	60 / 1015		WDRG-F
8	WFAN	SPRTS	24 / 4.1	4.0	4.0	5.6	3.6	467 / 11.6	11.3	11.2	64 / 1118		WFAN
	WEZN-F	SAC	24 / 4.1	6.4	5.8	4.7	5.4	521 / 13.3	15.7	14.1	124 / 1715		WEZN-F
10	WELI	FS	23 / 3.9	5.4	5.8	5.8	6.3	491 / 12.5	14.7	13.8	27 / 618	C	WELI
11	WMRQ-F	AOR-NR	20 / 3.4	3.2	2.6	3.5	4.6	527 / 13.4	12.4	10.9	42 / 1015		WMRQ-F
12	WCBS	N	19 / 3.2	2.9	2.6	3.0	2.5	425 / 10.8	10.1	7.6	41 / 971		WCBS
13	WQUN	ST	14 / 2.4	1.6	0.7			196 / 5.0	3.7	1.9	18 / 228		WQUN
	WAVZ	ST	14 / 2.4	2.2	3.3	4.4	3.3	227 / 5.8	6.1	5.4	21 / 328	A	WAVZ
15	WZMX-F	CL HITS	13 / 2.2	2.6	2.6	1.6	3.0	396 / 10.1	9.4	10.3	27 / 756		WZMX-F
	WRCH-F	SAC	13 / 2.2	2.4	2.0	1.6	2.2	246 / 6.3	6.8	5.1	37 / 572		WRCH-F

12+ FM Share (Metro): 71.99% (365 of 507) (Spring 1997: 72.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>	1 WPLR-F <	1 WPLR-F <	1 WPLR-F	1 WPLR-F	1 WWYZ-F <	1 WPLR-F	1 WKCI-F <	1 WKCI-F	1 WYBC-F	1 WKCI-F
2 WKCI-F	2 WKCI-F >	2 WKCI-F >	2 WKCI-F	2 WKCI-F	2 WEBE-F	2 WFAN	2 WPLR-F >	2 WPLR-F	2 WKCI-F <	2 WKSS-F
3 WMRQ-F	3 WYBC-F	3 WYBC-F	3 WYBC-F >	3 WYBC-F	WDRG-F	3 WKCI-F <	3 WWYZ-F <	3 WKSS-F	3 WKSS-F <	3 WPLR-F <
4 WYBC-F >	4 WKSS-F	4 WKSS-F	4 WEBE-F <	4 WEBE-F	4 WELI <	4 WYBC-F >	4 WEBE-F <	4 WWYZ-F <	4 WWYZ-F <	4 WYBC-F
	5 WMRQ-F	5 WWYZ-F	5 WWYZ-F <	5 WWYZ-F	5 WFAN <	5 WELI <	5 WYBC-F <	5 WYBC-F	5 WEZN-F	5 WWYZ-F <
	6 WEZN-F	6 WEBE-F <	6 WEZN-F <	6 WDRG-F	6 WKCI-F	6 WEBE-F	6 WDRG-F	6 WEBE-F	6 WMRQ-F	6 WMRQ-F
	7 WQHT-F	7 WEZN-F	7 WKSS-F <	7 WEZN-F	7 WCBS	7 WWYZ-F <	7 WEZN-F <	7 WDRG-F	7 WQHT-F	7 WEZN-F
		8 WMRQ-F	8 WDRG-F	8 WFAN <	8 WYBC-F	8 WCBS	8 WKSS-F	8 WEZN-F	8 WPLR-F	8 WDRG-F
		9 WDRG-F <	9 WFAN	9 WKSS-F	9 WPLR-F	9 WKSS-F <	9 WELI	9 WMRQ-F	9 WEBE-F	9 WELI
						01 WDRG-F		01 WFAN	01 WELI	

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	12+ Ovrnite
1 WKCI-F >	1 WKCI-F >>	1 WKCI-F >	1 WKCI-F >	1 WKCI-F	1 WPLR-F >	1 WPLR-F >>	1 WPLR-F >>	1 WPLR-F >>	1 WPLR-F >>	1 WELI >
2 WKSS-F >	2 WKSS-F <	2 WYBC-F	2 WYBC-F	2 WYBC-F	2 WKCI-F >	2 WMRQ-F	2 WMRQ-F	2 WKCI-F	2 WFAN	2 WWYZ-F >
3 WYBC-F	3 WYBC-F >	3 WPLR-F	3 WKSS-F	3 WEBE-F	3 WYBC-F	3 WKCI-F	3 WYBC-F	3 WYBC-F	3 WKCI-F	3 WKCI-F
4 WQHT-F	4 WPLR-F	4 WKSS-F	4 WEBE-F <	4 WWYZ-F <	WKSS-F	WYBC-F	WEZN-F	4 WMRQ-F	4 WYBC-F	4 WFAN
5 WEZN-F >	5 WQHT-F	5 WEBE-F >	5 WWYZ-F	5 WPLR-F	5 WMRQ-F >	5 WKSS-F	5 WKCI-F	5 WFAN	5 WZMX-F	5 WCBS
6 WMRQ-F >>	6 WEZN-F	6 WZMX-F	6 WEZN-F <	6 WEZN-F	6 WQHT-F >>	6 WEZN-F	6 WKSS-F	6 WKSS-F	6 WKSS-F	6 WDRG-F
		7 WMRQ-F	7 WPLR-F	7 WDRG-F	7 WKSS-F	7 WWYZ-F	7 WFAN >	7 WZMX-F	7 WMRQ-F	7 WMRQ-F
		8 WQHT-F	8 WDRG-F	8 WKSS-F	8 WYBC-F			8 WWYZ-F	8 WWYZ-F	8 WEZN-F
		9 WEZN-F		9 WRCH-F	9 WELI			9 WEZN-F	9 WEZN-F	9 WEZN-F
				01 WELI						

Consolidation Report	12+	25-54	Revenue
Clear Channel WAVZ-AM, WELI-AM, WKCI-FM	14.8 %	11.7 %	41.1 %
	14.8 %	11.7 %	41.1 %

NEW HAVEN

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WNHC	B/AC	1340	New Haven	1.4	3.8	10	178

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WABC	T	770	New York	1.4	4.8	26	473
WALK-F	AC	97.5	Patchogue, NY	0.3	3.1	7	222
WBLS-F	B/AC	107.5	New York	0.3	1.3	5	145
WCCC-F	AOR	106.9	Hartford	0.5	2.7	9	321
WFIF	REL	1500	Fairfield	0.7	1.1	8	138
WHCN-F	AOR	105.9	Hartford	1.7	7.3	19	544
WICC	FS	600	Bridgeport	0.8	3.5	83	1086
WLIR-F	AC-NR	92.7	Garden City	0.3	1.3	3	132
WOR	T	710	New York	1.9	3.3	24	299
WQCD-F	J	101.9	New York	0.7	0.9	17	235
WQHT-F	U/CHR	97.1	New York	2.0	5.1	50	668
WRKI-F	AOR	95.1	Brookfield	0.3	1.7	17	335
WSKQ-F	SP	97.9	New York	0.3	0.8	21	188
WTIC	FS	1080	Hartford	2.0	5.1	29	456
WTIC-F	CHR	96.5	Hartford	0.8	6.9	9	506
WXRK-F	T/NR	92.3	New York	0.3	0.8	14	243

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	32 (4)	32 (4)	6.3 %	4.4 %
AOR/Classic/NR	0 (0)	84 (6)	84 (6)	16.6 %	17.0 %
Black/Urban	8 (1)	51 (3)	59 (4)	11.6 %	13.0 %
CHR	0 (0)	85 (3)	85 (3)	16.8 %	14.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	32 (1)	32 (1)	6.3 %	6.7 %
Full Service	40 (3)	0 (0)	40 (3)	7.9 %	9.2 %
Hispanic	0 (0)	2 (1)	2 (1)	0.4 %	1.0 %
Jazz	0 (0)	4 (1)	4 (1)	0.8 %	0.0 %
News/Talk	38 (3)	0 (0)	38 (3)	7.5 %	5.5 %
Oldies	0 (0)	38 (2)	38 (2)	7.5 %	9.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.8 %	0.4 %
Soft AC	0 (0)	37 (2)	37 (2)	7.3 %	9.0 %
Sports	24 (1)	0 (0)	24 (1)	4.7 %	4.6 %
Standards/EZ	28 (2)	0 (0)	28 (2)	5.5 %	5.2 %
Totals	142 (11)	365 (23)	507 (34)		

AM Stations

WAVZ	1300	1 kw (DA-N)	Standards	Westwd	\$<20.00	Mc-Guild	Clear Channel
WELI	960	5 kw (DA-N)	Full Service	CBS, ABC, Westwd	\$44.00	Mc-Guild	Clear Channel
WNHC	1340	1 kw	Black AC	ABC	\$21.00	D&R	WYBC-F, pend.
WQUN	1220	1 kw/0.305 kw (DA-2)	Standards	CBS, JRN	\$ NA	---	Hamden

FM Stations

WKCI	101.3	15 kw @ 876	CHR	\$90.00	Mc-Guild	Clear Channel
WPLR	99.1	14 kw @ 951	AOR	\$155.00	D&R	Capstar
WYBC	94.3	1.7 kw @ 325	Black/Urban	ABC	\$35.00	D&R

Notes: Other ranked stations - See Bridgeport, Hartford or New York . . . 6/98 WNHC sold to WYBC-F for \$775,000 (Mike Rice)

Jim Duncan

Comments: Total listening is down 0.5 rating point in this already low-radio-usage market . . . All three local FM's rebounded well from weak Fall books . . . WELI collapsed to its worst share ever

NEW ORLEANS

Arbitron Rank: 39 Pop (12+): 1,028,200
MSA Rank: 42
MSA Pop: 1,310,000
DMA: 41
Average Persons Rating: 16.4
Market TSL In Hours: 22.00

Stations: 25 / 25
Diaries: 2,778/370:1/45.9%
Sample Target: 2,810
% Below Line: 0.0
% Not Listed: 11.9
Pop per Station: 41,048

Last Year's Revenue: \$50,000,000
Household Income: \$36,375
Total Retail Sales: \$11.7 Bil.
#1 Biller: WWL/WSMB \$10,300,000
#1 Billing Portfolio: Clear Channel \$21,400,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WQUE-F	B	232 / 13.8	13.9	12.7	13.4	13.2	13.4	2375 / 23.1	22.7	23.2	293 / 3202	G	WQUE-F
2	WYLD-F	B/AC	139 / 8.3	8.7	9.0	10.0	7.7	9.0	1797 / 17.5	18.3	17.2	155 / 2075	G	WYLD-F
3	WWL	N/T	126 / 7.5	8.4	8.3	7.2	8.5	7.8	1785 / 17.4	22.2	18.5	161 / 2454	I	WWL
4	WNOE-F	C	97 / 5.8	5.5	8.5	6.0	7.7	6.4	1400 / 13.6	17.0	17.5	124 / 1895	G	WNOE-F
5	WTKL-F	O	93 / 5.5	5.3	5.1	5.3	4.1	5.3	1179 / 11.5	11.7	11.2	132 / 1657	D	WTKL-F
6	WLMG-F	SAC	89 / 5.3	4.6	5.4	5.2	5.1	5.1	1337 / 13.0	13.4	13.6	105 / 1710	E	WLMG-F
7	KKND-F	AOR-P	77 / 4.6	4.3	4.8	3.4	3.8	4.3	1247 / 12.2	12.6	11.3	94 / 1535	C	KKND-F
8	WEZB-F	AC/CHR	73 / 4.3	4.8	3.8	4.7	4.0	4.4	1584 / 15.4	15.7	14.8	83 / 1981	D	WEZB-F
9	KUMX-F	CHR	72 / 4.3	4.6	3.9	4.2	4.2	4.2	1569 / 15.3	14.3	14.2	144 / 2930	C	KUMX-F
10	WRNO-F	CL HITS	70 / 4.2	3.7	4.1	4.4	3.6	4.1	1154 / 11.2	13.2	11.9	94 / 1673	D	WRNO-F
11	WCKW-F	CL AOR	68 / 4.0	2.9	3.0	3.5	2.7	3.4	1142 / 11.1	10.0	10.1	114 / 2010	C	WCKW-F
12	KMEZ-F	B/AC	66 / 3.9	3.4	2.5	3.7	4.8	3.4	1017 / 9.9	8.2	9.9	68 / 1030	C	KMEZ-F
	WLTS-F	AC	66 / 3.9	3.6	4.0	4.4	5.2	4.0	1171 / 11.4	9.7	11.6	82 / 1444	D	WLTS-F
14	WYLD	B/G	48 / 2.9	4.1	3.3	4.0	3.4	3.6	730 / 7.1	7.3	8.2	64 / 854	*	WYLD
15	WBYU	ST	38 / 2.3	2.5	3.0	2.1	2.6	2.5	468 / 4.6	6.1	4.6	39 / 475	B	WBYU
16	WTIX	T	24 / 1.4	1.0	0.9	0.8	0.6	1.0	317 / 3.1	2.3	2.0	24 / 338		WTIX
17	WBOK	G	22 / 1.3	1.8	1.9	2.2	2.5	1.8	316 / 3.1	3.8	4.7	22 / 316	A	WBOK
18	WSMB	T	21 / 1.2	0.8	1.0	0.8	0.6	1.0	448 / 4.4	4.4	3.7	24 / 468		WSMB
19	WODT	B	17 / 1.0	0.7	0.5	0.8	0.9	0.8	180 / 1.8	1.3	2.0	18 / 204		WODT

12+ FM Share (Metro): 79.22% (1174 of 1482) (Spring 97: 76.60%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQUE-F >>>	1 WQUE-F >>	1 WQUE-F	1 WYLD-F <	1 WYLD-F	1 WWL	1 WQUE-F <	1 WWL <	1 WQUE-F >	1 WQUE-F >>	1 WQUE-F >
2 KUMX-F >	2 WYLD-F <	2 WYLD-F >	2 WQUE-F >	2 WQUE-F	2 WTKL-F <	2 WWL	2 WQUE-F	2 WYLD-F <	2 WYLD-F >>	2 WYLD-F >
3 KKND-F >>	3 KKND-F	3 KKND-F <	3 WWL <	3 WWL <	3 WYLD-F	3 WYLD-F <	3 WYLD-F	3 WWL <	3 KMEZ-F <	3 WNOE-F <
4 WEZB-F <	4 WNOE-F	4 WRNO-F <	4 WTKL-F <	4 WTKL-F	4 WLMG-F <	4 WCKW-F	4 WNOE-F	4 WNOE-F	4 KKND-F <	4 KMEZ-F <
5 WCKW-F <	5 WCKW-F	5 WNOE-F <	5 WNOE-F	5 WNOE-F	5 WNOE-F	5 KKND-F	5 WLMG-F <	5 WLMG-F <	5 WTKL-F <	5 WTKL-F <
6 KUMX-F <	6 WRNO-F <	6 WCKW-F	6 WCKW-F	6 WRNO-F <	6 KMEZ-F	6 WTKL-F <	6 WTKL-F	6 WTKL-F	6 KUMX-F <	6 WLMG-F <
7 WNOE-F <	7 WCKW-F	7 WTKL-F <	7 WTKL-F <	7 WLMG-F <	7 WRNO-F <	7 WNOE-F	7 WLTS-F	7 WLTS-F	7 KUMX-F <	7 WLMG-F
8 WLTS-F	8 WWL <	8 WLMG-F	8 WCKW-F <	8 WCKW-F <	8 WQUE-F <	8 WLMG-F	8 WRNO-F <	8 WEZB-F <	8 WNOE-F <	8 WWL <
		9 WLMG-F	9 WLTS-F <	9 WLTS-F <		9 WEZB-F <	9 WEZB-F	9 WLTS-F <		
		WLTS-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	12+ Ovrnite
1 WQUE-F >>>	1 WQUE-F >>	1 WQUE-F	1 WQUE-F	1 WYLD-F	1 WQUE-F >>>	1 WQUE-F >>	1 WQUE-F >	1 WQUE-F >	1 WWL <	1 WQUE-F >
2 WEZB-F	2 WYLD-F	2 WYLD-F >	2 WYLD-F >	2 WQUE-F	2 KKND-F >	2 KKND-F <	2 WCKW-F	2 WCKW-F	2 WYLD-F	2 WSMB
3 WLTS-F	3 WEZB-F	3 WEZB-F <	3 WEZB-F <	3 WLMG-F <	3 WCKW-F	3 WCKW-F	3 KKND-F	3 WWL	4 WQUE-F <	3 WYLD-F
	4 WLTS-F	4 WLTS-F	4 WLTS-F	4 WTKL-F	4 KUMX-F	4 WYLD-F	4 WYLD-F	4 WYLD-F <	4 WCKW-F	4 WWL >
5 KUMX-F	5 KUMX-F	5 WLMG-F	5 WLMG-F	5 WLTS-F	5 WLMG-F >	5 WRNO-F	5 WRNO-F	5 KKND-F <	5 WRNO-F	
6 KKND-F	6 KKND-F	6 KUMX-F	6 WTKL-F <	6 WEZB-F	6 WNOE-F	6 WNOE-F	6 WNOE-F	6 WRNO-F	6 WNOE-F	
7 WNOE-F	7 WNOE-F	7 WNOE-F	7 WNOE-F <	7 WNOE-F <	7 WNOE-F	7 WWL	7 WNOE-F	7 WNOE-F	7 WNOE-F	
8 WLMG-F >>	8 WLMG-F >	8 WLMG-F	8 KUMX-F	8 WYLD	8 WEZB-F	8 WEZB-F	8 WEZB-F	8 KMEZ-F <	8 WTKL-F <	
			9 WYLD					9 KMEZ-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WADU-F	ST	94.9 Reserve	0.7 1.1 14 144
WGSC	N	990 New Orleans	0.7 2.5 12 271
WKSX-F	C	106.1 Picayune	0.5 2.0 11 294
WTIX-F	O	94.3 Galiano	0.4 2.1 8 292
WYLA-F	C	94.7 Lacombe	0.4 1.3 7 165

NEW ORLEANS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Centennial KMEZ-FM, WBYU-AM, WRNO-FM	10.4 %	10.9 %	10.0 %	AC	0 (0)	139 (2)	139 (2)	9.4 %	10.3 %
Clear Channel KKND-FM, KUMX-FM, WNOE-FM, WODT-AM, WQUE-FM, WYLD-AM, WYLD-FM	40.7 %	38.0 %	42.8 %	AOR/Classic/NR	0 (0)	145 (2)	145 (2)	9.8 %	7.3 %
Sinclair Broadcast Group WEZB-FM, WLMG-FM, WLTS-FM, WSMB-AM, WTKL-FM, WWL-AM	27.7 %	30.2 %	40.3 %	Black/Urban	17 (1)	437 (3)	454 (4)	30.6 %	29.0 %
	78.8 %	79.1 %	93.1 %	CHR	0 (0)	72 (1)	72 (1)	4.9 %	4.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	111 (4)	111 (4)	7.5 %	10.5 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	183 (4)	0 (0)	183 (4)	12.3 %	11.4 %
				Oldies	0 (0)	169 (3)	169 (3)	11.4 %	9.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	70 (2)	0 (0)	70 (2)	4.7 %	7.7 %
				Soft AC	0 (0)	89 (1)	89 (1)	6.0 %	5.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
				Standards/EZ	38 (1)	12 (1)	50 (2)	3.4 %	2.9 %
				Totals	308 (8)	1174 (17)	1482 (25)		

AM Stations

Station	Power	Format	Company	Rate	Class	Advertiser
WBOOK	1230	1 kw	Gospel	AURN, Westwd	\$23.00	--- Willis
WBYU	1450	1 kw	Standards	ABC	\$30.00	--- Centennial
WODT	1280	5 kw (DA-1)	Blues	ABC, Westwd, TARN	\$ NA	D&R Clear Channel
WSMB	1350	5 kw (DA-N)	Talk	CBS	\$21.00	Allied Sinclair Bcst Gp
WTIX	690	10 kw/5 kw (DA-2)	Talk	Westwd, BNN	\$22.00	--- GHB
WWL	870	50 kw (DA-1)	News/Talk	CBS	\$150.00	Allied Sinclair Bcst Gp
WYLD	940	10 kw/0.5 kw (DA-2)	Black Gospel	ABC, AURN	\$19.00	Clr Chnl Clear Channel

FM Stations

Station	Power	Format	Company	Rate	Class	Advertiser
KKND	106.7	100 kw @ 983	Progressive AOR	\$30.00	Clr Chnl	Clear Channel Pt. Sulphur
KMEZ	102.9	4.7 kw @ 604	Black AC	ABC	\$40.00	Allied Centennial Belle Chasse
KUMX	104.1	100 kw @ 1946	CHR	Westwd	\$40.00	Clr Chnl Clear Channel Houma
WCKW	92.3	100 kw @ 1946	Classic AOR	\$44.00	Christal	Laplace
WEZB	97.1	100 kw @ 984	AC/CHR	ABC, CBS	\$65.00	Katz Sinclair Bcst Gp
WLMG	101.9	100 kw @ 984	Soft AC	\$85.00	Allied	Sinclair Bcst Gp
WLTS	105.3	100 kw @ 902	AC	ABC	\$64.00	Mc-Guild Sinclair Bcst Gp Slidell
WNOE	101.1	100 kw @ 1004	Country	Westwd	\$102.00	Clr Chnl Clear Channel
WQUE	93.3	100 kw @ 984	Black	\$112.00	Clr Chnl	Clear Channel
WRNO	99.5	100 kw @ 1004	Classic Hits	ABC	\$87.00	Katz Centennial
WTKL	95.7	100 kw @ 984	Oldies	ABC	\$62.00	Eastman Sinclair Bcst Gp
WYLD	98.5	100 kw @ 902	Black AC	ABC, USA	\$85.00	Clr Chnl Clear Channel

Notes: * WYLD revenue included in WYLD-F revenue level . . . WWL revenue level includes WSMB . . . 2/98 KHOM-F changed calls to KUMX-F ("Mix 104.1"); remains CHR . . . 3/98 Sinclair Broadcast Group sold these stations to Centennial (price NA): KMEZ-F; WBYU & WRNO-F . . . 8/98 WKSX-F changed from Country to Classic AOR as "Eagle 106.1"

Jim Duncan

Comments: Total listening to radio is off moderately (-0.5 ratings point) . . . WYLD-F experienced its third straight share decrease but even so, remains ahead of its year-ago share level

NEW YORK

Arbitron Rank: 1 Pop (12+): 14,236,500
MSA Rank: 1
MSA Pop: 15,700,000
DMA: 1
Average Persons Rating: 18.1
Market TSL in Hours: 23.75

Stations: 46 / 45
Diaries: 11,860/1200:1/50.8%
Sample Target: 8,450
% Below Line: 0.6
% Not Listed: 11.9
Pop per Station: 316,367

Last Year's Revenue: \$531,500,000
Household Income: \$55,976
Total Retail Sales: \$138.1 Bil.
#1 Biller: WFAN \$50,300,000
#1 Billing Portfolio: CBS \$201,500,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WSKQ-F	1530 / 5.9	6.1	5.6	5.1	4.3	5.7	13465 / 9.5	9.5	8.7	1566 / 13874	K	WSKQ-F
2	WLTW-F	1525 / 5.9	6.6	6.2	6.4	6.0	6.3	22319 / 15.7	15.3	14.6	1563 / 23031	K	WLTW-F
3	WQHT-F	1432 / 5.6	5.5	5.9	6.2	6.1	5.8	20291 / 14.3	14.1	14.0	1519 / 21767	K	WQHT-F
4	WHTZ-F	1319 / 5.1	4.7	3.9	4.3	3.5	4.5	25911 / 18.2	15.1	14.7	1352 / 26887	I	WHTZ-F
5	WCBS-F	1179 / 4.6	4.6	4.6	4.7	4.7	4.6	16872 / 11.7	12.0	12.2	1220 / 17655	K	WCBS-F
6	WRKS-F	1109 / 4.3	4.2	4.4	4.6	4.1	4.4	15499 / 10.9	11.1	11.3	1145 / 16228	K	WRKS-F
7	WKTU-F	1094 / 4.2	3.8	4.6	4.7	4.7	4.3	19881 / 14.0	14.4	15.4	1134 / 20983	K	WKTU-F
8	WXRK-F	986 / 3.8	4.3	4.1	3.5	3.8	3.9	16349 / 11.5	11.5	11.9	1081 / 18019	K	WXRK-F
9	WINS	828 / 3.2	3.6	3.0	3.6	3.5	3.4	20662 / 14.5	14.7	14.7	837 / 21076	K	WINS
10	WABC	827 / 3.2	3.0	3.1	3.2	2.7	3.1	12887 / 9.1	7.8	8.3	970 / 15252	I	WABC
11	WPAT-F	824 / 3.2	3.5	3.3	2.8	3.2	3.2	8928 / 6.3	6.8	6.7	831 / 9111	I	WPAT-F
12	WOR	822 / 3.2	3.1	3.0	3.2	3.6	3.1	10247 / 7.2	7.6	7.6	915 / 11740	K	WOR
13	WQXR-F	797 / 3.1	2.9	2.4	2.2	2.9	2.6	9797 / 6.9	6.3	6.5	815 / 10213	I	WQXR-F
14	WCBS	771 / 3.0	2.8	3.2	3.2	3.1	3.0	17441 / 12.3	12.5	12.2	868 / 20156	K	WCBS
15	WQCD-F	720 / 2.8	3.2	2.8	3.2	3.4	3.0	11488 / 8.1	8.3	8.9	758 / 12163	K	WQCD-F
16	WBLS-F	699 / 2.7	2.5	2.3	2.5	2.7	2.5	13710 / 9.6	8.5	8.4	717 / 14148	I	WBLS-F
17	WPLJ-F	697 / 2.7	2.6	2.8	2.8	2.6	2.7	14416 / 10.1	10.1	10.4	768 / 15928	K	WPLJ-F
18	WFAN	677 / 2.6	2.2	2.8	2.9	2.5	2.6	12249 / 8.6	9.4	8.6	839 / 15190	K	WFAN
19	WADO	628 / 2.4	2.4	2.0	1.8	1.9	2.2	4856 / 3.3	3.4	3.3	629 / 4671	H	WADO
20	WQEW	459 / 1.8	2.0	2.1	1.8	2.1	1.9	5911 / 4.2	4.3	4.3	483 / 6252	E	WQEW
21	WNEW-F	446 / 1.7	1.5	1.7	1.8	1.6	1.7	9655 / 6.8	6.7	6.5	485 / 10475	I	WNEW-F
22	WAXQ-F	411 / 1.6	1.5	1.4	1.9	2.0	1.6	9982 / 7.0	6.1	7.2	433 / 10647	I	WAXQ-F
23	WBIX-F	376 / 1.5	1.5	1.5	1.6	1.5	1.5	10369 / 7.3	6.8	6.8	383 / 10658	H	WBIX-F
24	WLIB	226 / 0.9	1.0	1.3	1.5	0.9	1.2	2581 / 1.8	2.0	2.5	230 / 2629	F	WLIB
25	WALK-F	224 / 0.9	0.9	0.9	0.9	1.0	0.9	3235 / 2.3	2.4	2.5	232 / 3494		WALK-F
26	WCAA-F	222 / 0.9	0.6	0.7	0.8	0.7	0.8	3938 / 2.8	2.4	2.6	224 / 3994		WCAA-F

12+ FM Share (Metro): 75.23% (17099 of 22730) (Spring 97: 72.61%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQHT-F	1 WQHT-F	1 WSKQ-F	1 WSKQ-F	1 WSKQ-F <	1 WLTW-F <	1 WXRK-F	1 WLTW-F >	1 WLTW-F <	1 WQHT-F	1 WSKQ-F
2 WHTZ-F >>>	2 WHTZ-F	2 WQHT-F <	2 WLTW-F	2 WLTW-F	2 WCBS-F	2 WSKQ-F	2 WCBS-F <	2 WQHT-F	2 WHTZ-F	2 WQHT-F <
	WKTU-F	3 WKTU-F	3 WRKS-F <	3 WCBS-F	3 WSKQ-F <	3 WINS	3 WSKQ-F	3 WHTZ-F	3 WRKS-F <	3 WHTZ-F <
	WSKQ-F <	WLTW-F <	4 WKTU-F <	WRKS-F <	4 WOR <	4 WLTW-F	4 WKTU-F <	4 WSKQ-F <	4 WSKQ-F <	4 WLTW-F <
	5 WXRK-F >	5 WHTZ-F <	5 WXRK-F	5 WKTU-F <	5 WQXR-F <	WHTZ-F <	5 WQHT-F <	5 WKTU-F	5 WKTU-F <	5 WKTU-F <
	6 WLTW-F <	6 WXRK-F <	6 WCBS-F <	6 WXRK-F	6 WRKS-F <	6 WCBS	6 WHTZ-F <	6 WCBS-F	6 WABC <	WRKS-F <
	7 WBLS-F	7 WRKS-F	7 WHTZ-F <	7 WHTZ-F <	7 WABC	WQHT-F	7 WABC <	7 WRKS-F <	7 WLTW-F <	7 WCBS-F <
	WRKS-F <	8 WCBS-F <	8 WPLJ-F <	8 WPLJ-F <	WCBS <	WRKS-F <	8 WRKS-F <	8 WOR	8 WBLS-F <	8 WPAT-F
	9 WPLJ-F >	9 WPLJ-F <	9 WQHT-F	9 WPAT-F <	9 WINS	9 WCBS-F <	9 WQCD-F	9 WPLJ-F <	9 WQXR-F	9 WBLS-F
		10 WBLS-F <	10 WPAT-F <	10 WQCD-F	WQHT-F	10 WOR	WQXR-F <	10 WQXR-F <	WPAT-F <	10 WQXR-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	12+ Ovmite
1 WQHT-F	1 WKTU-F <	1 WKTU-F <	1 WLTW-F <	1 WLTW-F	1 WQHT-F >>	1 WQHT-F	1 WXRK-F	1 WXRK-F	1 WSKQ-F <	1 WRKS-F <
2 WHTZ-F	2 WQHT-F <	2 WSKQ-F	2 WSKQ-F <	2 WSKQ-F <	2 WXRK-F <	2 WXRK-F	2 WSKQ-F <	2 WQHT-F <	2 WXRK-F	2 WABC
3 WKTU-F	3 WHTZ-F	3 WHTZ-F <	3 WKTU-F <	3 WRKS-F	3 WHTZ-F >	3 WSKQ-F	3 WQHT-F	3 WSKQ-F	3 WCBS-F <	3 WINS <
4 WLTW-F <	4 WSKQ-F	4 WRKS-F <	4 WHTZ-F <	4 WCBS-F <	4 WSKQ-F <	4 WHTZ-F <	4 WKTU-F	4 WKTU-F <	4 WFAN <	4 WHTZ-F <
5 WSKQ-F	5 WLTW-F	5 WQHT-F	5 WRKS-F	5 WKTU-F	5 WKTU-F >	5 WKTU-F >	5 WHTZ-F	5 WHTZ-F <	5 WLTW-F <	5 WOR <
6 WBLS-F	6 WRKS-F <	WPLJ-F <	6 WQHT-F	6 WHTZ-F	6 WBLS-F >	6 WFAN	6 WFAN <	6 WFAN	6 WKTU-F	6 WQHT-F
7 WRKS-F	7 WBLS-F <	7 WLTW-F	7 WPLJ-F <	7 WPLJ-F <	7 WRKS-F	7 WPLJ-F	7 WPLJ-F	7 WLTW-F <	7 WRKS-F	7 WRKS-F
	8 WPLJ-F	8 WBLS-F	8 WBLS-F <	8 WPAT-F	8 WPLJ-F	8 WBLS-F <	8 WLTW-F	8 WCBS-F <	8 WQHT-F <	8 WQHT-F <
	9 WXRK-F >	9 WXRK-F >	9 WCBS-F <	9 WQCD-F	9 WRKS-F <	9 WRKS-F	9 WRKS-F	9 WRKS-F	9 WPLJ-F <	
			10 WPAT-F	WBLS-F <				10 WPLJ-F		

NEW YORK

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
WBAB-F	AOR	102. Babylon, NY	0.5	1.8	134 2532
WBBR	BIZ N	1130 New York	0.5	2.3	132 3489
WBLI-F	AC/CHR	106.1 Patchogue	0.7	2.3	188 3469
WBZO-F	O	103.1 Bay Shore, NY	0.4	1.4	110 2031
WDHA-F	AOR	105.5 Dover, NJ	0.3	1.2	80 1851
WFME-F	REL	94.7 Newark, NJ	0.7	1.7	182 2566
WHLI	ST	1100 Hempstead, NY	0.4	0.8	124 1206
WHUD-F	AC	100.7 Peekskill, NY	0.5	1.1	191 2567
WKJY-F	AC	98.3 Hempstead, NY	0.3	1.0	90 1394
WLIR-F	AC-NR	92.7 Garden City, NY	0.4	2.2	102 3288
WMCA	REL	570 New York	0.3	0.9	75 1307
WMGQ-F	AC	98.3 New Brunswick	0.3	0.7	88 1131
WRTN-F	ST	93.5 New Rochelle, NY	0.3	1.2	87 1710
WWRL	B/O	1600 Woodside, NY	0.3	1.0	85 1441
WWXY-F	C	107.1 Long Branch, NJ	0.4	1.5	120 2306
WWZY-F	C	107.1 Briarcliff Manor	0.3	0.7	83 1334

Consolidation Report	12+	25-54	Revenue
Big City	0.7 %	0.8 %	%
WWVY-FM, WWXY-FM, WWZY-FM			
CBS	18.9 %	20.3 %	37.9 %
WCBS-AM, WCBS-FM, WFAN-AM, WINS-AM, WNEW-FM, WXRK-FM			
Chancellor	18.3 %	20.0 %	20.6 %
WAXQ-FM, WBIX-FM, WHTZ-FM, WKTU-FM, WLTV-FM			
Emmis	12.7 %	12.3 %	14.5 %
WQCD-FM, WQHT-FM, WRKS-FM			
SBS	9.1 %	10.9 %	5.9 %
WPAT-FM, WSKQ-FM			
<hr/>			
	59.7 %	64.3 %	78.9 %

Other Rated Stations--Outside Market			Metro Share	Cume Rating	TSA AQH Cume
WKXW-F	T	101.5 Trenton	0.6	2.7	237 5425

Format Performance	AM	FM	Total	%	Fall 96
AC	0 (0)	1182 (8)	1182 (8)	5.2 %	3.4 %
AOR/Classic/NR	0 (0)	2054 (6)	2054 (6)	9.0 %	5.9 %
Black/Urban	311 (2)	3240 (3)	3551 (5)	15.6 %	17.4 %
CHR	0 (0)	3110 (3)	3110 (3)	13.7 %	13.0 %
Classical	0 (0)	797 (1)	797 (1)	3.5 %	3.4 %
Country	0 (0)	189 (3)	189 (3)	0.8 %	1.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	628 (1)	2576 (3)	3204 (4)	14.1 %	11.7 %
Jazz	0 (0)	720 (1)	720 (1)	3.2 %	4.1 %
News/Talk	3370 (5)	156 (1)	3526 (6)	15.5 %	16.7 %
Oldies	0 (0)	1288 (2)	1288 (2)	5.7 %	6.3 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.9 %
Religion/Gospel	73 (1)	176 (1)	249 (2)	1.1 %	1.7 %
Soft AC	0 (0)	1525 (1)	1525 (1)	6.7 %	7.3 %
Sports	677 (1)	0 (0)	677 (1)	3.0 %	3.0 %
Standards/EZ	572 (2)	86 (1)	658 (3)	2.9 %	3.5 %
Totals	5631 (12)	17099 (34)	22730 (46)		

AM Stations

Station	Power	Format	Advertiser	Agency
WABC	770 50 kw	Talk	ABC	\$355.00 Katz ABC/Disney
WADO	1280 5 kw (DA-1)	Hispanic News-Talk		\$100.00 Katz Hisp Heffel
WCBS	880 50 kw	News	CBS	\$425.00 CBS CBS
WEVD	1050 50 kw (DA-2)	Talk		NA
WFAN	660 50 kw	Sports	Westwd, CBS	\$470.00 Infinity CBS
WINS	1010 50 kw (DA-2)	News	ABC, CNN	\$445.00 CBS CBS
WLIB	1190 10 kw (Days, DA)	Black News/Talk	AURN, ABC	\$75.00 Mc-Guild Inner City
WOR	710 50 kw (DA-1)	Talk	ABC, Westwd	\$320.00 Mc-Guild Buckley
WQEW	1560 50 kw (DA-2)	Standards		\$90.00 Allied New York Times

NEW YORK

FM Stations

Station	Freq	Power	Format	Source	Advertiser	Agency	City
WAXQ	104.3	7.8 kw @ 1223	Classic AOR		\$170.00	Katz	Chancellor
WBIX	105.1	6 kw @ 1362	AC		\$320.00	Sentry	Chancellor
WBLS	107.5	4.2 kw @ 1362	Black AC	ABC	\$260.00	Mc-Guild	Inner City
WCAA	105.9	0.81 kw @ 1223	Hispanic-Tropical		\$ NA	Heftel	Newark, NJ
WCBS	101.1	6.8 kw @ 1325	Oldies	CBS	\$560.00	CBS	CBS
WHTZ	100.3	6 kw @ 1362	CHR		\$314.00	—	Chancellor
WKTJ	103.5	5.4 kw @ 1420	CHR/Urban	Westwd	\$400.00	Eastman	Chancellor
WLTW	106.7	6 kw @ 1362	Soft AC	AMFM	\$580.00	Katz	Chancellor
WNEW	102.7	7.8 kw @ 1223	Classic AOR	Westwd	\$305.00	CBS	CBS
WPAT	93.1	5.4 kw @ 1420	Hispanic Contemp.		\$125.00	Caballero	SBS
WPLJ	95.5	6.7 kw @ 1335	CHR/AC	ABC	\$435.00	Katz	ABC/Disney
WQCD	101.9	6 kw @ 1362	Jazz		\$358.00	Christal	Emmis
WQHT	97.1	6.7 kw @ 1339	Urban/CHR		\$390.00	Allied	Emmis
WQXR	96.3	6 kw @ 1362	Classical	Westwd	\$190.00	Allied	New York Times
WRKS	98.7	6 kw @ 1362	Black AC	Source, Westwd	\$475.00	D&R	Emmis
WSKQ	97.9	6 kw @ 1362	Hispanic Contemp.		\$340.00	Caballero	SBS
WXRK	92.3	6 kw @ 1362	Talk/New Rock	Westwd, Source	\$540.00	Infinity	CBS

Notes: WALK-F - See Nassau-Suffolk . . . 3/98 WFAS-AF (White Plains)/WZZN-F (Mt. Kisco) sold by Capstar to Frank Washington (price NA) . . . 4/98 WJDM (1530)/WJDM-EB (1660; both, Elizabeth, NJ) sold by Children's to Catholic (John Lynch) as part of \$57,500,000 group sale . . . 4/98 WNSR-F changed calls to WBIX-F ("Big 105.1"); remains AC . . . 5/98 WNWK-F changed from Ethnic to Hispanic-Tropical as WCAA-F ("Caliente") . . . 7/98 WJHR (1040; Flemington, NJ) sold to Multicultural for \$1,400,000 . . . 8/98 WVIP (1310; Mt. Kisco, NY) sold to WGCH (Greenwich, CT) for \$675,000; changed to simulcasting WGCH

Jim Duncan

Comments: Listening levels are down slightly . . . WSKQ-F leads in 12+ for the first time . . . WQXR-F has its highest share in more than three years . . . WHTZ-F goes above a five share for the first time in many years . . . Note that WHTZ-F is the market's (and the nation's) highest cuming station . . . Despite the increased competition for Hispanic listening, little WADO continues to improve its position

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

* AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
* AC-NR	- Modern AC	N	- News
* AOR	- Album Oriented Rock	O	- Oldies
* AOR-NR	- New Rock	REL	- Religion, Christian
* AOR-P	- Progressive AOR	REL-CC	- Contemporary Christian
* B	- Black (audience 75%+ Black)	SAC	- Soft Adult Contemporary
* B/AC	- Black Adult Contemporary	SP	- Hispanic/Spanish
* B/O	- Black Oldies	SP-C	- Hispanic Contemporary
* BIZ N	- Business News	SP-NT	- Hispanic News/Talk/Information
* C	- Country	SP-R	- Hispanic-Regional
* C/O	- Classic Country	SP-TP	- Hispanic-Tropical
* CHR	- Contemporary Hit Radio, Top 40, Contemporary	SP-VA	- Hispanic Variety
* CL	- Classical	SP-TJ	- Tejano
* CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
* CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
* E	- Ethnic (usually Foreign Language)	T	- Talk
* EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
* FS	- Full Service	VA	- Variety
* G	- Gospel (B/G is Black 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

Arbitron Rank: 34 Pop (12+): 1,217,100
 MSA Rank: 33
 MSA Pop: 1,560,000
 DMA: 40
 Average Persons Rating: 15.9
 Market TSL in Hours: 21.00

Stations: 28 / 27
 Diaries: 1,746/697:1/54.3%
 Sample Target: 1,670
 % Below Line: 0.4
 % Not Listed: 14.0
 Pop per Station: 45,078

Last Year's Revenue: \$42,700,000
 Household Income: \$41,776
 Total Retail Sales: \$13.3 Bil.
 #1 Biller: WOWI-F \$5,750,000
 #1 Billing Portfolio:
 Sinclair Broadcast Group \$10,120,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WOWI-F	B	258 / 13.3	13.0	12.4	11.9	11.5	12.7	2696 / 22.2	21.5	22.2	283 / 3038	G	WOWI-F
2	WCMS-AF	C	129 / 6.7	7.2	5.8	6.9	6.1	6.6	1708 / 14.0	12.9	13.4	159 / 2173	D	WCMS-AF
3	WGH-F	C	118 / 6.1	6.3	6.1	7.3	6.4	6.4	1607 / 13.2	12.6	15.7	139 / 1969	F	WGH-F
4	WAFX-F	CL AOR	113 / 5.8	3.2	4.1	4.0	3.5	4.3	1523 / 12.5	10.3	10.2	131 / 1942	C	WAFX-F
5	WWDE-F	AC	111 / 5.7	6.2	5.0	5.8	5.2	5.7	1701 / 14.0	14.0	14.2	116 / 1836	F	WWDE-F
6	WNVZ-F	CHR	99 / 5.1	5.0	5.0	5.3	4.4	5.1	2057 / 16.9	14.8	16.0	114 / 2373	C	WNVZ-F
	WPTE-F	AC/CHR	99 / 5.1	6.1	4.6	5.1	4.7	5.2	1785 / 14.7	14.2	13.0	105 / 1928	D	WPTE-F
8	WNOR-AF	AOR	94 / 4.9	6.3	5.4	6.6	6.8	5.8	1650 / 13.6	12.1	14.4	114 / 1829	F	WNOR-AF
9	WSVY-FF	B	90 / 4.6	4.0	3.4	3.1	3.5	3.8	1338 / 11.0	10.3	7.6	99 / 1526	C	WSVY-FF
10	WJCD-F	JU	89 / 4.6	4.7	6.2	4.6	5.2	5.0	2073 / 10.5	12.1	9.8	90 / 1319	D	WJCD-F
11	WFOG-F	SAC	78 / 4.0	4.3	5.3	3.9	5.6	4.4	1329 / 10.9	11.5	13.0	88 / 1541	D	WFOG-F
12	WVKL-F	O	68 / 3.5	4.4	3.8	4.1	3.9	4.0	1320 / 10.8	10.4	12.2	79 / 1488	C	WVKL-F
13	WNIS	N/T	63 / 3.3	2.3	3.8	2.9	3.0	3.1	1100 / 9.0	8.7	7.0	70 / 1184	D	WNIS
14	WKOC-F	AOR-P	59 / 3.0	1.9	1.7	1.9	2.7	2.1	1012 / 8.3	7.5	9.4	65 / 1150	C	WKOC-F
15	WXEZ-F	SAC	47 / 2.4	2.7	3.4	3.3	3.5	3.0	701 / 5.8	6.4	6.6	54 / 853	C	WXEZ-F
16	WROX-F	AOR-NR	37 / 1.9	3.1	2.3	3.2	3.9	2.6	991 / 8.1	10.3	11.4	41 / 1103	C	WROX-F
17	WTAR	T	29 / 1.5	1.4	1.0	1.1	1.3	1.2	660 / 5.4	5.4	4.2	32 / 727	B	WTAR
	WPCE	G	29 / 1.5	0.9	3.0	2.1	1.1	1.9	457 / 3.8	4.9	3.5	29 / 457	B	WPCE

12+ FM Share (Metro): 89.98% (1499 of 1666) (Spring 97: 90.40%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WOWI-F >>>	1	WOWI-F >	1	WOWI-F	1	WCMS-AF	1	WOWI-F >	1	WOWI-F >>
2	WNVZ-F >>	2	WPTE-F	2	WAFX-F	2	WAFX-F	2	WNOR-AF <	2	WAFX-F <
3	WNOR-AF <	3	WGH-F <	3	WGH-F <	3	WWDE-F	3	WSVY-FF <	3	WGH-F <
4	WNVZ-F <	4	WWDE-F <	4	WWDE-F	4	WGH-F	4	WWDE-F <	4	WGH-F
5	WGH-F	5	WPTE-F <	5	WPTE-F	5	WCMS-AF <	5	WFOG-F	5	WCMS-AF
6	WKOC-F	6	WNOR-AF	6	WNOR-AF <	6	WJCD-F <	6	WGH-F	6	WGH-F <
7	WWDE-F	7	WNVZ-F <	7	WJCD-F <	7	WSVY-FF	7	WGH-F <	7	WGH-F <
8	WJCD-F	8	WCMS-AF <	8	WPTE-F <	8	WNIS	8	WJCD-F	8	WJCD-F <
9	WCMS-AF	9	WSVY-FF	9	WNOR-AF	9	WVKL-F	9	WNIS <	9	WFOG-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	12+ Ovrnite	
1	WOWI-F >>>	1	WOWI-F >>	1	WOWI-F >	1	WOWI-F >>>	1	WOWI-F >	1	WAFX-F
2	WNVZ-F >	2	WNVZ-F	2	WWDE-F	2	WNOR-AF	2	WNOR-AF <	2	WOWI-F >
3	WPTE-F >	3	WPTE-F >	3	WGH-F <	3	WGH-F <	3	WGH-F	3	WNOR-AF <
4	WWDE-F >	4	WGH-F	4	WNVZ-F <	4	WPTE-F	4	WAFX-F	4	WGH-F <
5	WGH-F	5	WWDE-F	5	WJCD-F <	5	WGH-F	5	WAFX-F <	5	WCMS-AF <
6	WKOC-F >	6	WNVZ-F >	6	WAFX-F <	6	WAFX-F	6	WNVZ-F	6	WGH-F
7		7	WJCD-F <	7	WSVY-FF <	7	WJCD-F	7	WCMS-AF	7	WJCD-F <
8		8	WSVY-FF	8	WCMS-AF <	8	WCMS-AF	8	WGH-F	8	WGH-F <
9		9	WVKL-F	9	WVKL-F	9	WVKL-F	9	WGH-F	9	WSVY-FF

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBVM	ST	1490	Hampton 0.4 0.6 7 72
WGH	SPRTS	1310	Newport News 0.7 2.8 15 364
WGPL	B/G	1350	Portsmouth 0.6 2.3 12 276
WTJZ	REL	1270	Newport News 0.4 1.6 7 201
WXGM-F	AC	99.1	Gloucester 0.5 0.6 10 101

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WKLR-F	CL HITS	96.5	Williamsburg 0.4 1.7 38 729

NORFOLK

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel	22.5 %	21.6 %	22.4 %	AC	0 (0)	219 (3)	219 (3)	13.1 %	11.3 %
WJCD-FM, WOWI-FM, WSVV-FM, WSVY-FM				AOR/Classic/NR	2 (1)	300 (4)	302 (5)	18.1 %	19.1 %
Petracom, pend.	10.8 %	11.8 %	16.4 %	Black/Urban	0 (0)	348 (3)	348 (3)	20.9 %	17.1 %
WFOG-FM, WGH-AM, WGH-FM				CHR	0 (0)	99 (1)	99 (1)	5.9 %	7.1 %
Saga	10.6 %	22.9 %	13.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WAFX-FM, WNOR-AM, WNOR-FM				Country	4 (1)	243 (2)	247 (3)	14.8 %	14.9 %
Sinclair Broadcast Group	19.4 %	20.9 %	23.7 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WNVZ-FM, WPTE-FM, WVKL-FM, WWDE-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sinclair Communications	9.7 %	10.2 %	12.7 %	Jazz	0 (0)	89 (1)	89 (1)	5.3 %	6.0 %
WKOC-FM, WNIS-AM, WROX-FM, WTAR-AM				News/Talk	92 (2)	0 (0)	92 (2)	5.5 %	5.0 %
Willis	2.1 %	1.8 %	2.2 %	Oldies	0 (0)	76 (2)	76 (2)	4.6 %	4.4 %
WGPL-AM, WPCE-AM				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	75.2 %	89.2 %	90.8 %	Religion/Gospel	48 (3)	0 (0)	48 (3)	2.9 %	2.9 %
				Soft AC	0 (0)	125 (2)	125 (2)	7.5 %	10.8 %
				Sports	14 (1)	0 (0)	14 (1)	0.8 %	1.4 %
				Standards/EZ	7 (1)	0 (0)	7 (1)	0.4 %	0.0 %
				Totals	167 (9)	1499 (18)	1666 (27)		

AM Stations

Station	Power	Time	Format	Comments	AM	FM	Total
WCMS	1050	5 kw/0.36 kw	See WCMS-F				
WNIS	790	5 kw (DA-1)	News/Talk	Westwd, SBUSA	\$27.00	Allied	Sinclair Commun.
WNOR	1230	1 kw	See WNOR-F				
WPCE	1400	1 kw	Religion	AURN, Westwd	\$24.00	Mc-Guild	Willis
WTAR	850	50 kw/25 kw (DA-2)	Talk	CBS, Westwd, 1-On-1	\$53.00	Allied	Sinclair Commun.

FM Stations

Station	Power	Time	Format	Comments	AM	FM	Total
WAFX	106.9	100 kw @ 984	Classic AOR		\$61.00	CBS	Saga
WCMS	100.5	50 kw @ 500	Country	ABC	\$82.00	D&R	
WFOG	92.9	50 kw @ 484	Soft AC		\$58.00	Banner	Petracom, pend. Suffolk
WGH	97.3	74 kw @ 400	Country		\$83.00	Eastman	Petracom, pend.
WJCD	105.3	50 kw @ 500	Jazz/Urban		\$62.00	D&R	Clear Channel
WKOC	93.7	100 kw @ 935	Progressive AOR		\$45.00	Allied	Sinclair Commun. Elizabeth City, NC
WNOR	98.7	46 kw @ 520	AOR		\$98.00	Mc-Guild	Saga
WNVZ	104.5	50 kw @ 479	CHR		\$49.00	Christal	Sinclair Bcst Gp
WOWI	102.9	50 kw @ 472	Black	AURN	\$103.00	Mc-Guild	Clear Channel
WPTE	94.9	50 kw @ 500	AC/CHR		\$43.00	Christal	Sinclair Bcst Gp
WROX	96.1	23 kw @ 722	New Rock		\$43.00	Allied	Sinclair Commun. Cape Charles
WSVV	92.1	3.7 kw @ 420	See WSVV-F				Moyock, NC
WSVY	107.7	5.2 kw @ 351	Black	ABC	\$33.00	Clr Chnl	Clear Channel Windsor
WVKL	95.7	40 kw @ 880	Oldies		\$54.00	—	Sinclair Bcst Gp
WWDE	101.3	50 kw @ 500	AC		\$92.00	Christal	Sinclair Bcst Gp
WXEZ	94.1	40 kw @ 531	Soft AC		\$29.00	—	Eure Yorktown

Notes: 3/98 WGH-AF placed in trust by Sinclair Broadcast Group . . . 3/98 WCKO (1110) returned to the air programming Black Gospel . . . 7/98 WROX-F changed from New Rock to CHR as "96.1 - Da Bomb" . . . 3/98 Sinclair Broadcast Group sold these stations to Petracom: WGH; WGH-F; WFOG-F (total price: approx. \$23,000,000)

Jim Duncan

Comments: Listening levels are stable . . . WOWI-F has recorded five consecutive share increases . . . WAFX-F had its best book since the early 1990's

OKLAHOMA CITY

Arbitron Rank: 53 Pop (12+): 849,900
MSA Rank: 56
MSA Pop: 1,040,000
DMA: 43
Average Persons Rating: 15.4
Market TSL in Hours: 20.75

Stations: 21 / 21
Diaries: 1,401/607:1/50.1%
Sample Target: 1,440
% Below Line: 0.0
% Not Listed: 12.1
Pop per Station: 40,471

Last Year's Revenue: \$37,900,000
Household Income: \$37,340
Total Retail Sales: \$9.6 Bil.
#1 Biller: KXXY-F \$6,400,000
#1 Billing Portfolio:
 Clear Channel \$17,600,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KJYO-F	CHR	155 / 11.8	10.8	10.3	10.2	9.2	10.8	2243 / 26.4	24.8	26.1	194 / 2943	E	KJYO-F
2	KXXY-F	C	130 / 9.9	9.1	11.1	13.6	12.7	10.9	1595 / 18.8	23.6	23.3	161 / 2065	G	KXXY-F
3	KATT-F	AOR	115 / 8.8	8.2	7.2	6.5	8.4	7.7	1487 / 17.5	15.8	16.4	161 / 2196	E	KATT-F
4	KTOK	N/T	88 / 6.7	7.5	5.6	6.9	7.1	6.7	1262 / 14.8	13.6	16.0	93 / 1374	E	KTOK
5	KOMA-F	O	84 / 6.4	5.1	7.9	8.4	7.8	7.0	1301 / 15.3	18.0	15.2	103 / 1700	F*	KOMA-F
6	KRXO-F	CL AOR	74 / 5.7	5.9	7.2	5.0	4.8	5.9	1250 / 14.7	16.7	15.4	103 / 1628	E	KRXO-F
7	KYIS-F	AC-NR	73 / 5.6	6.6	5.0	4.1	4.7	5.3	1506 / 17.7	13.9	14.4	95 / 1898	C	KYIS-F
8	KMGL-F	AC	69 / 5.3	6.0	7.1	6.2	7.8	6.1	1281 / 15.1	16.0	17.2	98 / 1816	E	KMGL-F
	KTST-F	C	69 / 5.3	6.0	8.5	8.1	6.8	7.0	1153 / 13.8	17.8	16.5	95 / 1549	D	KTST-F
10	KQSR-F	SAC	60 / 4.6	4.8	3.7	4.0	4.0	4.3	1125 / 13.2	11.0	12.9	73 / 1404	C	KQSR-F
11	KKNG-F	C/O	59 / 4.5	0.7					639 / 7.5			81 / 904		KKNG-F
12	KVSP	B	39 / 3.0	4.9	3.8	4.4	5.2	4.0	525 / 6.2	6.6	8.0	40 / 546	B	KVSP
13	KTNT-F	J	33 / 2.5	3.3	2.7	3.2	3.4	2.9	536 / 6.3	6.5	8.2	33 / 541	C	KTNT-F
14	WWLS	SPRTS	19 / 1.5	1.3	1.9	1.4	1.3	1.5	313 / 3.7	4.5	4.6	29 / 466	A	WWLS
15	KOMA	O	16 / 1.2	0.7	2.0	2.2	2.1	1.5	404 / 4.7	8.3	4.6	28 / 547	*	KOMA

12+ FM Share (Metro): 81.83% (941 of 1150) (Spring 97: 77.82%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KJYO-F >>>	1 KATT-F <	1 KJYO-F <	1 KJYO-F <	1 KXXY-F <	1 KXXY-F	1 KXXY-F	1 KXXY-F <	1 KJYO-F	1 KJYO-F >>	1 KJYO-F
2 KATT-F >	2 KJYO-F >	2 KATT-F	2 KATT-F <	2 KJYO-F <	2 KTOK <	2 KJYO-F	2 KJYO-F	2 KATT-F <	2 KATT-F >	2 KXXY-F <
3 KYIS-F <	3 KXXY-F <	3 KXXY-F <	3 KXXY-F <	3 KATT-F <	3 KOMA-F >	3 KATT-F	3 KTOK <	3 KXXY-F >	3 KYIS-F <	3 KATT-F >
4 KXXY-F	4 KR XO-F	4 KR XO-F	4 KR XO-F	4 KR XO-F <	4 KR XO-F <	4 KTOK	4 KATT-F <	4 KOMA-F <	4 KXXY-F	4 KYIS-F <
5 KMGL-F <	5 KYIS-F <	5 KMGL-F	5 KMGL-F	5 KOMA-F <	5 KQSR-F <	5 KOMA-F	5 KOMA-F	5 KR XO-F	5 KR XO-F	5 KOMA-F <
6 KR XO-F	6 KMGL-F	6 KMGL-F	6 KYIS-F	6 KMGL-F	6 KKNG-F <	6 KMGL-F <	6 KMGL-F <	6 KTOK <	6 KMGL-F <	6 KR XO-F
	7 KTST-F <	7 KTST-F <	7 KTST-F <	7 KYIS-F	7 KMGL-F <	7 KTST-F <	7 KQSR-F <	7 KYIS-F	7 KTST-F <	7 KTST-F
	8 KOMA-F	8 KOMA-F	8 KTST-F	8 KTST-F	8 KTST-F	8 KR XO-F <	8 KR XO-F <	8 KR XO-F <	8 KTOK	8 KVSP
							9 KYIS-F <	9 KYIS-F <	9 KTST-F	9 KMGL-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	12+ Ovrrite
1 KJYO-F >>	1 KJYO-F >	1 KJYO-F	1 KJYO-F >	1 KXXY-F <	1 KATT-F >>	1 KATT-F >>	1 KATT-F >>	1 KATT-F >	1 KATT-F	1 KJYO-F >>
2 KATT-F	2 KYIS-F <	2 KYIS-F	2 KXXY-F	2 KJYO-F	2 KJYO-F >	2 KJYO-F >	2 KJYO-F	2 KJYO-F <	2 KR XO-F	2 KTOK
3 KYIS-F >	3 KATT-F	3 KMGL-F	3 KYIS-F <	3 KMGL-F <	3 KYIS-F	3 KXXY-F	3 KXXY-F	3 KR XO-F	3 KXXY-F <	3 KR XO-F
4 KXXY-F	4 KXXY-F	KATT-F	4 KMGL-F	4 KOMA-F	4 KXXY-F	4 KR XO-F	4 KR XO-F	4 KXXY-F	4 KJYO-F	KATT-F <
KVSP	KMGL-F	5 KXXY-F >	5 KQSR-F	5 KQSR-F <	5 KTST-F	KYIS-F	5 KMGL-F	5 KYIS-F	5 KOMA-F	
KTST-F	6 KTST-F		KATT-F <	6 KYIS-F	6 KKNG-F	6 KKNG-F	6 KYIS-F	6 KTST-F	6 KMGL-F <	
			7 KR XO-F <	7 KR XO-F <		KMGL-F	6 KYIS-F	6 KTST-F	7 KYIS-F <	
			8 KOMA-F <	8 KTST-F			6 KYIS-F	6 KTST-F	8 KMGL-F <	
							6 KYIS-F	6 KTST-F	8 KTST-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KEBC	VA	1340	Oklahoma City 1.1 3.8 14 329
KNL-F	SPRTS	104.9	Bethany 1.0 3.1 13 279
KQCV	REL	800	Oklahoma City 0.9 3.2 12 288
KTUV	REL	1220	Midwest City 0.8 1.6 10 132
KTUZ-F	SP-R	105.5	Chickasha 0.5 0.9 11 129
WKY	REL-CC	930	Oklahoma City 0.8 4.1 13 436

OKLAHOMA CITY

Consolidation Report			12+	25-54	Revenue	Format Performance					
						AM	FM	Total	%	Spg 97	
Caribou, pend.			19.4 %	22.3 %	20.3 %	AC	0 (0)	142 (2)	142 (2)	12.3 %	13.8 %
KATT-FM, KNTL-FM, KTNT-FM, KYIS-FM, WWLS-AM						AOR/Classic/NR	0 (0)	189 (2)	189 (2)	16.4 %	19.0 %
Clear Channel			39.4 %	34.2 %	46.4 %	Black/Urban	39 (1)	0 (0)	39 (1)	3.4 %	5.8 %
KEBC-AM, KJYO-FM, KQSR-FM, KTOK-AM, KTST-FM, KXXY-FM						CHR	0 (0)	155 (1)	155 (1)	13.5 %	10.2 %
Renda			18.6 %	24.3 %	29.3 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
KMGL-FM, KOMA-AM, KOMA-FM, KRXO-FM						Country	0 (0)	258 (3)	258 (3)	22.4 %	21.7 %
			77.4 %	80.8 %	96.0 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Hispanic	0 (0)	7 (1)	7 (1)	0.6 %	0.0 %
						Jazz	0 (0)	33 (1)	33 (1)	2.9 %	3.8 %
						News/Talk	88 (1)	0 (0)	88 (1)	7.7 %	9.4 %
						Oldies	16 (1)	84 (1)	100 (2)	8.7 %	10.9 %
						Others/Unknown	14 (1)	0 (0)	14 (1)	1.2 %	0.0 %
						Religion/Gospel	33 (3)	0 (0)	33 (3)	2.9 %	2.9 %
						Soft AC	0 (0)	60 (1)	60 (1)	5.2 %	0.0 %
						Sports	19 (1)	13 (1)	32 (2)	2.8 %	2.5 %
						Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
						Totals	209 (8)	941 (13)	1150 (21)		

AM Stations

Station	Freq	Power	Time	Format	Source	Rate	Agency	Advertiser	Comments
KEBC	1340	1 kw		Country/Hisp/Black	\$ NA		Banner	Clear Channel	
KOMA	1520	50 kw (DA-N)		Oldies	CBS	\$ NA	—	Renda	
KTOK	1000	5 kw (DA-2)		News/Talk	ABC	\$67.00	Christal	Clear Channel	
KVSP	1140	1 kw (Days)		Black	AURN, ABC, WW1	\$25.00	—	Perry	
WWLS	640	1 kw (DA-N)		Sports	CBS, Westwd	\$21.00	—	Caribou, pend.	Moore

FM Stations

Station	Freq	Power	Time	Format	Source	Rate	Agency	Advertiser	Comments
KATT	100.5	100 kw @ 1191		AOR		\$71.00	Banner	Caribou	
KJYO	102.7	100 kw @ 985		CHR		\$66.00	Christal	Clear Channel	
KKNG	93.3	100 kw @ 797		Classic Country		\$ NA	—		Newcastle
KMCL	104.1	100 kw @ 1362		AC		\$79.00	Eastman	Renda	
KOMA	92.5	100 kw @ 984		Oldies	CBS	\$74.00	—	Renda	
KQSR	94.7	100 kw @ 1389		Soft AC		\$ NA	Clr Chnl	Clear Channel	
KRXO	107.7	100 kw @ 990		Classic AOR		\$82.00	—	Renda	
KTNT	97.7	6 kw @ 315		Jazz		\$37.00	—	Caribou	Edmond
KTSN	101.9	100 kw @ 1389		Country		\$40.00	Banner	Clear Channel	
KXXY	96.1	100 kw @ 1171		Country		\$125.00	Banner	Clear Channel	
KYIS	98.9	100 kw @ 1100		AC-NR	AP	\$32.00	D&R	Caribou	

Notes: * KOMA-F revenue level includes KOMA revenue . . . 5/98 Diamond sold these stations to Renda for \$53,375,000 total: KOMA; KOMA-F; KRXO-F . . . 7/98 WWLS sold to Caribou (price NA) (Blackburn)

Jim Duncan

Comments: Overall listening is moderately higher (+0.5 ratings point) . . . Newly viable KKNG-F is having a strong impact . . . KATT-F has its highest share in two years . . . KJYO-F has registered its fourth consecutive share gain and its highest share in about ten years

OMAHA

Arbitron Rank: 72 Pop (12+): 537,700
 MSA Rank: 78
 MSA Pop: 690,000
 DMA: 75
 Average Persons Rating: 15.5
 Market TSL in Hours: 20.25

Stations: 20 / 19
 Diaries: 1,145/470:1/57.5%
 Sample Target: 1,130
 % Below Line: 0.4
 % Not Listed: 15.7
 Pop per Station: 28,300

Last Year's Revenue: \$32,000,000
 Household Income: \$52,277
 Total Retail Sales: \$7.0 Bil.
 #1 Biller: KEZO-F \$4,000,000
 #1 Billing Portfolio:
 Journal Bcst Gp (pend.) \$11,780,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KEZO-F	AOR	84 / 10.1	9.9	9.0	8.4	8.2	9.3	897 / 16.7	19.6	19.1	115 / 1369	F	KEZO-F
2	KXKT-F	C	78 / 9.4	6.9	8.0	8.6	7.9	8.2	1051 / 19.5	18.0	17.0	92 / 1367	E	KXKT-F
3	KSRZ-F	CHR/AC	60 / 7.2	5.9	4.6	4.4	4.5	5.5	1093 / 20.3	11.2	10.6	86 / 1642	B	KSRZ-F
	KGOR-F	O	60 / 7.2	6.3	5.6	7.9	8.0	6.8	1002 / 18.6	17.6	20.8	86 / 1512	E	KGOR-F
5	KQKQ-F	CHR	58 / 7.0	6.3	7.0	7.4	6.4	6.9	1166 / 21.7	23.6	22.8	91 / 1897	E	KQKQ-F
6	KFAB	FS/T	55 / 6.6	8.6	7.3	6.9	7.9	7.4	962 / 17.9	18.3	17.3	95 / 1669	E	KFAB
7	KKCD-F	CL AOR	49 / 5.9	6.2	7.0	6.9	8.1	6.5	712 / 13.2	15.5	16.5	50 / 788	D	KKCD-F
8	WOW-F	C	43 / 5.2	5.1	5.5	6.4	6.4	5.5	593 / 11.0	13.2	12.6	70 / 975	E	WOW-F
9	KEFM-F	AC	41 / 4.9	6.9	7.3	5.8	6.1	6.2	792 / 14.7	16.4	17.0	57 / 1262	D	KEFM-F
	KKAR	N/T	41 / 4.9	5.4	5.0	4.3	4.0	4.9	671 / 12.5	17.0	10.7	45 / 769	C	KKAR
11	KESY-F	SAC	25 / 3.0	2.0	2.2	2.1	3.0	2.3	439 / 8.2	5.6	6.6	36 / 707	A	KESY-F
12	WOW	C	22 / 2.6	1.8	4.0	2.4	2.5	2.7	316 / 5.9	8.0	6.2	40 / 601	*	WOW
13	KZFX-F	CL HITS	19 / 2.3	3.9	4.2	3.8	4.2	3.5	432 / 8.0	14.9	13.9	43 / 949	C	KZFX-F
14	KTNP-F	AC/CHR	18 / 2.2	3.2	3.5	2.8	2.6	2.9	636 / 11.8	13.0	10.2	21 / 721	C	KTNP-F
15	KOSR	SPRTS	14 / 1.7	1.0	2.2	1.3	1.8	1.5	236 / 4.4	3.9	3.2	14 / 260	A	KOSR
16	KOTD	ST	13 / 1.6		0.4	0.7	0.5		131 / 2.4	0.9	1.0	18 / 212		KOTD
17	KOTD-F	ST	11 / 1.3	1.1	1.5	1.2	1.2	1.3	216 / 4.0	3.3	3.4	12 / 252	A	KOTD-F

12+ FM Share (Metro): 78.21% (549 of 702) (Spring 97: 75.17%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KQKQ-F >>	1 KEZO-F	1 KEZO-F	1 KEZO-F >	1 KEZO-F	1 KGOR-F <	1 KEZO-F	1 KKAR <	1 KXKT-F <	1 KEZO-F >	1 KXKT-F <
2 KXKT-F >	2 KSRZ-F	2 KXKT-F <	2 KXKT-F	2 KXKT-F	2 KFAB	2 KXKT-F <	2 KXKT-F <	2 KEZO-F <	2 KQKQ-F	2 KEZO-F <
3 KSRZ-F >	3 KXKT-F <	3 KSRZ-F	3 KSRZ-F	3 KGOR-F	3 KXKT-F <	3 KFAB	3 KEZO-F	3 KSRZ-F	3 KXKT-F	3 KGOR-F
	4 KQKQ-F >	4 KKCD-F	KKCD-F	4 KKCD-F <	4 KEZO-F <	4 KQKQ-F	4 KSRZ-F	4 KGOR-F	KSRZ-F	4 KQKQ-F
	5 KKCD-F	5 KGOR-F <	5 KGOR-F	5 KSRZ-F >	5 WOW-F	5 KKCD-F <	KGOR-F <	5 KQKQ-F <	5 KFAB	5 KSRZ-F
	6 KEFM-F >	6 KQKQ-F	6 KEFM-F	6 KEFM-F	KKAR	6 KSRZ-F <	6 KKCD-F	6 KFAB	6 KGOR-F <	6 WOW-F <
		7 KEFM-F	7 KQKQ-F <	7 KQKQ-F	7 KKCD-F	7 KGOR-F	7 KQKQ-F <	7 KXKT-F <	7 WOW-F <	KFAB <
		8 KKAR	8 KFAB	8 KFAB <	8 KEFM-F	8 WOW-F <	8 KFAB <	8 WOW-F	8 KEFM-F	8 KEFM-F
			KKAR	9 KKAR	9 WOW	9 KEFM-F <	9 KEFM-F	9 KEFM-F >	KKCD-F >	9 KKCD-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	12+ Ovrnite
1 KXKT-F	1 KSRZ-F	1 KSRZ-F >	1 KXKT-F	1 KXKT-F <	1 KQKQ-F	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >>	1 KEZO-F >>	1 KFAB >
	KSRZ-F	2 KXKT-F	KSRZ-F >	2 KSRZ-F <	2 KEZO-F >>	2 KQKQ-F	2 KSRZ-F <	2 KKCD-F	2 KKCD-F	2 WOW-F <
	KQKQ-F >	3 KQKQ-F	3 KGOR-F <	3 KGOR-F >	3 KKAR	KSRZ-F <	3 KKCD-F	3 KXKT-F	3 KXKT-F	3 KKAR
4 KEFM-F >	4 KEFM-F >	4 KEFM-F	4 KQKQ-F	4 KQKQ-F	KKCD-F	4 KKCD-F	4 KXKT-F >	4 KKAR <	4 KGOR-F	4 KEFM-F
	5 KEZO-F >	5 KEZO-F	KEFM-F >	KEFM-F	KOSR	5 KXKT-F >	5 KQKQ-F	5 KSRZ-F	5 KSRZ-F	
		KESY-F	6 KKCD-F <	6 KKCD-F	KXKT-F	6 KKAR		6 KQKQ-F <	KKAR	
			7 KEZO-F	7 KESY-F <	KZFX-F >	KOSR		7 KGOR-F	7 KFAB	
				8 KFAB		KZFX-F		8 WOW-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KBBX	SP	1420 Omaha	0.6 1.6 5 89
KOIL	SPRTS	1180 Bellevue	0.4 2.9 5 226

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KZKX-F	C	96.9 Seward	0.4 2.0 35 643

OMAHA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar, pend. KFAB-AM, KGOR-FM, KTNP-FM, KXKT-FM	25.4 %	26.5 %	34.9 %	AC	0 (0)	59 (2)	59 (2)	8.4 %	9.7 %
Journal Broadcast Group, pend. KBBX-AM, KESY-FM, KEZO-FM, KKCD-FM, KOSR-AM, KSRZ-FM, WOW-AM, WOW-FM	36.3 %	39.3 %	35.6 %	AOR/Classic/NR	0 (0)	133 (2)	133 (2)	18.9 %	23.0 %
Local KKAR-AM, KOIL-AM, KQKQ-FM, KZFX-FM	14.6 %	11.4 %	18.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	118 (2)	118 (2)	16.8 %	7.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	22 (1)	124 (3)	146 (4)	20.8 %	19.4 %
				Full Service	55 (1)	0 (0)	55 (1)	7.8 %	8.8 %
				Hispanic	5 (1)	0 (0)	5 (1)	0.7 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	3.3 %
				News/Talk	41 (1)	0 (0)	41 (1)	5.8 %	4.5 %
				Oldies	0 (0)	79 (2)	79 (2)	11.3 %	8.9 %
				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	0 (0)	25 (1)	25 (1)	3.6 %	5.1 %
				Sports	17 (2)	0 (0)	17 (2)	2.4 %	2.0 %
				Standards/EZ	13 (1)	11 (1)	24 (2)	3.4 %	5.5 %
	76.3 %	77.2 %	88.6 %	Totals	153 (7)	549 (13)	702 (20)		

AM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Product
KFAB	1110	50 kw (DA-N)	Full Service/Talk	CBS	\$ 72.00	Christal	Capstar, pend.
KKAR	1290	5 kw (DA-N)	News/Talk	CNN, Westwd	\$35.00	Sentry	KOIL/KQKQ-F
KOSR	1490	1 kw	Sports		\$ NA	Eastman	Journal Bcst Gp
KOTD	1020	1 kw (Days)	Standards	ABC	\$ NA	—	Plattsmouth
WOW	590	5 kw	Country	ABC	\$ NA	Allied	Journal Bcst Gp, pend.

FM Stations

Station	Freq	Power	Format	Company	Advertiser	Agency	Product
KEFM	96.1	100 kw @1411	AC		\$57.00	Mc-Guild	
KESY	97.7	100 kw @ 981	Soft AC		\$31.00	Eastman	Journal Bcst Gp Nebraska City
KEZO	92.3	100 kw @ 1212	AOR		\$70.00	Allied	Journal Bcst Gp
KGOR	99.9	115 kw @ 1230	Oldies	Westwd	\$62.00	Christal	Capstar, pend.
KKCD	105.9	50 kw @ 479	Classic AOR		\$42.00	Eastman	Journal Bcst Gp
KOTD	106.9	6 kw @ 328	Standards	ABC	\$ NA	—	Waitt Plattsmouth
KQKQ	98.5	100 kw @ 1175	CHR		\$ 64.00	Sentry	KKAR/KOIL Council Bluffs
KSRZ	104.5	100 kw @ 1086	CHR/AC		\$40.00	Eastman	Journal Bcst Gp
KTNP	93.3	3.6 kw @ 427	AC/CHR		\$ NA	Katz	Capstar, pend. Bennington
KXKT	103.7	100 kw @ 1014	Country		\$63.00	Katz	Capstar, pend. Glenwood, IA
KZFX	101.9	100 kw @ 1132	Classic Hits		\$30.00	Sentry	KKAR/KQKQ Lincoln
WCW	94.1	100 kw @ 1184	Country	ABC	\$91.00	Allied	Journal Bcst Gp, pend.

Notes: * WOW-F revenue level includes WOW revenue . . . 2/98 KOTD-F sold to Norm Waitt, Jr. for \$1,050,000 . . . 2/98 KESY-F changed calls to KSRZ-F; remains CHR/AC . . . 2/98 KOSJ-F changed calls to KESY-F; remains Soft AC . . . 3/98 KOIL changed from Standards to Sports . . . 4/98 KBBX (1420) changed from Black Oldies to Hispanic AC . . . 4/98 KGDE-F changed from New Rock to Classic Hits as KZFX-F ("The Fox") . . . 7/98 Triathlon sold these stations to Capstar as part of a \$190,000,000 group transaction: KFAB; KGOR-F; KTNP-F; KXKT-F . . . 8/98 Great Empire sold these stations to Journal Broadcast Group as part of a group transaction (prices est.) (Bergner): WOW for \$4,700,000; WOW-F for \$14,900,000

Jim Duncan

Comments: Listening to all radio is down moderately (-0.5 ratings point versus a year ago) . . . KEZO-F jumped into double figures in its fourth straight up book . . . KXKT-F reversed its recent downtrend . . . KSRZ-F continues to grow dramatically

ORLANDO

Arbitron Rank: 38 Pop (12+): 1,071,700
MSA Rank: 37
MSA Pop: 1,480,000
DMA: 22 w/Daytona, Melbourne
Average Persons Rating: 16.9
Market TSL In Hours: 22.25

Stations: 27 / 23
Diaries: 2,088/513:1/47.5%
Sample Target: 2,150
% Below Line: 2.7
% Not Listed: 12.0
Pop per Station: 46,596

Last Year's Revenue: \$77,100,000
Household Income: \$43,550
Total Retail Sales: \$15.2 Bil.
#1 Biller: WWKA-F \$8,700,000
#1 Billing Portfolio: Chancellor \$26,000,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WWKA-F	149 / 8.2	8.3	8.5	8.8	8.1	8.5	1629 / 15.2	16.8	16.1	252 / 3221	H	WWKA-F
2	WJHM-F	138 / 7.6	6.7	6.6	7.5	8.2	7.1	1688 / 15.7	15.8	17.9	215 / 2855	G	WJHM-F
3	WDBO	137 / 7.6	5.7	6.6	5.4	5.1	6.3	1686 / 15.7	14.7	13.0	180 / 2327	F	WDBO
4	WXFL-F	129 / 7.1	7.6	6.1	6.9	6.9	6.9	2300 / 21.5	20.0	22.3	182 / 3525	G	WXFL-F
5	WMGF-F	118 / 6.5	6.1	4.5	6.9	5.5	6.0	1625 / 15.2	14.8	14.8	216 / 2961	G	WMGF-F
6	WTKS-F	113 / 6.2	7.5	7.7	5.8	6.4	6.8	1636 / 15.3	16.1	15.7	217 / 3013	G	WTKS-F
7	WOMX-F	106 / 5.9	5.7	5.0	5.1	7.2	5.4	1922 / 17.9	17.2	19.7	171 / 2321	H	WOMX-F
8	WJRR-F	82 / 4.5	4.5	4.3	3.9	4.1	4.3	1282 / 11.8	12.3	12.4	144 / 2323	F	WJRR-F
9	WOCL-F	79 / 4.4	6.0	6.4	5.2	4.4	5.5	1508 / 14.1	15.4	14.8	146 / 3033	G	WOCL-F
10	WCFB-F	77 / 4.3	4.2	4.3	3.3	3.6	4.0	992 / 9.3	8.7	8.0	118 / 1645	D	WCFB-F
11	WLOQ-F	68 / 3.8	4.0	4.8	3.8	3.9	4.1	1071 / 10.0	10.7	9.3	88 / 1443	E	WLOQ-F
12	WMMO-F	61 / 3.4	4.9	3.8	4.8	4.1	4.2	1019 / 9.5	11.4	10.5	75 / 1360	F	WMMO-F
13	WSHE-F	60 / 3.3	2.8	3.3	4.5	4.2	3.5	1316 / 12.3	13.5	14.8	106 / 2447	D	WSHE-F
14	WHTQ-F	57 / 3.1	3.1	3.8	4.0	4.4	3.5	1030 / 9.6	9.8	11.7	131 / 2360	E	WHTQ-F
15	WHDQ	50 / 2.8	3.1	3.0	3.1	4.3	3.0	616 / 5.8	6.4	6.7	75 / 890	B	WHDQ

12+ FM Share (Metro): 82.30% (1311 of 1593) (Spring 97: 82.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJHM-F >>	1 WOXL-F	1 WTKS-F <	1 WTKS-F <	1 WTKS-F <	1 WDBO	1 WDBO	1 WDBO	1 WWKA-F <	1 WJHM-F >	1 WJHM-F <
2 WOXL-F >>	2 WJHM-F <	2 WOXL-F	2 WOMX-F <	2 WOMX-F	2 WWKA-F	2 WWKA-F <	2 WWKA-F >	2 WJHM-F <	2 WOXL-F	2 WWKA-F <
3 WTKS-F	3 WOMX-F	3 WWKA-F <	3 WWKA-F <	3 WWKA-F <	3 WMGF-F	3 WTKS-F <	3 WMGF-F <	3 WOXL-F <	3 WMGF-F	3 WOXL-F
4 WJRR-F >	4 WWKA-F >	4 WOXL-F	4 WOXL-F	4 WOXL-F	4 WOCL-F <	4 WOMX-F	4 WTKS-F	4 WTKS-F	4 WTKS-F	4 WMGF-F
5 WOMX-F <	5 WJHM-F	5 WCFB-F <	5 WCFB-F	5 WCFB-F	5 WOMX-F	5 WOXL-F <	5 WOMX-F	5 WMGF-F <	5 WDBO <	5 WJRR-F <
6 WSHE-F	6 WJRR-F	6 WHTQ-F <	6 WMGF-F	6 WLOQ-F <	6 WLOQ-F <	6 WMGF-F	6 WJHM-F	6 WOMX-F	6 WWKA-F	6 WCFB-F
7 WWKA-F	7 WCFB-F <	7 WMGF-F <	7 WJHM-F <	7 WHTQ-F <	7 WHOO <	7 WJHM-F	7 WOXL-F	7 WJRR-F	7 WCFB-F <	7 WOMX-F <
8 WCFB-F <	8 WMGF-F <	8 WJHM-F <	8 WHTQ-F	8 WTKS-F <	8 WTKS-F <	8 WCFB-F	8 WJRR-F <	8 WOCL-F <	8 WJRR-F <	8 WOCL-F
	9 WHTQ-F <	9 WMMO-F <	9 WOCL-F <	9 WCFB-F	9 WOCL-F	9 WOCL-F	9 WMMO-F <	9 WDBO	9 WSHE-F <	9 WDBO
	10 WMMO-F <	10 WJRR-F	10 WMMO-F <	10 WLOQ-F	10 WLOQ-F	10 WLOQ-F	10 WOCL-F	10 WLOQ-F	10 WOCL-F <	10 WLOQ-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	12+ Ovrite
1 WOXL-F	1 WOXL-F >	1 WOXL-F	1 WOMX-F <	1 WOMX-F	1 WJHM-F <	1 WJHM-F	1 WTKS-F >	1 WTKS-F	1 WTKS-F >	1 WDBO >
2 WJHM-F >	2 WOMX-F	2 WOMX-F	2 WOXL-F	2 WWKA-F <	2 WJRR-F >>	2 WJRR-F	2 WOXL-F	2 WJRR-F <	2 WHTQ-F <	2 WOXL-F <
3 WWKA-F	3 WJHM-F	3 WCFB-F <	3 WWKA-F	3 WOXL-F <	3 WOXL-F >	3 WTKS-F	3 WJRR-F	3 WJHM-F	3 WWKA-F	3 WMGF-F <
4 WMGF-F	4 WCFB-F	4 WTKS-F	4 WMGF-F <	4 WMGF-F <	4 WTKS-F	4 WOXL-F >	4 WJHM-F	4 WHTQ-F	4 WOMX-F	4 WJHM-F
5 WOMX-F	5 WTKS-F <	5 WSHE-F <	5 WCFB-F	5 WCFB-F	5 WSHE-F	5 WSHE-F >	5 WSHE-F <	5 WWKA-F <	5 WJRR-F <	5 WJRR-F <
6 WJRR-F	6 WWKA-F	6 WLOQ-F	6 WJHM-F	6 WLOQ-F	6 WWKA-F >>	6 WHTQ-F	6 WHTQ-F	6 WOXL-F	6 WDBO	6 WDBO
7 WCFB-F	7 WMGF-F <	7 WMGF-F <	7 WTKS-F	7 WTKS-F	7 WTKS-F	7 WWKA-F	7 WMMO-F	7 WMMO-F <	7 WJHM-F <	7 WJHM-F <
8 WTKS-F	8 WSHE-F	8 WJHM-F	8 WLOQ-F <	8 WLOQ-F	8 WLOQ-F	8 WMMO-F	8 WOMX-F	8 WOMX-F <	8 WMMO-F <	8 WOCL-F <
9 WSHE-F	9 WJRR-F <	9 WWKA-F	9 WSHE-F <	9 WJHM-F <	9 WJHM-F <	9 WJHM-F <	9 WJHM-F <	9 WSHE-F <	9 WOXL-F <	9 WOCL-F <
	10 WMMO-F <	10 WMMO-F	10 WMMO-F	10 WMMO-F	10 WMMO-F	10 WMMO-F	10 WMMO-F	10 WOCL-F	10 WOCL-F	10 WOCL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAJL	REL	1190	Pinecastle 0.4 0.9 8 103
WOKB	E	1600	Winter Garden 1.2 1.8 22 213
WONQ	SP	1030	Oviedo 0.9 2.3 16 253
WPRD	SP-VA	1440	Winter Park 0.7 0.9 12 101
WQTM	SPRTS	540	Pine Hills 0.9 4.1 24 633
WRLZ	SP-C	1270	Eatonville 0.4 1.1 9 140
WTLN-F	REL	95.3	Apopka 1.4 3.6 27 443
WWNZ	N	740	Orlando 0.7 3.4 14 442

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDUV-F	EZ/ST	103.5	Bradenton 0.3 1.0 54 618
WGNE-F	C	98.1	Titusville 0.4 3.1 53 1186
WKRO-F	AOR-NR	93.3	Edgewater Beach 0.6 2.3 23 605
WPCV-F	C	97.5	Winter Haven 1.4 3.8 120 1561

ORLANDO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Chancellor WJHM-FM, WOCL-FM, WOMX-FM, WXXL-FM	25.0 %	24.4 %	33.7 %	AC	0 (0)	106 (1)	106 (1)	6.7 %	5.7 %
Clear Channel WJRR-FM, WMGF-FM, WQTM-AM, WSHE-FM, WTKS-FM, WWNZ-AM	22.1 %	23.2 %	27.1 %	AOR/Classic/NR	0 (0)	210 (4)	210 (4)	13.2 %	14.2 %
Cox WCFB-FM, WDBO-AM, WHOO-AM, WHTQ-FM, WMMO-FM, WTLN-FM, WWKA-FM	30.8 %	30.0 %	32.6 %	Black/Urban	0 (0)	215 (2)	215 (2)	13.5 %	12.5 %
	77.9 %	77.6 %	93.4 %	CHR	0 (0)	189 (2)	189 (2)	11.9 %	10.7 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	182 (3)	182 (3)	11.4 %	11.4 %
				Full Service	137 (1)	0 (0)	137 (1)	8.6 %	7.5 %
				Hispanic	36 (3)	0 (0)	36 (3)	2.3 %	2.2 %
				Jazz	0 (0)	68 (1)	68 (1)	4.3 %	5.4 %
				News/Talk	13 (1)	113 (1)	126 (2)	7.9 %	9.7 %
				Oldies	0 (0)	79 (1)	79 (1)	5.0 %	7.3 %
				Others/Unknown	22 (1)	0 (0)	22 (1)	1.4 %	0.7 %
				Religion/Gospel	8 (1)	25 (1)	33 (2)	2.1 %	1.5 %
				Soft AC	0 (0)	118 (1)	118 (1)	7.4 %	5.2 %
				Sports	16 (1)	0 (0)	16 (1)	1.0 %	2.0 %
				Standards/EZ	50 (1)	6 (1)	56 (2)	3.5 %	4.0 %
				Totals	282 (9)	1311 (18)	1593 (27)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Comments
WCBO	580	5 kw (DA-N)	Full Service	ABC, Westwd	\$79.00	Katz	Cox
WHOO	990	50 kw/5 kw (DA-2)	Standards	ABC	\$21.00	Christal	Cox
WCTM	540	50 kw (DA-2)	Sports	1-on-1, CBS, ESPN	\$20.00	Clr Chnl	Clear Channel Pine Hills
WWPZ	740	50 kw (DA-2)	News	CBS	\$23.00	Clr Chnl	Clear Channel

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Buyer	Comments
WCFB	94.5	100 kw @ 1470	Black AC	\$53.00	Katz	Cox	Daytona Beach
WHTQ	96.5	100 kw @ 1598	Classic AOR	\$64.00	Christal	Cox	
WJHM	101.9	28 kw @ 1585	Black	\$95.00	Sentry	Chancellor	Daytona Beach
WJRR	101.1	100 kw @ 1598	AOR	\$90.00	Clr Chnl	Clear Channel	Cocoa
WLOQ	103.1	14 kw @ 440	Jazz	\$64.00	Eastman		Winter Park
WMGF	107.7	100 kw @ 1585	Soft AC	\$132.00	Clr Chnl	Clear Channel	Mt. Dora
WMMO	98.9	38 kw @ 440	AC-AOR	\$81.00	Christal	Cox	
WOCL	105.9	100 kw @ 1585	Oldies	\$144.00	Eastman	Chancellor	Deland
WOMX	105.1	100 kw @ 1598	AC	\$155.00	Eastman	Chancellor	
WSHE	100.3	100 kw @ 1188	CHR/AC	ABC \$54.00	Clr Chnl	Clear Channel	
WTKS	104.1	100 kw @ 1598	Talk	Westwd \$105.00	Mc-Guild	Clear Channel	Cocoa Beach
WWKA	92.3	100 kw @ 1341	Country	\$160.00	Katz	Cox	
WXXL	106.7	100 kw @ 824	CHR	\$110.00	Sentry	Chancellor	Leesburg

Notes: 2/98 WAJL (1190) sold to Steve Lapa for \$1,200,000 (Blackburn) . . . 2/98 WTLN-F sold by Thomas Moffitt, Sr. to Cox for \$14,500,000 (MVP) . . . 2/98 WZKD (950) sold by Cox to Thomas Moffitt, Jr. for \$500,000 . . . 3/98 WOTS (1220; Kissimmee) sold to Alliance for \$450,000

Jim Duncan

Comments: Listening levels are steady . . . WDBO recorded its highest share in about two years . . . WOCL-F has a weak Spring book -- its norm for the past three years; its strongest book each of those years has come in the Fall

OXNARD-VENTURA

Arbitron Rank: 106 Pop (12+): 374,100
MSA Rank: 74
MSA Pop: 735,000 (w/Sta. Barbara)
DMA: LA (#2)
Average Persons Rating: 15.8
Market TSL in Hours: 21.00

Stations: 45 / 14
Diaries: 1,098/341:1/47.0%
Sample Target: 1,120
% Below Line: 47.3
% Not Listed: 11.0
Pop per Station: 26,721

Last Year's Revenue: \$10,000,000
Household Income: \$47,385
Total Retail Sales: \$3.6 Bil.
#1 Biller: KHAY-F \$2,300,000
#1 Billing Portfolio: Bengal/McDonald \$5,300,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KCAQ-F	CHR/U	38 / 6.4	5.7	4.8	5.0	652 / 17.4	17.2	15.0	59 / 968	C	KCAQ-F
2	KHAY-F	C	38 / 6.1	6.2	6.2	7.2	492 / 13.1	11.6	13.1	56 / 838	D	KHAY-F
3	KBBY-F	AC	26 / 4.4	4.7	5.3	4.8	445 / 11.9	12.5	11.7	29 / 610	D	KBBY-F
4	KRTH-F	O	23 / 3.9	4.5	3.4	4.8	499 / 13.3	16.4	12.9	36 / 875		KRTH-F
5	KXLM-F	SP	20 / 3.4	6.2	7.0	5.5	375 / 10.0	12.6	12.7	26 / 464	C	KXLM-F
	KFI	T	20 / 3.4	3.4	3.4	4.8	335 / 9.0	8.3	8.6	46 / 721		KFI
7	KVYY-F	AOR-P	19 / 3.2	2.5	2.7	3.1	404 / 10.8	9.6	10.0	20 / 420		KVYY-F
	KMLA-F	SP	19 / 3.2	3.2	2.2	2.4	279 / 7.5	5.8	5.9	20 / 299		KMLA-F
	KVEN	N/T	19 / 3.2	2.4	3.8	2.6	333 / 8.9	6.7	8.6	20 / 366	C	KVEN
	KKZZ	ST	19 / 3.2	4.4	4.3	3.2	241 / 6.4	8.0	8.0	19 / 241		KKZZ
11	KOCP-F	CL AOR	18 / 3.0	3.4	2.6	1.7	295 / 7.9	8.4	6.3	24 / 481		KOCP-F
	KLOS-F	AOR	18 / 3.0	2.4	2.6	2.9	348 / 9.3	8.9	10.3	33 / 715		KLOS-F
	KLSX-F	T	18 / 3.0	1.8	1.5	1.4	254 / 6.8	4.9	5.1	33 / 490		KLSX-F
14	KTWV-F	J	17 / 2.9	1.8	2.1	3.1	216 / 5.8	5.6	5.8	27 / 400		KTWV-F
	KCMG-F	B/AC	17 / 2.9	1.0	0.9	0.9	357 / 9.5	4.5	4.3	27 / 580		KCMG-F
16	KPWR-F	U/CHR	16 / 2.7	3.4	2.9	3.8	414 / 11.1	11.6	10.3	26 / 586		KPWR-F
17	KNX	N	15 / 2.5	3.4	2.9	3.1	366 / 9.8	11.2	10.8	40 / 855		KNX
	KBIG-F	AC	15 / 2.5	1.7	1.4	1.7	307 / 8.2	6.4	6.2	20 / 469		KBIG-F
19	KLVE-F	SP	13 / 2.2	3.0	3.2	4.4	221 / 5.9	7.6	7.0	15 / 300		KLVE-F

12+ FM Share (Metro): 81.18% (427 of 526) (Spring 1997: 76.25%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KCAQ-F >>	1 KCAQ-F >	1 KCAQ-F <	1 KBBY-F <	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KCAQ-F	1 KCAQ-F >>	1 KCAQ-F <
2 KPWR-F >	2 KVYY-F	2 KBBY-F <	2 KHAY-F	2 KBBY-F	2 KVEN	2 KLSX-F <	2 KCAQ-F <	2 KHAY-F	2 KPWR-F	2 KHAY-F <
	3 KHAY-F	3 KHAY-F	3 KLOS-F <	3 KRTH-F	3 KRTH-F <	3 KCAQ-F <	3 KFI <	3 KBBY-F	3 KHAY-F	3 KMLA-F
	4 KPWR-F	4 KLOS-F	4 KOCP-F	4 KOCP-F	4 KKZZ <	4 KVEN	4 KBBY-F	4 KXLM-F <	4 KBBY-F <	4 KXLM-F
	5 KLVE-F	5 KVYY-F <	5 KCAQ-F	5 KLOS-F	5 KBBY-F	5 KLOS-F	5 KRTH-F <	5 KRTH-F <	5 KCMG-F	5 KVYY-F
	6 KMLA-F	6 KLSX-F	6 KLSX-F	6 KLSX-F <	6 KTWV-F <	6 KBBY-F	6 KOCP-F	6 KVYY-F <	6 KNX	6 KCMG-F
	7 KXLM-F	7 KOCP-F <	7 KTWV-F	7 KCAQ-F	7 KFI	7 KRTH-F <	7 KKZZ	7 KCMG-F <	7 KXLM-F	7 KKZZ
	8 KBBY-F	8 KMLA-F <	8 KVYY-F <	8 KTWV-F	8 KNX	8 KKZZ <	8 KTWV-F	8 KTWV-F <	8 KRTH-F	8 KRTH-F
	9 KCMG-F	9 KRTH-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	12+ Ovrnite
1 KCAQ-F >>	1 KCAQ-F >	1 KVYY-F	1 KBBY-F	1 KBBY-F	1 KCAQ-F	1 KCAQ-F	1 KCAQ-F	1 KCAQ-F	1 KOCP-F <	1 KNX
2 KMLA-F	2 KVYY-F	2 KCAQ-F	2 KCAQ-F	2 KHAY-F	2 KPWR-F	2 KVYY-F	2 KHAY-F	2 KLSX-F	2 KHAY-F	2 KCAQ-F
	KXLM-F	KBIG-F	KLVE-F	3 KBIG-F	3 KRTH-F	3 KVVY-F >	3 KPWR-F	3 KHAY-F	3 KLSX-F <	3 KVEN
	KPWR-F	KLVE-F	KBIG-F	4 KXLM-F	4 KBIG-F	4 KLSX-F	4 KLSX-F	4 KOCP-F	4 KLOS-F	4 KBBY-F
	KRUZ-F >>	5 KBBY-F	5 KBBY-F	5 KHAY-F	5 KXLM-F	5 KHAY-F	5 KMLA-F	5 KLOS-F	5 KCAQ-F	5 KCMG-F
		KCMG-F	KXBS-F	6 KLVE-F	6 KFI	6 KMLA-F	6 KOCP-F	6 KVYY-F	6 KTWV-F	
		KHAY-F	KHAY-F	7 KRTH-F	7 KCMG-F	7 KHTY-F	7 KLOS-F	7 KMLA-F	7 KMLA-F	
		KXLM-F		8 KCMG-F				8 KBBY-F	8 KVYY-F	
		KXBS-F		9 KMLA-F						

OXNARD-VENTURA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
KDAR-F	REL	98.3	Oxnard	1.4	6.1	10	295
KKJIE-F	SAC	105.5	Ojai	1.9	4.8	12	207
KOXR	SP	91.0	Oxnard	0.7	2.3	5	107
KTRO	T	152.0	Pt. Hueneme	0.3	2.1	5	172
KXBS-F	SP	96.7	Santa Paula	1.2	4.2	8	168

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KABC	T	79.0	Los Angeles	0.8	2.2	14	267
KCBS-F	CL AOR	93.1	Los Angeles	1.7	7.0	21	609
KDB-F	CL	93.7	Santa Barbara	0.8	2.0	15	271
KHTY-F	CHR	97.5	Santa Barbara	1.9	6.5	27	624
KKBT-F	B	92.3	Los Angeles	1.7	8.2	13	452
KKGO-F	CL	105.1	Los Angeles	0.7	2.6	7	214
KKLA-F	REL	99.5	Los Angeles	0.3	1.9	3	111
KLAC	ST	57.0	Los Angeles	0.3	1.5	20	288
KMLT-F	SAC	92.7	Thousand Oaks	0.5	2.5	15	368
KOST-F	AC	103.5	Los Angeles	0.5	1.6	8	247
KROQ-F	AOR-NR	106.7	Pasadena	0.5	3.2	18	429
KRUZ-F	AC	103.3	Santa Barbara	1.9	8.4	36	903
KS3L-F	AC	101.7	Carpenteria	0.3	1.8	29	431
KSCA-F	SP-R	101.9	Glendale	1.2	2.8	16	153
KTNQ	SP-NT	102.0	Los Angeles	0.8	1.9	6	98
KTVD-F	AOR	99.9	Santa Barbara	1.0	4.0	25	523
KXTA-AA	SPRTS	115.0	Los Angeles	0.3	1.4	4	90
KYSR-F	AC/CHR	98.7	Los Angeles	1.5	5.9	22	549
KZLA-F	C	93.9	Los Angeles	0.3	1.8	14	235
XTRA	SPRTS	69.0	Tijuana, MX	1.2	3.0	13	272

Consolidation Report	12+	25-54	Revenue
Bengal/McDonald KBBY-FM, KHAY-FM, KVEN-AM	13.7 %	13.8 %	53.0 %
Gold Coast KCAQ-FM, KKZZ-AM, KOCP-FM, KTND-FM, KTRO-AM	12.9 %	9.1 %	%
	26.6 %	22.9 %	53.0 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	66 (6)	66 (6)	12.5 %	11.7 %
AOR/Classic/NR	0 (0)	74 (6)	74 (6)	14.1 %	12.5 %
Black/Urban	0 (0)	43 (3)	43 (3)	8.2 %	7.7 %
CHR	0 (0)	49 (2)	49 (2)	9.3 %	6.3 %
Classical	0 (0)	9 (2)	9 (2)	1.7 %	1.7 %
Country	0 (0)	38 (2)	38 (2)	7.2 %	8.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	9 (2)	66 (5)	75 (7)	14.3 %	21.3 %
Jazz	0 (0)	17 (1)	17 (1)	3.2 %	2.3 %
News/Talk	61 (5)	18 (1)	79 (6)	15.0 %	15.3 %
Oldies	0 (0)	23 (1)	23 (1)	4.4 %	3.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	10 (2)	10 (2)	1.9 %	2.1 %
Soft AC	0 (0)	14 (2)	14 (2)	2.7 %	1.0 %
Sports	8 (3)	0 (0)	8 (3)	1.5 %	0.8 %
Standards/EZ	21 (2)	0 (0)	21 (2)	4.0 %	5.2 %
Totals	99 (12)	427 (33)	526 (45)		

AM Stations

KKZZ	1400	1 kw	Standards	Westwd, CNN	\$20.00	—	Gold Coast	Sta. Paula
KCXR	910	5 kw/1 kw (DA-2)	Hispanic		\$<20.00	Caballero		
KVEN	1450	1 kw	News/Talk	ABC, Talknt, AP	\$25.00	—	Bengal/McDonald	

FM Stations

KBBY	95.1	12.5 kw @ 876	AC	Westwd	\$40.00	D&R	Bengal/McDonald	
KCAQ	104.7	2.85 kw @ 1581	CHR/Urban		\$38.00	Katz	Gold Coast	
KDAR	98.3	0.82 kw @ 886	Religion	SRN	\$ NA	—	Salem	
KFAY	100.7	39 kw @ 1204	Country		\$54.00	—	Bengal/McDonald	
KMLA	103.7	0.48 kw @ 807	Hispanic		\$ NA	Katz Hisp.		El Rio
KOCP	95.9	0.98 kw @ 1555	Classic AOR	Westwd	\$ NA	—	Gold Coast	Camarillo
KVYY	107.1	0.8 kw @ 872	Progressive AOR		\$ NA	—	Odyssey	
KXBS	96.7	0.087 kw @ 1500	Hispanic Contemp.		\$ NA	—		Santa Paula
KXLM	102.9	5.5 kw @ 112	Hispanic Contemp.		\$40.00	—		

Notes: Other ranked stations -- See Los Angeles

Jin Duncan

Comments: Listening levels are steady . . . FM's share of listed-station market listening is above 80% for the first time . . . KCAQ-F has its highest share in three years . . . KXLM-F is down to its lowest share since the early 1990's

PENSACOLA

Arbitron Rank: 123 Pop (12+): 331,300	Stations: 21 / 10	Last Year's Revenue: \$9,900,000
MSA Rank: 126	Diaries: 1,078/307:1/49.7%	Household Income: \$34,636
MSA Pop: 400,000	Sample Target: 1,070	Total Retail Sales: \$3.7 Bil.
DMA: 63 (w/Mobile)	% Below Line: 35.1	#1 Biller: WXBM-F \$4,300,000
Average Persons Rating: 15.3	% Not Listed: 12.1	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 33,130	Capstar \$5,600,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WXBM-F	61 / 16.0	16.3	14.2	18.0	16.1	675 / 26.4	26.9	24.5	98 / 1178	F	WXBM-F
2	WBLX-F	65 / 12.9	10.1	9.8	11.3	12.1	661 / 19.9	16.9	17.4	97 / 1173		WBLX-F
3	WMEZ-F	44 / 6.7	8.4	7.4	7.3	6.9	561 / 16.9	15.9	16.7	56 / 771	C	WMEZ-F
4	WCOA	FS/T	32 / 6.3	6.2	7.6	7.3	421 / 12.7	10.5	13.1	32 / 437	B	WCOA
	WYCL-F	O	32 / 6.3	5.8	8.9	5.0	440 / 13.3	14.0	17.8	44 / 624	B	WYCL-F
6	WABB-F	CHR	31 / 6.1	6.6	7.9	7.1	593 / 17.9	18.9	19.7	61 / 972		WABB-F
7	WTKX-F	AOR	28 / 6.5	9.9	8.5	5.4	529 / 16.0	18.7	16.5	46 / 823	B	WTKX-F
8	WWRO-F	CL AOR	27 / 5.3	7.0	3.7	6.1	426 / 12.9	15.3	12.8	41 / 656	C	WWRO-F
9	WMXC-F	AC	17 / 3.4	2.0	2.4	1.7	311 / 9.4	7.0	9.3	24 / 540		WMXC-F
	WRNE	B/G	17 / 3.4	2.2	4.6	2.9	187 / 4.7	3.9	4.3	17 / 157	A	WRNE
11	WRKH-F	CL AOR	13 / 2.6	2.8	1.5	1.7	272 / 8.2	7.9	4.9	29 / 489		WRKH-F
12	WZNS-F	CHR	12 / 2.4	3.2			307 / 8.3	9.3		31 / 601		WZNS-F

12+ FM Share (Metro): 87.42% (389 of 445) (Spring 1997: 83.80%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBLX-F >>	1 WBLX-F	1 WXBM-F	1 WXBM-F	1 WXBM-F	1 WXBM-F >	1 WXBM-F >>	1 WXBM-F	1 WXBM-F	1 WBLX-F >	1 WBLX-F <
2 WTKX-F	2 WXBM-F	2 WBLX-F	2 WMEZ-F <	2 WMEZ-F	2 WMEZ-F	2 WBLX-F <	2 WMEZ-F	2 WBLX-F	2 WXBM-F >	2 WXBM-F >>
3 WABB-F <	3 WMEZ-F <	3 WBLX-F <	3 WBLX-F <	3 WBLX-F	3 WYCL-F	3 WMEZ-F	3 WBLX-F	3 WMEZ-F	3 WABB-F <	3 WYCL-F <
4 WTKX-F >	4 WABB-F	4 WWRO-F >	4 WWRO-F <	4 WWRO-F <	4 WCOA	4 WCOA	4 WCOA	4 WTKX-F	4 WTKX-F	4 WMEZ-F
5 WWRO-F	5 WWRO-F <	5 WTKX-F	5 WYCL-F	5 WBLX-F >	5 WYCL-F	5 WYCL-F	5 WYCL-F	5 WYCL-F <	5 WMEZ-F <	5 WABB-F <
6 WMEZ-F	6 WTKX-F	6 WYCL-F <	6 WABB-F	6 WWRO-F	6 WWRO-F	6 WWRO-F <	6 WABB-F <	6 WTKX-F <	6 WCOA	6 WWRO-F
	7 WYCL-F	7 WABB-F	7 WTKX-F	7 WRNE	7 WABB-F	7 WYCL-F	7 WWRO-F <	7 WCOA	7 WMXC-F	7 WTKX-F
						8 WTKX-F >	8 WWRO-F >	8 WWRO-F >	8 WYCL-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	12+ Ovrite
1 WABB-F	1 WXBM-F	1 WXBM-F	1 WXBM-F	1 WMEZ-F	1 WBLX-F >>	1 WTKX-F <	1 WTKX-F	1 WXBM-F	1 WXBM-F >	1 WXBM-F
2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WBLX-F <	2 WXBM-F	2 WTKX-F	2 WBLX-F >	2 WWRO-F >	2 WBLX-F <	2 WWRO-F	2 WBLX-F >
3 WXBM-F >>>	3 WABB-F >	3 WMEZ-F	3 WMEZ-F	3 WBLX-F >	3 WXBM-F	3 WXBM-F	3 WXBM-F	3 WTKX-F <	3 WMEZ-F <	3 WTKX-F
	4 WMEZ-F >	4 WABB-F	4 WABB-F >	4 WABB-F	4 WYCL-F	4 WWRO-F	4 WBLX-F	4 WWRO-F >	4 WTKX-F <	4 WCOA >
	5 WWRO-F	5 WWRO-F >>	5 WWRO-F	5 WYCL-F	5 WABB-F >	5 WABB-F	5 WYCL-F	5 WYCL-F	5 WYCL-F	5 WYCL-F
		6 WYCL-F >	6 WYCL-F >	6 WWRO-F			6 WRKH-F	6 WRKH-F	6 WBLX-F	6 WBLX-F
							7 WABB-F	7 WABB-F	7 WRKH-F >	7 WRKH-F >

Other Rated Stations		Metro Cume	TSA				
Station	Format	Share	AQH Cume				
WNVY	B/G	1090	Cantonment	0.4	1.2	2	40
WSWL	N	790	Pensacola	0.6	3.7	3	123
WVTJ	G	610	Pensacola	0.4	1.6	2	54

Other Rated Stations--Outside Market				Metro Cume	TSA		
Station	Format	Share	Rating	Share	AQH Cume		
WDWG-F	C	104.1	Atmore, AL	2.0	7.4	17	466
WKSJ-F	C	94.9	Mobile	1.6	5.4	36	565
WKSM-F	AOR	99.5	Ft. Walton Beach	1.6	5.1	37	485
WNCV-F	SAC	100.3	Niceville	1.2	1.1	20	200
WWAV-F	CL AOR	102.1	Santa Rosa	0.4	1.2	14	218
WWSF-F	O	98.1	Andalusia, AL	1.0	4.8	9	300

PENSACOLA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar WMEZ-FM, WWSF-FM, WXBM-FM	25.7 %	29.5 %	56.6 %	AC	0 (0)	17 (1)	17 (1)	3.8 %	2.9 %
				AOR/Classic/NR	0 (0)	78 (5)	78 (5)	17.5 %	17.8 %
Clear Channel WTKX-FM, WYCL-FM	11.8 %	13.0 %	15.9 %	Black/Urban	0 (0)	65 (1)	65 (1)	14.6 %	11.9 %
				CHR	0 (0)	43 (2)	43 (2)	9.7 %	11.1 %
	37.5 %	42.5 %	72.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	99 (3)	99 (3)	22.2 %	20.2 %
				Full Service	32 (1)	0 (0)	32 (1)	7.2 %	9.3 %
				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)	0.7 %	1.3 %
				Oldies	0 (0)	37 (2)	37 (2)	8.3 %	10.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	21 (3)	0 (0)	21 (3)	4.7 %	5.6 %
				Soft AC	0 (0)	50 (2)	50 (2)	11.2 %	9.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	56 (5)	389 (16)	445 (21)		

AM Stations

WCOA	1370	5 kw (DA-N)	Full Svc/Talk	Westwd, ABC	\$22.00	Katz	WWRO-F	
WRNE	980	2.5 kw/1 kw (DA-2)	Black Oldies	ABC, AURN	\$<20.00	Roslin		Gulf Breeze

FM Stations

WMEZ	94.1	100 kw @ 1328	Soft AC	Westwd	\$38.00	Katz	Capstar	
WTKX	101.5	100 kw @ 1328	AOR		\$22.00	D&R	Clear Channel	
WWRO	100.7	100 kw @ 1555	Classic AOR	ABC	\$40.00	Katz	WCOA	
WXBM	102.7	100 kw @ 1328	Country	ABC	\$82.00	Katz	Capstar	Milton
WYCL	107.3	100 kw @ 1407	Oldies		\$21.00	Mc-Guild	Clear Channel	

Notes: WZNS-F – See Ft. Walton Beach in the Spring 1998 American Radio Small Market edition . . . 5/98 WVTJ (610) sold for \$130,000

Jim Duncan

Comments: Total listening to radio is up significantly (+0.9 ratings point) . . . WBLX-F recovered to its highest share since 1994 . . . WMEZ-F has its fourth straight gain and its highest share since 1994

PEORIA

Arbitron Rank: 133 **Pop (12+):** 287,200
MSA Rank: 142
MSA Pop: 347,000
DMA: 109 (w/Bloomington)
Average Persons Rating: 13.5
Market TSL in Hours: 18.25

Stations: 22 / 16
Diaries: 1,093/263:1/57.8%
Sample Target: 1,080
% Below Line: 6.7
% Not Listed: 14.9
Pop per Station: 17,950

Last Year's Revenue: \$13,400,000
Household Income: \$44,564
Total Retail Sales: \$3.5 Bil.
#1 Biller: WWCT-F \$2,600,000
#1 Billing Portfolio: Kelly, pend. \$5,620,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WPBG-F	O	39 / 10.0	10.5	10.8	5.1	6.9	573 / 19.9	21.9	21.2	53 / 881	C
2	WSWT-F	SAC	35 / 9.0	10.0	6.8	9.6	10.1	454 / 15.8	18.2	14.9	44 / 656	C
3	WXCL-F	C	32 / 8.2	11.0	12.3	16.3	16.3	442 / 15.4	21.4	21.6	35 / 530	D
4	WIXO-F	AOR-NR	26 / 6.7	5.7	6.3			510 / 17.8	16.3	10.6	30 / 667	A
5	WWCT-F	AOR	23 / 5.9	6.2	10.3	11.4	12.9	488 / 17.0	18.2	21.6	44 / 880	D
6	WGLO-F	CL AOR	22 / 5.7	6.7	4.5	5.4	5.5	608 / 21.2	20.4	15.6	42 / 1018	B
	WMBD	FS	22 / 5.7	3.6	7.5	6.0	5.7	348 / 12.1	10.3	16.2	27 / 450	C
8	WTAZ-F	T	20 / 5.2	3.6	2.8	5.6	3.4	321 / 11.2	8.5	7.2	23 / 373	B
9	WOAM	ST	17 / 4.4	6.5	6.3	6.3	6.9	204 / 7.1	8.6	8.3	17 / 216	A
10	WFYR-F	C	15 / 3.9	6.0	5.0	2.7	1.9	360 / 12.5	13.4	12.1	21 / 523	B
11	WBGE-F	B	14 / 3.6	3.6	1.8	4.9	3.8	148 / 5.1	6.2	4.1	15 / 163	A
12	WEEK-F	AC	11 / 2.8	1.7	2.3	3.8	2.9	299 / 10.4	6.3	7.8	16 / 400	A
13	WIRL	FS	10 / 2.6	1.4	1.8	2.0	2.4	193 / 6.7	6.0	6.4	11 / 243	A
14	WJPL-F	J	9 / 2.3	0.5				125 / 4.4	1.1		9 / 142	WJPL-F

12+ FM Share (Metro): 80.61% (266 of 330) (Spring 1997: 80.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WIXO-F >>>	1 WIXO-F	1 WSWT-F <	1 WSWT-F	1 WPBG-F <	1 WPBG-F >	1 WPBG-F <	1 WPBG-F	1 WPBG-F	1 WIXO-F	1 WXCL-F
2 WBNQ-F	2 WGLO-F	2 WPBG-F	2 WPBG-F	2 WSWT-F >	2 WXCL-F <	2 WGLO-F	WSWT-F	2 WSWT-F	2 WPBG-F	2 WPBG-F
WWCT-F >	3 WSWT-F	3 WWCT-F <	3 WWCT-F	3 WWCT-F <	3 WSWT-F	WSWT-F <	3 WTAZ-F	3 WIXO-F	3 WSWT-F	WIXO-F
4 WWCT-F	4 WGLO-F	4 WGLO-F >	4 WGLO-F >	4 WMBD	4 WMBD	4 WXCL-F	4 WXCL-F	4 WXCL-F	WMBD <	4 WSWT-F
5 WXCL-F >	5 WIXO-F	5 WIXO-F	5 WIXO-F	5 WIXO-F	5 WOAM	5 WXCL-F >	5 WWCT-F	5 WWCT-F	5 WWCT-F <	5 WBGE-F
6 WBGE-F	6 WXCL-F	WTAZ-F	WTAZ-F	WTAZ-F >	6 WWCT-F	6 WIXO-F	6 WGLO-F	6 WXCL-F	6 WXCL-F	WWCT-F
	7 WFYR-F	7 WXCL-F	WXCL-F	7 WWCT-F	7 WIXO-F	7 WOAM	7 WOAM	7 WOAM	7 WGLO-F <	7 WFYR-F
	8 WBGE-F	8 WBGE-F	8 WFYR-F	8 WFYR-F	WOAM	8 WMBD	WTAZ-F	8 WFYR-F	WMBD	WMBD
	WTAZ-F	WJPL-F	WBGE-F	WBGE-F					WOAM	WOAM

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	12+ Ovrnite
1 WGLO-F	1 WSWT-F >	1 WSWT-F >	1 WSWT-F >	1 WSWT-F	1 WIXO-F >>>	1 WIXO-F >	1 WGLO-F	1 WWCT-F	1 WPBG-F	1 WGLO-F
WIXO-F	2 WGLO-F	2 WGLO-F	2 WPBG-F >	2 WPBG-F >>	2 WGLO-F	2 WGLO-F	2 WIXO-F	2 WGLO-F <	2 WWCT-F	2 WIXO-F
WSWT-F	WIXO-F	WIXO-F >	3 WGLO-F	3 WGLO-F	WXCL-F	3 WWCT-F >	3 WWCT-F	3 WIXO-F	3 WGLO-F >	WXCL-F
WBGE-F >>	4 WBGE-F	4 WEEK-F	WBGE-F	WXCL-F	WWCT-F >>>	4 WXCL-F	WSWT-F >>>	4 WPBG-F >	4 WTAZ-F	WMBD
	5 WXCL-F	WXCL-F	5 WXCL-F	WBGE-F	5 WSWT-F >		5 WTAZ-F	5 WSWT-F	5 WSWT-F	5 WPBG-F
	WWCT-F >	WWCT-F	WWCT-F	6 WWCT-F			WSWT-F	WIXO-F	WIXO-F	
	WBGE-F >>	WIXO-F >						7 WFYR-F	7 WFYR-F	
								WXCL-F	WXCL-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WFX-F	CL AOR	94.3	Chillicothe	1.8	7.0	9	229
WPEO	REL	1020	Peoria	0.5	2.1	4	103

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAAG-F	C	94.9	Galesburg	0.5	1.1	28	237
WBBM	N	780	Chicago	0.5	2.2	4	142
WBNQ-F	CHR	101.5	Bloomington	1.5	7.5	39	765
WBWN-F	C	104.1	Leroy	1.3	2.8	42	541
WGN	FS/T	720	Chicago	1.5	4.1	16	342
WLS	T	890	Chicago	1.3	3.3	15	262

PEORIA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Cromwell WFYR-FM, WGLO-FM, WIXO-FM, WVLE-AM	16.3 %	15.8 %	13.6 %	AC	0 (0)	11 (1)	11 (1)	3.3 %	0.0 %
Kelly, pend. WKZW-FM, WOAM-AM, WTAZ-FM, WWCT-FM, WXCL-FM	23.7 %	17.8 %	41.9 %	AOR/Classic/NR	0 (0)	78 (4)	78 (4)	23.6 %	24.3 %
				Black/Urban	0 (0)	14 (1)	14 (1)	4.2 %	2.0 %
				CHR	0 (0)	6 (1)	6 (1)	1.8 %	5.5 %
	40.0 %	33.6 %	55.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	54 (4)	54 (4)	16.4 %	22.0 %
				Full Service	38 (3)	0 (0)	38 (3)	11.5 %	11.9 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	9 (1)	9 (1)	2.7 %	0.0 %
				News/Talk	7 (2)	20 (1)	27 (3)	8.2 %	3.2 %
				Oldies	0 (0)	39 (1)	39 (1)	11.8 %	15.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	2 (1)	0 (0)	2 (1)	0.6 %	0.9 %
				Soft AC	0 (0)	35 (1)	35 (1)	10.6 %	7.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	17 (1)	0 (0)	17 (1)	5.2 %	7.2 %
				Totals	64 (7)	266 (15)	330 (22)		

AM Stations

WIRL	1290	5 kw (DA-2)	Full Service	ABC, Westwd	\$<20.00	Christal	Commun. Svc.
WMBD	1470	5 kw (DA-2)	Full Service	CBS, ESPN, 1-On-1	\$37.00	Katz	Midwest TV
WOAM	1350	1 kw (DA-2)	Standards	ABC	\$<20.00	Mc-Guild	Kelly

FM Stations

WEGE	92.3	6 kw @ 148	Black	ABC	\$<20.00	Roslin	
WEEK	98.5	6 kw @ 328	AC	Westwd	\$ NA	---	Granite Eureka
WFYR	97.3	23.5 kw @ 338	Country		\$<20.00	---	Cromwell Elmwood
WGLO	95.5	7 kw @ 620	Classic AOR		\$22.00	D&R	Cromwell Pekin
WIXO	99.9	1.5 kw @ 584	New Rock		\$ NA	---	Cromwell Bartonville
W. PL	96.5	4.3 kw @ 377	Jazz		\$ NA	Allied	Farmington
WPBG	93.3	41 kw @ 551	Oldies		\$26.00	Katz	Midwest TV
W\$WT	106.9	50 kw @ 479	Soft AC		\$43.00	Christal	Commun. Svc.
WTAZ	102.3	6 kw @ 298	Talk	Talknt, Westwd, ABC	\$<20.00	K&P	Kelly, pend. Morton
WWCT	105.7	33 kw @ 591	AOR		\$52.00	Christal	Kelly, pend.
WXCL	104.9	3 kw @ 328	Country	Westwd	\$53.00	Mc-Guild	Kelly Pekin

Notes: 2/98 WEEK-F changed from Oldies to AC . . . 5/98 WTAZ-F sold to Kelly for \$1,800,000 . . . 8/98 WWCT-F sold to Kelly for \$7,750,000

Jim Duncan

Comments: Listening levels are down moderately (-0.5 rating point) . . . WPBG-F leads the market in 12+ for the first time . . . Will a Jazz station play in Peoria?
Apparently so: WJPL-F managed to score a 2.3 in its first real book . . . WWCT-F suffered its fourth straight down book and its lowest share since 1977;
the station has been hurt by WIXO-F . . . Country WXCL's audience has fallen by 50% in the last two years

PHILADELPHIA

Arbitron Rank: 5 Pop (12+): 4,073,100
MSA Rank: 4
MSA Pop: 4,950,000
DMA: 4
Average Persons Rating: 17.7
Market TSL in Hours: 23.25

Stations: 30 / 23
Diaries: 4,673/872:1/50.3%
Sample Target: 4,630
% Below Line: 4.7
% Not Listed: 13.5
Pop per Station: 177,091

Last Year's Revenue: \$230,000,000
Household Income: \$52,240
Total Retail Sales: \$46.7 Bil.
#1 Biller: KYW \$32,900,000
#1 Billing Portfolio: CBS \$93,800,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WBEB-F	AC	520 / 7.2	5.8	5.9	5.7	6.0	6.2	8934 / 17.0	15.3	15.1	550 / 7891	J	WBEB-F
	KYW	N	520 / 7.2	7.4	6.8	6.3	6.3	6.9	11797 / 29.0	28.9	28.1	556 / 13211	K	KYW
3	WDAS-F	B/AC	445 / 6.2	6.4	5.5	5.5	4.9	5.9	4537 / 11.1	10.8	9.7	522 / 5472	I	WDAS-F
4	WYSP-F	T/CL AOR	389 / 5.1	5.4	6.3	5.3	6.3	5.5	6666 / 16.4	19.4	17.2	512 / 9420	K	WYSP-F
5	WUSL-F	B	387 / 5.1	4.3	4.7	4.6	5.0	4.7	5705 / 14.0	13.4	13.6	494 / 7894	I	WUSL-F
6	WOGL-F	O	356 / 4.9	4.6	5.0	5.4	5.5	5.0	6040 / 14.8	15.8	15.7	450 / 7900	J	WOGL-F
7	WJZ-F	J	326 / 4.5	5.1	4.2	4.2	3.9	4.5	4865 / 11.8	10.5	10.1	394 / 5843	H	WJZ-F
8	WXTU-F	C	311 / 4.3	4.2	3.7	4.2	4.0	4.1	3839 / 9.4	9.5	9.3	397 / 5356	H	WXTU-F
9	WMGK-F	CL HITS	299 / 4.1	3.9	4.7	4.5	4.4	4.3	5006 / 12.3	14.0	14.5	374 / 6620	I	WMGK-F
10	WPEN	ST	295 / 4.1	3.8	3.6	4.7	4.0	4.0	3213 / 7.9	7.7	7.8	312 / 3479	F	WPEN
11	WWDB-F	T	286 / 4.0	5.1	4.6	4.7	5.0	4.6	4012 / 9.9	10.6	12.1	347 / 5114	I	WWDB-F
12	WIOQ-F	CHR	280 / 3.9	3.7	3.2	4.1	3.6	3.7	5992 / 14.7	13.6	14.6	343 / 8068	H	WIOQ-F
13	WPHI-F	B	246 / 3.4	3.5	3.5	4.2	3.9	3.7	4154 / 10.2	10.5	11.1	265 / 4588	E	WPHI-F
14	WYXR-F	AC/CHR	237 / 3.3	3.2	3.0	3.6	3.5	3.3	5028 / 12.3	12.0	13.0	277 / 6373	H	WYXR-F
15	WMMR-F	AOR	216 / 3.0	3.1	3.2	3.9	4.5	3.3	4624 / 11.4	12.3	13.7	284 / 6329	I	WMMR-F
16	WIP	SPRTS	187 / 2.6	3.4	3.7	3.7	3.4	3.3	3540 / 8.7	11.4	11.8	223 / 4323	I	WIP
17	WPLY-F	CHR-NR	164 / 2.3	2.2	2.6	3.3	2.7	2.6	4965 / 12.2	12.1	12.2	213 / 6409	H	WPLY-F
18	WXXM-F	AC-NR	167 / 2.2	2.2	1.6	2.4	2.6	2.1	4285 / 10.6	7.5	7.5	186 / 5230	E	WXXM-F
19	WPST-F	CHR	95 / 1.3	1.3	1.1	1.5	1.2	1.3	3004 / 7.4	7.0	7.2	157 / 4325		WPST-F
20	WPHT	T	88 / 1.2	1.1	0.7	0.8	0.8	0.9	2266 / 5.8	3.9	4.8	98 / 2652	D	WPHT
21	WDAS	G/B	85 / 1.2	1.3	1.2	1.0	1.2	1.2	1254 / 3.1	2.5	2.9	86 / 1309	B	WDAS
22	WHAT	B/T	80 / 1.1	1.1	1.0	0.9	1.6	1.0	921 / 2.3	2.3	2.6	81 / 938	B	WHAT

12+ FM Share (Metro): 78.81% (4921 of 6244) (Spring 97: 78.96%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WUSL-F <	1 WYSP-F	1 WYSP-F <	1 WDAS-F <	1 WDAS-F <	1 KYW	1 KYW	1 WBEB-F >	1 WBEB-F	1 WDAS-F	1 KYW <
2 WPHI-F >>	2 WUSL-F	2 WBEB-F <	2 WBEB-F <	2 WBEB-F	2 WBEB-F	2 WYSP-F >	2 WOGL-F <	2 KYW <	2 WUSL-F	2 WDAS-F <
3 WIOQ-F	3 WBEB-F <	3 WDAS-F	3 WYSP-F	3 WYSP-F	3 WOGL-F	3 WBEB-F	3 WMGK-F <	3 WDAS-F <	3 WPHI-F	3 WUSL-F
4 WPLY-F >	4 WOQ-F <	4 WMGK-F <	4 WMGK-F	4 WOGL-F <	WDAS-F <	4 WDAS-F	4 WJZ-F	4 WUSL-F <	4 WBEB-F <	4 WBEB-F
5 WDAS-F <	5 WUSL-F	5 WJZ-F <	5 WMGK-F <	5 WPEN	5 WOGL-F <	5 WOGL-F <	5 WDAS-F <	5 WOGL-F <	5 KYW	5 WOGL-F
6 WMGK-F <	6 WIOQ-F <	6 WOGL-F <	6 WJZ-F	6 WWDB-F	6 WUSL-F	6 WYSP-F	6 WXTU-F <	6 WXTU-F <	6 WIOQ-F <	6 WJZ-F <
7 WPHI-F <	7 WJZ-F	7 WMMR-F <	7 KYW	7 WJZ-F	7 WPHI-F	7 WJZ-F	7 WJZ-F <	7 WJZ-F <	7 WJZ-F <	7 WXTU-F <
8 WYXR-F	WYXR-F <	8 KYW	8 WMMR-F <	8 WXTU-F >	8 WXTU-F <	8 WXTU-F <	8 KYW	8 WMGK-F <	8 WYXR-F <	8 WPEN <
9 WMMR-F	9 WOGL-F <	WYXR-F <	9 WXTU-F	9 WXTU-F	9 WIP	9 WIP	9 WXTU-F <	9 WIOQ-F <	9 WWDB-F	9 WIOQ-F <
	10 WMMR-F	10 WUSL-F <	WYXR-F <	WYXR-F <			10 WPEN <	10 WPEN <		10 WWDB-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	12+ Ovrnite
1 WUSL-F	1 WUSL-F <	1 WDAS-F	1 WBEB-F	1 WBEB-F <	1 WYSP-F	1 WYSP-F >>	1 WYSP-F >>	1 WYSP-F >	1 WYSP-F >	1 KYW >
2 WIOQ-F	2 WBEB-F	2 WBEB-F >	2 WDAS-F >	2 WDAS-F >	2 WUSL-F	2 WUSL-F <	2 WMMR-F	2 WMMR-F <	2 WMMR-F <	2 WWDB-F <
3 WPHI-F	3 WDAS-F <	3 WYXR-F	3 WUSL-F	3 WJZ-F <	3 WPHI-F	3 WMMR-F	3 WMGK-F <	3 WMGK-F <	3 WOGL-F <	3 WDAS-F >
4 WBEB-F	4 WYXR-F <	4 WUSL-F	WYXR-F	4 WYXR-F	WIOQ-F >	4 WIOQ-F <	4 WUSL-F	4 WDAS-F	4 WDAS-F	
5 WPLY-F	5 WIOQ-F	5 WYSP-F	5 WMGK-F <	5 WOGL-F <	5 WBEB-F <	5 WMGK-F <	5 WIP <	5 WOGL-F <	5 WMGK-F	
6 WYXR-F <	6 WPHI-F <	6 WMGK-F <	6 WIOQ-F <	6 WMGK-F	6 WPLY-F	6 WPHI-F	6 WDAS-F <	6 WUSL-F <	6 KYW	
7 WMGK-F <	7 WMGK-F <	7 WIOQ-F	7 WJZ-F	7 WUSL-F <	7 WMMR-F	7 WBEB-F	7 WBEB-F	7 WBEB-F <	WIP <	
8 WXXM-F	8 WYSP-F	8 WPHI-F <	8 WOGL-F <	8 WIOQ-F <	8 WMGK-F	8 WDAS-F <	8 WIOQ-F	8 WIP <	8 WJZ-F <	
	9 WPLY-F <	9 WXTU-F <	9 WYSP-F <	9 KYW <	9 WYXR-F <	9 WPLY-F <	9 WPHI-F	9 KYW <	9 WBEB-F <	
				10 WXTU-F	10 WDAS-F	10 WIP			10 WXTU-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WURD	SP	900 Philadelphia	0.6 1.1 47 512
WWJZ	ST	640 Mt. Holly, NJ	0.3 0.9 35 472

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WJBR-F	AC	99.5 Wilmington, DE	0.5 1.8 141 2102
WKXW-F	T	101.5 Trenton, NJ	0.9 3.2 165 3215
WLEV-F	AC	100.7 Allentown	0.3 0.9 144 2074
WNJO-F	O	94.5 Trenton	0.7 2.8 92 1737
WRDR-F	ST	104.9 Egg Harbor, NJ	0.7 2.1 138 1851
WZZO-F	AOR	95.1 Bethlehem	0.3 0.9 135 1873

PHILADELPHIA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Beasley, pend.	8.3 %	6.4 %	8.5 %	AC	0 (0)	972 (5)	972 (5)	15.6 %	11.4 %
WTEL-AM, WTMR-AM, WWDB-FM, WXTU-FM				AOR/Classic/NR	0 (0)	606 (3)	606 (3)	9.7 %	5.1 %
CBS	21.0 %	21.6 %	40.8 %	Black/Urban	80 (1)	1058 (3)	1138 (4)	18.2 %	1.7 %
KYW-AM, WIP-AM, WOGL-FM, WPHT-AM, WYSP-FM				CHR	0 (0)	539 (3)	539 (3)	8.6 %	9.0 %
Chancellor	24.2 %	27.3 %	22.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	2.9 %
WDAS-AM, WDAS-FM, WIOQ-FM, WJJZ-FM, WUSL-FM, WYXR-FM				Country	0 (0)	311 (1)	311 (1)	5.0 %	4.5 %
Greater Media	13.4 %	13.0 %	14.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WMGK-FM, WMMR-FM, WPEN-AM, WXXM-FM				Hispanic	45 (1)	0 (0)	45 (1)	0.7 %	0.0 %
	66.9 %	68.3 %	86.7 %	Jazz	0 (0)	326 (1)	326 (1)	5.2 %	4.4 %
				News/Talk	606 (2)	353 (2)	959 (4)	15.4 %	20.9 %
				Oldies	0 (0)	705 (3)	705 (3)	11.3 %	11.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	85 (1)	0 (0)	85 (1)	1.4 %	2.4 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				Sports	187 (1)	0 (0)	187 (1)	3.0 %	4.2 %
				Standards/EZ	320 (2)	51 (1)	371 (3)	5.9 %	5.4 %
				Totals	1323 (8)	4921 (22)	6244 (30)		

AM Stations

Station	Power	Time	Format	Revenue	Group	Company
KYW	1060	50 kw (DA-1)	News	WW1, CNN, ABC \$420.00	Group W	CBS
WDAS	1480	5 kw/1 kw (DA-2)	Black Gospel	AURN \$50.00	Eastman	Chancellor
WHAT	1340	1 kw	Black Talk	\$ NA	---	
WIP	610	5 kw (DA-1)	Sports	Westwd \$170.00	Interep	CBS
WPEN	950	5 kw (DA-N)	Standards	Westwd \$95.00	Mc-Guild	Greater Media
WPHT	1210	50 kw	Talk	CBS \$75.00	Interep	CBS

FM Stations

Station	Power	Time	Format	Revenue	Group	Company
WBEB	101.1	14 kw @ 940	AC	\$211.00	Mc-Guild	
WDAS	105.3	16.5 kw @ 873	Black AC	ABC \$253.00	Eastman	Chancellor
WIOQ	102.1	27 kw @ 670	CHR	\$171.00	Banner	Chancellor
WJJZ	106.1	22.5 kw @ 740	Jazz	\$120.00	Christal	Chancellor
WMGK	102.9	8.5 kw @ 1180	Classic Hits	\$180.00	Allied	Greater Media
WMMR	93.3	18 kw @ 827	AOR	\$250.00	Mc-Guild	Greater Media
WOGL	98.1	12.5 kw @ 1000	Oldies	CBS \$254.00	CBS	CBS
WPHI	103.9	0.34 kw @ 1000	Black	\$75.00	Mc-Guild	Radio One
WPLY	100.3	35 kw @ 600	CHR-New Rock	\$165.00	Allied	Media
WUSL	98.9	18 kw @ 830	Black	\$210.00	Katz	Chancellor
WWDB	96.5	17 kw @ 865	Talk	ABC \$175.00	D&R	Beasley
WXTU	92.5	15.5 kw @ 900	Country	\$195.00	D&R	Beasley
WXXM	95.7	50 kw @ 500	AC-NR	\$ NA	Allied	Greater Media
WYSP	94.1	16 kw @ 900	Talk/Classic AOR	Source, Westwd \$390.00	Interep	CBS
WYXR	104.5	16.5 kw @ 873	AC/CHR	\$185.00	Katz	Chancellor

Notes: WPST-F -- See Trenton in the Spring 1998 American Radio Small Market edition . . . 4/98 WPWA (1590; Chester) sold by Children's to Catholic (John Lynch) as part of a \$57,500,000 group sale . . . 7/98 WTMR (800; Camden) sold by Gore-Overgaard to Beasley for \$8,000,000

Jim Duncan

Comments: Listening levels are down slightly . . . What a nice story: Jerry Lee's WBEB-F has its highest share since 1984 and leads the market for the first time (albeit in a tie with KYW) . . . WIP has its lowest share in at least five years . . . WMMR-F has its fourth consecutive down book and its lowest share since 1978

PHOENIX

Arbitron Rank: 17 Pop (12+): 2,226,400
 MSA Rank: 12
 MSA Pop: 2,850,000
 DMA: 17
 Average Persons Rating: 16.0
 Market TSL in Hours: 21.00

Stations: 36 / 33
 Diaries: 3,018/738:1/51.7%
 Sample Target: 3,030
 % Below Line: 1.1
 % Not Listed: 15.2
 Pop per Station: 67,467

Last Year's Revenue: \$123,800,000
 Household Income: \$39,837
 Total Retail Sales: \$27.2 Bil.
 #1 Biller: KNIX-F \$12,700,000
 #1 Billing Portfolio:
 Chancellor \$32,000,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 KNIX-F	C	227 / 6.4	5.1	6.5	5.9	7.0	6.0	3067 / 13.8	15.5	14.9	264 / 3591	I KNIX-F
2 KZZP-F	CHR/RAC	206 / 5.8	5.7	4.7	4.4	4.5	5.1	3994 / 17.9	15.8	14.8	219 / 4254	H KZZP-F
3 KTAR	N/T	199 / 5.6	5.7	6.4	5.6	5.5	5.8	3808 / 17.1	17.7	16.6	212 / 3977	I KTAR
4 KMLE-F	C	194 / 5.4	6.2	5.2	5.9	6.0	5.7	3145 / 14.1	13.6	15.6	231 / 3648	I KMLE-F
5 KKFR-F	CHR/U	191 / 5.4	5.3	4.3	5.9	4.9	5.2	3022 / 13.6	12.4	14.5	203 / 3334	G KKFR-F
6 KFYI	T	183 / 5.1	4.7	5.2	5.0	5.5	5.0	2403 / 10.8	10.4	9.9	192 / 2590	H KFYI
7 KOY	ST	160 / 4.5	5.4	5.3	5.0	5.1	5.0	2044 / 9.2	10.5	9.9	171 / 2310	D KOY
8 KOOL-F	O	157 / 4.4	5.0	5.1	5.4	6.0	5.0	3018 / 13.6	15.8	14.8	170 / 3240	H KOOL-F
9 KESZ-F	AC	156 / 4.4	5.2	4.9	4.2	3.8	4.7	2642 / 11.9	12.3	10.6	166 / 2729	G KESZ-F
10 KUPD-F	AOR	147 / 4.1	4.7	4.9	4.2	4.7	4.5	2130 / 9.6	10.1	10.0	165 / 2297	H KUPD-F
11 KYOT-F	J	135 / 3.8	3.6	3.6	3.9	3.1	3.7	1972 / 8.9	9.0	9.0	145 / 2107	F KYOT-F
12 KZON-F	AOR-P	131 / 3.7	3.3	3.0	3.8	3.7	3.4	2606 / 11.7	10.3	10.9	135 / 2769	E KZON-F
13 KEDJ-F	AOR-NR	114 / 3.2	3.1	3.5	3.4	3.6	3.3	2585 / 11.6	11.9	12.7	121 / 2724	E KEDJ-F
14 KDKB-F	AOR	107 / 3.0	3.3	2.6	3.8	3.1	3.2	1801 / 8.1	8.6	9.0	114 / 1906	H KDKB-F
15 KKL-F	SAC	102 / 2.9	3.4	3.0	2.6	2.9	3.0	1901 / 8.5	8.9	8.5	107 / 2058	G KKL-F
16 KSLX-AF	CL AOR	95 / 2.7	2.2	2.5	2.7	3.2	2.5	1744 / 7.8	8.6	9.0	105 / 1877	G KSLX-AF
	KGLQ-F	95 / 2.7	2.4	2.4	2.1	1.7	2.4	1967 / 8.8	8.9	6.5	102 / 2035	D KGLQ-F
18 KPTY-F	CHR/U	74 / 2.1	2.2	2.4	3.2	2.6	2.5	1877 / 8.4	7.9	8.3	79 / 2095	D KPTY-F
19 KHOT-F	AC/U	59 / 1.7	1.5	0.9	1.2	1.0	1.3	1057 / 4.7	3.0	4.8	70 / 1155	KHOT-F
20 KWCY-F	C	50 / 1.4	1.9	2.2	1.4	1.9	1.7	1224 / 5.5	7.0	5.2	107 / 1434	C KWCY-F
21 KGME	SPRTS	40 / 1.1	0.7	0.9	1.0	0.9	0.9	668 / 3.0	2.6	2.8	41 / 717	KGME

12+ FM Share (Metro): 76.52% (2311 of 3020) (Spring 97: 77.26%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKFR-F >>	1 KZZP-F	1 KZZP-F	1 KMLE-F	1 KMLE-F <	1 KTAR <	1 KTAR	1 KFYI <	1 KZZP-F	1 KKFR-F >	1 KNIX-F <
2 KZZP-F	2 KUPD-F <	2 KMLE-F	KZZP-F	2 KZZP-F <	2 KNIX-F	2 KNIX-F <	2 KNIX-F <	2 KNIX-F <	2 KTAR <	2 KKFR-F
3 KPTY-F >	3 KKFR-F <	3 KUPD-F <	3 KESZ-F <	3 KNIX-F <	3 KOY <	3 KESZ-F	3 KMLE-F	3 KMLE-F <	3 KZZP-F	3 KZZP-F <
	4 KMLE-F	4 KZON-F	4 KNIX-F <	4 KESZ-F <	4 KFYI	4 KEDJ-F	4 KZZP-F <	4 KFYI <	4 KFYI	4 KOY <
	5 KZON-F <	KESZ-F	5 KDKB-F <	5 KOOL-F	5 KOOL-F	5 KZZP-F <	5 KOY <	5 KKFR-F <	KUPD-F <	5 KMLE-F
	6 KEDJ-F >	KKFR-F	6 KZON-F <	6 KOKB-F <	6 KESZ-F	6 KMLE-F <	6 KOOL-F	6 KTAR <	6 KMLE-F <	6 KTAR
	7 KDKB-F	7 KNIX-F <	7 KUPD-F <	7 KYOT-F <	7 KYOT-F <	7 KFYI <	7 KTAR <	7 KZON-F <	7 KPTY-F <	KUPD-F <
	8 KNIX-F <	8 KDKB-F <	8 KGLQ-F <	8 KUPD-F <	8 KMLE-F >	8 KOOL-F <	8 KYOT-F	8 KOOL-F <	8 KNIX-F	8 KOOL-F
	9 KGLQ-F <	9 KEDJ-F <	9 KOOL-F <	9 KZON-F		9 KKFR-F	KESZ-F <		9 KZON-F	9 KYOT-F
		10 KOOL-F <		KFYI <		KOY <				10 KFYI <

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	12+ Ovrnite
1 KKFR-F	1 KZZP-F	1 KZZP-F <	1 KZZP-F	1 KESZ-F	1 KEDJ-F	1 KUPD-F	1 KUPD-F <	1 KUPD-F <	1 KDKB-F	1 KFYI
	KZZP-F >	2 KKFR-F <	2 KMLE-F >	2 KESZ-F	KUPD-F	2 KEDJ-F <	2 KDKB-F	2 KDKB-F <	2 KUPD-F <	KTAR
3 KEDJ-F	3 KMLE-F	3 KKFR-F	KMLE-F	3 KZZP-F	3 KKFR-F	3 KZZP-F	3 KZZP-F	3 KZZP-F <	3 KNIX-F <	3 KKFR-F <
	KUPD-F <	4 KUPD-F	4 KKFR-F	4 KNIX-F	KZON-F	4 KZON-F <	4 KEDJ-F	4 KMLE-F <	4 KFYI	4 KNIX-F
5 KKL-F	5 KZON-F	5 KZON-F	5 KNIX-F <	5 KOOL-F	5 KZZP-F	5 KDKB-F <	5 KMLE-F <	5 KZON-F <	KOOL-F <	
6 KZON-F	6 KKL-F <	6 KESZ-F <	6 KZON-F	6 KYOT-F <	6 KMLE-F	6 KKFR-F <	6 KZON-F	6 KSLX-AF <	6 KZZP-F	
7 KMLE-F	7 KEDJ-F	7 KGLQ-F	7 KOOL-F <	7 KZON-F	7 KPTY-F	7 KMLE-F >	7 KKFR-F	7 KEDJ-F	KMLE-F <	
8 KOOL-F	8 KESZ-F	8 KNIX-F <	8 KKL-F	8 KKFR-F	8 KSLX-AF	8 KSLX-AF	KGLQ-F		8 KTAR	
	KNIX-F	9 KKL-F <	9 KUPD-F <	9 KKL-F			9 KFYI		KSLX-AF <	
	KPTY-F >	10 KGLQ-F <	10 KYOT-F <	10 KEDJ-F <	10 KGLQ-F <				10 KGLQ-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KASA	REL	1540	Phoenix 0.3 0.7 12 153
KFNN	T	1510	Mesa 0.6 1.3 20 318
KISO	C/O	1230	Phoenix 0.4 1.3 17 309
KMVP	SPRTS	860	Phoenix 0.6 3.4 23 790
KMYL-AF	ST	1190	Tolleson 0.4 1.5 20 426
KPHX	SP	1480	Phoenix 0.4 1.1 17 288
KPXQ	REL	910	Phoenix 0.4 1.2 17 355
KVVA-F	SP-C	107.1	Apache Junction 0.9 2.2 32 519
KXAM	T	1310	Mesa 0.4 1.5 14 359

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAHM-F	EZ	102.1	Prescott 0.6 0.9 60 541
KBZG-F	O	104.3	Payson 0.5 1.5 38 511

PHOENIX

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Chancellor KISO-AM, KMLE-FM, KOOL-FM, KOY-AM, KYOT-FM, KZON-FM	22.2 %	21.3 %	25.8 %	AC	0 (0)	215 (2)	215 (2)	7.1 %	4.3 %
Hearst-Argyle, pend. KKLT-FM, KMVP-AM, KTAR-AM	9.1 %	7.7 %	13.7 %	AOR/Classic/NR	3 (1)	591 (6)	594 (7)	19.7 %	21.0 %
Jacor KGLQ-FM, KZZP-FM	8.5 %	10.2 %	8.1 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %
New Century KDDJ-FM, KEDJ-FM, KGME-AM, KHOT-FM	6.0 %	6.7 %	3.2 %	CHR	0 (0)	471 (3)	471 (3)	15.6 %	13.8 %
OwensMAC (JOA) KESZ-FM, KNIX-FM, KWCY-FM	12.2 %	13.3 %	17.1 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sandusky KDKB-FM, KDUS-AM, KSLX-AF, KUPD-FM	9.8 %	12.6 %	17.5 %	Country	15 (1)	471 (3)	486 (4)	16.1 %	16.6 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	16 (1)	32 (1)	48 (2)	1.6 %	3.2 %
				Jazz	0 (0)	135 (1)	135 (1)	4.5 %	5.7 %
				News/Talk	415 (4)	0 (0)	415 (4)	13.7 %	13.7 %
				Oldies	0 (0)	270 (3)	270 (3)	8.9 %	8.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	27 (2)	0 (0)	27 (2)	0.9 %	0.0 %
				Soft AC	0 (0)	102 (1)	102 (1)	3.4 %	4.2 %
				Sports	62 (2)	0 (0)	62 (2)	2.1 %	1.4 %
				Standards/EZ	171 (2)	24 (2)	195 (4)	6.5 %	5.8 %
				Totals	709 (13)	2311 (22)	3020 (35)		

AM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency	City
KFYI	910	5 kw	(DA-N)	Talk	CBS, Westwd	\$88.00	D&R	Broadcast Group
KGME	1360	5 kw/1 kw	(DA-N)	Sports	Westwd, 1-on-1	\$ NA	Allied	New Century Glendale
KOY	550	5 kw/1 kw		Standards	Westwd, CNN	\$55.00	Sentry	Chancellor
KSLX	1440	1 kw	(Days)	See KSLX-F				Scottsdale
KTAR	620	5 kw	(DA-N)	News/Talk	ABC	\$174.00	Christal	Hearst-Argyle, pend.

FM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency	City
KDDJ	100.3	90 kw	@ 2047	See KEDJ-F				Globe
KDKB	93.3	100 kw	@ 1540	AOR		\$141.00	Eastman	Sandusky
KEDJ	106.3	23 kw	@ 725	AOR-New Rock		\$84.00	Allied	New Century Sun City
KESZ	99.9	100 kw	@ 1702	AC	AP	\$101.00	Katz	OwensMAC
KGLQ	96.9	100 kw	@ 1560	Classic Hits		\$77.00	Mc-Guild	Jacor
KHOT	105.9	8.2 kw	@ 571	AC/Urban		\$ NA	Allied	New Century Paradise Valley
KKFR	92.3	100 kw	@ 1647	CHR/Urban		\$100.00	D&R	Broadcast Group
KKLT	98.7	100 kw	@ 1788	Soft AC		\$114.00	Christal	Hearst-Argyle, pend.
KMLE	107.9	100 kw	@ 1736	Country		\$214.00	Sentry	Chancellor
KNIX	102.5	100 kw	@ 1620	Country		\$214.00	Katz	OwensMAC
KOOL	94.5	100 kw	@ 1655	Oldies		\$145.00	Christal	Chancellor
KPTY	103.9	1.4 kw	@ 1345	CHR/Urban		\$ NA	Roslin	New Planet Gilbert
KSLX	100.7	100 kw	@ 1840	Classic AOR		\$110.00	Eastman	Sandusky
KUPD	97.9	100 kw	@ 1620	AOR		\$160.00	Eastman	Sandusky Tempe
KWCY	103.5	62 kw	@ 2428	Country		\$35.00	Katz	OwensMAC Glendale
KYOT	96.5	100 kw	@ 1570	Jazz		\$80.00	Sentry	Chancellor
KZON	101.5	100 kw	@ 1740	Progressive AOR		\$70.00	Sentry	Chancellor
KZZP	104.7	100 kw	@ 1550	CHR/AC		\$85.00	Mc-Guild	Jacor

Notes: 3/98 KISO (1230) changed from Black AC to Classic Country . . . 4/98 The NFL Arizona Cardinals' games will move from KGLQ-F to KDUS (1060)/KSLX-AF beginning with the 1998 season . . . 4/98 KIDR (740) sold by Children's to Catholic as part of a \$57,500,000 . . . 5/98 KMVP/KTAR/KKLT-F sold by Pulitzer to Hearst-Argyle TV as part of a \$1,850,000,000 group transaction . . . 5/98 KCCF (1100; Cave Creek) sold to WALE, Providence for \$5,500,000 (Stevens; Questcom) . . . 7/98 KCCF changed from Standards to Talk; much of its programming is fed by co-owned WALE, Providence . . . 7/98 KCWW (1580) sold by OwensMAC to Disney for \$8,850,000 (Blackburn; MVP) . . . 7/98 KCWW changed from ABC's Classic Country format to Children's (Disney) . . . 8/98 KCCF changed calls to KFNX

Jim Duncan

Comments: Listening overall is down moderately (-0.6 ratings point) . . . KNIX-F rebounded from its recent lows while KMLE-F dropped from its recent highs -- what a great battle this is! . . . KZZP-F added slightly to its recent gains . . . KOOL-F is down for the fourth straight book

PITTSBURGH

Arbitron Rank: 20 Pop (12+): 2,014,200
MSA Rank: 19
MSA Pop: 2,370,000
DMA: 19
Average Persons Rating: 16.3
Market TSL in Hours: 21.75

Stations: 28 / 25
Diaries: 3,397/593:1/58.9%
Sample Target: 3,300
% Below Line: 1.4
% Not Listed: 12.6
Pop per Station: 80,568

Last Year's Revenue: \$87,500,000
Household Income: \$41,036
Total Retail Sales: \$23.1 Bil.
#1 Biller: KDKA \$13,700,000
#1 Billing Portfolio: Chancellor \$33,500,000

12+ Metro	Format	Spring 98		Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	KDKA	N/T	423 / 12.9	12.6	12.4	11.9	13.7	12.4	5216 / 25.9	24.0	24.9	462 / 5834	I	KDKA
2	WDVE-F	AOR	276 / 8.4	8.6	9.2	9.0	8.8	8.8	3731 / 18.5	18.6	19.6	362 / 4988	I	WDVE-F
3	WBZZ-F	CHR	203 / 6.2	6.9	6.5	6.5	7.2	6.5	4302 / 21.4	21.9	21.3	239 / 5171	H	WBZZ-F
4	WDSY-F	C	202 / 6.2	7.4	7.4	8.1	8.3	7.3	3072 / 15.3	14.5	15.3	239 / 3594	H	WDSY-F
5	WWSW-AF	O	198 / 6.0	5.6	5.4	6.3	5.9	5.8	3333 / 16.5	16.3	16.2	231 / 3936	H	WWSW-AF
6	WJAS	ST	172 / 5.2	6.2	5.2	5.0	4.3	5.4	1822 / 9.0	9.0	8.0	173 / 1847	C	WJAS
7	WXDX-F	AOR-NR	163 / 5.0	4.2	5.0	4.8	5.0	4.7	2742 / 13.6	15.6	15.0	191 / 3246	F	WXDX-F
8	WSHH-F	SAC	152 / 4.6	5.4	4.6	4.1	4.4	4.7	2407 / 12.0	11.4	12.2	170 / 2703	F	WSHH-F
9	WZPT-F	CL HITS	149 / 4.5	3.9	3.5	3.1	3.2	3.8	2525 / 12.5	12.2	11.7	166 / 2826	D	WZPT-F
10	WLTJ-F	SAC	148 / 4.5	4.4	3.9	3.6	3.7	4.1	2405 / 11.9	11.5	10.7	160 / 2678	D	WLTJ-F
11	WAMO-F	B	137 / 4.2	4.1	3.4	4.0	3.1	3.9	1957 / 9.7	8.5	7.6	166 / 2311	D	WAMO-F
12	WJJJ-F	J	128 / 3.9	2.8	3.5	3.3	3.7	3.4	1691 / 8.4	8.2	9.1	134 / 1809	D	WJJJ-F
13	WRRK-F	CL AOR	104 / 3.2	2.7	2.4	2.8	3.1	2.8	1984 / 9.7	8.6	11.8	118 / 2285	D	WRRK-F
14	WDRV-F	AC-NR	98 / 3.0	2.8	3.2	3.5	3.1	3.1	2363 / 11.7	15.2	12.2	103 / 2498	G	WDRV-F
15	WASP-F	C	49 / 1.5	1.7	1.5	1.0	1.5	1.4	647 / 3.2	3.1	3.0	61 / 723		WASP-F
16	WORD-F	REL	44 / 1.3	0.9	1.5	0.8	1.2	1.1	854 / 4.2	4.0	4.4	50 / 1030		WORD-F
17	WTAE	SPRTS	38 / 1.2	1.4	3.4	3.6	3.5	2.4	994 / 4.9	12.2	10.6	42 / 1023	G	WTAE
18	KQV	N	34 / 1.0	1.3	1.2	1.1	1.0	1.1	850 / 4.2	4.9	4.1	34 / 853	C	KQV

12+ FM Share (Metro): 73.80% (2115 of 2866) (Spring 97: 72.14%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBZZ-F	1 WDVE-F	1 WDVE-F >	1 WDVE-F >	1 WDVE-F >	1 KDKA >>	1 KDKA >	1 KDKA	1 KDKA <	1 KDKA >	1 KDKA >
2 WAMO-F >	2 WXDX-F	2 WBZZ-F <	2 WZPT-F	2 WWSW-AF <	2 WWSW-AF <	2 WDVE-F >	2 WDVE-F >	2 WDVE-F	2 WAMO-F	2 WDVE-F
3 WXDX-F >>	3 WBZZ-F	3 WXDX-F <	3 WBZZ-F <	3 WZPT-F <	3 WJAS	3 WXDX-F <	3 WWSW-AF	3 WBZZ-F <	3 WDVE-F <	WBZZ-F <
4 WAMO-F <	4 WZPT-F <	4 WDSY-F <	4 WDSY-F <	4 WDSY-F <	4 WDSY-F <	4 WBZZ-F	WJAS <	4 WDSY-F <	4 WBZZ-F <	4 WWSW-AF <
5 WZPT-F	5 WDSY-F	5 WXDX-F <	5 WBZZ-F <	5 WDVE-F	5 WWSW-AF	5 WWSW-AF	5 WDSY-F	5 WWSW-AF	5 WSHH-F	5 WDSY-F
6 WDSY-F <	6 WWSW-AF <	6 WWSW-AF <	6 KDKA	6 WLTJ-F <	WDSY-F	6 WZPT-F <	6 WJAS	6 WJAS	6 WXDX-F <	6 WJAS <
7 WDRV-F >	7 WAMO-F <	7 KDKA	7 WLTJ-F <	7 WSHH-F <	7 WRRK-F <	7 WLTJ-F	7 WLTJ-F	7 WLTJ-F <	7 WDSY-F	7 WAMO-F
8 WDRV-F <	8 WLTJ-F	8 WXDX-F	8 WJJJ-F	8 WJJJ-F	8 WJJJ-F	8 WLTJ-F	WBZZ-F	8 WXDX-F	8 WZPT-F	8 WJJJ-F
9 WRRK-F	9 WRRK-F	9 WSHH-F <	10 WJJJ-F	10 WJJJ-F	10 WJJJ-F	10 WJJJ-F	WSHH-F	9 WWSW-AF	9 WWSW-AF	9 WSHH-F <
	KDKA <							WZPT-F <	WJAS	

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	12+ Ovrmite
1 WBZZ-F >	1 WBZZ-F >	1 WBZZ-F <	1 WBZZ-F	1 WBZZ-F <	1 WXDX-F	1 WDVE-F >	1 WDVE-F >>	1 WDVE-F >>	1 WDVE-F >>	1 KDKA >>>
2 WAMO-F >	2 WZPT-F	2 WZPT-F	2 WZPT-F <	2 WWSW-AF	2 WDVE-F	2 WXDX-F >>	2 WXDX-F >>	2 WXDX-F >	2 KDKA <	2 WDVE-F <
3 WXDX-F	3 WAMO-F	3 WDSY-F	3 WDSY-F	3 WZPT-F	3 WAMO-F >	3 WAMO-F	3 WZPT-F <	3 WRRK-F <	3 WXDX-F <	3 WSHH-F
4 WDRV-F <	WDRV-F	4 WDRV-F	4 WDVE-F <	WDSY-F <	4 WRRK-F	4 WRRK-F	4 WBZZ-F <	4 WZPT-F	4 WWSW-AF <	
5 WDVE-F	WDSY-F	5 WSHH-F <	5 WLTJ-F	5 WLTJ-F	5 WBZZ-F	5 WZPT-F	5 WDRV-F	5 KDKA	5 WZPT-F <	
6 WDSY-F	6 WXDX-F	6 WDVE-F	WWSW-AF <	WSHH-F	6 WZPT-F	WBZZ-F	WRRK-F <	6 WAMO-F	6 WRRK-F	
WLTJ-F	WSHH-F	7 WXDX-F <	7 WSHH-F <	7 WJJJ-F <	WDSY-F >	7 WDSY-F <	7 WAMO-F	7 WBZZ-F <	7 WDSY-F	
	WDVE-F >	8 WAMO-F	8 WDRV-F	8 WDVE-F	8 WDRV-F	8 WDRV-F	WDSY-F	8 WWSW-AF <	8 WJJJ-F <	
			9 WAMO-F	9 WDRV-F <	10 KDKA >			9 WDSY-F <	9 WBZZ-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WAMO	B/AC	860	Pittsburgh 0.3 0.8 9 175
WGBN	B/G	1150	New Kensington 0.3 0.6 11 124
WJPA-F	O	95.3	Washington, PA 0.6 0.9 21 203
WMBS	FS	590	Uniontown 0.6 1.5 22 338
WPTT	T	1360	McKeesports 0.8 2.8 26 571
WZKT-F	CHR	98.3	Charleroi 0.5 2.5 16 508

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WHOT-F	CHR	101.1	Youngstown, OH 0.4 1.4 58 1179
WQXK-F	C	105.1	Salem, OH 0.5 0.9 79 1007
WRKY-F	C	103.5	Steubenville, OH 0.5 1.9 63 1059

PITTSBURGH

Consolidation Report			12+	25-54	Revenue	Format Performance			AM	FM	Total	%	Spg 97
CBS	29.8 %	25.8 %	36.9 %	AC	0	(0)	98	(1)	98	(1)	3.4 %	4.2 %	
KDKA-AM, WBZZ-FM, WDSY-FM, WZPT-FM				AOR/Classic/NR	0	(0)	543	(3)	543	(3)	18.9 %	19.3 %	
Chancellor	26.3 %	34.4 %	38.3 %	Black/Urban	9	(1)	137	(1)	146	(2)	5.1 %	3.5 %	
WDRV-FM, WDVE-FM, WJJJ-FM, WWSW-AF, WXDX-FM				CHR	0	(0)	231	(3)	231	(3)	8.1 %	8.7 %	
Frischling	7.7 %	9.8 %	6.1 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %	
WLTJ-FM, WRRK-FM				Country	0	(0)	284	(4)	284	(4)	9.9 %	12.2 %	
Renda	10.6 %	6.6 %	6.5 %	Full Service	21	(1)	0	(0)	21	(1)	0.7 %	0.6 %	
WJAS-AM, WPTT-AM, WSHH-FM				Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %	
	74.4 %	76.6 %	87.8 %	Jazz	0	(0)	128	(1)	128	(1)	4.5 %	4.2 %	
				News/Talk	483	(3)	0	(0)	483	(3)	16.9 %	21.3 %	
				Oldies	17	(1)	350	(3)	367	(4)	12.8 %	10.4 %	
				Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %	
				Religion/Gospel	11	(1)	44	(1)	55	(2)	1.9 %	1.4 %	
				Soft AC	0	(0)	300	(2)	300	(2)	10.5 %	9.2 %	
				Sports	38	(1)	0	(0)	38	(1)	1.3 %	0.0 %	
				Standards/EZ	172	(1)	0	(0)	172	(1)	6.0 %	4.9 %	
				Totals	751	(9)	2115	(19)	2866	(28)			

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Buyer
KDKA	1020	50 kw	News/Talk	WW1, CNN, AP	\$180.00	CBS	CBS
KQV	1410	5 kw (DA-2)	News	CBS, CNN	\$35.00	—	—
WJAS	1320	5 kw (DA-N)	Standards	CNN, Westwd	\$34.00	Allied	Renda
WTAE	1250	5 kw (DA-N)	Sports	ABC, Westwd	\$88.00	Katz	Jacor, pend.
WWSW	970	5 kw (DA-2)	See WWSW-F				

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	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		\$155.00	Eastman	CBS
WDRV	96.1	44 kw @ 522	Modern AC		\$110.00	Katz	Chancellor
WDSY	107.9	50 kw @ 500	Country	Westwd	\$130.00	Eastman	CBS
WDVE	102.5	55 kw @ 820	AOR	Source	\$200.00	Christal	Chancellor
WJJJ	104.7	19 kw @ 794	Jazz		\$45.00	D&R	Chancellor
WLTJ	92.9	47 kw @ 894	Soft AC		\$58.00	K&P	Frischling
WORD	101.5	48 kw @ 505	Religion		\$38.00	Salem	Salem
WRRK	96.9	45 kw @ 530	Classic AOR		\$53.00	Mc-Guild	Frischling Braddock
WSHH	99.7	10.6 kw @ 928	Soft AC		\$80.00	Katz	Renda
WWSW	94.5	50 kw @ 810	Oldies	ABC, AMFM	\$160.00	Sentry	Chancellor
WXDX	105.9	72 kw @ 440	AOR-New Rock	Westwd	\$ 50.00	Christal	Chancellor
WZPT	100.7	17 kw @ 850	Classic Hits		\$59.00	Eastman	CBS New Kensington

Notes: 2/98 Capstar sold these stations to Chancellor as part of a \$637,500,000 sale: WDVE-F; WXDX-F; WVTY-F; WJJJ-F . . . 3/98 WVTY-F changed calls to WDRV-F ("The River") . . . 4/98 WIXZ (1360) changed from Sports to Talk as WPTT . . . 4/98 WXVX (1510; Monroeville) sold to Mortenson for \$235,000 . . . 4/98 WXVX changed from AC to Sheridan Gospel Network's Black Gospel format . . . 4/98 WBUT/WLER-F/WISR (Butler, PA) sold for \$1,327,804 . . . 6/98 WTAE traded by Capstar to Jacor for WKNR, Cleveland . . . 6/98 WESA-F (98.3; Charleroi) changed calls to WZKT-F . . . 8/98 WTAE changed calls to WEAE; remains Sports

Jim Duncan

Comments: Listening levels are down slightly . . . WDSY-F has its lowest share since Summer 1994 . . . WZPT-F has its highest share while in its current format

PORTLAND, ME

Arbitron Rank: 162 Pop (12+): 214,300	Stations: 25 / 20	Last Year's Revenue: \$16,800,000
MSA Rank: 173	Diaries: 925/232:1/57.2%	Household Income: \$45,715
MSA Pop: 156,000	Sample Target: 870	Total Retail Sales: \$3.2 Bil.
DMA: 79	% Below Line: 3.2	#1 Biller: WBLM-F \$3,100,000
Average Persons Rating: 14.7	% Not Listed: 13.7	#1 Billing Portfolio:
Market TSL in Hours: 19.75	Pop per Station: 10,715	Saga \$6,960,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WBLM-F	31 / 9.8	10.7	9.8	9.6	10.4	489 / 21.9	22.7	21.7	111 / 1555	E	WBLM-F
2	WPOR-AF	30 / 9.5	9.1	9.8	12.3	12.8	438 / 20.4	18.9	22.6	69 / 1103	D	WPOR-AF
3	WJBQ-F	29 / 9.2	8.4	6.7	3.3	2.9	521 / 24.3	22.6	19.3	63 / 1185	B	WJBQ-F
4	WMGX-F	26 / 8.3	8.4	7.3	9.9	10.7	477 / 22.2	21.5	21.6	50 / 896	C	WMGX-F
5	WGAN	25 / 7.9	6.5	8.3	6.0	7.0	366 / 17.1	16.3	16.7	40 / 591	C	WGAN
6	WLAM-AF	21 / 6.7	5.1	3.8	3.6	5.2	194 / 9.0	5.6	3.3	34 / 324	A	WLAM-AF
7	WYNZ-F	19 / 6.0	5.2	5.1	5.7	5.2	356 / 16.6	16.1	14.8	31 / 642	B	WYNZ-F
8	WCYY-FF	AOR-NR	17 / 5.4	7.8	7.0	5.1	389 / 17.2	17.4	18.4	43 / 987	B	WCYY-FF
9	WHOM-F	SAC	14 / 4.4	4.5	6.3	2.7	282 / 12.2	12.1	14.8	74 / 1140	D	WHOM-F
10	WTHT-F	C	11 / 3.5	3.2	4.8	3.6	187 / 6.7	9.0	9.2	40 / 632	B	WTHT-F
11	WCLZ-F	AOR-P	10 / 3.2	2.6	3.5	4.8	174 / 8.1	8.4	7.3	20 / 405	B	WCLZ-F
12	WZAN	T	8 / 2.5	2.3	3.2	3.6	153 / 7.2	7.3	8.0	13 / 250	A	WZAN
13	WMWX-F	AC/CHR	7 / 2.2	2.3	3.2	2.7	176 / 8.2	9.7	10.0	27 / 574	B	WMWX-F
14	WBQW-F	CL	5 / 1.6	1.6	1.0	2.7	110 / 5.1	5.5	3.2	8 / 171	A	WBQW-F

12+ FM Share (Metro): 81.62% (222 of 272) (Spring 1997: 81.59%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WJBQ-F >>	1 WBLM-F	1 WBLM-F	1 WMGX-F	1 WMGX-F <	1 WPOR-AF	1 WPOR-AF	1 WBLM-F <	1 WBLM-F	1 WBLM-F	1 WJBQ-F <
2 WCYY-FF >>	2 WJBQ-F	2 WMGX-F	WBLM-F >	2 WBLM-F >	2 WGAN <	2 WGAN <	2 WGAN <	2 WJBQ-F <	2 WJBQ-F	2 WPOR-AF
	3 WMGX-F	3 WJBQ-F >	3 WJBQ-F <	3 WYNZ-F	3 WLAM-AF	3 WMGX-F	3 WMGX-F <	3 WMGX-F	3 WCYY-FF	3 WLAM-AF
	4 WCYY-FF >>	4 WCYY-FF	4 WYNZ-F	WJBQ-F <	4 WYNZ-F <	4 WBLM-F	4 WPOR-AF	4 WPOR-AF	4 WPOR-AF	4 WBLM-F
	5 WTHT-F	WYNZ-F <	5 WPOR-AF	5 WPOR-AF >	5 WMGX-F	5 WJBQ-F	5 WJBQ-F <	5 WLAM-AF	5 WLAM-AF	5 WCYY-FF
	6 WYNZ-F	6 WPOR-AF	6 WCYY-FF	6 WGAN	6 WBLM-F <	6 WYNZ-F	6 WLAM-AF	6 WCYY-FF <	6 WYNZ-F	6 WYNZ-F
	WPOR-AF	7 WHOM-F	WHOM-F	WHOM-F	7 WLAM-F	7 WLAM-AF <	7 WYNZ-F <	7 WYNZ-F <	7 WGAN	7 WMGX-F <
		WTHT-F	WTHT-F	8 WCLZ-F	WHOM-F <	8 WZAN	8 WHOM-F	8 WGAN	8 WHOM-F >	8 WGAN
				WTHT-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	12+ Ovrite
1 WJBQ-F >	1 WMGX-F	1 WMGX-F	1 WMGX-F >	1 WMGX-F >	1 WBLM-F >>	1 WBLM-F >	1 WBLM-F >	1 WBLM-F >	1 WBLM-F >	1 WYNZ-F
2 WCYY-FF	WJBQ-F >>	2 WJBQ-F >>	2 WJBQ-F	2 WJBQ-F	2 WCYY-FF	2 WCYY-FF	2 WCYY-FF >	2 WCYY-FF	2 WMGX-F	2 WPOR-AF
	WBLM-F	3 WBLM-F	3 WBLM-F	3 WYNZ-F	WJBQ-F >>>	3 WJBQ-F >	3 WMGX-F	3 WMGX-F	3 WCYY-FF	3 WGAN
	WMGX-F >>>	4 WCYY-FF	WTHT-F >>	4 WYNZ-F	4 WBLM-F	4 WMGX-F	4 WYNZ-F	4 WJBQ-F	4 WYNZ-F	4 WMGX-F
		WTHT-F >	5 WHOM-F	WHOM-F	5 WTOS-F	WJBQ-F >	5 WYNZ-F	5 WYNZ-F	5 WGAN	5 WJBQ-F
		6 WHOM-F	WPOR-AF	WPOR-AF >	WYNZ-F	WYNZ-F	WPOR-AF	WPOR-AF	WPOR-AF	6 WBLM-F
		WMWX-F	7 WTHT-F >	7 WTHT-F	WTHT-F	WTHT-F	7 WGAN	7 WGAN	7 WJBQ-F >	
		WPOR-AF >>					WZAN	WZAN		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WBCL-F	REL	105.9	Batj	0.6 1.6 11 221
WJAE	SPRTS	1440	Westbrook	1.0 3.9 3 108
WRED-F	CHR	95.9	Saco	1.3 7.2 11 378

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WBQQ-F	CL	99.3	Kennebunk	1.0 2.3 8 159
WBZ	N/T	1030	Boston	0.6 2.8 11 239
WMME-F	CHR	92.3	Augusta	0.6 2.3 27 711
WTOS-F	AOR	105.1	Skowhegan	1.0 3.0 28 486

PORTLAND, ME

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Fuller-Jeffrey			32.9 %	35.9 %	38.1 %	AC	0	(0)	33	(2)	33	(2)	12.1 %	11.9 %
WBLM-FM, WCLZ-FM, WCYI-FM, WCYY-FM, WHOM-FM, WJAE-AM, WJBQ-FM						AOR/Classic/NR	0	(0)	61	(5)	61	(5)	22.4 %	25.3 %
Lerner			12.4 %	10.4 %	11.0 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WLAM-AM, WLAM-FM, WMWX-FM, WTHT-FM, WZOU-AM						CHR	0	(0)	35	(3)	35	(3)	12.9 %	9.7 %
Saga			34.2 %	36.4 %	41.4 %	Classical	0	(0)	8	(2)	8	(2)	2.9 %	1.8 %
WGAN-AM, WMGX-FM, WPOR-AF, WYNZ-FM, WZAN-AM						Country	2	(1)	39	(2)	41	(3)	15.1 %	16.6 %
			79.5 %	82.7 %	90.5 %	Full Service	25	(1)	0	(0)	25	(1)	9.2 %	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	10	(2)	0	(0)	10	(2)	3.7 %	5.1 %
						Oldies	0	(0)	19	(1)	19	(1)	7.0 %	6.9 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	0	(0)	2	(1)	2	(1)	0.7 %	0.7 %
						Soft AC	0	(0)	14	(1)	14	(1)	5.1 %	7.2 %
						Sports	3	(1)	0	(0)	3	(1)	1.1 %	1.1 %
						Standards/EZ	10	(1)	11	(1)	21	(2)	7.7 %	4.3 %
Totals							50	(6)	222	(18)	272	(24)		

AM Stations

Station	Power	Time	Format	Comments	Advertiser	Agency	Station	Comments
WGAN	560	5 kw (DA-2)	Talk/Full Service	CBS, Talknt	\$27.00	Katz	Saga	
WLAM	870	10 kw/1 kw (DA-2)	Standards	ABC, Westwd	\$<20.00	Allied	Lerner	Gorham
WPOR	1490	1 kw	See WPOR-F					
WZAN	970	5 kw (DA-N)	Talk	Westwd	\$<20.00	Katz	Saga	

FM Stations

Station	Power	Time	Format	Comments	Advertiser	Agency	Station	Comments
WBLM	102.9	100 kw @ 1460	Classic AOR	\$66.00	Katz	Fuller-Jeffrey		
WBQW	106.3	3 kw @ 300	Classical	\$17.00	Allied	Mariner		Scarborough
WCLZ	98.9	48 kw @ 400	Progressive AOR	\$<20.00	Christal	Fuller-Jeffrey		Brunswick
WCYI	93.9	27.5 kw @ 640	See WCYY-F					Lewiston
WCYY	94.3	11.5 kw @ 482	New Rock	\$22.00	Katz	Fuller-Jeffrey		Biddeford
WHOM	94.9	50 kw @ 3743	Soft AC	\$50.00	Christal	Fuller-Jeffrey		Mt. Washington
WJBQ	97.9	16 kw @ 889	CHR	\$26.00	D&R	Fuller-Jeffrey		
WLAM	106.7	0.81 kw @ 623	See WLAM					N. Windham
WMGX	93.1	50 kw @ 443	AC	\$54.00	Mc-Guild	Saga		
WMWX	99.9	50 kw @ 493	AC	\$<20.00	D&R	Lerner		Auburn
WPOR	101.9	50 kw @ 500	Country	ABC, Westwd	\$64.00	Mc-Guild	Saga	
WTHT	107.5	35 kw @ 610	Country	Westwd	\$20.00	Allied	Lerner	Lewiston
WYNZ	100.9	25 kw @ 328	Oldies	Westwd	\$<20.00	Katz	Saga	Westbrook

Notes: 3/98 WCLZ-AF sold to Fuller-Jeffrey for \$3,199,000 (Media Svcs) . . . 3/98 WKZS-F changed calls to WMWX-F; remains AC . . . 7/98 WBQW-F now simulcasts co-owned WBQQ-F Kennebunk

Jim Duncan

Comments: Listening levels are fairly steady . . . WJBQ-F has its fourth consecutive up book and its highest share ever

PORTLAND, OR

Arbitron Rank: 24 **Pop (12+):** 1,674,400
MSA Rank: 27
MSA Pop: 1,820,000
DMA: 24
Average Persons Rating: 14.4
Market TSL in Hours: 19.50

Stations: 24 / 23
Diaries: 2,789/600:1/56.2%
Sample Target: 2,690
% Below Line: 0.6
% Not Listed: 17.3
Pop per Station: 72,800

Last Year's Revenue: \$91,800,000
Household Income: \$4,350
Total Retail Sales: \$21.4 Bil.
#1 Biller: KKCW-F \$10,350,000
#1 Billing Portfolio: Jacor \$26,090,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KKRZ-F	CHR	269 / 11.1	10.7	9.6	9.5	9.3	10.2	4254 / 25.4	23.3	21.9	297 / 4763	H	KKRZ-F
2	KKCW-F	AC	166 / 6.9	6.7	5.1	6.7	6.1	6.3	2109 / 12.6	12.4	13.1	182 / 2420	I	KKCW-F
3	KUPL-F	C	141 / 5.8	5.4	6.4	5.5	5.9	5.8	2238 / 13.4	13.5	14.6	155 / 2533	H	KUPL-F
4	KKSN-F	O	139 / 5.8	5.3	6.3	5.6	5.4	5.7	2510 / 15.0	16.6	15.0	155 / 2920	G	KKSN-F
5	KEX	FS	120 / 5.0	5.9	5.7	4.4	4.8	5.2	2131 / 12.7	15.1	13.4	130 / 2291	G	KEX
6	KGON-F	CL AOR	116 / 4.8	5.1	4.8	5.2	5.2	5.0	2207 / 13.2	14.4	14.7	145 / 2599	H	KGON-F
7	KWJJ-F	C	115 / 4.8	5.5	5.3	5.1	5.3	5.2	2228 / 13.3	12.7	13.8	129 / 2606	G	KWJJ-F
8	KUFO-F	AOR	110 / 4.6	5.0	4.3	4.7	4.4	4.6	1949 / 11.6	11.5	11.4	133 / 2379	G	KUFO-F
9	KINK-F	AOR-P	102 / 4.2	2.8	3.4	3.4	3.5	3.5	1506 / 9.0	9.2	9.0	108 / 1650	G	KINK-F
10	KXL	N/T	93 / 3.8	3.8	3.9	5.5	5.4	4.3	1695 / 10.1	11.6	12.4	100 / 1917	G	KXL
11	KEWS	N/T	80 / 3.3	3.4	4.1	2.6	2.5	3.4	1367 / 8.2	9.3	5.3	95 / 1606	C	KEWS
12	KKJZ-F	J	78 / 3.2	3.8	2.9	4.5	3.4	3.6	1279 / 7.6	7.9	7.9	87 / 1484	E	KKJZ-F
13	KKSN	ST	77 / 3.2	2.8	3.2	2.6	2.9	2.9	802 / 4.8	6.2	6.4	79 / 831	C	KKSN
14	KBBT-F	AC-NR	76 / 3.1	2.7	2.3	3.0	3.6	2.8	1899 / 11.3	10.3	11.5	79 / 2025	E	KBBT-F
15	KNRK-F	AOR-NR	75 / 3.1	3.0	2.9	3.1	2.9	3.0	1806 / 10.8	10.7	10.3	78 / 1891	D	KNRK-F
16	KKRH-F	CL HITS	65 / 2.7	3.4	3.2	3.1	3.3	3.1	1405 / 8.4	9.8	9.8	75 / 1713	E	KKRH-F
17	KPDQ-F	REL	48 / 2.0	1.5	1.5	1.4	1.1	1.6	746 / 4.5	3.6	4.1	58 / 863	C	KPDQ-F
18	KFXX	SPRTS	28 / 1.2	1.8	1.8	1.9	0.8	1.7	630 / 3.8	5.3	3.8	30 / 673	C	KFXX

12+ FM Share (Metro): 76.18% (1522 of 1998) (Spring 97: 76.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKRZ-F >>>	1 KKRZ-F >	1 KKRZ-F >	1 KKRZ-F	1 KKCW-F <	1 KKCW-F	1 KKRZ-F >	1 KKCW-F <	1 KKRZ-F >	1 KKRZ-F >>	1 KKRZ-F >>
2 KNRK-F >	2 KUFO-F	2 KGON-F	2 KGON-F <	2 KKRZ-F <	2 KEX <	2 KGON-F	2 KKRZ-F	2 KKCW-F	2 KEX <	2 KKSJ-F <
	3 KGON-F	3 KUFO-F <	3 KKCW-F <	3 KKSJ-F <	3 KKSJ-F	KKCW-F <	3 KUPL-F <	3 KKSJ-F <	3 KNRK-F >	3 KWJJ-F
	4 KBBT-F <	4 KUPL-F <	4 KUPL-F	4 KGON-F <	4 KUPL-F <	4 KEX <	4 KKSJ-F <	4 KUPL-F	4 KUFO-F	4 KKCW-F <
	5 KNRK-F	5 KKCW-F <	KINK-F <	5 KINK-F	5 KXL	5 KUPL-F	5 KEWS	5 KWJJ-F	5 KKSJ-F <	5 KUPL-F <
	KUPL-F <	6 KKSJ-F <	6 KKSJ-F	KUPL-F	6 KKSJ-F	6 KUFO-F <	6 KWJJ-F	6 KGON-F	6 KXL <	6 KKSJ-F
	7 KWJJ-F	7 KINK-F	7 KUFO-F <	7 KWJJ-F	7 KINK-F <	7 KKSJ-F <	KINK-F	KUFO-F	7 KINK-F <	7 KUFO-F <
	8 KKRH-F	8 KWJJ-F	8 KWJJ-F	8 KUFO-F <	8 KKRZ-F <	8 KXL	8 KGON-F <	8 KEX	8 KEWS	8 KNRK-F <
			9 KKRH-F <	9 KKJZ-F	9 KEWS <	9 KINK-F	9 KUFO-F <	KBBT-F <	9 KKCW-F <	9 KGON-F <
			10 KKJZ-F	10 KKRH-F	10 KWJJ-F <	10 KWJJ-F	10 KEX	10 KINK-F <	10 KWJJ-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	12+ Ovrrite
1 KKRZ-F >>>	1 KKRZ-F >>	1 KKRZ-F >	1 KKRZ-F >	1 KKCW-F	1 KUFO-F	1 KUFO-F >	1 KUFO-F <	1 KGON-F <	1 KGON-F	1 KKRZ-F >>
2 KBBT-F	2 KWJJ-F	2 KUPL-F <	2 KKCW-F	2 KKRZ-F	2 KKRZ-F >>	2 KGON-F	2 KGON-F >	2 KUFO-F	2 KKSJ-F <	2 KEX >>
3 KNRK-F >	KBBT-F	3 KWJJ-F	3 KUPL-F	3 KUPL-F <	3 KNRK-F	KKRZ-F >	3 KKRZ-F	3 KKRZ-F >	3 KUFO-F	3 KXL
4 KUFO-F	4 KUPL-F	4 KKCW-F <	4 KWJJ-F <	4 KKSJ-F	4 KGON-F	4 KNRK-F	4 KNRK-F	4 KKSJ-F	4 KINK-F	4 KNRK-F
5 KWJJ-F >	5 KKCW-F <	5 KINK-F <	5 KKSJ-F	5 KINK-F <	KBBT-F	5 KUPL-F	5 KINK-F	KUPL-F <	KKRZ-F	KKCW-F <
	6 KNRK-F	6 KBBT-F <	KINK-F	6 KWJJ-F >	6 KUPL-F	KBBT-F <	KUPL-F <	6 KINK-F	6 KUPL-F <	
	7 KINK-F <	7 KGON-F	7 KBBT-F	7 KKJZ-F	7 KKRH-F	7 KWJJ-F	7 KNRK-F <	7 KNRK-F <	7 KKCW-F	
	8 KUFO-F <	8 KKRH-F	8 KGON-F	8 KGON-F <	8 KWJJ-F	KKRH-F	8 KKRH-F <	8 KKRH-F <	8 KKJZ-F	
	9 KGON-F <	9 KKSJ-F	KKRH-F <	9 KKRH-F		KBBT-F	9 KBBT-F	9 KBBT-F	9 KWJJ-F	
									KKRH-F <	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KOTK	T	1080	Portland 0.9 2.9 23 517
KUPL	C/O	970	Portland 0.8 2.6 20 443
KWBY	SP-C	940	Woodburn 0.4 0.7 10 120
KXL-F	AOR-P	95.5	Portland 0.9 4.5 23 856
KYKN	T	1430	Keizer 0.5 1.2 14 239

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KSHO	ST	920	Lebanon 0.6 0.9 28 277

PORTLAND, OR

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97	
CBS	21.7 %	25.6 %	27.3 %		AC	0	(0)	242	(2)	242	(2)	12.1 %	14.6 %
KBBT-FM, KINK-FM, KKJZ-FM, KUFO-FM, KUPL-AM, KUPL-FM					AOR/Classic/NR	0	(0)	425	(5)	425	(5)	21.3 %	19.4 %
Entercom	20.8 %	22.7 %	25.8 %		Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KFXX-AM, KGON-FM, KKRH-FM, KKSJ-AM, KKSJ-FM, KNRK-FM					CHR	0	(0)	269	(1)	269	(1)	13.5 %	11.4 %
Jacor	26.3 %	21.8 %	28.4 %		Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KEWS-AM, KEX-AM, KKCW-FM, KKRZ-FM					Country	20	(1)	256	(2)	276	(3)	13.8 %	16.4 %
	68.8 %	70.1 %	81.5 %		Full Service	120	(1)	0	(0)	120	(1)	6.0 %	5.8 %
					Hispanic	10	(1)	0	(0)	10	(1)	0.5 %	0.0 %
					Jazz	0	(0)	78	(1)	78	(1)	3.9 %	4.2 %
					News/Talk	207	(4)	0	(0)	207	(4)	10.4 %	11.0 %
					Oldies	0	(0)	204	(2)	204	(2)	10.2 %	11.3 %
					Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
					Religion/Gospel	0	(0)	48	(1)	48	(1)	2.4 %	1.4 %
					Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
					Sports	28	(1)	0	(0)	28	(1)	1.4 %	1.0 %
					Standards/EZ	91	(2)	0	(0)	91	(2)	4.6 %	3.5 %
					Totals	476	(10)	1522	(14)	1998	(24)		

AM Stations

Station	Power	Frequency	Format	Network	Advertiser	Agency	Location
KEWS	620	5 kw (DA-N)	News/Talk	ABC, AP	Katz	Jacor	
KEX	1190	50 kw (DA-N)	Full Service	ABC	Katz	Jacor	
KFXX	910	5 kw (DA-2)	Sports	ABC, CBS, Westwd	D&R	Entercom	Vancouver, WA
KKSJ	1520	50 kw/15 kw (DA-2)	Standards	Westwd	Christal	Sinclair Bcst Gp	Oregon City
KXL	750	50 kw/20 kw (DA-2)	News/Talk	CBS	Mc-Guild	Alexander	

FM Stations

Station	Power	Frequency	Format	Network	Advertiser	Agency	Location	
KBBT	107.5	6.3 kw @ 1332	Modern AC		\$50.00	Katz	CBS	Banks
KGON	92.3	100 kw @ 1268	Classic AOR		\$140.00	CBS	Entercom	
KINK	101.9	100 kw @ 1674	Progressive AOR		\$117.00	Allied	CBS	
KKCW	103.3	100 kw @ 1674	AC		\$148.00	Katz	Jacor	Beaverton
KKJZ	106.7	100 kw @ 880	Jazz		\$75.00	Katz	CBS	Lake Oswego
KKRH	105.1	100 kw @ 1840	Classic Hits		\$77.00	Christal	Sinclair Bcst Gp	Salem
KKRZ	100.3	100 kw @ 1434	CHR		\$120.00	Katz	Jacor	
KKSJ	97.1	100 kw @ 1268	Oldies	Westwd	\$118.00	Christal	Sinclair Bcst Gp	
KNRK	94.7	3.7 kw @ 850	AOR-New Rock		\$68.00	CBS	Entercom	Camas, WA
KPDQ	93.7	100 kw @ 1268	Religion		\$23.00	Salem	Salem	
KUFO	101.1	100 kw @ 1640	AOR		\$110.00	Katz	CBS	
KUPL	98.7	37 kw @ 1443	Country	AP	\$155.00	Katz	CBS	
KWJJ	99.5	52 kw @ 1268	Country		\$155.00	—	Fisher	
KXL	95.5	100 kw @ 990	Progressive AOR		\$60.00	Mc-Guild	Alexander	

Notes: 3/98 KKEY (1150) changed calls to KKGJ; remains Talk . . . 3/98 KFXX & KKSJ swapped facilities: KFXX is now at 910; KKSJ, at 1520

Jim Duncan

Comments: Listening levels are down slightly . . . KKRZ-F has had a record-shattering TEN consecutive up books; it started with a 5.8 share (12+) in Fall 1995 and has increased its share every book since then . . . KINK-F recovered from its terrible Winter book . . . Religion KPDQ-F has reached a two share for the first time in many years

PORTSMOUTH-DOVER-ROCHESTER

Arbitron Rank: 117 Pop (12+): 354,500
MSA Rank: 132
MSA Pop: 375,000
DMA: Boston (#6)
Average Persons Rating: 15.7
Market TSL in Hours: 20.50

Stations: 43 / 13
Diaries: 906/391:1/60.6%
Sample Target: 790
% Below Line: 49.5
% Not Listed: 9.5
Pop per Station: 27,269

Last Year's Revenue: \$12,700,000
Household Income: \$55,684
Total Retail Sales: \$5.08 Bil.
#1 Biller: WHEB-F \$4,100,000
#1 Billing Portfolio: Capstar \$7,200,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WERZ-F	52 / 9.3	6.1	4.3	3.6	4.7	5.8	741 / 20.9	16.8	14.9	52 / 766	C	WERZ-F
2	WHEB-F	46 / 8.2	8.6	10.0	8.4	8.1	8.8	665 / 18.8	19.3	20.9	49 / 794	F	WHEB-F
	WOKQ-F	46 / 8.2	8.9	11.8	10.9	11.9	10.0	786 / 22.2	20.9	22.8	86 / 1239	E	WOKQ-F
4	WZID-F	28 / 5.0	4.0	4.3	4.4	4.0	4.4	348 / 9.8	10.3	11.3	39 / 555		WZID-F
5	WBCN-F	21 / 3.8	4.5	3.4	2.7	3.1	3.6	354 / 10.0	11.7	10.5	24 / 423		WBCN-F
6	WRKO	19 / 3.4	4.0	3.0	2.7	1.7	3.3	301 / 8.5	8.9	7.9	22 / 361		WRKO
	WXBB-F	19 / 3.4	3.5	3.6	3.1	2.8	3.4	332 / 9.4	10.3	11.7	19 / 350	C	WXBB-F
8	WHOM-F	17 / 3.0	3.1	2.9	2.4	2.2	2.9	345 / 9.7	10.9	8.0	37 / 698		WHOM-F
	WBZ	17 / 3.0	3.3	2.7	3.5	4.5	3.1	430 / 12.1	12.1	10.3	27 / 559		WBZ
10	WTSN	15 / 2.7	3.8	4.1	4.0	5.0	3.6	289 / 8.1	9.8	8.9	16 / 304	B	WTSN
11	WKLB-F	14 / 2.5	2.1	0.9	0.5	1.0	1.5	178 / 5.0	4.7	2.0	15 / 212		WKLB-F
	WGIR-F	14 / 2.5	2.8	3.0	3.6	3.3	3.0	335 / 9.4	9.5	7.9	27 / 619		WGIR-F
	WJMN-F	14 / 2.5	1.9	1.8	3.8	2.2	2.5	346 / 9.8	8.8	9.0	15 / 400		WJMN-F
	WQSO-F	14 / 2.5	2.1	1.4	1.6	1.0	1.9	287 / 8.1	7.2	5.6	15 / 346	A	WQSO-F
15	WEGQ-F	13 / 2.3	1.7	2.0	0.9	2.2	1.7	329 / 9.3	6.7	7.6	20 / 397		WEGQ-F
	WXR-V	13 / 2.3	2.1	2.9	3.3	1.7	2.7	274 / 7.7	6.5	7.4	17 / 312		WXR-V
17	WMYF	11 / 2.0	1.4	1.3	2.2	2.4	1.7	93 / 2.6	1.9	2.1	12 / 104	A	WMYF
	WXKS-F	11 / 2.0	2.1	2.9	2.6	2.2	2.4	322 / 9.1	11.5	11.0	12 / 361		WXKS-F
	WCRB-F	11 / 2.0	1.0	1.3	2.0	1.9	1.6	158 / 4.4	4.1	3.4	11 / 169		WCRB-F

12+ FM Share (Metro): 83.17% (420 of 505) (Spring 1997: 82.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WERZ-F >>	1 WERZ-F	1 WERZ-F <	1 WHEB-F <	1 WHEB-F <	1 WOKQ-F	1 WHEB-F	1 WERZ-F	1 WERZ-F >	1 WERZ-F	1 WOKQ-F <
2 WJMN-F >>	2 WHEB-F	2 WHEB-F >	2 WERZ-F >	2 WERZ-F	2 WZID-F <	2 WERZ-F <	WHEB-F <	2 WOKQ-F	2 WBZ	2 WERZ-F
3 WXKS-F >>	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WOKQ-F	3 WHEB-F	3 WOKQ-F	3 WOKQ-F >	3 WHEB-F	3 WHEB-F <	3 WHEB-F >
	4 WBCN-F >>	4 WBCN-F	4 WXBB-F	4 WZID-F	4 WBZ	4 WZID-F <	4 WZID-F	4 WZID-F	4 WOKQ-F	4 WZID-F <
	5 WXR-V	5 WXBB-F	WBCN-F	5 WXBB-F	WERZ-F <	5 WBCN-F <	5 WXBB-F	5 WRKO <	WJMN-F <	5 WXR-V <
	WGIR-F	6 WZID-F	6 WZID-F <	WBCN-F	6 WRKO	6 WTSN	6 WRKO	6 WKLB-F <	6 WKLB-F	6 WRKO <
	WJMN-F	7 WXR-V <	7 WXR-V <	7 WXR-V <	WTSN <	7 WBZ	7 WJMN-F <	7 WJMN-F <	7 WCRB-F	7 WJMN-F
		8 WEGQ-F					8 WGIR-F			WHOM-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	12+ Ovrite
1 WERZ-F	1 WERZ-F >	1 WERZ-F	1 WERZ-F >	1 WERZ-F	1 WHEB-F >>	1 WHEB-F	1 WBCN-F	1 WHEB-F >	1 WHEB-F >	1 WBZ >>
2 WOKQ-F >>	2 WOKQ-F	2 WHEB-F >	2 WOKQ-F	2 WZID-F <	2 WERZ-F	2 WBCN-F <	2 WERZ-F	2 WERZ-F	2 WERZ-F <	2 WERZ-F
3 WZID-F	3 WHEB-F >>	3 WOKQ-F >	3 WZID-F	3 WOKQ-F	3 WBCN-F >	3 WERZ-F >	WHEB-F	3 WBCN-F	3 WBCN-F	WHEB-F
WXKS-F >>	4 WJMN-F		WHEB-F >>	4 WHEB-F >		4 WOKQ-F	4 WOKQ-F	4 WXBB-F <	4 WOKQ-F <	WOKQ-F
				5 WBYY-F		5 WGIR-F		5 WOKQ-F	5 WXBB-F <	
								6 WEGQ-F	6 WEGQ-F	

PORTSMOUTH-DOVER-ROCHESTER

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WBYY-F	SAC	98.7	Somersworth	1.8	5.7	11	232
WCDQ-F	AOR	92.1	Sanford, ME	0.4	1.4	2	51
WDER	REL	1320	Derry	0.4	1.5	2	55
WXHT-F	AOR-NR	95.3	York Ctr., ME	0.5	3.3	4	188
WZNN	ST	930	Rochester	1.4	2.6	11	130

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WAAF-F	AOR-NR	107.3	Worcester, MA	1.1	4.4	7	164
WBLM-F	AOR	102.9	Portland, ME	1.1	4.3	39	519
WBMX-F	AC	98.5	Boston	1.6	5.0	9	201
WBOQ-F	CL	104.9	Gloucester, MA	0.4	1.9	2	70
WBOS-F	AOR-P	92.9	Brookline, MA	0.4	2.8	2	117
WCYY-F	AOR-NR	94.3	Biddeford, ME	0.5	2.7	14	296
WEEI	SPRTS	850	Boston	1.4	4.7	11	218
WFNX-F	AOR-NR	101.7	Lynn, MA	0.5	1.9	3	67
WGIR	NT	101.1	Manchester	0.9	2.5	8	153
WMGX-F	AC	93.1	Portland, ME	0.4	1.3	16	276
WMJX-F	AC	106.7	Boston	1.1	3.6	7	169
WNNH-F	O	99.1	Henniker	0.4	1.0	12	200
WODS-F	O	103.3	Boston	1.8	8.7	10	343
WQLL-F	O	96.5	Bedford	0.7	2.1	4	115
WROR-F	AC	105.7	Framingham, MA	0.7	2.2	4	91
WSJZ-F	J	96.9	Boston	0.5	2.0	3	88
WXLO-F	AC	104.5	Fitchburg, MA	0.7	3.0	5	147
WZLX-F	CL AOR	100.7	Boston	1.1	4.8	6	216

Consolidation Report	12+	25-54	Revenue
Capstar WCQL-AM, WERZ-FM, WHEB-FM, WMYF-AM, WQSO-FM, WXHT-FM, WZNN-AM	33.4 %	33.4 %	56.7 %
Fuller-Jeffrey WOKQ-FM, WXBB-FM, WXBP-FM	11.6 %	11.7 %	35.8 %
	45.0 %	45.1 %	92.5 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	53 (6)	53 (6)	10.5 %	11.7 %
AOR/Classic/NR	0 (0)	144 (14)	144 (14)	28.5 %	31.6 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	77 (3)	77 (3)	15.2 %	10.1 %
Classical	0 (0)	13 (2)	13 (2)	2.6 %	1.4 %
Country	0 (0)	60 (2)	60 (2)	11.9 %	14.3 %
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)	3 (1)	3 (1)	0.6 %	1.6 %
News/Talk	56 (4)	0 (0)	56 (4)	11.1 %	11.7 %
Oldies	0 (0)	43 (5)	43 (5)	8.5 %	5.0 %
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	0 (0)	27 (2)	27 (2)	5.3 %	6.0 %
Sports	8 (1)	0 (0)	8 (1)	1.6 %	1.8 %
Standards/EZ	19 (2)	0 (0)	19 (2)	3.8 %	4.8 %
Totals	85 (8)	420 (35)	505 (43)		

AM Stations

WMYF	1540	5 kw (Days)	Standards	\$13.00	Mc-Guild	Capstar	Exeter
WTSN	1270	5 kw (DA-2)	Talk	\$20.00	—	WBYY-F	ABC, Talknt, Westwd

FM Stations

WBYY	98.7	6 kw @ 315	Soft AC	\$ NA	—	WTSN	Somersworth
WERZ	107.1	5.2 kw @ 351	CHR	\$40.00	Mc-Guild	Capstar	Exeter
WHEB	100.3	50 kw @ 459	AOR	\$42.00	Sentry	Capstar	
WOKQ	97.5	50 kw @ 492	Country	\$66.00	Mc-Guild	Fuller-Jeffrey	
WQSO	96.7	3 kw @ 328	Oldies	\$ NA	Mc-Guild	Capstar	Rochester
WXBB	105.3	2.2 kw @ 371	Classic AOR	\$12.00	Mc-Guild	Fuller-Jeffrey	Kittery
WXBP	102.1	3 kw @ 328	See WXBB-F				Hampton
WXHT	95.3	1.35 kw @ 682	AOR-NR	\$18.00	Sentry	Capstar	York Ctr., ME

Notes: Other ranked stations – See Boston, Manchester or Portland, ME . . . 4/98 WXHT-F changed from AC to New Rock (Radio One)

Jim Duncan

Comments: Total listening to radio is down slightly . . . WERZ-F has caught fire and has recorded its highest share since 1984 . . . WOKQ-F, on the other hand, is at its lowest share since at least 1989

PROVIDENCE

Arbitron Rank: 31 Pop (12+): 1,264,000
MSA Rank: 63
MSA Pop: 907,000
DMA: 46
Average Persons Rating: 17.3
Market TSL in Hours: 22.75

Stations: 40 / 23
Diaries: 1,905/664:1/49.5%
Sample Target: 1,760
% Below Line: 16.3
% Not Listed: 9.6
Pop per Station: 54,957

Last Year's Revenue: \$40,900,000
Household Income: \$44,331
Total Retail Sales: \$13.2 Bil.
#1 Biller: WHJY-F \$5,200,000
#1 Billing Portfolio: Citadel \$14,600,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WHJY-F	168 / 7.7	6.5	7.3	7.7	6.1	7.3	2084 / 16.5	16.7	17.6	192 / 2564	G	WHJY-F
2	WPRO-F	159 / 7.3	7.3	5.3	5.6	7.8	6.4	2947 / 23.3	19.0	22.3	163 / 3170	F	WPRO-F
3	WWLI-F	146 / 6.7	9.2	7.9	7.5	7.6	7.8	2052 / 16.2	18.5	17.7	153 / 2241	G	WWLI-F
4	WSNE-F	129 / 5.9	4.9	4.6	5.1	5.5	5.1	1991 / 15.8	14.2	15.4	136 / 2121	E	WSNE-F
5	WWBB-F	126 / 5.8	5.9	6.1	6.5	7.1	6.1	1778 / 14.1	16.2	18.7	137 / 2030	F	WWBB-F
6	WPRO	116 / 5.3	4.4	5.3	5.4	4.2	5.1	1586 / 12.5	14.0	13.9	117 / 1647	D	WPRO
7	WWKX-FF	112 / 5.1	4.4	4.1	3.7	3.6	4.3	1994 / 15.8	13.4	12.3	116 / 2142	C	WWKX-FF
8	WCTK-F	105 / 4.8	5.1	6.0	4.5	3.8	5.1	1298 / 10.3	12.3	9.7	119 / 1554	D	WCTK-F
9	WLKW	94 / 4.3	4.9	2.9	0.5	0.4	3.2	936 / 7.4	7.0	1.8	97 / 968	A	WLKW
10	WBRU-F	88 / 3.9	3.3	3.4	3.0	2.8	3.4	1742 / 13.8	14.5	13.5	93 / 2037	C	WBRU-F
11	WWRX-F	72 / 3.3	3.1	3.8	3.4	3.8	3.4	1657 / 13.1	14.9	13.1	114 / 2347	E	WWRX-F
12	WHJJ	65 / 3.0	4.2	4.1	3.1	3.4	3.6	1000 / 7.9	8.9	8.1	65 / 1018	D	WHJJ
13	WJMN-F	51 / 2.3	1.8	2.0	2.5	1.3	2.1	1284 / 10.2	9.6	8.3	98 / 2036		WJMN-F
14	WCRB-F	47 / 2.2	2.3	2.5	2.2	1.9	2.3	837 / 6.6	7.3	5.1	63 / 1173		WCRB-F
15	WFHN-F	45 / 2.1	1.7	3.0	1.7	1.9	2.1	737 / 5.8	6.0	5.6	51 / 948		WFHN-F
16	WHKK-F	41 / 1.9	1.9	1.0	1.1	1.8	1.5	718 / 5.7	4.6	6.7	41 / 726	B	WHKK-F
17	WBZ	38 / 1.7	1.6	1.9	1.5	1.2	1.7	674 / 5.3	6.0	4.9	87 / 1574		WBZ
18	WXEX-F	36 / 1.6	1.3	2.2	2.1	1.7	1.8	735 / 5.8	8.2	9.3	44 / 933	C	WXEX-F
19	WPMZ	30 / 1.4		0.7				218 / 1.7	1.1		30 / 218	A	WPMZ

12+ FM Share (Metro): 76.70% (1514 of 1974) (Spring 97: 75.14%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWKX-FF >>	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WHJY-F	1 WWLI-F <	1 WPRO <	1 WHJY-F <	1 WHJY-F	1 WWKX-FF	1 WPRO-F <
2 WPRO-F	2 WPRO-F >	2 WPRO-F	2 WSNE-F	2 WPRO-F <	2 WWBB-F <	2 WPRO-F <	2 WPRO-F <	2 WPRO-F <	2 WHJY-F	2 WWBB-F <
3 WJMN-F	3 WWKX-FF <	3 WSNE-F	WPRO-F	3 WSNE-F <	3 WPRO	3 WHJY-F	3 WWLI-F <	3 WWLI-F	3 WWLI-F	3 WHJY-F <
4 WBRU-F >	4 WSNE-F	4 WWLI-F <	4 WWLI-F	4 WWLI-F <	4 WLKW	4 WSNE-F <	4 WSNE-F	4 WWBB-F <	4 WPRO-F <	4 WWLI-F
	5 WBRU-F >	5 WWBB-F <	WWBB-F	5 WWBB-F >	5 WCTK-F <	5 WWLI-F	5 WWBB-F <	5 WSNE-F <	5 WWBB-F	5 WWKX-FF <
	6 WWLI-F <	6 WBRU-F	6 WBRU-F <	6 WWRX-F <	6 WSNE-F	6 WWKX-FF <	6 WLKW <	6 WWKX-FF <	6 WBRU-F	6 WCTK-F <
	7 WXEX-F <	WWKX-FF	7 WWRX-F	7 WBRU-F <	7 WHJY-F	7 WWRX-F <	7 WPRO <	7 WCTK-F	WLKW <	7 WBRU-F <
		8 WWRX-F	8 WCTK-F	8 WCTK-F >	WHJJ <	8 WWBB-F	8 WCTK-F	8 WPRO <	8 WJMN-F	8 WSNE-F
								9 WBRU-F	WCTK-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	12+ Ovrnite
1 WPRO-F >	1 WPRO-F >	1 WPRO-F >	1 WPRO-F	1 WPRO-F	1 WHJY-F >	1 WHJY-F >>>	1 WHJY-F >>>	1 WHJY-F >>	1 WHJY-F >>	1 WBZ
2 WWKX-FF	2 WSNE-F	2 WSNE-F	2 WSNE-F	2 WWLI-F <	2 WWKX-FF >	2 WPRO-F	2 WBRU-F	2 WBRU-F <	2 WWBB-F <	2 WHJJ
3 WSNE-F <	WWKX-FF	3 WWKX-FF	3 WWLI-F	3 WSNE-F	3 WPRO-F	3 WBRU-F <	3 WSNE-F	3 WSNE-F	3 WBRU-F	3 WWLI-F
4 WJMN-F	4 WBRU-F	WBRU-F <	4 WWBB-F	4 WWBB-F >	WXEX-F >	4 WWKX-FF <	4 WPRO-F <	WWRX-F <	WWRX-F <	WHJY-F >
5 WBRU-F	5 WWLI-F	5 WWBB-F	5 WWKX-FF	5 WCTK-F >	5 WJMN-F	5 WSNE-F	5 WAAF-F	5 WPRO-F	5 WSNE-F	5 WPRO
6 WHJY-F	WJMN-F	6 WWLI-F	6 WCTK-F <	6 WWKX-FF <	6 WAAF-F	WXEX-F	6 WHKK-F	6 WWKX-FF	6 WWLI-F <	
WPMZ	7 WCTK-F	7 WFHN-F	7 WBRU-F <	7 WHJY-F		7 WAAF-F >	WWLI-F	WWBB-F	7 WHKK-F <	
	WPMZ	WCTK-F	8 WHJY-F	WFHN-F			WXEX-F	8 WWLI-F <	8 WPRO-F	
	9 WHJY-F <	9 WPMZ		WBRU-F			9 WCTK-F	9 WHKK-F	9 WCTK-F	
		WBMX-F		WWRX-F						

PROVIDENCE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WARV	REL	1590	Warwick	0.6	1.5	13	192
WBSM	T	1420	New Bedford	0.8	1.7	18	256
WJFD-F	E	97.3	New Bedford	0.5	1.5	12	244
WNRI	T	1380	Woonsocket	0.8	1.5	17	195
WSAR	T	1480	Fall River	0.8	1.7	18	214
WSKO	SPRTS	790	Providence	0.6	2.2	13	288

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WAAF-F	AOR-NR	107.3	Worcester	1.2	3.2	47	847
WBCN-F	AOR	104.1	Boston	0.8	3.3	81	1421
WBMX-F	AC	98.5	Boston	1.2	5.7	51	1236
WBOS-F	AOR-P	92.9	Brookline, MA	0.7	3.4	38	882
WCIB-F	CL AOR	101.9	Falmouth, MA	1.0	2.0	44	533
WEEI	SPRTS	850	Boston	0.8	2.5	42	799
WFAN	SPRTS	660	New York	0.4	1.3	16	397
WMJX-F	AC	106.7	Boston	0.4	1.8	57	949
WODS-F	O	103.3	Boston	0.5	2.5	29	798
WPLM-F	J	99.1	Plymouth, MA	1.3	3.1	41	647
WRKO	T	680	Boston	0.6	1.7	65	691
WROR-F	AC	105.7	Framingham, MA	0.3	1.3	24	430
WSJZ-F	J	96.9	Boston	0.4	0.8	11	212
WZLX-F	CL AOR	100.7	Boston	0.6	2.2	34	737

Consolidation Report	12+	25-54	Revenue
Back Bay WAKX-FM, WLKW-AM, WWKX-FM	9.4 %	4.2 %	4.9 %
Capstar WHJJ-AM, WHJY-FM, WSNE-FM	16.6 %	19.1 %	29.3 %
Citadel WHKK-FM, WPRO-AM, WPRO-FM, WSKO-AM, WWLI-FM, WXEX-FM	23.4 %	23.7 %	35.7 %
Clear Channel WWBB-FM, WWRX-FM	9.1 %	12.3 %	19.1 %
	58.5 %	59.3 %	89.0 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	171 (4)	171 (4)	8.7 %	10.8 %
AOR/Classic/NR	0 (0)	455 (9)	455 (9)	23.0 %	21.3 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	367 (5)	367 (5)	18.6 %	16.7 %
Classical	0 (0)	47 (1)	47 (1)	2.4 %	2.1 %
Country	0 (0)	105 (1)	105 (1)	5.3 %	5.4 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	30 (1)	0 (0)	30 (1)	1.5 %	0.5 %
Jazz	0 (0)	36 (2)	36 (2)	1.8 %	1.0 %
News/Talk	284 (7)	0 (0)	284 (7)	14.4 %	14.6 %
Oldies	0 (0)	177 (3)	177 (3)	9.0 %	8.9 %
Others/Unknown	0 (0)	10 (1)	10 (1)	0.5 %	1.4 %
Religion/Gospel	13 (1)	0 (0)	13 (1)	0.7 %	0.4 %
Soft AC	0 (0)	146 (1)	146 (1)	7.4 %	8.9 %
Sports	39 (3)	0 (0)	39 (3)	2.0 %	1.2 %
Standards/EZ	94 (1)	0 (0)	94 (1)	4.8 %	7.0 %
Totals	460 (13)	1514 (27)	1974 (40)		

AM Stations

WHJJ	920	5 kw (DA-N)	News/Talk	CBS, Talknt	\$50.00	Katz	Capstar
WLKW	550	1 kw/0.5 kw (DA-N)	Standards			Christal	Back Bay
WPMZ	1110	5 kw (DA, Days)	Hispanic-Contemp.	CBS, Unica	\$ NA	---	E. Providence
WPRO	630	5 kw (DA-N)	Talk	ABC, SBUSA, 1/1	\$67.00	Mc-Guild	Citadel

FM Stations

WAKX	102.7	1.95 kw @ 226	See WWKX-F				Narragansett Pier
WBRU	95.5	20 kw @ 440	New Rock		\$45.00	---	
WCTK	98.1	47 kw @ 510	Country		\$50.00	D&R	Hill
WFHN	107.1	2.4 kw @ 348	CHR		\$ NA	Mc-Guild	Spring
WHJY	94.1	50 kw @ 440	AOR		\$114.00	D&R	Capstar
WHKK	100.3	3.9 kw @ 236	Classic Hits		\$ NA	Katz	Citadel
WPRO	92.3	39 kw @ 551	CHR		\$80.00	Mc-Guild	Citadel
WSNE	93.3	29.8 kw @ 619	AC		\$75.00	D&R	Capstar
WWBB	101.5	13.5 kw @ 950	Oldies		\$79.00	Cir Chnl	Clear Channel
WWKX	106.3	1.15 kw @ 518	CHR	Westwd	\$45.00	Christal	Back Bay
WWLI	105.1	50 kw @ 500	Soft AC		\$85.00	Mc-Guild	Citadel
WWRX	103.7	37 kw @ 568	Classic AOR	Source	\$65.00	Cir Chnl	Clear Channel
WXEX	99.7	2.3 kw @ 535	New Rock		\$44.00	Katz	Citadel

Notes: Other ranked stations - See Boston . . . 3/98 WRCP (1290) sold to Boston University for \$1,975,000 . . . 3/98 WRCP changed from Portugese to News/Talk as WRNI . . . 3/98 WHIM (1450) changed calls to WDYZ; remains Children's

Jim Duncan

Comments: Total listening is up slightly . . . WWLI-F has dropped to its lowest share level since about 1991 . . . WWKX-F has its fourth consecutive up book and probably the highest share ever for the simulcast

PUEBLO

Arbitron Rank: 238 **Pop (12+):** 109,600
MSA Rank: NA
MSA Pop: NA
DMA: Colorado Springs (#97)
Average Persons Rating: 16.1
Market TSL In Hours: 21.75

Stations: 21 / 7
Diaries: 625/175:1/52.0%
Sample Target: 610
% Below Line: 48.5
% Not Listed: 12.4
Pop per Station: 15,657

Last Year's Revenue: NA
Household Income: \$30,244
Total Retail Sales: \$1.41 Bil.
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	KKMG-F	28 / 15.8	13.3	12.7		10.3	326 / 29.7	29.6	27.3	107 / 1619	KKMG-F
2	KCCY-F	26 / 14.7	13.3	18.8		17.3	315 / 28.7	24.8	33.6	80 / 1088	KCCY-F
3	KDZA-F	15 / 8.5	10.1	7.2		8.7	248 / 22.6	23.2	19.2	20 / 424	KDZA-F
4	KKFM-F	AOR/CL	12 / 6.8	9.5	6.1	7.0	176 / 16.1	14.8	14.5	70 / 1033	KKFM-F
5	KILO-F	AOR	11 / 6.2	4.4	3.3	4.3	153 / 14.0	13.9	11.3	57 / 803	KILO-F
6	KGHF	ST/FS	10 / 5.6	5.7	5.5	6.5	116 / 10.6	10.0	10.7	19 / 234	KGHF
7	KCSJ	T	8 / 4.5	5.7	5.0	7.0	111 / 10.1	13.0	14.2	12 / 183	KCSJ
8	KNKN-F	SP-C	6 / 3.4	3.2	4.4	1.6	85 / 7.7	7.8	10.2	7 / 104	KNKN-F
	KKLI-F	AC	6 / 3.4	2.5	1.7	2.7	98 / 8.9	6.1	6.1	38 / 580	KKLI-F
10	KVUU-F	AC	5 / 2.8	3.2	3.3	0.3	119 / 10.9	11.5	12.1	41 / 987	KVUU-F

12+ FM Share (Metro): 81.94% (127 of 155) (Spring 1997: 82.8%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKMG-F >>>	1 KKMG-F >>	1 KKMG-F >	1 KKMG-F >	1 KKMG-F	1 KCCY-F >>	1 KCCY-F	1 KCCY-F	1 KKMG-F	1 KKMG-F >	1 KKMG-F
2 KILO-F >>	2 KKFM-F	2 KCCY-F	2 KDZA-F	2 KCCY-F <	2 KDZA-F	2 KKMG-F >	2 KKMG-F >>>	2 KCCY-F	2 KCCY-F	2 KCCY-F
	3 KILO-F	3 KDZA-F	3 KCCY-F	3 KDZA-F	KGHF	3 KKFM-F	3 KDZA-F <	3 KDZA-F	3 KDZA-F	3 KDZA-F >
		KKFM-F	KKFM-F >	4 KKFM-F >	4 KCSJ >>	4 KGHF	4 KCSJ <	4 KILO-F	4 KILO-F >	4 KILO-F
	5 KDZA-F	5 KILO-F >	5 KILO-F	5 KILO-F	5 KNKN-F	5 KDZA-F	5 KILO-F	5 KILO-F	5 KCSJ	5 KCSJ
		6 KNKN-F	6 KKLI-F	6 KKLI-F	KKMG-F	6 KCSJ	KKFM-F	6 KGHF		6 KGHF
		KKLI-F			KKFM-F		7 KGHF >			7 KNKN-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	12+ Ovrite
1 KKMG-F >>>	1 KKMG-F >>	1 KKMG-F >>	1 KKMG-F >>	1 KKMG-F	1 KKMG-F	1 KKMG-F >	1 KKMG-F >	1 KKMG-F	1 KKFM-F	1 KKMG-F
	2 KCCY-F >	2 KCCY-F >	2 KCCY-F >	2 KCCY-F >	KCCY-F >>	2 KILO-F	2 KILO-F	KKFM-F	KDZA-F	2 KCCY-F >
	3 KDZA-F >	3 KDZA-F	3 KDZA-F	3 KDZA-F	KKFM-F	KKFM-F >>>	KKFM-F >>	3 KILO-F	3 KCCY-F	3 KDZA-F >>
		KKLI-F	4 KKLI-F	4 KKLI-F		4 KCCY-F >>>		4 KDZA-F	KKMG-F	
		KKFM-F	5 KNKN-F	5 KNKN-F				KKCY-F >>>	KILO-F >>	
		KVUU-F >>	KKFM-F	KKFM-F >						
			KVUU-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KKPC N/T 1230 Pueblo	0.6	1.5	1	23
KRMX SP 690 Pueblo	1.7	4.7	4	62

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KBIQ-F REL-CC 96.1 Fountain	1.1	2.4	14	252
KGFT-F REL 100.7 Pueblo	1.7	3.8	15	269
KHOW T 630 Denver	1.1	2.3	9	142
KKCS-F C 101.9 Colorado Springs	2.3	4.5	70	827
KOA T/FS 850 Denver	2.3	8.3	36	653
KPRZ-F REL 102.7 Manitou Springs	0.6	2.0	6	151
KRDO-F SAC 95.1 Colorado Springs	1.7	5.4	32	616
KSKX-F J 105.5 Security	1.7	3.9	25	383
KSPZ-F O 92.9 Colorado Springs	1.1	5.8	41	739

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	11 (2)	11 (2)	7.1 %	5.7 %
AOR/Classic/NR	0 (0)	23 (2)	23 (2)	14.8 %	10.8 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	28 (1)	28 (1)	18.1 %	14.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	30 (2)	30 (2)	19.4 %	26.8 %
Full Service	14 (2)	0 (0)	14 (2)	9.0 %	8.9 %
Hispanic	3 (1)	6 (1)	9 (2)	5.8 %	7.0 %
Jazz	0 (0)	3 (1)	3 (1)	1.9 %	2.5 %
News/Talk	11 (3)	0 (0)	11 (3)	7.1 %	6.4 %
Oldies	0 (0)	17 (2)	17 (2)	11.0 %	10.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	6 (3)	6 (3)	3.9 %	3.2 %
Soft AC	0 (0)	3 (1)	3 (1)	1.9 %	3.2 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Totals	28 (6)	127 (15)	155 (21)		

PUEBLO

Consolidation Report	12+	25-54	Revenue
Acker KFEL-AM, KNKN-FM, KRMX-AM	14.5 %	16.0 %	%
Local KCSJ-AM, KGHF-AM, KYZX-FM	10.1 %	4.2 %	%
McCoy KCCY-FM, KDZA-FM	23.2 %	25.8 %	%
	47.8 %	46.0 %	%

AM Stations

KCSJ	590	1 kw (DA-2)	Talk	CBS, Westwd	--	KGHF/KYZX-F
KGHF	1350	5 kw/1 kw (DA-N)	Standards/Full Svc.	Westwd, ABC	Allied	KCSJ/KYZX-F

FM Stations

KCCY	96.9	72 kw @ 2280	Country	ABC	Mc-Guid	McCoy
KDZA	107.9	100 kw @ 240	Oldies	Westwd	Eastman	McCoy
KNKN	107.1	3 kw @ 312	Hispanic-Contemp.	\$ NA	--	Acker

Notes: Other ranked stations – See Colorado Springs or Denver . . . No revenue data are available . . . 5/98 KYZX-F (104.5) changed from Country to ABC's Classic AOR service

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

* AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
* AC-NR	- Modern AC	N	- News
* AOR	- Album Oriented Rock	O	- Oldies
* AOR-NR	- New Rock	REL	- Religion, Christian
* AOR-P	- Progressive AOR	REL-CC	- Contemporary Christian
* B	- Black (audience 75%+ Black)	SAC	- Soft Adult Contemporary
* B/AC	- Black Adult Contemporary	SP	- Hispanic/Spanish
* B/O	- Black Oldies	SP-C	- Hispanic Contemporary
* BIZ N	- Business News	SP-NT	- Hispanic News/Talk/Information
* C	- Country	SP-R	- Hispanic-Regional
* C/O	- Classic Country	SP-TP	- Hispanic-Tropical
* CHR	- Contemporary Hit Radio, Top 40, Contemporary	SP-VA	- Hispanic Variety
* CL	- Classical	SP-TJ	- Tejano
* CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
* CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
* E	- Ethnic (usually Foreign Language)	T	- Talk
* EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
* FS	- Full Service	VA	- Variety
* G	- Gospel (B/G is Black 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: 48 Pop (12+): 896,300
MSA Rank: 55
MSA Pop: 1,070,000
DMA: 30
Average Persons Rating: 15.2
Market TSL In Hours: 20.00

Stations: 29 / 22
Diaries: 2,110/425:1/56.9%
Sample Target: 2,060
% Below Line: 6.1
% Not Listed: 19.8
Pop per Station: 40,741

Last Year's Revenue: \$54,100,000
Household Income: \$46,664
Total Retail Sales: \$11.9 Bil.
#1 Biller: WDCG-F \$8,500,000
#1 Billing Portfolio: Capstar \$22,400,000

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spq	4-Book	12+ Metro	Fall	Spq	12+ TSA	Revenue	Level
		1/4	Share	98	97	97	97	Avg	Cume / Rtg.	97	97	AQH / Cume		
1	WQOK-F	B	137 / 10.0	7.7	9.2	7.6	9.4	8.6	1666 / 18.6	17.6	18.3	195 / 2568	G	WQOK-F
2	WDCG-F	CHR	88 / 6.4	7.7	7.3	8.4	7.8	7.5	1902 / 21.2	23.7	23.5	126 / 2819	H	WDCG-F
3	WBBB-F	AOR	81 / 5.9	4.0	5.2	5.5	5.3	5.2	1276 / 14.2	12.9	14.1	117 / 2006		WBBB-F
4	WPTF	FS/T	79 / 5.8	6.7	5.6	6.6	6.3	6.2	1188 / 13.3	13.3	14.2	103 / 1591	F	WPTF
	WTRG-F	O	79 / 5.8	5.4	5.0	5.3	6.3	5.4	1601 / 16.7	15.5	16.8	165 / 2647	G	WTRG-F
	WRAL-F	AC/CHR	79 / 5.8	6.3	6.6	6.3	6.3	6.2	1853 / 20.7	22.8	20.3	132 / 3243	H	WRAL-F
7	WQDR-F	C	77 / 5.6	4.8	5.5	4.8	5.7	5.2	1309 / 14.6	13.1	13.7	165 / 2678	F	WQDR-F
8	WNNL-AF	B/G	70 / 5.1	4.3	3.9	2.2	2.2	3.9	836 / 9.3	7.7	9.9	92 / 1188	C	WNNL-AF
9	WFXC-FF	B/A/C	69 / 5.1	5.5	4.8	7.1	4.7	5.6	974 / 10.9	10.9	9.8	124 / 1778	E	WFXC-FF
10	WRDU-F	AOR	63 / 4.6	6.0	5.3	6.0	7.1	5.5	1261 / 14.1	16.2	18.1	139 / 3295	G	WRDU-F
11	WRSN-F	AC	60 / 4.4	3.7	4.3	4.4	4.2	4.2	1139 / 12.7	14.4	13.4	78 / 1521	D	WRSN-F
12	WKIX-F	C	46 / 3.4	2.9	1.1	1.2	1.1	2.2	769 / 8.6	8.6	13.3	86 / 1603	E	WKIX-F
13	WJMH-F	B	39 / 2.9	2.4	2.4	2.5	2.9	2.6	714 / 8.0	6.2	7.2	66 / 1074		WJMH-F
14	WKXU-F	C	21 / 1.5	1.8	1.2	1.3	1.3	1.5	476 / 5.3	3.9	4.7	56 / 1011		WKXU-F
15	WRBZ	T/SPRTS	19 / 1.4	1.5	0.7	0.5	1.1	1.0	412 / 4.6	2.7	3.9	20 / 434	A	WRBZ

12+ FM Share (Metro): 86.94% (952 of 1095) (Spring 97: 82.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WQOK-F >>>	1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WQOK-F	1 WPTF <	1 WDCG-F	1 WPTF	1 WQOK-F	1 WQOK-F >>	1 WQOK-F >
2 WJMH-F	2 WBBB-F	2 WDCG-F <	2 WBBB-F <	2 WTRG-F <	2 WTRG-F	2 WQOK-F	2 WQOK-F	2 WBBB-F <	2 WBBB-F	2 WNNL-AF <
3 WDCG-F	WDCG-F >	3 WBBB-F	3 WDCG-F <	3 WFXC-FF	3 WNNL-AF <	3 WPTF <	3 WBBB-F	3 WTRG-F <	WFXC-FF	3 WQDR-F <
	WRAL-F	4 WRAL-F	4 WFXC-FF	WRAL-F <	4 WQDR-F <	4 WRAL-F <	WTRG-F <	4 WRAL-F	4 WJMH-F <	4 WTRG-F
		5 WRDU-F <	WRAL-F <	5 WBBB-F	5 WFXC-FF <	5 WRDU-F	5 WRAL-F <	5 WQDR-F	5 WDCG-F	5 WFXC-FF
		6 WJMH-F <	6 WFXC-FF <	6 WRDU-F <	WDCG-F <	6 WQOK-F	6 WQDR-F	6 WRSN-F	WDCG-F	WQDR-F <
		7 WQDR-F <	7 WNNL-AF <	7 WNNL-AF <	7 WNNL-AF <	7 WRSN-F	7 WTRG-F <	7 WRSN-F	7 WRSN-F	7 WNNL-AF <
		8 WRSN-F <	8 WTRG-F <	8 WTRG-F <	8 WRDU-F <	WRAL-F	8 WNNL-AF <	8 WQDR-F <	8 WFXC-FF	8 WRAL-F <
		9 WQDR-F	9 WRSN-F	9 WRSN-F <	9 WRDU-F	9 WFXC-FF	9 WFXC-FF <	WRDU-F	9 WRSN-F <	9 WRDU-F
			WRSN-F >	10 WQDR-F		10 WBBB-F <	10 WNNL-AF <	WNNL-AF	10 WPTF <	10 WPTF <

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	12+ Ovmit
1 WQOK-F >	1 WQOK-F <	1 WDCG-F	1 WQOK-F	1 WQOK-F <	1 WQOK-F	1 WBBB-F	1 WBBB-F >	1 WBBB-F <	1 WRDU-F	1 WFXC-FF
2 WDCG-F >	2 WDCG-F >	2 WQOK-F	2 WDCG-F	2 WNNL-AF	2 WBBB-F	2 WQOK-F	2 WRDU-F <	2 WQOK-F <	2 WBBB-F	2 WQOK-F
3 WJMH-F	3 WRAL-F >	WRSN-F <	3 WRAL-F	WRSN-F <	3 WDCG-F <	3 WDCG-F <	3 WQOK-F	3 WRDU-F	3 WQOK-F	3 WPTF >
4 WRAL-F	4 WRSN-F	4 WRAL-F <	4 WNNL-AF <	4 WRAL-F <	4 WJMH-F	4 WRDU-F >	4 WDCG-F	4 WDCG-F	4 WTRG-F <	
5 WBBB-F	WBBB-F	5 WFXC-FF	5 WRSN-F <	5 WTRG-F	5 WRDU-F	5 WJMH-F <	5 WRAL-F >	5 WQDR-F	5 WDCG-F <	
	6 WFXC-FF	6 WBBB-F >	6 WFXC-FF	WFXC-FF <	6 WQDR-F	6 WQDR-F <	6 WQDR-F	6 WRAL-F	6 WFXC-FF <	
	7 WJMH-F	7 WNNL-AF	7 WTRG-F	7 WDCG-F	7 WRAL-F >			WTRG-F <	7 WRAL-F	
	8 WQDR-F <	WKIX-F	8 WBBB-F <	8 WQDR-F <				8 WFXC-FF	WQDR-F	
			9 WQDR-F >	9 WBBB-F					9 WPTF	
				10 WKIX-F						

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume
WAUG	B/G 750 New Hope	0.4	0.8	5	75
WDNC	N/T 620 Durham	0.9	3.9	12	381
WHLQ-AF	C 102.5 Louisburg	0.5	0.8	7	85
WMPM	C 1270 Smithfield	1.0	1.2	14	147
WSRC	B/G 1410 Durham	0.5	1.0	7	93

Other Rated Stations--Outside Market		Metro Share	Cume Rating	TSA AQH	Cume
WHSI-F	C 100.3 High Point	0.6	1.6	18	436
WKRR-F	AOR/CL 92.3 Asheboro	0.4	2.3	17	391
WMAG-F	AC 99.5 High Point	0.7	2.4	38	480
WQMG-F	B/A/C 97.1 Greensboro	0.4	2.3	16	419
WRCQ-F	AOR 103.5 Dunn	0.6	2.7	44	914
WZFX-F	B 99.1 Whiteville	0.6	3.3	100	1442

RALEIGH-DURHAM

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar WDCG-FM, WRDU-FM, WRSN-FM, WTRG-FM	21.2 %	25.0 %	41.4 %	AC	0 (0)	148 (3)	148 (3)	13.5 %	12.8 %
Clear Channel WDUR-AM, WFXC-FM, WFXK-FM, WNNL-FM, WQOK-FM	20.1 %	20.7 %	18.1 %	AOR/Classic/NR	0 (0)	157 (4)	157 (4)	14.3 %	10.1 %
Curtis WBBB-FM, WCHL-AM, WKIX-FM, WKXU-FM, WPTF-AM, WQDR-FM	22.2 %	20.7 %	25.9 %	Black/Urban	0 (0)	258 (6)	258 (6)	23.6 %	24.8 %
	63.5 %	66.4 %	85.4 %	CHR	0 (0)	88 (1)	88 (1)	8.0 %	9.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	16 (2)	157 (5)	173 (7)	15.8 %	18.3 %
				Full Service	79 (1)	0 (0)	79 (1)	7.2 %	7.7 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	31 (2)	0 (0)	31 (2)	2.8 %	1.8 %
				Oldies	0 (0)	79 (1)	79 (1)	7.2 %	10.4 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	17 (3)	65 (1)	82 (4)	7.5 %	2.8 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Totals	143 (8)	952 (21)	1095 (29)		

AM Stations

Station	Power	Time	Format	Comments	City
WDUR	1490	1 kw	See WNNL-F		Durham
WPTF	680	50 kw (DA-N)	Full Service/Talk	CBS \$76.00 Mc-Guild Curtis	
WRBZ	850	10 kw/5 kw (DA-N)	Talk/Sports	Westwd, 1-on-1 \$ NA Allied	

FM Stations

Station	Power	Time	Format	Comments	City
WBBB	96.1	100 kw @ 985	AOR	Westwd \$ NA Mc-Guild Curtis	
WDCG	105.1	100 kw @ 1040	CHR	ABC \$125.00 Allied Capstar	
WFXC	107.1	2.6 kw @ 500	Black AC	ABC \$64.00 Eastman Clear Channel	
WFXK	104.3	100 kw @ 981	See WFXC-F		Tarboro
WKIX	96.9	100 kw @ 984	Country	Westwd \$26.00 Mc-Guild Curtis	Goldsboro
WKXU	101.1	100 kw @ 1190	Country	Westwd \$ NA Mc-Guild Curtis	Burlington
WNNL	103.9	7.9 kw @ 577	Black Gospel	ABC \$ NA Cir Chnl Clear Channel	Fuquay-Varina
WQDR	94.7	100 kw @ 1680	Country	Westwd \$83.00 Mc-Guild Curtis	
WQOK	97.5	100 kw @ 981	Black	ABC \$75.00 Cir Chnl Clear Channel	S. Boston, VA
WRAL	101.5	100 kw @ 1821	AC/CHR	\$150.00 Katz Capitol	
WRDU	106.1	100 kw @ 1350	AOR	Source \$101.00 Allied Capstar	Wilson
WRSN	93.9	100 kw @ 1270	AC	\$55.00 Allied Capstar	Burlington
WTRG	100.7	100 kw @ 1968	Oldies	ABC \$100.00 Allied Capstar	Rocky Mount

Notes: 3/98 WZZU-F changed calls to WNNL-F ("The Light"); remains Black Gospel . . . 8/98 WWND-F (102.9) began operation with a Jazz format (returning "The Wind" moniker to the market)

Jim Duncan

Comments: Overall listening is off moderately (-0.8 rating points) . . . WQOK-F jumped into double figures -- the highest share in more than four years for both the station and the market . . . WRAL-F is down to its lowest share in decades

RENO

Arbitron Rank: 130 Pop (12+): 302,100	Stations: 22 / 22	Last Year's Revenue: \$15,000,000
MSA Rank: 157	Diaries: 756/400:1/50.5%	Household Income: \$49,203
MSA Pop: 312,000	Sample Target: 690	Total Retail Sales: \$4.6 Bil.
DMA: 120	% Below Line: 0.0	#1 Biller: KBUL-F \$2,600,000
Average Persons Rating: 17.2	% Not Listed: 8.7	#1 Billing Portfolio:
Market TSL in Hours: 23.00	Pop per Station: 13,732	Citadel \$5,970,000

12+ Metro	Format	Spring 98		Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share										
1	KBUL-F	C	58 / 11.2	9.6	11.3	8.2	14.1	652 / 21.8	22.2	22.3	90 / 1063	D	KBUL-F
2	KKOH	N/T	41 / 7.9	12.0	11.1	10.3	9.1	515 / 17.1	18.9	19.7	60 / 801	D	KKOH
3	KWNZ-F	CHR	35 / 8.7	4.2	5.3	9.5	6.1	528 / 17.5	15.9	15.6	47 / 797	B	KWNZ-F
	KRNO-F	AC	35 / 8.7	5.6	4.5	7.9	5.9	401 / 13.3	13.0	9.7	52 / 592	C	KRNO-F
5	KODS-F	O	34 / 8.5	4.0	6.4	5.4	4.2	400 / 13.2	14.5	13.6	48 / 622	C	KODS-F
6	KRZQ-F	AOR-NR	31 / 8.0	4.8	4.7	5.6	3.4	538 / 17.8	14.8	14.9	36 / 635	B	KRZQ-F
7	KDOT-F	AOR	30 / 8.8	5.8	3.0	4.3	5.9	413 / 13.7	14.3	9.9	60 / 694	B	KDOT-F
	KOZZ-F	CL AOR	30 / 8.8	4.8	6.2	5.2	5.9	345 / 11.4	12.7	12.5	46 / 577	C	KOZZ-F
	KNEV-F	AC	30 / 8.8	6.2	4.7	5.8	8.4	500 / 18.5	16.2	17.0	43 / 681	B	KNEV-F
10	KNHK-F	CL HITS	25 / 4.8	3.0	6.8			408 / 13.5	10.0	15.6	47 / 697	A	KNHK-F
11	KLCA-F	AC-NR	24 / 4.6	5.2	4.3	2.6	1.7	547 / 18.1	15.9	16.6	35 / 730	A	KLCA-F
12	KPLY	SPRTS	18 / 3.5	2.8	1.9	3.4	3.4	225 / 7.4	6.0	5.9	18 / 241	A	KPLY
13	KCBN	ST	17 / 3.3	4.8	4.1	3.0	3.6	190 / 6.3	7.1	7.4	19 / 257	A	KCBN
14	KTHX-F	AOR-P	16 / 3.1	3.6	3.8	5.6	3.2	178 / 5.9	7.3	8.1	30 / 314	B	KTHX-F
15	KSRN-F	ST	15 / 2.9	3.4	4.1	4.7	3.0	193 / 6.4	6.4	6.9	19 / 238	A	KSRN-F

12+ FM Share (Metro): 79.37% (377 of 475) (Spring 1997: 76.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWNZ-F >>	1 KDOT-F <	1 KBUL-F	1 KBUL-F >	1 KBUL-F >	1 KBUL-F <	1 KBUL-F <	1 KBUL-F	1 KBUL-F >	1 KWNZ-F <	1 KBUL-F
2 KRZQ-F	2 KRZQ-F	2 KOZZ-F	2 KNEV-F <	2 KOZZ-F <	2 KKOH	2 KRZQ-F <	2 KKOH	2 KRNO-F <	2 KKOH <	2 KWNZ-F
3 KDOT-F >	3 KWNZ-F <	KDOT-F	3 KOZZ-F <	3 KNEV-F	3 KODS-F <	3 KKOH >	3 KRNO-F <	3 KOZZ-F	3 KBUL-F	3 KODS-F
	4 KBUL-F	KNEV-F	4 KRNO-F <	4 KRNO-F <	4 KRNO-F	4 KNEV-F	4 KNEV-F <	KODS-F	4 KDOT-F	4 KRNO-F <
	5 KLCA-F	5 KWNZ-F	5 KNHK-F	5 KODS-F <	5 KOZZ-F	5 KRNO-F <	5 KODS-F <	KWNZ-F <	KRNO-F	5 KDOT-F
	6 KNEV-F	KRZQ-F	6 KODS-F <	6 KKOH <	6 KNHK-F <	6 KODS-F <	6 KOZZ-F	6 KKOH <	6 KRZQ-F	6 KLCA-F
	7 KOZZ-F	KRNO-F <	7 KDOT-F <	7 KNHK-F	7 KCBN	7 KOZZ-F	7 KDOT-F <	7 KDOT-F	KLCA-F	KNHK-F
		8 KNHK-F	8 KLCA-F <	8 KDOT-F	KNEV-F	8 KDOT-F	8 KPLY <	8 KLCA-F <	KNHK-F	KOZZ-F <
			9 KKOH	KLCA-F			9 KWNZ-F	9 KNEV-F		9 KCBN <

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	12+ Ovrnite
1 KWNZ-F >>	1 KWNZ-F	1 KNEV-F >	1 KNEV-F	1 KBUL-F	1 KRZQ-F	1 KDOT-F	1 KDOT-F	1 KDOT-F <	1 KBUL-F <	1 KKOH >>
2 KRZQ-F	2 KNEV-F	2 KLCA-F	KRNO-F <	2 KRNO-F <	2 KDOT-F	2 KRZQ-F	KBUL-F >	2 KOZZ-F	2 KOZZ-F <	2 KBUL-F >
3 KLCA-F >	3 KLCA-F	KBUL-F	3 KBUL-F	3 KNEV-F >	3 KWNZ-F >>>	3 KBUL-F >	3 KRZQ-F	KBUL-F	3 KKOH	3 KODS-F
4 KDOT-F	4 KRZQ-F	4 KRNO-F	4 KWNZ-F	4 KODS-F	4 KWNZ-F	4 KOZZ-F	4 KRZQ-F	4 KRZQ-F	4 KDOT-F <	KRNO-F
	KXEQ	KBUL-F	5 KWNZ-F >	5 KLCA-F	5 KLCA-F	5 KOZZ-F	KNHK-F	5 KKOH <	5 KODS-F	KNHK-F
	KNEV-F >>	6 KRNO-F		6 KODS-F	6 KNEV-F	6 KNHK-F	6 KPLY	6 KNHK-F <	6 KNHK-F	
			KNHK-F >	7 KWNZ-F				7 KPLY	KPLY <	
								8 KWNZ-F	8 KRZQ-F	

Other Rated Stations		Metro Share	Cume Rating	TSA AQH Cume
KHIT	SPRTS	630	Reno	1.0 3.3 7 122
KHWG-F	C	107.7	Kings Beach, CA	0.8 2.2 4 74
KPTL	O	1300	Carson City	0.6 1.0 3 47
KPTT	C/O	1450	Reno	0.8 2.1 4 68
KQLO	SP-R	920	Reno	0.8 2.4 4 73
KRNV-F	N/T	101.7	Reno	1.9 7.1 10 225
KXEQ	SP	1340	Reno	1.2 3.2 6 97

RENO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Americom KCBN-AM, KLCA-FM, KODS-FM, KPLY-AM, KRNO-FM, KWNZ-FM	31.3 %	28.1 %	28.0 %	AC	0 (0)	89 (3)	89 (3)	18.7 %	14.8 %
Citadel KBUL-FM, KKOH-AM, KNEV-FM, KNHK-FM	29.7 %	32.9 %	39.8 %	AOR/Classic/NR	0 (0)	107 (4)	107 (4)	22.5 %	27.5 %
Lotus KDOT-FM, KHIT-AM, KOZZ-FM, KPTT-AM	13.3 %	14.7 %	15.8 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Salt KRZQ-FM, KTHX-FM	9.1 %	8.6 %	8.7 %	CHR	0 (0)	35 (1)	35 (1)	7.4 %	5.9 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	4 (1)	62 (2)	66 (3)	13.9 %	14.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	10 (2)	0 (0)	10 (2)	2.1 %	4.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	41 (1)	10 (1)	51 (2)	10.7 %	15.5 %
				Oldies	3 (1)	59 (2)	62 (3)	13.1 %	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	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	23 (2)	0 (0)	23 (2)	4.8 %	2.1 %
				Standards/EZ	17 (1)	15 (1)	32 (2)	6.7 %	8.9 %
				Totals	98 (8)	377 (14)	475 (22)		

AM Stations

Station	Freq	Power	Format	Daypart	Rate	Agency	Advertiser
KCBN	1230	0.82 kw	Standards	Westwd	\$<20.00	Allied	Americom
KKOH	780	50 kw (DA-N)	News/Talk	ABC	\$36.00	Mc-Guild	Citadel
KPLY	1270	5 kw (DA-2)	Sports	CBS, Westwd, 1/1	\$<20.00	Eastman	Americom Sparks

FM Stations

Station	Freq	Power	Format	Daypart	Rate	Agency	Advertiser
KBUL	98.1	76 kw @ 2273	Country		\$53.00	Mc-Guild	Citadel Carson
KDOT	104.5	25 kw @ 2929	AOR		\$<20.00	Christal	Lotus
KLCA	96.5	4 kw @ 2965	Modern AC		\$<20.00	Allied	Americom Sparks
KNEV	95.5	60 kw @ 2270	AC	Westwd	\$24.00	Mc-Guild	Citadel
KNHK	92.9	45 kw @ 2654	Classic Hits		\$ NA	---	Citadel
KODS	103.7	6.3 kw @ 2985	Oldies		\$33.00	Allied	Americom Camelian Bay, CA
KOZZ	105.7	75 kw @ 2178	Classic AOR	Source	\$45.00	D&R	Lotus
KRNO	106.9	37 kw @ 2988	AC		\$29.00	Allied	Americom
KRNV	101.7	11 kw @ 492	News/Talk	AP, CNN	\$<20.00	Katz	
KRZQ	100.9	6 kw @ 203	AOR-New Rock		\$<20.00	Allied	Salt Tahoe City
KSRN	92.1	4.1 kw @ 390	Standards	CNN	\$20.00	---	Sparks
KTHX	100.1	0.76 kw @ 2955	Progressive AOR		\$<20.00	Allied	Salt Incline Village
KWNZ	97.3	87 kw @ 2112	CHR	ABC	\$32.00	D&R	Americom Carson City

Notes: 3/98 KANG-F (CP: 93.7; Sun Valley) changed calls to KXXL-F . . . 3/98 The Sports format of KPTT (1450) moved to KHIT 630; KHIT's Classic Country format moved to KPTT

Jim Duncan

Comments: Total listening to radio rose sharply: up 1.3 ratings points . . . KKOH posted its lowest share since 1993

RICHMOND

Arbitron Rank: 56 Pop (12+): 787,200
MSA Rank: 62
MSA Pop: 945,000
DMA: 54
Average Persons Rating: 15.6
Market TSL in Hours: 20.50

Stations: 25 / 23
Diaries: 2,146/367:1/54.9%
Sample Target: 1,980
% Below Line: 1.0
% Not Listed: 11.3
Pop per Station: 34,226

Last Year's Revenue: \$41,000,000
Household Income: \$46,206
Total Retail Sales: \$9.4 Bil.
#1 Biller: WKHK-F \$7,000,000
#1 Billing Portfolio:
 Clear Channel \$18,000,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WKHK-F	C	133 / 10.8	10.6	10.3	10.8	12.9	10.6	1510 / 19.2	19.3	22.7	145 / 1680	H	WKHK-F
2	WCDX-F	B	126 / 10.3	10.1	9.8	11.0	10.7	10.3	1422 / 18.1	17.7	18.9	144 / 1663	F	WCDX-F
	WTVR-F	SAC	126 / 10.3	10.0	9.4	9.7	8.0	9.8	1635 / 20.8	21.1	18.4	143 / 1845	G	WTVR-F
4	WRVA	FS	97 / 7.9	8.9	8.3	7.6	7.6	8.2	1448 / 18.4	18.8	18.6	104 / 1604	F	WRVA
5	WRVQ-F	CHR	82 / 6.7	7.0	6.0	6.7	5.7	6.6	1613 / 20.5	19.4	20.2	102 / 1935	E	WRVQ-F
6	WMXB-F	AC	76 / 6.2	4.9	4.0	5.4	6.2	5.1	1434 / 18.2	16.2	17.8	81 / 1629	F	WMXB-F
7	WKJS-F	B/AC	59 / 4.8	3.1	3.3	3.2	3.7	3.6	806 / 10.2	9.9	10.1	79 / 1025		WKJS-F
8	WBZU-F	AOR-NR	49 / 4.0	3.2	4.4	3.1	3.3	3.7	884 / 11.2	11.8	11.3	54 / 1041	C	WBZU-F
9	WPLZ-F	B/AC	48 / 3.9	5.6	6.4	5.0	4.7	5.2	959 / 12.2	13.7	12.7	52 / 1001	C	WPLZ-F
10	WSMJ-F	J	44 / 3.6	5.5	4.6	4.2	3.8	4.5	783 / 9.9	10.9	10.8	44 / 791	B	WSMJ-F
	WKLR-F	CL HITS	44 / 3.6	3.6	3.6	2.9	3.2	3.4	914 / 11.6	11.2	10.1	57 / 1150	C	WKLR-F
12	WRXL-F	AOR	41 / 3.3	4.0	3.9	4.3	4.9	3.9	788 / 10.0	11.8	12.6	52 / 1007	E	WRXL-F
13	WTVR	ST	26 / 2.1	1.8	1.4	1.9	1.9	1.8	349 / 4.4	3.9	3.5	26 / 351	A	WTVR
	WSOJ-F	B	26 / 2.1	1.6	3.4	3.5	2.8	2.7	552 / 7.0	8.4	6.6	27 / 600	A	WSOJ-F
15	WREJ	B/G	19 / 1.5	1.5	2.1	0.8	0.9	1.5	200 / 2.5	3.4	2.1	19 / 205		WREJ
16	WRNL	SPRTS	17 / 1.4	0.9	1.8	1.3	1.2	1.4	352 / 4.5	6.4	4.1	17 / 370	A	WRNL
17	WFTH	B/G	15 / 1.2	1.1	0.6	1.5	1.3	1.1	141 / 1.8	2.0	2.4	15 / 145		WFTH

12+ FM Share (Metro): 80.24% (873 of 1088) (Spring 97: 81.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WCDX-F >	1 WCDX-F >	1 WCDX-F	1 WTVR-F <	1 WTVR-F	1 WTVR-F <	1 WKHK-F <	1 WTVR-F	1 WKHK-F	1 WCDX-F >>	1 WCDX-F <
2 WRVQ-F >	2 WRVQ-F	2 WKHK-F <	2 WCDX-F <	2 WKHK-F <	2 WKHK-F <	2 WTVR-F <	2 WKHK-F	2 WCDX-F	2 WKHK-F	2 WKHK-F
3 WBZU-F >	WMXB-F	3 WTVR-F	3 WKHK-F	3 WCDX-F	3 WRVA >>	3 WRVA	3 WRVA	3 WTVR-F	3 WTVR-F	3 WTVR-F
	4 WKHK-F <	4 WMXB-F <	4 WMXB-F <	4 WMXB-F <	4 WKJS-F <	4 WCDX-F	4 WCDX-F <	4 WMXB-F <	WRVA <	4 WPLZ-F <
	5 WBZU-F	5 WRVQ-F >	5 WRVQ-F	5 WRVQ-F <	5 WCDX-F <	5 WRVQ-F	5 WMXB-F <	5 WRVQ-F	5 WRVQ-F	5 WKJS-F <
	6 WTVR-F	6 WKJS-F <	6 WKJS-F	6 WKJS-F	6 WSMJ-F <	6 WMXB-F	6 WRVQ-F >	6 WRVA	6 WKJS-F <	6 WRVQ-F <
	7 WPLZ-F	7 WKLR-F <	7 WKLR-F	7 WKLR-F	7 WMXB-F	7 WKJS-F	7 WSMJ-F	7 WBZU-F <	7 WPLZ-F <	7 WRVA
	WRXL-F	8 WBZU-F <	8 WRXL-F <	8 WSMJ-F		8 WKLR-F >	8 WBZU-F <	8 WKJS-F	8 WBZU-F	8 WMXB-F
			9 WSMJ-F <	WRVA <			9 WRXL-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	12+ Ovrnite
1 WCDX-F	1 WCDX-F	1 WCDX-F <	1 WTVR-F	1 WTVR-F >	1 WCDX-F >>>	1 WCDX-F >	1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WCDX-F
2 WRVQ-F	2 WRVQ-F	2 WMXB-F <	2 WCDX-F	2 WKHK-F <	2 WKHK-F	2 WBZU-F	2 WBZU-F	2 WKHK-F	2 WCDX-F	2 WRVA >
3 WMXB-F	WMXB-F	3 WTVR-F <	3 WRVQ-F <	3 WCDX-F <	WBZU-F >	3 WKHK-F	3 WKHK-F	3 WMXB-F <	3 WMXB-F <	3 WKJS-F <
	4 WTVR-F	4 WRVQ-F >	4 WKHK-F	4 WRVQ-F	4 WRVQ-F	4 WRXL-F	4 WRXL-F >	4 WRXL-F <	4 WKLR-F <	4 WKHK-F <
5 WPLZ-F >	5 WKHK-F	5 WKJS-F	5 WMXB-F >	5 WKJS-F		5 WMXB-F	5 WMXB-F	5 WKLR-F	5 WTVR-F	5 WTVR-F >
6 WBZU-F	6 WPLZ-F	6 WPLZ-F	6 WKJS-F	WMXB-F >		6 WRVQ-F	6 WRVQ-F	6 WBZU-F	6 WRXL-F	
7 WRXL-F	7 WKJS-F	WKHK-F	7 WPLZ-F <	7 WSMJ-F <		7 WKLR-F	7 WKJS-F	7 WTVR-F <	7 WKJS-F <	
8 WTVR-F >	8 WBZU-F		8 WSMJ-F	8 WPLZ-F <			8 WTVR-F	8 WRVQ-F	8 WRVA	
									WBZU-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WCLM	B/O	1450	Highland Springs 0.8 1.6 10 126
WDYL-F	REL	105.7	Chester 0.6 2.3 7 178
WGCV	B/G	1240	Petersburg 0.7 2.0 9 171
WLEE	O	1320	Richmond 0.7 1.5 8 115
WVNZ	N	990	Richmond 0.4 1.9 5 147
WXGI	C	950	Richmond 0.7 2.3 9 182

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAFX-F	CLAOR	106.9	Suffolk 0.5 2.3 14 317
WUVA-F	B/AC	92.7	Charlottesville 0.5 1.7 18 322

RICHMOND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar WBZU-FM, WKHK-FM, WKLR-FM, WMXB-FM	24.6 %	26.5 %	35.2 %	AC	0 (0)	76 (1)	76 (1)	7.0 %	7.5 %
Clear Channel WRNL-AM, WRVA-AM, WRVQ-FM, WRXL-FM, WTVR-AM, WTVR-FM	31.7 %	29.3 %	43.9 %	AOR/Classic/NR	0 (0)	96 (3)	96 (3)	8.8 %	9.7 %
Local WKJS-FM, WREJ-AM, WSOJ-FM	8.4 %	9.6 %	4.3 %	Black/Urban	10 (1)	265 (5)	275 (6)	25.3 %	21.1 %
Sinclair Communications WCDX-FM, WGCV-AM, WPLZ-FM, WSMJ-FM	18.5 %	17.6 %	16.6 %	CHR	0 (0)	82 (1)	82 (1)	7.5 %	6.5 %
	83.2 %	83.0 %	100.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	9 (1)	133 (1)	142 (2)	13.1 %	16.2 %
				Full Service	97 (1)	0 (0)	97 (1)	8.9 %	8.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	44 (1)	44 (1)	4.0 %	4.3 %
				News/Talk	5 (1)	0 (0)	5 (1)	0.5 %	0.5 %
				Oldies	8 (1)	44 (1)	52 (2)	4.8 %	7.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	43 (3)	7 (1)	50 (4)	4.6 %	5.3 %
				Soft AC	0 (0)	126 (1)	126 (1)	11.6 %	9.1 %
				Sports	17 (1)	0 (0)	17 (1)	1.6 %	1.3 %
				Standards/EZ	26 (1)	0 (0)	26 (1)	2.4 %	2.2 %
				Totals	215 (10)	873 (15)	1088 (25)		

AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Spg 97
WFTH	1590	5 kw/0.019 kw	Black Gospel	AURN	\$ NA	—		
WREJ	1540	10 kw (Days, DA)	Black Gospel		\$<20.00	Sentry		WSOJ-FM/KJS-F
WRNL	910	5 kw/1.5 kw (DA-N)	Sports	Westwd, CBS, 1/1	\$21.00	Clr Chnl		Clear Channel
WRVA	1140	50 kw (DA-1)	Full Service	CBS, ABC	\$80.00	Mc-Guild		Clear Channel
WTVR	1380	5 kw (DA-2)	Standards	ABC	\$<20.00	Katz		Clear Channel

FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Spg 97
WBZU	106.5	7.6 kw @ 1234	AOR-New Rock		\$39.00	Banner		Capstar
WCDX	92.1	4.5 kw @ 771	Black		\$95.00	Allied		Sinclair Commun. Mechanicsville
WKHK	95.3	17.5 kw @ 394	Country		\$125.00	Mc-Guild		Capstar Colonial Heights
WKJS	104.7	100 kw @ 981	Black AC	ABC	\$ NA	Sentry		WREJ/WSOJ-F Crewe
WKLR	96.5	50 kw @ 492	Classic Hits		\$45.00	Mc-Guild		Capstar Williamsburg
WMXB	103.7	20 kw @ 840	AC	AP	\$81.00	Mc-Guild		Capstar
WPLZ	99.3	6 kw @ 328	Black AC	Westwd, CBS	\$46.00	Allied		Sinclair Commun. Petersburg
WRVQ	94.5	200 kw @ 350	CHR	ABC	\$75.00	Clr Chnl		Clear Channel
WRXL	102.1	20 kw @ 791	AOR		\$73.00	Clr Chnl		Clear Channel
WSMJ	101.1	2 kw @ 404	Jazz		\$ NA	Allied		Sinclair Commun.
WSOJ	100.3	4.7 kw @ 371	Black	ABC	\$22.00	Sentry		WREJ/WKJS-F Petersburg
WTVR	98.1	50 kw @ 840	Soft AC		\$85.00	Katz		Clear Channel

Notes: 2/98 WVGO-F changed from Oldies to Black AC as WKJS-F . . . 3/98 WZOD (1290; Colonial Heights) changed calls to WDZY ("Disney") . . . 6/98 WPES (1430; Ashland) sold for \$157,000

Jim Duncan

Comments: Listening levels are up a bit . . . WSMJ-F has faded to its lowest share since adopting the Jazz format . . . WKJS-F moved up nicely with its new Black AC format . . . There's an interesting competition for 12+ leadership

RIVERSIDE-SAN BERNARDINO

Arbitron Rank: 29 Pop (12+): 1,357,000
MSA Rank: 11
MSA Pop: 3,100,000
DMA: Los Angeles (#2)
Average Persons Rating: 16.5
Market TSL in Hours: 22.00

Stations: 51 / 16
Diaries: 2,463/551:1/53.1%
Sample Target: 2,420
% Below Line: 53.4
% Not Listed: 11.1
Pop per Station: 84,812

Last Year's Revenue: \$27,000,000
Household Income: \$38,473
Total Retail Sales: \$12.4 Bil.
#1 Biller: KFRG-FF \$10,400,000
#1 Billing Portfolio: CBS \$10,400,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KFRG-FF	251 / 11.2	12.3	11.3	10.5	10.0	11.3	2762 / 20.4	20.5	19.1	324 / 3660	I	KFRG-FF
2	KGGI-F	137 / 6.1	5.6	7.0	6.1	6.1	6.2	2869 / 21.1	19.0	19.5	191 / 4235	F	KGGI-F
3	KFI	134 / 6.0	7.7	6.1	6.4	7.5	6.5	1843 / 13.6	13.4	14.9	220 / 2846		KFI
4	KOLA-F	104 / 4.6	3.7	4.2	4.9	4.4	4.4	1548 / 11.4	13.1	13.5	121 / 2028	E	KOLA-F
5	KKBT-F	80 / 3.6	3.8	3.9	5.0	5.2	4.1	1500 / 11.1	8.5	10.2	121 / 2290		KKBT-F
6	KLOS-F	71 / 3.2	2.7	2.9	2.9	2.5	2.9	1043 / 7.7	8.3	9.6	89 / 1592		KLOS-F
7	KWRP-F	68 / 3.0	2.2	2.8	3.5	2.6	2.9	548 / 4.0	4.1	3.8	69 / 639	C	KWRP-F
	KIIS-F	68 / 3.0	3.2	2.4	2.1	2.8	2.7	1625 / 12.0	10.8	10.9	112 / 2526		KIIS-F
9	KOST-F	66 / 2.9	2.9	3.0	2.1	3.1	2.7	1387 / 10.2	9.6	10.5	122 / 2106		KOST-F
10	KSCA-F	62 / 2.8	4.6	3.2	2.3	2.0	3.2	729 / 5.4	6.1	4.2	107 / 1091		KSCA-F
11	KCAL-F	61 / 2.7	1.9	2.9	3.8	2.9	2.8	951 / 7.0	7.1	8.3	95 / 1470	E	KCAL-F
12	KCXX-F	60 / 2.7	3.0	3.2	2.4	1.8	2.8	1248 / 9.2	8.5	7.1	105 / 1852	D	KCXX-F
13	KLVE-F	52 / 2.3	2.8	2.3	2.1	2.3	2.4	665 / 4.9	5.6	5.2	82 / 1026		KLVE-F
	KPWR-F	52 / 2.3	1.7	1.4	1.6	2.4	1.8	1202 / 8.9	5.9	8.1	77 / 1950		KPWR-F
15	KTWV-F	48 / 2.1	2.2	2.1	1.9	2.6	2.1	832 / 6.1	7.4	7.4	64 / 1103		KTWV-F
16	KNX	43 / 1.9	2.2	1.9	1.8	2.0	1.9	955 / 7.0	7.4	7.4	68 / 1509		KNX
17	KSSE-F	41 / 1.8	2.7	2.7	2.0	2.4	2.3	746 / 5.5	7.0	6.1	62 / 946		KSSE-F
	KBIG-F	41 / 1.8	1.8	1.4	2.0	2.2	1.8	822 / 6.1	5.7	7.7	58 / 1435		KBIG-F
19	KRTH-F	40 / 1.8	1.6	1.4	2.4	2.2	1.8	824 / 6.1	6.6	7.9	62 / 1390		KRTH-F
20	KCBS-F	39 / 1.7	2.8	2.4	2.9	2.6	2.5	910 / 6.7	8.8	8.6	63 / 1398		KCBS-F
21	KLSX-F	36 / 1.6	1.6	1.4	1.8	1.0	1.6	578 / 4.3	4.4	2.9	67 / 1067		KLSX-F
22	KROQ-F	34 / 1.5	1.8	1.6	2.4	2.1	1.8	874 / 6.4	6.5	7.2	52 / 1390		KROQ-F

12+ FM Share (Metro): 82.91% (1650 of 1990) (Spring 97: 80.84%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KGGI-F >>	1 KFRG-FF <	1 KFRG-FF >	1 KFRG-FF >>	1 KFRG-FF >>	1 KFRG-FF >	1 KFRG-FF >	1 KFRG-FF >	1 KFRG-FF >	1 KGGI-F <	1 KFRG-FF >
2 KIIS-F	2 KGGI-F	2 KGGI-F	2 KLOS-F <	2 KOLA-F <	2 KFI	2 KFI	2 KFI >	2 KGGI-F	2 KFRG-FF	2 KGGI-F
3 KKBT-F	3 KKBT-F	3 KLOS-F	3 KGGI-F <	3 KFI <	3 KOLA-F	3 KGGI-F <	3 KOLA-F	3 KOLA-F	3 KKBT-F	3 KOLA-F
4 KPWR-F <	4 KCAL-F	4 KFI	4 KFI <	4 KLOS-F <	4 KWRP-F >	4 KLOS-F	4 KGGI-F	4 KFI	4 KFI	4 KFI <
5 KCXX-F >	5 KCXX-F	5 KKBT-F <	5 KOLA-F	5 KGGI-F	5 KLOS-F <	5 KOLA-F	5 KWRP-F <	5 KKBT-F	5 KOST-F	5 KKBT-F <
6 KPWR-F	6 KCAL-F	6 KKBT-F <	6 KOST-F <	6 KOST-F <	6 KOST-F	6 KLSX-F <	6 KLOS-F	6 KCAL-F <	6 KIIS-F	6 KIIS-F <
7 KIIS-F	7 KOLA-F	7 KSCA-F <	7 KSCA-F <	7 KSCA-F	7 KTWV-F	7 KWRP-F <	KOST-F <	7 KIIS-F	KPWR-F <	7 KWRP-F <
	KSCA-F <	8 KSCA-F <	8 KOST-F <	KKBT-F	KNX <	8 KKBT-F <	8 KCAL-F <	KCXX-F	8 KCXX-F	8 KSCA-F <
9 KROQ-F <	9 KOST-F <	9 KCAL-F <	9 KCAL-F <		9 KGGI-F	9 KIIS-F <		9 KIIS-F	9 KOLA-F	9 KCXX-F
10 KLOS-F	10 KCXX-F <	10 KLVE-F				10 KSCA-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	12+ Ovrnite
1 KGGI-F	1 KFRG-FF <	1 KFRG-FF	1 KFRG-FF >	1 KFRG-FF >>	1 KCAL-F	1 KCAL-F	1 KFRG-FF	1 KFRG-FF	1 KFRG-FF >	1 KFRG-FF
2 KKBT-F <	2 KGGI-F >	2 KGGI-F >	2 KGGI-F >	2 KGGI-F	2 KPWR-F	2 KFRG-FF	2 KKBT-F <	2 KLOS-F	2 KLOS-F >	2 KFI >
3 KFRG-FF	3 KKBT-F <	3 KOST-F	3 KKBT-F	3 KOLA-F	3 KGGI-F	3 KKBT-F <	3 KCAL-F	3 KCAL-F	3 KOLA-F <	3 KGGI-F
4 KCXX-F	4 KCXX-F	KFI	KOST-F <	4 KFI	4 KROQ-F	4 KLOS-F	KLOS-F	4 KFI	4 KFI	4 KKBT-F <
5 KIIS-F	5 KIIS-F	5 KSCA-F	5 KFI <	5 KOST-F	5 KCXX-F	KGGI-F	KLSX-F	KGGI-F <	5 KCAL-F	5 KIIS-F
6 KPWR-F	KOST-F	KCXX-F	6 KOLA-F	6 KBIG-F <	6 KIIS-F	KPWR-F	6 XTRA	6 KKBT-F <	6 KSCA-F <	
7 KOST-F >	7 KSCA-F <	KKBT-F <	7 KCXX-F	7 KLVE-F	7 KKBT-F	7 KLSX-F	7 KSCA-F	7 KOLA-F	7 KLSX-F	
	8 KFI	8 KIIS-F	KIIS-F <	8 KKBT-F <		KROQ-F	8 KROQ-F	KSCA-F	KKBT-F <	
	9 KSSE-F <		9 KLVE-F <	9 KSCA-F		9 KCXX-F <	KGGI-F	9 KLSX-F <	9 KCBS-F <	
							KCBS-F <	10 KPWR-F <	10 KTWV-F <	

RIVERSIDE-SAN BERNARDINO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KATY-F	AC	101.3	Idyllwild	0.8	2.0	23	360
KCAL	SP	1410	Redlands	0.6	1.5	13	207
KCKC	C/O	1350	San Bernardino	0.5	1.4	15	260
KDIF	SP-C	1440	Riverside	0.7	2.0	16	270
KELT-F	SAC	92.7	Riverside	0.9	2.9	22	432
KXRS-F	SP-C	105.7	Hemet	0.6	1.3	14	177
KXSB-F	SP-C	101.7	Big Bear Lake	0.5	2.0	12	269

Consolidation Report			12+	25-54	Revenue
Anaheim			7.3 %	8.3 %	25.1 %
KCAL-FM, KOLA-FM					
CBS			11.2 %	12.5 %	38.5 %
KFRG-FM, KXFG-FM					
EXCL			2.4 %	10.5 %	2.6 %
KCAL-AM, KSSE-FM, KSZZ-AM					
			20.9 %	31.3 %	66.2 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KABC	T	790	Los Angeles	0.7	2.4	27	527
KACE-FF	B/O	98.3	W. Covina	1.3	3.0	35	606
KCLB-F	AOR	93.7	Coachella	0.3	0.5	12	153
KCMG-F	B/O	100.3	Los Angeles	1.3	5.0	46	984
KFWB	N	990	Los Angeles	0.8	3.1	29	783
KJLH-F	B/AC	102.3	Compton	0.3	0.9	11	167
KKGO-F	CL	105.1	Los Angeles	0.9	2.7	27	546
KKLA	REL	1240	San Bernardino	0.4	0.9	9	120
KKLA-F	REL	99.5	Los Angeles	0.4	1.2	9	213
KLAC	ST	570	Los Angeles	1.0	3.8	33	720
KLAX-F	SP-R	97.9	E. Los Angeles	0.6	1.9	41	329
KLYY-F	AOR-NR	107.1	Arcadia	0.6	3.7	21	793
KRLA	O	1110	Pasadena	0.4	1.5	13	318
KTNQ	SP-NT	1020	Los Angeles	1.0	1.4	24	243
KWVE-F	REL	107.9	San Clemente	0.5	2.3	16	453
KYSR-F	AC/CHR	98.7	Los Angeles	0.8	4.5	42	1120
KZLA-F	C	93.9	Los Angeles	0.8	3.4	43	832
XTRA	SPRTS	690	Tijuana, MX	1.1	2.5	34	670

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	145 (4)	145 (4)	7.3 %	7.2 %
AOR/Classic/NR	0 (0)	285 (7)	285 (7)	14.3 %	13.9 %
Black/Urban	0 (0)	196 (6)	196 (6)	9.8 %	9.5 %
CHR	0 (0)	205 (2)	205 (2)	10.3 %	10.1 %
Classical	0 (0)	20 (1)	20 (1)	1.0 %	1.5 %
Country	12 (1)	269 (3)	281 (4)	14.1 %	13.2 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	53 (4)	194 (6)	247 (10)	12.4 %	13.1 %
Jazz	0 (0)	48 (1)	48 (1)	2.4 %	2.9 %
News/Talk	210 (4)	36 (1)	246 (5)	12.4 %	13.5 %
Oldies	10 (1)	144 (2)	154 (3)	7.7 %	8.5 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	9 (1)	19 (2)	28 (3)	1.4 %	1.2 %
Soft AC	0 (0)	21 (1)	21 (1)	1.1 %	3.7 %
Sports	24 (1)	0 (0)	24 (1)	1.2 %	0.5 %
Standards/EZ	22 (1)	68 (1)	90 (2)	4.5 %	1.2 %
Totals	340 (13)	1650 (37)	1990 (50)		

AM Stations

KCAL	1410	5 kw/4 kw (DA-N)	Hispanic	\$33.00	Caballero	EXCL	Redlands
KDIF	1440	1 kw	Hispanic-Contemp.	\$ NA	Katz Hisp.	Jacor	
KSZZ	590	1 kw (DA-2)	See KCAL		Caballero	EXCL	

FM Stations

KCAL	96.7	1.75 kw @ 376	AOR	\$81.00	Banner	Anaheim	Redlands
KCXX	103.9	0.19 kw @ 1751	Progressive AOR	\$ NA	Mc-Guild	All-Pro	Lake Arrowhead
KELT	92.7	6 kw @ 328	Soft AC	\$ NA	---	Amaturo	
KFRG	95.1	50 kw @ 490	Country	\$175.00	Allied	CBS	
KGGI	99.1	2.5 kw @ 1844	CHR/Urban	\$102.00	Sentry	Chancellor	
KOLA	99.9	29.5 kw @ 1663	Oldies	\$85.00	Banner	Anaheim	
KWRP	96.1	0.25 kw @ 1565	Standards	USA, Westwd	\$35.00	---	San Jacinto
KXFG	92.9	6 kw @ 328	See KFRG-F				Sun City
KXRS	105.7	0.17 kw @ 1023	Hispanic-Contemp.	\$ NA	Lotus	Lazer	Hemet
KXSB	101.7	0.27 kw @ 1414	Hispanic-Contemp.	UPI	\$ NA		Big Bear Lake

Notes: Other ranked stations - See Los Angeles . . . 3/98 KNSE (1510; Ontario) sold for \$1,300,000 (Stanfield) . . . 5/98 KDIF (1440) sold to Jacor for \$2,650,000 (Jorgenson)

Jim Duncan

Comments: Overall listening to radio is down slightly . . . Listening to local stations is up compared to last year (less below-the-line listening)

ROANOKE-LYNCHBURG

Arbitron Rank: 104 Pop (12+): 383,900
MSA Rank: 187-Roan.; 196-Lynchbg.
MSA Pop: 439,000
DMA: 67
Average Persons Rating: 16.1
Market TSL in Hours: 21.25

Stations: 29 / 23
Diaries: 982/391:1/59.8%
Sample Target: 850
% Below Line: 4.8
% Not Listed: 14.9
Pop per Station: 16,891

Last Year's Revenue: \$17,700,000
Household Income: \$40,003
Total Retail Sales: \$5.4 Bil.
#1 Biller: WYYD-F \$3,900,000
#1 Billing Portfolio: Capstar \$10,350,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level		
1	WYYD-F	C	68 / 11.0	12.2	12.4	11.8	14.1	854 / 22.3	19.9	21.8	96 / 1277	E	WYYD-F
2	WSLQ-F	AC	53 / 8.6	7.2	8.3	7.1	7.5	642 / 16.7	15.4	16.7	101 / 1464	D	WSLQ-F
3	WROV-F	AOR	51 / 8.2	8.7	5.4	8.5	6.5	780 / 19.8	19.2	17.1	108 / 1648	D*	WROV-F
4	WJJS-FF	B	47 / 7.6	8.4	8.5	11.3	10.9	731 / 19.0	18.5	19.3	50 / 814	C	WJJS-FF
5	WXLK-FF	CHR	43 / 6.9	7.1	8.5	7.6	8.7	908 / 23.6	20.4	22.4	95 / 1920	D	WXLK-FF
6	WLQE-AF	ST	42 / 6.8	3.3	2.9	2.8	3.6	293 / 7.6	6.3	7.4	44 / 355	A	WLQE-AF
7	WPVR-F	CL AOR	32 / 5.2	4.8	4.9	5.3	5.3	438 / 11.4	13.0	12.2	55 / 934	C	WPVR-F
8	WJLM-F	C	27 / 4.4	4.4	5.1	4.4	4.1	342 / 8.9	9.0	11.6	33 / 416	B	WJLM-F
9	WFIR	FS	25 / 4.0	4.4	3.4	3.5	4.9	366 / 9.3	10.1	7.8	32 / 478	B	WFIR
10	WLDJ-F	O	20 / 3.2	2.5	2.6	3.3	1.8	242 / 6.3	6.7	7.9	21 / 319	^	WLDJ-F
	WRDJ-F	O	20 / 3.2	3.8	3.6	1.6	2.6	283 / 7.4	8.1	7.8	21 / 314	B^	WRDJ-F
12	WLLL	B/G	16 / 2.6	5.6	2.6	3.1		125 / 3.3	4.5	2.7	16 / 125	A	WLLL
13	WSLC	C/FS	15 / 2.4	2.5	5.2	3.5	3.1	181 / 4.7	6.2	7.5	16 / 189	A	WSLC

12+ FM Share (Metro): 84.63% (446 of 527) (Spring 1997: 82.36%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	WJJS-FF >>	1 WROV-F	1 WROV-F <	1 WSLQ-F <	1 WYYD-F <	1 WYYD-F	1 WYYD-F	1 WYYD-F	1 WJJS-FF	1 WJJS-FF <
2	WXLK-FF	2 WJJS-FF	2 WYYD-F <	2 WSLQ-F	2 WSLQ-F	2 WSLQ-F <	2 WSLQ-F	2 WROV-F <	2 WXLK-FF	2 WYYD-F
3	WYYD-F >	3 WYYD-F <	3 WSLQ-F	3 WROV-F	3 WROV-F	3 WSLQ-F >	3 WROV-F >	3 WLQE-AF <	3 WJJS-FF <	3 WYYD-F
	4 WXLK-FF	4 WXLK-FF <	4 WPVR-F	4 WPVR-F	4 WPVR-F	4 WXLK-FF <	4 WROV-F <	4 WXLK-FF	4 WSLQ-F <	4 WLQE-AF
	5 WSLQ-F >	5 WJJS-FF <	5 WXLK-FF	5 WXLK-FF	WJLM-F	5 WLQE-AF <	5 WFIR	WSLQ-F	5 WROV-F	5 WXLK-FF <
	6 WPVR-F	6 WPVR-F >>	6 WJJS-FF	6 WJJS-FF	WROV-F <	6 WJJS-FF	6 WPVR-F <	6 WLQE-AF	6 WPVR-F >	6 WSLQ-F >
			7 WJLM-F	7 WJLM-F	7 WFIR	7 WJLM-F	7 WXLK-FF <	7 WPVR-F	7 WLQE-AF	
			WLDJ-F	WLDJ-F	8 WRDJ-F <	WPVR-F >	8 WJJS-FF			

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	12+ Ovmit
1	WJJS-FF >	1 WJJS-FF	1 WSLQ-F	1 WSLQ-F	1 WSLQ-F	1 WXLK-FF	1 WROV-F >	1 WROV-F >	1 WROV-F <	1 WJJS-FF >
2	WXLK-FF	2 WXLK-FF	2 WYYD-F	2 WYYD-F <	2 WYYD-F >	WROV-F	2 WYYD-F	2 WYYD-F	2 WYYD-F >	2 WJLM-F
3	WROV-F >	WROV-F	3 WXLK-FF	3 WJJS-FF	3 WJJS-FF <	3 WJJS-FF	3 WPVR-F	3 WSLQ-F <	3 WSLQ-F	WYYD-F
4	WYYD-F >	WSLQ-F	WJJS-FF	4 WXLK-FF	4 WPVR-F	4 WYYD-F >	4 WPVR-F	4 WJJS-FF	4 WPVR-F <	4 WPVR-F
		5 WYYD-F >>>	WROV-F >>	5 WROV-F	5 WXLK-FF	5 WPVR-F >>	WXLK-FF >	WSLQ-F	5 WXLK-FF >	5 WXLK-FF
				WPVR-F >	6 WROV-F		6 WJMH-F	6 WJJS-FF	6 WFIR	
				WRDJ-F	WRDJ-F	WSLQ-F	WFIR >	7 WFIR	7 WJLM-F	
									WLDJ-F	

Other Rated Stations Metro Cume TSA Share Rating AQH Cume

WJJS	B/O	1320	Lynchburg	0.6	1.7	4	71
WKDE-F	C	105.5	Altavista	0.8	2.1	6	144
WLNI-F	T	105.9	Lynchburg	1.0	2.7	6	113
WRVX-F	AC	97.9	Lynchburg	1.5	4.5	10	202
WTOY	B	1480	Salem	0.8	1.7	6	76
WWWR	G	910	Roanoke	0.5	1.7	4	71
WZZI-F	C/O	101.5	Vinton	1.0	2.1	7	89

Other Rated Stations--Outside Market Metro Cume TSA Share Rating AQH Cume

WAKG-F	C	103.3	Danville	0.5	1.5	65	842
WJMH-F	B	102.1	Reidsville, NC	1.8	3.8	31	469
WKJS-F	B/AC	104.7	Crewes	1.0	2.8	13	218
WQMG-F	B/AC	97.1	Greensboro	0.3	1.9	15	270
WQOK-F	B	97.5	S. Boston	1.0	2.9	19	369
WXRA-F	AOR	94.5	Eden, NC	0.3	1.5	10	339

ROANOKE-LYNCHBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	43.0 %	50.3 %	58.5 %	AC	0 (0)	62 (2)	62 (2)	11.8 %	9.9 %
WFIR-AM, WJJS-AM, WJJS-FM, WJXX-FM, WLDJ-FM, WPVR-FM, WRDJ-FM, WROV-AM, WROV-FM, WYYD-FM				AOR/Classic/NR	0 (0)	85 (3)	85 (3)	16.1 %	12.8 %
				Black/Urban	9 (2)	72 (6)	81 (8)	15.4 %	14.5 %
Mel Wheeler	22.3 %	24.0 %	33.3 %	CHR	0 (0)	43 (2)	43 (2)	8.2 %	10.1 %
WJLM-FM, WLYK-FM, WSLC-AM, WSLQ-FM, WXLK-FM				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	109 (5)	109 (5)	20.7 %	22.5 %
	65.4 %	74.3 %	91.8 %	Full Service	40 (2)	0 (0)	40 (2)	7.6 %	10.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	0 (0)	6 (1)	6 (1)	1.1 %	3.3 %
				Oldies	0 (0)	40 (2)	40 (2)	7.6 %	8.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	19 (2)	0 (0)	19 (2)	3.6 %	4.5 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	13 (1)	29 (1)	42 (2)	8.0 %	3.5 %
				Totals	81 (7)	446 (22)	527 (29)		

AM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station
WFIR	960	5 kw	(DA-N)	Full Service	CBS, Talknt \$19.00	Banner	Capstar
WLL	930	5 kw	(Days)	Black Gospel	ABC, BNN \$ NA	Allied	Roanoke
WLVA	590	5 kw/1 kw	(DA-2)	See WLQE-F			Lynchburg
WSLC	610	5 kw/1 kw	(DA-2)	Country/Full Svc.	Westwd \$15.00	Katz	Mel Wheeler

FM Stations

Station	Freq	Power	Time	Format	Advertiser	Agency	Station
WJJS	106.1	0.73 kw	@ 909	Black/CHR	\$35.00	Eastman	Capstar
WJXX	101.7	3.4 kw	@ 289	See WJJS-F			Vinton
WJLM	93.5	5.8 kw	@ 98	Country	Westwd, ABC \$<20.00	--	Capstar
WLDJ	102.7	22 kw	@ 745	See WRDJ-F			Lynchburg
WLQE	106.9	0.29 kw	@ 1276	Standards	Westwd \$ NA	--	Salem
WLYK	100.1	20 kw	@ 328	See WXLK-F			Appamattox
WPVR	94.9	100 kw	@ 1980	Classic AOR	\$40.00	Banner	Bedford
WRDJ	104.9	3.1 kw	@ 925	Oldies	\$<20.00	Eastman	Capstar
WROV	96.3	14 kw	@ 2076	AOR	ABC \$47.00	Christal	Capstar
WSLQ	99.1	200 kw	@ 1990	AC	\$42.00	Katz	Mel Wheeler
WXLK	92.3	93 kw	@ 2050	CHR	CNN \$54.00	Mc-Guild	Mel Wheeler
WYYD	107.9	20.5 kw	@ 1768	Country	ABC \$84.00	Mc-Guild	Capstar

Notes: * WROV-F revenue level includes WROV revenue . . . ^ WRDJ-F revenue level includes WLDJ-F revenue

Jim Duncan

Comments: Listening levels are steady . . . WYYD-F has its lowest share since around 1990 . . . Standards WLQE-F took a big jump . . . WSLQ-F has its highest share in more than five years

ROCHESTER

Arbitron Rank: 47 Pop (12+): 898,400	Stations: 29 / 21	Last Year's Revenue: \$34,500,000
MSA Rank: 51	Diaries: 2,358/381:1/55.9%	Household Income: \$47,287
MSA Pop: 1,090,000	Sample Target: 2,200	Total Retail Sales: \$9.9 Bil.
DMA: 73	% Below Line: 4.3	#1 Biller: WCMF-F \$5,850,000
Average Persons Rating: 15.9	% Not Listed: 15.2	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 42,781	CBS \$15,540,000

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spq	4-Book	12+ Metro	Fall	Spq	12+ TSA	Revenue	
		1/4	Share	98	97	97	97	Avg	Cume / Rtg.	97	97	AQH / Cume	Level	
1	WBEE-F	C	143 / 10.0	10.4	11.5	10.5	12.0	10.6	1827 / 20.3	20.5	21.4	167 / 2079	F	WBEE-F
	WHAM	FS	143 / 10.0	10.8	11.9	11.0	10.7	10.9	1934 / 21.5	26.5	22.6	153 / 2073	G	WHAM
3	WRMM-F	SAC	108 / 7.5	7.2	7.6	6.8	7.4	7.3	1637 / 18.2	19.9	20.6	113 / 1706	F	WRMM-F
4	WPXY-F	CHR	104 / 7.3	7.0	6.6	8.9	7.9	7.4	2108 / 23.5	23.7	23.3	107 / 2230	F	WPXY-F
5	WVOR-F	AC	101 / 7.1	5.8	4.5	4.9	4.5	5.6	1417 / 15.8	13.3	13.8	108 / 1520	C	WVOR-F
6	WDKX-F	B	81 / 5.7	5.4	4.5	5.7	5.0	5.3	912 / 10.2	8.6	8.3	81 / 912	C	WDKX-F
7	WCMF-F	AOR	78 / 5.5	5.8	6.5	5.8	6.5	5.9	1348 / 15.0	16.1	17.6	92 / 1609	G	WCMF-F
8	WZNE-F	AC-NR	74 / 5.2	4.6	4.8	4.7	3.2	4.8	1524 / 17.0	16.0	11.6	74 / 1540	B	WZNE-F
9	WNVE-F	AOR-NR	71 / 5.0	5.4	6.5	5.5	5.1	5.6	1381 / 15.2	17.8	17.2	88 / 1680	C	WNVE-F
10	WBBF-F	O	67 / 4.7	4.6	4.6	4.3	4.2	4.5	1396 / 15.5	14.9	15.6	71 / 1491	C	WBBF-F
11	WEZO	ST	40 / 2.8	2.3	3.3	3.0	3.1	2.8	628 / 7.0	6.4	6.7	40 / 635	A	WEZO
12	WQRV-F	CL AOR	35 / 2.4	2.3	2.3	1.9	2.9	2.2	895 / 10.0	8.6	10.4	39 / 973	B	WQRV-F
13	WYSY-F	SAC	24 / 1.7	1.9	3.0	2.5	2.3	2.3	391 / 4.3	9.1	7.9	24 / 428	B	WYSY-F
14	WMAX-F	CHR/B	23 / 1.6	0.7	0.6	0.9	0.5	1.0	539 / 6.0	2.7	2.2	24 / 585		WMAX-F
15	WJZR-F	J	19 / 1.3	1.4	1.1	0.9	0.9	1.2	374 / 4.2	3.6	3.1	19 / 378	A	WJZR-F
16	WHTK	T	15 / 1.0	1.5	1.2	1.1	0.8	1.2	369 / 4.1	5.2	2.9	15 / 375	A	WHTK
17	WNUC-F	C	14 / 1.0	0.5	0.5	0.7	1.1	0.7	238 / 2.7	2.3	3.3	38 / 534		WNUC-F
18	WZXF-F	REL	13 / 0.9	0.8	0.9	0.9	1.2	0.9	191 / 2.1	2.2	2.4	14 / 220		WZXF-F

12+ FM Share (Metro): 82.44% (1000 of 1213) (Spring 97: 79.68%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPXY-F	1 WPXY-F	1 WBEE-F	1 WBEE-F	1 WBEE-F	1 WHAM	1 WHAM >	1 WHAM <	1 WBEE-F <	1 WPXY-F <	1 WBEE-F >
2 WNVE-F	2 WVOR-F	WVOR-F <	2 WVOR-F <	2 WRMM-F <	2 WBEE-F >	2 WBEE-F <	2 WVOR-F <	2 WHAM	2 WDKX-F <	2 WHAM <
3 WDKX-F >>	3 WNVE-F <	3 WPXY-F	3 WPXY-F <	3 WVOR-F	3 WRMM-F	3 WCMF-F	3 WRMM-F <	3 WPXY-F	3 WBEE-F	3 WDKX-F <
	4 WDKX-F	4 WRMM-F <	4 WRMM-F <	4 WPXY-F <	4 WBBF-F	4 WRMM-F <	4 WBEE-F >	4 WRMM-F <	4 WHAM	4 WPXY-F
	5 WZNE-F <	5 WZNE-F <	5 WCMF-F	5 WCMF-F	5 WVOR-F	5 WNVE-F	5 WPXY-F	5 WVOR-F	5 WRMM-F	5 WBBF-F <
	6 WCMF-F <	6 WCMF-F <	WZNE-F	WHAM <	6 WCMF-F <	6 WVOR-F <	6 WZNE-F <	6 WZNE-F	6 WZNE-F	6 WRMM-F
	7 WRMM-F	7 WDKX-F	7 WHAM	7 WZNE-F	7 WEZO <	7 WPXY-F	7 WCMF-F	7 WDKX-F <	7 WVOR-F <	7 WVOR-F
	8 WBEE-F >>	8 WNVE-F	8 WBBF-F <	8 WBBF-F	8 WPXY-F	8 WDKX-F <	8 WBBF-F <	8 WBBF-F	8 WNVE-F <	8 WZNE-F
						9 WZNE-F <	9 WDKX-F <	WNVE-F	9 WCMF-F	9 WNVE-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	12+ Ovrnite
1 WPXY-F <	1 WPXY-F <	1 WPXY-F <	1 WRMM-F <	1 WRMM-F	1 WNVE-F <	1 WNVE-F <	1 WCMF-F <	1 WCMF-F	1 WCMF-F	1 WDKX-F <
2 WVOR-F <	2 WVOR-F	2 WVOR-F	2 WVOR-F <	2 WVOR-F <	2 WDKX-F	2 WCMF-F >	2 WNVE-F	2 WNVE-F <	2 WBEE-F <	2 WHAM
3 WDKX-F	3 WRMM-F	3 WRMM-F	3 WPXY-F	3 WBEE-F	3 WCMF-F >	3 WDKX-F	3 WZNE-F	3 WZNE-F <	3 WHAM <	3 WBEE-F
4 WRMM-F	4 WZNE-F <	4 WBEE-F	4 WBEE-F	4 WPXY-F >	4 WPXY-F	4 WPXY-F	4 WPXY-F	4 WBEE-F	4 WZNE-F	4 WRMM-F
5 WZNE-F	5 WBEE-F	5 WZNE-F >	5 WDKX-F	5 WDKX-F	WVOR-F	WZNE-F	5 WBEE-F	5 WHAM <	5 WNVE-F <	5 WVOR-F
6 WNVE-F	WDKX-F >	6 WDKX-F >	6 WZNE-F	WBBF-F	6 WZNE-F	6 WVOR-F	6 WVOR-F	6 WPXY-F	6 WPXY-F <	6 WPXY-F <
			7 WBBF-F	7 WHAM <		7 WBEE-F >	7 WQRV-F	7 WVOR-F <	7 WBBF-F <	7 WBBF-F <
								8 WDKX-F	8 WVOR-F	8 WVOR-F
									WQRV-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
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WDCZ-AF REL 102.7 Webster	0.3	1.7	5 151
WWVG REL 1460 Rochester	0.6	1.3	8 116

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
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CFMX-F CL 103.1 Coburg, ON	0.3	1.2	5 112
WGRF-F AOR/CL 96.9 Buffalo	0.3	1.0	7 133
WKSE-F CHR 98.5 Niagara Falls	0.6	1.7	9 173
WMJQ-F AC/CHR 102.5 Buffalo	0.5	2.1	10 280
WWHT-F CHR 107.9 Syracuse	0.5	1.6	18 334
WYLF ST 850 Penn Yan	0.4	1.0	14 198
WYRK-F C 106.5 Buffalo	0.6	1.2	12 175

ROCHESTER

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
CBS	25.5 %	30.6 %	45.0 %	AC	0 (0)	182 (3)	182 (3)	15.0 %	10.4 %
WCMF-FM, WPXY-FM, WRMM-FM, WZNE-FM				AOR/Classic/NR	0 (0)	189 (4)	189 (4)	15.6 %	20.8 %
Entercom	19.9 %	20.3 %	21.7 %	Black/Urban	0 (0)	81 (1)	81 (1)	6.7 %	5.8 %
WBBF-FM, WBEE-FM, WEZO-AM, WQRV-FM				CHR	0 (0)	142 (4)	142 (4)	11.7 %	9.9 %
Jacor	26.4 %	24.3 %	27.6 %	Classical	0 (0)	5 (1)	5 (1)	0.4 %	0.0 %
WHAM-AM, WHTK-AM, WISY-FM, WMAX-FM, WNVE-FM, WVOR-FM, WYSY-FM				Country	0 (0)	166 (3)	166 (3)	13.7 %	16.3 %
	71.8 %	75.2 %	94.3 %	Full Service	143 (1)	0 (0)	143 (1)	11.8 %	12.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	19 (1)	19 (1)	1.6 %	1.7 %
				News/Talk	15 (1)	0 (0)	15 (1)	1.2 %	1.9 %
				Oldies	0 (0)	67 (1)	67 (1)	5.5 %	4.9 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	9 (2)	17 (2)	26 (4)	2.1 %	2.7 %
				Soft AC	0 (0)	132 (3)	132 (3)	10.9 %	8.6 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	46 (2)	0 (0)	46 (2)	3.8 %	4.6 %
				Totals	213 (6)	1000 (23)	1213 (29)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Station
WEZO	950	1 kw (DA-2)	Standards	CNN	\$25.00	Katz	Entercom
WHAM	1180	50 kw	Full Service	CBS, Talknt, ABC	\$79.00	Mc-Guild	Jacor
WHTK	1280	5 kw (DA-N)	Talk	CNN	\$ NA	---	Jacor

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Buyer	Station
WBBF	98.9	37 kw @ 564	Oldies	Westwd	\$52.00	Katz	Entercom
WBEE	92.5	50 kw @ 500	Country	Westwd	\$92.00	Katz	Entercom
WCMF	96.5	50 kw @ 450	AOR		\$109.00	Christal	CBS
WDKX	103.9	0.8 kw @ 540	Black		\$34.00	Allied	
WISY	102.3	3.4 kw @ 282	See WYSY-F				Canandaigua
WJZR	105.9	3 kw @ 180	Jazz	AP	\$<20.00	---	
WMAX	107.3	6 kw @ 302	Dance CHR		\$<20.00	Eastman	Jacor
WNVE	95.1	9.5 kw @ 994	New Rock		\$45.00	D&R	Jacor
WPXY	97.9	50 kw @ 400	CHR		\$78.00	Eastman	CBS
WQRV	93.3	4 kw @ 390	Classic AOR	Westwd	\$<20.00	Katz	Entercom
WRMM	101.3	27 kw @ 640	Soft AC		\$82.00	Allied	CBS
WVOR	100.5	50 kw @ 480	AC		\$46.00	Eastman	Jacor
WYSY	106.7	3.5 kw @ 266	Soft AC		\$28.00	Allied	Jacor
WZNE	94.1	3.1 kw @ 328	Modern AC		\$ NA	---	CBS
WZXV	99.7	2.8 kw @ 485	Religion		\$ NA	---	Palmyra

Notes: 2/98 WMAX-F/WMHX-F changed from Progressive AOR to Soft AC as "Sunny . . . 2/98 WRCD-F changed from Jazz to Dance CHR (CHR/B) . . . 3/98 WMAX-F changed calls to WYSY-F; WMHX-F changed calls to WISY-F; both remain Soft AC . . . 3/98 WRCD-F changed calls to WMAX-F; remains Dance CHR . . . 6/98 WBBF (AM) changed calls to WEZO -- remains Standards; WKLX-F changed calls to WBBF-F -- remains Oldies

Jim Duncan

Comments: Listening levels are down slightly . . . WVOR-F has reached its highest shares in many years

ROCKFORD

Arbitron Rank: 146 **Pop (12+):** 251,500
MSA Rank: 140
MSA Pop: 357,000
DMA: 136
Average Persons Rating: 15.1
Market TSL In Hours: 20.00

Stations: 23 / 8
Diaries: 707/356:1/57.3%
Sample Target: 680
% Below Line: 22.6
% Not Listed: 15.3
Pop per Station: 31,438

Last Year's Revenue: \$10,900,000
Household Income: \$44,799
Total Retail Sales: \$2.8 Bil.
#1 Biller: WXRX-F \$2,800,000
#1 Billing Portfolio: Connoisseur \$4,860,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WXRX-F	AOR	53 / 13.9	11.8	14.5	13.2	18.0	680 / 27.0	23.5	25.1	67 / 978	D	WXRX-F
2	WZOK-F	CHR	43 / 11.3	13.0	14.5	13.6	13.8	841 / 33.4	31.1	35.4	76 / 1534	D	WZOK-F
3	WRWC-F	AC	40 / 10.5	9.2	9.2	12.7	8.3	517 / 20.5	20.6	23.0	60 / 767	C	WRWC-F
4	WXXQ-F	C	27 / 7.1	11.8	8.2	10.0	5.9	406 / 16.1	19.9	17.9	51 / 800	C	WXXQ-F
5	WKMQ-F	O	23 / 6.0	8.4	9.7	6.2	7.4	476 / 18.9	19.8	20.5	38 / 761	C	WKMQ-F
6	WNTA	ST/T	22 / 5.8	3.5	4.6	4.1	4.3	222 / 8.8	7.8	8.2	26 / 250	A	WNTA
8	WROK	FS	20 / 5.3	5.2	5.1	5.5	5.7	432 / 17.2	16.8	15.3	20 / 458	C	WROK
7	WGN	FS/T	20 / 5.3	2.9	3.6	3.6	5.0	301 / 12.0	7.2	8.9	48 / 682		WGN

12+ FM Share (Metro): 72.67% (234 of 322) (Spring 1997: 75.57%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WZOK-F >>>	1 WXRX-F >>	1 WXRX-F >	1 WXRX-F	1 WXRX-F	1 WRWC-F	1 WXRX-F >	1 WXRX-F	1 WXRX-F	1 WZOK-F	1 WZOK-F <
2 WXRX-F	2 WZOK-F	2 WRWC-F	2 WRWC-F	2 WRWC-F >	2 WNTA	2 WZOK-F <	2 WRWC-F	2 WRWC-F	2 WXRX-F >	2 WXRX-F >
WXXQ-F	3 WRWC-F >	3 WZOK-F >	3 WZOK-F	3 WZOK-F <	3 WKMQ-F <	3 WNTA	3 WZOK-F >	3 WZOK-F >	3 WRWC-F	3 WXXQ-F <
WJJO-F >>	4 WXXQ-F	4 WKMQ-F	4 WKMQ-F	4 WKMQ-F	4 WGN <	4 WRWC-F	4 WROK <	4 WKMQ-F <	4 WXXQ-F	4 WRWC-F
	5 WJJO-F	WXXQ-F >>	5 WXXQ-F >>	5 WXXQ-F >>	5 WXRX-F <	5 WXXQ-F <	5 WNTA	5 WXXQ-F	5 WGN >	5 WKMQ-F >
	6 WRCX-F >	6 WROK	6 WROK	6 WROK	6 WXXQ-F	6 WROK	6 WXXQ-F <	6 WGN >	6 WNTA	6 WGN
				7 WGN	WROK	7 WKMQ-F	7 WGN <	7 WROK <	7 WROK	7 WNTA <
						8 WKMQ-F >>	8 WKMQ-F >>	8 WNTA <	WKMQ-F	8 WQFL-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	12+ Ovrnite
1 WRWC-F	1 WRWC-F <	1 WRWC-F	1 WRWC-F	1 WRWC-F	1 WXRX-F >>>	1 WXRX-F >>>	1 WXRX-F >>>	1 WXRX-F >>>	1 WXRX-F >>	1 WGN
2 WZOK-F >>	2 WZOK-F	WZOK-F	2 WZOK-F	2 WZOK-F	2 WJJO-F >	2 WJJO-F	2 WRCX-F	2 WRWC-F	2 WRWC-F	WNTA
3 WXRX-F >>	3 WXRX-F >	3 WXRX-F	3 WXRX-F >	3 WXRX-F	3 WZOK-F >>	WZOK-F	WXXQ-F	3 WZOK-F	3 WKMQ-F	3 WXXQ-F
	4 WXXQ-F >>	4 WXXQ-F >>	4 WXXQ-F	4 WKMQ-F	4 WRCX-F	WZOK-F >	4 WKMQ-F	4 WKMQ-F	4 WXXQ-F	5 WZOK-F
			5 WKMQ-F >>>	5 WXXQ-F >>>	5 WXXQ-F >		5 WXXQ-F	5 WXXQ-F	5 WZOK-F	6 WRCX-F
							6 WRCX-F	6 WRCX-F	6 WRCX-F	WROK

Other Rated Stations
 Metro Share Cume Rating TSA AQH Cume

WQFL-F	REL	100.9	Rockford	2.1	5.7	12	212
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Other Rated Stations--Outside Market
 Metro Share Cume Rating TSA AQH Cume

WAIT	ST	850	Crystal Lake	1.6	2.1	21	150
WBBM	N	780	Chicago	1.3	5.9	10	317
WCKG-F	T/CL AOR	105.9	Elmwood Park	0.5	1.5	3	43
WDEK-F	CHR	92.5	De Kalb	0.8	6.6	21	511
WGCI-F	B	107.5	Chicago	0.5	1.6	2	66
WJJO-F	CL AOR	94.1	Watertown, WI	2.4	6.7	31	415
WJVL-F	C	99.9	Janesville, WI	1.6	5.0	44	530
WKPO-F	CHR	105.9	Evansville, WI	0.8	3.0	17	225
WLS	T	890	Chicago	1.8	4.8	18	258
WMAQ	N	670	Chicago	1.6	5.6	8	267
WMVP	T	1000	Chicago	0.5	2.9	3	95
WRCX-F	AOR	103.5	Chicago	1.6	2.9	11	176
WSJY-F	SAC	107.3	Ft. Atkinson, WI	1.8	4.1	22	312
WZEE-F	CHR	104.1	Madison, WI	0.5	4.6	15	483

Format Performance
 AM FM Total % Spg 97

AC	0	(0)	40	(1)	40	(1)	12.4	%	10.2	%
AOR/Classic/NR	0	(0)	70	(4)	70	(4)	21.7	%	17.3	%
Black/Urban	0	(0)	2	(1)	2	(1)	0.6	%	1.4	%
CHR	0	(0)	51	(4)	51	(4)	15.8	%	17.3	%
Classical	0	(0)	0	(0)	0	(0)	0.0	%	0.0	%
Country	0	(0)	33	(2)	33	(2)	10.2	%	12.8	%
Full Service	40	(2)	0	(0)	40	(2)	12.4	%	9.7	%
Hispanic	0	(0)	0	(0)	0	(0)	0.0	%	0.6	%
Jazz	0	(0)	0	(0)	0	(0)	0.0	%	0.0	%
News/Talk	42	(5)	0	(0)	42	(5)	13.0	%	11.6	%
Oldies	0	(0)	23	(1)	23	(1)	7.1	%	10.8	%
Others/Unknown	0	(0)	0	(0)	0	(0)	0.0	%	0.0	%
Religion/Gospel	0	(0)	8	(1)	8	(1)	2.5	%	3.7	%
Soft AC	0	(0)	7	(1)	7	(1)	2.2	%	2.0	%
Sports	0	(0)	0	(0)	0	(0)	0.0	%	0.9	%
Standards/EZ	6	(1)	0	(0)	6	(1)	1.9	%	1.7	%
Totals	88	(8)	234	(15)	322	(23)				

ROCKFORD

Consolidation Report	12+	25-54	Revenue
Airplay WKMQ-FM, WNTA-AM, WXRX-FM	25.7 %	29.0 %	42.2 %
Connoisseur WROK-AM, WXXQ-FM, WZOK-FM	23.7 %	20.3 %	44.6 %
	49.4 %	49.3 %	86.8 %

AM Stations

WNTA	1330	1 kw/0.091 kw (DA-1)	Standards/Talk	ABC	\$<20.00	Katz	Airplay
WROK	1440	5 kw/0.27 kw (DA-D)	Full Service	ABC	\$26.00	Allied	Connoisseur

FM Stations

WKMQ	95.3	1.25 kw @ 512	Oldies		\$30.00	Katz	Airplay	Winnebago
WRWC	103.1	1.2 kw @ 525	AC	Westwd	\$24.00	K&P	Salter	Rockton
WXRX	104.9	4 kw @ 400	AOR		\$50.00	Katz	Airplay	Belvidere
WXXQ	98.5	50 kw @ 400	Country		\$31.00	Allied	Connoisseur	Freeport
WZOK	97.5	50 kw @ 430	CHR		\$45.00	Allied	Connoisseur	

Notes: WGN - See Chicago . . . 6/98 WLUV-F (96.7; Loves Park) upgraded to 5 kw @ 161 ft.

Jim Duncan

Comments: Listening levels are down moderately (-0.6 rating point) . . . WXXQ-F slipped considerably - since 1995, the station has alternated good and bad books

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

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	N	- News
AOR	- Album Oriented Rock	O	- Oldies
AOR-NR	- New Rock	REL	- Religion, Christian
AOR-P	- Progressive AOR	REL-CC	- Contemporary Christian
B	- Black (audience 75%+ Black)	SAC	- Soft Adult Contemporary
B/AC	- Black Adult Contemporary	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ N	- Business News	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40, Contemporary	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Language)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel (B/G is Black 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	

SACRAMENTO

Arbitron Rank: 27 Pop (12+): 1,381,700	Stations: 28 / 25	Last Year's Revenue: \$75,000,000
MSA Rank: 34	Diaries: 2,852/484:1/53.0%	Household Income: \$44,805
MSA Pop: 1,700,000	Sample Target: 2,750	Total Retail Sales: \$15.4 Bil.
DMA: 21 (w/Stockton, Modesto)	% Below Line: 2.2	#1 Biller: KFBK \$10,800,000
Average Persons Rating: 15.3	% Not Listed: 17.5	#1 Billing Portfolio: CBS \$29,920,000
Market TSL in Hours: 20.75	Pop per Station: 55,268	

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KFBK	N/T	197 / 9.3	9.7	9.6	9.8	10.5	9.6	2540 / 18.4	20.5	21.4	263 / 3373	I	KFBK
2	KFSM-F	CHR/U	143 / 6.8	6.2	8.5	7.5	8.0	7.2	2728 / 19.7	19.0	18.8	208 / 4107	H	KFSM-F
3	KZZO-F	AC-NR	138 / 6.5	6.3	7.2	7.1	8.2	6.8	2751 / 19.9	21.3	20.8	168 / 3442	G	KZZO-F
4	KNCI-F	C	130 / 6.1	4.5	5.1	6.3	5.2	5.5	1475 / 10.7	10.8	11.8	155 / 2018	G	KNCI-F
5	KWOD-F	AOR-NR	96 / 4.5	3.3	4.2	3.3	3.8	3.8	1992 / 14.4	13.2	12.2	121 / 2734	E	KWOD-F
6	KYMX-F	SAC	95 / 4.5	3.8	3.5	4.0	5.0	3.9	1646 / 11.9	10.8	13.4	117 / 1993	F	KYMX-F
7	KHYL-F	O	92 / 4.3	4.3	4.2	4.5	4.1	4.3	1819 / 13.2	12.5	14.0	116 / 2479	F	KHYL-F
8	KGBY-F	AC	88 / 4.2	4.7	4.0	4.6	3.8	4.4	1606 / 11.8	12.1	13.7	100 / 1887	H	KGBY-F
9	KXOA-F	CL HITS	86 / 4.1	3.3	4.2	4.5	3.0	4.0	1630 / 11.8	12.0	11.2	100 / 2062	F	KXOA-F
	KRXQ-F	AOR	86 / 4.1	4.5	4.1	4.5	4.8	4.3	1567 / 11.3	10.2	13.0	123 / 2187	E	KRXQ-F
11	KSSJ-F	J	80 / 3.8	2.4	2.7	3.0	2.8	3.0	995 / 7.2	7.0	7.0	101 / 1295	C	KSSJ-F
12	KSEG-F	CL AOR	79 / 3.7	3.0	3.2	3.4	3.0	3.3	1578 / 11.4	10.6	10.1	101 / 2070	E	KSEG-F
13	KBMB-F	CHR/U	77 / 3.6	4.0	0.9	0.2	0.1	2.2	1146 / 8.3	2.2	0.4	82 / 1260		KBMB-F
14	KRAK-F	C	58 / 2.7	3.0	3.1	4.0	4.5	3.2	934 / 6.8	9.0	11.1	64 / 1192	D	KRAK-F
15	KCTC	ST	51 / 2.4	4.1	3.8	3.6	3.4	3.5	863 / 6.2	7.7	8.0	68 / 1137	B	KCTC
16	KHTK	SPRTS	50 / 2.4	4.2	3.0	2.5	2.4	3.0	776 / 5.6	7.5	6.4	71 / 1170	C	KHTK
17	KSTE	T	47 / 2.2	3.5	2.3	2.9	2.9	2.7	1033 / 7.5	7.4	8.5	72 / 1527	C	KSTE
18	KQBR-F	B/AC	32 / 1.5	1.4	1.0	1.4	1.6	1.3	471 / 3.4	2.6	2.9	35 / 552		KQBR-F

12+ FM Share (Metro): 76.29% (1332 of 1746) (Spring 97: 72.29%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KFSM-F >>	1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KZZO-F <	1 KFBK >>	1 KFBK >>	1 KFBK >	1 KFSM-F <	1 KFSM-F	1 KFSM-F
2 KWOD-F	2 KFSM-F <	2 KNCI-F <	2 KXOA-F <	2 KFBK	2 KHYL-F <	2 KNCI-F	2 KZZO-F	2 KZZO-F <	2 KFBK <	2 KZZO-F
3 KBMB-F	3 KWOD-F	3 KFSM-F	3 KFBK	3 KNCI-F <	3 KSSJ-F	KFSM-F	3 KNCI-F	3 KFBK	3 KBMB-F <	3 KNCI-F
	KZZO-F >	4 KRXQ-F <	4 KWOD-F <	KNCI-F <	4 KXOA-F <	KNCI-F	4 KZZO-F <	4 KYMX-F <	4 KNCI-F	4 KZZO-F <
		5 KNCI-F	5 KSEG-F	5 KSEG-F <	5 KHYL-F <	5 KYMX-F <	5 KSEG-F <	5 KFSM-F	5 KWOD-F	5 KRXQ-F <
		6 KBMB-F	KXOA-F <	6 KFSM-F <	6 KSEG-F <	6 KXOA-F <	6 KGBY-F <	KXOA-F <	6 KYMX-F <	6 KNCI-F <
		7 KSEG-F	7 KRXQ-F <	7 KHYL-F <	7 KYMX-F	7 KGBY-F <	7 KHYL-F <	7 KHYL-F <	7 KRXQ-F <	7 KWOD-F
		8 KYMX-F <	8 KFBK <	8 KYMX-F <	KGBY-F <	8 KRAK-F <	8 KXOA-F <	8 KWOD-F <	8 KHYL-F <	8 KYMX-F <
		9 KGBY-F <	9 KYMX-F <		9 KFSM-F <		9 KWOD-F <	9 KGBY-F <	9 KXOA-F <	9 KBMB-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	12+ Ovrnite
1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KZZO-F	1 KYMX-F <	1 KWOD-F	1 KWOD-F	1 KRXQ-F	1 KSEG-F	1 KFBK	1 KFBK >
2 KWOD-F	2 KFSM-F	2 KFSM-F	2 KNCI-F	2 KNCI-F <	2 KRXQ-F <	KRXQ-F	2 KWOD-F	KZZO-F <	2 KSEG-F	2 KYMX-F <
	KFSM-F	3 KNCI-F <	3 KYMX-F <	KYMX-F <	3 KZZO-F <	3 KZZO-F	3 KFSM-F	3 KRXQ-F <	3 KZZO-F <	3 KFSM-F
		4 KNCI-F	4 KYMX-F	4 KGBY-F <	4 KFSM-F	4 KGBY-F	4 KBMB-F <	4 KFSM-F	KZZO-F <	4 KFBK <
		5 KYMX-F	KWOD-F	5 KNCI-F	5 KGBY-F	5 KHYL-F	5 KNCI-F	5 KSEG-F	5 KWOD-F	5 KXOA-F <
		6 KBMB-F >>	6 KBMB-F <	6 KBMB-F	6 KHYL-F <	6 KFSM-F <	6 KFSM-F >	KSEG-F	6 KNCI-F <	6 KHTK
			7 KGBY-F	KXOA-F <	7 KXOA-F <	7 KHTK	KBMB-F	7 KBMB-F	7 KXOA-F	7 KWOD-F
			8 KRXQ-F <	8 KRXQ-F	8 KBMB-F	8 KSSJ-F	KSEG-F >>	8 KHTK >	KHTK	8 KNCI-F <
				9 KWOD-F	KWOD-F <	9 KFBK		9 KXOA-F	9 KFSM-F	9 KHYL-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KFIA	REL	710 Carmichael	0.5 2.2 18 451
KQPT	O	1470 Sacramento	0.6 2.7 13 400
KRCX-F	SP-R	99.9 Marysville	0.9 1.7 33 407
KRLT-F	CL AOR	93.9 S. Lk. Tahoe	0.4 1.1 12 214
KRRE-F	SP-C	101.9 Shingle Springs	0.7 1.6 17 331
KZSA-F	SP-C	92.1 Placerville	0.5 1.1 11 174

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KGO	T	810 San Francisco	0.6 2.4 55 968
KNBR	SPRTS	680 San Francisco	1.2 4.0 86 1429
KSFO	T	560 San Francisco	0.4 1.4 31 400

SACRAMENTO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
CBS KHTK-AM, KNCI-FM, KQPT-AM, KRAK-FM, KSFM-FM, KYMX-FM, KZZO-FM	29.6 %	29.4 %	39.9 %	AC	0 (0)	226 (2)	226 (2)	12.9 %	14.3 %
Chancellor KFBK-AM, KGBY-FM, KHYL-FM, KSTE-AM	20.0 %	19.8 %	32.7 %	AOR/Classic/NR	0 (0)	269 (4)	269 (4)	15.4 %	14.7 %
Entercom KCTC-AM, KRXQ-FM, KSEG-FM, KSSJ-FM, KXOA-FM	18.1 %	20.5 %	20.9 %	Black/Urban	0 (0)	32 (1)	32 (1)	1.8 %	1.9 %
EXCL KMYC-AM, KRXC-AF, KRRE-FM	1.6 %	1.7 %	1.9 %	CHR	0 (0)	220 (2)	220 (2)	12.6 %	9.5 %
	69.3 %	71.4 %	95.4 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	188 (2)	188 (2)	10.8 %	11.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	1 (1)	44 (3)	45 (4)	2.6 %	1.4 %
				Jazz	0 (0)	80 (1)	80 (1)	4.6 %	3.3 %
				News/Talk	264 (4)	0 (0)	264 (4)	15.1 %	18.0 %
				Oldies	12 (1)	178 (2)	190 (3)	10.9 %	9.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	10 (1)	0 (0)	10 (1)	0.6 %	0.5 %
				Soft AC	0 (0)	95 (1)	95 (1)	5.4 %	6.3 %
				Sports	76 (2)	0 (0)	76 (2)	4.4 %	4.2 %
				Standards/EZ	51 (1)	0 (0)	51 (1)	2.9 %	4.0 %
				Totals	414 (10)	1332 (18)	1746 (28)		

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Location
KCTC	1320	5 kw (DA-2)	Standards	Westwd, ABC	\$29.00	D&R	Entercom
KFBK	1530	50 kw (DA-2)	News/Talk	ABC, CNN	\$180.00	Sentry	Chancellor
KHTK	1140	50 kw (DA-2)	Sports	CBS, 1-on-1, ESPN	\$30.00	Katz	CBS
KSTE	650	21.4 kw/920 w (DA-2)	Talk	ABC, Westwd, Talknt	\$40.00	Sentry	Chancellor Rancho Cordova

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product	Location
KBMB	103.5	3 kw @ 295	CHR/Urban	ABC	\$ NA	Allied	
KGBY	92.5	50 kw @ 450	AC		\$145.00	Sentry	Chancellor
KHYL	101.1	36.3 kw @ 577	Oldies		\$106.00	Sentry	Chancellor Auburn
KNCI	105.1	50 kw @ 500	Country	CBS	\$95.00	Katz	CBS
KQBR	104.3	2.95 kw @ 463	Black AC	CBS, Westwd	\$ NA	---	Davis
KRAK	93.7	25 kw @ 328	Country		\$92.00	Katz	CBS
KRXQ	98.5	50 kw @ 500	AOR		\$85.00	D&R	Entercom Roseville
KSEG	96.9	50 kw @ 500	Classic AOR		\$99.00	D&R	Entercom
KSFM	102.5	50 kw @ 500	CHR/Urban	ABC	\$147.00	Eastman	CBS Woodland
KSSJ	94.7	25 kw @ 325	Jazz		\$45.00	D&R	Entercom Fair Oaks
KWOD	106.5	50 kw @ 410	AOR-New Rock	CBS, ABC	\$70.00	D&R	
KXOA	107.9	50 kw @ 404	Classic Hits		\$100.00	D&R	Entercom
KYMX	96.1	50 kw @ 476	Soft AC		\$76.00	Eastman	CBS
KZZO	100.5	115 kw @ 328	Modern AC		\$80.00	Eastman	CBS

Notes: 1/98 The KSSJ-F calls & Jazz format moved from 101.9 to 94.7; the 101.9 became Hispanic KRRE-F . . . 3/98 CBS sold the facilities of KRAK-F (98.5; Class C2) to Entercom for KRXQ-F's facility (93.7; Class C3) + \$4,400,000 . . . 3/98 KRAK-F & KRXQ-F swapped facilities: KRAK-F moved to 93.7; KRXQ-F, to 98.5 . . . 5/98 KQBR-F sold to Z-Spanish for \$5,600,000 . . . 7/98 KXOA-F changed from Classic Hits to CHR as KDND-F ("The End") . . . 7/98 KQPT (1470) changed calls to KOMA

Jim Duncan

Comments: Overall listening is down moderately (-0.7 rating point) . . . KRAK-F has its fourth consecutive down book . . . KSSJ-F has its highest share while in the Smooth Jazz format . . . KBMB-F held on to most of its debut-book share . . . KCTC has its lowest share in many years

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank: 124 Pop (12+): 330,800	Stations: 27 / 17	Last Year's Revenue: \$16,000,000
MSA Rank: 122	Diaries: 964/343:1/53.9%	Household Income: \$42,174
MSA Pop: 404,000	Sample Target: 950	Total Retail Sales: \$4.2 Bil.
DMA: 60 (w/Flint)	% Below Line: 8.8	#1 Biller: WKQC-F \$3,200,000
Average Persons Rating: 16.5	% Not Listed: 9.9	#1 Billing Portfolio: 62nd Street \$7,300,000
Market TSL in Hours: 21.75	Pop per Station: 19,459	

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WKQZ-F	AOR	57 / 10.4	8.3	8.3	8.8	9.2	9.0	673 / 20.4	18.6	18.6	96 / 1284	C	WKQZ-F
2	WKQC-F	C	54 / 9.9	9.4	11.7	10.2	11.3	10.3	726 / 21.9	24.8	26.8	147 / 1995	E	WKQC-F
3	WIOG-F	AC/CHR	49 / 9.0	7.5	6.4	9.3	8.3	8.0	783 / 23.7	19.2	21.3	104 / 1967	D	WIOG-F
4	WSGW	FS/T	48 / 8.8	8.7	7.4	8.2	8.6	8.3	584 / 17.7	16.0	16.8	58 / 728	C	WSGW
	WHNN-F	O	48 / 8.8	7.4	8.3	8.6	7.2	8.3	698 / 21.1	20.9	17.3	126 / 2083	D	WHNN-F
6	WTCF-F	CHR	44 / 8.1	8.5	7.7	6.8	5.8	7.8	751 / 22.7	21.3	18.7	47 / 907	C	WTCF-F
7	WGER-F	SAC	31 / 5.7	5.8	5.5	5.8	5.6	5.7	431 / 13.0	12.7	12.7	34 / 471	C	WGER-F
8	WCEN-F	C	26 / 4.8	4.7	4.3	4.6	5.2	4.6	312 / 9.4	10.3	11.5	104 / 1117	C	WCEN-F
	WTLZ-F	B	26 / 4.8	5.3	6.0	6.0	6.1	5.5	333 / 10.1	11.3	11.0	33 / 525	B	WTLZ-F
10	WMJA-FF	O	21 / 3.8	3.6	3.0	1.8	3.6	3.1	341 / 10.3	8.6	12.3	38 / 627	B	WMJA-FF
11	WSAM	ST	14 / 2.6	4.1	3.8	5.1	4.3	3.9	257 / 7.8	9.4	9.4	16 / 301	A	WSAM
12	WWBN-F	AOR	11 / 2.0	1.1	1.3	0.9	0.9	1.3	168 / 5.1	4.2	3.1	49 / 726		WWBN-F

12+ FM Share (Metro): 81.87% (402 of 491) (Spring 97: 79.71%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WTCF-F >>	1 WKQZ-F >>	1 WKQZ-F	1 WIOG-F <	1 WHNN-F	1 WSGW	1 WSGW	1 WIOG-F <	1 WKQZ-F <	1 WKQZ-F	1 WKQC-F
2 WTLZ-F	2 WIOG-F	2 WIOG-F	2 WKQZ-F <	WIOG-F	2 WHNN-F <	2 WHNN-F <	2 WKQC-F <	2 WKQC-F	2 WTCF-F	WKQZ-F
3 WKQZ-F >	3 WTCF-F	3 WKQC-F	3 WHNN-F	3 WKQZ-F <	3 WKQC-F >	3 WKQC-F <	3 WKQZ-F	3 WIOG-F <	3 WTLZ-F <	3 WSGW <
	4 WKQC-F >	WHNN-F	4 WKQC-F	4 WKQC-F	4 WGER-F <	4 WKQZ-F	4 WHNN-F <	4 WHNN-F <	4 WSGW <	4 WHNN-F <
	5 WTLZ-F	5 WTCF-F >	5 WTCF-F	5 WTCF-F	5 WIOG-F >	5 WIOG-F	5 WSGW <	5 WTCF-F	5 WHNN-F <	5 WIOG-F
	6 WCEN-F	6 WMJA-FF	6 WMJA-FF <	6 WGER-F <	6 WCEN-F	6 WTCF-F >	6 WTCF-F >	6 WGER-F	6 WKQC-F	WTCF-F <
	WWBN-F	7 WCEN-F	7 WCEN-F	7 WCEN-F	7 WSAM <	7 WGER-F <	7 WGER-F	7 WSGW	7 WGER-F	7 WTLZ-F
		WTLZ-F <				8 WCEN-F >		8 WCEN-F <	8 WCEN-F <	8 WGER-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	12+ Ovrnite
1 WIOG-F	1 WIOG-F	1 WIOG-F >	1 WIOG-F	1 WIOG-F >	1 WKQZ-F >>>	1 WKQZ-F >>>	1 WKQZ-F >>	1 WKQZ-F >>	1 WKQZ-F <	1 WSGW
WTCF-F	2 WTCF-F	2 WTCF-F	2 WTCF-F	2 WTCF-F	2 WWBN-F	2 WTCF-F	2 WIOG-F	2 WHNN-F	2 WHNN-F	2 WGER-F
3 WKQZ-F	3 WKQZ-F	3 WKQZ-F >	3 WKQC-F	WHNN-F	WTCF-F >	WWBN-F	3 WCEN-F	3 WKQC-F	3 WKQC-F	3 WTLZ-F
	WKQC-F >>	4 WKQC-F >	4 WGER-F	4 WHNN-F <	WKQC-F	4 WMJA-FF >>	WIOG-F	WKQC-F	4 WMJA-FF	4 WIOG-F <
5 WTLZ-F >>	5 WTLZ-F	WKQC-F	5 WKQZ-F >	5 WGER-F	WKQC-F >	5 WWBN-F	5 WIOG-F	5 WMJA-FF <	5 WMJA-FF <	4 WKQC-F
		6 WTLZ-F >	6 WGER-F	6 WKQZ-F	WCEN-F >	6 WMJA-FF	6 WIOG-F	6 WSGW	6 WSGW	6 WSGW
				WCEN-F >		WTCF-F	7 WCEN-F	7 WCEN-F	7 WCEN-F	7 WCEN-F
								WTCF-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WIXC-F	C	97.3	Essexville 1.3 6.4 10 298
WKXN	ST	1250	Frankenmuth 1.3 4.0 8 148
WMAX	SPRIS	1440	Bay City 0.9 3.0 5 118
WMPX-AF	ST	1490	Midland 1.1 3.3 16 248

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WCFX-F	CHR	95.3	Clare 0.5 2.5 21 407
WCRZ-F	AC	107.9	Flint 0.4 2.8 56 986
WDZZ-F	B	92.7	Flint 0.5 2.4 64 813
WFBE-F	C	95.1	Flint 0.5 2.4 65 936
WFDL	T	910	Fling 0.5 1.2 17 314
WJR	FS/T	760	Detroit 1.3 4.7 54 948
WOWE-F	B	98.9	Vassar 1.5 3.9 31 435
WUPS-F	AC	98.5	Houghton Lake 0.4 2.5 19 301
WWCK-F	CHR	105.5	Flint 1.1 4.6 77 1292

SAGINAW-BAY CITY-MIDLAND

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
62nd Street	37.7 %	39.5 %	45.6 %	AC	0 (0)	53 (3)	53 (3)	10.8 %	10.5 %
WGER-FM, WIOG-FM, WKQZ-FM, WMJA-FM, WMJK-FM, WSGW-AM				AOR/Classic/NR	0 (0)	68 (2)	68 (2)	13.8 %	11.9 %
	37.7 %	39.5 %	45.6 %	Black/Urban	0 (0)	37 (3)	37 (3)	7.5 %	8.8 %
				CHR	0 (0)	53 (3)	53 (3)	10.8 %	8.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	90 (4)	90 (4)	18.3 %	21.5 %
				Full Service	55 (2)	0 (0)	55 (2)	11.2 %	11.3 %
				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)	0.6 %	0.4 %
				Oldies	0 (0)	69 (3)	69 (3)	14.1 %	12.3 %
				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	0 (0)	31 (1)	31 (1)	6.3 %	6.4 %
				Sports	5 (1)	0 (0)	5 (1)	1.0 %	0.8 %
				Standards/EZ	26 (3)	1 (1)	27 (4)	5.5 %	8.2 %
				Totals	89 (7)	402 (20)	491 (27)		

AM Stations

WKNX	1250	1 kw (Days)	Standards	USA, AP	\$<20.00	Patt		Frankenmuth
WMPX	1490	1 kw	Standards	ABC	\$ NA	Patt		Midland
WSAM	1400	1 kw	Standards	Westwd, CNN, ABC	\$<20.00	---	MacDonald	
WSGW	790	5 kw/1 kw (DA-2)	Full Service/Talk	CBS, Westwd, AP	\$48.00	Katz	62nd Street	

FM Stations

WCEN	94.5	100 kw @ 981	Country	Westwd	\$29.00	Christal		Mt. Pleasant
WGER	106.3	2.05 kw @ 380	Soft AC		\$30.00	Katz	62nd Street	
WHNN	96.1	100 kw @ 1020	Oldies	Westwd	\$60.00	Eastman	Liggett	
WIOG	102.5	86 kw @ 800	AC/CHR	ABC	\$48.00	Katz	62nd Street	
WIXC	97.3	3 kw @ 328	Country		\$<20.00	---	Midwest Family	Essexville
WKCQ	98.1	50 kw @ 493	Country	ABC	\$66.00	---	MacDonald	
WKQZ	93.3	39.2 kw @ 554	AOR	Westwd, ABC	\$40.00	Banner	62nd Street	Midland
WMJA	104.5	2.9 kw @ 413	Oldies	ABC	\$<20.00	Banner	62nd Street	
WMJK	100.9	2.6 kw @ 500	See WMJA-F					Pinconning
WMRX	97.7	2.03 kw @ 400	See WMPX					Beaverton
WTCF	100.5	3 kw @ 328	CHR		\$21.00	Mc-Guild	Mid-America	Carrollton
WTLZ	107.1	4.9 kw @ 397	Black	AURN	\$10.00	Roslin	Steve Taylor	

Notes: WWBN-F - See Flint

Jim Duncan

Comments: Listening levels are down slightly . . . WKQZ-F is the sole 12+ market leader for the first time (in Winter 1996, it tied for the lead)

SAINT LOUIS

Arbitron Rank: 18 Pop (12+): 2,095,800
MSA Rank: 17
MSA Pop: 2,570,000
DMA: 20
Average Persons Rating: 16.8
Market TSL in Hours: 22.25

Stations: 26 / 26
Diaries: 3,483/602: 1/55.6%
Sample Target: 3,340
% Below Line: 0.0
% Not Listed: 10.0
Pop per Station: 80,608

Last Year's Revenue: \$107,900,000
Household Income: \$47,248
Total Retail Sales: \$24.0 Bil.
#1 Biller: KMOX \$24,400,000
#1 Billing Portfolio: CBS \$54,500,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 KMOX	T/FS	490 / 13.9	10.7	11.2	12.0	11.8	12.0	6450 / 30.8	25.8	29.1	531 / 7203	K KMOX
2 WIL-F	C	304 / 8.6	7.3	8.5	8.4	7.8	8.2	3856 / 18.4	18.4	16.7	342 / 4439	H WIL-F
3 KEZK-F	SAC	248 / 7.0	6.8	5.5	6.0	6.1	6.3	3614 / 17.2	15.2	16.4	264 / 3983	H KEZK-F
4 KMJM-F	B	232 / 6.6	6.1	6.8	7.3	7.2	6.7	2498 / 11.9	11.6	12.3	232 / 2519	H KMJM-F
5 KYKY-F	AC	172 / 4.9	4.7	4.8	5.3	4.9	4.9	3001 / 14.3	14.6	15.6	185 / 3313	I KYKY-F
6 WKXX-F	C	167 / 4.7	4.2	5.0	5.3	4.3	4.8	2634 / 12.6	13.0	13.2	187 / 3090	F WKXX-F
7 KSHE-F	AOR	165 / 4.7	5.0	4.6	4.5	4.4	4.7	2788 / 13.3	13.4	13.9	191 / 3251	H KSHE-F
8 KLOU-F	O	139 / 3.9	3.9	3.7	4.6	4.9	4.0	2804 / 13.4	14.4	16.3	159 / 3139	F KLOU-F
9 KSLZ-F	CHR	136 / 3.9	4.6	1.8				2984 / 14.2	6.1		163 / 3534	K KSLZ-F
10 KPNT-F	AOR-NR	133 / 3.8	4.9	4.6	4.6	5.4	4.5	2577 / 12.3	13.8	15.3	162 / 3030	F KPNT-F
11 KIHT-F	CL HITS	110 / 3.1	3.1	3.1	2.5	2.6	3.0	2204 / 10.5	11.3	9.7	122 / 2384	E KIHT-F
12 KTRS	T	106 / 3.0	3.3	3.4	2.9	2.3	3.2	1899 / 9.1	9.4	7.1	110 / 2010	D* KTRS
13 KFUF-F	CL	98 / 2.8	2.8	3.1	2.6	2.7	2.8	1629 / 7.8	8.4	7.8	102 / 1750	C KFUF-F
14 WRTH	ST	90 / 2.6	2.4	2.1	2.5	3.4	2.4	1201 / 5.7	5.1	6.5	95 / 1241	A WRTH
15 KSD-F	CL AOR	86 / 2.4	2.5	3.0	2.8	3.0	2.7	2245 / 10.7	11.7	12.7	97 / 2376	G KSD-F
16 WVRV-F	AOR-P	84 / 2.4	3.2	3.0	3.2	3.9	2.9	2263 / 10.8	11.5	13.1	86 / 2347	F WVRV-F
17 KATZ	B/G	83 / 2.4	1.9	2.1	1.9	1.0	2.1	997 / 4.8	4.5	2.2	83 / 997	A KATZ
18 KATZ-F	B/AC	79 / 2.2	3.0	1.8	1.9	2.3	2.2	1311 / 6.3	5.8	6.5	79 / 1311	B KATZ-F
19 WALC-F	AC-NR	70 / 2.0	2.9	3.7	4.1	4.2	3.2	2545 / 12.1	16.7	19.3	77 / 2699	E WALC-F
20 KXOK-F	B/AC	66 / 1.9	2.1	2.3	2.4	2.4	2.2	1402 / 6.7	6.5	6.8	66 / 1425	D KXOK-F

12+ FM Share (Metro): 72.62% (2299 of 3166) (Spring 97: 74.64%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJM-F >	1 KMJM-F	1 WIL-F <	1 WIL-F <	1 WIL-F <	1 KMOX >>	1 KMOX >	1 KMOX	1 KMOX	1 KMOX >	1 KMOX >
2 KSLZ-F >	2 KPNT-F <	2 KEZK-F	2 KSHE-F <	2 KMOX <	2 WIL-F	2 WIL-F	2 KEZK-F	2 WIL-F	2 KMJM-F >>	2 WIL-F
3 KPNT-F >	3 WKXX-F <	KSHE-F <	3 KEZK-F <	3 KEZK-F	3 KEZK-F >	3 KEZK-F	3 WIL-F	3 KEZK-F <	3 KSLZ-F <	3 KMJM-F
4 KYKY-F	4 KMJM-F <	4 KYKY-F <	4 KYKY-F <	4 KSHE-F <	4 KLOU-F	4 WKXX-F <	4 KYKY-F	4 KMJM-F	4 WIL-F	4 KEZK-F <
	KSHE-F	5 KYKY-F <	5 KMOX	5 KYKY-F	5 KTRS <	5 KSHE-F <	5 KLOU-F <	5 KYKY-F <	5 KPNT-F <	5 KSLZ-F
6 WIL-F <	6 WKXX-F <	6 WKXX-F	6 WKXX-F	6 WKXX-F	6 WRTH <	6 KMJM-F <	6 KMJM-F <	6 WKXX-F	6 KEZK-F	6 KSHE-F <
7 KEZK-F	7 KMOX	7 KMJM-F <	7 KLOU-F	7 KLOU-F	7 KYKY-F	7 KYKY-F	7 WKXX-F <	7 KSHE-F	7 KXOK-F	7 WKXX-F <
8 KSLZ-F <	8 KPNT-F <	8 KIHT-F <	8 KMJM-F	KFUF-F <	8 KTRS	8 KTRS	8 KSHE-F	KPNT-F <	KSHE-F	8 KPNT-F <
9 KIHT-F	9 KIHT-F	9 KLOU-F	KIHT-F	9 KSHE-F <	9 KSD-F <	9 KSD-F <	9 KTRS <			
	10 KLOU-F <	10 WVRV-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	12+ Ovrnite
1 KMJM-F >	1 KYKY-F <	1 KYKY-F >	1 KYKY-F <	1 KEZK-F <	1 KPNT-F	1 KSHE-F	1 KSHE-F >>	1 KSHE-F >	1 KSHE-F <	1 KMOX >>
2 WKXX-F	2 KMJM-F	2 KEZK-F	2 KEZK-F	2 KYKY-F <	2 KMJM-F >	2 KPNT-F	2 KPNT-F <	2 KMOX	2 KMOX	2 KMJM-F
3 KSLZ-F	3 WKXX-F	3 WKXX-F	3 WIL-F <	3 WIL-F	3 WALC-F	3 KMJM-F >	3 KMOX	3 WIL-F	3 WIL-F >	3 WIL-F
4 KYKY-F	4 KEZK-F	KMJM-F <	4 WKXX-F	4 WKXX-F	4 KSLZ-F <	4 WKXX-F	WIL-F <	4 KMJM-F <	4 KEZK-F <	KSLZ-F
	KPNT-F	5 WIL-F	5 WIL-F	5 KMJM-F >	5 KMOX <	5 KSHE-F	WIL-F <	5 WKXX-F	5 KPNT-F	5 KSD-F <
6 WIL-F	6 KSLZ-F <	6 KIHT-F	6 KLOU-F	6 KLOU-F	6 WKXX-F	6 KIHT-F	WVRV-F <	6 KSD-F <	6 KIHT-F <	
7 KEZK-F	7 KPNT-F <	7 WVRV-F <	7 KMOX	7 KMJM-F	7 WIL-F	7 KYKY-F <	WALC-F <	7 KIHT-F <	7 KIHT-F <	7 KLOU-F <
8 WVRV-F	8 KIHT-F <	8 KPNT-F	KIHT-F	8 KATZ-F <	8 KSLZ-F <	8 KMJM-F <	8 WKXX-F <	8 WKXX-F	8 WKXX-F	
	9 WVRV-F >		KSLZ-F <			9 KSD-F	9 KEZK-F			

Other Rated Stations

			Metro Cume Share Rating	TSA AQH Cume
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KFAV-F	C	99.9	Warrenton	0.3	1.2	12	275
KFNS	SPRIS	590	Wood River, IL	0.9	3.6	34	764
KJSL	REL	630	St. Louis	0.3	1.1	12	233
KKWK	T	1380	St. Louis	0.6	0.9	20	189
KWRE	C/O	730	Warrenton	0.5	0.7	17	154
WEW	ST	770	St. Louis	0.5	1.6	23	413

SAINT LOUIS

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
CBS KEZK-FM, KMOX-AM, KYKY-FM	25.8 %	23.7 %	40.8 %	AC	0 (0)	242 (2)	242 (2)	7.6 %	10.0 %
Emmis KSHE-FM, WALC-FM, WKKX-FM	11.4 %	15.0 %	15.3 %	AOR/Classic/NR	0 (0)	468 (4)	468 (4)	14.8 %	18.4 %
Jacor, pend. KATZ-AM, KATZ-FM, KLOU-FM, KMJM-FM, KSD-FM, KSLZ-FM	21.4 %	21.2 %	17.5 %	Black/Urban	0 (0)	377 (3)	377 (3)	11.9 %	14.9 %
Sinclair Broadcast Group KIHT-FM, KPNT-FM, WIL-FM, WRTH-AM, WVRV-FM	20.5 %	20.1 %	20.7 %	CHR	0 (0)	136 (1)	136 (1)	4.3 %	0.0 %
	79.1 %	80.0 %	94.3 %	Classical	0 (0)	98 (1)	98 (1)	3.1 %	3.0 %
				Country	16 (1)	483 (3)	499 (4)	15.8 %	14.1 %
				Full Service	490 (1)	0 (0)	490 (1)	15.5 %	13.0 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	126 (2)	0 (0)	126 (2)	4.0 %	3.7 %
				Oldies	0 (0)	249 (2)	249 (2)	7.9 %	8.2 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	95 (2)	0 (0)	95 (2)	3.0 %	1.5 %
				Soft AC	0 (0)	246 (1)	246 (1)	7.8 %	6.7 %
				Sports	33 (1)	0 (0)	33 (1)	1.0 %	0.9 %
				Standards/EZ	107 (2)	0 (0)	107 (2)	3.4 %	4.8 %
				Totals	867 (9)	2299 (17)	3166 (26)		

AM Stations

Station	Power	Frequency	Format	AM	NA	Other	Notes
KATZ	1600	5 kw (DA-N)	Black Gospel	AURN	\$ NA	Eastman	Jacor
KFNS	590	1 kw (DA-2)	Sports		\$40.00	D&R	Wood River, IL
KMOX	1120	50 kw	Talk/Full Svc.	CBS, CNN	\$300.00	CBS	CBS
KTRS	550	5 kw (DA-N)	Talk	ABC	\$32.00	Mc-Guild	
WRTH	1430	5 kw (DA-2)	Standards	Westwd	\$36.00	Christal	Sinclair Bcst Gp

FM Stations

Station	Power	Frequency	Format	AM	NA	Other	Notes
KATZ	100.3	50 kw @ 492	Black AC		\$36.00	Eastman	Jacor
KEZK	102.5	100 kw @ 1026	Soft AC		\$165.00	Sentry	CBS
KFUO	99.1	100 kw @ 1026	Classical	Westwd	\$56.00	Allied	
KIHT	96.3	80 kw @ 1026	Classic Hits		\$73.00	Christal	Sinclair Bcst Gp
KLOU	103.3	100 kw @ 920	Oldies	CBS	\$81.00	CBS	Jacor, pend.
KMJM	104.9	7.8 kw @ 575	Black		\$150.00	Eastman	Jacor
KPNT	105.7	100 kw @ 1375	AOR-New Rock		\$88.00	Allied	Sinclair Bcst Gp
KSD	93.7	100 kw @ 860	Classic AOR		\$104.00	Katz	Jacor, pend.
KSHE	94.7	100 kw @ 1026	AOR		\$160.00	D&R	Emmis
KSLZ	107.7	100 kw @ 1026	CHR		\$ NA	Eastman	Jacor
KXOK	97.1	100 kw @ 560	Black AC	ABC	\$50.00	Allied	Frischling
KYKY	98.1	90 kw @ 1026	AC		\$180.00	Katz	CBS
WALC	104.1	39 kw @ 550	Modern AC		\$71.00	D&R	Emmis
WIL	92.3	100 kw @ 984	Country	ABC	\$160.00	Christal	Sinclair Bcst Gp
WKKX	106.5	90 kw @ 1026	Country		\$65.00	D&R	Emmis
WVRV	101.1	44 kw @ 525	Progressive AOR		\$60.00	Mc-Guild	Sinclair Bcst Gp

Notes: * KTRS revenue rank includes revenue for WIBV . . . 5/98 KSLQ-F (Washington, MO) sold for \$1,100,000 . . . 5/98 KLOU-F/KSD-F traded by CBS to Jacor as part of a multi-station transaction (See Group Sales) . . . 5/98 WIBV sold by KTRS to ABC/Disney for \$2,500,000 (MVP) . . . 6/98 WALC-F changed from Modern AC to New Rock as WXTM-F ("Extreme 104.1") . . . 7/98 KKWK (1380) changed from Talk to Jazz

Jim Duncan

Comments: Overall listening to radio is steady . . . Mark McGwire helped KMOX to its highest share since 1996 . . . WALC-F declined to record lows; after the survey, it dropped Modern AC for New Rock

SALISBURY-OCEAN CITY

Arbitron Rank: 152 Pop (12+): 236,100	Stations: 32 / 27	Last Year's Revenue: \$12,000,000
MSA Rank: NA	Diaries: 897/263: 1/53.7%	Household Income: \$35,367
MSA Pop: NA	Sample Target: 900	Total Retail Sales: \$3.5 Bil.
DMA: 163	% Below Line: 5.4	#1 Biller: WQHQ-F \$1,800,000
Average Persons Rating: 15.0	% Not Listed: 17.3	#1 Billing Portfolio:
Market TSL in Hours: 20.25	Pop per Station: 8,744	Cumulus \$4,580,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WOCQ-F	U/CHR	43 / 12.2	8.4	6.8	8.4	497 / 21.0	17.7	16.9	45 / 568	B	WOCQ-F
2	WQHQ-F	AC	32 / 9.1	8.1	9.4	8.6	467 / 19.8	17.2	18.0	37 / 555	C	WQHQ-F
3	WWFG-F	C	31 / 8.8	9.5	10.9	7.8	449 / 19.0	19.1	22.5	33 / 532	C	WWFG-F
4	WICO-FF	C	26 / 7.4	6.4	5.2	6.2	327 / 13.9	15.9	14.5	27 / 367	C	WICO-FF
5	WZBH-F	AOR	23 / 6.5	5.9	5.5	6.8	297 / 12.6	15.2	14.9	48 / 527	B	WZBH-F
6	WLWV-FF	O	17 / 4.8	6.2	5.5	6.2	336 / 14.2	13.9	14.9	19 / 413	B	WLWV-FF
7	WJNE-FF	AC-NR	14 / 4.0	2.8	2.3	1.9	333 / 14.1	4.7	2.7	18 / 425		WJNE-FF
	WOLC-F	REL	14 / 4.0	4.5	2.9	3.5	214 / 9.1	7.7	6.8	20 / 320		WOLC-F
9	WOSC-FF	AOR-NR	13 / 3.7	3.6	4.4	3.5	263 / 11.1	12.3	13.4	15 / 343	B	WOSC-FF
10	WGMO-F	T	9 / 2.6	4.5	2.9	3.2	156 / 6.6	10.8	6.2	10 / 197	A	WGMO-F
	WQJZ-F	J	9 / 2.6	2.2	3.6	2.7	162 / 6.4	6.6	9.4	10 / 167	B	WQJZ-F
12	WJWL	ST	7 / 2.0	0.8	2.1	1.9	110 / 4.7	3.6	4.2	7 / 110		WJWL

12+ FM Share (Metro): 91.75% (267 of 291) (Spring 1997: 89.94%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOCQ-F >>>	1 WOCQ-F >	1 WOCQ-F	1 WQHQ-F	1 WQHQ-F	1 WQHQ-F	1 WOCQ-F	1 WOCQ-F <	1 WOCQ-F	1 WOCQ-F >>	1 WOCQ-F
2 WZBH-F	2 WQHQ-F	2 WQHQ-F	2 WWFG-F <	2 WWFG-F	2 WWFG-F	2 WQHQ-F	2 WQHQ-F	2 WQHQ-F	2 WZBH-F >	2 WWFG-F
3 WWFG-F	3 WZBH-F	3 WZBH-F	3 WOCQ-F	3 WOCQ-F	3 WOCQ-F	3 WWFG-F	3 WWFG-F	3 WWFG-F	3 WQHQ-F <	3 WQHQ-F
	WOSC-FF	4 WWFG-F	4 WOCQ-F	4 WICO-FF	4 WLWV-FF <	4 WICO-FF	4 WICO-FF	4 WICO-FF	4 WICO-FF	4 WICO-FF
5 WQHQ-F	5 WICO-FF	5 WICO-FF	5 WICO-FF	5 WZBH-F	5 WOLC-F	5 WZBH-F <	5 WZBH-F	5 WZBH-F	5 WWFG-F	5 WZBH-F >
6 WJNE-FF	6 WJNE-FF	6 WJNE-FF	6 WJNE-FF	6 WLWV-FF <	6 WOCQ-F	6 WOLC-F	6 WLWV-FF	6 WLWV-FF <	6 WJNE-FF	6 WLWV-FF <
	WICO-FF	7 WLWV-FF	7 WLWV-FF >	7 WJNE-FF	7 WGMD-F	7 WLWV-FF >	7 WJNE-FF	7 WOSC-FF	7 WOSC-FF	7 WJNE-FF
		8 WOSC-FF		8 WOLC-F		8 WJNE-FF	8 WOLC-F	8 WJNE-FF	8 WOSC-FF	8 WOSC-FF
						9 WGMD-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	12+ Ovrnite
1 WOCQ-F >>>	1 WOCQ-F >	1 WOCQ-F	1 WOCQ-F	1 WQHQ-F	1 WOCQ-F >>>	1 WOCQ-F	1 WZBH-F	1 WZBH-F <	1 WZBH-F	1 WOCQ-F
2 WZBH-F	2 WQHQ-F	2 WWFG-F	2 WQHQ-F	2 WOCQ-F	2 WZBH-F	2 WZBH-F	2 WICO-FF	2 WOCQ-F >	2 WICO-FF	2 WGMD-F >
	WQHQ-F >>	3 WWFG-F	3 WQHQ-F >	3 WWFG-F >	3 WOSC-FF >	3 WOSC-FF >	3 WRDX-F	3 WICO-FF	3 WWFG-F	3 WOLC-F
4 WZBH-F	4 WICO-FF	4 WZBH-F	4 WZBH-F	4 WICO-FF	4 WJNE-FF >>	4 WICO-FF	4 WOSC-FF	4 WJNE-FF	4 WQHQ-F	4 WQHQ-F
	5 WJNE-FF >	5 WZBH-F	5 WICO-FF	5 WLWV-FF		5 WWFG-F	5 WOCQ-F >	5 WWFG-F	5 WOCQ-F	5 WZBH-F >
		6 WJNE-FF	6 WJNE-FF	6 WJNE-FF		6 WJNE-FF		6 WOSC-FF	6 WJNE-FF	
		7 WLWV-FF	7 WLWV-FF	7 WOLC-F				7 WQHQ-F	7 WLWV-FF	
		8 WOLC-F	8 WZBH-F						8 WOSC-FF	
									9 WQJZ-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume		
WAFI-F	AC/CHR	97.7	Milford, DE	1.1	3.2	15	281
WGBG-F	CL HITS	98.5	Seaford, DE	1.1	4.1	5	119
WICO	N/T	1320	Salisbury	1.1	2.7	4	63
WKHW-F	O	106.5	Pocomoke City	0.9	1.5	3	36
WRBG-F	CL HITS	101.7	Ocean View, DE	1.4	5.9	5	146
WRXS-F	CHR	106.9	Ocean City, MD	0.6	2.5	2	59
WSBL-F	C	97.9	Selbyville, DE	0.6	2.3	2	53
WTDK-F	O	107.1	Federalburg, MD	0.6	1.7	8	127
WTGM-AA	SPRIS	960	Salisbury	1.1	3.6	4	85
WXPZ-F	REL-CC	101.3	Milford, DE	1.1	2.6	21	191

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
WCAO	B/G	600	Baltimore	1.1	3.0	8	116
WCMC	ST	1230	Wildwood, NJ	0.6	1.5	2	36
WMID	ST	1340	Atlantic City, NJ	1.1	1.1	4	27
WRDX-F	AOR	94.7	Dover, DE	1.4	2.2	34	336
WVES-F	C	99.3	Accomac, VA	1.1	1.1	7	67

SALISBURY-OCEAN CITY

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97
Cumulus	26.7 %	30.6 %	45.3 %	WJDY-AM, WLBW-FM, WLWV-FM, WOSC-FM, WQHQ-FM, WSBY-FM, WWFG-FM								
Delmarva	9.9 %	10.2 %	30.4 %	WAFL-FM, WICO-AM, WICO-FM, WLFX-FM, WXJN-FM								
Great Scott	27.2 %	24.5 %	21.3 %	WGBG-FM, WJNE-FM, WJWL-AM, WJYN-FM, WOCQ-FM, WRBG-FM, WZBH-FM								
	63.9 %	65.3 %	97.0 %									
AC	0 (0)	50 (4)	50 (4)	17.2 %	14.3 %							
AOR/Classic/NR	0 (0)	41 (4)	41 (4)	14.1 %	16.8 %							
Black/Urban	0 (0)	43 (1)	43 (1)	14.8 %	15.2 %							
CHR	0 (0)	0 (0)	0 (0)	0.0 %	1.5 %							
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Country	0 (0)	64 (5)	64 (5)	22.0 %	22.6 %							
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)	9 (1)	9 (1)	3.1 %	0.0 %							
News/Talk	4 (1)	9 (1)	13 (2)	4.5 %	6.4 %							
Oldies	0 (0)	31 (6)	31 (6)	10.7 %	7.9 %							
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %							
Religion/Gospel	4 (1)	18 (2)	22 (3)	7.6 %	7.6 %							
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	3.0 %							
Sports	3 (2)	2 (1)	5 (3)	1.7 %	1.5 %							
Standards/EZ	13 (3)	0 (0)	13 (3)	4.5 %	3.0 %							
Totals	24 (7)	267 (25)	291 (32)									

AM Stations

WJWL	900	10.5 kw/1.06 kw (DA-2)	Standards	ABC	---	Great Scott	Georgetown, DE
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FM Stations

WGMD	92.7	3 kw @ 300	Talk	ABC, AP	---		Rehoboth Beach, DE
WICO	94.3	3 kw @ 300	Country		Eastman	Delmarva	
WJNE	95.3	6 kw @ 328	Modern AC			Great Scott	Laurel, DE
WJYN	103.5	1.45 kw @ 479	See WJNE-F			Great Scott	Bethany Beach, DE
WLBW	92.1	6 kw @ 308	See WLWV-F			Cumulus	Fenwick Island, DE
WLWV	105.5	2.1 kw @ 390	Oldies		Banner	Cumulus	
WOCQ	103.9	6 kw @ 328	Urban/CHR	ABC, Westwd	Allied	Great Scott	Berlin
WOLC	102.5	50 kw @ 500	Religion	USA	---		Princess Anne
WOSC	95.9	6 kw @ 299	AOR-NR		Katz	Cumulus	Bethany Beach, DE
WQHQ	104.7	33 kw @ 610	AC	Westwd	Banner	Cumulus	
WQJZ	97.1	4.6 kw @ 375	Jazz		Eastman	Delmarva	Ocean Pines, MD
WSBY	98.9	6 kw @ 328	See WOSC-F		---	Cumulus	
WWFG	99.9	50 kw @ 315	Country	ABC	Mc-Guild	Cumulus	
WXJN	105.9	6 kw @ 341	See WICO-F				Lewes, DE
WZBH	93.5	11 kw @ 485	AOR		---	Great Scott	Georgetown, DE

Notes: WTGM-AA (Other Rated Stations) is WTGM (960) and WJDY (1470) . . . 2/98 WJDY changed from Black to simulcast co-owned Sports WTGM . . . 3/98 WRXS-F sold by HVS for \$360,000 . . . 3/98 WRXS-F changed from simulcasting WTGM to CHR . . . 3/98 WLFX-F changed from Classic AOR to Jazz as WQJZ-F . . . 3/98 WRKE-F was sold to Great Scott for \$1,500,000 . . . 3/98 WJPY (1280)/WSUX-F (98.5) sold to Great Scott for \$1,200,000 . . . 4/98 WRKE-F changed from Black to Classic Hits as WRBG-F ("Big 101.7") . . . 4/98 WSUX-F changed from Soft AC to simulcasting Classic Hits WRBG-F as WGBG-F . . . 4/98 WAWR (CP: 1670) sold by Huberman (HVS) to Cumulus for \$10,791.50

Jim Duncan

Comments: Total listening to radio slumped dramatically: off 1.7 ratings points . . . WOCQ-F is up to its highest 12+ share ever

SALT LAKE CITY

Arbitron Rank: 35 Pop (12+): 1,205,500
MSA Rank: 45
MSA Pop: 1,580,000
DMA: 36
Average Persons Rating: 14.1
Market TSL in Hours: 19.00

Stations: 28 / 28
Diaries: 2,367/509:1/59.3%
Sample Target: 2,350
% Below Line: 0.0
% Not Listed: 10.6
Pop per Station: 43,054

Last Year's Revenue: \$65,500,000
Household Income: \$45,883
Total Retail Sales: \$13.4 Bil.
#1 Biller: KSL \$8,440,000
#1 Billing Portfolio: Simmons Family \$17,390,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KZHT-F	CHR	121 / 7.1	6.8	5.3	5.4	4.4	6.2	2509 / 20.8	16.9	14.4	132 / 2734	C	KZHT-F
2	KSL	FS	112 / 6.6	6.2	7.3	5.0	6.5	6.3	2223 / 18.4	21.8	19.6	131 / 2662	H	KSL
3	KSFI-F	SAC	109 / 6.4	8.6	7.6	8.8	8.2	7.8	2155 / 17.9	20.4	21.9	132 / 2605	H	KSFI-F
4	KODJ-F	O	90 / 5.3	4.5	5.1	4.5	4.6	4.8	1576 / 13.1	14.5	13.0	98 / 1774	F	KODJ-F
5	KFNZ	SPRTS	89 / 5.2	2.6	2.6	1.4	2.7	3.0	1865 / 15.5	7.4	12.2	91 / 1934	B	KFNZ
6	KSOP-AF	C	88 / 5.2	4.7	4.6	5.7	3.8	5.0	1370 / 11.4	11.5	11.4	104 / 1596	F	KSOP-AF
7	KUBL-F	C	78 / 4.6	4.2	4.5	4.2	5.2	4.4	1524 / 12.6	12.6	11.9	81 / 1631	E	KUBL-F
8	KXRK-F	AOR-NR	74 / 4.3	5.2	4.4	4.8	4.8	4.7	1616 / 13.4	14.2	12.4	77 / 1718	D	KXRK-F
9	KBER-F	AOR	70 / 4.1	3.6	5.4	3.8	3.2	4.2	1445 / 12.0	12.9	9.8	76 / 1612	D	KBER-F
10	KRSP-F	CL AOR	64 / 3.8	4.2	4.3	4.7	4.6	4.2	1563 / 13.0	14.3	13.1	76 / 1760	F	KRSP-F
11	KURR-F	AOR	61 / 3.6	3.2	2.4	2.8	1.7	3.0	895 / 7.4	6.7	4.9	66 / 997	B	KURR-F
	KENZ-F	AOR-NR	61 / 3.6	4.1	3.9	5.0	4.1	4.2	1322 / 11.0	13.0	12.9	64 / 1420	D	KENZ-F
13	KISN-F	CHR/AC	60 / 3.5	4.5	4.0	5.5	6.1	4.4	1732 / 14.4	14.8	19.2	80 / 2063	E	KISN-F
14	KKAT-F	C	58 / 3.4	3.9	3.8	4.0	3.7	3.8	1253 / 10.4	12.3	11.7	65 / 1441	D	KKAT-F
15	KQMB-F	AC-NR	55 / 3.2	2.6	2.2	2.7	2.2	2.7	1601 / 13.3	10.9	8.4	64 / 1800	C	KQMB-F
18	KBEE-F	AC	50 / 2.9	3.6	4.3	3.9	5.0	3.7	1600 / 13.3	14.5	16.1	60 / 1865	E	KBEE-F
17	KDYL-AA	ST	50 / 2.9	2.7	3.7	4.2	4.1	3.4	769 / 6.4	6.6	8.0	53 / 878	B	KDYL-AA
16	KNRS	N/T	50 / 2.9	2.5	0.1		0.8		828 / 6.9	0.5	3.7	51 / 913		KNRS
19	KUMT-F	CL HITS	36 / 2.1	2.7	2.0	3.1	3.4	2.5	729 / 6.0	7.9	9.8	37 / 783	C	KUMT-F
20	KOSY-F	SAC	33 / 1.9	0.6	1.1	1.2	1.2	1.2	614 / 5.1	3.1	2.7	37 / 710		KOSY-F
21	KALL	T	31 / 1.8	2.6	4.7	3.2	3.2	3.1	687 / 5.7	11.6	7.7	31 / 696	E	KALL
22	KBZN-F	J	29 / 1.7	1.6	2.6	2.9	1.5	2.2	722 / 6.0	6.2	5.8	35 / 847	C	KBZN-F

12+ FM Share (Metro): 76.00% (1159 of 1525) (Spring 97: 76.42%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZHT-F >>>	1 KENZ-F	1 KSFI-F <	1 KSFI-F <	1 KSFI-F <	1 KSL	1 KSL >	1 KSFI-F	1 KZHT-F <	1 KZHT-F >	1 KZHT-F
2 KXRK-F >	2 KBER-F <	2 KFNZ	2 KFNZ	2 KODJ-F <	2 KSFI-F <	2 KSFI-F	2 KODJ-F	2 KSFI-F	2 KFNZ	2 KSL
3 KBER-F >>	3 KZHT-F <	3 KZHT-F <	3 KODJ-F <	3 KFNZ	3 KODJ-F	3 KZHT-F	KZHT-F <	3 KSL <	3 KBER-F <	3 KODJ-F <
	4 KXRK-F <	4 KURR-F	4 KURR-F <	4 KUBL-F	4 KSOP-AF	4 KODJ-F	4 KFNZ <	4 KFNZ <	4 KXRK-F	4 KSOP-AF <
	5 KURR-F	KUBL-F <	5 KUBL-F <	KSL <	5 KFNZ	5 KSOP-AF	5 KSOP-AF <	5 KSOP-AF <	5 KSOP-AF <	5 KSFI-F <
	KUBL-F <	6 KENZ-F	6 KISN-F	6 KSOP-AF <	6 KDYL-AA	KXRK-F <	6 KSL	6 KODJ-F	6 KSFI-F <	6 KXRK-F <
	7 KFNZ	KSOP-AF <	KSOP-AF <	7 KRSP-F <	7 KNRS	7 KFNZ <	7 KUBL-F <	7 KUBL-F	7 KUBL-F	7 KUBL-F <
	8 KQMB-F	8 KODJ-F	8 KRSP-F <	8 KURR-F	8 KRSP-F	8 KUBL-F	8 KRSP-F <	8 KBER-F <	KSL >	8 KFNZ
	9 KISN-F	KRSP-F <	9 KSL <	KISN-F	9 KUBL-F	KURR-F <	9 KNRS <	9 KENZ-F <		9 KBER-F <
	KKAT-F <		10 KENZ-F			10 KISN-F	10 KENZ-F <			10 KRSP-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	12+ Ovmite
1 KZHT-F	1 KENZ-F <	1 KENZ-F	1 KSFI-F	1 KSFI-F	1 KXRK-F	1 KFNZ <	1 KFNZ >	1 KFNZ	1 KFNZ >	1 KZHT-F >
2 KUBL-F	2 KZHT-F <	2 KISN-F	2 KZHT-F	2 KODJ-F	KBER-F	2 KBER-F	2 KURR-F <	2 KURR-F	2 KRSP-F <	2 KNRS
3 KQMB-F	3 KUBL-F	3 KQMB-F	3 KISN-F <	3 KISN-F	3 KZHT-F	3 KURR-F <	3 KUBL-F <	3 KBER-F <	3 KSL <	KSL <
	KENZ-F	4 KQMB-F	KURR-F	4 KUBL-F <	4 KUBL-F <	4 KURR-F	4 KXRK-F <	4 KBER-F	4 KRSP-F	4 KODJ-F <
	5 KXRK-F	5 KBEE-F	KUBL-F	5 KBEE-F <	5 KZHT-F <	5 KFNZ	5 KENZ-F	5 KSOP-AF <	5 KURR-F <	5 KODJ-F
	KBEE-F	KISN-F	6 KBEE-F	6 KENZ-F <	6 KBEE-F	6 KENZ-F	6 KUBL-F <	6 KXRK-F	6 KSFI-F <	6 KSOP-AF
	KSFI-F	7 KXRK-F	7 KZHT-F	7 KODJ-F	7 KENZ-F	KRSP-F	7 KZHT-F	KSOP-AF	7 KXRK-F <	KSFI-F
	8 KBER-F	KSFI-F	8 KXRK-F	8 KQMB-F <	KKAT-F	8 KRAR-F	8 KRSP-F <	KRSP-F <	8 KUBL-F	7 KUBL-F <
	KISN-F	9 KURR-F	KSFI-F	9 KSOP-AF <	KSOP-AF	9 KSOP-AF			8 KBER-F	
	KKAT-F	KKAT-F <	10 KKAT-F	10 KKAT-F	KSL <	KKAT-F				

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KLO	ST	1430 Ogden	0.6 1.8 12 259
KRAR-F	AOR	106.9 Brigham City	0.9 2.6 18 383
KSNU-F	ST	107.9 Roy	0.6 2.5 15 402
KSVN	SP	730 Ogden	1.1 1.1 20 134

SALT LAKE CITY

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97	
Citadel	20.4 %	22.1 %	19.4 %		AC	0	(0)	105	(2)	105	(2)	6.9 %	8.4 %
KBEE-FM, KBER-FM, KCNR-AM, KENZ-FM, KFNZ-AM, KUBL-FM													
Jacor	24.1 %	23.7 %	19.2 %		AOR/Classic/NR	0	(0)	345	(6)	345	(6)	22.6 %	26.1 %
KALL-AM, KFAM-AM, KKAT-FM, KNRS-AM, KODJ-FM, KURR-FM, KZHT-FM													
Simmons	20.4 %	19.3 %	26.5 %		Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KDYL-AM, KMGR-FM, KQMB-FM, KRSP-FM, KSFI-FM, KXRK-FM													
Trumper	5.4 %	7.2 %	9.5 %		CHR	0	(0)	181	(2)	181	(2)	11.9 %	11.5 %
KISN-FM, KOSY-FM, KUMT-FM													
	70.3 %	72.3 %	74.6 %		Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
					Country	4	(1)	220	(3)	224	(4)	14.7 %	15.4 %
					Full Service	112	(1)	0	(0)	112	(1)	7.3 %	7.2 %
					Hispanic	19	(1)	0	(0)	19	(1)	1.2 %	0.5 %
					Jazz	0	(0)	29	(1)	29	(1)	1.9 %	1.6 %
					News/Talk	81	(2)	0	(0)	81	(2)	5.3 %	4.1 %
					Oldies	0	(0)	126	(2)	126	(2)	8.3 %	5.1 %
					Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.4 %
					Religion/Gospel	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
					Soft AC	0	(0)	142	(2)	142	(2)	9.3 %	10.5 %
					Sports	89	(1)	0	(0)	89	(1)	5.8 %	3.9 %
					Standards/EZ	61	(3)	11	(1)	72	(4)	4.7 %	5.3 %
					Totals	366	(9)	1159	(19)	1525	(28)		

AM Stations

Station	Freq	Power	Time	Format	Daypart	Advertiser	Agency	Station
KALL	910	5 kw/1 kw	(DA-2)	Talk	Westwd, ABC	\$49.00	Eastman	Jacor
KDYL	1280	10 kw/0.6 kw	(DA-2)	Standards	CNN, Westwd	\$27.00	Allied	Simmons
KFNZ	1320	5 kw	(DA-1)	Sports		\$ NA	Mc-Guild	Citadel
KNRS	570	5 kw	(DA-1)	News/Talk	ABC	\$ NA	Eastman	Jacor
KOVO	960	5 kw/1 kw	(DA-N)	See KDYL				Provo
KSL	1160	50 kw		Full Service	CBS	\$121.00	Sentry	Bonneville
KSOP	1370	5 kw/0.5 kw	(DA-N)	See KSOP-F				S. Salt Lake City

FM Stations

Station	Freq	Power	Time	Format	Daypart	Advertiser	Agency	Station
KBEE	98.7	40 kw	@ 2933	AC		\$60.00	Mc-Guild	Citadel
KBER	101.1	26.3 kw	@ 3740	AOR	ABC	\$51.00	Mc-Guild	Citadel
KBZN	97.9	26.3 kw	@ 3740	Jazz		\$35.00	Eastman	KLO
KENZ	107.5	45 kw	@ 2850	AOR-New Rock		\$30.00	Allied	Citadel
KISN	97.1	30 kw	@ 3652	CHR/AC		\$71.00	Christal	Trumper
KKAT	101.9	26.3 kw	@ 3740	Country		\$86.00	Eastman	Jacor
KODJ	94.1	40 kw	@ 3063	Oldies	ABC, Westwd	\$65.00	Eastman	Jacor
KOSY	106.5	7.5 kw	@ 2709	Soft AC		\$ NA	Christal	Trumper
KQMB	102.7	47 kw	@ 2699	Modern AC		\$<20.00	Allied	Simmons
KRSP	103.5	27.5 kw	@ 3630	Classic AOR		\$95.00	Allied	Simmons
KSFI	100.3	26.3 kw	@ 3740	Soft AC		\$155.00	Allied	Simmons
KSOP	104.3	25.1 kw	@ 3640	Country		\$78.00	Allied	
KUBL	93.3	26.3 kw	@ 3740	Country	ABC	\$60.00	Mc-Guild	Citadel
KUMT	105.7	7.3 kw	@ 3661	Classic Hits		\$40.00	Christal	Trumper
KURR	99.5	40 kw	@ 2953	AOR		\$36.00	Eastman	Jacor
KXRK	96.1	55 kw	@ 2630	AOR-New Rock		\$50.00	Allied	Simmons
KZHT	94.9	48 kw	@ 2799	CHR		\$34.00	Allied	Jacor

Notes: 1/98 KXRK-F sold to Simmons Family for \$10,400,000 . . . 3/98 KLZX-F (106.9) changed calls to KUUU-F; remains AOR . . . 6/98 KUUU-F changed calls to KRAR-F ("K-Rock"); remains AOR . . . 7/98 KFAM (700) changed calls to KWLW

Jim Duncan

Comments: Listening levels are steady . . . KZHT-F has taken the 12+ lead - I can't remember the last time a station other than KSFI-F or KSL was the 12+ leader . . . KFNZ has its highest share ever . . . KNRS is rising but co-owned KALL is falling sharply

SAN ANTONIO

Arbitron Rank: 33 Pop (12+): 1,221,800
MSA Rank: 36
MSA Pop: 1,530,000
DMA: 37
Average Persons Rating: 16.9
Market TSL in Hours: 22.25

Stations: 30 / 27
Diaries: 2,571/475:1/46.8%
Sample Target: 2,490
% Below Line: 2.1
% Not Listed: 10.1
Pop per Station: 45,252

Last Year's Revenue: \$65,000,000
Household Income: \$36,905
Total Retail Sales: \$13.3 Bil.
#1 Biller: KXTN-F \$8,600,000
#1 Billing Portfolio: Cox \$21,863,000

12+ Metro	Format	Spring 98		Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
		1/4	Share											
1	KTFM-F	207	10.0	10.6	10.5	9.6	9.9	10.2	3100 / 25.4	25.3	25.3	230 / 3475	G	KTFM-F
2	KZEP-F	158	7.7	6.3	7.0	6.5	7.4	6.9	2210 / 18.1	16.2	14.9	169 / 2416	F	KZEP-F
3	KSMG-F	135	6.5	6.2	6.1	4.7	5.5	5.9	2498 / 20.4	16.9	16.1	162 / 2884	G	KSMG-F
4	KISS-F	127	6.2	5.5	4.9	6.3	5.2	5.7	2053 / 16.8	15.1	16.6	147 / 2406	G	KISS-F
5	KONO-AF	114	5.5	5.3	4.4	5.9	5.4	5.3	1929 / 15.8	15.1	14.9	140 / 2322	D	KONO-AF
6	KXTN-F	108	5.2	6.1	6.2	6.1	6.1	5.9	1786 / 14.6	15.1	14.6	148 / 2322	H	KXTN-F
7	KAJA-F	104	5.0	5.3	5.9	5.1	6.0	5.3	1751 / 14.3	14.8	17.7	122 / 2066	F	KAJA-F
8	KCYY-F	101	4.9	4.4	5.6	5.7	6.1	5.1	1714 / 14.0	14.5	16.1	114 / 2100	G	KCYY-F
9	KQXT-F	97	4.7	4.2	4.0	4.1	4.1	4.3	1549 / 12.7	10.9	11.6	106 / 1626	E	KQXT-F
10	KSJL-F	91	4.4	4.4	3.6	3.3	3.4	3.9	1083 / 8.9	8.6	8.2	97 / 1196	C	KSJL-F
11	KROM-F	82	4.0	4.4	5.3	4.0	4.9	4.4	1019 / 8.3	9.5	16.1	88 / 1099	D	KROM-F
12	KTSA	79	3.8	5.0	4.4	6.4	4.1	4.9	1100 / 9.0	8.9	9.9	107 / 1454	E	KTSA
13	WOAI	78	3.8	3.1	3.6	3.5	3.4	3.5	1396 / 11.4	11.0	11.2	101 / 1901	F	WOAI
14	KCOR	56	2.7	1.8	2.8	3.5	3.1	2.7	652 / 5.3	5.6	4.6	57 / 655	C	KCOR
15	KCJZ-F	55	2.7	2.7	2.5	3.0	2.5	2.7	925 / 7.6	7.9	7.0	58 / 997	C	KCJZ-F
16	KLUP	49	2.4	3.1	2.5	2.4	2.6	2.6	681 / 5.6	5.9	5.7	57 / 780	B	KLUP
17	KKYX	46	2.2	2.4	2.1	2.1	2.3	2.2	524 / 4.3	4.6	4.9	76 / 896	B	KKYX

12+ FM Share (Metro): 77.09% (1430 of 1855) (Spring 97: 76.34%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KTFM-F >>>	1 KTFM-F	1 KZEP-F	1 KZEP-F >	1 KZEP-F	1 KONO-AF	1 KTFM-F	1 KZEP-F <	1 KTFM-F	1 KTFM-F >>	1 KTFM-F >
2 KISS-F >	2 KISS-F <	2 KTFM-F	2 KSMG-F	2 KSMG-F	2 KZEP-F	2 KZEP-F	2 KTFM-F <	2 KZEP-F	2 KISS-F <	2 KXTN-F
3 KXTN-F	3 KZEP-F <	3 KSMG-F <	3 KTFM-F <	3 KTFM-F <	3 WOAI <	3 KSMG-F	3 KSMG-F	3 KSMG-F	3 KSJL-F <	3 KZEP-F
4 KSJL-F	4 KSMG-F >	4 KISS-F >	4 KISS-F	4 KONO-AF	4 KTSA <	4 KISS-F	4 KISS-F <	4 KISS-F <	4 KZEP-F	4 KISS-F <
5 KSJL-F	5 KXTN-F	5 KXTN-F	5 KXTN-F <	5 KISS-F <	5 KQXT-F <	5 KCYY-F	5 KTSA	5 KONO-AF	5 KXTN-F <	5 KONO-AF <
6 KCYY-F <	6 KQXT-F <	6 KQXT-F <	6 KQXT-F <	6 KQXT-F <	6 KXTN-F <	6 KXTN-F	6 KQXT-F <	6 KAJA-F <	6 KSMG-F <	6 KAJA-F <
7 KAJA-F	7 KCYY-F	7 KONO-AF	7 KXTN-F <	7 KXTN-F <	7 KSMG-F <	7 WOAI <	7 KONO-AF <	7 KQXT-F <	7 KONO-AF <	7 KSMG-F <
8 KROM-F <	8 KSJL-F <	8 KCYY-F	8 KCYY-F	8 KCYY-F	8 KAJA-F <	8 KAJA-F	8 KCYY-F <	8 KXTN-F <	8 KQXT-F <	8 KCYY-F
9 KAJA-F <	9 KAJA-F <	9 KAJA-F	9 KAJA-F	9 KAJA-F	9 KCYY-F <	9 KONO-AF <	9 KAJA-F	9 KCYY-F	9 KAJA-F	9 KSJL-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	12+ Ovrite
1 KTFM-F >>	1 KTFM-F >	1 KTFM-F	1 KTFM-F	1 KSMG-F <	1 KISS-F	1 KISS-F	1 KISS-F	1 KZEP-F	1 KZEP-F >	1 KTFM-F >
2 KSMG-F >	2 KSMG-F >	2 KSMG-F	2 KSMG-F	2 KQXT-F <	2 KTFM-F <	2 KZEP-F	2 KZEP-F >	2 KISS-F >	2 KISS-F >	2 KZEP-F
3 KSJL-F >	3 KCYY-F	3 KZEP-F	3 KQXT-F	3 KTFM-F	3 KZEP-F >	3 KTFM-F >	3 KTFM-F <	3 KTFM-F	3 KONO-AF <	3 KSJL-F
4 KISS-F	4 KZEP-F <	4 KCYY-F	4 KZEP-F <	4 KZEP-F	4 KSJL-F <	4 KSJL-F <	4 KSMG-F	4 KSMG-F	4 KSMG-F	4 WOAI
5 KCYY-F	5 KSJL-F <	5 KXTN-F	5 KCYY-F	5 KCYY-F	5 KROM-F	5 KSMG-F <	5 KROM-F <	5 KSJL-F	5 KTSA	5 KXTN-F <
6 KXTN-F	6 KXTN-F	6 KQXT-F	6 KXTN-F	6 KXTN-F <	6 KAJA-F	6 KROM-F <	6 KAJA-F	6 KAJA-F <	6 KXTN-F <	6 KISS-F
7 KQXT-F	7 KQXT-F	7 KROM-F <	7 KONO-AF	7 KONO-AF	7 KCYY-F	7 KAJA-F	7 KXTN-F <	7 KXTN-F <	7 KTFM-F <	7 KTFM-F <
8 KAJA-F	8 KROM-F	8 KAJA-F	8 KSJL-F <	8 KAJA-F	8 KSMG-F >	8 KSJL-F	8 KROM-F	8 KAJA-F <	8 KAJA-F <	8 KROM-F
9 KAJA-F	9 KAJA-F	9 KAJA-F	9 KAJA-F <	9 KAJA-F	9 KAJA-F	9 KAJA-F	9 KAJA-F	9 KAJA-F	9 KCYY-F	9 KCYY-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCHL	B/G	1480	San Antonio 0.7 1.1 14 133
KDRY	REL	1110	Alamo Heights 0.4 1.2 10 197
KEDA	SP	1540	San Antonio 0.8 2.0 17 265
KRIO-F	SP	94.1	Floresville 1.0 4.7 23 628
KSAH	SP-C	720	Universal City 0.8 2.3 19 303
KSLR	REL	630	San Antonio 0.5 2.5 12 350
KTKR	SPRTS	760	San Antonio 0.8 2.5 17 322
KWED	C	1580	Seguin 0.5 0.8 10 96
KZDC	SP-NT	1250	San Antonio 0.5 1.0 10 127

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KAMX-F	AC	94.7	Luling 0.5 3.1 22 648
KEYI-F	O	103.5	San Marcos 0.4 2.2 24 513
KROX-F	AOR-NR	101.5	Giddings 1.1 3.6 32 601

SAN ANTONIO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel KAJA-FM, KQXT-FM, KSJL-FM, KTKR-AM, WOAI-AM	18.7 %	17.9 %	22.5 %	AC	0 (0)	146 (2)	146 (2)	7.9 %	7.6 %
Cox KCJZ-FM, KCYY-FM, KISS-FM, KKYX-FM, KLUP-AM, KONO-AF, KSMG-FM	28.2 %	30.9 %	33.8 %	AOR/Classic/NR	0 (0)	308 (3)	308 (3)	16.6 %	14.4 %
Heftel KCOR-AM, KPOZ-AM, KROM-FM, KXTN-FM	11.9 %	11.1 %	19.2 %	Black/Urban	0 (0)	91 (1)	91 (1)	4.9 %	3.8 %
	58.8 %	59.9 %	75.3 %	CHR	0 (0)	207 (1)	207 (1)	11.2 %	11.0 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	58 (2)	205 (2)	261 (4)	14.1 %	16.0 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	100 (4)	211 (3)	311 (7)	16.8 %	20.1 %
				Jazz	0 (0)	55 (1)	55 (1)	3.0 %	2.8 %
				News/Talk	157 (2)	0 (0)	157 (2)	8.5 %	9.0 %
				Oldies	13 (1)	110 (2)	123 (3)	6.6 %	6.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	34 (3)	0 (0)	34 (3)	1.8 %	1.1 %
				Soft AC	0 (0)	97 (1)	97 (1)	5.2 %	4.5 %
				Sports	16 (1)	0 (0)	16 (1)	0.9 %	0.8 %
				Standards/EZ	49 (1)	0 (0)	49 (1)	2.6 %	2.9 %
				Totals	425 (14)	1430 (16)	1855 (30)		

AM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Spg 97
KCOR	1350	5 kw (DA-N)	Hispanic		\$32.00	Katz Hisp.	Heftel	
KKYX	680	50 kw/10 kw (DA-N)	Country	Westwd	\$30.00	Katz	Cox	
KLUP	930	5 kw/1 kw (DA-N)	Standards		\$24.00	CBS	Cox	
KONO	860	5 kw/0.9 kw (DA-N)	See KONO-F					
KTSA	550	5 kw (DA-N)	Talk	ABC, Westwd	\$61.00	Christal	KTFM-F	
WOAI	1200	50 kw	News/Talk	CBS, ABC	\$87.00	Clr Chnl	Clear Channel	

FM Stations

Station	Freq	Power	Format	AM	FM	Total	%	Spg 97
KAJA	97.3	100 kw @ 984	Country		\$85.00	Clr Chnl	Clear Channel	
KCJZ	106.7	100 kw @ 1016	Jazz		\$45.00	Katz	Cox	Terrell Hills
KCYY	100.3	100 kw @ 984	Country		\$131.00	Katz	Cox	
KISS	99.5	100 kw @ 1111	AOR		\$110.00	CBS	Cox	
KONO	101.1	100 kw @ 1368	Oldies		\$54.00	Allied	Cox	Hekotes
KQXT	101.9	100 kw @ 672	Soft AC		\$87.00	Clr Chnl	Clear Channel	
KRIO	94.1	22 kw @ 696	Hispanic		\$34.00	---	SBS	Floresville
KROM	92.9	100 kw @ 1016	Hispanic		\$39.00	Katz Hisp.	Heftel	
KSJL	96.1	100 kw @ 597	Urban	ABC	\$35.00	Clr Chnl	Clear Channel	
KSMG	105.3	100 kw @ 1250	AC		\$83.00	CBS	Cox	Seguin
KTFM	102.7	100 kw @ 672	CHR/Urban		\$105.00	Christal	KTSA	
KXTN	107.5	100 kw @ 1470	Hispanic-Tejano		\$156.00	Katz Hisp.	Heftel	
KZEP	104.5	100 kw @ 660	Classic AOR		\$71.00	D&R	Lotus	

Notes: 2/98 KCHG (810; Somerset) sold for \$750,000 . . . 3/98 KRIO-F sold by Barger to Spanish Broadcasting System (SBS) for \$9,000,000 . . . 5/98 KSJL-F sold by Inner City to Clear Channel for \$15,000,000 (Frank Boyle) . . . 8/98 KSJL-F dropped locally originated programming to take ABC's "Touch" format full time; KCHG (810) began simulcasting KSJL-F under an LMA . . . 8/98 KRIO-F changed from Tejano to Hispanic Contemporary as KLEY-F ("La Ley")

Jim Duncan

Comments: Total listening to radio is down moderately (-0.8 ratings point) . . . KSMG-F has its highest share ever . . . KXTN-F is down to its lowest 12+ share since 1990

SAN DIEGO

Arbitron Rank: 15 Pop (12+): 2,267,300
MSA Rank: 14
MSA Pop: 2,760,000
DMA: 27
Average Persons Rating: 15.6
Market TSL in Hours: 21.00

Stations: 40 / 35
Diaries: 3,371/673:1/53.3%
Sample Target: 3,270
% Below Line: 4.9
% Not Listed: 9.9
Pop per Station: 64,780

Last Year's Revenue: \$120,500,000
Household Income: \$44,726
Total Retail Sales: \$24.2 Bil.
#1 Biller: KSON-AF \$11,200,000
#1 Billing Portfolio: Jacor \$41,380,000

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spg	4-Book	12+ Metro		Fall	Spg	12+ TSA		Revenue
		1/4	Share	98	97	97	97	Avg	Cume	Rtg.	97	97	AQH / Cume	Level	
1	KYXY-F	AC	239 / 6.8	4.8	5.1	6.1	5.5	5.7	3564 / 15.7	13.0	15.3			I	KYXY-F
2	KFMB-F	AC/CHR	222 / 6.3	6.2	5.2	6.5	5.3	6.0	4130 / 18.2	17.3	17.4			H	KFMB-F
3	KSON-F	C	185 / 5.2	6.6	6.4	5.5	7.6	5.9	2614 / 11.5	13.3	15.2			I	KSON-F
4	KFMB	FS/T	161 / 4.6	2.7	3.6	5.5	5.3	4.1	2680 / 11.8	10.6	14.9			I	KFMB
5	KOGO	N/T	160 / 4.5	4.9	4.9	3.9	3.0	4.6	2378 / 10.5	9.3	6.1			F	KOGO
6	XHTZ-F	CHR/U	157 / 4.4	5.1	4.3	4.6	5.1	4.6	3137 / 13.8	13.5	14.1			G	XHTZ-F
7	KGB-F	CL AOR	152 / 4.3	4.2	4.5	3.8	3.6	4.2	2600 / 11.5	12.0	10.9			G	KGB-F
8	KIFM-F	J	143 / 4.0	3.8	3.8	3.5	2.9	3.8	2176 / 9.6	8.9	8.6			G	KIFM-F
9	KHTS-F	CHR/U	138 / 3.9	3.9	4.1	4.0	3.9	4.0	3597 / 15.9	14.0	13.8			E	KHTS-F
10	KPOP	ST	132 / 3.7	3.5	3.1	2.6	2.6	3.2	1463 / 6.5	4.8	5.3			C	KPOP
11	XTRA-F	AOR-NR	130 / 3.7	3.0	2.3	2.7	3.1	2.9	2727 / 12.0	10.3	12.9			G	XTRA-F
12	KMCG-F	B/A/C	114 / 3.2	3.2	3.3	3.5	3.5	3.3	2126 / 9.4	7.8	9.1			D	KMCG-F
13	KIOZ-F	AOR	111 / 3.1	4.8	3.5	3.6	3.6	3.8	2246 / 9.9	9.7	9.6			G	KIOZ-F
14	KBZT-F	O	110 / 3.1	2.3	3.5	3.5	3.9	3.1	2349 / 10.4	10.2	12.3			G	KBZT-F
15	KPLN-F	CL HITS	90 / 2.5	2.6	1.8	1.9	1.9	2.2	1691 / 7.5	6.8	6.8			D	KPLN-F
16	KKLQ-F	CHR/AC	82 / 2.3	2.3	1.9	1.6	1.9	2.0	2548 / 11.2	8.9	10.1			G	KKLQ-F
17	KFI	T	79 / 2.2	2.1	2.2	2.5	1.9	2.3	1440 / 6.4	6.2	5.3				KFI
18	KSDO	T	71 / 2.0	1.3	1.0	1.3	2.4	1.4	1529 / 6.7	4.4	6.3			E	KSDO
19	KJQY-F	SAC	65 / 1.8	2.2	1.7	1.5	1.5	1.8	1302 / 5.7	5.3	5.0			C	KJQY-F
20	KXGL-F	CL HITS	64 / 1.8	1.8	1.6	2.0	2.1	1.8	1365 / 6.0	6.1	6.6			C	KXGL-F
21	XTRA	SPRTS	60 / 1.7	2.1	2.9	2.3	1.7	2.2	1272 / 5.6	9.5	5.1			H	XTRA
22	KNX	N	48 / 1.4	1.0	1.1	0.8	1.0	1.1	882 / 3.9	3.7	3.8				KNX
23	XHRM-F	AOR-P	48 / 1.3	1.4	1.5	1.6	2.1	1.5	1479 / 6.5	7.0	9.7			D	XHRM-F
	KXST-F	AOR-P	46 / 1.3	1.1	1.6	1.7	1.0	1.4	970 / 4.3	4.2	3.6			C	KXST-F
25	KFSD-F	CL	45 / 1.3	1.2	1.4	1.7	2.1	1.4	977 / 4.3	3.8	4.8			C	KFSD-F
26	XHKY-F	SP-R	38 / 1.1	1.3	1.3	1.3	1.8	1.2	628 / 2.8	4.3	4.3			D	XHKY-F
27	XTIM-F	SP	35 / 1.0	1.2	1.3	1.0	1.2	1.1	512 / 2.3	3.4	2.8				XTIM-F
	KSPA	ST	35 / 1.0	1.1	1.1	1.2	0.9	1.1	405 / 1.8	2.1	1.6				KSPA
	XBAC	CL	35 / 1.0	1.1	1.1	1.1	0.8	1.1	576 / 2.5	2.6	1.6				XBAC

12+ FM Share (Metro): 72.41% (2304 of 3182) (Spring 97: 73.49%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 XHTZ-F <	1 KFMB-F	1 KFMB-F <	1 KYXY-F <	1 KYXY-F	1 KOGO <	1 KFMB-F <	1 KYXY-F	1 KYXY-F <	1 KFMB	1 KYXY-F <
2 KHTS-F >	2 XHTZ-F <	2 KYXY-F	2 KFMB-F	2 KFMB-F	2 KYXY-F <	2 KGB-F	2 KOGO	2 KFMB-F <	2 KYXY-F <	2 KSON-F <
3 KKLQ-F	3 KYXY-F	3 KGB-F	3 KGB-F	3 KGB-F <	3 KFMB <	3 KYXY-F <	3 KFMB-F	3 KFMB <	3 XHTZ-F <	3 XHTZ-F
4 XTRA-F	XTRA-F	4 KSON-F	4 KSON-F	4 KSON-F	4 KPOP	4 KIOZ-F	4 KSON-F	4 KSON-F	4 XTRA-F <	4 KFMB-F <
5 KFMB-F >	5 KGB-F	5 XHTZ-F <	5 KIFM-F <	5 KIFM-F	5 KIFM-F <	5 KSON-F <	5 KIFM-F <	5 KHTS-F	5 KHTS-F <	5 KIFM-F <
	KHTS-F	6 XTRA-F <	6 KMCG-F	6 KMCG-F	6 KSON-F	6 KOGO <	6 KPOP <	XHTZ-F <	6 KOGO	6 KHTS-F
7 KIOZ-F <	7 KIOZ-F <	7 KIOZ-F <	KBZT-F	7 KBZT-F <	7 KFMB	7 KMCG-F	7 KIFM-F	7 KFMB-F	KPOP <	
8 KSON-F	8 KMCG-F <	8 KPLN-F	8 KPLN-F <	8 KFMB-F	8 KPOP	KGB-F <	8 XTRA-F	8 KMCG-F <	8 KFMB	8 KHTS-F <
	9 KHTS-F <	9 KIOZ-F <	9 KIOZ-F	XHTZ-F	9 XTRA-F <	9 KBZT-F <	9 KIFM-F	9 KBZT-F <	9 KFMB-F <	9 KBZT-F <
		10 XTRA-F	KFMB				KSON-F	10 XTRA-F <		10 XTRA-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	12+ Ovrmite
1 KFMB-F >	1 KFMB-F	1 KFMB-F <	1 KYXY-F <	1 KYXY-F	1 XHTZ-F	1 XTRA-F	1 KGB-F	1 KGB-F	1 KGB-F >	1 KOGO >>
2 KHTS-F	2 KYXY-F	2 KYXY-F >	2 KFMB-F	2 KFMB-F	2 XTRA-F	2 XHTZ-F <	2 XTRA-F <	2 KIOZ-F <	2 KYXY-F <	2 KYXY-F <
3 XHTZ-F	3 KHTS-F <	3 KMCG-F <	3 KSON-F >	3 KSON-F	3 KIOZ-F	3 KIOZ-F	3 KIOZ-F <	3 XTRA-F	3 KPLN-F <	3 KHTS-F <
4 XTRA-F	4 XHTZ-F <	4 KHTS-F <	4 KMCG-F <	4 KIFM-F <	KHTS-F	KGB-F	4 KFMB-F >	4 KFMB-F <	4 KYXY-F <	4 KFMB-F <
	KSON-F	5 KSON-F	5 KHTS-F <	5 KMCG-F	5 KGB-F <	5 KFMB-F	5 KYXY-F	5 XHTZ-F <	5 KFMB-F <	
6 KYXY-F	6 KMCG-F <	XHTZ-F	6 KIFM-F <	6 KBZT-F >	6 KFMB-F	6 KHTS-F	6 XTRA	6 KYXY-F	6 KFMB-F	
7 KKLQ-F	7 KKLQ-F <	7 KGB-F	7 KGB-F <	7 KGB-F	7 KSON-F	7 KYXY-F	KFMB <	7 KPLN-F <	7 KIFM-F <	
8 KGB-F	8 KGB-F <	8 KKLQ-F <	8 XHTZ-F	8 KHTS-F	8 KYXY-F	8 KSON-F	8 XHTZ-F <	8 KSON-F	8 XTRA-F	
9 XHRM-F	9 XTRA-F >	9 KIFM-F	9 KBZT-F				9 XTRA <	KSON-F		
							10 KFMB <			

SAN DIEGO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KCBQ	T	1170	San Diego	0.5	1.5	
KPRZ	REL	1210	San Marcos	0.5	2.2	
KSYY-F	AOR-NR	107.1	Fallbrook	0.4	1.7	
KURS	SP	1040	San Diego	0.7	1.4	
XEMO	SP	860	Tijuana	0.5	1.5	
XLTN-F	SP-C	104.5	Tijuana	0.9	2.4	
XPRS	SP-R	1090	Rosarito, MX	0.5	1.1	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KSSE-F	SP-C	97.5	San Bernardino	0.4	1.3	
KWVE-F	REL	107.9	San Clemente	0.5	1.6	
XMOR-F	SP	98.9	Tijuana, MX	0.4	1.2	

Consolidation Report	12+	25-54	Revenue
Astor KCEO-AM, KFSD-FM, KSPA-AM	11.7 %	12.0 %	%
Chancellor KPLN-FM, KYXY-FM	9.3 %	11.7 %	11.4 %
Heftel, pend. KJQY-FM, KKLQ-FM	4.1 %	3.9 %	5.9 %
Jacor KGB-FM, KHTS-FM, KIOZ-FM, KMCG-FM, KOGO-AM, KPOP-AM, KSDO-AM, KXGL-FM, XTRA-AM, XTRA-FM	31.9 %	29.1 %	34.3 %
Jefferson-Pilot KBZT-FM, KIFM-FM, KSON-AM, KSON-FM	12.3 %	15.1 %	19.7 %
	69.3 %	71.8 %	71.3 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	461 (2)	461 (2)	14.5 %	13.1 %
AOR/Classic/NR	0 (0)	498 (6)	498 (6)	15.7 %	14.6 %
Black/Urban	0 (0)	114 (1)	114 (1)	3.6 %	4.4 %
CHR	0 (0)	377 (3)	377 (3)	11.8 %	12.2 %
Classical	36 (2)	45 (1)	81 (3)	2.5 %	3.2 %
Country	0 (0)	185 (1)	185 (1)	5.8 %	8.7 %
Full Service	161 (1)	0 (0)	161 (1)	5.1 %	5.9 %
Hispanic	61 (3)	133 (5)	194 (8)	6.1 %	8.1 %
Jazz	0 (0)	143 (1)	143 (1)	4.5 %	3.2 %
News/Talk	374 (5)	0 (0)	374 (5)	11.8 %	9.7 %
Oldies	0 (0)	264 (3)	264 (3)	8.3 %	8.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	19 (1)	19 (1)	38 (2)	1.2 %	0.7 %
Soft AC	0 (0)	65 (1)	65 (1)	2.0 %	1.7 %
Sports	60 (1)	0 (0)	60 (1)	1.9 %	1.9 %
Standards/EZ	167 (2)	0 (0)	167 (2)	5.2 %	3.8 %
Totals	878 (15)	2304 (25)	3182 (40)		

AM Stations

Station	Power	Class	Format	Contract	Agency	Advertiser
KFMB	760	5 kw/50 kw (DA-N)	Full Service/Talk	CBS \$141.00	Mc-Guild	Midwest TV
KOGO	600	5 kw (DA-1)	News/Talk	CNN, ABC, WW1 \$38.00	Katz	Jacor
KPOP	1360	5 kw/1 kw	Standards	Westwd, JRN \$44.00	Katz	Jacor
KSDO	1130	10 kw (DA-2)	Talk	ABC \$129.00	Katz	Jacor
KSPA	1450	1 kw	Standards	Westwd \$ NA	---	Astor
XBAC	540	1 kw	Classical	\$ NA	Allied	Mt. Wilson
XTRA	690	80 kw/50 kw (DA-2)	Sports	CBS, ESPN \$151.00	Eastman	Jacor
						Escondido
						Tijuana, MX
						Tijuana

SAN DIEGO

FM Stations

Station	Freq	Power	Format	Company	Notes
KBZT	94.9	22 kw @ 702	Oldies	Banner	Jefferson-Pilot
KFMB	100.7	30 kw @ 620	AC/CHR	Mc-Guild	Midwest TV
KFSD	92.1	0.17 kw @ 1024	Classical	Westwd	\$ NA --- Astor Escondido
KGB	101.5	50 kw @ 500	Classic AOR	Eastman	Jacor
KHTS	93.3	1.8 kw @ 1886	CHR/Urban	\$ NA Eastman	Jacor El Cajon
KIFM	98.1	28 kw @ 640	Jazz	CBS	Jefferson-Pilot
KIOZ	105.3	29 kw @ 620	AOR	Eastman	Jacor
KJQY	102.9	32 kw @ 617	Soft AC	Eastman	Heftel, pend.
KKLQ	106.5	50 kw @ 440	CHR/AC	Eastman	Heftel, pend.
KMCG	95.7	29 kw @ 640	Black AC	Mc-Guild	Jacor Carlsbad
KPLN	103.7	36 kw @ 578	Classic Hits	D&R	Chancellor
KSON	97.3	50 kw @ 440	Country	Banner	Jefferson-Pilot
KXGL	94.1	100 kw @ 640	Classic Hits	\$ NA Mc-Guild	Jacor
KXST	102.1	14.5 kw @ 817	Progressive AOR	Christal	Compass Oceanside
KYXY	96.5	41 kw @ 540	AC	D&R	Chancellor
XHKY	99.3	25 kw @ 328	Hispanic-Regional	\$ 50.00 Katz Hisp.	Tijuana
XHRM	92.5	50 kw @ 650	Progressive AOR	CNN, Westwd	Century Tijuana
XHTZ	90.3	93 kw @ 840	CHR/Urban	\$ 125.00 Sentry	Tijuana
XTIM	91.7	25 kw @ 460	Hispanic	\$ NA ---	Tijuana
XTRA	91.1	100 kw @ 791	New Rock	\$ 130.00 Eastman	Jacor Tijuana

Notes: KFI, KNX -- See Los Angeles . . . There is no TSA for the market . . . 2/98 Capstar sold these stations to Chancellor as part of a \$637,500,000 transaction: KPLN-F & KYXY-F . . . 5/98 KJQY-F & KKLQ-F sold by Jacor to Heftel for \$65,000,000 . . . 7/98 KHTS-F transitioned from CHR/U to CHR . . . 8/98 KJQY-F's calls & format moved from 102.9 to 94.1 . . . 8/98 The 102.9 became Hispanic (Romantica) KLQV-F ("K-Love"); KKLQ-F changed to Hispanic-Regional as KEBN-F ("K-Buena")

Jim Duncan

Comments: Listening levels are down moderately (-0.5 rating point) . . . KSON-F registered its lowest share since about 1988 . . . For a CHR, KHTS-F has very steady share levels

SAN FRANCISCO

Arbitron Rank: 4 Pop (12+): 5,510,100
MSA Rank: 28-SF; 20-Oakland
MSA Pop: 5,180,000
DMA: 5
Average Persons Rating: 15
Market TSL in Hours: 20.00

Stations: 49 / 47
Diaries: 7,429/742:1/53.4%
Sample Target: 5,100
% Below Line: 0.9
% Not Listed: 16.5
Pop per Station: 117,236

Last Year's Revenue: \$255,000,000
Household Income: \$57,792
Total Retail Sales: \$62.7 Bil.
#1 Biller: KGO \$30,700,000
#1 Billing Portfolio: Chancellor \$64,100,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level		
1	KGO	T	548 / 6.6	6.4	6.6	6.8	6.5	6.6	8372 / 15.2	16.3	14.8	632 / 9830	K	KGO
2	KYLD-F	U/CHR	390 / 4.7	3.8	4.2	4.3	4.2	4.3	6792 / 12.3	11.9	12.0	404 / 7142	I	KYLD-F
3	KOIT-AF	SAC	383 / 4.6	4.4	3.8	3.8	4.0	4.2	6777 / 12.3	11.1	11.4	392 / 6993	J	KOIT-AF
4	KCBS	N/T	369 / 4.5	5.3	4.8	4.0	4.3	4.6	8108 / 14.7	16.2	14.8	409 / 9268	K	KCBS
5	KNBR	SPRTS/FS	368 / 4.4	3.1	4.1	4.5	4.3	4.0	5781 / 10.5	11.5	10.7	469 / 7450	K	KNBR
6	KMEL-F	CHR/U	293 / 3.5	2.8	3.4	3.7	3.9	3.4	5581 / 10.1	10.0	11.8	300 / 5854	I	KMEL-F
7	KFRC-AF	O	292 / 3.5	2.8	3.3	4.3	3.8	3.5	5366 / 9.7	9.7	10.3	306 / 5722	J	KFRC-AF
8	KIOI-F	AC/CHR	259 / 3.1	3.7	2.9	3.3	3.2	3.3	5526 / 10.0	9.4	10.2	266 / 5682	J	KIOI-F
9	KSFO	T	258 / 3.1	3.3	2.6	3.2	2.6	3.0	3002 / 5.4	4.9	4.9	272 / 3366	G	KSFO
10	KZQZ-F	CHR	247 / 3.0	2.9	2.7	1.9	0.7	2.6	6439 / 11.7	10.5	2.7	249 / 6601	C	KZQZ-F
11	KISQ-F	B/AC	237 / 2.9	3.5	3.0	1.8	2.7	2.8	8053 / 9.2	8.0	8.6	245 / 5231	G	KISQ-F
12	KKSF-F	J	234 / 2.8	2.7	3.3	3.3	3.6	3.0	4054 / 7.4	7.0	8.0	239 / 4145	I	KKSF-F
13	KABL	ST	232 / 2.8	3.3	3.2	3.0	2.5	3.1	2945 / 5.3	5.8	4.9	234 / 3013	D	KABL
14	KDFC-F	CL	226 / 2.7	2.3	2.8	2.7	2.5	2.6	4105 / 7.5	7.4	6.6	233 / 4240	F	KDFC-F
15	KFOG-FF	AOR-P	218 / 2.6	3.2	2.9	2.9	3.0	2.9	4736 / 8.6	8.5	8.6	232 / 4947	J	KFOG-FF
16	KBLX-F	JU	213 / 2.6	2.9	2.9	2.7	3.0	2.8	3253 / 5.9	6.7	7.0	215 / 3303	I	KBLX-F
17	KLLC-F	AC-NR	196 / 2.4	2.6	2.5	2.7	2.8	2.5	5444 / 9.9	9.8	10.0	218 / 5757	H	KLLC-F
18	KITS-F	AOR-NR	158 / 1.9	1.8	1.8	1.9	2.1	1.9	4418 / 8.0	7.4	8.2	162 / 4639	H	KITS-F
19	KSJO-F	AOR	142 / 1.7	1.6	1.6	1.5	1.9	1.6	2483 / 4.5	5.0	5.4	159 / 2778	H	KSJO-F
20	KOME-F	AOR-NR	135 / 1.6	1.8	1.9	2.1	2.0	1.9	3611 / 6.6	6.4	6.5	149 / 3979	H	KOME-F
21	KYCY-F	C	133 / 1.6	2.1	1.5	1.5	1.3	1.7	2487 / 4.5	4.2	3.7	146 / 2714	G	KYCY-F
22	KSAN-F	CL HITS	130 / 1.6	2.0	1.1	1.0	1.9	1.4	3299 / 6.0	3.8	5.3	132 / 3338	C	KSAN-F
23	KSOL-FF	SP-R	117 / 1.4	1.3	2.3	1.9	1.5	1.7	2014 / 3.7	4.2	3.3	147 / 2422	G	KSOL-FF
24	KLOK	SP-R	112 / 1.4	1.1	1.4	1.2	1.5	1.3	1307 / 2.4	2.4	2.5	124 / 1454	H	KLOK
25	KBRG-F	SP-C	110 / 1.3	1.4	0.7	0.6	0.7	1.0	1728 / 3.1	1.6	1.8	118 / 1861	H	KBRG-F
26	KBAY-F	SAC	95 / 1.1	1.2	1.2	1.7	1.3	1.3	1849 / 3.4	3.8	4.3	112 / 2285	H	KBAY-F
27	KEZR-F	AC/CHR	83 / 1.0	0.9	0.9	1.2	1.4	1.0	2052 / 3.7	3.4	4.8	84 / 2131	H	KEZR-F

12+ FM Share (Metro): 67.92% (4701 of 6921) (Spring 97: 66.06%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KYLD-F >	1 KYLD-F >	1 KYLD-F <	1 KOIT-AF	1 KOIT-AF <	1 KGO >	1 KGO	1 KGO >	1 KYLD-F <	1 KYLD-F	1 KGO
2 KMEL-F	2 KMEL-F	2 KOIT-AF	2 KGO <	2 KGO	2 KCBS	2 KCBS >	2 KNBR <	2 KGO <	2 KGO <	2 KOIT-AF
3 KZQZ-F >>	3 KZQZ-F	3 KMEL-F	3 KFOG-FF <	3 KFRC-AF <	3 KNBR	3 KYLD-F	3 KOIT-AF	3 KOIT-AF <	3 KNBR <	KYLD-F
	KLLC-F	KISQ-F <	4 KISQ-F <	4 KNBR	4 KOIT-AF	4 KNBR	4 KFRC-AF <	4 KSFO <	4 KMEL-F <	4 KNBR
	5 KOIT-AF <	5 KGO	5 KNBR <	KIOI-F <	5 KFRC-AF	KOIT-AF	5 KIOI-F <	5 KMEL-F <	5 KOIT-AF	KZQZ-F <
	6 KITS-F <	KFOG-FF <	6 KFRC-AF <	6 KFOG-FF <	6 KSFO <	6 KFRC-AF	6 KCBS	6 KNBR <	6 KZQZ-F	6 KCBS
	7 KIOI-F <	7 KIOI-F <	7 KIOI-F <	7 KISQ-F	7 KABL	KSFO	KYLD-F	7 KCBS <	7 KDFC-F <	KFRC-AF
	8 KSJO-F	8 KNBR <	8 KBLX-F <	8 KKSF-F	8 KKSF-F	KIOI-F	8 KDFC-F	8 KZQZ-F <	8 KCBS <	KABL <
	KOME-F <	9 KLLC-F	9 KYLD-F	9 KCBS <	KDFC-F	9 KOME-F	KMEL-F	9 KFRC-AF <	9 KIOI-F <	9 KKSF-F
	10 KISQ-F <	KZQZ-F <	KKSF-F <			KMEL-F	KSFO			KMEL-F <
							KBLX-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	12+ Ovrnite
1 KYLD-F <	1 KYLD-F <	1 KLLC-F	1 KOIT-AF >	1 KOIT-AF	1 KYLD-F >	1 KYLD-F >>	1 KYLD-F >	1 KYLD-F	1 KNBR	1 KGO >
2 KMEL-F	2 KMEL-F <	2 KIOI-F	2 KISQ-F	2 KIOI-F <	2 KMEL-F	2 KMEL-F <	2 KSJO-F	2 KNBR	2 KGO <	2 KCBS >
3 KZQZ-F >	3 KLLC-F	3 KYLD-F <	KIOI-F	3 KGO <	3 KZQZ-F	3 KSJO-F	3 KITS-F <	3 KSJO-F	3 KFRC-AF	3 KSFO <
4 KOIT-AF	4 KZQZ-F <	4 KOIT-AF <	4 KLLC-F <	4 KISQ-F <	4 KISQ-F	4 KZQZ-F <	4 KOME-F <	KFOG-FF <	KCBS	4 KYLD-F <
5 KLLC-F	5 KIOI-F <	5 KMEL-F	5 KMEL-F <	5 KBLX-F	KSJO-F	5 KITS-F <	5 KFOG-FF	5 KMEL-F <	KFOG-FF <	5 KOIT-AF
6 KIOI-F	6 KOIT-AF >	6 KITS-F	6 KBLX-F <	KFRC-AF	6 KLLC-F	6 KOME-F <	KMEL-F	6 KGO	6 KYLD-F	6 KYLD-F
7 KITS-F <	7 KITS-F <	7 KZQZ-F	7 KZQZ-F	7 KFOG-FF <	7 KOIT-AF <	7 KNBR <	KNBR	7 KCBS <	KKSF-F	7 KKSF-F
8 KSOL-FF	8 KISQ-F	8 KFOG-FF	KYLD-F	8 KLLC-F <	8 KOME-F <	8 KLLC-F <	KLOK <	8 KOIT-AF	8 KSJO-F <	8 KSJO-F <
	9 KFOG-FF <	KZQZ-F	KGO <	9 KKSF-F	9 KITS-F <	9 KZQZ-F	KFRC-AF <	9 KOIT-AF		9 KOIT-AF
	10 KBLX-F <		10 KFOG-FF <		10 KSAN-F					

SAN FRANCISCO

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
KARA-F	O	105.7	Santa Clara	0.8	2.5	69	1449
KDIA	B/O	1640	Vallejo	0.4	0.9	30	515
KFAX	REL	1100	San Francisco	0.5	1.5	42	874
KFGY-F	C	92.9	Healdsburg	0.4	1.1	37	755
KIQI	SP	1010	San Francisco	0.6	1.4	51	767
KKHI-F	CL	100.7	San Rafael	0.4	2.0	33	1093
KKIQ-F	AC	101.7	Livermore	0.6	1.9	56	1214
KNEW	C	910	Oakland	0.8	2.4	73	1417
KRTY-F	C	95.3	Los Gatos	0.8	2.1	72	1229
KTCT	SPRTS	1050	San Mateo	0.4	1.5	40	879
KUFX-F	CL AOR	104.9	Fremont	0.6	2.2	54	1267
KXFX-F	AOR	101.7	Santa Rosa	0.5	1.0	51	678
KZSF	SP	1370	San Jose	0.4	0.7	33	374
KZSF-F	SP	92.7	Alameda	0.5	1.1	40	606
KZST-F	AC	100.1	Santa Rosa	0.5	1.1	40	677

Consolidation Report	12+	25-54	Revenue
ABC/Disney KGO-AM, KMKY-AM, KSFO-AM	9.7 %	7.2 %	14.2 %
Bonneville KDFC-FM, KOIT-AF, KZQZ-FM	10.3 %	9.4 %	8.4 %
CBS KCBS-AM, KFRC-AF, KITS-FM, KLLC-FM, KYCY-AM, KYCY-FM	13.9 %	14.4 %	24.9 %
Chancellor KABL-AM, KIOI-FM, KISQ-FM, KKSF-FM, KMEL-FM, KNEW-AM, KYLO-FM	20.6 %	18.4 %	25.1 %
Heftel KSOL-FM, KZOL-FM	1.4 %	1.4 %	2.2 %
Susquehanna KFFG-FM, KFOG-FM, KNBR-AM, KSAN-FM, KTCT-AM	9.1 %	10.7 %	19.5 %
	65.0 %	61.5 %	94.3 %

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
KATM-F	C	103.3	Modesto	0.4	1.2	225	2977
KSFM-F	CHR	102.5	Woodland	0.4	1.8	177	3628

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	625 (5)	625 (5)	9.0 %	10.6 %
AOR/Classic/NR	0 (0)	744 (7)	744 (7)	10.7 %	12.4 %
Black/Urban	30 (1)	627 (2)	657 (3)	9.5 %	6.0 %
CHR	0 (0)	576 (3)	576 (3)	8.3 %	5.3 %
Classical	2 (1)	259 (2)	261 (3)	3.8 %	3.5 %
Country	70 (1)	268 (4)	338 (5)	4.9 %	6.3 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	192 (3)	266 (4)	458 (7)	6.6 %	5.9 %
Jazz	0 (0)	447 (2)	447 (2)	6.5 %	7.8 %
News/Talk	1173 (3)	0 (0)	1173 (3)	16.9 %	15.9 %
Oldies	61 (1)	424 (3)	485 (4)	7.0 %	9.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	1.0 %
Religion/Gospel	42 (1)	0 (0)	42 (1)	0.6 %	0.8 %
Soft AC	13 (1)	465 (2)	478 (3)	6.9 %	6.3 %
Sports	405 (2)	0 (0)	405 (2)	5.9 %	5.1 %
Standards/EZ	232 (1)	0 (0)	232 (1)	3.4 %	4.0 %
Totals	2220 (15)	4701 (34)	6921 (49)		

AM Stations

Station	Power	Frequency	Format	Value	Agency	Advertiser	Location
KABL	960	5 kw (DA-1)	Standards	\$70.00	Century	Chancellor	Oakland
KCBS	740	50 kw (DA-2)	News/Talk	CBS \$355.00	CBS	CBS	
KFRC	610	5 kw	See KFRC-F				
KGO	810	50 kw (DA-1)	Talk	ABC \$440.00	Katz	ABC/Disney	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional	\$74.00	Caballero	EXCL	San Jose
KNBR	680	50 kw	Sports/Full Svc.	ABC \$335.00	Eastman	Susquehanna	
KNEW	910	5 kw (DA-N)	Country	ABC \$50.00	Eastman	Chancellor	
KOIT	1260	5 kw/1 kw	See KOIT-F				
KSFO	560	5 kw (DA-N)	Talk	ABC \$55.00	Katz	ABC/Disney	

SAN FRANCISCO

FM Stations

Station	Freq	Power	Genre	Price	Buyer	Station	City
KBLX	102.9	6.6 kw @ 1290	Jazz/Urban	\$168.00	D&R	Inner City	Berkeley
KDFC	102.1	33 kw @ 1047	Classical	\$105.00	Katz	Bonneville	
KFFG	97.7	1.6 kw @ 449	See KFOG-F				Los Altos
KFOG	104.5	7.1 kw @ 1506	Progressive AOR	\$240.00	Mc-Guild	Susquehanna	
KFRC	99.7	40 kw @ 1299	Oldies	\$285.00	Group W	CBS	
KIOI	101.3	125 kw @ 1162	AC/CHR	\$300.00	Christal	Chancellor	
KISQ	98.1	100 kw @ 960	Black AC	\$95.00	Eastman	Chancellor	
KITS	105.3	15 kw @ 1200	AOR-New Rock	\$205.00	D&R	CBS	
KKSF	103.7	7.8 kw @ 1470	Jazz	\$234.00	Eastman	Chancellor	
KLLC	97.3	82 kw @ 1014	Modern AC	CBS \$105.00	CBS	CBS	
KMEL	106.1	69 kw @ 1290	CHR/Urban	\$263.00	Christal	Chancellor	
KOIT	96.5	33 kw @ 1410	Soft AC	\$275.00	Katz	Bonneville	
KSAN	107.7	8.9 kw @ 1161	Classic Hits	\$145.00	Mc-Guild	Susquehanna	
KSOL	98.9	6 kw @ 1355	Hispanic-Regional	\$67.00	Allied	Heffel	
KYCY	93.3	50 kw @ 492	Country	Westwd \$105.00	Infinity	CBS	
KYLD	94.9	30 kw @ 1210	Urban/CHR	AP, AMFM \$163.00	Katz	Chancellor	San Mateo
KZOL	99.1	1.1 kw @ 2608	See KSOL-F				Santa Cruz
KZQZ	95.7	6.9 kw @ 1290	CHR	\$100.00	Sentry	Bonneville	

Notes: Other ranked stations - See San Jose . . . 3/98 KIQI (1010) sold to Radio Unica for \$12,000,000; changed from Hispanic to Hispanic Talk (Unica) . . . 5/98 KZWC-F (92.1; Walnut Creek) sold to Jacor for \$4,500,000 (MVP) . . . 5/98 KKIQ-F (101.7; Livermore) sold to Levitt for \$9,000,000 (MVP) . . . 6/98 Most of the programming of KOME-F (including Howard Stern) was shifted by CBS to its KITS-F . . . 8/98 KZWC-F (92.1; Walnut Creek) changed from Hispanic to simulcast co-owned KSJO-F (San Jose) . . . 8/98 KZSF-F (92.7) sold by Z-Spanish to Jacor for \$16,500,000 (MVP); the station will simulcast Jacor's KSJO-F

Jim Duncan

Comments: Total listening to radio is down slightly . . . KOIT-AF has its highest share in more than four years . . . KMEL-F has snapped back after a series of bad books . . . KZQZ-F achieved its fourth straight up book . . . KFOG-F has its lowest share since Fall 1995

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AC-NR - Modern AC	N - News
* AOR - Album Oriented Rock	O - Oldies
* AOR-NR - New Rock	REL - Religion, Christian
* AOR-P - Progressive AOR	REL-CC - Contemporary Christian
* B - Black (audience 75%+ Black)	SAC - Soft Adult Contemporary
* B/AC - Black Adult Contemporary	SP - Hispanic/Spanish
* B/O - Black Oldies	SP-C - Hispanic Contemporary
* BIZ N - Business News	SP-NT - Hispanic News/Talk/Information
* C - Country	SP-R - Hispanic-Regional
* C/O - Classic Country	SP-TP - Hispanic-Tropical
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SP-VA - Hispanic Variety
* CL - Classical	SP-TJ - Tejano
* CL AOR - Classic AOR, Classic Rock	SPRTS - Sports
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	VA - Variety
* G - Gospel (B/G is Black 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 JOSE

Arbitron Rank: 28 Pop (12+): 1,365,700
MSA Rank: 30
MSA Pop: 1,640,000
DMA: San Francisco (#5)
Average Persons Rating: 14.5
Market TSL in Hours: 19.50

Stations: 44 / 12
Diaries: 2,809/486:1/52.3%
Sample Target: 2,620
% Below Line: NA
% Not Listed: NA
Pop per Station: 113,808

Last Year's Revenue: \$42,000,000
Household Income: \$69,652
Total Retail Sales: \$16.6 Bil.
#1 Biller: KSJO-F \$8,000,000
#1 Billing Portfolio:
 Trust for ARS/CBS stations \$12,310,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1 KOME-F	AOR-NR	80 / 4.0	4.6	4.5	4.4	4.4	4.4	1917 / 14.0	14.3	14.1	130 / 3375	H KOME-F	
2 KBAY-F	SAC	74 / 3.7	4.0	3.9	5.4	4.4	4.3	1268 / 9.3	10.1	10.9	104 / 1963	G KBAY-F	
	KEZR-F	AC/CHR	74 / 3.7	3.2	3.4	4.6	5.3	3.7	1642 / 12.0	12.0	15.4	83 / 2035	G KEZR-F
4 KSJO-F	AOR	67 / 3.4	2.8	2.9	2.9	4.1	3.0	1228 / 9.0	9.4	10.6	131 / 2220	H KSJO-F	
5 KLOK	SP-R	66 / 3.3	2.3	2.5	3.2	4.4	2.8	659 / 4.8	5.0	6.3	101 / 1153	F KLOK	
	KRTY-F	C	60 / 3.0	3.0	2.8	4.7	2.8	990 / 7.2	7.8	7.4	71 / 1210	E KRTY-F	
6 KARA-F	AC	53 / 2.7	3.3	3.3	3.7	2.5	3.2	1075 / 7.9	8.5	6.5	66 / 1350	E KARA-F	
7 KBRG-F	SP-C	38 / 1.8	2.5	0.9	1.3	1.3	1.6	592 / 4.3	2.7	3.0	78 / 1435	KBRG-F	
8 KUFX-F	CL AOR	34 / 1.7	2.0	3.5	3.4	4.5	2.7	664 / 5.0	9.8	9.7	52 / 1148	D KUFX-F	
10 KZSF	SP-R	14 / 0.7	0.6			2.3		169 / 1.2		3.6	32 / 348	KZSF	
9 KAZA	SP	14 / 0.7	1.6	0.8	0.7	0.9	0.9	124 / 0.9	1.0	1.5	16 / 153	A KAZA	
11 KLIV	N	13 / 0.7	1.0	0.7	0.6	0.5	0.7	466 / 3.4	3.0	2.4	14 / 537	A KLIV	
12 KSJX	E	9 / 0.6	0.5	0.5	0.5	0.7	0.5	159 / 1.2	1.3	1.4	9 / 159	KSJX	

12+ FM Share (Metro): NA

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOME-F >>	1 KOME-F <	1 KOME-F <	1 KEZR-F <	1 KEZR-F <	1 KBAY-F >	1 KOME-F >	1 KEZR-F	1 KEZR-F	1 KOME-F	1 KLOK <
2 KEZR-F >	2 KLOK	2 KEZR-F <	2 KSJO-F <	2 KSJO-F <	2 KARA-F <	2 KBAY-F <	2 KBAY-F	2 KSJO-F <	2 KBAY-F <	2 KRTY-F
3 KSJO-F >	3 KSJO-F <	3 KSJO-F <	3 KOME-F <	3 KOME-F <	3 KRTY-F <	3 KSJO-F	3 KSJO-F	3 KBAY-F <	3 KEZR-F <	KBAY-F <
4 KBAY-F	4 KEZR-F >	4 KLOK	4 KLOK	4 KLOK <	4 KEZR-F	4 KRTY-F	KARA-F <	4 KLOK	4 KSJO-F	4 KOME-F
	KLOK	5 KRTY-F <	5 KBAY-F	5 KBAY-F		5 KEZR-F	5 KLOK <	KRTY-F	5 KRTY-F	5 KRTY-F <
	6 KBRG-F	6 KRTY-F	6 KRTY-F				6 KOME-F	6 KOME-F <	KLOK	6 KEZR-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	12+ Ovrnite
1 KLOK >	1 KEZR-F	1 KEZR-F >	1 KEZR-F >	1 KEZR-F >	1 KOME-F >	1 KOME-F <	1 KLOK	1 KSJO-F <	1 KSJO-F	1 KLOK
2 KBAY-F	2 KLOK <	2 KOME-F	2 KBAY-F	2 KBAY-F	2 KSJO-F	2 KLOK <	2 KSJO-F	2 KOME-F	2 KOME-F	2 KSJO-F
	KOME-F	3 KOME-F <	KBRG-F	3 KARA-F <	3 KARA-F	3 KEZR-F	3 KSJO-F >	KOME-F >>	3 KLOK	3 KLOK
4 KRTY-F	4 KBRG-F	4 KLOK	4 KLOK	4 KLOK	KLOK	4 KEZR-F	4 KRTY-F	4 KUFX-F <	4 KUFX-F	KOME-F >
	KBRG-F	5 KRTY-F <	5 KBRG-F <	KRTY-F <	5 KRTY-F	5 KRTY-F	5 KRTY-F	5 KBAY-F	5 KBAY-F <	5 KBAY-F <
	6 KBAY-F		6 KOME-F	6 KBRG-F	6 KBAY-F		6 KZSF	KRTY-F <	6 KRTY-F	

SAN JOSE

Consolidation Report	12+	25-54	Revenue	Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
Empire KARA-FM, KLIV-AM, KRTY-FM	6.4 %	6.5 %	17.0 %	KABL	ST	960	Oakland	1.8	3.6	122	1548
				KBLX-F	J/U	102.9	Berkeley	2.2	4.1	130	1931
In Trust KBAY-FM, KEZR-FM	7.4 %	8.4 %	29.3 %	KCBS	N/T	740	San Francisco	3.7	13.0	205	4666
				KDFC-F	CL	102.1	San Francisco	2.6	7.9	109	2196
Jacor, pend. KOME-FM, KSJO-FM, KUFX-FM	9.1 %	10.9 %	23.8 %	KDON-F	CHR	102.5	Salinas	0.8	3.2	95	1795
				KEST	E	1450	San Francisco	0.4	0.8	14	261
				KFAX	REL	1100	San Francisco	0.5	1.7	28	536
				KFOG-FF	AOR-P	104.5	San Francisco	2.6	7.7	125	2420
				KFRC-AF	O	99.7	San Francisco	2.6	9.0	136	2895
				KGO	T	810	San Francisco	7.2	17.0	377	5454
				KIOH-F	AC/CHR	101.3	San Francisco	2.5	8.5	155	3411
				KIQI	SP	1010	San Francisco	0.6	1.3	24	411
				KISQ-F	B/AC	98.1	San Francisco	2.5	6.8	138	2832
				KITS-F	AOR-NR	105.3	San Francisco	1.7	7.8	84	2457
				KKSF-F	J	103.7	San Francisco	2.4	6.3	122	2190
				KLLC-F	AC-NR	97.3	San Francisco	1.7	6.8	87	2615
				KMEL-F	CHR/U	106.1	San Francisco	1.4	6.2	133	2919
				KNBR	SPRTS	680	San Francisco	3.7	8.4	225	3381
				KNEW	C	910	Oakland	0.4	1.5	29	716
				KOIT-AF	SAC	96.5	San Francisco	2.9	10.1	174	3701
				KSAN-F	C	107.7	San Mateo	0.7	3.5	81	1883
				KSFO	T	560	San Francisco	2.2	4.1	122	1602
				KSOL-FF	SP	99.1	Santa Cruz	2.0	4.6	115	1744
				KTCT	SPRTS	1050	San Mateo	0.5	1.3	33	516
				KYCY-F	C	93.3	San Francisco	1.2	3.8	65	1224
				KYLD-F	U/CHR	94.9	San Francisco	5.3	12.2	245	4076
				KZQZ-F	CHR	95.7	San Francisco	3.4	12.0	137	3598
	22.9 %	25.8 %	70.1 %								

AM Stations

KAZA	1290	5 kw/0.088 kw (DA-2)	Hispanic		\$ NA	El Dorado		Gilroy
KLIV	1590	5 kw (DA-N)	News	CNN	\$18.00	Allied	Empire	
KLOK	1170	50 kw/5 kw (DA-2)	Hispanic-Regional		\$74.00	Caballero	EXCL	
KSJX	1500	10 kw/5 kw (DA-2)	Ethnic		\$ NA	---	Multicultural, pend.	
KZSF	1370	5 kw (DA-2)	Hispanic-Regional		---	---	Z-Spanish	

FM Stations

KARA	105.7	50 kw @ 500	AC		\$78.00	Allied	Empire	Santa Clara
KBAY	94.5	34 kw @ 587	Soft AC	UPI	\$100.00	Mc-Guild	In Trust	
KBRG	100.3	14.5 kw @ 2580	Hispanic Contemp.		\$ NA	Caballero	EXCL	
KEZR	106.5	50 kw @ 430	AC/CHR		\$107.00	Christal	In Trust	
KOME	98.5	12.5 kw @ 880	AOR-New Rock		\$115.00	Infinity	Jacor, pend.	
KRTY	95.3	0.9 kw @ 860	Country		\$89.00	Allied	Empire	Los Gatos
KSJO	92.3	50 kw @ 466	AOR		\$145.00	Katz	Jacor	
KUFX	104.9	3 kw @ 300	Classic AOR	ABC	\$55.00	Mc-Guild	Jacor, pend.	Gilroy

Notes: San Jose is a portion of the San Francisco metro survey area. Only stations home to the San Jose market are included in the rankings . . . 5/98 KOME-F facility & KUFX-F traded by CBS to Jacor as part of a multi-market transaction . . . 6/98 KOME-F began simulcasting KUFX-F; reportedly, the KUFX-F calls & format will move to the KOME-F facility . . . 7/98 The KUFX-F calls & format shift to 98.5; 104.9 changed calls to KLDZ-F; the two stations continue to simulcast for the time being

Jim Duncan

Comments: Listening levels are down significantly (-0.9 rating point) . . . KUFX-F is in a precipitous decline; perhaps the station's move to the superior 98.5 facility will help

SANTA ROSA

Arbitron Rank: 114 Pop (12+): 364,400	Stations: 43 / 13	Last Year's Revenue: \$9,800,000
MSA Rank: 117	Diaries: 951/383:1/57.7%	Household Income: \$48,334
MSA Pop: 436,000	Sample Target: 930	Total Retail Sales: \$4.3 Bil.
DMA: San Fran. (#5)	% Below Line: 51.2	#1 Biller: NA
Average Persons Rating: 16.0	% Not Listed: 10.8	#1 Billing Portfolio: NA
Market TSL in Hours: 21.25	Pop per Station: 28,031	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	KXFX-F	AOR	40 / 6.9	4.8	4.2	7.9	6.3	514 / 14.1	14.5	13.3	KXFX-F
2	KGO	T	39 / 6.7	8.2	7.2	9.3	7.4	594 / 16.3	18.2	16.4	KGO
3	KZST-F	AC	38 / 6.5	6.8	6.8	7.2	7.9	574 / 15.7	17.6	16.4	KZST-F
4	KABL	ST	34 / 5.8	5.7	4.4	4.3	3.0	381 / 10.5	10.4	8.8	KABL
5	KNBR	SPRFS	29 / 5.0	3.6	3.8	2.9	4.0	455 / 12.5	11.4	9.9	KNBR
6	KFGY-F	C	24 / 4.1	4.3	3.8	3.3	3.2	432 / 11.9	11.3	10.8	KFGY-F
7	KSFO	T	21 / 3.8	2.1	3.3	2.4	1.2	191 / 5.2	4.6	4.9	KSFO
8	KCBS	N/T	20 / 3.4	4.1	4.0	3.4	3.7	469 / 12.9	15.7	14.3	KCBS
9	KMGG-F	O	18 / 3.1	2.1	3.7	4.8	3.3	414 / 11.4	11.0	14.4	KMGG-F
	KMHX-F	AC-NR	18 / 3.1	3.6				439 / 12.0	11.7		KMHX-F
	KRPQ-F	C	18 / 3.1	3.9	4.4	5.0	9.5	354 / 9.7	10.1	9.9	KRPQ-F
	KLLC-F	AC-NR	18 / 3.1	3.4	1.9	1.7	1.9	338 / 9.3	10.8	9.2	KLLC-F
13	KJZY-F	J	16 / 2.8	3.7	3.7	2.9	2.6	296 / 8.1	8.9	8.6	KJZY-F
14	KSRO	N/T	13 / 2.2	2.5	2.4	3.6	3.0	314 / 8.6	7.3	7.0	KSRO
	KFRC-AF	O	13 / 2.2	2.0	2.1	2.2	2.0	288 / 7.9	6.0	4.5	KFRC-AF
16	KRSH-F	AOR-P	11 / 1.9	2.0	2.3	2.1	3.2	250 / 6.9	5.4	7.6	KRSH-F

12+ FM Share (Metro): 63.39% (329 of 519) (Spring 1997: 62.42%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KMHX-F >	1 KXFX-F	1 KXFX-F <	1 KXFX-F <	1 KGO <	1 KGO	1 KXFX-F	1 KXFX-F <	1 KGO	1 KABL
2	KMEL-F	2 KZST-F >	2 KZST-F >	2 KZST-F >	2 KABL	KZST-F	2 KGO <	2 KZST-F	2 KZST-F	2 KXFX-F <
	KYLD-F	3 KLLC-F <	3 KFGY-F	3 KNBR <	3 KZST-F	3 KXFX-F	3 KNBR <	3 KGO	3 KNBR	3 KGO
	KZQZ-F >	4 KFGY-F	4 KLLC-F	4 KNBR	4 KFGY-F	4 KNBR	4 KZST-F <	KABL <	4 KMEL-F <	4 KZST-F
		5 KMHX-F <	KNBR	5 KRSH-F	5 KGO	5 KSFO	5 KABL	5 KSFO	5 KXFX-F	5 KFGY-F
		6 KRPQ-F	6 KMHX-F <	KLLC-F <	KLLC-F	KCBS	6 KFGY-F	6 KMHX-F	KDFC-F	KMHX-F
		KITS-F	7 KRPQ-F <	7 KGO	7 KXFX-F <	7 KCBS	7 KJZY-F <	KFGY-F <		
		KNBR	KRPQ-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	12+ Ovrnite
1	KTOB	1 KZST-F	1 KZST-F >>	1 KZST-F >>	1 KXFX-F >	1 KXFX-F >>	1 KXFX-F	1 KXFX-F >>	1 KXFX-F >	1 KGO >>
	KZQZ-F	2 KXFX-F >>	2 KXFX-F >>	2 KXFX-F	2 KLLC-F	2 KNBR	2 KNBR	2 KNBR	2 KNBR >	2 KZST-F >
	KZST-F	3 KHBG-F	3 KMHX-F	3 KFGY-F	3 KFGY-F	3 KMEL-F	KLLC-F	3 KOME-F	3 KLLC-F	3 KXFX-F >
	KHBG-F	KFGY-F	KRPQ-F	4 KMHX-F	4 KIOH-F	KMHX-F >	4 KFGY-F	4 KFGY-F	4 KFGY-F	4 KZST-F
	KYLD-F >>	KMHX-F	KRPQ-F	KRPQ-F	KMGG-F	5 KJZY-F	5 KMEL-F	5 KLLC-F	5 KZST-F	KLLC-F
		KRPQ-F >	KLLC-F	6 KIOH-F	KMHX-F	KYLD-F	KOME-F	KITS-F	6 KJZY-F	6 KOME-F
				KMGG-F	KRPQ-F	KSJO-F >>	7 KITS-F	KOIT-F >		KRSH-F
							KMHX-F			KGO

Consolidation Report	12+	25-54	Revenue
Amaturo	9.4 %	9.9 %	%
KFGY-FM, KMGG-FM, KSRO-AM, KXFX-FM			
KRPQ	6.2 %	6.3 %	%
KMHX-FM, KRPQ-FM			
KRSH	3.3 %	5.4 %	%
KGRP-FM, KRSH-FM			
KZST	9.3 %	12.0 %	%
KJZY-FM, KZST-FM			
	28.2 %	33.6 %	%

SANTA ROSA

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume
KGRP-F	CL HITS	100.9	Calistoga	1.4	6.2	
KHBG-F	CL AOR	95.9	Healdsburg	1.2	4.6	
KRRS	SP	1460	Santa Rosa	0.7	1.9	
KTOB	SP	1490	Petaluma	1.0	1.7	

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume
KDFC-F	CL	102.1	San Francisco	1.7	5.0	
KFAX	REL	1100	San Francisco	0.3	1.3	
KFOG-F	AOR-P	104.5	San Francisco	1.0	3.8	
KIOI-F	AC	101.3	San Francisco	1.7	5.0	
KIQI	SP	1010	San Francisco	0.9	1.3	
KISQ-F	B/AC	98.1	San Francisco	0.7	3.3	
KITS-F	AOR-NR	105.3	San Francisco	1.7	6.5	
KKHI-F	CL	100.7	San Rafael	0.3	1.1	
KKSF-F	J	103.7	San Francisco	1.0	2.4	
KMEL-F	CHR	106.1	San Francisco	1.7	6.0	
KMKY	KIDS	1310	Oakland	0.5	1.3	
KNEW	C	910	Oakland	1.4	3.8	
KOIT-F	SAC	96.5	San Francisco	1.7	5.4	
KOME-F	AOR-NR	98.5	San Jose	1.2	3.0	
KSAN-F	CL HITS	107.7	San Mateo	0.9	3.0	
KSJD-F	AOR	92.3	San Jose	0.9	2.0	
KSTE	T	650	Rancho Cordova	0.3	1.7	
KYCY-F	C	93.3	San Francisco	1.0	3.0	
KYLD-F	B	94.9	San Francisco	1.2	4.5	
KZQZ-F	CHR	95.7	San Francisco	1.2	4.2	

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	84 (4)	84 (4)	16.2 %	11.3 %
AOR/Classic/NR	0 (0)	86 (7)	86 (7)	16.6 %	15.2 %
Black/Urban	0 (0)	11 (2)	11 (2)	2.1 %	2.3 %
CHR	0 (0)	17 (2)	17 (2)	3.3 %	2.5 %
Classical	0 (0)	12 (2)	12 (2)	2.3 %	3.7 %
Country	8 (1)	48 (3)	56 (4)	10.8 %	12.7 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Hispanic	15 (3)	0 (0)	15 (3)	2.9 %	4.7 %
Jazz	0 (0)	22 (2)	22 (2)	4.2 %	4.9 %
News/Talk	95 (5)	0 (0)	95 (5)	18.3 %	20.5 %
Oldies	4 (1)	39 (4)	43 (5)	8.3 %	11.9 %
Others/Unknown	3 (1)	0 (0)	3 (1)	0.6 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.4 %	0.0 %
Soft AC	0 (0)	10 (1)	10 (1)	1.9 %	0.6 %
Sports	29 (1)	0 (0)	29 (1)	5.6 %	4.5 %
Standards/EZ	34 (1)	0 (0)	34 (1)	6.6 %	5.1 %
Totals	190 (14)	329 (27)	519 (41)		

AM Stations

KSRO	1350	5 kw (DA-N)	News/Talk	Westwd, CNN	\$21.00	Eastman	Amaturo
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FM Stations

KFGY	92.9	2.3 kw @ 1948	Country	\$<20.00	Eastman	Amaturo	Healdsburg
KGRP	100.9	0.063 kw @ 2945	Classic Hits	\$ NA	—	KRSH-F	Calistoga
KJZY	93.7	1.1 kw @ 780	Jazz	\$<20.00	Mc-Guild	KZST-F	Sebastapol
KMGG	97.7	2.05 kw @ 1122	Oldies	Westwd \$24.00	Allied	Amaturo	Monte Rio
KMHX	104.1	0.25 kw @ 1106	Modern AC	\$ NA	—	KRPQ-F	Windsor
KRPQ	104.9	0.34 kw @ 915	Country	\$39.00	Christal	KMHX-F	Rohnert Park
KRSH	98.7	0.34 kw @ 1378	Progressive AOR	\$<20.00	—	KGRP-F	Middletown
KXFX	101.7	2.2 kw @ 1089	AOR	\$34.00	Allied	Amaturo	
KZST	100.1	6 kw @ 239	AC	Westwd \$65.00	Mc-Guild	KJZY-F	

Notes: Other ranked stations – See San Francisco . . . There is no TSA for the market . . . No station revenue data are available

SARASOTA-BRADENTON

Arbitron Rank: 79 Pop (12+): 489,700
MSA Rank: NA
MSA Pop: NA
DMA: Tampa (#15)
Average Persons Rating: 16.2
Market TSL in Hours: 21.50

Stations: 35 / 7
Diaries: 905/541:1/55.3%
Sample Target: 880
% Below Line: 66.7
% Not Listed: 13.2
Pop per Station: 69,957

Last Year's Revenue: NA
Household Income: \$38,868
Total Retail Sales: \$5.8 Bil
#1 Biller: NA
#1 Billing Portfolio: NA

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WDUV-F	EZ/ST	115 / 14.5	14.4	15.6	18.5	1193 / 24.4	24.0	26.3	141 / 1481	WDUV-F
2	WCTQ-F	C	62 / 7.8	4.1	4.2	4.2	682 / 13.9	9.3	11.2	66 / 752	WCTQ-F
3	WFLA	T	52 / 6.6	6.1	4.1	3.8	627 / 12.8	11.3	9.6	56 / 704	WFLA
4	WFLZ-F	CHR	50 / 6.3	7.2	8.0	6.4	922 / 18.8	16.2	18.2	74 / 1297	WFLZ-F
5	WSRZ-F	O	41 / 5.2	4.5	3.9	5.1	519 / 10.6	12.2	8.6	43 / 579	WSRZ-F
6	WHPT-F	AOR-P	38 / 4.8	4.5	4.8	4.5	582 / 11.9	12.1	14.6	47 / 719	WHPT-F
7	WYNF-F	AOR/CL	37 / 4.7	3.8	4.2	7.0	482 / 9.4	9.0	8.7	47 / 555	WYNF-F
8	WWRM-F	SAC	29 / 3.7	4.8	3.8	5.2	461 / 9.4	11.1	10.1	37 / 560	WWRM-F
9	WSJT-F	J	28 / 3.5	4.1	3.4	2.2	323 / 6.6	8.4	8.3	35 / 454	WSJT-F
10	WXTB-F	AOR	25 / 3.2	2.5	3.3	1.9	331 / 6.8	5.3	7.3	28 / 391	WXTB-F
11	WKII	ST	22 / 2.8	2.7	2.2	3.3	188 / 3.4	3.7	3.2	41 / 375	WKII
12	WRBQ-F	C	18 / 2.3	2.5	4.2	4.2	281 / 5.7	7.1	7.4	18 / 281	WRBQ-F
14	WGUL-AF	ST	15 / 1.9	1.2	2.3	0.8	187 / 3.8	2.3	4.6	15 / 193	WGUL-AF
13	WLLD-F	CHR/U	15 / 1.9				283 / 5.8			15 / 283	WLLD-F
15	WQYK-F	C	14 / 1.8	0.7	0.7	1.1	183 / 3.7	3.3	3.6	16 / 230	WQYK-F

12+ FM Share (Metro): 79.80% (549 of 688) (Spring 1997: 79.71%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F >>>	1 WCTQ-F <	1 WCTQ-F	1 WCTQ-F	1 WCTQ-F	1 WDUV-F >>	1 WDUV-F >	1 WDUV-F >	1 WDUV-F >	1 WDUV-F	1 WDUV-F >>
2 WLLD-F	2 WFLZ-F	2 WHPT-F <	2 WHPT-F	2 WHPT-F	2 WFLA	2 WFLZ-F	2 WCTQ-F <	2 WCTQ-F	2 WSJT-F <	2 WFLZ-F
3 WYNF-F	3 WXTB-F <	3 WFLZ-F <	3 WFLZ-F <	3 WSRZ-F	3 WCTQ-F	3 WCTQ-F <	3 WFLA >	3 WHPT-F <	3 WFLZ-F	3 WCTQ-F
4 WCTQ-F >	4 WYNF-F	4 WYNF-F	4 WSRZ-F <	4 WYNF-F	4 WSRZ-F	4 WFLA <	4 WSRZ-F <	4 WSRZ-F	4 WCTQ-F	4 WHPT-F <
	5 WHPT-F	5 WSRZ-F	5 WYNF-F >	5 WFLZ-F	5 WHPT-F <	5 WSRZ-F	5 WYNF-F	5 WFLZ-F	5 WXTB-F <	5 WFLA <
	6 WRBQ-F	6 WXTB-F	6 WXTB-F	6 WDUV-F <	6 WWRM-F <	6 WYNF-F <	6 WHPT-F	6 WFLA <	6 WHPT-F	6 WYNF-F
		7 WFLA <	7 WFLA <	7 WFLA	7 WSJT-F <	7 WXTB-F <	7 WFLZ-F	7 WYNF-F <	7 WFLA	7 WSJT-F <
						8 WWRM-F	8 WWRM-F	8 WWRM-F <		8 WSRZ-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	12+ Ovrnite
1 WFLZ-F	1 WCTQ-F	1 WCTQ-F	1 WCTQ-F	1 WCTQ-F	1 WXTB-F >>	1 WXTB-F	1 WXTB-F	1 WCTQ-F	1 WCTQ-F <	1 WDUV-F >
2 WLLD-F	2 WFLZ-F >	2 WFLZ-F	2 WHPT-F	2 WHPT-F	2 WCTQ-F	2 WCTQ-F <	2 WCTQ-F	2 WYNF-F <	2 WYNF-F <	2 WCTQ-F <
3 WYNF-F >	3 WRBQ-F	3 WRBQ-F >	3 WFLZ-F	3 WSRZ-F	3 WSRZ-F	3 WYNF-F <	3 WYNF-F	3 WXTB-F	3 WHPT-F	3 WFLZ-F
4 WCTQ-F	4 WRBQ	4 WRBQ	4 WSRZ-F	4 WFLZ-F	4 WFLZ-F >>	4 WFLZ-F >	4 WFLZ-F	4 WHPT-F	4 WSRZ-F	4 WFLA
5 WSRZ-F >>	5 WAKS-F	5 WHPT-F	5 WYNF-F	5 WWRM-F	5 WHPT-F >	5 WHPT-F >>	5 WHPT-F >>	5 WFLZ-F	5 WFLA	5 WRBQ-F >
	6 WHPT-F	6 WAKS-F >>	6 WAKS-F	6 WRBQ-F <	6 WWRM-F	6 WSJT-F >	6 WSJT-F >	6 WFLA <	6 WXTB-F <	6 WXTB-F <
			7 WWRM-F	7 WDUV-F	7 WWRM-F			7 WSRZ-F >	7 WFLZ-F	7 WFLZ-F
			8 WRBQ-F					8 WDUV-F	8 WDUV-F	8 WDUV-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WAMR	SPRTS	1320	Venice	0.4 1.7 3 107
WKXY	T	930	Sarasota	1.4 3.6 11 174
WSPB	T	1450	Sarasota	0.5 2.4 5 135
WWPR	ST	1490	Bradenton	0.4 1.3 3 65

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WAKS-F	AC/CHR	100.7	Tampa	1.6 6.8 18 403
WBRD	G	1420	Palmetto	0.4 1.3 3 66
WCOF-F	CL HITS	107.3	St. Petersburg	1.0 4.7 8 228
WCVU-F	EZ	104.9	Solana	0.5 1.6 17 247
WHNZ	N	570	Pinellas Park	0.8 2.7 6 141
WIKX-F	C	92.9	Punta Gorda	0.6 2.3 26 422
WILV-F	SAC	101.5	St. Petersburg	1.0 2.6 11 191
WINK-F	AC	96.9	Fl. Myers	1.4 3.6 33 403
WRBQ	B	1380	St. Petersburg	1.4 1.4 11 70
WRXK-F	AOR	96.1	Bonita Springs	0.4 1.3 11 165
WSSR-F	AC-NR	95.7	Clearwater	1.1 5.9 10 315
WSUN	N	620	St. Petersburg	1.0 3.1 8 169
WTBT-F	CL AOR	105.5	New Pt. Richey	0.9 1.3 7 66
WYUU-F	O	92.5	Safety Harbor	0.6 1.9 5 93
WZTM	SPRTS	820	Largo	0.6 2.0 5 112

SARASOTA-BRADENTON

Consolidation Report		12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Jacor		18.6 %	24.7 %	%	AC	0 (0)	33 (3)	33 (3)	4.8 %	4.4 %
WAMR-AM, WCTQ-FM, WSPB-AM, WSRZ-FM, WYNF-FM					AOR/Classic/NR	0 (0)	110 (5)	110 (5)	16.0 %	15.1 %
		18.6 %	24.7 %	%	Black/Urban	11 (1)	0 (0)	11 (1)	1.6 %	1.6 %
					CHR	0 (0)	65 (2)	65 (2)	9.4 %	10.4 %
					Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Country	0 (0)	99 (4)	99 (4)	14.4 %	11.5 %
					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)	28 (1)	28 (1)	4.1 %	4.1 %
					News/Talk	81 (5)	0 (0)	81 (5)	11.8 %	8.3 %
					Oldies	0 (0)	54 (3)	54 (3)	7.8 %	10.4 %
					Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
					Religion/Gospel	3 (1)	0 (0)	3 (1)	0.4 %	0.0 %
					Soft AC	0 (0)	37 (2)	37 (2)	5.4 %	7.0 %
					Sports	8 (2)	0 (0)	8 (2)	1.2 %	1.3 %
					Standards/EZ	36 (3)	123 (3)	159 (6)	23.1 %	26.0 %
Totals						139 (12)	549 (23)	688 (35)		

FM Stations

Station	Freq	Power	Format	City	Revenue	Agency	Advertiser	Location
WCTQ	92.1	22 kw @ 328	Country	Westwd	\$34.00	Eastman	Jacor	Venice
WSRZ	106.3	25 kw @ 259	Oldies		\$47.00	Eastman	Jacor	
WYNF	107.9	46 kw @ 515	AOR/Classic AOR		\$40.00	Eastman	Jacor	Coral Cove

Notes: Other ranked stations -- See Tampa or Ft. Myers . . . No revenue data are available

Jim Duncan

Comments: Total listening to radio is up nicely (+0.9 ratings point) . . . WCTQ-F had its strongest showing yet, ranking #2 overall and #1 in most adult demos

SAVANNAH

Arbitron Rank: 154 Pop (12+): 233,300	Stations: 21 / 17	Last Year's Revenue: \$14,000,000
MSA Rank: 163	Diaries: 959/243:1/49.8%	Household Income: \$35,716
MSA Pop: 288,000	Sample Target: 900	Total Retail Sales: \$2.7 Bil.
DMA: 100	% Below Line: 8.2	#1 Biller: WAEV-F \$2,250,000
Average Persons Rating: 15.6	% Not Listed: 10.4	#1 Billing Portfolio:
Market TSL in Hours: 21.00	Pop per Station: 13,724	Capstar \$7,730,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WEAS-F	B	44 / 12.1	12.6	11.5	9.0	567 / 24.3	23.3	23.7	98 / 1187	C	WEAS-F
2	WSOK	B/G	38 / 10.4	10.2	10.1	7.6	338 / 14.5	14.3	14.5	40 / 366	A	WSOK
3	WJCL-F	C	31 / 8.5	9.1	9.6	8.4	400 / 17.2	19.2	20.0	78 / 982	C	WJCL-F
	WLVH-F	B/AC	31 / 8.5	7.3	8.5	10.8	398 / 17.1	17.3	19.2	45 / 601	C	WLVH-F
5	WAEV-F	AC	26 / 7.1	9.6	9.3	9.0	509 / 21.8	23.1	22.2	57 / 1039	D	WAEV-F
6	WYKZ-F	SAC	23 / 6.3	5.3	4.0	2.3	263 / 11.3	11.2	9.0	44 / 535	B	WYKZ-F
7	WGCO-FF	O	19 / 6.2	3.8	5.1	3.8	301 / 12.9	10.7	12.2	32 / 612	B	WGCO-FF
8	WCHY-F	C	17 / 4.7	5.0	5.1	7.3	332 / 14.2	15.2	14.0	45 / 847	C	WCHY-F
9	WIXV-F	AOR	14 / 3.8	2.6	2.4	3.8	274 / 11.7	9.9	10.0	42 / 687	B	WIXV-F
	WZAT-F	CHR	14 / 3.8	3.2	4.0	6.1	320 / 13.7	10.7	12.8	30 / 705	A	WZAT-F
11	WSGF-F	B	12 / 3.3	3.5	3.2	2.9	247 / 10.6	11.7	8.9	18 / 344	A	WSGF-F
	WLOW-F	ST	12 / 3.3	4.1	3.7	3.5	191 / 8.2	8.0	6.5	32 / 417	A	WLOW-F
13	WFXH-F	CL AOR	10 / 2.7	2.0	1.3	1.7	198 / 8.5	6.8	5.1	13 / 335	B	WFXH-F
14	WBMQ	T	9 / 2.5	3.8	2.4	3.2	178 / 7.6	9.0	7.2	19 / 305	B	WBMQ
15	WRHQ-F	AC	8 / 2.2	2.3	2.9	2.9	142 / 6.1	7.3	5.7	9 / 166	B	WRHQ-F

12+ FM Share (Metro): 83.49% (273 of 327) (Spring 1997: 83.28%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEAS-F >>>	1 WEAS-F	1 WEAS-F	1 WLVH-F	1 WLVH-F	1 WSOK >	1 WSOK >	1 WEAS-F	1 WEAS-F	1 WEAS-F >>	1 WEAS-F
2 WSGF-F	2 WAEV-F >	2 WJCL-F	2 WJCL-F	2 WJCL-F	2 WLVH-F	2 WLVH-F <	2 WJCL-F <	2 WLVH-F <	2 WLVH-F <	2 WSOK >
WAEV-F	3 WJCL-F	WLVH-F <	3 WEAS-F	3 WEAS-F	3 WJCL-F	3 WJCL-F <	3 WLVH-F	3 WSOK <	3 WSOK >	3 WJCL-F
	WYKZ-F	4 WAEV-F	4 WAEV-F	4 WAEV-F	4 WYKZ-F <	4 WYKZ-F <	4 WYKZ-F <	4 WJCL-F	4 WSGF-F	4 WAEV-F <
	WZAT-F	5 WYKZ-F <	WSOK	5 WSOK <	5 WYKZ-F <	5 WYKZ-F <	5 WSOK <	5 WAEV-F <	WAEV-F <	5 WLVH-F
6 WLVH-F	6 WSOK	WYKZ-F	6 WGCO-FF	6 WGCO-FF	6 WEAS-F	6 WAEV-F <	6 WAEV-F <	6 WYKZ-F >	6 WJCL-F	6 WCHY-F
7 WIXV-F	7 WGCO-FF	7 WGCO-FF	WAEV-F >	WLOW-F <	7 WCHY-F <	7 WGCO-FF >	7 WGCO-FF >	7 WGCO-FF <	WZAT-F	7 WGCO-FF <
	WSOK	WIXV-F <	8 WIXV-F	8 WCHY-F >	8 WCHY-F >	8 WGCO-FF <	8 WBMQ	8 WCHY-F <	8 WYKZ-F	8 WYKZ-F
				WIXV-F >		9 WIXV-F	WCHY-F <	9 WSGF-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	12+ Ovrnite
1 WEAS-F >>>	1 WEAS-F <	1 WAEV-F	1 WJCL-F	1 WYKZ-F <	1 WEAS-F >>	1 WEAS-F >	1 WEAS-F	1 WEAS-F	1 WLVH-F	1 WEAS-F
2 WJCL-F	2 WAEV-F >	2 WYKZ-F	WEAS-F	2 WSOK <	2 WAEV-F >	2 WIXV-F	2 WCHY-F	2 WLVH-F	2 WJCL-F	2 WSOK >
WAEV-F >	3 WYKZ-F	3 WEAS-F	WAEV-F	3 WJCL-F	3 WJCL-F	WAEV-F	WZAT-F >	3 WIXV-F	WGCO-FF	3 WJCL-F
4 WZAT-F >>	4 WJCL-F	4 WSOK	4 WSOK	WAEV-F	WFXH-F	WZAT-F	4 WIXV-F	4 WGCO-FF	4 WEAS-F	4 WLVH-F
	5 WSOK	WLVH-F	WLVH-F	WLVH-F >	WIXV-F	5 WCHY-F	WEAS	WJCL-F	5 WCHY-F	
	WLVH-F	6 WJCL-F >	WYKZ-F >>	6 WEAS-F	WSGF-F		WAEV-F	6 WCHY-F	WIXV-F	
	7 WZAT-F >>			7 WGCO-FF >	WZAT-F >>		WLVH-F >>	WAEV-F	7 WFXH-F	
								WFXH-F	8 WEAS	

Other Rated Stations

			Metro Share	Cume Rating	TSA AQH	Cume
WEAS	SPRTS	900 Savannah	1.9	4.3	7	116
WJY-F	SAC	106.9 Bluffton, SC	1.1	3.2	12	224

Other Rated Stations—Outside Market

			Metro Share	Cume Rating	TSA AQH	Cume
WHBZ-F	AC	99.7 Pt Royal, SC	0.5	2.0	6	118
WSKX-F	B	92.3 Hinesville, GA	1.4	5.1	14	327

SAVANNAH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Adventure WFXH-FM, WGCO-FM, WGZO-FM, WIJY-FM, WLOW-FM	12.6 %	12.6 %	17.4 %	AC	0 (0)	36 (3)	36 (3)	11.0 %	14.0 %
				AOR/Classic/NR	0 (0)	24 (2)	24 (2)	7.3 %	8.8 %
				Black/Urban	0 (0)	92 (4)	92 (4)	28.1 %	27.1 %
Capstar WAEV-FM, WCHY-AM, WCHY-FM, WEAS-AM, WEAS-FM, WL VH-FM, WSOK-AM, WYKZ-FM	51.0 %	49.6 %	54.8 %	CHR	0 (0)	14 (1)	14 (1)	4.3 %	1.2 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Cumulus WBMQ-AM, WIXV-FM, WJCL-FM, WSGF-FM, WZAT-FM	21.9 %	22.2 %	23.2 %	Country	0 (0)	48 (2)	48 (2)	14.7 %	16.7 %
				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	9 (1)	0 (0)	9 (1)	2.8 %	2.7 %
				Oldies	0 (0)	20 (2)	20 (2)	6.1 %	5.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	38 (1)	0 (0)	38 (1)	11.6 %	11.6 %
				Soft AC	0 (0)	27 (2)	27 (2)	8.3 %	5.5 %
				Sports	7 (1)	0 (0)	7 (1)	2.1 %	2.4 %
				Standards/EZ	0 (0)	12 (1)	12 (1)	3.7 %	4.3 %
	85.5 %	84.4 %	95.4 %	Totals	54 (3)	273 (17)	327 (20)		

AM Stations

WBMQ	630	5 kw (DA-N)	Talk	CBS	\$<20.00	Katz	Cumulus
WSOK	1230	1 kw	Black Gospel	AURN, Westwd	\$17.00	Banner	Capstar

FM Stations

WAEV	97.3	100 kw @ 991	AC	Westwd	\$38.00	Katz	Capstar
WCHY	94.1	100 kw @ 1320	Country	ABC	\$40.00	Eastman	Capstar
WEAS	93.1	100 kw @ 981	Black	ABC, Source, Westwd	\$25.00	D&R	Cumulus
WFXH	106.1	10.5 kw @ 794	Classic AOR	Source	\$<20.00	D&R	Adventure Hilton Head
WGCO	98.3	100 kw @ 981	Oldies		\$20.00	Eastman	Adventure Midway
WGZO	92.1	3 kw @ 289	See WGCO-F				Parris Island, SC
WIXV	95.5	100 kw @ 856	AOR		\$30.00	Katz	Cumulus
WJCL	96.5	100 kw @ 1161	Country	Westwd	\$35.00	D&R	Cumulus
WLOW	107.9	41 kw @ 538	Standards	Westwd	\$<20.00	D&R	Adventure Bluffton, SC
WL VH	101.1	50 kw @ 476	Black AC	Westwd	\$29.00	Katz	Capstar Hardeeville, SC
WRHQ	105.3	11 kw @ 485	AC		\$<20.00	Christal	Richmond Hill
WSGF	103.9	6 kw @ 328	Black		\$<20.00	---	Cumulus Springfield
WYKZ	98.7	100 kw @ 710	Soft AC	ABC	\$ NA	Eastman	Capstar Beaufort, SC
WZAT	102.1	100 kw @ 1322	CHR	ABC	\$20.00	K&P	Cumulus

Notes: 4/98 WZAT-F sold to Cumulus for \$3,500,000; changed from New Rock to CHR . . . 4/98 WEAS-AF sold by Esserman to Capstar for \$5,250,000 (Media Svcs; MVP) . . . 5/98 WCHY (1290) changed from Classic Country to Children's . . . 6/98 WSGA (1400) sold to Genesis for \$200,000 . . . 8/98 WSGA began airing "Positive Talk" from co-owned WNIV, Atlanta

Jim Duncan

Comments: Listening levels are down moderately (-0.6 ratings point) . . . WSOK has had three consecutive up books . . . WYKZ-F is showing a good growth trend and has its highest share ever . . . WCHY-F has suffered its fourth straight share decrease

SEATTLE-TACOMA

Arbitron Rank: 13 Pop (12+): 2,786,100
MSA Rank: 21-Seattle; 80-Tacoma
MSA Pop: 3,390,000
DMA: 12
Average Persons Rating: 15.7
Market TSL In Hours: 20.75

Stations: 32 / 32
Diaries: 3,874/719:1/55.9%
Sample Target: 3,690
% Below Line: 0.0
% Not Listed: 12.4
Pop per Station: 87,066

Last Year's Revenue: \$150,500,000
Household Income: \$52,009
Total Retail Sales: \$33.2 Bil.
#1 Biller: KIRO \$20,900,000
#1 Billing Portfolio: Entercom \$60,800,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KIRO	327 / 7.5	5.6	7.2	9.6	8.3	7.5	5842 / 21.0	21.7	23.3	344 / 6313	K	KIRO
2	KUBE-F	272 / 6.2	5.9	6.3	6.9	7.1	6.3	4874 / 18.8	16.9	17.8	293 / 5183	H	KUBE-F
3	KBSG-AF	263 / 5.8	5.0	4.6	5.0	5.6	5.1	4391 / 15.8	13.9	17.0	282 / 4814	I	KBSG-AF
4	KMPS-F	227 / 5.2	4.0	4.7	4.7	5.2	4.6	3443 / 12.4	10.9	12.5	244 / 3712	I	KMPS-F
5	KLSY-F	202 / 4.6	4.8	3.4	4.0	3.0	4.2	3316 / 11.9	11.0	9.8	212 / 3487	H	KLSY-F
6	KVI	197 / 4.5	3.9	4.7	4.6	4.6	4.4	2087 / 7.4	8.3	8.3	220 / 2345	H	KVI
7	KPLZ-F	184 / 4.2	4.6	3.8	4.2	3.8	4.2	3865 / 13.9	12.9	13.3	201 / 4200	H	KPLZ-F
8	KBKS-AF	173 / 4.0	4.5	3.6	3.3	2.5	3.8	4263 / 15.3	13.1	8.9	187 / 4619	F	KBKS-AF
9	KING-F	167 / 3.8	4.3	3.5	3.4	4.3	3.8	2715 / 9.7	10.2	9.5	182 / 2935	E	KING-F
10	KWJZ-F	164 / 3.8	3.8	3.5	3.2	2.6	3.6	2240 / 8.0	8.8	7.2	169 / 2305	E	KWJZ-F
11	KIXI	162 / 3.7	3.6	4.0	3.7	4.6	3.8	2143 / 7.7	8.0	8.4	180 / 2394	D	KIXI
12	KISW-F	155 / 3.5	3.8	3.8	3.2	3.8	3.6	2553 / 9.2	8.8	9.8	173 / 2801	H	KISW-F
13	KZOK-F	154 / 3.5	3.2	3.4	3.4	3.7	3.4	2689 / 9.7	10.0	11.2	162 / 2829	H	KZOK-F
14	KOMO	142 / 3.2	3.2	3.9	3.4	2.9	3.4	2720 / 9.8	13.8	10.6	155 / 3040	E	KOMO
15	KRWM-F	140 / 3.2	3.6	2.6	2.6	2.6	3.0	2143 / 7.7	7.0	7.3	143 / 2191	E	KRWM-F
16	KNDD-F	138 / 3.2	3.9	4.2	4.2	4.3	3.9	3272 / 11.7	13.4	13.3	150 / 3479	H	KNDD-F
17	KJR-F	120 / 2.7	3.1	2.6	2.9	3.3	2.8	2636 / 9.5	9.8	11.2	133 / 2918	G	KJR-F
18	KMTT-F	101 / 2.3	3.1	3.1	3.1	2.9	2.9	2268 / 8.1	8.7	8.9	105 / 2311	G	KMTT-F
19	KJR	100 / 2.3	2.5	2.9	2.2	2.5	2.5	2287 / 8.2	8.1	10.0	102 / 2390	E	KJR
20	KYCW-F	92 / 2.1	2.9	2.8	2.6	3.3	2.6	1614 / 5.8	5.8	7.6	103 / 1809	G	KYCW-F
21	KIRO-F	90 / 2.1	2.9	2.8	2.3	2.0	2.5	1935 / 6.9	7.6	6.8	102 / 2052	E	KIRO-F
22	KCMS-F	71 / 1.6	1.9	1.7	1.7	1.9	1.7	1267 / 4.5	5.2	4.8	75 / 1352		KCMS-F
23	KKBY-F	50 / 1.1		0.5	0.4	0.7		686 / 2.4		1.0	50 / 676		KKBY-F
24	KNWX	47 / 1.1	1.2	1.5	1.3	1.0	1.3	1410 / 5.1	7.0	5.0	47 / 1455	C	KNWX

12+ FM Share (Metro): 72.31% (2768 of 3828) (Spring 97: 70.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KUBE-F >>	1 KUBE-F	1 KUBE-F <	1 KLSY-F	1 KBSG-AF	1 KIRO >	1 KIRO <	1 KBSG-AF <	1 KIRO	1 KIRO	1 KIRO
2 KBKS-AF >	2 KPLZ-F	2 KLSY-F	2 KIRO	2 KIRO <	2 KBSG-AF	2 KUBE-F	2 KVI <	2 KUBE-F <	2 KUBE-F	2 KBSG-AF <
3 KNDD-F >>>	3 KISW-F <	KPLZ-F	KZOK-F	3 KLSY-F	3 KVI <	3 KMPS-F <	3 KIRO <	3 KBSG-AF	3 KLSY-F	3 KUBE-F <
	4 KLSY-F <	4 KBSG-AF <	KBSG-AF	4 KZOK-F <	4 KMPS-F <	4 KVI	4 KMPS-F <	4 KMPS-F <	4 KING-F <	4 KMPS-F
	5 KNDD-F	5 KZOK-F	KPLZ-F	5 KMPS-F <	5 KIXI <	5 KBSG-AF	5 KPLZ-F <	5 KLSY-F	5 KBKS-AF <	5 KBKS-AF <
	6 KBKS-AF	KISW-F <	6 KMPS-F	6 KPLZ-F <	6 KING-F	6 KLSY-F <	6 KUBE-F <	KPLZ-F <	6 KBSG-AF	6 KING-F <
	7 KMPS-F	7 KIRO <	KISW-F <	7 KWJZ-F	7 KWJZ-F <	7 KOMO	7 KIXI	7 KBKS-AF	7 KOMO	7 KIXI <
	8 KZOK-F	8 KMPS-F	8 KWJZ-F <	8 KISW-F	8 KOMO	KISW-F <	KLSY-F <	8 KWJZ-F <	8 KMPS-F	8 KLSY-F <
		9 KWJZ-F	9 KUBE-F	9 KUBE-F	9 KRWM-F	9 KPLZ-F <	9 KWJZ-F <	9 KING-F	KWJZ-F <	
		KBKS-AF	KJR-F			10 KZOK-F	10 KRWM-F <	KZOK-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	12+ Ovrmte
1 KUBE-F	1 KUBE-F	1 KLSY-F	1 KLSY-F	1 KLSY-F	1 KUBE-F	1 KISW-F	1 KISW-F	1 KISW-F	1 KZOK-F <	1 KOMO
2 KPLZ-F	2 KPLZ-F	KPLZ-F	2 KPLZ-F <	2 KBSG-AF	2 KISW-F	2 KUBE-F	2 KPLZ-F	KZOK-F	2 KIRO	2 KIRO
3 KLSY-F	3 KLSY-F >	3 KUBE-F	3 KUBE-F	3 KMPS-F <	3 KNDD-F >>	3 KPLZ-F <	3 KJR <	3 KIRO	3 KBSG-AF <	3 KBSG-AF <
4 KBKS-AF	4 KBKS-AF <	4 KMPS-F <	4 KMPS-F	4 KWJZ-F <	4 KMPS-F	4 KNDD-F	4 KZOK-F	4 KUBE-F	4 KISW-F	
5 KNDD-F	5 KMPS-F <	5 KBKS-AF <	KBSG-AF	5 KPLZ-F	5 KZOK-F <	5 KZOK-F <	5 KNDD-F <	5 KPLZ-F <	5 KVI <	
	6 KNDD-F >	6 KNDD-F <	6 KWJZ-F	KRWM-F <	6 KPLZ-F	6 KJR	6 KBKS-AF	6 KJR	6 KJR <	
7 KBSG-AF	7 KYCW-F <	7 KWJZ-F	KBKS-AF	7 KUBE-F	7 KYCW-F	7 KLSY-F <	KLSY-F <	7 KBSG-AF <	7 KPLZ-F <	
8 KIRO-F	8 KWJZ-F <	8 KYCW-F	KRWM-F	8 KIRO	8 KBKS-AF	8 KUBE-F <	8 KJR-F	8 KJR-F	8 KJR-F <	
	9 KIRO-F <		9 KIRO <	9 KBKS-AF <		9 KVI	KNDD-F <	9 KMTT-F <		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCIS	REL	630 Edmonds	0.5 1.6 24 500
KGNW	REL	820 Burien	0.5 1.9 25 572
KGY	AC	1240 Olympia	0.3 0.7 15 208
KRIZ	B	1420 Renton	0.3 0.5 13 137
KXXO-F	AC	96.1 Olympia	0.6 1.8 43 747

SEATTLE-TACOMA

Consolidation Report				Format Performance						
	12+	25-54	Revenue	AM	FM	Total	%	Spg 97		
Ackerley	11.2 %	10.7 %	12.3 %	AC	15 (1)	227 (2)	242 (3)	6.3 %	6.8 %	
KJR-AM, KJR-FM, KUBE-FM				AOR/Classic/NR	0 (0)	548 (4)	548 (4)	14.3 %	16.5 %	
CBS	14.8 %	15.8 %	20.7 %	Black/Urban	13 (1)	50 (1)	63 (2)	1.6 %	0.0 %	
KBKS-FM, KMPS-FM, KRPM-AM, KYCW-FM, KZOK-FM				CHR	6 (1)	624 (3)	630 (4)	16.5 %	12.2 %	
Entercom	25.5 %	25.3 %	40.4 %	Classical	0 (0)	167 (1)	167 (1)	4.4 %	4.9 %	
KBSG-AF, KIRO-AM, KIRO-FM, KISW-FM, KMTT-FM, KNDD-FM, KNWX-AM				Country	0 (0)	319 (2)	319 (2)	8.3 %	10.5 %	
Fisher	11.9 %	11.0 %	12.6 %	Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
KOMO-AM, KPLZ-FM, KVI-AM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
Sandusky	15.3 %	15.5 %	11.4 %	Jazz	0 (0)	164 (1)	164 (1)	4.3 %	2.9 %	
KEZX-AM, KIXI-AM, KLSY-FM, KRWM-FM, KWJZ-FM				News/Talk	713 (4)	90 (1)	803 (5)	21.0 %	21.2 %	
	78.7 %	78.3 %	97.4 %	Oldies	5 (1)	368 (2)	373 (3)	9.7 %	10.0 %	
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %	
				Religion/Gospel	46 (2)	71 (1)	117 (3)	3.1 %	4.0 %	
				Soft AC	0 (0)	140 (1)	140 (1)	3.7 %	2.9 %	
				Sports	100 (1)	0 (0)	100 (1)	2.6 %	2.8 %	
				Standards/EZ	162 (1)	0 (0)	162 (1)	4.2 %	5.2 %	
				Totals	1060 (12)	2768 (19)	3828 (31)			

AM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KBSG	1210	27.5 kw/10 kw (DA-2)	See KBSG-F			
KIRO	710	50 kw (DA-N)	News/Talk	CBS, AP	\$291.00	Katz Entercom
KIXI	880	50 kw/10 kw (DA-2)	Standards	Westwd	\$50.00	Christal Sandusky
KJR	950	50 kw (DA-N)	Sports	Westwd	\$54.00	---
KNWX	770	50 kw/5 kw (DA-2)	News	AP	\$25.00	Katz Entercom
KOMO	1000	50 kw (DA-N)	Talk	ABC	\$85.00	Sentry Fisher
KRPM	1090	50 kw (DA-2)	See KBKS-F			
KVI	570	5 kw	Talk	ABC	\$117.00	Sentry Fisher

FM Stations

Station	Power	Time	Format	Advertiser	Agency	Product
KBKS	106.1	58 kw @ 2343	CHR/AC	\$58.00	Eastman	CBS Tacoma
KBSG	97.3	55 kw @ 2393	Oldies	\$225.00	D&R	Entercom Tacoma
KCMS	105.3	115 kw @ 722	Contemp. Christian	UPI	\$44.00	Radio Spot Edmonds
KING	98.1	58 kw @ 2343	Classical	\$95.00	Sentry	
KIRO	100.7	100 kw @ 736	Talk	AP	\$ NA	Katz Entercom
KISW	99.9	100 kw @ 1148	AOR	\$138.00	Mc-Guild	Entercom
KJR	95.7	100 kw @ 1180	Classic Hits	\$110.00	Allied	Ackerley
KKBY	104.9	2.5 kw @ 495	Black	\$ NA	---	Eatonville
KLSY	92.5	58 kw @ 2343	AC	AP	\$145.00	Christal Sandusky Bellevue
KMPS	94.1	58 kw @ 2343	Country	AP	\$185.00	Eastman CBS
KMTT	103.7	58 kw @ 2343	Progressive AOR	\$125.00	D&R	Entercom Tacoma
KNDD	107.7	100 kw @ 1194	AOR-New Rock	\$140.00	D&R	Entercom
KPLZ	101.5	100 kw @ 1200	CHR/AC	\$120.00	Sentry	Fisher
KRWM	106.9	100 kw @ 819	Soft AC	\$71.00	Christal	Sandusky Bremerton
KUBE	93.3	100 kw @ 1290	CHR	\$145.00	Allied	Ackerley
KWJZ	98.9	100 kw @ 1110	Jazz	\$85.00	Christal	Sandusky
KYCW	96.5	100 kw @ 1223	Country	\$105.00	Eastman	CBS
KZOK	102.5	100 kw @ 1194	Classic AOR	\$180.00	Eastman	CBS

Notes: 2/98 KBRO (1490; Bremerton) & KNTB (1480; Lakewood-Tacoma) sold for \$257,500 . . . 2/98 KJR-AF/KUBE-F (control) sold by New Century to Ackerley for \$17,812,000 . . . 6/98 KZTS (1360; Tacoma) sold to Legend (Larry Patrick) for \$350,000 . . . 7/98 KZTS sold by Legend to Salem for \$500,000 . . . 7/98 KZTS changed calls back to KKMO

Jim Duncan

Comments: Listening levels are down slightly . . . KKBY-F's new Black format debuted with a 1.1 share . . . KYCW-F faded to its lowest share as a Country station . . . KBSG-AF is up to its highest share in two years

SHREVEPORT

Arbitron Rank: 129 Pop (12+): 306,400
 MSA Rank: 129
 MSA Pop: 380,000
 DMA: 76
 Average Persons Rating: 14.3
 Market TSL in Hours: 19.25

Stations: 18 / 15
 Diaries: 997/307:1/49.1%
 Sample Target: 940
 % Below Line: 2.3
 % Not Listed: 10.3
 Pop per Station: 20,427

Last Year's Revenue: \$13,000,000
 Household Income: \$34,637
 Total Retail Sales: \$3.8 Bil.
 #1 Biller: KRMD-AF \$3,900,000
 #1 Billing Portfolio: Capstar \$5,460,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KMJJ-F	58 / 13.3	14.5	17.1	16.9	15.9	15.4	771 / 25.2	26.3	24.4	82 / 1118	C	KMJJ-F
2	KRUF-F	45 / 10.3	9.6	7.9	7.9	7.6	8.9	699 / 22.8	20.2	19.9	91 / 1397	B	KRUF-F
3	KDKS-F	44 / 10.1	9.6	7.5	8.5	9.1	8.9	696 / 22.7	18.6	19.5	46 / 742	B	KDKS-F
4	KRMD-F	43 / 9.8	11.1	13.6	15.2	12.4	12.4	599 / 19.5	25.9	26.4	64 / 964	E	KRMD-F
5	KVKI-F	42 / 9.6	7.3	8.3	8.5	10.3	8.4	608 / 19.8	20.1	21.3	55 / 831	D	KVKI-F
6	KITT-F	26 / 5.9	7.7	6.8	5.5	4.1	6.5	425 / 13.9	14.2	12.1	42 / 678	B	KITT-F
7	KEEL	21 / 4.8	7.3	6.6	5.9	5.8	6.1	269 / 8.8	11.4	12.3	40 / 464	B	KEEL
8	KTAL-F	19 / 4.3	3.6	3.9	3.7	3.3	3.9	324 / 10.6	11.2	10.2	36 / 637	B	KTAL-F
9	KLKL-F	18 / 4.1	3.2	2.6	3.7	5.2	3.4	325 / 10.6	9.5	11.8	18 / 348	A	KLKL-F
10	KTUX-F	17 / 3.9	3.4	4.2	4.3	3.5	3.9	229 / 7.5	9.4	7.8	29 / 499	B	KTUX-F
11	KOKA	16 / 3.7	4.1	6.8	4.9	6.4	4.9	266 / 8.7	8.7	9.8	16 / 266	A*	KOKA
12	KSYR-F	15 / 3.4	3.0					365 / 11.9			19 / 437		KSYR-F
13	KWKH	9 / 2.1	2.8	2.2	2.6	2.7	2.4	239 / 7.8	8.6	9.4	13 / 348	A	KWKH

12+ FM Share (Metro): 85.75% (337 of 393) (Spring 97: 80.69%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KVKI-F <	1 KVKI-F	1 KVKI-F	1 KRMD-F	1 KVKI-F	1 KMJJ-F	1 KMJJ-F >>	1 KMJJ-F >
2 KRUF-F >	2 KRUF-F	2 KRUF-F	2 KOKS-F	2 KOKS-F	2 KRMD-F >	2 KMJJ-F	2 KRUF-F <	2 KRUF-F <	2 KOKS-F	2 KOKS-F
3 KDKS-F	3 KDKS-F >	KDKS-F	KMJJ-F <	KMJJ-F <	3 KEEL <	3 KVKI-F <	3 KRMD-F	3 KOKS-F	3 KRUF-F >	3 KRUF-F <
4 KTUX-F >>	4 KRMD-F >	4 KVKI-F	4 KRUF-F	4 KRUF-F	4 KDKS-F <	4 KRUF-F	4 KMJJ-F <	4 KRMD-F	4 KRMD-F	4 KRMD-F
	5 KTUX-F	5 KRMD-F	5 KRMD-F >	KRMD-F >	5 KITT-F	5 KOKS-F <	5 KDKS-F	KVKI-F >	5 KTUX-F >	5 KVKI-F
		6 KTAL-F <	6 KTAL-F	6 KTAL-F	KLKL-F <	6 KITT-F >	6 KEEL	6 KITT-F	6 KTAL-F	6 KITT-F
		7 KITT-F	7 KITT-F	KITT-F <	7 KMJJ-F	7 KEEL	7 KITT-F	7 KTAL-F <	7 KTAL-F	7 KOKA
				8 KLKL-F		8 KTAL-F		8 KEEL <		8 KLKL-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	12+ Ovrnite
1 KMJJ-F >>	1 KMJJ-F	1 KDKS-F	1 KMJJ-F	1 KOKS-F	1 KMJJ-F >	1 KMJJ-F >	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F >>
2 KRUF-F >>	2 KRUF-F	2 KRUF-F	2 KOKS-F	KVKI-F	2 KRUF-F	2 KRUF-F	2 KRUF-F >	2 KRUF-F	2 KRMD-F	2 KOKS-F
	3 KOKS-F >	3 KMJJ-F >	KVKI-F	3 KRUF-F <	KDKS-F	3 KOKS-F	3 KITT-F	3 KOKS-F <	KVKI-F <	3 KRUF-F >
	4 KRMD-F	4 KRMD-F	4 KRUF-F	4 KMJJ-F	4 KTUX-F >	KTUX-F	KRMD-F	4 KRMD-F	4 KRUF-F	
	5 KVKI-F >	5 KVKI-F	5 KRMD-F >	KRMD-F >	6 KLKL-F >	5 KRMD-F	KTUX-F	KTAL-F	KTAL-F	
								6 KTUX-F	6 KITT-F	
								7 KVKI-F	KDKS-F	
								KITT-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KASO	ST	1240	Minden 0.7 2.1 3 64
KRMD	SPRTS	1340	Shreveport 1.6 3.4 8 133

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KXKZ-F	C	107.5	Ruston 0.5 2.0 15 200
KYGL-F	CL AOR	106.3	Texarkana 0.5 1.1 12 195
KYLA-F	C	106.7	Homer 1.4 3.1 8 122

SHREVEPORT

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar KMJJ-FM, KRMD-AM, KRMD-FM	24.7 %	22.0 %	42.0 %	AC	0 (0)	57 (2)	57 (2)	14.5 %	11.5 %
Jacor, pend. KEEL-AM, KITT-FM, KRUF-FM, KVKI-FM, KWKH-AM	32.7 %	32.8 %	36.5 %	AOR/Classic/NR	0 (0)	38 (3)	38 (3)	9.7 %	7.6 %
Local <DKS-FM, KFLO-AM, KLKL-FM, KOKA-AM	17.9 %	19.2 %	12.5 %	Black/Urban	0 (0)	102 (2)	102 (2)	26.0 %	27.8 %
				CHR	0 (0)	45 (1)	45 (1)	11.5 %	8.5 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	77 (4)	77 (4)	19.6 %	21.4 %
				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)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	21 (1)	0 (0)	21 (1)	5.3 %	9.4 %
				Oldies	0 (0)	18 (1)	18 (1)	4.6 %	5.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	16 (1)	0 (0)	16 (1)	4.1 %	8.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	16 (2)	0 (0)	16 (2)	4.1 %	0.0 %
				Standards/EZ	3 (1)	0 (0)	3 (1)	0.8 %	0.0 %
	75.3 %	74.0 %	91.0 %	Totals	56 (5)	337 (13)	393 (18)		

AM Stations

KEEL	710	50 kw/5 kw (DA-2)	Talk	CNN, TARN	\$24.00	Katz	Jacor, pend.
KOKA	980	5 kw/0.08 kw	Gospel/Black	AURN, Westwd	\$20.00	K&P	KDKS-F
KVKH	1130	50 kw (DA-N)	Sports	Westwd	\$ NA	Katz	Jacor, pend.

FM Stations

KDKS	103.7	6 kw @ 328	Black	ABC	\$22.00	K&P	Haughton
KITT	93.7	100 kw @ 1010	Country	ABC, CNN, Westwd	\$30.00	Katz	Jacor, pend.
KLKL	92.1	6 kw @ 325	Oldies	ABC	\$<20.00	K&P	KDKS-F
KJJJ	99.7	50 kw @ 462	Black	Westwd, ABC	\$36.00	Mc-Guid	Sunburst
KRMD	101.1	100 kw @ 1118	Country		\$68.00	Eastman	Capstar
KRUF	94.5	100 kw @ 1296	CHR	Westwd	\$ NA	D&R	Jacor, pend.
KSYR	95.7	50 kw @ 469	AC		\$ NA	—	KASO
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		\$46.00	K&P	Jacor, pend.

Notes: * KOKA revenue level includes revenue of KFLO . . . 3/98 KASO (1240; Minden) changed from AC to Jones Radio Networks' Standards format . . . 4/98 KMJJ-F sold by Sunburst to Capstar for \$5,575,000 . . . 8/98 Progressive sold these stations to Jacor: KEEL for \$2,700,000; KWKH for \$1,400,000; KITT-F for \$3,900,000; KRUF-F for \$5,000,000; KVKI-F for \$11,000,000

Jim Duncan

Comments: Overall listening to radio is down significantly: off 1.4 ratings points . . . KMJJ-F, although still #1, has its lowest 12+ share since Fall 1994 . . . Market revenue leader KRMD-F is in a precipitous ratings decline

SIOUX FALLS

Arbitron Rank: 211 **Pop (12+):** 137,800
MSA Rank: 229
MSA Pop: 159,000
DMA: 105
Average Persons Rating: 16.4
Market TSL in Hours: 21.50

Stations: 19 / 13
Diaries: 615/224:1/60.4%
Sample Target: 610
% Below Line: 5.3
% Not Listed: 11.1
Pop per Station: 10,585

Last Year's Revenue: \$8,500,000
Household Income: \$48,294
Total Retail Sales: \$2.4 Bil.
#1 Biller: KELO \$1,200,000
#1 Billing Portfolio: Midcontinent \$4,270,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KKLS-F	CHR	27 / 12.0	3.4	3.2	5.8	390 / 28.4	14.0	10.7	59 / 829	B	KKLS-F
2	KELO-F	SAC	24 / 10.7	10.8	10.4	8.0	284 / 20.6	18.4	20.0	41 / 569	B	KELO-F
3	KRRO-F	AOR	20 / 8.9	9.9	10.4	10.7	272 / 19.7	20.7	25.2	29 / 415	C	KRRO-F
4	KELO	FS	18 / 8.0	7.3	5.9	8.9	217 / 15.8	12.8	14.1	20 / 264	C	KELO
5	KYBB-F	CL AOR	17 / 7.6	6.5	6.8	4.4	248 / 17.9	16.8	19.5	19 / 304	B	KYBB-F
6	KTWB-F	C	16 / 7.1	6.5	10.8	11.5	189 / 13.7	12.9	19.4	23 / 312	B	KTWB-F
7	KMXC-F	CHR/AC	15 / 6.7	15.1	12.6	10.2	299 / 21.7	29.7	30.9	21 / 390	C	KMXC-F
8	KIKN-F	C	12 / 5.3	5.6	6.3	4.9	186 / 13.5	14.0	15.0	34 / 494	B	KIKN-F
9	KXRB	C	11 / 4.9	6.0	6.3	3.1	130 / 9.4	7.6	9.3	19 / 247	B	KXRB
10	KWSN	T	10 / 4.5	4.3	1.8	2.2	154 / 11.2	11.2	7.3	12 / 191	A	KWSN
	KSOO	T/SPRTS	10 / 4.5	3.4	4.1	5.3	168 / 12.2	11.6	10.3	12 / 218	A	KSOO

12+ FM Share (Metro): 72.50% (145 of 200) (Spring 1997: 75.90%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1	KKLS-F >>>	1 KRRO-F	1 KRRO-F	1 KELO-F	1 KELO-F	1 KELO-F <	1 KYBB-F <	1 KELO-F	1 KELO-F <	1 KKLS-F >>
2	KKLS-F >	2 KKLS-F <	2 KRRO-F	2 KRRO-F	2 KELO >	2 KELO <	2 KRRO-F	2 KKLS-F	2 KELO-F	2 KTWB-F
3	KMXC-F	3 KELO-F	3 KYBB-F <	3 KYBB-F	3 KWSN	3 KELO-F <	3 KKLS-F	3 KRRO-F	3 KELO	3 KELO <
4	KYBB-F	4 KYBB-F	4 KTWB-F	4 KTWB-F	4 KTWB-F	4 KXRB	4 KXRB	4 KTWB-F	4 KELO <	4 KRRO-F
		5 KTWB-F	5 KKLS-F	5 KELO	5 KELO	5 KSOO	5 KSOO	5 KTWB-F <	5 KTWB-F <	5 KMXC-F
			KMXC-F	KMXC-F	6 KYBB-F	6 KWSN	6 KWSN	6 KMXC-F <	6 KMXC-F <	6 KMXC-F <
					KTWB-F	KRRO-F <	7 KMXC-F <	7 KYBB-F	7 KYBB-F	7 KIKN-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	12+ Ovrnite
1	KKLS-F >>>	1 KKLS-F	1 KELO-F	1 KELO-F >>	1 KRRO-F	1 KRRO-F >>	1 KRRO-F >	1 KRRO-F	1 KTWB-F	1 KKLS-F >>>
2	KMXC-F >>	2 KMXC-F >	2 KMXC-F >	2 KKLS-F	2 KMXC-F >	2 KKLS-F >>>	2 KKLS-F	2 KYBB-F	2 KYBB-F	2 KRRO-F
		3 KELO-F >	3 KRRO-F >	3 KMXC-F >>	3 KIKN-F	3 KXRB	3 KYBB-F >	3 KTWB-F >>	3 KTWB-F	3 KTWB-F
		4 KRRO-F >	4 KTWB-F	4 KELO	4 KELO	4 KTWB-F	4 KIKN-F	4 KKLS-F >	4 KKLS-F >	4 KELO-F
			5 KTWB-F	5 KTWB-F	5 KTWB-F	5 KXRB	5 KXRB	5 KIKN-F >	5 KIKN-F >	5 KIKN-F
			KYBB-F >>	6 KXRB	6 KXRB	6 KXRB	6 KXRB	6 KMXC-F >>	6 KMXC-F >>	6 KMXC-F >>
				7 KRRO-F	7 KRRO-F	7 KRRO-F	7 KRRO-F	7 KELO	7 KELO	7 KELO

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KLQL-F	C	101.1	Luverne, MN	2.2 6.3 23 270
KQAD	ST	800	Luverne, MN	1.3 2.4 7 94

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KISD-F	O	98.7	Pipestone, MN	2.7 7.2 14 267
KJAM-AF	C	103.1	Madison, SD	0.4 1.4 5 114
KKCK-F	CHR	99.7	Marshall, MN	0.4 3.7 11 210
WNAX	C/FS	570	Yankton, SD	1.3 6.1 22 381
WNAX-F	O	104.1	Yankton, SD	0.4 2.7 6 155

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
AOR/Classic/NR	0 (0)	37 (2)	37 (2)	18.5 %	19.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	43 (3)	43 (3)	21.5 %	16.4 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	11 (1)	34 (4)	45 (5)	22.5 %	30.3 %
Full Service	21 (2)	0 (0)	21 (2)	10.5 %	8.7 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	20 (2)	0 (0)	20 (2)	10.0 %	6.7 %
Oldies	0 (0)	7 (2)	7 (2)	3.5 %	4.6 %
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	0 (0)	24 (1)	24 (1)	12.0 %	11.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	3 (1)	0 (0)	3 (1)	1.5 %	1.5 %
Totals	55 (6)	145 (12)	200 (18)		

SOUTH BEND

Arbitron Rank: 158 Pop (12+): 217,200
 MSA Rank: 170
 MSA Pop: 263,000
 DMA: 85 (w/Elkhart)
 Average Persons Rating: 14.9
 Market TSL in Hours: 20.00

Stations: 20 / 16
 Diaries: 989/220:1/55.3%
 Sample Target: 960
 % Below Line: 4.0
 % Not Listed: 9.9
 Pop per Station: 13,575

Last Year's Revenue: \$13,400,000
 Household Income: \$40,415
 Total Retail Sales: \$2.7 Bil.
 #1 Biller: NA
 #1 Billing Portfolio: NA

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WBYT-F	37 / 11.5	14.4	14.8	11.4	13.1	454 / 20.9	25.0	24.7	117 / 1492	WBYT-F
2	WNDU-F	36 / 11.1	5.5	9.2	9.3	9.4	633 / 29.1	23.5	26.1	90 / 1716	WNDU-F
3	WNSN-F	34 / 10.5	10.9	9.5	12.0	10.6	492 / 22.6	21.3	20.6	84 / 1344	WNSN-F
4	WRBR-F	AOR	10.9	8.9	9.3	9.7	464 / 21.4	23.2	22.1	71 / 1023	WRBR-F
5	WSBT	FS	29 / 9.0	8.0	8.0	6.0	440 / 20.2	19.0	18.1	40 / 643	WSBT
6	WZOC-F	O	22 / 6.8	4.8	5.9	5.7	336 / 15.5	11.9	14.7	53 / 949	WZOC-F
7	WUBU-F	B	21 / 6.5	4.8	5.9	4.5	217 / 10.0	8.3	9.2	30 / 357	WUBU-F
8	WAOR-F	AOR	17 / 5.3	8.0	5.0	5.4	325 / 15.0	16.5	13.5	44 / 796	WAOR-F
	WHLY	ST	17 / 5.3	7.1	6.5	7.5	185 / 8.5	11.3	10.8	23 / 235	WHLY
10	WSMK-F	B	11 / 3.4	1.0	0.9	0.6	208 / 9.6	4.3	3.3	25 / 448	WSMK-F

12+ FM Share (Metro): 80.07% (233 of 291) (Spring 1997: 79.72%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WNDU-F >>>	1	WRBR-F	1	WRBR-F	1	WNSN-F	1	WNSN-F	1	WNSN-F
2	WRBR-F	1	WNSN-F	2	WBYT-F	2	WBYT-F	2	WBYT-F	2	WBYT-F
	WUBU-F >>>	3	WNSN-F	3	WRBR-F	3	WRBR-F	3	WRBR-F	3	WRBR-F
		4	WBYT-F	4	WBYT-F	4	WBYT-F	4	WBYT-F	4	WBYT-F
		5	WUBU-F	5	WAOR-F	5	WAOR-F	5	WAOR-F	5	WAOR-F
		6	WSMK-F	6	WUBU-F	6	WUBU-F	6	WUBU-F	6	WUBU-F
		7		7	WZOC-F	7	WZOC-F	7	WZOC-F	7	WZOC-F
					7	WUBU-F	7	WUBU-F	7	WUBU-F	
					7	WAOR-F	7	WAOR-F	7	WAOR-F	
					7	WZOC-F	7	WZOC-F	7	WZOC-F	
					7	WHLY	7	WHLY	7	WHLY	
					7	WRBR-F	7	WRBR-F	7	WRBR-F	
					7	WNSN-F	7	WNSN-F	7	WNSN-F	
					7	WSBT	7	WSBT	7	WSBT	

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	12+ Ovrnite	
1	WNDU-F >>>	1	WNSN-F	1	WRBR-F	1	WRBR-F	1	WRBR-F	1	WRBR-F
2	WNSN-F >>>	2	WBYT-F	2	WNSN-F	2	WNSN-F	2	WNSN-F	2	WNSN-F
3	WBYT-F	3	WRBR-F	3	WBYT-F	3	WBYT-F	3	WBYT-F	3	WBYT-F
	WRBR-F >>>	4	WRBR-F	4	WUBU-F	4	WUBU-F	4	WUBU-F	4	WUBU-F
		5	WUBU-F	5	WZOC-F	5	WZOC-F	5	WZOC-F	5	WZOC-F
		6	WSMK-F	6	WFRN-F	6	WFRN-F	6	WFRN-F	6	WFRN-F
		7	WFRN-F	7	WRBR-F	7	WRBR-F	7	WRBR-F	7	WRBR-F

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WFRN-F	REL-CC	104.7	Elkhart	2.8 6.3 58 851
WGTC-F	REL-CC	102.3	New Carlisle	1.2 3.5 19 300
WHME-F	REL	103.1	South Bend	0.9 4.1 6 191
WNDU	CL HITS	1490	South Bend	0.6 1.6 4 73
WZOW-F	CL AOR	97.7	Goshen	1.9 5.9 19 438

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WGN	FS/T	720	Chicago	1.9 5.2 26 390
WHFB-F	AC	99.9	Benton Harbor	0.9 4.4 26 559
WLS	T	890	Chicago	0.6 2.7 20 303
WTRC	ST	1340	Elkhart	0.6 1.3 17 257

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	37 (2)	37 (2)	12.7 %	11.9 %
AOR/Classic/NR	0 (0)	53 (3)	53 (3)	18.2 %	19.9 %
Black/Urban	0 (0)	32 (2)	32 (2)	11.0 %	8.0 %
CHR	0 (0)	36 (1)	36 (1)	12.4 %	10.8 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	37 (1)	37 (1)	12.7 %	17.5 %
Full Service	35 (2)	0 (0)	35 (2)	12.0 %	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	2 (1)	0 (0)	2 (1)	0.7 %	1.0 %
Oldies	2 (1)	22 (1)	24 (2)	8.2 %	7.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	16 (4)	16 (4)	5.5 %	4.5 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	19 (2)	0 (0)	19 (2)	6.5 %	7.7 %
Totals	58 (6)	233 (14)	291 (20)		

SOUTH BEND

Consolidation Report	12+	25-54	Revenue
Federated, pend.	37.8 %	41.5 %	%
WAOR-FM, WBYT-FM, WNDU-AM, WNDU-FM, WNIL-AM, WRBR-FM			
	37.8 %	41.5 %	%

AM Stations

WHLY	1580	1 kw/0.5 kw (DA-N)	Standards	ABC	Unirep	
WSBT	960	5 kw (DA-2)	Full Service	CBS	Katz	Schurz

FM Stations

WAOR	95.3	3.3 kw @ 298	AOR		Eastman	Federated, pend.	Niles
WBYT	100.7	15 kw @ 910	Country		Christal	Federated	Elkhart
WFRN	104.7	50 kw @ 488	Contemp. Christian	USA	---		Elkhart
WNDU	92.9	12.5 kw @ 879	CHR		Mc-Guild	Federated	
WNSN	101.5	13 kw @ 970	AC	Westwd	Katz	Schurz	
WRBR	103.9	3 kw @ 328	AOR		Christal	Federated	
WSMK	99.1	3 kw @ 328	Black		---		Buchanan, MI
WUBU	106.3	3 kw @ 292	Black	ABC	Banner		
WZOC	94.3	11.5 kw @ 492	Oldies		Katz		Plymouth
WZOW	97.7	2.9 kw @ 482	Classic Rock	ABC	---		Goshen

Notes: No station revenue estimates are available

Jim Duncan

Comments: Overall listening is down moderately (-0.8 rating point) . . . WSBT turned in its best showing since Fall 1994 . . . Oldies WZOC-F achieved a record high share . . . WUBU-F also has its highest share ever, while format competitor WSMK-F is at a near-record high share

SPOKANE

Arbitron Rank: 87 **Pop (12+):** 423,600
MSA Rank: 121
MSA Pop: 417,000
DMA: 74
Average Persons Rating: 14.9
Market TSL In Hours: 20.00

Stations: 23 / 21
Diaries: 1,422/298: 1/56.3%
Sample Target: 1,420
% Below Line: 0.5
% Not Listed: 12.2
Pop per Station: 20,171

Last Year's Revenue: \$16,400,000
Household Income: \$38,176
Total Retail Sales: \$5.3 Bil.
#1 Biller: KDRK-F \$2,300,000
#1 Billing Portfolio: Capstar, pending \$7,340,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KKZX-F	71 / 11.3	10.7	11.8	9.0	9.6	10.7	872 / 20.6	19.1	18.8	89 / 1112	D	KKZX-F
2	KZZU-F	49 / 7.8	8.3	7.9	7.6	7.7	7.9	977 / 23.1	23.4	20.3	59 / 1160	C	KZZU-F
3	KDRK-F	44 / 7.0	8.0	8.2	9.1	6.7	8.1	656 / 15.5	18.5	18.5	72 / 957	D	KDRK-F
4	KISC-F	42 / 6.7	5.9	5.3	6.5	6.9	6.1	654 / 15.4	12.7	15.7	58 / 909	C	KISC-F
5	KXLY-F	40 / 6.4	6.5	5.7	5.7	6.0	6.1	592 / 14.0	14.6	13.6	49 / 807	C	KXLY-F
6	KAEP-F	39 / 6.2	5.0	5.4	6.8	6.5	5.8	760 / 17.7	13.4	15.5	52 / 978	C	KAEP-F
7	KXLY	35 / 5.6	5.9	4.8	6.4	4.5	5.7	629 / 14.9	14.3	14.6	39 / 725	B	KXLY
	KEYF-AF	35 / 5.6	6.3	4.2	5.3	6.0	5.3	761 / 18.0	13.7	17.5	51 / 1003	C	KEYF-AF
9	KNFR-F	33 / 5.2	7.2	6.7	5.6	8.4	6.2	529 / 12.5	13.1	15.8	42 / 713	C	KNFR-F
10	KGA	31 / 4.9	4.1	5.0	5.6	3.4	4.9	419 / 9.9	8.7	9.2	43 / 580	B*	KGA
11	KAQQ	28 / 4.0	4.1	5.6	5.0	5.4	4.7	310 / 7.3	9.7	7.8	36 / 372	A	KAQQ
12	KCDA-F	23 / 3.7	2.9	5.0	3.4	4.7	3.8	268 / 6.3	8.4	7.6	27 / 390	A	KCDA-F
13	KHTQ-F	20 / 3.2	5.3	4.0	3.7	2.2	4.0	528 / 12.5	13.3	9.0	24 / 655	B	KHTQ-F
	KNJY-F	20 / 3.2	2.7	3.7	3.4	3.9	3.2	349 / 8.2	7.5	9.9	21 / 395	A	KNJY-F
15	KTRW	11 / 1.7	0.8	1.5	1.2	1.3	1.3	291 / 6.9	5.6	4.7	15 / 338		KTRW

12+ FM Share (Metro): 78.12% (432 of 553) (Spring 97: 81.30%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KZZU-F >>>	1 KKZX-F >	1 KKZX-F >	1 KKZX-F >>	1 KKZX-F >	1 KKZX-F	1 KKZX-F >	1 KKZX-F >	1 KKZX-F	1 KZZU-F >	1 KKZX-F <
2 KNJY-F	2 KZZU-F <	2 KAEP-F <	2 KDRK-F <	2 KISC-F <	2 KXLY <	2 KDRK-F <	2 KISC-F <	2 KZZU-F	2 KXLY <	2 KZZU-F
KHTQ-F	3 KAEP-F	3 KDRK-F <	3 KISC-F <	3 KDRK-F	3 KXLY-F	3 KZZU-F <	3 KDRK-F <	3 KAEP-F	3 KXLY-F <	3 KDRK-F
KAEP-F	4 KDRK-F <	4 KZZU-F <	4 KXLY-F	4 KXLY-F	4 KGA <	4 KISC-F <	4 KXLY-F <	4 KXLY-F <	4 KKZX-F	4 KAEP-F <
	5 KISC-F <	5 KISC-F	KAEP-F	5 KEYF-AF	5 KISC-F	5 KXLY	5 KGA	5 KEYF-AF <	KAEP-F <	5 KNFR-F
	6 KNFR-F	6 KXLY-F	6 KZZU-F	KAEP-F	KDRK-F	6 KXLY-F	6 KAEP-F <	6 KXLY-F <	6 KDRK-F <	KEYF-AF
		7 KEYF-AF	KEYF-AF	7 KNFR-F <	KEYF-AF <	7 KNFR-F	7 KEYF-AF <	7 KDRK-F	7 KGA	7 KXLY-F
				8 KZZU-F	8 KAQQ	8 KAEP-F	8 KZZU-F	8 KNFR-F	8 KEYF-AF	8 KISC-F <
						KGA <		9 KXLY	KNFR-F	9 KAQQ

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	12+ Ovrnite
1 KZZU-F >	1 KZZU-F	1 KNFR-F	1 KISC-F	1 KXLY-F	1 KKZX-F	1 KKZX-F >>	1 KKZX-F >>	1 KKZX-F >>	1 KKZX-F >>	1 KKZX-F
2 KAEP-F	2 KISC-F <	KISC-F	KXLY-F <	2 KISC-F	2 KAEP-F	2 KAEP-F	2 KNJY-F	2 KAEP-F >	2 KAEP-F	KGA
KKZX-F	3 KNFR-F	3 KXLY-F	3 KZZU-F <	3 KDRK-F	3 KNJY-F	KNJY-F	3 KORX-F	3 KDRK-F	3 KGA	3 KZZU-F
4 KISC-F >	4 KXLY-F	4 KDRK-F	4 KDRK-F	4 KNFR-F	4 KHTQ-F	4 KDRK-F	4 KAEP-F	KNJY-F <	4 KISC-F	KDRK-F
5 KDRK-F	5 KAEP-F	KZZU-F >	5 KKZX-F	5 KKZX-F	KZZU-F	5 KZZU-F	5 KZZU-F	5 KGA <	KORX-F	5 KXLY-F
KHTQ-F	KDRK-F		6 KNFR-F	6 KNFR-F	6 KEYF-AF <	KDRK-F >	6 KHTQ-F	6 KZZU-F <	KEYF-AF	
KEYF-AF	KKZX-F >		KEYF-AF	7 KZZU-F				7 KEYF-AF	7 KXLY-F	
KNFR-F >>			KAEP-F >>						KXLY	
									KNJY-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAZZ-F	ST	107.1	Deer Park 0.5 0.9 4 68
KEZE-F	CL AOR	96.9	Spokane 0.6 2.1 4 92
KJRB	T	790	Spokane 1.4 3.7 10 169
KKPL	ST	630	Opportunity 1.4 3.7 10 178
KTSL-F	REL	101.9	Medical Lake 1.1 3.4 8 186

Other Rated Stations—Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KMJY-F	C	104.9	Newport 0.5 0.8 3 46

SPOKANE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar, pend. KAQQ-AM, KEYF-AF, KISC-FM, KKZX-FM, KNFR-FM	32.8 %	38.2 %	44.8 %	AC	0 (0)	42 (1)	42 (1)	7.6 %	7.8 %
				AOR/Classic/NR	0 (0)	134 (4)	134 (4)	24.2 %	23.9 %
Citadel KAEP-FM, KDRK-FM, KGA-AM, KJRB-AM	19.5 %	21.8 %	25.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	69 (2)	69 (2)	12.5 %	11.3 %
Local KCDA-FM, KNJY-FM, KTSL-FM	6.9 %	4.6 %	5.8 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Morgan Murphy KHTQ-FM, KKPL-AM, KTRW-AM, KVNI-AM, KXLY-AM, KXLY-FM, KZZU-FM	28.1 %	22.8 %	23.3 %	Country	0 (0)	103 (4)	103 (4)	18.6 %	22.5 %
				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	75 (3)	0 (0)	75 (3)	13.6 %	10.9 %
				Oldies	1 (1)	34 (1)	35 (2)	6.3 %	6.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	7 (1)	7 (1)	1.3 %	2.5 %
				Soft AC	0 (0)	40 (1)	40 (1)	7.2 %	6.9 %
				Sports	11 (1)	0 (0)	11 (1)	2.0 %	1.5 %
				Standards/EZ	34 (2)	3 (1)	37 (3)	6.7 %	6.1 %
	85.3 %	87.4 %	99.5 %	Totals	121 (7)	432 (15)	553 (22)		

AM Stations

Station	Power	Frequency	Format	Comments	Advertiser	Agency	Product
KAQQ	590	5 kw	Standards	Westwd, CNN	\$<20.00	Allied	Capstar, pend.
KEYF	1050	5 kw/0.355 kw	See KEYF-F				Dishman
KGA	1510	50 kw (DA-N)	News/Talk	Westwd	\$20.00	Mc-Guild	Citadel
KJRB	790	5 kw (DA-N)	Talk	Westwd, Talknt	\$<20.00	Mc-Guild	Citadel
KTRW	970	5 kw/1 kw (DA-N)	Sports	1-on-1, CBS, Westwd	\$ NA	Eastman	Morgan Murphy
KXLY	920	5 kw	News/Talk	CBS, ABC	\$22.00	Eastman	Morgan Murphy

FM Stations

Station	Power	Frequency	Format	Comments	Advertiser	Agency	Product
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	Allied	KNJY-F Coeur d'Alene, ID
KDRK	93.7	56 kw @ 2380	Country		\$57.00	Mc-Guild	Citadel
KEYF	101.1	100 kw @ 1965	Oldies		\$38.00	Mc-Guild	Capstar, pend. Cheney
KHTQ	94.5	100 kw @ 1883	CHR	ABC	\$<20.00	Moore	Morgan Murphy Hayden, ID
KISC	98.1	94 kw @ 2031	AC		\$44.00	Allied	Capstar, pend.
KKZX	98.9	100 kw @ 1614	Classic AOR		\$41.00	Mc-Guild	Capstar, pend.
KNFR	96.1	56 kw @ 2380	Country		\$22.00	Allied	Capstar, pend. Opportunity
KNJY	103.9	5.5 kw @ 303	AOR-New Rock	ABC	\$<20.00	Eastman	KCDA-F
KXLY	99.9	37 kw @ 3000	Soft AC		\$23.00	Allied	Morgan Murphy
KZZU	92.9	85 kw @ 2080	CHR		\$32.00	Christal	Morgan Murphy

Notes: * KGA revenue level includes KJRB revenue . . . KKZX-F reclassified from AOR/Classic AOR to Classic AOR based on audience analysis, M Street database classification and station self-description . . . 6/98 KTSL-F sold for \$1,300,000 . . . 7/98 Triathlon sold these stations to Capstar as part of a \$190,000,000 group transaction: KAQQ for \$800,000; KEYF-AF for \$4,500,000; KISC-F for \$10,500,000; KKZX-F for \$11,400,000; KNFR-F for \$9,700,000 . . . 8/98 Sale of KEZE-F reportedly has been cancelled; station is reported silent

Jim Duncan

Comments: Overall use of radio is up moderately (+0.7 ratings point) . . . KDRK-F turned in its lowest share since one year ago

SPRINGFIELD, MA

Arbitron Rank: 77 Pop (12+): 494,900	Stations: 30 / 14	Last Year's Revenue: \$17,100,000
MSA Rank: 89	Diaries: 1,671/296:1/52.3%	Household Income: \$41,922
MSA Pop: 592,000	Sample Target: 1,670	Total Retail Sales: \$4.4 Bil.
DMA: 65	% Below Line: 28.8	#1 Biller: WAQY-F \$3,900,000
Average Persons Rating: 15.7	% Not Listed: 16.1	#1 Billing Portfolio:
Market TSL In Hours: 20.75	Pop per Station: 35,350	Clear Channel \$4,000,000

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spq	4-Book	12+ Metro	Fall	Spq	12+ TSA	Revenue	
		1/4	Share	98	97	97	97	Avg	Cume / Rtg.	97	97	AQH / Cume	Level	
1	WMAS-F	AC	78 / 10.0	9.4	9.3	9.2	9.4	9.5	997 / 20.1	19.6	20.9	79 / 1008	D	WMAS-F
2	WAQY-AF	CL AOR	68 / 8.8	10.3	6.4	6.9	9.2	8.1	1044 / 21.1	17.7	21.7	71 / 1100	E	WAQY-AF
3	WPKX-F	C	60 / 7.7	8.2	8.1	10.0	7.2	8.5	789 / 15.9	17.9	15.7	61 / 832	E	WPKX-F
4	WHYN-F	AC	57 / 7.3	7.1	7.2	6.4	5.8	7.0	869 / 17.6	18.0	14.1	60 / 947	D	WHYN-F
5	WHYN	T	48 / 6.2	6.0	4.8	5.6	6.0	5.6	763 / 15.4	13.0	14.1	49 / 779	C	WHYN
6	WKSS-F	CHR	43 / 5.5	4.4	4.0	4.8	3.4	4.7	848 / 17.1	14.2	14.1	45 / 911		WKSS-F
7	WTIC-F	AC/CHR	38 / 4.6	4.5	4.2	5.1	4.1	4.6	942 / 19.0	15.4	17.3	37 / 952		WTIC-F
8	WCCC-F	AOR	27 / 3.5	2.6	2.6	2.7	3.0	2.8	536 / 10.8	8.7	9.5	32 / 563		WCCC-F
	WNNZ	T/N	27 / 3.5	3.7	3.7	3.2	3.0	3.5	385 / 7.8	9.2	8.2	27 / 398	B	WNNZ
	WMAS	ST	27 / 3.5	4.8	3.8	4.7	4.8	4.2	329 / 6.6	7.2	7.5	27 / 329	B	WMAS
11	WDRC-F	O	26 / 3.3	2.3	3.1	3.2	3.3	3.0	470 / 9.5	9.6	9.5	26 / 474		WDRC-F
12	WAAF-F	AOR-NR	21 / 2.7	3.6	3.8	3.7	3.9	3.5	451 / 9.1	10.2	9.7	25 / 491		WAAF-F
13	WRCH-F	SAC	20 / 2.6	2.7	2.7	2.8	2.9	2.7	320 / 6.5	7.6	7.5	20 / 325		WRCH-F
14	WHMP-F	AOR-NR	17 / 2.2	2.1	2.7	2.7	3.3	2.4	519 / 10.5	9.7	10.4	21 / 570	C	WHMP-F
15	WRNX-F	AOR-P	16 / 2.1	1.8	2.5	1.7	2.4	2.0	315 / 6.4	6.2	6.5	21 / 355	C	WRNX-F

12+ FM Share (Metro): 77.30% (504 of 652) (Spring 97: 76.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKSS-F >>	1 WMAS-F	1 WMAS-F <	1 WAQY-AF <	1 WAQY-AF <	1 WMAS-F <	1 WMAS-F <	1 WMAS-F >	1 WAQY-AF <	1 WKSS-F	1 WPKX-F <
2 WTIC-F	2 WKSS-F	2 WAQY-AF >	2 WMAS-F	2 WMAS-F <	2 WHYN-F <	2 WAQY-AF	2 WAQY-AF <	2 WMAS-F	2 WMAS-F <	2 WAQY-AF
WAQY-AF	WAQY-AF	3 WHYN-F	3 WHYN-F >	3 WHYN-F >	3 WHYN <	3 WHYN-F <	3 WHYN-F <	3 WPKX-F	3 WAQY-F	3 WMAS-F <
WMRQ-F >>	4 WCCC-F <	4 WPKX-F	4 WTIC-F	4 WPKX-F	4 WPKX-F	4 WHYN <	4 WPKX-F	WHYN-F	4 WHYN <	4 WKSS-F
	5 WPKX-F <	WKSS-F <	WPKX-F	5 WTIC-F <	WAQY-AF >	5 WPKX-F <	5 WHYN >	5 WKSS-F	5 WPKX-F <	5 WHYN-F
	6 WTIC-F	6 WTIC-F	6 WCCC-F <	6 WDRC-F	6 WMAS	6 WCCC-F <	6 WKSS-F <	6 WHYN	6 WHYN-F >	6 WHYN
	7 WAAF-F <	7 WCCC-F	7 WKSS-F	7 WCCC-F <	7 WDRC-F <	7 WTIC-F	7 WMAS	WNNZ <	7 WAAF-F <	7 WTIC-F <
	8 WHYN-F	8 WAAF-F <	8 WDRC-F	8 WKSS-F	8 WNNZ	8 WKSS-F	WTIC-F	8 WTIC-F	8 WCCC-F	8 WMAS
	WHMP-F >	9 WDRC-F						9 WDRC-F	WMRQ-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	12+ Ovrnite
1 WMAS-F	1 WMAS-F	1 WMAS-F	1 WMAS-F >>	1 WMAS-F >	1 WAQY-AF >	1 WCCC-F <	1 WCCC-F >	1 WAQY-AF >	1 WAQY-AF >	1 WHYN >
WKSS-F >>	2 WKSS-F	2 WPKX-F	2 WHYN-F <	2 WHYN-F >	2 WCCC-F	2 WAQY-AF >	2 WAAF-F	2 WCCC-F	2 WHYN-F	2 WPKX-F
3 WTIC-F >	3 WPKX-F	3 WAQY-AF	3 WAQY-AF <	3 WPKX-F <	3 WKSS-F	3 WAAF-F	3 WAQY-AF	3 WHYN-F <	3 WCCC-F	WMAS-F
4 WAAF-F	4 WAQY-AF	WHYN-F	4 WPKX-F	4 WAQY-AF >	WMAS-F	4 WKSS-F	WTIC-F	4 WMAS-F <	4 WTIC-F <	4 WHYN-F
WAQY-AF	WTIC-F	5 WKSS-F	WKSS-F	5 WTIC-F	WPKX-F	5 WTIC-F	5 WKSS-F	5 WTIC-F <	5 WMAS-F	5 WKSS-F
WHMP-F	6 WHYN-F	6 WTIC-F >>	6 WTIC-F >>	WKSS-F	6 WMRQ-F >	WMAS-F	WHMP-F	6 WAAF-F	WDRC-F <	
WPKX-F >	7 WHMP-F			7 WDRC-F		7 WPKX-F	WHYN-F	7 WPKX-F	7 WAAF-F	
						WHMP-F >		WKSS-F		

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WACE	REL	730	Chicopee	0.3	2.5	3	129
WARE	ST	1250	Ware	0.6	1.6	5	86
WHMP	T	1400	Northampton	1.8	3.5	14	183
WSPR	SP-TP	1270	Springfield	1.2	2.0	9	98

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBZ	N/T	1030	Boston	0.4	1.5	4	107
WHCN-F	CL AOR	105.9	Hartford	0.5	3.6	4	191
WMRQ-F	AOR-NR	104.1	Waterbury, CT	1.5	8.5	12	420
WPVQ-F	C	93.9	Turners Falls	0.5	1.5	20	182
WSRS-F	AC	96.1	Worcester	0.6	2.9	5	160
WTIC	FS	1080	Hartford	0.9	2.9	7	146
WVNE	REL	760	Leicester	0.6	0.7	6	49
WVYZ-F	C	92.5	Waterbury, CT	0.8	3.2	8	186
WZMX-F	CL HITS	93.7	Hartford	0.6	3.7	5	181

SPRINGFIELD, MA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Capstar	11.7 %	9.6 %	21.6 %	AC	0 (0)	176 (4)	176 (4)	27.0 %	19.2 %
WHMP-AM, WHMP-FM, WPKX-FM				AOR/Classic/NR	1 (1)	164 (7)	165 (8)	25.3 %	30.4 %
	11.7 %	9.6 %	21.6 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	43 (1)	43 (1)	6.6 %	9.1 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	70 (3)	70 (3)	10.7 %	10.8 %
				Full Service	7 (1)	0 (0)	7 (1)	1.1 %	0.8 %
				Hispanic	9 (1)	0 (0)	9 (1)	1.4 %	2.2 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	92 (4)	0 (0)	92 (4)	14.1 %	12.6 %
				Oldies	0 (0)	31 (2)	31 (2)	4.8 %	4.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (2)	0 (0)	7 (2)	1.1 %	0.5 %
				Soft AC	0 (0)	20 (1)	20 (1)	3.1 %	3.5 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	32 (2)	0 (0)	32 (2)	4.9 %	5.8 %
				Totals	148 (11)	504 (18)	652 (29)		

AM Stations

WAQY	1600	2.5 kw (Days)	See WAQY-F					E. Longmeadow
WHYN	560	5 kw/1 kw (DA-2)	Talk	ABC, CNN	\$39.00	Banner	Clear Channel	
WMAS	1450	1 kw	Standards	Westwd, ABC	\$25.00	Mc-Guild	Lappin	
WNNZ	640	50 kw/1 kw (DA-2)	Talk/News	CBS, ABC, Westwd	\$25.00	Katz		

FM Stations

WAQY	102.1	17 kw @ 780	Classic AOR		\$75.00	Katz	Saga	
WHMP	99.3	6 kw @ 325	New Rock	JRN	\$30.00	Sentry	Capstar	Northampton
WHYN	93.1	8.9 kw @ 1000	AC		\$56.00	Clr Chnl	Clear Channel	
WMAS	94.7	50 kw @ 195	AC		\$50.00	Mc-Guild	Lappin	
WPKX	97.9	2.2 kw @ 528	Country		\$70.00	D&R	Capstar	Enfield, CT
WRNX	100.9	1.35 kw @ 692	Progressive AOR		\$25.00	—		Amherst

Notes: Other ranked stations -- See Hartford or Boston . . . 6/98 Interest in WTTT/WRNX sold for \$625,000

Jim Duncan

Comments: Listening levels are fairly steady . . . WMAS-F has broken into double figures for the first time in at least four years

SPRINGFIELD, MO

Arbitron Rank: 145 Pop (12+): 253,700	Stations: 19 / 18	Last Year's Revenue: \$16,400,000
MSA Rank: 160	Diaries: 681/373:1/58.0%	Household Income: \$36,940
MSA Pop: 302,000	Sample Target: 680	Total Retail Sales: \$4.3 Bil.
DMA: 77	% Below Line: 0.5	#1 Biller: KTTS-F \$3,300,000
Average Persons Rating: 15.3	% Not Listed: 12.3	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 14,094	Sunburst \$6,320,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KTTS-F	58 / 14.9	12.3	12.8	14.1	18.8	726 / 28.6	27.6	26.8	112 / 1496	E	KTTS-F
2	KGBX-F	47 / 12.1	10.1	8.0	11.5	13.5	588 / 23.2	21.8	21.3	60 / 792	D	KGBX-F
3	KGMV-F	29 / 7.5	6.4	9.0	12.0	8.6	457 / 18.0	17.0	17.1	37 / 578	C	KGMV-F
4	KXUS-F	AOR/CL	26 / 6.7	6.1	6.4	5.2	339 / 13.4	14.3	12.4	34 / 549	C	KXUS-F
5	KHTO-F	CHR	21 / 5.4	7.2	6.1	5.2	399 / 15.7	19.9	17.6	29 / 516	B	KHTO-F
6	KWTO	T	19 / 4.9	3.5	4.0	4.7	280 / 11.0	8.8	8.7	28 / 498	B	KWTO
7	KOSP-F	O	18 / 4.6	5.9	5.9	3.1	303 / 12.0	15.4	15.2	32 / 609	C	KOSP-F
8	KTOZ-F	AOR-NR	17 / 4.4	5.6	5.1	3.7	315 / 12.4	14.4	14.1	38 / 487	B	KTOZ-F
	KTXR-F	SAC	17 / 4.4	5.6	4.3	5.8	319 / 12.6	12.7	11.2	32 / 657	B	KTXR-F
10	KWTO-F	CL AOR	16 / 4.1	2.7	2.4	3.7	327 / 12.9	8.4	8.6	26 / 496	B	KWTO-F
11	KKLH-F	CL HITS	15 / 3.9	2.9	4.8	4.4	294 / 11.6	9.5	13.6	29 / 470	A	KKLH-F
	KLTO-F	C	15 / 3.9	5.6	4.5	1.0	278 / 10.9	10.9	9.2	25 / 394	A	KLTO-F
13	KTTS	C/FS	14 / 3.6	4.8	6.1	5.0	137 / 5.4	7.6	8.0	18 / 221	C	KTTS
14	KZRQ-F	AOR	12 / 3.1	1.3	2.1	1.0	182 / 7.2	5.8	7.0	28 / 256	A	KZRQ-F

12+ FM Share (Metro): 89.15% (304 of 341) (Spring 1997: 87.07%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTO-F >>>	1 KGBX-F	1 KGBX-F >	1 KGBX-F >	1 KGBX-F	1 KTTS-F >	1 KTTS-F >	1 KGBX-F	1 KGBX-F <	1 KTTS-F	1 KTTS-F >>>
2 KLTO-F >	2 KTOZ-F <	2 KTTS-F <	2 KTTS-F	2 KTTS-F	2 KGBX-F >	2 KGBX-F >	2 KTTS-F >	2 KTTS-F >	2 KGBX-F	2 KGBX-F
3 KXUS-F	3 KXUS-F <	3 KXUS-F <	3 KXUS-F	3 KGMV-F	3 KWTO <	3 KGMV-F	3 KGMV-F	3 KXUS-F <	KHTO-F	3 KHTO-F <
	KGMV-F	4 KGMV-F >	KGMV-F >	4 KXUS-F >	4 KTXR-F <	4 KXUS-F	KWTO	4 KGMV-F	4 KTOZ-F	4 KOSP-F <
5 KZRQ-F	5 KTOZ-F <	5 KWTO-F	5 KWTO-F	5 KOSP-F	5 KGMV-F	5 KWTO-F	5 KXUS-F	5 KHTO-F	KTXR-F	5 KGMV-F
	KTTS-F	6 KHTO-F	6 KLTO-F	KWTO-F <	6 KOSP-F	6 KWTO <	6 KOSP-F <	6 KWTO <	6 KGMV-F >	6 KKLH-F
	KHTO-F >	KOSP-F	7 KKLH-F	7 KWTO <	KTTS	7 KTXR-F	7 KHTO-F	7 KTOZ-F <	7 KLTO-F	7 KTTS
		KWTO-F	KOSP-F			KTTS	8 KLTO-F <	8 KOSP-F	KWTO-F	8 KTTS
			KWTO						KXUS-F	KXUS-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	12+ Ovrite
1 KHTO-F	1 KGBX-F >	1 KGBX-F >>	1 KGBX-F >>>	1 KGBX-F >	1 KHTO-F	1 KXUS-F	1 KXUS-F >	1 KXUS-F >	1 KXUS-F <	1 KTTS-F >>>
2 KOSP-F	2 KGMV-F	2 KGMV-F	2 KGMV-F <	2 KTTS-F	2 KTOZ-F	2 KTOZ-F >	2 KTOZ-F	2 KGBX-F <	2 KTTS-F	2 KLTO-F
	KZRQ-F	3 KOSP-F	3 KTTS-F	3 KTTS-F >	3 KGMV-F >>	3 KZRQ-F	3 KTTS-F	3 KTTS-F	3 KGBX-F	3 KTTS
	KGBX-F >>	KZRQ-F	4 KLTO-F >	4 KOSP-F	4 KLTO-F	KXUS-F	4 KWTO-F	4 KGMV-F	4 KWTO	4 KHTO-F
		KHTO-F >		KHTO-F	5 KKLH-F	KWTO-F >	KGBX-F	5 KTOZ-F	KGMV-F	
				6 KLTO-F	KOSP-F		KGMV-F	KWTO-F	6 KOSP-F	
								7 KWTO	KWTO-F	

Other Rated Stations				Metro Cume	TSA		
				Share	Rating	AQH	Cume
KADI-F	REL	99.5	Republic	1.3	3.7	12	186
KCYO-F	C	92.9	Ozark	1.5	3.5	7	110
KGMV	ST	1400	Springfield	0.5	2.1	2	67
KLFJ	T	1550	Springfield	0.5	1.5	2	47

Other Rated Stations--Outside Market				Metro Cume	TSA		
				Share	Rating	AQH	Cume
KOMC-F	ST	100.1	Kimberling City	0.5	1.7	15	222

SPRINGFIELD, MO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Great Empire KLTQ-FM, KTTS-AM, KTTS-FM	22.4 %	18.3 %	28.5 %	AC	0 (0)	47 (1)	47 (1)	13.8 %	12.0 %
Local KHTO-FM, KZRQ-FM	8.5 %	4.2 %	6.1 %	AOR/Classic/NR	0 (0)	71 (4)	71 (4)	20.8 %	16.4 %
Meyer KTXR-FM, KWTO-AM, KWTO-FM	13.4 %	13.6 %	14.7 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Midwest Family KKLH-FM, KOSP-FM	8.5 %	9.4 %	10.3 %	CHR	0 (0)	21 (1)	21 (1)	6.2 %	7.3 %
Sunburst KGBX-FM, KGMV-AM, KGMV-FM, KTOZ-FM, KXUS-FM	31.2 %	37.9 %	38.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	84.0 %	83.4 %	98.1 %	Country	0 (0)	108 (4)	108 (4)	31.7 %	31.2 %
				Full Service	14 (1)	0 (0)	14 (1)	4.1 %	7.3 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	21 (2)	0 (0)	21 (2)	6.2 %	4.7 %
				Oldies	0 (0)	33 (2)	33 (2)	9.7 %	12.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	5 (1)	5 (1)	1.5 %	2.5 %
				Soft AC	0 (0)	17 (1)	17 (1)	5.0 %	5.0 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	2 (1)	2 (1)	4 (2)	1.2 %	0.9 %
				Totals	37 (4)	304 (15)	341 (19)		

AM Stations

KTTS	1260	5 kw (DA-N)	Country/Full Svc.	ABC	\$ NA	Allied	Great Empire
KWTO	560	5 kw/4 kw (DA-2)	Talk	ABC	\$<20.00	Mc-Guild	Meyer

FM Stations

KGBX	105.9	38 kw @ 558	AC		\$51.00	Katz	Sunburst	Nixa
KGMV	100.5	33 kw @ 600	Country		\$45.00	Katz	Sunburst	Aurora
KHTO	106.7	25 kw @ 328	CHR		\$<20.00	---	KZRQ-F	Mt. Vernon
KKLH	104.7	35.3 kw @ 581	Classic Hits	AP	\$<20.00	---	Midwest Family	Marshfield
KLTQ	96.5	50 kw @ 492	Country		\$<20.00	---	Great Empire	Sparta
KOSP	105.1	50 kw @ 492	Oldies		\$22.00	---	Midwest Family	Willard
KTOZ	95.5	50 kw @ 492	New Rock		\$10.00	Katz	Sunburst	Pleasant Hope
KTTS	94.7	100 kw @ 1102	Country	ABC	\$75.00	Allied	Great Empire	
KTXR	101.3	100 kw @ 1181	Soft AC	Westwd	\$22.00	Mc-Guild	Meyer	
KWTO	98.7	100 kw @ 551	Classic AOR	ABC	\$<20.00	Mc-Guild	Meyer	
KXUS	97.3	100 kw @ 581	AOR		\$25.00	Katz	Sunburst	
KZRQ	104.1	21.5 kw @ 354	AOR	ABC	\$ NA	---	KHTO-F	Ash Grove

Notes: 3/98 KQMO-F (104.1) changed from AC/CHR to AOR as KZRQ-F ("Channel Z") . . . 6/98 KCTG-F (92.9) changed calls to KCYO-F ("Coyote Country"); remains Country . . . 8/98 Great Empire sold these stations to Journal Broadcast Group (prices estimated) (Bergner): KTTS for \$4,500,000; KTTS-F for \$18,000,000; KLTQ-F \$2,800,000

Jim Duncan

Comments: Overall listening is up moderately: +0.7 ratings point

STOCKTON

Arbitron Rank: 83 Pop (12+): 433,600	Stations: 40 / 7	Last Year's Revenue: \$9,100,000
MSA Rank: 95	Diaries: 848/511:1/50.7%	Household Income: \$39,735
MSA Pop: 548,000	Sample Target: 860	Total Retail Sales: \$3.9 Bil.
DMA: Sacramento (#17)	% Below Line: 56.6	#1 Biller: NA
Average Persons Rating: 15.3	% Not Listed: 16.8	#1 Billing Portfolio: NA
Market TSL In Hours: 20.75	Pop per Station: 61,943	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	KATM-F	75 / 11.3	10.8	11.8	11.3	11.9	1010 / 23.3	19.1	21.5	86 / 1103	KATM-F
2	KWIN-F	69 / 10.4	7.2	8.6	8.3	8.0	1000 / 23.1	19.8	20.6	70 / 1019	KWIN-F
3	KQOD-F	45 / 6.8	6.0	6.3	6.0	4.4	792 / 18.3	15.2	17.1	46 / 826	KQOD-F
4	KHKK-FF	37 / 5.6	5.2	4.8	6.5	5.9	640 / 14.8	14.2	12.9	39 / 674	KHKK-FF
5	KMIX-F	34 / 5.1	4.7	3.3	4.2	1.8	381 / 8.8	8.7	6.4	35 / 386	KMIX-F
6	KNBR	30 / 4.5	1.9	4.7	3.3	3.9	366 / 8.5	8.6	10.7	31 / 408	KNBR
7	KOSO-F	25 / 3.8	5.0	4.2	4.2	4.1	520 / 12.0	13.6	9.7	27 / 557	KOSO-F
8	KHOP-F	22 / 3.3	2.4	3.0	4.6	3.7	329 / 7.6	7.7	10.2	24 / 356	KHOP-F
9	KZMS-F	17 / 2.6	1.9	2.3		1.0	173 / 4.0	4.6	2.3	17 / 173	KZMS-F
10	KHTK	14 / 2.1	2.2	1.4	1.9	0.8	205 / 4.7	4.6	3.1	14 / 214	KHTK

12+ FM Share (Metro): 78.77% (434 of 551) (Spring 1997: 75.65%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KWIN-F >>>	1 KWIN-F >	1 KATM-F	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KATM-F >	1 KWIN-F <	1 KWIN-F >>	1 KWIN-F <
2 KOSO-F	2 KATM-F	2 KWIN-F	2 KHKK-FF <	2 KWIN-F	2 KQOD-F >	2 KQOD-F	2 KQOD-F <	2 KATM-F >	2 KMIX-F	2 KATM-F >
3 KMIX-F	3 KHOP-F <	3 KHKK-FF	3 KWIN-F <	3 KHKK-FF <	3 KNBR <	3 KWIN-F <	3 KWIN-F	3 KQOD-F	3 KATM-F	3 KQOD-F <
	4 KMIX-F	4 KQOD-F	4 KQOD-F >	4 KQOD-F >	4 KHKK-FF	4 KMIX-F	4 KHKK-FF >	4 KHKK-FF	4 KNBR	4 KMIX-F
	5 KHKK-FF	5 KMIX-F	5 KMIX-F	5 KMIX-F	5 KWIN-F	5 KNBR	5 KNBR <	5 KNBR	5 KHKK-FF	5 KHKK-FF
	6 KZMS-F	6 KHOP-F	6 KHOP-F	6 KNBR	6 KMIX-F	6 KHKK-FF	6 KOSO-F <	6 KMIX-F <	6 KHOP-F	6 KOSO-F
	7 KOSO-F	7 KOSO-F		7 KHOP-F <		7 KHOP-F <	7 KHTK <	7 KOSO-F	7 KQOD-F	7 KQOD-F
						8 KOSO-F			KSFM-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	12+ Ovrnite
1 KWIN-F >	1 KWIN-F >	1 KWIN-F	1 KATM-F >	1 KATM-F >	1 KWIN-F	1 KHOP-F	1 KHOP-F >	1 KHKK-FF	1 KHKK-FF	1 KWIN-F >
2 KATM-F >>	2 KATM-F >	2 KATM-F	2 KWIN-F >	2 KWIN-F	2 KYLD-F	2 KWIN-F >	2 KHKK-FF	2 KWIN-F <	2 KATM-F	2 KATM-F >
3 KOSO-F	3 KMIX-F >	3 KMIX-F >>	3 KQOD-F	3 KQOD-F	3 KHOP-F	3 KZMS-F	KZMS-F	3 KATM-F	3 KNBR	3 KNBR >
	4 KOSO-F	4 KHKK-FF	4 KMIX-F <	4 KMIX-F	4 KATM-F	KHKK-FF	4 KWIN-F	4 KHOP-F <	4 KQOD-F <	
	5 KHKK-FF	KOSO-F	5 KOSO-F	5 KOSO-F <	KWOD-F >	5 KATM-F	5 KMIX-F	5 KNBR <	5 KWIN-F	
		KJOY-F	6 KHKK-FF >	6 KHKK-FF >		KMIX-F	KHTK	6 KQOD-F	6 KHOP-F	
		KYCY-F >		7 KJOY-F >		7 KRXQ-F	KRXQ-F	7 KZMS-F	7 KHTK	

Other Rated Stations		Metro Cume Share Rating	TSA AQH Cume
KCVR	SP 1570 Lodi	1.7 3.1	11 133
KJAX	T 1280 Stockton	0.8 2.0	5 85
KJOY-F	SAC 99.3 Stockton	1.2 2.9	9 127
KSTN	B/CHR 1420 Stockton	0.6 1.4	4 66

Other Rated Stations—Outside Market		Metro Cume Share Rating	TSA AQH Cume
KCBC	REL 770 Riverbank	1.1 2.6	8 120
KCBS	N/T 740 San Francisco	1.2 4.5	9 242
KCTC	ST 1320 Sacramento	1.2 2.6	9 129
KFBK	N/T 1530 Sacramento	1.1 2.6	7 125
KFIV	T 1360 Modesto	0.5 1.1	3 51
KFRC-AF	O 99.7 San Francisco	0.6 2.1	5 96
KFRY-F	C 96.7 Manteca	0.5 3.1	4 146
KGO	T 810 San Francisco	1.2 2.7	8 124
KHYL-F	O 101.1 Auburn	0.8 3.3	5 151
KIOI-F	AC/CHR 101.3 San Francisco	0.5 1.3	3 58
KJSN-F	AC 102.3 Modesto	1.2 2.6	8 112
KKIQ-F	AC 101.7 Livermore	0.9 3.4	6 148
KMJ	N/T 580 Fresno	0.5 1.4	3 61
KNCI-F	C 105.1 Sacramento	0.6 3.8	5 194
KRVR-F	J 105.5 Copperopolis	1.5 4.3	11 196
KRXQ-F	AOR 98.5 Sacramento	1.4 4.7	10 211
KSFM-F	CHR 102.5 Woodland	1.4 5.5	10 254
KSTE	T 650 Rancho Cordova	1.1 3.3	8 160
KTDO-F	SP-C 98.9 Columbia	0.5 1.3	3 56
KWNN-F	CHR 98.3 Turlock	0.8 2.0	5 85
KWOD-F	CHR-NR 106.5 Sacramento	1.8 6.4	12 299
KYCY-F	C 93.3 San Francisco	1.1 1.9	7 87
KYLD-F	B 94.9 San Francisco	1.2 4.1	8 177
KZZO-F	AC-NR 100.5 Sacramento	1.1 4.5	10 231

STOCKTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Silverado, pend.	11.6 %	9.9 %	%	AC	0 (0)	49 (5)	49 (5)	8.9 %	9.8 %
KJOY-FM, KWIN-FM				AOR/Classic/NR	0 (0)	68 (4)	68 (4)	12.3 %	12.2 %
	11.6 %	9.9 %	%	Black/Urban	4 (1)	8 (1)	12 (2)	2.2 %	2.8 %
				CHR	0 (0)	95 (4)	95 (4)	17.2 %	14.8 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	89 (4)	89 (4)	16.2 %	16.1 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	11 (1)	54 (3)	65 (4)	11.8 %	11.1 %
				Jazz	0 (0)	10 (1)	10 (1)	1.8 %	2.8 %
				News/Talk	41 (7)	0 (0)	41 (7)	7.4 %	9.2 %
				Oldies	2 (1)	53 (3)	55 (4)	10.0 %	8.7 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (1)	0 (0)	7 (1)	1.3 %	0.0 %
				Soft AC	0 (0)	8 (1)	8 (1)	1.5 %	3.3 %
				Sports	44 (2)	0 (0)	44 (2)	8.0 %	7.4 %
				Standards/EZ	8 (1)	0 (0)	8 (1)	1.5 %	2.0 %
				Totals	117 (14)	434 (26)	551 (40)		

AM Stations

KCVR	1570	5 kw/0.5 kw (DA-2)	Hispanic	\$20.00	Lotus	Z-Spanish	Lodi
KJAX	1280	1 kw (DA-N)	Talk	ABC \$9.00	--	Capstar	
KSTN	1420	5 kw/1 kw (DA-2)	Black/CHR	ABC \$ NA	--		
KWG	1230	1 kw	See KQOD-F				

FM Stations

KJOY	99.3	2.35 kw @ 330	AC	\$ NA	Christal	Silverado, pend.	
KMIX	100.9	6 kw @ 328	Hispanic		Katz	Z-Spanish	Tracy
KQOD	100.1	6 kw @ 285	Oldies	\$33.00	Eastman	KWG	
KSTN	107.3	8.1 kw @ 1610	Hispanic	ABC \$ NA	--		
KWIN	97.7	3 kw @ 300	CHR	\$38.00	Allied	Silverado	Lodi

Notes: Other ranked stations -- See Modesto, Sacramento or San Francisco . . . No station revenue estimates are available . . . 6/98 KJOY-F sold by Gamble to Silverado for \$3,600,000

Jim Duncan

Comments: Listening levels are steady

SYRACUSE

Arbitron Rank: 71 Pop (12+): 544,100	Stations: 36 / 25	Last Year's Revenue: \$25,000,000
MSA Rank: 73	Diaries: 1,771/307:1/56.9%	Household Income: \$43,451
MSA Pop: 743,000	Sample Target: 1,740	Total Retail Sales: \$5.5 Bil.
DMA: 69	% Below Line: 5.6	#1 Biller: WYYY-F \$4,400,000
Average Persons Rating: 16.3	% Not Listed: 14.8	#1 Billing Portfolio:
Market TSL in Hours: 21.50	Pop per Station: 21,764	Cox \$11,380,000

12+ Metro	Format	Spring 98		Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA		Revenue Level
		1/4	Share									AQH / Cume		
1	WBBS-F	82 / 9.3	9.7	9.7	9.7	11.6	9.6	1007 / 18.5	17.7	18.3	106 / 1420	E	WBBS-F	
2	WSYR	70 / 7.9	8.4	7.7	7.6	8.4	7.9	1011 / 18.6	19.5	19.5	80 / 1149	E	WSYR	
3	WYYY-F	67 / 7.6	6.7	7.4	6.6	6.6	7.1	1095 / 20.1	17.1	18.1	77 / 1296	F	WYYY-F	
4	WNTQ-F	66 / 7.5	6.9	7.4	8.7	8.0	7.6	1433 / 26.3	23.8	27.0	89 / 1939	E	WNTQ-F	
5	WAQX-F	65 / 7.3	7.9	7.5	7.1	5.8	7.5	1098 / 20.2	19.8	18.9	74 / 1264	D	WAQX-F	
6	WWHT-F	67 / 6.4	5.5	4.9	6.6	5.2	5.9	1135 / 20.9	18.7	16.7	81 / 1605	B	WWHT-F	
7	WSEN-F	46 / 5.2	6.2	6.4	6.4	6.2	6.0	920 / 16.9	14.3	18.1	54 / 1104	D	WSEN-F	
8	WKRL-FF	45 / 5.1	4.6	5.5	5.2	3.9	5.1	659 / 12.1	11.2	12.4	48 / 711	C	WKRL-FF	
9	WLT-F	43 / 4.9	5.8	4.6	3.5	3.9	4.7	626 / 11.5	11.6	9.9	48 / 693	C	WLT-F	
10	WTKW-FF	37 / 4.2	5.0	4.2	5.0	5.1	4.6	579 / 10.6	11.2	11.1	47 / 718	C	WTKW-FF	
11	WRDS-F	B/AC	25 / 2.8	1.9	2.5	2.6	4.3	295 / 5.4	4.6	6.4	25 / 321	A	WRDS-F	
12	WFBL	ST	21 / 2.4	3.0	2.6	2.6	3.3	332 / 6.1	5.6	6.9	21 / 346	A	WFBL	
13	WTLA-AA	ST	20 / 2.3	1.7	2.3	2.4	1.9	302 / 5.6	5.0	4.8	21 / 323	A	WTLA-AA	
14	WHEN	SPRFS	19 / 2.1	2.6	2.4	1.6	1.2	365 / 6.7	8.2	6.1	21 / 406	A	WHEN	

12+ FM Share (Metro): 81.06% (612 of 755) (Spring 97: 80.16%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WWHT-F >>>	1 WAQX-F	1 WAQX-F <	1 WBBS-F <	1 WBBS-F	1 WSYR <	1 WAQX-F	1 WBBS-F <	1 WBBS-F	1 WWHT-F >	1 WBBS-F
2 WKRL-FF	2 WKRL-FF <	2 WBBS-F	2 WYYY-F	2 WYYY-F	2 WBBS-F >	2 WSYR	2 WYYY-F <	2 WWHT-F <	2 WKRL-FF <	2 WWHT-F
3 WNTQ-F >>>	3 WNTQ-F <	WYYY-F <	3 WNTQ-F <	3 WNTQ-F	3 WSEN-F	3 WBBS-F <	3 WSYR	3 WNTQ-F <	3 WNTQ-F <	3 WSEN-F <
4 WWHT-F	4 WNTQ-F >	4 WAQX-F	4 WAQX-F	4 WAQX-F	WYYY-F	4 WNTQ-F	4 WNTQ-F	4 WYYY-F	4 WBBS-F <	4 WNTQ-F
5 WYYY-F	5 WKRL-FF <	5 WTKW-FF <	5 WSEN-F <	5 WSEN-F <	5 WNTQ-F <	5 WYYY-F >	5 WAQX-F <	5 WSYR <	5 WYYY-F	5 WYYY-F <
6 WBBS-F >	6 WWHT-F	6 WSEN-F <	6 WLT-F <	6 WLT-F <	6 WLT-F	6 WSEN-F <	6 WLT-F	6 WKRL-FF	6 WAQX-F	6 WSYR
7 WTKW-FF	7 WTKW-FF	7 WTKW-FF	7 WTKW-FF	7 WTKW-FF	7 WTKW-FF	7 WWHT-F <	7 WKRL-FF <	7 WSEN-F <	7 WRDS-F	7 WKRL-FF
	8 WSEN-F <	8 WSYR	8 WSYR	8 WSYR	8 WLT-F	8 WTKW-FF <	8 WAQX-F <	8 WSYR	8 WSYR	8 WRDS-F
		WWHT-F <	9 WWHT-F			9 WSEN-F	9 WLT-F	WSEN-F		WTKW-FF
										WLT-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	12+ Ovnrte
1 WWHT-F	1 WNTQ-F	1 WNTQ-F	1 WNTQ-F <	1 WBBS-F <	1 WAQX-F >	1 WAQX-F >	1 WAQX-F >	1 WAQX-F >	1 WAQX-F	1 WSYR >>
WNTQ-F	2 WWHT-F <	2 WYYY-F	2 WYYY-F <	2 WYYY-F	2 WKRL-FF >>	2 WKRL-FF >>	2 WKRL-FF >	2 WKRL-FF <	2 WBBS-F	2 WAQX-F
3 WKRL-FF	3 WYYY-F >	3 WLT-F	3 WBBS-F >	3 WNTQ-F	3 WYYY-F	3 WBBS-F	3 WBBS-F	3 WBBS-F	3 WTKW-FF	3 WBBS-F
4 WAQX-F	4 WBBS-F <	4 WWHT-F	4 WWHT-F	4 WLT-F >	4 WWHT-F	WYYY-F	4 WTKW-FF >	4 WTKW-FF	4 WSEN-F	WKRL-FF
5 WYYY-F	5 WLT-F	5 WBBS-F >	5 WLT-F	5 WSEN-F	5 WKRL-FF	5 WWHT-F	5 WWHT-F	WYYY-F	WYYY-F <	5 WWHT-F
6 WBBS-F	6 WRDS-F	6 WRDS-F	6 WSEN-F	6 WWHT-F	6 WTKW-FF	6 WTKW-FF	WYYY-F	6 WNTQ-F <	6 WSYR <	
WRDS-F	WAQX-F	7 WAQX-F	7 WAQX-F	7 WTKW-FF			WSYR	7 WSEN-F	7 WKRL-FF <	
8 WTKW-FF >	WKRL-FF	WTKW-FF	8 WTKW-FF	WSYR				8 WSYR <	8 WNTQ-F	
	9 WTKW-FF >>		WRDS-F							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WHCD-F	J	106.9 Auburn	1.2 3.4 20 346
WMCR-AF	AC	106.3 Oneida	0.3 0.8 10 97
WNSS	N	1260 Syracuse	0.8 4.4 8 247
WOLF-AF	T	1490 Syracuse	0.7 1.8 7 120
WSCP-F	C	101.7 Pulaski	1.7 2.3 18 166

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WFRG-F	C	104.3 Utica	1.7 4.8 47 603
WIII-F	CL AOR	99.9 Cortland	0.3 1.2 18 255
WKLL-F	AOR	94.9 Frankfort	0.5 1.1 15 187
WLLW-F	CL AOR	93.7 Clyde	0.3 0.6 14 218
WMRV-F	CHR	105.7 Binghamton	0.3 0.9 3 55
WNVE-F	AOR-NR	95.1 S. Bristol	0.6 2.6 21 462
WODZ-F	O	96.1 Rome	0.3 1.2 10 206
WOUR-F	AOR	96.9 Utica	0.9 3.3 20 354
WRCK-F	AOR/CL	107.3 Utica	0.3 0.7 9 138
WSKS-F	CHR	102.5 Rome	0.3 2.3 7 231

SYRACUSE

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Cox			33.3 %	32.8 %	45.5 %	AC	1	(1)	69	(2)	70	(3)	9.3 %	9.4 %
WBBS-FM, WHEN-AM, WSYR-AM, WWHT-FM, WYYY-FM						AOR/Classic/NR	0	(0)	173	(11)	173	(11)	22.9 %	20.0 %
Pilot			20.5 %	23.1 %	33.2 %	Black/Urban	0	(0)	25	(1)	25	(1)	3.3 %	5.1 %
WAQX-FM, WLTI-FM, WNSS-AM, WNTQ-FM						CHR	0	(0)	129	(4)	129	(4)	17.1 %	16.2 %
Radio Corp.			11.5 %	10.0 %	9.4 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
WKRH-FM, WKRL-FM, WSGO-AM, WTKV-FM, WTKW-FM, WTLA-AM						Country	0	(0)	112	(3)	112	(3)	14.8 %	17.3 %
			65.3 %	65.9 %	88.1 %	Full Service	70	(1)	0	(0)	70	(1)	9.3 %	10.1 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	11	(1)	11	(1)	1.5 %	0.0 %
						News/Talk	12	(2)	1	(1)	13	(3)	1.7 %	1.9 %
						Oldies	0	(0)	49	(2)	49	(2)	6.5 %	7.8 %
						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	0	(0)	43	(1)	43	(1)	5.7 %	4.7 %
						Sports	19	(1)	0	(0)	19	(1)	2.5 %	1.5 %
						Standards/EZ	41	(3)	0	(0)	41	(3)	5.4 %	6.2 %
Totals							143	(8)	612	(26)	755	(34)		

AM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Spg 97
WFBL	1050	2.5 kw/0.019 kw (DA-2)	Standards	CNN, Westwd	\$<20.00	Mc-Guild	Buckley		Baldwinsville
WHEN	620	5 kw/1 kw (DA-N)	Sports	ABC, 1-on-1, Westwd	\$22.00	Eastman	Cox		
WSGO	1440	1 kw/0.045 kw	See WTLA						Oswego
WSYR	570	5 kw (DA-2)	Full Service	Westwd, ABC, CNN	\$66.00	Katz	Cox		
WTLA	1200	1 kw (DA-N)	Standards	ABC	\$<20.00	Allied	Radio Corp.		N. Syracuse

FM Stations

Station	Freq	Power	Format	Comments	AM	FM	Total	%	Spg 97
WAQX	95.7	25 kw @ 298	AOR	ABC	\$75.00	D&R	Pilot		Manlius
WBBS	104.7	50 kw @ 492	Country		\$54.00	—	Cox		Fulton
WKRH	106.5	5 kw @ 328	See WKRL-F						Minetto
WKRL	100.9	6 kw @ 165	AOR-New Rock	ABC	\$25.00	Allied	Radio Corp.		N. Syracuse
WLTI	105.9	1.25 kw @ 200	Soft AC	CBS	\$ NA	D&R	Pilot		
WNTQ	93.1	97 kw @ 660	CHR		\$75.00	D&R	Pilot		
WRDS	102.1	6 kw @ 220	Black AC	ABC	\$ NA	Allied			Phoenix
WSEN	92.1	25 kw @ 300	Oldies	CBS, Westwd	\$38.00	Mc-Guild	Buckley		Baldwinsville
WTKV	105.5	1.8 kw @ 417	See WTKW-F						Oswego
WTKW	99.5	6 kw @ 328	Classic AOR	ABC, AP	\$30.00	Allied	Radio Corp.		Bridgeport
WWHT	107.9	50 kw @ 500	CHR	ABC	\$<20.00	Eastman	Cox		
WYYY	94.5	100 kw @ 650	AC		\$93.00	Katz	Cox		

Notes: 5/98 WMBO (Auburn) sold to WOLF (price NA) . . . 8/98 WMBO changed from News/Sports to simulcasting Talk WOLF

Jim Duncan

Comments: It's pretty quiet, radio-wise: even listening levels are steady

TALLAHASSEE

Arbitron Rank: 165 Pop (12+): 207,900	Stations: 17 / 15	Last Year's Revenue: \$105,000,000
MSA Rank: 167	Diaries: 660/315:1/52.0%	Household Income: \$39,402
MSA Pop: 278,000	Sample Target: 610	Total Retail Sales: \$2.5 Bil.
DMA: 116	% Below Line: 1.6	#1 Biller: WBZE-F \$1,800,000
Average Persons Rating: 15.3	% Not Listed: 21.3	#1 Billing Portfolio:
Market TSL In Hours: 20.50	Pop per Station: 13,860	Clear Channel \$3,725,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WHBX-F	B/AC	44 / 13.8	13.7	14.6	15.5	605 / 24.3	22.9	20.6	81 / 920	C	WHBX-F
2	WJZT-F	J	25 / 7.8	6.3	6.7	2.9	305 / 14.7	11.5	12.6	28 / 373	B	WJZT-F
	WTNT-F	C	25 / 7.8	6.3	5.4	8.7	349 / 18.8	16.5	15.1	67 / 812	C	WTNT-F
4	WOKL-F	O	21 / 6.6	4.3	3.8	5.4	382 / 17.4	13.2	13.7	44 / 674	B	WOKL-F
5	WXSR-F	AOR-NR	20 / 6.3	5.7	5.7	6.5	413 / 19.9	17.3	17.5	26 / 479	B	WXSR-F
6	WAIB-F	C	19 / 6.0	7.0	6.4	6.1	345 / 16.6	14.5	15.7	26 / 447	B	WAIB-F
	WBZE-F	AC	19 / 6.0	9.7	9.9	7.6	399 / 19.2	18.6	22.8	36 / 565	C	WBZE-F
8	WGLF-F	CL AOR	18 / 5.7	4.7	5.7	5.8	330 / 15.9	13.5	16.2	30 / 613	B	WGLF-F
9	WWFO-F	AOR/CL	15 / 4.7	6.3	4.8	5.4	283 / 12.7	12.1	13.8	24 / 405	B	WWFO-F
10	WWLD-F	CHR	14 / 4.4	4.7	8.6	4.3	393 / 18.9	16.4	24.8	14 / 430	B	WWLD-F
11	WFLV-F	AC/CHR	11 / 3.5	2.3	3.2	3.6	312 / 15.0	11.4	10.2	20 / 480	A	WFLV-F

12+ FM Share (Metro): 94.02% (236 of 251) (Spring 1997: 95.00%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd	
1	WWLD-F	1 WHBX-F >	1 WHBX-F >	1 WHBX-F	1 WHBX-F	1 WHBX-F <	1 WHBX-F >>	1 WHBX-F	1 WHBX-F	1 WHBX-F >>	1 WHBX-F >>
2	WXSR-F	2 WXSR-F >	2 WJZT-F	2 WJZT-F >	2 WJZT-F >	2 WOKL-F	2 WOKL-F <	2 WJZT-F	2 WJZT-F	2 WJZT-F	2 WTNT-F <
	WFLV-F	3 WJZT-F	3 WXSR-F <	3 WBZE-F	3 WBZE-F	3 WJZT-F	3 WTNT-F	3 WTNT-F	3 WTNT-F <	3 WXSR-F	3 WJZT-F
	WHBX-F >	4 WAIB-F	4 WBZE-F	4 WGLF-F	4 WGLF-F	4 WTNT-F	4 WXSR-F <	4 WOKL-F <	4 WAIB-F <	4 WBZE-F	4 WAIB-F
		5 WTNT-F	5 WGLF-F <	5 WWFO-F <	5 WOKL-F	5 WBZE-F	5 WGLF-F	5 WBZE-F <	5 WBZE-F	5 WTNT-F	5 WOKL-F <
		6 WWFO-F	6 WTNT-F	6 WXSR-F	6 WTNT-F <	6 WGLF-F	6 WAIB-F <	6 WXSR-F	6 WXSR-F	6 WAIB-F	6 WGLF-F
			7 WGLF-F	7 WTNT-F	7 WWFO-F	7 WAIB-F	7 WBZE-F	7 WAIB-F	7 WGLF-F	7 WGLF-F	7 WWFO-F
			8 WWFO-F	8 WOKL-F	8 WXSR-F <	8 WWFO-F >	8 WJZT-F	8 WGLF-F	8 WOKL-F <	8 WOKL-F <	8 WWLD-F
				9 WAIB-F >	9 WAIB-F >			9 WWFO-F	9 WWFO-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	12+ Ovrnite
1	WHBX-F >	1 WHBX-F >>	1 WHBX-F >	1 WHBX-F >	1 WHBX-F	1 WHBX-F	1 WHBX-F	1 WHBX-F	1 WJZT-F	1 WHBX-F >>
2	WAIB-F	2 WJZT-F	2 WJZT-F	2 WBZE-F <	2 WJZT-F	2 WXSR-F >>	2 WXSR-F	2 WXSR-F	2 WJZT-F <	2 WGLF-F >
3	WWLD-F	WBZE-F	WBZE-F	3 WJZT-F	3 WBZE-F	3 WWFO-F	3 WWFO-F	3 WWFO-F	3 WGLF-F	3 WHBX-F
	WTNT-F	WXSR-F	WXSR-F >	4 WTNT-F	4 WTNT-F	4 WAIB-F >>	4 WJZT-F	4 WJZT-F	4 WXSR-F	4 WOKL-F
	WFLV-F >	WWLD-F	5 WWLD-F	5 WXSR-F	5 WOKL-F		5 WGLF-F	5 WGLF-F >	5 WWFO-F	5 WWFO-F
6	WJZT-F	WTNT-F	WGLF-F	6 WAIB-F	6 WXSR-F		6 WAIB-F	6 WOKL-F	6 WOKL-F	6 WXSR-F
	WXSR-F	WAIB-F >	WTNT-F >>	7 WWLD-F	7 WGLF-F			7 WAIB-F >		
	WBZE-F >>									

Other Rated Stations		Metro Share	Cume Rating	TSA AQH	Cume		
WAKU-F	AC	94.1	Crawfordville	0.6	1.5	2	31
WFRF	REL	1070	Tallahassee	1.6	3.3	6	82
WNLS	SPRIS	1270	Tallahassee	1.3	5.4	4	113
WTAL	T	1450	Tallahassee	1.3	3.0	5	76

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WGWD-F	C	93.3	Gretna	0.9	4.0	10	199
WSTT	B/G	730	Thomasville, GA	0.6	2.0	4	62

TALLAHASSEE

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel WJZT-FM, WNLS-AM, WOKL-FM, WTNT-FM, WXSJ-FM	29.8 %	33.4 %	35.5 %	AC	0 (0)	32 (3)	32 (3)	12.7 %	11.9 %
				AOR/Classic/NR	0 (0)	53 (3)	53 (3)	21.1 %	19.6 %
Cumulus WBZE-FM, WHBT-AM, WHBX-FM	19.8 %	21.3 %	29.5 %	Black/Urban	0 (0)	44 (1)	44 (1)	17.5 %	17.7 %
				CHR	0 (0)	14 (1)	14 (1)	5.6 %	11.2 %
Mike Schwartz WAIB-FM, WWFO-FM	10.7 %	11.5 %	14.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	0 (0)	47 (3)	47 (3)	18.7 %	16.5 %
				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)	25 (1)	25 (1)	10.0 %	8.1 %
				News/Talk	4 (1)	0 (0)	4 (1)	1.6 %	5.4 %
				Oldies	0 (0)	21 (1)	21 (1)	8.4 %	4.6 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	7 (2)	0 (0)	7 (2)	2.8 %	0.0 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	3.8 %
				Sports	4 (1)	0 (0)	4 (1)	1.6 %	1.2 %
				Standards/EZ	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	60.3 %	66.2 %	79.5 %	Totals	15 (4)	236 (13)	251 (17)		

AM Stations

WNLS	1270	5 kw (DA-N)	Sports	Westwd, 1-on-1	\$ NA	Christal	Clear Channel
WTAL	1450	1 kw	Talk	CBS, Westwd, UBN	\$ NA	Roslin	

FM Stations

WAIB	103.1	50 kw @ 295	Country		\$<20.00	K&P	Mike Schwartz
WBZE	98.9	100 kw @ 390	AC	Westwd	\$30.00	Katz	Cumulus
WFLV	104.9	47 kw @ 505	Soft AC	CNN	\$20.00	Clr Chnl	Havana
WGLF	104.1	100 kw @ 1394	AOR		\$23.00	Allied	Timm
WHBX	96.1	37 kw @ 479	Black AC	ABC, Westwd	\$21.00	Katz	Cumulus
WJZT	100.7	11.5 kw @ 489	Jazz		\$<20.00	Christal	Clear Channel
WOKL	107.1	61 kw @ 823	Oldies		\$22.00	Christal	Clear Channel
WTNT	94.9	100 kw @ 840	Country	ABC	\$45.00	Christal	Clear Channel
WWFO	99.9	50 kw @ 492	Classic AOR		\$<20.00	Allied	WAIB-F
WWLD	106.1	6 kw @ 328	CHR		\$<20.00	Katz	Lafayette
WXSJ	101.5	50 kw @ 476	New Rock	Source, Westwd	\$<20.00	Christal	Clear Channel

Notes: 3/98 WGLF-F changed from AOR to Classic AOR . . . 3/9 WSNI-F changed calls to WOKL-F ("Kool"); remains Oldies

Jim Duncan

Comments: Listening levels are down slightly . . . WJZT-F continues to grow and has its highest share ever . . . WBZE-F had a terrible book and its lowest 12+ share since Spring 1993

TAMPA-ST. PETERSBURG

Arbitron Rank: 21 Pop (12+): 1,947,600	Stations: 29 / 29	Last Year's Revenue: \$98,600,000
MSA Rank: 22	Diaries: 3,121/624:1/49.1%	Household Income: \$35,800
MSA Pop: 2,260,000	Sample Target: 3,080	Total Retail Sales: \$24.6 Bil.
DMA: 15	% Below Line: 0.0	#1 Biller: WQYK-AF \$12,700,000
Average Persons Rating: 17.3	% Not Listed: 12.8	#1 Billing Portfolio: Jacor \$36,170,000
Market TSL In Hours: 23.25	Pop per Station: 67,159	

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue	
		1/4	Share	98	97	97	97	Avg	Cume / Rtg.	97	97	AQH / Cume	Level	
1	WFLZ-F	CHR	304 / 9.0	9.7	9.3	10.4	9.5	9.6	4644 / 23.8	23.1	23.0	419 / 6797	I	WFLZ-F
2	WQYK-F	C	251 / 7.5	6.9	8.3	7.2	6.8	7.5	2693 / 13.8	17.7	14.9	277 / 3183	I	WQYK-F
3	WFLA	T	222 / 6.6	6.5	6.3	7.1	6.4	6.6	2434 / 12.5	12.3	13.1	284 / 3240	G	WFLA
4	WUV-F	EZ/ST	219 / 6.5	7.0	7.1	8.7	6.7	7.3	2493 / 12.8	11.7	11.7	400 / 4370	D	WUV-F
5	WTBT-F	CL AOR	184 / 5.5	5.8	5.5	2.9	2.9	4.9	2570 / 13.2	10.2	5.9	203 / 2831	C	WTBT-F
6	WGUL-AF	ST	162 / 4.8	4.3	4.0	3.5	3.8	4.2	1339 / 6.9	6.5	6.0	182 / 1629	C	WGUL-AF
7	WRBQ-F	C	161 / 4.8	4.6	4.4	4.9	4.8	4.7	1914 / 9.8	10.1	11.4	188 / 2425	H	WRBQ-F
8	WSSR-F	AC-NR	152 / 4.5	4.3	4.2	4.5	3.3	4.4	2459 / 12.6	13.4	11.2	165 / 2876	G	WSSR-F
9	WXTB-F	AOR	150 / 4.5	5.6	4.5	4.9	5.3	4.9	2152 / 11.0	10.3	11.4	209 / 2949	H	WXTB-F
10	WWRM-F	SAC	144 / 4.3	4.8	6.5	4.6	6.1	5.0	2420 / 12.4	14.8	15.1	197 / 3305	G	WWRM-F
11	WSJT-F	J	135 / 4.0	4.6	3.9	4.1	3.5	4.2	1687 / 8.7	9.3	8.9	194 / 2471	F	WSJT-F
12	WCOF-F	CL HITS	122 / 3.6	2.6	3.4	3.8	4.4	3.4	1928 / 9.9	9.8	10.9	138 / 2340	G	WCOF-F
13	WAKS-F	AC/CHR	108 / 3.2	4.4	3.5	3.6	4.4	3.7	1921 / 9.9	9.8	10.7	139 / 2491	G	WAKS-F
14	WYUU-F	O	98 / 2.9	2.8	3.4	4.5	4.4	3.4	1822 / 9.4	9.4	11.6	104 / 1975	G	WYUU-F
15	WLLD-F	CHR/U	72 / 2.1						1117 / 5.7			87 / 1399		WLLD-F
16	WHPT-F	AOR-P	69 / 2.0	2.0	2.0	3.0	3.9	2.3	1693 / 8.7	8.2	10.4	129 / 2566	G	WHPT-F
17	WRBQ	B/AC	51 / 1.5	1.7	1.9	1.6	1.4	1.7	693 / 3.6	4.4	3.7	61 / 770	B	WRBQ
18	WLUV-F	ST	43 / 1.3	2.0	1.7	1.2	1.7	1.5	601 / 3.1	3.2	3.4	44 / 609	B	WLUV-F
19	WTMP	B	41 / 1.2	1.5	1.7	1.4	1.5	1.5	653 / 3.4	4.2	3.9	41 / 668	B	WTMP
20	WRXB	B	39 / 1.2	0.6	0.9	0.4	0.8	0.7	325 / 1.7	1.7	1.6	39 / 338	A	WRXB
21	WZTM	SPRTS	38 / 1.1	0.8	1.3	1.1	0.8	1.1	715 / 3.7	4.0	2.9	44 / 860	B	WZTM
22	WRMD	SP-TP	33 / 1.0	0.4			0.6		355 / 1.8		0.9	34 / 373		WRMD

12+ FM Share (Metro): 78.07% (2292 of 2936) (Spring 97: 79.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WFLZ-F >>	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F <	1 WFLZ-F <	1 WDUV-F <	1 WFLZ-F >	1 WFLA <	1 WFLZ-F <	1 WFLZ-F	1 WDUV-F <
2 WLLD-F >	2 WSSR-F	2 WTBT-F	2 WTBT-F	2 WTBT-F	2 WFLA <	2 WQYK-F <	2 WQYK-F <	2 WQYK-F	2 WFLA	2 WFLZ-F
3 WXTB-F >>	3 WXTB-F >	3 WSSR-F <	3 WSSR-F	3 WQYK-F <	3 WQYK-F	3 WFLA	3 WFLZ-F	3 WTBT-F <	3 WXTB-F	3 WQYK-F
	4 WTBT-F	4 WXTB-F	4 WXTB-F	4 WSSR-F	4 WGUL-AF	4 WDUV-F	4 WDUV-F <	4 WFLA <	4 WQYK-F <	4 WRBQ-F <
	5 WRBQ-F <	5 WQYK-F	5 WQYK-F <	5 WXTB-F <	5 WTBT-F <	5 WGUL-AF <	5 WTBT-F <	5 WSSR-F	5 WDUV-F	5 WTBT-F <
	6 WQYK-F	6 WCOF-F <	6 WCOF-F	6 WCOF-F <	6 WSJT-F <	6 WXTB-F	6 WGUL-AF <	6 WRBQ-F <	6 WTBT-F <	6 WGUL-AF <
	7 WAKS-F <	7 WRBQ-F	7 WSJT-F <	7 WSJT-F <	7 WWRM-F	7 WTBT-F <	7 WSSR-F	7 WDUV-F	7 WLLD-F <	7 WFLA
	8 WCOF-F	8 WWRM-F	8 WAKS-F <	8 WAKS-F <	8 WRBQ-F <	8 WSSR-F <	8 WRBQ-F	8 WSJT-F <	8 WSJT-F <	8 WWRM-F
	9 WWRM-F	9 WAKS-F <	9 WWRM-F <	9 WRBQ-F <	9 WFLZ-F	9 WWRM-F <	9 WSJT-F	9 WWRM-F <	9 WRBQ-F <	9 WSJT-F <
	10 WSJT-F	10 WRBQ-F	10 WWRM-F <			10 WRBQ-F	10 WXTB-F <	10 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	12+ Ovrnite
1 WFLZ-F	1 WSSR-F <	1 WSSR-F	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F	1 WFLZ-F <	1 WFLZ-F <	1 WTBT-F	1 WTBT-F	1 WFLA >
2 WSSR-F >	2 WFLZ-F >	2 WFLZ-F	2 WSSR-F	2 WQYK-F	2 WXTB-F >	2 WXTB-F >	2 WXTB-F	2 WFLZ-F	2 WFLZ-F	2 WQYK-F
3 WRBQ-F	3 WRBQ-F	3 WCOF-F	3 WQYK-F <	3 WSSR-F <	3 WLLD-F <	3 WTBT-F <	3 WTBT-F	3 WXTB-F >	3 WXTB-F	3 WFLZ-F
4 WWRM-F >	4 WCOF-F <	4 WAKS-F <	4 WWRM-F <	4 WAKS-F <	4 WQYK-F >	4 WSSR-F >	4 WSSR-F >	4 WSSR-F <	4 WFLA <	4 WSJT-F
5 WQYK-F	5 WAKS-F <	5 WRBQ-F	5 WAKS-F <	5 WCOF-F <	5 WRBQ-F	5 WQYK-F	5 WHPT-F	5 WQYK-F	5 WQYK-F <	
6 WXTB-F	6 WWRM-F	6 WQYK-F	6 WCOF-F <	6 WWRM-F <	6 WTBT-F	6 WHPT-F	6 WZTM	6 WFLA	6 WSSR-F	
7 WTMP	7 WQYK-F	7 WTBT-F <	7 WRBQ-F	7 WRBQ-F <	7 WSSR-F >	7 WZTM <	7 WQYK-F >	7 WSJT-F <	7 WSJT-F	
	8 WXTB-F	8 WXTB-F <	8 WSJT-F	8 WSJT-F	8 WSJT-F			8 WHPT-F <	8 WCOF-F	
			WTBT-F >	9 WTBT-F					WHPT-F <	

Other Rated Stations				Metro	Cume	TSA
				Share	Rating	AQH Cume
WAMA	SP-C	1550	Tampa	0.3	1.1	10 224
WBDN	SP-TP	760	Brandon	0.7	1.1	26 237
WDAE	SPRTS	1250	Tampa	0.7	2.2	24 464
WHNZ	N/T	570	Pinellas Park	0.7	3.2	30 755
WILV-F	SAC	101.5	St. Petersburg	0.9	4.4	56 1228
WQYK	T	1010	Seffner	0.7	2.6	32 606

TAMPA-ST. PETERSBURG

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spq 97
Clear Channel WHNZ-AM, WHPT-FM, WILV-FM, WRBQ-AM, WRBQ-FM, WSJT-FM, WSSR-FM, WZTM-AM	19.5 %	24.6 %	26.5 %	AC	0 (0)	260 (2)	260 (2)	8.9 %	8.6 %
				AOR/Classic/NR	0 (0)	403 (3)	403 (3)	13.7 %	13.5 %
				Black/Urban	131 (3)	0 (0)	131 (3)	4.5 %	5.8 %
Cox WCOF-FM, WFNS-AM, WSUN-AM, WWRM-FM	7.9 %	10.0 %	14.0 %	CHR	0 (0)	376 (2)	376 (2)	12.8 %	10.4 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jacor WAKS-FM, WDAE-AM, WDUV-FM, WFLA-AM, WFLZ-FM, WTBT-FM, WXTB-FM	36.0 %	36.9 %	36.2 %	Country	0 (0)	412 (2)	412 (2)	14.0 %	14.1 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	68 (3)	0 (0)	68 (3)	2.3 %	0.5 %
				Jazz	0 (0)	135 (1)	135 (1)	4.6 %	4.4 %
				News/Talk	271 (3)	0 (0)	271 (3)	9.2 %	8.8 %
				Oldies	0 (0)	220 (2)	220 (2)	7.5 %	7.5 %
				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	0 (0)	175 (2)	175 (2)	6.0 %	8.6 %
				Sports	61 (2)	0 (0)	61 (2)	2.1 %	2.2 %
				Standards/EZ	113 (1)	311 (3)	424 (4)	14.4 %	15.6 %
				Totals	644 (12)	2292 (17)	2936 (29)		
	63.4 %	71.5 %	76.7 %						

AM Stations

Station	Power	Time	Format	Rate	Agency	Advertiser	Location
WFLA	970	5 kw (DA-2)	Talk	ABC \$109.00	Eastman	Jacor	
WGUL	860	2 kw/1.5 kw (DA-2)	Standards	UPI \$47.00	Allied		Dunedin
WRBQ	1380	5 kw (DA-N)	Black AC	ABC \$30.00	Clr Chnl	Clear Channel	
WRMD	680	0.69 kw/0.125 kw	Hispanic-Tropical	\$ NA	Lotus		
WRXB	1590	5 kw/1 kw (DA-2)	Black	AURN, ABC \$ NA	K&P	Acker	St. Petersburg Beach
WTMP	1150	5 kw/2.5 kw (DA-2)	Black	AURN, Westwd \$29.00	Roslin		
WZTM	820	50 kw/1 kw (DA-2)	Sports	CBS, Westwd \$ NA	Clr Chnl	Clear Channel	Largo

FM Stations

Station	Power	Time	Format	Rate	Agency	Advertiser	Location
WAKS	100.7	100 kw @ 1358	AC/CHR	\$115.00	Eastman	Jacor	
WCOF	107.3	100 kw @ 620	Classic Hits	\$75.00	Christal	Cox	
WDUV	103.3	100 kw @ 1358	EZ List/Standards	Westwd \$70.00	Eastman	Jacor	Bradenton
WFLZ	93.3	100 kw @ 1358	CHR	ABC \$165.00	Eastman	Jacor	
WGUL	96.1	4.1 kw @ 394	See WGUL				Dade City
WHPT	102.5	100 kw @ 1663	Progressive AOR	\$140.00	Clr Chnl	Clear Channel	Sarasota
WILV	101.5	100 kw @ 1358	Soft AC	\$ NA	Clr Chnl	Clear Channel	
WLLD	98.7	50 kw @ 489	CHR/Urban	\$ NA	D&R	Entercom	Holmes Beach
WLVU	106.3	3.3 kw @ 300	Standards	Westwd \$30.00	—		Holiday
WQYK	99.5	100 kw @ 550	Country	\$215.00	Katz	CBS	
WRBQ	104.7	100 kw @ 555	Country	ABC \$118.00	Clr Chnl	Clear Channel	
WSJT	94.1	100 kw @ 1493	Jazz	\$79.00	Clr Chnl	Clear Channel	Lakeland
WSSR	95.7	100 kw @ 606	Modern AC	\$195.00	Clr Chnl	Clear Channel	
WTBT	105.5	46 kw @ 1345	Classic AOR	ABC \$50.00	Eastman	Jacor	New Port Richey
WWRM	94.9	100 kw @ 1290	Soft AC	\$110.00	Christal	Cox	
WXTB	97.9	100 kw @ 1345	AOR	ABC \$148.00	Eastman	Jacor	
WYUU	92.5	50 kw @ 488	Oldies	\$85.00	D&R	Entercom	Safety Harbor

Notes: 2/98 WTAN (Clearwater) sold to Wagenvoord for \$120,000 . . . 3/98 WMTX-F changed calls to WSSR-F ("Star 95.7"); remains Modern AC . . . 6/98 WLVU-AF sold by The Erie Times to Mark Jorgenson for \$7,000,000

Jim Duncan

Comments: Overall listening is up slightly . . . Entercom's new WLLD-F debuted with a 2.1 . . . WGUL-AF has its highest share in two years . . . WCOF-F recovered somewhat from its recent downtrend . . . WTBT-F seems to holding at its new, higher level

TERRE HAUTE

Arbitron Rank: 186 **Pop (12+):** 173,100
MSA Rank: 238
MSA Pop: 149,000
DMA: 142
Average Persons Rating: 14.5
Market TSL In Hours: 19.75

Stations: 25 / 18
Diaries: 661/262: 1/58.2%
Sample Target: 610
% Below Line: 4.8
% Not Listed: 16.3
Pop per Station: 9,617

Last Year's Revenue: \$5,500,000
Household Income: \$34,533
Total Retail Sales: \$3.0 Bil.
#1 Biller: WTHI-F \$1,700,000
#1 Billing Portfolio: Emmis \$2,075,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WTHI-F	C 53 / 21.1	21.7	23.8	27.5	32.5	664 / 38.3	39.4	42.8	86 / 1077	C
2	WZZQ-F	AOR 32 / 12.7	11.6	14.5	10.9	9.8	401 / 23.2	22.7	23.2	48 / 603	B
3	WMGI-F	CHR 31 / 12.3	11.6	12.9	11.7	17.0	443 / 25.6	27.1	29.5	46 / 758	B
4	WSDM-F	O 16 / 6.4	7.5	5.2	5.3	6.5	245 / 14.1	15.4	14.0	20 / 312	A
5	WLEZ-F	EZ 11 / 4.4	6.7	5.2	5.7	3.3	156 / 9.0	12.0	9.8	15 / 224	A
	WWVR-F	CL AOR 11 / 4.4	3.0	1.2	0.4	1.4	140 / 8.1	4.7	2.9	12 / 145	A
7	WCBH-F	AC/CHR 9 / 3.6	4.1	3.6	4.9	1.8	156 / 9.0	12.6	11.1	22 / 368	
8	WACF-F	C 8 / 3.2	2.2	2.8	7.2	4.0	151 / 8.7	11.5	9.1	9 / 171	
9	WTHI	T 6 / 2.4	2.6	2.8	3.4	2.9	131 / 7.6	9.7	8.9	6 / 138	A
10	WAXI-F	ST 5 / 2.0	1.5	2.8	3.0	1.4	75 / 4.3	4.4	5.8	8 / 105	
	WTHC-F	C 5 / 2.0	2.2	1.6	1.9		75 / 4.3	5.5	5.1	5 / 93	

12+ FM Share (Metro): 94.29% (198 of 210) (Spring 1997: 92.42%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WMGI-F >>>	1 WZZQ-F <	1 WTHI-F	1 WTHI-F >	1 WTHI-F >	1 WTHI-F >>	1 WTHI-F >>	1 WTHI-F >	1 WTHI-F	1 WTHI-F <	1 WTHI-F >
2 WZZQ-F >	2 WTHI-F	2 WZZQ-F	2 WZZQ-F	2 WZZQ-F	2 WSDM-F	2 WZZQ-F <	2 WZZQ-F	2 WMGI-F <	2 WMGI-F	2 WMGI-F
3 WMGI-F >>>	3 WMGI-F >	3 WMGI-F >	3 WMGI-F	3 WMGI-F	3 WZZQ-F <	3 WMGI-F >	3 WMGI-F >>	3 WZZQ-F >	WZZQ-F >>	3 WZZQ-F >
4 WCBH-F	4 WSDM-F	4 WSDM-F	4 WSDM-F >	4 WSDM-F >>	4 WLEZ-F	4 WSDM-F	4 WSDM-F <	4 WSDM-F	4 WSDM-F >	4 WSDM-F >
	5 WWVR-F	5 WWVR-F >	5 WWVR-F >	5 WWVR-F >	5 WMGI-F	5 WLEZ-F <	5 WLEZ-F	5 WWVR-F	5 WWVR-F	5 WACF-F
						6 WCBH-F	WWVR-F	6 WLEZ-F		
						WACF-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	12+ Ovrnite
1 WTHI-F >>	1 WTHI-F >	1 WTHI-F	1 WTHI-F >>	1 WTHI-F >>	1 WZZQ-F >>>	1 WZZQ-F >>	1 WZZQ-F	1 WZZQ-F >	1 WTHI-F	1 WTHI-F >>
2 WMGI-F >	2 WMGI-F >	2 WMGI-F >>	2 WSDM-F	2 WSDM-F >	2 WTHI-F >>	2 WMGI-F	2 WMGI-F	2 WTHI-F	WZZQ-F	2 WZZQ-F >
3 WCBH-F	3 WZZQ-F	3 WZZQ-F >>	WMGI-F	3 WMGI-F	WTHI-F >>	WTHI-F >>>	3 WMGI-F >	3 WMGI-F >	3 WMGI-F >	3 WMGI-F >
WZZQ-F	4 WCBH-F >>		4 WZZQ-F >	WZZQ-F >>	4 WWVR-F >>>		4 WWVR-F >	4 WWVR-F >	4 WWVR-F	5 WSDM-F
			5 WCBH-F >>							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBOW T 640 Terre Haute	1.2	4.2	4 90
WJSH G 1300 Terre Haute	0.4	1.2	1 21
WMMC-F AC 105.9 Marshall, IL	1.2	2.9	3 51
WNDI-F C 95.3 Sullivan, IN	0.8	1.6	2 27
WPRS O 1440 Paris, IL	0.8	2.5	2 56

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WDNL-F AC 102.1 Danville, IL	0.4	1.7	4 47
WFBO-F AOR 94.7 Indianapolis	0.4	2.4	6 135
WIAI-F C 99.1 Danville, IL	0.8	1.5	8 40
WIXY-F C 100.3 Champaign, IL	0.8	2.2	9 95
WNAP-F CL HITS 93.1 Indianapolis	0.8	1.5	2 55
WTTS-F AOR-P 92.3 Bloomington, IN	0.4	1.7	4 73
WWBL-F C 106.5 Washington, IN	1.2	3.5	48 379

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	13 (3)	13 (3)	6.2 %	6.2 %
AOR/Classic/NR	0 (0)	45 (4)	45 (4)	21.4 %	18.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	31 (1)	31 (1)	14.8 %	15.2 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	75 (7)	75 (7)	35.7 %	34.1 %
Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	9 (2)	0 (0)	9 (2)	4.3 %	5.7 %
Oldies	2 (1)	18 (2)	20 (3)	9.5 %	6.2 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	1 (1)	0 (0)	1 (1)	0.5 %	1.4 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	0 (0)	16 (2)	16 (2)	7.6 %	12.4 %
Totals	12 (4)	198 (19)	210 (23)		

TERRE HAUTE

Consolidation Report	12+	25-54	Revenue
Contemporary Media WBOW-AM, WZZQ-AM, WZZQ-FM	13.9 %	14.9 %	17.1 %
Crossroads, pend. WAXI-FM, WJSH-AM, WSDM-FM	8.8 %	10.4 %	8.2 %
Emmis WTHI-AM, WTHI-FM, WWVR-FM	27.9 %	29.8 %	37.7 %
	50.6 %	55.1 %	63.0 %

AM Stations

WBOW	640	0.25 kw (DA-N)	Talk	CBS, TARN	Allied	Contemporary
WTHI	1480	5 kw/1 kw (DA-2)	Talk	ABC	Katz	Emmis

FM Stations

WACF	98.5	50 kw @ 500	Country	Westwd	---	Paris, IL
WAXI	104.9	1.2 kw @ 440	Standards	Westwd, ABC	Regional	WSDM, pend. Rockville
WCBH	104.3	14.1 kw @ 446	AC/CHR	Westwd, Source, CNN	---	McNaughton Casey, IL
WLEZ	102.7	28 kw @ 659	EZ Listening	CNN	---	Bomar
WMGI	100.7	50 kw @ 500	CHR		Unirep	
WSDM	97.7	3 kw @ 300	Oldies	ABC	Roslin	Brazil
WTHC	95.9	4.1 kw @ 397	Country		---	Seelyville, IN
WTHI	99.9	50 kw @ 490	Country	ABC	Katz	Emmis
WWVR	105.5	3.3 kw @ 875	Classic AOR	USA	---	Emmis W. Terre Haute
WZZQ	107.5	27.5 kw @ 670	AOR	ABC, Westwd	Christal	Contemporary

Notes: 3/98 WAXI-F sold to WSDM-F/WJSH for \$485,000 (Thoben Van Huss) . . . 4/98 Hulman sold these stations to Emmis: WTHI-AM for \$5,800,000; WWVR-F (price NA) . . . 6/98 Licenses of WBOW and WZZQ-AM were revoked by the FCC . . . 8/98 WMMC-F (105.9; Marshall, IL) sold to J.D. Spangler for \$300,000

Jim Duncan

Comments: Listening levels are fairly steady . . . WTHI-F continued to decline, experiencing its fourth straight 12+ share decrease

TOLEDO

Arbitron Rank: 76 Pop (12+): 501,900	Stations: 28 / 18	Last Year's Revenue: \$24,700,000
MSA Rank: 87	Diaries: 1,853/271:1/50.3%	Household Income: \$42,337
MSA Pop: 611,000	Sample Target: 1,910	Total Retail Sales: \$6.7 Bil.
DMA: 65	% Below Line: 8.9	#1 Biller: WTOD/WKKO-F \$5,650,000
Average Persons Rating: 15.6	% Not Listed: 14.2	#1 Billing Portfolio:
Market TSL in Hours: 20.75	Pop per Station: 27,883	Jacor \$11,920,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 WKKO-F	C	97 / 12.4	11.7	13.0	13.9	13.7	12.7	1155 / 23.0	23.8	23.9	145 / 1959	G WKKO-F
2 WVKF-F	CHR	75 / 9.6	10.7	10.2	8.9	9.1	9.8	1283 / 25.6	28.7	25.7	129 / 2176	E WVKF-F
3 WRVF-F	AC	68 / 8.7	8.9	7.6	7.4	6.3	8.1	940 / 18.7	18.8	16.4	110 / 1572	E WRVF-F
4 WWWW-F	AC	51 / 6.5	6.7	7.1	8.0	6.3	7.1	808 / 16.1	16.1	15.7	61 / 1046	D WWWW-F
5 WRQN-F	O	49 / 6.2	4.7	6.2	5.8	5.4	5.7	734 / 14.6	17.5	14.3	75 / 1067	C WRQN-F
6 WIOT-F	AOR	48 / 6.1	5.6	6.8	7.8	7.2	6.6	889 / 17.7	19.0	18.2	109 / 1716	E WIOT-F
7 WSPD	FS	44 / 5.6	6.2	6.6	6.0	6.2	6.1	710 / 14.2	15.9	13.8	52 / 865	C WSPD
8 WXKR-F	CL AOR	32 / 4.1	3.2	1.6	1.2	1.3	2.5	630 / 12.6	7.5	7.4	56 / 1212	A WXKR-F
9 WJUC-F	B	30 / 3.8	3.9	4.2	2.0	3.1	3.5	442 / 8.8	7.9	4.9	30 / 442	A WJUC-F
10 WBUZ-F	AOR	27 / 3.4	3.4	5.0	3.6	3.8	3.9	589 / 11.7	12.8	13.3	33 / 800	B WBUZ-F
11 WJR	FS	21 / 2.7	2.7	2.9	2.7	2.7	2.7	479 / 9.5	9.3	8.7	69 / 1289	B WJR
12 WCWA	ST	20 / 2.6	2.5	3.1	2.6	3.2	2.7	319 / 6.4	8.4	7.5	22 / 359	A WCWA
13 WIMX-F	B/AC	17 / 2.2	2.0	1.6	2.0	2.6	1.9	280 / 5.2	4.6	5.9	17 / 278	B WIMX-F
14 WJZE-F	CL AOR	13 / 1.7	2.5	2.7	3.2	3.3	2.5	359 / 7.1	8.6	9.2	18 / 521	B WJZE-F
WTWR-F	CHR	13 / 1.7	1.5	1.7	1.2	1.5	1.5	447 / 8.9	8.9	6.9	20 / 698	B WTWR-F

12+ FM Share (Metro): 83.36% (561 of 673) (Spring 97: 81.50%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WVKF-F >>	1 WVKF-F >	1 WVKF-F	1 WRVF-F	1 WKKO-F	1 WKKO-F >	1 WKKO-F	1 WKKO-F	1 WKKO-F	1 WVKF-F	1 WKKO-F
2 WJUC-F	2 WIOT-F <	2 WRVF-F <	2 WKKO-F <	WRVF-F	2 WRVF-F <	2 WVKF-F >	2 WRVF-F	2 WVKF-F	2 WJUC-F <	2 WVKF-F <
3 WBUZ-F >	3 WWWW-F <	3 WKKO-F	3 WVKF-F	3 WVKF-F	3 WRQN-F	3 WRVF-F <	3 WWWW-F <	3 WRVF-F >	3 WRVF-F <	3 WRVF-F >
	4 WRVF-F	4 WIOT-F	4 WIOT-F	4 WWWW-F <	WSPD >	WIOT-F	4 WVKF-F <	4 WWWW-F	4 WKKO-F	4 WWWW-F <
	WKKO-F >	WWW-F	WWW-F	5 WRQN-F <	5 WWWW-F	5 WRQN-F <	5 WRQN-F <	WRQN-F	5 WIOT-F	5 WRQN-F <
	6 WBUZ-F	6 WXKR-F <	6 WXKR-F <	6 WIOT-F	6 WVKF-F	6 WSPD <	6 WSPD	6 WIOT-F	6 WSPD	6 WIOT-F
	7 WJUC-F >	7 WRQN-F	7 WRQN-F >	7 WXKR-F >	7 WWWW-F	7 WWWW-F	7 WIOT-F	7 WSPD	7 WWWW-F	7 WJUC-F <
		8 WJUC-F <			8 WCWA	8 WBUZ-F	8 WXKR-F >	8 WJUC-F <	8 WRQN-F	8 WSPD
						9 WXKR-F >		9 WXKR-F >		WXKR-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	12+ Ovrmte
1 WVKF-F >>	1 WVKF-F >	1 WVKF-F <	1 WVKF-F <	1 WRVF-F	1 WIOT-F	1 WIOT-F >	1 WIOT-F	1 WIOT-F >	1 WIOT-F	1 WSPD >
2 WWWW-F	2 WWWW-F	2 WRVF-F	2 WRVF-F	2 WKKO-F	2 WBUZ-F	2 WVKF-F <	2 WKKO-F	2 WVKF-F	2 WKKO-F <	2 WVKF-F
3 WJUC-F	3 WRVF-F >	WWW-F >	3 WWWW-F <	3 WWWW-F <	3 WVKF-F	3 WKKO-F <	3 WVKF-F >	WKKO-F	3 WRQN-F <	WKKO-F
4 WKKO-F	4 WKKO-F	4 WKKO-F	4 WKKO-F >	4 WVKF-F >	WRVF-F	4 WBUZ-F	4 WBUZ-F	WXKR-F	4 WXKR-F	4 WRVF-F
	CIMX-F	5 WJUC-F	5 WIOT-F	5 WJUC-F	5 WRQN-F	5 WRVF-F	5 WRQN-F	5 WRQN-F	5 WVKF-F	5 WRQN-F
	6 WBUZ-F	6 WIOT-F	6 WJUC-F	6 WRQN-F	6 WJUC-F	WWW-F >>	6 WWWW-F	WRVF-F	6 WRVF-F	6 WRVF-F
	WIOT-F		7 WIOT-F	7 WIOT-F		7 WXKR-F >	7 WWWW-F	7 WBUZ-F	7 WWWW-F	7 WWWW-F
	WTWR-F >							WWW-F >	8 WSPD	8 WSPD

Other Rated Stations

Station	Format	Pop	City	Metro Share	Cume Rating	TSA AQH Cume
WHMQ-F	C	107.7	N. Baltimore	0.5	1.4	28 344
WLQR	SPRTS	1470	Toledo	0.8	3.0	6 165
WTOD	C	1560	Toledo	0.4	2.4	4 152
WVOI	B/G	1520	Toledo	0.8	2.0	6 102

Other Rated Stations—Outside Market

Station	Format	Pop	City	Metro Share	Cume Rating	TSA AQH Cume
CIDR-F	AOR-P	93.9	Windsor, ON	0.4	2.1	6 195
CIMX-F	AOR-NR	88.7	Windsor, ON	1.5	6.1	18 474
CKLW	N/T	800	Windsor, ON	0.5	2.1	5 198
CKWW	ST	580	Windsor, ON	1.0	2.1	14 215
WJLB-F	B	97.9	Detroit	0.8	2.9	14 221
WKXA-F	AC/CHR	100.5	Findlay	0.4	1.8	24 441
WLZZ-F	C	104.5	Montpelier	0.4	1.5	24 313
WQTE-F	C	95.3	Adrian	0.6	1.2	21 215
WRIF-F	AOR	101.1	Detroit	0.6	2.2	20 290

TOLEDO

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Cumulus	32.0 %	35.6 %	43.7 %	AC	0 (0)	122 (3)	122 (3)	18.1 %	15.8 %
WKKO-FM, WLQR-AM, WRQN-FM, WTOD-AM, WTWR-FM, WWWM-FM, WXKR-FM				AOR/Classic/NR	0 (0)	140 (7)	140 (7)	20.8 %	20.8 %
Jacor	32.6 %	31.2 %	48.3 %	Black/Urban	0 (0)	53 (3)	53 (3)	7.9 %	9.8 %
WCWA-AM, WIOT-FM, WRVF-FM, WSPD-AM, WVKS-FM				CHR	0 (0)	88 (2)	88 (2)	13.1 %	12.5 %
	64.6 %	66.8 %	92.0 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	3 (1)	109 (4)	112 (5)	16.6 %	18.2 %
				Full Service	65 (2)	0 (0)	65 (2)	9.7 %	10.4 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.6 %
				News/Talk	4 (1)	0 (0)	4 (1)	0.6 %	0.0 %
				Oldies	0 (0)	49 (1)	49 (1)	7.3 %	6.3 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	6 (1)	0 (0)	6 (1)	0.9 %	0.9 %
				Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Sports	6 (1)	0 (0)	6 (1)	0.9 %	0.0 %
				Standards/EZ	28 (2)	0 (0)	28 (2)	4.2 %	4.8 %
				Totals	112 (8)	561 (20)	673 (28)		

AM Stations

WCWA	1230	1 kw	Standards	Westwd, CBS	\$<20.00	Eastman	Jacor
WLQR	1470	1 kw (DA-2)	Sports	1-On-1, ABC	\$<20.00	D&R	Cumulus
WSPD	1370	5 kw (DA-N)	Full Service	ABC, Talknt	\$38.00	Mc-Guild	Jacor

FM Stations

WBUZ	106.5	3 kw @ 328	AOR	\$20.00	Allied		Delta
WIMX	95.7	3.5 kw @ 433	Black AC	\$20.00	Katz		Gibsonburg
WIOT	104.7	50 kw @ 540	AOR	Source \$61.00	Eastman	Jacor	
WJUC	107.3	3 kw @ 328	Black	\$ NA	Interep		Swanton
WJZE	97.3	1.6 kw @ 407	Classic AOR	\$ NA	Allied		Oak Harbor
WKKO	99.9	50 kw @ 500	Country	ABC \$94.00	Katz	Cumulus	
WRQN	93.5	4.1 kw @ 397	Oldies	ABC \$30.00	Katz	Cumulus	Bowling Green
WRVF	101.5	19 kw @ 807	AC	\$54.00	Mc-Guild	Jacor	
WTWR	98.3	1.4 kw @ 466	CHR	AP \$ NA	Michigan	Cumulus	Monroe
WVKS	92.5	50 kw @ 480	CHR	\$67.00	Mc-Guild	Jacor	
WWWM	105.5	4.3 kw @ 390	AC	\$52.00	D&R	Cumulus	Sylvania
WXKR	94.5	30 kw @ 630	Classic AOR	\$29.00	D&R	Cumulus	Port Clinton

Notes: WJR - See Detroit . . . 3/98 WTWR-F (98.3; Monroe, MI) sold to Cumulus for \$3,300,000 . . . 4/98 WVOI (1520) sold for \$200,000 . . . 8/98 WVOI (1520) changed calls to WDMN ("The Dominion"); remains Black Gospel

Jim Duncan

Comments: Listening levels are steady . . . WXKR-F has its third straight up book and its highest share ever; format competitor WJZE-F has its fifth straight down book

TOPEKA

Arbitron Rank: 180 **Pop (12+):** 180,100
MSA Rank: 225
MSA Pop: 166,000
DMA: 140
Average Persons Rating: 14.2
Market TSL in Hours: 19.50

Stations: 26 / 11
Diaries: 608/296:1/57.8%
Sample Target: 610
% Below Line: 25.4
% Not Listed: 12.1
Pop per Station: 16,373

Last Year's Revenue: \$7,600,000
Household Income: \$40,203
Total Retail Sales: \$1.99 Bil.
#1 Biller: WIBW-F \$1,600,000
#1 Billing Portfolio: WIBW-AF \$2,800,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WIBW-F	C 48 / 18.8	18.9	14.9	21.1	13.7	475 / 26.4	32.1	24.9	85 / 1002	C
2	KMAJ-F	AC 30 / 11.7	12.4	11.2	13.1	11.8	351 / 19.5	23.6	19.8	45 / 576	C
3	KDVF-F	CL AOR 22 / 8.6	4.5	8.5	5.7	9.1	301 / 16.7	14.5	17.9	35 / 627	B
4	KLZR-F	AOR-NR 13 / 5.1	6.5	5.1	2.7	3.8	253 / 14.0	17.9	11.8	21 / 466	
5	KTPK-F	C 12 / 4.7	7.6	8.1	8.7	11.0	234 / 13.0	19.8	19.6	19 / 404	C
6	KPRS-F	B 11 / 4.3	2.4	1.4	2.3	2.7	132 / 7.3	5.1	3.6	18 / 183	
	WIBW	FS/T 11 / 4.3	5.8	7.1	4.7	6.1	171 / 9.5	14.8	14.5	25 / 433	C
	KQTP-F	O 11 / 4.3	4.1	4.7	4.0	6.1	187 / 10.4	12.6	12.0	13 / 229	
9	KQRC-F	AOR 9 / 3.5	2.8	2.4	2.0	1.9	129 / 7.2	6.8	7.0	27 / 300	KQRC-F
	KTOP	ST 9 / 3.5	4.1	2.7	2.7	2.7	159 / 8.8	7.7	6.8	9 / 159	KTOP
11	KWIC-F	AC/CHR 8 / 3.1	3.1	4.7	3.4	3.4	216 / 12.0	9.3	10.2	8 / 249	KWIC-F

12+ FM Share (Metro): 86.67% (195 of 225) (Spring 1997: 80.31%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KLZR-F >>	1 KDVF-F <	1 WIBW-F	1 WIBW-F	1 WIBW-F	1 WIBW-F >	1 WIBW-F	1 WIBW-F <	1 WIBW-F >	1 WIBW-F >>	1 WIBW-F >>
2 WIBW-F >	2 WIBW-F >	2 KMAJ-F	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F >	2 KMAJ-F <	2 WIBW	2 KMAJ-F
3 KDVF-F	3 KMAJ-F	3 KDVF-F >>	3 KDVF-F >>	3 KDVF-F >	3 WIBW	3 KDVF-F	3 KDVF-F >	3 KDVF-F >	3 KPRS-F	3 KDVF-F >
KPRS-F >>	4 KQRC-F	4 KQRC-F	4 KQTP-F	4 KQTP-F	4 KQTP-F	4 WIBW <	4 KTPK-F	4 KQTP-F	4 KLZR-F	4 KLZR-F
	KLZR-F >	KQTP-F	5 KTPK-F	5 KTPK-F	KTPK-F	5 KPRS-F	5 KLZR-F <	5 KLZR-F	5 KDVF-F	5 KQTP-F
	6 KPRS-F	KTPK-F	6 KWIC-F	6 KPRS-F	6 KDVF-F	6 KPRS-F	6 KWIC-F	6 KTPK-F	6 KMAJ-F	6 KTOP
					KTOP >	7 KQTP-F	KTOP <	7 KPRS-F	KQTP-F >	7 KPRS-F
						KLZR-F <				WIBW

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	12+ Ovrnite
1 KDVF-F	1 WIBW-F	1 WIBW-F	1 WIBW-F	1 WIBW-F	1 KDVF-F	1 KDVF-F >	1 KDVF-F	1 KDVF-F	1 WIBW-F <	1 WIBW-F >>>
WIBW-F >>	2 KMAJ-F	KMAJ-F >>	2 KMAJ-F >>	2 KMAJ-F >>	KQRC-F	2 KQRC-F	2 WIBW-F	2 WIBW-F	2 KDVF-F	2 KDVF-F
3 KMAJ-F	3 KDVF-F	3 KMXV-F	3 KDVF-F	3 KQRC-F	KPRS-F >>	WIBW-F	3 KMAJ-F	3 KMAJ-F >	3 KMAJ-F >>	WIBW
KMXV-F	4 KWIC-F	KWIC-F	4 KPRS-F	4 KPRS-F		4 KLZR-F	KQRC-F >	4 KQRC-F >	4 KQTP-F >	
KLZR-F	KLZR-F	KLZR-F	KQTP-F	KQTP-F		5 KMAJ-F >	5 KLZR-F	5 KQTP-F		
KWIC-F >>>			KPRS-F	KTPK-F >	6 KDVF-F >>		KCFX-F >>	KLZR-F		
			KDVF-F >>>							

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCVT-F	REL 92.5	Silver Lake	0.8 2.0 2 44
KMAJ	T 1440	Topeka	2.0 5.2 5 102
KMKF-F	AOR 101.5	Manhattan	0.8 4.8 19 273

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KBEQ-F	C 104.3	Kansas City	0.8 2.4 4 92
KCFX-F	CL AOR 101.1	Harrisonville, MO	1.6 3.5 15 249
KCHZ-F	CHR 95.7	Ottawa, KS	0.4 1.8 4 138
KCIY-F	J 106.5	Liberty, MO	0.4 2.1 3 59
KCMO	T 710	Kansas City	0.4 2.4 8 161
KCMO-F	O 94.9	Kansas City	0.8 3.1 16 252
KMXV-F	CHR 105.1	Kansas City	2.0 9.8 11 340
KNZA-F	C 103.9	Hiawatha, KS	0.4 1.6 7 101
KOZN-F	AC-NR 102.1	Kansas City	2.3 6.6 14 247
KXTR-F	CL 96.5	Kansas City	0.4 2.1 3 106
KYYS-F	AC-NR 99.7	Kansas City	1.6 4.1 11 229
WDAF	C/FS 610	Kansas City	1.6 4.9 32 322

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	48 (4)	48 (4)	21.3 %	18.5 %
AOR/Classic/NR	0 (0)	50 (5)	50 (5)	22.2 %	21.3 %
Black/Urban	0 (0)	11 (1)	11 (1)	4.9 %	1.6 %
CHR	0 (0)	6 (2)	6 (2)	2.7 %	1.6 %
Classical	0 (0)	1 (1)	1 (1)	0.4 %	1.6 %
Country	0 (0)	63 (4)	63 (4)	28.0 %	28.0 %
Full Service	15 (2)	0 (0)	15 (2)	6.7 %	10.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	1 (1)	1 (1)	0.4 %	0.0 %
News/Talk	6 (2)	0 (0)	6 (2)	2.7 %	5.9 %
Oldies	0 (0)	13 (2)	13 (2)	5.8 %	7.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	2 (1)	2 (1)	0.9 %	0.0 %
Soft AC	0 (0)	0 (0)	0 (0)	0.0 %	0.8 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	9 (1)	0 (0)	9 (1)	4.0 %	3.1 %
Totals	30 (5)	195 (21)	225 (26)		

TOPEKA

Consolidation Report	12+	25-54	Revenue
Cumulus, pend. KDVV-FM, KMAJ-AM, KMAJ-FM, KTOP-AM	25.8 %	29.8 %	33.9 %
Klebe KQTP-FM, KWIC-FM	7.4 %	10.4 %	%
	33.2 %	40.2 %	33.9 %

AM Stations

Station	Power	Frequency	Format	Network	Advertiser	Agency	Buyer
KMAJ	1440	5 kw/1 kw (DA-2)	Talk	Westwd, Talknt	\$<20.00	Allied	Cumulus, pend.
KTOP	1490	1 kw	Standards	Westwd	\$<20.00	Banner	Cumulus, pend.
WIBW	580	5 kw (DA-N)	Full Svc./Talk	CBS, UBN	\$24.00	Katz	Morris

FM Stations

Station	Power	Frequency	Format	Network	Advertiser	Agency	Buyer
KDVV	100.3	100 kw @ 260	Classic AOR	Westwd	\$22.00	Banner	Cumulus, pend.
KLZR	105.9	100 kw @ 594	New Rock	AP	\$<20.00	---	Zimmer, pend. Lawrence
KMAJ	10.7	100 kw @ 1214	AC	Westwd	\$38.00	Allied	Cumulus, pend.
KQTP	102.9	50 kw @ 320	Oldies	Westwd, CNN	\$<20.00	---	Klebe St. Marys
KTPK	106.9	100 kw @ 1210	Country	ABC	\$29.00	Allied	
KWIC	99.3	6 kw @ 292	AC/CHR	JRN	\$<20.00	---	Klebe
WIBW	97.3	100 kw @ 1220	Country	ABC, JRN	\$30.00	Katz	Morris

Notes: 3/98 KWIC-F changed from Jones Radio Networks' AC/CHR to that of ABC . . . 5/98 KLWN/KLZR-F (Lawrence) sold to Zimmer for \$2,975,000 (Media Svcs)
 . . . 6/98 KMAJ-AF/KTOP/KDVV-F sold to Cumulus for \$10,425,000 (Montcalm)

Jim Duncan

Comments: Total listening to radio is down drastically -- 2.2 ratings points . . . KTPK-F suffered its fifth consecutive down book and its lowest share since prior to 1975
 . . . WIBW also has its lowest share in many years

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

* AC - Adult Contemporary	J - Jazz and New Adult Contemporary
* AC-NR - Modern AC	N - News
* AOR - Album Oriented Rock	O - Oldies
* AOR-NR - New Rock	REL - Religion, Christian
* AOR-P - Progressive AOR	REL-CC - Contemporary Christian
* B - Black (audience 75%+ Black)	SAC - Soft Adult Contemporary
* B/AC - Black Adult Contemporary	SP - Hispanic/Spanish
* B/O - Black Oldies	SP-C - Hispanic Contemporary
* BIZ N - Business News	SP-NT - Hispanic News/Talk/Information
* C - Country	SP-R - Hispanic-Regional
* C/O - Classic Country	SP-TP - Hispanic-Tropical
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SP-VA - Hispanic Variety
* CL - Classical	SP-TJ - Tejano
* CL AOR - Classic AOR, Classic Rock	SPRST - Sports
* CL HITS - Classic Hits/70's Oldies	ST - Standards, Big Band, Nostalgia
* E - Ethnic (usually Foreign Language)	T - Talk
* EZ - Easy Listening, Beautiful Music	U - Urban (majority of audience is non-white)
* FS - Full Service	VA - Variety
* G - Gospel (B/G is Black 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	

TUCSON

Arbitron Rank: 61 Pop (12+): 653,500	Stations: 28 / 28	Last Year's Revenue: \$30,900,000
MSA Rank: 71	Diaries: 1,492/438:1/58.8%	Household Income: \$33,386
MSA Pop: 786,000	Sample Target: 1,475	Total Retail Sales: \$7.2 Bil.
DMA: 80	% Below Line: 4.0	#1 Biller: KIIM-F \$5,550,000
Average Persons Rating: 16.6	% Not Listed: 11.6	#1 Billing Portfolio:
Market TSL In Hours: 22.25	Pop per Station: 25,135	Capstar \$8,810,000

12+ Metro	Format	Spring 98		Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA		Revenue Level
		1/4	Share									AQH / Cume	Cume	
1	KIIM-F	C	130 / 12.0	10.5	14.2	12.0	13.5	12.2	1660 / 23.9	25.9	25.5	136 / 1718	G	KIIM-F
2	KMXZ-F	AC	93 / 8.6	9.5	8.4	8.8	9.3	8.8	1293 / 19.8	19.8	21.3	100 / 1406	F	KMXZ-F
3	KRQQ-F	CHR	90 / 8.3	7.4	8.9	9.4	9.5	8.5	1702 / 26.0	24.7	26.2	102 / 1944	E	KRQQ-F
4	KLPX-F	AOR	68 / 6.3	6.2	7.1	6.9	6.9	6.6	878 / 13.4	16.3	16.8	76 / 964	D	KLPX-F
5	KOHT-F	CHR/U	61 / 5.6	5.2	2.2	3.8	3.7	4.2	899 / 13.8	9.5	10.4	62 / 928	B	KOHT-F
6	KNST	T/N	58 / 5.3	5.6	5.3	5.8	6.1	5.5	835 / 12.8	13.0	11.7	67 / 935	D	KNST
7	KWFM-F	O	53 / 4.9	5.1	4.4	4.9	5.7	4.8	972 / 14.9	13.5	15.1	58 / 1069	C	KWFM-F
8	KHYT-F	CL HITS	52 / 4.8	5.5	5.2	5.2	4.1	5.2	1012 / 15.5	13.8	14.1	57 / 1097	C	KHYT-F
	KZPT-F	AC-NR	52 / 4.8	5.1	3.3	3.6	3.7	4.2	1024 / 15.7	11.7	11.1	52 / 1033	C	KZPT-F
10	KFMA-F	AOR-NR	40 / 3.7	2.7	4.0	4.0	5.6	3.6	693 / 10.6	11.5	11.9	41 / 709	C	KFMA-F
11	KCEE	ST	36 / 3.2	4.2	3.5	4.2	2.8	3.8	487 / 7.5	8.0	8.0	36 / 496	A	KCEE
12	KZLZ-F	SP-C	30 / 2.8	1.8	1.3	2.3	2.5	2.0	329 / 5.0	3.2	4.3	30 / 329	B	KZLZ-F
13	KTZR	SP-R	23 / 2.1	1.6	0.8	1.0	2.1	1.4	228 / 3.5	2.3	3.5	23 / 232	A	KTZR
14	KOAZ-F	J	19 / 1.7		4.9	3.7	2.3		348 / 5.3	12.5	7.5	20 / 350	A	KOAZ-F
	KGvy	ST	19 / 1.7	2.7	2.4	1.6	1.6	2.1	171 / 2.6	3.6	2.4	19 / 187	A	KGvy
16	KFFN	SPRts	17 / 1.6	1.7	1.1	1.0	0.6	1.3	281 / 4.0	2.9	2.0	17 / 261	A	KFFN
17	KTUC	ST	16 / 1.4	1.1	1.6	1.0	0.9	1.3	324 / 5.0	5.7	3.8	15 / 324	A	KTUC
18	KQTL	SP	14 / 1.3	0.9	0.8	1.6	0.4	1.1	166 / 2.5	1.6	2.0	14 / 166		KQTL

12+ FM Share (Metro): 74.51% (716 of 961) (Spring 97: 78.62%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KOHT-F	1 KRQQ-F	1 KIIM-F	1 KIIM-F	1 KIIM-F	1 KIIM-F >	1 KIIM-F	1 KIIM-F	1 KIIM-F >	1 KMXZ-F	1 KIIM-F >
2 KRQQ-F >>	2 KLPX-F	2 KRQQ-F <	2 KMXZ-F	2 KMXZ-F	2 KMXZ-F	2 KRQQ-F	2 KMXZ-F	2 KMXZ-F <	KIIM-F	2 KRQQ-F
3 KFMA-F >	3 KZPT-F <	3 KMXZ-F <	3 KRQQ-F	3 KRQQ-F <	3 KNST	KMXZ-F >	3 KRQQ-F	3 KRQQ-F	KRQQ-F <	KOHT-F
4 KIIM-F	4 KLPX-F >	4 KLPX-F	4 KLPX-F	4 KLPX-F	4 KWFM-F	4 KNST <	4 KNST	4 KLPX-F	4 KOHT-F	4 KLPX-F <
5 KFMA-F	5 KZPT-F <	5 KHYT-F <	5 KHYT-F <	5 KHYT-F	5 KCEE	5 KLPX-F <	5 KLPX-F	5 KOHT-F	5 KLPX-F <	5 KMXZ-F
6 KOHT-F <	6 KHYT-F	6 KZPT-F	KWFM-F	6 KRQQ-F <	6 KWFM-F <	6 KWFM-F <	6 KWFM-F <	6 KNST <	6 KFMA-F	6 KZPT-F
7 KMXZ-F	7 KOHT-F	7 KWFM-F	7 KZPT-F >	7 KLPX-F	7 KOHT-F <	7 KOHT-F <	7 KHYT-F <	7 KHYT-F <	7 KNST	KWFM-F <
	KHYT-F >	8 KWFM-F <	8 KOHT-F	8 KHYT-F	8 KHYT-F	8 KHYT-F	8 KZPT-F	8 KZPT-F	8 KZPT-F	8 KHYT-F
		9 KFMA-F	9 KZLZ-F <	10 KNST <		KZPT-F >	9 KOHT-F	9 KWFM-F	9 KWFM-F	9 KCEE

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	12+ Ovrnite
1 KRQQ-F	1 KRQQ-F >	1 KRQQ-F >	1 KMXZ-F <	1 KMXZ-F	1 KLPX-F >	1 KLPX-F >	1 KLPX-F	1 KLPX-F <	1 KIIM-F	1 KNST
2 KIIM-F	2 KZPT-F	2 KMXZ-F <	2 KIIM-F <	2 KIIM-F >	2 KFMA-F	2 KIIM-F <	2 KIIM-F	2 KIIM-F >	2 KLPX-F >	2 KOHT-F <
3 KZPT-F	3 KMXZ-F	3 KZPT-F >	3 KRQQ-F >	3 KRQQ-F >	KOHT-F	3 KFMA-F	3 KHYT-F	3 KHYT-F <	3 KHYT-F <	3 KMXZ-F
	KOHT-F	4 KIIM-F	4 KHYT-F	4 KZPT-F >	4 KZPT-F <	4 KRQQ-F	KHYT-F <	4 KZPT-F	4 KRQQ-F >	4 KMXZ-F <
5 KFMA-F >	5 KOHT-F <	KIIM-F	5 KOHT-F	5 KWFM-F	5 KHYT-F >	5 KRQQ-F <	5 KFMA-F	5 KMXZ-F <	5 KRQQ-F <	4 KIIM-F >
6 KMXZ-F	6 KFMA-F	6 KLPX-F	6 KWFM-F	6 KLPX-F		6 KOHT-F <	6 KOHT-F <	6 KZPT-F	6 KZPT-F	6 KWFM-F
	7 KHYT-F	7 KOHT-F	7 KHYT-F	7 KHYT-F		7 KZPT-F >	7 KMXZ-F	KFMA-F	7 KZPT-F	
	8 KLPX-F		8 KLPX-F <	8 KOHT-F			KZLZ-F	KOHT-F		

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
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KCUB	C	1290 Tucson	1.1 3.8 12 245
KEVT	REL	1030 Cortaro	1.1 1.2 15 101
KGMS-F	REL	97.1 Green Valley	0.6 2.9 7 192
KIXD-F	C	106.3 Oracle	0.7 2.0 9 159
KMRR	T	1330 S. Tucson	0.4 1.1 4 72
KSAZ	ST	580 Marana	1.0 2.6 22 278
KTKT	N	990 Tucson	0.7 4.0 8 273
KVOI	REL	690 Tucson	0.5 1.5 5 109
KXEW	SP-TJ	1600 Tucson	1.1 3.3 12 219

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
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KYOT-F	J	95.5 Phoenix	1.2 3.7 18 329
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TUCSON

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Capstar			21.7 %	18.2 %	28.5 %	AC	0	(0)	145	(2)	145	(2)	15.1 %	10.6 %
KCEE-AM, KNST-AM, KRQQ-FM, KWFM-FM						AOR/Classic/NR	0	(0)	108	(2)	108	(2)	11.2 %	19.1 %
Journal Broadcast Group			15.7 %	19.5 %	21.1 %	Black/Urban	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KFFN-AM, KIXD-FM, KMXZ-FM, KZPT-FM						CHR	0	(0)	151	(2)	151	(2)	15.7 %	10.8 %
Local			8.8 %	7.2 %	4.3 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KOHT-FM, KTZR-AM, KXEW-AM						Country	12	(1)	138	(2)	150	(3)	15.8 %	18.4 %
Lotus			10.7 %	11.4 %	14.5 %	Full Service	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KFMA-FM, KLPX-FM, KTKT-AM						Hispanic	49	(3)	30	(1)	79	(4)	8.2 %	13.7 %
Stone			21.0 %	24.0 %	27.1 %	Jazz	0	(0)	32	(2)	32	(2)	3.3 %	1.3 %
KCUB-AM, KHYT-FM, KIIM-FM, KOAZ-FM, KTUC-AM						News/Talk	70	(3)	0	(0)	70	(3)	7.3 %	8.4 %
			78.0 %	80.3 %	95.5 %	Oldies	0	(0)	105	(2)	105	(2)	10.9 %	11.1 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	17	(2)	7	(1)	24	(3)	2.5 %	0.8 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	17	(1)	0	(0)	17	(1)	1.8 %	0.6 %
						Standards/EZ	80	(4)	0	(0)	80	(4)	8.3 %	7.1 %
Totals							245	(14)	716	(14)	961	(28)		

AM Stations

Station	Power	Time	Format	Comments	Rate	Agency	Advertiser	Product
KCEE	940	1 kw/0.25 kw (DA-2)	Standards	Westwd	\$20.00	Sentry	Capstar	
KCUB	1290	1 kw	Country	CNN	\$22.00	Katz	Stone	
KFFN	1490	1 kw	Sports	1-on-1, ABC, SBUSA	\$ NA	Eastman	Journal Bcst Gp	
KGvy	1080	1 kw (Days)	Standards	AP	\$20.00	—		Green Valley
KNST	790	5 kw/0.5 kw (DA-1)	News/Talk	ABC, Westwd, ESPN	\$46.00	Sentry	Capstar	
KQTL	1210	10 kw/1 kw (DA-2)	Hispanic		\$ NA	Caballero		Sahuarita
KTUC	1400	0.757 kw	Standards	CBS, Westwd, Talknt	\$<20.00	—	Stone	
KTZR	1450	1 kw	Hispanic Regional		\$<20.00	Lotus	KXEW/KOHT-F	
KXEW	1600	1 kw (DA-N)	Tejano		\$<20.00	Lotus	KTZR/KOHT-F	

FM Stations

Station	Power	Time	Format	Comments	Rate	Agency	Advertiser	Product
KFMA	92.1	50 kw @ 492	AOR-New Rock		\$23.00	Christal	Lotus	Green Valley
KHYT	107.5	15 kw @ 3527	Classic Hits		\$44.00	Katz	Stone	
KIIM	99.5	93 kw @ 2036	Country		\$105.00	Katz	Stone	
KLPX	96.1	100 kw @ 1952	AOR	UPI	\$56.00	Christal	Lotus	
KMXZ	94.9	100 kw @ 1952	AC	ABC	\$85.00	Eastman	Journal Bcst Gp	
KOAZ	97.5	6 kw @ 154	Jazz			Katz	Stone	Oro Valley
KOHT	98.3	6 kw @ 184	Bilingual Dance CHR		\$30.00	Lotus	KTZR/KXEW	Marana
KRQQ	93.7	94 kw @ 2032	CHR		\$57.00	Sentry	Capstar	
KWFM	92.9	93 kw @ 2036	Oldies	ABC, Westwd	\$51.00	Sentry	Capstar	
KZLZ	105.3	50 kw @ 492	Hispanic Contemp		\$ NA	Katz Hisp.		Kearney
KZPT	104.1	3 kw @ 102	Modern AC		\$45.00	Eastman	Journal Bcst Gp	

Notes: 2/98 KLQB-F (106.3; Oracle) sold to Journal Broadcast Group for an estimated \$6,500,000 . . . 3/98 KSJM-F changed from Dance CHR to Smooth Jazz as KOAZ-F . . . 3/98 KLQB-F changed from AOR to Country as "Kix 106" . . . 3/98 KTUC changed from Talk to Standards . . . 4/98 KLQB-F changed calls to KIXD-F . . . 6/98 KGVY sold for \$375,000

Jim Duncan

Comments: Overall listening to radio has increased moderately (+0.5 ratings point) . . . FM's share of listed-station listening fell by four percentage points from a year ago . . . KOAZ-F turned in a rather weak debut . . . Hispanic listening has fallen sharply in the last year, due in part to 97.5's having left the format

TULSA

Arbitron Rank: 60 Pop (12+): 655,400	Stations: 23 / 23	Last Year's Revenue: \$35,300,000
MSA Rank: 72	Diaries: 1,334/491:1/52.7%	Household Income: \$38,175
MSA Pop: 764,000	Sample Target: 1,290	Total Retail Sales: \$7.5 Bil.
DMA: 59	% Below Line: 0.0	#1 Biller: KWEN-F \$5,150,000
Average Persons Rating: 15.2	% Not Listed: 9.3	#1 Billing Portfolio:
Market TSL in Hours: 20.50	Pop per Station: 28,496	Cox \$14,000,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	KWEN-F	97 / 9.8	10.8	10.0	10.5	10.7	10.3	1496 / 22.8	21.5	23.1	132 / 2225	G KWEN-F
2	KRMG	92 / 9.3	11.2	7.8	9.4	8.4	9.4	1259 / 19.2	19.1	19.7	103 / 1420	F KRMG
3	KHTT-F	85 / 8.6	7.2	7.7	6.7	7.1	7.5	1402 / 21.4	21.9	21.3	147 / 2320	C KHTT-F
4	KMOD-F	82 / 8.3	7.4	8.4	8.3	7.5	8.1	1020 / 15.6	15.0	15.0	139 / 1597	E KMOD-F
5	KMYZ-F	AOR-NR	5.2 / 5.2	5.9	6.4	6.5	6.6	880 / 13.4	16.5	15.8	68 / 1248	D KMYZ-F
6	KBEZ-F	SAC	48 / 4.8	5.4	5.2	6.0	5.3	827 / 12.8	14.9	14.1	62 / 1233	E KBEZ-F
7	KQLL-F	O	48 / 4.8	5.8	6.0	4.5	4.5	866 / 13.2	16.0	12.2	76 / 1298	C KQLL-F
8	KCKI-F	C	45 / 4.5	1.5	2.4	3.3	2.8	721 / 11.0	9.7	8.9	60 / 1119	C KCKI-F
	KRAV-F	AC	45 / 4.5	4.8	4.1	4.0	5.0	939 / 14.3	14.7	14.3	66 / 1340	C KRAV-F
	KJSR-F	CL HITS	45 / 4.5	4.4	7.0	6.5	6.6	943 / 14.4	16.0	18.2	84 / 1440	D KJSR-F
11	KVOO-F	C	42 / 4.2	3.7	4.2	4.0	4.3	733 / 11.2	9.8	9.0	73 / 1189	E KVOO-F
12	KXOJ-F	REL	41 / 4.1	3.7	4.4	4.6	4.4	603 / 9.2	8.5	10.4	44 / 660	F KXOJ-F
13	KJMM-F	B	38 / 3.6	3.0	2.9	2.3	4.8	396 / 6.0	7.3	7.5	40 / 483	B KJMM-F
14	KOAS-F	J	33 / 3.3	2.4	2.6	2.5	2.8	419 / 6.4	7.1	7.4	50 / 553	B KOAS-F
15	KVOO	C	31 / 3.1	4.5	4.5	4.5	3.1	511 / 7.8	8.0	7.2	59 / 851	* KVOO
16	KCFM-F	CL	25 / 2.5	2.9	2.2	1.9	2.1	396 / 6.0	6.6	5.5	33 / 535	B KCFM-F
17	KGTO	ST	17 / 1.7	2.7	2.7	2.5	2.4	207 / 3.2	4.0	2.9	17 / 224	A KGTO
18	KMRX-F	AC-NR	13 / 1.3	1.8			0.3	295 / 4.5		1.1	13 / 332	KMRX-F

12+ FM Share (Metro): 82.59% (745 of 902) (Spring 97: 83.12%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KHTT-F >>>	1 KHTT-F	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KRMG >	1 KRMG	1 KRMG <	1 KWEN-F	1 KHTT-F >	1 KHTT-F
2 KMYZ-F	2 KWEN-F	2 KWEN-F <	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KMOD-F <	2 KWEN-F	2 KHTT-F <	2 KJMM-F <	2 KWEN-F >
3 KJMM-F >	KMOD-F	3 KHTT-F >	3 KHTT-F	3 KRMG <	3 KMOD-F	3 KWEN-F >	3 KMOD-F	3 KRMG <	3 KMYZ-F <	3 KMOD-F <
4 KMYZ-F	4 KJSR-F <	4 KRMG	4 KHTT-F	4 KQLL-F <	4 KHTT-F >	4 KHTT-F >	4 KHTT-F	4 KMOD-F	4 KWEN-F <	4 KRMG <
5 KCKI-F <	5 KMYZ-F <	5 KBEZ-F <	KQLL-F	5 KVOO-F <	5 KVOO-F <	5 KVOO-F <	5 KBEZ-F	5 KRAV-F <	5 KRMG	5 KMYZ-F
6 KRAV-F	6 KRAV-F <	6 KRAV-F	6 KBEZ-F <	6 KBEZ-F <	6 KMYZ-F	6 KQLL-F <	6 KMYZ-F <	6 KMOD-F <	KQLL-F <	
7 KJSR-F	7 KCKI-F <	KQLL-F	7 KRAV-F <	7 KVOO	7 KBEZ-F	7 KRAV-F <	7 KJSR-F <	7 KOAS-F	7 KCKI-F	7 KCKI-F
	8 KBEZ-F <	KXOJ-F <	8 KXOJ-F <	8 KOAS-F	KXOJ-F	8 KJSR-F	8 KBEZ-F <	8 KJSR-F <	8 KJSR-F <	8 KVOO-F
	9 KRMG	9 KJSR-F <	9 KJSR-F <			9 KMYZ-F	9 KCKI-F <	9 KCKI-F <	9 KCKI-F	9 KXOJ-F
	KXOJ-F	10 KCKI-F	10 KCKI-F			KCKI-F <	10 KXOJ-F <			KJMM-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	12+ Ovrnite
1 KHTT-F >	1 KHTT-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KJSR-F	1 KMOD-F	1 KMOD-F	1 KMOD-F >>	1 KMOD-F >	1 KHTT-F >
2 KMYZ-F	2 KWEN-F	2 KHTT-F	KHTT-F >	2 KBEZ-F <	2 KMYZ-F	2 KMYZ-F	2 KWEN-F <	2 KWEN-F <	2 KRMG	2 KRMG
3 KWEN-F	3 KCKI-F	3 KRAV-F	3 KBEZ-F <	3 KHTT-F	3 KHTT-F	3 KHTT-F	3 KWEN-F	3 KMYZ-F	3 KWEN-F	3 KJMM-F <
	KCKI-F	KRAV-F >	4 KCKI-F	4 KMOD-F <	4 KMOD-F <	KMOD-F >>	4 KWEN-F	KHTT-F >	KJSR-F <	4 KQLL-F >
5 KRAV-F	5 KMYZ-F	5 KBEZ-F	5 KCKI-F <	5 KCKI-F	KJSR-F >	5 KRMG	5 KRMG	5 KRMG <	5 KOAS-F	4 KMYZ-F
6 KJMM-F	KBEZ-F	6 KXOJ-F	6 KRAV-F <	KQLL-F	6 KCKI-F	6 KCKI-F	6 KHTT-F	6 KHTT-F	KJSR-F	KWEN-F <
	KXOJ-F	KMOD-F >	7 KXOJ-F	7 KRAV-F	7 KRAV-F	KOAS-F	7 KRAV-F	7 KRAV-F	KRAV-F <	
			8 KQLL-F	KXOJ-F		KXOJ-F	8 KQLL-F	8 KQLL-F	8 KHTT-F	
			KJSR-F	9 KRMG	KJSR-F		KXOJ-F <	KXOJ-F <	KMYZ-F	
									KXOJ-F	

Other Rated Stations			Metro Share	Cume Rating	TSA AQH Cume
KAKC	SPRTS	1300 Tulsa	0.4	1.2	4 81
KCFO	REL	970 Tulsa	0.8	2.7	9 193
KQLL	SPRTS	1430 Tulsa	0.5	1.2	5 77
KREK-F	C	104.9 Bristow	0.5	0.8	5 70
KTFX-F	C/O	102.3 Sand Springs	0.5	1.5	5 109

TULSA

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel KAKC-AM, KMOD-FM, KMRX-FM, KQLL-AM, KQLL-FM	15.1 %	20.9 %	19.8 %	AC	0 (0)	58 (2)	58 (2)	6.4 %	5.4 %
				AOR/Classic/NR	0 (0)	134 (2)	134 (2)	14.9 %	15.4 %
Cox KGTO-AM, KJSR-FM, KRAV-FM, KRMG-AM, KWEN-FM	29.8 %	28.4 %	39.7 %	Black/Urban	0 (0)	36 (1)	36 (1)	4.0 %	5.2 %
				CHR	0 (0)	85 (1)	85 (1)	9.4 %	7.7 %
Journal Broadcast Group, pend. KCKI-FM, KVOO-AM, KVOO-FM	11.8 %	10.6 %	14.6 %	Classical	0 (0)	25 (1)	25 (1)	2.8 %	2.2 %
				Country	31 (1)	194 (5)	225 (6)	24.9 %	23.3 %
Renda KBEZ-FM, KHTT-FM	13.4 %	12.3 %	14.3 %	Full Service	92 (1)	0 (0)	92 (1)	10.2 %	9.2 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Shamrock KCFM-FM, KMYZ-FM	7.7 %	5.5 %	8.0 %	Jazz	0 (0)	33 (1)	33 (1)	3.7 %	3.1 %
				News/Talk	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Oldies	0 (0)	91 (2)	91 (2)	10.1 %	12.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	8 (1)	41 (1)	49 (2)	5.4 %	6.8 %
				Soft AC	0 (0)	48 (1)	48 (1)	5.3 %	5.8 %
				Sports	9 (2)	0 (0)	9 (2)	1.0 %	1.1 %
				Standards/EZ	17 (1)	0 (0)	17 (1)	1.9 %	2.7 %
				Totals	157 (6)	745 (17)	902 (23)		

AM Stations

KGTO	1050	1 kw/0.022 kw	Standards	CNN, Westwd	\$<20.00	Allied	Cox
KRMG	740	50 kw/25 kw (DA-2)	Full Service	ABC, Talknt	\$72.00	Katz	Cox
KVOO	1170	50 kw (DA-N)	Country	ABC	\$ NA	D&R	Journal Bcst Gp, pend.

FM Stations

KBEZ	92.9	100 kw @ 1318	Soft AC		\$62.00	Eastman	Renda
KCFM	94.1	18 kw @ 817	Classical		\$<20.00	Allied	Shamrock Okmulgee
KCKI	99.5	100 kw @ 981	Country		\$28.00	D&R	Journal Bcst Gp, pend. Henryetta
KHTT	106.9	100 kw @ 1010	CHR		\$40.00	Eastman	Renda Muskogee
KJMM	105.3	3.4 kw @ 879	Black	AURN, ABC, WW1	\$<20.00	Unirep	Perry Bixby
KJSR	103.3	100 kw @ 1280	Classic Hits		\$49.00	Katz	Cox
KMOD	97.5	100 kw @ 1327	AOR		\$70.00	Cir Chnl	Clear Channel
KMRX	101.5	6.2 kw @ 656	AOR-Progressive		\$ NA	---	Clear Channel Collinsville
KMYZ	104.5	70 kw @ 1130	AOR-New Rock		\$53.00	Allied	Shamrock Pryor
KOAS	92.1	27 kw @ 656	Jazz		\$35.00	---	Clear Channel Broken Arrow
KQLL	106.1	100 kw @ 1322	Oldies		\$42.00	Banner	Clear Channel Owasso
KRAV	96.5	100 kw @ 1327	AC		\$35.00	Allied	Cox
KVOO	98.5	100 kw @ 1226	Country	ABC	\$70.00	D&R	Journal Bcst Gp, pend.
KWEN	95.5	100 kw @ 1327	Country		\$104.00	Katz	Cox
KXOJ	100.9	5 kw @ 360	Religion		\$ NA	Salem	Sapulpa

Notes: * KVOO-F revenue level includes revenue of KVOO . . . 7/98 KTOW (1340)/KTFX-F (102.3) sold to William Payne (price NA) . . . 8/98 Great Empire sold these stations to Journal Broadcast Group (prices estimated) (Bergner): KVOO for \$4,400,000; KVOO-F \$16,000,000; KCKI-F for \$6,500,000

Jim Duncan

Comments: Listening levels are down moderately (-0.6 ratings point) . . . KHTT-F has recorded its highest share in at least four years . . . KMYZ-F has had four consecutive down books . . . KCKI-F is up sharply to its highest share since 1994

UTICA-ROME

Arbitron Rank: 149 Pop (12+): 248,200
MSA Rank: 158
MSA Pop: 297,000
DMA: 166
Average Persons Rating: 16.4
Market TSL In Hours: 21.50

Stations: 32 / 20
Diaries: 768/323:1/59.1%
Sample Target: 730
% Below Line: 13.0
% Not Listed: 10.5
Pop per Station: 12,410

Last Year's Revenue: \$8,800,000
Household Income: \$36,759
Total Retail Sales: \$2.6 Bil.
#1 Biller: WLZW-F \$1,760,000
#1 Billing Portfolio: Forever \$4,505,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spq 97	Fall 96	Spq 96	12+ Metro Cume / Rtg	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level	
1	WFRG-F	66 / 16.2	14.4	15.9	11.6	14.3	697 / 28.1	20.9	26.9	81 / 957	C	WFRG-F
2	WLZW-F	48 / 11.8	12.9	13.1	13.6	15.4	594 / 23.9	26.1	24.5	51 / 674	C	WLZW-F
3	WOUR-F	28 / 6.9	8.2	5.7	8.2	7.2	377 / 16.2	18.0	16.9	34 / 488	C	WOUR-F
4	WIBX	27 / 6.6	5.0	8.1	7.7	6.4	410 / 16.5	15.5	17.5	28 / 426	B	WIBX
5	WKLL-F	25 / 6.1	6.0	6.2	6.2	5.7	401 / 16.1	15.5	15.9	31 / 499	B	WKLL-F
6	WSKS-F	23 / 5.6	6.7	6.4	7.2	7.5	477 / 19.2	20.2	20.2	33 / 597	B	WSKS-F
7	WRCK-F	18 / 4.4	5.5	4.0	2.7	3.7	341 / 13.8	16.8	14.9	20 / 396	B	WRCK-F
8	WODZ-AF	17 / 4.2	3.2	3.8	3.5	4.4	343 / 13.8	11.4	12.2	20 / 382	A	WODZ-AF
9	WTLB	16 / 3.7	3.2	2.6	3.7	2.9	182 / 7.3	7.0	5.9	17 / 224	A	WTLB
10	WOWB-F	14 / 3.4	2.2	2.1	2.2	2.4	219 / 8.8	8.2	7.9	14 / 232	A	WOWB-F

12+ FM Share (Metro): 83.56% (305 of 365) (Spring 1997: 80.91%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WKLL-F >	1 WFRG-F	1 WFRG-F <	1 WFRG-F	1 WFRG-F <	1 WFRG-F >	1 WFRG-F >	1 WFRG-F <	1 WFRG-F	1 WKLL-F	1 WFRG-F >>
2 WWHT-F	2 WLZW-F	2 WLZW-F >	2 WLZW-F	2 WLZW-F >	2 WLZW-F	2 WLZW-F <	2 WLZW-F >	2 WLZW-F >	2 WFRG-F <	2 WLZW-F
WOWB-F	3 WKLL-F <	3 WOUR-F	3 WOUR-F >	3 WOUR-F >	3 WIBX >	3 WIBX >	3 WOUR-F <	3 WOUR-F	3 WLZW-F	3 WOUR-F
	4 WOUR-F <	4 WKLL-F <	4 WRCK-F <	4 WRCK-F <	4 WODZ-AF	4 WSKS-F <	4 WIBX >	4 WKLL-F	4 WSKS-F >	4 WKLL-F
	5 WSKS-F >	5 WSKS-F	5 WKLL-F	5 WKLL-F	WTLB	5 WOUR-F <	5 WKLL-F	WSKS-F	5 WRCK-F <	5 WSKS-F <
		6 WRCK-F >	6 WSKS-F	6 WODZ-AF	6 WOUR-F	6 WKLL-F <	WTLB <	6 WODZ-AF <	6 WOUR-F	6 WTLB <
				WSKS-F	7 WRCK-F	7 WRCK-F	7 WSKS-F	7 WIBX <	7 WOWB-F	7 WIBX <
						8 WODZ-AF		8 WRCK-F	WIBX	8 WRCK-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	12+ Ovrite
1 WLZW-F >	1 WLZW-F	1 WFRG-F	1 WLZW-F	1 WLZW-F >	1 WSKS-F	1 WFRG-F	1 WFRG-F >	1 WFRG-F	1 WFRG-F	1 WFRG-F
2 WSKS-F	2 WFRG-F	WLZW-F >>	2 WFRG-F >	2 WFRG-F >>	WKLL-F	2 WOUR-F	2 WOUR-F >	WOUR-F >	2 WOUR-F	2 WKLL-F
WKLL-F	3 WSKS-F	3 WKLL-F	3 WSKS-F	3 WSKS-F	WOUR-F	3 WKLL-F >	3 WKLL-F	3 WKLL-F <	3 WLZW-F	3 WIBX >
WFRG-F >>	4 WKLL-F >	WSKS-F >	4 WOWB-F	4 WOWB-F	4 WLZW-F	4 WLZW-F	4 WLZW-F	4 WLZW-F	4 WRCK-F	
	5 WOWB-F		5 WKLL-F	5 WOUR-F	WFRG-F >	WSKS-F	WRCK-F	WRCK-F	5 WKLL-F	
	WOUR-F >		WOUR-F			6 WRCK-F >	6 WSKS-F >	6 WSKS-F	WODZ-AF >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WBUG-F	C	101.1	Ft. Plain
WLFH	C	1230	Little Falls
WRFM-F	SAC	93.5	Rome
WRNY-AA	ST	1550	Utica
WRUN	C	1150	Utica
WVVC-F	REL-CC	100.7	Utica
WXUR-F	O	92.7	Herkimer

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAQX-F	AOR	95.7	Manlius
WBBS-F	C	104.7	Fullton
WGY	FS	810	Schenectady
WMCR-AF	AC	106.3	Oneida
WNTQ-F	CHR	93.1	Syracuse
WQBJ-F	AOR-NR	103.5	Cobleskill
WSYR	FS	570	Syracuse
WTKW-F	CL AOR	99.5	Bridgeport
WWHT-F	CHR	107.9	Syracuse
WYYY-F	AC	94.5	Syracuse

UTICA-ROME

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Clear Channel, pend. WADR-AM, WOUR-FM, WRFM-FM, WRNY-AM, WSKS-FM, WUTQ-AM	24.3 %	27.6 %	24.9 %	AC	1 (1)	58 (3)	59 (4)	16.2 %	19.6 %
				AOR/Classic/NR	0 (0)	86 (6)	86 (6)	23.6 %	21.0 %
Forever WFRG-FM, WIBX-AM, WLZW-FM, WODZ-AM, WODZ-FM	38.7 %	42.6 %	51.2 %	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	50 (5)	50 (5)	13.7 %	10.8 %
Local WOWB-FM, WOWZ-FM	3.4 %	4.2 %	4.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Radio Corp. WKLL-FM, WRCK-FM, WTLB-AM	14.2 %	12.5 %	14.2 %	Country	4 (2)	77 (3)	81 (5)	22.2 %	21.5 %
				Full Service	9 (2)	0 (0)	9 (2)	2.5 %	1.6 %
				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	27 (1)	0 (0)	27 (1)	7.4 %	9.1 %
				Oldies	1 (1)	20 (2)	21 (3)	5.8 %	6.5 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	7 (1)	7 (1)	1.9 %	1.1 %
				Soft AC	0 (0)	7 (1)	7 (1)	1.9 %	2.2 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	2.7 %
				Standards/EZ	18 (3)	0 (0)	18 (3)	4.9 %	4.0 %
	80.7 %	86.9 %	94.8 %	Totals	60 (10)	305 (21)	365 (31)		

AM Stations

Station	Power	Class	Format	Company	Agency	Advertiser
WIBX	950	5 kw (DA-1)	Talk/News	CBS, Westwd, ABC	\$21.00 Katz	Forever
WODZ	1450	1 kw	See WODZ-F			
WTLB	1310	5 kw/0.5 kw (DA-2)	Standards	ABC	\$<20.00 Allied	Radio Corp.

FM Stations

Station	Power	Class	Format	Company	Agency	Advertiser
WFRG	104.3	100 kw @ 495	Country		\$37.00 Katz	Forever
WKLL	94.9	34 kw @ 567	AOR		\$<20.00 Allied	Radio Corp. Frankfort
WLZW	98.7	25 kw @ 659	AC		\$39.00 Katz	Forever
WODZ	97.9	7.4 kw @ 604	Oldies	ABC	\$20.00 Katz	Forever
WOUR	96.9	19.5 kw @ 790	AOR		\$28.00 ---	Clear Chnl, pend.
WOWB	105.5	2.3 kw @ 528	CHR		\$<20.00 Roslin	Little Falls
WOWZ	97.9	1.5 kw @ 670	See WOWB-F			Whitesboro
WRCK	107.3	50 kw @ 500	AOR/Classic AOR	ABC	\$21.00 Allied	Radio Corp.
WRFM	93.5	6 kw @ 240	Soft AC	ABC	\$<20.00 Christal	Clear Chnl, pend.
WSKS	102.5	27 kw @ 650	CHR	CNN	\$<20.00 Christal	Clear Chnl, pend. Rome

Notes: 3/98 WRUN changed from Sports to simulcasting WFRG-F . . . 6/98 Dame sold these stations to Clear Channel as part of an \$85,000,000 group transaction: WADR for \$200,000; WRNY for \$300,000; WUTQ for \$300,000; WOUR-F for \$2,800,000; WRFM-F for \$800,000; WSKS-F for \$1,900,000

Jim Duncan

Comments: Listening levels are fairly steady . . . WFRG-F has its highest share in three years . . . WLZW-F has its fourth consecutive down book and its lowest share in more than five years

VISALIA-TULARE-HANFORD

Arbitron Rank: 105 Pop (12+): 374,900	Stations: 33 / 11	Last Year's Revenue: NA
MSA Rank: NA	Diaries: 1,250/300: 1/50.4%	Household Income: \$32,678
MSA Pop: NA	Sample Target: 1,170	Total Retail Sales: \$2.9 Bil.
DMA: Fresno (#56)	% Below Line: 58.0	#1 Biller: NA
Average Persons Rating: 15.8	% Not Listed: 19.3	#1 Billing Portfolio: NA
Market TSL In Hours: 21.00	Pop per Station: 34,082	

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	KBOS-F	CHR 46 / 7.8	9.8	10.6	13.1	11.0	932 / 24.9	25.1	22.4		KBOS-F
2	KSO-F	SAC 42 / 7.1	5.5	5.4	4.6	6.0	590 / 15.7	13.5	12.3		KSO-F
3	KFSO-F	O 33 / 5.6	6.0	6.1	5.5	5.7	504 / 13.4	13.9	16.2		KFSO-F
	KJUG-F	C 33 / 5.6	5.7	7.3	7.6	6.4	450 / 12.0	10.9	12.7		KJUG-F
5	KSEQ-F	CHR 32 / 5.4	3.6	2.4	2.3	2.9	668 / 17.8	12.0	7.3		KSEQ-F
6	KFRR-F	AOR-NR 31 / 5.2	5.5	3.8	4.6	4.8	527 / 14.0	13.9	11.2		KFRR-F
7	KOQO-F	SP 30 / 5.1	2.9	4.2	2.8	3.6	391 / 10.4	6.6	9.6		KOQO-F
	KMJ	N/T 30 / 5.1	6.6	6.4	9.0	8.1	400 / 10.7	10.3	10.7		KMJ
9	KRZR-F	AOR 24 / 4.1	2.2	3.0	2.6	3.6	300 / 8.0	6.9	6.4		KRZR-F
10	KSKS-F	C 22 / 3.7	5.0	4.3	5.3	5.0	404 / 10.8	10.7	10.0		KSKS-F
11	KIOO-F	CL AOR 21 / 3.6	3.3	3.5	2.1	2.9	260 / 6.7	7.8	7.9		KIOO-F
12	KMPH-F	N/T 11 / 1.9	2.2	1.4	1.8	1.7	261 / 7.0	6.7	6.0		KMPH-F
	KZPO-F	ST 11 / 1.9					181 / 4.8				KZPO-F

12+ FM Share (Metro): 87.42% (417 of 477) (Spring 1997: 84.03%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KBOS-F >	1 KBOS-F >	1 KSO-F	1 KSO-F	1 KSO-F	1 KMJ <	1 KMJ	1 KSO-F >	1 KBOS-F	1 KBOS-F >	1 KBOS-F >
2 KSEQ-F <	2 KFRR-F <	2 KBOS-F	2 KFSO-F	2 KFSO-F	2 KSO-F <	2 KFRR-F <	2 KFSO-F <	2 KSO-F <	2 KFRR-F <	2 KJUG-F
3 KFRR-F >>	3 KSEQ-F	3 KFSO-F	3 KJUG-F	3 KJUG-F	3 KFSO-F	3 KSO-F <	3 KMJ <	3 KSEQ-F <	3 KSEQ-F	3 KSEQ-F
	KSO-F <	4 KOQO-F <	KOQO-F <	4 KIOO-F	4 KJUG-F	4 KBOS-F	4 KBOS-F	4 KJUG-F <	4 KSO-F <	4 KSEQ-F <
5 KRZR-F <	5 KFRR-F	5 KBOS-F	5 KBOS-F	5 KOQO-F	5 KOQO-F	5 KFSO-F <	5 KRZR-F <	5 KFSO-F	5 KJUG-F	5 KFSO-F
6 KOQO-F	6 KOQO-F	6 KRZR-F <	6 KIOO-F <	6 KIOO-F	6 KIOO-F	6 KJUG-F	6 KJUG-F <	6 KFRR-F <	6 KRZR-F	6 KSO-F
7 KSKS-F	7 KJUG-F	7 KFRR-F	7 KFRR-F	7 KSKS-F <	7 KSKS-F	7 KOQO-F <	7 KOQO-F	7 KOQO-F	7 KOQO-F	7 KFRR-F <
8 KJUG-F	8 KSEQ-F <	KSKS-F	8 KFRR-F <	KZPO-F <	8 KSEQ-F	8 KSEQ-F	8 KRZR-F <	8 KRZR-F <	8 KRZR-F <	8 KSKS-F
		KRZR-F <		9 KMPH-F		9 KFRR-F <		9 KSKS-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	12+ Ovrnite
1 KBOS-F >	1 KBOS-F	1 KSEQ-F	1 KSO-F >	1 KSO-F >	1 KBOS-F	1 KBOS-F	1 KBOS-F >	1 KRZR-F	1 KFSO-F	1 KBOS-F
2 KSO-F >	2 KSO-F	KSO-F	2 KFSO-F	2 KFSO-F	KRZR-F >	2 KRZR-F	2 KFRR-F	2 KBOS-F	KIOO-F	2 KFRR-F
3 KSEQ-F	3 KSEQ-F	KBOS-F	KBOS-F <	3 KJUG-F	3 KFRR-F >	3 KFRR-F >	3 KIOO-F	3 KFSO-F	3 KMJ	3 KFRE
KSKS-F	4 KSKS-F	4 KSKS-F	4 KOQO-F	4 KOQO-F	4 KSEQ-F	4 KSEQ-F	KSO-F	KFRR-F	KRZR-F <	4 KJUG-F
KOQO-F >>	KOQO-F	KOQO-F	5 KJUG-F	5 KSEQ-F	KOQO-F >	5 KIOO-F	KRZR-F	5 KIOO-F <	5 KJUG-F	KSEQ-F
6 KFRR-F	6 KFRR-F	6 KFSO-F	KSEQ-F	KBOS-F	6 KOJJ-F	KSO-F	KSEQ-F	6 KJUG-F	KFRR-F	KSO-F
7 KJUG-F	7 KJUG-F	7 KSKS-F >	7 KSKS-F	7 KSKS-F	KFSO-F >>	KOQO-F	7 KJUG-F	KOQO-F	KSO-F	KZPO-F
		KALZ-F	8 KALZ-F	8 KALZ-F			KJFX-F >	8 KSO-F	8 KBOS-F	
		KFRR-F >	KFRR-F					9 KSKS-F	KSKS-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
KCRZ-F	O	104.9	Tipton	1.0 3.2
KFSO	O	1400	Visalia	0.5 1.2
KGEN-F	SP-R	94.5	Hanford	0.3 2.0
KJUG	C	1270	Tulare	1.5 4.7
KOJJ-F	SP-C	100.5	E. Porterville	1.0 2.9
KSLK-F	J	96.1	Visalia	1.0 2.5
KTIP	T	1400	Porterville	1.0 2.9

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
KALZ-F	AC-NR	102.7	Fresno	1.5 5.6
KCHJ	SP-C	1010	Delano	0.3 2.1
KFRE	N/T	940	Fresno	1.4 3.7
KISV-F	CHR	94.1	Bakersfield	1.2 6.8
KJFX-F	AOR	95.7	Fresno	1.5 6.0
KKDJ-F	O	98.5	Delano	0.3 1.0
KLBN-F	SP-R	105.1	Auberry	0.8 2.5
KNAX-F	C	97.9	Fresno	1.2 3.7
KNBR	SPRTS	680	San Francisco	0.3 1.2
KRNC-F	SP-C	105.9	Fresno	1.5 5.9
KUZZ-F	C	107.9	Bakersfield	0.7 3.3
KVSR-F	AC-NR	101.1	Fresno	1.5 5.8

VISALIA-TULARE-HANFORD

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Buckley	9.0 %	9.2 %	%	AC	0 (0)	18 (2)	18 (2)	3.8 %	7.0 %
KIOO-FM, KSEQ-FM				AOR/Classic/NR	0 (0)	85 (4)	85 (4)	17.8 %	14.9 %
	9.0 %	9.2 %	%	Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				CHR	0 (0)	85 (3)	85 (3)	17.8 %	13.3 %
				Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Country	9 (1)	66 (4)	75 (5)	15.7 %	19.3 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	2 (1)	52 (5)	54 (6)	11.3 %	12.9 %
				Jazz	0 (0)	6 (1)	6 (1)	1.3 %	2.6 %
				News/Talk	44 (3)	11 (1)	55 (4)	11.5 %	12.7 %
				Oldies	3 (1)	41 (3)	44 (4)	9.2 %	8.8 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	0 (0)	0 (0)	0 (0)	0.0 %	0.7 %
				Soft AC	0 (0)	42 (1)	42 (1)	8.8 %	6.8 %
				Sports	2 (1)	0 (0)	2 (1)	0.4 %	1.1 %
				Standards/EZ	0 (0)	11 (1)	11 (1)	2.3 %	0.0 %
				Totals	60 (7)	417 (25)	477 (32)		

AM Stations

KJUG	1270	5 kw/1 kw (DA-N)	Country	ABC	Western
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FM Stations

KIOO	99.7	24 kw @ 689	AOR	Westwd	D&R	Buckley	Porterville
KJUG	106.7	1.2 kw @ 2550	Country		Western		
KSEQ	97.1	17 kw @ 777	CHR		D&R	Buckley	
KSLK	96.1	4.74 kw @ 360	Jazz		Roslin		
KZPO	103.3	0.28 kw @ 2624	Standards		--		Lindsay

Notes: Other ranked stations -- See Fresno . . . There is no TSA for the market . . . No revenue data are available . . . KCRZ-F is LMA'd to KJUG-AF . . . 4/98 KZPO-F (103.3; Lindsay) began operation, programming Standards

WASHINGTON, DC

Arbitron Rank: 8 Pop (12+): 3,559,500
MSA Rank: 5
MSA Pop: 4,620,000
DMA: 7
Average Persons Rating: 16.1
Market TSL In Hours: 21.25

Stations: 37 / 32
Diaries: 4,547/783:1/51.9%
Sample Target: 4,030
% Below Line: 2.5
% Not Listed: 15.7
Pop per Station: 111,234

Last Year's Revenue: \$228,900,000
Household Income: \$66,516
Total Retail Sales: \$43.0 Bil.
#1 Biller: WPGC-F \$22,900,000
#1 Billing Portfolio: Chancellor \$70,650,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spq 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spq 97	12+ TSA AQH / Cume	Revenue Level		
1	WHUR-F	B/AC	351 / 6.1	6.1	5.2	5.7	5.8	5.8	4763 / 13.4	13.0	12.9	378 / 5291	G	WHUR-F
2	WPGC-F	B/CHR	349 / 6.1	5.5	5.6	6.3	5.8	5.9	5650 / 15.9	16.8	17.1	392 / 6694	J	WPGC-F
3	WMZQ-F	C	317 / 5.5	4.8	5.1	5.0	5.0	5.1	4247 / 11.9	11.9	11.4	365 / 5259	J	WMZQ-F
4	WKYS-F	B	298 / 5.2	4.9	6.3	5.9	5.9	5.6	4941 / 13.9	14.7	14.8	340 / 5849	H	WKYS-F
5	WASH-F	AC	240 / 4.2	5.5	4.2	3.9	4.6	4.4	4484 / 12.6	12.6	12.4	269 / 5158	I	WASH-F
6	WMMJ-F	B/AC	237 / 4.1	4.2	4.0	3.9	4.1	4.1	3199 / 9.0	8.5	10.0	240 / 3304	H	WMMJ-F
7	WRQX-F	AC/CHR	229 / 4.0	4.5	4.3	3.9	3.7	4.2	4780 / 13.4	14.5	13.1	278 / 5872	J	WRQX-F
8	WGMS-F	CL	223 / 3.9	4.3	4.0	3.0	4.1	3.8	3322 / 9.3	9.8	9.2	251 / 3657	H	WGMS-F
	WJFK-F	T/J	223 / 3.9	3.4	4.5	3.6	2.8	3.8	3105 / 8.7	11.9	7.9	246 / 3582	J	WJFK-F
10	WWZZ-F	CHR	215 / 3.7	3.9	3.5	3.8	4.4	3.7	5021 / 14.1	15.2	15.2	266 / 6137	H	WWZZ-F
11	WBIG-F	O	213 / 3.7	3.8	4.1	4.4	4.7	4.0	4948 / 13.9	12.7	13.1	251 / 5851	I	WBIG-F
12	WTOP-AF	N	211 / 3.7	3.4	3.3	3.0	2.9	3.3	4946 / 13.9	11.8	13.8	254 / 5959	I	WTOP-AF
13	WMAL	FS/T	208 / 3.6	4.6	4.1	4.2	3.6	4.1	3475 / 9.8	10.3	9.9	234 / 3906	I	WMAL
14	WJZW-F	J	198 / 3.4	3.5	3.4	3.6	3.4	3.5	3412 / 9.6	9.3	9.1	211 / 3650	H	WJZW-F
15	WGAY-F	SAC	196 / 3.4	3.4	3.7	4.2	3.9	3.7	3563 / 10.0	12.4	12.4	240 / 4281	H	WGAY-F
16	WWDC-F	AOR	189 / 3.3	3.4	4.0	3.2	3.5	3.5	4664 / 13.1	13.9	13.5	261 / 6170	I	WWDC-F
17	WARW-F	CL AOR	163 / 2.8	2.1	2.6	2.6	2.4	2.5	3546 / 10.0	9.9	9.4	211 / 4476	G	WARW-F
18	WHFS-F	AOR-NR	144 / 2.5	2.1	2.3	2.4	2.6	2.3	4060 / 11.4	11.5	11.8	215 / 5464	H	WHFS-F
19	WTEM	SPRST	78 / 1.4	1.0	1.1	1.0	1.0	1.1	1770 / 5.0	4.6	4.9	85 / 1974	F	WTEM

12+ FM Share (Metro): 84.76% (4105 of 4843) (Spring 97: 84.81%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WPGC-F <	1 WPGC-F <	1 WPGC-F <	1 WHUR-F	1 WHUR-F	1 WHUR-F	1 WHUR-F	1 WMZQ-F	1 WPGC-F <	1 WPGC-F	1 WHUR-F
2 WKYS-F >	2 WKYS-F >	2 WHUR-F	2 WMZQ-F	2 WMZQ-F <	2 WGMS-F <	2 WJFK-F <	2 WPGC-F <	2 WJFK-F <	2 WKYS-F <	2 WPGC-F <
3 WWZZ-F >	3 WJFK-F <	3 WKYS-F <	WRQX-F <	3 WRQX-F <	3 WMZQ-F <	3 WPGC-F <	3 WHUR-F <	3 WKYS-F <	3 WHUR-F <	3 WKYS-F <
	4 WWZZ-F <	4 WMZQ-F <	4 WPGC-F <	4 WMMJ-F	4 WMAL <	4 WTOP-AF <	4 WASH-F <	4 WMZQ-F	4 WMMJ-F	4 WASH-F <
	5 WHUR-F <	5 WRQX-F <	5 WJFK-F <	WASH-F <	5 WTOP-AF <	5 WMAL	5 WMAL <	5 WHUR-F <	5 WASH-F	5 WMMJ-F
	6 WMZQ-F	6 WJFK-F <	6 WASH-F	6 WPGC-F <	6 WBIG-F <	WMZQ-F	6 WKYS-F <	6 WRQX-F <	6 WWZZ-F <	6 WWZZ-F
	WWDC-F <	7 WASH-F <	WMMJ-F	7 WJFK-F <	7 WMMJ-F <	7 WRQX-F <	7 WGMS-F <	7 WWZZ-F <	7 WMZQ-F <	7 WGMS-F <
	8 WRQX-F <	8 WMMJ-F <	8 WJZW-F	8 WBIG-F <	8 WJZW-F	8 WKYS-F	8 WGAY-F <	8 WTOP-AF <	8 WBIG-F	8 WBIG-F
	9 WASH-F	9 WWZZ-F <	WARW-F <	9 WJZW-F	WGAY-F <	9 WASH-F	9 WBIG-F	WGMS-F <	9 WJZW-F <	WJZW-F
		10 WWDC-F <	10 WBIG-F <	10 WARW-F	10 WTOP		WMMJ-F <	10 WBIG-F <	10 WBIG-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	12+ Ovrnite
1 WKYS-F <	1 WPGC-F	1 WRQX-F <	1 WHUR-F	1 WHUR-F <	1 WPGC-F <	1 WPGC-F <	1 WJFK-F >	1 WJFK-F	1 WJFK-F	1 WHUR-F
2 WPGC-F <	2 WKYS-F <	2 WASH-F <	2 WASH-F <	2 WASH-F <	2 WKYS-F >>	2 WKYS-F <	2 WPGC-F <	2 WPGC-F <	2 WARW-F	WPGC-F <
3 WWZZ-F >	3 WASH-F <	3 WMZQ-F <	3 WPGC-F	3 WMZQ-F <	3 WWZZ-F <	3 WJFK-F >	3 WWDC-F <	3 WKYS-F <	WHUR-F	3 WMMJ-F
4 WASH-F <	4 WHUR-F <	4 WHUR-F	WRQX-F	4 WRQX-F	4 WJFK-F	4 WWDC-F	4 WKYS-F	4 WARW-F <	4 WMMJ-F <	4 WKYS-F
5 WHFS-F <	5 WRQX-F	5 WPGC-F	5 WMZQ-F	5 WPGC-F <	WMZQ-F	5 WWZZ-F <	5 WARW-F <	5 WWDC-F	5 WWDC-F <	WTOP-AF <
6 WHUR-F	6 WWZZ-F <	6 WKYS-F >	6 WKYS-F <	6 WMMJ-F <	6 WWDC-F	6 WMZQ-F <	6 WHFS-F <	WHUR-F <	6 WJZW-F <	6 WMAL <
	WWDC-F	7 WMZQ-F	7 WWZZ-F	7 WBIG-F	7 WHUR-F	7 WARW-F	7 WRQX-F	7 WMZQ-F	7 WBIG-F	7 WMZQ-F >
	8 WWDC-F	WWDC-F <	WWZZ-F	8 WJZW-F	WARW-F	8 WHFS-F <	8 WMZQ-F	8 WMMJ-F <	WMZQ-F <	
	9 WHFS-F	9 WMMJ-F <	9 WBIG-F <	WGAY-F		9 WHUR-F <	WHUR-F	9 WJZW-F <	9 WPGC-F <	
			10 WJZW-F				WWZZ-F	10 WHFS-F <	10 WTOP-AF	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WACA	SP-C	1540	Wheaton, MD 0.5 1.0 31 371
WAFY-F	AC	103.1	Middletown, MD 0.4 0.8 21 287
WAVA-F	REL	105.1	Arlington, VA 1.0 3.7 75 1673
WFRE-F	C	99.9	Frederick, MD 0.7 2.0 75 1308
WKDL-AA	SP-C	1050	Silver Spring, MD 0.5 1.2 27 445
WOL	B/T	1450	Washington 0.7 1.3 42 506
WPGC	B/G	1580	Morningside, MD 1.0 3.1 59 1149
WWDC	ST	1260	Washington 0.8 1.7 47 634
WWRC	T	570	Bethesda, MD 0.4 1.8 27 674
WWVZ-F	CHR	103.9	Braddock Hts., MD 0.3 1.0 25 551
WYCB	B/G	1340	Washington 0.9 2.4 55 860

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WERQ-F	B/CHR	92.3	Baltimore 0.3 1.9 49 1400
WFLS-F	C	93.3	Fredericksburg 0.8 2.5 113 1557
WIYY-F	AOR	97.9	Baltimore 0.6 3.1 110 2237
WWMD-F	EZ	104.7	Hagerstown, MD 0.3 0.9 40 656
WXVY-F	CHR/B	102.7	Baltimore 0.4 3.1 62 2194

WASHINGTON, DC

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
ABC/Disney WJZW-FM, WMAL-AM, WRQX-FM	11.0 %	12.0 %	15.0 %	AC	0 (0)	490 (3)	490 (3)	10.1 %	9.9 %
				AOR/Classic/NR	0 (0)	532 (4)	532 (4)	11.0 %	10.7 %
				Black/Urban	41 (1)	1253 (5)	1294 (6)	26.7 %	28.0 %
Bonneville WGMS-FM, WTOP-AF, WWVZ-FM, WWZZ-FM	11.6 %	8.9 %	13.6 %	CHR	0 (0)	258 (3)	258 (3)	5.3 %	5.9 %
				Classical	0 (0)	223 (1)	223 (1)	4.6 %	4.9 %
CBS WARW-FM, WHFS-FM, WJFK-FM, WPGC-AM, WPGC-FM	16.3 %	16.9 %	25.8 %	Country	0 (0)	405 (3)	405 (3)	8.4 %	8.4 %
				Full Service	208 (1)	0 (0)	208 (1)	4.3 %	4.3 %
				Hispanic	58 (3)	0 (0)	58 (3)	1.2 %	0.7 %
Chancellor WASH-FM, WBIG-FM, WGAY-FM, WMZQ-FM, WTEM-AM, WWDC-AM, WWDC-FM, WWRC-AM	22.7 %	24.0 %	30.9 %	Jazz	0 (0)	198 (1)	198 (1)	4.1 %	4.0 %
				News/Talk	195 (2)	261 (2)	456 (4)	9.4 %	7.8 %
Radio One WKYS-FM, WMMJ-FM, WOL-AM, WYCB-AM	11.0 %	9.9 %	10.2 %	Oldies	0 (0)	213 (1)	213 (1)	4.4 %	6.0 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	111 (2)	57 (1)	168 (3)	3.5 %	2.9 %
				Soft AC	0 (0)	196 (1)	196 (1)	4.0 %	4.6 %
				Sports	78 (1)	0 (0)	78 (1)	1.6 %	1.2 %
				Standards/EZ	47 (1)	19 (1)	66 (2)	1.4 %	0.7 %
	72.6 %	71.7 %	95.5 %	Totals	738 (11)	4105 (26)	4843 (37)		

AM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Location
WMAL	630	5 kw (DA-2)	Full Service/Talk	ABC	\$180.00	Katz	ABC/Disney
WOL	1450	1 kw	Black Talk	ABC, AURN	\$55.00	Mc-Guild	Radio One
WTEM	980	50 kw/5 kw (DA-2)	Sports	CBS, 1-on-1, ESPN	\$65.00	Eastman	Chancellor
WTOP	1500	50 kw (DA-2)	News	CBS, AP	\$195.00	Katz	Bonneville

FM Stations

Station	Freq	Power	Format	Advertiser	Agency	Product	Location
WARW	94.7	21 kw @ 771	Classic AOR	\$114.00	CBS	CBS	Bethesda, MD
WASH	97.1	26 kw @ 686	AC	\$220.00	Banner	Chancellor	
WBIG	100.3	36 kw @ 574	Oldies	\$184.00	Eastman	Chancellor	
WGAY	99.5	22 kw @ 751	Soft AC	\$105.00	Interep	Chancellor	
WGMS	103.5	44 kw @ 518	Classical	Westwd \$195.00	Katz	Bonneville	
WHFS	99.1	50 kw @ 460	AOR - New Rock	\$180.00	CBS	CBS	Annapolis, MD
WHUR	96.3	24 kw @ 670	Black AC	ABC \$140.00	D&R	Howard Univ.	
WJFK	106.7	22 kw @ 730	Talk/Jazz	Westwd \$315.00	Infinity	CBS	Manassas, VA
WJZW	105.9	28 kw @ 648	Jazz	\$183.00	Katz	ABC/Disney	Woodbridge, VA
WKYS	93.9	24.5 kw @ 705	Black	\$140.00	Mc-Guild	Radio One	
WMMJ	102.3	2.9 kw @ 480	Black AC	\$155.00	Mc-Guild	Radio One	Bethesda, MD
WMZQ	98.7	50 kw @ 490	Country	\$320.00	Christal	Chancellor	
WPGC	95.5	50 kw @ 500	Black/CHR	\$340.00	Interep	CBS	Morningside, MD
WRQX	107.3	34 kw @ 604	AC/CHR	ABC \$280.00	Katz	ABC/Disney	
WTOP	107.7	29 kw @ 646	See WTOP				Warrenton, VA
WWDC	101.1	22.5 kw @ 760	AOR	\$185.00	Christal	Chancellor	
WWZZ	104.1	22 kw @ 764	CHR	\$135.00	Sentry	Bonneville	Waldorf, MD

Notes: WPGC-F revenue level includes WPGC (AM) revenue . . . 2/98 WWDC-AF sold to Chancellor for \$72,000,000 . . . 3/98 WTEM moved from 570 to 980; WWRC moved from 980 to 570 . . . 3/98 WKDL (1050)/WKDV (1460) sold to Mega for \$2,500,000 (Blackburn) . . . 3/98 WUPP-F (107.7; Warrenton, VA) sold by Syd Abel to Bonneville for \$8,100,000 + WTOP-F (94.3) for a total value of \$10,700,000 (Media Svcs) . . . 3/98 WUPP-F calls & format moved to 94.3; WTOP-F calls & format moved to 107.7 . . . 4/98 WDCT (1310; Fairfax, VA) changed from Religion to Korean Religion

Jim Duncan

Comments: Listening levels are down moderately (-0.6 ratings point) . . . WHUR-F held onto its 12+ leadership (if but barely) over WPGC-F . . . WBIG-F has its fourth consecutive down book . . . WTOP-AF's 12+ share improved for the fourth straight survey

WATERLOO-CEDAR FALLS

Arbitron Rank: 227 Pop (12+): 120,400
 MSA Rank: 275
 MSA Pop: 122,000
 DMA: 87 (w/Cedar Rapids & Dubuque)
 Average Persons Rating: 15.3
 Market TSL in Hours: 20.25

Stations: 19 / 11
 Diaries: 669/180:1/61.2%
 Sample Target: 610
 % Below Line: 11.5
 % Not Listed: 16.3
 Pop per Station: 10,945

Last Year's Revenue: \$8,900,000
 Household Income: \$40,506
 Total Retail Sales: \$1.59 Bil.
 #1 Biller: KKCV-F \$1,400,000
 #1 Billing Portfolio: Connoisseur \$4,240,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	KKCV-F	29 / 15.7	16.3	16.3	14.4	13.7	381 / 31.6	28.1	30.2	36 / 523	C	KKCV-F
2	KCVM-F	18 / 9.8	6.4				235 / 19.5	16.6		18 / 244	A	KCVM-F
	KOKZ-F	18 / 9.8	11.7	12.9	10.8	10.2	257 / 21.4	23.0	19.5	37 / 548	C	KOKZ-F
	KFMW-F	AOR	9.3	12.4	9.0	12.7	273 / 22.7	22.4	27.0	46 / 726	C	KFMW-F
5	KCRR-F	AOR/CL	15 / 8.1	5.8	7.9	7.2	207 / 17.2	17.2	15.6	19 / 292	B	KCRR-F
	KOEL-F	C	15 / 8.1	12.2	8.4	9.6	244 / 20.2	23.0	19.5	54 / 693	C	KOEL-F
7	KWLO	ST	11 / 6.0	4.7	5.1	7.8	137 / 11.4	10.4	9.5	17 / 221	A	KWLO
8	WMT	FS	6 / 3.3	2.9	3.9	3.6	117 / 9.7	8.4	7.6	44 / 615		WMT
	WHO	FS	6 / 3.3	2.9	2.8	3.0	108 / 9.0	8.6	6.8	22 / 338		WHO
10	KXEL	T	5 / 2.7	2.9	1.7	3.6	102 / 8.5	7.1	7.1	6 / 139	A	KXEL

12+ FM Share (Metro): 79.22% (122 of 154) (Spring 1997: 81.38%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKCV-F >	1 KKCV-F <	1 KKCV-F	1 KCVM-F <	1 KCVM-F	1 KOKZ-F	1 KKCV-F >	1 KKCV-F	1 KKCV-F >	1 KKCV-F >	1 KKCV-F >
2 KFMW-F >	2 KFMW-F >	2 KCVM-F	2 KKCV-F	KKCV-F	2 KKCV-F	2 KCVM-F <	2 KOKZ-F <	2 KCVM-F	2 KFMW-F <	2 KFMW-F
	3 KCVM-F	KFMW-F	KOKZ-F <	KOKZ-F >	3 KOEL-F	3 KOKZ-F <	3 KCRR-F <	KFMW-F <	3 KCVM-F >	3 KOEL-F
	4 KCRR-F >>	4 KCRR-F	4 KCRR-F >	4 KCRR-F	4 KWLO >	4 KOEL-F	4 KCVM-F	4 KOKZ-F	4 KOKZ-F	KOKZ-F <
		KOKZ-F >>	5 KFMW-F	KOEL-F >	5 KCRR-F	5 KFMW-F <	5 KFMW-F	5 KCRR-F	5 KCRR-F	5 KCRR-F
			KOEL-F >>	6 KFMW-F >>	KCVM-F	6 KCRR-F	6 KOEL-F	KOEL-F	KOEL-F >>	6 KWLO
							7 KWLO >	7 KWLO >>		7 KCRR-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	12+ Ovrmite
1 KKCV-F >>>	1 KKCV-F >	1 KCVM-F	1 KKCV-F	1 KKCV-F	1 KFMW-F >>	1 KFMW-F >>	1 KCVM-F	1 KFMW-F	1 KCRR-F	1 KKCV-F >
2 KCVM-F	2 KCVM-F >	2 KKCV-F >	2 KCVM-F >	2 KCVM-F	2 KKCV-F >	2 KKCV-F	KFMW-F	2 KCRR-F	KCVM-F	2 KCRR-F
KFMW-F >>	3 KCRR-F	3 KCRR-F >>	3 KOKZ-F	3 KOKZ-F >	3 KCRR-F >>	3 KCRR-F	KKCV-F >>	3 KKCV-F	KOEL-F	3 WHO
	KFMW-F >>		4 KCRR-F	4 KCRR-F		KCVM-F >>		KOKZ-F	KOKZ-F	KCVM-F
			KFMW-F >	KOEL-F >>				5 KCVM-F	5 KFMW-F	KFMW-F
								6 KOEL-F >>	6 KKCV-F	KOEL-F >

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KCNZ T 1250 Cedar Falls	0.5	2.7	1 33
KQMG-F AC/CHR 95.3 Independence	0.5	4.1	6 106
KWAY-F AC 99.3 Waverly	1.1	4.2	2 53

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KDAT-F AC 104.5 Cedar Rapids	1.1	7.3	10 322
KOEL T 92.3 Oelwein	1.1	3.2	14 154
KRNA-F AOR 94.1 Iowa City	0.5	4.7	10 378
KWMT C 540 Fort Dodge	0.5	1.4	12 124
KZIA-F CHR 102.9 Cedar Rapids	0.5	2.2	13 160
WMT-F AC 96.1 Cedar Rapids	1.1	4.8	19 434

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	7 (4)	7 (4)	4.5 %	6.2 %
AOR/Classic/NR	0 (0)	34 (3)	34 (3)	22.1 %	25.5 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	19 (2)	19 (2)	12.3 %	0.0 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	1 (1)	44 (2)	45 (3)	29.2 %	31.7 %
Full Service	12 (2)	0 (0)	12 (2)	7.8 %	8.3 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	8 (3)	0 (0)	8 (3)	5.2 %	4.1 %
Oldies	0 (0)	18 (1)	18 (1)	11.7 %	17.9 %
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	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	11 (1)	0 (0)	11 (1)	7.1 %	6.2 %
Totals	32 (7)	122 (12)	154 (19)		

WATERLOO-CEDAR FALLS

Consolidation Report	12+	25-54	Revenue
Bahakel KFMW-FM, KOKZ-FM, KWLO-AM, KXEL-AM	28.3 %	24.3 %	44.3 %
Connoisseur KCRR-FM, KKCV-FM, KOEL-AM, KOEL-FM	33.0 %	35.7 %	53.1 %
	61.3 %	60.0 %	97.4 %

AM Stations

KWLO	1330	5 kw (DA-2)	Standards	Westwd	\$<20.00	Katz	Bahakel
KXEL	1540	50 kw (DA-N)	Talk	ABC	\$<20.00	Katz	Bahakel

FM Stations

KCRR	97.7	16 kw @ 407	AOR/Classic AOR		\$ NA	Christal	Connoisseur	Grundy Center
KCVM	96.1	6 kw @ 328	CHR/AC		\$ NA	---	KCNZ (1250)	Hudson
KFMW	107.9	100 kw @ 1804	AOR	Westwd	\$30.00	Katz	Bahakel	
KKCV	98.5	15 kw @ 423	Country		\$30.00	---	Connoisseur	Cedar Falls
KOEL	92.3	100 kw @ 991	Country		\$34.00	Banner	Connoisseur	Oelwein
KOKZ	105.7	100 kw @ 1322	Oldies		\$20.00	Katz	Bahakel	

Notes: WHO – See Des Moines; WMT – See Cedar Rapids

Jim Duncan

Comments: Total radio usage (Average Persons Rating) is up moderately by 0.5 ratings point . . . KCVM-F continues its strong growth pattern . . . KOEL-F fell to its lowest shares since the late 1980's

WEST PALM BEACH

Arbitron Rank: 49 Pop (12+): 879,600	Stations: 38 / 17	Last Year's Revenue: \$38,000,000
MSA Rank: 59	Diaries: 2,100/419:1/51.5%	Household Income: \$46,187
MSA Pop: 1,020,000	Sample Target: 2,130	Total Retail Sales: \$12.4 Bil.
DMA: 45	% Below Line: 34.8	#1 Biller: WRMF-F \$7,500,000
Average Persons Rating: 16.3	% Not Listed: 11.3	#1 Billing Portfolio: CBS \$15,370,000
Market TSL in Hours: 21.75	Pop per Station: 51,741	

12+ Metro	Format	Spring 98		Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1 WEAT-F	AC/SAC	123 / 8.6	8.6	9.2	8.0	7.8	8.6	8.6	1585 / 18.0	18.4	16.6	186 / 2635	G WEAT-F
2 WRMF-F	AC	100 / 7.0	6.6	6.5	6.5	6.9	6.6	6.6	1386 / 15.8	14.9	14.5	165 / 2263	H WRMF-F
3 WIRK-F	C	93 / 6.5	5.3	6.8	7.0	5.7	6.4	6.4	1060 / 12.0	12.8	11.8	112 / 1532	G WIRK-F
4 WJBW-F	ST	85 / 5.9	5.7	5.6	4.9	4.7	5.5	5.5	972 / 11.1	9.9	8.8	102 / 1137	B WJBW-F
5 WRLX-F	SAC	55 / 3.8	3.3	2.4	3.5	3.9	3.3	3.3	748 / 8.5	8.8	11.9	60 / 868	D WRLX-F
6 WEDR-F	B	53 / 3.7	3.5	4.4	2.6	3.7	3.5	3.5	867 / 9.9	9.2	9.0	191 / 2755	F WEDR-F
7 WMBX-F	AC/CHR	50 / 3.5	3.5	2.8	3.0	3.2	3.2	3.2	1009 / 11.6	11.5	10.1	78 / 1532	A WMBX-F
WJNO	N/T	50 / 3.5	3.7	4.4	3.9	4.0	3.9	3.9	826 / 9.4	11.5	9.6	82 / 1303	F WJNO
WPBZ-F	AOR-NR	50 / 3.5	3.3	3.8	4.1	4.4	3.7	3.7	886 / 10.1	11.3	12.3	87 / 1361	D WPBZ-F
10 WTMI-F	CL	40 / 2.8	3.1	1.9	2.4	2.0	2.5	2.5	538 / 6.1	6.6	6.2	125 / 1805	F WTMI-F
11 WKGR-F	CL AOR	38 / 2.6	3.0	2.6	3.5	3.2	2.9	2.9	713 / 8.1	8.7	8.6	72 / 1325	D WKGR-F
12 WBGG-F	CL AOR	37 / 2.6	1.9	1.9	1.5	2.0	2.0	2.0	662 / 7.5	5.6	6.1	146 / 2576	F WBGG-F
13 WPOW-F	CHR	34 / 2.4	2.3	2.0	2.8	2.9	2.4	2.4	849 / 9.6	7.3	10.7	132 / 2737	F WPOW-F
14 WOLL-F	O	32 / 2.2	1.6	2.0	3.1	2.3	2.2	2.2	581 / 6.6	6.8	7.1	36 / 624	C WOLL-F
15 WBZT	T	31 / 2.2	2.3	3.3	2.9	3.5	2.7	2.7	530 / 6.0	7.5	7.3	38 / 653	C WBZT
16 WDBF	ST	30 / 2.1	2.1	1.4	1.2	1.0	1.7	1.7	396 / 4.5	3.8	3.1	33 / 480	A WDBF

12+ FM Share (Metro): 83.37% (1063 of 1275) (Spring 97: 78.54%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WEDR-F >	1 WRMF-F <	1 WRMF-F	1 WRMF-F	1 WRMF-F	1 WEAT-F	1 WEAT-F	1 WEAT-F	1 WEAT-F <	1 WEDR-F	1 WIRK-F <
2 WPOW-F >	2 WMBX-F <	2 WEAT-F	2 WEAT-F	2 WEAT-F	2 WJBW-F	2 WRMF-F	2 WRMF-F	2 WRMF-F	2 WIRK-F	2 WEAT-F <
3 WPBZ-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	3 WIRK-F >	3 WRMF-F <	3 WIRK-F <	3 WJBW-F	3 WJBW-F	3 WPBZ-F	3 WJBW-F >
	4 WPBZ-F <	4 WMBX-F <	4 WMBX-F	4 WMBX-F <	4 WIRK-F	4 WBGG-F	WIRK-F >	4 WIRK-F	4 WRMF-F	4 WRMF-F <
	5 WEAT-F	5 WPBZ-F	WBGG-F	5 WBGG-F <	5 WRLX-F <	5 WJNO	5 WBZT	5 WRLX-F	WEAT-F <	5 WEDR-F <
	WEDR-F	6 WBGG-F <	6 WPBZ-F	6 WKGR-F <	6 WJNO	6 WJBW-F	6 WRLX-F <	6 WMBX-F <	6 WJBW-F <	6 WPBZ-F <
	7 WPOW-F <	7 WKGR-F	WKGR-F	7 WPBZ-F	7 WTMI-F	7 WPBZ-F	7 WJNO	7 WEDR-F	7 WJNO	7 WRLX-F
	8 WBGG-F <	8 WEDR-F	8 WOLL-F	8 WOLL-F <		WRLX-F <	WMBX-F	8 WPBZ-F	WPOW-F	8 WMBX-F <
	9 WPLL-F	9 WOLL-F <		9 WRLX-F		9 WEDR-F	9 WZZR-F	9 WKGR-F <	9 WRLX-F <	9 WTMI-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	12+ Ovrnite
1 WMBX-F	1 WMBX-F	1 WMBX-F <	1 WRMF-F <	1 WEAT-F <	1 WPOW-F	1 WIRK-F >	1 WIRK-F	1 WRMF-F	1 WRMF-F	1 WJNO
WEDR-F	2 WRMF-F	2 WRMF-F <	2 WEAT-F	2 WRMF-F >	2 WPBZ-F	2 WRMF-F	2 WBGG-F <	2 WIRK-F	2 WIRK-F	2 WIRK-F
3 WPBZ-F >	3 WEAT-F	3 WEAT-F	3 WMBX-F	3 WIRK-F	WEDR-F	3 WZZR-F	WKGR-F <	3 WKGR-F <	3 WKGR-F <	3 WEDR-F <
4 WRMF-F	4 WPBZ-F	4 WPBZ-F >	4 WIRK-F	4 WMBX-F >	WIRK-F	WBGG-F	4 WRMF-F	4 WBGG-F	4 WBGG-F <	4 WEAT-F
WHYI-F	5 WEDR-F	5 WIRK-F	5 WPBZ-F	5 WOLL-F	5 WRMF-F	WZZR-F	5 WEDR-F	5 WEAT-F <	5 WEAT-F >	5 WEAT
WPOW-F	6 WIRK-F	WPLL-F	6 WHYI-F <	WPBZ-F	WKGR-F	6 WPBZ-F	6 WPBZ-F	6 WPBZ-F	6 WZZR-F <	6 WJNA
WEAT-F	WPOW-F	7 WEDR-F	7 WOLL-F <	7 WRLX-F	WEAT-F >	7 WKGR-F	7 WKGR-F	7 WZZR-F <	7 WPBZ-F <	7 WPBZ-F <
8 WIRK-F >	8 WHYI-F		8 WEDR-F <	8 WHQT-F		8 WPOW-F	8 WPLL-F	8 WEDR-F	8 WEDR-F <	
	9 WPLL-F		9 WHQT-F <	WHYI-F <			WZTA-F >			

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
WEAT	N	850	W. Palm Beach 0.8 3.0 13 345
WJNA	ST	1230	W. Palm Beach 1.1 4.2 68 1044
WPOW	B	1600	Riviera Beach 1.2 2.1 17 182
WSBR	T	740	Boca Raton 0.3 1.8 21 421
WSWN	B	900	Belle Glade 1.1 2.2 25 308
WXFG-F	C	95.5	Ft. Pierce 1.6 6.4 66 1172

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
WAMR-F	SP	107.5	Miami 1.1 2.6 32 590
WAQI	SP-VA	710	Miami 0.4 0.5 7 88
WFLC-F	AC	97.3	Miami 1.0 3.9 114 1878
WHQT-F	B	105.1	Coral Gables 1.6 4.9 127 1997
WHYI-F	CHR/AC	100.7	Ft. Lauderdale 1.7 7.1 129 2768
WIOD	N/T	610	Miami 0.7 2.8 51 1387
WKIS-F	C	99.9	Boca Raton 1.1 4.2 160 2217
WLVE-F	J	93.9	Miami Beach 1.6 5.3 131 1956
WLYF-F	SAC	101.5	Miami 1.7 4.5 160 2288
WMXJ-F	O	102.7	Ft. Lauderdale 1.8 7.2 124 2628
WPLL-F	AOR-P	103.5	Ft. Lauderdale 1.4 5.0 96 2085
WQAM	SPRTS	560	Miami 1.3 3.7 113 1642
WRMA-F	SP	106.7	Ft. Lauderdale 1.2 3.1 44 717
WRTO-F	SP	98.3	Goulds 0.5 2.0 18 415
WZTA-F	AOR	94.9	Miami Beach 1.2 4.2 143 2073
WZZR-F	AOR	92.7	Stuart 1.5 3.3 49 662

WEST PALM BEACH

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
CBS WEAT-FM, WIRK-FM, WMBX-FM, WPBZ-FM	22.1 %	25.0 %	40.4 %	AC	0 (0)	165 (3)	165 (3)	12.9 %	12.0 %
Clear Channel, pend. WBZT-AM, WJNO-AM, WKGR-FM, WOLL-FM, WTPX-FM, WXFG-FM	12.1 %	11.9 %	26.8 %	AOR/Classic/NR	0 (0)	183 (6)	183 (6)	14.4 %	14.3 %
James Crystal, pend. WEAT-AM, WJNA-AM, WRLX-FM, WRMF-FM	12.7 %	13.5 %	26.6 %	Black/Urban	33 (2)	76 (2)	109 (4)	8.5 %	8.8 %
	46.9 %	50.4 %	93.8 %	CHR	0 (0)	59 (2)	59 (2)	4.6 %	4.5 %
				Classical	0 (0)	40 (1)	40 (1)	3.1 %	2.3 %
				Country	0 (0)	132 (3)	132 (3)	10.4 %	9.9 %
				Full Service	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Hispanic	6 (1)	40 (3)	46 (4)	3.6 %	2.6 %
				Jazz	0 (0)	23 (1)	23 (1)	1.8 %	2.2 %
				News/Talk	108 (5)	0 (0)	108 (5)	8.5 %	13.6 %
				Oldies	0 (0)	58 (2)	58 (2)	4.5 %	5.0 %
				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	0 (0)	202 (3)	202 (3)	15.8 %	14.6 %
				Sports	19 (1)	0 (0)	19 (1)	1.5 %	1.3 %
				Standards/EZ	46 (2)	85 (1)	131 (3)	10.3 %	8.6 %
				Totals	212 (11)	1063 (27)	1275 (38)		

AM Stations

WBZT	1290	5 kw (DA-N)	Talk	ABC, CBS	\$34.00	Katz	Clear Channel	
WDBF	1420	5 kw/0.5 kw (DA-2)	Standards	CBS	\$ NA	—		Delray Beach

FM Stations

WEAT	104.3	100 kw @ 1273	AC/Soft AC		\$110.00	Katz	CBS	
WIRK	107.9	100 kw @ 340	Country	ABC	\$115.00	Katz	CBS	
WJBW	99.5	6 kw @ 308	Standards		\$25.00	Roslin	Panamedia	Jupiter
WKGR	98.7	100 kw @ 1380	Classic AOR	UPI	\$75.00	Clr Chnl	Clear Channel	Ft. Pierce
WMBX	102.3	25 kw @ 328	AC/CHR		\$ NA	Katz	CBS	Jensen Beach
WOLL	94.3	13 kw @ 453	Oldies		\$38.00	Clr Chnl	Clear Channel	Riviera Beach
WPBZ	103.1	50 kw @ 482	AOR-New Rock	ABC	\$50.00	Christal	CBS	Indiantown
WRLX	92.1	7 kw @ 499	Soft AC		\$48.00	Allied	James Crystal, pend.	
WRMF	97.9	100 kw @ 1350	AC		\$135.00	Allied	James Crystal, pend.	
WXFG	95.5	100 kw @ 982	Country	ABC, Westwd	\$39.00	Mc-Guild	Clear Channel, pend.	Ft. Pierce

Notes: Other ranked stations – See Miami-Ft. Lauderdale . . . 3/98 Fairbanks sold these stations to Clear Channel for \$85,000,000: WJNO; WJNX (Ft. Pierce); WJNA; WXFG-F; WRLX-F; WRMF-F . . . 3/98 James Crystal (Jim Hilliard) traded WTPX-F + \$47,000,000 for these stations: WJNA; WRLX-F; WRMF-F; WFTL (Ft. Lauderdale) . . . 7/98 WEAT (AM) changed calls to WDJL . . . 8/98 WTPX-F (105.5) changed from simulcasting WXFG-F to Oldies . . . 8/98 WOLL-F changed from Oldies to stunting; reportedly, it will simulcast co-owned Jazz WLVE-F, Miami . . . 8/98 WXFG-F changed from Country to CHR as WLDI-F ("Wild")

Jim Duncan

Comments: Overall listening to radio is down moderately (-0.7 ratings point) . . . WJNO continued its decline but format competitor WBZT also shows a downtrend . . . News/Talk's share of total market listening has fallen by 38% in the last year

WHEELING

Arbitron Rank: 218 Pop (12+): 132,100
 MSA Rank: 231
 MSA Pop: 155,000
 DMA: 141 (w/Steubenville)
 Average Persons Rating: 14.3
 Market TSL In Hours: 19.75

Stations: 17 / 11
 Diaries: 666/198:1/61.0%
 Sample Target: 640
 % Below Line: 9.6
 % Not Listed: 8.5
 Pop per Station: 12,009

Last Year's Revenue: \$7,000,000
 Household Income: \$31,228
 Total Retail Sales: \$1.4 Bil.
 #1 Biller: WOVK-F \$1,500,000
 #1 Billing Portfolio: Capstar \$4,600,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WOVK-F	39 / 20.6	18.7	15.7		23.8	434 / 32.9	33.8	31.4	54 / 688	C	WOVK-F
2	WKWK-F	22 / 11.6	9.1	9.9		10.1	244 / 18.5	19.7	21.5	34 / 375	C	WKWK-F
3	WEGW-F	21 / 11.1	8.5	9.9		8.1	233 / 17.7	19.6	20.0	34 / 545	B	WEGW-F
	WOMP-F	CHR	21 / 11.1	13.0	12.5	10.6	399 / 30.2	27.3	27.7	48 / 837	C	WOMP-F
5	WWVA	FS/T	12 / 6.3	6.2	6.8	6.6	211 / 16.0	16.2	14.2	23 / 381	C	WWVA
6	WOMP	T	11 / 5.8	4.5	7.8	7.6	155 / 11.7	13.9	13.1	12 / 187	B	WOMP
7	WEEL-F	O	10 / 5.3	5.1	7.3	4.0	155 / 11.7	15.1	17.1	10 / 160	A	WEEL-F
8	WBBD	ST	9 / 4.8	6.2	5.7	3.5	125 / 9.5	11.2	9.6	10 / 144	A	WBBD
	WRKY-F	C	9 / 4.8	5.1	4.2	4.0	150 / 11.4	14.1	10.6	46 / 634		WRKY-F
10	WZNW-F	AC/CHR	8 / 4.2	4.5	4.2	5.1	253 / 19.2	15.3	11.8	12 / 422	A	WZNW-F

12+ FM Share (Metro): 81.50% (141 of 173) (Spring 1997: 76.88%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WOMP-F >>>	1 WEGW-F	1 WOVK-F	1 WOVK-F <	1 WOVK-F	1 WOVK-F >	1 WOVK-F	1 WOVK-F	1 WOVK-F >	1 WOVK-F	1 WOVK-F >>
2 WZNW-F >>	2 WOVK-F	2 WEGW-F >	2 WEGW-F	2 WEGW-F	2 WKWK-F	2 WKWK-F <	2 WEGW-F	2 WEGW-F	2 WOMP-F	2 WOMP-F <
	3 WOMP-F >	3 WKWK-F <	3 WKWK-F >	3 WKWK-F >	3 WWVA	3 WWVA	3 WKWK-F	3 WOMP-F	3 WKWK-F >	3 WKWK-F
	4 WKWK-F >>	4 WOMP-F >>	4 WOMP-F >	4 WOMP-F	4 WOMP	4 WOMP-F	4 WOMP-F	4 WKWK-F >	4 WEEL-F	4 WEGW-F
				5 WEEL-F	5 WBBD	5 WEGW-F >	5 WOMP >	5 WEEL-F	5 WEGW-F >	5 WZNW-F
					WEEL-F			WWVA	6 WRKY-F >	6 WBBD
										WWVA

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	12+ Ovrnite
1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOVK-F	1 WOMP-F >	1 WEGW-F >>	1 WEGW-F >>>	1 WEGW-F >	1 WEGW-F	1 WKWK-F
	2 WOMP-F	WKWK-F	2 WKWK-F >	WKWK-F >	2 WEGW-F >>	2 WOMP-F	2 WOVK-F >>	2 WOVK-F >>	2 WOVK-F >>	WOMP-F
	3 WEGW-F	3 WEGW-F	3 WOMP-F >	3 WOMP-F >	3 WOVK-F >>>			3 WOMP-F >	3 WEEL-F >	3 WOVK-F >
	WKWK-F >>	WOMP-F >>>	4 WEGW-F >	4 WEGW-F >					4 WKWK-F	4 WEGW-F >
									WOMP-F	
									WWVA >	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH	Cume
WBNV-F SAC	93.5	Barnesville, OH	0.5	3.3
WRKP-F REL-CC	96.5	Moundsville, WV	0.5	2.0

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH	Cume
WCDK-F O	106.3	Cadiz, OH	1.1	3.1
WDVE-F AOR	102.5	Pittsburgh	1.6	4.0
WLTJ-F SAC	92.9	Pittsburgh	0.5	1.9
WWSW-F O	94.5	Pittsburgh	0.5	2.4
WXDX-F AOR-NR	105.9	Pittsburgh	1.1	3.0

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	30 (2)	30 (2)	17.3 %	11.0 %
AOR/Classic/NR	0 (0)	26 (3)	26 (3)	15.0 %	19.1 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	21 (1)	21 (1)	12.1 %	14.5 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	48 (2)	48 (2)	27.7 %	22.5 %
Full Service	12 (1)	0 (0)	12 (1)	6.9 %	7.5 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	11 (1)	0 (0)	11 (1)	6.4 %	9.2 %
Oldies	0 (0)	13 (3)	13 (3)	7.5 %	8.7 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	1 (1)	1 (1)	0.6 %	0.6 %
Soft AC	0 (0)	2 (2)	2 (2)	1.2 %	0.6 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	9 (1)	0 (0)	9 (1)	5.2 %	6.4 %
Totals	32 (3)	141 (14)	173 (17)		

WHEELING

Consolidation Report	12+	25-54	Revenue
Associated WOMP-AM, WOMP-FM, WRKY-FM	21.7 %	16.5 %	30.7 %
Capstar WBBD-AM, WEGW-FM, WKWK-FM, WOVK-FM, WWVA-AM, WZNW-FM	58.6 %	61.2 %	65.7 %
	80.3 %	77.7 %	96.4 %

AM Stations

Station	Power	Format	ABC	\$ NA	Mc-Guild	Capstar
WBBD	1400 1 kw	Standards	ABC	\$ NA	Mc-Guild	Capstar
WOMP	1290 1 kw/0.033 kw	Talk	ABC, CBS, Westwd	<\$20.00	Regional	Associated
WWVA	1170 50 kw (DA-N)	Full Service/Talk	Westwd, ABC	\$24.00	Sentry	Capstar

FM Stations

Station	Power	Format	ABC	\$ NA	Mc-Guild	Capstar	Other
WEEL	95.7 1.7 kw @ 627	Oldies	ABC	<\$20.00	--	Adventure	Shadyside
WEGW	107.5 10.5 kw @ 883	AOR/Classic AOR		\$17.00	Christal	Capstar	
WKWK	97.3 50 kw @ 420	AC	Westwd, ABC	\$23.00	Christal	Capstar	
WOMP	100.5 48 kw @ 500	CHR		\$25.00	Regional	Associated	Bellaire
WOVK	98.7 50 kw @ 390	Country		\$35.00	Sentry	Capstar	
WRKY	103.5 15.9 kw @ 880	Country		\$ NA	Regional	Associated	Steubenville, OH
WZNW	105.5 13.5 kw @ 312	AC/CHR		<\$20.00	Century	Capstar	Bethelern

Notes: 1/98 WWVA dropped all Country music except for overnights; reclassified as Full Service/Talk

Jim Duncan

Comments: Listening levels are steady

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

AC	- Adult Contemporary	J	- Jazz and New Adult Contemporary
AC-NR	- Modern AC	N	- News
AOR	- Album Oriented Rock	O	- Oldies
AOR-NR	- New Rock	REL	- Religion, Christian
AOR-P	- Progressive AOR	REL-CC	- Contemporary Christian
B	- Black (audience 75%+ Black)	SAC	- Soft Adult Contemporary
B/AC	- Black Adult Contemporary	SP	- Hispanic/Spanish
B/O	- Black Oldies	SP-C	- Hispanic Contemporary
BIZ N	- Business News	SP-NT	- Hispanic News/Talk/Information
C	- Country	SP-R	- Hispanic-Regional
C/O	- Classic Country	SP-TP	- Hispanic-Tropical
CHR	- Contemporary Hit Radio, Top 40, Contemporary	SP-VA	- Hispanic Variety
CL	- Classical	SP-TJ	- Tejano
CL AOR	- Classic AOR, Classic Rock	SPRTS	- Sports
CL HITS	- Classic Hits/70's Oldies	ST	- Standards, Big Band, Nostalgia
E	- Ethnic (usually Foreign Language)	T	- Talk
EZ	- Easy Listening, Beautiful Music	U	- Urban (majority of audience is non-white)
FS	- Full Service	VA	- Variety
G	- Gospel (B/G is Black 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	

WICHITA

Arbitron Rank: 89 Pop (12+): 414,200
MSA Rank: 103
MSA Pop: 483,000
DMA: 63
Average Persons Rating: 15.9
Market TSL In Hours: 21.25

Stations: 20 / 19
Diaries: 1,071/387: 1/58.1%
Sample Target: 1,010
% Below Line: 0.6
% Not Listed: 10.5
Pop per Station: 21,800

Last Year's Revenue: \$22,600,000
Household Income: \$43,493
Total Retail Sales: \$5.1 Bil.
#1 Biller: KFDI-AF \$5,100,000
#1 Billing Portfolio: Great Empire \$8,700,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	KKRD-F	CHR	66 / 10.0	7.9	8.1	8.1	8.9	8.5	1071 / 25.9	23.1	21.8	75 / 1302	D	KKRD-F
2	KZSN-F	C	58 / 8.8	10.3	8.4	11.4	9.6	9.7	732 / 17.7	18.3	18.7	68 / 938	E	KZSN-F
3	KFDI-F	C	55 / 8.3	8.6	6.9	11.1	9.1	8.7	900 / 21.7	17.8	10.8	86 / 1227	G*	KFDI-F
4	KRBB-F	AC	50 / 7.6	9.3	6.9	5.1	7.0	7.2	708 / 17.1	15.6	13.7	57 / 805	D	KRBB-F
5	KRZZ-F	AOR/CL	49 / 7.4	7.8	8.4	5.2	6.9	7.2	655 / 15.8	16.8	17.4	60 / 769	D	KRZZ-F
6	KFDI	C/FS	42 / 6.4	3.8	3.3	3.8	5.9	4.3	421 / 10.2	7.7	10.8	61 / 623	*	KFDI
7	KICT-F	AOR	38 / 5.5	4.6	6.2	4.1	3.8	5.1	574 / 13.9	14.8	12.5	57 / 840	C	KICT-F
8	KDGS-F	B	33 / 5.0	4.3	4.6	7.5	5.3	5.3	445 / 10.7	11.6	10.8	40 / 516	B	KDGS-F
9	KTLI-F	REL-CC	32 / 4.8	2.3	3.0	2.9	3.5	3.3	337 / 8.1	6.0	8.1	34 / 419	A	KTLI-F
10	KEYN-F	O	31 / 4.7	4.3	6.1	6.1	7.5	5.3	600 / 14.5	15.7	14.5	37 / 748	C	KEYN-F
11	KFH	T	28 / 4.2	4.3	3.7	2.9	2.9	3.8	398 / 9.8	9.5	7.4	44 / 555	A	KFH
12	KLLS-F	CL HITS	26 / 3.9	3.6	3.8	4.1	4.5	3.9	452 / 10.9	10.6	11.8	33 / 515	C	KLLS-F
13	KOEZ-F	EZ	18 / 2.7	3.3	6.5	3.8	3.2	4.1	277 / 8.7	9.8	7.6	23 / 432	B	KOEZ-F
14	KNSS	N/T	17 / 2.6	3.5	3.5	3.5	3.4	3.3	384 / 9.3	9.6	10.1	19 / 416	B	KNSS
15	KWSJ-F	J	16 / 2.4	3.1	3.7	2.8	3.4	3.0	307 / 7.4	9.2	8.6	18 / 351	A	KWSJ-F
16	KYQQ-F	C	13 / 2.0	3.0	2.2	2.8	3.7	2.5	244 / 5.9	7.9	8.8	24 / 402	A	KYQQ-F

12+ FM Share (Metro): 83.59% (494 of 591) (Spring 97: 84.67%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 KKRD-F >>	1 KRZZ-F <	1 KKRD-F	1 KKRD-F	1 KZSN-F <	1 KFDI-F	1 KFDI-F <	1 KKRD-F <	1 KKRD-F <	1 KKRD-F	1 KKRD-F <
2 KICT-F	2 KKRD-F	KZSN-F <	KZSN-F <	2 KKRD-F <	2 KFDI	2 KKRD-F	2 KZSN-F <	2 KZSN-F <	2 KZSN-F	2 KZSN-F <
3 KDGS-F >>	3 KZSN-F	3 KRZZ-F <	3 KRZZ-F <	3 KRBB-F <	3 KRBB-F	3 KRBB-F	3 KRBB-F	3 KRZZ-F	3 KRZZ-F	3 KRZZ-F <
	4 KICT-F	4 KRBB-F >	4 KRBB-F	4 KRZZ-F	4 KZSN-F <	4 KZSN-F <	4 KFDI-F <	4 KRBB-F <	4 KRBB-F <	4 KFDI
	5 KDGS-F >	5 KTLI-F <	5 KTLI-F	5 KTLI-F	5 KEYN-F	5 KFDI <	5 KRZZ-F	5 KFDI-F	5 KRZZ-F	5 KRZZ-F <
	6 KRBB-F	6 KICT-F	6 KLLS-F	6 KEYN-F <	6 KKRD-F <	6 KRZZ-F >	6 KFDI	6 KFH <	6 KTLI-F	6 KDGS-F
		7 KDGS-F	7 KEYN-F <	7 KFDI-F <	7 KTLI-F	7 KICT-F <	7 KICT-F <	7 KDGS-F <	7 KFDI-F <	7 KICT-F <
		KLLS-F	8 KFH <	8 KLLS-F	8 KLLS-F	8 KFH <	8 KEYN-F	8 KICT-F <	8 KFDI <	8 KTLI-F
					KOEZ-F	9 KTLI-F <	9 KNSS <	9 KFDI <	9 KICT-F	9 KEYN-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	12+ Ovrnite
1 KDGS-F >	1 KKRD-F	1 KKRD-F	1 KRBB-F <	1 KRBB-F	1 KICT-F	1 KRZZ-F >	1 KRZZ-F >	1 KRZZ-F >	1 KRZZ-F >	1 KFH
2 KKRD-F	2 KZSN-F	2 KZSN-F >	2 KKRD-F	2 KKRD-F	2 KRZZ-F	2 KICT-F	2 KKRD-F	2 KZSN-F <	2 KKRD-F	2 KRBB-F <
	KICT-F	3 KDGS-F	3 KRZZ-F	3 KZSN-F >	KZSN-F >	3 KKRD-F	3 KZSN-F	3 KKRD-F	KZSN-F	3 KDGS-F <
4 KRBB-F	4 KRBB-F	4 KTLI-F	4 KTLI-F <	4 KTLI-F <	4 KKRD-F	KZSN-F	KFH	4 KICT-F	4 KTLI-F	4 KFDI-F
	5 KICT-F	5 KRBB-F	5 KDGS-F	5 KEYN-F	KDGS-F >	5 KDGS-F	5 KICT-F	5 KTLI-F	KRBB-F <	
	KTLI-F	6 KLLS-F	6 KEYN-F	6 KFDI-F		KFH >	6 KDGS-F >	KRBB-F <	6 KFH <	
	KRZZ-F >		7 KLLS-F	KLLS-F				7 KFH	7 KFDI-F <	
			KRZZ-F	8 KRZZ-F >				KLLS-F	8 KEYN-F	
									KLLS-F	

Other Rated Stations	Metro Share	Cume Rating	TSA AQH Cume
KAYY-F	AC/CHR	98.7	Clearwater 1.1 5.8 11 305
KQAM	SPRTS	1480	Wichita 1.1 3.5 7 144
KSGI	REL	900	Wichita 0.5 1.1 4 65

Other Rated Stations--Outside Market	Metro Share	Cume Rating	TSA AQH Cume
KHUT-F	C	102.9	Hutchinson 0.6 2.1 23 364

WICHITA

Consolidation Report			12+	25-54	Revenue	Format Performance		AM	FM	Total	%	Spg 97		
Capstar, pend.			44.1 %	51.0 %	51.4 %	AC	0	(0)	57	(2)	57	(2)	9.6 %	7.7 %
KFH-AM, KKRD-FM, KNSS-AM, KQAM-AM, KRBB-FM, KRZZ-FM, KWSJ-FM, KZSN-FM						AOR/Classic/NR	0	(0)	85	(2)	85	(2)	14.4 %	11.7 %
Journal Broadcast Group, pend.			26.1 %	18.3 %	38.5 %	Black/Urban	0	(0)	33	(1)	33	(1)	5.6 %	5.7 %
KFDI-AM, KFDI-FM, KICT-FM, KLLS-FM, KYQQ-FM						CHR	0	(0)	66	(1)	66	(1)	11.2 %	9.8 %
Local			6.1 %	4.8 %	2.6 %	Classical	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
KAYY-FM, KDGS-FM						Country	0	(0)	130	(4)	130	(4)	22.0 %	25.8 %
			76.2 %	74.1 %	92.5 %	Full Service	42	(1)	0	(0)	42	(1)	7.1 %	6.4 %
						Hispanic	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Jazz	0	(0)	16	(1)	16	(1)	2.7 %	3.7 %
						News/Talk	45	(2)	0	(0)	45	(2)	7.6 %	7.7 %
						Oldies	0	(0)	57	(2)	57	(2)	9.6 %	13.1 %
						Others/Unknown	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Religion/Gospel	3	(1)	32	(1)	35	(2)	5.9 %	4.9 %
						Soft AC	0	(0)	0	(0)	0	(0)	0.0 %	0.0 %
						Sports	7	(1)	0	(0)	7	(1)	1.2 %	0.0 %
						Standards/EZ	0	(0)	18	(1)	18	(1)	3.0 %	3.5 %
						Totals	97	(5)	494	(15)	591	(20)		

AM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency	Product
KFDI	1070	10 kw	1 kw (DA-N)	Country/Full Svc.	ABC	\$45.00	Allied	Journal Bcst Gp, pend.
KFH	1330	5 kw	(DA-N)	Talk	CBS, Westwd, ABC	\$<20.00	Katz	Capstar, pend.
KNSS	1240	1 kw		News/Talk	Westwd, CNN, CBS	\$27.00	D&R	Capstar

FM Stations

Station	Freq	Power	Time	Format	Company	Advertiser	Agency	Product
KDGS	93.9	25 kw	@ 328	Black	\$ NA	---	KAYY-F	Andover
KEYN	103.7	100 kw	@ 860	Oldies	ABC, Westwd, CBS	\$30.00	Eastman	Capstar, pend.
KFDI	101.3	100 kw	@ 1140	Country	ABC	\$58.00	Allied	Journal Bcst Gp, pend.
KICT	95.1	100 kw	@ 897	AOR	ABC	\$38.00	Allied	Journal Bcst Gp, pend.
KKRD	107.3	100 kw	@ 860	CHR	\$45.00	D&R	Capstar	
KLLS	104.5	46 kw	@ 515	Classic Hits	Westwd	\$<20.00	---	Journal Bcst Gp, pend.
KOEZ	92.3	100 kw	@ 640	Soft AC	Westwd	\$24.00	---	Newton
KRBB	97.9	100 kw	@ 993	AC	\$42.00	Christal	Capstar, pend.	
KRZZ	96.3	50 kw	@ 492	AOR/Classic Rock	\$40.00	D&R	Capstar	Derby
KTLI	99.1	100 kw	@ 515	Cont. Christian	USA	\$<20.00	Salem	El Dorado
KWSJ	105.3	100 kw	@ 993	Jazz	\$ NA	Katz	Capstar, pend.	Hayesville
KYQQ	106.5	100 kw	@ 1280	Country	ABC	\$20.00	---	Journal Bcst Gp, pend.
KZSN	102.1	100 kw	@ 1032	Country	\$60.00	Katz	Capstar, pend.	Hutchinson

Notes: * KFDI-F revenue level includes KFDI revenue . . . 7/98 Triathlon sold these stations to Capstar as part of a \$190,000,000 group transaction: KFH; KQAM; KEYN-F; KRBB-F; KWSJ-F; KZSN-F. One or more stations of the combined Triathlon/Capstar Wichita portfolio may be sold to satisfy FCC and/or, DoJ, requirements . . . 8/98 Great Empire sold these stations to Journal Broadcast Group as part of a group sale (prices est.) (Bergner): KFDI for \$7,900,000; KFDI-F for \$20,000,000; KICT-F for \$8,000,000; KLLS-F for \$5,700,000; KYQQ-F for \$4,900,000

Jim Duncan

Comments: Total listening to radio is up moderately (+0.6 ratings point) . . . KKRD-F has hit a 10 share for the first time since 1998 . . . KFDI (AM) has its highest share in more than four years . . . KTLI-F is at a record-high share

WILKES BARRE-SCRANTON

Arbitron Rank: 63 Pop (12+): 635,800	Stations: 42 / 32	Last Year's Revenue: \$24,000,000
MSA Rank: 83	Diaries: 1,314/484:1/57.2%	Household Income: \$36,945
MSA Pop: 622,000	Sample Target: 1,270	Total Retail Sales: \$6.9 Bil.
DMA: 49	% Below Line: 7.3	#1 Biller: WKRZ-FF \$5,700,000
Average Persons Rating: 18.2	% Not Listed: 13.7	#1 Billing Portfolio:
Market TSL in Hours: 24.50	Pop per Station: 19,869	Sinclair Broadcast Group \$10,060,000

12+ Metro	Format	Spring 98		Win	Fall	Sum	Spg	4-Book	12+ Metro	Fall	Spg	12+ TSA	Revenue
		1/4	Share	98	97	97	97	Avg	Cume / Rtg.	97	97	AQH / Cume	Level
1 WKRZ-FF	CHR	154 / 13.3	10.7	12.9	13.1	11.8	12.5	2149 / 33.8	32.3	28.0	198 / 2754	G	WKRZ-FF
2 WGGY-FF	C	122 / 10.5	10.1	8.6	8.7	10.4	9.5	1382 / 21.7	17.2	19.1	154 / 1801	E	WGGY-FF
3 WMGS-F	AC	97 / 8.4	7.7	9.8	7.4	7.1	8.3	1209 / 19.0	19.2	16.1	104 / 1303	D	WMGS-F
4 WEZX-F	CL AOR	69 / 6.0	7.8	5.7	5.6	5.9	6.3	908 / 14.3	14.0	13.7	75 / 1011	D	WEZX-F
5 WNAK	ST/FS	63 / 5.4	5.0	3.8	3.0	3.4	4.3	337 / 5.3	4.7	5.2	63 / 337	B	WNAK
6 WBHT-FF	CHR	56 / 4.8	4.6	4.7	4.2	3.7	4.6	1180 / 18.2	16.7	15.7	64 / 1317	B	WBHT-FF
7 WZMT-FF	AOR	51 / 4.4	5.9	4.3	5.6	5.4	5.1	830 / 13.1	13.2	12.7	70 / 1152	C	WZMT-FF
8 WEJL-AA	ST/FS	45 / 3.9	4.1	3.8	3.5	3.8	3.8	554 / 8.7	9.3	8.6	46 / 567	A	WEJL-AA
9 WILK	T	41 / 3.5	3.6	4.7	3.7	3.2	3.9	505 / 7.9	9.9	8.4	42 / 533	B	WILK
10 WQFM-F	O	31 / 2.7	1.5	2.4	2.4	2.3	2.2	537 / 8.4	7.3	6.6	32 / 555	B	WQFM-F
11 WARM	FS	30 / 2.6	1.8	2.8	2.9	3.4	2.5	488 / 7.4	9.7	9.7	33 / 506	B	WARM
12 WCTP-FF	C	24 / 2.1	2.5	3.3	3.2	1.8	2.8	452 / 7.1	8.3	5.9	28 / 569	B	WCTP-FF
13 WVPO	ST	21 / 1.8	0.8	1.4	0.6	0.9	1.2	118 / 1.9	0.9	1.8	22 / 128		WVPO
WSBG-F	CHR	21 / 1.8	2.0	1.8	2.4	1.8	2.0	406 / 6.4	5.8	5.9	24 / 422		WSBG-F
15 WWSH-FF	SAC	20 / 1.7	2.1	2.0	2.3	3.0	2.0	480 / 7.6	7.7	8.4	22 / 552	A	WWSH-FF

12+ FM Share (Metro): 76.58% (765 of 999) (Spring 97: 77.58%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WBHT-FF	1 WKRZ-FF >>	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WGGY-FF	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF
2 WKRZ-FF >>>	2 WEZX-F <	2 WGGY-FF	2 WMGS-F	2 WMGS-F	2 WMGS-F <	2 WGGY-FF	2 WGGY-FF <	2 WGGY-FF <	2 WGGY-FF <	2 WGGY-FF
3 WZMT-FF <	WMGS-F	3 WGGY-FF	3 WGGY-FF	3 WGGY-FF	3 WKRZ-FF <	3 WMGS-F	3 WMGS-F >	3 WMGS-F	3 WBHT-FF	3 WNAK
4 WGGY-FF	4 WEZX-F >	4 WEZX-F >	4 WEZX-F >	4 WNAK >	4 WZMT-FF	4 WEZX-F	4 WEZX-F	4 WEZX-F	4 WEZX-F	4 WMGS-F
5 WBHT-FF <	5 WZMT-FF	5 WZMT-FF	5 WZMT-FF	5 WEJL-AA	5 WEZX-F >	WILK	5 WBHT-FF <	5 WZMT-FF <	5 WBHT-FF	5 WBHT-FF
6 WMGS-F >	6 WBHT-FF >>	6 WBHT-FF >	6 WBHT-FF >	6 WILK <	6 WBHT-FF <	6 WEJL-AA <	6 WNAK >	6 WNAK >	6 WMGS-F >	6 WEZX-F <
				7 WQFM-F	7 WEZX-F	7 WILK	7 WNAK <	7 WEJL-AA <	7 WEJL-AA <	7 WEJL-AA >
						8 WARM <	8 WZMT-FF <	8 WZMT-FF	8 WARM	
						9 WNAK	9 WBHT-FF	9 WBHT-FF	9 WQFM-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	12+ Ovrnite
1 WKRZ-FF >>	1 WKRZ-FF >>>	1 WKRZ-FF >>	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF >>	1 WKRZ-FF >>	1 WKRZ-FF >	1 WKRZ-FF	1 WKRZ-FF	1 WKRZ-FF
2 WBHT-FF >>>	2 WMGS-F <	2 WMGS-F <	2 WGGY-FF <	2 WMGS-F	2 WEZX-F >	2 WZMT-FF <	2 WZMT-FF	2 WEZX-F	2 WEZX-F	2 WGGY-FF >
3 WGGY-FF	3 WGGY-FF <	3 WEZX-F	3 WMGS-F >>	3 WGGY-FF >>	3 WGGY-FF	3 WEZX-F >	3 WEZX-F >	3 WZMT-FF	3 WMGS-F <	3 WQFM-F <
4 WZMT-FF	4 WBHT-FF	4 WGGY-FF >	4 WBHT-FF	4 WEZX-F	WBHT-FF	4 WGGY-FF	4 WGGY-FF	4 WMGS-F <	4 WZMT-FF	4 WEZX-F <
5 WMGS-F	5 WEZX-F	5 WSBG-F	5 WEZX-F >	5 WBHT-FF >	5 WZMT-FF >>	5 WBHT-FF >	5 WMGS-F	5 WGGY-FF >	5 WGGY-FF >>	5 WZMT-FF <
WHLM-F >	6 WZMT-FF	WBHT-FF	6 WZMT-FF	6 WSBG-F	WQFM-F		WSBG-F	6 WBHT-FF	6 WBHT-FF	
				WWSH-FF						

Other Rated Stations		Metro	Cume	TSA
		Share	Rating	AQH Cume
WAZL	T	1490	Hazleton	0.5 1.1 7 104
WGBI-AA	T	910	Scranton	0.8 2.2 10 149
WHCY-F	C	106.3	Blairstown, NJ	0.7 1.9 12 182
WHLM-F	AC/CHR	106.5	Bloomsburg	1.4 4.7 19 440
WICK	EZ	1400	Scranton	0.6 2.3 7 146
WKAB-F	O	103.5	Berwick	1.3 3.3 19 251
WWDL-F	SAC	104.9	Scranton	0.6 1.8 12 126

Other Rated Stations--Outside Market				Metro	Cume	TSA
				Share	Rating	AQH Cume
WABC	T	770	New York	1.0 2.3 18 231		
WAEB-F	CHR	104.1	Allentown	0.5 2.7 19 379		
WAVT-F	CHR	101.9	Pottsville	0.3 1.4 53 728		
WCTO-F	C	96.1	Easton	0.9 2.1 18 279		
WILQ-F	C	105.1	Williamsport	0.4 1.6 14 276		
WLEV-F	AC	100.7	Allentown	0.4 1.7 14 188		
WNNJ-F	CL HITS	103.7	Sussex, NJ	0.9 2.2 16 262		
WODE-F	O	99.9	Easton	1.5 4.6 36 594		
WUSL-F	B	98.9	Philadelphia	0.3 0.9 5 79		
WZZO-F	AOR	95.1	Bethlehem	0.9 2.8 29 395		

WILKES BARRE-SCRANTON

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Citadel	17.2 %	20.9 %	26.5 %	AC	0 (0)	118 (3)	118 (3)	11.8 %	13.2 %
WARM-AM, WAZL-AM, WCDL-AM, WCTD-FM, WCTP-FM, WEMR-AM, WEMR-FM, WMGS-FM, WZMT-FM				AOR/Classic/NR	0 (0)	131 (4)	131 (4)	13.1 %	14.3 %
Local	1.2 %	1.0 %	%	Black/Urban	0 (0)	4 (1)	4 (1)	0.4 %	0.0 %
WICK-AM, WWDL-FM, WYCK-AM				CHR	0 (0)	242 (7)	242 (7)	24.2 %	20.5 %
Shamrock	12.6 %	13.3 %	12.5 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBAX-AM, WEJL-AM, WEZX-FM, WQFM-FM				Country	0 (0)	169 (7)	169 (7)	16.9 %	16.9 %
Sinclair Broadcast Group	30.0 %	30.5 %	41.9 %	Full Service	138 (4)	0 (0)	138 (4)	13.8 %	12.5 %
WGBI-AM, WGGI-FM, WGGY-FM, WILK-AM, WILP-AM, WKRF-FM, WKRZ-FM, WWFH-FM, WWSH-FM				Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
	61.0 %	65.7 %	80.9 %	Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				News/Talk	68 (6)	0 (0)	68 (6)	6.8 %	6.3 %
				Oldies	0 (0)	73 (4)	73 (4)	7.3 %	8.6 %
				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	0 (0)	28 (3)	28 (3)	2.8 %	5.8 %
				Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Standards/EZ	28 (3)	0 (0)	28 (3)	2.8 %	1.8 %
				Totals	234 (13)	765 (29)	999 (42)		

AM Stations

Station	Freq	Power	Service	City	AM	FM	Group	Location
WARM	590	5 kw (DA-2)	Full Service	Westwd	\$30.00	Eastman	Citadel	
WBAX	1240	1 kw	See WEJL					Wilkes Barre
WEJL	630	0.5 kw/0.032 kw	Standards/Full Svc.	ABC, Westwd	\$<20.00	Eastman	Shamrock	Scranton
WILK	980	5 kw/1 kw (DA-N)	Talk/News	CBS, ABC	\$27.00	D&R	Sinclair Bcst Gp	Wilkes Barre
WNAK	730	1 kw/0.012 kw	Standards/Full Svc.	Westwd	\$24.00	K&P		Nanticoke
WVPO	840	0.25 kw (Days)	Standards	CNN, Westwd		Market 4	WSBG-F	Stroudsburg

FM Stations

Station	Freq	Power	Service	City	AM	FM	Group	Location
WBHT	97.1	0.5 kw @ 1102	CHR		\$27.00	Eastman		Mountaintop
WCTD	93.7	1.5 kw @ 697	See WCTP-F					Dallas
WCTP	94.3	1.1 kw @ 771	Country		\$<20.00	Mc-Guild	Citadel	Carbondale
WEMR	107.7	0.235 kw @ 1161	See WBHT-F					Tunkhannock
WEZX	106.9	1.45 kw @ 617	Classic AOR	ABC, Westwd	\$44.00	Christai	Shamrock	
WGGI	95.9	6 kw @ 328	See WGGY-F					Benton
WGGY	101.3	7 kw @ 1110	Country		\$59.00	Katz	Sinclair Bcst Gp	
WKQV	95.7	0.3 kw @ 1010	See WZMT-F					Olyphant
WKRF	107.9	0.84 kw @ 876	See WKRZ-F					Tobyhanna
WKRZ	98.5	8.7 kw @ 1172	CHR		\$100.00	Katz	Sinclair Bcst Gp	
WMGS	92.9	5.3 kw @ 1383	AC		\$60.00	Eastman	Citadel	
WQFM	92.1	0.76 kw @ 663	Oldies		\$<20.00	Eastman	Shamrock	Nanticoke
WSBG	93.5	0.55 kw @ 764	CHR	AP	\$<20.00	Market 4	Nassau	Stroudsburg
WWFH	103.1	1.4 kw @ 679	See WWSH-F				Sinclair Bcst Gp	Freeland
WWSH	102.3	3 kw @ 72	Soft AC	JRN	\$<20.00	D&R	Sinclair Bcst Gp	Pittston
WZMT	97.9	26 kw @ 672	AOR	Westwd	\$26.00	K&P	Citadel	Hazleton

Notes: 1/98 WKXP-F changed calls to WGGI-F . . . 2/98 WKXP-F sold to Sinclair Broadcast Group for \$850,000 . . . 2/98 WMXH (750; Olyphant) sold for \$77,500 . . . 3/98 WEZX-F transitioned from AOR/Classic to Classic AOR . . . 3/98 WSGD-F/WDLS-F changed from Oldies to Country . . . 5/98 WSGD-F changed calls to WCTP-F; WDLS-F changed calls to WCTD-F

Jim Duncan

Comments: Total listening to radio is up sharply (+0.9 ratings point) . . . WKRZ-F has its highest share in more than four years . . . WNAK has its highest share since 1995

WILMINGTON, DE

Arbitron Rank: 74 Pop (12+): 516,400
MSA Rank: 91
MSA Pop: 559,000
DMA: Philadelphia (#4)
Average Persons Rating: 16.0
Market TSL in Hours: 21.00

Stations: 41 / 9
Diaries: 1,350/383:1/49.5%
Sample Target: 1,330
% Below Line: 50.8
% Not Listed: 12.3
Pop per Station: 57,378

Last Year's Revenue: \$17,800,000
Household Income: \$53,522
Total Retail Sales: \$5.8 Bil.
#1 Biller: WJBR-F \$5,200,000
#1 Billing Portfolio: Deimarva \$8,400,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WJBR-F	AC	92 / 11.2	8.3	10.7	9.8	1169 / 22.6	18.0	21.4	102 / 1300	G	WJBR-F
2	WSTW-F	CHR/AC	76 / 9.2	9.5	7.3	10.7	1096 / 21.2	21.8	21.7	84 / 1210	G	WSTW-F
3	WUSL-F	B	42 / 5.1	7.1	5.7	6.3	669 / 12.9	15.6	12.8	50 / 770		WUSL-F
4	WYSP-F	T/CL AOR	37 / 4.5	5.3	6.6	5.2	758 / 14.7	16.7	18.2	37 / 802		WYSP-F
5	WDAS-F	B/AC	34 / 4.1	3.1	4.3	4.7	427 / 8.3	7.8	8.3	37 / 473		WDAS-F
6	WXTU-F	C	28 / 3.4	3.1	2.9	2.2	450 / 8.7	8.5	8.6	28 / 470		WXTU-F
	WWDB-F	T	28 / 3.4	2.9	3.5	3.0	393 / 7.6	7.4	9.3	31 / 454		WWDB-F
8	WRDX-F	AOR	27 / 3.3	4.5	5.1	4.5	618 / 12.0	10.5	12.1	51 / 872		WRDX-F
9	WXCY-F	C	25 / 3.0	3.6	3.0	3.5	365 / 7.1	6.5	7.1	25 / 365		WXCY-F
10	WJZ-F	J	24 / 2.9	3.2	3.3	2.1	454 / 8.8	8.6	6.7	24 / 464		WJZ-F
11	WOGL-F	O	23 / 2.8	3.4	3.5	3.7	555 / 10.7	11.0	10.0	24 / 593		WOGL-F
	WPLY-F	CHR-NR	23 / 2.8	2.8	3.4	2.8	699 / 13.5	12.8	14.9	25 / 736		WPLY-F
13	WILM	N/T	22 / 2.7	3.4	3.7	3.1	436 / 8.4	9.0	10.1	23 / 444	C	WILM
14	WMGK-F	CL HITS	20 / 2.4	2.3	2.4	3.1	496 / 9.6	9.2	9.7	22 / 523		WMGK-F
	WDEL	FS	20 / 2.4	3.1	3.3	2.9	462 / 8.9	9.8	9.8	20 / 478	C	WDEL
16	WJBR	ST	19 / 2.3	3.6	1.9	2.6	250 / 4.8	6.6	5.3	19 / 250	B	WJBR
17	WIOQ-F	CHR	17 / 2.1	2.4	2.4	2.8	539 / 10.4	10.6	8.7	18 / 590		WIOQ-F

12+ FM Share (Metro): 85.48% (618 of 723) (Spring 1997: 85.98%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WUSL-F	1 WSTW-F	1 WSTW-F >	1 WSTW-F	1 WJBR-F	1 WJBR-F >	1 WJBR-F	1 WJBR-F <	1 WJBR-F	1 WUSL-F <	1 WJBR-F
2 WPLY-F >	2 WUSL-F	2 WJBR-F >	2 WJBR-F >	2 WSTW-F >	2 WSTW-F >	2 WYSP-F <	2 WSTW-F >>	2 WSTW-F >	2 WJBR-F	2 WUSL-F <
3 WIOQ-F	3 WJBR-F	3 WYSP-F <	3 WYSP-F <	3 WDAS-F <	3 WWDB-F <	3 WSTW-F >>	3 WWDB-F	3 WUSL-F	3 WDAS-F >	3 WSTW-F
WJKS-F	4 WYSP-F >	4 WUSL-F	4 WDAS-F	4 WYSP-F	4 WILM	4 WDAS-F <	4 WUSL-F	4 WRDX-F	4 WSTW-F <	4 WDAS-F <
5 WRDX-F	5 WDAS-F	5 WRDX-F	5 WRDX-F	5 WRDX-F	5 WILM	5 WRDX-F <	5 WRDX-F <	5 WXTU-F <	5 WJZ-F	5 WOGL-F
6 WPLY-F <	6 WRDX-F	6 WUSL-F	6 WUSL-F	6 WXTU-F	6 WJZ-F <	6 WUSL-F <	6 WXTU-F <	6 WPLY-F <	6 WWDB-F <	6 WXCY-F <
7 WDAS-F <	7 WMGK-F	7 WXTU-F <	7 WXTU-F <	7 WUSL-F	7 WXTU-F	7 WDEL	7 WXCY-F <	7 WDAS-F <	7 WDEL	7 WJZ-F
8 WXCY-F <	WXCY-F <	8 WMGK-F <			WOGL-F <				WPLY-F <	WPLY-F
					9 WDEL					WXTU-F
					WJBR					

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	12+ Ovrnite
1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WYSP-F	1 WDAS-F
WUSL-F >	2 WUSL-F	2 WJBR-F >	2 WJBR-F >	2 WSTW-F >>	2 WPHI-F	2 WSTW-F	2 WSTW-F	2 WSTW-F	2 WSTW-F	2 WUSL-F >
3 WJBR-F >	3 WJBR-F >>	3 WUSL-F >	3 WUSL-F >	3 WDAS-F	3 WPLY-F	3 WRDX-F	3 WRDX-F	3 WRDX-F	3 WJBR-F	3 WJBR-F
4 WPLY-F	4 WXCY-F	4 WDAS-F	4 WDAS-F	4 WXTU-F <	4 WRDX-F	4 WUSL-F >	4 WUSL-F	4 WJBR-F <	4 WRDX-F	4 WILM
5 WIOQ-F	5 WPLY-F	5 WXCY-F	5 WXTU-F	5 WUSL-F	5 WIOQ-F	5 WJBR-F	5 WJBR-F	5 WDAS-F <	5 WDAS-F	5 WDEL
6 WXCY-F >	6 WDAS-F >	6 WPLY-F	6 WXCY-F	6 WOGL-F	6 WUSL-F >	6 WIP >	6 WIP >	6 WUSL-F	6 WXTU-F	
		WJKS-F	7 WPLY-F	7 WXCY-F		WPHI-F		7 WMGK-F	7 WIP	
								WIP >		

Consolidation Report	12+	25-54	Revenue
Capstar WDSF-FM, WJBR-AM, WRDX-FM	6.8 %	6.3 %	14.2 %
Deimarva WDEL-AM, WSTW-FM, WXCY-FM	14.6 %	16.0 %	47.2 %
	21.4 %	22.3 %	61.4 %

WILMINGTON, DE

Other Rated Stations				Metro Share	Cume Rating	TSA AQH Cume	
WDSB-F	C	92.9	Smyrna	1.2	4.8	35	526
WJKS-F	CHR/B	101.7	Canton, NJ	1.6	5.2	18	354

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH Cume	
KYW	N	1060	Philadelphia	0.7	5.6	6	287
WBAL	N/T	1090	Baltimore	0.5	1.2	8	98
WBEB-F	AC	101.1	Philadelphia	1.1	5.1	10	286
WHFS-F	AOR-NR	99.1	Annapolis, MD	0.4	1.5	3	92
WIP	SPRTS	610	Philadelphia	1.8	4.4	15	239
WYYY-F	AOR	97.9	Baltimore	0.7	3.3	6	173
WLIF-F	SAC	101.9	Baltimore	0.6	0.7	5	49
WMMR-F	AOR	93.3	Philadelphia	1.7	9.2	14	501
WNAP	REL	1110	Norristown, PA	0.4	0.9	3	45
WOCT-F	CL HITS	104.3	Baltimore	0.5	2.2	6	153
WPEN	ST/FS	950	Philadelphia	1.5	2.5	13	156
WPHI-F	B	103.9	Jenkintown, PA	1.5	4.5	12	230
WPHT	T	1210	Philadelphia	0.4	1.1	3	59
WPOC-F	C	93.1	Baltimore	0.5	1.9	4	96
WQSR-F	O	105.7	Catonsville, MD	0.8	3.3	7	209
WRDR-F	ST	104.9	Egg Harbor, NJ	0.4	1.5	4	83
WSNJ-AF	VA	107.7	Bridgeton, NJ	0.7	1.7	6	99
WWMX-F	AC	106.5	Baltimore	0.7	2.0	6	104
WXXM-F	AC/CHR	95.7	Philadelphia	1.5	5.8	12	321
WXYV-F	CHR	102.7	Baltimore	0.4	1.7	5	95
WYXR-F	AC/CHR	104.5	Philadelphia	0.7	4.3	6	237

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	125 (5)	125 (5)	17.3 %	15.6 %
AOR/Classic/NR	0 (0)	87 (5)	87 (5)	12.0 %	5.1 %
Black/Urban	0 (0)	88 (3)	88 (3)	12.2 %	12.4 %
CHR	0 (0)	132 (5)	132 (5)	18.3 %	14.6 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	2.4 %
Country	0 (0)	67 (4)	67 (4)	9.3 %	12.7 %
Full Service	32 (2)	0 (0)	32 (2)	4.4 %	3.6 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	24 (1)	24 (1)	3.3 %	3.6 %
News/Talk	35 (4)	28 (1)	63 (5)	8.7 %	16.4 %
Oldies	0 (0)	54 (4)	54 (4)	7.5 %	7.7 %
Others/Unknown	1 (1)	5 (1)	6 (2)	0.8 %	0.4 %
Religion/Gospel	3 (1)	0 (0)	3 (1)	0.4 %	0.8 %
Soft AC	0 (0)	5 (1)	5 (1)	0.7 %	0.0 %
Sports	15 (1)	0 (0)	15 (1)	2.1 %	1.9 %
Standards/EZ	19 (1)	3 (1)	22 (2)	3.0 %	2.7 %
Totals	105 (10)	618 (31)	723 (41)		

AM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
WDEL	1150	5 kw (DA-2)	Full Service	CNN	\$37.00	Eastman Delmarva
WILM	1450	1 kw	News/Talk	CBS, Westwd	\$39.00	Savalli
WJBR	1290	2.5 kw/0.032 kw	Standards	AP, Westwd	\$<20.00	Katz Capstar

FM Stations

Station	Power	Frequency	Format	Advertiser	Agency	Product
WDSB	92.9	1.7 kw @ 377	Country	\$ NA	Katz	Capstar Smyrna
WJBR	99.5	50 kw @ 500	AC	AP, Westwd	\$122.00	Katz F. Washington
WJKS	101.7	3 kw @ 300	CHR/Black	\$ NA	Mc-Guild	Canton, NJ
WRDX	94.7	50 kw @ 360	AOR	Westwd	\$45.00	Katz Capstar Dover
WSTW	93.7	50 kw @ 491	CHR/AC	\$101.00	Eastman	Delmarva
WXCX	103.7	50 kw @ 341	Country	Westwd	\$ NA	Eastman Delmarva Havre de Grace, MD

Notes: Other ranked stations -- See Philadelphia . . . 3/98 WJBR-F sold by Capstar to Frank Washington (price NA) to satisfy DoJ divestiture order

Jim Duncan

Comments: Total listening is steady . . . Below-the-line listening has dropped dramatically (about 33%) in the last two years as WRDX-F and WXCX-F have increased their shares

WILMINGTON, NC

Arbitron Rank: 178 Pop (12+): 182,800
 MSA Rank: 194
 MSA Pop: 216,000
 DMA: 155
 Average Persons Rating: 14.1
 Market TSL in Hours: 19.00

Stations: 24 / 13
 Diaries: 639/286/1/51.2%
 Sample Target: 610
 % Below Line: 21.0
 % Not Listed: 16.3
 Pop per Station: 14,062

Last Year's Revenue: \$9,000,000
 Household Income: \$35,812
 Total Retail Sales: \$2.8 Bil.
 #1 Biller: WGNI-F \$2,000,000
 #1 Billing Portfolio: Cape Fear \$3,500,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WGNI-F	29 / 11.3	7.5	11.1	14.5	12.1	435 / 23.8	21.6	22.4	36 / 553	D	WGNI-F
2	WWQQ-F	26 / 10.1	6.4	6.3	8.7	7.8	319 / 17.4	15.1	13.4	28 / 350	C	WWQQ-F
3	WMNX-F	20 / 7.8	8.3	13.0	10.9	11.7	372 / 20.3	19.5	19.0	32 / 618	C	WMNX-F
	WSFM-F	AOR 20 / 7.8	6.8	6.3	6.2	7.4	346 / 18.9	14.7	15.4	23 / 424	C	WSFM-F
5	WKOO-F	O 16 / 6.2	6.8	4.0	5.4	4.7	299 / 16.4	15.0	12.6	25 / 439	B	WKOO-F
6	WRQR-F	AOR 14 / 5.4	8.7	6.7	5.4	3.5	257 / 14.1	16.2	16.4	15 / 277	B	WRQR-F
7	WXKB-F	C 12 / 4.7	4.4	6.7	4.3	5.5	244 / 13.3	11.7	12.6	19 / 335	B	WXKB-F
8	WAAV-F	B/AC 11 / 4.3	3.2	1.6	0.4	0.8	177 / 9.7	6.5	5.6	12 / 219		WAAV-F
	WZFX-F	B 11 / 4.3	3.2	2.8	2.9	3.5	249 / 13.6	10.6	8.4	28 / 495		WZFX-F
	WAAF	T 11 / 4.3	4.8	4.3	4.0	5.9	169 / 9.2	9.8	8.7	11 / 183	B	WAAF
11	WMFD	T 7 / 2.7	2.0	0.8	2.9	1.6	135 / 7.4	4.5	3.1	8 / 154		WMFD
12	WCCA-F	O 6 / 2.3	2.8	1.2	1.8	1.6	135 / 7.4	7.1	5.1	6 / 139		WCCA-F

12+ FM Share (Metro): 90.70% (195 of 215) (Spring 1997: 92.99%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd							
1	WSFM-F	1	WGNI-F >	1	WGNI-F	1	WWQQ-F	1	WGNI-F	1	WSFM-F <	1	WMNX-F				
	WMNX-F	2	WRQR-F	2	WSFM-F <	2	WWQQ-F	2	WGNI-F	2	WWQQ-F <	2	WMNX-F >	2	WWQQ-F		
3	WZFX-F	3	WGNI-F >	3	WWQQ-F	3	WMNX-F	3	WKOO-F <	3	WSFM-F	3	WGNI-F	3	WGNI-F <		
4	WQSL-F >>>	4	WMNX-F	4	WRQR-F	4	WAAV-F	4	WMNX-F	4	WAAV	4	WSFM-F	4	WSFM-F		
		5	WZFX-F	5	WMNX-F	5	WRQR-F	5	WAAV-F	5	WSFM-F	5	WAAV	5	WZFX-F		
		6	WWQQ-F	6	WKOO-F	6	WSFM-F	6	WRQR-F	6	WXKB-F	6	WZFX-F	6	WXKB-F		
		7	WAAV-F >	7	WKOO-F >>	7	WSFM-F >	7	WMNX-F >	7	WMFD	7	WMNX-F <	7	WRQR-F	7	WKOO-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	12+ Ovrnt							
1	WSFM-F	1	WGNI-F >	1	WGNI-F	1	WRQR-F	1	WRQR-F	1	WRQR-F >	1	WWQQ-F	1	WWQQ-F		
	WGNI-F >	2	WSFM-F	2	WSFM-F	2	WMNX-F	2	WMNX-F	2	WRQR-F >	2	WRQR-F	2	WAAV		
3	WMNX-F >>	3	WMNX-F >	3	WWQQ-F	3	WWQQ-F	3	WWQQ-F >>	3	WMNX-F >>	3	WSFM-F	3	WGNI-F >	3	WSFM-F >
		4	WZFX-F >	4	WZFX-F	4	WKOO-F	4	WKOO-F	4	WGN-F	4	WGN-F	4	WAAV-F	4	WAAV-F
			WAAV-F	5	WKOO-F	5	WSFM-F	5	WSFM-F	5	WAAV-F	5	WAAV-F	5	WAAV-F	5	WMNX-F
			WRQR-F >>	6	WAAV-F	6	WAAV-F	6	WAAV-F	6	WKOO-F >	6	WKOO-F >	6	WSFM-F	6	WSFM-F
			WZFX-F		WZFX-F		WZFX-F		WZFX-F		WZFX-F		WZFX-F		WZFX-F		WZFX-F

Other Rated Stations

Station	Format	Pop	City	Metro Share	Cume Rating	TSA AQH	Cume
WLGX-F	B/O	106.7	Carolina Beach	0.4	2.0	1	51
WLTT-F	SAC	103.7	Shalotte	0.8	2.6	4	74
WWIL	G	1490	Wilmington	0.8	1.8	2	32

Other Rated Stations--Outside Market

Station	Format	Pop	City	Metro Share	Cume Rating	TSA AQH	Cume
WEGX-F	C	92.9	Dillon, SC	0.4	1.9	5	103
WJYR-F	EZ	92.1	Myrtle Beach, SC	1.2	2.8	5	80
WQSL-F	CHR	92.3	Jacksonville	1.9	7.9	8	192
WSFL-F	AOR	106.5	New Bern	0.8	1.8	3	122
WWCO-F	J	94.9	Loris, SC	1.6	2.0	5	67
WWSK-F	CL AOR	107.1	Mullins, SC	0.8	2.0	3	56
WWXM-F	CHR	97.7	Garden City, SC	1.2	1.5	4	73
WXQR-F	AOR	105.5	Jacksonville	1.6	8.4	4	157
WZXS-F	ST	103.9	Topsail Beach	1.2	3.7	12	104

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	29 (1)	29 (1)	13.5 %	13.1 %
AOR/Classic/NR	0 (0)	42 (5)	42 (5)	19.5 %	23.4 %
Black/Urban	0 (0)	43 (4)	43 (4)	20.0 %	21.0 %
CHR	0 (0)	8 (2)	8 (2)	3.7 %	3.3 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	0 (0)	39 (3)	39 (3)	18.1 %	16.4 %
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)	4 (1)	4 (1)	1.9 %	0.0 %
News/Talk	18 (2)	0 (0)	18 (2)	8.4 %	7.9 %
Oldies	0 (0)	22 (2)	22 (2)	10.2 %	6.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	2 (1)	0 (0)	2 (1)	0.9 %	0.9 %
Soft AC	0 (0)	2 (1)	2 (1)	0.9 %	6.1 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	0 (0)	6 (2)	6 (2)	2.8 %	1.9 %
Totals	20 (3)	195 (21)	215 (24)		

WILMINGTON, NC

Consolidation Report	12+	25-54	Revenue
Cape Fear WGNI-FM, WMNX-FM	19.1 %	21.0 %	38.9 %
Cumulus WAAV-FM, WQSL-FM, WWQQ-FM, WXQR-FM	17.9 %	18.9 %	23.0 %
Local WAHH-AM, WMFD-AM, WRQR-FM	8.1 %	9.1 %	8.9 %
Sea-Comm WKXB-FM, WFSM-FM	12.5 %	10.5 %	18.3 %
	57.6 %	59.5 %	89.1 %

AM Stations

WAAV	980	5 kw (DA-N)	Talk	Westwd	\$<20.00	Katz		Leland
WMFD	630	1 kw (DA-2)	Talk	CBS	\$ NA	---	WAHH/WRQR-F	

FM Stations

WAAV	94.1	5 kw @ 148	Black AC	ABC		Katz	Cumulus	Leland
WCCA	106.3	6 kw @ 305	Oldies			---		Shalotte
WGNI	102.7	100 kw @ 981	AC		\$42.00	Katz	Cape Fear	
WKXB	99.9	100 kw @ 518	Country	Westwd	\$<20.00	Christal	Sea-Comm	Burgaw
WLGX	106.7	5.6 kw @ 341	Black Oldies		\$ NA	K&P		Carolina Beach
WLTT	103.7	25 kw @ 328	Soft AC		\$ NA	---		Shalotte
WMNX	97.3	100 kw @ 561	Black	ABC	\$34.00	Banner	Cape Fear	
WRQR	104.5	4.5 kw @ 377	AOR		\$<20.00	Allied	WAHH/WMFD	
WFSM	107.5	32 kw @ 594	AOR		\$28.00	Mc-Guild	Sea-Comm	Southport
WWQQ	101.3	40 kw @ 545	Country	ABC	\$27.00	Banner	Cumulus	

Notes: Other ranked stations -- See Greenville-New Bern-Jacksonville or Fayetteville in this volume or Myrtle Beach, SC in the Spring 1998 American Radio Small Market edition . . . 5/98 WLTT-F (103.7; Shalotte) sold for \$100,000 . . . 7/98 Cape Fear & Sea-Comm called off the merger of their Wilmington holdings

Jim Duncan

Comments: Listening levels are fairly steady . . . WAAV-F's influence seems to be growing at the expense, at least somewhat, of WMNX-F

WORCESTER

Arbitron Rank: 112 Pop (12+): 367,200
MSA Rank: 75
MSA Pop: 433,000
DMA: Boston (#6)
Average Persons Rating: 16.7
Market TSL in Hours: 22.00

Stations: 35 / 10
Diaries: 1,131/325:1/52.3%
Sample Target: 1,150
% Below Line: 51.3
% Not Listed: 11.2
Pop per Station: 38,720

Last Year's Revenue: \$12,200,000
Household Income: \$48,349
Total Retail Sales: \$4.3 Bil.
#1 Biller: WSRS-F \$4,700,000
#1 Billing Portfolio: Capstar \$6,500,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level	
1	WSRS-F	SAC	86 / 14.0	13.8	11.1	11.0	974 / 26.5	29.4	26.7	107 / 1393	F	WSRS-F
2	WXLO-F	AC	55 / 9.0	7.9	8.0	9.6	786 / 21.4	18.4	20.5	91 / 1294	E	WXLO-F
	WAAF-F	AOR-NR	55 / 9.0	7.7	8.9	6.0	634 / 17.3	17.0	19.0	86 / 1232		WAAF-F
4	WTAG	FS/T	54 / 8.8	9.1	7.9	7.7	687 / 18.2	18.8	18.9	60 / 851	C	WTAG
5	WJMN-F	CHR	32 / 5.2	6.2	5.0	6.0	602 / 16.4	15.6	13.3	43 / 871		WJMN-F
6	WCRB-F	CL	25 / 4.1	4.5	3.7	4.2	349 / 9.5	11.3	9.2	36 / 629		WCRB-F
7	WZLX-F	CL AOR	22 / 3.6	4.2	5.9	4.5	396 / 10.8	9.5	12.3	42 / 650		WZLX-F
8	WKLB-F	C	21 / 3.4	3.0	4.2	2.9	280 / 7.1	6.3	9.6	36 / 507		WKLB-F
9	WBMX-F	AC	20 / 3.3	2.9	2.0	2.2	480 / 13.1	10.6	9.6	45 / 816		WBMX-F
10	WODS-F	O	18 / 2.9	3.0	3.5	4.2	302 / 8.2	8.9	11.1	42 / 703		WODS-F
11	WBCN-F	AOR	16 / 2.6	2.7	3.3	2.2	358 / 9.7	11.0	10.9	21 / 569		WBCN-F
	WXKS-F	CHR	16 / 2.6	2.5	2.3	1.5	427 / 11.6	11.8	9.4	31 / 672		WXKS-F
	WBZ	N/T	16 / 2.6	2.4	3.0	6.3	368 / 10.0	10.9	11.9	30 / 722		WBZ
14	WROR-F	AC	13 / 2.1	1.9	1.2	3.2	211 / 5.7	5.3	4.0	22 / 368		WROR-F
15	WQVR-F	C	12 / 2.0	3.2	3.3	2.8	182 / 5.0	6.9	6.8	19 / 379	C	WQVR-F

12+ FM Share (Metro): 81.65% (445 of 545) (Spring 1997: 81.16%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WAAF-F	1 WAAF-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F >	1 WSRS-F	1 WSRS-F	1 WSRS-F
2 WJMN-F >	2 WSRS-F	2 WXLO-F	2 WXLO-F >	2 WXLO-F >	2 WTAG >	2 WTAG >	2 WXLO-F	2 WXLO-F <	WAAF-F <	2 WAAF-F
3 WXKS-F >>	WXLO-F	3 WAAF-F >	3 WAAF-F	3 WAAF-F	3 WXLO-F	3 WXLO-F <	3 WAAF-F	3 WAAF-F	3 WTAG	3 WXLO-F <
	4 WJMN-F >>	4 WJMN-F	4 WZLX-F	4 WZLX-F	4 WCRB-F	4 WAAF-F >	4 WTAG >	4 WTAG >	4 WJMN-F >	4 WJMN-F
		5 WZLX-F	5 WBMX-F	5 WBMX-F <	5 WKLB-F	5 WBCN-F	5 WZLX-F <	5 WJMN-F	5 WCRB-F	5 WTAG
		6 WBMX-F	WJMN-F	6 WJMN-F <	6 WBZ	6 WJMN-F <	6 WKLB-F <	6 WKLB-F	WXLO-F >	6 WCRB-F >
		7 WBCN-F	7 WROR-F <	7 WTAG <	WODS-F <	7 WBZ <				

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	12+ Ovmite
1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WAAF-F >>>	1 WAAF-F >>>	1 WAAF-F >	1 WAAF-F >>	1 WAAF-F	1 WSRS-F
2 WJMN-F	2 WXLO-F >	WXLO-F >	2 WXLO-F >>	2 WXLO-F >>>	2 WXLO-F	2 WXLO-F	2 WXLO-F	2 WSRS-F	2 WSRS-F	2 WTAG >
3 WXLO-F	3 WJMN-F >	3 WJMN-F >	3 WJMN-F >	3 WBMX-F	WJMN-F >	3 WJMN-F >	3 WJMN-F >	WXLO-F <	3 WXLO-F	3 WBZ
4 WAAF-F >>	4 WAAF-F	4 WXKS-F	4 WBMX-F	4 WJMN-F	4 WZLX-F	4 WZLX-F	4 WBCN-F	4 WZLX-F >	4 WZLX-F >	4 WCRB-F
	WXKS-F	WBMX-F	5 WAAF-F	5 WODS-F	WBCN-F	WBCN-F	WSRS-F	5 WJMN-F	5 WTAG	
	6 WBMX-F >	6 WEGQ-F >		6 WTAG	WSRS-F >>	WSRS-F >	WZLX-F	6 WBCN-F	WBCN-F	
				WROR-F						

Other Rated Stations Metro Cume Share Rating TSA AQH Cume

WGFP	T	940	Webster	0.7	1.3	5	63
WNEB	EZ	1230	Worcester	0.5	1.2	3	43
WORC	T	1310	Worcester	0.7	2.2	4	115
WVNE	REL	760	Leicester	0.7	1.0	16	97
WWTM	SPRTS	1440	Worcester	0.8	2.2	5	80
WXXW-F	O	98.9	Webster	0.5	1.1	12	127

Other Rated Stations--Outside Market Metro Cume Share Rating TSA AQH Cume

WAQY-F	CL AOR	102.1	Springfield	0.3	1.7	11	166
WBOS-F	AOR-P	92.9	Brookline	1.8	7.9	18	527
WBRU-F	AOR-NR	95.5	Providence	0.3	2.7	5	148
WEGQ-F	CL HITS	93.7	Lawrence	1.3	4.5	15	291
WESO	ST	97.0	Southbridge	0.5	1.3	7	108
WGIR-F	AOR	101.1	Manchester, NH	0.5	2.0	5	209
WHJY-F	AOR	94.1	Providence	0.7	2.2	6	189
WMJX-F	AC	106.7	Boston	0.5	3.6	8	233
WPRO-F	CHR	92.3	Providence	0.5	3.5	3	199
WRKO	T	680	Boston	1.1	2.2	13	183
WSJZ-F	J	96.9	Boston	0.8	3.7	20	290
WWBB-F	O	101.5	Providence	0.5	2.4	9	191
WWLI-F	SAC	105.1	Providence	0.5	1.3	5	145
WXRV-F	AOR-NR	92.5	Haverhill	0.7	1.8	4	93

WORCESTER

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	91 (4)	91 (4)	16.7 %	16.2 %
AOR/Classic/NR	0 (0)	119 (9)	119 (9)	21.8 %	23.7 %
Black/Urban	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
CHR	0 (0)	51 (3)	51 (3)	9.4 %	8.6 %
Classical	0 (0)	25 (1)	25 (1)	4.6 %	4.1 %
Country	0 (0)	33 (2)	33 (2)	6.1 %	8.8 %
Full Service	54 (1)	0 (0)	54 (1)	9.9 %	8.8 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	5 (1)	5 (1)	0.9 %	0.9 %
News/Talk	31 (4)	0 (0)	31 (4)	5.7 %	5.0 %
Oldies	0 (0)	32 (4)	32 (4)	5.9 %	7.8 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	4 (1)	0 (0)	4 (1)	0.7 %	0.4 %
Soft AC	0 (0)	89 (2)	89 (2)	16.3 %	13.8 %
Sports	5 (1)	0 (0)	5 (1)	0.9 %	1.1 %
Standards/EZ	6 (2)	0 (0)	6 (2)	1.1 %	0.7 %
Totals	100 (9)	445 (26)	545 (35)		

AM Stations

WTAG	580	5 kw (DA-2)	Full Service/Talk	CBS, Talknt	\$48.00	Sentry	Capstar
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FM Stations

WQVR	100.1	2.1 kw @ 397	Country	Westwd, JRN	\$32.00	Allied	Southbridge
WSRS	96.1	16.5 kw @ 863	Soft AC		\$94.00	Sentry	Capstar
WXLO	104.5	37 kw @ 564	AC	AP	\$86.00	Mc-Guild	Deer River

Notes: Other ranked stations -- See Boston . . . There is no Consolidation Report (no significant duopolies in place) . . . 3/98 WORC (1310) sold to WGFP/WXXW-F for \$715,000 (New England) . . . 7/98 WQVR-F sold by Neuhoﬀ for \$2,380,000

Jim Duncan

Comments: Listening levels are up slightly . . . WSRS-F has posted its highest share in two years

YORK

Arbitron Rank: 103 Pop (12+): 384,100
MSA Rank: 133
MSA Pop: 449,000
DMA: 44 (w/Harris., Lanc.)
Average Persons Rating: 17.2
Market TSL in Hours: 22.50

Stations: 39 / 10
Diaries: 1,348/285:1/63.8%
Sample Target: 1,380
% Below Line: 41.6
% Not Listed: 10.6
Pop per Station: 38,410

Last Year's Revenue: \$15,800,000
Household Income: \$44,639
Total Retail Sales: \$4.3 Bil.
#1 Biller: WARM-F \$5,100,000
#1 Billing Portfolio: Susquehanna \$8,200,000

12+ Metro	Format	Spring 98 1/4 Share	Win 98	Fall 97	Sum 97	Spg 97	4-Book Avg	12+ Metro Cume / Rtg.	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level
1	WARM-F	69 / 10.4	11.2	9.7	9.8	10.3	10.3	835 / 21.8	21.0	18.6	113 / 1659	G
2	WGTY-F	59 / 6.9	9.8	8.6	7.8	8.4	8.8	697 / 18.1	17.5	18.8	64 / 851	E
3	WQXA-F	52 / 7.9	6.5	8.3	5.7	7.0	7.1	729 / 19.0	19.0	16.9	131 / 2041	C
4	WYCR-F	49 / 7.4	5.7	5.4	6.9	6.0	6.4	889 / 23.1	17.4	20.3	65 / 1499	C
5	WRKZ-F	36 / 5.4	5.7	5.4	6.7	5.7	5.8	521 / 13.6	13.3	14.1	113 / 1683	F
6	WSBA	33 / 5.0	4.6	3.4	3.9	5.6	4.2	495 / 12.9	12.1	15.4	37 / 642	E
7	WROZ-F	30 / 4.5	4.7	3.9	5.5	4.8	4.7	585 / 15.2	12.4	13.4	109 / 1807	F
8	WEGK-F	23 / 3.5	3.8	4.2	3.9	3.2	3.8	439 / 11.4	13.2	11.0	57 / 1254	C
9	WWKL-F	21 / 3.2	2.5	2.4	2.4	2.7	2.6	328 / 8.5	8.2	7.9	68 / 1209	F
10	WRVV-F	18 / 2.7	2.5	3.2	3.3	3.5	2.9	364 / 9.5	8.9	9.4	99 / 1673	F
11	WWMD-F	17 / 2.6	1.9	2.4	2.3	2.2	2.3	240 / 6.2	6.4	6.4	23 / 315	F
	WHP	17 / 2.6	2.5	2.3	2.6	1.9	2.5	302 / 7.9	7.0	5.6	114 / 1471	F
13	WQXA	16 / 2.4	1.7	2.4	1.5	1.3	2.0	161 / 4.2	3.4	3.4	16 / 171	A
	WTPA-F	16 / 2.4	4.0	4.4	3.6	4.8	3.6	374 / 9.7	11.3	9.2	76 / 1282	F
15	WLAN-F	14 / 2.1	1.7	2.4	1.6	1.4	2.0	386 / 10.0	11.0	8.1	93 / 1882	F
16	WDAC-F	13 / 2.0	1.4	1.8	2.0	1.3	1.8	178 / 4.6	4.7	3.9	55 / 966	F

12+ FM Share (Metro): 84.43% (499 of 591) (Spring 97: 83.72%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WYCR-F >>	1 WQXA-F >	1 WQXA-F <	1 WARM-F	1 WARM-F >	1 WARM-F	1 WQXA-F	1 WARM-F	1 WARM-F	1 WYCR-F <	1 WGTY-F
2 WQXA-F	2 WYCR-F >	2 WARM-F	2 WQXA-F <	2 WQXA-F <	2 WGTY-F >	WARM-F <	2 WGTY-F	2 WQXA-F <	2 WARM-F	2 WARM-F
WLAN-F	3 WGTY-F <	3 WYCR-F	3 WYCR-F	3 WGTY-F <	3 WSBA	3 WGTY-F	3 WYCR-F <	3 WGTY-F <	3 WQXA-F <	3 WYCR-F
4 WRKZ-F >>>	4 WARM-F	4 WGTY-F	4 WGTY-F	4 WYCR-F	4 WRKZ-F	4 WYCR-F	4 WQXA-F	4 WYCR-F >	4 WGTY-F	4 WQXA-F <
	5 WROZ-F <	5 WROZ-F	5 WEGK-F <	5 WRKZ-F	5 WYCR-F	5 WSBA <	5 WSBA	5 WRKZ-F <	5 WROZ-F <	5 WRKZ-F >
	6 WRKZ-F	WRKZ-F <	6 WRKZ-F <	6 WEGK-F	WROZ-F	6 WRKZ-F >	6 WROZ-F	6 WROZ-F	6 WRKZ-F	6 WEGK-F
	7 WEGK-F	7 WEGK-F	7 WROZ-F <	WROZ-F	WWKL-F <	7 WROZ-F >	WRKZ-F >	7 WEGK-F <	7 WEGK-F	WROZ-F
	8 WRVV-F	8 WRVV-F	8 WRVV-F	8 WRVV-F	8 WWMD-F <	8 WWKL-F	8 WWKL-F	8 WSBA <	WSBA	8 WSBA
	WTPA-F	9 WTPA-F	9 WTPA-F <	9 WWKL-F <	9 WHP <	WEGK-F	WHP <	9 WRVV-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	12+ Ovrnite
1 WYCR-F >	1 WYCR-F >	1 WYCR-F	1 WARM-F	1 WARM-F >>	1 WQXA-F >>>	1 WQXA-F >>>	1 WQXA-F >>	1 WQXA-F >>	1 WQXA-F	1 WRKZ-F <
2 WQXA-F >	2 WARM-F	WARM-F >	2 WYCR-F >	2 WYCR-F	2 WGTY-F	2 WGTY-F	2 WYCR-F	2 WYCR-F <	2 WGTY-F <	2 WGTY-F
3 WROZ-F	3 WQXA-F	3 WROZ-F	3 WROZ-F	3 WROZ-F <	3 WYCR-F >	WYCR-F	3 WEGK-F	3 WGTY-F	3 WARM-F	3 WARM-F
WLAN-F >	4 WROZ-F >	WGTY-F	4 WGTY-F <	4 WGTY-F	4 WROZ-F	4 WRKZ-F	4 WRKZ-F	WARM-F <	4 WYCR-F <	4 WYCR-F
5 WGTY-F	5 WGTY-F	5 WQXA-F	5 WQXA-F <	5 WRKZ-F	WEGK-F	WEGK-F	WGTY-F	5 WEGK-F	5 WEGK-F	
WNNK-F	WLAN-F	WNNK-F >	6 WRKZ-F >	6 WWKL-F	WARM-F	6 WARM-F	WRVV-F	6 WRKZ-F	6 WRKZ-F	
WARM-F >>	7 WNNK-F		7 WLAN-F	7 WQXA-F	WRKZ-F >>	WTPA-F	WTPA-F	WRVV-F	WRVV-F	
	WRKZ-F		WWKL-F	8 WEGK-F			8 WRBT-F >	8 WTPA-F >	8 WTPA-F	

YORK

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WGET	T	1320	Gettysburg	0.6	1.9	4	72
WHVR	ST	1280	Hanover	0.8	3.3	5	133
WOYK	C	1350	York	0.9	4.3	7	186

Other Rated Stations--Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WBAL	N/T	1090	Baltimore	1.4	3.7	9	161
WERQ-F	B/CHR	92.3	Baltimore	0.3	1.9	2	96
WFRE-F	C	99.9	Frederick, MD	0.8	3.7	5	163
WGRX-F	C	100.7	Westminster, MD	1.1	5.1	8	207
WHFS-F	AOR-NR	99.1	Annapolis, MD	0.3	1.5	2	68
WHYL	ST	960	Carlisle	0.3	1.1	34	422
WHYL-F	C	102.3	Carlisle	0.3	1.5	16	354
WIOV-F	C	105.1	Ephrata	1.2	3.8	57	899
WIYY-F	AOR	97.9	Baltimore	1.5	3.8	10	173
WLIF-F	SAC	101.9	Baltimore	0.5	1.8	3	73
WNCE-F	EZ/ST	92.1	Palmyra	0.3	1.0	27	463
WNNK-F	CHR	104.1	Harrisburg	1.7	5.3	98	1502
WOCT-F	CL HITS	104.3	Baltimore	0.5	1.5	3	58
WPOC-F	C	93.1	Baltimore	1.1	3.6	7	152
WQSR-F	O	105.7	Catonsville, MD	0.6	1.3	5	78
WRBT-F	C	94.9	Harrisburg	1.4	4.0	86	1110
WWDC-F	AOR	101.1	Washington, DC	0.5	1.3	3	49
WXCY-F	C	103.7	Havre de Grace	0.3	1.1	5	106
WXYV-F	CHR	102.7	Baltimore	0.3	1.9	2	74

Consolidation Report	12+	25-54	Revenue
Citadel WQXA-AM, WQXA-FM, WRKZ-FM	15.7 %	14.5 %	10.1 %
Hall (semi-duop) WEGK-FM, WROZ-FM	8.0 %	9.8 %	%
	23.7 %	24.3 %	10.1 %

Format Performance	AM	FM	Total	%	Spg 97
AC	0 (0)	87 (2)	87 (2)	14.7 %	15.6 %
AOR/Classic/NR	0 (0)	106 (6)	106 (6)	17.9 %	18.2 %
Black/Urban	0 (0)	2 (1)	2 (1)	0.3 %	1.3 %
CHR	0 (0)	76 (4)	76 (4)	12.9 %	10.7 %
Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Country	6 (1)	135 (9)	141 (10)	23.9 %	25.2 %
Full Service	50 (2)	0 (0)	50 (2)	8.5 %	8.4 %
Hispanic	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Jazz	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
News/Talk	13 (2)	0 (0)	13 (2)	2.2 %	2.3 %
Oldies	0 (0)	28 (3)	28 (3)	4.7 %	4.1 %
Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Religion/Gospel	0 (0)	13 (1)	13 (1)	2.2 %	1.4 %
Soft AC	0 (0)	33 (2)	33 (2)	5.6 %	7.9 %
Sports	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
Standards/EZ	23 (3)	19 (2)	42 (5)	7.1 %	4.8 %
Totals	92 (8)	499 (30)	591 (38)		

AM Stations

WQXA	1250	1 kw/0.033 kw	Standards	CBS	\$ NA	Mc-Guild	Citadel
WSBA	910	5 kw/1 kw (DA-2)	Full Service		\$52.00	Eastman	Susquehanna

FM Stations

WARM	103.3	6.4 kw @ 1305	AC		\$105.00	Eastman	Susquehanna	
WEGK	92.7	1.4 kw @ 699	Classic AOR	Source	\$28.00	D&R	Hall	Starview
WGTY	107.7	16 kw @ 850	Country	Westwd	\$58.00	Eastman	WGET	Gettysburg
WQXA	105.7	25 kw @ 705	AOR		\$27.00	Mc-Guild	Citadel	
WYCR	98.5	10.5 kw @ 928	CHR		\$40.00	Allied	WHVR	Hanover

Notes: Other ranked stations -- See Harrisburg or Lancaster, or in the Spring 1998 American Radio Small Market edition, Hagerstown-Waynesboro-Chambersburg . . . No revenue share for the Hall semi-duop is available due to overlap with Lancaster . . . 3/98 WQXA (AM) changed from simulcasting WRKZ-F to Oldies . . . 7/98 WTHM-F (96.1; Red Lion) changed from simulcasting WIOV-F to Oldies; changed calls to WSOX-F

Jim Duncan

Comments: Total listening to radio is up moderately (+0.5 ratings point) . . . WYCR-F registered its highest share since the early 1990's

YOUNGSTOWN

Arbitron Rank: 91 Pop (12+): 405,600
MSA Rank: 88
MSA Pop: 488,000
DMA: 95
Average Persons Rating: 17.1
Market TSL In Hours: 22.50

Stations: 29 / 18
Diaries: 1,291/314:1/54.7%
Sample Target: 1,320
% Below Line: 9.4
% Not Listed: 10.1
Pop per Station: 22,533

Last Year's Revenue: \$16,600,000
Household Income: \$36,952
Total Retail Sales: \$4.9 Bil.
#1 Biller: WHOT-F \$3,100,000
#1 Billing Portfolio: Connoisseur \$8,550,000

12+ Metro	Format	Spring 98 1/4 Share	Fall 97	Spg - 97	Fall 96	Spg 96	12+ Metro Cume / Rtg	Fall 97	Spg 97	12+ TSA AQH / Cume	Revenue Level		
1	WQXK-F	C	96 / 13.9	11.8	14.4	14.5	11.7	1080 / 28.8	24.7	27.3	162 / 1847	D	WQXK-F
2	WHOT-F	CHR	73 / 10.6	8.9	11.4	10.2	10.7	1167 / 28.5	28.2	29.7	115 / 1941	E	WHOT-F
3	WKBN	N/T	61 / 8.8	10.1	9.3	10.2	11.6	695 / 17.1	18.0	17.7	81 / 982	C	WKBN
4	WYFM-F	CL AOR	58 / 8.4	8.2	7.6	6.7	5.8	739 / 18.2	19.2	17.8	90 / 1188	D	WYFM-F
5	WNCD-F	AOR	56 / 8.1	6.5	5.7	5.4	6.4	772 / 19.0	16.1	16.7	62 / 882	C	WNCD-F
6	WKBN-F	SAC	50 / 7.2	6.1	7.7	7.5	7.5	703 / 17.3	16.9	16.6	64 / 993	C	WKBN-F
7	WBBG-F	O	48 / 6.9	7.6	6.8	7.0	7.3	769 / 19.0	18.3	17.6	69 / 1151	C	WBBG-F
8	WRBP-F	B	29 / 4.2	4.0	4.7	4.7	5.5	343 / 8.5	7.8	8.5	34 / 452	B	WRBP-F
9	WAMO-F	B	22 / 3.2	1.8	4.0	2.6	1.1	317 / 7.8	5.8	8.3	36 / 509	A	WAMO-F
10	WSOM	ST	17 / 2.6	1.9	2.6	1.5	2.7	226 / 5.6	5.0	5.9	32 / 380	A	WSOM
11	WNIO	ST	16 / 2.3	4.7	2.6	5.1	3.0	143 / 3.5	4.7	3.8	16 / 154	A	WNIO
	WWSY-F	EZ	16 / 2.3	2.8	2.3	2.2	0.8	193 / 4.7	5.6	4.4	21 / 254	A	WWSY-F
13	WENZ-F	AOR-NR	13 / 1.9	1.9	2.1	1.9	1.8	313 / 7.7	6.6	6.8	14 / 392	A	WENZ-F
14	WRTK	T	9 / 1.3	1.5	1.1	1.1	1.8	272 / 6.7	6.4	6.5	10 / 294	A	WRTK
15	WGFT	B/G	8 / 1.2	1.2		1.1	1.0	66 / 1.6	1.7		8 / 75	A	WGFT

12+ FM Share (Metro): 79.42% (494 of 622) (Spring 1997: 79.78%)

Teens	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ Mid	12+ PMD	12+ Eve	12+ Wknd
1 WHOT-F >>>	1 WHOT-F	1 WQXK-F	1 WYFM-F <	1 WQXK-F <	1 WQXK-F	1 WQXK-F <	1 WQXK-F	1 WQXK-F	1 WQXK-F	1 WQXK-F
2 WAMO-F >	2 WNCD-F <	2 WNCD-F	2 WQXK-F	2 WYFM-F	2 WKBN >	2 WKBN	2 WKBN <	2 WHOT-F	2 WHOT-F >	2 WHOT-F >
3 WNCD-F	3 WQXK-F <	WHOT-F	3 WNCD-F	3 WNCD-F <	3 WKBN-F	3 WHOT-F <	3 WHOT-F <	3 WYFM-F	3 WNCD-F	3 WNCD-F <
WRBP-F	4 WYFM-F >>	WYFM-F >	4 WHOT-F	4 WHOT-F <	WBBG-F	4 WNCD-F	4 WYFM-F <	4 WNCD-F	4 WYFM-F	4 WYFM-F <
	5 WKBN-F	5 WKBN-F <	5 WKBN-F <	5 WBBG-F <	5 WYFM-F	5 WYFM-F	5 WKBN-F	5 WKBN <	5 WAMO-F	5 WBBG-F
		6 WBBG-F >	6 WBBG-F >	6 WKBN-F >	6 WNCD-F <	6 WBBG-F <	6 WNCD-F	6 WKBN-F <	6 WRTK	6 WKBN <
					7 WHOT-F	7 WKBN-F >	7 WBBG-F >>	7 WBBG-F	WRBP-F	7 WKBN-F
									WBBG-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	12+ Ovrnite
1 WHOT-F >	1 WHOT-F >	1 WHOT-F >	1 WHOT-F	1 WQXK-F	1 WNCD-F >>	1 WNCD-F	1 WYFM-F >	1 WNCD-F	1 WYFM-F	1 WHOT-F
2 WQXK-F >>	2 WQXK-F >	2 WQXK-F	2 WQXK-F	2 WHOT-F	2 WHOT-F >>	WYFM-F >	2 WQXK-F	WYFM-F	2 WQXK-F	2 WKBN
3 WAMO-F >>	3 WNCD-F	3 WKBN-F	3 WKBN-F	3 WKBN-F <	3 WQXK-F	3 WHOT-F	3 WNCD-F >	3 WQXK-F >	3 WNCD-F >	3 WQXK-F >
4 WNCD-F	4 WKBN-F	WNCD-F	4 WBBG-F <	4 WBBG-F	WYFM-F >	WQXK-F >>>	4 WHOT-F >>>	4 WHOT-F >	4 WBBG-F	4 WNCD-F
WENZ-F	5 WYFM-F	5 WYFM-F >	5 WYFM-F	5 WYFM-F				5 WBBG-F	5 WHOT-F	5 WYFM-F >
WKBN-F >>	6 WAMO-F >		WNCD-F >	6 WNCD-F >				6 WKBN-F >	6 WKBN-F	

Other Rated Stations				Metro Share	Cume Rating	TSA AQH	Cume
WBBW	SPRTS	1240	Youngstown	0.4	3.2	3	144
WICT-F	C	95.1	Grove City, PA	0.9	5.4	30	570
WLLF-F	J	96.7	Mercer, PA	0.4	1.1	6	128
WPIC	ST	790	Sharon, PA	0.6	3.1	14	317
WRRO	T	1440	Warren	0.6	2.1	4	84

Other Rated Stations—Outside Market				Metro Share	Cume Rating	TSA AQH	Cume
WDVE-F	AOR	102.5	Pittsburgh	0.4	1.6	31	452
WHK-F	REL	98.1	Canton	0.4	2.4	5	153
WMJI-F	O	105.7	Cleveland	0.4	2.8	3	119
WNCX-F	CL AOR	98.5	Cleveland	0.7	2.4	7	131
WNIR-F	T	100.1	Kent, OH	0.4	1.2	3	59
WONE-F	AOR	97.5	Akron	0.4	2.4	3	136
WTAM	N/T	1100	Cleveland	0.9	4.1	8	199
WZKL-F	O	92.5	Alliance, OH	0.6	3.1	4	163

YOUNGSTOWN

Consolidation Report	12+	25-54	Revenue	Format Performance	AM	FM	Total	%	Spg 97
Connoisseur	36.4 %	38.9 %	47.9 %	AC	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WBBW-AM, WHOT-FM, WPIC-AM, WQXK-FM, WSOM-AM, WYFM-FM				AOR/Classic/NR	0 (0)	138 (6)	138 (6)	22.2 %	18.6 %
GOCOM	11.4 %	12.5 %	17.2 %	Black/Urban	0 (0)	51 (2)	51 (2)	8.2 %	9.7 %
WBBG-FM, WICT-FM, WPAO-AM, WRTK-AM, WWSY-FM				CHR	0 (0)	73 (1)	73 (1)	11.7 %	12.7 %
Jacor, pend.	30.6 %	26.6 %	33.9 %	Classical	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
WKBN-AM, WKBN-FM, WNCD-FM, WNIO-AM, WRBP-FM				Country	0 (0)	102 (2)	102 (2)	16.4 %	17.4 %
	78.4 %	78.0 %	99.0 %	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)	3 (1)	3 (1)	0.5 %	0.8 %
				News/Talk	80 (4)	3 (1)	83 (5)	13.3 %	13.1 %
				Oldies	0 (0)	55 (3)	55 (3)	8.8 %	8.1 %
				Others/Unknown	0 (0)	0 (0)	0 (0)	0.0 %	0.0 %
				Religion/Gospel	8 (1)	3 (1)	11 (2)	1.8 %	0.8 %
				Soft AC	0 (0)	50 (1)	50 (1)	8.0 %	11.1 %
				Sports	3 (1)	0 (0)	3 (1)	0.5 %	0.6 %
				Standards/EZ	37 (3)	16 (1)	53 (4)	8.5 %	7.0 %
				Totals	128 (9)	494 (19)	622 (28)		

AM Stations

Station	Power	Time	Format	Comments	City
WGFT	1500	0.5 kw (Days, DA)	Black Gospel	\$ NA ---	Youngstown
WKBN	570	5 kw (DA-N)	News/Talk	CBS, ABC \$50.00 Katz Jacor	
WNIO	1540	0.5 kw (Days)	Standards	ABC \$<20.00 Eastman Jacor	Niles
WRTK	1390	9.5 kw/5 kw (DA-N)	Talk	Westwd, CNN, BNN \$<20.00 Christal GOCOM	
WSOM	600	1 kw (Days, DA)	Standards	Westwd \$<20.00 Banner Connoisseur	Salem

FM Stations

Station	Power	Time	Format	Comments	City
WBBG	93.3	50 kw @ 279	Oldies	\$49.00 Christal GOCOM	
WHOT	101.1	25 kw @ 695	CHR	\$55.00 Christal Connoisseur	
WICT	95.1	19 kw @ 804	Country	\$<20.00 D&R GOCOM	Grove City
WKBN	98.9	4.5 kw @ 1371	Soft AC	ABC, CBS \$42.00 Katz Jacor	
WNCD	106.1	3 kw @ 328	AOR	\$35.00 Eastman Jacor	Niles
WQXK	105.1	88 kw @ 430	Country	\$70.00 Banner Connoisseur	Salem
WRBP	101.9	3 kw @ 328	Black	ABC \$<20.00 Eastman Jacor, pend.	Hubbard
WWSY	95.9	3 kw @ 328	Easy Listening	\$<20.00 D&R GOCOM	Sharpsville, PA
WYFM	102.9	44 kw @ 459	Classic AOR	ABC \$30.00 Eastman Connoisseur	Sharon

Notes: Other ranked stations - See Pittsburgh or Cleveland . . . 3/98 WASN (1330) sold for \$300,000 . . . 4/98 WRBP-F sold by Stop 26-Riverbend to Jacor for \$2,700,000 (Jorgenson) . . . 7/98 WKBN-F changed from Soft AC to AC as "Mix 98.9" . . . 7/98 WWSY-F changed from EZ to Modern AC as WTNX-F ("Mix 95.9") . . . 7/98 WASN (1330) returned to the air programming News/Talk . . . 7/98 WRRO (1440; Warren) sold to WGFT for \$1,700,000

Jim Duncan

Comments: Listening levels are steady . . . This is WYFM-F's sixth consecutive up book and its highest share since about 1988 . . . WNCD-F posted its highest share since 1994

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