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SPECIAL SUPPLEMENT
VOLUME 2/1998

RATINGS REPORT & DIRECTORY

YOUR COMPLETE INDUSTRY REFERENCE GUIDE

- Top 50 market rankers plus trends from 216 other markets
- More than 3000 radio and record-related business listings
- Scarborough Qualitative Research covering all major formats

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over 900,000 in an average week!

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Ms. Peggy Iafate, General Manager for 3 Radio Disney Affiliates: AM 1260/Boston, AM 1450/Providence and AM 1550/Hartford really knows her "stuff." "We were able to make revenue right away because we made a target list of 25 appropriate advertisers that were right for the station. We presented promotional packages tailored for the client. We did not sell traditional radio, only promotional branding opportunities with Radio Disney."

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abc ABC RADIO NETWORKS

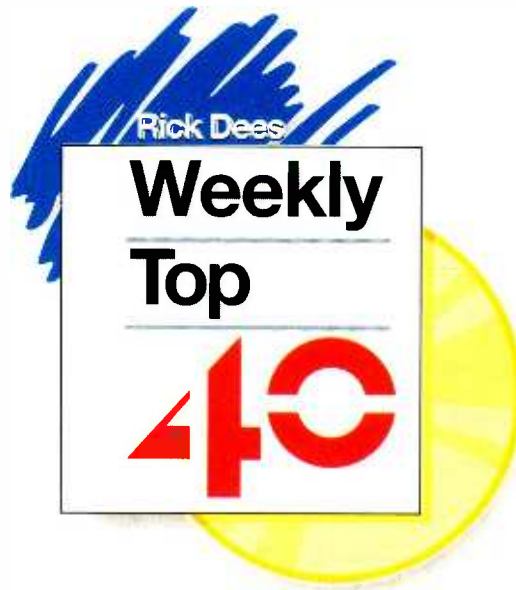
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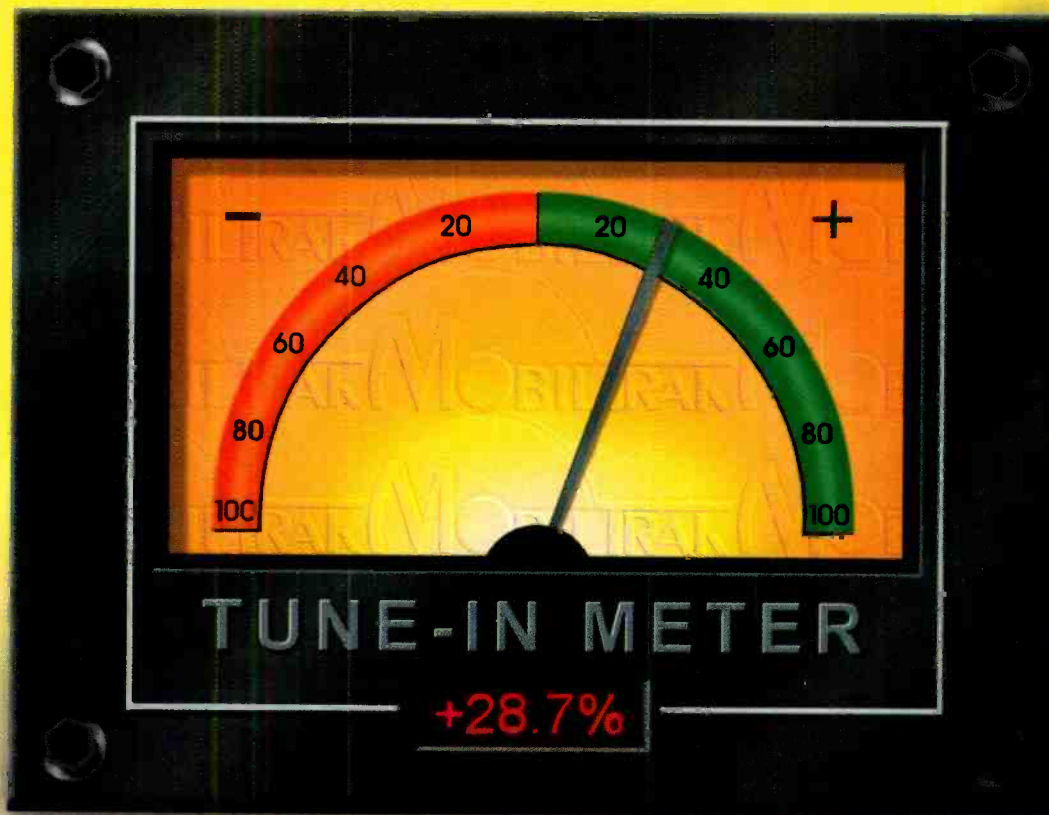
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Numbers following market listings indicate market rank in the Spring '98 ratings period.



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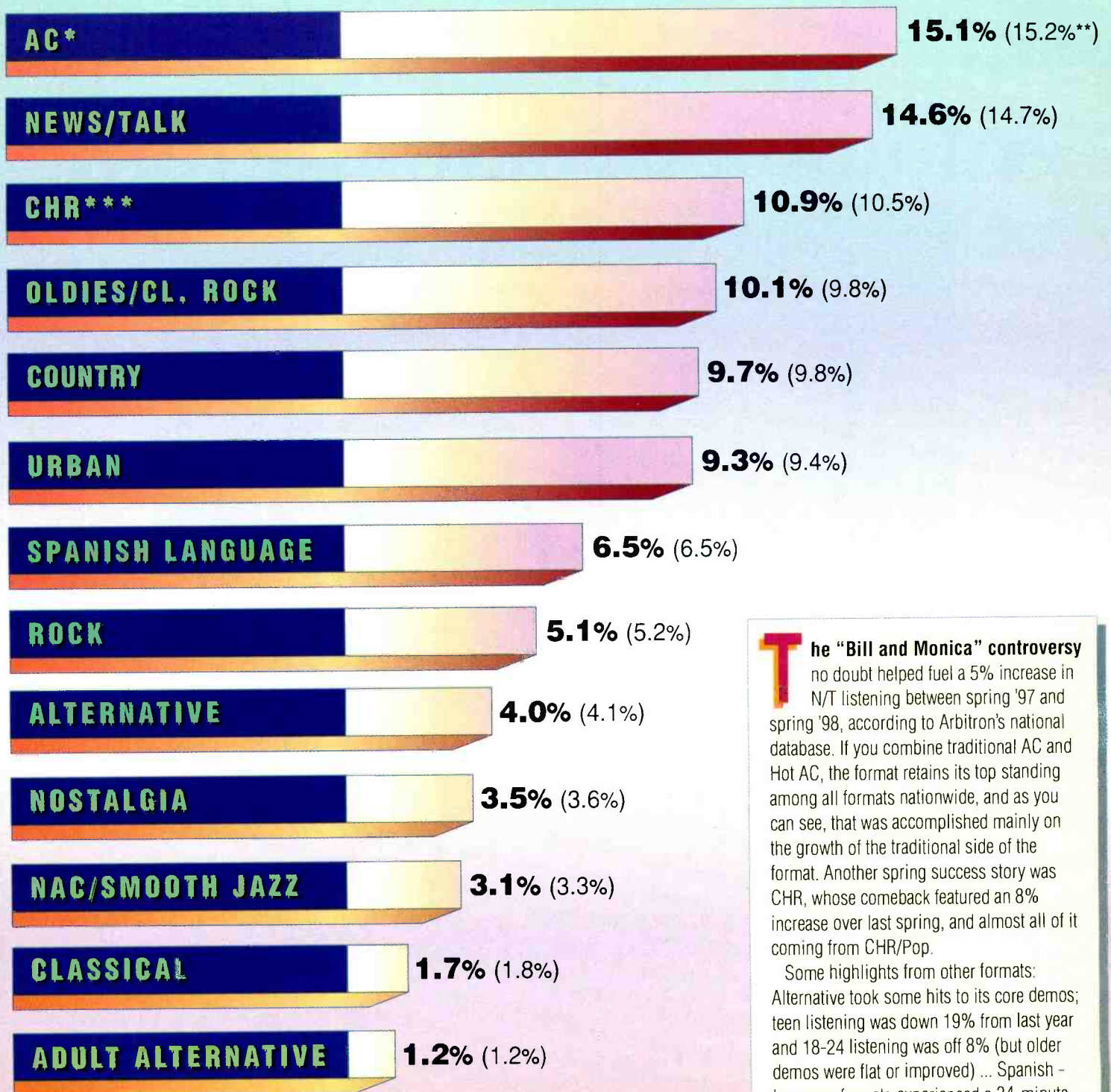
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NATIONAL FORMAT SHARES



Remaining formats take up 4.7% of listening

* AC includes traditional AC (9.7) and Hot AC (5.4)

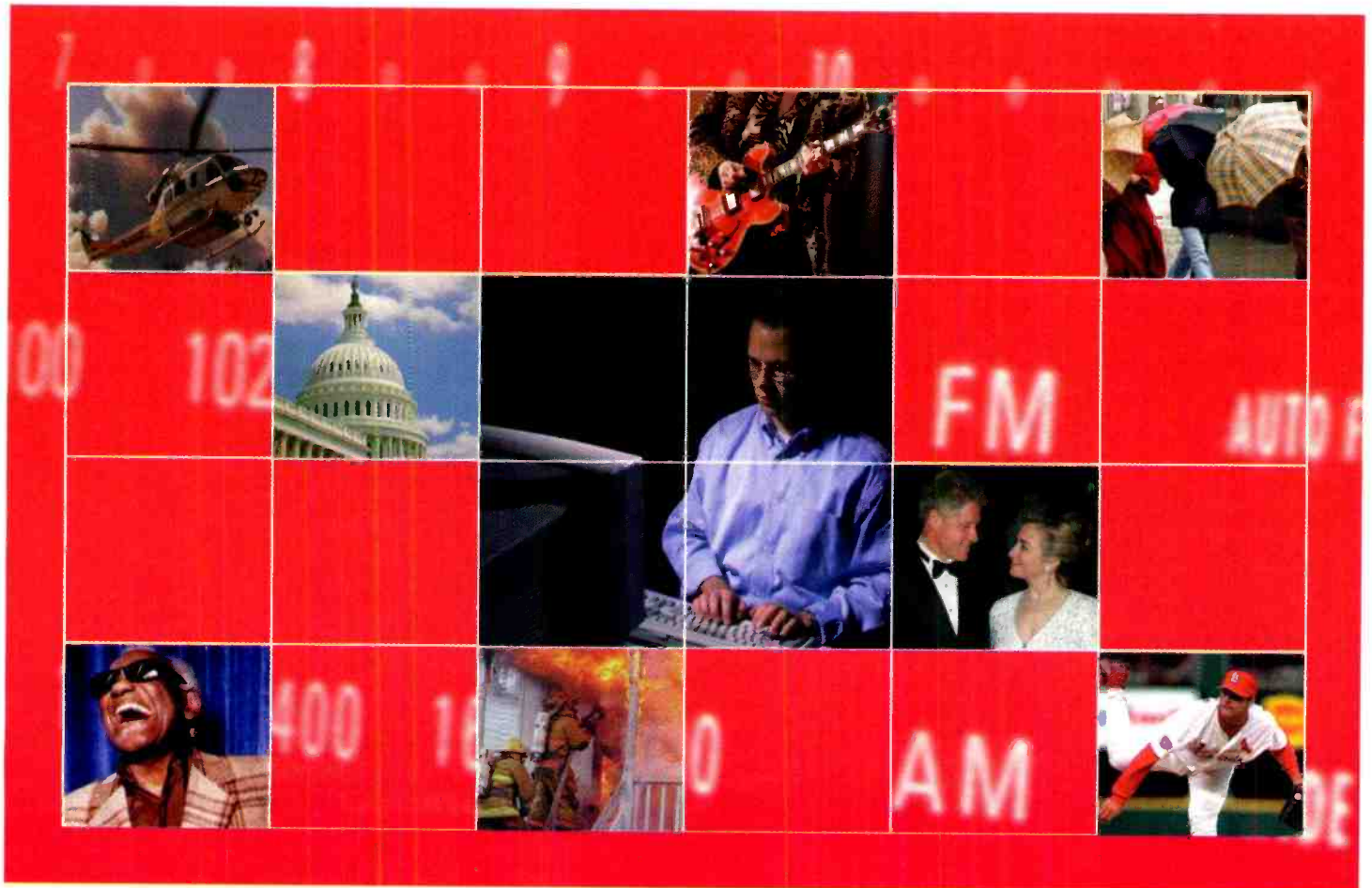
** Winter '98 figure

*** CHR includes CHR/Pop (6.0) and CHR/Rhythmic (4.9)

The "Bill and Monica" controversy no doubt helped fuel a 5% increase in N/T listening between spring '97 and spring '98, according to Arbitron's national database. If you combine traditional AC and Hot AC, the format retains its top standing among all formats nationwide, and as you can see, that was accomplished mainly on the growth of the traditional side of the format. Another spring success story was CHR, whose comeback featured an 8% increase over last spring, and almost all of it coming from CHR/Pop.

Some highlights from other formats: Alternative took some hits to its core demos; teen listening was down 19% from last year and 18-24 listening was off 8% (but older demos were flat or improved) ... Spanish - language formats experienced a 34-minute increase in Time Spent Listening between spring '97 and spring '98 ... Urban AC listening has risen 12% since the spring '97 survey.

Content *and* Technology for Today *and* Tomorrow



The Associated Press



1825 K Street, N.W.
Washington D.C. 20006

Average Quarter-Hour



1. KEAN-FM/Abilene, TX (Country)	28.0
2. WJLS-FM/Beckley, WV (Country)	27.4
3. WBKR-FM/Owensboro, KY (Country)	26.5
4. WFRY-FM/Watertown, NY (Country)	26.3
5. KYKZ-FM/Lake Charles, LA (Country)	25.8
6. WFGI & WFGY/Altoona, PA (Country)	24.6
7. WJIZ-FM/Albany, GA (Urban)	23.3
8. WGSQ-FM/Cookeville, TN (Country)	23.0
9. WXBQ-FM/Johnson City-Kingsport (Country)	22.3
9. WZID-FM/Manchester, NH (AC)	22.3
11. WYXL-FM/Ithaca, NY (AC)	22.2
12. WIVK-FM/Knoxville (Country)	21.7
13. WACO-FM/Waco, TX (Country)	21.4
14. WTHI-FM/Terre Haute, IN (Country)	21.1
15. WILQ-FM/Williamsport, PA (Country)	20.7
16. WOVK-FM/Wheeling, WV (Country)	20.6
17. KLUR-FM/Wichita Falls, TX (Country)	20.5
17. WDRM-FM/Huntsville, AL (Country)	20.5
19. WIKY-FM/Evansville, IN (AC)	20.3
20. KNEX-FM/Laredo, TX (Spanish Contemporary) ...	20.1
21. KBUL & KCTR/Billings, MT (Country)	20.0
22. WIMT-FM/Lima, OH (Country)	19.8
23. KGKL-FM/San Angelo, TX (Country)	19.4
24. KJMZ-FM/Lawton, OK (Urban)	18.8
24. KLAW-FM/Lawton, OK (Country)	18.8
24. KQLT-FM/Casper, WY (Country)	18.8
24. WIBW-FM/Topeka, KS (Country)	18.8
24. WKEE-FM/Huntington, WV (Hot AC)	18.8

National All-Format

Cume



1. WHTZ-FM/New York (CHR/Pop)	2,591,100
2. WLTW-FM/New York (AC)	2,231,900
3. WINS-AM/New York (News)	2,066,200
4. WQHT-FM/New York (CHR/Rhythmic)	2,029,100
5. WKTU-FM/New York (CHR/Rhythmic)	1,922,100
6. WCBS-AM/New York (News)	1,744,100
7. WCBS-FM/New York (Oldies)	1,667,200
8. WXRK-FM/New York (Alternative)	1,634,900
9. WRKS-FM/New York (Urban AC)	1,549,900
10. KIIS-FM/Los Angeles (CHR/Pop)	1,465,800
11. WPLJ-FM/New York (Hot AC)	1,441,600
12. KPWR-FM/Los Angeles (CHR/Rhythmic) ..	1,404,400
13. WBLS-FM/New York (Urban)	1,371,100
14. WSKQ-FM/New York (Tropical)	1,346,500
15. WABC-AM/New York (Talk)	1,288,700
16. WBBM-FM/Chicago (CHR/Rhythmic)	1,256,100
17. WFAN-AM/New York (Sports)	1,224,900
18. KRTH-FM/Los Angeles (Oldies)	1,212,600
19. KYW-AM/Philadelphia (News)	1,179,700
20. KLVE-FM/Los Angeles (Spanish AC)	1,170,200
21. KYSR-FM/Los Angeles (Hot AC)	1,162,600
22. KOST-FM/Los Angeles (AC)	1,157,700
23. WQCD-FM/New York (NAC)	1,148,800
24. KROQ-FM/Los Angeles (Alternative)	1,135,300
25. KKBT-FM/Los Angeles (Urban)	1,106,500

Average Quarter-Hour



1. KQRS-FM/Minneapolis-St. Paul	10.1
2. WOOD-FM/Chattanooga, TN	7.3
3. KAEP-FM/Spokane	6.2
3. KTYD-FM/Santa Barbara, CA	6.2
5. KQRS-FM/Minneapolis (St. Cloud, MN book)	5.1
6. WMMM-FM/Madison, WI	4.9
7. WHPT-FM/Tampa (Sarasota book)	4.8
8. KBCO-FM/Denver-Boulder	4.7
9. KINK-FM/Portland, OR	4.2
10. KBAC-FM/Santa Fe, NM	4.1

Adult Alt.

Cume



1. KQRS-FM/Minneapolis-St. Paul	602,700
2. WXRT-FM/Chicago	486,400
3. KFFG & KFOG/San Francisco	473,600
4. WBOS-FM/Boston	335,300
5. KTCZ-FM/Minneapolis-St. Paul	307,700
6. KBCO-FM/Denver-Boulder	259,600
7. KKZN-FM/Dallas-Ft. Worth	239,400
8. KMTT-FM/Seattle-Tacoma	226,800
9. WVRV-FM/St. Louis	226,300
10. KXPK-FM/Denver	198,800

Now in **246** markets



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Contact your local Arbitron representative for more information about the local market qualitative services that can help your business grow.



* In Columbia, SC, Macon, GA, and Peoria, IL, both RetailDirect and the Qualitative Diary service are offered.

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ARBITRON

FORMAT LEADERS



Average Quarter-Hour



1. WZID-FM/Manchester, NH 22.3
2. WYXL-FM/Ithaca, NY 22.2
3. WIKY-FM/Evansville, IN 20.3
4. WKEE-FM/Huntington, WV (Hot AC)* 18.8
5. WKSJ-FM/Williamsport, PA 18.7
6. KKYS-FM/Bryan, TX (Hot AC) 18.3
7. KTRS-FM/Casper, WY 16.3
7. WHAJ-FM/Bluefield, WV (Hot AC) 16.3
9. KFYZ-FM/Bismarck, ND 16.1
10. WINC-FM/Winchester, VA (Hot AC) 16.0

*Evolved to CHR/Pop in August.

AC

Cume



1. WLTW-FM/New York 2,231,900
2. WPLJ-FM/New York (Hot AC) 1,441,600
3. KYSR-FM/Los Angeles (Hot AC) 1,162,600
4. KOST-FM/Los Angeles 1,157,700
5. WBIX-FM/New York 1,036,900
6. KBIG-FM/Los Angeles 902,100
7. WTMX-FM/Chicago (Hot AC) 827,700
8. WLIT-FM/Chicago 807,900
9. WBEB-FM/Philadelphia 693,400
10. KOIT-AM & FM/San Francisco 677,700

Average Quarter-Hour



1. WGBD-FM/Lafayette, IN 11.0
2. WGMR-FM/State College, PA 8.2
2. WRAX-FM/Birmingham 8.2
4. WSFM-FM/Wilmington, NC 7.8
5. WXRK-FM/New York (Morristown book) 7.4
6. WQBJ & WQBK/Albany-Schenectady 7.1
7. WGRD-FM/Grand Rapids 7.0
8. WIXO-FM/Peoria, IL 6.7
9. WWSR-FM/Tallahassee, FL 6.3
9. WWSK-FM/Myrtle Beach, SC 6.3

Alternative

Cume



1. WXRK-FM/New York 1,634,900
2. KROQ-FM/Los Angeles 1,135,300
3. WKQX-FM/Chicago 902,800
4. KLYY-FM/Los Angeles 589,300
5. WBCN-FM/Boston 555,800
6. WPLY-FM/Philadelphia 496,500
7. WPLT-FM/Detroit 456,300
8. KITS-FM/San Francisco 441,800
9. KDGE-FM/Dallas-Ft. Worth 433,900
10. WNNX-FM/Atlanta 423,600
10. WHFS-FM/Washington 409,900

Average Quarter-Hour



1. WIFC-FM/Wausau, WI (CHR/Pop) 18.4
1. WMRV-FM/Binghamton, NY (CHR/Pop) 18.4
3. KZII-FM/Lubbock, TX (CHR/Pop) 17.5
4. KGLI-FM/Sioux City, IA (CHR/Pop) 17.0
4. KKXL-FM/Grand Forks, ND (CHR/Pop) 17.0
6. KFFM-FM/Yakima, WA (CHR/Pop) 16.8
7. KRRG-FM/Laredo, TX (CHR/Pop) 16.7
8. WVSR-FM/Charleston, WV (CHR/Pop) 16.1
9. KNIN-FM/Wichita Falls, TX (CHR/Pop) 15.9
9. WKXD-FM/Cookeville, TN (CHR/Pop) 15.9

CHR

Cume



1. WHTZ-FM/New York (CHR/Pop) 2,591,100
2. WQHT-FM/New York (CHR/Rhythmic) 2,029,100
3. WKTU-FM/New York (CHR/Rhythmic) 1,922,100
4. KIIS-FM/Los Angeles (CHR/Pop) 1,465,800
5. KPWR-FM/Los Angeles (CHR/Rhythmic) 1,404,400
6. WBBM-FM/Chicago (CHR/Rhythmic) 1,256,100
7. KRBE-FM/Houston-Galveston (CHR/Pop) 818,900
8. KHKS-FM/Dallas-Ft. Worth (CHR/Pop) 806,800
9. KYLD-FM/San Francisco (CHR/Rhythmic) 679,200
10. WSTR-FM/Atlanta (CHR/Pop) 668,600

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1pm-7pm E.T.

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7pm-12am E.T.



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Average Quarter-Hour



1. WFCC-FM/Cape Cod, MA	6.6
2. KHFM-FM/Albuquerque (Santa Fe, NM book)	5.1
3. KBOQ-FM/Monterey-Salinas	4.7
4. WCRB-FM/Boston	4.6
5. KASH & KLEF/Anchorage, AK	4.4
6. WCRB-FM/Boston (Worcester, MA book)	4.1
7. KDB-FM/Santa Barbara, CA	4.0
8. WGMS-FM/Washington, DC	3.9
9. KING-FM/Seattle-Tacoma	3.8
10. KHFM-FM/Albuquerque	3.6

Classical

Cume



1. WQXR-FM/New York	979,700
2. KKGO-FM/Los Angeles	569,600
3. KDFC-FM/San Francisco	410,500
4. WCRB-FM/Boston	375,000
5. WNIB-FM/Chicago	347,500
6. WGMS-FM/Washington, DC	332,200
7. WFMT-FM/Chicago	291,700
8. WRR-FM/Dallas-Ft. Worth	281,400
9. KING-FM/Seattle-Tacoma	271,500
10. WTMI-FM/Miami-Ft. Lauderdale	225,000

Average Quarter-Hour



1. KEAN-FM/Abilene, TX	28.0
2. WJLS-FM/Beckley, WV	27.4
3. WBKR-FM/Owensboro, KY	26.5
4. WFRY-FM/Watertown, NY	26.3
5. KYKZ-FM/Lake Charles, LA	25.8
6. WFGI & WFGY/Altoona, PA	24.6
7. WGSQ-FM/Cookeville, TN	23.0
8. WXBQ-FM/Johnson City-Kingsport	22.3
9. WIVK-FM/Knoxville	21.7
10. WACO-FM/Waco, TX	21.4

Country

Cume



1. WUSN-FM/Chicago	695,700
2. KZLA-FM/Los Angeles	581,300
3. KSCS-FM/Dallas-Ft. Worth	470,400
4. WKHX-FM/Atlanta	451,800
5. WMZQ-FM/Washington, DC	424,700
6. KILT-FM/Houston-Galveston	396,900
7. KEEY-FM/Minneapolis-St. Paul	396,800
8. WIL-FM/St. Louis	385,600
9. WXTU-FM/Chicago	383,900
10. KKBQ-FM/Houston-Galveston	366,300

Average Quarter-Hour

WJZT-FM

1. WJZT-FM/Tallahassee, FL	7.8
2. KMGQ-FM/Santa Barbara, CA	5.5
2. WJSZ & WSAX/Atlantic City, NJ	5.5
4. KCIY-FM/Kansas City	5.1
5. WJCD-FM/Norfolk-Virginia Beach	4.6
6. WJJZ-FM/Philadelphia	4.5
7. WVAE-FM/Cincinnati	4.4
8. WN WV-FM/Cleveland	4.3
9. KEZL-FM/Fresno	4.2
9. KHIH-FM/Denver-Boulder	4.2

NAC/SJ

Cume



1. WQCD-FM/New York	1,148,800
2. KTWV-FM/Los Angeles	835,800
3. WN UA-FM/Chicago	742,200
4. WJJZ-FM/Philadelphia	466,500
5. KKSF-FM/San Francisco	405,400
6. WVMV-FM/Detroit	357,200
7. WJZW-FM/Washington, DC	341,200
8. KBLX-FM/San Francisco	325,300
9. KOAI-FM/Dallas-Ft. Worth	302,500
10. WLVE-FM/Miami-Ft. Lauderdale	275,600

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Average Quarter-Hour



1. KFRU-AM/Columbia, MO (News/Talk) 17.4
2. WJBC-AM/Bloomington, IL (News/Talk) 15.9
3. KWTX-FM/Waco, TX (News/Talk) 15.8
4. KFGO-AM/Fargo, ND (News/Talk) 15.6
5. WSVA-AM/Harrisonburg, VA (News/Talk) 14.2
6. KMOX-AM/St. Louis (Talk) 13.9
7. WMT-AM/Cedar Rapids, IA (News/Talk) 13.3
8. KDKA-AM/Pittsburgh (News/Talk) 12.9
9. WHO-AM/Des Moines (News/Talk) 12.5
10. WHAS-AM/Louisville (Full Service) 12.3

News/Talk

Cume



1. WINS-AM/New York (News) 2,066,200
2. WCBS-AM/New York (News) 1,744,100
3. WABC-AM/New York (Talk) 1,288,700
4. WFAN-AM/New York (Sports) 1,224,900
5. KYW-AM/Philadelphia (News) 1,179,700
6. WOR-AM/New York (Talk) 1,024,700
7. WBBM-AM/Chicago (News) 992,300
8. KNX-AM/Los Angeles (News) 974,800
9. WGN-AM/Chicago (News/Talk) 974,200
10. KFI-AM/Los Angeles (Talk) 973,300

Average Quarter-Hour



1. KXGF-AM/Great Falls, MT 12.6
2. KLXR-AM/Redding, CA 10.2
3. KJUL-AM/Las Vegas 9.9
4. WFBG-AM/Altoona, PA 9.4
5. KJEM-FM/Fayetteville, AR 9.2
5. WOSN-FM/Ft. Pierce, FL 9.2
7. WLAM-AM & FM/Lewiston, ME 9.1
8. WOCN-FM/Cape Code, MA 8.2
9. WNLC-FM/New London, CT 7.7
10. WWC0-AM/Waterbury, CT 7.1

Nostalgia

Cume



1. KLAC-AM/Los Angeles 684,900
2. WQEW-AM/New York 591,100
3. WGAY-FM/Washington, DC (MOR) 356,300
4. WPEN-AM/Philadelphia 321,300
5. KABL-AM/San Francisco 294,500
6. WAIT-AM/Chicago 229,500
7. CKWW-AM/Detroit 223,800
8. KIXI-AM/Seattle-Tacoma 214,300
9. KOY-AM/Phoenix 204,400
10. WRMR-AM/Cleveland 182,800

Average Quarter-Hour



1. KQDI-FM/Great Falls, MT (Classic Rock) 15.8
2. WCPV-FM/Burlington, VT (Classic Rock) 14.7
3. KASS-FM/Casper, WY (Classic Rock) 12.5
4. WQUT-FM/Johnson City-Kingsport (Classic Rock) .. 12.3
5. KSTR-FM/Grand Junction, CO (Classic Rock) 12.0
6. KCQQ-FM/Quad Cities, IA-IL (Classic Hits) 11.8
7. WACL-FM/Harrisonburg, VA (Classic Hits) 11.5
8. WBZN-FM/Bangor, ME (Classic Hits) 11.5
9. KKZX-FM/Spokane (Classic Rock) 11.3
10. KBDR-FM/Laredo, TX (Classic Rock) 10.9

Oldies/CR

Cume



1. WCBS-FM/New York 1,667,200
2. KRTH-FM/Los Angeles 1,212,600
3. WAXQ-FM/New York (Classic Rock) 998,200
4. KCMG-FM/Los Angeles 995,700
5. WJMK-FM/Chicago 916,900
6. KCBS-FM/Los Angeles (Classic Hits) 911,000
7. WXCD-FM/Chicago (Classic Rock) 656,800
8. WOGL-FM/Philadelphia 604,000
9. KFRC-AM & FM/San Francisco 536,600
10. WOMC-FM/Detroit 532,700

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FORMAT LEADERS

Average Quarter-Hour



99 ROCK

1. KSEZ-FM/Sioux City, IA 14.0
1. WKSJ-FM/Ft. Walton Beach, FL 14.0
3. WXRJ-FM/Rockford, IL 13.9
4. KCLB-FM/Palm Springs, CA 12.9
5. WZZQ-FM/Terre Haute, IN 12.7
6. WRKT-FM/Erie, PA 11.8
7. WKHY-FM/Lafayette, IN 11.7
8. KZZE-FM/Medford, OR 11.4
8. WBLM-FM/Portland (Lewiston, ME book) 11.4
10. WCXR & WZXR/Williamsport, PA 11.3

Rock

Cume



1. WNEW-FM/New York 965,500
2. KLOS-FM/Los Angeles 779,800
3. WRCX-FM/Chicago 676,800
4. WYSP-FM/Philadelphia 666,600
5. WWDC-FM/Washington, DC 466,400
6. WMMR-FM/Philadelphia 462,400
7. WRIF-FM/Detroit 440,600
8. WKLS-FM/Atlanta 433,600
9. KLOL-FM/Houston-Galveston 428,900
10. KEGF-FM/Dallas-Ft. Worth 407,200

Average Quarter-Hour



1. KNEX-FM/Laredo, TX (Spanish Cont.) 20.1
2. KJBZ-FM/Laredo, TX (Tejano) 16.3
3. KBNA-AM & FM/El Paso (Spanish AC) 14.3
4. KGBT-AM & FM/McAllen-Brownsville (Reg. Mex.) .. 11.8
4. KKPS-FM/McAllen-Brownsville (Tejano) 11.8
6. KLHB-FM/Corpus Christi, TX (Tejano) 8.6
7. KIWW-FM/McAllen-Brownsville (Tejano) 8.5
8. KLOB-FM/Palm Springs, CA (Reg. Mex.) 7.2
9. KYZZ-FM/San Angelo, TX (Tejano) 6.5
10. KLVE-FM/Los Angeles (Spanish AC) 6.3
10. KUNA-FM/Palm Springs, CA (Reg. Mex.) 6.3

Spanish

Cume



1. WSKQ-FM/New York (Tropical) 1,346,500
2. KLVE-FM/Los Angeles (Spanish AC) 1,170,200
3. KSCA-FM/Los Angeles (Reg. Mex.) 1,007,500
4. WPAT-FM/New York (Spanish AC) 892,800
5. KLAX-FM/Los Angeles (Regional Mex.) ... 780,400
6. KBUA & KBUE/Los Angeles (Reg. Mex.) .. 500,100
7. WADO-AM/New York (Spanish N/T) 465,600
8. KTNQ-AM/Los Angeles (Spanish N/T) 416,900
9. KLTN-FM/Houston-Galveston (Reg. Mex.) 394,200
10. KSSE-FM/Los Angeles (Spanish Con.) 391,500

Average Quarter-Hour



1. WJIZ-FM/Albany, GA 23.3
2. KJMZ-FM/Lawton, OK 18.8
3. KBCE-FM/Alexandria, LA 17.5
4. WFYE-FM/Columbus, GA 16.5
5. WWDM-FM/Columbia, SC 16.3
6. WZHT-FM/Montgomery, AL 16.0
7. WZFX-FM/Fayetteville, NC 15.8
8. WJMI-FM/Jackson, MS 15.0
9. WIKS-FM/Greenville-New Bern (Urban AC) 14.0
10. KIIZ-FM/Killeen, TX 13.9
10. KRUV-FM/Monroe, LA 13.9

Urban

Cume



1. WRKS-FM/New York (Urban AC) 1,549,900
2. WBLS-FM/New York 1,371,100
3. KKBT-FM/Los Angeles 1,106,500
4. WGCI-FM/Chicago 991,600
5. WVAZ-FM/Chicago (Urban AC) 643,600
6. WJLB-FM/Detroit 597,700
7. WVEE-FM/Atlanta 595,900
8. WUSL-FM/Philadelphia 570,500
9. WKYS-FM/Washington, DC 494,100
10. KKDA-FM/Dallas-Ft. Worth 491,500

All About Scarborough Information

On the following six pages, you'll find a detailed format-by-format breakout of consumer profiles and consumption data for some of radio's largest spending categories. Each column contains two figures: Comp. % (composition percentage) indicates the proportion of that format's cume listeners who represent that characteristic, buy that product, or engage in that activity. The second figure is the Index, where 100 would be the average.

Scarborough data is collected using a two-phase phone/mail method. This method consists of a telephone interview, where radio listening, newspaper reading, and demographic information are collected. The interview respondents are then mailed a consumer survey booklet which collects their lifestyle and shopping information, and a seven-day television diary to record viewing.

The sample frame is adults 18+ in telephone households. The sample source is Survey Sampling Inc.'s "Random A" sample. A single adult respondent is randomly selected within the household to be interviewed using the "last birthday" method.

Scarborough uses a five-step process to build a relationship with the survey respondent. This includes:

- The telephone interview
- The consumer survey and TV diary mailing, including an up-front cash incentive
- A reminder phone call
- A reminder postcard

- A final reminder postcard with an extra \$10 incentive offer, for respondents whose mailing materials have not been returned after 28 days.

In the largest 11 markets, males 18-34, African-Americans, and Hispanics receive an additional reminder call.

Scarborough uses a systematic incentive treatment depending on the market's historical cooperation rates and whether the market qualifies for ethnic weighting. Differential Survey Treatments (DST) are used for ethnic respondents, including higher incentives, the creation of High Density Black and High Density Hispanic Sampling Areas (HDBAs and HDHAs), and bilingual interviewers and mailing materials.

Scarborough data is collected in 61 markets in the U.S. All data is collected in dedicated facilities by trained interviewers using CATI systems (Computer Assisted Telephone Interviewing). Fieldwork is conducted continuously in two six-month periods. Data is released two times per year in a rolling 12-month average. Each fieldwork period represents one half of the data set for each release.

Scarborough Research is available through a number of different software retrieval systems including PRIME, Maximiser, IMS, TapScan, and Strata.

For questions regarding Scarborough's methodology, please contact your local account executive or call Research Director Jane Mulligan at (212) 789-3556.

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SCARBOROUGH QUALITATIVE RESEARCH



CONSUMER PROFILES BY R&R FORMAT

	AC		Active Rock		Alt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic		Classic Rock	
	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
Age														
18-34	34%	101	78%	235	52%	156	77%	231	75%	227	69%	208	51%	154
35-54	50%	127	21%	54	47%	120	23%	58	23%	59	29%	74	47%	119
55	16%	60	1%	3	1%	4	1%	3	1%	5	2%	7	2%	8
Gender														
Men	38%	78	72%	151	57%	119	64%	133	47%	97	43%	89	69%	143
Women	62%	120	28%	53	43%	82	36%	69	53%	103	57%	111	31%	60
Race/Ethnicity														
White	90%	108	95%	114	97%	117	93%	112	66%	80	89%	107	96%	116
African-American	6%	46	2%	16	1%	5	3%	21	26%	215	6%	48	2%	13
Asian-American	4%	159	1%	45	1%	51	2%	94	4%	180	3%	132	1%	25
Other	1%	50	2%	93	1%	50	2%	95	3%	134	2%	82	1%	65
Spanish/Latin origin/descent	11%	96	10%	88	6%	58	10%	94	30%	268	14%	124	6%	54
Education (highest level)														
Some High School or less	7%	59	8%	72	4%	35	7%	63	12%	107	8%	75	6%	57
High School Graduate	33%	93	39%	109	25%	72	32%	89	39%	109	36%	102	36%	102
Some College or more	60%	114	53%	100	71%	133	61%	115	49%	93	55%	104	57%	108
Employment Status														
Employed Full-Time	63%	112	72%	129	76%	136	69%	122	59%	104	64%	113	76%	135
Household Income														
Less than \$25k	17%	72	16%	69	11%	49	14%	61	22%	96	19%	82	13%	56
\$25K-\$50K	40%	98	46%	111	38%	93	40%	97	43%	105	42%	103	42%	102
\$50K-\$75K	21%	116	20%	114	23%	132	21%	116	16%	92	20%	110	23%	128
\$75k+	22%	123	18%	100	27%	148	25%	140	19%	102	19%	106	22%	122
Marital Status														
Married	60%	104	41%	72	52%	91	39%	68	34%	60	44%	77	57%	99
Married with Children	33%	116	28%	100	35%	125	26%	91	25%	90	32%	113	41%	145
Single	40%	95	59%	138	48%	113	61%	144	66%	154	56%	131	43%	101
Presence of Children														
None	52%	91	50%	88	51%	88	54%	94	42%	73	44%	77	44%	76
One	19%	109	22%	126	18%	107	21%	121	24%	140	23%	132	21%	124
Two	19%	116	19%	116	21%	131	17%	107	20%	124	21%	132	23%	143
Three	8%	116	7%	111	8%	118	6%	91	10%	150	8%	126	9%	132
Four or more	3%	100	2%	74	2%	77	2%	81	5%	158	4%	122	3%	112
Registered Voter														
Yes	77%	100	72%	93	77%	99	72%	93	66%	85	71%	92	76%	98
No	23%	101	28%	126	23%	104	28%	126	34%	153	29%	129	24%	106
Home Ownership														
Own Home	68%	103	55%	83	63%	95	54%	81	43%	65	55%	83	65%	99
Rent/Other Home	32%	95	45%	132	37%	109	46%	136	57%	167	45%	132	35%	102
Length of Time Current Residence														
Less Than 6 Months	6%	102	10%	182	7%	135	9%	168	9%	159	8%	145	7%	120
6 Months-1 Year	6%	106	10%	193	7%	142	8%	152	8%	148	8%	148	7%	132
1 Year-2 Years	9%	105	15%	163	13%	147	14%	153	12%	132	13%	144	11%	124
2 Years-3 Years	9%	104	12%	132	12%	134	12%	130	12%	134	12%	128	11%	127
3 Years-4 Years	8%	104	10%	123	11%	136	9%	118	9%	116	9%	115	10%	124
4 Years-5 Years	6%	105	6%	103	8%	135	6%	106	6%	103	6%	115	7%	127
5 Years-6 Years	6%	109	6%	100	7%	130	6%	102	6%	109	6%	107	7%	118
6 Years-8 Years	8%	109	7%	95	9%	114	7%	93	8%	103	7%	96	9%	114
8 Years-10 Years	6%	105	5%	88	6%	105	5%	89	5%	85	6%	98	7%	117
10 Years-15 Years	12%	105	7%	62	10%	85	9%	81	10%	84	10%	89	11%	97
15 Years-20 Years	8%	104	6%	87	5%	70	7%	102	8%	114	8%	104	6%	87
20 Years or More	16%	80	7%	34	5%	25	7%	37	8%	39	8%	38	8%	38
Household Ownership														
Motorcycle	7%	100	12%	173	9%	132	9%	136	6%	94	8%	112	9%	136
Personal watercraft	3%	104	4%	113	4%	108	4%	111	2%	67	3%	106	4%	118
Power boat	7%	99	8%	121	7%	98	6%	83	4%	58	6%	88	8%	118
RV (motor home)	3%	91	2%	78	3%	99	2%	69	2%	65	2%	64	2%	78
Sail boat	2%	109	1%	74	1%	91	1%	96	1%	76	1%	95	1%	92



SCARBOROUGH QUALITATIVE RESEARCH

CONSUMER PROFILES BY R&R FORMAT

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
38%	115	56%	167	25%	77	14%	42	21%	64	64%	192	52%	155	68%	204	41%	125
43%	110	40%	102	59%	150	42%	106	66%	167	35%	89	37%	94	28%	71	46%	118
18%	67	4%	15	16%	57	44%	162	13%	47	1%	5	11%	41	4%	16	12%	44
48%	100	43%	89	51%	106	62%	128	51%	107	71%	147	52%	108	44%	91	43%	90
52%	100	57%	110	49%	94	39%	74	49%	94	29%	56	48%	93	56%	108	57%	109
97%	117	94%	113	65%	79	92%	111	95%	114	96%	115	85%	102	29%	35	30%	36
1%	12	3%	23	30%	243	6%	48	3%	26	2%	15	14%	113	66%	543	67%	547
0%	16	2%	96	3%	121	1%	32	1%	41	1%	33	0%	19	2%	71	1%	37
1%	54	1%	59	2%	88	1%	48	1%	47	2%	74	1%	28	3%	127	2%	103
5%	46	8%	74	10%	87	3%	29	9%	83	7%	68	84%	765	11%	101	10%	87
10%	84	6%	53	5%	48	7%	59	8%	67	8%	72	31%	279	12%	104	9%	81
42%	118	33%	94	27%	77	30%	85	36%	100	38%	107	35%	99	42%	118	36%	101
49%	91	61%	114	67%	127	63%	119	57%	107	54%	101	33%	63	46%	87	55%	103
65%	116	67%	120	70%	124	56%	99	69%	123	74%	132	59%	105	62%	110	66%	117
18%	80	14%	62	15%	66	18%	79	14%	63	16%	68	38%	167	29%	127	23%	102
45%	108	41%	99	38%	93	39%	94	39%	94	43%	104	41%	100	45%	110	41%	101
20%	113	22%	124	22%	122	21%	116	23%	128	20%	115	10%	57	14%	77	16%	91
17%	94	23%	127	25%	136	23%	125	24%	134	21%	116	11%	58	12%	68	19%	105
62%	108	54%	94	55%	96	68%	118	64%	111	50%	87	54%	93	30%	52	41%	72
34%	119	36%	129	30%	107	26%	92	36%	128	35%	124	37%	132	22%	76	26%	91
38%	89	46%	109	45%	105	32%	76	36%	85	50%	118	46%	109	70%	164	59%	138
53%	92	46%	81	54%	94	68%	118	51%	89	46%	80	38%	66	40%	69	46%	81
19%	113	21%	122	18%	107	14%	80	21%	120	22%	131	21%	122	25%	144	22%	127
18%	115	21%	133	18%	111	12%	77	18%	115	21%	131	22%	141	20%	127	19%	117
7%	105	8%	129	7%	111	5%	70	7%	109	8%	125	12%	179	10%	146	9%	131
3%	95	3%	110	3%	95	2%	60	3%	98	3%	94	7%	245	6%	203	5%	159
77%	100	76%	98	78%	101	85%	110	79%	102	72%	93	54%	69	72%	92	76%	98
23%	100	24%	107	22%	96	15%	67	21%	93	28%	123	46%	206	28%	126	24%	106
70%	107	61%	93	63%	96	79%	120	72%	110	61%	93	37%	56	46%	71	50%	76
30%	86	39%	114	37%	109	21%	61	28%	81	39%	114	63%	186	54%	157	50%	146
6%	108	7%	134	5%	95	3%	61	5%	83	8%	143	9%	169	8%	142	6%	101
6%	110	8%	146	5%	93	3%	66	4%	84	7%	137	6%	115	8%	150	5%	100
10%	109	12%	130	9%	97	6%	69	8%	90	12%	138	12%	135	12%	138	9%	102
10%	106	11%	126	10%	111	7%	76	8%	94	12%	137	12%	137	11%	119	10%	115
8%	106	9%	117	9%	110	7%	93	8%	98	10%	124	9%	115	10%	121	9%	115
6%	109	6%	115	6%	111	5%	90	5%	94	6%	114	7%	119	6%	112	6%	116
6%	100	6%	108	6%	112	5%	92	6%	106	7%	130	6%	113	6%	115	7%	117
8%	104	8%	107	9%	114	7%	97	8%	110	8%	105	8%	103	8%	100	8%	110
6%	106	6%	105	6%	111	6%	106	6%	114	6%	99	5%	96	5%	83	5%	95
12%	103	10%	90	13%	113	13%	110	14%	126	10%	86	10%	87	10%	84	11%	99
7%	101	7%	89	7%	101	8%	108	10%	131	6%	86	6%	79	7%	97	7%	101
16%	79	9%	47	15%	74	29%	143	17%	83	7%	35	9%	45	10%	49	15%	75
8%	123	8%	121	6%	87	6%	90	7%	107	10%	148	4%	64	5%	71	4%	62
4%	124	4%	106	3%	80	4%	111	3%	103	5%	140	2%	49	2%	63	2%	48
9%	135	7%	103	6%	80	8%	113	8%	116	8%	112	3%	40	4%	52	3%	45
4%	124	3%	82	3%	80	3%	110	3%	106	3%	99	1%	43	1%	43	2%	49
1%	92	1%	106	1%	101	2%	141	2%	112	1%	106	1%	62	1%	59	1%	73

SCARBOROUGH QUALITATIVE RESEARCH



PRODUCT CONSUMPTION BY R&R FORMAT

	AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic		Classic Rock	
	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
Beverages Consumed Past Week														
7Up	16%	97	18%	107	16%	95	18%	107	17%	102	23%	136	16%	95
Bottled mineral water	9%	106	9%	102	12%	137	10%	113	10%	109	12%	140	8%	94
Bottled spring water	33%	107	30%	99	35%	112	36%	117	37%	120	41%	132	30%	99
Caffeine Free Coke	6%	107	5%	96	4%	78	6%	112	6%	120	6%	112	5%	103
Caffeine Free Diet Coke	12%	114	7%	63	9%	84	8%	77	9%	86	8%	73	9%	83
Caffeine Free Diet Pepsi	7%	109	4%	61	5%	67	5%	71	5%	78	5%	73	6%	84
Caffeine Free Pepsi	6%	105	4%	84	4%	74	5%	96	6%	109	6%	104	5%	102
Coca-Cola Classic	39%	100	51%	133	44%	116	49%	128	46%	121	49%	127	45%	118
Diet 7Up	7%	105	4%	60	6%	88	5%	79	5%	80	5%	77	5%	73
Diet Coke	27%	112	22%	90	27%	113	25%	105	25%	104	20%	83	24%	99
Diet Dr. Pepper	6%	109	6%	99	6%	98	6%	101	6%	103	5%	79	6%	103
Diet Mountain Dew	3%	90	4%	123	3%	97	3%	100	3%	99	2%	69	3%	109
Diet Pepsi	20%	110	16%	89	19%	108	18%	97	17%	96	15%	85	18%	99
Diet Sprite	6%	102	4%	68	4%	80	5%	84	5%	88	4%	79	4%	78
Dr. Pepper	16%	96	27%	162	18%	108	23%	138	21%	125	19%	115	23%	135
Flavored sparkling water	9%	116	6%	83	10%	132	8%	101	9%	114	9%	124	7%	96
Iced tea in bottles or cans	29%	105	30%	109	30%	107	37%	131	35%	125	44%	159	30%	109
Mello Yello	1%	81	3%	145	1%	73	2%	116	2%	122	2%	89	2%	111
Mountain Dew	13%	92	25%	185	16%	119	20%	145	18%	129	18%	130	19%	137
Pepsi	32%	96	41%	121	33%	98	40%	118	39%	115	43%	129	39%	115
Slice	6%	98	7%	116	6%	99	7%	128	6%	104	9%	159	5%	89
Snapple (any kind)	17%	113	16%	101	18%	116	22%	145	20%	128	30%	192	17%	108
Specialty coffee	22%	115	22%	110	28%	141	23%	116	21%	108	19%	99	20%	103
Sports drinks	16%	96	27%	162	21%	125	25%	152	22%	134	24%	145	22%	134
Sprite	22%	99	26%	115	23%	102	26%	116	28%	122	34%	148	23%	102
Store brand diet soft drink	4%	107	3%	72	4%	90	4%	91	3%	85	3%	83	3%	88
Store brand regular soft drink	8%	93	10%	121	9%	104	9%	109	9%	107	10%	126	9%	109
Other diet soft drink	5%	112	4%	81	4%	89	4%	87	4%	79	4%	79	5%	99
Other regular soft drink	9%	95	13%	129	11%	111	12%	120	11%	113	12%	127	11%	112
Beer Consumed Past Month														
Amstel Light	2%	116	3%	174	3%	214	4%	228	2%	155	3%	156	2%	156
Any microbrew	5%	97	11%	207	12%	225	11%	216	7%	136	5%	106	10%	198
Becks	2%	110	3%	132	4%	189	3%	147	2%	99	2%	116	3%	150
Bud Ice	2%	108	5%	224	4%	181	5%	208	4%	175	3%	155	4%	167
Bud Ice Light	2%	104	3%	127	3%	131	4%	154	3%	148	3%	124	3%	138
Bud Light	11%	96	20%	169	16%	137	17%	148	15%	128	14%	116	17%	144
Budweiser	11%	95	17%	150	14%	126	17%	149	14%	120	16%	143	17%	151
Busch	1%	79	2%	147	2%	138	2%	109	2%	116	1%	59	3%	171
Busch Light	1%	85	3%	185	2%	111	2%	106	2%	108	1%	55	2%	141
Coors	3%	99	4%	122	3%	103	5%	140	4%	109	4%	113	4%	129
Coors Light	10%	103	12%	127	8%	87	15%	157	13%	145	11%	119	13%	140
Corona	6%	105	9%	151	8%	140	11%	176	8%	128	12%	195	7%	125
Heineken	6%	105	8%	138	7%	126	9%	154	7%	133	10%	180	7%	125
Icehouse	2%	87	4%	240	4%	195	3%	147	3%	169	1%	79	3%	168
Michelob	3%	96	5%	166	4%	149	4%	135	3%	116	2%	85	4%	133
Michelob Light	3%	104	5%	149	5%	160	4%	124	5%	144	2%	61	5%	144
Miller Beer	2%	93	4%	188	2%	111	2%	114	2%	103	2%	102	3%	125
Miller Genuine Draft	5%	94	10%	186	9%	173	8%	146	5%	96	7%	129	7%	128
Miller Genuine Draft Light	4%	104	7%	169	5%	128	6%	140	4%	88	5%	117	5%	113
Miller High Life	1%	74	2%	156	2%	115	2%	97	1%	86	1%	85	2%	123
Miller Lite	9%	102	15%	177	12%	139	12%	139	10%	120	9%	104	12%	138
Miller Lite Ice	1%	102	2%	207	1%	162	1%	167	1%	115	1%	118	1%	131
Molson	2%	105	3%	153	3%	116	4%	178	3%	151	2%	87	4%	168
Natural Light	1%	81	2%	167	1%	83	1%	106	1%	102	0%	47	1%	121
Red Dog	3%	106	5%	204	5%	201	4%	157	3%	134	3%	132	4%	153
Red Wolf	1%	115	2%	204	1%	154	1%	158	1%	104	1%	117	1%	161
Other imported beer	6%	100	11%	170	11%	181	12%	190	8%	129	7%	116	9%	147
Other light beer	2%	93	3%	153	3%	140	2%	121	2%	104	2%	100	2%	129
Other regular beer	3%	86	6%	143	6%	149	6%	142	4%	109	4%	100	6%	146
Purchasing: Weekly Shopping														
Less than \$30	4%	79	6%	120	4%	84	6%	109	5%	100	5%	101	5%	89
\$30-\$49	10%	86	9%	80	10%	86	11%	93	10%	88	11%	95	9%	77
\$50-\$74	18%	94	17%	89	18%	95	17%	89	17%	88	17%	91	16%	84
\$75-\$99	18%	101	17%	98	16%	93	18%	100	17%	99	17%	96	17%	99
\$100-\$124	21%	106	21%	110	21%	107	20%	102	21%	106	18%	94	22%	112
\$125-\$149	12%	112	12%	111	13%	115	12%	114	12%	110	12%	107	13%	120
\$150-\$199	9%	113	8%	101	9%	119	8%	102	9%	115	9%	110	9%	115
\$200 or more	7%	113	7%	112	6%	108	7%	111	7%	112	8%	140	7%	111



SCARBOROUGH QUALITATIVE RESEARCH

PRODUCT CONSUMPTION BY R&R FORMAT

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
14%	85	15%	92	18%	111	14%	84	16%	94	15%	93	30%	179	23%	140	22%	135
7%	83	10%	107	11%	126	8%	84	9%	96	8%	92	18%	197	10%	113	10%	117
29%	96	35%	115	37%	122	27%	88	32%	103	31%	102	35%	115	37%	120	40%	131
5%	97	6%	107	5%	99	5%	106	5%	100	5%	104	4%	75	6%	114	6%	114
11%	102	10%	95	10%	96	13%	123	12%	111	9%	84	7%	66	6%	58	8%	74
7%	95	7%	97	6%	86	8%	112	7%	106	5%	71	4%	56	4%	61	5%	66
5%	100	6%	115	5%	95	5%	90	6%	105	5%	96	4%	66	5%	102	5%	103
40%	104	42%	109	37%	97	36%	94	39%	101	48%	126	52%	135	46%	120	41%	107
6%	92	5%	84	6%	100	7%	107	6%	97	4%	64	8%	127	5%	81	6%	94
25%	104	26%	110	24%	99	26%	108	27%	113	24%	100	19%	79	17%	71	18%	77
8%	128	6%	106	6%	106	7%	122	7%	116	6%	100	4%	69	6%	94	4%	75
4%	134	3%	101	2%	77	3%	99	3%	97	4%	123	1%	47	3%	94	2%	69
18%	99	19%	106	18%	99	19%	107	19%	108	17%	94	14%	78	13%	71	14%	78
5%	93	5%	87	5%	89	6%	108	5%	96	4%	69	5%	84	4%	78	5%	85
22%	128	20%	117	16%	93	16%	95	17%	99	24%	142	17%	102	23%	135	16%	97
7%	87	8%	103	10%	134	7%	85	8%	105	7%	90	9%	115	12%	156	12%	154
24%	85	33%	118	32%	114	22%	78	29%	102	31%	113	41%	147	36%	128	39%	141
3%	140	2%	92	1%	73	1%	76	1%	72	3%	143	1%	32	5%	266	2%	132
17%	123	16%	117	11%	84	11%	77	13%	95	23%	169	12%	88	21%	154	15%	107
34%	103	35%	104	35%	103	28%	84	33%	99	42%	125	45%	133	46%	136	42%	124
4%	76	5%	98	7%	128	4%	72	5%	92	6%	112	10%	184	9%	157	9%	154
11%	73	20%	126	20%	127	12%	75	16%	103	16%	102	28%	178	18%	117	23%	150
19%	98	23%	120	23%	117	20%	101	21%	109	19%	99	16%	84	16%	83	17%	87
17%	106	19%	118	16%	100	14%	85	16%	97	25%	153	27%	166	23%	138	18%	107
21%	93	24%	108	24%	107	19%	84	20%	89	27%	118	35%	154	35%	154	31%	139
4%	107	3%	87	4%	106	4%	111	4%	111	4%	98	3%	76	3%	80	3%	87
8%	98	8%	99	9%	104	8%	90	8%	102	10%	117	9%	105	12%	143	11%	131
5%	103	5%	100	4%	94	6%	118	5%	111	4%	79	3%	61	3%	57	3%	72
9%	93	11%	110	10%	104	9%	93	10%	100	11%	113	10%	104	13%	130	13%	132
1%	75	3%	159	2%	103	1%	84	2%	112	2%	155	1%	70	1%	60	1%	86
5%	100	8%	149	5%	102	7%	131	6%	108	9%	174	3%	53	4%	73	3%	65
1%	70	2%	105	2%	120	2%	120	2%	96	2%	124	3%	139	2%	91	2%	108
3%	113	3%	132	2%	86	2%	90	2%	104	5%	211	3%	124	3%	149	2%	92
2%	105	3%	123	2%	99	2%	95	2%	102	4%	176	3%	112	3%	118	2%	90
14%	120	14%	115	10%	88	12%	100	12%	102	19%	160	13%	109	12%	98	9%	79
11%	94	12%	107	12%	108	11%	96	11%	100	20%	173	17%	148	14%	124	13%	112
2%	120	2%	124	1%	53	2%	100	2%	105	3%	163	1%	48	3%	147	1%	86
2%	137	2%	115	1%	64	1%	94	2%	117	3%	185	1%	37	1%	84	1%	61
3%	87	4%	120	4%	116	4%	119	3%	105	4%	121	4%	125	2%	72	3%	101
10%	106	12%	126	9%	96	10%	106	10%	111	15%	165	8%	90	8%	85	9%	94
5%	80	7%	113	7%	112	5%	80	6%	101	9%	159	17%	291	8%	128	7%	122
4%	71	7%	117	7%	123	5%	88	5%	92	8%	137	10%	175	8%	141	10%	169
3%	137	3%	139	2%	104	3%	138	2%	100	5%	253	1%	42	4%	194	2%	91
3%	109	3%	104	3%	115	3%	113	3%	102	4%	158	2%	84	4%	143	3%	123
4%	127	4%	105	3%	88	4%	115	4%	115	6%	195	1%	43	4%	130	3%	81
2%	110	2%	116	2%	119	3%	126	2%	104	3%	129	2%	103	2%	114	2%	108
5%	98	6%	116	7%	132	5%	96	6%	101	8%	139	7%	126	7%	130	5%	95
4%	103	5%	119	6%	137	4%	98	4%	107	5%	125	6%	149	4%	106	4%	92
2%	95	1%	89	2%	123	2%	112	2%	99	2%	146	2%	105	2%	131	2%	95
10%	118	11%	129	9%	102	9%	112	9%	109	11%	132	10%	123	9%	105	8%	91
1%	114	1%	119	1%	131	1%	106	1%	100	1%	195	1%	81	1%	144	1%	110
2%	92	3%	132	2%	102	3%	128	2%	99	4%	183	1%	49	2%	97	2%	95
1%	133	1%	116	1%	69	1%	106	1%	105	2%	175	1%	69	2%	176	1%	109
3%	110	3%	125	2%	85	3%	100	3%	112	5%	193	2%	84	3%	110	2%	82
1%	97	1%	148	1%	119	1%	105	1%	111	1%	141	1%	89	1%	88	1%	96
6%	92	8%	122	7%	120	6%	103	6%	103	10%	166	6%	102	6%	100	6%	92
2%	110	2%	98	2%	98	2%	126	2%	107	3%	138	2%	85	1%	62	1%	78
4%	95	4%	108	4%	112	4%	110	4%	109	5%	134	3%	88	3%	75	3%	79
4%	88	4%	88	4%	85	4%	88	4%	75	4%	88	4%	82	6%	114	5%	107
10%	89	9%	82	11%	96	12%	103	9%	75	9%	78	8%	70	12%	100	12%	100
18%	96	17%	89	17%	89	20%	105	17%	88	18%	92	18%	96	18%	93	19%	98
19%	106	18%	102	17%	97	18%	104	17%	99	18%	102	20%	113	17%	96	17%	95
20%	104	21%	106	20%	102	20%	103	21%	110	21%	110	18%	90	19%	100	18%	95
11%	104	13%	118	12%	114	10%	96	13%	121	12%	110	12%	107	10%	89	11%	100
9%	110	9%	113	9%	113	7%	85	9%	121	9%	115	9%	117	8%	105	8%	97
6%	102	7%	109	7%	112	6%	94	7%	118	7%	114	8%	129	8%	130	7%	121

PRODUCT CONSUMPTION BY R&R FORMAT

	AC		Active Rock		Adt. Alternative		Alternative		CHR/Pop		CHR/Rhythmic		Classic Rock	
	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
Long Distance Carrier Used														
AT&T	70%	100	68%	96	66%	93	67%	95	69%	98	70%	99	68%	97
MCI	13%	106	13%	109	14%	115	13%	107	13%	104	13%	107	13%	105
Sprint	6%	104	7%	120	8%	130	7%	121	7%	111	6%	107	7%	115
Other	13%	98	13%	103	14%	105	13%	99	13%	98	12%	94	14%	107
Phone Items Household Owns														
Home fax machine	15%	112	17%	126	19%	142	17%	130	15%	111	14%	104	16%	118
Office in the home	14%	112	16%	123	19%	149	15%	119	13%	102	12%	90	16%	122
Pager or beeper	29%	116	35%	139	32%	126	35%	139	35%	137	42%	165	31%	124
Telephone answering machine	74%	107	77%	110	76%	109	78%	112	75%	107	70%	101	76%	110
None of these	19%	79	15%	64	16%	67	14%	59	17%	71	19%	79	16%	69
Computer Ownership														
Yes	56%	112	58%	117	64%	128	61%	124	56%	114	53%	106	58%	118
No	44%	88	42%	83	36%	72	39%	77	44%	86	47%	94	42%	83
Computer: Accessories Owned														
Business software	30%	115	35%	135	39%	148	35%	133	30%	114	25%	97	34%	132
CD-ROM drive	35%	116	39%	130	41%	136	40%	135	35%	118	31%	105	38%	129
Educational software	31%	118	32%	119	35%	132	33%	124	33%	124	29%	108	34%	130
Entertainment software	35%	118	40%	134	41%	136	41%	136	37%	123	32%	106	39%	131
Laser printer	16%	119	16%	116	18%	133	18%	132	15%	113	15%	111	16%	117
Other printer	34%	113	35%	119	40%	132	37%	123	34%	112	28%	94	37%	122
Modem	34%	114	39%	131	44%	148	42%	139	36%	119	31%	103	39%	130
Scanner	5%	105	7%	136	7%	145	7%	145	5%	110	5%	96	6%	120
None of these	48%	88	45%	83	40%	73	43%	78	48%	88	53%	97	45%	82
Online Services Used														
Use Any Online Service	33%	118	38%	136	42%	153	41%	147	35%	127	32%	117	36%	129
America Online	15%	117	17%	139	20%	162	20%	158	17%	133	17%	133	17%	133
AT&T Worldnet Services	2%	109	2%	105	3%	129	3%	133	2%	115	2%	112	2%	111
CompuServe	3%	116	3%	135	3%	153	3%	137	3%	116	2%	91	3%	124
Prodigy	2%	109	2%	99	2%	126	2%	125	2%	105	2%	137	2%	123
The Microsoft Network	5%	122	5%	125	6%	139	5%	132	5%	132	5%	134	5%	119
Other online service	14%	119	18%	146	19%	159	17%	145	15%	125	13%	108	15%	129
Events Attended, Past Year														
Art gallery or museum	22%	105	28%	135	29%	142	23%	113	22%	107	16%	76	22%	106
Country music concert	10%	109	11%	118	8%	79	9%	91	11%	111	6%	64	10%	110
Dance or ballet performance	10%	115	7%	78	11%	129	9%	104	9%	107	8%	101	7%	89
Dinner theater	9%	106	7%	83	9%	106	6%	73	7%	84	7%	86	7%	78
Live theater	24%	114	23%	110	33%	157	21%	102	20%	95	17%	83	19%	93
Other musical concert	16%	106	15%	101	20%	135	18%	118	15%	103	17%	112	14%	97
Other nightclub	21%	107	36%	183	32%	163	34%	173	32%	162	32%	163	28%	143
Rock concert	16%	113	33%	231	30%	213	34%	234	24%	171	21%	146	27%	186
Symphony concert/opera/etc	11%	109	9%	86	14%	131	11%	109	10%	93	8%	74	10%	100
None of these	10%	74	6%	46	6%	46	7%	50	8%	60	10%	71	7%	55
Entertainment:														
Movie Attendance Past 3 Months														
1 time	18%	110	19%	117	20%	126	17%	108	19%	115	17%	102	20%	121
2 times	14%	111	13%	106	16%	124	14%	114	15%	121	15%	116	15%	117
3 times	11%	111	12%	127	12%	125	12%	131	11%	117	12%	130	11%	116
4 times	6%	101	9%	138	7%	114	9%	147	8%	124	9%	142	7%	107
5-6 times	8%	119	8%	131	9%	141	10%	154	8%	129	10%	150	8%	121
7-11 times	3%	111	4%	145	4%	140	4%	137	4%	128	4%	143	3%	100
12 or more times	2%	108	3%	139	2%	112	3%	174	2%	122	3%	149	2%	94
None	38%	87	32%	72	30%	67	29%	66	33%	74	31%	70	35%	80
Purchasing: Bought From														
Mail Order Past Year														
1 time	8%	101	9%	106	9%	108	9%	109	9%	111	9%	111	8%	96
2 times	13%	105	11%	95	13%	112	13%	107	13%	110	12%	102	12%	103
3-5 times	18%	108	15%	91	17%	103	15%	91	17%	101	15%	91	16%	101
6-10 times	7%	115	4%	71	6%	99	6%	91	6%	101	6%	90	6%	97
11-15 times	2%	111	2%	93	2%	128	2%	91	2%	107	2%	100	2%	98
16-20 times	1%	106	1%	85	1%	104	1%	88	1%	102	1%	85	1%	80
21 or more times	1%	95	1%	79	1%	98	1%	92	1%	91	1%	104	1%	83
None	50%	94	58%	107	51%	94	55%	102	51%	95	55%	102	54%	101

PRODUCT CONSUMPTION BY R&R FORMAT

Country		Hot AC		NAC/Smooth Jazz		News/Talk		Oldies		Rock		Spanish		Urban		Urban AC	
Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index	Comp	Index
69%	98	67%	95	70%	99	71%	101	70%	99	68%	97	72%	102	70%	100	70%	99
12%	102	14%	114	13%	108	13%	107	13%	107	13%	104	13%	106	11%	88	13%	104
6%	102	7%	123	6%	107	6%	97	6%	96	7%	121	5%	91	6%	106	5%	91
14%	110	13%	102	12%	95	13%	101	13%	97	13%	96	10%	74	12%	93	13%	97
13%	102	16%	121	17%	132	15%	114	15%	113	15%	117	10%	79	12%	92	14%	105
14%	109	15%	116	16%	128	15%	116	15%	116	15%	114	8%	64	10%	80	12%	97
27%	107	32%	125	32%	128	21%	84	28%	111	33%	129	35%	140	41%	163	37%	146
73%	105	77%	111	73%	104	71%	102	74%	106	77%	111	55%	79	64%	92	66%	95
20%	86	16%	66	18%	78	24%	100	19%	82	16%	67	33%	138	22%	94	22%	91
52%	105	59%	120	57%	114	51%	103	57%	114	58%	117	41%	82	45%	91	48%	97
48%	96	41%	81	43%	86	49%	97	43%	86	42%	83	59%	117	55%	109	52%	102
28%	109	33%	126	32%	121	30%	115	31%	120	33%	127	16%	62	21%	80	23%	87
33%	110	38%	128	35%	117	32%	107	36%	122	38%	126	21%	69	25%	83	26%	89
29%	109	35%	130	32%	119	27%	102	32%	122	33%	123	20%	75	24%	91	26%	97
34%	112	39%	129	35%	116	32%	106	36%	121	39%	132	21%	71	25%	85	26%	88
14%	102	17%	125	17%	126	14%	106	16%	122	15%	111	10%	73	11%	80	13%	98
33%	109	36%	122	34%	114	34%	112	36%	120	36%	120	18%	60	24%	80	25%	84
32%	107	38%	127	36%	119	34%	113	36%	119	39%	130	20%	66	24%	79	26%	87
5%	109	6%	114	6%	116	6%	123	6%	114	7%	140	3%	58	4%	89	4%	78
52%	94	44%	81	48%	88	52%	94	47%	86	46%	85	68%	124	61%	112	58%	105
29%	105	36%	131	34%	124	29%	105	33%	119	34%	124	23%	82	27%	99	30%	108
13%	102	17%	140	16%	129	12%	97	15%	120	16%	127	10%	81	13%	102	14%	110
2%	87	2%	92	3%	143	2%	101	2%	110	2%	110	3%	167	2%	120	3%	137
2%	103	3%	118	3%	129	2%	110	3%	127	3%	120	2%	70	2%	74	2%	97
2%	93	2%	124	2%	133	2%	96	2%	121	2%	106	1%	77	2%	133	2%	130
4%	103	6%	140	5%	120	4%	92	5%	120	5%	123	4%	92	5%	120	5%	133
13%	110	15%	127	15%	124	14%	113	14%	118	15%	125	8%	69	11%	92	11%	94
22%	105	25%	122	21%	103	25%	122	22%	108	22%	106	14%	66	21%	101	16%	79
17%	180	10%	103	7%	75	9%	97	10%	109	11%	116	5%	54	6%	68	4%	46
7%	86	10%	115	10%	118	8%	97	9%	105	7%	84	7%	85	7%	87	9%	109
8%	89	7%	86	8%	98	10%	119	9%	106	7%	83	5%	62	7%	87	9%	102
21%	100	22%	104	26%	123	25%	118	22%	105	20%	95	12%	59	20%	95	19%	90
13%	88	15%	101	22%	148	15%	100	15%	100	15%	100	13%	87	21%	145	21%	144
21%	109	28%	141	21%	109	16%	82	19%	97	30%	153	21%	109	32%	165	26%	134
16%	109	23%	164	14%	100	11%	78	15%	105	28%	198	12%	82	16%	108	11%	80
9%	86	11%	103	13%	124	12%	114	11%	103	9%	88	7%	64	8%	75	9%	87
12%	86	8%	58	10%	70	14%	102	11%	81	9%	65	16%	118	10%	70	11%	81
18%	109	18%	114	16%	98	15%	95	18%	109	21%	129	14%	87	16%	99	15%	90
13%	102	15%	118	13%	106	12%	96	13%	106	15%	117	13%	102	13%	100	13%	101
10%	100	11%	117	12%	124	9%	97	10%	106	11%	114	10%	106	12%	124	12%	125
6%	95	8%	124	8%	124	5%	87	6%	94	7%	116	8%	134	9%	151	8%	127
6%	96	8%	123	8%	131	6%	94	7%	107	7%	105	8%	119	8%	118	8%	126
3%	96	4%	118	3%	115	3%	90	3%	101	3%	104	3%	100	4%	147	3%	111
2%	88	2%	120	2%	115	2%	86	2%	106	2%	120	3%	133	3%	156	3%	154
43%	99	34%	77	37%	84	47%	108	41%	93	34%	77	41%	94	35%	80	39%	88
8%	103	9%	110	8%	96	7%	90	8%	100	8%	101	9%	111	8%	101	8%	99
12%	100	13%	112	12%	104	12%	98	13%	104	12%	100	11%	91	11%	91	12%	100
17%	103	17%	103	17%	101	17%	103	17%	105	16%	100	11%	70	14%	89	17%	101
6%	101	6%	102	6%	94	7%	106	7%	111	6%	95	5%	74	4%	71	5%	88
2%	102	2%	111	2%	107	2%	91	2%	105	2%	91	2%	82	2%	103	2%	127
1%	104	1%	120	1%	86	1%	93	1%	118	1%	89	1%	75	1%	108	1%	105
1%	88	1%	106	1%	119	1%	94	1%	89	1%	83	1%	109	1%	135	1%	127
53%	99	50%	94	54%	100	54%	101	52%	96	54%	101	61%	113	58%	108	54%	100

AM Drive/Top 10 Average Quarter-Hour Share 12+, M-F, 6-10 am

1. **WBKR-FM/OWENSBORO, KY (COUNTRY) 31.5**
Sky Phillips & The Wake-Up Crew
2. **KEAN-FM/ABILENE, TX (COUNTRY) 31.4**
Doc & Pee J
3. **KYKZ-FM/LAKE CHARLES, LA (COUNTRY) 30.5**
Dale Mann & Co.
4. **WJLS-FM/BECKLEY, WV (COUNTRY) 29.4**
Jeff Reid, Margaret Anne, & Bob Cannon*
5. **WJBC-AM/BLOOMINGTON, IL (NEWS/TALK) 27.7**
Don Munson, Elizabeth Estes Cooper



Sky Phillips & The WBKR Wake-Up Crew
WBKR-FM/Owensboro, KY



Doc & Pee J
KEAN-FM/Abilene, TX

6. **WFRY-FM/WATERTOWN, NY (COUNTRY) 27.5**
Tad Poole & Ann Phiban
7. **WFGI & WFGY/ALTOONA, PA (COUNTRY) 27.3**
Steve Kelsey
8. **KFYR-AM/BISMARCK, ND (AC) 27.2**
PMS - Phil & Mark Show (Phil Parker & Mark Armstrong)
9. **WSVA-AM/HARRISONBURG, VA (NEWS/TALK) 26.0**
Jim Britt, Bill Phipps, & Frank Wilt
10. **WGSQ-FM/COOKEVILLE, TN (COUNTRY) 25.6**
Gator Harrison

* Margaret Anne was replaced by Ann Kelly in July.

AM Drive/Top 10 Average Cume Persons 12+, M-F, 6-10 am

1. **WINS-AM/NEW YORK (NEWS) 1,355,700**
Lee Harris, Bob Hagen, Judy DeAngelis
2. **WHTZ-FM/NEW YORK (CHR/POP) 1,291,700**
Elvis, Elliot & Z Morning Zoo
3. **WXRK-FM/NEW YORK (ALTERNATIVE) 1,208,600**
Howard Stern
4. **WCBS-AM/NEW YORK (NEWS) 1,126,000**
Jeff Kaplan & Pat Carroll
5. **WLTW-FM/NEW YORK (AC) 1,103,200**
Bill Buchner, Nick Gregory, & Kathy Millar



Lee Harris, Bob Hagen, Judy DeAngelis
WINS-AM/New York



Elvis, Elliot & Z Morning Zoo
WHTZ-FM/New York

6. **WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,083,600**
Dr. Dre, Ed Lover & Lisa G*
7. **WRKS-FM/NEW YORK (URBAN AC) 861,900**
Issac Hayes
8. **WSKQ-FM/NEW YORK (TROPICAL) 858,700**
Luis Jimenez & Epi Colón
9. **WKTU-FM/NEW YORK (CHR/RHYTHMIC) 851,100**
Hollywood Hamilton & Goumba Johnny
10. **WCBS-FM/NEW YORK (OLDIES) 814,700**
Harry Harrison; Dan Daniel

* Became Ed Lover, Maija, & DJ Enuuff after August 31.

PM Drive/Top 10

Average Quarter-Hour Share 12+, M-F, 3-7 pm

1. **KEAN-FM/ABILENE, TX (COUNTRY) 27.2**
Ruby "Fearless" Fernandez
2. **WJLS-FM/BECKLEY, WV (COUNTRY) 26.9**
Ann Kelly; Dave Willis
3. **KYKZ-FM/LAKE CHARLES, LA (COUNTRY) 25.7**
Charlie Grant
4. **WFGI & WFGY/ALTOONA, PA (COUNTRY) 24.6**
Pete Moss
5. **WBKR-FM/OWENSBORO, KY (COUNTRY) 24.2**
Nick Weber



Charlie Grant
KYKZ-FM/Lake Charles, LA



Ann Kelly
WJLS-FM/Beckley, WV



Ruby "Fearless" Fernandez
KEAN-FM/Abilene, TX

6. **WFRY-FM/WATERTOWN, NY (COUNTRY) 24.0**
Annie Croakley
7. **WACO-FM/WACO, TX (COUNTRY) 21.5**
Glenn Michaels
7. **WCIR-FM/BECKLEY, WV (HOT AC) 21.5**
Bob Spencer
9. **WIVK-FM/KNOXVILLE (COUNTRY) 21.4**
John Garrett
10. **WXBQ-FM/JOHNSON CITY-KINGSPORT (COUNTRY) 21.2**
Marty Osborne

PM Drive/Top 10

Average Cume Persons 12+, M-F, 3-7 pm

1. **WHTZ-FM/NEW YORK (CHR/POP) 1,464,600**
Paul "Cubby" Bryant
2. **WQHT-FM/NEW YORK (CHR/RHYTHMIC) 1,266,600**
Angie Martinez
3. **WLTW-FM/NEW YORK (AC) 1,202,300**
Valerie Smaldone; Steve Roy & Sandy Jackson
4. **WKTU-FM/NEW YORK (CHR/RHYTHMIC) 1,153,100**
Broadway Bill Lee
5. **WCBS-FM/NEW YORK (OLDIES) 843,700**
Bob Shannon



Bill Lee
WKTU-FM/New York



Paul "Cubby" Bryant
WHTZ-FM/New York



Valerie Smaldone; Steve Roy & Sandy Jackson
WLTW-FM/New York

6. **KPWR-FM/LOS ANGELES (CHR/RHYTHMIC) 831,200**
Baka Boyz
7. **WPLJ-FM/NEW YORK (HOT AC) 791,600**
Rocky Allen
8. **WSKQ-FM/NEW YORK (TROPICAL) 782,700**
Paco
9. **KIIS-FM/LOS ANGELES (CHR/POP) 776,900**
Gary Spears
10. **WRKS-FM/NEW YORK (URBAN AC) 761,500**
Mike Shannon; Ashford & Simpson

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How To Use The Ratings Information

As you examine R&R's "Ratings Report & Directory, Vol. 2, '98," you'll find the following highlights featured in the detailed breakouts for markets 1-100:

1 SHARE TRENDS

All stations in the Top 50 markets which earned at least a 1.0 share and the top 10 stations in markets 51-100 (according to the Spring '98 Arbitron) are listed. Trends read left to right, with the most recent results on the right. Up to five rating periods are included in any market's trend report, which covers the past year. Stations are ranked according to their Monday-Sunday (total persons 12+) average quarter-hour share.

2 STATION/FORMAT

The call letters are printed in **bold** type with the station format listed beneath in italics.

3 FREQUENCY/POWER

The frequency and power for the radio signal(s) are shown as listed in each Arbitron report.

4 AUDIENCE RANKINGS

The six rankings to the right of the frequency power column will help you determine a station's core strength. The first listing shows the 12+ cume rank, followed by five AQH demo ranks. Also featured: AQH demographic rankings for the Top 50 markets. All figures based on total week listening.

5 TIME SPENT LISTENING

This column shows the average number of minutes the audience spent listening to the station weekly. Based on 12+ total week listening.

6 OWNER & REP INFORMATION

Station owners (as of August 14) and their national rep affiliations, as listed in each Arbitron report.

7 FORMAT SHARE

The lower-left corner of each Top 50 market page features a bar graph ranking format share. Format totals are computed by adding the Spring '98 12+ Monday-Sunday AQH shown in each market breakout. For example, all News/Talk shares are added together.

8 NOTATIONS

Updates are listed noting format and call letter changes, as well as LMA activity.

9 OWNERSHIP REACH

The lower-right corner of each Top 50 market page features a bar graph ranking owner reach. Owner totals are computed by merging the Spring '98 12+ Monday-Sunday unduplicated cume of the companies, then dividing into the market's 12+ population base. For example, the CBS cume reach.

10 MARKET POPULATION

The 12+ population for each market is shown, with the black and Hispanic percentages in parentheses. In those markets where the ethnic populations do not achieve established thresholds, the code N/A is used.

10

NEW YORK

#1 NEW YORK

12+ POPULATION: 14,236,500 (Black: 19.5%, Hispanic: 22.2%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	12+ AQH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.0	6.4	6.2	6.6	5.9	1	WLTW-FM <i>AC</i>	106.7 6kw	2	8	6	4	2	1	8:30	Chancellor Media	KATZ
4.3	5.1	5.6	6.1	5.9	1	WSKO-FM <i>Tropical</i>	97.9 7.8kw	3	4	1	1	3	14:15	SBS	CAB	
6.1	6.2	5.9	6.1	5.9	2	WQHT-FM <i>CHR/Rhythmic</i>	97.1 6.7kw	4	1	1	2	11	23	9:00	Emmis	ARP
3.5	4.3	3.9	4.7	5.1	4	WHTZ-FM <i>CHR/Pop</i>	100.3 6.7kw	1	2	2	5	7	15	6:30	Chancellor Media	CHR
4.7	4.7	4.6	4.6	4.6	5	WCBS-FM <i>Oldies</i>	101.1 6.8kw	7	16	15	8	3	2	9:00	CBS Radio	CBS
4.1	4.6	4.4	4.2	4.3	6	WRKS-FM <i>Urban AC</i>	98.7 7.8kw	9	7	8	7	4	4	9:00	Emmis	D&R
4.7	4.7	4.6	3.8	4.2	7	WKTU-FM <i>CHR/Rhythmic</i>	103.5 5.4kw	5	3	3	3	5	11	7:00	Chancellor Media	EAST
3.8	3.5	4.1	4.3	3.8	8	WXRK-FM <i>Alternative</i>	92.3 6kw	8	5	5	6	6	16	7:30	CBS Radio	IRS
2.7	3.2	3.1	3.0	3.2	9	WABC-AM <i>Talk</i>	770 50kw	13	19	18	18	13	8:00	ABC inc.	KATZ	
3.5	3.6	3.0	3.6	3.2	9	WINS-AM <i>News</i>	1010 50kw	3	17	17	16	15	7	5:00	CBS Radio	CBS
3.6	3.2	3.0	3.1	3.2	9	WOR-AM <i>Talk</i>	710 50kw	17	25	33	24	22	17	10:00	Buckley	MCG
3.2	2.8	3.3	3.5	3.2	9	WPAT-FM <i>Spanish AC</i>	93.1 5.4kw	21	9	10	11	9	5	11:30	SBS	CAB
2.9	2.2	2.4	2.9	3.1	13	WQXR-FM <i>Classical</i>	96.3 7.8kw	19	26	28	21	21	8	10:15	New York Times	ARP
3.1	3.2	3.2	2.9	3.2	14	WCBS-AM <i>News</i>	880 50kw	6	22	25	20	20	12	5:30	CBS Radio	CBS
3.4	3.2	2.8	3.2	2.8	15	WQCD-FM <i>NAC/SJ</i>	101.9 6.2kw	15	20	14	12	10	6	8:00	Emmis	CHR

¹ Evolved from Classic Rock since March. ² Was WNSR-FM until January 22.

7	4	9 DEMOGRAPHIC RANKINGS			
FORMAT SHARE		Men	Women	Men	Women
		18-34	18-34	25-54	25-54
NEWS/TALK 15.2	1	1	1	1	1
CHR 14.9	2	2	2	2	2
SPANISH AC 11.5	3	3	3	3	3
URBAN 7.0	4	4	4	4	4
OLDIES/CR 6.2	5	5	5	5	5
ALTERNATIVE 3.8	6	6	6	6	6
CLASSICAL 3.1	7	7	7	7	7
NAC/SJ 2.8	8	8	8	8	8
NOSTALGIA 1.8	9	9	9	9	9
ROCK 1.7	10	10	10	10	10

9 OWNERSHIP REACH
CBS 45.8%
Chancellor 41.0%
Emmis 26.1%
ABC 18.4%
SBS 11.9%
Inner City 10.9%
NY Times 10.2%
Buckley 7.2%
Heffel 5.8%
Cox 4.6%
Jarad 2.4%
Big City 2.3%

Reps Abbreviation Key

21ST	21st Century Broadcasting	KBS	Keystone Broadcasting System
ABC	ABC Radio Sales	KT-H	Katz Hispanic
AMA	Art Moore & Associates	LOTUS	Lotus Hispanic Reps
ARP	Allied Radio Partners	MCG	McGavren-Guild, Inc.
BAN	Banner Radio	MG/S	McGavren-Guild/Susquehanna
CAB	Caballero Spanish Media	MSS	Mid-South Sales
CAN	Canadian Br. Sales	PATT	Patt Media
CBS	CBS Radio Spot Sales	REG	Regional Representatives
CCRS	Clear Channel Radio Sales	REP	Republic Radio Inc.
CHR	The Christal Company	ROS	Roslin Radio Sales, Inc.
CRA	Crawford Broadcasting Co.	RSS	Radio Spot Sales
D&R	D&R	SAV	Savalli Broadcast Sales
DCA	Dora-Clayton Agency	SBS	Spanish Broadcasting System
EAST	Eastman Radio, Inc.	SEN	Sentry
G/W	Group W Radio Sales	SRR	Salem Radio Representatives
IRS	Infinity Radio Sales	SSS	Southern Spot Sales
K&P	Katz & Powell	TNS	TN Spot Sales
KATZ	Katz Radio	WRS	Williams Radio Sales

12+ POPULATION: 14,236,500 (Black: 19.5%; Hispanic: 22.2%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.0	6.4	6.2	6.6	5.9	1	WLTW-FM AC	106.7 6kw	2	8	6	4	2	1	8:30	Chancellor Media	KATZ
4.3	5.1	5.6	6.1	5.9	1	WSKQ-FM Tropical	97.9 7.8kw	12	4	4	1	1	3	14:15	SBS	CAB
6.1	6.2	5.9	5.5	5.6	3	WQHT-FM CHR/Rhythmic	97.1 6.7kw	4	1	1	2	11	23	9:00	Emmis	ARP
3.5	4.3	3.9	4.7	5.1	4	WHTZ-FM CHR/Pop	100.3 6kw	1	2	2	5	7	15	6:30	Chancellor Media	CHR
4.7	4.7	4.6	4.6	4.6	5	WCBS-FM Oldies	101.1 6.8kw	7	16	15	8	3	2	9:00	CBS Radio	CBS
4.1	4.6	4.4	4.2	4.3	6	WRKS-FM Urban AC	98.7 7.8kw	9	7	8	7	4	4	9:00	Emmis	D&R
4.7	4.7	4.6	3.8	4.2	7	WKTU-FM CHR/Rhythmic	103.5 5.4kw	5	3	3	3	5	11	7:00	Chancellor Media	EAST
3.8	3.5	4.1	4.3	3.8	8	WXRK-FM Alternative	92.3 6kw	8	5	5	6	6	16	7:30	CBS Radio	IRS
2.7	3.2	3.1	3.0	3.2	9	WABC-AM Talk	770 50kw	13	19	18	18	18	13	8:00	ABC Inc.	KATZ
3.5	3.6	3.0	3.6	3.2	9	WINS-AM News	1010 50kw	3	17	17	16	15	7	5:00	CBS Radio	CBS
3.6	3.2	3.0	3.1	3.2	9	WOR-AM Talk	710 50kw	17	25	33	24	22	17	10:00	Buckley	MCG
3.2	2.8	3.3	3.5	3.2	9	WPAT-FM Spanish AC	93.1 5.4kw	21	9	10	11	9	5	11:30	SBS	CAB
2.9	2.2	2.4	2.9	3.1	13	WQXR-FM Classical	96.3 7.8kw	19	26	28	21	21	8	10:15	New York Times	ARP
3.1	3.2	3.2	2.8	3.0	14	WCBS-AM News	880 50kw	6	22	25	20	20	12	5:30	CBS Radio	CBS
3.4	3.2	2.8	3.2	2.8	15	WQCD-FM NAC/SJ	101.9 6.2kw	15	20	14	12	10	6	8:00	Emmis	CHR
2.7	2.5	2.3	2.5	2.7	16	WBLS-FM Urban	107.5 4.2kw	11	6	7	10	12	19	6:30	Inner City	MCG
2.6	2.8	2.8	2.6	2.7	16	WPLJ-FM Hot AC	95.5 6.7kw	10	13	9	9	8	14	6:00	ABC Inc.	KATZ
2.5	2.9	2.8	2.2	2.6	18	WFAN-AM Sports	660 50kw	14	12	11	13	13	10	7:00	CBS Radio	IRS
1.9	1.8	2.0	2.4	2.4	19	WADO-AM Spanish News/Talk	1280 50(5)kw	23	29	23	19	17	9	17:00	Heftel	KT-H
2.1	1.8	2.1	2.0	1.8	20	WQEW-AM Nostalgia	1560 50kw	22	—	39	37	38	25	9:45	New York Times	ARP

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95.5

WPLJ

NEW YORK

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THE BEST MIX OF THE '70s '80s & '90s

12+ POPULATION 14,236,500 (Black: 19.5%; Hispanic: 22.2%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHT-TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.6	1.8	1.7	1.5	1.7	21	WNEW-FM ¹ Classic Rock	102.7 6kw	20	18	16	14	14	18	5:45	CBS Radio	CBS
2.0	1.9	1.4	1.5	1.6	22	WAXQ-FM Classic Rock	104.3 3kw	18	11	13	15	16	20	5:15	Chancellor Media	KATZ
1.5	1.6	1.5	1.5	1.5	23	WBIX-FM ² Hot AC	105.1 6kw	16	14	12	17	19	21	4:30	Chancellor Media	SEN

¹ Evolved from Classic Rock since March. ² Was WNSR-FM until January 22.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 15.2	1 WQHT-FM	1 WKTU-FM	1 WSKQ-FM	1 WLTW-FM	CBS 45.8%
CHR 14.9	2 WXRK-FM	2 WQHT-FM	2 WXRK-FM	2 WSKQ-FM	Chancellor 41.0%
SPANISH 11.5	3 WSKQ-FM	3 WHTZ-FM	3 WCBS-FM	3 WRKS-FM	Emmis 26.1%
AC 10.1	4 WHTZ-FM	4 WSKQ-FM	4 WFAN-AM	4 WRKS-FM	ABC 18.4%
URBAN 7.0	5 WKTU-FM	5 WLTW-FM	5 WLTW-FM	5 WKTU-FM	SBS 11.9%
OLDIES/CR 6.2	6 WFAN-AM	6 WRKS-FM	6 WKTU-FM	6 WHTZ-FM	Inner City 10.9%
ALTERNATIVE 3.8	7 WBLS-FM	7 WBLS-FM	7 WRKS-FM	7 WPLJ-FM	NY Times 10.2%
CLASSICAL 3.1	8 WPLJ-FM	8 WPLJ-FM	8 WQHT-FM	8 WPAT-FM	Buckley 7.2%
NAC/SJ 2.8	9 WRKS-FM	9 WXRK-FM	9 WPLJ-FM	9 WBSL-FM	Heftel 5.8%
NOSTALGIA 1.8	10 WLTW-FM	10 WPAT-FM	10 WQCD-FM	10 WQCD-FM	Cox 4.6%
ROCK 1.7					Jarad 2.4%
					Big City 2.3%

More than
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12+ POPULATION: 9,920,000 (Black: 9.9%; Hispanic: 36.8%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.6	6.0	6.1	5.3	6.3	1	KLVE-FM Spanish	107.5 29.5kw	4	10	2	1	1	1	11:30	Heftel	KT-H
4.4	4.5	4.9	5.4	5.8	2	KSCA-FM Regional Mexican	101.9 4.8kw	9	7	1	2	2	2	12:15	Heftel	KT-H
3.7	4.1	4.0	4.4	3.9	3	KFI-AM Talk	640 50kw	12	28	20	18	8	4	8:45	Cox	CHR
4.3	4.6	4.2	4.0	3.9	3	KPWR-FM CHR/Rhythmic	105.9 25kw	2	1	3	9	21	33	6:00	Emmis	D&R
4.5	4.0	4.5	3.9	3.8	5	KKBT-FM Urban	92.3 43kw	8	3	4	4	15	22	7:30	Chancellor Media	ARP
2.6	2.3	2.1	3.4	3.5	6	KLAX-FM Regional Mexican	97.9 33kw	17	6	6	3	9	15	9:45	SBS	CABA
3.8	3.9	4.0	3.8	3.3	7	KIIS-FM CHR/Pop	102.7 8kw	1	2	8	13	17	23	4:45	Jacor	KATZ
3.6	3.9	3.8	3.8	3.3	7	KOST-FM AC	103.5 12.5kw	6	15	10	10	5	6	6:00	Cox	CHR
3.8	3.6	3.0	3.4	3.3	7	KROQ-FM Alternative	106.7 5.6kw	7	4	4	5	14	25	6:15	CBS Radio	IRS
3.9	4.0	4.0	3.4	3.3	7	KRTH-FM Oldies	101.1 51kw	3	13	18	11	6	5	5:45	CBS Radio	CBS
3.4	3.6	3.4	3.3	3.3	7	KTWV-FM NAC/SJ	94.7 55kw	16	31	21	14	3	3	8:30	CBS Radio	CBS
1.6	1.7	1.4	2.7	3.1	12	KCMG-FM ¹ Oldies	100.3 15kw	10	5	9	6	7	11	6:45	Chancellor Media	EAST
2.8	3.1	3.0	2.6	2.9	13	KABC-AM Talk	790 5kw	20	39	28	23	20	7	9:30	ABC Inc.	KATZ
2.8	2.5	2.8	2.9	2.9	13	KYSR-FM Hot AC	98.7 75kw	5	8	7	7	11	20	5:15	Chancellor Media	BAN
2.4	2.6	2.7	3.0	2.6	15	KBIG-FM AC	104.3 105kw	14	19	11	15	12	12	6:15	Chancellor Media	SEN
2.2	2.0	2.6	2.3	2.6	15	KLOS-FM Rock	95.5 63kw	18	31	14	8	4	8	7:00	ABC Inc.	KATZ
2.6	1.9	2.7	2.5	2.4	17	KCBS-FM Classic Hits	93.1 28.5kw	13	18	13	12	10	10	5:30	CBS Radio	CBS
2.0	2.2	2.0	2.5	2.4	17	KNX-AM News	1070 50kw	11	29	28	25	23	14	5:15	CBS Radio	CBS
2.5	2.5	2.7	2.3	2.3	19	KZLA-FM Country	93.9 18.5kw	23	21	23	21	18	9	8:45	Bonneville Int.	SEN
2.2	2.6	2.3	2.2	2.2	20	KLAC-AM Nostalgia	570 5kw	19	42	39	35	32	18	6:45	Chancellor Media	SEN

¹ Was KIBB-FM until February.



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OLDIES RADIO K-EARTH 101 FM



12+ POPULATION: 9,920,000 (Black: 9.9%, Hispanic: 36.8%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHT/TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.0	2.0	2.5	2.4	2.2	20	KLSX-FM Talk	97.1 21kw	21	28	12	16	12	19	7:15	CBS Radio	ARP
2.5	2.0	2.1	1.8	2.2	20	KTNQ-AM Spanish News/Talk	1020 50kw	26	30	16	17	16	13	11:30	Heffel	KT-H
2.0	1.8	2.1	2.1	1.9	23	KFWB-AM News	990 5kw	15	40	34	26	24	16	4:30	CBS Radio	G/W
1.5	1.5	1.7	1.9	1.9	23	KKGO-FM Classical	105.7 19kw	24	23	26	27	25	17	7:00	Mt. Wilson FM	ARP
2.0	1.5	1.8	1.9	1.7	25	KBUA/KBUE Regional Mexican	94.3/105.5 3kw/.05kw	25	9	17	19	22	24	7:15	Lieberman	—
1.3	1.0	1.4	1.2	1.5	26	KJLH-FM Urban AC	102.3 2.25kw	28	17	22	20	19	21	8:30	Taxi	K&P
0.8	1.4	1.2	1.5	1.3	27	KSSE-FM Spanish Contemporary	97.5 72kw	27	11	15	22	27	35	7:15	EXCL Comm.	CAB
1.0	1.3	1.0	0.8	1.0	28	KLYY-FM Alternative	107.1 3kw	22	12	19	24	26	39	3:30	Big City	—
0.9	0.9	0.7	0.8	1.0	28	KWKW-AM Spanish N/T	1330 5kw	32	22	25	28	28	27	9:30	Lotus	LOTUS

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH 21.8	1 KSCA-FM	1 KLVE-FM	1 KSCA-FM	1 KLVE-FM	CBS 47.4%
NEWS/TALK 10.9	2 KLVE-FM	2 KSCA-FM	2 KLVE-FM	2 KSCA-FM	Chancellor 39.2%
AC 8.8	3 KPWR-FM	3 KYSR-FM	3 KLOS-FM	3 KTUV-FM	Cox 22.5%
OLDIES/CR 8.8	4 KROQ-FM	4 KKBT-FM	4 KLSX-FM	4 KOST-FM	Heffel 19.2%
CHR 7.2	5 KKBT-FM	5 KIIS-FM	5 KROQ-FM	5 KBIG-FM	Jacor 17.1%
URBAN 5.3	6 KLAX-FM	6 KLAX-FM	6 KTNQ-AM	6 KCMG-FM	ABC 15.9%
ALTERNATIVE 4.3	7 KLSX-FM	7 KPWR-FM	7 KCBS-FM	7 KRTH-FM	Emmis 14.2%
NAC/SJ 3.3	8 KIIS-FM	8 KCMG-FM	8 KLAX-FM	8 KYSR-FM	SBS 7.9%
ROCK 2.6	9 KYSR-FM	9 KROQ-FM	9 KFI-AM	9 KFI-AM	Lieberman 6.8%
COUNTRY 2.3	10 KTNQ-AM	10 KOST-FM	10 KRTH-FM	10 KLAX-FM	Mt. Wilson FM 6.7%
NOSTALGIA 2.2					Big City 5.9%
CLASSICAL 1.9					Bonneville 5.9%
					EXCL 3.9%
					Taxi 3.8%

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12+ POPULATION: 6,995,500 (Black: 18.6%; Hispanic: 12.3%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.6	7.0	7.2	6.3	7.7	1	1	WGCI-FM Urban	107.5 33kw	3	2	1	1	1	6	11:45	Chancellor Media	MCG
5.9	5.6	6.1	6.6	5.8	2		WGN-AM News/Talk	720 50kw	4	27	22	20	14	5	9:00	Tribune	EAST
4.5	5.0	4.6	4.4	4.8	3		WBBM-FM CHR/Rhythmic	96.3 4.2kw	1	1	2	3	15	18	5:45	CBS Radio	CBS
4.2	4.7	4.3	4.3	4.7	4		WVAZ-FM Urban AC	102.7 6kw	14	6	8	2	2	3	11:00	Chancellor Media	EAST
4.8	4.5	4.5	4.8	4.6	5		WLIT-FM AC	93.9 4kw	8	16	10	5	3	2	8:30	Chancellor Media	CHR
4.1	3.8	4.3	4.0	4.3	6		WLS-AM Talk	890 50kw	15	19	20	18	16	8	10:30	ABC Inc.	KATZ
3.9	4.3	4.8	4.6	4.1	7		WNUA-FM NAC/SJ	95.5 8.3kw	9	15	18	8	5	1	8:15	Chancellor Media	EAST
4.0	3.9	3.4	3.3	3.9	8		WJMK-FM Oldies	104.3 4.1kw	5	9	16	7	4	4	6:30	CBS Radio	IRS
3.4	3.9	3.5	3.4	3.9	8		WUSN-FM Country	99.5 6.3kw	10	7	7	9	8	7	8:30	CBS Radio	CBS
4.2	3.8	3.6	4.0	3.6	10		WBBM-AM News	780 50kw	2	24	23	21	17	9	5:30	CBS Radio	CBS
2.7	2.6	2.6	2.6	3.3	11		WTMX-FM Hot AC	101.9 4.2kw	7	5	3	4	7	16	6:00	Bonneville Int.	SEN
3.2	2.9	3.0	3.0	3.2	12		WRCX-FM Rock	103.5 4.3kw	11	4	4	6	12	22	7:00	Chancellor Media	EAST
3.3	3.4	2.9	3.0	2.8	13		WKQX-FM Alternative	101.1 8.3kw	6	3	5	12	18	27	4:45	Emmis	D&R
1.5	2.6	2.6	2.6	2.7	14		WXCD-FM Classic Rock	94.7 4.4kw	13	11	15	11	9	10	6:15	ABC Inc.	KATZ
2.1	1.8	2.3	2.7	2.6	15		WNND-FM AC	100.3 8.3kw	12	12	14	14	10	11	5:45	Bonneville Int.	SEN
2.9	2.5	1.9	2.6	2.5	16		WXRT-FM Adult Alternative	93.1 6.7kw	20	23	13	10	6	12	7:45	CBS Radio	CBS
2.8	2.3	2.3	2.9	2.2	17		WCKG-FM Talk	105.9 4.1kw	18	25	9	13	11	13	6:30	CBS Radio	CBS
1.0	1.7	2.5	2.3	2.2	17		WLEY-FM Regional Mexican	107.9 21kw	25	8	6	15	15	25	11:45	SBS	CAB
2.2	2.2	2.3	2.8	2.0	19		WAIT-AM Nostalgia	850 2.5kw	26	—	—	40	39	19	10:00	Pride	—
2.9	2.0	1.8	2.2	2.0	19		WOJO-FM Regional Mexican	105.1 8.4kw	22	10	12	17	20	23	9:15	Heftel	KTH
2.0	1.8	1.5	1.6	1.7	21		WLUP-FM Classic Rock	97.9 6kw	19	14	11	16	19	26	5:25	Bonneville Int.	SEN

RELEASE 2.0

AMBUSH + **WLS** =

news/talk production library NEWSTALK 890 AM

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NEWSTALK 89 WLS



2+ POPULATION: 6,995,500 (Black: 18.6%; Hispanic: 12.3%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.8	2.2	2.3	2.3	1.7	21	21	WMAQ-AM News	570 50kw	16	22	26	23	23	14	4:15	CBS Radio	G/W
1.4	1.4	1.1	1.2	1.7	21	21	WMVP-AM Full Service	1000 50kw	17	20	19	22	22	15	4:30	ABC Inc.	CHR
1.5	1.9	2.0	1.5	1.7	21	21	WSCR-AM Sports	1160 50(5)kw	23	29	17	19	21	17	8:45	CBS Radio	CBS
1.7	1.4	1.7	1.9	1.4	25	25	WNIB-FM Classical	97.7 8.4kw	21	—	29	25	24	20	6:15	North Illinois	ARP
1.5	1.3	1.2	1.2	1.2	26	26	WFMT-FM Classical	98.7 15.5kw	24	26	32	28	26	21	6:00	Chicago Educ.	ARP
1.4	1.2	1.7	1.2	1.1	27	27	WGCI-AM Urban Oldies	1350 5kw	27	17	24	24	25	24	8:15	Chancellor Media	MCG

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 21.0	1 WRCX-FM	1 WGCI-FM	1 WGCI-FM	1 WGCI-FM	CBS 56.5%
URBAN 13.5	2 WGCI-FM	2 WTMX-FM	2 WXRT-FM	2 WVAZ-FM	Chancellor 41.7%
AC 10.5	3 WBBM-FM	3 WBBM-FM	3 WRCX-FM	3 WLIT-FM	ABC 23.3%
OLDIES/CR 8.3	4 WKQX-FM	4 WVAZ-FM	4 WJMK-FM	4 WTMX-FM	Bonneville 16.6%
CHR 4.8	5 WCKG-FM	5 WKQX-FM	5 WXCD-FM	5 WNUA-FM	Tribune 13.9%
SPANISH 4.2	6 WLEY-FM	6 WLIT-FM	6 WCKG-FM	6 WJMK-FM	Emmis 12.9%
NAC/SJ 4.1	7 WTMX-FM	7 WUSN-FM	7 WVAZ-FM	7 WUSN-FM	Heftel 5.3%
COUNTRY 3.9	8 WLUP-FM	8 WNND-FM	8 WNUA-FM	8 WNND-FM	No. Illin. 5.0%
ROCK 3.2	9 WXRT-FM	9 WLEY-FM	9 WLIT-FM	9 WBBM-FM	Chi. Educ. 4.2%
ALTERNATIVE 2.8	10 WXCD-FM	10 WOJO-FM	10 WSCR-AM	10 WGN-AM	SBS 4.0%
CLASSICAL 2.6					Pride 3.3%
ADULT ALT. 2.5					
NOSTALGIA 2.0					

More than Research—AnswersSM

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12+ POPULATION: 5,510,100 (Black: 10.8%; Hispanic: 16.9%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.5	6.8	6.6	6.4	6.6	1	1	KGO-AM News/Talk	810 50kw	1	27	21	6	2	1	8:15	ABC Inc.	KATZ
4.0	3.8	3.8	4.3	4.7	2	2	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	4	10	5	2	1	2	7:00	Bonneville Int.	KATZ
4.2	4.3	4.2	3.8	4.7	2	2	KYLD-FM CHR/Rhythmic	94.9 30kw	3	1	1	1	11	30	7:15	Chancellor Media	KATZ
4.3	4.0	4.8	5.3	4.5	4	4	KCBS-AM News	740 50kw	2	31	22	13	9	5	5:45	CBS Radio	CBS
4.3	4.5	4.1	3.1	4.4	5	5	KNBR-AM Sports	680 50kw	6	18	13	8	5	4	8:00	Susquehanna	EAST
4.3	3.5	3.3	2.9	3.5	6	6	KFRC-A/F Oldies	610/99.7 5kw/40kw	10	9	20	11	3	3	6:45	CBS Radio	G/W
3.9	3.7	3.4	2.8	3.5	6	6	KMEL-FM CHR/Rhythmic	106.1 69kw	7	2	2	3	13	16	6:45	Chancellor Media	CHR
3.2	3.3	2.9	3.7	3.1	8	8	KIOI-FM AC	101.3 125kw	8	7	7	7	4	9	6:00	Chancellor Media	CHR
2.6	3.2	2.6	3.3	3.1	8	8	KSFO-AM Talk	560 5kw	19	—	29	20	15	8	10:45	ABC Inc.	KATZ
0.7	1.9	2.7	2.9	3.0	10	10	KZQZ-FM CHR/Pop	95.7 6.9kw	5	3	3	10	14	20	4:45	Bonneville Int.	SEN
2.7	1.8	3.0	3.5	2.9	11	11	KISQ-FM AC	98.1 100kw	11	20	10	4	7	10	6:00	Chancellor Media	EAST
2.5	3.0	3.2	3.3	2.8	12	12	KABL-AM Nostalgia	960 5kw	20	—	37	31	27	15	10:00	Chancellor Media	CHR
3.6	3.3	3.3	2.7	2.8	12	12	KKSF-FM NAC/SJ	103.7 7.8kw	15	34	23	14	8	6	7:15	Chancellor Media	EAST
2.5	2.7	2.8	2.3	2.7	14	14	KDFC-FM Classical	102.1 33kw	14	17	31	24	20	12	7:00	Bonneville Int.	KATZ
3.0	2.7	2.9	2.9	2.6	15	15	KBLX-FM NAC/SJ	102.9 6.6kw	18	26	14	12	10	7	8:15	Inner City	D&R
3.0	2.9	2.9	3.2	2.6	15	15	KFFG/KFOG Adult Alternative	97.7/104.5 1.6kw/7.9kw	12	19	11	5	6	11	5:45	Susquehanna	MCG
2.8	2.7	2.5	2.6	2.4	17	17	KLLC-FM Hot AC	97.3 82kw	9	6	3	9	12	19	4:30	CBS Radio	CBS
2.1	1.9	1.8	1.8	1.9	18	18	KITS-FM Alternative	105.3 15kw	13	4	6	15	17	25	4:30	CBS Radio	D&R
1.9	1.5	1.6	1.6	1.7	19	19	KSJO-FM Rock	92.3 50kw	22	15	9	16	16	21	7:15	Jacor	KATZ
2.0	2.1	1.9	1.8	1.6	20	20	KOME-FM ¹ Alternative	98.5 12.5kw	16	5	8	17	19	28	4:45	Jacor	IRS

¹ Switched to Classic Rock in late June.

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610AM 99.7FM

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For information, call
ABC/RADIO TODAY
at (212) 581-3962

KFRC MEANS OLDIES!

12+ POPULATION: 5,510,100 (Black: 10.8%; Hispanic: 16.9%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.9	1.0	1.1	2.0	1.6	20		KSAN-FM Classic Hits	107.7 8.9kw	17	21	17	18	18	13	5:00	Susquehanna	MCG
1.3	1.5	1.5	2.1	1.6	20		KYCY-FM Country	93.3 45kw	21	16	18	22	21	14	6:45	CBS Radio	IRS
1.6	1.2	1.4	1.1	1.4	23		KLOK-AM Regional Mexican	1170 50(5)kw	28	14	12	19	22	32	10:45	EXCL Com.	CAB
1.5	1.9	2.4	1.3	1.4	23		KSOL/KZOL Regional Mexican	98.5/99.1 6kw/1.1kw	24	7	15	21	23	22	7:15	Heftel	ARP
0.7	0.6	0.7	1.4	1.3	25		KBRG-FM Spanish AC	100.3 14.5kw	26	12	16	23	24	18	8:00	EXCL Com.	CAB
1.3	1.7	1.2	1.2	1.1	26		KBAY-FM AC	94.5 1.2kw	25	22	25	26	26	17	6:30	CBS Radio	MCG
1.4	1.2	0.9	0.9	1.0	27		KEZR-FM Hot AC	106.5 50kw	23	13	19	25	25	24	5:00	CBS Radio	CHR

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 18.6	1 KYLD-FM	1 KYLD-FM	1 KNBR-AM	1 KOIT-A/F	CBS 41.3%
AC 15.2	2 KMEL-FM	2 KMEL-FM	2 KGO-AM	2 KIOI-FM	Chancellor 40.8%
CHR 11.2	3 KSJO-FM	3 KLLC-FM	3 KCBS-AM	3 KGO-AM	Susquehanna 21.6%
NAC/SJ 5.4	4 KZQZ-FM	4 KZQZ-FM	4 KFFG/KFOG	4 KISQ-FM	ABC 18.4%
OLDIES/CR 5.1	5 KITS-FM	5 KIOI-FM	5 KFRC-A/F	5 KBLX-FM	Jacor 12.1%
ADULT ALT. 4.2	6 KOME-FM	6 KOIT-A/F	6 KKSF-FM	6 KFRC-A/F	Inner City 6.5%
SPANISH 4.1	7 KNBR-AM	7 KITS-FM	7 KYLD-FM	7 KFFG/KFOG	EXCL 4.6%
NOSTALGIA 2.8	8 KLLC-FM	8 KISQ-FM	8 KSJO-FM	8 KLLC-FM	Empire 4.3%
CLASSICAL 2.7	9 KFFG/KFOG	9 KFFG/KFOG	9 KOIT-A/F	9 KKSF-FM	Heftel 3.7%
ALTERNATIVE 1.9	10 KLOK-AM	10 KBLX-FM	10 KSFO-AM	10 KCBS-AM	
ROCK 1.7					
COUNTRY 1.6					

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12+ POPULATION: 4,073,100 (Black: 18.9%; Hispanic: 4.0%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.3	6.3	6.8	7.4	7.2	1	1	KYW-AM News	1060 50kw	1	16	17	11	7	4	5:30	CBS Radio	G/W
6.0	5.7	5.9	5.8	7.2	1	1	WBEB-FM AC	101.1 14kw	2	8	3	2	2	1	9:30	WEAZ Radio Inc.	MCG
4.9	5.5	5.5	6.4	6.2	3	3	WDAS-FM Urban AC	105.3 16.5kw	12	11	5	3	1	2	12:15	Chancellor Media	EAST
5.0	4.6	4.7	4.3	5.1	4	4	WUSL-FM Urban	98.9 18kw	6	1	2	5	11	14	8:00	Chancellor Media	KATZ
7.3	5.3	6.3	5.4	5.1	4	4	WYSP-FM Rock	94.1 16kw	3	7	1	1	3	10	7:00	CBS Radio	IRS
5.5	5.4	5.0	4.6	4.9	6	6	WOGL-FM Oldies	98.1 12.5kw	4	15	15	9	4	3	7:30	CBS Radio	CBS
3.9	4.2	4.2	5.1	4.5	7	7	WJZ-FM NAC/SJ	106.1 22.5kw	10	14	14	7	6	5	8:45	Chancellor Media	CHR
4.0	4.2	3.7	4.2	4.3	8	8	WXTU-FM Country	92.5 15.5kw	16	13	12	12	9	6	10:15	Beasley	D&R
4.4	4.5	4.7	3.9	4.1	9	9	WMGK-FM Classic Hits	102.9 8.5kw	8	17	6	4	5	7	7:30	Greater Media Inc.	ARP
4.0	4.7	3.6	3.8	4.1	9	9	WPEN-AM Nostalgia	950 5kw	18	—	28	28	26	15	11:30	Greater Media Inc.	MCG
5.0	4.7	4.6	5.1	4.0	11	11	WWDB-FM Talk	96.5 17kw	15	—	18	17	15	8	9:00	Beasley	D&R
3.6	4.1	3.2	3.7	3.9	12	12	WIOQ-FM CHR/Pop	102.1 27kw	5	3	4	6	12	13	6:00	Chancellor Media	BAN
3.9	4.2	3.5	3.5	3.4	13	13	WPHI-FM Urban	103.9 340kw	14	2	7	13	16	27	7:30	Radio One	MCG
3.5	3.6	3.0	3.2	3.3	14	14	WYXR-FM Hot AC	104.5 16kw	7	9	8	8	10	12	6:00	Chancellor Media	KATZ
4.5	3.9	3.2	3.1	3.0	15	15	WMMR-FM Rock	93.3 18kw	11	10	9	10	8	11	6:00	Greater Media Inc.	MCG
3.4	3.7	3.7	3.4	2.6	16	16	WIP-AM Sports	610 5kw	17	12	13	16	13	9	6:45	CBS Radio	IRS
2.7	3.3	2.6	2.2	2.3	17	17	WPLY-FM Alternative	100.3 35kw	9	4	10	15	17	22	4:15	Greater Media Br.	ARP
2.6	2.4	1.6	2.2	2.2	18	18	WXXM-FM Hot AC	95.7 50kw	13	5	11	14	14	18	4:30	Greater Media Inc.	ARP
1.2	1.5	1.1	1.3	1.3	19	19	WPST-FM CHR/Pop	97.5 50kw	19	6	16	18	18	23	4:00	Nassau	KATZ
1.2	1.0	1.2	1.3	1.2	20	20	WDAS-AM Religious	1480 5(1)kw	22	18	22	20	20	16	8:30	Chancellor Media	EAST



For information, call
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at (212) 581-3962

92.5 WXTU...TODAY'S COUNTRY!



12+ POPULATION: 4,073,100 (Black: 18.9%; Hispanic: 4.0%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.8	0.8	0.7	1.1	1.2	20		WPHT-AM Talk	1210 50kw	20	21	26	24	24	21	4:45	CBS Radio	IRS
1.6	0.9	1.0	1.1	1.1	22		WHAT-AM Talk	1340 1kw	24	—	24	22	22	19	11:00	KBT Communications	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
NEWS/TALK 16.1 URBAN 14.7 AC 12.5 OLDIES/CR 9.0 ROCK 8.1 CHR 5.2 NAC/SJ 4.5 COUNTRY 4.3 NOSTALGIA 4.1 ALTERNATIVE 2.3 RELIGIOUS 1.2	Men 18-34 1 WYSP-FM 2 WJSL-FM 3 WMMR-FM 4 WIOQ-FM 5 WMGK-FM 6 WPHI-FM 7 WBEB-FM 8 WDAS-FM 9 WPLY-FM 10 WIP-AM	Women 18-34 1 WUSL-FM 2 WBEB-FM 3 WDAS-FM 4 WYXR-FM 5 WIOQ-FM 6 WPHI-FM 7 WMGK-FM 8 WYSP-FM 9 WPLY-FM 10 WXXM-FM	Men 25-54 1 WYSP-FM 2 WMMR-FM 3 WOGL-FM 4 WDAS-FM 5 WMGK-FM 6 KYW-AM 7 WIP-AM 8 WJZ-FM 9 WBEB-FM 10 WXTU-FM	Women 25-54 1 WBEB-FM 2 WDAS-FM 3 WJZ-FM 4 WYXR-FM 5 WOGL-FM 6 WMGK-FM 7 WUSL-FM 8 WIOQ-FM 9 KYW-AM 10 WXTU-FM	CBS 53.0% Chancellor 43.7% Gr. Media Inc. 32.9% Beasley 18.3% WEAZ Radio 17.0% Gr. Media Br. 12.2% Radio One 10.2% Nassau 9.8% KBT Comm. 2.3%

More than Research—AnswersSM

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12+ POPULATION: 3,726,100 (Black: 13.2%; Hispanic: 13.5%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.0	7.3	7.5	7.1	8.0	1	1	KHKS-FM CHR/Pop	106.1 100kw	1	2	1	1	1	7	7:30	Chancellor Media	D&R
7.1	6.8	7.2	7.0	7.1	2	2	KKDA-FM Urban	104.5 100kw	3	1	2	2	4	15	11:00	Service Br.	CHR
5.3	5.2	5.7	4.9	5.3	3	3	KVIL-FM AC	103.7 100kw	4	16	10	5	2	1	8:15	CBS Radio	IRS
4.1	4.4	3.9	3.8	5.0	4	4	KDMX-FM Hot AC	102.9 100kw	2	5	3	3	3	16	6:45	Jacor	ARP
5.7	5.7	5.5	6.1	4.6	5	5	KSCS-FM Country	96.3 100kw	5	15	7	6	5	3	7:15	ABC Inc.	ABC
3.8	3.3	2.7	3.3	4.4	6	6	KEGL-FM Rock	97.1 100kw	10	3	4	4	7	21	8:15	Jacor	MCG
4.3	4.1	4.9	4.7	3.9	7	7	WBAP-AM News/Talk	820 50kw	9	29	27	20	16	4	7:00	ABC Inc.	ABC
4.2	3.9	3.7	3.8	3.6	8	8	KLUV-FM Oldies	98.7 100kw	7	10	21	15	8	2	5:45	CBS Radio	IRS
3.6	4.0	3.8	4.1	3.5	9	9	KRLD-AM News/Talk	1080 50kw	6	18	22	19	14	6	5:45	CBS Radio	CBS
3.8	3.1	3.9	3.4	3.3	10	10	KZPS-FM Classic Rock	92.5 98kw	12	11	9	7	6	9	6:30	Chancellor Media	SEN
3.1	2.9	2.7	3.3	3.2	11	11	KOAI-FM NAC/SJ	107.5 28kw	15	17	17	12	9	5	8:00	CBS Radio	CBS
3.3	3.8	3.6	3.5	3.2	11	11	KYNG-FM Country	105.3 100kw	13	7	8	8	13	13	7:00	CBS Radio	CBS
4.1	3.4	2.8	2.7	3.1	13	13	KPLX-FM Country	99.5 100kw	14	9	12	17	17	12	6:45	Susquehanna	MG/S
1.7	2.4	2.6	2.5	2.8	14	14	KBFB-FM AC	97.9 100kw	18	26	15	10	10	8	8:00	Chancellor Media	CHR
2.7	3.0	3.2	3.4	2.8	14	14	KLTY-FM Religious	94.1 100kw	19	8	14	11	11	11	8:00	Metroplex Br.	KATZ
2.8	2.7	2.9	2.8	2.8	14	14	KRBV-FM Urban AC	100.3 100kw	17	14	13	9	12	10	8:00	CBS Radio	CBS
1.6	2.0	1.4	1.5	2.6	17	17	KAAM-AM MOR	620 5(4.5)kw	23	25	35	35	32	20	12:30	ABC Inc.	—
3.0	3.0	2.7	2.4	2.5	18	18	KDGE-FM Alternative	94.5 100kw	8	4	5	16	21	28	4:30	Chancellor Media	SEN
2.9	2.3	2.4	2.7	2.4	19	19	KTXQ-FM Rock	102.1 100kw	11	6	6	14	19	24	4:45	Chancellor Media	CHR
2.8	2.7	3.1	2.6	2.4	19	19	WRR-FM Classical	101.1 98kw	16	31	25	22	20	14	6:30	City of Dallas	ARP
1.7	2.1	2.7	2.7	2.3	21	21	KTCK-AM Sports	1310 5(2.5)kw	21	24	11	13	15	19	9:30	Susquehanna	MG/S

FLASHBACK!

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92.5 KZPS
THE CLASSIC ROCK STATION

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For information, call
ABC/RADIO TODAY
at (212) 581-3962

THE CLASSIC ROCK STATION

12+ POPULATION: 3,726,100 (Black: 13.2%; Hispanic: 13.5%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHT-TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.6	1.8	1.4	1.5	1.9	22		KKZN-FM <i>Adult Alternative</i>	93.3 50kw	20	28	16	18	18	18	6:00	Susquehanna	MC/S
1.4	1.9	2.0	1.6	1.5	23		KLIF-AM <i>News/Talk</i>	570 5kw	22	—	29	25	23	17	6:45	Susquehanna	MC/S
1.5	1.4	1.7	1.3	1.3	24		KESS-AM <i>Regional Mexican</i>	1270 5kw	26	13	18	21	22	25	9:15	Hefte	KT-H
1.1	1.1	1.4	1.3	1.1	25		KHCK-FM <i>Tejano</i>	99.1 10Ckw	27	12	19	23	24	29	8:15	Hefte	KT-H
1.2	0.9	1.3	1.5	1.1	25		KHVN-AM <i>Religious</i>	970 1kw	25	22	31	28	26	22	6:45	CBS Radio	MCG
1.1	1.1	1.0	1.4	1.0	27		KRNB-FM <i>Urban Oldies</i>	105.7 10Ckw	24	23	23	24	25	27	5:45	Service Br.	CHR

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<p>AC 13.1</p> <p>NEWS/TALK 11.2</p> <p>COUNTRY 10.9</p> <p>URBAN 10.9</p> <p>CHR 8.0</p> <p>OLDIES/CR 6.9</p> <p>ROCK 6.8</p> <p>RELIGIOUS 3.9</p> <p>NAC/SJ 3.2</p> <p>NOSTALGIA 2.6</p> <p>ALTERNATIVE 2.5</p> <p>CLASSICAL 2.4</p> <p>SPANISH 2.4</p> <p>ADULT ALT. 1.9</p>	<p>Men 18-34</p> <p>1 KEGL-FM</p> <p>2 KKDA-FM</p> <p>3 KDMX-FM</p> <p>4 KHKS-FM</p> <p>5 KTXQ-FM</p> <p>6 KTCK-FM</p> <p>7 KDGE-FM</p> <p>8 KZPS-FM</p> <p>9 KSCS-FM</p> <p>10 KYNG-FM</p>	<p>Women 18-34</p> <p>1 KHKS-FM</p> <p>2 KDMX-FM</p> <p>3 KKDA-FM</p> <p>4 KVIL-FM</p> <p>5 KSCS-FM</p> <p>6 KPLX-FM</p> <p>7 KYNG-FM</p> <p>8 KEGL-FM</p> <p>9 KLTY-FM</p> <p>10 KDGE-FM</p>	<p>Men 25-54</p> <p>1 KEGL-FM</p> <p>2 KTCK-AM</p> <p>3 KKDA-FM</p> <p>4 KHKS-FM</p> <p>5 KZPS-FM</p> <p>6 KDMX-FM</p> <p>7 WBAP-AM</p> <p>8 KSCS-FM</p> <p>9 KRLD-AM</p> <p>10 KVIL-FM</p>	<p>Women 25-54</p> <p>1 KHKS-FM</p> <p>2 KVIL-FM</p> <p>3 KDMX-FM</p> <p>4 KSCS-FM</p> <p>5 KLTY-FM</p> <p>6 KBFB-FM</p> <p>7 KKDA-FM</p> <p>8 KPLX-FM</p> <p>9 KLUV-FM</p> <p>10 KYNG-FM</p>	<p>CBS 47.7%</p> <p>Chancellor 41.5%</p> <p>ABC 25.2%</p> <p>Jacor 22.7%</p> <p>Susquehanna 17.0%</p> <p>Service 15.4%</p> <p>City of Dallas 7.6%</p> <p>Metroplex 7.0%</p> <p>Hefte 5.0%</p>

More than
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12+ POPULATION: 3,692,300 (Black: 21.4%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.1	7.9	7.9	8.1	7.7	1	WJLB-FM Urban	97.9 50kw	4	1	1	1	3	8	10:15	Chancellor Media	SEN
7.2	6.6	7.4	7.6	7.5	2	WNIC-FM AC	100.3 32kw	5	8	8	2	1	1	10:00	Chancellor Media	EAST
5.9	6.7	6.4	5.8	6.8	3	WJR-AM Talk	760 50kw	1	20	13	8	5	3	7:00	ABC Inc.	ABC
5.8	5.9	5.5	5.9	5.6	4	WOMC-FM Oldies	104.3 190kw	6	13	19	5	2	2	8:15	CBS Radio	IRS
5.3	4.9	5.2	4.9	5.1	5	WWJ-AM News	950 5kw	2	21	24	17	11	5	6:30	CBS Radio	CBS
4.7	4.5	4.1	4.1	4.3	6	WKQI-FM Hot AC	95.5 100kw	3	3	4	4	8	11	5:30	Chancellor Media	EAST
3.2	3.5	3.5	4.7	4.1	7	WVMV-FM NAC/SJ	98.7 50kw	12	14	18	11	7	4	9:00	CBS Radio	G/W
3.1	3.4	3.1	3.0	3.9	8	WCSX-FM Classic Rock	94.7 13.5kw	10	16	7	3	4	7	7:00	Greater Media Inc.	MCG
4.3	3.9	3.9	4.0	3.9	9	WMXD-FM Urban AC	92.3 50kw	13	11	12	7	6	6	8:45	Chancellor Media	ARP
3.6	4.0	3.2	3.4	3.5	10	WCHB-FM Urban	105.9 20kw	11	2	3	9	16	18	7:15	Radio One	ARP
3.8	3.4	3.2	2.6	3.5	11	WDRQ-FM CHR/Rhythmic	93.1 26.5kw	7	4	5	10	12	14	5:30	ABC Inc.	ABC
4.2	4.5	3.8	4.1	3.4	12	WRIF-FM Rock	101.1 27kw	9	9	2	6	9	15	6:00	Greater Media Inc.	MCG
3.6	3.5	3.4	3.7	3.2	13	WWWW-FM Country	106.7 61kw	14	15	16	15	14	9	7:15	Chancellor Media	KATZ
2.4	2.9	3.0	2.3	3.1	14	CKWW-AM Nostalgia	580 .5kw	20	—	—	28	26	16	11:00	CHUM Group Ltd.	D&R
3.5	3.3	3.5	3.0	3.0	15	WYCD-FM Country	99.5 17.5kw	15	7	11	13	10	10	7:15	CBS Radio	G/W
3.1	2.6	3.6	3.4	2.8	16	WXYT-AM Talk	1270 5kw	18	—	22	20	19	12	8:45	CBS Radio	IRS
2.5	3.5	3.0	2.7	2.6	17	WPLT-FM Alternative	96.3 20kw	8	6	6	12	15	19	4:30	ABC Inc.	ABC
1.1	1.4	1.4	1.7	2.0	18	WKRK-FM Rock	97.1 50kw	17	12	9	16	17	22	5:15	CBS Radio	CBS
1.7	1.5	2.3	1.8	2.0	18	WWBR-FM Classic Rock	102.7 50kw	19	18	14	14	13	13	6:30	Syndicated Com.	D&R
1.3	1.4	1.8	1.9	1.6	20	WDFN-AM Sports	1130 50(10)kw	23	17	17	19	18	17	7:15	Chancellor Media	KATZ
2.9	2.4	1.9	1.1	1.6	20	WXDG-FM Alternative	105.1 20kw	21	10	10	18	20	26	6:30	Greater Media Inc.	MCG



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THE GREAT LAKES' BEST NEWS, TALK & SPORTS



*2+ POPULATION: 3,692,300 (Black: 21.4%; H spanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-54 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.8	1.7	1.5	1.4	1.5	22	CIMX-FM <i>Alternative</i>	88.7 100kw	16	5	15	21	23	27	4:00	CHUM Group Ltd.	D&R
1.3	0.8	1.2	1.4	1.3	23	WGPR-FM <i>Urban</i>	107.5 50kw	24	19	20	22	21	21	6:30	WGPR, Inc.	—

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
URBAN	16.4	1 WJLB-FM	1 WJLB-FM	1 WCSX-FM	1 WNIC-FM	Chancellor	53.4%
NEWS/TALK	16.3	2 WRIF-FM	2 WKQI-FM	2 WRIF-FM	2 WOMC-FM	CBS	49.9%
AC	11.8	3 WCSX-FM	3 WDRQ-FM	3 WJR-AM	3 WJLB-FM	ABC	39.0%
OLDIES/CR	11.5	4 WKRK-FM	4 WCHB-FM	4 WJLB-FM	4 WMXD-FM	Gr. Media Inc.	23.0%
COUNTRY	6.2	5 WCHB-FM	5 WPLT-FM	5 WNIC-FM	5 WKQI-FM	CHUM Group	18.9%
ALTERNATIVE	5.7	6 WPLT-FM	6 WNIC-FM	6 WOMC-FM	6 WVMV-FM	Radio One	11.6%
ROCK	5.4	7 WWBR-FM	7 WMXD-FM	7 WWBR-FM	7 WCSX-FM	Syndicated	6.7%
NAC/SJ	4.1	8 WDFN-FM	8 WRIF-FM	8 WVMV-FM	8 WDRQ-FM	WGPR, Inc.	4.2%
CHR	3.5	9 WXDG-FM	9 WYCD-FM	9 WWJ-AM	9 WJR-AM	Crawford	3.3%
NOSTALGIA	3.1	10 WDRQ-FM	10 WWWF-FM	10 WDFN-FM	10 WYCD-FM	Queen's Br.	2.6%

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12+ POPULATION: 3,559,500 (Black: 25.8%; Hispanic: 7.6%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ KOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.8	5.7	5.2	6.1	6.1	1	WHUR-FM Urban AC	96.3 24kw	7	13	5	2	1	1	9:15	Howard University	D&R
5.8	6.3	5.6	5.5	6.1	1	WPGC-FM CHR/Rhythmic	95.5 50kw	1	1	1	1	6	14	7:45	CBS Radio	IRS
5.0	5.0	5.1	4.8	5.5	3	WMZQ-FM Country	98.7 50kw	10	8	6	4	2	3	9:30	Chancellor Media	CHR
5.9	5.9	6.3	4.9	5.2	4	WKYS-FM Urban	93.9 24kw	5	2	2	3	11	16	7:30	Radio One	MCG
4.6	3.9	4.2	5.5	4.2	5	WASH-FM AC	97.1 26kw	9	6	9	7	4	9	6:45	Chancellor Media	BAN
4.1	3.9	4.0	4.2	4.1	6	WMMJ-FM Urban AC	102.3 2.9kw	17	11	12	9	5	4	9:15	Radio One	MCG
3.7	3.9	4.3	4.5	4.0	7	WRQX-FM Hot AC	107.3 36kw	6	9	8	5	3	11	6:00	ABC Inc.	KATZ
4.6	4.0	3.7	4.1	4.0	7	WWVZ/WWZZ CHR/Pop	103.9/104.1 .38kw/22kw	2	3	3	8	15	15	5:30	Bonneville Int.	SEN
4.1	3.0	4.0	4.3	3.9	9	WGMS-FM Classical	103.5 46kw	16	19	16	17	14	6	8:30	Bonneville Int.	KATZ
2.8	3.6	4.6	3.4	3.9	9	WJFK-FM Talk	106.7 22kw	18	7	4	6	7	13	9:00	CBS Radio	IRS
4.7	4.4	4.1	3.8	3.7	11	WBIG-FM Oldies	100.3 36kw	3	10	15	13	8	2	5:30	Chancellor Media	EAST
2.9	3.0	3.3	3.4	3.7	11	WTOP-AF News	1500/107.7 50kw/29kw	4	18	20	16	16	8	5:30	First Virginia Com.	KATZ
3.6	4.2	4.0	4.6	3.6	13	WMAL-AM News/Talk	630 5kw	14	26	21	18	18	10	7:30	ABC Inc.	KATZ
3.9	4.2	3.7	3.4	3.4	14	WGAY-FM MOR	99.5 22kw	12	24	13	15	12	7	7:00	Chancellor Media	ARP
3.4	3.6	3.4	3.5	3.4	14	WJZW-FM NAC/SJ	105.9 28kw	15	25	14	12	9	5	7:15	ABC Inc.	KATZ
3.5	3.2	4.0	3.4	3.3	16	WWDC-FM Rock	101.1 22.5kw	8	4	7	10	13	18	5:00	Chancellor Media	CHR
2.4	2.6	2.6	2.1	2.8	17	WARW-FM Classic Rock	94.7 20.5kw	13	15	11	11	10	12	5:45	CBS Radio	CBS
2.6	2.4	2.3	2.1	2.5	18	WHFS-FM Alternative	99.1 50kw	11	5	10	14	17	20	4:30	CBS Radio	ARP
1.0	1.0	1.1	1.0	1.4	19	WTEM-AM ¹ Sports	980 50(5)kw	19	27	19	19	19	17	5:30	Chancellor Media	EAST

¹ Was at 570 KHz until March 9, 1998.

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TODAY'S HIT MUSIC!

12+ POPULATION: 3,559,500 (Black: 25.8%; Hispanic: 7.6%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.2	0.8	0.9	1.0	1.0	20	WAVA-FM Religious	105.1 41kw	20	22	22	20	20	19	5:30	Salem Com.	SRR
0.9	0.7	0.7	1.1	1.0	20	WPGC-AM Urban Oldies	1580 50kw	21	17	18	21	21	22	6:30	CBS Radio	IRS

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
URBAN 16.4 NEWS/TALK 12.6 CHR 10.1 AC 8.2 OLDIES/CR 6.5 COUNTRY 5.5 CLASSICAL 3.9 NAC/SJ 3.4 NOSTALGIA 3.4 ROCK 3.3 ALTERNATIVE 2.5 RELIGIOUS 1.0	Men 18-34	Women 18-34	Men 25-54	Women 25-54	Chancellor 49.2% CBS 39.7% ABC 29.7% Bonneville 23.5% Radio One 21.4% First Vir. 13.9% Howard Uni. 13.4% Salem 3.7% Capstar 2.0%
	1 WPGC-FM 2 WKYS-FM 3 WJFK-FM 4 WWDC-FM 5 WWVZ/WWZZ 6 WMZQ-FM 7 WARW-FM 8 WHFS-FM 9 WHUR-FM 10 WRQX-FM	1 WPGC-FM 2 WKYS-FM 3 WASH-FM 4 WHUR-FM 5 WRQX-FM 6 WWVZ/WWZZ 7 WMZQ-FM 8 WWDC-FM 9 WHFS-FM 10 WMMJ-FM	1 WJFK-FM 2 WARW-FM 3 WHUR-FM 4 WMMJ-FM 5 WWDC-FM 6 WJZW-FM 7 WBIG-FM 8 WMZQ-FM 9 WPGC-FM 10 WTOP-A/F	1 WHUR-FM 2 WASH-FM 3 WMZQ-FM 4 WRQX-FM 5 WPGC-FM 6 WMMJ-FM 7 WBIG-FM 8 WGAY-FM 9 WJZW-FM 10 WGMS-FM	

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12+ POPULATION: 3,458,300 (Black: 17.2%; Hispanic: 21.3%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.1	7.3	7.1	7.2	7.4	1	1	KODA-FM AC	99.1 95kw	2	14	3	1	1	1	9:00	Chancellor Media	SEN
6.5	7.2	6.8	6.2	6.7	2	2	KBXX-FM CHR/Rhythmic	97.9 100kw	3	1	2	4	9	16	8:45	Clear Channel	CCRS
6.4	6.5	6.3	6.4	6.7	2	2	KRBE-FM CHR/Pop	104.1 100kw	1	2	1	2	4	11	6:15	Susquehanna	MG/S
5.7	5.5	5.4	6.3	5.7	4	4	KMJQ-FM Urban AC	102.1 100kw	8	8	5	3	2	3	10:30	Clear Channel	CCRS
5.1	5.9	5.3	5.2	4.7	5	5	KILT-FM Country	100.3 100kw	9	12	8	7	8	6	9:00	CBS Radio	G/W
4.3	3.9	3.1	4.5	4.4	6	6	KHMX-FM Hot AC	96.5 100kw	4	10	7	6	5	7	6:15	Jacor	MCG
4.2	3.9	4.5	4.6	4.3	7	7	KLDE-FM Oldies	94.5 100kw	6	16	19	9	3	2	7:15	Chancellor Media	D&R
3.2	3.9	4.1	4.0	4.2	8	8	KLOL-FM Rock	101.1 100kw	7	11	4	5	6	8	7:30	Chancellor Media	CHR
4.5	3.8	3.9	4.4	4.2	8	8	KTRH-AM News	740 50kw	5	21	20	14	11	4	6:15	Chancellor Media	CHR
2.4	2.9	3.6	3.7	3.8	10	10	KKRW-FM Classic Hits	93.7 100kw	11	15	11	8	7	5	7:30	Chancellor Media	SEN
4.3	4.3	4.5	3.7	3.5	11	11	KKBQ-FM Country	92.9 100kw	13	9	10	11	10	9	7:15	Chancellor Media	MCG
3.3	3.4	3.2	3.1	3.5	11	11	KTBS-FM Alternative	107.5 98kw	12	3	6	12	13	19	7:00	Jacor	MCG
3.0	3.0	2.6	3.2	3.3	13	13	KKPN-FM ¹ Regional Mexican	102.9 100kw	10	6	9	10	12	12	6:15	Heftel	ARP
2.8	2.4	3.0	2.8	2.1	14	14	KPRC-AM News/Talk	950 5kw	17	—	23	21	17	10	10:15	Clear Channel	CCRS
2.3	2.3	2.5	2.1	2.7	15	15	KIKK-FM Country	95.7 95kw	14	5	12	13	15	14	6:45	CBS Radio	G/W
2.4	2.2	2.6	3.1	2.3	16	16	KQQK-FM Tejano	106.5 100kw	15	7	15	16	16	13	6:45	El Dorado	TED
1.4	1.8	1.6	1.7	2.0	17	17	KILT-AM Sports	610 5kw	18	20	16	15	14	15	7:15	CBS Radio	G/W
2.0	2.1	2.3	1.7	1.7	18	18	KHYS/KJOJ CHR/Rhythmic	98.5/103.3 100kw/100kw	16	4	13	19	23	32	5:00	Clear Channel	CCRS
2.2	1.9	1.9	1.5	1.7	18	18	KLTN-FM Regional Mexican	93.3 100kw	19	17	14	17	18	18	7:45	Heftel	CHR
0.2	0.0	0.2	0.8	1.4	20	20	KBME-AM ² Nostalgia	790 5kw	24	22	32	34	32	20	9:45	Chancellor Media	MCG

¹ KKPN-FM was Hot AC until March 28. ² Was KKBQ-AM (Country) until January 16.



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HOUSTON'S GOOD TIMES AND THE BEST OLDIES



12+ POPULATION: 3,458,300 (Black: 17.2%; Hispanic: 21.3%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHT TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.3	0.8	1.2	1.4	1.4	20		KOVE-FM ³ Spanish AC	100.7 100kw	22	18	18	18	19	17	8:00	Heftel	KT-H
1.9	1.8	1.8	1.0	1.1	22		KQUE-AM Nostalgia	1230 1kw	28	—	35	33	28	24	13:30	Charce lor Med a	ARP
0.8	1.1	1.1	1.1	1.1	22		KSEV-AM News/Talk	700 15(1)kw	20	28	26	24	22	22	5:30	Clear Channel	CCRS
1.6	2.0	1.4	1.8	1.1	22		KXTJ-FM Regiona! Mexica	107.9 100kw	21	13	17	20	20	30	6:5	El Dorado	TED

³ Was Tejano until March.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<p>AC 15.1</p> <p>CHR 15.1</p> <p>COUNTRY 10.9</p> <p>NEWS/TALK 10.4</p> <p>OLDIES/CR 8.1</p> <p>SPANISH 6.5</p> <p>URBAN 5.7</p> <p>ROCK 4.2</p> <p>ALTERNATIVE 3.5</p> <p>NOSTALGIA 2.5</p>	<p>Men 18-34</p> <p>1 KLLOL-FM</p> <p>2 KBXX-FM</p> <p>3 KRBE-FM</p> <p>4 KTbz-FM</p> <p>5 KODA-FM</p> <p>6 KMJQ-FM</p> <p>7 KKPN-FM</p> <p>8 KILT-FM</p> <p>9 KKRW-FM</p> <p>10 KILT-FM</p>	<p>Women 18-34</p> <p>1 KRBE-FM</p> <p>2 KBXX-FM</p> <p>3 KODA-FM</p> <p>4 KMJQ-FM</p> <p>5 KHMx-FM</p> <p>6 KILT-FM</p> <p>7 KKBQ-FM</p> <p>8 KKPN-FM</p> <p>9 KIKK-FM</p> <p>10 KTbz-FM</p>	<p>Men 25-54</p> <p>1 KLLOL-FM</p> <p>2 KKRW-FM</p> <p>3 KODA-FM</p> <p>4 KMJQ-FM</p> <p>5 KLDE-FM</p> <p>6 KTRH-AM</p> <p>7 KILT-AM</p> <p>8 KRBE-FM</p> <p>9 KILT-FM</p> <p>10 KHMx-FM</p>	<p>Women 25-54</p> <p>1 KODA-FM</p> <p>2 KMJQ-FM</p> <p>3 KHMx-FM</p> <p>4 KRBE-FM</p> <p>5 KLDE-FM</p> <p>6 KILT-FM</p> <p>7 KKBQ-FM</p> <p>8 KBXX-FM</p> <p>9 KKRW-FM</p> <p>10 KKPN-FM</p>	<p>Chancellor 54.8%</p> <p>Clear Channel 31.8%</p> <p>Susquehanna 23.7%</p> <p>Jacor 22.7%</p> <p>CBS 21.4%</p> <p>Heftel 18.4%</p> <p>El Dorado 10.2%</p>

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12+ POPULATION: 3,290,700 (Black: 6.2%; Hispanic: 5.8%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.7	8.4	9.4	7.9	7.8	1	1	WBZ-AM News	1030 50kw	1	16	16	9	5	1	7:30	CBS Radio	G/W
6.3	6.1	6.2	6.6	7.1	2	2	WJMN-FM CHR/Rhythmic	94.5 11.5kw	3	1	2	3	8	14	8:00	Chancellor Media	KATZ
5.4	5.7	6.0	6.8	6.0	3	3	WMJX-FM AC	106.7 24.5kw	5	5	6	5	1	2	7:45	Greater Media Inc.	MCG
5.8	5.2	5.2	5.5	5.8	4	4	WBCN-FM Alternative	104.1 21kw	4	4	1	1	2	12	7:15	CBS Radio	CBS
6.2	6.6	5.9	6.3	5.8	4	4	WXKS-FM CHR/Pop	107.9 23.5kw	2	2	3	2	4	11	6:15	Chancellor Media	KATZ
5.8	5.5	6.4	5.7	5.7	6	6	WRKO-AM News/Talk	680 50kw	9	21	21	15	11	4	10:15	Entercom	EAST
4.2	3.8	3.6	3.9	4.6	7	7	WBMX-FM Hot AC	98.5 9kw	6	6	4	4	3	8	6:15	CBS Radio	CHR
4.4	4.0	4.0	4.8	4.6	7	7	WCRB-FM Classical	102.5 15kw	10	19	17	14	12	5	8:30	Charles River	ARP
4.9	4.4	5.0	4.3	4.1	9	9	WODS-FM Oldies	103.3 16kw	7	9	12	8	6	3	6:45	CBS Radio	CBS
3.6	3.3	3.4	3.7	3.9	10	10	WEEI-AM Sports	850 50kw	8	17	11	10	10	6	6:45	Entercom	EAST
2.9	2.9	3.0	2.7	3.2	11	11	WAAF-FM Rock	107.3 18.5kw	15	3	5	7	16	21	8:30	Entercom	D&R
3.4	3.1	3.3	3.0	3.2	12	12	WZLX-FM Classic Rock	100.7 20kw	11	11	7	6	7	9	6:15	CBS Radio	IRS
3.2	3.8	2.9	2.7	3.0	13	13	WROR-FM Oldies	105.7 21kw	13	10	14	12	9	7	7:15	Greater Media Inc.	MCG
3.5	3.4	3.2	3.3	2.5	14	14	WKLB-FM Country	99.5 32kw	17	8	18	18	17	13	9:00	Greater Media Inc.	MCG
1.8	1.4	1.8	2.8	2.4	15	15	WSJZ-FM NAC/SJ	96.9 21.5kw	16	22	13	16	15	10	8:15	Greater Media Inc.	MCG
2.7	2.9	2.1	2.5	2.2	16	16	WBOS-FM Adult Alternative	92.9 8.8kw	12	12	8	11	14	16	4:30	Greater Media Inc.	MCG
2.7	2.9	2.7	2.1	2.2	16	16	WEGQ-FM Oldies	93.7 34kw	14	13	9	13	13	15	5:30	Entercom	CHR
1.7	2.4	2.5	1.4	1.7	18	18	WXKS-AM Nostalgia	1430 5(1)kw	19	—	25	26	25	18	10:15	Chancellor Media	KATZ
1.5	1.3	1.2	1.2	1.2	19	19	WFNX-FM Alternative	101.7 1.65kw	18	7	10	17	18	22	4:30	MCC Br.	ARP
1.1	1.4	1.8	1.0	1.2	19	19	WILD-AM Urban	1090 5kw	22	14	20	20	19	17	7:30	Nash	K&P



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BOSTON'S ONLY CLASSIC ROCK



12+ POPULATION: 3,290,700 (Black: 6.2%; Hispanic: 5.8%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 17.4	1 WBCN-FM	1 WXKS-FM	1 WBCN-FM	1 WMJX-FM	CBS 56.4% Gr. Media Inc. 37.6% Entercom 34.2% Chancellor 33.9% Charles River 11.4% MCC Br. 5.6% Northeast Br. 3.4% Nash 2.8%
CHR 12.9	2 WAAF-FM	2 WJMN-FM	2 WEEI-FM	2 WBMX-FM	
OLDIES/CR 12.5	3 WJMN-FM	3 WBMX-FM	3 WZLX-FM	3 WXKS-FM	
AC 10.6	4 WXKS-FM	4 WMJX-FM	4 WBZ-AM	4 WODS-FM	
ALTERNATIVE 7.0	5 WZLX-FM	5 WBCN-FM	5 WMJZ-FM	5 WJMN-FM	
CLASSICAL 4.6	6 WBMX-FM	6 WAFF-FM	6 WBMX-FM	6 WROR-FM	
ROCK 3.2	7 WMJX-FM	7 WBOS-FM	7 WAAF-FM	7 WBZ-AM	
COUNTRY 2.5	8 WEEI-FM	8 WROR-FM	8 WRKO-FM	8 WCRB-FM	
NAC/SJ 2.4	9 WFNX-FM	9 WEGQ-FM	9 WODS-FM	9 WBCN-FM	
ADULT ALT. 2.2	10 WBOS-FM	10 WKLB-FM	10 WXKS-FM	10 WSJZ-FM	
NOSTALGIA 1.7					
URBAN 1.2					

Group Owner Updates: www.rronline.com

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12+ POPULATION: 3,052,300 (Black: 16.0%; Hispanic: 37.9%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
4.9	5.3	4.9	6.6	6.1	1	WEDR-FM Urban	99.1 100kw	3	1	1	1	3	10	9:15	Chancellor Media	MCG
5.3	6.1	5.7	5.4	5.0	2	WPOW-FM CHR/Rhythmic	96.5 100kw	1	2	2	5	13	24	6:15	Beasley	D&R
4.8	5.0	5.1	4.9	4.8	3	WLYF-FM AC	101.5 100kw	6	10	11	9	8	4	9:00	Jefferson-Pilot	CBS
5.2	5.2	5.1	5.1	4.7	4	WHQT-FM Urban AC	105.1 100kw	4	6	6	2	1	1	8:45	Cox	CHR
3.8	3.1	3.8	3.8	4.2	5	WFLC-FM AC	97.3 100kw	5	7	5	3	2	8	8:00	Cox	CHR
4.6	4.8	4.5	4.7	4.1	6	WAMR-FM Spanish AC	107.5 95kw	12	11	10	10	5	2	10:15	Heftel	KT-H
4.3	4.4	3.5	3.8	4.0	7	WAQI-AM Spanish News/Talk	710 50kw	21	—	22	20	20	13	14:30	Heftel	KT-H
3.3	3.6	3.4	3.6	3.9	8	WHYI-FM CHR/Pop	100.7 100kw	2	3	4	7	9	16	5:45	Clear Channel	CCRS
4.2	3.8	3.8	3.7	3.9	8	WKIS-FM Country	99.9 100kw	14	13	12	13	11	7	10:00	Beasley	D&R
3.5	3.3	3.3	2.8	3.8	10	WZTA-FM Rock	94.9 100kw	10	4	3	4	7	19	9:00	Clear Channel	CCRS
2.6	2.7	3.3	2.6	3.3	11	WBGG-FM Classic Rock	105.9 100kw	8	14	7	6	4	9	7:15	Clear Channel	CCRS
4.0	3.4	4.1	3.8	3.3	11	WLVE-FM NAC/SJ	93.9 100kw	13	19	16	11	6	3	8:15	Clear Channel	CCRS
3.3	3.6	2.8	3.2	3.3	11	WXDJ-FM Tropical	95.7 100kw	11	5	8	8	10	12	7:45	SBS	—
2.2	2.2	2.4	3.4	3.1	14	WCMQ-FM Spanish Oldies	92.3 31kw	18	12	17	15	14	6	9:45	SBS	SBS
3.1	3.6	3.4	2.9	3.1	14	WMXJ-FM Oldies	102.7 100kw	7	15	19	14	12	5	6:15	Jefferson-Pilot	CBS
1.4	2.4	2.8	2.8	3.1	14	WQAM-AM Sports	560 5(1)kw	17	21	13	16	15	14	9:30	Beasley	D&R
4.0	3.7	3.9	3.9	2.8	17	WRMA-FM Spanish AC	106.7 100kw	15	16	14	17	16	11	8:00	SBS	—
3.1	2.8	3.0	3.2	2.7	18	WTMI-FM Classical	93.1 100kw	19	—	28	23	19	15	8:30	Marlin	ARP
2.0	2.5	2.4	2.0	2.4	19	WQBA-AM Spanish News/Talk	1140 50(10)kw	23	22	26	27	25	18	12:30	Heftel	KATZ
2.1	2.3	2.3	2.1	2.2	20	WPLL-FM Hot AC	103.5 100kw	9	8	9	12	18	22	5:15	Clear Channel	EAST
1.9	1.6	1.2	1.5	2.2	20	WRTO-FM Tropical	98.3 100kw	16	9	15	18	17	17	6:15	Heftel	KT-H

Continued on Page 50



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MIAMI's FREE MONEY, DANCE MUSIC and PARTY STATION



12+ POPULATION: 3,012,000 (Black: 24.5%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.3	8.9	9.3	11.0	10.2	1	WSB-AM Talk	750 50kw	1	12	9	3	1	1	8:45	Cox	CHR
10.7	9.7	9.7	8.7	8.9	2	WVEE-FM Urban	103.3 100kw	3	1	1	1	3	9	9:00	CBS Radio	IRS
7.3	7.0	8.1	8.3	7.9	3	WSTR-FM CHR/Pop	94.1 100kw	2	3	2	2	2	7	7:15	Jefferson-Pilot	CBS
6.7	6.1	7.3	6.6	6.8	4	WKHX-FM Country	101.5 99kw	5	5	8	7	6	2	9:00	ABC Inc.	KATZ
5.9	6.2	6.3	5.6	5.9	5	WALR-A/F Urban AC	1340/104.7 1kw/100kw	10	8	7	4	4	4	9:00	Midwestern Br.	CHR
4.9	5.9	5.1	5.6	5.5	6	WPCH-FM AC	94.9 99kw	8	11	13	9	7	3	8:00	Jacor	EAST
5.1	5.5	5.7	5.7	5.4	7	WSB-FM AC	98.5 100kw	4	9	6	6	5	6	6:45	Cox	CHR
4.8	4.7	4.5	3.8	5.0	8	WKLS-FM Rock	96.1 100kw	6	7	3	5	8	14	7:00	Jacor	EAST
5.2	5.1	5.0	4.7	4.6	9	WHTA-FM Urban	97.5 6.6kw	11	2	4	10	16	18	8:00	Radio One	ARP
4.8	5.1	5.5	5.9	4.2	10	WNNX-FM Alternative	99.7 100kw	7	4	5	8	11	16	6:00	Susquehanna	ARP
4.3	4.0	4.2	3.6	4.1	11	WFOX-FM Oldies	97.1 100kw	9	6	16	13	9	5	6:00	Chancellor Media	SEN
3.6	4.0	3.4	2.9	3.9	12	WYAY-FM Country	106.7 99kw	14	10	10	11	12	10	8:30	ABC Inc.	KATZ
4.4	3.1	3.1	4.1	3.5	13	WGST-A/F News/Talk	640/105.7 50(1)kw/50kw	13	18	15	15	13	8	7:15	Jacor	EAST
4.3	4.0	3.9	3.5	3.1	14	WZGC-FM Classic Hits	92.9 99kw	12	14	11	12	10	11	6:00	CBS Radio	IRS
0.0	0.0	0.0	2.2	2.6	15	WAMJ-FM ¹ Urban Oldies	107.5 6kw	16	15	12	14	14	12	8:30	Dogwood	ARP
2.8	3.2	2.6	2.4	2.4	16	WJZF-FM NAC/SJ	104.1 60kw	15	19	14	16	15	13	6:45	Cox	CHR
2.3	2.0	2.1	2.1	1.7	17	WAOK-AM Religious	1380 5kw	17	17	19	17	17	15	9:30	CBS Radio	IRS

¹ Was WTHA-FM until February; operates under an LMA by Radio One.

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COUNTRY AND ALL-TIME FAVORITES**

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#11 MIAMI-FORT LAUDERDALE-HOLLYWOOD



MIAMI

Continued from Page 48

12+ POPULATION: 3,052,300 (Black: 16.0%; Hispanic: 37.9%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.1	1.8	2.7	2.0	1.9	22		WINZ-AM Talk	940 50(25)kw	22	—	21	21	21	20	8:00	Clear Channel	EAST
2.2	1.4	1.4	1.7	1.4	23		WIOD-AM News	610 5kw	20	17	24	25	26	25	4:45	Clear Channel	KATZ
0.0	0.0	0.5	1.0	1.1	24		WFBA-AM Spanish Nostalgia	990 5kw	26	—	30	35	31	26	11:30	W.R.A. Br.	—
1.1	0.9	0.8	0.9	1.1	24		WMBM-AM Gospel	1490 1kw	32	20	25	22	23	21	12:30	New Birth	—
0.8	0.8	0.6	0.7	1.0	26		WRMF-FM AC	97.9 100kw	24	23	18	19	22	27	8:15	James Crystal	ARP
1.5	1.4	1.6	1.4	1.0	26		WSUA-AM Tropical	1260 5kw	28	—	27	24	24	23	10:30	El Dorado	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
SPANISH 24.0 AC 12.2 URBAN 10.8 CHR 8.9 NEWS/TALK 6.4 OLDIES/CR 6.4 COUNTRY 3.9 ROCK 3.8 NAC 3.3 CLASSICAL 2.7 RELIGIOUS 1.1	1 WZTA-FM 2 WPOW-FM 3 WEDR-FM 4 WBGGM-FM 5 WHQT-FM 6 WFLC-FM 7 WHYI-FM 8 WQAM-AM 9 WPLL-FM 10 WXDJ-FM	1 WEDR-FM 2 WHYI-FM 3 WPOW-FM 4 WFLC-FM 5 WHQT-FM 6 WXDJ-FM 7 WZTA-FM 8 WPLL-FM 9 WLYF-FM 10 WAMR-FM	1 WBGGM-FM 2 WHQT-FM 3 WQAM-AM 4 WZTA-FM 5 WFLC-FM 6 WEDR-FM 7 WMXJ-FM 8 WKIS-FM 9 WPOW-FM 10 WAMR-FM	1 WHQT-FM 2 WLYF-FM 3 WAMR-FM 4 WEDR-FM 5 WHYI-FM 6 WLVE-FM 7 WXDJ-FM 8 WRMA-FM 9 WCMQ-FM	Clear Channel 43.3% Beasley 32.0% Cox 22.8% Jefferson-Pilot 21.0% Heftel 20.7% SBS 19.4% Chancellor 15.4% Marlin 7.4% James Crystal 6.9% El Dorado 2.3% W.R.A. Br. 2.3% Radio Unica 1.9%

#12 ATLANTA



ATLANTA

Continued from Page 49

12+ POPULATION: 3,012,000 (Black: 24.5%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 22.0 NEWS/TALK 13.7 AC 10.9 COUNTRY 10.7 CHR 7.9 OLDIES/CR 7.2 ROCK 5.0 ALTERNATIVE 4.2 NAC/SJ 2.4 RELIGIOUS 1.7	1 WVEE-FM 2 WKLS-FM 3 WHTA-FM 4 WSTR-FM 5 WNNX-FM 6 WSB-AM 7 WKHX-FM 8 WALR-A/F 9 WSB-FM 10 WZGC-FM	1 WSTR-FM 2 WVEE-FM 3 WHTA-FM 4 WSB-FM 5 WNNX-FM 6 WALR-A/F 7 WKHX-FM 8 WKLS-FM 9 WYAY-FM 10 WPCF-FM	1 WSB-AM 2 WKLS-FM 3 WVEE-FM 4 WALR-A/F 5 WSTR-FM 6 WGST-A/F 7 WKHX-FM 8 WFOX-FM 9 WZGC-FM 10 WSB-FM	1 WSTR-FM 2 WALR-A/F 3 WVEE-FM 4 WSB-FM 5 WPCF-FM 6 WSB-AM 7 WKHX-FM 8 WYAY-FM 9 WNNX-FM 10 WFOX-FM	Cox 40.6% Jacor 33.2% CBS 31.4% Jefferson-Pilot 24.2% ABC 20.2% Radio One 16.0% Midwestern 15.7% Susquehanna 14.1% Chancellor 13.6%

Subscribe Online: www.rronline.com

12+ POPULATION: 2,786,100 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.3	9.6	7.2	5.6	7.5	1	KIRO-AM News/Talk	710 50kw	1	10	14	7	2	2	7:00	Entercom	KATZ
7.1	6.9	6.3	5.9	6.2	2	KUBE-FM CHR/Rhythmic	93.3 100kw	2	1	1	1	11	17	7:15	Ackerly Group	ARP
5.6	5.0	4.6	5.0	5.8	3	KBSG-A/F Oldies	1210/97.3 27.5(10)kw/55kw	3	4	12	4	1	1	7:15	Entercom	D&R
5.5	4.7	4.7	4.0	5.2	4	KMPS-FM Country	94.1 98kw	6	6	7	8	5	3	8:15	CBS Radio	EAST
3.0	4.0	3.4	4.8	4.6	5	KLSY-FM AC	92.5 58kw	7	5	4	2	3	7	7:45	Sandusky	CHR
4.6	4.6	4.7	3.9	4.5	6	KVI-AM Talk	570 5kw	19	17	19	17	12	4	12:00	Fisher	SEN
3.8	4.2	3.8	4.6	4.2	7	KPLZ-FM Hot AC	101.5 100kw	5	7	2	3	6	14	6:00	Fisher	SEN
2.5	3.3	3.6	4.5	3.9	8	KBKS/KRPM CHR/Pop	106.1/1090 58kw/50kw	4	2	6	9	13	18	5:00	CBS Radio	EAST
4.3	3.4	3.5	4.3	3.8	9	KING-FM ¹ Classical	98.1 58kw	10	14	21	20	17	9	7:45	Beethoven, Inc.	SEN
2.6	3.2	3.5	3.8	3.8	9	KWJZ-FM NAC/SJ	98.9 58kw	16	22	15	10	7	5	9:15	Sandusky	CHR
4.6	3.7	4.0	3.6	3.7	11	KIXI-AM Nostalgia	880 50(10)kw	17	—	26	26	23	12	9:30	Sandusky	CHR
3.8	3.2	3.8	3.8	3.5	12	KISW-FM Rock	99.9 100kw	13	9	3	5	8	15	7:45	Entercom	MCG
3.7	3.4	3.4	3.2	3.5	12	KZOK-FM Classic Rock	102.5 100kw	11	13	8	6	4	8	7:15	CBS Radio	EAST
4.3	4.2	4.2	3.9	3.2	14	KNDD-FM Alternative	107.7 100kw	8	3	5	12	16	23	5:15	Entercom	D&R
2.9	3.4	3.9	3.2	3.2	14	KOMO-AM Full Service	1000 50kw	9	—	22	22	20	11	6:30	Fisher	SEN
2.6	2.6	2.6	3.6	3.2	14	KRWM-FM AC	106.9 100kw	18	16	20	14	10	6	8:15	Sandusky	CHR
3.3	2.9	2.6	3.1	2.7	17	KJR-FM Oldies	95.7 100kw	12	15	13	11	9	10	5:45	Ackerly Group	ARP
2.5	2.2	2.9	2.5	2.3	18	KJR-AM Sports	950 5kw	14	19	9	15	15	16	5:30	Ackerly Group	—
2.9	3.1	3.1	3.1	2.3	18	KMTT-FM Adult Alternative	103.7 58kw	15	—	16	13	14	13	5:30	Entercom	D&R

¹ Operates under a Joint Sales Agreement with Entercom.

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SEATTLE



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"IT'S YOUR VOICE"



#14 MINNEAPOLIS-ST. PAUL



MINNEAPOLIS

12+ POPULATION: 2,267,500 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.5	11.6	12.3	11.8	10.3	1	1	WCCO-AM Full Service	830 50kw	3	12	14	12	9	2	8:30	CBS Radio	CBS
10.4	10.5	11.2	11.2	10.1	2	2	KQRS-FM ¹ Adult Alternative	92.5 100kw	1	6	1	1	1	1	7:45	ABC Inc.	KATZ
6.9	8.1	7.8	8.0	8.5	3	3	KDWB-FM CHR/Pop	101.3 100kw	2	1	2	2	6	10	6:45	Chancellor Media	KATZ
6.9	7.5	8.0	8.1	7.6	4	4	KEEY-FM Country	102.1 100kw	5	2	3	3	2	5	8:45	Chancellor Media	CHR
6.7	6.5	6.3	5.9	6.5	5	5	WLTE-FM AC	102.9 100kw	7	10	9	5	3	3	8:15	CBS Radio	CBS
5.0	5.3	4.5	5.2	5.4	6	6	KQQL-FM Oldies	107.9 97kw	6	8	12	6	4	4	6:30	Chancellor Media	KATZ
5.2	6.1	5.3	5.1	5.3	7	7	KSTP-FM Hot AC	94.5 100kw	4	5	5	4	5	8	4:45	Hubbard	CHR
5.0	4.5	5.0	5.3	5.0	8	8	KSTP-AM Talk	1500 50kw	9	15	10	10	8	6	9:15	Hubbard	CHR
4.6	4.5	2.8	3.5	4.4	9	9	KXXR-FM Rock	93.7 100kw	10	3	4	7	10	13	8:30	ABC Inc.	—
4.4	4.5	4.0	3.8	3.7	10	10	KTCZ-FM Adult Alternative	97.1 100kw	8	11	8	8	7	9	5:30	Chancellor Media	BAN
3.1	2.9	2.9	3.1	3.2	11	11	KMJZ-FM NAC/SJ	104.1 89kw	13	14	13	13	11	7	7:15	CBS Radio	EAST
2.6	1.9	2.0	3.1	3.1	12	12	KZNR/KZNT/KZNZ Alternative	105.1/105.7/105.3 2.5kw/6kw/25kw	12	4	7	11	13	15	6:15	ABC Inc.	KATZ
4.5	3.1	3.8	3.5	3.1	12	12	WRQC-FM Rock	100.3 100kw	11	9	6	9	12	14	6:00	Chancellor Media	SEN
1.8	1.4	2.6	2.2	2.1	14	14	KFAN-AM Sports	1130 50(25)kw	14	13	11	14	14	11	6:15	Chancellor Media	CHR
2.4	1.9	1.7	1.6	1.8	15	15	KLBB/WLOL Nostalgia	1400/1470 1kw/5kw	15	—	19	16	15	12	7:00	Cargill	—

¹ Was Rock until March.



+ KOOL 108 =
GOOD TIMES • GREAT OLDIES

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GOOD TIMES • GREAT OLDIES



Continued from Page 51

12+ POPULATION: 2,786,100 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CLUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
2.0	2.3	2.8	2.9	2.1	20	KIRO-FM Talk	100.7 57kw	20	18	11	18	19	25	6:00	Entercom	KATZ
3.3	2.6	2.8	2.9	2.1	20	KYCW-FM Country	96.5 100kw	21	11	10	16	18	26	7:15	CBS Radio	EAST
1.9	1.7	1.7	1.9	1.6	22	KCMS-FM Religious	105.3 115kw	23	8	18	19	21	27	7:00	Crista	RSS
0.0	0.0	0.0	0.0	1.1	23	KKBY-FM Urban AC	104.9 2.5kw	24	12	17	21	22	25	9:30	Y Communications	—
1.0	1.3	1.5	1.2	1.1	23	KNWX-AM News	770 50(5)kw	22	20	28	27	27	22	4:15	Entercom	KATZ

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 20.7	1 KISW-FM	1 KUBE-FM	1 KZOK-FM	1 KLSY-FM	Entercom 54.7%
AC 12.0	2 KUBE-FM	2 KPLZ-FM	2 KIRO-AM	2 KBSG-A/F	CBS 34.3%
OLDIES/CR 12.0	3 KPLZ-FM	3 KLSY-FM	3 KBSG-A/F	3 KMPS-FM	Ackerley Gr. 30.7%
CHR 10.1	4 KNDD-FM	4 KBKS/KRPM	4 KISW-FM	4 KWJZ-FM	Fisher 28.0%
COUNTRY 7.3	5 KZOK-FM	5 KMPS-FM	5 KVI-AM	5 KPLZ-FM	Sandusky 25.1%
CLASSICAL 3.8	6 KJR-AM	6 KNDD-FM	6 KJR-AM	6 KRWM-FM	Beethoven 9.8%
NAC/SJ 3.8	7 KLSY-FM	7 KYCW-FM	7 KPLZ-FM	7 KUBE-FM	Crista 4.6%
NOSTALGIA 3.7	8 KBKS/KRPM	8 KWJZ-FM	8 KJR-FM	8 KIRO-AM	Y Comm. 2.4%
ROCK 3.5	9 KIRO-AM	9 KIRO-FM	9 KMTT-FM	9 KBKS/KRPM	
ALTERNATIVE 3.2	10 KVI-AM	10 KBSG-A/F	10 KMPS-FM	10 KJR-FM	
ADULT ALT. 2.3					
RELIGIOUS 1.6					
URBAN 1.1					

12+ POPULATION: 2,267,500 (Black: N/A; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 17.4	1 KQRS-FM	1 KDWB-FM	1 KQRS-FM	1 WLTE-FM	Chancellor 60.6%
ADULT ALT. 13.8	2 KXXR-FM	2 KSTP-FM	2 KSTP-AM	2 KEEY-FM	CBS 41.8%
AC 11.8	3 WRQC-FM	3 KEEY-FM	3 KQQL-FM	3 KQRS-FM	ABC 37.2%
CHR 8.5	4 KDWB-FM	4 KQRS-FM	4 KEEY-FM	4 KSTP-FM	Hubbard 31.2%
COUNTRY 7.6	5 KEEY-FM	5 WLTE-FM	5 KXXR-FM	5 KDWB-FM	Cargill 5.2%
ROCK 7.5	6 KSTP-FM	6 KZNR/KZNT/KZNZ	6 KSTP-FM	6 KQQL-FM	
OLDIES/CR 5.4	7 KZNR/KZNT/KZNZ	7 KTCZ-FM	7 WCCO-AM	7 KTCZ-FM	
NAC/SJ 3.2	8 KFAN-AM	8 KXXR-FM	8 KFAN-AM	8 WCCO-AM	
ALTERNATIVE 3.1	9 KSTP-AM	9 WRQC-FM	9 KTCZ-FM	9 KMJZ-FM	
NOSTALGIA 1.8	10 KTCZ-FM	10 KMJZ-FM	10 WRQC-FM	10 KZNR/KZNT/KZNZ	

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SEATTLE

MINNEAPOLIS

#15 SAN DIEGO



SAN DIEGO

12+ POPULATION: 2,267,300 (Black: N/A; Hispanic: 23.0%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
5.5	6.1	5.1	4.8	6.8	1	1	KYXY-FM AC	96.5 41kw	3	10	3	2	1	1	8:30	Chancellor Media	D&R
5.3	6.5	5.2	6.2	6.3	2	2	KFMB-FM Hot AC	100.7 30kw	1	5	1	1	2	7	6:45	Midwest TV	MCG
7.6	5.5	6.4	6.6	5.2	3	3	KSON-FM Country	97.3 50kw	7	6	8	4	4	3	9:00	Jefferson-Pilot	BAN
5.3	5.5	3.6	2.7	4.6	4	4	KFMB-AM Full Service	760 5(50)kw	6	16	15	13	9	4	7:30	Midwest TV	MCG
3.0	3.9	4.9	4.9	4.5	5	5	KOGO-AM Talk	600 5kw	10	—	23	16	12	5	8:30	Jacor	KATZ
5.1	4.6	4.3	5.1	4.4	6	6	XHTZ-FM CHR/Rhythmic	90.3 100kw	4	1	2	5	13	21	6:15	Califormula	SEN
3.6	3.8	4.5	4.2	4.3	7	7	KGB-FM Classic Rock	101.5 50kw	8	12	5	2	3	8	7:15	Jacor	EAST
2.9	3.5	3.8	3.8	4.0	8	8	KIFM-FM NAC/SJ	98.1 28kw	13	20	11	10	5	2	8:15	Jefferson-Pilot	CBS
3.9	4.0	4.1	3.9	3.9	9	9	KHTS-FM ¹ CHR/Rhythmic	93.3 50kw	2	2	6	9	14	22	4:45	Jacor	EAST
2.6	2.6	3.1	3.6	3.7	10	10	KPOP-AM Nostalgia	1360 5(1)kw	18	21	35	33	28	15	11:30	Jacor	KATZ
1.7	2.3	2.9	3.0	3.7	10	10	XTRA-FM Alternative	91.1 100kw	22	28	14	17	17	19	6:00	Jacor	EAST
3.5	3.5	3.3	3.2	3.2	12	12	KMCG-FM AC	95.7 29kw	14	9	9	8	7	9	6:45	Jacor	MCG
3.9	3.5	3.5	2.3	3.1	13	13	KBZT-FM Oldies	94.9 22kw	11	8	17	12	6	6	6:00	Jefferson-Pilot	BAN
3.6	3.6	3.5	4.8	3.1	13	13	KIOZ-FM Rock	105.3 29kw	12	7	7	7	10	16	6:15	Jacor	EAST
1.9	1.9	1.8	2.6	2.5	15	15	KPLN-FM Classic Hits	103.7 36kw	15	17	12	11	8	10	6:45	Chancellor Media	D&R
1.9	1.6	1.9	2.3	2.3	16	16	KKLQ-FM ² CHR/Pop	106.5 50kw	9	3	10	14	19	23	4:00	Heftel	EAST
1.9	2.5	2.2	2.1	2.2	17	17	KFI-AM Talk	640 50kw	19	—	24	21	20	11	7:00	Cox	CHR
2.4	1.3	1.0	1.3	2.0	18	18	KSDO-AM News/Talk	1130 10kw	16	22	32	24	22	13	5:45	Jacor	KATZ
1.5	1.5	1.7	2.2	1.8	19	19	KJQY-FM ³ AC	102.9 32kw	21	—	22	19	18	14	6:15	Heftel	EAST
2.1	2.0	1.6	1.8	1.8	19	19	KXGL-FM Oldies	94.1 100kw	20	13	18	15	15	12	5:45	Jacor	MCG

¹ Began to evolve to CHR/Pop in late July. ² Became KEBN-FM (Regional Mexican) in August. ³ Became KLQV-FM (Spanish AC) in August.

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San Diego's Hit Music

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For information, call
ABC/RADIO TODAY
 at (212) 581-3962

TODAY'S BEST MUSIC

12+ POPULATION: 2,267,300 (Black: N/A; Hispanic: 23.0%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	12+ ACH METHO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
3.1	2.7	2.3	2.1	1.7	21	XTRA-AM Sports	690 77(50)kw	5	4	4	6	11	20	6:00	Jacor	EAST
1.0	0.8	1.1	1.1	1.4	22	KNX-AM News	1070 50kw	25	—	34	32	30	24	6:45	CBS Radio	CBS
2.1	1.7	1.4	1.2	1.3	23	KFSD-FM Classical	92.1 .58kw	23	—	31	26	25	17	5:45	Astor Br.	—
1.0	1.7	1.6	1.1	1.3	23	KXST-FM Adult Alternative	102.1 14.5kw	24	—	21	18	16	18	6:00	Compass Radio	CHR
2.1	1.6	1.5	1.4	1.3	23	XHRM-FM Alternative	92.5 100kw	17	14	13	20	24	25	4:00	Radio Moderna	SEN
1.8	1.3	1.3	1.3	1.1	26	XHKY-FM Regional Mexican	99.3 25kw	26	26	16	22	21	30	7:30	Califormula	KT-H
0.9	1.2	1.1	1.1	1.0	27	KSPA-AM Nostalgia	1450 1kw	31	—	—	—	—	36	11:00	Astor	—
0.8	1.1	1.1	1.1	1.0	27	XBACH-AM Classical	540 1kw	27	—	38	38	36	29	7:45	Mt. Wilson FM	ARP
1.2	1.0	1.3	1.2	1.0	27	XTIM-FM Regional Mexican	91.7 25kw	29	19	20	23	23	26	8:30	Energy Com.	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 18.1	1 XTRA-FM	1 KFMB-FM	1 KGB-FM	1 KYXY-FM	Jacor 62.7%
NEWS/TALK 16.4	2 XHTZ-FM	2 KYXY-FM	2 KIOZ-FM	2 KFMB-FM	Midwest TV 28.1%
OLDIES/CR 11.7	3 KGB-FM	3 KHTS-FM	3 KPLN-FM	3 KSON-FM	Chancellor 22.5%
CHR 10.6	4 KIOZ-FM	4 XHTZ-FM	4 KYXY-FM	4 KIFM-FM	Capstar 21.6%
COUNTRY 5.2	5 KFMB-FM	5 KSON-FM	5 KFMB-FM	5 KMCG-FM	Jefferson-Pilot 21.0%
NOSTALGIA 4.7	6 KHTS-FM	6 KMCG-FM	6 KFMB-AM	6 KBZT-FM	Califormula 18.0%
NAC/SJ 4.0	7 KYXY-FM	7 KKLQ-FM	7 KIFM-FM	7 KGB-FM	Hefel* 16.0%
ALTERNATIVE 3.7	8 KSON-FM	8 KGB-FM	8 KSON-FM	8 KHTS-FM	Cox 17.0%
ROCK 3.1	9 XTRA-AM	9 XTRA-FM	9 XTRA-FM	9 KJQY-FM	Radio Moderna 6.5%
CLASSICAL 2.3	10 KFMB-FM	10 KIOZ-FM	10 XTRA-AM	10 XHTZ-FM	Astor 6.0%
SPANISH 2.1					CBS 5.0%
ADULT ALT. 1.3					Compass 4.3%
					Mt. Wilson FM 2.6%
					Energy 2.3%

* Assumed ownership after the Spring '98 book.



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12+ POPULATION: 2,262,800 (Black: 7.5%; Hispanic: 8.1%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	12+ ADH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.2	5.8	5.3	5.7	5.5	1	WALK-FM AC	97.5 39kw	5	14	8	3	1	1	9:15	Chancellor Media	KATZ
4.0	5.2	4.9	5.6	5.5	1	WHTZ-FM CHR/Pop	100.3 6kw	1	1	2	2	10	14	5:45	Chancellor Media	CHR
4.7	5.3	5.3	5.3	5.5	1	WXRK-FM Alternative	92.3 6kw	2	4	1	1	2	6	7:15	CBS Radio	IRS
4.4	3.7	5.0	4.5	4.3	4	WBLI-FM CHR/Pop	106.1 49kw	6	3	5	6	7	8	7:15	Cox	MCG
3.3	4.3	4.3	3.9	4.3	4	WLTW-FM AC	106.7 6kw	11	26	10	9	5	3	8:45	Chancellor Media	KATZ
4.1	3.9	4.4	3.9	4.2	6	WCBS-FM Oldies	101.1 6.8kw	7	24	22	12	4	2	7:15	CBS Radio	CBS
3.6	3.2	3.3	3.0	3.9	7	WQHT-FM CHR/Rhythmic	97.1 6.7kw	13	2	3	7	18	34	8:30	Emmis	ARP
3.9	3.7	3.9	3.4	3.8	8	WFAN-AM Sports	660 50kw	9	9	12	10	9	4	7:00	CBS Radio	IRS
3.7	3.9	3.6	3.2	3.6	9	WKTU-FM CHR/Rhythmic	103.5 5.4kw	4	5	4	5	8	15	5:30	Chancellor Media	EAST
4.3	3.0	3.3	3.7	3.6	9	WOR-AM Talk	710 50kw	17	29	35	27	26	10	9:45	Buckley	MCG
3.3	2.7	2.9	3.8	3.5	11	WABC-AM Talk	770 50kw	14	20	27	25	20	11	7:45	ABC Inc.	KATZ
2.6	3.3	3.5	2.9	3.5	11	WBAB/WHFM Rock	102.3/95.3 3kw/5kw	12	7	6	4	3	9	7:15	Cox	MCG
3.8	3.8	4.2	3.6	3.3	13	WCBS-AM News	880 50kw	3	23	28	19	16	7	5:15	CBS Radio	CBS
3.4	3.0	2.9	3.1	2.8	14	WPLJ-FM Hot AC	95.5 6.7kw	10	18	7	8	6	13	5:30	ABC Inc.	KATZ
3.2	2.3	2.8	2.6	2.7	15	WBZO-FM Oldies	103.1 3kw	15	21	21	11	11	5	7:00	Barnstable	D&R
3.0	2.8	2.8	3.6	2.5	16	WHLI-AM Nostalgia	1100 10kw	28	—	34	36	33	20	10:00	Barnstable	D&R
1.8	2.4	2.5	2.2	2.2	17	WINS-AM News	1010 50kw	8	25	24	26	22	18	4:00	CBS Radio	CBS
2.4	3.1	2.3	2.1	2.1	18	WQCD-FM NAC/SJ	101.9 6.2kw	19	31	26	17	15	12	6:15	Emmis	CHR
2.3	3.1	2.4	3.3	2.0	19	WKJY-FM AC	98.3 3kw	22	16	16	15	14	19	8:00	Barnstable	D&R
2.5	2.1	1.9	2.5	2.0	19	WQXR-FM Classical	96.3 7.8kw	23	—	31	31	30	21	8:30	New York Times	ARP
1.7	2.0	2.0	2.3	1.9	21	WNEW-FM Rock	102.7 6kw	18	28	19	14	13	16	5:15	CBS Radio	CBS



B-103
Long Island's Oldies 103.1 FM



For information, call
ABC/RADIO TODAY
at (212) 581-3962

LONG ISLAND'S OLDIES 103.1 FM



12+ POPULATION: 2,262,800 (Black: 7.5%; Hispanic: 8.1%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.9	2.1	1.8	1.9	1.8	22	WAXQ-FM Classic Rock	104.3 6kw	16	15	18	13	12	17	5:00	Chancellor Media	KATZ
1.7	1.7	1.3	1.5	1.6	23	WDRE/WLIR Alternative	98.5/92.7 6kw/1kw	20	12	9	16	23	29	4:15	Jarad	MCG
1.6	1.9	1.2	1.8	1.6	23	WMJC-FM Country	94.3 3kw	26	27	15	22	17	22	8:15	Barnstable	KATZ
1.6	1.4	1.3	1.0	1.5	25	WBLS-FM Urban	107.5 4.2kw	24	6	13	20	25	26	6:15	Inner City	MCG
1.2	1.6	1.2	1.3	1.5	25	WSKQ-FM Tropical	97.9 7.8kw	31	11	11	18	19	24	11:00	Spanish Br. Sys.	CAB
1.2	1.4	1.7	1.5	1.4	27	WRKS-FM Urban AC	98.7 7.8kw	25	10	17	21	21	23	6:30	Emmis	D&R
1.0	1.0	0.9	1.0	1.2	28	WLUX-AM Nostalgia	540 .25kw	32	—	35	38	39	36	10:30	Long Island Multi Media	—
1.0	1.6	1.2	1.1	1.0	29	WBIX-FM ¹ Hot AC	105.1 6kw	21	12	20	24	24	25	4:00	Chancellor Media	SEN
1.0	0.8	1.1	0.9	1.0	29	WQEW-AM Nostalgia	1560 50kw	29	—	38	39	37	30	7:00	New York Times	ARP
1.2	0.7	0.8	0.7	1.0	29	WRCN-FM Rock	103.9 1.5kw	30	19	14	23	27	31	7:30	Barnstable	MCG

¹ Was WNSR-FM until January 21.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<p>CHR 17.3</p> <p>NEWS/TALK AC 16.4</p> <p>OLDIES/CR 8.7</p> <p>ALTERNATIVE 7.1</p> <p>ROCK 6.4</p> <p>NOSTALGIA 4.7</p> <p>URBAN 2.9</p> <p>NAC/SJ 2.1</p> <p>CLASSICAL 2.0</p> <p>COUNTRY 1.6</p> <p>SPANISH 1.5</p>	<p>Men 18-34</p> <p>1 WXRK-FM</p> <p>2 WQHT-FM</p> <p>3 WBAB/WHFM</p> <p>4 WHTZ-FM</p> <p>5 WKTU-FM</p> <p>6 WBLI-FM</p> <p>7 WFAN-AM</p> <p>8 WSKQ-FM</p> <p>9 WRCN-FM</p> <p>10 WPLJ-FM</p>	<p>Women 18-34</p> <p>1 WHTZ-FM</p> <p>2 WKTU-FM</p> <p>3 WQHT-FM</p> <p>4 WBLI-FM</p> <p>5 WPLJ-FM</p> <p>6 WLTW-FM</p> <p>7 WXRK-FM</p> <p>8 WALK-FM</p> <p>9 WLIR-FM</p> <p>10 WBAB/WHFM</p>	<p>Men 25-54</p> <p>1 WXRK-FM</p> <p>2 WFAN-AM</p> <p>3 WBAB/WHFM</p> <p>4 WCBS-FM</p> <p>5 WALK-FM</p> <p>6 WNEW-FM</p> <p>7 WPLJ-FM</p> <p>8 WAXQ-FM</p> <p>9 WKTU-FM</p> <p>10 WBZO-FM</p>	<p>Women 25-54</p> <p>1 WALK-FM</p> <p>2 WLTW-FM</p> <p>3 WHTZ-FM</p> <p>4 WBLI-FM</p> <p>5 WPLJ-FM</p> <p>6 WCBS-FM</p> <p>7 WKTU-FM</p> <p>8 WBZO-FM</p> <p>9 WKJY-FM</p> <p>10 WXRK-FM</p>	<p>Chancellor 48.6%</p> <p>CBS 48.5%</p> <p>Cox 23.1%</p> <p>Barnstable 21.7%</p> <p>ABC 20.1%</p> <p>Emmis 17.9%</p> <p>Buckley 7.9%</p> <p>NY Times 7.5%</p> <p>Jarad 7.1%</p> <p>Inner City 4.9%</p> <p>SBS 4.1%</p> <p>L.I. Multi Media 2.5%</p> <p>Big City 2.3%</p>

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12+ POPULATION: 2,226,400 (Black: N/A; Hispanic: 16.4%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.0	5.9	6.5	5.1	6.4	1	1	KNIX-FM Country	102.5 98kw	4	7	8	7	3	1	9:15	Buck Owens	KATZ
4.5	4.4	4.7	5.7	5.8	2	2	KZZP-FM Hot AC	104.7 100kw	1	2	1	1	2	9	6:30	Jacor	MCG
5.5	5.6	6.4	5.7	5.6	3	3	KTAR-AM News/Talk	620 5kw	2	18	21	15	12	4	6:30	Hearst	CHR
4.9	5.9	4.3	5.3	5.4	4	4	KKFR-FM CHR/Rhythmic	92.3 100kw	5	1	3	5	14	17	8:00	Broadcast Group	D&R
6.0	5.9	5.2	6.2	5.4	4	4	KMLE-FM Country	107.9 100kw	3	6	4	2	1	7	7:45	Chancellor Media	SEN
5.5	5.0	5.2	4.7	5.1	6	6	KFYI-AM News/Talk	910 5kw	10	17	15	14	9	5	9:30	Broadcast Group	D&R
5.1	5.0	5.3	5.4	4.5	7	7	KOY-AM Nostalgia	550 5(1)kw	12	—	29	25	23	14	9:45	Chancellor Media	SEN
3.8	4.2	4.9	5.2	4.4	8	8	KESZ-FM AC	99.9 100kw	7	10	10	4	4	3	7:30	Media America	KATZ
6.0	5.4	5.1	5.0	4.4	8	8	KOOL-FM Oldies	94.5 100kw	6	9	17	10	5	2	6:30	Chancellor Media	CHR
4.7	4.2	4.9	4.7	4.1	10	10	KUPD-FM Rock	97.9 100kw	11	4	2	3	8	16	8:45	Sandusky	EAST
3.1	3.9	3.6	3.6	3.8	11	11	KYOT-FM NAC/SJ	95.5 96kw	13	20	14	13	7	6	8:45	Chancellor Media	SEN
3.7	3.8	3.0	3.3	3.7	12	12	KZON-FM Alternative	101.5 100kw	8	8	5	6	10	13	6:15	Chancellor Media	SEN
3.6	3.4	3.5	3.2	3.2	13	13	KDDJ/KEDJ ¹ Alternative	100.3/106.3 90kw/50kw	9	5	6	9	16	19	5:30	New Century AZ LLC	ARP
3.1	3.8	2.6	3.3	3.0	14	14	KDKB-FM Rock	93.3 100kw	17	16	7	8	6	10	7:30	Sandusky	EAST
2.9	2.6	3.0	3.4	2.9	15	15	KKLT-FM AC	98.7 100kw	15	13	12	16	15	8	6:45	Hearst	CHR
1.7	2.1	2.4	2.4	2.7	16	16	KGLQ-FM Classic Hits	96.9 100kw	14	11	9	12	11	12	6:00	Jacor	MCG
3.2	2.6	2.5	2.2	2.7	16	16	KSLX-A/F Classic Rock	1440/100.7 5(.05)kw/100kw	18	14	11	11	13	11	7:00	Sandusky	EAST
2.6	3.2	2.4	2.2	2.1	18	18	KPTY-FM CHR/Rhythmic	103.9 43kw	16	3	13	18	20	23	5:00	New Planet Radio	ROS
1.0	1.2	0.9	1.5	1.7	19	19	KHOT-FM ² Urban AC	105.9 8.2kw	20	12	16	17	17	15	7:00	New Century AZ LLC	ARP

¹ KDDJ-FM was KHOT-FM until January 29. ² Was KBUQ-FM until January 30.

Continued on Page 60

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KFYI
Hottest News-Talk
910AM

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For information, call
ABC/RADIO TODAY
at (212) 581-3962

ARIZONA'S HOTTEST NEWS-TALK!

12+ POPULATION: 2,095,800 (Black: 16.7%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.8	12.0	11.2	10.7	13.9	1	KMOX-AM Talk	1120 50kw	1	16	13	7	2	1	9:30	CBS Radio	CBS
7.8	8.4	8.5	7.3	8.6	2	WIL-FM Country	92.3 100kw	2	4	6	1	1	2	10:00	Sinclair Com.	CHR
6.1	6.0	5.5	6.8	7.0	3	KEZK-FM AC	102.5 100kw	3	12	7	2	3	3	8:30	CBS Radio	SEN
7.2	7.3	6.8	6.1	6.6	4	KMJM-FM Urban	104.9 7.8kw	11	1	1	4	9	14	11:45	Jacor	EAST
4.9	5.3	4.8	4.7	4.9	5	KYKY-FM Hot AC	98.1 90kw	4	7	5	5	5	5	7:15	CBS Radio	KATZ
4.4	4.5	4.6	5.0	4.7	6	KSHE-FM Classic Rock	94.7 100kw	7	11	4	3	4	6	7:30	Emmis	D&R
4.3	5.3	5.0	4.2	4.7	6	WKXX-FM Country	106.5 90kw	8	5	3	6	6	7	8:00	Zimmer	D&R
4.9	4.6	3.7	3.9	3.9	8	KLOU-FM Oldies	103.3 100kw	6	14	14	10	7	4	6:15	Jacor	CBS
1.4	1.3	1.8	4.6	3.9	9	KSLZ-FM CHR/Pop	107.7 100kw	5	2	8	11	17	18	5:45	Jacor	EAST
5.4	4.6	4.6	4.9	3.8	10	KPNT-FM Alternative	105.7 100kw	9	3	2	8	13	22	6:30	Sinclair Com.	ARP
2.6	2.5	3.1	3.1	3.1	11	KIHT-FM Classic Hits	96.3 80kw	14	10	9	9	8	12	6:15	Sinclair Com.	CHR
2.3	2.9	3.4	3.3	3.0	12	KTRS-AM News/Talk	550 5kw	15	—	18	17	14	8	7:00	Dorsey Group	MCG
2.7	2.6	3.1	2.8	2.8	13	KFUO-FM Classical	99.1 100kw	16	9	19	19	18	11	7:30	Lutheran Church/MOS	ARP
3.4	2.5	2.1	2.4	2.6	14	WRTH-AM Nostalgia	1430 5kw	19	—	24	24	21	17	9:30	Sinclair Com.	CHR
1.0	1.9	2.1	1.9	2.4	15	KATZ-AM ¹ Gospel	1600 5kw	20	7	17	18	16	10	10:30	Jacor	EAST
3.0	2.8	3.0	2.5	2.4	15	KSD-FM Classic Rock	93.7 100kw	13	17	12	13	10	13	4:45	Jacor	KATZ
3.9	3.2	3.0	3.2	2.4	15	WVRV-FM Adult Alternative	101.1 44kw	12	13	10	12	11	16	4:45	Sinclair Com.	MCG
2.3	1.9	1.8	3.0	2.2	18	KATZ-FM Urban AC	100.3 50kw	18	18	16	15	12	9	7:45	Jacor	EAST
4.2	4.1	3.7	2.9	2.0	19	WALC-FM ² Hot AC	104.1 39kw	10	6	11	14	19	20	3:30	Zimmer	D&R
2.4	2.4	2.3	2.3	1.9	20	KXOK-FM Urban AC	97.1 100kw	17	15	15	16	15	15	6:00	Frischling	ARP

¹ Was KMJM-AM until March. ² Became WXTM-FM (Rock) on June 25.

Continued on Page 60



KEZK 102.5
Soft Rock



For information, call
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SOFT ROCK 102.5



#17 PHOENIX



PHOENIX

Continued from Page 58

12+ POPULATION: 2,226,400 (Black: N/A; Hispanic: 16.4%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.9	1.4	2.2	1.9	1.4	20		KWCY-FM Country	103.5 62kw	19	15	19	20	18	17	5:15	Newmountain	KATZ
0.9	1.0	0.9	0.7	1.1	21		KGME-AM Sports	1360 50(1)kw	21	—	18	19	19	20	7:30	New Century AZ LLC	ARP

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
COUNTRY	13.2	1 KUPD-FM	1 KZZP-FM	1 KDKB-FM	1 KESZ-FM	Chancellor	47.1%
AC	13.1	2 KDDJ/KEDJ	2 KKFR-FM	2 KUPD-FM	2 KMLE-FM	Hearst	25.9%
NEWS/TALK	11.8	3 KZZP-FM	3 KMLE-FM	3 KNIX-FM	3 KZZP-FM	Br. Group	24.1%
OLDIES/CR	9.8	4 KZON-FM	4 KUPD-FM	4 KFYI-AM	4 KNIX-FM	Jacor	23.8%
CHR	7.5	5 KDKB-FM	5 KZON-FM	5 KOOL-FM	5 KOOL-FM	Sandusky	19.4%
ROCK	7.1	6 KKFR-FM	6 KKL-FM	6 KMLE-FM	6 KYOT-FM	New Century	17.8%
ALTERNATIVE	6.9	7 KMLE-FM	7 KDDJ/KEDJ	7 KZZP-FM	7 KKFR-FM	Buck Owens	13.8%
NOSTALGIA	4.5	8 KSLX-A/F	8 KESZ-FM	8 KSLX-A/F	8 KZON-FM	Media America	11.9%
NAC/SJ	3.8	9 KFYI-FM	9 KNIX-FM	9 KTAR-AM	9 KKL-FM	New Planet	8.4%
URBAN	1.7	10 KGLQ-FM	10 KGLQ-FM	10 KFLQ-FM	10 KGLQ-FM	Newmountain	5.5%

#18 ST. LOUIS



ST. LOUIS

Continued from Page 59

12+ POPULATION: 2,095,800 (Black: 16.7%; Hispanic: N/A)

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
NEWS/TALK	16.9	1 KSHE-FM	1 KYKY-FM	1 KSHE-FM	1 KEZK-FM	CBS	49.4%
OLDIES/CR	14.1	2 KPNT-FM	2 KMJM-FM	2 KMOX-AM	2 KYKY-FM	Sinclair	45.1%
AC	13.9	3 KMJM-FM	3 WKXX-FM	3 WIL-FM	3 WIL-FM	Jacor	37.3%
COUNTRY	13.3	4 WIL-FM	4 KEZK-FM	4 KEZK-FM	4 WKXX-FM	Emmis	30.7%
URBAN	10.7	5 WKXX-FM	5 WIL-FM	5 KSD-FM	5 KMOX-AM	Zimmer	19.0%
CHR	3.9	6 KIHT-FM	6 KSLZ-FM	6 KIHT-FM	6 KLOU-FM	Dorsey	9.9%
ALTERNATIVE	3.8	7 WALC-FM	7 KPNT-FM	7 KLOU-FM	7 KMJM-FM	Lutheran/MOS	7.8%
CLASSICAL	2.8	8 KSLZ-FM	8 KIHT-FM	8 WKXX-FM	8 KATZ-FM	Frischling	6.7%
NOSTALGIA	2.6	9 KMOX-AM	9 WVRV-FM	9 KMJM-FM	9 KIHT-FM	Missouri Sports	3.6%
ADULT ALT.	2.4	10 KSD-FM	10 WALC-FM	10 WVRV-FM	10 KATZ-AM		
RELIGIOUS	2.4						

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12+ POPULATION: 2,068,700 (Black: 26.3%; Hispanic: N/A)

BALTIMORE

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.0	9.2	9.8	9.8	8.8	1	1	WERQ-FM CHR/Rhythmic	92.3 37kw	2	1	1	1	2	6	10:45	Radio One	ARP
6.4	6.4	6.4	6.7	7.2	2		WPOC-FM Country	93.1 16kw	3	10	5	4	4	3	9:30	Jacor	MCG
7.5	9.4	7.0	6.8	6.8	3		WBAL-AM News/Talk	1090 50kw	1	13	12	11	9	5	8:15	Hearst	D&R
6.2	6.8	7.2	5.5	6.1	4		WQSR-FM Oldies	105.7 50kw	5	14	16	6	3	1	8:30	CBS Radio	CHR
3.8	3.6	3.4	4.1	5.8	5		WWIN-FM Urban AC	95.9 3kw	11	8	7	2	1	2	11:30	Radio One	ARP
4.7	5.3	4.5	5.8	5.0	6		WLIF-FM AC	101.9 13.5kw	7	18	9	9	6	4	8:30	CBS Radio	CBS
5.9	5.5	5.0	5.4	4.7	7		WWMX-FM Hot AC	106.5 7.4kw	4	11	3	3	5	7	6:15	CBS Radio	KATZ
4.1	3.9	4.3	3.9	4.2	8		WIYY-FM Rock	97.9 13.5kw	10	5	2	5	7	9	8:00	Hearst	D&R
3.3	3.8	4.1	4.8	4.0	9		WXVY-FM CHR/Pop	102.7 50kw	6	2	6	10	11	13	5:45	CBS Radio	CBS
3.8	3.7	2.7	2.4	3.4	10		WHFS-FM Alternative	99.1 50kw	8	3	4	8	10	14	6:15	CBS Radio	CBS
3.7	3.4	2.8	2.9	3.3	11		WOCT-FM Oldies	104.3 10kw	9	9	8	7	8	8	6:15	Jacor	CHR
2.7	2.2	4.2	3.3	2.9	12		WCAO-AM Religious	600 5kw	13	12	14	12	12	10	9:15	Jacor	MCG
2.5	2.1	2.3	2.1	2.1	13		WCBM-AM News/Talk	680 10(5)kw	16	—	29	23	22	12	8:45	Mangione	KATZ
1.6	1.4	1.6	1.7	1.7	14		WPGC-FM CHR/Rhythmic	95.5 50kw	12	4	10	15	16	19	5:00	CBS Radio	IRS
1.6	1.5	1.9	2.2	1.7	14		WRBS-FM Religious	95.1 50kw	20	24	31	20	19	15	8:15	Peter & John	—
1.8	1.6	1.8	1.7	1.6	16		WJFK-AM Talk	1300 5kw	21	17	11	14	14	16	8:30	CBS Radio	IRS
1.2	1.6	1.4	2.0	1.5	17		WHUR-FM Urban AC	96.3 24kw	18	—	19	13	13	11	7:15	Howard Univ.	D&R
1.0	1.4	1.1	1.0	1.3	18		WRQX-FM Hot AC	107.3 36kw	15	26	13	17	15	17	5:15	ABC Inc.	KATZ
1.0	1.2	1.0	0.7	1.3	18		WWDC-FM Rock	101.1 22.5kw	14	7	17	16	17	22	4:45	Chancellor Media	CHR
1.0	1.5	1.2	1.2	1.2	20		WGRX-FM Country	100.7 16kw	19	16	18	18	18	25	5:30	Shamrock Com.	ARP

Continued on Page 63



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92Q JAMS 92.3 FM



#20 PITTSBURGH



12+ POPULATION: 2,014,200 (Black: 7.9%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.7	11.9	12.4	12.6	12.9	1	KDKA-AM News/Talk	1020 50kw	1	15	11	9	6	1	10:15	CBS Radio	CBS
8.8	9.0	9.2	8.6	8.4	2	WDVE-FM Rock	102.5 55kw	3	4	1	1	1	3	9:15	Chancellor Media	CHR
7.2	6.5	6.5	6.9	6.2	3	WBZZ-FM CHR/Pop	93.7 41kw	2	1	3	2	5	9	6:00	CBS Radio	EAST
8.3	8.1	7.4	7.4	6.2	3	WDSY-FM Country	107.9 50kw	5	5	6	5	4	4	8:15	CBS Radio	EAST
5.9	6.3	5.5	5.6	6.1	5	WWSW-A/F Oldies	970/94.5 5kw/50kw	4	8	13	6	2	2	7:30	Chancellor Media	SEN
4.3	5.0	5.2	6.2	5.2	6	WJAS-AM Nostalgia	1320 5kw	13	—	20	18	17	11	11:45	Renda	APR
5.0	4.8	5.0	4.2	5.0	7	WXDX-FM Alternative	105.9 72kw	6	3	2	3	9	12	7:30	Capstar	CHR
4.4	4.1	4.6	5.4	4.6	8	WSHH-FM AC	99.7 10.5kw	8	11	8	12	8	7	8:00	Renda	KATZ
3.7	3.6	3.9	4.4	4.5	9	WLTJ-FM AC	92.9 47kw	9	13	10	11	7	5	7:45	Frischling	K&P
3.2	3.1	3.5	3.9	4.5	9	WZPT-FM Oldies	100.7 17kw	7	6	5	4	3	8	7:30	CBS Radio	EAST
3.1	4.0	3.4	4.1	4.2	11	WAMO-FM Urban	106.7 42kw	12	2	4	7	13	14	8:45	Sheridan	D&R
3.7	3.3	3.5	2.8	3.9	12	WJJJ-FM NAC/SJ	104.7 50kw	14	17	12	13	10	6	9:30	Chancellor Media	D&R
3.1	2.8	2.4	2.7	3.2	13	WRRK-FM Classic Rock	96.9 45kw	11	10	9	10	11	10	6:45	Frischling	MCG
3.1	3.5	3.2	2.8	3.0	14	WDRV-FM 1 Hot AC	96.1 49kw	10	7	7	8	12	13	5:15	Capstar	KATZ
1.5	1.0	1.5	1.7	1.5	15	WASP-FM Country	94.9 1.65kw	18	12	14	14	15	16	9:30	Humes Br.	DOME
1.2	0.8	1.5	0.9	1.3	16	WORD-FM Religious	101.5 48kw	16	16	15	15	14	15	6:30	Salem	SRR
3.5	3.6	3.4	1.4	1.2	17	WTAE-AM Sports	1250 5kw	15	—	18	16	16	17	4:45	Jacor	KATZ
1.0	1.1	1.2	1.3	1.0	18	KQV-AM News	1410 5kw	17	—	23	23	18	20	5:00	Calvery	—

¹ Was WVTY-FM until February.



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today's hit music

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TODAY'S HIT MUSIC



Continued from Page 61

12+ POPULATION: 2,068,700 (Black: 26.3%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.8	1.0	1.2	1.3	1.1	21		WWLG-AM Nostalgia	1360 5kw	30	—	37	38	38	35	10:30	M-10 Br.	—
0.6	0.7	1.2	0.9	1.0	22		WKYS-FM Urban	93.9 24kw	17	6	15	19	27	41	4:15	Radio One	MCG

BALTIMORE

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
CHR	14.5	1 WERQ-FM	1 WERQ-FM	1 WIYY-FM	1 WWIN-FM	CBS	55.3%
AC	11.0	2 WIYY-FM	2 WWMX-FM	2 WERQ-FM	2 WQSR-FM	Jacor	31.9%
NEWS/TALK	10.5	3 WHFS-FM	3 WXYV-FM	3 WQSR-FM	3 WWMX-FM	Hearst	27.8%
OLDIES/CR	9.4	4 WPOC-FM	4 WPOC-FM	4 WPOC-FM	4 WLIF-FM	Radio One	24.5%
COUNTRY	8.4	5 WOCT-FM	5 WHFS-FM	5 WWIN-FM	5 WERQ-FM	Chancellor	16.5%
URBAN	8.3	6 WJFK-AM	6 WWIN-FM	6 WBAL-AM	6 WPOC-FM	ABC	5.4%
ROCK	5.5	7 WWIN-FM	7 WLIF-FM	7 WOCT-FM	7 WXYV-FM	Mangione	5.2%
RELIGIOUS	4.6	8 WWMX-FM	8 WOCT-FM	8 WWMX-FM	8 WOCT-FM	Shamrock	5.0%
ALTERNATIVE	3.4	9 WXYV-FM	9 WIYY-FM	9 WLIF-FM	9 WCAO-AM	Howard Univ.	4.6%
NOSTALGIA	1.1	10 WPGC-FM	10 WPGC-FM	10 WHFS-FM	10 WHFS-FM	Peter & John	4.3%
						Bonneville	3.2%
						M-10 Br.	2.2%

12+ POPULATION: 2,014,200 (Black: 7.9%; Hispanic: N/A)

FORMAT SHARE		DEMOGRAPHIC RANKINGS				OWNERSHIP REACH	
		Men 18-34	Women 18-34	Men 25-54	Women 25-54		
NEWS/TALK	15.1	1 WDVE-FM	1 WBZZ-FM	1 WDVE-FM	1 WBZZ-FM	CBS	59.3%
OLDIES/CR	13.8	2 WXDX-FM	2 WZPT-FM	2 KDKA-AM	2 WWSW-A/F	Chancellor	27.5%
AC	12.1	3 WAMO-FM	3 WAMO-FM	3 WXDX-FM	3 WDSY-FM	Capstar	21.1%
ROCK	8.4	4 WRRK-FM	4 WDRV-FM	4 WWSW-A/F	4 WZPT-FM	Renda	20.2%
COUNTRY	7.7	5 WBZZ-FM	5 WDSY-FM	5 WZPT-FM	5 WLTJ-FM	Frischling	20.0%
CHR	6.2	6 WZPT-FM	6 WDVE-FM	6 WRRK-FM	6 WSHH-FM	Sheridan	10.2%
NOSTALGIA	5.2	7 WDSY-FM	7 WSHH-FM	7 WDSY-FM	7 WJJJ-FM	Salem	5.1%
ALTERNATIVE	5.0	8 WDRV-FM	8 WXDX-FM	8 WJJJ-FM	8 WDVE-FM	Calvery	4.2%
URBAN	4.2	9 KDKA-FM	9 WLTJ-FM	9 WBZZ-FM	9 WDRV-FM	Humes Br.	3.2%
NAC/SJ	3.9	10 WASP-FM	10 WJJJ-FM	10 WLTJ-FM	10 KDKA-AM		
RELIGIOUS	1.3						

PITTSBURGH

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#21 TAMPA-ST. PETERSBURG



TAMPA

12+ POPULATION: 1,947,600 (Black: 8.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.5	10.4	9.3	9.7	9.0	1	1	WFLZ-FM CHR/Pop	93.3 100kw	1	1	1	1	1	4	8:15	Jacor	EAST
6.8	7.2	8.2	6.9	7.5	2	2	WQYK-FM Country	99.5 100kw	2	7	6	5	3	1	11:45	CBS Radio	KATZ
6.4	7.1	6.3	6.5	6.6	3	3	WFLA-AM News/Talk	970 5kw	6	—	18	12	11	3	11:30	Jacor	EAST
6.7	8.7	7.1	7.0	6.5	4	4	WDUV-FM B/EZ	103.5 100kw	4	—	24	21	15	7	11:00	Jacor	EAST
2.9	2.8	5.5	5.8	5.5	5	5	WTBT-FM Classic Rock	105.5 46kw	3	11	4	2	2	2	9:00	Jacor	EAST
3.8	3.5	4.0	4.2	4.9	6	6	WGUL-A/F MOR	860/96.1 2(1.5)kw/2.75kw	15	—	—	28	26	19	15:15	Gulf Atlantic	ARP
4.8	4.9	4.4	4.6	4.8	7	7	WRBQ-FM Country	104.7 100kw	11	8	5	8	9	8	10:30	Clear Channel	CCRS
3.3	4.5	4.2	4.3	4.5	8	8	WSSR-FM ¹ Hot AC	95.7 100kw	5	5	2	3	4	14	7:45	Clear Channel	CCRS
5.3	4.9	4.5	5.6	4.5	8	8	WXTB-FM Rock	97.9 100kw	8	3	3	4	5	12	8:45	Jacor	EAST
6.1	4.6	6.5	4.8	4.3	10	10	WWRM-FM AC	94.9 100kw	7	9	9	9	10	6	7:30	Cox	CHR
3.5	4.1	3.9	4.6	4.0	11	11	WSJT-FM NAC/SJ	94.1 100kw	14	10	12	10	7	5	10:00	Clear Channel	CCRS
4.4	3.8	3.4	2.6	3.6	12	12	WCOF-FM Oldies	107.3 100kw	9	13	8	6	6	10	8:00	Cox	CHR
4.4	3.6	3.5	4.4	3.2	13	13	WAKS-FM Hot AC	100.7 100kw	10	12	7	7	8	11	7:00	Jacor	EAST
4.4	4.5	3.4	2.8	2.9	14	14	WYUU-FM Oldies	92.5 50kw	12	15	17	13	12	9	6:45	CBS Radio	D&R
0.0	0.0	0.0	0.0	2.1	15	15	WLLD-FM ² CHR/Rhythmic	98.7 50kw	16	2	11	15	22	26	8:00	CBS Radio	D&R
3.9	3.0	2.0	2.0	2.0	16	16	WHPT-FM Adult Alternative	102.5 100kw	13	17	10	11	13	13	5:15	Clear Channel	CCRS
1.4	1.6	1.9	1.7	1.5	17	17	WRBQ-AM Urban AC	1380 5kw	19	14	14	14	14	15	9:15	Clear Channel	CCRS
1.7	1.2	1.7	2.0	1.3	18	18	WLVU-FM Nostalgia	97.1 11.5kw	22	—	27	27	28	27	9:00	Concord Media	—

¹ Was WMTX-FM until February. ² Was WISP-FM (AC) until May.

Continued on Page 66





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THE NEW MUSIC REVOLUTION

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12+ POPULATION: 1,776,100 (Black: N/A; Hispanic: 12.2%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.6	7.8	7.9	6.7	8.5	1	KOA-AM Talk	850 50kw	1	16	13	6	3	1	7:45	Jacor	EAST
7.9	7.8	9.3	7.8	8.2	2	KYGO-FM Country	98.5 100kw	2	4	4	1	1	2	9:15	Jefferson-Pilot	CBS
6.2	6.5	5.6	6.1	6.2	3	KQKS-FM CHR/Rhythmic	107.5 100kw	9	1	2	7	12	14	9:15	Jefferson-Pilot	CBS
6.9	6.6	6.2	6.3	6.1	4	KOSI-FM AC	101.1 100kw	4	6	8	3	4	3	7:30	Tribune	KATZ
5.1	5.5	6.5	5.9	5.8	5	KRFX-FM Classic Rock	103.5 100kw	6	8	3	2	2	6	7:45	Jacor	EAST
4.3	3.5	3.5	3.4	5.0	6	KBPI-FM Rock	106.7 100kw	8	2	1	5	10	16	7:15	Jacor	EAST
4.2	5.4	4.7	4.5	4.8	7	KXKL-FM Oldies	105.1 100kw	5	7	12	12	8	5	6:15	Chancellor Media	SEN
4.5	5.0	5.2	5.1	4.7	8	KBCO-FM Adult Alternative	97.3 100kw	7	14	7	4	5	7	6:30	Jacor	ARP
3.8	3.9	4.1	5.3	4.2	9	KHH-FM NAC/SJ	95.7 100kw	13	19	14	10	6	4	8:45	Jacor	ARP
4.8	5.0	4.7	4.4	4.0	10	KALC-FM Hot AC	105.9 100kw	3	3	5	9	11	15	4:45	Chancellor Media	CHR
4.6	3.9	4.4	4.5	4.0	10	KKHK-FM Classic Rock	99.5 100kw	10	10	10	8	7	9	6:15	Tribune	KATZ
4.0	3.9	4.7	4.3	3.8	12	KHOW-AM Talk	630 5kw	14	20	19	15	13	8	8:00	Jacor	ARP
3.8	3.1	2.6	3.5	3.3	13	KEZW-AM Nostalgia	1430 10(5)kw	18	18	26	26	20	13	11:30	Tribune	BAN
2.7	3.5	3.4	3.7	3.2	14	KIMN-FM AC	100.3 100kw	12	9	11	11	9	10	6:15	Chancellor Media	CHR
1.3	2.3	1.9	2.5	3.0	15	KTCL-FM Alternative	93.3 100kw	15	5	6	13	14	20	6:30	Jacor	EAST
3.4	3.2	2.8	2.1	2.5	16	KCKK/KYGO ¹ Country	104.3/1600 58kw/5kw	16	17	16	16	16	12	7:30	Jefferson-Pilot	CBS
1.8	2.0	2.2	2.3	2.3	17	KVOD-FM Classical	92.5 57kw	17	22	22	19	18	11	7:00	Chancellor Media	SEN
3.1	3.1	3.0	2.9	2.3	17	KXPX-FM Adult Alternative	96.5 100kw	11	11	9	14	15	19	4:15	Chancellor Media	SEN
1.6	1.2	1.4	1.5	1.1	19	KKFN-AM Sports	950 5kw	19	—	18	17	17	17	4:30	Jefferson-Pilot	CBS
1.3	0.9	0.9	0.7	1.0	20	KMXA-AM Regional Mexican	1090 50(5)kw	24	13	15	18	19	23	12:00	EXCL	LOTUS

¹ Began to simulcast in March.

DENVER

Continued on Page 66



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ALICE 106 FM



#21 TAMPA-ST. PETERSBURG



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Continued from Page 64

12+ POPULATION: 1,947,600 (Black: 8.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ADH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.8	0.4	0.9	0.6	1.2	19	19	WRXB-AM Urban	1590 5(1)kw	26	4	15	18	18	22	15:15	Rolyn Com.	K&P
1.5	1.4	1.7	1.5	1.2	19	19	WTMP-AM Urban	1150 5(2.5)kw	20	6	16	17	21	17	7:45	Tampa Broadcasting	ROS
0.8	1.1	1.3	0.8	1.1	21	21	WZTM-AM Sports	820 50(1)kw	18	—	13	16	16	23	6:45	Clear Channel	CCRS
0.6	0.0	0.0	0.4	1.0	22	22	WRMD-AM Tropical	680 .69kw	25	19	21	20	20	16	11:30	ZGS Br.	LOTUS

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
COUNTRY ██████████ 12.3 AC ██████████ 12.0 OLDIES/CR ██████████ 12.0 CHR ██████████ 11.1 NEWS/TALK ██████████ 7.7 B/EZ ██████████ 6.5 NOSTALGIA ██████████ 6.2 ROCK ██████████ 4.5 NAC/SJ ██████████ 4.0 URBAN ██████████ 3.9 ADULT ALT. ██████████ 2.0 SPANISH ██████████ 1.0	Men 18-34	Women 18-34	Men 25-54	Women 25-54	Jacor ██████████ 60.0% Clear Channel ██████████ 39.0% CBS ██████████ 28.2% Cox ██████████ 22.2% Gulf Atlantic ██████████ 6.9% Tampa Br. ██████████ 3.4% Concord Media ██████████ 3.1% ZGS Br. ██████████ 1.8% Rolyn Com. ██████████ 1.7%
	1 WFLZ-FM 2 WXTB-FM 3 WTBT-FM 4 WSSR-FM 5 WQYK-FM 6 WHPT-FM 7 WZTM-AM 8 WRBQ-FM 9 WLLD-FM 10 WRXB-AM	1 WSSR-FM 2 WFLZ-FM 3 WRBQ-FM 4 WCOF-FM 5 WAKS-FM 6 WWRM-FM 7 WQYK-FM 8 WXTB-FM 9 WTBT-FM 10 WRBQ-AM	1 WTBT-FM 2 WFLZ-FM 3 WXTB-FM 4 WFLA-AM 5 WQYK-FM 6 WSSR-FM 7 WSJT-FM 8 WCOF-FM 9 WHPT-FM 10 WYUU-FM	1 WFLZ-FM 2 WQYK-FM 3 WSSR-FM 4 WAKS-FM 5 WCOF-FM 6 WWRM-FM 7 WRBQ-FM 8 WSJT-FM 9 WTBT-FM 10 WYUU-FM	

#22 DENVER



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Continued from Page 65

12+ POPULATION: 1,776,100 (Black: N/A; Hispanic: 12.2%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
OLDIES/CR ██████████ 14.6 NEWS/TALK ██████████ 13.4 AC ██████████ 13.3 COUNTRY ██████████ 10.7 ADULT ALT. ██████████ 7.0 CHR ██████████ 6.2 ROCK ██████████ 5.0 NAC/SJ ██████████ 4.2 NOSTALGIA ██████████ 3.3 ALTERNATIVE ██████████ 3.0 CLASSICAL ██████████ 2.3 SPANISH ██████████ 1.0	Men 18-34	Women 18-34	Men 25-54	Women 25-54	Jacor ██████████ 60.8% Chancellor ██████████ 45.5% Tribune ██████████ 31.6% Jefferson-Pilot ██████████ 25.9% EXCL ██████████ 2.7%
	1 KBPI-FM 2 KRFX-FM 3 KTCL-FM 4 KQKS-FM 5 KXPK-FM 6 KYGO-FM 7 KALC-FM 8 KKHK-FM 9 KBCO-FM 10 KOA-AM	1 KQKS-FM 2 KYGO-FM 3 KALC-FM 4 KOSI-FM 5 KIMN-FM 6 KBCO-FM 7 KBPI-FM 8 KXPK-FM 9 KRFX-FM 10 KTCL-FM	1 KRFX-FM 2 KOA-AM 3 KYGO-FM 4 KKHK-FM 5 KBCO-FM 6 KBPI-FM 7 KHHH-FM 8 KXKL-FM 9 KOSI-FM 10 KTCL-FM	1 KOSI-FM 2 KYGO-FM 3 KIMN-FM 4 KBCO-FM 5 KXKL-FM 6 KHHH-FM 7 KALC-FM 8 KQKS-FM 9 KKHK-FM 10 KRFX-FM	

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 sales@prophetsys.com support@prophetsys.com academy@prophetsys.com



12+ POPULATION: 1,770,200 (Black: 18.0%; Hispanic: N/A)

CLEVELAND

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.0	8.7	9.9	9.3	9.0	1	WZAK-FM Urban	93.1 27.5kw	7	2	1	1	2	5	12:15	Chancellor Media	D&R
8.7	8.0	8.0	8.1	8.5	2	WMJI-FM Oldies	105.7 16kw	2	8	10	4	1	1	8:30	Jacor	MCG
4.5	4.7	4.3	4.9	8.3	3	WTAM-AM News/Talk	1100 50kw	1	11	11	7	7	4	7:00	Jacor	CHR
8.3	9.1	7.5	6.9	8.0	4	WGAR-FM Country	99.5 50kw	4	6	7	5	5	2	9:45	Jacor	MCG
6.8	5.7	6.9	7.2	6.3	5	WDOK-FM AC	102.1 12kw	8	12	8	6	4	3	8:30	Chancellor Media	KATZ
4.1	4.3	3.3	5.7	5.9	6	WMVX-FM Hot AC	106.5 11.5kw	6	9	2	2	3	7	7:30	Jacor	CHR
5.2	6.2	5.5	6.2	5.4	7	WRMR-AM Nostalgia	850 10(5)kw	13	—	24	21	16	11	11:00	Chancellor Media	KATZ
5.6	6.7	6.9	5.1	5.3	8	WNCX-FM Classic Rock	98.5 16kw	9	7	3	3	6	8	7:15	Clear Channel	CCRS
5.0	5.2	6.0	4.8	4.9	9	WZJM-FM CHR/Pop	92.3 40kw	5	1	5	10	11	13	6:00	Chancellor Media	D&R
3.9	3.6	4.0	3.9	4.3	10	WNWV-FM NAC/SJ	107.3 50kw	12	13	12	11	8	6	8:30	Elyria-Lorain	ARP
4.5	4.8	4.4	4.6	4.1	11	WMMS-FM Rock	100.7 34kw	10	5	4	8	9	15	7:00	Jacor	KATZ
5.6	6.2	5.0	4.5	4.0	12	WQAL-FM Hot AC	104.1 11kw	3	4	6	9	10	9	4:45	Chancellor Media	BAN
2.1	1.7	2.0	2.6	2.5	13	WENZ-FM Alternative	107.9 16kw	11	3	9	12	12	16	5:00	Clear Channel	CCRS
2.3	2.1	2.9	3.4	2.3	14	WCLV-FM Classical	95.5 31kw	15	—	18	15	15	12	7:00	Radio Seaway	ARP
1.8	1.7	1.7	2.5	2.1	15	WJMO-AM Urban Oldies	1490 1kw	16	—	15	14	14	10	8:30	Chancellor Media	D&R
5.0	4.7	4.5	2.2	2.0	16	WKNR-AM Sports	1220 50kw	14	10	13	13	13	14	4:45	Capstar	CBS
1.7	1.2	1.0	1.7	1.0	17	WABQ-AM Religious	1540 1kw	23	—	23	22	21	17	9:15	John R. Linn	—

Continued on Page 70



CLEVELAND'S CLASSIC ROCK STATION

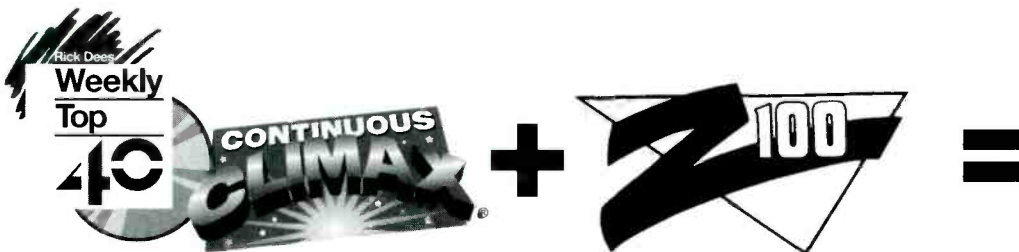
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12+ POPULATION: 1,674,400 (Black: N/A, Hispanic: 4.5%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.3	9.5	9.6	10.7	11.1	1	1	KKRZ-FM CHR/Pop	100.3 95kw	1	1	1	1	2	6	8:00	Jacor	KATZ
6.1	6.7	5.1	6.7	6.9	2	2	KKCW-FM AC	103.3 95kw	7	9	10	5	1	1	10:00	Jacor	KATZ
5.4	5.6	6.3	5.3	5.8	3	3	KKSN-FM Oldies	97.1 100kw	2	6	11	6	3	2	7:00	Entercom	CHR
5.9	5.5	6.4	5.4	5.8	3	3	KUPL-FM Country	98.7 37kw	3	8	6	4	6	3	8:00	CBS Radio	KATZ
4.8	4.4	5.7	5.9	5.0	5	5	KEX-AM Full Service	1190 50kw	6	11	17	14	12	4	7:00	Jacor	KATZ
5.2	5.2	4.8	5.1	4.8	6	6	KGON-FM Classic Rock	92.3 100kw	5	7	3	2	4	7	6:45	Entercom	CBS
5.3	5.1	5.3	5.5	4.8	6	6	KWJJ-FM Country	99.5 52kw	4	5	7	8	7	9	6:30	Fisher	BAN
4.4	4.7	4.3	5.0	4.6	8	8	KUFO-FM Rock	101.1 100kw	8	3	2	3	8	14	7:15	CBS Radio	KATZ
3.5	3.4	3.4	2.8	4.2	9	9	KINK-FM Adult Alternative	101.9 100kw	12	—	9	7	5	5	8:30	CBS Radio	ARP
5.4	5.5	3.9	3.8	3.8	10	10	KXL-AM News/Talk	750 50(20)kw	11	—	16	15	15	11	7:00	Kaye-Smith	MCG
2.5	2.6	4.1	3.4	3.3	11	11	KEWS-AM Talk	620 5kw	14	—	14	13	13	10	7:30	Embarcadero Media	SEN
3.4	4.5	2.9	3.8	3.2	12	12	KKJZ-FM NAC/SJ	106.7 100kw	15	12	12	12	9	8	7:45	CBS Radio	KATZ
2.9	2.6	3.2	2.8	3.2	12	12	KKSN-AM Nostalgia	1520 50(15)kw	16	—	22	23	21	16	12:00	Entercom	CHR
3.6	3.0	2.3	2.7	3.1	14	14	KBBT-FM Hot AC	107.5 6.3kw	9	4	4	9	11	15	5:00	CBS Radio	KATZ
2.9	3.1	2.9	3.0	3.1	14	14	KNRK-FM Alternative	94.7 17kw	10	2	5	11	14	19	5:15	Entercom	CBS
3.3	3.1	3.2	3.4	2.7	16	16	KKRH-FM Classic Rock	105.1 100kw	13	10	8	10	10	12	5:45	Entercom	CHR
1.1	1.4	1.5	1.5	2.0	17	17	KPDQ-FM Religious	93.7 100kw	18	—	15	16	16	13	8:15	Salem	SRR
0.8	1.9	1.8	1.8	1.2	18	18	KFXX-AM Sports	910 50(15)kw	19	—	13	17	17	18	5:30	Entercom	D&R

Continued on Page 70



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PORTLAND'S HOTTEST MUSIC



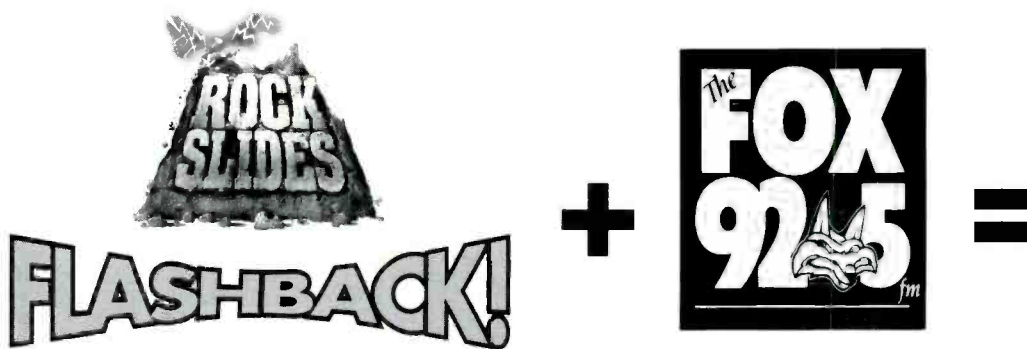
12+ POPULATION: 1,579,400 (Black: 10.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.5	9.5	8.6	6.6	9.6	1	WLW-AM Full Service	700 50kw	2	13	9	5	2	1	8:15	Jacor	EAST
8.6	9.9	9.4	9.1	8.6	2	WUBE-FM Country	105.1 11kw	3	6	4	2	1	3	9:15	Chancellor	CHR
7.9	7.9	8.0	7.5	7.6	3	WEBN-FM Rock	102.7 16kw	4	3	1	1	3	9	8:30	Jacor	EAST
7.0	7.1	6.0	5.2	6.7	4	WKRQ-FM CHR/Pop	101.9 16kw	1	2	2	3	8	10	5:30	CBS Radio	KATZ
6.6	5.6	6.2	5.9	6.3	5	WGRR-FM Oldies	103.5 11kw	7	7	11	9	4	2	8:15	CBS Radio	MCG
5.7	5.7	5.6	7.0	6.1	6	WRRM-FM AC	98.5 17.5kw	8	11	10	7	6	4	8:00	Susquehanna	MC/S
5.8	6.2	5.8	5.8	5.5	7	WIZF-FM Urban	100.9 1.25kw	9	1	6	8	10	11	8:15	Blue Chip	D&R
3.6	4.3	4.2	5.1	5.2	8	WVMX-FM Hot AC	94.1 32kw	6	12	3	4	5	6	6:45	Jacor	APR
4.2	5.3	4.6	5.2	4.7	9	WOFX-FM Classic Rock	92.5 16kw	5	10	5	6	7	7	5:45	Jacor	EAST
3.4	3.3	3.3	4.2	4.4	10	WVAE-FM NAC/SJ	94.9 10.5kw	11	16	12	10	9	5	9:00	Susquehanna	KATZ
4.1	4.5	4.8	4.3	3.9	11	WKRC-AM Full Service	550 5(1)kw	13	—	14	13	11	8	8:00	Jacor	EAST
3.9	3.8	3.5	3.8	3.8	12	WSAI-AM Nostalgia	1530 50kw	14	—	25	26	20	14	11:00	Jacor	EAST
3.3	3.5	4.0	2.9	3.0	13	WYGY-FM Country	96.5 19.5kw	12	9	7	11	12	12	6:15	Chancellor	CHR
2.3	2.1	2.2	2.7	2.3	14	WAQZ-FM ¹ Alternative	107.1 2.8kw	10	4	8	12	13	16	4:15	Jacor	K&P
2.1	1.2	2.1	1.7	1.7	15	WAKW-FM Religious	93.3 50kw	15	17	16	14	14	13	6:15	Pillar Of Fire	—
0.8	1.2	1.1	1.1	1.2	16	WHKO-FM Country	99.1 50kw	16	18	13	15	16	15	5:30	Cox	D&R

¹ Switched to CHR/Pop in late August.

Continued on Page 70

CINCINNATI



**BOB & TOM IN THE MORNING...
CLASSIC ROCK ALL DAY**

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#23 CLEVELAND



CLEVELAND

Continued from Page 67

12+ POPULATION: 1,770,200 (Black: 18.0%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 16.2	1 WNCX-FM	1 WZAK-FM	1 WMJI-FM	1 WZAK-FM	Jacor 60.7%
OLDIES/CR 13.8	2 WMMS-FM	2 WMVX-FM	2 WNCX-FM	2 WDOK-FM	Chancellor* 57.7%
URBAN 11.1	3 WZAK-FM	3 WQAL-FM	3 WTAM-AM	3 WMJI-FM	Clear Channel 21.7%
NEWS/TALK 10.3	4 WMVX-FM	4 WZJM-FM	4 WMVX-FM	4 WMVX-FM	M.L. Media 17.5%
COUNTRY 8.3	5 WENZ-FM	5 WDOK-FM	5 WMMS-FM	5 WGAR-FM	Elyria-Lorain 12.4%
NOSTALGIA 5.4	6 WGAR-FM	6 WGAR-FM	6 WGAR-FM	6 WQAL-FM	Capstar 8.5%
CHR 4.9	7 WTAM-AM	7 WMMS-FM	7 WZAK-FM	7 WNCV-FM	Radio Seaway 6.8%
NAC/SJ 4.3	8 WZJM-FM	8 WNCX-FM	8 WNCV-FM	8 WZJM-FM	Rubber City 3.5%
ROCK 4.1	9 WMJI-FM	9 WNCV-FM	9 WDOK-FM	9 WTAM-AM	John R. Linn 1.8%
ALTERNATIVE 2.5	10 WQAL-FM	10 WMJI-FM	10 WKNR-AM	10 WNCX-FM	
CLASSICAL 2.3					
RELIGIOUS 1.0					

*Assumed Ownership After the Spring '98 book.

#24 PORTLAND, OR



PORTLAND

Continued from Page 68

12+ POPULATION: 1,674,400 (Black: N/A; Hispanic: 4.5%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 13.3	1 KUFO-FM	1 KKRZ-FM	1 KGON-FM	1 KKCW-FM	Jacor 43.9%
OLDIES/CR 13.3	2 KGON-FM	2 KBBT-FM	2 KKSJ-FM	2 KKRZ-FM	Entercom 42.4%
CHR 11.1	3 KKRZ-FM	3 KWJJ-FM	3 KUFO-FM	3 KUPL-FM	CBS 42.3%
COUNTRY 10.6	4 KNRK-FM	4 KUPL-FM	4 KINK-FM	4 KKSJ-FM	Fisher 16.0%
AC 10.0	5 KBBT-FM	5 KKCW-FM	5 KKRZ-FM	5 KINK-FM	Kaye-Smith 14.1%
ROCK 4.6	6 KUPL-FM	6 KNRK-FM	6 KUPL-FM	6 KWJJ-FM	Embarcadero 8.2%
ADULT ALT. 4.2	7 KKRH-FM	7 KINK-FM	7 KKCW-FM	7 KKJZ-FM	Salem 4.5%
NAC 3.2	8 KWJJ-FM	8 KUFO-FM	8 KKJZ-FM	8 KGON-FM	
NOSTALGIA 3.2	9 KINK-FM	9 KGON-FM	9 KKRH-FM	9 KKRH-FM	
ALTERNATIVE 3.1	10 KFXX-AM	10 KKRH-FM	10 KWJJ-FM	10 KBBT-FM	
RELIGIOUS 2.0					

#25 CINCINNATI



CINCINNATI

Continued from Page 69

12+ POPULATION: 1,579,400 (Black: 10.8%; Hispanic: N/A)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 13.5	1 WEBN-FM	1 WKRQ-FM	1 WLW-AM	1 WRRM-FM	Jacor 60.8%
COUNTRY 12.8	2 WOFX-FM	2 WVMX-FM	2 WEBN-FM	2 WVMX-FM	CBS 34.9%
AC 11.3	3 WUBE-FM	3 WIZF-FM	3 WOFX-FM	3 WUBE-FM	Chancellor 22.9%
OLDIES/CR 11.0	4 WKRQ-FM	4 WEBN-FM	4 WUBE-FM	4 WKRQ-FM	Susquehanna 22.1%
ROCK 7.6	5 WLW-AM	5 WUBE-FM	5 WGRR-FM	5 WGRR-FM	Blue Chip 12.9%
CHR 6.7	6 WVMX-FM	6 WRRM-FM	6 WVAE-FM	6 WIZF-FM	Pillar 5.4%
URBAN 5.5	7 WIZF-FM	7 WYGY-FM	7 WVMX-FM	7 WLW-AM	Cox 4.5%
NAC/SJ 4.4	8 WAQZ-FM	8 WAQZ-FM	8 WKRQ-FM	8 WVAE-FM	Clear Channel 4.0%
NOSTALGIA 3.8	9 WYGY-FM	9 WOFX-FM	9 WKRC-AM	9 WOFX-FM	
ALTERNATIVE 2.3	10 WBOB-AM	10 WGRR-FM	10 WRRM-FM	10 WEBN-FM	
RELIGIOUS 1.7					

12+ POPULATION: 1,384,100 (Black: 12.7%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.3	8.2	6.6	6.3	7.8	1	KMXV-FM CHR/Pop	93.3 100kw	1	1	2	1	1	12	6:45	CBS Radio	ARP
8.0	8.6	10.0	8.3	7.8	1	KPRS-FM Urban	103.3 100kw	8	2	3	2	2	6	11:15	Carter Br.	MCG
6.6	6.5	6.3	7.3	6.7	3	WDAF-AM Country	610 5kw	11	14	17	15	14	5	11:45	Entercom	KATZ
7.0	6.1	6.7	6.5	6.6	4	KFKF-FM Country	94.1 100kw	4	10	6	6	5	2	8:45	CBS Radio	EAST
5.3	5.1	4.9	5.1	6.3	5	KQRC-FM Rock	98.9 100kw	5	3	1	3	9	14	8:30	Sinclair Com.	CHR
3.3	4.5	5.1	7.0	6.0	6	KUDL-FM AC	98.1 100kw	3	13	8	8	4	1	7:30	CBS Radio	ARP
3.8	4.5	4.3	5.7	5.1	7	KCIY-FM NAC/SJ	106.5 100kw	12	—	13	10	10	4	9:00	Sinclair Com.	CHR
6.2	6.0	5.9	5.0	5.0	8	KBEQ-FM Country	104.3 100kw	10	7	4	5	7	11	8:15	CBS Radio	EAST
4.2	3.7	5.3	5.0	5.0	8	KYYS-FM ¹ Rock	99.7 100kw	13	6	5	4	3	7	9:00	Entercom	D&R
6.3	6.5	5.1	5.2	4.7	10	KCMO-FM Oldies	94.9 100kw	7	12	12	9	8	3	6:30	Entercom	D&R
6.1	6.3	6.0	5.0	4.6	11	KCFX-FM Classic Rock	101.1 97kw	2	9	7	7	6	8	5:45	Sinclair Com.	CHR
5.8	6.1	5.5	5.4	4.6	11	KMBZ-AM News/Talk	980 5kw	6	15	14	12	11	9	6:30	Entercom	SEN
4.3	3.4	3.5	4.2	4.1	13	KCMO-AM News/Talk	710 10(5)kw	14	—	15	13	12	10	7:45	Entercom	D&R
3.4	3.0	3.4	3.7	2.8	14	KOZN-FM Hot AC	102.1 100kw	9	4	9	11	13	15	4:15	CBS Radio	KATZ
2.6	3.0	3.8	1.9	2.6	15	KXTR-FM Classical	96.5 99kw	16	18	19	16	15	13	7:15	Sinclair Com.	CHR
1.4	1.2	1.3	1.3	1.9	16	KPRT-AM Religious	1590 1kw	19	17	21	19	17	16	11:30	Carter Br.	EAST
2.1	1.6	1.5	1.8	1.8	17	KNRX-FM ² Alternative	107.3 100kw	15	5	10	14	16	20	4:30	Syndicated	ARP
0.8	0.8	0.8	1.2	1.2	18	KCHZ-FM ³ CHR/Pop	95.7 99kw	17	8	11	17	19	25	3:30	Good Medicine Radio	—
1.2	1.5	1.1	1.3	1.1	19	KFEZ-AM Nostalgia	1340 1kw	20	—	—	—	27	18	8:15	Beal	—
0.8	1.0	1.0	0.9	1.0	20	KCTE-AM Sports	1510 10kw	24	—	16	18	18	17	8:30	Union Br.	ARP

¹ Was KLTH-FM until January. ² Was KCCX-FM until January. ³ Was Alternative until January.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 18.3	1 KQRC-FM	1 KMXV-FM	1 KYYS-FM	1 KUDL-FM	CBS 51.7%
ROCK 13.3	2 KPRS-FM	2 KPRS-FM	2 KQRC-FM	2 KMXV-FM	Entercom 45.9%
NEWS/TALK 9.7	3 KYYS-FM	3 KBEQ-FM	3 KCFX-FM	3 KFKF-FM	Sinclair 39.2%
OLDIES/CR 9.3	4 KMXV-FM	4 KUDL-FM	4 KPRS-FM	4 KPRS-FM	Carter Br. 15.3%
CHR 9.0	5 KBEQ-FM	5 KFKF-FM	5 KBEQ-FM	5 KCMO-FM	Syndicated 8.2%
AC 8.8	6 KCFX-FM	6 KQRC-FM	6 KMBZ-FM	6 KCIY-FM	Good Medicine 6.8%
URBAN 7.8	7 KNRX-FM	7 KCFX-FM	7 KCIY-FM	7 KBEQ-FM	Lawrence 4.2%
NAC/SJ 5.1	8 KOZN-FM	8 KOZN-FM	8 KFKF-FM	8 KCFX-FM	Beal 2.8%
CLASSICAL 2.6	9 KFKF-FM	9 KYYS-FM	9 KMXV-FM	9 KYYS-FM	Union Br. 1.8%
ALTERNATIVE 1.9	10 KMBZ-AM	10 KCIY-FM	10 KCMO-FM	10 KCMO-AM	
RELIGIOUS 1.8					
NOSTALGIA 1.1					

#27 SACRAMENTO



SACRAMENTO

12+ POPULATION: 1,381,700 (Black: 6.5%; Hispanic: 13.2%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.7	9.8	9.6	9.7	9.3	1	1	KFBK-AM News/Talk	1530 50kw	3	11	13	8	2	1	9:45	Chancellor Media	SEN
8.0	7.5	8.5	6.2	6.8	2	2	KSFM-FM CHR/Rhythmic	102.5 50kw	2	1	2	3	9	12	6:30	CBS Radio	EAST
8.2	7.1	7.2	6.3	6.5	3	3	KZZO-FM Hot AC	100.5 115kw	1	4	1	1	1	8	6:15	CBS Radio	EAST
5.2	6.3	5.1	4.5	6.1	4	4	KNCI-FM Country	105.1 50kw	11	6	5	2	3	4	11:00	CBS Radio	KATZ
3.8	3.3	4.2	3.3	4.5	5	5	KWOD-FM Alternative	106.5 50kw	4	2	3	4	12	18	6:00	Royce International	D&R
5.0	4.0	3.5	3.8	4.5	5	5	KYMX-FM AC	96.1 50kw	6	8	8	9	8	6	7:15	CBS Radio	EAST
4.1	4.5	4.2	4.3	4.3	7	7	KHYL-FM Oldies	101.1 36kw	5	9	12	10	5	2	6:15	Chancellor Media	SEN
3.8	4.6	4.0	4.7	4.2	8	8	KGBY-FM AC	92.5 50kw	8	7	9	11	7	7	7:00	Chancellor Media	SEN
4.8	4.5	4.1	4.5	4.1	9	9	KRXQ-FM Rock	98.5 50kw	10	5	4	7	11	14	7:00	Entercom	D&R
3.0	4.5	4.2	3.3	4.1	9	9	KXOA-FM Classic Hits	107.9 50kw	7	16	10	6	4	5	6:45	Entercom	D&R
2.8	3.0	2.7	2.4	3.8	11	11	KSSJ-FM NAC/SJ	94.7 87kw	14	15	20	13	10	3	10:15	Entercom	D&R
3.0	3.4	3.2	3.0	3.7	12	12	KSEG-FM Classic Rock	96.9 50kw	9	14	7	5	6	9	6:15	Entercom	D&R
0.1	0.2	0.9	4.0	3.6	13	13	KBMB-FM CHR/Rhythmic	103.5 3kw	12	3	6	12	14	16	8:30	Diamond Radio	ARP
4.5	4.0	3.1	3.0	2.7	14	14	KRAK-FM Country	93.7 25kw	15	—	18	15	15	10	7:45	CBS Radio	KATZ
3.4	3.6	3.8	4.1	2.4	15	15	KCTC-AM Nostalgia	1320 5kw	16	—	24	22	22	19	7:30	Entercom	D&R
2.4	2.5	3.0	4.2	2.4	15	15	KHTK-AM Talk	1140 50kw	17	12	11	14	13	11	8:00	CBS Radio	KATZ
2.9	2.9	2.3	3.5	2.2	17	17	KSTE-AM News/Talk	650 25(1)kw	13	—	15	16	16	13	5:45	Chancellor Media	SEN
1.6	1.4	1.0	1.4	1.6	18	18	KQBR-FM ¹ Urban AC	104.3 2.95kw	19	10	17	17	17	15	8:45	Progressive Media	—
1.2	1.6	1.2	0.6	1.2	19	19	KNBR-AM Sports	680 50kw	18	—	22	19	18	17	6:00	Susquehanna	EAST

¹ Was NAC/SJ until January.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC ██████████ 16.8 NEWS/TALK ██████████ 12.6 OLDIES/CR ██████████ 12.1 CHR ██████████ 10.4 COUNTRY ██████████ 8.8 ALTERNATIVE ██████████ 4.5 ROCK ██████████ 4.1 NAC/SJ ██████████ 3.8 NOSTALGIA ██████████ 2.4	1 KXRQ-FM 2 KWOD-FM 3 KZZO-FM 4 KSFM-FM 5 KBMB-FM 6 KNCI-FM 7 KSEG-FM 8 KHTK-AM 9 KXOA-FM 10 KGBY-FM	1 KZZO-FM 2 KSFM-FM 3 KNCI-FM 4 KWOD-FM 5 KYMX-FM 6 KBMB-FM 7 KGBY-FM 8 KRXQ-FM 9 KXOA-FM 10 KSEG-FM	1 KFBK-AM 2 KSEG-FM 3 KZZO-FM 4 KRXQ-FM 5 KXOA-FM 6 KHTK-AM 7 KNCI-FM 8 KWOD-FM 9 KHYL-FM 10 KSFM-FM	1 KYMX-FM 2 KNCI-FM 3 KZZO-FM 4 KGBY-FM 5 KHYL-FM 6 KSFM-FM 7 KXOA-FM 8 KSSJ-FM 9 KFBK-AM 10 KBMB-FM	CBS ██████████ 45.5% Chancellor ██████████ 39.8% Entercom ██████████ 35.7% Royce Int'l ██████████ 14.4% Diamond ██████████ 8.3% Susquehanna ██████████ 4.0% ABC ██████████ 3.6% Progressive ██████████ 3.4% Salem ██████████ 2.3% EXCL ██████████ 2.0%

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12+ POPULATION: 1,365,700 (Black: N/A; Hispanic: 22.9%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.6	6.9	7.5	6.8	7.2	1	1	KGO-AM News/Talk	810 50kw	1	19	18	2	1	1	7:45	ABC Inc.	KATZ
5.2	5.3	5.0	5.3	5.3	2	2	KYLD-FM CHR/Rhythmic	94.9 30kw	4	1	1	4	24	30	7:45	Susquehanna	KATZ
4.4	4.4	4.5	4.6	4.0	3	3	KOME-FM ¹ Alternative	98.5 12.5kw	2	3	2	1	4	20	5:15	Jacor	IRS
4.4	5.4	3.9	4.0	3.7	4	4	KBAY-FM ² AC	94.5 1.2kw	8	9	13	7	6	3	7:15	CBS Radio	MCG
3.4	3.2	3.8	4.7	3.7	4	4	KCBS-AM News	740 50kw	3	—	24	17	9	4	5:15	CBS Radio	CBS
5.3	4.6	3.4	3.2	3.7	4	4	KEZR-FM Hot AC	106.5 50kw	5	5	6	3	2	8	5:45	CBS Radio	CHR
4.3	4.0	4.7	2.9	3.7	4	4	KNBR-AM Sports	680 50kw	12	—	26	14	12	2	8:00	Susquehanna	KATZ
4.1	2.9	2.9	2.8	3.4	8	8	KSJO-FM Rock	92.3 50kw	9	7	4	5	3	17	6:45	Jacor	KATZ
0.5	1.7	2.6	3.5	3.4	8	8	KZQZ-FM CHR/Pop	95.7 6.9kw	6	2	5	8	17	23	5:15	Bonneville Int.	SEN
4.4	3.2	2.5	2.3	3.3	10	10	KLOK-AM Regional Mexican	1170 50(5)kw	23	13	3	6	5	19	12:45	EXCL	CAB
2.8	4.7	2.8	3.0	3.0	11	11	KRTY-FM Country	95.3 .87kw	17	22	7	10	15	15	7:30	Empire	ARP
2.3	1.9	2.5	3.0	2.8	12	12	KOIT-A/F AC	1260/96.5 5(1)kw/33kw	7	21	14	11	8	10	5:15	Bonneville Int.	KATZ
2.5	3.7	3.3	3.3	2.7	13	13	KARA-FM AC	105.7 50kw	14	14	17	15	14	9	6:15	Empire	ARP
1.6	1.8	2.3	2.4	2.6	14	14	KDFC-FM Classical	102.1 33kw	13	10	32	28	25	12	6:00	Chancellor Media	KATZ
2.3	2.7	2.7	2.6	2.6	14	14	KFFG/KFOG Adult Alternative	97.7/104.5 1.6kw/7.9kw	16	16	10	9	7	13	6:15	Susquehanna	MC/S
3.4	2.9	2.3	2.5	2.6	14	14	KFRC-A/F Oldies	610/99.7 5kw/40kw	10	11	22	20	16	6	5:15	CBS Radio	G/W
2.1	2.9	2.2	3.0	2.5	17	17	KIOI-FM AC	101.3 125kw	11	17	12	13	10	14	5:30	Chancellor Media	CHR
1.1	1.0	2.1	2.2	2.5	18	18	KISQ-FM AC	98.1 100kw	19	20	19	10	11	7	6:45	Chancellor Media	EAST
3.0	2.1	2.2	2.7	2.4	19	19	KKSF-FM NAC/SJ	103.7 7.8kw	20	—	28	24	13	5	6:45	Chancellor Media	EAST
1.3	1.3	1.5	1.6	2.2	20	20	KBLX-FM NAC/SJ	102.9 6.6kw	27	—	20	16	18	11	9:45	Inner City	D&R
2.3	2.4	3.3	3.2	2.2	20	20	KSFO-AM Talk	560 5kw	26	—	31	26	26	16	9:30	ABC Inc.	KATZ
2.1	3.0	2.4	2.1	1.9	22	22	KSOL/KZOL Regional Mexican	98.9/99.1 6kw/1.1kw	24	8	15	22	23	21	8:00	Heftel	ARP
0.8	2.0	2.4	1.8	1.8	23	23	KABL-AM Nostalgia	960 5kw	29	—	—	37	38	22	9:15	Chancellor Media	CHR
1.3	1.3	0.9	2.5	1.8	23	23	KBRG-FM ³ Spanish AC	100.3 14.5kw	25	15	9	18	20	24	7:30	EXCL	CAB
1.1	1.2	1.3	0.9	1.7	25	25	KITS-FM Alternative	105.3 15kw	15	12	11	21	22	26	4:00	CBS Radio	D&R
2.2	1.6	1.9	1.4	1.7	25	25	KLLC-FM Hot AC	97.3 82kw	18	18	7	19	21	29	4:30	CBS Radio	CBS
4.5	3.4	3.5	2.0	1.7	25	25	KUFX-FM ⁴ Classic Rock	104.9 3kw	22	25	29	23	19	18	6:15	Jacor	ARP

¹ Switched to Classic Rock in late June. ² Was at 100.3 MHz at 14.5kw until January 5.
³ Was at 104.9 MHz at 3kw until January 5. ⁴ Was at 94.5 MHz at 34kw until January 5.

#29 RIVERSIDE-SAN BERNARDINO



12+ POPULATION: 1,357,000 (Black: 7.7%; Hispanic: 30.2%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METHO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.0	10.5	11.3	12.3	11.2	1	KFRG/KXFG Country	95.1/92.9 50kw/6kw	2	6	1	1	1	1	11:30	CBS Radio	ARP
6.1	6.1	7.0	5.6	6.1	2	KGGI-FM CHR/Rhythmic	99.1 2.55kw	1	1	2	2	5	6	6:00	Chancellor Media	SEN
7.5	6.4	6.1	7.7	6.0	3	KFI-AM Talk	640 50kw	3	20	12	4	3	3	9:15	Cox	CHR
4.4	4.9	4.2	3.7	4.6	4	KOLA-FM Oldies	99.9 29.5kw	5	9	23	7	2	2	8:30	Stanfield	BAN
5.2	5.0	3.9	3.8	3.6	5	KKBT-FM Urban	92.3 43kw	6	3	3	5	7	16	6:45	Chancellor Media	ARP
2.5	2.9	2.9	2.7	3.2	6	KLOS-FM Rock	95.5 63kw	10	22	10	3	4	4	8:45	ABC Inc.	KATZ
2.8	2.1	2.4	3.2	3.0	7	KIIS-FM CHR/Pop	102.7 8kw	4	2	7	12	17	22	5:15	Jacor	KATZ
2.6	3.5	2.8	2.2	3.0	7	KWRP-FM B/EZ	96.1 .25kw	24	—	—	45	46	19	15:45	HSC Radio Inc.	—
3.1	2.1	3.0	2.9	2.9	9	KOST-FM AC	103.5 12.5kw	7	11	14	9	6	5	6:00	Cox	CHR
2.0	2.3	3.2	4.6	2.8	10	KSCA-FM Regional Mexican	101.9 4.8kw	19	10	8	8	8	8	10:45	Heftel	KT-H
2.9	3.8	2.9	1.9	2.7	11	KCAL-FM Rock	96.7 1.75kw	12	18	4	6	9	15	8:00	Anaheim	BAN
1.8	2.4	3.2	3.0	2.7	11	KCXX-FM Alternative	103.9 .18kw	8	5	5	10	15	27	6:00	All Pro	MCG
2.3	2.1	2.3	2.8	2.3	13	KLVE-FM Spanish AC	107.5 29.5kw	21	23	15	11	10	9	9:45	Heftel	KT-H
2.4	1.6	1.4	1.7	2.3	13	KPWR-FM CHR/Rhythmic	105.9 25kw	9	4	6	13	24	35	5:30	Emmis	D&R
2.6	1.9	2.1	2.2	2.1	15	KTWV-FM NAC/SJ	94.7 55kw	15	25	25	18	12	7	7:15	CBS Radio	CBS
2.0	1.8	1.9	2.2	1.9	16	KNX-AM News	1070 50kw	11	—	32	28	26	14	5:45	CBS Radio	CBS
2.2	2.0	1.4	1.8	1.8	17	KBIG-FM AC	104.3 105kw	17	17	17	14	13	13	6:15	Chancellor Media	SEN
2.2	2.4	1.4	1.6	1.8	17	KRTH-FM Oldies	101.1 51kw	16	24	29	22	18	10	6:00	CBS Radio	CBS
2.4	2.0	2.7	2.7	1.8	17	KSSE-FM Spanish Contemporary	97.5 72kw	18	8	11	17	16	20	7:00	Embarcadero Media	CAB
2.6	2.9	2.4	2.8	1.7	20	KCBS-FM Classic Hits	93.3 28.5kw	13	19	18	15	11	11	5:30	CBS Radio	CBS
1.0	1.8	1.4	1.6	1.6	21	KLSX-FM Talk	97.1 21kw	23	14	13	16	14	24	7:45	CBS Radio	ARP
2.1	2.4	1.6	1.8	1.5	22	KROQ-FM Alternative	106.7 5.6kw	14	7	9	19	22	45	5:00	CBS Radio	IRS
0.0	0.7	0.7	0.8	1.3	23	KACE/KRTO Urban Oldies	103.9/98.3 1.65kw/.65kw	30	—	27	23	21	12	8:45	Cox	CHR
0.7	0.4	0.6	1.1	1.3	23	KCMG-FM¹ Oldies	100.3 15kw	20	13	21	20	19	17	5:15	Chancellor Media	EAST
1.4	1.5	1.0	1.3	1.2	25	KXRS/KXSB Regional Mexican	105.7/101.7 .17kw/3kw	28	26	16	21	23	31	7:30	Lazer Br.	LOTUS
0.5	0.7	0.8	0.5	1.1	26	XTRA-AM Sports	690 77(50)kw	33	—	19	24	20	30	9:00	Jacor	KATZ
1.1	1.8	1.6	1.0	1.0	27	KLAC-AM Nostalgia	570 5kw	25	—	43	46	39	29	5:15	Chancellor Media	SEN
0.5	0.0	1.0	0.7	1.0	27	KTNQ-AM Spanish News/Talk	1020 50kw	41	—	33	31	32	18	15:00	Heftel	KT-H

¹ Was **KIBB-FM** until February.

Continued from Page 73

12+ POPULATION: 1,365,700 (Black: N/A; Hispanic: 22.9%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
1.6	2.6	1.8	1.7	1.4	28	KMEL-FM CHR/Rhythmic	106.1 69kw	21	4	16	25	35	39	4:00	Chancellor Media	CHR
1.0	0.7	0.7	0.9	1.2	29	KYCY-FM Country	93.3 45kw	28	25	23	27	27	25	6:00	CBS Radio	IRS

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<p>AC 19.6</p> <p>NEWS/TALK 16.8</p> <p>CHR 10.1</p> <p>SPANISH 7.0</p> <p>ALTERNATIVE 5.7</p> <p>NAC/SJ 4.6</p> <p>OLDIES/CR 4.3</p> <p>COUNTRY 4.2</p> <p>ROCK 3.4</p> <p>ADULT ALT. 2.6</p> <p>CLASSICAL 2.6</p> <p>NOSTALGIA 1.8</p>	Men 18-34	Women 18-34	Men 25-54	Women 25-54	<p>CBS 49.1%</p> <p>Chancellor 41.0%</p> <p>Susquehanna 27.1%</p> <p>Bonneville 19.8%</p> <p>ABC 19.0%</p> <p>Jacor 18.0%</p> <p>Empire 16.9%</p> <p>EXCL 8.0%</p> <p>Heftel 4.6%</p> <p>Inner City 4.4%</p>
	<p>1 KYLD-FM</p> <p>2 KOME-FM</p> <p>3 KLOK-AM</p> <p>4 KSJO-FM</p> <p>5 KZQZ-FM</p> <p>6 KEZR-FM</p> <p>7 KITS-FM</p> <p>8 KFFG/KFOG</p> <p>9 KRTY-FM</p> <p>10 KBAY-FM</p>	<p>1 KYLD-FM</p> <p>2 KEZR-FM</p> <p>3 KZQZ-FM</p> <p>4 KLLC-FM</p> <p>5 KLOK-AM</p> <p>6 KOME-FM</p> <p>7 KBRG-FM</p> <p>8 KIOI-FM</p> <p>9 KSOL/KZOL</p> <p>10 KRTY-FM</p>	<p>1 KGO-AM</p> <p>2 KSJO-FM</p> <p>3 KOME-FM</p> <p>4 KNBR-AM</p> <p>5 KLOK-AM</p> <p>6 KFFG/KFOG</p> <p>7 KCBS-AM</p> <p>8 KUFY-FM</p> <p>9 KFRC-A/F</p> <p>10 KBAY-FM</p>	<p>1 KEZR-FM</p> <p>2 KGO-AM</p> <p>3 KBAY-FM</p> <p>4 KOIT-A/F</p> <p>5 KIOI-FM</p> <p>6 KARA-FM</p> <p>7 KISQ-FM</p> <p>8 KBLX-FM</p> <p>9 KZQZ-FM</p> <p>10 KKSF-FM</p>	

Continued from Page

12+ POPULATION: 1,357,000 (Black: 7.7%; Hispanic: 30.2%)

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<p>CHR 11.4</p> <p>COUNTRY 11.2</p> <p>NEWS/TALK 10.6</p> <p>OLDIES/CR 9.4</p> <p>SPANISH 9.1</p> <p>ROCK 5.9</p> <p>URBAN 4.9</p> <p>AC 4.7</p> <p>ALTERNATIVE 4.2</p> <p>B/EZ 3.0</p> <p>NAC/SJ 2.1</p> <p>NOSTALGIA 1.0</p>	Men 18-34	Women 18-34	Men 25-54	Women 25-54	<p>CBS 45.5%</p> <p>Chancellor 36.9%</p> <p>Cox 25.5%</p> <p>Anaheim Br. 17.8%</p> <p>Jacor 15.1%</p> <p>Stanfield 11.4%</p> <p>ABC 10.0%</p> <p>Heftel 9.7%</p> <p>All Pro 9.2%</p> <p>HSC Radio 4.0%</p> <p>Bonneville 3.4%</p> <p>Lazer Br. 3.3%</p> <p>Amaturo Group 2.9%</p> <p>Mt. Wilson Br. 2.7%</p>
	<p>1 KCAL-FM</p> <p>2 KFRG/KXFG</p> <p>3 KKBT-FM</p> <p>4 KGGI-FM</p> <p>5 KLOS-FM</p> <p>6 KPWR-FM</p> <p>7 KLSX-FM</p> <p>8 KROQ-FM</p> <p>9 KCXX-FM</p> <p>10 KSCA-FM</p>	<p>1 KFRG/KXFG</p> <p>2 KGGI-FM</p> <p>3 KKBT-FM</p> <p>4 KCXX-FM</p> <p>5 KIIS-FM</p> <p>6 KOST-FM</p> <p>7 KSCA-FM</p> <p>8 KFI-AM</p> <p>9 KSSE-FM</p> <p>10 KBIG-FM</p>	<p>1 KFRG/KXFG</p> <p>2 KLOS-FM</p> <p>3 KOLA-FM</p> <p>4 KFI-AM</p> <p>5 KCAL-FM</p> <p>6 KSCA-FM</p> <p>7 KKBT-FM</p> <p>8 KLSX-FM</p> <p>9 KCBS-FM</p> <p>10 KTWV-FM</p>	<p>1 KFRG/KXFG</p> <p>2 KGGI-FM</p> <p>3 KOLA-FM</p> <p>4 KFI-AM</p> <p>5 KOST-FM</p> <p>6 KBIG-FM</p> <p>7 KLVE-FM</p> <p>8 KKBT-FM</p> <p>9 KSCA-FM</p> <p>10 KIIS-FM</p>	

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MILWAUKEE

12+ POPULATION: 1,346,500 (Black: 13.3%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.9	10.4	11.1	9.2	9.2	1	WTMJ-AM News/Talk	620 50(10)kw	1	18	9	8	6	1	7:45	Journal Br.	CHR
7.7	8.2	6.6	6.9	7.7	2	WMIL-FM Country	106.1 50kw	5	9	5	6	4	2	10:15	Clear Channel	CCRS
6.1	6.8	5.3	6.6	6.7	3	WKKV-FM Urban	100.7 50kw	9	1	2	4	7	14	10:30	Clear Channel	CCRS
7.0	5.9	6.8	6.4	6.2	4	WLZR-FM Rock	102.9 50kw	7	5	1	1	2	12	8:30	Saga	MCG
5.6	5.7	5.8	4.6	5.9	5	WOKY-AM Nostalgia	920 5(1)kw	13	—	25	19	17	10	12:45	Clear Channel	CCRS
6.9	7.1	6.2	6.7	5.6	6	WKLH-FM Classic Rock	96.5 20kw	6	11	6	2	1	3	7:45	Saga	MCG
6.0	5.6	5.2	4.9	5.3	7	WKTI-FM Hot AC	94.5 15.5kw	2	7	3	3	3	8	5:30	Journal Br.	CHR
5.2	3.8	4.9	5.1	5.3	8	WMYX-FM Hot AC	99.1 50kw	3	3	7	5	5	7	6:45	Sinclair Com.	SEN
5.0	4.2	4.2	4.9	4.5	9	WISN-AM Talk	1130 50(10)kw	11	16	12	13	11	6	8:30	Capstar	SEN
1.7	4.3	3.3	3.8	4.2	10	WPNT-FM Hot AC	106.9 6kw	4	4	4	7	10	16	5:30	Saga	MCG
4.7	3.8	4.0	4.1	4.2	10	WZTR-FM Oldies	95.7 34kw	8	8	14	11	9	4	5:45	Clear Channel	BAN
4.1	3.5	3.7	5.0	4.1	12	WLTV-FM AC	97.3 15.5kw	12	17	13	9	8	5	8:15	Capstar	SEN
1.6	2.5	2.7	2.4	3.0	13	WAMG-FM ¹ AC	103.7 19.5kw	14	6	10	10	12	11	8:00	Sinclair Com.	KATZ
2.3	2.0	2.5	2.3	2.8	14	WFMR-FM Classical	98.3 6kw	16	13	21	17	16	13	9:00	Saga	MCG
3.2	3.3	3.3	2.6	2.7	15	WLUM-FM ² Alternative	102.1 50kw	10	2	8	12	15	18	4:45	Milwaukee Radio	BAN
2.7	3.4	2.6	2.7	2.6	16	WJZI-FM NAC/SJ	93.3 12.5kw	15	12	16	14	13	9	7:30	Milwaukee Radio	ARP
1.9	1.7	1.7	2.1	2.4	17	WMCS-AM Urban AC	1290 5kw	17	—	11	15	14	15	11:00	Milwaukee Radio	BAN
1.4	1.3	2.2	1.7	1.6	18	WNOV-AM Urban	860 25kw	18	10	15	16	18	17	8:45	Courier	—

¹ Switched to CHR/Pop on June 19. ² Switched to a Rock format on June 23.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 21.9 NEWS/TALK 13.7 URBAN 10.7 OLDIES/CR 9.8 COUNTRY 7.7 ROCK 6.2 NOSTALGIA 5.9 CLASSICAL 2.8 ALTERNATIVE 2.7 NAC/SJ 2.6	1 WLZR-FM 2 WKLH-FM 3 WKKV-FM 4 WMIL-FM 5 WPNT-FM 6 WLUM-FM 7 WTMJ-AM 8 WKTI-FM 9 WISN-AM 10 WMYX-FM	1 WKKV-FM 2 WKTI-FM 3 WMYX-FM 4 WPNT-FM 5 WMIL-FM 6 WLZR-FM 7 WKLH-FM 8 WLUM-FM 9 WAMG-FM 10 WLTV-FM	1 WKLH-FM 2 WLZR-FM 3 WTMJ-AM 4 WISN-AM 5 WMIL-FM 6 WZTR-FM 7 WKTI-FM 8 WKKV-FM 9 WMYX-FM 10 WJZI-FM	1 WKTI-FM 2 WMYX-FM 3 WLTV-FM 4 WMIL-FM 5 WKKV-FM 6 WKLH-FM 7 WPNT-FM 8 WZTR-FM 9 WAMG-FM 10 WLZR-FM	Clear Channel 147.5% Journal 42.1% Saga 40.4% Sinclair Com. 24.6% Milwaukee Radio 23.0% Capstar 21.1% Bliss 3.9% Courier 3.2% Tribune 2.5% Kettle Moraine 1.9%

Group Owner Updates: www.rroonline.com

12+ POPULATION: 1,264,000 (Black: N/A; Hispanic: N/A)

PROVIDENCE

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.1	7.7	7.3	6.5	7.7	1	WHJY-FM Rock	94.1 50kw	2	6	1	1	1	4	10:15	Capstar	D&R
7.8	5.6	5.3	7.3	7.3	2	WPRO-FM CHR/Pop	92.3 39kw	1	2	2	2	2	6	6:45	Citadel	MCG
7.6	7.5	7.9	9.2	6.7	3	WWLI-FM AC	105.1 50kw	3	7	6	4	4	1	9:00	Citadel	MCG
5.5	5.1	4.6	4.9	5.9	4	WSNE-FM Hot AC	93.3 30kw	5	13	4	3	3	3	8:15	Capstar	D&R
7.1	6.5	6.1	5.9	5.8	5	WWBB-FM Oldies	101.5 13.5kw	6	14	13	5	5	2	9:00	Clear Channel	CCRS
4.2	5.4	5.3	4.4	5.3	6	WPRO-AM Talk	630 5kw	9	—	17	14	11	8	9:15	Citadel	MCG
3.6	3.7	4.1	4.4	5.1	7	WAKX/WWKX CHR/Rhythmic	102.7/106.3 1.95kw/1.15kw	4	1	3	6	9	15	7:00	Back Bay Br.	CHR
3.8	4.5	6.0	5.1	4.8	8	WCTK-FM Country	98.1 47kw	10	17	8	9	8	5	10:15	Hall	D&R
6.3	5.5	2.9	4.9	4.3	9	WLKW-AM Nostalgia	550 1(.5)kw	13	—	30	26	26	12	12:30	Citadel	CHR
2.8	3.0	3.4	3.3	3.9	10	WBRU-FM Alternative	95.5 20kw	7	4	5	7	7	10	6:15	Brown BC Service	—
3.8	3.4	3.8	3.1	3.3	11	WWRX-FM Classic Rock	103.7 50kw	8	20	14	8	6	7	5:30	Clear Channel	CCRS
3.4	3.1	4.1	4.2	3.0	12	WHJJ-AM News/Talk	920 5kw	12	—	29	23	20	9	8:15	Capstar	KATZ
1.3	2.5	2.0	1.8	2.3	13	WJMN-FM CHR/Rhythmic	94.5 11.5kw	11	3	9	11	19	25	5:00	Chancellor Media	KATZ
1.9	2.2	2.5	2.3	2.2	14	WCRB-FM Classical	102.5 15kw	14	16	20	21	16	13	7:00	Charles River	ARP
1.9	1.7	3.0	1.7	2.1	15	WFHN-FM CHR/Rhythmic	107.1 2.4kw	15	5	12	12	12	19	7:45	Spring Br.	MCG
1.8	1.1	1.0	1.9	1.9	16	WHKK-FM Classic Hits	100.3 4.2kw	18	18	15	10	10	11	7:15	Citadel	KATZ
1.2	1.5	1.9	1.6	1.7	17	WBZ-AM News	1030 50kw	19	15	27	28	28	16	7:00	CBS Radio	G/W
1.7	2.1	2.2	1.3	1.6	18	WXEX-FM Alternative	99.7 2.3kw	16	9	7	13	18	33	6:00	Citadel	KATZ
0.5	0.0	0.7	0.0	1.4	19	WPMZ-AM Spanish Contemporary	1110 5kw	31	8	10	16	21	36	13:15	Bear Br.	—
0.9	0.7	0.9	1.3	1.3	20	WPLM-FM NAC/SJ	99.1 50kw	23	—	26	22	17	14	9:00	Plymouth Rock Br.	K&P
1.4	0.8	1.6	1.5	1.2	21	WAAF-FM Rock	107.3 18.5kw	22	10	11	15	15	37	8:15	Entercom	D&R
1.0	1.5	1.1	0.9	1.2	21	WBMX-FM Hot AC	98.5 9kw	17	11	16	17	13	20	4:45	CBS Radio	CHR
0.8	0.7	0.9	1.3	1.0	23	WCIB-FM Classic Rock	101.9 50kw	28	—	21	18	14	17	10:30	Makkey Group	MCG

Continued on Page 93

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12+ POPULATION: 1,242,000 (Black: 12.2%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.8	10.2	9.4	9.6	8.8	1	1	WNCI-FM CHR/Pop	97.9 175kw	1	1	1	1	2	7	6:00	Jacor	MCG
8.1	7.3	7.9	7.7	8.4	2	2	WSNY-FM AC	94.7 22kw	2	6	5	2	1	1	8:00	Saga	MCG
10.0	8.9	8.3	6.2	7.7	3	3	WCOL-FM Country	92.3 22kw	4	5	4	4	3	3	8:45	Jacor	ARP
1.9	2.8	3.5	6.8	7.6	4	4	WCKX-FM Urban	107.5 1.9kw	8	2	2	3	5	8	10:45	Blue Chip	D&R
6.9	6.6	7.1	7.7	7.3	5	5	WTVN-AM Full Service	610 5kw	3	16	10	7	6	2	8:15	Jacor	KATZ
5.3	5.4	5.3	5.3	5.4	6	6	WBZX-FM Rock	99.7 20kw	5	4	3	5	7	13	6:15	North American	SEN
5.7	6.0	5.0	5.9	4.8	7	7	WLWQ-FM Rock	96.3 18kw	9	14	7	6	4	4	7:00	CBS Radio	KATZ
4.0	4.6	3.4	4.3	4.0	8	8	WHOK-FM Country	95.5 21kw	10	9	15	9	9	6	6:30	CBS Radio	CHR
5.2	5.5	5.9	6.2	3.9	9	9	WBNS-FM Oldies	97.1 20.5kw	7	8	18	10	8	5	5:15	Radioho, Inc.	CHR
3.6	3.8	3.6	3.6	3.9	9	9	WZAZ-FM Alternative	98.9 .58kw	6	3	6	8	10	16	5:00	Jacor	KATZ
3.2	2.8	2.7	3.0	3.3	11	11	WMNI-AM Nostalgia	920 1(.5)kw	15	—	24	22	20	12	10:30	North American	SEN
2.6	2.3	2.4	3.0	2.7	12	12	WJZA/WZJZ NAC/SJ	103.5/104.3 5.4kw/3.4kw	13	—	17	14	12	9	7:30	Scantland Br.	KATZ
2.6	2.4	2.2	2.2	2.6	13	13	WCLT-FM Country	100.3 50kw	14	10	13	12	13	10	8:00	WCLT Inc.	—
0.9	0.4	0.7	2.0	2.2	14	14	WKFX-FM Classic Hits	105.7 2.5kw	11	11	14	11	11	11	5:15	Jacor	CHR
2.2	1.8	1.8	1.4	1.8	15	15	WWCD-FM Alternative	101.1 6kw	12	13	8	13	16	23	4:45	Ingleside	ROS
1.5	1.0	0.6	1.1	1.6	16	16	WLYR-FM AC	107.9 6kw	18	—	9	15	15	19	6:45	Associated Com.	—
1.7	1.7	2.4	1.3	1.5	17	17	WBNS-AM Sports	1460 5(1)kw	16	—	12	16	14	18	6:00	Radioho, Inc.	CHR
2.2	2.0	1.7	1.7	1.5	17	17	WVKO-AM Gospel	1580 1(.25)kw	23	—	23	20	19	15	10:30	Saga	MCG
0.8	0.9	0.8	1.1	1.3	19	19	WFIL-AM News/Talk	1230 1kw	21	—	22	19	17	14	8:15	Jacor	MCG
1.2	1.0	1.4	0.8	1.3	19	19	WSMZ-FM Urban	103.1 1.6kw	22	—	16	17	18	17	8:15	Stop 26 Riverbend	—
1.7	1.4	1.7	1.2	1.1	21	21	WAZU-FM Rock	107.1 3kw	17	7	11	18	22	24	4:45	CBS Radio	KATZ

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<p>COUNTRY 14.3</p> <p>ROCK 11.3</p> <p>NEWS/TALK 10.1</p> <p>AC 10.0</p> <p>URBAN 8.9</p> <p>CHR 8.8</p> <p>OLDIES/CR 6.1</p> <p>ALTERNATIVE 5.7</p> <p>NOSTALGIA 3.3</p> <p>CLASSICAL 2.7</p> <p>SPANISH 1.5</p>	<p>Men</p> <p>18-34</p>	<p>Women</p> <p>18-34</p>	<p>Men</p> <p>25-54</p>	<p>Women</p> <p>25-54</p>	<p>Jacor 56.0%</p> <p>Blue Chip 24.6%</p> <p>CBS 24.4%</p> <p>Saga 21.1%</p> <p>N. American 20.6%</p> <p>Radioho 17.4%</p> <p>Ingleside 6.5%</p> <p>Scantland 6.3%</p> <p>WCLT Inc. 5.8%</p> <p>Stop 26 2.8%</p>
	<p>1 WBZX-FM</p> <p>2 WCKX-FM</p> <p>3 WNCI-FM</p> <p>4 WCOL-FM</p> <p>5 WLWQ-FM</p> <p>6 WZAZ-FM</p> <p>7 WAZU-FM</p> <p>8 WBNS-AM</p> <p>9 WSNY-FM</p> <p>10 WTVN-AM</p>	<p>1 WNCI-FM</p> <p>2 WCKX-FM</p> <p>3 WCOL-FM</p> <p>4 WSNY-FM</p> <p>5 WZAZ-FM</p> <p>6 WBZX-FM</p> <p>7 WWCD-FM</p> <p>8 WLYR-FM</p> <p>9 WCLT-FM</p> <p>10 WLWQ-FM</p>	<p>1 WLWQ-FM</p> <p>2 WTVN-AM</p> <p>3 WBZX-FM</p> <p>4 WCOL-FM</p> <p>5 WSNY-FM</p> <p>6 WNCI-FM</p> <p>7 WCKX-FM</p> <p>8 WZAZ-FM</p> <p>9 WBNS-FM</p> <p>10 WBNS-AM</p>	<p>1 WSNY-FM</p> <p>2 WNCI-FM</p> <p>3 WCOL-FM</p> <p>4 WCKX-FM</p> <p>5 WBNS-FM</p> <p>6 WTVN-AM</p> <p>7 WLWQ-FM</p> <p>8 WCLT-FM</p> <p>9 WHOK-FM</p> <p>10 WKFX-FM</p>	

12+ POPULATION: 1,221,800 (Black: 6.2%; Hispanic: 49.1%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.9	9.6	10.5	10.6	10.0	1	KTFM-FM <i>CHR/Rhythmic</i>	102.7 100kw	1	1	1	2	3	10	8:30	Waterman	CHR
7.4	6.5	7.0	6.3	7.7	2	KZEP-FM <i>Classic Rock</i>	104.5 100kw	3	10	3	1	1	2	9:00	Lotus	D&R
5.5	4.7	6.1	6.2	6.5	3	KSMG-FM <i>Hot AC</i>	105.3 100kw	2	5	4	3	2	4	6:45	Cox	CBS
5.2	6.3	4.9	5.5	6.2	4	KISS-FM <i>Rock</i>	99.5 100kw	4	2	2	4	4	12	7:45	Cox	CBS
5.5	5.9	4.4	5.2	5.5	5	KONO-A/F <i>Oldies</i>	860/101.1 5kw/100kw	5	11	12	10	5	1	7:30	Cox	ARP
6.1	6.1	6.2	6.1	5.2	6	KXTN-FM <i>Tejano</i>	107.5 100kw	6	4	9	6	7	7	7:45	Heftel	KT-H
6.0	5.1	5.9	5.3	5.0	7	KAJA-FM <i>Country</i>	97.3 100kw	7	6	7	9	9	5	7:30	Clear Channel	CCRS
6.1	5.7	5.6	4.4	4.9	8	KCYY-FM <i>Country</i>	100.3 100kw	8	7	6	7	8	8	7:30	Cox	KATZ
4.1	4.1	4.0	4.2	4.7	9	KQXT-FM <i>AC</i>	101.9 100kw	9	8	10	5	6	3	8:00	Clear Channel	CCRS
3.4	3.3	3.6	4.4	4.4	10	KSJL-FM <i>Urban</i>	96.1 100kw	12	3	5	8	10	13	10:30	Clear Channel	CCRS
4.9	4.0	5.3	4.4	4.0	11	KROM-FM <i>Regional Mexican</i>	92.9 100kw	13	9	8	11	12	15	10:15	Heftel	KT-H
4.1	6.4	4.4	5.0	3.8	12	KTSA-AM <i>News/Talk</i>	550 5kw	11	—	13	13	13	6	9:00	Waterman	CHR
3.4	3.5	3.6	3.1	3.8	12	WOAI-AM <i>News/Talk</i>	1200 50kw	10	—	16	14	14	11	7:00	Clear Channel	CCRS
2.5	3.0	2.5	2.7	2.7	14	KCJZ-FM <i>NAC/SJ</i>	106.7 100kw	14	14	15	12	11	9	7:30	Cox	KATZ
3.1	3.5	2.8	1.8	2.7	14	KCOR-AM <i>Spanish Oldies</i>	1350 5kw	16	—	17	16	15	14	10:45	Heftel	KT-H
2.6	2.4	2.5	3.1	3.4	16	KLUP-AM <i>Nostalgia</i>	930 5(1)kw	15	—	—	25	19	17	9:00	Cox	CBS
2.3	2.1	2.1	2.3	2.2	17	KKYX-AM <i>Country</i>	680 50(10)kw	18	—	20	17	16	16	11:00	Cox	KATZ
0.4	0.5	0.5	0.7	1.1	18	KROX-FM <i>Alternative</i>	101.5 100kw	19	13	11	15	17	29	6:45	LBJ-S Br.	MCG
1.6	1.3	1.0	1.5	1.0	19	KRIO-FM <i>Tejano</i>	94.1 22kw	17	15	18	18	18	19	4:30	SBS	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR 13.2 SPANISH 12.9 COUNTRY 12.1 AC 11.2 CHR 10.0 NEWS/TALK 7.6 ROCK 6.2 URBAN 4.4 NAC/SJ 2.7 NOSTALGIA 2.4 ALTERNATIVE 1.1	1 KISS-FM 2 KZEP-FM 3 KTFM-FM 4 KSJL-FM 5 KSMG-FM 6 KROM-FM 7 KAJA-FM 8 KCYY-FM 9 KXTN-FM 10 KROX-FM	1 KTFM-FM 2 KSMG-FM 3 KCYY-FM 4 KZEP-FM 5 KSJL-FM 6 KQXT-FM 7 KXTN-FM 8 KAJA-FM 9 KROM-FM 10 KISS-FM	1 KZEP-FM 2 KISS-FM 3 KONO-A/F 4 KSMG-FM 5 KTSA-AM 6 KXTN-FM 7 KTFM-FM 8 KAJA-FM 9 KCYY-FM 10 KCJZ-FM	1 KSMG-FM 2 KQXT-FM 3 KTFM-FM 4 KZEP-FM 5 KCYY-FM 6 KXTN-FM 7 KONO-A/F 8 KAJA-FM 9 KSJL-FM 10 KROM-FM	Cox 57.1% Clear Channel 40.6% Waterman 33.8% Heftel 24.0% Lotus 18.1% SBS 4.7% LBJ-S Br. 3.6% CBS 3.1% Salem 2.5% Gandores 2.3%

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12+ POPULATION: 1,217,100 (Black: 28.6%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.5	11.9	12.4	13.0	13.3	1	1	WOWI-FM Urban	102.9 50kw	1	1	1	1	1	9	12:00	Clear Channel	CCRS
6.2	7.0	5.7	7.2	6.7	2	2	WCMS-A/F Country	1050/100.5 5kw/50kw	4	11	10	9	5	1	9:30	WCMS Radio	D&R
6.4	7.3	6.1	6.3	6.1	3	3	WGH-FM Country	97.3 74kw	7	7	5	3	3	6	9:15	Petracom Media	EAST
3.5	4.0	4.1	3.2	5.8	4	4	WAFX-FM Classic Rock	106.9 100kw	8	9	8	2	2	1	9:15	Saga	CBS
5.2	5.8	5.0	6.2	5.7	5	5	WWDE-FM Hot AC	101.3 50kw	5	6	7	4	4	4	8:15	Sinclair Com.	CHR
4.4	5.3	5.0	5.0	5.1	6	6	WVNZ-FM CHR/Pop	104.5 50kw	2	2	4	7	12	14	6:00	Sinclair Com.	CHR
4.7	5.1	4.6	6.1	5.1	7	7	WPTE-FM Hot AC	94.9 50kw	3	5	2	5	7	11	7:00	Sinclair Com.	CHR
6.8	6.6	5.5	6.3	4.8	8	8	WNOR-A/F Rock	1230/98.7 1kw/46kw	6	3	3	6	9	12	7:15	Saga	MCG
5.2	4.6	6.2	4.6	4.6	9	9	WJCD-FM NAC/SJ	105.3 50kw	12	13	9	8	6	5	8:45	Clear Channel	CCRS
5.4	4.5	3.4	4.0	4.6	9	9	WSVV/WSVY Urban AC	92.1/107.7 14.5kw/5.2kw	9	12	12	10	8	3	8:30	Clear Channel	CCRS
5.6	3.9	5.3	4.3	4.0	11	11	WFOG-FM AC	92.9 50kw	10	10	13	12	13	8	7:30	Petracom Media	BAN
3.9	4.1	3.8	4.4	3.5	12	12	WVCL-FM ¹ Oldies	95.7 40kw	11	8	14	13	11	7	6:30	Sinclair Com.	KATZ
3.0	2.9	3.8	2.3	3.3	13	13	WNIS-AM Talk	790 5kw	13	16	16	14	14	10	7:15	Sinclair Telecable	ARP
2.7	1.9	1.7	1.9	3.0	14	14	WKOC-FM Adult Alternative	93.7 100kw	14	15	6	11	10	15	7:15	Sinclair Telecable	ARP
3.5	3.3	3.4	2.7	2.4	15	15	WXEZ-FM AC	94.1 50kw	16	—	20	18	17	13	8:30	Eure	—
3.9	3.2	2.3	3.1	1.9	16	16	WROX-FM ² Alternative	96.1 23kw	15	4	11	15	15	21	4:45	Sinclair Telecable	ARP
1.1	2.1	3.0	0.9	1.5	17	17	WPCE-AM Religious	1400 1(.25)kw	18	—	21	20	18	16	8:00	Willis Br.	MCG
1.3	1.1	1.0	1.4	1.5	17	17	WTAR-AM News/Talk	850 50(25)kw	17	—	15	16	16	17	5:30	Sinclair Telecable	ARP

¹ Was WVCL-FM until April. ² Switched to CHR/Pop on July 24.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 18.0					Sinclair Com. 43.4% Clear Channel 32.2% Petracom 24.6% Sinclair Tele. 24.2% Saga 21.5% WCMS Radio 14.0% Eure 5.8% Willis 5.2%
AC 17.2					
COUNTRY 12.8	1 WOWI-FM	1 WOWI-FM	1 WAFX-FM	1 WOWI-FM	
CHR 5.1	2 WNOR-A/F	2 WNOR-A/F	2 WNOR-A/F	2 WWDE-FM	
NEWS/TALK 4.8	3 WGH-FM	3 WPTE-FM	3 WOWI-FM	3 WGH-FM	
ROCK 4.8	4 WPTE-FM	4 WGH-FM	4 WCMS-A/F	4 WPTE-FM	
NAC/SJ 4.6	5 WAFX-FM	5 WWDE-FM	5 WGH-FM	5 WJCD-FM	
OLDIES/CR 4.3	6 WKOC-FM	6 WKOC-FM	6 WJCD-FM	6 WAFX-FM	
ADULT ALT 3.0	7 WVNZ-FM	7 WJCD-FM	7 WSVV/WSVY	7 WSVV/WSVY	
ALTERNATIVE 1.9	8 WCMS-A/F	8 WNOR-A/F	8 WWDE-FM	8 WCMS-A/F	
RELIGIOUS 1.5	9 WROX-FM	9 WSVV/WSVY	9 WKOC-FM	9 WVCL-FM	
	10 WWDE-FM	10 WAFX-FM	10 WPTE-FM	10 WFOG-FM	

Latest Arbitron Ratings: www.ronline.com

12+ POPULATION: 1,205,500 (Black: N/A; Hispanic: N/A)

SALT LAKE CITY

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	12+ ACH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
4.4	5.4	5.3	6.8	7.1	1	KZHT-FM CHR/Pop	94.9 48kw	1	1	3	3	12	12	6:00	Jacor	ARP
6.5	5.0	7.3	6.2	6.6	2	KSL-AM News/Talk	1160 50kw	2	16	16	15	4	3	6:15	Bonneville Int.	SEN
8.2	8.8	7.6	8.6	6.4	3	KSFI-FM AC	100.3 26kw	3	10	11	1	1	2	6:15	Simmons Family	APR
4.6	4.5	5.1	4.5	5.3	4	KODJ-FM Oldies	94.1 40kw	9	9	18	8	2	1	7:15	Jacor	EAST
2.7	1.4	2.6	2.6	5.2	5	KFNZ-AM Sports	1320 5kw	4	12	7	2	3	5	6:00	Citadel	MCG
3.8	5.7	4.6	4.7	5.1	6	KSOP-A/F Country	1370/104.3 5kw/25kw	13	6	14	7	6	4	8:00	KSOP, Inc.	ARP
5.2	4.2	4.5	4.2	4.6	7	KUBL-FM Country	93.3 26kw	11	7	5	4	5	8	6:30	Citadel	MCG
4.8	4.8	4.4	5.2	4.3	8	KXRK-FM Alternative	96.3 38kw	6	2	4	13	19	22	5:45	Simmons Family	ARP
3.2	3.8	5.4	3.6	4.1	9	KBER-FM Rock	101.1 25kw	12	3	2	10	15	20	6:00	Citadel	MCG
4.6	4.7	4.3	4.2	3.8	10	KRSP-FM Classic Rock	103.5 27.5kw	10	13	12	9	7	6	5:15	Simmons Family	ARP
4.1	5.0	3.9	4.1	3.6	11	KENZ-FM Adult Alternative	107.5 45kw	14	11	1	6	10	21	5:45	Citadel	ARP
1.7	2.8	2.4	3.2	3.6	11	KURR-FM Classic Rock	99.5 40kw	16	20	6	5	9	17	8:30	Jacor	EAST
6.1	5.5	4.0	4.5	3.5	13	KISN-FM Hot AC	97.1 30kw	5	4	9	11	8	9	4:30	Jacor	CHR
3.7	4.0	3.8	3.9	3.4	14	KKAT-FM Country	101.9 26kw	15	14	10	14	11	10	5:45	Jacor	EAST
2.2	2.7	2.2	2.6	3.2	15	KQMB-FM Hot AC	102.7 47kw	7	5	8	12	13	19	4:15	Simmons Family	ARP
5.0	3.9	4.3	3.6	2.9	16	KBEE-FM Hot AC	98.7 40kw	8	8	13	16	14	16	4:00	Citadel	MCG
4.1	4.2	3.6	2.8	2.9	16	KDYL/KOVO Nostalgia	1280/960 10kw/5kw	18	—	25	24	23	11	8:15	Simmons Family	ARP
0.8	0.0	0.1	2.5	2.9	18	KNRS-AM ¹ News	570 5kw	17	—	21	18	17	7	7:30	Jacor	EAST
3.5	3.1	2.0	2.7	2.1	19	KUMT-FM Rock AC	105.7 25.5kw	19	20	15	17	16	15	6:15	Trumper	CHR
1.2	1.2	1.1	0.6	1.9	20	KOSY-FM ² AC	106.5 46kw	22	19	20	20	18	14	6:45	Trumper	CHR
3.2	3.2	4.7	2.6	1.8	21	KALL-AM News/Talk	910 5(1)kw	21	—	23	23	21	18	5:45	Jacor	EAST
1.5	2.9	2.6	1.6	1.7	22	KBZN-FM NAC/SJ	97.9 26kw	20	17	22	19	20	13	5:00	Capitol Br. Inc.	EAST
0.4	0.0	0.0	0.4	1.1	23	KSVN-AM Regional Mexican	730 1kw	26	—	17	21	22	23	19:00	Rolando Collantes	LOTUS

¹ Was KISN-AM (Sports) until January 12. ² Was KBKK-FM until January.

Continued on Page 93

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12+ POPULATION: 1,135,400 (Black: 19.2%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.0	10.0	10.2	9.9	9.8	1	WPEG-FM Urban	97.9 95kw	3	1	1	1	5	9	10:15	CBS Radio	KATZ
8.6	7.6	7.4	7.4	7.7	2	WSOC-FM Country	103.7 100kw	2	9	8	7	6	1	7:45	CBS Radio	D&R
5.1	5.3	5.3	6.3	7.3	3	WKKT-FM Country	96.9 100kw	5	3	6	4	4	5	8:30	Capstar	D&R
7.1	5.6	7.2	6.6	7.3	3	WLYT-FM AC	102.9 31kw	4	5	5	3	1	1	8:30	Capstar	EAST
4.3	5.6	5.0	5.6	6.1	5	WBAV-FM Urban AC	101.9 99kw	11	6	10	5	3	3	11:15	CBS Radio	KATZ
4.6	5.1	5.8	5.6	6.1	5	WNKS-FM CHR/Pop	95.1 100kw	1	2	2	6	10	12	6:00	CBS Radio	EAST
6.8	7.0	5.7	6.8	6.1	5	WRFX-FM Classic Rock	99.7 100kw	6	8	3	2	2	6	7:15	Capstar	EAST
4.9	6.2	5.7	5.8	5.0	8	WWMG-FM Oldies	96.1 100kw	8	10	12	11	7	4	7:30	Dalton Group	MCG
5.7	5.0	5.3	6.3	4.8	9	WBT-AM Talk	1110 50kw	9	—	13	13	11	7	7:15	Jefferson-Pilot	CBS
3.9	4.1	3.9	4.7	4.2	10	WLNK-FM Hot AC	107.9 100kw	7	7	7	8	9	10	5:45	Jefferson-Pilot	BAN
4.2	4.6	4.1	3.1	4.2	10	WSSS-FM Oldies	104.7 100kw	10	12	11	9	8	8	7:00	CBS Radio	KATZ
3.7	3.9	4.0	3.5	3.6	12	WEND-FM Alternative	106.5 100kw	12	4	4	10	13	19	7:15	Dalton Group	MCG
1.6	2.0	2.2	2.7	2.3	13	WXRC-FM Rock	95.7 100kw	13	17	9	12	12	18	5:30	Pacific	—
2.1	1.6	2.4	2.4	1.9	14	WCCJ-FM NAC/SJ	92.7 6kw	15	13	16	14	14	11	7:45	Davis Br.	ARP
2.4	2.0	2.0	2.5	1.8	15	WNMX-FM Nostalgia	106.1 20kw	14	—	21	20	20	13	7:00	GHB Radio Group	ROS
1.5	1.3	1.4	1.2	1.4	16	WMIT-FM Religious	106.9 36kw	17	11	17	17	17	15	6:00	Blue Ridge	—
1.6	1.3	1.3	0.9	1.3	17	WFMX-FM Country	105.7 100kw	16	14	14	16	16	16	5:30	Capstar	TNS
0.6	0.7	1.0	0.9	1.3	17	WFNZ-AM Sports	610 5(1)kw	19	15	15	15	15	14	8:15	CBS Radio	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 16.3	1 WPEG-FM	1 WNKS-FM	1 WRFX-FM	1 WLYT-FM	CBS 58.4%
URBAN 15.9	2 WRFX-FM	2 WPEG-FM	2 WPEG-FM	2 WBAV-FM	Capstar 43.1%
OLDIES/CR 15.3	3 WEND-FM	3 WLYT-FM	3 WSSS-FM	3 WKKT-FM	Jefferson-Pilot 26.7%
AC 11.5	4 WXRC-FM	4 WKKT-FM	4 WSOC-FM	4 WLNK-FM	Dalton 21.0%
CHR 6.1	5 WKKT-FM	5 WLNK-FM	5 WKKT-FM	5 WSOC-FM	Pacific 8.3%
NEWS/TALK 6.1	6 WNKS-FM	6 WBAV-FM	6 WWMG-FM	6 WNKS-FM	GHB Radio 5.1%
ALTERNATIVE 5.9	7 WSOC-FM	7 WSOC-FM	7 WBAV-FM	7 WWMG-FM	Davis Br. 4.9%
NAC/SJ 1.9	8 WSSS-FM	8 WEND-FM	8 WLYT-FM	8 WPEG-FM	Blue Ridge 4.4%
NOSTALGIA 1.8	9 WLNK-FM	9 WSSS-FM	9 WBT-AM	9 WSSS-FM	
RELIGIOUS 1.4	10 WLYT-FM	10 WRFX-FM	10 WXRC-FM	10 WRFX-FM	

R&R's Industry VIP Package: 310 • 788 • 1625

12+ POPULATION: 1,133,200 (Black: 13.2%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.5	13.8	13.7	10.7	11.4	1	WFMS-FM Country	95.5 13kw	2	6	4	2	2	1	10:15	Susquehanna	ARP
10.7	10.8	10.9	10.7	10.7	2	WFBQ-FM Classic Rock	94.7 52kw	1	5	1	1	1	2	8:45	Capstar	KATZ
8.3	8.0	8.3	8.5	9.0	3	WIBC-AM News/Talk	1070 50(10)kw	3	12	9	9	6	3	8:15	Emmis	CHR
5.6	4.9	4.7	5.5	6.5	4	WTLC-FM Urban	105.7 50kw	9	2	5	5	7	7	9:30	Emmis	MCG
5.9	4.7	5.4	5.5	6.0	5	WENS-FM Hot AC	97.1 23kw	5	7	6	3	3	6	6:15	Emmis	CHR
6.3	4.9	6.3	6.1	6.0	5	WTPI-FM AC	107.9 22kw	11	14	11	7	4	4	9:15	My Star Com.	D&R
4.7	4.9	5.0	6.0	5.9	7	WZPL-FM CHR/Pop	99.5 12.5kw	4	4	3	4	8	9	6:00	My Star Com.	D&R
4.1	4.4	4.4	5.0	5.2	8	WRZX-FM Alternative	103.3 18kw	7	3	2	6	10	16	7:15	Capstar	KATZ
0.0	6.4	5.0	5.2	5.0	9	WGLD-FM Oldies	104.5 50kw	10	9	13	8	5	5	7:30	Indianapolis Radio	MCG
5.7	4.7	5.7	5.1	4.9	10	WHHH-FM CHR/Rhythmic	96.3 3.3kw	8	1	7	12	12	14	7:00	Shirk Inc.	BAN
3.3	4.2	2.8	2.8	3.8	11	WMYS-AM Nostalgia	1430 5kw	13	—	22	23	20	12	11:15	My Star Com.	D&R
5.1	4.9	4.5	4.7	3.4	12	WNAP-FM Classic Hits	93.1 12.5kw	6	8	8	10	9	8	4:30	Emmis	CHR
2.1	2.6	2.3	2.6	2.7	13	WTTS-FM Adult Alternative	92.3 37kw	12	15	10	11	11	10	6:15	Sarkes Tarzian	—
1.6	2.5	2.3	2.1	2.0	14	WGGR-FM Urban AC	106.7 3kw	15	11	15	13	13	11	8:00	Dalton Group	—
5.6	2.3	2.5	2.0	1.6	15	WGRL-FM Country	93.9 2.75kw	16	—	12	14	15	13	6:45	Susquehanna	MCG
1.4	1.2	1.8	1.7	1.4	16	WNDE-AM Sports	1260 5kw	14	—	16	16	16	15	5:00	Capstar	KATZ
1.8	1.3	1.3	1.8	1.4	16	WXIR-FM Religious	98.3 3kw	18	10	14	15	14	17	6:45	Radio 1500	—
0.6	1.0	1.1	0.6	1.0	18	WKKG-FM Country	101.5 50kw	19	13	17	17	17	20	7:00	Findlay Publishing	REG

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
OLDIES/CR 19.1	1 WFBQ-FM	1 WZPL-FM	1 WFBQ-FM	1 WFMS-FM	Emmis 55.0%
COUNTRY 14.0	2 WRZX-FM	2 WENS-FM	2 WIBC-AM	2 WENS-FM	Capstar 34.5%
AC 12.0	3 WFMS-FM	3 WFMS-FM	3 WFMS-FM	3 WTPI-FM	My Star 34.2%
CHR 10.8	4 WTLC-FM	4 WTLC-FM	4 WGLD-FM	4 WZPL-FM	Susquehanna 23.5%
NEWS/TALK 10.4	5 WZPL-FM	5 WRZX-FM	5 WNAP-FM	5 WGLD-FM	Shirk Inc. 13.8%
URBAN 7.5	6 WIBC-FM	6 WFBQ-FM	6 WRZX-FM	6 WTLC-FM	Indianapolis Radio 13.0%
ALTERNATIVE 5.2	7 WNAP-FM	7 WHHH-FM	7 WTTS-FM	7 WFBQ-FM	Sarkes Tarzian 8.4%
NOSTALGIA 3.8	8 WHHH-FM	8 WGLD-FM	8 WENS-FM	8 WIBC-AM	Dalton Group 4.8%
ADULT ALT. 2.7	9 WENS-FM	9 WTPI-FM	9 WTLC-FM	9 WNAP-FM	Quinn Br. 4.3%
RELIGIOUS 1.4	10 WTTS-FM	10 WGRL-FM	10 WTPI-FM	10 WGGR-FM	Radio 1500 4.0%
					Findlay 2.7%
					Panache 2.1%
					Continental 1.9%

Daily E-mail Updates: 310 • 788 • 1625

12+ POPULATION: 1,071,700 (Black: 12.5%; Hispanic: 11.5%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.1	8.8	8.5	8.3	8.2	1	1	WWKA-FM Country	92.3 100kw	6	5	7	4	3	1	11:30	Cox	KATZ
5.1	5.4	6.6	5.7	7.6	2	2	WDBO-AM News/Talk	580 5kw	4	13	14	14	11	2	10:15	Cox	KATZ
8.2	7.5	6.6	6.7	7.6	2	2	WJHM-FM Urban	101.9 28kw	3	1	2	5	7	11	10:15	Chancellor Media	SEN
6.9	6.9	6.1	7.6	7.1	4	4	WXXL-FM CHR/Pop	106.7 100kw	1	2	1	2	4	12	7:00	Chancellor Media	SEN
5.5	6.9	4.5	6.1	6.5	5	5	WMGF-FM AC	107.7 100kw	7	6	9	8	6	3	9:15	Clear Channel	CCRS
6.4	5.8	7.7	7.5	6.2	6	6	WTKS-FM Talk	104.1 100kw	5	7	3	1	1	7	8:45	Clear Channel	MCG
7.2	5.1	5.0	5.7	5.9	7	7	WOMX-FM Hot AC	105.1 100kw	2	9	5	3	2	5	7:00	Chancellor Media	EAST
4.1	3.9	4.3	4.5	4.5	8	8	WJRR-FM Rock	101.1 100kw	10	3	4	6	13	15	8:15	Clear Channel	CCRS
4.4	5.2	6.4	6.0	4.4	9	9	WOCL-FM Oldies	105.9 100kw	8	11	13	12	10	4	6:30	Chancellor Media	EAST
3.6	3.3	4.3	4.2	4.3	10	10	WCFB-FM Urban AC	94.5 100kw	14	8	8	7	5	8	9:45	Cox	KATZ
3.9	3.8	4.8	4.0	3.9	11	11	WLOQ-FM NAC/SJ	103.1 14kw	11	—	12	13	12	6	8:00	Gross Com.	EAST
4.1	4.8	3.8	4.9	3.3	12	12	WMMO-FM Rock AC	98.9 38kw	13	15	10	10	9	10	7:30	Cox	CHR
4.2	4.5	3.3	2.8	3.3	12	12	WSHE-FM Hot AC	100.3 100kw	9	4	6	11	14	17	5:45	Clear Channel	CCRS
4.4	4.0	3.8	3.1	3.1	14	14	WHTQ-FM Classic Rock	96.5 100kw	12	14	11	9	8	9	7:00	Cox	CHR
4.3	3.1	3.0	3.1	2.8	15	15	WHOO-AM Nostalgia	990 50(5)kw	15	—	—	23	20	13	10:15	Cox	CHR
1.4	0.9	1.0	0.7	1.4	16	16	WPCV-FM Country	97.5 100kw	17	—	15	17	18	16	8:15	Hall	D&R
0.7	1.0	1.3	1.0	1.4	16	16	WTLN-FM Religious	95.3 6kw	18	18	23	18	15	14	8:00	Cox	SRR
0.7	1.1	0.6	1.1	1.1	18	18	WOKB-AM Gospel	1600 5kw	23	12	16	20	19	20	14:00	Rama Com.	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 15.7	1 WJHM-FM	1 WXXL-FM	1 WTKS-FM	1 WOMX-FM	Cox 52.0% Chancellor 49.5% Clear Channel 39.5% Gross Com. 10.0% Hall 3.8% Rama 1.8%
NEWS/TALK 14.9	2 WJRR-FM	2 WOMX-FM	2 WHTQ-FM	2 WWKA-FM	
URBAN 11.9	3 WTKS-FM	3 WJHM-FM	3 WWKA-FM	3 WXXL-FM	
COUNTRY 9.6	4 WXXL-FM	4 WCFB-FM	4 WJRR-FM	4 WMGF-FM	
ROCK 7.8	5 WSHE-FM	5 WTKS-FM	5 WOMX-FM	5 WCFB-FM	
OLDIES/CR 7.5	6 WHTQ-FM	6 WMGF-FM	6 WDBO-AM	6 WLOQ-FM	
CHR 7.1	7 WMMO-FM	7 WWKA-FM	7 WJHM-FM	7 WJHM-FM	
NAC/SJ 3.9	8 WWKA-FM	8 WSHE-FM	8 WMMO-FM	8 WOCL-FM	
NOSTALGIA 2.8	9 WOMX-FM	9 WJRR-FM	9 WXXL-FM	9 WTKS-FM	
RELIGIOUS 1.4	10 WMGF-FM	10 WMMO-FM	10 WOCL-FM	10 WMMO-FM	

Group Owner Updates: www.rroonline.com

12+ POPULATION: 1,026,200 (Black: 32.4%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.2	13.4	12.7	13.9	13.8	1	WQUE-FM Urban	93.3 93kw	1	1	1	1	2	9	12:15	Clear Channel	CCRS
7.7	10.0	9.0	8.7	8.3	2	WYLD-FM Urban AC	98.5 100kw	2	5	2	2	1	3	9:45	Clear Channel	CCRS
8.5	7.2	8.3	8.4	7.5	3	WWL-AM News/Talk	870 50kw	3	—	11	8	3	1	9:00	Sinclair Com.	ARP
7.7	6.0	8.5	5.5	5.8	4	WNOE-FM Country	101.1 100kw	6	6	7	5	5	5	8:45	Clear Channel	CCRS
4.1	5.3	5.1	5.3	5.5	5	WTKL-FM Oldies	95.7 100kw	9	14	14	11	4	2	10:00	Sinclair Com.	EAST
5.1	5.2	5.4	4.6	5.3	6	WLMG-FM AC	101.9 100kw	7	10	10	10	7	4	8:15	Sinclair Com.	ARP
3.8	3.4	4.8	4.3	4.6	7	KKND-FM Alternative	106.7 100kw	8	3	3	3	12	14	7:45	Clear Channel	CCRS
4.2	4.2	3.9	4.6	4.3	8	KUMX-FM ¹ CHR/Pop	104.1 100kw	5	2	6	12	14	13	5:45	Clear Channel	CCRS
4.0	4.7	3.8	4.8	4.3	8	WEZB-FM CHR/Pop	97.1 100kw	4	4	4	4	10	10	5:45	Sinclair Com.	KATZ
3.6	4.4	4.1	3.7	4.2	10	WRNO-FM Classic Rock	99.5 100kw	11	9	9	6	6	7	7:30	Centennial	KATZ
2.7	3.5	3.0	2.9	4.0	11	WCKW-FM Rock	92.3 100kw	12	8	5	7	8	11	7:30	222 Corp.	CHR
4.8	3.7	2.5	3.4	3.9	12	KMEZ-FM Urban Oldies	102.9 4.7kw	13	7	13	13	11	6	8:15	Centennial	ARP
5.2	4.4	4.0	3.6	3.9	12	WLTS-FM AC	105.3 100kw	10	11	8	9	9	8	7:00	Sinclair Com.	MCG
3.4	4.0	3.3	4.1	2.9	14	WYLD-AM Religious	940 10(.5)kw	14	12	12	14	13	12	8:15	Clear Channel	CCRS
2.6	2.1	3.0	2.5	2.3	15	WBYU-AM Nostalgia	1450 1kw	15	—	—	23	22	17	10:15	Centennial	—
2.5	2.2	1.9	1.8	1.4	16	WBOK-AM Religious	1230 1kw	18	—	17	15	16	16	9:00	Willis	—
0.6	0.8	0.9	1.0	1.4	16	WTIX-AM Nostalgia	690 10(.5)kw	17	—	16	17	18	15	9:30	GHB Radio Group	—
0.6	0.8	1.0	0.8	1.2	18	WSMB-AM Talk	1350 5kw	16	—	20	16	15	19	6:00	Sinclair Com.	ARP
0.9	0.8	0.5	0.7	1.0	19	WODT-AM News/Talk	1280 5kw	22	—	19	21	21	18	11:45	Clear Channel	CCRS

¹ Was KHOM-FM until February.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 26.0	1 WQUE-FM	1 WQUE-FM	1 WWL-AM	1 WYLD-FM	Clear Channel 59.2% Sinclair Com. 47.3% Centennial 24.9% 222 Corp. 11.1% GHB Radio 3.1% Willis 3.1%
OLDIES/CR 9.7	2 KKND-FM	2 WYLD-FM	2 WQUE-FM	2 WQUE-FM	
NEWS/TALK 9.7	3 WCKW-FM	3 WEZB-FM	3 WYLD-FM	3 WLMG-FM	
AC 9.2	4 WYLD-FM	4 KKND-FM	4 WCKW-FM	4 WTKL-FM	
CHR 8.6	5 WRNO-FM	5 KUMX-FM	5 WRNO-FM	5 WLTS-FM	
COUNTRY 5.8	6 KUMX-FM	6 WLTS-FM	6 KKND-FM	6 WEZB-FM	
ALTERNATIVE 4.6	7 WNOE-FM	7 WNOE-FM	7 WNOE-FM	7 WNOE-FM	
RELIGIOUS 4.3	8 WEZB-FM	8 WLMG-FM	8 WTKL-FM	8 WYLD-AM	
ROCK 4.0	9 WWL-AM	9 WRNO-FM	9 KMEZ-FM	9 KUMX-FM	
NOSTALGIA 3.7	10 WLTS-FM	10 WYLD-AM	10 WEZB-FM	10 WRNO-FM	

Latest Arbitron Ratings: www.rronline.com

12+ POPULATION: 987,700 (Black: 18.7%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.7	9.5	10.4	9.7	11.1	1	WTQR-FM Country	104.1 100kw	1	4	2	1	1	1	9:15	Clear Channel	CCRS
8.2	9.3	8.5	7.6	9.2	2	WJMH-FM CHR/Rhythmic	102.1 100kw	2	1	1	2	6	9	10:30	Sinclair Com.	D&R
5.9	6.4	7.4	6.3	6.9	3	WMAG-FM AC	99.5 100kw	4	8	9	5	2	2	8:45	Capstar	D&R
5.5	7.0	6.4	6.5	6.1	4	WQMG-FM Urban Oldies	97.1 100kw	9	10	5	3	3	4	9:45	Sinclair Com.	CHR
5.5	5.5	5.7	5.9	5.7	5	WMQX-FM Oldies	93.1 100kw	6	6	12	8	5	3	8:00	Sinclair Com.	D&R
5.5	4.9	6.9	4.9	4.9	6	WKRR-FM Classic Rock	92.3 100kw	7	11	3	4	4	6	7:15	Dick	KATZ
4.8	5.3	5.4	5.7	4.8	7	WHSL-FM Country	100.3 100kw	8	9	6	6	8	7	7:30	Capstar	ARP
3.1	4.0	3.6	5.3	4.7	8	WSJS-AM News/Talk	600 5kw	10	18	15	11	10	5	8:15	Clear Channel	MCG
6.2	4.9	3.9	5.4	4.3	9	WKZL-FM Hot AC	107.5 100kw	5	5	7	7	7	8	5:30	Dick	KATZ
4.4	4.2	4.2	4.3	4.1	10	WKSI-FM Hot AC	96.7 100kw	3	2	4	9	9	10	5:00	Bahakel	EAST
3.0	3.2	2.2	2.4	2.7	11	WXRA-FM Alternative	94.5 100kw	11	3	8	10	11	21	5:15	Clear Channel	MCG
2.9	3.0	3.8	2.0	1.9	12	WKXU-FM ¹ Country	101.1 100kw	12	12	14	15	13	13	5:15	Curtis Media Group	MCG
1.6	0.9	2.2	1.9	1.7	13	WQMG-AM Religious	1510 1kw	19	17	13	13	12	11	11:00	Sinclair Com.	CHR
1.8	2.9	1.8	1.7	1.6	14	WEND-FM Alternative	106.5 100kw	13	7	10	12	15	22	4:45	Dalton Group	MCG
1.6	1.5	1.3	1.4	1.3	15	WDCG-FM CHR/Pop	105.1 100kw	14	14	11	14	14	24	4:30	Capstar	ARP
1.1	1.7	1.3	1.1	1.3	15	WFMX-FM Country	105.7 100kw	15	—	24	16	16	12	5:15	Capstar	TNS
0.9	0.9	0.8	1.5	1.1	17	WAAA-AM Urban AC	980 1kw	17	—	22	23	21	14	9:30	Media Br.	—

¹ Was WPCM-FM until January.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY 19.1	1 WJMH-FM	1 WJMH-FM	1 WKRR-FM	1 WMAG-FM	Clear Channel 39.3%
AC 15.3	2 WTQR-FM	2 WQMG-FM	2 WTQR-FM	2 WTQR-FM	Sinclair Com. 35.1%
OLDIES/CR 10.6	3 WKRR-FM	3 WHSL-FM	3 WQMG-FM	3 WQMG-FM	Capstar 33.2%
CHR 10.5	4 WXRA-FM	4 WKSI-FM	4 WMQX-FM	4 WMQX-FM	Dick 24.4%
URBAN 7.2	5 WKSI-FM	5 WTQR-FM	5 WMAG-FM	5 WHSL-FM	Bahakel 16.9%
NEWS/TALK 4.7	6 WKZL-FM	6 WMAG-FM	6 WKZL-FM	6 WJMH-FM	Curtis Media 7.0%
ALTERNATIVE 4.3	7 WEND-FM	7 WKZL-FM	7 WSJS-AM	7 WKZL-FM	Dalton Group 6.5%
RELIGIOUS 1.7	8 WQMG-FM	8 WKRR-FM	8 WJMH-FM	8 WKRR-FM	Davidson 2.8%
	9 WHSL-FM	9 WXRA-FM	9 WKSI-FM	9 WKSI-FM	Media Br. 2.1%
	10 WMAG-FM	10 WDCG-FM	10 WXRA-FM	10 WSJS-AM	

R&R's Industry VIP Package: 310 • 788 • 1625

12+ POPULATION: 979,500 (Black: 10.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.3	7.8	8.3	8.0	8.5	1	WJYE-FM AC	96.1 50kw	3	9	8	5	3	2	9:00	CBS Radio	CHR
7.3	8.1	10.3	8.7	8.3	2	WYRK-FM Country	106.5 50kw	8	10	6	2	2	3	11:15	CBS Radio	CHR
7.4	8.7	10.2	8.5	7.9	3	WBEN-AM News/Talk	930 5kw	4	—	14	10	9	4	8:15	Sinclair Com.	D&R
6.7	7.5	6.4	7.2	7.7	4	WHTT-FM Oldies	104.1 50kw	2	4	9	6	4	1	7:00	Br. Partners	ARP
9.6	8.9	7.5	7.5	7.6	5	WGRF-FM Classic Rock	96.9 24kw	5	6	1	1	1	5	8:30	Br. Partners	ARP
7.0	6.3	6.4	6.6	7.6	5	WKSE-FM CHR/Pop	98.5 46kw	1	1	2	3	7	9	6:45	Sinclair Com.	D&R
8.4	7.4	6.6	7.8	7.5	7	WBLK-FM ¹ Urban	93.7 47kw	9	2	3	4	5	8	10:30	Palm Beach Radio	EAST
5.7	4.5	5.2	5.6	5.5	8	WGR-AM News/Talk	550 5kw	6	—	11	11	11	6	7:00	Sinclair Com.	KATZ
5.9	6.5	4.6	6.1	4.8	9	WECK-AM Nostalgia	1230 1kw	12	—	—	22	16	11	9:15	CBS Radio	CHR
4.7	4.2	4.1	4.5	4.6	10	WEDG-FM Alternative	103.3 49kw	10	3	4	7	10	12	6:45	Br. Partners	ARP
5.8	4.6	4.9	4.6	4.2	11	WMJQ-FM AC	102.5 105kw	11	7	7	9	6	7	6:15	Sinclair Com.	D&R
5.1	5.9	5.2	4.6	4.0	12	WLCE-FM Hot AC	92.9 91kw	7	5	5	8	8	10	5:15	CBS Radio	CHR
0.4	0.6	0.5	1.2	1.5	13	CKEY-FM Hot AC	101.1 52kw	13	11	10	12	12	16	5:00	Fort Com.	—
1.6	1.3	1.0	1.5	1.4	14	WWWS-AM Urban Oldies	1400 1kw	20	8	24	19	14	13	11:30	Sinclair Com.	D&R
1.3	1.4	0.8	1.0	1.3	15	WDCX-FM Religious	99.5 110kw	17	—	17	17	18	14	8:30	Crawford Br.	—
0.0	0.0	1.0	0.8	1.2	16	CILQ-FM Rock	107.1 40kw	15	—	12	13	13	15	6:30	Western Int'l Com.	CAN
1.5	1.4	1.5	1.3	1.0	17	WNUC-FM Country	107.7 11.5kw	14	12	15	14	15	18	4:00	Casciani	—
0.6	0.7	0.7	0.4	1.0	17	WUFO-AM Urban AC	1080 1kw	22	13	20	20	21	17	8:15	Sheridan	WRS

¹ Operates under an LMA with CBS Radio.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 18.2	1 WGRF-FM	1 WKSE-FM	1 WGRF-FM	1 WJYE-FM	CBS 61.5%
OLDIES/CR 15.3	2 WEDG-FM	2 WBLK-FM	2 WHTT-FM	2 WYRK-FM	Sinclair Com. 57.9%
NEWS/TALK 13.4	3 WBLK-FM	3 WGRF-FM	3 WYRK-FM	3 WKSE-FM	Br. Partners 29.2%
URBAN 9.9	4 WKSE-FM	4 WLCE-FM	4 WEDG-FM	4 WBLK-FM	Fort Com. 6.6%
COUNTRY 9.3	5 WYRK-FM	5 WYRK-FM	5 WGR-FM	5 WHTT-FM	Standard 6.2%
CHR 7.6	6 WLCE-FM	6 WJYE-FM	6 WBEN-AM	6 WMJQ-FM	Casciani 5.4%
NOSTALGIA 4.8	7 WHTT-FM	7 WMJQ-FM	7 WJYE-FM	7 WGRF-FM	Western Int'l 4.0%
ALTERNATIVE 4.6	8 WGR-AM	8 WEDG-FM	8 WBLK-FM	8 WLCE-FM	Crawford 3.3%
RELIGIOUS 1.3	9 CHTZ-FM	9 CKEY-FM	9 WLCE-FM	9 WBEN-AM	
ROCK 1.2	10 CILQ-FM	10 WHTT-FM	10 WMJQ-FM	10 WEDG-FM	

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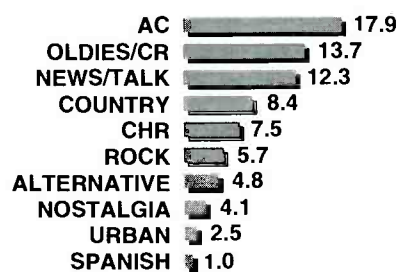
12+ POPULATION: 961,600 (Black: 8.0%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.2	11.2	9.9	11.2	11.2	1	WRCH-FM AC	100.5 7.5kw	3	12	4	1	1	1	9:30	CBS Radio	KATZ
11.4	12.0	11.1	11.3	11.1	2	WTIC-AM News/Talk	1080 50kw	1	13	11	6	3	2	9:00	CBS Radio	G/W
7.5	8.5	8.0	7.0	8.4	3	WWYZ-FM Country	92.5 17kw	7	8	6	4	2	3	11:30	Capstar	BAN
6.4	5.7	6.7	7.8	7.5	4	WKSS-FM CHR/Pop	95.7 16.5kw	2	1	1	2	5	6	6:15	Capstar	ARP
6.4	6.3	6.8	7.5	6.7	5	WTIC-FM Hot AC	96.5 20kw	4	5	2	3	4	5	5:45	CBS Radio	G/W
5.5	5.5	6.0	5.8	6.0	6	WDRC-FM Oldies	102.9 19.5kw	6	7	10	8	6	4	7:45	Buckley	MCG
3.9	5.2	4.8	4.8	4.8	7	WMRQ-FM Alternative	104.1 18kw	5	2	5	7	9	11	5:45	Capstar	D&R
3.1	3.5	4.1	4.7	4.7	8	WCCC-A/F Rock	1290/106.9 .49kw/23kw	8	4	3	5	7	9	7:00	Marlin	ARP
4.9	5.7	5.0	5.0	4.1	9	WDRC-AM MOR	1360 5kw	11	—	—	22	17	12	9:30	Buckley	MCG
3.8	4.1	4.0	3.8	3.2	10	WZMX-FM Classic Hits	93.7 21kw	9	14	9	9	8	7	5:15	CBS Radio	KATZ
1.8	2.5	3.5	2.2	2.5	11	WNEZ-AM Urban AC	910 5kw	14	3	7	12	12	17	9:30	Mega	ARP
2.9	2.0	3.0	2.3	2.4	12	WHCN-FM Classic Rock	105.9 16kw	10	10	8	10	10	10	4:45	Capstar	D&R
2.4	2.1	2.0	1.6	2.1	13	WAQY-FM Classic Rock	102.1 17kw	12	9	12	11	11	8	5:15	Saga	KATZ
1.1	1.5	1.5	1.4	1.2	14	WFAN-AM Sports	660 50kw	15	—	17	14	14	13	4:45	CBS Radio	IRS
1.7	0.7	0.9	0.9	1.0	15	WLAT-AM Tropical	1230 1kw	21	—	15	16	15	14	9:30	Mega	CAB
0.8	1.4	0.8	0.9	1.0	15	WPLR-FM Rock	99.1 14kw	16	—	13	13	13	18	4:45	Capstar	D&R

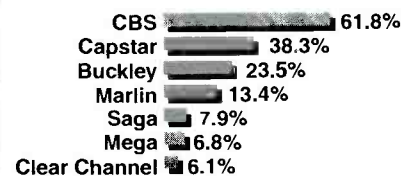
FORMAT SHARE

DEMOGRAPHIC RANKINGS

OWNERSHIP REACH



Men 18-34		Women 18-34		Men 25-54		Women 25-54	
1	WCCC-A/F	1	WRCH-FM	1	WRCH-FM	1	WRCH-FM
2	WMRQ-FM	2	WTIC-FM	2	WTIC-FM	2	WWYZ-FM
3	WKSS-FM	3	WKSS-FM	3	WCCC-A/F	3	WTIC-FM
4	WTIC-FM	4	WWYZ-FM	4	WDRC-FM	4	WKSS-FM
5	WWYZ-FM	5	WMRQ-FM	5	WWYZ-FM	5	WTIC-FM
6	WHCN-FM	6	WCCC-A/F	6	WKSS-FM	6	WDRC-FM
7	WRCH-FM	7	WNEZ-AM	7	WTIC-FM	7	WZMX-FM
8	WNEZ-AM	8	WDRC-FM	8	WZMX-FM	8	WMRQ-FM
9	WZMX-FM	9	WZMX-FM	9	WMRQ-FM	9	WHCN-FM
10	WTIC-FM	10	WHCN-FM	10	WHCN-FM	10	WNEZ-AM



The Audio Wizard™ — simply the best digital automation for radio!

'nuff said!!!



12+ POPULATION: 955,900 (Black: 8.9%; Hispanic: 13.3%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.8	8.6	8.8	8.9	9.9	1	KJUL-FM Nostalgia	104.3 24.5kw	5	—	17	18	17	3	14:45	Centennial	—
7.9	9.7	9.5	10.2	8.3	2	KLUC-FM CHR/Rhythmic	98.5 100kw	1	1	1	2	6	11	7:15	CBS Radio	EAST
6.0	6.3	4.7	4.9	6.6	3	KWNR-FM Country	95.5 100kw	4	9	5	3	1	2	9:45	Jacor	D&R
5.7	6.4	6.5	5.9	6.4	4	KMXB-FM Hot AC	94.1 100kw	2	2	2	1	4	10	7:00	CBS Radio	ARP
5.3	6.1	5.1	5.1	6.1	5	KMZQ-FM AC	100.5 100kw	3	6	7	4	2	4	8:00	CBS Radio	EAST
7.9	6.1	7.2	7.6	6.1	5	KSNE-FM AC	106.5 100kw	6	8	10	8	3	1	9:00	Jacor	KATZ
5.1	5.2	5.5	4.9	4.5	7	KXTE-FM Alternative	107.5 24.5kw	7	3	3	6	10	15	7:15	CBS Radio	EAST
3.9	4.1	3.3	5.8	4.3	8	KFMS-FM Country	101.9 100kw	9	12	11	10	8	7	7:30	Jacor	KATZ
5.5	5.0	4.7	4.1	4.3	8	KKLZ-FM Classic Rock	96.3 100kw	8	5	8	5	5	6	7:15	Centennial	SEN
4.5	3.0	4.3	3.1	3.9	10	KXNT-AM Talk	840 50(25)kw	15	—	15	15	14	9	9:30	CBS Radio	EAST
3.5	3.6	3.7	4.1	3.6	11	KBGO-FM Oldies	93.1 24kw	13	10	16	13	9	5	7:30	Jacor	KATZ
3.2	3.2	3.4	3.8	3.6	11	KOMP-FM Rock	92.3 25kw	14	7	4	7	7	14	8:30	Lotus	CHR
4.1	3.4	3.2	2.4	3.3	13	KISF-FM ¹ Urban AC	103.5 100kw	10	4	6	9	13	17	6:30	Radiovision	D&R
3.4	3.5	3.4	3.1	2.8	14	KQOL-FM ² Oldies	105.5 3.7kw	11	14	18	14	12	8	5:30	Centennial	ARP
2.4	2.4	1.7	3.0	2.6	15	KXPT-FM ³ Classic Hits	97.1 24kw	12	16	12	11	11	12	5:15	Lotus	CHR
2.9	3.1	3.9	3.1	2.4	16	KLSQ-AM ⁴ Spanish Contemporary	870 10(1)kw	17	13	9	12	15	16	11:00	Heftel	—
1.4	1.1	1.5	1.3	2.0	17	KVBC-FM News/Talk	105.1 50kw	16	15	14	16	16	13	6:30	Compass Com.	—
0.7	0.8	1.8	1.7	1.2	18	KDOX-AM ⁵ Regional Mexican	1280 5kw	20	11	13	17	18	18	8:15	S&R Broadcasting	LOTUS
1.4	1.5	2.1	1.6	1.1	19	KDWN-AM News/Talk	720 50kw	18	—	21	20	19	19	5:45	Radio Nevada	ROS

¹ Was KEDG-FM (Alternative) until June. ² Switched to Hot AC in August ³ Was Adult Alternative until February.

⁴ Was Regional Mexican until February. ⁵ Was KDOL-AM until March.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC ██████████ 18.6	1 KXTE-FM	1 KMXB-FM	1 KKLZ-FM	1 KSNE-FM	CBS ██████████ 53.5%
OLDIES/CR ██████████ 13.3	2 KOMP-FM	2 KLUC-FM	2 KOMP-FM	2 KMZQ-FM	Jacor ██████████ 35.6%
COUNTRY ██████████ 10.9	3 KLUC-FM	3 KMZQ-FM	3 KXTE-FM	3 KWNR-FM	Centennial ██████████ 31.5%
NOSTALGIA ██████████ 9.9	4 KISF-FM	4 KWNR-FM	4 KWNR-FM	4 KMXB-FM	Lotus ██████████ 18.5%
CHR ██████████ 8.3	5 KMXB-FM	5 KSNE-FM	5 KMXB-FM	5 KLUC-FM	Radiovision ██████████ 10.3%
NEWS/TALK ██████████ 7.0	6 KWNR-FM	6 KISF-FM	6 KBGO-FM	6 KFMS-FM	Compass ██████████ 6.2%
ALTERNATIVE ██████████ 4.5	7 KKLZ-FM	7 KLSQ-AM	7 KXPT-FM	7 KKLZ-FM	Heftel ██████████ 4.4%
ROCK ██████████ 3.6	8 KLSQ-AM	8 KFMS-FM	8 KQOL-FM	8 KQOL-FM	Radio Nevada ██████████ 3.4%
SPANISH ██████████ 3.6	9 KMZQ-FM	9 KXTE-FM	9 KXNT-AM	9 KLSQ-AM	K-News Br. ██████████ 3.4%
URBAN ██████████ 3.3	10 KXPT-FM	10 KKLZ-FM	10 KFMS-FM	10 KXPT-FM	S&R Br. ██████████ 2.8%

12+ POPULATION: 951,300 (Black: 14.7%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.8	12.5	13.7	11.6	10.2	1	WSIX-FM Country	97.9 100kw	1	5	3	2	2	1	8:30	Capstar	MCG
4.0	2.8	3.4	7.4	9.4	2	WNRQ-FM ¹ Classic Rock	105.9 100kw	2	6	1	1	1	4	9:15	Capstar	BAN
7.2	10.1	8.8	10.7	9.2	3	WQKQ-FM Urban	92.1 3kw	5	1	2	3	4	6	10:45	DDBC LLC	ARP
6.1	7.1	7.8	8.1	7.6	4	WSM-FM Country	95.5 100kw	4	7	7	4	3	2	8:45	Gaylord	CHR
4.6	3.7	4.3	6.3	5.2	5	WJXA-FM AC	97kw 97kw	8	9	8	6	6	5	7:30	South Central	EAST
4.3	5.6	5.9	4.3	5.1	6	WRMX-FM Oldies	96.3 52kw	6	8	13	9	5	3	6:30	South Central	EAST
7.6	6.0	5.1	5.1	4.9	7	WRVW-FM CHR/Pop	107.5 58kw	3	2	5	7	8	12	5:00	Capstar	MCG
7.6	8.0	5.7	5.9	4.3	8	WGFX-FM Classic Hits	104.5 49kw	7	11	6	5	7	7	6:00	Dick	KATZ
5.0	6.7	5.9	4.6	4.0	9	WKDF-FM Alternative	103.3 100kw	9	4	4	8	11	15	5:45	Dick	KATZ
4.0	2.3	4.0	2.7	3.4	10	WJZC-FM NAC/SJ	101.1 47kw	14	12	11	11	10	8	8:30	Capstar	BAN
2.8	4.1	4.0	3.2	3.4	10	WSM-AM Country	650 50kw	13	—	18	17	15	9	8:30	Gaylord	CHR
3.8	3.1	3.5	3.4	3.2	12	WLAC-AM News/Talk	1510 50kw	12	—	14	13	12	10	7:45	Capstar	BAN
3.7	3.8	3.5	3.4	3.2	12	WWTN-FM News/Talk	99.7 100kw	10	—	10	10	9	11	5:30	Gaylord	CHR
2.8	2.3	1.8	1.9	2.8	14	WQZQ-FM CHR/Pop	102.5 100kw	11	3	9	12	13	19	5:00	Cromwell Group	REG
0.8	1.1	1.5	1.4	2.6	15	WMDB-AM Urban	880 2.5kw	19	—	15	19	20	13	13:15	Bobb	—
1.3	0.8	0.7	0.8	1.2	16	WAMB-AM Nostalgia	1160 50(1)kw	20	—	—	20	19	17	9:45	Great Southern	ROS
1.0	1.0	1.9	1.1	1.1	17	WZPC-FM Country	102.9 100kw	16	—	17	14	14	14	5:30	Cromwell Group	—
1.7	1.6	1.5	2.6	1.0	18	WVOL-AM Urban Oldies	1470 5(1)kw	18	13	20	18	18	16	5:30	DDBC LLC	ARP

¹ Was AC until January; used **WLAC-FM** calls until June 2.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
COUNTRY ██████████ 36.6	1 WNRQ-FM	1 WSIX-FM	1 WNRQ-FM	1 WSIX-FM	Capstar ██████████ 57.0%
OLDIES/CR ██████████ 14.5	2 WKDF-FM	2 WQKQ-FM	2 WSM-FM	2 WJXA-FM	Gaylord ██████████ 31.6%
URBAN ██████████ 12.8	3 WQKQ-FM	3 WRVW-FM	3 WSIX-FM	3 WQKQ-FM	South Central ██████████ 24.4%
CHR ██████████ 7.7	4 WGFX-FM	4 WJXA-FM	4 WGFX-FM	4 WSM-FM	Dick ██████████ 23.3%
NEWS/TALK ██████████ 6.4	5 WSIX-FM	5 WNRQ-FM	5 WQKQ-FM	5 WRMX-FM	DDBC LLC ██████████ 17.1%
AC ██████████ 5.2	6 WWTN-FM	6 WKDF-FM	6 WWTN-FM	6 WRVW-FM	Cromwell ██████████ 14.1%
ALTERNATIVE ██████████ 4.0	7 WSM-FM	7 WSM-FM	7 WRMX-FM	7 WNRQ-FM	Tuned In ██████████ 5.3%
NAC/SJ ██████████ 3.4	8 WQZQ-FM	8 WGFX-FM	8 WKDF-FM	8 WJZC-FM	Bobb ██████████ 2.5%
NOSTALGIA ██████████ 1.2	9 WRVW-FM	9 WQZQ-FM	9 WJXA-FM	9 WGFX-FM	
	10 WJZC-FM	10 WJZC-FM	10 WJZC-FM	10 WKDF-FM	

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12+ POPULATION: 945,700 (Black: 39.1%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.8	9.7	8.9	8.3	9.1	1	WHRK-FM Urban	97.1 100kw	1	1	1	1	4	10	9:30	Clear Channel	CCRS
8.8	6.9	6.7	7.3	8.3	2	WDIA-AM Urban Oldies	1070 50(5)kw	6	10	9	5	1	1	12:00	Clear Channel	CCRS
6.0	6.0	7.0	6.5	6.8	3	WMC-FM Hot AC	99.7 290kw	4	8	2	2	3	7	9:30	Raycom	MCG
6.8	7.4	6.2	7.4	6.6	4	KJMS-FM Urban AC	101.1 100kw	3	4	3	3	2	4	8:30	Clear Channel	CCRS
5.5	5.2	5.4	5.1	5.8	5	WGKX-FM Country	105.9 100kw	5	14	6	6	7	3	8:15	Barnstable	KATZ
5.9	6.3	5.8	6.3	5.8	5	WLOK-AM Urban AC	1340 1kw	10	19	14	11	10	6	11:45	Gilliam	UNI
8.4	7.0	7.2	6.7	5.8	5	WRVR-FM AC	104.5 100kw	2	12	15	7	5	2	7:15	Sinclair Com.	ARP
4.2	6.9	4.7	5.1	5.2	8	KXHT-FM Urban	107.1 2.75kw	7	2	4	10	11	18	7:45	Flinn Br.	WRS
5.1	6.4	5.0	5.1	4.8	9	WEGR-FM Classic Rock	102.7 100kw	9	13	5	4	6	5	8:45	Clear Channel	CCRS
4.2	4.4	3.8	4.1	4.2	10	WOGY-FM Country	94.1 50kw	11	5	8	8	8	8	8:45	Sinclair Com.	ARP
3.8	5.2	4.7	3.3	3.4	11	WSRR-FM Classic Hits	98.1 100kw	8	20	12	9	9	9	6:00	Barnstable	KATZ
3.1	2.3	2.6	2.9	2.8	12	WMC-AM News/Talk	790 5kw	12	—	18	21	19	13	7:00	Raycom	MCG
1.3	1.9	2.7	2.7	2.6	13	WREC-AM News/Talk	600 5kw	14	—	19	18	15	11	6:30	Clear Channel	CCRS
0.0	0.0	2.1	3.0	2.3	14	WKSL-FM CHR/Pop	107.5 25kw	15	3	16	15	14	14	6:00	Flinn Br.	—
1.6	1.6	1.3	1.9	2.2	15	WJCE-AM Urban Oldies	680 10(5)kw	18	11	11	12	12	16	8:45	Sinclair Com.	ARP
1.9	2.3	2.2	1.5	2.1	16	WRXQ-FM Alternative	95.7 6kw	13	6	10	14	16	22	5:15	Clear Channel	CCRS
2.4	1.8	2.5	2.6	1.9	17	WMFS-FM Rock	92.9 6kw	17	9	7	13	18	25	7:30	Belz	—
0.6	1.1	1.2	1.6	1.8	18	KWAM-AM Gospel	990 10kw	19	17	13	16	13	15	8:45	Clear Channel	CCRS
1.7	1.4	1.5	1.5	1.8	18	WCRV-AM Religious	640 50(.5)kw	16	18	21	17	17	12	6:00	Bott	—
2.0	0.9	0.8	0.9	1.2	20	WBBP-AM Religious	1480 5kw	21	—	17	19	20	19	9:30	Bountiful Bless.	—
2.7	2.4	2.4	2.2	1.2	20	WPLX-AM Nostalgia	1170 1kw	22	—	25	29	29	17	7:15	Pollack	—

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 37.2	1 WHRK-FM	1 WMC-FM	1 WEGR-FM	1 WMC-FM	Clear Channel 54.9%
AC 12.6	2 WEGR-FM	2 WHRK-FM	2 WDIA-AM	2 WRVR-FM	Sinclair 29.2%
COUNTRY 10.0	3 WMC-FM	3 KJMS-FM	3 KJMS-FM	3 WDIA-FM	Barnstable 25.1%
OLDIES/CR 8.2	4 KXHT-FM	4 KXHT-FM	4 WHRK-FM	4 KJMS-FM	Flinn Br. 23.9%
NEWS/TALK 5.4	5 WMFS-FM	5 WGKX-FM	5 WGKX-FM	5 WHRK-FM	Raycom 22.8%
RELIGIOUS 4.8	6 KJMS-FM	6 WEGR-FM	6 WSRR-FM	6 WGKX-FM	Gilliam 10.6%
CHR 2.3	7 WDIA-AM	7 WOGY-FM	7 WOGY-FM	7 WLOK-AM	Bott 6.2%
ALTERNATIVE 2.1	8 WJCE-AM	8 WRVR-FM	8 WMC-FM	8 WOGY-FM	Belz 5.5%
ROCK 1.9	9 WGKX-FM	9 KWAM-AM	9 WRVR-FM	9 WSRR-FM	Bountiful Bless. 2.6%
NOSTALGIA 1.2	10 WRXQ-FM	10 WLOK-AM	10 WJCE-AM	10 WEGR-FM	Pollack 2.6%

#46 MONMOUTH-OCEAN, NJ



12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
3.8	5.7	5.5	1	WKXW-FM Talk	101.5 19kw	1	11	8	3	2	1	6:30	Press Br.	CHR
2.2	3.4	5.1	2	WABC-AM Talk	770 50kw	8	—	13	19	14	14	9:15	ABC Inc.	KATZ
4.4	5.6	5.0	3	WXRK-FM Alternative	92.3 6kw	2	8	1	1	1	7	7:00	CBS Radio	IRS
3.4	3.5	4.0	4	WOR-AM Talk	710 50kw	11	—	25	26	19	12	8:30	Buckley	MCG
4.3	3.8	3.8	5	WLTW-FM AC	106.7 6kw	10	16	17	10	4	2	7:45	Chancellor Media	KATZ
2.3	2.4	3.8	5	WOBM-AM AC	1160 5kw	22	—	21	33	38	17	13:15	Nassau Br.	KATZ
4.6	3.6	3.8	5	WPLJ-FM Hot AC	95.5 6.7kw	3	19	3	2	3	5	6:00	ABC Inc.	KATZ
3.7	2.4	3.8	5	WRDR-FM Nostalgia	104.9 10kw	21	—	—	43	41	20	12:45	Rodio Radio Inc.	—
3.4	3.6	3.4	9	WFAN-AM Sports	660 50kw	9	14	10	9	6	6	7:00	CBS Radio	IRS
3.7	3.9	3.4	9	WJLK-FM Hot AC	94.3 3kw	4	7	6	6	5	9	6:00	Nassau Br.	KATZ
2.1	2.6	3.1	11	WHTZ-FM CHR/Pop	100.3 6kw	7	1	9	11	18	21	5:45	Chancellor Media	CHR
3.0	2.6	3.0	12	WKTU-FM CHR/Rhythmic	103.5 5.4kw	6	4	4	5	10	16	5:30	Chancellor Media	EAST
3.8	3.8	3.0	12	WOBM-FM AC	92.7 1.4kw	15	18	32	17	13	4	7:00	Nassau Br.	KATZ
3.9	3.1	3.0	12	WRAT-FM Rock	95.9 4kw	14	12	2	4	7	19	7:00	Northern New Jersey	KATZ
0.3	2.4	2.8	15	WBBO-FM CHR/Pop	98.5 6kw	17	2	7	12	17	24	6:45	Nassau Br.	KATZ
3.0	3.4	2.8	15	WCBS-AM News	880 50kw	5	—	27	21	19	15	5:00	CBS Radio	CBS
4.2	4.8	2.8	15	WWZY-FM Country	107.1 2.3kw	18	—	11	14	12	8	7:30	Big City	—
4.6	4.0	2.7	18	WCBS-FM Oldies	101.1 6.8kw	12	—	19	13	9	3	6:15	CBS Radio	CBS
3.2	2.1	2.4	19	WNEW-FM ¹ Rock	102.7 6kw	16	17	12	7	8	10	5:45	CBS Radio	G/W
2.9	1.9	2.3	20	WAXQ-FM Classic Rock	104.3 6kw	13	5	14	8	11	11	5:30	Chancellor Media	KATZ
2.8	1.5	2.2	21	WQHT-FM CHR/Rhythmic	97.1 6.7kw	19	3	5	15	26	44	7:15	Emmis	ARP
1.6	1.4	1.7	22	WQCD-FM NAC	101.9 6.2kw	23	—	33	18	16	13	6:45	Emmis	CHR
1.1	2.0	1.6	23	WADB-AM Country	1310 2.5(1)kw	32	—	—	—	29	23	11:30	Nassau Br.	KATZ
2.8	1.5	1.6	23	WJRZ-FM Hot AC	100.1 1.6kw	20	15	16	16	15	22	5:15	Jersey Shore	CHR
0.9	2.0	1.6	23	WQXR-FM Classical	96.3 7.8kw	29	—	37	27	24	18	9:30	New York Times	APR
1.7	2.1	1.1	26	WHTG-FM Alternative	106.3 3.9kw	25	9	15	20	21	30	5:15	WHTG Inc.	BAN
0.6	0.3	1.1	26	WQEW-AM Nostalgia	1560 50kw	37	—	—	—	44	29	10:15	New York Times	APR
1.5	1.2	1.1	26	WRKS-FM Urban AC	98.7 7.8kw	26	21	29	23	22	26	6:00	Emmis	D&R

¹ Evolved From Classic Rock Since March

Continued on Page 77

12+ POPULATION: 1,264,000 (Black: N/A; Hispanic: N/A)

PROVIDENCE

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
CHR 16.8 AC 13.8 OLDIES/CR 12.0 NEWS/TALK 10.0 ROCK 8.9 ALTERNATIVE 5.5 COUNTRY 4.8 NOSTALGIA 4.3 CLASSICAL 2.2 SPANISH 1.4	1 WHJY-FM 2 WPRO-FM 3 WBRU-FM 4 WAKX/WWKX 5 WSNE-FM 6 WXEX-FM 7 WAAF-FM 8 WWLI-FM 9 WCTK-FM 10 WHKK-FM	1 WPRO-FM 2 WSNE-FM 3 WAKX/WWKX 4 WBRU-FM 5 WJMN-FM 6 WWLI-FM 7 WCTK-FM 8 WPMZ-FM 9 WHJY-FM 10 WFHN-FM	1 WHJY-FM 2 WWBB-FM 3 WBRU-FM 4 WWRX-FM 5 WSNE-FM 6 WWLI-FM 7 WHKK-FM 8 WPRO-FM 9 WCTK-FM 10 WPRO-AM	1 WPRO-FM 2 WWLI-FM 3 WSNE-FM 4 WWBB-FM 5 WCTK-FM 6 WAKX/WWKX 7 WBRU-FM 8 WFHN-FM 9 WHJY-FM 10 WWRX-FM	Citadel 53.5% Capstar 35.4% Clear Channel 25.3% CBS 17.2% Back Bay Br. 15.8% Brown BC 13.8% Chancellor 11.4% Hall 10.3% Entercom* 7.6% Gr. Media Inc. 7.5% Spring 7.4% Charles River 6.6% Plymouth Rock 3.1% Makkay Group 2.0% Bear Br. 1.7%

*Assumed ownership after the Spring '98 book

Continued from Page 81

12+ POPULATION: 1,180,000 (Black: N/A; Hispanic: N/A)

SALT LAKE CITY

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 17.9 NEWS/TALK 16.5 COUNTRY 13.1 OLDIES/CR 12.7 CHR 7.1 ROCK 6.2 ALTERNATIVE 4.3 ADULT ALT. 3.6 NOSTALGIA 2.9 NAC/SJ 1.7 SPANISH 1.1	1 KFZ-AM 2 KBER-FM 3 KURR-FM 4 KXK-FM 5 KENZ-FM 6 KUBL-FM 7 KZHT-FM 8 KRSP-FM 9 KKAT-FM 10 KSOP-A/F	1 KENZ-FM 2 KZHT-FM 3 KUBL-FM 4 KQMB-FM 5 KBEE-FM 6 KISN-FM 7 KSFI-FM 8 KXK-FM 9 KKAT-FM 10 KURR-FM	1 KFZ-AM 2 KRSP-FM 3 KSL-AM 4 KODJ-FM 5 KURR-FM 6 KSFI-FM 7 KSOP-A/F 8 KUBL-FM 9 KBER-FM 10 KENZ-FM	1 KSFI-FM 2 KODJ-FM 3 KISN-FM 4 KUBL-FM 5 KZHT-FM 6 KBEE-FM 7 KENZ-FM 8 KKAT-FM 9 KSL-AM 10 KSOP-A/F	Jacor 56.8% Citadel 47.8% Simmons 41.3% Bonneville 29.5% KSOP Inc. 11.4% Trumper 10.5% Capitol Br. 6.0% Rolando Collantes 1.1%

12+ POPULATION: 893,000 (Black: N/A; Hispanic: N/A)

MONMOUTH

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
NEWS/TALK 20.8 AC 19.4 CHR 11.1 ALTERNATIVE 6.1 ROCK 5.4 OLDIES/CR 5.0 NOSTALGIA 4.9 COUNTRY 4.4 NAC/SJ 1.7 CLASSICAL 1.6 URBAN 1.1	1 WXRK-FM 2 WRAT-FM 3 WQHT-FM 4 WFAN-AM 5 WKTU-FM 6 WPLJ-FM 7 WNEW-FM 8 WABC-AM 9 WHTZ-FM 10 WAXQ-FM	1 WPLJ-FM 2 WXRK-FM 3 WJLK-FM 4 WKXW-FM 5 WBBO-FM 6 WKTU-FM 7 WHTZ-FM 8 WWZY-FM 9 WJRZ-FM 10 WQHT-FM	1 WXRK-FM 2 WFAN-AM 3 WRAT-FM 4 WKXW-FM 5 WNEW-FM 6 WPLJ-FM 7 WAXQ-FM 8 WCBS-FM 9 WKTU-FM 10 WWZY-FM	1 WKXW-FM 2 WJLK-FM 3 WLTW-FM 4 WPLJ-FM 5 WOBM-FM 6 WXRK-FM 7 WKTU-FM 8 WBBO-FM 9 WHTZ-FM 10 WWZY-FM	CBS 45.8% Chancellor 34.9% Nassau 31.5% ABC 23.9% Press Br. 17.7% Emmis 12.9% Buckley 9.9% No. New Jersey 9.0% Big City 7.9% Jersey Shore 6.4% Rodio Radio 6.3% NY Times 5.4% WHTG Inc. 4.3%

12+ POPULATION: 898,400 (Black: 8.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.0	10.5	11.5	10.4	10.0	1	WBEE-FM Country	92.5 50kw	3	4	8	1	1	1	9:45	Entercom	KATZ
10.7	11.0	11.9	10.8	10.0	1	WHAM-AM News/Talk	1180 50kw	2	14	11	9	6	2	9:15	Jacor	MCG
7.4	6.8	7.6	7.2	7.5	3	WRMM-FM AC	101.3 27kw	4	13	7	4	2	3	8:15	CBS Radio	ARP
7.9	8.9	6.6	7.0	7.3	4	WPXY-FM CHR/Pop	97.9 50kw	1	1	1	3	4	7	6:15	CBS Radio	EAST
4.5	4.9	4.5	5.8	7.1	5	WVOR-FM Hot AC	100.5 50kw	6	6	2	2	3	5	9:00	Jacor	EAST
5.0	5.7	4.5	5.4	5.7	6	WDX-FM Urban	103.9 .8kw	10	3	4	7	9	9	11:15	Monroe	ARP
6.7	5.8	6.5	5.8	5.5	7	WCMF-FM Rock	96.5 50kw	9	9	6	6	5	6	7:15	CBS Radio	CHR
3.2	4.7	4.8	4.6	5.2	8	WZNE-FM Hot AC	94.1 3.1kw	5	7	5	5	7	8	6:00	CBS Radio	—
5.1	5.5	6.5	5.4	5.0	9	WNVE-FM Alternative	95.1 12kw	8	2	3	8	10	13	6:30	Jacor	D&R
4.2	4.3	4.6	4.6	4.7	10	WBBF-FM ¹ Oldies	98.9 37kw	7	12	12	10	8	4	6:00	Entercom	KATZ
3.1	3.0	3.3	2.3	2.8	11	WEZO-AM ² Nostalgia	950 1kw	12	—	18	24	22	14	8:00	Entercom	KATZ
2.9	1.9	2.3	2.3	2.4	12	WQRV-FM Classic Rock	93.3 4kw	11	10	10	11	11	10	5:00	Entercom	KATZ
2.4	2.5	2.9	1.8	1.7	13	WISY/WYSY ³ AC	102.3/106.7 3.4kw/3.5kw	14	—	14	12	12	11	7:30	Jacor	EAST
0.5	0.9	0.6	0.7	1.6	14	WMAX-FM ⁴ CHR/Rhythmic	107.3 6kw	13	5	9	13	16	24	5:15	Jacor	EAST
0.9	0.9	1.1	1.4	1.3	15	WJZR-FM NAC/SJ	105.9 3kw	15	—	20	14	13	12	6:15	North Coast Radio	—
0.8	1.1	1.2	1.5	1.0	16	WHTK-AM Talk	1280 5kw	16	—	13	15	14	16	5:00	Jacor	—
1.1	0.7	0.5	0.5	1.0	16	WNUC-FM Country	107.7 11.5kw	17	16	15	17	17	17	7:15	Casciani	—

¹ Was WKLX-FM until June 29. ² Was WBBF-AM until June 29.

³ WISY-FM was WMHX-FM and WYSY-FM was WMAX-FM (Adult Alternative) until February. ⁴ Was WRCD-FM (NAC/SJ) until March.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
AC 21.5					
COUNTRY 11.0					
NEWS/TALK 11.0					
CHR 8.9					
OLDIES/CR 7.1					
URBAN 5.7					
ROCK 5.5					
ALTERNATIVE 5.0					
NOSTALGIA 2.8					
NAC/SJ 1.3					
	1 WNVE-FM	1 WPXY-FM	1 WCMF-FM	1 WRMM-FM	Jacor 49.9%
	2 WCMF-FM	2 WVOR-FM	2 WBEE-FM	2 WVOR-FM	CBS 45.5%
	3 WDKX-FM	3 WRMM-FM	3 WHAM-AM	3 WBEE-FM	Entercom 44.9%
	4 WPXY-FM	4 WZNE-FM	4 WZNE-FM	4 WPXY-FM	Monroe 10.2%
	5 WZNE-FM	5 WDKX-FM	5 WNVE-FM	5 WBBF-FM	North Coast 4.2%
	6 WVOR-FM	6 WBEE-FM	6 WPXY-FM	6 WDKX-FM	Casciani 2.7%
	7 WBEE-FM	7 WNVE-FM	7 WBBF-FM	7 WHAM-AM	
	8 WQRV-FM	8 WCMF-FM	8 WQRV-FM	8 WZNE-FM	
	9 WHAM-AM	9 WMAX-FM	9 WVOR-FM	9 WCMF-FM	
	10 WRMM-FM	10 WYSY-FM	10 WRMM-FM	10 WYSY-FM	

Latest Arbitron Ratings: www.rroonline.com

12+ POPULATION: 896,300 (Black: 23.1%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.4	7.6	9.2	7.7	10.0	1	WQOK-FM Urban	97.5 100kw	3	1	1	1	1	6	10:15	Clear Channel	CCRS
7.8	8.4	7.3	7.7	6.4	2	WDCG-FM CHR/Pop	105.1 100kw	1	3	3	2	6	10	5:45	Capstar	ARP
0.0	0.0	0.0	4.0	5.9	3	WBBB-FM Rock	96.1 98kw	6	5	2	3	5	12	8:00	Curtis Media	MCG
6.3	6.6	5.6	6.7	5.8	4	WPTF-AM News/Talk	680 50kw	8	—	13	13	11	5	8:30	Curtis Media	MCG
6.3	6.3	6.6	6.3	5.8	4	WRAL-FM Hot AC	101.5 96kw	2	4	4	4	4	7	5:30	Capitol Br. Co.	KATZ
6.3	5.3	5.0	5.4	5.8	4	WTRG-FM Oldies	100.7 100kw	4	12	12	8	2	1	6:45	Capstar	ARP
5.7	4.8	5.5	4.8	5.6	7	WQDR-FM Country	94.7 99kw	5	11	7	9	10	3	7:30	Curtis Media	MCG
2.2	2.2	3.9	4.3	5.2	8	WDUR/WNNL ¹ Gospel	1490/103.9 1kw/7.9kw	11	7	11	7	7	2	10:30	Clear Channel	CCRS
4.7	7.1	4.8	5.4	5.0	9	WFXC/WFXK Urban AC	107.1/104.3 2.6kw/100kw	10	9	9	6	3	4	9:00	Pinnacle	EAST
7.1	6.0	5.3	6.0	4.6	10	WRDU-FM Classic Rock	106.1 100kw	7	8	5	5	8	9	6:15	Capstar	ARP
4.2	4.4	4.3	3.7	4.4	11	WRSN-FM AC	93.9 100kw	9	15	8	10	9	8	6:45	Capstar	ARP
5.3	5.5	5.2	2.9	3.4	12	WKIX-FM Country	96.9 100kw	12	6	10	11	12	11	7:30	Alchemy	MCG
2.9	2.5	2.4	2.4	2.9	13	WJMH-FM CHR/Rhythmic	102.1 100kw	13	2	6	12	15	18	6:45	Max Media	D&R
1.3	1.3	1.2	1.8	1.5	14	WKXU-FM ² Country	101.1 100kw	14	14	15	15	14	13	5:30	Curtis Media	MCG
1.1	0.5	0.7	1.5	1.4	15	WRBZ-AM News/Talk	850 10(5)kw	15	—	16	14	13	14	5:45	Curtis Media	ARP
0.6	0.9	0.7	0.8	1.0	16	WMPM-AM Country	1270 5kw	17	—	—	26	25	20	11:45	Carolina Br. Service	TNS

¹ WNNL-FM was WZZU-FM until March 6. ² Was WPCM-FM until January.

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
	Men 18-34	Women 18-34	Men 25-54	Women 25-54	
URBAN 15.0	1 WBBB-FM	1 WQOK-FM	1 WRDU-FM	1 WQOK-FM	Capstar 46.3%
COUNTRY 11.5	2 WQOK-FM	2 WDCG-FM	2 WBBB-FM	2 WDUR/WNNL	Curtis Media 39.4%
OLDIES/CR 10.4	3 WDCG-FM	3 WRAL-FM	3 WQOK-FM	3 WRSN-FM	Clear Channel 23.8%
AC 10.2	4 WRDU-FM	4 WBBB-FM	4 WTRG-FM	4 WRAL-FM	Capitol Br. 20.7%
CHR 9.3	5 WJMH-FM	5 WRSN-FM	5 WDCG-FM	5 WFXC/WFXK	Pinnacle 10.9%
NEWS/TALK 7.2	6 WQDR-FM	6 WFXC/WFXK	6 WFXC/WFXK	6 WTRG-FM	Alchemy 8.6%
ROCK 5.9	7 WRAL-FM	7 WJMH-FM	7 WQDR-FM	7 WDCG-FM	Max Media 8.0%
RELIGIOUS 5.2	8 WFXC/WFXK	8 WQDR-FM	8 WRAL-FM	8 WQDR-FM	Kinetic 2.7%
	9 WRSN-FM	9 WDUR/WNNL	9 WPTF-AM	9 WBBB-FM	Carolina Br. 1.2%
	10 WKIX-FM	10 WKIX-FM	10 WDUR/WNNL	10 WKIX-FM	

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12+ POPULATION: 879,600 (Black: 11.9%; Hispanic: 9.6%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.8	8.0	9.2	8.6	8.6	1	1	WEAT-FM AC	104.3 100kw	1	6	5	2	2	1	9:45	CBS Radio	KATZ
6.9	6.5	6.5	6.6	7.0	2	2	WRMF-FM AC	97.9 100kw	2	9	1	1	1	2	9:00	James Crystal	APR
5.7	7.0	6.8	5.3	6.5	3	3	WIRK-FM Country	107.9 100kw	3	5	3	3	3	3	11:00	CBS Radio	KATZ
4.7	4.9	5.6	5.7	5.9	4	4	WJBW-FM Nostalgia	99.5 3kw	5	—	28	32	32	17	11:00	Goldsmith	ROS
3.9	3.5	2.4	3.3	3.8	5	5	WRLX-FM AC	92.1 7.2kw	10	—	15	14	9	4	9:15	James Crystal	ARP
3.7	2.6	4.4	3.5	3.7	6	6	WEDR-FM Urban	99.1 100kw	7	1	6	8	10	20	7:45	Chancellor Media	SEN
4.0	3.9	4.4	3.7	3.5	7	7	WJNO-AM News/Talk	1040 10(1)kw	9	—	29	23	19	9	7:45	Clear Channel	ARP
3.2	3.0	2.8	3.5	3.5	7	7	WMBX-FM Hot AC	102.3 13kw	4	4	2	4	5	10	6:15	CBS Radio	KATZ
4.4	4.1	3.8	3.3	3.5	7	7	WPBZ-FM Alternative	103.1 50kw	6	3	4	5	7	12	7:00	Palm Beach Radio	CHR
2.0	2.4	1.9	3.2	2.8	10	10	WTMI-FM Classical	93.1 100kw	17	—	33	31	30	25	9:30	Marlin	MCG
3.2	3.5	2.6	3.0	2.6	11	11	WKGR-FM Classic Rock	98.7 100kw	11	12	11	7	6	6	7:00	Clear Channel	CCRS
2.0	1.5	1.9	1.9	2.6	11	11	WBGG-FM Classic Hits	105.9 100kw	12	—	8	6	4	7	6:45	Clear Channel	CCRS
2.9	2.8	2.0	2.3	2.3	13	13	WPOW-FM CHR/Rhythmic	96.5 100kw	8	2	7	10	21	32	5:00	Beasley	D&R
3.5	2.9	3.3	2.3	2.2	14	14	WBZT-AM News/Talk	1290 5kw	18	—	28	28	27	14	7:15	Clear Channel	KATZ
2.3	3.1	2.0	1.6	2.2	14	14	WOLL-FM Oldies	94.3 6kw	15	—	18	9	8	5	7:00	Clear Channel	CCRS
1.0	1.2	1.4	2.1	2.1	16	16	WDBF-AM Big Band	1420 5(5)kw	22	—	—	35	36	35	9:30	Quality	—
2.2	1.8	1.5	1.7	1.8	17	17	WMXJ-FM Oldies	102.7 100kw	13	8	26	20	16	8	5:15	Jefferson-Pilot	CBS
1.1	1.3	1.2	1.9	1.7	18	18	WHYI-FM CHR/Pop	100.7 100kw	14	7	10	11	13	23	5:00	Clear Channel	CCRS
1.4	1.2	1.3	1.6	1.7	18	18	WLYF-FM AC	101.5 100kw	23	—	25	29	28	24	7:30	Jefferson-Pilot	CBS
2.0	1.8	1.9	2.1	1.6	20	20	WHQT-FM Urban AC	105.1 100kw	21	11	14	15	12	13	6:45	Cox	CHR
2.0	2.5	1.7	2.1	1.6	20	20	WLVE-FM NAC/SJ	93.9 100kw	19	—	24	17	15	11	6:15	Clear Channel	CCRS
2.0	1.4	1.9	1.6	1.6	20	20	WXFG-FM ¹ Country	95.5 100kw	16	10	16	19	26	21	5:00	Clear Channel	MCG
1.2	1.3	2.2	1.7	1.5	23	23	WZZR-FM Rock	92.7 50kw	29	—	12	12	11	28	9:00	Commodore Media	KATZ
0.9	1.1	0.8	1.2	1.4	24	24	WPLL-FM Hot AC	103.5 100kw	20	13	9	13	14	31	5:45	Clear Channel	EAST
1.2	0.9	1.2	1.4	1.3	25	25	WQAM-AM Sports	560 5(1)kw	28	—	22	18	17	16	7:15	Beasley	D&R
1.4	1.1	1.5	0.8	1.2	26	26	WPOM-AM Urban	1600 5kw	35	—	32	24	20	15	11:45	WPOM Radio	ROS
1.0	1.4	0.8	1.1	1.2	26	26	WRMA-FM Spanish AC	106.7 100kw	30	—	23	26	24	18	7:45	SBS	—
1.2	1.2	1.6	1.1	1.2	26	26	WZTA-FM Rock	94.9 100kw	24	—	13	16	22	29	5:30	Clear Channel	CCRS

¹ Was WCLB-FM until February 2.

12+ POPULATION: 879,600 (Black: 11.9%; Hispanic: 9.6%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
0.5	1.0	0.6	1.3	1.1	26		WAMR-FM Spanish AC	107.5 55kw	33	—	20	27	29	19	8:45	Heftel	KT-H
2.0	2.2	1.7	1.8	1.1	29		WJNA-AM Nostalgia	1230 1kw	25	—	—	34	34	33	5:15	James Crystal	ARP
1.2	1.4	1.2	1.5	1.1	29		WKIS-FM Country	99.9 100kw	26	—	21	22	23	26	5:15	Beasley	D&R
0.7	0.8	0.8	0.7	1.1	29		WSWN-AM Urban Oldies	900 1kw	34	14	19	25	25	27	10:15	BGI Br.	—
0.6	0.9	1.3	0.6	1.0	33		WFLC-FM AC	97.3 100kw	27	—	17	21	18	22	5:30	Cox	CHR

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
<p>AC 27.0</p> <p>COUNTRY 9.2</p> <p>NOSTALGIA 9.1</p> <p>URBAN 7.6</p> <p>OLDIES/CR 7.2</p> <p>NEWS/TALK 7.0</p> <p>CHR 4.1</p> <p>ALTERNATIVE 3.5</p> <p>CLASSICAL 2.8</p> <p>ROCK 2.7</p> <p>SPANISH 2.3</p> <p>NAC/SJ 1.6</p>	<p>Men 18-34</p> <p>1 WIRK-FM</p> <p>2 WBGG-FM</p> <p>3 WEDR-FM</p> <p>4 WRMF-FM</p> <p>5 WZZR-FM</p> <p>6 WPBZ-FM</p> <p>7 WKGR-FM</p> <p>8 WPOW-FM</p> <p>9 WPLL-FM</p> <p>10 WZTA-FM</p>	<p>Women 18-34</p> <p>1 WMBX-FM</p> <p>2 WRMF-FM</p> <p>3 WEAT-FM</p> <p>4 WPBZ-FM</p> <p>5 WEDR-FM</p> <p>6 WIRK-FM</p> <p>7 WPOW-FM</p> <p>8 WHYI-FM</p> <p>9 WPLL-FM</p> <p>10 WBGG-FM</p>	<p>Men 25-54</p> <p>1 WRNF-FM</p> <p>2 WIRK-FM</p> <p>3 WKGR-FM</p> <p>4 WBGG-FM</p> <p>5 WEAT-FM</p> <p>6 WPBZ-FM</p> <p>7 WZZR-FM</p> <p>8 WEDR-FM</p> <p>9 WMBX-FM</p> <p>10 WQAM-AM</p>	<p>Women 25-54</p> <p>1 WEAT-FM</p> <p>2 WRMF-FM</p> <p>3 WIRK-FM</p> <p>4 WMBX-FM</p> <p>5 WOLL-FM</p> <p>6 WPBZ-FM</p> <p>7 WRLX-FM</p> <p>8 WHQT-FM</p> <p>9 WHYI-FM</p> <p>10 WBGG-FM</p>	<p>Clear Channel 42.3%</p> <p>CBS 34.5%</p> <p>James Crystal 25.7%</p> <p>Beasley 16.9%</p> <p>Cox 11.4%</p> <p>Jefferson-Pilot 11.1%</p> <p>Goldsmith 11.1%</p> <p>Palm Beach 10.1%</p> <p>Quality 7.2%</p> <p>Marlin 6.1%</p> <p>Commodore 3.3%</p> <p>Heftel 2.6%</p> <p>BGI Br. 2.2%</p> <p>WPOM Radio 2.1%</p>

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12+ POPULATION: 876,700 (Black: 9.0%; Hispanic: 21.9%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.1	10.2	9.9	10.3	11.0	1	KASE-FM Country	100.7 100kw	2	3	2	1	1	1	9:45	Capstar	KATZ
8.8	9.8	9.9	9.4	9.0	2	KHFI-FM CHR/Pop	96.7 100kw	1	1	1	2	2	7	6:45	Clear Channel	CCRS
6.2	6.3	6.4	6.5	6.0	3	KKMJ-FM AC	95.5 100kw	4	9	5	4	3	2	7:00	CBS Radio	ARP
6.3	6.4	6.7	5.5	5.6	4	KLBJ-FM Rock	93.7 97kw	5	10	4	3	4	5	7:15	LBJ-S Br.	BAN
4.8	5.2	5.2	6.9	5.2	5	KAMX-FM Hot AC	94.7 100kw	3	4	3	5	7	11	5:30	CBS Radio	EAST
4.7	4.6	4.9	4.6	4.7	6	KLBJ-AM News/Talk	590 5(1)kw	8	13	14	11	10	8	7:00	LBJ-S Br.	EAST
5.7	5.8	7.2	6.2	4.6	7	KVET-FM Country	98.1 100kw	10	15	8	9	9	4	7:45	Capstar	KATZ
5.3	4.5	4.2	4.5	4.3	8	KEYI-FM Oldies	103.5 100kw	6	12	16	10	8	3	6:15	Clear Channel	CCRS
5.3	5.1	3.9	4.0	4.3	8	KPEZ-FM Classic Rock	102.3 20kw	9	14	7	6	5	6	7:00	Clear Channel	CCRS
3.4	4.6	4.2	4.3	3.7	10	KROX-FM Alternative	101.5 100kw	7	5	6	8	12	14	5:15	LBJ-S Br.	MCG
3.9	2.9	3.6	3.2	3.2	11	KGSR-FM Adult Alternative	107.1 39kw	11	—	9	7	6	9	7:15	LBJ-S Br.	MCG
2.4	2.5	2.6	3.2	2.4	12	KAJZ-FM NAC/SJ	93.3 100kw	12	—	20	12	11	10	6:45	LBJ-S Br.	—
0.0	0.0	0.0	0.0	1.8	13	KKIK-FM 1 Country	104.3 48kw	18	2	15	18	24	27	9:45	Stellar	—
2.0	1.6	1.7	1.5	1.6	14	KJCE-AM Urban Oldies	1370 5(.5)kw	16	8	13	13	14	17	8:00	CBS Radio	ARP
1.6	1.5	1.7	0.6	1.4	15	KELG-AM Tejano Oldies	1440 .5kw	21	6	12	17	19	21	9:15	Dynamic Radio Br.	CAB
0.4	0.0	0.0	0.5	1.4	15	KIKY-FM Country	92.1 1.65kw	17	7	10	15	20	22	7:00	Yellow Rose	—
1.3	1.9	1.7	2.1	1.4	15	KJFK-FM News/Talk	98.9 18.5kw	15	—	11	16	15	20	5:45	Shamrock Com.	D&R
0.1	0.2	0.0	1.7	1.3	18	KAHK-FM Classic Hits	107.7 9.1kw	13	11	19	14	13	13	4:45	Simmons	ARP
1.6	1.8	0.9	1.1	1.3	18	KKLB-FM Tejano	92.5 1.6kw	20	—	17	19	18	18	7:45	Dynamic Radio Br.	CAB

¹ Became CHR/Rhythmic on June 5; changed calls to **KQBT-FM**

FORMAT SHARE	DEMOGRAPHIC RANKINGS				OWNERSHIP REACH
COUNTRY ██████████ 18.8	Men	Women	Men	Women	Clear Channel ██████████ 42.9% LBJ-S Br. ██████████ 40.4% CBS ██████████ 33.1% Capstar ██████████ 30.4% Dynamic Radio ██████████ 6.0% Simmons ██████████ 5.2% Shamrock Com. ██████████ 4.6% Yellow Rose ██████████ 3.8% Stellar ██████████ 3.5% Intimate Life ██████████ 3.4% Heftel ██████████ 1.8%
AC ██████████ 11.2	18-34	18-34	25-54	25-54	
OLDIES/CR ██████████ 9.9	1 KLBJ-FM	1 KASE-FM	1 KLBJ-FM	1 KASE-FM	
CHR ██████████ 9.0	2 KHFI-FM	2 KHFI-FM	2 KPEZ-FM	2 KHFI-FM	
NEWS/TALK ██████████ 7.3	3 KPEZ-FM	3 KAMX-FM	3 KASE-FM	3 KKMJ-FM	
ROCK ██████████ 5.6	4 KAMX-FM	4 KKMJ-FM	4 KGSR-FM	4 KAMX-FM	
SPANISH ██████████ 3.9	5 KASE-FM	5 KROX-FM	5 KVET-FM	5 KEYI-FM	
ALTERNATIVE ██████████ 3.7	6 KROX-FM	6 KLBJ-FM	6 KHFI-FM	6 KGSR-FM	
ADULT ALT ██████████ 3.2	7 KJFK-FM	7 KJCE-AM	7 KEYI-FM	7 KLBJ-FM	
NAC/SJ ██████████ 2.4	8 KVET-FM	8 KELG-AM	8 KKMJ-FM	8 KLBJ-AM	
URBAN ██████████ 1.6	9 KGSR-FM	9 KPEZ-FM	9 KLBJ-AM	9 KVET-FM	
RELIGIOUS ██████████ 1.2	10 KKMJ-FM	10 KEYI-FM	10 KAJZ-FM	10 KPEZ-FM	

Latest Arbitron Ratings: www.ronline.com

12+ POPULATION: 861,300 (Black: 20.4%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.1	7.8	7.7	8.3	9.4	1	WAPE-FM CHR/Pop	95.1 100kw	1	2	1	2	2	5	7:30	Capstar	CHR
8.6	8.7	9.4	8.3	8.0	2	WFYV-FM Rock	104.5 100kw	3	4	2	1	1	6	9:00	Capstar	CHR
7.3	6.8	5.9	7.1	7.8	3	WEJZ-FM AC	96.1 100kw	2	6	7	4	4	1	8:30	Renda	KATZ
6.0	4.9	6.1	6.8	7.1	4	WSOL-FM Urban AC	101.5 100kw	9	8	3	3	3	4	12:15	Jacor	EAST
8.6	9.2	7.2	8.2	6.9	5	WQIK-FM Country	99.1 100kw	4	7	8	8	7	3	8:00	Jacor	EAST
6.4	5.7	5.3	5.9	6.4	6	WJBT-FM CHR/Rhythmic	92.7 6kw	7	1	4	6	11	13	9:30	Jacor	ROS
6.9	5.5	5.8	5.5	5.3	7	WROO-FM Country	107.3 100kw	6	5	6	5	6	8	7:45	Clear Channel	CCRS
6.2	6.0	6.4	5.8	5.1	8	WKQL-FM Oldies	96.9 100kw	5	9	14	9	5	2	6:30	Capstar	SEN
5.2	4.5	3.8	4.1	4.9	9	WPLA-FM Alternative	93.3 50kw	8	3	5	7	12	18	8:15	Clear Channel	CCRS
3.5	4.2	3.9	4.2	4.1	10	WOKV-AM News/Talk	690 50(10)kw	12	—	11	12	10	9	9:45	Capstar	MCG

JACKSONVILLE

12+ POPULATION: 856,600 (Black: 11.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.1	11.6	12.2	12.2	12.3	1	WHAS-AM Full Service	840 50kw	1	12	9	5	2	1	9:00	Clear Channel	CCRS
13.9	13.9	14.1	13.7	11.8	2	WAMZ-FM Country	97.5 100kw	2	4	1	1	1	2	9:30	Clear Channel	CCRS
7.5	6.5	6.9	8.0	7.2	3	WDJX-FM CHR/Pop	99.7 24kw	3	2	2	4	6	7	7:00	Jacor	EAST
6.0	6.4	6.8	6.5	7.1	4	WVEZ-FM AC	106.9 24.5kw	6	11	7	2	3	3	9:15	Jacor	EAST
8.1	7.0	7.6	5.6	6.6	5	WGZB-FM Urban	96.5 3kw	7	1	6	8	9	10	9:15	Blue Chip	MCG
4.9	4.7	5.3	3.8	5.9	6	WRKA-FM Oldies	103.1 6kw	4	9	11	6	4	4	6:30	Cox	CHR
4.4	4.0	4.1	4.4	5.4	7	WSFR-FM Oldies	107.7 8.2kw	5	10	3	3	5	5	7:00	Jacor	EAST
5.8	5.0	3.1	3.6	4.0	8	WTFX-FM Rock	100.5 38kw	9	7	4	7	7	13	6:45	Clear Channel	CCRS
2.3	4.4	3.2	4.5	3.9	9	WLRS-FM Alternative	102.3 4.3kw	10	3	5	10	10	16	6:45	Jacor	EAST
4.7	4.1	4.8	4.4	3.7	10	WQMF-FM Rock	95.7 29.5kw	8	6	8	9	8	6	5:45	Clear Channel	CCRS

LOUISVILLE

#53 OKLAHOMA CITY



OKLAHOMA CITY

12+ POPULATION: 849,900 (Black: 9.9%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.2	10.2	10.3	10.8	11.9	1	KJYO-FM CHR/Pop	102.7 100kw	1	1	2	1	2	8	8:45	Clear Channel	CCRS
12.7	13.6	11.1	9.1	9.9	2	KXXY-FM Country	96.1 98kw	3	6	4	3	1	2	10:15	Clear Channel	CCRS
8.4	6.5	7.2	8.2	8.8	3	KATT-FM Rock	100.5 97kw	5	2	1	2	3	12	9:45	Caribou	BAN
9.9	10.6	9.9	5.8	7.7	4	KOMA-A/F Oldies	1520/92.5 50kw/100kw	2	11	14	7	4	1	7:45	Renda	—
7.1	6.9	5.6	7.5	6.7	5	KTOK-AM News/Talk	1000 5kw	7	—	15	12	10	3	8:45	Clear Channel	CCRS
4.8	5.0	7.2	5.9	5.7	6	KRXO-FM Classic Rock	107.7 100kw	8	10	6	4	5	4	7:30	Renda	—
4.7	4.1	5.0	6.6	5.6	7	KYIS-FM Hot AC	98.9 100kw	4	5	3	5	7	10	6:00	Caribou	D&R
7.8	6.3	7.1	6.0	5.3	8	KMGL-FM AC	104.1 100kw	6	9	5	6	6	6	6:45	Renda	EAST
6.8	8.1	8.5	6.0	5.3	8	KTST-FM Country	101.9 100kw	9	4	7	8	8	7	7:30	Clear Channel	CCRS
4.0	3.8	3.7	4.8	4.6	10	KQSR-FM AC	94.7 100kw	10	12	10	9	9	5	6:45	Clear Channel	CCRS

#54 DAYTON



DAYTON

12+ POPULATION: 819,900 (Black: 13.1%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.8	13.2	13.6	12.2	12.2	1	WHKO-FM Country	99.1 50kw	1	5	2	1	1	1	9:15	Cox	D&R
9.1	8.9	8.7	9.4	8.6	2	WMMX-FM Hot AC	107.7 50kw	2	8	3	2	2	3	8:45	Jacor	EAST
7.0	5.9	6.3	5.5	7.1	3	WLQT-FM AC	99.9 50kw	4	12	9	4	3	2	8:30	Jacor	KATZ
7.0	7.0	6.5	6.5	6.4	4	WTUE-FM Rock	104.7 50kw	5	6	1	3	4	7	8:30	Jacor	EAST
5.0	5.1	6.5	5.3	6.0	5	WROU-FM Urban	92.1 .89kw	9	3	4	6	6	8	9:45	Hawes-Southern	ARP
5.8	5.3	5.3	4.6	5.7	6	WHIO-AM Talk	1290 5kw	7	11	11	10	7	5	8:00	Cox	D&R
3.4	3.3	3.2	2.9	5.0	7	WBTT-FM CHR/Rhythmic	94.5 6kw	8	1	6	8	12	15	7:15	Jacor	EAST
4.7	4.3	3.9	4.7	4.7	8	WING-FM Classic Rock	102.9 50kw	6	7	8	5	5	6	6:30	Clear Channel	MCG
5.6	5.2	4.6	6.4	4.5	9	WGTV-FM CHR/Pop	92.9 40kw	3	2	7	9	10	12	5:00	Clear Channel	MCG
3.3	4.0	4.5	3.5	4.4	10	WONE-AM Nostalgia	980 5kw	13	—	19	21	20	10	9:30	Jacor	EAST

12+ POPULATION: 806,200 (Black: 25.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.9	12.3	12.2	11.2	11.3	1	WZZK-FM Country	104.7 99kw	1	3	3	1	1	1	9:30	Cox	KATZ
4.5	3.5	6.0	8.3	8.2	2	WRAX-FM Alternative	107.7 100kw	2	2	1	3	4	7	9:15	Dick	CHR
7.1	5.5	5.1	8.0	7.9	3	WBHK-FM Urban AC	98.7 31kw	6	7	4	2	2	2	11:45	Cox	EAST
8.5	8.3	6.2	8.3	7.6	4	WBHJ-FM CHR/Rhythmic	95.7 100kw	4	1	2	4	7	12	10:30	Cox	MCG
8.2	5.1	7.6	5.4	7.2	5	WMJJ-FM AC	96.5 100kw	3	8	6	5	3	3	9:45	Capstar	SEN
6.1	5.4	6.3	6.2	5.6	6	WZRR-FM Classic Rock	99.5 100kw	5	11	5	6	5	5	8:00	Dick	CHR
3.8	6.5	5.0	5.4	4.7	7	WODL-FM Oldies	106.9 99kw	8	—	14	7	6	4	7:45	Cox	KATZ
4.9	5.4	5.6	5.6	4.5	8	WERC-AM News/Talk	960 5kw	9	14	17	13	9	7	8:00	Capstar	SEN
4.4	3.9	5.1	2.8	3.8	9	WAGG-AM Religious	1320 5kw	12	12	12	12	10	6	10:00	Cox	D&R
4.7	6.0	5.0	3.9	3.6	10	WYSF-FM AC	94.5 98kw	7	9	8	8	8	10	5:45	Dick	CHR

BIRMINGHAM

12+ POPULATION: 787,200 (Black: 29.0%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.9	10.8	10.3	10.6	10.8	1	WKHK-FM Country	95.3 13kw	3	5	4	2	2	1	11:00	Capstar	MCG
10.7	11.0	9.8	10.1	10.3	2	WCDX-FM Urban	92.1 4.5kw	6	1	1	1	3	5	11:45	Sinclair Com.	ARP
8.0	9.7	9.4	10.0	10.3	2	WTVR-FM AC	98.1 50kw	1	10	6	3	1	2	9:45	Clear Channel	CCRS
7.6	7.6	8.3	8.9	7.9	4	WRVA-AM Full Service	1140 50kw	4	13	13	12	8	3	8:30	Clear Channel	CCRS
5.7	6.7	6.0	7.0	6.7	5	WRVQ-FM CHR/Pop	94.5 200kw	2	2	3	5	5	9	6:30	Clear Channel	CCRS
6.2	5.4	4.0	4.9	6.2	6	WMXB-FM Hot AC	103.7 20kw	5	6	2	4	4	6	6:45	Capstar	MCG
3.7	3.2	3.3	3.1	4.8	7	WKJS-FM ¹ Urban AC	104.7 100kw	10	9	9	6	6	4	9:15	Capstar	SEN
3.3	3.1	4.4	3.2	4.0	8	WBZU-FM Alternative	106.5 7.6kw	9	3	5	8	11	15	7:00	Capstar	BAN
4.7	5.0	6.4	5.6	3.9	9	WPLZ-FM Urban	99.3 6kw	7	4	7	10	12	10	6:15	Sinclair Com.	ARP
3.2	2.9	3.6	3.6	3.6	10	WKLR-FM Classic Hits	96.5 50kw	8	11	10	7	7	8	6:00	Capstar	MCG
3.8	4.2	4.6	5.5	3.6	10	WSMJ-FM NAC/SJ	101.1 2kw	12	—	12	11	9	7	7:15	Old Dominion	ARP

¹ Was **WVGO-FM** (Oldies) until February.

RICHMOND

#57 ALBANY-SCHENECTADY-TROY



ALBANY

12+ POPULATION: 736,400 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.3	10.3	11.3	9.8	10.9	1	WGNA-FM Country	107.7 12kw	5	3	4	2	1	1	11:30	Capstar	EAST
9.3	9.2	8.7	10.0	9.7	2	WFLY-FM CHR/Pop	92.3 17kw	1	1	2	1	2	5	7:30	Albany Br.	ARP
9.3	8.7	9.5	9.9	9.4	3	WGY-AM News/Talk	810 50kw	2	10	8	7	7	2	9:15	Clear Channel	KATZ
7.8	8.5	7.6	9.0	7.5	4	WYJB-FM AC	95.5 12kw	3	9	6	5	3	3	7:45	Albany Br.	ARP
7.1	7.8	7.5	6.1	7.1	5	WQBJ/WQBK Alternative	103.5/103.9 50kw/6kw	4	2	1	3	4	10	7:30	Radio Enterprises	CCRS
6.0	6.6	5.2	7.3	6.5	6	WABY-A/F Nostalgia	1400/94.5 1kw/3kw	9	—	13	15	13	7	12:15	Bendat Com.	CHR
7.0	5.9	4.3	5.6	5.7	7	WPYX-FM Rock	106.5 15.5kw	6	6	3	4	6	8	7:30	Capstar	EAST
5.3	4.7	5.5	4.3	5.0	8	WRVE-FM Rock AC	99.5 14.5kw	7	7	7	6	5	4	7:30	Clear Channel	KATZ
3.1	3.0	3.4	3.4	3.6	9	WTRY-FM Oldies	98.3 6kw	8	8	11	9	8	6	6:00	Capstar	EAST
3.1	2.7	3.4	2.8	2.7	10	WKBE/WKLI Hot AC	100.3/100.9 1.45kw/6kw	10	12	5	8	9	17	6:00	Bendat Com.	BAN

#58 GREENVILLE-SPARTANBURG



GREENVILLE

12+ POPULATION: 726,900 (Black: 16.6%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ADH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.5	9.9	9.0	9.0	10.6	1	WJMZ-FM Urban	107.3 100kw	5	2	2	1	1	3	12:15	Clear Channel	KATZ
11.0	10.9	10.2	10.7	9.2	2	WSSL-FM Country	100.5 100kw	1	5	5	3	2	2	8:00	Capstar	MCG
6.5	8.1	9.0	9.2	8.1	3	WFBC-FM CHR/Pop	93.7 100kw	2	1	1	4	7	9	7:15	Keymarket	KATZ
4.9	6.6	7.2	6.4	7.6	4	WSPA-FM AC	98.9 100kw	7	15	7	5	4	1	11:00	Spartan	ARP
8.8	8.2	8.0	5.8	7.5	5	WROQ-FM Rock	101.1 100kw	4	7	3	2	3	6	8:30	Capstar	BAN
8.4	8.2	7.9	9.0	7.3	6	WESC-FM Country	92.5 100kw	3	6	6	7	6	4	7:30	Clear Channel	BAN
7.2	5.9	6.5	5.7	5.7	7	WMYI-FM AC	102.5 20kw	6	8	8	8	5	5	6:45	Capstar	CHR
5.1	5.1	4.2	5.2	5.3	8	WTPT-FM Rock	93.3 93kw	8	3	4	6	8	11	8:15	Clear Channel	BAN
3.2	3.1	4.1	4.3	4.0	9	WORD/WYRD News/Talk	910/1330 3.6kw/5kw	10	—	14	11	10	8	10:45	Keymarket	ARP
2.7	3.9	2.3	3.4	3.3	10	WOLI/WOLT Oldies	103.9/103.3 6kw/2.7kw	9	13	12	9	9	7	7:15	Palm Br.	ARP

12+ POPULATION: 724,000 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.0	9.8	10.9	8.8	9.1	1	KSSK-FM AC	92.3 100kw	1	16	5	1	1	1	8:45	Capstar	EAST
8.1	9.1	8.1	8.2	8.6	2	KCCN-FM Hawaiian/Reggae	100.3 100kw	3	4	1	2	4	6	9:30	Diamondhead	BAN
7.5	8.1	7.7	8.2	7.8	3	KINE-FM Hawaiian	105.1 100kw	9	11	8	6	3	3	12:15	Diamondhead	BAN
5.5	5.3	6.0	4.4	6.7	4	KGMZ/KULA Oldies	107.9/1460 100kw/5kw	7	8	12	7	2	2	10:00	Planet Radio	—
9.9	12.1	12.2	8.8	6.6	4	KIKI-FM CHR/Rhythmic	93.9 100kw	2	3	3	3	7	13	6:45	Capstar	CHR
0.0	0.0	2.0	5.0	6.5	6	KXME-FM CHR/Pop	104.3 74kw	5	1	2	5	13	20	7:45	Ho Nua Hou, Inc.	MCG
7.2	5.9	5.2	6.0	5.9	7	KRTR-FM AC	96.3 75kw	6	5	6	4	5	7	8:15	Ohana	MCG
7.0	5.7	4.8	5.2	5.9	7	KSSK-AM AC	590 7.5kw	9	10	15	10	6	4	10:30	Capstar	EAST
5.5	8.7	6.4	6.1	5.6	9	KQMQ-A/F CHR/Rhythmic	690/93.1 10kw/100kw	4	2	4	7	8	10	6:15	Caribou Br.	ARP
5.9	4.9	5.4	6.3	5.5	10	KUMU-FM B/EZ	94.7 100kw	10	—	17	14	10	5	11:45	Pacific West	KATZ

HONOLULU

12+ PCPJLATION: 655,400 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.7	10.5	10.0	10.8	9.8	1	KWEN-FM Country	95.5 96kw	1	4	3	2	2	3	8:15	Cox	KATZ
8.4	9.4	7.8	11.2	9.3	2	KRMG-AM Full Service	740 50(25)kw	3	—	11	9	3	1	9:15	Cox	KATZ
7.1	6.7	7.7	7.2	8.6	3	KHTT-FM CHR/Pop	106.9 100kw	2	1	1	3	4	11	7:30	Renda	EAST
7.5	8.3	8.4	7.4	8.2	4	KMOD-FM Rock	97.5 96kw	4	10	2	1	1	2	10:15	Clear Channel	CCRS
6.6	6.5	6.4	5.9	5.2	5	KMYZ-FM Alternative	104.5 70kw	7	2	4	5	11	17	7:30	Shamrock Com.	APR
5.3	5.9	5.2	5.4	4.8	6	KBEZ-FM AC	92.9 100kw	9	9	9	8	6	6	7:15	Renda	EAST
4.5	4.5	6.0	5.8	4.6	7	KQLL-FM Oldies	106.1 100kw	8	12	14	11	5	4	6:45	Clear Channel	CCRS
2.8	3.3	2.4	1.5	4.5	8	KCKI-FM Country	99.5 100kw	11	5	5	7	10	13	7:45	Journal Br.	D&R
6.6	6.5	7.0	4.4	4.5	8	KJSR-FM Classic Rock	103.3 100kw	5	7	7	4	9	7	6:00	Cox	KATZ
5.0	4.0	4.1	4.8	4.5	8	KRAV-FM Hot AC	96.5 100kw	6	8	6	6	7	12	6:00	Cox	ARP

TULSA

#61 TUCSON



TUCSON

12+ POPULATION: 653,500 (Black: N/A; Hispanic: 25.2%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.5	12.0	14.2	10.5	12.0	1	KIIM-FM Country	99.5 93kw	2	9	4	1	1	1	10:30	Rex	KATZ
9.3	8.8	8.4	9.5	8.6	2	KMXZ-FM AC	94.9 100kw	3	7	8	3	2	2	9:00	Journal Br.	EAST
9.5	9.4	8.9	7.4	8.3	3	KRQQ-FM CHR/Pop	93.7 91kw	1	2	1	2	3	6	6:45	Capstar	SEN
6.9	6.9	7.1	6.2	6.3	4	KLPX-FM Rock	96.1 100kw	8	6	2	4	4	5	9:45	Lotus	CHR
3.7	3.8	2.2	5.2	5.6	5	KOHT-FM CHR/Rhythmic	98.3 6kw	7	1	6	7	8	11	8:30	Big Broadcast	LOTUS
6.1	5.8	5.3	5.6	5.3	6	KNST-AM News/Talk	790 5(.5)kw	9	—	11	11	9	4	8:45	Capstar	SEN
5.7	4.9	4.4	5.1	4.9	7	KWFM-FM Oldies	92.9 90kw	6	10	10	8	6	3	7:00	Capstar	SEN
4.1	5.2	5.2	5.5	4.8	8	KHYT-FM Classic Hits	107.5 92kw	5	5	7	6	5	7	6:30	Rex	KATZ
3.7	3.6	3.3	5.1	4.8	8	KZPT-FM ¹ Hot AC	104.1 3kw	4	4	3	5	7	10	6:30	Journal Br.	EAST
5.6	4.0	4.0	2.7	3.7	10	KFMA-FM Alternative	92.1 50kw	10	3	5	9	11	21	7:15	Lotus	CHR

¹ Was **KKHG-FM** (Classic Rock) until December.

#62 McALLEN-BROWNSVILLE



McALLEN

12+ POPULATION: 648,200 (Black: N/A; Hispanic: 84.0%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.0	14.0	15.0	14.5	14.1	1	KBFM-FM CHR/Pop	104.1 100kw	1	1	1	2	5	6	7:45	Calendar	D&R
14.4	14.6	12.9	13.1	11.8	2	KGBT-A/F Regional Mexican	1530/98.5 50(10)kw/100kw	4	5	7	6	4	1	10:15	Heftel	KT-H
7.7	7.2	9.5	9.0	11.8	2	KKPS-FM Tejano	99.5 100kw	2	2	2	1	1	2	8:00	Sunburst II, Inc.	—
9.1	10.1	7.6	6.8	8.5	4	KIWW-FM Tejano	96.1 100kw	3	4	6	5	3	3	7:00	Heftel	KT-H
8.5	7.3	8.9	7.9	8.4	5	KVLY-FM AC	107.9 100kw	5	9	4	3	2	4	8:00	Sunburst II, Inc.	ARP
5.6	4.2	4.7	7.1	7.6	6	KFRQ-FM Rock	94.5 100kw	6	3	3	4	6	7	8:30	Sunburst II, Inc.	ARP
6.3	7.2	8.1	7.4	6.7	7	KTEX-FM Country	100.3 100kw	7	7	5	7	7	5	8:15	Calendar	CHR
5.4	5.0	4.3	3.7	3.5	8	KTJN/KTJX Tejano	106.3/105.5 1.55kw/3kw	8	6	8	8	8	9	6:15	La Nueva KBOR	CAB
2.6	1.6	2.2	2.2	3.1	9	KURV-AM News/Talk	710 1kw	11	—	13	10	9	8	11:45	Voice/Valley Agriculture	—
3.2	2.7	2.7	3.2	2.3	10	XAAA-FM Regional Mexican	93.1 50kw	10	8	9	9	11	12	6:15	Estrellas Eo Oro	—

12+ POPULATION: 635,800 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHT-TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
12.0	13.1	12.9	10.7	13.4	1	WKRF/WKRZ CHR/Pop	107.9/98.5 5.7kw/8.7kw	1	2	1	1	1	3	9:00	Sinclair Com.	KATZ
11.2	9.6	9.1	10.2	10.5	2	WGGI/WGGY Country	95.9/101.3 6kw/7kw	2	3	4	2	3	1	11:00	Sinclair Com.	KATZ
7.1	7.4	9.8	7.7	8.4	3	WMGS-FM AC	92.9 5.3kw	3	6	6	3	2	2	10:00	Citadel	EAST
5.9	5.6	5.7	7.8	6.0	4	WEZX-FM Classic Rock	106.9 1.45kw	5	5	2	4	4	4	9:30	Shamrock Com.	CHR
3.4	3.0	3.8	5.0	5.4	5	WNAK-AM Nostalgia	730 1kw	14	—	—	25	20	19	15:45	Seven Thirty	K&P
3.7	5.0	5.1	4.6	4.9	6	WBHT/WEMR CHR/Pop	97.1/107.7 .5kw/235kw	4	1	5	6	6	9	6:00	Susquehanna	EAST
5.4	6.0	4.4	5.9	4.4	7	WKQV/WZMT Rock	95.7/97.9 .3kw/26kw	6	4	3	5	5	7	7:45	Citadel	K&P
3.8	3.5	3.8	4.1	3.9	8	WBAX/WEJL Nostalgia	1240/630 1kw/.5kw	7	—	21	21	16	8	10:15	Shamrock Com.	EAST
3.2	3.7	4.7	3.6	3.5	9	WILK/WILT News/Talk	980/960 5(1)kw/1kw	9	—	18	17	15	10	10:00	Sinclair Com.	D&R
2.3	2.4	2.4	1.5	2.7	10	WQFM-FM Oldies	92.1 .280kw	8	7	19	8	7	5	7:15	Shamrock Com.	EAST

WILKES
BARRE

12+ POPULATION: 612,200 (Black: N/A; Hispanic: 38.8%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHT-TIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
8.6	8.9	10.2	10.1	8.8	1	KMJ-AM News/Talk	580 5kw	2	—	14	8	1	1	11:15	CBS Radio	KATZ
4.4	5.2	5.8	5.6	5.5	2	KJWL-FM Nostalgia	99.3 5kw	13	—	22	19	17	6	11:30	JSA Br.	—
8.5	8.4	8.2	6.6	5.3	3	KBOS-FM CHR/Rhythmic	94.9 16.5kw	1	1	3	4	10	14	5:45	Capstar	EAST
3.6	3.0	5.0	5.3	4.8	4	KOQO-FM Regional Mexican	101.9 2.25kw	10	4	2	2	7	11	9:30	CBS Radio	KT-H
6.3	5.5	5.0	5.2	4.8	4	KVSR-FM Hot AC	101.1 10kw	3	7	1	1	2	12	6:15	CBS Radio	KATZ
4.6	6.6	3.6	4.0	4.4	6	KSXS-FM Country	93.7 68kw	8	19	11	5	4	3	8:15	CBS Radio	KATZ
3.5	3.5	3.0	3.2	4.3	7	KSOF-FM AC	98.9 19kw	7	20	10	7	8	7	8:00	Patterson	ARP
3.2	2.8	2.5	4.8	4.2	8	KEZL-FM NAC/SJ	96.7 25kw	15	12	13	11	3	2	9:15	Americom	MCG
4.0	3.4	2.5	2.8	4.0	9	KALZ-FM ¹ Hot AC	102.7 50kw	4	10	7	3	6	8	6:15	Americom	MCG
4.0	4.0	3.6	4.0	3.9	10	KJFX-FM Classic Rock	95.7 17.5kw	9	16	12	6	5	5	7:30	Mondosphere Br.	D&R

¹ Was KTHT-FM (AC) until April 1.

FRESNO

#65 GRAND RAPIDS



GRAND RAPIDS

12+ POPULATION: 610,600 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.6	9.8	9.9	9.8	8.9	1	WLAV-FM Classic Rock	96.9 50kw	2	10	4	1	1	1	8:30	Bloomington	KATZ
7.2	7.4	7.1	7.2	7.7	2	WSNX-FM CHR/Pop	104.5 32kw	1	1	2	2	7	10	7:15	Goodrich	D&R
7.0	7.9	7.8	7.1	7.4	3	WBCT-FM Country	93.7 320kw	5	4	6	4	2	2	8:45	Clear Channel	CCRS
5.9	7.5	7.9	6.2	7.0	4	WGRD-FM Alternative	97.9 13kw	3	2	3	3	5	11	7:15	Capstar	EAST
6.3	5.0	6.0	7.1	6.5	5	WOOD-FM AC	105.7 265kw	4	7	9	7	4	3	7:15	Clear Channel	CCRS
5.4	5.4	5.6	5.6	6.1	6	WLHT-FM AC	95.7 40kw	8	11	7	6	3	4	8:30	Capstar	EAST
7.3	7.3	5.5	7.1	6.1	6	WOOD-AM News/Talk	1300 5kw	7	—	10	9	8	5	8:15	Clear Channel	CCRS
4.3	3.6	3.1	4.2	5.4	8	WKLQ-FM Rock	94.5 50kw	9	5	1	5	6	14	7:45	Bloomington	KATZ
3.2	2.7	2.4	4.1	4.1	9	WVTI-FM CHR/Pop	96.1 50kw	6	3	5	8	10	18	5:15	Clear Channel	CCRS
2.2	3.8	3.2	3.3	3.8	10	WQFN-FM AC	100.5 3kw	11	14	12	12	12	6	7:30	Capstar	EAST

#66 ALLENTOWN-BETHLEHEM



ALLENTOWN

12+ POPULATION: 601,100 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.6	13.4	13.1	11.7	14.1	1	WAEB-FM CHR/Pop	104.1 50kw	1	1	1	1	1	3	9:30	Capstar	KATZ
8.9	8.9	11.4	9.1	11.3	2	WCTO-FM Country	96.1 50kw	5	3	3	3	2	2	13:30	Citadel	MCG
10.0	11.3	9.3	9.4	9.4	3	WODE-FM Oldies	99.9 50kw	2	6	7	5	4	1	8:30	Clear Channel	CCRS
8.2	9.0	8.7	9.9	8.7	4	WZZO-FM Rock	95.1 30kw	3	2	2	2	3	5	10:00	Capstar	KATZ
7.0	8.6	8.8	9.4	8.1	5	WLEV-FM AC	100.7 11kw	4	9	4	4	5	4	9:15	Citadel	MCG
5.2	3.8	4.4	4.0	4.7	6	WKAP-AM Nostalgia	1470 5kw	7	—	—	38	11	7	13:15	Capstar	KATZ
4.0	3.9	4.7	4.7	4.4	7	WAEB-AM News/Talk	790 3.6(1.5)kw	6	—	20	8	6	6	7:30	Capstar	KATZ
1.7	2.7	2.5	3.3	2.2	8	WYSP-FM Rock	94.1 16kw	8	14	5	6	7	10	6:15	CBS Radio	IRS
2.0	1.4	2.3	2.1	1.9	9	WEST-AM Nostalgia	1400 1kw	19	—	—	—	40	29	14:00	Citadel	MCG
1.7	1.8	1.6	1.6	1.6	10	WMGK-FM Classic Hits	102.9 8.5kw	9	—	9	7	8	8	5:30	Greater Media Inc.	

12+ POPULATION: 572,900 (Black: 10.2%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.5	8.2	7.8	7.5	7.6	1	WQMX-FM Country	94.9 16kw	3	11	6	3	1	1	10:30	Rubber City Radio	CHR
4.9	6.0	5.9	5.2	6.0	2	WNIR-FM Talk	100.1 3kw	16	—	16	14	9	4	13:00	Media-Com, Inc.	EAST
6.4	5.7	5.0	6.7	5.4	3	WMJI-FM Oldies	105.7 16kw	2	7	15	8	4	2	7:15	Jacor	MCG
5.8	4.8	5.9	5.5	5.3	4	WDOK-FM AC	102.1 12kw	6	—	11	7	3	3	8:15	Independent Group	KATZ
4.1	4.2	5.0	5.0	5.0	5	WNCX-FM Classic Rock	98.5 16kw	5	—	1	1	2	8	7:45	Clear Channel	CCRS
6.4	6.3	5.5	5.3	4.6	6	WONE-FM Rock	97.5 12kw	4	10	3	2	5	6	7:00	Rubber City Radio	CHR
2.4	1.5	2.0	3.6	4.2	7	WMVX-FM Hot AC	106.5 11.5kw	11	—	2	4	6	10	7:30	Jacor	CHR
5.4	4.9	5.8	5.7	4.1	8	WKDD-FM Hot AC	96.5 50kw	1	6	4	5	7	9	5:30	Barnstable	D&R
3.3	3.8	3.6	3.3	3.8	9	WMMS-FM Rock	100.7 34kw	12	8	5	6	8	13	7:15	Jacor	KATZ
3.3	4.7	3.4	2.7	3.6	10	WGAR-FM Country	99.5 50kw	14	12	12	11	11	7	7:00	Jacor	MCG

AKRON

12+ PCPJLATION: 561,900 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
24.2	22.4	21.8	17.9	21.7	1	WIVK-FM Country	107.7 91kw	1	3	1	1	1	1	11:00	Dick	KATZ
11.7	10.8	12.5	11.6	9.3	2	WJXB-FM AC	97.5 100kw	2	7	3	3	2	2	9:00	South Central	EAST
11.2	11.1	10.3	7.4	7.5	3	WIMZ-FM Classic Rock	103.5 100kw	4	6	4	2	3	4	8:30	South Central	EAST
8.5	9.0	7.1	7.6	7.4	4	WWST-FM CHR/Pop	93.1 2.4kw	3	1	2	4	6	9	7:15	Journal Br.	EAST
7.3	6.6	5.8	5.5	6.5	5	WMYU-FM Oldies	102.1 15kw	5	9	7	6	4	3	7:45	Journal Br.	EAST
4.2	4.2	4.0	3.3	5.7	6	WOKI-FM ¹ Classic Hits	100.3 100kw	6	5	6	5	5	5	8:15	Radioak Inc.	ARP
0.0	0.0	0.7	5.5	4.4	7	WXVO-FM Rock	98.7 8kw	7	2	5	7	8	12	9:15	Dick	KATZ
2.5	2.8	2.9	4.3	4.0	8	WJBZ-FM Religious	96.3 2.9kw	11	10	9	8	7	6	10:00	M&H Br.	—
3.5	3.8	4.8	4.5	3.6	9	WNOX-AM News/Talk	990 10kw	8	—	10	10	9	7	8:00	Dick	KATZ
4.1	4.6	4.6	4.9	2.9	10	WQIX-FM ² Country	104.5 2.3kw	10	12	15	16	16	8	7:00	Journal Br.	ROS

¹ Was Country until March 27. ² Was WQBB-FM (Nostalgia) until May 4.

KNOXVILLE

#69 EL PASO



EL PASO

12+ POPULATION: 555,700 (Black: N/A; Hispanic: 71.4%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.7	13.3	13.5	12.4	14.3	1	KBNA-A/F Spanish AC	920/97.5 1(.5)kw/100kw	2	4	3	1	1	1	10:30	Heftel	KT-H
15.6	13.8	15.5	15.5	13.7	2	KPRR-FM CHR/Rhythmic	102.1 100kw	1	1	2	3	5	7	8:30	Clear Channel	CCRS
9.1	14.2	11.2	11.4	10.8	3	KLAQ-FM Rock	95.5 100kw	3	2	1	2	2	6	9:00	Ferrari	EAST
7.0	6.9	7.1	6.9	8.4	4	KTSM-FM AC	99.9 100kw	5	8	5	5	3	2	9:00	Clear Channel	CHR
7.2	6.4	7.2	6.7	7.8	5	KSII-FM Hot AC	93.1 100kw	4	3	4	4	4	5	8:00	Ferrari	EAST
6.4	4.3	6.6	6.2	5.7	6	KHEY-FM Country	96.3 100kw	7	10	6	7	7	4	9:45	Clear Channel	CCRS
5.9	4.8	6.2	6.1	4.9	7	KOFX-FM Oldies	92.3 100kw	6	11	9	6	6	3	7:00	ELP	KATZ
3.6	4.6	3.8	3.7	3.9	8	KTSM-AM News/Talk	1380 5(.5)kw	11	—	13	13	11	8	13:00	Clear Channel	CHR
2.7	3.3	2.7	3.2	3.2	9	XHH-FM Spanish AC	100.7 100kw	9	5	8	9	9	10	7:45	MexAmerica	CAB
3.8	3.5	2.1	2.7	3.1	10	KINT-FM Tejano	93.9 96kw	8	7	7	8	8	11	5:45	Entravision	CAB

#70 ALBUQUERQUE



ALBUQUERQUE

12+ POPULATION: 552,400 (Black: N/A; Hispanic: 36.6%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.3	11.1	11.6	10.2	9.3	1	KRST-FM Country	92.3 22kw	1	5	3	1	1	1	9:45	Citadel	MCG
8.5	8.2	8.5	9.3	8.7	2	KKOB-AM Full Service	770 50kw	2	—	18	7	6	2	9:15	Citadel	MCG
5.5	5.3	5.0	5.1	5.5	3	KZRR-FM Rock	94.1 22.5kw	8	9	1	2	4	8	8:15	Trumper Com.	EAST
4.7	4.1	3.3	5.4	5.2	4	KKOB-FM Hot AC	93.3 21.5kw	4	6	4	3	2	6	6:30	Citadel	MCG
4.7	4.1	3.7	4.5	5.1	5	KIOT-FM Classic Rock	102.5 17kw	5	12	7	5	3	3	7:00	Simmons Family	ARP
4.6	4.8	4.6	5.3	5.0	6	KPEK-FM Hot AC	100.3 22.5kw	3	4	2	4	5	12	6:00	Trumper Com.	EAST
5.3	3.2	3.6	3.5	4.6	7	KTBL-FM Country Oldies	103.3 20.5kw	10	17	11	9	7	4	8:15	Citadel	MCG
8.1	5.6	5.8	4.3	4.2	8	KKSS-FM CHR/Rhythmic	97.3 100kw	6	2	6	10	16	17	6:00	Trumper Com.	D&R
3.5	3.8	3.8	3.4	4.0	9	KTEG-FM Alternative	107.9 22.5kw	7	3	5	6	13	18	5:45	Trumper Com.	BAN
1.5	3.4	4.3	4.3	4.0	9	KYLZ-FM CHR/Rhythmic	106.3 100kw	11	1	9	15	18	24	7:45	Amer. General Media	—

12+ POPULATION: 544,100 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.6	9.7	9.7	9.7	9.3	1	WBBS-FM Country	104.7 50kw	6	5	2	6	1	1	10:15	Cox	KATZ
8.4	7.6	7.7	8.4	7.9	2	WSYR-AM News	570 5kw	5	—	11	10	8	4	8:45	Cox	KATZ
6.6	6.6	7.4	6.7	7.6	3	WYYY-FM AC	94.5 100kw	4	12	3	5	2	2	7:45	Cox	CHR
8.0	8.7	7.4	6.9	7.4	4	WNTQ-FM CHR/Pop	93.1 97kw	1	3	4	3	3	5	8:45	Pilot Com.	D&R
5.8	7.1	7.5	7.9	7.3	5	WAQX-FM Rock	95.7 25kw	3	4	1	1	4	8	7:30	Pilot Com.	D&R
5.2	6.6	4.9	5.5	6.4	6	WWHT-FM CHR/Pop	107.9 50kw	2	1	6	4	9	12	6:15	Cox	CHR
6.2	6.4	6.4	6.3	5.2	7	WSEN-FM Oldies	92.1 25kw	7	9	8	11	5	3	6:15	Buckley	MCG
3.9	5.3	5.5	4.6	5.1	8	WKRH/WKRL Alternative	106.5/100.9 5kw/6kw	8	2	5	2	10	16	8:30	Radio Corp.	ARP
3.8	3.5	4.6	5.8	4.8	9	WLTI-FM AC	105.9 4kw	9	—	9	8	6	6	8:45	Pilot Com.	D&R
5.0	5.0	4.1	5.0	4.2	10	WTKV/WTKW Classic Rock	105.5/99.5 1.8kw/5.7kw	10	11	7	7	7	7	8:00	Radio Corp.	ARP

SYRACUSE

12+ PC: PULATION: 537,700 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.2	8.4	9.0	9.9	10.1	1	KEZO-FM Rock	92.3 100kw	6	4	1	1	1	3	11:45	Journal Br.	ARP
7.8	8.6	8.0	6.9	9.4	2	KXKT-FM Country	103.7 100kw	3	2	3	2	2	2	9:15	Capstar	KATZ
8.0	7.9	5.6	6.3	7.2	3	KGOR-FM Oldies	99.9 115kw	4	7	12	5	3	1	7:30	Capstar	CHR
4.5	4.4	4.6	5.9	7.2	3	KSRZ-FM ¹ Hot AC	104.5 100kw	2	3	2	3	5	9	6:45	OMA, Inc.	D&R
6.4	7.4	7.0	6.3	7.0	5	KQKQ-FM CHR/Pop	98.5 100kw	1	1	4	6	7	11	6:15	Mitchell	SEN
7.8	6.9	7.3	8.6	6.6	6	KFAB-AM News/Talk	1110 50kw	5	—	11	9	8	7	7:15	Capstar	CHR
8.2	6.9	7.0	6.2	5.9	7	KKCD-FM Classic Rock	105.9 50kw	8	8	5	4	4	5	8:45	Journal Br.	EAST
6.4	6.4	5.5	5.1	5.2	8	WOW-FM Country	94.1 100kw	11	—	9	11	10	4	9:00	Journal Br.	ARP
6.1	5.8	7.3	6.9	4.9	9	KEFM-FM AC	96.1 100kw	7	6	6	7	6	8	6:30	Webster	MCG
4.0	4.3	5.0	5.4	4.9	9	KKAR-AM News/Talk	1290 5kw	9	—	13	8	9	6	7:45	Mitchell Br. Com.	SEN

¹ Was KESY-FM (AC) until January 13.

OMAHA

12+ POPULATION: 520,900 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.1	10.5	9.1	11.3	10.2	1	WNNK-FM CHR/Pop	104.1 22.5kw	1	1	1	1	1	5	8:45	Capstar	EAST
8.0	9.9	8.0	10.3	8.0	2	WHP-AM Talk	580 5kw	3	8	10	8	6	4	9:45	Clear Channel	KATZ
6.6	5.7	6.8	7.2	7.8	3	WRBT-FM Country	94.9 25kw	4	5	4	3	3	3	10:15	Clear Channel	KATZ
7.6	6.7	7.1	7.2	7.2	4	WRVV-FM Rock AC	97.3 17kw	2	11	5	2	2	1	7:45	Clear Channel	KATZ
8.0	6.5	5.6	3.8	6.1	5	WRKZ-FM Country	106.7 14kw	8	10	6	6	7	6	9:45	Citadel	ARP
4.8	5.6	5.6	4.5	5.6	6	WTPA-FM Rock	93.5 1.25kw	6	13	2	4	4	8	8:15	Quaker State	SEN
4.9	5.2	5.6	5.8	5.1	7	WQXA-FM Rock	105.7 25kw	5	3	3	5	8	9	7:30	Citadel	MCG
5.6	5.7	5.4	5.1	4.8	8	WWKL-FM Oldies	99.3 6kw	7	14	11	7	5	2	7:30	Clear Channel	D&R
4.4	4.2	3.6	3.9	4.2	9	WROZ-FM AC	101.3 6.9kw	10	—	8	9	9	7	7:45	Hall	D&R
2.8	3.2	3.4	2.9	3.4	10	WHYL-AM Nostalgia	960 5kw	12	—	—	22	20	12	10:45	Zeve	—

12+ POPULATION: 516,400 (Black: 15.7%; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.7	8.3	11.2	1	WJBR-FM AC	99.5 50kw	1	5	3	2	1	1	10:00	Capstar	KATZ
7.3	9.5	9.2	2	WSTW-FM CHR/Pop	93.7 50kw	2	6	1	1	2	2	8:45	Steinman Stations	EAST
5.7	7.1	5.1	3	WUSL-FM Urban	98.9 18kw	5	1	2	4	7	29	8:00	Chancellor Media	KATZ
6.6	5.3	4.5	4	WYSP-FM Rock	94.1 16kw	3	17	4	3	4	7	6:15	CBS Radio	IRS
4.3	3.1	4.1	5	WDAS-FM Urban AC	105.3 16.5kw	15	—	7	5	3	3	10:00	Chancellor Media	EAST
2.9	3.1	3.4	6	WXTU-FM Country	92.5 15.5kw	13	15	16	9	6	4	9:00	Beasley	D&R
3.5	2.9	3.4	6	WWDB-FM Talk	96.5 17kw	16	13	17	17	12	6	7:45	Beasley	D&R
0.0	4.5	3.3	8	WRDX-FM Rock	94.7 50kw	6	12	6	6	5	9	5:30	Capstar	KATZ
3.0	3.6	3.0	9	WXCY-FM Country	103.7 50kw	17	14	8	8	10	13	8:45	Delmarva	EAST
3.3	3.2	2.9	10	WJJZ-FM NAC/SJ	106.1 22.5kw	12	—	20	11	11	8	6:45	Chancellor Media	CHR

12+ POPULATION: 516,200 (Black: N/A; Hispanic: 9.0%)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.6	12.1	12.1	1	WAVV-FM B/EZ	101.1 100kw	2	—	19	14	11	5	12:00	Alpine Br.	CHR
7.4	10.7	8.7	2	WXKB-FM CHR/Pop	103.9 100kw	1	1	1	1	3	7	8:15	Beasley	D&R
5.8	5.8	7.3	3	WCKT-FM Country	107.1 28.5kw	6	5	4	5	5	1	11:00	Clear Channel	CCRS
5.7	5.5	5.8	4	WINK-FM AC	96.9 100kw	3	9	8	4	4	3	8:00	Fort Myers Br.	MCG
5.4	6.4	5.8	4	WINK/WNOG News/Talk	1240/1270 1kw/5kw	8	—	16	16	15	9	10:00	Fort Myers Br.	MCG
5.9	6.2	5.7	6	WRXK-FM Classic Rock	96.1 100kw	5	—	2	2	1	6	8:15	Beasley	D&R
5.7	4.0	5.2	7	WJST-FM Nostalgia	106.3 6kw	11	—	—	24	23	12	12:15	Beasley	EAST
5.3	5.0	5.2	7	WOLZ-FM Oldies	95.3 79kw	4	10	11	8	6	1	7:30	Clear Channel	CCRS
2.8	5.0	5.1	9	WARO-FM Classic Rock	94.5 100kw	7	6	6	3	2	4	8:00	Meridan	MCG
5.7	3.4	4.0	10	WWGR-FM Country	101.9 100kw	10	—	5	7	9	10	9:00	Renda	KATZ

FT. MYERS

12+ POPULATION: 501,900 (Black: 11.2%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.7	13.9	13.0	11.7	12.4	1	WKKO-FM Country	99.9 50kw	2	7	5	3	1	1	10:30	Cumulus Media	KATZ
9.1	8.9	10.2	10.7	9.6	2	WVKS-FM CHR/Pop	92.5 50kw	1	1	1	1	3	5	7:15	Jacor	MCG
6.3	7.4	7.6	8.9	8.7	3	WRVF-FM AC	101.5 19kw	3	13	4	2	1	2	9:15	Jacor	MCG
6.3	8.0	7.4	6.7	6.5	4	WWWFM-FM Hot AC	105.5 4.3kw	5	14	3	5	4	4	8:00	Cumulus Media	D&R
5.4	5.8	6.2	4.7	6.3	5	WRQN-FM Oldies	93.5 4.1kw	6	12	10	7	5	3	8:30	Cumulus Media	KATZ
7.2	7.8	6.8	5.6	6.1	6	WIOT-FM Rock	104.7 50kw	4	4	2	4	6	8	6:45	Jacor	EAST
6.2	6.0	6.6	6.2	5.6	7	WSPD-AM News/Talk	1370 5kw	7	—	15	12	9	7	7:45	Jacor	MCG
1.3	1.2	1.6	3.2	4.1	8	WXKR-FM Classic Rock	94.5 30kw	8	15	8	6	7	6	6:30	Cumulus Media	D&R
3.1	2.0	4.2	3.9	3.8	9	WJUC-FM Urban	107.3 3kw	12	2	7	8	8	11	8:30	Welch Com.	ARP
3.8	3.6	5.0	3.4	3.4	10	WBUZ-FM Rock	106.5 3kw	9	3	6	9	10	14	5:45	Toledo Radio	ARP

TOLEDO

#77 SPRINGFIELD, MA



SPRINGFIELD, MA

12+ POPULATION: 494,900 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.4	9.2	9.3	9.4	10.0	1	1	WMAS-FM AC	94.7 50kw	2	7	1	1	2	1	10:00	Lappin	MCG
9.2	6.9	6.3	10.2	8.8	2		WAQY-A/F Classic Rock	1600/102.1 2.5kw/17kw	1	2	2	2	1	3	8:00	Saga	KATZ
7.2	10.0	8.1	8.2	7.7	3		WPKX-FM Country	97.9 2.2kw	6	11	5	5	4	4	9:45	Capstar	D&R
5.8	6.4	7.2	7.1	7.3	4		WHYN-FM AC	93.1 8.9kw	4	—	9	3	3	2	8:15	Clear Channel	CCRS
5.9	5.6	4.8	6.0	6.3	5		WHYN-AM Full Service	560 5(1)kw	7	—	13	12	9	6	8:00	Clear Channel	CCRS
3.4	4.8	4.0	4.4	5.5	6		WKSS-FM CHR/Pop	95.7 16.5kw	5	1	3	4	8	10	6:30	Multi Media	ARP
4.1	5.1	4.2	4.5	4.6	7		WTIC-FM Hot AC	96.5 20kw	3	4	6	6	5	7	5:00	CBS Radio	G/W
3.0	2.7	2.6	2.6	3.5	8		WCCC-A/F Rock	1290/106.9 .49kw/23kw	8	8	4	7	7	12	6:30	Marlin	ARP
4.8	4.7	3.8	4.8	3.5	8		WMAS-AM Nostalgia	1450 1kw	14	—	—	26	27	13	10:15	Lappin	MCG
3.0	3.2	3.7	3.7	3.5	8		WNNZ-AM News	640 50(15)kw	13	—	12	13	13	9	8:45	Celia	KATZ

#78 MONTEREY-SALINAS-SANTA CRUZ



MONTEREY

12+ POPULATION: 493,400 (Black: N/A; Hispanic: 30.6%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.1	7.9	8.4	8.8	8.8	1	1	KDON-FM CHR/Rhythmic	102.5 18.5kw	1	1	1	1	1	10	7:45	Clear Channel	CCRS
6.4	6.4	7.5	6.9	6.1	2		KGO-AM News/Talk	810 50kw	2	—	23	9	7	2	8:15	ABC Inc.	KATZ
3.4	3.3	4.5	4.1	5.1	3		KCDU-FM Hot AC	93.5 .11kw	3	2	2	2	6	13	6:45	New Wave Br.	MCG
6.0	6.5	4.6	5.7	4.9	4		KTOM-FM Country	100.7 1.4kw	5	4	9	7	8	4	9:15	Lartique	KATZ
3.1	4.5	3.9	4.2	4.7	5		KBOQ-FM Classical	95.5 1.7kw	6	—	13	17	14	6	8:45	J&M Br.	MCG
4.4	5.4	4.0	5.1	4.5	6		KOCN-FM Oldies	105.1 4.2kw	4	14	11	5	5	3	7:15	Clear Channel	CCRS
3.2	2.4	3.8	3.6	4.3	7		KLOK-FM Regional Mexican	99.5 30kw	10	3	3	3	4	11	10:30	Metro Mix, Inc.	CAB
4.9	3.3	4.1	4.8	4.2	8		KWAV-FM AC	96.9 18kw	7	8	7	6	3	5	8:15	Buckley	D&R
4.0	3.2	2.8	3.6	4.1	9		KPIG-FM Adult Alternative	107.5 2.85kw	9	—	18	4	2	1	9:30	New Wave Br.	ARP
3.2	2.2	2.9	3.3	3.7	10		KSCO-AM Talk	1080 10(5)kw	8	—	19	11	10	7	8:30	Wherling Br. Sys.	—

12+ POPULATION: 489,700 (Black: N/A; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
15.6	14.4	14.5	1	WUV-FM B/EZ	103.5 100kw	1	—	—	17	6	1	12:00	Jacor	EAST
4.2	4.2	7.8	2	WCTQ-FM Country	92.1 22kw	3	4	1	1	1	3	11:30	Jacor	EAST
4.1	6.1	6.6	3	WFLA-AM News/Talk	970 5kw	4	—	15	7	7	5	10:30	Jacor	EAST
8.0	7.2	6.3	4	WFLZ-FM CHR/Pop	93.3 100kw	2	1	2	3	4	9	6:45	Jacor	EAST
3.9	4.5	5.2	5	WSRZ-FM Oldies	106.5 25kw	6	9	11	5	3	2	9:45	Jacor	EAST
4.8	4.5	4.8	6	WHPT-FM Adult Alternative	102.5 100kw	5	—	5	2	2	4	8:15	Clear Channel	CCRS
4.2	3.8	4.7	7	WYNF-FM Rock	107.9 46kw	7	3	4	4	5	8	10:00	Jacor	EAST
3.8	4.8	3.7	8	WWRM-FM AC	94.9 100kw	8	11	18	9	8	6	8:00	Cox	CHR
3.4	4.1	3.5	9	WSJT-FM NAC/S...	94.1 100kw	11	—	14	8	9	7	10:45	Clear Channel	KATZ
3.3	2.5	3.2	10	WXTB-FM Rock	97.9 100kw	10	5	3	6	10	15	9:30	Jacor	EAST

SARASOTA

12+ POPULATION: 460,500 (Black: 25.7%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
16.7	16.5	16.1	17.3	17.0	1	WRNS-A/F Country	360/95.1 5(1)kw/100kw	1	3	2	2	1	1	13:00	Pinnacle	MCG
15.0	13.1	12.3	12.1	14.0	2	WIKS-FM Urban AC	101.9 100kw	2	1	1	1	2	2	13:00	Beasley	D&R
8.3	7.0	8.6	8.3	7.1	3	WSFL-FM Classic Rock	106.5 100kw	4	14	3	3	3	4	8:45	Beasley	D&R
4.8	4.9	5.2	4.6	5.2	4	WCBZ/WRHT CHR/Pop	103.7/96.3 100kw/100kw	3	2	4	4	4	15	6:15	Eastern Carolina	—
3.6	3.3	3.4	4.5	4.5	5	WMGV-FM Hot AC	103.3 100kw	6	9	6	6	5	6	7:45	Beasley	D&R
4.7	5.0	4.1	4.8	4.4	6	WXNR-FM Alternative	99.5 16.5kw	5	4	5	5	8	25	7:00	Beasley	D&R
4.0	3.6	3.8	3.8	4.3	7	WNCT-FM Oldies	107.9 100kw	8	10	11	7	6	3	8:45	Beasley	D&R
3.0	3.2	3.4	2.6	2.7	8	WKJA/WKOO Oldies	101.1/98.7 31kw/100kw	10	8	17	11	9	5	6:45	Nautical Br.	ARP
3.7	4.0	2.7	2.3	2.5	9	WERO-FM Classic Hits	93.3 100kw	7	7	7	8	7	9	4:45	Pinnacle	KATZ
1.7	2.1	2.8	3.4	2.3	10	WELS-FM Urban Oldies	102.9 3kw	11	11	8	9	10	12	8:30	Willis	—

GREENVILLE, NC

#81 BATON ROUGE



BATON ROUGE

12+ POPULATION: 458,700 (Black: 29.5%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.4	10.2	11.1	9.9	9.0	1	1	WYNK-FM Country	101.5 100kw	1	16	7	2	1	1	9:00	Capstar	SEN
4.5	5.4	4.3	5.8	8.0	2		WXCT-FM Country	100.7 100kw	5	5	1	1	2	2	10:15	Guaranty	KATZ
8.3	7.5	7.7	7.6	7.3	3		WEMX-FM Urban	94.1 100kw	3	1	1	4	8	11	8:30	Citywide	MCG
5.6	5.5	5.6	6.7	6.0	4		WJBO-AM News/Talk	1150 5kw	7	—	14	10	7	3	8:00	Capstar	SEN
5.8	6.3	5.8	6.4	5.5	5		WDGL-FM Classic Rock	98.1 100kw	4	13	3	3	3	5	6:45	Guaranty	KATZ
5.9	3.9	5.3	5.1	5.2	6		KQXL-FM Urban	106.5 50kw	11	11	4	5	4	6	8:00	Citywide	MCG
5.9	6.6	4.9	6.0	5.0	7		WXOK-AM Urban AC	1460 5(1)kw	13	10	13	12	10	7	10:00	Citywide	MCG
4.7	5.2	4.2	5.0	4.8	8		KTBT-FM Urban	93.7 97kw	10	3	5	6	9	13	7:00	Powell Br.	ARP
4.5	6.1	6.2	5.0	4.4	9		KRVE-FM AC	96.1 43kw	8	7	10	8	5	4	6:15	McForhun, Inc.	KATZ
3.2	4.7	4.2	3.8	4.1	10		KUMX-FM ¹ CHR/Pop	104.1 100kw	6	2	8	11	15	17	5:15	Clear Channel	CCRS

¹ Was KHOM-FM until February.

#82 LITTLE ROCK



LITTLE ROCK

12+ POPULATION: 457,500 (Black: 18.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK	12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.2	9.8	10.2	7.9	10.3	1	1	KMJX-FM Rock	105.1 81kw	2	6	1	1	1	2	9:30	Clear Channel	CCRS
9.6	12.4	12.3	14.0	9.4	2		KSSN-FM Country	95.7 100kw	1	16	5	3	2	1	8:00	Clear Channel	CCRS
5.1	3.6	4.9	7.7	6.9	3		KARN-A/F News/Talk	920/102.5 5kw/3kw	6	—	13	9	8	4	8:15	Citadel	MCG
9.9	10.1	9.6	6.0	6.8	4		KIPR-FM Urban	92.3 100kw	7	1	2	5	5	9	7:15	Citadel	MCG
5.5	5.6	5.0	4.7	6.0	5		KKPT-FM Classic Rock	94.1 100kw	5	11	3	2	3	6	6:00	Signal Media	D&R
7.7	7.8	6.8	5.0	6.0	5		KURB-FM Hot AC	98.5 100kw	3	8	6	4	4	5	8:00	Citadel	MCG
2.2	1.8	3.1	6.8	5.7	7		KLAL-FM Hot AC	107.7 50kw	4	3	4	6	6	10	6:15	Citadel	MCG
4.5	3.9	3.9	4.4	4.8	8		KOLL-FM Oldies	94.9 100kw	8	15	16	10	7	3	7:00	Clear Channel	CCRS
3.5	3.5	3.9	4.1	4.7	9		KVLO-FM AC	102.9 50kw	11	17	14	8	10	7	8:15	Citadel	MCG
2.6	3.9	3.6	4.5	4.4	10		KSYG-FM News/Talk	103.7 100kw	10	—	11	7	9	8	6:30	Signal Media	CHR

12+ POPULATION: 433,600 (Black: N/A; Hispanic: 26.4%)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
11.8	10.8	11.3	1	KATM-FM Country	103.3 50kw	1	5	2	1	1	1	9:15	Citadel	MCG
8.6	7.2	10.4	2	KWIN-FM CHR/Rhythmic	97.7 3kw	2	1	1	2	2	2	8:45	Front Line	ARP
6.3	6.0	6.8	3	KQOD-FM Oldies	100.1 6kw	3	6	11	4	4	2	7:15	Carson Group	EAST
4.8	5.2	5.6	4	KDJK/KHKK Classic Hits	103.9/104.1 .071kw/50kw	4	—	5	3	2	3	7:15	Citadel	MCG
3.3	4.7	5.1	5	KMIX-FM Regional Mexican	100.9 6kw	5	3	4	5	5	6	11:30	Silverado Br.	KATZ
4.7	2.0	4.5	6	KNBR-AM Sports	680 50kw	7	—	16	8	6	4	10:15	Susquehanna	EAST
4.2	5.0	3.8	7	KOSO-FM Hot AC	93.1 2.95kw	6	2	7	7	8	7	6:00	Spacecom	KATZ
3.0	2.4	3.3	8	KHOP-FM Rock	95.1 29.5kw	8	10	3	6	7	17	8:15	Citadel	MCG
2.3	1.9	2.6	9	KZMS-FM Regional Mexican	97.1 3kw	17	—	6	9	10	25	12:15	Z-Spanish	CAB
1.4	2.4	2.1	10	KHTK-AM News/Talk	1140 50kw	11	11	10	10	9	12	8:30	CBS Radio	KATZ

STOCKTON

12+ POPULATION: 432,300 (Black: N/A; Hispanic: 33.9%)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP. FIRM
14.5	12.7	10.6	12.8	13.5	1	KUZZ-A/F Country	550/107.9 5kw/5.8kw	1	6	2	1	1	1	11:00	Buck Owens	KATZ
4.3	5.5	8.8	9.8	7.6	2	KISV-FM CHR/Rhythmic	94.1 4.5kw	2	2	1	2	7	16	8:15	Amer. Gen. Media	CHR
5.3	5.2	4.5	5.1	6.5	3	KGFM-FM AC	101.5 6.7kw	5	9	6	3	2	2	10:00	Lagniappe	CHR
5.1	6.6	6.1	5.3	6.2	4	KERN-AM News/Talk	1410 1kw	7	—	9	9	6	3	10:00	Amer. Gen. Media	CHR
8.0	7.5	5.0	5.6	5.9	5	KRAB-FM Rock	106.1 25kw	4	3	4	5	3	6	8:00	Hemisphere	MCG
9.7	9.2	4.9	4.6	5.4	6	KKXX-FM CHR/Rhythmic	105.3 35kw	3	1	5	8	9	14	5:45	Hemisphere	MCG
3.6	5.2	3.1	3.6	5.1	7	KLLY-FM Hot AC	95.3 12.5kw	6	8	3	4	4	17	8:15	Buckley	D&R
2.7	4.4	4.1	2.9	4.4	8	KIWI-FM Regional Mexican	92.1 2kw	9	4	7	7	8	5	10:00	KMAP Inc.	LOTUS
4.0	2.3	4.1	4.6	4.0	9	KKBB-FM Classic Rock	99.3 1.2kw	8	14	10	6	5	4	8:45	Buckley	D&R
3.4	2.1	3.8	3.3	3.1	10	KSUV-FM Regional Mexican	102.9 20.5kw	10	5	8	10	10	11	7:15	Caballero Radio West	CAB

BAKERSFIELD

#85 MOBILE



12+ POPULATION: 430,200 (Black: 25.8%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.3	5.4	8.1	6.0	10.0	1	WABB-FM <i>CHR/Pop</i>	97.5 100kw	1	2	1	1	2	4	9:45	Dittman Group	CHR
5.7	7.6	7.3	6.9	8.5	2	WBLX-FM <i>Urban</i>	92.9 100kw	2	3	3	2	3	6	9:15	Calendar	KATZ
6.9	6.4	6.3	6.9	7.8	3	WDLT-FM <i>Urban AC</i>	98.3 40kw	5	7	6	3	1	1	12:45	United	KATZ
6.4	10.6	8.7	6.5	7.7	4	WYOK-FM <i>Urban</i>	104.9 33kw	4	1	4	5	8	15	10:15	Roberds Br.	ARP
9.6	10.3	8.5	8.0	7.0	5	WKSJ-FM <i>Country</i>	94.9 100kw	3	5	5	6	5	3	7:45	Clear Channel	CCRS
5.1	5.7	4.5	3.9	5.2	6	WAVH-FM <i>Oldies</i>	106.5 50kw	7	9	14	10	4	2	9:00	Baldwin Br.	MCG
5.0	2.2	3.7	3.9	4.9	7	WTKX-FM <i>Rock</i>	101.5 100kw	9	4	2	4	7	24	9:15	Clear Channel	CCRS
6.7	3.6	6.9	8.4	4.7	8	WGOK-AM <i>Gospel</i>	900 1(.5)kw	10	8	13	12	11	7	10:15	Roberds Br.	ARP
3.4	3.2	3.6	3.3	4.1	9	WRKH-FM <i>Classic Rock</i>	96.1 100kw	8	12	8	7	6	5	7:30	Clear Channel	CCRS
4.3	4.6	3.1	3.0	3.4	10	WMXC-FM ¹ <i>AC</i>	99.9 100kw	6	—	7	8	10	8	6:00	Clear Channel	CCRS

¹ Was Hot AC until May.

#86 SPOKANE



12+ POPULATION: 423,600 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
9.5	9.0	11.8	10.7	11.3	1	KKZX-FM <i>Classic Rock</i>	98.9 100kw	2	9	1	1	1	1	10:15	Capstar	MCG
7.7	7.6	7.9	8.3	7.8	2	KZZU-FM <i>CHR/Pop</i>	92.9 85kw	1	1	2	4	8	10	6:15	Morgan Murphy	CHR
6.7	9.1	8.2	8.0	7.0	3	KDRK-FM <i>Country</i>	93.7 56kw	5	5	4	3	3	5	8:30	Citadel	MCG
6.9	6.5	5.3	5.9	6.7	4	KISC-FM <i>AC</i>	98.1 94kw	6	8	5	5	2	3	8:00	Capstar	ARP
4.5	5.7	5.7	6.5	6.3	5	KXLY-FM <i>AC</i>	99.9 37kw	8	—	9	6	4	2	8:30	Morgan Murphy	ARP
6.5	6.8	5.4	5.0	6.2	6	KAEP-FM <i>Adult Alternative</i>	105.7 100kw	4	2	3	2	6	8	6:30	Citadel	MCG
5.9	5.3	4.1	6.4	5.6	7	KEYF-A/F <i>Oldies</i>	1050/101.1 5kw/100kw	3	7	10	7	5	4	5:45	Capstar	MCG
6.0	6.3	4.8	5.9	5.6	7	KXLY-AM <i>News/Talk</i>	920 5kw	7	11	14	12	10	7	7:00	Morgan Murphy	EAST
8.4	5.6	6.7	7.2	5.2	9	KNFR-FM <i>Country</i>	96.1 56kw	9	10	6	8	7	9	7:45	Capstar	ARP
3.4	5.6	5.0	4.1	4.9	10	KGA-AM <i>News/Talk</i>	1510 50kw	11	—	11	9	9	6	9:30	Citadel	MCG

12+ POPULATION: 419,700 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.1	12.2	13.3	14.2	12.5	1	WHO-AM News/Talk	104C 50kw	1	13	11	4	3	1	9:30	Jacor	CHR
7.2	8.9	8.2	8.6	8.2	2	KSTZ-FM Hot AC	102.5 100kw	2	1	2	2	4	7	6:30	Saga	KATZ
8.7	8.4	9.2	6.2	8.0	3	KJYY-FM Country	92.5 41kw	4	6	4	5	5	3	9:00	Barnstable	MCG
4.7	6.2	7.5	7.9	7.7	4	KAZR-FM Rock	103.3 100kw	5	1	1	3	7	12	9:30	Saga	KATZ
7.5	7.1	6.4	7.4	7.5	5	KIOA-FM Oldies	93.3 100kw	3	5	12	8	2	2	7:30	Saga	KATZ
4.8	7.5	4.9	4.8	7.1	6	KGGO-FM Rock	94.9 100kw	7	8	3	1	1	5	9:15	Capstar	EAST
10.4	5.2	8.9	5.7	6.7	7	KHKI-FM Country	97.3 115kw	9	7	7	7	6	4	9:15	Capstar	EAST
5.3	7.6	4.8	5.1	4.9	8	KRKQ-FM Classic Rock	98.3 50kw	6	11	8	6	8	6	6:00	Barnstable	MCG
6.3	5.7	3.9	6.9	4.5	9	KLYF-FM Hot AC	100.3 100kw	11	10	6	9	9	10	7:30	Jacor	CHR
5.1	5.5	3.1	3.9	4.2	10	KKDM-FM Alternative	107.5 100kw	8	1	5	10	12	14	5:45	Midwest Radio Inc.	ROS

12+ POPULATION: 414,200 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.9	8.1	8.1	7.9	10.0	1	KKRD-FM CHR/Pop	107.3 100kw	1	1	2	1	1	5	7:45	Capstar	D&R
9.6	11.4	8.4	10.3	8.8	2	KZSN-FM Country	102.1 100kw	3	5	3	2	1	3	10:00	Capstar	KATZ
9.1	11.1	6.8	8.6	8.3	3	KFDI-FM Country	101.3 100kw	2	—	10	10	7	1	7:45	Journal Br.	ARP
7.0	5.1	6.8	9.3	7.6	4	KRBB-FM AC	97.9 100kw	4	8	6	4	3	2	9:00	Capstar	CHR
6.9	5.2	8.4	7.8	7.4	5	KRZZ-FM Rock	96.3 50kw	5	4	1	3	4	9	9:15	Capstar	D&R
5.9	3.8	3.3	3.8	6.4	6	KFDI-AM Country	1070 10(1)kw	10	—	17	17	14	7	12:30	Journal Br.	ARP
3.8	4.1	6.2	4.6	5.5	7	KICT-FM Alternative	95.1 100kw	7	2	4	6	11	16	7:45	Journal Br.	ARP
5.3	7.5	4.6	4.3	5.0	8	KDGS-FM CHR/Rhythmic	93.9 25kw	9	3	5	7	10	15	9:30	Gary Violet	—
3.5	2.9	3.0	2.3	4.8	9	KTLI-FM Religious	99.1 100kw	13	9	8	5	5	6	12:15	Michael Perry Stephens	SRR
7.5	6.3	6.1	4.3	4.7	10	KEYN-FM Oldies	103.7 100kw	6	—	14	9	6	4	6:30	Capstar	EAST

#89 COLUMBIA, SC



12+ POPULATION: 412,700 (Black: 28.1%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
16.6	13.3	16.1	16.2	16.3	1	WWDM-FM Urban	101.3 100kw	1	1	1	1	1	2	12:15	Clear Channel	CCRS
9.3	11.1	10.8	9.0	10.3	2	WCOS-FM Country	97.5 100kw	3	5	5	2	3	1	8:45	Capstar	MCG
8.3	9.1	10.2	7.5	7.6	3	WNOK-FM CHR/Pop	104.7 100kw	2	2	4	5	6	8	6:00	Capstar	MCG
7.2	4.5	6.6	7.9	7.1	4	WTCB-FM AC	106.7 100kw	5	—	6	4	2	4	8:15	Bloomington	CHR
7.7	7.0	6.5	6.9	6.9	5	WMFX-FM Classic Rock	102.3 6kw	4	4	3	3	4	6	7:30	Clear Channel	CCRS
5.5	4.8	4.6	5.5	6.2	6	WOMG-FM Oldies	103.1 6kw	7	—	9	8	5	3	7:45	Bloomington	CHR
6.3	4.1	4.0	5.0	6.1	7	WARQ-FM Alternative	93.5 2.8kw	6	3	2	6	7	11	7:00	Clear Channel	CCRS
6.1	7.1	4.8	6.0	5.8	8	WFMV/WLJI Gospel	95.3/98.3 3kw/6kw	9	6	7	7	8	5	10:45	Glory	D&R
4.1	5.0	4.9	4.5	4.8	9	WVOC-AM News/Talk	560 5kw	8	—	8	9	9	7	7:30	Capstar	—
5.0	5.3	5.7	5.1	4.1	10	WSCQ-FM Nostalgia	100.1 5.9kw	10	—	—	15	13	10	8:15	Capstar	—

#90 YOUNGSTOWN-WARREN



12+ POPULATION: 405,600 (Black: 11.2%; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
14.7	11.8	13.9	1	WQXK-FM Country	105.1 88kw	2	7	3	1	1	1	11:15	Connoisseur	BAN
11.4	8.9	10.5	2	WHOT-FM CHR/Pop	101.1 25kw	1	1	1	2	4	7	8:00	Connoisseur	CHR
6.8	7.5	8.9	3	WBBG-FM Oldies	93.3 50kw	4	6	7	6	5	2	11:15	Youngstown Radio	CHR
9.3	10.1	8.8	4	WKBN-AM Talk	570 5kw	7	—	12	10	8	6	10:00	WKBN Inc.	KATZ
7.5	8.2	8.4	5	WYFM-FM AC	102.9 44kw	5	9	4	4	2	4	9:15	Connoisseur	EAST
5.7	6.5	8.1	6	WNCD-FM Rock	106.1 3kw	3	3	2	3	3	5	9:00	Jacor	EAST
7.7	6.1	7.2	7	WKBN-FM AC	98.9 5.9kw	6	—	5	5	6	3	7:45	WKBN Inc.	KATZ
4.7	4.0	4.2	8	WRBP-FM Urban	101.9 3kw	8	4	8	7	7	8	10:30	Jacor	EAST
4.0	1.8	3.2	9	WAMO-FM Urban	106.7 42kw	9	2	6	8	9	10	8:45	Sheridan	D&R
2.6	1.9	2.5	10	WSOM-AM Nostalgia	600 1kw	12	—	—	26	22	19	9:45	Connoisseur	BAN

12+ POPULATION: 402,900 (Black: 9.4%; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.9	7.9	9.1	1	WMGF-FM AC	107.7 100kw	9	11	7	6	1	1	10:45	Clear Channel	CCRS
6.5	4.1	6.5	2	WJHM-FM Urban	101.9 28kw	5	1	1	1	10	15	10:30	Chancellor Media	SEN
7.3	7.8	6.0	3	WGNE-FM Country	98.1 100kw	3	8	16	4	5	3	8:30	Clear Channel	D&R
8.2	7.6	5.8	4	WOCL-FM Oldies	105.9 100kw	1	12	14	10	4	2	6:45	Capstar	EAST
2.9	6.8	4.8	5	WTKS-FM Talk	104.1 100kw	9	15	4	3	2	5	9:15	Press Br.	MCG
6.5	3.0	4.6	6	WROD-AM Nostalgia	1340 1kw	12	—	—	—	—	17	9:30	LaPaz	—
2.6	3.8	4.1	7	WCFB-FM Urban AC	94.5 100kw	14	—	5	9	6	6	9:00	Cox	KATZ
2.9	5.1	4.0	8	WHOG-FM Classic Hits	95.7 25kw	8	9	9	2	3	4	7:45	Black Crow Br.	ARP
3.1	2.8	3.8	9	WJRR-FM Rock	101.1 100kw	11	4	2	5	9	16	8:00	Clear Channel	CCRS
6.5	4.1	3.8	9	WWKA-FM Country	92.3 100kw	7	7	13	13	12	10	7:00	Cox	KATZ

DAYTONA BEACH

12+ POPULATION: 396,400 (Black: N/A; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	12+ AOH METRO RANK	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
24.5	22.7	22.3	1	WXBQ-FM Country	96.9 67kw	1	2	1	1	1	1	10:15	Nininger	CHR
12.8	12.0	12.3	2	WQUT-FM Classic Rock	101.5 100kw	2	3	3	2	2	2	9:00	Bloomington	KATZ
6.7	10.8	10.7	3	WAEZ-FM CHR/Pop	99.3 3.8kw	3	1	2	3	4	5	8:15	Bristol Br.	CHR
9.2	7.7	7.0	4	WTFM-FM AC	98.5 74kw	4	5	4	4	3	3	6:00	Holston Valley	EAST
3.4	4.0	4.4	5	WKOS-FM Oldies	104.9 2.75kw	5	8	8	5	5	4	6:30	Bloomington	KATZ
4.5	4.2	3.5	6	WGOC-AM Country	640 10kw	9	—	9	12	10	6	9:45	J.T. Parker Br.	TNS
2.9	2.8	3.5	6	WRZK-FM Rock	105.9 1.5kw	6	4	5	6	6	9	6:30	Murray Com.	EAST
4.3	3.7	2.8	8	WJCW-AM Talk	910 5(1)kw	7	7	10	9	8	7	6:15	Bloomington	KATZ
1.6	2.8	2.0	9	WKPT-AM Nostalgia	1400 1kw	10	—	—	23	21	12	6:45	Holston Valley	EAST
1.3	1.2	1.7	10	WIMZ-FM Classic Rock	103.5 100kw	13	—	6	7	7	11	7:45	South Central	EAST

JOHNSON CITY

#93

COLORADO SPRINGS



12+ POPULATION: 392,700 (Black: N/A; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
10.3	10.9	10.0	9.1	10.8	1	KKMG-FM CHR/Pop	98.9 70kw	1	1	1	2	3	10	7:30	Citadel	MCG
8.2	8.1	7.9	6.8	9.1	2	KKCS-FM Country	101.9 72kw	4	3	6	4	2	1	10:45	Walton Stations	ARP
9.0	9.8	8.6	8.1	8.0	3	KKFM-FM Classic Rock	98.1 71kw	3	8	3	1	1	3	8:00	Citadel	MCG
7.4	6.7	7.9	6.2	6.9	4	KILO-FM Rock	94.3 83kw	6	2	2	3	7	14	9:00	Bahakel	EAST
5.3	7.4	7.4	5.4	6.0	5	KCCY-FM Country	96.9 72kw	7	6	5	6	5	6	8:45	McCoy Br.	MCG
5.1	5.3	5.0	5.8	6.0	5	KVUU-FM Hot AC	99.9 68kw	2	5	4	5	8	11	7:30	Capstar	KATZ
4.8	6.2	4.5	5.8	5.7	7	KSPZ-FM Oldies	92.9 72kw	5	11	10	7	4	2	5:30	Capstar	KATZ
4.2	3.9	6.0	5.5	5.4	8	KVOR-AM News/Talk	1300 5(1)kw	8	—	13	11	10	5	7:45	Capstar	KATZ
6.4	4.2	4.5	5.5	4.9	9	KKLI-FM AC	106.3 1.6kw	10	9	7	8	8	4	8:00	Citadel	MCG
3.5	2.8	3.5	4.4	4.1	10	KRDO-FM AC	95.1 96kw	9	10	9	9	9	8	6:30	Pikes Peak Br.	D&R

#94

NEW HAVEN



12+ POPULATION: 392,500 (Black: 12.8%; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
7.3	6.9	8.5	1	WKCI-FM CHR/Pop	101.3 10kw	1	2	2	2	2	5	6:45	Clear Channel	CCRS
7.8	5.4	8.0	2	WPLR-FM Rock	99.1 14kw	3	—	1	1	1	6	9:30	Capstar	D&R
5.4	5.3	6.3	3	WYBC-FM ¹ Urban AC	94.3 1.7kw	12	4	4	3	3	7	11:15	Yale Br.	D&R
5.8	5.4	5.4	4	WWYZ-FM Country	92.5 17kw	11	10	8	6	5	3	9:45	Capstar	BAN
4.6	4.3	5.1	5	WKSS-FM CHR/Pop	95.7 16.5kw	2	1	3	4	9	16	5:30	Capstar	ARP
3.5	4.3	4.7	6	WEBE-FM AC	107.9 50kw	10	—	10	5	4	1	8:15	Win Com.	BAN
5.1	4.9	4.2	7	WDRG-FM Oldies	102.9 19.5kw	6	—	16	9	6	1	6:00	Buckley	MCG
5.8	6.4	4.1	8	WEZN-FM AC	99.9 27.5kw	5	6	6	7	7	8	5:45	Cox	KATZ
4.0	4.0	4.1	8	WFAN-AM Sports	660 50kw	8	—	13	10	8	4	6:30	CBS Radio	IRS
5.8	5.4	3.9	10	WELI-AM News/Talk	960 5kw	7	—	17	15	15	9	6:00	Clear Channel	CCRS

¹ Operates under a Joint Sales Agreement with WPLR-FM.

12+ POPULATION: 392,000 (Black: N/A; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
6.0	7.5	8.5	1	WAOA-FM CHR/Pop	107.1 100kw	1	1	1	1	1	4	9:45	Silicon East	CHR
6.0	6.8	8.0	2	WTKS-FM Talk	104.1 100kw	4	4	2	2	2	3	10:30	Press Br.	MCG
6.3	7.7	7.7	3	WWKA-FM Country	92.3 100kw	2	5	4	6	4	1	9:30	Cox	KATZ
6.3	9.1	6.5	4	WMMB/WMMV Nostalgia	1240/1350 1kw/1kw	10	—	—	17	16	9	11:30	Capstar	ARP
5.2	4.1	5.0	5	WJRR-FM Rock	101.1 100kw	5	3	3	3	8	15	7:15	Clear Channel	CCRS
5.0	5.7	4.8	6	WHTQ-FM Classic Rock	96.5 100kw	6	10	5	4	3	6	7:00	Cox	CHR
4.2	6.2	4.8	6	WLRQ-FM AC	99.3 50kw	8	—	10	10	6	1	7:30	Superior	EAST
5.0	3.2	4.5	8	WHKR-FM Country	102.7 50kw	7	6	7	9	10	8	7:00	Roper	EAST
4.5	4.1	4.2	9	WOMX-FM AC	105.1 100kw	3	13	9	7	7	7	5:30	Nationwide	EAST
2.8	4.1	3.8	10	WOSN-FM Nostalgia	97.1 23kw	18	—	—	—	28	13	12:30	Centennial Br.	—

MELBOURNE, FL

12+ POPULATION: 389,000 (Black: 29.1%; Hispanic: N/A)

SPRING '97	SUMMER '97	FALL '97	WINTER '98	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.9	11.5	11.7	13.9	9.7	1	WWWZ-FM Urban	93.3 50kw	2	1	1	1	4	9	10:00	Wicks Radio LP	D&R
7.5	8.9	9.7	7.1	7.5	2	WEZL-FM Country	103.5 100kw	3	7	5	4	5	1	9:15	Jacor	BAN
7.2	5.7	6.9	6.5	6.8	3	WSSX-FM CHR/Pop	95.1 100kw	1	2	2	2	8	10	6:30	Wicks Radio LP	KATZ
4.7	3.9	6.0	5.4	6.4	4	WSUY-FM AC	96.9 100kw	7	11	8	7	1	3	10:00	Wicks Radio LP	MCG
0.0	0.0	0.0	3.5	6.3	5	WXTC-AM Gospel	1390 5kw	14	14	9	10	6	5	17:00	Wicks Radio LP	MCG
5.2	6.0	5.5	5.4	6.0	6	WXLY-FM Oldies	102.5 100kw	5	13	13	8	2	1	8:15	Jacor	BAN
2.3	3.1	4.6	4.3	5.5	7	WMGL-FM Urban AC	101.7 6.5kw	12	8	7	5	3	4	13:15	Southern	D&R
4.2	6.4	5.1	4.8	4.9	8	WAVF-FM Alternative	96.1 100kw	6	4	3	3	10	13	7:00	Cordes St. Com.	CHR
0.0	0.0	0.0	4.3	4.9	8	WLLC-FM Hot AC	100.5 17.5kw	4	3	4	6	9	14	6:30	Jacor	KATZ
5.9	4.7	3.7	4.2	3.9	10	WRFQ-FM Classic Hits	104.5 28kw	8	10	10	9	7	6	6:45	Jacor	KATZ

CHARLESTON, SC

12+ POPULATION: 388,900 (Black: 26.4%; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
11.3	10.3	9.3	1	KXKC-FM Country	99.1 100kw	1	6	2	2	2	1	9:00	Donald Bonin	APR
7.3	8.9	8.2	2	KRRQ-FM Urban	95.5 50kw	5	2	1	1	5	6	10:45	Citywide	—
7.4	8.7	7.7	3	KSMB-FM CHR/Pop	94.5 100kw	2	1	3	4	6	8	7:45	Media Properties	ARP
4.5	5.9	7.4	4	KTDY-FM AC	99.9 100kw	4	9	4	3	1	3	9:30	Com. Corp.	CHR
7.1	7.6	6.9	5	KMDL-FM Country	97.3 38kw	3	5	7	6	3	2	8:45	Com. Corp.	BAN
3.6	2.8	4.9	6	KTBT-FM Urban	93.7 97kw	7	4	8	7	8	11	9:30	Powell Br.	ARP
3.7	4.1	4.9	6	WDGL-FM Classic Rock	98.1 10kw	6	12	5	5	4	7	8:45	Guaranty	KATZ
4.5	5.1	4.0	8	KJCB-AM Urban	770 1(.5)kw	10	11	11	9	7	5	10:15	R&M Broadcasting	K&P
5.4	4.1	3.8	9	KFTE-FM Alternative	96.5 22.5kw	8	3	6	8	14	19	7:15	Com. Corp.	BAN
2.5	2.8	3.7	10	KPEL-FM News/Talk	107.7 6kw	12	—	21	12	12	4	9:45	Com. Corp.	ARP

12+ POPULATION: 388,600 (Black: N/A; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ AOH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
8.5	7.4	9.9	1	WLTW-FM AC	106.7 6kw	3	8	5	3	1	1	9:00	Chancellor Media	KATZ
4.6	5.5	7.8	2	WHTZ-FM CHR/Pop	100.3 6kw	1	1	2	4	6	8	5:45	Chancellor Media	CHR
8.3	7.9	7.4	3	WPLJ-FM Hot AC	95.5 6.7kw	2	5	3	1	2	3	6:45	ABC Inc.	KATZ
6.2	8.2	7.4	3	WXRK-FM Alternative	92.3 6kw	4	2	1	1	3	7	7:00	CBS Radio	IRS
3.7	4.8	6.5	5	WOR-AM Talk	710 50kw	12	—	20	16	12	6	12:30	Buckley	MCG
3.8	6.8	6.3	6	WABC-AM Talk	770 50kw	7	—	10	6	5	5	9:15	ABC Inc.	KATZ
10.1	5.6	6.1	7	WCBS-FM Oldies	101.1 6.8kw	5	—	11	7	4	2	7:15	CBS Radio	CBS
5.4	4.0	4.0	8	WDHA-FM Rock	105.5 1kw	9	—	4	5	8	16	6:45	No. New Jersey Br.	KATZ
4.8	2.9	4.0	8	WMTR-AM Nostalgia	1250 5(1)kw	16	—	19	20	18	12	10:00	No. New Jersey Br.	KATZ
2.7	2.9	3.9	10	WFAN-AM Sports	660 50kw	13	—	13	9	7	4	8:00	CBS	IRS

12+ POPULATION: 387,700 (Black: 13.6%; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
13.7	14.1	15.6	1	WPCV-FM Country	97.5 100kw	1	2	1	1	1	1	11:45	Hall	D&R
8.4	8.2	7.0	2	WFLZ-FM CHR/Pop	93.3 100kw	2	1	2	2	2	7	6:00	Jacor	EAST
7.1	8.3	5.9	3	WDUV-FM B/EZ	103.5 100kw	3	—	—	33	25	3	11:45	Jacor	EAST
2.7	2.5	4.1	4	WONN-AM Nostalgia	1230 1kw	7	—	—	34	33	29	10:45	Hall	D&R
2.4	3.0	3.9	5	WSJT-FM NAC/SJ	94.1 100kw	4	—	15	6	3	2	9:00	Beasley	CCRS
3.3	2.3	3.0	6	WXTB-FM Rock	97.9 100kw	11	15	3	3	6	31	9:30	Jacor	EAST
4.6	4.5	2.9	7	WWRM-FM AC	94.9 100kw	5	—	18	14	17	5	6:15	Cox	CHR
3.1	3.3	2.7	8	WJHM-FM Urban	101.9 28kw	8	4	5	9	13	24	7:30	Chancellor Media	SEN
0.0	1.2	2.5	9	WILV-FM AC	101.5 100kw	15	7	9	12	11	10	9:30	Clear Channel	CCRS
2.6	2.3	2.3	10	WHNR-AM Urban	1360 5(2.5)kw	23	6	7	8	9	8	10:30	G.B. Communications	—
1.5	2.0	2.3	10	WTKS-FM Talk	104.1 100kw	16	13	17	7	5	4	9:30	Clear Channel	CCRS

12+ POPULATION: 387,300 (Black: N/A; Hispanic: N/A)

SPRING '97	FALL '97	SPRING '98	METRO RANK 12+ ACH	STATION FORMAT	FREQUENCY POWER (NIGHTTIME POWER)	12+ CUME RANK	12-17 RANK	18-34 RANK	18-49 RANK	25-54 RANK	35-64 RANK	TIME SPENT LISTENING	OWNER	NATIONAL REP FIRM
12.3	10.8	10.5	1	WQHK-FM Country	105.1 13.5kw	2	6	1	1	1	2	9:15	Federated Media	CHR
9.0	9.2	7.9	2	WAJI-FM AC	95.1 39kw	1	4	5	2	2	3	6:45	Sarkes Tarzian	KATZ
9.3	9.4	7.8	3	WLDE-FM Oldies	101.7 3kw	4	7	11	6	3	1	7:45	Sarkes Tarzian	KATZ
9.6	6.6	7.6	4	WOWO-AM Full Service	1190 50kw	5	—	12	9	8	4	7:30	Federated Media	KATZ
6.6	7.8	6.9	5	WMEE-FM Hot AC	97.3 26kw	3	1	3	5	5	7	6:30	Federated Media	CHR
5.1	6.2	6.4	6	WBYP-FM Rock	98.9 50kw	7	2	2	3	7	9	7:45	Federated Media	EAST
7.0	6.9	6.6	7	WFVI-FM Classic Hits	92.3 2.7kw	6	10	4	4	4	6	6:15	Federated Media	EAST
1.3	3.4	5.1	8	WSHI-FM Hot AC	106.3 1.95kw	11	—	15	15	25	8	10:30	Shine Br.	BAN
5.5	5.8	4.9	9	WBTU-FM Country	93.3 50kw	8	9	8	7	6	5	7:15	62nd Br. Street	KATZ
3.8	4.6	3.9	10	WEJE-FM Alternative	96.3 6.7kw	9	3	6	8	11	16	6:00	Kovas Com.	MCG

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#101

Chattanooga

	Wi '98	Sp '98
WUSY-FM (Country)	21.6	18.6
WJTT-FM (Urban)	7.3	7.6
WDEF-FM (AC)	7.8	7.5
WDOD-FM (Adult Alt)	6.7	7.3
WKXJWSGC (CHR/Rhy)	5.2	6.3
WSKZ-FM (Rock)	6.9	6.0
WOGT-FM (Oldies)	5.0	5.5
WGOW-FM (News/Talk)	3.6	4.3
WLMX-FM (AC)	3.6	4.3
WDOD-AM (Nostalgia)	2.9	2.7
WNOO-AM (Religious)	4.1	2.7

#102

York, PA

	Wi '98	Sp '98
WARM-FM (AC)	11.2	10.4
WGTY-FM (Country)	9.8	8.9
WQXA-FM (Rock)	6.5	7.9
WYCR-FM (CHR/Pop)	5.7	7.4
WRKZ-FM (Country)	5.7	5.4
WSBA-AM (News/Talk)	4.6	5.0
WROZ-FM (AC)	4.7	4.5
WEGK-FM (Cl. Rock)	3.8	3.5
WWKL-FM (Oldies)	2.5	3.2
WRVY-FM (Rock AC)	2.5	2.7

#103

Roanoke, VA

	Fa '97	Sp '98
WYYD-FM (Country)	12.2	11.0
WSLQ-FM (AC)	7.2	8.6
WROV-FM (Rock)	8.7	8.2
WJJS/WJJX (CHR/Rhy)	8.4	7.6
WLYK/WXLK (CHR/Pop)	7.1	6.9
WLQE/WLVA (Nostalgia)	3.3	6.8
WPVR-FM (Cl. Rock)	4.8	5.2
WJLM-FM (Country)	4.4	4.4
WFIR-AM (News/Talk)	4.4	4.0
WLDJ-FM (Oldies)	2.5	3.2
WRDJ-FM (Oldies)	3.8	3.2

#104

Gainesville, FL

	Fa '97	Sp '98
WOGK-FM (Country)	10.1	11.2
WKTK-FM (AC)	7.0	7.6
WNDD/WNDT (Rock)	5.2	5.9
WRUF-FM (Rock)	6.7	5.9
WTMG-FM (Urban)	5.6	5.2
WYKS-FM (CHR/Pop)	3.8	4.6
WMFQ-FM (AC)	4.7	4.3
WOCL-FM (Oldies)	2.3	3.9
WTRS-FM (Country)	6.7	3.9
WJHM-FM (Urban)	4.1	3.3
WXXL-FM (CHR/Pop)	2.2	3.3

#105

Visalia, CA

	Fa '97	Sp '98
KBOS-FM (CHR/Rhy)	9.8	7.8
KSOF-FM (AC)	5.5	7.1
KFSO-FM (Oldies)	6.0	5.6
KJUG-FM (Country)	5.7	5.6
KSEJ-FM (AC)	3.6	5.4
KFRR-FM (Alternative)	5.5	5.2
KMJ-AM (News/Talk)	6.6	5.1
KOQO-FM (Reg. Mex.)	2.9	5.1
KRZR-FM (Rock)	2.2	4.2
KSKS-FM (Country)	5.5	3.7

#106

Oxnard, CA

	Fa '97	Sp '98
KCAQ-FM (CHR/Rhy)	5.7	6.4
KHAY-FM (Country)	6.2	6.1
KBBY-FM (AC)	4.7	4.4
KRTH-FM (Oldies)	4.5	3.9
KFI-AM (Talk)	3.4	3.4
KXLM-FM (Reg. Mex.)	6.2	3.4
KKZZ-AM (Nostalgia)	4.4	3.2
KMLA-FM (Reg. Mex.)	3.2	3.2
KVEN-AM (News/Talk)	2.4	3.2
KVYY-FM (Alternative)	2.5	3.2

#107

Lexington, KY

	Fa '97	Sp '98
WVLK-FM (Country)	15.9	13.3
WLKT-FM (CHR/Pop)	11.0	11.2
WBUL-FM (Country)	4.3	8.1
WKQQ-FM (Rock)	9.6	8.1
WMXL-FM (Hot AC)	7.6	8.1
WVLK-AM (News/Talk)	7.8	6.2
WLRO-FM (Cl. Hits)	5.7	5.0
WGKS-FM (AC)	5.3	4.6
WTKT-AM (Urban)	3.2	3.9
WXZZ-FM (Alternative)	2.8	3.9

#108

Augusta, GA

	Fa '97	Sp '98
WFXA/WAEJ (Urban)	12.7	12.1
WBBQ-A/F (AC)	8.7	9.3
WKXC-FM (Country)	9.3	8.8
WZNY-FM (CHR/Pop)	6.9	7.2
WGAC-AM (Talk)	4.3	5.1
WTHB-AM (Gospel)	3.8	5.1
WGUS/WEKL (Cl. Rock)	5.0	4.6
WSLT-FM (AC)	4.8	4.4
WAKB-FM (Urban AC)	5.0	4.1
WRXR-FM (Alternative)	4.1	4.1

#109

Lancaster, PA

	Fa '97	Sp '98
WLAN-FM (CHR/Pop)	7.4	10.3
WIOV-FM (Country)	7.0	8.2
WROZ-FM (AC)	8.4	7.8
WQXA-FM (Rock)	7.0	6.4
WDAC-FM (Religious)	9.6	5.7
WARM-FM (AC)	6.5	5.5
WHP-AM (Talk)	2.5	5.3
WRKZ-FM (Country)	4.5	4.6
WEGK-FM (Cl. Rock)	4.4	3.9
WRVY-FM (Rock AC)	4.2	3.7

#110

Lansing, MI

	Wi '98	Sp '98
WFMK-FM (AC)	12.0	11.5
WITL-FM (Country)	12.5	11.5
WMMQ-FM (Cl. Rock)	8.1	9.8
WHZZ-FM (CHR/Pop)	9.2	9.6
WJIM-FM (Oldies)	7.2	9.1
WJXQ-FM (Rock)	7.0	6.3
WILS-AM (Nostalgia)	1.8	3.9
WJIM-AM (News/Talk)	2.6	3.8
WQHH-FM (Urban)	4.6	3.4
WWDX-FM (Alternative)	3.5	2.7

#111

Worcester, MA

	Fa '97	Sp '98
WSRS-FM (AC)	13.8	14.0
WAAF-FM (Rock)	7.7	9.0
WXLO-FM (Hot AC)	7.9	9.0
WTAG-AM (News/Talk)	9.1	8.8
WJMN-FM (CHR/Rhy)	6.2	5.2
WCRB-FM (Classical)	4.5	4.1
WZLX-FM (Cl. Rock)	4.2	3.6
WKLB-FM (Country)	3.0	3.4
WBMX-FM (Hot AC)	2.9	3.3
WODS-FM (Oldies)	3.0	2.9

#112

Huntsville, AL

	Wi '98	Sp '98
WBHP/WDRM (Country)	21.9	20.8
WZYP-FM (CHR/Pop)	11.1	14.0
WAHR-FM (AC)	7.8	8.2
WTAK-FM (Cl. Rock)	8.6	7.0
WWXQ/WXQW (Hot AC)	4.1	6.4
WRSA-FM (B/EZ)	5.5	5.8
WEUP-FM (Urban)	4.3	4.7
WVNN-AM (News/Talk)	3.1	3.1
WPZM-FM (Country)	1.9	2.3
WKDF-FM (Alternative)	2.4	1.5

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#113

Bridgeport, CT

	Fa '97	Sp '98
WEZN-FM (AC)	13.1	12.2
WICC-AM (Full Serv)	16.4	11.6
WEBE-FM (AC)	10.5	10.4
WQHT-FM (CHR/Rhy)	3.9	4.8
WKCI-FM (CHR/Pop)	3.8	4.5
WFAN-AM (Sports)	5.1	4.4
WSKQ-FM (Tropical)	2.1	3.2
WWYZ-FM (Country)	3.4	2.9
WCBS-AM (News)	2.6	2.6
WPLR-FM (Rock)	4.6	2.6

#114

Santa Rosa, CA

	Fa '97	Sp '98
KXFX-FM (Rock)	4.8	6.9
KGO-AM (News/Talk)	8.2	6.7
KZST-FM (AC)	6.7	6.5
KABL-AM (Nostalgia)	5.7	5.8
KNBR-AM (Sports)	3.6	5.0
KFGY-FM (Country)	4.3	4.1
KSFO-AM (Talk)	2.1	3.6
KCBS-AM (News)	4.1	3.4
KLLC-FM (Hot AC)	3.4	3.1
KMGG-FM (Oldies)	2.1	3.1
KMHX-FM (Hot AC)	3.6	3.1
KRPQ-FM (Country)	4.1	3.1

#115

Flint, MI

	Fa '97	Sp '98
WWCK-A/F (CHR/Pop)	10.4	11.2
WDZZ-FM (Urban)	11.1	10.8
WCRZ-FM (AC)	9.7	8.3
WFBE-FM (Country)	4.1	8.3
WHNN-FM (Oldies)	5.4	5.5
WKCQ-FM (Country)	7.0	5.0
WWBN-FM (Rock)	2.5	4.1
WJR-AM (Talk)	5.2	3.9
WOWE-FM (Urban AC)	2.9	3.9
WFLT-AM (Religious)	2.7	2.5
WOAP-AM (Nostalgia)	3.8	2.5

#116

Portsmouth, NH

	Fa '97	Sp '98
WERZ-FM (CHR/Pop)	6.1	9.9
WHEB-FM (Rock)	8.6	8.2
WOKQ-FM (Country)	8.9	8.2
WZID-FM (AC)	4.0	5.0
WBCN-FM (Alternative)	4.5	3.8
WRKO-AM (News/Talk)	4.0	3.4
WXBB/WXBP (Cl. Rock)	3.5	3.4
WBZ-AM (News)	3.3	3.0
WHOM-FM (AC)	3.1	3.0
WTSN-AM (News/Talk)	3.8	2.7

#117

Jackson, MS

	Wi '98	Sp '98
WJMI-FM (Urban)	14.8	15.0
WMSI-FM (Country)	9.1	10.6
WYOY-FM (CHR/Pop)	7.4	9.5
WKXI-FM (Urban/O)	6.7	7.7
WKTF-FM (Country)	2.2	4.2
WSTZ-FM (Rock)	7.0	4.2
WJKK-FM (AC)	3.8	3.8
WOAD-FM (Gospel)	3.9	3.8
WJDX-FM (Hot AC)	2.9	3.3
WVIV-FM (Nostalgia)	2.9	3.1

#118

Ft. Pierce, FL

	Fa '97	Sp '98
WOSN-FM (Nost)	8.2	9.2
WGYL-FM (AC)	5.0	5.8
WMBX-FM (Hot AC)	4.5	5.1
WPBZ-FM (Alternative)	3.1	5.1
WEAT-FM (AC)	4.2	4.8
WKGR-FM (Cl. Rock)	3.2	4.8
WXFG-FM (Country)*	4.7	4.8
WZZR-FM (Rock)	5.5	4.8
WQOL-FM (Oldies)	3.9	4.3
WFLM-FM (Urban)	7.4	4.1

* Was WCLB-FM until January

#119

Madison, WI

	Wi '98	Sp '98
WZEE-FM (CHR/Pop)	12.5	10.7
WJJO-FM (Rock)	9.3	8.9
WOLX-FM (Oldies)	5.9	8.0
WWQM-FM (Country)	6.5	7.2
WIBA-AM (News/Talk)	6.5	6.8
WMGN-FM (AC)	9.1	6.0
WMMM-FM (Adult Alt)	3.4	4.9
WIBA-FM (Cl. Rock)	6.1	4.5
WMAD-FM (Alternative)	3.2	4.3
WYZM-FM (Country)	3.4	3.7

#120

Modesto

	Fa '97	Sp '98
KATM-FM (Country)	14.5	14.7
KOSO-FM (Hot AC)	6.5	7.7
KDJK/KHKK (Cl. Hits)	4.6	7.0
KJSN-FM (AC)	7.3	7.0
KHOP-FM (Rock)	5.8	6.2
KWNN-FM (CHR/Pop)	4.8	5.4
KMIX-FM (Reg. Mex.)	4.6	5.0
KHTN-FM (CHR/Pop)	3.6	4.1
KABX-FM (Oldies)	3.4	3.7
KRVR-FM (NAC/SJ)	2.6	3.3

#121

Canton, OH

	Fa '97	Sp '98
WHBC-AM (News/Talk)	13.2	10.3
WHBC-FM (Hot AC)	11.6	10.3
WQXK-FM (Country)	11.6	9.2
WZKL-FM (Oldies)	6.2	5.6
WQMX-FM (Country)	2.8	5.2
WRQK-FM (Rock)	5.4	5.1
WONE-FM (Rock)	4.5	4.3
WNCX-FM (Cl. Rock)	4.1	2.9
WKDD-FM (Hot AC)	3.5	2.8
WNIR-FM (Talk)	1.9	2.6

#122

Pensacola, FL

	Fa '97	Sp '98
WXBM-FM (Country)	16.3	16.0
WBLX-FM (Urban)	10.1	12.8
WMEZ-FM (AC)	8.3	8.7
WCOA-AM (News/Talk)	6.2	6.3
WYCL-FM (Oldies)	5.8	6.3
WABB-FM (CHR/Pop)	6.6	6.1
WTKX-FM (Rock)	9.9	5.5
WWRO-FM (Oldies)	7.0	5.3
WMXC-FM (Hot AC)	2.0	3.4
WRNE-AM (Urban/O)	2.4	3.4

#123

Saginaw, MI

	Wi '98	Sp '98
WKQZ-FM (Rock)	8.3	10.5
WKCQ-FM (Country)	9.4	9.9
WIOG-FM (Hot AC)	7.5	9.0
WHNN-FM (Oldies)	7.4	8.8
WSGW-AM (News/Talk)	8.9	8.8
WTCF-FM (CHR/Pop)	8.5	8.1
WGER-FM (AC)	5.8	5.7
WCEN-FM (Country)	4.7	4.8
WTLZ-FM (Urban)	5.3	4.8
WMJA/WMJK (Oldies)	3.7	3.9

#124

Fayetteville, NC

	Fa '97	Sp '98
WZFX-FM (Urban)	16.6	15.8
WKML-FM (Country)	11.3	11.9
WFLB-FM (Oldies)	6.7	7.6
WQSM-FM (Hot AC)	9.1	7.4
WKQB-FM (Cl. Rock)	5.7	5.3
WRCQ-FM (Rock)	7.1	5.1
WFNC-A/F (News/Talk)	5.3	4.9
WUKS-FM (Urban)	4.0	4.3
WEGX-FM (Country)	2.2	2.5
WKKE-AM (Gospel)	.6	2.5

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#125

Boise, ID

	Fa '97	Sp '98
KLTB-FM (Oldies)	4.5	8.6
KZMG-FM (CHR/Pop)	8.9	8.4
KXLT-FM (AC)	6.9	6.9
KIDO-AM (News/Talk)	5.8	6.6
KQFC-FM (Country)	9.4	6.4
KIZN-FM (Country)	8.3	6.0
KBOI-AM (Full Serv)	6.0	5.3
KCIX-FM (Hot AC)	5.4	5.3
KARO-FM (Rock)	4.9	4.9
KGEM-AM (Nostalgia)	3.6	4.9
KQXR-FM (Alternative)	3.8	4.9

#126

Corpus Christi, TX

	Fa '97	Sp '98
KZFM-FM (CHR/Rhy)	11.8	8.8
KLHB-FM (Tejano)	4.8	8.6
KRYS-FM (Country)	9.0	8.4
KNCN-FM (Rock)	4.6	6.0
KSAB-FM (Tejano)	7.2	5.6
KOUL-FM (Country)	5.6	5.4
KMXR-FM (AC)	4.8	5.2
KUNO-AM (Reg. Mex.)	5.0	5.2
KKBA-FM (AC)	3.4	4.8
KBTE-FM (CHR/Pop)*	—	4.4

* Was KZJM-FM until February 17.

#127

Beaumont, TX

	Fa '97	Sp '98
KYKR-FM (Country)	11.5	14.4
KQXY-FM (CHR/Pop)	7.5	11.4
KAYD-A/F (Country)	13.7	10.4
KIOC-FM (Rock)	4.2	9.0
KKMY-FM (Hot AC)	9.1	6.7
KTCX-FM (Urban)	6.9	6.7
KLVI-AM (News/Talk)	8.0	6.5
KBXX-FM (CHR/Rhy)	3.8	4.9
KHYS/KJOJ (CHR/Rhy)	1.8	3.0
KALO-AM (Urban/O)	5.1	2.8

#128

Shreveport, LA

	Wi '98	Sp '98
KMJJ-FM (Urban)	14.5	13.2
KRUF-FM (CHR/Pop)	9.6	10.3
KDKS-FM (Urban)	9.6	10.0
KRMD-FM (Country)	11.1	9.8
KVKI-FM (AC)	7.3	9.6
KITT-FM (Country)	7.7	5.9
KEEL-AM (Talk)	7.3	4.8
KTAL-FM (Rock)	3.6	4.3
KLKL-FM (Oldies)	3.2	4.1
KTUX-FM (Rock)	3.4	3.9

#129

Reno, NV

	Fa '97	Sp '98
KBUL-FM (Country)	9.6	11.2
KKOH-AM (News/Talk)	12.0	7.9
KRNO-FM (AC)	5.6	6.7
KWNZ-FM (CHR/Pop)	4.2	6.7
KODS-FM (Oldies)	4.0	6.5
KRZQ-FM (Alternative)	4.8	6.0
KDOT-FM (Rock)	5.8	5.8
KNEV-FM (Hot AC)	6.2	5.8
KOZZ-FM (Cl. Rock)	4.8	5.8
KNHK-FM (Cl. Rock)	3.0	4.8

#130

Reading, PA

	Fa '97	Sp '98
WRFY-FM (CHR/Pop)	12.2	12.9
WEEU-AM (News/Talk)	8.6	9.2
WYSP-FM (Rock)	6.4	6.3
WIOV-FM (News/Talk)	9.8	5.2
WLEV-FM (AC)	4.4	4.6
WRAW-AM (Nostalgia)	6.4	4.4
WOGL-FM (Oldies)	2.4	4.2
WXTU-FM (Country)	2.6	3.5
WUSL-FM (Urban)	2.2	3.1
WJZJ-FM (NAC/SJ)	1.8	2.9

#131

Quad Cities, IA-IL

	Fa '97	Sp '98
WLLR-FM (Country)	13.3	14.7
KCQQ-FM (Cl. Hits)	10.0	11.8
WHTS-FM (CHR/Pop)	10.0	10.9
WXLP-FM (CL. Rock)	5.8	7.4
WOC-AM (News/Talk)	7.3	7.0
KBOB-FM (Country)	5.3	5.9
KMXG-FM (Hot AC)	6.2	5.9
KUUL-FM (Oldies)	7.6	5.5
WKBF-AM (Nostalgia)	5.8	4.6
KQLI-FM (AC)*	—	3.5

* Was WGEN-FM (Sports) until March 17

#132

Stamford, CT

	Fa '97	Sp '98
WEBE-FM (AC)	5.7	7.5
WFAN-AM (Sports)	6.0	6.1
WHTZ-FM (CHR/Pop)	5.3	5.9
WCBS-AM (News)	6.9	5.2
WEZN-FM (AC)	4.8	4.9
WXRK-FM (Alternative)	4.8	4.4
WRKS-FM (Urban AC)	2.5	4.2
WABC-AM (Talk)	3.0	4.0
WKHL-FM (Oldies)	4.1	3.7
WQHT-FM (CHR/Rhy)	4.8	3.5

#133

Peoria, IL

	Fa '97	Sp '98
WBPB-FM (Oldies)	10.5	10.1
WSWT-FM (AC)	10.0	9.0
WXCL-FM (Country)	11.0	8.2
WIXO-FM (Alternative)	5.7	6.7
WWCT-FM (Rock)	6.2	5.9
WGLO-FM (Rock)	6.7	5.7
WMBD-AM (News/Talk)	3.6	5.7
WTAZ-FM (News/Talk)	3.6	5.2
WOAM-AM (Nostalgia)	6.4	4.4
WBGE-FM (Urban)	3.6	3.9
WFYR-FM (Country)	6.0	3.9

#134

Ft. Collins, CO

	Fa '97	Sp '98
KRFX-FM (Cl. Rock)	6.8	8.3
KTRR-FM (AC)	3.0	5.6
KALC-FM (Hot AC)	4.5	5.3
KUAD-FM (Country)	8.0	5.1
KOA-AM (Talk)	6.5	4.9
KXKL-FM (Oldies)	4.0	4.9
KBPI-FM (Rock)	4.0	4.3
KOSI-FM (AC)	3.8	3.8
KQKS-FM (CHR/Pop)	2.8	3.8
KGLL-FM (Country)	3.3	3.1
KPAW-FM (Cl. Hits)	4.3	3.1
KTCL-FM (Alternative)	2.5	3.1

#135

Atlantic City, NJ

	Fa '97	Sp '98
WBNJ/WTTH (Urban/AC)	10.3	8.8
WFPG-FM (AC)	5.4	7.9
WAYV-FM (CHR/Pop)	7.3	7.4
WJSX/WSAX (NAC/SJ)*	2.8	5.5
WKOE-FM (Country)**	3.6	5.0
WOND-AM (News/Talk)	4.7	4.8
WZXL-FM (Rock)	6.9	4.8
WTKU-FM (Oldies)	4.1	4.2
WRDR-FM (Nostalgia)	6.0	3.9
WMGM-FM (Oldies)	3.6	3.7

#136

Biloxi-Gulfport-Pascagoula

	Fa '97	Sp '98
WKNN-FM (Country)	13.2	15.3
WZKX-FM (Country)	4.4	9.5
WGCM-FM (Oldies)	6.9	6.6
WCPR-FM (Rock)	5.1	5.1
WYOK-FM (Urban)	4.4	5.1
WXRG-FM (Cl. Rock)	4.4	4.6
WMJY-FM (AC)	5.9	4.1
WJZD-FM (Urban)	8.6	3.9
WLNF-FM (CHR/Pop)	2.2	3.9
WOSM-FM (Religious)	4.4	2.9

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#137

Appleton, WI

	Fa '97	Sp '98
WIXX-FM (CHR/Pop)	14.0	13.7
WAPL-FM (Rock)	11.8	10.0
WNCY-FM (Country)	7.0	8.5
WHBY-AM (News/Talk)	9.4	7.1
WROE-FM (AC)	5.3	6.6
WNAM-AM (Nostalgia)	7.0	6.4
WKSZ-FM (CHR/Pop)	3.5	4.7
WOZZ-FM (Cl. Rock)	5.7	4.5
WVBO-FM (Oldies)	5.3	4.1
WUSW-FM (Country)	5.0	3.8

#138

Trenton, NJ

	Fa '97	Sp '98
WNJO-FM (Oldies)*	.5	7.0
WPST-FM (CHR/Pop)	3.1	6.6
WKXW-FM (Talk)	3.1	6.0
WUSL-FM (Urban)	4.8	5.7
WDAS-FM (Urban AC)	4.0	5.3
WBUD-AM (Oldies)	3.3	4.9
WOGL-FM (Oldies)	3.1	3.8
WYSP-FM (Rock)	5.2	3.8
WXTU-FM (Country)	4.0	3.6
WMMR-FM (Rock)	2.6	3.4

* Was WCHR-FM (Religious) until March

#139

Huntington, WV

	Fa '97	Sp '98
WKEE-FM (Hot AC)	15.3	18.8
WTCR-FM (Country)	18.6	16.9
WDGG-FM (Country)	7.2	7.2
WAMX-FM (Rock)	5.4	6.7
WCOZ/WKLC (Rock)	3.9	4.3
WKEE-AM (Nostalgia)	4.5	4.3
WEMM-FM (Religious)	3.3	3.2
WLGC-FM (Country)	1.8	3.2
WFXX-FM (Cl. Rock)	2.1	2.9
WRVC-FM (Oldies)	4.2	2.9

#140

Tyler, TX

	Fa '97	Sp '98
KNUE-FM (Country)	9.6	11.8
KISX-FM (CHR/Pop)	14.0	11.0
KOOI-FM (AC)	8.0	10.5
KYKX-FM (Country)	8.5	6.4
KTYL-FM (AC)	5.2	5.9
KTBB-AM (News/Talk)	3.8	5.1
KKTX-FM (Cl. Rock)	4.9	4.8
KZEY-AM (Urban)	4.9	4.6
KDOK-FM (Nostalgia)	5.2	4.3
KFRO-FM (Oldies)	2.2	2.7

#141

Newburgh, NY

	Fa '97	Sp '98
WSPK-FM (CHR/Pop)	12.1	11.6
WHUD-FM (AC)	12.6	10.7
WPDH-FM (Cl. Rock)	8.6	7.4
WCZX/WZAD (Oldies)	5.5	4.9
WRRV-FM (Alternative)	5.7	4.9
WABC-AM (Talk)	2.6	4.7
WXRK-FM (Alternative)	1.0	3.3
WRWD-FM (Country)	2.6	3.0
WGNV-FM (AC)	2.6	2.8
WTSX-FM (Hot AC)	1.7	2.6

#142

Montgomery, AL

	Fa '97	Sp '98
WZHT-FM (Urban)	17.2	16.0
WLWI-FM (Country)	13.8	11.7
WJWZ-FM (CHR/Pop)	—	9.2
WBAM-FM (CHR/Pop)	7.5	6.9
WQLD-FM (Oldies)*	4.3	6.9
WMCZ-FM (Urban AC)	6.1	6.6
WMXS-FM (AC)	4.1	4.3
WXFX-FM (Rock)	5.4	4.1
WACV-AM (News/Talk)	5.4	3.0
WRWO-FM (AC)	4.8	3.0
WXVI-AM (Gospel)	2.7	3.0

* Was WMHS-FM (Gospel) until March 30

#143

Eugene, OR

	Fa '97	Sp '98
KKNU-FM (Country)	13.1	12.5
KDUK-FM (CHR/Pop)	7.9	8.8
KZEL-FM (Cl. Rock)	7.1	8.0
KODZ-FM (Oldies)	5.2	6.6
KPNW-AM (News/Talk)	6.0	6.6
KUGN-AM (News/Talk)	7.7	6.1
KMGE-FM (AC)	7.1	5.8
KNRQ-A/F (Alternative)	5.7	5.6
KEHF-FM (Cl. Hits)	5.5	5.3
KKTT-FM (Country)*	6.3	5.0

* Was KUGN-FM until March 23

#144

Springfield, MO

	Fa '97	Sp '98
KTTS-FM (Country)	12.3	14.9
KGBX-FM (AC)	10.1	12.1
KGMV-FM (Country)	6.4	7.5
KXUS-FM (Rock)	6.1	6.7
KHTO-FM (CHR/Pop)	7.2	5.7
KWTO-AM (News/Talk)	3.5	4.9
KOSP-FM (Oldies)	5.9	4.6
KTOZ-FM (Alternative)	5.6	4.4
KTXR-FM (B/EZ)	5.6	4.4
KWTO-FM (Cl. Rock)	2.7	4.1

#145

Ann Arbor, MI

	Fa '97	Sp '98
WJR-AM (Talk)	8.1	9.9
WNIC-FM (AC)	5.0	5.1
WRIF-FM (Rock)	2.8	5.1
WJLB-FM (Urban)	5.6	4.8
WAAM-AM (News/Talk)	3.1	4.2
WKQI-FM (Hot AC)	5.9	4.2
WQKL-FM (Oldies)	4.4	3.6
WIQB-FM (Rock)*	3.4	3.3
WPLT-FM (Alternative)	2.8	3.0
WWWV-FM (Country)	4.7	3.0
WYCD-FM (Country)	2.8	3.0

* Was Adult Alternative until late May

#146

Rockford, IL

	Fa '97	Sp '98
WXRX-FM (Rock)	11.8	13.9
WRWC-FM (AC)	9.2	10.5
WZOK-FM (CHR/Pop)	13.0	11.3
WXXQ-FM (Country)	11.8	7.1
WKMQ-FM (Oldies)	8.4	6.0
WNTA-AM (Talk)	3.5	5.8
WGN-AM (Full Serv)	2.9	5.2
WROK-AM (News/Talk)	5.2	5.2
WJJO-FM (Rock)	1.2	2.4
WQFL-FM (Religious)	1.7	2.1

#147

Macon, GA

	Fa '97	Sp '98
WIBB-FM (Urban)	15.9	13.4
WDEN-A/F (Country)	15.2	12.1
WPEZ-FM (AC)	12.2	9.5
WQBZ-FM (Rock)	10.1	8.7
WAYS-FM (Oldies)	4.6	6.6
WALJ-FM (Urban AC)	—	6.3
WMGB-FM (CHR/Pop)	6.1	5.5
WLCG-A/F (Gospel)	1.0	3.9
WMWR-FM (News/Talk)	3.8	3.9
WDDO-AM (Religious)	5.6	3.2
WRBV-FM (Urban AC)	2.0	3.2

#148

Utica, NY

	Fa '97	Sp '98
WFRG-FM (Country)	14.4	16.2
WLZW-FM (AC)	12.9	11.8
WOUR-FM (Cl. Rock)	8.2	6.9
WIBX-AM (News/Talk)	5.0	6.6
WKLL-FM (Alternative)	6.0	6.1
WSKS-FM (CHR/Pop)	6.7	5.6
WRCK-FM (Cl. Rock)	5.5	4.4
WODZ-A/F (Oldies)	3.2	4.2
WTLB-AM (Nostalgia)	3.2	3.7
WOWB/WOWZ (Hot AC)	2.2	3.4

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#149

Palm Springs, CA

	Fa '97	Sp '98
KCLB-FM (Rock)	6.6	12.9
KPSI-FM (CHR/Rhy)	11.5	11.0
KWXY-A/F (B/EZ)	11.2	10.5
KPLM-FM (Country)	6.9	8.4
KLOB-FM (Reg. Mex.)	6.4	7.2
KKUU-FM (CHR/Rhy)*	3.6	6.8
KDES-FM (Oldies)	6.6	6.3
KUNA-FM (Reg. Mex.)	7.6	6.3
KEZN-FM (AC)	7.5	5.4
KJZJ-FM (NAC/SJ)	4.1	3.7

* Was KCMJ-FM (Cl. Rock) until December 26

#150

Killeen, TX

	Fa '97	Sp '98
KIIZ-FM (Urban)	12.9	13.9
KWTX-FM (CHR/Pop)	12.1	13.3
KYUL-FM (Oldies)	7.7	8.3
WACO-FM (Country)	6.3	8.0
KLFX-FM (Rock)	5.2	6.5
KOOV-FM (Country)	7.7	6.5
KTEM-FM (News/Talk)	1.7	4.4
KOOC-FM (AC)	8.0	3.6
KJFK-FM (Talk)	4.4	3.0
KKIK-FM (Country)*	5.5	3.0

* Became CHR/Rhythmic on June 5; changed calls to KQBT-FM on July 6

#151

Evansville, IN

	Fa '97	Sp '98
WIKY-FM (AC)	17.1	20.3
WKDQ-FM (Country)	11.7	12.3
WSTO-FM (CHR/Pop)	10.9	8.8
WJPS-FM (Oldies)	5.6	7.9
WGBF-FM (Rock)	7.5	6.6
WABX-FM (Cl. Rock)	7.7	6.0
WYNG-FM (Country)	6.4	4.9
WDKS-FM (Hot AC)	2.1	4.1
WGBF-AM (News/Talk)	2.4	3.6
WSON-AM (Nostalgia)	4.3	3.5

#152

Salisbury, MD

	Fa '97	Sp '98
WOCQ-FM (CHR/Pop)	8.4	12.2
WQHQ-FM (AC)	8.1	9.1
WWFG-FM (Country)	9.5	8.8
WICOWXJN (Country)	6.4	7.4
WZBH-FM (Rock)	5.9	6.5
WLBW/WLVW (Oldies)	6.2	4.8
WJNE/WJYN (AC)	2.8	4.0
WOLC-FM (Religious)	4.5	4.0
WOSC/WSBY (Alternat)	5.8	3.7
WGMD-FM (News/Talk)	4.5	2.5
WQJZ-FM (NAC/SJ)*	2.2	2.5

* Was WLFX-FM (Cl. Rock) until March

#153

Savannah, GA

	Fa '97	Sp '98
WEAS-FM (Urban)	12.6	12.1
WSOK-AM (Religious)	10.2	10.4
WJCL-FM (Country)	9.1	8.5
WL VH-FM (Urban AC)	7.3	8.5
WAEV-FM (Hot AC)	9.6	7.1
WYKZ-FM (AC)	5.3	6.3
WGZO/WGCO (Oldies)	3.8	5.2
WCHY-FM (Country)	5.0	4.7
WIXV-FM (Rock)	2.6	3.8
WZAT-FM (CHR/Pop)*	3.2	3.8

* Was Rock Until April 13

#154

Erie, PA

	Fa '97	Sp '98
WXTA-FM (Country)	12.4	12.7
WRKT-FM (Rock)	15.0	11.8
WRTS-FM (AC)	12.4	11.8
WXKC-FM (AC)	9.8	10.7
WFGO-FM (Oldies)	11.2	10.1
WJET-FM (CHR/Pop)	7.5	10.1
WLKK-FM (News/Talk)	6.1	4.8
WRIE-AM (Nostalgia)	5.8	4.8
WFLP-AM (News/Talk)	3.5	2.5
WCTL-FM (Religious)	1.4	2.3

#155

Fayetteville, AR

	Fa '97	Sp '98
KKIX-FM (Country)	17.3	15.4
KEZA-FM (AC)	8.5	10.5
KJEM-FM (Nostalgia)	5.3	9.2
KMCK-FM (CHR/Pop)	7.6	9.2
KMXF-FM (Hot AC)	4.4	8.8
KBVA-FM (Misc.)	5.3	5.9
KAMO-FM (Oldies)	4.1	5.6
KFAY-FM (Country)	3.8	4.2
KFAY-AM (News/Talk)	5.5	3.6
KKEG-FM (Rock)	7.9	3.3

#156

New Bedford, MA

	Fa '97	Sp '98
WFHN-FM (CHR/Rhy)	8.0	10.4
WCTK-FM (Country)	5.9	8.9
WHJY-FM (Rock)	6.7	8.4
WPRO-FM (CHR/Pop)	3.7	7.3
WWLI-FM (AC)	7.9	6.5
WCIB-FM (Cl. Rock)	2.0	5.0
WBSM-AM (News/Talk)	3.2	4.4
WWBB-FM (Oldies)	4.1	4.2
WBUR-FM (Alternative)	2.9	3.7
WJMN-FM (CHR/Rhy)	3.1	3.7
WSNE-FM (AC)	3.6	3.7

#157

Poughkeepsie, NY

	Fa '97	Sp '98
WSPK-FM (CHR/Pop)	8.4	9.5
WRWD-FM (Country)	7.2	8.7
WPDA/WPDH (Cl. Rock)	8.4	8.4
WHUD-FM (AC)	3.8	5.3
WBPM-FM (CHR/Rhy)	3.8	4.7
WCZX/WZAD (Oldies)	7.5	4.5
WRNQ-FM (AC)	5.0	4.2
WBWZ-FM (AC)	5.3	3.9
WEOK-AM (Nostalgia)	4.7	3.9
WRRV-FM (Alternative)	4.4	3.6

#158

South Bend, IN

	Fa '97	Sp '98
WBYT-FM (Country)	14.4	11.5
WNDU-FM (CHR/Pop)	5.4	11.1
WNSN-FM (AC)	10.9	10.5
WRBR-FM (Rock)	10.9	9.3
WSBT-AM (News/Talk)	8.0	9.0
WZOC-FM (Oldies)	4.8	6.8
WUBU-FM (Urban AC)	4.8	6.5
WAOR-FM (Cl. Rock)	8.0	5.3
WHLY-AM (Nostalgia)	7.1	5.3
WSMK-FM (Urban)	1.0	3.4

#159

Wausau, WI

	Fa '97	Sp '98
WIFC-FM (CHR/Pop)	16.1	18.4
WDEZ-FM (Country)	12.4	15.6
WYTE-FM (Country)	9.8	6.3
WGLX-FM (Cl. Rock)	5.5	5.2
WLJY-FM (AC)	4.3	4.6
WIZD-FM (Oldies)	3.2	4.3
WOFM-FM (Oldies)	4.3	4.3
WMZK-FM (Rock)	3.2	4.0
WAXX-FM (Country)	5.8	2.9
WYCO-FM (AC)	1.4	2.9

#160

Charleston, WV

	Fa '97	Sp '98
WQBE-FM (Country)	22.6	17.4
WVSR-FM (CHR/Pop)	14.6	16.1
WCOZ/WKLC (Rock)	8.6	10.9
WKAZ-FM (Cl. Hits)	6.3	7.4
WKWS-FM (Country)	8.6	7.4
WCHS-AM (News/Talk)	9.0	6.4
WVAF-FM (AC)	5.3	4.8
WCAW-AM (Nostalgia)	1.7	3.5
WAMX-FM (Rock)	2.0	3.2
WRVZ-FM (Oldies)	2.3	2.9

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#161

Hagerstown, PA

	Fa '97	Sp '98
WAYZ-FM (Country)	13.5	9.8
WSRT-FM (Cl. Rock)	6.3	8.1
WIKZ-FM (Hot AC)	7.2	7.2
WWMD-FM (B/EZ)	6.0	6.6
WFRE-FM (Country)	6.0	5.2
WARX-FM (Oldies)	2.8	4.6
WCHA-FM (Country)	2.8	4.3
WQCM-FM (Rock)	2.8	4.0
WYII-FM (Country)	7.2	4.0
WJEJ-AM (AC)	4.4	2.9

#162

Portland, ME

	Fa '97	Sp '98
WBLM-FM (Rock)	10.7	9.8
WPOR-A/F (Country)	9.1	9.5
WJBQ-FM (CHR/Pop)	8.4	9.2
WMGX-FM (Hot AC)	8.7	8.3
WGAN-AM (News/Talk)	6.5	7.9
WLAM-A/F (Nostalgia)	5.1	6.7
WYNZ-FM (Oldies)	5.2	6.0
WCYI/WCYY (Altern)	7.8	5.4
WHOM-FM (AC)	4.5	4.4
WTHT-FM (Country)	3.2	3.5

#163

New London, CT

	Fa '97	Sp '98
WCTY-FM (Country)	10.5	11.3
WNLC-FM (Nostalgia)	6.3	7.7
WQGN-FM (CHR/Pop)	11.1	7.4
WTYD-FM (AC)	4.5	6.5
WWRX-FM (Cl. Rock)	6.6	5.5
WBMW-FM (AC)	4.8	5.2
WKSS-FM (CHR/Pop)	2.4	4.2
WVVE-FM (Oldies)	3.9	3.9
WICH-AM (Full Serv)	2.7	3.5
WTIC-AM (News/Talk)	1.5	2.9

#164

Binghamton, NY

	Fa '97	Sp '98
WMRV-FM (CHR/Pop)	14.6	18.4
WHWK-FM (Country)	22.0	13.3
WAAL-FM (Cl. Rock)	7.4	9.8
WMXW-FM (AC)	6.5	8.6
WNBF-AM (News/Talk)	8.4	8.6
WLTB-FM (AC)*	2.9	5.4
WYOS-FM (Oldies)	5.2	5.1
WKGB-FM (Rock)	2.9	3.8
WINR-AM (Nostalgia)	2.3	2.9
WBBI-FM (Country)	—	2.2
WENE-AM (Sports)	2.3	2.2
WKOP-AM (Nostalgia)	2.3	2.2

* Was WGRG-FM until March 17

#165

Tallahassee, FL

	Fa '97	Sp '98
WHBX-FM (Urban AC)	13.7	13.8
WJZT-FM (NAC/SJ)	6.3	7.8
WTNT-FM (Country)	6.3	7.8
WOKL-FM (Oldies)*	4.3	6.6
WXSR-FM (Alternative)	5.7	6.3
WAIB-FM (Country)	7.0	6.0
WBZE-FM (AC)	9.7	6.0
WGLF-FM (Rock)	4.7	5.6
WWFO-FM (Cl. Rock)	6.3	4.7
WWLD-FM (CHR/Pop)	4.7	4.4

* Was WSNL-FM until April

#166

Columbus, GA

	Fa '97	Sp '98
WFEX-FM (Urban)	17.2	16.5
WVRK-FM (Rock)	11.4	10.3
WCGQ-FM (Hot AC)	7.1	9.0
WKCN-FM (Country)	10.1	9.0
WGSY-FM (AC)	7.5	8.4
WAGH-FM (Urban AC)	11.7	7.7
WRCG-AM (News/Talk)	3.6	6.5
WMLF-AM (Nostalgia)	—	4.5
WEAM-AM (Gospel)	3.6	3.5
WZHT-FM (Urban)	—	3.2

#167

San Luis Obispo, CA

	Fa '97	Sp '98
KZOZ-FM (Rock)	9.2	9.5
KSLY-FM (CHR/Pop)*	7.1	7.4
KSTT-FM (AC)	7.1	6.1
KWWV-FM (CHR/Rhy)**	2.0	5.7
KKJL-AM (Nostalgia)	3.4	4.4
KIQO-FM (Oldies)	5.4	4.1
KKJG-FM (Country)	6.1	4.1
KPRL-AM (News/Talk)	3.4	3.7
KQJZ-FM (NAC/SJ)***	1.7	3.7
KVEC-AM (News)	3.1	3.4

* Was Alternative until January

** Was NAC/SJ until February

*** Was KIXT-FM (Country) until April

#168

Johnstown, PA

	Fa '97	Sp '98
WMTZ-FM (Country)	19.3	16.5
WKYE-FM (AC)	12.2	14.7
WGLU-FM (CHR/Pop)	9.2	7.5
WFGY-FM (Country)	4.4	6.6
WQKK-FM (Rock)	5.1	6.0
WSGY-FM (Country)	2.7	4.2
WSRA-FM (AC)	4.7	3.6
WDVE-FM (Rock)	4.1	3.3
WJAC-AM (Nostalgia)	3.4	3.0
WYSN-AM (Nostalgia)	1.7	2.4

#169

Ft. Smith, AR

	Fa '97	Sp '98
KTCS-A/F (Country)	16.6	15.0
KMAG-FM (Country)	17.7	13.8
KISR-FM (CHR/Pop)	11.3	12.7
KZBB-FM (Rock)	4.6	10.0
KOMS-FM (Country)	6.7	6.5
KEZA-FM (AC)	4.2	5.0
KWHN-AM (News/Talk)	3.9	4.6
KBBQ-FM (Oldies)	2.5	3.8
KLSZ-FM (Cl. Rock)	2.8	3.5
KFPW-AM (B/EZ)	1.8	3.1

#170

Anchorage, AK

	Fa '97	Sp '98
KGOT-FM (CHR/Pop)	12.8	10.8
KWHL-FM (Rock)	7.9	9.1
KBRJ-FM (Country)	6.2	8.1
KASH-FM (Country)	3.6	7.7
KBFX-FM (Cl. Rock)	9.5	7.1
KMXS-FM (Hot AC)	7.2	6.1
KEAG-FM (Oldies)	5.2	5.7
KYMG-FM (AC)	5.2	5.7
KENI-AM (News/Talk)	6.2	5.4
KASH/KLEF (Classical)*	4.6	4.4
KKRO-FM (Cl. Hits)	4.3	4.4

* KASH-AM began simulcasting KLEF-FM in January.

#171

Lincoln, NE

	Fa '97	Sp '98
KFRX-FM (CHR/Pop)	8.3	11.5
KFOR-AM (Full Serv)	10.7	11.1
KTGL-FM (Cl. Rock)	7.9	7.4
KIBZ-FM (Rock)	5.2	7.1
KLIN-AM (News/Talk)	5.9	5.7
KZKX-FM (Country)	9.3	5.7
KEZL-FM (AC)	3.1	5.4
KKUL-FM (Oldies)	5.2	4.7
KFGE-FM (Country)	4.8	3.7
KRKR-FM (Cl. Rock)*	1.4	3.7
KZFX-FM (Alternat)**	4.8	3.7

* Was KNET-FM (AC) until March

** Was KGDE-FM until April

#172

Kalamazoo, MI

	Fa '97	Sp '98
WKFR-FM (CHR/Pop)	10.1	10.6
WRKR-FM (Rock)	9.4	10.2
WBCT-FM (Country)	9.7	8.9
WQLR-FM (AC)	7.9	6.5
WKZO-AM (News/Talk)	6.4	6.1
WFAT-FM (AC)	8.2	5.8
WOOD-FM (AC)	3.4	4.1
WNWN-FM (Country)	3.0	3.8
WQXC-FM (Oldies)	2.6	3.4
WKMI-AM (News/Talk)	2.6	3.1

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#173

Lubbock, TX

	Fa '97	Sp '98
KLLL-A/F (Country)	15.9	18.1
KZII-FM (CHR/Pop)	17.2	17.5
KFMX-FM (Rock)	8.9	10.2
KKCL-FM (Oldies)	10.2	8.3
KMMX-FM (AC)	5.4	6.7
KCRM-FM (Hot AC)	3.8	5.4
KRBL-FM (Country)	3.8	5.1
KXTQ-FM (Span. Con.)	4.5	5.1
KEJS-FM (Tejano)	2.2	2.9
KLZK-FM (Cl. Rock)	2.9	2.5
KONE-FM (Country)	2.9	2.5

#174

Odessa, TX

	Fa '97	Sp '98
KCHX-FM (CHR/Pop)	12.1	15.4
KGEE-FM (Country)	11.7	10.6
KNFM-FM (Country)	8.6	9.3
KMCM-FM (Oldies)	3.8	7.1
KODM-FM (AC)	10.5	7.1
KKJW-FM (Country/O)	7.3	5.8
KCDQ-FM (Rock)	3.2	4.5
KMND-AM (News/Talk)	4.8	4.5
KMRK-FM (Span. Con.)	3.8	4.5
KQLM-FM (Span. Con.)	5.4	4.2

#175

Myrtle Beach, SC

	Fa '97	Sp '98
WJYR-FM (B/EZ)	7.1	8.7
WWXM-FM (CHR/Pop)	8.5	8.4
WDAI-FM (Urban)	10.2	7.0
WGTR-FM (Country)	6.1	7.0
WYAV-FM (Cl. Rock)	7.1	7.0
WSYN-FM (Oldies)	8.1	6.6
WWSK-FM (Alternative)	3.7	6.3
WRNN-FM (News/Talk)	4.4	5.2
WWWZ-FM (Urban)	2.7	3.5
WYAK-FM (Country)	8.1	3.1

#176

Asheville, NC

	Fa '97	Sp '98
WWNC-AM (Country)	13.8	13.7
WKSF-FM (Country)	15.8	10.5
WMIY-FM (AC)	5.5	9.7
WFBC-FM (CHR/Pop)	5.5	8.5
WMIT-FM (Religious)	5.5	5.6
WZLS-FM (Rock)*	9.5	5.6
WISE/WTZQ (Nostalgia)	4.7	3.6
WTPT-FM (Rock)	3.6	3.6
WESC-FM (Country)	2.8	2.0
WFGW-AM (Gospel)	1.2	1.6

* Was WZRQ-FM (Cl. Rock) until January 17

#176

Tupelo, MS

	Fa '97	Sp '98
WWZD-FM (Country)	14.5	15.9
WWKZ-FM (CHR/Pop)	17.0	14.0
WESE-FM (Urban)	9.8	10.5
WWMS-FM (Country)	6.2	7.0
WSYE-FM (AC)	5.4	5.8
WFTA-FM (AC)	4.3	3.9
WBIP-FM (Gospel)	4.7	2.7
WSMS-FM (Rock)	2.2	2.7
WACR-FM (Urban)	4.3	2.3
WSEL-FM (Religious)	2.2	2.3
WZLQ-FM (Country)	4.0	2.3

#178

Wilmington, NC

	Fa '97	Sp '98
WGNI-FM (AC)	7.5	11.3
WWQQ-FM (Country)	6.3	10.1
WMNX-FM (Urban)	8.3	7.8
WSFM-FM (Alternative)	6.7	7.8
WKOQ-FM (Oldies)	6.7	6.2
WRQR-FM (Rock)	8.7	5.4
WKXB-FM (Country)	4.4	4.7
WAAV-AM (News/Talk)	4.8	4.3
WAAV-FM (News/Talk)	3.2	4.3
WZFX-FM (Urban)	3.2	4.3

#179

Waterbury, CT

	Fa '97	Sp '98
WWYZ-FM (Country)	12.0	11.9
WKSS-FM (CHR/Pop)	10.7	9.3
WWCO-AM (Nostalgia)	3.3	7.1
WDRC-FM (Oldies)	5.7	6.7
WEZN-FM (AC)	4.7	6.7
WATR-AM (News/Talk)	4.7	5.4
WMRQ-FM (Alternative)	4.7	5.4
WRCH-FM (AC)	4.7	5.4
WTIC-AM (News/Talk)	7.0	4.2
WKCI-FM (CHR/Pop)	2.0	3.5
WZMX-FM (Oldies)	4.3	3.5

#180

Topeka, KS

	Fa '97	Sp '98
WIBW-FM (Country)	18.9	18.8
KMAJ-FM (AC)	12.4	11.7
KDVV-FM (Rock)	4.5	8.6
KLZR-FM (Alternative)	6.5	5.1
KTPK-FM (Country)	7.8	4.7
KPRS-FM (Urban)	2.4	4.3
KQTP-FM (Oldies)	4.1	4.3
WIBW-AM (News/Talk)	5.8	4.3
KQRC-FM (Rock)	2.7	3.5
KTOP-AM (Nostalgia)	4.1	3.5

#181

Dothan, AL

	Fa '97	Sp '98
WDJR-FM (Country)	16.9	14.1
WKMX-FM (CHR/Pop)	8.1	10.3
WTVY-FM (Country)	9.9	9.9
WJN-FM (Urban)	5.5	7.2
WZHT-FM (Urban)	5.5	7.2
WESP-FM (Cl. Rock)	6.3	5.7
WOOF-FM (AC)	9.9	5.3
WRJM-FM (AC)	4.4	4.9
WYYX-FM (Rock)	2.6	3.0
WGZS/WIZB (Religious)	1.8	2.7

#182

Green Bay, WI

	Fa '97	Sp '98
WIXX-FM (CHR/Pop)	16.7	13.3
WNCY-FM (Country)	5.7	9.5
WAPL-FM (Rock)	10.7	8.5
WQGB-FM (Oldies)	5.3	8.5
WKSZ-FM (CHR/Pop)	5.0	5.8
WGEE-AM (News/Talk)	4.0	4.8
WJLW-FM (Country)	3.0	4.8
WQLH-FM (CHR/Pop)	5.3	4.1
WNAM-AM (Nostalgia)	3.3	3.7
WNFL-AM (News/Talk)	6.3	3.7

#182

Morgantown, WV

	Fa '97	Sp '98
WKKW-FM (Country)	21.3	18.2
WVAQ-FM (CHR/Pop)	14.8	15.2
WAJR-AM (Country)	7.0	6.9
WCLG-FM (Rock)	6.1	6.5
WFBY-FM (Cl. Rock)	6.5	5.2
WDCI-FM (AC)	3.5	4.3
WCLG-AM (Oldies)	1.3	3.9
WQBG-FM (Oldies)	3.0	3.5
WMQC-FM (AC)	3.0	3.0
WTUS-FM (Country)	3.9	3.0

#184

Cape Cod, MA

	Fa '97	Sp '98
WQRC-FM (AC)	10.9	11.8
WCIB-FM (Cl. Rock)	7.6	9.8
WOCN-FM (Nostalgia)	8.9	8.2
WXTK-FM (News/Talk)	8.6	7.5
WFCC-FM (Classical)	7.6	6.6
WRZE-FM (CHR/Pop)	5.3	6.2
WKPE-FM (Rock)	5.9	4.9
WCOD-FM (AC)	5.3	4.6
WPXC-FM (Rock)	3.9	3.9
WCTK-FM (Country)	3.3	3.0

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#185

Yakima, WA

	Fa '97	Sp '98
KFFM-FM (CHR/Pop)	13.6	16.8
KXDD-FM (Country)	17.4	13.7
KIT-AM (News/Talk)	11.0	11.6
KATS-FM (Rock)	6.4	10.5
KRSE-FM (AC)	7.2	5.6
KHHK-FM (Cl. Hits)	4.9	4.6
KZTA/KZTB (Reg. Mex.)	7.6	3.5
KMWX-AM (Oldies)	2.3	2.8
KQSN-FM (AC)	2.7	2.8
KREW-AM (Nostalgia)	2.3	2.1
KYXE-AM (Spanish N/T)	1.1	2.1

#186

Terre Haute, IN

	Fa '97	Sp '98
WTHI-FM (Country)	21.6	21.1
WZZQ-FM (Rock)	11.6	12.7
WMGI-FM (CHR/Pop)	11.6	12.4
WSDM-FM (Oldies)	7.5	6.4
WLEZ-FM (B/EZ)	6.7	4.4
WWVR-FM (Religious)	3.0	4.4
WCBH-FM (Hot AC)	4.1	3.6
WACF-FM (Country)	2.2	3.2
WTHI-AM (News/Talk)	2.6	2.4
WAXI-FM (Nostalgia)	1.5	2.0
WTHC-FM (Country)	2.6	2.0

#187

Santa Barbara, CA

	Fa '97	Sp '98
KSBL-FM (AC)	9.0	10.2
KQSB-AM (News/Talk)	4.3	8.4
KRUZ-FM (Hot AC)	7.4	7.3
KTYD-FM (Adult Alt)*	5.9	6.2
KMGQ-FM (NAC/SJ)	7.0	5.5
KCAQ-FM (CHR/Rhy)	5.5	5.1
KZBN-AM (Nostalgia)	6.6	5.1
KIST-AM (Oldies)	2.0	4.4
KBKO-AM (Spanish N/T)	2.7	4.0
KDB-FM (Classical)	4.3	4.0
KSPE-FM (Spanish Con.)	4.3	4.0

#188

Amarillo, TX

	Fa '97	Sp '98
KGNC-FM (Country)	11.9	13.3
KQIZ-FM (CHR/Pop)	11.6	11.6
KGNC-AM (News/Talk)	7.1	9.1
KBUY-FM (Country)*	7.5	8.1
KZRK-FM (Rock)	5.2	8.1
KARX-FM (Cl. Rock)	8.2	6.0
KAEZ-FM (AC)	5.0	5.6
KMML-FM (Country)	6.3	5.6
KPUR-FM (Oldies)	4.5	4.2
KATP-FM (Country)	2.2	3.5

* Switched to Rock on August 7

#189

Chico, CA

	Fa '97	Sp '98
KALF-FM (Country)	8.0	8.8
KLRS-FM (Hot AC)	5.0	7.9
KPAY-AM (News/Talk)	8.4	7.1
KPPL-FM (AC)	7.6	6.7
KRQR-FM (Rock)	6.3	6.7
KMXI-FM (AC)	4.6	4.6
KFBK-AM (News/Talk)	4.6	3.8
KHSL-FM (Country)	6.3	3.3
KJAZ-AM (Big Band)	2.9	3.3
KFMF-FM (Rock)	4.2	2.9

#190

Springfield, IL

	Fa '97	Sp '98
WDBR-FM (CHR/Pop)	10.4	13.5
WNNS-FM (AC)	9.7	10.4
WQLZ-FM (Rock)	9.7	10.4
WFMB-FM (Country)	11.5	8.5
WTAX-FM (News/Talk)	7.1	8.5
WMAY-AM (News/Talk)	6.3	6.5
WQQL-FM (Oldies)	7.8	6.2
WYMG-FM (Cl. Rock)	7.4	6.2
WYCY-FM (Country)	5.9	5.8
WCVS-FM (Cl. Hits)	1.5	5.0

#191

Danbury, CT

	Fa '97	Sp '98
WDAQ-FM (AC)	13.9	9.2
WEZN-FM (AC)	7.7	7.7
WRKI-FM (Rock)	7.3	7.7
WLAD-AM (Full Serv)	8.1	6.5
WFAN-AM (Sports)	5.5	3.8
WEBE-FM (AC)	3.3	3.4
WWYZ-FM (Country)	2.2	3.1
WCBS-AM (News)	4.4	2.7
WKSS-FM (CHR/Pop)	1.1	2.7
WABC-AM (Talk)	1.8	2.3
WAXB-FM (Oldies)	2.9	2.3
WMRQ-FM (Alternative)	1.5	2.3
WPLJ-FM (Hot AC)	.4	2.3

#192

Waco, TX

	Fa '97	Sp '98
WACO-FM (Country)	13.6	21.4
KWTX-FM (News/Talk)	12.3	15.8
KKDA-FM (Urban)	10.1	9.0
KCKR-FM (Country)	5.3	6.8
KBRQ-FM (Cl. Rock)	7.9	6.4
KWOW-FM (Oldies)	4.8	5.6
WBAP-AM (News/Talk)	5.3	3.0
KBCT-FM (NAC/SJ)	3.1	2.1
KDXX-FM (Spanish AC)*	3.1	1.7
KRZI-AM (News/Talk)	2.6	1.7
KZPS-FM (Cl. Rock)	2.2	1.7

* KDXX-FM was KICI-FM until January

#193

Merced, CA

	Fa '97	Sp '98
KHTN-FM (CHR/Pop)	10.0	12.7
KUBB-FM (Country)	7.3	6.7
KLOQ-FM (Reg. Mex.)	2.7	6.0
KHOP-FM (Rock)	5.4	5.6
KABX-FM (Oldies)	6.9	4.9
KOSO-FM (Hot AC)	3.5	4.9
KSKS-FM (Country)	2.3	3.7
KMJ-AM (News/Talk)	2.3	3.0
KATM-FM (Country)	3.1	2.6
KIBG-FM (AC)	3.8	2.6
KVRQ-FM (Cl. Rock)	3.8	2.6
KYOS-AM (News/Talk)	4.6	2.6

#194

Manchester, NH

	Fa '97	Sp '98
WZID-FM (AC)	17.9	22.3
WGIR-FM (Rock)	9.2	9.6
WOKQ-FM (Country)	7.3	6.4
WFEA-AM (Nostalgia)	5.0	5.0
WAAF-FM (Rock)	5.3	3.9
WGIR-AM (News/Talk)	4.6	3.9
WJMN-FM (CHR/Rhy)	3.4	3.9
WOLL-FM (Oldies)	3.4	3.5
WBCN-FM (Alternative)	3.4	2.5
WBZ-AM (News/Talk)	2.7	2.5
WEGQ-FM (Oldies)	1.9	2.5

#195

NW Michigan

	Fa '97	Sp '98
WTCM-FM (Country)	17.8	14.7
WKLT/WKLZ (Rock)	11.0	10.9
WTCM-AM (News/Talk)	8.3	8.9
WKPK-FM (CHR/Pop)	7.2	7.0
WGFMM/WGFN (Cl. Rock)	4.5	6.6
WCCW-FM (Oldies)	4.5	5.8
WKHQ-FM (CHR/Pop)	6.1	5.8
WLDR-FM (AC)	3.6	4.7
WLXT/WLXV (AC)	2.3	4.3
WJZJ-FM (NAC/SJ)	1.5	3.5
WMKC-FM (Country)	7.2	3.5

#196

Santa Maria, CA

	Fa '97	Sp '98
KUHL-AM (News/Talk)	4.6	8.1
KWWV-FM (CHR/Rhy)*	.8	8.1
KRUZ-FM (Hot AC)	6.2	7.3
KSNI-FM (Country)	7.5	6.5
KXFM-FM (Oldies)	8.3	6.2
KBOX-FM (AC)	6.2	5.4
KSLY-FM (CHR/Pop)**	2.1	4.6
KHTY-FM (Alternative)	3.7	4.2
KRQK-FM (Reg. Mex.)	6.2	3.8
KSMA-AM (News/Talk)	5.8	3.8

* Was NAC/SJ until February

** Was Alternative until January

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#197

Elmira, NY

	Fa '97	Sp '98
WNKI-FM (CHR/Pop)	13.2	13.1
WCKR-FM (Country)	2.1	10.7
WLVI-FM (CHR/Pop)	11.5	8.4
WVIN-FM (Oldies)	4.3	7.0
WOKN-FM (Country)	5.1	6.5
WPGI-FM (Country)	6.8	4.2
WCBA-FM (AC)	2.6	3.3
WENY-FM (News/Talk)	5.5	3.3
WGMM-FM (Oldies)	3.8	2.8
WKPQ-FM (Adult Alt.)	5.1	2.8

#198

Florence, SC

	Fa '97	Sp '98
WYNN-AM (Gospel)	11.3	13.0
WYNN-FM (Urban)	12.6	12.5
WJMX-FM (CHR/Pop)	11.7	11.1
WHLZ-FM (Country)	4.0	6.9
WDAR-FM (Country)	5.3	5.1
WSQN-FM (AC)	5.7	5.1
WEGX-FM (Country)	5.7	4.6
WJMX-AM (News/Talk)	2.4	3.7
WDDM-FM (Urban)	5.3	3.7
WHSC-FM (Oldies)	1.2	2.8
WMXT-FM (Hot AC)	3.2	2.8

#199

Cedar Rapids, IA

	Fa '97	Sp '98
KHAK-FM (Country)	13.1	13.3
WMT-AM (News/Talk)	14.0	13.3
KDAT-FM (AC)	11.3	11.2
WMT-FM (Hot AC)	12.6	11.2
KFMW-FM (Rock)	5.9	7.9
KKRQ-FM (Cl. Rock)	8.1	7.5
KMRY-AM (Nostalgia)	3.2	4.6
KXXM-FM (Country)*	4.5	4.6
KOKZ-FM (CHR/Pop)	3.6	4.1
KRNA-FM (Rock)	6.8	4.1

* Became CHR/Pop on June 5; changed calls to KZIA-FM on June 12

#200

Alexandria, LA

	Fa '97	Sp '98
KBCE-FM (Urban)	16.8	17.5
KRRV-FM (Country)	13.3	13.5
KQID-FM (CHR/Pop)	11.1	9.4
KZMZ-FM (Cl. Rock)	7.5	7.2
KKST-FM (AC)	6.2	6.3
KLAA-FM (Country)	8.0	5.8
KEZP-FM (Oldies)	5.8	5.4
KAPB-FM (Country)	2.7	4.5
KLBG-AM (Gospel)	4.4	4.5
KLIL-FM (Oldies)	1.3	3.1

#200

Frederick, MD

	Fa '97	Sp '98
WFRE-FM (Country)	12.1	14.2
WWVZ/WZZZ (CHR/Pop)	6.7	8.5
WAFY-FM (AC)	7.1	8.5
WWDC-FM (Rock)	6.7	5.3
WBIG-FM (Oldies)	4.6	4.5
WWMD-FM (B/EZ)	2.1	4.5
WARW-FM (Cl. Rock)	4.6	3.3
WFMD-AM (News/Talk)	4.6	3.3
WIYY-FM (Rock)	2.9	3.3
WARX-FM (Oldies)	2.5	2.8
WRQX-FM (Hot AC)	1.7	2.8

#202

Tri-Cities, WA

	Fa '97	Sp '98
KEYW-FM (Hot AC)	6.2	8.8
KIOK-FM (Country)	5.7	7.9
KONA-FM (AC)	7.6	7.9
KONA-AM (News/Talk)	8.5	7.0
KXRX-FM (Rock)	8.5	7.0
KZHR-FM (Hot AC)	6.2	5.7
KNLT-FM (Oldies)	2.8	5.3
KORD-FM (Country)	7.6	5.3
KUJ-FM (CHR/Pop)	3.3	5.3
KEGX-FM (Cl. Rock)	5.2	4.8

#203

Lake Charles, LA

	Fa '97	Sp '98
KYKZ-FM (Country)	26.8	25.8
KZWA-FM (Urban)	11.2	10.7
KBIU-FM (AC)	7.3	9.9
KHLA-FM (AC)	7.8	9.4
KKGB-FM (Rock)	8.3	8.6
KXZZ-AM (Urban AC)	7.3	7.7
KQXY-FM (CHR/Pop)	2.9	4.7
KAJN-FM (Religious)	3.4	2.1
KAOK-AM (News/Talk)	1.5	2.1
KIOC-FM (Rock)	2.0	1.7

#204

Medford, OR

	Fa '97	Sp '98
KZZE-FM (Rock)	8.3	11.4
KRWQ-FM (Country)	13.0	10.0
KMED-AM (B/EZ)	6.5	8.1
KTMT-FM (CHR/Pop)	9.3	8.1
KAKT-FM (Country)	6.0	6.6
KCMX-FM (AC)	8.3	6.6
KBOY-FM (Cl. Rock)	5.6	5.2
KCMX-AM (News/Talk)	5.1	5.2
KKJJ-FM (AC)	2.3	4.7
KCNA-FM (Oldies)	4.6	4.3

#205

Laurel, MS

	Fa '97	Sp '98
WNSL-FM (CHR/Pop)	13.2	15.7
WBBN-FM (Country)	20.0	12.4
WJKX-FM (Urban)	8.9	9.0
WXRR-FM (Cl. Rock)	7.9	8.6
WHER-FM (Country)	6.3	8.1
WJMG-FM (Urban)	9.5	7.1
WMFM-FM (AC)	2.6	4.3
WZKX-FM (Country)	4.2	3.8
WEEZ-FM (Religious)	4.2	3.3
WORV-AM (Gospel)	2.1	1.9

#206

Champaign, IL

	Fa '97	Sp '98
WIXY-FM (Country)	18.5	17.4
WDWS-AM (News/Talk)	9.7	9.4
WLRW-FM (Hot AC)	9.2	8.0
WHMS-FM (AC)	7.2	6.6
WKIO-FM (Oldies)	7.2	6.1
WQQB-FM (CHR/Pop)	5.6	5.6
WGKC-FM (Cl. Rock)	3.6	4.7
WPGU-FM (Alternative)	7.2	4.7
WBCP-AM (Urban)	2.6	4.2
WZNF-FM (Rock)	3.1	4.2

#207

Laredo, TX

	Fa '97	Sp '98
KNEX-FM (Span. Con.)	21.3	20.1
KRRG-FM (CHR/Pop)	15.2	16.7
KJBZ-FM (Tejano)	13.0	16.3
KBDR-FM (Cl. Rock)	7.4	10.9
KOYE-FM (Country)	9.6	7.9
KDOS-AM (Mariachi)	4.3	4.6
XNOE-FM (Spanish FS)	7.0	3.3
XTLN-FM (Reg. Mex.)	2.2	2.5
XNLO-FM (Spanish AC)	2.6	1.3
XHBK-FM (Reg. Mex.)	1.3	.8
XHMW-FM (Spanish AC)	.9	.8

#208

Fargo, ND

	Fa '97	Sp '98
KFGO-AM (News/Talk)	15.2	15.6
KLTA-FM (AC)	10.7	9.7
KPFX-FM (Cl. Rock)	8.2	9.7
KVOX-FM (Country)	11.1	9.7
KFGO-FM (Country)	8.2	9.3
WDAY-FM (CHR/Pop)	9.5	8.0
KQWB-FM (Rock)	7.4	6.8
WDAY-AM (News/Talk)	6.2	6.8
KPHT-FM (AC)	2.5	3.8
KFGX-FM (Rock)	2.5	3.4

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#209

Marion, IL

	Fa '97	Sp '98
WDDD-FM (Country)	17.7	14.8
WCIL-FM (CHR/Pop)	8.6	12.6
WOOZ-FM (Country)	14.5	9.8
WTAO-FM (Rock)	8.1	8.7
KGMO-FM (Cl. Hits)	4.3	7.1
WXLT-FM (AC)	3.8	6.0
WVZA-FM (Hot AC)	2.2	3.8
WFRX-AM (Nostalgia)	2.2	2.7
WJPF-AM (News/Talk)	2.2	2.7
KMOX-AM (Talk)	.5	2.2

#210

Ft. Walton Beach, FL

	Fa '97	Sp '98
WKSM-FM (Rock)	8.0	14.0
WMXZ-FM (CHR/Pop)	5.2	10.1
WZNS-FM (CHR/Rhy)	8.5	9.2
WYZZ-FM (Country)	10.3	7.7
WNCV-FM (AC)	11.3	6.8
WWAV-FM (AC)	3.3	5.8
WFAV-AM (Nostalgia)	.9	3.9
WFTW-AM (News/Talk)	3.8	3.9
WTKX-FM (Rock)	3.8	3.9
WMMK-FM (Country)	2.3	3.4

#211

Sioux Falls, SD

	Fa '97	Sp '98
KKLS-FM (CHR/Pop)*	3.4	12.0
KELO-FM (AC)	10.8	10.7
KRRO-FM (Rock)	9.9	8.9
KELO-AM (Oldies)	7.3	8.0
KYBB-FM (Cl. Hits)	6.5	7.6
KTWB-FM (Country)	6.5	7.1
KMXC-FM (Hot AC)	15.1	6.7
KIKN-FM (Country)	5.6	5.3
KXRB-AM (Country)	6.0	4.9
KSOO-AM (News/Talk)	3.4	4.4
KWSN-AM (News/Talk)	4.3	4.4

#212

Blacksburg, VA

	Fa '97	Sp '98
WNRV/WPSK (Country)	13.1	16.5
WXLK-FM (CHR/Pop)	12.6	15.5
WSLQ-FM (AC)	12.6	12.9
WROV-FM (Rock)	7.7	10.8
WVMJ-FM (AC)	7.7	5.2
WPVR-FM (Cl. Rock)	5.5	4.6
WBNK-FM (Cl. Rock)	2.7	3.1
WRIQ-FM (Country)	5.5	2.6
WBLB-AM (Religious)	3.3	1.5
WBRF-FM (Country)	1.6	1.5
WFNR-AM (News/Talk)	1.1	1.5

#213

Redding, CA

	Fa '97	Sp '98
KQMS-AM (News/Talk)	9.3	12.2
KNNN-FM (AC)	10.3	11.2
KNCQ-FM (Country)	11.3	10.7
KLXR-AM (Nostalgia)	4.9	10.2
KEWB-FM (Country)	7.8	8.3
KRRX-FM (Rock)	10.3	5.9
KRDG-FM (Oldies)	5.9	5.4
KSHA-FM (AC)	5.4	5.4
KRQR-FM (Rock)	4.4	4.9
KEGR-FM (Cl. Rock)	4.4	3.9

#214

St. Cloud, MN

	Fa '97	Sp '98
WWJO-FM (Country)	13.2	11.0
KCLD-FM (CHR/Pop)	8.6	10.5
KZPK-FM (Country)	7.7	8.0
WHMH-FM (Rock)	7.3	8.0
KASM-AM (Country)	4.5	5.9
KKSR-FM (AC)	4.1	5.1
KLZZ-FM (Rock)	3.6	5.1
KQRS-FM (Adult Alt)*	4.1	5.1
WJON-AM (News/Talk)	6.8	5.1
WCCO-AM (Full Serv)	5.0	4.6

* Was Rock until March

#215

Tuscaloosa, AL

	Fa '97	Sp '98
WTXT-FM (Country)	13.7	12.3
WZBQ-FM (CHR/Pop)	6.3	11.3
WBHJ-FM (CHR/Rhy)	9.3	9.9
WTUG-FM (Urban)	6.3	8.5
WRTR-FM (Cl. Rock)	4.9	8.0
WTSK-AM (Urban/O)	4.9	7.1
WLXY-FM (Cl. Hits)	5.9	5.2
WOWC-FM (Country)	3.9	3.3
WTBC-AM (News/Talk)*	1.5	3.3
WTID-FM (AC)	2.4	2.8

* Was WTNW-AM until January

#216

Duluth, MN

	Fa '97	Sp '98
KKCB-FM (Country)	11.6	12.4
KDAL-AM (News/Talk)	10.2	12.0
KLDJ-FM (Oldies)	8.3	8.3
KDAL-FM (AC)	8.8	7.8
KQDS-FM (Rock)	8.3	7.4
KTCC-FM (Country)	4.2	6.9
WWAX-FM (Hot AC)	5.1	6.9
KRBR-FM (Alternative)	5.1	5.5
WEBC-AM (News/Talk)	7.9	5.5
KUSZ-FM (Cl. Rock)	2.8	4.1

#217

Dubuque, IA

	Fa '97	Sp '98
KLYV-FM (CHR/Pop)	10.6	12.8
KATF-FM (AC)	11.5	11.1
WJOD-FM (Country)	10.6	8.6
KDTH-AM (News/Talk)	9.7	8.2
KGRR-FM (Cl. Rock)	4.8	7.4
WGLR-A/F (Country)	4.0	7.0
KIKR-FM (Country)	4.8	5.8
KXGE-FM (Cl. Rock)	4.8	4.9
KDST-FM (Country)	1.8	2.9
WDBQ-AM (Oldies)	4.0	2.9

#218

Wheeling, WV

	Fa '97	Sp '98
WOVK-FM (Country)	18.6	20.6
WKWK-FM (AC)	9.0	11.6
WEGW-FM (Rock)	8.5	11.1
WOMP-FM (Hot AC)	13.0	11.1
WWVA-AM (Country)	6.2	6.9
WOMP-AM (News/Talk)	4.5	5.8
WEEL-FM (Oldies)	5.1	5.3
WBBD-AM (Nostalgia)	6.2	4.8
WRKY-FM (Country)	5.1	4.8
WZNW-FM (Hot AC)	4.5	4.2

#219

Winchester, VA

	Fa '97	Sp '98
WUSQ-FM (Country)	20.3	17.7
WINC-FM (Hot AC)	12.9	16.0
WFTR-FM (Country)	3.7	4.6
WKYS-FM (Urban)	1.8	4.0
WSIG-FM (Country)	3.7	4.0
WARW-FM (Cl. Rock)	3.2	3.4
WAZR-FM (Nostalgia)	5.5	3.4
WFQX-FM (CHR/Pop)	3.7	3.4
WJFK-FM (Talk)	1.4	2.9
WMZQ-FM (Country)	2.8	2.9
WQPO-FM (Hot AC)	1.8	2.9

#220

Parkersburg, WV

	Fa '97	Sp '98
WNUS-FM (Country)	15.5	17.8
WXIL-FM (Hot AC)	10.3	12.4
WDMX-FM (Oldies)	9.8	10.1
WRZZ-FM (Rock)	12.1	10.1
WXKX-FM (Country)	9.8	9.5
WURN-FM (AC)	5.7	7.7
WADC-AM (Oldies)	3.4	5.3
WHCM-FM (Country)	6.9	4.7
WLTP-AM (News/Talk)	2.3	1.8
WRRR-FM (AC)	.6	1.8

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#221

Lima, OH

	Fa '97	Sp '98
WIMT-FM (Country)	17.0	19.8
WIMA-AM (News/Talk)	8.2	9.6
WBYS-FM (Rock)	8.8	8.6
WBUK-FM (Oldies)	9.3	7.0
WFGF-FM (Country)*	2.7	7.0
WZOQ-FM (CHR/Pop)	12.1	7.0
WLJM-AM (Urban)	4.9	4.8
WMLX-FM (AC)	—	3.7
WAJC-FM (AC)	4.9	2.7
WLW-AM (Full Serv)	1.6	2.1

* Was WYRX-FM (Rock) until March 21

#222

Burlington, VT

	Fa '97	Sp '98
WOKO-FM (Country)	15.8	16.2
WCPV-FM (Cl. Rock)	8.4	14.7
WXXX-FM (CHR/Pop)	7.4	9.3
WEZF-FM (AC)	8.4	7.8
WIZN-FM (Cl. Rock)	11.3	6.9
WBTZ-FM (Alternative)	6.9	4.4
WJOY-AM (Nostalgia)	4.4	4.4
WKDR-AM (News/Talk)	3.4	3.9
WKOL-FM (Oldies)	5.9	3.9
WNCS-FM (Adult Alt.)	3.4	3.4

#223

Charlottesville, VA

	Fa '97	Sp '98
WCYK-FM (Country)	12.7	12.8
WINA-AM (News/Talk)	10.9	9.6
WWWV-FM (Rock)	7.9	8.3
WUMX-FM (AC)	3.0	7.1
WUVA-FM (Urban AC)	8.5	7.1
WKAV-AM (Nostalgia)	4.2	5.1
WQMZ-FM (Hot AC)	6.7	5.1
WVAO-FM (Oldies)	3.6	3.2
WVSY-FM (AC)	3.6	3.2
WKJS-FM (Urban AC)*	.6	1.9

* Was WVGO-FM (Oldies) until February

#224

Abilene, TX

	Fa '97	Sp '98
KEAN-FM (Country)	20.4	28.0
KCDD-FM (CHR/Pop)	11.5	14.5
KEYJ-FM (Rock)	8.9	8.2
KULL-FM (Oldies)*	—	8.2
KBCY-FM (Country)	5.8	5.3
KORQ-FM (AC)	4.7	4.8
KKHR-FM (Tejano)	4.2	3.9
KFQX-FM (Hot AC)	3.1	3.4
KHXS-FM (News/Talk)	9.4	2.9
KMPC-AM (B/EZ)	2.6	1.4

* Was KROW-FM (Cl. Hits) until May 8

#225

Joplin, MO

	Fa '97	Sp '98
KSYN-FM (CHR/Pop)	16.6	15.6
KIXQ-FM (Country)	12.8	10.0
KXDG-FM (Cl. Rock)	10.7	8.1
KKOW-FM (Country)	5.9	7.5
KJMK-FM (AC)	5.3	6.9
KMXL-FM (AC)	5.3	4.4
KQYX-AM (News/Talk)	3.2	4.4
KMOQ-FM (Oldies)	3.7	2.5
KWAS-AM (Nostalgia)	2.7	2.5
KKLL-AM (Religious)	—	1.9
KKOW-AM (Country)	2.7	1.9
KWXD-FM (Oldies)	.5	1.9

#226

Panama City, FL

	Fa '97	Sp '98
WILN-FM (CHR/Pop)	12.4	15.3
WPAP-FM (Country)	15.9	12.9
WFSY-FM (AC)	12.9	12.4
WRBA-FM (Cl. Rock)	6.5	8.2
WPBH-FM (Oldies)	4.7	5.9
WDIZ-AM (Nostalgia)	1.2	5.3
WYOO-FM (News/Talk)	4.1	5.3
WYYX-FM (Rock)	3.5	5.3
WMXP-FM (CHR/Pop)	2.4	4.1
WLTG-AM (News/Talk)	1.2	3.5
WSHF-FM (Alternative)	1.2	3.5

#227

Waterloo, IA

	Fa '97	Sp '98
KKCV-FM (Country)	16.3	15.8
KCVM-FM (Hot AC)	6.4	9.8
KFMW-FM (Rock)	9.3	9.8
KOKZ-FM (Oldies)	11.6	9.8
KCRR-FM (Cl. Rock)	5.8	8.2
KOEL-FM (Country)	12.2	8.2
KWLO-AM (Nostalgia)	4.7	6.0
WHO-AM (News/Talk)	2.9	3.3
WMT-AM (News/Talk)	2.9	3.3
KXEL-AM (News/Talk)	2.9	2.7

#228

Bloomington, IL

	Fa '97	Sp '98
WBWN-FM (Country)	17.0	17.1
WJBC-AM (News/Talk)	20.1	15.9
WBNQ-FM (CHR/Pop)	15.7	15.3
WIHN-FM (Rock)	5.7	6.5
WWCT-FM (Rock)	3.8	6.5
WGLO-FM (Rock)	2.5	3.5
WLS-AM (Talk)	2.5	3.5
WPBG-FM (Oldies)	4.4	3.5
WGN-AM (News/Talk)	1.3	1.8
WSNI-FM (AC)*	—	1.8
WSWT-FM (AC)	1.9	1.8

* Was WAPU-FM until April 17

#229

Monroe, LA

	Fa '97	Sp '98
KJLO-FM (Country)	11.7	16.2
KRVV-FM (Urban)	14.7	13.9
KYEA-FM (Urban)	12.3	11.0
KLIP-FM (Cl. Hits)	6.1	9.2
KMYF-FM (Country)	5.5	7.5
KLMB-FM (Urban AC)	6.7	6.9
KNOE-FM (CHR/Pop)	7.4	5.8
KCTO-FM (Cl. Rock)	1.6	3.5
KMLB-AM (News/Talk)	3.7	2.9
KXKZ-FM (Country)	3.1	2.9

#230

Lafayette, IN

	Fa '97	Sp '98
WKOA-FM (Country)	18.1	18.2
WKHY-FM (Rock)	10.7	11.7
WGBD-FM (Alternative)	9.4	11.0
WGLM-FM (AC)	8.1	9.7
WASK-A/F (Oldies)	10.1	9.1
WAZY-FM (Hot AC)	10.1	7.8
WFBQ-FM (Cl. Rock)	2.7	3.9
WEZV-FM (B/EZ)	4.7	3.2
WNJY-FM (Oldies)	3.4	2.6
WAZY-AM (News/Talk)*	.7	1.9

* Was WCFY-AM (Religious) until April 2

#231

Eau Claire, WI

	Fa '97	Sp '98
WAXX-FM (Country)	20.2	14.4
WQRB-FM (Country)	10.1	13.4
WIAL-FM (CHR/Pop)	11.7	12.9
WBIZ-FM (Sports)	6.4	6.7
WMEQ-FM (Cl. Rock)	4.3	6.7
WATQ-FM (Country/O)	5.9	5.7
WECL-FM (Oldies)	6.9	5.2
WISM-FM (Rock)	4.8	4.6
WCFW-FM (AC)	3.2	4.1
WEAQ-AM (Nostalgia)	3.2	3.6

#232

Battle Creek, MI

	Fa '97	Sp '98
WNWN-FM (Country)	14.7	14.8
WKFR-FM (CHR/Pop)	15.3	13.8
WBCK-AM (News/Talk)	11.0	8.5
WBXX-FM (AC)	3.1	7.4
WRKR-FM (Rock)	5.5	6.9
WJXQ-FM (Rock)	4.3	4.8
WRCC-AM (Nostalgia)	3.1	4.8
WWKN-FM (Oldies)	8.0	4.8
WJIM-FM (Oldies)	1.2	3.2
WQLR-FM (AC)	2.5	2.6

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#233

Santa Fe, NM

	Fa '97	Sp '98
KLSK-FM (Cl. Rock)	4.1	6.1
KPEK-FM (Hot AC)	3.1	6.1
KRST-FM (Country)	7.2	6.1
KKOB-AM (News/Talk)	5.1	5.6
KHFM-FM (Classical)	5.6	5.1
KTRC-AM (Nostalgia)	2.1	5.1
KBAC-FM (Adult Alt)	3.1	4.1
KKOB-FM (Hot AC)	2.1	4.1
KZRR-FM (Rock)	3.1	4.1
KABG-FM (Oldies)	1.5	3.6
KKSS-FM (CHR/Rhy)	6.7	3.6

#234

Sussex, NJ

	Sp '97	Sp '98
WNNJ-FM (Hot AC)	13.0	10.6
WSUS-FM (AC)	14.5	10.6
WABC-AM (Talk)	8.5	6.7
WPLJ-FM (Hot AC)	4.0	6.1
WXRK-FM (Alternative)	4.5	6.1
WHCY-FM (Country)	4.5	5.6
WCBS-FM (Oldies)	3.0	5.0
WHTZ-FM (CHR/Pop)	3.5	4.4
WFAN-AM (Sports)	1.5	3.9
WLTW-FM (AC)	3.5	3.3
WNEW-FM (Rock)	2.5	3.3

Note: Was not rated during Fall '97 period

#235

State College, PA

	Fa '97	Sp '98
WZWW-FM (AC)	19.9	14.1
WFGI/WFGY (Country)	15.4	13.5
WBHV-FM (CHR/Pop)	10.9	10.0
WQWK-FM (Rock)	9.6	9.5
WBUS-FM (Cl. Hits)	—	8.8
WGMR-FM (Alternative)	5.8	8.2
WBLF/WRSC (News/Talk)	8.3	4.7
WMAJ-AM (News/Talk)	3.2	4.7
WIKN-FM (Hot AC)	1.3	1.2
WPHB-AM (Country)	—	1.2

#236

Wichita Falls, TX

	Fa '97	Sp '98
KLUR-FM (Country)	16.4	20.5
KNIN-FM (CHR/Pop)	16.4	15.9
KWFS-FM (Country)	16.4	13.9
KYYI-FM (Country)	4.3	12.6
KTLT-FM (AC)	9.3	8.6
WBAP-AM (News/Talk)	3.6	4.6
KQXC-FM (Hot AC)	7.9	2.6
KAAM-AM (MOR)	—	2.0
KVRW-FM (Oldies)	4.3	2.0
KLIF-AM (News/Talk)	2.1	1.3
KWFS-AM (Country)	.7	1.3

#237

Bryan, TX

	Fa '97	Sp '98
KKYS-FM (Hot AC)	13.3	18.3
KORA-FM (Country)	15.4	11.1
KHRN-FM (Urban)	7.0	8.5
WTAW-FM (News/Talk)	5.6	8.5
KTAM-AM (Nostalgia)	2.8	5.9
KTSR-FM (Rock)	6.3	5.9
KAGG-FM (Country)	8.4	4.6
KBMA-FM (Span. Con.)	4.8	4.6
KTTX-FM (Country)	4.2	4.6
KHLR-FM (Alternative)	5.6	3.9

#238

Pueblo, CO

	Fa '97	Sp '98
KKMG-FM (CHR/Pop)	13.3	15.8
KCCY-FM (Country)	13.3	14.7
KDZA-FM (Oldies)	10.1	8.5
KKFM-FM (Cl. Rock)	9.5	6.8
KILO-FM (Rock)	4.4	6.2
KGHF-AM (Nostalgia)	5.7	5.6
KCSJ-AM (News/Talk)	5.7	4.5
KNKN-FM (Span. Cor.)	3.2	3.4
KKLI-FM (AC)	2.5	3.4
KVUU-FM (Hot AC)	3.2	2.8

#239

Altoona, PA

	Fa '97	Sp '98
WFGI/WFGY (Country)	19.7	24.6
WPRR-FM (CHR/Pop)	13.1	11.7
WMXV-FM (AC)	10.4	9.9
WFBG-AM (Nostalgia)	6.0	9.4
WALY-FM (Oldies)	8.2	8.2
WBRX/WBXQ (Rock)	10.3	7.0
WRTA-AM (News/Talk)	9.8	7.0
WGMR-FM (Alternative)	1.1	2.3
WQKK-FM (Rock)	2.2	2.3
WQZK-FM (Cl. Rock)	—	1.8
WVAM-AM (Country)	2.7	1.8

#240

Columbia, MO

	Fa '97	Sp '98
KFRU-AM (News/Talk)	11.9	17.4
KCLR-FM (Country)	12.7	9.9
KTXY-FM (Hot AC)	11.2	9.9
KPLA-FM (AC)	10.4	8.7
KBXR-FM (Adult Alt.)	6.0	6.2
KOQL-FM (Oldies)	3.7	5.8
KFMZ-FM (Alternative)	5.2	5.6
KCMQ-FM (Rock)	6.7	5.0
KWWR-FM (Country)	3.0	4.3
KRES-FM (Country)	—	1.2

#241

Texarkana, TX

	Fa '97	Sp '98
KKYR-FM (Country)	20.5	13.8
KTHN-FM (Country)	4.1	11.9
KTOY-FM (Urban)	6.8	11.9
KZRB-FM (Urban)	5.5	8.8
KEWL-FM (Oldies)	7.5	7.5
KYGL-FM (Cl. Hits)	7.5	5.0
KRUF-FM (CHR/Pop)	7.5	4.4
KOWS-FM (Country/O)	4.1	3.8
KPYN-FM (Gospel)	3.4	3.8
KTWN-FM (Hot AC)	6.8	3.1

#242

Billings, MT

	Fa '97	Sp '98
KBUL/KCTR (Country)*	25.1	20.0
KRKX-FM (Cl. Rock)	11.1	16.9
KRSQ-FM (Religious)	5.8	13.8
KIDX-FM (Country)	5.8	7.5
KKBR-FM (AC)	9.4	7.5
KYYA-FM (Hot AC)	8.8	5.0
KMHK-FM (Cl. Rock)	5.3	4.4
KBBB-FM (AC)	5.3	3.8
KBLG-AM (News/Talk)	7.6	3.8
KURL-AM (Religious)	1.8	2.5

* KBUL-AM was KDWG-AM until June

#243

Sioux City, IA

	Fa '97	Sp '98
KGLI-FM (CHR/Pop)	16.9	17.0
KSUX-FM (Country)	15.6	17.0
KSEZ-FM (Rock)	17.5	14.0
KSCJ-AM (News/Talk)	7.8	8.2
WNAX-FM (Oldies)	8.4	8.2
KSFT-FM (AC)	4.5	6.4
KWSL-AM (Nostalgia)	5.8	5.8
KKMA-FM (Cl. Hits)	7.1	4.1
KOLK-FM (Country)	4.5	4.1
WNAX-AM (Full Service)	.6	2.3

#244

Williamsport, PA

	Fa '97	Sp '98
WILQ-FM (Country)	25.8	20.7
WKSJ-FM (AC)	20.8	18.7
WCXR/WZXR (Rock)	10.1	11.3
WHTO-FM (CHR/Pop)	5.0	9.3
WMYL-FM (Nostalgia)	10.1	5.3
WRAK/WRKK (News/Talk)	5.7	5.3
WSFT-FM (AC)	3.1	5.3
WVRT-FM (Hot AC)	4.4	4.0
WQBR-FM (Country)	.6	1.3
WHGL-FM (Country)	—	.7
WHLM-FM (Hot AC)	—	.7
WKRZ-FM (Hot AC)	—	.7

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#245

Augusta, ME

	Fa '97	Sp '98
WEBB/WTVL (Country)	11.3	12.1
WEZWWWME (CHR/Pop)	11.3	10.7
WABK/WIGY (Oldies)	10.0	9.3
WBLM-FM (Rock)	5.6	9.3
WTOS-FM (Rock)	5.6	7.9
WKCG-FM (Country)	5.6	5.0
WFAU-AM (Nostalgia)	4.4	4.3
WCTB-FM (AC)	2.5	3.6
WHOM-FM (AC)	5.0	3.6
WQCB-FM (Country)	4.4	3.6

#246

Albany, GA

	Fa '97	Sp '98
WJIZ-FM (Urban)	28.6	23.3
WRXZ-FM (Urban)	—	11.0
WQVE-FM (AC)	10.3	8.9
WJAD-FM (Cl. Rock)	5.6	8.2
WMGR-FM (AC)	4.8	8.2
WOBB-FM (Country)	7.1	8.2
WJYZ-AM (Gospel)	7.1	7.5
WKAK-FM (Country)	11.1	6.8
WGPC-A/F (Nostalgia)	7.9	4.8
WEGC-FM (Oldies)	4.0	3.4

#247

Bluefield, WV

	Fa '97	Sp '98
WHAJ-FM (Hot AC)	—	16.3
WHKX/WHQX (Country)	—	14.0
WKOY-FM (Oldies)	—	7.8
WAEEY-FM (Country)	—	7.0
WMTD-FM (Cl. Rock)	—	4.7
WMEV-FM (Country)	—	5.4
WJLS-FM (Country)	—	3.9
WKQY-FM (Oldies)*	—	3.1
WPVO-AM (Gospel)	—	3.1
WXLK-FM (CHR/Pop)	—	3.1

Note: This is the first rated period for this market.

* Was WTZE-FM (Country) until May

#248

Grand Junction, CO

	Fa '97	Sp '98
KMXY-FM (Hot AC)	13.8	14.8
KEKB-FM (Country)	18.1	14.1
KSTR-FM (Cl. Rock)	12.3	12.0
KNZZ-AM (News/Talk)	8.7	9.2
KBKL-FM (Oldies)	6.5	7.7
KJYE-FM (B/EZ)	8.7	7.0
KKNN-FM (Country)	3.6	5.6
KQIX-FM (Hot AC)	8.0	5.6
KKGM-AM (Nostalgia)*	1.4	4.9
KQIL-AM (Sports)	1.4	1.4
KZKS-FM (Country)	2.2	1.4

* Was KBZS-AM (Talk) until January

#249

Watertown, NY

	Fa '97	Sp '98
WFRY-FM (Country)	31.3	26.3
WCIZ-FM (Rock)	8.8	15.8
WBDRWWLF (CHR/Pop)	11.9	13.5
WOTT-FM (Oldies)*	3.8	6.8
WTOJ-FM (AC)	7.5	6.0
WTNY-AM (News/Talk)	4.4	4.5
WBBS-FM (Country)	1.3	2.3
CFLY-FM (AC)	1.9	1.5
CHXL-FM (Cl. Rock)	1.9	1.5
WATN-AM (News/Talk)	3.8	1.5

* Was WLKC-FM (Country) until March

#250

Lawton, OK

	Fa '97	Sp '98
KJMZ-FM (Urban)	16.8	18.8
KLAW-FM (Country)	20.4	18.8
KMGZ-FM (CHR/Pop)	10.6	13.3
KZCD-FM (Rock)	9.7	10.9
KVRW-FM (Oldies)	8.0	8.6
KBZQ-FM (AC)	5.3	6.3
KYYI-FM (Country)	.9	2.3
KKRX-AM (Nostalgia)	4.4	1.6
KLUR-FM (Country)	.9	1.6
WBAP-AM (News/Talk)	—	1.6

#251

Rapid City, SD

	Fa '97	Sp '98
KRCS-FM (Country)	8.0	12.0
KOTA-AM (News/Talk)	6.4	11.3
KFXS-FM (Cl. Rock)	9.6	10.5
KIQK-FM (Country)	7.2	10.5
KKMK-FM (AC)	10.4	10.5
KOUT-FM (Country)	12.8	10.5
KDDX-FM (Rock)	7.2	6.8
KSQY-FM (Rock)	7.2	5.3
KTOQ-AM (Nostalgia)	3.2	3.8
KKLS-AM (Oldies)	4.8	3.0

#252

Lewiston, ME

	Fa '97	Sp '98
WBLM-FM (Rock)	12.7	11.4
WTHT-FM (Country)	11.3	10.6
WLAM-A/F (Nostalgia)	6.3	9.1
WPOR-A/F (Country)	7.7	9.1
WJBQ-FM (CHR/Pop)	6.3	8.3
WHOM-FM (AC)	3.5	6.1
WMWX-FM (AC)*	9.2	6.1
WABK-FM (Oldies)	2.8	4.5
WTOS-FM (Rock)	6.3	4.5
WCYI/WCYY (Alternat)	4.9	3.8

* Was WKZS-FM until March

#253

Harrisonburg, VA

	Fa '97	Sp '98
WKCY-FM (Country)	14.3	14.2
WSVA-AM (News/Talk)	16.0	14.2
WQPO-FM (Hot AC)	11.8	12.4
WACL-FM (Cl. Hits)	12.6	11.5
WBHB-FM (Cl. Rock)	3.4	8.0
WBOP-FM (Cl. Rock)	5.9	6.2
WLTK-FM (Religious)	3.4	6.2
WAMM-FM (Country)	5.0	3.5
WBTX-AM (Religious)	2.5	2.7
WKCY-AM (Nostalgia)	1.7	2.7
WSIG-FM (Country)	1.7	2.7

#254

San Angelo, TX

	Fa '97	Sp '98
KGKL-FM (Country)	15.1	19.4
KIXY-FM (CHR/Pop)	18.5	15.3
KWFR-FM (Cl. Rock)	10.1	10.5
KDCD-FM (Country)	10.1	9.7
KELI-FM (AC)	13.4	9.7
KGKL-AM (Country)	4.2	7.3
KYZZ-FM (Span. Con.)	6.7	6.5
KKSA-AM (News/Talk)	5.0	5.6
KSJT-FM (Span. Con.)	6.7	4.0

#255

Grand Forks, ND

	Fa '97	Sp '98
KKXL-FM (CHR/Pop)	9.4	17.0
KJKJ-FM (Cl. Rock)	13.3	10.6
KNOX-FM (Country)	5.5	8.5
KYCK-FM (Country)	11.7	8.5
KZLT-FM (AC)	8.6	8.5
KFGO-AM (News/Talk)	2.3	6.4
KSNR-FM (Oldies)	3.9	5.7
KCNN-AM (News/Talk)	7.8	3.5
KQHT-FM (AC)	3.1	3.5
KKXL-AM (Nostalgia)	—	2.8

#256

Ithaca, NY

	Fa '97	Sp '98
WYXL-FM (AC)	19.5	22.2
WQNY-FM (Country)	14.6	11.1
WIII-FM (Cl. Rock)	5.7	8.5
WHCU-AM (News/Talk)	6.5	6.0
WVBR-FM (Rock)	4.9	5.1
WHCD-FM (NAC/SJ)	2.4	3.4
WNVE-FM (Alternative)	5.7	2.6
WAAL-FM (Cl. Rock)	.8	1.7
WHWK-FM (Country)	2.4	1.7
WNKI-FM (CHR/Pop)	1.6	.9
WNTQ-FM (CHR/Pop)	.8	.9
WTKO-AM (Sports)	.8	.9

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#257

Owensboro, KY

	Fa '97	Sp '98
WBKR-FM (Country)	28.4	26.5
WQXQ-FM (Hot AC)	3.9	10.3
WSTO-FM (CHR/Pop)	17.6	10.3
WBIO-FM (Country)	5.9	6.8
WIKY-FM (AC)	6.9	5.1
WJPS-FM (Oldies)	2.9	5.1
WKDQ-FM (Country)	5.9	5.1
WOMI-AM (News/Talk)	2.9	4.3
WGBF-FM (Rock)	2.9	3.4
WKTG-FM (Cl. Rock)	2.9	3.4
WXCM-FM (Alternative)	2.0	3.4

#258

Cookeville, TN

	Fa '97	Sp '98
WGSQ-FM (Country)	26.6	23.0
WKXD-FM (CHR/Pop)	13.8	15.9
WHUB-AM (Country/O)	6.4	8.8
WNRQ-FM (AC)*	.9	8.8
WGIC-FM (AC)	9.2	8.0
WCSD-FM (Country)	4.6	2.7
WKDF-FM (Alternative)	4.6	2.7
WRVW-FM (CHR/Pop)	1.8	2.7
WBXE-FM (AC)	1.8	1.8
WLIV-AM (Country)	1.8	1.8
WRMX-FM (Oldies)	2.8	1.8
WWTN-FM (News/Talk)	2.8	1.8

* Was AC until January; used WLAC-FM calls until June 2

#259

Bismarck, ND

	Fa '97	Sp '98
KFYR-AM (AC)	17.3	16.1
KYYY-FM (Hot AC)	11.0	15.3
KBMR-AM (Country)	9.4	14.5
KKCT-FM (Country)	11.0	10.5
KQDY-FM (Country)	7.9	8.1
KACL-FM (Oldies)	10.2	7.3
KBYZ-FM (Cl. Rock)	12.6	7.3
KLXX-AM (Nostalgia)	3.9	4.0
KNDR-FM (Religious)	3.1	4.0
KSSS-FM (Cl. Rock)	4.7	4.0

#260

Jackson, TN

	Fa '97	Sp '98
WFKX-FM (Urban)	18.3	12.4
WTNV-FM (Country)	12.9	12.4
WYNU-FM (AC)	9.7	9.0
WMXX-FM (Oldies)	6.5	6.7
WOJG-FM (Religious)	7.5	6.7
WZDQ-FM (Hot AC)	5.4	6.7
WLSZ-FM (Hot AC)	2.2	4.5
WNWS-FM (News/Talk)	4.3	4.5
WTJS-AM (News/Talk)	2.2	4.5
WHHM-FM (Country)	1.1	3.4
WHRK-FM (Urban)	4.3	3.4
WWGM-FM (Gospel)	5.4	3.4
WWYN-FM (Country)	3.2	3.4

#262

Beckley, WV

	Fa '97	Sp '98
WJLS-FM (Country)	26.4	27.4
WCIR-FM (AC)	11.0	15.5
WTNJ-FM (Country)	16.5	14.3
WMTD-FM (Cl. Rock)	9.9	10.7
WJLS-AM (Religious)	8.8	8.3
WHAJ-FM (Hot AC)	3.3	3.6
WWNR-AM (News/Talk)	3.3	3.6
WAXS-FM (Hot AC)	3.3	2.4
WKAZ-FM (Cl. Hits)	1.1	2.4
WCOZ/WKLC (Rock)	1.1	1.2
WOAY-FM (Religious)	1.1	1.2
WQBE-FM (Country)	—	1.2
WVSR-FM (CHR/Pop)	1.1	1.2

#263

Bangor, ME

	Fa '97	Sp '98
WQCB-FM (Country)	18.2	16.7
WBZN-FM (Cl. Hits)	12.1	11.5
WKIT-FM (Rock)	9.1	9.4
WABI-AM (Nostalgia)	6.1	6.3
WKSQ-FM (AC)	7.1	6.3
WVOM-FM (News/Talk)	4.0	6.3
WEZQ-FM (AC)	6.1	5.2
WTOS-FM (Rock)	4.0	5.2
WWMJ-FM (Oldies)	7.1	5.2
WBFB-FM (Country)	4.0	3.1

#264

Great Falls, MT

	Fa '97	Sp '98
KQDI-FM (Cl. Rock)	13.6	15.8
KAOK-FM (Hot AC)	10.0	14.7
KMON-FM (Country)	18.2	13.7
KXGF-AM (Nostalgia)	8.2	12.6
KLFM-FM (Oldies)	11.8	9.5
KMON-AM (Country)	13.6	9.5
KQDI-AM (Talk)	1.8	5.3
KEIN-AM (Country)	2.7	2.1
KEIN-FM (Country)	2.7	2.1

#265

Cheyenne, WY

	Fa '97	Sp '98
KIGN-FM (AC)	13.7	15.2
KOLZ-FM (Country)	19.6	15.2
KMUS-FM (Country)	9.8	11.4
KLEN-FM (AC)	4.9	9.5
KJLL-FM (Nostalgia)	2.9	5.7
KFBC-AM (News/Talk)	8.8	4.8
KIMX-FM (Hot AC)	2.0	3.8
KRAE-AM (Oldies)	3.9	3.8
KRQU-FM (Cl. Rock)	2.0	3.8
KZCY-FM (Alternative)	4.9	3.8

#266

Meridian, MS

	Fa '97	Sp '98
WOKK-FM (Country)	22.1	15.1
WJDQ-FM (AC)	11.6	14.0
WZKS-FM (Urban AC)	11.6	10.8
WSLY-FM (Urban)	8.1	9.7
WALT-AM (Urban)	10.5	6.5
WMOX-AM (News/Talk)	8.1	6.5
WNBN-AM (Gospel)	2.3	5.4
WTUX-FM (Cl. Rock)	3.5	4.3
WYYW-FM (Country)	3.5	4.3
WKZB-FM (Hot AC)	—	3.2
WHER-FM (Oldies)	—	2.2

#267

Brunswick, GA

	Fa '97	Sp '98
WYNR-FM (Country)	—	11.3
WGIG-AM (News/Talk)	—	10.0
WSEG-AM (Urban)	—	10.0
WSOL-FM (Urban AC)	—	8.8
WXMK-FM (Hot AC)	—	8.8
WMOG-AM (Nostalgia)	—	6.3
WWSN-FM (AC)	—	6.3
WHFX-FM (Cl. Hits)	—	5.0
WWRR-FM (Cl. Hits)	—	5.0
WBGA-FM (Country)	—	3.8
WGCO-FM (Oldies)	—	3.8

Note: This is the first rated period for this market

#268

Casper, WY

	Fa '97	Sp '98
KQLT-FM (Country)	17.9	18.8
KTRS-FM (AC)	14.3	16.3
KASS-FM (Cl. Rock)	15.5	12.5
KMGW-FM (AC)	8.3	12.5
KTWO-AM (Country)	11.9	11.3
KMLD-FM (Oldies)	3.6	10.0
KYOD-FM (Country)	9.5	6.3
KVOC-AM (Oldies)	7.1	3.8
KUYO-AM (Religious)	1.2	1.3

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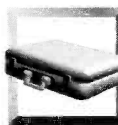
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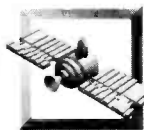
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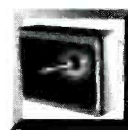
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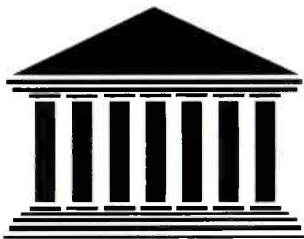
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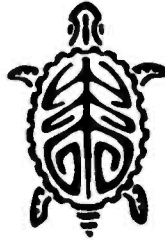
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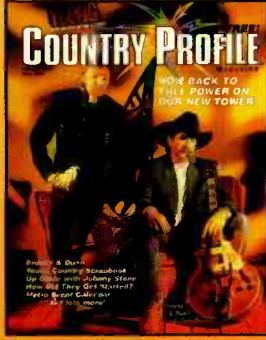
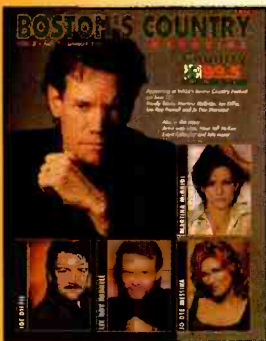
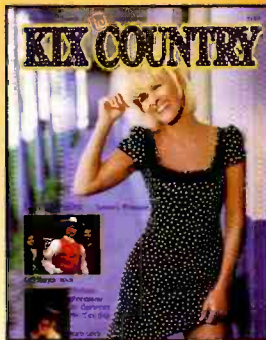
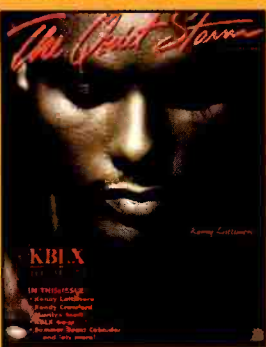
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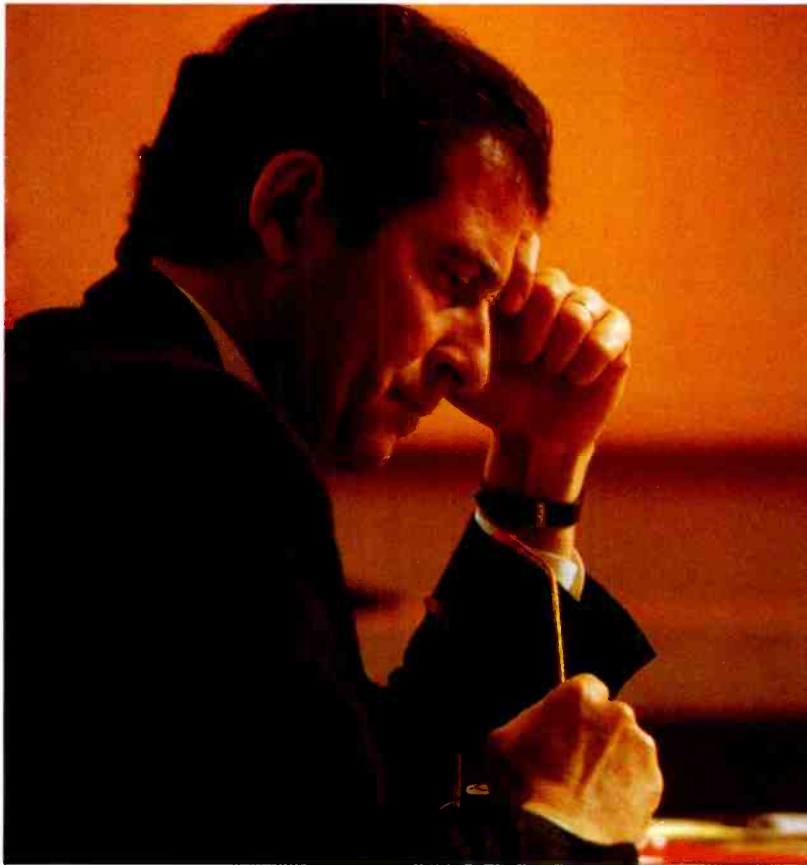
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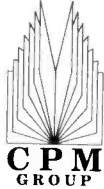
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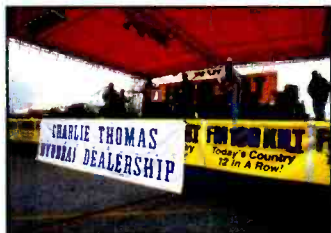
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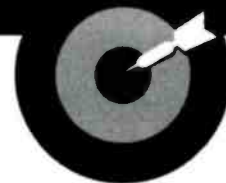
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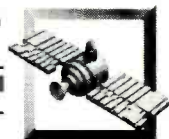
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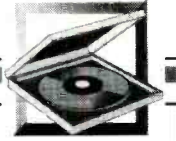
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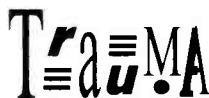
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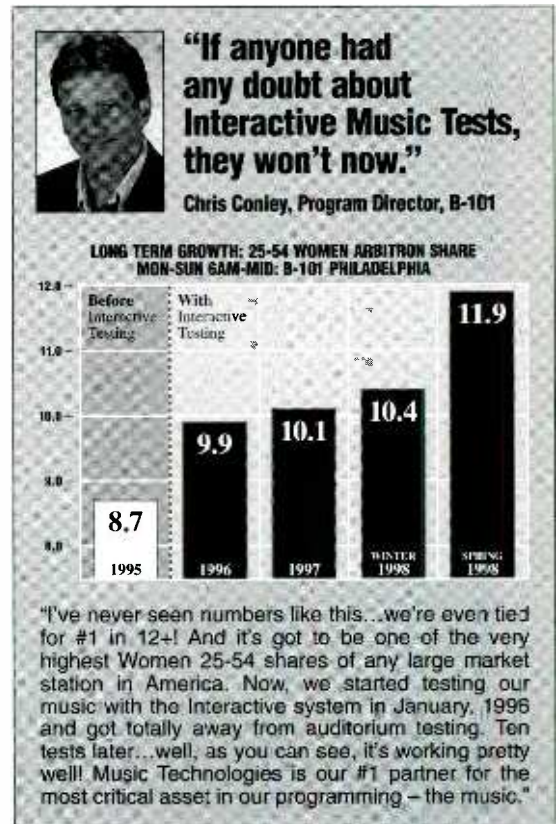
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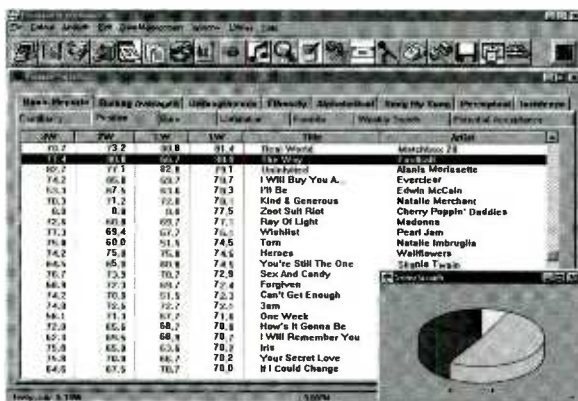
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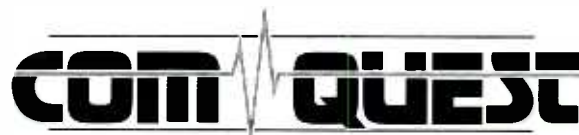


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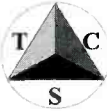
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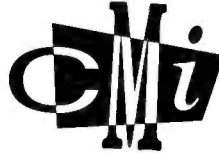
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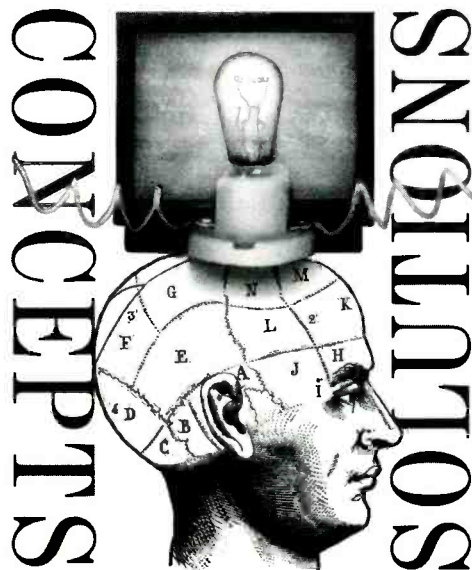
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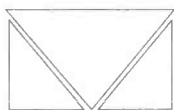
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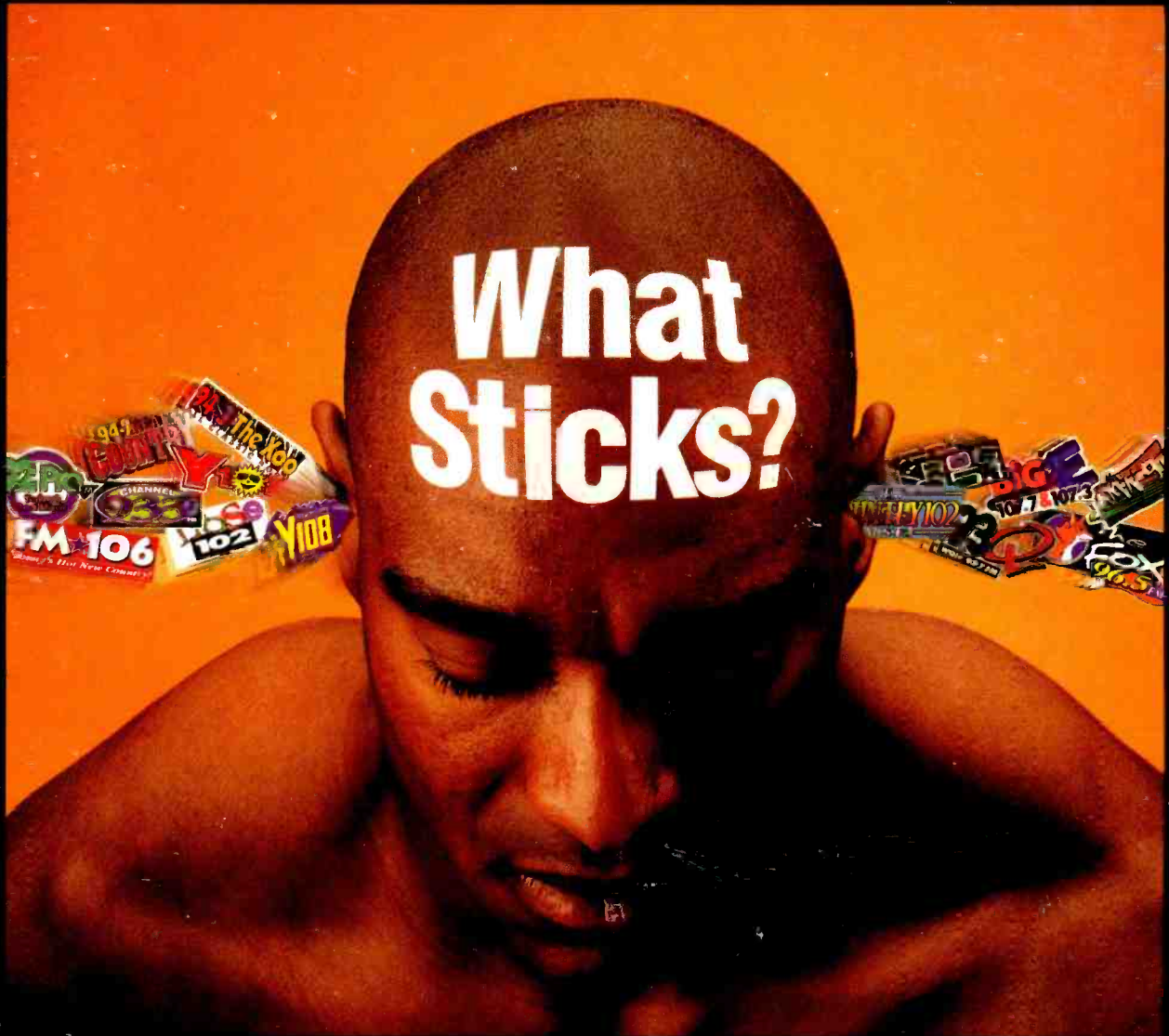
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