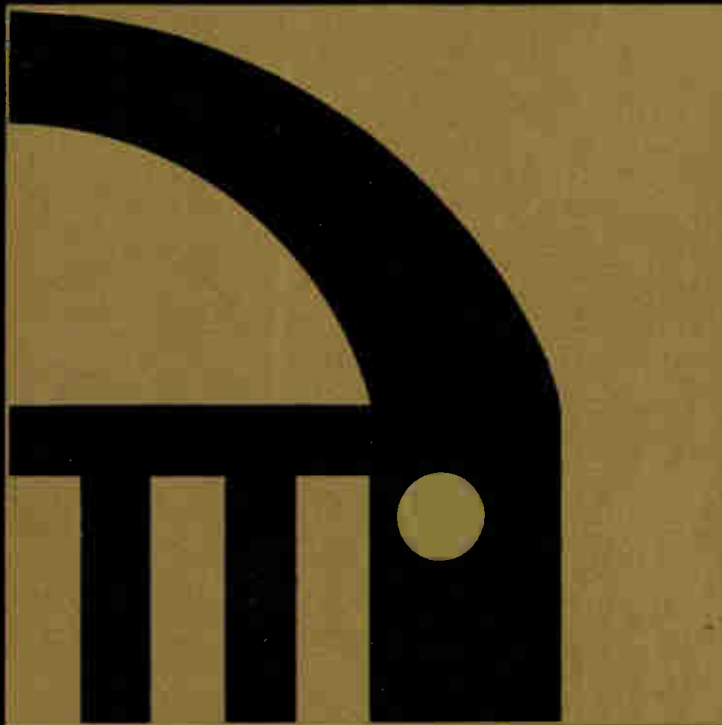


R A D I O

in the United States

1976 - 1982



A Statistical History

James Duncan, Jr.

CORRECTIONS TO THE SPRING 1983 EDITION OF AMERICAN RADIO

1. The correct volume is 8
2. Highlights and Comments pages: KRNO-F in Reno is the Metro Share Leader for AC/SOFT/
OLDIES
KVOD is in Denver

Add this listing to "Leading Stations by Format":

	<u>1/4 HR AVG</u>	<u>Metro Share</u>
COUNTRY	WMAQ-Chicago	WWNC-Asheville

On the section "FORMATS" change the word "fewer" in number 2 to "more"

3. Dave Klemm is not a consultant for WBT/WBCY in Charlotte or KIMN/KYGO in Denver.
4. Page A16: AOR column - WYNF (# 23) is in Tampa
5. Page A28: Radio Reps - Add one year to each listing of Totals. S82 should be S83, S81 should be S82, etc.
6. Amarillo market: Est 1982 National Revenue should be \$900,000
KMML programs Country music
7. KKDA-F in Dallas-FW has a HAAT of 1585.
8. Northeast Pennsylvania: Est 1982 Revenue is \$10,000,000
9. Tucson: KCEE's shares should read as follows:

	<u>12+ METRO</u>	<u>1/4/SHARE</u>	<u>FAL 82</u>	<u>SPG 82</u>	<u>FAL 81</u>	<u>SPG 81</u>
6. KCEE	51/6.0	5.5	6.1	6.3	5.4	

RADIO IN THE UNITED STATES: 1976-1982

A STATISTICAL HISTORY

Compiled and edited by:
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December 1982

This is the first edition of Radio in the United States. Another edition is planned in 1985. This work was made possible and practical by the radio industry's tremendous support of my American Radio series. I thank you for that support.

I urge you to make any comments or suggestions you have about this book. I know there is room for improvement and those improvements are usually inspired by your comments. I can be reached at the following address:

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Please carefully read the various definitions sections—particularly those at the beginning of Section B. If you don't then I will guarantee you will misunderstand something or, at the least, you won't derive full benefit from the data offered. However, if you still have questions please feel free to call me at any time. I figure that my time and my call back to you is part of the price you pay for the book. Also I always enjoy talking radio with my subscribers.

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

INTRODUCTION

I am very proud and pleased to issue Radio in the United States: 1976-1982. Where American Radio was the first publication to provide the industry with a complete portrait of the radio medium as of a specific point in time, Radio in the United States offers a moving picture of radio between 1976 and 1982.

This book is obviously patterned after American Radio. In fact it has often been suggested to me that I name the book The Best of American Radio or Jim Duncan's Greatest Hits. Although many excellent suggestions come from my subscribers I found it rather easy to reject those titles.

One of the reasons I love the radio medium is its constant fluidity. Change is the rule and the norm. Not only does the game change constantly but so do the players. I believe that Radio in the United States captures those changes. This book allows the reader to see the ebb and flow of events, the results of change and then the further change caused by the results.

I challenge the reader to open the book to any market and to study it carefully. Look at the various tables and ask yourself why the changes took place. Do the changes reflect national trends? Do the changes compare with what has happened in your market? Finally what does this historical information tell you about current events in radio and, more importantly, about future events?

As I said this book is patterned after American Radio. There are three sections. Section A contains written analysis and tables reflecting overall/national trends. Section B is composed of 170 separate market histories. Section C details station trading activity in the same 170 markets since 1970.

I urge you to carefully read the various definitions pages - particularly those preceding the individual market histories. Only by reading and understanding those pages can you hope to derive full benefit from the data provided.

My sincere thanks to those who encouraged me to produce Radio in the United States. Special thanks to Pat Walsh of KLRA in Little Rock whose suggestions led to the development of Section C.

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Albany-Schenectady-Troy	Colorado Springs	Jackson, MS
Albuquerque	Columbia, SC	Jacksonville
Allentown-Beth-Easton	Columbus, GA	Johnson City-K-Bris
Altoona	Columbus, OH	Johnstown, PA
Amarillo	Corpus Christi	Kalamazoo
Anaheim	Dallas-Fort Worth	Kansas City
Anchorage	Davenport-RI-Moline	Knoxville
Appleton-Oshkosh	Dayton	Lafayette, LA
Asheville	Daytona Beach	Lakeland
Atlanta	Denver	Lancaster
Atlantic City	Des Moines	Lansing
Augusta, Ga	Detroit	Las Vegas
Austin	Duluth	Lexington
Bakersfield	El Paso	Lincoln
Baltimore	Erie	Little Rock
Baton Rouge	Eugene-Springfield	Los Angeles
Beaumont-PA-Orange	Evansville	Louisville
Billings	Fargo	Lubbock
Binghamton	Fayetteville, NC	Lynchburg
Birmingham	Flint	Macon
Bloomington, IL	Ft. Lauderdale	Madison
Boise	Fort Wayne	Manchester
Boston	Fresno	McAllen-Browns
Bridgeport	Grand Rapids	Medford
Buffalo	Green Bay	Melb-Titus-Cocoa
Canton	Greensboro/Wins-Salem	Memphis
Casper	Greenville-New Bern, NC	Miami
Cedar Rapids	Greenville-Spartanburg, SC	Milwaukee
Charleston, SC	Harrisburg	Minn-St. Paul
Charleston, WV	Hartford	Mobile
Charlotte	Honolulu	Modesto
Chattanooga	Houston	Montgomery
Chicago	Huntington	Nashville
Cincinnati	Huntsville	Nassau-Suffolk

New Orleans	New Haven	Riverside-San Bern-Ont	Steubenville
	New Orleans	Roanoke	Stockton
	New York	Rochester	Syracuse
	Norfolk	Rockford	Tallahassee
	Northeast Penn	Sacramento	Tampa-St. Petersburg
	Oklahoma City	Saginaw	Terre Haute
	Omaha	St. Louis	Toledo
	Orlando	Salinas-Sea-Mont	Topeka
	Pensacola	Salt Lake City	Tucson
	Peoria	San Antonio	Tulsa
	Philadelphia	San Diego	Utica-Rome
	Phoenix	San Francisco	Waco
	Pittsburgh	San Jose	Washington, DC
	Portland, ME	Sarasota	Waterloo-Cedar Falls
	Portland, OR	Savannah	West Palm Beach
	Providence	Seattle-Tacoma	Wheeling
	Pueblo	Shreveport	Wichita
	Raleigh	Sioux Falls	Wilmington, DE
	Reading	South Bend	Wilmington, NC
	Reno	Spokane	Worcester
	Richland-Kenn-Pasco,WA	Springfield, MA	Yakima
	Richmond	Springfield, MO	York
			Youngstown

SECTION C: STATION TRADING ACTIVITY: 1970-1982

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SECTION A

NATIONAL TRENDS, RANKINGS AND OBSERVATIONS

EDITOR'S NOTE: For many years I have devotedly read "The Royal Bank Letter" which is a general topic newsletter published by The Royal Bank of Canada in Montreal. These newsletters are well researched and beautifully written.

Music remains the most important element of radio programming and it always will be. In August, 1981, the Royal Bank Letter published a lovely essay on music and its history and humanitie's relationship with it. I would like to share this fascinating work with you.

THE NEED FOR MUSIC

A wise man once said that music is the only cheap and unpunished rapture on earth. It is that and much more. It is an aid to living, a shield against despair, and a triumph of the human spirit. Here its nature is explored...

"What is the use of music?" a famous English judge once asked. That is a very important question, even though one might suspect that His Lordship raised it only because he had no ear for music himself. Music has so many "uses" to people that it is hard to imagine them living without it. Yet it is curious how little thought is ever given to it as a vital force in human affairs.

It is clear that music fills a need deep in the psyche. This manifests itself soon after birth. A fretful infant will settle down contentedly to the strains of a lullaby. Long before he can understand a single spoken word, he is profoundly influenced by melody, rhythm and tone.

The ability to make music would seem to be a fundamental feature of the human species. Man appeared on this earth as a self-contained musical instrument, equipped to sing, hum, whistle, dance, and clap his hands. Making music ranks with making fires and using weapons and tools as one of the activities that initially separated human beings from the lower animals. It did more than anything else to set them apart as special, ascendant beings.

To build fires and shelters and to hunt with more than the hands and teeth were essential to the survival of a thin-skinned, relatively weak creature. To make music was to strike out beyond the bare exigencies of existence into a dimension unknown to the other inhabitants of the earth—that of the spirit or soul.

The human spirit finds its main outlet in art, and music most likely was the world's first art form. It may also have been the world's first science. Behind all science are curiosity, ingenuity, and an urge to do or know things better. These qualities were present in full force as people learned how to make music by artificial means.

It is generally believed that the first musical instrument as such was a hollow reed which someone had the curiosity to blow through. Having done so, early man was not content with this pleasant effect. He had to see what would happen if graduated holes were punched in the reed. Out came an articulate vocabulary of notes.

Before history was ever recorded, the forerunners of the flute, horn, drum, maraca, harp and guitar had been invented (legend has it that the first sound box of a guitar was a turtle shell). The concept of writing music dawned almost as soon as the concept of writing language. Crude musical symbols were chiselled on tablets in the Middle East as early as the 2nd millennium B.C.

Why this concentration of effort on something that was not essential to survival? Probably because primitive human beings realized that music was not as inessential as it appeared. Although they could not touch it, they knew that it had useful applications. It did something of great value to them: It lightened the burdens of life.

It had the power to change people's moods, usually for the better. As soldiers have known ever since, music lifts morale. Under the trying conditions of prehistoric times, it must have seemed marvellous to have available a way to pick up your spirits when they were weighed down by hardship. Music made people forget their troubles and generally feel good before anyone thought of making wine.

Miraculously enough, a song or a rhythmic chant seemed to get work done faster. It took your mind off your aching back as you dug a hole or harvested a field. Someone realized that a certain kind of music could inspire a man to face death in battle with a heady mixture of confidence, courage and ferocity. Whoever composed the first patriotic (or in those days, tribal) song forged a mighty political weapon. "Give me the making of the songs of a nation, and I care not who makes the laws," the Scottish patriot Andrew Fletcher wrote.

Music helped to perpetuate the folklore of a people by making the words of poems and ballads easier to remember. It also blended easily with drama and comedy. Culture, as we know it, was on the march to a musical beat.

Music had a role in the mating process which it plays to this day. It was a civilized person indeed who composed the first love song. It was used, too, to worship the gods, as it still is. No wonder; primitive people believed that the gods had bestowed it on them as a gift.

Men as knowledgeable as the Greek philosophers of the 5th and 4th centuries B.C. believed that it was of divine provenance. They thought of it as one of the disciplines controlled by the goddesses they called the muses, hence its name. This did not prevent them from closely examining its nature. They were acutely conscious of the sway it held over behaviour through its influence on people's feelings.

In line with the Chinese sage Confucius, Plato regarded music as a critical element in the universal scheme of things. He believed that the rhythm and melody ideally should be in concert with the movements of the celestial bodies, which lent order to human affairs. This rendered him something of a philistine in his tastes, preferring plain and simple modes of music. These days we might say that Plato liked schmalz.

Like many the social critic since, Plato would cheerfully have banned types of music that he considered corrupting. He viewed "far out" music as a threat to the body politic. "Musical innovation is full of danger to the State, for when the modes of music change, the laws of the State always change with them," he warned. In this the antique philosopher might have been a modern conservative inveighing against the degeneracy, of boogie-woogie or jazz.

The intellectual world, it seems, has always been divided between those who overestimate the social impact of music and those who dismiss it as meaningless. The Greek philosopher Democritus was of the latter school, declaring that it arose out of superfluity. Twenty-two hundred years later, like-minded social scientists would find themselves able to write thousand-page tomes on the present and future condition of the world without according a passing nod to this potent influence on how people feel and act.

MUSIC GIVES THE WORLD A UNIQUE NEW LANGUAGE

If men have always associated music with the gods, it is partly because they saw it as a form of communication between the earthly and the ethereal. Great sacred music almost has a divinity of its own. The Abbott Angelo Grillo expressed this nicely in the early 17th century when he wrote to Claudio Monteverdi thanking him for a copy of his latest book of madrigals: "I can assure you of the eminent worth of your melodious gift; it seems to me to belong not so much to the earth on which I accept it, as to the heaven in which I listen to it."

That was during the Renaissance, when many of the guiding ideas were derived from ancient Greece. Among these was Plato's theory that music should be controlled lest it lead to voluptuousness and immorality. Church leaders—and most of the serious music was played in church—were wary of effects of music on social mores. They assigned it a distinctly secondary role to the words of the liturgy, and placed restrictions on the

ability of composers to experiment and innovate.

Outside the churches, however, music was thriving. Minstrels drew crowds to hear them sing their ballads to hummable melodies. No secular ceremony was complete without music, and there were always dances on festive occasions. Theatrical performances often took the form of "musicals" which the clergy condemned as profane.

Music burst the bonds they had tried to impose on it. Popular tunes crept in among the intricacies of the Gregorian chant. "Instruments of the devil" such as the pan-pipes, fiddle and cornett had to be allowed on church property to cope with the growing richness of orchestration. The restrictions on form gradually disappeared.

The most significant progress in the art during the Renaissance came in the musical "writing" called notation. For the first time, a composer was able to send a written copy of his work to someone who could play it more or less exactly as he intended it to sound. In the 1320's the French bishop, composer and musical theorist Philippe de Vitry added bar signs to the system of notes on parallel lines devised 200 years earlier. The result, according to "The Larousse Encyclopedia of Music", was that "composers found themselves in possession of a notation that could satisfy all requirements and which comes close enough to our modern ideas."

Music had given the world a unique new language—one that could be mutually understood among people who might not understand one another in speaking or writing. It has been said to the point of triteness that music is the international language. In the case of musical notation, this is literally true.

TECHNOLOGY IS HARNESSSED TO THE PURSUIT OF BEAUTY

A golden age of music followed the Renaissance in the 18th century. Chamber music and opera came into their own. Composers like Johann Sebastian Bach and George Frederic Handel laid the stylistic groundwork for classical music as we now know it. The strides made in musical form were at least paced by developments in what we would now term "hard technology". While Bach and the rest were writing their immortal music, Gottfried Silbermann was building his magnificent organs. Antonio Stradivari and his fellow Italian artisans were raising the craft of string instrument-making to a pinnacle never touched since.

It is interesting for a present-day person to contemplate the technological priorities that then prevailed. War was still being waged with swords, muskets and cannons that had not changed greatly in 300 years. Long-range transportation remained the preserve of beasts of burden and sailing ships. Industry ran primarily on hand labour. Yet in the pursuit of beauty through music, there had been spectacular progress in the state of the art.

The brilliant versatility of the violin family had eclipsed all the bowed instruments before it. The invention of the piano in 1710 was a breakthrough in the quest for a standing concert instrument that would combine expressiveness, resonance and range. Great organs with as many as five keyboards and 50 sets of pipes crowned cathedrals. Like space satellites today, they were the wonders of their age.

The circle of modern orchestral instruments was completed early in the 19th century when the introduction of valves brought out the full capabilities of the brass and woodwinds. The piano soon became the standard entertainment device in middle class European and American homes, much as the television set is now.

By the latter part of the century, everybody seemed to be playing, singing, dancing and listening to music; it was the leading public preoccupation. Its popularity gave rise to a fresh wave of speculation as to what it meant to mankind.

The German philosophers who were then probing the deepest reaches of thought attached considerable significance to it. Georg Wilhelm Hegel concluded that the music is latent in the listener, and that the external sounds draw it out. Arthur Schopenhauer observed that it is the one art that works on the feelings directly, and not through the medium of thought; it therefore touches something in our being more subtle than the intellect. Friedrich Nietzsche reasoned that art is a natural defence against pessimism, and so the creation of art is a necessary human activity. He saw music, in

effect, as an aspect of fantasy, and declared that fantasy is a sustaining and restorative force in life.

It is interesting that virtually the only joy these gloomy individuals ever experienced was through listening to and playing music (Schopenhauer played the flute, Nietzsche the piano). Music has always held a strong attraction to men and women of genius who were not necessarily accomplished musicians themselves. Perhaps this is because, as Walter Pater wrote, "All art constantly aspires to the condition of music." A highly creative person is likely to turn to it in an attempt to give vent to feelings that cannot be expressed in any other way.

Sheer intelligence, however, has never been enough to make a great musician or composer. Musical genius is largely a matter of having what experts can only describe as "the gift." One of the many mysteries of the art is how musical prodigies are able to master its bewildering complexities before other children have learned the alphabet; not only that, but to interpret them with a mature touch.

Yet talent alone is not enough, either. To play or write music at its best takes self-sacrifice, discipline, and a great deal of effort. Years after he had won the title of the greatest pianist in the world, Jan Paderewski rose early every day to put in several hours of practice. Tchaikovsky thought Brahms was "giftless". If so, Brahms made up for any deficiency in talent he might have had with legendary hard work.

IN MUSIC, ONE MAN'S MEAT IS TRULY ANOTHER'S POISON

There can be no harder-working group than a symphony orchestra. A good orchestra in full-flight is a near-miracle of precision, teamwork, and collective panache. This is achieved through an exacting regimen of practice and rehearsal which hones the skills of the players to razor sharpness. Orchestral conductors are sometimes reviled as tyrants, but they know that they must drill the players relentlessly to do justice to the music they perform.

It might be thought that this passion for precision is all very well for the highbrows of the concert stage, but that it has no place among the free spirits of popular music. Many pop and jazz artists seem almost to take pride in their lack of musical knowledge and discipline, in the belief that these would spoil their spontaneity. On the other hand, some of the most successful popular artists, including the Beatles, have been uncommonly conscientious musicians. It is no coincidence that the man known as the most consistently inventive of all jazz soloists, clarinetist Benny Goodman, was also famous for the long hours of practice and rehearsal he imposed on himself and his band.

When it comes to different types of music, one man's meat is truly another man's poison. Classical music lovers have been known to be physically sick from listening to rock. The argument over what is music and what is mere noise will simmer as long as people turn on a radio or put on a record—especially if those people are of different generations and live in the same household. Musical purists would do well to remember the words of American composer Aaron Copland in this context: "Music that is born complex is not inherently better or worse than music that is born simple."

Copland also said that "music is a language without a dictionary whose symbols are interpreted by the listener according to some unspoken Esperanto of the emotions." This leads us back to Hegel's theory that the music is within the listener; if so, it follows that different kinds of music will pique different emotions in different people, according to their conditions of life at a given time.

The emotions that music brings out are mostly good ones: love, joy, hope, humor, sadness. Though it has stirred men in war, it more often has addressed those gentle feelings that people know when they are at peace with themselves and the world.

Why do we need music? Because, in so many ways, it brings out the best in humanity. Poor twisted madman that he was, Nietzsche was right when he wrote: "Without music, life would be a mistake."

LEADING STATIONS - 12+ 1/4 HOUR AVERAGE*

Spring 76	WABC	New York	2523
Fall 76	WABC	New York	2095
Spring 77	WABC	New York	2205
Fall 77	WABC	New York	2259
Spring 78	WABC	New York	NA
Fall 78	WKTU-F	New York	2802
Spring 79	WKTU-F	New York	1928
Fall 79	WOR	New York	1813
Spring 80	WBLS-F	New York	2033
Fall 80	WKTU-F	New York	2028
Spring 81	WBLS-F	New York	1871
Fall 81	WOR	New York	1668
Spring 82	WOR	New York	1729

SPRING 76

1.	WABC	New York	2523
2.	WOR	New York	2053
3.	WLS	Chicago	1856
4.	WGN	Chicago	1643
5.	WCBS	New York	1318
6.	WJR	Detroit	1284
7.	WRFM-F	New York	1256
8.	WBLS-F	New York	1185
9.	KDKA	Pitts	1157
10.	WMAQ	Chicago	1092

FALL 76

1.	WABC	New York	2095
2.	WOR	New York	1869
3.	WGN	Chicago	1488
4.	WCBS	New York	1479
5.	WLS	Chicago	1367
6.	WINS	New York	1294
7.	WBLS-F	New York	1229
8.	WJR	Detroit	1125
	WRFM-F	New York	1125
10.	WCCO	Minnea	1123

SPRING 77

1.	WABC	New York	2205
2.	WOR	New York	1816
3.	WLS	Chicago	1577
4.	WGN	Chicago	1485
5.	WCBS	New York	1442
6.	WBLS-F	New York	1389
7.	WJR	Detroit	1250
8.	WINS	New York	1187
9.	KDKA	Pitts	1096
10.	WCCO	Minnea	1094

FALL 77

1.	WABC	New York	2259
2.	WOR	New York	1896
3.	WBLS-F	New York	1696
4.	WCBS	New York	1484
5.	WLS	Chicago	1440
6.	WGN	Chicago	1243
7.	WINS	New York	1213
8.	WJR	Detroit	1028
9.	WCCO	Minnea	1009
10.	WMAQ	Chicago	

SPRING 78

1.	WABC	New York	NA
2.	WOR	New York	NA
3.	WBLS-F	New York	NA
4.	WGN	Chicago	NA
5.	WJR	Detroit	NA
6.	WCBS	New York	NA
7.	WINS	New York	NA
8.	WLS	Chicago	NA
9.	WRFM-F	New York	NA
10.	KABC	LA	NA

FALL 78

1.	WKTU-F	New York	2802
2.	WABC	New York	2002
3.	WOR	New York	1742
4.	WCBS	New York	1535
5.	WINS	New York	1273
6.	WGN	Chicago	1228
7.	WRFM-F	New York	1203
8.	WMAQ	Chicago	1164
9.	WJR	Detroit	1117
10.	WLS	Chicago	1091

SPRING 79

1.	WKTU-F	New York	1928
2.	WOR	New York	1906
3.	WABC	New York	1629
4.	WBLS-F	New York	1611
5.	WGN	Chicago	1508
6.	WCBS	New York	1442
7.	WLS	Chicago	1370
8.	KABC	LA	1225
9.	WRFM-F	New York	1197
10.	WCCO	Minnea	1191

FALL 79

1.	WOR	New York	1813
2.	WBLS-F	New York	1775
3.	WKTU-F	New York	1691
4.	WCBS	New York	1524
5.	WGN	Chicago	1378
6.	WABC	New York	1309
7.	WRFM-F	New York	1185
8.	WINS	New York	1112
9.	WLS	Chicago	1100
10.	WNBC	New York	1029

SPRING 80

1.	WBLS-F	New York	2033
2.	WKTU-F	New York	1676
3.	WCBS	New York	1510
4.	WGN	Chicago	1490
5.	WOR	New York	1440
6.	WABC	New York	1321
7.	WNBC	New York	1281
8.	WINS	New York	1219
9.	WLS	Chicago	1178
10.	WRFM-F	New York	1176

* Based on 12+, 1/4 HR AVG, TSA, Mon-Sun, 6A-MID. The Spring totals include station's audience in other markets as long as there is no overlap in survey areas.

FALL 80

1.	WK TU-F	New York	2028
2.	WBLS-F	New York	1717
3.	WOR	New York	1695
4.	WNBC	New York	1396
5.	WCBS	New York	1333
6.	WGN	Chicago	1236
7.	WINS	New York	1218
8.	WR FM-F	New York	1045
9.	WMAQ	Chicago	1039
10.	WLS	Chicago	986

SPRING 81

1.	WBLS-F	New York	1871
2.	WOR	New York	1655
3.	WK TU-F	New York	1616
4.	WNBC	New York	1537
5.	WCBS	New York	1356
6.	WABC	New York	1313
7.	KABC	LA	1305
8.	WR FM-F	New York	1279
9.	WGN	Chicago	1254
10.	WPLJ-F	New York	1170

FALL 81

1.	WOR	New York	1668
2.	WK TU-F	New York	1469
3.	WBLS-F	New York	1455
4.	WNBC	New York	1388
5.	WRKS-F	New York	1364
6.	WINS	New York	1343
7.	WGN	Chicago	1192
8.	WCBS	New York	1190
9.	WPLJ-F	New York	1183
10.	KABC	LA	1177

SPRING 82

1.	WOR	New York	1729
2.	WK TU-F	New York	1674
3.	WRKS-F	New York	1622
4.	WBLS-F	New York	1434
5.	WCBS	New York	1357
6.	WYNY-F	New York	1296
7.	WPLJ-F	New York	1277
8.	WNBC	New York	1253
9.	WGN	Chicago	1205
10.	WINS	New York	1177

LEADING STATIONS - 12+ METRO SHARE*

Spring 76	WJBC	Bloomington,IL	39.1
Spring 77	WJBC	Bloomington,IL	45.7
Spring 78	WJBC	Bloomington,IL	44.6
Spring 79	WWNC	Asheville,NC	44.0
Spring 80	WWNC	Asheville,NC	39.2
Spring 81	WWNC	Asheville,NC	39.3
Spring 82	WJBC	Bloomington,IL	40.8

SPRING 76

1.	WJBC	Bloomington	39.1
2.	WWNC	Asheville	35.5
3.	KWWL	Waterloo	34.8
4.	KGBT	McAllen, TX	33.0
5.	KEIN	Great Falls	31.7
6.	KYJC	Medford	30.8
7.	WBBQ-F+	Augusta,GA	28.5
8.	WCCO	Minn-SP	27.7
	KVOL	Lafayette,LA	27.7
10.	KFAB	Omaha	27.6

SPRING 77

1.	WJBC	Bloomington	45.7
2.	WWNC	Asheville	41.5
3.	KWWL	Waterloo	36.5
4.	WKY-F+	Evansville	36.4
5.	KGBT	McAllen	31.9
6.	WMT	Cedar Rap	30.0
7.	WHHY	Montgomery	29.1
8.	KYJC	Medford	28.9
9.	KMON	Great Falls	28.6
10.	KOOK	Billings	28.0

SPRING 78

1.	WJBC	Bloomington	44.6
2.	WWNC	Asheville	38.4
3.	KWWL	Waterloo	32.5
4.	KGBT	McAllen	32.2
5.	KFGO	Fargo	28.5
6.	KTDY-F	Lafayette,LA	27.7
7.	WMT	Cedar Rap	27.4
8.	WQSM-F	Fayette,NC	26.9
9.	WCCO	Minn-SP	26.0
10.	WTIC	Hartford	25.7

SPRING 79

1.	WWNC	Asheville	44.0
2.	WJBC	Bloomington	40.3
3.	KGBT	McAllen	38.7
4.	KVOC	Casper	34.9
5.	KWWL	Waterloo	33.3
6.	WCCO	Minn-SP	30.4
7.	KATI	Casper	30.2
8.	WMT	Cedar Rap	29.3
9.	WTIC	Hartford	28.4
10.	KQDI	Great Fall	27.6

SPRING 80

1.	WWNC	Asheville	39.2
2.	WJBC	Bloomington	37.0
3.	KGBT	McAllen	35.1
4.	KLUR-F	Wichita Fa	32.1
5.	KYYA-F	Billings	30.2
6.	KTWO	Casper	29.7
	KATI	Casper	29.7
8.	KVOL	Lafayette	29.0
9.	KWWL	Waterloo	27.6
10.	WBBQ-F	Augusta	27.2
	KFAB	Omaha	27.2

SPRING 81

1.	WWNC	Asheville	39.3
2.	WJBC	Bloomington	39.1
3.	KGBT	McAllen	33.2
4.	WFBG	Altoona	30.7
5.	WMT	Cedar Rap	30.3
6.	KWLO	Waterloo	29.3
7.	WIVK-F	Wvansville	28.0
8.	WQSM-F	Fayette,NC	25.8
9.	KUTI	Yakima	25.2
10.	WKEE-F	Huntington	24.3

SPRING 82

1.	WJBC	Bloomington	40.8
2.	WWNC	Asheville	38.5
3.	WWVA	Wheeling	29.6
4.	KGBT	McAllen	29.1
5.	WFBG	Altoona	27.3
6.	KTRS-F	Casper	27.2
7.	WCCK-F	Erie	25.8
8.	WOWO	Fort Wayne	25.0
	WMT	Cedar Rap	25.0
	KVOC	Casper	25.0

*Based on 12+ Metro Share, Mon-Sun, 6A-Mid

LEADING STATIONS - 12+ CUME RATING*

Fall 77	KFAB	Omaha	54.3
Spring 78	WJBC	Bloomington,IL	NA
Fall 78	WOWO	Fort Wayne	54.5
Spring 79	KWWL	Waterloo	68.7
Fall 79	WOWO	Fort Wayne	62.5
Spring 80	WOWO	Fort Wayne	61.9
Fall 80	WJBC	Bloomington	62.0
Spring 81	WWNC	Asheville	62.0
Fall 81	WJBC	Bloomington	57.6
Spring 82	WJBC	Bloomington	63.5

FALL 77

SPRING 78

FALL 78

1.	KFAB	Omaha	54.3
2.	WOWO	Fort Wayne	52.5
3.	WCCO	Minn-SP	51.7
4.	KDKA	Pittsburgh	50.2
5.	WTIC	Hartford	49.3
6.	WKBW	Buffalo	46.7
7.	WBT	Charlotte	44.6
8.	KMOX	St. Louis	44.5
9.	KKUA	Honolulu	44.3
10.	WRVA	Richmond	43.5

1.	WJBC	Bloomington	NA
2.	KWWL	Waterloo	NA
3.	WROK	Rockford	NA
4.	WOWO	Fort Wayne	NA
5.	WWNC	Asheville	NA
6.	KDKA	Pittsburgh	NA
7.	WGEE	Green Bay	NA
8.	WICC	Bridgeport	NA
9.	WHYN	Spring, MA	NA
10.	KOOK	Billings	NA

1.	WOWO	Fort Wayne	54.5
2.	KFAB	Omaha	53.0
3.	WCCO	Minn-SP	52.6
4.	WTIC	Hartford	51.5
5.	KDKA	Pittsburgh	47.1
6.	WKEE-F+	Huntington	46.4
7.	KENI	Anchorage	43.5
8.	WKBW	Buffalo	43.4
9.	WVLK	Lexington	43.2
10.	WBT	Charlotte	42.7

SPRING 79

FALL 80

SPRING 80

1.	KWWL	Waterloo	68.7
2.	WJBC	Bloomington	66.5
3.	WWNC	Asheville	58.3
4.	WOWO	Fort Wayne	57.7
5.	WROK	Rockford	56.1
6.	WCCO	Minn-SP	56.0
7.	WTIC	Hartford	53.0
8.	KDKA	Pittsburgh	52.9
9.	WICC	Bridgeport	50.0
10.	WFPG	Altoona	49.6

1.	WOWO	Fort Wayne	62.5
2.	KFAB	Omaha	59.2
3.	KDKA	Pittsburgh	51.6
4.	WTIC	Hartford	49.1
5.	WCCO	Minn-SP	45.5
6.	KMOX	St. Louis	42.9
	KGMB	Honolulu	42.9
8.	WELI	New Haven	42.3
9.	WGY	Schenectady	40.3
	WVLK	Lexington	40.3

1.	WOWO	Fort Wayne	61.9
2.	WJBC	Bloomington	61.2
3.	KWWL	Waterloo	58.4
4.	WWNC	Asheville	57.5
5.	KDKA	Pittsburgh	52.9
6.	WFBG	Altoona	50.3
7.	KVOL	Lafayette,LA	49.7
8.	WROK	Rockford	48.8
9.	WTIC	Hartford	47.0
10.	WWVA	Wheeling	46.5

FALL 80

SPRING 81

FALL 81

1.	WJBC	Bloomington	62.0
2.	KFAB	Omaha	54.9
3.	WOWO	Fort Wayne	52.3
4.	WCCO	Minn-SP	48.8
5.	WTIC	Hartford	48.6
6.	KDKA	Pittsburgh	48.4
7.	WHBC	Canton	44.6
8.	KGMB	McAllen	43.1
9.	KMOX	St. Louis	42.7
10.	WKEE-F+	Huntington	42.0

1.	WWNC	Asheville	62.0
2.	WJBC	Bloomington	59.1
3.	KWLO	Waterloo	56.4
4.	WOWO	Fort Wayne	54.7
5.	KDKA	Pittsburgh	51.0
6.	WFBG	Altoona	50.3
7.	WICC	Bridgeport	47.9
8.	WIXX-F	Green Bay	45.6
9.	WMT	Cedar Rap	45.5
10.	WTIC	Hartford	45.1

1.	WJBC	Bloomington	57.6
2.	KFAB	Omaha	49.8
3.	WOWO	Fort Wayne	46.6
4.	WCCO	Minn-SP	45.8
5.	WTIC	Hartford	42.8
6.	KDKA	Pittsburgh	42.2
7.	KMOX	St. Louis	40.7
8.	WHBC	Canton	40.2
9.	WBNQ-F	Bloomington	40.0
10.	WKEE-F	Huntington	38.6

SPRING 82

1.	WJBC	Bloomington	63.5
2.	WWNC	Asheville	57.3
3.	WFBG	Altoona	54.6
4.	WOWO	Fort Wayne	54.1
5.	WNDU-F	South Bend	48.8
6.	KWLO	Waterloo	48.3
7.	WTIC	Hartford	47.1
8.	WWVA	Wheeling	46.9
9.	WROK	Rockford	46.5
10.	WCCK	Erie	46.3

*Based on 12+ Cume Rating, Metro, 6A-Mid, Mon-Sun. Remember that not every market surveyed in the Spring is resurveyed in Fall.

LEADING STATIONS - 12+ TSA CUME*

Spring 76	WABC	New York	48809
Fall 76	WABC	New York	44762
Spring 77	WABC	New York	42807
Fall 77	WABC	New York	44995
Spring 78	WABC	New York	38665
Fall 78	WABC	New York	38037
Spring 79	WABC	New York	33728
Fall 79	WABC	New York	31920
Spring 80	WABC	New York	30192
Fall 80	WNBC	New York	28338
Spring 81	WNBC	New York	29529
Fall 81	WNBC	New York	28300
Spring 82	WNBC	New York	26735

*Based on 12+ TSA Cume, Mon-Sun, 6A-MID. Leading station in US during each sweep.

TOTAL RADIO SALES: 1975-1982

	<u>TOTAL RADIO SALES</u>		<u>NETWORK</u>		<u>NATIONAL SPOT</u>		<u>LOCAL</u>	
1982	\$4181	(7.5)	\$203	(11.5)	\$887	(7.0)	\$3091	(7.4)
1981	3889	(10.9)	182	(15.9)	829	(12.9)	2878	(10.0)
1980	3508	(10.6)	157	(13.6)	734	(15.3)	2616	(9.2)
1979	3172	(9.0)	139	(9.6)	637	(7.6)	2397	(9.3)
1978	2911	(15.9)	126	(7.0)	592	(13.6)	2193	(17.1)
1977	2513	(12.9)	118	(28.1)	521	(5.4)	1873	(14.3)
1976	2226	(17.6)	92	(26.8)	495	(18.8)	1639	(16.8)
1975	1892	(7.8)	72	(20.6)	416	(7.6)	1403	(7.2)

NOTES: 1981 and 1982 figures are my own estimates. Figures include commissions and network compensation. Figures in parenthesis are percentage increases over previous years. Dollar figures are in millions.

STATION REVENUE AND PROFITABILITY: PER CAPITA AND MARGIN

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Total Revenue (millions)	2545.4	2730.9	3098.5	3436.2	3694.9
Revenue per Capita (\$)	11.63	11.99	13.45	14.91	16.03
National Revenue (millions)	589.7	627.0	743.1	838.9	897.6
National Revenue per Capita (\$)	2.69	2.75	3.23	3.64	3.89
Total Income (millions)	295.7	225.2	153.5	164.5	149.7
Income per Capita (\$)	1.35	.99	.67	.71	.65
Pre-Tax Profit Margin (%)	11.617	8.248	4.957	4.790	4.053

NOTES: 1981 and 1982 figures are estimates made by Jim Duncan. Per Capita data computed by dividing revenue and income figures by total U.S. population.

HIGHEST AND LOWEST RADIO MARKETS - PER CAPITA AND PROFIT MARGIN

	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>
Highest Revenue per Capita:	Anchorage (\$31.50)	Casper (\$26.41)	Casper (\$37.92)	Fargo (\$31.02)	Casper (\$39.21)
Lowest Revenue per Capita:	Worcester (\$4.15)	Stockton (\$3.80)	Anaheim (\$3.03)	Anaheim (\$2.67)	Anaheim (\$3.00)
Highest National Rev per Cap:	Des Moines (\$7.10)	SF (\$5.62)	SF (\$7.56)	SF (\$7.90)	LA (\$8.83)
Lowest National Rev per Cap:	Appleton (\$.40)	South Bend (\$.54)	New Bedf (\$.24)	Anaheim (.43)	Anaheim (.50)
Highest Profit per Capita:	Wheeling (\$6.68)	Casper (\$6.10)	Casper (\$8.58)	Wheeling (\$6.02)	Casper (\$6.73)
Lowest Profit per Capita:	Pueblo (\$-3.20)	Tallahassee (\$-3.76)	Beaumont (\$-2.79)	Pueblo (\$-3.10)	Anchorage (\$-4.99)
Highest Profit Margin:	NA	Colum,OH (27.1%)	Colum,OH (29.5%)	Colum,OH (31.4%)	Colum,OH (30.4%)

NOTES: Revenue per capita calculated by taking a market's total revenue (total time sales less commissions, plus talent and program sales, plus other broadcast revenue) and dividing it by the SMSA population.

Income per capita is calculated by dividing the market's pre-tax income by the SMSA population.

National revenue per capita is calculated by dividing the market's national/regional revenue by the SMSA population.

Profit Margin is calculated by dividing a market's total income by total revenue. The figure is pre-tax.

RADIO COST-PER-THOUSAND (CPM): 1977-1982

NATIONAL AVERAGE

April/May 1977:	\$2.08	
April/May 1978:	\$2.25	(8.17% increase over 1977)
April/May 1979:	\$2.60	(15.56% increase over 1978)
April/May 1980:	\$2.97	(12.46% increase over 1979)
Spring 1981 :	\$3.17	(6.73% increase over 1980)
Spring 1982 :	\$3.21	(1.3% increase over 1981)

MOST AND LEAST EXPENSIVE MARKETS

	<u>Most Expensive</u>		<u>Least Expensive</u>	
1977	Anaheim	\$6.76	New York	\$.88
1978	Anaheim	7.38	New York	1.10
1979	Anaheim	8.45	Greenville, NC	1.39
1980	Casper	8.31	New York	1.73
1981	Steubenville	9.67	Knoxville	1.57
1982	Steubenville	8.03	New York	1.92

NOTES: CPM's calculated by taking top five stations in each regular Arbitron market (Spring sweep) and dividing 18X rate (even daypart distribution) by 12+ TSA audience (Mon-Sun, 6A-MID). The data from each market was added up to find a national CPM.

COMMENT: Steady and strong CPM increases until 1981-1982. Those years do reflect a slowing in rate increases to a degree. However, changes in Arbitron methodology which showed increased listening levels were the primary factor in slowing the CPM increase.

RADIO'S TOTAL LISTENING LEVELS - AVERAGE PERSON RATING

MEAN FOR ALL RATED MARKETS

April/May 1975	15.74
April/May 1976	15.40
April/May 1977	15.29
April/May 1978	15.42
April/May 1979	15.62
April/May 1980	15.42
Spring 1981	16.04
Spring 1982	17.33

MARKETS WITH HIGHEST AND LOWEST APR'S

	<u>HIGHEST</u>	<u>LOWEST</u>
1976	NE PA 19.2	Beaumont 12.9
1977	Hartford 18.8	Memphis 12.0
1978	Bridgeport 19.1	Great Falls 12.5
1979	NE PA 19.9	Huntsville 12.1
1980	McAllen-Brownsville 19.5	Waco 11.9
1981	Utica 20.0	Lynchburg 12.2
1982	NE PA 20.3	Waterloo 14.1

NOTES: The Average Person Rating (APR) shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6A-MID).

COMMENT: You should not be misled by what appears to be a strong growth of total radio listening in 1981 and 1982. I am confident that those increases are largely the result of changes in Arbitron's methodology - specifically Expanded Sample Frame and Differential Survey Treatment. I believe that the relative radio listening levels were about the same between 1975 and 1982.

NATIONAL FM SHARES

TOTAL FM SHARE (METRO)

APR/MAY 76	40.886%	(6,882,900 of 16,834,200)
APR/MAY 77	44.428%	(7,745,900 of 17,434,700)
APR/MAY 78	47.638%	(8,565,600 of 18,025,100)
APR/MAY 79	50.887%	(9,480,800 of 18,631,200)
APR/MAY 80	54.254%	(10,134,800 of 18,680,200)
SPRING 81	57.353%	(11,225,100 of 19,571,700)
SPRING 82	58.870%	(12,658,900 of 21,503,100)

FM GROWTH RATE

APR/MAY 76 to APR/MAY 77:	7.225%
APR/MAY 77 to APR/MAY 78:	8.663%
APR/MAY 78 to APR/MAY 79:	6.820%
APR/MAY 79 to APR/MAY 80:	6.617%
APR/MAY 80 to SPRING 81 :	5.712%
SPRING 81 to SPRING 82 :	2.645%

MARKETS WITH HIGHEST AND LOWEST FM SHARES (METRO)

	<u>HIGHEST</u>		<u>LOWEST</u>	
1976	West Palm Beach	62.83%	McAllen-Brownsville	13.25%
1977	Melbourne-Cocoa	70.43%	Great Falls	17.65%
1978	Melbourne-Cocoa	71.75%	McAllen-Brownsville	19.55%
1979	Greenville, NC	78.00%	Casper	9.68%
1980	Lansing	79.41%	Casper	12.33%
1981	Greenville, NC	85.61%	Honolulu	26.10%
1982	Lancaster	84.11%	Asheville	27.06%

NOTES: Total FM Share was calculated by adding 1/4 HR average (Metro, 12+, Broadcast Week) for each FM station and dividing the result by the total for all radio stations. All radio stations listed in each regular Arbitron report are included.

RADIO REPS AND THEIR LEADING STATIONS

These tables attempt to show the relative strength of the major radio representatives by the ratings success of the stations they carry on their lists.

Table #1 shows the number of high ranking stations the rep carried in the 175 or so regular Arbitron markets. "High ranking" varies by market. In a very small market only one station would be credited to a rep. In a large market as many as the top seven stations would be credited. Selection was generally based on 12+, Metro, 1/4 Hour Average, Broadcast Week. TSA and Cume results were also considered.

Table #2 uses roughly the same methodology except only the number one station was credited to its rep's total.

Both tables cover the Spring sweeps only.

I realize the limitations of a ranking such as this. It penalizes reps which have small lists. It also does not represent reps which have most of their stations in unrated markets. The ranking also does not cover some stations which are very strong and very profitable (especially true in larger markets).

What this ranking does accomplish is it indicates which rep firms have the longest and strongest lists.

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

	1977	1978	1979	1980	1981	1982
Katz	75	74	77	82	82	82
McGavren-Guild	73	66	63	65	69	69
Eastman	64	58	63	67	69	57
Blair	59	63	52	60	61	67
Torbet	49	58	61	70	64	56
Christal	24	30	29	36	43	40
Masla	18	13	16	17	14	16
Selcom	13	22	28	22	27	34
Major Market	12	10	10	17	23	19
Group W	10	8	11	9	11	7
Howard	10	13	9	7	11	23
CBS Spot	13	16	15	12	10	12
CBS FM	--	--	--	--	--	7
RKO	--	10	9	NA	6	8
HNW	--	--	--	--	--	14
Buckley	24	16	29	18	17	--
HR Stone	16	17	15	24	17	--
Pro	11	12	8	8	--	--
ABC	9	--	--	--	--	--

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

	1977	1978	1979	1980	1981	1982
Katz	27	25	29	33	34	36
Blair	16	23	17	20	22	24
McGavren-Guild	22	20	22	16	23	24
Eastman	22	22	24	23	21	20
Torbet	17	23	25	24	22	17
Christal	9	6	7	9	11	12
Selcom	4	6	3	10	7	9
HNW	-	-	-	-	-	6
Masla	7	5	8	8	6	5
CBS Spot	-	4	3	3	3	3
Group W	-	-	5	4	3	2
Howard	-	-	-	2	3	2
Buckley	9	8	7	6	7	-
HR Stone	5	6	4	5	4	-
Pro	-	4	4	5	2	-
Major Market	-	-	-	2	4	-

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates trends among the major programmers and consultants between 1977 and 1982. The figures are based on 12+ Metro, 1/4 Hour Average, Broadcast Week. All 1/4 Hour figures are in hundreds. The figures in parenthesis show the number of stations in regular Arbitron markets which are using that particular service.

Only companies which supply their complete client lists are included.

<u>CONSULTANT/ SYNDICATOR</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
Schulke	8848 (65)	8526 (61)	8333 (59)	8392 (62)	9933 (72)	8054 (61)
Bonneville	6316 (54)	7156 (64)	7081 (76)	6624 (56)	7781 (60)	7151 (51)
TM	5135 (91)	4607 (101)	5096 (104)	4199 (85)	4079 (80)	3860 (80)
FM 100	3557 (37)	4264 (53)	3769 (40)	4035 (40)	3566 (34)	2825 (32)
Drake-Chenault	2175 (62)	2000 (60)	2522 (69)	2626 (59)	2843 (61)	3076 (70)
Burkhart-Abrams	1877 (17)	4434 (38)	8298 (57)	8528 (73)	10611 (93)	11056 (93)
KalaMusic	224 (8)	560 (12)	155 (6)	137 (9)	415 (9)	409 (12)
Century 21	---	460 (10)	391 (17)	648 (19)	674 (17)	674 (17)
Radio Arts	---	516 (16)	396 (19)	---	---	---
Churchill	---	---	655 (4)	957 (7)	633 (6)	1034 (9)
Musicworks	---	---	59 (4)	83 (3)	172 (9)	NA
Al Ham	---	---	---	653 (10)	2016 (42)	4563 (81)
Sebastian	---	---	---	---	---	2529 (14)
Jeff Pollack	---	---	---	---	---	2119 (9)
Toby Arnold	---	---	---	---	---	435 (13)
Noble	---	---	---	---	---	410 (7)

STATION FORMAT AND FORMAT LISTENERSHIP

A. TOTAL FORMAT SHARES

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
ROCK/AOR/CONTEMP	34.80	35.91	34.55	33.04	31.51	27.08
BTFL MUSIC	17.66	16.71	16.08	15.58	14.61	11.76
MOR/AC	17.32	16.83	15.00	16.11	16.45	18.53
COUNTRY	9.32	9.27	9.61	10.26	12.12	12.57
NEWS/TALK	9.26	8.75	9.67	9.68	9.13	9.35
BLACK/URBAN/JAZZ	6.64	8.63	9.75	9.76	9.07	11.67
SPANISH	1.88	1.73	2.18	2.02	2.12	2.29
CLASSICAL	1.31	1.40	1.24	1.27	1.30	1.25
NOSTALGIA	.12	.15	.15	.64	2.04	3.63
RELIGION	.89	1.20	1.05	1.24	1.23	1.44
UNKNOWN/OTHER	.77	.72	.72	.47	.41	.42

B. STATIONS USING VARIOUS FORMATS

	<u>1977</u>		<u>1978</u>		<u>1979</u>		<u>1980</u>		<u>1981</u>		<u>1982</u>	
	<u>AM</u>	<u>FM</u>	<u>AM</u>	<u>FM</u>	<u>AM</u>	<u>FM</u>	<u>AM</u>	<u>FM</u>	<u>AM</u>	<u>FM</u>	<u>AM</u>	<u>FM</u>
ROCK/AOR/CONTEMP	368	436	355	483	323	543	283	576	199	548	129	538
	(804)		(838)		(866)		(859)		(747)		(667)	
BTFL MUSIC	60	314	49	303	56	293	44	301	41	238	26	248
	(374)		(352)		(349)		(345)		(324)		(274)	
MOR/AC	413	90	383	71	402	60	427	65	435	90	438	145
	(503)		(454)		(462)		(492)		(525)		(583)	
COUNTRY	305	130	309	133	297	137	306	154	323	154	322	230
	(435)		(442)		(434)		(460)		(476)		(552)	
NEWS/TALK	97	6	76	2	83	3	91	3	87	1	99	1
	(103)		(78)		(86)		(94)		(88)		(100)	
BLACK/URBAN/JAZZ	108	51	96	57	117	101	105	74	103	73	164	80
	(161)		(153)		(218)		(179)		(176)		(244)	
SPANISH	31	6	40	5	38	13	48	11	53	15	42	14
	(37)		(45)		(51)		(59)		(68)		(56)	
CLASSICAL	11	31	11	30	12	28	9	26	8	27	9	26
	(42)		(41)		(40)		(35)		(35)		(35)	
NOSTALGIA	77	50	92	51	91	52	108	59	124	59	138	61
	(127)		(143)		(143)		(167)		(183)		(199)	
UNKNOWN/OTHER	46	37	60	35	56	31	30	19	31	30	34	17
	(83)		(95)		(87)		(49)		(61)		(51)	

NOTES: Table A shows the percentage of all quarter hour listening (Mon-Sun, 6A-MID, 12+) in all Arbitron markets which is devoted to each particular format or format grouping.

Table B shows the number of AM and FM stations which are programming the various formats. The figure in parenthesis shows the AM and FM stations combined.

FORMAT BREAKDOWNS AND COMMENTS

ROCK/TOP 40/CONTEMPORARY

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	7.9	17.1	9.4	27.6	53.0	65.1	7.3		
F78	7.1	17.9	7.6	28.1	54.0	65.7	6.2	44.9	55.1
S79	7.5	16.9	8.5	26.2	53.6	67.0	6.8	44.1	55.9
F79	6.5	19.4	7.7	27.0	55.2	67.1	5.9	43.0	57.0
S80	7.3	17.2	8.9	24.9	56.0	69.1	6.0	43.9	56.1
F80	7.5	16.8	9.1	24.9	55.2	68.4	6.7	43.2	56.8
S81	8.0	15.9	9.5	24.2	58.3	70.9	4.9	44.1	55.9
F81	7.9	16.0	9.5	25.4	55.9	70.1	4.5	42.7	57.3
S82	8.4	15.0	9.3	23.6	58.0	71.3	5.1	42.5	57.5

My discussion of this format group should begin with a definition. The so-called adult contemporary stations have clouded this format's image and perception.

This grouping is composed of stations which primarily play current hits and recent hits. Personalities have varying importance but news and information is of less importance to this format.

The audience is largely female (over 55%). Over 20% of its audience is composed of teens and less than 10% is over 50. Turnover ratio has been relatively high but it is dropping - primarily because fewer stations are using the format. There are 23% fewer stations in the format group than there were in 1979.

I'm not certain this format is in as much trouble as many observers have stated. The number of stations has dropped 23% but the format's audience share is down only 21% since 1979. The "Hot Hits" success seems to show that even in larger markets where so many stations have rushed to "adult contemporary" there always has been a large audience segment which just wants to hear the hits. It is my opinion that Mike Joseph has just gone back to some basics. He brought back top 40 to the major market. In many smaller and medium markets the programmers have been either too unsophisticated or too smart to stray away from top 40 basics.

NOTES: TSL is Time Spent Listening per week in hours. T/O Ratio is Turnover Ratio and it is computed by taking the weekly cume and dividing it by the quarter hour average (Mon-Sun, 12+, Metro, Broadcast Week). The % EXCL is the percentage of the station's cume audience which listens only to that station during a given week. The other figures are the percentage of a station's total audience (12+, Metro, Broadcast Week) which lies in the various demographics.

The figures are calculated by breaking down the audiences of over 600 stations in each sweep. Then a mean is computed for stations in the same format group.

ALBUM ORIENTED ROCK

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	8.9	14.2	7.7	20.9	73.0	77.4	1.7		
F78	8.6	14.6	6.8	20.7	74.3	78.2	1.1	64.9	35.1
S79	9.0	14.0	7.5	22.9	72.1	75.6	1.5	61.1	38.9
F79	8.5	14.7	9.0	23.4	71.0	75.4	1.2	65.3	34.7
S80	9.2	13.7	9.7	23.7	71.5	75.1	1.2	65.6	34.4
F80	9.0	14.1	9.3	24.7	69.2	72.7	2.6	64.5	35.5
S81	9.4	13.5	9.7	26.2	69.0	72.1	1.2	65.6	34.4
F81	9.4	13.5	10.5	25.6	68.9	73.0	1.4	65.4	34.6
S82	9.4	13.5	9.3	26.3	68.5	72.3	1.4	64.0	36.0

AOR has become the largest segment of the Rock/AOR/Contemporary format group. Its growth has slowed some in the past two years but it remains a successful format.

Time-spent-listening is up slightly and exclusive cume is up significantly. The percentage of teens in the AOR is up by about 30% while 18-34 and 18-49 has fallen.

ADULT CONTEMPORARY/SOFT ROCK

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	7.2	18.4	3.7	7.0	75.0	86.1	6.9		
F78	7.8	16.3	4.0	5.5	73.9	87.1	7.4	43.4	56.6
S79	8.2	15.4	4.8	7.1	73.5	87.4	5.5	42.7	57.3
F79	7.2	17.6	5.9	5.0	64.1	83.2	11.8	41.3	58.7
S80	7.6	16.5	7.0	5.4	60.5	83.3	11.3	42.1	57.9
F80	7.8	16.1	6.1	6.0	63.7	81.7	12.3	41.7	58.3
S81	7.6	16.6	6.1	5.2	63.4	83.6	11.2	41.5	58.5
F81	7.4	17.0	6.8	5.7	60.6	83.8	10.5	41.1	58.9
S82	8.2	15.1	6.3	5.1	60.4	83.6	12.3	42.1	57.9

What is adult contemporary? I suppose it is just about anything. I have seen AOR's, Black, Disco, MOR, Beautiful Music, Rock and Contemporary stations labeled as adult contemporary by their managers and programmers. Thus the term is really somewhat of a hype and it has lost much of its meaning.

There is a definition for a true adult contemporary:

1. Soft contemporary hits and oldies
2. Moderate to strong news and information
3. Personalities
4. Less than 10% teens
5. More than 10% 50+
6. 55-65% female

If a station meets most of these criteria then it can truly be called adult contemporary. The format, the true adult contemporary format, can be and is often very successful. What the format needs is stronger positioning and, to the industry and advertisers, some truth in packaging.

BEAUTIFUL MUSIC

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	10.8	12.1	8.7	1.1	19.4	47.7	51.1		
F78	10.0	12.6	8.5	1.0	18.5	45.8	53.2	42.1	57.9
S79	10.2	12.3	8.8	0.9	17.0	45.7	53.4	39.7	60.3
F79	9.7	12.9	9.3	1.0	16.7	43.0	56.0	40.4	59.6
S80	10.1	12.5	9.9	1.0	17.0	43.7	55.3	41.3	58.8
F80	9.9	12.7	9.4	0.8	15.3	41.5	57.7	39.4	60.6
S81	10.3	12.2	9.9	0.9	15.6	42.4	56.7	40.0	60.0
F81	10.0	12.5	10.3	0.8	15.5	39.3	59.5	40.0	60.0
S82	10.6	11.9	9.9	0.7	14.7	39.9	59.4	40.0	60.0

A 33% drop in total audience since 1977. Severe decreases in 18-34 and 18-49 audience percentages. A corresponding increase in the 50+ percentage. 23% fewer stations using the format...

Beautiful Music is a troubled format. It has been clobbered by a barrage of problems, most of which were beyond the format's control. Changes in Arbitron's methodology, Expanded Sample Frame and particularly Differential Survey Treatment, have seriously eroded the format's share. Nostalgia and true Adult Contemporary formatted stations have seriously eroded Beautiful Music's actual audience.

Besides these external factors there are internal factors which have also caused the format's decline. Both syndicators and Beautiful Music stations appear to have lost touch with their listeners. In fact I am not certain they ever had a real good feeling for what their constituency wanted and/or needed from the format. Research at both syndicator and market level has been almost non existent. Instead the format has basically been controlled (for both good and bad) by a handful of strong and talented men. They programmed the format pretty much by instinct without a great deal of research. This worked well for years but the refinement of the Adult Contemporary/Soft Rock format gave younger listeners, tired of AOR and Top 40, a choice. The Nostalgia formats took a chunk out of the top end of the audience scale.

Beautiful Music is not dead, however. Finally some decent research is being done. There is room for one Beautiful Music station in almost any market. The format is a tough sell (again a lack of research hurts) but one well managed station in each market should be able to make a decent living.

Stations still using the format may have a different decision to make. In most markets, even if they have no competition in the format, they can probably only count upon a 6% to 9% share. They can make a profit with that share if they are careful. However, some may be tempted to seitch to other formats with a higher profit potential. I look for publicly-owned companies to take a hard look at their Beautiful Music stations.

MOR

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	8.6	15.2	10.8	3.3	24.1	50.2	46.5		
F78	7.9	16.0	10.3	3.3	23.4	50.2	46.5	45.0	55.0
S79	8.3	15.1	10.0	2.8	24.1	49.4	47.8	43.4	56.6
F79	7.7	16.4	9.8	2.4	10.1	50.6	47.0	45.2	54.8
S80	8.3	15.2	11.5	2.2	19.3	45.2	52.6	43.6	56.4
F80	8.6	14.7	11.2	2.3	19.9	45.6	52.1	43.3	56.7
S81	8.3	15.1	10.9	2.2	20.3	46.0	51.8	44.1	55.9
F81	7.9	15.9	11.0	1.7	18.7	43.8	54.5	43.7	56.3
S82	8.9	14.2	10.7	1.7	16.3	41.6	56.7	43.0	57.0

MOR (con't)

Old Line MOR still survives as a format. Yes, it is aging and yes there are fewer survivors in the format. However, most of those left are fairly strong and profitable.

As with Beautiful Music there is room for one full service station in most markets. There is a big difference, however. The MOR survivors are stations with years of service and tradition behind them. You can not take an existing station and build it into a full service and successful MOR. The successful MOR already has a long history and it manages to protect its franchise by establishing a position for itself as the source for news, information, sports and (usually) personality. Such a station will survive despite a shrinking and older audience. It survives largely because it retains the respect of the powers that be in the community - society, government and advertising. Those MOR stations which maintain that image will survive and do well. Those that lose that image will never regain it and might as well shop for another format.

COUNTRY

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	10.1	13.1	15.6	3.6	27.4	61.1	35.3		
F78	9.4	13.4	13.9	3.6	30.2	62.7	33.7	46.8	53.2
S79	9.9	12.7	13.7	3.0	30.3	60.9	36.1	48.9	51.1
F79	8.8	14.3	13.5	3.3	30.1	62.0	34.7	47.6	52.4
S80	9.8	12.8	15.6	3.5	30.1	63.6	32.9	49.2	50.8
F80	9.2	13.7	13.4	3.7	28.7	61.9	34.4	51.2	48.8
S81	9.7	13.0	15.0	4.2	30.7	62.5	33.3	49.5	50.5
F81	9.4	13.4	13.5	4.0	30.2	63.6	32.4	48.0	52.0
S82	10.1	12.4	14.3	4.2	31.8	64.4	31.4	47.9	52.1

Country is still a format which has room to grow. The format's audience share has grown about 30% since 1979. The number of stations using the format has increased about 26% in the same period. The format's demographics have become somewhat younger also.

The AM band is generally saturated. The growth for the format will come from FM since there are quite a few markets which are poorly served by Country FM's.

NEWS/TALK

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	7.4	17.7	8.1	1.4	13.0	34.1	64.5		
F78	7.3	17.4	7.7	1.2	15.4	36.2	62.6	51.3	48.7
S79	8.0	15.8	7.9	1.2	13.3	33.1	55.7	46.8	53.2
F79	7.4	17.1	7.7	1.0	13.9	35.2	63.8	49.1	50.9
S80	7.5	16.8	9.2	1.0	13.8	34.7	64.3	50.3	49.7
F80	7.5	16.8	8.4	0.9	14.4	35.0	64.1	47.7	52.3
S81	7.8	16.3	8.1	0.9	13.0	31.9	67.2	47.8	52.2
F81	8.2	15.3	9.9	0.8	13.1	33.3	65.9	47.2	52.8
S82	8.1	15.6	8.0	0.7	12.0	31.5	67.8	47.1	52.9

NEWS/TALK (con't)

This format has not lived up to its billings in some of the press - both trade and general. Many have thought that this format would show at least moderate increases in both stations and audience. However, since 1977 both indicators have remained flat.

What has happened is that few stations have converted to news or news/talk formats. Instead stations in other formats, particularly on AM, have converted blocks of their programming to talk segments instead of converting totally. In addition a great majority of stations have made an effort to increase their news and information features. Thus the amount of news/talk on radio stations has increased but "pure plays" in the format have not.

BLACK/URBAN

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	11.2	12.0	16.8	25.7	48.9	63.8	10.5		
F78	9.9	12.8	16.9	28.1	50.1	66.1	5.8	42.2	57.8
S79	9.3	13.5	18.9	24.3	51.5	65.5	10.2	41.3	58.7
F79	9.2	13.9	14.9	21.5	51.8	68.5	10.0	46.9	53.1
S80	9.8	12.8	16.5	21.3	53.4	68.3	11.9	43.7	56.3
S81	10.0	12.6	20.5	21.4	54.1	69.6	10.0	43.2	56.8
F81	9.9	12.8	22.1	19.4	53.9	68.9	11.7	42.5	57.5
S82	11.3	11.1	10.8	19.1	55.9	71.6	9.3	43.7	56.3

This format has of course benefitted most from changes in Arbitron's methodology. There has been a huge growth in stations and audience (both by about 50% since 1979). The question is whether the advertising dollars will follow the audience increases. I doubt if they will.

Note and compare the Fall 81 and Spring 82 figures in the audience breakdowns above. It is incredible what DST has meant to this format.

RELIGION

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	11.3	12.8	10.4	3.2	23.8	46.1	50.7		
F78	10.1	12.5	12.0	3.6	20.9	43.1	53.3	34.9	65.1
S79	9.9	12.7	9.7	1.7	17.5	45.2	53.1	29.8	70.2
F79	7.7	16.4	9.0	2.5	20.2	44.5	53.0	28.9	71.1
S80	8.1	15.5	10.5	4.2	27.7	56.9	38.9	31.8	68.2
F80	8.4	15.0	9.6	2.0	23.7	50.1	47.9	34.3	65.7
S81	8.1	15.6	10.2	4.4	30.9	48.9	46.7	31.9	68.1
F81	8.2	15.4	12.0	3.5	24.4	45.6	50.9	33.5	66.5
S82	8.9	14.2	9.6	2.2	22.8	42.9	54.9	33.4	66.6

Although the number of religious stations have increased the audience levels have not. Do not be misled by the jump in the format's share between 1981 and 1982 (from 1.23% to 1.44%). Most of that increase came from Black/Gospel stations which was a result of DST.

SPANISH

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	16.6	8.1	26.5	6.2	33.0	61.7	32.1		
F78	17.6	7.3	24.0	4.3	34.5	66.4	29.3	31.8	68.2
S79	18.2	6.9	25.0	4.2	35.8	63.8	32.0	34.9	65.1
F79	13.9	9.0	23.3	3.3	30.9	62.5	34.2	41.0	59.0
S80	13.5	9.3	28.3	3.1	33.3	62.8	34.1	35.4	64.6
S81	14.3	8.8	24.0	4.5	28.9	57.1	38.4	35.3	64.7
F81	15.8	8.1	28.4	3.1	35.1	61.9	36.0	37.2	62.8
S82	15.6	8.2	24.1	2.5	32.6	60.1	37.4	39.4	61.6

The Spanish format has had a greater increase in stations than audience. That will change this year when DST is introduced in Hispanic households.

CLASSICAL

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S78	7.3	17.6	4.9	.7	29.5	60.2	39.1		
F78	7.6	16.7	6.2	1.5	26.0	58.5	40.0	52.7	47.3
S79	7.5	16.7	6.7	1.5	29.9	60.5	38.0	49.1	50.9
F79	7.4	16.9	6.7	1.1	28.2	58.6	40.3	47.2	52.8
S80	7.3	17.2	6.0	1.2	29.7	56.4	42.4	54.4	45.6
F80	7.9	15.9	8.4	0.7	29.2	52.0	47.3	49.6	50.4
S81	7.5	16.9	6.0	1.1	28.4	59.2	39.7	53.3	46.7
F81	7.4	17.0	5.7	0.4	29.1	60.3	39.3	49.8	50.2
S82	7.6	16.5	5.6	0.8	25.6	58.9	40.3	47.7	52.3

Classical audience has remained steady while the number of stations has dropped slightly. No significant change in demographics or other measurements.

NOSTALGIA

	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
S81	9.5	13.2	8.4	0.8	8.2	28.5	70.7	45.7	54.3
F81	10.0	12.6	8.4	0.5	7.8	30.5	69.0	45.1	54.9
S81	10.6	11.9	9.1	0.3	6.1	25.7	74.0	43.9	56.1

From a pure audience growth point of view this format is definitely the greatest success story of the past five years. However, its critics are numerous and they say the audience is too old and the shares are small or there is little potential for growth etc.

My response is so what?! This format has salvaged many a broken-down AM. It has made many stations competitive and viable once again. It may only give a station four or five share but that is a lot better than a one share or a no-share or a no-show in the rating book.

Look for the format to peak at about a five per cent share in 1984 and remain steady for several years thereafter.

THE NATION'S LEADING STATION GROUPS

The following pages analyze the nation's station groups in three ways:

- A. My own formula
- B. Cume audience
- C. Quarter hour average audience

In order to be listed in these rankings a group had to have a minimum of five stations in regular Arbitron markets. The stations had to show up in the Arbitron book.

The numbers listed in each table are derived from the Spring sweep of the years 1977-1982. All listings are in a rough alphabetical order.

The methodology for each listing is as follows:

TABLE A: LEADING GROUPS (DUNCAN'S FORMULA) This table was a rather complex formula I developed in 1977. It factors in a station's quarter hour average, its TSA rank, the market size and the number of stations a group owns. The result is an index system which is very sensitive to changes in a group's audience performance and/or purchases and sales. For complete details refer to any edition of American Radio.

This method of ranking groups has been rather controversial. I feel that it is a very good indicator of a group's performance and it is also a great deal of fun to work with and to study. To qualify for this listing a group had to finish among the top 50 groups nationwide (55 in 1982) in each given year.

TABLE B: LEADING GROUPS (TSA CUME) This table simply reflects the total cume (12+, TSA, Broadcast Week) for each group. I simply added up the cume for each group-owned station in each rated market. The figures are in hundreds and to be included a group had to be among the top 50 groups nationwide in each given year.

TABLE C: LEADING GROUPS (1/4 HOUR AVERAGE) This table gives the broadest coverage because any group which had five or more stations in rated markets is included. I should qualify that a bit and say that any group I knew about is included. Some groups do a fine job in avoiding publicity about themselves. However, I think I have managed to discover most of them. The figures are the result of adding up the 1/4 HR Averages (12+, TSA, Broadcast Week) for each station in each group. The figures are in hundreds.

TABLE A: LEADING GROUPS (DUNCAN'S FORMULA)

	1977	1978	1979	1980	1981	1982
ABC	214.046	230.356	227.981	241.400	268.851	233.218
Affiliated	---	---	3.300	3.288	---	2.693
Amaturo	---	---	---	---	---	9.512
BENI	---	---	---	---	---	3.598
Bonneville	29.480	25.500	31.163	24.010	29.816	34.041
Capitol (WRAL)	---	---	---	---	---	2.661
CBS	177.968	155.092	144.746	162.491	136.528	187.805
Capital Cities	38.142	39.078	30.511	23.419	26.041	29.638
Charter	19.386	11.910	3.350	4.663	4.322	2.975
Cox	18.480	23.292	26.772	22.332	18.533	16.783

TABLE A: LEADING GROUP (DUNCAN'S FORMULA) (con't)

	1977	1978	1979	1980	1981	1982
Century	15.675	24.640	24.354	26.766	35.267	22.721
Doubleday	4.070	2.090	---	4.861	10.647	17.699
EZ	---	---	---	2.250	2.063	3.709
Entercom	---	2.250	3.224	4.110	3.531	3.187
Fairbanks	11.945	21.440	5.624	4.574	5.129	4.378
Federated	---	1.841	1.729	---	---	---
First Media	---	---	---	7.110	6.388	8.185
Gannett	4.424	16.536	17.340	17.217	21.173	30.482
Gulf	4.265	3.660	3.495	---	2.260	7.216
Group One	4.016	3.800	5.352	6.378	5.257	5.189
Greater Media	4.011	3.355	3.550	4.845	6.024	31.436
Guy Gannett	2.568	2.442	---	---	2.542	---
Great Trails	---	2.862	1.890	2.048	3.551	2.661
Golden West	13.415	7.960	7.886	8.925	10.647	9.873
Globe	11.035	---	---	---	---	---
GE	8.872	10.008	9.432	9.141	7.613	7.595
Hearst	11.988	18.690	26.088	27.468	27.271	14.461
Harte-Hanks	11.268	12.978	9.658	9.255	8.818	6.081
Heftel	---	---	4.230	7.385	6.148	4.408
Hubbard	---	---	1.565	3.357	2.511	2.772
Insilco	2.676	3.060	4.088	2.589	---	---
Infinity	---	---	---	---	---	25.915
Inner City	---	---	21.910	41.397	35.204	32.465
Jefferson-Pilot	4.908	4.389	2.331	2.616	2.931	2.878
Josephson	---	---	---	---	---	2.790
Katz	---	---	---	---	---	5.776
Kaye-Smith	3.105	2.781	3.096	3.716	---	---
King	---	2.097	2.330	2.071	---	---
LIN	16.816	15.848	8.415	13.231	6.970	8.305
McCormick	---	---	---	---	---	2.539
Metroplex	---	---	---	3.830	7.428	6.434
Mid America	2.385	2.196	1.827	---	---	---
Multimedia	3.900	3.523	2.912	3.637	2.552	2.641
Meredith	4.185	4.914	4.332	4.318	4.207	3.988
Malrite	10.472	8.944	7.496	6.310	8.429	7.926
Metromedia	97.860	86.632	110.786	107.519	109.657	65.514
NBC	56.216	50.784	63.456	126.889	156.765	124.498
Nationwide	11.417	9.744	8.057	7.564	6.660	5.321
NBN	---	---	---	---	---	11.878
Outlet	---	2.400	2.352	3.450	3.993	7.138
Plough	5.964	9.691	9.140	12.540	9.889	17.295
RKO	68.442	85.613	62.568	46.867	42.099	64.512
Rounsville	2.030	2.226	---	---	---	---
Rust	---	2.200	2.620	2.945	2.476	---
Regional	---	1.720	---	---	---	---
Sandusky	---	---	---	---	---	2.562
Scripps-Howard	---	---	---	---	3.094	4.430
Storz	6.714	8.520	5.088	7.724	11.331	6.871
Susquehanna	4.888	3.408	2.904	3.188	4.350	3.942
Swanson	3.464	3.736	3.731	4.205	3.015	---

TABLE A: LEADING GROUPS (DUNCAN'S FORMULA) (con't)

	1977	1978	1979	1980	1981	1982
Shamrock	2.068	2.672	3.432	2.854	3.282	3.002
SJR	18.104	14.160	36.210	34.410	35.267	---
Storer	10.248	14.217	12.265	---	---	---
Sudbrink	9.470	---	---	---	---	---
Taft	13.610	16.980	19.260	19.200	19.865	24.562
Tribune Co.	---	5.832	6.378	5.942	8.417	6.477
Tichenor	---	---	---	---	2.039	---
United	3.696	6.202	7.144	4.906	4.351	5.444
Viacom	8.658	13.297	9.625	8.079	5.052	12.566
Westinghouse	44.460	49.410	41.238	55.529	54.261	69.092

TABLE B: LEADING GROUPS (TSA CUME)

	1977	1978	1979	1980	1981	1982
ABC	160751	162038	143808	135094	142744	137809
Affiliated	----	----	----	13944	12610	----
Bonneville	51628	53446	52244	47770	52452	50721
Booth	11993	13907	12805	----	12514	15407
Buckley	10254	----	----	----	----	----
Capitol (WRAL)	----	----	----	----	----	14373
CBS	136624	132695	129788	130902	125212	134954
Capital Cities	82592	87571	79632	74896	76943	79441
Cox	50408	52609	53150	50404	50990	55097
Charter	28965	22799	15597	19705	17522	17274
Century	20403	24174	25561	26735	33063	30486
Doubleday	14739	12594	----	15799	24044	31781
Entercom	----	----	11721	12422	----	----
Fairbanks	22222	23752	23278	18599	19354	19340
Federated	10218	10858	----	----	----	----
First Media	----	----	----	15470	17455	25439
Globe	17343	----	----	----	----	----
Group One	14681	14295	15626	17062	18289	17241
Gulf	13490	14287	10271	----	----	24635
Great Trails	12121	12572	11939	13983	13680	14336
GE	26112	25755	25199	25784	24974	22999
Guy Gannett	11975	11857	13366	----	14051	15474
Gaylord	10473	11748	----	----	----	----
Greater Media	25555	24941	26257	30868	37075	46114
Golden West	24775	29119	27674	26371	29752	28652
Gannett	20850	42286	40323	41983	42727	53939
Harte-Hanks	29427	23894	26970	26558	25690	24656
Hearst	22050	23884	24506	20057	24934	22479
Heftel	----	----	14429	21712	21721	16064
Hubbard	----	----	----	12561	----	----
Infinity	----	----	----	----	----	44715
Insilco	10391	11477	15296	12578	----	----
Inner City	----	----	29519	34971	36724	39064
Jefferson-Pilot	16737	18871	19667	21963	23001	23538
Katz	----	----	----	----	----	21797
Kaye-Smith	14970	14935	14815	14990	NA	----
King	13237	20905	22678	21371	19740	18397
LIN	31110	30731	27593	25180	26950	26951

TABLE B: LEADING GROUPS (TSA CUME) (con't)

	1977	1978	1979	1980	1981	1982
Metroplex	----	----	----	----	12703	15200
Meredith	17618	18419	17913	17087	16189	15489
Mid America	13770	13752	13483	13939	14185	----
Metromedia	75346	78834	84869	81839	90081	85400
Multimedia	21099	21871	20471	19139	18523	17514
Malrite	18813	20337	19866	21301	23811	25193
NBC	65209	67803	71991	81486	92127	89575
Nationwide	24108	24094	22221	19179	17209	22088
NBN (Unity)	----	----	----	----	----	14788
Outlet	----	15264	16924	21718	22561	22477
Plough	27377	27056	25378	36764	29472	36984
Park	12785	13639	14838	12897	12913	----
RKO	108363	107070	94039	80689	79038	89078
Rust	13898	15572	16292	15994	15246	----
Storer	31860	37781	28944	----	----	----
SJR	29870	30258	49261	45768	41840	----
Sonderling	29331	32872	31092	----	----	----
Storz	23882	23447	21113	21460	20938	18968
Susquehanna	19205	18360	16974	19420	19025	21709
Sudbrink	18026	----	----	----	----	----
Shamrock	17165	17430	19210	18248	17087	16633
Swanson	14774	16187	15085	13627	16100	----
Scripps-Howard	----	----	----	----	12601	15164
Sandusky	----	----	----	----	----	15416
Tribune Co.	----	40842	35153	33253	33949	31908
Taft	27233	33418	39093	40603	40948	41027
Viacom	----	----	----	25663	20698	31939
United	11222	15117	14635	16192	14117	19261
Westinghouse	98863	101658	95867	102250	103525	98479

TABLE C: LEADING GROUPS (1/4 HOUR AVERAGE)

	1977	1978	1979	1980	1981	1982
ABC	8775	8790	8098	7879	8214	8063
Associated	373	516	592	583	580	685
American	--	256	--	--	--	--
Affiliated	--	--	729	941	853	885
Amaturo	--	--	--	--	--	1132
Abell	--	--	--	--	--	329
Bonneville	3832	4069	3816	3534	3802	3847
Booth	813	891	749	836	858	1041
Buckley	453	--	--	367	540	490
Beck-Ross	428	--	--	535	710	684
Bluegrass	398	373	569	539	595	677
Bahakel	200	276	235	220	248	353
BENI	--	296	276	558	483	1027
Beasley	--	173	286	323	303	511
Broadcast Assoc	--	--	145	245	259	264
Buck	--	--	--	140	207	222
Bloomington	--	--	--	--	--	572
CBS	7624	7134	7310	7474	7100	7699
Capital Cities	5385	5656	5419	4881	5180	5575
Cox	3242	3332	3495	3439	3393	3364

TABLE C: LEADING GROUPS (1/4 HOUR AVERAGE) (con't)

	1977	1978	1979	1980	1981	1982
Charter	1792	1318	705	907	851	1098
Century	1400	1715	1748	1837	2222	1724
Columbia Pictures	--	475	390	351	372	--
Capitol (Johnson)	--	254	233	337	427	446
Capitol (WRAL)	--	--	--	552	703	1132
Clear Channel	--	--	--	390	380	596
Crawford	--	--	--	--	310	381
Confer-Rothfuss	--	--	--	--	--	663
Community Pacific	--	--	--	--	--	304
Doubleday	753	664	--	832	1415	1923
Des Moines Register	--	--	368	465	550	705
Davis & Weaver	--	--	--	269	278	293
EZ	507	518	556	648	667	846
Entercom	---	522	745	829	808	737
Eastman	--	--	--	--	284	230
Executive	--	--	--	--	240	290
Epperson-Atsinger	--	--	--	--	113	186
Fairbanks	1274	1549	1496	1220	1337	1253
Federated	728	754	733	625	758	703
First Media	--	--	--	1058	1120	1598
Forward	--	--	--	--	172	220
Greater Media	1718	1580	1685	2061	2375	3053
Golden West	1382	1523	1463	1571	1694	1594
Globe	1158	--	--	--	--	--
Gannett	1042	2418	2294	2510	2594	3649
Group One	1002	898	1146	1250	1159	1260
Guy Gannett	789	833	887	727	895	938
Gulf	721	799	767	563	705	1762
Great Empire	--	380	542	565	641	629
Great Trails	565	660	603	808	857	901
GE	1623	1690	1654	1691	1628	1558
Gaylord	469	499	382	--	--	--
Harte-Hanks	1908	1701	1870	1729	1837	1712
Hearst	1325	1462	1573	1663	1571	1480
Hubbard	576	518	536	705	747	801
Hatch	--	190	182	204	241	223
Hefstel	--	--	1046	1588	1461	993
Hicks	--	--	--	--	--	290
Harris	--	--	--	--	--	226
Insilco	717	745	998	847	685	752
Inner City	--	--	2384	2828	2902	2618
Infinity	--	--	--	--	--	3391
Jefferson-Pilot	992	1050	1062	1302	1444	1534
Josephson	--	--	--	--	--	813
Jaco	--	--	--	--	--	197
John Price	--	--	--	--	--	180
Kaye-Smith	894	861	924	993	616	599
King	695	974	1043	1021	945	977
Katz	--	--	--	--	--	1673
LIN	1695	1700	1569	1659	1491	1768
Lotus	352	546	546	450	666	632

TABLE C: LEADING GROUPS (1/4 HOUR AVERAGES) (con't)

	1977	1978	1979	1980	1981	1982
Liggett	--	--	--	--	456	672
Metromedia	4599	4729	5637	5200	5564	5577
Malrite	1312	1410	1328	1436	1718	1737
Multimedia	1312	1328	1306	1338	1134	1193
Meredith	994	1103	1006	977	977	1048
Mid America	877	866	882	918	979	991
Midcontinent	380	--	--	--	--	--
McKenna	361	418	340	362	--	329
McClatchy	289	257	295	298	378	--
Midwest Family	268	295	244	302	331	311
Mooney	--	348	369	--	--	435
Mission	--	270	--	--	--	--
Metroplex	--	--	--	706	1034	1041
McCormick	--	--	--	699	--	781
Manship	--	--	--	--	328	383
Mortenson	--	--	--	--	114	--
NBC	3148	3108	3541	4565	5117	4963
Nationwide	1421	1411	1351	1405	1196	1450
Newhouse	251	266	276	386	551	--
NBN (Unity)	--	--	--	--	--	1268
Outlet	--	826	897	1125	1293	1322
Plough	1464	1758	1662	1981	2088	2721
Park	775	822	905	810	805	890
Peoria Journal Star	--	--	--	215	234	249
Palmer	--	--	--	--	--	561
RKO	5572	5986	5295	4402	4609	5823
Rust	747	906	941	1053	1004	676
Rounsaville	660	691	503	--	--	--
Rollins	504	524	541	453	377	409
Regional	474	544	--	413	402	444
Rivers	--	--	--	--	--	488
SJR	2046	2167	3824	3733	3490	--
Storer	1883	2367	1923	--	--	--
Sonderling	1726	2226	1866	--	--	--
Susquehanna	1540	1346	1288	1329	1633	1692
Sudbrink	1205	--	347	384	687	619
Swanson	982	1048	1029	1010	1179	793
Storz	954	1163	1021	1168	1291	1185
Shamrock	870	883	1081	982	1052	1025
Stoner	490	457	506	548	620	742
Summit	483	470	610	699	811	950
Stauffer	377	389	424	391	447	458
Sterling	255	311	402	315	337	662
Sunbelt	--	--	327	296	404	449
Sandusky	--	--	325	--	606	952
Stuart	--	--	278	302	368	380
Scripps-Howard	--	--	--	661	849	1071
SBI	--	--	--	358	324	--
Security	--	--	--	--	412	--
Taft	1861	2090	2633	2615	2843	2819
Tribune Co.	--	2388	2205	2213	2121	1966
Tichenor	--	766	560	553	578	489
United	693	997	1170	971	979	1243
Viacom	--	--	--	1674	1251	2173
Westinghouse	5271	5171	5203	5890	5978	6093
Western Cities	--	--	275	475	583	651
Walton	--	--	--	--	113	164

SECTION B

INDIVIDUAL MARKET HISTORIES

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

Each Individual Market History contains the following tables:

1. 12+ Metro Share
2. 12+ Cume Rating
3. Various (APR, FM Share, et al)
4. Format Shares
5. Financial Data
6. # 1 Stations, 12+ Metro Share
7. Highest Stations - Share, 1/4 HR, Cume and Cume Rating
8. Station Notes

The tables are listed in approximately this order, from the top of the page to the bottom.

12+ METRO SHARE

This table shows the 12+ Metro Share (Broadcast Week) for most stations in the market since 1976 and in some cases since 1975. The 1982 and 1975 figures are always from the Spring sweep only. The 1976 through 1981 are two book averages (Spring and Fall) if the market is rated at least twice per year. If a market is rated just once per year then the Spring share is listed. Immediately below the table is a notation telling you how many rating books per year in the market.

In the years 1975 through 1978 the share figures for some stations are deleted. That does not necessarily mean the stations did not show in the book, most likely it did. My information for those years was not as complete as it was after 1978. If a station's share does not appear after 1978 it means the station did not show up in the rating book.

The station's format appears in parenthesis just to the right of the call letters. Interpret the letters as I have shown below:

- M - Middle of Road
- R - Rock, Top 40, Contemporary
- A - Album Oriented Rock
- C - Country
- AC - Adult Contemporary, Soft Rock
- E - Beautiful Music, Easy Listening
- N - Nostalgia, Big Band
- B - Black, Urban, Jazz
- NT - News, News/Talk
- T - Talk
- CL - Classical
- SP - Spanish
- G - Religion, Gospel
- O - Oldies

Call letters and formats are those used by the stations as of August 1982.

12+ CUME RATING

This table shows the Cume Rating (12+, Metro, Broadcast Week) for the leading stations. This data is always from the Spring sweep. In some markets the information is a bit sketchy. Unfortunately I only had data for the leading TSA Cume stations in each market.

VARIOUS

The table directly below "Metro Share" shows the following:

1. APR. The Average Person Rating shows the percentage of the 12+ population which is using radio during the Broadcast Week.
2. FM Share. The percentage of all radio listening which is devoted to FM stations.
3. CPM. The Cost Per Thousand for the top five stations in each market using the 12+ TSA audience and the 18 time per week rate (60", equal distribution among dayparts).
4. Stations. The number of stations which show up in the Spring Arbitron sweep.
5. Diaries. The number of in-tab diaries during the Spring Arbitron sweep (Metro).

FORMAT SHARES

This table shows the percentage of the 12+ audience (Metro, 1/4 Hour Average, Broadcast Week) which is using a particular format in each market.

FINANCIAL DATA

The table is basically self explanatory. Complete explanations of the per capita data can be found on page A . The data for 1981 is not available as of printing date (it may never be available) but there is room for your own estimates if you so choose.

1 STATIONS, 12+ METRO SHARE

This table shows the stations which have led their markets in Metro Share (12+, Broadcast Week). If there is a tie this symbol (T) will appear after the rating period date.

HIGHEST STATIONS...

This table shows the stations with:

1. The highest 12+ Metro Share since 1975
2. The highest Metro 1/4 hour average since 1975 (figures in 100's)
3. The highest TSA 1/4 hour average since 1975 (figures in 100's)
4. The highest TSA Cume since 1976 (figures in 100's)
5. The highest Metro Cume Rating since 1977

All figures are 12+, Mon-Sun, 6AM-MID.

STATION NOTES

This shows major format and call letter changes. It also shows other factors which influenced the market. Only stations listed in the 12+ Metro Share table are covered. I don't pretend that this list is complete or exact but I think most major changes are included.

AKRON

	<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
	SPG		77	78	79	80	81	82	SPG		SPG 81	SPG 82	
	75	76							79	80			
WAKR (M)	15.7	16.2	18.2	15.0	14.4	14.3	10.7	11.5	WAKR	33.1	35.0	29.0	27.0
WAEZ-F (E)	8.6	6.6	6.8	6.7	5.9	6.7	6.5	4.6	WAEZ-F	----	11.8	12.7	8.3
WSLR (C)	9.9	8.2	8.1	6.7	7.6	5.7	7.0	6.9	WSLR	17.5	13.6	14.9	14.1
WKDD-F (R)	---	---	---	3.9	3.6	4.4	2.2	8.5	WKDD-F	----	----	----	21.2
WCUE (N)	6.6	5.7	4.3	2.9	1.4	1.3	3.1	3.0	WCUE	----	----	----	5.9
WHLO (N)	3.1	---	---	2.4	3.8	2.5	1.9	2.0	WHLO	----	----	----	5.1
WMMS-F (A)	6.1	7.2	6.3	11.2	10.9	12.4	12.6	11.9	WMMS-F	22.1	21.5	23.6	23.3
WGAR (AC)	7.9	8.0	8.5	8.0	6.5	4.4	4.6	4.4	WGAR	19.2	15.9	15.0	15.6
WWWM-F (R)	---	4.3	3.7	6.1	4.8	3.8	4.8	4.8	WWWM-F	17.4	----	11.4	13.6
WDBN-F (E)	7.8	6.6	---	4.2	4.7	4.3	3.0	4.6	WDBN-F	9.0	10.2	6.9	7.5
WDOK-F (E)	---	---	---	1.6	2.0	3.6	3.6	3.7	WDOK-F	---	---	---	7.5
WGCL-F (R)	3.3	4.2	---	2.1	4.1	6.0	7.1	5.6	WGCL-F	11.2	14.5	19.1	17.7
WWWE (C)	3.3	3.6	4.2	4.1	1.7	2.3	2.1	2.4	WWWE	7.4	10.2	9.0	9.0
WQAL-F (E)	---	3.7	3.8	2.5	3.1	2.6	2.3	2.6	WQAL-F	---	---	---	6.5
WZZP-F (AC)	---	---	4.7	5.0	5.0	4.9	4.9	3.5	WZZP-F	13.4	12.5	13.7	10.3
WDMT-F (B)	---	---	---	1.0	1.4	3.3	2.6	1.4	WDMT-F	----	----	----	4.8

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.9	14.7	14.3	15.3	15.7	15.8	16.3	15.4
FM Share (%)	46.91	44.03	43.50	54.68	52.54	59.97	64.81	66.50
CPM (\$)			3.93	3.34	3.93	5.17	3.96	4.40
Stations			23	25	27	23	29	27
Diaries						855	908	1061

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	42	42	35	40	34
BTFL MUSIC	20	19	17	20	16	17
COUNTRY	9	9	13	9	11	17
MOR/AC	31	22	19	26	20	21
NEWS/TALK	2	3	4	3	2	-
BLACK/URBAN	-	-	-	3	4	3
NOSTALGIA	-	-	-	-	4	5
CLASSICAL	-	-	1	-	2	1
RELIGION	1	-	1	1	1	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.5	5.8	6.7	7.2	7.5		WAKR S75, S76, F76, S77,
Income (millions)	.8	.9	1.1	.6	.5		F77, S78, F78, S79,
Nat Rev (millions)	1.2	1.7	1.8	1.6	1.7		F79, S80, F80
Rev per Cap (\$)	8.28	8.68	10.23	10.92	11.36		WMMS-F S81, F81, S82
Inc per Cap (\$)	1.55	1.42	1.64	.99	.76		
Nat Rev per Cap (\$)	2.22	2.59	2.70	2.45	2.54		
Profit Margin (%)	18.7	16.3	16.0	9.0	6.7		

Highest Metro Share:	WAKR	(22.5, S77)
Highest Metro 1/4 HR AVG:	WAKR	(176, S77)
Highest TSA 1/4 HR AVG:	WGAR	(291, S75)
Highest TSA Cume:	WGAR	(2698, F77)
Highest Metro Cume Rating:	WAKR	(37.3, F77)

STATION NOTES

WKDD-F	-	WCUE until 76 AOR until 78
WCUE	-	Contemp until about 80
WHLO	-	Contemp until 77 then Talk until about 80

OTHER STATIONS SEE CLEVELAND

ALBANY-SCHENECTADY-TROY

	<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
	SPG				SPG				SPG	SPG	SPG	SPG	
	75	76	77	78	79	80	81	82	79	80	81	82	
WGY (M)	16.4	16.7	16.0	16.2	18.1	18.2	16.1	16.2	WGY	39.3	40.8	38.6	35.8
WROW (E/M)	14.5	12.7	13.3	12.8	12.0	10.0	9.0	9.8	WROW	25.0	25.0	21.7	21.7
WGFM-F (R)	9.7	10.0	9.1	6.8	5.0	4.0	4.4	3.8	WGFM-F	18.4	18.5	12.2	14.3
WTRY (R)	9.0	9.4	10.2	9.5	8.9	7.6	8.6	5.9	WTRY	28.8	26.7	26.4	22.6
WROW-F (E)	5.1	4.8	6.9	5.9	3.8	8.5	7.2	8.1	WROW-F	9.2	15.3	15.5	15.9
WWOM-F (AC)	8.1	2.7	2.4	2.2	2.3	3.5	4.8	4.4	WWOM-F	----	----	11.6	13.0
WPTR (C)	5.2	7.0	5.8	6.6	5.2	4.0	3.2	3.3	WPTR	22.2	18.6	12.5	12.3
WQBK (NT)	3.5	6.3	4.6	6.3	7.8	6.1	6.9	5.0	WQBK	----	----	8.5	8.4
WOKO (C)	2.8	4.2	4.2	2.1	1.6	1.2	2.3	1.6	WOKO	----	----	----	5.5
WPYX-F (A)	---	3.7	2.7	5.3	5.0	5.7	10.3	11.6	WPYX-F	8.8	12.5	18.4	21.8
WFLY-F (R)	---	2.6	3.2	5.2	7.6	8.7	6.4	5.8	WFLY-F	18.9	24.2	18.4	17.5
WQBK-F (A)	---	---	3.1	2.6	3.9	3.6	2.3	3.3	WQBK-F	9.1	10.5	7.4	8.7
WGNA-F (C)	---	---	2.7	2.4	3.3	4.5	4.6	4.0	WGNA-F	5.2	8.9	8.7	7.6

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.0	15.7	15.8	16.0	14.8	16.7	17.1	17.7
FM Share (%)	31.95	30.68	37.77	35.94	33.60	44.13	47.06	49.49
CPM (\$)			2.43	2.73	3.33	2.83	3.36	3.14
Stations			23	20	22	19	23	24
Diaries						944	1003	1180

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	34	38	33	39	33
MOR/AC	36	19	22	24	24	25
BTFL MUSIC	13	30	24	26	20	23
NEWS/TALK	8	7	8	6	7	6
COUNTRY	7	7	6	6	8	11
RELIGION	1	3	1	-	2	1
NOSTALGIA	-	-	-	-	-	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	7.0	7.7	8.4	8.8	9.9		WGY - All rating books
Income (millions)	.2	.8	.5	.8	.4		
Nat Rev (millions)	1.6	1.8	2.2	2.2	2.7		
Rev per Cap (\$)	10.48	9.69	10.65	11.23	12.42		
Inc per Cap (\$)	.29	.99	.62	1.05	.44		
Nat Rev per Cap (\$)	2.41	2.25	2.78	2.76	3.43		
Profit Margin (%)	2.8	10.3	5.8	9.3	3.5		

Highest Metro Share:	WGY	(19.6, S80)
Highest Metro 1/4 HR AVG:	WGY	(216, S80)
Highest TSA 1/4 HR AVG:	WGY	(349, S80)
Highest TSA Cume:	WGY	(4484, F78)
Highest Metro Cume Rating:	WGY	(40.8, S80)

STATION NOTES

WPYX-F	-	WHSF-F until 80
		BTFL until 80
WWOM-F	-	BTFL until 76

ALBUQUERQUE

12+ METRO SHARE

12+ CUME RATING

		SPG								SPG				
		75	76	77	78	79	80	81	82	79	80	81	82	
KOB	(M)	9.7	12.9	13.3	14.9	11.5	9.1	8.7	8.2	KOB	29.8	28.9	24.6	22.5
KOB-F	(AC)	14.4	10.8	11.6	8.6	5.4	4.4	6.7	8.8	KOB-F	13.4	10.1	11.4	18.9
KQEO	(O)	18.4	9.9	9.7	7.6	4.4	5.1	5.0	3.9	KQEO	13.9	13.8	17.4	13.8
KAMX	(R)	4.6	6.7	4.7	4.0	3.9	3.9	3.6	3.3	KAMX	9.7	---	---	9.5
KRKE	(C)	9.9	9.1	10.6	9.4	4.9	2.9	3.1	2.7	KRKE	20.7	13.9	9.9	10.7
KRST-F	(C)	4.8	8.9	8.0	8.7	7.1	5.0	8.8	7.7	KRST-F	13.0	13.1	16.0	16.1
KKJY-F	(E)	---	6.3	5.0	3.1	8.5	14.0	11.3	9.4	KKJY-F	13.6	19.5	19.8	16.0
KRZY	(C)	9.1	6.4	8.7	7.9	7.7	6.4	4.9	5.9	KRZY	20.2	17.0	13.3	11.1
KABQ	(S)	---	6.9	6.4	7.2	6.8	5.2	5.0	3.9	KABQ	----	----	----	7.6
KZIA	(NT)	---	3.6	4.3	2.8	6.9	4.6	5.0	3.9	KZIA	----	----	----	6.8
KWXL-F	(A)	---	---	---	5.4	3.5	5.2	9.3	9.0	KWXL-F	13.9	11.1	16.8	16.9
KFMG-F	(R)	---	---	---	---	7.0	9.0	7.8	7.4	KFMG-F	----	20.4	20.5	19.9
KZZX-F	(R)	4.2	---	4.5	8.2	5.4	5.6	6.2	3.9	KZZX-F	16.0	13.5	21.1	10.5
KHFM-F	(CL)	---	---	---	2.6	1.7	3.6	2.3	3.2	KHFM-F	----	----	----	7.5

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.9	16.9	17.8	14.5	15.8	16.3	16.0	17.1
FM Share (%)	30.28	33.12	32.58	33.99	39.78	49.90	56.04	56.40
CPM (\$)			2.38	2.94	3.15	4.55	4.22	3.99
Stations			16	17	17	18	19	18
Diaries						541	758	839

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	40	32	38	38	27
BTFM MUSIC	19	15	9	14	15	11
MOR/AC	14	16	18	18	18	24
COUNTRY	12	14	12	12	16	19
SPANISH	9	12	12	5	7	5
NEWS/TALK	4	2	8	6	5	4
RELIGION	3	2	2	3	3	2
CLASSICAL	1	-	2	3	3	4
NOSTALGIA	-	-	-	-	-	5

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.6	4.2	6.0	7.2	8.1		KQEO S75
Income (millions)	-.14	-.33	-.13	-.4	-1.7		KOB S76, F76, S77, F77, S78, F78, S79, F79
Nat Rev (millions)	1.0	1.0	1.4	2.0	2.6		KKJY-F S80, F80, S81, F81, S82
Rev per Cap (\$)	13.89	10.43	14.35	17.05	17.13		
Inc per Cap (\$)	-.42	-.82	-.32	-.99	-3.63		
Nat Rev per Cap (\$)	3.07	2.41	3.41	4.66	5.51		
Profit Margin (%)	---	---	---	---	---		

*Does not include FM's reported separately

STATION NOTES

Highest Metro Share:	KQEO	(18.4, S75)	KKJY-F	-	KPAR-F until 79
Highest Metro 1/4 HR AVG:	KKJY-F	(85, F80)	KZZX-F	-	KMYR-F until 78
Highest TSA 1/4 HR AVG:	KOB	(133, F77)	KWXL-F	-	KRKE-F until 80
Highest TSA Cume:	KOB	(2335, F77)	KAMX	-	Spanish until late 79
Highest Metro Cume Rating:	KOB	(37.3, F77)	KQEO	-	Rock until 80
			KRST-F	-	AOR until 80
			KRKE	-	Rock until 80
			KOB-F	-	BTFM until 79

ALLENTOWN-BETHLEHEM-EASTON

12+ METRO SHARE

12+ CUME RATING

	<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
	75	76	77	78	79	80	81	82	SPG 79	SPG 80	SPG 81	SPG 82	
WLEV-F (R)	7.3	11.0	10.6	9.5	8.5	9.7	12.7	11.6	WLEV-F	19.0	22.5	28.1	28.1
WZZO-F (A)	---	---	---	---	10.5	8.3	9.8	10.1	WZZO-F	16.5	17.2	21.8	21.8
WXKW-F (C)	7.0	1.9	4.2	12.9	9.9	9.9	9.2	10.0	WXKW-F	17.1	16.5	18.7	19.1
WQQQ-F (E)	6.2	11.7	10.7	8.2	10.1	11.5	8.9	9.2	WQQQ-F	19.1	23.4	18.3	20.5
WAEB (R)	9.1	7.9	8.0	12.6	8.2	9.5	7.9	8.3	WAEB	27.1	27.6	26.0	22.3
WFMZ-F (E)	5.2	5.7	7.7	5.3	4.4	9.3	8.3	7.8	WFMZ-F	9.2	14.5	15.3	15.1
WEST (N)	4.8	8.5	5.9	4.6	6.5	5.0	3.4	5.7	WEST	12.3	----	----	8.0
WEEX (M)	7.2	5.1	7.0	4.3	3.7	3.9	2.8	3.1	WEEX	12.6	----	----	10.4
WSAN (M)	4.4	2.8	3.2	1.6	1.9	1.5	3.6	5.3	WSAN	----	----	13.1	14.7
WKAP (AC)	8.2	6.2	8.6	7.3	4.4	3.3	2.8	3.7	WKAP	15.7	10.8	11.1	13.0
WHOL (C)	3.9	4.8	4.0	---	1.2	1.6	.6	---	WHOL	----	----	----	----

TWO RATING PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	19.4	16.7	18.5	17.1	17.7	16.9	18.4	17.7
FM Share (%)	44.91	42.53	45.22	50.37	52.52	59.75	65.45	65.08
CPM (\$)			1.88	1.95	2.18	2.69	2.50	2.86
Stations			23	22	18	23	35	32
Diaries						604	1011	1013

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	51	52	51	39	41	41
BTFL MUSIC	28	18	18	24	21	20
MOR/AC	11	5	12	8	14	17
COUNTRY	6	17	14	15	12	11
NEWS/TALK	5	5	5	7	6	4
RELIGION	-	2	-	1	1	1
NOSTALGIA	-	-	-	5	4	6

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	4.4	4.7	5.4	6.2	7.1	
Income (millions)	.7	.7	.9	1.1	1.0	
Nat Rev (millions)	.4	.4	.5	.6	1.1	
Rev per Cap (\$)	8.24	7.48	8.65	9.82	11.01	
Inc per Cap (\$)	1.28	1.15	1.43	1.72	1.60	
Nat Rev per Cap (\$)	.79	.57	.81	1.00	1.67	
Profit Margin (%)	15.5	15.4	16.6	17.6	14.5	

Highest Metro Share: WLEV-F (13.2, S81)
 Highest Metro 1/4 HR AVG: WLEV-F (132, S81)
 Highest TSA 1/4 HR AVG: WLEV-F (148, S81)
 Highest TSA Cume: WLEV-F (1828, F81)
 Highest Metro Cume Rating: WLEV-F (28.3, F81)

#1 STATIONS, 12+ METRO SHARE

WAEB S75
 WQQQ-F S76, S77, S80
 WXKW-F S78, F80 (T)
 WLEV-F S79, S81, F81, S82
 WFMZ-F F80 (T)
 WZZO-F F79

STATION NOTES

WXKW-F: BTFL/MOR until 1977
 WEST : MOR until 1979
 WEEX : Rock until 1979
 WSAN : Contemp until about 1979
 WKAP : Gradually changed from rock to AC

ALBUQUERQUE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KOB	(M)	9.7	12.9	13.3	14.9	11.5	9.1	8.7	8.2	KOB	29.8	28.9	24.6	22.5
KOB-F	(AC)	14.4	10.8	11.6	8.6	5.4	4.4	6.7	8.8	KOB-F	13.4	10.1	11.4	18.9
KQEO	(O)	18.4	9.9	9.7	7.6	4.4	5.1	5.0	3.9	KQEO	13.9	13.8	17.4	13.8
KAMX	(R)	4.6	6.7	4.7	4.0	3.9	3.9	3.6	3.3	KAMX	9.7	---	---	9.5
KRKE	(C)	9.9	9.1	10.6	9.4	4.9	2.9	3.1	2.7	KRKE	20.7	13.9	9.9	10.7
KRST-F	(C)	4.8	8.9	8.0	8.7	7.1	5.0	8.8	7.7	KRST-F	13.0	13.1	16.0	16.1
KKJY-F	(E)	---	6.3	5.0	3.1	8.5	14.0	11.3	9.4	KKJY-F	13.6	19.5	19.8	16.0
KRZY	(C)	9.1	6.4	8.7	7.9	7.7	6.4	4.9	5.9	KRZY	20.2	17.0	13.3	11.1
KABQ	(S)	---	6.9	6.4	7.2	6.8	5.2	5.0	3.9	KABQ	----	----	----	7.6
KZIA	(NT)	---	3.6	4.3	2.8	6.9	4.6	5.0	3.9	KZIA	----	----	----	6.8
KWXL-F	(A)	---	---	---	5.4	3.5	5.2	9.3	9.0	KWXL-F	13.9	11.1	16.8	16.9
KFMG-F	(R)	---	---	---	---	7.0	9.0	7.8	7.4	KFMG-F	----	20.4	20.5	19.9
KZZX-F	(R)	4.2	---	4.5	8.2	5.4	5.6	6.2	3.9	KZZX-F	16.0	13.5	21.1	10.5
KHFM-F	(CL)	---	---	---	2.6	1.7	3.6	2.3	3.2	KHFM-F	----	----	----	7.5

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.9	16.9	17.8	14.5	15.8	16.3	16.0	17.1
FM Share (%)	30.28	33.12	32.58	33.99	39.78	49.90	56.04	56.40
CPM (\$)			2.38	2.94	3.15	4.55	4.22	3.99
Stations			16	17	17	18	19	18
Diaries						541	758	839

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	40	32	38	38	27
BTFL MUSIC	19	15	9	14	15	11
MOR/AC	14	16	18	18	18	24
COUNTRY	12	14	12	12	16	19
SPANISH	9	12	12	5	7	5
NEWS/TALK	4	2	8	6	5	4
RELIGION	3	2	2	3	3	2
CLASSICAL	1	-	2	3	3	4
NOSTALGIA	-	-	-	-	-	5

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.6	4.2	6.0	7.2	8.1		KQEO S75
Income (millions)	-.14	-.33	-.13	-.4	-1.7		KOB S76, F76, S77, F77, S78, F78, S79, F79
Nat Rev (millions)	1.0	1.0	1.4	2.0	2.6		KKJY-F S80, F80, S81, F81, S82
Rev per Cap (\$)	13.89	10.43	14.35	17.05	17.13		
Inc per Cap (\$)	-.42	-.82	-.32	-.99	-3.63		
Nat Rev per Cap (\$)	3.07	2.41	3.41	4.66	5.51		
Profit Margin (%)	---	---	---	---	---		

*Does not include FM's reported separately

STATION NOTES

Highest Metro Share:	KQEO	(18.4, S75)	KKJY-F - KPAR-F until 79
Highest Metro 1/4 HR AVG:	KKJY-F	(85, F80)	KZZX-F - KMYR-F until 78
Highest TSA 1/4 HR AVG:	KOB	(133, F77)	KWXL-F - KRKE-F until 80
Highest TSA Cume:	KOB	(2335, F77)	KAMX - Spanish until late 79
Highest Metro Cume Rating:	KOB	(37.3, F77)	KQEO - Rock until 80
			KRST-F - AOR until 80
			KRKE - Rock until 80
			KOB-F - BTFL until 79

ALLENTOWN-BETHLEHEM-EASTON

12+ METRO SHARE

12+ CUME RATING

	<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
	75	76	77	78	79	80	81	SPG 82	SPG 79	SPG 80	SPG 81	SPG 82	
WLEV-F (R)	7.3	11.0	10.6	9.5	8.5	9.7	12.7	11.6	WLEV-F	19.0	22.5	28.1	28.1
WZZO-F (A)	---	---	---	---	10.5	8.3	9.8	10.1	WZZO-F	16.5	17.2	21.8	21.8
WXKW-F (C)	7.0	1.9	4.2	12.9	9.9	9.9	9.2	10.0	WXKW-F	17.1	16.5	18.7	19.1
WQQQ-F (E)	6.2	11.7	10.7	8.2	10.1	11.5	8.9	9.2	WQQQ-F	19.1	23.4	18.3	20.5
WAEB (R)	9.1	7.9	8.0	12.6	8.2	9.5	7.9	8.3	WAEB	27.1	27.6	26.0	22.3
WFMZ-F (E)	5.2	5.7	7.7	5.3	4.4	9.3	8.3	7.8	WFMZ-F	9.2	14.5	15.3	15.1
WEST (N)	4.8	8.5	5.9	4.6	6.5	5.0	3.4	5.7	WEST	12.3	----	----	8.0
WEEX (M)	7.2	5.1	7.0	4.3	3.7	3.9	2.8	3.1	WEEX	12.6	----	----	10.4
WSAN (M)	4.4	2.8	3.2	1.6	1.9	1.5	3.6	5.3	WSAN	----	----	13.1	14.7
WKAP (AC)	8.2	6.2	8.6	7.3	4.4	3.3	2.8	3.7	WKAP	15.7	10.8	11.1	13.0
WHOL (C)	3.9	4.8	4.0	---	1.2	1.6	.6	---	WHOL	----	----	----	----

TWO RATING PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	19.4	16.7	18.5	17.1	17.7	16.9	18.4	17.7
FM Share (%)	44.91	42.53	45.22	50.37	52.52	59.75	65.45	65.08
CPM (\$)			1.88	1.95	2.18	2.69	2.50	2.86
Stations			23	22	18	23	35	32
Diaries						604	1011	1013

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	51	52	51	39	41	41
BTFL MUSIC	28	18	18	24	21	20
MOR/AC	11	5	12	8	14	17
COUNTRY	6	17	14	15	12	11
NEWS/TALK	5	5	5	7	6	4
RELIGION	-	2	-	1	1	1
NOSTALGIA	-	-	-	5	4	6

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	4.4	4.7	5.4	6.2	7.1	
Income (millions)	.7	.7	.9	1.1	1.0	
Nat Rev (millions)	.4	.4	.5	.6	1.1	
Rev per Cap (\$)	8.24	7.48	8.65	9.82	11.01	
Inc per Cap (\$)	1.28	1.15	1.43	1.72	1.60	
Nat Rev per Cap (\$)	.79	.57	.81	1.00	1.67	
Profit Margin (%)	15.5	15.4	16.6	17.6	14.5	

Highest Metro Share: WLEV-F (13.2, S81)
 Highest Metro 1/4 HR AVG: WLEV-F (132, S81)
 Highest TSA 1/4 HR AVG: WLEV-F (148, S81)
 Highest TSA Cume: WLEV-F (1828, F81)
 Highest Metro Cume Rating: WLEV-F (28.3, F81)

#1 STATIONS, 12+ METRO SHARE

WAEB S75
 WQQQ-F S76, S77, S80
 WXKW-F S78, F80 (T)
 WLEV-F S79, S81, F81, S82
 WFMZ-F F80 (T)
 WZZO-F F79

STATION NOTES

WXKW-F: BTFL/MOR until 1977
 WEST : MOR until 1979
 WEEX : Rock until 1979
 WSAN : Contemp until about 1979
 WKAP : Gradually changed from rock to AC

ALTOONA

12+ METRO SHARE

		75	76	77	78	79	80	81	82
WFBG	(R)	16.1	17.5	16.0	18.7	22.2	27.0	30.7	27.3
WFBG-F	(E)	12.8	7.9	9.8	15.1	18.6	8.8	12.3	13.9
WVAM	(C)	21.1	21.5	20.2	12.0	20.4	17.0	16.0	13.9
WRTA	(M)	20.6	22.0	17.8	18.1	10.8	14.5	14.1	12.4
WPRR-F	(R)	----	----	13.5	14.5	9.6	8.8	7.4	7.2
WKMC	(C)	13.3	10.7	7.4	8.4	6.0	7.5	4.3	3.6
WHPA-F	(E)	----	----	---	---	2.4	5.0	3.1	3.1
WJAC-F	(E)	2.8	1.7	1.8	3.6	3.0	.6	1.2	2.6
WTRN	(R)	1.1	2.3	3.1	1.2	2.4	.6	1.8	2.1

12+ CUME RATING

		79	80	81	82
WFBG		49.6	50.3	50.3	54.6
WFBG-F		31.0	23.9	23.6	29.8
WVAM		37.9	29.6	29.8	26.8
WRTA		33.9	35.6	32.6	32.5
WPRR-F		25.1	20.3	22.2	21.3
WKMC		12.1	11.2	10.6	10.7
WHPA-F		----	----	----	9.3
WJAC-F		5.5	4.6	4.4	5.2
WTRN		8.7	---	---	7.8

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.5	15.5	14.4	15.0	15.0	14.1	14.2	16.9
FM Share (%)	19.26	16.25	29.03	38.36	36.81	30.73	29.94	36.41
CPM (\$)			2.58	2.70	3.17	2.64	3.74	3.59
Stations			11	12	12	15	15	17
Diaries						507	589	633

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	33	37	39	44	45
MOR/AC	19	19	11	16	15	17
COUNTRY	23	27	26	28	22	19
BTFL MUSIC	13	20	23	16	19	21
RELIGION	3	1	--	1	1	3

FINANCIAL DATA

	1976*	1977*	1978	1979	1980	1981
Revenue (millions)	1.7	1.9	2.4	2.2	2.8	
Income (millions)	.11	.18	.10	.12	-.36	
Nat Rev (millions)	.27	.31	.36	.31	.36	
Rev per Cap (\$)	15.81	14.74	18.44	16.01	20.27	
Inc per Cap (\$)	.96	1.37	.79	.85	-2.62	
Nat Rev per Cap (\$)	2.47	2.35	2.71	2.30	2.61	
Profit Margin (%)	6.1	9.3	4.3	5.3	----	

*FM's reporting separately not included

Highest Metro Share: WFBG (30.7, S81)
 Highest Metro 1/4 HR AVG: WFBG (53, S82)
 Highest TSA 1/4 HR AVG: WFBG (78, S81)
 Highest TSA Cume: WFBG (991, S81)
 Highest Metro Cume Rating: WFBG (54.6, S82)

#1 STATIONS, 12+ METRO SHARE

WVAM S75, S77
 WRTA S76
 WFBG S78, S79, S80, S81, S82

STATION NOTES

WPRR-F: WVAM-F until 81. Country until 79.
 WVAM : Contemp until 80.

AMARILLO

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KIXZ	(C)	14.4	15.6	10.5	5.6	15.2	19.8	21.6	12.9	KIXZ	36.4	31.1	33.5	28.5
KDJW	(C)	17.6	16.2	18.0	13.3	8.4	10.9	5.3	8.7	KDJW	24.2	23.4	15.1	17.1
KPUR	(R)	19.7	17.3	15.1	12.2	18.8	9.9	8.8	7.5	KPUR	37.5	26.3	25.4	27.9
KGNC	(M)	15.4	18.4	12.2	12.2	10.5	11.4	5.3	6.6	KGNC	19.9	21.7	20.2	17.3
KQIZ	(N)	3.2	2.2	2.9	2.8	2.6	1.5	3.1	3.7	KQIZ	9.4	5.6	---	7.5
KGNC-F	(E)	13.3	17.3	12.8	16.7	13.6	12.9	13.2	10.0	KGNC-F	24.1	23.6	23.1	21.1
KBUY-F	(C)	3.2	1.7	1.2	3.3	3.7	6.9	6.2	11.2	KBUY-F	10.9	15.0	14.0	20.5
KHBQ-F	(R)	---	---	---	---	---	---	6.2	6.6	KHBQ-F	----	----	18.9	15.1
KQIZ-F	(R)	---	---	14.5	18.3	10.5	10.4	7.9	10.4	KQIZ-F	23.2	22.8	23.5	22.9
KYTX-F	(A)	---	---	---	---	5.8	9.4	10.1	10.0	KYTX-F	11.7	13.5	13.1	15.7
KZIP	(AC)	4.3	3.4	4.1	6.7	1.0	1.0	.4	2.1	KZIP	4.6	----	----	2.7
KWAS-F	(G)	---	1.1	2.9	1.1	2.6	1.0	.4	.8	KWAS-F	---	----	----	6.1

ONE RATING BOOK PER YEAR IN THIS MARKET

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.0	14.6	13.7	13.7	14.3	14.9	15.9	16.4
FM Share (%)	20.83	21.56	33.33	42.77	38.55	42.27	48.58	52.91
CPM (\$)			3.11	3.07	2.73	2.53	2.69	3.05
Stations			10	10	12	12	14	13
Diaries						541	489	748

FORMAT SHARE (%)

ROCK/AOR/CONTEMP	43	39	41	39	42	37
COUNTRY	25	25	26	33	30	35
MOR/AC	16	16	15	13	9	12
BTFL MUSIC	14	18	15	13	14	11
RELIGION	3	1	3	1	2	1
NOSTALGIA	-	-	-	-	3	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	2.3	3.1	3.7	4.0	4.4	
Income (millions)	.21	.29	.23	-.32	-.37	
Nat Rev (millions)	.44	.50	.63	.66	.66	
Rev per Cap (\$)	17.89	18.98	22.47	23.36	24.40	
Inc per Cap (\$)	1.64	1.80	1.40	-1.89	-2.08	
Nat Rev per Cap (\$)	3.37	3.08	3.85	3.84	3.74	
Profit Margin (%)	9.2	9.5	6.3	----	----	

Highest Metro Share:	KIXZ	(21.6, S81)
Highest Metro 1/4 HR AVG:	KIXZ	(49, S81)
Highest TSA 1/4 HR AVG:	KIXZ	(79, S81)
Highest TSA Cume:	KIXZ	(1120, S79)
Highest Metro Cume Rating:	KPUR	(37.5, S79)

#1 STATIONS, 12+ METRO SHARE

KPUR	S75, S79
KGNC	S76
KDJW	S77
KQIZ-F	S78
KIXZ	S80, S81, S82

STATION NOTES

KBUY-F	: KDJW-F until 77
KZIP	: Country until about 1980
KQIZ	: MOR until about 1980
KIXZ	: Contemp until 1979

ANAHEIM (ORANGE COUNTY)

12+ METRO SHARE

		77	78	79	80	81	SPG 82
KEZY	(A)	3.2	3.0	1.9	2.2	1.5	1.2
KEZY-F	(A)	.7	1.1	1.3	1.7	1.9	1.9
KWIZ	(M)	2.4	1.5	2.3	2.1	1.4	2.0
KWIZ-F	(AC/E)	1.3	1.3	1.7	1.2	1.7	.8
KYMS-F	(G)	1.1	1.0	.7	.8	1.2	1.1
KOCM-F	(E)	.6	.9	.9	.8	.8	.8
KIKF-F	(C)	---	.6	.6	.8	1.6	1.7

METRO CUME RATING

	SPG 79	SPG 80	SPG 81	SPG 82
KEZY	8.5	8.4	7.1	5.3
KEZY-F	6.9	7.7	7.6	7.7
KWIZ	5.8	5.7	5.0	6.4
KWIZ-F	4.4	3.3	3.8	3.4
KYMS-F	2.8	3.0	3.8	3.8
KOCM-F	3.1	1.9	1.9	1.7
KIKF-F	2.8	2.3	3.9	3.8

TWO BOOKS PER YEAR BEGINNING IN 1977

ONLY STATIONS HOME TO ORANGE COUNTY ARE INCLUDED

	1977	1978	1979	1980	1981	1982
APR (%)	16.0	16.1	17.8	16.4	16.8	16.8
FM Share (%)	----	----	----	----	----	----
CPM (\$)	5.93	7.38	8.45	8.00	7.26	7.40
Stations	--	--	--	36	36	39
Diaries				1774	1108	1502

FORMAT SHARES NOT AVAILABLE

<u>FINANCIAL DATA</u>	1978	1979	1980	1981
Revenue (millions)	5.7	5.1	6.1	
Income (millions)	.84	.55	.5	
National Rev (mill)	1.0	.87	1.0	
Rev per Cap (\$)	3.03	2.67	3.00	
Inc per Cap (\$)	.45	.29	.24	
Nat Rev per Cap (\$)	.56	.43	.50	
Profit Margin (%)	14.8	10.9	8.0	

#1 STATIONS, 12+ METRO SHARE

KEZY	S77, F77, S78, F78, S80, F80, S81
KWIZ	S79, F79, S82
KEZY-F	F81

Highest Metro Share:	KEZY	(4.2, F77)
Highest Metro 1/4 HR AVG:	KEZY	(94, F77)
Highest TSA 1/4 HR AVG:	NA	
Highest Cume:	KEZY	(2355, F77)
Highest Metro Cume Rating:	KEZY	(16.2, F77)

STATION NOTES

KIKF-F	- KORJ-F until 1980
KEZY	- Contemp until 79

ANCHORAGE

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>					
		SPG 75	76	77	78	79	80	81	82	SPG 79	SPG 80	SPG 81	SPG 82	
KFQD	(AC)	16.2	14.2	19.6	18.1	16.9	19.6	18.6	16.6	KFQD	31.0	39.5	33.1	32.9
KENI	(R)	31.3	9.2	13.2	20.2	16.6	12.6	8.8	14.4	KENI	38.3	36.2	30.1	32.1
KHAR	(E)	19.2	16.9	14.8	13.2	13.8	12.2	12.3	11.4	KHAR	24.2	23.4	23.3	19.1
KRKN-F	(A)	2.5	1.2	1.9	1.3	2.8	3.3	7.9	10.5	KRKN-F	7.8	----	12.4	16.4
KGOT-F	(R)	---	6.7	6.9	9.4	12.2	5.5	9.3	8.7	KGOT-F	20.7	10.6	17.7	21.1
KKLV-F	(R)	---	10.2	8.8	9.2	7.7	12.4	9.5	8.7	KKLV-F	16.5	27.4	26.1	20.2
KNIK-F	(E)	2.5	4.9	5.2	4.8	4.2	7.2	7.8	8.3	KNIK-F	9.9	10.2	13.0	13.3
KYAK	(C)	19.7	14.1	12.3	8.7	6.7	7.0	7.0	8.3	KYAK	14.7	13.0	14.0	16.8
KBCN-F	(R)	---	---	---	.4	3.8	2.9	5.1	3.5	KBCN-F	---	8.0	----	12.3
KBYR	(M)	6.1	5.4	5.5	4.8	4.9	5.7	4.2	1.7	KBYR	16.9	18.4	14.4	10.0
KANC	(C)		14.7	9.5	8.3	5.2	5.7	4.0	1.7	KANC	10.3	10.5	11.8	10.8

TWO BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.9	18.2	15.7	16.3	14.7	15.9	15.6	16.0
FM Share (%)	20.36	22.94	25.95	20.35	31.79	31.31	37.31	41.94
CPM (\$)			6.76	4.81	5.38	5.74	5.96	7.65
Stations			10	10	11	11	11	12
Diaries						706	437	752

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	44	48	60	61	48
BTFL MUSIC	26	20	18	21	19	21
MOR/AC	22	26	21	5	5	20
COUNTRY	10	10	7	7	12	11
RELIGION	--	--	3	4	2	--

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	#1 STATIONS, 12+ METRO SHARE
Revenue (millions)	4.4	3.9	4.8	5.4	4.2		KENI S75, F78, S79
Income (millions)	.25	.08	-.32	-.46	-.9		KHAR S76, S77
Nat Rev (millions)	.4	.54	.76	.85	.7		KANC F76
Rev per Cap (\$)	31.50	21.76	25.96	30.16	23.23		KFQD F77, S78, F79, S80, S81, F80, F81, S82
Inc per Cap (\$)	1.79	.45	-1.73	-2.54	-4.99		
Nat Rev per Cap (\$)	2.82	3.00	4.15	4.70	4.03		
Profit Margin (%)	5.7	2.1	----	----	----		

*FM alone and reported separately not included

Highest Metro Share:	KENI	(31.3, S75)
Highest Metro 1/4 HR AVG:	KFQD	(61, F77)
Highest TSA 1/4 HR AVG:	KFQD	(67, S81)
Highest TSA Cume:	KFQD	(729, S80)
Highest Metro Cume Rating:	KENI	(43.5, F78)

STATION NOTES

KRKN-F	-	KJZZ until 80 Jazz until 80
KBCN-F	-	KHVN until 81, Religion until 81
KNIK-F	-	Contemp until 77
KKLV-F	-	Soft Rock 77-79
KANC	-	Rock until about 80

APPLETON-OSHKOSH

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	SPG 81	SPG 82	
WHBY	(M)	11.5	9.7	12.7	10.6	11.9	10.2	10.2	9.1	WHBY	24.2	23.5	22.1	21.2
WNAM	(R)	17.2	12.7	13.6	13.6	12.8	12.3	9.9	9.3	WNAM	39.5	36.1	33.9	29.1
WYNE	(C)	7.6	6.6	4.4	4.9	2.5	5.1	4.7	5.4	WYNE	----	----	----	14.8
WYTL	(C)	9.1	7.7	9.8	8.4	7.8	9.6	9.4	8.1	WYTL	----	16.2	18.8	15.3
WAPL-F	(A)	6.2	5.8	---	1.4	6.7	5.9	9.1	9.1	WAPL-F	----	13.6	17.4	19.7
WKAU-F+	(R)	9.3	11.9	10.6	10.6	8.9	7.0	7.3	7.6	WKAU-F+	25.1	22.4	23.6	20.5
WOSH-F	(R)	3.2	5.2	3.8	6.5	7.2	4.0	5.7	3.9	WOSH-F	16.5	----	19.6	17.4
WROE-F	(E)	7.9	12.4	11.5	11.9	8.9	10.2	9.6	9.3	WROE-F	20.1	21.7	20.6	19.0
WIXX-F	(R)	2.7	3.6	7.1	9.5	8.1	8.6	9.4	9.6	WIXX-F	25.1	26.5	24.6	26.0
WGEE	(C)	4.2	4.1	3.8	1.9	4.7	2.9	3.9	5.2	WGEE	14.0	10.3	13.4	9.8
WAHC-F	(A)	---	2.2	2.4	4.1	2.8	1.3	1.8	3.7	WAHC-F	----	----	----	8.2

TWO BOOKS PER YEAR BEGINNING IN 1981

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.4	15.7	14.5	15.5	15.1	15.3	16.1	16.9
FM Share (%)	28.57	37.27	35.74	45.00	46.55	45.35	49.86	48.66
CPM (\$)			2.03	2.35	2.57	3.15	2.78	2.80
Stations			18	21	22	23	22	22
Diaries						519	716	666

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	45	51	51	44	49	47
COUNTRY	17	15	15	15	21	22
MOR/AC	21	19	19	14	11	17
BTFM MUSIC	15	14	13	17	15	14
RELIGION	1	1	1	1	1	1
NOSTALGIA	-	-	-	4	3	-

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.7	2.6	3.4	3.8	3.9		WNAM S75, S76, S77, S78, S79, S80
Income (millions)	-.04	.02	.14	-.12	-.17		WROE-F S81
Nat Rev (millions)	.10	.18	.33	.30	.35		WHBY F81
Rev per Cap (\$)	11.33	8.80	11.49	12.90	13.22		WIXX-F S82
Inc per Cap (\$)	-.16	.06	.49	-.40	-.59		
Nat Rev per Cap (\$)	.40	.60	1.12	1.04	1.18		
Profit Margin (%)	---	0.6	4.3	---	---		

*Independent FM and FM reported separately are not included

Highest Metro Share:	WNAM	(17.2, S75)
Highest Metro 1/4 HR AVG:	WNAM	(52, S75)
Highest TSA 1/4 HR AVG:	WIXX-F	(111, S82)
Highest TSA Cume:	WIXX-F	(1804, S78)
Highest Metro Cume Rating:	WNAM	(39.5, S79)

STATION NOTES

WYNE	-	Contemp until about 80
WYTL	-	WOSH until 76
WOSH-F	-	WYTL-F until 76
WAHC-F	-	WMKC until 81

OTHER STATIONS SEE GREEN BAY

ASHEVILLE

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
										<u>SPG</u>	<u>SPG</u>	<u>SPG</u>	<u>SPG</u>	
										<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
WWNC	(C)	43.1	35.5	41.5	38.4	44.0	39.2	39.3	38.5	WWNC	58.3	57.5	62.0	57.3
WISE	(R)	16.8	18.0	21.0	15.2	14.0	18.6	17.0	18.9	WISE	34.6	35.6	34.1	35.5
WLOS-F	(E)	11.7	16.1	10.3	14.6	12.5	14.7	13.8	12.3	WLOS-F	21.8	23.2	24.9	22.0
WSKY	(AC)	4.6	3.8	2.7	3.0	1.0	3.9	4.5	4.9	WSKY	16.2	15.5	20.0	16.5
WFBC-F	(R)	2.5	2.4	5.8	7.1	4.0	3.4	5.8	5.7	WFBC-F	10.6	10.9	16.1	15.2
WRAQ	(M)	6.6	3.8	2.2	5.1	6.5	2.5	2.2	1.2	WRAQ	18.1	11.2	8.9	4.8
WMIT-F	(G)	2.0	2.8	.9	---	1.0	1.5	.9	1.2	WMIT-F	4.1	4.4	5.0	5.8
WMMH	(C)	2.0	.5	.9	1.0	1.0	1.5	1.3	1.2	WMMH	---	4.1	---	2.8

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.4	15.6	16.0	13.8	13.9	14.1	14.8	15.8
FM Share (%)	20.00	26.94	20.79	28.25	24.30	23.37	28.23	27.06
CPM (\$)			2.28	2.78	2.61	3.51	4.95	4.40
Stations			11	10	11	11	14	13

FORMAT SHARES (%)

COUNTRY		52	51	54	47	48	46
ROCK/AOR/CONTEMP		30	31	21	25	25	31
BTFM MUSIC		11	16	14	16	16	14
RELIGION		4	2	3	5	3	2
MOR/AC		3	-	7	7	7	7

FINANCIAL DATA 1976 1977 1978 1979 1980 1981

Revenue (millions)	1.6	1.8	2.4	2.3	2.7
Income (millions)	-.03	.13	.26	.24	.4
Nat Rev (millions)	.19	.17	.22	.21	.22
Rev per Cap (\$)	11.39	10.43	13.52	12.75	14.76
Inc per Cap (\$)	-.20	.78	1.51	1.33	2.20
Nat Rev per Cap (\$)	1.34	1.02	1.25	1.14	1.24
Profit Margin	----	7.5	11.25	10.25	14.8

Highest Metro Share:	WWNC	(44.0, S79)
Highest Metro 1/4 HR AVG:	WWNC	(94, S82)
Highest TSA 1/4 HR AVG:	WWNC	(116, S82)
Highest TSA Cume:	WWNC	(1212, S76)
Highest Metro Cume Rating:	WWNC	(62.0, S81)

#1 STATIONS, 12+ METRO SHARE

WWNC All rating periods

STATION NOTES

WRAQ: WKKE until 1978. Gradual shift from Rock to MOR/AC
 WSKY: Changed from country to AC in 1979.

ATLANTA

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>		<u>SPG</u>			
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>			<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>
WSB	(M)	21.0	20.0	17.1	14.9	13.5	11.2	10.4	8.7	WSB	27.0	23.6	17.9	22.9
WSB-F	(AC)	4.5	4.7	4.6	6.5	6.1	5.6	4.1	4.1	WSB-F	16.9	10.8	9.9	15.6
WPCH-F	(E)	9.3	8.8	7.3	6.8	6.1	7.0	5.7	7.5	WPCH-F	12.6	15.9	12.0	15.1
WQXI	(AC)	7.6	5.5	5.2	4.1	3.4	2.5	1.9	2.2	WQXI	15.3	10.9	----	7.8
WQXI-F	(R)	5.5	4.4	6.8	7.0	9.9	9.4	8.8	8.0	WQXI-F	20.0	17.9	19.7	21.7
WZGC-F	(R)	6.6	8.0	11.6	12.2	11.2	10.4	11.6	9.5	WZGC-F	27.3	23.5	22.0	26.7
WKLS-F	(R)	5.7	5.2	6.2	6.8	8.0	7.7	9.7	6.2	WKLS-F	15.1	13.7	17.8	15.4
WPLO	(C)	4.4	4.6	5.9	5.0	5.1	4.8	6.0	4.1	WPLO	13.3	13.5	11.3	11.0
WAOK	(B)	7.5	7.3	5.8	3.8	3.5	3.7	2.6	3.6	WAOK	9.3	---	---	11.4
WRNG	(NT)	4.2	5.5	5.6	4.3	3.1	3.2	2.4	3.6	WRNG	---	---	---	9.3
WVEE-F	(B)	---	2.1	2.9	5.8	6.8	10.0	9.6	11.5	WVEE-F	12.2	16.6	14.9	18.4
WGST	(NT)	---	3.4	3.0	3.3	4.6	4.4	4.7	4.0	WGST	10.9	9.6	11.3	12.3
WLTA-F	(AC)	---	3.4	2.6	3.3	4.1	5.5	7.2	4.8	WLTA-F	----	10.1	11.5	10.4
WKHX-F	(C)	---	---	---	2.3	2.6	2.9	4.4	7.8	WKHX-F	7.7	8.3	8.7	16.0

TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.3	14.5	14.2	15.2	14.7	15.0	14.4	18.1
FM Share (%)	40.67	40.14	45.69	51.15	56.09	63.00	65.05	64.81
CPM (\$)			2.76	3.22	2.93	3.22	3.52	3.14
Stations			23	25	23	23	21	24
Diaries						1572	1606	2107

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	34	34	35	32	35	26
MOR/AC	26	18	21	18	19	22
BTFM MUSIC	14	16	12	12	11	8
BLACK/URBAN	9	11	12	18	13	20
COUNTRY	9	9	9	9	11	13
NEWS/TALK	6	7	8	8	8	8
RELIGION	1	3	2	-	1	1
CLASSICAL	1	1	1	2	1	1
NOSTALGIA	1	1	-	-	1	1

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS/12+ METRO SHARE</u>
Revenue (millions)	21.0	24.4	28.0	33.3	36.4		WSB S75, S76, S77, F77, S78, F78, F79, S79, S80
Income (millions)	4.1	5.3	7.3	9.2	9.9		
Nat Rev (millions)	4.1	4.2	5.7	8.7	9.6		
Rev per Cap (\$)	13.93	12.85	14.87	17.46	17.38		WQXI-F F80
Inc per Cap (\$)	2.70	2.81	3.85	4.83	4.71		WKLS-F S81
Nat Rev per Cap (\$)	2.74	2.23	3.04	4.54	4.60		WZGC-F F81
Profit Margin (%)	19.4	21.9	25.9	27.7	27.1		WVEE-F S82

Highest Metro Share:	WSB	(21.0, S75)
Highest Metro 1/4 HR AVG:	WSB	(445, S77)
Highest TSA 1/4 HR AVG:	WSB	(503, S75)
Highest TSA Cume:	WSB	(7475, S77)
Highest Metro Cume Rating:	WSB	(33.4, F77)

STATION NOTES

WKHX-F	- Was WBIE until 81
WSB-F	- BTFM until 82
WQXI	- Rock-gradually changed to AC
WGST	- Contemp until 77
WLTA-F	- BTFM until about 78

ATLANTIC CITY

	<u>12+ METRO SHARE</u>				<u>12+ CUME RATING</u>				
	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
WFPG-F (E)	19.6	16.2	15.4	12.3	WFPG-F	30.9	26.2	23.9	23.3
WAYV-F (R)	3.0	12.0	8.9	9.0	WAYV-F	----	18.1	18.7	23.0
WUSS (AC)	5.2	2.1	4.5	7.6	WUSS	11.2	----	11.1	14.5
WIIN (M)	10.0	10.0	6.5	6.3	WIIN	19.9	18.6	14.5	17.6
WMGM-F (R)	11.3	11.2	6.9	6.0	WMGM-F	24.0	22.4	17.9	21.4
WOND (AC)	7.8	5.4	6.1	6.0	WOND	21.1	18.1	16.3	20.2
WMID (M)	7.4	2.1	4.9	4.0	WMID	19.0	12.4	16.9	16.0
WSLT-F (E)	3.9	1.7	3.3	3.7	WSLT-F	8.4	5.8	6.4	6.7
WGRF-F (R)	4.8	2.5	2.8	3.3	WGRF-F	13.1	---	---	12.2
WMMR-F (A)	3.0	9.5	7.3	6.0	WMMR-F	7.1	12.9	13.2	14.6
WCAU (NT)	4.3	4.6	1.2	4.3	WCAU	10.7	9.4	9.2	10.5

ONE RATING BOOK PER YEAR BEGINNING IN 1979

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	14.6	15.3	15.5	18.3
FM Share (%)	56.94	68.18	68.00	62.19
CPM (\$)	4.69	5.27	5.44	5.81
Stations	22	21	25	28
Diaries		630	583	652

FORMAT SHARES (%)

MOR/AC	31	23	33	32
BTFL MUSIC	29	25	24	20
ROCK/AOR/CONT	27	42	31	34
BLACK/URBAN	7	1	1	2
NEWS/TALK	6	8	5	7
COUNTRY	-	-	2	5
CLASSICAL	-	1	2	-

<u>FINANCIAL DATA</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Revenue (millions)	1.9	2.1	2.4	2.9	
Income (millions)	.06	.001	.58	.18	
Nat Rev (millions)	.18	.23	.28	.36	
Rev per Cap (\$)	10.27	11.15	12.58	14.91	
Inc per Cap (\$)	.30	.01	.30	.91	
Nat Rev per Cap (\$)	.94	1.20	1.45	1.81	
Profit Margin (%)	2.9	0.06	2.4	6.0	

Highest Metro Share: WFPG-F (19.6, S79)
 Highest Metro 1/4 HR AVG: WFPG-F (45, S79)
 Highest TSA 1/4 HR AVG: WFPG-F (50, S79)
 Highest TSA Cume: WFPG-F (567, S79)
 Highest Metro Cume Rating: WFPG-F (30.9, S79)

#1 STATIONS, 12+ METRO SHARE

WFPG-F S79, S80, S81, S82

STATION NOTES

WUSS - Urban until 80

AUGUSTA, GA

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WBBQ	(R)	----	----	----	11.5	9.1	6.8	3.7	6.1	WBBQ	28.0	22.7	15.5	21.3
WBBQ-F	(R)	19.3	28.5	27.2	15.8	23.1	27.2	23.6	20.7	WBBQ-F	40.0	44.4	44.5	43.6
WRDW	(B)	13.4	14.6	9.4	6.4	6.0	8.3	11.3	10.2	WRDW	16.0	18.4	20.3	21.4
WTHB	(B)	9.2	6.4	7.8	6.2	8.0	10.4	7.6	9.4	WTHB	12.5	16.8	14.5	17.4
WGUS-F	(C)	4.5	1.9	3.3	---	6.9	5.0	13.1	9.2	WGUS-F	10.9	13.1	18.4	20.0
WZZW-F	(R)	3.7	3.6	6.9	11.0	5.8	7.7	10.5	7.8	WZZW-F	20.2	19.8	27.9	23.8
WGAC	(N)	14.1	13.3	8.6	8.0	7.4	5.9	3.9	6.4	WGAC	16.8	15.3	12.1	15.5
WNEZ-F	(E)	----	4.4	5.6	3.8	5.5	4.1	6.3	5.5	WNEZ-F	10.6	9.1	11.0	7.6
WYMX-F	(A)	17.5	5.0	7.5	4.3	5.5	4.1	4.2	5.5	WYMX-F	14.3	11.4	11.1	14.7
WGUS	(C)	5.2	4.1	3.3	7.2	2.2	5.3	3.4	3.3	WGUS	----	----	----	8.1
WBIA	(M)	2.9	3.3	7.2	7.2	9.3	2.1	3.1	---	WBIA	11.8	----	----	----

ONE RATING BOOK PER YEAR

WBBQ simulcasted with WBBQ-F until late 1977

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.6	16.7	15.9	16.2	15.8	14.6	14.6	17.8
FM Share (%)	28.21	32.25	42.27	41.18	50.88	53.75	64.11	57.81
CPM (\$)			2.63	2.46	2.69	2.86	3.22	3.06
Stations			17	18	14	18	17	18
Diaries						539	747	650

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	44	47	47	51	45	35
COUNTRY	4	9	13	13	20	15
MOR/AC	17	18	18	6	8	10
BTFL MUSIC	10	5	6	4	6	6
BLACK	18	15	15	20	20	23
RELIGION	6	7	-	2	-	4
NOSTALGIA	-	-	-	-	-	7

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981
Revenue (millions)	2.6	2.3	3.3	3.0	3.7	
Income (millions)	-.20	-.12	.16	.01	.09	
Nat Rev (millions)	.37	.51	.78	.56	.71	
Rev per Cap (\$)	11.48	8.01	11.22	9.81	11.13	
Inc per Cap (\$)	-.85	-.40	.54	.03	.27	
Nat Rev per Cap (\$)	1.63	1.76	2.66	1.83	2.11	
Profit Margin (%)	---	---	4.8	0.3	2.4	

*FM's alone and FM's reported separately are not included

Highest Metro Share:	WBBQ-F+ (28.5, S76)	<u>#1 STATIONS, 12+ METRO SHARE</u> WBBQ-F all rating books
Highest Metro 1/4 HR AVG:	WBBQ-F+ (103, S76)	
Highest TSA 1/4 HR AVG:	WBBQ-F+ (167, S77)	
Highest TSA Cume:	WBBQ-F+ (1907, S77)	
Highest Metro Cume Rating:	WBBQ-F (44.5, S81)	

STATION NOTES

- WYMX-F - Was WAUG-F until 80
- WGUS-F - BTFL until about 78
- WGAC - MOR until 81-82

AUSTIN

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
										SPG	SPG	SPG	SPG	
		75	76	77	78	79	80	81	82	79	80	81	82	
KVET	(C)	17.8	14.2	19.7	13.9	13.5	11.7	9.6	7.8	KVET	28.9	22.2	21.5	16.0
KASE-F	(C)	15.2	16.8	14.8	14.7	15.3	12.1	11.4	12.3	KASE-F	21.7	20.1	20.8	24.6
KHFI-F	(R)	3.9	5.7	8.7	7.3	7.9	14.7	16.8	14.8	KHFI-F	17.7	32.0	32.1	29.6
KLBJ	(M)	11.6	8.5	7.3	6.0	5.6	4.8	5.4	5.0	KLBJ	18.7	17.7	15.1	15.1
KLBJ-F	(A)	6.4	9.8	6.1	11.7	10.0	7.3	10.5	13.4	KLBJ-F	19.4	13.1	22.0	26.8
KOKE-F	(C)	4.9	2.4	2.8	6.5	7.7	9.0	8.5	6.0	KOKE-F	15.7	17.1	25.3	16.0
KNOW	(B)	15.2	13.7	8.7	10.0	5.6	2.0	2.7	6.0	KNOW	21.5	9.8	11.2	11.7
KEYI-F	(AC)	4.7	4.4	8.5	10.3	6.7	6.3	5.3	8.1	KEYI-F	16.7	16.7	14.6	17.4
WOAI	(NT)	3.4	.9	3.7	1.6	1.1	1.6	1.0	1.9	WOAI	5.3	---	---	4.9
KMXX-F	(S)	---	---	---	---	1.8	2.9	4.3	4.5	KMXX-F	---	8.6	---	5.2
KOKE	(C)	3.0	2.6	---	1.3	1.5	2.8	2.0	1.5	KOKE	---	---	7.4	4.8
KTSA	(R)	---	2.8	2.4	1.8	4.5	4.2	2.9	1.7	KTSA	13.2	14.8	14.0	6.4

TWO RATING BOOKS PER YEAR BEGINNING IN 1978

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.9	14.2	14.8	15.2	16.6	14.4	17.4	17.5
FM Share (%)	38.58	46.49	47.20	61.90	54.30	64.92	65.09	68.67
CPM (\$)			2.44	2.44	2.65	3.22	3.05	3.41
Stations			12	12	16	17	19	18
Diaries						483	894	888

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	49	34	34	35	35
COUNTRY	27	25	29	32	32	35
MOR/AC	4	5	-	12	13	15
BTFL MUSIC	26	18	22	12	12	--
RELIGION	3	1	3	4	2	1
NEWS/TALK	-	2	2	2	1	2
SPANISH	-	-	2	5	4	5
BLACK/URBAN	-	-	9	-	-	7

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.3	5.2	6.3	6.8	8.1		KVET S75, S77, S78, S79
Income (millions)	.54	.9	1.4	1.2	1.1		KASE-F S76, F78, F79, F80
Nat Rev (millions)	.68	.8	1.2	1.3	1.4		KHFI-F S80, S81, F81, S82
Rev per Cap (\$)	12.60	10.94	12.29	13.42	14.34		
Inc per Cap (\$)	1.57	1.94	2.77	2.45	1.93		
Nat Rev per Cap (\$)	2.00	1.59	2.30	2.51	2.53		
Profit Margin (%)	15.9	17.7	22.6	18.3	13.5		

Highest Metro Share:	KVET	(19.7, S77)
Highest Metro 1/4 HR AVG:	KHFI-F	(127, F81)
Highest TSA 1/4 HR AVG:	KHFI-F	(134, F81)
Highest TSA Cume:	KHFI-F	(1479, S81)
Highest Metro Cume Rating:	KHFI-F	(32.1, S81)

STATION NOTES

KEYI-F	-	KRMH-F until 77. KCSW-F until 82. Contemp until about 79
KTSA, WOAI	-	See San Antonio
KASE-F	-	BTFL Country until about 80
KNOW	-	Contemp until about 80. AC until 82.

BAKERSFIELD

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
KUZZ	(C)	16.2	17.0	13.6	17.1	12.8	16.3	16.0	14.9	KUZZ	21.9	23.7	28.5	22.8
KKXX-F	(R)	----	----	11.2	4.9	13.2	12.4	10.6	14.6	KKXX-F	23.7	23.1	22.2	26.7
KERN	(N)	17.2	18.5	14.3	13.4	9.9	9.3	5.7	6.6	KERN	25.9	21.8	20.6	12.4
KWAC	(S)	4.4	2.4	---	2.0	5.9	4.0	8.1	5.9	KWAC	7.2	----	6.1	7.1
KGFM-F	(E)	2.9	2.2	3.1	3.9	7.0	7.1	6.1	5.7	KGFM-F	13.3	10.4	13.0	11.7
KGEO	(O)	7.0	3.7	4.5	5.9	4.2	3.4	3.5	8.5	KGEO	9.8	10.8	8.8	16.7
KAFY	(C)	14.5	10.4	11.7	8.7	4.4	4.5	4.0	2.3	KAFY	15.5	16.4	13.7	9.3
KPMC	(M)	5.1	3.1	2.1	2.6	3.3	2.0	2.4	2.3	KPMC	12.5	6.6	10.2	6.8
KQXR-F	(?)	---	7.5	10.0	8.9	8.8	5.0	4.0	1.6	KQXR	13.1	6.3	9.6	6.5
KMGN-F	(R)	---	---	---	---	---	2.2	1.8	2.8	KMGN-F	----	----	----	6.6
KXEM	(S)	---	---	---	---	---	1.2	3.8	3.6	KXEM	----	----	----	3.2

TWO BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.8	16.4	15.1	17.0	15.7	13.6	17.0	17.2
FM Share (%)	22.06	26.70	29.65	27.03	38.20	38.70	35.35	37.72
CPM (\$)			2.59	2.42	2.88	4.00	3.53	3.45
Stations			22	22	26	31	34	34
Diaries						619	573	881

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	44	36	38	43	36	28
COUNTRY	22	21	20	22	24	21
MOR/AC	19	22	13	11	10	17
BTFL MUSIC	3	15	21	14	11	8
NEWS/TALK	8	-	1	1	4	2
RELIGION	2	2	1	3	2	2
SPANISH	-	3	7	6	9	11
NPSTALGIA	-	-	-	-	-	7

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.35	3.94	4.94	5.44	5.04		KERN S75, S76, S77
Income (millions)	.12	.04	.15	.23	-.14		KUZZ S78, S80, F80, F81, S82
Nat Rev (millions)	.74	.83	1.24	1.37	1.43		KKXX-F S79
Rev per Cap (\$)	11.57	10.65	13.80	14.47	12.14		
Inc per Cap (\$)	.42	.11	.42	.61	-.34		
Nat Rev per Cap (\$)	2.56	2.23	3.46	3.65	3.44		
Profit Margin (%)	3.6	1.0	3.1	4.2	---		

*FM's alone and FM's reported separately are not included

Highest Metro Share:	KERN	(18.5, S76)
Highest Metro 1/4 HR AVG:	KUZZ	(99, S81)
Highest TSA 1/4 HR AVG:	KUZZ	(99, S81)
Highest TSA Cume:	KAFY	(1192, S76)
Highest Metro Cume Rating:	KUZZ	(28.9, F80)

STATION NOTES

KGEO	-	KGEE until 79, KGAM until 81. News/Talk 78; BTFL until 80
KQXR-F	-	KLYD-F until 82; simulcast until 80. MOR until ?
KUZZ	-	Simulcast until 77 when FM broke off as KKXX-F
KERN	-	Rock until 82
KGFM-F	-	Contemp until 76; Country until 78
KAFY	-	Contemp until 82

BALTIMORE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WBAL	(M)	17.8	15.6	14.7	13.7	10.7	12.3	11.1	10.0	WBAL	24.6	28.0	22.0	21.9
WCBM	(AC)	8.8	9.6	9.5	7.6	7.4	5.5	6.0	3.7	WCBM	20.5	16.5	15.8	11.8
WCAO	(AC)	7.9	7.9	6.6	5.6	5.2	4.0	3.3	2.4	WCAO	18.9	16.0	14.3	10.7
WFBR	(M)	5.2	5.0	3.9	4.2	5.9	5.1	4.8	4.5	WFBR	22.5	20.5	18.9	17.3
WWIN	(B)	6.1	4.9	4.0	4.6	5.2	4.1	3.5	4.3	WWIN	10.8	----	8.7	11.8
WITH	(N)	---	---	---	1.9	2.3	1.3	2.9	4.2	WITH	----	----	----	9.0
WLIF-F	(E)	11.5	10.2	9.9	7.9	8.7	8.2	8.2	5.3	WLIF-F	17.1	16.3	16.2	13.1
WPOC-F	(C)	---	3.3	4.9	4.4	5.2	6.2	6.2	7.5	WPOC-F	10.5	12.0	11.1	14.3
WYST-F	(AC)	3.9	4.3	5.1	3.7	2.1	2.4	1.8	3.2	WYST-F	7.2	10.0	8.3	10.2
WIYY-F	(A)	---	2.6	4.1	5.6	7.7	8.8	9.0	7.7	WIYY-F	18.0	14.8	16.7	16.9
WXYV-F	(B)	---	---	2.5	5.4	6.1	6.9	6.8	8.7	WXYV-F	12.4	13.8	14.7	17.3
WRLX-F	(E)	3.5	3.8	3.7	4.5	3.6	4.2	4.4	3.7	WRLX-F	7.5	8.7	9.7	9.8
WBSB-F	(R)	3.4	2.2	---	.6	2.2	3.0	5.4	4.8	WBSB-F	---	7.9	13.9	15.0
WSID	(B)	3.8	3.7	3.3	1.4	1.7	2.1	1.2	2.3	WSID	---	----	----	6.2
WKTK-F	(R)	---	3.5	2.9	2.9	3.0	1.5	.8	1.2	WKTK-F	12.5	7.7	----	5.5

THREE BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.0	15.8	16.5	16.1	16.5	17.3	17.5	19.7
FM Share (%)	33.64	37.04	44.52	47.10	51.86	54.40	59.02	58.78
CPM (\$)			1.88	2.22	2.89	2.45	3.00	3.28
Stations			41	36	29	32	34	34
Diaries						1410	1612	1994

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	34	32	25	28	28	21
COUNTRY	8	5	8	7	8	8
MOR/AC	27	32	28	29	25	27
BTFM MUSIC	19	17	15	15	15	11
BLACK/URBAN	10	10	19	17	16	22
NEWS/TALK	1	2	1	2	2	2
RELIGION	1	2	1	1	2	2
NOSTALGIA	-	-	3	2	4	5

FINANCIAL DATA 1976 1977 1978 1979 1980 1981 #1 STATIONS, 12+ METRO SHARE

Revenue (millions)	19.8	21.5	24.9	25.6	26.8		WBAL - All rating periods
Income (millions)	4.1	4.6	6.3	5.2	4.4		
Nat Rev (millions)	4.6	5.0	6.6	7.0	7.5		
Rev per Cap (\$)	11.05	9.95	11.49	11.86	12.28		
Inc per Cap (\$)	2.32	2.14	2.91	2.41	2.03		
Nat Rev per Cap (\$)	2.58	2.33	3.03	3.26	3.45		
Profit Margin (%)	21.0	21.5	25.4	20.4	16.5		

Highest Metro Share:	WBAL	(17.8, S75)
Highest Metro 1/4 HR AVG:	WBAL	(486, S75)
Highest TSA 1/4 HR AVG:	WBAL	(518, S75)
Highest TSA Cume:	WBAL	(6293, S76)
Highest Metro Cume Rating:	WBAL	(28.0, S80)

STATION NOTES

WCAO	-	Rock gradually went to AC
WITH	-	MOR changing to BTFM in 76, Nost in 80/81
WYST-F	-	WLPL-F until 81. Rock/AOR until 81
WIYY-F	-	WBAL-F until 77. News until 77
WRLX-F	-	WMAR-F until 78
WBSB-F	-	WDJQ-F until around 78.
WITH-F	-	until 80

BATON ROUGE

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							SPG	<u>12+ CUME RATING</u>					
		75	76	77	78	79	80	81	82		79	80	81	82	
WFMF-F	(R)	5.7	4.3	5.5	10.3	14.9	19.4	17.8	17.6		WFMF-F	30.9	33.2	30.6	34.4
WXOK	(B)	15.9	17.9	17.8	13.5	16.7	10.6	12.2	14.8		WXOK	20.8	21.5	17.4	24.4
WYNK	(C)	4.1	6.7	5.3	6.4	5.2	3.2	4.9	3.0		WYNK	13.7	11.2	10.4	8.1
WYNK-F	(C)	5.0	6.5	6.4	10.3	12.8	12.8	13.7	13.3		WYNK-F	25.1	25.0	23.8	25.1
WLCS	(R)	15.1	14.2	12.3	9.8	8.3	9.1	5.9	6.4		WLCS	23.7	23.3	20.5	19.5
WTKL	(B)	---	---	---	1.8	---	2.3	5.4	7.8		WTKL	----	----	10.3	14.0
WAFB-F	(R)	6.6	6.0	8.5	4.8	4.8	6.4	6.5	6.2		WAFB-F	13.4	17.7	15.9	23.0
WJBO	(M)	7.2	5.2	7.4	7.8	9.5	7.7	4.7	3.4		WJBO	23.2	22.0	16.3	15.9
WLUX	(G)	---	3.0	1.7	4.5	.4	1.5	1.2	3.1		WLUX	----	----	----	4.5
WQXY-F	(E)	10.9	13.1	13.4	11.6	10.7	11.4	10.6	9.1		WQXY-F	18.1	18.9	19.1	18.1
WWL	(M)	4.6	2.8	3.4	1.9	1.8	.6	1.7	1.3		WWL	6.5	5.4	---	5.9
WIBR	(C)	12.9	12.7	8.1	9.2	7.0	5.6	4.7	2.8		WIBR	24.2	19.8	12.8	9.1

TWO RATING BOOKS PER YEAR BEGINNING IN 1978

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.9	14.2	14.0	13.7	15.2	16.7	17.9	17.2
FM Share (%)	34.97	31.77	35.89	35.04	47.69	57.19	53.85	50.92
CPM (\$)			1.80	1.86	1.71	2.00	1.95	2.14
Stations			15	17	13	14	14	16
Diaries						548	448	1023

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	35	35	43	35	33
COUNTRY	19	21	22	23	27	24
MOR/AC	9	10	13	10	6	5
BTFL MUSIC	14	14	11	12	12	10
BLACK/URBAN	19	15	17	10	18	25
RELIGION	2	6	1	2	2	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO</u>
Revenue (millions)	3.81	4.44	5.60	5.46	6.74		WXOK S75, S76, S77
Income (millions)	.62	.76	1.12	1.01	.88		S78, F79
Nat Rev (millions)	.36	.45	.91	.62	1.17		WFMF-F F78, S79, S80,
Rev per Cap (\$)	11.14	10.30	12.56	11.99	13.18		F80, S81, F81,
Inc per Cap (\$)	1.80	1.76	2.50	2.22	1.71		S82
Nat Rev per Cap (\$)	1.04	1.05	2.05	1.37	2.29		
Profit Margin (%)	16.2	17.1	19.9	18.5	13.0		

Highest Metro Share:	WXOK	(21.2, F79)
Highest Metro 1/4 HR AVG:	WFMF-F	(136, S81)
Highest TSA 1/4 HR AVG:	WFMF-F	(185, S82)
Highest TSA 1/4 HR AVG:	WFMF-F	(2090, S82)
Highest Metro Cume Rating:	WFMF-F	(34.4, S82)

STATION NOTES

WIBR - Rock until 1980

BEAUMONT-PORT ARTHUR-ORANGE

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KAYD-F	(C)	----	4.1	5.4	4.0	4.0	7.4	8.6	11.3	KAYD-F	12.2	11.7	17.3	21.9
KLVI	(C)	7.8	3.8	8.2	9.4	9.6	11.2	8.0	8.5	KLVI	23.2	23.0	23.4	20.5
KWIC-F	(R)	3.8	10.1	14.9	11.4	7.3	3.4	6.4	4.2	KWIC-F	18.2	12.3	16.0	15.7
KIOC-F	(AC)	---	---	7.2	6.3	4.7	5.0	8.2	10.3	KIOC-F	13.0	14.9	19.3	20.5
KYKR-F	(C)	9.6	6.6	9.2	8.1	7.8	12.8	11.3	9.5	KYKR-F	15.3	21.8	22.9	19.9
KZZB-F	(B)	3.5	---	---	13.1	10.5	6.6	4.9	6.9	KZZB-F	12.4	11.2	----	14.9
KALO	(B)	15.3	12.6	6.2	7.0	7.4	4.0	7.4	6.5	KALO	12.9	10.8	11.0	12.2
KZOM-F	(A)	---	---	---	5.7	3.4	6.5	5.8	5.7	KZOM-F	----	11.2	10.4	9.9
KQXY-F	(E)	2.8	---	4.9	7.2	7.7	9.8	9.5	5.3	KQXY-F	13.9	16.0	15.1	12.5
KTRH	(NT)	4.5	6.3	3.1	5.6	4.5	5.2	4.6	5.5	KTRH	11.5	----	10.5	11.4
KJET	(B)	14.0	12.3	11.3	10.6	6.8	3.8	2.8	---	KJET	----	----	----	----
KOLE	(M)	12.8	8.5	9.5	3.1	3.5	4.2	2.0	1.6	KOLE	----	----	----	6.6
KAYC	(M)	8.3	11.8	4.4	3.4	2.6	2.3	.9	1.0	KAYC	----	----	----	4.5
KTXC	(C)	---	4.4	---	2.6	3.3	2.3	2.0	2.0	KTXC	----	----	----	7.7
KHYS-F	(B)	---	---	---	.7	4.3	3.9	6.5	10.7	KHYS-F	8.7	12.1	11.6	17.0

TWO RATING BOOKS PER YEAR BEGINNING IN 1978

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.8	12.9	13.8	14.0	16.5	13.2	14.4	16.1
FM Share (%)	24.62	26.91	46.39	42.01	50.87	58.99	60.98	67.57
CPM (\$)			2.35	1.84	2.59	2.94	4.07	3.57
Stations			15	16	18	17	17	18
Diaries						595	736	727

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	27	31	36	30	28	18
COUNTRY	27	33	32	31	34	35
MOR/AC	13	2	2	8	8	16
BTFM MUSIC	10	9	6	12	12	6
BLACK/URBAN	12	18	12	12	14	18
NEWS/TALK	3	8	9	8	4	6

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.40	3.93	3.94	3.62	5.67		KALO S75, S76
Income (millions)	-.07	-.37	-1.01	-.94	-1.14		KWIC-F S77
Nat Rev (millions)	.29	.45	.70	.62	1.16		KJET S78
Rev per Cap (\$)	11.66	11.36	10.91	9.95	14.87		KZZB-F F78, S79, F79
Inc per Cap (\$)	-.24	-1.06	-2.79	-2.59	-2.29		KYKR-F S80, F81
Nat Rev per Cap (\$)	1.64	1.30	1.95	1.71	3.03		KLVI F80
Profit Margin (%)	----	----	----	----	----		KQXY-F S81
							KAYD-F S82

Highest Metro Share:	KJET	(15.9, S78)
Highest Metro 1/4 HR AVG:	KLVI	(60, F80)
	KYKR-F	(60, F81)
Highest TSA 1/4 HR AVG:	KHYS-F	(84, S82)
Highest TSA Cume:	KLVI	(1343, F80)
Highest Metro Cume Rating:	KLVI	(31.8, F80)

ADDITIONAL STATION NOTES

KAYC - Rock gradually changing to AC
 KAYD-F - Country until 80

STATION NOTES

KALO - KTRM until 80. Country until 80.
 KQXY-F - KBPO-F until 76
 KZZB-F - KTRM-F until 78; KALO-F until 80
 KYKR-F - Simulcast until 79
 KTXC - KPAC until 81; MOR until 78; TALK until 80
 KOLE - Rock gradually changing to AC

BILLINGS

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KGHL	(C)	10.8	8.7	8.8	12.3	9.8	7.0	16.3	14.2	KGHL	28.0	22.3	32.0	28.1
KOOK	(R)	26.1	26.0	28.0	22.8	25.8	23.3	15.4	14.2	KOOK	49.0	43.0	41.0	33.9
KYYA-F	(R)	14.4	14.2	15.2	19.3	19.7	30.2	19.5	13.5	KYYA-F	35.8	36.5	31.8	27.3
KZLS-F	(R)	8.1	11.8	8.8	11.4	12.1	5.4	4.9	12.8	KZLS-F	17.7	10.5	7.9	21.8
KOOK-F	(E)	----	----	----	----	----	7.0	10.6	11.3	KOOK-F	----	14.4	16.0	18.7
KBMY	(C)	19.8	18.9	18.4	14.9	9.8	8.5	11.4	9.2	KBMY	21.6	22.1	24.4	20.2
KOYN	(N)	13.5	13.4	12.8	7.0	9.8	9.3	8.1	7.1	KOYN	13.0	13.6	12.1	10.9
KIDX-F	(AC)	----	----	----	----	8.3	6.2	8.1	7.1	KIDX-F	13.4	13.6	15.4	14.3
KURL	(G)	2.7	3.9	3.2	4.4	1.5	1.6	4.9	5.0	KURL	9.3	6.2	7.1	9.8

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.2	16.2	15.4	13.5	15.5	14.9	13.9	15.5
FM SHARE (%)	22.58	26.83	25.21	36.36	41.40	49.61	43.44	47.01
CPM (\$)			2.75	3.39	3.22	3.78	4.02	4.33
Stations			7	8	8	9	9	10
Diaries						563	504	609

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	45	44	47	54	44	43
COUNTRY	33	27	29	24	20	25
MOR/AC	9	13	10	7	16	8
BTFM MUSIC	9	12	13	13	16	12
RELIGION	3	5	2	2	5	5
NOSTALGIA	-	-	-	-	-	10

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981
Revenue (millions)	1.65	1.92	2.36	2.78	3.01	
Income (millions)	.02	.04	-.10	-.07	-.11	
Nat Rev (Millions)	.18	.24	.31	.35	.38	
Rev per Cap (\$)	19.52	18.55	22.87	25.80	27.45	
Inc per Cap (\$)	.18	.39	-.99	-.64	-.99	
Nat Rev per Cap(\$)	2.21	2.35	3.02	3.26	3.39	
Profit Margin (%)	0.9	2.1	----	----	----	

*FM's alone and FM's reported separately are not included

Highest Metro Share: KYYA-F (30.2, S80)
 Highest Metro 1/4 HR. AVG: KYYA-F (39, S80)
 Highest TSA 1/4 HR AVG: KGHL (59, S81)
 Highest TSA Cume: KOOK (639, S76)
 Highest Metro Cume Rating: KOOK (49.0, S79)

#1 STATIONS, 12+ METRO SHARE

KOOK S75, S76, S77, S78, S79, S82 (T)
 KYYA-F S80, S81
 KGHL S82 (T)

STATION NOTES

KYYA-F - KOYN-F until 78
 KZLS-F - KURL-F until 80; KKOZ-F until 82; BTFM until 81
 KIDX-F - KBMS-F until 79
 KGHL - MOR until late 81
 KOYN - Country until late 81

BINGHAMTON

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WNBF	(M)	20.3	12.7	19.3	19.0	17.6	10.6	15.6	13.8	WNBF	39.5	31.2	27.1	30.5
WQYT-F	(E)	12.3	13.0	19.3	16.1	19.6	17.4	14.2	12.5	WQYT-F	27.5	27.6	26.3	24.4
WMRV-F	(R)	7.7	11.4	8.8	7.6	8.1	11.4	16.4	16.4	WMRV-F	23.6	24.8	31.2	30.5
WAAL-F	(R)	6.7	12.7	12.6	13.9	14.5	12.4	11.5	12.2	WAAL-F	32.1	27.4	22.4	28.2
WENE	(C)	12.5	10.1	7.7	4.2	3.3	7.5	4.2	8.6	WENE	17.7	25.0	17.8	20.7
WKOP	(C)	8.3	11.9	6.7	11.3	8.9	6.2	10.3	8.6	WKOP	17.5	19.6	22.9	19.7
WWWT-F	(R)	5.4	2.6	4.6	2.5	3.3	8.0	7.1	5.2	WWWT-F	9.0	16.6	15.3	15.0
WINR	(R)	7.2	7.0	6.4	7.4	4.3	4.9	4.9	3.6	WINR	19.2	17.3	19.8	16.0
WEBO	(M)	---	---	---	1.4	4.1	2.8	.7	2.1	WEBO	7.6	----	----	6.4

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.0	15.7	15.7	14.0	15.5	15.3	16.4	15.4
FM Share (%)	36.69	45.96	50.73	47.44	55.09	62.43	59.56	57.78
CPM (\$)			2.12	2.69	2.73	2.65	2.60	3.16
Stations			13	13	10	15	15	12
Diaries						538	785	653

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	41	41	41	47	48	43
COUNTRY	8	13	11	10	12	20
MOR/AC	30	27	25	22	24	23
BTFL MUSIC	22	18	23	19	16	14

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981
Revenue (millions)	1.01	1.83	2.69	3.24	3.59	
Income (millions)	-.15	-.02	-.03	.22	.25	
Nat Rev (millions)	.12	.27	.42	.50	.47	
Rev per Cap (\$)	4.26	5.97	8.89	10.73	11.97	
Inc per Cap (\$)	-.60	-.08	-.08	.72	.83	
Nat Rev per Cap (\$)	.48	.88	1.40	1.66	1.57	
Profit Margin (%)	----	----	----	6.7	6.9	

*FM's alone and FM's reported separately are not included

Highest Metro Share:	WNBF	(20.3, S75)
Highest Metro 1/4 HR AVG:	WQYT-F	(77, S79)
Highest TSA 1/4 HR AVG:	WQYT-F	(100, S79)
Highest TSA Cume:	WNBF	(1265, S77)
Highest Metro Cume Rating:	WNBF	(39.5, S79)

#1 STATIONS, 12+ METRO SHARE

WNBF	S75, S77(T), S78
WQYT-F	S76, S77(T), S79, S80
WMRV-F	S81, S82

STATION NOTES

WWWT-F	WEBO-F until 79. Simulcast until 78. MOR until 78.
WENE	Rock until 80. AC until 81.

BIRMINGHAM

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>
WENN	(B)	18.0	4.8	5.2	6.9	5.6	3.6	3.6	4.0	WENN	----	----	----
WENN-F	(B)	----	---	2.6	6.1	8.6	11.8	8.1	12.3	WENN-F	14.4	19.6	14.8
WKXX-F	(R)	5.5	3.8	5.9	10.4	12.0	11.1	11.4	11.3	WKXX-F	18.0	21.6	23.3
WZZK-F	(C)	4.0	4.8	3.6	4.2	3.9	6.6	15.7	16.6	WZZK-F	9.2	11.9	23.5
WATV	(B)	---	11.0	12.2	6.2	4.8	5.4	4.7	7.3	WATV	----	----	----
WQEZ-F	(E)	6.8	5.9	5.3	3.5	6.7	4.8	5.3	5.9	WQEZ-F	14.8	11.1	----
WSGN	(AC)	7.1	10.2	10.1	8.8	8.4	8.3	6.2	5.0	WSGN	27.4	23.5	21.5
WAPI	(AC)	7.3	6.0	5.0	2.7	3.1	2.9	4.3	2.2	WAPI	----	----	10.3
WAPI-F	(A)	---	---	1.8	3.4	4.2	6.2	5.1	4.4	WAPI-F	11.0	13.1	9.7
WJLD	(B)	6.7	5.2	3.9	6.0	5.0	3.5	4.1	4.3	WJLD	13.3	----	----
WVOK	(C)	4.1	4.2	4.6	4.5	4.1	5.5	5.2	3.3	WVOK	11.9	12.7	13.4
WBUL	(B)	---	4.8	7.3	2.8	1.0	1.1	1.8	2.6	WBUL	----	----	----
WCRT	(N)	---	4.3	---	1.4	2.2	1.5	1.7	2.8	WCRT	----	----	----
WRKK-F	(A)	---	---	4.1	4.2	5.8	5.5	3.8	3.1	WRKK-F	9.9	10.8	10.1
WYDE	(C)	11.0	8.6	5.4	7.2	5.3	3.4	3.5	1.9	WYDE	13.0	13.6	12.5
WERC	(NT)	10.5	10.9	9.2	8.8	6.5	5.0	4.4	3.0	WERC	20.8	17.2	17.1

TWO BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.1	14.8	16.3	15.3	13.6	15.4	17.3	17.1
FM Share (%)	28.20	26.21	28.63	36.00	45.23	52.38	55.35	59.58
CPM (\$)			2.08	3.23	3.22	3.59	3.66	3.00
Stations			23	22	21	23	22	22
Diaries						805	1044	1338

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	31	37	35	31	30	21
COUNTRY	14	17	16	17	26	24
MOR/AC	11	7	4	6	4	9
BTFL MUSIC	5	8	14	10	9	6
BLACK	34	19	20	24	20	28
RELIGION/GOSPEL	2	12	10	11	7	6
NOSTALGIA	-	-	-	-	2	3

<u>FINANCIAL DATA</u>	<u>1976*</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	8.01	8.68	10.93	11.31	12.23		WENN S75
Income (millions)	1.12	.98	1.56	.68	-.36		WATV S76, S77, F77
Nat Rev (millions)	1.96	1.78	2.18	2.56	2.90		WERC F76
Rev per Cap (\$)	12.03	10.71	13.40	13.65	14.22		WKXX-F S78, F78, F79, F80 (T)
Inc per Cap (\$)	1.69	1.20	1.92	.82	-.42		WSGN S79
Nat Rev per Cap (\$)	2.94	2.19	2.67	3.09	3.37		WENN-F S80, F80 (T)
Profit Margin (%)	14.1	11.2	14.3	6.0	----		WZZK-F S81, F81, S82

Highest Metro Share:	WENN	(18.0, S75)
Highest Metro 1/4 HR AVG:	WZZK-F	(201, S82)
Highest TSA 1/4 HR AVG:	WZZK-F	(317, S82)
Highest TSA Cume:	WZZK-F	(3643, S82)
Highest Metro Cume Rating:	WERC	(33.5, F77)

STATION NOTES

WKXX-F	-	WERC-F until 77
WRKK-F	-	WVOK-F until 79
WSGN	-	Rock changing to AC
WAPI-F	-	Contemp until about 77. BTFL until 81
WVOK	-	Contemp until 77
WCRT	-	MOR until 81
WERC	-	Contemp until 82

BLOOMINGTON, IL

12+ METRO SHARE

		75	76	77	78	79	80	81	SPG 82
WJBC	(M)	42.7	39.1	45.7	44.6	40.3	37.2	39.9	40.8
WBNQ-F	(R)	11.2	11.8	17.9	15.7	23.3	17.5	17.1	16.1
WIHN-F	(M)	4.2	3.1	9.3	6.0	3.4	5.2	4.7	3.4
WMLA-F	(C)	---	---	---	---	---	7.7	8.7	6.3
WLS	(R)	12.6	11.2	7.9	9.6	8.5	6.3	6.0	5.7
WSWT-F	(E)	5.6	3.1	---	2.4	1.1	1.5	1.3	1.7
WWCT-F	(R)	---	.6	1.4	4.8	4.0	6.9	5.4	7.5
WMAQ	(C)	2.1	10.6	3.6	5.4	7.4	5.7	5.4	4.0
WGN	(M)	4.2	3.1	2.1	1.8	---	1.5	4.0	1.1
WBBM	(NT)	1.4	.6	.7	---	1.1	1.2	.7	.6
WIRL	(AC)	---	---	---	1.8	---	.6	---	.6
WKZW-F	(R)	---	---	---	1.8	2.3	1.8	2.1	2.9

12+ CUME RATING

		SPG 79	SPG 80	SPG 81	SPG 82
WJBC		66.5	61.2	59.1	63.5
WBNQ-F		44.4	38.5	38.8	40.2
WIHN-F		14.0	----	----	11.6
WMLA-F		----	15.1	15.3	17.9
WLS		30.1	27.7	24.8	26.6
WSWT-F		7.7	6.2	6.4	6.5
WWCT-F		7.4	9.7	7.8	11.6
WMAQ		17.8	20.1	14.1	12.6
WGN		----	7.8	8.4	9.6
WBBM		6.9	5.0	4.6	5.7
WIRL		---	---	---	1.5
WKZW-F		8.8	7.3	7.2	13.9

TWO RATINGS BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.9	16.1	14.2	16.1	16.7	17.1	15.4	17.1
FM Share (%)	21.19	21.83	31.30	32.91	36.80	41.18	41.78	41.98
CPM (\$)			4.04	5.42	5.50	5.30	6.85	6.01
Stations			12	12	11	14	11	16
Diaries						656	510	655

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	30	35	41	35	32	35
COUNTRY	6	6	8	17	14	11
MOR/AC	52	49	44	41	45	46
BTFM MUSIC	10	10	5	7	7	6
NEWS/TALK	1	-	1	1	1	1

FINANCIAL DATA

	1978	1979	1980	1981
Revenue (millions)	2.21	2.49	2.61	
Income (millions)	.41	.55	.38	
Nat Rev (millions)	.25	.24	.28	
Rev per Cap (\$)	18.14	20.44	21.58	
Inc per Cap (\$)	3.39	4.50	3.15	
Nat Rev per Cap (\$)	2.03	1.95	2.34	
Profit Margin (%)	18.7	22.0	14.6	

#1 STATIONS, 12+ METRO SHARE

WJBC All rating periods

Highest Metro Share:	WJBC	(45.7, S77)
Highest Metro 1/4 HR AVG:	WJBC	(71, S79, S82)
Highest Metro 1/4 HR AVG:	WJBC	(87, S82)
Highest TSA Cume:	WJBC	(829, S80)
Highest Metro Cume Rating:	WJBC	(66.5, S79)

STATION NOTES

WIHN-F - Rock until 77, BTFM until 81

Other stations see Peoria and Chicago

BOISE

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
KBOI	(AC)	11.4	11.0	13.2	9.5	11.2	16.5	13.1	12.4	KBOI	24.9	28.7	34.7	28.0
KFXD	(R)	16.8	20.0	18.3	18.6	10.8	9.4	5.5	5.4	WFXD	30.6	25.7	24.5	20.4
KFXD-F	(R)	3.4	4.5	4.3	4.3	6.8	7.1	8.0	6.2	WFXD-F	15.5	16.9	16.4	15.2
KBBK-F	(R)	14.1	14.8	5.8	5.1	8.0	3.7	11.0	11.8	KBBK-F	15.7	8.7	18.2	20.3
KIDO	(N)	4.7	7.1	.8	1.6	3.6	7.1	7.0	8.7	KIDO	16.1	17.9	18.4	18.2
KIDQ-F	(A)	---	---	---	---	---	10.9	8.3	11.0	KIDQ-F	---	11.4	14.0	17.5
KBOI-F	(E)	---	3.2	1.9	6.3	11.2	10.1	10.1	7.6	KBOI-F	18.2	20.9	17.5	16.6
KGEM	(C)	14.1	10.3	12.8	16.6	10.8	8.2	11.0	6.8	KGEM	24.0	17.4	20.4	18.3
KBXL-F	(E)	12.1	9.0	11.7	9.1	12.0	9.4	7.3	4.5	KBXL-F	18.6	16.3	11.1	13.9
KSPD	(?)	4.0	3.2	5.1	---	.4	.4	---	.6	KSPD	---	---	---	2.3
KKIC	(?)	---	3.9	1.9	4.7	.8	1.5	---	1.4	KKIC	4.7	---	---	4.3
KBNY-F	(?)	---	---	10.1	4.7	8.8	4.9	2.4	2.0	KBNY-F	18.7	11.4	---	6.6
KJOT-F	(C)	---	---	---	---	3.6	3.4	6.4	4.5	KJOT-F	---	---	12.3	9.2
KIZN-F	(C)	---	---	---	---	---	---	---	6.8	KIZN-F	---	---	---	12.0

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.3	14.3	14.4	14.0	13.4	14.0	15.6	16.4
FM Share (%)	30.83	33.79	35.08	33.04	54.08	52.55	54.58	57.10
CPM (\$)			1.74	2.11	2.30	2.88	2.79	2.91
Stations			14	15	16	18	13	17
Diaries						628	526	615

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	43	40	41	38	38	36
COUNTRY	15	24	16	22	26	19
MOR/AC	19	14	14	18	14	14
BTFL MUSIC	14	17	25	20	19	13
NEWS/TALK	5	2	-	-	-	-
RELIGION	4	4	3	1	3	4
NOSTALGIA	-	-	-	-	-	9

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.54	1.29	2.03	2.06	2.60		KFXD S75, S76, S77, S78
Income (millions)	-.13	-.32	-.29	-.13	-.66		KBXL-F S79
Nat Rev (millions)	.26	.26	.30	.41	.55		KBOI S80, S81, S82
Rev per Cap (\$)	8.56	8.28	12.66	12.17	14.25		
Inc per Cap (\$)	-.74	-2.04	-1.81	-.77	-3.62		
Nat Rev per Cap (\$)	1.42	1.66	1.84	2.45	3.02		
Profit Margin (%)	--	--	--	--	--		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	KFXD	(20.0, S76)
Highest Metro 1/4 HR AVG:	KFXD	(47, S77)
Highest TSA 1/4 HR AVG:	KBOI	(71, S82)
Highest TSA Cume:	KFXD	(1029, S78)
Highest Metro Cume Rating:	KBOI	(34.7, S81)

STATION NOTES

KSPD	-	News until about 78
KKIC	-	KBRJ until 81
KBNY-F	-	KUUZ-F until 82
KIDO	-	Contemp until 81

BOSTON

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	SPG 79	SPG 80	SPG 81	SPG 82	
WBZ	(M)	10.3	9.4	9.9	8.4	8.4	8.6	7.5	8.4	WBZ	26.7	27.8	23.7	23.7
WHDH	(M)	10.8	8.7	10.5	11.4	11.2	10.5	8.6	8.5	WHDH	24.6	25.1	22.8	22.4
WCOZ-F	(A)	----	4.0	4.3	5.2	4.8	6.6	10.2	7.4	WCOZ-F	10.8	10.6	22.5	18.8
WEEI	(NT)	9.5	9.3	8.5	7.2	6.8	7.6	6.8	6.6	WEEI	16.6	21.5	20.8	17.5
WEEI-F	(AC)	3.0	2.5	3.0	3.7	3.7	3.8	3.9	3.1	WEEI-F	8.9	10.1	11.5	10.7
WXKS-F	(R)	---	2.8	2.8	3.0	5.5	4.4	6.6	7.0	WXKS-F	12.0	9.8	13.5	16.3
WXKS	(N)	---	---	---	.6	---	3.1	3.5	2.7	WXKS	----	----	----	5.0
WBCN-F	(A)	3.7	3.2	3.0	3.2	4.9	5.2	4.9	4.7	WBCN-F	9.9	12.2	12.7	13.3
WJIB-F	(E)	11.3	9.8	8.4	7.8	9.2	6.9	5.8	4.4	WJIB-F	16.6	17.2	14.4	11.7
WRKO	(NT)	8.5	10.1	7.2	7.7	5.0	3.2	3.0	3.0	WRKO	21.6	16.7	14.7	11.4
WROR-F	(AC)	2.9	3.1	3.5	3.2	3.3	4.2	5.4	4.1	WROR-F	10.4	11.8	14.5	14.1
WVBF-F	(R)	5.1	6.0	5.3	6.3	6.1	4.7	3.9	4.0	WVBF-F	16.5	15.2	13.0	12.7
WITS	(NT)	---	2.1	4.0	4.5	4.3	3.0	2.4	2.0	WITS	14.1	10.4	8.1	8.1
WHUE-F	(E)	---	---	---	.4	2.8	2.3	2.5	2.3	WHUE-F	6.9	7.1	7.3	7.3
WMJX-F	(AC)	2.3	1.1	1.5	.8	.6	.6	.6	5.3	WMJX-F	---	---	---	16.0
WSSH-F	(AC)	---	2.6	3.2	2.2	2.7	2.0	2.2	2.1	WSSH-F	---	5.1	---	5.9
WBOS-F	(B)	---	---	---	2.0	1.3	.9	1.1	1.3	WBOS-F	---	---	---	5.8
WCRB-F	(CL)	---	---	1.4	1.4	1.7	1.1	1.4	1.4	WCRB-F	---	---	5.2	5.6
WCGY-F	(AC)	---	---	1.9	1.6	.8	.7	.8	1.3	WCGY-F	---	---	---	3.0
WILD	(B)	---	1.0	2.8	1.8	.7	1.0	1.4	1.9	WILD	---	---	---	3.2
WJDA	(M)	---	2.5	2.5	1.2	.9	1.5	1.0	.7	WJDA	---	---	---	1.4
WHUE	(E)	---	1.7	---	.3	1.2	1.1	.7	.6	WHUE	---	---	---	3.0
WAAF-F	(A)	---	---	---	---	1.4	2.0	1.5	1.7	WAAF-F	3.3	5.1	5.8	6.2

TWO TO FOUR BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.7	16.7	16.2	16.7	17.3	17.3	18.6	19.4
FM Share (%)	42.07	43.27	43.05	45.58	52.92	48.32	56.70	57.63
CPM (\$)			1.78	2.20	2.62	2.55	2.77	3.10
Stations			31	30	31	33	32	37
Diaries						1602	2263	2383

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	34	39	35	33	36	28
MOR/AC	27	28	23	27	30	38
BTFM MUSIC	17	15	17	14	12	9
NEWS/TALK	15	13	12	13	10	13
COUNTRY	2	-	-	1	-	1
CLASSICAL	2	2	2	1	2	2
NOSTALGIA	1	1	-	3	4	3
BLACK/URBAN	2	2	8	7	2	4
RELIGION	-	1	2	2	2	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	31.90	34.40	38.60	42.76	52.04	
Income (millions)	3.26	4.45	4.19	1.63	.68	
Nat Rev (millions)	10.70	11.12	15.35	16.05	18.89	
Rev per Cap (\$)	8.09	8.72	9.85	10.95	14.23	
Inc per Cap (\$)	.83	1.13	1.07	.42	.19	
Nat Rev per Cap (\$)	2.71	2.82	3.92	4.11	5.17	
Profit Margin (%)	10.3	12.9	10.9	3.8	1.3	

#1 STATIONS, 12+ METRO SHARE

WJIB-F	S75
WRKO	S76
WHDH	F76, F77, S78, F78, S79, F79, S80, F80, S82
WBZ	S77
WCOZ-F	S81, F81

BOSTON (Con't)

Highest Metro Share:	WHDH	(11.5, S78)
Highest Metro 1/4 HR AVG:	WCOZ-F	(596, S81)
Highest TSA 1/4 HR AVG:	WCOZ-F	(923, S81)
Highest TSA Cume:	WBZ	(14489, F76)
Highest Metro Cume Rating:	WHDH	(30.1, F78)

STATION NOTES

WMJX-F	-	WBZ-F until 81
WITS	-	WMEX until 78. MOR until 76
WRKO	-	Rock changed to AC until 81
WSSH-F	-	BTFL until about 81
WXKS	-	WWEL until 79
WXKS-F	-	WWEL-F until 79
WHUE	-	WCOP until 78, WACQ until 79, WHUE until 81, WSNY until 82
WHUE-F	-	WTTK-F until 79

BRIDGEPORT

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							SPG 82	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		79	80	81	82	
WEZN-F	(E)	13.0	15.4	15.1	15.8	13.7	15.5	16.0	16.4	WEZN-F	26.8	29.4	26.5	30.3
WICC	(AC)	13.0	14.4	12.6	17.0	16.7	15.0	14.8	15.4	WICC	50.0	46.0	47.9	41.9
WNAB	(M)	10.7	8.8	7.3	7.4	8.6	7.8	7.5	6.4	WNAB	22.7	20.1	18.8	14.8
WRKI-F	(A)	---	---	---	2.1	2.4	2.3	3.5	5.0	WRKI-F	9.6	10.2	8.5	12.2
WDJZ	(N)	---	---	3.1	8.0	6.4	5.7	4.8	3.6	WDJZ	----	----	----	7.9
WPLR-F	(R)	2.3	8.5	11.2	6.8	7.2	6.6	4.8	4.4	WPLR-F	22.5	14.5	14.4	14.0
WKCI-F	(R)	3.0	5.9	5.1	1.0	3.0	5.5	5.2	5.9	WKCI-F	----	----	15.8	18.7
WNBC	(R)	8.4	5.6	4.9	7.8	7.9	8.3	7.3	6.1	WNBC	25.7	32.2	26.0	22.1
WCBS	(NT)	3.8	4.0	5.8	2.2	4.1	5.5	3.9	4.3	WCBS	17.5	18.0	15.4	15.2
WABC	(NT)	5.0	4.5	3.1	2.5	1.6	.7	1.0	1.6	WABC	10.3	8.6	9.3	7.7
WOR	(NT)	---	3.0	2.9	2.8	2.4	2.1	2.1	2.4	WOR	----	----	----	5.7

TWO BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.3	17.9	16.7	19.1	17.7	17.2	18.6	19.1
FM Share (%)	33.68	43.70	46.03	34.75	37.09	40.64	44.96	49.28
CPM (\$)			2.84	2.38	3.78	4.17	4.18	4.05
Stations			30	23	29	29	32	35
Diaries						750	650	862

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	46	26	30	29	28
COUNTRY	5	3	3	2	3	2
MOR/AC	22	13	32	29	33	28
BTFL MUSIC	22	19	20	19	18	19
BLACK/URBAN	1	2	1	3	3	6
NEWS/TALK	11	8	10	10	8	10
NOSTALGIA	-	9	7	7	6	5
CLASSICAL	-	1	1	2	1	1

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.48	1.59	2.96	3.60	3.69		WEZN-F S75 (T), S76, S77, S80 (T), S81, F81, S82
Income (millions)	.02	.08	.35	.18	.24		WICC S75 (T), S78, S79, F80 (T)
Nat Rev (millions)	.27	.27	.42	.70	.81		
Rev per Cap (\$)	4.18	3.89	6.95	8.75	8.94		
Inc per Cap (\$)	.06	.21	.86	.43	.58		
Nat Rev per Cap (\$)	.76	.65	1.02	1.70	1.96		
Profit Margin (%)	1.4	5.4	12.4	4.9	6.4		

Highest Metro Share:	WICC	(17.0, S78)
Highest Metro 1/4 HR AVG:	WEZN-F	(111, S82)
Highest TSA 1/4 HR AVG:	WEZN-F	(187, F81)
Highest TSA Cume:	WNBC	(2243, S80)
Highest Metro Cume Rating:	WICC	(50.0, S79)

STATION NOTES

WICC - Contemp until 1980
Other stations see New York, New Haven and Hartford

BUFFALO

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WBEN	(M)	19.0	16.8	13.8	13.2	13.8	13.3	13.3	10.6	WBEN	30.0	27.5	29.4	26.5
WBEN-F	(R)	4.7	4.7	5.1	6.7	8.0	8.5	8.0	8.3	WBEN-F	22.4	24.8	22.3	24.6
WKBW	(R)	11.6	12.1	14.4	14.7	12.0	9.7	9.1	9.7	WKBW	37.5	31.0	30.6	30.4
WGR	(AC)	11.4	12.9	11.0	10.7	10.8	9.3	7.3	7.3	WGR	29.0	29.3	25.8	23.0
WGRQ-F	(A)	5.1	3.9	4.5	4.8	4.5	6.4	8.7	7.7	WGRQ-F	13.7	13.8	15.3	17.1
WJYE-F	(E)	15.4	13.4	13.9	13.4	15.3	13.7	13.6	12.5	WJYE-F	24.6	26.0	26.0	23.4
WYRK-F	(C)	4.9	4.8	3.6	5.0	4.0	4.3	2.7	4.6	WYRK-F	7.8	9.7	6.9	10.5
WBLK-F	(B)	2.7	3.2	3.2	3.7	4.7	5.7	5.6	7.0	WBLK-F	6.4	11.0	9.1	9.9
WECK	(N)	---	---	---	---	.6	.9	3.4	4.7	WECK	---	---	---	9.9
WPHD-F	(A)	3.6	3.1	4.7	3.7	3.7	4.6	5.4	2.7	WPHD-F	10.8	14.4	---	11.0
WACJ-F	(AC)	---	2.2	---	1.9	1.6	1.8	2.0	2.8	WACJ-F	---	---	5.8	5.0
WWOL	(C)	---	2.1	3.2	2.2	2.9	2.7	3.4	1.4	WWOL	5.9	5.3	6.6	3.7
WYSL	(M)	---	3.7	3.0	2.2	1.3	2.4	1.3	1.1	WYSL	7.5	9.6	5.8	5.0
WBUF-F	(AC)	---	2.1	2.8	1.4	1.9	1.5	1.9	1.4	WBUF-F	4.7	5.6	7.9	4.8

TWO BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.4	16.3	15.2	15.3	15.9	15.9	16.6	17.6
FM Share (%)	40.01	42.73	47.55	45.39	48.65	55.28	57.23	56.87
CPM (\$)			2.30	2.41	2.45	3.03	3.96	3.62
Stations			20	21	21	24	22	23
Diaries						1554	1269	1421

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	39	38	38	37	35
COUNTRY	7	6	6	4	4	7
MOR/AC	28	28	27	27	27	28
BTFM MUSIC	21	20	22	21	21	14
BLACK/URBAN	4	6	6	8	8	10
RELIGION	-	2	1	-	1	1
NOSTALGIA	-	-	-	-	2	5

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	11.46	12.84	14.08	15.67	16.13		WBEN S75, S76, F76, F78, F80, F81
Income (millions)	1.70	2.32	2.67	2.32	2.00		WKBW F77, S78
Nat Rev (millions)	2.50	2.65	4.34	4.23	4.71		WJYE-F S79, F79, S80, S81, S82
Rev per Cap (\$)	10.52	9.77	10.86	12.13	13.16		
Inc per Cap (\$)	1.56	1.77	2.06	1.80	1.63		
Nat Rev per Cap (\$)	2.30	2.02	3.35	3.33	3.84		
Profit Margin (%)	14.8	18.1	18.9	14.8	12.4		

Highest Metro Share:	WBEN (19.0, S75)
Highest Metro 1/4 HR AVG:	WBEN (310, S75)
Highest TSA 1/4 HR AVG:	WBEN (338, S76)
Highest TSA Cume:	WBEN (6149, F77)
Highest Metro Cume Rating:	WBEN (46.7, F77)

STATION NOTES

WJYE-F	-	WBNY-F until 79
WYRK-F	-	WADV-F until 81. BTFM until 81
WPHD-F	-	WYSL-F until 77
WACJ-F	-	WWOL-F until 79, WWOR-F until 81, Country until 80
WYSL	-	Contemp until 80
WBUF-F	-	WBUF-F until 80, WFXZ-F until 81. AOR until 81

CANTON

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	SPG 82					
									SPG 79	SPG 80	SPG 81	SPG 82		
WHBC	(M)	24.8	21.6	23.9	18.4	23.0	20.3	16.7	15.1	WHBC	46.2	41.7	37.0	35.6
WHBC-F	(E)	8.9	10.5	9.2	12.8	7.8	11.4	13.1	14.8	WHBC-F	19.2	21.0	22.5	25.7
WDJQ-F	(R)	2.8	1.7	3.4	2.6	2.7	5.0	8.9	7.2	WDJQ-F	-----	10.2	20.6	18.1
WOOS-F	(R)	---	6.3	4.2	3.8	9.9	9.0	6.4	5.4	WOOS-F	25.3	20.4	21.2	17.0
WNYN	(C)	---	4.6	5.0	6.2	2.7	3.1	1.9	2.0	WNYN	-----	-----	-----	4.4
WMMS-F	(A)	3.4	4.6	3.2	5.2	7.2	9.4	6.8	11.0	WMMS-F	15.5	16.0	14.4	19.5
WGAR	(AC)	13.7	11.1	11.3	9.4	7.8	5.8	4.8	4.9	WGAR	29.4	19.6	19.4	16.5
WINW	(N)	6.7	8.4	2.7	2.6	2.3	1.0	1.0	1.4	WINW	-----	-----	-----	1.8
WSLR	(C)	3.4	2.5	4.4	2.6	3.9	4.0	4.8	2.9	WSLR	-----	-----	12.2	7.6
WDBN-F	(E)	3.2	2.7	---	---	2.3	1.5	2.5	1.4	WDBN-F	5.9	7.4	-----	5.5
WWWE	(C)	2.8	2.5	---	---	2.7	1.3	1.4	1.8	WWWE	6.5	7.3	6.7	6.6

TWO BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.3	16.3	14.5	14.8	15.5	16.2	15.6	16.5
FM Share (%)	29.03	34.34	34.70	39.15	43.37	50.91	56.29	62.86
CPM (\$)			2.58	2.95	3.06	2.79	3.50	5.33
Stations			21	25	25	25	30	30
Diaries						716	706	871

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	32	42	42	33	30	35
COUNTRY	12	10	8	11	14	12
MOR/AC	31	25	29	33	27	28
BTFM MUSIC	19	20	13	19	22	20
NEWS/TALK	4	2	4	3	1	-
RELIGION	2	1	1	-	2	2
BLACK/URBAN	-	-	-	-	3	1
NOSTALGIA	-	-	-	-	-	2

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.97	3.31	4.49	4.71	4.83		WHBC - All rating periods
Income (millions)	.50	.60	.76	.78	.16		
Nat Rev (millions)	.43	.64	.97	.95	1.10		
Rev per Cap (\$)	8.82	8.27	11.06	11.61	11.89		
Inc per Cap (\$)	1.48	1.49	1.87	1.92	.38		
Nat Rev per Cap (\$)	1.28	1.59	2.39	2.34	2.71		
Profit Margin (%)	16.8	18.0	16.9	16.6	3.2		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WHBC	(24.8, S75)
Highest Metro 1/4 HR AVG:	WHBC	(120, S75)
Highest TSA 1/4 HR AVG:	WHBC	(122, S75)
Highest TSA Cume:	WHBC	(1684, S76)
Highest Metro Cume Rating:	WHBC	(46.2, S79)

STATION NOTES

WDJQ-F	-	WFAH-F until 80 Rock until 77 BTFM until about 79 (?)
WOOS-F	-	WHLQ-F until 79 BTFM until 78 Soft Rock until 79
WINW	-	Contemp until ? ?
Other stations see Akron and Cleveland		

CASPER

<u>12+ METRO SHARE</u>						<u>12+ CUME RATING</u>				
		<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KATI	(R)	30.2	29.7	34.4	7.6	KATI	45.9	46.3	----	27.9
KTWO	(M)	23.8	29.7	24.4	20.7	KTWO	36.8	44.8	----	38.9
KVOC	(C)	34.9	27.0	25.6	25.0	KVOC	41.8	40.3	----	40.8
KAWY-F	(R)	9.5	8.1	11.1	10.9	KAWY-F	17.4	16.2	----	23.1
KTRS-F	(R)	----	----	----	27.2	KTRS-F	----	----	----	40.6

ONE BOOK PER YEAR SINCE 1979

IN 1981 NOT ENOUGH DIARIES WERE RETURNED FOR A FULL RATING BOOK

IN 1981 A CONDENSED BOOK WAS ISSUED

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	12.7	13.8	15.2	15.2
FM Share (%)	9.68	12.33	11.63	44.94
CPM (\$)	7.08	8.31	---	7.94
Stations	4	6	-	8
Diaries		563	194	684

FORMAT SHARES (%)

ROCK/AOR/CONT	40	43	--	52
COUNTRY	36	27	--	26
MOR/AC	24	30	--	21
BTFM MUSIC	--	--	--	1

<u>FINANCIAL DATA</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Revenue (millions)	1.62	2.48		2.96	
Income (millions)	.37	.56		.51	
Nat Rev (millions)	.32	.30		.29	
Rev per Cap (\$)	26.41	37.92		39.21	
Inc per Cap (\$)	6.10	8.58		6.73	
Nat Rev per Cap (\$)	5.18	4.52		3.89	
Profit Margin (%)	23.1	22.6		17.1	

#1 STATIONS, 12+ METRO SHARE

KVOC	S79
KTWO	S80 (T)
KATI	S80 (T), S81
KTRS-F	S82

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	KVOC	(34.9, S79)
Highest Metro 1/4 HR AVG:	KATI	(31, S81)
Highest TSA 1/4 HR AVG:	KTRS-F	(34, S82)
	KTWO	(34, S82)
Highest TSA Cume:	KTWO	(420, S82)
Highest Metro Cume Rating:	KATI	(46.3, S80)

STATION NOTES

NONE

CEDAR RAPIDS

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WMT	(M)	33.5	25.1	30.0	27.4	29.3	26.5	30.3	25.0	WMT	45.5	46.1	45.5	41.6
WMT-F	(E)	12.3	10.8	9.4	8.4	10.6	9.7	10.9	9.1	WMT-F	18.5	NA	22.5	21.0
KCDR	(C)	18.9	14.3	12.2	13.7	10.6	6.6	6.8	3.2	KCDR	28.6	NA	23.0	13.6
KQCR-F	(R)	1.9	10.8	11.3	9.5	13.8	10.7	17.2	18.6	KQCR-F	29.1	22.7	35.1	34.9
KHAK	(C)	2.8	---	---	---	---	8.2	1.8	1.8	KHAK	----	NA	----	9.2
KAHK-F	(C)	1.9	11.8	14.6	13.7	13.3	8.2	5.4	11.4	KHAK-F	22.0	NA	15.7	22.3
KCRG	(AC)	14.2	14.3	16.0	15.3	12.8	13.3	10.0	10.9	KCRG	41.1	38.5	39.3	33.8
WHO	(NT)	---	.5	---	1.1	.5	.5	.9	1.4	WHO	4.0	5.3	5.8	5.1
KRNA-F	(A)	2.8	---	---	---	---	7.7	9.5	8.6	KRNA-F	----	16.4	20.2	22.1
KFMW-F	(E)	1.4	---	.9	1.6	---	1.0	1.4	1.4	KFMW-F	----	NA	3.2	4.7

ONE RATING BOOK PER YEAR

KHAK A/F - Simulcasted 1976-1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.5	15.2	16.0	13.7	13.5	14.1	15.8	15.8
FM Share (%)	22.73	30.27	29.70	27.84	35.26	42.02	48.61	54.63
CPM (\$)			2.57	2.64	3.06	3.28	3.37	3.62
Stations			9	12	9	14	13	12
Diaries						589	599	616

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	42	42	41	42	40	30
COUNTRY	15	17	16	18	14	18
MOR/AC	32	30	32	28	32	39
BTFL MUSIC	11	11	12	10	13	11
NEWS/TALK	-	-	1	1	1	1
RELIGION	-	-	-	2	1	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.38	3.90	4.26	4.84	5.11		WMT - All rating periods
Income (millions)	.37	.42	.37	.70	.74		
Nat Rev (millions)	.63	.80	.88	12.1	1.34		
Rev per Cap (\$)	24.39	22.83	25.26	28.97	29.91		
Inc per Cap (\$)	2.67	2.49	2.18	4.20	4.31		
Nat Rev per Cap (\$)	4.54	4.70	5.24	7.25	7.83		
Profit Margin (%)	11.0	22.4	8.6	14.5	14.3		

Highest Metro Share: WMT (33.5, S75)
 Highest Metro 1/4 HR AVG: WMT (70, S75)
 Highest TSA 1/4 HR AVG: WMT (192, S81)
 Highest TSA Cume: WMT (1975, S79)
 Highest Metro Cume Rating: WMT (46.1, S80)

STATION NOTES

KCDR - KLWW until 80
 Contemp until 80
 KCRG - From contemp to AC

CHARLESTON, SC

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>					
		75	76	77	78	79	80	81	82			79	80	81	82
WTMA	(AC)	21.1	13.0	12.1	12.5	10.0	7.4	4.6	5.4	WTMA		30.2	28.0	16.6	19.4
WPAL	(B)	17.2	11.1	13.6	11.5	11.8	10.0	8.1	14.0	WPAL		18.9	16.2	16.1	20.0
WWWZ-F	(B)	6.0	3.5	5.3	5.6	2.2	2.0	9.5	15.8	WWWZ-F		8.2	8.3	16.1	26.0
WEZL-F	(C)	4.9	6.0	7.7	8.1	5.5	10.4	11.0	12.3	WEZL-F		13.9	17.3	20.1	24.7
WXTC-F	(E)	8.2	9.1	10.1	13.6	13.8	14.3	10.3	10.1	WXTC-F		25.1	23.3	15.1	19.8
WSSX-F	(A)	4.7	21.6	13.6	16.5	10.4	9.7	14.1	9.7	WSSX-F		21.6	18.6	19.9	23.8
WCSC	(R)	4.5	4.1	6.5	4.2	13.4	9.5	10.9	6.9	WCSC		31.3	27.8	26.4	24.1
WKTM-F	(R)	8.8	4.5	8.3	11.3	12.8	7.4	5.2	5.5	WKTM-F		24.0	21.7	14.0	18.5
WKXZ	(G)	4.9	4.1	2.6	3.3	3.1	3.4	1.8	1.7	WKXZ		-----	-----	-----	2.4
WQIZ	(B/G)	----	5.8	5.5	----	.4	4.6	8.4	4.8	WQIZ		-----	3.4	9.1	6.0
WDWQ-F	(R)	----	----	----	----	5.3	8.3	5.2	3.8	WDWQ-F		12.3	21.5	11.1	12.8

TWO BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.0	17.5	16.8	17.2	16.0	16.5	15.6	18.7
FM Share (%)	37.43	49.48	48.51	58.55	54.82	55.02	58.10	60.81
CPM (\$)			2.70	2.50	3.32	2.81	2.99	3.18
Stations			12	13	16	15	15	16
Diaries						585	663	925

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	35	42	42	27	27
COUNTRY	8	13	7	12	13	14
MOR/AC	8	7	6	4	18	8
BTFL MUSIC	11	14	15	14	12	13
BLACK	35	31	30	20	29	37
RELIGION	-	-	-	4	2	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.44	3.53	4.25	4.57	4.78		WTMA S75
Income (millions)	.11	.16	.18	.09	-1.28		WSSX-F S76, S77(T), S78, S81, F81
Nat Rev (millions)	.28	.36	.64	.65	.57		WPAL S77(T)
Rev per Cap (\$)	10.15	8.98	10.74	11.55	10.74		WXTC-F S79, S80, F80
Inc per Cap (\$)	.36	.39	.45	.24	-2.87		WWWZ-F S82
Nat Rev per Cap (\$)	.98	.91	1.63	1.64	1.28		
Profit Margin (%)	3.6	4.4	4.2	2.0	----		

Highest Metro Share:	WTMA	(21.1, S75)
Highest Metro 1/4 HR AVG:	WSSX-F	(111, S76)
Highest TSA 1/4 HR AVG:	WPXI-F	(149, S76)
Highest TSA Cume:	WSSX-F	(1348, S76)
Highest Metro Cume Rating:	WCSC	(31.3, S79)

STATION NOTES

WSSX-F	-	WPXI-F until 81 Black until 81
WDWQ-F	-	WQIZ-F until 80 Black until 80
WKXZ	-	WQSN until 81 Country until 79 Nostalgia until 80

CHARLESTON, WV

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WCHS	(M)	18.4	14.1	16.7	12.3	12.2	12.1	7.0	8.1	WCHS	30.6	30.1	25.9	26.0
WCAW	(C)	16.5	17.6	17.4	17.8	16.3	13.0	17.1	13.8	WCAW	31.2	23.3	29.8	29.5
WKAZ	(R)	17.8	17.6	20.8	16.3	12.2	11.5	8.5	6.8	WKAZ	30.5	30.6	25.3	24.3
WVAF-F	(R)	3.8	3.2	5.8	8.6	15.3	20.4	22.0	19.3	WVAF-F	22.3	31.8	33.7	40.7
WQBE-F	(C)	2.5	2.9	3.8	3.4	8.1	8.3	7.6	14.8	WQBE-F	15.7	12.6	15.9	25.2
WKLC-F	(A)	4.1	5.1	4.1	3.1	1.9	7.4	9.8	11.7	WKLC-F	6.6	13.4	17.0	23.7
WBES-F	(E)	6.3	5.1	3.1	6.7	6.3	5.0	7.3	6.0	WBES-F	9.1	12.6	14.7	12.2
WTIP	(E)	13.0	17.9	13.6	9.5	5.3	6.8	5.8	7.3	WTIP	10.9	11.5	10.4	13.7
WTIO-F	(E)	---	---	---	4.9	9.1	5.0	3.4	---	WTIO-F	10.2	11.1	----	----

ONE RATING BOOK PER YEAR

WTIP/WTIO-F - Simulcasted 1975-1977 and 1982

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.4	15.0	13.9	15.0	15.2	15.5	15.1	17.1
FM Share (%)	20.78	23.05	22.58	29.43	45.30	50.79	55.95	60.44
CPM (\$)			3.59	3.17	3.80	3.55	3.87	3.64
Stations			14	16	11	12	13	14
Diaries						513	612	783

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	36	43	44	42	40
COUNTRY	23	25	21	23	26	30
MOR/AC	18	14	14	14	10	12
BTFL MUSIC	19	22	23	18	19	14
RELIGION	3	2	-	1	3	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.13	3.07	3.59	4.08	4.68		WCHS S75
Income (millions)	.46	.26	.64	.63	.44		WTIP+ S76
Nat Rev (millions)	.72	.70	.86	.84	1.27		WKAZ S77
Rev per Cap (\$)	14.42	12.03	13.85	15.23	17.21		WCAW S78, S79
Inc per Cap (\$)	2.12	1.03	2.46	2.34	1.61		WVAF-F S80, S81, S82
Nat Rev per Cap (\$)	3.31	2.73	3.31	3.13	4.66		
Profit Margin (%)	14.7	8.6	17.8	15.4	9.3		

Highest Metro Share: WVAF-F (22.0, S81)
 Highest Metro 1/4 HR AVG: WVAF-F (74, S82)
 Highest TSA 1/4 HR AVG: WVAF-F (123, S82)
 Highest TSA Cume: WVAF-F (1553, S82)
 Highest Metro Cume Rating: WVAF-F (40.7, S82)

STATION NOTES

WVAF-F - Changed to Rock in 77
 WQBE-F - Rock until 80
 WKLC-F - Country until 80

CHARLOTTE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82
WBT	(AC)	15.4	20.4	24.3	19.5	17.5	15.8	13.0	11.3	WBT	39.1	35.2	28.0
WBCY-F	(R)	8.9	8.2	8.4	7.6	7.7	7.8	9.1	8.0	WBCY-F	17.9	14.6	23.3
WAYS	(O)	17.6	13.7	16.0	15.0	10.8	9.1	7.3	4.6	WAYS	33.5	26.7	21.0
WROQ-F	(A)	7.4	7.6	8.3	8.9	9.0	9.9	8.7	10.7	WROQ-F	17.3	19.5	21.7
WSOC	(N)	5.7	6.0	6.2	5.8	4.1	5.0	3.6	3.9	WSOC	13.7	14.6	9.8
WSOC-F	(C)	3.5	5.7	5.2	8.5	13.5	11.8	16.3	13.7	WSOC-F	23.9	20.8	25.8
WEZC-F	(E)	6.3	5.8	5.2	9.7	8.5	9.4	8.9	8.4	WEZC-F	14.5	15.4	16.0
WGIV	(B)	9.5	10.4	7.6	6.5	5.5	5.4	5.6	6.9	WGIV	12.5	12.0	13.0
WPEG-F	(B)	---	---	1.0	1.4	5.1	6.8	7.9	8.0	WPEG-F	11.3	11.9	15.5
WAME	(G)	4.6	3.6	4.4	2.9	2.3	2.3	1.0	1.5	WAME	6.6	---	3.3
WZXI-F	(AC)	---	---	---	1.4	1.8	3.0	3.4	2.7	WZXI-F	---	6.9	9.9

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	13.8	14.2	13.6	14.0	14.6	14.9	15.1	16.9
FM Share (%)	29.73	33.06	29.21	36.04	48.82	49.08	55.96	58.67
CPM (\$)			2.75	2.47	2.97	3.52	3.26	3.42
Stations			18	16	18	19	21	22
Diaries						859	853	1118

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	25	34	35	29	33	27
COUNTRY	12	14	19	15	19	19
MOR/AC	30	24	19	21	20	22
BTFL MUSIC	14	14	11	10	10	9
BLACK	11	7	7	14	13	16
NEWS/TALK	9	7	4	7	5	-
NOSTALGIA	-	-	-	-	-	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	8.47	10.12	11.72	13.39	14.25		WBT All books S75-F80
Income (millions)	.47	1.07	1.45	1.95	1.65		WSOC-F S81, F81, S82
Nat Rev (millions)	1.85	2.26	2.95	3.53	3.95		
Rev per Cap (\$)	17.13	16.71	19.36	21.75	21.89		
Inc per Cap (\$)	.96	1.76	2.40	3.17	2.53		
Nat Rev per Cap (\$)	3.74	3.73	4.88	5.73	6.06		
Profit Margin (%)	5.6	10.6	12.4	14.6	11.5		

Highest Metro Share:	WBT	(24.9, F77)
Highest Metro 1/4 HR AVG:	WBT	(176, F77)
Highest Metro 1/4 HR AVG:	WSOC-F	(453, F81)
Highest TSA Cume:	WBT	(5172, F77)
Highest Metro Cume Rating:	WBT	(44.6, F77)

STATION NOTES

WBCY-F	-	WBT-F until 78 BTFL until 78
WPEG-F	-	Rock until 80
WAME	-	Country until 79
WSOC	-	MOR until 76 News until 81
WAYS	-	Rock until 81

CHATTANOOGA

12+ METRO SHARE

		SPG							
		75	76	77	78	79	80	81	82
WDEF	(M)	17.3	18.4	16.0	14.2	16.5	15.7	11.0	11.6
WDEF-F	(E)	7.5	8.7	9.9	9.9	11.4	12.0	10.8	9.3
WDOD	(C)	11.2	10.0	10.2	11.0	9.0	11.4	7.6	10.9
WDOD-F	(C)	3.3	4.4	4.1	3.9	4.6	1.6	8.1	4.8
WGOW	(R)	12.2	7.5	6.3	5.8	6.4	4.9	5.1	5.5
WSKZ-F	(R)	7.1	8.0	8.6	9.2	15.1	15.0	14.5	15.3
WNOO	(B)	11.4	6.9	7.4	7.2	7.5	7.0	2.8	6.9
WFLI*	(C)	8.1	11.3	13.6	13.6	7.6	8.5	7.9	4.7
WJTT-F*	(B)	---	4.2	---	.4	.9	5.3	11.4	10.8
WDXB	(C)	4.5	2.6	3.3	1.5	2.1	2.6	1.3	1.0
WMOC	(G)	4.1	4.0	3.4	.9	2.5	2.4	1.8	.5
WCHU-F	(R)	---	---	4.5	1.7	1.8	1.3	2.1	2.3

12+ CUME RATING

		SPG			
		79	80	81	82
WDEF		30.3	31.0	24.1	24.9
WDEF-F		21.7	23.9	20.8	22.9
WDOD		20.4	20.0	19.0	14.5
WDOD-F		12.1	8.1	14.5	21.9
WGOW		20.9	19.3	17.7	15.7
WSKZ-F		20.8	23.0	23.6	27.1
WNOO		11.4	12.9	7.1	10.6
WFLI		29.1	23.4	22.1	15.3
WJTT-F		----	----	14.2	15.1
WDXB		----	8.8	---	3.6
WMOC		7.2	---	---	3.5
WCHU-F		7.5	5.6	---	4.3

TWO RATING BOOKS PER YEAR

*Fall 81 ratings for these stations are not included-they were delisted

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.0	16.1	12.6	15.3	15.2	13.5	13.9	17.4
FM Share (%)	24.81	28.95	23.06	29.96	30.75	35.84	51.01	59.25
CPM (\$)			2.52	2.28	3.36	2.85	3.71	2.90
Stations			14	16	14	14	17	16
Diaries						547	724	980

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	33	32	32	30	23	30
COUNTRY	14	17	11	19	29	25
MOR/AC	18	23	28	17	16	13
BTFL MUSIC	17	17	15	17	12	10
BLACK	8	8	8	13	15	20
RELIGION	7	3	4	3	3	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	3.81	3.73	4.65	4.36	5.19	
Income (millions)	.57	.34	-.03	-.08	.27	
Nat Rev (millions)	.51	.49	.49	.62	.93	
Rev per Cap (\$)	11.76	9.41	11.60	10.68	11.89	
Inc per Cap (\$)	1.75	.86	-.08	-2.0	.62	
Nat Rev per Cap (\$)	1.56	1.24	1.22	1.52	2.13	
Profit Margin (%)	14.9	9.41	--	--	5.2	

#1 STATIONS, 12+ METRO SHARE

WDEF	S75, S76, F76, F77, F78, S79, F80, S81(T)
WFLI	S78
WSKZ-F	F79, S80, S81(T), F81, S82

Highest Metro Share:	WDEF	(19.5, F76)
Highest Metro 1/4 HR AVG:	WSKZ-F	(95, S82)
Highest TSA 1/4 HR AVG:	WSKZ-F	(191, S82)
Highest TSA Cume:	WFLI	(2104, S78)
Highest Metro Cume Rating:	WFLI	(32.5, F77)

STATION NOTES

WSKZ-F	- WYNQ-F until 78 BTFL until 78
WJTT-F	- WSIM-F until 80 Rock until 80
WXHU-F	- WZDQ-F until 80 WKXC-F until 82
WFLI/WJTT-F	- Simulcast during portions of 79-80
WDOD-F	- Religion until 78 (?)
WFLI	- Rock until late 81 or early 82

CHICAGO

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WGN	(M)	14.5	12.8	11.0	11.8	10.8	10.3	9.6	7.8	WGN	25.9	22.6	20.0	19.8
WLS	(R)	8.3	8.9	8.5	6.8	7.1	6.1	4.9	4.8	WLS	25.3	21.0	18.6	17.7
WBBM	(NT)	7.0	7.4	7.5	6.7	6.5	6.2	6.6	4.9	WBBM	19.4	18.5	19.4	15.1
WMAQ	(C)	5.4	4.8	5.0	5.6	4.6	4.9	4.7	3.5	WMAQ	15.9	13.6	13.9	12.8
WIND	(NT)	5.5	4.0	4.0	3.4	4.5	4.6	4.3	4.5	WIND	10.7	9.7	8.4	10.0
WLOO-F	(E)	4.4	6.4	6.8	7.5	7.6	6.8	6.6	4.9	WLOO-F	13.0	12.6	12.3	10.8
WCLR-F	(M)	3.3	3.2	3.0	3.9	3.3	3.1	3.4	3.7	WCLR-F	8.1	7.8	10.1	11.2
WLAK-F	(E)	5.5	5.6	5.2	4.5	4.9	4.6	3.5	3.9	WLAK-F	10.2	10.6	7.9	10.2
WGCI-F	(B)	---	1.9	2.8	1.7	2.3	4.8	5.5	6.6	WGCI-F	4.9	7.2	9.0	13.8
WBMX-F	(B)	---	2.0	3.1	4.6	4.3	3.2	2.4	5.1	WBMX-F	10.0	8.4	8.1	12.8
WLS-F	(R)	---	3.5	2.6	1.9	2.0	1.8	3.9	4.1	WLS-F	6.6	6.2	13.0	14.9
WLUP-F	(A)	---	---	1.7	2.8	5.1	3.9	3.7	3.8	WLUP-F	11.3	11.4	10.4	11.4
WBBM-F	(R)	---	2.7	2.3	2.2	2.1	2.4	2.6	2.7	WBBM-F	9.1	8.6	8.2	10.5
WKQX-F	(AC)	---	---	3.4	2.4	2.1	3.2	3.5	2.7	WKQX-F	6.2	9.8	10.4	10.0
WFYR-F	(AC)	---	2.5	3.1	3.5	3.0	3.2	3.0	2.5	WFYR-F	8.2	8.5	8.1	9.7
WMET-F	(A)	---	3.6	3.5	2.7	1.8	2.8	3.5	2.4	WMET-F	6.4	7.6	10.1	10.2
WVON	(B)	3.3	3.3	3.0	4.1	3.0	1.6	1.4	2.4	WVON	8.6	6.3	---	7.1
WJJD	(N)	---	2.0	2.1	2.4	1.7	1.2	1.0	3.7	WJJD	4.6	---	---	8.0
WJPC	(B)	---	---	---	1.2	2.0	2.0	2.8	3.7	WJPC	---	---	6.8	9.5
WJEZ-F	(C)	---	---	1.8	1.3	1.3	2.1	3.2	3.1	WJEZ-F	---	6.0	7.1	6.6
WUSN-F	(C)	---	---	---	2.1	2.5	2.7	1.8	1.6	WUSN-F	9.1	9.2	---	4.6
WAIT	(E)	5.1	3.8	---	1.4	2.1	1.8	2.8	1.5	WAIT	---	4.5	5.4	4.3
WXRT-F	(A)	---	---	---	1.8	1.8	1.6	1.5	1.6	WXRT-F	---	---	---	4.8
WFMT-F	(CL)	---	1.8	1.7	1.9	1.7	1.9	2.1	1.3	WFMT-F	---	---	---	3.5
WCFL	(M)	4.6	3.4	3.3	1.8	.7	.6	1.4	1.1	WCFL	5.5	---	6.4	5.1

FOUR BOOKS PER YEAR (Spring and Fall average shown)

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.4	16.6	16.8	16.3	16.9	16.9	16.1	18.5
FM Share (%)	34.30	38.94	48.72	50.02	49.70	54.56	54.64	57.12
CPM (\$)			1.28	1.46	1.67	1.82	2.27	2.29
Stations			31	29	34	34	30	34
Diaries						4859	3217	3170

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	34	29	27	25	23	20
MOR/AC	19	26	17	19	23	20
NEWS/TALK	8	8	12	12	12	10
BTFL MUSIC	18	14	15	15	16	11
COUNTRY	8	9	9	10	10	8
BLACK/URBAN	12	12	15	14	13	21
CLASSICAL	2	2	2	3	3	2
SPANISH	-	-	1	2	1	2
NOSTALGIA	-	-	-	-	-	4

CHICAGO (con't)

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	66.6	76.9	87.6	95.1	104.4		WGN - All rating periods
Income (millions)	9.6	13.3	15.0	7.2	2.5		
Nat Rev (millions)	18.1	18.3	29.0	28.8	33.1		
Rev per Cap (\$)	10.70	10.99	12.48	13.48	14.65		
Inc per Cap (\$)	1.54	1.91	2.13	1.02	.32		
Nat Rev per Cap (\$)	2.91	2.62	4.14	4.08	4.64		
Profit Margin (%)	14.4	17.3	17.1	7.6	2.4		

Highest Metro Share: WGN (14.5, S75)
 Highest Metro 1/4 HR AVG: WGN (1366, S75)
 Highest TSA 1/4 HR AVG: WLS (2523, S76)
 Highest TSA Cume: WLS (35464, S76)
 Highest Metro Cume Rating: WLS (27.9, F77)

STATION NOTES

WLS-F - WDAI-F until 80
 Rock until 79. Disco until late 80
 WMET-F - WDHF-F until 77
 WUSN-F - WEFM-F until 81
 BTFL (?) until 77, Rock until 81
 WIND - MOR/AC until 78
 WBBM-F - Soft rock until 82
 WJJD - Country until 82
 WAIT - MOR until about 79
 WCFL - BTFL until 78. MOR until about 80 or so. Talk in portions of 80 and 81

CINCINNATI

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WLW	(M)	18.5	16.9	14.7	14.1	12.8	11.5	9.6	10.2	WLW	41.1	35.7	29.8	27.2
WKRC	(AC)	9.4	7.5	7.8	9.3	9.0	9.2	8.5	8.2	WKRC	22.8	23.5	23.4	21.3
WKRQ-F	(R)	6.4	10.6	8.6	11.5	12.0	10.6	9.0	8.0	WKRQ-F	26.9	25.2	23.4	23.0
WCKY	(NT)	11.1	11.4	9.7	11.5	11.0	7.2	7.2	4.5	WCKY	17.5	14.5	13.6	11.6
WWEZ-F	(E)	10.5	8.5	8.9	7.2	7.4	8.0	9.4	7.1	WWEZ-F	13.6	14.7	16.2	15.0
WRRM-F	(AC)	3.4	4.8	4.7	4.2	5.0	3.3	6.7	6.2	WRRM-F	----	----	12.8	14.8
WEBN-F	(A)	4.5	8.6	8.6	7.8	7.2	9.2	10.7	9.8	WEBN-F	11.6	20.0	18.6	21.4
WCIN	(B)	4.2	3.2	4.0	4.8	3.0	4.5	4.2	4.4	WCIN	----	----	----	10.2
WSAI	(C)	13.1	9.3	8.7	4.5	3.1	3.3	2.8	2.9	WSAI	9.7	12.0	----	8.5
WSAI-F	(C)	3.5	2.7	2.3	4.0	5.2	4.5	2.0	1.9	WSAI-F	12.5	12.6	----	6.4
WUBE-F	(C)	---	2.6	5.0	4.1	5.3	5.8	5.1	5.6	WUBE-F	8.1	9.0	----	10.9
WMLX	(N)	---	2.6	2.4	2.1	1.8	1.7	3.4	5.9	WMLX	---	---	---	11.2
WBLZ-F	(B)	---	---	---	1.3	2.4	.6	2.3	3.9	WBLZ-F	9.1	---	---	9.6
WSKS-F	(R)	---	---	1.9	1.6	2.7	2.7	2.0	2.4	WSKS-F	---	7.9	9.5	8.7
WYYS-F	(R)	---	---	---	1.6	1.6	2.4	4.0	4.3	WYYS-F	---	---	10.8	11.7

TWO BOOKS PER YEAR IN THIS MARKET

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.0	16.1	14.9	15.9	15.6	14.2	14.7	17.4
FM Share (%)	32.93	41.22	44.32	43.93	51.46	53.33	56.46	57.87
CPM (\$)			1.94	2.31	2.18	2.55	3.06	3.19
Stations			20	20	22	20	22	23
Diaries						1400	1308	1356

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	30	32	28	31	37	27
COUNTRY	9	9	11	13	11	12
MOR/AC	37	41	38	34	31	27
BTFL MUSIC	16	12	15	13	13	10
BLACK/URBAN	6	6	6	7	6	10
RELIGION	2	-	1	-	1	1
NOSTALGIA	-	-	-	-	-	6
NEWS/TALK	-	-	-	-	-	5

FINANCIAL DATA

	1976	1977	1978	1979	1980	1981	#1 STATIONS, 12+ METRO SHARE
Revenue (millions)	16.07	18.48	20.48	21.62	23.24		WLW S75, S76, F76, S77, F77, S78, S79, S80, S81, S82
Income (millions)	1.60	2.30	3.18	2.41	-1.37		WKRQ-F F78, F79, F80
Nat Rev (millions)	3.29	3.00	4.59	4.81	5.81		WEBN-F F81
Rev per Cap (\$)	14.26	13.58	14.97	15.60	16.55		
Inc per Cap (\$)	1.90	1.69	2.32	1.74	-.98		
Nat Rev per Cap (\$)	2.92	2.20	3.35	3.47	4.14		
Profit Margin (%)	13.3	12.4	15.5	11.2	----		

Highest Metro Share:	WLW	(18.5, S75)
Highest Metro 1/4 HR AVG:	WLW	(317, S76)
Highest TSA 1/4 HR AVG:	WLW	(566, S75)
Highest TSA Cume:	WLW	(9333, S76)
Highest Metro Cume Rating:	WLW	(41.1, S79)

STATION NOTES

WRRM-F	-	WLQA-F until 81 BTFL until 80
WMLX	-	WUBE until 81 Country until 81
WSKS-F	-	WLWS-F until 80
WBLZ-F	-	WOKV-F until 80
WCKY	-	MOR until 81
WSAI	-	Rock until 79
WSAI-F	-	Rock until 77 AOR until 81 ,Soft Rock until 78

CLEVELAND

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WMMS-F (A)		5.3	8.1	9.2	8.4	7.8	8.8	9.8	8.2	WMMS-F	16.1	16.3	21.5	19.2
WHK (C)		6.1	6.7	9.8	8.0	8.1	7.8	7.2	4.8	WHK	15.3	12.8	12.7	10.3
WDOK-F (E)		11.0	8.6	7.4	8.9	8.9	8.7	8.1	7.6	WDOK-F	15.8	17.7	17.2	14.8
WQAL-F (E)		11.1	7.9	7.9	10.1	9.8	9.9	7.3	7.3	WQAL-F	18.8	17.7	15.4	14.6
WGCL-F (R)		4.7	5.6	4.6	3.7	7.1	6.3	6.0	6.3	WGCL-F	19.7	19.2	18.7	19.0
WZZP-F (AC)		---	---	3.4	3.4	2.4	5.6	6.2	7.0	WZZP-F	10.2	13.3	14.5	16.2
WDMT-F (B)		---	---	2.2	2.5	2.5	4.9	3.9	5.9	WDMT-F	---	9.5	7.0	11.8
WGAR (AC)		8.2	6.9	6.5	6.0	6.6	5.0	4.9	3.7	WGAR	20.2	14.0	14.3	13.8
WWWE (C)		7.5	7.1	5.0	6.7	4.9	4.4	4.5	4.5	WWWE	16.5	14.3	17.5	14.5
WBBG (N)		---	---	---	2.0	1.8	2.0	1.9	5.6	WBBG	---	---	---	11.2
WWWM-F (A)		---	3.4	5.5	5.1	4.0	2.5	3.6	5.3	WWWM-F	13.7	8.5	12.3	13.5
WERE (NT)		6.5	5.7	6.3	5.4	5.6	7.3	6.0	4.9	WERE	15.9	16.3	14.7	12.7
WDBN-F (E)		---	---	---	.7	.8	.8	1.1	1.7	WDBN-F	---	1.6	2.3	2.5
WJW (M)		6.3	5.2	4.4	3.3	4.2	5.0	4.0	2.4	WJW	10.8	8.5	8.1	6.6
WKSW-F (C)		---	5.1	4.8	4.6	3.7	3.2	3.5	2.6	WKSW-F	8.5	---	6.9	7.3
WABQ (B)		---	---	---	.8	1.6	1.5	1.4	3.2	WABQ	---	---	---	4.5
WZAK-F (B)		---	---	---	1.3	1.4	1.0	2.6	2.8	WZAK-F	---	---	7.2	7.3
WJMO (B)		5.8	4.5	4.0	6.6	5.6	2.6	2.6	2.7	WJMO	10.0	---	---	9.6
WCLV-F (CL)		---	---	---	1.9	2.4	2.2	2.6	2.4	WCLV-F	---	---	---	5.6
WLYT-F (R)		---	3.5	---	1.2	1.8	2.6	3.8	2.3	WLYT-F	---	9.5	12.3	11.0

FOUR BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.5	15.0	16.0	15.3	14.9	15.5	16.2	17.2
FM Share (%)	44.78	50.18	51.64	58.30	56.39	60.30	63.06	64.44
CPM (\$)			2.43	2.16	2.73	2.84	2.88	3.04
Stations			25	23	25	23	24	24
Diaries						1308	1623	1556

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	33	35	31	32	25
COUNTRY	12	7	9	11	12	13
MOR/AC	12	11	12	17	16	15
BTFM MUSIC	23	31	24	21	19	18
NEWS/TALK	8	6	8	8	7	5
BLACK/URBAN	6	9	8	9	10	16
CLASSICAL	1	2	3	3	2	3
NOSTALGIA	-	-	-	-	1	6
RELIGION	-	-	-	-	1	1

FINANCIAL DATA

	1976	1977	1978	1979	1980	1981	#1 STATIONS, 12+ METRO SHARE
Revenue (millions)	21.78	23.97	26.66	30.72	30.47		WQAL-F S75, S78, S79, S80, F80
Income (millions)	2.47	2.40	3.42	3.12	2.15		
Nat Rev (millions)	5.17	4.48	7.18	7.69	8.60		WMMS-F S76, F77, S81, F81, S82
Rev per Cap (\$)	13.51	12.40	13.86	15.96	16.29		WDOK-F F76, F79
Inc per Cap (\$)	1.53	1.24	1.78	1.62	1.15		WHK S77, F78
Nat Rev per Cap (\$)	3.21	2.32	3.73	4.00	4.60		
Profit Margin (%)	11.3	10.0	12.8	10.2	7.1		

Highest Metro Share: WQAL-F (11.4, S78)
 Highest Metro 1/4 HR AVG: WHK (274, S77)
 Highest TSA 1/4 HR AVG: WMMS-F (527, S81)
 Highest TSA Cume: WMMS-F (6967, S81)
 Highest Metro Cume Rating: WHK (22.5, F78, F79)

CLEVELAND (con't)

STATION NOTES

NO MAJOR CALL LETTER CHANGES (remarkable)

- WZZP-F - Rock until 80
- WDMT-F - Contemp until 80
- WWWE - MOR/TALK until 81
- WBBG - Changed to Nostalgia in 81
- WWWM-F - Rock until about 80
- WKSW-F - BTFL until late 79

COLORADO SPRINGS

12+ METRO SHARE

12+ CUME RATING

	<u>12+ METRO SHARE</u>								SPG	<u>12+ CUME RATING</u>				
	75	76	77	78	79	80	81	82		79	80	81	82	
KILO-F (A)	---	9.9	4.7	3.2	10.6	10.3	12.6	19.3		KILO-F	13.8	19.2	23.6	28.3
KSPZ-F (R)	3.7	13.1	7.0	8.4	10.4	13.8	13.0	12.5		KSPZ-F	26.0	23.0	30.3	27.0
KVOR (NT)	10.7	10.4	10.6	8.1	9.0	7.4	7.4	5.9		KVOR	22.1	19.8	19.9	17.5
KRDO (AC)	3.7	5.7	5.7	5.4	4.0	4.3	3.7	2.4		KRDO	12.0	13.9	16.9	13.8
KRDO-F (E)	12.6	13.8	13.0	11.1	9.9	10.0	8.6	7.7		KRDO-F	17.0	19.8	18.1	14.9
KKFM-F (R)	6.1	10.1	4.9	5.7	4.4	2.3	6.4	7.7		KKFM-F	11.2	----	13.8	23.5
KKCS (C)	---	---	---	---	2.8	1.6	.7	---		KKCS	----	----	----	----
KKCS-F (C)	3.8	2.7	---	1.9	.4	4.0	5.1	7.9		KKCS-F	----	----	----	12.9
KIIQ-F (R)	9.6	7.7	6.5	13.7	10.0	4.0	2.8	5.9		KIIQ-F	31.6	14.9	14.7	17.0
KSSS (C)	7.5	6.2	7.8	11.1	7.7	7.8	9.2	5.5		KSSS	16.1	14.8	21.7	14.1
KYSN (R)	21.1	9.4	13.7	11.9	12.0	8.9	6.1	4.8		KYSN	40.2	29.2	24.3	20.8
KPIK (G)	6.7	---	6.5	---	2.1	.4	.5	.4		KPIK	----	----	----	2.0
KYNR-F (E)	---	---	---	---	4.1	4.6	4.6	3.3		KYNR-F	----	8.7	----	7.9

TWO BOOKS PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.3	16.8	16.4	16.1	17.3	16.3	17.6	17.5
FM Share (%)	44.57	51.46	40.00	43.94	47.73	52.84	56.82	71.29
CPM (\$)			1.90	1.91	2.58	3.32	3.73	2.84
Stations			19	21	18	19	20	20
Diaries						586	535	841

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	41	47	55	47	44	49
COUNTRY	21	17	10	14	18	17
MOR/AC	17	19	18	14	14	9
BTFL MUSIC	14	12	12	17	16	12
NEWS/TALK	6	5	4	5	6	11
RELIGION	1	1	1	1	2	1
CLASSICAL	-	-	-	1	1	1
NOSTALGIA	-	-	-	-	-	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.94	2.75	3.22	3.48	4.76		KYSN S75, S77, S79
Income (millions)	-.21	-.25	-.16	-.31	-1.48		KRDO-F S76, S80 (T)
Nat Rev (millions)	.49	.39	.56	.57	.74		KIIQ-F+ S78
Rev per Cap (\$)	12.73	9.49	11.12	11.75	14.39		KILO-F F79, F81, S81
Inc per Cap (\$)	-.89	-.87	-.56	-1.03	-4.47		KSPZ-F S80 (T), F80, S81
Nat Rev per Cap (\$)	2.13	1.35	1.94	1.91	2.25		
Profit Margin (%)	----	----	----	----	----		

Highest Metro Share:	KYSN	(21.1, S75)
Highest Metro 1/4 HR AVG:	KILO-F	(88, S82)
Highest TSA 1/4 HR AVG:	KILO-F	(114, S82)
Highest TSA Cume:	KILO-F	(1076, S82)
Highest Metro Cume Rating:	KYSN	(40.2, S79)

STATION NOTES

KILO-F	-	KPIK-F until 78 Country until 78
KKCS	-	KRYT until ?? Then KXXV until 79
KKCS-F	-	KRYT-F until ??
KSPZ-F	-	KVOR-F until 76
KILO-F/KPIK	-	Simulcast in 76
KIIQ-F	-	Simulcast 1976-1981
KKCS A/F	-	Simulcast 1976-? Then again in 82
KVOR	-	MOR until about 81
KPIK	-	Country until about 79
KRDO	-	News until 78
KYNR-F	-	See Pueblo

COLUMBIA, SC

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	SPG 82					
										79	80	81	82	
WNOK-F	(R)	3.6	6.1	12.1	14.7	12.7	18.6	20.5	18.2	WNOK-F	27.9	31.1	33.3	37.6
WNOK	(R)	3.6	---	---	1.0	2.6	.8	.9	2.2	WNOK	12.3	----	----	8.9
WCOS-F	(C)	12.5	9.6	9.8	10.9	11.8	14.2	17.5	14.2	WCOS-F	20.6	24.1	29.2	30.6
WCOS	(C)	11.2	7.2	4.9	7.4	5.4	2.4	1.8	1.6	WCOS	----	14.7	7.3	7.5
WIS	(M)	21.9	13.5	11.9	12.9	14.5	12.8	12.2	7.8	WIS	31.0	32.5	28.5	21.2
WOIC	(B)	18.2	17.6	5.8	11.3	10.6	12.7	9.5	13.8	WOIC	19.2	25.5	19.6	21.3
WWDM-F	(B)	---	3.7	---	7.8	6.3	7.2	7.6	10.0	WWDM-F	15.6	16.3	17.1	21.5
WXRY-F	(E)	7.7	9.6	11.4	8.1	10.0	7.3	6.8	7.5	WXRY-F	16.7	9.8	10.7	13.3
WZLD-F	(A)	8.2	11.3	8.9	5.3	5.9	7.1	8.4	10.0	WZLD-F	16.2	15.2	19.2	23.7
WLFF	(N)	4.6	7.2	6.1	3.4	2.7	2.6	1.5	3.0	WLFF	----	----	----	6.2
WSCQ-F	(AC)	---	.7	6.5	5.2	7.4	6.0	4.6	3.6	WSCQ-F	14.0	12.9	9.3	12.3

TWO BOOKS PER YEAR BEGINNING IN 1978

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.2	16.0	14.2	15.1	15.0	15.0	14.5	18.6
FM Share (%)	34.48	43.54	59.19	59.59	62.91	62.64	72.30	68.44
CPM (\$)			2.55	2.53	3.20	3.92	4.01	3.53
Stations			15	16	15	13	13	15
Diaries						653	794	978

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	41	33	27	30	36	32
COUNTRY	7	14	17	18	22	17
MOR/AC	23	17	23	18	18	13
BTFL MUSIC	12	9	12	7	6	8
BLACK/URBAN	11	23	21	24	16	25
RELIGION	7	5	1	3	2	2
NOSTALGIA	-	-	-	-	-	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.77	4.20	5.20	5.65	6.53		WIS S75, F78, S79, F79
Income (millions)	.43	.35	.86	.44	.46		WOIC S76
Nat Rev (millions)	.70	.77	1.12	1.09	1.41		WNOK-F S77, S78, S80, F80, S81, F81, S82
Rev per Cap (\$)	12.15	10.83	13.46	14.53	15.42		
Inc per Cap (\$)	1.40	.91	2.23	1.13	1.10		
Nat Rev per Cap (\$)	2.26	1.99	2.91	2.80	3.33		
Profit Margin (%)	11.5	8.4	16.6	7.8	7.1		

Highest Metro Share:	WIS	(21.9, S75)
Highest Metro 1/4 HR AVG:	WNOK-F	(117, S82)
Highest TSA 1/4 HR AVG:	WCOS-F	(161, S81)
Highest TSA Cume:	WNOK-F	(1780, S82)
Highest Metro Cume Rating:	WIS	(40.1, F79)

STATION NOTES

WCOS-F	-	Rock until about 77
WNOK-F	-	MOR (?) until 77
WLFF	-	Country until 79
WNOK	-	WNOK until 79
		WXAP until 80
		Contemp until 79
		Disco until 81
WZLD-F	-	Contemp until 78

COLUMBUS, GA

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WDAK	(C)	23.7	15.1	15.7	14.6	12.1	8.9	12.5	8.8	WDAK	33.8	25.1	28.3	19.4
WOKS	(B)	12.9	18.7	18.8	10.1	11.4	15.6	18.2	16.2	WOKS	22.5	23.0	24.1	30.7
WFXE-F	(B)	5.8	6.0	5.6	8.1	12.5	9.9	15.0	19.7	WFXE-F	21.6	19.3	23.7	42.6
WCGQ-F	(R)	9.4	17.1	16.7	21.1	14.3	21.3	11.9	14.5	WCGQ-F	29.7	31.1	23.1	28.1
WEIZ-F	(E)	5.8	7.5	8.7	12.1	9.6	11.3	11.9	10.3	WEIZ-F	18.6	18.3	15.7	24.3
WPNX	(C)	11.2	9.9	9.1	7.7	12.1	11.3	11.0	8.8	WPNX	21.8	20.9	18.1	16.5
WVOC-F	(C)	5.8	4.4	4.2	7.7	12.9	11.3	8.8	7.7	WVOC-F	25.4	24.9	22.1	19.2
WRCG	(N)	8.5	7.9	4.5	2.4	4.6	2.5	3.8	2.6	WRCG	12.8	9.6	12.6	9.5
WCLS	(G)	4.9	4.4	4.9	2.0	---	.4	1.6	1.7	WCLS	----	----	6.4	5.4
WHYD	(G)	6.7	3.6	4.9	7.7	3.2	2.5	4.1	1.1	WHYD	9.2	6.3	8.6	4.6

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	12.8	14.5	16.3	13.5	15.3	15.2	16.3	17.8
FM Share (%)	26.37	37.24	40.07	51.48	54.14	57.97	48.25	57.27
CPM (\$)			2.22	2.13	1.94	2.67	2.66	2.49
Stations			11	12	10	11	10	13
Diaries						657	599	720

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	44	46	46	33	34	16
COUNTRY	14	8	13	14	28	28
MOR/AC	5	13	--	9	--	--
BTFM MUSIC	13	13	10	12	12	11
BLACK/URBAN	23	11	27	29	34	40
RELIGION/GOSPEL	--	8	3	3	6	3
NOSTALGIA	--	--	--	--	--	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.09	2.34	2.68	3.17	3.51		WDAK S75
Income (millions)	-.21	-.42	-.40	-.36	-.64		WOKS S76, S77, S81
Nat Rev (millions)	.42	.38	.60	.69	.65		WCGQ-F S78, S79, S80
Rev per Cap (\$)	11.4	10.10	11.74	13.38	14.58		WFXE-F S82
Inc per Cap (\$)	-1.15	-1.82	-1.75	-1.54	-2.67		
Nat Rev per Cap (\$)	2.28	1.66	2.62	2.91	2.69		
Profit Margin (%)	----	----	----	----	----		

Highest Metro Share:	WDAK	(23.7, S75)
Highest Metro 1/4 HR AVG:	WFXE-F	(69, S82)
Highest TSA 1/4 HR AVG:	WCGQ-F	(104, S82)
Highest TSA Cume:	WDAK	(1270, S77)
Highest Metro Cume Rating:	WFXE-F	(42.6, S82)

STATION NOTES

WFXE-F	-	WWRH-F until 78 Contemp until 78
WVOC-F	-	WRBL-F until 79 BTFM until 79 Contemp until 81
WRCG	-	WRBL until 77 MOR until 79 Country until about 81
WDAK	-	Contemp until 81
WCLS	-	Contemp/AC until about 1979
WHYD	-	Country until 78

COLUMBUS, OH

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>					
		SPG							SPG					
		75	76	77	78	79	80	81	82	79	80	81	82	
WTVN	(AC)	11.9	13.8	15.2	12.2	13.1	11.2	10.2	9.3	WTVN	29.7	25.9	21.9	26.5
WLVQ-F	(A)	5.2	5.1	4.9	6.7	10.3	13.3	14.3	11.0	WLVQ-F	16.8	21.1	26.1	23.2
WCOL	(N)	13.7	10.2	9.3	7.5	5.4	6.0	7.6	6.6	WCOL	22.5	22.7	16.5	14.1
WXGT-F	(R)	4.5	6.8	5.0	7.5	7.7	8.7	10.9	10.9	WXGT-F	19.7	22.5	24.0	27.7
WNCI-F	(R)	6.8	11.5	12.9	12.4	12.0	11.4	9.3	8.5	WNCI-F	30.2	27.5	24.6	24.8
WBNS	(M)	9.0	8.6	7.5	7.8	7.6	6.0	6.3	6.7	WBNS	22.3	20.8	21.0	18.9
WBNS-F	(E)	11.1	10.3	14.0	13.2	12.4	9.9	7.3	7.4	WBNS-F	25.4	21.1	16.7	17.0
WMNI	(C)	8.1	5.3	5.6	5.5	6.6	6.6	6.5	5.1	WMNI	14.1	14.3	13.7	11.8
WRMZ-F	(E)	---	---	1.8	1.6	2.4	2.8	3.0	3.0	WRMZ-F	8.6	---	---	7.7
WVVO	(B)	3.0	4.3	3.5	2.5	2.4	3.5	2.7	4.5	WVVO	---	7.3	---	8.2
WVVO-F	(B)	---	2.6	2.9	3.7	2.7	2.6	4.1	7.1	WVVO-F	---	8.1	---	11.6
WHOK-F	(C)	---	1.3	2.4	2.4	3.1	3.3	4.2	3.3	WHOK-F	6.1	5.1	7.3	6.4

TWO BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	13.8	14.9	14.0	15.2	15.1	15.4	15.7	16.2
FM Share (%)	36.30	46.05	49.87	54.06	57.69	59.16	63.67	60.26
CPM (\$)			2.88	2.82	3.36	3.49	3.97	4.07
Stations			19	18	17	17	18	18
Diaries						1668	1102	1475

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	34	37	39	43	40	34
COUNTRY	11	10	10	11	13	10
MOR/AC	33	27	27	22	18	21
BTFM MUSIC	15	17	14	15	12	12
BLACK/URBAN	7	7	10	8	8	13
NOSTALGIA	-	-	-	-	9	10

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	11.84	13.25	15.02	17.04	18.43		WCOL S75
Income (millions)	2.73	3.59	4.43	5.35	5.61		WTVN S76, F76, S77, F77, F78, F79, F81
Nat Rev (millions)	2.81	2.72	3.83	4.21	4.53		WBNS-F S78
Rev per Cap (\$)	13.33	12.13	13.67	15.36	16.66		WNCI-F S79
Inc per Cap (\$)	3.06	3.28	4.03	4.83	5.07		WLVQ-F S80, F80, S81, S82
Nat Rev per Cap (\$)	3.16	2.49	3.48	3.79	4.09		
Profit Margin (%)	23.0	27.1	29.5	31.4	30.4		

Highest Metro Share:	WTVN	(16.4, F77)
Highest Metro 1/4 HR AVG:	WLVQ-F	(223, S81)
Highest TSA 1/4 HR AVG:	WTVN	(285, F77)
Highest TSA Cume:	WTVN	(5027, F76)
Highest Metro Cume Rating:	WTVN	(38.5, F77)

STATION NOTES

WRMZ-F	-	WMNI-F until 77 MOR until about 79 Disco during 79
WLVQ-F	-	WTVN-F until 77 BTFM until 77
WXGT-F	-	WCOL-F until 78 AOR until 78
WCOL	-	Rock until 79 AC until 80

CORPUS CHRISTI

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	SPG 81	SPG 82	
KEYS	(R)	11.8	14.5	8.2	16.7	14.7	16.8	9.2	8.0	KEYS	35.9	37.6	23.0	20.3
KUNO	(S)	12.3	13.1	13.7	14.1	10.9	12.5	10.0	9.5	KUNO	12.4	17.9	16.8	12.0
KCCT	(S)	8.7	12.0	14.2	7.6	6.5	7.2	8.3	9.0	KCCT	11.8	12.0	10.8	12.4
KIKN	(C)	4.3	6.6	6.3	4.7	4.1	4.3	3.5	4.0	KIKN	11.6	----	----	10.0
KRYS	(R)	8.9	12.3	18.7	8.6	8.5	7.7	5.6	2.5	KRYS	25.2	24.0	18.9	11.8
KOUL-F	(C)	---	3.6	3.4	4.2	8.5	8.8	11.3	11.4	KOUL-F	14.9	13.9	18.2	18.2
KNCN-F	(R)	---	---	1.3	8.4	9.1	7.4	7.7	10.7	KNCN-F	16.1	14.0	14.1	18.7
KZFM-F	(R)	---	7.4	5.5	7.6	13.5	11.4	15.3	9.7	KZFM-F	27.3	24.2	25.6	23.6
KIOU-F	(E)	6.8	7.4	10.3	12.5	12.6	8.2	9.5	8.0	KIOU-F	16.2	15.3	14.0	13.7
KITE-F	(R)	---	---	---	---	---	.5	2.6	5.2	KITE-F	----	----	----	9.7
KTSA	(R)	10.4	5.2	5.0	---	.6	1.1	1.8	.5	KTSA	7.7	7.6	7.2	4.7
KEXX-F	(R)	---	---	---	---	---	2.9	2.9	3.5	KEXX-F	---	----	---	10.8
KSIX	(?)	---	3.3	3.2	2.3	1.5	4.0	1.8	3.2	KSIX	---	9.8	---	6.7

TWO RATING BOOKS PER YEAR BEGINNING IN 1981

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.3	15.3	15.9	15.9	14.3	15.8	15.1	15.4
FM Share (%)	20.83	20.42	22.65	37.06	46.48	41.92	54.25	54.81
CPM (\$)			2.26	2.40	2.91	3.27	4.03	4.33
Stations			17	15	15	18	19	21
Diaries						684	651	774

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	41	39	48	49	40	43
COUNTRY	14	12	17	16	23	22
MOR/AC	-	9	3	4	3	-
BTFL MUSIC	11	13	13	9	16	9
SPANISH	29	23	18	21	17	21
NEWS/TALK	2	2	2	1	1	1
RELIGION	-	-	-	-	1	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.20	3.41	4.18	3.89	5.10		KUNO S75
Income (millions)	.27	-.04	.25	.18	.42		KEYS S76, S78, S79, S80
Nat Rev (millions)	.90	1.09	1.34	1.33	1.72		KRYS S77
Rev per Cap (\$)	13.28	11.11	13.68	12.09	15.28		KOUL-F S81, S82
Inc per Cap (\$)	1.14	-.14	.83	.55	1.26		KZFM-F F81
Nat Rev per Cap (\$)	3.75	3.55	4.56	4.16	5.15		
Profit Margin (%)	8.6	---	6.1	4.6	8.2		

Highest Metro Share:	KRYS	(18.7, S77)
Highest Metro 1/4 HR AVG:	KRYS	(71, S77)
Highest TSA 1/4 HR AVG:	KCCT	(85, S77)
Highest TSA Cume:	KRYS	(1166, S77)
Highest Metro Cume Rating:	KEYS	(37.6, S80)

STATION NOTES

KITE-F - BTFL until late 81

DALLAS-FORT WORTH

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WBAP	(C)	11.8	10.8	10.6	9.7	9.4	7.8	6.7	7.7	WBAP	24.5	20.3	19.2	18.6
KRLD	(NT)	7.7	8.2	6.5	6.0	7.1	7.2	6.0	5.4	KRLD	21.2	19.3	17.3	17.8
KVIL-F	(AC)	6.1	9.5	8.1	9.0	9.6	8.9	8.1	8.4	KVIL-F	18.8	19.0	17.9	20.3
KSCS-F	(C)	---	4.0	5.8	6.5	7.6	8.3	8.6	7.5	KSCS-F	13.3	17.5	18.9	18.3
KZEW-F	(A)	3.0	4.1	3.5	3.6	3.3	4.8	5.8	6.4	KZEW-F	10.0	11.4	12.3	15.4
KNOK-F	(B)	---	2.0	2.4	3.2	3.9	4.2	4.5	6.3	KNOK-F	8.7	8.5	8.7	9.0
KTQX-F	(A)	---	3.4	2.9	3.7	6.0	4.3	4.6	6.3	KTQX-F	11.9	10.2	13.0	16.3
KKDA-F	(B)	---	3.4	4.5	5.6	5.3	5.3	6.7	5.2	KKDA-F	12.3	10.7	13.6	14.0
KEGL-F	(R)	---	---	4.9	5.6	4.8	3.7	5.0	4.7	KEGL-F	14.3	11.0	15.3	14.7
KMEZ-F	(E)	---	5.0	5.0	5.3	5.1	6.3	5.5	4.6	KMEZ-F	11.6	11.0	11.1	11.3
KPLX-F	(C)	---	1.4	3.3	2.6	1.9	4.3	4.3	4.5	KPLX-F	---	6.8	11.2	10.5
KMGC-F	(AC)	---	---	---	2.6	2.7	3.5	3.6	4.0	KMGC-F	---	8.4	9.3	10.9
WFAA	(NT)	4.9	3.0	2.8	3.6	4.5	4.0	3.4	3.0	WFAA	11.0	10.8	8.5	8.6
KOAX-F	(E)	6.2	6.4	6.0	5.9	5.7	5.1	4.4	2.5	KOAX-F	12.2	11.8	10.0	6.4
KAFM-F	(AC)	---	---	---	1.7	1.5	1.4	1.2	2.3	KAFM-F	---	3.5	5.2	6.8
KLUV-F	(R)	4.1	6.3	4.0	3.2	3.1	2.4	2.6	2.0	KLUV-F	9.2	8.4	11.8	6.9
KFJZ	(N)	---	2.7	---	1.7	1.2	.9	2.3	2.0	KFJZ	---	---	6.3	5.9
KKDA	(B)	4.8	---	---	.6	.6	.6	.7	1.5	KKDA	---	---	---	2.8
KLIF	(C)	8.7	3.9	4.4	3.1	2.2	1.8	1.3	1.0	KLIF	11.7	8.0	5.5	4.2
KBOX	(C)	5.1	5.2	3.9	3.5	4.0	3.2	2.6	1.5	KBOX	8.3	7.8	6.1	3.7
KIXK-F	(C)	---	---	---	---	---	.5	1.3	1.2	KIXK-F	---	---	3.7	3.7

THREE BOOKS PER YEAR BEGINNING IN 1982

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.1	15.2	15.3	15.8	16.9	16.2	16.9	17.8
FM Share (%)	38.28	52.21	56.49	60.63	63.63	68.00	72.78	71.15
CPM (\$)			1.99	1.89	2.60	3.16	3.51	3.75
Stations			30	29	31	27	29	27
Diaries						2773	2227	2085

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	35	36	35	21	22	23
COUNTRY	24	25	24	25	27	26
MOR/AC	6	5	2	15	11	14
BTFL MUSIC	15	14	14	13	11	8
BLACK/URBAN	10	12	10	11	14	15
NEWS/TALK	5	4	12	12	9	9
CLASSICAL	2	1	1	2	1	1
SPANISH	2	-	-	-	1	-
RELIGION	2	2	1	2	2	2
NOSTALGIA	-	-	-	-	2	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	26.89	31.01	38.16	42.84	52.71		WBAP S75, S76, S77, F77, S78, S79
Income (millions)	3.34	2.97	.81	5.07	4.86		KVIL-F F76, F78, F79, S80, S82
Nat Rev (millions)	7.69	7.28	11.97	13.56	16.50		KSCS-F F80, S81, F81
Rev per Cap (\$)	12.56	11.82	14.22	15.35	17.12		
Inc per Cap (\$)	1.56	1.13	.30	1.82	1.60		
Nat Rev per Cap (\$)	3.59	2.77	4.46	4.86	5.60		
Profit Margin (%)	12.4	9.6	2.1	11.9	9.2		

DALLAS-FORT WORTH (con't)

Highest Metro Share: WBAP (12.3, S77)
Highest Metro 1/4 HR AVG: WBAP (408, S79)
Highest TSA 1/4 HR AVG: WBAP (954, S79)
Highest TSA Cume: WBAP (11591, S77)
Highest Metro Cume Rating: WBAP (24.5, S79)

STATION NOTES

KLVU-F - KNUS-F until 81
KTXQ-F - KFWD-F until 78
KMEZ-F - KTLC-F until 76
KEGL-F - KFJZ-F until 81
KPLX-F - BTFL until 80
WFAA - MOR until 76
KLIF - Rock until about 79
AC until 81
KFJZ - Contemp until 81
KRLD - MOR until about 78

DAVENPORT-ROCK ISLAND-MOLINE

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WOC	(NT)	12.6	12.9	12.7	10.5	9.2	8.9	10.6	10.9	WOC	22.6	22.6	20.3	21.6
KSTT	(R)	14.3	13.2	15.7	12.0	12.7	13.1	13.9	10.4	KSTT	34.5	29.1	35.5	28.0
WHBF	(C)	9.0	12.3	11.8	14.8	17.3	15.9	13.9	9.8	WHBF	30.8	33.6	30.5	28.2
WQUA	(AC)	10.0	8.7	7.6	10.8	6.3	7.2	4.4	5.1	WQUA	25.6	22.2	----	15.1
WXLP-F	(A)	---	2.9	---	2.6	6.3	6.5	11.2	13.2	WXLP-F	12.1	11.6	17.1	23.9
KIKK-F	(R)	11.4	10.0	13.1	14.6	11.4	9.8	10.1	8.3	KIKK-F	26.8	22.9	26.3	23.7
KRVR-F	(E)	12.9	10.9	12.4	8.9	10.3	9.9	7.5	7.7	KRVR-F	16.8	18.7	17.6	15.1
WHBF-F	(AC)	---	4.5	1.6	3.3	1.8	5.4	5.5	6.6	WHBF-F	----	12.5	16.3	18.9
WZZC-F	(C)	---	1.3	2.1		2.0	4.8	4.6	6.6	WZZC-F	----	----	----	13.2
KWNT	(N)	3.8	2.9	3.0	2.9	1.3	.7	.9	2.5	KWNT	----	----	----	3.5

TWO BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.9	15.6	14.6	13.7	14.9	14.0	12.9	16.8
FM Share (%)	28.79	33.17	34.17	34.28	36.08	37.09	40.00	47.71
CPM (\$)			3.41	3.97	4.08	4.72	3.66	4.31
Stations			17	16	18	16	16	19
Diaries						797	678	852

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	34	37	40	46	45
COUNTRY	18	23	26	28	22	21
MOR/AC	29	30	22	10	9	10
BTFM MUSIC	14	11	13	10	10	9
NEWS/TALK	1	2	2	12	12	13
NOSTALGIA	-	-	-	-	1	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.11	4.44	5.07	5.41	5.78		KSTT S75, S76, S77, F81
Income (millions)	.08	.22	.51	.09	-.04		WHBF S78, S79, S80, F80, S81
Nat Rev (millions)	.70	.70	1.26	1.19	1.42		WXLP-F S82
Rev per Cap (\$)	13.43	11.82	13.49	14.39	14.96		
Inc per Cap (\$)	.26	.57	1.37	.23	-.10		
Nat Rev per Cap (\$)	2.30	1.86	3.35	3.18	3.67		
Profit Margin (%)	1.9	4.8	10.2	1.6	----		

Highest Metro Share:	WHBF	(17.8, S80)
Highest Metro 1/4 HR AVG:	WHBF	(79, S79)
Highest TSA 1/4 HR AVG:	WXLP-F	(99, S82)
Highest TSA Cume:	KIHK-F	(1795, S78)
Highest Metro Cume Rating:	KSTT	(35.5, S81)

STATION NOTES

WXLP-F	-	WHIT-F until about 78 Contemp until 78
WZZC-F	-	WEMO-F until 78 MOR until 78
WOC	-	MOR until 80
KWNT	-	Country until 81

DAYTON

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		SPG						SPG						
		75	76	77	78	79	80	81	82	79	80	81	82	
WHIO	(M)	17.1	15.6	15.7	15.8	15.7	12.3	12.2	10.8	WHIO	35.2	29.1	28.3	24.0
WHIO-F	(E)	15.7	12.7	13.5	17.5	15.4	16.0	17.4	15.2	WHIO-F	27.1	28.2	29.3	29.5
WTUE-F	(A)	7.4	6.3	7.1	10.0	10.1	10.7	9.9	14.4	WTUE-F	18.9	22.7	20.4	24.6
WING	(AC)	9.4	12.1	11.0	11.5	8.8	8.2	8.5	6.1	WING	29.8	20.5	26.1	19.8
WDAO-F	(B)	6.0	6.5	7.0	7.1	5.4	8.2	8.6	6.6	WDAO-F	11.4	12.7	11.4	13.3
WONE	(C)	8.4	9.8	11.1	8.3	8.2	9.5	7.0	6.0	WONE	19.0	18.9	17.2	14.2
WAVI	(NT)	5.3	8.6	8.7	7.1	5.9	5.9	4.0	5.2	WAVI	8.5	---	---	7.3
WDJX-F	(R)	---	---	---	---	6.7	6.7	8.3	6.1	WDJX-F	14.3	15.4	21.3	18.3
WJAI-F	(C)	---	---	---	---	.3	.2	2.2	4.4	WJAI-F	---	---	---	8.9
WVUD-F	(R)	8.3	7.0	4.3	2.8	4.6	5.2	3.7	2.8	WVUD-F	8.0	16.5	11.2	13.3
WPTW-F	(M)	2.0	1.7	2.0	1.2	1.4	1.4	.8	1.1	WPTW-F	---	---	---	2.5

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.6	14.7	15.1	13.9	15.4	17.0	15.6	17.0
FM Share (%)	42.53	40.57	39.56	43.39	53.82	59.96	63.27	66.42
CPM (\$)			2.64	3.20	3.22	3.17	4.16	2.89
Stations			18	20	19	20	20	23
Diaries						835	1070	1067

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	26	27	37	29	30	31
COUNTRY	12	9	10	10	9	12
MOR/AC	25	27	21	24	27	22
BTFM MUSIC	18	22	19	21	22	17
BLACK/URBAN	9	8	7	8	8	12
NEWS/TALK	10	7	5	6	3	6
RELIGION	-	-	-	2	1	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	8.14	9.06	10.91	11.57	11.79		WHIO S75, S76, S78, S79, F79(T)
Income (millions)	2.03	1.82	2.94	2.79	2.30		WHIO-F F76, F77, F78, F79(T), S81, F81, S82
Nat Rev (millions)	1.14	.97	1.91	2.01	2.27		
Rev per Cap (\$)	11.91	10.94	13.17	13.90	14.28		
Inc per Cap (\$)	2.96	2.20	3.55	3.35	2.78		
Nat Rev per Cap (\$)	1.66	1.17	2.31	2.41	2.75		
Profit Margin (%)	24.9	20.1	26.9	24.1	19.5		

Highest Metro Share:	WHIO-F	(19.6, S81)
Highest Metro 1/4 HR AVG:	WHIO-F	(208, S81)
Highest TSA 1/4 HR AVG:	WHIO-F	(317, S81)
Highest TSA Cume:	WLW	(s710, S76)
Highest Metro Cume Rating:	WING	(36.7, F78)

STATION NOTES

WING - Gradual change from rock to AC

DAYTONA BEACH

12+ METRO SHARE

12+ CUME RATING

		77	78	79	80	81	SPG 82
WDOQ-F (R)		4.0	4.9	6.5	13.6	16.0	17.3
WWLV-F (E)		9.8	16.9	16.4	17.4	15.2	13.2
WELE-F (C)		8.3	6.7	7.0	11.2	10.9	9.9
WROD (N)		5.4	5.2	5.7	3.5	5.0	9.7
WNDB (M)		7.6	10.9	7.4	7.2	6.1	5.1
WSBB (E/N)		5.8	4.9	9.9	6.2	4.3	5.1
WMFJ (G)		5.8	7.5	3.8	2.2	2.4	2.3
WZIP (C)		5.8	4.5	3.7	3.1	3.1	.7
WDAT (M)		6.2	3.4	3.8	1.6	2.7	.9
WDBO-F (E)		12.7	14.6	11.3	13.2	10.7	5.9
WDIZ-F (A)		9.4	7.5	8.6	6.4	10.1	11.8

		79	80	81	82
WDOQ-F		11.8	21.4	28.0	26.6
WWLV-F		23.7	25.1	26.8	23.7
WELE-F		11.5	18.1	20.5	21.9
WROD		14.8	10.5	12.6	14.4
WNDB		22.3	14.5	15.4	12.4
WSBB		11.8	12.4	12.1	10.9
WMFJ		16.5	----	7.7	4.9
WZIP		----	----	----	3.3
WDAT		12.7	7.4	8.1	4.9
WDBO-F		16.5	19.6	17.0	18.6
WDIZ-F		19.0	12.7	18.5	19.2

TWO BOOKS PER YEAR BEGINNING IN 1979

	1977	1978	1979	1980	1981	1982
APR (%)	15.2	14.2	16.2	14.3	15.9	18.1
FM Share (%)	54.41	57.54	57.69	68.22	72.29	68.29
CPM (\$)	3.95	3.93	3.29	4.62	3.76	4.00
Stations	19	20	20	21	20	21
Dia ries					595	617

FORMAT SHARES (%)

ROCK/AOR/CONT	32	27	32	26	31	33
COUNTRY	19	15	11	15	16	14
MOR/AC	22	23	27	15	15	11
BTFM MUSIC	27	35	31	42	35	29
RELIGION	--	--	--	1	3	2
NOSTALGIA	--	--	--	--	--	11

FINANCIAL DATA

	1976*	1977*	1978	1979	1980	1981
Revenue (millions)	2.29	1.79	2.38	2.90	3.43	
Income (millions)	.002	-.26	-.19	-.40	-.35	
Nat Rev (millions)	.33	.30	.65	.58	.91	
Rev per Cap (\$)	12.16	8.07	10.72	12.71	12.51	
Inc per Cap (\$)	.01	-1.18	-.87	-1.75	-1.27	
Nat Rev per Cap (\$)	1.73	1.37	2.91	2.52	3.32	
Profit Margin (%)	0.1	----	----	----	----	

#1 STATIONS, 12+ METRO SHARE

WDBO-F	S77
WWLV-F	S78, S79, F79, S80, F80
WDOQ-F	S81, F81, S82

* Independent FM's and FM's reported separately are not included

Highest Metro Share:	WWLV-F (19.0, S80)
Highest Metro 1/4 HR AVG:	WDOQ-F (75, S82)
Highest TSA 1/4 HR AVG:	WDOQ-F (76, S82)
Highest TSA Cume:	WDOQ-F (681, F81)
Highest Metro Cume Rating:	WWLV-F (28.3, F80)

STATION NOTES

WDBO-F, WDIZ-F	- See Orlando
WZIP	- WELE until 81
WDOQ-F	- WQXQ until 80
WROD	- MOR until 81
WSBB	- MOR until 80
WMFJ	- Contemp until about 80

DENVER

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KOA	(NT)	7.6	9.0	8.6	9.5	8.2	7.2	7.8	5.6	KOA	20.9	17.8	19.6	17.3
KOAQ-F	(R)	4.7	3.9	3.0	2.9	3.0	4.4	5.9	4.8	KOAQ-F	14.3	12.0	16.8	15.3
KHOW	(M)	8.7	11.2	7.5	8.8	8.8	8.0	4.8	5.0	KHOW	22.3	18.3	16.2	14.2
KOSI-F	(E)	5.9	5.3	5.6	5.2	6.8	6.2	6.3	7.8	KOSI-F	16.8	14.5	14.6	16.2
KBPI-F	(A)	6.0	4.0	8.4	6.7	4.8	8.8	8.5	7.2	KBPI-F	13.8	20.9	24.0	22.3
KLZ	(C)	5.5	3.3	2.6	3.0	4.7	5.7	4.7	5.1	KLZ	10.8	13.6	13.0	14.4
KAZY-F	(A)	4.7	---	3.4	4.5	6.7	4.7	5.6	6.2	KAZY-F	12.7	14.7	15.0	18.8
KIMN	(R)	---	5.8	4.2	6.9	6.7	6.6	5.2	5.4	KIMN	22.7	22.4	20.6	19.1
KEZW	(N)	6.2	4.3	5.2	3.4	2.8	3.2	5.2	4.4	KEZW	12.3	10.1	11.9	9.7
KLIR-F	(E)	8.5	7.0	8.3	7.8	7.2	6.7	5.1	4.2	KLIR-F	15.7	16.9	14.7	11.3
KPPL-F	(AC)	---	---	---	2.3	3.2	5.0	4.3	5.9	KPPL-F	---	10.3	10.7	14.6
KPKE-F	(A)	---	7.6	4.8	2.8	1.8	---	3.9	5.8	KPKE-F	---	---	7.6	12.9
KYGO-F	(C)	---	3.4	---	2.7	3.1	3.2	5.5	4.5	KYGO-F	11.6	10.4	11.6	10.3
KVOD-F	(CL)	---	3.2	3.7	3.7	3.7	4.3	3.6	3.5	KVOD-F	---	---	8.7	7.9
KLAK	(N)	5.1	4.2	3.3	3.0	2.3	2.9	1.3	.7	KLAK	---	---	---	3.4
KBRQ	(C)	5.0	4.2	5.2	4.2	4.7	1.9	1.5	1.3	KBRQ	14.3	---	---	4.6
KNUS	(NT)	---	3.0	3.6	2.7	1.7	.2	1.3	.9	KNUS	---	---	---	3.2
KDKO	(B)	---	---	1.6	2.1	1.5	1.7	2.3	2.9	KDKO	---	---	---	4.9
KWBZ	(AC)	---	---	---	.7	2.1	1.8	1.3	2.7	KWBZ	---	---	---	7.8
KDEN	(NT)	---	---	---	1.7	1.8	2.1	1.7	2.0	KDEN	---	---	7.0	5.9
KBRQ-F	(C)	---	---	---	1.1	2.0	2.3	1.7	1.8	KBRQ-F	---	---	---	4.6

AT LEAST TWO BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.1	16.7	15.6	15.9	16.4	16.9	17.8	17.8
FM Share (%)	39.13	39.89	43.52	46.33	46.81	50.34	56.58	58.97
CPM (\$)			3.26	3.17	3.60	4.18	4.02	4.16
Stations			28	28	28	29	28	28
Diaries						1476	NA	1905

FORMAT SHARES (%)

ROCK/AOR/COUNTRY	34	38	33	41	36	35
COUNTRY	10	6	8	11	14	13
MOR/AC	20	23	20	9	12	15
BTFL MUSIC	23	18	21	19	12	9
NEWS/TALK	6	5	5	12	12	
CLASSICAL	3	5	3	4	4	4
RELIGION	2	1	1	1	1	1
BLACK/URBAN	2	5	10	4	5	3
SPANISH	2	-	-	1	-	-
NOSTALGIA	-	-	-	-	6	5

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	19.31	22.03	23.35	25.30	32.18		KHOW S75, S76, S78, S79
Income (millions)	2.18	3.53	3.17	1.66	1.66		KOA F76, F78, F79, F81
Nat Rev (millions)	4.13	4.76	6.43	6.76	9.12		KOSI-F S82
Rev per Cap (\$)	16.16	14.78	15.26	16.33	19.15		KLIR-F S77
Inc per Cap (\$)	1.82	2.37	2.07	1.07	.99		KBPI-F F77, S80, F80, S81
Nat Rev per Cap (\$)	3.46	3.19	4.20	4.36	5.43		
Profit Margin (%)	11.3	16.0	13.6	6.6	5.1		

DENVER (con't)

Highest Metro Share:	KHOW	(12.7, S76)
Highest Metro 1/4 HR AVG:	KHOW	(245, S76)
Highest TSA 1/4 HR AVG:	KOA	(355, F78)
Highest TSA Cume:	KOA	(5613, F78)
Highest Metro Cume Rating:	KOA	(31.2, F78)

STATION NOTES

KOA - MOR/Talk until 79
KEZW - KOSI until 81. BTFL until 81
KPKE-F - KXXK-F until 79. KHOW-F until 81. Simulcast with KHOW in 1980. Rock or AC until 81.
KYGO-F - KIMN-F until 79. Contemp until 80
KLAK - Country until about 81
KBRQ - KTLK until 81. Contemp until about 79. Disco until about 81
KNUS - KERE until 82. Country until about 80
KBRQ-F - KADX-F until 82. Format prior to 80 unknown
KAZY-F - KLZ-F until 77
KWBZ - Talk until about 80 or 81

DES MOINES

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WHO	(NT)	18.7	13.7	15.4	15.1	15.8	16.0	13.4	12.0	WHO	32.8	33.9	25.9	29.1
KLYF-F	(E)	12.7	13.9	15.0	12.2	12.1	12.9	9.8	10.6	KLYF-F	25.5	22.1	20.9	20.5
KSO	(C)	11.5	11.0	13.9	12.8	14.1	12.5	15.0	16.8	KSO	23.9	25.0	27.7	28.4
KGGO-F	(A)	6.7	7.7	7.4	7.2	6.9	10.0	11.4	12.9	KGGO-F	13.3	19.7	19.5	23.6
KIOA	(AC)	17.5	12.6	9.7	10.3	11.2	7.6	7.6	6.9	KIOA	29.9	28.4	24.7	24.4
KMGK-F	(R)	2.7	3.7	6.1	7.9	8.7	9.0	6.4	7.6	KMGK-F	19.3	18.5	17.2	20.6
KRNT	(M)	10.7	13.1	12.7	13.9	11.3	12.5	11.4	9.7	KRNT	26.9	24.7	26.4	25.7
KRNQ-F	(R)	2.7	7.3	5.2	6.8	8.6	10.7	9.7	9.7	KRNQ-F	17.3	20.8	22.0	23.1
KCBC	(M)	5.5	4.8	5.0	4.9	.8	.4	1.0	.5	KCBC	----	----	----	4.1
KEZT-F	(AC)	---	.8	1.3	1.7	1.8	.4	1.5	2.8	KEZT-F	3.2	4.4	4.0	4.8
KJJY-F	(C)	---	---	---	1.9	.9	1.3	4.4	5.5	KJJY-F	---	---	---	14.6

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.4	13.7	14.0	13.1	14.4	13.7	14.9	15.5
FM Share (%)	26.69	39.16	39.89	40.75	39.27	44.82	48.60	51.56
CPM (\$)			2.18	2.70	2.19	2.46	2.58	2.76
Stations			12	12	13	12	14	13
Diaries						790	706	729

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	40	35	36	40	39
COUNTRY	12	11	18	15	18	23
MOR/AC	18	18	13	14	17	13
BTFM MUSIC	15	16	15	15	12	11
NEWS/TALK	16	15	16	18	11	13
RELIGION	2	1	3	1	3	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	5.73	6.19	7.18	7.67	8.19		WHO S75, S77, F78, F79, S80, F80, F81
Income (millions)	.39	.47	.71	.81	1.12		
Nat Rev (millions)	1.94	1.18	1.70	2.00	2.19		KLYF-F S76(T), F76
Rev per Cap (\$)	20.94	18.38	21.26	22.68	23.99		KRNT S76(T), S78
Inc per Cap (\$)	1.44	1.40	2.10	2.40	3.27		KSO F77, S79, S81, S82
Nat Rev per Cap (\$)	7.10	3.50	5.02	5.90	6.40		
Profit Margin (%)	6.9	7.6	9.9	10.6	13.6		

Highest Metro Share:	WHO	(18.7, S75)
Highest Metro 1/4 HR AVG:	KSO	(73, S82), WHO (73, S75)
Highest TSA 1/4 HR AVG:	WHO	(356, S75)
Highest TSA Cume:	WHO	(4601, S77)
Highest Metro Cume Rating:	WHO	(35.2, F79)

STATION NOTES

KMGK-F	-	KIOA-F until 76
KEZT-F	-	KLFM-F until 81
KJJY-F	-	KANY-F until 81
		BTFM until 81
KGGO-F	-	Changed from Rock to AOR around 79
KIOA	-	Gradual shift from Rock to AC

DETROIT

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WJR	(M)	15.4	14.8	13.4	15.3	11.7	10.3	10.4	10.8	WJR	34.3	28.2	27.9	27.9
WWJ	(NT)	7.6	6.3	6.2	4.7	5.4	5.8	5.1	5.9	WWJ	17.6	14.5	16.4	18.0
WXYZ	(NT)	5.2	5.3	4.7	4.1	4.9	3.1	5.1	5.6	WXYZ	12.8	9.2	10.9	11.9
CKLW	(AC)	5.6	6.1	5.3	4.6	5.0	4.1	3.3	2.3	CKLW	22.7	17.7	16.0	11.8
WCXI	(C)	---	---	---	.9	4.1	5.3	3.1	3.1	WCXI	----	8.5	9.0	8.2
WRIF-F	(A)	5.6	6.3	7.1	6.2	5.5	6.1	5.1	6.3	WRIF-F	17.4	18.7	16.0	22.8
WLLZ-F	(A)	---	---	---	.5	.5	7.9	7.5	6.1	WLLZ-F	----	----	19.6	19.3
WNIC-F	(AC)	---	2.2	4.1	4.7	3.4	4.9	4.6	5.1	WNIC-F	12.0	14.6	15.2	18.3
WWWW-F	(C)	---	1.9	4.0	3.8	5.3	2.5	4.6	4.0	WWWW-F	16.4	13.5	10.2	10.7
WJLB-F	(B)	4.4	3.3	3.8	4.4	3.4	2.8	2.7	3.8	WJLB-F	11.6	8.0	9.3	12.3
WMJC-F	(AC)	4.0	3.9	4.4	3.0	5.3	5.3	3.9	3.7	WMJC-F	14.7	14.8	13.4	12.7
WJR-F	(E)	---	4.0	5.7	5.0	4.2	4.6	4.7	3.9	WJR-F	11.7	13.3	12.4	11.8
WGPR-F	(B)	---	---	---	2.1	1.5	2.0	3.1	4.9	WGPR-F	----	7.5	7.8	10.1
WABX-F	(A)	---	3.0	3.0	4.4	3.6	3.2	3.8	3.3	WABX-F	13.2	12.6	15.8	16.0
WCZY-F	(M)	---	---	---	3.6	3.6	4.8	3.7	3.1	WCZY-F	8.7	13.4	10.2	8.6
WDRQ-F	(B)	4.6	5.4	4.9	4.0	3.2	4.1	2.9	3.0	WDRQ-F	11.2	13.9	13.1	9.7
WTWR-F	(R)	---	---	---	1.0	2.9	2.7	2.7	2.8	WTWR-F	----	9.2	8.7	9.3
WJOI-F	(E)	5.9	4.9	4.3	4.4	3.4	3.2	3.1	2.8	WJOI-F	8.7	10.2	8.9	9.1
WLBS-F	(B)	---	---	---	---	1.4	2.7	3.1	2.5	WLBS-F	---	----	8.7	8.8
WJZZ-F	(B)	---	2.2	2.0	2.8	3.2	2.9	2.3	2.4	WJZZ-F	---	7.1	---	7.3
WLQV	(G)	4.3	4.0	3.7	2.5	1.9	.4	.2	.4	WLQV	---	---	---	1.2
WOMC-F	(M)	---	4.4	3.3	4.9	4.4	4.2	3.2	2.2	WOMC-F	9.3	10.1	8.1	7.6
WCHB	(B)	---	2.4	---	2.0	1.5	1.7	1.7	1.1	WCHB	---	6.3	---	5.2

FOUR BOOKS PER YEAR

WJLB programming switched from AM to FM in 1981. Figures follow WJLB's programming on both bands.

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.9	16.5	16.8	17.1	17.1	17.5	17.2	18.7
FM Share (%)	42.05	49.22	50.62	54.18	55.53	61.49	67.19	66.76
CPM (\$)			1.59	1.64	2.23	2.76	2.58	2.76
Stations			30	29	31	29	28	31
Diaries						1768	2370	2352

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	41	37	40	35	33	24
COUNTRY	4	7	7	6	9	8
MOR/AC	20	24	14	22	23	29
BTFL MUSIC	13	12	12	15	12	7
BLACK/URBAN	11	12	14	12	11	15
NEWS/TALK	9	5	11	8	10	12
RELIGION	1	1	1	-	1	2
CLASSICAL	1	1	1	1	2	1
NOSTALGIA	-	-	-	-	-	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	34.88	40.57	46.52	46.52	46.55	
Income (millions)	6.99	7.41	9.10	1.04	-1.66	
Nat Rev (millions)	8.44	8.83	14.85	14.19	16.19	
Rev per Cap (\$)	9.71	9.25	10.70	10.65	12.13	
Inc per Cap (\$)	1.95	1.69	2.09	.24	-.38	
Nat Rev per Cap (\$)	2.35	2.01	3.41	3.25	3.73	
Profit Margin (%)	20.1	18.3	19.6	2.2	----	

#1 STATIONS, 12+ METRO

WJR All rating periods

DETROIT (con't)

Highest Metro Share: WJR (16.9, S78)
Highest Metro 1/4 HR AVG: WJR (910, S75)
Highest TSA 1/4 HR AVG: WJR (1284, S75)
Highest TSA Cume: WJR (19527, S78)
Highest Metro Cume Rating: WJR (34.3, S79)

STATION NOTES

CKLW - Gradual change from Rock to AC
WXYZ - 75-78 change from Rock to AC. Then to all news in 1978.
WWWW-F - AOR until 1981
WCXI - WCAR until 79. News until about 77. Began programming country in 79.
WLQV - WDEE until 79. WCZY until 81. Country until 79. MOR until 81.
WLLZ-F - WBFG-F until 80
WJOI-F - WWJ-F until 82
WMJC-F - WHNE-F until 76
WCZY-F - BTFL until 81
WTWR-F - In mid 82 station changed calls to WCXI-F and format to country.
WDRQ-F - In 1982 station used urban format.

DULUTH

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KDAL	(M)	22.2	19.2	20.2	14.2	18.6	18.5	12.2	12.5	KDAL	31.1	32.6	28.4	25.2
WDSM	(C)	10.6	5.3	4.0	7.0	6.2	8.2	14.1	10.8	WDSM	19.5	21.3	28.7	26.2
WEBC	(AC)	20.9	15.7	10.8	12.2	11.3	7.7	6.8	8.4	WEBC	38.1	31.9	28.6	27.6
WKKQ-F	(C)	----	6.8	12.3	14.9	12.9	12.4	17.0	13.1	WKKQ-F	18.2	18.3	23.6	21.7
WAKX-F	(R)	14.4	14.5	16.6	13.7	14.1	10.3	6.8	7.9	WAKX-F	36.0	30.4	21.6	25.5
WGGR-F	(E)	5.0	7.6	7.1	13.4	8.1	7.9	6.8	5.4	WGGR-F	16.2	15.9	15.6	11.2
KQDS-F	(A)	4.3	5.1	4.0	5.7	3.0	2.9	5.1	7.6	KQDS-F	7.0	8.0	11.7	19.9
WEVE-F	(AC)	4.5	4.6	5.0	3.5	6.8	9.7	8.0	4.2	WEVE-F	17.2	19.1	19.5	16.0
WMFG	(M)	5.0	5.1	5.3	4.0	6.5	4.7	3.0	1.7	WMFG	9.3	9.0	---	5.8
WHLB	(M)	3.0	3.1	4.6	3.0	1.6	2.1	1.9	2.5	WHLB	6.8	---	---	7.2
KZIO-F	(R)	----	----	----	----	----	7.9	7.8	7.1	KZIO-F	----	15.1	18.5	17.8
KXTP	(N)	----	----	----	----	----	2.6	1.9	7.1	KXTP	----	----	10.6	10.2

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	19.2	18.1	18.5	18.8	16.8	17.0	18.4	18.1
FM Share (%)	14.33	21.88	23.34	27.56	32.25	36.84	45.34	42.06
CPM (\$)			2.04	2.17	2.42	2.71	2.59	3.37
Stations			18	14	16	18	17	18
Diaries						499	551	708

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	29	27	28	30	32	33
COUNTRY	28	29	24	23	33	27
MOR/AC	33	22	37	37	26	23
BTFM MUSIC	7	14	9	8	7	6
RELIGION	3	2	1	1	2	4

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.54	3.04	3.90	3.07	4.89		KDAL S75, S76, S77, S79, S80
Income (millions)	.11	.34	.31	.25	.12		
Nat Rev (millions)	.37	.40	.41	.38	.46		WKKQ S78, S81, S82
Rev per Cap (\$)	11.88	11.39	14.69	11.91	18.29		
Inc per Cap (\$)	.53	1.29	1.18	.98	.46		
Nat Rev per Cap (\$)	1.75	1.51	1.56	1.48	1.72		
Profit Margin (%)	4.5	11.3	8.0	8.2	2.4		

Highest Metro Share:	KDAL	(22.2, S75)
Highest Metro 1/4 HR AVG:	KDAL	(86, S75)
Highest TSA 1/4 HR AVG:	WKKQ-F+	(108, S81)
Highest TSA Cume:	WEBC	(1540, S76)
Highest Metro Cume Rating:	WEBC	(38.1, S79)

STATION NOTES

KQDS-F	-	KAOH-F until 80 Country until 80
KXTP	-	WAKX until 82 Contemp until 82
WEBC	-	Gradual change from rock to AC

SIMULCASTS

WKKQ-F	-	81-82
KQDS-F	-	76-80
WAKX-F	-	76-79
WMFG	-	76-79
WHLB	-	76, 77, 80, 81
WEVE	-	79-82

EL PASO

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		82	79	80	81	82
KAMA	(SP)	16.5	14.0	15.5	14.8	10.3	6.2	6.9	8.5	KAMA	15.8	----	----	11.6
KAMZ-F	(?)	----	----	4.7	2.0	2.7	1.5	1.2	3.7	KAMZ-F	----	----	----	10.0
KLAQ-F	(A)	----	----	---	.8	7.2	3.6	14.3	13.0	KLAQ-F	13.8	8.7	20.1	18.1
KHEY	(C)	10.7	10.7	11.8	8.0	9.2	8.9	6.3	9.3	KHEY	18.1	17.0	15.9	16.6
KHEY-F	(C)	---	4.8	7.0	9.8	8.7	7.4	5.8	7.5	KHEY-F	14.9	12.3	11.9	16.8
KLOZ-F	(C)	---	2.7	2.1	3.1	3.9	9.9	8.0	5.1	KLOZ-F	----	17.2	17.0	13.0
KSET	(R)	---	---	---	---	3.2	6.1	7.3	4.2	KSET	----	13.5	11.9	8.9
KSET-F	(B)	---	.6	1.7	3.3	5.8	7.4	4.7	4.5	KSET-F	13.7	15.5	14.8	14.2
KROD	(R)	2.8	4.8	---	3.4	3.4	1.7	5.6	4.3	KROD	----	----	15.8	14.9
KEZB-F	(E)	5.1	1.4	3.5	10.6	4.2	2.7	2.2	3.4	KEZB-F	13.0	----	----	7.8
KELP	(B)	9.2	8.0	7.6	5.3	8.7	5.5	2.9	2.2	KELP	24.3	21.4	11.2	6.8
KFIM-F	(R)	---	---	---	4.1	4.8	5.2	3.4	3.5	KFIM-F	9.9	9.8	12.5	11.1
KTSM	(NT)	---	3.9	4.7	2.2	3.0	4.6	4.3	2.4	KTSM	---	11.0	---	6.8
KTSM-F	(E)	3.6	4.1	6.7	---	1.7	2.6	4.5	3.4	KTSM-F	---	---	---	8.6
XROK	(SP)	11.8	11.5	7.0	6.6	.8	7.1	2.9	2.2	XROK	8.6	---	---	7.9
KINT-F	(R)	10.3	14.3	9.8	11.1	9.8	7.7	6.9	8.5	KINT-F	22.4	22.3	17.4	25.9

TWO BOOKS PER YEAR IN THIS MARKET

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.0	16.2	14.9	17.5	15.4	14.1	16.2	16.4
FM Share (%)	19.73	33.64	38.46	44.55	50.51	52.36	53.89	56.18
CPM (\$)			2.86	2.25	2.69	4.65	3.17	4.84
Stations			16	19	20	18	23	24
Diaries						513	794	798

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	44	43	38	45	44	35
COUNTRY	13	10	10	21	24	10
MOR/AC	2	7	10	2	3	16
BTFM MUSIC	10	11	11	11	4	12
SPANISH	23	26	20	18	16	17
NEWS/TALK	7	2	4	4	4	11
BLACK/URBAN	-	-	6	-	-	1
NOSTALGIA	-	-	-	-	3	4

<u>FINANCIAL DATA</u>	1976*	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.32	3.79	3.82	4.89	5.38		KAMA S75, F76, S77, S78, F77, F78, S79
Income (millions)	-.10	-.64	-.54	-1.15	-1.49		XROK S76
Nat Rev (millions)	1.35	1.21	1.61	1.90	2.20		KINT-F F79
Rev per Cap (\$)	10.05	8.56	8.51	10.69	10.76		KHEY S80
Inc per Cap (\$)	-.30	-1.45	-1.18	-2.52	-2.99		KLOZ-F F80
Nat Rev per Cap (\$)	4.08	8.56	3.53	4.16	4.40		KLAQ-F S81, F81, S82
Profit Margin (%)	----	----	----	----	----		

Highest Metro Share:	KAMA+	(20.2, S77)
Highest Metro 1/4 HR AVG:	KAMA+	(102, S77)
Highest TSA 1/4 HR AVG:	KLAQ-F	(124, F81)
Highest TSA Cume:	XROK	(1504, S78)
Highest Metro Cume Rating:	KINT-F	(29.4, F79)

STATION NOTES

KAMZ-F	-	KAMA-F until 82
KHEY-F	-	KEZB-F until 81 BTFM until 81
KSET	-	MOR until about 79
KSET-F	-	Contemp until 81
KROD	-	AC until about 80
KEZB-F	-	KPAS-F until 81 AOR until 81
KINT	-	Simulcast 76-77

ADDITIONAL STATION NOTES

KELP	-	Contemp/AC until 81
XROK	-	Rock until about 79
KAMA	-	Simulcast 76-77
KLOZ-F	-	Simulcast 76

ERIE

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WJET	(R)	16.6	19.2	16.6	14.8	13.3	15.5	19.8	14.9	WJET	40.7	40.1	38.6	37.2
WCCK-F	(R)	15.6	16.3	20.6	20.3	23.2	23.3	23.4	25.8	WCCK-F	41.1	40.4	41.6	46.3
WLWU-F	(E)	21.3	18.6	22.1	23.5	19.2	16.8	16.3	13.4	WLWU-F	32.7	26.6	29.2	24.5
WRIE	(M)	14.3	15.0	15.3	12.8	15.2	12.7	10.9	9.0	WRIE	34.4	33.5	27.4	26.8
WLKK	(C)	6.3	5.2	8.0	7.8	10.8	10.6	9.8	8.5	WLKK	23.7	19.3	19.5	16.2
WSEG-F	(R)	3.3	2.6	2.8	4.9	5.7	5.0	3.0	2.8	WSEG-F	7.7	9.9	8.1	7.6
WEYZ	(N)	5.0	8.1	1.5	2.6	1.3	1.6	---	9.8	WEYZ	7.2	8.1	---	17.1
WHYP+	(C)	1.6	2.3	2.8	.3	1.3	---	.9	1.3	WHYP+	2.9	---	5.4	4.6

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.3	14.0	14.6	15.6	14.1	14.7	14.8	16.9
FM Share (%)	46.03	43.17	53.00	54.86	53.42	52.23	53.95	50.89
CPM (\$)			2.63	2.85	3.46	3.59	2.89	2.62
Stations			13	13	12	12	12	10
Diaries						709	549	747

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	45	47	46	49	48	50
COUNTRY	4	10	14	13	14	12
MOR/AC	17	16	19	19	13	11
BTFM MUSIC	25	25	21	19	20	16
NEWS/TALK	9	-	-	-	-	-
RELIGION	-	-	1	-	1	-
NOSTALGIA	-	-	-	-	-	11

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.06	2.45	2.63	2.53	3.12		WLWU-F S75, S77, S78
Income (millions)	-.07	.06	-.06	.07	-.20		WJET S76
Nat Rev (millions)	.43	.42	.44	.31	.55		WCCK-F S79, S80, S81, S82
Rev per Cap (\$)	9.32	9.07	9.72	9.21	11.05		
Inc per Cap (\$)	-.31	.22	-.22	.24	-.72		
Nat Rev per Cap (\$)	1.93	1.56	1.63	1.13	1.93		
Profit Margin (%)	----	2.4	----	2.6	----		

Highest Metro Share: WCCK-F (25.8, S82)
 Highest Metro 1/4 HR AVG: WCCK-F (100, S82)
 Highest TSA 1/4 HR AVG: WCCK-F (128, S82)
 Highest TSA Cume: WCCK-F (1491, S82)
 Highest Metro Cume Rating: WCCK-F (46.3, S82)

STATION NOTES

WLKK - WWYN until 78
 News/Talk until 78
 WSEG-F - WMDI-F until 81
 WEYZ - WWGO until 80
 Country until 77
 Soft rock until 79
 AC until 82
 WHYP - Simulcast 75-82

EUGENE-SPRINGFIELD

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KUGN	(M)	18.2	19.7	18.1	14.4	10.5	14.4	11.1	10.4	KUGN	26.4	32.1	26.4	26.8
KUGN-F	(C)	4.2	3.9	2.8	4.3	2.8	4.6	7.5	7.6	KUGN-F	10.2	12.8	13.4	16.3
KASH	(O)	5.4	3.4	2.3	4.9	4.0	2.4	1.0	3.3	KASH	14.7	8.2	6.6	10.9
KSND-F	(R)	---	3.0	4.5	8.5	8.0	10.0	13.2	12.5	KSND-F	22.9	21.4	25.8	24.7
KZEL-F	(A)	8.3	5.7	5.6	3.9	10.1	10.7	9.1	16.3	KZEL-F	14.8	17.4	17.6	26.4
KPNW	(AC)	12.5	13.6	13.4	10.0	9.6	9.6	7.4	6.1	KPNW	21.9	22.7	19.1	18.1
KPNW-F	(E)	11.2	7.0	10.6	12.4	13.6	13.6	13.9	8.9	KPNW-F	20.4	18.7	23.4	18.6
KQDQ	(N)	4.8	.9	4.2	7.3	7.8	1.0	6.1	6.4	KQDQ	14.7	----	----	8.1
KEED	(C)	11.5	10.9	8.0	9.8	7.1	9.4	7.9	6.1	KEED	13.5	16.9	17.0	14.4
KORE	(G)	---	2.1	2.5	3.0	2.5	2.6	3.6	4.1	KORE	----	4.9	8.2	5.9
KBDF	(M)	10.2	15.5	15.0	10.3	8.5	6.1	4.2	3.1	KBDF	27.1	21.2	15.0	10.8

TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.5	14.4	14.1	13.4	14.1	14.5	16.0	16.6
FM Share (%)	30.80	20.88	23.94	31.45	37.74	45.29	53.14	53.80
CPM (\$)			2.10	3.36	3.93	3.76	4.42	4.48
Stations			13	13	13	12	15	14
Diaries						733	589	679

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	52	30	40	34	30	33
COUNTRY	10	16	6	17	17	17
MOR/AC	15	32	35	30	20	27
BTFM MUSIC	12	15	15	15	16	10
RELIGION	5	7	4	3	9	6
NOSTALGIA	-	-	-	-	7	7

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.06	3.53	4.73	4.18	5.01		KUGN S75, S76, F76, F77, S78, F78, S80, F80
Income (millions)	-.15	-.14	-.02	-.74	-.74		KBDF S77
Nat Rev (millions)	.77	.78	1.39	1.32	1.53		KPNW-F S79, F79, S81
Rev per Cap (\$)	14.59	13.88	18.56	15.79	17.54		KSND-F F81
Inc per Cap (\$)	-.70	-.56	-.07	-2.77	-2.60		KZEL-F S82
Nat Rev per Cap (\$)	3.69	3.09	5.44	4.98	5.36		
Profit Margin (%)	----	----	----	----	----		

Highest Metro Share:	KUGN	(22.4, S76)
Highest Metro 1/4 HR AVG:	KZEL-F	(64, S82)
Highest TSA 1/4 HR AVG:	KPNW	(81, S77)
Highest TSA Cume:	KPNW	(1097, S77)
Highest Metro Cume Rating:	KUGN	(43.1, F77)

STATION NOTES

KUGN-F	-	KFMY-F until 78 Rock until 80
KSND-F	-	BTFM until 77
KQDQ	-	KATR until 81 Talk/BTFM until 78 Country until 79 MOR until 81
KBDF	-	Rock until 80 Oldies/AC until present

EVANSVILLE

	<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>				
	76	77	78	79	80	81	82	79	80	81	82	
WIKY-F (M/E)	25.7	36.4	25.6	19.9	26.3	20.1	20.8	WIKY-F	28.7	33.8	27.0	29.5
WGBF (R)	24.1	26.1	24.0	22.8	21.3	17.6	16.7	WGBF	42.9	42.7	42.3	35.4
WKDQ-F (R)	9.7	7.2	9.9	15.3	7.7	17.3	15.9	WKDQ-F	28.5	22.6	33.0	35.7
WROZ (C)	12.2	8.3	11.0	10.4	9.6	9.5	8.5	WROZ	22.9	18.5	18.9	19.5
WKKR (C)	6.6	.8	4.2	2.0	3.7	5.4	6.8	WKKR	8.5	12.3	16.1	13.9
WRAY+ (AC)	4.7	4.2	1.8	2.6	5.6	4.0	3.9	WRAY+	6.8	10.4	8.8	9.5
WBKR-F (C)	1.7	1.7	2.3	4.0	3.2	5.1	4.8	WBKR-F	8.4	6.8	10.5	10.0
WSTO-F (R)	1.7	1.7	1.6	4.0	2.7	1.4	1.7	WSTO-F	5.8	5.5	4.2	6.6
WSON (AC)	4.7	3.1	3.4	5.8	1.9	3.3	3.1	WSON	6.1	---	7.6	7.1
WVHI-F (G)	.6	1.7	2.1	1.2	3.2	.5	1.2	WVHI-F	---	---	---	4.6
WHKC-F (A)	---	---	.5	.6	3.5	5.7	3.9	WHKC-F	---	7.1	10.7	9.6

ONE RATING BOOK PER YEAR

	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.2	15.3	16.3	14.6	15.5	14.5	15.9
FM Share (%)	36.34	46.99	47.34	50.93	52.27	57.51	59.52
CPM (\$)		2.53	3.32	3.00	3.47	3.58	3.72
Stations		14	15	13	13	16	15
Diaries					554	701	696

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	42	46	40	43	45
COUNTRY	14	18	22	20	26	15
MOR/AC	46	36	25	31	26	39
BTFL MUSIC	2	4	6	-	2	-
RELIGION	2	2	1	3	1	1

NOTE: WIKY-F classified as MOR for the Format Shares Table.

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.34	3.24	4.83	5.26	5.47		WIKY-F S76, S77, S78, S80,
Income (millions)	.29	.11	.50	.53	.18		S81, S82
Nat Rev (millions)	.28	.29	.47	.47	.61		WGBF S79
Rev per Cap (\$)	14.20	11.16	16.24	17.40	17.47		
Inc per Cap (\$)	1.22	.38	1.67	1.74	.56		
Nat Rev per Cap (\$)	1.18	.99	1.58	1.55	1.95		
Profit Margin (\$)	8.3	3.4	10.3	10.0	3.2		

*Independent FM's and FM's reporting separately are not included

Highest Metro Share:	WIKY-F+	(36.4, S77)
Highest Metro 1/4 HR AVG:	WIKY-F+	(131, S77)
Highest TSA 1/4 HR AVG:	WIKY-F+	(148, S77)
Highest TSA Cume:	WKDQ-F	(1843, S82)
Highest Metro Cume Rating:	WGBF	(42.9, S79)

STATION NOTES

WKKR	-	WJPS until 80
		MOR until 80
WSTU-F	-	BTFL until 82
WRAY	-	Simulcast 76-82
WIKY A/F	-	Simulcast 76-77

FARGO

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
KFGO	(C)	22.7	24.9	25.6	28.5	22.4	22.8	21.1	15.5	KFGO	38.0	34.2	36.2	30.4
KQWB	(R)	15.3	11.2	7.7	9.1	15.3	16.8	17.3	12.9	KQWB	34.5	35.3	37.4	34.8
KQWB-F	(A/R)	8.5	8.3	11.5	12.1	11.7	15.2	15.1	23.2	KQWB-F	25.7	32.7	29.9	43.1
WDAY	(C)	17.6	18.3	21.8	17.6	15.8	10.3	11.4	8.8	WDAY	35.2	30.5	28.6	23.1
WDAY-F	(E)	8.0	6.5	8.3	8.5	10.2	13.6	8.6	9.3	WDAY-F	19.0	21.0	18.6	16.6
KVOX	(AC)	13.6	18.3	14.7	13.3	10.2	6.5	7.6	6.7	KVOX	34.3	24.3	24.7	24.6
KVOX-F	(C)	5.7	3.0	3.8	3.6	3.1	7.6	10.8	11.9	KVOX-F	11.0	15.8	15.9	22.7

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.1	14.8	14.6	14.7	17.5	16.1	16.0	16.6
FM Share (%)	24.11	19.35	25.34	25.64	27.68	39.18	37.43	50.87
CPM (\$)			3.57	4.29	3.86	4.42	4.27	5.68
Stations			7	8	8	7	8	8
Diaries						618	528	520

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	40	41	42	36	42
COUNTRY	27	32	30	33	47	41
MOR/AC	25	19	18	15	8	8
BTFM MUSIC	9	9	11	11	9	10

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.90	3.21	3.69	4.26	4.87		KQWB-F S82
Income (millions)	.35	.33	.16	.007	-.05		KFGO All other rating periods
Nat Rev (millions)	.47	.50	.62	.73	.86		
Rev per Cap (\$)	25.90	23.82	27.08	31.02	34.83		
Inc per Cap (\$)	3.14	2.44	1.19	.05	-.33		
Nat Rev per Cap (\$)	4.18	3.71	4.57	5.29	6.17		
Profit Margin (%)	12.1	10.2	4.4	0.2	----		

Highest Metro Share:	KFGO	(28.5, S78)
Highest Metro 1/4 HR AVG:	KQWB-F	(45, S82)
Highest TSA 1/4 HR AVG:	KFGO	(139, S79)
Highest TSA Cume:	KFGO	(1471, S79)
Highest Metro Cume Rating:	KQWB-F	(43.1, S82)

STATION NOTES

KVOX-F	-	KIDA-F until 78 MOR until 78 Contemp until 79
KQWB-F	-	KWIM-F until 76
KVOX	-	Gradual shift to AC

FAYETTEVILLE, NC

12+ METRO SHARE

	78	79	80	81	82
WQSM-F (R)	26.9	20.3	23.2	25.8	19.9
WIDU (B)	9.2	13.4	14.6	5.5	14.6
WFNC (C)	9.2	8.4	10.1	10.5	11.4
WFLB (R)	13.1	12.3	10.1	8.0	9.0
WFBS (B)	1.8	1.5	.7	8.4	7.7
WFAI (C)	8.8	8.8	10.1	8.4	5.1
WSTS-F (G)	2.1	2.3	2.6	2.5	2.9
WRAL-F (R)	11.7	4.2	7.9	9.5	7.4
WQDR-F (A)	1.8	16.1	9.0	13.1	9.8
WYYD-F (E)	8.1	3.4	4.1	3.3	2.4

12+ CUME RATING

	79	80	81	82
WQSM-F	42.5	43.4	45.8	43.3
WIDU	21.6	19.8	12.5	21.8
WFNC	20.3	18.9	20.6	24.8
WFLB	34.8	30.0	21.4	28.3
WFBS	----	----	13.4	19.0
WFAI	23.9	19.1	19.2	15.4
WSTS-F	6.8	6.9	6.8	8.0
WRAL-F	15.0	22.2	21.5	22.3
WQDR-F	21.1	17.4	22.3	17.2
WYYD-F	8.7	6.5	7.9	7.1

ONE RATING BOOK PER YEAR

	1978	1979	1980	1981	1982
APR (%)	14.8	14.1	14.6	14.5	19.4
FM Share (%)	53.96	52.02	51.76	57.41	47.86
CPM (\$)	1.98	2.42	2.52	3.18	2.83
Stations	11	12	13	11	12
Diaries			618	498	757

FORMAT SHARES (%)

ROCK/AOR/CONT	59	57	53	59	50
COUNTRY	19	18	22	20	19
MOR/AC	1	1	-	-	1
BTFL MUSIC	9	7	6	4	3
BLACK/URBAN	10	14	15	14	24
RELIGION	2	2	3	3	3

FINANCIAL DATA

	1976*	1977*	1978	1979	1980	1981
Revenue (millions)	1.88	2.07	2.48	2.60	2.88	
Income (millions)	.005	.14	.24	.31	.15	
Nat Rev (millions)	.28	.39	.47	.63	.67	
Rev per Cap (\$)	9.96	8.72	10.48	10.58	11.40	
Inc per Cap (\$)	.03	.58	1.03	1.26	.58	
Nat Rev per Cap (\$)	1.48	1.64	2.01	2.58	2.64	
Profit Margin (%)	0.3	6.7	9.8	12.0	5.0	

#1 STATIONS, 12+ METRO SHARE

WQSM-F All books since 78

*Independent FM's and FM's reporting separately are not included

Highest Metro Share:	WQSM-F (26.9, S78)
Highest Metro 1/4 HR AVG:	WQSM-F (75, S82)
Highest TSA 1/4 HR AVG:	WQSM-F (137, S81)
Highest TSA Cume:	WQSM-F (1942, S81)
Highest Metro Cume Rating:	WQSM-F (45.8, S81)

STATION NOTES

WFBS - Contemp until about 81
WRAL-F, WQDR-F, WYYD-F - See Raleigh

FLINT

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
WWCK-F	(A)	6.3	5.1	7.3	12.5	10.5	12.1	12.9	14.3	WWCK-F	17.4	23.3	23.8	26.2
WTRX	(AC)	5.9	7.5	6.7	7.3	6.2	6.8	7.1	10.0	WTRX	18.2	18.6	19.4	22.7
WFDF	(M)	13.3	10.7	12.6	9.6	8.2	6.6	6.1	6.3	WFDF	25.3	22.2	19.1	18.0
WKMF	(C)	7.8	10.1	7.5	10.6	8.3	5.9	6.0	4.3	WKMF	12.9	-----	-----	10.2
WGMZ-F	(E)	11.5	9.9	9.6	9.6	9.0	9.7	8.8	7.1	WGMZ-F	16.2	14.1	18.5	14.9
WDZZ-F	(B)	---	---	---	---	---	12.2	11.1	10.2	WDZZ-F	-----	-----	-----	17.0
WTAC	(C)	8.1	8.8	6.0	5.4	7.2	3.8	3.8	3.5	WTAC	22.4	15.9	15.6	11.2
WFLT	(N)	6.0	9.9	6.7	4.9	6.7	2.5	3.7	3.4	WFLT	-----	-----	-----	4.8
WJR	(M)	8.7	8.8	10.1	10.1	8.3	7.4	6.8	5.5	WJR	25.6	19.4	18.0	16.0
WFMK-F	(AC)	---	.4	1.3	4.2	4.5	5.8	6.2	5.0	WFMK-F	-----	14.5	-----	14.9

TWO RATING BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.1	16.5	14.7	16.7	14.6	15.3	16.9	18.1
FM Share (%)	30.49	28.78	37.55	43.53	41.59	56.29	57.82	60.88
CPM (\$)			3.39	3.55	4.29	4.29	4.86	4.45
Stations			21	20	19	23	23	26
Diaries						892	758	809

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	25	27	38	33	29	28
COUNTRY	9	5	11	10	14	14
MOR/AC	37	32	21	29	26	27
BTFL MUSIC	16	15	16	13	16	11
BLACK/URBAN	11	9	11	15	12	15
RELIGION	-	1	2	1	1	-
NEWS/TALK	-	1	1	1	1	1
NOSTALGIA	-	-	-	-	2	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.40	4.72	6.26	6.40	5.94		WFDF S75, S76, S77
Income (millions)	.40	.98	1.27	1.12	.42		WWCK-F S78, S79, F80, F81, S82
Nat Rev (millions)	1.07	.90	1.32	1.37	1.56		WDZZ-F S80
Rev per Cap (\$)	10.56	9.15	11.92	12.19	11.34		WGMZ-F S81
Inc per Cap (\$)	.95	1.90	2.41	2.14	.80		
Nat Rev per Cap (\$)	2.57	1.75	2.52	2.61	2.97		
Profit Margin (%)	9.0	20.8	20.3	17.6	7.0		

Highest Metro Share:	WWCK-F (14.3, S82)
Highest Metro 1/4 HR AVG:	WWCK-F (109, S82)
Highest TSA 1/4 HR AVG:	WWCK-F (138, S82)
Highest TSA Cume:	WTAC (1919, S77)
Highest Metro Cume Rating:	WWCK-F (26.2, S82)

STATION NOTES

WJR is in Detroit
WFMK-F is in Lansing
WFLT - WAMM until 81
Black until 81
WTAC - Rock until 81

FT. LAUDERDALE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>										
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>				
									<u>79</u>	<u>80</u>	<u>81</u>	
WFTL	(M)	9.7	6.7	8.8	6.9	4.5	2.9	4.1	WFTL	----	----	----
WLQY	(N)	---	---	---	3.2	1.2	2.9	4.7	WLQY	----	----	----
WRBD	(B)	---	4.4	3.1	3.6	3.5	4.9	4.8	WRBD	----	----	----
WWJF-F	(AC)	5.2	3.4	7.2	1.7	1.0	1.5	2.9	WWJF-F	----	----	----
WLYF-F	(E)	18.9	14.5	11.9	14.2	14.6	9.0	10.3	WLYF-F	22.5	20.0	16.6
WNWS	(NT)	---	---	---	2.4	3.8	6.8	6.4	WNWS	----	13.6	13.3
WKQS-F	(C)	---	---	---	5.4	5.5	8.5	6.9	WKQS-F	12.8	16.5	15.5
WINZ	(NT)	---	4.7	5.6	6.0	8.0	5.2	5.7	WINZ	24.0	15.1	16.7
WAXY-F	(AC)	---	3.6	4.2	5.6	3.8	6.2	5.5	WAXY-F	13.7	13.0	12.1
WHYI-F	(R)	7.5	6.9	9.1	10.1	8.9	7.0	6.4	WHYI-F	24.6	20.2	19.6
WSHE-F	(A)	4.1	4.8	5.2	4.2	2.7	4.5	5.3	WSHE-F	----	----	10.7
WAIA-F	(AC)	3.1	4.3	5.1	4.4	6.9	5.1	4.4	WAIA-F	13.9	11.2	----
WIOD	(M)	7.0	5.0	4.8	4.9	5.0	4.5	4.4	WIOD	14.8	12.1	12.8
WQAM	(C)	4.5	3.5	---	1.6	1.5	2.8	3.4	WQAM	7.9	---	9.3
WGBS	(M)	4.0	3.9	---	2.1	2.0	1.3	1.3	WGBS	9.7	---	---

TWO RATING BOOKS PER YEAR UNTIL 1982.

IN 1982 THIS REPORT CONSOLIDATED INTO MIAMI. SEE MIAMI-FT. LAUDERDALE.

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
APR (%)	17.8	17.5	17.7	18.9	17.7	16.3	17.4
FM Share (%)	50.00	52.91	62.13	61.20	57.87	60.18	57.62
CPM (\$)			2.43	2.86	5.47	4.70	3.99
Stations			28	29	26	29	27
Diaries						724	935

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	31	29	27	33	29
COUNTRY	4	4	2	2	5
MOR/AC	21	23	20	14	18
BTFM MUSIC	28	29	26	26	23
BLACK/URBAN	7	6	5	6	6
RELIGION	-	-	1	2	1
NEWS/TALK	8	8	17	14	12
NOSTALGIA	-	-	-	1	5
CLASSICAL	2	1	2	2	2

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Revenue (millions)	7.06	8.04	9.22	10.87	13.02	
Income (millions)	-.18	-.33	-.07	-.22	-.25	
Nat Rev (millions)	1.11	1.23	2.72	2.86	2.83	
Rev per Cap (\$)	8.97	8.44	10.22	11.95	14.31	
Inc per Cap (\$)	-.23	-.35	-.08	-.24	-.28	
Nat Rev per Cap (\$)	1.41	1.29	3.02	3.14	3.11	
Profit Margin (%)	----	----	----	----	----	

#1 STATIONS, 12+ METRO SHARE

WKQS-F F80
WLYF-F All other rating period

Highest Metro Share: WLYF-F (18.9, S75)
 Highest Metro 1/4 HR AVG: WLYF-F (224, F79)
 Highest TSA Cume: WHYI-F (351, S79)
 Highest TSA Cume: WHYI-F (5087, F78)
 Highest Metro Cume Rating: WHYI-F (24.8, F78)

STATION NOTES

WLQY - WGMA until about 80
 WWJF-F - WGLO-F until about 77
 WSDO-F until 80
 WEWZ-F until 81
 BTFM until ? ?

Other stations and information -
 See Miami

FORT WAYNE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WOWO	(M)	20.1	24.7	22.5	25.6	25.6	21.9	21.2	25.0	WOWO	57.7	61.9	54.7	54.1
WQHK	(C)	18.0	14.8	15.4	15.4	9.8	9.6	13.8	15.6	WQHK	35.5	19.7	26.4	25.5
WMEE-F	(R)	21.9	19.6	20.0	18.1	15.5	14.5	14.9	12.9	WMEE-F	27.5	30.2	34.2	32.2
WEZV-F	(E)	1.1	1.3	1.9	1.4	8.8	14.5	12.3	12.3	WEZV-F	----	28.9	21.1	19.9
WFWQ-F	(R)	11.4	12.5	12.9	12.7	10.4	9.7	8.7	8.8	WFWQ-F	30.6	27.6	26.3	24.8
WLYV	(N)	7.1	5.8	5.5	6.0	3.3	4.0	2.2	2.9	WLYV	14.3	----	----	8.4
WXKE-F	(A)	---	1.0	2.7	7.5	8.1	10.3	9.0	6.8	WXKE-F	15.7	14.4	16.6	13.5
WIFF	(C)	1.8	1.7	1.4	1.0	1.5	1.1	1.6	1.2	WIFF	----	----	----	2.3
WGL	(M)	5.0	4.6	3.2	2.5	3.4	1.9	1.4	.6	WGL	9.8	----	9.2	4.1
WKSJ-F	(AC)	---	---	---	---	---	1.1	2.8	1.4	WKSJ-F	---	----	7.7	5.4

TWO RATING PER YEAR IN THIS MARKET

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.3	15.3	14.5	14.5	15.9	16.2	16.2	16.5
FM Share (%)	39.28	40.00	40.85	41.63	45.08	55.31	50.78	48.80
CPM (\$)			2.20	2.37	2.84	2.90	3.38	3.01
Stations			15	19	17	14	14	13
Diaries						695	668	802

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	33	29	38	37	35	32
COUNTRY	10	7	7	13	18	19
MOR/AC	30	38	33	32	30	34
BTFM MUSIC	25	23	20	18	17	14
RELIGION	-	1	-	-	1	-
BLACK/URBAN	-	2	-	-	-	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.82	5.68	6.32	6.42	6.83		WMEF-F S75
Income (millions)	.46	.91	.96	.61	.04		WOWO All other rating periods
Nat Rev (millions)	.96	1.08	1.33	1.14	1.48		
Rev per Cap (\$)	15.96	15.21	16.90	16.88	17.67		
Inc per Cap (\$)	1.52	2.43	2.60	1.61	.09		
Nat Rev per Cap (\$)	3.18	2.89	3.55	3.01	3.84		
Profit Margin (%)	9.5	16.0	15.2	9.6	0.5		

Highest Metro Share:	WOWO	(26.7, F79)
Highest Metro 1/4 HR AVG:	WOWO	(128, S82)
Highest TSA 1/4 HR AVG:	WOWO	(353, F76)
Highest TSA Cume:	WOWO	(5654, F76)
Highest Metro Cume Rating:	WOWO	(62.5, F79)

STATION NOTES

WQHK	-	WMEF until 79 Rock until 79
WMEE-F	-	WMEF-F until 79 BTFM until 79
WEZV-F	-	WCMX-F until 79 Black or unknown until 79
WFWQ-F	-	WPTH-F until 82
WLYV	-	Country until 80 Oldies until late 82
WXKE-F	-	MOR until 78
WKSJ	-	BTFM until 82

FRESNO

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KYNO	(N)	14.4	13.5	14.3	10.1	5.7	4.0	2.2	3.7	KYNO	----	18.9	13.6	10.8
KYNO-F	(R)	3.9	8.4	7.9	5.5	6.5	8.0	10.4	12.0	KYNO-F	24.7	20.3	20.9	23.8
KMJ	(NT)	8.3	9.6	9.4	9.6	8.7	8.6	8.8	9.3	KMJ	21.0	19.5	22.1	18.5
KFYE-F	(R)	6.3	5.3	7.0	11.7	7.4	8.4	8.4	8.3	KFYE-F	20.9	19.0	19.2	20.8
KKNU-F	(E)	13.5	13.9	8.6	10.0	11.2	9.6	10.5	7.9	KKNU-F	20.2	16.2	17.7	13.9
KKDJ-F	(A)	---	---	---	---	---	5.0	4.2	5.5	KKDJ-F	----	----	11.9	11.3
KFIG-F	(AC)	7.4	4.4	4.8	3.1	5.2	5.3	4.9	5.5	KFIG-F	15.9	----	13.7	12.3
KMAK	(C)	9.0	10.6	6.1	6.4	8.0	6.4	5.1	4.8	KMAK	14.5	16.4	----	10.1
KGST	(SP)	3.9	4.8	3.8	2.9	4.0	3.6	4.8	4.6	KGST	----	----	----	7.5
KFRE	(M)	9.0	8.3	7.0	2.0	5.3	4.2	2.6	3.9	KFRE	15.2	12.9	8.9	12.8
KFRY-F	(C)	----	---	---	1.3	1.4	2.8	2.6	2.7	KFRY-F	----	----	----	8.4
KARM	(AC)	----	2.7	4.6	3.0	4.8	3.6	4.0	3.9	KARM	13.3	----	----	10.5
KIOY-F	(R)	----	---	3.0	7.6	8.0	4.1	2.4	1.5	KIOY-F	17.1	14.8	9.6	6.6
KBOS-F	(R)	----	---	---	.9	5.2	2.9	4.1	4.5	KBOS-F	7.4	7.7	8.5	12.3
KXEX	(SP)	2.9	---	4.7	4.8	3.8	5.8	4.3	2.1	KXEX	----	----	----	4.9

TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.2	14.6	15.5	15.2	15.8	15.3	17.9	16.4
FM Share (%)	36.57	35.80	39.03	40.75	50.60	53.48	57.58	56.20
CPM (\$)			2.27	2.41	1.99	3.15	3.18	3.38
Stations			22	23	23	25	28	27
Diaries						840	779	1005

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	43	37	39	45	42	35
COUNTRY	12	12	16	17	10	10
MOR/AC	21	21	17	16	4	16
BTFM MUSIC	13	16	15	13	16	12
SPANISH	6	9	7	8	10	7
NEWS/TALK	1	4	1	1	11	11
RELIGION	1	1	-	-	1	5
NOSTALGIA	-	-	-	-	-	4

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	5.96	6.94	8.25	7.07	8.82		KYNO S75, S76, S77, F77
Income (millions)	.12	.18	.75	.15	-.01		KKNU-F F76, S79, F79, S80, F80, S81
Nat Rev (millions)	1.55	1.64	2.78	2.52	3.45		KFYE-F S78
Rev per Cap (\$)	15.93	14.90	17.18	14.47	16.60		KIOY-F F78
Inc per Cap (\$)	.33	.40	1.55	.31	-.02		KYNO-F F81, S82
Nat Rev per Cap (\$)	4.15	3.53	5.78	5.15	6.49		
Profit Margin (%)	2.1	2.6	9.0	2.2	----		

Highest Metro Share:	KYNO	(16.3, S77)
Highest Metro 1/4 HR AVG:	KYNO	(93, S77)
Highest TSA 1/4 HR AVG:	KFYE-F	(237, F81)
Highest TSA Cume:	KFYE-F	(2596, F81)
Highest Metro Cume Rating:	KYNO	(28.2, F78)

STATION NOTES

KYNO-F	-	KPHD-F until 76
		Country until 76
KYNO	-	Rock until 81
KMJ	-	MOR until 80
KFRY-F	-	BTFM until ??
KARM	-	Country until about 80

GRAND RAPIDS

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>												
		75	76	77	78	79	80	81	82					
										79	80	81	82	
WOOD-F	(E)	12.2	12.0	14.6	17.8	14.1	14.0	12.8	13.7	WOOD-F	28.2	30.7	26.1	29.9
WOOD	(M)	14.9	18.1	13.4	14.8	11.7	13.1	8.3	10.6	WOOD	31.3	27.8	23.3	26.2
WGRD-F	(R)	14.3	13.6	16.6	14.1	9.7	7.5	7.4	7.8	WGRD-F	32.5	23.1	26.8	22.7
WCUZ	(C)	11.1	6.2	5.8	6.4	6.7	4.8	4.8	4.5	WCUZ	19.0	14.6	----	14.7
WCUZ-F	(C)	---	---	4.1	3.9	4.1	4.8	9.3	7.5	WCUZ-F	13.2	10.8	15.9	18.1
WLAV-F	(A)	4.0	7.0	5.8	7.0	9.1	11.2	13.7	14.3	WLAV-F	18.1	18.8	23.6	24.5
WJFM-F	(AC)	1.9	1.9	2.2	1.1	5.2	6.1	5.8	6.6	WJFM-F	9.4	13.8	16.8	15.1
WZZR-F	(R)	4.9	5.8	6.8	7.2	5.1	7.2	5.4	4.5	WZZR-F	---	14.5	14.5	14.2
WXGT	(N)	---	---	---	---	---	1.7	3.9	3.1	WXGT	---	----	----	6.5
WFUR-F	(E)	2.9	3.2	4.0	3.5	5.0	3.3	4.5	4.7	WFUR-F	---	----	----	11.6
WTWN	(NT)	3.4	3.1	3.3	1.4	1.9	2.3	2.2	2.1	WTWN	---	----	----	8.2

TWO BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.5	15.8	14.2	15.7	15.8	15.1	17.4	16.2
FM Share (%)	45.87	51.46	59.30	61.39	68.19	66.36	68.94	70.68
CPM (\$)			2.42	2.44	2.80	3.20	3.24	3.78
Stations			27	25	26	27	28	26
Diaries						771	835	833

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	44	43	38	32	30
COUNTRY	13	11	14	12	17	15
MOR/AC	18	18	16	22	22	21
BTFL MUSIC	27	24	23	24	21	24
RELIGION	4	2	2	2	3	1
NEWS/TALK	2	1	2	2	5	4
NOSTALGIA	-	-	-	-	-	3
BLACK	-	-	-	-	-	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	6.24	7.42	8.68	9.54	10.55		WOOD S75, S76, F76
Income (millions)	.72	.86	.87	.81	.53		WOOD-F S77, F78, S79, F79, S80
Nat Rev (millions)	.78	.84	1.53	1.51	1.88		WGRD-F F77, S78
Rev per Cap (\$)	13.58	12.86	14.98	16.13	17.30		WLAV-F F80, S81, F81, S82
Inc per Cap (\$)	1.57	1.48	1.51	1.37	.88		
Nat Rev per Cap (\$)	1.70	1.46	2.65	2.55	3.09		
Profit Margin (%)	11.6	11.5	10.1	8.5	5.1		

Highest Metro Share: WOOD-F (20.1, F78)
 Highest Metro 1/4 HR AVG: WOOD-F (14.2, F78)
 Highest TSA 1/4 HR AVG: WOOD-F (247, F78)
 Highest TSA Cume: WGRD-F+ (4003, F77)
 Highest Metro Cume Rating: WGRD-F+ (42.6, F77)

STATION NOTES

WTWN - WLAV until 80
 Contemp until 80
 WZZR-F - WZZM-F until 77
 WCUZ-F - WMLW-F until 78
 WFFX-F until 80
 Soft rock until 78
 AOR until 80
 WXGT - WGRD until 81
 Rock until 81
 Simulcast with WGRD-F until 80

GREEN BAY

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WGEE	(C)	20.2	20.4	18.6	16.5	22.5	22.7	18.1	23.4	WGEE	35.7	39.7	38.7	38.4
WIXX-F	(R)	6.1	4.7	16.2	23.9	18.6	21.3	20.4	17.4	WIXX-F	43.7	43.5	45.6	40.8
WDUZ	(M)	21.2	17.5	19.0	19.7	13.9	14.7	10.4	10.6	WDUZ	45.1	40.3	39.8	31.4
WDUZ-F	(E)	12.1	11.8	16.2	14.4	18.2	13.8	13.1	14.2	WDUZ-F	32.8	28.2	26.1	24.3
WNFL	(AC)	12.1	11.8	9.5	9.6	10.0	12.0	13.1	9.6	WNFL	30.7	33.7	32.7	29.6
WAUN-F	(N)	---	---	2.9	2.7	1.7	.9	3.2	.9	WAUN-F	4.1	4.2	4.4	2.9
WKAU-F+	(R)	12.7	16.1	9.5	5.3	3.5	3.6	3.7	7.4	WKAU-F+	15.1	12.1	17.0	20.8
WYNE	(C)	---	2.4	1.0	---	---	---	1.8	2.3	WYNE	----	----	3.9	5.0
WNAM	(R)	---	3.3	1.4	1.1	1.7	1.8	.5	.5	WNAM	16.0	8.0	9.0	4.5

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.1	15.7	15.5	13.4	16.2	15.6	15.5	15.2
FM Share (%)	26.28	24.34	40.59	45.60	45.45	44.65	50.00	46.60
CPM (\$)			2.67	2.45	1.87	2.42	2.52	2.92
Stations			12	13	12	11	12	12
Diaries						521	501	617

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	51	34	29	33	34	35
COUNTRY	20	17	24	24	22	28
MOR/AC	10	31	26	28	27	21
BTFM MUSIC	17	15	19	15	14	15
NOSTALGIA	3	3	2	1	4	1

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.74	2.02	2.78	2.97	3.65		WDUZ S75, S77
Income (millions)	.02	.13	.21	.11	.31		WGEE S76, S79, S80, S82
Nat Rev (millions)	.35	.46	.63	.49	.72		WIXX-F S78, S81
Rev per Cap (\$)	12.43	11.29	15.31	16.31	20.51		
Inc per Cap (\$)	.14	.71	1.16	.58	1.72		
Nat Rev per Cap (\$)	2.52	2.59	3.48	2.68	4.06		
Profit Margin (%)	1.1	6.2	7.6	3.6	8.4		

*Independent FM's and FM's reporting separately are not included

Highest Metro Share:	WIXX-F (23.9, S78)
Highest Metro 1/4 HR AVG:	WGEE (52, S79)
Highest TSA 1/4 HR AVG:	WIXX-F (149, S82)
Highest TSA Cume:	WIXX-F (2110, S80)
Highest Metro Cume Rating:	WIXX-F (45.6, S81)

STATION NOTES

WAPL-F, WKAU-F, WYNE- WNAM	-
	See Appleton
WIXX-F	- WBAY-F until 76
WGEE	- WBAY until 76
WDUZ	- Rock until about 79

GREENSBORO/WINSTON-SALEM

12+ METRO SHARE

12+ CUME RATING

	<u>12+ METRO SHARE</u>				<u>12+ CUME RATING</u>				
	1979	1980	1981	SPG 1982	79	80	81	82	
WTQR-F (C)	11.6	11.9	16.2	15.6	WTQR-F	17.6	25.4	28.0	26.2
WSJS (M)	8.7	8.0	7.1	5.5	WSJS	20.6	20.5	15.3	15.0
WSEZ-F (R)	5.7	5.3	8.8	10.8	WSEZ-F	11.6	13.6	17.2	21.1
WKZL-F (A)	7.9	9.9	8.2	9.2	WKZL-F	16.5	19.4	17.2	16.4
WQMG-F (B)	4.6	5.7	6.1	7.8	WQMG-F	7.4	9.8	9.9	10.9
WGLD-F (E)	8.5	8.8	9.0	7.4	WGLD-F	19.2	18.0	17.4	16.1
WAAA (B)	5.3	4.3	3.0	4.0	WAAA	7.9	----	----	7.8
WMFR (M)	2.5	2.3	1.9	2.6	WMFR	----	----	----	5.5
WRQK-F (R)	5.5	7.2	6.6	6.8	WRQK-F	15.3	14.9	16.5	18.8
WEAL (B)	4.1	1.4	2.1	2.4	WEAL	----	----	----	5.2
WPET (G)	3.3	1.3	.4	1.9	WPET	----	----	----	2.5
WBIG (N)	3.1	3.7	3.5	3.0	WBIG	7.8	11.0	9.5	8.1
WAIR (B)	2.9	2.5	3.0	2.1	WAIR	8.6	----	----	5.5
WHPE-F (G)	2.1	3.2	1.3	1.3	WHPE-F	---	----	----	3.4

TWO RATING BOOKS PER YEAR BEGINNING IN 1980

NOTE: Prior to 1979 Greensboro and Winston-Salem had separate rating books. This report includes only data from the combined markets.

	1979	1980	1981	1982
APR (%)	15.3	14.3	15.5	18.1
FM Share (%)	56.51	65.12	68.91	68.87
CPM (\$)	3.53	3.53	3.11	2.86
Stations	29	29	35	35
Diaries		1176	1151	1214

FORMAT SHARES (%)

ROCK/AOR/CONT	36	37	27	31
COUNTRY	14	16	22	22
MOR/AC	20	21	19	13
BTFL MUSIC	10	12	11	9
BLACK/URBAN	10	8	15	17
RELIGION/GOSPEL	7	5	4	6
NOSTALGIA	-	2	1	3

FINANCIAL DATA

	1976	1977	1978	1979	1980	1981
Revenue (millions)	7.67	8.77	9.67	9.87	12.19	
Income (millions)	.72	1.09	1.13	.70	-.68	
Nat Rev (millions)	1.01	.96	1.28	1.50	2.03	
Rev per Cap (\$)	9.79	11.13	12.17	12.42	14.42	
Inc per Cap (\$)	.91	1.39	1.42	.88	-.81	
Nat Rev per Cap (\$)	1.29	1.23	1.61	1.89	2.40	
Profit Margin (%)	9.3	12.5	11.7	7.1	----	

#1 STATIONS, 12+ METRO SHARE

WTQR-F All rating periods since 79

Highest Metro Share: WTQR-F (16.6, S81)
 Highest Metro 1/4 HR AVG: WTQR-F (200, S82)
 Highest TSA 1/4 HR AVG: WTQR-F (355, S82)
 Highest TSA Cume: WTQR-F (3686, S82)
 Highest Metro Cume Rating: WTQR-F (28.0, S81)

STATION NOTES

WBIG - AC until 82

GREENVILLE-NEW BERN, NC

12+ METRO SHARE

	78	79	80	81	82
WITN-F (R)	13.8	10.6	10.0	11.7	12.2
WQDW-F (B)	11.4	14.5	13.8	18.6	15.8
WSFL-F (R)	8.6	13.1	13.5	8.2	10.3
WAZZ-F (C)	5.2	4.2	9.0	10.1	9.3
WNCT (C)	---	.4	1.0	.3	1.1
WNCT-F (E)	6.6	7.8	5.2	8.8	8.2
WRNS-F (C)	7.6	6.4	8.7	3.5	6.8
WELS (C)	2.8	3.2	6.2	2.2	2.7
WFTC (C)	3.4	2.8	6.2	2.8	2.4
WRQR-F (R)	---	2.1	---	3.5	2.4
WKTC-F (C)	2.8	3.9	.7	1.6	1.4
WRAL-F (R)	.7	3.5	4.2	3.8	4.1

12+ CUME RATING

	79	80	81	82
WITN-F	26.1	24.1	22.7	28.5
WQDW-F	19.5	16.2	21.2	19.6
WSFL-F	27.1	28.2	21.3	26.7
WAZZ-F	11.3	15.0	15.8	18.8
WNCT	----	----	----	5.1
WNCT-F	14.3	10.7	14.0	13.1
WRNS-F	13.4	9.4	----	10.0
WELS	----	----	----	5.8
WFTC	----	11.1	----	6.5
WRQR-F	----	----	8.9	9.2
WKTC-F	7.7	3.6	4.9	4.6
WRAL-F	7.4	11.9	1.35	10.3

ONE RATING BOOK PER YEAR BEGINNING IN 1978

	1978	1979	1980	1981	1982
APR (%)	13.1	12.9	13.0	13.7	15.9
FM Share (%)	67.42	78.00	77.48	85.61	83.73
CPM (\$)	1.21	1.39	2.10	3.35	2.48
Stations	21	24	19	22	26
Diaries			528	738	810

FORMAT SHARES (%)

ROCK/AOR/CONT	48	44	45	33	36
COUNTRY	20	20	28	24	26
MOR/AC	5	3	2	5	4
BTFL MUSIC	9	9	6	11	10
BLACK/URBAN	15	20	20	23	19
RELIGION	-	-	-	5	4

FINANCIAL DATA NOT AVAILABLE FOR THIS MARKET

Highest Metro Share: WQDW-F (18.6, S81)
 Highest Metro 1/4 HR AVG: WQDW-F (59, S81)
 Highest TSA 1/4 HR AVG: WITN-F (128, S82)
 Highest TSA Cume: WITN-F (1656, S82)
 Highest Metro Cume Rating: WITN-F (28.5, S82)

#1 STATIONS, 12+ METRO SHARE

WITN-F S78
 WQDW-F S79, S80, S81, S82

STATION NOTES

WAZZ-F - WRBK-F until 80. Rock until 80. Simulcast in 82.
 WFTC - Contemp/AC until 82
 WRAL-F - See Raleigh

GREENVILLE-SPARTANBURG, SC

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		SPG						SPG		SPG		SPG		
		75	76	77	78	79	80	81	82	79	80	81	82	
WFBC	(AC)	11.3	12.5	11.6	8.6	6.2	4.9	3.9	3.7	WFBC	17.7	17.4	15.4	13.4
WFBC-F	(R)	16.8	12.8	17.8	13.7	14.7	12.1	10.2	9.7	WFBC-F	28.6	24.5	25.1	23.8
WESC-F	(C)	2.2	2.7	3.4	4.6	8.0	12.1	12.5	13.6	WESC-F	14.7	16.9	21.4	23.7
WHYZ	(B)	9.6	7.7	7.4	4.1	6.3	8.6	7.6	12.1	WHYZ	--	--	--	11.3
WSPA	(M)	6.1	6.5	5.2	8.2	4.7	4.4	5.3	3.9	WSPA	14.5	12.7	12.4	11.3
WSPA-F	(E)	4.6	4.1	13.7	11.7	9.9	10.2	9.2	8.8	WSPA-F	18.3	19.3	16.9	17.4
WASC	(B)	---	---	4.3	---	4.4	2.8	3.6	5.4	WASC	--	--	--	5.0
WORD	(AC)	13.7	13.7	9.8	9.9	8.9	4.0	4.4	2.9	WORD	20.3	13.1	13.5	9.5
WESC	(C)	8.3	7.7	8.1	4.7	5.0	4.1	4.5	3.2	WESC	11.8	11.9	10.0	11.8
WGVL	(N)	8.6	10.2	7.0	9.8	6.2	5.6	4.2	1.8	WGVL	18.1	16.4	--	8.1
WAIM-F	(A)	---	---	---	---	2.7	1.4	2.7	4.4	WAIM-F	--	--	7.6	11.7
WKDY	(C)	2.2	---	---	---	1.0	2.2	1.3	2.1	WKDY	--	--	--	5.2
WSSL-F	(C)	---	---	---	5.3	6.2	5.4	3.9	3.5	WSSL-F	16.0	10.2	11.0	9.2
WANS-F	(R)	---	---	---	---	2.3	8.0	10.3	9.5	WANS-F	5.6	15.2	21.0	20.5

TWO BOOKS PER YEAR EFFECTIVE 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.7	16.8	16.5	17.1	15.7	15.8	15.7	17.3
FM Share (%)	31.82	27.47	38.95	41.88	51.05	55.73	57.31	56.31
CPM (\$)			1.75	2.44	3.06	2.70	2.71	2.73
Stations			18	19	24	22	23	25
Diaries						598	962	880

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	38	38	36	36	29
MOR/AC	18	24	18	16	14	8
COUNTRY	14	13	18	21	22	25
BTFM MUSIC	15	15	13	14	12	11
BLACK/URBAN	12	8	11	13	11	18
RELIGION	3	1	1	1	2	4
NOSTALGIA	-	-	-	-	2	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	5.9	6.4	7.6	7.9	8.7		WFBC-F S75, S77, S78, S79, S80
Income (millions)	.9	.9	1.1	1.0	1.2		
Nat Rev (millions)	1.0	1.2	1.2	1.4	1.6		WORD S76
Rev per Cap (\$)	13.21	11.69	13.78	14.25	14.87		WESC-F S80, S81 (T), F81, S82
Inc per Cap (\$)	1.93	1.63	1.92	2.51	1.98		
Nat Rev per Cap (\$)	2.20	2.11	2.26	2.51	2.67		WANS-F S81 (T)
Profit Margin (%)	14.6	14.0	13.9	12.6	13.3		

Highest Metro Share:	WFBC-F (17.8, S77)
Highest Metro 1/4 HR AVG:	WFBC-F (129, S77)
Highest TSA 1/4 HR AVG:	WFBC-F (310, S76)
Highest TSA Cume:	WFBC-F (3552, S77)
Highest Metro Cume Rating:	WFBC-F (28.6, S79)

STATION NOTES

WGVL was WQOK until 1982
WSSL-F was WGXL-F until 1981
WGVL was Contemp until 1982 when it went Nostalgia

HARRISBURG

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WHP	(M)	20.3	17.6	17.5	15.5	18.8	17.0	16.1	12.7	WHP	39.6	34.8	32.6	28.4
WHP-F	(E)	7.1	12.0	11.5	12.8	14.1	13.3	12.4	11.7	WHP-F	26.1	26.1	23.3	20.8
WKBO	(AC)	14.7	17.2	17.0	13.9	9.9	5.5	7.0	5.7	WKBO	24.7	20.3	23.8	16.3
WQXA-F	(R)	---	4.8	3.6	3.7	5.6	5.8	4.9	6.4	WQXA-F	15.3	15.1	13.2	15.5
WSFM-F	(AC)	4.3	2.1	6.4	11.3	8.8	5.3	5.2	6.3	WSFM-F	21.0	13.8	15.7	14.3
WTPA-F	(A)	---	---	1.4	4.1	4.0	5.1	10.6	9.5	WTPA-F	12.1	----	20.1	20.2
WCMB	(C)	7.2	8.8	6.9	2.5	3.5	3.0	4.9	5.1	WCMB	----	----	17.7	11.4
WHYL	(C)	5.3	3.2	3.8	3.0	2.1	6.4	4.4	---	WHYL	----	----	----	----
WHYL-F	(C)	2.9	6.3	3.5	2.7	4.8	1.2	1.6	6.3	WHYL-F	----	----	----	14.1
WQVE-F	(R)	---	---	---	---	1.9	2.8	3.0	3.2	WQVE-F	----	----	----	9.1
WFEC	(R)	7.2	3.4	5.0	3.7	1.2	2.7	1.9	2.8	WFEC	----	----	----	9.2
WRKZ-F	(C)	---	---	---	---	---	6.7	8.9	8.3	WRKZ-F	----	10.4	15.0	16.0

TWO BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.5	14.8	16.2	16.5	15.5	18.5	18.2	17.2
FM Share (%)	31.24	35.88	38.14	52.20	56.14	54.72	58.81	62.25
CPM (\$)			2.52	3.05	3.67	4.20	4.69	4.59
Stations			21	22	22	21	22	25
Diaries						601	732	1013

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	34	45	39	36	29	26
COUNTRY	10	8	5	8	19	22
MOR/AC	35	21	26	27	28	33
BTFL MUSIC	17	18	19	24	19	16
RELIGION	2	1	2	1	1	1
NOSTALGIA	-	-	-	-	2	2

<u>FINANCIAL DATA</u>	1976*	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.35	4.07	4.77	5.16	5.57		WHP All rating periods
Income (millions)	.44	.80	.82	.66	.08		
Nat Rev (millions)	.88	.93	1.04	1.06	1.38		
Rev per Cap (\$)	9.31	9.35	10.97	11.88	12.33		
Inc per Cap (\$)	1.21	1.83	1.88	1.52	.19		
Nat Rev per Cap (\$)	13.0	19.6	17.1	12.8	1.5		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WHP	(20.3, S75)
Highest Metro 1/4 HR AVG:	WHP	(123, S75)
Highest TSA 1/4 HR AVG:	WRKZ-F	(151, F81)
Highest TSA Cume:	WHP	(1681, S79)
Highest Metro Cume Rating:	WHP	(39.5, S79)

STATION NOTES

WHYL A/F	- Simulcast in 82
WKBO	- Rock gradually changing to AC
WSFM-F	- Rock until about 80
WCMB	- Contemp until 78 MOR/AC until 81

HARTFORD

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
WTIC	(M)	29.5	28.5	25.1	24.3	26.6	23.6	23.6	21.7	WTIC	53.0	47.0	45.1	47.1
WTIC-F	(R)	2.8	3.5	3.9	6.5	5.2	7.1	5.9	6.9	WTIC-F	21.5	18.2	19.6	22.8
WRCQ	(M)	4.2	4.8	5.7	4.1	3.8	3.3	1.9	3.7	WRCQ	----	----	----	9.1
WRCH-F	(E)	8.9	8.4	9.8	8.2	8.8	10.4	7.0	7.5	WRCH-F	18.6	19.1	18.3	15.0
WHCN-F	(A)	2.9	2.2	2.7	3.1	3.9	4.7	6.4	6.9	WHCN-F	11.0	13.8	15.8	18.0
WPOP	(NT)	4.7	2.9	4.5	4.2	4.0	5.0	3.7	5.0	WPOP	----	----	----	14.4
WIOF-F	(AC)	---	---	---	1.8	2.2	4.0	3.9	3.9	WIOF-F	----	----	----	11.5
WKSS-F	(E)	7.6	7.4	6.2	7.3	6.8	5.7	6.9	4.4	WKSS-F	18.0	11.8	13.4	11.4
WKND	(B)	2.6	3.0	2.7	3.5	2.7	2.3	4.1	3.3	WKND	----	----	----	6.3
WCCC-F	(A)	---	2.9	4.0	3.6	3.5	3.9	4.3	5.0	WCCC-F	11.8	15.9	13.5	16.8
WDRC	(R)	8.9	9.2	8.6	8.6	5.2	4.3	3.9	3.1	WDRC	----	----	----	13.0
WDRC-F	(R)	4.8	5.5	3.0	3.6	2.9	3.6	4.7	3.2	WDRC-F	11.0	12.8	16.4	14.4
WWYZ-F	(AC)	---	2.2	1.9	5.3	4.2	3.3	3.9	4.5	WWYZ-F	9.1	----	10.9	11.7

TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	17.0	17.9	18.8	17.3	17.6	17.3	18.0	18.6
FM Share (%)	37.12	42.37	42.27	46.22	48.42	54.44	52.75	53.26
CPM (\$)			1.78	2.15	2.80	3.07	3.92	3.78
Stations			22	20	22	22	25	27
Diaries						904	1073	1479

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	47	41	40	41	32
COUNTRY	3	-	-	2	1	2
MOR/AC	29	29	34	31	27	41
BTFL MUSIC	21	16	16	18	20	14
NEWS/TALK	3	4	5	5	4	6
BLACK/URBAN	3	4	3	3	6	4

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	7.61	7.49	9.41	10.83	11.58		WTIC All rating periods
Income (millions)	.31	.10	.35	.25	1.03		
Nat Rev (millions)	2.66	2.45	2.94	3.53	4.25		
Rev per Cap (\$)	11.08	11.77	14.79	17.03	18.20		
Inc per Cap (\$)	.45	.16	.56	.39	1.63		
Nat Rev per Cap (\$)	3.88	3.85	4.63	5.55	6.67		
Profit Margin (%)	4.1	1.3	3.8	2.3	8.9		

Highest Metro Share:	WTIC	(30.3, F76)
Highest Metro 1/4 HR AVG:	WTIC	(345, F76)
Highest TSA 1/4 HR AVG:	WTIC	(679, S79)
Highest TSA Cume:	WTIC	(7690, F78)
Highest Metro Cume Rating:	WTIC	(53.0, S79)

STATION NOTES

WTIC-F	-	Classical/BTFL until 77
WRCQ	-	Contemp changing to AC/MOR

HONOLULU

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>												
		75	76	77	78	79	80	81	82					
										79	80	81	82	
KSSK	(M)	17.6	14.8	14.3	13.2	13.5	17.2	11.0	10.1	KSSK	30.2	38.8	29.4	27.1
KULA-F	(R)	---	---	2.9	4.4	4.4	2.9	5.4	6.3	KULA-F	17.5	----	12.4	17.0
KPOI	(AC)	6.4	---	---	1.4	6.9	5.1	4.7	3.0	KPOI	16.2	----	11.3	8.9
KDUK-F	(A)	6.4	7.0	3.9	4.2	2.2	4.9	11.4	7.2	KDUK-F	----	13.1	21.3	15.8
KIKI	(R)	---	5.0	3.8	5.6	8.3	12.0	10.7	9.2	KIKI	14.6	24.5	28.5	27.2
KCCN	(-)	3.5	6.5	6.5	5.1	4.5	5.4	4.7	8.6	KCCN	16.0	14.1	10.3	15.9
KQM-Q	(A)	8.2	5.4	3.6	2.9	4.0	2.7	2.6	8.1	KQM-Q	----	----	----	18.9
KUMU	(E)	4.3	3.3	3.9	3.6	4.6	2.7	2.1	2.9	KUMU	----	----	----	8.8
KUMU-F	(E)	5.3	5.6	4.3	5.8	7.1	7.5	5.0	8.0	KUMU-F	15.8	13.8	11.4	14.6
KKUA	(R)	14.9	14.3	19.0	11.0	7.2	8.5	9.7	7.7	KKUA	26.1	21.9	29.8	25.0
KHVH	(NT)	---	5.7	4.1	5.8	6.1	4.9	6.5	4.4	KHVH	18.8	15.0	19.9	14.6
KMAI-F	(R)	---	---	---	---	2.0	1.2	1.2	4.8	KMAI-F	----	14.7	----	10.7
KGU	(NT)	---	4.1	6.3	7.4	5.1	3.2	3.5	1.7	KGU	15.6	11.3	----	5.9
KORL	(N)	7.4	10.3	10.9	12.9	7.7	6.1	3.4	2.7	KORL	27.6	21.9	----	7.5
KDEO	(C)	---	---	---	---	.4	.7	5.4	3.4	KDEO	----	----	12.1	9.5

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.6	15.8	16.0	15.3	15.3	17.4	17.2	17.9
FM Share (%)	21.38	19.67	18.03	20.89	24.17	26.65	26.10	37.45
CPM (\$)			1.65	1.89	2.30	2.20	2.94	2.91
Stations			21	19	21	20	22	22
Diaries						712	893	1364

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	47	42	44	41	40
COUNTRY	2	2	-	-	5	4
MOR/AC	25	20	17	27	24	11
BTFL MUSIC	15	14	14	15	8	11
ETHNIC	10	5	10	8	9	11
NEWS/TALK	8	6	6	5	8	9
CLASSICAL	1	2	1	-	1	-
RELIGION	1	2	1	1	1	1
NOSTALGIA	-	-	-	-	3	3

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	#1 STATIONS, 12+ METRO SHARE
Revenue (millions)	6.75	7.59	8.62	9.54	10.39		KSSK S75, S76, F78, S79,
Income (millions)	-1.23	-1.30	-1.54	-1.30	-2.14		F79, S80, F80, F81,
Nat Rev (millions)	.92	.73	.94	1.03	1.20		S82
Rev per Cap (\$)	11.45	10.28	11.65	13.06	13.21		KKUA F76, S77, F77
Inc per Cap (\$)	-2.09	-1.76	-2.08	-1.77	-2.73		KORL S78
Nat Rev per Cap (\$)	1.56	.99	1.27	1.41	1.53		KIKI S81
Profit Margin (%)	----	----	----	----	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	KKUA	(19.6, S77)
Highest Metro 1/4 HR AVG:	KSSK	(196, S80)
Highest TSA 1/4 HR AVG:	KSSK	(206, S80)
Highest TSA Cume:	KKUA	(2919, F77)
Highest Metro Cume Rating:	KKUA	(44.3, F77)

STATION NOTES

KSSK	-	KGMB until 80
KDUK-F	-	KHSS-F until 79 BTFL until 79
KMAI-F	-	KPIG-F until 80
KGU	-	MOR/AC until 82
KORL	-	Rock until 80

HOUSTON

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							SPG 82	<u>12+ CUME RATING</u>				
		SPG 75	76	77	78	79	80	81		79	80	81	82	
KPRC	(NT)	7.9	4.6	5.4	5.1	6.6	6.2	5.4	4.6	KPRC	15.3	17.1	13.2	12.0
KTRH	(NT)	7.1	7.2	7.3	7.9	6.5	4.7	5.9	4.7	KTRH	14.9	11.8	15.0	13.0
KMJQ-F	(B)	---	---	7.8	12.0	9.9	8.0	10.5	9.1	KMJQ-F	16.2	10.7	17.1	17.8
KIKK	(C)	---	---	---	1.2	1.2	1.7	1.3	1.5	KIKK	---	5.0	---	3.4
KIKK-F	(C)	---	5.8	7.7	4.3	6.0	9.6	6.8	8.8	KIKK-F	12.7	16.8	15.2	18.5
KILT	(C)	9.4	6.9	6.8	6.1	4.2	3.5	2.4	2.4	KILT	17.3	12.9	9.5	9.0
KILT-F	(C)	---	4.6	5.5	4.1	3.5	3.8	7.7	7.5	KILT-F	11.5	11.7	16.2	16.7
KENR	(M)	7.4	5.3	6.4	4.5	4.0	3.3	2.7	1.9	KENR	8.8	8.1	10.2	7.1
KRBE-F	(R)	7.7	6.3	7.9	9.3	5.6	5.5	5.9	5.7	KRBE-F	20.3	15.0	15.1	15.7
KRLY-F	(B)	---	3.4	3.4	3.1	5.1	7.2	5.8	6.5	KRLY-F	9.9	16.7	12.4	14.3
KLOL-F	(A)	---	3.3	3.1	2.2	4.5	4.8	6.6	6.5	KLOL-F	9.8	10.7	10.0	15.7
KFMK-F	(AC)	---	---	---	1.7	2.0	2.7	4.9	6.5	KFMK-F	---	7.3	9.7	15.0
KODA-F	(E)	4.3	3.1	3.5	3.4	3.4	4.8	5.5	4.2	KODA-F	6.8	11.9	12.2	12.5
KULF	(AC)	4.3	2.9	3.0	3.1	2.7	2.8	1.8	1.3	KULF	10.8	9.5	7.2	5.8
KYND-F	(E)	---	9.0	8.4	9.0	7.8	6.1	5.2	3.9	KYND-F	16.0	15.5	12.2	9.2
KSRR-F	(A)	---	3.4	2.4	3.5	3.9	3.8	2.4	3.5	KSRR-F	12.3	15.9	7.4	12.6
KQUE-F	(M)	3.2	4.1	3.3	3.9	4.3	2.7	3.2	3.3	KQUE-F	6.4	6.1	---	5.9
KLEF-F	(CL)	---	---	---	1.7	1.3	1.8	1.6	1.4	KLEF-F	---	---	---	4.5
KXYZ	(SP)	3.2	4.3	---	1.7	.9	.9	.4	1.3	KXYZ	---	---	---	3.6
KYOK	(B)	8.2	5.2	3.2	1.3	1.4	.9	.9	.9	KYOK	---	---	---	3.8
KEYH	(SP)	---	---	---	1.1	3.2	2.8	1.9	1.5	KEYH	---	---	---	2.3

AT LEAST TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.7	16.2	14.4	15.6	16.9	16.4	16.5	17.7
FM Share (%)	40.26	49.56	56.36	60.68	60.36	65.10	70.56	73.38
CPM (\$)			1.87	2.99	3.13	3.51	3.27	3.51
Stations			28	27	26	27	28	28
Diaries						2116	2271	2048

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	31	25	30	21	17
COUNTRY	17	13	11	16	23	22
MOR/AC	6	9	8	3	9	11
BTFM MUSIC	14	13	13	12	12	9
BLACK/URBAN	5	15	19	18	15	19
NEWS/TALK	15	16	17	12	11	10
SPANISH	1	-	6	6	5	6
CLASSICAL	1	1	1	2	1	2
RELIGION	2	2	1	2	2	2
NOSTALGIA	-	-	-	-	-	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	26.77	30.96	36.82	42.43	51.15		KPRC S75
Income (millions)	5.72	7.04	9.91	10.85	11.17		KYND-F S76, F76, S77
Nat Rev (millions)	5.40	5.87	9.99	11.36	15.56		KRBE-F F77
Rev per Cap (\$)	12.61	12.10	13.92	15.37	16.74		KMJQ-F S78, F78, S79, F79,
Inc per Cap (\$)	2.69	2.75	3.75	3.93	3.65		F80, S81, F81, S82
Nat Rev per Cap (\$)	2.54	2.29	3.74	4.11	5.09		KRLY-F S80
Profit Margin (%)	21.3	22.7	26.9	25.6	21.8		

HOUSTON (con't)

Highest Metro Share: KMJQ-F (13.2, S81)
Highest Metro 1/4 HR AVG: KMJQ-F (544, S81)
Highest TSA 1/4 HR AVG: KMJQ-F (597, S81)
Highest TSA Cume: KILT (5683, F76)
Highest Metro Cume Rating: KRBE-F (23.0, F78)

STATION NOTES

KSRR-F - KAUM-F until 80
KILT - Rock until 81
KILT-F - Rock until 81
KENR - Country until 82
KRLY-F - Rock/AOR until about 79
KXYZ - Contemp until about 79

HUNTINGTON

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		82	79	80	81	82
WKEE-F	(R)	13.2	24.4	24.5	23.9	21.7	19.4	24.3	24.5	WKEE-F	39.0	32.8	39.2	43.7
WHTN	(C)	10.7	---	---	---	---	7.2	9.5	12.1	WHTN	----	19.6	16.6	15.4
WTCR	(C)	11.5	16.5	14.9	12.5	15.4	13.0	10.5	12.4	WTCR	21.3	23.7	22.0	22.4
WHEZ-F	(E)	10.2	9.8	9.9	11.0	11.4	12.0	10.4	8.7	WHEZ-F	19.2	17.2	15.6	18.0
WGNT	(M)	19.2	15.5	15.4	14.8	16.6	11.4	12.1	8.7	WGNT	31.6	28.3	29.1	27.3
WAMX-F	(R)	---	6.8	11.0	12.1	10.9	12.9	8.1	5.9	WAMX-F	28.4	20.6	21.6	22.4
WEMM-F	(G)	4.9	3.5	4.3	4.4	3.5	3.8	6.6	5.0	WEMM-F	11.8	9.0	11.2	12.7
WIRO	(M)	4.7	4.6	2.1	3.2	3.4	3.1	2.1	2.7	WIRO	15.6	----	8.5	9.6
WITO-F	(C)	---	---	---	1.1	2.0	.7	.9	1.6	WITO-F	----	----	----	5.1
WCMI	(N)	---	3.8	2.6	1.8	1.6	2.3	2.1	1.4	WCMI	----	12.5	----	7.1

TWO BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.0	16.0	17.5	18.1	15.6	13.9	15.8	16.8
FM Share (%)	36.21	41.21	43.08	49.75	49.39	52.52	59.22	58.72
CPM (\$)			2.21	2.31	2.50	3.84	3.61	3.16
Stations			13	13	17	15	16	17
Diaries						639	637	789

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	39	36	40	37	35
COUNTRY	25	20	25	24	21	35
MOR/AC	21	19	24	17	25	12
BTFL MUSIC	11	13	12	13	10	9
RELIGION	5	9	4	6	8	7
NOSTALGIA	-	-	-	-	-	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	2.54	2.96	3.59	4.17	4.86	
Income (millions)	1.10	.40	.61	.69	.54	
Nat Rev (millions)	.95	.26	.93	1.03	.72	
Rev per Cap (\$)	10.55	10.12	12.07	13.74	15.45	
Inc per Cap (\$)	1.10	1.37	2.05	2.27	1.72	
Nat Rev per Cap (\$)	.95	.89	3.11	3.39	2.28	
Profit Margin (%)	10.4	13.5	17.0	16.5	11.1	

#1 STATIONS, 12+ METRO SHARE

WGNT	-	S75
WKEE-F	-	All other rating periods

Highest Metro Share:	WKEE-F+	(27.5, S76)
Highest Metro 1/4 HR AVG:	WKEE-F	(107, S82)
Highest TSA 1/4 HR AVG:	WKEE-F	(193, S82)
Highest TSA Cume:	WKEE-F	(2090, S82)
Highest Metro Cume Rating:	WKEE-F+	(46.4, F78)

STATION NOTES

WHTN	-	WKEE until 80 Contemp until 81
WCMI	-	Contemp until 78
WKEE/WHTN	-	Simulcast 76-79

HUNTSVILLE

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WBHP	(C)	10.6	11.3	13.5	12.7	11.9	14.5	10.6	13.0	WBHP	23.1	27.0	22.1	24.4
WZYP-F	(R)	---	---	---	---	9.8	9.6	13.6	14.6	WZYP-F	19.2	21.7	29.8	29.4
WEUP	(B)	4.7	5.8	6.6	3.6	4.2	4.6	8.7	8.9	WEUP	10.7	10.0	11.5	13.2
WAAY	(R)	10.8	13.5	15.0	15.2	15.8	13.6	10.0	7.8	WAAY	33.8	33.9	25.3	24.8
WRSA-F	(E)	5.6	6.3	7.2	7.9	5.6	3.7	8.7	6.2	WRSA-F	8.8	9.8	14.0	12.7
WAHR-F	(R)	4.2	4.7	4.0	3.0	4.6	9.3	10.3	5.3	WAHR-F	9.8	18.3	19.1	19.6
WAVU	(C)	3.3	3.6	2.6	---	4.2	3.4	4.3	3.4	WAVU	----	----	----	4.9
WFIX	(?)	4.7	4.7	3.5	3.3	6.0	3.7	2.4	3.2	WFIX	12.9	13.7	11.3	10.6
WTWX-F	(C)	---	4.4	2.6	4.8	1.8	3.1	4.3	3.2	WTWX-F	----	7.4	7.4	6.1
WQEN-F	(R)	---	2.2	5.5	8.2	7.7	6.2	5.4	3.2	WQEN-F	10.0	10.9	10.9	8.5
WJMW	(C)	4.2	7.2	6.9	6.4	3.5	2.2	1.1	2.7	WJMW	----	----	----	5.9
WTAK	(M)	15.8	9.4	8.9	7.3	3.5	3.4	2.2	1.8	WTAK	----	8.9	----	6.0

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.1	15.6	15.0	14.0	12.1	13.3	14.5	17.2
FM Share (%)	22.43	27.80	27.42	32.38	38.74	40.64	53.18	45.96
CPM (\$)			2.14	2.61	2.68	2.67	3.21	3.21
Stations			18	19	20	19	22	23
Diarics						523	697	717

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	45	49	50	47	38
COUNTRY	27	34	29	32	26	32
MOR/AC	7	5	2	8	3	4
BTFM MUSIC	8	8	13	4	9	7
BLACK	7	4	5	5	9	12
RELIGION	3	4	-	1	1	4

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.45	2.70	2.99	3.48	3.78		WTAK S75
Income (millions)	.09	.16	.20	.26	.005		WAAY S76, S77, S78, S79
Nat Rev (millions)	.23	.28	.40	.37	.47		WBHP S80
Rev per Cap (\$)	10.38	9.25	10.11	11.49	12.08		WZYP-F S81, S82
Inc per Cap (\$)	.36	.55	.68	.85	.02		
Profit Margin (%)	3.5	5.9	6.7	7.4	.1		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WTAK	(15.8, S75)
	WAAY	(15.8, S79)
Highest Metro 1/4 HR AVG:	WZYP-F	(64, S82)
Highest TSA 1/4 HR AVG:	WZYP-F	(110, S82)
Highest TSA Cume:	WZYP-F	(1318, S82)
Highest Metro Cume Rating:	WAAY	(33.9, S80)

STATION NOTES

WTAK - WVOV until 82
Contemp until about .80

INDIANAPOLIS

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WIBC	(M)	14.4	13.8	15.5	18.7	16.7	15.7	14.6	14.3	WIBC	32.8	30.3	33.3	33.3
WNAP-F	(R)	7.4	8.5	10.5	9.3	8.5	8.5	8.8	5.2	WNAP-F	19.1	18.1	19.5	16.4
WXTZ-F	(E)	9.0	11.8	13.7	13.7	13.6	11.4	12.0	11.8	WXTZ-F	21.2	21.1	21.8	21.1
WNDE	(M)	5.1	7.2	6.9	6.9	5.7	5.2	2.8	2.1	WNDE	18.6	17.8	13.7	7.7
WFBQ-F	(A)	---	4.9	4.5	6.3	9.3	7.1	10.8	8.8	WFBQ-F	15.6	13.8	17.7	18.3
WIRE	(C)	15.1	12.6	10.9	8.3	10.7	9.1	9.0	8.6	WIRE	21.4	18.5	18.2	17.2
WFMS-F	(C)	---	2.8	6.1	7.2	7.8	8.2	8.7	7.9	WFMS-F	12.9	15.5	16.4	15.3
WIFE	(NT)	12.0	7.0	5.8	5.1	4.2	2.4	2.0	3.4	WIFE	17.4	12.6	7.5	10.6
WENS-F	(AC)	---	---	---	---	.4	.2	3.8	8.1	WENS-F	----	----	----	20.2
WTLC-F	(B)	7.8	9.4	8.9	7.7	9.3	9.3	9.5	11.0	WTLC-F	12.2	12.7	14.3	15.3
WIKS-F	(R)	---	---	---	.5	2.7	8.6	5.4	6.1	WIKS-F	----	23.5	18.9	19.9
WATI	(E)	3.3	4.0	4.2	3.7	2.6	3.3	2.8	2.6	WATI	6.4	----	----	5.0
WXLW	(G)	5.0	3.8	3.5	2.7	1.5	1.7	.3	.6	WXLW	4.4	----	----	2.3
WNTS	(G)	---	3.0	---	1.4	---	.4	.6	.6	WNTS	---	----	----	2.9

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.8	15.0	15.4	15.2	15.1	15.5	16.8	18.0
FM Share (%)	35.08	43.15	47.08	49.93	51.89	58.14	64.60	64.96
CPM (\$)			2.65	2.82	2.84	3.46	3.03	3.38
Stations			17	19	19	21	21	21
Diaries						1740	1542	1505

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	31	28	30	33	28	22
COUNTRY	18	18	20	18	19	19
MOR/AC	21	23	21	18	23	27
BTFM MUSIC	18	18	18	17	17	15
BLACK/URBAN	10	9	10	10	10	12
RELIGION	2	3	1	2	2	2
NEWS/TALK	-	-	-	-	-	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	13.61	16.21	18.42	19.81	21.62		WIRE S75
Income (millions)	2.45	3.36	4.03	2.23	1.92		WIBC All other rating periods
Nat Rev (millions)	2.89	3.18	4.65	5.06	5.55		
Rev per Cap (\$)	14.51	14.17	15.99	17.00	18.37		
Inc per Cap (\$)	2.61	2.94	3.50	1.92	1.63		
Nat Rev per Cap (\$)	3.08	2.78	4.04	4.35	4.71		
Profit Margin (%)	18.0	20.7	21.9	11.3	8.9		

Highest Metro Share:	WIBC	(19.4, F78)
Highest Metro 1/4 HR AVG:	WIBC	(258, F78)
Highest TSA 1/4 HR AVG:	WFBQ-F	(365, S81)
Highest TSA Cume:	WIBC	(4241, F78)
Highest Metro Cume Rating:	WIBC	(34.7, F78)

STATION NOTES

WIKS-F	-	WSMJ-F until 79
WENS-F	-	WSVL-F until 81
WNDE	-	Rock changing to AC/MOR around 80-81
WFBQ-F	-	Rock until 78
WIFE	-	Contemp changing to AC until 81 when it went News/Talk

JACKSON, MS

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WSLI	(M)	16.0	15.1	11.6	14.9	16.7	15.3	11.0	7.9	WSLI	30.5	30.7	23.5	24.0
WJMI-F	(B)	11.4	10.0	16.0	14.0	11.1	20.2	18.4	14.9	WJMI-F	17.4	26.3	24.3	28.0
WJDX	(R)	11.1	17.4	18.8	18.1	16.1	10.0	8.2	7.3	WJDX	37.1	25.3	24.8	25.2
WMSI-F	(C)	8.0	7.4	8.8	12.9	9.6	8.1	10.2	14.6	WMSI-F	18.9	16.6	20.9	25.3
WLIN-F	(E)	12.8	11.7	12.5	11.4	13.0	14.6	12.4	7.7	WLIN-F	18.0	19.9	20.5	19.0
WKXI	(B)	6.3	4.0	3.4	1.8	9.3	6.2	5.9	13.0	WKXI	16.2	17.4	16.2	26.4
WTYX-F	(R)	7.7	9.4	4.7	5.3	6.2	8.1	8.8	13.4	WTYX-F	15.6	18.8	19.2	24.0
WOKJ	(B)	12.0	8.0	9.7	8.5	5.6	4.4	3.7	6.9	WOKJ	16.2	13.7	10.7	20.7
WJXN	(G)	3.1	2.0	---	1.5	---	2.8	4.5	2.3	WJXN	----	----	8.8	5.9
WKKE	(N)	----	----	----	----	----	----	----	2.3	WKKE	----	----	----	7.0
WCCL	(C)	3.7	5.4	2.2	3.2	.9	2.8	8.2	1.5	WCCL	----	----	13.5	6.2
WJQS	(C)	----	.9	5.6	2.9	3.4	4.0	3.7	1.0	WJQS	7.7	----	----	5.1
WXLY-F	(C)	----	----	.9	1.5	.9	.6	----	1.5	WXLY-F	4.3	2.2	----	7.9

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.8	15.8	13.8	14.3	13.5	13.1	13.9	18.1
FM Share (%)	43.01	43.11	44.94	46.67	44.00	53.65	50.87	55.99
CPM (\$)			1.92	1.70	1.94	1.87	2.47	2.10
Stations			14	12	11	13	12	15
Diaries						525	582	773

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	30	36	35	27	31	22
COUNTRY	7	4	4	8	15	19
MOR/AC	12	17	18	16	11	8
BTFM MUSIC	13	12	14	15	13	8
BLACK	31	29	28	31	29	37
RELIGION	4	2	1	4	5	3
NOSTALGIA	-	-	-	-	-	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.73	4.24	4.94	5.51	5.52		WSLI S75, S79
Income (millions)	.13	.15	.46	.58	.05		WJDX S76, S77, S78
Nat Rev (millions)	.40	.55	.63	.76	.81		WJMI-F S80, S81, S82
Rev per Cap (\$)	15.60	14.08	16.20	17.21	16.74		
Inc per Cap (\$)	1.68	1.84	2.08	2.38	2.46		
Profit Margin (%)	3.4	3.6	9.2	10.5	0.9		

Highest Metro Share:	WJMI-F	(20.2, S80)
Highest Metro 1/4 HR AVG:	WJMI-F	(71, S82)
Highest TSA 1/4 HR AVG:	WJMI-F	(212, S82)
Highest TSA Cume:	WJDX	(1924, S77)
Highest Metro Cume Rating:	WJDX	(37.1, S79)

STATION NOTES

WMSI-F	-	WZZQ-F until 82 Rock until 81
WKXI	-	WRBC until 79 News until 78 MOR until about 80
WTYX-F	-	WKXI-F until 79 Black until about 79
WCCL	-	WWUN until 78 WYIG until 80 Contemp until 78
WXLY-F	-	WJFR-F until about 81

JACKSONVILLE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		82	79	80	81	82
WKTZ-F	(E)	15.3	17.5	13.6	14.9	11.6	12.5	11.0	10.3	WKTZ-F	22.9	19.1	22.3	19.5
WAIV-F	(AC)	6.6	6.7	6.0	6.4	5.1	4.1	6.3	11.2	WAIV-F	14.5	11.6	8.7	24.6
WQIK-F	(C)	---	4.5	6.3	6.9	9.1	11.9	12.8	11.7	WQIK-F	20.0	18.6	18.6	23.5
WIVY-F	(R)	10.0	5.7	10.4	14.7	13.2	13.5	13.4	9.4	WIVY-F	31.8	28.8	27.5	29.0
WFYV-F	(A)	---	---	---	---	---	6.5	11.1	8.8	WFYV-F	----	11.1	14.8	17.9
WJAX	(M)	4.7	4.1	5.9	2.6	1.7	1.6	1.8	1.8	WJAX	5.6	6.3	---	5.4
WJAX-F	(B)	6.6	3.3	3.2	3.8	8.9	2.6	5.1	5.3	WJAX-F	12.0	8.8	7.6	13.5
WCGL	(G)	---	---	---	---	1.8	1.9	2.7	5.7	WCGL	----	----	---	6.9
WAPE	(C)	9.6	12.6	9.8	10.5	7.6	7.6	6.0	3.9	WAPE	21.1	20.5	17.2	14.5
WPDQ	(B)	4.3	8.8	10.7	7.0	9.4	7.2	4.7	4.2	WPDQ	10.0	13.6	8.6	11.7
WVOJ	(C)	7.0	5.6	6.7	6.4	8.1	6.8	3.9	3.4	WVOJ	11.9	12.2	9.7	7.6
WKTZ	(E)	4.6	3.4	3.8	1.1	1.0	.8	2.0	2.3	WKTZ	----	----	----	3.2
WOKV	(M)	---	4.0	4.0	2.9	1.7	1.0	2.0	2.4	WOKV	7.4	----	----	8.4
WCRJ-F	(C)	---	---	---	2.3	3.0	3.2	2.2	4.8	WCRJ-F	---	----	6.4	13.3

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.2	13.9	15.3	14.9	14.9	14.9	14.6	17.7
FM Share (%)	43.55	41.33	41.03	47.31	58.02	58.52	66.43	65.98
CPM (\$)			2.92	2.59	3.73	4.77	4.65	4.96
Stations			19	21	22	25	22	22
Diaries						753	849	1468

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	37	41	36	35	25
COUNTRY	14	18	20	23	26	20
MOR/AC	13	7	8	3	4	17
BTFL MUSIC	20	20	14	18	16	11
BLACK/URBAN	13	14	9	15	7	13
RELIGION	5	4	6	4	7	10
NEWS/TALK	1	-	2	2	1	1
NOSTALGIA	-	-	-	-	3	2

<u>FINANCIAL DATA</u>	1976*	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.97	6.19	7.67	7.31	6.96		WKTZ-F S75, S76, F76, S77,
Income (millions)	.004	-.43	-.57	-1.28	-1.49		F77, F78, F79, S80
Nat Rev (millions)	1.42	1.65	2.09	1.79	2.35		WIVY-F S78, S79, F80, S81
Rev per Cap (\$)	8.41	8.50	10.41	10.16	9.18		WQIK-F F81, S82
Inc per Cap (\$)	.01	-.59	-.77	-1.78	-1.97		
Profit Margin (%)	0.1	----	----	----	----		
Nat Rev per Cap (\$)	2.41	2.27	2.83	2.49	3.10		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WKTZ-F	(18.8, S76)
Highest Metro 1/4 HR AVG:	WKTZ-F	(144, S76)
Highest TSA 1/4 HR AVG:	WKTZ-F	(187, S76)
Highest TSA Cume:	WAPE	(2835, S77)
Highest Metro Cume Rating:	WIVY-F	(32.2, F78)

STATION NOTES

WAIV-F	-	WPDQ-F until 76
		Rock until 81
WOKV	-	WMBR until 77
		WSNY until 80
		WAIV until 81
WCRJ-F	-	WJEE-F until 81
		MOR or BTFL until 81
WJAX-F	-	Rock/AOR until 81
WAPE	-	Rock until 81

JOHNSON CITY-KINGSPORT-BRISTOL

12+ METRO SHARE

12+ CUME RATING

	<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>				
	76	77	78	79	80	81	SPG 82	79	80	81	82	
WQUT-F (R)	6.0	8.2	6.7	7.9	10.3	9.5	18.3	WQUT-F	15.7	21.6	18.5	32.5
WXBQ-F (C)	2.3	---	5.0	3.6	13.0	13.6	13.3	WXBQ-F	----	18.2	23.2	24.2
WKPT-F (E)	4.3	5.4	5.4	10.1	7.6	8.0	10.1	WKPT-F	20.8	19.2	16.0	15.1
WKPT (M)	4.3	3.5	3.9	3.8	2.3	3.0	1.7	WKPT	11.5	12.6	10.2	7.5
WJCW (C)	8.2	8.2	12.5	9.3	10.5	12.2	8.7	WJCW	20.7	22.2	19.6	19.6
WFHG (AC)	7.4	9.8	9.8	8.7	6.4	6.4	4.8	WFHG	19.6	19.8	17.4	14.7
WKIN (C)	10.7	7.2	7.3	9.3	6.1	4.1	2.9	WKIN	15.6	15.6	12.0	9.7
WGOB (G)	3.1	3.5	3.9	.8	2.9	3.5	2.9	WBOB	----	----	----	6.4
WETB (R)	2.9	4.4	4.4	5.0	6.9	5.2	3.6	WETB	15.0	13.9	15.0	12.2
WJSO (R)	6.8	7.0	7.7	7.7	5.0	4.4	1.4	WJSO	16.9	----	10.3	7.6
WZAP (C)	4.5	11.4	3.9	5.0	3.4	2.8	1.5	WZAP	7.9	8.7	7.3	3.5
WZXY-F (A)	---	---	---	---	---	1.9	1.9	WZXY-F	---	---	---	7.8

TWO BOOKS PER YEAR BEGINNING IN 1980

	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.0	13.1	15.2	14.7	15.2	15.6	15.8
FM Share (%)	20.56	23.21	23.83	34.17	38.10	39.66	59.10
CPM (\$)		1.99	1.96	3.06	2.39	2.59	3.31
Stations		22	28	25	25	25	25
Diaries					691	714	838

FORMAT SHARES (%)

ROCK/AOR/CONT	40	48	42	40	30	34
COUNTRY	42	33	42	40	37	38
MOR/AC	10	9	6	8	18	13
BTFM MUSIC	6	6	11	9	10	11
RELIGION	1	1	-	4	5	5

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.35	3.63	4.66	4.66	6.23		WKIN S76
Income (millions)	.20	-.06	-.001	-.07	.26		WZAP S77
Nat Rev (millions)	.27	.49	.64	.59	1.02		WJCW S78, F81 (T)
Rev per Cap (\$)	9.81	8.76	11.10	11.12	14.03		WKPT-F S79
Inc per Cap (\$)	.59	.15	-.003	-.16	.59		WXBQ-F S80, S81, F80, F81(T)
Nat Rev per Cap (\$)	.80	1.18	1.53	1.42	2.30		WQUT-F S82
Profit Margin (%)	6.0	1.8	----	----	4.2		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WQUT-F (18.3, S82)
Highest Metro 1/4 HR AVG:	WQUT-F (107, S82)
Highest TSA 1/4 HR AVG:	WQUT-F (157, S82)
Highest TSA Cume:	WQUT-F (1749, S82)
Highest Metro Cume Rating:	WQUT-F (32.5, S82)

STATION NOTES

WXBQ-F	-	WFHG-F until 79 Simulcast with WFHG in 77
WFHG	-	Contemp gradually changing to AC
WKIN	-	Rock until about 81

JOHNSTOWN, PA

		<u>12+ METRO SHARE</u>			<u>12+ CUME RATING</u>			
		<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>80</u>	<u>81</u>	<u>82</u>	
WJAC	(C)	14.8	11.6	9.6	WJAC	33.0	28.0	21.0
WJAC-F	(E)	9.7	11.0	9.3	WJAC-F	26.0	24.8	19.7
WJNL	(M)	5.3	7.5	7.6	WJNL	18.2	19.4	17.0
WJNL-F	(R)	6.1	8.0	8.8	WJNL-F	18.3	24.3	23.6
WBXQ-F	(R)	---	---	7.3	WBXQ-F	----	----	12.9
WCRO	(R)	10.3	8.0	6.1	WCRO	25.8	21.5	20.5
WWBR	(C)	4.2	6.6	5.8	WWBR	----	----	8.6
WIYQ-F	(C)	6.7	5.2	2.0	WIYQ-F	16.2	----	6.7
WGLU-F	(A)	---	5.2	5.3	WGLU-F	----	15.0	14.3
WVSC	(C)	6.1	6.9	4.8	WVSC	13.6	14.7	8.5
WNCC	(M)	2.5	3.6	2.8	WNCC	----	----	7.1
WDVE-F	(A)	7.8	3.3	5.8	WDVE-F	13.7	11.9	10.5
KDKA	(M)	2.5	.8	1.0	KDKA	8.9	7.1	7.4

ONE RATING BOOK PER YEAR. FIRST FULL SURVEY IN 1980.

	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.9	16.4	17.9
FM Share (%)	48.05	50.73	56.20
CPM (\$)	3.66	3.69	3.76
Stations	25	23	29
Diaries	599	641	646

FORMAT SHARES (%)

ROCK/AOR/CONT	37	35	42
COUNTRY	31	35	29
MOR/AC	20	15	12
BTFM MUSIC	11	13	14
NOSTALGIA	-	-	3

<u>FINANCIAL DATA</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Revenue (millions)	2.14	2.46	2.60	
Income (millions)	.11	.10	.09	
Nat Rev (millions)	.19	.24	.25	
Rev per Cap (\$)	8.02	8.99	9.84	
Inc per Cap (\$)	.42	.37	.36	
Nat Rev per Cap (\$)	.73	.87	.93	
Profit Margin (%)	5.2	4.1	3.6	

Highest Metro Share:	WJAC	(14.8, S80)
Highest Metro 1/4 HR AVG:	WJAC	(53, S80)
Highest TSA 1/4 HR AVG:	WJAC	(59, S80)
Highest TSA Cume:	WJAC	(882, S80)
Highest Metro Cume Rating:	WJAC	(33.0, S80)

#1 STATIONS, 12+ METRO SHARE

WJAC S80, S81, S82

STATION NOTES

WDVE, KDKA - See Pittsburgh
WVSC A/F - Simulcast 80-81

KALAMAZOO

12+ METRO SHARE

12+ CUME RATING

		SPG												
		75	76	77	78	79	80	81	82					
										79	80	81	82	
WKZO	(M)	22.1	15.4	16.1	15.5	13.6	16.1	11.9	15.5	WKZO	34.1	39.9	30.6	34.1
WKMI	(R)	18.9	19.7	15.8	15.4	10.8	9.5	8.0	7.5	WKMI	36.9	34.4	26.9	20.5
WQLR-F	(E)	9.6	9.8	8.7	10.2	9.2	7.8	9.6	8.5	WQLR-F	22.4	18.0	18.8	15.9
WKFR-F	(R)	---	---	---	7.4	8.5	11.6	12.8	12.8	WKFR-F	20.8	23.5	24.2	28.2
WNWN-F	(C)	---	---	---	---	2.3	4.1	6.0	5.6	WNWN-F	----	----	13.4	14.3
WBUK	(O)	5.5	4.3	8.4	3.7	3.9	2.1	2.8	.8	WBUK	----	----	----	3.8
WKLZ	(M)	7.6	9.8	4.8	1.8	1.1	.6	---	.5	WKLZ	----	----	----	2.6
WKPR	(G)	2.3	3.1	2.4	.9	2.9	2.0	3.1	1.1	WKPR	----	----	----	3.4
WOOD-F	(E)	8.7	7.7	6.6	7.1	8.5	6.4	6.7	5.1	WOOD-F	16.5	15.2	15.7	13.9
WJFM-F	(AC)	2.0	---	---	2.2	2.1	4.5	5.8	6.1	WJFM-F	6.7	11.3	15.4	14.1
WLAV-F	(A)	---	---	---	3.4	4.8	5.7	6.1	6.4	WLAV-F	7.2	11.6	12.5	14.3
WGRD-F	(R)	---	---	8.1	10.0	8.1	7.7	6.0	4.5	WGRD-F	24.3	21.6	22.1	18.8
WLS	(R)	2.9	4.0	2.4	2.6	1.3	1.5	1.4	1.3	WLS	6.5	7.8	---	6.5
WMAQ	(C)	---	1.8	3.6	1.8	4.0	4.1	3.5	3.7	WMAQ	12.7	10.6	8.5	7.4

TWO BOOKS PER YEAR BEGINNING IN 1978

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.6	15.2	15.3	15.1	14.6	15.2	16.8	16.0
FM Share (%)	27.86	22.14	30.99	42.71	49.02	53.57	62.90	61.42
CPM (\$)			3.97	4.23	5.22	5.77	6.00	6.39
Stations			18	20	17	20	17	22
Diaries						573	592	665

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	48	44	52	39	41
COUNTRY	16	5	9	11	11	12
MOR/AC	21	24	21	19	25	28
BTFL MUSIC	19	19	23	15	20	15
RELIGION	4	2	3	2	4	2
NEWS/TALK	2	2	1	1	-	2
NOSTALGIA	-	-	-	-	1	1

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.33	2.61	3.11	3.05	2.93		WKZO S75, S77, F78, S79,
Income (millions)	.42	.49	.35	.03	.27		S80, F80, F81, S82
Nat Rev (millions)	.39	.30	.52	.44	.42		WKMI S76, S78
Rev per Cap (\$)	10.44	9.68	11.54	11.80	10.35		WKFR-F S81
Inc per Cap (\$)	1.89	1.80	1.30	.11	.94		
Nat Rev per Cap (\$)	1.75	1.11	1.94	1.60	1.48		
Profit Margin (%)	18.1	18.6	11.3	1.0	9.1		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WKZO	(22.1, S75)
Highest Metro 1/4 HR AVG:	WKZO	(73, S75)
Highest TSA 1/4 HR AVG:	WKZO	(94, S75)
Highest TSA Cume:	WKZO	(1208, S80)
Highest Metro Cume Rating:	WKZO	(39.9, S80)

STATION NOTES

WKLZ - WYYY until 82
WBUK - Country until 80
WYYY - Contemp until about 79
WOOD-F, WGRD-F, WLAV-F, WGRD-F -
See Grand Rapids
WLS, WMAQ - See Chicago

KANSAS CITY

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WDAF	(C)	6.5	5.9	9.2	9.6	10.4	11.7	13.7	10.3	WDAF	20.4	24.4	23.5	25.9
KYYS-F	(A)	5.6	8.2	6.8	9.1	11.5	10.3	8.5	9.6	KYYS-F	18.2	20.9	20.3	19.1
KMBZ	(C)	13.1	12.0	15.1	15.0	12.9	9.8	7.2	9.1	KMBZ	29.6	23.8	22.1	21.0
KCMO	(NT)	9.6	9.4	10.2	9.6	9.4	7.5	8.5	6.7	KCMO	19.6	18.1	17.4	15.9
KCEZ-F	(E)	5.5	5.3	5.4	7.8	7.9	6.9	6.3	4.4	KCEZ-F	13.6	14.4	13.5	9.9
KBEQ-F	(R)	8.7	8.8	7.4	8.8	7.2	5.7	6.7	8.7	KBEQ-F	18.0	15.0	16.5	20.4
WHB	(AC)	10.3	6.8	6.5	6.3	5.4	8.9	9.3	6.4	WHB	17.7	20.3	23.6	20.8
KPRT	(B)	---	---	---	1.0	1.9	1.5	1.8	2.6	KPRT	----	----	----	4.1
KPRS-F	(B)	7.0	6.5	6.5	5.3	5.1	6.5	7.5	7.5	KPRS-F	9.2	----	9.9	9.5
KUDL-F	(AC)	---	---	2.2	2.9	3.4	6.7	6.8	6.7	KUDL-F	8.2	----	16.5	18.0
KFKF-F	(C)	4.0	5.4	4.2	3.6	3.6	3.4	4.6	6.7	KFKF-F	8.6	9.7	10.0	13.1
KJLA	(N)	---	2.7	---	1.3	3.5	3.0	2.4	4.0	KJLA	10.7	10.8	----	8.2
KCKN	(M)	---	3.4	2.8	2.0	2.1	1.4	.3	---	KCKN	----	----	----	----

AT LEAST TWO RATING BOOKS PER YEAR IN THIS MARKET

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.4	14.6	15.2	15.5	15.2	15.7	16.0	17.4
FM Share (%)	44.35	48.83	45.17	49.27	51.34	52.35	54.46	55.12
CPM (\$)			1.61	1.81	2.02	2.63	2.59	3.31
Stations			22	20	22	20	22	21
Diaries						1546	1256	1435

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	24	30	28	38	35	21
COUNTRY	18	15	15	20	20	27
MOR/AC	29	28	25	16	9	15
BTFL MUSIC	17	17	18	16	17	12
BLACK/URBAN	8	7	11	9	10	11
NEWS/TALK	3	-	-	-	7	8
CLASSICAL	1	1	1	1	1	1
RELIGION	1	1	2	1	1	2
NOSTALGIA	-	-	-	-	-	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	13.44	12.96	17.57	19.05	20.56		KMBZ S75, S76, F76, S77, F77, S78, F78, S79
Income (millions)	1.00	1.01	2.69	2.28	.14		KYYS-F F79
Nat Rev (millions)	2.78	2.50	4.87	5.48	6.53		WDAF S80, F80, S81, F81, S82
Rev per Cap (\$)	12.72	9.98	13.54	14.28	15.40		
Inc per Cap (\$)	.95	.77	2.07	1.71	.11		
Nat Rev per Cap (\$)	2.63	1.93	3.75	4.11	4.89		
Profit Margin (%)	7.5	7.8	15.3	12.0	0.7		

Highest Metro Share:	KMBZ	(18.6, S78)
Highest Metro 1/4 HR AVG:	KMBZ	(294, S77)
Highest TSA 1/4 HR AVG:	WDAF	(591, S81)
Highest TSA Cume:	WDAF	(7025, S81)
Highest Metro Cume Rating:	KCMO	(29.9, F78)

STATION NOTES

KFKF-F	-	KCKN-F until 80
KJLA	-	KAYQ until 79
		Country until about 79
		Rock until 81
KMBZ	-	MOR until about 81
KCMO	-	AC until about 80
WHB	-	Contemp changing to AC

KNOXVILLE

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							SPG 82	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		79	80	81	82	
WIVK-F	(C)	14.2	15.8	11.8	14.6	18.8	20.1	23.5	17.9	WIVK-F	27.4	31.5	37.8	36.1
WIVK	(C)	10.7	10.4	11.8	11.1	9.6	9.4	8.0	6.4	WIVK	19.0	22.1	19.1	15.1
WEZK-F	(E)	10.2	15.7	14.3	16.1	17.4	18.3	16.0	13.6	WEZK-F	25.3	27.2	25.7	25.1
WIMZ-F	(A)	3.0	4.3	7.5	4.8	5.4	6.6	9.2	11.3	WIMZ-F	14.6	13.7	16.1	20.2
WOKI-F	(R)	9.5	6.8	4.9	5.5	6.7	9.5	8.2	11.0	WOKI-F	18.6	21.3	22.8	25.7
WRJZ	(C)	8.2	6.0	18.1	16.1	12.4	9.4	6.1	6.7	WRJZ	34.3	27.4	23.0	17.3
WMYU-F	(R/AC)	---	---	---	---	---	---	6.8	10.1	WMYU-F	----	----	5.2	21.4
WNOX	(AC)	11.6	14.2	9.7	11.3	12.0	7.8	5.9	5.0	WNOX	39.3	26.0	23.1	17.9
WHEL	(N)	5.1	4.9	3.8	2.7	1.5	1.7	2.9	1.8	WHEL	9.0	5.9	8.2	5.6
WKGN	(?)	7.0	2.3	2.6	2.6	1.0	.8	.8	1.7	WKGN	4.9	5.0	6.6	5.5
WGAP	(C)	---	3.4	2.6	2.4	3.2	2.3	2.9	1.5	WGAP	7.0	7.0	---	4.4
WBMK	(B)	---	---	---	---	1.4	---	1.1	2.8	WBMK	---	---	---	3.9

TWO BOOKS PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.6	14.8	15.9	15.5	15.4	15.3	17.4	17.6
FM Share (%)	40.30	46.63	41.53	45.19	49.08	59.09	66.92	70.64
CPM (\$)			1.58	1.42	1.52	1.77	1.57	2.30
Stations			19	16	16	18	18	17
Diaries						858	695	872

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	39	35	34	34	29
COUNTRY	36	37	40	36	42	37
MOR/AC	7	4	2	4	-	11
BTFM MUSIC	15	17	20	21	17	15
BLACK/URBAN	2	-	2	2	1	3
RELIGION	1	1	-	1	2	2
NOSTALGIA	-	-	-	-	3	2

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.50	4.98	6.28	6.04	7.41		WIVK-F S75, S76, F79, F80,
Income (millions)	.16	.27	.29	.23	-.10		S81, F81, S82
Nat Rev (millions)	.83	1.16	1.15	1.27	1.47		WRJZ S77, S78(T)
Rev per Cap (\$)	11.94	11.04	13.92	13.02	15.19		WEZK-F S78(T), S79, S80
Inc per Cap (\$)	.42	.60	.65	.50	-.21		
Nat Rev per Cap (\$)	3.5	5.4	4.6	3.8	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WIVK-F (28.0, S81)
Highest Metro 1/4 HR AVG:	WIVK-F (196, S81)
Highest TSA 1/4 HR AVG:	WIVK-F (355, S81)
Highest TSA Cume:	WOKI-F (3469, S82)
Highest Metro Cume Rating:	WNOX (39.3, S79)

STATION NOTES

WHEL	-	WBIR until 80 MOR until 81
WRJZ	-	WETE until 77 Contemp until 81
WIMZ-F	-	WBIR-F until 80 Country until 79
WNOX	-	Rock changing to AC

LAFAYETTE, LA

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KVOL	(B)	33.1	27.7	23.2	16.9	23.6	29.0	21.3	7.2	KVOL	42.4	49.7	32.2	24.6
KXKW	(C)	16.6	12.9	9.3	11.4	12.1	11.3	13.3	13.4	KXKW	18.5	27.4	19.3	22.8
KSMB-F	(A)	12.7	9.7	6.6	10.8	14.6	12.9	16.0	13.4	KSMB-F	22.5	21.2	19.7	25.1
KTDY-F	(R)	5.7	12.3	26.5	27.7	19.7	9.1	13.3	14.4	KTDY-F	36.1	21.2	23.2	29.3
KPEL	(M)	7.6	8.4	9.3	12.0	8.9	8.6	9.3	4.6	KPEL	18.4	21.0	15.9	15.1
KDEA-F	(E)	1.3	5.8	7.9	6.0	3.2	5.4	4.0	4.6	KDEA-F	11.4	10.6	9.2	10.8
KJCB	(B)	---	---	---	---	---	---	---	16.5	KJCB	----	----	----	14.8
KMDL-F	(C)	---	---	---	---	---	---	---	5.7	KMDL-F	----	----	----	11.4
KTIZ-F	(B)	---	---	---	---	---	---	2.0	3.6	KTIZ-F	----	----	4.6	5.9
KROF	(AC)	10.8	9.0	6.0	6.6	7.0	8.6	.7	.5	KROF	19.5	27.0	3.7	5.0
WAFB-F	(R)	2.5	3.2	1.7	---	3.8	1.6	2.7	2.1	WAFB-F	12.7	4.7	6.3	12.5
KASC-F	(C)	---	---	---	---	---	---	7.3	1.5	KASC-F	----	----	12.2	6.5

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.6	16.0	16.6	16.2	14.9	17.1	12.7	15.8
FM Share (%)	29.17	40.00	48.53	48.68	50.34	40.85	51.09	50.00
CPM (\$)			.90	1.46	2.15	2.34	3.05	2.57
Stations			10	7	10	12	11	16
Diaries						424	618	728

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	43	39	46	31	38	35
COUNTRY	11	13	20	23	23	24
MOR/AC	10	13	9	10	10	7
BTFL MUSIC	9	7	3	7	4	6
BLACK/URBAN	27	28	20	29	21	29
RELIGION	-	-	1	1	2	-

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.05	1.54	2.04	2.48	3.84		KVOL S75, S76, S79, S80, S81
Income (millions)	.14	.29	.33	.42	.65		
Nat Rev (millions)	.24	.33	.37	.62	.84		KTDY-F S77, S78
Rev per Cap (\$)	10.29	11.36	14.77	16.88	24.68		KJCB S82
Inc per Cap (\$)	1.40	2.18	2.36	2.87	4.18		
Nat Rev per Cap (\$)	2.31	2.44	2.69	4.22	5.40		
Profit Margin (%)	13.6	19.2	16.0	17.0	16.9		

*Independent FM's and FM's reporting separately are not included

Highest Metro Share:	KVOL	(33.1, S75)
Highest Metro 1/4 HR AVG:	KVOL	(54, S80)
Highest TSA 1/4 HR AVG:	KTDY-F	(119, S77)
Highest TSA Cume:	KTDY-F	(1308, S78)
Highest Metro Cume Rating:	KVOL	(49.7, S80)

STATION NOTES

KTDY-F	-	KPEL-F until 76
KROF	-	Simulcast with KASC-F until 81
		Rock changing to AC
KASC-F	-	KROF-F until 81
		Rock until 81
WAFB-F	-	Located in Baton Rouge

LAKELAND

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WPCV-F	(C)	6.4	7.5	8.0	8.5	8.6	8.6	12.8	12.9	WPCV-F	17.5	13.4	20.9	25.1
WVFM-F	(E)	12.5	13.4	15.4	11.8	12.4	12.8	9.6	9.9	WVFM-F	18.2	15.4	15.1	17.2
WWAB	(B)	7.1	7.8	3.0	4.9	3.2	3.9	1.2	7.9	WWAB	----	----	----	8.7
WGTO	(C)	4.1	2.0	3.3	10.4	8.9	9.4	12.8	7.2	WGTO	13.6	----	----	6.4
WONN	(R)	8.8	9.5	11.5	14.8	12.1	6.5	8.2	10.6	WONN	16.2	10.9	12.0	7.2
WPUL	(C)	5.4	7.8	1.9	2.2	2.9	---	1.4	.7	WPUL	----	----	----	2.6
WRBQ-F	(R)	8.8	9.5	11.5	14.8	12.1	6.5	8.2	10.6	WRBQ-F	27.1	20.5	20.3	22.0
WFLA-F	(E)	4.1	5.9	7.1	4.7	6.3	3.9	4.6	2.3	WFLA-F	12.1	9.2	9.7	7.2
WYNF-F	(A)	----	----	----	----	----	4.9	6.3	7.9	WYNF-F	----	10.4	15.3	16.2
WQYK-F	(C)	----	----	----	----	.6	2.3	1.2	3.8	WQYK-F	----	----	6.0	9.1
WSUN	(C)	3.7	5.6	5.8	2.7	2.0	2.3	2.9	2.9	WSUN	9.3	6.9	9.2	7.8
WJYO-F	(AC)	----	----	3.0	2.2	8.3	7.0	1.2	1.6	WJYO-F	11.4	10.8	----	3.5
WTMP	(B)	----	----	----	----	1.4	----	7.2	3.4	WTMP	----	----	----	8.9

ONE RATING PER YEAR IN THIS MARKET

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.6	16.7	16.3	15.7	14.9	16.4	15.3	15.8
FM Share (%)	43.98	47.32	58.04	55.35	64.10	68.44	59.65	64.48
CPM (\$)			2.51	2.69	3.66	3.83	3.73	3.59
Stations			24	23	22	18	22	28
Diaries						505	560	828

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	27	30	23	33	21	29
COUNTRY	24	29	27	29	37	32
MOR/AC	14	13	8	7	10	2
BTFL MUSIC	31	22	26	26	21	17
BLACK/URBAN	4	6	14	5	10	13
RELIGION	-	-	-	-	1	1
NOSTALGIA	-	-	-	-	-	5

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.60	1.61	2.84	3.05	3.30		WVFM-F S75, S76, S77, S79,
Income (millions)	-.29	-.39	-.43	-.53	-.48		WRBQ-F S78
Nat Rev (millions)	.31	.31	.52	.50	.46		WGTO S81(T)
Rev per Cap (\$)	6.86	5.49	10.11	9.78	9.76		WPCV-F S81(T), S82
Inc per Cap (\$)	-1.25	-1.33	-1.52	-1.71	-1.42		
Nat Rev per Cap (\$)	1.34	1.06	1.86	1.62	1.36		
Profit Margin (%)	----	----	----	----	----		

Highest Metro Share:	WVFM-F (15.4, S77)
Highest Metro 1/4 HR AVG:	WPCV-F (57, S82)
Highest TSA 1/4 HR AVG:	WPCV-F (81, S82)
Highest TSA Cume:	WPCV-F (912, S82)
Highest Metro Cume Rating:	WRBQ-F (27.1, S79)

STATION NOTES

WRBQ-F, WFLA-F, WYNF-F, WQYK-F, WSUN, STMP	- See Tampa
WJYO-F	- See Orlando
WONN	- MOR until about 80

LANCASTER

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WLAN-F	(R)	5.4	4.4	2.9	3.8	3.6	9.6	15.9	16.0	WLAN-F	----	16.2	28.7	32.8
WLAN	(AC)	11.3	7.2	7.9	7.8	5.9	3.8	3.5	2.9	WLAN	18.6	21.4	19.6	12.5
WNCE-F	(E)	7.1	9.3	6.2	5.0	8.3	10.4	9.1	14.8	WNCE-F	14.9	21.9	16.3	23.2
WIOV-F	(C)	12.1	9.3	14.8	11.4	14.9	7.7	8.8	5.4	WIOV-F	20.5	15.8	11.2	16.3
WDAC-F	(G)	5.2	2.1	5.0	5.5	5.4	6.8	5.3	6.0	WDAC-F	12.2	13.5	----	14.0
WGSA	(M)	5.2	4.9	6.0	4.0	4.5	3.0	3.0	3.5	WGSA	9.7	----	----	5.3
WLPA	(M)	7.1	8.2	5.7	5.0	2.5	2.1	1.7	1.5	WLPA	12.6	----	----	7.0
WSBA	(M)	6.7	5.7	6.2	3.8	7.2	5.1	4.3	3.5	WSBA	19.1	13.5	10.7	11.0
WSBA-F	(E)	7.4	9.3	8.9	8.3	6.5	8.3	6.7	6.9	WSBA-F	13.4	15.3	14.6	14.4
WQXA-F	(R)	3.9	7.7	10.5	8.3	11.0	8.9	4.3	5.4	WQXA-F	25.4	22.1	14.1	16.5
WRKZ-F	(C)	---	---	---	.5	1.9	6.1	8.4	7.9	WRKZ-F	----	----	13.0	17.8

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.9	14.1	15.0	14.9	15.6	15.2	15.0	17.2
FM Share (%)	56.65	58.89	66.76	68.23	70.80	76.92	79.21	84.11
CPM (\$)			2.91	4.53	3.65	3.64	3.57	3.37
Stations			23	26	20	21	28	29
Diaries						561	655	743

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	32	32	32	41	43	33
COUNTRY	17	14	18	13	16	16
MOR/AC	22	19	21	14	13	18
BTFM MUSIC	22	23	20	25	19	25
RELIGION	6	8	7	9	7	7
NEWS/TALK	2	3	1	3	2	1

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.50	1.58	2.61	2.66	3.16		WIOV-F S75, S76(T), S77, S78, S79
Income (millions)	.14	.12	.19	.28	-.29		WSBA-F S76(T)
Nat Rev (millions)	.38	.32	.54	.82	.89		WNCE-F S76(T), S80
Rev per Cap (\$)	5.32	4.50	7.36	7.50	8.56		WLAN-F F80, S81, F81, S82
Inc per Cap (\$)	.47	.35	.54	.80	-.78		
Nat Rev per Cap (\$)	1.33	.92	2.24	2.30	2.40		
Profit Margin (%)	8.8	7.7	7.4	10.6	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WLAN-F	(16.3, S80)
Highest Metro 1/4 HR AVG:	WLAN-F	(83, S82)
Highest TSA 1/4 HR AVG:	WRKZ-F	(132, S82)
Highest TSA Cume:	WQXA-F	(1823, S82)
Highest Metro Cume Rating:	WLAN-F	(32.8, S82)

STATION NOTES

WNCE-F	-	WGAL-F until 81
WLPA	-	WGAL until 77
		WDDL until 79
WLAN-F	-	BTFM until 79
WLAN	-	Contemp changing to AC
WQXA-F, WSBA A/F	-	See York
WRKZ-F	-	See Harrisburg

LANSING

	<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
	SPG		77	78	79	80	81	82	79	80	81	82	
	75	76											
WFMK-F (AC)	6.9	10.2	5.4	12.1	11.8	14.6	11.6	11.3	WFMK-F	26.3	32.6	24.9	28.1
WITL (C)	---	---	6.3	3.1	3.2	3.2	1.7	2.6	WITL	8.8	9.0	---	7.4
WITL-F (C)	14.1	14.9	7.1	9.5	9.7	10.7	12.0	12.2	WITL-F	18.7	20.6	22.0	22.3
WILS (M)	8.9	6.3	7.0	5.5	5.2	2.7	3.1	2.4	WILS	17.9	13.0	---	10.2
WILS-F (A)	1.9	3.0	6.8	8.7	9.5	12.8	7.4	7.6	WILS-F	22.8	21.3	16.1	18.8
WVIC-F (R)	15.2	16.1	18.0	13.8	13.3	13.4	5.8	6.9	WVIC-F	32.0	29.6	22.0	21.5
WVGO (N)	---	---	---	---	---	---	3.3	4.0	WVGO	---	---	7.8	6.7
WJIM (M)	5.8	7.7	8.2	5.3	4.0	3.8	3.0	1.6	WJIM	14.3	13.5	11.1	9.1
WJIM-F (E)	4.4	3.5	4.5	4.4	6.6	8.9	7.1	5.5	WJIM-F	9.5	15.4	14.4	13.8
WJXQ-F (A)	---	---	---	---	---	---	---	10.6	WJXQ-F	---	---	20.8	26.2
WJR (M)	10.5	10.2	8.4	7.6	7.3	6.4	7.6	9.0	WJR	19.6	15.9	16.8	18.2
WOOD-F (E)	6.1	8.5	5.7	6.3	4.0	4.4	4.1	2.2	WOOD-F	8.5	9.4	---	6.7

TWO BOOKS PER YEAR SINCE 1978

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.8	14.5	16.0	16.5	15.2	16.9	15.8	17.9
FM Share (%)	49.23	57.88	55.94	68.26	70.55	79.41	76.71	75.04
CPM (\$)			2.24	2.17	2.72	2.41	3.20	3.43
Stations			20	18	19	19	25	23
Diaries						576	776	930

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	48	50	55	44	44	48
COUNTRY	16	16	17	17	20	19
MOR/AC	24	18	17	16	18	19
BTFL MUSIC	13	16	12	13	14	9
NOSTALGIA	-	-	-	-	-	5

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.00	2.65	4.89	5.13	4.48		WVIC-F S75, S76, S77, S78, S79
Income (millions)	.50	.55	.90	.97	.64		
Nat Rev (millions)	.61	.56	.83	.79	.82		WFMK-F F79, F80, F81
Rev per Cap (\$)	8.12	5.82	10.62	10.99	9.43		WILS-F S80
Inc per Cap (\$)	1.34	1.21	1.95	2.07	1.36		WITL-F S81
Nat Rev per Cap (\$)	1.64	1.22	1.80	1.68	1.73		WJXQ-F S82
Profit Margin (%)	16.5	20.8	18.4	18.8	14.4		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WVIC-F+	(18.0, S77)
Highest Metro 1/4 HR AVG:	WVIC-F+	(103, S77)
Highest TSA 1/4 HR AVG:	WJXQ-F	(128, F81)
Highest TSA Cume:	WFMK-F	(1712, F80)
Highest Metro Cume Rating:	WFMK-F	(37.3, F80)

STATION NOTES

WVGO	-	WVIC until 81 Rock until 80 Black until 81 Simulcast with WVIC-F until 80
WITL A/F	-	Simulcast 75-76
WJR	-	See Detroit
WOOD-F	-	See Grand Rapids

LAS VEGAS

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
									SPG					
		75	76	77	78	79	80	81	82	79	80	81	82	
KLUC-F	(R)	7.0	9.6	13.6	10.4	8.8	11.2	10.7	12.1	KLUC-F	25.1	20.3	22.7	26.5
KENO	(R)	18.3	16.7	12.2	13.4	8.4	4.8	3.6	2.9	KENO	25.5	16.3	14.9	9.4
KOMP-F	(A)	2.7	---	2.6	8.5	6.6	3.3	8.4	10.4	KOMP-F	16.1	----	15.2	19.4
KORK	(M)	9.1	6.4	7.0	5.9	6.7	4.9	2.9	2.9	KORK	16.4	16.9	----	9.1
KORK-F	(E)	13.3	13.0	12.6	11.3	10.9	10.4	8.9	8.1	KORK-F	19.6	16.5	16.0	14.2
KVEG	(C)	8.8	6.3	4.6	2.3	7.0	10.3	8.4	8.7	KVEG	16.6	15.8	18.1	16.5
KFMS-F	(C)	6.5	11.3	10.6	6.3	6.1	8.1	3.8	7.1	KFMS-F	17.2	13.9	----	13.5
KXTZ-F	(E)	---	2.8	6.6	3.8	9.2	7.9	8.6	6.5	KXTZ-F	----	16.6	15.6	12.0
KUDO-F	(AC)	---	---	---	---	---	2.8	6.6	6.1	KUDO-F	----	----	13.4	13.7
KLAV	(R)	---	3.0	---	1.2	5.0	5.5	4.4	5.6	KLAV	----	12.4	13.4	17.4
KRAM	(C)	15.0	8.3	11.4	9.5	6.3	5.0	4.8	5.5	KRAM	15.3	----	----	14.0
KMJJ	(AC)	---	---	---	5.9	7.3	7.3	5.7	4.9	KMJJ	18.4	20.3	16.2	15.1
KDWN	(M)	2.4	8.4	6.0	5.2	6.3	6.3	5.5	4.3	KDWN	15.3	10.5	13.5	10.6
KVOV	(B)	4.7	4.0	---	3.0	.5	1.3	5.0	2.3	KVOV	----	----	----	4.9
KNUU	(NT)	---	---	---	4.0	4.7	3.9	2.9	3.2	KNUU	----	----	----	5.7

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.2	15.6	14.7	15.2	15.6	15.2	16.9	17.2
FM Share (%)	30.26	38.85	41.93	48.40	43.68	44.70	49.32	55.50
CPM (\$)			2.67	2.61	3.66	3.69	4.10	4.15
Stations			14	14	14	15	15	15
Diaries						616	689	1057

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	52	47	39	33	35	34
COUNTRY	11	15	16	16	19	23
MOR/AC	16	14	15	25	16	20
BTFL MUSIC	18	19	21	21	19	16
BLACK/URBAN	4	2	4	-	7	3
NEWS/TALK	-	3	5	5	3	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	5.00	5.35	7.14	7.57	8.23		KENO S75, F76, S78, F78
Income (millions)	.56	.24	.79	.68	.33		KORK-F S76, F77, S79, F79, S80
Nat Rev (millions)	.51	.62	1.34	2.20	2.04		KLUC-F S77, F80, S81, F81, S82
Rev per Cap (\$)	17.38	14.03	18.67	18.90	16.65		
Inc per Cap (\$)	1.95	.63	2.06	1.70	.66		
Nat Rev per Cap (\$)	1.79	1.61	3.51	5.48	4.14		
Profit Margin (%)	11.2	4.5	11.1	9.0	4.0		

Highest Metro Share: KENO (19.1, F76)
 Highest Metro 1/4 HR AVG: KLUC-F (84, S82)
 Highest TSA 1/4 HR AVG: KLUC-F (84, S82)
 Highest TSA Cume: KLUC-F (1072, S82)
 Highest Metro Cume Rating: KLUC-F+ (33.4, F77)

STATION NOTES

KOMP-F - KVEG-F until 76
 KTRI-F until 77
 KENO-F until 82
 KVEG - KBMI until 78
 News until 77
 Contemp until about 78
 KMJJ - KLUC until 78
 Rock changing to AC
 Simulcast with KLUC-F 75-78
 KNUU - KVEG until 78
 Contemp until 78

MORE STATION NOTES

KFMS-F - Rock or AOR until 80
 KLAV - MOR until 79; Disco until 80

LEXINGTON

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
WLAP-F	(R)	6.3	8.8	14.6	14.2	11.4	17.4	18.4	18.2	WLAP-F	26.7	26.2	39.6	38.1
WLAP	(M)	14.3	15.3	12.3	15.7	10.4	8.0	6.1	6.2	WLAP	38.0	29.3	23.4	17.9
WVLK	(M)	24.9	15.0	19.8	17.1	15.8	17.8	13.3	15.8	WVLK	40.4	42.3	37.2	34.8
WVLK-F	(E)	8.0	12.1	10.9	11.5	13.8	13.6	9.0	7.8	WVLK-F	23.9	25.4	20.0	19.0
WKQQ-F	(A)	9.4	5.9	9.7	10.7	17.2	14.7	19.7	15.5	WKQQ-F	25.3	27.7	29.7	26.0
WAXU+	(C)	7.7	9.8	10.3	8.0	9.9	6.5	5.7	5.1	WAXU+	15.2	12.2	13.2	13.6
WTKC	(C)	4.0	6.5	5.7	5.6	6.0	7.7	8.9	11.7	WTKC	19.2	17.6	16.2	19.1
WJMM-F	(G)	---	---	---	1.0	.9	1.3	2.1	2.2	WJMM-F	----	----	4.4	6.4
WNVL	(C)	6.3	5.4	3.2	2.8	3.3	2.0	2.8	1.7	WNVL	----	4.0	3.5	4.3
WWKY	(M)	---	5.1	---	1.6	.6	.5	1.6	1.5	WWKY	----	---	---	3.6
WFMI-F	(AC)	---	---	---	---	---	.4	.9	2.2	WFMI-F	----	2.5	----	3.8
WNCW-F	(E)	---	---	---	1.9	2.1	.5	.9	1.5	WNCW-F	---	---	----	4.7
WAKY	(O)	3.7	2.8	1.7	1.7	.6	---	---	.5	WAKY	4.2	---	----	2.8
WHAS	(M)	3.1	3.7	3.7	2.8	1.8	1.6	2.3	.7	WHAS	8.8	6.0	10.4	5.6

TWO BOOKS PER YEAR BEGINNING IN 1978

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.8	15.3	14.6	15.1	15.1	15.6	16.3	15.4
FM Share (%)	28.37	32.92	41.37	41.34	52.11	51.86	60.55	55.76
CPM (\$)			1.57	1.74	2.07	2.55	2.74	2.99
Stations			16	16	16	15	14	17
Diaries						552	588	748

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	48	41	32	46	37
COUNTRY	14	8	14	19	18	20
MOR/AC	34	30	30	36	26	29
BTFM MUSIC	11	12	14	13	10	12
RELIGION	1	-	1	1	1	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.41	3.98	5.01	5.14	5.90		WVLK S75, S77, F78, S80
Income (millions)	.39	.67	1.00	1.03	.90		WLAP S76, S78
Nat Rev (millions)	.62	.25	.47	.64	.91		WKQQ-F S79, F79, F81
Rev per Cap (\$)	13.60	13.21	16.64	16.94	18.21		WLAP-F F80, S81, S82
Inc per Cap (\$)	1.56	2.21	3.32	3.38	2.77		
Nat Rev per Cap (\$)	2.46	.83	1.55	2.12	2.82		
Profit Margin (%)	11.5	16.7	19.9	19.9	15.2		

Highest Metro Share: WVLK (24.9, S75)
 Highest Metro 1/4 HR AVG: WLAP-F (91, S81)
 Highest TSA 1/4 HR AVG: WLAP-F (184, S81)
 Highest TSA Cume: WLAP-F (1965, S82)
 Highest Metro Cume Rating: WVLK (43.2, F78)

STATION NOTES

WTKC - WBLG until 79
 WFMI-F - WKDJ-F until 81
 WAXU-A-F - Simulcasted all rating periods
 WVLK-F - Changed to country in mid 82
 WAKY, WHAS - See Louisville
 WNCW-F - WBGR-F until 81
 MOR until 81
 Simulcast with WBGR until 79
 WLAP - Changed from Contemp to AC

LINCOLN

<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>					
		75	77	78	79	80	81	82		79	80	81	82
KFOR	(M)	17.4	17.5	18.2	17.6	14.9	14.9	12.5	KFOR	37.5	30.7	32.9	27.9
KFRX-F	(A)	2.6	5.5	5.8	6.5	7.0	7.2	12.5	KFRX-F	16.9	16.6	23.2	30.2
KLMS	(AC)	14.8	14.5	13.5	9.8	11.2	4.4	5.9	KLMS	30.0	23.3	17.7	19.6
KFMQ-F	(R)	15.2	16.0	14.6	20.0	11.6	16.9	11.8	KFMQ-F	30.1	24.0	25.0	24.6
KLIN	(M)	9.3	5.5	3.6	6.1	7.4	7.2	5.9	KLIN	19.8	19.3	18.4	18.2
KLIN-F	(E)	7.0	8.5	8.8	12.2	9.1	14.1	12.5	KLIN-F	17.3	15.1	23.5	19.6
KECK	(C)	5.6	6.5	5.8	5.7	9.9	2.8	4.7	KECK	12.3	14.3	----	8.0
KHAT-F	(AC)	----	----	----	1.2	5.4	7.2	7.8	KHAT-F	----	----	17.2	16.5
KSRD-F	(C)	----	----	----	----	----	2.0	3.9	KSRD-F	----	----	----	8.8
KFAB	(M)	8.9	10.0	4.7	6.5	5.8	7.6	5.5	KFAB	19.1	19.2	18.9	16.7
WOW	(AC)	5.9	5.0	6.9	3.7	5.8	3.6	2.0	WOW	18.6	22.6	16.7	15.8
KGOR-F	(R)	2.6	4.5	5.8	2.4	2.0	1.6	1.2	KGOR-F	9.0	9.0	---	7.7
KEZO-F	(A)	----	----	----	.8	2.9	2.4	3.5	KEZO-F	----	----	9.3	9.3

ONE RATING BOOK BOOK PER YEAR. MARKET NOT SURVEYED IN 1976.

	1975	1977	1978	1979	1980	1981	1982
APR (%)	18.4	12.9	17.1	15.5	15.3	15.2	15.4
FM Share (%)	33.77	38.66	42.64	46.72	41.22	56.54	60.42
CPM (\$)		4.93	4.30	5.04	6.18	5.19	6.10
Stations		13	14	14	14	17	17
Diaries					568	538	630

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	41	44	48	49	42	40
COUNTRY	9	9	6	11	7	13
MOR/AC	34	28	33	30	36	34
BTFL MUSIC	16	16	13	10	15	13

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.24	3.87	4.50	4.27	5.28		KFOR S75, S77, S78, S80, S82(T)
Income (millions)	.25	.41	.66	.47	.46		KFMQ-F S79, S81
Nat Rev (millions)	.59	.25	.45	.32	.55		KFRX-F S82(T)
Rev per Cap (\$)	20.21	20.70	23.76	22.68	26.91		KLIN-F S82(T)
Inc per Cap (\$)	1.54	2.19	3.49	2.51	2.33		
Nat Rev per Cap (\$)	3.66	1.33	2.38	1.69	2.81		
Profit Margin (%)	7.6	10.6	14.7	11.1	8.6		

Highest Metro Share: KFMQ-F (20.0, S79)
 Highest Metro 1/4 HR AVG: KFMQ-F (49, S79)
 Highest TSA 1/4 HR AVG: KFAB (73, S75)
 Highest TSA Cume: KFAB (878, S77)
 Highest Metro Cume Rating: KFOR (37.5, S79)

STATION NOTES

KFAB, WOW, KEZO-F - See Omaha
 KFRX-F - KFOR-F until 79
 BTFL until 82
 Rock until 81
 KLMS - Rock gradually shifting to AC

LITTLE ROCK

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	SPG 79	SPG 80	SPG 81	SPG 82	
KSSN-F	(C)	3.9	.5	2.3	2.1	12.8	16.0	19.9	18.0	KSSN-F	13.8	25.9	28.6	29.2
KOKY	(B)	7.8	7.5	11.5	3.9	13.1	10.0	12.1	15.1	KOKY	15.5	16.8	15.5	19.0
KKYK-F	(R)	11.7	6.1	5.8	11.8	6.6	8.0	9.2	10.7	KKYK-F	25.8	18.3	20.4	25.1
KEZQ-F	(E)	---	---	---	---	8.5	9.0	10.4	9.3	KEZQ-F	14.6	16.0	12.8	15.4
KARN	(I)	6.9	6.3	7.5	8.7	7.9	9.7	6.7	7.6	KARN	19.9	18.5	15.6	15.0
KLPQ-F	(R)	14.4	11.8	11.0	8.5	6.9	7.8	5.4	7.0	KLPQ-F	13.3	18.4	14.3	18.0
KLRA	(C)	14.0	12.5	13.8	10.7	10.8	10.7	7.6	6.2	KLRA	20.8	22.4	18.0	14.6
KLAZ-F	(AC)	5.7	16.6	22.0	17.4	14.3	11.7	6.7	5.0	KLAZ-F	29.0	26.9	18.7	18.5
KMJX-F	(A)	---	---	---	---	---	2.5	6.5	4.5	KMJX-F	----	----	9.2	12.6
KAAY	(AC)	8.2	8.8	10.3	13.3	8.0	6.8	5.5	4.5	KAAY	26.4	23.5	21.7	15.9
KXLR	(C)	6.2	8.2	5.8	3.7	2.8	2.1	2.6	1.2					
KITA	(G)	8.0	9.1	2.5	9.8	1.1	1.3	1.0	1.7					
KSOH	(G)	---	4.5	---	---	1.1	1.5	.3	.4					

TWO BOOKS PER YEAR AS OF 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.8	15.3	13.3	14.9	13.8	13.8	13.8	16.0
FM Share (%)	38.95	37.79	43.08	43.78	53.16	56.39	60.48	57.32
CPM (\$)			2.15	1.73	2.06	2.28	2.38	2.77
Stations			16	16	14	14	13	16
Diaries						699	716	835

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	47	43	37	36	23
COUNTRY	24	22	27	32	36	27
BLACK/URBAN	14	10	11	10	14	16
BTFL MUSIC	19	18	18	7	8	10
MOR/AC	1	-	-	9	-	11
NEWS/TALK	1	-	-	-	6	8
RELIGION	-	2	1	3	1	2
NOSTALGIA	-	-	-	-	-	4

FINANCIAL DATA

	1976	1977	1978	1979	1980	1981
Revenue (millions)	NA	6.1	6.4	6.4	7.3	
Income (millions)	NA	.4	.02	-.2	-.5	
Nat Rev (millions)	NA	.8	1.3	1.6	2.1	
Rev per Cap (\$)	NA	16.13	16.99	16.58	18.07	
Inc per Cap (\$)	NA	1.02	.06	-.59	-1.28	
Nat Rev per Cap (\$)	2.59	2.17	3.36	4.12	5.07	
Profit Margin (%)	NA	6.3	0.3	----	----	

#1 STATIONS, 12+ METRO SHARE

KLPQ-F	S75
KLAZ-F	S76, S77, S78, S79
KOKY	F79
KSSN	S80, F80, S81, F81, S82

Highest Metro Share:	KSSN-F (22.0, S81)	KLAZ-F (22.0, S77)
Highest Metro 1/4 HR AVG:	KSSN-F (97, S77)	
Highest TSA 1/4 HR AVG:	KSSN-F (311, S81)	
Highest TSA Cume:	KSSN-F (3034, F81)	
Highest Metro Cume Rating:	KSSN-F (29.2, S82)	

STATION NOTES

KSSN-F	: Was KMYO until 79	KOKY	: KALO until 78, KLAZ until 79
KITA	: KOKY until 79, Black until 78	KLPQ-F	: KEZQ until 79
KEZQ-F	: KGMR until 79, Country until 79	KLPQ-F	: BTFL until 79, AOR until 80
KLAZ-F	: Gradually changed from Rock to AC	KAAY	: Gradually changed to AC and then country in 1982

LOS ANGELES

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
										<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KABC	(NT)	8.5	7.5	6.8	7.6	7.5	7.0	8.3	6.7	KABC	18.6	14.2	19.2	15.6
KLOS-F	(A)	4.1	3.8	3.2	2.6	2.4	2.6	4.2	3.9	KLOS-F	8.4	8.2	11.9	11.7
KBIG-F	(E)	6.3	6.2	6.6	6.3	5.8	5.4	5.3	5.0	KBIG-F	11.7	11.1	13.0	11.2
KLAC	(C)	---	3.0	3.0	3.3	3.6	4.0	2.8	2.1	KLAC	6.9	10.4	8.5	6.7
KMET-F	(A)	---	2.7	2.8	4.3	5.8	4.3	4.6	4.0	KMET-F	11.7	12.4	13.7	11.1
KNX	(NT)	4.9	4.6	4.4	4.4	4.1	4.5	3.5	3.5	KNX	14.3	14.9	12.5	11.7
KNX-F	(AC)	---	3.5	3.4	2.9	2.5	3.0	2.7	2.2	KNX-F	6.4	7.9	7.5	6.8
KFI	(AC)	3.5	3.0	3.0	2.7	2.7	3.1	2.4	2.5	KFI	8.8	10.4	10.6	8.6
KOST-F	(E)	---	2.7	2.3	2.9	2.6	2.6	2.6	2.4	KOST-F	6.1	7.1	6.6	6.4
KFWB	(NT)	3.6	4.0	3.7	4.4	3.9	4.6	4.1	3.6	KFWB	15.6	15.2	15.3	14.3
KJOI-F	(E)	4.6	4.9	4.9	5.1	4.5	4.6	3.8	3.5	KJOI-F	10.4	9.9	8.8	8.7
KHJ	(C)	5.5	5.4	3.9	3.2	2.3	1.8	1.9	1.5	KHJ	9.0	8.9	6.7	5.5
KRTH-F	(AC)	---	2.1	3.0	2.8	3.6	3.4	3.1	3.2	KRTH-F	11.1	10.5	9.9	10.8
KMPC	(NT)	4.3	3.9	3.7	3.3	3.3	2.7	2.3	2.4	KMPC	12.0	9.2	8.8	9.1
KRLA	(R)	---	3.1	2.5	2.5	3.6	4.0	3.3	2.1	KRLA	9.0	9.7	10.0	7.7
KIIS-F	(R)	---	1.4	2.8	2.1	2.5	3.3	2.6	3.9	KIIS-F	6.9	10.7	10.1	12.8
KPRZ	(N)	---	---	---	1.0	.8	.2	.5	2.6	KPRZ	---	---	---	5.5
KIQQ-F	(R)	---	2.5	2.2	1.8	1.7	2.5	2.6	3.7	KIQQ-F	6.7	7.0	9.6	10.9
KTNQ	(SP)	---	---	2.1	2.3	2.0	1.7	2.2	1.9	KTNQ	9.4	---	---	3.7
KDAY	(B)	4.3	3.2	2.6	2.3	2.5	2.0	1.4	1.5	KDAY	---	---	---	4.6
KGFJ	(B)	---	---	---	.6	.9	.9	1.9	1.9	KGFJ	---	---	---	5.3
KHTZ-F	(AC)	---	---	---	1.3	1.6	2.6	3.0	3.5	KHTZ-F	---	6.4	8.7	11.2
KZLA-F	(C)	---	---	1.8	1.6	1.8	1.6	2.1	2.1	KZLA-F	---	---	---	4.8
KUTE-F	(B)	---	---	1.1	2.6	2.9	1.9	1.9	1.9	KUTE-F	7.4	6.4	---	7.2
KROQ-F	(A)	---	---	---	---	.9	1.7	2.1	3.7	KROQ-F	---	---	---	7.9
KZLA	(C)	---	2.0	---	.7	.7	.2	.3	.4	KZLA	---	---	---	1.6
KWKW	(SP)	---	1.0	1.4	1.4	1.2	1.0	1.8	1.3	KWKW	---	---	---	2.6
XTRA	(R)	---	---	---	1.1	1.1	1.0	2.0	1.5	XTRA	3.0	2.7	6.8	5.8
KFAC-F	(CL)	---	---	---	1.6	1.2	1.1	.9	1.0	KFAC-F	---	---	---	4.2
KWST-F	(R)	---	---	---	1.3	1.2	1.4	.4	1.3	KWST-F	---	---	7.7	6.3
KLVE-F	(SP)	---	---	---	1.7	1.5	.7	1.1	1.3	KLVE-F	---	---	---	3.0
KALI	(SP)	---	---	---	1.0	.8	1.8	1.8	1.2	KALI	---	---	---	3.1

FOUR BOOKS PER YEAR IN THIS MARKET

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	17.6	16.1	16.4	16.1	17.2	16.3	17.2	17.8
FM Share (%)	37.91	41.54	46.60	45.93	48.88	51.63	54.50	56.91
CPM (\$)			1.48	1.68	1.72	2.72	2.97	3.65
Stations			46	44	44	47	49	49
Diaries						3954	3925	3838

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	32	34	33	30	31	27
COUNTRY	5	4	4	5	7	7
MOR/AC	9	9	6	9	4	14
BTFL MUSIC	22	17	15	16	14	12
NEWS/TALK	17	19	18	17	20	18
BLACK/URBAN	7	8	13	13	13	10
SPANISH	5	4	7	5	6	7
CLASSICAL	2	3	2	1	2	1
RELIGION	-	2	-	2	2	1
NOSTALGIA	-	-	-	1	1	3

LOS ANGELES (con't)

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	82.7	97.3	112.1	116.7	147.2		KBIG-F F77, F79
Income (millions)	16.5	19.2	29.8	28.3	38.6		KABC All other rating periods
Nat Rev (millions)	29.4	30.0	47.3	52.0	66.8		
Rev per Cap (\$)	11.37	14.12	16.04	16.46	19.45		
Inc per Cap (\$)	2.27	2.79	4.27	3.99	5.10		
Nat Rev per Cap (\$)	4.05	4.36	6.76	7.33	8.83		
Profit Margin (%)	20.0	19.8	26.6	24.2	26.2		

Highest Metro Share:	KABC	(8.9, S79)
Highest Metro 1/4 HR AVG:	KABC	(1158, S81)
Highest TSA 1/4 HR AVG:	KABC	(1305, S81)
Highest TSA Cume:	KABC	(17203, S81)
Highest Metro Cume Rating:	KABC	(19.2, S81)

STATION NOTES

KGFJ	-	KKTT until 77
KPRZ	-	KIIS until 81 Contemp until about 79 Religion until 81
KZLA-F	-	KPOL-F until 78 BTFL until 79 Soft AOR until 80
KZLA	-	KPOL until 79 Changed to country about 80
KHJ	-	Rock until 80
KMPC	-	MOR until 80 Talk until 82 Changed to nostalgia in mid 82

LOUISVILLE

12+ METRO SHARE

12+ CUME RATING

		SPG								SPG				
		75	76	77	78	79	80	81	82	79	80	81	82	
WAKY	(O)	15.1	10.5	9.1	9.8	6.9	9.7	5.6	7.0	WAKY	27.0	23.6	17.9	22.9
WAVG	(M)	14.0	11.6	11.0	10.7	11.1	7.3	7.7	8.1	WAVG	28.6	21.8	20.4	21.2
WHAS	(M)	11.7	12.0	10.1	10.2	10.8	8.4	9.1	9.0	WHAS	29.2	25.6	24.6	28.7
WLOU	(B)	6.9	4.6	6.6	7.3	5.7	7.6	7.1	9.3	WLOU	9.1	10.4	10.2	11.9
WINN	(N)	6.7	7.9	6.7	7.2	6.5	5.5	3.5	3.3	WINN	11.7	15.1	11.9	7.8
WVEZ-F	(E)	5.8	7.7	8.2	7.1	9.6	10.3	9.9	8.4	WVEZ-F	11.3	17.8	16.7	14.6
WLRS-F	(A)	4.6	10.8	11.4	11.5	11.9	7.1	5.6	5.8	WLRS-F	22.6	15.6	16.3	16.8
WQMF-F	(A)	7.7	7.5	9.6	10.0	6.6	3.8	6.9	7.9	WQMF-F	21.7	12.7	14.7	18.5
WKJJ-F	(R)	---	4.3	---	5.0	6.8	9.2	7.8	6.3	WKJJ-F	8.5	20.2	18.3	21.0
WAMZ-F	(C)	---	---	5.1	5.4	6.3	10.3	9.3	7.3	WAMZ-F	12.4	15.4	17.4	16.8
WCII	(C)	11.7	10.0	7.5	6.8	5.9	4.6	7.6	7.2	WCII	21.1	16.7	16.7	16.3
WRKA-F	(AC)	---	---	---	---	---	3.4	8.0	9.6	WRKA-F	----	----	13.6	20.5

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.9	16.2	14.7	14.5	14.1	14.6	13.7	16.4
FM Share (%)	23.54	33.54	42.61	41.72	42.76	46.31	52.64	48.97
CPM (\$)			2.44	2.51	2.25	2.33	3.53	4.16
Stations			15	16	17	17	17	18
Diaries						1559	1135	1236

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	41	38	41	30	29	31
MOR/AC	23	24	27	28	24	26
BTFM MUSIC	12	15	10	12	11	9
BLACK	8	8	7	10	7	12
RELIGION	1	1	2	3	3	1
COUNTRY	13	13	13	18	20	17
NOSTALGIA	-	-	-	-	6	5

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	8.8	10.1	11.2	12.0	11.6		WRKA-F S82
Income (millions)	.4	.7	.9	.4	-1.1		WVEZ-F F81, S80, F79
Nat Rev (millions)	2.0	1.9	2.7	2.9	2.8		WAMZ-F S81, F80
Rev per Cap (\$)	12.09	11.34	12.66	13.45	12.69		WAVG S79, S78, S76, S77
Inc per Cap (\$)	.54	.74	1.07	.42	-1.25		WLRS-F F78, F76, F77
Nat Rev per Cap (\$)	2.70	2.15	3.06	3.31	3.05		WAKY S75
Profit Margin (%)	4.5	6.6	8.4	3.1	----		

Highest Metro Share: WAKY (15.1, S75)
 Highest Metro 1/4 HR AVG: WAVG (14.4, S76)
 Highest TSA 1/4 HR AVG: WHAS (23.9, F76)
 Highest TSA Cume: WHAS (4609, S76)
 Highest Metro Cume Rating: WAKY (30.5, F78)

STATION NOTES

WAKY : Contemp until 79 and then oldies in 82
 WKJJ-F : WCSN until 79. BTFM MUS until 79
 WCII : WKLO until 79. WKJJ-AM until 80. Contemp until 80
 WAVG : WAVE until 1981
 WQMF-F : WQHI-F until 81. Contemp until 81
 WINN : Country until 81 when it went Nostalgia. Country again in 82

LUBBOCK

12+ METRO SHARE

12+ CUME RATING

	<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
	75	76	77	78	79	80	81	SPG 82	79	80	81	82	
KLLL-F (C)	14.4	18.4	9.9	5.9	12.5	10.1	20.1	16.6	KLLL-F	19.6	18.0	34.6	30.7
KFMX-F (A)	5.3	6.6	7.3	7.8	6.3	7.0	12.3	12.1	KFMX-F	16.7	19.5	20.7	25.5
KSEL (R)	16.5	15.4	9.4	15.7	11.4	10.6	8.1	9.0	KSEL	29.9	25.1	22.1	23.8
KSEL-F (R)	4.1	7.5	2.6	10.6	10.0	15.4	12.5	9.3	KSEL-F	26.6	28.0	27.0	26.5
KTEZ-F (E)	5.8	13.6	9.9	11.8	12.9	12.8	10.5	8.3	KTEZ-F	16.0	21.5	17.7	16.9
KEND (C)	3.7	2.2	13.7	10.6	11.4	7.0	5.3	4.8	KEND	23.0	15.9	14.9	15.5
KFYO (C)	10.7	10.5	11.2	9.4	6.3	7.0	7.0	4.8	KFYO	16.4	18.1	18.1	13.1
KLFB (SP)	5.3	3.5	4.7	3.1	5.2	2.6	4.1	4.8	KLFB	----	----	----	6.9
KWAZ (?)	8.2	---	6.0	3.9	7.4	2.2	4.7	4.5	KWAZ	13.8	8.8	14.3	10.2
KKAM (N)	15.6	13.6	11.6	8.6	4.4	4.8	2.1	3.1	KKAM	20.5	16.2	10.6	7.2
KRUX-F (C)	---	---	---	---	---	---	---	9.7	KRUX-F	----	----	----	15.7
KRLB (N)	---	---	---	---	3.3	5.7	2.5	2.4	KRLB	6.3	10.1	7.6	5.9
KRLB-F (AC)	---	2.6	6.9	3.1	2.2	3.5	1.8	3.1	KRLB-F	---	----	----	8.7

TWO BOOKS PER YEAR BEGINNING IN 1981

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.0	14.4	14.2	15.3	16.0	13.7	14.9	16.6
FM Share (%)	34.67	41.94	38.29	42.56	47.45	55.61	59.43	63.37
CPM (\$)			2.57	1.93	2.07	2.82	2.28	2.81
Stations			12	13	13	13	12	15
Diaries						454	622	604

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	45	34	42	38	32
COUNTRY	36	25	33	29	38	32
MOR/AC	12	10	10	6	4	4
BTFM MUSIC	10	12	14	14	9	9
SPANISH	5	7	8	7	3	5
RELIGION	-	1	1	2	2	1
NOSTALGIA	-	-	-	-	-	6

<u>FINANCIAL DATA</u>	1976*	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.85	3.85	4.33	4.38	4.13		KSEL S75, S78
Income (millions)	.10	.36	.31	-.13	-.21		KLLL-F S76, S81, F81, S82
Nat Rev (millions)	.37	.42	.64	.65	.68		KEND S77
Rev per Cap (\$)	17.04	18.05	20.91	19.89	18.94		KTEZ-F S79
Inc per Cap (\$)	.63	1.68	1.52	-.59	-.97		KSEL-F S80
Nat Rev per Cap (\$)	2.19	1.97	3.08	2.94	3.12		
Profit Margin (%)	3.7	9.3	7.3	----	----		

Highest Metro Share:	KLLL-F (22.7, S81)
Highest Metro 1/4 HR AVG:	KLLL-F (58, S81)
Highest TSA 1/4 HR AVG:	KLLL-F (113, S81)
Highest TSA Cume:	KSEL (1147, S76)
Highest Metro Cume Rating:	KLLL-F (34.6, S81)

STATION NOTES

KWAZ	-	KLLL until 82 Country until 82
KFMX-F	-	KLBK-F until 81 BTFM until 77
KKAM	-	KLBK until 81 Rock until 81
KRLB-F	-	KWGO-F until about 81 Contemp until 78 Spanish until 81
KEND	-	News until 77
KFYO	-	MOR until 80

LYNCHBURG

12+ METRO SHARE

	78	79	80	81	82
WJJS-F (B)	21.9	23.6	22.2	13.8	13.8
WGOL-F (R)	5.7	11.2	5.3	10.1	9.7
WLVA (M)	22.4	18.6	16.4	9.4	7.4
WWOD (C)	7.3	13.0	9.4	8.2	6.7
WLLL (N)	6.8	4.3	2.3	1.9	4.7
WBRG (C)	4.7	3.7	.6	2.5	2.0
WKZZ-F (G)	4.2	1.2	1.8	1.9	1.0
WCNV-F (C)	---	---	---	4.4	10.4
WPVR-F (E)	8.3	6.8	11.1	14.5	9.7
WXLK-F (R)	1.6	4.3	11.7	12.6	13.4
WSLQ-F (A)	7.8	5.0	6.4	3.1	4.0

12+ CUME RATING

	79	80	81	82
WJJS-F	21.6	22.9	19.8	17.9
WGOL-F	21.7	13.4	17.1	17.8
WLVA	41.2	36.3	28.2	19.4
WWOD	16.2	13.0	10.8	9.7
WLLL	12.3	11.4	9.2	9.2
WBRG	10.7	7.2	---	5.1
WKZZ-F	---	---	---	4.2
WCNV-F	---	---	9.8	13.7
WPVR-F	14.2	19.5	19.3	19.0
WXLK-F	7.6	20.6	25.8	24.0
WSLQ-F	13.0	12.8	10.5	10.3

ONE RATING BOOK PER YEAR

	1978	1979	1980	1981	1982
APR (%)	15.4	12.8	13.5	12.2	17.8
FM Share (%)	53.04	55.63	65.04	69.66	71.99
CPM (\$)	3.11	3.82	5.01	5.30	3.96
Stations	15	12	15	16	21
Diaries			571	536	665

FORMAT SHARES (%)

ROCK/AOR/CONT	29	23	25	28	30
COUNTRY	20	19	17	24	26
MOR/AC	24	20	23	13	9
BTFM MUSIC	12	13	12	16	11
BLACK/URBAN	10	25	23	15	15
RELIGION	4	-	1	3	1
NOSTALGIA	-	-	-	-	5

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#/1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.27	1.47	1.86	2.21	2.20		WLVA S78
Income (millions)	-.08	-.18	-.16	-.20	-.49		WJJS-F S79, S80, S82
Nat Rev (millions)	.17	.13	.33	.25	.54		WPVR-F S81
Rev per Cap (\$)	10.20	9.82	12.30	14.27	14.06		
Inc per Cap (\$)	-.63	-1.22	-1.03	-1.29	-3.11		
Nat Rev per Cap (\$)	1.38	.85	2.18	1.64	3.46		
Profit Margin (%)	----	----	----	----	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WJJS-F (23.6, S79)
Highest Metro 1/4 HR AVG:	WJJS-F (41, S82)
Highest TSA 1/4 HR AVG:	WXLK-F (53, S82)
Highest TSA Cume:	WLVA (641, S78)
Highest Metro Cume Rating:	WLVA (41.2, S79)

STATION NOTES

WPVR-F, WXLK-F, WSLQ-F	- See Roanoke
WKZZ-F	- WWOD-F until 80
WCNV-F	- Simulcast with WAMV in 82
WJJS-F	- Rock in 78
WGOL-F	- Country in 1978
WLLL	- Contemp/AC until about 81

MACON

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
										SPG	SPG	SPG	SPG	
										79	80	81	82	
WMAZ	(M)	22.2	17.6	14.9	18.6	13.2	15.2	10.7	9.6	WMAZ	32.1	28.0	26.0	27.5
WMAZ-F	(R)	9.3	16.8	14.9	17.5	16.9	20.1	16.4	16.0	WMAZ-F	37.4	36.4	35.0	36.7
WDEN-F	(C)	13.1	11.4	8.1	9.5	8.8	12.3	11.4	14.0	WDEN-F	15.8	18.2	18.7	24.5
WIBB	(B)	14.1	17.9	12.3	8.4	8.8	5.6	10.0	12.4	WIBB	17.6	13.1	16.8	21.4
WDDO	(B)	---	1.8	17.2	6.0	14.6	4.8	13.9	9.4	WDDO	20.7	15.2	22.4	20.4
WPGA-F	(B)	.7	---	---	.7	---	6.3	2.5	11.3	WPGA-F	--	11.0	9.6	19.5
WRBN-F	(R)	6.3	3.6	2.6	3.5	5.8	4.5	4.3	3.9	WRBN-F	12.5	12.8	---	10.6
WPEZ-F	(E)	11.9	8.6	6.8	9.1	8.1	11.9	14.6	9.1	WPEZ-F	13.8	17.9	22.6	17.2
WNEX	(R)	7.0	6.5	6.5	5.6	5.1	3.0	3.9	1.4	WNEX	18.8	10.9	11.6	

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.7	14.4	15.8	14.9	15.3	13.5	13.7	17.3
FM Share (%)	33.03	43.08	38.49	50.37	47.23	61.00	55.51	63.37
CPM (\$)			1.74	1.86	2.07	2.54	3.38	3.45
Stations			14	15	12	16	15	15
Diaries						534	600	722

FORMAT SHARES (%)

BLACK	33	20	28	12	28	35
ROCK/AOR/CONTEMP	30	34	32	38	29	26
MOR/AC	17	20	14	16	11	12
COUNTRY	13	15	11	15	13	15
BTFM MUSIC	7	11	9	12	16	10
RELIGION	-	--	6	7	3	2
NOSTALGIA	-	--	-	-	-	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	NM	NM	3.0	2.8	3.4		WMAZ S75, S78
Income (millions)	NM	NM	.22	.24	.04		WIBB S76
Nat Rev (millions)	.43	.38	.64	.49	.78		WDDO S77
Rev per Cap (\$)	NM	NM	12.10	10.89	13.20		WMAZ-F S79, S80, S81, S82
Inc per Cap (\$)	NM	NM	.89	.90	.15		
Nat Rev per Cap (\$)	2.25	1.56	2.57	1.87	3.02		
Profit Margin (%)	NM	NM	7.4	8.3	1.1		

Highest Metro Share:	WMAZ	(22.2, S75)
Highest Metro 1/4 HR AVG:	WMAZ-F	(58, S82)
Highest TSA 1/4 HR AVG:	WMAZ-F	(126, S82)
Highest TSA Cume:	WMAZ-F	(1712, S82)
Highest Metro Cume Rating:	WMAZ-F	(37.4, S79)

STATION NOTES

WDEN	: Simulcast until 78
WPEZ-F	: WCRY-F until 81
WDDO	: WCRY until 77
WPGA-F	: MOR until approx 1980

MADISON

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
WIBA	(M)	15.4	10.9	16.3	11.2	12.7	10.3	11.7	8.8	WIBA	27.4	21.3	29.4	26.2
WIBA-F	(A)	4.3	6.4	5.2	7.3	7.4	3.5	10.6	11.6	WIBA-F	12.9	10.9	26.4	35.1
WTSO	(C)	10.6	16.4	17.5	12.6	18.0	15.5	13.0	9.2	WTSO	28.3	24.5	26.8	20.2
WZEE-F	(R)	5.9	10.9	11.4	13.6	7.4	9.3	10.1	10.6	WZEE-F	21.7	28.2	26.2	31.5
WISM	(R)	14.1	12.6	11.6	8.4	10.4	8.0	6.6	4.7	WISM	31.5	27.2	23.9	20.2
WISM-F	(AC)	6.9	8.1	6.2	6.3	4.6	10.3	7.7	6.7	WISM-F	18.4	25.4	26.6	22.9
WLVE-F	(E)	9.3	4.8	3.5	5.2	6.7	9.0	8.0	6.9	WLVE-F	16.6	15.9	16.5	16.7
WMAD-F	(A)	3.7	2.1	1.5	8.4	8.1	10.3	5.8	6.3	WMAD-F	20.2	21.0	16.4	15.9
WWQM-F	(C)	11.2	3.6	4.0	3.5	3.2	4.3	5.3	6.7	WWQM-F	-----	15.9	-----	16.7
WWQM	(C)	---	4.0	5.7	1.9	3.9	.8	---	.4	WWQM	-----	-----	-----	2.0
WERU	(N)	---	---	---	---	---	---	---	10.4	WERU	-----	-----	-----	11.3

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.8	16.6	15.6	15.9	16.4	14.6	16.5	17.7
FM Share (%)	43.93	42.66	39.06	56.75	44.44	58.00	61.52	59.18
CPM (\$)			2.28	2.67	2.52	3.37	3.11	2.80
Stations			17	16	16	15	15	14
Diaries						742	677	663

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	50	47	40	39	42
COUNTRY	25	15	21	19	25	20
MOR/AC	20	22	22	25	24	16
BTFM MUSIC	13	9	9	13	13	9
RELIGION	2	2	1	2	-	-
NEWS/TALK	1	2	1	1	-	-
NOSTALGIA	-	-	-	-	-	12

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.46	4.72	5.71	5.91	6.27		WIBA S75, F81
Income (millions)	.70	1.22	1.34	1.22	.86		WTSO S76, S77, S79, S80, S81
Nat Rev (millions)	.60	.66	.98	.78	1.06		WZEE-F S78
Rev per Cap (\$)	12.86	14.94	17.63	18.41	19.10		WIBA-F S82
Inc per Cap (\$)	2.61	3.87	4.12	3.74	2.63		
Nat Rev per Cap (\$)	2.22	2.10	3.02	2.40	3.23		
Profit Margin (%)	20.3	25.9	23.4	20.6	13.8		

Highest Metro Share:	WTSO	(18.0, S79)
Highest Metro 1/4 HR AVG:	WTSO	(78, S79)
Highest TSA 1/4 HR AVG:	WZEE-F	(130, S81)
Highest TSA Cume:	WZEE-F	(1908, S82)
Highest Metro Cume Rating:	WIBA-F	(35.1, S82)

STATION NOTES

WMAD-F	-	WYXE-F until 80
WWQM-F	-	WMAD-F until 78 Country until 78 Rock until 81
WWQM	-	Contemp until about 80
WISM-F	-	Contemp shifting to AC

MANCHESTER

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WZID-F	(E)	10.5	8.4	13.7	9.7	8.7	10.1	11.1	14.8	WZID-F	19.2	18.1	22.8	19.4
WGIR	(M)	19.8	18.9	10.0	15.9	16.8	10.6	12.4	9.1	WGIR	34.6	28.3	30.3	32.1
WGIR-F	(A)	----	---	4.2	3.4	4.0	5.0	4.0	14.0	WGIR-F	14.8	16.3	15.7	35.1
WKBR	(AC)	15.8	15.7	14.7	11.1	11.0	9.0	10.2	9.1	WKBR	25.5	24.6	25.7	22.9
WFEA	(R)	11.1	8.9	11.1	10.6	11.0	14.1	11.6	8.2	WFEA	32.7	29.0	29.3	24.8
WOKQ-F	(C)	---	---	---	1.4	4.0	3.0	5.8	2.5	WOKQ-F	----	8.9	11.3	9.2
WCGY-F	(M)	4.1	5.2	6.3	5.8	6.9	3.5	1.3	.8	WCGY-F	17.1	12.0	----	4.1
WBZ	(M)	2.9	3.7	5.3	4.3	3.5	3.0	3.1	4.1	WBZ	12.1	15.8	15.0	12.7
WRKO	(NT)	6.4	6.3	6.8	1.9	3.5	1.5	1.3	1.2	WRKO	13.7	11.3	----	5.4
WJIB-F	(E)	5.3	2.1	1.6	3.9	1.7	1.0	4.0	---	WJIB-F	----	----	----	----
WSSH-F	(M)	2.3	4.7	5.3	1.9	2.3	5.0	2.7	3.7	WSSH-F	7.0	11.7	----	9.7
WVBF-F	(R)	2.3	2.1	1.6	4.3	2.9	5.5	3.1	2.9	WVBF-F	----	----	9.2	6.3
WCOZ-F	(A)	---	3.2	3.2	5.3	5.8	3.5	7.6	7.0	WCOZ-F	10.3	----	18.8	19.7
WBCN-F	(A)	---	---	---	---	2.9	2.5	2.7	2.9	WBCN-F	----	----	----	7.3
WROR-F	(AC)	3.5	3.7	2.6	3.9	2.9	3.5	3.1	1.2	WROR-F	----	----	9.3	7.3

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.3	16.2	15.9	16.8	14.0	15.0	16.3	17.3
FM Share (%)	47.83	46.20	49.44	52.55	49.68	58.82	58.17	61.47
CPM (\$)			4.69	4.61	6.22	6.70	7.94	4.92
Stations			20	21	19	24	22	26
Diaries						519	565	534

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	57	43	45	50	40	42
COUNTRY	1	3	5	3	6	3
MOR/AC	16	33	34	24	32	36
BTFL MUSIC	24	20	15	21	20	17
NEWS/TALK	-	1	-	1	-	2

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.36	1.89	2.54	2.45	3.30		WGIR S75, S76, S78, S79,
Income (millions)	.07	.003	.07	-.08	-.18		S81
Nat Rev (millions)	.25	.37	.44	.49	.67		WKBR S77
Rev per Cap (\$)	11.01	12.25	16.14	15.21	20.08		WFEA S80
Inc per Cap (\$)	.59	.02	.43	-.47	-1.11		WZID-F S82
Nat Rev per Cap (\$)	2.02	2.42	2.83	3.05	4.10		
Profit Margin (%)	5.4	0.2	2.7	----	----		

Highest Metro Share: WGIR+ (19.8, S75)
 Highest Metro 1/4 HR AVG: WZID-F (36, S82), WGIR+ (36, S76)
 Highest TSA 1/4 HR AVG: WGIR-F (84, S82)
 Highest TSA Cume: WGIR-F (1043, S82)
 Highest Metro Cume Rating: WGIR-F (35.1, S82)

STATION NOTES

All stations following and including WCGY-F - See Boston
 WGIR A/F - Simulcast in 75-76
 WKBR - Change from rock to AC
 WGIR-F - Soft rock until about 80

McALLEN-BROWNSVILLE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>												
		75	76	77	78	79	80	81	82	79	80	81	82	
KGBT	(SP)	29.7	33.0	31.9	32.2	38.7	34.8	28.4	29.1	KGBT	45.8	37.8	37.0	28.8
KRGV	(R)	14.5	19.3	21.5	16.1	8.7	7.1	6.9	9.8	KRGV	25.5	17.7	16.1	20.9
KRIO	(R)	12.9	19.2	9.8	16.5	8.7	9.4	6.4	6.7	KRIO	31.6	26.2	18.4	14.0
KBFM-F	(R)	3.3	4.2	5.5	3.3	11.3	15.4	15.2	15.2	KBFM-F	22.7	25.8	25.9	24.9
KIWW-F	(SP)	---	---	3.1	1.7	3.9	3.5	4.5	11.3	KIWW-F	----	5.0	4.4	20.2
KVLY-F	(E)	5.9	1.1	1.8	2.1	1.1	1.2	2.3	2.0	KVLY-F	----	----	3.3	4.3
KELT-F	(C)	4.3	2.3	3.8	3.5	5.0	4.7	7.1	5.7	KELT-F	9.2	9.3	15.3	11.8
KRIX-F	(R)	---	---	---	4.6	3.0	3.5	1.9	3.5	KRIX-F	7.4	11.1	4.8	9.1
KBOR	(R)	---	---	---	---	2.0	3.5	5.7	2.2	KBOR	6.5	9.2	11.2	7.7
KQXX-F	(SP)	2.7	---	---	---	1.1	1.2	1.6	1.6	KQXX-F	---	---	---	3.3
KIRT	(SP)	5.9	2.9	4.0	4.0	1.7	2.3	1.1	1.3	KIRT	4.2	---	---	3.4
KDUV-F	(E)	---	3.3	2.0	2.1	3.1	3.0	2.4	1.3	KDUV-F	9.7	5.8	---	4.5
KSOX	(C)	3.9	1.1	2.4	3.1	1.3	2.0	2.6	1.3	KSOX	8.2	5.1	7.3	4.7
KURV	(?)	1.4	1.3	---	---	1.5	1.5	2.2	---	KURV	---	---	---	---

TWO BOOKS PER YEAR BEGINNING IN 1980

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	18.2	18.1	14.5	15.5	16.8	19.5	17.6	18.0
FM Share (%)	20.61	13.25	19.42	19.55	31.30	39.02	34.99	44.50
CPM (\$)			2.01	1.92	1.75	2.02	1.95	2.15
Stations			15	14	14	15	16	15
Diaries						479	906	649

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	44	37	38	41	41
COUNTRY	7	7	7	6	12	8
MOR/AC	1	-	-	-	1	-
BTFM MUSIC	4	5	5	5	5	4
SPANISH	43	41	48	48	41	48
NEWS/TALK	1	2	2	3	1	-

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.97	2.09	2.08	4.33	5.56		KGBT All rating periods
Income (millions)	-.08	-.18	-.11	.15	-.20		
Nat Rev (millions)	.26	.18	.27	1.17	1.51		
Rev per Cap (\$)	6.36	8.18	8.54	10.17	10.68		
Inc per Cap (\$)	-.25	-.72	-.46	.36	-.36		
Nat Rev per Cap (\$)	.84	.72	1.09	2.74	2.90		
Profit Margin (%)	----	----	----	3.5	----		

Data prior to 1979 is for McAllen only.

Highest Metro Share:	KGBT	(38.7, S79)
Highest Metro 1/4 HR AVG:	KGBT	(228, F81)
Highest TSA 1/4 HR AVG:	KGBT	(242, F81)
Highest TSA Cume:	KGBT	(1589, S79)
Highest Metro Cume Rating:	KGBT	(45.8, S79)

STATION NOTES

KVLY-F - KESI-F until 80
 KIWW-F - KMBS-F until 78

MEDFORD

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KYJC	(R)	26.3	30.8	28.9	21.8	17.8	20.1	15.5	18.9	KYJC	36.3	35.5	34.3	40.0
KBOY+	(R)	9.5	8.3	15.7	21.0	15.1	16.9	16.8	17.9	KBOY+	24.1	33.3	35.1	37.2
KTMT-F	(E)	7.3	10.8	12.5	10.9	22.4	22.1	18.7	14.3	KTMT-F	30.4	29.1	26.8	21.8
KHUG	(C)	---	---	5.5	3.4	3.3	3.9	6.5	7.7	KHUG	----	6.8	8.9	7.0
KCMX	(C)	13.1	9.2	13.3	12.9	9.9	12.3	11.6	4.6	KCMX	24.7	22.8	20.9	14.8
KCMX-F	(E)	----	----	----	----	5.9	5.8	3.2	6.6	KCMX-F	15.0	13.0	9.1	9.5
KMED	(M)	17.5	18.3	9.4	10.9	6.6	7.8	9.0	5.6	KMED	17.5	20.2	22.1	18.1
KRWQ-F	(C)	---	---	---	---	---	---	5.2	7.1	KRWQ-F	----	----	13.1	14.6
KDOV	(G)	5.1	3.3	---	3.4	2.0	1.9	3.2	3.1	KDOV	----	----	----	6.4
KISD	(M)	10.9	5.8	7.8	8.2	5.3	5.2	2.6	3.1	KISD	11.2	10.7	7.5	7.2
KAJO	(M)	2.9	3.3	.8	1.4	1.3	---	1.9	1.5	KAJO	2.5	---	3.0	3.6

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.4	12.9	13.5	14.6	15.4	14.5	13.9	17.0
FM Share (%)	12.87	14.82	19.67	20.57	36.36	38.00	37.41	42.78
CPM (\$)			2.39	2.26	1.95	3.13	3.37	2.72
Stations			11	11	13	12	13	14
Diaries						599	518	574

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	47	45	44	45	38	41
COUNTRY	22	22	16	18	25	21
MOR/AC	12	13	8	12	14	12
BTFM MUSIC	19	15	27	23	20	22
NEWS/TALK	1	2	2	1	-	1
RELIGION	-	4	2	2	3	3

<u>FINANCIAL DATA</u>	<u>1976*</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.18	1.33	1.74	NA	2.07		KYJC S75, S76, S77, S78, S82
Income (millions)	.11	.07	-.11	NA	-.37		KTMT-F S79, S80, S81
Nat Rev (millions)	.15	.19	.21	NA	.28		
Rev per Cap (\$)	11.09	10.78	13.66	NA	14.98		
Inc per Cap (\$)	1.13	.59	-.87	NA	-2.69		
Nat Rev per Cap (\$)	1.44	1.54	1.64	NA	1.99		
Profit Margin (%)	10.2	5.5	----	NA	----		

Highest Metro Share: KYJC (30.8, S76)
 Highest Metro 1/4 HR AVG: Several stations (37)
 Highest TSA 1/4 HR AVG: KTMT-F (51, S82)
 Highest TSA Cume: KTMT-F (531, S80)
 Highest Metro Cume Rating: KYJC (40.0, S82)

STATION NOTES

KBOY A/F - Simulcast all years
 KISD - KSHA until 81
 Country until 81
 KHUG - KRVB until 81
 Btfl until about 80
 KCMX-F - KKIC-F until 81
 Contemp until 82

MELBOURNE-TITUSVILLE-COCOA

	<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
	75	76	77	78	79	80	81	82	79	80	81	82	
WCKS-F (R)	7.3	9.6	21.8	18.6	25.8	20.1	15.7	18.4	WCKS-F	40.7	33.3	35.0	35.3
WYRL-F (C)	4.7	7.8	4.2	6.0	2.7	6.5	5.6	10.3	WYRL-F	-----	10.7	12.4	13.6
WRKT-F (C)	---	5.1	---	---	1.0	---	3.1	8.9	WRKT-F	-----	-----	10.8	14.0
WMEL (AC)	8.3	6.5	4.9	5.0	6.5	3.9	9.0	4.7	WMEL	15.2	15.1	16.1	12.5
WEZY-F (E)	13.3	6.5	9.5	6.6	5.8	6.5	4.5	4.5	WEZY-F	11.6	11.0	8.8	9.4
WLLV-F (E)	5.7	5.5	3.9	4.0	5.2	7.2	4.2	4.2	WLLV-F	7.7	8.0	---	8.7
WAMT (N)	---	8.6	8.1	4.7	2.4	3.6	2.5	3.9	WAMT	14.4	13.6	9.3	10.2
WMMB (M)	4.7	5.1	5.3	---	1.7	.7	3.9	2.2	WMMB	7.4	---	9.1	7.5
WKKO (M)	6.3	2.7	2.1	5.0	1.4	1.1	1.1	1.1	WKKO	---	8.0	---	4.3
WRKT (C)	9.3	4.4	3.9	---	.7	---	---	2.0	WRKT	---	---	---	7.8
WTAI (C)	7.0	8.6	---	---	1.7	3.9	1.7	.6	WTAI	---	---	---	2.1
WCWR (C)	---	---	---	4.3	4.5	3.6	2.2	.8	WCWR	8.6	7.3	---	2.2
WDIZ-F (A)	4.7	5.1	5.3	9.6	11.3	10.0	18.5	12.8	WDIZ-F	14.8	17.1	26.6	23.3
WDBO-F (E)	---	12.3	13.0	12.3	11.3	14.3	11.8	6.7	WDBO-F	17.1	22.2	17.5	12.9

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.0	14.2	13.9	14.8	14.4	13.2	15.4	15.0
FM Share (%)	52.99	62.22	70.43	71.75	76.10	77.02	75.39	80.92
CPM (\$)			3.50	3.54	3.17	4.12	4.26	3.79
Stations			17	17	20	17	19	22
Diaries						507	538	641

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	47	47	40	45	40
COUNTRY	8	7	13	19	12	27
MOR/AC	26	12	13	10	20	10
BTFM MUSIC	28	34	28	32	24	17
NOSTALGIA	-	-	-	-	-	4
RELIGION	-	-	-	-	-	2

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.56	1.40	2.31	2.11	2.65		WEZY-F S75
Income (millions)	-.23	-.27	-.30	-.16	-.31		WDBO-F S76
Nat Rev (millions)	.23	.26	.63	.68	.57		WCKS-F S77, S78, S79, S80, S82
Rev per Cap (\$)	7.67	5.93	9.78	8.18	9.39		WDIZ-F S81
Inc per Cap (\$)	-1.12	-1.15	-1.26	-.60	-1.08		
Nat Rev per Cap (\$)	1.11	1.09	2.65	2.62	2.01		
Profit Margin (\$)	-----	-----	-----	-----	-----		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share: WCKS-F (25.8, S79)
 Highest Metro 1/4 HR AVG: WCKS-F (75, S79)
 Highest TSA 1/4 HR AVG: WCKS-F (75, S79)
 Highest TSA Cume: WCKS-F (843, S81)
 Highest Metro Cume Rating: WCKS-F (40.7, S79)

STATION NOTES

WDBO-F, WDIZ-F - See Orlando
 WAMT - WRMF until 80
 Simulcast 76-77
 MOR until 82
 WLLV-F - WTAI-F until 79
 Contemp until 79
 WRKT-F - BTFM until 78
 Contemp until 81
 WEZY-F - Contemp until 77
 WMMB - BTFM until 77

MORE STATION NOTES

WRKT - WRKT until about 78; WMOD until around 81;
 Simulcast with WRKT-F during 81; Contemp
 until around 81.

MEMPHIS

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WMC	(C)	11.3	12.4	10.4	12.5	11.4	10.3	9.9	7.2	WMC	24.9	21.6	20.5	17.3
WMC-F	(R)	11.0	7.6	4.9	6.7	10.3	8.4	9.7	10.2	WMC-F	23.7	20.9	22.6	24.8
WHBQ	(O)	9.8	11.3	13.0	11.5	7.2	4.3	4.1	2.1	WHBQ	26.6	14.7	14.4	10.4
WMPS	(C)	15.7	7.6	5.6	4.6	5.1	3.9	5.5	3.1	WMPS	11.8	10.7	11.0	10.4
WHRK-F	(B)	---	1.8	4.8	6.3	8.2	11.9	13.2	8.9	WHRK-F	16.9	19.6	17.4	20.7
WDIA	(B)	12.1	16.8	13.0	9.3	7.7	7.3	6.5	8.3	WDIA	23.3	19.9	14.7	23.8
WRVR-F	(AC)	3.3	4.4	5.6	5.0	5.7	5.5	6.6	8.3	WRVR-F	15.0	13.0	16.1	17.7
WEZI-F	(E)	8.5	10.3	10.9	10.4	10.7	11.3	11.0	7.7	WEZI-F	17.9	18.8	15.7	18.0
WLOK	(B)	5.2	6.3	8.8	6.7	7.2	5.7	5.1	5.0	WLOK	16.7	16.6	13.2	18.0
WZXR-F	(A)	---	1.8	3.8	7.0	8.1	11.8	10.1	10.7	WZXR-F	11.0	14.4	14.3	19.1
WREC	(N)	6.2	5.6	5.1	6.4	3.9	4.4	3.3	4.9	WREC	12.5	12.4	10.1	10.6
WLVS-F	(C)	---	---	---	2.2	2.2	4.3	4.7	3.8	WLVS-F	----	----	----	9.2
KWAM	(G)	3.6	3.5	2.7	2.7	3.1	2.2	1.4	3.8	KWAM	----	----	----	5.6
KWAM-F	(B)	---	---	---	1.5	2.3	1.7	1.6	8.3	KWAM-F	5.3	----	----	19.1
WVEE	(NT)	---	3.0	2.0	2.4	3.0	2.5	1.7	1.4	WVEE	----	----	----	2.3

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.3	15.7	12.0	13.8	15.1	13.7	12.6	16.9
FM Share (%)	27.94	26.86	34.58	37.75	45.92	56.18	56.73	60.10
CPM (\$)			3.23	3.15	3.32	4.16	3.92	3.82
Stations			16	16	18	15	17	19
Diaries						857	1082	1229

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	31	34	30	29	22
COUNTRY	14	21	20	14	25	15
MOR/AC	5	8	4	5	8	12
BTFL MUSIC	12	9	11	11	11	8
BLACK/URBAN	25	25	24	29	21	32
NEWS/TALK	3	2	3	3	2	2
RELIGION	3	4	4	5	4	6

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	8.61	10.32	11.82	13.33	13.09		WMPS S75
Income (millions)	1.04	1.17	1.05	1.36	.01		WDIA S76, F76, F77
Nat Rev (millions)	2.64	2.59	3.35	3.93	4.70		WHBQ S77
Rev per Cap (\$)	12.12	11.66	13.20	14.86	14.09		WMC S78, F78(T), S79
Inc per Cap (\$)	1.47	1.32	1.17	1.52	.11		WEZI-F F78(T), F79
Nat Rev per Cap (\$)	3.72	2.93	3.74	4.38	5.06		
Profit Margin (%)	12.1	11.3	8.9	10.2	0.8		

Highest Metro Share:	WDIA	(17.1, S76)
Highest Metro 1/4 HR AVG:	WDIA	(185, S76)
Highest TSA 1/4 HR AVG:	WHRK-F	(268, F81)
Highest TSA Cume:	WHBQ	(5316, F76)
Highest Metro Cume Rating:	WHBQ	(31.5, F77)

STATION NOTES

WHRK-F	-	WMPC-F until 77 Classical (?) until 77
WRVR-F	-	WQUD-F
WHBQ	-	Rock changing to AC and eventually oldies in 81
WZXR-F	-	BTFL until 76 Country until 77
WREC	-	MOR until 82
KWAM-F	-	Gospel/Black until 82

MIAMI

(1982 figures are for Miami and Ft. Lauderdale combined)

		<u>12+ METRO SHARE</u>								<u>12+ METRO CUME</u>				
		SPG							SPG					
		75	76	77	78	79	80	81	82	79	80	81	82	
WLYF-F (E)		4.8	6.3	4.3	4.2	5.0	2.8	3.0	6.9	WLYF-F	11.7	6.8	8.1	14.6
WRHC (SP)		---	.8	2.3	3.3	5.8	10.1	11.8	6.4	WRHC	----	----	----	5.5
WHYI-F (R)		6.2	6.4	6.6	7.5	5.8	7.0	5.7	6.0	WHYI-F	20.0	17.7	17.8	20.2
WINZ (NT)		---	4.3	4.8	4.4	4.5	4.5	4.1	5.0	WINZ	13.5	11.4	11.4	16.6
WINZ-F (R)		---	2.9	3.6	3.2	3.3	2.7	6.7	5.4	WINZ-F	----	7.8	18.6	18.1
WNWS (NT)		---	---	---	1.2	2.1	4.3	5.4	4.7	WNWS	3.6	9.9	9.1	11.7
WQBA (SP)		14.5	15.1	15.2	11.8	9.9	6.7	7.0	4.3	WQBA	13.1	10.9	11.1	7.4
WQBA-F (SP)		---	---	---	---	3.0	3.1	2.4	2.0	WQBA-F	----	----	----	5.7
WYOR-F (E)		---	4.8	3.4	6.6	4.3	5.0	3.5	4.4	WYOR-F	10.4	8.7	----	10.4
WSHE-F (A)		3.6	---	---	1.3	1.6	2.1	2.9	4.4	WSHE-F	----	6.2	6.4	10.9
WEDR-F (B)		---	3.6	3.9	3.9	5.0	4.9	5.9	4.0	WEDR-F	---	----	----	7.4
WAXY-F (AC)		---	---	---	1.3	2.3	2.3	2.2	3.7	WAXY-F	8.3	8.0	7.3	11.0
WAIA-F (AC)		---	---	---	2.0	2.6	3.0	1.9	3.4	WAIA-F	6.6	7.5	6.5	9.7
WCMQ (SP)		5.5	3.2	6.5	6.7	6.1	2.8	4.5	3.0	WCMQ	---	---	---	3.2
WCMQ-F (SP)		5.7	4.5	6.3	4.3	6.7	4.4	5.9	3.6	WCMQ-F	---	---	---	5.6
WIOD (M)		6.0	3.8	3.2	3.5	3.5	3.0	3.1	3.1	WIOD	6.9	11.2	8.1	11.0
WQAM (C)		5.4	5.0	3.5	3.7	1.9	3.4	2.4	1.6	WQAM	9.5	10.9	9.5	5.9
WGBS (M)		---	3.8	---	1.8	1.9	1.6	1.9	1.0	WGBS	8.0	5.9	7.9	5.7
WHTT (B)		3.8	---	---	2.7	2.3	2.4	3.1	1.0	WHTT	---	---	---	2.5
WKAT (N)		---	3.0	4.2	3.2	2.7	1.7	1.5	.9	WKAT	---	---	---	3.3
WVCG (O)		5.7	4.1	3.4	3.6	3.3	2.3	2.5	1.2	WVCG	---	---	---	3.9
WOCN (SP)		---	---	2.0	3.2	2.3	3.1	1.5	1.6	WOCN	---	---	---	3.7
WTMI-F (CL)		---	---	---	2.6	1.8	2.6	1.7	1.7	WTMI-F	---	---	---	4.5
WWJF-F (AC)		---	---	---	2.0	.3	.7	1.2	2.9	WWJF-F	10.3	---	---	6.5
WWWL-F (AC)		---	---	---	1.8	2.7	3.7	2.3	1.9	WWWL-F	7.4	9.3	7.5	7.1
WCKO-F (A)		---	---	---	.7	.6	.9	1.0	2.3	WCKO-F	---	---	4.0	8.7
WLQY (N)		---	---	---	---	---	---	.4	2.0	WLQY	---	---	---	4.5
WKQS-F (C)		---	---	---	.9	1.7	1.2	.9	2.5	WKQS-F	4.3	3.8	2.8	8.0

TWO BOOKS PER YEAR

MIAMI AND FT. LAUDERDALE CONSOLIDATED INTO ONE REPORT IN 1982. ALL 1982 FIGURES REFLECT THAT CONSOLIDATION.

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.9	16.8	17.7	18.3	18.7	16.7	18.7	20.2
FM Share (%)	38.43	44.34	44.33	49.40	51.86	52.80	48.51	57.60
CPM (\$)			2.15	2.14	2.36	3.36	3.15	2.69
Stations			29	28	28	29	28	33
Diaries						1434	1407	2579

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	33	28	23	25	22	21
COUNTRY	3	3	3	4	3	4
MOR/AC	9	8	6	8	8	16
BTFM MUSIC	12	16	15	14	12	12
SPANISH	25	30	28	31	36	22
NEWS/TALK	9	6	14	10	11	10
BLACK/URBAN	6	6	9	7	6	8
CLASSICAL	2	2	2	2	2	2
NOSTALGIA	-	-	-	-	2	4
RELIGION	1	-	-	-	-	1

MIAMI (con't)

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	18.16	20.96	22.89	24.67	46.69		
Income (millions)	-.28	.66	.64	.09	.24		
Nat Rev (millions)	5.19	4.84	6.53	7.45	12.74		
Rev per Cap (\$)	14.32	13.85	15.18	16.70	16.85		
Inc per Cap (\$)	-.22	.44	.42	.06	.09		
Nat Rev per Cap (\$)	4.10	3.20	4.33	5.04	4.60		
Profit Margin (%)	----	3.2	2.8	0.3	0.5		

Highest Metro Share:	WQBA	(17.7, S77)
Highest Metro 1/4 HR AVG:	WRHC	(402, F81)
Highest TSA 1/4 HR AVG:	WRHC	(402, F81)
Highest TSA Cume:	WHYI-F	(5653, S82)
Highest Metro Cume Rating:	WHYI-F	(20.2, S82)

STATION NOTES

- WHTT - WWOK until 80
Country until 81
Spanish until 82
- WLQY, WWJF-F - See Ft. Lauderdale
- WINZ-F - Soft Rock until 77
AOR until 81
- WQAM - Rock until 80
- WVCG - BTFL until 81
- WKQS-F - BTFL until 81

MILWAUKEE

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>				
		SPG 75	76	77	78	79	80	81	82	SPG 79	SPG 80	SPG 81	SPG 82
WTMJ	(M)	16.5	16.2	15.3	17.8	15.6	13.7	10.3	8.1	37.4	36.9	25.5	22.2
WISN	(AC)	8.5	7.9	12.2	9.3	10.7	10.8	9.1	8.0	32.0	27.5	33.2	24.6
WEZW-F	(E)	11.3	10.0	7.7	8.7	11.4	11.9	9.9	6.6	20.5	20.6	23.2	14.7
WOKY	(N)	10.8	9.0	9.3	7.5	6.9	3.2	3.4	6.6	24.8	18.4	16.6	16.8
WZUU-F	(R)	4.6	7.0	8.7	6.7	6.1	4.4	6.0	4.6	23.1	16.3	18.2	17.8
WKTJ-F	(R)	4.2	3.5	3.1	3.0	2.9	2.9	3.7	4.1	9.9	14.1	15.3	14.2
WLPX-F	(A)	3.1	4.7	3.8	6.5	7.6	6.6	6.1	5.6	18.7	16.8	17.9	19.5
WFMR-F	(CL)	2.9	3.1	2.6	3.4	2.6	4.0	2.6	2.4	--	--	--	5.7
WBCS	(C)	4.4	2.4	---	1.4	1.8	2.3	2.0	1.2	--	--	--	5.2
WEMP	(M)	6.7	3.8	4.7	4.0	1.8	1.0	1.9	1.1	--	--	--	5.4
WQFM-F	(A)	---	5.4	4.6	2.5	4.0	4.0	5.8	6.5	10.8	10.7	14.1	17.2
WBCS-F	(C)	---	4.3	4.6	5.7	6.6	8.5	8.8	8.5	12.6	15.4	17.8	17.7
WMYX-F	(AC)	---	---	2.0	3.4	1.0	1.4	3.7	4.7	--	--	--	11.5
WLUM-F	(B)	---	---	---	---	1.7	3.0	3.3	5.6	--	--	--	8.9

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.8	16.4	16.9	15.8	16.5	17.0	17.1	18.0
FM Share (%)	35.79	43.97	41.17	45.65	49.38	54.82	58.61	58.71
CPM (\$)			1.89	2.19	2.08	2.76	3.74	4.29
Stations			32	30	27	31	29	30
Diaries						1488	1374	1552

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	30	31	31	26	32	21
MOR/AC	32	32	31	33	29	35
BTFL MUSIC	15	13	15	16	16	9
COUNTRY	10	13	11	13	12	14
BLACK/URBAN	7	4	5	5	4	9
NEWS/TALK	4	2	2	2	3	2
CLASSICAL	2	4	3	3	2	3
NOSTALGIA	-	-	-	-	-	7
RELIGION	-	1	1	1	1	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	13.2	14.7	18.3	18.1	22.9		WTMJ S75, S76, F76, S77, F77, S78, F78, S79, S80, F80, F81
Income (millions)	.02	1.6	3.1	2.3	2.4		
Nat Rev (millions)	2.7	2.9	4.2	3.9	5.2		
Rev per Cap (\$)	11.18	9.74	12.98	12.75	16.38		WEZW-F S81
Inc per Cap (\$)	.02	1.05	2.22	1.64	1.71		WBCS-F S82
Nat Rev per Cap (\$)	2.29	1.90	2.95	2.74	3.73		
Profit Margin (%)	.02	10.8	17.1	12.9	10.5		

Highest Metro Share:	WTMJ	(18.2, S78)
Highest Metro 1/4 HR AVG:	WTMJ	(343, S76)
Highest TSA 1/4 HR AVG:	WTMJ	(407, S79)
Highest TSA Cume:	WTMJ	(6059, S79)
Highest Metro Cume Rating:	WTMJ	(37.4, S79)

STATION NOTES

WLPX-F:	WISN-F until 78, BTFL until 78
WZUU A/F:	Simulcast until 78
WMYX-F:	WNUW-F until 81, BTFL until 81
WQFM-F:	Rock until 79
WEMP :	Country until 81
WOKY :	Rock until 82

ADDITIONAL STATION NOTES:

WBCS: WRIT until 77 then WBCS until 1980 when it became WMKE. Back to WBCS in 82. Simulcasted in 77 and early 78. News until 77.

MINNEAPOLIS-ST. PAUL

12+ METRO SHARE

12+ CUME RATING

	<u>SPG</u>								<u>SPG</u>				
	75	76	77	78	79	80	81	82	79	80	81	82	
WCCO (NI/M)	31.7	29.3	28.4	27.3	26.4	23.5	21.6	20.0	WCCO	56.0	45.6	41.2	38.9
WCCO-F (R)	---	5.9	5.6	7.0	5.4	4.4	4.1	4.4	WCCO-F	18.9	13.8	13.6	15.0
KDWB (R)	7.4	7.8	8.8	9.3	4.3	3.4	2.2	2.0	KDWB	26.0	15.8	15.0	12.0
KDWB-F (A)	---	---	---	---	2.9	4.3	6.5	6.0	KDWB-F	---	12.6	17.3	17.1
KSTP (AC)	6.5	6.0	5.7	4.5	3.8	3.9	3.4	3.1	KSTP	14.9	21.3	16.2	10.8
KSTP-F (AC)	3.1	4.3	4.6	4.6	8.3	9.8	13.6	12.2	KSTP-F	14.8	22.7	26.3	27.4
WDGY (C)	3.1	4.0	3.9	4.4	6.2	6.2	6.8	8.5	WDGY	14.6	17.9	16.8	16.5
KQRS-F+ (A)	---	4.8	6.9	7.8	9.0	7.5	6.6	5.1	KQRS-F+	16.3	20.7	18.3	17.4
WLOL-F (R)	---	1.5	2.3	1.5	1.9	5.4	4.3	10.0	WLOL-F	8.0	12.6	16.8	23.8
KLBB (N)	2.7	2.1	---	1.5	.8	.7	.4	.6	KLBB	---	---	---	2.2
KEYEY-F (E)	6.3	5.6	5.3	6.9	6.5	5.2	5.1	4.1	KEYEY-F	13.9	12.5	13.5	9.9
KKSS (M)	---	---	1.9	1.9	1.9	1.6	1.3	1.0	KKSS	8.8	---	---	4.3
WAYL-F (E)	5.7	6.3	5.2	4.8	5.4	4.7	4.5	3.2	WAYL-F	15.3	11.2	12.1	8.8
KJJO-F (C)	---	2.2	2.7	2.3	1.5	1.4	1.5	2.0	KJJO-F	5.4	---	---	6.6
KRSI (N)	3.8	2.3	2.4	2.4	1.0	1.2	1.0	.7	KRSI	---	---	---	4.0
KTCR-F (C)	2.9	---	---	1.5	1.3	1.7	2.2	1.1	KTCR-F	---	---	---	3.5
WWTC (M)	---	---	---	1.8	1.6	3.7	2.9	2.3	WWTC	---	10.0	9.4	7.0

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.7	16.3	15.8	15.9	15.9	17.0	16.4	17.5
FM Share (%)	31.80	35.85	37.66	43.41	42.36	46.96	54.25	55.03
CPM (\$)			1.51	1.73	2.00	2.26	3.23	2.70
Stations			21	20	21	23	21	21
Diaries						1442	1870	1631

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	35	40	39	37	40	26
COUNTRY	10	7	10	10	12	14
MOR/AC	37	35	39	39	32	48
BTFM MUSIC	16	16	13	10	13	8
NEWS/TALK	1	2	-	-	-	-
NOSTALGIA	1	-	-	3	3	1

FINANCIAL DATA

	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	20.85	21.61	27.31	30.89	34.31		WCCO - All rating periods
Income (millions)	4.52	5.44	7.90	8.45	8.24		
Nat Rev (millions)	5.13	5.29	6.04	6.54	7.72		
Rev per Cap (\$)	12.48	10.55	13.36	14.83	16.08		
Inc per Cap (\$)	2.70	2.65	3.86	4.06	3.86		
Nat Rev per Cap (\$)	3.08	2.58	2.95	3.14	3.62		
Profit Margin (%)	24.7	25.2	28.9	27.4	24.0		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:

Highest Metro 1/4 HR AVG:	WCCO (31.7, S75)
Highest TSA 1/4 HR AVG:	WCCO (818, S75)
Highest TSA Cume:	WCCO (1191, S79)
Highest Metro Cume Rating:	WCCO (14005, S79)

STATION NOTES

KLBB - BTFM until about 79	KQRS A/F - Simulcasted all rating periods
KJJO-F - KFMX-F until 81; KRSI-F until 81; Nostal 80-81	KDWB A/F - Simulcasted 76-78
KSTP - Contemp changing to AC	WAYL-F/KKSS - Simulcasted in 76
WDGY - Rock until 78	KLBB - KEYEY until 82
KRSI - Country until 80	MOR until about 81
	KKSS - WYOO until 77
	WAYL until 82
	Rock until 77
	WLOL-F - Soft Rock until 81

MOBILE

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								SPG	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82		79	80	81	82	
WKSJ-F	(C)	---	5.1	5.4	7.4	9.8	17.8	21.6	18.7		WKSJ-F	18.6	22.3	31.9	33.7
WLLF	(N)	---	---	---	.9	1.4	2.8	1.5	3.2		WLLF	----	----	----	7.5
WKRQ-F	(R)	5.2	5.9	4.1	19.6	15.0	15.3	12.2	12.1		WKRQ-F	32.1	33.6	29.3	32.2
WKRQ	(M)	6.8	8.0	7.2	6.9	8.7	10.3	7.3	5.7		WKRQ	17.7	18.0	14.7	14.4
WBLX-F	(B)	13.0	16.6	10.4	7.2	9.4	8.7	10.8	18.6		WBLX-F	20.9	19.4	21.2	23.2
WGOK	(B)	4.9	6.5	4.1	5.0	6.4	8.7	6.9	9.6		WGOK	11.5	11.8	13.6	17.5
WABB-F	(R)	9.7	10.9	14.6	10.4	13.5	12.4	14.2	9.5		WABB-F	22.7	29.9	31.1	27.4
WABB	(N)	17.3	11.4	15.7	8.2	5.1	3.8	2.6	1.8		WABB	20.4	14.9	11.2	9.4
WLPR-F	(E)	7.0	7.6	4.8	8.9	9.1	6.2	6.5	4.7		WLPR-F	15.9	12.7	12.0	11.5
WUNI	(C)	9.1	6.3	8.7	9.3	6.8	1.5	3.1	3.7		WUNI	18.7	10.2	----	12.2
WWAX	(?)	7.2	5.1	7.8	4.4	2.9	2.5	2.0	1.2		WWAX	10.6	----	----	3.6
WJQY-F	(E)	---	---	---	---	---	---	1.7	2.5		WJQY-F	----	----	----	7.1

TWO BOOKS PER YEAR BEGINNING IN 1978

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.5	15.2	14.1	15.0	15.0	13.8	15.0	19.0
FM Share (%)	36.49	51.83	46.49	55.39	62.47	67.48	74.43	71.32
CPM (\$)			2.66	2.30	2.56	3.28	3.02	2.80
Stations			18	15	15	15	14	19
Diaries						622	768	676

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	40	31	38	34	24
COUNTRY	18	26	25	23	30	24
MOR/AC	18	10	11	13	10	6
BTFL MUSIC	5	8	11	7	7	9
BLACK/URBAN	22	13	18	16	18	30
RELIGION	-	4	3	2	1	1
NOSTALGIA	-	-	-	-	-	5

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.49	3.85	4.87	4.96	5.62		WABB S75, S77
Income (millions)	.22	.16	-.28	-.13	.13		WBLX-F S76
Nat Rev (millions)	.92	.79	1.24	.84	1.40		WABB-F F79
Rev per Cap (\$)	10.60	9.12	11.21	11.06	12.40		WKRQ-F S78, F78, S79, S80
Inc per Cap (\$)	.66	.37	-.65	-.29	.29		WKSJ-F F80, S81, F81
Nat Rev per Cap (\$)	2.79	1.88	2.86	1.88	3.10		
Profit Margin (%)	6.2	4.0	----	----	2.3		

Highest Metro Share:	WKSJ-F (23.8, S81)
Highest Metro 1/4 HR AVG:	WKSJ-F (128, S82)
Highest TSA 1/4 HR AVG:	WBLX-F (176, S82)
Highest TSA Cume:	WKRQ-F (2312, F79)
Highest Metro Cume Rating:	WKRQ-F (37.5, F78)

STATION NOTES

WLLF	-	WKSJ until 82 Country until 82(?)
WWAX	-	WMOB until 82 MOR until 82
WABB	-	Rock until 81

MODESTO

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>					
		75	76	77	78	79	80	81	SPG	79	80	81	82	
									82					
KFIV	(R)	12.7	10.8	20.3	13.8	10.0	5.1	2.2	2.6	KFIV	24.2	18.0	----	12.1
KTRB	(C)	7.0	6.9	6.1	6.7	10.0	8.0	6.3	7.4	KTRB	16.9	15.2	15.9	16.4
KHOP-F	(R)	---	---	---	---	2.1	6.9	8.2	9.1	KHOP-F	----	16.8	19.0	22.7
KOSO-F	(R)	4.8	3.9	4.9	5.2	2.5	6.2	9.4	11.1	KOSO-F	----	11.1	14.6	24.2
KBEE-F	(E)	6.1	6.5	5.7	6.3	7.1	10.5	12.6	10.6	KBEE-F	----	----	----	16.8
KBEE	(M)	6.1	5.2	4.1	---	2.5	1.4	2.6	2.3	KBEE	----	----	----	8.7
KMIX-F	(C)	---	---	---	3.0	7.5	4.3	3.2	4.9	KMIX-F	15.4	15.4	----	11.4
KFIV-F	(R)	---	1.3	6.5	8.9	7.5	7.2	6.7	8.2	KFIV-F	18.9	17.0	17.4	18.4
KCEY	(C)	7.9	6.9	4.5	---	2.9	5.8	5.1	2.0	KCEY	10.2	13.1	8.8	8.3
KMYT-F	(E)	---	1.7	2.4	4.1	2.5	5.8	4.4	2.9	KMYT-F	5.4	---	---	4.7
KFRC	(R)	6.1	7.4	5.3	3.3	4.3	2.2	1.6	2.6	KFRC	----	---	6.2	9.2
KRAK	(C)	8.3	10.0	7.7	5.9	5.0	3.3	4.2	3.1	KRAK	13.2	---	9.6	8.2
KNBR	(M)	---	7.4	4.9	6.7	8.2	5.8	4.9	4.0	KNBR	19.3	12.7	14.4	13.1
KCBS	(NT)	4.4	7.4	4.1	5.6	3.6	6.9	5.0	5.1	KCBS	----	15.3	13.6	12.5

TWO BOOKS PER YEAR BEGINNING IN 1981

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.7	13.6	14.0	14.2	14.1	13.6	15.4	15.4
FM Share (%)	24.57	23.76	28.24	41.95	44.19	54.47	58.94	64.04
CPM (\$)			3.41	4.82	4.14	3.89	3.19	3.83
Stations			18	21	25	21	19	25
Diaries						575	491	737

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	40	45	39	40	44
COUNTRY	23	21	22	19	21	22
MOR/AC	10	13	14	7	5	8
BTFM MUSIC	15	18	13	21	21	15
SPANISH	7	3	-	1	4	1
NEWS/TALK	5	6	4	8	6	7
RELIGION	-	2	3	5	-	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.14	2.56	3.20	2.87	5.28		KFIV S75, S76, S77, S78, S79(T)
Income (millions)	-.001	.17	.10	-.08	-.11		KTRB S79(T)
Nat Rev (millions)	.66	.76	1.19	.84	2.44		KBEE-F S80, S81, F81
Rev per Cap (\$)	11.33	10.47	12.52	10.58	19.09		KOSO-F S82
Inc per Cap (\$)	-.01	.71	.41	-.30	-.41		
Nat Rev per Cap (\$)	3.48	3.11	4.66	4.57	8.81		
Profit Margin (%)	----	6.8	3.3	----	----		

Highest Metro Share:	KFIV	(20.3, S77)
Highest Metro 1/4 HR AVG:	KBEE-F	(53, F81)
Highest TSA 1/4 HR AVG:	KHOP-F	(79, S81)
Highest TSA Cume:	KHOP-F	(1159, S81)
Highest Metro Cume Rating:	KFIV	(24.2, S79)
	KOSO-F	(24.2, S82)

STATION NOTES

KRAK	-	See Sacramento
KCBS, KFRC, KNBR	-	See San Fran
KFIV-F	-	KITA-F until 78
KOSO-F	-	BTFM until about 79
KBEE	-	Contemp until about 78
KMIX-F	-	Contemp until about 80
KFIV-F	-	Spanish until 78

MONTGOMERY

12+ METRO SHARE

		75	76	77	78	79	80	81	82
WHHY	(AC)	24.8	17.7	29.1	21.7	17.9	18.5	19.6	8.1
WHHY-F	(R)	2.9	4.7	7.2	11.1	20.3	13.7	12.3	10.7
WXVI	(B)	16.1	17.0	14.0	5.9	5.2	9.6	7.9	13.5
WBAM	(C)	9.5	14.3	10.1	9.6	7.9	6.1	4.6	4.0
WBAM-F	(R)	8.7	5.3	9.0	---	4.5	6.4	8.4	5.3
WLWI-F	(C)	4.0	7.7	3.6	10.2	9.6	17.6	18.0	23.5
WREZ-F	(E)	5.8	4.7	7.9	7.1	10.3	7.0	9.3	8.4
WQIM-F	(B)	---	---	---	1.9	7.6	6.7	6.8	12.1
WCOV	(M/N)	8.0	7.7	6.5	5.0	3.8	4.5	4.4	3.0
WMGY	(G)	4.0	1.3	4.3	6.2	2.1	2.2	.8	1.9
WLSQ	(R)	7.3	5.3	.7	6.5	3.4	1.9	1.1	1.9

12+ CUME RATING

		79	80	81	82
WHHY		36.0	38.9	35.1	22.3
WHHY-F		31.9	31.9	25.6	25.4
WXVI		13.3	18.5	14.8	23.1
WBAM		11.7	12.3	10.7	9.2
WBAM-F		9.6	17.2	15.8	17.6
WLWI-F		16.9	30.1	27.5	34.0
WREZ-F		17.2	13.8	16.3	15.2
WQIM-F		15.3	17.8	13.7	23.2
WCOV		10.5	12.6	12.4	11.2
WMGY		----	----	----	4.8
WLSQ		----	----	----	4.4

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.0	15.4	13.6	15.8	13.9	15.3	16.5	19.1
FM Share (%)	17.33	21.98	25.28	32.45	56.50	53.31	57.10	64.66
CPM (\$)			1.90	1.77	2.95	2.59	2.45	2.58
Stations			13	14	11	13	15	12
Diaries						750	522	710

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	44	45	42	43	20
COUNTRY	11	22	24	25	24	30
MOR/AC	11	7	4	6	1	12
BTFM MUSIC	18	8	11	7	10	9
BLACK/URBAN	17	11	14	18	16	28
RELIGION/GOSPEL	5	7	2	2	1	2
NOSTALGIA	-	-	-	-	5	-

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.28	2.71	3.86	4.25	4.26		WHHY S75, S76, S77, S78, S80, S81
Income (millions)	.02	.90	-.05	-.20	-.06		WHHY-F S79
Nat Rev (millions)	.24	.37	.45	.62	.84		WLWI-F S82
Rev per Cap (\$)	11.16	10.45	14.67	15.65	15.22		
Inc per Cap (\$)	.12	.36	-.19	-.75	-.20		
Nat Rev per Cap (\$)	1.20	1.44	1.73	2.27	3.00		
Profit Margin (%)	1.1	3.5	----	----	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WHHY	(29.1, S77)
Highest Metro 1/4 HR AVG:	WLWI-F	(101, S82)
Highest TSA 1/4 HR AVG:	WLWI-F	(177, S82)
Highest TSA Cume:	WLWI-F	(1384, S82)
Highest Metro Cume Rating:	WHHY	(38.9, S80)

STATION NOTES

WLWI-F	-	WKLH-F until 78 MOR or Cont until 78
WREZ-F	-	WMGZ-F until 77 Country until 77
WBAM-F	-	WFMI-F until 79 BTFM until 78
WLSQ	-	WRMA until 78 Black (?) until 78
WHHY	-	Contemp changing to AC

NASHVILLE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WSM	(C)	11.8	8.5	9.1	9.3	9.2	8.2	6.4	6.8	WSM	20.5	23.6	18.9	20.7
WSM-F	(AC)	4.7	6.1	6.4	4.5	7.0	6.3	7.7	6.3	WSM-F	14.7	12.8	17.1	13.9
WLAC	(NT)	11.1	9.9	12.7	11.9	8.7	5.3	5.9	5.7	WLAC	27.5	11.9	13.5	12.3
WJYN-F	(AC)	6.4	6.4	5.6	3.6	4.4	5.4	2.5	3.4	WJYN-F	8.9	11.9	---	7.7
WSIX	(M)	4.9	---	3.1	2.9	4.3	3.8	4.4	2.9	WSIX	11.4	12.2	11.9	10.1
WSIX-F	(C)	10.3	10.7	7.5	9.6	7.8	10.5	9.4	9.2	WSIX-F	16.5	17.9	17.8	17.5
WWKX-F	(R)	---	---	---	3.6	6.5	7.2	10.6	10.0	WWKX-F	13.6	17.0	19.0	25.8
WZEZ-F	(E)	---	4.2	5.2	6.9	11.4	10.7	9.4	9.4	WZEZ-F	16.0	15.5	14.2	16.3
WVOL	(B)	---	5.9	10.2	8.8	5.5	9.8	7.3	9.4	WVOL	----	----	12.4	13.5
WKDA	(R)	---	5.0	3.5	3.2	2.5	2.5	1.3	1.4	WKDA	----	----	----	4.1
WKDF-F	(A)	6.0	6.7	8.0	9.4	6.6	6.3	12.3	12.4	WKDF-F	11.9	12.7	21.3	23.7
WMAK	(R)	10.3	7.5	4.9	4.7	4.8	2.1	1.7	2.4	WMAK	----	----	----	9.6
WMAK-F	(R)	6.5	5.2	6.7	6.3	3.9	4.7	3.8	2.0	WMAK-F	15.2	14.2	13.7	9.4
WAMB	(N)	---	4.8	---	2.7	4.4	2.3	3.0	3.1	WAMB	----	----	----	5.1
WUSW-F	(C)	---	---	---	---	---	---	1.6	3.3	WUSW-F	----	----	----	5.4

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	13.4	15.0	14.0	14.1	14.6	15.0	15.2	16.5
FM Share (%)	41.90	42.49	45.77	46.42	56.24	53.71	62.08	62.58
CPM (\$)			2.71	3.02	2.82	3.21	3.79	3.81
Stations			20	24	19	22	23	23
Diaries						928	995	1136

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	48	44	46	38	30	33
COUNTRY	17	18	15	29	23	23
MOR/AC	11	12	12	6	17	14
BTFM MUSIC	10	10	12	11	11	10
BLACK/URBAN	10	13	10	13	9	10
NOSTALGIA	3	2	4	2	3	3
RELIGION	1	1	1	1	2	1
NEWS/TALK	-	-	-	-	6	6

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	9.49	10.18	12.17	13.27	14.63		WSM S75
Income (millions)	.50	.17	-.53	-.50	-1.14		WSIX-F S76
Nat Rev (millions)	2.37	2.31	3.04	3.77	4.73		WLAC F76, S77, S78, F78
Rev per Cap (\$)	14.90	13.11	15.35	16.56	16.71		WVOL F77, S80
Inc per Cap (\$)	.79	.22	-.67	-.62	-1.30		WZEZ-F S79, F79, F80
Nat Rev per Cap (\$)	3.73	2.98	3.84	4.70	5.41		WWKX-F F81
Profit Margin (%)	5.3	1.7	----	----	----		WKDF-F S81, S82

Highest Metro Share:	WLAC	(14.5, S77)
Highest Metro 1/4 HR AVG:	WKDF-F	(147, S82)
Highest TSA 1/4 HR AVG:	WWKX-F	(258, F81)
Highest TSA Cume:	WSM	(3804, F77)
Highest Metro Cume Rating:	WLAC	(32.6, F77)

STATION NOTES

WJYN-F	-	WLAC-F until 78
		WKQB-F until 81
		BTFM until 78
		AOR until 81
WWKX-F	-	WHIN-F until around 78
WMAK-F	-	WBYQ-F until 81
WKDF-F	-	WKDA-F until 77
WSM	-	Part MOR until 79
WLAC	-	Rock until 81

NASSAU-SUFFOLK

12+ METRO SHARE

12+ CUME RATING

	<u>12+ METRO SHARE</u>								SPG	<u>12+ CUME RATING</u>				
	75	76	77	78	79	80	81	82		79	80	81	82	
WBLI-F (R)	---	4.3	5.0	6.1	4.2	4.7	4.9	5.7		WBLI-F	11.7	11.4	12.6	12.8
WHLI (N)	---	1.1	2.0	1.2	1.5	3.8	3.3	3.9		WHLI	4.3	6.4	5.4	6.0
WBAB-F (A)	---	1.1	1.1	1.5	1.5	2.3	3.6	3.6		WBAB-F	4.4	6.9	10.4	12.1
WAPP-F (A)	3.9	2.6	2.9	2.5	2.1	2.5	2.7	2.9		WAPP-F	7.1	6.8	6.7	6.8
WALK-F+ (E)	---	1.7	1.9	3.6	3.3	2.6	2.8	2.0		WALK-F+	5.7	5.9	6.4	6.3
WKJY-F (E)	---	1.5	2.0	1.2	1.8	1.7	2.0	1.8		WKJY-F	---	4.3	3.6	4.1
WGSM (M)	---	2.5	1.9	2.6	2.0	1.4	1.7	1.8		WGSM	4.3	---	3.2	4.5
WCTO-F (E)	4.0	4.0	4.3	3.3	3.2	3.1	2.8	1.5		WCTO-F	8.5	6.4	5.8	5.4
WLIR-F (A)	---	1.0	2.3	2.5	3.4	1.8	1.8	1.2		WLIR-F	8.3	7.6	7.6	6.1
WGBB (M)	---	1.5	1.2	1.3	1.4	1.1	.7	.8		WGBB	5.2	3.7	---	3.3
WRCN-F (A)	---	---	.7	1.2	1.9	1.1	1.2	.7		WRCN-F	5.1	3.6	3.2	3.0

ONLY STATIONS HOME TO NASSAU-SUFFOLK ARE INCLUDED

TWO BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.9	17.3	17.4	16.3	17.6	17.2	17.8	18.0
FM Share (%)	----	----	----	----	----	----	----	----
CPM (\$)			2.59	2.39	2.62	3.04	3.47	2.85
Stations			----	----	----	----	----	----
Diaries						1686	1235	1353

FORMAT SHARES NOT AVAILABLE

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	9.64	8.42	9.77	12.84	15.46		WBLI-F - All rating periods
Income (millions)	.67	1.08	1.20	1.30	1.44		
Nat Rev (millions)					5.08		

ALL OTHER FINANCIAL DATA NOT AVAILABLE

Highest Metro Share:	WBLI-F (6.1, S78)
Highest Metro 1/4 HR AVG:	WBLI-F (221, S82)
Highest TSA 1/4 HR AVG:	Same as Metro
Highest TSA Cume:	WBLI-F (2821, S77)
Highest Metro Cume Rating:	WBLI-F (12.8, S82)

STATION NOTES

WALK A/F	- Simulcast all rating periods
WAPP-F	- WTFM-F until 82 BTFL until 79 AC until 82
WKJY-F	- WIOK-F until 80
WHLI	- Contemp until 80

NEW HAVEN

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WELI	(M)	19.7	22.0	18.4	19.2	19.2	19.3	16.5	15.5	WELI	31.3	38.9	34.2	32.7
WAVZ	(N)	10.3	9.6	8.7	8.9	6.1	6.3	6.7	6.4	WAVZ	22.6	----	----	14.8
WNHC	(B)	3.0	3.0	1.9	1.7	1.3	1.9	6.0	6.0	WNHC	----	----	----	11.7
WKCI-F	(R)	7.9	8.2	9.1	9.0	8.0	10.9	10.1	8.6	WKCI-F	14.1	22.5	22.7	23.3
WPLR-F	(A)	6.2	7.9	8.7	7.6	8.4	8.6	6.4	7.1	WPLR-F	19.9	16.1	14.3	17.4
WEZN-F	(E)	---	2.8	3.0	2.7	4.7	5.8	5.2	5.1	WEZN-F	8.8	10.8	11.4	12.4
WNBC	(R)	3.9	2.6	5.0	4.4	5.3	6.0	6.9	3.1	WNBC	14.6	21.8	21.8	15.1
WCBS	(NT)	6.0	4.3	4.9	3.1	3.1	4.5	4.8	4.9	WCBS	10.8	17.1	17.7	16.5
WTIC	(M)	3.8	3.2	2.7	2.8	3.6	2.0	2.1	2.4	WTIC	9.6	7.3	9.5	8.1
WKSS-F	(E)	4.9	5.5	5.0	4.3	5.2	2.7	4.4	3.6	WKSS-F	8.8	8.7	---	7.4
WDRG-F	(R)	6.4	6.6	4.0	2.6	4.2	2.4	3.4	2.2	WDRG-F	14.6	9.6	10.2	10.3
WHCN-F	(A)	---	---	---	.7	1.9	2.9	4.4	4.8	WHCN-F	----	----	9.9	12.5
WWYZ-F	(AC)	---	2.6	6.0	5.5	5.1	4.5	3.6	4.5	WWYZ-F	----	11.1	10.2	11.1

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.8	16.5	15.6	15.5	17.0	15.9	16.3	18.1
FM Share (%)	37.04	44.13	46.80	42.55	46.01	49.53	48.26	49.25
CPM (\$)			2.74	4.33	5.60	5.86	6.33	5.95
Stations			26	26	29	28	22	28
Diaries						785	657	987

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	42	46	44	42	32
COUNTRY	3	2	3	1	1	4
MOR/AC	29	26	27	26	23	28
BTFL MUSIC	23	21	14	12	11	12
NEWS/TALK	8	6	7	10	8	8
BLACK/URBAN/JAZZ	1	2	1	2	10	10
NOSTALGIA	-	-	-	5	5	7

<u>FINANCIAL DATA</u>	1976*	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.95	4.62	5.08	5.61	6.16		WELI All rating periods
Income (millions)	.04	.15	.28	-.11	.03		
Nat Rev (millions)	.70	.63	1.06	1.15	1.50		
Rev per Cap (\$)	8.19	11.05	12.16	13.44	14.74		
Inc per Cap (\$)	.12	.37	.67	-.26	.06		
Nat Rev per Cap (\$)	1.93	1.52	2.54	2.75	3.58		
Profit Margin (%)	1.5	3.3	5.5	----	0.4		

Highest Metro Share:	WELI	(24.1, F76)
Highest Metro 1/4 HR AVG:	WELI	(136, F79)
Highest TSA 1/4 HR AVG:	WPLR-F	(223, S77)
Highest TSA Cume:	WNBC	(2569, S77)
Highest Metro Cume Rating:	WELI	(42.3, F79)

STATION NOTES

WEZN-F - See Bridgeport
 WNBC, WCBS - See New York
 WTIC, WKSS-F, WDRG-F, WHCN-F,
 WWYZ-F - See Hartford
 WAVZ - Rock until 79
 WKCI-F - BTFL until 79
 WNHC - Contemp until 81

NEW ORLEANS

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>			
		75	76	77	78	79	80	81	82	79	80	81	82
WTIX	(R)	9.9	6.1	7.6	9.1	7.8	7.7	6.4	5.6	23.7	23.5	17.4	17.0
WSMB	(M)	10.2	10.4	8.2	8.7	7.3	6.1	3.9	3.7	12.0	12.2	----	9.2
WWL	(M)	8.0	6.6	5.7	5.7	5.9	4.7	4.4	4.8	14.6	13.9	12.0	16.1
WAJY-F	(AC)	----	----	----	3.3	3.7	3.1	5.8	5.0	8.5	----	13.3	11.7
WEZB-F	(R)	----	5.2	----	3.4	3.6	10.5	10.9	8.6	----	18.3	21.0	23.4
WGSO	(NT)	----	7.2	6.6	5.5	5.6	5.4	4.1	4.4	12.6	12.3	8.3	10.3
WQUE-F	(AC)	----	4.5	7.7	8.0	7.2	4.8	5.7	4.5	18.1	14.0	14.8	15.5
WNOE	(C)	7.5	6.9	7.3	5.6	5.6	2.7	2.4	2.6	18.0	13.0	8.4	9.1
WNOE-F	(C)	4.9	6.7	5.5	6.0	4.8	7.1	7.6	6.8	14.0	13.6	15.0	14.6
WYLD	(B)	6.8	4.7	5.6	4.6	4.6	3.3	1.8	3.2	10.3	----	----	9.9
WYLD-F	(R)	----	----	3.2	3.3	3.7	6.9	6.2	6.4	----	12.9	10.2	13.6
WBYU-F	(E)	8.7	8.5	7.2	7.2	11.6	8.3	7.6	5.9	17.3	17.3	13.3	13.0
WAIL-F	(B)	4.9	5.1	2.9	4.1	3.7	4.5	9.5	12.9	8.1	8.4	12.9	21.7
WRNO-F	(A)	----	5.5	6.0	6.3	5.9	5.7	7.7	8.5	14.4	12.2	14.3	17.8
WBOK	(B)	5.2	----	----	3.8	2.6	2.9	1.8	3.2	----	----	----	9.8
WSHO	(N)	4.7	----	4.7	5.2	4.6	4.7	2.6	2.0	----	----	----	2.9

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.6	14.9	14.3	14.0	12.6	14.2	15.5	19.6
FM Share (%)	32.49	40.05	42.24	41.04	47.47	49.68	62.90	62.05
CPM (\$)			3.00	3.28	3.24	3.98	2.90	2.80
Stations			20	20	19	20	20	19
Diaries						2137	1321	1491

FORMAT SHARES (%)

ROCK/AOR/COUNTRY	36	38	38	38	41	31
COUNTRY	11	11	11	7	9	10
MOR/AC	17	17	13	13	10	19
BTFM MUSIC	16	13	16	12	15	6
BLACK/URBAN	20	19	19	21	15	24
RELIGION	1	1	-	1	1	1
NOSTALGIA	-	2	3	2	6	5
NEWS/TALK	-	-	-	6	3	5

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	9.75	11.86	14.06	15.29	17.33	
Income (millions)	.43	1.45	1.98	1.47	.36	
Nat Rev (millions)	2.51	2.59	3.39	3.86	4.58	
Rev per Cap (\$)	10.85	10.47	12.21	13.22	14.35	
Inc per Cap (\$)	.48	1.28	1.72	1.27	.30	
Nat Rev per Cap (\$)	2.80	2.29	2.94	3.34	3.79	
Profit Margin (%)	4.5	12.2	14.1	9.6	2.1	

#1 STATIONS, 12+ METRO SHARE

WSMB	S75, S76, F76, S77 S78
WTIX	F77, F78
WBYU-F	S79, F79
WEZB-F	S80, F80, S81, F81
WAIL-F	S82

Highest Metro Share:	WAIL-F (12.9, S82)
Highest Metro 1/4 HR AVG:	WAIL-F (246, S82)
Highest TSA 1/4 HR AVG:	WAIL-F (341, S82)
Highest TSA Cume:	WTIX (4269, F78)
Highest Metro Cume Rating:	WTIX (24.7, F77)

STATION NOTES

WAJY-F	- WWL-F until 81 BTFM until 81
WAIL-F	- WXEL-F until 80
WEZB-F	- BTFM until 80
WGSO	- AC/News until around 79 when it went all News/T
WQUE-F	- From contemp to AC
WNOE	- Rock until 81
WNOE-F	- Rock until 80
WSHO	- Country until 81

NEW YORK

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WOR	(NT)	6.8	7.8	7.1	6.8	6.8	5.7	6.1	5.9	WOR	15.8	13.3	13.9	13.8
WRKS-F	(B)	---	3.1	2.9	3.0	2.1	1.5	3.6	5.9	WRKS-F	9.8	7.0	6.2	14.2
WABC	(NT)	6.6	8.5	8.3	7.6	5.3	4.1	3.9	2.6	WABC	21.3	18.2	18.2	14.1
WPLJ-F	(A)	3.5	3.9	4.1	3.7	3.4	3.8	4.5	4.5	WPLJ-F	11.3	10.7	11.5	12.3
WNBC	(R)	---	1.9	2.7	2.8	3.0	4.4	4.6	3.7	WNBC	13.1	16.4	16.8	15.7
WYNY-F	(AC)	---	---	---	1.1	2.1	2.8	4.0	4.7	WYNY-F	5.4	7.0	12.1	14.1
WINS	(NT)	4.5	5.0	5.1	5.3	4.5	4.9	5.0	4.3	WINS	18.8	18.2	17.2	17.5
WRFM-F	(E)	5.4	4.9	3.6	5.0	4.7	4.5	4.7	4.2	WRFM-F	9.5	9.2	9.0	8.1
WCBS	(NT)	5.9	5.2	5.5	5.5	5.2	5.2	4.5	4.5	WCBS	17.6	16.7	16.1	17.0
WCBS-F	(O)	3.3	3.2	3.4	3.1	3.0	2.9	2.5	2.8	WCBS-F	9.8	9.6	8.0	10.2
WNEW	(N)	3.4	3.0	3.1	2.6	2.7	2.9	3.4	3.2	WNEW	9.2	7.5	9.3	7.2
WNEW-F	(R)	---	2.0	2.2	1.9	2.8	2.6	2.6	2.9	WNEW-F	7.5	6.8	8.0	8.0
WBLS-F	(B)	---	5.3	6.6	5.5	6.8	7.6	6.7	5.1	WBLS-F	12.1	15.1	14.1	12.7
WKTU-F	(B)	---	---	1.2	6.4	7.2	7.5	6.3	6.2	WKTU-F	16.4	14.7	15.6	16.5
WPAT	(E)	3.6	3.0	3.3	2.7	2.5	2.5	2.4	2.4	WPAT	7.4	7.0	7.6	6.3
WPAT-F	(E)	---	2.8	3.0	2.6	3.5	3.7	3.7	3.3	WPAT-F	7.8	8.9	8.6	9.4
WHN	(C)	---	3.3	3.4	3.1	2.9	2.6	2.3	2.7	WHN	8.9	7.5	7.0	7.3
WMCA	(NT)	4.3	3.3	3.2	2.9	3.1	2.7	2.2	2.2	WMCA	8.4	7.6	7.9	7.6
WJIT	(SP)	---	1.5	2.1	2.5	2.0	1.7	2.1	2.2	WJIT	---	---	---	3.0
WADO	(SP)	---	3.0	2.7	1.8	2.4	1.9	2.1	1.9	WADO	---	---	---	3.5
WNCN-F	(CL)	---	---	---	.8	.9	.8	1.0	1.0	WNCN-F	---	---	---	3.4
WQXR-F+	(CL)	---	2.3	1.8	1.7	1.5	1.6	1.3	1.4	WQXR-F+	5.2	---	4.8	5.0
WKHK-F	(C)	---	---	---	1.3	1.1	1.1	1.3	1.7	WKHK-F	---	---	---	5.8
WPIX-F	(R)	---	---	---	1.1	1.2	1.6	1.5	1.6	WPIX-F	---	6.0	8.3	6.9
WAPP-F	(A)	---	---	1.2	2.0	1.8	1.8	1.6	1.5	WAPP-F	5.1	5.0	---	4.6

FOUR BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	18.1	17.3	17.0	17.3	18.1	18.0	18.4	19.8
FM Share (%)	40.29	43.34	43.25	46.72	51.22	52.51	53.46	55.17
CPM (\$)			.88	1.10	1.53	1.73	1.84	1.92
Stations			45	41	43	48	43	47
Diaries						6904	5154	5975

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	29	30	30	29	24	17
COUNTRY	4	3	3	3	4	5
MOR/AC	8	7	4	4	9	10
BTFL MUSIC	17	16	15	16	15	13
BLACK/URBAN	9	12	18	20	17	20
NEWS/TALK	23	23	22	20	19	20
SPANISH	5	4	5	4	4	5
CLASSICAL	2	3	2	3	3	3
NOSTALGIA	-	-	-	4	5	4

NEW YORK (con't)

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	88.1	96.6	112.8	114.2	131.4		WOR S75, F81
Income (millions)	14.1	16.3	22.2	13.6	19.4		WABC S76, F76, S77, F77, S78
Nat Rev (millions)	33.5	23.9	36.6	33.4	34.0		WKTU-F F78, S79, F80, S82
Rev per Cap (\$)	9.31	10.21	12.16	12.55	14.63		WBLS-F F79, S80, S81
Inc per Cap (\$)	1.49	1.72	2.40	1.49	2.16		
Nat Rev per Cap (\$)	2.45	2.53	3.95	3.67	3.79		
Profit Margin (%)	16.0	16.8	19.7	11.9	14.7		

Highest Metro Share:	WKTU-F	(11.3, F78)
Highest Metro 1/4 HR AVG:	WKTU-F	(2784, F78)
Highest TSA 1/4 HR AVG:	WKTU-F	(2802, F78)
Highest TSA Cume:	WABC	(48809, S76)
Highest Metro Cume Rating:	WABC	(27.8, F77)

STATION NOTES

WRKS-F	-	WXLO-F until 81 Various forms of rock until about 79
WAPP-F	-	WTFM-F until 82 AC/Soft rock until 82
WKHK-F	-	WRVR-F until 80 Jazz until 80
WABC	-	Rock until 82
WKTU-F	-	Soft rock until 78

NORFOLK

12+ METRO SHARE

12+ CUME RATING

		SPR							SPR	12+ CUME RATING				
		75	76	77	78	79	80	81		82	79	80	81	82
WCMS-F	(C)	6.7	9.1	8.4	5.9	9.3	8.1	9.3	8.9	WCMS-F	13.7	14.8	17.9	18.9
WNOR	(B)	---	3.6	---	1.4	1.5	2.0	2.0	4.2	WNOR	8.8	---	---	11.4
WNOR-F	(A)	4.1	7.8	7.1	8.5	7.5	6.9	7.4	8.6	WNOR-F	19.1	16.5	15.2	21.3
WFOG-F	(E)	5.8	7.2	7.6	8.7	6.5	8.4	8.3	8.6	WFOG-F	14.1	16.8	12.4	15.7
WMYK-F	(A)	---	3.8	4.1	5.5	7.0	8.6	10.1	8.1	WMYK-F	15.6	17.4	20.3	20.4
WTAR	(M)	9.8	9.1	9.8	8.2	7.7	6.4	6.4	5.0	WTAR	24.1	18.2	14.7	14.3
WLTY-F	(AC)	6.3	6.4	6.6	5.8	7.1	4.1	6.2	7.7	WLTY-F	14.8	9.5	9.1	16.9
WOWI-F	(B)	---	3.5	6.1	7.9	6.5	8.3	5.6	7.4	WOWI-F	13.8	14.2	14.4	17.3
WPCE	(B/G)	---	3.3	5.4	3.4	4.1	3.4	4.8	6.2	WPCE	---	---	8.1	9.1
WGH	(R)	7.3	6.9	7.9	6.7	5.7	6.3	5.7	4.5	WGH	20.1	19.9	17.7	14.6
WGH-F	(CL)	---	---	---	2.0	3.0	2.9	2.0	1.9	WGH-F	---	---	---	6.5
WRAP	(B)	11.0	7.2	6.0	6.5	6.0	5.2	4.9	4.0	WRAP	14.6	13.7	13.6	14.4
WWDE-F	(R)	---	---	---	3.4	3.4	5.6	4.8	3.2	WWDE-F	7.3	12.4	13.5	9.9
WNIS	(NT)	---	---	---	2.2	1.2	2.8	3.0	3.0	WNIS	---	---	---	7.4
WQRK-F	(R)	5.2	6.3	5.6	5.9	4.7	3.9	3.9	1.9	WQRK-F	14.6	11.4	14.5	8.5

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.8	14.7	14.8	16.1	14.8	16.8	16.9	18.0
FM Share (%)	44.97	55.32	56.42	57.03	62.39	63.61	64.35	63.64
CPM (\$)			1.96	2.15	2.50	2.38	2.93	3.13
Stations			26	26	24	26	26	26
Diaries						969	1380	1642

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	34	35	41	34	35
COUNTRY	13	14	12	13	14	14
MOR/AC	12	10	14	8	15	9
BTFM MUSIC	19	17	17	15	13	10
BLACK/URBAN	18	21	18	14	17	23
RELIGION/GOSPEL	1	2	1	5	3	2
CLASSICAL	1	3	3	3	2	2
NEWS/TALK	-	-	1	3	3	3
NOSTALGIA	-	-	-	-	-	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	7.70	8.85	11.07	11.21	12.92		WRAP S75, F76(T)
Income (millions)	.32	.61	1.21	-.19	-.77		WCMS-F S76, F79, F81, S82
Nat Rev (millions)	1.83	2.06	2.88	3.17	3.21		WNOR-F F76(T)
Rev per Cap (\$)	8.31	7.67	9.60	9.50	10.87		WOWI-F S78, F80
Inc per Cap (\$)	.35	.53	1.05	-.16	-.65		WFOG-F F78, S80
Nat Rev per Cap (\$)	1.98	1.79	2.50	2.69	2.70		WTAR S77, F77, S79
Profit Margin (%)	4.2	6.9	10.9	----	----		WMYK-F S81

Highest Metro Share:	WRAP	(11.0, S75)
Highest Metro 1/4 HR AVG:	WFOG-F	(11.0, F78)
	WCMS-F	(177, F79)
Highest TSA 1/4 HR AVG:	WCMS-F	(208, F81)
Highest TSA Cume:	WGH	(2627, S77)
Highest Metro Cume Rating:	WGH	(24.2, F77)

STATION NOTES

WLTY-F	-	WTAR-F until 76
		WKEZ-F until 81
		BTFM until 81
WNIS	-	WKLX until ??
		WHNE until 79
		Format unknown until 79
WNOR	-	Contemp until 81

NORTHEAST PENNSYLVANIA
(Scranton/Wilkes Barre)

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WARM	(M)	16.9	17.4	13.5	15.7	11.2	11.6	9.4	10.8	WARM	32.2	37.2	27.7	31.7
WEJL	(M)	5.9	12.0	5.3	5.6	6.2	4.3	4.1	4.2	WEJL	11.4	11.8	9.7	12.5
WEZX-F	(A)	3.4	2.4	3.4	4.5	4.7	6.7	8.1	7.1	WEZX-F	12.7	13.7	14.5	15.5
WNAK	(N)	9.2	7.2	11.8	12.8	7.7	9.5	9.2	8.7	WNAK	15.3	14.8	11.6	14.1
WILK	(R)	7.0	6.5	6.2	4.3	6.1	4.9	4.8	5.6	WILK	20.7	19.0	19.6	18.7
WICK	(E)	3.2	2.5	3.3	1.6	3.9	2.3	3.2	3.4	WICK	----	----	----	5.9
WBAX	(C)	5.7	3.9	2.9	6.0	3.8	2.6	2.7	3.6	WBAX	11.5	----	----	8.2
WYZZ-F	(E)	---	4.0	4.5	3.9	5.2	3.9	3.9	3.5	WYZZ-F	11.3	10.9	9.6	10.6
WKRZ-F	(R)	---	---	---	---	---	---	9.9	11.3	WKRZ-F	----	----	25.2	29.6
WGBI-F	(R)	---	1.5	7.3	8.3	7.7	8.9	6.5	4.8	WGBI-F	19.6	21.4	19.3	15.7
WGBI	(C)	5.1	5.3	---	---	3.6	2.9	3.0	1.9	WGBI	10.0	11.9	9.7	8.1
WWDL-F	(AC)	3.7	---	---	---	3.0	2.4	1.6	1.8	WWDL-F	----	8.4	----	5.6
WAZL	(M)	4.0	3.4	3.3	2.2	4.2	1.4	1.8	2.1	WAZL	----	----	----	6.5
WKRZ	(N)	---	5.5	6.7	5.0	5.9	7.6	1.9	2.0	WKRZ	15.5	19.0	----	6.7
WVCD-F	(E)	---	.7	3.8	3.9	4.7	4.0	2.9	2.6	WVCD-F	----	----	6.7	7.0

TWO RATING BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	19.1	19.2	18.4	18.8	19.9	18.6	18.7	20.3
FM Share (%)	27.19	20.76	35.88	34.55	39.46	44.17	48.48	45.82
CPM (\$)			1.96	2.15	2.73	2.65	3.23	2.80
Stations			26	30	33	30	34	34
Diaries						741	950	1026

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	45	44	44	34	40	39
COUNTRY	4	10	9	10	8	7
MOR/AC	27	25	24	38	34	26
BTFL MUSIC	11	9	16	14	14	11
NEWS/TALK	11	6	7	6	1	4
NOSTALGIA	-	-	-	-	3	12

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	5.34	5.66	6.54	6.74	7.45		WARM S75, S76, S77, S78, S79, S80, F80
Income (millions)	.09	.08	.23	.02	-.31		WKRZ-F S81, S82
Nat Rev (millions)	.93	.97	1.15	.92	1.12		WNAK F81
Rev per Cap (\$)	9.67	8.91	10.40	10.72	11.59		
Inc per Cap (\$)	.17	.12	.37	.03	-.49		
Nat Rev per Cap (\$)	1.68	1.53	1.83	1.47	1.74		
Profit Margin (%)	1.8	1.3	3.6	0.3	----		

Highest Metro Share:	WARM	(17.4, S76)
Highest Metro 1/4 HR AVG:	WARM	(180, S76)
Highest TSA 1/4 HR AVG:	WARM	(194, S76)
Highest TSA Cume:	WARM	(2942, S78)
Highest Metro Cume Rating:	WARM	(37.2, S80)

STATION NOTES

WKRZ A/F	-	WBRE A/F until 80 Simulcast until 81 News until 80
WNAK	-	MOR until around 80 when it became closer to full time nostalgia
WBAX	-	Contemp until 78
WAZL	-	Contemp changing to AC/MOR

OKLAHOMA CITY

12+ METRO SHARE

12+ CUME RATING

		SPG								12+ CUME RATING				
		75	76	77	78	79	80	81	82	79	80	81	82	
KTOK	(NT)	14.8	16.1	15.4	15.1	16.1	12.7	11.2	10.6	KTOK	27.4	21.3	22.2	19.2
KOMA	(C)	7.5	8.2	8.2	6.7	6.2	5.2	8.5	9.5	KOMA	23.2	18.4	21.0	21.2
WKY	(AC)	14.2	14.6	10.5	10.0	7.1	5.9	5.0	4.5	WKY	32.6	19.6	16.5	16.3
KEBC-F	(C)	6.3	7.1	7.6	9.0	11.1	11.6	12.3	14.7	KEBC-F	16.3	19.3	21.9	23.5
KKNG-F	(E)	11.4	8.8	9.9	9.7	10.6	13.3	10.3	5.7	KKNG-F	17.8	21.4	18.5	11.7
KJYO-F	(AC)	2.4	2.7	6.6	4.9	5.0	4.4	2.8	1.7	KJYO-F	16.2	16.4	8.1	6.1
KLNK-F	(R)	---	---	---	1.6	1.0	1.8	3.8	5.9	KLNK-F	----	----	10.3	14.5
KLTE-F	(AC)	---	6.4	6.1	4.1	3.9	6.1	4.5	5.8	KLTE-F	8.9	14.1	14.1	11.4
KOFM-F	(R)	6.2	5.0	5.1	9.5	9.3	8.8	8.2	5.1	KOFM-F	22.8	18.3	21.2	17.0
KKLR-F	(C)	4.1	---	---	.7	1.2	2.8	3.8	6.8	KKLR-F	----	----	----	12.3
KXXY-F	(A)	8.3	4.5	3.3	1.8	5.0	7.6	7.1	6.0	KXXY-F	7.3	14.0	15.1	13.0
KAEZ-F	(B)	---	---	.9	1.8	3.0	3.3	3.6	4.0	KAEZ-F	---	----	----	5.7
WNAD	(C)	3.4	2.1	2.8	3.0	1.8	1.0	.6	---	WNAD	4.6	3.4	----	---
KATT-F	(A)	---	8.3	12.6	9.8	7.0	5.5	6.4	9.1	KATT-F	16.8	10.8	12.8	19.0
KOCY	(N)	---	---	1.5	3.3	1.9	1.0	1.9	1.6	KOCY	7.2	---	---	4.0

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.6	14.9	14.3	14.8	15.6	15.3	15.5	15.6
FM Share (%)	46.77	45.81	53.09	56.69	62.33	69.98	70.13	70.15
CPM (\$)			2.43	2.21	2.63	3.08	3.13	3.79
Stations			21	21	21	19	21	18
Diaries						916	971	1026

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	50	50	43	36	30	28
COUNTRY	11	15	15	18	29	33
MOR/AC	20	14	15	13	11	13
BTFL MUSIC	16	15	15	14	15	6
BLACK/URBAN	2	4	10	4	3	4
NOSTALGIA	-	-	-	-	-	2
NEWS/TALK	-	-	-	12	11	11

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	7.86	9.03	11.38	12.10	15.02		KTOK S75, S76, F76, S77, F77, F78, S79, F79, F80
Income (millions)	.44	-.01	.66	-.82	-1.69		KATT-F+ S78
Nat Rev (millions)	1.70	2.09	2.48	2.69	2.52		KKNG-F S80
Rev per Cap (\$)	12.43	11.59	14.56	15.04	17.54		KEBC-F S81, F81, S82
Inc per Cap (\$)	.69	---	.85	-1.02	-1.97		
Nat Rev per Cap (\$)	2.69	2.68	3.18	3.34	2.94		
Profit Margin (%)	5.6	----	5.8	----	----		

Highest Metro Share:	KTOK	(18.4, F78)
Highest Metro 1/4 HR AVG:	KTOK	(179, F78)
Highest TSA 1/4 HR AVG:	WKY	(260, S76)
Highest TSA Cume:	WKY	(4829, S76)
Highest Metro Cume Rating:	WKY	(37.3, F78)

ADDITIONAL STATION NOTES

KATT-F	-	KJAK-F until 77; Simulcast 77-78; Country until 77
KTOK	-	MOR until about 80
WKY	-	Rock changing to AC
KOCY	-	MOR until 77; Country until 81

STATION NOTES

KJYO-F	-	KAFG-F until 77 KZUE-F until 81 Contemp until 81
KLNK-F	-	KFJL-F until about 77 KTLS-F until 80 Black until about 79 (?)
KLTE-F	-	KFNB-F until 79 BTFL until 79
KKLR-F	-	KWHP-F until 80 Contemp until about 79
KOMA	-	Contemp until about 80

OMAHA

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KFAB	(M)	24.5	27.3	26.3	28.6	29.5	27.6	24.3	22.7	KFAB	42.8	45.8	44.5	42.0
KGOR-F	(R)	8.8	10.5	7.5	9.1	11.8	7.7	7.3	7.4	KGOR-F	27.2	23.6	20.9	18.4
WOW	(AC)	15.2	20.3	15.2	13.1	11.0	9.6	7.7	5.6	WOW	38.4	32.9	26.2	26.5
KEZO-F	(A)	9.7	9.8	10.0	8.6	5.8	10.9	13.1	11.6	KEZO-F	16.3	19.7	21.2	24.4
KOIL	(R)	9.6	4.0	7.9	8.8	7.6	5.2	5.7	3.9	KOIL	26.5	20.6	24.5	17.1
KQKQ-F	(R)	2.9	5.8	7.6	6.3	5.0	8.1	10.1	12.0	KQKQ-F	14.8	16.4	26.8	30.0
KESY-F	(E)	3.1	3.6	3.2	1.7	8.6	9.2	8.9	8.2	KESY-F	15.5	16.0	15.0	15.1
KOOO	(N)	5.2	---	---	---	1.3	.4	2.3	3.7	KOOO	----	----	----	5.8
KYNN	(C)	7.6	5.0	5.2	5.5	5.5	4.7	4.6	4.3	KYNN	13.3	11.7	9.7	10.4
KYNN-F	(C)	---	2.3	1.0	2.8	1.0	3.6	3.9	4.5	KYNN-F	----	8.2	10.4	11.1

TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	17.2	15.9	16.5	15.3	15.2	15.8	14.7	18.2
FM Share (%)	30.05	32.33	36.23	39.72	38.96	44.76	46.12	50.39
CPM (\$)			1.55	1.99	2.15	2.73	2.94	3.11
Stations			17	16	13	15	13	15
Diaries						804	905	860

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	46	48	48	47	39	39
COUNTRY	10	7	12	9	13	11
MOR/AC	25	30	28	31	36	33
BTFM MUSIC	13	15	12	12	10	9
NEWS/TALK	5	-	-	1	-	-
BLACK/URBAN	-	-	-	-	2	2
RELIGION	-	-	-	-	1	2
NOSTALGIA	-	-	-	-	-	4

<u>FINANCIAL DATA</u>	<u>1976*</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	5.15	5.41	7.65	8.48	8.14		KFAB All rating periods
Income (millions)	1.18	1.02	1.11	.56	1.00		
Nat Rev (millions)	1.84	1.96	2.12	1.81	2.23		
Rev per Cap (\$)	11.10	9.18	13.06	14.36	14.16		
Inc per Cap (\$)	2.55	1.73	1.89	.96	1.73		
Nat Rev per Cap (\$)	3.97	3.33	3.61	3.06	3.88		
Profit Margin (%)	23.0	18.9	14.5	7.8	12.2		

*Independent FM's and FM's reporting separately are not included

Highest Metro Share:	KFAB	(34.1, F79)
Highest Metro 1/4 HR AVG:	KFAB	(253, F78)
Highest TSA 1/4 HR AVG:	WOW	(561, F76)
Highest TSA Cume:	WOW	(7118, F76)
Highest Metro Cume Rating:	KFAB	(59.2, F79)

STATION NOTES

KESY-F	-	KOOO-F until 79 Country until about 78
KYNN	-	KLNG until 77 News until 77
KYNN-F	-	KOWH-F until 79 Format until 79 unknown
KOOO	-	KOOO until 79 KESY until 80 Country until 79 BTFM (?) until 81
WOW	-	Rock moving to AC
KEZO-F	-	BTFM until 78

ORLANDO

12+ METRO SHARE

12+ CUME RATING

	SPG	12+ METRO SHARE							SPG	12+ CUME RATING			
		75	76	77	78	79	80	81		82	79	80	81
WDBO-F (E)	11.9	12.6	10.0	13.4	12.3	11.8	9.5	11.1	WDBO-F	26.1	19.3	17.4	20.2
WDBO (M)	16.6	13.0	10.9	8.9	8.9	9.1	7.9	5.3	WDBO	21.6	20.8	17.0	15.4
WHOO (C)	9.1	8.9	8.2	7.4	7.1	7.6	9.8	8.1	WHOO	----	14.2	20.7	17.8
WHOO-F (C)	8.4	6.5	8.7	9.2	8.9	9.2	9.2	8.9	WHOO-F	17.7	16.4	15.0	19.6
WDIZ-F (A)	---	4.4	4.1	6.8	6.8	6.8	11.7	10.8	WDIZ-F	16.6	16.9	19.1	20.4
WBJW-F (R)	7.1	13.9	13.8	13.7	9.0	12.0	9.4	9.9	WBJW-F	26.5	19.6	22.0	29.6
WHLY-F (R)	---	.7	4.1	3.6	6.7	7.0	7.0	7.6	WHLY-F	12.7	14.5	12.7	21.0
WKIS (T/M)	5.2	5.7	8.6	7.1	6.3	7.4	6.1	6.3	WKIS	16.3	20.5	15.0	15.4
WJYO-F (AC)	5.5	4.2	4.7	3.8	7.3	4.8	6.5	4.3	WJYO-F	12.1	12.5	10.2	10.7
WLOF (AC)	11.4	8.4	7.4	5.8	4.7	4.0	2.8	2.5	WLOF	19.5	14.9	----	11.8
WORL (B)	3.9	2.9	5.2	5.4	5.4	4.2	4.1	5.5	WORL	----	----	----	9.9
WOKB (B)	3.6	6.2	4.4	3.2	1.5	1.5	1.0	3.2	WOKB	----	----	----	7.6

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.9	15.4	16.1	15.2	15.5	14.0	15.2	19.1
FM Share (%)	42.53	48.30	47.02	56.40	57.87	61.04	60.17	62.88
CPM (\$)			1.86	2.33	3.34	3.85	3.13	3.28
Stations			20	19	22	20	20	25
Diaries						670	861	1451

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	35	37	35	29	25	30
COUNTRY	11	12	12	11	19	23
MOR/AC	20	17	16	28	16	17
BTFM MUSIC	19	26	25	24	25	12
BLACK/URBAN	12	9	9	6	6	9
RELIGION	1	-	2	1	2	2
TALK	-	-	-	-	7	7

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	6.39	7.15	8.49	8.48	9.87		WDBO S75, S76
Income (millions)	-.59	.004	.85	.60	.43		WBJW-F F76, S77, S78(T), F78, F80
Nat Rev (millions)	1.24	1.20	1.89	1.81	2.36		WDBO-F S78(T), S79, F79, S80, S82
Rev per Cap (\$)	12.62	11.54	13.78	13.52	13.31		WHOO S81
Inc per Cap (\$)	-1.16	.01	1.38	.96	.58		WDIZ-F F81
Nat Rev per Cap (\$)	2.45	1.94	3.07	2.88	3.18		
Profit Margin (%)	----	0.1	10.0	7.1	4.3		

Highest Metro Share:	WDBO	(16.6, S75)
Highest Metro 1/4 HR AVG:	WBJW-F	(142, F76)
Highest TSA 1/4 HR AVG:	WDIZ-F	(252, S82)
Highest TSA Cume:	WDBO-F	(2668, F79)
Highest Metro Cume Rating:	WBJW-F	(29.7, F77)

STATION NOTES

WJYO-F	-	WORJ-F until 81 AOR until 81
WHOO-F	-	BTFM until 81
WDIZ-F	-	Rock until 79 Rock changing to Rock/AC
WKIS	-	Became primarily Talk about 81
WLOF	-	Rock changing to AC

PENSACOLA

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
										79	80	81	82	
WCOA	(N)	17.6	12.6	12.1	9.3	10.1	9.8	7.2	8.7	WCOA	23.4	20.3	17.6	17.2
WJLQ-F	(R)	8.7	15.2	15.3	15.7	14.1	9.8	12.3	10.4	WJLQ-F	32.9	24.6	28.3	31.0
WMEZ-F	(E)	10.9	12.3	11.2	13.7	11.2	11.0	8.0	8.7	WMEZ-F	17.6	20.4	15.5	22.9
WTKX-F	(A)	9.5	4.7	4.6	13.1	3.7	11.5	8.0	12.0	WTKX-F	17.5	20.7	18.1	23.3
WBOP	(B)	6.1	11.3	10.4	2.6	12.3	15.2	12.6	10.4	WBOP	12.3	15.3	13.9	12.6
WNVY	(C)	7.3	5.8	6.9	4.9	3.5	3.4	3.1	2.7	WNVY	8.1	8.7	----	6.7
WBSR	(R)	8.9	14.7	14.4	10.2	9.3	5.3	2.8	2.9	WBSR	24.3	18.3	10.5	14.2
WPFA	(C)	5.9	2.1	3.5	1.7	4.3	---	---	2.4	WPFA	----	----	----	4.2
WOWW-F	(C)	---	---	3.2	2.3	5.1	10.4	13.1	10.2	WOWW-F	8.1	14.9	24.0	23.5
WXBM-F	(C)	4.2	5.5	4.6	5.2	8.0	7.0	8.0	8.7	WXBM-F	17.1	13.6	17.7	16.4
WKRQ-F	(R)	3.9	1.6	2.0	11.0	10.1	8.4	7.5	5.1	WKRQ-F	23.2	22.2	21.0	19.2
WBLX-F	(B)	---	---	---	---	---	2.8	5.4	4.7	WBLX-F	----	----	----	8.8
WABB-F	(R)	---	3.1	4.0	2.9	---	---	2.6	4.2	WABB-F	----	----	8.9	13.1

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.6	16.7	15.6	15.5	16.5	15.6	16.8	18.5
FM Share (%)	43.36	45.89	44.86	67.07	55.84	63.82	67.74	69.06
CPM (\$)			3.21	2.78	3.57	3.56	3.28	4.08
Stations			16	14	12	12	14	14
Diaries						569	717	676

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	42	45	37	35	37
COUNTRY	18	13	17	22	29	26
MOR/AC	14	12	11	10	8	-
BTFM MUSIC	12	14	12	12	8	9
BLACK/URBAN	11	17	13	19	19	16
RELIGION	2	2	2	1	2	2
NOSTALGIA	-	-	-	-	-	9

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.90	3.45	3.54	3.59	4.35		WCOA S75
Income (millions)	.32	.34	.48	-.04	-.58		WJLQ-F S76, S77, S78, S79
Nat Rev (millions)	.20	.16	.33	.39	.50		WBOP S80
Rev per Cap (\$)	13.06	11.95	12.63	11.59	14.49		WOWW-F S81
Inc per Cap (\$)	1.43	1.18	1.69	-.13	-1.92		WTKX-F S82
Nat Rev per Cap (\$)	.89	.56	1.18	1.26	1.67		
Profit Margin (%)	11.0	9.9	13.4	----	----		

Highest Metro Share:	WCOA	(17.6, S75)
Highest Metro 1/4 HR AVG:	WCOA	(63, S75)
Highest TSA 1/4 HR AVG:	WTKX-F	(80, S77)
Highest TSA Cume:	WJLQ-F	(1080, S77)
Highest Metro Cume Rating:	WJLQ-F	(32.9, S79)

STATION NOTES

WTKX-F	-	WBOP-F until 79
		Black until 79
WOWW-F	-	WAJB-F until 80
		AC until 80
WCOA	-	MOR until 82
WKRQ-F, WBLX-F, WABB-F	-	See Mobile

PEORIA

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81		82	79	80	81	82
WIRL	(AC)	10.5	16.6	14.4	12.7	10.7	7.3	8.8	7.1	WIRL	24.2	25.6	27.1	24.7
WSWT-F	(E)	15.3	12.5	12.2	15.0	14.5	16.1	15.1	11.8	WSWT-F	27.1	26.1	23.2	21.4
WMBD	(M)	15.1	12.3	18.1	11.0	13.5	15.0	13.5	11.4	WMBD	29.1	30.1	29.8	26.0
WKZW-F	(R)	6.7	6.6	5.0	14.5	15.5	14.0	11.3	14.2	WKZW-F	25.1	26.8	27.6	29.6
WXCL	(C)	12.3	15.2	16.9	9.1	10.9	10.1	12.4	13.7	WXCL	16.9	25.0	23.7	25.3
WKQA-F	(R)	---	1.6	.9	3.4	2.2	4.5	5.1	4.9	WKQA-F	----	----	----	14.2
WWCT-F	(A)	5.1	3.4	5.4	9.1	8.9	7.2	9.5	9.9	WWCT-F	14.1	14.1	17.0	20.6
WPEO	(G)	3.0	4.1	1.6	---	1.7	2.1	1.7	3.4	WPEO	----	----	----	5.2
WGLO-F	(E)	5.1	9.1	8.5	5.6	2.2	5.1	5.7	3.7	WGLO-F	----	----	----	8.8
WVEL	(E)	---	---	---	---	3.4	---	---	---	WVEL	----	----	----	---
WGN	(M)	2.3	4.3	1.8	3.2	2.7	1.5	1.0	2.4	WGN	----	----	----	6.0
WLS	(R)	8.4	5.7	5.0	4.2	3.0	2.5	2.4	2.8	WLS	11.2	11.6	13.6	12.9
WMAQ	(C)	---	---	---	---	.7	1.7	1.5	1.1	WMAQ	7.4	6.6	6.6	5.3

TWO BOOKS PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.0	15.3	15.4	14.1	13.7	14.0	15.1	15.4
FM Share (%)	34.01	29.23	30.31	46.91	52.31	50.12	51.42	52.03
CPM (\$)			3.28	3.15	3.30	3.07	3.58	4.30
Stations			16	17	16	17	17	19
Diaries						697	711	708

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	47	43	41	38	33	37
COUNTRY	20	16	15	19	16	16
MOR/AC	18	17	17	19	29	27
BTFL MUSIC	13	22	21	20	21	16
RELIGION	2	2	2	3	1	4
NEWS/TALK	1	1	1	1	1	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.43	3.81	4.48	4.79	5.25		WSWT-F S75, S78, F80, S81, F81
Income (millions)	.27	.31	.30	.10	.09		WIRL S76
Nat Rev (millions)	.81	.94	1.18	1.19	1.51		WMBD S77
Rev per Cap (\$)	11.86	10.43	12.28	13.11	14.24		WKZW-F S79, F79, S80, S82
Nat Rev per Cap (\$)	2.81	2.57	3.23	3.26	4.10		
Inc per Cap (\$)	.93	.84	.81	.28	.24		
Profit Margin (%)	7.8	8.1	6.6	2.2	1.7		

Highest Metro Share:	WMBD	(18.1, S77)
Highest Metro 1/4 HR AVG:	WMBD	(80, S77)
Highest TSA 1/4 HR AVG:	WJBC*	(97, F79)
Highest TSA Cume:	WIRL	(1484, S77)
Highest Metro Cume Rating:	WIRL	(34.1, F79)

STATION NOTES

WIRL	-	gradual change from rock to AC
WKZW-F	-	WMBD-F until 78
WKQA-F	-	WZRO-F until 80 Country until 80
WGLO-F	-	simulcast with WVEL all years except 1979. Was WSIV until 79
WGN, WLS, WMAQ	-	See Chicago

PHILADELPHIA

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KYW	(NT)	9.8	9.8	9.4	9.2	11.1	11.5	10.8	8.8	KYW	32.9	33.3	35.0	31.1
WMGK-F	(AC)	---	4.4	3.7	3.2	3.2	7.4	7.9	7.6	WMGK-F	8.7	13.7	20.0	18.7
WPEN	(N)	---	2.6	2.7	2.5	1.9	3.3	4.1	4.4	WPEN	8.3	7.4	9.5	10.3
WCAU	(NT)	10.6	7.1	4.9	5.0	4.7	4.3	3.2	4.7	WCAU	15.2	13.6	11.7	17.7
WCAU-F	(R)	2.8	2.1	4.0	3.2	3.4	3.2	4.7	6.4	WCAU-F	11.2	9.6	9.9	22.0
WWSH-F	(E)	10.4	8.7	7.0	7.3	7.1	5.9	5.4	3.4	WWSH-F	15.4	12.2	12.4	10.4
WEAZ-F	(E)	5.7	6.1	5.7	5.0	5.7	5.5	5.9	4.7	WEAZ-F	15.0	13.0	13.7	12.8
WIP	(M)	10.8	9.8	9.0	8.6	6.6	6.6	5.7	5.5	WIP	16.4	16.1	14.6	14.1
WMMR-F	(A)	3.1	2.2	2.7	2.2	6.5	5.3	5.7	5.1	WMMR-F	14.5	14.5	14.6	16.0
WFIL	(C)	8.0	7.6	5.4	4.7	4.5	3.9	2.4	2.5	WFIL	14.5	12.6	12.0	8.9
WUSL-F	(C)	---	1.7	3.9	3.5	3.6	3.5	3.0	3.0	WUSL-F	----	7.3	6.1	7.9
WDAS-F	(B)	---	3.4	4.4	6.4	7.1	5.4	6.1	7.4	WDAS-F	11.2	10.7	11.9	13.6
WDAS	(B)	---	2.0	---	2.1	2.0	1.9	1.6	1.9	WDAS	----	6.7	----	6.7
WIOQ-F	(R)	---	---	2.0	3.6	2.2	3.2	4.0	4.4	WIOQ-F	8.0	8.8	9.9	12.7
WIFI-F	(R)	---	3.7	3.9	3.7	3.2	2.6	3.5	1.6	WIFI-F	11.1	9.0	11.9	7.6
WYSP-F	(A)	3.4	4.6	5.2	4.2	4.2	4.2	3.4	3.7	WYSP-F	11.6	11.9	10.8	13.5
WSNI-F	(AC)	---	---	1.6	3.0	2.5	3.0	2.5	3.0	WSNI-F	----	7.8	6.8	9.4
WHAT	(B)	---	---	---	1.8	1.2	1.1	1.3	1.8	WHAT	----	----	----	6.0
WWDB-F	(NT)	---	3.0	2.5	3.3	3.5	4.0	4.6	4.7	WWDB-F	----	7.6	8.1	10.9
WFLN-F+	(CL)	---	2.2	2.5	2.4	2.1	2.3	1.8	2.0	WFLN-F+	----	5.5	5.5	6.6
WRCP	(M)	---	---	---	.3	.5	---	.4	1.0	WRCP	----	----	----	1.8
WZZD	(G)	2.9	3.3	2.8	2.4	2.3	1.0	.4	.5	WZZD	7.9	6.2	----	1.5

MORE THAN TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.2	17.2	17.3	16.4	17.2	17.4	16.8	20.0
FM Share (%)	47.36	46.58	53.87	53.74	59.67	60.13	64.42	64.50
CPM (\$)			1.67	1.73	1.48	2.03	2.17	2.16
Stations			29	27	30	28	29	28
Diaries						1968	2579	2752

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	41	34	25	28	24
COUNTRY	2	3	4	-	1	6
MOR/AC	13	10	13	23	15	19
BTFL MUSIC	19	19	18	13	14	10
NEWS/TALK	20	21	21	21	22	20
BLACK/URBAN	4	4	7	13	14	13
CLASSICAL	3	3	3	3	2	2
RELIGION	1	-	-	-	-	1
NOSTALGIA	-	-	-	3	4	5

FINANCIAL DATA

	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Revenue (millions)	35.21	40.88	44.02	45.35	53.21	
Income (millions)	4.33	5.79	5.67	4.69	6.13	
Nat Rev (millions)	12.21	12.38	15.99	16.14	19.18	
Rev per Cap (\$)	8.88	8.52	9.21	9.55	11.32	
Inc per Cap (\$)	1.09	1.21	1.19	.99	1.30	
Nat Rev per Cap (\$)	3.08	2.58	3.33	3.40	4.08	
Profit Margin (%)	12.3	14.2	12.9	10.3	11.5	

PHILADELPHIA (con't)

Highest Metro Share:	KYW	(12.3, S81)	<u>#1 STATIONS, 12+ METRO SHARE</u>	
Highest Metro 1/4 HR AVG:	KYW	(812, S81)	WIP	S75, S76, F77, F78
Highest TSA 1/4 HR AVG:	KYW	(930, S80)	KYW	F76, S77, S78, S79, F79,
Highest TSA Cume:	KYW	(16304, S80)		S80, F80, S81, F81, S82
Highest Metro Cume Rating:	KYW	(35.0, S81)		

STATION NOTES

WFLN-F+ - Simulcast all rating periods
WZZD - WIBG until 77; Rock changing to AC until 81
WUSL-F - WPBS-F until 77; BTFL until about 79; AC until late 81
WEAZ-F - WDVR-F until 80
WPEN - Oldies/AC until about 79
WFIL - Rock changing to AC until 81
WSNI-F - Country 77-79

PHOENIX

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KNIX-F	(C)	4.7	7.9	5.6	5.0	8.6	9.2	7.6	7.8	KNIX-F	10.3	20.2	17.6	18.2
KOY	(AC)	8.6	7.8	8.5	7.9	7.5	8.3	6.0	5.7	KOY	19.4	19.9	18.7	16.1
KQYT-F	(E)	6.7	11.0	9.8	10.7	10.9	7.7	6.8	8.4	KQYT-F	20.2	13.9	14.8	17.9
KTAR	(NT)	6.4	6.3	6.2	7.0	8.1	7.4	8.7	8.8	KTAR	25.7	19.6	19.2	17.8
KKLT-F	(AC)	4.8	5.8	4.0	3.9	4.3	2.9	3.2	4.8	KKLT-F	11.5	6.6	8.3	14.1
KDKB-F	(A)	---	6.4	5.4	8.2	5.9	6.3	7.5	6.8	KDKB-F	16.3	11.9	13.9	19.8
KUPD-F	(R)	---	9.6	10.4	6.1	5.2	4.7	4.8	5.9	KUPD-F	19.1	11.4	14.2	15.9
KUKQ	(B)	---	---	---	2.8	2.9	2.2	3.8	4.0	KUKQ	10.3	6.4	8.5	6.4
KMEO-F	(E)	7.5	8.3	8.9	6.5	7.6	7.8	8.4	8.1	KMEO-F	15.2	13.7	17.6	16.9
KJJJ	(C)	6.0	6.7	5.4	4.2	3.8	3.7	2.3	2.5	KJJJ	8.4	11.3	6.5	7.0
KJJJ-F	(C)	---	---	.7	2.6	3.7	.8	2.0	3.1	KJJJ-F	7.6	----	----	7.0
KZZP-F	(R)	---	---	---	1.4	2.5	3.4	6.1	4.8	KZZP-F	---	9.4	16.8	14.1
KOPA-F	(R)	---	---	---	4.1	4.4	6.7	5.7	3.5	KOPA-F	15.7	16.3	16.7	14.3
KOOL-F	(O)	---	4.2	4.1	3.2	4.5	4.4	4.2	3.3	KOOL-F	10.1	10.2	10.3	10.3
KARZ	(AC)	7.1	6.4	5.4	4.9	4.0	2.3	2.4	1.5	KARZ	11.3	7.9	8.0	5.4
KLFF	(N)	---	---	---	2.6	2.4	1.8	2.8	2.7	KLFF	10.6	7.6	----	6.2
KFLR	(G)	9.3	4.4	5.0	2.3	1.1	.6	.6	1.1	KFLR	----	----	----	2.3
KIFN	(SP)	6.0	---	2.0	4.6	2.1	1.6	1.8	1.6	KIFN	----	----	----	1.9

TWO OR MORE BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.2	16.0	15.0	16.0	16.5	16.7	17.6	17.5
FM Share (%)	36.75	48.80	45.29	51.52	59.96	56.32	58.67	63.68
CPM (\$)			2.29	2.45	3.40	3.88	3.63	3.45
Stations			27	27	28	26	28	29
Diaries						1585	1297	1401

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	38	38	36	31	31
COUNTRY	11	10	9	18	16	16
MOR/AC	15	14	12	12	11	11
BTFL MUSIC	21	19	21	18	18	19
NEWS/TALK	6	7	10	9	10	9
SPANISH	6	7	3	4	4	3
CLASSICAL	1	1	2	2	2	2
RELIGION	1	3	-	1	2	1
BLACK/URBAN	-	1	4	-	2	4
NOSTALGIA	-	-	-	1	4	4

FINANCIAL DATA

	1976	1977	1978	1979	1980	1981
Revenue (millions)	11.67	13.88	15.85	20.43	24.51	
Income (millions)	.15	1.02	1.10	1.60	.44	
Nat Rev (millions)	3.64	4.35	6.03	6.78	8.27	
Rev per Cap (\$)	11.17	10.59	12.11	15.21	15.32	
Inc per Cap (\$)	.14	.78	.84	1.19	.28	
Nat Rev per Cap (\$)	3.49	3.32	4.61	5.05	5.17	
Profit Margin (%)	1.3	7.4	7.0	7.9	1.8	

PHOENIX (Con't)

Highest Metro Share:	KNIX-F+ (12.1, S80)	<u>#1 STATIONS, 12+ METRO SHARE</u>
Highest Metro 1/4 HR AVG:	KNIX-F+ (226, S80)	KFLR S75
Highest TSA 1/4 HR AVG:	KNIX-F+ (273, S80)	KQYT-F S76, F77, S78, F78, S79,
Highest TSA Cume:	KUPD-F+ (3374, F76)	F79
Highest Metro Cume Rating:	KUPD-F+ (25.8, F77)	KUPD-F+ F76, S77
		KNIX-F S80, F80
		KTAR S81, S82
		KDKB-F F81

STATION NOTES

KQYT-F - KRFM-F until 78
KKLT-F - KBBC-F until 82; Rock gradually changing to AC
KUKQ - KUPD until 78; KKKQ until 81; Oldies until 81
KZZP-F - KBUZ-F until about 77; KIOG-F until 80; Format changes unknown
KOPA-F - KDOT-F until 78; Format changes unknown
KARZ - KOOL until 79
KLFF - KRUX until 81; News until 76; Rock until about 80
KFLR - KRIZ until 78; Rock until about 78
KJJJ-F - KXTC-F until 81; Urban until 80

SIMULCASTS

KNIX A/F - 75-80
KMEQ A/F - 75-77
KUPD-F, KUKQ - 75-77
KDKB-F, KDJQ - 75-77
KOPA A/F - 78 and 79
KZZP A/F - 79-82

PITTSBURGH

12+ METRO SHARE

12+ CUME RATING

		SPG							
		75	76	77	78	79	80	81	82
KDKA	(M)	25.5	24.2	24.9	23.2	22.8	23.8	21.1	20.2
WPNT-F	(E)	---	1.6	---	.7	2.6	3.1	3.4	5.0
WTAE	(AC)	6.1	7.0	5.9	6.4	5.9	6.6	7.4	5.5
WDVE-F	(A)	5.3	6.3	6.5	6.2	7.6	5.9	7.0	5.9
KQV	(NT)	---	2.3	2.4	3.4	4.1	4.3	3.4	4.3
WSHH-F	(E)	6.7	6.9	8.4	7.7	7.8	7.3	6.2	5.6
WBZZ-F	(R)	4.6	4.2	4.6	5.7	3.9	2.9	2.8	5.7
WXKX-F	(R)	---	1.9	4.6	5.6	6.1	6.0	5.4	5.2
WAMO-F	(B)	---	3.1	2.2	3.0	5.1	4.2	5.5	6.1
WEEP	(C)	3.0	5.6	4.3	2.1	3.4	3.9	4.5	2.8
WDSY	(C)	---	---	---	2.3	2.4	3.3	2.4	2.3
WYDD-F	(A)	---	1.9	2.5	2.2	1.8	1.6	3.1	3.0
WWSW-F	(AC)	4.4	5.4	5.4	4.9	3.4	3.0	4.4	4.3
WJAS	(N)	8.3	5.4	4.3	4.3	2.7	2.4	3.6	3.7
WFFM-F	(AC)	---	.8	2.6	2.6	4.1	3.2	2.7	1.6
WAMO	(B)	3.3	---	---	.8	.5	---	.2	.4
WTKN	(NT)	7.4	6.4	6.2	4.3	3.1	2.9	1.8	1.7

		79	80	81	82
KDKA		52.9	52.9	51.0	44.7
WPNT-F		----	9.7	10.8	11.5
WTAE		18.2	18.0	19.9	18.8
WDVE-F		15.9	14.9	16.6	18.6
KQV		13.5	13.7	11.0	12.4
WSHH-F		18.4	15.2	15.6	15.3
WBZZ-F		10.3	9.1	7.8	17.1
WXKX-F		20.0	17.7	20.2	17.9
WAMO-F		8.9	11.6	10.7	11.0
WEEP		----	9.0	7.9	7.0
WDSY		----	----	6.0	5.7
WYDD-F		----	5.9	7.4	11.9
WWSW-F		15.6	12.3	14.0	14.1
WJAS		14.4	11.5	----	10.1
WFFM-F		10.4	10.5	10.1	5.4
WAMO		----	----	----	1.6
WTKN		11.5	9.5	8.2	9.4

TWO OR MORE RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.9	18.0	16.5	16.8	17.5	17.4	18.8	18.9
FM Share (%)	30.96	35.64	42.40	44.22	49.84	47.60	50.43	52.47
CPM (\$)			1.37	1.48	1.78	2.11	2.16	2.25
Stations			32	30	28	30	31	34
Diaries						1692	1706	1706

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	33	33	30	25	29	27
COUNTRY	6	7	10	8	10	9
MOR/AC	37	33	33	40	38	33
BTFL MUSIC	17	15	15	15	12	12
BLACK/URBAN	3	4	5	5	6	7
NEWS/TALK	2	3	5	5	4	7
NOSTALGIA	1	1	-	1	1	5
RELIGION	2	1	1	1	2	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	20.14	21.46	24.31	25.51	27.49	
Income (millions)	2.22	2.04	1.79	.89	.11	
Nat Rev (millions)	6.39	6.76	8.53	8.76	9.75	
Rev per Cap (\$)	10.38	9.42	10.69	11.29	12.26	
Inc per Cap (\$)	1.15	.89	.79	.39	.05	
Nat Rev per Cap (\$)	3.30	2.97	3.75	3.88	4.35	
Profit Margin (%)	11.1	9.5	7.3	3.5	0.4	

Highest Metro Share:	KDKA	(27.0, S77)
Highest Metro 1/4 HR AVG:	KDKA	(906, S76)
Highest TSA 1/4 HR AVG:	KDKA	(1151, S76)
Highest TSA Cume:	KDKA	(14765, S77)
Highest Metro Cume Rating:	KDKA	(52.9, S79)

WXKX-F	-	WTAE-F until 77
WFFM-F	-	WLOA-F until 78
WAMO	-	WAMO until about 77; WYJZ until about 81

#1 STATIONS, 12+ METRO SHARE

KDKA All rating periods

STATION NOTES

WBZZ-F	-	WJOI-F until 81 BTFL until 81
WPNT-F	-	KDKA-F until 79 Format until 79 ? ?
WWSW-F	-	WPEZ-F until 80 Rock until 80
WDSY-F	-	WEEP-F until 78 Simulcast with WEEP until 78
WJAS	-	WKTQ until 81 Contemp until 81
WTKN	-	WWSW until 82 MOR until 82

PORTLAND, ME

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
										79	80	81	82	
WPOR-F (C)		17.4	16.3	17.0	5.5	10.1	6.7	15.7	13.5	WPOR-F	16.0	16.9	21.5	21.8
WPOR (C)		---	---	---	6.6	8.2	8.3	3.8	3.6	WPOR	16.1	----	----	12.7
WJBQ-F (R)		13.6	12.4	15.1	17.3	11.9	10.3	9.1	12.7	WJBQ-F	25.2	21.5	19.6	25.0
WGAN (M)		15.7	14.6	15.8	19.2	17.5	11.9	13.3	10.5	WGAN	38.8	12.3	35.0	32.8
WGAN-F (E)		12.3	12.4	10.8	11.1	8.6	13.4	8.7	10.5	WGAN-F	20.7	25.8	20.1	21.2
WBLM-F (A)		3.8	8.4	4.2	5.2	3.7	10.3	9.8	12.7	WBLM-F	11.5	16.9	19.2	24.6
WYNZ (N)		8.5	7.1	8.9	4.4	2.6	3.6	10.1	6.5	WYNZ	----	15.9	22.5	15.0
WYNZ-F (AC)		---	1.8	2.7	.7	6.3	8.7	6.6	3.3	WYNZ-F	----	----	21.0	10.3
WGMX-F (AC)		---	---	4.6	4.1	7.8	7.1	3.8	6.2	WGMX-F	----	----	----	14.1
WHOM-F (E)		6.4	5.8	4.6	6.3	4.5	4.7	2.4	1.1	WHOM-F	11.0	10.0	8.0	5.8
WBZ (M)		2.1	3.1	2.7	5.5	2.2	2.8	2.8	3.3	WBZ	8.7	7.2	13.3	7.4
WLOB (M)		11.0	7.5	6.2	---	.4	3.6	1.0	1.1	WLOB	----	----	----	3.5
WIGY-F (R)		---	---	4.6	4.1	6.7	4.0	3.8	1.8	WIGY-F	13.5	12.3	9.8	10.6

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.2	13.8	15.5	16.0	15.7	14.8	15.9	15.1
FM Share (%)	44.67	49.30	51.02	54.23	61.07	68.60	63.64	70.31
CPM (\$)			3.27	2.23	2.60	3.26	3.05	2.59
Stations			15	19	19	18	18	19
Diaries						556	523	650

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	35	33	37	43	32	36
COUNTRY	19	16	23	19	22	21
MOR/AC	20	32	24	19	21	21
BTFL MUSIC	16	18	13	19	12	13
NEWS/TALK	9	-	1	-	1	1
CLASSICAL	1	1	1	1	-	1
NOSTALGIA	-	-	-	-	11	7

<u>FINANCIAL DATA</u>	1976*	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.59	2.40	2.84	3.25	3.62		WPOR-F S75, S76, S77, S81
Income (millions)	-.11	-.01	.12	-2.8	-.22		S82
Nat Rev (millions)	.37	.46	.68	.66	.92		WGAN S78, S79
Rev per Cap (\$)	9.39	13.04	15.45	17.33	19.14		WGAN-F S80
Inc per Cap (\$)	-.67	-.04	.67	-1.52	-1.18		
Nat Rev per Cap (\$)	2.17	2.48	3.71	3.52	4.84		
Profit Margin (%)	----	----	4.3	----	----		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	WGAN	(19.2, S78)
Highest Metro 1/4 HR AVG:	WGAN	(47, S79)
Highest TSA 1/4 HR AVG:	WBLM-F	(130, S82)
Highest TSA Cume:	WGAN-F	(1482, S81)
Highest Metro Cume Rating:	WGAN	(38.8, S79)

STATION NOTES

WYNZ	-	WCSH until 81 News until 78 MOR until 81
WYNZ-F	-	WRQN-F until 78 WLOB-F until 81 Soft Rock until 79 AOR until 81
WHOM-F	-	WMTQ-F until 76
WPOR A/F	-	Simulcast 75-77
WJBQ, WMER	-	Simulcast 75-81
WLOB	-	Rock moving towards AC

PORTLAND, OR

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
KGON-F	(A)	---	3.4	5.2	5.2	8.1	9.1	10.3	13.3	KGON-F	11.1	14.8	17.7	22.0
KYXI	(NT)	6.4	3.4	3.9	4.3	3.5	4.3	4.1	4.3	KYXI	11.7	11.6	12.3	12.7
KEX	(M/T)	7.8	9.7	7.7	6.8	7.3	8.3	7.8	5.9	KEX	17.0	18.5	17.4	17.0
KGW	(R)	9.8	13.2	12.7	13.4	12.5	10.1	9.1	6.1	KGW	34.2	30.9	26.0	24.2
KXL	(NT)	6.5	8.0	6.5	6.0	6.3	5.0	4.0	2.7	KXL	12.8	10.5	11.3	9.3
KXL-F	(E)	---	5.0	4.0	5.4	5.0	7.4	6.2	4.9	KXL-F	9.8	14.1	13.5	9.7
KINK-F	(A)	---	4.3	3.7	3.9	4.9	4.5	6.9	5.8	KINK-F	11.0	9.1	11.7	13.1
KUPL	(N)	---	---	2.5	4.5	2.4	3.1	3.2	4.1	KUPL	---	---	---	9.8
KUPL-F	(E)	5.9	7.3	5.9	4.7	7.0	6.9	7.1	7.4	KUPL-F	12.7	13.0	16.3	13.9
KCNR-F	(R)	6.2	7.0	8.5	4.0	5.5	2.3	4.1	6.6	KCNR-F	16.8	---	---	17.3
KWJJ	(C)	6.5	7.2	8.5	8.3	6.4	5.4	5.4	5.4	KWJJ	15.8	15.2	13.7	13.5
KJIB-F	(C)	---	2.5	3.9	3.8	3.5	2.5	2.7	2.7	KJIB-F	9.5	---	---	6.9
KLLB-F	(AC)	---	---	---	3.2	2.8	2.7	4.1	4.7	KLLB-F	---	8.5	12.2	12.9
KYTE	(C)	4.5	4.2	6.4	6.5	3.9	5.2	4.0	3.3	KYTE	16.4	11.0	11.0	10.0
KKSN	(M)	5.9	4.2	---	---	---	1.3	1.1	1.6	KKSN	---	---	---	5.5
KKEY	(NT)	---	3.0	3.1	3.7	4.4	3.5	3.3	2.8	KKEY	---	---	---	3.3
KMJK-F	(AC)	---	---	1.2	2.7	4.2	5.3	3.2	1.5	KMJK-F	---	12.2	9.9	6.8
KQFM-F	(O)	---	---	---	.7	1.5	2.1	3.0	2.2	KQFM-F	---	---	---	6.4

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.2	15.3	14.8	14.7	14.2	15.3	15.5	16.3
FM Share (%)	32.72	34.79	36.56	36.78	44.68	46.62	49.48	55.85
CPM (\$)			2.03	2.84	3.49	4.87	4.47	4.54
Stations			23	26	24	26	25	26
Diaries						1325	1291	1352

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	45	45	40	40	41
COUNTRY	10	10	12	14	14	14
MOR/AC	26	16	14	13	12	13
BTFL MUSIC	12	20	19	22	18	13
NEWS/TALK	8	7	8	9	13	11
NOSTALGIA	1	-	-	-	-	4
RELIGION	3	3	1	2	2	2
CLASSICAL	3	-	-	-	-	-

FINANCIAL DATA

	1976	1977	1978	1979	1980	1981
Revenue (millions)	11.53	13.22	17.03	16.10	21.90	
Income (millions)	1.36	.91	1.70	1.73	.47	
Nat Rev (millions)	3.92	4.39	6.45	6.56	8.49	
Rev per Cap (\$)	12.46	11.72	14.86	13.81	17.08	
Inc per Cap (\$)	1.47	.81	1.48	1.49	.37	
Nat Rev per Cap (\$)	4.23	3.90	5.63	5.63	6.62	
Profit Margin (%)	11.8	6.9	10.0	10.8	2.2	

PORTLAND, OR (con't)

Highest Metro Share:	KGW	(15.2, S77)	<u>#1 STATIONS, 12+ METRO SHARE</u>
Highest Metro 1/4 HR AVG:	KGON-F	(230, S82)	
Highest TSA 1/4 HR AVG:	KGW	(306, S77)	KGW S75, S76, F76, S77, F77,
Highest TSA Cume:	KGW	(5034, F76)	S78, F78, S79, F79, S80
Highest Metro Cume Rating:	KGW	(38.1, F78)	KGON-F F80, S81, F81, S82

STATION NOTES

- KCNR-F - KPAM-F until 80; Simulcast 75-76
- KLLB-F - KYTE-F until 79; Contemp moving to AC
- KYTE - KOIN until 78; MOR until 77; Contemp until 79
- KKSN - KISN until about 79; Rock changing to AC
- KEX - AC until about 80 when talk introduced
- KXL - BTFL/MOR until 81
- KUPL - BTFL until 81
- KJIB-F - BTFL until 80
- KQFM-F - AOR or Rock until 81

PROVIDENCE

12+ METRO SHARE

12+ CUME RATING

		SPG												
		75	76	77	78	79	80	81	82	79	80	81	82	
WLKW-F	(E)	16.0	19.6	17.0	10.7	11.3	11.8	11.0	10.7	WLKW-F	18.6	23.0	20.9	21.2
WLKW	(N)	---	---	---	3.4	2.5	3.5	4.9	3.8	WLKW	----	----	----	8.0
WPRO	(AC)	10.8	11.3	10.7	11.1	8.8	7.1	8.5	7.6	WPRO	31.2	23.7	27.4	26.2
WPRO-F	(R)	8.0	8.7	6.1	7.4	8.5	7.7	9.6	9.2	WPRO-F	24.1	23.1	30.2	30.6
WEAN	(NT)	4.7	6.2	4.2	5.7	5.2	5.6	4.8	4.6	WEAN	17.3	16.8	17.8	13.1
WPJB-F	(R)	2.5	4.5	5.9	6.5	7.2	8.6	6.0	7.3	WPJB-F	23.1	26.1	22.5	21.6
WHJJ	(M)	5.7	6.5	5.7	4.8	4.9	3.7	3.8	4.9	WHJJ	21.1	17.9	16.0	14.7
WHJY-F	(A)	8.2	6.4	6.3	5.3	5.8	5.4	6.3	10.4	WHJY-F	11.9	11.9	9.8	21.3
WHIM	(C)	---	---	---	4.1	3.3	3.3	3.0	3.4	WHIM	----	----	----	5.9
WSNE-F	(AC)	---	---	---	.7	.5	.7	3.4	3.2	WSNE-F	----	----	----	10.4
WBRU-F	(R)	---	2.9	2.2	2.2	2.5	2.0	1.3	1.3	WBRU-F	----	----	----	5.4
WBSM	(T/V)	---	---	3.2	2.3	3.0	3.5	2.6	2.9	WBSM	----	----	----	5.7
WICE	(G)	9.0	7.4	4.3	1.9	1.2	.2	.7	.5	WICE	----	----	----	1.0
WGNG	(M)	7.6	4.7	2.6	1.3	1.6	2.6	1.5	.7	WGNG	----	----	----	4.5

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.8	17.7	17.6	18.2	17.9	18.4	18.7	19.6
FM Share (%)	41.04	45.61	44.16	47.83	50.79	58.00	55.89	58.82
CPM (\$)			2.00	1.85	2.90	3.07	3.21	3.26
Stations			44	38	42	42	39	41
Diaries						1504	1607	1734

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	42	40	40	36	37	39
COUNTRY	5	5	6	5	3	4
MOR/AC	20	23	20	24	29	27
BTFL MUSIC	21	23	23	22	17	13
NEWS/TALK	8	9	8	7	7	11
CLASSICAL	1	-	1	1	1	1
RELIGION	1	-	1	-	1	1
NOSTALGIA	-	-	1	1	6	5
BLACK/URBAN	-	-	2	3	-	-

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	7.17	7.53	8.66	8.97	9.75	
Income (millions)	.26	2.1	.41	-.12	.47	
Nat Rev (millions)	2.21	2.06	2.94	3.44	3.83	
Rev per Cap (\$)	8.53	8.94	10.17	9.95	10.69	
Inc per Cap (\$)	.31	.25	.48	-.13	.52	
Nat Rev per Cap (\$)	2.62	2.45	3.45	3.82	4.20	
Profit Margin (%)	3.7	2.8	4.7	----	4.8	

#1 STATIONS, 12+ METRO SHARE

WPRO	S78
WPRO-F	S81
WLKW-F	All other rating periods

STATION NOTES

WHJJ	- WJAR until 80
WSNE-F	- WRIM-F until 81
WPRO	- Contemp gradually changing to AC over period
WICE	- AC/MOR until 79 Country until 80
WGNG	- Rock changing to AC about 79

Highest Metro Share:	WLKW-F+	(20.8, F76)
Highest Metro 1/4 HR AVG:	WLKW-F+	(367, S77)
Highest TSA 1/4 HR AVG:	WLKW-F+	(370, S77)
Highest TSA Cume:	WPRO	(4519, F76)
Highest Metro Cume Rating:	WPRO	(34.5, F78)

WHJY-F	- WHIM-F until 78; Simulcast with WHIM 75-77; BTFL until 81
WLKW	- BTFL until 80; Simulcast with WLKW-F 75-77

PUEBLO

12+ METRO SHARE

12+ CUME RATING

	77	78	79	80	81	82
KIDN (C)	11.1	12.4	13.7	13.7	13.6	10.9
KCCY-F (C)	7.2	2.1	4.8	5.2	12.3	12.1
KCSJ (M)	11.1	9.7	10.1	8.5	10.5	9.7
KZLO-F (R)	4.6	5.5	1.8	6.5	7.4	6.7
KYNR-F (E)	11.8	9.0	3.0	4.6	4.9	3.6
KDZA (R)	22.9	24.8	18.5	15.7	8.6	6.1
KRMX (SP)	7.8	8.3	7.7	2.6	4.3	2.4
KRQY-F (AC)	2.6	2.1	4.8	4.6	1.2	2.4
KKFM-F (R)	2.0	3.4	2.4	.7	2.5	4.8
KSPZ-F (R)	.7	4.1	3.6	4.6	4.9	4.2
KIIQ-F (R)	3.3	3.4	.6	.7	1.9	4.2
KRDO-F (E)	6.5	6.9	7.1	3.9	6.8	5.5
KILO-F (A)	---	1.4	8.3	11.8	9.3	10.9

	79	80	81	82
KIDN	26.0	24.0	26.1	23.1
KCCY-F	13.2	11.7	21.6	21.8
KCSJ	22.7	17.9	21.8	23.3
KZLO-F	11.2	14.8	13.5	15.0
KYNR-F	----	----	----	7.1
KDZA	40.3	35.1	28.0	26.1
KRMX	----	----	----	3.0
KRQY-F	14.9	12.3	----	8.8
KKFM-F	9.6	----	----	17.3
KSPZ-F	9.6	----	13.3	12.8
KIIQ-F	---	4.1	5.8	9.6
KRDO-F	12.5	10.4	8.6	11.4
KILO-F	----	15.4	16.8	21.5

ONE RATING BOOK YEAR

	1977	1978	1979	1980	1981	1982
APR (%)	14.8	13.7	16.2	15.0	15.5	15.7
FM Share (%)	34.69	33.33	38.36	43.92	55.70	61.18
CPM (\$)	3.25	3.85	3.56	4.88	5.38	5.77
Stations	17	16	16	16	17	16
Diaries				449	575	521

FORMAT SHARES (%)

ROCK/AOR/CONT	37	45	47	39	28	40
COUNTRY	25	23	17	24	29	25
MOR/AC	17	12	13	16	18	13
BTFM MUSIC	10	12	11	9	12	10
SPANISH	8	9	8	3	8	5
RELIGION	3	1	4	6	1	5
NEWS/TALK	1	-	-	3	3	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	1.37	1.38	1.35	1.31	1.92	
Income (millions)	-.34	-.31	-.33	-.40	-.57	
Nat Rev (millions)	.13	.26	.25	.17	.23	
Rev per Cap (\$)	12.98	10.79	10.99	10.14	14.95	
Inc per Cap (\$)	-3.20	-2.41	-2.68	-3.10	-4.47	
Nat Rev per Cap (\$)	1.27	2.04	2.03	1.35	1.82	
Profit Margin (%)	----	----	----	----	----	

#1 STATIONS, 12+ METRO SHARE

KDZA	S77, S78, S79, S80
KIDN	S81
KCCY-F	S82

Highest Metro Share:	KDZA	(24.8, S78)
Highest Metro 1/4 HR AVG:	KDZA	(35, S78)
Highest TSA 1/4 HR AVG:	KDZA	(40, S77)
Highest TSA Cume:	KDZA	(592, S77)
Highest Metro Cume Rating:	KDZA	(40.3, S79)

STATION NOTES

KKFM-F, KSPZ-F, KIIQ-F, KRDO-F, KILO-F	- See Colorado Spgs
KCCY-F	- KDJQ-F until 79 Rock until 79
KYNR-F	- KPUB-F until 79 Simulcast with KPUB 77-78 Country until 79
KRMX	- KAPI until 82
KRQY-F	- KVMN-F until 79 KPLV-F until 81 BTFM until about 78 Rock until 81

RALEIGH

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		SPG				SPG								
		75	76	77	78	79	80	81	82	79	80	81	82	
WRAL-F	(R)	6.6	9.5	12.6	11.8	12.5	12.9	15.0	13.8	WRAL-F	27.0	26.5	32.5	34.5
WPTF	(M)	21.2	19.4	19.2	16.5	14.9	14.5	13.1	12.9	WPTF	30.7	32.5	28.4	25.3
WQDR-F	(A)	10.4	8.8	8.0	9.0	9.6	10.2	8.1	8.7	WQDR-F	19.4	19.5	18.7	22.1
WKIX	(C)	8.8	9.0	9.7	9.0	8.0	7.0	4.8	8.0	WKIX	25.6	21.1	20.3	17.7
WYYD-F	(E)	10.2	10.3	8.6	9.0	9.4	8.0	10.9	8.2	WYYD-F	22.2	18.1	18.1	16.3
WDNC	(M)	7.3	7.9	6.9	4.6	3.6	3.4	2.5	3.1	WDNC	12.1	12.3	8.3	11.0
WDCG-F	(R)	---	2.1	2.0	4.0	7.1	4.0	2.8	4.8	WDCG-F	18.4	14.2	8.9	17.0
WSRC	(B)	5.7	5.9	4.5	6.9	3.6	7.0	5.9	3.5	WSRC	----	11.1	9.0	8.6
WLLE	(B)	5.2	4.8	5.2	5.9	6.8	8.3	4.8	7.2	WLLE	11.7	----	11.0	12.2
WTIK	(C)	3.1	2.9	1.9	3.9	3.0	3.1	2.7	1.6	WTIK	7.5	----	----	5.4
WDUR	(B)	---	---	.5	.5	3.8	6.5	6.8	5.7	WDUR	----	10.3	10.6	9.4

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.7	14.2	14.5	14.9	14.5	16.0	16.2	17.6
FM Share (%)	33.20	38.32	33.70	40.18	44.55	42.93	46.33	46.94
CPM (\$)			2.27	2.44	2.87	2.86	2.91	2.90
Stations			17	16	15	17	20	18
Diaries						756	982	844

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	47	48	47	41	34	35
COUNTRY	9	9	6	6	13	14
MOR/AC	22	20	20	22	16	19
BTFM MUSIC	9	9	10	11	12	10
BLACK/URBAN	12	14	16	19	24	20
RELIGION	1	-	1	1	1	1
CLASSICAL	-	-	-	-	1	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	6.61	7.40	8.33	7.88	11.29		WPTF S75, S76, F76, S77,
Income (millions)	.84	.81	.87	.54	1.22		F77, F78, S79, F79,
Nat Rev (millions)	1.08	1.21	1.94	1.96	2.82		S80, F80, F81
Rev per Cap (\$)	16.09	15.02	16.68	15.47	20.61		WRAL-F S81, S82
Inc per Cap (\$)	2.04	1.65	1.75	1.06	2.23		
Nat Rev per Cap (\$)	2.62	2.46	3.88	3.84	5.15		
Profit Margin (%)	12.7	11.0	10.5	6.9	10.8		

Highest Metro Share:	WPTF	(21.2, S75)
Highest Metro 1/4 HR AVG:	WPTF	(120, S75)
Highest TSA 1/4 HR AVG:	WRAL-F	(436, F81)
Highest TSA Cume:	WRAL-F	(5502, S82)
Highest Metro Cume Rating:	WPTF	(35.3, F78)

STATION NOTES

WKIX	-	Contemp until 81
WDCG-F	-	Country until 78

READING

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>					
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
WEEU	(M)	20.3	14.6	16.9	16.5	15.8	15.0	15.2	15.4	WEEU	33.9	33.1	35.0	30.3
WHUM	(C)	10.3	13.2	10.2	13.6	14.5	8.7	11.1	10.0	WHUM	26.4	19.8	25.7	23.9
WRW	(N)	12.4	9.1	11.7	10.9	5.3	6.7	5.1	7.8	WRW	19.9	18.5	20.9	21.2
WRFY-F	(R)	7.9	8.9	7.9	7.1	7.3	11.6	10.1	11.7	WRFY-F	15.7	22.9	24.3	22.3
WFIL	(C)	7.0	6.4	5.5	6.0	4.1	1.8	1.7	2.0	WFIL	14.7	10.9	9.4	7.6
KYW	(NT)	4.2	3.2	5.2	3.8	6.2	4.5	2.9	3.3	KYW	20.4	19.0	15.1	15.9
WWSH-F	(E)	5.4	3.9	3.3	2.2	5.3	6.7	4.4	2.5	WWSH-F	10.5	12.4	9.4	6.8
WIFI-F	(R)	4.4	8.9	5.7	7.4	4.5	5.4	8.0	7.6	WIFI-F	18.5	15.0	17.7	19.3
WYSP-F	(A)	1.4	3.2	5.0	4.5	4.1	6.0	5.8	7.0	WYSP-F	11.2	13.5	15.5	15.0
WIOV-F	(C)	4.7	2.7	5.2	---	1.5	2.2	1.2	1.2	WIOV-F	----	----	----	4.1
WEAZ-F	(E)	---	---	1.9	.7	4.1	2.9	3.7	3.5	WEAZ-F	9.8	----	----	7.5

TWO RATING BOOKS PER YEAR BEGINNING IN 1981

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.0	17.1	16.3	17.1	17.9	17.4	17.4	18.1
FM Share (%)	34.73	41.40	41.47	37.23	45.67	55.30	64.50	58.05
CPM (\$)			3.64	3.33	3.93	4.68	4.78	5.29
Stations			22	24	27	25	30	32
Diaries						636	606	824

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	35	38	38	41	33	36
COUNTRY	6	21	22	17	14	22
MOR/AC	31	21	19	22	32	18
BTFL MUSIC	19	12	12	12	12	10
NEWS/TALK	6	4	7	6	6	4
RELIGION	3	3	1	1	1	1
CLASSICAL	-	1	-	-	1	1
BLACK/URBAN	-	-	-	1	1	1
NOSTALGIA	-	-	-	-	-	8

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.44	1.54	2.67	2.91	3.08		WHUM F81
Income (millions)	.18	.09	.29	.16	-.08		WEEU All other rating periods
Nat Rev (millions)	.26	.32	.22	.21	.29		
Rev per Cap (\$)	5.49	5.08	8.69	9.35	9.76		
Inc per Cap (\$)	.71	.28	.95	.50	-.24		
Nat Rev per Cap (\$)	.98	1.05	.72	.67	.93		
Profit Margin (%)	12.9	5.6	11.0	5.4	----		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	WEEU	(20.3, S75)
Highest Metro 1/4 AVG:	WEEU	(85, S75)
Highest TSA 1/4 HR AVG:	WEEU	(85, S75)
Highest TSA Cume:	WEEU	(1007, S76)
Highest Metro Cume Rating:	WEEU	(35.0, S81)

STATION NOTES

WHUM - MOR until 78
 WRW - Contemp until 82
 Other station see Philadelphia

RENO

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
KOH	(NT)	9.6	13.4	10.4	9.3	9.3	9.3	9.6	9.4	KOH	19.2	23.0	21.5	19.5
KCBN	(R)	20.2	14.4	17.2	14.0	8.8	11.9	9.6	7.7	KCBN	28.2	29.9	25.8	21.5
KOLO	(M)	11.2	12.9	14.6	13.1	8.8	10.6	6.8	6.8	KOLO	25.1	26.7	20.4	19.6
KONE	(C)	5.1	8.0	3.6	7.5	9.8	11.5	10.0	7.1	KROW	7.2	8.8	8.5	18.2
KROW	(AC)	7.9	6.5	7.8	3.3	2.4	3.1	2.1	4.2	KONE	20.1	20.0	17.6	17.6
KBET	(C)	5.6	4.0	3.6	4.2	5.4	5.3	3.6	2.3	KBET	17.2	14.2	----	9.4
KKBC-F	(C)	---	9.5	9.4	8.9	7.8	3.1	3.2	4.2	KKBC-F	20.7	14.0	8.5	11.0
KSRN-F	(E)	6.7	4.0	5.2	13.6	17.1	14.1	10.4	11.6	KSRN-F	20.9	19.8	16.2	16.5
KRNO-F	(AC)	6.7	9.0	7.8	13.1	6.3	14.5	12.1	9.0	KRNO-F	15.3	23.4	22.5	20.0
KNEV-F	(E)	---	---	1.0	.9	2.4	1.3	7.1	8.1	KNEV-F	----	----	12.7	13.9
KOZZ-F	(A)	7.3	6.0	7.3	6.1	10.7	7.9	13.6	16.1	KOZZ-F	20.1	14.8	23.0	28.3

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.7	16.9	15.1	16.3	15.2	15.8	16.8	17.7
FM Share (%)	27.74	31.32	35.29	44.61	49.73	42.66	51.37	54.09
CPM (\$)			2.49	1.91	3.42	3.06	2.94	3.47
Stations			12	12	12	12	13	13
Diaries						367	812	683

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	39	46	38	43	39	31
COUNTRY	8	12	17	17	19	15
MOR/AC	32	24	20	21	10	22
BTFL MUSIC	9	15	22	16	19	22
NEWS/TALK	12	-	-	-	11	10
CLASSICAL	-	3	3	3	2	-

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.04	2.44	3.19	4.52	4.34		KCBN S75, S76, S77, S78
Income (millions)	-.24	.13	.58	.53	.18		KSRN-F S79
Nat Rev (millions)	.29	.34	.62	.93	1.07		KRNO-F S80
Rev per Cap (\$)	15.49	14.85	18.47	22.10	21.05		KOZZ-F S81, S82
Inc per Cap (\$)	-1.84	.82	3.37	2.59	.87		
Nat Rev per Cap (\$)	2.24	2.07	3.50	4.56	5.21		
Profit Margin (%)	----	5.5	18.2	11.7	4.1		

Highest Metro Share:	KCBN	(20.2, S75)
Highest Metro 1/4 HR AVG:	KOZZ-F	(50, S82)
Highest TSA 1/4 HR AVG:	KOZZ-F	(60, S82)
Highest TSA Cume:	KOZZ-F	(717, S82)
Highest Metro Cume Rating:	KCBN	(29.9, S80)

STATION NOTES

KROW	-	KCRL until 82 Classical/BTFL until 82
KOZZ-F	-	KGLR-F until 79
KOH	-	All news until 78 News mixed with MOR until 81
KKBC-F	-	Contemp until 81
KRNO-F	-	Contemp changing to AC

RICHLAND-KENNEWICK-PASCO, WA

		<u>12+ METRO SHARE</u>					<u>12+ CUME RATING</u>				
		76	79	80	81	82	79	80	81	82	
KONA	(M)	21.6	23.0	20.5	15.1	18.4	KONA	39.1	36.0	31.5	34.4
KONA-F	(E)	9.5	12.6	12.9	11.7	13.6	KONA-F	18.1	23.5	18.8	22.3
KALE	(R)	26.7	13.3	16.7	9.5	10.7	KALE	30.6	32.5	29.3	28.7
KIOK-F	(R)	---	6.7	4.5	13.4	12.1	KIOK-F	8.0	9.0	20.1	27.0
KZZK-F	(R)	21.6	5.2	12.1	10.6	11.2	KZZK-F	14.5	21.6	21.7	23.3
KORD	(C)	---	3.0	3.0	4.5	5.8	KORD	11.8	8.1	12.2	10.8
KOTY	(C)	8.6	11.1	12.1	10.6	6.8	KOTY	18.2	25.8	22.0	19.8
KHWK-F	(C)	---	11.1	6.1	5.0	4.4	KHWK-F	21.4	13.2	15.1	14.2

ONE RATING BOOK PER YEAR. NO SURVEY IN 1975, 1977, 1978.

	<u>1976</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	14.7	14.1	12.9	15.2	16.6
FM Share (%)	27.19	43.09	42.15	55.00	51.87
CPM (\$)		3.22	4.06	3.27	2.83
Stations		12	10	11	14
Diaries			675	459	619

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	43	46	49	31
COUNTRY	13	13	17	21
MOR/AC	28	26	18	32
BTFM MUSIC	15	14	17	17

<u>FINANCIAL DATA</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Revenue (millions)	1.74	2.28	2.52	2.49	
Income (millions)	.32	.36	.20	-.03	
Nat Rev (millions)	.24	.39	.43	.42	
Rev per Cap (\$)	14.11	17.08	16.99	16.31	
Inc per Cap (\$)	2.57	2.69	1.34	-.19	
Nat Rev per Cap (\$)	1.97	2.93	2.91	2.77	
Profit Margin (%)	18.2	15.8	7.9	----	

#1 STATIONS, 12+ METRO SHARE

KALE S76
KONA All other rating periods

*Independent FM's and FM's reported separately are not included.

Highest Metro Share: KALE (26.7, S76)
Highest Metro 1/4 HR AVG: KONA (38, S82)
Highest TSA 1/4 HR AVG: KIOK-F (52, S82)
Highest TSA Cume: KONA (601, S82)
Highest Metro Cume Rating: KONA (39.1, S82)

STATION NOTES

KZZK-F - KORD-F until 80
Simulcast with KORD
in 76
MOR until 79
KHWK-F - KXDD-F until 82
Contemp until 82
KORD - MOR until 81

RICHMOND

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>	<u>12+ CUME RATING</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>		<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>
WRVA	(M)	24.5	18.8	22.1	19.3	19.1	20.2	18.7	18.4	WRVA	39.2	41.4	40.9	38.6
WRVQ-F	(R)	8.7	13.2	16.4	17.9	16.8	12.0	13.3	13.4	WRVQ-F	34.9	28.6	30.3	32.8
WLEE	(N)	11.5	9.2	8.3	7.4	4.5	5.4	4.3	5.3	WLEE	17.4	17.5	15.5	11.8
WEZS-F	(E)	11.7	10.3	9.4	7.6	9.0	7.1	6.2	6.8	WEZS-F	17.5	16.0	13.2	14.3
WRNL	(C)	3.4	5.5	2.4	4.4	4.9	3.5	8.1	7.5	WRNL	15.2	14.6	19.4	17.2
WRXL-F	(A)	3.4	5.7	5.3	6.7	6.3	9.4	9.2	8.6	WRXL-F	16.7	14.1	17.1	17.5
WTVR	(N)	3.5	3.6	---	1.6	2.1	1.1	1.2	1.1	WTVR	----	----	----	5.2
WTVR-F	(C)	---	3.5	3.2	5.3	5.7	4.9	4.3	4.9	WTVR-F	15.4	11.1	11.7	13.3
WGOE	(M)	6.0	4.3	3.6	1.1	1.5	3.2	1.6	1.8	WGOE	----	----	----	5.6
WENZ	(B)	5.5	5.8	4.3	6.4	6.0	4.2	2.2	4.5	WENZ	11.9	11.8	----	12.6
WANT	(B)	4.8	4.1	6.6	4.8	4.4	7.2	6.7	7.2	WANT	8.7	12.5	11.0	15.5
WXGI	(C)	---	4.0	4.1	5.2	4.7	3.1	4.9	1.8	WXGI	8.4	8.4	----	5.1
WEET	(C)	---	2.8	3.4	3.6	2.5	2.6	1.4	.5	WEET	---	---	---	2.4
WPLZ-F	(B)	---	---	---	---	.3	.5	7.6	7.3	WPLZ-F	---	---	13.7	15.8

TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.7	14.0	13.9	14.3	15.6	15.2	16.3	17.9
FM Share (%)	28.40	38.06	37.26	40.41	48.22	38.45	47.58	46.53
CPM (\$)			2.87	3.39	3.42	3.06	3.07	3.03
Stations			19	18	19	20	20	22
Diaries						816	887	1306

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	35	38	33	33	26	24
COUNTRY	7	11	10	8	16	18
MOR/AC	27	26	24	25	28	22
BTFM MUSIC	15	14	21	14	12	7
BLACK/URBAN	11	11	10	18	17	22
NEWS/TALK	2	-	-	-	-	-
RELIGION	2	1	2	1	-	1
NOSTALGIA	-	-	-	-	2	7

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	7.52	7.95	8.66	6.70	10.39		WRVA - All rating periods
Income (millions)	1.13	1.26	1.19	.22	.79		
Nat Rev (millions)	1.62	1.51	2.40	1.63	2.81		
Rev per Cap (\$)	15.00	13.18	14.10	10.85	16.07		
Inc per Cap (\$)	2.25	2.09	1.94	.35	1.22		
Nat Rev per Cap (\$)	3.24	2.51	3.91	2.63	4.34		
Profit Margin (%)	15.0	15.9	13.7	3.2	7.6		

Highest Metro Share:	WRVA	(24.8, S77)
Highest Metro 1/4 HR AVG:	WRVA	(181, S81)
Highest TSA 1/4 HR AVG:	WRVA	(265, S79)
Highest TSA Cume:	WRVA	(3116, S81)
Highest Metro Cume Rating:	WRVA	(43.5, F77)

STATION NOTES

WLEE	-	Contemp changing to AC until 82
WRNL	-	News until 78 AC until 81
WTVR	-	Country until ??
WTVR-F	-	BTFM until 82
WGOE	-	Rock until about 80 changing to AC/MOR

RIVERSIDE-SAN BERNADINO-ONTARIO

		<u>12+ METRO SHARE</u>			<u>12+ CUME RATING</u>			
		<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	
KCKC	(C)	4.0	3.0	3.3	KCKC	7.9	----	7.1
KOLA-F	(R)	3.5	3.9	3.7	KOLA-F	9.3	11.0	11.7
KGGI-F	(R)	5.9	3.3	4.1	KGGI-F	13.4	10.7	10.9
KDUO-F	(E)	5.3	6.1	5.3	KDUO-F	12.0	11.1	10.1
KCAL-F	(A)	2.8	2.8	2.1	KCAL-F	----	----	6.6
KFXM	(R)	3.2	2.8	1.9	KFXM	11.0	11.2	8.9
KMEN	(AC)	1.1	1.7	2.7	KMEN	---	---	5.5
KABC	(NT)	2.7	3.5	3.3	KABC	---	8.9	7.9
KRTH-F	(AC)	3.5	4.3	2.8	KRTH-F	---	9.5	9.5
KFI	(AC)	7.9	5.7	6.2	KFI	23.9	18.5	18.5
KMET-F	(A)	6.8	3.7	4.7	KMET-F	11.8	10.2	11.1
KBIG-F	(E)	4.7	5.7	3.8	KBIG-F	10.8	14.5	9.6
KNX	(NT)	3.9	4.0	3.0	KNX	12.2	10.9	8.9
KOST-F	(E)	3.6	3.6	3.7	KOST-F	8.0	---	7.7
KLAC	(C)	4.8	3.2	2.1	KLAC	----	----	5.5

TWO BOOKS PER YEAR BEGINNING IN 1980

	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	17.1	16.4	18.0
FM Share (%)	56.96	55.00	58.85
CPM (\$)	3.74	5.25	4.10
Stations	33	39	45
Diaries	783	1120	1667

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	46	33	29
COUNTRY	11	15	12
MOR/AC	6	11	20
BTFL MUSIC	22	22	18
NEWS/TALK	10	11	10
BLACK/URBAN	3	5	3
SPANISH	2	1	2
RELIGION	-	2	2
CLASSICAL	-	1	1
NOSTALGIA	-	-	3

FINANCIAL DATA

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Revenue (millions)	7.95	9.36	12.50	
Income (millions)	.002	.22	.38	
Nat Rev (millions)	1.77	1.73	3.11	
Rev per Cap (\$)	5.60	6.58	7.68	
Inc per Cap (\$)	.02	.16	.23	
Nat Rev per Cap (\$)	1.24	1.22	1.91	
Profit Margin (%)	0.02	2.4	3.1	

#1 STATIONS, 12+ METRO SHARE

KFI	S80, S82
KMET-F	F80
KBIG-F	S81
KDUO-F	F81

Highest Metro Share:	KFI	(9.4, S80)
Highest Metro 1/4 HR AVG:	KFI	(147, S80)
Highest TSA 1/4 HR AVG:	KFI	(188, S80)
Highest TSA Cume:	KFI	(2715, S80)
Highest Metro Cume:	KFI	(23.9, S80)

STATION NOTES

All stations below KMEN see Los Angeles

ROANOKE

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
WXLK-F	(R)	10.3	10.4	14.3	12.2	10.4	15.3	19.2	21.4	WXLK-F	19.8	29.3	35.4	39.4
WFIR	(M)	10.3	8.6	7.9	13.9	12.2	12.8	10.1	9.1	WFIR	33.2	28.7	26.6	30.2
WPVR-F	(E)	5.7	8.9	7.9	9.2	10.1	14.6	19.1	14.5	WPVR-F	15.2	23.3	27.9	23.0
WROV	(AC)	18.3	26.4	18.4	18.6	20.1	11.7	13.7	13.2	WROV	40.5	30.6	32.8	30.7
WSLC	(C)	29.0	19.0	19.5	19.7	13.2	16.8	15.3	12.6	WSLC	32.4	25.5	22.9	25.8
WSLQ-F	(A)	8.0	8.2	14.7	11.5	10.1	6.2	7.9	6.9	WSLQ-F	24.1	11.0	13.1	13.5
WTOY	(B)	7.3	6.3	6.4	8.5	11.1	7.3	4.1	8.8	WTOY	9.8	9.8	9.4	11.7
WKBA	(G)	3.1	1.1	1.5	.7	1.0	1.1	.6	1.3	WKBA	---	5.3	---	3.6
WJLM-F	(C)	---	---	---	.3	.7	1.8	2.9	5.3	WJLM-F	3.4	6.9	6.5	12.0
WRIS	(G)	1.5	3.7	1.1	1.4	3.5	2.2	1.1	1.3	WRIS	6.5	5.9	4.4	4.1

TWO RATING BOOKS PER YEAR BEGINNING IN 1981

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.5	15.1	14.9	15.6	15.4	14.3	14.6	16.4
FM Share (%)	26.73	29.60	38.74	34.39	32.49	40.47	53.93	51.64
CPM (\$)			2.07	2.40	2.48	1.74	2.72	3.02
Stations			10	11	11	11	10	11
Diaries						566	515	558

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	31	31	35	31	30
COUNTRY	22	21	14	20	17	19
MOR/AC	10	16	16	20	24	23
BTFM MUSIC	23	22	25	16	21	15
BLACK/URBAN	7	9	12	8	6	11
RELIGION	-	1	1	1	2	3

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.66	2.68	3.24	4.00	3.95		WSLC S75, S77, S78, S80
Income (millions)	.58	.44	.56	.72	.48		WROV S76, S79
Nat Rev (millions)	.66	.54	.73	.83	.90		WXLK-F S81, S82
Rev per Cap (\$)	14.09	12.48	15.26	18.55	17.26		WPVR-F F81
Inc per Cap (\$)	3.06	2.04	2.63	3.34	2.09		
Nat Rev per Cap (\$)	3.48	2.52	3.43	3.83	3.93		
Profit Margin (%)	21.8	16.3	17.2	18.0	12.1		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	WSLC	(29.0, S75)
Highest Metro 1/4 HR AVG:	WSLC	(74, S75)
Highest TSA 1/4 HR AVG:	WXLK-F	(287, S81)
Highest TSA Cume:	WXLK-F	(3099, S81)
Highest Metro Cume Rating:	WROV	(40.5, S79)

STATION NOTES

WXLK-F	-	WLRG-F until 80 BTFM until 80
WROV	-	Rock changing to AC
WRIS	-	MOR until 81

ROCHESTER

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
WHAM	(M)	20.7	18.5	16.2	13.0	14.7	11.5	8.6	10.1	WHAM	37.1	34.3	26.7	26.8
WHFM-F	(R)	6.4	7.1	4.4	5.7	6.2	5.3	4.4	5.1	WHFM-F	18.5	16.8	14.4	16.2
WNYR	(C)	9.5	5.2	5.2	5.2	3.5	5.1	5.5	7.9	WNYR	----	10.9	14.0	15.0
WEZO-F	(E)	19.2	19.0	16.7	17.0	19.7	15.1	17.4	13.7	WEZO-F	29.9	26.9	29.3	25.2
WBBF	(AC)	9.7	9.1	11.8	10.9	6.9	7.9	5.6	4.4	WBBF	26.4	24.6	23.8	16.6
WMJQ-F	(A)	---	---	3.4	7.4	11.7	7.4	8.2	8.2	WMJQ-F	20.9	15.8	18.1	20.0
WCMF-F	(A)	3.8	4.4	6.0	2.7	3.1	5.8	6.8	9.9	WCMF-F	8.9	12.0	14.7	22.1
WVOR-F	(AC)	---	2.2	2.9	5.5	8.7	8.3	8.4	10.0	WVOR-F	16.0	14.9	19.6	20.7
WPXN	(N)	3.8	3.9	2.6	3.3	4.3	4.3	4.7	5.3	WPXN	12.6	10.9	----	11.8
WPXY-F	(AC)	4.7	4.7	5.1	4.2	2.1	4.9	4.8	3.2	WPXY-F	9.7	13.8	12.2	10.4
WDXK-F	(B)	---	2.8	1.0	3.4	1.9	3.9	4.7	3.1	WDXK-F	----	----	----	5.9

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.0	15.5	15.8	15.6	15.2	15.5	16.4	15.8
FM Share (%)	41.21	47.70	49.47	53.28	58.89	62.09	62.90	65.90
CPM (\$)			2.83	3.20	3.62	5.04	5.76	4.94
Stations			26	22	22	22	24	19
Diaries						937	1087	1168

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	40	44	40	33	31
COUNTRY	7	8	6	7	8	11
MOR/AC	24	21	20	27	29	30
BTFM MUSIC	25	25	22	16	20	15
NEWS/TALK	3	4	5	5	-	-
BLACK/URBAN	2	1	3	5	5	4
RELIGION	1	1	-	1	-	1
NOSTALGIA	-	-	-	-	4	7

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	7.29	8.22	9.06	9.71	11.21		WHAM S75, S76, S77(T), S80
Income (millions)	1.17	1.31	1.67	1.32	.79		WEZO-F F76, S77(T), F77, S78, F78, S79, F79, F80, S81, F81, S82
Nat Rev (millions)	1.72	1.70	2.36	2.19	2.85		
Rev per Cap (\$)	9.07	8.43	9.33	9.98	11.53		
Inc per Cap (\$)	1.46	1.35	1.73	1.36	.81		
Nat Rev per Cap (\$)	2.14	1.74	2.43	2.25	2.93		
Profit Margin (%)	16.1	15.9	18.5	13.6	7.0		

Highest Metro Share:	WEZO-F	(22.6, F79)
Highest Metro 1/4 HR AVG:	WEZO-F	(272, F79)
Highest TSA 1/4 HR AVG:	WEZO-F	(285, F79)
Highest TSA Cume:	WHAM	(3599, S76)
Highest Metro Cume Rating:	WHAM	(38.1, F79)

STATION NOTES

WPXN	-	WROC until 79 AC until 77 News until 81
WBBF	-	Rock gradually changing to AC
WPXY-F	-	BTFM until 79

ROCKFORD

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
WROK	(AC)	23.5	24.5	23.6	25.1	24.3	17.6	16.9	19.4	WROK	56.1	48.8	42.0	46.5
WZOK-F	(R)	12.1	12.9	8.6	5.8	13.2	7.5	11.8	18.0	WZOK-F	23.6	18.9	29.6	34.5
WRWC-F	(E)	5.4	3.8	4.1	8.7	8.0	11.0	15.1	10.4	WRWC-F	16.3	16.9	21.6	18.3
WYFE-F	(A)	2.5	5.1	11.0	4.8	7.1	7.8	11.5	9.6	WYFE-F	14.5	16.7	21.8	19.5
WRRR	(M)	8.6	6.0	5.8	7.4	6.8	4.4	1.8	1.7	WRRR	----	----	----	4.5
WYBR-F	(R)	----	----	3.8	4.5	4.0	6.0	6.2	2.5	WYBR-F	11.3	13.1	15.5	8.6
WKKN	(C)	----	----	4.5	6.4	2.8	5.6	4.1	3.4	WKKN	----	----	----	6.4
WGN	(M)	10.2	7.2	9.2	7.7	9.2	9.4	5.6	8.4	WGN	20.3	19.3	20.3	17.0
WBBM	(NT)	4.1	3.1	3.1	2.9	3.4	4.1	3.0	2.5	WBBM	11.1	14.1	13.8	9.4
WLS	(R)	7.9	10.4	5.8	7.4	5.2	3.4	4.1	4.2	WLS	20.4	20.3	18.7	18.5
WMAQ	(C)	8.6	10.7	7.9	6.4	7.4	10.7	8.9	7.6	WMAQ	17.8	21.5	22.9	17.8

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.5	15.0	13.6	14.2	14.9	14.6	14.9	15.5
FM Share (%)	24.90	24.30	31.94	31.01	35.64	38.33	50.97	48.48
CPM (\$)			4.07	4.57	4.32	3.99	3.89	3.55
Stations			13	15	13	16	14	15
Diaries						632	505	657

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	45	47	54	45	37	37
COUNTRY	14	16	11	17	14	12
MOR/AC	21	21	22	15	27	32
BTFM MUSIC	16	9	9	14	17	12
NEWS/TALK	3	3	4	5	4	3
RELIGION	2	3	1	3	1	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.10	3.30	3.66	4.43	4.45		WROK All rating periods
Income (millions)	-.05	.20	.19	.54	.28		
Nat Rev (millions)	.23	.28	.42	.50	.64		
Rev per Cap (\$)	9.56	12.35	13.73	16.46	15.84		
Inc per Cap (\$)	-.24	.77	.70	2.00	.99		
Nat Rev per Cap (\$)	1.03	1.04	1.59	1.85	2.26		
Profit Margin (%)	----	6.2	5.1	12.2	6.2		

Highest Metro Share:	WROK	(25.1, S78)
Highest Metro 1/4 HR AVG:	WROK	(79, S79)
Highest TSA 1/4 HR AVG:	WZOK-F	(94, S82)
Highest TSA Cume:	WROK	(1443, S78)
Highest Metro Cume Rating:	WROK	(56.1, S79)

STATION NOTES

WGN, WLS, WBBM, WMAQ - Chicago
WROK - Rock gradually changing to AC
WZOK-F - BTFM until 78
WYBR-F - MOR until 79

SACRAMENTO

12+ METRO SHARE

12+ CUME RATING

		SPG								12+ CUME RATING				
		75	76	77	78	79	80	81	82	79	80	81	82	
KRAK	(C)	7.2	7.8	8.0	8.3	6.6	7.7	8.3	5.6	KRAK	14.2	14.5	16.4	14.3
KEWT-F	(E)	11.4	10.4	13.9	11.7	10.2	9.0	7.3	5.8	KEWT-F	19.0	20.4	12.0	11.5
KGNR	(T/M)	11.8	9.6	7.1	7.8	7.2	6.4	5.7	4.2	KGNR	18.3	17.3	14.0	14.3
KCTC-F	(E)	7.2	7.2	6.8	6.7	5.1	5.0	4.7	5.6	KCTC-F	11.3	----	----	11.0
KZAP-F	(A)	---	4.7	4.1	2.7	8.1	13.4	12.6	13.7	KZAP-F	14.8	20.2	22.7	25.5
KXOA	(N)	5.1	4.8	---	1.8	1.1	1.3	1.6	3.9	KXOA	----	----	----	8.7
KXOA-F	(AC)	8.1	5.1	6.7	7.8	6.7	5.5	6.0	9.9	KXOA-F	16.3	14.8	13.6	21.9
KFBK	(NT)	---	4.8	4.9	5.2	5.3	4.8	3.8	3.9	KFBK	13.5	13.1	12.4	12.2
KAER-F	(C)	---	---	---	1.5	1.6	3.2	2.9	3.1	KAER-F	----	----	----	7.7
KROY	(R)	7.7	6.6	6.1	7.3	5.2	3.2	1.4	1.5	KROY	21.7	17.6	----	5.9
KROY-F	(R)	---	3.1	5.7	5.4	4.9	3.0	3.8	3.3	KROY-F	21.7	----	13.1	11.0
KGMS	(M)	5.2	4.8	4.8	4.4	4.7	3.2	2.6	2.0	KGMS	----	----	----	6.5
KWOD-F	(R)	---	---	---	2.6	3.0	3.4	3.1	2.4	KWOD-F	----	----	----	9.9
KSFM-F	(R)	5.0	5.7	3.9	4.5	3.5	5.7	7.9	4.7	KSFM-F	----	17.1	19.2	17.1
KHYL-F	(AC)	---	---	1.2	1.9	4.3	5.0	4.2	3.3	KHYL-F	----	12.1	----	9.9
KFRC	(R)	5.2	5.1	4.4	4.0	2.7	2.5	1.5	2.0	KFRC	13.9	9.2	9.1	9.9

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.9	14.7	16.3	15.2	15.2	16.1	16.1	17.1
FM Share (%)	44.37	40.83	49.03	50.47	53.42	61.06	62.56	64.00
CPM (\$)			2.58	3.34	3.69	3.47	3.88	3.62
Stations			25	22	25	23	26	26
Diaries						988	1129	1052

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	35	35	44	48	40	31
COUNTRY	10	7	7	8	10	8
MOR/AC	26	28	22	11	15	24
BTFM MUSIC	16	16	11	20	18	13
NEWS/TALK	9	8	9	8	8	12
RELIGION	3	1	2	1	2	2
BLACK/URBAN	-	2	2	1	4	4
SPANISH	-	1	1	3	2	-
CLASSICAL	2	2	2	-	-	-
NOSTALGIA	-	-	-	-	-	6

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	8.63	9.61	9.23	14.03	16.16	
Income (millions)	1.31	1.40	1.29	1.32	.80	
Nat Rev (millions)	2.84	2.70	3.91	6.90	8.40	
Rev per Cap (\$)	11.56	10.42	9.72	14.42	15.43	
Inc per Cap (\$)	1.75	1.52	1.35	1.36	.76	
Nat Rev per Cap (\$)	3.80	2.46	4.11	7.10	8.02	
Profit Margin (%)	15.1	14.5	13.9	9.4	4.9	

#1 STATIONS, 12+ METRO SHARE

KGNR	S75
KEWT-F	S76, F76, S77, F77, S78, F78, S79, F79
KZAP-F	S80, F80, S81, F81, S82

STATION NOTES

Highest Metro Share:	KEWT-F (15.1, S77,S78)	KFRC	- See San Francisco
Highest Metro 1/4 HR AVG:	KZAP-F (224, S82)	KGNR	- KCRA until 78
Highest TSA 1/4 HR AVG:	KZAP-F (305, S82)		MOR with more
Highest TSA Cume:	KFRC (3764, F77)		News/Talk starting
Highest Metro Cume Rating:	KZAP-F (25.5, S82)		about 79
KROY-F	- KROI-F until 79	KXOA	- KNDE until 78
KCTC-F	- MOR until about 79		Rock until 79
KAER-F	- Classical until about 79; BTFM until 82		Format until 82
			unknown

SAGINAW

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
WSGW	(M)	11.9	13.1	15.7	21.5	15.0	14.5	16.7	16.9	WSGW	29.2	27.4	30.7	32.4
WIOG-F	(R)	---	4.0	4.2	4.6	2.5	13.1	11.3	12.4	WIOG-F	----	26.9	29.2	31.4
WGER-F	(E)	15.7	11.7	9.1	19.2	17.5	11.6	12.7	13.6	WGER-F	27.3	22.2	23.0	21.4
WSAM	(O)	10.9	9.5	14.3	8.8	8.2	4.0	4.0	6.2	WSAM	27.6	20.5	17.2	21.3
WKCQ-F	(C)	6.5	7.3	7.3	8.1	11.1	15.3	13.5	12.4	WKCQ-F	20.8	27.5	26.6	24.4
WWWS-F	(B)	2.4	4.7	2.1	1.2	10.7	10.5	10.2	11.9	WWWS-F	----	----	----	15.9
WHNN-F	(R)	13.7	18.2	12.2	9.6	12.1	12.4	14.2	9.0	WHNN-F	23.6	20.2	27.1	24.4
WKNX	(M)	7.8	4.7	12.9	4.6	7.5	2.9	3.3	1.4	WKNX	19.6	9.7	14.0	7.3
WXOX	(C)	5.8	5.1	4.2	3.5	1.1	2.2	1.8	.3	WXOX	8.6	7.1	6.5	3.8
WJR	(M)	7.5	2.9	3.8	6.2	3.9	1.5	2.5	1.1	WJR	9.9	6.7	6.8	7.5
WWCK-F	(A)	---	---	2.4	---	.4	1.1	.7	6.5	WWCK-F	---	---	---	11.7

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.7	15.2	15.8	14.5	15.5	15.1	15.1	19.3
FM Share (%)	39.91	50.60	40.98	46.72	59.39	69.92	68.73	70.62
CPM (\$)			1.78	1.90	2.51	1.87	2.19	2.72
Stations			16	16	15	16	15	16
Diaries						553	642	686

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	32	29	35	37	29	29
COUNTRY	12	14	13	20	20	14
MOR/AC	36	36	21	19	26	29
BTFL MUSIC	15	21	19	13	15	15
BLACK/URBAN	5	1	12	11	11	13

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.60	1.27	2.23	2.09	2.20		WGER-F S75, S79
Income (millions)	-.06	-.12	.13	.07	.21		WHNN-F S76
Nat Rev (millions)	.17	.19	.35	.26	.29		WSGW S77, S78, S81, S82
Rev per Cap (\$)	8.91	5.56	9.74	9.09	9.60		WKCQ-F S80
Inc per Cap (\$)	-.31	-.55	.56	.32	.90		
Nat Rev per Cap (\$)	.95	.85	1.54	1.14	1.28		
Profit Margin (%)	----	----	5.7	3.5	9.3		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	WSGW	(21.5, S78)
Highest Metro 1/4 HR AVG:	WSGW	(60, S82)
Highest TSA 1/4 HR AVG:	WHNN-F	(134, S80)
Highest TSA Cume:	WHNN-F	(1446, S80)
Highest Metro Cume Rating:	WSGW	(32.4, S82)

STATION NOTES

WJR	- See Detroit
WWCK-F	- See Flint
WSAM	- Rock changing to AC and oldies
WIOG-F	- BTFL until 78 AOR until 80
WHNN-F	- Rock until 80 AOR until 81

ST. LOUIS

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KMOX	(NT)	25.2	26.3	25.0	23.6	25.5	22.5	22.7	21.1	KMOX	45.9	43.2	40.5	38.6
KMOX-F	(AC)	---	2.4	3.6	4.2	3.4	3.6	2.9	3.4	KMOX-F	10.8	11.8	11.0	12.9
WIL	(C)	5.8	6.5	5.0	5.7	3.8	3.4	2.7	3.0	WIL	11.5	10.4	9.5	7.1
WIL-F	(C)	---	2.8	4.3	5.5	5.0	7.2	5.8	6.7	WIL-F	11.4	13.6	13.6	16.6
KEZK-F	(E)	3.6	4.2	5.1	6.5	7.2	6.8	6.3	6.6	KEZK-F	13.1	14.9	12.2	13.2
KSD	(C)	11.5	8.0	7.5	6.4	3.1	2.4	4.5	4.1	KSD	15.6	15.0	12.6	13.3
KSD-F	(AC)	5.1	4.3	3.8	2.4	1.2	3.4	4.9	4.5	KSD-F	----	----	11.3	14.1
KWK	(R)	---	---	---	---	---	1.8	2.2	1.3	KWK	22.1	9.0	10.7	7.2
KWK-F	(A)	---	---	---	.6	7.8	6.3	7.2	7.4	KWK-F	----	18.7	13.4	17.3
KSLQ-F	(R)	6.1	8.4	8.2	7.5	4.9	5.7	4.7	4.1	KSLQ-F	18.1	17.2	15.7	14.0
KMJM-F	(B)	---	1.7	3.5	4.1	3.3	4.3	6.4	6.1	KMJM-F	8.1	7.7	13.3	14.3
KXOK	(AC)	5.3	5.9	4.4	5.4	5.9	5.0	4.1	3.5	KXOK	17.1	16.0	13.8	12.7
WRTH	(N)	5.2	4.1	4.2	4.3	3.9	5.0	3.9	3.9	WRTH	12.2	13.1	12.1	9.5
KATZ	(B)	---	4.7	3.4	2.7	2.7	2.0	1.4	2.7	KATZ	8.4	5.2	----	7.3
WZEN-F	(B)	---	---	---	---	.5	1.0	1.8	2.8	WZEN-F	----	----	----	6.0
KSHE-F	(A)	4.3	5.2	6.7	7.7	7.2	6.4	7.2	4.5	KSHE-F	14.7	15.0	15.6	13.4
KADI-F	(R)	4.1	3.4	3.0	3.0	1.7	2.0	2.2	2.2	KADI-F	8.9	9.2	8.5	10.5

TWO OR MORE RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.8	15.6	16.3	16.2	16.3	16.5	17.2	18.4
FM Share (%)	31.09	34.25	40.00	42.41	40.63	47.71	50.02	53.19
CPM (\$)			1.99	1.88	1.83	2.66	3.08	3.00
Stations			26	21	25	25	25	28
Diaries						1484	1727	2076

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	23	32	35	33	28	21
COUNTRY	13	11	10	10	12	15
MOR/AC	13	9	5	5	10	14
BTFM MUSIC	14	12	12	14	11	7
NEWS/TALK	26	28	28	26	25	22
BLACK/URBAN	10	8	9	11	11	14
RELIGION	1	-	-	1	-	2
NOSTALGIA	-	-	-	-	1	5

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981
Revenue (millions)	23.16	26.36	29.28	29.07	32.92	
Income (millions)	3.11	4.49	5.94	4.65	.60	
Nat Rev (millions)	6.90	7.76	9.78	9.52	10.24	
Rev per Cap (\$)	11.97	11.26	12.79	12.35	13.97	
Nat Rev per Cap (\$)	3.57	3.31	4.27	4.04	4.34	
Inc per Cap (\$)	1.60	1.92	2.60	1.98	.25	
Profit Margin (%)	13.4	17.0	20.3	16.0	1.8	

#1 STATIONS, 12+ METRO SHARE

KMOX - All rating periods

STATION NOTES

KSD-F - KCFM-F until 80
 BTFM until 78
 Contemp until 80
 KMJM-F - KKSS-F until 81
 KWK-F - WGNN-F until 79
 WWWK-F until 81
 Simulcast with
 KWK in 81
 KSD - MOR until 79
 News until 81

Highest Metro Share: KMOX (26.5, S79, S76)
 Highest Metro 1/4 HR AVG: KMOX (841, S79)
 Highest TSA 1/4 HR AVG: KMOX (985, S79)
 Highest TSA Cume: KMOX (10894, S79)
 Highest Metro Cume Rating: KMOX (45.9, S79)

KXOK - Rock changing to AC
 WRTH - BTFM until 82

SALINAS-SEASIDE-MONTEREY

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
KDON	(C)	14.5	11.8	6.4	5.4	3.3	2.9	1.5	1.7	KDON	18.0	----	----	7.3
KDON-F	(R)	4.4	3.2	9.6	13.8	16.9	9.9	14.4	8.2	KDON-F	32.3	21.0	34.8	22.4
KIDD	(R)	---	4.6	6.1	2.5	6.1	9.9	9.0	7.9	KIDD	16.2	28.4	30.6	22.9
KLRB-F	(R)	5.6	2.0	2.3	5.1	3.5	4.8	3.0	3.0	KLRB-F	----	8.2	----	8.4
KWYT-F	(E)	8.0	8.3	11.3	5.4	7.7	7.7	6.2	7.9	KWYT-F	15.8	13.2	12.3	14.2
KWAV-F	(R)	---	4.3	6.7	6.5	4.7	6.5	4.8	6.0	KWAV-F	13.0	13.9	15.2	16.4
KTOM	(C)	5.9	6.3	10.1	11.3	8.7	4.7	6.5	4.7	KTOM	17.1	10.9	----	13.6
KCTY	(SP)	6.5	1.7	5.2	4.5	5.9	7.6	5.3	6.5	KCTY	----	----	----	7.6
KMBY-F	(AC)	---	---	---	---	2.5	1.8	4.2	4.5	KMBY-F	----	----	----	10.0
KRAY-F	(R)	---	---	---	---	3.0	.9	2.2	2.2	KRAY-F	----	----	----	4.6
KNRY	(R)	5.0	8.0	3.8	3.7	.8	.7	.5	.5	KNRY	----	----	----	3.1
KGO	(NT)	6.5	9.8	5.8	6.5	9.9	10.7	8.1	6.7	KGO	19.2	19.1	15.6	16.0
KCBS	(NT)	5.3	9.2	3.8	3.1	3.0	3.7	4.8	2.7	KCBS	6.9	11.0	11.2	9.8
KSJO-F	(A)	---	---	---	1.4	2.8	1.3	4.1	3.7	KSJO-F	----	----	----	10.0

TWO RATING BOOKS PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.1	16.3	15.4	14.6	16.8	16.1	16.4	16.6
FM Share (%)	32.71	28.09	43.85	48.07	54.00	51.99	58.96	56.36
CPM (\$)			1.92	2.25	2.35	3.64	4.15	5.57
Stations			21	23	20	21	27	30
Diaries						439	779	711

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	29	35	32	34	44	38
COUNTRY	14	16	16	11	12	11
MOR/AC	15	13	10	9	9	9
BTFL MUSIC	23	18	20	24	12	12
NEWS/TALK	10	11	15	14	12	11
SPANISH	6	5	3	7	8	8
BLACK/URBAN	3	2	3	2	3	4
CLASSICAL	-	-	1	-	1	3

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.47	2.54	3.28	3.59	5.15		KDON S75, S76
Income (millions)	-.13	-.05	-.16	-.24	-.41		KWYT-F S77
Nat Rev (millions)	.46	.43	.93	1.06	2.11		KDON-F S78, S79, F79, S80,
Rev per Cap (\$)	10.59	9.11	11.73	12.88	17.30		F81, S82
Inc per Cap (\$)	-.54	-.19	-.58	-.86	-1.38		KGO F80
Nat Rev per Cap (\$)	1.97	1.52	3.32	3.80	7.10		
Profit Margin (%)	----	----	----	----	----		

Highest Metro Share: KDON-F (17.8, F79)
 Highest Metro 1/4 HR AVG: KDON-F (72, F79)
 Highest TSA 1/4 HR AVG: KDON-F (104, F79)
 Highest TSA Cume: KDON-F (1227, S81)
 Highest Metro Cume Rating: KDON-F (34.8, S81)

STATION NOTES

KGO, KCBS - See San Francisco
 KSJO-F - See San Jose
 KMBY-F - KOKQ-F until 81
 KNRY - KMBY until 79
 KESE until 82
 KDON-F - KSBW-F until 76
 KBEZ-F until 77
 KDON - Contemp until 80
 KIDD - MOR until 79
 KWAV-F - BTFL until 80

SALT LAKE CITY

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		82	79	80	81	82
KSL	(M)	9.0	9.4	10.4	10.3	9.9	9.8	10.8	9.0	KSL	26.2	23.4	28.0	24.4
KSFI-F	(E)	9.0	7.5	8.7	7.6	7.7	7.5	9.1	10.7	KSFI-F	14.7	14.0	21.4	22.8
KCPX	(R)	12.1	12.1	11.0	9.1	7.7	7.0	5.7	3.2	KCPX	25.8	20.6	19.8	13.3
KCPX-F	(A)	---	4.3	4.2	7.7	8.0	7.4	6.7	7.6	KCPX-F	15.7	16.7	13.3	15.8
KLUB	(E)	11.0	10.0	8.1	9.1	8.3	7.3	7.2	5.5	KLUB	20.8	16.0	15.8	12.1
KISN-F	(AC)	4.4	5.1	4.7	5.0	3.8	3.2	4.2	4.6	KISN-F	8.7	----	12.5	13.4
KRSP	(R)	4.7	3.7	4.1	2.8	3.0	2.3	2.1	3.7	KRSP	10.6	12.5	----	14.2
KRSP-F	(A)	4.6	10.5	8.0	6.1	5.3	4.9	4.9	5.8	KRSP-F	14.7	16.0	14.0	15.5
KALL	(AC)	5.2	6.4	6.1	5.7	7.4	6.1	7.0	3.8	KALL	9.5	11.4	----	10.9
KSOP	(C)	---	---	2.0	4.3	2.5	1.6	2.0	2.0	KSOP	----	----	----	6.8
KSOP-F	(C)	5.0	10.9	6.9	5.0	4.6	6.3	6.5	6.8	KSOP-F	12.8	10.4	13.4	12.3
KFMY-F	(R)	----	----	----	1.2	2.1	1.8	4.0	5.1	KFMY-F	----	----	11.5	15.7
KRGO	(C)	----	4.3	4.2	4.8	3.5	4.0	4.0	3.0	KRGO	8.9	12.0	8.9	7.0
KDAB-F	(R)	----	----	----	.5	1.3	4.0	3.9	4.0	KDAB-F	----	10.8	13.1	9.6
KSXX	(M)	4.9	4.3	4.4	2.8	3.0	4.0	2.3	---	KSXX	----	----	----	----

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.0	15.1	14.4	14.8	14.4	15.1	15.2	15.1
FM Share (%)	34.88	38.58	41.96	42.09	43.15	48.05	49.29	60.10
CPM (\$)			2.04	2.67	2.80	3.06	3.17	3.05
Stations			20	22	25	23	27	25
Diaries						874	1162	1273

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	31	36	38	40	38	36
COUNTRY	16	16	14	17	20	17
MOR/AC	25	18	18	19	19	22
BTFM MUSIC	23	24	24	17	18	18
NEWS/TALK	4	5	6	6	3	2
CLASSICAL	1	1	1	-	-	1
NOSTALGIA	-	-	-	1	2	2
RELIGION	-	-	-	-	1	1

FINANCIAL DATA

	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	7.80	9.25	12.11	13.66	15.50		KCPX S75, S76, F77, S78
Income (millions)	.94	.88	1.85	1.67	.94		KLUB F76, S79
Nat Rev (millions)	1.71	2.00	2.46	3.08	4.07		KSL S77, F78, F79, S80(T), F80, S81, F81
Rev per Cap (\$)	12.40	11.28	14.43	15.80	15.85		KCPX-F S80(T)
Inc per Cap (\$)	1.50	1.08	2.20	1.93	.96		KSFI-F S82
Nat Rev per Cap (\$)	2.72	2.43	2.93	3.56	4.16		
Profit Margin (%)	12.1	9.6	15.2	12.2	6.1		

Highest Metro Share:	KCPX	(13.4, S76)
Highest Metro 1/4 HR AVG:	KSL	(120, S81)
Highest TSA 1/4 HR AVG:	KSL	(206, F81)
Highest TSA Cume:	KSL	(3606, F81)
Highest Metro Cume Rating:	KSL	(30.3, F78)

STATION NOTES

Simulcasts: KSOP A/F and KRSP A/F in 76
 KSFI-F - KSL-F until 78
 KISN-F - KLUB-F until 78
 BTFM until 81
 KALL-F - BTFM until about 77
 KSXX - News/Talk until ??
 KFMY-F - KFMC-F until about 77
 KAYK-F until 81

SAN ANTONIO

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KTSA	(R)	20.5	18.8	16.2	13.7	9.8	9.9	9.8	7.4	KTSA	32.7	26.6	28.9	22.1
KTFM-F	(R)	----	4.0	8.5	7.1	7.4	7.9	9.6	9.0	KTFM-F	20.8	18.4	19.9	19.7
KISS-F	(A)	---	---	---	2.7	4.5	4.6	7.0	11.1	KISS-F	8.0	9.1	9.1	19.0
KKYX	(C)	9.2	7.4	7.6	7.9	6.8	6.5	7.3	6.4	KKYX	12.7	15.7	15.1	15.1
WOAI	(NT)	4.0	4.7	6.7	4.8	6.6	5.5	5.9	5.4	WOAI	15.6	14.8	14.7	12.6
KAJA-F	(C)	---	---	2.3	3.1	2.9	3.6	4.0	6.0	KAJA-F	----	----	----	11.4
KCOR	(SP)	12.8	14.8	12.0	11.9	8.7	8.0	8.7	5.5	KCOR	11.7	10.9	11.4	8.6
KQXT-F	(E)	8.3	10.5	7.5	9.0	7.4	8.0	8.4	6.5	KQXT-F	14.9	16.3	14.1	13.2
KONO	(AC)	4.0	5.0	2.4	3.7	5.3	5.7	4.8	4.9	KONO	15.0	12.5	15.2	11.7
KITY-F	(R)	---	---	2.5	3.6	6.9	5.6	5.0	3.8	KITY-F	14.5	17.3	16.7	13.2
KBUC	(C)	---	6.2	2.5	3.3	3.1	2.7	3.3	2.0	KBUC	----	----	8.5	4.0
KBUC-F	(C)	3.1	---	4.5	5.2	5.1	6.0	4.2	4.2	KBUC-F	10.1	12.6	----	9.5
KAPE	(B)	3.2	1.3	4.0	2.4	2.9	2.2	1.6	2.1	KAPE	----	----	----	2.7
KEDA	(SP)	4.3	4.6	3.3	4.5	4.4	4.4	3.7	4.5	KEDA	----	----	----	7.1
KVAR-F	(SP)	---	---	---	.9	2.2	3.0	.9	1.7	KVAR-F	----	----	----	3.3
KCCW	(N)	4.7	---	---	1.9	2.9	4.0	2.6	3.6	KCCW	6.6	7.9	10.4	8.2
KUKA	(SP)	---	3.4	3.4	2.7	1.9	2.2	1.6	1.7	KUKA	----	----	----	3.4
KLLS-F	(AC)	---	---	2.5	4.8	4.1	2.7	2.5	4.6	KLLS-F	14.2	10.2	10.1	12.7

TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	17.9	17.6	17.3	17.3	18.0	16.6	15.5	17.1
FM Share (%)	26.74	28.14	33.58	38.80	44.44	45.11	42.97	51.98
CPM (\$)			1.84	2.18	2.58	3.35	3.24	3.54
Stations			25	23	25	25	25	25
Diaries						1410	1240	1375

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	34	33	42	38	39	38
COUNTRY	14	17	17	19	20	20
MOR/AC	8	6	1	5	5	6
BTFM MUSIC	12	13	12	9	9	7
SPANISH	20	19	18	17	17	15
NEWS/TALK	6	5	6	6	6	6
BLACK/URBAN	5	3	4	5	2	2
RELIGION	1	2	-	-	-	1
CLASSICAL	1	1	-	1	1	3
NOSTALGIA	-	-	-	-	-	4

FINANCIAL DATA

	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
Revenue (millions)	10.49	12.57	15.39	17.39	17.39	
Income (millions)	1.39	1.97	3.46	2.80	3.18	
Nat Rev (millions)	2.72	3.21	4.66	5.40	5.46	
Rev per Cap (\$)	13.44	12.38	15.09	16.38	15.93	
Inc per Cap (\$)	1.78	3.16	3.39	2.63	2.88	
Nat Rev per Cap (\$)	3.49	1.94	4.56	5.09	4.95	
Profit Margin (%)	13.2	15.7	22.4	16.1	18.1	

SAN ANTONIO (con't)

Highest Metro Share:	KTSA	(20.5, S75)	<u>#1 STATIONS, 12+ METRO SHARE</u>
Highest Metro 1/4 HR AVG:	KTSA	(264, S76)	
Highest TSA 1/4 HR AVG:	KTSA	(481, S77)	KTSA S75, S76, F76, S77, F77,
Highest TSA Cume:	KTSA	(6355, S77)	S78, F78, S79, F79, S80,
Highest Metro Cume Rating:	KTSA	(37.2, F77)	F80, S81
			KTFM-F F81
			KISS-F S82

STATION NOTES

KAJA-F - KEEZ-F until 77; Rock until 77; WOAI-F until 81; BTFL until 80; AC until 81
KVAR-F - KEXL-F until about 77; Rock until about 77
KCCW - KITE until 76; BTFL/MOR until about 78; Country until 82
KLLS-F - KZZY-F until 81; Rock until 81 then moving to AC
WOAI - MOR until 76
KBUC A/F - Simulcast in 76

SAN DIEGO

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KGB-F (A)		5.8	7.4	6.6	6.0	5.1	6.2	7.5	9.6	KGB-F	12.0	12.3	15.4	19.9
KCNN (NT)		5.1	5.0	4.5	2.8	2.2	4.4	2.7	1.3	KCNN	11.0	14.3	12.7	6.6
KJQY-F (E)		---	---	2.8	4.3	6.9	8.9	8.5	9.0	KJQY-F	12.0	13.1	15.3	15.5
KFMB (M)		5.2	5.5	3.8	4.0	5.9	5.6	4.8	7.3	KFMB	23.5	18.8	18.1	19.9
KFMB-F (AC)		---	6.2	7.1	6.0	4.7	4.7	4.2	2.4	KFMB-F	18.8	15.4	14.5	13.2
KOGO (M)		10.1	6.4	7.1	5.3	2.7	3.3	3.0	4.3	KOGO	9.2	11.1	8.8	12.2
KPRI-F (A)		5.3	3.3	4.0	5.6	4.9	5.7	4.8	4.4	KPRI-F	11.6	13.6	13.3	12.5
KSDO (NT)		4.7	4.4	5.3	5.4	4.8	5.1	5.7	4.4	KSDO	13.3	13.9	14.2	12.6
KEZL-F (AC)		4.5	6.1	5.4	4.8	4.9	4.3	3.4	2.9	KEZL-F	11.0	7.8	7.4	8.1
KCBQ (C)		10.0	8.9	5.6	5.1	2.7	2.3	3.7	2.4	KCBQ	13.0	10.9	10.2	7.6
KCBQ-F (C)		---	---	---	---	3.3	2.9	1.4	3.0	KCBQ-F	9.4	7.6	---	6.2
KSON (C)		4.5	3.7	4.5	3.3	3.4	3.1	2.6	2.7	KSON	---	8.1	7.6	7.5
KSON-F (C)		---	---	1.5	2.2	2.3	2.1	2.7	2.9	KSON-F	---	---	6.2	7.8
XTRA (R)		6.1	6.9	5.8	4.9	4.6	4.1	3.4	2.7	XTRA	12.5	11.0	15.7	14.6
XTRA-F (A)		---	---	---	2.5	4.6	5.0	5.0	4.9	XTRA-F	---	10.3	13.5	17.0
KFSD-F (CL)		---	3.1	3.3	3.0	3.1	3.0	3.9	4.5	KFSD-F	---	---	7.2	9.6
KYXY-F (AC)		---	4.5	3.5	2.6	3.5	3.0	2.5	4.2	KYXY-F	---	7.6	6.1	10.6
KBZT-F (AC)		---	---	---	3.9	3.3	2.5	3.3	3.4	KBZT-F	---	7.2	6.1	8.8
KIFM-F (AC)		---	---	4.2	4.7	4.3	4.0	3.1	2.7	KIFM-F	9.8	9.2	7.3	7.5
KNLO (N)		---	---	---	---	.4	.4	2.9	2.5	KNLO	---	---	---	4.6
XHRM-F (B)		---	---	---	1.0	.8	.4	3.6	4.0	XHRM-F	---	---	---	7.2
KNJC (G)		---	---	6.3	4.2	3.9	1.7	.3	.6	KNJC	14.2	8.6	---	2.2

AT LEAST TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.3	15.9	16.1	16.2	17.3	16.0	16.2	17.9
FM Share (%)	33.31	42.70	43.48	49.19	56.65	57.05	61.59	64.63
CPM (\$)			2.06	3.43	2.58	4.43	5.43	3.75
Stations			31	30	29	31	35	30
Diaries						1664	1411	1488

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	49	45	41	41	27
COUNTRY	7	7	7	7	10	12
MOR/AC	20	12	12	18	15	27
BTFL MUSIC	23	19	20	18	16	11
NEWS/TALK	9	10	9	9	9	9
CLASSICAL	3	2	3	3	4	5
RELIGION	1	1	-	-	1	2
NOSTALGIA	-	-	-	-	4	3
BLACK/URBAN	-	-	5	3	1	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	14.57	15.89	21.37	22.81	25.64		KOGO S75, S77, S78
Income (millions)	.72	1.68	3.14	2.19	-2.21		KCBQ S76, F76
Nat Rev (millions)	4.95	4.61	8.35	7.61	9.58		KFMB-F F77
Rev per Cap (\$)	10.40	9.40	12.31	12.65	13.17		KSDO F78
Inc per Cap (\$)	.52	.99	1.81	1.21	-1.14		KFMB S79
Nat Rev per Cap (\$)	3.54	2.73	4.81	4.22	4.92		KJQY-F F79, S80, F80, S81
Profit Margin (%)	5.0	10.6	14.7	9.6	---		KGB-F F81, S82

SAN DIEGO (con't)

Highest Metro Share:	KOGO	(10.1, S75, S77)
Highest Metro 1/4 HR AVG:	KGB-F	(275, S82)
Highest TSA 1/4 HR AVG:	KGB-F	(275, S82)
Highest TSA Cume:	KCBQ	(3720, S76)
Highest Metro Cume Rating:	KFMB	(23.5, S79)

STATION NOTES

KJQY-F - KOZN-F until 79
KCNN - KGB until 82; Rock until 82
KCBQ-F - KITT-F until 81; Urban or rock until 81
KGB-F - Rock until about 79 when it went AOR
KFMB-F - Rock/Contemp changing to AC
KEZL-F - BTFL until 81
KCBQ - Rock changing to AC about 79 and then country in 80
XTRA - BTFL until 80
KYXY-F - BTFL until 79
KMJC - Contemp until about 80 (?)

SAN FRANCISCO

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KGO	(NT)	9.1	8.2	8.5	8.0	9.1	9.2	8.9	8.6	KGO	18.2	17.7	18.2	18.1
KGO-F	(NT)	---	2.9	3.2	3.6	3.0	3.2	2.1	1.1	KGO-F	9.7	9.7	9.5	5.5
KFRC	(R)	6.7	7.3	6.5	7.7	5.4	4.8	5.1	4.2	KFRC	19.4	16.2	18.8	16.0
KSFO	(M)	7.4	6.3	5.6	5.1	3.7	3.2	4.0	3.7	KSFO	9.6	9.0	13.9	10.7
KCBS	(NT)	8.4	7.6	6.8	6.3	5.6	6.3	5.8	4.9	KCBS	15.9	16.7	16.3	15.1
KRQR-F	(A)	---	---	---	.8	.9	1.4	1.3	3.3	KRQR-F	----	6.3	----	10.2
KNBR	(M)	3.4	4.1	4.0	2.9	4.2	3.9	3.8	3.5	KNBR	16.8	13.6	14.2	11.8
KYUU-F	(AC)	---	---	---	1.6	3.6	3.3	3.3	2.5	KYUU-F	8.2	9.9	10.6	9.3
KMEL-F	(A)	---	---	2.1	2.4	2.2	2.9	4.4	3.7	KMEL-F	----	7.3	10.7	11.4
KSOL-F	(B)	---	1.3	3.1	3.3	4.0	4.7	5.7	4.8	KSOL-F	8.1	9.0	8.8	10.0
KIOI-F	(AC)	---	3.6	2.8	4.0	3.5	2.7	3.0	2.9	KIOI-F	11.2	9.3	9.7	10.0
KFOG-F	(E)	4.1	5.6	4.4	4.2	3.8	4.1	2.7	3.1	KFOG-F	9.5	10.5	6.8	7.8
KABL	(E)	3.9	4.5	4.0	3.9	3.2	2.9	2.5	2.5	KABL	10.7	8.6	7.6	7.4
KABL-F	(E)	---	2.6	2.7	2.4	2.8	2.9	3.2	2.0	KABL-F	7.5	7.8	8.1	7.2
KNEW	(C)	3.6	3.3	3.1	2.3	2.6	3.0	3.0	2.9	KNEW	7.2	7.7	8.6	8.0
KSAN-F	(C)	3.5	2.5	2.4	1.9	1.8	1.8	2.1	2.4	KSAN-F	----	6.6	6.6	6.7
KOIT-F	(E)	---	1.7	3.7	3.1	3.4	2.3	2.2	2.4	KOIT-F	8.7	----	6.3	6.6
KDIA	(B)	---	2.6	2.6	3.1	3.3	2.4	1.8	2.7	KDIA	8.1	8.2	---	7.6
KBLX-F	(B)	---	---	---	1.2	1.0	2.2	2.6	3.2	KBLX-F	---	---	6.3	7.8
KYA	(R)	---	---	2.2	2.3	1.7	1.5	1.5	1.9	KYA	9.4	8.3	---	6.2
KLHT-F	(AC)	---	---	---	1.7	2.2	1.5	1.4	1.7	KLHT-F	8.5	7.9	---	6.0
KKHI-F+	(CL)	---	---	1.9	1.9	1.6	1.6	1.8	1.8	KKHI-F+	---	---	---	5.3
KSJO-F	(A)	---	---	---	1.0	1.3	1.0	1.2	2.8	KSJO-F	---	---	---	6.8
KOME-F	(A)	---	---	---	.8	2.0	2.2	2.3	1.8	KOME-F	---	---	6.3	6.1
KDFC-F+	(CL)	---	---	1.8	2.2	1.6	1.6	2.0	1.8	KDFC-F+	---	---	5.9	5.0
KLOK	(AC)	---	2.6	2.5	2.1	1.8	1.7	1.8	1.7	KLOK	6.6	5.5	---	5.7
KBAY-F	(E)	2.9	2.9	2.3	1.9	1.8	1.8	2.1	1.5	KBAY-F	5.1	---	---	4.3

TWO OR MORE RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.4	16.1	15.4	16.8	16.4	16.5	17.1	17.6
FM Share (%)	32.93	37.59	42.11	42.07	48.22	51.16	53.71	53.42
CPM (\$)			1.95	2.09	2.40	2.64	2.79	3.58
Stations			44	45	47	45	47	47
Diaries						4190	3443	3987

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	30	34	28	28	26	28
COUNTRY	6	4	5	5	8	8
MOR/AC	16	14	15	17	17	14
BTFL MUSIC	19	17	17	16	13	13
NEWS/TALK	16	15	16	16	16	15
BLACK/URBAN	7	8	12	11	12	13
CLASSICAL	4	4	3	3	4	4
NOSTALGIA	1	1	2	2	1	3
RELIGION	1	1	1	1	1	1
SPANISH	-	2	2	1	2	2

SAN FRANCISCO (con't)

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	41.81	50.35	59.16	65.35	71.01		KFRC S76, S78
Income (millions)	2.09	4.66	6.98	3.69	.78		KCBS F76
Nat Rev (millions)	18.03	17.79	24.17	25.31	28.16		KGO all other rating periods
Rev per Cap (\$)	10.12	15.90	18.52	20.40	21.63		
Inc per Cap (\$)	.51	1.47	2.19	1.15	.24		
Nat Rev per Cap (\$)	4.36	5.62	7.56	7.90	8.58		
Profit Margin (%)	5.0	9.3	11.8	5.6	1.1		

Highest Metro Share: KGO (9.4, S81)
 Highest Metro 1/4 HR AVG: KGO (703, S81)
 Highest TSA 1/4 HR AVG: KGO (904, S81)
 Highest TSA Cume: KFRC (14225, S76)
 Highest Metro Cume Rating: KFRC (22.8, F78)

STATION NOTES

KSJO-F, KOME-F, KDFC-F+, KLOK, KBAY-F - See San Jose
 KKHI A/F, KIBE, KDFC-F - Simulcast all rating periods
 KGO-F - KSFY-F until 82; Rock or AOR until 82
 KRQR-F - KCBS-F until 82; oldies/contemp until 82
 KLHT-F - KYA-F until 81; AOR until 80
 KBLX-F - KRE-F until 79
 KMEL-F - KFRC-F until 77
 KSAN-F - AOR until 80

SAN JOSE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		82	79	80	81	82
KOME-F	(A)	8.7	6.4	3.8	2.8	5.6	5.2	6.2	5.3	KOME-F	13.2	13.1	15.1	15.0
KSJO-F	(A)	---	2.8	4.0	2.5	3.9	2.4	3.5	8.5	KSJO-F	7.8	7.5	9.4	18.1
KEZR-F	(AC)	---	2.2	2.5	3.5	4.5	4.6	5.1	3.9	KEZR-F	9.3	10.9	7.9	11.2
KBAY-F	(E)	7.9	8.9	6.7	6.6	5.1	5.3	6.6	4.7	KBAY-F	11.9	12.4	13.3	12.2
KEEN	(C)	---	2.7	2.9	2.4	2.8	4.0	3.0	2.8	KEEN	6.4	7.5	7.9	7.4
KLOK	(AC)	5.4	5.8	6.0	5.1	5.0	4.9	5.0	5.2	KLOK	15.6	13.6	14.7	14.7
KLIV	(N)	4.8	4.4	4.3	3.8	3.1	2.2	2.3	2.6	KLIV	13.4	9.6	7.8	2.5
KDFC-F+	(CL)	---	---	1.9	2.5	1.9	1.5	2.2	2.2	KDFC-F+	----	5.7	5.1	5.6
KARA-F	(R)	4.3	3.3	4.1	3.1	3.7	3.9	3.1	2.1	KARA-F	8.2	10.1	7.6	7.7
KXRX	(M)	4.3	2.4	1.9	2.0	1.5	---	.2	.4	KXRX	7.6	----	----	.4
KFAT-F	(C)	---	---	2.2	1.7	2.2	1.6	1.6	1.6	KFAT-F	4.9	5.3	5.7	5.5

ONLY STATIONS HOME TO SAN JOSE ARE INCLUDED OR CONSIDERED. TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.6	15.6	14.6	16.1	15.3	15.8	16.9	17.0
FM Share (%)								
CPM (\$)			2.60	3.20	4.74	5.43	5.17	5.36
Stations						44	42	42
Diaries						1463	1336	1236

FORMAT SHARES NOT AVAILABLE

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	8.16	10.38	13.22	15.40	16.86		KOME-F S75, F79, S81
Income (millions)	.65	1.48	.26	1.90	1.27		KBAY-F S76, F76, S77, S77,
Nat Rev (millions)	1.32	1.58	2.98	3.41	4.75		S78, F78, F80, F81
Rev per Cap (\$)	8.19	8.48	10.60	12.22	12.65		KLOK S79, S80
Inc per Cap (\$)	.66	1.21	.21	1.51	.95		KSJO-F S82
Nat Rev per Cap (\$)	1.33	1.29	2.39	2.71	3.56		
Profit Margin (%)	8.1	14.2	1.9	12.3	7.5		

Highest Metro Share: KBAY-F (9.8, S76)
 Highest Metro 1/4 HR AVG: KSJO-F (159, S82)
 Highest TSA 1/4 HR AVG: KBAY-F (253, S76)
 KSJO-F (253, S82)
 Highest TSA Cume: KLOK (3464, F76)
 Highest Metro Cume Rating: KLIV (20.3, F77)

STATION NOTES

KDFC-F+ - Simulcast with KIBE during all rating periods
 KXRX - News and MOR until around 81 (?)
 KLIV - Rock until 81

SARASOTA

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
										<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
WDUV-F	(E)					13.3	13.9	15.3	13.4	WDUV-F	28.7	27.7	24.6	22.0
WAMR	(N)					7.5	3.8	6.6	4.7	WAMR	12.6	-----	-----	9.4
WAMR-F	(C)					---	4.6	5.4	4.5	WAMR-F	-----	11.1	9.3	10.6
WSRZ-F	(AC)					10.9	3.5	1.8	4.5	WSRZ-F	16.1	8.7	-----	10.1
WMLO-F	(AC)					1.9	3.8	2.0	3.2	WMLO-F	-----	11.1	-----	9.3
WTRL	(C)					3.1	1.8	.8	.3	WTRL	-----	-----	-----	3.5
WKXY	(R)					2.4	1.5	1.6	1.7	WKXY	9.0	-----	8.8	8.2
WINK-F	(R)					---	---	1.2	2.5	WINK-F	-----	-----	-----	3.8
WSPB	(N)					3.6	2.6	3.6	1.5	WSPB	11.5	-----	8.6	5.6
WQSA	(NT)					6.3	2.4	2.6	1.7	WQSA	12.8	-----	-----	6.9
WJYW-F	(E)					6.3	4.2	3.8	4.0	WJYW-F	-----	-----	-----	8.2
WSUN	(C)					4.8	7.1	7.4	9.7	WSUN	18.7	18.1	15.2	19.4
WQXM-F	(A)					4.3	5.3	4.2	3.0	WQXM-F	-----	8.6	10.4	8.3
WYNF-F	(A)					1.4	5.5	2.6	7.7	WYNF-F	-----	13.6	9.1	14.7
WFLA-F	(E)					3.6	2.4	4.2	3.7	WFLA-F	9.2	9.4	8.7	7.9
WWBA-F	(E)					1.7	8.2	6.4	4.7	WWBA-F	-----	14.1	10.7	10.1

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)					15.3	16.6	15.7	18.0
FM Share (%)					55.64	62.22	58.66	63.99
CPM (\$)					5.63	8.26	5.03	6.43
Stations					25	23	27	28
Diaries						478	563	946

FORMAT SHARES (%)

ROCK/AOR/CONTEMP					28	26	21	19
COUNTRY					13	20	20	24
MOR/AC					21	8	8	13
BTFL MUSIC					29	36	33	28
NEWS/TALK					7	4	5	4
RELIGION					1	-	-	-
BLACK/URBAN					2	1	1	2
NOSTALGIA					-	4	12	11

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)		1.94	1.73	1.80	2.61		WDUV-F - All rating periods
Income (millions)		-.08	-.08	-.37	-.46		
Nat Rev (millions)		.50	.14	.22	.34		
Rev per Cap (\$)		11.26	9.32	8.60	12.12		
Inc per Cap (\$)		-.45	-.41	-1.76	-2.13		
Nat Rev per Cap (\$)		2.92	.73	1.07	1.59		
Profit Margin (%)		-----	-----	-----	-----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WDUV-F	(15.3, S81)
Highest Metro 1/4 HR AVG:	WDUV-F	(80, S82)
Highest TSA 1/4 HR AVG:	WDUV-F	(86, S82)
Highest TSA Cume:	WDUV-F	(801, S81)
Highest Metro Cume Rating:	WDUV-F	(28.7, S79)

STATION NOTES

All station below WQSA - See Tampa
 WMLO-F - WSPB-F until 82
 WSRZ-F - WQSR-F until 80
 AOR until 81
 WAMR - Simulcast with WAMR A/F during 79
 WAMR-F - MOR until 80
 WTRL - MOR until about 81
 WSPB - MOR until about 81

SAVANNAH

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
										<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
WWSA	(M)	9.4	6.9	3.4	3.3	5.7	5.2	4.0	2.7	WWSA	16.1	12.6	12.3	9.4
WCHY-F	(C)	---	5.8	6.7	6.3	2.7	9.8	14.0	14.4	WCHY-F	9.1	14.9	22.8	24.9
WEAS	(G)	5.1	4.6	9.7	5.9	13.9	9.8	2.3	3.3	WEAS	17.5	15.2	7.5	8.0
WEAS-F	(B)	5.1	6.6	10.5	15.5	7.1	11.9	17.7	16.3	WEAS-F	10.5	19.4	25.6	27.5
WKBX	(M)	8.3	6.2	3.4	5.9	4.7	1.4	1.0	2.7	WKBX	17.1	----	----	9.3
WSGF-F	(R)	9.4	9.7	5.5	8.5	12.5	9.1	8.0	6.8	WSGF-F	25.5	22.7	24.6	22.6
WSGA	(N)	14.6	14.3	17.2	11.1	12.5	7.3	5.4	2.7	WSGA	27.6	19.6	18.7	14.3
WZAT-F	(R)	7.1	7.3	13.4	10.7	9.5	10.1	9.7	9.8	WZAT-F	24.4	25.4	27.4	31.2
WSOK	(B)	15.4	12.7	8.4	9.2	9.1	11.9	13.4	13.3	WSOK	19.6	20.2	20.0	25.6
WAEV-F	(R)	---	2.3	2.9	6.3	3.7	2.8	6.4	6.8	WAEV-F	----	9.3	14.6	15.0
WJCL-F	(E)	4.7	9.7	9.2	10.7	12.5	10.1	8.4	11.4	WJCL-F	17.7	20.4	19.0	21.3
WQQT	(C)	6.7	5.8	4.6	---	3.7	2.8	3.3	1.4	WQQT	----	----	----	6.3

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.3	15.8	14.6	15.8	17.0	16.1	16.4	19.4
FM Share (%)	29.33	43.50	50.89	59.09	8.97	58.95	68.31	71.92
CPM (\$)			3.33	3.21	2.89	3.23	4.04	3.12
Stations			12	13	13	15	14	15
Diaries						567	580	747

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	36	39	31	31	25
COUNTRY	5	11	7	17	20	18
MOR/AC	14	10	11	5	5	9
BTFM MUSIC	13	11	13	13	9	14
BLACK/URBAN	30	25	17	24	33	31
RELIGION/GOSPEL	-	6	14	10	3	3

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.07	2.37	2.73	2.10	3.35		WSOK S75, S80(T)
Income (millions)	-.13	-.27	-.18	-.10	-.49		WSGA S76, S77
Nat Rev (millions)	.29	.28	.41	.25	.58		WEAS-F S78, S80(T), S81,
Rev per Cap (\$)	12.09	11.13	12.30	9.04	14.22		S82
Inc per Cap (\$)	-.77	-1.27	-.82	-.45	-2.09		WEAS S79
Nat Rev per Cap (\$)	1.68	1.32	1.86	1.06	2.45		

Highest Metro Share:	WEAS-F (17.7, S81)
Highest Metro 1/4 HR AVG:	WEAS-F (60, S82)
Highest TSA 1/4 HR AVG:	WCHY-F (173, S82)
Highest TSA Cume:	WZAT-F (1560, S82)
Highest Metro Cume Rating:	WZAT-F (31.2, S82)

STATION NOTES

WWSA	- WTOC until 80
WCHY-F	- WTOC-F until 80
	MOR until 78
WKBX	- WSAV until 77
WAEV-F	- WXML-F until 81
WSGA	- Contemp until 82

SEATTLE-TACOMA

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KIRO	(NT)	7.5	8.0	8.5	8.7	10.6	9.8	8.8	11.0	KIRO	29.1	26.7	23.9	28.7
KSEA-F	(E)	5.2	5.3	6.3	7.3	6.8	5.4	5.7	4.9	KSEA-F	11.2	11.7	9.4	11.2
KJR	(R)	8.3	8.2	7.2	6.9	6.5	5.1	3.8	3.3	KJR	20.7	17.6	16.4	13.9
KISW-F	(A)	---	4.1	3.2	3.2	4.4	6.5	8.3	7.5	KISW-F	9.6	12.7	13.8	14.6
KOMO	(M)	9.1	12.0	10.5	10.3	8.1	8.1	6.5	6.6	KOMO	16.7	19.3	17.2	16.5
KVI	(NT)	8.5	8.6	7.6	8.0	5.0	3.2	4.0	4.3	KVI	16.1	11.9	12.9	13.1
KPLZ-F	(R)	---	3.8	3.3	4.1	3.6	4.3	3.2	2.6	KPLZ-F	12.1	9.7	7.6	7.7
KING	(AC)	6.5	7.4	6.0	6.0	3.2	3.5	3.4	2.4	KING	16.9	15.4	14.0	9.5
KING-F	(CL)	---	2.7	---	2.3	2.6	2.3	3.5	3.1	KING-F	6.4	----	----	7.1
KZOK-F	(A)	3.4	2.3	5.9	3.8	5.1	3.3	3.2	5.4	KZOK-F	12.3	11.9	8.9	13.6
KMPS	(C)	---	---	---	1.6	2.4	2.7	2.8	2.2	KMPS	6.4	----	6.9	5.8
KMPS-F	(C)	---	2.6	3.1	1.9	3.1	2.8	2.7	3.6	KMPS-F	---	----	----	6.6
KIXI	(N)	---	3.0	2.6	---	1.6	3.0	3.2	2.0	KIXI	---	----	----	4.4
KIXI-F	(AC)	5.5	2.5	3.0	3.6	3.3	2.7	3.3	1.6	KIXI-F	6.9	7.1	9.1	5.8
KAYO	(C)	3.6	2.7	---	1.5	1.4	1.6	1.0	.8	KAYO	---	---	---	2.7
KTAC	(R)	3.6	3.0	2.9	3.0	3.0	2.1	1.3	1.1	KTAC	8.9	7.6	---	4.3
KNBQ-F	(R)	---	---	.5	2.0	1.6	2.8	3.5	2.6	KNBQ-F	---	---	8.9	8.3
KUBE-F	(R)	---	---	---	---	---	---	3.6	4.1	KUBE-F	---	---	---	10.7
KGDN	(G)	---	---	---	1.9	1.6	1.2	1.4	2.3	KGDN	---	---	---	3.3
KBIQ-F	(G)	---	2.5	---	1.7	1.3	1.7	1.9	2.1	KBIQ-F	---	---	---	5.4
KEZX-F	(AC)	---	---	2.2	3.4	3.9	3.6	2.3	2.2	KEZX-F	6.5	7.9	---	4.8
KRPM-F	(C)	---	---	---	.5	.6	.7	2.0	2.6	KRPM-F	---	---	---	4.7
KZAM-F	(A)	---	---	2.4	2.5	2.9	4.1	3.3	3.2	KZAM-F	---	7.4	7.6	7.7
KYYX-F	(R)	---	---	1.3	3.6	4.2	4.0	3.5	1.7	KYYX-F	9.9	10.7	11.9	7.6
KBRD-F	(E)	---	---	---	1.3	2.1	3.0	2.7	3.0	KBRD-F	---	8.3	5.8	7.1

TWO OR MORE RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.9	15.4	15.4	14.4	15.3	15.6	15.5	16.3
FM Share (%)	35.08	31.18	38.98	41.50	46.61	51.77	52.41	53.18
CPM (\$)			2.38	2.33	2.94	3.52	3.28	3.13
Stations			31	32	32	30	34	33
Diaries						1877	1663	1515

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	38	41	40	40	33
COUNTRY	6	7	10	8	8	12
MOR/AC	18	19	13	16	16	15
BTFL MUSIC	23	17	16	14	11	8
NEWS/TALK	8	8	12	11	15	16
BLACK/URBAN	2	3	-	-	-	2
CLASSICAL	3	4	5	3	3	3
RELIGION	2	3	4	4	4	5
NOSTALGIA	-	-	-	3	3	2

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	20.49	24.51	29.45	35.83	39.49		KOMO S75, S76, F76, S77,
Income (millions)	2.56	2.55	4.90	5.94	3.84		F77, S78, F78
Nat Rev (millions)	5.99	6.55	8.70	9.73	12.58		KIRO S79, F79, S80, F80,
Rev per Cap (\$)	13.10	13.35	15.91	18.75	18.47		F81, S82
Inc per Cap (\$)	1.64	1.39	2.65	3.11	1.79		KISW-F S81
Nat Rev per Cap (\$)	3.83	3.56	4.70	5.09	5.88		
Profit Margin (%)	12.5	10.4	16.6	16.6	9.7		

SEATTLE-TACOMA (con't)

Highest Metro Share:	KOMO	(12.2, S76)
Highest Metro 1/4 HR AVG:	KIRO	(321, S82)
Highest TSA 1/4 HR AVG:	KIRO	(389, S82)
Highest TSA Cume:	KIRO	(6321, S82)
Highest Metro Cume:	KIRO	(29.1, S79)

STATION NOTES

KPLZ-F - KVI-F until 79
KUBE-F - KBLE-F until 81
KMPS-F - KEUT-F until 78; BTFL until 78
KRPM-F - KLAY-F until 80
KVI - MOR until 80
KING - Rock gradually changing to AC
KIXI - MOR until 80
KIXI-F - BTFL until 78
KEZX-F - BTFL until 82

SHREVEPORT

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	SPG 79	SPG 80	SPG 81	SPG 82	
KOKA	(B)	20.7	24.6	21.7	19.0	14.8	16.9	14.5	13.3	KOKA	23.0	23.6	23.2	25.0
KEEL	(AC)	18.0	19.7	19.5	16.1	13.0	13.8	9.1	7.5	KEEL	31.5	33.3	27.2	26.2
KWKH	(C)	14.6	8.5	6.7	11.5	15.3	13.7	11.7	6.8	KWKH	28.2	30.3	25.4	19.9
KMBQ-F	(A)	7.1	8.5	3.4	4.8	3.8	7.8	8.0	10.9	KMBQ-F	9.2	11.0	15.4	16.4
KRMD	(C)	7.3	6.1	12.1	6.7	8.9	6.1	6.0	3.9	KRMD	20.4	14.3	----	9.7
KRMD-F	(C)	4.1	3.2	2.7	8.5	5.1	10.3	10.3	9.3	KRMD-F	12.5	19.1	25.8	18.9
KCIJ	(G)	4.6	7.3	6.5	8.3	8.7	8.2	7.8	11.0	KCIJ	12.2	13.2	10.9	12.8
KEPT-F	(G)	8.3	3.2	2.2	1.8	2.5	1.1	1.1	1.2	KEPT-F	7.7	5.4	3.3	5.1
KDKS-F	(B)	---	---	---	---	---	---	9.0	9.6	KDKS-F	---	---	11.0	17.3
KROK-F	(R)	4.9	5.6	7.6	7.3	8.9	6.1	7.8	6.5	KROK-F	18.5	17.6	17.5	15.8
KCOZ-F	(E)	---	3.2	7.4	9.4	12.7	10.5	9.6	11.0	KCOZ-F	16.8	15.7	16.9	21.3

MARKET WENT TO TWO BOOKS PER YEAR IN 1980.

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.2	14.9	16.1	15.5	13.6	15.1	13.8	18.6
FM Share (%)	27.16	22.37	25.35	33.25	33.77	37.30	45.85	53.28
CPM (\$)			1.88	2.12	2.14	2.88	3.37	3.68
Stations			16	12	12	12	14	15
Diaries						602	688	751

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	28	29	26	29	33	26
BLACK/URBAN	22	20	15	16	16	24
COUNTRY	16	28	30	35	28	24
BTFM MUSIC	11	10	13	10	11	12
RELIGION/GOSPEL	9	11	11	8	9	13
MOR/AC	9	1	3	1	1	--

FINANCIAL DATA

	1976	1977	1978	1979	1980	1981
Revenue (millions)	4.2	4.5	5.6	6.4	6.7	
Income (millions)	.24	-.43	-.03	.7	.44	
Nat Rev (millions)	1.1	1.1	1.1	1.4	1.4	
Rev per Cap (\$)	15.05	12.46	15.64	17.81	17.58	
Inc per Cap (\$)	.87	-1.19	-.07	1.92	1.15	
Nat Rev per Cap (\$)	3.92	2.99	3.15	3.84	3.76	
Profit Margin (%)	5.8	----	----	10.8	6.6	

Highest Metro Share: KOKA (24.6, S76)
 Highest Metro 1/4 HR AVG: KOKA (101, S76)
 Highest TSA 1/4 HR AVG: KEEL (173, S77)
 Highest TSA Cume: KEEL (2636, S76)
 Highest Metro Cume Rating: KEEL (33.3, S80)

#1 STATIONS, 12+ METRO SHARE

KOKA S75, S76, S77, S78,
 F80, S81, S82
 KWKH S79, S80
 KRMD-F F81

STATION NOTES

KRMD : Simulcast in 81
 KMBQ-F : BTFM until 78
 KEPT-F : BTFM until 76
 KEEL : Rock and gradually changed to AC

SIOUX FALLS

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>		<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>
KKRC	(R)	4.0	5.2	1.8	.9	4.5	8.6	7.5	16.7	KKRC	8.5	13.5	14.8	26.3
KYKC	(C)	17.9	6.7	11.4	14.5	13.6	12.9	10.9	11.1	KYKC	34.8	34.6	34.3	23.6
KSOO	(M)	23.6	21.6	21.1	24.8	22.7	17.2	19.7	16.0	KSOO	38.5	38.4	40.1	31.3
KPAT-F	(AC)	1.6	9.7	8.8	6.0	8.3	9.5	10.2	6.3	KPAT-F	21.7	22.8	27.1	18.0
KELO	(R)	22.8	26.1	18.4	17.9	12.1	13.8	12.2	11.1	KELO	32.2	34.7	37.1	31.6
KELO-F	(E)	4.9	4.5	7.9	13.7	10.6	12.1	11.6	8.3	KELO-F	18.0	18.8	19.9	19.3
KIOV-F	(C)	1.6	5.2	5.3	5.1	6.1	6.9	8.2	9.7	KIOV-F	13.7	11.2	17.7	19.0
KXRB	(C)	12.2	10.4	15.8	11.1	12.1	4.3	10.2	9.7	KXRB	23.9	14.2	20.5	18.3
KRSS	(?)	---	---	---	---	.8	---	.7	2.8	KRSS	3.7	---	7.6	8.6
WNAX	(C)	.8	.7	.9	---	1.5	2.6	2.0	---	WNAX	8.6	9.9	9.7	---

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.2	16.7	14.1	14.0	15.6	13.4	16.2	15.8
FM Share (%)	12.63	23.97	25.96	27.27	31.97	42.16	40.15	44.70
CPM (\$)			2.86	2.93	3.52	3.63	5.69	3.59
Stations			9	8	10	9	10	9
Diaries						503	545	538

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	42	42	42	51	44	30
COUNTRY	24	17	21	16	22	33
MOR/AC	25	26	25	20	22	24
BTFL MUSIC	9	15	12	14	12	9

<u>FINANCIAL DATA</u>	<u>1976*</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.62	1.78	2.44	3.06	3.28		KS00 S75, S77, S78, S79, S80, S81
Income (millions)	.13	.10	.32	.34	.28		KELO S76
Nat Rev (millions)	.42	.48	.54	.67	.59		KKRC-F S82
Rev per Cap (\$)	19.40	17.19	23.33	29.10	29.27		
Inc per Cap (\$)	1.59	.93	3.02	3.19	2.48		
Nat Rev per Cap (\$)	5.07	4.63	5.15	6.37	5.29		
Profit Margin (%)	8.2	5.4	12.9	11.0	8.4		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	KELO	(26.1, S76)
Highest Metro 1/4 HR AVG:	KELO	(35, S76)
Highest TSA 1/4 HR AVG:	WNAX	(90, S75)
Highest TSA Cume:	WNAX	(1098, S81)
Highest Metro Cume Rating:	KS00	(38.5, S79)

STATION NOTES

WNAX	is in Yankton
KKRC-F	- KCHF-F until 78 KLYX-F until 81 KKRZ-F until 82 MOR until 78 Contemp until 80 AOR until 82 Simulcast with KRSS 75-77
KRSS	- KCHF until 78 KLYX until 80 MOR until 81
KYKC	- KISD until 79 KKRC until 82
KPAT-F	- Rock changing to AC

SOUTH BEND

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
										79	80	81	82	
WSBT	(N)	14.6	13.7	18.0	18.6	19.0	15.4	11.8	16.0	WSBT	39.2	34.8	32.5	32.1
WTHQ-F	(AC)	4.7	11.7	8.8	10.3	8.8	8.4	9.0	5.1	WTHQ-F	20.6	16.1	20.3	12.0
WNDU	(C)	8.3	6.7	5.4	5.5	4.0	3.0	5.2	5.3	WNDU	17.6	----	----	18.1
WNDU-F	(R)	10.5	8.8	10.1	8.0	8.0	17.8	23.5	24.4	WNDU-F	25.4	35.0	41.1	48.8
WYEZ-F	(E)	10.2	11.4	8.5	7.0	5.8	7.5	6.6	8.6	WYEZ-F	15.7	14.9	16.8	17.0
WRBR-F	(R)	11.6	9.9	17.4	19.1	26.1	14.8	10.0	7.4	WRBR-F	41.6	32.6	28.1	21.7
WAMJ	(AC)	----	2.6	6.3	5.0	2.5	3.2	3.3	1.8	WAMJ	----	----	----	4.5
WAOR-F	(A)	----	---	---	---	1.0	3.0	2.4	4.8	WAOR-F	----	9.1	----	10.0
WLS	(R)	10.5	9.9	8.2	5.8	5.5	3.0	3.8	3.0	WLS	25.9	16.2	16.6	15.7
WGN	(M)	3.3	3.8	---	2.0	.8	3.8	.9	3.3	WGN	8.4	9.6	6.2	8.1
WMAQ	(C)	---	2.9	3.5	3.8	2.8	4.0	3.3	4.1	WMAQ	13.3	11.0	10.6	11.9
WBBM	(NT)	---	---	---	---	1.3	2.2	2.6	1.0	WBBM	4.3	7.6	9.2	5.4

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.1	15.0	14.2	17.4	17.6	16.2	18.3	16.9
FM Share (%)	44.68	49.17	51.02	52.69	58.70	60.06	61.66	60.33
CPM (\$)			1.94	1.81	1.81	1.93	1.97	2.41
Stations			13	16	17	18	18	17
Diaries						672	606	688

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	44	43	44	43	43	44
COUNTRY	11	9	9	8	13	10
MOR/AC	23	25	28	28	18	13
BTFM MUSIC	19	19	16	17	17	9
RELIGION	3	1	1	1	1	1
NEWS/TALK	1	1	1	2	3	1
NOSTALGIA	-	-	-	-	-	17

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.01	2.28	2.75	3.40	3.48		WSBT S75, S76, S77
Income (millions)	-.04	-.07	.27	.47	.34		WRBR-F S78, S79
Nat Rev (millions)	.14	.15	.47	.46	.53		WNDU-F S80, S81, S82
Rev per Cap (\$)	8.80	8.33	9.84	12.03	12.41		
Inc per Cap (\$)	-.17	-.25	.96	1.67	1.22		
Nat Rev per Cap (\$)	.62	.54	1.69	1.61	1.89		
Profit Margin (%)	----	----	9.7	13.9	9.8		

Highest Metro Share: WRBR-F (26.1, S79)
 Highest Metro 1/4 HR AVG: WRBR-F (104, S79)
 Highest TSA 1/4 HR AVG: WNDU-F (239, S81)
 Highest TSA Cume: WNDU-F (2849, S82)
 Highest Metro Cume Rating: WNDU-F (48.8, S82)

STATION NOTES

WTHQ-F - WSBT-F until 76
 WWJY-F until 82
 BTFM until 82
 WAMJ - WJVA until 82
 Country until 82
 WSBT - MOR until 82
 WNDU - Contemp until 79
 AC until 81
 WRBR-F - Rock changing to AC/
 Cont around 80
 WLS, WGN, WMAQ, WBBM - See Chicago

SPOKANE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>								<u>SPG</u>				
		75	76	77	78	79	80	81	82	79	80	81	82	
KJRB	(R)	13.7	13.1	16.3	15.0	16.0	12.8	12.1	7.4	KJRB	38.6	30.8	30.0	24.8
KEZE-F	(A)	10.8	11.3	11.6	7.6	9.6	8.8	6.3	12.9	KEZE-F	----	16.4	----	18.2
KHQ	(M)	8.8	8.3	7.1	8.6	8.8	8.2	7.4	5.4	KHQ	23.1	20.8	18.9	15.4
KHQ-F	(R)	5.1	7.8	8.6	9.8	9.4	9.2	10.4	6.6	KHQ-F	24.0	24.6	25.3	19.3
KGA	(C)	8.5	13.0	11.5	10.2	8.0	7.1	6.0	8.2	KGA	19.8	18.8	17.8	18.1
KDRK-F	(C)	6.0	6.4	3.5	3.6	3.6	4.3	4.1	11.0	KDRK-F	----	9.8	11.6	15.6
KREM	(N)	17.1	8.9	7.8	6.8	4.9	4.1	3.8	2.8	KREM	17.3	15.3	----	11.1
KREM-F	(A)	----	4.6	4.0	8.4	10.7	9.6	11.3	4.8	KREM-F	18.9	17.8	22.8	15.2
KSPO	(NT)	7.4	5.2	6.7	4.6	3.8	6.5	7.9	5.8	KSPO	11.8	----	18.9	13.9
KXLY	(M)	6.6	3.6	3.5	3.8	3.3	3.7	2.6	3.2	KXLY	13.9	----	10.5	10.9
KXLY-F	(E)	----	6.8	7.2	5.4	7.1	9.0	10.9	12.4	KXLY-F	14.1	16.2	18.3	22.8
KKPL-F	(C)	----	----	1.4	5.7	5.7	4.3	5.3	9.4	KKPL-F	13.4	8.6	11.7	19.7
KXXR	(N)	----	----	----	1.4	.9	4.0	4.6	3.0	KXXR	----	----	----	5.7

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.7	15.3	14.6	15.1	15.5	15.2	15.8	17.4
FM Share (%)	26.43	34.66	34.88	41.83	46.37	51.17	51.16	61.75
CPM (\$)			3.15	3.42	2.51	3.32	3.05	2.81
Stations			16	16	15	15	14	15
Diaries						688	686	638

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	47	45	37	41	34
COUNTRY	11	14	21	15	19	31
MOR/AC	15	11	13	12	10	12
BTFM MUSIC	26	19	18	20	17	13
NEWS/TALK	9	4	4	7	10	6
RELIGION	1	1	-	1	-	1
NOSTALGIA	-	-	-	4	4	3

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.65	4.08	5.28	5.06	6.12		KREM S75
Income (millions)	----	-.08	.49	-.06	-.23		KJRB S76, S77, F77, S78, F78, S79, F79, S80, F80, S81(T)
Nat Rev (millions)	1.03	1.15	1.38	1.37	1.79		KGA F76
Rev per Cap (\$)	14.58	12.81	16.73	15.50	17.41		KREM-F S81(T)
Inc per Cap (\$)	----	-.25	1.55	-.17	-.66		KXLY-F F81
Nat Rev per Cap (\$)	4.10	3.60	4.38	4.19	5.10		KEZE-F S82
Profit Margin (%)	----	----	9.3	----	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	KJRB	(17.5, S78)
Highest Metro 1/4 HR AVG:	KJRB	(66, S79)
Highest TSA 1/4 HR AVG:	KJRB	(95, F76)
Highest TSA Cume:	KJRB	(1473, F76)
Highest Metro Cume Rating:	KJRB	(38.6, S79)

STATION NOTES

KDRK-F	-	KXXR-F until 79
		BTFM until 79
KXXR, KDRK-F	-	Simulcast 75-77
KKPL-F	-	KZUN-F until 82
KEZE-F	-	BTFM until 81
KREM	-	Contemp changing to AC until 82

SPRINGFIELD, MA

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>							SPG	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		82	79	80	81	82
WHYN	(AC)	17.8	23.0	18.5	21.7	12.6	11.2	10.6	9.7	WHYN	42.2	35.4	31.2	29.8
WHYN-F	(E)	12.4	17.1	15.1	14.5	16.5	13.9	13.2	11.1	WHYN-F	30.7	30.3	25.4	24.2
WMAS	(N)	4.5	---	1.8	1.0	6.6	9.6	8.9	6.2	WMAS	14.9	18.9	18.2	12.8
WMAS-F	(AC)	---	3.4	---	2.0	2.6	9.1	9.5	10.0	WMAS-F	----	16.4	24.2	23.4
WAQY-F	(A)	5.9	7.3	6.9	5.3	7.3	7.4	5.1	7.4	WAQY-F	23.0	25.5	20.7	21.1
WSPR	(M)	8.9	3.9	4.6	4.3	5.8	3.8	3.2	4.1	WSPR	19.0	12.6	11.9	13.6
WREB	(NT)	3.9	4.3	2.6	3.9	4.0	2.9	2.5	3.6	WREB	----	----	----	6.2
WACE	(G)	5.7	4.4	5.4	---	1.1	1.4	.7	1.1	WACE	----	----	----	3.7
WHMP	(M)	3.7	4.6	4.7	3.0	3.4	2.6	2.9	2.5	WHMP	----	----	----	5.8
WHMP-F	(R)	---	---	---	3.7	1.7	1.7	2.2	2.5	WHMP-F	8.5	----	----	6.2
WKSS-F	(E)	---	3.6	3.1	3.9	1.6	1.3	1.4	.9	WKSS-F	----	----	----	3.6
WRCH-F	(E)	---	2.7	3.1	3.3	2.6	3.8	3.0	3.8	WRCH-F	8.5	9.0	----	7.8
WCCC-F	(A)	---	1.3	8.6	5.3	5.9	7.9	6.0	4.0	WCCC-F	18.3	16.6	16.9	13.1
WTIC	(M)	7.7	4.7	4.5	6.0	6.0	3.9	3.6	3.4	WTIC	18.6	11.2	13.5	12.6

TWO BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.3	16.5	18.3	16.6	17.9	16.6	17.6	17.9
FM Share (%)	34.34	46.22	50.00	46.92	48.76	55.37	58.79	57.43
CPM (\$)			2.00	2.34	2.92	3.58	3.87	4.08
Stations			28	24	25	26	25	28
Diaries						743	888	1003

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	48	45	37	38	37	24
COUNTRY	1	3	4	2	2	4
MOR/AC	16	22	28	23	25	39
BTFL MUSIC	27	24	21	22	21	19
NEWS/TALK	3	7	7	3	4	4
BLACK/URBAN	-	-	3	-	-	2
NOSTALGIA	-	-	-	11	12	7
RELIGION	-	-	-	1	1	1

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.02	2.92	5.11	5.54	6.00		WHYN S75, S76, S77, S78
Income (millions)	-.30	-.73	-.16	.14	-.28		WHYN-F S79, S80, F80, S81, F81, S82
Nat Rev (millions)	.93	.71	14.9	1.38	1.77		
Rev per Cap (\$)	6.01	5.43	9.58	10.38	11.36		
Inc per Cap (\$)	-.60	-1.36	-.30	.26	-.52		
Nat Rev per Cap (\$)	1.85	1.32	2.80	2.59	3.36		
Profit Margin (%)	----	----	----	2.4	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WHYN	(23.0, S76)
Highest Metro 1/4 HR AVG:	WHYN	(168, S77)
Highest TSA 1/4 HR AVG:	WTIC	(435, S77)
Highest TSA Cume:	WTIC	(4846, S77)
Highest Metro Cume Rating:	WHYN	(42.2, S79)

STATION NOTES

- WHMP A/F - Simulcast 75-77
- WKSS, WRCH-F, WKSS-F, WCCC-F, WTIC - See Hartford
- WHYN - Rock gradually changing to AC
- WMAS - Nostalgia beginning in 79; Format prior to that unknown
- WMAS-F - MOR until 78
- WACE - Contemp until about 78

SPRINGFIELD, MO

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KWTO	(C)	14.7				13.8	16.3	10.1	12.3					KWTO	30.6	30.5	28.5	31.4
KWTO-F	(R)	14.2				20.6	22.4	23.0	22.5					KWTO-F	37.8	39.1	41.1	41.3
KTTS	(C)	15.5				10.7	9.3	10.1	7.0					KTTS	24.1	23.3	24.7	16.6
KTTS-F	(C)	23.3				22.1	13.8	17.1	21.1					KTTS-F	28.8	26.0	28.4	33.0
KGBX	(AC)	7.8				5.1	6.9	7.0	13.3					KGBX	15.5	22.6	20.0	29.2
KTXR-F	(E)	5.2				11.1	11.8	9.8	10.2					KTXR-F	20.8	23.4	20.9	21.5
KICK	(M)	8.6				6.3	4.1	2.9	1.8					KICK	21.4	21.8	15.8	7.4
KLSM	(N)	3.4				2.8	2.4	5.9	3.9					KLSM	11.0	9.0	6.4	6.3
KWFC-F	(G)	1.3				1.6	1.2	2.1	2.1					KWFC-F	5.4	5.4	11.3	7.2
KRFG-F	(A)	---				2.8	6.1	5.9	1.8					KRFG-F	5.4	8.6	9.3	5.2

ONE RATING BOOK PER YEAR. NO RATING BETWEEN 1976 and 1978

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.3				15.9	14.5	16.4	16.1
FM Share (%)	43.71				60.00	57.38	60.36	59.64
CPM (\$)					1.69	1.91	2.08	2.11
Stations					11	11	11	11
Diaries						611	529	635

FORMAT SHARES (%)

ROCK/AOR/CONTEMP				31	38	30	25
COUNTRY				48	41	39	42
MOR/AC				5	7	10	16
BTFL MUSIC				11	12	10	11
URBAN/BLACK				3	-	-	-
RELIGION				2	3	4	2
NEWS/TALK				-	3	-	-
NOSTALGIA				-	-	6	4

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)		3.52	4.03	4.51	4.71		KTTS-F S75, S79
Income (millions)		.28	.47	.36	.45		KWTO-F S80, S81, S82
Nat Rev (millions)		.31	.50	.64	.75		
Rev per Cap (\$)		17.78	19.43	21.14	22.12		
Inc per Cap (\$)		1.41	2.27	1.70	2.11		
Nat Rev per Cap (\$)		1.55	2.39	2.99	3.52		
Profit Margin (%)		7.9	11.7	8.0	9.5		

Highest Metro Share:	KTTS-F (23.3, S75)
Highest Metro 1/4 HR AVG:	KWTO-F (66, S81)
Highest TSA 1/4 HR AVG:	KTTS-F (137, S82)
Highest TSA Cume:	KWTO (1890, S81)
Highest Metro Cume Rating:	KWTO-F (41.3, S82)

STATION NOTES

KLSM	-	KBUG until 82 Disco in 79 News/Talk in 80 Nostalgia in 81
KICK	-	Contemp changing to AC

STEUBENVILLE

		<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WSTV	(M)					13.3	11.4	9.9	14.9	WSTV	31.0	26.1	25.6	25.4
WRKY-F	(R)					8.9	13.0	13.5	16.3	WRKY-F	23.2	33.3	36.0	38.2
WEIR	(M)					8.4	8.8	5.7	5.1	WEIR	32.9	26.0	22.1	23.6
WELA-F	(C)					1.5	4.1	2.6	5.6	WELA-F	----	9.1	9.1	4.5
WLIT	(C)					3.0	1.0	1.0	.5	WLIT	8.0	----	----	4.7
WKWK-F	(R)					1.5	2.6	2.6	4.7	WKWK-F	7.5	7.6	12.1	15.0
WAMO-F	(B)					2.5	2.1	4.2	3.7	WAMO-F	----	----	----	8.2
WWSW-F	(AC)					5.9	6.2	2.6	3.3	WWSW-F	----	----	----	7.5
WDVE-F	(A)					5.4	3.1	6.8	8.8	WDVE-F	13.4	9.2	16.0	16.9
KDKA	(M)					6.9	7.3	10.4	6.0	KDKA	23.0	18.1	21.4	17.1
WWVA	(C)					17.2	13.0	12.0	11.2	WWVA	30.6	26.4	25.4	23.7

ONE RATING BOOK PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)					15.2	14.2	14.2	15.9
FM Share (%)					38.80	50.29	55.00	59.22
CPM (\$)					5.96	7.82	7.70	6.11
Stations					20	21	24	23
Diaries						551	488	753

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	42	35	37
COUNTRY	19	19	17	19
MOR/AC	32	25	32	31
BTFM MUSIC	9	13	12	7
BLACK/URBAN	3	2	4	4
RELIGION	-	-	1	1

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)		1.06	1.20	1.34	1.42		WWVA S79, S80(T)
Income (millions)		.13	.16	.19	-.03		WRKY-F S80(T), S81, S82
Nat Rev (millions)		.30	.34	.34	.31		
Rev per Cap (\$)		6.47	7.43	8.21	8.71		
Inc per Cap (\$)		.76	1.01	1.15	-.21		
Nat Rev per Cap (\$)		1.83	2.08	2.05	1.88		
Profit Margin (%)		11.8	13.6	14.0	----		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	WWVA	(17.2, S79)
Highest Metro 1/4 HR AVG:	WWVA	(35, S79)
	WRKY-F	(35, S82)
Highest TSA 1/4 HR AVG:	Same as	Metro
Highest TSA Cume:	WRKY-F	(516, S82)
Highest Metro Cume Rating:	WRKY-F	(38.2, S82)

STATION NOTES

WKWK-F, WWVA	- See Wheeling
WAMO-F, WWSW-F, KDKA, WDVE-F	- See Pittsburgh
WEIR	- Contemp changing to AC/MOR
WLIT	- MOR until around 81

STOCKTON

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>												
		75	76	77	78	79	80	81	82	79	80	81	82	
KJAX-F	(E)	9.8	10.4	13.6	11.0	12.3	10.2	8.8	9.6	KJAX-F	14.7	14.9	15.1	14.5
KJOY	(R)	11.4	11.0	5.3	12.5	7.8	7.6	5.7	4.7	KJOY	30.3	22.9	17.4	16.0
KSTN	(R)	10.3	8.3	8.0	4.8	5.3	4.1	4.0	5.1	KSTN	20.1	17.5	15.1	16.9
KSTN-F	(SP)	---	---	---	---	2.8	4.6	6.6	6.5	KSTN-F	----	----	----	11.0
KWG	(C)	3.3	3.7	2.4	3.3	2.5	2.7	1.4	1.2	KWG	7.6	----	----	6.3
KWIN-F	(R)	---	1.3	2.1	4.5	5.6	2.5	4.2	3.3	KWIN-F	10.8	7.3	12.9	10.4
KRAK	(C)	7.3	11.8	12.2	8.9	10.4	11.8	10.9	8.9	KRAK	19.0	20.2	20.8	18.3
KZAP-F	(A)	---	---	---	---	---	2.0	3.4	5.9	KZAP-F	----	----	7.8	10.9
KEWT-F	(E)	3.0	4.0	---	---	2.5	2.8	1.4	1.0	KEWT-F	----	----	----	2.4
KHOP-F	(R)	---	---	---	3.6	4.5	8.2	6.7	5.5	KHOP-F	10.5	17.8	18.7	15.6
KCBS	(NT)	7.3	8.3	5.9	6.3	8.1	5.7	5.6	5.5	KCBS	12.1	17.0	12.2	12.3
KNBR	(M)	7.9	6.7	9.8	5.4	5.6	7.1	6.3	5.5	KNBR	19.4	15.1	12.3	16.6
KFRC	(R)	8.2	8.3	10.7	10.4	6.7	2.3	2.5	2.6	KFRC	21.5	12.4	11.6	11.5
KGO	(NT)	3.8	2.9	---	---	1.7	3.4	3.4	2.4	KGO	----	----	----	5.7

TWO BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.5	15.0	13.4	13.3	14.2	14.1	14.9	17.1
FM Share (%)	28.67	24.06	28.90	32.56	39.93	40.31	53.39	55.04
CPM (\$)			5.44	5.04	5.33	6.70	7.70	6.11
Stations			25	23	20	25	25	33
Diaries						544	649	804

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	38	39	40	38	39	35
COUNTRY	14	12	13	18	22	19
MOR/AC	14	10	10	11	6	9
BTFL MUSIC	18	21	17	16	11	13
NEWS/TALK	10	10	13	13	11	9
NOSTALGIA	3	4	3	-	-	-
SPANISH	1	2	4	5	9	8
RELIGION	1	2	-	-	-	2
BLACK/URBAN	-	-	-	1	2	5

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.72	1.19	1.91	2.71	3.00		KJOY S75, S78
Income (millions)	.20	.14	.22	.57	.34		KRAK S76, S80, S81, F81
Nat Rev (millions)	.27	.31	.53	.55	.69		KJAX-F S77, S79, F80, S82
Rev per Cap (\$)	6.85	3.80	6.05	8.58	8.40		
Inc per Cap (\$)	.81	.45	.68	1.79	.96		
Nat Rev per Cap (\$)	1.06	.98	1.67	1.74	1.93		
Profit Margin	11.8	11.9	11.3	20.9	11.4		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	KJAX-F (13.6, S77)
	KRAK (13.6, S80)
Highest Metro 1/4 HR AVG:	KRAK (53, S81)
Highest TSA 1/4 HR AVG:	Same as Metro
Highest TSA Cume:	KJOY (804, S76)
Highest Metro Cume Rating:	KJOY (30.3, S79)

STATION NOTES

KHOP-F	- See Modesto
KRAK, KZAP-F, KEWT-F	- See Sacramento
KCBS, KNBR, KFRC, KGO	- See San Francisco

SYRACUSE

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WSYR	(M)	17.5	16.1	17.9	16.1	16.1	15.1	13.8	14.2	WSYR	31.6	33.6	32.9	31.3
WSYR-F	(A)	---	1.2	2.1	3.1	3.7	9.2	13.0	11.6	WSYR-F	11.2	20.2	27.6	27.3
WHEN	(AC)	14.5	14.6	15.4	12.1	10.8	10.8	10.4	12.4	WHEN	38.9	30.8	30.2	32.1
WRRB-F	(C)	---	---	---	2.2	1.6	2.1	2.2	5.9	WRRB-F	----	----	----	9.9
WNDR	(M)	8.9	4.8	7.4	5.0	6.2	5.1	5.1	2.6	WNDR	17.4	13.8	15.2	9.0
WNTQ-F	(AC)	---	4.7	7.6	8.1	7.1	6.1	4.4	5.5	WNTQ-F	12.7	13.2	9.0	11.0
WOLF	(C)	9.2	8.9	6.8	6.9	5.5	4.6	2.3	1.4	WOLF	20.9	12.6	13.7	5.7
WKFM-F	(R)	3.9	6.2	7.4	7.3	5.1	4.8	6.0	4.8	WKFM-F	18.0	12.3	13.7	14.3
WFBL	(N)	6.5	4.7	6.7	5.4	5.0	3.1	7.6	7.9	WFBL	15.8	15.2	17.9	12.6
WEZG-F	(E)	9.2	8.6	5.1	6.3	6.3	5.9	3.9	6.3	WEZG-F	15.0	----	----	9.6
WSEN-F+	(C)	6.5	6.5	6.4	6.1	5.9	7.9	7.2	5.8	WSEN-F+	12.6	14.5	15.3	12.3
WEZG	(E)	---	3.3	---	1.2	3.1	.8	.6	---	WEZG	----	----	----	----
WAQX-F	(A)	---	---	---	3.0	6.0	5.6	5.0	4.4	WAQX-F	----	15.2	15.2	13.9

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.8	14.5	15.5	15.4	16.0	15.4	16.1	16.3
FM Share (%)	25.60	34.74	33.85	36.76	42.28	48.28	48.79	51.32
CPM (\$)			2.59	2.89	3.95	3.64	3.84	3.92
Stations			20	23	24	22	27	24
Diaries						799	932	965

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	54	35	33	34	34	26
COUNTRY	7	7	9	8	10	16
MOR/AC	19	38	34	37	35	42
BTFL MUSIC	19	17	17	17	10	7
CLASSICAL	1	1	-	-	-	-
RELIGION	-	2	2	3	2	1
BLACK/URBAN	-	-	3	1	-	-
NOSTALGIA	-	-	-	-	9	9

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	5.73	6.22	6.50	7.02	7.31		WSYR-F F81
Income (millions)	-.26	.06	.18	-.21	-.41		WSYR All other rating periods
Nat Rev (millions)	1.32	1.36	1.57	1.57	2.12		
Rev per Cap (\$)	10.81	9.47	10.04	10.75	11.36		
Inc per Cap (\$)	-.50	.09	.28	-.33	-.64		
Nat Rev per Cap (\$)	2.49	2.08	2.42	2.40	3.30		
Profit Margin (%)	----	1.0	2.8	----	----		

Highest Metro Share:	WSYR	(18.5, F77)
Highest Metro 1/4 HR AVG:	WSYR	(149, F77)
Highest TSA 1/4 HR AVG:	WSYR	(209, S77)
Highest TSA Cume:	WHEN	(3376, F77)
Highest Metro Cume Rating:	WHEN	(39.9, F77)

STATION NOTES

WRRB-F	-	WONO-F until 81
		Classical until 79
		BTFL until 81
WEZG	-	WSOQ until 81
		MOR until about 80
WSYR-F	-	Soft rock until 80
WHEN	-	Contemp becoming AC
WNDR	-	Contemp becoming AC/MOR
WNTQ-F	-	BTFL until 82
WOLF	-	Rock until 81
WFBL	-	Contemp until 80

TALLAHASSEE

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
										79	80	81	82	
WANM	(B)	13.4	15.3	19.2	14.2	14.6	20.5	16.5	21.3	WANM	18.2	21.7	17.6	21.0
WGLF-F	(R)	19.7	16.6	21.0	22.8	10.5	14.0	16.5	11.9	WGLF-F	30.3	34.1	32.3	40.5
WBGW-F	(R)	14.0	13.4	14.4	8.6	25.1	17.5	7.8	12.3	WBGW-F	43.0	37.9	28.6	37.9
WTAL	(N)	10.8	11.5	7.2	3.7	4.1	4.1	4.4	3.4	WTAL	16.7	14.7	9.1	11.0
WTNT	(C)	10.8	12.7	12.0	14.2	8.2	8.2	9.7	7.5	WTNT	21.4	20.4	21.1	18.1
WOWD-F	(A)	---	---	3.0	7.4	8.2	7.0	16.0	10.8	WOWD-F	14.0	17.9	21.3	21.0
WLVW-F	(E)	7.0	8.3	3.6	5.6	13.5	11.7	6.8	7.1	WLVW-F	17.2	15.7	12.8	15.8
WKQE	(M)	4.5	4.5	4.2	6.2	.6	.6	1.5	2.2	WKQE	7.7	----	4.8	5.0
WCVC	(G)	3.2	4.5	2.4	3.1	1.8	---	1.0	1.5	WCVC	4.4	----	----	4.8
WPAP-F	(C)	1.3	3.2	3.0	2.5	2.9	5.3	8.3	5.2	WPAP-F	9.5	11.2	15.8	12.9

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.1	14.1	14.8	13.5	13.9	14.1	15.5	19.1
FM Share (%)	50.42	46.85	50.66	53.79	67.32	62.99	63.04	57.89
CPM (\$)			2.39	2.51	3.07	3.52	3.78	3.72
Stations			11	11	10	11	11	13
Diaries						548	463	740

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	45	54	48	46	42
COUNTRY	17	19	12	16	20	15
MOR/AC	3	-	1	-	2	3
BTFM MUSIC	20	16	15	13	8	8
BLACK/URBAN	22	17	16	23	19	27
RELIGION	-	3	2	-	1	2
NOSTALGIA	-	-	-	-	5	4

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.53	.95	1.58	2.18	2.72		WGLF-F S75, S76, S77, S78, S81(T)
Income (millions)	-.38	-.56	-.35	.44	.03		WBGW-F S79
Nat Rev (millions)	.17	.28	.43	.57	.73		WANM S80, S81(T), S82
Rev per Cap (\$)	12.74	6.35	10.81	13.36	16.20		
Inc per Cap (\$)	-3.14	-3.76	-2.36	-2.67	.20		
Nat Rev per Cap (\$)	1.44	1.88	2.95	3.51	4.35		
Profit Margin (%)	----	----	----	----	1.2		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	WBGW-F (25.1, S79)
Highest Metro 1/4 HR AVG:	WANM (57, S82)
Highest TSA 1/4 HR AVG:	WANM (71, S82)
Highest TSA Cume:	WGLF-F (935, S82)
Highest Metro Cume Rating:	WBGW-F (43.0, S79)

STATION NOTES

WLVW-F	- WOMA-F until 78 Country until 77
WKQE	- WONS until 80 Contemp changing to AC/MOR
WCVC	- WMEN until 77 News until 77
WBGW-F	- BTFM until 79
WTAL	- Contemp until 81
WOWD-F	- Contemp or Black until about 78

TAMPA-ST. PETERSBURG

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>												
		75	76	77	78	79	80	81	82					
										79	80	81	82	
WSUN	(C)	10.8	10.6	7.9	8.5	5.9	6.7	7.1	6.6	WSUN	17.4	16.7	16.8	17.3
WQXM-F	(R)	5.0	5.1	4.4	5.6	7.4	5.7	5.9	4.2	WQXM-F	12.9	12.9	12.9	11.6
WDAE	(N)	6.0	5.2	5.5	4.0	4.8	3.9	3.5	6.5	WDAE	13.7	10.7	8.2	12.6
WYNF-F	(A)	---	4.2	6.9	5.1	3.7	3.2	4.3	4.1	WYNF-F	11.6	10.9	8.8	11.1
WFLA	(M)	4.5	4.0	4.7	6.4	5.4	5.6	4.6	5.3	WFLA	18.3	16.1	14.5	15.4
WFLA-F	(E)	---	6.1	5.9	6.6	7.1	6.1	5.4	3.6	WFLA-F	13.9	11.6	12.3	10.0
WWLF	(M)	6.5	6.5	4.8	6.8	4.7	4.3	1.7	1.8	WWLF	11.8	8.1	----	4.5
WWBA-F	(E)	6.9	7.5	9.1	9.8	11.0	10.7	9.5	11.0	WWBA-F	19.8	17.6	18.6	17.2
WQYK-F	(C)	---	---	3.3	4.4	7.0	8.0	8.9	10.9	WQYK-F	15.5	10.6	15.7	16.7
WNSI	(NT)	6.7	6.3	6.1	6.9	3.8	2.9	1.9	1.9	WNSI	14.4	14.5	8.9	8.0
WRBQ-F	(R)	10.4	9.8	6.8	6.4	6.7	6.0	9.3	10.5	WRBQ-F	16.7	16.5	17.8	22.3
WJYW-F	(E)	---	3.8	6.9	6.7	7.5	7.4	7.5	5.2	WJYW-F	13.3	12.2	16.1	13.8
WTMP	(B)	5.3	3.4	4.2	3.1	3.8	2.2	3.4	4.6	WTMP	----	----	----	6.8
WCKX-F	(R)	---	---	---	1.5	3.6	5.9	5.3	5.1	WCKX-F	8.5	10.2	12.7	14.0
WPLP	(NT)	---	---	---	.6	2.1	3.1	2.6	2.2	WPLP	----	----	6.7	6.4
WSRZ-F	(AC)	4.4	5.0	---	1.9	2.5	2.5	2.4	1.9	WSRZ-F	5.7	4.9	5.8	4.8

AT LEAST TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.4	16.4	17.1	16.9	17.4	16.3	18.4	17.7
FM Share (%)	44.34	53.91	53.19	50.38	58.51	61.11	66.40	63.12
CPM (\$)			1.68	2.32	3.16	3.53	2.65	2.52
Stations			27	29	25	26	26	24
Diaries						1490	1372	1418

FORMAT SHARES (%)

ROCK/AOR/COUNTRY	32	29	24	23	29	28
COUNTRY	12	16	16	15	18	20
MOR/AC	14	11	13	12	10	8
BTFL MUSIC	36	35	36	33	30	23
BLACK/URBAN	5	6	8	10	5	7
RELIGION	2	1	-	1	1	-
NEWS/TALK	-	-	1	4	3	4
SPANISH	-	2	1	1	2	-
NOSTALGIA	-	-	-	2	2	9

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	10.39	11.86	13.85	15.62	19.55		WSUN S75, S76, F76, S78
Income (millions)	1.19	1.21	1.67	.61	.34		WWBA-F S77, F78, S79, F79, S80, F80, S81, S82
Nat Rev (millions)	2.50	2.54	4.18	4.40	6.03		WJYW-F F77
Rev per Cap (\$)	8.37	8.10	9.51	10.85	11.84		WRBQ-F F81
Inc per Cap (\$)	.96	.83	1.15	.39	.21		
Nat Rev per Cap (\$)	2.01	1.73	2.87	3.06	3.65		
Profit Margin (%)	11.5	10.2	12.1	3.6	1.8		

STATION NOTES

Highest Metro Share:	WWBA-F (12.6, F79)	WJYW-F - WAVV-F until 77
Highest Metro 1/4 HR AVG:	WWBA-F (281, S82)	WCKX-F - WOKF-F until 80
Highest TSA 1/4 HR AVG:	WQYK-F (357, S82)	WPLP - WFSO until 79
Highest TSA Cume:	WRBQ-F (4205, S82)	Format until 79 unknown
Highest Metro Cume Rating:	WFLA (24.0, F78)	WQXM-F - BTFL until 77
		WDAE - AC until 81
		WSRZ-F - See Sarasota
WYNF-F -	WLCY-F until 77; Rock until 81 then to AOR	
WWLF -	WWBA until 81; BTFL until 81	
WNSI -	WLCY until 81; Contemp changing to AC by 81; Then News/Talk	

TERRE HAUTE

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
										<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
WTHI	(M)	17.0	18.7	19.8	18.9	17.0	18.7	9.6	6.0	WTHI	28.4	31.7	28.3	18.3
WTHI-F	(C)	10.4	15.0	9.9	13.1	15.6	15.3	15.5	17.0	WTHI-F	26.5	25.0	31.0	28.5
WBOW	(AC)	17.0	15.0	16.3	21.4	14.6	12.9	6.8	11.9	WBOW	34.7	29.3	23.4	27.3
WBOQ-F	(C)	7.9	6.5	5.4	4.4	2.4	4.3	9.6	9.2	WBOQ-F	7.4	12.5	17.5	13.5
WVTS-F	(R)	10.0	9.3	6.9	8.7	6.6	10.0	13.1	11.0	WVTS-F	17.0	20.8	29.9	26.9
WAAC	(M)	9.5	7.5	9.9	4.9	2.4	2.9	2.8	6.4	WAAC	9.7	8.2	----	11.5
WWCM	(C)	12.4	8.9	7.9	8.3	4.7	1.9	---	.5	WWCM	----	----	----	4.3
WBDJ-F	(R)	---	---	---	---	---	3.3	12.4	5.5	WBDJ-F	13.5	8.3	23.1	15.0
WPFR-F	(R)	.8	1.9	7.9	4.9	16.5	18.2	10.0	18.8	WPFR-F	25.0	30.2	21.8	28.6
WLS	(R)	1.7	4.2	3.0	3.9	2.4	1.4	2.0	1.8	WLS	7.8	6.4	6.8	5.4

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	17.0	14.8	14.2	14.5	14.7	14.3	16.8	14.6
FM Share (%)	41.33	42.11	39.46	45.26	55.38	57.22	70.67	69.50
CPM (\$)			3.75	3.73	3.70	3.88	4.55	5.06
Stations			15	14	16	13	18	16
Diaries						522	513	583

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	47	46	53	42	41
COUNTRY	34	31	31	26	26	32
MOR/AC	17	6	4	3	12	28
BTFL MUSIC	11	14	17	17	17	--
RELIGION	1	1	3	1	1	--

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.62	1.54	1.88	2.24	2.35		WTHI S75(T), S76, S77, S79, S80
Income (millions)	-.25	-.09	-.16	-.26	-.11		WBOW S75(T), S78
Nat Rev (millions)	.16	.17	.32	.37	.41		WTHI-F S81
Rev per Cap (\$)	11.35	9.00	10.88	12.84	13.25		WPFR-F S82
Inc per Cap (\$)	-1.78	-.55	-.90	-1.48	-.64		
Nat Rev per Cap (\$)	1.13	1.02	1.86	2.10	2.34		
Profit Margin (%)	----	----	----	----	----		

Highest Metro Share: WBOW (21.4, S78)
 Highest Metro 1/4 HR AVG: WPFR-F (41, S82)
 WBOW (41, S78)
 Highest TSA 1/4 HR AVG: WVTS-F (768, S81)
 Highest Metro Cume Rating: WBOW (34.7, S79)

STATION NOTES

WLS - See Chicago
 WBDJ-F - WWCM-F until 81
 Simulcast with WWCM
 75-79 and 81
 Country until 81
 WTHI - Country until 82
 WTHI-F - BTFL until 82
 WBOQ-F - Contemp until 78
 AOR until 80

TOLEDO

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WSPD	(M)	16.6	12.9	13.4	12.1	10.8	10.6	11.1	9.6	WSPD	28.2	25.3	26.3	25.1
WIOT-F	(A)	5.3	6.2	6.7	9.7	18.2	15.0	13.0	13.6	WIOT-F	27.2	26.0	25.1	28.5
WCWA	(N)	6.6	6.8	6.7	5.1	4.0	1.8	2.8	3.8	WCWA	11.8	8.7	10.8	11.0
WMHE-F	(R)	4.0	5.2	5.5	3.5	5.4	8.6	10.6	10.8	WMHE-F	10.3	19.4	24.6	23.8
WLQR-F	(E)	6.9	8.1	10.7	15.5	15.2	13.4	13.0	11.2	WLQR-F	25.1	22.8	21.1	21.5
WTOD	(C)	6.1	10.2	9.6	10.6	7.5	8.1	8.1	4.5	WTOD	13.1	13.5	13.2	8.3
WKLR-F	(C)	---	---	---	1.6	1.6	3.3	4.5	7.3	WKLR-F	----	----	----	14.6
WOHO	(AC)	7.1	6.2	7.4	7.2	5.9	8.2	4.4	4.6	WOHO	22.9	21.6	17.2	16.9
WXEZ-F	(R)	6.9	7.0	6.7	5.9	4.3	5.3	3.1	3.4	WXEZ-F	15.5	17.1	9.3	14.0
WJR	(M)	5.7	7.0	7.2	7.7	6.1	5.8	7.5	6.7	WJR	20.1	15.4	18.3	16.5
CKLW	(AC)	14.6	10.1	6.7	5.3	3.5	2.7	2.5	3.0	CKLW	20.0	11.6	11.3	12.9

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.0	16.0	15.8	16.7	16.4	17.4	16.2	17.5
FM Share (%)	32.09	39.28	37.67	42.42	50.27	57.02	55.49	60.49
CPM (\$)			1.97	2.41	2.59	3.11	3.53	3.60
Stations			21	17	22	19	22	25
Diaries						709	1125	1003

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	41	44	44	48	36	34
COUNTRY	11	15	9	12	13	18
MOR/AC	27	23	26	21	31	29
BTFM MUSIC	18	17	18	13	15	12
BLACK/URBAN	3	2	1	5	-	3
NOSTALGIA	-	-	-	-	-	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	6.79	7.43	9.03	8.89	9.28		WSPD S75, S76, F76, S77
Income (millions)	-.13	.87	1.58	.72	.49		WLQR-F F77, S78, F78, F80, F81
Nat Rev (millions)	1.69	.83	1.50	1.71	1.61		WIOT-F S79, F79, S80, S81, S82
Rev per Cap (\$)	10.70	9.43	11.56	11.38	11.66		
Inc per Cap (\$)	-.21	1.11	2.02	.92	.61		
Nat Rev per Cap (\$)	2.67	1.05	1.92	2.19	2.02		
Profit Margin (%)	----	11.7	17.5	8.0	5.3		

Highest Metro Share:	WIOT-F	(19.7, F79)
Highest Metro 1/4 HR AVG:	WIOT-F	(217, F79)
Highest TSA 1/4 HR AVG:	WIOT-F	(264, F79)
Highest TSA Cume:	CKLW	(3538, S76)
Highest Metro Cume Rating:	WSPD	(30.2, F77)

STATION NOTES

CKLW, WJR	-	See Detroit
WCWA	-	AC until 81
WKLR-F	-	Black until 81
WOHO	-	Contemp changing to AC
WXEZ-F	-	BTFM until 77

TOPEKA

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82
WIBW	(M)	16.5	12.5	16.8	13.6	16.6	9.2	9.2	14.1
WIBW-F	(R)	8.6	11.3	13.6	9.9	6.1	3.1	7.1	8.1
KSKX	(C)	17.3	15.4	15.9	15.7	9.6	7.0	9.2	8.5
KMAJ-F	(AC)	12.5	12.1	16.4	11.6	12.2	13.6	11.7	10.3
KTOP	(O)	8.2	6.7	4.5	4.5	3.9	10.1	6.3	2.6
KDVV-F	(R)	4.3	4.2	3.2	1.2	13.1	12.7	13.3	10.7
WREN	(M)	10.2	11.7	9.1	9.9	7.4	7.9	5.8	5.6
KTPK-F	(C)	9.0	12.9	7.7	12.0	10.5	13.6	16.3	14.1
WDAF	(C)	---	.4	3.2	5.0	4.8	5.7	4.6	4.3
KCMO	(NT)	1.6	1.3	3.2	1.2	1.3	---	1.7	.9
KYYS-F	(A)	2.7	2.1	3.2	5.4	7.0	6.6	4.2	5.6

		79	80	81	82
WIBW		35.6	22.6	23.8	25.8
WIBW-F		20.2	15.1	18.8	24.4
KSKX		29.4	25.8	22.7	19.7
KMAJ-F		23.8	22.5	20.1	19.9
KTOP		----	17.3	----	13.4
KDVV-F		26.3	29.1	30.1	27.7
WREN		26.1	20.7	22.2	20.5
KTPK-F		20.8	22.7	22.9	25.8
WDAF		11.9	14.5	14.0	10.3
KCMO		6.5	----	----	4.4
KYYS-F		13.1	12.4	13.3	13.5

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.6	15.6	14.7	16.3	15.1	14.4	15.6	15.2
FM Share (%)	40.48	47.11	46.63	44.50	47.89	56.87	59.09	60.28
CPM (\$)			2.57	2.77	3.49	3.40	3.55	2.77
Stations			11	11	12	12	14	17
Diaries						487	580	546

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	34	43	34	29	29
COUNTRY	16	24	16	21	33	29
MOR/AC	13	12	9	29	24	36
BTFL MUSIC	17	13	13	15	13	3
NEWS/TALK	18	15	18	-	2	1

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.60	3.05	3.49	3.76	3.74		KSKX S75, S76, S78
Income (millions)	.88	.33	.19	.07	-.14		WIBW S77, S79, S82(T)
Nat Rev (millions)	.57	.59	.79	.81	.80		KMAJ-F S80(T)
Rev per Cap (\$)	17.52	16.15	18.28	19.84	20.12		KTPK-F S80(T), S81, S82(T)
Inc per Cap (\$)	5.96	1.74	1.00	.35	-.77		
Nat Rev per Cap (\$)	3.82	3.11	4.16	4.26	4.32		
Profit Margin (%)	34.0	10.8	5.5	1.8	----		

Highest Metro Share:	KSKX	(17.3, S75)
Highest Metro 1/4 HR AVG:	WIBW	(41, S75)
Highest TSA 1/4 HR AVG:	WIBW	(109, S77)
	WDAF	(109, S81)
Highest TSA Cume:	WIBW	(1407, S78)
Highest Metro Cume Rating:	WIBW	(35.6, S79)

STATION NOTES

WDAF, KCMO, KYYS-F	-	See Kansas City
KSKX	-	KEWI until 81 Contemp until 81
KMAJ-F	-	KSWT-F until 82 BTFL until 82
KDVV-F	-	KTOP-F until 79 Country until about 79
KTOP	-	Contemp until 77 Country until 79

TUCSON

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>	<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81		82	79	80	81	82
KCUB	(C)	6.3	13.0	9.9	10.6	8.4	12.7	11.5	9.0	KCUB	15.4	23.9	18.6	17.0
KJYK-F	(E)	6.7	6.2	7.0	10.0	7.7	10.0	11.6	12.6	KJYK-F	11.1	15.2	17.8	19.4
KAIR	(AC)	9.5	8.4	8.5	6.7	8.0	6.4	7.1	4.7	KAIR	13.2	16.2	16.9	12.3
KTKT	(R)	10.1	11.5	11.7	11.8	9.7	7.1	5.1	4.9	KTKT	32.0	21.8	17.6	17.2
KLPX-F	(A)	---	4.1	5.7	4.4	6.0	5.3	7.4	7.9	KLPX-F	11.5	17.1	14.5	16.8
KXEW	(SP)	---	4.9	5.4	4.4	1.7	4.3	5.4	7.4	KXEW	----	----	----	8.1
KWFM-F	(A)	8.2	7.1	8.0	5.4	10.6	9.0	6.1	10.0	KWFM-F	16.9	14.0	9.5	19.8
KCEE	(AC)	8.2	7.6	5.9	4.4	5.0	5.8	5.9	6.1	KCEE	10.5	8.4	12.6	13.2
KTUC	(NT)	4.7	4.2	4.7	4.3	4.9	4.9	4.3	3.2	KTUC	----	13.0	13.9	10.1
KIKX	(C)	13.8	5.3	2.9	4.2	4.5	1.7	1.4	.7	KIKX	11.1	7.4	----	4.1
KNST	(NT)	6.5	6.3	4.8	5.8	4.8	2.9	2.2	2.1	KNST	17.4	14.2	----	8.1
KRQQ-F	(R)	---	---	9.5	11.4	6.9	7.6	7.1	7.4	KRQQ-F	23.8	18.1	16.4	18.6
KHYT	(R)	3.9	---	1.4	.6	6.6	6.5	5.5	3.7	KHYT	----	11.2	----	10.4
KNDE-F	(C)	---	---	---	---	.8	---	4.3	3.3	KNDE-F	----	----	11.1	8.9
KFLT	(R)	---	---	---	.8	2.6	2.9	2.0	2.3	KFLT	----	----	----	5.5
KGvy	(N)	---	---	---	---	---	---	2.1	4.7	KGvy	----	----	----	7.6

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.4	14.5	14.8	15.3	15.2	16.5	15.1	16.0
FM Share (%)	21.19	17.31	24.20	37.24	36.65	35.65	44.31	44.96
CPM (\$)			2.53	2.18	3.16	3.67	3.55	4.28
Stations			15	17	16	17	17	18
Diaries						498	777	1012

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	26	41	43	36	38	40
COUNTRY	16	15	13	16	19	14
MOR/AC	14	4	5	4	9	12
BTFL MUSIC	25	29	25	19	23	14
SPANISH	12	7	4	9	6	9
NEWS/TALK	6	5	6	5	5	6
NOSTALGIA	-	-	-	-	-	5

<u>FINANCIAL DATA</u>	1976*	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.06	4.77	5.08	6.62	7.81		KIKX S75
Income (millions)	.03	.22	.44	.29	-.43		KCUB S76, S80, F80(T), F81
Nat Rev (millions)	1.28	1.50	2.11	2.58	2.98		KTKT F76, S77, F77, S78
Rev per Cap (\$)	10.47	10.14	10.85	13.91	13.89		KRQQ-F F78
Inc per Cap (\$)	.08	.46	.94	.61	-.77		KWFM-F S79
Nat Rev per Cap (\$)	3.30	3.20	4.50	5.42	5.29		KAIR F79
Profit Margin (%)	0.1	4.6	8.7	4.4	----		KJYK-F F80(T), S81, S82

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	KCUB	(14.8, S76)
Highest Metro 1/4 HR AVG:	KCUB	(100, F81)
Highest TSA 1/4 HR AVG:	KJYK-F	(104, S82)
Highest TSA Cume:	KTKT	(1591, S79)
Highest Metro Cume Rating:	KTKT	(32.0, S79)

STATION NOTES

KJYK-F	-	KAIR until 78
KAIR	-	BTFL until 81
KIKX	-	Rock until 78
KHYT	-	Unknown until 79
		Urban/Cont from 79 on
KLPX-F	-	KCEE-F until 79
		KTKT-F until 81
		BTFL until 79

KNST - KHOS until 77; KMGX until 81; Country until 77; Contemp changing to AC by 81

TULSA

12+ METRO SHARE

12+ TSA CUME

		<u>SPG</u>							<u>SPG</u>	<u>12+ TSA CUME</u>								
		75	76	77	78	79	80	81		82	79	80	81	82				
KVOO	(C)	17.5	17.4	17.7	18.7	16.5	19.1	16.3	14.4					KVOO	29.1	31.8	29.7	26.4
KRMG	(M)	18.4	19.4	19.2	17.6	19.2	18.5	15.0	12.3					KRMG	34.5	32.2	31.4	27.7
KWEN-F	(C)	10.5	16.1	11.4	5.4	8.1	5.8	10.2	12.3					KWEN-F	17.5	14.5	18.7	21.2
KRAV-F	(R)	7.4	5.8	10.4	10.2	10.0	9.5	12.1	12.6					KRAV-F	21.8	22.4	24.6	27.0
KBEZ-F	(E)	4.5	2.7	6.6	12.0	11.5	10.8	9.9	9.1					KBEZ-F	17.2	16.7	19.7	16.9
KBBJ	(N)	2.6	1.9	1.8	.7	1.4	1.8	1.6	5.0					KBBJ	----	----	----	9.5
KMOD-F	(A)	6.2	5.4	7.7	7.8	7.4	12.7	8.5	11.7					KMOD-F	10.3	13.6	17.0	21.4
KTFX-F	(C)	1.8	2.2	1.7	4.2	4.1	4.0	4.7	4.6					KTFX-F	6.0	7.9	10.8	9.8
KAKC	(G)	11.9	8.1	7.0	5.5	1.9	1.1	1.3	1.0					KAKC	10.4	6.2	----	3.2
KELI	(M)	8.6	8.7	7.1	6.2	5.9	4.4	2.5	2.5					KELI	21.3	18.7	13.2	9.9
KCFO-F	(G)	---	---	---	.6	1.6	2.7	3.4	3.3					KCFO-F	----	6.5	7.0	9.1
KGTO	(?)	---	1.8	2.2	1.5	1.2	.6	4.2	2.5					KGTO	----	----	----	5.8

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	14.7	15.3	15.6	14.3	13.9	14.5	15.7	16.7
FM Share (%)	34.14	33.54	38.76	42.14	49.39	51.41	53.90	59.52
CPM (\$)			1.88	1.97	2.38	2.24	2.41	2.38
Stations			14	13	19	15	17	17
Diaries						736	682	915

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	37	44	39	37	31	28
COUNTRY	20	24	19	26	28	36
MOR/AC	22	18	22	19	25	16
BTFL MUSIC	18	12	14	12	12	10
RELIGION	2	3	3	4	5	5
NEWS/TALK	-	-	1	2	-	-
NOSTALGIA	-	-	-	-	-	5
BLACK/URBAN	1	-	-	-	-	-

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	4.67	7.16	7.98	9.06	10.74		KVOO S76, F77(T), S78,
Income (millions)	.17	.48	.57	.53	.07		S80, S81, F81, S82
Nat Rev (millions)	.77	1.15	1.14	1.56	1.47		KRMG S75, F76, S77, F77(T),
Rev per Cap (\$)	9.50	11.75	12.98	14.13	15.07		F78, S79, F79, F80
Inc per Cap (\$)	.34	.79	.93	.82	.10		
Nat Rev per Cap (\$)	1.57	1.88	1.86	2.44	2.06		
Profit Margin (%)	3.6	6.8	7.1	5.8	0.6		

Highest Metro Share:	KRMG	(21.3, F76)
Highest Metro 1/4 HR AVG:	KRMG	(157, F80)
Highest TSA 1/4 HR AVG:	KVOO	(286, S81)
Highest TSA Cume:	KVOO	(3325, F81)
Highest Metro Cume Rating:	KRMG	(39.2, F77)

MORE STATION NOTES

KBBJ	-	KXXO until 80; KMOD until 82; Contemp until 78; News/Talk until 81; Contemp until 82
KGTO	-	KFMJ until 81; KRAV until 82; Religion until about 80; Contemp until 81

STATION NOTES

KBEZ-F	-	KAKC-F until 77 Contemp until 77
KTFX-F	-	KKUL-F until 78 Urban until 78
KWEN-F	-	BTFL until 78 Contemp until 81
KAKC	-	Rock changing to AC until about 81
KELI	-	Rock changing to AC/MOR by 1980

UTICA-ROME

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
										79	80	81	82	
WIBX	(M)	14.1	17.5	11.9	16.5	16.1	10.7	13.8	14.0	WIBX	31.6	27.5	29.7	28.8
WIBQ-F	(E)	7.3	11.1	10.9	10.0	14.8	12.7	10.6	8.9	WIBQ-F	23.7	25.7	23.5	20.4
WOUR-F	(A)	8.0	5.8	4.1	8.2	8.2	9.5	10.4	10.4	WOUR-F	16.8	16.9	21.3	21.7
WTLB	(AC)	15.9	12.2	12.1	8.7	8.6	5.9	6.1	6.3	WTLB	28.9	25.6	23.0	21.1
WRCK-F	(R)	3.0	---	2.4	2.4	7.3	7.5	9.5	9.4	WRCK-F	17.2	21.8	25.0	27.7
WRUN	(AC)	11.8	9.1	12.8	12.3	9.7	6.8	7.4	7.2	WRUN	30.4	26.8	29.1	22.4
WKGW-F	(R)	7.3	7.0	9.9	9.3	6.7	9.3	6.3	5.3	WKGW-F	16.7	18.9	18.6	19.6
WADR	(C)	6.2	5.4	6.5	4.5	6.7	4.3	4.7	6.1	WADR	12.4	----	----	9.3
WUTQ	(C)	3.2	6.0	3.6	1.1	2.6	3.9	3.8	4.7	WUTQ	----	----	----	7.4
WLFH	(C)	---	3.5	3.4	4.1	1.1	1.6	1.5	2.7	WLFH	----	----	----	6.1

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.6	17.7	14.9	16.9	17.3	16.7	20.0	18.0
FM Share (%)	28.61	29.76	35.16	40.18	41.90	54.75	49.29	48.77
CPM (\$)			3.32	3.74	4.17	4.36	3.97	4.62
Stations			21	22	21	22	25	26
Diaries						442	745	720

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	43	43	44	45	40	31
COUNTRY	10	7	7	10	10	17
MOR/AC	27	31	31	26	30	36
BTFL MUSIC	18	18	18	18	13	11
NOSTALGIA	-	-	-	-	6	4
RELIGION	-	-	-	-	1	1

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	2.19	2.33	2.87	3.56	3.76		WTLB S75
Income (millions)	-.24	-.19	-.08	-.34	-.40		WIBX S76, S78, S79, S81,
Nat Rev (millions)	.34	.28	.48	.47	.49		S82
Rev per Cap (\$)	8.01	7.18	8.89	10.93	11.87		WRUN S77
Inc per Cap (\$)	-.89	-.58	-.25	-1.04	-1.25		WIBQ-F S80
Nat Rev per Cap (\$)	1.23	.86	1.48	1.46	1.54		
Profit Margin (%)	----	----	----	----	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WIBX	(17.5, S76)
Highest Metro 1/4 HR AVG:	WIBX	(85, S76)
Highest TSA 1/4 HR AVG:	WIBX	(89, S76)
Highest TSA Cume:	WTLB	(1202, S76)
Highest Metro Cume Rating:	WIBX	(31.6, S79)

STATION NOTES

WRCK-F	-	WTLB-F until 81 BTFL (?) until about 78
WKGW-F	-	WRUN-F until 76 BTFL until 77
WUTQ	-	WBVM until 80 AC until 80
WTLB	-	Rock changing to AC
WRUN	-	Rock changing to AC
WLFH	-	MOR until ? ?

WACO

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
										79	80	81	82	
WACO	(C)	17.8	14.9	12.7	13.3	9.3	19.1	20.2	19.8	WACO	29.7	37.1	37.3	33.1
KHOO-F	(R)	11.0	6.7	16.6	12.8	10.3	6.8	11.3	14.9	KHOO-F	20.2	15.9	20.6	32.6
KWTX	(C)	13.6	14.9	10.5	11.7	11.9	9.9	12.7	12.2	KWTX	30.6	23.4	27.6	25.2
KWTX-F	(E)	11.5	13.3	16.0	16.5	14.9	11.7	13.6	12.6	KWTX-F	25.6	18.2	26.2	21.8
KNFO-F	(R)	1.6	1.0	1.7	1.6	13.9	11.7	8.5	8.1	KNFO-F	25.3	25.7	23.1	18.0
KRZI	(E)	12.6	11.8	12.2	12.2	7.2	8.0	2.3	2.7	KRZI	25.4	21.6	13.8	10.4
KKIK	(C)	8.4	9.2	5.0	4.3	4.6	4.9	1.4	1.4	KKIK	----	11.8	7.0	7.6
WBAP	(C)	7.3	8.7	12.2	10.1	12.4	10.5	10.8	5.0	WBAP	25.1	19.1	21.5	14.3
KRLD	(NT)	2.1	4.1	3.3	1.6	2.1	1.2	1.4	3.6	KRLD	9.8	10.4	8.9	10.2
WFAA	(NT)	1.0	1.0	1.1	2.7	1.0	1.2	2.3	1.8	WFAA	7.0	7.9	---	4.0

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.6	15.1	14.0	14.1	14.7	11.9	14.8	15.1
FM Share (%)	30.67	25.44	38.37	35.50	46.59	39.21	40.10	47.89
CPM (\$)			2.32	2.87	3.11	5.46	4.59	3.98
Stations			14	14	14	17	13	19
Diaries						632	407	854

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	31	30	36	31	27	31
COUNTRY	37	31	30	39	37	41
MOR/AC	15	15	13	12	14	1
BTFL MUSIC	17	18	17	13	15	16
NEWS/TALK	1	3	3	3	4	6
BLACK/URBAN	-	1	-	3	-	5
RELIGION	-	-	-	-	3	1

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.69	1.56	1.40	2.18	2.48		WACO S75, S76(T), S80, S81, S82
Income (millions)	-.03	-.16	-.18	-.19	-.29		
Nat Rev (millions)	.33	.49	.19	.42	.63		KWTX S76(T)
Rev per Cap (\$)	12.74	9.66	8.55	12.61	14.13		KHOO-F S77
Inc per Cap (\$)	-.22	-.97	-1.10	-1.12	-1.63		KWTX-F S78, S79
Nat Rev per Cap (\$)	2.52	3.06	1.17	2.41	3.58		
Profit Margin (%)	----	----	----	----	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WACO	(20.2, S81)
Highest Metro 1/4 HR AVG:	WACO	(44, S82)
Highest TSA 1/4 HR AVG:	KIXS-F+	(103, S79)
Highest TSA Cume:	WBAP	(1050, S78)
Highest Metro Cume Rating:	WACO	(37.3, S81)

STATION NOTES

KIXS-F+ is in Killeen
 WBAP, WFAA, KRLD - See Dallas
 KNFO-F - KEFC-F until 78
 KHOO-F - Country until 80
 KWTX - MOR until 81
 KRZI - Country until about 81

WASHINGTON, DC

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>	<u>12+ CUME RATING</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>		<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>
WMAL	(M)	12.1	12.0	12.2	10.4	10.6	10.6	9.6	7.5	WMAL	23.1	21.0	21.7	19.1
WRQX-F	(R)	3.3	2.3	2.1	3.5	3.5	7.6	5.2	4.9	WRQX-F	9.0	20.5	16.3	16.6
WRC	(NT)	5.8	2.8	2.9	3.3	3.1	4.8	3.9	4.3	WRC	8.8	10.2	9.1	11.6
WKYS-F	(B)	---	4.0	4.7	2.8	2.8	6.6	7.1	8.4	WKYS-F	10.6	13.9	15.5	19.7
WGAY-F	(E)	5.8	8.8	7.2	6.3	7.2	6.9	7.5	7.7	WGAY-F	15.9	21.4	15.2	17.0
WPGC-F+	(R)	5.3	9.3	9.4	9.9	9.4	8.1	6.3	5.3	WPGC-F+	25.3	19.5	18.4	17.9
WHUR-F	(B)	---	2.6	3.7	5.0	5.4	4.3	5.4	6.9	WHUR-F	11.8	11.2	13.1	17.5
WWDC-F	(A)	---	4.9	5.6	4.1	4.3	2.9	5.6	4.5	WWDC-F	14.2	11.0	15.3	16.5
WLTT-F	(AC)	4.6	5.5	4.6	4.8	4.4	3.0	4.0	4.4	WLTT-F	9.8	8.0	9.3	11.7
WASH-F	(AC)	4.0	4.2	4.2	6.1	6.1	5.6	4.8	3.5	WASH-F	13.9	13.1	11.2	11.9
WTOP	(NT)	5.9	4.9	3.6	3.4	4.1	3.9	3.6	3.6	WTOP	15.0	14.7	10.4	14.4
WAVA-F	(A)	---	2.4	---	1.4	2.8	4.0	3.9	4.1	WAVA-F	9.0	10.3	11.5	12.4
WGMS-F+	(CL)	---	2.9	4.0	3.1	3.0	2.9	3.6	2.9	WGMS-F+	8.8	9.3	9.0	9.9
WMZQ-F	(C)	3.8	2.3	2.7	3.5	3.1	3.2	3.7	2.7	WMZQ-F	7.5	7.9	7.4	7.9
WEZR-F	(E)	---	2.6	2.3	2.4	1.8	1.5	2.8	1.9	WEZR-F	---	---	5.3	5.5
WPKX	(C)	---	3.3	2.0	2.1	1.6	3.0	1.1	1.1	WPKX	---	---	---	3.2
WPKX-F	(C)	---	1.1	2.4	.9	1.3	---	2.9	2.9	WPKX-F	---	---	7.8	8.2
WOL	(B)	6.3	3.3	2.6	2.1	2.8	1.2	1.1	.7	WOL	---	---	---	3.0
WOOK-F	(B)	---	---	4.9	6.4	6.5	3.8	3.6	4.2	WOOK-F	12.8	12.5	10.9	14.2
WUST	(G)	---	2.8	---	1.3	1.3	1.2	.7	.9	WUST	----	----	----	2.3
WHFS-F	(A)	---	1.8	2.3	1.7	1.4	1.3	1.1	1.3	WHFS-F	----	----	----	4.1
WXTR-F	(AC)	---	---	---	---	.5	.6	.3	2.2	WXTR-F	----	----	----	5.7

TWO OR MORE RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	16.6	16.0	16.3	16.8	17.0	16.0	15.5	18.7
FM Share (%)	46.27	51.45	58.70	63.54	66.87	68.00	72.82	74.32
CPM (\$)			2.55	2.70	2.89	3.41	4.06	3.63
Stations			33	34	33	32	29	34
Diaries						1985	1911	2217

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	32	34	31	29	29	21
COUNTRY	6	9	7	7	9	8
MOR/AC	16	11	13	17	19	19
BTFL MUSIC	17	17	16	13	12	11
BLACK	14	16	19	17	16	25
NEWS/TALK	10	7	7	9	8	9
CLASSICAL	4	4	3	3	3	3
RELIGION	1	2	3	5	2	2
NOSTALGIA	-	-	-	1	1	1

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	36.69	40.33	45.60	51.28	56.60		WKYS-F S82
Income (millions)	5.49	4.33	6.69	7.18	4.27		WMAL S75, S76, F76, S77,
Nat Rev (millions)	8.97	10.13	12.45	14.89	17.86		F77, S78, F78(T),
Rev per Cap (\$)	14.78	13.13	14.82	16.81	18.37		F79, S80, F80, S81,
Inc per Cap (\$)	2.21	1.41	2.18	2.35	1.39		F81
Nat Rev per Cap (\$)	3.61	3.30	4.05	4.88	5.80		WPGC-F+ F78(T), S79
Profit Margin (%)	15.0	10.7	14.7	14.0	7.5		

WASHINGTON, DC (con't)

Highest Metro Share:	WMAL	(12.6, F77)
Highest Metro 1/4 HR AVG:	WMAL	(508, F79)
Highest TSA 1/4 HR AVG:	WPGC-F+	(587, F78)
Highest TSA Cume:	WMAL	(8012, F79)
Highest Metro Cume Rating:	WMAL	(28.1, F79)

STATION NOTES

Simulcasts:

WPGC A/F - All survey periods
WGMS A/F - All survey periods
WGAY A/F - 75-77
WXTR A/F - 79-80
WVKX-F, WPKX - 80

WRQX-F - WMAL-F until 78
WLTT-F - WJMD-F until 82; BTFL until 81
WMZQ-F - WMOD-F until 77; Contemp until 77
WPKX - WPIK until 80
WPKX-F - WXRA-F until 80; WVKX-F until 82
WWDC-F - Rock until 77; AOR from then on
WAVA-F - News/Talk until about 77; Soft rock until 79

WATERLOO-CEDAR FALLS

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
										<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
KWLO	(AC)	37.3	34.8	36.5	32.5	33.3	27.6	29.3	20.0	KWLO	68.7	58.4	56.4	48.3
KFMW-F	(E)	9.8	11.0	16.1	13.4	13.6	11.0	10.2	8.8	KFMW-F	22.9	14.6	20.1	16.6
KXEL	(C)	15.0	14.6	12.4	15.3	15.4	13.1	9.0	11.3	KXEL	30.3	27.6	24.9	24.6
KCNB-F	(R)	.7	4.3	6.6	9.6	11.1	14.5	13.8	17.5	KCNB-F	30.5	----	32.9	34.7
KCFI	(C)	9.2	9.8	5.1	6.4	6.2	4.1	2.4	8.8	KCFI	17.9	15.8	12.8	19.3
KLEU	(N)	7.8	7.3	3.6	3.8	3.7	4.8	6.6	5.6	KLEU	19.7	11.0	10.6	10.0
KOEL-F	(C)	2.0	.6	2.9	1.9	1.2	2.8	4.2	3.8	KOEL-F	5.9	6.8	9.5	6.9
WHO	(NT)	3.3	1.2	2.2	2.5	2.5	4.1	3.0	3.1	WHO	8.5	10.5	10.9	8.1
WMT	(M)	3.9	4.3	8.0	4.5	1.2	4.8	3.6	1.9	WMT	11.8	13.1	8.7	8.4

ONE RATING BOOK PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	14.7	15.2	12.8	14.0	14.4	12.8	14.8	14.1
FM Share (%)	17.07	18.62	27.10	28.67	29.93	35.61	38.36	41.30
CPM (\$)			2.95	2.96	3.30	3.86	4.22	6.00
Stations			10	10	10	11	13	13
Diaries						621	506	631

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	55	59	61	51	54	26
COUNTRY	16	19	18	17	16	28
MOR/AC	9	5	3	15	7	25
BTFM MUSIC	17	15	15	12	12	10
NEWS/TALK	2	3	3	5	3	4
NOSTALGIA	-	-	-	-	8	7

<u>FINANCIAL DATA</u>	<u>1976*</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.95	2.15	2.56	2.69	1.92		KWLO All rating periods
Income (millions)	.26	.34	.50	.20	.12		
Nat Rev (millions)	.59	.67	.53	.63	.37		
Rev per Cap (\$)	17.36	15.67	18.23	18.84	13.88		
Inc per Cap (\$)	2.34	2.50	3.56	1.43	.90		
Nat Rev per Cap (\$)	5.26	4.88	3.77	4.41	2.67		
Profit Margin (%)	13.5	16.0	19.5	7.6	6.4		

*Independent FM's and FM's reported separately are not included.

Highest Metro Share:	KWLO	(37.3, S75)
Highest Metro 1/4 HR AVG:	KWLO	(57, S76)
Highest TSA 1/4 HR AVG:	KWLO	(84, S76)
Highest TSA Cume:	KWLO	(1310, S76)
Highest Metro Cume Rating:	KWLO	(68.7, S79)

STATION NOTES

WHO	-	See Des Moines
WHT	-	See Cedar Rapids
KWLO	-	KWWL until 81 Contemp changing to AC/ Contemp by 82
KCNB-F	-	KXEL-F until 80
KCFI	-	AC until 82
KLEU	-	Contemp changing to AC by 80 Began Nostalgia in 81

WEST PALM BEACH

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>					
		75	76	77	78	79	80	81	82	79	80	81	82	
WEAT-F	(E)	18.7	17.5	12.9	17.8	17.3	13.4	14.0	14.1	WEAT-F	28.9	29.1	25.2	25.0
WEAT	(C)	6.8	4.8	4.5	3.1	3.6	2.2	2.2	2.2	WEAT	11.9	9.6	----	7.7
WJNO	(NT)	---	4.2	5.9	3.0	3.0	3.5	4.3	4.1	WJNO	9.8	12.1	13.9	14.0
WRMF-F	(AC)	7.0	6.0	5.8	6.8	4.4	7.0	8.6	6.5	WRMF-F	12.0	15.2	19.6	17.9
WPOM	(B)	4.2	3.0	2.3	3.4	5.1	4.2	6.9	4.7	WPOM	----	----	----	8.4
WIRK	(M)	5.6	5.8	8.1	4.8	2.0	3.0	1.9	1.4	WIRK	----	9.5	8.5	6.8
WIRK-F	(C)	---	6.6	5.7	10.4	11.1	12.2	7.1	12.3	WIRK-F	17.3	18.1	13.6	18.5
WNJY-F	(E)	---	2.5	4.2	5.2	4.1	4.5	3.7	4.6	WNJY-F	9.0	----	----	9.0
WIZD-F	(A)	---	---	---	---	---	2.2	5.9	4.0	WIZD-F	----	----	12.7	11.5
WPBR	(T)	---	3.8	2.8	5.2	5.4	5.3	4.1	3.2	WPBR	11.1	10.9	7.7	7.7
WSHE-F	(A)	3.5	6.9	3.0	2.7	2.0	2.5	2.8	2.2	WSHE-F	----	----	----	8.4
WHYI-F	(R)	5.2	4.1	5.2	5.6	5.2	5.2	4.4	4.5	WHYI-F	12.9	12.2	10.3	13.2
WLYF-F	(E)	4.2	2.8	3.7	3.1	3.8	2.1	3.2	3.6	WLYF-F	8.7	----	----	7.1
WCKO-F	(R)	7.9	4.2	---	.4	1.9	2.0	2.3	1.4	WCKO-F	---	----	8.4	7.7
WRBD	(B)	---	3.4	---	2.7	1.1	1.8	2.1	3.7	WRBD	---	----	---	6.0

TWO RATING BOOKS PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)		14.5	14.9	17.2	15.3	15.3	16.6	18.7
FM Share (%)		62.83	65.39	67.18	62.85	65.82	69.52	68.27
CPM (\$)			3.82	2.47	3.35	3.69	3.51	3.74
Stations			25	24	26	28	31	35
Diaries						462	782	1173

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	40	30	25	24	18	15
COUNTRY	10	13	13	15	11	18
MOR/AC	3	9	9	10	21	17
BTFL MUSIC	35	33	30	28	29	24
BLACK/URBAN	7	7	11	9	9	11
NEWS/TALK	4	6	11	12	10	11
RELIGION	2	1	-	1	1	-
NOSTALGIA	-	1	2	2	2	4

<u>FINANCIAL DATA</u>	1976	1977	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.55	4.45	5.52	6.43	7.62		WEAT-F S75, S76, S77, F76,
Income (millions)	-.87	-.44	-.22	-.71	-.60		F77, S78, F78, S79,
Nat Rev (millions)	.43	.67	1.23	1.05	1.13		S80, S81, F81, S82
Rev per Cap (\$)	8.53	8.87	10.84	12.65	12.52		WIRK-F F80
Inc per Cap (\$)	-2.09	-.88	-.44	-1.39	-.99		
Nat Rev per Cap (\$)	1.04	1.34	2.42	2.07	1.86		
Profit Margin (%)	----	----	----	----	----		

Highest Metro Share:	WEAT-F (18.7, S75)
Highest Metro 1/4 HR AVG:	WEAT-F (138, S82)
Highest TSA 1/4 HR AVG:	WEAT-F (156, S82)
Highest TSA Cume:	WEAT-F (1601, F81)
Highest Metro Cume Rating:	WEAT-F (29.6, F79)

STATION NOTES

WSHE-F, WHYI-F, WLYF-F, WCKO-F, WRBD	- See Miami
WNJY-F	- WGMW-F until 79
WRMF-F	- WJNO-F until 80 Contemp changing to AC/ Soft Rock by 80
WIRK	- Contemp changing to AC
WPOM	- News until 77

WHEELING

12+ METRO SHARE

		76	77	78	79	80	81	82
WWVA	(C)	22.7	20.1	24.7	25.0	27.1	22.6	29.6
WCPI-F	(AC)	---	---	4.8	2.6	3.1	5.1	9.5
WKWK	(R)	20.2	15.1	10.8	12.3	10.7	8.2	6.6
WKWK-F	(R)	7.3	9.6	2.6	4.8	8.4	6.6	11.5
WOMP	(NT)	9.9	10.5	14.3	11.8	12.0	8.9	7.0
WOMP-F	(R)	4.7	12.6	8.7	10.5	7.6	13.2	7.0
WANJ-F	(E)	13.7	10.0	10.0	13.6	9.8	16.3	15.2
WNEU	(M)	2.6	7.1	7.4	3.5	6.2	5.1	1.2
WEIF	(C)	2.6	3.3	1.3	1.8	.4	2.3	.4
KDKA	(M)	---	2.5	3.0	3.1	3.1	2.3	2.1
WDVE-F	(A)	3.0	1.7	---	.4	.9	1.9	1.2

12+ METRO SHARE

		79	80	81	82
WWVA		44.9	46.5	42.5	46.9
WCPI-F		----	----	12.0	19.7
WKWK		31.2	29.2	27.8	22.7
WKWK-F		15.6	21.9	21.1	28.7
WOMP		18.7	19.8	17.4	12.3
WOMP-F		24.1	19.8	27.8	19.8
WANJ-F		21.2	19.6	24.0	25.0
WNEU		----	17.2	----	2.9
WEIF		----	----	----	2.6
KDKA		7.1	12.9	9.1	8.8
WDVA-F		3.4	----	5.3	5.6

ONE RATING BOOK PER YEAR SINCE 1976

	1976	1977	1978	1979	1980	1981	1982
APR (%)	15.3	15.6	14.9	14.8	14.6	16.4	15.6
FM Share (%)	37.02	39.11	33.02	38.50	36.62	47.74	50.43
CPM (\$)		2.94	2.55	2.83	3.56	2.79	3.10
Stations		12	14	15	17	14	13
Diaries					743	584	562

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	36	49	34	34	39	28
COUNTRY	21	28	28	29	24	32
MOR/AC	21	11	20	10	8	14
BTFL MUSIC	21	11	18	14	18	20
NEWS/TALK	-	-	-	13	10	7

FINANCIAL DATA

	1976*	1977*	1978	1979	1980	1981
Revenue (millions)	3.33	3.39	3.90	4.04	4.22	
Income (millions)	1.03	.90	.93	1.12	1.03	
Nat Rev (millions)	.88	.99	1.04	1.24	1.14	
Rev per Cap (\$)	21.50	18.37	21.43	21.77	22.65	
Inc per Cap (\$)	6.68	4.90	5.10	6.02	5.53	
Nat Rev per Cap (\$)	5.70	5.35	5.72	6.66	6.14	
Profit Margin (%)	31.1	26.7	23.8	27.6	24.4	

#1 STATIONS, 12+ METRO SHARE

WWVA - All rating periods

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WWVA	(29.6, S82)
Highest Metro 1/4 HR AVG:	WWVA	(72, S82)
Highest TSA 1/4 HR AVG:	WWVA	(155, S79)
Highest TSA Cume:	WWVA	(2006, S78)
Highest Metro Cume Rating:	WWVA	(46.9, S82)

STATION NOTES

WWVA - Simulcast with WCPI-F 76-77
 KDKA, WDVE-F - See Pittsburgh
 WANJ-F - WTRF-F until 81
 WCPI-F - Country until 78
 AOR until 80
 WOMP - MOR until 80
 WEIF - Contemp until 78

WICHITA

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>							<u>SPG</u>	<u>12+ CUME RATING</u>				
		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>		<u>82</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>
KEYN-F	(R)	11.1	13.8	16.7	15.0	9.3	10.6	15.0	15.3	KEYN-F	22.6	27.4	32.3	33.1
KQAM	(O)	---	4.4	1.4	3.3	3.5	3.2	5.2	5.5	KQAM	12.6	15.1	11.5	14.5
KFH	(C)	11.1	8.8	10.3	9.2	14.4	11.6	12.6	9.6	KFH	25.5	25.4	27.9	22.8
KBRA-F	(E)	8.7	9.6	10.3	10.6	10.5	10.4	8.6	10.5	KBRA-F	15.8	17.3	13.6	16.6
KFDI	(C)	16.1	12.1	15.0	13.5	12.5	11.9	10.9	7.2	KFDI	21.7	22.4	23.2	20.8
KFDI-F	(C)	4.1	4.0	4.1	4.7	3.4	8.4	5.4	8.2	KFDI-F	15.3	16.2	14.8	20.0
KKRD-F	(AC)	6.8	7.2	4.4	6.0	7.1	8.3	6.5	7.4	KKRD-F	15.7	14.4	16.0	12.8
KAKZ	(N)	9.8	9.7	12.0	10.3	11.1	8.2	6.7	10.3	KAKZ	21.9	20.9	21.4	20.1
KICT-F	(A)	---	1.7	3.0	5.1	10.3	11.7	8.4	10.1	KICT-F	19.0	13.1	15.8	18.9
KWKN	(C)	18.3	16.5	13.3	12.0	7.7	4.5	4.0	---	KWKN	18.8	14.5	13.7	----
KGCS-F	(C)	---	---	---	.8	1.5	3.5	5.3	4.0	KGCS-F	----	----	----	11.7
KSGL	(G)	2.6	3.6	1.7	2.2	1.6	1.2	1.5	1.5	KSGL	----	----	----	4.3

TWO RATING BOOKS PER YEAR

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)	15.9	15.5	14.8	15.7	15.4	15.6	17.1	17.2
FM Share (%)	35.93	35.55	41.11	44.47	46.01	57.08	57.81	62.43
CPM (\$)			2.23	2.39	2.85	2.65	3.09	3.35
Stations			13	15	14	16	18	15
Diaries						675	651	757

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	28	32	36	32	30	29
MOR/AC	14	22	20	18	18	14
COUNTRY	26	23	31	34	36	31
BTFL MUSIC	28	20	11	15	13	12
NEWS/TALK	3	-	-	-	-	-
RELIGION	1	2	2	2	3	3
NOSTALGIA	-	-	-	-	-	11

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	6.62	7.12	8.39	8.83	9.69		KWKN S75, S76, F76
Income (millions)	.69	.83	1.37	.79	-.55		KFDI S77, S78, S80(T)
Nat Rev (millions)	.53	.60	.98	.89	.76		KEYN-F F77, F78, S81, F81, S82
Rev per Cap (\$)	20.97	18.19	21.14	22.08	23.38		KAKZ S79
Inc per Cap (\$)	2.18	2.11	3.44	1.97	-1.32		KFH F79
Nat Rev per Cap (\$)	1.69	1.53	2.46	2.23	1.83		KBRA-F S80(T)
Profit Margin (%)	10.4	11.6	16.3	8.9	----		KICT-F F80

Highest Metro Share:	KWKN	(18.3, S75)
Highest Metro 1/4 HR AVG:	KWYN-F	(89, S82)
Highest TSA 1/4 HR AVG:	KFDI	(131, S77)
Highest TSA Cume:	KWKN	(1892, F77)
Highest Metro Cume Rating:	KLEO	(40.8, F77)

MORE STATION NOTES

KWKN	-	KLEO until 80; Simulcast with KGCS-F in 82; Rock until 80; AC until 82
KQAM	-	KWBB until 78; KEYN until 80; News until about 78; Contemp until 80

STATION NOTES

KKRD-F	-	KARD-F until 81 BTFL until 79
KAKZ	-	KAKE until 81 MOR/AC until 81
KGCS-F	-	KDRB-F until 80
KSGL	-	KBUL until about 80 Country until about 78
KFH	-	MOR until 78
KICT-F	-	Country until 78

WILMINGTON, DE

12+ METRO SHARE

12+ CUME RATING

		75	76	77	78	79	80	81	82					
										79	80	81	82	
WSTW-F	(R)	---	2.4	4.4	1.5	13.9	12.4	12.6	10.3	WSTW-F	28.4	28.5	28.3	25.6
WDEL	(M)	17.6	12.7	16.5	15.7	10.0	8.9	9.2	9.9	WDEL	25.8	20.5	24.8	23.5
WAMS	(C)	9.3	9.7	6.0	6.3	4.8	3.1	2.1	2.8	WAMS	17.7	12.6	----	9.1
WILM	(NT)	3.9	3.8	3.8	3.0	4.4	5.3	3.6	3.5	WILM	15.1	12.8	15.2	12.9
WJBR-F	(E)	9.7	8.2	9.9	8.0	10.9	9.7	10.2	11.0	WJBR-F	18.0	20.3	16.7	20.6
WNRK	(M)	2.6	2.5	---	---	1.4	2.2	1.1	1.6	WNRK	6.3	----	----	5.2
WYSP-F	(A)	---	1.8	3.1	4.1	1.4	4.8	3.8	4.7	WYSP-F	----	11.5	12.7	15.6
WIFI-F	(R)	---	4.5	5.4	5.4	2.6	1.2	1.4	---	WIFI-F	10.1	----	----	----
WMGK-F	(AC)	---	2.1	4.2	4.3	5.3	4.4	4.4	4.0	WMGK-F	----	10.5	11.4	11.6
WFIL	(C)	2.9	2.8	---	---	.7	.6	.4	---	WFIL	----	----	----	----
WIP	(M)	3.9	4.1	2.3	4.4	2.0	2.1	2.3	1.1	WIP	----	----	9.8	6.0
WCAU	(NT)	5.7	---	---	4.1	2.0	2.4	1.3	.4	WCAU	----	----	----	4.5
WCAU-F	(R)	3.6	1.5	3.6	---	1.8	1.4	3.9	4.8	WCAU-F	----	----	13.5	16.2
WMMR-F	(A)	---	---	1.7	1.5	5.2	3.4	8.2	8.8	WMMR-F	11.0	10.5	18.5	22.6

TWO RATING BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	18.2	18.7	16.1	16.6	16.9	16.0	16.4	18.5
FM Share (%)	37.15	41.70	56.20	57.31	64.98	65.87	72.89	70.38
CPM (\$)			1.97	3.41	2.86	4.19	2.89	3.65
Stations			28	33	27	31	33	32
Diaries						519	787	1202

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	42	38	44	33	36	35
COUNTRY	6	4	5	5	6	10
MOR/AC	25	26	16	27	25	22
BTFL MUSIC	15	18	19	20	16	18
NEWS/TALK	9	9	11	11	9	7
CLASSICAL	3	3	2	1	1	2
RELIGION	1	-	-	-	1	-
BLACK/URBAN	-	1	2	3	6	4
NOSTALGIA	-	-	-	-	1	2

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.41	3.52	3.94	4.56	4.94		WDEL S75, S76, S77, S78
Income (millions)	.83	.77	.95	1.09	.95		WSTW-F S79, S80, F80, S81,
Nat Rev (millions)	.37	.32	.33	.34	.40		F81
Rev per Cap (\$)	7.80	6.73	7.53	8.71	9.34		WJBR-F S82
Inc per Cap (\$)	1.90	1.47	1.82	2.09	1.79		
Nat Rev per Cap (\$)	.84	.62	.63	.66	.75		
Profit Margin (%)	24.4	21.8	24.2	24.0	19.2		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WDEL	(17.6, S75)
Highest Metro 1/4 HR AVG:	WDEL	(125, S75)
Highest TSA 1/4 HR AVG:	WSTW-F	(135, S81)
Highest TSA Cume:	WSTW-F	(1688, S81)
Highest Metro Cume Rating:	WSTW-F	(28.5, S80)

STATION NOTES

All stations listed below and including WYSP-F - See Philadelphia

WSTW-F - BTFL until 78
WAMS - Contemp until 81

WILMINGTON, NC

12+ METRO SHARE

12+ CUME RATING

		<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>					
										<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	
WWIL	(B)					17.1	14.7	11.7	16.7	WWIL	19.2	17.3	14.7	20.9
WHSL-F	(A)					14.6	16.2	15.6	14.0	WHSL-F	30.2	29.1	28.9	24.9
WAAV	(N)					6.3	2.9	2.6	9.7	WAAV	21.1	14.7	16.6	19.1
WGNI-F	(R)					18.4	10.3	17.5	12.4	WGNI-F	20.8	19.6	24.8	32.1
WWQQ-F	(C)					10.8	8.8	11.0	12.4	WWQQ-F	16.8	15.1	21.2	20.1
WKLM	(C)					9.5	8.1	7.8	6.5	WKLM	19.5	18.3	15.3	13.6
WMFD	(AC)					7.6	13.2	7.1	4.3	WMFD	22.7	25.3	23.6	17.8
WDZD-F	(C)					2.5	2.2	5.2	1.6	WDZD-F	6.0	5.0	7.1	4.9
WLCF-F	(E)					5.1	8.8	9.1	2.7	WLCF-F	10.2	17.0	13.2	8.5
WVBS-F	(R)					3.8	5.1	2.6	11.8	WVBS-F	8.2	10.8	9.4	30.8

ONE BOOK PER YEAR BEGINNING IN 1979

	<u>1975</u>	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
APR (%)					14.6	12.3	13.5	15.8
FM Share (%)					57.61	52.63	66.21	59.30
CPM (\$)					2.69	4.47	3.53	3.21
Stations					10	10	12	11
Diaries						540	599	767

FORMAT SHARES (%)

ROCK/AOR/CONTEMP					27	31	28	41
COUNTRY					24	21	28	22
MOR/AC					8	15	10	5
BTFM MUSIC					19	11	19	3
BLACK/URBAN					18	16	12	18
RELIGION					4	6	3	1
NOSTALGIA					-	-	-	11

<u>FINANCIAL DATA</u>	<u>1976</u>	<u>1977*</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)		.99	1.44	1.87	2.11		WGNI-F S79, S81
Income (millions)		-.003	-.07	-.36	-.29		WHSL-F S80
Nat Rev (millions)		.18	.25	.25	.27		WWIL S82
Rev per Cap (\$)		7.28	10.75	13.27	14.69		
Inc per Cap (\$)		-.02	-.50	-2.57	-2.03		
Nat Rev per Cap (\$)		1.32	1.83	1.79	1.88		
Profit Margin (%)		----	----	----	----		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WGNI-F	(18.4, S79)
Highest Metro 1/4 HR AVG:	WWIL	(31, S82)
Highest TSA 1/4 HR AVG:	WGNI-F	(37, S79)
Highest TSA Cume:	WVBS-F	(609, S82)
Highest Metro Cume Rating:	WGNI-F	(32.1, S82)

STATION NOTES

WAAV	-	WGNI until 82 Contemp until 82
WGNI-F	-	WAAV-F until 82 BTFM until 82
WVBS-F	-	WPJC-F until 82 Religion until 82
WLCF-F	-	Rock until 82

WORCESTER

12+ METRO SHARE

12+ CUME RATING

		<u>SPG</u>												
		75	76	77	78	79	80	81	82	79	80	81	82	
WSRS-F	(E)	13.6	19.7	21.9	12.7	15.4	17.5	15.3	16.3	WSRS-F	32.0	29.7	26.4	29.2
WAAF-F	(A)	7.2	6.2	7.6	10.3	13.7	12.5	12.2	12.3	WAAF-F	26.3	24.9	26.1	25.7
WFTQ	(R)	6.8	5.6	5.9	7.7	7.8	5.9	5.8	4.9	WFTQ	21.1	20.1	20.3	16.9
WTAG	(M)	16.2	15.6	18.9	18.4	15.9	14.1	11.0	12.4	WTAG	40.5	34.6	30.8	33.6
WNEB	(N)	4.0	5.4	4.9	4.3	4.4	2.6	5.6	6.5	WNEB	15.8	----	----	14.3
WORC	(M)	10.2	7.3	5.9	3.2	2.2	3.8	3.1	3.7	WORC	----	12.3	----	11.9
WBZ	(M)	6.0	5.8	7.0	5.6	5.7	7.3	6.0	6.3	WBZ	15.7	21.7	17.1	16.9
WROR-F	(AC)	4.8	1.9	3.2	4.5	2.4	5.7	6.1	4.4	WROR-F	----	11.5	14.8	12.7
WEEI-F	(AC)	2.8	.6	1.4	4.1	3.3	3.6	3.7	4.2	WEEI-F	8.9	9.8	9.2	10.2
WCOZ-F	(A)	---	---	---	---	2.0	3.0	4.7	2.5	WCOZ-F	----	----	12.8	11.1
WVBF-F	(R)	2.2	2.9	2.0	---	2.2	.8	.8	---	WVBF-F	6.9	4.1	----	----

TWO RATING BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.5	16.0	17.1	16.7	16.8	15.7	18.0	17.6
FM Share (%)	43.25	48.51	49.90	53.67	55.67	58.30	61.32	61.21
CPM (\$)			2.26	2.72	2.72	3.38	4.48	5.38
Stations			22	22	25	24	23	24
Diaries						677	721	754

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	30	44	43	39	35	31
COUNTRY	9	5	-	3	3	2
MOR/AC	28	29	32	35	32	38
BTFM MUSIC	27	22	21	21	22	21
NEWS/TALK	6	-	-	-	-	-
CLASSICAL	-	1	-	1	1	1
NOSTALGIA	-	-	2	-	6	7

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	1.32	1.48	3.58	4.06	4.87		WTAG S80, S79, S78, S75
Income (millions)	-.15	-.42	-.11	.28	.28		WSRS-F S76, S77, F80, S81, F81, S82
Nat Rev (millions)	.40	.36	.95	1.03	1.19		
Rev per Cap (\$)	4.15	3.92	9.42	10.70	12.87		
Inc per Cap (\$)	-.48	-1.10	-.30	.74	.73		
Nat Rev per Cap (\$)	1.26	.96	2.51	2.70	3.14		
Profit Margin (%)	----	----	----	6.9	5.7		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WSRS-F	(21.9, S77)
Highest Metro 1/4 HR AVG:	WSRS-F	(122, S77)
Highest TSA 1/4 HR AVG:	WSRS-F	(154, S77)
Highest TSA Cume:	WTAG	(1803, S77)
Highest Metro Cume Rating:	WTAG	(40.5, S77)

STATION NOTES

WBZ, WROR-F, WEEI-F, WCOZ-F, WVBF-F	-	See Boston
WFTQ	-	WAAB until 77 WNCR until 78 News until 77 News/BTFM until 78 Rock changing to AC by 81
WNEB	-	Country until 79 MOR until about 81
WORC	-	Rock until 79 Nostalgia until 80

YAKIMA

12+ METRO SHARE

		75	76	77	78	79	80	81	82
KUTI	(C)	16.3	11.4	20.2	17.7	17.9	19.5	25.2	21.7
KIT	(M)	17.3	17.7	14.6	14.4	13.8	17.1	13.4	18.3
KMWX	(AC)	12.8	15.4	15.7	9.3	11.5	9.3	7.1	5.7
KFFM-F	(R)	14.3	18.9	8.1	16.7	15.1	13.7	10.1	11.0
KATS-F	(A)	8.7	4.6	9.6	10.7	5.5	6.8	9.2	9.9
KENE	(C)	---	.6	.5	2.3	1.4	1.0	3.8	6.5
KENE-F	(R)	---	---	---	2.3	1.4	3.4	.8	2.3
KBBO	(G)	2.0	3.4	2.5	2.3	5.0	2.9	3.4	4.6
KREW	(M)	2.0	2.3	.5	2.3	1.8	1.0	2.1	1.9
KUEZ-F	(E)	8.2	4.0	14.6	9.8	17.4	11.7	12.2	8.0
KVGM	(M)	5.6	8.0	5.1	6.0	.5	2.0	1.3	.4

12+ CUME RATING

		79	80	81	82
KUTI		25.5	24.5	27.6	25.5
KIT		37.9	39.2	33.0	37.8
KMWX		31.7	28.7	23.6	22.7
KFFM-F		29.2	25.3	24.3	25.5
KATS-F		16.0	19.7	19.5	20.2
KENE		5.0	----	8.7	7.8
KENE-F		----	3.7	----	2.9
KBBO		11.8	10.3	7.7	8.9
KREW		5.3	4.7	5.9	5.3
KUEZ-F		30.0	22.5	23.4	18.8
KVGM		----	5.5	----	2.2

ONE RATING BOOK PER YEAR

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.8	14.3	15.6	16.7	16.7	16.2	17.0	18.4
FM Share (%)	34.39	32.93	32.97	41.87	42.57	41.08	37.05	36.29
CPM (\$)			2.11	2.33	2.40	3.12	3.18	2.98
Stations			11	12	14	14	17	17
Diaries						578	573	605

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	24	36	35	33	29	26
COUNTRY	22	21	21	28	31	31
MOR/AC	37	28	18	23	23	28
BTFL MUSIC	14	10	19	13	13	10
RELIGION	3	3	6	4	4	5

FINANCIAL DATA

	1976*	1977*	1978	1979	1980	1981	#1 STATIONS, 12+ METRO SHARE
Revenue (millions)	1.88	2.01	2.46	2.63	2.02		KIT S75
Income (millions)	.11	.15	.09	.13	.09		KFFM-F S76
Nat Rev (millions)	.36	.44	.58	.69	.50		KUTI S77, S78, S79, S80, S81, S82
Rev per Cap (\$)	14.61	12.54	15.15	14.82	11.40		
Inc per Cap (\$)	.84	.95	.53	.79	.53		
Nat Rev per Cap (\$)	2.79	2.73	3.56	3.91	2.79		
Profit Margin (%)	5.8	7.6	3.5	5.3	4.6		

Highest Metro Share:	KUTI	(25.2, S81)
Highest Metro 1/4 HR AVG:	KUTI	(60, S81)
Highest TSA 1/4 HR AVG:	KUTI	(64, S81)
Highest TSA Cume:	KIT	(547, S82)
Highest Metro Cume Rating:	KIT	(39.2, S80)

STATION NOTES

KUEZ-F	-	KUTI-F until 77 Country until 77
KATS-F	-	KIT-F until 80 BTFL until 77 Contemp until 79
KVGM	-	KQOT until 79 Contemp until about 79
KMWX	-	Contemp changing to AC

YORK

12+ METRO SHARE

12+ CUME RATING

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
WSBA	(M)	15.2	11.2	14.8	11.0	14.3	11.9	10.9	11.8	WSBA	35.4	30.6	29.8	26.7
WSBA-F	(E)	14.5	14.1	16.1	13.1	10.7	9.5	7.5	7.6	WSBA-F	21.9	17.6	15.5	15.6
WYCR-F	(R)	9.2	10.3	13.5	12.5	5.2	9.4	8.4	10.3	WYCR-F	16.5	22.2	22.8	26.5
WQXA-F	(R)	5.4	7.2	5.9	7.4	12.5	9.7	11.1	10.1	WQXA-F	26.8	23.1	29.4	25.2
WNOW	(C)	7.2	9.6	9.6	5.7	11.6	6.7	7.6	5.2	WNOW	----	----	----	6.4
WHVR	(M)	4.5	3.3	3.7	4.2	2.0	4.3	2.7	2.8	WHVR	----	----	----	11.8
WOYK	(AC)	4.0	7.4	7.2	6.1	3.9	2.0	1.8	2.6	WOYK	----	----	----	11.2
WRHY-F	(N)	2.5	---	2.4	3.0	4.5	2.5	3.2	2.3	WRHY-F	----	7.9	----	6.8
WNCE-F	(E)	5.8	3.1	3.7	2.3	5.2	6.5	5.8	5.5	WNCE-F	11.9	13.2	11.2	12.8
WRKZ-F	(C)	---	---	---	---	---	4.7	9.6	9.6	WRKZ-F	----	9.5	18.1	16.8
WTPA-F	(A)	---	---	---	---	1.1	1.0	4.8	5.1	WTPA-F	----	----	8.2	12.4

TWO RATING BOOKS PER YEAR BEGINNING IN 1980

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	16.8	14.9	16.1	16.3	14.9	17.0	17.4	17.4
FM Share (%)	55.43	54.84	56.85	61.73	58.55	65.24	65.52	68.52
CPM (\$)			1.93	1.95	2.31	2.66	2.83	2.92
Stations			23	24	22	27	28	29
Diaries						504	826	689

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	31	33	33	38	30	32
COUNTRY	15	18	19	12	27	19
MOR/AC	24	22	23	23	20	27
BTFM MUSIC	27	24	22	25	19	17
RELIGION	1	1	1	3	1	2
NOSTALGIA	-	-	-	-	2	3

<u>FINANCIAL DATA</u>	1976	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.34	3.46	4.68	5.95	6.34		WSBA S75, S79, S80, F80, F81, S82
Income (millions)	.60	.67	.96	1.39	1.22		WSBA-F S76, S77, S78
Nat Rev (millions)	.38	.47	.51	.66	.79		WQXA-F S81
Rev per Cap (\$)	11.50	9.68	12.94	16.45	16.29		
Inc per Cap (\$)	2.08	1.86	2.65	3.86	3.12		
Nat Rev per Cap (\$)	1.31	1.31	1.41	1.82	2.04		
Profit Margin (%)	18.1	19.3	20.5	23.4	19.2		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WSBA-F (16.1, S77)
Highest Metro 1/4 HR AVG:	WSBA (77, S82)
Highest TSA 1/4 HR AVG:	WRKZ-F (197, F81)
Highest TSA Cume:	WQXA-F (2348, S79)
Highest Metro Cume Rating:	WSBA (35.4, S79)

STATION NOTES

WNCE-F	- See Lancaster
WRKZ, WTPA-F	- See Harrisburg
WOYK	- WZIX until 81
	Rock changing to AC
WRHY-F	- AOR until about 79

YOUNGSTOWN

		<u>12+ METRO SHARE</u>								<u>12+ CUME RATING</u>				
		75	76	77	78	79	80	81	SPG 82	79	80	81	82	
WKBN	(M)	11.4	11.8	7.7	11.0	9.9	9.4	7.9	8.6	WKBN	22.7	25.9	26.6	24.4
WKBN-F	(E)	12.5	11.1	16.3	13.8	15.0	13.9	11.1	10.1	WKBN-F	26.9	27.7	25.5	22.7
WBBW	(T)	15.5	11.8	16.4	11.7	14.8	13.3	12.6	11.2	WBBW	23.9	25.2	17.6	21.2
WHOT	(R)	10.6	8.6	7.7	11.4	10.3	10.0	8.2	7.8	WHOT	32.2	28.6	24.3	25.9
WSRD-F	(A)	3.3	4.3	5.4	5.0	4.9	6.6	9.1	9.3	WSRD-F	14.9	16.4	20.4	22.7
WQXK-F	(C)	---	---	---	---	.9	4.0	6.1	8.2	WQXK-F	----	----	12.3	15.0
WFMJ	(M)	8.4	7.3	4.7	2.6	4.5	4.9	5.1	6.7	WFMJ	14.4	13.3	13.4	15.3
WRRO	(M)	3.5	4.9	3.9	3.8	3.0	2.2	3.1	4.0	WRRO	9.2	----	----	10.6
WNIO	(C)	7.6	5.9	5.3	3.7	3.5	2.4	3.4	2.9	WNIO	----	----	----	6.0
WYFM-F	(R)	10.6	10.7	10.1	10.7	10.6	10.1	8.5	8.1	WYFM-F	28.4	26.2	31.0	26.3
WMMS-F	(A)	---	1.4	2.3	2.6	2.6	3.0	3.1	2.6	WMMS-F	----	8.0	11.6	8.2

TWO BOOKS PER YEAR BEGINNING IN 1979

	1975	1976	1977	1978	1979	1980	1981	1982
APR (%)	17.4	15.9	14.8	15.5	14.9	15.5	17.4	18.3
FM Share (%)	33.45	34.84	42.62	39.34	46.48	48.48	53.05	52.13
CPM (\$)			2.16	2.24	2.33	2.39	NA	3.04
Stations			23	22	22	23	25	21
Diaries						667	858	954

FORMAT SHARES (%)

ROCK/AOR/CONTEMP	35	42	43	38	37	33
COUNTRY	7	6	4	5	11	14
MOR/AC	13	22	16	23	21	23
BTFL MUSIC	18	15	18	17	14	12
NEWS/TALK	19	14	17	16	12	13
NOSTALGIA	2	1	-	-	-	-
BLACK/URBAN	1	-	1	1	4	5
RELIGION	-	-	1	-	1	-

<u>FINANCIAL DATA</u>	1976*	1977*	1978	1979	1980	1981	<u>#1 STATIONS, 12+ METRO SHARE</u>
Revenue (millions)	3.12	3.70	4.54	4.84	4.79		WBBW S75, S76(T), S77,
Income (millions)	.13	.35	.27	.18	.06		F79, F80(T), F81,
Nat Rev (millions)	.65	.76	.95	.91	1.10		S82
Rev per Cap (\$)	6.88	6.89	8.47	8.89	9.01		WKBN S76(T)
Inc per Cap (\$)	.30	.65	.51	.33	.12		WKBN-F S78, S79, S80, F80(T),
Nat Rev per Cap (\$)	1.43	1.42	1.77	1.66	2.07		S81
Profit Margin (%)	4.4	9.4	6.0	3.7	1.3		

*Independent FM's and FM's reported separately are not included

Highest Metro Share:	WBBW	(16.4, S77)
Highest Metro 1/4 HR AVG:	WBBW	(109, S77)
Highest TSA 1/4 HR AVG:	WKBN-F	(168, S81)
Highest TSA Cume:	WYFM-F	(2287, S80)
Highest Metro Cume Rating:	WHOT	(32.2, S79)

STATION NOTES

WMMS-F	-	See Cleveland
WSRD-F	-	WHOT-F until 78 Contemp until 78
WRRO	-	WHHH until 81
WFMJ	-	Contemp changing to AC/MOR

SECTION C

STATION TRADING ACTIVITY

1970 - 1982

INTRODUCTION

Prepare yourself for a truly fascinating experience. This section took a great deal of time (you try going through 632 issues of "Broadcasting") but it was more than worth it. This section lists most, if not all, of the station sales in each regular Arbitron market since 1 January 1970. It is most interesting to see the ebb and flow of prices and owners in each market.

The markets listed are those rated by Arbitron as of 1982. The markets are in alphabetical order. Each listing includes the following:

- A. Date (The month in which "Broadcasting" listed the deal as approved by the FCC)
- B. Call letters (To reduce confusion to a minimum I used the station's call letters as of the last issue of American Radio. The call letters are as of 1982.)
- C. Owners (Only used if a group is involved or under certain other circumstances)
- D. Sale price (Price as of FCC approval date. Any last minute changes are probably not reflected)

A few caveats you should be aware of: I probably missed a few sales here and there. It became obvious to me that "Broadcasting" misses a few. Sometimes the price listed looked a little funny to me. In this case I put a question mark (?) next to the price. Some of the deals listed may not have closed. I think I caught most of them but a few may have escaped me.

I did not include deals between members, estate transactions, corporate reorganizations and the like. For the purposes of this section they lacked meaning and importance. In some cases I did include partial sales. The percentage exchanged is listed next to the call letters.

Sales up to and including November 1982 are included.

This section may stir your interest and you may want further information. I suggest you contact Paul Kagan. I believe some of his publications cover radio sales in greater detail.

In order to keep this record of station sales current you might want to cut out the Station Trading Activity pages of each issue of American Radio and add them to this section.

AKRON

Nov 81	WKDD-F	Sold to Welcome Radio	\$3,000,000
Nov 81	WCUE		1,000,000

ALBANY-SCHEN-TROY

Nov 70	WABY	Sold to CCA Electronics	400,000
Aug 71	WFLY-F	Sold by Troy Record	150,000
Jan 73	WTRY/WPYX-F	From Kops/Monahan to Scott	1,900,000
Jul 74	WWWD		375,000
Jan 75	WFLY-F	Sold to Rust	360,000
Jan 76	WWWD		169,000
Oct 77	WABY	Sold to Broadcast Management	275,000
Jun 78	WOKO	Sold by Welcome Radio	785,000
Jun 80	WWOM-F	Sold to Liberty	800,000
Mar 81	WOKO		575,000
1982	WABY	Sold by Broadcast Management	550,000

ALBUQUERQUE

Apr 73	KDEF/KWXL-F	Sold by Doubleday to Media Horizons (see Group Sales)	
Nov 73	KRKE	Sold to Gaylord	720,000
May 74	KZZX-F		150,000
Nov 74	KKIM	Sold to Christian Enterprises	225,000
Mar 76	KWXL-F	From Media Horizons to Gaylord	150,000
Oct 77	KZZX-F	Bought by Sunbelt	425,000
Apr 78	KXKS, KKJY-F	From Sun World to Broadcast Assoc.	585,000
Aug 78	KAMX, KFMG-F (CP)	Sold by Korngold	415,000
Nov 78	KQEO	From Swanson to Sunbelt	1,000,000
May 79	KDEF		540,000
Nov 79	KKIM	Sold by Christian Enterprises	600,000
Jan 80	KRKE, KWXL-F	From Gaylord to Peoria Journal Star	5,000,000
Jun 81	KKIM		165,000 + debt

ALLEN-BETH-EASTON

Mar 73	WEST/WLEV-F	Sold to Sound Communications	760,000
Jan 81	WSAN		1,500,000
1982	WAEB, WKKW-F	From Rust to CRB	5,500,000

ALTOONA

Apr 80	WVAM, WPRR-F		913,000
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AMARILLO

Oct 77	KZIP, KYTX-F	Sold by Pinkston	275,000 (?)
Jan 79	KZIP, KYTX-F	Sold to Wiskes-Abaris	2,327,000 (?)
Feb 79	KIXZ	From Sammons to Mel Tillis	550,000

ANCHORAGE

Jul 78	KYAK, KGOT-F		appro 1,800,000
Sep 78	KANC		310,000
Feb 81	KANC		531,000
Jul 81	KENI		712,000
Nov 82	KANC	Sold to Community Pacific (financial distress)	1,107,000
Nov 82	KBCN-F		775,000

APPLE-OSH

Aug 71	WNAM		800,000
Apr 75	WHBY	From Norbertine Fathers to Woodward	655,000
Aug 75	WROE-F	Sold by Norbertine Fathers	245,000
Nov 76	WVMS, WAPL-F		462,000
Jan 77	WYNE		347,000
Oct 78	WVMS, WAPL-F	Sold to Woodward	610,000
Oct 78	WVMS	Sold by Woodward	138,000

ASHEVILLE

Jul 70	WISE		500,000
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ATLANTA

Apr 70	WFOX-F (Gainesville)		125,000
Jul 70	WYZE		500,000
Sep 70	WKLS-F	Sold to SJR	750,000
Jan 74	WQXI A/F	Sold by Combined Comm to Jefferson-Pilot (see group sales)	
Feb 74	WLTA-F	Sold to Susquehanna	2,550,000
Apr 74	WAOK	Sold to BENI	2,866,000
Oct 74	WGST	Sold to Meredith	5,000,000
May 75	WKLS	Sold to Sudbrink	600,000
Feb 76	WGKA	Sold by GCC	250,000
Dec 76	WZGC-F	From GCC to First Media	3,500,000
Dec 76	WYZE	Sold to Buck	400,000
Apr 78	WKLS	From Sudbrink to SJR	750,000
Aug 81	WIGO	From Emil Mogul to Brunson	800,000
Nov 81	WKHX-F (Marietta)	Sold to Capital Cities	7,500,000
Jan 82	WRNG		1,900,000
1982	WFOX-F	Sold to Shamrock	3,085,000

ATLANTIC CITY

Jun 74	WAYV-F		279,000
Oct 74	WUSS		250,000
Jan 80	WIBG, WSLT-F		650,000

AUGUSTA

Jan 73	WGAC	Sold to Beasley	375,000
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AUSTIN

May 76	KEYI-F	From Hicks to Mayes	526,000
Oct 77	KIXL		310,000
Jun 80	KHFI-F	Sold by LIN	1,500,000
Dec 81	KNOW, KEYI-F	From Mayes to Hicks	3,000,000
1982	KPEZ-F	Sold to Clear Channel	1,600,000

BAKERSFIELD

Aug 70	KGEE/KGFM-F		530,000
Jan 75	KAFY	Sold by Robert Eastman	776,000
May 75	KERN		450,000
Dec 76	KUZZ	From Epperson-Atsinger to Buck Owens	483,000
Jul 78	KPMC	Sold to Dan Speare	601,000
Dec 80	KGEE, KGFM-F	Sold to Cleveland Outdoor	1,500,000

BALTIMORE

Oct 70	WTOW/WLIF-F	Sold to Sudbrink	825,000
Jul 74	WPOC-F	Sold to Nationwide	975,000
Apr 76	WAYE		650,000
Nov 76	WBKZ-F		690,000
May 77	WLIF-F	From Sudbrink to Cox	3,900,000
Dec 79	WEBB	From James Brown to Brunson	430,000
Apr 80	WITH, WBSB-F	From Reeves to Scripps-Howard	3,900,000
Apr 80	WITH	From Scripps-Howard to BENI	750,000
Nov 80	WAYE	Sold to Mortenson	700,000
May 81	WTR A/F (Westminster)	Sold to Shamrock Communications	1,742,000

BATON ROUGE

May 72	WXOK	Sold to Security	485,000
Jul 72	WQXY-F	Sold to Air Waves	175,000
Aug 73	WIBR		approx 550,000
Nov 81	WXOK	Sold by Security	2,850,000

BEAUMONT

Oct 72	KOLE		190,000
Nov 74	KALO, KZZB-F		800,000
Aug 76	KQXY-F	Sold to Air Waves	295,000
Mar 77	KOGT		568,000
May 77	KOLE		600,000
Nov 77	KTXC, KHYS-F	Sold to Clear Channel	550,000
Apr 78	KZOM-F		350,000
May 78	KALO, KZZB-F	Sold to Security	1,200,000
Oct 79	KLVI	Sold to Hicks	2,000,000
Oct 79	KYKR-F	From Jimmie Joynt to Hicks	850,000
Mar 81	KJET, KWIC-F		2,000,000
Mar 82	KALO, KZZB-F (67%)		1,000,000
Nov 82	KOLE, KZOM-F	From North Star to Gulf Center	1,325,000

BILLINGS

Mar 71	KBYM		210,000
Aug 72	KOOK	Sold to Mattco	365,000
Jun 74	KIDX-F	Sold to Hatch	NA
Jun 75	KBYM	Sold to Peoria Journal Star	425,000
Jan 78	KOYN	Sold by Meyer	425,000
Jun 78	KOOK	From Mattco to Matthias	400,000

BINGHAMTON

Jan 71	WINR	Sold by Gannett	307,000
Jun 73	WKOP/WAAL-F		595,000
Sep 75	WAAL-F	Sold to Regional	247,000
Sep 75	WINR		450,000
Apr 77	WKOP		(?) 110,000
Nov 81	WKOP	Bought by Regional	720,000

BIRMINGHAM

Apr 71	WENN A/F		804,000
Jul 72	WYDE	Sold to Columbia Pictures (see Group Sales)	
Aug 72	WERC, WKXX-F	Sold by Taft to Mooney	2,050,000
Aug 72	WATV		250,000
Jan 76	WENN A/F		650,000
Jan 79	WVOK	Sold to Mack Sanders	1,100,000
May 80	WZZK-F	Sold to Park Cities	2,500,000

BIRMINGHAM (con't)

Mar 81	WZZK-F	From Park Cities to Katz (See group sales)	
Dec 81	WYDE	Sold by Columbia Pictures	1,500,000
1982	WAPI A/F	Sold by Newhouse	4,000,000
Nov 82	WCRT, WQEZ-F	Sold to Capitol (Johnson)	3,381,000

BLOOMINGTON, IL

Mar 82	WRBA		207,000
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BOISE

Oct 72	KATN, KBBK-F		222,000
Dec 74	KBOI A/F		850,000
Jul 76	KIDO	Sold to Dale Moore	384,000
Jul 78	KKIC		175,000
Apr 79	KIDO, KIDQ-F (CP)	Sold to Sundance	815,000
Mar 82	KUUZ-F (Nampa)	Sold by Larson	630,000

BOSTON

Sep 70	WKOX/WVBF-F	Sold to Fairbanks	1,500,000
Jan 73	WJLB-F	From Kaiser to GE	3,600,000
Jun 73	WEZE	To McCormick	2,415,000
Dec 73	WHDH, WCOZ-F	Sold to Blair	10,000,000
Feb 74	WCAS (Cambridge)	Sold by Kaiser	225,000
Jan 77	WROL	Sold by ASI	1,200,000
Oct 77	WEZE	Sold by McCormick	2,415,000
Apr 78	WITS	From Richmond to Mariner	3,320,000
Jan 79	WXKS A/F	Sold to Heftel	4,250,000
Jan 79	WHUE A/F	From Plough to GCC	3,550,000
Jul 80	WILD	Sold by Sheridan	1,000,000
Oct 81	WMJX-F	From Westinghouse to Greater Media	5,000,000
1982	WXKS A/F	Sold by Heftel	15,000,000

BRIDGEPORT

Mar 81	WEZN-F	From Park Cities to Katz (see group sales)	
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CANTON

Jul 74	WINW		460,000
Jul 77	WHLQ-F	Sold by Susquehanna	465,000
Mar 82	WQIO		450,000
Mar 82	WNYN		575,000

CASPER

Jun 81	KATI, KAWY-F	Sold to Stuart	1,550,000
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CEDAR RAPIDS

Nov 71	KHAK A/F	Sold to Communications Properties	200,000
Oct 78	KHAK A/F	From Commun. Prop to Stoner	675,000
Aug 80	KCDR	From Black Hawk to Cowle	760,000

CHARLESTON, SC

Jul 71	WHVN	Sold by Cowan, Liebowitz, Latman	210,000
Oct 74	WEZL-F	(Approved by FCC but not consummated)	363,000
Nov 74	WTMA/WPXI-F	Sold by Turner	503,000
Dec 75	WEZL-F		275,000
Dec 79	WQIZ, WDWQ-F		1,000,000
Dec 79	WTMA, WSSX-F	Sold to Sconnix	2,600,000
Aug 81	WGCA	Sold to Ed Little	500,000

CHARLESTON, WV

Jan 80	WKLC A/F (St. Albans)		287,000
1982	WTIP, WTIO-F	Sold to Beasley	1,425,000

CHARLOTTE

Jan 73	WROQ-F	Sold to Sis	310,000
Feb 72	WEZC-F	Sold to EZ	200,000
Sep 74	WGIV	From Tracy to BENI	1,012,000
Nov 74	WIST		475,000
Mar 81	WGIV	Sold by BENI	1,750,000
1982	WDRV/WLVV-F (Statesville)	Sold to Capitol (WRAL)	1,750,000

CHATTANOOGA

Aug 74	WMOC	Sold by Dick	500,000
Aug 78	WDXB		500,000
Aug 80	WMOC		550,000

CHICAGO

Mar 70	WFMT-F	Donated by WGN to Chi. Ed. TV Assoc.	1,600,000
Aug 70	WCLR-F	Sold to Bonneville	174,000
Oct 70	WVON	Sold to Gillett	9,000,000
Jan 73	WEFM-F	From Zenith to GCC	1,000,000
Jan 73	WFYR-F	Sold to RKO	2,400,000
Mar 73	WMET-F	Sold to Metromedia	2,750,000
May 73	WJPC	Sold to Johnson Publishing	1,800,000
Nov 74	WVON, WGCI-F	From McLendon to Globe	3,550,000
Mar 78	WVON, WGCI-F	From Globe to Combined Communications (see group sales)	
Apr 78	WLAK-F	From Sudbrink to Storer	4,520,000
Mar 79	WLUP-F	Sold to Heftel	5,250,000
Jan 82	WEFM-F	From GCC to First Media	9,200,000
Jan 82	WLAK-F	From Storer to Viacom	8,000,000

CINCINNATI

Dec 71	WLYK-F (Milford)	Sold to Ted Hepburn et al	100,000
Jan 72	WRRM-F	Sold to Susquehanna	390,000
Jan 76	WCKY	From Post-Newsweek to Federated	3,600,000
Jun 76	WLW	Sold by AVCO	8,500,000
Nov 76	WSAI A/F	From Combined to Affiliated	6,300,000
Feb 77	WWEZ-F	From Sudbrink to Federated	2,000,000
May 77	WSKS-F	Sold to owners of WLW	650,000
Jun 77	WCIN	Sold to BENI	1,800,000
Oct 79	WLW, WSKS-F	Sold to Mariner	17,000,000
Apr 80	WYYS-F	From Broadcast Management to Heftel	1,300,000
Dec 80	WMLX, WUBE-F	From Kaye-Smith to Plough	3,900,000
Apr 82	WSAI A/F	From Affiliated to Booth	5,200,000

CLEVELAND

Nov 70	WERE-F	Sold by ASI to Alexander Tanger	525,000
Apr 71	WQAL-F	From Storer to SJR	700,000
Oct 71	WBBG, WDOK-F	From Metroplex to Globetrotter	14,500,000
Oct 72	WWWE, WWWM-F	Sold by NBC	5,500,000
Nov 72	WHK, WMMS-F	From Metromedia to Malrite	3,500,000
Jul 75	WDMT-F	Sold to Beasley	800,000
Aug 76	WERE	Sold by ASI	3,100,000
Aug 76	WGCL-F	Sold by GCC	2,500,000
Jul 77	WJW	Sold by Storer	2,500,000
Aug 77	WWWE	Sold to Combined Communications	8,700,000
Mar 78	WBBG	From Globe to Embrescia	1,550,000
Mar 78	WDOK-F	From Globe to Combined Communications (see group sales)	
Sep 80	WABQ	Sold by Booth	600,000
Nov 81	WBBG, WWWM-F	Sold by Embrescia	6,200,000

COLORADO SPGS

Aug 70	KRTS/KIIQ-F (Manitou Spgs)		205,000
Aug 74	KRTS/KIIQ-F		200,000
Aug 75	KSSS	From Ridder to Peoria Journal Star	380,000
May 78	KPIK		350,000
Jul 78	KILO-F		302,000
Jan 79	KVOR, KSPZ-F	Sold to Sunbelt	1,790,000
May 79	KKCS A/F		765,000
Aug 79	KRTS, KIIQ-F	Sold to Wiskes-Abaris	1,818,000
1982	KKCS-F	Sold to Walton	1,020,000
1982	KYSN	Sold to Walton	1,300,000

COLUMBIA, SC

Feb 72	WOIC		650,000
Oct 78	WNOK A/F		1,066,000
Aug 79	WLFF		314,000
Jan 81	WLFF	Sold to Liggett	290,000
Mar 81	WZLD-F	Sold to Liggett	1,000,000
Jan 82	WDIX, WIGL-F (Orangeburg)	Sold to Confer-Rothfuss	1,250,000

COLUMBUS, GA

Apr 71	WOKS		507,000
Nov 74	WOKS	To Associated FM	595,000
Aug 78	WVOC-F	Sold to Bluegrass	452,000
Apr 79	WFXE-F	Sold to Associated FM	475,000
1982	WOKS, WFXE-F	Sold by Associated FM	2,300,000

COLUMBUS, OH

Apr 72	WLOH, WHOK-F (Lancaster)		525,000
Nov 74	WRFD	Sold by Nationwide	750,000
Dec 81	WRFD	Sold to Epperson	1,800,000
Jan 82	WVKO, WSNY-F	Sold to Marvin Josephson	3,000,000

CORPUS CHRISTI

Jul 74	KCCT		300,000
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DALLAS-FW

Jan 70	KJIM	Sold to Tracy-Locke Adv	430,000
Nov 70	KMJC-F	Sold to Starr	300,000
Feb 71	KOAX-F	Sold to Able	305,000
Feb 71	KTXQ-F	Sold to Marsh Media	315,000
Dec 71	KLIF	From McLendon to Fairchild	10,500,000
Feb 72	KFJZ, KEGL-F		3,800,000
Apr 72	KPBC, KKDA-F	Sold by Robert Straus	1,775,000
Jun 73	KVIL A/F	Bought by Fairbanks	1,850,000
Aug 73	KPBC	Sold to Crawford	600,000
Nov 73	KXOL	Sold to Sigmor	1,800,000
Apr 74	KPLX-F	Sold to Susquehanna	1,110,000
Jan 75	KJIM	Sold by Tracy-Locke Adv	502,000
Dec 75	KTXQ-F	Sold by Marsh to Harte-Hanks	1,800,000
Jan 76	KKDA-F		750,000
Sep 76	KOAX-F	From Able to Metroplex	1,700,000
Sep 76	KFJZ, KEGL-F	Sold to Swanson	4,107,500
Aug 77	KNOK A/F	Sold to Earl Graves	1,518,000
Jun 78	KTXQ-F	From Harte-Hanks to Gulf	NA
Jul 78	KSKY		1,575,000
Apr 79	KLWU-F	From McLendon to SJR	3,750,000
Dec 79	KLIF	From Fairchild to Susquehanna	4,250,000
Dec 80	KIKX-F (Denton)	Sold to Hicks	4,600,000
Jun 80	KOAX-F	From Metroplex to Westinghouse	7,000,000
Mar 82	KEGL-F	From Swanson to Sandusky	8,500,000
1982	WLWU-F	From SJR to TK	8,500,000

DAVEN-RI-MOLINE

Jul 73	KRVR-F	Sold to Mid America	200,000
Sep 75	WXP-F	Sold by Lee	350,000
Sep 78	WZZC-F		400,000
Apr 79	KSTT, WXP-F	Sold to Guy Gannett	2,300,000
Nov 82	WZZC-F	Sold to Sconnix	1,080,000

DAYTON

Oct 74	WJAI-F (Eaton)	Sold to Great Trails	125,000
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DAYTONA BEACH

Sep 75	WZIP, WELE-F		400,000
Dec 76	WNDB, WWLV-F	Sold to Broadcast Management	700,000
Apr 78	WXQV		270,000
Feb 80	WDOQ-F	Sold to Patten	1,150,000
Aug 81	WELE-F	Sold to Elyria-Lorain	1,850,000
Sep 81	WROD		700,000
Nov 81	WDOQ-F	From Patten to Abell	3,000,000

DENVER

Jan 71	KIMN	See Group Sales	
Mar 71	KBPI-F		175,000
Apr 71	KDEN		581,000
Aug 71	KNUS	Sold by Mullin to Mission	1,500,000
Dec 71	KLZ, KAZY-F	Sold by Time-Life to Group One	2,750,000
Jan 74	KIMN	Sold by Combined Commun to Jeff-Pilot	(see group sales)
Oct 74	KYGO-F	Sold to Jefferson-Pilot	454,000
Mar 75	KJJZ		200,000

DENVER (con't)

Mar 76	KLAK, KPPL-F	Sold to McCoy	2,500,000
Sep 78	KBRQ-F	Sold to Welcome Radio	900,000
Apr 79	KLAK, KPPL-F	From McCoy to Des Moines Register (see group sales)	
Apr 79	KBPI-F	Sold to Sandusky Newspapers	5,700,000
Nov 79	KDKO	Sold to Sterling	1,100,000
Nov 79	KWBZ (55%)		927,000
Apr 81	KBRQ, KBRQ-F	From Welcome Radio to Great Empire	4,900,000
May 81	KOSI-F	From Armstrong to Westinghouse	7,500,000
Jun 81	KLIR-F	Sold to Duffy	5,000,000
Dec 81	KHOW	From Doubleday to Metromedia	15,000,000
Dec 81	KNUS	From Mission to Johnson	2,500,000
Jan 82	KWBZ	Sold to Earvin Johnson	1,000,000

DES MOINES

Aug 71	KGGO-F	Bought by Stoner	110,000
Aug 72	KMGK-F	Sold to Mid America	225,000
Aug 74	KRNT, KRNQ-F	From Cowles to Stauffer	1,150,000
Sep 75	KCBC	Sold to Black Hawk	600,000
Nov 80	KCBC	Sold by Black Hawk	500,000
May 81	KJJY-F (Ankeny)	Sold to Fuller-Jeffrey	402,000

DETROIT

Jan 71	WDRQ-F	Sold by Storer to Bartell	725,000
Oct 72	WOMC-F	Sold to Metromedia	1,506,000
Apr 73	WWWW-F	From McLendon to Starr	750,000
Apr 73	WHND	Sold to Greater Media	2,300,000
May 73	WMJC-F	Bought by Greater Media	650,000
May 74	WNIC A/F	Sold to State Mutual Life	3,130,000
May 77	WCXI A/F	Sold to Golden West	4,000,000
Jul 77	WNIC A/F	From State Mutual Life to Marvin Josephson	3,850,000
Oct 77	WPON (Pontiac)		1,020,000
Mar 78	WCZY-F	Sold to Combined Communications	2,000,000
Mar 78	WLQV	From Globe to Combined Communications (see group sales)	
Nov 79	WQRS-F	Sold to Outlet	2,000,000
Jun 80	WLLZ-F	Sold to Doubleday	8,250,000
1982	WDRQ-F	From Charter to Amaturio	5,000,000

DULUTH

May 70	WNLT		90,000
Oct 70	WAKX		100,000
Jun 75	WDSM	Sold to Robert Ridder	419,000
May 76	WEBC	From Park to Midwest	538,000
Jul 81	KDAL	Sold by Tribune Co	1,900,000
Jul 81	WNLT	Sold to Chuck Borchard	200,000

EL PASO

Apr 73	KROD	Sold by Doubleday to Media Horizons (see group sales)	
Nov 74	KKOL, KINT-F		500,000
Jan 75	KISO, KLOZ-F		355,000
Apr 76	KROD, KLAQ-F	Sold by Media Horizons	450,000
Aug 77	KELP	Sold to Clear Channel	650,000
Apr 78	KSET A/F	From Sun World to Broadcast Associates	765,000
Jul 78	KROD, KLAQ-F	Sold to Rex	930,000
May 79	KISO, KLOZ-F	Sold to Henson	875,000

EL PASO (con't)

Oct 81	KKOL		101,000
Jan 82	KAMA A/F	Sold to Thrash	2,790,000
1982	KINT-F	Sold to Tom Hoyt	1,900,000
1982	KELP	From Clear Channel to Hoyt	650,000

ERIE

No significant trading activity in this market.

EUGENE-SPRINGFIELD

Jul 71	KQDQ		225,000
Aug 71	KASH	Sold to Sterling	160,000
Mar 73	KUGN	Sold to Obie	500,000
Dec 73	KBDF	Sold to Mattco	225,000
Oct 75	KSND-F	Sold to Sterling	88,000
Oct 75	KEED		200,000
Mar 76	KORE		151,000
Apr 77	KQDQ		135,000
Jun 78	KBDF	Sold by Mattco	700,000
Aug 78	KUGN-F		325,000
Jul 79	KEED	Sold to Community Pacific	1,131,000
Nov 79	KORE		160,000

EVANSVILLE

Apr 75	WGFB	Sold to Bloomington	750,000
Aug 79	WSON, WKDQ-F (84%)		1,344,000
Oct 79	WHKC-F	Sold to Vern Nolte	250,000
Oct 81	WROZ	From Fuqua to South Central	1,000,000

FARGO

May 74	KVOX A/F		325,000
Oct 78	KVOX A/F	Sold to Forward	1,085,000

FAYETTEVILLE, NC

Feb 74	WFLB		910,000
Oct 77	WFLB		850,000 (?)
Aug 81	WFLB	Sold to Ted Gray	1,150,000

FLINT

Nov 81	WWCK-F		365,000
Jul 73	WTRX	Sold to Mid America	875,000
Jan 74	WFDF		704,000 (?)
Oct 75	WWCK-F	Sold to Reams	638,000

FT. WAYNE

Mar 75	WLYV	Sold to Jack Nicklaus	778,000
May 76	WFWR, WEZV-F		630,000
Aug 79	WEZV-F	Sold to Fairfield	600,000
Apr 80	WFWR	Sold to Bott	289,000
1982	WOWO	From Westinghouse to Price	6,000,000

FRESNO

Feb 71	KKNU-F		126,000
Mar 71	KFRC	From Capital Cities to Lake	875,000
May 71	KFYE-F	From Capital Cities	105,000
Dec 71	KMAK	Sold by ASI	800,000
Nov 73	KKNU-F	Sold to East West FM	202,000
May 75	KFRY-F		290,000
Oct 75	KARM		450,000
Apr 76	KFIG-F	Sold to Kadota	525,000
Sep 76	KFYE-F	Sold to Sunbelt	2,716,000
Apr 80	KBOS-F (Tulare)		1,100,000
Jun 80	KARM	Sold to Davis/Weaver	1,500,000
Jun 80	KFIG-F	From Kadota to Davis/Weaver	1,500,000
Apr 81	KIOY-F (Hanford)	Sold by Gary Wilson	2,000,000
Nov 82	KTED-F (Fowler)	Sold bt Atsinger	700,000

GRAND RAPIDS

Oct 70	WMAX		110,000
Dec 71	WOOD A/F	From Time-Life to WOOD Inc	2,100,000
Jun 73	WCUZ	From Fetzer to Federated	515,000
Jan 77	WCUZ-F	Sold to Federated	500,000
Jun 77	WZZR-F	Sold to Jim Morse	450,000
Dec 80	WZZR-F	From Jim Morse to Liggett	1,380,000
Jun 81	WYGR (Wyoming)		233,000
Aug 81	WMAX	Sold to Epperson-Atsinger	475,000

GREEN BAY

Feb 73	WNFL	Sold to Communications Properties	312,500
Aug 75	WGEE, WIXX-F	Sold by Norbertine Fathers	1,000,000

GREENSBORO-WS

May 72	WAAA, WKZL-F		483,000
Apr 73	WRQK-F		315,000
Aug 73	WTOB	Sold by Southern to Woods	1,250,000
Oct 74	WHPE A/F		approx 500,000
Oct 75	WOKX, WGLD-F	Sold to Mann Media	400,000
May 76	WSMX	Sold by Epperson	565,000
Oct 79	WRQK-F		3,475,000
Nov 79	WAAA		1,040,000
Sep 81	WKZL-F	Sold to Nationwide	5,000,000
1982	WMFR A/F	Sold to Voyager	2,300,000

GREENVILLE-NEW BERN

May 74	WBZQ		132,000
Mar 80	WRNB, WAZZ-F	Sold by Ted Gray to Interstate	790,000

GREENVILLE, SC

Sep 70	WHYZ		300,000
Apr 71	WKDY	Sold to Capitol (Johnson)	160,000
Aug 71	WORD		253,000
Jul 75	WORD	Sold to Brooks	1,800,000
Aug 81	WSSL-F (Laurens)	Sold to Confer-Rothfuss	2,500,000
Feb 82	WHYZ		455,000
Mar 82	WQOK	Sold to Confer-Rothfuss	750,000

HARRISBURG

Jan 71	WKBO	Sold by Steinman	500,000
1982	WTPA-F	From Newhouse to Foster	1,250,000

HARTFORD

Apr 70	WCCC A/F		325,000
Apr 71	WKSS-F		427,000
Mar 73	WPOP	Sold to Merv Griffin	2,750,000
Feb 74	WTIC A/F	Sold by Travelers Corp	6,000,000
Aug 74	WHCN-F	Sold to Beck-Ross	569,000
Feb 77	WKSS-F	Sold to Insilco	1,700,000
Dec 80	WKSS-F	From Insilco to Howard Tanger	2,200,000
Apr 81	WKND	Sold to John Cattlett	500,000

HONOLULU

Dec 70	KKUA		405,000
Jul 71	KUMU-F		130,000
Jun 73	KHVV		400,000
Sep 75	KDEO, KULA-F	From Golden Pacific to Withers	500,000
Feb 76	KQMQ-F		490,000
May 76	KIKI	Sold to Pacific FM	350,000
Aug 76	KORL	Sold to O'Day	360,000
Jan 78	KQMQ-F		150,000
Dec 78	KPOI, KDUK-F	Sold to Sudbrink	655,000
Feb 79	KGU	From Copley to Larry Wilson	650,000
May 79	KKUA, KQMQ-F	Sold to LA Coke	2,200,000
Dec 79	KULA-F	From Withers to Heftel	682,000
Apr 80	KIKI, KPIG-F	From Jim Gabbert to John Parker	1,200,000
Nov 80	KIOE		1,100,000
Jan 81	KDEO		529,000
Mar 82	KCCN		633,000

HOUSTON

Oct 70	KRBE-F	Sold to Alexander Tanger	500,000
Jan 71	KRLY-F		460,000
Jan 73	KIKK A/F	To Sonderling	2,950,000
Oct 75	KRBE-F	From GCC to Lake Huron	2,500,000
Jan 76	KCOH		1,100,000
Feb 79	KXYZ	From ABC to Slater	1,800,000
May 79	KFMK	Sold to First Media	4,500,000
Jul 79	KLAT		1,100,000
Feb 80	KODA-F	Sold to Westinghouse	5,700,000
Mar 82	KYOK	From Starr to Willie Davis	1,500,000

HUNTINGTON

May 70	WGNT	Sold by Cap Cities to Stoner	900,000
Mar 71	WTCR/WHEZ-F	Sold to Greater Media (see group sales)	
Jul 79	WHTN, WKEE-F	From Reeves to Capitol (WRAL)	1,900,000
Nov 79	WCMI (Ashland)		250,000
Nov 81	WTCR/WHEZ-F	From Greater Media to CRB	2,500,000

HUNTSVILLE

Sep 74	WTAK		630,000
May 81	WTAK		700,000

INDIANAPOLIS

Feb 71	WXLW		489,000
Feb 72	WXTZ-F	Sold by Rollins to Mid America	500,000
Jan 73	WILC-F	Sold to Frank Lloyd	369,000
May 72	WNDE, WFBQ-F	Sold by Time-Life to Rahall	3,050,000
Dec 72	WFMS-F	Sold to Susquehanna	605,000
Apr 74	WNTS	Sold to Sam Smulyan	488,000
Nov 74	WXLW		715,000
Oct 78	WIKS-F	From Paul Braden to Heftel	1,300,000
May 81	WIFE	Sold to Communicom	1,300,000
Sep 81	WTLC-F	Sold to BENI	3,732,000

JACKSON, MS

Apr 73	WJMI-F		141,000
Aug 78	WKXI		581,000
Aug 79	WCCL		567,000
Nov 81	WJDX, WMSI-F	Sold to Confer-Rothfuss	4,437,000

JACKSONVILLE

Apr 70	WAPE	Sold to Sis Kaplan	1,480,000
Mar 71	WROX, WIVY-F		320,000
Jun 75	WOKV, WAIV-F	From Belk to Rounsaville	650,000 + WPDQ AM
Jun 75	WPDQ	From Rounsaville to Belk to Mel-Lin	750,000
Jun 75	WCGL	From Mel-Lin to Ed Winton	175,000
Sep 76	WEXI, WIVY-F	Sold to Infinity	1,250,000
Sep 76	WEXI	Sold by Infinity	250,000
Aug 79	WPDQ	Sold to BENI	1,360,000
Aug 79	WFYV-F	Sold to BENI	920,000
Oct 79	WERD	Sold to Gilliam	488,000
Dec 79	WKTZ A/F	Sold to Beck Ross	2,500,000
Jan 81	WAPE	From SIS to Eastman	1,835,000
Mar 81	WAIV A/F	From Rounsaville to Affiliated	3,000,000
Mar 81	WCRJ A/F	Sold to Abell	2,093,000
1982	WVOJ	From Gulf to Rowland	600,000

JOHNSON CITY-KINGSPORT-BRISTOL

Aug 72	WOPI		142,000
Jan 77	WZAP		approx 340,000
Nov 81	WJCW, WQUT-F	Sold to Bloomington	3,400,000

JOHNSTOWN

Aug 80	WGLU-F		115,000
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KALAMAZOO

Jun 72	WQLR-F	Sold to Fairfield	150,000
Jun 76	WBUK		220,000
Jun 79	WYYY		407,000

KANSAS CITY

Jul 70	KBEA, KBEQ-F		750,000
Dec 72	KBEA, KBEQ-F	Sold to Wodlinger	950,000
Sep 75	KJLA		750,000
Jan 76	KXTR-F		400,000
Oct 77	KBEQ-F	From Wodlinger to Mariner	5,100,000

KANSAS CITY (con't)

Apr 78	KCNW	From Starr to Universal	336,000
Dec 78	KJLA		850,000
Jan 79	KXTR-F	From Wodlinger to Mariner	5,100,000
Aug 81	KCKN, KFKE-F	From Kaye-Smith to Allbritton	2,700,000
Jan 82	KWKI-F	From Swaggert to Sandusky Newsp	3,100,000
Mar 82	KLDY, KKCI-F	From Southwest to Golden East	2,350,000
Nov 82	KCLO, KTRO-F	(Leavonworth) From Anderson to Wodlinger	1,700,000

KNOXVILLE

Nov 71	WRJZ	From Nationwide to Hall	700,000
Jan 75	WKGX	Sold Mooney	600,000
Mar 76	WITA		290,000
Oct 76	WRJZ	Sold to Basic Media	800,000
Oct 78	WKGX		718,000
Apr 79	WBMK		150,000
Dec 79	WHEL, WIMZ-F	From Multimedia to Stoner	NA
Jan 80	WITA		410,000
Aug 81	WKGX		300,000
Mar 82	WNOX	From Scripps-Howard to Mack Sanders	1,200,000

LAFAYETTE, LA

Jul 74	KDEA-F		123,000
Jun 76	KPEL, KTDY-F		1,025,000

LAKELAND

Aug 71	WONN	Sold to Joe Garagiola	627,600
Jan 73	WWAB		230,000
Sep 73	WPCV-F (Winter Haven)	Sold to Joe Garagiola	225,000
Jan 77	WONN, WPCV-F	Sold by Joe Garagiola	1,100,000
Aug 79	WQPD		690,000
Aug 81	WONN, WPCV-F	Sold to Hall	2,000,000

LANCASTER

Dec 76	WLPA, WNCE-F	From Steinman to Hall	850,000
Jan 79	WDAC-F		696,000

LANSING

Dec 70	WFMK-F	Sold to Liggett	170,000
Dec 74	WVGO, WVIC-F	Sold to Jim Morse	450,000
Jul 81	WVGO, WVIC-F		2,000,000

LAS VEGAS

Jul 70	KLUC A/F	Sold to Western Cities	625,000
Jun 71	KLAV		450,000
Aug 71	KVEG, KOMP-F		417,000
Feb 73	KVOV		200,000
Oct 74	KFMS-F	Sold to Broadcast Associates	561,000
Nov 76	KVOV		400,000
Mar 77	KOMP-F	Sold to Lotus	549,000
Jun 77	KRAM		1,000,000

LEXINGTON

Jul 73	WJMM-F	Sold to Mortenson	60,000
Nov 74	WTKC		226,000
Jan 76	WILP, WNCW-F (Paris)		250,000
Sep 79	WTKC		800,000
Aug 81	WILP, WNCW-F (Paris)		275,000

LINCOLN

Sep 71	KLIN A/F		800,000
Aug 73	KFRX-F	Sold to Stuart	175,000
Mar 74	KLMS	Sold to Woodward	900,000
Aug 79	KBHL-F		100,000
Aug 79	KFMQ-F	Sold to Woodward	1,800,000

LITTLE ROCK

Feb 75	KAUL		150,000
Feb 75	KAAY	From LIN to Multimedia (see group sales)	
Jul 75	KLAZ-F	Sold to Ron Curtis	388,000
Jun 76	KALO	From Mann to Ron Curtis	300,000
Jul 76	KLPQ-F	From Mann to Multimedia	850,000
Aug 76	KSSN-F		325,000
Nov 78	KEZQ-F	Sold to Security	818,000
Nov 78	KOKY		390,000
Feb 79	KSSN-F	Sold to Firstcom	782,000
Feb 81	KLRA	Sold to Phil Jonsson	2,300,000

LOS ANGELES

Sep 70	KCBH-F		3,000,000
Jan 71	KIIS-F	From Robert Short to Pacific & Southern	850,000
Nov 72	KUTE-F		1,000,000
Apr 73	KFI	Sold to Cox	15,100,000
Nov 73	KROQ-F		1,350,000
Aug 75	KPRZ	Sold to Combined Communications	5,200,000
Sep 75	KLVE-F	Sold by Pacific Southwest Airlines	2,000,000
May 76	KOST-F	From McLendon to Cox	2,200,000
Sep 76	KJOI-F	From Able to LA Coke	3,900,000
Jul 78	KIOQ-F	From Drake-Chenault to Outlet	4,500,000
Feb 79	KGfJ, KUTE-F	From Tracy to Inner City	5,376,000
May 79	KJLH-F	Sold to Stevie Wonder	2,200,000
Jul 79	KTNQ	Sold by Storer	8,000,000
Aug 79	KHTZ-F	From Storer to Greater Media	4,000,000
Apr 80	KBRT	Sold by Bonneville	4,300,000
Sep 81	KNAC-F (Long Beach)		2,000,000

LOUISVILLE

Jul 70	WRKA-F		151,500
Feb 73	WRKA-F		275,000
Feb 72	WLOU	From Rounsaville to Summers	850,000
Nov 73	WQMF-F		NA
Feb 75	WAKY	From LIN to Multimedia (see group sales)	
Apr 76	WRKA-F	Sold to Summers	300,000
Aug 79	WINN	Sold by Bluegrass	1,000,000
Dec 79	WRKA-F	From Summers to Capitol (Johnson)	1,000,000
Dec 79	WVEZ-F	From Stoner to Multimedia	1,500,000 plus WHEL and WIMZ in Knoxville
Jan 81	WQMF-F	Sold to Frank Wood	2,175,000

LOUISVILLE (con't)

Aug 81	WAVE	From Orion to Henson	2,750,000
Aug 81	WXVW	Sold by Henson	600,000
Oct 82	WLOU	From Summers to Johnson Products	1,600,000

LUBBOCK

Mar 75	KSEL A/F	To Harris	943,000
Oct 75	KEND		438,000
Jun 77	KRLB-F		60,000
Jul 78	KWAZ, KLLL-F	Sold to Thrash	1,490,000
Feb 79	KFYO	Sold to Seaton	1,300,000
Aug 80	KKAM, KFMX-F	Sold to Southern Minnesota	1,750,000
Apr 81	KWGO-F		380,000
1982	KEND	Sold to Thrash	1,015,000

LYNCHBURG

Aug 77	WLLL, WGOL-F		598,000
Aug 77	WLVA	Sold by Allbritton	660,000
Jul 79	WLGM, WJJS-F	Sold to Neighborhood	760,000

MACON

Aug 72	WPTC, WDEN-F		325,000
Jan 73	WBML		632,000
Jan 77	WBML		350,000
Oct 79	WBML		315,000
Apr 80	WPTC, WDEN-F		1,027,000

MADISON

Aug 74	WZEE-F	Sold to MidContinent	275,000
Aug 78	WIBA A/F	From Capital Times to Des Moines Register	2,150,000
Oct 81	WMAD-F		1,275,000

MANCHESTER

Jun 76	WFEA	Sold to Ocean Coast	500,000
May 79	WKBR		1,931,000

McALLEN-BROWNSVILLE

May 70	KIRT		225,000
Sep 75	KRIO		900,000
Jun 77	KIWW-F		200,000
Aug 77	KBOR		325,000
Nov 78	KBFM-F		375,000
Nov 79	KVLY-F	Sold to Tippie	478,000
1982	KRIX-F		800,000

MEDFORD

Mar 74	KYJC	Sold to Mattco	325,000
Jan 75	KBOY A/F		155,000
Aug 77	KMED		476,000
Jan 78	KYJC	From Mattco to Matthias	400,000
Oct 81	KMED		295,000

MEL-TITUS-COCOA

Dec 70	WEZY A/F	Sold by Gannett	350,000
Aug 71	WCKS-F	Sold by Norman Knight	220,000
Sep 74	WMEL	To Elyria-Lorain	600,000
Jul 75	WKKO		340,000
Mar 77	WAMT, WAJX-F	Sold by Fairbanks	575,000
Jul 77	WRKT A/F	To Bob Taylor	600,000
Jan 79	WMMB, WYRL-F	From Gordon Sherman to Miller	695,000
Aug 79	WAMT, WAJX-F	Sold to Regional	790,000
Jan 80	WTAI, WLLV-F		131,000
Nov 81	WRKT A/F	From Bob Taylor to Guy Gannett	1,300,000

MEMPHIS

Dec 72	WEZI-F	Sold by RKO to Southern	450,000
Dec 74	WREC, WZXR-F	From Cowles to Summit	3,100,000
Jan 77	WLOK	From Starr to Gilliam	725,000
Sep 77	WMQM		550,000

MIAMI-FT. LAUDERDALE

Mar 70	WLYF-F	Sold to Sudbrink	300,000
Jan 71	WMJX-F	Sold by Storer to Bartell	500,000
Feb 71	WTMI-F	Sold to SJR	175,000
Jan 73	WAXY-F	Sold to RKO	465,000
Apr 73	WMJR-F	Sold to Heftel	1,000,000
May 73	WINZ	Sold to Guy Gannett	2,570,000
Dec 73	WINZ-F	From Ed Winton to Guy Gannett	1,400,000
Dec 73	WRHC	Sold by Sudbrink	725,000
Apr 74	WCMQ-F		345,000
Nov 75	WNWS	From Rounsaville to Sudbrink	1,300,000
Apr 76	WOCN	Sold by Winton	900,000
Jan 78	WHYI-F	From Heftel to Metroplex	approx 3,800,000
Apr 78	WLYF-F	From Sudbrink to Storer	5,830,000
Sep 78	WRBD, WCKO-F		1,900,000
Jan 79	WCVG, WYOR-F	Sold to Insilco	4,850,000
Feb 79	WTMI-F	From SJR to Tanger	960,000
Feb 79	WHTT	From Mission to Metroplex	1,740,000
Feb 79	WQBA-F	From Mission to Susquehanna	2,000,000
Apr 79	WKAT		1,000,000
Dec 79	WGBS, WLYF-F	From Storer to Jefferson-Pilot	12,500,000
Dec 79	WSRF, WSHE-F	From Van Patrick to TK	5,000,000
Nov 82	WHTT	From Metroplex to Levin/Rumbaut	2,200,000

MILWAUKEE

Feb 71	WEZW-F	Sold to Sudbrink	170,000
Mar 73	WFMR-F		350,000
Apr 73	WQFM-F	Sold to Shamrock Development	401,500
Jul 75	WMIL-F	Sold by Zonderson	450,000
Jul 78	WMIL-F	Sold to Darrell Peters	325,000
Nov 78	WAWA, WLUM-F	From McKenna to Willie Davis	1,500,000
May 78	WEZW-F	From Sudbrink to Multimedia	3,000,000
Mar 81	WEMP, WMYX-F	From Arthur Wirtz to LIN	3,300,000
1982	WFMR-F	Sold to Embrescia	2,000,000

MINNEAPOLIS-SP

Oct 72	KDWB	Sold to Doubleday	3,250,000
Jul 76	KDWB-F	From Fairchild to Doubleday	850,000
Aug 76	KKSS	From Fairchild to Entercom	660,000
Apr 78	WWTC	Sold by Buckley	600,000
Aug 78	WLWL A/F	From Midcontinent to Liggett	1,550,000
Jan 80	WLWL (WRRD)	Sold by Liggett to Minnesota Public Radio	975,000
Nov 82	WLWL-F	From Liggett to Emmis	6,000,000

MOBILE

Sep 70	WLPR-F		96,500
Oct 70	WLLF, WKSJ-F	To Capitol (Johnson)	237,500
Jan 71	WIXO		100,000
Apr 73	WABB A/F		600,000
Aug 75	WWAX		288,000
Apr 76	WUNI	Sold to Kirk	760,000
Nov 77	WGOK		200,000
Jul 79	WWAX + 41% of WLPR-F		675,000

MODESTO

Apr 74	KTRB A/F		675,000
Jul 78	KOSO-F (Patterson)		325,000
Aug 79	KCEY, KMIX-F (Turlock)	Sold to Behan	1,375,000
Nov 79	KOSO-F		450,000
1982	KFIV A/F	Sold to Community Pacific (see group sales)	
1982	KBEE A/F	From McClatchy to John Price (see group sales)	

MONTGOMERY

Apr 73	WCOV-F		150,000
Aug 75	WREZ-F		279,000
Nov 75	WXVI	Sold to Brothers	300,000
Apr 77	WLSQ, WREZ-F		655,000
Jan 78	WLWI-F		500,000
Dec 80	WXVI		400,000

NASHVILLE

Jun 70	WJRB	From Calvin Young to Martin Field	900,000
Jul 76	WKDA, WKDF-F	Sold to Dick	1,200,000
Feb 77	WMAK-F	Sold to Mooney	approx 400,000
Jun 77	WLAC, WJYN-F	Sold to Billboard	2,400,000
Oct 77	WJRB	Sold to Mack Sanders	750,000
Jan 79	WWGM		266,000
Apr 80	WVOL	Sold by Rounsaville	1,300,000
Dec 80	WLAC, WJYN-F	From Billboard to Sudbrink	5,300,000

NASSAU-SUFFOLK

Oct 78	WGLI (Babylon)	From Beck-Ross to Israel	575,000
Jan 79	WBAB-F (Babylon)	Sold to Franz Allina	950,000
Feb 79	WHLI, WIOK-F (Hempstead)	Sold to Robert Williams	1,418,000
May 81	WYFA (Patchogue)		620,000
Mar 81	WALK A/F (Patchogue)	From Horizons to Island	3,805,000
Aug 81	WGBB	From Susquehanna to Franz Allina	1,005,000
Aug 81	KUKA	Sold to Epperson Atsinger	850,000
1982	WLNA, WHUD-F (Peekskill)		4,200,000

NEW HAVEN

Feb 71	WNHC	Sold by Capital Cities	850,000
Feb 71	WPLR-F	From Capital Cities to Bob Herpe	125,000
Dec 71	WELI	Sold to Insilco	2,250,000
Feb 77	WPLR-F	From Herpe to General Communicorp (also Herpe)	1,018,000
Feb 79	WNHC		650,000
1982	WAVZ, WKCI-F	Sold to Eastern	6,000,000

NEW ORLEANS

Feb 70	WBYU-F	To Texas Star (now Swanson)	133,000
Dec 71	WEZB-F	To EZ	300,000
Dec 71	WNNR		350,000
Apr 72	WYLD-F		281,000
Dec 72	WGSO, WQUE-F	Sold to Covenant (Insilco)	1,500,000
Dec 73	WAIL-F	Sold to Security	335,000
Jan 75	WYLD		970,000
Feb 75	WYLD-F		335,000
Jan 77	WWIW		260,000
Apr 79	WWIW		550,000
Oct 79	WSHO	Sold to Swanson	1,500,000
Feb 80	WYLD A/F		2,250,000
Mar 82	WNNR, WAIL-F	From Security to Muniz	2,316,000

NEW YORK

Jul 72	WLIB	Sold to Inner City	1,700,000
Apr 73	WNCN-F	Sold to Starr	2,090,000
Jul 74	WBLS-F	Sold to Inner City	1,350,000
Jan 75	WJIT, WKTU-F	Sold to SJR	4,000,000
Apr 76	WFAS, WWYD-F (White Plains)	Sold to Affiliated	2,400,000
May 76	WNCN-F	From Starr to GAF	2,200,000
Jul 78	WWDJ (Hackensack)	From Combined Commun to Communicom	4,000,000
Sep 78	WVNJ A/F (Newark)		3,540,000
Oct 78	WADO	Sold by Charter	6,500,000
Jan 80	WHN	From Storer to Mutual	14,000,000
Feb 81	WEVD	Sold to Epperson	1,100,000
Oct 81	WJIT, WKTU-F	From SJR to Infinity (see group sales)	
Mar 82	WAPP-F	Sold to Doubleday	8,700,000
1982	WWRL	From Viacom to NBN	1,500,000

NORFOLK

Aug 70	WNOR A/F		160,000
Aug 70	WNIS	Sold to Rust	645,000
Apr 71	WPCE	Sold by Spiedel	315,000
Sep 74	WLPM, WFOG-F		1,400,000
Jan 75	WOWI-F		765,000
Aug 75	WTJZ, WQRK-F		700,000
May 77	WNIS	Sold by Rust to Sinclair	350,000
Jul 79	WFOG A/F	Sold to McCormick	2,400,000
May 81	WNOR A/F	Sold to Marvin Josephson	2,600,000
1982	WTJZ, WQRK-F	Sold to Abell	3,000,000

NE PA

Aug 71	WBAX	Sold to Merv Griffin	657,000
Jul 78	WICK		305,000
Oct 79	WSCR		390,000
Nov 80	WKRZ, WKRZ-F	Sold to Wilkes-Schwartz	850,000

OKLAHOMA CITY

Oct 70	KATT A/F		750,000
Jan 72	KKNG-F	Sold to Swanson	188,000
Oct 73	KTOK	Sold to Insilco	2,450,000
Oct 73	KJYO-F	Sold to Insilco	350,000
Jan 76	KQCV	Sold to Bott	284,000
Jan 78	KATT A/F	Sold to John Tyler	866,000
Apr 79	KOCY, KXXY-F	Sold to Summit	1,900,000
May 79	KLTE-F		970,000
1980	KLNK-F	Sold to Sunbelt	1,350,000
1982	KATT A/F	From John Tyler to Surrey	3,650,000
1982	KLNK-F	Sold by Sunbelt	3,456,000

OMAHA

Mar 70	KYNN	Sold to Harrison Fuerst (Welcome Radio)	400,000
Jan 73	KOOO, KESY-F	Sold to Mack Sanders	532,000
May 77	KYNN	From Welcome Radio to Great Empire	700,000
Jan 78	KOOO, KESY-F	Sold by Mack Sanders	1,200,000
Apr 79	KCRO	Sold to Smulyans	435,000
Apr 79	KYNN-F	Sold to Great Empire	1,050,000

ORLANDO

Feb 71	WKIS	Sold by Storer to Susquehanna	1,475,000
Feb 71	WDIZ-F	Sold by Storer to Shamrock	120,000
Mar 71	WAJL	Sold to Rounsaville	1,075,000
Feb 72	WLOF, WLOQ-F	Sold by John Rutledge to Home Security Life	2,600,000
May 73	WBJW-F	Sold to Rounsaville	500,000
Jun 77	WLOF	From Home Security to Rounsaville	NA
Jun 77	WLOQ-F	Sold by Home Security Life	NA
Feb 79	WOKB		600,000
Nov 79	WHLY-F	Sold to General Communicorp	1,410,000
1982	WDBO A/F	From Outlet to Katz	9,500,000
1982	WLOF, WBJW-F	From Rounsaville to Nationwide	7,000,000

PHOENIX

Mar 71	WPFA		398,000
Dec 74	WCOA, WJLQ-F	Sold to Summit	1,900,000
Aug 79	WBSR	Sold by Mooney	990,000
Mar 80	WOWW-F		1,400,000
Aug 81	WPFA		350,000

PEORIA

Feb 72	WSWT-F	Sold to Mid America	325,000
Mar 80	WXCL, WKQA-F	Sold to Manship	1,750,000

PHILADELPHIA

Apr 70	WIFI-F	Sold to GCC	790,000
Sep 70	WWSH-F	From Abe Vocon to United Artists	950,000
Mar 71	WFIL	From Capital Cities to LIN	11,500,000
Mar 71	WUSL-F	From Capital Cities to John Richer	1,000,000
Apr 71	WYSP-F	From Storer to SJR	700,000
Oct 74	WMGK-F, WPEN	Sold to Greater Media	4,300,000
Jan 76	WZZD	From Buckley to Fairbanks	2,950,000
Jul 76	WUSL-F	From Phila Bulletin to LIN	1,400,000
Jul 77	WWSH-F	From United Artists to Cox	4,250,000
Sep 79	WIOQ-F	Sold to Outlet	6,425,000
Jan 81	WZZD	From Fairbanks to Communicom	4,025,000
Oct 81	WYSP-F	From SJR to Infinity (see group sales)	

PHOENIX

Mar 71	KRIZ	Sold to Doubleday	1,000,000
Jul 71	KDKB A/F	Sold to Eric Havenstein	195,000
Jun 73	KQYT-F	To Harte Hanks	1,213,000
Mar 72	KMEO A/F		400,000
Jul 72	KRUX	Sold to Lotus	approx 800,000
Aug 72	KPHO	Sold by Meredith	1,651,000
Aug 72	KPHX		217,000
Aug 74	KPHX		175,000
Jan 75	KUKQ, KUPD-F		393,000
Apr 76	KMEO A/F	Sold by Media Horizons	1,500,000
Nov 76	KZZP, KZZP-F	Sold by Number One	1,200,000
Jul 77	KJJJ	Sold to ITC	1,550,000
Mar 78	KOPA A/F	From Sun World to First Media	1,000,000
May 78	KJJJ-F	Sold to ITC	950,000
Jul 78	KRIZ	From Doubleday to Family Life	700,000
Oct 78	KDJQ, KDKB-F	Sold to Sandusky Newspapers	4,000,000
Mar 79	KTAR, KKLT-F	From Gannett to Pulitzer	KSD in St. Louis less \$2,000,000
Apr 79	KIFN	Sold by Tichenor	575,000
Jan 80	KZZP A/F	Sold to Western Cities	2,500,000
Mar 80	KPHX		650,000
Jan 80	KMEO A/F	Sold to Scripps-Howard	4,000,000
Nov 81	KJJJ A/F	From ITC to Wolpin	6,250,000

PITTSBURGH

Jan 73	WJAS, WSHH-F	From NBC to Heftel	1,800,000
Nov 74	KQV, WDVE-F	From ABC to Taft	3,500,000
Mar 77	WJAS	From Heftel to Nationwide	1,240,000
Mar 77	WSHH-F	From Heftel to Nationwide	2,000,000
Sep 77	WBZZ-F	Sold to EZ	1,000,000
Sep 77	WEEP, WDSY-F	From Myron Jones to Entercom	925,000
Apr 81	WKTQ	From Nationwide to BENI	1,500,000
1982	KQV	Sold by Taft	2,000,000

PORTLAND, ME

Mar 71	WPOR A/F	From Hildreth to Ocean Coast	240,000
Jul 72	WMER (Westbrook)	To John Bride	182,000
May 76	WLOB	Sold by Adams-Russell	600,000
Oct 78	WLOB, WYNZ-F		800,000
Dec 80	WYNZ-F	Sold to Eastman	474,000
Feb 82	WHOM-F (Mt. Washington)		3,500,000

PORTLAND, OR

Jan 71	KYXI	See Group Sales	
Oct 71	KOIN A/F	To Newhouse	NA
Feb 73	KWJJ	Sold to Park	2,500,000
Feb 73	KYXI	Sold to McCoy	1,500,000
Apr 73	KUPL A/F		1,050,000
Aug 73	KGON-F	From Cascade to McCoy	400,000
May 74	KJIB-F	Sold to Park	250,000
Apr 77	KOIN A/F	From Newhouse to Gaylord	1,500,000
Jan 78	KQFM-F	Sold to Golden West	590,000
Dec 78	KVAN (Vancouver)	Sold to Capps	730,000
Jan 79	KMJK-F	Sold to Harte-Hanks	1,300,000
Apr 79	KYXI, KGON-F	From McCoy to Des Moines Register (see group sales)	
Nov 79	KVAN	Sold to Patten	968,000
Jan 81	KPAM, KCNR-F	Sold to Bob Duffy	3,500,000

PROVIDENCE

Aug 71	WHIM, WHJY-F	From Culligan to John Franks	450,000
Jan 73	WLKW A/F	From GCC to McCormick	1,000,000
Nov 73	WICE	Sold by Susquehanna	1,000,000
Apr 78	WICE		940,000

PUEBLO

Nov 75	KDZA, KZLO-F		410,000
Aug 76	KIDN		285,000
Aug 78	KRQY-F		225,000
Oct 78	KCSJ		250,000
Feb 79	KCCY-F	Sold to Fuller-Jeffrey	250,000
Jul 79	KFEL		200,000
Nov 79	KIDN	Sold to Scribner	780,000
Nov 80	KRQY-F		415,000
Mar 82	KPUB		215,000

RALEIGH

Nov 74	WYNA		292,000
Dec 76	WDUR	Sold by Woods	600,000
Mar 78	WKIX, WYYD-F	From Southern to Mann Media	3,200,000
Oct 79	WYNA		300,000

READING

Dec 70	WHUM		280,000
Nov 76	WRAW	Sold by Rust	850,000
Jun 77	WHUM	Sold to Confer-Rothfuss	712,000
Aug 81	WHUM	From Confer-Rothfuss to Brill	1,900,000

RENO

Aug 71	KCBN		149,000
Jan 75	KOZZ-F		160,000
Mar 80	KNEV-F	Sold to McClatchy	700,000
Sep 81	KROW		2,000,000
Feb 82	KCBN, KRNO-F	Sold to Roth	3,775,000
1982	KPTL, KKBC-F (Carson City)	Sold to Woodward	2,050,000
1982	KOH, KNEV-F	From McClatchy to John Price (see group sales)	

RICHLAND, WA

Jan 70	KALE	Sold to Sterling	225,000
Apr 73	KOTY		181,000
Feb 78	KONA A/F		420,000

RICHMOND

Mar 70	WKIE		200,000
Oct 71	WRNL, WRXL-F	From Media General to Rust	1,000,000
Apr 72	WGOE		200,000
Aug 77	WKIE		300,000
Nov 77	WPVA A/F (Petersburg)		550,000
Dec 81	WRNL, WRXL-F	From Rust to Capitol (WRAL)	4,000,000

RIVERSIDE-SB-ONT

Oct 70	KDIG	Sold by Doubleday	750,000
Jul 73	KMEN		525,000
Apr 76	KNTF-F, KSOM		595,000
Apr 78	KPRO	Sold by Dick Clark	780,000
Feb 79	KGGI-F		575,000
Sep 81	KCKC		1,375,000
Sep 81	KNSE		1,300,000
Jan 82	KDIG, KBON-F		2,700,000

ROANOKE

Aug 72	WXLK-F		125,000
Oct 76	WSLC, WSLQ-F	Sold by Bass to Mel Wheeler	NA
Apr 77	WFIR	From Beaverkettle to Jim Gibbons	840,000
Jun 79	WTOY		180,000

ROCHESTER

Nov 71	WHEC	Sold by Gannett	1,500,000
Dec 79	WCMF-F	Sold to Sconnix	1,300,000

ROCKFORD

Feb 71	WRRR	Sold by Mid America	275,000
Dec 72	WYFE-F	Sold to Midwest Family	125,000
Apr 76	WRRR	Sold to Miller	500,000
Mar 80	WRRR	From Miller to Sentry	875,000
Jun 80	WQFL-F		590,000
1982	WYBR	Sold to Sentry	1,110,000

SACRAMENTO

Jan 71	KXOA		approx 800,000
Jul 71	KSFM-F	Sold to Pacific Southwest Airlines	183,000
Apr 73	KZAP-F		200,000
Jul 75	KROY-F	From Pacific Southwest Airlines to ASI	700,000
Jul 78	KGNR, KCTC-F	From Kelley to Tribune Co	5,600,000
Jul 78	KROY	From ASI To Jonsson	1,650,000
Jul 78	KROY-F	From ASI to Jonsson	1,100,000
Nov 78	KZAP-F	Sold to Western Cities	1,400,000
Dec 78	KRAK, KEWT-F	From Hercules to Affiliated (see group sales)	

SAGINAW

Jul 73	WBCM, WHNN-F	Sold to Liggett	516,000
Jul 74	WWWS-F		150,000
Jul 77	WWWS-F		210,000
Sep 78	WKNX	Sold by Lake Huron	600,000

ST. LOUIS

Nov 70	KMJM-F		207,000
Jul 72	KSLQ-F	Sold to Bartell	650,000
Jul 73	KEZK-F	Sold to Heftel	1,100,000
Aug 77	WRTH	Sold by AVCO to King (see group sales)	
Jan 78	KEZK-F	From Heftel to Metroplex	approx 2,300,000
Feb 79	KWK-F	Sold to Doubleday	2,000,000
Mar 79	KSD-F	Sold to Gannett	KTAR, KKLTV in Phoenix plus \$2,000,000
Nov 79	KIRL (St. Charles)	Sold by Contemporary Media	642,000
Sep 81	KATZ, WZEN-F	Sold to Unity (NBN)	2,695,000
Mar 82	KADI	Sold to Bott	900,000

SALINAS-SEASIDE

Dec 72	KIDD	Sold to Walton	553,000
Jan 73	KTOM		400,000
May 73	KDON		450,000
Jan 75	KWAV-F		450,000
Dec 75	KCTY, KRAY-F		605,000
Apr 77	KLRB-F		370,000
Apr 77	KMBY-F		225,000
Jun 77	KWYT-F		400,000
Jan 80	KWAV-F	Sold to Buckley	700,000
Aug 81	KRML		500,000
Jul 81	KMBY-F		500,000
Nov 81	KESE		650,000
Nov 81	KLRB-F	Bought by Walton	550,000
1982	KTOM, KWYT-F	Sold to Community Pacific (see group sales)	

SALT LAKE CITY

Jul 70	KLO (Ogden)	Sold by Heftel	300,000
Mar 76	KFMY-F (Provo)	Sold to First Media	615,000
Jul 79	KWHO A/F		600,000

SAN ANTONIO

Oct 74	KLLS-F		600,000
May 75	WOAI	From AVCO to Clear Channel	1,500,000
Jul 75	KAJA-F	Sold to Clear Channel	349,000
Jul 75	KCOR, KQXT-F	Sold to Tichenor	2,400,000
Apr 77	KLLS-F	Sold to SBI	625,000
Jan 78	KMFM-F	Sold to Epperson-Atsinger	318,000
Oct 78	KCCW	From Doubleday to SBI	750,000
Oct 78	KVAR-F	From Doubleday to Lotus	750,000
Nov 80	KMAC, KISS-F	Sold to Capitol (WRAL)	4,650,000
Jan 82	KAPE, KESI-F		3,000,000

SAN DIEGO

Dec 71	KOGO	From Time-Life to Rettaw	2,900,000
Feb 74	KFSD-F	Sold by Time-Life to Lotus	275,000
Jan 75	KJQY-F		750,000
Aug 75	KEZL-F	From Pacific Southwest to Combined Commun	850,000
May 76	KCBQ-F		408,000
Sep 76	KSDO	Sold to Combined Communications	1,576,000
Jan 77	KMJC		700,000
Feb 78	KYXY-F		1,250,000
Jun 78	KBZT-F		1,465,000
Sep 79	KOGO	From Retlaw to SBI	7,000,000
Dec 80	KJQY-F	From Heftel to Westinghouse	6,400,000
Jun 81	KITT-F	From Mel Wheeler to Charter	5,250,000
1982	KBZT-F	Sold to Alta	6,300,000

SAN FRANCISCO

Sep 70	KRE/KBLX-F	Sold to Horizons	1,427,000
Apr 72	KABL A/F	From McLendon to Starr	10,800,000
Feb 74	KIQI	Sold to Jim Gabbert	1,180,000
Apr 74	KFOG-F	Sold by Kaise to GE	1,600,000
May 76	KOIT-F	From SF Chronicle to Bonneville	2,850,000
Mar 77	KMEL-F	From RKO to Century	1,500,000
Aug 77	KYA, KLHT-F	From AVCO to King (see group sales)	
Aug 80	KNEW	From Metromedia to Malrite	5,000,000
Dec 81	KSAN-F	From Metromedia to Malrite	7,000,000
1982	KMPX-F	Sold by Gene Chenault	5,500,000

SAN JOSE

Aug 71	KEZR-F	Sold to PSA	330,000
Apr 73	KOME-F	Sold to Infinity	461,500
Dec 73	KPEN-F		250,000
Feb 74	KSJO-F	Sold to Sterling	769,000
Jul 76	KEZR-F	From PSA to Alta	600,000
May 78	KXRX	Sold to Sterling	1,375,000
Oct 80	KFAT-F (Gilroy)		2,500,000

SARASOTA

Aug 72	WSPB, WML0-F	Sold to Walter Weeks	600,000
Mar 73	WQSA, WSRZ-F		162,000
Dec 73	WWZZ		274,000
Jul 78	WTRL		358,000
Jul 79	WQSR-F	Sold to Cosmos	1,900,000
Jun 80	WWZZ		375,000

SAVANNAH

Dec 71	WSOK		400,000
Apr 74	WSGA		628,000
Jul 75	WQQT		300,000
Mar 77	WKBX	Sold to Beasley	575,000
Jun 77	WAEV-F		380,000
Aug 79	WWSA, WCHY-F	From American Family to Bluegrass	1,250,000
Jun 80	WAEV-F		735,000

SEATTLE-TACOMA

Oct 70	KJET	Sold to Davis/Weaver	550,000
Nov 71	KIXI A/F		1,800,000
Jan 73	KTAC/KBRD-F	Sold to Entercom	1,500,000
Jan 73	KYYX-F		200,000
Sep 73	KKFX, KZOK-F	Sold to Sterling	525,000
Jul 75	KJET	Sold to Sterling	600,000
Jul 75	KKFX	Sold to Sterling	350,000
Aug 75	KMPS A/F	From Buckley to Hercules	950,000
Dec 75	KEZX-F	Sold to Park	515,000
Dec 75	KXA		328,000
Apr 76	KRKO (Everett)		850,000
Sep 76	KPLZ-F	Sold to Golden West	590,000
Jan 77	KYYX-F	Sold to O'Day	575,000
Aug 77	KMO (Tacoma)		600,000
Jun 78	KJZZ, KZAM-F	Sold to Sandusky Newspapers	1,620,000
Dec 78	KMPS A/F	From Hercules to Affiliated (see group sales)	
Nov 79	KAYO		2,600,000
Aug 80	KJR	From Kaye-Smith to Metromedia	10,000,000
Sep 80	KXA	Sold to O'Day	1,140,000
May 81	KKFX		1,600,000
Jan 81	KUBE-F	From George Wilson to First Media	3,400,000
Oct 82	KTNT (Tacoma)	Sold by Tacoma Tribune	522,500

SHREVEPORT

Nov 72	KOKA		775,000
Nov 72	KRMD A/F		425,000
Jan 75	KJOE		185,000
Feb 75	KEEL, KMBQ-F	From LIN to Multimedia (see group sales)	
Mar 75	KEPT A/F		350,000
May 77	KWKH, KROK-F	Sold to Great Empire	2,360,000
Jun 77	KFLO		210,000
Feb 82	KRMD A/F (50%)	Sold to Jim Phillips	1,350,000

SIOUX FALLS

May 72	KYKC	Sold by Starr	700,000
Nov 72	KSOO A/F		526,000
Mar 78	KYKC	Sold to Tom Ingstad	550,000
Jan 79	KXRB, KIOV-F	Sold to Southern Minnesota	810,000
Jan 81	KRSS		175,000

SOUTH BEND

Apr 78	WAMJ	Sold by Booth	263,000
Aug 81	WAMJ	Sold to Mariner	275,000

SPOKANE

Nov 70	KGA		1,040,000
Oct 78	KSPO		350,000
Aug 79	KDRK-F		567,000
Mar 81	KGA, KDRK-F	Sold to Community Pacific	3,600,000
Oct 81	KSPO		400,000
Nov 81	KZUN, KKPL-F		1,250,000

SPRINGFIELD, MA

Jan 74	WMAS A/F		410,000
Oct 77	WSPR		459,000
Apr 78	WMAS A/F		550,000
Dec 79	WQXQ		375,000
Jan 81	WHYN A/F	From Guy Gannett to Affiliated	5,100,000

SPRINGFIELD, MO

Feb 72	KTTS A/F	Sold to Great Empire	350,000
Sep 74	KGBX	Sold to Stauffer	500,000
Nov 74	KWTO A/F	Sold to Stuart	1,250,000
Jul 81	KLSM		180,000

STEUBENVILLE

Jul 77	WLIT	Sold to Ken Johnson (Capitol)	188,000
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STOCKTON

Jan 73	KWG		227,000
Dec 80	KWG		1,000,000

SYRACUSE

Jan 71	WONO-F		79,000
Jan 74	WSEN A/F (Baldwinsville)		348,000
Aug 75	WNTQ-F		360,000
May 76	WSYR	From Meredith to Park	2,000,000
Jan 80	WNDR, WNTQ-F	Sold to McGavren Guild	1,872,000
Aug 80	WSEN A/F	Sold to Buckley	700,000
Jun 81	WOLF	Sold by Deer River	700,000
Aug 81	WSOQ, WEZG-F	Sold to Sky	1,200,000
1982	WSYR A/F	From Newhouse to Katz	5,100,000

TALLAHASSEE

Oct 74	WTNT, WLWV-F	Sold to Walter-Weeks	775,000
Jun 76	WTAL		659,000
Oct 76	WKQE, WBGW-F	Sold to Forward	650,000
Feb 79	WTNT, WLWV-F	From Walter-Weeks to Tom Ingstad	1,100,000
Sep 79	WOWD-F		500,000

TAMPA-ST. PETE

Aug 72	WTMP		536,000
Jun 73	WRBQ-F	Bought by Harte-Hanks	500,000
Jul 73	WSUN	Sold to Plough	2,303,000
Feb 74	WAZE (Clearwater)		350,000
Jan 75	WQXM-F	Sold to Plough	1,250,000
Sep 76	WTAN, WCKX-F	Sold to BENI	850,000
Jun 77	WQYK-F	From Rowland to Lake Huron	989,000
Aug 78	WNSI	From Rahall to Harte-Hanks	4,500,000
Aug 78	WYNF-F	From Rahall to Taft	2,000,000
Oct 78	WPLP		675,000
Mar 79	WDAE	From Rounsaville to Taft	5,500,000
Jun 80	WJYW-F	From Rounsaville to Gannett	4,000,000
Aug 80	WTAN	Sold by BENI	575,000
Aug 80	WCKX-F	From BENI to Metroplex	4,000,000
Dec 81	WWBA-F	Sold to Metromedia	7,000,000
1982	WFLA A/F	From Media General to Blair	14,000,000

TERRE HAUTE

Nov 70	WBOW A/F	From J.W. Oconner to Eastern	600,000
Feb 73	WVTS-F		250,000
Dec 76	WVTS-F		450,000
Jan 78	WPFR-F	Sold to Bud Walters	250,000
Mar 82	WBOW, WBOQ-F	From Quincy Newspapers to Michael Rice	750,000
1982	WPFR-F	From Bud Walters to Oak Ridge Boys	577,500

TOLEDO

Jan 71	WLQR-F	Sold by Storer to Susquehanna	275,000
Feb 72	WXEZ-F		125,000
Oct 73	WVOI	Sold by Herb Weber	580,000
Jun 76	WVOI	Sold to Harold Gore	350,000
Nov 79	WSPD	From Storer to WOOD, Inc	3,300,000

TOPEKA

1982	WREN		1,075,000
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TUCSON

Jul 72	KTXT	Sold to Lotus	approx 500,000
May 73	KNST	Sold to Western Cities	805,000
Nov 72	KJYK-F	Sold to Number One	108,000
Jul 76	KTUC, KNDE-F	Sold to Ray Kandel	approx 300,000
May 77	KROQ-F	Sold to Western Cities	550,000
Oct 77	KFLT	From Gene Autrey to Family Life	500,000
Jan 78	KAIR, KJYK-F		1,600,000
Jun 79	KLPX-F	From Strauss to Lotus	1,600,000
Jun 80	KCEE	From Strauss to Behan	1,400,000
Jun 81	KWFM-F	From Korngold to Sandusky Newspapers	2,000,000
Jun 81	KEVT	Sold by Korngold	1,007,000
Oct 81	KXEW		1,325,000

TULSA

Sep 73	KBBJ	Sold to Clear Channel	665,000
Sep 73	KMOD-F	Sold to Clear Channel	85,000
Nov 76	KCFO-F	Sold to Epperson	477,000
Jan 77	KWEN-F	From Swanson to Ron Curtis	500,000
Aug 77	KTFX-F		375,000
May 79	KELI	From Sammons to Philip Jonsson	1,650,000
Apr 80	KBEZ-F	From Carl Mark to Mid America	3,000,000
Jun 80	KAKC	From Carl Mark to Epperson	1,107,000
Jul 81	KWEN-F	From Ron Curtis to Katz	3,050,000

UTICA

Feb 70	WRUN A/F	From Rome Sentinel to Woods	535,000
Jul 71	WTLB		400,000
Nov 74	WUTQ		255,000
Dec 74	WRCK-F		160,000
Jan 78	WRUN, WKGW-F	From Woods to Deer River	1,000,000
Aug 78	WUTQ	Sold to Bankfeldt	286,000
Apr 79	WIBX, WIBQ-F	Sold to Eastman	1,500,000
Nov 80	WKAL A/F (Rome)	Sold to Wooster Printing	540,000

WACO

May 70	WACO, KH00-F	To Tichenor	825,000
Dec 74	KNFO-F		135,000
Mar 77	KNFO-F		160,000
Jul 77	KRZI		390,000
Sep 78	WACO, KH00-F	Sold by Tichenor	1,500,000
1982	WACO, KH00-F	Sold to Harris	2,668,000

WASHINGTON, DC

Mar 70	WUST, WJMD	From Diener to SJR	941,000
Mar 71	WGAY A/F	Sold to Greater Media (see group sales)	
Dec 73	WXTR A/F		400,000
Aug 74	WPGC A/F	Sold to First Media	5,800,000
Aug 75	WWDC A/F	Sold by AVCO	2,800,000
Dec 76	WMAL, WRQX-F	From Allbritton to ABC	16,000,000
Oct 77	WAVA-F	Sold to Understein et. al.	2,600,000
Oct 77	WABS	Sold to Tornberg et. al.	765,000
Aug 80	WOL	Sold by Sonderling (distress sale)	950,000
Sep 80	WPKX A/F	Sold to Metroplex	4,000,000
Aug 81	WXTR A/F (LaPlata)	Sold to Dalton	2,000,000
Sep 81	WUST	Sold by SJR	1,500,000
Dec 81	WAVA-F	From Understein to Doubleday	8,000,000
Mar 82	WYCB		1,375,000

WATERLOO

Nov 73	KCFI		305,000
Dec 78	KLEU		335,000

WEST PALM BEACH

Oct 71	WRMF-F	From Norman Knight to Walter-Weeks	250,000
Oct 74	WEAT A/F	Sold to Curt Gowdy	1,500,000
May 79	WJNO, WRMF-F	From Walter-Weeks to Fairbanks	3,300,000
Jul 79	WNJY-F	Sold to Patten	995,000
Nov 79	WPBR		300,000
Apr 81	WPOM		1,003,000
Nov 82	WNJY-F	From Patten to Luppini	1,615,000

WHEELING

Jul 72	WWVA, WCPI-F	Sold to Columbia Pictures (see group sales)	
Jul 75	WKWK A/F	Sold to Community Service	650,000
Nov 80	WANJ-F		640,000

WICHITA

Sep 71	KFDI-F	Sold to Great Empire	120,000
Dec 71	KQAM		425,000
Jun 77	KQAM		600,000
Jun 77	KSGI		395,000
Apr 78	KFRM (Salina), KICT-F	From Mack Sanders to Peoria Jrnl	4,000,000
Jan 80	KAKZ		2,300,000
Jun 80	KQAM, KEYN-F	Sold to Charley Pride & Jim Long	3,500,000
Oct 82	KWKN	Sold by Swanson	450,000
Nov 82	KGCS-F	Sold by Swanson	750,000

WILMINGTON, DE

May 76 WJBR 500,000

WILMINGTON, NC

Nov 76 WHSL, WWIL-F 380,000
Jan 79 WMFD, WWQQ-F Sold to Village 445,000
Nov 81 WGNI, WAAV-F Sold to Cape Fear 1,425,000

WORCESTER

Aug 71 WFTQ, WAAF-F 800,000
Jul 76 WFTQ, WAAF-F Sold to Park Cities 1,465,000
Sep 77 WNEB 360,000
Mar 81 WFTQ, WAAF-F From Park Cities to Katz (see group sales)

YAKIMA

Aug 70 KNDX-F 50,000
Feb 78 KMWX, KFFM-F 330,000
Mar 79 KVGM 175,000

YORK

Aug 81 WOYK 664,000

YOUNGSTOWN

No significant trading activity in this market.

GROUP SALES-MULTIPLE MARKET SALES

Jan 71	KIMN (Denver) KYXI (Portland)	Sold to Pacific & Southern	\$6,494,000
Mar 71	WTCR, WHEZ-F (Huntington) WGAY A/F (Washington)	Sold by Connie Gay to Greater Media	3,165,000
Jan 73	WILD (Boston) WUFO (Amherst, NY) WAMO A/F (Pittsburgh)	Sold to Sheridan	2,000,000
Apr 73	KDEF, KWXL-F (Albuquerque) KROD (El Paso)	Sold by Doubleday to Media Horizons	1,250,000
July 72	WYDE (Birmingham) WWVA, WCPI-F (Wheeling)	Sold by Emil Mogul to Columbia Pictures	5,600,000
Jan 74	WQXI A/F (Atlanta) KIMN (Denver)	Sold by Combined Commun to Jefferson-Pilot	15,000,000
Feb 75	KEEL, KMBQ-F (Shreveport) WAKY (Louisville) KAAY (Little Rock)	Sold by LIN to Multimedia	9,300,000
Aug 77	KYA, KLHT-F (San Francisco) WRTH (St. Louis)	Sold by AVCO to King	4,000,000
Mar 78	WLQV (Detroit) WVON, WGCI-F (Chicago) WDOK-F (Cleveland)	Sold by Globe to Combined Communications	13,800,000
Dec 78	KRAK, KEWT-F (Sacramento) KMPS A/F (Seattle)	Sold by Hercules to Affiliated	11,638,000
Mar 79	KYXI, KGON-F (Portland) KLAK, KPPL-F (Denver)	Sold by McCoy to Des Moines Register	5,000,000 (est)
Mar 81	WEZN-F (Bridgeport) WZZK-F (Birmingham) WFTQ, WAAF-F (Worcester)	Sold by Park Cities to Katz)	16,000,000
Sep 81	WJIT, WKTU-F (New York) WYSP-F (Philadelphia)	From SJR to Gulf United to Infinity	32,000,000
1982	KOH, KNEV-F (Reno) KBEE A/F (Modesto)	From McClatchy to John Price	4,500,000
1982	KFIV A/F (Modesto) KTOM, KWYT-F (Salinas)	Sold to Community Pacific	5,650,000

Order Form For

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Return this form to:

RADIO IN THE UNITED STATES
c/o JAMES DUNCAN
DUNCAN MEDIA ENTERPRISES
BOX 2966
KALAMAZOO, MI 49003

PRICE: \$60.00 each
(PAYMENT MUST BE ENCLOSED)

Ordered by: NAME _____
TITLE/COMPANY _____
ADDRESS _____
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Send me _____ copy (ies) of Radio in the United States at \$60.00 each

I have enclosed \$ _____ PAYMENT MUST BE ENCLOSED

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