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AMERICAN RADIO



Fall 1978 Report



AMERICAN RADIO
FALL 1978 REPORT

Compiled and edited by:

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KALAMAZOO, MICHIGAN

(616) 381-4262

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INTRODUCTION

Work on this, the sixth edition of American Radio, was quite difficult at times due to the death of three people who either directly or indirectly have had a significant influence on my life and my work. This edition is dedicated to them.

MR. JACK STEPHENS

MRS. DIANA GILMORE

MR. JULIAN TRIVERS

A word of thanks to a man who helped me keep my sanity while I was working on this edition. Without the wit and humor of Bob ("Uncle Bobbie") Collins of WGN I may not have made it. He is one very funny man. You can hear him east of the Rockies between 8PM and 10PM EST. Give him a listen-you may want to hire him.

Your comments and suggestions are always solicited. Please feel free to give me a call at any time.

JAMES H. DUNCAN, JR.
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I suggest that you read the definitions pages at the front of Section II. This can help you digest and understand all the information given in the Individual Market Reports.

I thank you for your continued support of American Radio.

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

HIGHLIGHTS AND COMMENTS

One of the enjoyments I receive from doing American Radio every six months is watching the constant changes in this fascinating industry. Very little remains stationary; formats rise and fall in popularity, stations win and then lose in the ratings, and group ownerships are put together and disbanded.

The last six months have been no exception. Who would have expected WKTU to come out of nowhere to become the most listened to station in America? Who would have thought that CBS would edge out ABC as the nation's leading group (according to my own group ranking formula)? And who would have guessed that Burke rating data would indicate that radio listening levels are 37% higher than the levels established by Arbitron? Who would have predicted that Storer Broadcasting, a major group owner, would sell off its radio properties so that it could increase its investment in Cable TV?

WKTU jumped from 61st place to the leading station in the nation. Other stations making significant gains were KMET (60 to 20), KOST (107 to 49), WBMX (97 to 50), WDAS (102 to 51), WCLR (177 to 67), WIOQ (235 to 68), WWDB (207 to 69), KMJQ (205 to 74), KOA (161 to 76), KUTE (439 to 86), and WSNi (500 to 96).

WKTU is also the nation's leader in teens, 18-34, 18-49 and 25-49. WOR leads in 35-64 and 12+ TSA AMD.

WABC leads in cume audience with nearly 4,000,000 listeners. WOWO leads in cume rating with 54.5%. WJBC leads in metro share with 44.6%.

FM SHARE OVER 50%

FM can now claim the majority of radio listening. The Oct/Nov percentage is 50.698%. This compares to 46.501% in Oct/Nov 77. The Apr/May 79% should be about 51.5% if past trends hold up.

FORMAT TRENDS

BLACK/DISCO is by far the fastest growing format. It jumped from 7.14% in 1976 to 8.61% in 1978. Most of the increase has resulted from the disco stations. In the next edition of American Radio we will probably break the two into separate formats.

MOR and Beautiful Music have lost the most of any format. MOR fell from 16.61% to 14.38% in the last year. Beautiful Music's share has decreased from 18.04% to 16.69% since 1976.

CBS AND ABC LEAD MAJOR GROUPS

In a big surprise CBS now leads ABC in my own group ranking. My formula is a good judge of how well the stations in a group are fulfilling their potential. My group ranking shows Metromedia, RKO and NBC following CBS and ABC. Groups making significant advances since Apr/May 78 include Insilco, Group One, SJR, King and Starr.

In total listeners (average quarter hours) ABC leads CBS by only 400 listeners. They are followed by RKO, Metromedia and Capital Cities.

ABC leads CBS in the Cume audience totals by about 1,000,000 listeners.

CPM'S UP SIGNIFICANTLY

Radio CPM's took a healthy (healthy for radio people that is) jump in the last year from \$2.12 to \$2.35. This represents a 10.85% increase.

USE WOMaN TO REACH MAN!

That should be the headline for an advertising piece for WOMN in New Haven. WOMN is trying a new format which is supposedly geared to "today's woman". However, the Oct/Nov book indicates that WOMN's audience is 78% male.

AMERICAN RADIO IS DIVIDED INTO THREE SECTIONS:

- A. NATIONAL RANKINGS AND RATINGS ANALYSIS
- B. ARBITRON INDIVIDUAL MARKET REPORT
- C. BURKE BROADCAST RESEARCH DATA

SECTION A

NATIONAL RANKINGS AND RATING ANALYSIS
(BASED ON ARBITRON DATA)

AMERICA'S MOST LISTENED TO RADIO STATIONS**

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>O/N 77 RANK</u>
1. WKTU-FM	New York	2802	Disco	SJR	61
2. WABC	New York	2002	Rock	ABC	1
3. WOR	New York	1742	Talk	RKO	2
4. WCBS	New York	1535	News	CBS	4
5. WINS	New York	1273	News	Westinghouse	7
6. WGN	Chicago	1228	MOR	WGN Cont	6
7. WRFM-FM	New York	1203	BTFL	Bonneville	19
8. WMAQ	Chicago	1164	Country	NBC	10
9. WJR	Detroit	1117	MOR	Cap Cities	8
10. WLS	Chicago	1091	Rock	ABC	5
11. WCCO	Minn-St. Paul	1082	MOR		9
12. KDKA	Pittsburgh	920	MOR	Westinghouse	12
13. WHN	New York	912	Country	Storer	18
14. WBBM	Chicago	880	News	CBS	17
15. KABC	Los Angeles	876	News/Talk	ABC	25
16. KBIG-FM	Los Angeles	873	BTFL	Bonneville	13
17. WNBC	New York	868	Rock	NBC	11
18. WCBS-FM	New York	867	Oldies	CBS	20
19. WPLJ-FM	New York	845	Rock	ABC	14
20. KMET-FM	Los Angeles	840	AOR	Metromedia	60
21. KMOX	St. Louis	806	News/Talk	CBS	15
22. WBLS-FM	New York	776	Black/Disco	Inner City	3
23. KNX	Los Angeles	770	News	CBS	35
24. KGO	San Francisco	763	News/Talk	ABC	23
25. WLOO-FM	Chicago	758	BTFL	Century	26
26. WJIT	New York	705	Spanish	SJR	39
27. WBAP	Fort Worth	699	Country	Cap Cities	24
28. WXLO-FM	New York	689	Rock	RKO	22
29. WIP	Philadelphia	688	MOR	Metromedia	28
30. WHDH	Boston	674	MOR	Blair	33
31. WPAT	New York	673	BTFL	Cap Cities	16
32. WPAT-FM	New York	668	BTFL	Cap Cities	21
33. KJOI-FM	Los Angeles	666	BTFL	LA Coke	42
34. WWSH-FM	Philadelphia	659	BTFL	Cox	29
35. WMCA	New York	646	Talk		30
36. WBZ	Boston	637	MOR/Talk	Westinghouse	27
37. KYW	Philadelphia	607	News	Westinghouse	42
38. WPGC-FM+	Washington	587	Rock	First Media	53
39. KFRC	San Francisco	580	Rock	RKO	41
40. CKLW	Detroit	574	Rock		32
41. WNEW	New York	561	MOR	Metromedia	40
42. WTIC	Hartford	550	MOR		37
43. WTFM-FM	New York	544	BTFL		77
KFI	Los Angeles	544	Cont/MOR	Cox	35
45. KLAC	Los Angeles	536	Country	Metromedia	68
46. KCBS	San Francisco	534	News	CBS	44
47. KFWB	Los Angeles	517	News	Westinghouse	55
48. WMAL	Washington	507	MOR	ABC	45
49. KOST-FM	Los Angeles	492	BTFL	Cox	107
50. WBMX-FM	Chicago	491	Black	Sonderling	97

**Based on 1/4 HR AVG TSA, Mon-Sun, Bdcst Week; + denotes simulcast; * denotes Apr/May ARB

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>O/N 77 RANK</u>
51. WDAS-FM	Philadelphia	489	AOR		102
52. WRKO	Boston	484	Rock	RKO	52
53. KRTH-FM	Los Angeles	479	Oldies	RKO	62
54. WADO	Los Angeles	477	Spanish		31
55. WQXR-FM+	New York	456	Classical	NY Times	38
56. WEEI	Boston	455	News	CBS	65
57. WJIB-FM	Boston	453	BTFL	GE	45
58. WNEW-FM	New York	440	AOR	Metromedia	49
59. KFAB	Omaha	437	MOR		58
60. KNX-FM	Los Angeles	425	Soft Rock	CBS	48
61. WDAF	Kansas City	419	Country	Taft	80
62. WDVR-FM	Philadelphia	417	BTFL		56
63. KMPC	Los Angeles	416	MOR	Golden West	54
64. WVBF-FM	Boston	408	Rock	Fairbanks	85
65. WTMJ	Milwaukee	404	MOR		84
66. WMMS-FM	Cleveland	398	AOR	Malrite	67
67. WCLR-FM	Chicago	394	MOR	Bonneville	177
68. WIOQ-FM	Philadelphia	388	AOR		235
69. WWDB-FM	Philadelphia	383	Talk		207
70. WBAL	Baltimore	379	MOR	Hearst	59
71. WCAU	Philadelphia	378	News	CBS	87
WIFI-FM	Philadelphia	378	Rock	GCC	91
73. WFYR-FM	Chicago	371	Oldies	RKO	79
74. KMLQ-FM	Houston	362	Disco	Amaturo	205
75. WFIL	Philadelphia	357	MOR/AC	LIN	66
76. KOA	Denver	355	MOR	GE	161
77. WLW	Cincinnati	346	MOR		78
78. WHYI-FM	Miami	344	Rock	Metroplex	122
WSB	Atlanta	344	MOR	Cox	83
80. WYSP-FM	Philadelphia	341	AOR	SJR	70
WOWO	Fort Wayne	341	MOR/AC	Westinghouse	93
82. WOW	Omaha	338	Contemp	Meredith	57
83. WDVE-FM	Pittsburgh	337	AOR	Taft	124
84. KLOS-FM	Los Angeles	335	Rock	ABC	51
85. WVON	Chicago	332	Black	CCC	94
86. KUTE-FM	Los Angeles	331	Disco		439
87. KISA	San Antonio	328	Rock		76
88. WZGC-FM	Atlanta	327	Rock	First Media	94
WRVR	New York	327	Jazz	Sonderling	117
90. KRBE-FM	Houston	324	Rock		114
91. KHJ	Los Angeles	323	Rock	RKO	64
92. WRIF-FM	Detroit	322	AOR	ABC	50
KVIL-FM	Dallas	322	Contemp/AC	Fairbanks	159
94. WBT	Charlotte	321	MOR/AC	Jeff-Pilot	89
WVNJ-FM	Newark	321	BTFL		47
96. WSNi-FM	Philadelphia	320	Country	Rust Craft	500
97. WIND	Chicago	319	News/Talk	Westinghouse	69
98. WROR-FM	Boston	318	Oldies	RKO	98
99. KRLA	Los Angeles	317	Rock		108
100. WJJD	Chicago	316	Country	Plough	73

WABX-FM	Detroit	316	WWWW-FM	Detroit	263
102. WBCN-FM	Boston	313	WQAL-FM	Cleveland	263
103. WNIC-FM	Detroit	308	153. KTRH	Houston	262
KCMO	Kansas City	308	154. WHIO-FM	Dayton	261
105. KDAY	Los Angeles	307	155. WJR-FM	Detroit	259
106. KIIS-FM	Los Angeles	306	156. WBNY-FM	Buffalo	257
107. WGY	Schenectady	305	KXOK	St. Louis	257
KGW	Portland	305	WIL-FM	St. Louis	257
109. WGAR	Cleveland	303	KSFX-FM	San Francisco	257
WUSL-FM	Philadelphia	303	160. WTVN	Columbus	256
111. WPEZ-FM	Pittsburgh	302	161. WMMR-FM	Philadelphia	255
112. WMGK-FM	Philadelphia	299	162. WSOC-FM	Charlotte	252
KRLD	Dallas	299	163. WBEN	Buffalo	250
114. WBBM-FM	Chicago	298	WKBW	Buffalo	250
115. WGAY-FM	Washington	297	165. KSLQ-FM	St. Louis	249
116. WIBC	Indianapolis	296	166. WOOD-FM	Grand Rapids	247
117. WKRQ-FM	Cincinnati	295	167. KZLA-FM	Los Angeles	246
118. WHO	Des Moines	294	168. WWJ-FM	Detroit	244
WLYF-FM	Miami	294	169. WGR	Buffalo	242
120. KOMO	Seattle	293	170. WXYZ	Detroit	239
121. KYND-FM	Houston	292	171. WLKW-FM	Providence	238
KIOI-FM	San Francisco	292	172. WEZN-FM	Bridgeport*	237
123. KABL	San Francisco	288	173. KRAK	Sacramento	236
WLUP-FM	Chicago	288	174. WRVQ-FM	Richmond	234
125. WYNY-FM	New York	287	KKYX	San Antonio	234
126. WWJ	Detroit	286	176. WTAE	Pittsburgh	233
127. WJLB	Detroit	285	177. WLIF-FM	Baltimore	232
WASH-FM	Washington	285	178. WMET-FM	Chicago	231
129. WPIX-FM	New York	284	WPRO	Providence	231
130. KNBR	San Francisco	283	180. KIQQ-FM	Los Angeles	230
131. KSOL-FM	San Francisco	281	KSD	St. Louis	230
WQBA	Miami	281	KMEZ-FM	Dallas	230
133. WBLI-FM	New York	278	183. KALI	Los Angeles	228
134. WHK	Cleveland	277	WWWM-FM	Cleveland	228
135. WNCI-FM	Columbus	276	185. WEZO-FM	Rochester	227
136. XTRA	Los Angeles	274	186. WKSS-FM	Hartford	226
KTNQ	Los Angeles	274	WDOK-FM	Cleveland	226
KSHE-FM	St. Louis	274	WWBA-FM	Tampa-SP	226
WOOK-FM	Washington	274	189. WEEL-FM	Boston	223
140. WKXQ-FM	Chicago	273	190. WXXK-FM	Pittsburgh	222
KIRO	Seattle	273	KIMN	Denver	222
WSHH-FM	Pittsburgh	273	WPTF	Raleigh	222
143. WEFM-FM	Chicago	272	193. KTOK	Oklahoma Cty	220
WDRQ-FM	Detroit	272	WJOI-FM	Pittsburgh	220
145. WCAU-FM	Philadelphia	267	WGCL-FM	Cleveland	220
146. KFOG-FM	San Francisco	265	KFAC-FM	Los Angeles	220
KVOO	Tulsa	265	197. WNCN-FM	New York	219
KSCS-FM	Fort Worth	265	WWWE	Cleveland	219
KDWB+	Minn-SP	265	199. KMBR-FM	Kansas City	218
150. KSFO	San Francisco	263	WHBQ	Memphis	218

	WXTZ-FM	Indianapolis	218		WLQR-FM	Toledo	190
202.	WFMT-FM+	Chicago	217		WYOR-FM	Miami	190
	WRBQ-FM	Tampa-SP	217		WPCH-FM	Atlanta	190
204.	WPST-FM	Trenton	216	254.	WGCI-FM	Chicago	189
205.	WXRT-FM	Chicago	214		WPJB-FM	Providence	189
	WCCO-FM	Minn-SP	214	256.	WEZC-FM	Charlotte	188
	WEZW-FM	Milwaukee	214		WVNJ	Newark	188
	WTIX	New Orleans	214	258.	WHAM	Rochester	187
209.	WRAL-FM	Raleigh	213	259.	WDBO-FM	Orlando	186
	KBEQ-FM	Kansas City	213		WVEE-FM	Atlanta	186
	WCKY	Cincinnati	213		KHOW	Denver	186
212.	WIYY-FM	Baltimore	212	262.	KQYT-FM	Phoenix	184
213.	WHAS	Louisville	211		WWVA	Wheeling*	184
	WZZD	Philadelphia	211		WSRS-FM	Worcester*	184
	WCFL	Chicago	211	265.	WEZI-FM	Memphis	183
216.	WJMD-FM	Washington	210		WFBQ-FM	Indianapolis	183
	WBOS-FM	Boston	210	267.	KSEA-FM	Seattle	182
	WBEN-FM	Buffalo	210		KOFM-FM	Oklahoma City	182
219.	KOAX-FM	Dallas	209		KTXQ-FM	Dallas-FW	182
220.	WWDC-FM	Washington	207		WKRC	Cincinnati	182
	KILT	Houston	207	271.	KEZK-FM	St. Louis	181
	WRVA	Richmond	207		WSB-FM	Atlanta	181
223.	WCZY-FM	Detroit	206	273.	KOIT-FM	San Francisco	180
	WHUR-FM	Washington	206		WIL	St. Louis	180
225.	KLVE-FM	Los Angeles	205		WWEZ-FM	Cincinnati	180
226.	WJBR	Wilmington	204		WMC-FM	Memphis	180
227.	WINZ	Miami	203	277.	WMT	Cedar Rapids*	179
	KSTP	Minn-SP	203		WPOC-FM	Baltimore	179
229.	WLPX-FM	Milwaukee	201		WIOD	Miami	179
230.	WAAF-FM	Worcester*	200		KQRS-FM+	Minn-SP	179
	KJR	Seattle	200		WQXI-FM	Atlanta	179
	KKDA-FM	Dallas-FW	200	282.	KBAY-FM	San Jose	178
233.	WFLA-FM	Tampa-SP	199		KING	Seattle	178
234.	WTUE-FM	Dayton	198	284.	WMC	Memphis	177
	WWEL-FM	Boston	198	285.	WSSH-FM	Pittsburgh	176
236.	WSUN	Tampa-SP	197	286.	WQHI-FM	Louisville	175
237.	WCBM	Baltimore	196		WBNS-FM	Columbus	175
	WITS	Boston	196	288.	KVI	Seattle	174
	KDIA	San Francisco	196		WTIC-FM	Hartford	174
	WFOG-FM	Norfolk	196	290.	WGRD-FM+	Grand Rapids	173
241.	WARM	Scranton*	195		KEEY-FM	Minn-SP	173
	WFBC-FM	Greenville, SC*	195	292.	KGBT	Harlingen*	172
	WRCH-FM	Hartford	195	293.	WNDE	Indianapolis	171
244.	WBJW-FM	Orlando	194	294.	KRMG	Tulsa	170
245.	KFJZ-FM	Dallas-FW	193		WROW	Albany	170
	WXYV-FM	Baltimore	193		KOMA	Oklahoma City	170
247.	WHYN	Springfield*	192		WDGY	Minn-SP	170
248.	WJZZ-FM	Detroit	191	298.	WISN	Milwaukee	169
	WKLS-FM	Atlanta	191		KLIR-FM	Denver	169
250.	KKYK-FM	Little Rock	190		WSM	Nashville	169

301.	WKXX-FM	Birmingham	168	WDEE	Detroit	152
	WCAO	Baltimore	168	KGMB	Honolulu	152
303.	KSL	Salt Lake City	167	KCOR	San Antonio	152
	WAYL-FM	Minn-SP	167	KQXT-FM	San Antonio	152
	WMZQ-FM	Washington	167	355. KKGO-FM	Los Angeles	151
	WOKY	Milwaukee	167	KMEL-FM	San Francisco	151
307.	WDAS	Philadelphia	166	357. WJEZ-FM	Chicago	150
	KWST-FM	Los Angeles	166	358. WRC	Washington	148
	WTOP	Washington	166	KILT-FM	Houston	148
310.	KABL-FM	San Francisco	165	360. WPEN	Philadelphia	147
311.	WCGY-FM	Boston	164	WLCY	Tampa-SP	147
	WHUD-FM	New York	164	KLAZ	Little Rock	147
	WJPC	Chicago	164	WICC	Bridgeport	147
	WFAA	Dallas-FW	164	364. WLIR-FM	New York	146
315.	WLVQ-FM	Columbus	163	KLOK	San Jose	146
316.	KMOX-FM	St. Louis	162	WKTQ	Pittsburgh	146
317.	KWKW	Los Angeles	161	WBBF	Rochester	146
318.	WKRK-FM	Mobile	160	368. WKEE-FM+	Huntington	145
	WMJC-FM	Detroit	160	WEAT-FM	West Palm Bch	145
	WHIO	Dayton	160	WWRL	New York	145
	KENR	Houston	160	371. WWYZ-FM	Waterbury	144
	KDKB-FM	Phoenix	160	WKYS-FM	Washington	144
	WHEN	Syracuse	160	WIVY-FM	Jacksonville	144
	WSLQ-FM	Roanoke*	160	374. WNAK	NE PA	143
	WJMI-FM	Jackson	160	WRTH	St. Louis	143
326.	KHTZ-FM	Los Angeles	158	376. KNUS-FM	Dallas-FW	142
	WPRO-FM	Providence	158	377. WNOR-FM	Norfolk	141
328.	WAIT	Chicago	157	WLAC	Nashville	141
329.	WQEN-FM	Birmingham	156	WWBA	Tampa-SP	141
	WKTZ-FM	Jacksonville	156	WERE	Cleveland	141
	KYA	San Francisco	156	WDAI-FM	Chicago	141
	KNEW	San Francisco	156	382. WZZP-FM	Cleveland	140
333.	WOKI-FM	Knoxville	155	WKBN	Youngstown*	140
	WJMO	Cleveland	155	WXKW-FM	Allentown*	140
335.	WFLA	Tampa-SP	154	385. WLRS-FM	Louisville	139
	WJYW-FM	Tampa-SP	154	WAKY	Louisville	139
	WEZK-FM	Knoxville	154	WROQ-FM	Charlotte	139
	WONE	Dayton	154	388. WSPA-FM	Greenville, SC	138
	KSTP-FM	Minn-SP	154	KOY	Phoenix	138
	WKY	Oklahoma City	154	WXQM-FM	Tampa-SP	138
	KWJJ	Portland	154	391. KLZ	Denver	137
	WWLD-FM	Columbia, SC	154	WSIX	Nashville	137
343.	WOWI-FM	Norfolk	153	KEX	Portland	137
	WIVK-FM	Knoxville	153	WSYR	Syracuse	137
	KCEZ-FM	Kansas City	153	WBCY-FM	Charlotte	137
	WNAP-FM	Indianapolis	153	396. KQUE-FM	Houston	136
	WING	Dayton	153	WWSW	Pittsburgh	136
348.	WZUU-FM	Milwaukee	152	KFYE-FM	Fresno	136
	KKHI-FM+	San Francisco	152	KSFI-FM	Salt Lake City	136
	WRQK-FM	Washington	152	400. KROQ-FM	Los Angeles	135

	WAKR	Akron	135		451. WTQR-FM	Winston-Salem	123
402.	WAXY-FM	Miami	134		WJDX	Jackson	123
	WAMZ-FM	Louisville	134		WNAD	Oklahoma City	123
404.	WFFM-FM	Pittsburgh	133		KXL	Portland	123
	WKSW-FM	Cleveland	133	455.	KNOB-FM	Los Angeles	122
	WQUE-FM	New Orleans	133		WIOT-FM	Toledo	122
407.	WGER-FM	Saginaw*	132		KEZX-FM	Seattle	122
	WOAI	San Antonio	132		WEBN-FM	Cincinnati	122
	KMEO-FM	Phoenix	132	489.	KIIS	Los Angeles	121
410.	WOOD	Grand Rapids	131		WDRC	Hartford	121
	WYYD-FM	Raleigh	131		WPLR-FM	New Haven	121
	WSPD	Toledo	131		WHP	Harrisburg*	121
413.	WHAT	Philadelphia	130		WFBR	Baltimore	121
	KDFC-FM+	San Francisco	130		KIOA	Des Moines	121
	WGMS-FM+	Washington	130		KBEZ-FM	Tulsa	121
	WMAR-FM	Baltimore	130	466.	KSAN-FM	San Francisco	120
	KEEL	Shreveport	130		WMAZ	Macon*	120
	WIXX-FM	Green Bay*	130		WJW	Cleveland	120
	WITN-FM	Greenville,NC*	130	469.	WRJZ	Knoxville*	119
420.	WKZL-FM	Winston-Salem*	129		KKNG	Oklahoma City	119
	WTAR	Norfolk	129		KORL	Honolulu	119
	KAZY-FM	Denver	129		WAYS	Charlotte	119
	WCMQ	Miami	129		WQDR-FM	Raleigh	119
	KODA-FM	Houston	129	474.	WLPL-FM	Baltimore	118
	KAAY	Little Rock	129		WNOX	Knoxville	118
426.	KEWT-FM	Sacramento	128		WSBA-FM	York*	118
	WKQS-FM	Miami	128	477.	KPRI-FM	San Diego	117
	WHB	Kansas City	128		KYA-FM	San Francisco	117
	WIGY-FM	Portland, Me	128		KBOX-FM	Dallas-FW	117
430.	KTAR	Phoenix	127		KNOK-FM	Dallas-FW	117
	KEYN-FM	Wichita	127		WQYK-FM	Tampa-SP	117
	WHP-FM	Harrisburg*	127	482.	WELI	New Haven	116
433.	KOB	Albuquerque	126		WDIA	Memphis	116
	WENN-FM	Birmingham	126		WMPS	Memphis	116
	KFDI	Wichita	126		WGLD-FM	Winston-Salem*	116
	KUPD-FM	Phoenix	126		WGBF	Louisville	116
	KLIF	Dallas-FW	126				
	WAQY-FM	Springfield	126				
	WWIN	Baltimore	126				
	KSDO	San Diego	126				
441.	WGPR-FM	Detroit	125				
	KQV	Pittsburgh	125				
	KPRC	Houston	125				
	WFMS-FM	Indianapolis	125				
	WBYU-FM	New Orleans	125				
	KPRC	Houston	125				
447.	KTDY-FM	Lafayette*	124				
	WYFM-FM	Youngstown*	124				
	WDRC-FM	Hartford	124				
	WWL	New Orleans	124				

AMERICA'S LEADING STATIONS-TEENS*

1. WKTU-FM	New York	51. WPEZ-FM	Pittsburgh
2. WABC	New York	52. WPIX-FM	New York
3. WPLJ-FM	New York	WIOQ-FM	Philadelphia
4. WXLO-FM	New York	KRLA	Los Angeles
5. KMET-FM	Los Angeles	WPJB-FM	Providence
6. WPGC-FM+	Washington	56. KDIA	San Francisco
7. WNBC	New York	CKLW	Detroit
8. WLS	Chicago	58. KTSA	San Antonio
9. WVBF-FM	Boston	59. WZZD	Philadelphia
10. KFRC	San Francisco	60. KFI	Los Angeles
11. WEFM-FM	Chicago	61. WMMS-FM	Cleveland
12. KTNQ	Los Angeles	62. WXYV-FM	Baltimore
13. WBLS-FM	New York	63. KEZY	Anaheim/LA
14. KHJ	Los Angeles	64. KFMB-FM	San Diego
15. KDWB+	Minn-SP	WBJW-FM	Orlando
16. WDRQ-FM	Detroit	66. KMJC	San Diego
KRBE-FM	Houston	KIQQ-FM	Los Angeles
18. KSOL-FM	San Francisco	KQRS-FM+	Minn-SP
19. WBMX-FM	Chicago	69. WCAU-FM	Philadelphia
KDAY	Los Angeles	WPST-FM	Trenton
21. WIFJ-FM	Philadelphia	WNCI-FM	Columbus
22. WVON	Chicago	72. KSFJ-FM	San Francisco
23. WMET-FM	Chicago	WWDC-FM	Washington
24. WZGC-FM	Atlanta	KNUS-FM	Dallas-FW
25. KSLQ-FM	St. Louis	KUPD-FM	Phoenix
26. KFJZ-FM	Dallas-FW	76. KMEL-FM	San Francisco
27. WDAS-FM	Philadelphia	WRQX-FM	Washington
28. KIIS-FM	Los Angeles	WFIL	Philadelphia
29. WRIF-FM	Detroit	WIVY-FM	Jacksonville
30. WKRQ-FM	Cincinnati		
31. WRKO	Boston		
32. WOOK-FM	Washington		
33. WWWW-FM	Detroit		
34. WABX-FM	Detroit		
KSHE-FM	St. Louis		
36. WKQX-FM	Chicago		
37. WDVE-FM	Pittsburgh		
38. KBEQ-FM	Kansas City		
39. KIMN	Denver		
40. WJLB	Detroit		
41. WLUP-FM	Chicago		
WYSP-FM	Philadelphia		
43. KLOS-FM	Los Angeles		
WLPL-FM	Baltimore		
45. WKKX-FM	Pittsburgh		
WPRO-FM	Providence		
WWWM-FM	Cleveland		
48. KJR	Seattle		
49. WBLI-FM	New York		
50. WJMO	Cleveland		

* Based on Metro Teens, 1/4 HR AVG, Broadcast Week, O/N 78 ARB

AMERICA'S LEADING STATIONS-18-34*

1. WKTU-FM	New York	WASH-FM	Washington
2. WABC	New York	52. WMGK-FM	Philadelphia
3. WCBS-FM	New York	KSHE-FM	St. Louis
4. WPLJ-FM	New York	54. WHUR-FM	Washington
5. WBLS-FM	New York	55. WMMS-FM	Cleveland
6. KMET-FM	Los Angeles	56. WGN	Chicago
7. WNEW-FM	New York	WGCI-FM	Chicago
8. WXLO-FM	New York	WBLI-FM	New York
9. WBMX-FM	Chicago	59. WOMC-FM	Detroit
10. WLS	Chicago	WDVE-FM	Pittsburgh
11. WNBC	New York	61. WHDH	Boston
12. KNX-FM	Los Angeles	WCCO-FM	Minn-SP
13. WDAS-FM	Philadelphia	63. WZGC-FM	Atlanta
14. KRTH-FM	Los Angeles	KBIG-FM	Los Angeles
15. WFYR-FM	Chicago	65. KHJ	Los Angeles
16. KMJQ-FM	Houston	WRFM-FM	New York
17. KFRC	San Francisco	67. WOOK-FM	Washington
18. WJIT	New York	68. WEEI-FM	Boston
19. WRVR-FM	New York	69. WCAU-FM	Philadelphia
WABX-FM	Detroit	WVBF-FM	Boston
WIOQ-FM	Philadelphia	71. KIQQ-FM	Los Angeles
22. WNIC-FM	Detroit	72. KSOL-FM	San Francisco
23. WHN	New York	73. WVON	Chicago
24. WLUP-FM	Chicago	74. KQRS-FM+	Minn-SP
25. WPGC-FM+	Washington	75. WFIL	Philadelphia
26. WYNY-FM	New York	KKDA-FM	Dallas-FW
27. WCOZ-FM	Boston	77. KFI	Los Angeles
28. WINS	New York	78. WWDC-FM	Washington
29. WCLR-FM	Chicago	79. WBOS-FM	Boston
30. WYSP-FM	Philadelphia	80. WIFI-FM	Philadelphia
KLOS-FM	Los Angeles	KDAY	Los Angeles
32. KIOI-FM	San Francisco	KRBE-FM	Houston
33. WPIX-FM	New York	KTXQ-FM	Dallas-FW
WRIF-FM	Detroit	84. WIP	Philadelphia
35. WBCN-FM	Boston	85. KROQ-FM	Los Angeles
WCBS	New York	86. WNEW	New York
37. WRKO	Boston	WXYZ	Detroit
38. KVIL-FM	Dallas	WUSL-FM	Philadelphia
WMAQ	Chicago	WKLS-FM	Atlanta
40. KUTE-FM	Los Angeles	90. WTAE	Pittsburgh
41. KSFY-FM	San Francisco	KLVE-FM	Los Angeles
42. KZLA-FM	Los Angeles	KYYS-FM	Kansas City
43. WXRT-FM	Chicago	WJLB	Detroit
44. WKQX-FM	Chicago	KGW	Portland
45. KRLA	Los Angeles		
46. WBBM-FM	Chicago		
47. WMMR-FM	Philadelphia		
48. WWWW-FM	Detroit		
49. CKLW	Detroit		
50. WIYY-FM	Baltimore		

*Based on 18-34 Adults, 1/4 HR AVG, Broadcast Week, O/N 78 ARB

AMERICA'S LEADING STATIONS-18-49*

1. WKTU-FM	New York	51. WOMC-FM	Detroit
2. WABC	New York	52. WABX-FM	Detroit
3. WCBS-FM	New York	53. WMCA	New York
4. WBLS-FM	New York	KLOS-FM	Los Angeles
5. WPLJ-FM	New York	55. KMPC	Los Angeles
6. WHN	New York	WUSL-FM	Philadelphia
7. WJIT	New York	57. KUTE-FM	Los Angeles
8. WCBS	New York	58. WPAT	New York
9. WINS	New York	59. CKLW	Detroit
10. WNBC	New York	60. WYNY-FM	New York
WLS	Chicago	61. WMAL	Washington
12. WMAQ	Chicago	62. WLUP-FM	Chicago
13. WGN	Chicago	63. WYSP-FM	Philadelphia
14. WXLO-FM	New York	WCOZ-FM	Boston
15. KMET-FM	Los Angeles	65. WPIX-FM	New York
16. WBMX-FM	Chicago	KZLA-FM	Los Angeles
17. WNEW-FM	New York	67. KNX	Los Angeles
18. WHDH	Boston	68. WRIF-FM	Detroit
KNX-FM	Los Angeles	69. WWSH-FM	Philadelphia
20. WRFM-FM	New York	70. KFI	Los Angeles
21. WOR	New York	71. KSFX-FM	San Francisco
22. WDAS-FM	Philadelphia	72. KOST-FM	Los Angeles
23. WLOO-FM	Chicago	73. WASH-FM	Washington
WCCO	Minn-SP	74. WBBM-FM	Chicago
25. WADO	New York	75. WMGK-FM	Philadelphia
26. KMLJQ-FM	Houston	76. WBCN-FM	Boston
27. WCLR-FM	Chicago	77. WVON	Chicago
KRTH-FM	Los Angeles	78. WMMR-FM	Philadelphia
WNEW	New York	79. WXRT-FM	Chicago
30. WFYR-FM	Chicago	80. WOOK-FM	Washington
31. WIP	Philadelphia	WHUR-FM	Washington
32. KBIG-FM	Los Angeles	KGO	San Francisco
33. KFRC	San Francisco	83. KYW	Philadelphia
34. WRVR-FM	New York	WKQX-FM	Chicago
35. WPAT-FM	New York	KLVE-FM	Los Angeles
36. WJR	Detroit	86. KHJ	Los Angeles
37. WPGC-FM+	Washington		
38. WRKO	Boston		
KDKA	Pittsburgh		
40. KMOX	St. Louis		
KJOI-FM	Los Angeles		
WNIC-FM	Detroit		
43. KABC	Los Angeles		
44. WBBM	Chicago		
45. KVIL-FM	Dallas		
46. WBZ	Boston		
47. KRLA	Los Angeles		
48. WIOQ-FM	Philadelphia		
49. KLAC	Los Angeles		
50. KIOI-FM	San Francisco		

* Based on 18-49 Adults, Metro, 1/4 HR AVG, Broadcast Week, O/N 78 ARB

AMERICA'S LEADING STATIONS-25-49*

1. WKTU-FM	New York	51. WNEW-FM	New York
2. WABC	New York	52. KMPC	Los Angeles
3. WCBS-FM	New York	53. KRLA	Los Angeles
4. WHN	New York	54. KGO	San Francisco
5. WCBS	New York	55. WOMC-FM	Detroit
6. WJIT	New York	56. KFWB	Los Angeles
7. WINS	New York	57. KYW	Philadelphia
8. WGN	Chicago	58. WRKO	Boston
9. WBLS-FM	New York	WQXR-FM+	New York
10. WMAQ	Chicago	60. KFI	Los Angeles
11. WOR	New York		
12. WHDH	Boston		
13. WLOO-FM	Chicago		
14. WADO	New York		
15. WLS	Chicago		
16. WCCO	Minn-SP		
17. WNBC	New York		
18. WRFM-FM	New York		
19. WNEW	New York		
20. WIP	Philadelphia		
KBIG-FM	Los Angeles		
22. WJR	Detroit		
23. WPAT-FM	New York		
24. KNX-FM	Los Angeles		
25. KJOI-FM	Los Angeles		
KMOX	St. Louis		
27. KDKA	Pittsburgh		
28. KABC	Los Angeles		
29. WBZ	Boston		
30. WCLR-FM	Chicago		
31. WBBM	Chicago		
32. WNCA	New York		
33. WBMX-FM	Chicago		
34. WPAT	New York		
35. WXLO-FM	New York		
36. WDAS-FM	Philadelphia		
37. KLAC	Los Angeles		
38. KRTH-FM	Los Angeles		
39. WRVR-FM	New York		
40. WFYR-FM	Chicago		
41. KFRC	San Francisco		
WWSH-FM	Philadelphia		
43. CKLW	Detroit		
WMAL	Washington		
KMJQ-FM	Houston		
46. WPLJ-FM	New York		
47. KVIL-FM	Dallas		
48. WUSL-FM	Philadelphia		
KNX	Los Angeles		
50. KOST-FM	Los Angeles		

* Based on Adults 25-49, Metro, 1/4 HR AVG,
Broadcast Week, O/N 78 ARB

AMERICA'S LEADING STATIONS-35-64*

1. WOR	New York	51. WQBA	Miami
2. WCBS	New York	52. WTMJ	Milwaukee
3. WRFM-FM	New York	53. WWJ-FM	Detroit
4. WGN	Chicago	54. KSFO	San Francisco
5. WINS	New York	WBL5-FM	New York
6. WABC	New York	56. WCAU	Philadelphia
7. WHN	New York	57. WIND	Chicago
8. WKTU-FM	New York	58. WNBC	New York
9. WLOO-FM	Chicago	WLKW-FM	Providence
10. WPAT	New York	60. WSHH-FM	Pittsburgh
11. KBIG-FM	Los Angeles	61. WSNI-FM	Philadelphia
12. WJR	Detroit	62. WJR-FM	Detroit
13. WBBM	Chicago	WTIC	Hartford
14. WMCA	New York	WBNY-FM	Buffalo
15. WPAT-FM	New York	65. WVNJ	Newark
16. KABC	Los Angeles	66. KFOG-FM	San Francisco
17. WCCO	Minn-SP	WWJ	Detroit
18. KMOX	St. Louis	68. WBEN	Buffalo
19. KDKA	Pittsburgh	69. WDOK-FM	Cleveland
20. KJOI-FM	Los Angeles	70. WQAL-FM	Cleveland
21. WTFM-FM	New York	71. KFAB	Omaha
22. WMAQ	Chicago	72. WBAP	Fort Worth
23. WHDH	Boston	73. WUSL-FM	Philadelphia
24. WIP	Philadelphia	74. KYND-FM	Houston
25. WJIT	New York	75. WIBC	Indianapolis
26. WNEW	New York	76. KRLD	Dallas
27. KGO	San Francisco	WLS	Chicago
28. WADO	New York	78. KOMO	Seattle
29. WWSH-FM	Philadelphia	WHIO-FM	Dayton
30. WMAL	Washington	WCLR-FM	Chicago
31. KNX	Los Angeles	81. KOA	Denver
32. KLAC	Los Angeles	82. WJMD-FM	Washington
33. KYW	Philadelphia	83. WIL	St. Louis
34. WLOO-FM	Chicago	WWDB-FM	Philadelphia
35. KOST-FM	Los Angeles	85. WJOI-FM	Pittsburgh
36. KFVB	Los Angeles	WLIF-FM	Baltimore
37. WCBS-FM	New York	87. WHK	Cleveland
38. WQXR-FM+	New York	KSCS-FM	Fort Worth
39. WVNJ-FM	New York	WCZY-FM	Detroit
40. WDVR-FM	Philadelphia	90. KOIT-FM	San Francisco
41. WBZ	Boston	KIRO	Seattle
42. KMPC	Los Angeles	92. KTRH	Houston
WJIB-FM	Boston	93. KFI	Los Angeles
44. KCBS	San Francisco	94. WWEL-FM	Boston
45. WBAL	Baltimore	95. WOMC-FM	Detroit
46. KABL	San Francisco	96. WAIT	Chicago
47. WGAY-FM	Washington	WNCN-FM	New York
48. WSB	Atlanta	98. WEZO-FM	Rochester
49. WJJD	Chicago	KQUE-FM	Houston
WEEI	Boston	WCKY	Cincinnati

* Based on Adults 35-64, 1/4 HR AVG, Metro, Broadcast Week, O/N 78 ARB

AMERICA'S LEADING STATIONS-12+ TSA AMD*

1. WCR	New York	51. WADO	New York
2. WCBS	New York	52. WTMJ	Milwaukee
3. WGN	Chicago	53. WDAF	Kansas City
4. WINS	New York	54. WPAT-FM	New York
5. WABC	New York	55. WRKO	Boston
6. WKTU-FM	New York	56. KVIL-FM+	Dallas
7. WCCO	Minn-SP	57. KJOI-FM	Los Angeles
8. WJR	Detroit	58. KOA	Denver
9. KDKA	Pittsburgh	59. WIBC	Indianapolis
10. WLS	Chicago	60. WHO	Des Moines
11. WMAQ	Chicago	61. WLW	Cincinnati
12. KABC	Los Angeles	62. WBT	Charlotte
13. WTIC	Hartford	63. WPAT	New York
14. KMOX	St. Louis	64. WTFM-FM	New York
15. WBBM	Chicago	65. KRTH-FM	Los Angeles
16. KYW	Philadelphia	66. WWJ	Detroit
17. KNX	Los Angeles	67. KTRH	Houston
18. WBAP	Fort Worth	68. WDAS-FM	Philadelphia
19. WIP	Philadelphia	69. WWSH-FM	Philadelphia
20. KGO	San Francisco	70. WFIL	Philadelphia
21. WHDH	Boston	71. WGY	Schenectady
22. WBZ	Boston	72. KOMO	Seattle
23. KFI	Los Angeles	73. KNBR	San Francisco
24. WMAL	Washington	74. WBEN	Buffalo
25. WHN	New York	75. WIND	Chicago
26. WRFM-FM	New York	76. WOW	Omaha
27. WNBC	New York	77. WPRO	Providence
28. KCBS	San Francisco	WRVA	Richmond
29. KFWB	Los Angeles	KIRO	Seattle
30. KFRC	San Francisco	WWDB-FM	Philadelphia
31. WPLJ-FM	New York	81. WHK	Cleveland
32. WBLS-FM	New York	82. KNX-FM	Los Angeles
33. WNEW	New York	83. WGAR	Cleveland
34. WMCA	New York	84. WNEW-FM	New York
35. KBIG-FM	Los Angeles	85. WQBA	Miami
36. WCBS-FM	New York	86. KOST-FM	Los Angeles
37. KMET-FM	Los Angeles	87. KGW	Portland
38. CKLW	Detroit	88. WTVN	Columbus
WEEI	Boston	89. WIFI-FM	Philadelphia
40. WCAU	Philadelphia	90. WVON	Chicago
41. WXLO-FM	New York	WBMX-FM	Chicago
42. WJIT	New York	92. WKBW	Buffalo
43. WSB	Atlanta	93. WAYS+	Charlotte
44. KLAC	Los Angeles		
45. WPGC-FM+	Washington		
46. KMPC	Los Angeles		
47. KFAB	Omaha		
48. WLOO-FM	Chicago		
49. WBAL	Baltimore		
50. KRLD	Dallas		

* Based on 12+ TSA, 6AM-10AM, Broadcast Week, O/N 78 ARB

AMERICA'S LEADING FM STATIONS*

<u>STATION</u>	<u>MARKET</u>	<u>FORMAT (Syndicator/Consultant)</u>	<u>OWNER</u>	<u>1/4 HR AVG</u>
1. WKTU	New York	Disco (Burk/Abr)	SJR	2802
2. WRFM	New York	BTFM MUS (Bonneville)	Bonneville	1203
3. KBIG	Los Angeles	BTFM MUS (Bonneville)	Bonneville	873
4. WCBS	New York	OLDIES/CONT	CBS	867
5. WPLJ	New York	ROCK	ABC	845
6. KMET	Los Angeles	AOR	Metromedia	840
7. WBLS	New York	DISCO	Inner City	776
8. WLOO	Chicago	BTFM MUS (FM-100)	Century	758
9. WXLO	New York	ROCK	RKO	689
10. WPAT	New York	BTFM MUS	Capital Cit	668
11. KJOI	Los Angeles	BTFM MUS (Schulke)	LA Coke	666
12. WWSH	Philadelphia	BTFM MUS (Schulke)	Cox	659
13. WPGC+	Washington	ROCK	First Media	587
14. WTFM	New York	BTFM MUS		544
15. KOST	Los Angeles	BTFM MUS (FM-100)	Cox	492
16. WBMX	Chicago	BLACK	Sonderling	491
17. WDAS	Philadelphia	AOR		489
18. KRTH	Los Angeles	OLDIES/ROCK	RKO	479
19. WQXR+	New York	CLASSICAL	NY Times	456
20. WJIB	Boston	BTFM MUS (Schulke)	GE	453
21. WNEW	New York	AOR	Metromedia	440
22. KNX	Los Angeles	SOFT ROCK	CBS	425
23. WDVR	Philadelphia	BTFM MUS		417
24. WVBF	Boston	ROCK	Fairbanks	408
25. WMMS	Cleveland	AOR	Malrite	398
26. WCLR	Chicago	MOR (Bonneville)	Bonneville	394
27. WIOQ	Philadelphia	AOR		388
28. WWDB	Philadelphia	TALK		383
29. WIFI	Philadelphia	ROCK	GCC	378
30. WFYR	Chicago	OLDIES/ROCK	RKO	371
31. KMJQ	Houston	DISCO	Amaturo	362
32. WHYI	Miami	ROCK	Metroplex	344
33. WYSP	Philadelphia	AOR (Burk-Abr)	SJR	341
34. WDVE	Pittsburgh	AOR (Burk-Abr)	Taft	337
35. KLOS	Los Angeles	ROCK	ABC	335
36. KUTE	Los Angeles	DISCO		331
37. WZGC	Atlanta	ROCK	First Media	327
WRVR	New York	JAZZ	Sonderling	327
39. KRBE	Houston	ROCK		324
40. WRIF	Detroit	AOR	ABC	322
KVIL	Dallas	CONTEMP/AC	Fairbanks	322
42. WVNJ	Newark	BTFM MUS		321
43. WSNI	Philadelphia	COUNTRY (FM-100)	Rust Craft	320
44. WROR	Boston	OLDIES/ROCK	RKO	318
45. WABX	Detroit	AOR	Century	316
46. WBCN	Boston	AOR		313
47. WNIC	Detroit	SOFT ROCK		308
48. KIIS	Los Angeles	ROCK	Combined	306
49. WUSL	Philadelphia	BTFM MUS	LIN	303
50. WPEZ	Pittsburgh	ROCK		302

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

51.	WMGK	Philadelphia	SOFT ROCK	Greater Media	299
52.	WBBM	Chicago	SOFT ROCK	CBS	298
53.	WGAY	Washington	BTFL MUS	Greater Media	297
54.	WKRQ	Cincinnati	ROCK	Taft	295
55.	WLYF	Miami	BTFL MUS (Schulke)	Storer	294
56.	KYND	Houston	BTFL MUS (Schulke)	Harte-Hanks	292
	KIOI	San Francisco	SOFT ROCK		292
58.	WLUP	Chicago	ROCK		288
59.	WYNY	New York	SOFT ROCK	NBC	287
60.	WASH	Washington	AOR	Metromedia	285
61.	WPIX	New York	ROCK	WGN Cont	284
62.	KSOL	San Francisco	BLACK	United	281
63.	WBLI	New York	ROCK	Beck-Ross	278
64.	WNCI	Columbus	ROCK	Nationwide	276
65.	KSHE	St. Louis	AOR	Century	274
	WOOK	Washington	BLACK	United	274
67.	WKQX	Chicago	AOR	NBC	273
	WSHH	Pittsburgh	BTFL MUS (Schulke)	Nationwide	273
69.	WEFM	Chicago	ROCK	GCC	272
	WDRQ	Detroit	ROCK	Charter	272
71.	WCAU	Philadelphia	DISCO/JAZZ	CBS	267
72.	KFOG	San Francisco	BTFL MUS (Schulke)	GE	265
	KSCS	Fort Worth	COUNTRY	Cap Cities	265
74.	WWWW	Detroit	AOR (Burk-Abr)	Starr	263
	WQAL	Cleveland	BTFL MUS (Bonneville)	SJR	263
	WHIO	Dayton	BTFL MUS (Bonneville)	Cox	263
77.	WJR	Detroit	BTFL MUS (Bonneville)	Cap Cities	259
78.	WBNY	Buffalo	BTFL MUS (Schulke)	McCormick	257
	WIL	St. Louis	COUNTRY	LIN	257
	KSFY	San Francisco	ROCK (Drake-Chen)	ABC	257
81.	WMMR	Philadelphia	ROCK	Metromedia	255
82.	WSOC	Charlotte	COUNTRY (TM)	Cox	252
83.	KSLQ	St. Louis	ROCK	Charter	249
84.	WOOD	Grand Rapids	BTFL MUS (Schulke)		247
85.	KZLA	Los Angeles	AOR (Burk-Abr)	Cap Cities	246
86.	WWJ	Detroit	BTFL MUS (FM-100)	Detroit News	244
87.	WLKW	Providence	BTFL MUS	McCormick	238
88.	WEZN	Bridgeport	BTFL MUS (TM)		237
89.	WRVQ	Richmond	ROCK	Harte-Hanks	234
90.	WLIF	Baltimore	BTFL MUS (Schulke)	Cox	232
91.	WMET	Chicago	ROCK	Metromedia	231
92.	KIQQ	Los Angeles	ROCK	Outlet	230
	KMEZ	Dallas	BTFL MUS (Bonneville)	Group One	230
94.	WWWM	Cleveland	ROCK		228
95.	WEZO	Rochester	BTFL MUS (Bonneville)	Malrite	227
96.	WKSS	Hartford	BTFL MUS (FM-100)	Insilco	226
	WDOK	Cleveland	BTFL MUS (Churchill)	Combined	226
	WWBA	Tampa-SP	BTFL MUS		226
99.	WEEI	Boston	SOFT ROCK	CBS	223
100.	WXXK	Pittsburgh	ROCK	Hearst	222

AMERICA'S LEADING STATIONS-12+ TSA CUME

1. WABC	New York	38037	51. KLAC	Los Angeles	8095
2. WCBS	New York	28668	52. KTNQ	Los Angeles	7968
3. WKTU-FM	New York	28452	53. WCAU	Philadelphia	7943
4. WLS	Chicago	26791	54. WWSH-FM	Philadelphia	7893
5. WINS	New York	25765	55. WRIF-FM	Detroit	7851
6. WOR	New York	25606	56. WTIC	Hartford	7690
7. WNBC	New York	21493	57. KRLA	Los Angeles	7296
8. WGN	Chicago	19065	58. KOST-FM	Los Angeles	7268
9. WMAQ	Chicago	18574	59. WJIB-FM	Boston	7199
10. WBBM	Chicago	16978	60. WPGC-FM+	Washington	7110
11. WPLJ-FM	New York	16772	61. WLW	Cincinnati	7033
12. WJR	Detroit	16071	62. WFYR-FM	Chicago	7000
13. KNX	Los Angeles	15490	63. KIIS-FM	Los Angeles	6989
14. WKLO-FM	New York	14879	64. WMAL	Washington	6940
15. WCBS-FM	New York	14327	65. WVBF-FM	Boston	6934
16. CKLW	Detroit	14249	66. WWJ	Detroit	6875
17. WRFM-FM	New York	13591	67. KRLD	Dallas	6727
18. WCCO	Minn-SP	13455	68. WIND	Chicago	6695
19. WHN	New York	13196	69. WLAK-FM	Chicago	6683
20. KDKA	Pittsburgh	13041	70. KNX-FM	Los Angeles	6644
21. KFI	Los Angeles	13030	71. WEEI	Boston	6442
WBZ	Boston	13030	72. WYNY-FM	New York	6417
23. WBLS-FM	New York	13028	73. WTFM-FM	New York	6385
24. KFRC	San Francisco	12598	74. WYSP-FM	Philadelphia	6351
25. KFWB	Los Angeles	12224	75. WBBM-FM	Chicago	6283
26. WNEW	New York	12139	76. WIFI-FM	Philadelphia	6195
27. KYW	Philadelphia	11824	77. KCMO	Kansas City	6152
28. KBIG-FM	Los Angeles	11434	78. KXOK	St. Louis	6125
29. KABC	Los Angeles	11016	79. WEFM-FM	Chicago	6102
30. WHDH	Boston	10754	80. WMET-FM	Chicago	6080
31. WPAT-FM	New York	10715	81. WOW	Omaha	6019
32. WPAT	New York	10703	82. KSFO	San Francisco	6017
33. WIP	Philadelphia	10463	83. WCFL	Chicago	5964
34. KGO	San Francisco	10377	84. WBMX-FM	Chicago	5941
35. WMET-FM	Los Angeles	10361	85. WTMJ	Milwaukee	5863
36. WRKO	Boston	10259	86. KDWB+	Minn-SP	5766
37. WBAP	Dallas-FW	9842	87. WIOQ-FM	Philadelphia	5736
38. KMOX	St. Louis	9787	88. WVNJ-FM	New York	5649
39. KHJ	Los Angeles	9732	89. KNBR	San Francisco	5646
40. KCBS	San Francisco	9464	90. WRVR-FM	New York	5645
41. WMCA	New York	9257	91. KOA	Denver	5613
42. KMPC	Los Angeles	8724	92. WSB	Atlanta	5608
43. WQXR-FM+	New York	8706	93. WKBW	Buffalo	5595
44. KJOI-FM	Los Angeles	8676	94. WCLR-FM	Chicago	5557
45. WFIL	Philadelphia	8477	KSD	St. Louis	5557
46. KLOS-FM	Los Angeles	8410	96. WGAR	Cleveland	5546
47. WLOO-FM	Chicago	8343	97. WWWW-FM	Detroit	5538
48. KRTH-FM	Los Angeles	8337	98. WKQX-FM	Chicago	5533
49. WPIX-FM	New York	8302	99. WPEZ-FM	Pittsburgh	5495
50. WNEW-FM	New York	8099	100. WMMR-FM	Philadelphia	5470

101. KRBE-FM	Houston	5440	151. WADO	New York	4475
102. WNIC-FM	Detroit	5438	152. WHK	Cleveland	4403
103. WABX-FM	Detroit	5413	153. WKRQ-FM	Cincinnati	4400
104. WJR-FM	Detroit	5401	154. WWJ-FM	Detroit	4298
105. KTSA	San Antonio	5373	155. WKY	Oklahoma City	4287
106. WCAU-FM	Philadelphia	5360	156. WTIK	New Orleans	4269
107. WMMS-FM	Cleveland	5334	157. KING	Seattle	4248
108. WLUP-FM	Chicago	5319	158. WNCI-FM	Columbus	4245
109. WOWO	Ft. Wayne	5316	159. WIBC	Indianapolis	4241
110. KSTP	Minn-SP	5297	160. KJR	Seattle	4232
111. WDRQ-FM	Detroit	5292	161. WASH-FM	Washington	4209
112. WVON	Chicago	5239	162. WJJD	Chicago	4200
113. WCOZ-FM	Boston	5222	163. WPRO	Providence	4167
114. WDAF	Kansas City	5219	164. WDAI-FM	Chicago	4083
115. WXYZ	Detroit	5211	165. WOOK-FM	Washington	4071
116. KIOI-FM	San Francisco	5200	166. WSHH-FM	Pittsburgh	4059
117. KFAB	Omaha	5176	167. WGCL-FM	Cleveland	4050
118. WTAE	Pittsburgh	5168	168. WOKY	Milwaukee	4016
119. XTRA	Los Angeles	5143	169. WHO	Des Moines	3998
120. WPEZ-FM	Pittsburgh	5138	170. WOMC-FM	Detroit	3989
121. WHYI-FM	Miami	5110	171. WBCN-FM	Boston	3982
122. WROR-FM	Boston	5069	172. WSNI-FM	Philadelphia	3965
123. WBAL	Baltimore	5066	173. WISN	Milwaukee	3917
124. KUTE-FM	Los Angeles	5050	174. KWST-FM	Los Angeles	3906
125. WJIT	New York	5042	175. KVIL-FM	Dallas	3900
126. KYA	San Francisco	5021	176. WIOD	Miami	3889
127. WBT	Charlotte	4988	177. WWDB-FM	Philadelphia	3881
128. KILT	Houston	4981	178. WTIC-FM	Hartford	3862
WZGC-FM	Atlanta	4981	179. WCBM	Baltimore	3838
130. KGW	Portland	4870	180. WKTQ	Pittsburgh	3814
131. KOMO	Seattle	4868	181. WJLB	Detroit	3800
132. KIRO	Seattle	4834	182. WNCN-FM	New York	3795
133. KABL	San Francisco	4779	183. WCCO-FM	Minn-SP	3787
134. WMGK-FM	Philadelphia	4765	184. WWWM-FM	Cleveland	3778
135. WGR	Buffalo	4761	WUSL-FM	Philadelphia	3778
136. WZZD	Philadelphia	4735	186. KFAC-FM	Los Angeles	3766
137. WDAS-FM	Philadelphia	4694	187. WDGY	Minn-SP	3751
138. WXKX-FM	Pittsburgh	4690	188. WTOP	Washington	3714
139. KSFX-FM	San Francisco	4624	189. WQAL-FM	Cleveland	3713
140. WDVR-FM	Philadelphia	4595	190. WMJC-FM	Detroit	3712
141. KIQQ-FM	Los Angeles	4587	191. WHB	Kansas City	3706
142. KDAY	Los Angeles	4577	192. WINZ	Miami	3696
143. KSLQ-FM	St. Louis	4543	193. KFOG-FM	San Francisco	3688
144. WTVN	Columbus	4513	194. WBLI-FM	New York	3658
145. WWWE	Cleveland	4495	195. WHAS	Louisville	3651
146. KIIS	Los Angeles	4485	196. KMJQ-FM	Houston	3637
147. WGY	Alb-Schen-Troy	4484	197. WCAO	Baltimore	3607
148. KIMN	Denver	4483	198. WPBJ-FM	Providence	3605
KTRH	Houston	4483	199. WXRT-FM	Chicago	3591
150. WHBQ	Memphis	4478	200. WITS	Boston	3558

AMERICA'S LEADING STATIONS-METRO CUME RATING*

1. WCWO	Ft, Wayne	54.5	51. WIVY-FM	Jacksonville	32.2
2. WAFB	Omaha	53.0	52. WVIC-FM+	Lansing	32.1
3. WCCO	Minn-SP	52.6	WPTH-FM	Fort Wayne	32.1
4. WTIC	Hartford	51.5	54. KEYN-FM	Wichita	31.8
5. KDKA	Pittsburgh	47.1	55. WSB	Atlanta	31.7
6. WKEE-FM+	Huntington	46.4	56. WGRD-FM+	Grand Rapids	31.6
7. KENI	Anchorage	43.5	WLCS	Baton Rouge	31.6
8. WKBW	Buffalo	43.4	58. KFQD	Anchorage	31.4
9. WVLK	Lexington	43.2	59. WJR	Detroit	31.3
10. WBT	Charlotte	42.7	60. KOA	Denver	31.2
11. KMOX	St. Louis	41.4	61. KORL	Honolulu	31.1
12. WOW	Omaha	41.1	KENO	Las Vegas	31.1
13. WRVA	Richmond	41.0	63. KJRB	Spokane	30.6
14. WLAP	Lexington	39.1	64. WAKY	Louisville	30.5
15. WMEE	Fort Wayne	38.9	WHO	Des Moines	30.5
16. WTMJ	Milwaukee	38.6	KRKE	Albuquerque	30.5
17. WGY	Schenectady	38.2	67. WFLI	Chattanooga	30.4
18. KGW	Portland	38.1	68. KSL	Salt Lake City	30.3
19. WKRG-FM	Mobile	37.5	WHIO-FM	Dayton	30.3
WKMI	Kalamazoo	37.5	70. WABB-FM	Mobile	30.2
21. KTOK	Oklahoma City	37.3	71. KTKT	Tucson	30.1
22. WAKR	Akron	37.1	WHDH	Boston	30.1
WELI	New Haven	37.1	73. KLEO	Wichita	30.0
24. WIS	Columbia, SC	36.8	WOOD	Grand Rapids	30.0
WGNT	Huntington	36.8	75. WHBQ	Memphis	29.9
26. WING	Dayton	36.7	KCMO	Kansas City	29.9
27. WTVN	Columbus	35.9	KVOO	Tulsa	29.9
WKY	Oklahoma City	35.9	WNOK-FM	Columbia,SC	29.9
29. WOOD-FM	Grand Rapids	35.8	79. WSPD	Toledo	29.6
30. KUGN	Eugene-Spr	35.5	80. WKIX	Raleigh	29.5
31. WPTF	Raleigh	35.3	81. WVLK-FM	Lexington	29.4
KGMB	Honolulu	35.3	82. WROW	Albany	29.3
33. KKUA	Honolulu	35.2	KRNT	Des Moines	29.3
34. KOB	Albuquerque	34.8	84. WIBR	Baton Rouge	29.0
WKZO	Kalamazoo	34.8	WFMK-FM	Lansing	29.0
36. WBBF	Rochester	34.7	WNCI-FM	Columbus	29.0
WIBC	Indianapolis	34.7	87. WEZO-FM	Rochester	28.6
38. WPRO	Providence	34.5	88. WHAS	Louisville	28.5
39. WLAP-FM	Lexington	34.3	KDWB+	Minn-SP	28.5
40. WRVQ-FM	Richmond	34.0	WEAT-FM	West Palm Beach	28.5
41. KTSA	San Antonio	33.4	91. WBJW-FM	Orlando	28.4
42. WLW	Cincinnati	33.2	92. WKFR-FM	Kalamazoo	28.3
WHIO	Dayton	33.2	93. WLAC	Nashville	28.2
44. WHAM	Rochester	33.1	KFYE-FM	Fresno	28.2
45. WGR	Buffalo	32.9	95. WBZ	Boston	28.1
46. KIOA	Des Moines	32.8	96. WAMX-FM	Huntington	28.0
WSYR	Syracuse	32.8	97. WTRY	Troy	27.9
48. WHEN	Syracuse	32.7	KBDF	Eug-Spring	27.9
KRMG	Tulsa	32.7	99. KINT-FM	El Paso	27.8
50. WAYS	Charlotte	32.3	WERC	Birmingham	27.8

* Based on 12+ Metro Cume Rating, Oct/Nov markets only, Broadcast Week

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

1. WJBC	Bloomington*	44.6	26. WLVA	Lynchburg*	22.4	
2. WWNC	Asheville*	38.4	27. WJJS-FM	Lynchburg*	21.9	
3. KFAB	Omaha	32.7	28. KYJC	Medford*	21.8	
4. KWWL	Waterloo*	32.5	KMOX	St. Louis	21.8	
5. KGBT	McAllen-Brown*	32.2	KDKA	Pittsburgh	21.8	
6. WCCO	Minn-St Paul	28.6	31. WHHY	Montgomery*	21.7	
7. KFGO	Fargo*	28.5	WHYN	Springfield*	21.7	
8. KTDY-FM	Lafayette*	27.7	33. WSGW	Saginaw*	21.5	
9. WMT	Cedar Rapids*	27.4	34. WBOW	Terre Haute*	21.4	
10. WQSM-FM	Fayetteville*	26.9	35. WCGQ-FM	Columbus, GA*	21.1	
11. WOWO	Fort Wayne	26.0	36. KQDI	Great Falls*	20.7	
12. WIKY-FM	Evansville*	25.6	37. WSJS	Winston-Salem*	20.5	
13. KMON	Great Falls*	25.3	38. WCCK-FM	Erie*	20.3	
14. WROK	Rockford*	25.1	39. WOOD-FM	Grand Rapids	20.1	
15. KDZA	Pueblo*	24.8	40. WRVA	Richmond	19.7	
	KSOO	Sioux Falls*	24.8	WSLC	Roanoke*	19.7
17. WWVA	Charleston*	24.7	WDUZ	Green Bay*	19.7	
18. WGBF	Evansville*	24.0	43. WIBC	Indianapolis	19.4	
19. WIXX-FM	Green Bay*	23.9	KRMG	Tulsa	19.4	
20. WLWU-FM	Erie*	23.5	45. KYYA-FM	Billings*	19.3	
21. KLUR-FM	Wichita Falls*	23.3	46. WGAN	Portland*	19.2	
22. WTIC	Hartford	22.9	WGER-FM	Saginaw*	19.2	
23. WGLF-FM	Tallahassee*	22.8	48. WRBR-FM	South Bend*	19.1	
	KOOK	Billings*				
25. KENI	Anchorage	22.6				

* Market surveyed in Apr/May 78

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

Simulcast Qualifiers:

WKEE-FM+	Huntington	24.0
KBOY+	Medford*	21.0

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

1. KTDY	Lafayette*	27.7	26. WPXI	Charleston, SC*	16.5
2. WQSM	Fayetteville*	26.9	KWTX	Waco*	16.5
3. WIKY	Evansville*	25.6	WLQR	Toledo	16.5
4. WIXX	Green Bay*	23.9	29. WRVQ	Richmond	16.4
5. WLVU	Erie*	23.5	30. WEZK	Knoxville*	16.1
6. KLUR	Wichita Falls*	23.3	WQYT	Binghampton*	16.1
7. WGLF	Tallahassee*	22.8	32. WKTZ	Jacksonville	15.9
8. WJJS	Lynchburg*	21.9	33. WBBQ	Augusta*	15.8
9. WCBQ	Columbus, GA*	21.1	WEZN	Bridgeport*	15.8
10. WCKK	Erie*	20.3	35. WJLQ	Pensacola*	15.7
11. WOOD	Grand Rapids	20.1	WBNQ	Bloomington*	15.7
12. KYVA	Billings*	19.3	37. WEAS	Savannah*	15.5
13. WGER	Saginaw*	19.2	38. WMEF	Fort Wayne	15.4
14. WRBR	South Bend*	19.1	39. WEZO	Rochester	15.3
15. WHIO	Dayton	18.8	40. WFBQ	Altoona*	15.1
16. WCKS	Mel-Titus-Coc*	18.6	41. WNOK	Columbia	14.8
17. WKRG	Mobile	18.4	WRBQ	Lakeland*	14.8
18. KQIZ	Amarillo*	18.3	43. WIVY	Jacksonville	14.7
19. WMAZ	Macon*	17.5	WGLD	Winston-Salem*	14.7
20. KLAZ	Little Rock*	17.4	45. KASE	Austin	14.6
21. KEYN	Wichita	17.3	KFMQ	Lincoln*	14.6
22. WWLV	Daytona Beach*	16.9	WLOS	Asheville*	14.6
23. WEAT	West Palm Beach	16.9	KIIK	Daven-RI-Mol* .	14.6
24. KFFM	Yakima*	16.7	49. WFMF	Baton Rouge	14.5
KGNC	Amarillo*	16.7	50. WPTH	Fort Wayne	14.3

* Market surveyed in Apr/May 78

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

Simulcast Qualifiers:

WKEE-FM+	Huntington	24.0
WJBQ-FM+	Portland*	17.3

NATIONAL FM SHARES*

METRO

OCT/NOV 78	50.698%	(7,525,100 of 14,843,000)
APR/MAY 78	47.638%	(8,565,600 of 18,025,100)
OCT/NOV 77	46.501%	(6,561,700 of 14,110,900)
APR/MAY 77	44.428%	(7,745,900 of 17,434,700)
OCT/NOV 76	43.818%	(6,079,600 of 13,874,800)
APR/MAY 76	40.886%	(6,882,900 of 16,834,200)

FM/GROWTH RATE (METRO)

O/N 76 to O/N 77:	6.123%	A/M 76 to A/M 77:	7.225%
O/N 77 to O/N 78:	9.026%	A/M 77 to A/M 78:	8.663%

ADI (Top 50 ADI's)

OCT/NOV 78	51.27%	(8,328,600 of 16,244,500)
APR/MAY 78	48.69%	(8,257,800 of 16,961,300)
OCT/NOV 77	47.82%	(7,474,700 of 15,631,600)
APR/MAY 77	45.83%	(7,669,900 of 16,736,400)
OCT/NOV 76	43.78%	(7,096,200 of 16,208,900)
APR/MAY 76	42.01%	(6,853,400 of 16,312,900)
APR/MAY 75	38.91%	(6,229,800 of 16,009,800)

FM GROWTH RATE (ADI)

O/N 76 to O/N 77:	9.228%	A/M 75 to A/M 76:	7.967%
O/N 77 to O/N 78:	7.215%	A/M 76 to A/M 77:	9.093%
		A/M 77 to A/M 78:	6.241%

*Based on MSA or ADI, 1/4 HR AVG, 12+, Broadcast Week. Remember that not all of the APR/MAY markets are resurveyed in OCT/NOV.

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP**

HIGHEST

1. Melbourne-Titus-Cocoa*	71.75%
2. Lancaster*	68.23
3. Greenville, SC*	67.42
4. Pensacola*	67.07
5. Lansing	66.87
6. Washington	65.88
7. West Palm Beach	65.84
8. Dallas-Ft. Worth	64.58
9. Norfolk	64.48
10. Jacksonville	61.94
11. York*	61.73
12. Grand Rapids	61.69
13. Fort Lauderdale	61.67
14. Houston	61.33
15. Mobile	60.60
16. Savannah*	59.09
17. Charleston, SC*	58.55
18. Atlanta	57.61
19. Daytona Beach	57.54
20. Wilmington	57.31
21. Beaumont	56.78
22. Madison*	56.75
23. Columbia, SC	56.48
24. Rochester	56.46
25. Tampa-St. Pete	56.08

LOWEST

1. Honolulu	17.19%
2. McAllen-Brownsville*	19.55
3. Medford*	20.57
4. JC-King-Bristol*	23.83
5. Fargo*	25.64
6. Bakersfield*	27.03
7. Sioux Falls*	27.27
8. Duluth*	27.56
9. Cedar Rapids*	27.84
10. Asheville*	28.25
11. Waterloo*	28.67
12. Charleston, WVA*	29.43
13. Great Falls	30.12
14. Anchorage	30.36
15. Omaha	31.46
16. Eugene-Spr	32.00
17. Chattanooga	32.36
18. Huntsville	32.38
19. Montgomery*	32.45
20. Stockton*	32.56
21. Bloomington*	32.91
22. Wheeling*	33.02
23. Boise*	33.04
24. Tucson	33.16

*Market surveyed in Apr/May 78

**Table shows FM's share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week

ADI RANKINGS-FM SHARE OF AUDIENCE*

<u>O/N 78 RANK</u>	<u>MARKET</u>	<u>O/N 78</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>A/M 77</u>	<u>A/M 75</u>
1.	Washington	66.57%	63.84%	62.81%	60.19%	47.73%
2.	Norfolk	65.21	59.50	53.63	56.51	44.38
3.	Philadelphia	62.59	55.26	56.46	54.74	43.74
4.	Atlanta	61.56	56.08	56.44	50.96	45.62
5.	Houston	60.76	59.69	57.11	55.38	40.42
	Orlando	60.76	61.09	59.96	53.45	44.50
7.	Dallas-Ft. Worth	60.46	56.89	53.27	52.44	37.94
8.	Grand Rapids-Kala	59.54	55.28	56.13	50.26	38.09
9.	Harris-Lanc-York		59.40	---	49.95	43.62
10.	Tampa-St. Pete	57.70	53.60	59.81	53.69	40.65
11.	Detroit	56.56	53.62	53.69	50.32	41.12
12.	Charlotte	56.55	49.79	49.41	43.03	40.50
13.	San Diego	54.86	49.19	47.77	43.48	33.31
14.	Cleveland	54.11	53.08	53.13	46.52	40.01
15.	Phoenix	54.01	50.27	45.94	44.34	34.17
16.	Baltimore	53.79	47.87	47.21	43.91	33.27
17.	Nashville	53.50	52.33	50.15	41.25	33.96
18.	Columbus	52.77	52.60	47.86	49.24	31.63
19.	Los Angeles	52.61	47.13	46.57	47.22	39.37
20.	Boston	52.20	50.74	48.83	46.62	44.98
	Miami	52.20	53.64	51.02	51.31	45.93
22.	Green-Spart-Ashe		51.29	---	46.17	38.77
23.	Cincinnati	51.13	44.30	48.39	45.45	32.72
24.	Providence	51.04	47.37	52.45	44.20	39.82
25.	Kansas City	50.70	47.22	45.83	41.73	42.38
26.	Indianapolis	50.37	50.61	53.74	47.65	33.54
27.	Dayton	50.07	41.76	40.92	44.02	42.89
28.	Hartford	49.52	49.35	47.59	45.58	41.60
29.	New York	49.23	46.96	46.40	44.16	40.63
30.	Chicago	49.15	48.10	46.71	47.41	33.48
31.	Milwaukee	48.91	46.16	43.06	39.73	36.28
32.	San Francisco	47.66	43.82	45.62	43.29	34.63
33.	Raleigh	47.34	---	---	45.67	---
34.	Huntington/Char	46.70	47.21	41.90	41.06	28.62
35.	Buffalo	46.10	43.23	42.18	43.95	38.99
36.	New Orleans	45.69	42.35	40.84	45.05	37.34
37.	Birmingham	45.30	38.57	33.90	34.43	---
38.	St. Louis	44.82	43.73	41.01	38.87	32.52
39.	Oklahoma City	44.47	44.16	48.66	42.64	35.78
40.	Louisville	43.79	41.21	42.52	41.49	22.04
41.	Sacramento	43.11	42.11	41.91	42.28	34.38
42.	Memphis	42.58	37.67	36.36	34.36	27.70
43.	Seattle	40.81	43.26	37.31	38.15	32.98
44.	Denver	40.77	45.29	43.26	41.93	38.31
45.	Salt Lake City	40.60	39.07	36.39	---	---
46.	Pittsburgh	39.89	45.39	41.44	42.35	31.56
47.	Alb-Schen-Troy	37.64	34.90	32.49	34.08	34.31
48.	Minneapolis-St. Pl	37.61	39.05	38.18	33.61	27.80
49.	Portland	35.33	36.26	37.31	33.89	32.14
50.	NE PENN		34.94	---	33.64	31.76
TOP 50 ADI'S-FM SHARE		51.27%	48.69%	47.82%	45.83%	38.91%

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

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST

LOWEST

1. Bridgeport	19.1*	1. Great Falls	12.5
2. NE PA	18.8*	2. Greenville, NC	13.1*
Duluth	18.8*	3. Des Moines	13.2
4. Hartford	18.0	Memphis	13.2
5. New York	17.8	5. Stockton	13.3*
6. Providence	17.7	6. New Orleans	13.4
Miami	17.7	Green Bay	13.4*
New Bedford	17.7*	8. Billings	13.5*
9. Boston	17.5	Columbus, GA	13.5*
Philadelphia	17.5	Tallahassee	13.5*
11. South Bend	17.4	11. Jacksonville	13.6
12. Charleston, SC	17.2*		

Mean APR for all rated markets:

O/N 78	15.41
A/M 78	15.42
O/N 77	15.20
A/M 77	15.29
A/M 76	15.40
A/M 75	15.74

* Market rated in Apr/May 78

** Based on Average Persons Rating, Mon-Sun, 6AM-Midnight, MSA, 12+. The APR shows the average percentage of the 12+ population which is using radio. The figure is very roughly comparable to television's "Households Using Television" (HUT) rating.

STATION FORMATS AND FORMAT LISTENERSHIP*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1,596,500 (193)	3,580,200 (368)	5,176,700 (561)	34.88
BTFL MUSIC	292,700 (42)	2,184,900 (179)	2,477,600 (221)	16.69
MOR	1,987,000 (225)	146,900 (31)	2,133,900 (256)	14.38
NEWS/TALK	1,530,200 (74)	277,000 (1)	1,557,900 (75)	10.50
BLACK/DISCO	462,900 (70)	815,200 (42)	1,278,100 (112)	8.61
COUNTRY	891,100 (154)	352,700 (70)	1,243,800 (224)	8.38
SPANISH	279,500 (27)	33,300 (6)	312,800 (33)	2.11
CLASSICAL	45,200 (11)	210,400 (27)	255,600 (38)	1.72
RELIGION	132,500 (69)	50,500 (32)	183,000 (10)	1.23
JAZZ	-----	67,900 (7)	67,900 (7)	0.46
UNKNOWN/OTHER	28,000 (19)	35,600 (20)	63,600 (39)	0.43
ETHNIC	18,400 (4)	15,900 (3)	34,300 (7)	0.23
VARIETY	29,700 (14)	-----	29,700 (14)	0.20
BIG BAND	12,800 (5)	13,700 (2)	26,500 (7)	0.18
TOTALS	7,306,500 (907)	7,534,900 (788)	14,841,400 (1695)	

*Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format. Only markets rated in Oct/Nov 78 are included.

FORMAT PERCENTAGES -AM AND FM BANDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>O/N 77</u>	<u>O/N 76</u>
ROCK/CONTEMP	21.85%	47.51%	34.88%	34.73%	34.31%
BTFL MUSIC	4.07	29.00	16.69	17.32	18.04
MOR	27.19	1.95	14.38	16.61	16.32
NEWS/TALK	20.94	3.68	10.50	10.23	10.92
BALCK/DISCO	6.34	10.82	8.61	7.14	6.59
COUNTRY	12.20	4.68	8.38	8.31	7.96
SPANISH	3.83	0.44	2.11	2.02	1.64
CLASSICAL	0.62	2.79	1.72	1.78	1.87
RELIGION	1.81	0.67	1.23	0.98	0.98
JAZZ	0.00	0.90	0.46	0.48	NA
UNKNOWN/OTHER	0.38	0.47	0.43	0.53	NA
ETHNIC	0.25	0.21	0.23	0.28	NA
VARIETY	0.41	0.00	0.20	0.10	NA
BIG BAND	0.18	0.18	0.18	0.11	NA

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/CONTEMP (National Average: 34.88%)

<u>HIGHEST %</u>			<u>LOWEST %</u>
1. Lafayette, LA*	67.8	1. Miami	23.3
2. Lexington	61.2	2. West Palm Beach	23.8
3. Fayetteville*	58.9	3. Winston-Salem*	25.9
4. Waterloo*	58.7	4. Greensboro*	26.5
5. Great Falls*	56.6	5. Duluth*	27.3
6. Anchorage	52.2	Flint*	27.3
Allen-Beth-Easton	52.2	7. Daytona Beach*	27.4
8. Lansing	51.8	8. New York	27.6
9. Appleton-Oshkosh*	51.2	9. Chicago	28.4
10. Madison*	50.1	10. Saginaw*	28.7
11. Kalamazoo	49.7	11. Baltimore	28.8
12. Omaha	49.3	12. Shreveport	29.4
13. Wheeling	49.1	13. Waco	29.6
14. Las Vegas	48.6	Lakeland	29.6
15. Syracuse	47.8	15. Indianapolis	29.8

BEAUTIFUL MUSIC (National Average: 16.69%)

<u>HIGHEST %</u>			<u>LOWEST %</u>
1. Tampa-St. Pete	36.7	1. Omaha	3.4
2. West Palm Beach	34.5	2. McAllen-Brownsville*	4.5
Daytona Beach*	34.5	3. Augusta*	5.4
4. Melbourne-Titus-Cocoa*	33.5	4. John City-Kings-Bris*	6.1
5. Evansville*	29.2	5. Beaumont-Port Arthur	6.4
6. Grand Rapids	28.2	6. Lafayette*	6.6
7. Albany-Schen-Troy	26.9	7. Birmingham	6.9
8. Tucson	26.0	8. Montgomery*	7.7
9. Fort Lauderdale	25.9	9. Huntsville*	8.2
10. Erie*	25.4	10. Columbia, SC	8.6
11. Cleveland	24.6	11. Fayetteville*	8.7
Orlando	24.6	12. NE PA*	9.0
13. York*	24.2	Fargo*	9.0
14. Miami	23.3	Greenville, NC*	9.0
15. Providence	22.7	15. Madison*	9.1
		Oklahoma City	9.1

* Market surveyed in APR/MAY 78

NOTE: Format information for this section came from the 1978 Broadcasting Yearbook and/or the December 1978 or January 1979 edition of SRDS. Often the station format descriptions are cryptic, at best. Sometimes I had to refer to the demographics of a station's audience before I could make a judgement on a format.

In some markets you will notice extremely low figures for a particular format. For instance, in Little Rock I show a MOR percentage of 0.0. In this market the format may be programmed on certain stations at certain times. However, apparently there are not any stations which are using that format for the majority of their broadcast hours.

MOR (National Average: 14.38%)

HIGHEST %

1. Bloomington*	49.4
2. Minneapolis-St. Paul	40.9
3. Omaha	37.1
4. Saginaw*	35.7
5. Cincinnati	34.7
6. Manchester*	33.2
7. Fort Wayne	31.0
8. Columbus	29.7
9. Pittsburgh	29.2
10. Milwaukee	29.0
11. Buffalo	28.2
12. Boston	27.3
13. Hartford	26.6
Toledo	26.6
15. Baltimore	26.5

LOWEST %

1. McAllen-Brownsville*	0.0
Little Rock*	0.0
Tallahassee*	0.0
Asheville*	0.0
Beaumont-Port Arthur	0.0
6. San Antonio	0.3
7. Tucson	0.7
8. Fayetteville*	1.1
9. Shreveport*	1.4
10. New York	2.3
11. El Paso	2.7
12. Dallas-Ft. Worth	2.9
13. Knoxville*	3.9
14. Birmingham	4.2
15. Greenville, NC*	4.9
Waterloo*	4.9

COUNTRY (National Average: 8.38%)

HIGHEST %

1. Asheville*	51.4
2. Knoxville*	36.5
3. Wichita Falls*	35.4
4. Huntsville*	34.2
5. John City-Kings-Bris*	33.4
6. Fargo*	32.1
7. Waco*	31.4
8. Terre Haute*	31.1
9. Duluth*	29.1
10. Lakeland*	28.9
11. Wichita	28.7
12. Wheeling	28.3
13. Beaumont	27.8
14. Billings*	27.3
15. Altoona*	27.0

LOWEST %

1. Boston	0.0
Honolulu	0.0
3. Hartford	1.9
4. Springfield*	2.5
5. Miami	2.7
Bridgeport*	2.7
7. Manchester*	3.1
8. Jackson*	3.6
9. New York	3.8
10. Wilmington*	3.9
11. Providence	4.1
12. New Bedford*	4.2
13. Albany-Schen-Troy	4.5
14. Detroit	4.6
15. New Haven	4.7

NEWS/INFO/TALK

(Nat Avg: 10.50%)

BLACK/DISCO

(Nat. Avg: 8.61%)

SPANISH

(Nat Avg: 1.23%)

RELIGION

(Nat Avg: 1.23%)

1. St. Louis	23.6	1. Charles,SC*	30.8	1. McAllen*	40.7	1. Shrev*	10.5
2. New York	21.8	2. Jackson*	28.8	2. Miami	30.5	2. Birming	10.4
3. Philadel	18.7	3. Savannah*	25.4	3. Cor Christi*	22.6	3. Columb,GA*	8.0
4. San Fran	17.1	4. Birming	23.2	4. El Paso	21.3	4. Lancas*	7.8
5. LA	16.2	5. Memphis	21.6	5. San Antonio	20.0	5. Montgom*	6.6
6. Topeka*	15.1	6. Shreveport*	19.9	6. Tucson	12.7	6. Augusta*	6.5
7. Youngstown*	13.9	7. Macon*	19.8	7. Albuq	12.4	7. Jacksonville	6.4
8. Boston	12.8	8. Beaumont	19.7	8. Pueblo*	8.7	8. Savannah*	6.1
9. Houston	12.5	9. Columb,SC	17.6	9. Fresno	7.2	9. Norfolk	5.8
10. Dallas-FW	11.7	10. New York	17.5	10. Lubbock*	6.6	10. Baton Rouge	4.7
11. San Diego	11.3	11. Tallahassee*	17.2	11. New York	5.3	11. Memphis	4.5
Portland	11.3	12. Pensacola*	16.5	12. Salinas*	5.2	Billings*	4.5
13. Seattle	11.2	13. Win-Salem*	16.2	13. LA	3.5	13. Lynchburg	4.4
14. Chicago	11.0	14. Houston	15.2	14. Phoenix	2.5	14. Hunting	4.3
Sacramento	11.0						

CLASSICAL (NA: 1.72%)

4. Denver	3.8
8. Wilming*	3.0
12. New York	2.7

1. Seattle	4.8
5. Reno*	3.4
Salt Lake	3.0
Philadel	2.7

2. San Fran	4.5
6. Milwaukee	3.3
10. Chicago	2.3
Miami	2.7

3. San Diego	4.0
7. Washington	3.1
Albany	2.8
Ft. lauder	2.7

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 500 stations is examined. The following information is included for each station:

TIME SPENT LISTENING (TSL): This figure shows the amount of time which an average listener spends with a given station. The total is given in hours instead of 1/4 hours. Hourly totals are easier to quickly comprehend.

This figure is derived by the following calculation: Average 1/4 HR audience times 504 (the number of quarter hours in the Broadcast Week). The resulting figure is divided by the weekly Metro Cume. This figure is divided by 4 to come up with a figure in hours.

TURN OVER RATIO (T/O RATIO): This figure roughly indicates the number of groups of people which contribute to the station's average audience. It is calculated by taking the Metro Cume (12+, Broadcast Week) and dividing it by the Metro 1/4 HR AVG (Broadcast Week).

PER CENT EXCLUSIVE CUME (% EXCL): This fascinating figure indicates the loyalty of a station's audience. It is calculated by dividing the exclusive cume (12+ Metro, Broadcast Week) by the Metro Cume (12+, Broadcast Week).

PER CENT TEENS, 18-34, 18-49, 50+: This is simply the percentage of a station's total audience (12+ Metro, Broadcast Week) which lies in these demographic breaks.

PER CENT MALE/FEMALE (% M, % F): This breakdown is new with this edition. The methodology is the same as that for Teens, 18-34, etc.

Below are the means for the above breakdowns by format. Also included is the number of stations sampled:

	STAT	TSL	T/O RATIO	% EXCL	%TEENS	%18-34	%18-49	%50+	% M	% F
ROCK/CONTEMP	119	7.1	17.9	7.6	28.1	54.0	65.7	6.2	44.9	55.1
AOR	56	8.6	14.6	6.8	20.7	74.3	78.2	1.1	64.9	35.1
SOFT ROCK	17	7.8	16.3	4.0	5.5	73.9	87.1	7.4	43.4	56.6
MOR/AC	80	7.9	16.0	10.3	3.3	23.4	50.2	46.5	45.0	55.0
BIFL MUSIC	104	10.0	12.6	8.5	1.0	18.5	45.8	53.2	42.1	57.9
COUNTRY	57	9.4	13.4	13.9	3.6	30.2	62.7	33.7	46.8	53.2
NEWS/TALK	40	7.3	17.4	7.7	1.2	15.4	36.2	62.6	51.3	48.7
BLACK/DISCO	44	9.9	12.8	16.9	28.1	50.1	66.1	5.8	42.2	57.8
RELIGION	14	10.1	12.5	12.0	3.6	20.9	43.1	53.3	34.9	65.1
SPANISH	11	17.6	7.3	24.0	4.3	34.5	66.4	29.3	31.8	68.2
CLASSICAL	18	7.6	16.7	6.2	1.5	26.0	58.5	40.0	52.7	47.3

TOP 40/ROCK/CONTEMP/OLDIES

NATIONAL MEAN:		7.1	17.9	7.6	28.1	54.0	65.7	6.2	44.9	55.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WABC	NY	8.1	15.6	8.2	18	40	61	21	39	61
WNBC	NY	5.6	21.2	3.3	25	42	58	17	51	49
WXLO-F	NY	6.6	19.1	5.9	32	54	63	5	45	55
WIFI-F	Phil	7.5	16.9	8.3	39	42	58	3	42	58
WLS	Chi	5.5	22.9	8.3	27	49	65	8	39	61
WEFM	Chi	5.7	22.0	4.3	51	40	48	1	50	50
WMET	Chi	4.8	26.5	3.0	48	45	49	3	48	52
WFYR	Chi	6.7	18.8	6.3	10	69	84	6	48	52
KHJ	LA	4.2	29.9	2.4	39	43	43	18	42	58
KIQQ	LA	6.6	19.2	3.4	20	61	78	2	32	68
KTNQ	LA	4.6	27.6	4.4	52	38	44	4	50	50
KFMB-F	SD	5.1	24.5	4.9	40	51	58	2	62	38
KCBQ	SD	4.7	27.0	4.8	24	58	72	4	51	49
KGB-F	SD	7.2	17.6	5.2	20	80	80	0	76	24
WDRC	Hart	6.4	19.7	5.1	19	48	69	12	36	64
WTIC-F	Hart	6.7	18.8	6.7	31	51	61	5	40	60
WPLR	NH	8.9	14.2	10.2	19	67	76	5	68	32
KFRC	SF	6.1	20.8	9.1	32	50	62	6	45	55
KSFX	SF	7.1	17.7	4.2	16	73	81	3	53	47
KROY	Sac	6.5	19.3	14.7	36	40	59	5	41	59
CKLW	Det	5.1	24.7	3.1	16	50	70	14	46	54
WDRQ	Det	6.4	19.5	6.5	50	33	48	2	34	66
WRIF	Det	5.3	23.7	3.2	29	65	70	1	58	42
WOHO	Tol	5.9	21.3	4.6	17	40	52	31	33	67
WRKO	Bos	6.2	20.4	5.0	23	53	72	5	41	59
WROR	Bos	6.8	18.6	3.7	6	69	91	3	58	42
WVBF	Bos	7.3	17.2	4.7	50	43	49	1	45	55
WPGC	Wash	10.2	12.4	13.6	40	47	58	2	40	60
WKYS	Wash	6.5	19.4	4.8	14	66	80	6	44	56
WCAO	Bal	5.7	22.2	3.4	16	42	56	28	37	63
WLPL	Bal	6.3	20.1	7.2	56	33	43	1	33	67
WGAR	Cle	6.1	20.7	10.7	6	67	80	14	44	56
WWWM	Cle	7.0	18.1	8.4	41	53	59	0	45	55
KXOK	ST L	5.3	23.7	3.4	20	48	73	7	40	60
KSLQ	ST L	6.9	18.3	8.7	44	48	54	2	36	64
WPRO	Pro	7.1	17.6	8.8	11	40	62	27	39	61
WPRO-F	Pro	6.3	19.9	6.7	39	45	57	4	39	61
WPJB-F	Pro	7.1	17.6	3.2	37	42	54	9	45	55
WKRQ	Cin	8.5	14.2	15.8	43	45	55	2	58	42
WING	Day	6.0	21.0	9.1	22	53	71	7	42	58
WTUE	Day	12.2	10.4	6.9	18	75	81	1	51	49
KRBE	Hou	7.2	17.5	9.5	41	40	57	2	45	55
KILT-A	Hou	5.1	24.6	12.5	19	59	75	6	48	52
WOKY	Mil	5.9	21.5	6.2	23	44	64	13	35	65
WZUU-F	Mil	6.6	19.2	2.9	28	56	69	3	47	53
WHYI	Mia	8.5	14.9	8.2	39	41	53	8	43	57
WAXY	FT L	12.5	10.1	9.4	4	83	93	3	59	41
WNCI	Col 0	7.4	17.1	7.1	28	54	66	6	43	57
WXGT	Col 0	7.7	16.4	6.8	25	74	75	0	27	73
WKBW	Buff	5.8	21.7	8.8	17	43	62	21	44	56

TOP 40/ROCK/CONTEMP/OLDIES

NATIONAL MEAN:	7.1	17.9	7.6	28.1	54.0	65.7	6.2	44.9	55.1
	<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WBEN-F Buff	6.7	18.8	4.1	21	59	71	8	47	53
WPEZ Pitt	6.6	19.0	3.5	32	47	64	4	33	67
WXKX Pitt	6.0	20.9	8.0	38	39	59	2	36	64
KSTP-A M-SP	4.3	29.5	4.7	13	78	81	6	48	52
WCCO M-SP	6.9	18.4	3.9	8	60	74	18	45	55
KFJZ-F D-FW	7.0	18.1	5.6	39	35	40	1	51	49
WNAP Ind	8.2	15.4	9.7	17	76	83	0	50	50
WNDE Ind	5.4	23.2	11.3	37	44	58	5	23	77
KIMN Den	6.7	11.2	5.7	40	44	53	7	46	54
WQXI-F Atl	7.3	17.2	4.4	18	78	82	0	53	47
WZGC Atl	8.7	14.5	12.2	39	53	60	1	36	64
KUPD Phoe	7.7	16.3	10.0	40	45	60	0	49	51
KBEQ KC	9.1	13.8	16.5	45	43	51	4	42	58
WQHI Lou	8.3	15.1	6.0	31	60	69	0	46	54
WAKY Lou	5.4	23.4	5.4	31	45	61	8	38	62
WVIC-F+Lans	8.3	15.2	11.5	33	60	67	0	38	62
WHBQ Memp	5.9	21.5	12.2	24	56	69	7	36	64
WMC-F Memp	6.0	20.9	8.5	27	58	67	6	53	47
KTSA SA	8.4	15.0	13.8	29	56	64	7	39	61
KOFM OKL C	9.9	12.7	12.1	36	52	62	2	44	56
KOMA OKL C	5.1	24.8	5.2	20	55	72	8	42	58
WKY OKL C	5.1	24.8	8.3	16	38	63	21	51	49
WLAC Nash	6.7	18.8	8.1	27	53	63	10	38	62
KNOW Aust	7.8	16.2	11.3	35	45	63	2	41	59
WGFM A-S-T	6.2	20.5	3.3	24	63	74	2	40	60
WFLY A-S-T	6.9	18.3	2.5	33	59	64	3	55	45
WTRY A-S-T	6.2	20.5	3.5	28	50	68	4	40	60
KIOA DM	5.2	24.4	6.2	24	59	62	14	46	54
KGW Port	7.1	17.7	12.0	23	54	66	11	47	53
WHEN Syr	5.8	21.5	10.7	21	40	63	16	45	55
WOW Oma	6.3	19.9	6.4	12	61	82	6	48	52
WRBQ T-SP	9.4	13.4	10.0	24	60	68	8	44	56
WLCY T-SP	6.5	19.5	9.2	26	44	65	9	43	57
KFYE Fres	8.6	14.6	2.8	24	57	73	3	41	59
KORL Hono	7.3	17.3	7.7	39	48	60	1	34	66
WIVY JKVL	7.8	16.2	12.9	34	52	63	3	49	51
KEYN-F Wich	10.5	12.0	14.1	26	62	73	1	50	50
WRVQ Rich	9.3	13.5	13.9	30	58	70	0	49	51
WSGN Birm	5.7	22.3	4.4	15	56	70	15	49	51
WAYS Char	6.7	18.8	5.4	32	47	62	6	33	67
WBCY Char	8.1	15.5	6.4	9	79	83	8	50	50
WRAL Ral	8.0	15.7	7.8	5	76	84	11	47	53
WBBF Roch	6.6	19.0	10.4	25	47	67	8	47	53
WKMI Kala	7.0	18.1	3.2	15	70	78	7	59	41
WGRD-F+GR	7.5	16.9	6.8	28	56	62	10	57	43
KRKE Albu	5.9	21.4	10.0	34	57	64	2	42	58
KZZX Albu	9.8	12.8	6.0	19	69	79	2	54	46
WPTH FW	8.3	15.2	6.3	24	52	67	9	40	60
WMEE FW	7.4	17.0	7.1	31	51	59	10	43	57
WBJW Or1	9.3	13.5	17.5	42	48	57	1	37	63

TOP 40/ROCK/CONTEMP/OLDIES

NATIONAL MEAN:		7.1	17.9	7.6	28.1	54.0	65.7	6.2	44.9	55.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
KJRB	Spok	7.3	17.3	12.8	41	46	54	6	41	59
KCPX	SLC	5.5	22.9	8.4	45	47	51	4	39	61
KING	Sea	5.5	23.0	5.0	20	66	74	6	57	43
KJR	Sea	5.7	22.3	6.3	36	53	61	3	44	56
KYYX	Sea	7.2	17.6	2.9	22	71	78	0	55	45
KVI	Sea	5.9	21.2	4.1	26	65	73	1	60	40
WQUE	NO	6.7	18.8	7.1	23	64	74	3	41	59
WTIX	NO	5.9	21.5	9.4	27	46	59	4	38	62
WGH	Norf	5.3	23.9	5.8	24	43	70	6	40	60
WKEE-F+Hunt		10.1	12.4	6.9	21	59	68	11	46	54
WFME	BR	9.7	12.9	8.2	29	64	71	0	53	47
WSKZ	Chat	8.8	14.4	12.2	26	67	74	0	53	47
WNOK-F	Col SC	9.7	13.0	11.6	24	63	74	2	42	58
KINT-F	EP	8.1	15.6	9.1	37	53	62	1	47	53
KENO	LV	8.1	15.6	12.6	34	46	59	7	51	49
KLUC	LV	9.3	13.5	10.5	32	61	66	2	46	54
WLAP-F	Lex	7.0	18.0	5.6	29	52	67	4	41	59
WKRQ-F	Mob	9.6	13.1	16.2	23	50	62	15	33	67
KRQQ-F	Iuco	9.2	13.8	8.8	37	51	60	3	51	49

AOR

<u>NATIONAL MEAN:</u>		8.6	14.6	6.8	20.7	74.3	78.2	1.1	64.9	35.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW-F	NY	7.7	16.3	3.3	9	84	88	3	61	39
WPLJ-F	NY	7.2	15.2	3.8	28	67	72	0	52	48
WYSP	Phil	7.6	16.6	1.9	21	71	75	4	69	31
WDAS	Phil	9.7	12.9	7.9	21	58	74	5	51	49
WIOQ	Phil	8.7	14.6	5.9	18	77	88	1	64	36
WLUP	Chi	6.9	18.3	5.0	22	76	78	0	56	44
WKQX	Chi	6.3	19.9	2.9	27	68	71	2	58	42
KMET	LA	8.9	14.1	4.9	34	62	65	1	62	38
KLOS	LA	4.9	25.5	2.9	21	71	79	0	59	41
KPRI	SD	8.4	15.0	5.0	12	86	88	0	64	36
KMEL	SF	6.7	18.7	3.4	27	72	73	0	65	35
WWWW	Det	7.7	16.4	2.4	31	66	68	1	71	29
WABX	Det	5.9	21.3	4.2	23	73	74	3	63	37
WIOT	To1	8.6	14.7	2.1	20	73	80	0	51	49
WCOZ	Bos	7.7	16.3	5.1	11	84	86	3	67	33
WBCN	Bos	9.5	13.2	3.3	9	89	90	1	70	30
WWDC-F	Wash	7.2	17.4	4.8	24	69	75	1	66	34
WIYY	Bal	9.5	13.3	10.0	19	77	80	1	66	34
WMMS	Cle	9.2	12.5	9.9	24	74	75	1	56	44
KSHE	ST L	10.4	12.2	13.3	31	66	69	0	58	42
WEBN	Cin	7.8	16.3	5.0	13	83	86	1	65	35
KILT-F	Hou	6.7	18.8	4.2	18	73	78	4	58	42
WLPX	Mil	7.6	16.5	4.1	27	65	68	5	62	38
WSHE	FT L	11.1	11.4	8.3	8	90	92	0	78	22
WLVQ	Col O	9.3	13.5	7.2	14	80	83	3	55	45

AOR

NATIONAL MEAN:		8.6	14.6	6.8	20.7	74.3	78.2	1.1	64.9	35.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WGRQ	Buff	7.3	17.4	2.8	36	59	62	2	61	39
WDVE	Pitt	8.3	15.1	9.3	31	66	67	2	65	35
KQRS+	M-SP	7.6	16.5	7.2	25	71	72	3	72	28
KTXQ	D-FW	9.3	12.9	7.7	20	75	80	0	72	28
WFBQ	Ind	9.0	14.0	11.4	15	77	84	1	52	48
KAZY	Den	7.1	17.9	6.3	28	67	72	0	71	29
KBPI	Den	6.5	19.4	1.5	23	74	77	0	56	44
WKLS-F	Atl	8.8	14.3	8.9	19	75	80	1	72	28
KDKB	Phoe	10.8	11.6	14.3	28	69	72	0	64	36
KYYS	KC	10.8	11.7	13.2	25	71	74	1	60	40
WLRS	Lou	12.0	10.5	14.7	28	66	71	1	62	38
WILS-F	Lans	9.6	13.1	8.4	18	75	82	0	70	30
WZXR	Memp	8.7	14.4	8.6	20	79	80	0	67	33
WKDF	Nash	10.0	12.6	5.3	24	73	74	2	79	21
KGON	Port	8.4	14.9	3.0	21	78	79	0	55	45
WQXM	T-SP	10.4	12.1	12.9	31	63	66	3	62	38
WRXL	Rich	9.4	13.4	6.8	16	74	84	0	76	24
WKXX	Birm	8.8	14.4	9.9	28	62	70	2	58	42
WROQ	Char	8.9	14.2	12.9	17	81	83	0	67	33
WQDR	Ral	8.9	14.1	12.5	13	81	85	2	78	22
WMJQ	Roch	9.8	12.9	4.1	13	77	86	1	69	31
WLAV-F	GR	5.7	22.2	3.9	16	76	82	2	66	34
WXKE	FW	13.7	9.2	10.7	10	88	88	2	76	24
WORJ	Orl	11.9	10.6	10.6	10	90	90	0	86	14
WDIZ	Orl	6.9	18.2	1.1	15	83	85	0	59	41
KCPX-F	SLC	8.4	15.0	4.3	23	72	77	0	67	33
KZOK-F	Sea	5.3	23.9	6.6	25	71	72	3	77	23
WNOE-F	NO	7.0	17.8	5.7	16	75	84	0	64	36
WNOR-F	Norf	10.1	12.4	5.9	13	84	87	0	61	39
WMYK	Norf	9.4	13.4	6.6	24	72	75	1	73	27
KPAS	EP	10.9	11.5	12.9	18	82	82	0	69	31

SOFT ROCK/EASY ROCK/SOFT AOR

NATIONAL MEAN:		7.8	16.3	4.0	5.5	73.9	87.1	7.4	43.4	56.6
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WYNY-F	NY	5.6	22.6	2.1	9	77	81	10	50	50
WMGK	Phil	8.4	15.1	2.8	2	70	89	9	42	58
WBBM-F	Chi	5.7	21.9	2.1	12	64	76	12	35	65
KNX-F	LA	8.3	15.1	7.4	0.3	74	94	6	42	58
KZLA	LA	10.0	12.7	1.6	0.6	75	88	11	52	48
KIFM	SD	8.5	14.9	2.9	1.9	87	97	1	50	50
KIOI	SF	7.0	18.1	4.3	10	73	85	5	44	56
KXOA-F	Sac	9.1	13.9	4.6	3	85	87	10	46	54
WMJC	Det	5.8	21.7	4.3	3	63	91	6	28	72
WNIC	Det	7.4	17.1	2.7	7	77	88	5	39	61
WOMC	Det	10.1	12.5	7.0	2	50	80	18	42	58
WEEI	Bos	7.9	16.0	4.4	6	76	88	6	42	58
KMOX	ST L	7.5	16.9	4.7	5	56	80	15	45	55
WSAI-F	Cin	7.7	16.3	6.8	16	78	80	4	61	39
KMGC	D-FW	9.3	13.5	3.8	2	95	98	0	33	67
KUDL	KC	6.7	18.7	3.7	6	71	87	7	41	59
WFMK	Lans	6.9	18.2	2.8	7	86	92	1	45	55

MOR/ADULT CONTEMP

NATIONAL MEAN:		7.9	16.0	10.3	3.3	23.4	50.2	46.5	45.0	55.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WNEW	NY	5.8	21.9	2.8	1.6	22	59	39	56	44
WIP	Phil	8.1	15.5	7.7	3.3	20	51	46	37	63
WGN	Chi	8.9	14.2	10.6	1.0	14	40	59	45	55
WCLR	Chi	8.9	14.2	5.7	4.2	54	79	17	35	65
KFI	LA	4.7	26.6	3.5	15.5	39	66	19	56	44
KMPC	LA	6.3	20.1	8.4	1.1	28	61	38	60	40
WTIC	Hart	10.1	12.5	16.4	3.2	17	40	57	44	56
WELI	NH	10.3	12.2	14.3	1.8	14	32	66	32	68
KNBR	SF	5.8	21.5	2.6	6.6	35	67	26	58	42
KSFO	SF	5.8	21.7	15.0	3.6	19	47	49	56	44
KLOK	SJ	6.8	18.5	11.1	13.2	41	76	11	33	67
KGNR	Sac	6.4	19.6	6.1	0	23	56	44	56	44
WJR	Det	8.7	14.4	10.2	1.4	12	35	63	45	55
WSPD	Tol	8.2	15.3	11.7	1.6	12	36	62	43	57
WBZ	Bos	6.3	20.0	5.4	1.5	22	59	40	42	58
WHDH	Bos	8.2	15.4	6.2	4.9	24	62	33	32	68
WGAY	Wash	9.1	13.9	12.9	1.8	16	48	50	48	52
WBAL	Bal	9.7	13.0	12.7	1.7	5	28	70	39	61
WJW	Cle	7.0	18.0	8.1	0	10	42	58	50	50
WWE	Cle	6.6	19.1	7.9	1.4	33	66	33	47	53
WAKR	Akr	8.1	15.6	15.5	3.1	16	31	66	44	56
KSD	ST L	5.8	21.9	7.5	7.4	39	67	25	30	70
WJAR	Pro	6.1	20.8	5.0	4.7	19	52	44	59	41
WCKY	Cin	12.0	10.5	16.8	0.5	5	19	75	40	60
WLW	Cin	6.2	20.3	11.4	3.8	21	47	49	47	53
WKRC	Cin	7.0	18.1	10.9	2.6	28	52	45	42	58
WHIO	Day	7.3	17.4	8.5	1.5	16	50	48	50	50
WTMJ	Mil	9.3	13.6	11.4	3.0	16	41	56	46	54
WISN	Mil	6.1	20.6	5.6	3.3	45	71	26	50	50
WIOD	Mia	5.9	21.2	7.6	1.1	31	48	51	55	45
WFTL	FT L	13.5	9.3	20.1	0	6	25	75	35	65
WTVN	Col O	7.4	17.1	14.5	2.7	30	62	35	43	57
WGR	Buff	6.1	20.6	6.6	9.3	38	65	26	43	57
WBEN	Buff	9.9	12.8	10.2	0.4	8	33	66	39	61
KDKA	Pitt	9.7	13.0	13.6	1.7	13	36	62	37	63
WWSW	Pitt	6.6	19.0	5.2	0.7	23	44	55	45	55
WCCO	M-SP	10.6	11.9	15.9	1.5	19	46	52	49	51
KSTP-F	M-SP	7.6	16.6	3.3	12.6	62	88	0	39	61
WIBC	Ind	10.0	12.5	17.9	2.3	32	58	40	48	52
KLZ	Den	6.8	18.4	4.2	16.7	29	54	30	53	47
KHOW	Den	8.6	14.7	8.6	4.4	43	81	16	43	57
KOA	Den	7.2	17.6	9.5	2.3	20	50	48	56	44
WSB	Atl	7.8	16.1	11.2	1.0	16	49	50	46	54
KOY	Phoe	6.8	18.6	10.0	4.1	43	75	21	43	57
KMBZ	KC	8.7	14.5	8.0	2.8	19	44	53	43	57
KCMO	KC	5.9	21.2	5.4	11.5	51	68	21	48	52
WHAS	Lou	6.6	19.0	9.2	1.9	31	60	38	48	52
WAVE	Lou	6.1	20.7	12.0	2.4	12	34	66	42	58
KTOK	OKL C	9.5	13.2	13.3	1.7	15	44	54	43	57
WSM	Nash	6.8	18.6	12.1	2.4	24	43	55	49	51

MOR/ADULT CONTEMP

NATIONAL MEAN:		7.9	16.0	10.3	3.3	23.4	50.2	46.5	45.0	55.0
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WGY	A-S-T	8.6	14.6	11.7	2.3	20	47	51	38	62
KRNT	DM	7.3	17.2	8.2	4.3	30	60	36	49	51
KEX	Port	6.7	18.7	7.6	3.2	24	49	48	44	56
WSYR	Syr	9.0	14.0	13.2	0.8	7	27	72	42	58
KFAB	Oma	12.7	10.0	20.2	2.0	17	42	56	41	59
WFLA	T-SP	5.9	21.5	9.4	0.7	26	47	52	49	51
KMJ	Fres	7.9	16.0	9.9	1.8	7	30	68	45	55
KGMB	Hono	7.4	17.1	10.3	1.6	28	59	39	55	45
WRVA	Rich	9.3	13.6	17.7	0	16	44	56	42	58
WBT	Char	7.6	16.6	11.5	10.2	45	66	24	39	61
WPTF	Ral	10.1	12.5	12.6	2.6	12	38	59	44	56
WHAM	Roch	7.4	17.1	11.8	2.6	10	33	64	44	56
WKZO	Kala	8.2	15.5	9.4	4.0	4	28	68	33	67
WOOD-A	GR	10.7	11.8	9.5	3.5	13	49	47	45	55
KPNW	Eug-Sp	8.6	14.6	7.5	10.0	23	60	30	44	56
KRMG	Tul	10.5	11.9	14.7	2.2	28	45	53	42	58
KOB	Albu	7.8	15.7	11.3	4.1	36	63	33	47	53
WOWO	FW	8.9	14.1	14.5	4.3	22	50	46	46	54
WDBO	Orl	7.5	16.9	9.2	0	18	64	36	40	60
KHQ	Spok	7.1	17.8	5.6	0	30	51	49	51	49
KSL	SLC	7.3	17.3	7.7	1.8	32	60	38	50	50
KOMO	Sea	7.6	16.6	10.1	1.2	17	44	55	18	82
KVI	Sea	8.0	15.8	10.1	3.1	33	73	24	51	49
WSMB	NO	9.3	13.5	13.1	0	2	30	70	39	61
WGSO	NO	5.5	23.0	7.5	5.3	29	57	38	61	39
WTAR	Norf	7.8	16.2	10.4	0.9	30	56	43	49	51
WGNT	Hunt	8.6	14.7	9.8	3.3	23	46	51	41	59
WDEF	Chat	8.7	14.2	14.2	1.6	8	29	69	44	56
WIS	Col SC	8.2	15.3	12.7	1.3	31	53	45	53	47
WKRG-A	Mob	7.9	16.0	11.8	2.2	7	30	68	49	51

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.0	12.6	8.5	1.0	18.5	45.8	53.2	42.1	57.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WRFM-F	NY	11.4	11.1	7.6	1.0	12	30	69	41	59
WPAT-F	NY	7.9	16.0	5.1	0.5	15	42	57	41	59
WPAT	NY	8.3	15.2	5.6	0.6	9	33	66	41	59
WTFM-F	NY	10.8	11.7	5.1	0.6	8	26	73	45	55
WDVR	Phil	10.5	12.0	4.7	0.3	13	46	54	44	56
WWSH	Phil	9.5	13.2	4.4	0.9	16	46	53	54	46
WLOO	Chi	11.6	10.8	8.0	2.1	12	46	52	43	57
WLAK	Chi	7.7	16.4	4.6	2.1	15	42	56	41	59
KBIG	LA	9.9	12.8	4.5	1.4	19	35	64	50	50
KJOI	LA	10.0	12.6	7.6	0.8	11	40	59	39	61
KOST	LA	8.7	14.4	6.5	1.0	20	50	49	42	58
KEZL	SD	9.5	13.2	6.4	0	21	56	44	35	65
KOZN	SD	11.1	11.3	7.1	0.9	23	41	58	41	59
WKSS	Hart	9.4	13.5	6.4	2.0	7	18	80	31	69
WRCH	Hart	9.7	13.0	3.7	2.9	9	30	67	44	56

BEAUTIFUL MUSIC

<u>NATIONAL MEAN:</u>		10.0	12.6	8.5	1.0	18.5	45.8	53.2	42.1	57.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WKCI	NH	12.1	10.4	8.8	0	15	56	29	44	56
KABL-A	SF	7.6	16.6	8.8	0	7	37	63	42	58
KOIT	SF	7.4	16.9	0.7	0.6	21	55	45	46	54
KFOG	SF	9.1	13.8	5.7	0.4	15	32	67	46	54
KBAY	SJ	8.3	15.1	3.5	1.0	14	49	50	43	57
KEWT	Sac	10.6	11.9	11.1	0.9	15	60	39	50	50
WCZY	Det	8.9	14.2	3.8	0.5	24	45	55	42	58
WWJ-F	Det	7.3	17.2	7.4	0	18	49	51	32	68
WJR-F	Det	6.4	19.8	5.7	2.5	17	53	45	38	62
WLQR	Tol	12.6	10.0	9.0	0	28	61	39	38	62
WJIB	Bos	8.4	15.1	7.4	0.3	12	36	64	45	55
WWEL	Bos	10.2	12.3	6.3	0.5	16	56	44	64	36
WSSH	Bos	7.6	16.6	5.7	2.4	10	46	52	32	68
WGAY-F	Wash	9.6	13.1	6.2	0.7	16	47	52	34	66
WJMD	Wash	9.3	13.6	4.7	2.2	16	48	50	42	58
WLIF	Bal	8.7	14.5	5.8	1.4	23	53	46	46	54
WMAR	Bal	11.5	10.9	11.7	2.4	19	40	58	34	66
WDOK	Cle	9.9	12.7	6.4	2.4	13	34	63	45	55
WKSX	Cle	10.3	12.2	5.8	0	31	53	47	41	59
WQAL	Cle	9.8	12.9	10.5	0	17	53	47	41	59
WRTH	ST L	7.7	16.3	10.1	2.2	9	28	70	37	63
KEZK	ST L	10.3	12.2	2.9	0	23	51	49	38	62
WLKW-F	Pro	11.5	11.0	9.5	0.4	16	42	57	34	66
WHJY-F	Pro	8.4	13.4	3.9	0	10	50	40	38	62
WWEZ	Cin	10.8	11.7	7.9	1.4	27	53	46	49	51
WHIO	Day	12.1	10.4	10.7	0.5	18	63	36	44	56
KODA-F	Hou	8.5	14.8	4.6	0	7	50	50	38	62
KYND	Hou	10.9	11.6	10.7	2.1	24	51	47	39	61
WEZW	Mil	10.1	12.5	5.8	0	24	53	47	43	57
WLYF	Mia	9.4	13.4	9.9	0	31	58	42	47	53
WYOR	Mia	13.6	9.3	14.2	0	22	34	66	43	57
WEAT	W. Palm	12.3	10.3	18.5	0	14	24	76	46	54
WBNS	Col O	9.4	13.4	7.4	0.7	26	58	41	41	59
WBNY	Buff	10.8	11.7	10.4	0.4	15	40	59	34	66
WSHH	Pitt	8.6	14.6	5.0	0	7	34	66	38	62
WJOI	Pitt	10.3	12.2	5.6	0.6	13	34	65	47	53
WAYL-F	M-SP	9.2	13.7	2.5	0.8	7	33	66	45	55
KEEY-F	M-SP	9.1	13.9	6.3	2.4	34	56	42	37	63
KOAX	D-FW	10.0	12.6	8.3	1.1	18	40	59	42	58
KMEZ	D-FW	10.5	12.0	4.7	2.1	25	46	52	43	57
WXTZ	Ind	11.7	10.8	13.1	0.5	18	38	61	45	55
KOSI-F	Den	7.6	16.6	5.0	0	18	56	44	49	51
KLIR	Den	8.5	14.8	7.8	0	25	59	41	39	61
WSB-F	Atl	7.5	16.8	2.6	0	32	50	50	43	57
WPCH	Atl	9.9	12.7	13.9	0	24	46	54	37	63
KQYT	Phoe	13.1	9.6	14.8	0	11	35	65	43	57
KMEO	Phoe	11.7	10.8	10.8	0	20	46	54	43	57
KCEZ	KC	11.5	10.9	9.1	0.8	13	38	61	39	61
KMBR	KC	11.1	11.4	9.3	1.9	27	61	37	44	56
WVEZ	Lou	9.4	13.5	12.1	0	25	54	46	32	68

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.0	12.6	8.5	1.0	18.5	45.8	53.2	42.1	57.9
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WEZI	Memp	9.0	14.0	18.8	0.9	21	51	48	40	60
KQXT	SA	11.2	11.2	13.6	1.8	18	49	49	43	57
KKNG	OKL C	11.4	11.1	7.5	0	25	48	52	45	55
WZEZ	Nash	9.5	13.2	9.2	0	30	57	43	34	66
KASE	Aust	10.3	12.3	8.3	2.6	22	50	47	49	51
WROW-A	A-S-T	9.1	13.8	11.5	0	15	42	58	50	50
WHSB	A-S-T	9.5	13.3	5.2	0	7	43	57	54	46
KXL-A	Port	8.6	14.6	3.1	2.8	3	30	67	46	54
KJIB	Port	8.6	14.7	2.7	3.6	18	55	41	39	61
WNTQ	Syr	12.3	10.3	8.8	3.1	14	44	53	32	68
WJYW	T-SP	9.8	12.9	10.6	0	11	29	71	29	71
WFLA	T-SP	10.2	12.4	10.2	0	5	19	81	44	56
WWBA-F	T-SP	12.3	10.2	10.6	0.5	6	14	86	44	56
KKNU	Fres	10.8	11.7	15.7	1.6	14	43	55	47	53
WKTZ	JKVL	13.2	9.6	28.5	0.8	16	50	49	36	64
WEZS	Rich	9.3	13.5	6.3	0	22	47	53	52	48
WEZC	Char	13.4	9.4	12.7	0	21	48	52	40	60
WYYD	Ral	9.6	13.1	6.2	1.5	19	49	50	48	52
WEZO	Roch	10.5	12.0	8.7	0	19	52	48	42	58
WQLR	Kala	8.4	15.0	7.3	2.9	20	37	60	41	59
WOOD-F	GR	10.8	11.7	9.0	4.2	30	51	45	42	58
KBEZ	Tul	11.5	11.0	13.0	0	18	58	42	41	59
KOB	Albu	9.8	12.9	7.0	0	18	45	55	47	53
WMEF	FW	11.8	10.6	13.0	2.9	16	44	53	43	67
WDBO	Orl	11.3	11.2	14.2	2.0	18	46	52	57	43
WHOC-F	Orl	10.9	11.5	7.5	0	20	57	43	44	56
KSFI	SLC	8.4	15.0	6.5	1.5	40	66	32	40	60
KSEA	Sea	10.1	12.5	8.9	1.9	22	52	46	44	56
KEZX	Sea	9.6	13.1	8.2	1.1	19	45	54	31	69
WBYU	NO	9.1	13.8	7.8	1.1	29	56	43	43	57
WFOG	Norf	12.2	10.3	7.8	0.6	40	74	25	49	51
WKEZ	Norf	10.6	11.9	10.0	1.2	36	52	47	46	54
WHEZ	Hunt	9.9	12.8	12.1	0	24	58	42	37	63
WDEF-F	Chat	10.7	11.7	4.7	1.7	26	62	36	47	53
KORK	LV	11.9	10.6	17.7	0	31	49	51	49	51
WVLK-F	Lex	7.3	17.2	8.9	2.3	23	47	51	31	69
WLPR	Mob	13.1	9.6	14.0	0	32	51	49	46	54
KJYK	Tuco	9.3	13.5	12.1	0	17	47	53	32	68
KCEE-F	Tuco	9.1	13.8	12.3	0	0	23	77	45	55

COUNTRY

NATIONAL MEAN:		9.4	13.4	13.9	3.6	30.2	62.7	33.7	46.8	53.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WHN	NY	9.0	14.0	7.8	3	26	68	29	51	49
WSNI	Phil	9.6	13.1	7.8	0.9	12	43	56	41	59
WMAQ	Chi	8.8	14.4	12.3	4	29	63	33	52	48
KLAC	LA	8.8	14.2	14.2	1.9	23	57	41	51	49
KNEW	SF	6.9	18.2	10.6	1.3	26	61	38	34	66
KRAK	Sac	9.3	13.6	20.1	2.4	42	77	20	44	56
WDEE	Det	7.1	17.8	6.0	0	35	64	36	49	51
WTOD	Tol	14.3	8.8	10.9	1.1	21	54	45	38	62
WMZQ	Wash	10.1	12.5	15.1	13	32	65	22	55	45
WPOC	Bal	11.0	11.5	12.2	15	20	60	25	52	48
WHK	Cle	7.9	16.0	13.0	2	30	62	36	51	49
WSLR	Akr	6.9	18.3	12.3	2	12	41	57	46	54
WIL	ST L	9.2	13.7	13.9	0.6	20	59	40	59	41
WIL-F	ST L	12.2	10.3	10.1	2.7	45	72	25	49	51
WHIM	Pro	15.6	8.1	6.3	0	15	50	50	42	58
WUBE-F	Cin	7.7	16.4	6.1	3.8	37	81	15	50	50
WONE	Day	8.1	15.6	14.2	1.1.	28	57	42	38	62
KENR	Hou	11.0	11.5	12.7	5.6	21	69	26	38	62
KIKK-F	Hou	6.2	20.3	7.8	15.7	46	74	10	36	64
WBCS-F	Mil	8.8	14.3	6.6	7.4	37	74	19	47	53
WIRK-F	W. Palm	14.5	8.7	25.6	7.3	39	66	27	58	42
WWOL-F	Buff	11.0	11.5	12.5	0	49	70	30	30	70
WDSY	Pitt	8.9	14.1	8.9	9.7	10	42	48	49	51
WBAP	D-FW	8.5	14.8	12.8	6.1	18	49	45	50	50
KSCS-F	D-FW	10.0	12.6	14.8	10.2	30	79	11	44	56
KBOX	D-FW	8.5	14.8	20.9	0.9	31	63	36	46	54
WIRE	Ind	7.4	16.9	15.8	3.0	30	59	38	42	58
WFMS	Ind	7.8	16.2	11.9	4.1	41	73	23	44	56
WPLO	Atl	7.2	17.5	16.1	2.0	43	72	26	52	48
KNIX+	Phoe	7.9	16.0	13.1	7.9	24	57	35	50	50
WDAF	KC	8.8	14.4	20.0	1.9	39	73	25	49	51
WAMZ	Lou	7.9	16.0	16.0	3.4	44	71	26	49	51
WITL-F	Lans	8.8	14.3	18.3	0	22	60	40	48	52
WMC	Memp	8.4	14.9	18.2	2.8	20	49	48	51	49
KKYX	SA	9.3	13.6	16.4	4.4	34	62	34	50	50
KEBC	OKL C	9.9	12.8	9.7	4.3	38	80	16	45	55
WSIX-F	Nash	9.5	13.2	7.5	0	16	52	48	49	51
KVET	Aust	9.4	13.4	15.7	3.0	30	67	30	58	42
KSO	DM	10.2	12.3	22.7	3.7	28	65	32	52	48
KWJJ	Port	8.3	15.3	15.8	0.9	29	59	40	48	52
WSUN	T-SP	8.3	15.2	10.3	0.7	15	39	60	45	55
WQYK	T-SP	10.4	12.2	12.5	2.0	30	64	34	52	48
KFDI	Wich	10.2	12.4	13.0	2.9	16	47	50	48	52
WYDE	Birm	7.9	16.0	12.6	2.8	20	44	53	36	64
WSOC-F	Char	10.3	12.2	13.7	0	40	73	27	41	59
WCUZ	GR	7.5	16.8	17.1	0	46	81	19	62	38
KVOO	Tul	10.3	12.3	26.2	2.5	21	52	46	48	52
WHOO	Orl	10.1	12.5	16.0	3.0	14	45	52	41	59
KGA	Spok	8.5	14.9	13.4	0	26	56	44	54	46
WCMS-F	Norf	8.1	15.5	17.3	7.7	27	62	30	49	51

COUNTRY

NATIONAL MEAN:		9.4	13.4	13.9	3.6	30.2	62.7	33.7	46.8	53.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WTCR	Hunt	11.8	10.6	12.1	0	52	75	25	46	54
WYNK-F	BR	11.4	11.1	14.1	3.2	30	59	38	54	46
WDOD	Chat	8.3	15.1	12.4	2.1	36	60	38	43	57
WCOS-F	Col SC	11.7	10.7	22.3	6.9	41	74	19	54	46
KHEY	EP	8.0	15.8	18.9	2.3	36	70	27	65	35
WKSJ-F	Mob	7.9	15.9	9.0	6.7	63	90	3	43	57
KCUB	Tucs	12.5	10.1	20.8	3.9	37	66	30	49	51

NEWS/INFO/TALK

NATIONAL MEAN:		7.3	17.4	7.7	1.2	15.4	36.2	62.6	51.3	48.7
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WCBS	NY	6.8	18.4	7.0	1.8	15	34	64	53	47
WINS	NY	6.3	19.9	9.0	1.8	16	35	63	46	54
WOR	NY	8.5	14.7	6.7	0.4	5	22	67	38	62
WMCA	NY	9.0	14.1	2.6	1.7	11	35	63	37	63
KYW	Phil	6.8	18.4	8.8	2.0	15	32	66	54	46
WCAU	Phil	6.1	20.5	7.1	0.3	14	31	69	47	53
WBBM	Chi	6.7	18.8	7.5	2.4	14	35	63	53	47
WIND	Chi	6.2	20.5	2.9	1.7	28	51	47	48	52
KABC	LA	9.9	12.7	9.4	1.2	13	31	68	37	63
KFWB	LA	5.3	23.6	8.6	1.4	14	35	64	46	54
KNX	LA	5.7	22.2	7.3	0.8	14	40	59	54	46
KSDO	SD	6.8	18.6	8.6	0.8	14	39	60	59	41
WPOP	Hart	6.3	19.9	7.0	3.8	15	34	62	43	57
KGO	SF	7.4	14.0	9.4	0.5	11	31	68	41	59
KCBS	SF	7.5	16.8	9.6	0.4	9	24	67	51	49
KFBK	Sac	6.4	19.7	9.2	3.0	19	34	63	60	40
WWJ	Det	5.3	23.6	4.8	0	8	25	75	49	51
WXYZ	Det	5.8	21.6	3.7	1.3	47	69	30	37	63
WEEI	Bos	9.2	13.6	9.0	0.5	10	22	77	40	60
WITS	Bos	7.2	17.6	2.6	0	17	42	58	55	45
WRC	Wash	6.5	19.4	7.6	1.4	21	39	60	60	40
WTOP	Wash	5.3	22.6	6.3	1.5	12	43	55	45	55
KMOX	ST L	10.6	11.8	14.3	1.3	12	37	62	48	52
WEAN	Pro	5.9	21.2	4.9	1.0	9	26	73	53	47
KPRC	Hou	5.4	23.3	5.8	1.6	25	56	42	62	38
KTRH	Hou	7.0	18.1	13.1	2.5	19	45	53	48	52
WINZ	Mia	7.4	17.1	10.5	0	9	21	79	53	47
KQV	Pitt	6.8	18.6	4.2	2.4	9	30	67	59	41
KRLD	D-FW	6.2	20.3	11.1	1.6	23	50	48	53	47
WFAA	D-FW	7.6	16.6	8.6	3.7	22	37	59	59	41
WGST	Atl	5.1	24.9	4.3	0	22	43	57	62	38
KTAR	Phoe	7.2	17.6	12.2	0.9	13	31	68	55	45
WOAI	SA	6.3	20.1	11.9	1.8	19	37	61	46	54
WQBK	A-S-T	19.9	6.3	0	0	7	16	84	26	74
WHO	DM	8.6	14.7	9.8	0	11	32	68	46	54
WYXI	Port	7.7	16.3	7.1	1.4	17	39	60	49	51
KHVH	Hono	8.8	14.3	10.7	1.3	18	47	52	68	32
WSOC-A	Char	5.9	23.1	12.2	0	14	49	51	51	49
WROC	Roch	6.9	18.4	5.3	0	12	24	76	62	38
KIRO	Sea	7.5	16.7	6.8	1.7	22	43	55	58	42

BLACK/DISCO/JAZZ

NATIONAL MEAN:		9.9	12.8	16.9	28.1	50.1	66.1	5.8	42.2	57.8
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WKUU	NY	12.4	10.2	14.9	24	55	71	5	47	53
WBLS	NY	7.4	16.9	8.8	17	61	78	5	36	64
WWRL	NY	7.3	17.2	6.0	12	61	82	7	57	43
WCAU-F	Phil	6.4	19.8	5.5	19	60	71	10	40	60
WVON	Chi	8.0	15.8	17.0	32	38	55	13	42	58
WBMX	Chi	10.6	11.9	15.0	22	65	76	2	52	48
KUTE	LA	8.3	15.1	7.1	22	60	72	6	47	53
KDAY	LA	8.7	14.5	10.3	36	38	56	8	35	65
WKND	Hart	23.1	5.5	15.7	5	67	81	14	34	66
KDIA	SF	7.5	16.7	10.0	26	35	57	17	37	63
KSOL-F	SF	10.9	11.5	16.9	40	46	59	1	51	49
WJLB	Det	9.5	13.3	10.6	22	39	60	18	36	64
WOOK	Wash	8.7	14.4	17.5	29	51	67	4	44	56
WHUR	Wash	9.6	13.2	8.6	5	78	93	2	51	49
WWIN	Bal	9.0	14.0	19.8	24	56	74	2	52	48
WXYV	Bal	9.7	13.0	16.4	26	59	73	1	61	39
WJMO	Cle	11.8	10.6	33.0	36	34	54	10	33	67
KKSS	ST L	8.9	14.2	11.7	16	66	78	6	43	57
WCIN	Cin	8.2	15.3	29.3	19	42	58	23	31	69
WVUD	Day	11.9	10.6	42.7	13	54	74	13	55	45
KMJQ	Hou	12.8	9.8	28.6	10	68	86	4	42	58
WBLK	Buff	8.9	14.1	26.2	31	33	57	12	41	59
WAMO	Pitt	7.9	15.9	9.1	28	58	68	4	28	72
KKDA-F	D-FW	10.0	12.6	16.5	20	66	76	4	45	55
WTLC	Ind	11.5	11.0	37.1	27	42	65	8	39	61
WVEE	Atl	11.2	11.3	21.3	22	72	77	1	51	49
WAOK	Atl	6.7	18.8	17.6	10	49	72	18	44	56
WDIA	Memp	6.5	19.3	15.9	14	35	46	40	28	72
WVOL	Nash	10.3	12.2	14.1	24	28	36	40	45	55
WEMP	T-SP	9.9	12.8	14.9	11	53	65	24	37	63
WENZ	Rich	12.3	10.3	21.1	28	48	63	9	57	43
WJLD	Birm	7.6	16.7	1.7	9	32	49	42	42	58
WENN-F	Birm	14.3	8.8	16.3	37	31	52	11	31	69
WGIV	Char	8.8	14.2	15.2	14	57	73	13	40	60
WDXK	Roch	14.0	9.0	16.8	23	55	68	9	55	45
WORL	Orl	13.1	9.6	5.2	14	67	81	5	32	68
WBOK	NO	6.5	19.3	12.3	30	32	51	19	39	61
WYLD	NO	6.0	20.9	11.1	21	38	56	23	29	71
WRAP	Norf	7.4	17.1	15.0	38	33	57	5	47	53
WOWI	Norf	9.5	13.2	14.6	26	57	72	2	55	45
WXOK	BR	10.2	12.4	29.9	23	41	58	19	33	67
KALO	Beau	14.6	8.7	37.4	27	54	71	2	40	60
WOIC	Col SC	9.3	13.5	15.9	16	36	57	27	32	68
WBLX	Mob	7.6	16.7	12.8	22	53	64	14	39	61

RELIGION/GOSPEL

NATIONAL MEAN:		10.1	12.5	12.0	3.6	20.9	43.1	53.3	34.9	65.1
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WWDJ	NY	9.5	13.3	1.4	0	35	49	51	49	51
KGER	LA	8.7	14.4	14.7	0	11	24	76	26	74
KFAX	SF	6.9	18.1	6.6	0	14	51	49	30	70
WROL	Bos	7.7	16.4	3.2	3.1	8	42	55	21	79
WUST	Wash	11.4	11.1	11.0	0	20	61	39	33	67
WRBS	Bal	11.9	10.6	20.0	0	21	44	56	36	64
KFMK	Hou	8.5	14.9	11.4	19	36	62	19	33	67
WBRI	Ind	11.3	11.1	20.7	0	7	31	69	41	59
KRKS	Den	9.7	13.0	6.8	0	7	25	75	18	82
KWAM	Memp	8.4	15.0	9.5	12	15	23	65	39	61
WENN	Birm	9.9	12.7	7.0	14	25	48	38	39	61
KGDN	Sea	11.9	12.8	9.1	0	26	51	49	33	67
WPCE	Norf	9.6	13.1	17.5	2.2	9	24	73	23	77
WLUX	BR	16.0	7.9	28.9	0	59	68	32	58	32

SPANISH

NATIONAL MEAN:		17.6	7.3	24.0	4.3	34.5	66.4	29.3	31.8	68.2
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WADO	NY	13.4	9.4	19.6	0.8	23	69	30	32	68
WJIT	NY	17.7	7.1	29.8	1.6	32	68	30	32	68
KALI	LA	11.7	10.8	24.6	4.4	41	65	31	27	73
KBRG	SF	12.7	9.9	21.6	7.4	43	75	18	43	57
WQBA	Mia	18.1	7.0	40.2	0.4	15	42	57	34	66
WCMQ	Mia	25.4	5.0	15.8	6.2	26	81	13	25	75
KIFN	Phoe	19.7	6.4	18.8	14.3	29	48	38	33	67
KCOR	SA	18.4	6.8	36.6	5.3	25	61	34	36	64
KABQ	Albu	17.4	7.3	24.0	0	49	77	23	44	56
KAMA	EP	18.4	6.8	20.1	7	25	51	42	15	85
KXEW	Tucs	20.6	6.1	13.1	0	71	93	7	29	71

CLASSICAL

NATIONAL MEAN:		7.6	16.7	6.2	1.5	26.0	58.5	40.0	52.7	47.3
		<u>TSL</u>	<u>T/O RATIO</u>	<u>% EXCL</u>	<u>% TEENS</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>% 50+</u>	<u>%M</u>	<u>%F</u>
WQXR+	NY	6.9	18.1	12.4	0.2	11	40	60	51	49
WNCN	NY	7.0	18.1	2.6	0.5	28	72	27	63	37
WFLN-F	Phil	6.2	20.4	6.5	3.7	31	57	39	54	46
WFMT-F+Chi		8.9	14.2	11.2	0.0	27	54	46	55	45
KFAC-F	LA	7.4	17.1	5.5	4.7	19	46	49	60	40
KFSD	SD	9.0	14.0	9.9	2.4	24	60	38	49	51
KDFC+	SF	7.2	17.6	4.6	1.6	29	63	35	70	30
KKHI+	SF	7.9	15.9	2.0	0.0	18	54	46	65	35
WCRB	Bos	5.7	22.1	3.2	1.6	34	61	37	70	30
WQMS+	Wash	6.5	19.4	6.9	0.9	24	52	47	43	57
WCLV	Cle	6.9	18.3	7.3	0.0	13	56	44	33	67
KLEF	Hou	8.0	15.8	0.0	0.0	42	17	29	40	60
WFMR	Mil	8.3	15.2	8.3	6.6	31	64	30	35	65
WTMI	Mia	9.4	13.4	17.7	1.7	7	39	59	62	38
WRR	D-FW	10.5	12.0	1.6	0.0	32	62	38	57	43
K7OD	Den	10.2	12.3	7.2	0.0	29	64	36	51	49
KING	Sea	6.3	20.2	3.7	0.0	42	75	25	48	52
WGH-F	Norf	5.2	24.1	1.7	3.3	27	63	33	43	57

THE NATION'S LEADING STATION GROUPS

These tables indicate which are the most important group owners in the United States. The first table ranks the groups according to a formula I devised in 1976. There are also tables which rank the groups according to cume listeners and total quarter hour figures.*

IMPORTANT NOTE: To qualify for these tables a group must have at least five stations in rated markets. A simulcasted facility counts as only one station.

EXPLANATION OF FORMULA: There are three areas of information which a group can be judged upon. These are (1) total audience for a group's stations (2) the size and importance of the markets in which the group's stations are located and (3) the station's relative strength in its market, i.e., its rank.

Using the above data I developed a formula which ranked the groups. This formula worked as follows: The total audience (12+, TSA, 1/4 HR AVG, Broadcast Week) of all of a group's stations is divided by the number of figures in the group. The resulting figure is the STATION AVERAGE. The next step is to find an average market size for the stations in the group. This MARKET AVERAGE (based on SRDS rank) is then divided into the STATION AVERAGE. This figure is then divided by the RANKING AVERAGE, the average rank of all the stations in the group (12+, TSA, 1/4 HR).

The resulting figure is the STATION INDEX. The STATION INDEX is multiplied by the number of stations in the group with the end result being the most important figure, the GROUP INDEX.

Stations which fail to show in a market are not calculated in the formula. Neither are some suburban stations. Simulcasted facilities count as one station. Groups which have stations in these categories are noted. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets (Century, for example), However, the formula is fun to work on and it's fun to study. If you think about it I think you will agree that it is quite accurate.

IMPORTANT NOTE: These tables are now being updated in each edition of American Radio. For each station the latest Arbitron book is used.

*Based on TSA, 12+, Mon-Sun, 6AM-MID.

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

RANK	(A/M 78) RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
1.	(2)	CBS	7669	14	547.8	5.0	8.9	12.310	172,340
2.	(1)	ABC	7673	14	548.1	5.3	8.9	11.620	162,680
3.	(3)	Metromedia	4922	13	378.6	5.3	10.5	6.803	88,439
4.	(4)	RK0*	5468	11	497.1	9.2	7.6	7.110	78,210
5.	(5)	NBC	3276	8	409.5	4.5	13.1	6.947	55,576
6.	(17)	SJR	4774	10	477.4	10.7	10.2	4.374	43,740
7.	(6)	Westinghouse	4714	9	523.8	16.6	8.3	3.802	34,218
8.	(7)	Capital Cit	4895	13	376.5	19.3	9.4	2.075	26,975
9.	(9)	Century	1665	5	333.0	5.8	11.2	5.126	25,630
10.	(10)	Cox	3446	12	287.2	27.0	5.1	2.086	25,032
11.	(12)	Hearst	1416	6	236.0	16.3	3.7	3.913	23,478
12.	(8)	Bonneville	3813	12	317.8	14.8	11.0	1.952	23,424
13.	(13)	Taft	2458	11	223.5	26.0	4.5	1.910	21,010
14.	(15)	LIN	1705	8	213.1	16.5	6.5	1.987	15,896
15.	(14)	Combined CC	2185	12	182.1	12.5	12.5	1.165	13,980
16.	(16)	Storer	2305	7	329.3	14.6	11.3	1.996	13,972
17.	(19)	Harte-Hanks	1815	9	181.5	36.4	3.7	1.347	12,123
18.	(11)	Fairbanks*	1450	7	207.1	14.6	8.7	1.631	11,417
19.	(21)	General Elec	1741	8	217.6	33.1	5.5	1.195	9,560
20.	(22)	Nationwide	1367	7	195.3	25.4	5.7	1.349	9,443
21.	(23)	Plough	1660	10	166.0	20.2	8.8	.934	9,340
22.	(18)	Sonderling*	1725	10	172.5	13.5	14.3	.893	8,930
23.	(24)	Malrite	1377	8	172.1	23.3	7.4	.998	7,984
24.	(20)	Charter	902	5	180.4	16.0	7.6	1.484	7,420
25.	(25)	Storz	1048	6	174.7	27.3	5.3	1.207	7,244

*RK0 - 1 simulcast
 *Sonderling - 1 no-show
 *Fairbanks - 1 suburban

RANK	(A/M 78) RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
26.	(27)	United*	1165	8	145.6	11.0	15.0	.882	7.056
27.	(31)	Group One	1168	8	146.0	34.0	5.4	.795	6.360
28.	(26)	Golden West	1199	8	149.9	16.0	13.4	.699	5.592
29.	(29)	Meredith	1145	6	190.8	38.7	5.5	.896	5.376
30.	(28)	WGN Cont	1842	6	307.0	52.5	8.0	.731	4.386
31.	(37)	Insilco	817	6	131.2	44.3	4.7	.630	3.780
32.	(32)	Swanson	974	7	139.1	43.9	6.1	.519	3.633
33.	(34)	Multimedia	1337	13	102.8	99.1	3.8	.273	3.549
34.	(35)	Susquehanna	1381	12	115.1	54.2	7.3	.291	3.492
35.	(30)	Jeff-Pilot	1019	7	145.6	38.0	7.9	.485	3.395
36.	(40)	Starr	992	8	124.0	25.6	12.6	.384	3.072
37.	(39)	Kaye-Smith	870	9	96.7	36.7	8.0	.329	2.961
38.	(47)	King	1134	9	126.0	40.2	9.8	.320	2.880
39.	(43)	Entercom	638	8	79.8	14.0	16.4	.348	2.784
40.	(36)	Greater Med*	1323	10	132.2	28.4	17.1	.272	2.720
41.	(45)	Rust	960	10	96.0	65.2	5.5	.268	2.680
42.	(--)	Hubbard	598	5	119.6	68.6	3.6	.484	2.420
43.	(42)	Outlet	755	5	151.0	36.6	9.2	.448	2.240
44.	(46)	Mid America	816	9	90.7	86.4	4.6	.228	2.052
45.	(--)	Park	914	12	76.2	60.4	7.4	.170	2.040
46.	(--)	Affiliated*	590	6	98.3	28.7	10.2	.336	2.016
47.	(--)	EZ	642	5	128.4	37.8	8.6	.395	1.975
48.	(38)	Great Trails	611	7	87.3	35.0	9.4	.265	1.855
49.	(--)	Rust Craft	622	9	69.1	21.1	16.3	.201	1.809
50.	(44)	Rounsaville	632	7	90.3	49.1	7.3	.252	1.764

*Greater Media - 1 suburban no-show, 2 suburban

*United - 2 no-shows

*Affiliated - 2 suburban no-shows

AMERICA'S LEADING GROUPS-1/4 HOUR AVERAGES

<u>RANK</u>	<u>(A/M 78 RANK)</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
1.	(1)	ABC	14	7673	548.1
2.	(2)	CBS	14	7669	547.8
3.	(3)	RKO	11	5468	497.1
4.	(6)	Metromedia	13	4922	378.6
5.	(4)	Capital Cit	13	4895	376.5
6.	(14)	SJR	10	4774	477.4
7.	(5)	Westinghouse	9	4714	523.8
8.	(7)	Bonneville	12	3813	317.8
9.	(8)	Cox	12	3446	287.2
10.	(9)	NBC	8	3276	409.5
11.	(15)	Taft	11	2458	223.5
12.	(12)	Storer	7	2305	329.3
13.	(10)	Combined CC	12	2185	182.1
14.	(11)	WGN Cont	6	1842	307.0
15.	(18)	Harte-Hanks*	10	1815	181.5*
16.	(20)	General Elec	8	1741	217.6
17.	(13)	Sonderling	10	1725	172.5
18.	(19)	LIN	8	1705	213.1
19.	(17)	Century	5	1665	333.0
20.	(16)	Plough	10	1660	166.0
21.	(22)	Fairbanks	7	1450	207.1
22.	(24)	Hearst	6	1416	236.0
23.	(27)	Susquehanna	12	1381	115.1
24.	(26)	Malrite	8	1377	172.1
25.	(25)	Nationwide	7	1367	195.3
26.	(28)	Multimedia	13	1337	102.8
27.	(21)	Greater Media	10	1323	132.3
28.	(23)	Golden West	8	1199	149.9
29.	(37)	Group One	8	1168	146.0
30.	(34)	United	8	1165	145.6
31.	(31)	Meredith	6	1145	190.8
32.	(35)	King	9	1134	126.0
33.	(30)	Storz	6	1048	174.7
34.	(32)	Jeff-Pilot	7	1019	145.6
35.	(39)	Starr	8	992	124.0
36.	(33)	Swanson	7	974	139.1
37.	(36)	Rust	10	960	96.0
38.	(44)	Park	12	914	76.2
39.	(29)	Charter	5	902	180.4
40.	(41)	Kaye-Smith	9	870	96.7

Harte-Hanks should read: 9 1633 181.4

The Group should be in 20th Place

<u>RANK</u>	<u>(A/M 78 RANK)</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
41.	(38)	Booth	9	854	94.9
42.	(48)	Insilco	6	817	131.2
43.	(40)	Mid America	9	816	90.7
44.	(42)	Guy Gannett	6	785	130.8
45.	(43)	Outlet	5	755	151.0
46.	(47)	Federated	7	713	101.9
47.	(46)	Tichenor	8	686	85.8
48.	(57)	EZ	5	642	128.4
49.	(55)	Entercom	8	638	79.8
50.	(49)	Rounsaville	7	632	90.3
51.	(58)	Rust Craft	9	622	69.1
52.	(51)	Great Trails	7	611	87.3
53.	(56)	Hubbard	5	598	119.6
54.	(--)	Affiliated	6	590	98.3
55.	(54)	Rollins	5	533	106.6
56.	(61)	Summit	6	505	84.2
57.	(52)	Lotus	7	483	69.0
58.	(53)	Regional	5	462	92.4
59.	(60)	Colum Pic Ind	5	441	88.2
60.	(66)	Bluegrass	5	421	84.2
61.	(62)	Stoner	6	413	68.8
62.	(59)	Gaylord	5	411	82.2
63.	(67)	Mooney	5	409	81.8
64.	(64)	Stauffer	6	385	64.2
65.	(65)	Wichita Emp	5	361	72.2
66.	(68)	Sterling	6	309	51.5
67.	(63)	McKenna	5	292	58.4
68.	(70)	Midwest Family	8	277	34.6
69.	(73)	Newhouse	5	275	55.0
70.	(74)	McClatchy	6	266	44.3
71.	(69)	Bdcst Ent Net	5	248	49.6
72.	(71)	Bahakel	7	247	35.3
73.	(76)	Capitol	5	236	47.2
74.	(77)	Hatch	5	227	45.4
75.	(78)	Beasley	6	183	30.5

AMERICA'S LEADING GROUPS-WEEKLY 12+ CUME

<u>RANK</u>	<u>(A/M 78 RANK)</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
1.	(1)	ABC	14,639,700	1,045,700
2.	(2)	CBS	13,564,300	968,900
3.	(3)	RKO	10,235,000	930,500
4.	(4)	Westinghouse	9,197,200	1,021,900
5.	(6)	Metromedia	8,489,100	653,000
6.	(5)	Capital Cities	7,823,300	601,800
7.	(7)	NBC	6,570,400	821,300
8.	(9)	Cox	5,567,000	463,900
9.	(16)	SJR	5,326,700	532,700
10.	(8)	Bonneville	5,191,800	432,700
11.	(10)	Combined Communi	4,017,200	334,800
12.	(13)	Taft	3,837,300	348,900
13.	(12)	Storer	3,700,500	528,600
14.	(11)	WGN Continental	3,303,700	550,600
15.	(15)	LIN	2,946,900	368,400
16.	(19)	General Electric	2,790,700	348,800
17.	(14)	Sonderling	2,699,800	270,000
18.	(17)	Golden West	2,642,800	330,400
19.	(23)	Harte-Hanks*	2,567,400	256,700*
20.	(18)	Plough	2,546,100	254,600
21.	(24)	Hearst	2,466,000	411,000
22.	(21)	Century	2,404,500	480,900
23.	(26)	Storz	2,404,100	400,700
24.	(25)	Fairbanks	2,374,100	339,200
25.	(29)	King	2,337,800	259,800
26.	(20)	Greater Media	2,280,400	228,000
27.	(22)	Nationwide	2,269,200	324,200
28.	(28)	Multimedia	2,194,600	168,800
29.	(30)	Malrite	2,031,800	254,000
30.	(32)	Meredith	2,002,200	333,700
31.	(27)	Charter	1,961,500	392,300
32.	(31)	Jefferson-Pilot	1,861,700	265,900
33.	(33)	Susquehanna	1,846,400	153,900
34.	(34)	Starr	1,816,000	227,000
35.	(40)	Group One	1,644,500	205,600
36.	(36)	Rust	1,610,300	161,000
37.	(38)	United	1,557,900	194,700
38.	(35)	Swanson	1,487,600	212,500
39.	(39)	Kaye-Smith	1,454,100	161,600
40.	(44)	Park	1,444,700	120,400
41.	(37)	Outlet	1,379,500	275,900
42.	(43)	Mid America	1,342,500	149,200
43.	(49)	Insilco	1,323,400	220,600
44.	(42)	Booth	1,276,900	141,000
45.	(46)	Great Trails	1,249,900	178,600
46.	(47)	Guy Gannett	1,206,200	201,000
47.	(--)	Hubbard	1,091,100	218,200
48.	(48)	Gaylord	1,011,400	202,300
49.	(--)	Entercom	992,400	124,100
50.	(50)	Federated	980,300	140,000

Harte-Hanks should read 2,344,100 206,500

They should be ranked = 24

MAJOR GROUP OWNERS**

ABC	TSA AQL	TSA CUMI	TSA RANK	MKT #	FORMAT	BEASLEY	TSA AQL	TSA CUMI	TSA RANK	MKT #	FORMAT
WABC NY	2002	38037	2	1	Rock	WMOO Mobile	12	119	11	91	Religion
WPLJ-F NY	845	16772	10	1	AOR	WBLX-F Mobile	54	685	5	91	Black
WLS Chi	1091	26791	3	2	Rock	WGAC* Aug	36	616	4	130	MOR
WDAI-F Chi	141	4083	25	2	Disco	WKBX-F*Sav	19	516	10	165	MOR
KGO SF	763	10377	1	7	News/Tlk	WSGF-F*Sav	36	495	6	165	Rock
KSEF-F SF	257	4624	10	7	AOR	WFAI* Fayette	26	526	7	153	Country
KABC LA	876	11016	1	3	News/Tlk	<u>BLUEGRASS</u>					
KLOS-F LA	335	8410	13	3	AOR	WHOO Or1	72	968	8	64	Country
WXYZ Det	239	5211	13	5	Talk	WHOO-F Or1	101	1350	3	64	BTFI
WRIF-F Det	322	7851	3	5	Rock	WINN Louis	86	1229	7	42	Country
WMAL Wash	507	6940	2	8	MOR	MVLK Lex	97	1814	1	120	Contemp
WRQX-F Wash	152	3052	11	8	Rock	MVLK-F Lex	65	1191	5	120	BTFI
KXYZ Ilous	53	1126	18	11	Contemp	<u>BONNEVILLE</u>					
KAUN-F Ilous	90	2107	12	11	Rock	KBRT LA	58	1109	42	3	Religion
<u>AFFILIATED PUB</u>						KBIG-F LA	873	11434	2	3	BTFI
WSAI-A Cin	76	1944	11	26	Contemp	KOIT-F SF	180	3164	13	7	BTFI
WSAI-F Cin	93	1516	10	26	Soft AOR	WGLR-F Chi	394	5557	8	2	MOR
KRAK Sac	194	2556	1	41	Country	KMBZ KC	213	2935	4	29	MOR
KRWT-F Sac	128	1781	2	41	BTFI	KMBR-F KC	184	2156	5	29	BTFI
KMPS Sea	49	1012	19	19	Country	WRFM-F NY	1203	13591	6	1	BTFI
KMPS-F Sea	50	720	18	19	Country	KSL SLC	167	3108	1	46	MOR
<u>BAHAKEL</u>						KIRO Sea	273	4834	2	19	News
KXEL* Waterloo	50	759	3	212	Country	KSEA-F Sea	182	2349	4	19	BTFI
KXEL-F*Waterloo	43	631	4	212	Rock	KAAM Dall	28	678	27	10	MOR
WBOD Chat	48	784	5	96	Country	KAFM-F Dall	58	1003	18	10	MOR
WBOD-F Chat	42	717	6	96	Country	<u>BOOTH</u>					
WKIN* Kings	40	615	6	93	Rock	WRBR-F*S. Bend	115	1452	1	134	Rock
WUDD* Lynch	15	271	6	204	Country	WJLB Det	285	3800	8	5	Black
WMOD-F Lynch	9	150	8	204	Religion	WMZK-F Det	53	973	24	5	Ethnic
						WSGW* Saginaw	90	1091	3	158	MOR
						WIOG-F*Saginaw	23	409	9	158	AOR
						WTOD Tol	109	1001	5	51	Country
						WKLR-F Tol	16	213	11	51	Black
						WABQ Cleve	23	498	24	17	Black
						WZZI-F Cleve	140	3332	11	17	Rock

*Station figures from Apr/May 78 Arbitron

**Group must have five stations in rated markets. Simulcast facilities count as one station. TSA rank is based on 1/4 HR AVG, 12+, Broadcast Wec. Market rank is SRBS rank.

<u>DISCST ENT NET</u>	<u>TSA AQH</u>	<u>TSA CUMIE</u>	<u>TSA RANK</u>	<u>MKT #</u>	<u>FORMAT</u>	<u>CBS (Cont)</u>	<u>TSA AQH</u>	<u>TSA CUMIE</u>	<u>TSA RANK</u>	<u>MKT #</u>	<u>FORMAT</u>
WTAN T-SP	17	446	22	24	BTFL	KMOX St. Louis	806	9787	1	12	News/Tlk
WOKF-F T-SP	32	800	17	24	Rock	KMOX-F St. Louis	162	3003	9	12	Soft Rck
WAOK ACl	83	1625	13	18	Black	WCAU Phil	378	7943	8	4	News/Tlk
WGIV Char	49	740	8	66	Black	WCAU-F Phil	267	5360	14	4	Disco/Jzz
WCIN Cin	67	1033	13	26	Black	WEEL Bos	455	6442	4	6	News
<u>CAPITAL CITIES</u>						WEEL-F Bos	223	3541	10	6	Soft Rck
KPOL IA	79	2301	38	3	MOR	KCBS SF	534	9464	3	7	News
KZLA-F LA	246	3327	21	3	Soft AOR	KCBS-F SF	69	1713	31	7	Contemp
WJR Det	1117	16071	1	5	MOR	<u>COLUMBIA PICTURE INDUSTRIES</u>					
WJR-F Det	259	5401	11	5	BTFL	WYDE Birm	78	1366	8	47	Country
WPRO Prov	231	4167	2	44	Contemp	KCPX SLC	90	1973	5	46	Rock
WPRO-F Prov	158	3133	4	44	Rock	KCPX-F SLC	85	1231	6	46	AOR
WKBW Buff	250	5595	2	27	Rock	WVVA* Wheeling	167	2006	1	175	Country
WPAT NY	673	10703	14	1	BTFL	WCPI-F**Wheeling	21	448	8	175	AOR
WPAT-F NY	668	10715	15	1	BTFL	<u>COMBINED COMMUNICATIONS</u>					
WBAP FT. Worth	699	9842	1	10	Country	KTAR Phoe	127	2216	5	28	News
KSCS-F Ft. Worth	265	3257	4	10	Country	KBBC-F Phoe	69	1304	14	28	Soft Rck
WRON Albany	170	2401	2	49	BTFL/NOR	KIIS LA	121	4485	32	3	Rock
WRON-F Albany	80	1320	7	49	BTFL	KIIS-F LA	306	6989	18	3	Rock
<u>CAPITOL</u>						KSDO SD	126	2347	1	20	News
WKSJ Mobile	5	144	3	91	Country	KEZL-F SD	112	1484	4	20	BTFL
WKSJ-F Mobile	63	875	14	91	Country	WWEE Cleve	219	4495	8	17	MOR
WKDY* Spartan	20	246	15	52	Country	WDOK-F Cleve	226	2959	6	17	BTFL
WCAW* Char, WVA	114	1215	1	146	Country	WVON Chi	332	5239	10	2	Black
WVAF-F*Char, WVA	34	434	6	146	AOR/Relig	WGCI-F Chi	189	3022	21	2	Blk/Disco
<u>CENTURY</u>						WDEE Det	152	2694	17	5	Country
WL00-F Chi	758	8343	5	2	BTFL	WCZY-F Det	206	2938	14	5	BTFL
KSHE-F ST. Louis	274	3409	2	12	AOR						
WABX-F Det	316	5413	4	5	AOR						
KWST-F IA	166	3906	26	3	AOR						
KMEL-F SF	151	2974	19	7	AOR						
<u>CBS</u>											
WCBS NY	1535	28668	4	1	News						
WCBS-F NY	867	14327	9	1	Oldies						
KNX LA	770	15490	4	3	News						
KNX-F LA	425	6644	11	3	Soft Rck						
WBBM Chi	880	16978	4	2	News						
WBBM-F Chi	298	6283	13	2	Soft Rck						

COX	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	FAIRBANKS (Cont)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WSB Atl	344	5608	1	18	MOR	WZZD Phila	211	4737	17	4	Rock
WSB-F Atl	181	3065	6	18	BTFL	WKOX Bos	24	373	30	6	MOR
WLIF-F Balt	232	3333	2	14	BTFL	<u>FEDERATED</u>					
WSOC Char	50	1344	7	66	News	WYEZ-F*S. Bend	50	936	6	134	BTFL
WSOC-F Char	252	3006	2	66	Country	WMEE Ft. Wayne	84	1687	4	101	Rock
WHIO Dayt	160	2796	3	45	MOR	WMEF-F Ft. Wayne	93	1041	3	101	MOR
WHIO-F Dayt	261	2911	1	45	BTFL	WCUZ GR	38	657	11	71	Country
KFI LA	544	13030	6	3	MOR/AC	WFFX-F GR	55	947	7	71	AOR
KOST-F LA	492	7268	9	3	BTFL	WCKY Cinn	213	2310	3	26	MOR
WIOD Miami	179	3889	6	21	MOR	WWEZ-F Cinn	180	2225	5	26	BTFL
WVIA-F Miami	92	1527	16	21	MOR	<u>GUY GANNETT</u>					
WWSH-F Phil	659	7893	2	4	BTFL	WINZ Miami	203	3646	4	21	News
<u>CHARTER</u>						WINZ-F Miami	78	1574	23	21	AOR
WDRQ-F Det	272	5292	9	5	Rock	WGAN* Port, M	72	1294	4	156	MOR
WMJX-F Miami	108	2901	11	21	Rock	WGAN-F*Port, M	112	1263	2	156	BTFL
WOKY Mil	167	4016	5	22	Rock	WHYN* Springfield	190	2806	1	67	Rock
KSLQ-F St. Louis	249	4543	5	12	Rock	WHYN-F Springfield	130	1429	2	67	BTFL
KCRQ San Diego	106	2863	8	20	Rock	<u>GAYLORD</u>					
<u>ENTERCOM</u>						KRKE Alb	67	1503	4	94	Contemp
KBRG-F SF	68	675	32	7	Religion	KRKE-F Alb	38	720	7	94	Rock
WAYL Minn-SP	45	1241	12	15	MOR	WKY OKL C	154	4287	4	53	Contemp
WAYL-F Minn-SP	167	2199	8	15	BTFL	KVTE Port	80	2100	8	35	Rock
KLEF Hou	54	848	16	11	Classical	KVTE-F Port	72	1504	11	35	Rock
KTAC Tacoma	63	1324	14	19	Rock	<u>GENERAL ELECTRIC</u>					
KBRD-F Tacoma	36	557	22	19	BTFL	KFOG-F SF	265	3688	8	7	BTFL
WEFP Pitts	92	1384	15	13	Country	KOA Denver	355	5613	1	23	MOR
WDSY-F Pitts	113	1696	12	13	Country	KOAQ-F Denver	80	2078	11	23	Contemp
<u>EZ</u>						WJIB-F Bos	453	7199	5	6	BTFL
WEZB-F NO	42	696	15	34	BTFL	WGY Schen	305	4484	1	49	MOR
WEZC-F Char	188	2055	3	66	BTFL	WGFM-F Schen	115	2262	3	49	Rock
WJOI-F Pitts	220	2683	7	13	BTFL	WSIX Nash	31	924	12	54	MOR
WEZR-F Wash, DC	114	1378	15	8	BTFL	WSIX-F Nash	137	1659	3	54	Country
WEZS-F Rich	78	949	3	68	BTFL						
<u>FAIRBANKS</u>											
WIBC Ind	296	4241	1	33	MOR						
WNAP-F Ind	153	2574	5	33	Rock						
WVBF-F Bos	408	6934	6	6	Rock						
KVIL-A Dallas	36	982	25	10	Cont/MOR						
KVIL-F Dallas	322	3900	2	10	Cont/MOR						

GOLDEN WEST		TSA AQI	TSA CUME	TSA RANK	MKT #	FORMAT	HARTE-DANKS	TSA AQI	TSA CUME	TSA RANK	MKT #	FORMAT
KMPC LA	416	8724	12	3	MOR	KOY Phoe	138	2639	3	28	MOR	
KSFO SF	263	6017	9	7	MOR	KQYT-F Phoe	184	1797	1	28	BTFI,	
KVI Sea	174	2809	6	19	MOR	KRQQ-F	182	2299	9	10	ROK	
KVI-F Sea	83	1913	12	19	Rock	WSGN Birm	89	2120	6	47	Rock	
KEX Port	137	2501	3	35	MOR	WRBQ-F Tampa	217	3188	2	24	Rock	
KQFM-F Port	11	407	20	35	Contemp	WEZI-F Memphis	183	2601	2	43	BTFI,	
WCAR Det	55	2403	23	5	MOR	KULF Hous	89	1923	13	11	MOR	
WTWR-F Det	60	1654	22	5	Country	KYND-F Hous	292	3486	3	11	BTFI,	
						HRVA Rich	207	2801	2	68	MOR	
						HRVQ-F Rich	234	2886	1	68	Rock	
<u>GREAT TRAILS</u>												
WKLO Louis	62	1718	10	42	Rock	<u>HATCH</u>						
WCNSN-F Louis	49	696	11	42	BTFI	KGEM* Boise	67	797	1	200	Country	
WCOL Columbus	105	2657	6	36	Rock	KGHL* Billings	27	474	2	264	MOR	
WXGT-F Columbus	109	1930	5	36	Rock	KBMS-F*Billings	5	90	8	264	Country	
WING Dayton	153	3191	5	45	Rock	KALL SLC	64	1197	9	46	MOR	
WBSC Mil	29	772	21	22	Country	KALJ-F SLC	64	1021	10	46	Contemp	
WBSC-F Mil	104	1535	8	22	Country	<u>HEARST</u>						
<u>GREATER MEDIA</u>												
WGAY Wash, DC	49	898	22	8	BTFI	WBAL Balt	379	5066	1	14	MOR	
WGAY-F Wash, DC	297	4111	3	8	BTFI	WYYY-F Balt	212	2794	3	14	AOR	
WMJC-F Detroit	160	3712	16	5	Soft Rock	WISN Mil	169	3917	4	22	MOR/AC	
WHDN Detroit	69	1259	21	5	Oldies	WLPX-F Mil	201	3025	3	22	AOR	
WMGK-F Phil	299	4765	13	4	Soft Rock	WTAE Pitts	233	5168	5	13	Contemp	
WPEN Phil	147	3408	22	4	Oldies/Rock	WXKX-F Pitts	222	4690	6	13	Rock	
WHEZ-F Hunt	51	669	5	124	BTFI	<u>HUBBARD</u>						
WTCR Hunt	62	607	2	124	Country	WGTO* Lakeland	44	370	2	125	Country	
WCTO-F NY	94	1827	34	1	BTFI	KSTP Minn-SP	203	5297	4	15	Contemp	
WMGQ-F NY	95	1548	33	1	Soft Rock	KST-F Minn-SP	154	2579	9	15	MOR	
						KOB Alb	126	1841	1	94	MOR	
<u>GROUP ONE</u>												
KLZ Denver	137	2481	5	23	MOR	KOB-F Alb	71	824	2	94	BTFI,	
KAZY-F Denver	129	2039	6	23	AOR	<u>INSILCO</u>						
WAKR Akron	135	2281	2	58	MOR	WKSS-F Hart	226	3299	2	37	BTFI,	
WAEZ-F Akron	68	916	6	58	BTFI	WELI New Haven	111	1696	3	55	MOR	
WONE Dayton	154	2204	4	45	Country	WGSO NO	80	1907	9	34	MOR/News	
WTUE-F Dayton	198	1972	2	45	Rock	WQUE-F NO	133	2465	2	34	Rock	
KBOX Dallas	117	1837	13	10	Country	KTOK OKL C	220	2860	1	53	MOR	
KMEZ-F Dallas	230	2715	5	10	BTFI	KZUE-F OKL C	47	1007	11	53	Rock	

<u>JEFFERSON-PILOT</u>		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	LOTUS (ConL)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KIMN Denver	222	4483	2	23	Rock	KWKW LA	161	1592	27	3	Spanish	
KIMN-F Denver	46	1197	17	23	Rock	KFSD-F SD	84	1177	13	20	Classi	
WQXI Atlanta	68	1874	14	18	Rock	KENÓ Las Veg	59	920	1	100	Rock	
WQXI-F Atlanta	179	3046	7	18	Rock	KENO-F Las Veg	32	476	5	100	AOR	
WBT Char	321	4988	1	66	MOR/Cont	KONE* Reno	18	218	7	195	Country	
WBCY-F Char	137	2227	5	66	Rock	<u>MALRITE</u>						
WBIG* Greens	46	797	9	52	MOR	MHK Cleve	277	4403	3	17	Country	
<u>KING</u>						MMMS-F Cleve	398	5334	1	17	AOR	
KYA SF	156	5021	16	7	Rock	WZUU Mil	45	751	18	22	Rock	
KYA-F SF	129	3085	25	7	AOR	WZUU-F Mil	152	3048	6	22	Rock	
WRTH St. L	143	2400	10	12	BTFI	WNYR Roch	66	610	1	39	Country	
KGW Port	305	4870	1	35	Rock	WEZO-F Roch	227	2681	8	39	BTFI.	
KINK-F Port	69	1242	13	35	AOR	KEYE Minn-SP	39	946	16	15	MOR	
KREM Spokane	30	662	9	114	Rock	KEYE-F Minn-SP	173	2545	6	15	BTFI	
KREM-F Spokane	67	627	3	114	AOR	<u>McCLATCHY</u>						
KING Sea	178	4248	5	19	Rock	KMJ Fresno	98	1455	3	84	MOR	
KING-F Sea	57	1223	16	19	Classical	KMJ-F Fresno	17	290	16	84	Classi	
<u>KAYE-SMITH</u>						KBEE* Modesto	5	253	18	150	Rock	
KCKN KC	44	815	12	28	Country	KBEE-F*Modesto	20	234	2	150	BTFI	
KCKN-F KC	96	1128	9	28	Country	KOH* Reno	24	294	6	194	MOR/News	
WJBE Cin	43	703	17	26	Country	KFBK Sac	102	2123	4	41	News	
WJBE-F Cin	105	1504	9	26	Country	<u>McKENNA</u>						
KXL Port	123	1693	4	35	MOR	KQRS A/F Minn-SP	179	3048	5	15	AOR	
KXL-F Port	97	1473	5	35	BTFI	WCMB* Harris	16	397	13	89	MOR	
KJR Sea	200	4232	3	19	Rock	WSFM-F* Harris	73	975	4	89	Rock	
KISW-F Sea	94	1654	11	19	Rock	WWQM* Madison	9	203	12	115	Rock	
KJRB Spokane	68	1339	2	114	Rock	WWQM-F* Madison	15	317	11	115	Rock	
<u>LIN</u>						<u>MEREDITH</u>						
WIL St. L	180	2537	8	12	Country	WGST Atl	92	2326	12	18	News	
WIL-F St. L	257	2803	3	12	Country	WPCH-F Atl	190	2665	4	18	BTFI	
WBBF Roch	146	2852	3	39	Rock	WOW Omaha	338	6019	2	69	Contemp	
WMJQ-F Roch	107	1449	4	39	AOR	KEZO-F Omaha	64	1029	6	69	Rock	
WFIL Phil	357	8477	9	4	Cont/AC	KCMO KC	308	6152	2	29	AC/MOR	
WUSL-F Phil	303	3778	13	4	BTFI	KCEZ-F KC	153	1831	7	29	BTFI	
KILT Hous	207	4981	5	11	Rock							
KILT-F Hous	148	2592	7	11	Rock							
<u>LOTUS</u>												
KRUX Phoe	47	1170	16	28	Rock							
KTKT Tucson	82	1591	2	83	Rock							

METHODIA	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>MULTIMEDIA</u>										
WLAC	536	8095	7	3	Country	90	1095	1	186	Country
KMET-F LA	840	10361	3	3	AOR	70	1299	7	73	MOR
WNEW NY	561	12139	17	1	MOR	195	2784	1	73	Rock
WNEW-F NY	440	8099	21	1	AOR	16	532	8	86	MOR
KNRW SF	156	2903	16	7	Country	71	1426	7	86	Country
KSAN-F SF	132	2248	21	7	AOR	127	2491	3	102	BTFL
WCDBM Balt	196	3838	4	14	MOR/AC	76	985	5	102	BTFL
WOMC-F Det	303	3989	6	5	Soft./MOR	139	3303	3	42	Rock
WIP Phil	688	10463	1	4	MOR	214	2840	2	22	BTFL
WMMR-F Phil	255	5740	16	4	Rock	63	1075	2	152	MOR
WMEP-F Chi	231	6080	17	2	Rock	120	1577	1	152	Rock
WASH-F Wash, DC	285	4209	4	8	Rock	130	2134	1	106	Rock
KRLD Dallas	299	6727	3	10	News/MOR	26	405	9	106	AOR
<u>MID AMERICA</u>										
KRVR-F*MoLine	56	782	4	103	BTFL	179	1952	6	14	Country
WQUA* MoLine	46	864	8	103	Cont./MOR	303	5546	2	17	Contemp
WTRX* Flint	51	907	9	76	Cont./MOR	133	1708	12	17	BTFL
WJRL* Peoria	57	1287	3	104	Contemp	276	4245	1	36	Rock
WSWT-F*Peoria	85	989	1	104	BTFL	146	3814	8	13	Rock
K10A DM	121	2613	2	111	Rock	273	4059	4	13	BTFL
KMGK-F DM	68	1244	5	111	Rock	57	1368	7	68	Contemp
WIRE Ind	114	2143	6	33	Country					
WXYZ-F Ind	218	2596	3	33	BTFL					
<u>MIDWEST FAMILY</u>										
WKKN* Rockford	21	264	8	138	Country	137	2047	2	59	MOR
WYFE-F*Rockford	19	377	9	138	AOR	28	588	14	59	Soft Rk
WISM* Madison	39	1022	4	115	Contemp	24	324	9	89	?
WISM-F*Madison	34	651	7	115	MOR	31	1035	16	47	MOR
WYTL* Oshkosh	50	642	5	126	Country	55	919	10	47	BTFL
WOSH-F*Oshkosh	32	608	10	126	Country					
WITL Lansing	18	303	12	85	Country	868	21493	8	1	Rock
WITL-F Lansing	64	901	4	85	Country	287	6417	25	1	Sft Rk
<u>MOONEY</u>										
WERC Birm	92	1895	4	47	Contemp	148	3116	12	8	News
WKXX-F Birm	168	2343	1	47	Rock	144	2973	13	8	Rock
WBSR* Pensacola	35	650	6	131	Rock	1164	18574	2	2	Country
WBYQ-F Nashville	65	1141	7	54	Rock	273	5533	15	2	AOR
WMAK Nashville	49	698	10	54	Disco/Rock	109	1952	24	7	Rock

OUTLET	TSA AQI	TSA CUME	TSA RANK	MKT #	FORMAT	RKO (Cont)	TSA AQI	TSA CUME	TSA RANK	MKT #	FORMAT
WJAR Prov	87	1798	7	44	News	WROR-F Bos	318	5069	7	6	Oldies/R
WBBO Or1	86	1467	5	64	MOR	WGMS A/F Wash, DC	130	2559	14	8	Classi
WBBO-F Or1	186	2229	2	64	BTFI	WAXY-F Miami	134	1833	7	21	Old/rck
WTOP Wash, DC	166	3714	10	8	News	WFYR-F Chi	371	7000	9	2	Con/Old
K1QQ-F IA	230	4587	22	3	Rock	WHBQ Mem	218	4478	1	43	Rock
						KERC San Fran	580	12598	2	7	Rock
						KHJ LA	323	9732	15	3	Rock
						KRTH-F IA	479	8337	10	3	Old/Cont
						<u>ROLLINS</u>					
KRSI Mia-SP	57	1347	11	15	Country	KDAY LA	307	4577	17	3	Black
KFMX-F Mia-SP	69	1133	10	15	Rock	WAMS* Wilm	46	985	3	75	Contemp
WHEN Syr	160	3013	1	59	MOR/Cont	WRAP Norf	79	1271	10	50	Black
WONO-F Syr	22	388	15	160	Classical	WCHS* Char WV	61	1191	3	146	MOR
WNCT* Green, NC	5	211	18	160	BTFI	WBES-F* Char WV	40	331	5	146	BTFI
KHJJ Port	154	2502	2	35	Country						
KJFB-F Port	96	1174	6	35	BTFI	<u>ROUNSAVILLE</u>					
WDF Chat	67	945	2	96	MOR	WSNY Jkville	23	467	9	57	MOR
WDEF-F Chat	74	940	1	96	BTFI	WAIV-F Jkville	67	1061	4	57	Rock
WTVR Rich	15	386	12	68	BTFI	WLOF Or1	47	1109	10	64	Rock
WTVR-F Rich	73	908	4	68	BTFI	WBJW-F Or1	194	2237	1	64	Rock
KEZX-F Sea	122	1500	7	19	BTFI	WVOL Nash	55	671	9	54	Black
						WDAE Tam-SP	92	1698	13	24	MOR
						WJYW-F Tam-SP	154	2054	5	24	BTFI
						<u>RUST</u>					
WPLU Atl	108	1941	9	18	Country	WPTR Alb	86	2047	6	49	Rock
WVEE-F Atl	186	2093	5	18	Disco	WHAM Roch	187	3469	2	39	MOR
WCAO Balt	168	3607	7	14	Rock	WHFM-F Roch	88	1688	5	39	Rock
WXYV-F Balt	193	2514	5	14	Disco	WFLY-F Troy	109	1924	4	49	Rock
WJJD Chi	316	4200	12	12	Country	WAEB* Allentown	115	1686	2	63	Contemp
WJEZ-F Chi	150	2751	24	24	Country	WXKW-F* Allentown	140	1169	1	63	Country
WMS Mem	116	2382	5	5	Country	WNOW* York	30	375	14	107	Country
WHRK-F Mem	88	1240	8	8	Disco	WQXA-F* York	104	1821	5	107	Rock
WSUN Tamp-SP	197	3057	4	4	Country	WRNL Rich	38	972	10	68	MOR
WQXM-F Tamp-SP	138	1676	9	9	AOR	WRXL-F Rich	63	952	6	68	AOR
						<u>REGIONAL</u>					
WGRD A/F GK	173	2978	2	71	Rock						
WOLF Syr	48	1056	8	59	Rock						
WAAL-F* Bing	62	898	3	117	Rock						
WPIC* Youngs	55	655	6	74	MOR						
WYFM-F* Youngs	124	1969	2	74	Rock						
						<u>RKO</u>					
WOR NY	1742	25606	3	1	Talk						
WXLO-F NY	689	14879	13	1	Rock						
WRKO Bos	484	10259	3	6	Rock						

<u>RUST CRAFT</u>	<u>'TSA</u> <u>API</u>	<u>'TSA</u> <u>CUME</u>	<u>'TSA</u> <u>RANK</u>	<u>MKT #</u>	<u>FORMAT</u>	<u>STAUFFER</u>	<u>'TSA</u> <u>AQH</u>	<u>'TSA</u> <u>CUME</u>	<u>'TSA</u> <u>RANK</u>	<u>MKT #</u>	<u>FORMAT</u>
WSOL Tampa	10	238	25	24	Spanish	KRNT DM	55	1130	6	111	MOR
WMOL Buff	51	462	10	27	Country	KRNQ-F DM	55	950	7	111	Rock
WMOL-F Buff	49	567	11	27	Country	WIBW** Topeka	109	1407	1	177	Nws/MOR
WROC Roch	52	780	10	39	News	WIBW-F**Topeka	83	1242	2	177	Rock
WPXY-F Roch	51	849	9	39	BTFI	KGNC Amarillo	48	739	1	198	MOR
WPIT Pitts	45	609	17	13	Religion	KGNC-F Amarillo	35	430	4	198	BTFI
WPIT-F Pitts	24	724	25	13	?	<u>STERLING</u>					
WRCP Phil	30	573	28	4	Country						
WSNT-F Phil	320	3965	12	4	Country	KSJO-F San Jose	95	1507	3	32	AOR
<u>SJK</u>						KXRX San Jose	45	917	11	32	News
KRLY Hou	87	1666	14	11	AOR	KASH Eug-Spr	20	330	8	144	Rock
WKIS AL	23	506	15	18	AOR	KSND-F Eug-Spr	25	488	7	144	Rock
WKIS-F AL	191	2725	3	18	AOR	KZOK Sea	25	824	25	19	AOR
WQAL-F Cleve	263	3713	4	17	BTFI	KZOK-F Sea	99	2163	9	19	AOR
WTMJ-F Miami	98	1262	14	21	Classical	<u>STONER</u>					
WKTU-F NY	2802	28452	1	1	Disco	KSO DM	89	1329	4	111	Country
WJIT NY	705	5042	12	1	Spanish	KGGO-F DM	39	624	8	111	AOR
WYSP-F Phil	341	6351	11	4	AOR	WVEZ-F Louis	64	859	9	42	BTFI
WUST Wash, DC	54	599	22	8	Religion	WGNT Hunt	62	952	2	124	MOR
WJMD-F Wash, DC	210	2951	6	8	BTFI	WNBW** Bing	76	1129	2	117	MOR
<u>SONDERLING</u>						WQYT-F**Bing	83	937	1	117	BTFI
KDIA Oak	196	3289	12	7	Black	<u>STORER</u>					
WOL Wash, DC	89	1665	16	8	Black	WLAK-F Chi	406	6683	7	2	BTFI
WMLQ-F Wash, DC	167	2010	9	8	Country	WLYF-F Miami	319	3160	2	21	BTFI
WBMX-F Chi	491	5941	6	2	Black	WSPD Tol	131	2076	2	51	MOR
WURL NY	145	2489	30	1	Black	WJHN NY	912	13196	7	1	Country
WVRV-F NY	327	5645	22	1	Jazz	WGBS Miami	105	1884	14	21	MOR
WJIA Mem	116	2136	5	43	Black	WHTZ-F LA	158	2038	28	3	Country
WQUD-F Mem	56	1250	11	43	Contemp	KTNQ LA	274	7968	19	3	Rock
KIKK Hou	38	601	21	11	Country	<u>STORZ</u>					
KJKK-F Hou	100	1972	11	11	Country	WQAM Miami	109	2875	10	21	Rock
<u>STARR</u>						WJHB KC	128	3706	8	29	Rock
KXLR* Little Rock	28	567	8	102	Country	WDGY Minn-SP	170	3751	7	15	Country
KABL SF	288	4779	5	7	BTFI	WTIX NO	214	4269	1	34	Rock
KABL-F SF	165	2897	15	7	BTFI	KOMA OKL C	170	3315	3	53	Rock
KJDL-F KC	73	1188	11	29	Soft Rock	KXOK St. Louis	257	6125	3	12	Rock
WBOOK NO	49	961	15	34	Black						
KMGC-F Dallas	88	1244	16	10	Soft Rock						
WJWW-F Det	263	5538	10	5	AOR						
KYOK Hou	38	986	21	11	Black						

SUMMIT	TSA AQH	TSA CUMIE	TSA RANK	MKT' #	FORMAT	TICILENOR	TSA AQH	TSA CUMIE	TSA RANK	MKT' #	FORMAT	
WCOA** Pensacola	38	577	5	131	MOR	KIFN Phoe	70	416	12	28	Spanish	
WJLQ-F**Pensacola	63	1005	2	131	Rock	KUNO** Corp Chr	57	527	3	118	Spanish	
WSJS** Win-Sal	93	1541	4	112	MOR	KGBT** Harlingen	172	1408	1	116	Spanish	
WTQR-F**Win-Sal	123	1918	2	112	Country	KELT-F** Harlingen	20	237	6	116	Country	
WREC Mem	87	1846	9	43	MOR	KCOR San Ant	152	1064	3	38	Spanish	
WZXR-F Mem	101	1583	7	43	AOR	KQXT-F San Ant	152	1494	4	38	BTFL	
<u>SUSQUEHANNA</u>												
WQBA Miami	281	1954	3	21	Spanish	WACO** Waco	35	779	4	193	Contemp	
WKIS Orl	63	1173	9	64	MOR	KHOO-F** Waco	28	376	6	193	Contemp	
WLTA-F Atl	101	1605	10	18	MOR	<u>UNITED</u>						
WFMS-F Ind	125	1880	6	33	Country	WFAN Wash, DC	27	411	24	8	Black	
WHLO Akron	48	841	11	58	News/Talk	WOOK-F Wash, DC	274	4071	5	8	Black	
WLQA-F Cin	75	1230	12	26	BTFL	WSID Balt	42	673	20	14	Black	
WLQR-F Toledo	190	1925	1	51	BTFL	WLPI-F Balt	118	2299	11	14	Rock	
WARM** Scrn	195	2942	1	61	Contemp	WJMO Cleve	155	1666	9	17	Black	
WSBA** York	75	1727	8	107	MOR	WLYT-F Cleve	40	749	21	17	Disco	
WSBA-F** York	119	1457	3	107	BTFL	KALI LA	228	2465	23	3	Spanish	
KPLX-F Dall-FW	82	1303	17	10	BTFL	KSOL SF	281	3245	7	7	Black	
WILLQ-F Canton	27	427	7	95	Soft Rock	<u>WESTINGHOUSE</u>						
<u>SWANSON</u>												
KLEO Wich	76	1404	3	97	Rock	WIND Chi	319	6695	11	2	Nws/TLK	
WBVU-F NO	125	1674	3	34	BTFL	WOMO Ft. Way	341	5316	1	101	MOR/AC	
KKNG-F OKL C	119	1333	6	53	BTFL	WBZ Bos	637	13030	2	6	MOR/TLK	
KRMG Tulsa	170	2300	2	65	MOR	WBZ-F Bos	61	2650	25	6	Contemp	
KFJZ FW	57	1583	19	10	Rock	WINS NY	1273	25765	5	1	News	
KFJZ-F FW	193	3428	8	10	Rock	KDKA Pitts	920	13041	1	13	MOR/TLK	
KRYX San Ant	234	3154	2	38	Country	KDKA-F Pitts	39	1427	19	13	Class(?)	
<u>TAFT</u>												
WDAF KC	419	5219	1	29	Country	KYW Phil	607	11824	3	4	News	
KYYS-F KC	218	2589	3	29	AOR	KFWB IA	517	12224	8	3	News	
WGR BufF	242	4761	4	27	MOR/AC	<u>MGN CONTINENTAL</u>						
WGRQ-F BufF	108	1785	6	27	Rock	WGN Chi	1228	19065	1	2	MOR	
WKRC Cin	182	3404	4	26	MOR/AC	WICC* Bridge	120	1995	2	89	Rock	
WKRQ-F Cin	295	4400	2	26	Rock	KDAL* Duluth	64	860	5	141	MOR	
WTVN Columbus	256	4513	2	36	MOR/AC	KGNR Sac	83	1676	6	41	MOR/News	
WLVQ-F Columbus	163	2084	4	36	AOR	KCTC-F Sac	63	1139	9	41	MOR	
KQV Pitts	125	2421	11	13	News	WPIX-F NY	284	8302	25	1	Rock	
WDVE-F Pitts	337	5138	2	13	AOR	<u>WICHITA GREAT EMPIRE</u>						
WYNF-F Tamp-SP	113	2059	11	24	Rock	KFDI Mich	126	1485	2	97	Country	
						KFDI-F Mich	30	533	9	97	Country	
						KWKH* Shrev	111	1531	2	106	Country	
						KROK-F* Shrev	54	844	6	106	Rock	
						KYNN Omaha	40	514	9	69	Country	

PER CAPITA ANALYSIS OF REVENUE AND PROFITABILITY

The following tables take a different approach to the analysis of a radio market's revenue and profitability. The analysis is made on a per capita basis.

Table #1 examines total per capita. The total revenue for the market is divided by the SMSA population. The revenue figures for this table (and other tables) were extracted from the FCC financial data for 1977. Where available the revenue from independent FM's are added to the figures for AM and AM/FM combinations. Unfortunately, the data for independent FM's (and for FM's reported separately from their co-owned AM's) is not available in many smaller markets.

Table #2 considers the profitability of the markets rated by Arbitron in Oct/Nov 78. The methodology is the same as in Table #1. Table #3 examines the amount of national/regional business which was placed in the Oct/Nov markets.

These tables include the 15 highest and lowest markets in each category. The figures for the other markets can be found in the Individual Market Reports.

Only those markets surveyed by Arbitron in Oct/Nov 78 are included in the tables.

IMPORTANT NOTE: This table uses population figures based upon the Standard Metropolitan Statistical Area (SMSA). In American Radio-Spring 78 I used the Arbitron metro population figures. Thus comparisons may be misleading. From now on the SMSA figures will be used so comparisons between years will be valid.

TABLE #1: TOTAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Anchorage	\$21.76	1. Lansing	\$5.82
2. Des Moines	18.38	2. New Haven	6.02
3. Wichita	18.19	3. Hartford	7.01
4. Charlotte	16.71	4. Tampa-St. Pete	8.10
5. San Francisco	15.90	5. Rochester	8.43
6. Fort Wayne	15.21	6. Fort Lauderdale	8.44
7. Raleigh	15.02	7. Jacksonville	8.50
8. Fresno	14.90	8. El Paso	8.56
9. Denver	14.78	9. Akron	8.68
10. Indianapolis	14.17	10. Boston	8.72
11. Los Angeles	14.12	11. West Palm Beach	8.87
12. Las Vegas	14.03	12. Providence	8.94
13. Eugene-Springfield	13.88	13. Mobile	9.12
14. Miami	13.85	14. Omaha	9.18
15. Cincinnati	13.58	15. Detroit	9.25

TABLE #2: PROFIT PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Columbus	\$3.28	1. Honolulu	-\$1.76
2. Indianapolis	2.94	2. El Paso	-1.45
3. Atlanta	2.81	3. Beaumont	-1.06
4. Los Angeles	2.79	4. West Palm Beach	-.88
5. Houston	2.75	5. Albuquerque	-.82
6. Minneapolis	2.65	6. Jacksonville	-.59
7. Fort Wayne	2.43	7. Eugene-Spring	-.56
8. Denver	2.37	8. Ft. Lauderdale	-.35
9. Lexington	2.21	9. Spokane	-.25
10. Dayton	2.20	10. Orlando	.01
11. Baltimore	2.14	Oklahoma City	.01
12. Richmond	2.09	12. Hartford	.09
13. Austin	1.94	Syracuse	.09
San Antonio	1.94	14. New Haven	.20
15. St. Louis	1.92		

PER CAPITA ANALYSIS OF REVENUE AND PROFITABILITY

The following tables take a different approach to the analysis of a radio market's revenue and profitability. The analysis is made on a per capita basis.

Table #1 examines total per capita. The total revenue for the market is divided by the SMSA population. The revenue figures for this table (and other tables) were extracted from the FCC financial data for 1977. Where available the revenue from independent FM's are added to the figures for AM and AM/FM combinations. Unfortunately, the data for independent FM's (and for FM's reported separately from their co-owned AM's) is not available in many smaller markets.

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3. Wichita	18.19	3. Hartford	7.01
4. Charlotte	16.71	4. Tampa-St. Pete	8.10
5. San Francisco	15.90	5. Rochester	8.43
6. Fort Wayne	15.21	6. Fort Lauderdale	8.44
7. Raleigh	15.02	7. Jacksonville	8.50
8. Fresno	14.90	8. El Paso	8.56
9. Denver	14.78	9. Akron	8.68
10. Indianapolis	14.17	10. Boston	8.72
11. Los Angeles	14.12	11. West Palm Beach	8.87
12. Las Vegas	14.03	12. Providence	8.94
13. Eugene-Springfield	13.88	13. Mobile	9.12
14. Miami	13.85	14. Omaha	9.18
15. Cincinnati	13.58	15. Detroit	9.25

TABLE #2: PROFIT PER CAPITA

<u>HIGHEST</u>			<u>LOWEST</u>
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2. Indianapolis	2.94	2. El Paso	-1.45
3. Atlanta	2.81	3. Beaumont	-1.06
4. Los Angeles	2.79	4. West Palm Beach	- .88
5. Houston	2.75	5. Albuquerque	- .82
6. Minneapolis	2.65	6. Jacksonville	- .59
7. Fort Wayne	2.43	7. Eugene-Spring	- .56
8. Denver	2.37	8. Ft. Lauderdale	- .35
9. Lexington	2.21	9. Spokane	- .25
10. Dayton	2.20	10. Orlando	.01
11. Baltimore	2.14	Oklahoma City	.01
12. Richmond	2.09	12. Hartford	.09
13. Austin	1.94	Syracuse	.09
San Antonio	1.94	14. New Haven	.20
15. St. Louis	1.92		

TABLE #3: NATIONAL/REGIONAL REVENUE PER CAPITA

<u>HIGHEST</u>		<u>LOWEST</u>	
1. San Francisco	\$5.62	1. Lexington	\$.83
2. Los Angeles	4.36	New Haven	.83
3. Portland	3.90	3. Huntington	.89
4. Charlotte	3.73	4. Honolulu	.99
5. Spokane	3.60	5. Toledo	1.05
6. Seattle	3.56	Baton Rouge	1.05
7. Fresno	3.53	7. Kalamazoo	1.11
8. Des Moines	3.50	8. Dayton	1.17
9. Omaha	3.33	9. Lansing	1.22
10. Phoenix	3.32	10. Chattanooga	1.24
11. St. Louis	3.31	11. San Jose	1.29
12. Washington	3.30	Fort Lauderdale	1.29
13. Miami	3.20	13. Beaumont	1.30
Tucson	3.20	14. West Palm Beach	1.34
15. Denver	3.19	15. Grand Rapids	1.46

TABLE #4: PROFIT MARGIN-LEADING MARKETS*

1. Columbus, Ohio	27.1%	11. Kalamazoo	18.6%
2. Minneapolis-St. Paul	25.2%	12. Detroit	18.3%
3. Houston	22.7%	13. Buffalo	18.1%
4. Atlanta	21.9%	14. Austin	17.7%
5. Baltimore	21.5%	15. Chicago	17.3%
6. Lansing	20.8%	16. Baton Rouge	17.1%
7. Indianapolis	20.7%	17. St. Louis	17.0%
8. Dayton	20.1%	18. New York	16.8%
9. Los Angeles	19.8%	19. Lexington	16.7%
10. Omaha	18.9%	20. Akron	16.3%

*Calculated by dividing a market's income by its gross revenue. The resulting percentage is the margin.

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Oct/Nov 78. The "audience" column shows the delivery on one spot on each of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-12MID. Only stations home to the Metro are considered.

The "cost" column shows the total cost involved in buying one spot on each of these same stations. The rate is based on an 18 spots per week schedule (60") spread equally from 6AM-MID. The "weekly cost" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 77 CPM)</u>
Akron	341	\$154.38	\$2778.84	\$4.53	(\$5.01)
Albany-Schen-Troy	804	198.00	3564.00	2.46	(2.33)
Albuquerque	398	112.75	2029.50	2.83	(2.35)
Anaheim	205	141.12	2540.16	6.88	(5.88)
Anchorage	196	93.15	1676.70	4.75	(4.09)
Atlanta	1238	412.56	7426.08	3.33	(3.44)
Austin	365	111.60	2008.80	3.06	-----
Baltimore	1212	330.75	5953.50	2.73	(1.94)
Baton Rouge	419	74.25	1336.50	1.77	-----
Beaumont	256	64.69	1164.42	2.52	-----
Birmingham	634	118.50	2133.00	1.87	(2.48)
Boston	2703	671.87	12,093.66	2.49	(1.97)
Buffalo	1209	312.97	5633.46	2.59	(2.27)
Charlotte	1037	245.51	4419.18	2.37	(2.63)
Chattanooga	312	115.28	2075.04	3.69	(2.51)
Chicago	5121	797.74	14,359.32	1.56	(1.47)
Cincinnati	1216	244.00	4392.00	2.01	(2.25)
Cleveland	1469	376.50	6777.00	2.56	(2.34)
Columbia, SC	469	119.30	2147.40	2.54	-----
Columbus	979	284.00	5112.00	2.90	(2.56)
Dallas-Ft. Worth	1815	493.25	8878.50	2.71	(1.91)
Dayton	926	263.50	4743.00	2.84	(2.80)
Denver	1069	311.75	5611.50	2.92	(3.32)
Des Moines	676	159.50	2871.00	2.36	(2.01)
Detroit	2637	575.37	10,356.66	2.18	(1.83)
El Paso	305	102.56	1846.08	3.36	(3.20)
Eugene-Spring	209	74.96	1349.28	3.59	(2.83)
FT. Lauderdale	726	286.37	5154.66	3.94	(3.02)
FT Wayne	691	196.38	3534.84	2.84	(2.46)
Fresno	507	131.25	2362.50	2.59	(2.59)
Grand Rapids	703	173.25	3118.50	2.46	(2.43)
Hartford	1271	341.50	6147.00	2.69	(1.81)
Honolulu	524	100.40	1807.20	1.92	(1.42)
Houston	1447	434.84	7827.12	3.00	(2.65)
Huntington	372	92.33	1661.94	2.48	(3.72)
Indianapolis	1021	300.00	5400.00	2.94	(2.35)
Jacksonville	546	212.25	3820.50	3.89	(3.17)
Kalamazoo	200	94.65	1703.70	4.73	-----
Kansas City	1342	265.12	4772.16	1.98	(1.95)
Lansing	338	88.42	1591.56	2.62	-----
Las Vegas	219	64.30	1157.40	2.94	(2.63)
Lexington	369	87.25	1570.50	2.36	-----
Los Angeles	4025	743.76	13,387.68	1.85	(1.82)
Louisville	798	194.25	3496.50	2.43	(2.58)
Memphis	874	303.63	5465.34	3.47	(2.96)
Miami	1312	347.05	6246.90	2.65	(2.08)
Milwaukee	1155	233.50	4203.00	2.02	(2.19)
Minn-SP	1943	422.75	7609.50	2.18	(1.82)
Mobile	438	103.59	1864.62	2.37	-----
Nashville	623	204.93	3688.74	3.29	(3.12)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(O/N 77 CPM)</u>
New Haven	400	\$203.75	\$3667.50	\$5.09	(\$4.24)
New Orleans	702	272.50	4905.00	3.88	(3.33)
New York	9354	953.76	17,167.68	1.02	(.99)
Norfolk	734	155.85	2805.30	2.12	(2.21)
Oklahoma City	845	192.75	3469.50	2.28	(2.32)
Omaha	1035	207.75	3739.50	2.00	(1.39)
Orlando	659	199.75	3595.50	3.03	(2.16)
Philadelphia	2860	464.35	8358.30	1.62	(1.88)
Phoenix	741	211.35	3804.30	2.85	(2.15)
Pittsburgh	2065	404.25	7276.50	1.96	(1.57)
Portland	816	243.38	4380.84	2.98	(2.64)
Providence	65	245.25	4414.50	2.54	(2.14)
Raleigh	768	213.88	3849.84	2.78	(1.48)
Richmond	657	193.25	3478.50	2.94	(2.98)
Rochester	755	258.50	4653.00	3.42	(3.70)
Sacramento	624	203.03	3654.54	3.25	(2.95)
St. Louis	1843	345.50	6219.00	1.87	(1.99)
Salt Lake City	602	160.13	2882.34	2.66	(2.31)
San Antonio	998	263.00	4734.00	2.63	(2.20)
San Diego	578	199.50	3591.00	3.45	(3.34)
San Francisco	2457	575.88	10,365.84	2.34	(2.18)
San Jose	530	244.00	4392.00	4.60	(3.32)
Seattle	1126	271.87	4893.66	2.41	(2.19)
Spokane	346	107.10	1927.80	3.10	(3.12)
Syracuse	535	171.80	3092.40	3.21	(2.55)
Tampa-SP	993	203.50	3663.00	2.05	(2.01)
Toledo	633	176.75	3181.50	2.79	(2.12)
Tucson	341	84.28	1517.04	2.47	(2.45)
Tulsa	699	131.25	2362.50	1.88	(1.96)
Washington	1950	547.20	9849.60	2.81	(2.48)
West Palm Beach	343	99.95	1799.10	2.91	(3.31)
Wichita	445	98.85	1779.30	2.22	(2.56)
TOTALS	88063	\$20,685.47	\$372,338.46	\$2.35	(\$2.12)

MOST EXPENSIVE MARKETS

1. Anaheim*	\$6.88
2. New Haven	5.09
3. Anchorage	4.75
4. Kalamazoo	4.73
5. San Jose	4.60
6. Akron	4.53
7. Ft. Lauderdale	3.94
8. Jacksonville	3.89
9. New Orleans	3.88
10. Chattanooga	3.69

LEAST EXPENSIVE MARKETS

1. New York	\$1.02
2. Chicago	1.56
3. Philadelphia	1.62
4. Baton Rouge	1.77
5. Los Angeles	1.85
6. Birmingham	1.87
St. Louis	1.87
8. Tulsa	1.88
9. Honolulu	1.92
10. Pittsburgh	1.96

*Orange County Only

O/N 78 CPM (80 Markets): \$2.35
A/M 78 CPM (168 Markets): \$2.25
O/N 77 CPM (74 Markets): \$2.12
A/M 77 CPM (164 Markets): \$2.08

(10.85% increase over O/N 77)
(8.17% increase over A/M 77)

RADIO REPS AND THEIR LEADING GROUPS

This section attempts to rank the radio representatives by the ratings success of the stations they carry on their lists. For each time a rep firm had a leading station in a market it received one point. The number of stations/reps listed in each market depended on the market size. For markets on through ten up to seven stations/reps were listed; in 100+ markets only two stations/reps were listed.

The first table shows the number of stations a rep firm has which are among the leading facilities in its market. The second table shows the number of stations which the rep services which clearly rank number one in the ratings of its market.

I realize the limitations to a ranking like this. It penalizes reps which have small lists such as Christal, RKO and others. It also doesn't cover reps which have the majority of their stations in unrated markets. It also ignores some stations which are very strong and very profitable (especially true in larger markets).

What this list does accomplish is that it indicates which rep firms have, to use a bridge term, the longest and strongest lists.

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

	(7)	(6)	(5)	(4)	(3)	(2)	(1)	TOTAL
	<u>1-10</u>	<u>11-20</u>	<u>21-50</u>	<u>51-75</u>	<u>76-100</u>	<u>101-150</u>	<u>150+</u>	
1. Katz	5	9	21	8	6	1	1	51
2. Eastman	3	6	22	9	6	4	-	50
3. Blair	7	4	23	8	1	1	-	44
4. Mc-Guild	6	6	16	4	7	4	-	43
5. Torbet	4	3	9	5	6	3	-	30
6. Christal	3	4	9	7	1	-	-	24
7. Selcom	2	1	4	3	7	3	-	20
8. CBS	8	4	2	1	-	-	-	15
9. HR Stone	2	1	4	2	4	1	-	14
10. Buckley	2	1	5	3	-	1	1	13
11. RAR	5	3	1	-	-	1	-	10
12. RKO	3	2	4	-	-	-	-	9
13. Howard	2	-	4	1	-	-	1	8
14. MMR	-	1	5	1	-	-	-	7
Metro	6	1	-	-	-	-	-	7

NOTE 1: Figures across the top of Tables 1 and 2 are market rankings. The figures in parenthesis (on Table 1) are the maximum number of stations selected in that market size.

NOTE 2: Selections generally were based on 12+ Metro, 1/4 HR AVG, Broadcast Week. In a few cases TSA and Cume results were considered. Some decisions were purely subjective on my part.

TABLE #2: REPS AND THEIR NUMBER ONE STATIONS

	<u>1-10</u>	<u>11-20</u>	<u>21-50</u>	<u>51-75</u>	<u>76-100</u>	<u>101-150</u>	<u>150+</u>	<u>TOTAL</u>
1. Katz	2	1	6	2	3	1	1	16
2. Eastman	1	-	4	5	3	-	-	13
3. Blair	2	1	5	3	-	1	-	12
4. Torbet	1	1	4	-	1	1	-	8
5. Christal	-	1	3	2	1	-	-	7
Mc-Guild	-	1	1	-	3	2	-	7

Buckley - 3 stations

CBS, RAR, Selcom, HR/Stone - 2 stations

Masla, Metro, RKO, Howard, MMR - 1 station

MUSIC SYNDICATORS AND CONSULTANTS

This table gives an indication as to how well the leading music syndicators/consultants are doing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast Week.

Only those markets surveyed in Oct/Nov 78 are included in this table.

I have decided to include only the top six syndicators in the Fall issue of American Radio. I do this because most of the other syndicators have a larger percentage of their stations in markets which are surveyed in APR/MAY only. To include them in this analysis might be unfair.

<u>SYNDICATOR</u>	<u>BIFL MUS</u>	<u>AOR</u>	<u>ROCK</u>	<u>COUNTRY</u>	<u>OTHER</u>	<u>TOTAL</u>	<u>AVG*</u>
Schulke	7057 (48)					7057(48)	147
Burkhart/Abrams		3660 (31)			2801(2) ¹	6461(31)	208
Bonneville	5291 (32)				701(7) ²	5992(38)	158
FM 100	3038 (24)			319 (3)	160(5) ³	3517(32)	110
TM	1348 (18)		1058 (16)	142 (3)	292(5) ⁴	2840(42)	68
Drake-Chenault		93 (3)	488 (13)	188 (4)	217(5) ⁵	986(25)	40

* Column shows average listeners per consulted station
() = number of stations using the syndicator

1. Disco
2. Soft Rock and MOR
3. MOR
4. Soft Rock
5. Black and Big Band

SECTION B

INDIVIDUAL MARKET REPORTS
(BASED ON ARBITRON DATA)

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

The best way to explain the Individual Market Reports is to take one station and go through the report step by step. We will use the Baltimore market and station WBAL.

SRDS Market # 14; ADI # 19
FCC Revenue Rank # 17
FCC Income Rank # 8
APR 15.9
SMSA Pop: 2,160,200

Baltimore is the fourteenth largest market in the country. The SRDS rankings generally coincide with the government's Standard Metropolitan Statistical Area (SMSA). The ADI is Arbitron's TV market designation. The ADI rankings are listed only if there is a radio ADI section. In October/November 47 of the top 50 ADI's were surveyed.

The FCC Revenue and Income ranks are based upon the 1977 FCC financial reports. 1977 data is the latest available. The rankings are based on the income and revenue figures for AM stations and AM/FM stations which report to the FCC in combination.

The APR is the Average Persons Rating. The APR indicates the percentage of the 12+ Metro population which is using radio from 6AM-Midnight, Mon-Sun (the Broadcast Week). The APR is roughly comparable to television's Households Using Television (HUT) figures.

In the last edition of American Radio we used Arbitron's metro population figures. This edition uses SMSA figures

Revenue : \$17,252,511
Income : \$ 4,194,879
FM Rev : \$ 4,248,063
FM Inc : \$ 420,183
Comb Rev : \$21,500,574
Comb Inc : \$ 4,615,062

Baltimore's revenue and income figures are based upon the financial data reported to the FCC by AM stations and AM/FM combinations which report together. FM revenue and income includes independent FM's and FM's which report separately from their co-owned AM's. By adding these figures together we derive a Combined Revenue and Combined Income figure. This figure gives a better picture of each market's financial condition.

Unfortunately, I was not able to follow this procedure in some of the smaller markets since not enough stations reported to the FCC. The FCC withheld the figures unless at least three stations reported.

National Revenue : \$5,023,576
Nat Rev per Cap : \$2.33
Total Rev per Cap: \$9.95
Total Inc per Cap: \$2.14
Profit Margin : 21.5%

The National Revenue figures are from 1977. The three per capita figures use the combined figures for revenue and income along with the national revenue. The methodology involves dividing each figure by the metro population. The resulting figures can give us a different view of how profitable a market is. Markets which differ greatly in size can be compared.

IMPORTANT NOTE: Comparisons with the last edition of American Radio are not valid since the population base is not the same. From now on the SMSA population figures will be used.

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBAL 350/12.2	15.2	14.0	1. WBAL 379	1. WBAL 5066/25.3

All of the calculations in this section are based on the broadcast week (Mon-Sun, 6AM-Midnight). WBAL has 35,000 listeners per average quarter hour. This represents a

12.2% share in Oct/Nov 78. The station had a 15.2% share in Apr/May 78 and a 14.0% share in Oct/Nov 77. WBAL leads the Baltimore Total Survey Area with 37,900 listeners per average quarter hour. The station also leads in cumulative audience with an estimated 506,600 listeners during an average week in the TSA. The MSA Cume Rating figures represent the percentage of the 12+ Metro population which listens to WBAL weekly.

If a station is simulcasting, this symbol (+) will appear next to the call letters everywhere in the book. Whether I labeled the simulcasting stations as AM or FM depended upon which received the greatest amount of listenership.

12+ FM SHARE (METRO): 54.80% (1460 of 2664) (O/N 77: 46.93%)

These figures show how well FM radio is doing in the market—at least as far as listenership levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6AM-MID, quarter hour numbers of all listed stations and divided it into the total numbers for FM stations. There is, of course, listenership to stations which do not qualify for a listing in the ARB report for the market. However, this amount is usually very small and it should not significantly affect the percentages.

The six tables directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-49, and 35-64 year old adults plus 12+ TSA morning drive (Mon-Sun). The demographic splits are based on Metro, Broadcast Week.

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	187 (3)	580 (7)	767 (10)	28.8

This table is based on the Broadcast Week, 1/4 HR AVG, 12+ Metro. The table includes every format in the market and every station listed in the Metro. In Baltimore 18,700 people are listening to the three AM stations programming rock or contemporary music. 58,000 people are listening to the seven FM rockers. 28.8% of the radio listening in Baltimore is to rock/contemp stations.

<u>BALTIMORE ADI</u>		<u>OTHER RATED STATIONS/METRO SHARE</u>			
<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>WAYE</u>	<u>860</u>	<u>1.3</u>
1. WBAL	1. WBAL	1. WBAL			

For those markets with an ADI section the above tables are provided. The ADI rankings are based on Mon-Sun, 6AM-MID. The ADI FM share figures are calculated in the same manner as the Metro and TSA FM shares.

The exclusive cume ranking show the stations which have the greatest number of listeners who listen exclusively to that station during an entire week. This is based on the Metro Survey Area.

The "Other Rated Stations" column is new with this issue. It shows the frequency and metro share for all stations listed in the metro which did not finish high enough to be included in the 12+ Metro 1/4/SHARE table. This table can also be found in the Individual Market Reports which do not have ADI sections.

AM STATIONS

WBAL, 1090, 50 KW, MOR NBC, \$68.00 (Blair) Hearst

WBAL's frequency is 1090. The station has a fulltime 50,000 watt power authorization. WBAL's format is MOR. It is affiliated with the NBC network. The average 60 second spot on the station will cost about \$68.00. WBAL's national representative is Blair. The station is owned by a group owner—in this case it is Hearst.

The spot rate is based upon an 18 spot per week schedule with equal distribution among the dayparts. TAP plans were used if the spots could be evenly distributed.

In many cases the rate listed does not appear on the station's rate card. This is because I calculated an average rate.

The FM description differs from AM only in that the highest above average terrain (HAAT) is given. Syndicators and/or consultants are listed immediately following the format.

AKRON

SRDS Market # 58
 FCC Revenue Rank # 53
 FCC Income Rank # 33
 APR 14.8
 SMSA Pop: 664,000

Revenue : \$5,760,970
 Income : \$ 939,801
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Rev : \$1,720,864
 Nat Rev per Cap : \$2.59
 Tot Rev per Cap : \$8.68
 Tot Inc per Cap : \$1.42
 Profit Margin : 16.3%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WAKR 130/16.1	13.9	13.8	1. WMMS-FM 146	1. WGAR 2333/25.2
2. WMMS-FM 85/10.6	11.8	9.0	2. WAKR 135	2. WAKR 2281/37.1
3. WGAR 76/ 9.4	6.5	7.9	3. WGAR 125	3. WMMS-FM 1776/15.6
4. WAEZ-FM 54/ 6.7	6.7	4.2	4. WWWM-FM 78	4. WWWM-FM 1201/11.5
5. WSLR 49/ 6.1	7.2	9.9	5. WDBN-FM 75	5. WWWE 1121/10.9
6. WZZP-FM 43/ 5.3	4.7	5.8	6. WAEZ-FM 68	6. WDBN-FM 1090/ 8.6
7. WWWM-FM 40/ 5.0	7.2	4.1	7. WSLR 64	7. WSLR 1066/16.4
8. WDBN-FM 37/ 4.6	3.8	3.7	WHBC-FM 64	8. WZZP-FM 1036/14.5
9. WKDD-FM 35/ 4.3	3.4	2.9	9. WWWE 54	9. WKDD-FM 983/11.2
10. WWWE 28/ 3.5	4.6	2.7	10. WKDD-FM 51	10. WAEZ-FM 916/11.9

12+ FM SHARE (METRO): 52.24% (384 of 735) (O/N 77: 49.37%)
 12+ FM SHARE (TSA) : 56.74% (644 of 1135) (O/N 77: 52.29%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WZZP-FM	1. WMMS-FM	1. WMMS-FM	1. WGAR	1. WAKR	1. WAKR
2. WWWM-FM	2. WGAR	2. WGAR	2. WAKR	2. WSLR	2. WGAR
3. WMMS-FM	3. WKDD-FM	3. WAKR	3. WMMS-FM	3. WDBN-FM	3. WMMS-FM
4. WCUE	4. WAKR	4. WAEZ-FM	4. WAEZ-FM	4. WAEZ-FM	4. WSLR

OTHER RANKED STATIONS/METRO SHARE

WCUE 1150 2.9	WHK 1420 2.2
WHLO 640 2.4	WJW 850 .6
WKNT-FM+ 100.1 2.1	WKBN-FM 98.9 .4
WDMT-FM 107.9 1.0	WKSX-FM 99.5 .5
WDOK-FM 102.1 1.6	WQAL-FM 104.1 2.5
WGCL-FM 98.5 2.1	WYFM-FM 102.9 .5
WHBC-FM 94.1 .9	

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	99 (2)	232 (7)	331 (9)	45.0
MOR	163 (3)		163 (3)	22.2
BTFL MUSIC		138 (7)	138 (7)	18.8
COUNTRY	67 (2)		67 (2)	9.1
NEWS/INFO/TALK	19 (1)		19 (1)	2.6
UNKNOWN	3 (1)	14 (1)	17 (2)	2.3
			735 (24)	

RADIO STATIONS

WAKR, 1590, 5 KW , MOR/AC , \$50.00 (Buckley) Group One
 WCUE, 1150, 1 KW/500 W, CONTEMP ABC-C, \$39.75 (HR/Stone)
 WSLR, 1350, 5 KW , COUNTRY , \$37.50 (Katz) Welcome Radio
 WAEZ-FM, 97.5, 50 KW @ 500, BTFL MUS , \$37.50 (Buckley) Group One
 WKDD-FM, 96.5, 50 KW @ 450, SOFT ROCK , \$39.75 (HR/Stone)
 WDBN-FM, 94.9, 118 KW @ 310, BTFL MUS , \$22.75 (-----) (MEDINA)
 WHBC-FM, 94.1, 44 KW @ 361, BTFL MUS (Bonne) , \$12.63 (Torbet) (CANTON)

FOR OTHER STATIONS SEE CLEVELAND

<u>TV STATION</u>	WAKR	Akron	23	ABC, Group One
<u>NEWSPAPER</u>	Akron Beacon Journal		E	169,123

ALBANY-SCHENECTADY-TROY

SRDS Market # 49; ADI # 45
 FCC Revenue # 45
 FCC Income # 41
 APR 16.2
 SMSA Pop: 794,800

Revenue : \$6,539,209
 Income : \$ 788,618
 FM Rev : \$1,164,443
 FM Inc : \$ 2,081
 Comb Rev : \$7,703,652
 Comb Inc : \$ 790,699

National Revenue : \$1,788,002
 Nat Rev per Cap : \$2.25
 Total Rev per Cap: \$9.69
 Total Inc per Cap: \$.99
 Profit Margin : 10.3%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WGY 173/16.2	16.1	17.7	1. WGY 305	1. WGY 4484/38.2
2. WROW 140/13.1	12.5	14.3	2. WROW 170	2. WROW 2401/29.3
3. WTRY 90/ 8.4	10.6	10.8	3. WGFM-FM 115	3. WTRY 2312/27.9
4. WPTR 77/ 7.2	6.0	5.1	4. WFLY-FM 109	4. WGFM-FM 2262/21.7
5. WQBK 76/ 7.1	5.4	4.4	5. WTRY 105	5. WPTR 2047/24.9
6. WGFM-FM 70/ 6.6	6.9	9.5	6. WPTR 86	6. WFLY-FM 1924/18.3
7. WFLY-FM 66/ 6.2	4.2	2.8	7. WROW-FM 80	7. WROW-FM 1320/12.0'
8. WHSH-FM 54/ 5.1	5.4	3.2	8. WQBK 77	8. WHSH-FM 1147/10.9
9. WROW-FM 46/ 4.3	7.5	6.1	9. WHSH-FM 65	9. WQBK-FM 859/ 9.9
10. WQBK-FM 35/ 3.3	1.9	3.1	10. WQBK-FM 58	10. WGNA-FM 741/ 4.8
11. WCSS 26/ 2.4	.9	1.2	11. WGNA-FM 56	11. WOKO 657/ 8.7
12. WWOM-FM 24/ 2.2	2.1	2.7	12. WOKO 28	12. WWOM-FM 636/ 8.8

12+ FM SHARE (METRO): 34.87% (332 of 952) (O/N 77: 34.15%)
 12+ FM SHARE (TSA) : 39.37% (528 of 1341) (O/N 77: 34.76%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTRY	1. WTRY	1. WGY	1. WGY	1. WGY	1. WGY
2. WPTR	2. WGFM-FM	2. WTRY	2. WROW	2. WROW	2. WROW
3. WFLY-FM	3. WFLY-FM	3. WROW	3. WGFM-FM	3. WQBK	3. WTRY
4. WGFM-FM	4. WGY	4. WGFM-FM	4. WPTR	4. WROW-FM	4. WFLY-FM
	5. WPTR	5. WPTR	WTRY	5. WHSH-FM	5. WGFM-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	167 (2)	195 (4)	362 (6)	38.0
BTFL MUSIC	140 (1)	116 (4)	256 (5)	26.9
MOR,	203 (3)		203 (3)	21.3
NEWS/INFO/TALK	76 (1)		76 (1)	8.0
COUNTRY	22 (1)	21 (1)	43 (2)	4.5
RELIGION	8 (1)		8 (1)	0.8
VARIETY	4 (1)		4 (1)	0.4
			<u>952 (19)</u>	

A-S-T ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WGY	1. WGY	1. WGY	WABY	1400	.4
2. WROW	2. WROW	2. WROW	WGNA-FM	107.7	2.0
3. WGFM-FM	3. WTRY	3. WOKO	WHAZ	1330	.7
4. WTRY	4. WGFM-FM	4. WTRY	WHRL-FM	103.1	1.1
5. WFLY-FM	5. WPTR	5. WCSS	WKAJ-FM	102.3	.4
6. WPTR	6. WFLY-FM	6. WPTR	WOKO	1460	2.1
7. WROW-FM	7. WROW-FM	7. WGFM-FM	WWWD	1240	.4
8. WQBK	8. WSHH-FM	8. WROW-FM			
9. WSHH-FM	9. WQBK-FM	9. WQBK-FM			
10. WQBK-FM	10. WOKO	10. WSHH-FM			
11. WUPE-FM+	11. WWOM-FM				
12. WGNA-FM	12. WBEC				
13. WBEC	13. WGNA-FM				
14. WMNB-FM	14. WQBK				
15. WWSC	15. WBRK				

ADI FM SHARE: 37.64% (568 of 1509) (O/N 77: 32.49%)

AM STATIONS

WCSS, 1490, 1 KW/250 W, MOR	ABC-E, \$ 6.80 (-----)	(AMSTERDAM)
WGY, 810, 50 KW, MOR	NBC, \$87.50 (Christal)	GE
WPTR, 1540, 50 KW, ROCK	ABC-C, \$28.25 (Eastman)	Rust
WQBK, 1300, 5 KW (Days), TALK	ABC-E, \$14.00 (Howard)	
WROW, 590, 5 KW/1 KW, BTFL MUS/MOR	CBS, \$48.75 (Blair)	Capital Cities
WTRY, 980, 5 KW, ROCK	MBS, \$52.50 (Mc-Guild)	Great Scott
WBEC, 1420, 1 KW, CONTEMP	ABC-C, \$14.00 (Kettell)	(PITTSFIELD)
WBRK, 1340, 1 KW/250W, MOR	CBS, \$10.85 (PRO)	(PITTSFIELD)
WOKO, 1460, 5 KW, COUNTRY	ABC-I, \$24.50 (Selcom)	Welcome

FM STATIONS

WFLY-FM, 92.3, 13 KW @ 850, ROCK	, \$16.75 (Eastman)	Rust
WGFM-FM, 99.5, 10 KW @ 930, ROCK (TM)	, \$50.00 (Christal)	GE
WGNA-FM, 107.7, 9 KW @ 980, COUNTRY	, \$17.00 (PRO)	Camp
WSHH-FM, 106.5, 50 KW @ 910, BTFL MUS (Schulke)	MBS, \$30.00 (Mc-Guild)	Great Scott
WQBK-FM, 103.9, 3 KW @ 300, AOR	ABC-F, \$14.00 (Howard)	
WROW-FM, 95.5, 9 KW @ 950, BTFL MUS (Bonne)	, \$29.00 (Blair)	Capital Cities
WWOM-FM, 100.9, 3 KW @ 360, SOFT ROCK	, \$10.00 (----)	
WUPE-FM+, 95.9, 710W @ 560, ROCK	, \$11.00 (Roslin)	(PITTSFIELD)
WMNB-FM, 100.1, 3 KW @ 480, BTFL MUS	, \$ 8.00 (Kirby)	(N. ADAMS)

TV STATIONS

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

NEWSPAPERS

Albany Times-Union, News	ME	141,475, Hearst
Schenectady Gazette	M	64,944
Troy Times Record	E	46,016, Horvitz

ALBUQUERQUE

SRDS Market # 94
 FCC Revenue Rank # 71
 FCC Income Rank # 306
 APR 14.9
 SMSA Pop: 403,600

Revenue : \$4,208,965
 Income : \$ -329,780
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Revenue : \$972,260
 Nat Rev per Cap : \$ 2.41
 Total Rev per Cap: \$10.43
 Total Inc per Cap: \$-.82
 Profit Margin : NA

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOB 73/14.9	14.9	14.2	1. KOB 126	1. KOB 1841/34.8
2. KZZX-FM 48/ 9.8	6.5	4.5	2. KOB-FM 71	2. KRKE 1503/30.5
3. KRKE 47/ 9.6	9.2	9.3	3. KZZX-FM 68	3. KZZX-FM 903/18.7
4. KRST-FM 45/ 9.2	8.2	8.0	4. KRKE 67	4. KRST-FM 850/15.1
5. KABQ 43/ 8.8	5.6	8.0	5. KRST-FM 66	5. KOB-FM 824/15.7
6. KOB-FM 40/ 8.1	9.0	11.9	6. KABQ 45	6. KRZY 736/17.9
7. KRKE-FM 30/ 6.1	4.6	2.2	7. KRKE-FM 38	7. KRKE-FM 720/15.5
KRZY 30/ 6.1	9.6	8.5	8. KRZY 34	8. KQEO 713/19.8
9. KQEO 27/ 5.5	9.6	8.1	9. KQEO 31	9. KABQ 352/ 9.5
10. KZIA 19/ 3.9	1.7	5.0	10. KHFM-FM 20	10. KPAR-FM 293/ 6.9

12+ FM SHARE (METRO): 40.72% (191 of 469) (O/N 77: 31.62%)
 12+ FM SHARE (TSA) : 43.19% (279 of 646) (O/N 77: 28.99%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KRKE	1. KZZX-FM	1. KOB	1. KOB	1. KOB	1. KOB
2. KQEO	2. KRST-FM	2. KZZX-FM	2. KZZX-FM	2. KABQ	2. KRKE+
3. KZZX-FM	3. KRKE	3. KRST-FM	3. KABQ	3. KRZY	3. KOB-FM
4. KRST-FM	4. KOB	4. KABQ	4. KRZY	4. KOB-FM	4. KZZX-FM

OTHER RATED STATIONS/METRO SHARE

KAMX	1520	3.1	KKIM	1000	2.6	KPAR-FM	100.3	3.1
KHFM-FM	96.3	2.6	KPAR	1190	1.2	KUFF	1150	1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	74 (2)	123 (3)	197 (5)	42.0
MOR	73 (1)		73 (1)	15.6
BTFL MUSIC	6 (1)	55 (2)	61 (3)	13.0
SPANISH	58 (2)		58 (2)	12.4
COUNTRY	35 (2)		35 (2)	7.5
NEWS/INFO/TALK	19 (1)		19 (1)	4.1
CLASSICAL		13 (1)	13 (1)	2.8
RELIGION	13 (1)		13 (1)	2.8
			469 (16)	

AM STATIONS

KABQ, 1350, 5 KW/500 W , SPANISH		\$17.00 (Caballero)	
KOB , 770, 50 KW , MOR	NBC,	\$26.50 (Mc-Guild)	Hubbard
KQEO, 920, 1 KW/500 W , ROCK		\$20.00 (Christal)	
KRKE, 610, 5 KW , CONTEMP		\$24.75 (Katz)	Gaylord
KRZY, 1450, 1 KW , COUNTRY	CBS,MBS,	\$30.50 (Torbet)	
KZIA, 1580, 1 KW (Days), NEWS/TALK	MBS,ABC-I,	\$11.25 (PRO)	

FM STATIONS

KHFM-FM, 96.3, 2.5 KW @ -20, CLASSICAL (?)		\$10.00 (----)	
KOB-FM , 93.3, 21.5 KW @ 4150, BTFL MUS* (Schulke)		\$18.00 (Mc-Guild)	Hubbard
KPAR-FM, 100.3, 9 KW @ 4110, BTFL MUS**		\$ 6.00 (P/W)	
KRKE-FM, 94.1, 22.5 KW @ 4130, ROCK		\$24.75 (Katz)	Gaylord
KRST-FM, 92.3, 22 KW @ 5000, AOR		\$26.50 (Torbet)	
KZZX-FM, 99.5, 22.4 KW @ 4134, ROCK		\$20.00 (Selcom)	Sunbelt

*KOB-FM now uses Radio Arts **KPAR AM & FM is now programmed by Schulke

TV STATIONS

KGOM Albuquerque 13 CBS, Harriscope	KMXN Albuquerque 23 IND
KOAT Albuquerque 7 ABC, Pulitzer	KOB Albuquerque 4 NBC,Hubbard

NEWSPAPER Albuquerque Journal, Tribune ME 114,007, Scripps-Howard

ANAHEIM (ORANGE COUNTY)

SMSA Population: 1,824,600
 SRDS Rank # 19
 APR 16.8
 ALL OTHER INFORMATION NOT AVAILABLE

NOTE: ANAHEIM (ORANGE COUNTY) IS A PORTION OF THE
 LOS ANGELES METRO. FOR THIS MARKET REPORT ONLY
 THOSE STATIONS HOME TO ORANGE COUNTY ARE LISTED.
 THERE IS NO TSA.

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>		<u>12+ METRO CUME/CUME RAT</u>
1. KEZY 74/3.0	2.9	4.2		1. KEZY 1796/12.2
2. KWIZ-FM 50/2.0	.6	1.3		2. KEZY-FM 1103/ 7.5
3. KWIZ 31/1.3	1.6	3.2		3. KWIZ 863/ 5.8
4. KEZY-FM 28/1.1	1.1	.6		4. KWIZ-FM 747/ 5.1
5. KYMS-FM 22/ .9	1.1	.9		5. KORJ-FM 522/ 3.5
6. KOCM-FM 20/ .8	.9	.4		6. KYMS-FM 314/ 2.1
7. KORJ-FM 13/ .5	.6	--		7. KOCM-FM 261/ 1.8

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KEZY	1. KWIZ-FM	1. KWIZ-FM	1. KWIZ-FM	1. KWIZ-FM	1. KEZY
2. KYMS-FM	2. KEZY	2. KEZY	2. KWIZ	2. KOCM-FM	2. KWIZ

RADIO STATIONS

KEZY, 1190, 5 KW/1 KW, CONTEMP	, \$54.25 (Market 4)
KWIZ, 1480, 5 KW/1 KW, MOR	, \$35.50 (HR/Stone)
KWIZ-FM, 96.7, 3 KW @ 175, CONTEMP	, \$15.12 (HR/Stone)
KEZY-FM, 95.9, 2.5 KW @ 330, CONTEMP	, \$27.25 (Market 4)
KYMS-FM, 106.3, 3 KW @ 130, AOR	, \$ 9.00 (----)
KOCM-FM, 103.1, 2 KW @ 300, MOR (?)	, ? ?
KORJ-FM, 94.3, 3 KW @ 245, CONTEMP	, \$16.00 (----)

CONTINUATION OF LOS ANGELES TV STATIONS AND NEWSPAPERS:

TV STATIONS

KHJ	LA	9	IND, RKO	KTTV	LA	11	IND, Metromedia
KLXA	LA	40	IND	KWHY	LA	22	IND

NEWSPAPERS

Los Angeles Times	M	984,233, Times-Mirror
Los Angeles Herald-Examiner	E	330,604, Hearst
Santa Ana Register	ME	205,957, Freedom
Long Island Ind & Press Reg	ME	144,325, Knight-Ridder

ANCHORAGE

SRDS Market # 178
 FCC Revenue Rank # 79
 FCC Income Rank # 168
 APR 16.0
 SMSA Pop: 180,000

Revenue : \$3,916,837
 Income : \$ 80,403
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Revenue : \$539,709
 Nat Rev per Cap : \$3.00
 Total Rev per Cap: \$21.76
 Total Inc per Cap: \$.45
 Profit Margin : 2.1%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KENI 52/22.6	17.8	17.3	1. KENI 59	1. KENI 719/43.5
2. KFQD 39/17.0	19.1	23.9	2. KFQD 48	2. KFQD 553/31.4
3. KGOT-FM 28/12.2	6.5	6.3	3. KHAR 32	3. KHAR 410/22.6
4. KHAR 24/10.4	15.7	11.0	KGOT-FM 32	4. KGOT-FM 292/18.5
5. KKLV-FM 22/ 9.6	8.7	8.6	5. KYAK 25	5. KYAK 303/15.6
6. KYAK 18/ 7.8	9.6	14.5	6. KKLV-FM 22	6. KKLV-FM 272/18.5
7. KANC 15/ 6.5	10.0	5.1	7. KANC 16	7. KBYR 185/12.2
8. KNIK-FM 13/ 5.7	3.9	3.5	8. KNIK-FM 13	8. KANC 181/11.9
9. KBYR 8/ 3.5	6.1	5.1	9. KBYR 8	9. KNIK-FM 149/ 9.7
10. KJZZ-FM 4/ 1.7	.9	1.6	10. KJZZ-FM 5	10. KJZZ-FM 113/ 7.3

12+ FM SHARE (METRO): 30.36% (68 of 224) (O/N 77: 20.65%)
 12+ FM SHARE (TSA) : 28.00% (73 of 261) (O/N 77: 19.13%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KENI	1. KFQD	1. KFQD	1. KFQD	1. KHAR	1. KFQD
	2. KGOT-FM	2. KENI	2. KHAR	2. KYAK	2. KENI
	3. KENI	3. KGOT-FM	KYAK	3. KFQD	3. KHAR

OTHER RATED STATIONS/METRO SHARE

KHVN-FM 100.5 .4

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	67 (2)	50 (2)	117 (4)	52.2
MOR	47 (2)		47 (2)	21.0
BTFM MUSIC	24 (1)	13 (1)	37 (2)	16.5
COUNTRY	18 (1)		18 (1)	8.0
JAZZ		4 (1)	4 (1)	1.8
RELIGION		1 (1)	1 (1)	0.4
			224 (11)	

AM STATIONS

KANC, 1080, 10 KW , CONTEMP (?) NBC, \$16.88 (Radio Time)
 KBYR, 700, 1 KW/500 W , MOR CBS, \$11.00 (Masla) Northern TV
 KENI, 550, 5 KW , ROCK ABC-C,ABC-I, \$16.40 (Howard) Midnight Sun
 KFQD, 750, 50 KW/10 KW, MOR/AC , \$20.50 (Mc-Guild)
 KHAR, 590, 5 KW , BTFM MUS (TM) , \$21.75 (Sav-Gates)
 KYAK, 650, 50 KW/25 KW, COUNTRY MBS, \$23.50 (HR/Stone) Big Country

FM STATIONS

KGOT-FM, 101.3, 26 KW @ 400, ROCK , \$11.00 (HR/Stone) Big Country
 KJZZ-FM, 102.1, 25 KW @ 75, JAZZ , \$? ? (-----)
 KKLV-FM, 103.9, 2.8 KW @ 54, SOFT ROCK (TM) , \$12.50 (Sav-Gates)
 KNIK-FM, 105.5, 1 KW @ 265, BTFM MUS , \$ 7.50 (Masla) Northern TV

TV STATIONS

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

NEWSPAPERS

Anchorage News M 14,172
 Anchorage Times E 46,698

ATLANTA

SRDS Market # 18; ADI # 16	Revenue : \$18,155,406	National Revenue : \$4,239,911
FCC Revenue Rank # 14	Income : \$ 3,787,337	Nat Rev per Cap : \$2.23
FCC Income Rank # 10	FM Rev : \$ 6,256,825	Total Rev per Cap: \$12.85
APR 14.5	FM Inc : \$ 1,552,251	Total Inc per Cap: \$2.81
MSA Pop: 1,900,100	Comb Rev : \$24,412,231	Profit Margin : 21.9%
	Comb Inc : \$ 5,339,588	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WSB 293/13.6	16.3	13.3	1. WSB 344	1. WSB 5608/31.7
2. WZGC-FM 258/12.0	12.3	10.7	2. WZGC-FM 327	2. WZGC-FM 4981/25.2
3. WPCH-FM 156/ 7.2	6.3	7.8	3. WKLS-FM 191	3. WSB-FM 3065/16.4
4. WVEE-FM 150/ 7.0	4.6	3.9	4. WPCH-FM 190	4. WQXI-FM 3046/17.1
5. WQXI-FM 148/ 6.9	7.0	7.3	5. WVEE-FM 186	5. WKLS-FM 2725/14.2
WKLS-FM 148/ 6.9	6.7	6.6	6. WSB-FM 181	6. WPCH-FM 2665/13.3
7. WSB-FM 145/ 6.7	6.2	4.8	7. WQXI-FM 179	7. WGST 2326/14.6
8. WPLO 98/ 4.5	5.4	6.7	8. WBIE-FM 110	8. WVEE-FM 2093/11.4
9. WLTA-FM 91/ 4.2	2.3	2.9	9. WPLO 108	9. WPLO 1941/11.5
WRNG 91/ 4.2	4.4	5.8	10. WLTA-FM 101	10. WQXI 1874/12.0
11. WGST 87/ 4.0	2.5	3.1	11. WRNG 97	11. WBIE-FM 1793/ 7.1
12. WAOK 83/ 3.8	3.7	5.4	12. WGST 92	12. WAOK 1625/10.5

12+ FM SHARE (METRO): 57.61% (1158 of 2010) (O/N 77: 51.43%)
 12+ FM SHARE (TSA) : 61.18% (1475 of 2411) (O/N 77: 54.95%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WZGC-FM	1. WZGC-FM	1. WZGC-FM	1. WSB	1. WSB	1. WSB
2. WVEE-FM	2. WQXI-FM	2. WSB	2. WZGC-FM	2. WPCH-FM	2. WZGC-FM
3. WKLS-FM	3. WKLS-FM	3. WQXI-FM	3. WLTA-FM	3. WSB-FM	3. WQXI-FM+
4. WQXI-FM	4. WVEE-FM	4. WKLS-FM	4. WQXI-FM	4. WRNG	4. WKLS-FM+
	5. WLTA-FM	5. WVEE-FM	5. WPCH-FM	5. WGST	5. WSB-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	96 (3)	554 (3)	650 (6)	32.3
BTFL MUSIC		301 (2)	301 (2)	15.0
MOR	293 (1)	91 (1)	384 (2)	19.1
BLACK/DISCO	93 (2)	150 (1)	243 (3)	12.1
COUNTRY	115 (3)	62 (2)	177 (5)	8.8
NEWS/INFO/TALK	178 (2)		178 (2)	8.9
RELIGION	51 (4)		51 (4)	2.5
OTHER	10 (1)		10 (1)	0.5
CLASSICAL	16 (1)		16 (1)	0.8
			<u>2010 (26)</u>	

ATLANTA ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WSB	1. WSB	1. WSB	WBIE-FM	101.5	2.5
2. WZGC-FM	2. WZGC-FM	2. WZGC-FM	WCHK+	1290	.8
3. WKLS-FM	3. WQXI-FM	3. WVEE-FM	WCOB	1080	.5
4. WPCH-FM	4. WSB-FM	4. WPLO	WFOM	1230	.5
5. WVEE-FM	5. WPCH-FM	5. WAOK	WGKA	1190	.7
6. WSB-FM	6. WKLS-FM	6. WPCH-FM	WGUN	1010	.4
7. WQXI-FM	7. WGST	7. WKLS-FM	WIGO	1340	.5
8. WPLO	8. WVEE-FM	8. WQXI	WKLS	970	.9
9. WLTA-FM	9. WPLO	9. WQXI-FM	WQXI	790	3.1
10. WBIE-FM	10. WQXI	10. WGST	WXAP	860	.4
11. WRNG	11. WBIE-FM		WXLL	1310	.6
12. WGST	12. WAOK		WYNX	1550	.5
13. WAOK	13. WLTA-FM		WYZE	1480	.9
14. WQXI	14. WRNG				
WRGA	15. WRFC				

ADI FM SHARE: 61.56% (1630 of 2648) (O/N 77: 56.44%)

AM STATIONS

WAOK, 1380, 5 KW	, BLACK	NBN, \$ 42.00	(Selcom)	Bdcast Ent Net
WGST, 920, 5 KW/1 KW	, NEWS	ABC-E, \$ 75.25	(Katz)	Meredith
WPLD, 590, 5 KW	, COUNTRY	ABC-I, \$ 69.00	(Mc-Guild)	Plough
WQXI, 790, 5 KW/1 KW	, ROCK	, \$ 75.00	(RAR)	Jeff-Pilot
WRNG, 680, 25 KW (Days)	, NEWS/TALK	CBS, \$ 45.00	(MMR)	
WSB, 750, 50 KW	, MOR	NBC, \$125.00	(Christal)	Cox
WRGA, 1470, 5 KW	, COUNTRY	ABC-E, \$ 5.00	(Devney)	(ROME)
WRFC, 960, 5 KW/500 W	, CONTEMP	ABC-I, \$ 8.00	(----)	(ATHENS)

FM STATIONS

WBIE-FM, 101.5, 100 KW @ 900,	COUNTRY	, \$19.50	(HR/Stone)	
WKLS-FM, 96.1, 100 KW @ 950,	AOR (Burk-Abr)	, \$56.31	(Masla)	SJR
WLTA-FM, 99.7, 100 KW @ 1000,	MOR	, \$41.25	(Eastman)	Susquehanna
WPCH-FM, 94.9, 100 KW @ 890,	BTFL MUS (Schulke)	, \$75.25	(Katz)	Meredith
WQXI-FM, 94.1, 100 KW @ 410,	ROCK	, \$75.00	(RAR)	Jeff-Pilot
WSB-FM, 98.5, 100 KW @ 740,	BTFL MUS (FM-100)	MBS, \$35.50	(Christal)	Cox
WVEE-FM, 103.3, 100 KW @ 450,	DISCO	ABC-F, \$61.00	(Mc-Guild)	Plough
WZGC-FM, 92.9, 100 KW @ 590,	ROCK	, \$95.00	(Torbet)	First Media

TV STATIONS

WAGA	Atlanta	5	CBS, Storer
WANX	Atlanta	46	IND, Christian
WATL	Atlanta	36	IND
WSB	Atlanta	2	NBC, Cox
WTCG	Atlanta	17	IND, Ted Turner
WXIA	Atlanta	11	ABC, Combined Communications

NEWSPAPER

Atlanta Constitution, Journal ME 431,957, Cox

AUSTIN

SRDS Market # 80
 FCC Revenue Rank # 70
 FCC Income Rank # 39
 APR 14.4
 SMSA Pop: 476,300

Revenue : \$4,405,398
 Income : \$ 839,818
 FM Rev : \$ 805,493
 FM Inc : \$ 82,190
 Comb Rev : \$5,210,791
 Comb Inc : \$ 922,008

National Revenue : \$756,557
 Nat Rev per Cap : \$1.59
 Total Rev per Cap: \$10.94
 Total Inc per Cap: \$1.94
 Profit Margin : 17.7%

12+ METRO 1/4/SHARE	A/M 78
1. KASE-FM 76/14.6	14.8
2. KVET 66/12.6	15.2
3. KNOW 60/11.5	8.5
4. KCSW-FM 59/11.3	9.2
5. KLBJ-FM 49/ 9.4	13.9
6. KLBJ 38/ 7.3	4.6
7. KOKE-FM 35/ 6.7	6.2
8. KHFI-FM 32/ 6.1	8.5
9. KIXL 14/ 2.7	.6
10. KTSA 10/ 1.9	1.7

12+ TSA 1/4
1. KVET 92
2. KASE-FM 86
3. KCSW-FM 69
4. KNOW 63
5. KLBJ-FM 55
6. KLBJ 42
7. KOKE-FM 39
8. KHFI-FM 32
9. KTSA 29
10. WOAI 19

12+ TSA CUME/MSA CUME RAI
1. KVET 1210/24.5
2. KNOW 1074/26.9
3. KASE-FM 914/21.5
4. KLBJ-FM 887/22.0
5. KLBJ 886/21.5
6. KHFI-FM 846/23.1
7. KCSW-FM 816/19.8
8. KOKE-FM 635/14.2
9. KTSA 603/ 9.9
10. WOAI 370/ 5.2

12+ FM SHARE (METRO): 55.16% (251 of 455) (O/N 77: NA)
 12+ FM SHARE (TSA) : 51.28% (281 of 548) (O/N 77: NA)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KNOW	1. KCSW-FM	1. KCSW-FM	1. KVET	1. KASE-FM	1. KVET
2. KHFI-FM	2. KLBJ-FM	2. KVET	2. KASE-FM	2. KVET	2. KNOW
	3. KNOW	3. KLBJ-FM	3. KCSW-FM	3. KLBJ	KCSW-FM
	4. KHFI-FM	4. KNOW	4. KNOW	4. KNOW	4. KASE-FM

OTHER RATED STATIONS/METRO SHARE

KOKE 1370 1.3 WOAI 1200 1.7

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	70 (2)	140 (3)	210 (5)	46.2
COUNTRY	73 (2)	35 (1)	108 (3)	23.7
BTFM MUSIC		76 (1)	76 (1)	16.7
NEWS/INFO/TALK	47 (2)		47 (2)	10.3
RELIGION	14 (1)		14 (1)	3.1
			455 (12)	

AM STATIONS

KIXL, 970, 1 KW , RELIGION , \$ 8.00 (Miller)
 KLBJ, 590, 5 KW/1 KW, NEWS/TALK CBS,MBS, \$15.75 (Torbet) LBJ Family
 KNOW, 1490, 1 KW , ROCK , \$19.60 (Mc-Guild) Mayes
 KVET, 1300, 5 KW/1 KW, COUNTRY , \$33.75 (Katz)

WOAI,KTSA - See San Antonio

FM STATIONS

KASE-FM, 100.7, 98 KW @ 510, BTFM MUS (TM) , \$20.00 (Katz)
 KCSW-FM, 103.7, 97 KW @ 580, ROCK ABC-F, \$19.50 (Mc-Guild) Mayes
 KHFI-FM, 93.3, 1.3 KW @ 418, ROCK ABC-C, \$19.75 (Selcom) Kingstip
 KLBJ-FM, 93.7, 100 KW @ 1057,AOR MBS, \$20.25 (Torbet) LBJ Family
 KOKE-FM, 95.5, 10 KW @ 265, COUNTRY , \$ 8.00 (Riley)

TV STATIONS

KTBC Austin 7 CBS, Times-Mirror KVUE Austin 24 ABC
 KTVV Austin 36 NBC, Kingstip

NEWSPAPERS

Austin American-Statesman ME 113,443
 Austin Citizen E 8,538

BALTIMORE

SRDS Market # 14; ADI # 19
 FCC Revenue Rank # 17
 FCC Income Rank # 8
 APR 15.9
 SMSA Pop: 2,160,200

Revenue : \$17,252,511
 Income : \$ 4,194,879
 FM Rev : \$ 4,248,063
 FM Inc : \$ 420,183
 Comb Rev : \$21,500,574
 Comb Inc : \$ 4,615,062

National Rev : \$5,023,576
 Nat Rev per Cap : \$2.33
 Tot Rev per Cap : \$9.95
 Tot Inc per Cap : \$2.14
 Profit Margin : 21.5%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBAL 350/12.2	15.2	14.0	1. WBAL 379	1. WBAL 5066/25.3
2. WLIF-FM 215/ 7.5	8.2	10.2	2. WLIF-FM 232	2. WCBM 3838/19.6
3. WIYY-FM 199/ 6.9	4.2	4.7	3. WIYY-FM 212	3. WCAO 3607/17.5
4. WXYV-FM 184/ 6.4	5.3	4.3	4. WCBM 196	4. WLIF-FM 3333/17.3
5. WCBM 178/ 6.2	9.0	9.5	5. WXYV-FM 193	5. WIYY-FM 2794/14.6
6. WPOC-FM 146/ 5.1	3.7	4.7	6. WPOC-FM 179	6. WXYV-FM 2514/13.2
7. WCAO 142/ 5.0	6.2	7.0	7. WCAO 168	7. WFBR 2419/13.2
8. WWIN 126/ 4.4	4.7	3.5	8. WMAR-FM 130	8. WLPL-FM 2299/12.1
9. WMAR-FM 123/ 4.3	4.6	3.5	9. WWIN 126	9. WKTK-FM 2147/11.5
10. WFBR 118/ 4.1	4.2	3.3	10. WFBR 121	10. WPOC-FM 1952/ 9.3
11. WLPL-FM 108/ 3.8	3.5	5.2	11. WLPL-FM 118	11. WWIN 1761/ 9.8
12. WKTK-FM 90/ 3.1	2.6	2.5	12. WKTK-FM 92	12. WMAR-FM 1373/ 7.5

12+ FM SHARE (METRO): 54.80% (1460 of 2664) (O/N 77: 46.93%)
 12+ FM SHARE (TSA) : 55.18% (1608 of 2914) (O/N 77: 49.57%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WLPL-FM	1. WIYY-FM	1. WIYY-FM	1. WCBM	1. WBAL	1. WBAL
2. WXYV-FM	2. WXYV-FM	2. WXYV-FM	2. WLIF-FM	2. WLIF-FM	2. WCBM
3. WIYY-FM	3. WWIN	3. WCBM	3. WBAL	3. WPOC-FM	3. WCAO
4. WKTK-FM	4. WCAO	4. WLIF-FM	4. WPOC-FM	4. WCBM	4. WFBR
WWIN	5. WCBM	5. WBAL	5. WXYV-FM	5. WMAR-FM	5. WPOC-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	187 (3)	580 (7)	767 (10)	28.8
MOR	707 (6)		707 (6)	26.5
BTFL MUSIC	50 (1)	437 (6)	487 (7)	18.3
BLACK/DISCO	179 (3)	213 (2)	392 (5)	14.7
COUNTRY	16 (1)	146 (1)	162 (2)	6.1
RELIGION		72 (2)	72 (2)	2.7
NEWS/INFO/TALK	64 (2)		64 (2)	2.4
CLASSICAL	1 (1)	12 (1)	13 (2)	0.5
			2664 (36)	

BALTIMORE ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WBAL	1. WBAL	1. WBAL
2. WLIF-FM	2. WCBM	2. WXYV-FM
3. WIYY-FM	3. WCAO	3. WWIN
4. WCBM	4. WLIF-FM	4. WCBM
5. WXYV-FM	5. WIYY-FM	5. WIYY-FM
6. WCAO	6. WXYV-FM	6. WPOC-FM
7. WPOC-FM	7. WFBR	7. WLIF-FM
8. WMAR-FM	8. WLPL-FM	8. WMAR-FM
9. WWIN	9. WKTK-FM	9. WLPL-FM
10. WFBR	10. WPOC-FM	10. WFBR
11. WLPL-FM	11. WWIN	WRBS-FM
12. WKTK-FM	12. WMAR-FM	
13. WBKZ-FM	13. WBKZ-FM	
14. WRBS-FM	14. WITH	
15. WTOP	15. WTOP	

WAYE	860	1.3
WBKZ-FM	95.9	2.5
WBMD	750	.6
WEBB	1360	.4
WFSI-FM	107.9	.4
WITH	1230	1.7
WITH-FM	104.3	.6
WNAV	1430	.6
WNAV-FM	99.1	.7
WRBS-FM	95.1	2.1
WSID	1010	1.4
WTTR-FM	100.7	1.7
WYRE	810	.4
WASH-FM	97.1	1.5
WGAY-FM	99.5	.4
WGMS-FM+	103.5	.4
WHUR-FM	96.3	1.0
WMAL	630	1.2
WPGC-FM+	95.5	1.6
WRC	980	.4
WTOP	1500	1.8
WWDC-FM	101.1	1.2

ADI FM SHARE: 53.79% (1534 of 2852) (O/N 77: 47.21%)

AM STATIONS

WBAL, 1090, 50 KW	, MOR	NBC, \$68.00	(Blair)	Hearst
WCAO, 600, 5 KW	, CONTEMP	ABC-C, \$70.00	(Mc-Guild)	Plough
WCBM, 680, 10 KW/5 KW	, MOR/AC	ABC-E, \$93.25	(Metro)	Metromedia
WFBR, 1300, 5 KW	, MOR/AC	ABC-I, \$55.00	(MMR)	
WWIN, 1400, 1 KW	, BLACK	NBN, \$34.00	(Howard)	
WITH, 1230, 1 KW/250 W	, BTFL MUS (TM)	CBS, \$22.00	(Masla)	Reeves

FM STATIONS

WBKZ-FM, 95.9, 5 KW @ 400,	CONTEMP (Drake-Chen)	, \$30.00	(MMR)	
WIYY-FM, 97.9, 50 KW @ 946,	AOR (Burk-Abr)	, \$47.50	(Blair)	Hearst
WKTK-FM, 105.7, 50 KW @ 245,	ROCK	ABC-F, \$36.00	(Buckley)	
WLIF-FM, 101.9, 14 KW @ 961,	BTFL MUS (Schulke)	, \$75.00	(Christal)	Cox
WLPL-FM, 92.3, 20 KW @ 400,	ROCK	, \$34.00	(UBC)	United
WMAR-FM, 106.5, 50 KW @ 620,	BTFL MUS (FM-100)	, \$32.50	(Katz)	Abell
WPOC-FM, 93.1, 50 KW @ 870,	COUNTRY	, \$40.25	(Eastman)	Nationwide
WRBS-FM, 95.1, 50 KW @ 260,	RELIGION	, \$ 7.00	(----)	
WXYV-FM, 102.7, 50 KW @ 400,	DISCO/ROCK	, \$55.00	(Mc-Guild)	Plough

TV STATIONS

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

NEWSPAPERS

Baltimore News American	E	169,332, Hearst
Baltimore Sun	ME	347,110, Abell

BATON ROUGE

SRDS Market # 90
 FCC Revenue Rank # 89
 FCC Income Rank # 62
 APR 14.1
 SMSA Pop: 431,200

Revenue : \$3,440,094
 Income : \$ 525,560
 FM Rev : \$1,001,157
 FM Inc : \$ 234,478
 Comb Rev : \$4,441,251
 Comb Inc : \$ 760,038

National Revenue : \$453,922
 Nat Rev per Cap : \$1.05
 Total Rev per Cap: \$10.30
 Total Inc per Cap: \$1.76
 Profit Margin : 17.1%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WFMF-FM 72/14.5	6.0	1. WYNK-FM 113	1. WAFB-FM 1388/18.9
2. WXOK 64/12.9	14.1	2. WQXY-FM 95	2. WLCS 1271/31.6
3. WYNK-FM 63/12.7	7.9	3. WFMF-FM 82	3. WYNK-FM 1250/19.9
4. WQXY-FM 50/10.1	13.0	4. WXOK 74	4. WQXY-FM 1200/17.7
WLCS 50/10.1	9.4	5. WLCS 55	5. WIBR 1197/29.0
6. WIBR 42/ 8.5	9.8	6. WAFB-FM 52	6. WFMF-FM 1169/26.5
7. WJBO 34/ 6.9	8.5	7. WIBR 50	7. WJBO 979/22.3
8. WYNK 26/ 5.3	7.5	8. WJBO 39	8. WXOK 934/22.6
9. WLUX 22/ 4.4	5.5	9. WLUX 36	9. WWL 524/ 6.5
10. WAFB-FM 17/ 3.4	6.2	10. WYNK 30	10. WYNK 504/11.1

12+ FM SHARE (METRO): 45.04% (209 of 464) (O/N 77: NA)
 12+ FM SHARE (TSA) : 52.45% (353 of 673) (O/N 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WFMF-FM	1. WFMF-FM	1. WFMF-FM	1. WYNK-FM	1. WYNK-FM	1. WYNK-FM
2. WXOK	2. WLCS	2. WXOK	2. WQXY-FM	2. WQXY-FM	2. WFMF-FM
3. WLCS	WXOK	WYNK-FM	3. WFMF-FM	3. WXOK	3. WQXY-FM
4. WIBR	4. WIBR	4. WCLS	WXOK	4. WJBO	4. WLCS

OTHER RATED STATIONS/METRO SHARE

KSMI-FM	104.9	.6	WQUE-FM	93.3	.8
WAIL	1260	1.8	WWL	870	1.6

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	92 (2)	96 (4)	188 (6)	40.5
COUNTRY	26 (1)	63 (1)	89 (2)	19.2
BLACK	64 (1)		64 (1)	13.8
BTFL MUSIC		50 (1)	50 (1)	10.8
MOR	43 (2)		43 (2)	9.3
RELIGION	22 (1)		22 (1)	4.7
VARIETY	8 (1)		8 (1)	1.7
			<u>464 (14)</u>	

AM STATIONS

WIBR, 1300, 5 KW/1 KW , ROCK , \$15.84 (HR/Stone)
 WJBO, 1150, 5 KW , MOR NBC,MBS, \$14.50 (Torbet) Manship
 WLCS, 910, 1 KW , ROCK , \$18.50 (Mc-Guild)
 WLUX, 1550, 5 KW (Days), RELIGION , \$ 7.00 (----) Swaggert
 WXOK, 1460, 5 KW/1 KW , BLACK MBN, \$14.00 (Selcom)
 WYNK, 1380, 5 KW , COUNTRY ABC-E, \$21.00 (Masla)
 WWL - See New Orleans

FM STATIONS

WAFB-FM, 98.1, 100 KW @ 1550, ROCK (Drake-Chen) , \$15.00 (PRO)
 WFMF-FM, 102.5, 100 KW @ 475, ROCK ABC-F, \$10.75 (Torbet) Manship
 WQXY-FM, 100.7, 100 KW @ 750, BTFL MUS (Schulke) , \$18.50 (Mc-Guild)
 WYNK-FM, 101.5, 100 KW @ 403, COUNTRY ABC-I, \$21.00 (Masla)

TV STATIONS

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

NEWSPAPER Baton Rouge State-Times, Advocate ME 108,707, Manship

BEAUMONT-PORT ARTHUR-ORANGE

SRDS Market # 110
 FCC Revenue Rank #94
 FCC Income Rank # 309
 APR 14.0
 SMSA Pop: 346,100

Revenue : \$3,322,032
 Income : \$ -381,128
 FM Rev : \$ 609,145
 FM Inc : \$ 13,542
 Comb Rev : \$3,931,177
 Comb Inc : \$ -367,586

National Revenue : \$449,132
 Nat Rev per Cap : \$1.30
 Total Rev per Cap: \$11.36
 Total Inc per Cap: \$-1.06
 Profit Margin : NA

12+ METRO 1/4/SHARE	A/M 78	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KALO-FM 55/13.1	---	1. KALO-FM 60	1. KLVI 1005/21.7
2. KWIC-FM 49/11.7	11.0	2. KLVI 59	2. KWIC-FM 819/22.0
3. KLVI 44/10.5	8.3	3. KWIC-FM 58	3. KYKR-FM+ 632/15.2
4. KYKR-FM+30/ 7.2	9.0	4. KYKR-FM+41	4. KIOC-FM 582/12.7
5. KTRM 27/ 6.4	7.6	5. KTRH 38	5. KTRH 541/11.2
6. KQXY-FM 25/ 6.0	8.3	6. KQXY-FM 32	6. KQXY-FM 492/12.0
7. KIOC-FM 24/ 5.7	6.8	7. KIOC-FM 30	7. KALO-FM 488/15.9
KZOM-FM 24/ 5.7	---	8. KTRM 27	8. KOLE 475/13.7
KTRH 24/ 5.7	5.4	9. KZOM-FM 24	9. KTRM 382/12.2
10. KJET 22/ 5.2	15.9	10. KJET 22	10. KPAC 373/10.5

12+ FM SHARE (METRO): 56.78% (222 of 391) (O/N 77: NA)

12+ FM SHARE (TSA) : 56.40% (260 of 461) (O/N 77: NA)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KWIC-FM	1. KALO-FM	1. KALO-FM	1. KLVI	1. KLVI	1. KLVI
2. KALO-FM	2. KWIC-FM	2. KLVI	2. KALO-FM	2. KTRM	2. KWIC-FM
	3. KZOM-FM	3. KWIC-FM	3. KWIC-FM	3. KYKR-FM+	3. KTRH

OTHER RATED STATIONS/METRO SHARE

KAYC	1450	2.9	KHYS-FM	98.5	.7	KOLE	1340	3.1
KAYD-FM	92.5	4.0	KOGT	1600	1.9	KPAC	1250	2.6
KDLF	1150	.7						

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	25 (2)	114 (4)	139 (6)	35.5
COUNTRY	84 (4)	25 (1)	109 (5)	27.9
BLACK	22 (1)	55 (1)	77 (2)	19.7
NEWS/INFO/TALK	35 (2)		35 (2)	9.0
BTFL MUSIC		25 (1)	25 (1)	6.4
UNKNOWN	3 (1)	3 (1)	6 (2)	1.5
			391 (18)	

AM STATIONS

KJET, 1380, 1 KW (Days), BLACK MBN, \$15.80 (Eastman)
 KLVI, 560, 5 KW, COUNTRY, \$13.75 (Torbet)
 KOLE, 1340, 1 KW/250 W, CONTEMP ABC-C, \$13.00 (Miller)
 KPAC, 1250, 5 KW/1 KW, TALK CBS, \$11.00 (PRO) Clear Channel
 KTRM, 990, 1 KW, COUNTRY ABC-I, \$12.14 (Selcom)

KTRH - See Houston

FM STATIONS

KALO-FM, 95.1, 30 KW @ 238, BLACK (Drake-Chen), \$12.14 (Selcom)
 KIOC-FM, 106.1, 100 KW @ 1060, CONTEMP (Drake-Chen), \$13.00 (Christal)
 KQXY-FM, 94.1, 100 KW @ 645, BTFL MUS (Schulke) NBC, \$14.00 (Mc-Guild)
 KWIC-FM, 107.7, 100 KW @ 389, ROCK ABC-I, \$15.80 (Eastman)
 KYKR-FM+, 93.3, 100 KW @ 500, COUNTRY MBS, \$ 9.00 (Masla)
 KZOM-FM, 104.5, 55 KW @ 215, AOR, \$13.00 (Miller)

TV STATIONS

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

NEWSPAPERS

Beaumont Enterprise, Journal ME 76,138
 Orange Leader E 11,129 Port Arthur News E 26,797, Cox

BIRMINGHAM

SRDS Market # 47; ADI # 50	Revenue : \$8,681,388	National Revenue : \$1,779,481
FCC Revenue Rank # 31	Income : \$ 976,559	Nat Rev per Cap : \$2.19
FCC Income Rank # 31	FM Rev : NA	Total Rev per Cap: \$10.71
APR 15.0	FM Inc : NA	Total Inc per Cap: \$1.20
SMSA Pop: 810,700	Comb Rev : NA	Profit Margin : 11.2%
	Comb Inc : NA	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WKXX-FM 105/10.4	10.3	5.6	1. WKXX-FM 168	1. WKXX-FM 2343/22.5
2. WENN-FM 97/ 9.6	2.6	2.6	2. WQEN-FM 156	2. WSGN 2120/26.9
3. WERC 92/ 9.1	8.5	11.1	3. WENN-FM 126	3. WERC 1895/27.8
4. WSGN 81/ 8.0	9.5	11.0	4. WERC 92	4. WYDE 1366/17.0
5. WYDE 71/ 7.0	7.3	5.0	WVOK 92	5. WQEN-FM 1138/ 2.1
6. WVOK 68/ 6.7	2.2	5.1	6. WSGN 89	6. WENN-FM 1100/12.7
7. WENN 63/ 6.3	7.5	4.7	7. WENN 79	7. WVOK 1072/10.5
8. WATV 53/ 5.3	7.0	12.9	8. WYDE 78	8. WZZK-FM 1051/10.5
9. WJLD 47/ 4.7	7.3	3.9	9. WZZK-FM 69	9. WAPI 1035/13.4
10. WZZK-FM 41/ 4.1	4.2	3.8	10. WAPI-FM 55	10. WVOK-FM 952/ 8.9
11. WAPI-FM 37/ 3.7	3.0	1.3	WATV 55	11. WAPI-FM 919/10.6
12. WVOK-FM 35/ 3.5	4.8	3.0	12. WQEZ-FM 51	12. WENN 902/11.9

12+ FM SHARE (METRO): 40.25% (390 of 969) (O/N 77: 25.56%)
 12+ FM SHARE (TSA) : 53.14% (777 of 1368) (O/N 77: 38.74%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WENN-FM	1. WKXX-FM	1. WKXX-FM	1. WERC	1. WYDE	1. WQEN-FM
2. WKXX-FM	2. WERC	2. WERC	2. WKXX-FM	2. WENN	2. WERC
3. WSGN	3. WSGN	3. WSGN	3. WVOK	3. WENN-FM	3. WKXX-FM
4. WBUL	4. WVOK	4. WENN-FM	4. WENN-FM	4. WQEZ-FM	4. WSGN
WERC	5. WZZK-FM	5. WVOK	5. WYDE	5. WVOK	5. WENN-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	173 (2)	152 (3)	325 (5)	33.5
BLACK/DISCO	128 (3)	97 (1)	225 (4)	23.2
COUNTRY	164 (4)	46 (2)	210 (6)	21.8
RELIGION/GOSPEL	73 (2)	28 (1)	101 (3)	10.4
BTFL MUSIC		67 (2)	67 (2)	6.9
MOR	41 (2)		41 (2)	4.2
			<u>969 (22)</u>	

BIRMINGHAM ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WKXX-FM	1. WKXX-FM	1. WKXX-FM	WAPI	1070	2.7
2. WENN-FM	2. WSGN	2. WYDE	WBUL	1220	2.8
3. WQEN-FM	3. WERC	3. WENN-FM	WCRT	1260	1.4
4. WERC	4. WYDE	4. WERC	WDJC-FM	93.7	2.8
5. WVOK	5. WZZK-FM	5. WSGN	WLPH	1480	1.0
6. WSGN	6. WENN-FM	6. WVOK-FM	WQEZ-FM	96.5	3.0
7. WYDE	7. WAPI	7. WBUL	WWWB	1360	1.6
8. WENN	8. WAPI	8. WQEN-FM	WWWB-FM	102.5	.5
9. WZZK-FM	9. WVOK-FM	9. WENN	WYAM	1450	.9
10. WATV	10. WENN	10. WAPI-FM	WQEN-FM	103.7	1.2
11. WAAX	11. WJLD				
12. WAPI-FM	12. WQEN-FM				
13. WJLD	13. WQEZ-FM				
14. WDJC-FM	14. WDJC-FM				
15. WVOK-FM	15. WATV				

ADI FM SHARE: 45.30% (646 of 1426) (O/N 77: 33.90%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW , MOR	NBC, \$31.00 (MMR)	Newhouse
WATV, 900, 1 KW (Days) , BLACK	, \$16.00 (Torbet)	
WBUL, 1220, 1 KW (Days) , BLACK	MBN, \$17.00 (Lazar)	
WENN, 1320, 5 KW (Days) , GOSPEL	NBN, \$23.00 (Howard)	
WERC, 960, 5 KW , CONTEMP	, \$48.50 (Mc-Guild)	Mooney
WJLD, 1400, 1 KW/250 W , BLACK	ABC-C, MBN, \$23.80 (HR/Stone)	
WSGN, 610, 5 KW/1 KW , ROCK	, \$58.88 (Eastman)	Harte-Hanks
WVOK, 690, 50 KW (Days) , COUNTRY	ABC-E, \$23.00 (Buckley)	
WYDE, 850, 50 KW/1 KW , COUNTRY	ABC-I, \$38.75 (Katz)	Columbia Picture
WAAX, 570, 5 KW/500 W , COUNTRY	ABC-E, \$ 9.00 (PRO)	(GADSDEN)

FM STATIONS

WAPI-FM, 94.5, 100 KW @ 982, BTFL MUS	, \$16.25 (MMR)	Newhouse
WDJC-FM, 93.7, 100 KW @ 550, RELIGION	, \$ 8.00 (----)	Crawford
WENN-FM, 107.7, 100 KW @ 640, DISCO	NBN, \$23.00 (Howard)	
WKXX-FM, 106.9, 100 KW @ 1114, AOR	, \$48.50 (Mc-Guild)	Mooney
WQEZ-FM, 96.5, 100 KW @ 890, BTFL MUS (TM)	, \$25.00 (Blair)	
WVOK-FM, 99.5, 100 KW @ 952, AOR	, \$17.50 (Buckley)	
WZZK-FM, 104.7, 100 KW @ 640, COUNTRY (TM)	ABC-F, \$23.80 (HR/Stone)	
WQEN-FM, 103.7, 100 KW @ 1110, ROCK	, \$14.00 (Market 4)	(GADSDEN)

TV STATIONS

WAPI	Birmingham	13	NBC, Newhouse
WBMG	Birmingham	42	CBS, Park
WBRC	Birmingham	6	ABC, Taft

NEWSPAPER

Birmingham News, Post-Herald ME 242,184, Newhouse

BOSTON

SRDS Market # 6; ADI # 6
 FCC Revenue Rank # 8
 FCC Income Rank # 13
 APR 17.5
 SMSA Pop: 3,943,600

Revenue : \$25,930,238
 Income : \$ 3,313,214
 FM Rev : \$ 8,465,368
 FM Inc : \$ 1,132,269
 Comb Rev : \$34,395,606
 Comb Inc : \$ 4,445,483

National Rev : \$11,117,137
 Nat Rev per Cap : \$2.82
 Tot Rev per Cap : \$8.72
 Tot Inc per Cap : \$1.13
 Profit Margin : 12.9%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHDH 572/11.2	11.5	10.6	1. WHDH 674	1. WBZ 13030/28.1
2. WEEI 422/ 8.2	6.1	7.6	2. WBZ 637	2. WHDH 10754/30.1
3. WBZ 410/ 8.0	8.7	9.1	3. WRKO 484	3. WRKO 10259/24.4
4. WJIB-FM 350/ 6.8	8.7	8.4	4. WEEI 455	4. WJIB-FM 7199/18.1
5. WRKO 349/ 6.8	8.6	6.8	5. WJIB-FM 453	5. WVBF-FM 6934/18.0
6. WVBF-FM 306/ 6.0	6.5	5.7	6. WVBF-FM 408	6. WEEI 6442/19.7
7. WCOZ-FM 247/ 4.8	5.5	4.7	7. WROR-FM 318	7. WCOZ-FM 5222/13.8
8. WBCN-FM 211/ 4.1	2.2	2.6	8. WBCN-FM 313	8. WROR-FM 5069/ 9.7
9. WWEL-FM 187/ 3.6	2.3	3.1	9. WCOZ-FM 300	9. WBCN-FM 3982/ 9.5
10. WITS 178/ 3.5	5.5	4.0	10. WEEI-FM 223	10. WPJB-FM 3605/ 2.2
11. WBOS-FM 177/ 3.5	.4	---	11. WBOS-FM 210	11. WITS 3558/10.7
12. WEEI-FM 175/ 3.4	3.9	3.3	12. WWEL-FM 198	12. WEEI-FM 3541/ 9.6
13. WROR-FM 153/ 3.0	3.4	3.3	13. WITS 196	13. WCGY-FM 3369/ 5.6
14. WSSH-FM 124/ 2.4	2.0	3.3	14. WPJB-FM 189	14. WSSH-FM 3027/ 7.0
15. WILD 92/ 1.8	1.4	2.8	15. WSSH-FM 176	15. WBOS-FM 2807/ 8.0

12+ FM SHARE (METRO): 48.12% (2260 of 4697) (O/N 77: 44.25%)
 12+ FM SHARE (TSA) : 53.99% (3547 of 6570) (O/N 77: 49.64%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WVBF-FM	1. WCOZ-FM	1. WHDH	1. WHDH	1. WHDH	1. WHDH
2. WRKO	2. WBCN-FM	2. WRKO	2. WBZ	2. WBZ	2. WBZ
3. WBOS-FM	3. WRKO	3. WBZ	3. WRKO	3. WJIB-FM	3. WEEI
4. WHDH	4. WHDH	4. WCOZ-FM	4. WJIB-FM	4. WEEI	4. WRKO
5. WCOZ-FM	5. WEEI-FM	5. WBCN-FM	5. WEEI-FM	5. WWEL-FM	5. WVBF-FM
6. WBCN-FM	6. WVBF-FM	6. WEEI-FM	6. WWEL-FM	6. WITS	6. WJIB-FM
WCGY-FM	7. WBOS-FM	7. WVBF-FM	7. WROR-FM	7. WSSH-FM	7. WROR-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	398 (3)	1450 (11)	1848 (14)	39.3
MOR	1233 (9)	51 (1)	1284 (10)	27.3
BITFL MUS	29 (1)	683 (4)	712 (5)	15.2
NEWS/INFO/TALK	600 (2)		600 (2)	12.8
BLACK	92 (1)		92 (1)	1.9
RELIGION	65 (1)		65 (1)	1.4
CLASSICAL		61 (1)	61 (1)	1.3
UNKNOWN	20 (1)	15 (1)	35 (2)	0.7
			<u>4697 (36)</u>	

BOSTON ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WHDH	1. WBZ	1. WHDH	WACQ	1150	.3
2. WBZ	2. WHDH	2. WEEI	WBZ-FM	106.7	.8
3. WRKO	3. WRKO	3. WBZ	WCAP	980	.7
4. WEEI	4. WJIB-FM	4. WJIB-FM	WCAS	740	.6
5. WJIB-FM	5. WVBF-FM	5. WRKO	WCCM	800	.9
6. WVBF-FM	6. WEEI	6. WVBF-FM	WCGY-FM	93.7	1.4
7. WBCN-FM	7. WCOZ-FM	7. WBOS-FM	WCRB-FM	102.5	1.2
8. WCOZ-FM	8. WROR-FM	8. WCOZ-FM	WESX	1230	.5
9. WROR-FM	9. WBCN-FM	9. WEEI-FM	WEZE	1260	1.0
10. WEEI-FM	10. WITS	10. WSSH-FM	WHA V-FM	92.5	.3
11. WWEL-FM	11. WEEI-FM		WHET	1330	.4
12. WITS	12. WCGY-FM		WJDA	1300	1.2
13. WBOS-FM	13. WSSH-FM		WKOX	1190	.5
14. WSSH-FM	14. WBOS-FM		WROL	950	1.3
15. WSRF-FM	15. WWEL-FM		WTTK-FM	100.7	.4
			WWEL	1430	.6
			WAAF-FM	107.3	.7
			WPLM-FM+	99.1	1.1
			WSRS-FM	96.1	.4
			WPJB-FM	105.1	.4

ADI FM SHARE: 52.20% (3309 of 6339) (O/N 77: 48.83%)

AM STATIONS

WBZ, 1030, 50 KW	, MOR/TALK	, \$150.00	(RAR)	Westinghouse
WEEI, 590, 5 KW	, NEWS	CBS, \$100.00	(CBS Spot)	CBS
WHDH, 850, 50 KW	, MOR	ABC-E, \$153.75	(Blair)	Blair
WILD, 1090, 1 KW (Days)	, BLACK	MBN, \$ 22.00	(Howard)	Sheridan
WITS, 1510, 50 KW/5 KW	, TALK	NBC, \$ 66.25	(Katz)	Mariner
WRKO, 680, 50 KW	, ROCK	ABC-C, \$163.75	(RKO)	RKO

FM STATIONS

WBCN-FM, 104.1, 50 KW @ 742, AOR	, \$ 79.25	(Katz)	
WBOS-FM, 92.9, 12 KW @ 888, CONTEMP/DISCO	, \$ 40.00	(----)	
WCGY-FM, 93.7, 50 KW @ 433, ROCK (TM)	MBS, \$ 28.00	(HR/Stone)	Curt Gowdy
WCOZ-FM, 94.5, 6.7 KW @ 1140, AOR	, \$132.50	(Blair)	Blair
WEEI-FM, 103.3, 50 KW @ 940, SOFT ROCK	, \$ 88.75	(CBS FM)	CBS
WJIB-FM, 96.9, 8.7 KW @ 1010, BTFL MUS (Schulke)	, \$104.37	(Christal)	GE
WROR-FM, 98.5, 5.8 KW @ 1191, OLDIES ROCK	, \$ 80.00	(RKO)	RKO
WSSH-FM, 99.5, 40 KW @ 550, BTFL MUS (FM-100)	, \$ 25.60	(HR/Stone)	
WVBF-FM, 105.7, 11 KW @ 954, ROCK	, \$ 83.00	(Mc-Guild)	Fairbanks
WWEL-FM, 107.9, 21 KW @ 710, BTFL MUS (Bonne)	, \$ 29.00	(Selcom)	Heftel
WSRS-FM, 96.1, 25 KW @ 650, BTFL MUS	, \$ 32.00	(Knight)	Knight (WORCESTER)
WPJB-FM - See Providence			

TV STATIONS

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

NEWSPAPERS

Boston Globe	ME	467,920, Affiliated
Boston Herald-American	M	297,622, Hearst

BUFFALO

SRDS Market # 27; ADI # 29	Revenue : \$ 9,112,217	National Rev : \$2,648,171
FCC Revenue Rank # 28	Income : \$ 1,638,634	Nat Rev per Cap : \$2.02
FCC Income Rank # 22	FM Rev : \$ 3,727,067	Tot Rev per Cap : \$9.77
APR 15.6	FM Inc : \$ 680,271	Tot Inc per Cap : \$1.77
SMSA Pop: 1,313,500	Comb Rev : \$12,839,284	Profit Margin : 18.1%
	Comb Inc : \$ 2,318,905	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBEN 234/13.9	12.5	13.0	1. WBNY-FM 257	1. WKBW 5595/43.4
2. WBNY-FM 233/13.8	12.9	13.4	2. WBEN 250	2. WGR 4761/32.9
3. WKBW 216/12.8	16.5	14.7	WKBW 250	3. WBEN-FM 3542/22.3
4. WGR 172/10.2	11.2	11.9	4. WGR 242	4. WBEN 3327/27.7
5. WBEN-FM 128/ 7.6	5.7	5.6	5. WBEN-FM 210	5. WBNY-FM 2935/25.3
6. WADV-FM 93/ 5.5	4.4	2.7	6. WGRQ-FM 108	6. WPHD-FM 2101/16.5
7. WGRQ-FM 85/ 5.1	4.5	4.7	7. WADV-FM 95	7. WGRQ-FM 1785/13.7
8. WPHD-FM 68/ 4.0	3.4	3.6	8. WPHD-FM 78	8. WADV-FM 1294/11.7
9. WBLK-FM 54/ 3.2	4.2	3.4	9. WBLK-FM 55	9. WYSL 1287/11.4
10. WWOL-FM 37/ 2.2	1.6	1.9	10. WWOL 51	10. WBLK-FM 789/ 7.1
11. WWOL 35/ 2.1	2.3	3.4	11. WWOL-FM 49	11. WBUF-FM 657/ 5.0
12. WYSL 34/ 2.0	2.4	3.1	12. WYSL 35	12. WWOL-FM 567/ 3.9

12+ FM SHARE (METRO): 48.92% (749 of 1531) (O/N 77: 43.39%)
 12+ FM SHARE (TSA) : 49.56% (909 of 1834) (O/N 77: 44.52%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKBW	1. WKBW	1. WKBW	1. WGR	1. WBNY-FM	1. WBEN
2. WGRQ-FM	2. WBEN-FM	2. WGR	2. WKBW	2. WBEN	2. WKBW
3. WBEN-FM	3. WGR	3. WBNY-FM	3. WBNY-FM	3. WKBW	3. WGR
4. WPHD-FM	4. WGRQ-FM	4. WBEN-FM	4. WBEN	4. WGR	4. WBNY-FM
5. WBLK-FM	5. WPHD-FM	5. WBEN	5. WBEN-FM	5. WADV-FM	5. WBEN-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP .	270 (3)	304 (5)	574 (8)	37.5
MOR	431 (5)		431 (5)	28.2
BIFL MUSIC		337 (3)	337 (3)	22.0
COUNTRY	53 (2)	37 (1)	90 (3)	5.9
BLACK	28 (1)	54 (1)	82 (2)	5.4
RELIGION		17 (1)	17 (1)	1.1
			<u>1531 (22)</u>	

BUFFALO ADIOTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WBNY-FM	1. WKBW	1. WKBW	WBUF-FM	92.9	1.0
2. WBEN	2. WGR	2. WBEN	WDCX-FM	99.5	1.0
3. WKBW	3. WBEN-FM	3. WBNY-FM	WHL D	1270	.6
4. WGR	4. WBEN	4. WGR	WHL D-FM	98.5	.7
5. WBEN-FM	5. WBNY-FM	5. WBLK-FM	WJL	1440	1.2
6. WGRQ-FM	6. WPHD-FM	6. WBEN-FM	WLVL	1340	.4
7. WADV-FM	7. WGRQ-FM	7. WADV-FM	WUFO	1080	1.7
8. WPHD-FM	8. WADV-FM	8. WPHD-FM	WXRL	1300	1.1
9. WBLK-FM	9. WYSL	9. WWOL-FM	CBL	740	.5
10. WWOL	10. WBLK-FM	10. WGRQ-FM	CHFI-FM	98.1	.4
11. WWOL-FM	11. WBUF-FM				
12. WEZO-FM	12. WHAM				
13. WHAM	13. WWOL-FM				
WYSL	14. WWOL				
15. WJTN	15. WJTN				

ADI FM SHARE: 46.10% (929 of 2015) (O/N 77: 42.18%)

AM STATIONS

WBEN, 930, 5 KW	, MOR	NBC, \$77.40	(Eastman)	
WGR, 550, 5 KW	, MOR/AC	ABC-E, \$92.50	(Katz)	Taft
WKBW, 1520, 50 KW	, ROCK	, \$68.50	(Blair)	Capital Cities
WWOL, 1120, 1 KW (Days)	, COUNTRY	MBS, \$18.03	(HR/Stone)	Rust Craft
WYSL, 1300, 1 KW (Days)	, CONTEMP	, \$27.00	(-----)	
WJTN, 1240, 500 W/250 W	, MOR	ABC-E, \$11.00	(Masla)	Goldman (JAMESTOWN)

FM STATIONS

WADV-FM, 106.5, 30 KW @ 400	, BTFL MUS	, \$19.50	(Sav-Gates)	
WBEN-FM, 102.5, 110 KW @ 1800	, ROCK (IM)	, \$43.75	(Eastman)	
WBLK-FM, 93.7, 50 KW @ 380	, BLACK	NBN, \$19.00	(PRO)	
WBNY-FM, 96.1, 50 KW @ 480	, BTFL MUS (Schulke)	, \$55.22	(Torbet)	McCormick
WBUF-FM, 92.9, 91 KW @ 630	, AOR	, \$28.50	(Roslin)	Liggett
WGRQ-FM, 96.9, 13 KW @ 890	, AOR (Burke-Abr)	, \$37.50	(Katz)	Taft
WPHD-FM, 103.3, 49 KW @ 423	, CONTEMP	, \$27.00	(Masla)	
WWOL-FM, 104.1, 50 KW @ 250	, COUNTRY	MBS,ABC-I, \$18.03	(HR/Stone)	Rust Craft

WEZO-FM, WHAM - See Rochester

TV STATIONS

WGR	Buffalo	2	NBC, Taft
WIVB	Buffalo	4	CBS
WKBW	Buffalo	7	ABC, Capital Cities
WUTV	Buffalo	29	IND

NEWSPAPERS

Buffalo Courier, Express	M	125,414
Buffalo News	E	277,542
Niagara Falls Gazette	E	32,338, Gannett

CHARLOTTE

SRDS Market # 66; ADI # 34
 FCC Revenue Rank # 37
 FCC Income Rank # 55
 APR 14.5
 SMSA Pop: 605,800

Revenue : \$ 7,840,903
 Income : \$ 647,087
 FM Rev : \$ 2,279,686
 FM Inc : \$ 421,237
 Comb Rev : \$10,120,589
 Comb Inc : \$ 1,068,324

National Revenue : \$2,261,529
 Nat Rev per Cap : \$3.73
 Total Rev per Cap: \$16.71
 Total Inc per Cap: \$1.76
 Profit Margin : 10.6%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBT 127/17.7	21.2	24.9	1. WBT 321	1. WBT 4988/42.7
2. WEZC-FM 102/14.2	5.1	4.7	2. WSOC-FM 252	2. WSOC-FM 3006/17.3
3. WAYS 85/11.9	18.0	17.1	3. WEZC-FM 188	3. WAYS 2627/32.3
4. WSOC-FM 70/ 9.8	7.2	4.7	4. WROQ-FM 139	4. WBCY-FM 2227/16.7
5. WBCY-FM 53/ 7.4	7.8	9.1	5. WBCY-FM 137	5. WROQ-FM 2107/14.9
6. WROQ-FM 52/ 7.3	10.5	9.5	6. WAYS 119	6. WEZC-FM 2055/19.4
7. WGIV 49/ 6.8	6.1	5.1	7. WSOC 50	7. WSOC 1344/16.1
8. WSOC 37/ 5.2	6.3	4.4	8. WGIV 49	8. WGIV 740/14.1
9. WAME 22/ 3.1	2.7	5.4	9. WPEG-FM 25	9. WPEG-FM 695/ 3.5
10. WIXE 17/ 2.4	1.6	1.4	10. WAME 23	10. WAME 429/ 7.2

12+ FM SHARE (METRO): 44.43% (295 of 664) (O/N 77: 32.10%)
 12+ FM SHARE (TSA) : 55.22% (762 of 1380) (O/N 77: 49.47%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WAYS	1. WBT	1. WBT	1. WBT	1. WEZC-FM	1. WBT
2. WBT	2. WBCY-FM	2. WAYS	2. WSOC-FM	2. WBT	2. WAYS+
3. WROQ-FM	WROQ-FM	3. WSOC-FM	3. WEZC-FM	3. WSOC-FM	3. WSOC-FM
4. WGIV	4. WAYS	4. WEZC-FM	4. WAYS	4. WSOC	4. WEZC-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	89 (2)	111 (3)	200 (5)	30.1
COUNTRY	49 (3)	70 (1)	119 (4)	17.9
MOR (WBT)	127 (1)		127 (1)	19.1
BTFL MUSIC		102 (1)	102 (1)	15.4
BLACK	49 (1)		49 (1)	7.4
NEWS/INFO/TALK	37 (1)		37 (1)	5.6
UNKNOWN		12 (1)	12 (1)	1.8
RELIGION	10 (1)		10 (1)	1.5
VARIETY	8 (2)		8 (2)	1.2
			<u>664 (17)</u>	

CHARLOTTE ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WBT	1. WBT	1. WBT	WGNC	1450	.4
2. WSOC-FM	2. WSOC-FM	2. WEZC-FM	WHVN	1310	1.4
3. WEZC-FM	3. WAYS	3. WSOC-FM	WIST	1240	.7
4. WBCY-FM	4. WBCY-FM	4. WGIV	WLTC	1370	1.4
WROQ-FM	5. WROQ-FM	5. WSOC	WMAP	1060	.6
6. WAYS	6. WEZC-FM	6. WROQ-FM	WZXI-FM	101.9	1.7
7. WXRC-FM	7. WSOC	7. WAYS	WPEG-FM	97.9	.8
8. WGIV	8. WGIV	8. WAME			
WFMX-FM	9. WXRC-FM				
10. WSOC	10. WPEG-FM				
11. WHKY-FM	11. WHKY				
12. WQXX-FM	12. WHKY-FM				
WLON	13. WFBC-FM				
14. WPEG-FM	WAME				
15. WAME	15. WXIK-FM				

ADI FM SHARE: 56.55% (928 of 1641) (O/N 77: 49.41%)

AM STATIONS

WAME, 1480, 5 KW	, COUNTRY	, \$32.25 (HR/Stone)	Mission
WAYS, 610, 5 KW/1 KW	, ROCK	, \$66.00 (Eastman)	Sio
WBT, 1110, 50 KW	, MOR/CONTEMP	ABC-E, \$113.75 (Blair)	Jeff-Pilot
WGIV, 1600, 1 KW/500 W	, BLACK	, \$22.75 (Selcom)	Bdcst Ent Net
WSOC, 930, 5 KW/1 KW	, NEWS	NBC,MBS, \$33.13 (Christal)	Cox
WIXE, 1190, 1 KW (Days)	, COUNTRY	, \$ 5.00 (Beaver)	(MONROE)
WHKY, 1290, 5 KW	, ROCK	ABC-E, \$ 4.25 (Crane)	(HICKORY)
WLON, 1050, 1 KW (Days)	, ROCK	, \$ 3.00 (Southern)	(LINCOLNTON)

FM STATIONS

WBCY-FM, 107.9, 100 KW @ 980	, ROCK	, \$45.00 (Blair)	Jeff-Pilot
WEZC-FM, 104.7, 100 KW @ 1240	, BTFL MUS (KalaMusic)	, \$29.75 (Torbet)	EZ
WSOC-FM, 103.7, 100 KW @ 1040	, COUNTRY (TM)	, \$33.13 (Christal)	Cox
WROQ-FM, 95.1, 100 KW @ 574	, AOR (Burk-Abr)	, \$58.88 (Eastman)	Sis
WFMX-FM, 105.7, 100 KW @ 350	, COUNTRY/GOSPEL	, \$ 5.00 (Southern)	(STATESVILLE)
WHKY-FM, 102.9, 15 KW @ ? ?	, ? ?	, \$ 5.00 (Crane)	(HICKORY)
WPEG-FM, 97.9, 20 KW @ 390	, ROCK	, \$10.00 (Southern)	(CONCORD)
WQXX-FM, 92.1, 3 KW @ 145	, COUNTRY	NBC, \$ 4.50 (-----)	(MORGANTOWN)
WXIK-FM, 96.1, 2.6 KW @ 460	, CONTEMP	, \$ 5.00 (Southern)	(SHELBY)
WXRC-FM, 95.7, 27 KW @ 350	, CONTEMP	, \$10.00 (Southern)	(HICKORY)
WFBC-FM, 93.7, 100 KW @ 1840	, CONTEMP (Drake-Chen)	, \$40.00 (Katz)	Multimedia (GREENVILLE,SC)

TV STATIONS

WBTV	Charlotte	3	CBS, Jefferson-Pilot
WCCB	Charlotte	18	ABC, Bahakel
WRET	Charlotte	36	IND, Ted Turner
WSOC	Charlotte	9	NBC, Cox
WHKY	Hickory	14	IND

NEWSPAPERS

Charlotte Observer, News	ME	227,250, Knight-Ridder
Gastonia Gazette	E	32,120, Freedom

CHATTANOOGA

SRDS Market # 96
 FCC Revenue Rank # 91
 FCC Income Rank # 68
 APR 14.3
 SMSA Pop: 396,800

Revenue : \$3,398,525
 Income : \$ 427,033
 FM Rev : \$ 336,179
 FM Inc : \$ -85,593
 Comb Rev : \$3,734,704
 Comb Inc : \$ 341,440

National Revenue : \$493,374
 Nat Rev per Cap : \$1.24
 Total Rev per Cap: \$9.41
 Total Inc per Cap: \$.86
 Profit Margin : 9.1%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDEF 62/13.4	14.9	15.6	1. WDEF-FM 74	1. WFLI 1625/30.4
2. WDEF-FM 58/12.5	7.3	10.5	2. WDEF 67	2. WSKZ-FM 1064/20.4
3. WDOD 47/10.2	11.7	9.9	3. WFLI 63	3. WDEF 945/27.2
WFLI 47/10.2	17.0	11.8	4. WSKZ-FM 60	4. WGOW 942/26.3
5. WSKZ-FM 46/ 9.9	8.5	11.4	5. WDOD 48	5. WDEF-FM 940/21.0
6. WNOO 34/ 7.3	7.1	7.5	6. WDOD-FM 42	6. WDOD 784/21.9
7. WGOW 33/ 7.1	4.4	5.1	7. WGOW 34	7. WDOD-FM 717/13.1
8. WDOD-FM 20/ 4.3	3.2	4.9	WNOO 34	8. WNOO 392/12.1
9. WEPG 19/ 4.1	1.4	.6	9. WEPG 21	9. WZDQ-FM 388/11.1
10. WLFA 15/ 3.2	3.0	3.0	10. WLFA 16	10. WSIM-FM 152/ 3.6

12+ FM SHARE (METRO): 32.36% (133 of 411) (O/N 77: 35.04%)
 12+ FM SHARE (TSA) : 40.12% (197 of 491) (O/N 77: 35.55%)

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

OTHER RATED STATIONS/METRO SHARE

WDXB	1490	1.5	WOWE-FM	105.5	1.9	WSIM-FM	94.3	.4
WZDQ-FM	102.3	1.7	WMOC	1450	.9			

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	80 (2)	56 (3)	136 (5)	33.1
MOR	77 (2)		77 (2)	18.7
COUNTRY	47 (1)	29 (2)	76 (3)	18.5
BTFL MUSIC	7 (1)	58 (1)	65 (2)	15.8
BLACK	34 (1)		34 (1)	8.3
UNKNOWN	19 (1)		19 (1)	4.6
RELIGION	4 (1)		4 (1)	1.0
			411 (15)	

AM STATIONS

WDEF, 1370, 5 KW	, MOR	CBS, \$22.50	(Eastman)	Park
WDOD, 1310, 5 KW	, COUNTRY	ABC-E, \$17.53	(Torbet)	Bahakel
WEPG, 910, 500 W (Days),	? ?	, \$ 2.10	(Midsouth)	(S. PITTSBURGH)
WFLI, 1070, 50 KW/1 KW	, ROCK	ABC-C, \$19.00	(Buckley)	
WGOW, 1150, 5 KW/1 KW	, CONTEMP	, \$38.50	(Katz)	
WLFA, 1590, 5 KW	, MOR	, \$ 4.00	(----)	(LAFAYETTE)
WNOO, 1260, 5 KW (Days)	, BLACK	MBN, \$13.00	(Lazar)	

FM STATIONS

WDEF-FM, 92.3, 100 KW @ 895,	BTFL MUS (FM-100)	, \$22.50	(Eastman)	Park
WDOD-FM, 96.5, 19 KW @ 1010,	COUNTRY	, \$11.00	(Torbet)	Bahakel
WSKZ-FM, 106.5, 100 KW @ 1076,	ROCK	, \$38.50	(Katz)	
WZDQ-FM, 102.3, 3 KW @ 485,	ROCK	, \$12.00	(Selcom)	

TV STATIONS

WDEF	Chattanooga	12	CBS, Park	WRCB	Chattanooga	3	NBC, Rust Craft
WRIP	Chattanooga	61	IND	WTVC	Chattanooga	9	ABC

NEWSPAPER

Chattanooga News-Free Press	E	63,833
Chattanooga Times	M	53,185

CHICAGO

SRDS Market # 2; ADI # 3
 FCC Revenue Rank # 3
 FCC Income Rank # 2
 APR 15.9
 SMSA Pop: 7,001,000

Revenue : \$55,324,015
 Income : \$11,298,258
 FM Rev : \$21,601,044
 FM Inc : \$ 2,046,806
 Comb Rev : \$76,925,059
 Comb Inc : \$13,344,064

National Rev : \$18,325,422
 Nat Rev per Cap: \$2.62
 Tot Rev per Cap: \$10.99
 Tot Inc per Cap: \$1.91
 Profit Margin : 17.3%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>O/N 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WGN	1002/10.1	13.5	10.7	1. WGN	1228	1. WLS	26791/23.0				
2. WLOO-FM	729/ 7.3	7.6	6.7	2. WMAQ	1164	2. WGN	19065/22.8				
3. WBBM	707/ 7.1	6.3	7.4	3. WLS	1091	3. WMAQ	18574/15.0				
4. WMAQ	649/ 6.5	4.7	4.7	4. WBBM	880	4. WBBM	16978/21.4				
5. WLS	625/ 6.3	7.2	8.7	5. WLOO-FM	758	5. WLOO-FM	8343/12.7				
6. WBMX-FM	489/ 4.9	4.2	3.3	6. WBMX-FM	491	6. WFYR-FM	7000/10.6				
7. WLAK-FM	383/ 3.9	5.1	5.9	7. WLAK-FM	406	7. WIND	6695/ 9.9				
8. WCLR-FM	378/ 3.8	3.9	2.4	8. WCLR-FM	394	8. WLAK-FM	6683/10.1				
9. WFYR-FM	352/ 3.5	3.4	3.7	9. WFYR-FM	371	9. WBBM-FM	6283/ 9.0				
10. WVON	332/ 3.3	4.8	3.4	10. WVON	332	10. WEFM-FM	6102/ 9.2				
11. WIND	300/ 3.0	3.8	3.8	11. WIND	319	11. WMET-FM	6080/ 9.1				
12. WJJD	284/ 2.9	1.9	2.4	12. WJJD	316	12. WCFL	5964/ 8.2				
13. WLUP-FM	277/ 2.8	2.8	2.7	13. WBBM-FM	298	13. WBMX-FM	5941/ 9.3				
14. WEFM-FM	262/ 2.6	1.5	.8	14. WLUP-FM	288	14. WCLR-FM	5557/ 8.6				
15. WBBM-FM	255/ 2.6	1.8	2.3	15. WKQX-FM	273	15. WKQX-FM	5533/ 8.0				
16. WKQX-FM	251/ 2.5	2.2	2.6	16. WEFM-FM	272	16. WLUP-FM	5319/ 8.1				
17. WMET-FM	213/ 2.1	3.3	3.9	17. WMET-FM	231	17. WVON	5239/ 8.4				
18. WFMT-FM+	210/ 2.1	1.6	2.0	18. WFMT-FM	217	18. WJJD	4200/ 5.1				
19. WXRT-FM	198/ 2.0	1.5	1.2	19. WXRT-FM	214	19. WDAI-FM	4083/ 6.0				
20. WCFL	190/ 1.9	1.7	3.4	20. WCFL	211	20. WXRT-FM	3591/ 5.3				

12+ FM SHARE (METRO): 50.34% (4620 of 9177) (O/N 77: 48.62%)
 12+ FM SHARE (TSA) : 44.72% (4874 of 10898) (O/N 77: 41.49%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLS	1. WBMX-FM	1. WLS	1. WGN	1. WGN	1. WGN
2. WEFM-FM	2. WLS	2. WMAQ	2. WMAQ	2. WLOO-FM	2. WLS
3. WBMX-FM	3. WFYR-FM	3. WGN	3. WLOO-FM	3. WBBM	3. WMAQ
4. WVON	4. WLUP-FM	4. WBMX-FM	4. WLS	4. WMAQ	4. WBBM
5. WMET-FM	5. WCLR-FM	5. WLOO-FM	5. WCLR-FM	5. WLAK-FM	5. WLOO-FM
6. WKQX-FM	6. WMAQ	6. WCLR-FM	6. WBBM	6. WJJD	6. WIND
7. WLUP-FM	7. WXRT-FM	7. WFYR-FM	7. WBMX-FM	7. WIND	7. WVON

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	625 (1)	1985 (9)	2610 (10)	28.4
MOR	1299 (4)	378 (1)	1677 (5)	18.3
BTFL MUSIC	143 (1)	1112 (2)	1255 (3)	13.7
NEWS/INFO/TALK	1007 (2)		1007 (2)	11.0
COUNTRY	933 (2)	130 (1)	1063 (3)	11.6
BLACK	496 (2)	678 (2)	1174 (4)	12.8
CLASSICAL	4 (1)	252 (2)	256 (3)	2.8
SPANISH		85 (1)	85 (1)	0.9
VARIETY	50 (1)		50 (1)	0.5
			<u>9177 (32)</u>	

CHICAGO ADI

OTHER LISTED STATIONS/SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	WAIT	820	1.4
1. WGN	1. WLS	1. WGN	WDAI-FM	94.7	1.3
2. WMAQ	2. WGN	2. WLS	WGCI-FM	107.5	1.9
3. WBBM	3. WBBM	3. WMAQ	WJEZ-FM	104.3	1.3
4. WLOO-FM	4. WMAQ	4. WBBM	WJOB	1230	.5
5. WLS	5. WLOO-FM	5. WVON	WJOL	1340	.5
6. WBMX-FM	6. WFYR-FM	6. WBMX-FM	WJPC	950	1.7
7. WLAK-FM	7. WLAK-FM	7. WLOO-FM	WNIB-FM	97.1	.5
8. WCLR-FM	8. WIND	8. WFYR-FM	WOJO-FM	105.1	.9
9. WFYR-FM	9. WEFM-FM	9. WFMT-FM+	WWCA	1270	.6
10. WVON	10. WMET-FM	10. WCLR-FM	WYEN-FM	106.7	.5
11. WIND	11. WBMX-FM				
12. WJJD	12. WCFL				
13. WLUP-FM	13. WBBM-FM				
14. WKQX-FM	14. WKQX-FM				
15. WEFM-FM	15. WCLR-FM				

ADI FM SHARE: 49.15% (4764 of 9692) (O/N 77: 46.71%)

AM STATIONS

WBBM, 780, 50 KW, NEWS	CBS, \$165.62 (CBS Spot)	CBS
WCFL, 1000, 50 KW, MOR (Radio Arts),	MBS, \$ 81.25 (MMR)	Mutual
WGN, 720, 50 KW, MOR	, \$158.25 (Buckley)	WGN Cont
WIND, 560, 5 KW, NEWS/TALK	, \$ 82.50 (RAR)	Westinghouse
WJJD, 1160, 50 KW, COUNTRY	ABC-I, \$ 67.50 (Selcom)	Plough
WLS, 890, 50 KW, ROCK	ABC-C, \$217.50 (Blair)	ABC
WMAQ, 670, 50 KW, COUNTRY	NBC, \$133.75 (Eastman)	NBC
WVON, 1390, 5 KW, BLACK	MBN, \$ 83.00 (Christal)	Combined

FM STATIONS

WBBM-FM, 96.3, 6.2 KW @ 1174, SOFT ROCK	, \$ 46.00	(CBS-FM)	CBS
WBMX-FM, 102.7, 6 KW @ 1170, BLACK	, \$107.50	(Howard)	Sonderling
WCLR-FM, 101.9, 3 KW @ 1500, MOR (Bonne)	, \$ 90.00	(Torbet)	Bonneville
WDAI-FM, 94.7, 6.2 KW @ 1170, ROCK	ABC-F, \$103.25	(Katz)	ABC
WEFM-FM, 99.5, 6 KW @ 1170, ROCK	, \$ 52.00	(Masla)	GCC
WFMT-FM+, 98.7, 16 KW @ 1167, CLASSICAL	, \$ 61.75	(CMBS)	
WFYR-FM, 103.5, 3 KW @ 1552, CONTEMP/OLDIES	, \$105.00	(RKO)	RKO
WKQX-FM, 101.1, 6 KW @ 1170, AOR	, \$ 88.75	(Eastman)	NBC
WLAK-FM, 93.9, 6.2 KW @ 1530, BTFL MUS (Schulke)	, \$ 70.00	(Katz)	Storer
WLOO-FM, 100.3, 6.2 KW @ 1167, BTFL MUS (FM-100)	, \$125.62	(Mc-Guild)	Century
WLUP-FM, 97.9, 6 KW @ 1170, AOR	, \$ 71.50	(Roslin)	
WMET-FM, 95.5, 6 KW @ 1170, ROCK	, \$ 74.00	(Metro)	Metromedia
WXRT-FM, 93.1, 50 KW @ 500, AOR	, \$ 44.00	(P/W)	

TV STATIONS

WBBM	Chicago	2	CBS, CBS	WLS	Chicago	7	ABC, ABC
WCIU	Chicago	26	IND	WMAQ	Chicago	5	NBC, NBC
WFLD	Chicago	32	IND, Field	WSNS	Chicago	44	IND, Harriscope
WGN	Chicago	9	IND, WGN Cont				

NEWSPAPERS

Chicago Tribune	AD	752,861, WGN Continental (Chicago Tribune Co)
Chicago Sun-Times	M	581,553, Field

CINCINNATI

SRDS Market # 26; ADI # 26
 FCC Revenue Rank # 20
 FCC Income Rank # 25
 APR 14.5
 SMSA Pop: 1,360,700

Revenue : \$12,852,794
 Income : \$ 1,282,654
 FM Rev : \$ 5,629,619
 FM Inc : \$ 1,014,081
 Comb Rev : \$18,481,413
 Comb Inc : \$ 2,296,735

National Rev : \$2,995,176
 Nat Rev per Cap : \$2.20
 Tot Inc per Cap : \$13.58
 Tot Inc per Cap : \$1.69
 Profit Margin : 12.4%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKRQ-FM 194/12.1	10.8	7.9	1. WLW 346	1. WLW 7033/33.2
2. WCKY 185/11.5	11.5	9.8	2. WKRQ-FM 295	2. WKRQ-FM 4400/25.7
3. WLW 182/11.3	16.8	12.0	3. WCKY 213	3. WKRC 3404/24.7
4. WKRC 152/ 9.5	9.0	8.1	4. WKRC 182	4. WING 3164/ 2.2
5. WWEZ-FM 146/ 9.1	5.3	9.3	5. WWEZ-FM 180	5. WONE 2381/ 1.6
6. WEBN-FM 118/ 7.3	8.3	8.7	6. WONE 155	6. WCKY 2310/17.5
7. WSAI-FM 80/ 5.0	2.9	2.2	7. WING 148	7. WWEZ-FM 2225/15.3
8. WCIN 67/ 4.2	5.4	4.2	8. WEBN-FM 122	8. WEBN-FM 2171/17.2
WLQA-FM 67/ 4.2	4.1	4.7	9. WUBE-FM 105	9. WSAI 1944/12.8
10. WUBE-FM 52/ 3.2	5.0	5.7	10. WSAI-FM 93	10. WSAI-FM 1516/11.7
11. WSAI 49/ 3.0	6.0	9.2	11. WSAI 76	11. WUBE-FM 1504/ 7.6
12. WUBE 40/ 2.5	1.6	1.8	12. WLQA-FM 75	12. WLQA-FM 1230/ 8.5

12+ FM SHARE (METRO): 50.50% (764 of 1513) (O/N 77: 47.63%)
 12+ FM SHARE (TSA) : 45.32% (1108 of 2445) (O/N 77: 48.30%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WKRQ-FM	1. WEBN-FM	1. WKRQ-FM	1. WLW	1. WCKY	1. WLW
2. WEBN-FM	2. WKRQ-FM	2. WEBN-FM	2. WKRC	2. WLW	2. WCKY
3. WSAI-FM	3. WSAI-FM	3. WLW	3. WWEZ-FM	3. WKRC	3. WKRC
WCIN	4. WKRC	4. WKRC	4. WKRQ-FM	4. WWEZ-FM	WKRQ-FM
	5. WLW	5. WWEZ-FM	5. WEBN-FM	5. WUBE	5. WING

FORMATS

	AM	FM	TOTAL	%
MOR/AC	525 (4)		525 (4)	34.7
ROCK/CONTEMP	67 (3)	447 (6)	514 (9)	34.0
BTFL MUSIC		250 (4)	250 (4)	16.5
COUNTRY	56 (2)	67 (2)	123 (4)	8.1
BLACK	67 (1)		67 (1)	4.4
RELIGION	12 (1)		12 (1)	0.8
VARIETY	22 (1)		22 (1)	1.5
			1513 (24)	

CINCINNATI ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME
1. WKRQ-FM	1. WLW
2. WLW	2. WKRQ-FM
3. WCKY	3. WKRC
4. WKRC	4. WCKY
5. WWEZ-FM	5. WEBN-FM
6. WEBN-FM	6. WWEZ-FM
7. WUBE-FM	7. WSAI
8. WSAI-FM	8. WSAI-FM
9. WLQA-FM	9. WUBE-FM
10. WSAI	10. WLQA-FM
11. WCIN	11. WCIN
12. WLWS-FM	12. WMOH
13. WMOH	13. WLWS-FM
WOKV-FM	14. WOKV-FM
WUBE	15. WUBE

MSA EXCL CUME
1. WKRQ-FM
2. WLW
3. WCKY
4. WKRC
WCIN
6. WWEZ-FM
7. WSAI
8. WEBN-FM
9. WUBE
10. WSAI-FM

WLYK-FM	107.1	.7
WNOP	740	1.4
WSCH-FM	99.3	.9
WZIP	1050	.7
WLVV-FM	94.9	1.6
WLWS-FM	96.5	1.6
WMOH	1450	.4
WOKV-FM	103.5	1.3
WPFB	910	.4
WING	1410	.7
WONE	980	1.0
WVUD-FM	99.9	.5

ADI FM SHARE: 51.13% (1037 of 2028) (O/N 77: 48.39%)

AM STATIONS

WCIN, 1480, 5 KW/500 W, BLACK	NBN, \$31.75 (Selcom)	Bdcst Ent Net
WCKY, 1530, 50 KW, MOR	CBS, \$57.50 (Eastman)	Federated
WKRC, 550, 5 KW/1 KW, MOR/AC	ABC-E, \$44.00 (Katz)	Taft
WLW, 700, 50 KW, MOR/AC	NBC, \$70.00 (CBS Spot)	
WSAI, 1360, 5 KW, CONTEMP	ABC-C, \$53.34 (Blair)	Affiliated
WUBE, 1230, 1 KW/250 W, COUNTRY	, \$33.15 (Mc-Guild)	Kaye-Smith
WMOH, 1450, 1 KW/250 W, CONTEMP	ABC-C, \$16.50 (HR/Stone)	(HAMILTON)

FM STATIONS

WEBN-FM, 102.7, 31 KW @ 610, AOR	, \$60.00 (Torbet)	
WKRQ-FM, 101.9, 25 KW @ 660, ROCK	, \$66.00 (Katz)	Taft
WLQA-FM, 98.5, 50 KW @ 810, BTFL MUS	, \$34.25 (HR/Stone)	Susquehanna
WLWS-FM, 96.5, 50 KW @ 280, CONTEMP	ABC-F, \$21.50 (CBS Spot)	(HAMILTON)
WSAI-FM, 94.1, 34 KW @ 550, SOFT AOR	, \$53.34 (Blair)	Affiliated
WUBE-FM, 105.1, 11 KW @ 920, COUNTRY	, \$33.15 (Mc-Guild)	Kaye-Smith
WWEZ-FM, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	, \$60.00 (Eastman)	Federated
WOKV-FM, 103.5, 3 KW @ 300, CONTEMP	, \$12.00 (-----)	(HAMILTON)
WONE, WING - See Dayton		

TV STATIONS

WCPO	Cincinnati	9	CBS, Scripps-Howard
WKRC	Cincinnati	12	ABC, Taft
WLWT	Cincinnati	5	NBC, Multimedia
WXIX	Newport, KY	19	IND, Metromedia

NEWSPAPERS

Cincinnati Post	E	190,303, Scripps-Howard
Cincinnati Enquirer	M	190,407, Combined Communications

CLEVELAND

SRDS Market # 17; ADI # 9
 FCC Revenue Rank # 18
 FCC Income Rank # 18
 APR 15.2
 SMSA Pop: 1,932,800

Revenue : \$16,258,904
 Income : \$ 2,160,661
 FM Rev : \$ 7,711,126
 FM Inc : \$ 240,453
 Comb Rev : \$23,970,030
 Comb Inc : \$ 2,401,114

National Rev : \$4,476,780
 Nat Rev per Cap : \$2.32
 Tot Rev per Cap : \$12.40
 Tot Inc per Cap : \$1.24
 Profit Margin : 10.0%

<u>12+ METRO 1/4/SHARE</u>		<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WHK	225/9.3	6.6	8.7	1. WMMS-FM	398	1. WGAR	5546/17.0
2. WQAL-FM	211/8.7	11.4	8.3	2. WGAR	303	2. WMMS-FM	5334/16.5
3. WDOK-FM	207/8.5	9.3	6.8	3. WHK	277	3. WWWE	4495/16.7
4. WMMS-FM	194/8.0	8.8	10.6	4. WQAL-FM	263	4. WHK	4403/22.5
5. WJMO	151/6.2	7.0	4.3	5. WWWM-FM	228	5. WGCL-FM	4050/13.6
6. WWWM-FM	142/5.8	4.4	5.0	6. WDOK-FM	226	6. WWWM-FM	3778/16.0
7. WWWE	140/5.8	7.6	4.4	7. WGCL-FM	220	7. WQAL-FM	3713/17.0
8. WERE	136/5.6	5.1	5.4	8. WWWE	219	8. WZZP-FM	3332/10.6
9. WGAR	132/5.4	6.5	7.3	9. WJMO	155	9. WDOK-FM	2959/16.4
10. WKSW-FM	114/4.7	4.4	5.2	10. WERE	141	10. WERE	2575/15.4
11. WJW	107/4.4	2.2	3.2	11. WZZP-FM	140	11. WJW	2381/12.0
12. WGCL-FM	94/3.9	3.4	4.7	12. WKSW-FM	133	12. CKLW	1925/ 4.3
13. WZZP-FM	71/2.9	3.7	3.0	13. WJW	120	13. WKSW-FM	1708/ 8.7
14. WBBG	64/2.6	1.3	---	14. WDBN-FM	111	14. WJMO	1666/10.0
15. WDMT-FM	51/2.1	2.9	2.5	15. WSLR	86	15. WDBN-FM	1600/ 2.2

12+ FM SHARE (METRO): 54.23% (1244 of 2294) (O/N 77: 59.60%)
 12+ FM SHARE (TSA) : 57.47% (2011 of 3499) (O/N 77: 62.33%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WWWM-FM	1. WMMS-FM	1. WMMS-FM	1. WHK	1. WDOK-FM	1. WHK
2. WJMO	2. WGAR	2. WHK	2. WQAL-FM	2. WQAL-FM	2. WGAR
3. WMMS-FM	3. WWWM-FM	3. WQAL-FM	3. WWWE	3. WHK	3. WMMS-FM
4. WZZP-FM	4. WHK	4. WGAR	4. WGAR	4. WJW	4. WWWE
WGCL-FM	5. WJMO	5. WWWE	5. WDOK-FM	5. WERE	5. WQAL-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	165 (2)	576 (6)	741 (8)	32.3
BTFM MUSIC		564 (5)	564 (5)	24.6
MOR	259 (3)		259 (3)	11.3
BLACK	170 (2)	28 (1)	198 (3)	8.6
COUNTRY	247 (2)		247 (2)	10.8
NEWS/INFO/TALK	200 (2)		200 (2)	8.7
CLASSICAL		45 (1)	45 (1)	2.0
ETHNIC		31 (1)	31 (1)	1.4
RELIGION	9 (1)		9 (1)	0.4
			<u>2294 (26)</u>	

CLEVELAND ADI

OTHER LISTED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WMMS-FM	1. WGAR	1. WJMO	WABQ	1540	.8
2. WGAR	2. WMMS-FM	2. WHK	WCLV-FM	95.5	1.9
3. WHK	3. WHK	3. WGAR	WDBN-FM	94.9	.7
4. WQAL-FM	4. WWWE	4. WQAL-FM	WELW	1330	.5
5. WDOK-FM	5. WGCL-FM	5. WMMS-FM	WLYT-FM	92.3	1.2
6. WWWM-FM	6. WWWM-FM	6. WERE	WSUM	1000	.4
7. WGCL-FM	7. WQAL-FM	7. WWWM-FM	WZAK-FM	93.1	1.3
8. WWWE	8. WZZP-FM	8. WWWE	WBEA-FM	107.3	.6
9. WJMO	9. WDOK-FM	9. WDOK-FM	WKDD-FM	96.5	1.0
10. WERE	10. WERE	WGCL-FM	WSLR	1350	.9
11. WZZP-FM	11. WJW		CKLW	800	1.4
12. WAKR	12. WAKR				
13. WKSJ-FM	13. WKSJ-FM				
14. WJW	14. WJMO				
15. WDBN-FM	15. WDBN-FM				

ADI FM SHARE: 54.11% (2253 of 4164) (O/N 77: 53.13%)

AM STATIONS

WBBG, 1260, 5 KW	, TALK	ABC-C, \$33.00	(Christal)	
WERE, 1300, 5 KW	, NEWS	MBS,ABC-I, \$35.50	(RKO)	
WGAR, 1220, 50 KW	, CONTEMP/MOR	ABC-E, \$75.00	(Blair)	Nationwide
WHK, 1420, 5 KW	, COUNTRY	, \$65.00	(Katz)	Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$46.25	(UBC)	United
WJW, 850, 10 KW/5 KW	, MOR	CBS, \$30.55	(MMR)	
WWWE, 1100, 50 KW	, MOR/TALK	, \$78.25	(Eastman)	Combined

FM STATIONS

WDMT-FM, 107.9, 70 KW @ 296,	CONTEMP	, \$19.00	(PRO)	
WDOK-FM, 102.1, 50 KW @ 370,	BTFL MUS (Churchill)	, \$58.50	(Eastman)	Combined
WGCL-FM, 98.5, 40 KW @ 600,	ROCK	ABC-F, \$37.00	(RKO)	
WKSJ-FM, 99.5, 50 KW @ 500,	BTFL MUS (Schulke)	, \$26.00	(Blair)	Nationwide
WMMS-FM, 100.7, 32 KW @ 600,	AOR	, \$90.50	(Katz)	Malrite
WQAL-FM, 104.1, 7 KW @ 1080,	BTFL MUS (Bonne)	, \$79.75	(Mc-Guild)	SJR
WWWM-FM, 105.7, 28 KW @ 900,	ROCK	, \$66.25	(Selcom)	
WZZP-FM, 106.5, 50 KW @ 575,	ROCK	, \$60.00	(HR/Stone)	Booth

WSLR, WAKR - See Akron CKLW - See Detroit

TV STATIONS

WEWS	Cleveland	5	ABC, Scripps-Howard
WJKW	Cleveland	8	CBS, Storer
WKYC	Cleveland	3	NBC, NBC
WUAB	Lorain	43	IND, Gaylord

NEWSPAPERS

Cleveland Plain Dealer	M	379,169
Cleveland Press	E	321,357, Scripps-Howard

COLUMBIA, SC

SRDS Market # 99
 FCC Revenue Rank # 115
 FCC Income Rank # 197
 APR 15.6
 SMSA Pop: 388,100

Revenue : \$2,697,628
 Income : \$ 48,671
 FM Rev : \$1,504,434
 FM Inc : \$ 305,766
 Comb Rev : \$4,202,062
 Comb Inc : \$ 354,437

National Revenue : \$774,072
 Nat Rev per Cap : \$1.99
 Total Rev per Cap: \$10.83
 Total Inc per Cap: \$1.99
 Profit Margin : 8.4%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WIS 75/15.4	10.4	1. WWDM-FM 154	1. WIS 1545/36.8
2. WNOK-FM 72/14.8	14.5	2. WIS 100	2. WWDM-FM 1231/14.7
3. WCOS-FM 58/11.9	9.8	3. WCOS-FM 85	3. WNOK-FM 1192/29.9
4. WCOS 45/ 9.2	5.5	WNOK-FM 85	4. WCOS-FM 968/20.0
5. WOIC 44/ 9.0	13.6	5. WCOS 45	5. WCOS 724/23.2
6. WXYR-FM 39/ 8.0	8.1	WOIC 45	6. WOIC 674/19.0
7. WWDM-FM 36/ 7.4	8.1	7. WXYR-FM 43	7. WXYR-FM 506/14.9
8. WSCQ-FM 24/ 4.9	5.5	8. WSCQ-FM 31	8. WZLD-FM 427/13.3
9. WZLD-FM 21/ 4.3	6.2	9. WZLD-FM 22	9. WSCQ-FM 406/10.7
10. WCAY 17/ 3.5	3.2	10. WCAY 18	10. WNOK 304/ 8.9

12+ FM SHARE (METRO): 56.48% (257 of 455) (O/N 77: NA)
 12+ FM SHARE (TSA) : 66.02% (445 of 674) (O/N 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNOK-FM	1. WNOK-FM	1. WNOK-FM	1. WCOS-FM	1. WIS	1. WIS
2. WCOS	2. WCOS	2. WCOS-FM	2. WIS	2. WCOS-FM	2. WWDM-FM
3. WOIC	3. WCOS-FM	3. WIS	3. WNOK-FM	3. WXYR-FM	3. WCOS-FM
4. WWDM-FM	4. WIS	4. WCOS	4. WSCQ-FM	4. WOIC	4. WNOK-FM

OTHER RATED STATIONS/METRO SHARE

WBLR+	1430	1.4	WBBQ-FM	104.3	.8	WNOK	1230	1.0
WPJS-FM	106.7	.4	WQXL	1470	1.2			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	56 (3)	98 (4)	154 (7)	33.8
MOR	75 (1)	24 (1)	99 (2)	21.8
BLACK	44 (1)	36 (1)	80 (2)	17.6
COUNTRY	17 (1)	58 (1)	75 (2)	16.5
BTFM MUSIC		39 (1)	39 (1)	8.6
RELIGION	6 (1)	2 (1)	8 (2)	1.8
			<u>455 (16)</u>	

AM STATIONS

WCAY, 620, 500 W (Days), COUNTRY	MBS, \$ 7.00 (Carpenter)
WCOS, 1400, 1 KW/250 W , CONTEMP	, \$20.00 (HR/Stone)
WIS , 560, 5 KW , MOR	NBC, \$37.75 (Mc-Guild) Cosmos
WOIC, 1320, 5 KW/1 KW , BLACK	NBN, \$23.00 (Eastman)

FM STATIONS

WCOS-FM, 97.9, 10 KW @ 450, COUNTRY	ABC-I, \$21.00 (HR/Stone)
WNOK-FM, 104.7, 100 KW @ 450, ROCK	ABC-C, \$31.05 (Torbet)
WSCQ-FM, 100.1, 2.4 KW @ 330, MOR/CONT	, \$17.50 (Southern)
WXYR-FM, 93.5, 3 KW @ 380, BTFM MUS (Bonne)	, \$15.00 (Howard)
WZLD-FM, 96.7, 3 KW @ 300, AOR (Drake-Chen)	ABC-F, \$18.25 (Selcom)
WWDM-FM, 101.3, 100 KW @ 629, BLACK	, \$14.00 (Howard) (SUMTER)

TV STATIONS

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

NEWSPAPER

Columbia State, Record ME 136,517

COLUMBUS, OHIO

SRDS Market # 36; ADI # 32	Revenue : \$10,304,545	National Rev : \$2,719,677
FCC Revenue Rank # 27	Income : \$ 3,137,684	Nat Rev per Cap : \$2.49
FCC Income Rank # 14	FM Rev : \$ 2,943,446	Tot Rev per Cap : \$12.13
APR 14.8	FM Inc : \$ 449,225	Tot Inc per Cap : \$2.49
SMSA Pop: 1,092,100	Comb Rev : \$13,247,991	Profit Margin : 2.71%
	Comb Inc : \$ 3,586,909	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ METRO 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WTVN 185/14.2	10.2	16.4	1. WNCI-FM 276	1. WTVN 4513/35.9
2. WNCI-FM 149/11.4	13.3	12.7	2. WTVN 256	2. WNCI-FM 4245/29.0
3. WBNS-FM 144/11.0	15.3	14.7	3. WBNS-FM 175	3. WCOL 2657/25.4
4. WLVQ-FM 114/ 8.7	4.6	5.4	4. WLVQ-FM 163	4. WBNS-FM 2393/22.0
5. WXGT-FM 102/ 7.8	7.2	4.5	5. WXGT-FM 109	5. WBNS 2218/22.4
6. WCOL 94/ 7.2	7.7	10.3	6. WCOL 105	6. WLVQ-FM 2084/17.5
7. WBNS 83/ 6.4	9.1	7.9	7. WMNI 99	7. WXGT-FM 1930/19.0
8. WMNI 66/ 5.1	5.9	5.1	8. WBNS 89	8. WMNI 1456/11.4
9. WVKO-FM 48/ 3.7	3.6	3.3	9. WRFD 61	9. WLW 1277/ 4.6
10. WRFD 35/ 2.7	2.4	1.3	10. WVKO-FM 50	10. WRFD 926/ 6.2
11. WVKO 34/ 2.6	2.4	2.8	11. WLW 44	11. WVKO-FM 703/ 7.5
12. WBBY-FM 28/ 2.1	1.0	.4	12. WHOK-FM 40	12. WHOK-FM 620/ 4.2

12+ FM SHARE (METRO): 54.95% (627 of 1141) (O/N 77: 48.45%)
 12+ FM SHARE (TSA) : 54.25% (861 of 1587) (O/N 77: 49.52%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNCI-FM	1. WLVQ-FM	1. WTVN	1. WTVN	1. WTVN	1. WTVN
2. WXGT-FM	2. WNCI-FM	2. WNCI-FM	2. WBNS-FM	2. WBNS-FM	2. WNCI-FM
3. WLVQ-FM	3. WXGT-FM	3. WLVQ-FM	3. WNCI-FM	3. WMNI	3. WBNS-FM
4. WCOL	4. WTVN	4. WBNS-FM	4. WCOL	4. WBNS	4. WMNI
5. WVKO-FM	WCOL	5. WXGT-FM	WMNI	5. WNCI-FM	5. WBNS

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	94 (1)	381 (4)	475 (5)	40.7
MOR	347 (6)		347 (6)	29.7
BIFL MUSIC		144 (1)	144 (1)	12.3
COUNTRY	66 (1)	26 (1)	92 (2)	7.9
BLACK	34 (1)	48 (1)	82 (2)	7.0
JAZZ		28 (1)	28 (1)	2.4
			<u>1168 (17)</u>	

COLUMBUS ADIOTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WNCI-FM	1. WTVN	1. WTVN	WDLR	1550	1.5
2. WTVN	2. WNCI-FM	2. WMNI	WHOK	1320	1.3
3. WBNS-FM	3. WCOL	3. WNCI-FM	WHOK-FM	95.5	2.0
4. WLVQ-FM	4. WBNS-FM	4. WCOL	WRMZ-FM	99.7	1.2
5. WXGT-FM	5. WBNS	5. WBNS-FM	WLW	700	.6
6. WCOL	6. WLVQ-FM	6. WXGT-FM			
7. WMNI	7. WXGT-FM	7. WLVQ-FM			
8. WBNS	8. WMNI	8. WBNS			
9. WRFD	9. WLW	9. WVKO-FM			
10. WVKO-FM	10. WRFD	10. WHOK-FM			
11. WHOK-FM	11. WVKO-FM				
12. WLW	12. WHOK-FM				
13. WVKO	13. WMRN				
14. WCLT	14. WVKO				
15. WMRN	15. WRMZ-FM				

ADI FM SHARE: 52.77% (905 of 1715) (O/N 77: 47.86%)

AM STATIONS

WBNS, 1460, 5 KW/1 KW , MOR	ABC-I, \$68.25 (Blair)	Col Dispatch
WCOL, 1230, 1 KW/250 W , ROCK	, \$63.00 (Eastman)	Great Trails
WMNI, 920, 1 KW/500 W , COUNTRY	MBS, \$50.00 (Mc-Guild)	
WTVN, 610, 5 KW , MOR/AC	ABC-E, \$77.75 (Katz)	Taft
WRFD, 880, 5 KW (Days) , MOR/FARM	CBS, \$18.00 (Buckley)	
WCLT, 1430, 500W (Days) , MOR	MBS, \$ 6.87 (PRO)	(NEWARK)
WMRN, 1490, 1 KW/250 W , MOR	, \$10.79 (----)	(MARION)
WVKO, 1580, 1 KW (Days) , BLACK	MBN,NBN, \$21.67 (Howard)	

FM STATIONS

WBBY-FM, 103.9, 2 KW @ 360, JAZZ	ABC-F, \$10.00 (----)	
WBNS-FM, 97.1, 26 KW @ 660, BTFL MUS (Schulke)	, \$68.25 (Blair)	Col Dispatch
WHOK-FM, 95.5, 50 KW @ 225, COUNTRY	, \$10.00 (----)	(LANCASTER)
WLVQ-FM, 96.3, 40 KW @ 570, AOR (Burk-Abr)	, \$28.00 (Katz)	Taft
WNCI-FM, 97.9, 175 KW @ 565, ROCK	ABC-C, \$60.00 (RKO)	Nationwide
WVKO-FM, 94.7, 52 KW @ 220, BLACK	, \$10.00 (Howard)	
WXGT-FM, 50 KW @ 311, ROCK	, \$60.00 (Eastman)	Great Trails

TV STATIONS

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

NEWSPAPERS

Columbus Dispatch, Citizen Journal	ME	308,051
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DALLAS-FT WORTH

SRDS Market # 10; ADI # 10
 FCC Revenue Rank # 9
 FCC Income Rank # 17
 APR 15.5
 SMSA Pop: 2,623,200

Revenue : \$22,515,315
 Income : \$ 2,635,821
 FM Rev : \$ 8,494,616
 FM Inc : \$ 331,437
 Comb Rev : \$31,009,931
 Comb Inc : \$ 2,967,258

National Rev : \$7,278,417
 Nat Rev per Cap : \$2.77
 Tot Rev per Cap : \$11.82
 Tot Inc per Cap : \$1.13
 Profit Margin : 9.6%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KVIL-FM 295/8.8	9.2	5.6	1. WBAP 699	1. WBAP 9842/18.0
2. WBAP 262/7.8	11.6	8.9	2. KVIL-FM 322	2. KRLD 6727/22.9
3. KRLD 243/7.2	4.8	7.7	3. KRLD 299	3. KVIL-FM 3900/16.2
4. KSCS-FM 214/6.4	6.5	6.3	4. KSCS-FM 265	4. KFJZ-FM 3428/13.8
5. KMEZ-FM 195/5.8	4.8	5.4	5. KMEZ-FM 230	5. KSCS-FM 3257/12.5
6. KOAX-FM 187/5.6	6.1	6.1	6. KOAX-FM 209	6. WFAA 3245/10.3
7. KKDA-FM 186/5.5	5.7	5.7	7. KKDA-FM 200	7. KLIF 3054/10.2
8. KFJZ-FM 165/4.9	6.2	5.1	8. KFJZ-FM 193	8. KMEZ-FM 2715/10.8
9. KTXQ-FM 153/4.6	2.8	2.7	9. KTXQ-FM 182	9. KKDA-FM 2640/10.8
10. KNUS-FM 136/4.1	2.3	3.6	10. WFAA 164	10. KOAX-FM 2605/10.9
11. WFAA 134/4.0	3.2	2.7	11. KNUS-FM 142	11. KNUS-FM 2602/11.1
12. KNOK-FM 114/3.4	2.9	2.2	12. KLIF 126	12. KZEW-FM 2344/ 8.9
13. KBOX 112/3.3	3.7	3.9	13. KBOX 117	13. KTXQ-FM 2233/ 9.1
14. KZEW-FM 104/3.1	4.0	3.1	KNOK-FM 117	14. KNOK-FM 1970/ 8.6
15. KLIF 99/2.9	3.2	4.5	15. KZEW-FM 114	15. KBOX 1837/ 7.7

12+ FM SHARE (METRO): 64.58% (2086 of 3230) (O/N 77: 56.45%)
 12+ FM SHARE (TSA) : 56.77% (2323 of 4092) (O/N 77: 49.30%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFJZ-FM	1. KVIL-FM	1. KVIL-FM	1. KVIL-FM	1. WBAP	1. WBAP
2. KNUS-FM	2. KKDA-FM	2. KSCS-FM	2. KSCS-FM	2. KRLD	2. KRLD
3. KKDA-FM	3. KTXQ-FM	3. KKDA-FM	3. WBAP	3. KSCS-FM	3. KVIL-FM
4. KNOK-FM	4. KMGC-FM	4. KBAP	4. KRLD	4. KMEZ-FM	4. KSCS-FM
5. KTXQ-FM	5. KZEW-FM	5. KTXQ-FM	5. KMEZ-FM	5. KOAX-FM	5. WFAA
6. KVIL-FM	6. KNUS-FM	6. KRLD	6. KOAX-FM	6. KVIL-FM	6. KFJZ-FM
7. KSCS-FM	7. KSCS-FM	7. KNUS-FM	7. KBOX	7. KBOX	7. KOAX-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	189 (3)	941 (6)	1130 (9)	35.0
COUNTRY	410 (4)	214 (1),	624 (5)	19.3
BTFL MUS		460 (3)	460 (3)	14.2
NEWS/INFO/TALK	377 (2)		377 (2)	11.7
BLACK	48 (2)	300 (2)	348 (4)	10.8
MOR	39 (2)	56 (1)	95 (3)	2.9
RELIGION	81 (2)	14 (1)	95 (3)	2.9
CLASSICAL		47 (1)	47 (1)	1.5
SPANISH		54 (1)	54 (1)	1.7
			<u>3230 (31)</u>	

DALLAS-FT. WORTH ADIOTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WBAP	1. WBAP	1. KRLD	KAAM	1310	.7
2. KVIL-FM	2. KRLD	2. KVIL-FM	KAFM-FM	92.5	1.7
3. KRLD	3. KVIL-FM	3. WBAP	KESS-FM	93.9	1.6
4. KSCS-FM	4. KFJZ-FM	4. KSCS-FM	KFJZ	1270	1.7
5. KMEZ-FM	5. KSCS-FM	5. KKDA-FM	KJIM	870	.4
6. KOAX-FM	6. WFAA	6. KBOX	KKDA	730	.6
7. KKDA-FM	7. KLIF	7. KNOK-FM	KMGC-FM	102.9	2.6
8. KFJZ-FM	8. KOAX-FM	8. KOAX-FM	KNOK	970	.8
9. KTXQ-FM	9. KNUS-FM	9. WFAA	KPBC	1040	1.5
10. WFAA	10. KMEZ-FM	10. KFJZ-FM	KPLX-FM	99.5	2.3
11. KNUS-FM	11. KKDA-FM		KRXV	1540	.4
12. KLIF	12. KZEW-FM		KSKY	660	.9
13. KNOK-FM	13. KTXQ-FM		KVIL	1150	1.0
KBOX	14. KNOK-FM		KWJS-FM	94.9	.4
15. KZEW-FM	15. KBOX		KXOL	1360	.7
			WRR-FM	101.1	1.4

ADI FM SHARE: 60.46% (2232 of 3692)

DALLAS METRO 1/4/SHAREFT. WORTH METRO 1/4/SHARE

1. KVIL-FM	192/8.7
2. KKDA-FM	177/8.0
3. KRLO	174/7.9
4. KMEZ-FM	123/5.6
5. KSCS-FM	119/5.4
6. KNUS-FM	118/5.3
KOAX-FM	118/5.3
8. WBAP	115/5.2
9. KBOX	112/5.1
10. KTXQ-FM	99/4.5
11. KLIF	88/4.0
12. KFJZ-FM	84/3.8
13. WFAA	77/3.5
14. KNOK-FM	72/3.3
15. KZEW-FM	66/3.0

1. WBAP	146/13.1
2. KVIL-FM	102/ 9.2
3. KSCS-FM	96/ 8.6
4. KFJZ-FM	78/ 7.0
5. KOAX-FM	70/ 6.3
KMEZ-FM	70/ 6.3
7. KRLD	64/ 5.7
8. KTXQ-FM	53/ 4.8
9. WFAA	52/ 4.7
10. KFJZ	42/ 3.8
11. KNOK-FM	41/ 3.7
12. KZEW-FM	35/ 3.1
13. KPLX-FM	33/ 3.0
14. KMGC-FM	31/ 2.8
15. KXOL	22/ 2.0

FM SHARE: 65.82%

FM SHARE: 63.10%

AM STATIONS

KBOX, 1480, 5 KW/1 KW, COUNTRY	, \$ 86.25	(Mc-Guild)	Group One
KFJZ, 1270, 5 KW, ROCK	, \$ 72.80	(Christal)	Swanson
KLIF, 1190, 50 KW/5 KW, CONTEMP	, \$ 52.50	(RKO)	
KRLD, 1080, 50 KW, NEWS/MOR	ABC-I, \$111.25	(Metro)	Metromedia
WBAP, 820, 50 KW, COUNTRY	NBC, \$145.00	(Eastman)	Capital Cities
WFAA, 570, 5 KW, NEWS/TALK	MBS, CBS, \$ 42.00	(Katz)	Belo
KXOL, 1360, 5 KW/1 KW, COUNTRY	, \$ 27.50	(----)	Sigmar

FM STATIONS

KFJZ-FM, 97.1, 100 KW @ 1302, ROCK	, \$ 72.80	(Christal)	Swanson
KKDA-FM, 104.5, 100 KW @ 390, BLACK	, \$ 58.19	(HR/Stone)	
KMEZ-FM, 100.3, 89 KW @ 1280, BTFL MUS (Bonne)	, \$ 85.00	(Mc-Guild)	Group One
KMGC-FM, 102.9, 100 KW @ 1572, SOFT ROCK (TM)	, \$ 35.00	(Selcom)	Starr
KNOK-FM, 107.5, 100 KW @ 445, BLACK	, \$ 48.00	(Howard)	
KNUS-FM, 98.7, 100 KW @ 519, ROCK	ABC-F, \$ 48.75	(MMR)	
KOAX-FM, 105.3, 100 KW @ 1560, BTFL MUS (Schulke)	, \$ 81.25	(Buckley)	Metroplex
KPLX-FM, 99.5, 100 KW @ 1680, BTFL MUS	ABC-E, \$ 41.25	(Masla)	Susquehanna
KSCS-FM, 96.3, 99 KW @ 1680, COUNTRY	, \$ 75.00	(Eastman)	Cap. Cities
KTXQ-FM, 102.1, 100 KW @ 1420, AOR	MBS, \$ 63.00	(CBS-FM)	Metromedia
KVIL-FM, 103.7, 100 KW @ 1570, CONTEMP/MOR	ABC-C, \$135.00	(Blair)	Fairbanks
KZEW-FM, 97.9, 100 KW @ 1680, AOR	, \$ 60.00	(Katz)	Belo

TV STATIONS

KDFW	Dallas	4	CBS, Times-Mirror
KXTX	Dallas	39	IND, Christian Bdcst Net
WFAA	Dallas	8	ABC, Belo
KTVT	Ft. Worth	11	IND, Gaylord
KXAS	Ft. Worth	5	NBC, LIN

NEWSPAPERS

Dallas News	M	277,466, Belo
Dallas Times Herald	E	239,514
Ft. Worth Star-Telegram	ME	220,666, Capital Cities

DAYTON

SRDS Market #45; ADI #46	Revenue : \$6,826,827	National Rev : \$973,627
FCC Revenue Rank #41	Income : \$1,453,598	Nat Rev per Cap : \$1.17
FCC Income Rank #23	FM Rev : \$2,235,279	Tot Rev per Cap : \$10.94
APR 15.5	FM Inc : \$ 366,708	Tot Inc per Cap : \$2.20
SMSA Pop: 828,700	Comb Rev : \$9,062,106	Profit Margin : 20.1%
	Comb Inc : \$1,820,306	

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHIO-FM 198/18.8	16.1	16.1	1. WHIO-FM 261	1. WING 3191/36.7
2. WTUE-FM 142/13.5	6.4	7.5	2. WTUE-FM 198	2. WHIO-FM 2911/30.3
3. WHIO 130/12.3	19.3	14.5	3. WHIO 160	3. WHIO 2796/33.2
4. WING 119/11.3	11.7	11.6	4. WONE 154	4. WLW 2690/10.8
5. WONE 93/ 8.8	7.8	11.1	5. WING 153	5. WONE 2204/21.3
6. WAVI 81/ 7.7	6.4	8.4	6. WLW 135	6. WTUE-FM 1972/21.6
7. WDAO-FM 69/ 6.5	7.6	6.1	7. WAVI 91	7. WKRQ-FM 1163/ 5.2
8. WVUD-FM 34/ 3.2	2.4	5.0	8. WDAO-FM 89	8. WVUD-FM 1054/10.9
9. WLW 32/ 3.0	4.6	2.5	9. WKRQ-FM 77	9. WDAO-FM 900/10.7
10. WLWS-FM 17/ 1.6	.8	---	10. WVUD-FM 47	10. WPFB 586/ 1.1

12+ FM SHARE (METRO): 53.47% (524 of 980) (O/N 77: 43.82%)
 12+ FM SHARE (TSA) : 52.07% (793 of 1523) (O/N 77: 45.44%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTUE-FM	1. WTUE-FM	1. WHIO-FM	1. WHIO-FM	1. WHIO-FM	1. WHIO
WING	2. WING	2. WTUE-FM	2. WHIO	2. WHIO	2. WHIO-FM
3. WKRQ-FM	3. WDAO-FM	3. WING	3. WING	3. WONE	3. WING
4. WDAO-FM	4. WHIO-FM	4. WHIO	4. WONE	4. WAVI	4. WLW
	5. WVUD-FM	5. WONE	5. WTUE-FM	5. WING	5. WTUE-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	119 (1)	206 (4)	325 (5)	33.2
MOR	173 (4)		173 (4)	17.7
BTFM MUSIC		213 (3)	213 (3)	21.7
COUNTRY	93 (1)		93 (1)	9.5
NEWS/INFO/TALK	81 (1)		81 (1)	8.3
BLACK		69 (1)	69 (1)	7.0
RELIGION		26 (3)	26 (3)	2.7
			980 (18)	

DAYTON ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>		
1. WHIO-FM	1. WING	1. WDAO-FM	WBZI-FM	95.3 .9
2. WTUE-FM	2. WHIO-FM	2. WING	WFCJ-FM	93.7 .9
3. WHIO	3. WHIO	3. WHIO-FM	WPTW	1570 .2
4. WING	4. WTUE-FM	4. WONE	WPTW-FM	95.7 .6
5. WONE	5. WONE	5. WHIO	WKRQ-FM	101.9 1.2
6. WAVI	6. WLW	6. WTUE-FM	WLVV-FM	94.9 .9
7. WDAO-FM	7. WVUD-FM		WPBF-FM	105.9 .8
8. WLW	8. WDAO-FM		WPFB	910 .9
9. WIZE	9. WIZE			
10. WVUD-FM	10. WAVI			
11. WKBV	11. WOWO			
12. WFCJ-FM	12. WKBV			
13. WBLY	13. WKRQ-FM			
14. WOWO	14. CKLW			
15. WKRQ-FM	15. WFCJ-FM			

ADI FM SHARE: 50.07% (735 of 1468) (O/N 77: 40.92%)

AM STATIONS

WAVI, 1210, 250 W (Days), TALK/NEWS	ABC-E, \$34.00 (Howard)	
WHIO, 1290, 5 KW , MOR	CBS, \$63.00 (Christal)	Cox
WING, 1410, 5 KW , ROCK	, \$50.00 (Eastman)	Great Tr
WONE, 980, 5 KW , COUNTRY	, \$61.50 (Mc-Guild)	Group One
WIZE, 1340, 1 KW/250 W , ROCK	ABC-C, \$14.00 (Eastman)	Great Tr (SPRINGFIELD)
WKBV, 1490, 1 KW/250 W , MOR	ABC-I, \$12.63 (PRO) Central	(RICHMOND)
WBLY, 1600, 1 KW (Days) , MOR	MBS, \$13.50 (Regional)	(SPRINGFIELD)
WPFB, 910, 1 KW/100 W , MOR	, \$13.35 (Regional)	Braden (MIDDLETOWN)
CKLW - See Detroit	WOWO - See Ft. Wayne	
SEE CINCINNATI FOR ALL OTHER STATIONS		

FM STATIONS

WDAO-FM, 107.7, 50 KW @ 420, BLACK	MBN,NBN,ABC-C, \$32.63 (Howard)	
WHIO-FM, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$50.00 (Christal)	Cox
WTUE-FM, 104.7, 50 KW @ 370, ROCK	, \$36.50 (Mc-Guild)	Gr One
WVUD-FM, 99.9, 50 KW @ 500, ROCK	ABC-F, \$24.00 (Buckley)	Univ of Daytor
WFCJ-FM, 93.7, 59 KW @ 330, RELIGION	, \$? ? (---)	(MIAMISBURG)

TV STATIONS

WDTN	Dayton	2	NBC, Grinnell College
WHIO	Dayton	7	CBS, Cox
WKEF	Dayton	22	ABC

NEWSPAPERS

Dayton News	E	148,657
Dayton Journal & Herald	M	100,952
Springfield Sun, News	ME	<u>46,446</u>
		296,055, Cox

DENVER

SRDS Market # 23; ADI # 21
 FCC Revenue Rank # 15
 FCC Income Rank # 16
 APR 15.7
 SMSA Pop: 1,490,400

Revenue : \$18,055,758
 Income : \$ 2,823,054
 FM Rev : \$ 3,975,308
 FM Inc : \$ 702,730
 Comb Rev : \$22,031,066
 Comb Inc : \$ 3,525,784

National Rev : \$4,755,675
 Nat Rev per Cap : \$3.19
 Tot Rev per Cap : \$14.78
 Tot Inc per Cap : \$2.37
 Profit Margin : 16.0%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>O/N 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KOA	220/11.3	7.7	9.8	1. KOA	355	1. KOA	5613/31.2	1. KOA	355	1. KOA	5613/31.2
2. KHOW	159/ 8.1	9.5	7.3	2. KIMN	222	2. KIMN	4483/24.1	2. KIMN	222	2. KIMN	4483/24.1
	KIMN 159/ 8.1	5.6	3.9	3. KHOW	186	3. KHOW	3118/18.8	3. KHOW	186	3. KHOW	3118/18.8
4. KLIR-FM	157/ 8.0	7.6	6.7	4. KLIR-FM	169	4. KLZ	2481/10.7	4. KLZ	169	4. KLZ	2481/10.7
5. KBPI-FM	92/ 4.7	8.7	10.0	5. KLZ	137	5. KLIR-FM	2469/18.9	5. KLIR-FM	137	5. KLIR-FM	2469/18.9
6. KOSI-FM	90/ 4.6	5.7	4.7	6. KAZY-FM	129	6. KTLK	2139/15.7	6. KTLK	129	6. KTLK	2139/15.7
7. KTLK	80/ 4.1	4.3	4.8	7. KOSI-FM	98	7. KOAQ-FM	2078/11.5	7. KOAQ-FM	98	7. KOAQ-FM	2078/11.5
8. KPPL-FM	79/ 4.0	.5	.8	8. KBPI-FM	93	8. KAZY-FM	2039/11.0	8. KAZY-FM	93	8. KAZY-FM	2039/11.0
9. KAZY-FM	76/ 3.9	5.1	3.1	9. KTLK	83	9. KBPI-FM	1806/14.4	9. KBPI-FM	83	9. KBPI-FM	1806/14.4
10. KLZ	72/ 3.7	2.2	2.6		KPPL-FM 83	10. KOSI-FM	1729/12.1	10. KOSI-FM	83	10. KOSI-FM	1729/12.1
11. KVOD-FM	69/ 3.5	3.9	4.5	11. KOAQ-FM	80	11. KKKX-FM	1485/10.3	11. KKKX-FM	80	11. KKKX-FM	1485/10.3
12. KOSI	64/ 3.3	3.5	5.0	12. KVOD-FM	72	12. KOSI	1363/10.6	12. KOSI	72	12. KOSI	1363/10.6
	KLAK 64/ 3.3	2.7	3.3	13. KLAK	68	13. KIMN-FM	1197/ 8.2	13. KIMN-FM	68	13. KIMN-FM	1197/ 8.2
14. KOAQ-FM	60/ 3.1	2.6	3.0	14. KKKX-FM	67	14. KPPL-FM	1181/ 8.7	14. KPPL-FM	67	14. KPPL-FM	1181/ 8.7
15. KKKX-FM	57/ 2.9	2.7	4.6	15. KOSI	65	15. KDEN	1036/ 7.9	15. KDEN	65	15. KDEN	1036/ 7.9

12+ FM SHARE (METRO): 44.18% (804 of 1820) (O/N 77: 43.41%)
 12+ FM SHARE (TSA) : 40.89% (933 of 2282) (O/N 77: 41.56%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KIMN	1. KIMN	1. KHOW	1. KHOW	1. KOA	1. KOA
2. KTLK	2. KHOW	2. KOA	2. KOA	2. KLIR-FM	2. KHOW
3. KAZY-FM	KBPI-FM	3. KLIR-FM	3. KLIR-FM	3. KHOW	3. KIMN
	4. KPPL-FM	4. KIMN	4. KPPL-FM	4. KOSI-FM	4. KLZ
5. KKKX-FM	5. KAZY-FM	5. KPPL-FM	5. KIMN	5. KVOD-FM	5. KLIR-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	274 (3)	466 (8)	740 (11)	40.7
MOR	468 (5)		468 (5)	25.7
BIFL MUSIC	64 (1)	247 (2)	311 (3)	17.1
COUNTRY	116 (2)		116 (2)	6.4
NEWS/INFO/TALK	47 (2)		47 (2)	2.6
CLASSICAL		69 (1)	69 (1)	3.8
BLACK	19 (1)		19 (1)	1.0
RELIGION	28 (1)		28 (1)	1.5
JAZZ		22 (1)	22 (1)	1.2
			<u>1820 (27)</u>	

DENVER ADIOTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KOA	1. KOA	1. KOA	KADX-FM	105.1	1.1
2. KIMN	2. KIMN	2. KHOW	KBCO-FM	97.3	1.7
3. KHOW	3. KHOW	3. KLIR-FM	KBRN	800	.5
4. KLIR-FM	4. KLIR-FM	4. KIMN	KDEN	1340	1.7
5. KAZY-FM	5. KTLK	5. KOSI	KDKO	1510	1.0
6. KOSI-FM	6. KOAQ-FM	6. KERE	KERE	710	2.7
7. KLZ	7. KLZ	7. KAZY-FM	KFML	1390	1.8
8. KBPI-FM	8. KAZY-FM	8. KXXK-FM	KIMN-FM	98.5	2.1
9. KTLK	9. KBPI-FM	9. KLAK	KLMO	1060	.4
10. KPPL-FM	10. KOSI-FM	10. KOSI-FM	KRKS	990	1.4
11. KOAQ-FM	11. KXXK-FM		KWBZ	1150	.7
12. KVOD-FM	12. KOSI		KTCL-FM	93.3	1.5
13. KLAK	13. KPPL-FM				
14. KXXK-FM	14. KIMN-FM				
15. KOSI	15. KLAK				

ADI FM SHARE: 40.77% (912 of 2237) (O/N 77: 43.26%)

AM STATIONS

KDEN, 1340, 1 KW/250 W, NEWS	NBC, \$19.25 (Sav Gates)	
KERE, 710, 5 KW, COUNTRY	MBS, \$33.25 (HR/Stone)	Mission
KHOW, 630, 5 KW, MOR/AC	, \$95.00 (RAR)	Doubleday
KIMN, 950, 5 KW, ROCK	, \$48.50 (Blair)	Jeff-Pilot
KLAK, 1600, 5 KW, COUNTRY	, \$31.75 (Eastman)	McCoy
KLZ, 560, 5 KW, MOR	ABC-E, \$45.00 (Mc-Guild)	Group One
KOA, 850, 50 KW, MOR	CBS, \$72.25 (Katz)	GE
KOSI, 1430, 5 KW, BTFL MUS	, \$23.50 (Torbet)	Armstrong
KTLK, 1280, 5 KW, ROCK	ABC-C, \$41.00 (Masla)	Welcome Radio

FM STATIONS

KAZY-FM, 106.7, 94 KW @ 960, AOR (Burk-Abr)	, \$45.00 (Mc-Guild)	Group One
KBPI-FM, 105.9, 100 KW @ 200, AOR	, \$53.75 (RKO)	
KIMN-FM, 98.5, 50 KW @ 720, ROCK	, \$25.00 (Blair)	Jeff-Pilot
KLIR-FM, 100.3, 100 KW @ 500, BTFL MUS (Schulke)	, \$51.00 (Selcom)	
KOAQ-FM, 103.5, 100 KW @ 1061, ROCK (TM)	, \$25.00 (Katz)	GE
KOSI-FM, 101.1, 100 KW @ 780, BTFL MUS (Bonne)	, \$25.00 (Torbet)	Armstrong
KVOD-FM, 99.5, 100 KW @ 380, CLASSICAL	, \$28.50 (CMBS)	
KPPL-FM, 107.5, 100 KW @ 670, CONTEMP (??)	, \$30.00 (Eastman)	McCoy
KXXK-FM, 95.7, 100 KW @ 725, AOR*	, \$45.00 (RAR)	Doubleday

*Station recently switched to beautiful music

TV STATIONS

KBTV	Denver	9	ABC, Combined Communications
KMGH	Denver	7	CBS, McGraw-Hill
KOA	Denver	4	NBC, General Electric
KWGN	Denver	2	IND, The Tribune Co.

NEWSPAPERS

Denver Post	E	258,808
Rocky Mountain News	M	251,909, Scripps-Howard

DES MOINES

SRDS Market # 111
 FCC Revenue Rank # 55
 FCC Income Rank # 67
 APR 13.2
 SMSA Pop: 336,600

Revenue : \$5,514,366
 Income : \$ 436,191
 FM Rev : \$ 671,037
 FM Inc : \$ 34,569
 Comb Rev : \$6,185,403
 Comb Inc : \$ 470,760

National Revenue : \$1,177,320
 Nat Rev per Cap : \$3.50
 Total Rev per Cap: \$18.38
 Total Inc per Cap: \$1.40
 Profit Margin : 7.6%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>O/N 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WHO	57/15.7	14.5	15.0	1. WHO	294	1. WHO	3998/30.5				
2. KSO	54/14.9	10.6	16.6	2. KIOA	121	2. KIOA	2613/32.8				
3. KRNT	47/12.9	14.8	10.5	3. KLYF-FM	104	3. KLYF-FM	1469/22.7				
4. KLYF-FM	39/10.7	13.6	15.8	4. KSO	89	4. KSO	1329/24.2				
5. KIOA	37/10.2	10.3	9.2	5. KMGK-FM	68	5. KMGK-FM	1244/20.1				
6. KMGK-FM	30/ 8.3	7.5	5.8	6. KRNT	55	6. KRNT	1130/29.3				
7. KGGO-FM	29/ 8.0	6.4	5.8	7. KRNT	55	7. KRNT	950/15.5				
8. KRNT	24/ 6.6	7.0	5.5	8. KRNT	55	8. KRNT	950/15.5				
9. KRNT	24/ 6.6	7.0	5.5	8. KGGO-FM	39	8. KGGO-FM	624/14.7				
9. KCBC	10/ 2.8	7.0	4.7	9. KRNT	55	9. KRNT	950/15.5				
10. KANY-FM	7/ 1.9	1.9	---	9. KCBC	16	9. KLFM-FM	284/ 3.2				
				10. KANY-FM	13	10. KCBC	241/ 8.0				

12+ FM SHARE (METRO): 39.70% (135 of 340) (O/N 77: 37.47%)
 12+ FM SHARE (TSA) : 33.91% (295 of 870) (O/N 77: 29.48%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KMGK-FM	1. KIOA	1. KSO	1. KSO	1. KSO	1. WHO
2. KIOA	2. KGGO-FM	2. KRNT	2. KRNT	2. WHO	2. KSO
3. KGGO-FM	3. KRNT	3. KIOA	3. KLYF-FM	3. KLYF-FM	3. KIOA
4. KRNT	4. KRNT	4. KLYF-FM	4. KIOA	4. KRNT	4. KRNT

OTHER RATED STATIONS/METRO SHARE

KDMI-FM 97.3 .6 KLFM-FM 104.1 1.1

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	47 (2)	83 (3)	130 (5)	38.2
VARIETY	57 (1)		57 (1)	16.8
COUNTRY	54 (1)		54 (1)	15.9
MOR	47 (1)	4 (1)	51 (2)	15.0
BTFL MUSIC		39 (1)	39 (1)	11.5
RELIGION		2 (1)	2 (1)	0.6
UNKNOWN		7 (1)	7 (1)	0.2
			<u>340 (12)</u>	

AM STATIONS

KCBC, 1390, 1 KW	, AOR (Burk-Abr)	ABC-C, \$16.00 (PRO)	Black Hawk
KIOA, 940, 10 KW/5 KW	, CONTEMP	, \$39.83 (Eastman)	Mid America
KRNT, 1350, 5 KW	, MOR	CBS, \$30.50 (Katz)	Stauffer
KSO, 1460, 5 KW	, COUNTRY	ABC-I, \$34.25 (Torbet)	Stoner
WHO, 1040, 50 KW	, VAR/TALK/COUNTRY	NBC, \$60.75 (Blair)	Palmer

FM STATIONS

KANY-FM, 106.3, 3 KW @ 300, ? ?	, \$ 5.50 (-----)	(ANKENY)
KLYF-FM, 100.3, 100 KW @ 1700, BTFL MUS (Schulke)	, \$19.00 (Blair)	Palmer
KMGK-FM, 93.3, 100 KW @ 420, ROCK	, \$22.13 (Eastman)	Mid America
KRNT-FM, 102.5, 100 KW @ 514, ROCK	, \$21.50 (Katz)	Stauffer
KLFM-FM, 104.1, 100 KW @ 465, MOR/AC	ABC-F, \$12.50 (----)	(AMES)
KGGO-FM, 94.9, 100 KW @ 300, AOR	, \$23.00 (Torbet)	Stoner

TV STATIONS

KCCI Des Moines 8	CBS, Cowles	WHO Des Moines 13	NBC
WOI Ames 5	ABC, Iowa State	KVFD Fort Dodge 50	NBC, PBS

NEWSPAPER

Des Moines Register, Tribune ME 315,526

DETROIT

SRDS Market # 5; ADI # 7
 FCC Revenue Rank # 7
 FCC Income Rank # 7
 APR 15.9
 SMSA Pop: 4,387,900

Revenue : \$27,991,969
 Income : \$ 4,456,397
 FM Rev : \$12,578,145
 FM Inc : \$ 2,955,252
 Comb Rev : \$40,570,114
 Comb Inc : \$ 7,411,649

National Rev : \$8,833,561
 Nat Rev per Cap : \$2.01
 Tot Rev per Cap : \$9.25
 Tot Inc per Cap : \$1.69
 Profit Margin : 18.3%

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WJR	769/13.6	16.9	12.7	1. WJR	1117	1. WJR	16071/31.3	
2. CKLW	311/ 5.5	3.7	5.8	2. CKLW	574	2. CKLW	14249/21.6	
3. WABX-FM	304/ 5.4	3.3	3.3	3. WRIF-FM	322	3. WRIF-FM	7851/19.6	
4. WRIF-FM	294/ 5.2	7.2	6.8	4. WABX-FM	316	4. WWJ	6875/17.6	
5. WJLB	285/ 5.0	3.8	3.5	5. WNIC-FM	308	5. WWWW-FM	5538/14.1	
6. WNIC-FM	284/ 5.0	4.4	4.9	6. WOMC-FM	303	6. WNIC-FM	5438/13.7	
7. WOMC-FM	282/ 5.0	4.7	3.3	7. WWJ	286	7. WABX-FM	5413/14.1	
8. WWJ	265/ 4.7	4.7	6.3	8. WJLB	285	8. WJR-FM	5401/13.2	
9. WWJ-FM	241/ 4.3	4.5	4.6	9. WDRQ-FM	272	9. WDRQ-FM	5292/13.0	
10. WXYZ	237/ 4.2	3.9	3.8	10. WWWW-FM	263	10. WXYZ	5211/14.4	
11. WDRQ-FM	236/ 4.2	3.7	3.9	11. WJR-FM	259	11. WWJ-FM	4298/11.7	
WJR-FM	236/ 4.2	5.8	5.8	12. WWJ-FM	244	12. WOMC-FM	3989/ 9.9	
13. WWWW-FM	235/ 4.2	3.4	5.0	13. WXYZ	239	13. WJLB	3800/10.7	
14. WCZY-FM	202/ 3.6	---	---	14. WCZY-FM	206	14. WMJC-FM	3712/ 8.9	
15. WJZZ-FM	185/ 3.3	2.3	2.0	15. WJZZ-FM	191	15. WJZZ-FM	3120/ 8.3	

12+ FM SHARE (METRO): 55.79% (2970 of 5324) (O/N 77: 53.69%)
 12+ FM SHARE (TSA) : 51.48% (3202 of 6220) (O/N 77: 50.14%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WDRQ-FM	1. WABX-FM	1. WJR	1. WJR	1. WJR	1. WJR
2. WRIF-FM	2. WNIC-FM	2. WNIC-FM	2. CKLW	2. WWJ-FM	2. CKLW
3. WWWW-FM	3. WRIF-FM	3. WOMC-FM	3. WOMC-FM	3. WJR-FM	3. WWJ
4. WABX-FM	4. WWWW-FM	4. WABX-FM	4. WXYZ	4. WWJ	4. WJLB
5. WJLB	5. WOMC-FM	5. CKLW	5. WNIC-FM	5. WCZY-FM	WXYZ
6. CKLW	6. CKLW	6. WRIF-FM	6. WJR-FM	6. WOMC-FM	6. WRIF-FM
7. WCHB	7. WXYZ	7. WJLB	7. WWJ-FM	7. CKLW	7. WWWW-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	415 (3)	1499 (6)	1914 (9)	36.0
MOR	844 (3)	282 (1)	1126 (4)	21.1
BTFL MUSIC		679 (3)	679 (3)	12.8
BLACK	398 (2)	120 (1)	518 (3)	9.7
NEWS/INFO/TALK	502 (2)		502 (2)	9.4
COUNTRY	142 (1)	104 (2)	246 (3)	4.6
JAZZ		185 (1)	185 (1)	3.5
RELIGION	28 (1)	19 (1)	47 (2)	0.9
ETHNIC	25 (1)	53 (1)	78 (2)	1.5
CLASSICAL		29 (1)	29 (1)	0.5
			<u>5324 (30)</u>	

DETROIT ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WJR	1. WJR	1. WJR	WBFG	98.7	.5
2. CKLW	2. CKLW	2. WJLB	WCAR	1130	.9
3. WABX-FM	3. WRIF-FM	3. WWJ-FM	WCHB	1440	2.0
4. WRIF-FM	4. WWJ	4. WWJ	WDEE	1500	2.5
5. WNIC-FM	5. WNIC-FM	5. WDRQ-FM	WGPR-FM	107.5	2.1
6. WOMC-FM	6. WABX-FM	6. WJR-FM	WHLS	1450	.4
7. WJLB	7. WWW-FM	7. WOMC-FM	WIID	1090	.4
8. WWJ	8. WDRQ-FM	8. WRIF-FM	WMJC-FM	94.7	2.6
9. WDRQ-FM	9. WXYZ	9. WABX-FM	WMUZ-FM	103.5	.3
10. WWW-FM	10. WJR-FM	10. WXYZ	WMZK-FM	97.9	.9
11. WJR-FM	11. WWJ-FM		WQRS-FM	105.1	.5
12. WWJ-FM	12. WOMC-FM		WTWR-FM	92.3	1.0
13. WXYZ	13. WJLB		WWKR	1310	.8
14. WCZY-FM	14. WMJC-FM		WHND	560	1.1
15. WJZZ-FM	15. WJZZ-FM		CKLW-FM	93.9	.8

ADI FM SHARE: 56.56% (3171 of 5606) (O/N 77: 53.69%)

AM STATIONS

CKLW, 800, 50 KW	, CONTEMP	, \$125.62 (RKO)	
WJLB, 1400, 1 KW/250 W	, BLACK	, \$ 67.50 (HR/Stone)	Booth
WJR, 760, 50 KW	, MOR	NBC, \$183.25 (Katz)	Capital Cities
WWJ, 950, 5 KW	, NEWS	CBS, \$ 70.00 (CBS Spot)	Detroit News
WXYZ, 1270, 5 KW	, TALK	ABC-I, \$ 83.75 (Blair)	ABC
WCHB, 1440, 1 KW	, BLACK	NBN, \$ 48.50 (Howard)	

FM STATIONS

WABX-FM, 99.5, 6.5 KW @ 870, AOR		, \$ 78.75 (Selcom)	Century
WCZY-FM, 95.5, 165 KW @ 430, BTFL MUS (Churchill)		, \$ 36.25 (Christal)	Combined
WDRQ-FM, 93.1, 20 KW @ 500, ROCK		, \$ 55.00 (Torbet)	Charter
WJR-FM, 96.3, 50 KW @ 480, BTFL MUS (Bonne)		, \$ 57.25 (Katz)	Capital Cit
WJZZ-FM, 105.9, 34 KW @ 300, JAZZ		, \$ 57.50 (Howard)	
WMJC-FM, 94.7, 10 KW @ 950, SOFT ROCK		, \$ 73.86 (Eastman)	Greater Media
WNIC-FM, 100.3, 50 KW @ 400, SOFT ROCK		, \$ 82.75 (Mc-Guild)	
WOMC-FM, 104.3, 190 KW @ 416, SOFT ROCK/MOR		, \$ 74.00 (Metro)	Metromedia
WRIF-FM, 101.1, 27 KW @ 880, ROCK	ABC-F, \$105.00 (Blair)		ABC
WWJ-FM, 97.1, 12 KW @ 892, BTFL MUS (FM-100)		, \$ 37.50 (CBS Spot)	Detroit News
WWW-FM, 106.7, 61 KW @ 508, AOR (Burk-Abr)		, \$ 58.50 (Buckley)	Starr

TV STATIONS

CBET Windsor 9	CBC,CBC	WDIV Detroit 4	NBC, Post-News
WGPR Detroit 62	IND	WXON Detroit 20	IND
WJBK Detroit 2	CBS,Storer	WXYZ Detroit 7	ABC,ABC
WKBD Detroit 50	IND,Field		

NEWSPAPERS

Detroit Free Press	M	620,961, Knight-Ridder
Detroit News	E	629,217

EL PASO

SRDS Market # 88
 FCC Revenue Rank # 97
 FCC Income Rank # 313
 APR 15.2
 SMSA Pop: 442,500

Revenue : \$3,265,834
 Income : \$ -644,713
 FM Rev : \$ 521,678
 FM Inc : \$ 1,343
 Comb Rev : \$3,787,512
 Comb Inc : \$ -643,370

National Revenue : \$1,213,090
 Nat Rev per Cap : \$2.74
 Total Rev per Cap: \$8.56
 Total Inc per Cap: \$-1.45
 Profit Margin : NA

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KAMA 67/13.1	16.5	14.9	1. KINT-FM 72	1. XROK 1217/20.0
2. KINT-FM 60/11.7	10.4	8.1	2. KAMA 67	2. KINT-FM 1124/27.8
3. KPAS-FM 55/10.7	10.4	4.8	3. KPAS-FM 58	3. KHEY 856/20.7
4. KEZB-FM 48/ 9.4	10.2	6.6	4. KFIM-FM 56	4. KELP 730/21.2
5. KHEY 44/ 8.6	7.3	12.8	5. KHEY 52	5. KEZB-FM 714/19.3
6. KELP 31/ 6.1	4.5	7.2	6. KEZB-FM 50	6. KPAS-FM 670/18.9
7. XROK 23/ 4.5	8.7	7.4	7. XROK 42	7. KFIM-FM 669/10.9
8. KFIM-FM 21/ 4.1	---	---	8. KELP 32	8. KTSM-FM 485/11.3
9. KSET-FM 17/ 3.3	---	1.7	9. KSET-FM 17	9. KAMA 465/13.6
10. KLOZ-FM 16/ 3.1	2.1	2.1	KTSM 17	10. KSET-FM 408/11.4

12+ FM SHARE (METRO): 50.41% (246 of 488) (O/N 77: 40.04%)
 12+ FM SHARE (TSA) : 52.74% (308 of 584) (O/N 77: 40.96%)

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

OTHER RATED STATIONS/METRO SHARE

KAMA-FM	93.1	2.0	KROD	600	2.5	XCJC	1490	.4
KINT	1590	1.4	KSET	1340	2.0	XEFV	1000	1.8
KISO	1150	1.4	KTSM	1380	2.5	XEJ	970	1.8
KLAQ-FM	95.5	1.6	KTSM-FM	99.9	2.1	XEP	1300	1.4

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	61 (3)	155 (5)	216 (8)	44.3
SPANISH	94 (5)	10 (1)	104 (6)	21.3
COUNTRY	44 (1)	16 (1)	60 (2)	12.3
BTFM MUSIC		48 (1)	48 (1)	9.8
DISCO	10 (1)	17 (1)	27 (2)	5.5
NEWS/INFO/TALK	13 (1)		13 (1)	2.7
MOR	13 (1)		13 (1)	2.7
RELIGION	7 (1)		7 (1)	1.4
			<u>488 (22)</u>	

AM STATIONS

KAMA, 1060, 10 KW (Days), SPANISH, \$30.81 (Eastman)
 KELP, 920, 1 KW/250 W, CONTEMP, \$12.50 (Buckley) Clear Channel
 KHEY, 690, 10 KW, COUNTRY, ABC-I, \$30.25 (Katz)
 KTSM, 1380, 5 KW/500 W, NEWS, MBS,NBC, \$ 7.00 (PRO)
 XROK, 800, 150 KW, ROCK, \$12.00 (Mc-Guild)

FM STATIONS

KEZB-FM, 96.3, 100 KW @ 1388, BTFM MUS (Schulke), \$16.50 (Katz)
 KFIM-FM, 92.3, 100 KW @ ? ?, ROCK, \$? ? (-----)
 KINT-FM, 97.5, 60 KW @ 1080, ROCK, ABC-C, \$13.50 (Selcom)
 KLOZ-FM, 102.1, 57 KW @ 1160, COUNTRY, ABC-E, \$ 8.50 (Gates)
 KPAS-FM, 93.9, 100 KW @ 980, AOR, \$14.00 (HR/Stone)
 KSET-FM, 94.7, 100 KW @ 732, DISCO (Burk-Abr), \$11.00 (Lotus)
 KTSM-FM, 99.9, 100 KW @ 1820, ROCK (Drake-Chen), \$ 7.50 (PRO)

TV STATIONS

KDBC El Paso 4 CBS, Charleston (SC) News
 KTSM El Paso 9 NBC KVIA El Paso 13 ABC, Marsh Media

NEWSPAPERS El Paso Herald-Post E 35,860, Scripps-Howard

EUGENE-SPRINGFIELD

SRDS Market # 144
 FCC Revenue Rank # 97
 FCC Income Rank # 278
 APR 14.3
 SMSA Pop: 254,100

Revenue : \$3,308,208
 Income : \$ -88,563
 FM Rev : \$ 219,679
 FM Inc : \$ -54,316
 Comb Rev : \$3,527,887
 Comb Inc : \$ -142,879

National Revenue : \$784,799
 Nat Rev per Cap : \$3.09
 Total Rev per Cap: \$13.88
 Total Inc per Cap: \$-.56
 Profit Margin : NA

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KUGN 36/11.9	16.8	18.7	1. KPNW 56	1. KUGN 919/35.5
2. KPNW-FM 35/11.6	13.2	10.7	2. KUGN 45	2. KPNW 886/20.7
3. KBDF 32/10.6	10.0	11.8	3. KPNW-FM 41	3. KBDF 645/27.9
4. KPNW 30/ 9.9	10.0	13.5	4. KBDF 35	4. KEED 518/22.2
KEED 30/ 9.9	9.6	7.3	5. KEED 32	5. KPNW-FM 501/16.7
KATR 30/ 9.9	4.6	4.5	6. KATR 31	6. KSND-FM 488/20.3
7. KSND-FM 23/ 7.6	9.3	5.9	7. KSND-FM 25	7. KATR 425/18.5
8. KASH 20/ 6.6	3.2	2.1	8. KASH 20	8. KASH 330/15.0
9. KZEL-FM 14/ 4.6	3.2	5.9	9. KZEL-FM 19	9. KUGN-FM 296/12.0
10. KUGN-FM 13/ 4.3	---	---	10. KUGN-FM 13	10. KZEL-FM 287/10.9

12+ FM SHARE (METRO): 32.00% (88 of 275) (O/N 77: 29.57%)
 12+ FM SHARE (TSA) : 29.79% (101 of 339) (O/N 77: 29.92%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KBDF	1. KSND-FM	1. KBDF	1. KPNW-FM	1. KPNW-FM	1. KUGN
2. KSND-FM	2. KBDF	KUGN	2. KPNW	2. KPNW	2. KEED
3. KASH	KASH	3. KPNW	3. KUGN	3. KATR	3. KATR

OTHER RATED STATIONS/METRO SHARE

KBMC-FM	94.5	1.0	KORE	1050	1.3
KNND	1400	1.0	KGO	810	.7

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	55 (3)	50 (3)	105 (6)	38.2
MOR	66 (2)		66 (2)	24.0
COUNTRY	60 (2)		60 (2)	21.8
BTFL MUSIC		35 (1)	35 (1)	12.7
RELIGION	4 (1)	3 (1)	7 (2)	2.5
NEWS/INFO/TALK	2 (1)		2 (1)	0.7
			275 (14)	

AM STATIONS

KASH, 1600, 5 KW/1 KW , ROCK	MBS, \$10.00 (Lotus)	Sterling
KATR, 1320, 1 KW (Days), COUNTRY	ABC-I, \$10.00 (PRO)	
KBDF, 1280, 5 KW/1 KW , ROCK	, \$13.13 (Buckley)	
KEED, 1450, 1 KW , COUNTRY	, \$14.00 (Torbet)	
KPNW, 1120, 50 KW , MOR	NBC, \$22.33 (Katz)	
KUGN, 590, 5 KW/1 KW , MOR	CBS, \$15.50 (Selcom)	

FM STATIONS

KPNW-FM, 99.1, 100 KW @ 1485, BTFL MUS (Bonne)	, \$13.00 (Katz)	
KSND-FM, 93.1, 27 KW @ 1800, ROCK (TM)	, \$14.00 (Lotus)	Sterling
KUGN-FM, 97.9, 3.5 KW @ 785, SOFT ROCK	ABC-C, \$11.00 (Selcom)	
KZEL-FM, 96.1, 100 KW @ 872, AOR	, \$15.75 (Masla)	

TV STATIONS

KEZI	Eugene	9	ABC
KVAL	Eugene	13	NBC

NEWSPAPER

Eugene Register-Guard	E	56,691
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FT. LAUDERDALE

SRDS Market # 40
 FCC Revenue Rank # 72
 FCC Income Rank # 266
 APR 16.6
 SMSA Pop: 952,800

Revenue : \$4,206,467
 Income : \$ -49,621
 FM Rev : \$3,831,767
 FM Inc : \$ -281,776
 Comb Rev : \$8,038,234
 Comb Inc : \$ -331,397

National Rev : \$1,225,806
 Nat Rev per Cap : \$1.29
 Tot Rev per Cap : \$8.44
 Tot Inc per Cap : \$-.35
 Profit Margin : N/A

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLYF-FM 172/13.2	15.1	12.3	1. WHYI-FM 344	1. WHYI-FM 5087/24.8
2. WHYI-FM 133/10.2	9.9	7.8	2. WLYF-FM 291	2. WIOD 3795/19.8
3. WAXY-FM 92/ 7.0	4.2	4.7	3. WINZ 202	3. WINZ 3654/18.9
4. WFTL 80/ 6.1	7.6	9.1	4. WYOR-FM 189	4. WLYF-FM 3489/22.8
5. WINZ 77/ 5.9	6.1	6.1	5. WIOD 172	5. WQAM 2691/ 8.3
6. WKQS-FM 71/ 5.4	---	---	6. WAXY-FM 133	6. WYOR-FM 1928/ 7.2
7. WIOD 70/ 5.4	4.3	6.0	7. WKQS-FM 128	7. WGBS 1902/ 7.5
8. WSHE-FM 49/ 3.8	4.6	4.0	8. WMJX-FM 107	8. WAXY-FM 1805/11.8
9. WYOR-FM 48/ 3.7	3.2	3.1	9. WKAT 104	9. WKQS-FM 1648/10.7
10. WWWL-FM 45/ 3.4	1.3	.5	10. WQAM 102	10. WVCG 1620/ 5.9

12+ FM SHARE (METRO): 61.67% (774 of 1255) (O/N 77: 59.63%)
 12+ FM SHARE (TSA) : 60.39% (1747 of 2893) (O/N 77: 56.55%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WHYI-FM	1. WAXY-FM	1. WAXY-FM	1. WAXY-FM	1. WLYF-FM	1. WHYI-FM
2. WRBD	2. WHYI-FM	2. WHYI-FM	2. WHYI-FM	2. WKQS-FM	2. WINZ
	3. WSHE-FM	3. WSHE-FM	3. WAIA-FM	3. WFTL	3. WLYF-FM
	4. WWWL-FM	4. WWWL-FM	4. WKQS-FM	4. WYOR-FM	4. WIOD
	5. WINZ-FM	5. WAIA-FM	5. WIOD	5. WINZ	5. WYOR-FM

OTHER RATED STATIONS/METRO SHARE

WCKO-FM 102.7	.4	WINZ-FM 94.9	2.3	WEXY 1520	.4
WKAT 1360	.9	WGMA 1320	3.2	WMJX-FM 96.3	2.3
WL0D 980	.7	WNWS 790	2.4	WRBD 1470	2.9
WQAM 560	1.6	WSDO-FM 106.7	1.7	WSBR 740	1.3
WSRF 1580	.6	WTMI-FM 93.1	2.6	WAIA-FM 97.3	3.3
WVCG 1080	1.9	WGBS 710	2.1	WWOK+ 1260	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	27 (2)	401 (7)	428 (9)	34.1
BTFL MUSIC	34 (2)	291 (3)	325 (5)	25.9
MOR	177 (3)	43 (1)	220 (4)	17.5
NEWS/INFO/TALK	120 (3)		120 (3)	9.6
COUNTRY	63 (2)		63 (2)	5.0
BLACK	38 (1)	5 (1)	43 (2)	3.4
CLASSICAL		34 (1)	34 (1)	2.7
BIG BAND	17 (1)		17 (1)	1.4
RELIGION	5 (1)		5 (1)	0.4
			<u>1255 (28)</u>	

RADIO STATIONS

WFTL, 1400, 1 KW/250 W , MOR , \$31.00 (HR/Stone) Amaturio
 WRBD, 1470, 5 KW (Days), BLACK ABC-C, \$32.00 (PRO)
 WWWL-FM, 93.9, 100 KW @ 650, SOFT ROCK , \$67.50 (Howard) (MIAMI)

FOR OTHER STATIONS SEE MIAMI

FOR NEWSPAPERS AND TV STATIONS SEE MIAMI

FT. WAYNE

SRDS Market # 101
 FCC Revenue Rank # 69
 FCC Income Rank # 51
 APR 14.8
 SMSA Pop: 373,500

Revenue : \$4,507,873
 Income : \$ 692,279
 FM Rev : \$1,174,590
 FM Inc : \$ 216,941
 Comb Rev : \$5,682,463
 Comb Inc : \$ 909,220

National Revenue : \$1,078,963
 Nat Rev per Cap : \$2.89
 Total Rev per Cap: \$15.21
 Total Inc per Cap: \$2.43
 Profit Margin : 16.0%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WOWO 115/26.0	25.1	23.5	1. WOWO 341	1. WOWO 5316/54.5
2. WMEE 68/15.4	15.3	15.6	2. WPTH-FM 115	2. WPTH-FM 1919/32.1
WMEF-FM 68/15.4	20.8	21.0	3. WMEF-FM 93	3. WMEE 1687/38.9
4. WPTH-FM 63/14.3	11.0	11.3	4. WMEE 84	4. WMEF-FM 1041/24.3
5. WXKE-FM 50/11.3	3.7	3.4	5. WXKE-FM 58	5. WXKE-FM 560/15.4
6. WLYV 24/ 5.4	6.6	4.1	6. WIFF 33	6. WLYV 529/14.6
7. WGL 7/ 1.6	3.4	3.4	7. WLYV 29	7. WGL 403/11.8
8. WIFF 6/ 1.4	.5	1.6	8. WJR 17	8. WJR 245/ 1.6
9. WCMX-FM 4/ .9	1.8	1.6	9. WGL 9	9. WIFF 168/ 3.1
10. WADM-FM 3/ .7	1.4	1.2	10. WCMX-FM 4	10. WCMX-FM 140/ 3.3

12+ FM SHARE (METRO): 45.85% (188 of 410) (O/N 77: 43.50%)
 12+ FM SHARE (TSA) : 34.69% (273 of 787) (O/N 77: 30.29%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WMEE	1. WXKE-FM	1. WOWO	1. WOWO	1. WOWO	1. WOWO
2. WPTH-FM	2. WMEE	2. WXKE-FM	2. WMEF-FM	2. WMEF-FM	2. WPTH-FM
3. WOWO	3. WPTH-FM	3. WPTH-FM	3. WPTH-FM	3. WPTH-FM	3. WMEE
WXKE-FM	4. WOWO	4. WMEE	4. WMEE	4. WLYV	4. WMEF-FM

OTHER RATED STATIONS/METRO SHARE

WJR 760 .5 WFWR 1090 -0.1

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	68 (1)	113 (2)	181 (3)	44.1
MOR/AC	124 (3)	3 (1)	127 (4)	31.0
BTFL MUSIC		68 (1)	68 (1)	16.6
COUNTRY	30 (2)		30 (2)	7.3
UNKNOWN		4 (1)	4 (1)	1.0
			410 (11)	

AM STATIONS

WGL , 1250, 1 KW , MOR CBS, \$ 7.00 (Sav-Gates) News-Sentinel
 WIFF, 1570, 500 W (Days), COUNTRY , \$ 5.00 (Walton) (AUBURN)
 WLYV, 1450, 1 KW/250 W , COUNTRY , \$23.00 (Mc-Guild)
 WMEE, 1380, 5 KW , ROCK , \$35.75 (Eastman) Federated
 WOWO, 1190, 50 KW , MOR/AC , \$66.88 (RAR) Westinghouse

FM STATIONS

WMEF-FM, 97.3, 48 KW @ 480, BTFL MUS , \$43.75 (Eastman) Federated
 WPTH-FM, 95.1, 44 KW @ 680, ROCK (TM) , \$32.00 (HR/Stone) Sarkes-Tarzian
 WXKE-FM, 103.9, 3 KW @ 250, AOR , \$18.00 (Masla)
 WCMX-FM, 101.7, 3 KW @ 300, ? ? , \$ 7.00 (Devney)
 WADM-FM, 92.7, 3 KW @ 140, MOR MBS, \$ 4.50 (Regional) (DECATUR)

TV STATIONS

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

NEWSPAPER

Fort Wayne Journal-Gazette, News-Sentinel ME 134,683

FRESNO

SRDS Market # 84
 FCC Revenue Rank # 64
 FCC Income Rank # 120
 APR 16.2
 SMSA Pop: 465,500

Revenue : \$5,213,046
 Income : \$ 150,625
 FM Rev : \$1,724,402
 FM Inc : \$ 34,368
 Comb Rev : \$6,937,448
 Comb Inc : \$ 184,993

National Revenue : \$1,642,818
 Nat Rev per Cap : \$3.53
 Total Rev per Cap: \$14.90
 Total Inc per Cap: \$.40
 Profit Margin : 2.6%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KIOY-FM 79/12.6	2.6	3.5	1. KFYE-FM 136	1. KFYE-FM 1630/19.2
2. KYNO 65/10.4	9.7	12.3	2. KIOY-FM 115	2. KFRE 1530/17.9
3. KGNU-FM 63/10.0	10.0	8.2	3. KMJ 98	3. KMJ 1455/23.1
4. KMJ 56/ 8.9	10.2	8.5	4. KFRE 81	4. KIOY-FM 1357/23.8
5. KFYE-FM 51/ 8.1	13.2	10.0	5. KGNU-FM 77	5. KYNO 1311/28.2
6. KMAK 41/ 6.5	6.3	6.8	6. KYNO 74	6. KGNU-FM 956/18.9
7. KYNO-FM 34/ 5.4	5.5	7.6	7. KBOS-FM 59	7. KYNO-FM 758/15.3
8. KGST 27/ 4.3	1.4	4.0	8. KYNO-FM 45	8. KBOS-FM 640/ 4.1
9. KFRE 25/ 4.0	---	6.6	9. KMAK 44	9. KNGS 539/ 2.7
10. KFIG-FM 20/ 3.2	3.0	3.9	10. KGST 37	10. KMAK 505/12.2

12+ FM SHARE (METRO): 46.31% (276 of 596) (O/N 77: 37.56%)
 12+ FM SHARE (TSA) : 48.08% (489 of 1017) (O/N 77: 39.12%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KIOY-FM	1. KIOY-FM	1. KIOY-FM	1. KMAK	1. KGNU-FM	1. KMJ
2. KYNO	2. KFYE-FM	2. KFYE-FM	2. KIOY-FM	2. KMJ	2. KFYE-FM
3. KFYE-FM	3. KYNO	KYNO	3. KGNU-FM	3. KMAK	3. KIOY-FM
4. KYNO-FM	4. KYNO-FM	4. KMAK	4. KYNO	4. KIOY-FM	4. KFRE

OTHER RATED STATIONS/METRO SHARE

KARM	1430	2.9	KLIP	1220	1.6	KCBS	740	.5
KBIF	900	1.4	KMJ-FM	97.9	1.6	KLTA-FM	98.9	1.0
KEAP	980	1.4	KKEX	1550	2.6	KNGS	620	.5
KFRY-FM	101.9	1.3	KQXR	790	1.9	KRDU	1130	3.0
			KIRV	1510	1.1	KBOS-FM	94.9	.8

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	65 (1)	189 (5)	254 (6)	42.6
MOR	100 (3)		100 (3)	16.8
BTFM MUSIC	19 (2)	77 (3)	96 (5)	16.1
COUNTRY	71 (4)		71 (4)	11.9
SPANISH	43 (2)		43 (2)	7.2
CLASSICAL		10 (1)	10 (1)	1.7
BLACK	10 (1)		10 (1)	1.7
RELIGION	9 (1)		9 (1)	1.5
NEWS/INFO/TALK	3 (1)		3 (1)	.5
			596 (24)	

AM STATIONS

KFRE, 940, 50 KW	, MOR	ABC-I, \$30.25	(Mc-Guild)
KGST, 1600, 5 KW (Days)	, SPANISH	, \$10.50	(Lotus)
KMAK, 1340, 1 KW/250 W	, COUNTRY	ABC-E, \$29.25	(Blair)
KMJ, 580, 5 KW	, MOR	NBC, \$26.75	(Katz) McClatchy
KYNO, 1300, 5 KW/1 KW	, ROCK	, \$41.40	(Eastman)
KNGS, 620, 1 KW	, COUNTRY	ABC-E, \$15.00	(PRO) (HANFORD)

FM STATIONS

KFIG-FM, 101.1, 50 KW @ 352,	SOFT ROCK	ABC-F, \$23.00	(Buckley)
KFYE-FM, 93.7, 68 KW @ 1950,	ROCK	, \$29.00	(Selcom)
KGNU-FM, 102.7, 50 KW @ 500,	BTFM MUS (Schulke)	, \$22.25	(Torbet)
KYNO-FM, 95.5, 50 KW @ 318,	ROCK (Drake-Chen)	, \$23.00	(Eastman)
KBOS-FM, 94.9, 850 W @ 2550,	ROCK	, \$ 6.00	(PRO) (TULARE)
KIOY-FM, 103.7, 50 KW @ 500,	ROCK	MBS, \$23.00	(HR/Stone)

CONTINUED ON PAGE

GRAND RAPIDS

SRDS Market # 71; ADI # 39
 FCC Revenue Rank # 56
 FCC Income Rank # 44
 APR 15.3
 SMSA Pop: 576,900

Revenue : \$5,456,234
 Income : \$ 756,703
 FM Rev : \$1,962,159
 FM Inc : \$ 99,650
 Comb Rev : \$7,418,393
 Comb Inc : \$ 856,353

National Revenue : \$841,527
 Nat Rev per Cap : \$1.46
 Total Rev per Cap: \$12.86
 Total Inc per Cap: \$1.48
 Profit Margin : 11.5%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WOOD-FM 142/20.1	15.5	13.4	1. WOOD-FM 247	1. WOOD-FM 3035/35.8
2. WOOD 118/16.7	12.8	13.7	2. WGRD-FM+173	2. WGRD-FM+ 2978/31.6
3. WGRD-FM+ 87/12.3	15.8	19.4	3. WOOD 131	3. WOOD 1624/30.0
4. WZZR-FM 48/ 6.8	7.6	6.7	4. WLAV-FM 85	4. WLAV-FM 1552/18.2
5. WLAV-FM 38/ 5.4	8.6	6.7	5. WPLB-FM 71	5. WZZR-FM 1390/21.0
6. WCUZ 37/ 5.2	7.5	4.6	6. WZZR-FM 67	6. WFFX-FM 947/12.1
7. WFFX-FM 29/ 4.1	3.6	4.0	7. WFFX-FM 55	7. WQLR-FM 893/ 2.5
8. WFUR-FM 27/ 3.8	3.2	3.8	8. WQLR-FM 52	8. WJFM-FM 809/ 4.5
9. WJBL-FM 15/ 2.1	1.5	1.4	9. WMAQ 44	9. WPLB-FM 769/ 5.3
10. WPLB-FM 12/ 1.7	2.1	2.7	10. WJFM-FM 42	10. WMAQ 724/ 3.6

12+ FM SHARE (METRO): 61.69% (401 of 650) (O/N 77: 61.18%)
 12+ FM SHARE (TSA) : 71.61% (860 of 1201) (O/N 77: 68.97%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WGRD-FM	1. WGRD-FM+	1. WOOD-FM	1. WOOD-FM	1. WOOD	1. WOOD-FM
2. WZZR-FM	2. WOOD-FM	2. WOOD	WOOD	2. WOOD-FM	2. WOOD
	3. WLAV-FM	3. WGRD-FM+	3. WGRD-FM+	3. WCUZ	3. WGRD-FM+
	4. WFFX-FM	4. WLAV-FM	4. WCUZ	4. WFUR-FM	4. WZZR-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	52 (4)	182 (5)	234 (9)	36.0
BTFM MUSIC		183 (4)	183 (4)	28.2
MOR	135 (4)		135 (4)	20.8
COUNTRY	44 (3)	21 (3)	65 (6)	10.0
RELIGION	4 (1)	15 (1)	19 (2)	2.9
NEWS/INFO/TALK	14 (2)		14 (2)	2.2
			650 (27)	

KALAMAZOO-GRAND RAPIDS ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WOOD-FM	1. WGRD-FM+	1. WOOD-FM	WFUR	1570	.7
2. WGRD-FM+	2. WOOD-FM	2. WOOD	WGHN	1370	1.1
3. WOOD	3. WOOD	3. WCUZ	WHIC	1450	1.4
4. WLAV-FM	4. WLAV-FM	4. WGRD-FM+	WJBL	1260	.3
4. WZZR-FM	5. WZZR-FM	5. WZZR-FM	WJFM-FM	93.7	1.1
		6. WLAV-FM	WLAV	1340	1.4
6. WPLB-FM	6. WKZO		WMAX	1480	1.3
WKZO	7. WKFR-FM		WYGR	1530	.6
8. WKFR-FM	8. WKMI		WZND-FM	99.3	.6
9. WFFX-FM	9. WFFX-FM		WMUS-FM	106.9	.7
10. WQLR-FM	10. WQLR-FM		WPLB	1380	.4
			WQLR-FM	106.5	.8
11. WKMI	11. WJFM-FM		WQWQ-FM	104.5	1.1
12. WKBZ	12. WLS		WBBM	780	.7
13. WJFM-FM	13. WLAV		WLS	890	.8
14. WCUZ	14. WFUR-FM		WMAQ	670	.6
15. WFUR-FM	15. WTRU				

ADI FM SHARE: 59.54% (933 of 1567) (O/N 77: 56.13%)

AM STATIONS

WCUZ, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$27.00 (Eastman)	Federated
WOOD, 1300, 5 KW, MOR	NBC, \$38.25 (Katz)	
WLAV, 1340, 1 KW/250 W, CONTEMP	ABC-C, \$29.00 (Mc-Guild)	
WTRU, 1600, 5 KW, CONTEMP	NBC, \$ 8.75 (Mc-Guild)	Regional (MUSKEGON)
WKBZ, 850, 1 KW, MOR	ABC-I, \$ 9.46 (PRO)	Reams (MUSKEGON)

FM STATIONS

WFFX-FM, 101.3, 50 KW @ 420, AOR	, \$17.00 (Eastman)	Federated
WFUR-FM, 102.9, 40 KW @ 257, BTFL MUS	, \$ 7.00 (-----)	
WGRD-FM+, 97.9, 13 KW @ 590, ROCK	, \$49.00 (Torbet)	Regional
WJBL-FM, 94.5, 10 KW @ 500, RELIGION	, \$ 9.00 (-----)	(HOLLAND)
WJFM-FM, 93.7, 500 KW @ 850, CONTEMP (Century 21)	, \$10.63 (Buckley)	Fetzer
WLAV-FM, 96.9, 50 KW @ 500, AOR (Burk-Abr)	, \$27.00 (Mc-Guild)	
WOOD-FM, 105.7, 265 KW @ 811, BTFL MUS (Schulke)	, \$44.00 (Katz)	
WZZR-FM, 95.7, 50 KW @ 175, ROCK	, \$15.00 (Selcom)	
WPLB-FM, 107.3, 50 KW @ 358, COUNTRY	, \$ 7.06 (-----)	(GREENVILLE)

WKMI, WQLR, WKZO, WKFR - See Kalamazoo

WLS, WMAQ - See Chicago

TV STATIONS

WKZO	Kalamazoo	3	CBS, Fetzer
WOTV	Grand Rapids	8	NBC, Time-Life
WUHQ	Battle Creek	41	ABC
WZZM	Grand Rapids	13	ABC, Wometco

NEWSPAPERS

Grand Rapids Press	E	125,545, Newhouse
Kalamazoo Gazette	E	58,180, Newhouse
Muskegon Chronicle	E	45,296, Newhouse
Battle Creek Enquirer	E	34,941, Gannett

HARTFORD

SRDS Market # 37; ADI # 23
 FCC Revenue Rank # 40
 FCC Income Rank # 50
 APR 18.0
 SMSA Pop: 1,067,200

Revenue : \$6,892,671
 Income : \$ 692,415
 FM Rev : \$ 598,312
 FM Inc : \$ -591,870
 Comb Rev : \$7,490,983
 Comb Inc : \$ 100,545

National Rev : \$2,451,850
 Nat Rev per Cap : \$2.30
 Tot Rev per Cap : \$7.01
 Tot Inc per Cap : \$0.09
 Profit Margin : 1.3%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WTIC 283/22.9	25.7	24.5	1. WTIC 550	1. WTIC 7690/51.5
2. WRCH-FM 105/ 8.5	7.9	10.1	2. WKSS-FM 226	2. WTIC-FM 3862/19.3
3. WKSS-FM 98/ 7.9	6.6	6.2	3. WRCH-FM 197	3. WKSS-FM 3299/19.1
4. WDRC 96/ 7.8	9.5	8.3	4. WHYN-FM 183	4. WHYN 2914/ 4.5
5. WTIC-FM 71/ 5.7	7.3	4.8	5. WTIC-FM 174	5. WRCH-FM 2891/19.8
6. WWYZ-FM 56/ 4.5	6.0	4.8	6. WHYN 150	6. WDRC-FM 2705/12.4
7. WPOP 53/ 4.3	4.0	6.0	7. WWYZ-FM 144	7. WDRC 2589/27.4
8. WDRC-FM 51/ 4.1	3.1	2.2	8. WAQY-FM 126	8. WAQY-FM 2395/ 8.8
9. WRCQ 44/ 3.6	4.6	4.6	9. WDRC-FM 124	9. WCCC-FM 2188/11.3
10. WKND 43/ 3.5	3.4	2.7	10. WDRC 121	10. WHCN-FM 2071/10.7

12+ FM SHARE (METRO): 46.66% (530 of 1136) (O/N 77: 43.91%)

12+ FM SHARE (TSA) : 57.29% (1512 of 2639) (O/N 77: 58.48%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTIC-FM	1. WTIC	1. WTIC	1. WTIC	1. WTIC	1. WTIC
2. WDRC	2. WDRC	2. WDRC	2. WDRC	2. WRCH-FM	2. WDRC
3. WHCN-FM	3. WWYZ-FM	3. WWYZ-FM	3. WWYZ-FM	3. WKSS-FM	3. WHYN-FM
4. WAQY-FM	4. WDRC-FM	4. WTIC-FM	4. WRCH-FM	4. WDRC	4. WHYN
5. WTIC	5. WTIC-FM	5. WDRC-FM	5. WKND	5. WPOP	5. WKSS-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	165 (4)	296 (7)	461 (11)	40.6
MOR	302 (2)		302 (2)	26.6
BTFL MUSIC	12 (1)	212 (3)	224 (4)	19.7
NEWS/INFO/TALK	66 (3)		66 (3)	5.8
BLACK	43 (1)		43 (1)	3.8
COUNTRY		22 (1)	22 (1)	1.9
SPANISH	9 (1)		9 (1)	0.8
VARIETY	9 (1)		9 (1)	0.8
			<u>1136 (24)</u>	

HARTFORD-NEW HAVEN ADI

OTHER METRO STATIONS/SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WTIC	1. WTIC	1. WTIC
2. WKSS-FM	2. WTIC-FM	2. WDRC
3. WRCH-FM	3. WKSS-FM	3. WTIC-FM
4. WTIC-FM	4. WDRC	4. WKSS-FM
5. WWYZ-FM	5. WRCH-FM	5. WPOP
6. WELI	6. WDRC-FM	6. WWYZ-FM
7. WDRC	7. WPLR-FM	7. WRCH-FM
8. WPLR-FM	8. WELI	8. WRCQ
9. WDRC-FM	9. WHCN-FM	9. WKND
10. WKCI-FM	10. WWYZ-FM	10. WDRC-FM
11. WPOP	11. WPOP	
12. WHCN-FM	12. WNBC	
13. WAVZ	13. WRCQ	
14. WEZN-FM	14. WCCC-FM	
15. WRCQ	15. WKCI-FM	

WCCC	1290	1.2
WCCC-FM	106.9	2.9
WHCN-FM	105.9	3.2
WINF	1230	1.0
WMLB	1550	1.5
WNTY	990	.7
WRYM	840	.7
WIOF-FM	104.1	1.8
WPLR-FM	99.1	1.4
WACE	730	.7
WAQY-FM	102.1	2.0
WCBS	880	.3
WHYN	560	.8
WHYN-FM	93.1	.7

ADI FM SHARE: 49.52% (1243 of 2510) (O/N 77: 47.59%)

AM STATIONS

WDRC, 1360, 5 KW	, ROCK	, \$ 36.00	(Buckley)	Buckley
WKND, 1480, 500W (Days)	, BLACK	NBN, \$ 15.00	(----)	
WPOP, 1410, 5 KW	, NEWS	CBS, \$ 26.75	(Torbet)	Merv Griffin
WRCQ, 910, 5 KW	, CONTEMP	, \$ 40.25	(Eastman)	
WTIC, 1080, 50 KW	, MOR	NBC, \$162.50	(Katz)	
WHYN, 560, 5 KW/1 KW	, ROCK	, \$ 48.50	(Blair)	Guy Gannett (SPRINGFIELD)

FM STATIONS

WCCC-FM, 106.9, 20 KW @ 720, AOR	ABC-C, \$31.00	(Selcom)	
WDRC-FM, 102.9, 18 KW @ 800, CONTEMP	, \$36.00	(Buckley)	Buckley
WHCN-FM, 105.9, 19 KW @ 740, AOR (Burk-Abr)	ABC-F, \$20.00	(Masla)	Beck-Ross
WKSS-FM, 95.7, 15 KW @ 820, BTFL MUS (FM-100)	, \$41.50	(Blair)	Insilco
WRCH-FM, 100.5, 19 KW @ 720, BTFL MUS (Schulke)	, \$61.50	(Eastman)	
WTIC-FM, 96.5, 15 KW @ 810, ROCK	, \$81.00	(Katz)	
WWYZ-FM, 92.5, 16 KW @ 740, SOFT ROCK	, \$26.00	(CBS-FM)	(WATERBURY)
WAQY-FM, 102.1, 27 KW @ 650, ROCK	ABC-C, \$21.50	(Mc-Guild)	(SPRINGFIELD)
WEZN-FM, 99.9, 25 KW @ 680, BTFL MUS (TM)	, \$31.00	(Mc-Guild)	(BRIDGEPORT)

FOR OTHER STATIONS SEE NEW HAVEN AND NEW YORK

TV STATIONS

WATR	Waterbury	20	NBC
WFSB	Hartford	3	CBS, New York
WHNB	Hartford	30	NBC
WHCT	Hartford	18	IND, Viacom
WTNH	New Haven	8	ABC, Capital Cities

NEWSPAPERS

Hartford Courant	M	212,621
New Haven Register, Journal Courier	ME	134,416
Waterbury Republican, American	ME	72,113
New Britain Herald	E	35,665

HONOLULU

SRDS Market # 56
 FCC Revenue Rank # 38
 FCC Income Rank # 315
 APR 14.8
 SMSA Pop: 738,500

Revenue : \$7,589,980
 Income : \$-1,300,809
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Revenue : \$733,818
 Nat Rev per Cap : \$.99
 Total Rev per Cap: \$10.28
 Total Inc per Cap: \$-1.76
 Profit Margin : NA

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>O/N 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KGMB	123/14.0	12.3	12.8	1. KGMB	152	1. KGMB	2669/35.3				
2. KORL	107/12.1	13.6	13.2	2. KORL	119	2. KKUA	2405/35.2				
3. KKUA	86/ 9.8	12.2	18.4	3. KKUA	104	3. KORL	2023/31.1				
4. KHVH	76/ 8.6	3.0	1.1	4. KHVH	82	4. KGU	1384/19.2				
5. KGU	63/ 7.2	7.5	7.8	5. KCCN	67	5. KIKI	1339/20.0				
6. KCCN	59/ 6.7	3.4	7.7	6. KGU	66	6. KHVH	1185/18.2				
7. KUMU-FM	56/ 6.4	5.1	3.3	7. KIKI	60	7. KCCN	939/14.5				
8. KIKI	53/ 6.0	5.2	4.6	8. KUMU-FM	57	8. KULA-FM	863/12.8				
9. KOHO	45/ 5.1	2.4	2.0	9. KOHO	53	9. KUMU-FM	685/11.1				
10. KULA-FM	35/ 4.0	4.8	2.4	10. KULA-FM	38	10. KHSS-FM	615/10.3				

12+ FM SHARE (METRO): 17.19% (147 of 855) (O/N 77: 13.66%)
 12+ FM SHARE (TSA) : 15.81% (151 of 955) (O/N 77: 13.43%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KORL	1. KKUA	1. KGMB	1. KGMB	1. KGMB	1. KGMB
2. KKUA	2. KGU	2. KKUA	2. KKUA	2. KHVH	2. KKUA
3. KIKI	3. KORL	3. KORL	3. KHVH	3. KUMU-FM	3. KORL
	4. KGMB	4. KGU	4. KGU	4. KHSS-FM	4. KHVH

OTHER RATED STATIONS/METRO SHARE

KAHU	940	.5	KIOE	1080	3.5	KQMQ-FM	93.1	2.2
KAIM	870	.9	KKAI-FM	96.3	.6	KUMU	1500	3.4
KHSS-FM	97.5	3.6	KPOI	1040	1.4	KZOO	1210	1.2

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	289 (5)	54 (2)	343 (7)	40.1
MOR	186 (2)		186 (2)	21.8
BTFM MUSIC	30 (1)	88 (2)	118 (3)	13.8
NEWS/INFO/TALK	76 (1)		76 (1)	8.9
ETHNIC	70 (2)		70 (2)	8.2
VARIETY	45 (1)		45 (1)	5.3
UNKNOWN	4 (1)	5 (1)	9 (2)	1.1
RELIGION	8 (1)		8 (1)	0.9
			<u>855 (19)</u>	

AM STATIONS

KCCN, 1420, 5 KW, HAWAIIAN		\$ 9.25 (----)	
KGMB, 590, 5 KW, MOR		\$28.75 (Eastman)	Heftel
KGU, 760, 10 KW, MOR		\$18.25 (Selcom)	
KHVH, 990, 5 KW, NEWS	ABC-E, CBS, NBC,	\$17.00 (----)	
KIKI, 830, 10 KW, ROCK		\$13.13 (Masla)	Pacific FM
KKUA, 690, 10 KW, ROCK		\$23.40 (HR/Stone)	
KOHO, 1170, 5 KW, VARIETY		\$ 9.00 (Oakes)	
KORL, 650, 10 KW, ROCK		\$22.00 (Christal)	O'Day

FM STATIONS

KULA-FM, 92.3, 100 KW @ 1635, ROCK (TM)	MBS, \$14.06 (PRO)	Withers
KHSS-FM, 97.5, 100 KW @ 484, BTFM MUS (Schulke)	\$17.00 (Blair)	
KUMU-FM, 94.7, 60 KW @ 140, BTFM MUS (FM-100)	\$19.00 (Torbet)	

TV STATIONS

KGMB Honolulu 9	CBS, Lee KHON Honolulu 2	NBC, McCoy
KIKU Honolulu 13	IND, United KITV Honolulu 4	ABC, Starr

NEWSPAPER

Honolulu Advertiser, Star-Bulletin ME 195,197, Gannett

HOUSTON

SRDS Market # 11; ADI # 12	Revenue : \$21,395,305	National Rev : \$5,869,021
FCC Revenue Rank # 11	Income : \$ 4,610,601	Nat Rev per Cap : \$2.29
FCC Income Rank # 6	FM Rev : \$ 9,566,484	Tot Rev per Cap : \$12.10
APR 13.8	FM Inc : \$ 2,428,820	Tot Inc per Cap : \$2.75
SMSA Pop: 2,559,700	Comb Rev : \$30,961,789	Profit Margin : 22.7%
	Comb Inc : \$ 7,039,421	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KMJQ-FM 360/11.8	12.1	7.0	1. KMJQ-FM 362	1. KRBE-FM 5440/23.0
2. KRBE-FM 289/ 9.5	9.0	9.2	2. KRBE-FM 324	2. KILT 4981/19.7
3. KYND-FM 288/ 9.5	8.5	7.8	3. KYND-FM 292	3. KTRH 4483/16.2
4. KTRH 197/ 6.5	8.3	6.9	4. KTRH 262	4. KMJQ-FM 3637/16.1
5. KILT 176/ 5.8	6.3	7.8	5. KILT 207	5. KYND-FM 3486/15.2
6. KENR 160/ 5.3	3.6	6.2	6. KENR 160	6. KPRC 3007/13.1
7. KILT-FM 124/ 4.1	4.0	6.1	7. KILT-FM 148	7. KILT-FM 2592/10.6
KODA-FM 124/ 4.1	2.6	4.5	8. KQUE-FM 136	8. KAUM-FM 2107/ 9.3
KQUE-FM 124/ 4.1	3.7	3.5	9. KODA-FM 129	9. KIKK-FM 1972/ 8.2
10. KPRC 123/ 4.0	6.1	5.0	10. KPRC 125	10. KODA-FM 1942/ 8.3
11. KIKK-FM 89/ 2.9	5.6	5.1	11. KIKK-FM 100	11. KULF 1923/ 8.2
12. KAUM-FM 87/ 2.9	4.0	3.1	12. KAUM-FM 90	12. KENR 1839/ 8.4
13. KULF 85/ 2.8	3.4	3.3	13. KULF 89	13. KRLY-FM 1666/ 7.2
14. KRLY-FM 79/ 2.6	3.5	1.4	14. KRLY-FM 87	14. KLOL-FM 1428/ 6.4
15. KLOL-FM 62/ 2.0	2.3	4.7	15. KLOL-FM 66	15. KQUE-FM 1358/ 6.0

12+ FM SHARE (METRO): 61.33% (1757 of 2865) (O/N 77: 58.21%)
 12+ FM SHARE (TSA) : 60.40% (1867 of 3091) (O/N 77: 57.41%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KRBE-FM	1. KMJQ-FM	1. KMJQ-FM	1. KMJQ-FM	1. KYND-FM	1. KTRH
2. KMJQ-FM	2. KRBE-FM	2. KRBE-FM	2. KRBE-FM	2. KTRH	2. KRBE-FM
3. KILT	3. KILT	3. KYND-FM	3. KYND-FM	3. KQUE-FM	3. KILT
4. KILT-FM	4. KILT-FM	4. KILT	4. KILT	4. KENR	4. KMJQ-FM
5. KRLY-FM	5. KYND-FM	5. KENR	5. KENR	5. KODA-FM	5. KYND-FM
6. KAUM-FM	6. KAUM-FM	6. KILT-FM	6. KILT-FM	6. KMJQ-FM	6. KENR
7. KIKK-FM	7. KRLY-FM	7. KTRH	7. KTRH	7. KPRC	7. KPRC

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	242 (3)	641 (5)	883 (8)	30.8
BLACK/DISCO	76 (2)	360 (1)	436 (3)	15.2
COUNTRY	234 (3)	89 (1)	323 (4)	11.3
NEWS/INFO/TALK	357 (3)		357 (3)	12.5
BTFL MUSIC	53 (1)	412 (2)	465 (3)	16.2
MOR	100 (2)	124 (1)	224 (3)	7.8
RELIGION		79 (2)	79 (2)	2.8
CLASSICAL		52 (1)	52 (1)	1.8
SPANISH	33 (1)		33 (1)	1.2
VARIETY	13 (1)		13 (1)	0.5
			<u>2865 (29)</u>	

HOUSTON ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. KMJQ-FM	1. KRBE-FM	1. KMJQ-FM
2. KRBE-FM	2. KILT	2. KILT
3. KYND-FM	3. KTRH	3. KRBE-FM
4. KTRH	4. KMJQ-FM	4. KTRH
5. KILT	5. KYND-FM	5. KYND-FM
6. KENR	6. KPRC	6. KENR
7. KILT-FM	7. KILT-FM	7. KQUE-FM
8. KQUE-FM	8. KAUM-FM	8. KPRC
9. KODA-FM	9. KIKK-FM	9. KULF
10. KPRC	10. KULF	10. KNUZ
11. KIKK-FM	11. KODA-FM	
12. KULF	12. KENR	
13. KAUM-FM	13. KRLY-FM	
14. KRLY-FM	14. KLOL-FM	
15. KLOL-FM	15. KQUE-FM	

KCOH	1430	1.3
KEYH	850	1.2
KFMK-FM	97.9	1.7
KFRD	980	.4
KGBC	1540	.5
KHCB-FM	105.7	.9
KIKK	650	1.2
KILE	1400	.4
KLEF-FM	94.5	1.7
KLVL	1480	1.1
KNUZ	1230	1.3
KODA	1010	1.7
KXYZ	1320	1.7
KYOK	1590	1.3

ADI FM SHARE: 60.76% (1841 of 3030) (O/N 77: 57.11%)

AM STATIONS

KENR, 1070, 10 KW/5 KW , COUNTRY	, \$70.00 (Katz)	Lake Huron
KILT, 610, 5 KW , ROCK	, \$78.40 (Blair)	LIN
KNUZ, 1230, 1 KW/250 W, COUNTRY	ABC-I, \$30.00 (HR/Stone)	Texas Coast
KPRC, 950, 5 KW , NEWS/MOR	NBC, \$68.75 (CBS Spot)	Houston Post
KTRH, 740, 50 KW , NEWS/TALK	CBS,MBS, \$64.50 (Christal)	
KULF, 790, 5 KW , MOR	, \$94.87 (Eastman)	Harte-Hanks

FM STATIONS

KAUM-FM, 96.5, 100 KW @ 580, ROCK	ABC-C, \$ 56.75 (RKO)	ABC
KIKK-FM, 95.7, 50 KW @ 995, COUNTRY	, \$ 55.00 (Torbet)	Sonderling
KILT-FM, 100.3, 100 KW @ 790, AOR	, \$ 69.10 (Blair)	LIN
KLOL-FM, 101.1, 100 KW @ 790, AOR	, \$ 57.50 (Christal)	
KMJQ-FM, 102.1, 100 KW @ 790, DISCO	, \$ 95.00 (Mc-Guild)	Amaturo
KODA-FM, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$ 46.88 (Selcom)	
KQUE-FM, 102.9, 280 KW @ 700, MOR	, \$ 48.00 (HR/Stone)	Texas Coast
KRBE-FM, 104.1, 100 KW @ 790, ROCK	, \$ 86.25 (Katz)	GCC
KRLY-FM, 93.7, 100 KW @ 790, AOR (Burk-Abr)	, \$ 52.50 (Masla)	SJR
KYND-FM, 92.5, 97 KW @ 790, BTFL MUSIC (Schulke)	, \$110.69 (Eastman)	Harte-Hanks

TV STATIONS

KRIV	Houston	26	IND, Metromedia
KHOU	Houston	11	CBS, Corinthian
KHTV	Houston	39	IND, Gaylord
KPRC	Houston	2	NBC, Houston Post
KTRK	Houston	13	ABC, Capital Cities

NEWSPAPERS

Houston Chronicle	E	317,324
Houston Post	M	293,979

HUNTINGTON

SRDS Market # 124; ADI # 44	Revenue : \$2,060,335	National Revenue : \$261,412
FCC Revenue Rank # 139	Income : \$ 262,512	Nat Rev per Cap : \$.89
FCC Income Rank # 94	FM Rev : \$ 901,435	Total Rev per Cap: \$10.12
APR 15.6	FM Inc : \$ 136,911	Total Inc per Cap: \$1.37
SMSA Pop: 292,600	Comb Rev : \$2,961,770	Profit Margin : 13.5%
	Comb Inc : \$ 399,423	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WKEE-FM+ 91/24.0	23.8	26.6	1. WKEE-FM+ 145	1. WKEE-FM+ 1882/46.4
2. WGNT 61/16.1	13.5	13.2	2. WGNT 62	2. WGNT 952/36.8
3. WTCR 52/13.7	11.2	15.4	WTCR 62	3. WAMX-FM 773/28.0
4. WAMX-FM 49/12.9	11.2	12.3	4. WAMX-FM 52	4. WHEZ-FM 669/19.9
5. WHEZ-FM 38/10.0	11.9	9.5	5. WHEZ-FM 51	5. WTCR 607/22.7
6. WIRO 14/ 3.7	2.7	2.0	6. WQBE-FM 38	6. WPAY 416/ .6
7. WEMM-FM 13/ 3.4	5.3	4.2	7. WPAY 23	7. WPAY-FM 373/ 2.7
8. WCMI 9/ 2.4	1.1	2.2	8. WPAY-FM 21	8. WEMM-FM 348/ 8.6
9. WNST 8/ 2.1	3.0	1.7	WEMM-FM 21	9. WQBE-FM 343/ 1.8
10. WCAK-FM 5/ 1.3	.7	.8	10. WNST 17	10. WCMI 276/11.3

12+ FM SHARE (METRO): 51.86% (181 of 349) (O/N 77: 47.34%)
 12+ FM SHARE (TSA) : 58.40% (306 of 524) (O/N 77: 48.39%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKEE-FM+	1. WKEE-FM+	1. WKEE-FM+	1. WTCR	1. WGNT	1. WKEE-FM+
2. WAMX-FM	2. WAMX-FM	2. WTCR	2. WKEE-FM+	2. WHEZ-FM	2. WGNT
	3. WTCR	3. WAMX-FM	3. WGNT	3. WTCR	3. WQBE-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	24 (1)	119 (3)	143 (4)	41.0
MOR	84 (3)		84 (3)	24.1
COUNTRY	60 (2)	9 (2)	69 (4)	19.8
BTFL MUSIC		38 (1)	38 (1)	10.9
RELIGION		15 (2)	15 (2)	4.3
			<u>349 (14)</u>	

HUNTINGTON-CHARLESTON ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	WITO-FM	107.1	1.1
1. WKEE-FM+	1. WKEE-FM+	1. WGNT	WPAY-FM	104.1	.5
2. WTCR	2. WKAZ	2. WKEE-FM+	WQBE-FM	97.5	.8
3. WGNT	3. WGNT	3. WTCR			
4. WQBE-FM	4. WCHS	4. WHEZ-FM			
5. WTIP	5. WCAW	5. WAMX-FM			
6. WAMX-FM	6. WAMX-FM	6. WEMM-FM			
7. WHEZ-FM	7. WQBE-FM	7. WCMi			
8. WXIL-FM	8. WHEZ-FM				
9. WCAW	9. WTCR				
10. WLKS	10. WXIL-FM				
11. WCHS	11. WLW				
WKAZ	12. WLKS				
13. WEMM-FM	13. WTIP				
14. WVAF-FM	14. WEMM-FM				
15. WLOG	15. WPAY				

ADI FM SHARE: 46.70% (573 of 1227) (O/N 77: 41.90%)

AM STATIONS

WCMi, 1340, 1 KW/250 W, MOR	CBS, \$12.75 (Regional)	
WGNT, 930, 5 KW/1 KW, MOR	NBC, \$22.75 (Torbet)	Stoner
WIRO, 1230, 1 KW/250 W, MOR	MBS, \$ 5.50 (Regional)	(IRONTON)
WNST, 1600, 5 KW (Days), COUNTRY	, \$ 5.00 (----)	(MILTON)
WTCR, 1420, 5 KW (Days), COUNTRY	ABC-I, \$18.33 (Selcom)	Greater Media
WPAY, 1400, 1 KW/250 W, COUNTRY	CBS, \$ 7.50 (---)	Braden (PORTSMOUTH)
WCAW, 680, 50 KW/250 W, COUNTRY	, \$33.50 (Eastman)	Capitol (CHARLESTON)
WCHS, 580, 5 KW, MOR	CBS, \$32.25 (Blair)	Rollins (CHARLESTON)
WKAZ, 950, 5 KW/1 KW, ROCK	ABC-C, \$33.50 (Mc-Guild)	Nininger (CHARLESTON)
WTIP, 1240, 1 KW/250 W, BTFL MUS (FM-100)	, \$ 7.00 (Masla)	(CHARLESTON)
WLKS, 1450, 1 KW, COUNTRY	MBS, \$ 3.00 (Regional)	(WEST LIBERTY)

FM STATIONS

WAMX-FM, 93.7, 50 KW @ 405, ROCK	ABC-E, \$ 8.25 (Torbet)	
WCAK-FM, 92.7, 3 KW @ 135, COUNTRY	, \$ 3.00 (----)	(CATLETTSBURG)
WEMM-FM, 107.9, 50 KW @ 500, RELIGION	, \$ 6.00 (----)	Christian Bdcst
WHEZ-FM, 103.3, 50 KW @ 490, BTFL MUS (Kala)	, \$18.33 (Selcom)	Greater Media
WKEE-FM+, 100.5, 53 KW @ 556, ROCK	, \$35.00 (Mc-Guild)	Eastman
WPAY-FM, 104.1, 93 KW @ 610, RELIGION/COUNTRY	, \$ 7.50 (---)	Braden (PORTSM)
WQBE-FM, 97.5, 50 KW @ 500, ROCK	ABC-C, \$16.00 (Mc-Guild)	Nininger (CHARLES)
WVAF-FM, 99.9, 50 KW @ 497, AOR/RELIGION	ABC-F, \$15.00 (Eastman)	Capitol (CHARLES)
WXIL-FM, 95.1, 50 KW @ 500, ROCK	, \$14.00 (PRO)	(PARKERSBURG)

TV STATIONS

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

NEWSPAPERS

Charleston Gazette, Mail	ME	113,197, Clay
Huntington Herald-Dispatch	ME	58,630, Gannett

INDIANAPOLIS

SRDS Market # 33; ADI # 20
 FCC Revenue Rank # 24
 FCC Income Rank # 20
 APR 14.3
 SMSA Pop: 1,144,200

Revenue : \$11,336,612
 Income : \$ 1,947,483
 FM Rev : \$ 4,871,801
 FM Inc : \$ 1,413,197
 Comb Rev : \$16,208,413
 Comb Inc : \$ 3,360,680

National Rev : \$3,184,397
 Nat Rev per Cap : \$2.78
 Tot Rev per Cap : \$14.17
 Tot Inc per Cap : \$2.94
 Profit Margin : 20.7%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WIBC 258/19.4	18.0	15.8	1. WIBC 296	1. WIBC 4241/34.7
2. WXTZ-FM 182/13.7	13.7	15.0	2. WXTZ-FM 218	2. WNDE 3217/22.1
3. WNAP-FM 123/ 9.2	9.3	9.3	3. WFBQ-FM 183	3. WXTZ-FM 2596/21.0
4. WIRE 100/ 7.5	9.0	10.2	4. WNDE 171	4. WNAP-FM 2574/20.3
5. WTLC-FM 96/ 7.2	8.2	8.6	5. WNAP-FM 153	5. WFBQ-FM 2498/12.9
6. WNDE 89/ 6.7	7.0	7.4	6. WFMS-FM 125	6. WIRE 2143/18.2
7. WFBQ-FM 86/ 6.5	6.0	3.9	7. WIRE 114	7. WIFE 2056/17.3
8. WFMS-FM 74/ 5.6	8.8	7.0	8. WTLC-FM 112	8. WFMS-FM 1880/12.9
9. WIFE 70/ 5.3	4.8	5.1	9. WIFE 78	9. WTLC-FM 1169/11.3
10. WATI 49/ 3.7	3.6	3.8	10. WATI 56	10. WATI 725/ 6.5
11. WXLW 38/ 2.9	2.5	3.0	11. WXLW 45	11. WXLW 628/ 4.7
12. WBRI 29/ 2.2	1.7	1.2	12. WBRI 32	12. WGTC-FM 428/ 1.2

12+ FM SHARE (METRO): 46.52% (582 of 1251) (O/N 77: 49.88%)
 12+ FM SHARE (TSA) : 50.00% (829 of 1658) (O/N 77: 55.75%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WNDE	1. WNAP-FM	1. WIBC	1. WIBC	1. WIBC	1. WIBC
2. WIFE	2. WIBC	2. WNAP-FM	2. WXTZ-FM	2. WXTZ-FM	2. WXTZ-FM
3. WTLC-FM	3. WFBQ-FM	3. WFBQ-FM	3. WIRE	3. WIRE	3. WNDE
4. WNAP-FM	4. WTLC-FM	4. WXTZ-FM	4. WNAP-FM	4. WFMS-FM	4. WNAP-FM
5. WFBQ-FM	5. WNDE	5. WTLC-FM	WTLC-FM	5. WATI	5. WIRE

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	159 (2)	214 (3)	373 (5)	29.8
MOR	314 (4)	9 (1)	323 (5)	25.8
BTFL MUSIC	49 (1)	189 (2)	238 (3)	19.0
COUNTRY	100 (1)	74 (1)	174 (2)	13.9
BLACK		96 (1)	96 (1)	7.7
RELIGION	48 (2)		48 (2)	3.8
			<u>1252 (17)</u>	

INDIANAPOLIS ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WIBC	1. WIBC	1. WIBC	WCBK+	1540	1.6
2. WXTZ-FM	2. WNDE	2. WTLC-FM	WNON-FM	100.9	.5
3. WFBQ-FM	3. WXTZ-FM	3. WIRE	WNTS	1590	1.4
4. WNDE	4. WNAP-FM	4. WXTZ-FM	WSMJ-FM	99.5	.5
5. WNAP-FM	5. WFBQ-FM	5. WNDE	WGTC-FM	92.3	.4
6. WFMS-FM	6. WIRE	6. WNAP-FM			
7. WIRE	7. WIFE	7. WFMS-FM			
8. WTLC-FM	8. WFMS-FM	8. WFBQ-FM			
9. WIFE	9. WOWO	9. WIFE			
10. WWKI-FM	10. WTLC-FM	10. WBRI			
11. WLHN-FM	11. WLS				
12. WERK	12. WLHN-FM				
13. WZWZ-FM	13. WLBC-FM				
14. WATI	14. WERK				
15. WXLW	15. WATI				

ADI FM SHARE: 50.37% (1160 of 2303) (O/N 77: 53.74%)

AM STATIONS

WATI, 810, 250 W (Days), BTFL MUS (FM-100)	, \$14.00 (Masla)	Sarkes Tarzian
WBRI, 1500, 5 KW (Days), RELIGION	, \$12.00 (-----)	
WIBC, 1070, 50 KW/10 KW, MOR	, \$81.50 (Blair)	Fairbanks
WIFE, 1310, 5 KW/1 KW, ROCK	MBS, \$31.00 (Buckley)	
WIRE, 1430, 5 KW, COUNTRY (Musicworks)	ABC-E, \$63.00 (Eastman)	Mid America
WNDE, 1260, 5 KW, ROCK	ABC-C, \$82.50 (Katz)	Rahall/Gulf
WXLW, 950, 5 KW (Days), MOR (Radio Arts?)	CBS, \$24.00 (Dore/Walton)	
WERK, 930, 250W (Days), CONTEMP	, \$12.00 (Walton)	(MUNCIE)

WOWO - See Ft. Wayne

WLS - See Chicago

FM STATIONS

WFBQ-FM, 94.7, 52 KW @ 850, AOR (Burk-Abr)	, \$82.50 (Katz)	Rahall/Gulf Life
WFMS-FM, 95.5, 50 KW @ 500, COUNTRY	NBC, \$63.75 (Torbet)	Susquehanna
WNAP-FM, 93.1, 50 KW @ 358, ROCK	, \$56.50 (Blair)	Fairbanks
WTLC-FM, 105.7, 50 KW @ 445, BLACK	MBN, \$35.00 (HR/Stone)	
WXTZ-FM, 103.3, 13 KW @ 860, BTFL MUS (Schulke)	, \$60.00 (Eastman)	Mid America
WGTC-FM, 92.3, 37 KW @ 1094, CONTEMP	ABC-I, \$ 5.40 (PRO)	Sarkes Tarzian (BLOOMINGTON)
WWKI-FM, 100.5, 20 KW @ 480, COUNTRY	MBS, \$13.00 (---)	(KOKOMO)
WZWZ-FM, 93.5, 3 KW @ 185, CONTEMP	, \$10.00 (Torbet)	Booth (KOKOMO)
WLHN-FM, 97.9, 50 KW @ 534, MOR	, \$17.00 (PRO)	Eastern (ANDERSON)
WLBC-FM, 104.1, 50 KW @ 505, ROCK	, \$ 8.25 (PRO)	(MUNCIE)

TV STATIONS

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

NEWSPAPER

Indianapolis Star, News ME 376,149

JACKSONVILLE

SRDS Market # 57
 FCC Revenue Rank # 62
 FCC Income Rank # 293
 APR 13.6
 SMSA Pop: 728,200

Revenue : \$5,284,729
 Income : \$ -163,111
 FM Rev : \$ 907,680
 FM Inc : \$ -263,728
 Comb Rev : \$6,192,409
 Comb Inc : \$ -426,839

National Revenue : \$1,653,578
 Nat Rev per Cap : \$2.27
 Total Rev per Cap: \$8.50
 Total Inc per Cap: \$-.59
 Profit Margin : NA

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKTZ-FM 127/15.9	13.9	13.9	1. WKTZ-FM 156	1. WAPE 2367/27.5
2. WIVY-FM 117/14.7	14.7	10.3	2. WIVY-FM 144	2. WIVY-FM 2341/32.2
3. WAPE 84/10.5	-----	7.5	3. WAPE 114	3. WKTZ-FM 1578/20.7
4. WAIV-FM 57/ 7.1	5.7	4.0	4. WAIV-FM 67	4. WAIV-FM 1061/14.1
5. WQIK-FM 51/ 6.4	7.4	8.5	5. WQIK-FM 65	5. WQIK-FM 934/10.8
WJAX-FM 51/ 6.4	1.1	3.5	6. WJAX-FM 51	6. WJAX-FM 522/ 8.7
7. WVOJ 36/ 4.5	8.3	8.4	7. WVOJ 36	7. WVOJ 519/ 8.5
8. WPDQ 24/ 3.0	10.9	11.3	8. WPDQ 24	8. WSNY 467/ 8.0
9. WSNY 23/ 2.9	2.8	3.9	9. WSNY 23	9. WJAX 410/ 7.0
10. WKUE-FM 20/ 2.5	---	---	10. WJEE-FM 22	10. WPDQ 382/ 5.6

12+ FM SHARE (METRO): 61.94% (467 of 754) (O/N 77: 43.32%)
 12+ FM SHARE (TSA) : 62.84% (548 of 872) (O/N 77: 45.08%)

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

OTHER RATED STATIONS/METRO SHARE

WAYR	550	1.1	WEXI	1280	1.1	WJNJ-FM+	104.9	.6
WBIX	1010	1.0	WFOY	1240	1.0	WKTZ	1220	1.1
WBKF-FM	92.1	2.3	WJAX	930	2.3	WOZN	970	1.4
WCRJ	1530	2.5	WJEE-FM	107.3	2.8	WQIK	1050	1.8
						WERD	1400	1.6

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	84 (1)	245 (4)	329 (5)	43.6
BTFL MUSIC	9 (1)	149 (2)	158 (3)	21.0
COUNTRY	50 (2)	69 (2)	119 (4)	15.8
MOR	50 (4)	4 (1)	54 (5)	7.2
RELIGION	48 (4)		48 (4)	6.4
BLACK	37 (2)		37 (2)	4.9
UNKNOWN	9 (1)		9 (1)	1.2
			<u>754 (24)</u>	

AM STATIONS

WAPE, 690, 50 KW/10 KW, ROCK, \$49.50 (Eastman) Sis
 WJAX, 930, 5 KW, MOR, CBS, \$28.75 (HR/Stone) City of Jacksonville
 WPDQ, 1460, 5 KW, BLACK, ABC-I, NBN, \$33.50 (Howard)
 WSNY, 600, 5 KW, MOR, ABC-I, \$31.50 (Katz) Rounsaville
 WVOJ, 1320, 5 KW, COUNTRY, NBC, \$30.75 (Blair)

FM STATIONS

WAIV-FM, 96.9, 100 KW @ 250, ROCK, \$31.50 (Katz) Rounsaville
 WIVY-FM, 102.9, 60 KW @ 635, ROCK, \$50.00 (Torbet)
 WJAX-FM, 95.1, 100 KW @ 567, ROCK, \$28.75 (HR/Stone) City of Jacksonville
 WKTZ-FM, 96.1, 100 KW @ 1000, BTFL MUS (Schulke), \$53.25 (Buckley) Jones College
 WKUE-FM, 92.7, 3 KW @ 300, AOR, \$? ? (----)
 WQIK-FM, 99.1, 90 KW @ 620, COUNTRY, ABC-E, \$28.00 (Mc-Guild)

TV STATIONS

WJKS Jacksonville 17 ABC, Rust Craft WJXT Jacksonville 4 CBS
 WTLV Jacksonville 12 NBC, Harte-Hanks

NEWSPAPER

Florida Times-Union, Journal ME 199,129

KALAMAZOO

SRDS Market # 136
 FCC Revenue Rank # 120
 FCC Income Rank # 63
 APR 15.3
 SMSA Pop: 269,600

Revenue : \$2,610,000
 Income : \$ 485,000
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Revenue : \$298,608
 Nat Rev per Cap : \$1.11
 Total Rev per Cap: \$9.68
 Total Inc per Cap: \$1.80
 Profit Margin : 18.6%

<u>12+ METRO 1/4/SHARE A/M 78</u>			<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WKZO	50/14.7	16.3	1. WKZO	64	1. WKZO	1024/34.8
2. WKMI	46/13.5	17.2	2. WKMI	49	2. WKMI	921/37.5
3. WQLR-FM	35/10.3	10.1	3. WOOD-FM	46	3. WGRD-FM+	767/23.8
4. WKFR-FM	32/ 9.4	5.3	4. WGRD-FM+41		4. WKFR-FM	689/28.3
5. WOOD-FM	29/ 8.5	5.6	5. WQLR-FM	37	5. WOOD-FM	587/19.9
6. WGRD-FM+	22/ 6.5	13.4	6. WKFR-FM	35	6. WQLR-FM	568/23.6
7. WLAV-FM	20/ 5.9	.9	7. WMAQ	28	7. WMAQ	387/ 7.5
8. WBUK	15/ 4.4	3.0	8. WLAV-FM	23	8. WLS	364/10.2
9. WJFM-FM	12/ 3.5	.9	9. WBUK	15	9. WJFM-FM	356/13.6
10. WMAQ	10/ 2.9	.6	WJFM-FM	15	10. WLAV-FM	280/ 9.2

12+ FM SHARE (METRO): 50.99% (155 of 304) (O/N 77: NA)
 12+ FM SHARE (TSA) : 50.75% (202 of 398) (O/N 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKMI	1. WKMI	1. WKMI	1. WKMI	1. WKZO	1. WKZO
WGRD-FM+	2. WKFR-FM	2. WKFR-FM	2. WKFR-FM	2. WQLR-FM	2. WKMI
3. WKFR-FM	3. WLAV-FM	3. WLAV-FM	3. WKZO	3. WBUK	3. WOOD-FM

OTHER RATED STATIONS/METRO SHARE

WKPR	1420	.9	WDOW	1440	.3
WYYY	1470	1.8	WDOW-FM	92.1	.6
WAOP	980	1.5	WGN	720	.9
WFFX-FM	101.3	1.2	WLS	890	2.6

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	62 (4)	89 (5)	151 (9)	49.7
BTFL MUSIC		64 (2)	64 (2)	21.1
MOR	54 (3)	2 (1)	56 (4)	18.4
COUNTRY	30 (3)		30 (3)	9.9
RELIGION	3 (1)		3 (1)	1.0
			<u>304 (19)</u>	

AM STATIONS

WKMI, 1360, 5 KW/1 KW , ROCK ABC-C, \$26.50 (Mc-Guild)
 WKZO, 590, 5 KW , MOR CBS, \$27.25 (Buckley) Fetzer
 WBUK, 1560, 1 KW (Days),COUNTRY ABC-E, \$11.00 (PRO)

WLS, WMAQ - See Chicago

FM STATIONS

WQLR-FM, 106.5, 33 KW @ 600, BTFL MUS (KalaMusic) , \$18.75 (Masla)
 WKFR-FM, 103.3, 31 KW @ 370, CONTEMP (Drake-Chen) , \$11.15 (HR/Stone) (BATTLE CREEK)

WLAV-F, WJFM-F, WGRD-F, WOOD-F - See Grand Rapids

FOR TV STATIONS AND NEWSPAPERS SEE GRAND RAPIDS

KANSAS CITY

SRDS Market # 29; ADI # 27	Revenue : \$ 8,576,524	National Revenue : \$2,502,982
FCC Revenue Rank # 32	Income : \$ 218,672	Nat Rev per Cap : \$1.93
FCC Income Rank # 100	FM Rev : \$ 4,387,678	Total Rev per Cap: \$9.98
APR 15.0	FM Inc : \$ 786,767	Total Inc per Cap: \$.77
SMSA Pop: 1,299,100	Comb Rev : \$12,964,202	Profit Margin : 7.8%
	Comb Inc : \$ 1,005,439	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KMBZ 179/11.4	18.6	11.9	1. WDAF 419	1. KCMO 6152/29.9
2. WDAF 161/10.2	9.0	11.1	2. KCMO 308	2. WDAF 5219/22.1
3. KMBR-FM 157/10.0	9.1	9.2	3. KYYS-FM 218	3. WHB 3706/20.2
4. KYYS-FM 155/ 9.8	8.4	6.9	4. KMBZ 213	4. KMBZ 2935/24.6
5. KCMO 148/ 9.4	7.9	7.3	5. KMBR-FM 184	5. KBEQ-FM 2692/18.6
6. KBEQ-FM 141/ 9.0	8.6	8.1	KBEQ-FM 184	6. KYYS-FM 2589/17.3
7. KCEZ-FM 130/ 8.3	7.2	5.8	7. KCEZ-FM 153	7. KMBR-FM 2156/17.0
8. KPRS-FM 79/ 5.0	5.6	6.8	8. WHB 128	8. KCEZ-FM 1831/13.5
9. WHB 77/ 4.9	7.6	7.8	9. KCKN-FM 96	9. KUDL-FM 1188/ 9.2
10. KCKC-FM 57/ 3.6	3.5	5.1	10. KPRS-FM 81	10. KCKN-FM 1128/ 7.0
11. KUDL-FM 52/ 3.3	2.5	2.2	11. KUDL-FM 73	11. KPRS-FM 1035/ 9.2
12. KCKN 38/ 2.4	1.5	2.7	12. KCKN 44	12. KCKN 815/ 6.6

12+ FM SHARE (METRO): 55.35% (838 of 1514) (O/N 77: 49.48%)
 12+ FM SHARE (TSA) : 47.90% (1093 of 2282) (O/N 77: 45.32%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KBEQ-FM	1. KYYS-FM	1. WDAF	1. WDAF	1. KMBZ	1. WDAF
2. KYYS-FM	2. KCMO	2. KYYS-FM	2. KMBR-FM	2. KCEZ-FM	2. KCMO
3. KCMO	3. WDAF	3. KCMO	3. KCMO	3. KMBR-FM	3. KMBZ
KPRS-FM	4. KBEQ-FM	4. KMBR-FM	4. KMBZ	4. WDAF	4. KMBR-FM
	5. KPRS-FM	5. KMBZ	5. KCEZ-FM	5. KCMO	5. KYYS-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	77 (1)	383 (5)	460 (6)	30.4
MOR	346 (3)		346 (3)	22.9
COUNTRY	219 (3)	57 (1)	276 (4)	18.2
BTFM MUSIC		287 (2)	287 (2)	19.0
BLACK		79 (1)	79 (1)	5.2
RELIGION	34 (3)		34 (3)	2.2
CLASSICAL		24 (1)	24 (1)	1.6
UNKNOWN		8 (1)	8 (1)	0.5
			<u>1514 (21)</u>	

KANSAS CITY ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WDAF	1. KCMO	1. WDAF	KAYQ	1190	1.3
2. KMBZ	2. WDAF	2. KBEQ-FM	KBEA	1480	1.2
3. KCMO	3. KMBZ	3. KPRS-FM	KCCV	1510	.7
4. KYYS-FM	4. WHB	4. KYYS-FM	KCNW	1380	.5
5. KBEQ-FM	5. KBEQ-FM	5. KMBZ	KFIX-FM	106.5	.6
6. KMBR-FM	6. KYYS-FM	6. KCMO	KPRT	1590	1.0
7. KCEZ-FM	7. KMBR-FM	7. KMBR-FM	KWKI-FM	93.3	1.7
8. WHB	8. KCEZ-FM	8. KCEZ-FM	KXTR-FM	96.5	1.5
9. KCKN-FM	9. KUDL-FM	9. WHB	KTRO-FM	98.9	.5
10. KPRS-FM	10. KPRS-FM	10. KCKN			
11. KUDL-FM	11. KCKN-FM				
12. KCKN	12. KCKN				
13. KXTR-FM	13. KWKI-FM				
14. KWKI-FM	14. KXTR-FM				
15. KAYQ	15. KBEA				

ADI FM SHARE: 50.70% (1044 of 2059) (O/N 77: 45.83%)

AM STATIONS

KAYQ, 1190, 1 KW/250 W, COUNTRY	, \$22.00 (Masla)	
KBEA, 1480, 1 KW/500 W, MOR (Radio Arts)	ABC-I, MBS, \$13.50 (P/W)	
KCKN, 1340, 1 KW/250 W, COUNTRY	, \$33.15 (Mc-Guild)	Kaye-Smith
KCMO, 810, 50 KW/10 KW, AC/MOR	ABC-E, \$52.00 (MMR)	Meredith
KMBZ, 980, 5 KW, MOR	CBS, \$66.25 (Torbet)	Bonneville
WDAF, 610, 5 KW, COUNTRY	ABC-I, \$73.75 (Katz)	Taft
WHB, 710, 10 KW/5 KW, ROCK	, \$51.50 (Blair)	Storz

FM STATIONS

KBEQ-FM, 104.3, 50 KW @ 953, ROCK	, \$60.50 (RKO)	Mariner
KCEZ-FM, 94.9, 100 KW @ 1057, BTFL MUS (Schulke)	, \$50.00 (MMR)	Meredith
KCKN-FM, 94.1, 100 KW @ 465, COUNTRY	, \$33.15 (Mc-Guild)	Kaye-Smith
KMBR-FM, 99.7, 100 KW @ 950, BTFL MUS (Bonne)	, \$43.12 (Torbet)	Bonneville
KPRS-FM, 103.3, 100 KW @ 450, BLACK/ROCK	MBN, \$33.75 (Howard)	
KUDL-FM, 98.1, 100 KW @ 250, SOFT ROCK (TM)	ABC-C, \$28.00 (Selcom)	Starr
KWKI-FM, 93.3, 100 KW @ 290, ROCK	, \$12.00 (Roslin)	Commun Fund
KXTR-FM, 96.5, 90 KW @ 670, CLASSICAL	, \$15.00 (-----)	
KYYS-FM, 102.1, 100 KW @ 940, AOR (Burk-Abr)	, \$58.75 (Katz)	Taft

TV STATIONS

KBMA	Kansas City	41	IND, Scripps-Howard
KCMO	Kansas City	5	CBS, Meredith
KMBC	Kansas City	9	ABC, Metromedia
WDAF	Kansas City	4	NBC, Taft

NEWSPAPER

Kansas City Star, Times	ME	624,581, Capital Cities
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LANSING

SRDS Market # 85	Revenue : \$2,649,478	National Revenue : \$556,539
FCC Revenue Rank # 118	Income : \$ 551,498	Nat Rev per Cap : \$1.22
FCC Income Rank # 60	FM Rev : NA	Total Rev per Cap: \$5.82
APR 15.6	FM Inc : NA	Total Inc per Cap: \$1.21
SMSA Pop: 455,600	Comb Rev : NA	Profit Margin : 20.8%
	Comb Inc : NA	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WVIC-FM+78/13.5	14.1	1. WVIC-FM+ 110	1. WVIC-FM+ 1483/32.1
2. WILS-FM 61/10.5	6.9	2. WJR 73	2. WFMK-FM 1295/29.0
3. WFMK-FM 59/10.2	14.0	3. WFMK-FM 68	3. WJR 1238/16.7
4. WITL-FM 50/ 8.6	10.3	4. WITL-FM 64	4. WITL-FM 901/19.3
5. WJR 42/ 7.3	7.9	5. WILS-FM 61	5. WILS-FM 799/21.6
6. WJIM 30/ 5.2	5.4	6. WGER-FM 39	6. WJIM 772/20.8
WILS 30/ 5.2	5.7	7. WILS 35	7. WJIM-FM 616/14.7
8. WOOD-FM 29/ 5.0	7.6	8. WOOD-FM 31	8. WOOD-FM 546/11.6
9. WJIM-FM 25/ 4.3	4.4	9. WJIM 30	9. WGER-FM 310/ 2.5
10. WITL 18/ 3.1	3.0	10. WJIM-FM 27	10. WITL 303/ 8.2

12+ FM SHARE (METRO): 66.87% (323 of 483) (A/M 78: 68.26%)
 12+ FM SHARE (TSA) : 67.25% (425 of 632) (A/M 78: 60.83%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WVIC-FM+	1. WFMK-FM	1. WFMK-FM	1. WFMK-FM	1. WITL-FM	1. WJR
2. WILS-FM	2. WVIC-FM+	2. WVIC-FM+	2. WITL-FM	2. WJR	2. WVIC-FM+
3. WFFX-FM	3. WILS-FM	3. WILS-FM	3. WJR	3. WOOD-FM	3. WITL-FM
WILS	4. WILS	4. WITL-FM	4. WILS-FM	4. WJIM-FM	4. WFMK-FM

OTHER RATED STATIONS/METRO SHARE

WCER-FM+	92.7	1.9	WGRD-FM+	97.9	1.9
WION	1430	1.6	WJFM-FM	93.7	.3
WFFX-FM	101.3	1.2	WPLB-FM	107.3	1.7
WGER-FM	102.5	1.6	WZZR-FM	95.7	.3

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	54 (3)	196 (7)	250 (10)	51.8
MOR	88 (4)	4 (1)	92 (5)	19.0
BTFL MUSIC		63 (3)	63 (3)	13.0
COUNTRY	18 (1)	60 (2)	78 (3)	16.1
			483 (21)	

AM STATIONS

WILS, 1320, 5 KW/1 KW, CONTEMP , \$15.32 (Torbet)
 WITL, 1010, 500 W (Days), COUNTRY , \$12.80 (Mc-Guild) Midwest Family
 WJIM, 1240, 1 KW/250 W,MOR NBC, \$12.75 (PRO) Gross
 WJR - See Detroit

FM STATIONS

WFMK-FM, 99.1, 110 KW @ 600, SOFT ROCK , \$26.25 (Selcom) Liggett
 WILS-FM, 101.7, 3 KW @ 180, AOR (Burk-Abr) , \$13.85 (Torbet)
 WITL-FM, 100.7, 55 KW @ 378, COUNTRY , \$14.70 (Mc-Guild) Midwest Fam
 WJIM-FM, 97.5, 28 KW @ 440, BTFL MUS , \$ 8.00 (PRO)
 WVIC-FM+, 94.9, 20 KW @ 500, ROCK ABC-C, \$18.30 (Eastman)
 WGER-FM, 102.5, 86 KW @ 860, BTFL MUS (IM) , \$23.00 (Mc-Guild) (BAY CITY)
 WOOD-FM, WFFX-FM - See Grand Rapids

TV STATIONS

WJIM Lansing 6 CBS, Gross WILX Jackson 10 NBC
NEWSPAPERS Lansing State Journal E 71,135, Gannett

LAS VEGAS

SRDS Market # 100
 FCC Revenue Rank # 73
 FCC Income Rank # 108
 APR 14.7
 SMSA Pop: 381,800

Revenue : \$4,138,975
 Income : \$ 196,139
 FM Rev : \$1,215,936
 FM Inc : \$ 43,680
 Comb Rev : \$5,354,911
 Comb Inc : \$ 239,819

National Revenue : \$615,069
 Nat Rev per Cap : \$1.61
 Total Rev per Cap: \$14.03
 Total Inc per Cap: \$.63
 Profit Margin : 4.5%

12+ METRO 1/4/SHARE	A/M 78	O/N 77
1. KENO 59/13.6	13.2	11.3
2. KORK-FM 51/11.8	10.7	14.3
3. KLUC-FM 41/ 9.4	11.4	9.6
4. KMJJ 36/ 8.3	3.4	4.2
5. KENO-FM 32/ 7.4	9.6	5.2
6. KFMS-FM 27/ 6.2	6.4	9.4
KRAM 27/ 6.2	12.8	12.4
8. KNUU 24/ 5.5	2.5	1.9
9. KORK 23/ 5.3	6.4	7.5
10. KDWN 21/ 4.8	5.5	4.9

MSA AND TSA
 1/4 FIGURES
 ARE THE SAME

12+ TSA CUME/MSA CUME RAT
1. KENO 920/31.1
2. KMJJ 574/19.4
3. KLUC-FM 553/18.7
4. KORK-FM 541/18.3
5. KENO-FM 476/16.1
6. KORK 470/15.9
7. KFMS-FM 469/15.9
8. KRAM 424/14.4
9. KDWN 423/14.2
10. KVEG 350/11.9

12+ FM SHARE (METRO): 42.64% (171 of 401) (O/N 77: 47.13%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KENO	1. KENO	1. KENO	1. KORK-FM	1. KORK-FM	1. KENO
2. KLUC-FM	2. KMJJ	2. KMJJ	2. KENO	2. KRAM	2. KORK
	3. KLUC-FM	3. KLUC-FM	3. KMJJ	3. KDWN	3. KLUC-FM
	4. KENO-FM	KENO-FM	4. KVEG	KORK	4. KORK-FM

OTHER RATED STATIONS/METRO SHARE

KLAV 1230	1.2	KVOV 1280	3.0	KNX 1070	.5
KVEG 1400	4.6	KXTZ-FM 94.1	4.6		

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	95 (2)	100 (3)	195 (5)	48.6
BTFL MUSIC		71 (2)	71 (2)	17.7
MOR	49 (3)		49 (3)	12.2
COUNTRY	47 (2)		47 (2)	11.7
NEWS/INFO/TALK	26 (2)		26 (2)	6.5
BLACK	13 (1)		13 (1)	3.2
			401 (15)	

AM STATIONS

KDWN, 720, 50 KW/10 KW, MOR	, \$11.25 (PRO)	
KENO, 1460, 5 KW/1 KW, ROCK	ABC-C, \$16.00 (Lotus)	Lotus
KMJJ, 1140, 10 KW/2.5 KW, ROCK	, \$11.50 (Selcom)	
KNUU, 970, 500 W (Days), NEWS	ABC-I, MBS, \$ 9.72 (-----)	
KORK, 920, 5 KW/500 W, MOR	NBC, \$13.00 (Mc-Guild)	Donrey
KRAM, 1340, 1 KW/250 W, COUNTRY	ABC-E, \$13.00 (Torbet)	
KVEG, 1400, 1 KW/250 W, COUNTRY	, \$21.00 (Katz)	

FM STATIONS

KENO-FM, 92.3, 27 KW @ 179, AOR	, \$13.00 (Lotus)	Lotus
KFMS-FM, 101.9, 20 KW @ 41, AOR (Burk-Abr)	, \$27.50 (Katz)	
KLUC-FM, 98.5, 5.8 KW @ 180, ROCK	, \$16.00 (Selcom)	
KORK-FM, 97.1, 44 KW @ 195, BTFL MUS (Schulke)	, \$15.00 (Mc-Guild)	Donrey

TV STATIONS

KLAS Las Vegas 8	CBS, Hughes	KORK Las Vegas 3	NBC, Donrey
KSHO Las Vegas 13	ABC	KVVU Henderson 5	IND

NEWSPAPERS

Las Vegas Review Journal	E	69,911, Donrey
Las Vegas Sun	M	43,064

LEXINGTON

SRDS Market # 120
 FCC Revenue Rank # 105
 FCC Income Rank # 72
 APR 15.2
 SMSA Pop: 301,200

Revenue : \$3,039,957
 Income : \$ 397,549
 FM Rev : \$ 937,572
 FM Inc : \$ 268,187
 Comb Rev : \$3,977,529
 Comb Inc : \$ 665,736

National Revenue : \$249,850
 Nat Rev per Cap : \$.83
 Total Rev per Cap: \$13.21
 Total Inc per Cap: \$2.21
 Profit Margin : 16.7%

<u>12+ METRO 1/4/SHARE A/M 78</u>		
1. WVLK	71/18.6	15.6
2. WLAP	51/13.4	17.9
3. WKQQ-FM	50/13.1	8.2
4. WLAP-FM	48/12.6	15.8
5. WVLK-FM	43/11.3	11.6
6. WAXU+	39/10.2	5.8
7. WBLG	14/ 3.7	7.4
8. WNVL	13/ 3.4	2.1
9. WBGR+	10/ 2.6	1.1
WHAS	10/ 2.6	2.9

<u>12+ TSA 1/4</u>	
1. WVLK	97
2. WLAP	72
3. WLAP-FM	69
4. WKQQ-FM	66
5. WVLK-FM	65
6. WHAS	56
7. WAXU+	47
8. WBLG	14
WKED	14
WNVL	14

<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WVLK	1814/43.2
2. WLAP	1648/39.1
3. WLAP-FM	1287/34.3
4. WVLK-FM	1191/29.4
5. WHAS	1166/10.7
6. WKQQ-FM	1037/23.9
7. WAXU+	547/15.1
8. WBLG	454/16.6
9. WAKY	443/ 7.5
10. WJMM-FM	233/ 5.4

12+ FM SHARE (METRO): 46.28% (168 of 363) (O/N 77: NA)
 12+ FM SHARE (TSA) : 43.17% (240 of 556) (O/N 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLAP-FM	1. WKQQ-FM	1. WVLK	1. WVLK	1. WVLK	1. WVLK
2. WKQQ-FM	2. WVLK	2. WKQQ-FM	2. WAXU+	2. WAXU+	2. WLAP
	3. WLAP	3. WLAP	3. WLAP	WVLK-FM	3. WHAS

OTHER RATED STATIONS/METRO SHARE

WJMM-FM	106.3	1.0	WAKY	790	.5
WWKY	1380	1.6	WKED	1130	.5

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	124 (3)	98 (2)	222 (5)	61.2
COUNTRY	33 (2)	19 (1)	52 (3)	14.3
BTFL MUSIC		43 (1)	43 (1)	11.8
MOR	36 (4)	4 (1)	40 (5)	11.0
RELIGION		4 (1)	4 (1)	1.1
UNKNOWN		2 (1)	2 (1)	0.5
<u>363 (16)</u>				

AM STATIONS

WAXU+, 1580, 10 KW (Days), COUNTRY	MBS, \$ 9.00 (Sav-Gates)	
WBGR, 1440, 1 KW (Days), MOR	ABC-E, \$ 6.00 (-----)	(PARIS)
WBLG, 1300, 1 KW, MOR	NBC, \$10.50 (PRO)	
WLAP, 630, 5 KW/1 KW, CONTEMP	CBS, \$21.00 (Mc-Guild)	Illinois Bdcst
WNVL, 1250, 500 W (Days), COUNTRY/TALK	, \$ 6.75 (Regional)	
WVLK, 590, 5 KW/1 KW, CONT/MOR	ABC-I, \$23.25 (Torbet)	Bluegrass
WKED, 1130, 500 W (Days), ???	, \$10.00 (-----)	(FRANKFORT)
WHAS - See Louisville		

FM STATIONS

WKQQ-FM, 98.1, 50 KW @ 551, AOR	, \$16.00 (PRO)	
WLAP-FM, 94.5, 50 KW @ 280, ROCK (TM)	, \$15.25 (Mc-Guild)	Illinois Bdcst
WVLK-FM, 92.9, 100 KW @ 854, BTFL MUS (FM-100)	, \$17.25 (Torbet)	Bluegrass

TV STATIONS

WKYT	Lexington	27	CBS, Bluegrass	WLEX	Lexington	18	NBC, Gay-Bell
WTVQ	Lexington	62	ABC, Starr				

NEWSPAPER

Lexington Herald, Leader 95,863, Knight-Ridder

LOS ANGELES

SRDS Market # 3; ADI # 2	Revenue : \$73,028,728	National Rev : \$30,017,473
FCC Revenue Rank # 1	Income : \$13,353,610	Nat Rev per Cap : \$4.36
FCC Income Rank # 1	FM Rev : \$24,239,092	Tot Rev per Cap : \$14.12
APR 16.2	FM Inc : \$ 5,870,821	Tot Inc per Cap : \$2.79
SMSA Pop: 6,890,200	Comb Rev : \$97,267,820	Profit Margin : 19.8%
	Comb Inc : \$19,224,431	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KABC 780/6.5	8.6	5.8	1. KABC 876	1. KNX 15490/15.5
2. KBIG-FM 710/6.0	6.6	6.8	2. KBIG-FM 873	2. KFI 13030/11.2
3. KJOI-FM 627/5.3	4.9	4.4	3. KMET-FM 840	3. KFWB 12224/15.9
4. KMET-FM 587/4.9	3.6	2.8	4. KNX 770	4. KBIG-FM 11434/12.3
5. KNX 514/4.3	4.5	4.0	5. KJOI-FM 666	5. KABC 11016/13.4
6. KFWB 495/4.2	4.5	3.9	6. KFI 544	6. KMET-FM 10361/11.2
7. KLAC 470/3.9	2.6	2.9	7. KLAC 536	7. KHJ 9732/12.9
8. KOST-FM 399/3.3	2.5	1.7	8. KFWB 517	8. KMPC 8724/10.0
9. KNX-FM 374/3.1	2.6	3.6	9. KOST-FM 492	9. KJOI-FM 8676/10.7
10. KMPC 366/3.1	3.4	3.5	10. KRTH-FM 479	10. KLOS-FM 8410/ 9.9
11. KRTH-FM 361/3.0	2.5	3.4	11. KNX-FM 425	11. KRTH-FM 8337/ 9.3
12. KHJ 318/2.7	3.6	3.5	12. KMPC 416	12. KLAC 8095/ 9.1
13. KFI 309/2.6	2.7	3.1	13. KLOS-FM 335	13. KTNQ 7968/ 9.4
KUTE-FM 309/2.6	2.6	1.1	14. KUTE-FM 331	14. KRLA 7296/ 9.2
15. KRLA 308/2.6	2.4	2.5	15. KHJ 323	15. KOST-FM 7268/ 7.8
16. KDAY 303/2.5	2.1	2.6	16. KRLA 317	16. KIIS-FM 6989/ 8.0
17. KLOS-FM 285/2.4	2.8	3.6	17. KDAY 307	17. KNX-FM 6644/ 7.7
18. KTNQ 250/2.1	2.4	2.1	18. KIIS-FM 306	18. XTRA 5143/ 3.7
19. KIIS-FM 245/2.1	2.1	2.7	19. KTNQ 274	19. KUTE-FM 5050/ 6.4
20. KZLA-FM 240/2.0	1.2	2.0	XTRA 274	20. KIIS 4485/ 6.0

12+ FM SHARE (METRO): 51.26% (5666 of 11053) (O/N 77: 46.15%)
 12+ FM SHARE (TSA) : 51.07% (6634 of 12989) (O/N 77: 46.43%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KMET-FM	1. KMET-FM	1. KMET-FM	1. KBIG-FM	1. KBIG-FM	1. KABC
2. KTNQ	2. KNX-FM	2. KNX-FM	2. KNX-FM	2. KABC	2. KNX
3. KHJ	3. KRTH-FM	3. KRTH-FM	3. KJOI-FM	3. KJOI-FM	3. KFI
4. KDAY	4. KLOS-FM	4. KBIG-FM	4. KABC	4. KNX	4. KFWB
5. KIIS-FM	5. KUTE-FM	5. KJOI-FM	5. KLAC	5. KLAC	5. KBIG-FM
6. KUTE-FM	6. KZLA-FM	6. KABC	6. KRTH-FM	6. KOST-FM	6. KMET-FM
7. KLOS-FM	7. KRLA	7. KRLA	7. KNX	7. KFWB	7. KLAC

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1076 (5)	2897 (12)	3973 (17)	36.0
NEWS/INFO/TALK	1789 (3)		1789 (3)	16.2
BTFL MUSIC	134 (1)	1839 (4)	1973 (5)	17.9
MOR	860 (5)		860 (5)	7.8
DISCO/BLACK	379 (2)	451 (3)	830 (5)	7.5
COUNTRY	470 (1)	154 (1)	624 (2)	5.7
SPANISH	389 (2)		389 (2)	3.5
CLASSICAL	87 (1)	192 (1)	279 (2)	2.5
RELIGION	140 (2)		140 (2)	1.3
UNKNOWN	63 (1)	133 (1)	196 (2)	1.8

11053 (45)

NOTE: PLEASE SEE ANAHEIM FOR CONTINUATION OF LA TV STATIONS AND NEWSPAPERS.

LOS ANGELES ADI

OTHER STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME			
1. KBIG-FM	1. KNX	1. KFWB	KACE-FM	103.9	.4
2. KABC	2. KFWB	2. KLAC	KALI	1430	1.9
3. KMET-FM	3. KFI	3. KABC	KBRT	740	.4
4. KNX	4. KBIG-FM	4. KNX	KEZY	1190	.7
5. KJOI-FM	5. KABC	5. KALI	KEZY-FM	95.9	.3
6. KLAC	6. KMET-FM	6. KJOI-FM	KFAC	1330	.7
7. KFWB	7. KHJ	7. KLVE-FM	KFAC-FM	92.3	1.6
8. KRTH-FM	8. KJOI-FM	8. KMPC	KGER	1390	.8
9. KOST-FM	9. KMPC	9. KDAY	KGRB	900	.5
10. KFI	10. KLOS-FM	10. KMET-FM	KHTZ-FM	97.1	1.3
11. KNX-FM	11. KRTH-FM		KIEV	870	.6
12. KMPC	12. KLAC		KIIS	1150	1.0
13. KUTE-FM	13. KTNQ		KIQQ-FM	100.3	1.8
14. KLOS-FM	14. KRLA		KJLH-FM	102.3	.8
15. KHJ	15. KOST-FM		KKGO-FM	105.1	1.1
			KKTT	1230	.6
			KLVE-FM	107.5	1.7
			KNOB-FM	97.9	.9
			KPOL	1540	.7
			KWIZ	1480	.3
			KWIZ-FM	96.7	.6
			KWKW	1300	1.4
			KWST-FM	105.9	1.3
			XTRA	690	1.1

ADI FM SHARE: 52.61% (6689 of 12715) (O/N 77: 46.57%)

AM STATIONS

KABC, 790, 5 KW, NEWS/TALK	ABC-I, \$166.25	(Katz)	ABC
KALI, 1430, 5 KW, SPANISH	, \$ 42.50	(UBC)	United
KDAY, 1580, 50 KW, BLACK	NBN, \$ 79.12	(Howard)	Rollins
KFI, 640, 50 KW, MOR/AC	ABC-E, \$106.22	(Christal)	Cox
KFWB, 980, 5 KW, NEWS	, \$121.88	(RAR)	Westinghouse
KHJ, 930, 5 KW, ROCK	, \$145.00	(RKO)	RKO
KIIS, 1150, 5 KW/1 KW, ROCK	ABC-C, \$124.38	(Eastman)	Combined
KLAC, 570, 5 KW, COUNTRY	, \$ 98.00	(Metro)	Metromedia
KMPC, 710, 50 KW/10 KW, MOR	, \$116.94	(MMR)	Golden West
KNX, 1070, 50 KW, NEWS	CBS, \$120.63	(CBS Spot)	CBS
KRLA, 1110, 50 KW/10 KW, ROCK	, \$ 98.50	(P/W)	
KTNQ, 1020, 50 KW, ROCK	, \$ 74.00	(----)	Storer
XTRA, 690, 50 KW, BTFL MUS	, \$ 46.00	(Buckley)	

FM STATIONS

KBIG-FM, 104.3, 105 KW @ 5800, BTFL MUS (Bonnie)	, \$154.38	(Torbet)	Bonneville
KIIS-FM, 102.7, 8.3 KW @ 2790, ROCK	, \$124.38	(Eastman)	Combined
KIQQ-FM, 100.3, 58 KW @ 1180, ROCK	, \$ 72.00	(Masla)	Outlet
KJOI-FM, 98.7, 75 KW @ 1833, BTFL MUS (Schulke)	, \$127.50	(Selcom)	LA Coke
KLOS-FM, 95.5, 68 KW @ 2920, AOR	ABC-F, \$111.75	(Katz)	ABC
KLVE-FM, 107.5, 34 KW @ 2800, CONTEMP Spanish	, \$ 35.00	(Masla)	
KMET-FM, 94.7, 58 KW @ 2835, AOR	, \$175.00	(Metro)	Metromedia
KNX-FM, 93.1, 54 KW @ 2870, SOFT ROCK	, \$100.00	(CBS-FM)	CBS
KOST-FM, 103.5, 13 KW @ 3100, BTFL MUS (FM-100)	, \$ 89.78	(Christal)	Cox
KRTH-FM, 101.1, 59 KW @ 5858, CONTEMP/OLDIES	, \$101.25	(RKO)	RKO
KUTE-FM, 101.9, .7 KW @ 2860, DISCO	, \$ 87.12	(HR/Stone)	
KZLA-FM, 93.9, 49 KW @ 2000, SOFT ROCK (Burk-Abr)	, \$118.69	(Blair)	Cap Cities

TV STATIONS

KABC	LA	7	ABC,ABC	KMEX	LA	34	IND, Spanish Int
KBSA	Guasti	46	IND	KNBC	LA	4	NBC,NBC
KBSC	Corona	52	IND	KNXT	LA	2	CBS,CBS
KCOP	LA	13	IND,Chris-Craft	KTLA	LA	5	IND, Golden West

LOUISVILLE

SRDS Market # 42; ADI # 43
 FCC Revenue Rank # 36
 FCC Income Rank # 52
 APR 13.9
 SMSA Pop: 890,000

Revenue : \$ 7,855,539
 Income : \$ 680,541
 FM Rev : \$ 2,233,750
 FM Inc : \$ -18,308
 Comb Rev : \$10,089,289
 Comb Inc : \$ 662,233

National Revenue : \$1,917,422
 Nat Rev per Cap : \$2.15
 Total Rev per Cap: \$11.34
 Total Inc per Cap: \$.74
 Profit Margin : 6.6%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLRS-FM 137/13.7	9.2	11.8	1. WHAS 211	1. WHAS 2651/28.5
2. WQHI-FM 110/11.0	9.0	7.9	2. WQHI-FM 175	2. WAKY 3303/30.5
3. WHAS 108/10.8	9.5	10.2	3. WLRS-FM 139	3. WQHI-FM 2675/23.1
4. WAKY 94/ 9.4	10.2	9.2	WAKY 139	4. WAVE 1976/23.8
5. WINN 86/ 8.6	5.7	7.9	5. WAMZ-FM 134	5. WKLO 1718/19.6
6. WAVE 83/ 8.3	13.0	10.0	6. WAVE 97	6. WAMZ-FM 1710/13.1
WLOU 83/ 8.3	6.2	5.6	7. WINN 86	7. WLRS-FM 1577/20.0
8. WAMZ-FM 59/ 5.9	4.9	5.6	8. WLOU 83	8. WINN 1229/16.8
9. WVEZ-FM 57/ 5.7	8.5	8.4	9. WVEZ-FM 64	9. WVEZ-FM 859/10.7
10. WKLO 54/ 5.4	8.1	7.9	10. WKLO 62	10. WCSN-FM 696/ 7.7
11. WCSN-FM 41/ 4.1	5.9	4.5	11. WCSN-FM 49	11. WLOU 656/ 8.7
12. WTMT 17/ 1.7	2.1	2.8	12. WTMT 29	12. WTMT 479/ 3.2

12+ FM SHARE (METRO): 44.02% (427 of 970) (O/N 77: 42.79%)
 12+ FM SHARE (TSA) : 44.48% (584 of 1313) (O/N 77: 42.02%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WLRS-FM	1. WLRS-FM	1. WLRS-FM	1. WHAS	1. WHAS	1. WHAS
2. WQHI-FM	2. WQHI-FM	2. WQHI-FM	2. WINN	2. WAVE	2. WAKY
3. WAKY	3. WAKY	3. WHAS	3. WQHI-FM	3. WINN	3. WAVE
4. WLOU	4. WLOU	4. WAKY	4. WAKY	4. WVEZ-FM	4. WQHI-FM
	5. WHAS	5. WINN	5. WAMZ-FM	5. WLOU	5. WAMZ-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	148 (2)	261 (3)	409 (5)	42.2
MOR	196 (3)		196 (3)	20.2
COUNTRY	103 (2)	59 (1)	162 (3)	16.7
BTFL MUSIC		98 (2)	98 (2)	10.1
BLACK	83 (1)		83 (1)	8.6
RELIGION	13 (1)		13 (1)	1.3
UNKNOWN		9 (1)	9 (1)	0.9
			970 (16)	

LOUISVILLE ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WHAS	1. WHAS	1. WINN
2. WQHI-FM	2. WAKY	2. WLRS-FM
3. WLRS-FM	3. WQHI-FM	3. WAVE
4. WAKY	4. WAVE	4. WHAS
WAMZ-FM	5. WKLO	5. WAMZ-FM
6. WAVE	6. WAMZ-FM	6. WLOU
7. WINN	7. WLRS-FM	7. WAKY
8. WLOU	8. WINN	8. WQHI-FM
9. WKLO	9. WVEZ-FM	9. WVEZ-FM
10. WVEZ-FM	10. WCSN-FM	10. WCSN-FM
11. WCSN-FM	11. WLOU	
12. WTMT	12. WTMT	
13. WMMG-FM	13. WIEL	
WFIA	14. WFIA	
15. WIEL	15. WNUU-FM	

WFIA	900	1.3
WFIA-FM	103.9	.9
WNUU-FM	103.1	1.4
WXVW	1450	.5

ADI FM SHARE: 43.79% (617 of 1409) (O/N 77: 42.52%)

AM STATIONS

WAKY, 790, 5 KW/1 KW , ROCK	, \$53.00 (Blair)	Multimedia
WAVE, 970, 5 KW , MOR/AC	NBC, \$32.75 (Katz)	Orion
WFIA, 900, 1 KW (Days), TELIGION	, \$ 6.40 (----)	
WHAS, 840, 50 KW , MOR	CBS, \$45.00 (MMR)	
WINN, 1240, 1 KW/250 W , COUNTRY	ABC-E, \$32.00 (Torbet)	Bluegrass
WKLO, 1080, 10 KW/1 KW , ROCK	ABC-C, \$35.55 (Eastman)	Great Trails
WLOU, 1350, 5 KW (Days), BLACK,	NBN, \$27.50 (Howard)	
WTMT, 620, 500 W (Days), COUNTRY	, \$15.50 (Masla)	
WIEL, 1400, 1 KW , MOR	ABC-C, \$ 8.00 (Regional)	(ELIZABETHTOWN)

FM STATIONS

WAMZ-FM, 97.5, 100 KW @ 505, COUNTRY (Drake-Chen)	MBS, \$17.25 (MMR)	
WCSN-FM, 99.7, 20 KW @ 720, BTFL MUS (Bonne)	, \$17.00 (Eastman)	Great Tr.
WLRS-FM, 102.3, 3 KW @ 300, AOR (Burk-Abr)	ABC-F, \$34.00 (Christal)	Kentucky Tech
WNUU-FM, 103.1, 3 KW @ 186, CONTEMP	, \$15.50 (Howard)	
WQHI-FM, 95.7, 34 KW @ 580, ROCK (TM)	, \$43.00 (Mc-Guild)	
WVEZ-FM, 106.9, 25 KW @ 670, BTFL MUS (Schulke)	, \$22.00 (Torbet)	Stoner
WMMG-FM, 93.5, 3 KW @ 300, COUNTRY	, \$ 3.50 (Regional)	(BRANDEBURG)

TV STATIONS

WAVE	Louisville	3	NBC, Orion
WDRB	Louisville	41	IND, Minneapolis Star
WHAS	Louisville	11	CBS
WLKY	Louisville	32	ABC, Combined Communications

NEWSPAPER

Louisville Courier-Journal, Times ME 370,003

MEMPHIS

SRDS Market # 43; ADI # 35 Revenue : \$ 8,050,490
 FCC Revenue Rank # 34 Income : \$ 722,379
 FCC Income Rank # 47 FM Rev : \$ 2,269,345
 APR 13.2 FM Inc : \$ 443,509
 SMSA Pop: 884,900 Comb Rev : \$10,319,835
 Comb Inc : \$ 1,165,888

National Revenue : \$2,594,270
 Nat Rev per Cap : \$2.93
 Total Rev per Cap: \$11.66
 Total Inc per Cap: \$1.32
 Profit Margin : 11.3%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WMC 109/11.6	13.3	11.6	1. WHBQ 218	1. WHBQ 4478/29.9
WEZI-FM 109/11.6	9.1	10.5	2. WEZI-FM 183	2. WMC-FM 2742/18.8
3. WHBQ 99/10.5	12.4	12.3	3. WMC-FM 180	3. WMC 2669/22.9
4. WDIA 74/ 7.9	10.6	14.1	4. WMC 177	4. WEZI-FM 2601/21.4
5. WZXR-FM 71/ 7.5	6.5	4.6	5. WDIA 116	5. WMPS 2382/12.4
6. WMC-FM 64/ 6.8	6.5	4.2	WMPS 116	6. WDIA 2136/20.1
WLOK 64/ 6.8	6.6	5.9	7. WZXR-FM 101	7. WREC 1846/17.2
8. WREC 63/ 6.7	6.0	5.4	8. WHRK-FM 88	8. WZXR-FM 1583/14.4
9. WHRK-FM 57/ 6.1	6.5	5.1	9. WREC 87	9. WQUD-FM 1250/14.3
10. WQUD-FM 49/ 5.2	4.8	4.5	10. WLOK 67	10. WHRK-FM 1240/12.5
11. WMPS 34/ 3.6	5.6	4.6	11. WQUD-FM 56	11. WLOK 1014/13.6
12. KWAM 26/ 2.8	2.5	3.6	12. KWAM 49	12. KWAM 648/ 5.5

12+ FM SHARE (METRO): 42.64% (385 of 903) (O/N 77: 35.04%)
 12+ FM SHARE (TSA) : 42.80% (660 of 1542) (O/N 77: 33.17%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHBQ	1. WZXR-FM	1. WHBQ	1. WEZI-FM	1. WEZI-FM	1. WHBQ
2. WLOK	2. WHBQ	2. WZXR-FM	2. WMC	2. WMC	2. WMC
3. WMC-FM	3. WMC-FM	3. WEZI-FM	3. WHBQ	3. WREC	3. WEZI-FM
4. WZXR-FM	4. WHRK-FM	4. WMC	4. WQUD-FM	4. WDIA	4. WMC-FM
WHRK-FM	5. WQUD-FM	5. WMC-FM	5. WDIA	5. WMPS	5. WREC

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	99 (1)	205 (4)	304 (5)	33.7
BLACK/DISCO	138 (2)	57 (1)	195 (3)	21.6
COUNTRY	143 (2)	14 (1)	157 (3)	17.4
BTFL MUSIC		109 (1)	109 (1)	12.1
MOR	63 (1)		63 (1)	7.0
RELIGION	41 (2)		41 (2)	4.5
NEWS/INFO/TALK	26 (1)		26 (1)	2.9
UNKNOWN	8 (1)		8 (1)	0.9
			<u>903 (17)</u>	

MEMPHIS ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WHBQ	1. WHBQ	1. WMC
2. WEZI-FM	2. WMC-FM	2. WEZI-FM
3. WMC-FM	3. WMC	3. WHBQ
4. WMC	4. WEZI-FM	4. WDIA
5. WDIA	5. WDIA	5. WHRK-FM
6. WZXR-FM	6. WMPS	6. WMC-FM
7. WHRK-FM	7. WREC	7. WREC
8. WREC	8. WZXR-FM	8. WLOK
WMPS	9. WHRK-FM	9. WZXR-FM
10. WLOK	10. WQUD-FM	10. WMPS
11. WQUD-FM	11. WLOK	
12. KWAM	12. KWAM	
13. KLCN	13. KWAM-FM	
14. KWAM-FM	14. KLCN	
15. WVEE	15. WLS	

KSUD	730	1.6
KWAM-FM	101.1	1.5
WLVS-FM	94.3	2.2
WMQM	1480	.9
WVEE	1430	2.8

ADI FM SHARE: 42.58% (674 of 1583) (O/N 77: 36.36%)

AM STATIONS

KWAM, 990, 10 KW (Days), RELIGION	, \$ 15.00 (Stars)	Rivers
WDIA, 1070, 50 KW/5 KW, BLACK	MBS, \$ 46.50 (Howard)	Sonderling
WHBQ, 560, 5 KW/1 KW, ROCK	ABC-I, \$103.25 (RKO)	RKO
WLOK, 1340, 1 KW/250 W, BLACK	, \$ 21.00 (HR/Stone)	
WMC, 790, 5 KW, COUNTRY	NBC, \$ 78.50 (Blair)	Scripps-Howard
WMPS, 680, 10 KW/5 KW, COUNTRY	ABC-E, \$ 39.38 (Eastman)	Plough
WREC, 600, 5 KW, MOR	CBS, \$ 44.25 (Mc-Guild)	Summit
KLCN, 910, 5 KW (Days), COUNTRY	, \$ 10.00 (-----)	(BLYTHEVILLE)

FM STATIONS

WEZI-FM, 105.9, 100 KW @ 762, BTFL MUS (Schulke)	, \$48.00 (Katz)	Harte-Hanks
WHRK-FM, 97.1, 100 KW @ 530, DISCO	ABC-F, \$34.00 (Eastman)	Plough
WMC-FM, 99.7, 300 KW @ 970, ROCK	, \$34.50 (Blair)	Scripps-Howard
WQUD-FM, 104.5, 100 KW @ 750, CONTEMP	, \$28.00 (Torbet)	Sonderling
WZXR-FM, 102.7, 100 KW @ 900, AOR (Burk-Abr)	, \$44.25 (Mc-Guild)	Summit
KWAM-FM, 101.1, 100 KW @ 390, COUNTRY	ABC-E, \$11.00 (Bunchez)	Rivers

TV STATIONS

WHBQ	Memphis	13	ABC, RKO
WMC	Memphis	5	NBC, Scripps-Howard
WREG	Memphis	3	CBS, New York Times

NEWSPAPER

Memphis Commercial Appeal, Press-Scimitar ME 313,796, Scripps-Howard

MIAMI

SRDS Market # 21; ADI # 15	Revenue : \$15,080,742	National Rev : \$4,844,158
FCC Revenue Rank # 19	Income : \$ - 77,180	Nat Rev per Cap : \$3.20
FCC Income Rank # 274	FM Rev : \$ 5,877,709	Tot Rev per Cap : \$13.85
APR 17.7	FM Inc : \$ 739,690	Tot Inc per Cap : \$.44
SMSA Pop: 1,513,700	Comb Rev : \$20,958,451	Profit Margin : 3.2%
	Comb Inc : \$ 662,510	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WQBA 281/12.6	11.0	12.6	1. WHYI-FM 344	1. WHYI-FM 5110/19.5
2. WHYI-FM 165/ 7.4	7.6	6.6	2. WLYF-FM 294	2. WIOD 3889/15.3
3. WYOR-FM 138/ 6.2	7.0	3.0	3. WQBA 281	3. WINZ 3696/15.7
4. WCMQ 129/ 5.8	7.6	7.3	4. WINZ 203	4. WLYF-FM 3544/10.5
5. WINZ 116/ 5.2	3.6	4.6	5. WYOR-FM 190	5. WMJX-FM 2901/14.4
6. WLYF-FM 99/ 4.4	4.0	4.8	6. WIOD 179	6. WQAM 2875/13.8
7. WKAT 93/ 4.2	2.2	4.6	7. WAXY-FM 134	7. WGBS 2142/ 9.6
8. WIOD 91/ 4.1	2.8	3.8	8. WCMQ 129	8. WQBA 1954/15.5
WCMQ-FM 91/ 4.1	4.5	6.6	9. WKQS-FM 128	9. WYOR-FM 1944/10.1
10. WEDR-FM 88/ 3.9	3.8	4.5	10. WQAM 109	10. WAXY-FM 1833/ 5.2
11. WOCN 81/ 3.6	2.8	2.0	11. WMJX-FM 108	11. WKQS-FM 1648/ 3.1
12. WRHC 76/ 3.4	3.1	3.3	12. WKAT 104	12. WVCG 1620/ 9.0
13. WMJX-FM 74/ 3.3	5.6	3.2	13. WVCG 99	13. WINZ-FM 1574/ 7.4
14. WVCG 72/ 3.2	4.0	4.0	14. WIMI-FM 98	14. WAIA-FM 1527/ 5.1
15. WQAM 71 /3.2	4.1	3.2	15. WSHE-FM 96	15. WWOK+ 1454/ 8.8

12+ FM SHARE (METRO): 46.01% (993 of 2158) (O/N 77: 44.60%)
 12+ FM SHARE (TSA) : 55.96% (1935 of 3458) (O/N 77: 55.38%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WHYI-FM	1. WHYI-FM	1. WQBA	1. WQBA	1. WQBA	1. WQBA
2. WEDR-FM	2. WEDR-FM	2. WCMQ	2. WCMQ	2. WCMQ	2. WHYI-FM
3. WMJX-FM	3. WMJX-FM	3. WHYI-FM	3. WCMQ-FM	3. WYOR-FM	3. WINZ
WQAM	4. WQBA	4. WCMQ-FM	4. WHYI-FM	4. WRHC	4. WLYF-FM
5. WSDO-FM	5. WQAM	5. WEDR-FM	5. WLYF-FM	5. WOCN	5. WIOD

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
SPANISH	567 (4)	91 (1)	658 (5)	30.5
ROCK/CONTEMP	71 (1)	431 (7)	502 (8)	23.3
BTFL MUSIC	72 (1)	257 (3)	329 (4)	15.2
MOR	132 (2)	44 (1)	176 (3)	8.2
NEWS/INFO/TALK	235 (3)		235 (3)	10.9
BLACK	37 (1)	103 (2)	140 (3)	6.5
COUNTRY	51 (1)	8 (1)	59 (2)	2.7
CLASSICAL		59 (1)	59 (1)	2.7
			<u>2158 (29)</u>	

MIAMI ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME
1. WHYI-FM	1. WHYI-FM	1. WQBA
2. WQBA	2. WIOD	2. WEDR-FM
3. WLYF-FM	3. WINZ	3. WINZ
4. WINZ	4. WLYF-FM	4. WHYI-FM
5. WYOR-FM	5. WMJX-FM	5. WYOR-FM
6. WIOD	6. WQAM	6. WWOK+
7. WCMQ	7. WQBA	7. WIOD
8. WAXY-FM	8. WGBS	8. WQAM
9. WMJX-FM	9. WYOR-FM	9. WTM-FM
10. WKAT	10. WVCG	10. WOCN
11. WVCG	11. WAXY-FM	
12. WQAM	12. WINZ-FM	
13. WTM-FM	13. WWOK+	
WKQS-FM	14. WAIA-FM	
15. WCMQ-FM	15. WKAT	

WAIA-FM	97.3	2.0
WGBS	710	1.8
WINZ-FM	94.9	2.0
WKQS-FM	99.9	.9
WMBM	1490	1.7
WNWS	790	1.2
WTM-FM	93.1	2.6
WWOK+	1260	2.7
WWWL-FM	93.9	1.8
WAXY-FM	105.9	1.3
WCKO-FM	102.7	.7
WSDO-FM	106.7	2.1
WSHE-FM	103.5	1.3

ADI FM SHARE: 52.20% (1782 of 3414) (O/N 77: 51.02%)

AM STATIONS

WCMQ, 1220, 1 KW (Days), SPANISH	, \$44.00 (Masla)	
WGBS, 710, 50 KW	, \$64.80 (CBS Spot)	Storer
WINZ, 940, 50 KW/10 KW	CBS, \$48.75 (Katz)	Guy Gannett
WIOD, 610, 5 KW	ABC-E,MBS, \$35.00 (Christal)	Cox
WKAT, 1360, 5 KW/1 KW	ABC-I, \$23.25 (Sav/Gates)	
WOCN, 1450, 1 KW/250 W	, \$29.00 (National)	
WQAM, 560, 5 KW/1 KW	, \$53.50 (Blair)	Storz
WQBA, 1140, 10 KW/5 KW	, \$81.25 (Eastman)	Susquehanna
WWOK+, 1260, 5 KW	, \$38.00 (-----)	Mission
*WVCG, 1080, 10 KW	NBC, \$67.25 (Mc-Guild)	
WRHC, 1550, 10 KW (Days), SPANISH	, \$18.00 (Sav/Gates)	

FM STATIONS

WAIA-FM, 97.3, 98 KW @ 790, MOR (Bonne)	, \$41.25 (Christal)	Cox
WCMQ-FM, 92.1, 3 KW @ 300, SPANISH	, \$44.00 (Masla)	
WEDR-FM, 99.1, 70 KW @ 165, BLACK	NBN, \$41.00 (Lazar)	
WINZ-FM, 94.9, 100 KW @ 650, AOR	, \$48.75 (Katz)	Guy Gannett
WKQS-FM, 99.9, 100 KW @ 930, BTFL MUSIC	, \$14.25 (----)	
WLYF-FM, 101.5, 100 KW @ 813, BTFL MUS (Schulke)	, \$64.80 (CBS Spot)	Storer
WMJX-FM, 96.3, 100 KW @ 890, ROCK	, \$51.25 (P/W)	Charter
**WTM-FM, 93.1, 100 KW @ 480, CLASSICAL	, \$25.00 (CMBS)	SJR
*WYOR-FM, 105.1, 100 KW @ 190, BTFL MUS	, \$67.25 (Mc-Guild)	
WAXY-FM, 105.9, 100 KW @ 1038, OLDIES/ROCK	ABC-F, \$76.62 (RKO)	RKO
WHYI-FM, 100.7, 100 KW @ 1000, ROCK	, \$85.00 (Torbet)	Metroplex
WSHE-FM, 103.5, 100 KW @ 600, AOR	, \$48.75 (Selcom)	Van Patrick

TV STATIONS

WCIX	Miami	6	IND, GCC	WLTV	Miami	23	IND, Spanish Int.
WCKT	Miami	7	NBC	WPLG	Miami	10	ABC, Post-Newsweek
WHFT	Miami	45	IND	WTVJ	Miami	4	CBS, Wometco
WKID	Ft. Lau	51	IND				

NEWSPAPERS

Miami Herald- News	ME	466,431, Knight-Ridder (Herald)	News (Cox)
Ft. Lauderdale News and Sun-Sentinel	ME	141,703, The Tribune Co.	

* sale to Onites pending

** sale by SJR is pending

MILWAUKEE

SRDS Market # 22; ADI # 25	Revenue : \$11,099,050	National Rev : \$2,864,738
FCC Revenue Rank # 25	Income : \$ 1,094,388	Nat Rev per Cap : \$1.90
FCC Income Rank # 28	FM Rev : \$ 3,588,751	Tot Rev per Cap : \$9.74
APR 16.4	FM Inc : \$ 492,016	Tot Inc per Cap : \$1.05
SMSA Pop: 1,507,500	Comb Rev : \$14,687,801	Profit Margin : 10.8%
	Comb Inc : \$ 1,586,404	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WTMJ 330/17.4	18.2	14.3	1. WTMJ 404	1. WTMJ 5863/38.6
2. WEZW-FM 184/ 9.7	7.7	6.9	2. WEZW-FM 214	2. WOKY 4016/26.6
3. WISN 152/ 8.0	10.5	12.6	3. WLPX-FM 201	3. WISN 3917/26.9
4. WOKY 144/ 7.6	7.3	9.5	4. WISN 169	4. WZUU-FM 3048/20.4
5. WLPX-FM 139/ 7.3	5.6	4.4	5. WOKY 167	5. WLPX-FM 3025/19.7
6. WZUU-FM 124/ 6.5	6.9	6.9	6. WZUU-FM 152	6. WEZW-FM 2840/19.8
7. WNUW-FM 82/ 4.3	2.4	2.0	7. WNUW-FM 108	7. WMAQ 1711/ 5.0
8. WBCS-FM 81/ 4.3	5.7	5.9	8. WBCS-FM 104	8. WKTI-FM 1664/12.5
9. WEMP 80/ 4.2	3.8	4.4	9. WEMP 93	9. WEMP 1564/11.3
10. WQFM-FM 62/ 3.3	2.0	5.3	10. WMAQ 70	10. WBCS-FM 1535/10.0
11. WFMR-FM 61/ 3.2	3.6	2.5	11. WFMR-FM 65	11. WNUW-FM 1412/ 9.2
12. WKTI-FM 51/ 2.7	3.2	2.9	12. WQFM-FM 64	12. WQFM-FM 1168/ 9.4

12+ FM SHARE (METRO): 48.78% (897 of 1839) (O/N 77: 42.34%)
 12+ FM SHARE (TSA) : 49.33% (1146 of 2323) (O/N 77: 43.42%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WLPX-FM	1. WLPX-FM	1. WTMJ	1. WTMJ	1. WTMJ	1. WTMJ
2. WZUU-FM	2. WZUU-FM	2. WISN	2. WISN	2. WEZW-FM	2. WISN
3. WOKY	3. WISN	3. WEZW-FM	3. WEZW-FM	3. WISN	3. WZUU-FM+
4. WKTI-FM	4. WOKY	4. WLPX-FM	4. WOKY	4. WEMP	4. WOKY
5. WRKR-FM	5. WTMJ	5. WOKY	5. WBCS-FM	5. WNUW-FM	5. WEZW-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	186 (2)	427 (6)	613 (8)	33.3
MOR	522 (5)	11 (1)	533 (6)	29.0
BTFM MUSIC	13 (1)	302 (3)	315 (4)	17.1
COUNTRY	123 (3)	81 (1)	204 (4)	11.1
CLASSICAL		61 (1)	61 (1)	3.3
BLACK	55 (2)	15 (1)	70 (3)	3.8
NEWS/TALK/INFO	25 (1)		25 (1)	1.4
RELIGION	18 (1)		18 (1)	1.0
			<u>1839 (28)</u>	

MILWAUKEE ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>
1. WTMJ	1. WTMJ
2. WEZW-FM	2. WOKY
3. WLPX-FM	3. WISN
4. WOKY	4. WZUU-FM
5. WISN	5. WLPX-FM
6. WZUU-FM	6. WEZW-FM
7. WBCS-FM	7. WKTI-FM
8. WNUW-FM	8. WBCS-FM
9. WEMP	9. WEMP
10. WFMR-FM	10. WNUW-FM
11. WQFM-FM	11. WMAQ
12. WKTI-FM	12. WQFM-FM
13. WBKV-FM	13. WFMR-FM
WRJN	14. WGN
15. WMAQ	15. WZMF-FM

<u>MSA EXCL CUME</u>
1. WTMJ
2. WOKY
3. WISN
4. WEZW-FM
5. WAWA
WEMP
7. WLPX-FM
8. WFMR-FM
WBCS-FM
10. WZUU-FM

WAWA	1510	.7
WAWA	1590	2.1
WAWA-FM	102.1	.8
WBCS	1340	1.4
WBKV	1470	.6
WBKV-FM	92.5	1.9
WNOV	860	.8
WTKM-FM+	104.9	.7
WYLO	540	.9
WZMF-FM	98.3	1.7
WZUU	95.7	2.2
WRKR-FM	100.7	1.0
WBBM	780	1.3
WGN	720	1.4
WMAQ	670	.9

ADI FM SHARE: 48.91% (1139 of 2329) (O/N 77: 43.06%)

AM STATIONS

WAWA, 1590, 1 KW (Days), BLACK	MBN, NBN, \$20.00 (Howard)	
WEMP, 1250, 5 KW, COUNTRY	CBS, \$21.25 (Torbet)	
WISN, 1130, 50 KW/10 KW, MOR/AC	ABC-I, \$50.00 (Katz)	Hearst
WOKY, 920, 5 KW/1 KW, ROCK	, \$59.50 (Blair)	Charter
WRJN, 1400, 1 KW/250 W, MOR	ABC-I, \$12.50 (----)	(RACINE)
WTMJ, 620, 5 KW, MOR	NBC, \$82.50 (Christal)	Milw Journal

FM STATIONS

WBCS-FM, 102.9, 50 KW @ 440, COUNTRY	ABC-E, \$22.25 (Buckley)	Great Trails
WBKV-FM, 92.5, 20 KW @ 500, BTFL MUSIC	, \$ 7.00 (-----)	(WEST BEND)
WEZW-FM, 103.7, 15 KW @ 820, BTFL MUS (Schulke)	, \$43.50 (Mc-Guild)	Multimedia
WFMR-FM, 96.5, 50 KW @ 387, CLASSICAL	, \$23.50 (Roslin)	
WKTI-FM, 94.5, 5.6 KW @ 911, ROCK (TM)	ABC-F, \$18.25 (Christal)	Milw Journal
WLPX-FM, 97.3, 12 KW @ 920, AOR (Burk-Abr)	, \$40.00 (Katz)	Hearst
WNUW-FM, 99.1, 50 KW @ 486, BTFL MUS (FM-100)	, \$13.50 (Torbet)	
WQFM-FM, 93.3, 50 KW @ 210, CONTEMP	, \$32.00 (Selcom)	Shamrock
WRKR-FM, 100.7, 50 KW @ 500, ROCK	ABC-C, \$18.00 (Masla)	(RACINE)
WZMF-FM, 98.3, 3 KW @ 310, AOR	, \$19.00 (Masla)	(MENOMINEE FALLS)
WZUU-FM, 95.7, 50 KW @ 355, ROCK	, \$40.00 (Eastman)	Malrite
WGN, WMAQ - See Chicago		

TV STATIONS

WISN	Milwaukee	12	ABC, Hearst
WITI	Milwaukee	6	CBS, Storer
WTMJ	Milwaukee	4	NBC, Milwaukee-Journal
WVTV	Milwaukee	18	IND, Gaylord

NEWSPAPERS

Milwaukee Journal, Sentinel	ME	492,875
Racine Journal Times	E	40,131

MINNEAPOLIS-ST. PAUL

SRDS Market # 15; ADI # 14
 FCC Revenue Rank # 10
 FCC Income Rank # 5
 APR 15.5
 SMSA Pop: 2,048,600

Revenue : \$21,607,284
 Income : \$ 5,437,846
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Rev : \$5,287,467
 Nat Rev per Cap : \$2.58
 Tot Rev per Cap : \$10.55
 Tot Inc per Cap : \$2.65
 Profit Margin : 25.2%

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WCCO	738/28.6	26.0	28.8	1. WCCO	1082	1. WCCO	13455/52.6	
2. KDWB+	222/ 8.6	10.0	8.1	2. KDWB+	265	2. KDWB+	5766/28.5	
3. KQRS-FM+174/	6.7	9.9	7.7	3. WCCO-FM	214	3. KSTP	5297/22.5	
4. KEEY-FM 165/	6.4	7.4	4.8	4. KSTP	203	4. WCCO-FM	3787/17.2	
5. WCCO-FM 156/	6.0	7.9	5.0	5. KQRS-FM+	179	5. WDGY	3751/15.0	
6. WAYL-FM 132/	5.1	4.4	5.1	6. KEEY-FM	173	6. KQRS-FM+	3048/17.2	
7. KSTP-FM 129/	5.0	4.1	5.3	7. WDGY	170	7. KSTP-FM	2579/12.8	
8. KSTP	127/ 4.9	4.1	6.4	8. WAYL-FM	167	8. KEEY-FM	2545/13.7	
9. WDGY	118/ 4.6	4.1	4.7	9. KSTP-FM	154	9. WAYL-FM	2199/10.8	
10. KFMX-FM	66/ 2.6	2.0	2.9	10. KFMX-FM	69	10. KRSI	1347/ 7.5	
11. KRSI	53/ 2.1	2.6	1.9	11. KRSI	57	11. WAYL	1241/ 6.6	
12. WAYL	43/ 1.7	2.0	1.2	12. WAYL	45	12. KFMX-FM	1133/ 6.3	

12+ FM SHARE (METRO): 41.22% (955 of 2317) (O/N 77: 38.20%)
 12+ FM SHARE (TSA) : 37.14% (1106 of 2978) (O/N 77: 36.57%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KDWB+	1. WCCO	1. WCCO	1. WCCO	1. WCCO	1. WCCO
2. KQRS-FM+	2. KQRS-FM+	2. KQRS-FM+	2. KEEY-FM	2. WAYL-FM	2. KSTP
3. KSTP	3. KSTP	3. WCCO-FM	3. KSTP-FM	3. KEEY-FM	3. WCCO-FM
4. WCCO-FM	4. WCCO-FM	4. KSTP-FM	4. WCCO-FM	4. WDGY	4. KDWB+
5. WCCO	5. KDWB+	5. KSTP	5. WDGY	5. KSTP-FM	5. WDGY

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	303 (3)	481 (5)	784 (8)	33.8
MOR	819 (3)	129 (1)	948 (4)	40.9
BTFL MUSIC		297 (2)	297 (2)	12.8
COUNTRY	197 (4)	39 (1)	236 (5)	10.2
NEWS/INFO/TALK	43 (1)		43 (1)	1.9
RELIGION		9 (1)	9 (1)	0.4
			<u>2317 (21)</u>	

MINNEAPOLIS-ST. PAUL ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WCCO	1. WCCO	1. WCCO
2. KDWB+	2. KDWB+	2. KDWB+
3. WCCO-FM	3. KSTP	3. KQRS-FM+
4. KQRS-FM+	4. WCCO-FM	4. KSTP
5. KSTP	5. WDGY	5. WDGY
6. KEEY-FM	6. KQRS-FM+	6. KEEY-FM
7. WAYL-FM	7. KEEY-FM	7. WCCO-FM
8. WDGY	8. KSTP-FM	8. KRSI
9. KSTP-FM	9. WAYL-FM	KSTP-FM
10. KFMX-FM	10. KRSI	10. KFMX-FM
11. KRSI	11. WAYL	
12. KNUJ	12. KFMX-FM	
13. WWTC	13. WWTC	
WAYL	14. KEEY	
15. KTCR-FM	15. WLOL-FM	

KEYEY	1400	1.5
KNOF-FM	95.3	.3
KTCR	690	.3
KTCR-FM	97.1	1.5
WLOL-FM	99.5	1.5
WRRD	1330	.7
WWTC	1280	1.7

ADI FM SHARE: 37.61% (1132 of 3010) (O/N 77: 38.18%)

AM STATIONS

KDWB+, 630, 5 KW/500 W , ROCK	, \$ 84.50 (RAR)	Doubleday
KEYEY , 1400, 1 KW/250 W , MOR	, \$ 20.00 (Katz)	Malrite
KRSI , 950, 1 KW , COUNTRY (Drake-Chen) ABC-E,	\$ 21.00 (Christal)	Park
KSTP , 1500, 50 KW , CONTEMP	, \$ 47.00 (Mc-Guild)	Hubbard
WAYL , 980, 5 KW , MOR (FM-100)	, \$ 14.00 (Torbet)	Entercom
WCCO , 830, 50 KW , MOR/VARIETY	CBS, \$151.25 (CBS Spot)	
WDGY , 1130, 50 KW/25 KW, COUNTRY	, \$ 47.00 (Blair)	Storz
WWTC , 1280, 5 KW , NEWS	MBS,NBC, \$ 19.80 (Buckley)	
KNUJ , 860, 1 KW (Days), VARIETY	, \$ 7.50 (Hurley)	(NEW ELM)

FM STATIONS

KEYEY-FM , 102.1, 100 KW @ 445, BTFL MUS (Bonne)	, \$43.00 (Katz)	Malrite
KFMX-FM , 104.1, 53 KW @ 260, ROCK (Drake-Chen) ABC-F,	\$16.00 (Christal)	Park
KQRS-FM+, 92.5, 27 KW @ 210, AOR	, \$90.00 (RK0)	McKenna
KSTP-FM , 94.5, 100 KW @ 1250, MOR (Bonne)	, \$38.75 (Mc-Guild)	Hubbard
KTCR-FM , 97.1, 50 KW @ 150, COUNTRY	MBS, \$24.50 (Masla)	
WAYL-FM , 93.7, 100 KW @ 460, BTFL MUS (FM-100)	, \$37.80 (Torbet)	Entercom
WCCO-FM , 102.9, 100 KW @ 1304, CONTEMP	ABC-C, \$50.00 (Eastman)	
WLLOL-FM , 99.5, 72 KW @ 449, EASY ROCK	, \$16.50 (HR/Stone)	Liggett

TV STATIONS

KMSP	Minneapolis	9	ABC, 20th Century Fox
KSTP	Minneapolis	5	NBC, Hubbard
WCCO	Minneapolis	4	CBS
WTCN	Minneapolis	11	IND, Metromedia

NEWSPAPERS

Minneapolis Star Tribune	ME	461,877
St. Pul Dispatch, Pioneer Press	ME	218,730, Knight-Ridder

MOBILE

SRDS Market # 91
 FCC Revenue Rank # 109
 FCC Income Rank # 232
 APR 15.6
 SMSA Pop: 422,500

Revenue : \$2,868,805
 Income : \$ 4,547
 FM Rev : \$ 982,362
 FM Inc : \$ 151,369
 Comb Rev : \$3,851,172
 Comb Inc : \$ 155,916

National Revenue : \$793,679
 Nat Rev per Cap : \$1.88
 Total Rev per Cap: \$9.12
 Total Inc per Cap: \$.37
 Profit Margin : 4.0%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WKRG-FM 98/18.4	20.8	1. WKRG-FM 160	1. WKRG-FM 2051/37.5
2. WABB-FM 76/14.3	6.5	2. WABB-FM 101	2. WABB-FM 1369/30.2
3. WLPR-FM 57/10.7	7.1	3. WKSJ-FM 63	3. WABB 884/24.2
4. WKRG 46/ 8.6	5.1	4. WLPR-FM 60	4. WKSJ-FM 875/13.9
5. WUNI 44/ 8.3	10.3	5. WBLX-FM 54	5. WKRG 764/21.6
6. WBLX-FM 36/ 6.8	7.5	6. WKRG 47	6. WLPR-FM 716/16.1
7. WABB 32/ 6.0	10.3	7. WUNI 45	7. WBLX-FM 685/17.6
8. WKSJ-FM 30/ 5.6	9.1	8. WABB 32	8. WUNI 587/16.7
9. WMOB 27/ 5.1	3.6	9. WMOB 27	9. WGOK 335/ 9.8
10. WGOK 26/ 4.9	5.1	10. WGOK 26	10. WMOB 309/ 7.5

12+ FM SHARE (METRO): 60.60% (303 of 500) (O/N 77: NA)
 12+ FM SHARE (TSA) : 69.23% (450 of 650) (O/N 77: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKRG-FM	1. WKRG-FM	1. WKRG-FM	1. WKRG-FM	1. WUNI	1. WKRG-FM
2. WABB-FM	WABB-FM	2. WABB-FM	2. WUNI	2. WKRG	2. WABB-FM
3. WABB	3. WKSJ-FM	3. WLPR-FM	3. WKSJ-FM	3. WLPR-FM	3. WKSJ-FM+
4. WBLX-FM	WBLX-FM	4. WUNI	4. WLPR-FM	4. WKRG-FM	4. WLPR-FM

OTHER RATED STATIONS/METRO SHARE

WHSP-FM	92.1	.4	WLIQ	1360	.9	WJLQ-FM	100.7	.8
WKSJ	1270	.9	WMOO	1550	2.3			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	32 (1)	178 (3)	210 (4)	42.0
COUNTRY	54 (3)	30 (1)	84 (4)	16.8
MOR	73 (2)		73 (2)	14.6
BLACK	26 (1)	36 (1)	62 (2)	12.4
BTFL MUSIC		57 (1)	57 (1)	11.4
RELIGION	12 (1)		12 (1)	2.4
UNKNOWN		2 (1)	2 (1)	0.4
			<u>500 (15)</u>	

AM STATIONS

WABB, 1480, 5 KW	, ROCK	ABC-C, \$22.05	(Eastman)
WGOK, 900, 1 KW (Days)	, BLACK	MBN, \$15.25	(Dor/Walton)
WKRG, 710, 1 KW/500 W	, MOR	CBS,NBC, \$21.25	(HR/Stone)
WMOB, 840, 1 KW (Days)	, MOR	, \$17.00	(Torbet)
WUNI, 1410, 5 KW	, COUNTRY	NBC, \$17.25	(PRO)

FM STATIONS

WABB-FM, 97.5, 100 KW @ 593,	ROCK	, \$20.83	(Eastman)	
WBLX-FM, 92.9, 63 KW @ 470,	BLACK/CONTEMP	NBN, \$22.50	(Howard)	Beasley
WKRG-FM, 99.9, 100 KW @ 850,	ROCK	MBS, \$21.25	(HR/Stone)	
WKSJ-FM, 94.9, 100 KW @ 410,	COUNTRY	ABC-I, \$21.71	(Blair)	Capitol
WLPR-FM, 96.1, 40 KW @ 444,	BTFL MUS (TM)	, \$17.30	(Torbet)	

TV STATIONS

WALA	Mobile	10	NBC, Detroit News	WKRG	Mobile	5	CBS
WEAR	Pensacola	3	ABC, Rollins				

NEWSPAPER

Mobile Press, Register ME 104,257, Newhouse

NASHVILLE

SRDS Market # 54; ADI # 30
 FCC Revenue Rank # 35
 FCC Income Rank # 282
 APR 13.9
 SMSA Pop: 776,400

Revenue : \$ 8,011,070
 Income : \$ -110,461
 FM Rev : \$ 2,170,802
 FM Inc : \$ 280,006
 Comb Rev : \$10,181,872
 Comb Inc : \$ 169,545

National Revenue : \$2,313,984
 Nat Rev per Cap : \$2.98
 Total Rev per Cap: \$13.11
 Total Inc per Cap: \$.22
 Profit Margin : 1.7%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLAC 97/10.8	13.0	10.9	1. WSM 169	1. WSM 3495/24.2
2. WSM 84/ 9.3	9.2	10.1	2. WLAC 141	2. WLAC 2886/28.2
3. WSIX-FM 81/ 9.0	10.1	5.7	3. WSIX-FM 137	3. WSM-FM 1741/13.9
4. WKDF-FM 80/ 8.9	9.8	6.8	4. WKDF-FM 91	4. WSIX-FM 1659/16.6
5. WZEZ-FM 77/ 8.6	7.2	5.2	5. WZEZ-FM 85	5. WKDF-FM 1333/15.6
6. WBYQ-FM 65/ 7.2	5.4	8.0	6. WSM-FM 78	6. WZEZ-FM 1276/15.8
7. WVOL 50/ 5.6	11.9	11.1	7. WBYQ-FM 65	7. WBYQ-FM 1141/17.7
8. WSM-FM 49/ 5.4	3.6	5.4	8. WWKX-FM 61	8. WSIX 924/12.5
9. WMAK 46/ 5.1	4.3	5.2	9. WVOL 55	9. WWKX-FM 917/10.0
10. WKDA 33/ 3.7	2.7	4.1	10. WMAK 49	10. WMAK 698/ 9.6
11. WWKX-FM 32/ 3.6	---	---	11. WKDA 33	11. WVOL 671/ 9.5
12. WSIX 30/ 3.3	2.4	3.5	12. WSIX 31	12. WKDA 545/ 8.3

12+ FM SHARE (METRO): 51.38% (429 of 835) (O/N 77: 43.50%)

12+ FM SHARE (TSA) : 50.99% (567 of 1112) (O/N 77: 44.52%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WLAC	1. WKDF-FM	1. WLAC	1. WSIX-FM	1. WZEZ-FM	1. WSM
2. WKDF-FM	2. WLAC	2. WKDF-FM	2. WZEZ-FM	2. WSIX-FM	2. WSIX-FM
3. WVOL	3. WBYQ-FM	3. WBYQ-FM	3. WSM-FM	3. WSM	3. WLAC
4. WBYQ-FM	4. WSM-FM	4. WZEZ-FM	4. WSM	4. WAMB	4. WSM-FM
5. WWKX-FM	5. WMAK	5. WSM-FM	5. WLAC	5. WSIX	5. WZEZ-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	97 (1)	259 (6)	356 (7)	42.6
COUNTRY*	47 (3)	83 (2)	130 (5)	15.6
BLACK/DISCO	96 (2)		96 (2)	11.5
MOR*	126 (3)		126 (3)	15.1
BTFM MUSIC		77 (1)	77 (1)	9.2
BIG BAND	29 (1)		29 (1)	3.5
RELIGION	11 (2)		11 (2)	1.3
UNKNOWN		10 (1)	10 (1)	1.2
			835 (22)	

NASHVILLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. WSM	1. WSM	1. WSM	WAMB	1190 3.2
2. WLAC	2. WLAC	2. WLAC	WDBL+	1590 .5
3. WSIX-FM	3. WSM-FM	3. WKDA	WGNS	1450 1.3
4. WKDF-FM	4. WSIX-FM	4. WBYQ-FM	WIZO-FM	100.1 .8
5. WZEZ-FM	5. WKDF-FM	5. WZEZ-FM	WJRB	1430 1.2
6. WSM-FM	6. WZEZ-FM	6. WVOL	WKQB-FM	105.9 2.9
7. WBYQ-FM	7. WBYQ-FM	7. WSIX-FM	WMTS-FM	96.3 1.1
8. WWKX-FM	8. WSIX	8. WMAK	WNAH	1360 .6
9. WVOL	9. WWKX-FM	9. WKDF-FM	WWGM	1560 .7
10. WMAK	10. WMAK	10. WSIX		
WGGC-FM	11. WVOL			
12. WJZM	12. WAKQ-FM			
13. WKDA	13. WKQB-FM			
14. WSIX	14. WJZM			
WKQB-FM	15. WGGC-FM			

ADI FM SHARE: 53.50% (765 of 1430) (O/N 77: 50.15%)

AM STATIONS

WAMB, 1170, 5 KW (Days), BIG BAND	, \$20.00	(-----)	
WKDA, 1240, 1 KW/250 W, COUNTRY	CBS, \$13.75	(Torbet)	
WLAC, 1510, 50 KW, ROCK	, \$46.00	(Blair)	Billboard
WMAK, 1300, 5 KW, DISCO/ROCK	, \$17.50	(Eastman)	Mooney
WSIX, 980, 5 KW, MOR/AC	MBS,ABC-I, \$39.25	(Katz)	GE
WSM, 650, 50 KW, MOR/COUNTRY	NBC, \$58.88	(Christal)	
WVOL, 1470, 5 KW/1 KW, BLACK	ABC-C, \$30.00	(HR/Stone)	Rounsville
WJZM, 1400, 1 KW/250 W, ROCK	, \$ 5.00	(-----)	(CLARKSVILLE)

FM STATIONS

WBYQ-FM, 92.1, 3 KW @ 300, ROCK	, \$17.50	(Eastman)	Mooney
WKDF-FM, 103.3, 100 KW @ 550, AOR	, \$35.80	(Torbet)	
WKQB-FM, 105.9, 100 KW @ 410, AOR (Burk-Abr)	, \$30.00	(Blair)	Billboard
WSIX-FM, 97.9, 100 KW @ 1110, COUNTRY	MBS,ABC-I, \$45.00	(Katz)	GE
WSM-FM, 95.5, 100 KW @ 1280, SOFT ROCK	ABC-F, \$38.75	(Christal)	
WWKX-FM, 104.5, 50 KW @ 1050, ROCK (??)	, \$ 4.00	(Mid South)	(GALLATIN)
WZEZ-FM, 92.9, 100 KW @ 547, BTFL MUS (FM-100)	, \$19.25	(Selcom)	South Central
WGGC-FM, 95.1, 100 KW @ 385, COUNTRY/RELIGION	, \$ 2.75	(-----)	(GLASGOW, KY)
WAKQ-FM, 101.1, 100 KW @ 513, ROCK	, \$ 6.00	(-----)	(RUSSELLVILLE, KY)

TV STATIONS

WNGE	Nashville	2	ABC, General Electric
WSM	Nashville	4	NBC
WTVF	Nashville	5	CBS
WZTV	Nashville	17	IND
WBKO	Bowling Green	13	ABC, Bluegrass

NEWSPAPERS

Nashville Banner	E	79,474, Gannett
Nashville Tennessean	M	128,170

NEW HAVEN

SRDS Market # 55; ADI # 23	Revenue : \$2,960,600	National Rev : \$634,465
FCC Revenue Rank # 107	Income : \$ 25,939	Nat Rev per Cap : \$.83
FCC Income Rank # 216	FM Rev : \$1,660,035	Tot Rev per Cap : \$6.02
APR 16.6	FM Inc : \$ 128,680	Tot Inc per Cap : \$.20
SMSA Pop: 767,800	Comb Rev : \$4,620,635	Profit Margin : 3.3%
	Comb Inc : \$ 154,619	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WELI 111/18.4	19.9	19.4	1. WPLR-FM 121	1. WNBC 2042/16.3
2. WKCI-FM 57/ 9.4	8.6	8.5	2. WEZN-FM 120	2. WICC 1883/ 2.9
3. WAVZ 45/ 7.5	10.2	7.7	3. WELI 116	3. WPLR-FM 1752/16.3
4. WPLR-FM 42/ 7.0	8.1	8.3	4. WDJZ 112	4. WELI 1696/37.1
5. WWYZ-FM 32/ 5.3	5.7	6.8	5. WICC 107	5. WEZN-FM 1511/ 9.6
6. WKSS-FM 29/ 4.8	3.8	3.0	6. WNBC 89	6. WCBS 1182/12.1
7. WNBC 28/ 4.6	4.1	5.2	7. WKCI-FM 82	7. WTIC 1126/ 9.3
8. WDRC-FM 20/ 3.3	1.8	2.7	8. WWYZ-FM 80	8. WTIC-FM 1036/10.7
WTIC-FM 20/ 3.3	2.7	1.7	9. WAVZ 72	9. WAVZ 979/18.5
10. WCBS 19/ 3.1	3.0	4.7	10. WTIC-FM 57	10. WABC 971/ 6.5

12+ FM SHARE (METRO): 46.14% (245 of 531) (O/N 77: 45.70%)
 12+ FM SHARE (TSA) : 46.78% (617 of 1319) (O/N 77: 47.78%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTIC-FM	1. WAVZ	1. WAVZ	1. WELI	1. WELI	1. WICC
2. WPLR-FM	2. WPLR-FM	2. WELI	2. WKCI-FM	2. WKCI-FM	2. WELI
3. WNBC	3. WWYZ-FM	3. WPLR-FM	3. WAVZ	3. WKSS-FM	3. WEZN-FM
4. WAVZ	4. WNBC	4. WKCI-FM	4. WWYZ-FM	4. WCBS	4. WTIC

OTHER LISTED STATIONS/SHARE

WNHC 1340	1.7	WTIC 1080	2.3
WOMN 1220	1.5	WABC 770	1.2
WYBC-FM 94.3	.7	WDJZ 1530	1.7
WHCN-FM 105.9	.7	WEZN-FM 99.9	2.8
WIOF-FM 104.1	2.3	WHN 1050	1.8
WPOP 1410	.3	WICC 600	.8
WRCH-FM 100.5	1.0	WMCA 570	.5
WRCQ 910	.3	WOR 710	1.7

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	96 (6)	118 (5)	214 (11)	40.3
BTFL MUSIC	10 (1)	109 (4)	119 (5)	22.4
MOR	125 (2)		125 (2)	23.5
NEWS/INFO/TALK	34 (4)		34 (4)	6.4
COUNTRY	11 (1)	14 (1)	25 (2)	4.7
BLACK/JAZZ		4 (1)	4 (1)	0.8
NOSTALGIA/VARIETY	10 (1)		10 (1)	1.9
			<u>531 (26)</u>	

RADIO STATIONS

WAVZ, 1300, 1 KW , ROCK , \$53.00 (Mc-Guild)
 WELI, 960, 5 KW , MOR , \$53.00 (Blair) Insilco
 WDJZ, 1530, 5 KW (Days), NOSTALGIA ABC-E, \$24.00 (Sav-Gates) (BRIDGEPORT)
 WICC, 600, 1 KW/500 W , CONTEMP , \$23.33 (Roslin) WGN Cont (BRIDGEPORT)

WKCI-FM, 101.3, 12 KW @ 870, BTFL MUS (Master) , \$53.00 (Mc-Guild)
 WPLR-FM, 99.1, 10 KW @ 950, ROCK , \$67.75 (Eastman)

FOR OTHER STATIONS SEE HARTFORD AND NEW YORK. FOR ADI, TV & NEWSPAPERS SEE HARTFORD.

NEW ORLEANS

SRDS Market # 34; ADI # 36
 FCC Revenue Rank # 30
 FCC Income Rank # 45
 APR 13.4
 SMSA Pop: 1,132,300

Revenue : \$ 8,815,352
 Income : \$ 749,870
 FM Rev : \$ 3,044,241
 FM Inc : \$ 699,279
 Comb Rev : \$11,859,593
 Comb Inc : \$ 1,449,149

National Revenue : \$2,587,520
 Nat Rev per Cap : \$2.29
 Total Rev per Cap: \$10.47
 Total Inc per Cap: \$1.28
 Profit Margin : 12.2%

12+ METRO 1/4/SHARE		A/M 78	O/N 77	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WTIK	101/8.3	9.8	8.6	1. WTIK	214	1. WTIK	4269/23.8
2. WQUE-FM	99/8.1	7.9	7.5	2. WQUE-FM	133	2. WWL	2670/16.0
3. WBYU-FM	90/7.4	7.0	6.7	3. WBYU-FM	125	3. WNOE	2628/17.8
WSMB	90/7.4	9.9	7.4	4. WWL	124	4. WQUE-FM	2465/20.3
5. WNOE-FM	83/6.8	5.2	5.2	5. WNOE-FM	106	5. WNOE-FM	2084/16.2
6. WGSO	76/6.2	4.8	6.7	6. WSMB	100	6. WGSO	1907/19.1
7. WRNO-FM	69/5.6	6.9	5.5	WNOE	100	7. WBYU-FM	1674/13.6
8. WSHO	67/5.5	4.9	5.1	8. WRNO-FM	99	8. WRNO-FM	1636/12.9
9. WWL	61/5.0	6.3	6.3	9. WGSO	80	9. WYLD	1408/11.9
10. WNOE	59/4.8	6.3	7.1	10. WXEL-FM	79	10. WSMB	1349/13.3
11. WYLD	52/4.3	4.8	5.1	11. WYLD	75	11. WWL-FM	1172/ 8.2
12. WYLD-FM	50/4.1	2.4	3.2	12. WSHO	74	12. WXEL-FM	1111/ 7.0

12+ FM SHARE (METRO): 44.47% (511 of 1149) (O/N 77: 38.05%)
 12+ FM SHARE (TSA) : 43.72% (700 of 1601) (O/N 77: 39.06%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WTIK	1. WQUE-FM	1. WQUE-FM	1. WTIK	1. WSMB	1. WTIK
2. WNOE	2. WNOE-FM	2. WNOE-FM	2. WBYU-FM	2. WBYU-FM	2. WWL
3. WQUE-FM	3. WRNO	3. WTIK	3. WQUE-FM	3. WGSO	3. WQUE-FM
4. WRNO-FM	4. WTIK	4. WBYU-FM	4. WGSO	4. WWL	4. WBYU-FM
5. WBOK	5. WYLD-FM	5. WRNO-FM	5. WNOE-FM	5. WSHO	5. WGSO

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	176 (3)	251 (3)	427 (6)	37.2
MOR	174 (3)		174 (3)	15.1
BLACK	99 (2)	42 (1)	141 (3)	12.3
BIFL MUSIC		168 (3)	168 (3)	14.6
COUNTRY	67 (1)		67 (1)	5.8
VARIETY	61 (1)		61 (1)	5.3
JAZZ		50 (1)	50 (1)	4.4
BIG BAND	39 (1)		39 (1)	3.4
RELIGION	22 (1)		22 (1)	1.9
			<u>1149 (20)</u>	

NEW ORLEANS ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WTIK	1. WTIK	1. WTIK	WARB	730	.7
2. WQUE-FM	2. WQUE-FM	2. WSMB	WBOK	1230	3.8
3. WBYU-FM	3. WNOE	3. WQUE-FM	WEZB-FM	97.1	3.1
4. WSMB	4. WWL	4. WGSO-FM	WNNR	990	1.3
5. WRNO-FM	5. WGSO	5. WWL	WVOG	600	1.8
6. WWL	6. WNOE-FM	6. WYLD	WWIW	1450	3.2
7. WNOE	7. WRNO-FM	7. WYLD-FM	WWL-FM	101.9	3.3
8. WGSO	8. WBYU-FM	8. WBOK	WXEL-FM	105.3	3.4
9. WXEL-FM	9. WSMB	9. WNOE			
10. WSHO	10. WYLD	10. WBYU-FM			
11. WYLD	11. WBOK				
12. WYLD-FM	12. WWL-FM				
13. WBOK	13. WXEL-FM				
14. WWL-FM	14. WYLD-FM				
15. WEZB-FM	15. WSHO				

ADI FM SHARE: 45.69% (711 of 1556) (O/N 77: 40.84%)

AM STATIONS

WBOK, 1230, 1 KW/250 W , BLACK	NBN, \$19.00 (Torbet)	Starr
WGSO, 1280, 5 KW , MOR/AC/NEWS	ABC-I, \$60.75 (Eastman)	Insilco
WNOE, 1060, 50 KW/5 KW , ROCK	ABC-C, \$50.50 (Mc-Guild)	
WSHO, 800, 1 KW (Days), COUNTRY	MBS, \$19.00 (PRO)	
WSMB, 1350, 5 KW , MOR	ABC-E, \$23.25 (MMR)	
WTIX, 690, 10 KW/5 KW , ROCK	, \$60.00 (Blair)	Storz
WWL , 870, 50 KW , COUNTRY/VARIETY	, \$63.75 (Katz)	Loyola Univ
WYLD, 940, 10 KW/500 W, BLACK	, \$22.05 (HR/Stone)	

FM STATIONS

WBYU-FM, 95.7, 100 KW @ 600, BTFL MUS (Schulke)	, \$37.50 (Christal)	Swanson
WEZB-FM, 97.1, 100 KW @ 511, BTFL MUS (Kala)	, \$21.40 (P/W)	EZ
WNOE-FM, 101.1, 100 KW @ 440, AOR	, \$50.50 (Mc-Guild)	
WQUE-FM, 93.3, 100 KW @ 512, ROCK (TM)	, \$60.75 (Eastman)	Insilco
WRNO-FM, 99.5, 100 KW @ 370, ROCK/AOR	, \$36.00 (Torbet)	Gulf South
WWL-FM , 101.9, 95 KW @ 830, BTFL MUS (FM-100)	, \$22.00 (Katz)	Loyola Univ
WXEL-FM, 105.3, 100 KW @ 407, BLACK	MBN, \$13.00 (Selcom)	
WYLD-FM, 98.5, 100 KW @ 480, JAZZ	, \$22.05 (HR/Stone)	

TV STATIONS

WDSU	New Orleans	6	NBC, Cosmos
WGNO	New Orleans	26	IND, General Media
WVUE	New Orleans	8	ABC, Gaylord
WWL	New Orleans	4	CBS, Loyola Univ

NEWSPAPER

New Orleans Times-Picayune, States-Item ME 324,235, Newhouse

NEW YORK

SRDS Market # 1; ADI # 1
 FCC Revenue Rank # 2
 FCC Income Rank # 3
 APR 17.8
 SMSA Pop: 9,462,000

Revenue : \$68,446,029
 Income : \$28,196,814
 FM Rev : \$10,615,063
 FM Inc : \$ 5,653,667
 Comb Rev : \$96,642,843
 Comb Inc : \$16,268,730

National Rev : \$23,924,090
 Nat Rev per Cap : \$2.53
 Rev per Capita : \$10.21
 Inc per Capita : \$1.72
 Profit Margin : 16.8%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKTU-FM 2784/11.3	1.4	1.2	1. WKTU-FM 2802	1. WABC 38037/23.2
2. WABC 1743/ 7.1	8.1	8.4	2. WABC 2002	2. WCBS 28668/18.2
3. WOR 1583/ 6.4	7.1	7.1	3. WOR 1742	3. WKTU-FM 28452/20.4
4. WCBS 1368/ 5.5	5.5	5.5	4. WCBS 1535	4. WINS 25765/18.1
5. WINS 1254/ 5.1	5.5	5.1	5. WINS 1273	5. WOR 25606/16.8
6. WRFM-FM 1149/ 4.7	5.2	3.2	6. WRFM-FM 1203	6. WNBC 21493/12.0
7. WCBS-FM 843/ 3.4	2.8	3.2	7. WHN 912	7. WPLJ-FM 16772/11.3
8. WHN 833/ 3.4	2.7	3.1	8. WNBC 868	8. WXLO-FM 14879/10.0
9. WPLJ-FM 804/ 3.3	4.1	3.7	9. WCBS-FM 867	9. WCBS-FM 14327/ 9.8
10. WBLS-FM 758/ 3.1	7.9	7.2	10. WPLJ-FM 845	10. WRFM-FM 13591/ 9.2
11. WJIT 704/ 2.9	2.1	2.4	11. WBLS-FM 776	11. WHN 13196/ 8.4
12. WPAT 666/ 2.7	2.6	3.6	12. WJIT 705	12. WBLS-FM 13028/ 9.3
13. WPAT-FM 650/ 2.6	2.6	3.2	13. WXLO-FM 689	13. WNEW 12139/ 8.1
14. WNBC 640/ 2.6	3.0	3.2	14. WPAT 673	14. WPAT-FM 10715/ 7.5
15. WMCA 637/ 2.6	3.2	2.6	15. WPAT-FM 668	15. WPAT 10703/ 7.3
16. WXLO-FM 636/ 2.6	3.4	2.9	16. WMCA 646	16. WMCA 9257/ 6.5
17. WTFM-FM 541/ 2.2	1.8	1.2	17. WNEW 561	17. WQXR-FM+ 8706/ 5.5
18. WNEW 511/ 2.1	3.1	2.3	18. WTFM-FM 544	18. WPIX-FM 8302/ 5.6
19. WADO 477/ 1.9	1.6	1.4	19. WADO 477	19. WNEW-FM 8099/ 8.1
20. WQXR-FM+ 420/ 1.7	1.7	2.2	20. WQXR-FM+ 456	20. WYNY-FM 6417/ 4.4

12+ FM SHARE (METRO): 49.48% (10986 of 22203) (O/N 77: 43.79%)
 12+ FM SHARE (TSA) : 48.43% (11465 of 23675) (O/N 77: 45.00%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WKTU-FM	1. WKTU-FM	1. WKTU-FM	1. WKTU-FM	1. WOR	1. WOR
2. WABC	2. WABC	2. WABC	2. WABC	2. WCBS	2. WCBS
3. WPLJ-FM	3. WPLJ-FM	3. WCBS-FM	3. WCBS-FM	3. WRFM-FM	3. WINS
4. WXLO-FM	4. WCBS-FM	4. WBLS-FM	4. WHN	4. WINS	4. WABC
5. WNBC	5. WBLS-FM	5. WPLJ-FM	5. WCBS	5. WABC	5. WKTU-FM
6. WBLS-FM	6. WNEW-FM	6. WJIT	6. WJIT	6. WHN	6. WHN
7. WBLI-FM	7. WXLO-FM	7. WCBS	7. WINS	7. WKTU-FM	7. WRFM-FM

FORMATS

	AM	FM	TOTAL	%
ROCK	2383 (2)	3739 (9)	6122 (11)	27.6
NEWS/INFO/TALK	4842 (4)		4842 (4)	21.8
BLACK/DISCO	336 (3)	3542 (2)	3878 (5)	17.5
BTFL MUSIC	854 (2)	2813 (6)	3667 (8)	16.5
MOR	511 (1)		511 (1)	2.3
SPANISH	1181 (2)		1181 (2)	5.3
COUNTRY	833 (1)		833 (1)	3.8
CLASSICAL	105 (1)	505 (2)	610 (3)	2.7
JAZZ		312 (1)	312 (1)	1.4
ETHNIC	89 (1)	75 (1)	164 (2)	0.7
RELIGION	83 (1)		83 (1)	0.4
			22203 (39)	

NEW YORK ADI

OTHER METRO STATIONS/SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>		
1. WKTU-FM	1. WABC	1. WKTU-FM	WBLI-FM	106.1 1.1
2. WABC	2. WKTU-FM	2. WABC	WGT0-FM	94.3 .4
3. WOR	3. WCBS	3. WINS	WEVD	1330 .4
4. WCBS	4. WINS	4. WCBS	WEVD-FM	97.9 .3
5. WINS	5. WOR	5. WOR	WHUD-FM	100.7 .3
6. WRFM-FM	6. WNBC	6. WJIT	WLIB	1190 .3
7. WHN	7. WPLJ-FM	7. WBLS-FM	WLIR-FM	92.7 .6
8. WCBS-FM	8. WXLO-FM	8. WRFM-FM	WMGQ-FM	98.3 .4
9. WPLJ-FM	9. WCBS-FM	9. WHN	WNCN-FM	104.3 .8
10. WNBC	10. WRFM-FM	10. WCBS-FM	WNEW-FM	102.7 1.7
11. WBLS-FM	11. WBLS-FM		WNJR	1430 .4
12. WJIT	12. WHN		WPIX-FM	101.9 1.1
13. WXLO-FM	13. WNEW		WRVR-FM	106.7 1.3
14. WPAT	14. WPAT-FM		WVNJ	620 .8
15. WPAT-FM	15. WPAT		WVNJ-FM	100.3 1.2
			WVDJ	970 .3
			WWRL	1600 .6
			WYNY-FM	97.1 1.1

ADI FM SHARE: 49.23% (11665 of 23696) (O/N 77: 46.40%)

AM STATIONS

WABC, 770, 50 KW, ROCK	ABC-C, \$278.75 (Blair)	ABC
WADO, 1280, 5 KW, SPANISH	, \$ 59.50 (-----)	
WCBS, 880, 50 KW, NEWS	CBS, \$181.25 (CBS Spot)	CBS
WHN, 1050, 50 KW, COUNTRY	ABC-E, \$162.50 (Christal)	Storer
WINS, 1010, 50 KW, NEWS	, \$140.00 (RAR)	Westinghouse
WJIT, 1480, 5 KW, SPANISH	, \$ 53.50 (Caballero)	SJR
WMCA, 570, 5 KW, TALK	MBS, \$ 85.00 (MMR)	
WNBC, 660, 50 KW, ROCK	NBC, \$158.75 (Eastman)	NBC
WNEW, 1130, 50 KW, MOR	, \$107.50 (Metro)	Metromedia
WOR, 710, 50 KW, TALK	ABC-I, \$204.38 (RKO)	RKO
WPAT, 930, 5 KW, BTFL MUS	, \$ 86.25 (Katz)	Capital Cities

FM STATIONS

WBLS-FM, 107.5, 50 KW @ 1241, DISCO/BLACK	, \$202.50 (Mc-Guild)	Inner City
WCBS-FM, 101.1, 4.6 KW @ 1300, ROCK/OLDIES	, \$133.13 (CBS Spot)	CBS
WKTU-FM, 92.3, 5.4 KW @ 1200, DISCO (Burk-Abr)	, \$149.38 (Masla)	SJR
WPAT-FM, 93.1, 12.5 KW @ 870, BTFL MUS	, \$ 83.75 (Katz)	Capital Cit
WPIX-FM, 101.9, 5.4 KW @ 1228, ROCK	, \$ 65.00 (----)	WGN Cont
WPLJ-FM, 95.5, 4.6 KW @ 1270, AOR	ABC-F, \$152.50 (Blair)	ABC
WQXR-FM+, 96.3, 5.4 KW @ 1220, CLASSICAL	, \$ 77.50 (CMBS)	NY Times
WRFM-FM, 105.1, 5.2 KW @ 1220, BTFL MUS	, \$105.00 (Torbet)	Bonneville
WTFM-FM, 103.5, 7 KW @ 960, BTFL MUS	, \$ 56.25 (Buckley)	
WXLO-FM, 98.7, 5.4 KW @ 1250, ROCK	, \$131.75 (RKO)	RKO
WYNY-FM, 97.1, 4.6 KW @ 1300, SOFT ROCK	, \$ 62.50 (Eastman)	NBC

TV STATIONS

WABC NY 7	ABC,ABC	WNEW NY 5	IND, Metromedia
WCBS NY 2	CBS,CBS	WPIX NY 11	IND, Tribune Co.
WNBC NY 4	NBC,NBC	WTVG Newark 68	IND
WOR NY 9	IND,RKO	WXTV Paterson 41	IND,SIN
		WNJV Newark 47	IND

NEWSPAPERS

New York Times M	820,239	New York News M	1,937,465, Tribune Co.
New York Post E	615,908, Murdoch	Long Is. Newsday E	476,413, Times-Mir
Newark Star-Ledger M	411,443, Newhouse		

NORFOLK

SRDS Market # 50; ADI # 48
 FCC Revenue Rank # 33 (approx)
 FCC Income Rank # 82 (approx)
 APR 15.9
 SMSA Pop: 794,300

Revenue : \$7,540,045
 Income : \$ 341,500
 FM Rev : \$1,311,273
 FM Inc : \$ 264,932
 Comb Rev : \$8,851,318
 Comb Inc : \$ 606,432

National Revenue : \$2,059,887
 Nat Rev per Cap : \$2.59
 Total Rev per Cap: \$11.14
 Total Inc per Cap: \$.76
 Profit Margin : 6.9%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1.WFOG-FM 164/11.0	6.4	8.0	1. WFOG-FM 196	1. WTAR 2057/20.0
2.WNOR-FM 140/ 9.4	7.5	7.0	2. WOWI-FM 153	2. WGH 2000/20.3
3.WTAR 115/ 7.7	8.6	9.0	3. WNOR-FM 141	3. WFOG-FM 1896/18.1
4.WOWI-FM 101/ 6.8	8.9	4.8	4. WTAR 129	4. WOWI-FM 1827/14.3
5.WMYK-FM 97/ 6.5	4.5	2.9	5. WMYK-FM 115	5. WNOR-FM 1770/18.6
6.WQRK-FM 84/ 5.7	6.0	6.3	6. WKEZ-FM 105	6. WCMS-FM 1573/13.0
WKEZ-FM 84/ 5.7	5.8	6.3	7. WCMS-FM 99	7. WQRK-FM 1507/15.8
8.WGH 79/ 5.3	8.1	7.7	8. WQRK-FM 85	8. WMYK-FM 1496/13.9
9.WCMS-FM 78/ 5.3	6.4	7.7	9. WGH 81	9. WRAP 1271/12.6
10.WRAP 69/ 4.6	7.3	7.1	10. WRAP 79	10. WKEZ-FM 1268/10.7
11.WWDE-FM 50/ 3.4	---	---	11. WYVA-FM 54	11. WGH-FM 786/ 7.8
12.WPCE 45/ 3.0	3.7	5.7	12. WWDE-FM 52	12. WBCI-FM 766/ 7.3

12+ FM SHARE (METRO): 64.48% (906 of 1405) (O/N 77: 52.09%)
 12+ FM SHARE (TSA) : 64.40% (1098 of 1705) (O/N 77: 55.68%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WRAP	1. WNOR-FM	1. WNOR-FM	1. WFOG-FM	1. WFOG-FM	1. WTAR
WOWI-FM	2. WMYK-FM	WFOG-FM	2. WTAR	2. WTAR	2. WFOG-FM
3. WMYK-FM	3. WFOG-FM	3. WMYK-FM	3. WOWI-FM	3. WCMS-FM	3. WNOR-FM
4. WQRK-FM	4. WOWI-FM	WOWI-FM	4. WCMS-FM	4. WKEZ-FM	4. WMYK-FM+
5. WGH	WQRK-FM	5. WTAR	5. WKEZ-FM	5. WPCE	5. WCMS-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	150 (4)	420 (6)	570 (10)	40.6
BTFL MUSIC	22 (2)	248 (2)	270 (4)	19.2
BLACK	69 (1)	101 (1)	170 (2)	12.1
COUNTRY	85 (3)	78 (1)	163 (4)	11.6
MOR	120 (2)		120 (2)	8.5
RELIGION	53 (2)	29 (1)	82 (3)	5.8
CLASSICAL		30 (1)	30 (1)	2.1
			<u>1405 (26)</u>	

NORFOLK ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WFOG-FM	1. WTAR	1. WCMS-FM	WBCI-FM	96.5	1.8
2. WNOR-FM	2. WGH	2. WOWI-FM	WCMS	1050	1.2
3. WOWI-FM	3. WFOG-FM	3. WTAR	WCPK	1600	1.0
4. WTAR	4. WNOR-FM	4. WRAP	WFOG	1450	.5
5. WMYK-FM	5. WOWI-FM	5. WFOG-FM	WGH-FM	97.3	2.0
6. WKEZ-FM	6. WCMS-FM	6. WGH	WHNE	1350	2.2
7. WCMS-FM	7. WQRK-FM	7. WPCE	WNOR	1230	1.4
8. WQRK-FM	8. WMYK-FM	8. WNOR-FM	WPMH	1010	.5
9. WGH	9. WRAP	9. WKEZ-FM	WVAB	1550	2.6
10. WRAP	10. WKEZ-FM	10. WXRI-FM	WWDE	1490	.7
11. WWDE-FM	11. WNOR		WXRI-FM	105.3	2.0
12. WPCE	12. WGH-FM		WYVA-FM	94.1	1.5
13. WHNE	13. WHNE		WZAM	1110	2.3
WVAB	14. WBCI-FM		WRVA	1140	.3
15. WZAM	15. WWDE-FM				

ADI FM SHARE: 65.21% (1044 of 1601) (O/N 77: 53.63%)

AM STATIONS

WGH, 1310, 5 KW	, ROCK	, \$34.00	(Blair)	
WHNE, 1350, 5 KW	, COUNTRY	ABC-E, \$17.00	(Masla)	
WNOR, 1230, 1 KW/250 W	, CONTEMP	ABC-C, \$22.00	(Buckley)	
WPCE, 1400, 1 KW/250 W	, GOSPEL	MBN, \$16.00	(HR/Stone)	
WRAP, 850, 5 KW/1 KW	, BLACK	NBN, \$27.00	(Howard)	Rollins
WTAR, 790, 5 KW	, MOR	CBS, \$40.00	(Christal)	Landmark
WVAB, 1550, 5 KW (Days)	, CONTEMP/OLDIES	, \$ 8.00	(----)	
WZAM, 1110, 50 KW (Days)	, COUNTRY	, \$13.50	(Eastman)	

FM STATIONS

WBCI-FM, 96.5, 50 KW @ 400, CONTEMP (Drake-Chen)		, \$10.00	(----)	(WILLIAMSBURG)
WCMS-FM, 100.5, 50 KW @ 409, COUNTRY		, \$38.00	(Katz)	
WFOG-FM, 92.9, 50 KW @ 500, BTFL MUSIC (Bonne)		, \$30.75	(Eastman)	
WGH-FM, 97.3, 74 KW @ 420, CLASSICAL		, \$16.00	(Blair)	
WKEZ-FM, 95.7, 40 KW @ 881, BTFL MUS (Schulke)		, \$24.00	(Christal)	Landmark
WNOR-FM, 98.7, 46 KW @ 549, AOR		, \$28.00	(Buckley)	
WOWI-FM, 102.9, 50 KW @ 500, BLACK (Drake-Chen)		MBN, \$25.60	(HR/Stone)	
WQRK-FM, 104.5, 50 KW @ 413, ROCK (TM)		, \$26.00	(Selcom)	
WWDE-FM, 101.3, 50 KW @ 380, ROCK		ABC-F, \$18.50	(Sav-Gates)	
WXRI-FM, 105.3, 50 KW @ 500, RELIGION		, \$ 7.00	(---)	Christ. Bdcst
WMYK-FM, 93.7, 100 KW @ 940, AOR		, \$31.50	(Eastman)	

TV STATIONS

WAVY	Portsmouth	10	NBC, LIN
WTAR	Norfolk	3	CBS, Landmark
WVEC	Hampton	13	ABC
WYAH	Portsmouth	27	IND, Christian Broadcasting

NEWSPAPERS

Norfolk Ledger-Star, Virginian-Pilot	ME	221,982, Landmark
Newport News Press, Times-Herald	ME	98,950

OKLAHOMA CITY

SRDS Market # 42; ADI # 38
 FCC Revenue Rank # 42
 FCC Income Rank # 63
 APR 15.4
 SMSA Pop: 779,000

Revenue : \$6,683,450
 Income : \$ 512,236
 FM Rev : \$2,347,408
 FM Inc : \$ -523,313
 Comb Rev : \$9,030,858
 Comb Inc : \$ -11,077

National Revenue : \$2,087,115
 Nat Rev per Cap : \$2.68
 Total Rev per Cap: \$11.59
 Total Inc per Cap: ---
 Profit Margin : NA

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KTOK 179/18.4	11.7	13.9	1. KTOK 220	1. WKY 4287/35.9
2. KOFM-FM 99/10.2	8.7	5.0	2. KOFM-FM 182	2. KOMA 3315/23.5
3. KEBC-FM 93/ 9.5	8.5	9.0	3. KOMA 170	3. KTOK 2860/37.3
4. WKY 92/ 9.4	10.5	10.8	4. WKY 154	4. KOFM-FM 2499/19.9
5. KKNNG-FM 85/ 8.7	10.6	10.8	5. WNAD 123	5. KATT-FM+1526/16.3
6. KATT-FM+ 77/ 7.9	11.7	13.5	6. KKNNG-FM 119	6. KKNNG-FM 1333/14.8
7. KOMA 60/ 6.2	7.1	5.8	7. KATT-FM+106	7. KEBC-FM 1295/18.7
8. KFNB-FM 39/ 4.0	4.2	6.2	8. KEBC-FM 102	8. KZUE-FM 1007/10.1
9. KZUE-FM 35/ 3.6	6.1	6.6	9. KVOO 62	9. WNAD 971/ 6.4
10. WNAD 33/ 3.4	2.6	2.6	10. KFNB-FM 58	10. KFNB-FM 781/ 9.2
11. KOCY 31/ 3.2	3.4	1.8	11. KZUE-FM 47	11. KVOO 646/ 1.8
12. KAEZ-FM 25/ 2.6	.9	.9	12. KOCY 31	12. KNOR 543/ 7.9

12+ FM SHARE (METRO): 52.69% (490 of 930) (O/N 77: 59.18%)
 12+ FM SHARE (TSA) : 45.39% (674 of 1485) (O/N 77: 51.14%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KOFM-FM	1. KATT-FM+	1. KTOK	1. KTOK	1. KTOK	1. KTOK
2. KZUE-FM	2. KOFM-FM	2. KEBC-FM	2. KEBC-FM	2. KEBC-FM	2. WKY
3. WKY	3. WKY	3. KATT-FM+	3. WKY	3. KKNNG-FM	3. KOFM-FM
4. KOMA	KEBC-FM	4. KOFM-FM	4. KKNNG-FM	4. WKY	4. KOMA
5. KATT-FM+	5. KOMA	5. WKY	5. KATT-FM+	5. KFNB-FM	5. KEBC-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	169 (3)	226 (5)	395 (8)	42.5
COUNTRY	69 (3)	93 (1)	162 (4)	17.4
MOR	190 (2)	39 (1)	229 (3)	24.6
BTFL MUSIC		85 (1)	85 (1)	9.1
BLACK		16 (1)	16 (1)	1.7
RELIGION	5 (1)	6 (1)	11 (2)	1.2
UNKNOWN	7 (1)	25 (1)	32 (2)	3.4
			930 (21)	

OKLAHOMA CITY ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KTOK	1. WKY	1. KTOK	KCFX-FM	97.7	1.4
2. KOFM-FM	2. KTOK	2. WKY	KGFF	1450	.7
3. WKY	3. KOMA	3. KOFM-FM	KJIL-FM	104.9	.6
4. KKNG-FM	4. KOFM-FM	4. KATT-FM+	KNOR	1400	1.1
5. KOMA	5. KATT-FM+	5. KEBC-FM	KQCV	800	.5
6. WNAD	6. KKNG-FM	6. KOMA	KTLS-FM	98.9	1.6
7. KATT-FM+	7. KEBC-FM	7. KKNG-FM	KXXY-FM	96.1	1.8
8. KEBC-FM	8. KZUE-FM	8. KAEZ-FM	KVOO	1170	.5
9. KFNB-FM	9. WNAD	9. WNAD			
10. KZUE-FM	10. KFNB-FM	10. KNOR			
11. KOCY	11. KRMG				
KVOO	12. KNOR				
13. KCRC	13. KOCY				
14. KAEZ-FM	14. KTLS-FM				
KWEY+	15. KXXY-FM				

ADI FM SHARE: 44.47% (667 of 1500) (O/N 77: 48.66%)

AM STATIONS

KNOR, 1400, 1 KW/250 W , MOR	, \$ 7.65 (-----)	(NORMAN)
KOCY, 1340, 1 KW/250 W , COUNTRY (TM)	CBS, \$15.25 (-----)	
KOMA, 1520, 50 KW , ROCK	, \$38.00 (Blair)	Storz
KTOK, 1000, 5 KW , MOR	ABC-I, \$44.50 (Eastman)	Insilco
WKY , 930, 5 KW , CONTEMP	, \$48.75 (Katz)	Gaylord
WNAD, 640, 1 KW (Days), COUNTRY	NBC, \$15.00 (HR/Stone)	(NORMAN)
KCRC, 1390, 1 KW , VARIETY	, \$ 5.00 (Sav-Gates)	(ENID)
KWEY+, 1590, 1 KW (Days), VARIETY	ABC-I, \$ 4.80 (-----)	(WEATHERFORD)

KVOO - See Tulsa

FM STATIONS

KAEZ-FM, 107.7, 100 KW @ 215, ? ?	, ? ? (-----)	
KATT-FM+, 100.5, 100 KW @ 500, AOR	MBS, \$40.50 (CBS FM)	
KEBC-FM, 94.7, 57 KW @ 440, COUNTRY	ABC-E, \$22.50 (Torbet)	
KFNB-FM, 101.9, 100 KW @ 420, MOR (FM-100)	, \$19.25 (PRO)	
KKNG-FM, 92.5, 100 KW @ 900, BTFL MUS (Schulke)	, \$33.50 (Christal)	Swanson
KOFM-FM, 104.1, 100 KW @ 1425, ROCK	ABC-G, \$28.00 (Selcom)	American
KTLS-FM, 98.9, 100 KW @ 499, BLACK	MBN, \$13.00 (-----)	
KXXY-FM, 96.1, 100 KW @ 300, ROCK	, \$22.00 (-----)	
KZUE-FM, 102.7, 100 KW @ 1003, ROCK	ABC-F, \$26.50 (Eastman)	Insilco

TV STATIONS

KOCO	Oklahoma City	5	ABC, Combined Communications
KIVY	Oklahoma City	4	NBC, Detroit News
KWTV	Oklahoma City	9	CBS

NEWSPAPERS

Oklahoma City Oklahoman, Times	ME	258,310, Gaylord
Oklahoma Journal	M	45,344

OMAHA

SRDS Market # 69
 FCC Revenue Rank # 60
 FCC Income Rank # 29
 APR 16.3
 SMSA Pop: 589,400

Revenue : \$5,412,559
 Income : \$1,021,234
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Revenue : \$1,960,224
 Nat Rev per Cap : \$3.33
 Total Rev per Cap: \$9.18
 Total Inc per Cap: \$1.73
 Profit Margin : 18.9%

12+ METRO 1/4/SHARE				A/M 78	O/N 77	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. KFAB	253/32.7	24.2	29.4	1. KFAB	437	1. WOW	6019/41.1		
2. WOW	98/12.7	13.5	15.0	2. WOW	338	2. KFAB	5176/53.0		
3. KOIL	75/ 9.7	6.9	6.3	3. KGOR-FM	100	3. KGOR-FM	1938/24.2		
4. KGOR-FM	61/ 7.9	10.3	6.9	4. KOIL	86	4. KOIL	1548/26.8		
5. KEZO-FM	56/ 7.2	10.0	10.8	5. KJAN+	74	5. KEZO-FM	1029/17.6		
6. KYNN	40/ 5.2	5.8	5.1	6. KEZO-FM	64	6. KQKQ-FM	815/14.5		
7. KQKQ-FM	38/ 4.9	7.6	6.3	7. KLIN-FM	48	7. KMA	769/ 4.1		
8. KEFM-FM	21/ 2.7	3.4	3.9	8. KEFM-FM	44	8. KLIN-FM	564/ 4.0		
9. KOWH-FM	20/ 2.6	2.9	.9	9. KQKQ-FM	40	9. KFRX-FM	535/ 1.7		
10. KOOO-FM	14/ 1.8	1.5	2.4	KYNN	40	10. KEFM-FM	515/ 6.7		

12+ FM SHARE (METRO): 31.46% (224 of 712) (O/N 77: 34.36%)
 12+ FM SHARE (TSA) : 27.89% (388 of 1391) (O/N 77: 24.76%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KOIL	1. WOW	1. KFAB	1. KFAB	1. KFAB	1. KFAB
2. KGOR-FM	2. KEZO-FM	2. WOW	2. WOW	2. KYNN	2. WOW
3. WOW	3. KEZO-FM	3. KFAB	3. KOIL	3. WOW	3. KJAN+
4. KOWH-FM	4. KOIL	4. KEZO-FM	4. KYNN		4. KGOR-FM

OTHER RATED STATIONS/METRO SHARE

KOWH	660	.9	KFRX-FM	102.7	.4	KLIN-FM	107.3	1.3
KQXV	1560	.9	KJAN+	1220	.5	KMA	960	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/ CONTEMP	173 (2)	178 (5)	351 (7)	49.3
MOR	263 (3)	1 (1)	264 (4)	37.1
COUNTRY	45 (2)	21 (1)	66 (3)	9.3
BTFM MUSIC		24 (2)	24 (2)	3.4
UNKNOWN	7 (1)		7 (1)	1.0
			712 (17)	

AM STATIONS

KFAB, 1110, 50 KW	, MOR	NBC, \$58.50	(Christal)	May
KOIL, 1290, 5 KW	, CONTEMP	, \$20.00	(PRO)	
KYNN, 1490, 1 KW/250 W	, COUNTRY	MBS, \$21.50	(Torbet)	Great Empire
WOW, 590, 5 KW	, CONTEMP	ABC-C, \$74.00	(Blair)	Meredith
KJAN+, 1220, 250W (Days)	, MOR	, \$ 6.00	(Midwest)	(ATLANTIC, IA)
KMA, 960, 5 KW	, COUNTRY	, \$23.67	(Katz)	May (SHENANDOAH, IA)

FM STATIONS

KEFM-FM, 96.1, 100 KW @ 276,	COUNTRY (Drake-Chen)	, \$10.00	(PRO)	
KEZO-FM, 92.3, 100 KW @ 1210,	ROCK	, \$25.00	(Blair)	Meredith
KGOR-FM, 99.9, 115 KW @ 1227,	ROCK (TM)	, \$30.25	(Christal)	May
KOOO-FM, 104.5, 32 KW @ 285,	BTFM MUS	, \$27.00	(Buckley)	
KOWH-FM, 94.1, 100 KW @ 510,	ROCK/BLACK (Drake-Chen)	ABC-E, \$16.50	(Howard)	
KQKQ-FM, 98.5, 100 KW @ 187,	AOR	, \$24.75	(HR/Stone)	
KLIN-FM, 107.3, 100 KW @ 300,	BTFM MUS (Bonne)	, \$19.80	(----)	(LINCOLN)

TV STATIONS

KETV	Omaha	7	ABC, Pulitzer	KMTV	Omaha	3	NBC, May
WOWT	Omaha	6	CBS, San Francisco Chronicle				

NEWSPAPER

Omaha World-Herald ME 235,953

ORLANDO

SRDS Market # 64; ADI # 40	Revenue : \$5,050,865	National Revenue : \$1,203,854
FCC Revenue Rank # 65	Income : \$ -369,976	Nat Rev per Cap : \$1.94
FCC Income Rank # 309	FM Rev : \$2,095,596	Total Rev per Cap: \$11.54
APR 16.8	FM Inc : \$ 374,389	Total Inc per Cap: \$.01
SMSA Pop: 619,200	Comb Rev : \$7,146,461	Profit Margin : 0.1%
	Comb Inc : \$ 4,413	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WBJW-FM 106/12.5	14.8	13.2	1. WBJW-FM 194	1. WBJW-FM 2237/28.4
2. WDBO-FM 101/11.9	14.8	11.2	2. WDBO-FM 186	2. WDBO-FM 2229/22.4
3. WHOO-FM 87/10.2	8.1	8.0	3. WHOO-FM 101	3. WDBO 1467/24.1
4. WDBO 72/ 8.5	9.2	11.1	4. WDIZ-FM 92	4. WHOO-FM 1350/19.9
5. WHOO 66/ 7.8	6.9	7.5	5. WDBO 86	5. WDIZ-FM 1324/14.4
6. WKIS 59/ 6.9	7.3	8.8	6. WHLY-FM 85	6. WKIS 1173/20.6
7. WLOF 47/ 5.5	6.0	5.9	7. WORJ-FM 74	7. WLOF 1109/21.6
8. WDIZ-FM 40/ 4.7	8.8	2.9	8. WHOO 72	8. WHLY-FM 1012/10.8
WORJ-FM 40/ 4.7	2.9	6.1	9. WKIS 63	9. WHOO 968/16.3
10. WHLY-FM 39/ 4.6	2.5	4.1	10. WLOF 47	10. WORJ-FM 700/ 8.4

12+ FM SHARE (METRO): 54.55% (444 of 814) (O/N 77: 52.84%)
 12+ FM SHARE (TSA) : 65.68% (800 of 1218) (O/N 77: 64.81%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WBJW-FM	1. WBJW-FM	1. WBJW-FM	1. WHOO-FM	1. WDBO-FM	1. WBJW-FM
2. WOKB	2. WORJ-FM	2. WHOO-FM	2. WDBO-FM	2. WHOO-FM	2. WDBO-FM
3. WLOF	3. WDIZ-FM	3. WDBO-FM	3. WBJW-FM	3. WHOO	3. WDBO
4. WDIZ-FM	4. WLOF	4. WLOF	4. WDBO	4. WDBO	4. WHOO

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	53 (2)	225 (4)	278 (6)	34.4
BTFL MUSIC	6 (1)	193 (3),	199 (4)	24.6
NOR	131 (2)		131 (2)	16.2
COUNTRY	107 (3)	18 (2)	125 (5)	15.5
BLACK/DISCO	71 (2)		71 (2)	8.8
RELIGION	2 (1)	8 (1)	10 (2)	1.2
			<u>808 (22)</u>	

ORLANDO ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. WDBO-FM	1. WDBO-FM	1. WBJW-FM	WAJL	1440	.7
2. WBJW-FM	2. WBJW-FM	2. WDBO-FM	WFIV	1080	3.8
3. WHOO-FM	3. WDBO	3. WHOO	WHHL	1190	.7
4. WDIZ-FM	4. WDIZ-FM	4. WDBO	WLOQ-FM	103.1	.6
5. WCKS-FM	5. WHOO-FM	5. WHOO-FM	WOKB	1600	4.1
6. WDBO	6. WKIS	6. WKIS	WORL	1270	4.2
7. WHLY-FM	7. WLOF	7. WOKB	WTLN-FM+	95.3	1.1
8. WHOO	8. WHLY-FM	8. WLOF	WELE-FM	105.9	.5
9. WMOP	9. WHOO	9. WORJ-FM	WGTO	540	1.1
WVLV-FM	10. WCKS-FM	10. WHLY-FM	WPCV-FM	97.5	1.6
11. WKIS	11. WVLV-FM				
12. WORJ-FM	12. WORJ-FM				
13. WLOF	13. WMEL				
14. WOKB	14. WOKB				
15. WORL	15. WMFJ				

ADI FM SHARE: 60.76% (977 of 1608) (O/N 77: 59.96%)

AM STATIONS

WDBO, 580, 5 KW	, MOR	CBS, \$41.83	(Blair)	Outlet
WHOO, 990, 50 KW/5 KW	, COUNTRY	ABC-I, \$34.75	(Torbet)	Bluegrass
WKIS, 740, 5 KW/1 KW	, MOR	, \$27.25	(Eastman)	Susquehanna
WLOF, 950, 5 KW	, ROCK	, \$68.50	(Katz)	Rounsaville
WORL, 1270, 5 KW (Days)	, DISCO	MBN, \$33.50	(Mc-Guild)	Sudbrink
WMOP, 900, 5 KW (Days)	, COUNTRY	, \$10.30	(Southern)	(OCALA)
WMFJ, 1450, 1 KW/250 W	, ROCK	ABC-C, \$10.75	(PRO)	Walt-Weeks (DAY BEACH)
WMEL, 920, 1 KW	, MOR	CBS, \$ 5.40	(Masla)	Elyria-Lorain (MELBOURNE)

FM STATIONS

WBJW-FM, 105.1, 100 KW @ 370,	ROCK	, \$68.50	(Katz)	Rounsaville
WDBO-FM, 92.3, 100 KW @ 1320,	BTFL MUS (Schulke)	, \$41.83	(Blair)	Outlet
WDIZ-FM, 100.3, 100 KW @ 820,	ROCK	ABC-F, \$34.00	(Selcom)	Shamrock
WHOO-FM, 96.5, 100 KW @ 493,	BTFL MUS (FM-100)	, \$37.50	(Torbet)	Bluegrass
WHLY-FM, 106.7, 100 KW @ 799,	AOR	, \$18.25	(Buckley)	
WORJ-FM, 107.7, 100 KW @ 350,	AOR	, \$33.50	(Mc-Guild)	Sudbrink
WVLV-FM, 94.5, 54 KW @ 360,	BTFL MUS (TM)	, \$19.60	(HR/Stone)	Bdcst Man Corp (DAY BEACH)
WCKS-FM, 101.1, 100 KW @ 500,	ROCK	, \$16.00	(P/W)	(COCOA BEACH)

TV STATIONS

WDBO	Orlando	6	CBS, Outlet
WESH	Daytona Beach	2	NBC, Cowles
WFTV	Orlando	9	

NEWSPAPER

Orlando Sentinel Star AD 173,144, Tribune Co.

PHILADELPHIA

SRDS Market # 4; ADI # 4
 FCC Revenue Rank # 6
 FCC Income Rank # 9
 APR 17.5
 SMSA Pop: 4,797,800

Revenue : \$29,915,719
 Income : \$ 3,932,837
 FM Rev : \$10,959,368
 FM Inc : \$ 1,857,876
 Comb Rev : \$40,875,087
 Comb Inc : \$ 5,790,713

National Rev : \$12,379,425
 Nat Rev per Cap : \$2.58
 Rev per Cap : \$8.52
 Inc per Cap : \$1.21
 Profit Margin : 14.2%

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WIP	572/8.2	9.0	9.5	1. WIP	688	1. KYW	11824/25.2	
2. KYW	546/7.8	10.5	7.4	2. WWSH-FM	659	2. WIP	10463/22.3	
3. WDAS-FM	462/6.6	6.1	4.5	3. KYW	607	3. WFIL	8477/15.3	
4. WWSH-FM	444/6.4	8.1	7.7	4. WDAS-FM	489	4. WCAU	7943/16.5	
5. WDVR-FM	343/4.9	5.1	6.0	5. WDVR-FM	417	5. WWSH-FM	7893/14.7	
6. WCAU	321/4.6	5.4	4.6	6. WIOQ-FM	388	6. WYSP-FM	6351/11.8	
7. WIOQ-FM	290/4.2	3.0	2.0	7. WWDB-FM	383	7. WFIL-FM	6195/11.6	
8. WYSP-FM	285/4.1	4.3	4.5	8. WFIL-FM	378	8. WIOQ-FM	5736/10.6	
9. WWDB-FM	277/4.0	2.5	3.0	WCAU	378	9. WMMR-FM	5470/10.6	
10. WFIL-FM	274/3.9	3.5	3.5	10. WFIL	357	10. WCAU-FM	5360/11.0	
11. WUSL-FM	257/3.7	3.3	3.6	11. WYSP-FM	341	11. WMGK-FM	4765/ 8.2	
12. WFIL	253/3.6	5.8	4.8	12. WSNI-FM	320	12. WZZD	4737/10.4	
13. WSNI-FM	233/3.3	2.6	1.6	13. WUSL-FM	303	13. WDAS-FM	4694/11.1	
14. WCAU-FM	221/3.2	3.1	3.9	14. WMGK-FM	290	14. WDVR-FM	4595/10.4	
15. WMMR-FM	217/3.1	1.2	2.8	15. WCAU-FM	267	15. WSNI-FM	3965/ 7.6	

12+ FM SHARE (METRO): 60.76% (3875 of 6378) (O/N 77: 55.93%)
 12+ FM SHARE (TSA) : 62.85% (5216 of 8299) (O/N 77: 58.05%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WFIL-FM	1. WDAS-FM	1. WDAS-FM	1. WIP	1. WIP	1. KYW
2. WDAS-FM	2. WIOQ-FM	2. WIP	2. WDAS-FM	2. WWSH-FM	2. WIP
3. WYSP-FM	3. WYSP-FM	3. WIOQ-FM	3. WWSH-FM	3. KYW	3. WCAU
4. WIOQ-FM	4. WMMR-FM	4. WUSL-FM	4. WUSL-FM	4. WDVR-FM	4. WDAS-FM
5. WZZD	5. WMGK-FM	5. WYSP-FM	5. KYW	5. WCAU	5. WWSH-FM
6. WCAU-FM	6. WCAU-FM	6. WWSH-FM	6. WMGK-FM	6. WSNI-FM	6. WFIL
WPST-FM	7. WFIL	7. WMGK-FM	7. WDVR-FM	7. WUSL-FM	7. WWDB-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	556 (3)	1833 (7)	2389 (10)	37.5
NEWS/INFO/TALK	918 (3)	277 (1)	1195 (4)	18.7
BTFM MUSIC		1151 (4)	1151 (4)	18.0
MOR	657 (4)		657 (4)	10.3
BLACK/DISCO	278 (2)	221 (1)	499 (3)	7.8
COUNTRY	22 (1)	259 (2)	281 (3)	4.4
CLASSICAL	38 (1)	134 (1)	172 (2)	2.7
VARIETY	34 (1)		34 (1)	0.5
			<u>6378 (31)</u>	

PHILADELPHIA ADI

OTHER STATIONS/MSA SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WIP	1. KYW	1. KYW
2. WWSH-FM	2. WIP	2. WDAS-FM
3. KYW	3. WCAU	3. WIP
4. WDAS-FM	4. WWSH-FM	4. WCAU
5. WDVR-FM	5. WFIL	5. WIFI-FM
6. WIOQ-FM	6. WYSP-FM	6. WWDB-FM
7. WCAU	7. WIFI-FM	7. WFIL
8. WIFI-FM	8. WIOQ-FM	8. WUSL-FM
9. WWDB-FM	9. WCAU-FM	9. WWSH-FM
10. WYSP-FM	10. WMMR-FM	10. WIOQ-FM
11. WFIL	11. WDAS-FM	
12. WUSL-FM	12. WZZD	
13. WSNI-FM	13. WDVR-FM	
14. WMGK-FM	14. WMGK-FM	
15. WCAU-FM	15. WSNI-FM	

WCAM	1310	.5
WCDJ	1420	.3
WDAS	1480	2.1
WFLN	900	.5
WFLN-FM	95.7	1.9
WHAT	1340	1.8
WMGK-FM	102.9	3.1
WNAR	1110	.4
WPEN	950	1.9
WRCP	1540	.3
WTMR	800	.5
WZZD	990	2.4
WJBR-FM	99.5	1.5
WPST-FM	97.5	1.3
WXXW-FM	104.1	.4
WOR	710	.7

ADI FM SHARE: 62.59% (5352 of 8551) (O/N 77: 51.22%)

AM STATIONS

KYW, 1060, 50 KW, NEWS	ABC-I, \$112.50	(RAR)	Westinghouse
WCAU, 1210, 50 KW, NEWS	CBS, \$ 94.37	(CBS Spot)	CBS
WFIL, 560, 5 KW, CONTEMP/AC	, \$127.50	(Blair)	LIN
WIP, 610, 5 KW, MOR	, \$105.00	(Metro)	Metromedia
WZZD, 990, 50 KW/10 KW, CONTEMP	ABC-C, \$ 72.50	(Mc-Guild)	Fairbanks

FM STATIONS

WCAU-FM, 98.1, 13 KW @ 1000, DISCO/JAZZ	, \$ 66.25	(CBS FM)	CBS
WDAS-FM, 105.3, 50 KW @ 200, AOR	, \$ 71.60	(Howard)	
WDVR-FM, 101.1, 13 KW @ 1010, BTFL MUS	, \$ 81.50	(Torbet)	
WFLN-FM, 95.7, 50 KW @ 490, CLASSICAL	NBC, \$ 33.00	(CMBS)	
WIFI-FM, 92.5, 50 KW @ 500, ROCK	, \$ 95.00	(Katz)	GCC
WIOQ-FM, 102.1, 30 KW @ 650, AOR	, \$ 49.88	(Mc-Guild)	
WMGK-FM, 102.9, 50 KW @ 300, SOFT ROCK	, \$ 92.00	(Eastman)	Greater Media
WMMR-FM, 93.3, 25 KW @ 670, ROCK	ABC-F, \$ 44.00	(Metro)	Metromedia
WPST-FM, 97.5, 50 KW @ 450, ROCK	, \$ 21.80	(Masla)	Nassau (TRENTON)
WSNI-FM, 104.5, 26 KW @ 195, COUNTRY (FM-100)	, \$ 27.75	(Selcom)	Rust Craft
WUSL-FM, 98.9, 14 KW @ 830, BTFL MUS	, \$ 78.75	(Blair)	LIN
WWDB-FM, 96.5, 12 KW @ 1200, TALK	MBS, \$ 30.80	(HR/Stone)	
WWSH-FM, 106.1, 19 KW @ 740, BTFL MUS (Schulke)	, \$ 93.75	(Christal)	Cox
WYSP-FM, 94.1, 16 KW @ 900, AOR (Burk-Abr)	, \$122.50	(Masla)	SJR

TV STATIONS

KYW Philadelphia 3	NBC, Westinghouse	WPHL Philadelphia 17	IND, Prov-Jrnl
WPVI Philadelphia 6	ABC, Capital Cities	WCAU Philadelphia 10	CBS, CBS
WKBS Philadelphia 48	IND, Field	WTAF Philadelphia 29	IND, Taft

NEWSPAPERS

Philadelphia Bulletin	E	536,330
Philadelphia Inquirer	M	417,206, Knight-Ridder
Philadelphia News	E	233,291, Knight-Ridder

PHOENIX

SRDS Market # 28; ADI # 33
 FCC Revenue Rank # 21
 FCC Income Rank # 57
 APR 15.9
 SMSA Pop: 1,310,600

Revenue :\$11,622,454
 Income :\$ 633,124
 FM Rev :\$ 2,259,752
 FM Inc :\$ 387,998
 Comb Rev :\$13,882,206
 Comb Inc :\$ 1,021,122

National Revenue : \$4,352,609
 Nat Rev per Cap : \$3.32
 Total Rev per Cap: \$10.59
 Total Inc per Cap: \$.78
 Profit Margin : 7.4%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KQYT-FM 169/10.2	11.2	9.7	1. KQYT-FM 184	1. KOY 2639/21.9
2. KDKB-FM 141/ 8.5	7.8	4.6	2. KDKB-FM 160	2. KTAR 2216/18.9
3. KOY 123/ 7.4	8.4	8.3	3. KOY 138	3. KUPD-FM 2018/15.9
4. KMEO-FM 116/ 7.0	6.0	6.9	4. KMEO-FM 132	4. KDKB-FM 1845/15.7
5. KTAR 112/ 6.7	7.2	6.5	5. KTAR 127	5. KQYT-FM 1797/15.6
6. KUPD-FM 102/ 6.1	NA	5.9	6. KUPD-FM 126	6. KNIX-FM+1539/11.7
7. KOOL 92/ 5.5	4.2	6.2	7. KNIX-FM+112	7. KOOL 1509/13.9
8. KOPA-FM+ 86/ 5.2	2.9	---	8. KOOL 93	8. KMEO-FM 1389/12.0
9. KNIX-FM+ 76/ 4.6	5.4	6.2	KOPA-FM+ 93	9. KOPA-FM+1361/12.3
10. KJJJ 74/ 4.5	3.8	5.3	10. KJJJ 77	10. KKKQ 1307/12.2
11. KXTC-FM 70/ 4.2	1.0	.7	11. KXTC-FM 71	11. KBBC-FM 1304/11.4
12. KOOL-FM 64/ 3.8	2.6	3.3	12. KOOL-FM 70	12. KJJJ 1259/11.0
13. KIFN 63/ 3.8	5.3	2.0	KIFN 70	13. KRUX 1170/10.9
14. KBBC-FM 62/ 3.7	4.1	3.8	14. KBBC-FM 69	14. KOOL-FM 1157/ 9.9
15. KKKQ 47/ 2.8	2.7	---	15. KKKQ 48	15. KXTC-FM 792/ 7.3

12+ FM SHARE (METRO): 55.02% (888 of 1614) (O/N 77: 46.41%)
 12+ FM SHARE (TSA) : 56.87% (1022 of 1797) (O/N 77: 46.71%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KUPD-FM	1. KDKB-FM	1. KDKB-FM	1. KOY	1. KQYT-FM	1. KTAR
2. KDKB-FM	2. KOPA-FM+	2. KOY	2. KQYT-FM	2. KMEO-FM	2. KOY
3. KXTC-FM	3. KBBC-FM	3. KOPA-FM+	3. KJJJ	3. KOY	3. KQYT-FM
4. KKKQ	4. KOY	4. KUPD-FM	4. KUPD-FM	4. KOOL	4. KMEO-FM+
5. KOPA-FM+	5. KUPD-FM	5. KBBC-FM	5. KMEO-FM	5. KTAR	5. KOOL

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	128 (5)	452 (6)	580 (11)	35.9
BTFL MUSIC	26 (1)	285 (2)	311 (3)	19.3
MOR	229 (3)		229 (3)	14.2
COUNTRY	94 (2)	56 (1)	150 (3)	9.3
NEWS/INFO/TALK	112 (1)		112 (1)	6.9
SPANISH	88 (2)		88 (2)	5.5
BLACK		70 (1)	70 (1)	4.3
RELIGION	19 (2)	6 (1)	25 (3)	1.5
CLASSICAL		19 (1)	19 (1)	1.2
UNKNOWN	30 (1)		30 (1)	1.9
			<u>1614 (29)</u>	

PHOENIX ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KQYT-FM	1. KOY	1. KTAR	KDJQ	1510	.5
2. KDKB-FM	2. KTAR	KQYT-FM	KFLR	1230	1.8
3. KOY	3. KUPD-FM	3. KDKB-FM	KHEP	1280	.5
4. KMEO-FM	4. KDKB-FM	4. KOY	KHEP-FM	101.5	1.1
5. KTAR	5. KQYT-FM	5. KOOL	KMEO	740	1.6
6. KUPD-FM	6. KOOL	6. KJJJ	KPHX	1480	1.5
7. KNIX-FM+	7. KNIX-FM+	7. KUPD-FM	KQXE	1310	.2
8. KOOL	8. KMEO-FM	8. KNIX-FM+	KIOG-FM	104.7,	1.4
9. KOPA-FM+	9. KOPA-FM+	9. KMEO-FM	KRDS	1190	.6
10. KJJJ	10. KKKQ	10. KXTC-FM	KRUX	1360	2.6
11. KIFN	11. KBBC-FM		KWAO-FM	106.3	.4
KXTC-FM	12. KJJJ		KXIV	1400	.8
13. KOOL-FM	13. KRUX				
14. KBBC-FM	14. KOOL-FM				
15. KKKQ	15. KXTC-FM				

ADI FM SHARE: 54.01% (989 of 1831) (O/N 77: 45.94%)

AM STATIONS

KIFN, 860, 1 KW (Days), SPANISH	, \$17.00 (Howard)	Tichenor
KJJJ, 910, 5 KW, COUNTRY	ABC-E, \$42.00 (Buckley)	ITC
KKKQ, 1060, 500 W, CONTEMP	, \$19.00 (Masla)	
KOOL, 960, 5 KW, MOR	CBS, \$20.25 (Katz)	
KOY, 550, 5 KW/1 KW, MOR/AC	, \$78.75 (Eastman)	Harte-Hanks
KRUX, 1360, 5 KW/500 W, ROCK	, \$17.50 (Lotus)	Lotus
KTAR, 620, 5 KW, NEWS	MBS,ABC-I, \$52.25 (Blair)	Combined

FM STATIONS

KBBC-FM, 98.7, 115 KW @ 1680, SOFT ROCK	ABC-F, \$45.50 (Blair)	Combined
KDKB-FM, 93.3, 100 KW @ 1550, AOR (Burk-Abr)	, \$46.00 (Selcom)	Sandusky Newsp
KMEO-FM, 96.9, 100 KW @ 1555, BTFL MUS (Bonne)	, \$26.10 (Mc-Guild)	
KNIX-FM+, 102.5, 100 KW @ 1610, COUNTRY	, \$38.00 (Christal)	Buck Owens
KOOL-FM, 94.5, 100 KW @ 1620, OLDIES	, \$18.00 (Katz)	
KQYT-FM, 95.5, 100 KW @ 1550, BTFL MUS (Churchill)	, \$45.00 (Eastman)	Harte-Hanks
KOPA-FM+, 100.7, 50 KW @ 170, ROCK	, \$19.00 (Torbet)	First Media
KUPD-FM, 97.9, 100 KW @ 1620, ROCK	, \$38.80 (Masla)	
KXTC-FM, 92.3, 100 KW @ 285, BLACK/JAZZ	, \$15.00 (Groskin)	

TV STATIONS

KNXV	Phoenix	15	IND
KOOL	Phoenix	10	CBS, Gene Autrey
KPAZ	Phoenix	21	IND, Trinity
KPHO	Phoenix	5	IND, Meredith
KTAR	Mesa	12	NBC, Combined Communications
KTVK	Phoenix	3	ABC

NEWSPAPER

Phoenix Republic, Gazette ME 316,713

PIITTSBURGH

SRDS Market # 13; ADI # 11
 FCC Revenue Rank # 16
 FCC Income Rank # 19
 APR 16.6
 SMSA Pop: 2,279,200

Revenue : \$17,743,502
 Income : \$ 1,972,536
 FM Rev : \$ 3,720,434
 FM Inc : \$ 63,148
 Comb Rev : \$21,463,936
 Comb Inc : \$ 2,035,684

National Rev : \$6,760,625
 Nat Rev per Cap : \$2.97
 Tot Rev per Cap : \$9.42
 Tot Inc per Cap : \$.89
 Profit Margin : 9.5%

<u>12+ METRO 1/4 SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KDKA 692/21.8	24.5	22.7	1. KDKA 920	1. KDKA 13041/47.1
2. WSHH-FM 217/ 6.8	8.6	8.5	2. WDVE-FM 337	2. WPEZ-FM 5495/16.4
3. WTAE 214/ 6.7	6.1	6.5	3. WPEZ-FM 302	3. WTAE 5168/24.3
4. WDVE-FM 213/ 6.7	5.6	5.2	4. WSHH-FM 273	4. WDVE-FM 5138/16.9
5. WJOI-FM 181/ 5.7	5.7	5.2	5. WTAE 233	5. WXXKX-FM 4690/16.6
6. WPEZ-FM 166/ 5.2	4.5	5.9	6. WXXKX-FM 222	6. WSHH-FM 4059/16.5
7. WXXKX-FM 152/ 4.8	6.3	4.1	7. WJOI-FM 220	7. WKIQ 3814/17.1
8. WWSW 136/ 4.3	4.3	5.9	8. WKIQ 146	8. WWSW 2720/13.5
9. KQV 125/ 3.9	2.9	2.6	9. WWSW 136	9. WJOI-FM 2683/11.5
10. WKIQ 123/ 3.9	4.7	3.9	10. WFFM-FM 133	10. KQV 2421/12.1
11. WFFM-FM 107/ 3.4	1.7	1.7	11. KQV 125	11. WFFM-FM 2181/ 8.4
12. WYDD-FM 83/ 2.6	1.7	3.0	12. WDSY-FM 113	12. WDSY-FM 1696/ 5.3
13. WAMO-FM 80/ 2.5	3.4	2.3	13. WYDD-FM 104	13. WAMO-FM 1503/ 6.6
14. WDSY-FM 72/ 2.3	---	---	14. WAMO-FM 96	14. WYDD-FM 1453/ 5.8
15. WEEP 67/ 2.1	2.3	2.6	15. WEEP 92	15. KDKA-FM 1427/ 4.7

12+ FM SHARE (METRO): 46.18% (1372 of 2971) (O/N 77: 43.60%)
 12+ FM SHARE (TSA) : 49.83% (1943 of 3899) (O/N 77: 43.14%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WDVE-FM	1. WDVE-FM	1. KDKA	1. KDKA	1. KDKA	1. KDKA
2. WXXKX-FM	2. WTAE	2. WTAE	2. WTAE	2. WSHH-FM	2. WPEZ-FM
3. WPEZ-FM	3. KDKA	3. WDVE-FM	3. WSHH-FM	3. WJOI-FM	3. WTAE
4. WKIQ	4. WFFM-FM	4. WPEZ-FM	4. WPEZ-FM	4. WWSW	4. WSHH-FM
5. WAMO-FM	5. WPEZ-FM	5. WFFM-FM	5. WJOI-FM	5. WTAE	5. WDVE-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	390 (5)	745 (6)	1135 (11)	38.2
MOR	864 (5)	4 (1)	868 (6)	29.2
BTFL MUSIC		398 (2)	398 (2)	13.4
COUNTRY	132 (3)	72 (1)	204 (4)	6.9
NEWS/INFO/TALK	125 (1)		125 (1)	4.2
BLACK		80 (1)	80 (1)	2.7
RELIGION	65 (2)		65 (2)	2.2
BIG BAND		32 (1)	32 (1)	1.1
VARIETY	23 (1)		23 (1)	0.8
CLASSICAL		22 (1)	22 (1)	0.7
UNKNOWN		19 (1)	19 (1)	0.6
			<u>2971 (31)</u>	

PITTSBURGH ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>		
1. KDKA	1. KDKA	1. KDKA	KDKA-FM	92.9
2. WDVE-FM	2. WTAE	2. WDVE-FM	WBVP	1230
3. WSHH-FM	3. WPEZ-FM	3. WXKX-FM	WEDO	810
4. WTAE	4. WXKX-FM	4. WTAE	WESA+	940
WPEZ-FM	5. WDVE-FM	5. WKQT	WHJB	620
6. WXKX-FM	6. WKQT	6. WSHH-FM	WIXZ	1360
7. WJOI-FM	7. WSHH-FM	7. WWSW	WKPA	1150
8. WKQT	8. WWSW	8. WJOI-FM	WLOA	1550
9. WWSW	9. WJOI-FM	9. WAMO-FM	WMBA	1460
10. KQV	10. KQV	10. WPEZ-FM	WNUF-FM	100.7
11. WFFM-FM	11. WFFM-FM		WPIT	730
12. WYDD-FM	12. WDSY-FM		WPIT-FM	101.5
13. WMBS	13. KDKA-FM		WKKS-FM	106.7
14. WISR	14. WYDD-FM		WYJZ	860
WEPP	15. WAMO-FM		WASP	1130
				1.1

ADI FM SHARE: 39.89% (1640 of 4111) (O/N 77: 41.44%)

AM STATIONS

KDKA, 1030, 50 KW	, MOR/TALK	, \$140.00 (RAR)	Westinghouse
KQV, 1410, 5 KW	, NEWS	CBS, \$ 52.50 (Eastman)	Taft
WEPP, 1080, 50 KW (Days)	, COUNTRY	MBS, \$ 33.28 (Torbet)	Entercom
WKQT, 1320, 5 KW	, ROCK	, \$ 35.00 (RKO)	Nationwide
WTAE, 1250, 5 KW	, CONTEMP	ABC-E, \$ 85.00 (Katz)	Hearst
WWSW, 970, 5 KW	, MOR	ABC-I, \$ 70.00 (Blair)	
WMBS, 590, 1 KW	, MOR	CBS, \$ 8.00 (Regional)	(UNIONTOWN)
WISR, 680, 250 W (Days)	, MOR	, \$ 5.60 (-----)	(BUTLER)

FM STATIONS

KDKA-FM, 92.9, 47 KW @ 890, CLASSICAL (?)		, \$?? (RAR)	Westinghouse
WAMO-FM, 105.9, 72 KW @ 440, BLACK		MBN, \$30.50 (Howard)	Sheridan
WDSY-FM, 107.9, 50 KW @ 500, SOFT COUNTRY (FM-100)		MBS, \$16.64 (Torbet)	Entercom
WDVE-FM, 102.5, 55 KW @ 820, AOR (Burk-Abr)		, \$72.00 (Eastman)	Taft
WJOI-FM, 93.7, 41 KW @ 547, BIFL MUS		, \$40.00 (HR/Stone)	EZ
WFFM-FM, 96.9, 60 KW @ 520, CONTEMP		, \$25.00 (CBS-FM)	
WPEZ-FM, 94.5, 50 KW @ 810, ROCK		ABC-C, \$51.50 (Blair)	
WSHH-FM, 99.7, 11 KW @ 920, BIFL MUS (Schulke)		, \$55.75 (RKO)	Nationwide
WXKX-FM, 96.1, 50 KW @ 500, ROCK		, \$63.25 (Katz)	Hearst
WYDD-FM, 104.7, 50 KW @ 500, AOR		, \$39.50 (Mc-Guild)	

TV STATIONS

KDKA	Pittsburgh	2	CBS, Westinghouse
WIIC	Pittsburgh	11	NBC, Cox
WPCB	Pittsburgh	22	IND
WPGH	Pittsburgh	53	IND
WTAE	Pittsburgh	4	ABC, Hearst

NEWSPAPER

Pittsburgh Press, Post-Gazette	ME	191,900 (Post-Gazette)
		261,693 (Press) Scripps-Howard

PORTLAND, ORE

SRDS Market # 35; ADI # 22	Revenue : \$11,396,012	National Revenue : \$4,393,669
FCC Revenue Rank # 22	Income : \$ 1,113,504	Nat Rev per Cap : \$3.90
FCC Income Rank # 26	FM Rev : \$ 1,821,690	Total Rev per Cap: \$11.72
APR 14.3	FM Inc : \$ -203,648	Total Inc per Cap: \$.81
SMSA Pop: 1,127,900	Comb Rev : \$13,217,702	Profit Margin : 6.9%
	Comb Inc : \$ 909,856	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KGW 204/15.1	11.6	10.2	1. KGW 305	1. KGW 4870/38.1
2. KWJJ 116/ 8.6	7.9	8.5	2. KWJJ 154	2. KWJJ 2502/18.7
3. KEX 94/ 6.9	6.6	7.3	3. KEX 137	3. KEX 2501/18.6
4. KXL-FM 75/ 5.5	5.3	4.3	4. KXL 123	4. KYTE 2100/17.5
5. KYXI 72/ 5.3	3.3	3.9	5. KXL-FM 97	5. KUPL 1726/16.9
6. KXL 71/ 5.2	6.8	6.7	6. KJIB-FM 96	6. KPAM-FM 1692/12.6
7. KGON-FM 67/ 4.9	5.4	5.1	7. KGON-FM 89	7. KXL 1693/10.9
8. KUPL 63/ 4.6	4.4	3.3	8. KYTE 80	8. KYTE-FM 1504/10.5
9. KKEY 60/ 4.4	2.9	3.4	9. KYXI 79	9. KXL-FM 1473/11.6
10. KINK-FM 57/ 4.2	3.6	3.9	10. KUPL-FM 78	10. KGON-FM 1335/10.6
11. KYTE 56/ 4.1	8.9	7.5	11. KYTE-FM 72	11. KYXI 1278/12.4
KJIB-FM 56/ 4.1	3.4	5.1	12. KPAM-FM 70	12. KINK-FM 1242/10.8

12+ FM SHARE (METRO): 35.94% (464 of 1291) (O/N 77: 39.71%)
 12+ FM SHARE (TSA) : 37.01% (651 of 1759) (O/N 77: 39.32%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KGW	1. KGW	1. KGW	1. KGW	1. KWJJ	1. KGW
2. KYTE	2. KGON-FM	2. KWJJ	2. KWJJ	2. KEX	2. KEX
3. KGON-FM	3. KINK-FM	3. KGON-FM	3. KEX	3. KXL	3. KXL
KYTE-FM	4. KWJJ	4. KINK-FM	4. KINK-FM	4. KUPL	4. KWJJ
5. KPAM-FM	5. KMJK-FM	5. KEX	5. KXL-FM	5. KGW	5. KYXI

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	287 (4)	265 (6)	552 (10)	42.8
BTFL MUSIC	63 (1)	184 (3)	247 (4)	19.1
MOR	165 (2)		165 (2)	12.8
NEWS/INFO/TALK	146 (3)		146 (3)	11.3
COUNTRY	138 (3)		138 (3)	10.7
RELIGION	10 (1)	15 (1)	25 (2)	1.9
BIG BAND	8 (1)		8 (1)	0.6
			<u>1291 (25)</u>	

PORTLAND ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KGW	1. KGW	1. KGW	KGAR	1550	.4
2. KWJJ	2. KWJJ	2. KWJJ	KLIQ	1290	.6
3. KEX	3. KEX	3. KEX	KMJK-FM	106.7	3.0
4. KXL	4. KYTE	4. KUPL	KPAM	1410	.4
5. KJIB-FM	5. KUPL	5. KYXI	KPAM-FM	97.1	3.5
6. KXL-FM	6. KPAM-FM	6. KYTE	KPDQ	800	.7
7. KGON-FM	7. KXL	KKEY	KPDQ-FM	93.7	1.1
8. KYTE	8. KYTE-FM	8. KUPL-FM	KQFM-FM	100.3	.7
9. KYXI	9. KXL-FM	9. KPAM-FM	KRDR	1230	1.3
10. KUPL-FM	10. KGON-FM	10. KXL-FM	KUPL-FM	98.5	3.9
11. KYTE-FM	11. KYXI		KVAN	1480	1.6
12. KPAM-FM	12. KINK-FM		KYTE-FM	101.1	3.2
13. KINK-FM	13. KJIB-FM		KGO	810	1.0
14. KUPL	14. KUPL-FM				
15. KKEY	15. KMJK-FM				

ADI FM SHARE: 35.33% (695 of 1967) (O/N 77: 37.81%)

AM STATIONS

KEX , 1190, 50 KW	, MOR	ABC-I, \$45.50	(MMR)	Golden West
KGW , 620, 5 KW	, CONTEMP	, \$88.75	(Blair)	King
KKEY, 1150, 5 KW (Days)	, TALK	, \$10.00	(----)	
KUPL, 1330, 5 KW	, BTFL MUS (TM)	NBC, \$30.00	(Torbet)	
KWJJ, 1080, 50 KW/10 KW	, COUNTRY	ABC-E, \$52.88	(Eastman)	Park
KXL , 750, 50 KW (Days)	, MOR/BTFL	, \$47.81	(Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW	, ROCK	, \$34.75	(Katz)	Gaylord
KYXI, 1520, 50 KW/10 KW	, NEWS	CBS,MBS, \$26.13	(Buckley)	McCoy

FM STATIONS

KGON-FM, 92.3, 100 KW @ 920,	AOR (Burk-Abr)	, \$27.00	(Buckley)	McCoy
KINK-FM, 101.9, 100 KW @ 1611,	AOR	, \$30.50	(Blair)	King
KJIB-FM, 99.5, 100 KW @ 920,	BTFL MUS (FM-100)	, \$35.25	(Eastman)	Park
KMJK-FM, 106.7, 100 KW @ 877,	SOFT ROCK	, \$28.00	(Selcom)	
KPAM-FM, 97.1, 100 KW @ 1200,	ROCK	ABC-C, \$45.25	(RKO)	
KUPL-FM, 98.5, 100 KW @ 1100,	BTFL MUS (Bonne)	, \$30.00	(Torbet)	
KXL-FM , 95.5, 100 KW @ 920,	BTFL MUS	, \$47.81	(Mc-Guild)	Kaye-Smith
KYTE-FM, 101.1, 100 KW @ 1640,	CONTEMP	, \$26.75	(Katz)	Gaylord

TV STATIONS

KATU	Portland	2	ABC, Fisher's Blend
KGW	Portland	8	NBC, King
KOIN	Portland	6	CBS, Lee
KPTV	Portland	12	IND, Chris Craft

NEWSPAPERS

Portland Oregonian, Oregon Journal	ME	343,638, Newhouse
Oregon Statesman, Capital Journal (Salem)	ME	62,970, Gannett
Vancouver Columbian	E	40,158

PROVIDENCE

SRDS Market # 44; ADI # 31
 FCC Revenue Rank # 46
 FCC Income Rank # 220
 APR 17.7
 SMSA Pop: 841,500

Revenue : \$6,504,785
 Income : \$ 17,535
 FM Rev : \$1,021,310
 FM Inc : \$ 191,332
 Comb Rev : \$7,526,095
 Comb Inc : \$ 208,867

National Rev : \$2,061,345
 Nat Rev per Cap : \$2.45
 Tot Rev per Cap : \$8.94
 Tot Inc per Cap : \$.25
 Profit Margin : 2.8%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLKW-FM 236/11.4	10.0	16.0	1. WLKW-FM 238	1. WPRO 4167/34.5
2. WPRO 229/11.1	11.1	10.8	2. WPRO 231	2. WPRO-FM 3133/25.2
3. WPRO-FM 148/ 7.1	7.6	6.5	3. WPJB-FM 166	3. WPJB-FM 2831/21.1
4. WPJB-FM 140/ 6.8	6.2	6.7	4. WPRO-FM 158	4. WLKW-FM 2633/22.1
5. WHJY-FM 104/ 5.0	5.6	5.0	5. WHJY-FM 107	5. WEAN 2217/18.9
WEAN 104/ 5.0	6.3	3.9	6. WEAN 104	6. WJAR 1798/15.1
7. WJAR 85/ 4.1	5.5	4.6	7. WJAR 87	7. WHJY-FM 1447/11.9
8. WHIM 78/ 3.8	4.3	2.3	8. WHIM 78	8. WBZ 1165/ 9.2
9. WLKW 65/ 3.1	3.6	3.1	9. WLKW 65	9. WLKW 970/ 8.3
10. WROR-FM 59/ 2.9	1.8	2.1	10. WROR-FM 63	10. WGNG 853/ 7.3

12+ FM SHARE (METRO): 51.17% (985 of 1925) (O/N 77: 52.02%)
 12+ FM SHARE (TSA) : 51.64% (1053 of 2039) (O/N 77: 51.47%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WPRO-FM	1. WPRO	1. WPRO	1. WPRO	1. WLKW-FM	1. WPRO
2. WPJB-FM	2. WPRO-FM	2. WLKW-FM	2. WLKW-FM	2. WPRO	2. WEAN
3. WPRO	3. WPJB-FM	3. WPRO-FM	3. WPJB-FM	3. WHJY-FM	3. WLKW-FM
	4. WROR-FM	4. WPJB-FM	4. WHJY-FM	4. WEAN	4. WPRO-FM
	5. WMYS-FM	5. WROR-FM	5. WPRO-FM	5. WJAR	5. WPJB-FM

OTHER RATED STATIONS/METRO SHARE

WALE	1400	1.4	WAAF-FM	107.3	1.2
WARA	1320	1.1	WBCN-FM	104.1	.7
WBRU-FM	95.5	1.9	WBOS-FM	92.9	1.6
WBSM	1420	2.3	WBZ	1030	2.3
WERI+	1230	.7	WBZ-FM	106.7	.3
WGNG	550	1.3	WCOZ-FM	94.5	.8
WICE	1290	1.9	WCRB-FM	102.5	.5
WKRI	1450	.4	WEEI	590	.8
WMYS-FM	98.1	2.5	WEEI-FM	103.3	1.0
WNBH	1340	1.5	WHDH	850	1.0
WOTB-FM	107.1	.3	WJIB-FM	96.9	1.3
WPEP	1570	1.2	WNBC	660	.3
WRLM-FM	93.3	.7	WPLM-FM	99.1	1.0
WSAR	1480	.7	WRKO	680	.7
WWON	1240	.8	WVBF-FM	105.7	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	277 (4)	564 (12)	841 (16)	43.7
BIFL MUSIC	65 (1)	372 (4)	437 (5)	22.7
MOR	353 (12)	39 (3)	392 (15)	20.4
NEWS/INFO/TALK	167 (3)		167 (3)	8.7
COUNTRY	78 (1)		78 (1)	4.1
CLASSICAL		10 (1)	10 (1)	0.5
			<u>1925 (41)</u>	

PROVIDENCE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	
1. WLKW-FM	1. WPRO	1. WPRO	
2. WPRO	2. WPRO-FM	2. WLKW-FM	
3. WPRO-FM	3. WLKW-FM	3. WPRO-FM	
4. WPJB-FM	4. WPJB-FM	4. WEAN	
5. WHJY-FM	5. WEAN	5. WJAR	
WEAN	6. WJAR	6. WPJB-FM	
7. WJAR	7. WHJY-FM	7. WBSM	
8. WHIM	8. WBZ	8. WHJY-FM	FOR OTHER METRO STATIONS
9. WLKW	9. WLKW	9. WEEI	SEE PREVIOUS PAGE
10. WROR-FM	10. WGNG	10. WHIM	
11. WMYS-FM	11. WMYS-FM		
12. WBZ	12. WROR-FM		
13. WBSM	13. WBRU-FM		
14. WICE	14. WNBC		
15. WBRU-FM	15. WHIM		

ADI FM SHARE: 51.04% (1124 of 2202) (O/N 77: 52.45%)

AM STATIONS

WEAN, 790, 5 KW	, NEWS	MBS, \$44.00	(Mc-Guild)	Prov Journal
WGNG, 550, 1 KW	, SOFT ROCK	, \$31.00	(Eastman)	
WHIM, 1110, 1 KW (Days)	, COUNTRY	ABC-E, \$51.25	(Katz)	
WICE, 1290, 5 KW/1 KW	, MOR	CBS,MBN, \$27.50	(Masla)	
WJAR, 920, 5 KW	, MOR	NBC, \$30.50	(MMR)	Outlet
WLKW, 990, 50 KW (Days)	, BTFL MUS	ABC-I, \$? ?	(Torbet)	McCormick
WPRO, 630, 5 KW	, CONTEMP	, \$65.00	(Blair)	Cap Cities
WBSM, 1420, 5 KW/1 KW	, TALK/MOR	, \$ 9.25	(Mc-Guild)	(NEW BEDFORD)

FM STATIONS

WBRU-FM, 95.5, 20 KW @ 434, AOR		ABC-F, \$21.00	(P/W)	
WHJY-FM, 94.1, 50 KW @ 434, BTFL MUS (FM-100)		, \$51.25	(Katz)	
WLKW-FM, 101.5, 50 KW @ 500, BTFL MUS		ABC-I, \$55.00	(Torbet)	McCormick
WPJB-FM, 105.1, 50 KW @ 500, ROCK		, \$44.00	(Mc-Guild)	Prov Journal
WPRO-FM, 92.3, 50 KW @ 500, ROCK		, \$50.00	(Blair)	Cap Cities
WMYS-FM, 98.1, 50 KW @ 589, ROCK		, \$11.00	(Market 4)	(NEW BEDFORD)

TV STATIONS

WJAR	Providence	10	NBC, Outlet
WPRI	Providence	12	ABC, Poole
WTEV	New Bedford	6	CBS, Steinman

NEWSPAPER

Providence Journal, Bulletin	ME	211,591
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RALEIGH-DURHAM

SRDS Market # 79; ADI # 42	Revenue : \$5,454,779	National Revenue : \$1,212,179
FCC Revenue Rank # 57	Income : \$ 423,267	Nat Rev per Cap : \$2.46
FCC Income Rank # 69	FM Rev : \$1,948,502	Total Rev per Cap: \$15.02
APR 16.2	FM Inc : \$ 390,113	Total Inc per Cap: \$1.65
SMSA Pop: 493,000	Comb Rev : \$7,403,281	Profit Margin : 11.0%
	Comb Inc : \$ 813,380	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. WPTF 117/17.4	15.6	18.8	1. WPTF 222	1. WRAL-FM 3087/23.8
2. WYYD-FM 68/10.1	7.9	8.7	2. WRAL-FM 213	2. WPTF 2703/35.3
3. WRAL-FM 63/ 9.4	14.1	11.2	3. WYYD-FM 131	3. WKIX 1931/29.5
4. WKIX 62/ 9.2	8.7	10.1	4. WQDR-FM 119	4. WYYD-FM 1786/21.4
WQDR-FM 62/ 9.2	8.7	10.7	5. WKIX 83	5. WQDR-FM 1520/21.1
6. WLLE 44/ 6.6	5.2	4.7	6. WDCG-FM 47	6. WDNC 970/16.8
WSRC 44/ 6.6	7.2	3.7	7. WLLE 45	7. WDCG-FM 793/13.6
8. WTIK 34/ 5.1	2.8	1.7	8. WSRC 44	8. WLLE 477/10.4
9. WDCG-FM 31/ 4.6	3.4	2.2	9. WTIK 34	9. WCHL 444/ 8.1
10. WDNC 20/ 3.0	6.1	6.9	10. WDNC 27	10. WSRC 420/ 9.9

12+ FM SHARE (METRO): 38.55% (229 of 594) (O/N 77: 40.31%)
 12+ FM SHARE (TSA) : 50.15% (515 of 1027) (O/N 77: 56.01%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. WKIX	1. WQDR-FM	1. WQDR-FM	1. WRAL-FM	1. WPTF	1. WPTF
2. WDCG-FM	2. WRAL-FM	2. WRAL-FM	2. WPTF	2. WYYD-FM	2. WRAL-FM
3. WSRC	3. WLLE	3. WPTF	3. WYYD-FM	3. WTIK	3. WYYD-FM
4. WQDR-FM	4. WKIX	4. WKIX	4. WKIX	4. WSRC	4. WQDR-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	62 (1)	161 (4)	223 (5)	37.5
MOR	148 (3)		148 (3)	24.9
BLACK	88 (2)		88 (2)	14.8
BTFL MUSIC		68 (1)	68 (1)	11.4
COUNTRY	63 (3)		63 (3)	10.6
UNKNOWN	4 (1)		4 (1)	0.7
			<u>594 (15)</u>	

RALEIGH-DURHAM ADI

OTHER RATED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. WPTF	1. WRAL-FM	1. WPTF
2. WRAL-FM	2. WPTF	2. WQDR-FM
3. WYYD-FM	3. WKIX	3. WKIX
4. WQDR-FM	4. WYYD-FM	4. WTIK
5. WQSM-FM	5. WQDR-FM	5. WRAL-FM
6. WKIX	6. WQSM-FM	6. WSRC
7. WFAI	7. WDNC	7. WYYD-FM
8. WDCG-FM	8. WDCG-FM	8. WDNC
9. WLLE	9. WFLB	9. WDCG-FM
10. WSRC	10. WFNC	WCHL
11. WOKN-FM	11. WOKN-FM	
12. WIDU	12. WLLE	
13. WFLB	13. WFAI	
14. WFNC	14. WCHL	
15. WTIK	15. WSRC	

WAKS	1460	1.5
WCHL	1360	1.6
WDBS-FM	107.1	.7
WPJL	1240	.6
WYNA	1550	2.8

ADI FM SHARE: 47.34% (702 of 1483) (O/N 77: NA)

AM STATIONS

WCHL, 1360, 5 KW/1 KW , MOR	MBS, \$14.50 (Southern)	
WDNC, 620, 5 KW/1 KW , MOR	CBS, \$15.30 (Torbet)	
WKIX, 850, 10 KW/5 KW , ROCK	, \$27.75 (Blair)	Mann
WLLE, 570, 500 W (Days), BLACK	MBN, \$ 8.00 (Howard)	
WPTF, 680, 50 KW , MOR	NBC, \$56.38 (Christal)	Durham Life
WSRC, 1410, 1 KW (Days), BLACK	NBN, \$14.50 (Howard)	
WTIK, 1310, 5 KW/1 KW , COUNTRY	MBS, \$11.50 (-----)	
WFAI, 1230, 1 KW/250 W , COUNTRY	, \$ 8.35 (Torbet)	Beasley (FAYETTEVILLE)
WFLB, 1490, 1 KW/250 W , CONTEMP	ABC-C, \$13.50 (Masla)	(FAYETTEVILLE)
WFNC, 940, 50 KW/1 KW , TALK/MOR	CBS, \$ 9.00 (Sav-Gates)	(FAYETTEVILLE)
WIDU, 1600, 1 KW (Days), BLACK	MBN, \$ 6.25 (-----)	(FAYETTEVILLE)

FM STATIONS

WDCG-FM, 105.1, 36 KW @ 330, ROCK	ABC-I, \$11.90 (Torbet)	
WQDR-FM, 94.7, 100 KW @ 564, AOR (Burk-Abr)	ABC-F, \$37.50 (Christal)	Durham Life
WRAL-FM, 101.5, 100 KW @ 1900, CONTEMP (Drake-Chen)	, \$56.00 (Katz)	
WYYD-FM, 96.1, 98 KW @ 992, BTFL MUS (Bonne)	, \$44.50 (Blair)	Mann
WOKN-FM, 102.3, 3 KW @ 275, BLACK	NBN, \$ 6.00 (Howard)	(GOLDSBORO)
WQSM-FM, 98.1, 100 KW @ 500, ROCK (TM)	, \$15.00 (Sav-Gates)	(FAYETTEVILLE)

TV STATIONS

WRAL	Raleigh	5	ABC, Capitol
WRDU	Raleigh	28	NBC, Durham Life
WTVD	Raleigh	11	CBS, Capital Cities

NEWSPAPERS

Durham Herald, Sun	ME	63,998
Raleigh News and Observer, Times	ME	160,079

RICHMOND

SRDS Market # 68
 FCC Revenue Rank # 52
 FCC Income Rank # 46
 APR 15.3
 SMSA Pop: 602,800

Revenue : \$5,771,077
 Income : \$ 734,727
 FM Rev : \$2,176,239
 FM Inc : \$ 526,899
 Comb Rev : \$7,947,316
 Comb Inc : \$1,261,626

National Revenue : \$1,513,924
 Nat Rev per Cap : \$2.51
 Total Rev per Cap: \$13.18
 Total Inc per Cap: \$2.09
 Profit Margin : 15.9%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRVA 156/19.7	18.9	19.4	1. WRVQ-FM 234	1. WRVQ-FM 2886/34.0
2. WRVQ-FM 130/16.4	19.3	16.9	2. WRVA 207	2. WRVA 2801/41.0
3. WENZ 65/ 8.2	4.5	6.1	3. WEZS-FM 78	3. WLEE 1368/25.7
4. WEZS-FM 60/ 7.6	7.6	10.0	4. WTVR-FM 73	4. WRNL 972/16.0
5. WRXL-FM 58/ 7.3	6.1	7.0	5. WENZ 65	5. WRXL-FM 952/15.1
6. WLEE 57/ 7.2	7.6	6.9	6. WRXL-FM 63	6. WEZS-FM 949/15.7
WTVR-FM 57/ 7.2	3.3	3.1	7. WLEE 57	7. WTVR-FM 908/13.5
8. WRNL 36/ 4.5	4.2	2.6	8. WANT 48	8. WANT 833/ 8.1
9. WXGI 34/ 4.3	6.1	3.9	WXGI 48	9. WENZ 683/12.9
10. WEET 32/ 4.0	3.1	3.5	10. WRNL 38	10. WBCI-FM 485/ 2.9

12+ FM SHARE (METRO): 42.40% (315 of 743) (O/N 77: 36.59%)
 12+ FM SHARE (TSA) : 48.15% (482 of 1001) (O/N 77: 48.24%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WRVQ-FM	1. WRVQ-FM	1. WRVQ-FM	1. WRVA	1. WRVA	1. WRVA
2. WENZ	2. WRXL-FM	2. WRVA	2. WRVQ-FM	2. WEZS-FM	2. WRVQ-FM
3. WRXL-FM	3. WLEE	3. WRXL-FM	3. WRXL-FM	3. WTVR-FM	3. WLEE
	4. WENZ	WLEE	4. WLEE	4. WRVQ-FM	4. WTVR-FM+

OTHER RATED STATIONS/METRO SHARE

WANT 990	3.5	WKIE 1540	.5	WBCI-FM 96.5	.6
WGoe 1590	.4	WTVR 1380	1.6	WPVA-FM 95.3	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	64 (3)	193 (3)	257 (6)	34.6
MOR	192 (2)		192 (2)	25.8
BTFL MUSIC	13 (1)	117 (2)	130 (3)	17.5
BLACK	93 (2)		93 (2)	12.5
COUNTRY	66 (2)	5 (1)	71 (3)	9.6
			743 (16)	

AM STATIONS

WANT, 990, 1 KW (Days), BLACK	, \$22.00 (Katz)
WEET, 1320, 5 KW (Days), COUNTRY	ABC-E, \$12.00 (Sav-Gates)
WENZ, 1450, 1 KW/250 W, BLACK	MBN, \$21.00 (Howard)
WLEE, 1480, 5 KW, CONTEMP	ABC-C, \$32.75 (Blair) Nationwide
WRNL, 910, 5 KW, MOR	ABC-I, \$14.50 (Torbet) Rust
WRVA, 1140, 50 KW, MOR	NBC, \$78.65 (Eastman) Harte-Hanks
WXGI, 950, 5 KW (Days), COUNTRY	, \$ 9.00

FM STATIONS

WEZS-FM, 103.7, 74 KW @ 440, BTFL MUS (Kala)	, \$40.50 (Mc-Guild) EZ
WRVQ-FM, 94.5, 200 KW @ 355, ROCK	, \$66.55 (Eastman) Harte-Hanks
WRXL-FM, 102.1, 140 KW @ 360, AOR	, \$20.00 (Torbet) Rust
WTVR-FM, 98.1, 50 KW @ 840, BTFL MUS (FM-100)	, \$10.75 (Christal) Park

TV STATIONS

WTVR Richmond 6	CBS, Park	WWBT Richmond 12	NBC, Jeff-Pilot
WXEX Richmond 8	ABC, Nationwide		

NEWSPAPERS

Richmond News-Leader, Times Dispatch	ME	250,231, Media General
Petersburg Progress-Index	E	23,444, Thomson

ROCHESTER

SRDS Market # 39
 FCC Revenue Rank # 48
 FCC Income Rank # 30
 APR 15.6
 SMSA Pop: 975,000

Revenue : \$6,350,635
 Income : \$ 981,776
 FM Rev : \$1,873,189
 FM Inc : \$ 329,805
 Comb Rev : \$8,223,824
 Comb Inc : \$1,311,581

National Revenue : \$1,698,938
 Nat Rev per Cap : \$1.74
 Total Rev per Cap: \$8.43
 Total Inc per Cap: \$1.35
 Profit Margin : 15.9%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEZO-FM 192/15.3	18.6	16.8	1. WEZO-FM 227	1. WHAM 3469/33.1
2. WHAM 155/12.4	15.5	15.8	2. WHAM 187	2. WBBF 2852/34.7
3. WBBF 146/11.6	10.2	12.0	3. WBBF 146	3. WEZO-FM 2681/28.6
4. WMJQ-FM 104/ 8.3	6.5	2.6	4. WMJQ-FM 107	4. WHFM-FM 1688/17.8
5. WVOR-FM 78/ 6.2	4.8	3.2	5. WHFM-FM 88	5. WMJQ-FM 1449/16.8
6. WHFM-FM 72/ 5.7	5.6	4.7	6. WVOR-FM 82	6. WVOR-FM 1077/12.5
7. WDKX-FM 69/ 5.5	1.3	1.0	7. WDKX-FM 70	7. WPXY-FM 849/ 9.7
8. WNYR 63/ 5.0	5.3	5.0	8. WNYR 66	8. WKBW 838/ 2.8
9. WPXY-FM 48/ 3.8	4.5	4.4	9. WPXY-FM 51	9. WWWG 824/10.0
10. WROC 42/ 3.3	3.3	2.4	10. WROC 42	10. WROC 780/ 9.6

12+ FM SHARE (METRO): 56.46% (642 of 1137) (O/N 77: 53.06%)
 12+ FM SHARE (TSA) : 57.10% (748 of 1310) (O/N 77: 52.49%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WBBF	1. WMJQ-FM	1. WEZO-FM	1. WEZO-FM	1. WEZO-FM	1. WHAM
2. WHFM-FM	2. WBBF	2. WBBF	2. WBBF	2. WHAM	2. WBBF
3. WMJQ-FM	3. WVOR-FM	3. WMJQ-FM	3. WVOR-FM	3. WBBF	3. WEZO-FM
4. WDKX-FM	4. WDKX-FM	4. WVOR-FM	4. WHAM	4. WPXY-FM	4. WHFM-FM
	5. WEZO-FM	5. WHAM	5. WMJQ-FM	5. WNYR	5. WMJQ-FM

OTHER RATED STATIONS/METRO SHARE

WACK	1420	.9	WGVA	1240	.8	WBEN-FM	102.5	.4
WCGR	1550	.8	WMIV-FM	95.1	.7	WKBW	1520	.6
WCMF-FM	96.5	2.7	WSAY	1370	1.8	WKFM-FM	104.7	.8
WFLC-FM	102.3	1.3	WWWG	1460	2.3	WRLX-FM	106.9	.4

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	204 (4)	312 (7)	516 (11)	45.4
BTFM MUSIC		245 (3)	245 (3)	21.5
MOR	186 (4)		186 (4)	16.4
COUNTRY	63 (1)	16 (1)	79 (2)	6.9
BLACK		69 (1)	69 (1)	6.1
NEWS/INFO/TALK	42 (1)		42 (1)	3.7
			1137 (22)	

AM STATIONS

WBBF, 950, 1 KW	, ROCK	, \$70.00 (Blair)	LIN
WHAM, 1180, 50 KW	, MOR	ABC-I, \$71.50 (MMR)	Rust
WNYR, 680, 250 W (Days)	, COUNTRY	ABC-E,MBS, \$25.00 (Katz)	Malrite
WROC, 1280, 5 KW	, NEWS/TALK	CBS,NBC,MBS, \$26.75 (Market 4)	Rust Craft
WWWG, 1460, 5 KW	, CONTEMP	ABC-C, \$11.00 (Eastman)	

FM STATIONS

WDKX-FM, 103.9, 8 KW @ 536, BLACK	NBN, \$14.00 (Schutz)	
WEZO-FM, 101.3, 27 KW @ 637, BTFM MUS (Bonne)	, \$90.00 (Katz)	Malrite
WHFM-FM, 98.9, 50 KW @ 340, ROCK	, \$22.00 (MMR)	Rust
WMJQ-FM, 92.5, 50 KW @ 500, SOFT AOR (Burk-Abr)	, \$52.50 (Blair)	LIN
WPXY-FM, 97.9, 50 KW @ 656, BTFM MUS (FM-100)	, \$13.75 (Market 4)	Rust Craft
WVOR-FM, 100.5, 50 KW @ 350, OLDIES	ABC-F, \$20.00 (Roslin)	

TV STATIONS

WHEC	Rochester	10	CBS, Gannett	WOKR	Rochester	13	ABC
WROC	Rochester	8	NBC, Rust Craft'				

NEWSPAPER Rochester Democrat & Chronicle, Times-Union ME 253,142, Gannett

SACRAMENTO

SRDS Market # 41; ADI # 24
 FCC Revenue Rank # 49
 FCC Income Rank # 34
 APR 13.9
 SMSA Pop: 922,700

Revenue : \$6,226,251
 Income : \$ 932,185
 FM Rev : \$3,388,173
 FM Inc : \$ 466,633
 Comb Rev : \$9,614,424
 Comb Inc : \$1,398,818

National Rev : \$2,697,623
 Nat Rev per Cap : \$2.46
 Tot Rev per Cap : \$10.42
 Tot Inc per Cap : \$1.52
 Profit Margin : 14.5%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEWT-FM 116/10.6	12.7	10.7	1. KRAK 194	1. KFRC 3423/15.5
2. KROY 88/ 8.1	6.4	7.3	2. KFRC 156	2. KRAK 2556/14.6
3. KRAK 84/ 7.7	8.8	7.6	3. KEWT-FM 128	3. KFBK 2123/16.9
4. KXOA-FM 78/ 7.2	8.4	5.7	4. KGO 125	4. KROY 1837/21.7
5. KGNR 75/ 6.9	8.6	6.9	5. KSFM-FM 103	5. KEWT-FM 1781/17.7
6. KFBK 67/ 6.1	4.3	4.6	6. KFBK 102	6. KNBR 1707/ 4.1
7. KROI-FM 58/ 5.3	5.4	3.7	7. KXOA-FM 97	7. KGNR 1676/18.8
8. KCTC-FM 54/ 5.0	8.4	6.9	8. KNBR 93	8. KGO 1367/ 6.4
9. KSFM-FM 51/ 4.7	4.3	5.6	9. KROY 89	9. KXOA-FM 1363/13.9
10. KGMS 50/ 4.6	4.2	4.4	10. KGNR 83	10. KCBS 1262/ 1.8

12+ FM SHARE (METRO): 49.47% (511 of 1033) (O/N 77: 50.15%)
 12+ FM SHARE (TSA) : 40.00% (682 of 1705) (O/N 77: 37.34%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KROY	1. KXOA-FM	1. KEWT-FM	1. KEWT-FM	1. KEWT-FM	1. KFRC
2. KROI-FM	2. KSFM-FM	2. KXOA-FM	2. KRAK	2. KGNR	2. KRAK
3. KPOP	3. KRAK	3. KRAK	3. KXOA-FM	3. KRAK	3. KFBK
KPIP-FM	KROY	4. KROY	4. KGNR	4. KGMS	4. KGNR
5. KFRC	5. KFRC	5. KSFM-FM	5. KCTC-FM	5. KFBK	5. KGO

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	152 (3)	278 (6)	430 (9)	41.6
MOR	149 (4)	54 (1)	203 (5)	19.7
BTFL MUSIC		116 (1)	116 (1)	11.2
NEWS/INFO/TALK	114 (3)		114 (3)	11.0
COUNTRY	107 (2)		107 (2)	10.4
SPANISH		25 (1)	25 (1)	2.4
RELIGION		22 (1)	22 (1)	2.1
UNKNOWN		16 (1)	16 (1)	1.5
			1033 (23)	

SACRAMENTO ADI

OTHER LISTED STATIONS/MSA SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>			
1. KRAK	1. KERC	1. KROY	KAER-FM	92.5	1.5
2. KERC	2. KRAK	2. KRAK	KAHI	950	1.1
3. KEWT-FM	3. KROY	3. KEWT-FM	KEBR-FM	100.5	2.0
4. KNBR	4. KEWT-FM	4. KROI-FM	KHYL-FM	101.1	3.1
5. KXOA-FM	5. KFBK	5. KFBK	KPOP	1110	2.1
6. KSFM-FM	6. KGNR	6. KGNR	KPIP-FM	93.5	2.3
7. KROY	7. KNBR	7. KAZP-FM	KWOD-FM	106.5	2.6
8. KGNR	8. KXOA-FM	8. KGMS	KXQA	1470	1.8
9. KFBK	9. KCBS	9. KCTC-FM	KZAP-FM	98.5	2.7
10. KROI-FM	10. KCTC-FM	KSFM-FM	KCBS	740	.5
11. KGO	11. KROI-FM		KERC	610	4.0
12. KCBS	12. KGMS		KGO	810	3.9
13. KCTC-FM	13. KJOY		KNBR	680	1.1
14. KGMS	14. KSFM-FM				
15. KJAX-FM	15. KWOD-FM				

ADI FM SHARE: 43.11% (867 of 2011) (O/N 77: 41.91%)

AM STATIONS

KFBK, 1530, 50 KW	, NEWS	CBS,MBS, \$27.00	(Katz)	McClatchy
KGMS, 1380, 1 KW	, MOR (FM-100)	, \$28.95	(HR/Stone)	Withers
KGNR, 1320, 5 KW/1 KW	, MOR/NEWS	NBC,ABC-E, \$49.00	(Blair)	WGN Cont
KPOP, 1110, 500W	, COUNTRY/BLACK	MBS, \$16.25	(Lotus)	
KRAK, 1140, 50 KW	, COUNTRY	, \$58.75	(Eastman)	Affiliated
KROY, 1240, 1 KW/250W	, ROCK	, \$30.00	(Mc-Guild)	

FM STATIONS

KCTC-FM, 96.1, 45 KW @ 520	, MOR (?)	ABC-I, \$48.00	(Blair)	WGN Cont
KEWT-FM, 105.1, 50 KW @ 240	, BTFL MUS (Schulke)	, \$53.00	(Eastman)	Affiliated
KSFM-FM, 102.5, 50 KW @ 535	, ROCK	, \$33.78	(HR/Stone)	Withers
KPIP-FM, 93.5, 3 KW @ 130	, SPANISH/BLACK	, \$12.50	(Lotus)	
KROI-FM, 96.9, 64 KW @ 280	, BLACK	, \$27.50	(Mc-Guild)	
KWOD-FM, 106.5, 50 KW @ 310	, CONTEMP	, \$22.05	(Masla)	
KXOA-FM, 107.9, 28 KW @ 420	, SOFT ROCK	, \$30.50	(Torbet)	
KZAP-FM, 98.5, 50 KW @ 296	, ROCK	, \$28.88	(Selcom)	
KJAX-FM, 99.3, 3 KW @ 186	, BTFL MUS (TM)	ABC-F, \$16.00	(Mc-Guild)	(STOCKTON)

FOR OTHER STATIONS SEE SAN FRANCISCO

TV STATIONS

KCRA	Sacramento	3	NBC	KTXL	Sacramento	40	IND
KMUV	Sacramento	31	IND	KXTV	Sacramento	10	CBS, Corinth
KOVR	Modesto	13	ABC, McClatchy	KLOC	Modesto	19	IND

NEWSPAPERS

Sacramento Bee	E	176,221	McClatchy
Sacramento Union	M	92,530	
Stockton Record	E	55,874	Gannett
Modesto Bee	M	59,023	McClatchy

ST. LOUIS

SRDS Market # 12; ADI # 13	Revenue : \$18,657,538	National Rev : \$7,760,017
FCC Revenue Rank # 12	Income : \$ 3,761,325	Nat Rev per Cap : \$3.31
FCC Income Rank # 11	FM Rev : \$ 7,699,691	Tot Rev per Cap : \$11.26
APR 16.1	FM Inc : \$ 730,248	Tot Inc per Cap : \$1.92
SMSA Pop: 2,341,700	Comb Rev : \$26,357,229	Profit Margin : 17.0%
	Comb Inc : \$ 4,491,573	

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KMOX 681/21.8	25.3	25.6	1. KMOX 806	1. KMOX 9787/41.4
2. KSHE-FM 229/ 7.3	8.0	7.9	2. KSHE-FM 274	2. KXOK 6125/21.9
3. KSLQ-FM 227/ 7.3	7.7	8.1	3. KXOK 257	3. KSD 5557/21.2
4. WIL-FM 222/ 7.1	3.9	4.3	WIL-FM 257	4. KSLQ-FM 4543/21.3
5. KSD 189/ 6.0	6.7	7.5	5. KSLQ-FM 249	5. KSHE-FM 3409/14.3
6. KXOK 180/ 5.8	4.9	4.2	6. KSD 230	6. KMOX-FM 3003/12.5
7. KEZK-FM 174/ 5.6	7.3	5.4	7. KEZK-FM 181	7. WIL-FM 2803/11.8
8. WIL 173/ 5.5	5.9	4.7	8. WIL 180	8. KADI-FM 2750/13.2
9. KMOX-FM 144/ 4.6	3.8	3.9	9. KMOX-FM 162	9. WIL 2537/12.2
10. WRTH 137/ 4.4	4.1	4.5	10. WRTH 143	10. WRTH 2400/11.5
11. KKSS-FM 110/ 3.5	4.7	3.8	11. KADI-FM 115	11. KEZK-FM 2362/10.9
12. KADI-FM 107/ 3.4	2.6	3.2	12. KKSS-FM 110	12. KATZ 1588/ 8.2
13. KATZ 97/ 3.1	2.2	3.6	13. KATZ 97	13. KKSS-FM 1573/ 8.0
14. KCFM-FM 90/ 2.9	1.9	2.7	14. KCFM-FM 92	14. KCFM-FM 1355/ 6.8
15. KKOJ 47/ 1.5	---	---	15. KKOJ 50	15. KKOJ 1186/ 5.9

12+ FM SHARE (METRO): 45.34% (1339 of 2953) (O/N 77: 41.90%)
 12+ FM SHARE (TSA) : 44.06% (1476 of 3350) (O/N 77: 40.28%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KSLQ-FM	1. KSHE-FM	1. KMOX	1. KMOX	1. KMOX	1. KMOX
2. KSHE-FM	2. KSLQ-FM	2. WIL-FM	2. WIL-FM	2. WIL	2. KXOK
3. KXOK	3. WIL-FM	3. KSHE-FM	3. KSD	3. WIL-FM	3. KSD
4. KATZ	4. KXOK	4. KXOK	4. WIL	4. KEZK-FM	4. WIL-FM
5. KADI-FM	5. KMOX	5. KSD	5. KXOK	5. WRTH	5. KSLQ-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	227 (2)	797 (5)	1024 (7)	34.7
NEWS/INFO/TALK	697 (2)		697 (2)	23.6
COUNTRY	198 (3)	240 (2)	438 (5)	14.8
BTFL MUSIC	137 (1)	174 (1)	311 (2)	10.5
BLACK	136 (2)	110 (1)	246 (3)	8.3
MOR	201 (2)	18 (1)	219 (3)	7.4
UNKNOWN	18 (1)		18 (1)	0.6
			<u>2953 (23)</u>	

ST. LOUIS ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>	
1. KMOX	1. KMOX	1. KMOX	KIRL	1460 .4
2. KSHE-FM	2. KXOK	2. KSHE-FM	KSTL	690 .4
3. WIL-FM	3. KSD	3. KSLQ-FM	WESL	1490 1.2
4. KSLQ-FM	4. KSLQ-FM	4. WIL	WEW	770 .6
5. KXOK	5. KSHE-FM	5. KSD	WGNU	920 .5
6. KSD	6. KMOX-FM	6. WIL-FM	WGNU-FM	106.5 .6
7. KEZK-FM	7. WIL-FM	7. WRTH	WIBV	1260 .4
8. WIL	8. KADI-FM	8. KKSS-FM	WMRY-FM	101.1 .6
9. KMOX-FM	9. WIL	9. KXOK		
10. WRTH	10. WRTH	10. KATZ		
11. KADI-FM	11. KEZK-FM			
12. KKSS-FM	12. KATZ			
13. KATZ	13. KKSS-FM			
14. KCFM-FM	14. KCFM-FM			
15. KKOJ	15. KKOJ			

ADI FM SHARE: 44.82% (1545 of 3447) (O/N 77: 41.07%)

AM STATIONS

KATZ, 1600, 5 KW	, BLACK	MBN,NBN, \$ 27.37	(Howard)	
KKOJ, 1320, 5 KW (Days)	, ROCK	, \$ 13.00	(Masla)	Comm Fund
KMOX, 1120, 50 KW	, NEWS/TALK	CBS, \$103.75	(CBS Spot)	CBS
KSD, 550, 5 KW	, MOR	NBC, \$ 81.50	(Blair)	Pulitzer
KXOK, 630, 5 KW	, ROCK	, \$ 68.75	(Katz)	Storz
WIL, 1430, 5 KW	, COUNTRY	ABC-I, \$ 69.25	(Christal)	LIN
WRTH, 590, 500W/1 KW	, BTFL MUS (FM-100)	ABC-E, \$ 32.00	(Selcom)	King

FM STATIONS

KADI-FM, 96.3, 100 KW @ 366, AOR	ABC-F, \$26.00	(Masla)	Comm Fund
KCFM-FM, 93.7, 100 KW @ 500, ROCK	, \$24.00	(Buckley)	
KEZK-FM, 102.5, 100 KW @ 500, BTFL MUS (Schulke)	, \$42.50	(Torbet)	Metroplex
KKSS-FM, 107.7, 100 KW @ 320, BLACK	, \$41.25	(HR/Stone)	Amaturo
KMOX-FM, 103.3, 100 KW @ 1212, SOFT ROCK	, \$20.75	(CBS FM)	CBS
KSHE-FM, 94.7, 100 KW @ 500, AOR	, \$58.00	(Mc-Guild)	Century
KSLQ-FM, 98.1, 100 KW @ 580, ROCK	, \$67.50	(Eastman)	Charter
WIL-FM, 92.3, 100 KW @ 510, COUNTRY (Drake-Chen)	, \$47.50	(Christal)	LIN

TV STATIONS

KDNL	St. Louis	30	IND
KMOX	St. Louis	4	CBS, CBS
KPLR	St. Louis	11	IND
KSD	St. Louis	5	NBC, Pulitzer
KTVI	St. Louis	2	ABC, Newhouse

NEWSPAPERS

St. Louis Globe-Democrat	M	261,919, Newhouse
St. Louis Post-Dispatch	E	253,508, Pulitzer

SALT LAKE CITY

SRDS Market # 46; ADI # 49
 FCC Revenue Rank # 33
 FCC Income Rank # 42
 APR 15.2
 SMSA Pop: 820,300

Revenue : \$8,491,124
 Income : \$ 770,684
 FM Rev : \$ 762,543
 FM Inc : \$ 113,382
 Comb Rev : \$9,253,667
 Comb Inc : \$ 884,066

National Revenue : \$1,996,832
 Nat Rev per Cap : \$2.43
 Total Rev per Cap: \$11.28
 Total Inc per Cap: \$1.08
 Profit Margin : 9.6%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSL 111/11.5	9.1	9.1	1. KSL 167	1. KSL 3108/30.3
2. KLUB 91/ 9.4	8.7	9.7	2. KSFI-FM 136	2. KCPX 1973/27.1
3. KCPX 75/ 7.8	10.4	10.0	3. KLUB 113	3. KSFI-FM 1919/16.0
4. KSFI-FM 68/ 7.0	8.1	6.9	4. KSOP-FM 96	4. KLUB 1892/22.0
5. KRSP-FM 66/ 6.8	5.4	8.1	5. KCPX 90	5. KRSP-FM 1440/16.7
6. KCPX-FM 64/ 6.6	8.8	4.5	6. KCPX-FM 85	6. KSOP-FM 1314/12.7
KALL 64/ 6.6	4.8	5.4	KRSP-FM 85	7. KCPX-FM 1231/15.2
8. KALL-FM 52/ 5.4	3.2	2.0	8. KISN-FM 70	8. KALL 1197/18.7
KSOP-FM 52/ 5.4	4.6	6.0	9. KALL 64	9. KISN-FM 1064/12.9
10. KISN-FM 43/ 4.5	---	---	KALL-FM 64	10. KALL-FM 1021/12.9
11. KRGO 41/ 4.2	5.3	4.2	11. KSOP 43	11. KRSP 759/10.6
12. KSOP 35/ 3.6	5.0	2.0	KRGO 43	12. KRGO 749/10.6

12+ FM SHARE (METRO): 41.27% (383 of 928) (O/N 77: 39.23%)
 12+ FM SHARE (TSA) : 46.96% (579 of 1233) (O/N 77: 42.55%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KCPX	1. KCPX-FM	1. KSL	1. KSL	1. KLUB	1. KSL
2. KRSP-FM	2. KALL	2. KALL	2. KSFI-FM	2. KSL	2. KLUB
3. KCPX-FM	3. KSL	3. KCPX-FM	3. KALL	3. KSFI-FM	3. KSFI-FM
	4. KCPX	4. KALL-FM	4. KSOP-FM	4. KSOP	4. KSOP-FM
	KRSP-FM	KSFI-FM	5. KALL-FM	5. KSOP-FM	5. KCPX

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	96 (3)	215 (6)	311 (9)	33.5
BTFM MUSIC	91 (1)	116 (3)	207 (4)	22.3
MOR	189 (3)		189 (3)	20.4
COUNTRY	102 (4)	52 (1)	154 (5)	16.6
NEWS/INFO/TALK	33 (2)		33 (2)	3.6
CLASSICAL	28 (1)		28 (1)	3.0
UNKNOWN	6 (1)		6 (1)	0.6
			<u>928 (25)</u>	

SALT LAKE CITY ADI

OTHER RATED STATIONS/ METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME			
1. KSL	1. KSL	1. KLUB	KDAB-FM	101.1	.5
2. KSFI-FM	2. KCPX	2. KSL	KDYL	990	.6
3. KLUB	3. KLUB	3. KCPX	KLO	1430	1.4
4. KSOP-FM	4. KSFI-FM	4. KRSP-FM	KPRQ	1230	2.2
5. KCPX	5. KRSP-FM	5. KSOP-FM	KQPD-FM	101.9	.5
6. KCPX-FM	6. KSOP-FM	6. KALL	KRSP	1060	1.7
7. KRSP-FM	7. KALL	7. KSFI-FM	KSVN	730	.5
8. KISN-FM	8. KCPX-FM	8. KCPX-FM	KSXX	630	2.8
9. KALL	9. KISN-FM	9. KRGO	KVOG	1490	.5
KALL-FM	10. KALL-FM	10. KISN-FM	KWHO	860	2.9
11. KRGO	11. KRSP		KWMS	1280	.6
KSOP	12. KRGO		KAYK-FM	96.1	1.2
13. KWHO	13. KSOP				
14. KSXX	14. KLO				
15. KNEU	15. KAYK-FM				

ADI FM SHARE: 40.60% (581 of 1431) (O/N 77: 36.39%)

AM STATIONS

KALL, 910, 5 KW/1 KW	, MOR	, \$54.50	(Eastman)	Hatch
KCPX, 1320, 5 KW	, ROCK	, \$33.50	(Katz)	Colum Pic Ind
KLO, 1430, 5 KW	, MOR	ABC-I, \$ 7.25	(Eastman)	(OGDEN)
KLUB, 570, 5 KW	, BTFL MUS (TM)	, \$30.38	(Mc-Guild)	
KRGO, 1550, 10 KW/500 W	, COUNTRY	ABC-E, \$18.50	(Buckley)	
KRSP, 1060, 10 KW (Days)	, CONTEMP	, \$23.00	(Selcom)	
KSL, 1160, 50 KW	, MOR	CBS, \$42.25	(Torbet)	Bonneville
KSOP, 1370, 1 KW (Days)	, COUNTRY	, \$16.50	(HR/Stone)	
KSXX, 630, 1 KW (Days)	, NEWS/TALK	NBC, \$13.50	(PRO)	
KWHO, 860, 1 KW (Days)	, CLASSICAL	, \$ 8.00	(CMBS)	
KNEU, 1250, 5 KW (Days)	, CONTEMP	, \$? ?	(----)	

FM STATIONS

KALL-FM, 94.1, 24 KW @ 3030	CONTEMP (Drake-Chen)	, \$31.75	(Eastman)	Hatch
KCPX-FM, 98.7, 27 KW @ 2932	AOR	, \$22.00	(Katz)	Colum Pic Ind
KISN-FM, 97.1, 13 KW @ 3650	BTFL MUS (TM)	, \$14.18	(Mc-Guild)	
KRSP-FM, 103.5, 19 KW @ 3650	ROCK	, \$23.00	(Selcom)	
KSFI-FM, 100.3, 26 KW @ 3900	BTFL MUS (Bonne)	, \$37.50	(Blair)	
KSOP-FM, 104.3, 13 KW @ 3650	COUNTRY	, \$16.50	(HR/Stone)	
KAYK-FM, 96.1, 38 KW @ 2620	CONTEMP	, \$14.00	(Masla)	First Media (PROVO)

TV STATIONS

KSL	Salt Lake City	5	NBC, Bonneville
KTVX	Salt Lake City	4	ABC, 20th Century Fox
KUTV	Salt Lake City	2	NBC, Hatch

NEWSPAPERS

Salt Lake City Tribune, Deseret News	ME	184,536, Bonneville
Ogden Standard-Examiner	E	48,601, Hatch
Provo Herald	E	26,266

SAN ANTONIO

SRDS Market # 38
 FCC Revenue Rank # 26
 FCC Income Rank # 21
 APR 16.4
 SMSA Pop: 1,015,400

Revenue : \$10,911,089
 Income : \$ 1,808,199
 FM Rev : \$ 1,656,115
 FM Inc : \$ 160,525
 Comb Rev : \$12,567,204
 Comb Inc : \$ 1,968,724

National Revenue : \$3,207,259
 Nat Rev per Cap : \$3.16
 Total Rev per Cap: \$12.38
 Total Inc per Cap: \$1.94
 Profit Margin : 15.7%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KTSA 174/13.6	13.7	14.6	1. KTSA 328	1. KTSA 5373/33.4
2. KCOR 152/11.8	11.9	11.5	2. KKYX 234	2. KKYX 3154/19.8
3. KKYX 114/ 8.9	6.8	8.9	3. KCOR 152	3. WOAI 2474/14.7
4. KQXT-FM 110/ 8.6	9.4	6.3	KQXT-FM 152	4. KONO 1848/17.1
5. KTFM-FM 74/ 5.8	8.3	10.2	5. WOAI 132	5. KTFM-FM 1541/16.7
6. KONO 71/ 5.5	1.9	2.8	6. KTFM-FM 86	6. KQXT-FM 1494/15.8
KEDA 71/ 5.5	3.5	2.9	7. KONO 84	7. KZZY-FM 1273/15.3
8. KZZY-FM 69/ 5.4	4.2	2.5	8. KEDA 72	8. KCOR 1064/13.3
9. KBUC-FM 60/ 4.7	5.6	4.5	9. KZZY-FM 71	9. KBUC-FM 923/10.5
10. KITY-FM 57/ 4.4	2.8	2.5	10. KBUC-FM 64	10. WOAI-FM 780/ 8.0
WOAI 57/ 4.4	5.1	7.2	11. KITY-FM 58	11. KITY-FM 669/ 8.2
12. WOAI-FM 44/ 3.4	2.7	2.3	12. WOAI-FM 51	12. KBUC 667/ 6.8

12+ FM SHARE (METRO): 37.58% (470 of 1251) (O/N 77: 35.18%)
 12+ FM SHARE (TSA) : 31.73% (541 of 1705) (O/N 77: 31.06%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KTSA	1. KTSA	1. KTSA	1. KCOR	1. KCOR	1. KTSA
2. KZZY-FM	2. KTFM-FM	2. KCOR	2. KKYX	2. KQXT-FM	2. KKYX
3. KTFM-FM	3. KITY-FM	3. KKYX	3. KTSA	3. KKYX	3. WOAI
4. KONO	4. KKYX	4. KQXT-FM	4. KQXT-FM	4. KEDA	4. KCOR
5. KISS-FM	5. KCOR	5. KTFM-FM	5. KITY-FM	5. WOAI-FM	5. KQXT-FM

OTHER RATED STATIONS/METRO SHARE

KAPE 1480	1.5	KGNB 1420	.4	KUKA 1250	2.1
KBUC 1310	2.7	KMAC 630	1.1	KVAR-FM 104.5	.9
KCCW 930	1.9	KISS-FM 99.5	2.7	KWED 1580	.8
		KDRY 1110	.7	KMFM-FM 96.1	.7

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	245 (2)	235 (4)	480 (6)	38.4
SPANISH	250 (3)		250 (3)	20.0
COUNTRY	173 (3)	60 (1)	233 (4)	18.6
BTFL MUSIC	10 (1)	154 (2)	164 (3)	13.1
NEWS/INFO/TALK	57 (1)		57 (1)	4.6
BLACK	19 (1)		19 (1)	1.5
VARIETY	14 (1)		14 (1)	1.1
MOR	4 (1)		4 (1)	0.3
RELIGION	9 (1)		9 (1)	0.7
UNKNOWN		12 (1)	12 (1)	1.0
CLASSICAL		9 (1)	9 (1)	0.7

1251 (23)

AM STATIONS

KBUC, 1310, 5 KW (Days), COUNTRY	ABC-I, \$14.00 (Torbet)	Sigmor
KCOR, 1350, 5 KW, SPANISH	, \$66.00 (Katz)	Tichenor
KEDA, 1540, 1 KW (Days), SPANISH	, \$16.50 (Selcom)	
KKYX, 680, 50 KW/10 KW, COUNTRY	, \$46.75 (Christal)	Swanson
KONO, 860, 5 KW/1 KW, CONTEMP	MBS, \$38.50 (HR/Stone)	Mission
KTSA, 550, 5 KW, ROCK	, \$78.00 (Blair)	
WOAI, 1200, 50 KW, NEWS/TALK	CBS,NBC, \$48.00 (Eastman)	Clear Channel

FM STATIONS

KBUC-FM, 107.5, 100 KW @ 408, COUNTRY	ABC-I, \$20.00 (Torbet)	Sigmor
KITY-FM, 92.9, 100 KW @ 475, ROCK	MBS, \$46.00 (HR/Stone)	Mission
KISS-FM, 99.5, 13 KW @ 570, AOR	, \$20.00 (----)	
KQXT-FM, 101.9, 100 KW @ 670, BTFL MUS (Schulke)	, \$45.00 (Katz)	Tichenor
KTFM-FM, 102.7, 99 KW @ 660, ROCK	, \$48.00 (Blair)	
KZZY-FM, 100.3, 100 KW @ 501, ROCK	ABC-F, \$26.00 (RKO)	
WOAI-FM, 97.3, 100 KW @ 472, BTFL MUS (Bonne)	, \$24.50 (Eastman)	Clear Channel

TV STATIONS

KENS	San Antonio	5	CBS, Harte-Hanks
KMOL	San Antonio	4	NBC, 20th Century Fox
KSAT	San Antonio	12	ABC, Outlet
KWEX	San Antonio	41	IND, Spanish International

NEWSPAPERS

San Antonio Express, News	ME	157,363
San Antonio Light	E	128,533

SAN DIEGO

SRDS Market # 20; ADI # 28
 FCC Revenue Rank # 23
 FCC Income Rank # 24
 APR 15.8
 SMSA Pop: 1,690,600

Revenue : \$11,386,228
 Income : \$ 1,321,475
 FM Rev : \$ 4,500,551
 FM Inc : \$ 354,841
 Comb Rev : \$15,886,779
 Comb Inc : \$ 1,676,316

National Rev : \$4,607,460
 Nat Rev per Cap : \$2.73
 Rev per Cap : \$9.40
 Inc per Cap : \$.99
 Profit Margin : 10.6%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>A/M 77</u>	<u>MSA EXCL CUME</u>	<u>12+ MSA/TSA/ADI CUME/MSA CUME</u>
1. KSDO 126/5.6	5.1	5.5	1. KSON	1. KCBQ 2863/20.1
2. KPRI-FM 117/5.2	5.9	4.7	2. KMJC	2. KFMB-FM 2694/18.9
3. XTRA 113/5.0	4.8	5.9	3. KSDO	3. KSDO 2347/16.5
4. KEZL-FM 112/5.0	4.5	4.6	4. XTRA	4. KMJC 2276/16.0
5. KFMB-FM 110/4.9	7.0	8.6	5. KCBQ	5. KFMB 2012/14.1
6. KGB-FM 109/4.8	7.1	6.2	6. KFMB-FM	6. KGB-FM 1919/13.5
7. KOZN-FM 107/4.8	3.7	2.8	7. KFSD-FM	7. XTRA 1913/13.4
8. KCBQ 106/4.7	5.5	5.7	8. KBZT-FM	8. KPRI-FM 1756/12.3
9. KMJC 105/4.7	3.7	6.0	9. KFMB	9. KGB 1678/11.8
10. KIFM-FM 103/4.6	4.7	4.4	KNX	10. KOGO 1560/11.0
11. KFMB 88/3.9	4.1	3.7		11. KIFM-FM 1534/10.8
KBZT-FM 88/3.9	---	---		12. KEZL-FM 1484/10.4
13. KFSD-FM 84/3.7	2.2	3.3		13. KSON 1448/10.2
14. KSON 78/3.5	3.0	6.1		14. KNX 1384/ 9.7
15. KNX 77/3.4	2.2	2.1		15. KBZT-FM 1364/ 9.6

NOTE: SAN DIEGO
 MSA, TSA AND ADI
 ARE THE SAME.

12+ FM SHARE (MSA, TSA, ADI): 54.86% (1141 of 2080) (O/N 77: 47.77%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KFMB-FM	1. KPRI-FM	1. KPRI-FM	1. KEZL-FM	1. KEZL-FM	1. KSDO
2. KMJC	2. KIFM-FM	2. KIFM-FM	KIFM-FM	2. KSDO	2. KCBQ
3. KCBQ	3. KGB-FM	3. KGB-FM	3. KSDO	3. XTRA	3. KFMB
4. KGB-FM	4. KBZT-FM	4. KBZT-FM	4. KFMB	4. KOZN-FM	4. KIFM-FM
5. KPRI-FM	5. KCBQ	5. KCBQ	5. KBZT-FM	KFSD	5. KFMB-FM

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	257 (3)	643 (10)	900 (13)	43.3
BTFL MUSIC	113 (1)	347 (6)	460 (7)	22.1
NEWS/INFO/TALK	234 (4)		234 (4)	11.3
MOR	194 (4)		194 (4)	9.3
COUNTRY	92 (2)	35 (1)	127 (3)	6.1
CLASSICAL		84 (1)	84 (1)	4.0
UNKNOWN	26 (1)	32 (2)	58 (3)	2.8
RELIGION	23 (2)		23 (2)	1.1
			<u>2080 (37)</u>	

AM STATIONS

KCBQ, 1170, 50 KW/10 KW, ROCK	, \$59.00	(Eastman)	Bartell
KFMB, 760, 5 KW, ADULT CONT	ABC-E, \$46.00	(Mc-Guild)	Midwest TV
KGB, 1360, 5 KW/1 KW, SOFT CONT	, \$81.50	(Katz)	
KMJC, 910, 1 KW, ROCK	, \$43.00	(Metro)	
KOGO, 600, 5 KW, MOR	NBC, \$30.00	(MMR)	
KSDO, 1130, 5 KW/1 KW, NEWS	CBS/MBS, \$51.00	(CBS Spot)	Combined
KSON, 1240, 1 KW/250W, COUNTRY	ABC-I, \$30.00	(Blair)	McKinnon
XTRA, 690, 50 KW, BTFL MUSIC	, \$46.00	(Buckley)	Noble

FM STATIONS

KBZT-FM, 94.9, 2 KW @ 1850, AOR	, \$50.00	(Christal)	
KEZL-FM, 102.9, 2 KW @ 1840, BTFL MUS (Bonne)	, \$25.00	(CBS Spot)	Combined
KFMB-FM, 100.7, 30 KW @ 620, ROCK	, \$55.00	(Mc-Guild)	Midwest TV
KFSD-FM, 94.1, 100 KW @ 641, CLASSICAL	, \$25.00	(CMBS)	Lotus
KGB-FM, 101.5, 50 KW @ 577, ROCK	, \$81.50	(Katz)	
KIFM-FM, 98.1, 28 KW @ 640, SOFT ROCK (TM)	, \$30.50	(Selcom)	
KOZN-FM, 103.7, 36 KW @ 650, BTFL MUS (FM-100)	, \$28.75	(Torbet)	
KPRI-FM, 106.5, 50 KW @ 413, AOR (Burk-Abr)	, \$31.50	(CBS FM)	Southwestern

OTHER LISTED STATIONS/SHARE

KGB	1360	2.0	KABC	790	.9
KJFM-FM	102.1	2.0	KBIG-FM	104.3	.5
KKOS-FM	95.9	1.0	KBRT	740	.6
KOGO	600	2.6	KFI	640	2.0
KOWN	1450	.1	KGO	810	.4
KOWN-FM	92.1	.8	KJOI-FM	98.7	.5
KSON-FM	97.3	1.6	KLAC	570	.6
KYXY-FM	96.5	2.7	KMET-FM	94.7	.5
			KNX-FM	93.1	.4
			XEGM	950	1.2
			XEMO	860	.4
			XHIS-FM	90.3	.4
			XHRM-FM	92.5	1.0
			XTRA-FM	91.9	2.5

TV STATIONS

KCST	San Diego	39	NBC, Storer
KGTV	San Diego	10	ABC, Mc-Graw Hill
KFMB	San Diego	8	CBS, Midwest TV
XETV	Tijuana	6	IND
XEWT	Tijuana	12	IND

NEWSPAPER

San Diego Union, Tribune

316,821, Copley

SAN FRANCISCO

SRDS Market # 7; ADI # 5
 FCC Revenue Rank # 4
 FCC Income Rank # 4
 APR 16.0
 SMSA Pop: 3,165,300

Revenue : \$41,887,097
 Income : \$ 6,688,121
 FM Rev : \$ 8,465,934
 FM Inc : \$-2,029,847
 Comb Rev : \$50,347,031
 Comb Inc : \$ 4,658,274

National Rev : \$17,785,492
 Nat Rev per Cap : \$5.62
 Tot Rev per Cap : \$15.90
 Tot Inc per Cap : \$1.47
 Profit Margin : 9.3%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGO 569/8.4	7.6	9.1	1. KGO 763	1. KFRC 12598/22.8
2. KFRC 465/6.9	8.4	6.4	2. KFRC 580	2. KGO 10377/18.8
3. KCBS 451/6.7	5.8	6.5	3. KCBS 534	3. KCBS 9464/18.0
4. KABL 281/4.2	3.5	4.3	4. KIOI-FM 292	4. KSFO 6017/12.7
5. KSOL-FM 280/4.1	2.5	4.1	5. KABL 288	5. KNBR 5646/ 8.5
6. KIOI-FM 268/4.0	3.9	3.1	6. KNBR 283	6. KIOI-FM 5200/11.5
7. KFOG-FM 262/3.9	4.4	4.2	7. KSOL-FM 281	7. KYA 5021/11.5
8. KSFY-FM 249/3.7	3.4	3.2	8. KFOG-FM 265	8. KABL 4779/11.0
9. KSFO 248/3.7	6.5	5.3	9. KSFO 263	9. KSFY-FM 4624/10.4
10. KDIA 195/2.9	3.2	2.7	10. KSFY-FM 257	10. KFOG-FM 3688/ 8.6
11. KOIT-FM 174/2.6	3.5	3.0	11. KRAK 236	11. KLOK 3355/ 6.7
12. KNBR 167/2.5	3.3	3.2	12. KDIA 196	12. KRAK 3347/ 2.3
13. KABL-FM 154/2.3	2.4	2.5	13. KOIT-FM 180	13. KDIA 3289/ 7.7
KYA 154/2.3	2.2	2.3	14. KBAY-FM 178	14. KSOL-FM 3245/ 7.6
KNEW 154/2.3	2.2	3.0	15. KABL-FM 165	15. KOIT-FM 3164/ 7.0
16. KKHI+ 152/2.2	1.6	1.9	16. KYA 156	16. KYA-FM 3085/ 6.9
17. KMEL-FM 149/2.2	2.5	2.1	KNEW 156	17. KMEL-FM 2974/ 6.6
18. KLOK 130/1.9	2.3	2.4	18. KKHI-FM+152	18. KNEW 2903/ 6.6
19. KDFC-FM+126/1.9	2.4	1.8	19. KMEL-FM 151	19. KABL-FM 2897/ 6.6
20. KBAY-FM 121/1.8	1.9	2.0	20. KLOK 146	20. KBAY-FM 2819/ 4.7

12+ FM SHARE (METRO): 47.15% (2934 of 6223) (O/N 77: 43.25%)
 12+ FM SHARE (TSA) : 43.94% (3160 of 7191) (O/N 77: 41.82%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KFRC	1. KFRC	1. KFRC	1. KFRC	1. KGO	1. KGO
2. KSOL-FM	2. KIOI-FM	2. KIOI-FM	2. KGO	2. KCBS	2. KCBS
3. KYA	3. KSFY-FM	3. KSFY-FM	3. KIOI-FM	3. KABL	3. KFRC
4. KDIA	4. KSOL-FM	4. KGO	4. KABL	4. KSFO	4. KNBR
5. KSFY-FM	5. KSAN-FM	5. KSOL-FM	5. KSFY-FM	5. KFOG-FM	5. KSFO
6. KMEL-FM	6. KMEL-FM	6. KSFO	6. KCBS	6. KOIT-FM	6. KIOI-FM+
7. KLIV	7. KYA-FM	7. KNBR	7. KDIA	7. KABL-FM	7. KABL

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	740 (5)	1370 (12)	2110 (17)	33.9
BTFL MUSIC	281 (1)	711 (4)	992 (5)	15.9
NEWS/INFO/TALK	1065 (3)		1065 (3)	17.1
MOR	545 (3)		545 (3)	8.8
BLACK	223 (2)	360 (2)	583 (4),	9.4
COUNTRY	297 (3)	30 (1)	327 (4)	5.3
CLASSICAL	101 (2)	177 (2)	278 (4)	4.5
SPANISH		68 (1)	68 (1)	1.1
RELIGION	37 (1)	35 (1)	72 (2)	1.2
BIG BAND		105 (1)	105 (1)	1.7
JAZZ		78 (1)	78 (1)	1.3
			<u>6223 (45)</u>	

SAN FRANCISCO ADI

OTHER LISTED STATIONS/METRO SHARE

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. KGO	1. KFRC	1. KFRC
2. KCBS	2. KGO	2. KGO
3. KFRC	3. KCBS	3. KCBS
4. KABL	4. KSFO	4. KSOL-FM
5. KSOL-FM	5. KIOI-FM	5. KABL
6. KIOI-FM	6. KYA	6. KDIA
7. KFOG-FM	7. KABL	7. KNEW
8. KSFO	8. KSFX-FM	8. KSFO
9. KSFX-FM	9. KNBR	9. KRAK
10. KDIA	10. KFOG-FM	10. KIOI-FM
11. KOIT-FM	11. KDIA	11. KFOG-FM
12. KNBR	12. KSOL-FM	12. KYA
13. KYA	13. KYA-FM	13. KLOK
14. KKHI+	14. KOIT-FM	14. KSFX-FM
15. KABL-FM	15. KLOK	15. KBRG-FM

KARA-FM	105.7	1.1
KBRG-FM	105.3	1.0
KCBS-FM	97.3	.8
KEAR-FM	106.9	.5
KEEN	1370	1.2
KEZR-FM	106.5	1.1
KFAT-FM	94.5	.4
KFAX	1100	.5
KIQI	1010	.7
KJAZ-FM	92.7	1.2
KLIV	1590	1.0
KMPX-FM	98.9	1.6
KOME-FM	98.5	.8
KRE	1400	.4
KRE-FM	102.9	1.2
KSAN-FM	94.9	1.8
KSJO-FM	92.3	1.0
KTIM-FM+	100.9	.6
KXRK	1500	.7
KYA-FM	93.3	1.7
KYUU-FM	99.7	1.6
KRAK	1140	.9

ADI FM SHARE: 47.66% (2917 of 6120) (O/N 77: 45.62%)

AM STATIONS

KABL, 960, 5 KW	, BTFL MUS (TM)	, \$ 60.00	(Christal)	Starr
KCBS, 740, 50 KW	, NEWS	CBS, \$117.50	(CBS Spot)	CBS
KDIA, 1310, 5 KW	, BLACK	MBN, \$ 43.00	(Howard)	Sonderling
KFRC, 610, 5 KW	, ROCK	, \$212.13	(RKO)	RKO
KGO, 810, 50 KW	, NEWS/TALK	ABC-I, \$116.25	(Blair)	ABC
KNBR, 680, 50 KW	, MOR/AC	NBC, \$ 92.12	(Mc-Guild)	NBC
KNEW, 910, 5 KW	, COUNTRY	MBS, \$ 63.50	(Metro)	Metromedia
KSFO, 560, 5 KW/1 KW	, MOR	, \$ 73.50	(MMR)	Golden West
KYA, 1260, 5 KW/1 KW	, ROCK	, \$ 73.00	(Eastman)	King

FM STATIONS

KABL-FM, 98.1, 100 KW @ 940	, BTFL MUS (TM)	, \$35.00	(Christal)	Starr
KBRG-FM, 105.3, 15 KW @ 1200	, SPANISH	, \$20.00	(Caballers)	Entercom
KDFC-FM+, 102.1, 33 KW @ 1260	, CLASSICAL	, \$23.00	(Groskin)	
KFOG-FM, 104.5, 8 KW @ 1454	, BTFL MUS (Schulke)	, \$61.25	(Katz)	GE
KIOI-FM, 101.3, 125 KW @ 1220	, SOFT ROCK	, \$70.00	(Masla)	Pacific FM
KKHI-FM+, 95.7, 8.6 KW @ 1473	, CLASSICAL	, \$51.50	(Buckley)	Buckley
KMEL-FM, 106.1, 69 KW @ 1240	, AOR	, \$85.00	(HR/Stone)	Century
KOIT-FM, 96.5, 33 KW @ 1410	, BTFL MUS (Bonne)	, \$57.50	(Torbet)	Bonne
KSFX-FM, 103.7, 7 KW @ 1430	, ROCK	ABC-F, \$63.00	(Blair)	ABC
KSOL-FM, 107.7, 6 KW @ 1588	, BLACK	NBN, \$40.00	(UBC)	United
KYA-FM, 93.3, 25 KW @ 660	, AOR	, \$73.00	(Eastman)	King

KRAK-FM - See Sacramento

FOR OTHER STATIONS SEE SAN JOSE

TV STATIONS

KBHK	San Francisco	44	IND, Field	KRON	San Francisco	4	NBC, Chron,
KDTV	San Francisco	60	IND	KTSF	San Francisco	26	IND
KEMO	San Francisco	20	IND	KTVU	Oakland	2	IND, Cox
KGO	San Francisco	7	ABC, ABC	KGSC	San Jose	36	IND, Booth
KPIX	San Francisco	5	CBS, Westinghouse	KVOF	San Francisco	38	IND, Faith
KNTV	San Jose	11	IND				Cent

NEWSPAPERS

San Francisco Chronicle	M	474,001, Hearst	San Francisco Examiner	E	155,889
San Jose Mercury, News	ME	208,381, Knight-Ridder			
Oakland Tribune	E	166,666, Combined Communications			

SAN JOSE

SRDS Market # 32
 FCC Revenue Rank # 61
 FCC Income Rank # 27
 APR 15.8
 SMSA Pop: 1,224,200

Revenue : \$5,309,626
 Income : \$1,103,599
 FM Rev : \$5,067,263
 FM Inc : \$ 374,576
 Comb Rev : \$10,376,889
 Comb Inc : \$1,478,175

National Rev : \$1,579,147
 Nat Rev per Cap : \$1.29
 Tot Rev per Cap : \$8.48
 Tot Inc per Cap : \$1.21
 Profit Margin : 14.2%

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S
 METRO ONLY THE LEADING SAN JOSE STATIONS ARE
 LISTED. THIS IS DONE SO THAT SAN JOSE CAN BE
 CONSIDERED AS A SEPARATE RADIO MARKET.

12+ METRO 1/4/SHARE	A/M 78	A/M 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KBAY-FM 101/6.3	6.8	6.5	1. KBAY-FM 163	1. KLOK 2774/13.7
2. KLOK 76/4.7	5.5	5.9	2. KLOK 123	2. KBAY-FM 2530/15.0
3. KEZR-FM 64/4.0	2.9	3.6	3. KSJO-FM 95	3. KLIV 1706/14.6
4. KLIV 62/3.9	3.6	4.2	4. KEZR-FM 78	4. KSJO-FM 1507/ 8.2
5. KARA-FM 55/3.4	2.7	3.9	5. KARA-FM 71	5. KOME-FM 1370/ 9.6
6. KOME-FM 45/2.8	2.7	4.1	KEEN 71	6. KARA-FM 1202/ 9.2
7. KXRK 42/2.6	1.4	1.9	7. KLIV 65	7. KDFC-FM+1131/ 5.1
KEEN 42/2.6	2.1	2.8	8. KOME-FM 60	8. KEEN 1074/ 6.5
9. KSJO-FM 38/2.4	2.6	4.2	9. KFAT-FM 57	9. KEZR-FM 1055/ 7.9
10. KDFC-FM+ 30/1.9	3.0	1.4	10. KDFC-FM+ 53	10. KXRK 917/ 7.7

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KLIV	1. KEZR-FM	1. KEZR-FM	1. KLOK	1. KBAY-FM	1. KLOK
2. KLOK	2. KARA-FM	2. KLOK	2. KBAY-FM	2. KLOK	2. KBAY-FM
3. KOME-FM	3. KOME-FM	3. KBAY-FM	3. KEZR-FM	3. KEEN	3. KEEN
KSJO-FM	4. KLOK	4. KARA-FM	4. KARA-FM	4. KXRK	4. KSJO-FM

RADIO STATIONS

KLOK, 1170, 50 KW/5 KW, MOR , \$90.00 (Katz)
 KLIV, 1590, 5 KW , ROCK , \$27.69 (Buckley)
 KEEN, 1370, 5 KW , COUNTRY , \$21.00 (HR/Stone) Golden Pacific
 KXRK, 1500, 10 KW/5 KW, NEWS , \$37.75 (Torbet) Sterling

KBAY-FM, 100.3, 14.5 KW @ 2580, BTFL MUS , \$38.50 (HR/Stone) Golden Pacific
 KEZR-FM, 106.5, 50 KW @ 430, SOFT ROCK , \$35.00 (Howard)
 KARA-FM, 105.7, 50 KW @ 1860, ROCK , \$33.00 (Buckley)
 KOME-FM, 98.5, 12.5 KW @ 880, AOR , \$49.00 (Selcom)
 KSJO-FM, 92.3, 50 KW @ 68, AOR , \$47.50 (Torbet) Sterling

KDFC-FM+ - SEE SAN FRANCISCO
 KFAT-FM, 94.5, 1.1 KW @ 2580, COUNTRY , \$25.00 (Masla)

FOR TV STATIONS AND NEWSPAPERS SEE SAN FRANCISCO

SEATTLE-TACOMA

SRDS Market # 19 (approx)
 ADI # 18
 FCC Revenue Rank # 13
 FCC Income Rank # 12
 APR 14.5
 SMSA Pop: 1,836,000

Revenue : \$20,232,934
 Income : \$ 3,793,706
 FM Rev : \$ 4,277,742
 FM Inc : \$-1,240,856
 Comb Rev : \$24,510,676
 Comb Inc : \$ 2,552,850

National Revenue : \$6,553,568
 Nat Rev per Cap : \$3.56
 Total Rev per Cap: \$13.35
 Total Inc per Cap: \$1.39
 Profit Margin : 10.4%

<u>12+ METRO 1/4/SHARE</u>				<u>A/M 78</u>		<u>O/N 77</u>		<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KOMO	245/10.8	9.8	12.1	1. KOMO	293	1. KOMO	4868/26.0				
2. KIRO	233/10.3	7.0	9.3	2. KIRO	273	2. KIRO	4834/24.9				
3. KVI	161/ 7.1	8.8	6.8	3. KJR	200	3. KING	4248/20.2				
KSEA-FM	161/ 7.1	7.4	6.2	4. KSEA-FM	182	4. KJR	4232/22.6				
5. KJR	159/ 7.0	6.8	7.6	5. KING	178	5. KVI	2809/16.2				
6. KING	138/ 6.1	5.9	5.3	6. KVI	174	6. KSEA-FM	2349/12.9				
7. KYYX-FM	89/ 3.9	3.2	1.5	7. KEZX-FM	122	7. KIXI-FM+	2236/12.3				
8. KEZX-FM	88/ 3.9	2.9	2.1	8. KIXI-FM+	102	8. KZOK-FM	2163/11.4				
9. KIXI-FM+	82/ 3.6	3.6	4.9	9. KZOK-FM	99	9. KVI-FM	1913/10.4				
10. KVI-FM	77/ 3.4	4.7	2.9	10. KYYX-FM	95	10. KYYX-FM	1709/10.0				
11. KZOK-FM	75/ 3.3	4.2	7.1	11. KISW-FM	94	11. KISW-FM	1654/ 8.4				
12. KISW-FM	72/ 3.2	3.1	3.0	12. KVI-FM	83	12. KEZX-FM	1500/ 7.4				
13. KTRC	59/ 2.6	3.4	2.8	13. KNBQ-FM	65	13. KTAC	1324/ 7.6				
14. KZAM-FM	55/ 2.4	2.5	2.7	14. KTAC	63	14. KING-FM	1223/ 6.7				
15. KNBQ-FM	54/ 2.4	1.6	.5	15. KZAM-FM	60	15. KAYO	1090/ 6.4				

12+ FM SHARE (METRO): 41.25% (889 of 2155) (O/N 77: 38.34%)
 12+ FM SHARE (TSA) : 41.69% (1068 of 2562) (O/N 77: 37.84%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KJR	1. KING	1. KVI	1. KVI	1. KOMO	1. KOMO
2. KING	2. KJR	2. KOMO	2. KOMO	2. KIRO	2. KIRO
3. KVI-FM	3. KYYX-FM	3. KING	3. KIRO	3. KSEA-FM	3. KVI
KYYX-FM	4. KVI	4. KIRO	4. KSEA-FM	4. KVI	4. KJR
5. KZOK-FM	5. KZAM-FM	5. KJR	5. KJR	5. KEZX-FM	5. KING
6. KTAC	6. KZOK-FM	6. KSEA-FM	6. KIXI-FM+	6. KIXI-FM+	6. KPMP+

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	397 (6)	433 (7)	830 (13)	38.5
MOR	406 (2)		406 (2)	18.8
BTFL MUSIC	30 (1)	331 (4)	361 (5)	16.8
NEWS/INFO/TALK	242 (2)		242 (2)	11.2
COUNTRY	97 (4)	34 (1)	131 (5)	6.1
CLASSICAL	51 (2)	52 (1)	103 (3)	4.8
RELIGION	43 (1)	39 (1)	82 (2)	3.8
			<u>2155 (32)</u>	

SEATTLE ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI CUME</u>	<u>MSA EXCL CUME</u>
1. KOMO	1. KIRO	1. KOMO
2. KIRO	2. KOMO	2. KIRO
3. KJR	3. KJR	3. KVI
4. KSEA-FM	4. KING	4. KJR
5. KVI	5. KVI	5. KSEA-FM
6. KING	6. KSEA	6. KING
7. KEZX-FM	7. KIXI-FM+	7. KZOK-FM
8. KIXI-FM+	8. KZOK-FM	8. KEZX-FM
9. KZOK-FM	9. KVI-FM	9. KMPS
10. KYYX-FM	10. KYYX-FM	10. KMO
11. KISW-FM	11. KISW-FM	
12. KVI-FM	12. KEZX-FM	
13. KNBQ-FM	13. KTAC	
14. KTAC	14. KING-FM	
15. KZAM-FM	15. KAYO	

OTHER RATED STATIONS/METRO SHARE

KAYO	1150	1.5
KBIQ-FM	105.3	1.7
KBRD-FM	103.9	1.3
KGDN	630	1.9
KING-FM	98.1	2.3
KLAY-FM	106.1	.5
KMO	1360	.7
KMPS	1300	1.6
KMPS-FM	94.1	1.5
KTNT	1400	.5
KWYZ	1230	.5
KXA	770	1.2
KYAC	1250	1.1
KZAM	1540	.4
KZOK	1590	.9
KGO	810	.4

ADI FM SHARE: 40.81% (1050 of 2573) (O/N 77: 37.31%)

AM STATIONS

KAYO, 1150, 5 KW/1 KW, COUNTRY	ABC-E, \$25.50 (P/W)	
KING, 1090, 50 KW, ROCK	, \$55.75 (Blair)	King
KIRO, 710, 50 KW, NEWS	CBS,MBS, \$68.60 (Torbet)	Bonneville
KJR, 950, 5 KW, ROCK	, \$56.00 (Mc-Guild)	Kaye-Smith
KMO, 1360, 5 KW, COUNTRY	, \$14.25 (-----)	(TACOMA)
KOMO, 1000, 50 KW, MOR	ABC-I, \$53.50 (Katz)	Fisher's Blend
KTAC, 850, 10 KW, ROCK	, \$36.50 (Masla)	Entercom (TACOMA)
KVI, 570, 5 KW, MOR	, \$50.00 (MMR)	Golden West
KMPS, 1300, 5 KW, COUNTRY	, \$18.00 (Eastman)	Affiliated

FM STATIONS

KEZX-FM, 98.9, 100 KW @ 1070, BTFL MUS (FM-100)	, \$16.25 (Selcom)	Park
KING-FM, 98.1, 100 KW @ 700, CLASSICAL	, \$20.00 (Blair)	King
KISW-FM, 99.9, 100 KW @ 350, ROCK	, \$40.00 (Mc-Guild)	Kaye-Smith'
KIXI-FM+, 95.7, 100 KW @ 1100, BTFL MUS	NBC, \$37.00 (HR/Stone)	
KNBQ-FM, 97.3, 100 KW @ 370, ROCK (Drake-Chen)	, \$14.50 (PRO)	(TACOMA)
KSEA-FM, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	, \$60.63 (Torbet)	Bonneville
KVI-FM, 101.3, 100 KW @ 1150, ROCK	ABC-C, \$37.00 (Buckley)	Golden West
KYYX-FM, 96.5, 50 KW @ 1223, ROCK	, \$31.50 (Christal)	O'Day
KZAM-FM, 92.5, 100 KW @ 1100, AOR	, \$34.25 (Selcom)	
KZOK-FM, 102.5, 100 KW @ 1165, AOR	, \$72.50 (CBS FM)	Sterling

TV STATIONS

KING	Seattle	5	NBC, King
KIRO	Seattle	7	CBS, Bonneville
KOMO	Seattle	4	ABC, Fisher's Blend
KSTW	Tacoma	11	IND, Gaylord

NEWSPAPERS

Seattle Post-Intelligencer	M	184,478, Hearst
Seattle Times	E	239,789
Tacoma News Tribune	E	100,757
Everitt Herald	E	53,182

SPOKANE

SRDS Market # 114
 FCC Revenue Rank # 75
 FCC Income Rank # 275
 APR 14.2
 SMSA Pop: 318,100

Revenue : \$4,075,535
 Income : \$ -80,665
 FM Rev : NA
 FM Inc : NA
 Comb Rev : NA
 Comb Inc : NA

National Revenue : \$1,146,484
 Nat Rev per Cap : \$3.60
 Total Rev per Cap: \$12.81
 Total Inc per Cap: \$-.25
 Profit Margin : NA

<u>12+ METRO 1/4/SHARE</u>			<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KJRB	46/12.4	17.5	16.2	1. KHQ-FM	81	1. KJRB	1339/30.6	
2. KGA	39/10.5	9.8	12.2	2. KJRB	68	2. KHQ-FM	1174/23.8	
3. KHQ	37/10.0	7.1	5.4	3. KREM-FM	67	3. KHQ	1124/25.3	
4. KHQ-FM	35/ 9.5	10.1	11.6	4. KGA	66	4. KGA	956/22.3	
5. KREM-FM	33/ 8.9	7.9	3.0	5. KHQ	64	5. KREM	662/22.3	
6. KZUN-FM	28/ 7.6	3.7	1.4	6. KZUN-FM	55	6. KZUN-FM	652/15.7	
7. KREM	26/ 7.0	6.6	7.0	7. KXLY-FM	47	7. KREM-FM	627/14.6	
8. KEZE-FM	20/ 5.4	9.8	8.9	8. KXXR-FM	38	8. KXLY	558/16.8	
9. KXXR-FM	19/ 5.1	2.1	2.4	9. KREM	30	9. KXLY-FM	517/11.3	
10. KSPO	18/ 4.9	4.2	4.9	10. KEZE-FM	20	10. KXXR-FM	400/ 7.8	

12+ FM SHARE (METRO): 43.75% (154 of 352) (O/N 77: 36.18%)

12+ FM SHARE (TSA) : 52.01% (310 of 596) (O/N 77: 35.19%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KJRB	1. KREM-FM	1. KREM-FM	1. KGA	1. KGA	1. KHQ
2. KREM	2. KHQ-FM	2. KHQ-FM	2. KHQ	2. KHQ	2. KJRB
KHQ-FM	3. KJRB	3. KJRB	KZUN-FM	3. KZUN-FM	3. KHQ-FM

OTHER RATED STATIONS/METRO SHARE

KEZE	1380	1.9	KXLY	920	4.1	KXXR	93.7	1.4
KICN-FM	98.9	.5	KXLY-FM	99.9	4.6	KZUN	630	1.4

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	77 (3)	68 (2)	145 (5)	41.2
BTFM MUSIC	7 (1)	56 (3)	63 (4)	17.9
MOR	52 (2)		52 (2)	14.8
COUNTRY	44 (2)		44 (2)	12.5
UNKNOWN		28 (1)	28 (1)	8.0
NEWS/INFO/TALK	18 (1)		18 (1)	5.1
RELIGION		2 (1)	2 (1)	0.6
			352 (16)	

AM STATIONS

KGA , 1510, 50 KW	, COUNTRY	ABC-I, \$25.00	(Torbet)
KHQ , 590, 5 KW	, MOR	NBC, \$24.00	(Katz) Spokane Chronicle
KJRB, 790, 5 KW	, ROCK	, \$26.00	(Mc-Guild) Kaye-Smith
KREM, 970, 5 KW/1 KW,	ROCK	, \$16.10	(Blair) King
KSPO, 1230, 1 KW/250 W,	NEWS	MBS, \$12.00	(Selcom)

FM STATIONS

KEZE-FM, 105.7, 41 KW @	580, BTFM MUS (BPI)	, \$13.00	(HR/Stone)	BP
KHQ-FM , 98.1, 94 KW @	2030, ROCK (TM)	, \$16.00	(Katz)	Spokane Chron
KREM-FM, 92.9, 15 KW @	720, AOR	, \$16.10	(Blair)	King
KXLY-FM, 99.9, 25 KW @	4000, BTFM MUS (Bonne)	, \$13.50	(PRO)	Morgan Murphy
KXXR-FM, 03.7, 56 KW @	2380, BTFM MUS	ABC-E, \$10.00	(Sav-Gates)	
KZUN-FM, 96.1, 4 KW @	-205, ? ? ?	ABC-C, \$ 7.00	(Dore-Walton)	

TV STATIONS

KHQ	Spokane	6	NBC, Spokane Chronicle
KREM	Spokane	2	CBS, King
KXLY	Spokane	4	ABC, Morgan Murphy

NEWSPAPER Spokane Chronicle, Spokesman-Review ME 136,191

SYRACUSE

SRDS Market # 59
 FCC Revenue Rank # 59
 FCC Income Rank # 89
 APR 14.3
 SMSA Pop: 656,800

Revenue : \$5,416,342
 Income : \$ 300,520
 FM Rev : \$ 805,474
 FM Inc : \$ -243,557
 Comb Rev : \$6,221,816
 Comb Inc : \$ 56,963

National Revenue : \$1,363,764
 Nat Rev per Cap : \$2.08
 Total Rev per Cap: \$9.47
 Total Inc per Cap: \$.09
 Profit Margin : 1.0%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSYR 125/16.4	15.8	18.5	1. WHEN 160	1. WHEN 3013/32.7
2. WHEN 81/10.6	13.6	14.6	2. WSYR 137	2. WSYR 2047/32.8
3. WNTQ-FM 64/ 8.4	7.7	6.2	3. WNTQ-FM 96	3. WNDR 1303/21.1
4. WKFM-FM 51/ 6.7	7.8	8.3	4. WKFM-FM 75	4. WKFM-FM 1134/14.1
5. WNDR 50/ 6.5	3.4	5.5	5. WEZG-FM 67	5. WFBL 1072/17.7
WEZG-FM 50/ 6.5	6.1	3.5	6. WNDR 55	6. WOLF 1056/19.4
7. WOLF 47/ 6.2	7.6	6.4	7. WOUR-FM 49	7. WEZG-FM 968/14.4
8. WFBL 36/ 4.7	6.0	6.7	8. WOLF 48	8. WNTQ-FM 967/12.3
9. WSEN 30/ 3.9	2.7	3.7	WKGW-FM 48	9. WOUR-FM 809/ 6.8
10. WSYR-FM 26/ 3.4	2.8	4.0	10. WSEN 40	10. WSEN-FM 657/ 8.8

12+ FM SHARE (METRO): 41.40% (296 of 715) (O/N 77: 33.97%)

12+ FM SHARE (TSA) : 47.38% (479 of 1011) (O/N 77: 43.57%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WKFM-FM	1. WNDR	1. WHEN	1. WHEN	1. WSYR	1. WHEN
2. WHEN	2. WHEN	2. WNDR	2. WSYR	2. WNTQ-FM	2. WSYR
3. WOLF	3. WOLF	3. WSYR	3. WNTQ-FM	3. WEZG-FM	3. WSEN-FM+
4. WFBL	4. WKFM-FM	4. WOLF	4. WNDR	4. WHEN	4. WNTQ-FM

OTHER RATED STATIONS/METRO SHARE

WAQX-FM 95.3	3.0	WOSC 1300	.8	WSOQ 1220	1.2
WMCR+ 1600	1.7	WSCP 1070	1.3	WYRD 1540	.5
WMHR-FM 102.9	1.0	WSEN-FM 92.1	3.0	WKGW-FM 104.3	.8
WONO-FM 107.9	2.2	WSGO+ 1440	1.8	WOUR-FM 96.9	2.9

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	214 (4)	128 (5)	342 (9)	47.8
MOR	141 (3)	4 (1)	145 (4)	20.3
BTFL MUSIC	9 (1)	114 (2)	123 (3)	17.2
COUNTRY	40 (2)	23 (1)	63 (3)	8.8
CLASSICAL		17 (1)	17 (1)	2.4
UNKNOWN	11 (1)	2 (1)	13 (2)	1.8
RELIGION	4 (1)	8 (1)	12 (2)	1.7
			715 (24)	

AM STATIONS

WFBL, 1390, 5 KW	, CONTEMP/MOR	CBS, \$31.25	(Torbet)
WHEN, 620, 5 KW/1 KW	, MOR/CONTEMP	ABC-E, \$45.25	(Eastman) Park
WNDR, 1260, 5 KW	, CONTEMP	ABC-C, \$37.05	(Blair)
WOLF, 1490, 1 KW/250 W	, ROCK	MBS, \$30.00	(Katz) Regional
WSEN, 1050, 1 KW (Days)	, COUNTRY	ABC-I, \$17.00	(Roslin)
WSYR, 570, 5 KW	, MOR	NBC, \$41.00	(MMR) Newhouse

FM STATIONS

WEZG-FM, 100.9,	3 KW @ 165,	BTFL MUS (Schulke)	, \$25.00	(Mc-Guild)
WKFM-FM, 104.7,	50 KW @ 310,	ROCK (TM)	, \$23.50	(Selcom)
WNTQ-FM, 93.1,	100 KW @ 660,	BTFL MUS (Bonne)	, \$37.05	(Blair)
WSYR-FM, 94.5,	100 KW @ 650,	SOFT ROCK (Bonne)	, \$17.25	(MMR) Newhouse
WKGW-FM, 104.3,	100 KW @ 370,	CONTEMP (Drake-Chen)	ABC-I, \$34.50	(Katz) Woods (UTICA)
WOUR-FM, 96.9,	16 KW @ 800,	AOR	ABC-F, \$14.50	(Roslin) (UTICA)

TV STATIONS

WSYR	Syracuse	3	NBC, Newhouse	WTVH	Syracuse	5	CBS, Meredith
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NEWSPAPER

Syracuse Herald-American, Post-Standard ME 207,447, Newhouse

TAMPA-ST. PETE

SRDS Market # 24; ADI # 17
 FCC Revenue Rank # 29
 FCC Income Rank # 35
 APR 16.4
 SMSA Pop: 1,463,700

Revenue : \$ 9,102,317
 Income : \$ 915,585
 FM Rev : \$ 2,757,986
 FM Inc : \$ 298,482
 Comb Rev : \$11,860,303
 Comb Inc : \$ 1,214,067

National Revenue : \$2,537,450
 Nat Rev per Cap : \$1.73
 Total Rev per Cap: \$8.10
 Total Inc per Cap: \$.83
 Profit Margin : 10.2%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWBA-FM 214/10.5	9.1	7.3	1. WWBA-FM 226	1. WFLA 3383/24.0
2. WRBQ-FM 154/ 7.5	5.2	5.5	2. WRBQ-FM 217	2. WRBQ-FM 3188/16.5
3. WFLA 139/ 6.8	6.0	4.8	3. WFLA-FM 199	3. WSUN 3057/16.7
4. WSUN 137/ 6.7	9.3	8.6	4. WSUN 197	4. WLCY 2900/20.0
5. WWBA 136/ 6.6	7.0	3.9	5. WFLA 154	5. WWBA-FM 2404/17.6
6. WJYW-FM 131/ 6.4	6.9	9.7	WJYW-FM 154	6. WFLA-FM 2306/12.9
7. WFLA-FM 130/ 6.4	6.8	6.8	7. WLCY 147	7. WYNF-FM 2059/14.3
8. WLCY 128/ 6.3	7.4	6.2	8. WWBA 141	8. WJYW-FM 2054/13.5
9. WQXM-FM 118/ 5.8	5.4	4.6	9. WQXM-FM 138	9. WDAE 1698/13.3
10. WQYK-FM 100/ 4.9	3.8	5.1	10. WQYK-FM 117	10. WWBA 1696/12.8
11. WYNF-FM 95/ 4.6	5.5	6.0	11. WYNF-FM 113	11. WQXM-FM 1676/11.5
12. WDAE 90/ 4.4	3.6	4.6	12. WDUV-FM 99	12. WQYK-FM 1447/ 9.7

12+ FM SHARE (METRO): 56.08% (1037 of 1849) (O/N 77: 54.16%)
 12+ FM SHARE (TSA) : 60.49% (1427 of 2359) (O/N 77: 57.95%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WRBQ-FM	1. WRBQ-FM	1. WRBQ-FM	1. WLCY	1. WWBA-FM	1. WSUN
WQXM-FM	2. WQXM-FM	2. WLCY	2. WRBQ-FM	2. WJYW-FM	2. WFLA
3. WYNF-FM	3. WLCY	3. WQXM-FM	3. WSUN	3. WFLA	3. WFLA-FM
4. WLCY	4. WYNF-FM	4. WFLA	4. WFLA	4. WFLA-FM	4. WWBA-FM
	5. WFLA	5. WQYK-FM	5. WQYK-FM	5. WSUN	5. WRBQ-FM

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC	177 (3)	501 (5)	678 (8)	36.7
ROCK/CONTEMP	140 (2)	436 (5)	576 (7)	31.2
COUNTRY	150 (2)	100 (1)	250 (3)	13.5
MOR	229 (2)		229 (2)	12.4
BLACK	66 (2)		66 (2)	3.6
NEWS/INFO/TALK	20 (1)		20 (1)	1.1
RELIGION	20 (2)		20 (2)	1.1
SPANISH	10 (1)		10 (1)	0.5
			1849 (26)	

TAMPA-ST. PETE ADI

OTHER RATED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	STATION	SHARE
1. WWBA-FM	1. WFLA	1. WFLA	WFSO	570 .6
2. WRBQ-FM	2. WRBQ-FM	2. WWBA-FM	WGUL	1500 1.2
3. WFLA-FM	3. WSUN	3. WLCY	WOKF-FM	95.7 1.5
4. WSUN	4. WLCY	4. WSUN	WFLA	910 .6
5. WFLA	5. WWBA-FM	5. WRBQ-FM	WRXB	1590 .5
WJYW-FM	6. WFLA-FM	6. WQXM-FM	WSOL	1300 .5
7. WLCY	7. WYNF-FM	7. WJYW-FM	WSST	800 .6
8. WWBA	8. WJYW-FM	8. WFLA-FM	WTAN	1340 .8
9. WQXM-FM	9. WDAE	9. WQYK-FM	WTIS	1110 .3
10. WQYK-FM	10. WWBA	10. WWBA	WTMP	1150 2.7
11. WYNF-FM	11. WQXM-FM		WWQT	1470 1.0
12. WDUV-FM	12. WQYK-FM		WDUV-FM	103.3 .9
13. WDAE	13. WDUV-FM		WQSR-FM	102.5 1.9
14. WQSR-FM	14. WQSR-FM		WVFM-FM	94.1 .3
15. WTMP	15. WOKF-FM			

ADI FM SHARE: 57.70% (1465 of 2539) (O/N 77: 59.81%)

AM STATIONS

WDAE, 1250, 5 KW	, MOR	ABC-I, \$54.50	(Katz)	Rounsaville*
WFLA, 970, 5 KW	, MOR	NBC, \$58.13	(Blair)	Media General
WLCY, 1380, 5 KW	, ROCK	ABC-C, \$32.50	(Torbet)	Rahall/Gulf Life
WSUN, 620, 5 KW	, COUNTRY	ABC-E, \$61.00	(Mc-Guild)	Plough
WWBA, 680, 1 KW (Days)	, BTFL MUS	, \$30.00	(Christal)	
WTMP, 1150, 5 KW (Days)	, BLACK	MBN, \$33.67	(Howard)	Gulf South

*Sale to Taft is pending

FM STATIONS

WFLA-FM, 93.3, 100 KW @ 925,	BTFL MUS	, \$58.13	(Blair)	Media General
WJYW-FM, 100.7, 100 KW @ 503,	BTFL MUS (Schulke)	, \$54.50	(Katz)	Rounsaville
WOKF-FM, 95.7, 100 KW @ 507,	ROCK (Century 21)	, \$13.50	(Selcom)	Bdcst Ent Net
WQXM-FM, 97.9, 100 KW @ 505,	AOR (Burk-Abr)	, \$61.00	(Mc-Guild)	Plough
WQYK-FM, 99.5, 100 KW @ 300,	COUNTRY	, \$35.25	(HR/Stone)	
WRBQ-FM, 104.7, 100 KW @ 555,	ROCK	, \$65.25	(Eastman)	Harte-Hanks
WWBA-FM, 107.3, 100 KW @ 505,	BTFL MUS	, \$35.00	(Christal)	
WYNF-FM, 94.9, 100 KW @ 390,	ROCK	ABC-F, \$33.25	(Torbet)	Taft
WDUV-FM, 103.3, 100 KW @ 500,	BTFL MUS (Peters)	, \$18.00	(Sav-Gates)	(BRADENTON)
*WQSR-FM, 102.5, 100 KW @ 650,	AOR	MBS, \$41.00	(Buckley)**	(SARASOTA)

TV STATIONS

WFLA	Tampa	8	NBC, Media General
WLCY	Largo	10	ABC, Rahall
WTOG	Tampa	44	IND, Hubbard
WTVT	Tampa	13	CBS, Gaylord
WXLT	Sarasota	40	ABC

NEWSPAPERS

Tampa Tribune, Times	ME	193,656, Media General
Sarasota Herald-Tribune, Journal	ME	68,089
St. Petersburg Times, Independent	ME	215,257
Clearwater Sun	E	56,513

* sale to Cosmos is pending

TOLEDO

SRDS Rank # 51
 FCC Revenue Rank # 68
 FCC Income Rank # 59
 APR 16.0
 SMSA Pop: 787,600

Revenue : \$4,532,430
 Income : \$ 566,380
 FM Rev : \$2,897,785
 FM Inc : \$ 305,511
 Comb Rev : \$7,430,215
 Comb Inc : \$ 871,891

National Rev : \$827,628
 Nat Rev per Cap : \$1.05
 Tot Rev per Cap : \$9.43
 Tot Inc per Cap : \$1.11
 Profit Margin : 11.7%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLQR-FM 169/16.5	14.5	12.8	1. WLQR-FM 190	1. CKLW 2232/21.4
2. WSPD 124/12.1	12.0	11.6	2. WSPD 131	2. WSPD 2076/29.6
3. WIOT-FM 101/ 9.8	9.5	8.3	3. WIOT-FM 122	3. WLQR-FM 1925/26.4
4. WTOD 87/ 8.5	12.6	10.8	4. WJR 120	4. WJR 1828/19.3
5. WJR 84/ 8.2	7.2	7.4	5. WTOD 109	5. WIOT-FM 1790/23.1
6. WOHO 81/ 7.9	6.5	7.5	6. CKLW 92	6. WOHO 1779/26.9
7. WXEZ-FM 69/ 6.7	5.1	6.6	7. WOHO 81	7. WXEZ-FM 1293/19.5
8. WCWA 42/ 4.1	6.1	6.1	8. WXEZ-FM 69	8. WCWA 1071/16.3
9. CKLW 40/ 3.9	6.6	5.0	9. WMHE-FM 50	9. WTOD 1001/12.0
10. WMHE-FM 32/ 3.1	3.9	3.8	10. WCWA 44	10. WMHE-FM 958/11.1

12+ FM SHARE (METRO): 47.39% (427 of 901) (O/N 77: 41.93%)
 12+ FM SHARE (TSA) : 46.06% (502 of 1090) (O/N 77: 41.30%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WIOT-FM	1. WIOT-FM	1. WLQR-FM	1. WLQR-FM	1. WLQR-FM	1. WSPD
2. WOHO	2. WLQR-FM	2. WIOT-FM	2. WTOD	2. WSPD	2. WLQR-FM
3. WXEZ-FM	3. WXEZ-FM	3. WXEZ-FM	3. WJR	3. WJR	3. WJR
4. CKLW	4. WOHO	4. WTOD	4. WSPD	4. WTOD	4. WOHO+
5. WKLR-FM	5. WMHE-FM	5. WSPD	5. WXEZ-FM	5. WOHO	5. WCWA

OTHER LISTED STATIONS/METRO SHARE

WHFD-FM 95.9 .8	WFOB+ 1430 1.0
WKIQ-FM 93.5 .5	WJR-FM 96.3 .5
WKLR-FM 99.9 1.6	WRIF-FM 101.1 .4
WRWR-FM 94.5 .7	WWWW-FM 106.7 .8
WVMO-FM 98.3 .9	

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	163 (3)	221 (6)	384 (9)	42.6
MOR	216 (3)	24 (4)	240 (7)	26.6
BTFL MUSIC		174 (2)	174 (2)	19.3
COUNTRY	87 (1)		87 (1)	9.7
BLACK		16 (1)	16 (1)	1.8
			901 (20)	

AM STATIONS

WCWA, 1230, 1 KW/250 W, CONTEMP	ABC-E, \$36.80 (Mc-Guild)	Reams
WOHO, 1470, 1 KW, ROCK	ABC-C, \$26.95 (Blair)	
WSPD, 1370, 5 KW, MOR	NBC, \$32.50 (CBS Spot)	Storer
WTOD, 1560, 5 KW (Days), COUNTRY	ABC-I, \$25.50 (Masla)	Booth
CKLW, WJR - See Detroit		

FM STATIONS

WIOT-FM, 104.7, 50 KW @ 655, AOR (Burk-Abr)	, \$36.80 (Mc-Guild)	Reams
WLQR-FM, 101.5, 16 KW @ 810, BTFL MUS	, \$55.00 (Eastman)	Susquehanna
WMHE-FM, 92.5, 50 KW @ 480, ROCK	ABC-F, \$18.75 (-----)	
WXEZ-FM, 105.5, 3 KW @ 350, ROCK (TM)	, \$26.95 (Blair)	
WKLR-FM, 99.9, 9 KW @ 160, BLACK (Drake-Chen)	, \$15.00 (Masla)	Booth

TUCSON

SRDS Market # 83
 FCC Revenue Rank # 74
 FCC Income Rank # 104
 APR 15.8
 SMSA Pop: 470,500

Revenue : \$4,085,486
 Income : \$ 211,279
 FM Rev : \$ 687,006
 FM Inc : \$ 6,547
 Comb Rev : \$4,772,492
 Comb Inc : \$ 217,826

National Revenue : \$1,504,110
 Nat Rev per Cap : \$3.20
 Total Rev per Cap: \$10.14
 Total Inc per Cap: \$.46
 Profit Margin : 4.6%

<u>12+ METRO 1/4/SHARE</u>	<u>A/M 78</u>	<u>O/N 77</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>
1. KRQQ-FM 78/12.7	10.0	9.5	1. KRQQ-FM 89	1. KTKT 1591/30.1
2. KCUB 76/12.3	8.8	9.5	2. KTKT 82	2. KRQQ-FM 1214/27.4
3. KTKT 59/ 9.6	13.9	11.1	3. KCUB 77	3. KCUB 789/19.7
4. KJYK-FM 47/ 7.6	12.3	6.1	4. KJYK-FM 52	4. KMGX 742/18.5
5. KXEW 41/ 6.7	2.0	4.5	5. KXEW 41	5. KJYK-FM 718/16.2
6. KAIR 39/ 6.3	7.1	7.1	6. KAIR 39	6. KCEE 628/15.1
KMGX 39/ 6.3	5.2	5.3	7. KMGX 39	7. KIKX 616/12.6
8. KCEE 32/ 5.2	3.5	5.6	8. KUPD-FM 38	8. KAIR 600/15.3
KEVT 32/ 5.2	4.2	1.6	9. KIKX 35	9. KTUC 576/14.4
10. KCEE-FM 31/ 5.0	3.7	6.3	10. KCEE 33	10. KWFM-FM 475/11.1

12+ FM SHARE (METRO): 33.16% (190 of 573) (O/N 77: 35.07%)
 12+ FM SHARE (TSA) : 37.54% (259 of 690) (O/N 77: 34.35%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 49</u>	<u>35 - 64</u>	<u>12+ TSA AMD</u>
1. KRQQ-FM	1. KRQQ-FM	1. KCUB	1. KCUB	1. KCUB	1. KCUB
2. KTKT	2. KXEW	2. KRQQ-FM	2. KXEW	2. KJYK-FM	2. KTKT
	KMGX	3. KXEW	3. KRQQ-FM	3. KAIR	3. KRQQ-FM
	4. KCUB	4. KMGX	4. KEVT	4. KCEE-FM	4. KMGX

OTHER RATED STATIONS/METRO SHARE

KFLT	1450	.8	KTUC	1400	4.2	KTAR	620	.5
KHYT	1330	.6	KWFM-FM	92.9	4.1	KUPD-FM	97.9	.5
KIKX	580	4.4	KNIX-FM	102.5	1.0			

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	98 (2)	106 (3)	204 (5)	35.6
BTFM MUSIC	71 (2)	78 (2)	149 (4)	26.0
COUNTRY	103 (2)	6 (1)	109 (3)	19.0
SPANISH	73 (2)		73 (2)	12.7
NEWS/INFO/TALK	29 (2)		29 (2)	5.1
UNKNOWN	5 (1)		5 (1)	0.9
MOR	4 (1)		4 (1)	0.7
			<u>573 (18)</u>	

AM STATIONS

KAIR, 1490, 1 KW/250 W	, BTFM MUS	, \$17.40	(Mc-Guild)	Number One
KCEE, 790, 5 KW/500 W	, BTFM MUS (TM)	NBC, \$11.75	(Torbet)	Strauss
KCUB, 1290, 1 KW	, COUNTRY	, \$17.25	(Eastman)	
KEVT, 690, 250 W (Days)	, SPANISH	, \$ 9.00	(Sav-Gates)	
KIKX, 580, 5 KW/500 W	, COUNTRY	ABC-E, \$11.00	(HR/Stone)	Walton
KMGX, 940, 1 KW/250 W	, CONTEMP	, \$14.50	(Selcom)	
KTKT, 990, 10 KW/1 KW	, ROCK	, \$19.88	(Lotus)	Lotus
KTUC, 1400, 1 KW/250 W	, NEWS	CBS,ABC-I,MBS, \$11.00	(Howard)	
KXEW, 1600, 1 KW (Days)	, SPANISH	, \$13.00	(Caballero)	

FM STATIONS

KCEE-FM, 96.1, 25.5 KW @ 77,	BTFM MUS (FM-100)	, \$ 8.44	(Torbet)	Strauss
KJYK-FM, 94.9, 25 KW @ 251,	BTFM MUS (Schulke)	, \$17.40	(Mc-Guild)	Number One
KRQQ-FM, 93.7, 25.5 KW @ 150,	ROCK	, \$16.75	(Selcom)	
KWFM-FM, 92.9, 28.5 KW @ 86,	AOR	ABC-F, \$17.50	(Masla)	Korngold

KUPD-FM - See Phoenix

CONTINUED ON PAGE

TULSA

SRDS Market # 65
 FCC Revenue Rank # 44
 FCC Income Rank # 38
 APR 14.1
 SMSA Pop: 609,600

Revenue : \$6,554,195
 Income : \$ 876,784
 FM Rev : \$ 608,663
 FM Inc : \$ -392,779
 Comb Rev : \$7,162,858
 Comb Inc : \$ 484,005

National Revenue : \$1,148,605
 Nat Rev per Cap : \$1.88
 Total Rev per Cap: \$11.75
 Total Inc per Cap: \$.79
 Profit Margin : 6.8%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KRMG 137/19.4	15.7	17.9	1. KVOO 265	1. KVOO 2884/29.9
2. KVOO 122/17.3	20.1	17.9	2. KRMG 170	2. KRMG 2300/32.7
3. KBEZ-FM 93/13.2	10.8	11.3	3. KBEZ-FM 121	3. KRAV-FM 1376/22.1
4. KRAV-FM 69/ 9.8	10.6	11.0	4. KRAV-FM 79	4. KELI 1296/22.2
5. KMOD-FM 58/ 8.2	7.4	8.3	5. KMOD-FM 64	5. KBEZ-FM 1291/20.4
6. KWEN-FM 40/ 5.7	5.0	6.0	6. KWEN-FM 42	6. KAKC 965/16.5
7. KELI 35/ 5.0	7.4	6.1	7. KELI 41	7. KWEN-FM 835/14.5
8. KAKC 34/ 4.8	6.1	7.4	8. KAKC 36	8. KMOD-FM 792/14.1
9. KTFX-FM 29/ 4.1	4.3	2.4	9. KTFX-FM 34	9. KTFX-FM 576/ 9.3
10. KXXO 10/ 1.4	---	1.3	10. KGGF 28	10. KGGF 473/ 2.4

12+ FM SHARE (METRO): 45.99% (304 of 661) (O/N 77: 42.65%)
 12+ FM SHARE (TSA) : 39.13% (367 of 938) (O/N 77: 40.59%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. KELI	1. KRAV-FM	1. KVOO	1. KVOO	1. KVOO	1. KVOO
2. KWEN-FM	2. KMOD-FM	2. KRMG	2. KRMG	2. KRMG	2. KRMG
3. KAKC	3. KRMG	3. KRAV-FM	3. KBEZ-FM	3. KBEZ-FM	3. KBEZ-FM
4. KRAV-FM	4. KVOO	4. KBEZ-FM	4. KRAV-FM		KRAV-FM

OTHER RATED STATIONS/METRO SHARE

KCFO-FM	98.5	.6	KKMA-FM+	104.5	.9	KGOW-FM	92.1	.9
KFMJ	1050	.9	KTOW	1340	.9	KGGF	690	.6

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	69 (2)	196 (4)	265 (6)	40.1
COUNTRY	128 (2)	7 (1)	135 (3)	20.4
MOR	141 (2)		141 (2)	21.3
BTFL MUSIC		93 (1)	93 (1)	14.1
RELIGION	8 (2)	8 (2)	16 (4)	2.4
NEWS/INFO/TALK	10 (1)		10 (1)	1.5
			661 (17)	

AM STATIONS

KAKC, 970, 1 KW , CONTEMP , \$26.75 (Katz)
 KELI, 1430, 5 KW , ROCK , \$21.00 (Buckley)
 KRMG, 740, 50 KW/25 KW, MOR , \$38.50 (Christal) Swanson
 KVOO, 1170, 50 KW , COUNTRY , \$30.50 (Blair)
 KXXO, 1300, 5 KW/1 KW , NEWS/TALK , CBS,MBS, \$16.50 (Eastman)
 KGGF, 690, 10 KW/5 KW , MOR , ABC-C, \$10.05 (PRO) (COFFEYVILLE,KN)

FM STATIONS

KBEZ-FM, 92.9, 97 KW @ 678, BTFL MUS (Schulke) , \$16.00 (Katz)
 KMOD-FM, 97.5, 50 KW @ 435, ROCK , \$21.25 (Eastman)
 KRAV-FM, 96.5, 100 KW @ 380, ROCK , \$25.00 (Selcom)
 KTFX-FM, 103.3, 100 KW @ 240, ROCK , ABC-F, \$17.25 (Bunchez)
 KWEN-FM, 95.5, 100 KW @ 339, CONTEMP , \$23.75 (Torbet) Ron Curtis

TV STATIONS

KOTV Tulsa 6 CBS, Corinthian KTEW Tulsa 2 NBC, Scripps-How
 KTUL Tulsa 8 ABC, Leake

NEWSPAPER

Tulsa World, Tribune ME 197,677

WASHINGTON

SRDS Market # 8; ADI # 8
 FCC Revenue Rank # 5
 FCC Income Rank # 15
 APR 16.5
 SMSA Pop: 3,071,200

Revenue : \$30,805,822
 Income : \$ 3,120,760
 FM Rev : \$ 9,528,375
 FM Inc : \$ 1,212,761
 Comb Rev : \$40,334,197
 Comb Inc : \$ 4,333,521

National Rev : \$10,134,487
 Nat Rev per Cap : \$3.30
 Tot Rev per Cap : \$13.13
 Tot Inc per Cap : \$1.41
 Profit Margin : 10.7%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RATING
1. WPGC-FM+ 450/10.9	8.9	9.8	1. WPGC-FM+587	1. WPGC-FM+ 7110/22.3
WMAL 450/10.9	9.9	12.6	2. WMAL 507	2. WMAL 6940/25.0
3. WGAY-FM 281/ 6.8	5.7	5.6	3. WGAY-FM 297	3. WASH-FM 4209/13.8
4. WOOK-FM 265/ 6.4	6.3	6.0	4. WASH-FM 285	4. WGAY-FM 4111/14.7
5. WASH-FM 230/ 5.6	6.5	4.7	5. WOOK-FM 274	5. WOOK-FM 4071/15.3
6. WHUR-FM 191/ 4.6	5.3	3.9	6. WJMD-FM 210	6. WTOP 3714/12.1
7. WJMD-FM 186/ 4.5	5.1	4.9	7. WWDC-FM 207	7. WWDC-FM 3556/12.0
8. WWDC-FM 172/ 4.2	3.9	5.9	8. WHUR-FM 206	8. WRC 3116/10.9
9. WRC 140/ 3.4	3.1	2.9	9. WMZQ-FM 167	9. WRQX-FM 3052/10.6
WRQX-FM 140/ 3.4	3.6	2.3	10. WTOP 166	10. WKYS-FM 2973/ 9.9
11. WTOP 134/ 3.2	3.6	3.2	11. WRQX-FM 152	11. WJMD-FM 2951/10.1
12. WKYS-FM 128/ 3.1	2.4	4.4	12. WRC 148	12. WHUR-FM 2764/10.1
13. WMZQ-FM 126/ 3.1	3.9	2.8	13. WKYS-FM 144	13. WGMS-FM+ 2559/ 9.0
14. WGMS-FM+ 116/ 2.8	3.4	4.1	14. WGMS-FM+130	14. WMZQ-FM 2010/ 6.3
15. WEZR-FM 107/ 2.6	2.1	1.9	15. WEZR-FM 114	15. WWDC 1855/ 6.7

12+ FM SHARE (METRO): 65.88% (2471 of 3751) (O/N 77: 62.20%)
 12+ FM SHARE (TSA) : 67.02% (2884 of 4303) (O/N 77: 64.37%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WPGC-FM+	1. WPGC-FM+	1. WPGC-FM+	1. WMAL	1. WMAL	1. WMAL
2. WOOK-FM	2. WASH-FM	2. WMAL	2. WASH-FM	2. WGAY-FM	2. WPGC-FM+
3. WWDC-FM	3. WHUR-FM	3. WASH-FM	3. WPGC-FM+	3. WJMD-FM	3. WASH-FM
4. WRQX-FM	4. WOOK-FM	4. WHUR-FM	4. WGAY-FM	4. WEZR-FM	4. WGAY-FM
5. WWDC	5. WWDC-FM	WOOK-FM	5. WHUR-FM	5. WGMS-FM+	5. WTOP
6. WKYS-FM	6. WRQX-FM	6. WGAY-FM	6. WOOK-FM	6. WTOP	6. WRC
7. WMZQ-FM	7. WKYS-FM	7. WWDC-FM	7. WJMD-FM	7. WASH-FM	7. WJMD-FM

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	163 (2)	1161 (7)	1324 (9)	35.3
BIFL MUSIC	46 (1)	574 (3)	620 (4)	16.5
BLACK	101 (2)	456 (2)	557 (4)	14.8
MOR	474 (2)		474 (2)	12.6
NEWS/INFO/TALK	274 (2)		274 (2)	7.3
COUNTRY	96 (2)	164 (2)	260 (4)	6.9
CLASSICAL	21 (1)	95 (1)	116 (2)	3.1
RELIGION	78 (2)	21 (1)	99 (3)	2.6
UNKNOWN	27 (1)		27 (1)	0.7
			3751 (31)	

WASHINGTON ADI

OTHER LISTED STATIONS/METRO SHARE

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	WAVA-FM	105.1	1.4
1. WPGC-FM+	1. WPGC-FM+	1. WMAL	WDON	1540	.6
2. WMAL	2. WMAL	2. WPGC-FM+	WEAM	1390	.3
3. WGAY-FM	3. WGAY-FM	3. WOOK-FM	WEEL	1310	.6
4. WOOK-FM	4. WOOK-FM	4. WMZQ-FM	WFAX	1220	.6
5. WASH-FM	5. WASH-FM	5. WGAY-FM	WGAY	1050	1.1
6. WJMD-FM	6. WWDC-FM	6. WHUR-FM	WHFS-FM	102.3	1.7
7. WHUR-FM	7. WTOP	7. WRC	WOL	1450	2.1
8. WWDC-FM	8. WRC	8. WTOP	WPIK	730	1.7
9. WMZQ-FM	9. WJMD-FM	9. WGMS-FM	WXRA-FM	105.9	.9
10. WRQX-FM	10. WRQX-FM	10. WASH-FM	WUST	1120	1.3
11. WRC	11. WKYS-FM		WWDC	1260	1.9
12. WTOP	12. WHUR-FM		WYCB	1340	.7
13. WKYS-FM	13. WGMS-FM+		WFSI-FM	107.9	.5
14. WGMS-FM+	14. WMZQ-FM				
15. WEZR-FM	15. WWDC				

ADI FM SHARE: 66.57% (3009 of 4520) (O/N 77: 62.81%)

AM STATIONS

WMAL, 630, 5 KW, MOR	ABC-I, \$154.38 (Mc-Guild)	ABC
WRC, 980, 5 KW, NEWS	NBC, \$ 72.50 (Eastman)	NBC
WTOP, 1500, 50 KW, NEWS	CBS, \$ 80.62 (CBS Spot)	Outlet
WWDC, 1260, 5 KW, CONTEMP	ABC-C, \$ 30.00 (Blair)	

FM STATIONS

WAVA-FM, 105.1, 50 KW @ 500, SOFT CONTEMP	, \$ 35.00 (CBS FM)	
WASH-FM, 97.1, 23 KW @ 690, ROCK	, \$ 81.75 (Metro)	Metromedia
WEZR-FM, 106.7, 50 KW @ 500, BTFL MUS (Schulke)	, \$ 29.00 (Groskin)	EZ
WGAY-FM, 99.5, 21 KW @ 780, BTFL MUSIC	, \$108.58 (Katz)	Greater Media
WGMS-FM+, 103.5, 20 KW @ 435, CLASSICAL	, \$ 60.00 (RKO)	RKO
WHUR-FM, 96.3, 24 KW @ 669, BLACK	, \$ 50.00 (----)	Howard Univ
WJMD-FM, 94.7, 50 KW @ 780, BTFL MUS (Bonne)	, \$ 56.25 (Christal)	SJR
WKYS-FM, 93.9, 50 KW @ 485, ROCK/DISCO	, \$ 50.50 (Eastman)	NBC
WMZQ-FM, 98.7, 50 KW @ 485, COUNTRY	, \$ 42.00 (Howard)	Sonderling
WOOK-FM, 100.3, 18 KW @ 320, BLACK	, \$ 72.50 (UBC)	United
WPGC-FM+, 95.5, 50 KW @ 496, ROCK	, \$130.00 (Torbet)	First Media
WRQX-FM, 107.3, 50 KW @ 410, ROCK	ABC-F, \$ 45.50 (Mc-Guild)	ABC
WWDC-FM, 101.1, 50 KW @ 500, AOR	, \$ 60.00 (Blair)	

TV STATIONS

WDCA Washington 20 IND	WTOP Washington 9 CBS, Detroit News
WJLA Washington 7 ABC, Allbritton	WTTG Washington 5 IND, Metromedia
WRC Washington 4 NBC, NBC	WHAG Washington 25 NBC

NEWSPAPERS

Washington Star	E	349,475, Time-Life
Washington Post	M	541,074, Post-Newsweek

WEST PALM BEACH

SRDS Market # 77
 FCC Revenue Rank # 102
 FCC Income Rank # 301
 APR 16.4
 SMSA Pop: 501,800

Revenue : \$3,073,205
 Income : \$ -276,186
 FM Rev : \$1,375,529
 FM Inc : \$ -166,581
 Comb Rev : \$4,448,734
 Comb Inc : \$ -442,767

National Rev : \$671,873
 Nat Rev per Cap : \$1.34
 Tot Rev per Cap : \$8.87
 Tot Inc per Cap : \$-.88
 Profit Margin : N/A

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEAT-FM 119/16.9	18.6	12.1	1. WEAT-FM 145	1. WEAT-FM 1467/28.5
2. WIRK-FM 82/11.7	9.1	6.2	2. WIRK-FM 92	2. WIRK-FM 865/16.7
3. WHYI-FM 46/ 6.5	4.6	5.2	3. WHYI-FM 46	3. WHYI-FM 705/16.0
4. WGMW-FM 40/ 5.7	4.6	3.9	4. WGMW-FM 40	4. WIRK 623/13.3
5. WSBR 35/ 5.0	1.3	2.3	5. WSBR 35	5. WGMW-FM 423/ 9.8
6. WKQS-FM 34/ 4.8	---	---	6. WKQS-FM 34	6. WKQS-FM 412/ 9.6
7. WPBR 31/ 4.4	5.9	3.7	7. WPBR 31	7. WEAT 404/ 9.2
8. WJNO-FM 27/ 3.8	9.7	7.2	8. WJNO-FM 29	8. WJNO-FM 397/ 8.2
9. WIRK 25/ 3.6	5.9	6.8	9. WIRK 26	9. WLYF-FM 371/ 8.7
WPOM 25/ 3.6	3.1	5.2	10. WPOM 25	10. WQAM 367/ 7.0

12+ FM SHARE (METRO): 65.84% (426 of 647) (O/N 77: 55.79%)
 12+ FM SHARE (TSA) : 66.81% (465 of 696) (O/N 77: 56.74%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 64	12+ TSA AMD
1. WHYI-FM	1. WIRK-FM	1. WIRK-FM	1. WIRK-FM	1. WEAT-FM	1. WEAT-FM
2. WNGS-FM	2. WHYI-FM	2. WEAT-FM	2. WEAT-FM	2. WIRK-FM	2. WIRK-FM
3. WRBD	3. WJNO-FM	3. WGMW-FM	3. WGMW-FM	3. WGMW-FM	3. WHYI-FM
4. WJNO-FM	4. WIRK	4. WIRK	4. WIRK	4. WJNO	4. WJNO

OTHER RATED STATIONS/METRO SHARE

WDBF 1420 .4	WAXY-FM 105.9 2.0	WLYF-FM 101.5 3.1
WJNO 1230 3.0	WCKO-FM 102.7 .4	WMJX-FM 96.3 .4
WLIZ 1380 .6	WGBS 710 .6	WQAM 560 .9
WNGS-FM 92.1 2.6	WINZ 940 1.1.	WRBD 1470 2.7
WEAT 850 3.0	WIOD 610 1.6	WSHE-FM 103.5 2.1
WALA-FM 97.3 .4	WL0D 980 1.1	

FORMATS

	AM	FM	TOTAL	%
BTFM MUSIC	8 (1)	215 (4)	223 (5)	34.5
ROCK/CONTEMP	31 (2)	123 (6)	154 (8)	23.8
COUNTRY	21 (1)	82 (1)	103 (2)	15.9
MOR	39 (4)	3 (1)	42 (5)	6.5
NEWS/INFO/TALK	39 (2)		39 (2)	6.0
BLACK/DISCO	44 (2)	3 (1)	47 (3)	7.3
BIG BAND	35 (1)		35 (1)	5.4
RELIGION	4 (1)		4 (1)	0.6
			<u>647 (27)</u>	

AM STATIONS

WEAT, 850, 1 KW , COUNTRY	ABC-I, \$38.00 (Katz)	Curt Gowdy
WIRK, 1290, 5 KW/1 KW , CONTEMP	, \$26.50 (Mc-Guild)	
WJNO, 1230, 1 KW/250 W, MOR	CBS, \$10.50 (PRO)	
WPBR, 1340, 1 KW/250 W, NEWS/TALK	MBS, \$13.25 (Smith)	
WPOM, 1600, 1 KW , DISCO (Drake-Chen)	MBS, \$19.00 (Buckley)	
WSBR, 740, 1 KW (Days), BIG BAND	, \$11.20 (-----)	

FM STATIONS

WEAT-FM, 104.5, 100 KW @ 520, BTFM MUS (Schulke)	, \$38.00 (Katz)
WGMW-FM, 94.3, 3 KW @ 300, BTFM MUS (KalaMusic)	, \$11.00 (Sav-Gates)
WIRK-FM, 107.9, 100 KW @ 400, COUNTRY	, \$26.50 (Mc-Guild)
WNGS-FM, 92.1, 3 KW @ 280, ROCK	, \$21.00 (-----)

WICHITA

SRDS Market # 97
 FCC Revenue Rank # 54
 FCC Income Rank # 56
 APR 15.4
 SMSA Pop: 391,700

Revenue : \$5,720,533
 Income : \$ 642,129
 FM Rev : \$1,402,740
 FM Inc : \$ 185,731
 Comb Rev : \$7,123,273
 Comb Inc : \$ 827,860

National Revenue : \$598,987
 Nat Rev per Cap : \$1.53
 Total Rev per Cap: \$18.19
 Total Inc per Cap: \$2.11
 Profit Margin : 11.6%

12+ METRO 1/4/SHARE	A/M 78	O/N 77	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEYN-FM 86/17.3	12.7	18.0	1. KEYN-FM 127	1. KFDI 1485/26.1
2. KFDI 68/13.7	13.3	14.2	2. KFDI 126	2. KEYN-FM 1412/31.8
3. KLEO 57/11.4	12.5	16.0	3. KLEO 76	3. KLEO 1404/30.0
4. KBRA-FM 48/ 9.6	11.5	8.9	4. KFHH 59	4. KFHH 1201/23.6
5. KAKE 47/ 9.4	11.1	10.4	5. KBRA-FM 57	5. KAKE 1020/26.1
6. KFHH 41/ 8.2	10.1	10.4	6. KICT-FM 51	6. KBRA-FM 717/16.8
7. KICT-FM 32/ 6.4	3.8	4.0	7. KAKE 50	7. KARD-FM 630/12.3
8. KARD-FM 28/ 5.6	6.3	4.4	8. KARD-FM 40	8. KICT-FM 581/10.7
9. KFDI-FM 25/ 5.0	4.4	3.6	9. KFDI-FM 30	9. KEYN 563/15.5
10. KEYN 18/ 3.6	3.0	---	10. KEYN 21	10. KFDI-FM 533/11.6

12+ FM SHARE (METRO): 47.75% (223 of 467) (O/N 77: 43.30%)
 12+ FM SHARE (TSA) : 47.18% (309 of 655) (O/N 77: 43.05%)

TEENS	18 - 34	18 - 49	25 - 49	35 - 49	12+ TSA AMD
1. KEYN-FM	1. KEYN-FM	1. KEYN-FM	1. KAKE	1. KFDI	1. KFDI
2. KLEO	2. KLEO	2. KLEO	2. KFDI	2. KBRA-FM	2. KEYN-FM
	3. KAKE	3. KAKE	3. KEYN-FM	3. KFHH	3. KFHH
	4. KFDI-FM	4. KFDI	4. KLEO	4. KICT-FM	4. KLEO

OTHER RATED STATIONS/METRO SHARE

KDRB-FM 95.9 .8 KOYY 1360 .4 KSGL 900 2.2

FORMATS

	AM	FM	TOTAL	%
ROCK/CONTEMP	75 (2)	122 (3)	197 (5)	42.2
COUNTRY	109 (2)	25 (1)	134 (3)	28.7
MOR	49 (2)		49 (2)	10.5
BTFL MUSIC		76 (2)	76 (2)	16.3
RELIGION	11 (1)		11 (1)	2.4
			467 (13)	

AM STATIONS

KAKE, 1240, 1 KW/250 W, MOR ABC-E, \$20.75 (Katz)
 KEYN, 1410, 5 KW/1 KW, ROCK, \$16.80 (Mc-Guild) American
 KFDI, 1070, 10 KW/1 KW, COUNTRY MBS, \$26.00 (Torbet) Great Empire
 KFHH, 1330, 5 KW, COUNTRY CBS, \$23.18 (Blair)
 KLEO, 1480, 5 KW/1 KW, ROCK, \$25.50 (Christal) Swanson

FM STATIONS

KARD-FM, 107.3, 100 KW @ 884, BTFL MUS (Bonne), \$17.50 (HR/Stone) Kansas State Net
 KBRA-FM, 97.9, 85 KW @ 420, BTFL MUS (Schulke), \$23.18 (Blair)
 KEYN-FM, 103.7, 100 KW @ 860, ROCK, \$21.60 (Mc-Guild) American
 KFDI-FM, 101.3, 100 KW @ 444, COUNTRY MBS, \$ 9.00 (Torbet) Great Empire
 KICT-FM, 95.1, 100 KW @ 550, AOR (Burk-Abr), \$ 9.00 (Katz)

TV STATIONS

KAKE Wichita 10 ABC
 KARD Wichita 3 NBC, Kansas City Network
 KTVH Hutchinson 12 CBS, Minneapolis Star & Tribune

NEWSPAPER

Wichita Eagle, Beacon ME 167,749, Knight-Ridder

CONTINUATION PAGE

Due to a lack of space four individual markets are not complete in their information. The remaining information for these markets is listed on this page.

TOLEDO TV STATIONS

WDHO	Toledo	24	ABC
WSPD	Toledo	13	NBC, Stoner
WTOL	Toledo	11	CBS, Cosmos

TOLEDO NEWSPAPER

Toledo Blade	E	170,617
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TUCSON TV STATIONS

KGUN	Tucson	9	ABC, May
KVOA	Tucson	4	NBC, Donrey
KOLD	Tucson	13	CBS, Detroit News
KZAZ	Nogales	11	IND

TUCSON NEWSPAPER

Tucson Star, Citizen	ME	123,666
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WEST PALM BEACH TV STATIONS

WPEC	West Palm Beach	12	ABC, Photo Electronics
WPTV	West Palm Beach	5	NBC, Scripps-Howard

WEST PALM BEACH NEWSPAPER

Palm Beach Post, Times	ME	98,524
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FRESNO TV STATIONS

KAIL	Fresno	53	IND
KFTV	Hanford	21	IND, Span Int
KMJ	Fresno	24	NBC, McClatchy
KFSN	Fresno	30	CBS, Cap Cities
KJEO	Fresno	47	ABC, Retlaw
KMPH	Tulare	26	IND

FRESNO NEWSPAPER

Fresno Bee	E	110,688, McClatchy
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INTERMEDIATE MARKETS

In the Spring 78 edition of American Radio I included twenty of Arbitron's "intermediate markets". Below are those markets which were not available at that time.

For intermediate markets Arbitron publishes a six page report based upon data derived from diaries which were placed in April of 1978.

The data from these markets is not included in any of the tables in Section I. All figures are 12+ Metro Share, 1/4 HR AVG, Broadcast Week.

GRAND JUNCTION, CO

1. KEXO	28.3	KEXO, 1230, 500W (Days), CONTEMP, Greentree
2. KQIL	21.7	KQIL, 1340, 1 KW/250W, COUNTRY
3. KQIX-FM	11.7	KQIX-FM, 93.1, 25 KW @ -170, CONTEMP
4. KREX-FM	10.0	KREX-FM, 92.3, 30 KW @ -42, BTFL MUS
5. KSTR	8.3	KSTR, 620, 5 KW (Days), COUNTRY
6. KREX	6.7	KREX, 1100, 50 KW/10 KW, MOR

CLOVIS, NM

1. KTQM-FM	33.3	KTQM-FM, 99.9, 100 KW @ 360, CONTEMP
2. KCLV	21.4	KCLV, 1240, 1 KW/250 W, ROCK
3. KKQQ-FM	16.7	KKQQ-FM, , 100 KW @ 300, ? ? ?
4. KWKA	11.9	KWKA, 680, 500W, COUNTRY
5. KICA	2.4	KICA, 980, 1 KW, MOR

ROSWELL, NM

1. KBCQ	27.6	KBCQ, 1020, 50 KW/10 KW, ROCK
2. KBIM	19.0	KBIM, 910, 5 KW/500W, MOR
3. KBIM-FM	17.2	KBIM-FM, 94.9, 100 KW @ 1600, BTFL MUS
4. KRSY	15.5	KRSY, 1230, 1 KW/250W, COUNTRY
5. KRIZ-FM	12.1	KRIZ-FM, 97.1, 25 KW @ 104, MOR

WALLA WALLA, WASH

1. KTEL	22.2	KTEL, 1490, 1 KW/250W, COUNTRY
KUJ	22.2	KUJ, 1420, 5 KW, CONTEMP
3. KHIT	11.1	KHIT, 1320, 1 KW (Days), MOR
KONA-FM	11.1	See Kennewick
5. KSXT-FM	5.6	KSXT-FM, 97.1, 50 KW @ 1340, ROCK
KONA	5.6	See Kennewick
7. KEXI-FM	3.7	KEXI-FM, 93.3, 28 KW @ -130, MOR

RICHLAND-PASCO-KENNEWICK, WASH

1. KALE	14.0	KALE, 960, 5 KW/1 KW, CONTEMP, Sterling
KONA	14.0	KONA, 610, 5 KW, MOR
KORD-FM+	14.0	KORD-FM+, 102.7, 100 KW @ 863, ROCK
4. KONA-FM	11.9	KONA-FM, 105.3, 100 KW @ 1180, BTFL MUS
5. KOTY	10.5	KOTY, 1340, 1 KW/250W, COUNTRY
KXDD-FM	10.5	KXDD-FM, 106.3, 2.7 KW @ 160, ROCK

RAPID CITY, SD

1. KOTA	26.1	KOTA, 1380, 5 KW, MOR, Duhamel
2. KIMM	19.3	KIMM, 1150, 5 KW (Days), COUNTRY
3. KKHJ-FM	15.9	KKHJ-FM, 93.9, 60 KW @ 200, CONTEMP
4. KKLS	13.6	KKLS, 920, 1 KW (Days), CONTEMP, Ingstad
5. KGGG-FM	9.1	KGGG-FM, 100.3, 100 KW @ 450, CONTEMP
KTOQ	9.1	KTOQ, 1340, 1 KW/250W, COUNTRY
7. KRCS-FM	3.4	KRCS-FM, 93.1, 52 KW @ 1060, ? ? ?

CASPER, WY

1. KATI	32.8	KATI, 1400, 1 KW/250W, CONTEMP
2. KVOC	26.2	KVOC, 1230, 1 KW/250W, COUNTRY
3. KTWO	23.0	KTWO, 1030, 50 KW, MOR, Harriscope
4. KAWY-FM	11.5	KAWY-FM, 94.5, 25 KW @ ?, AOR

ODESSA, TX

1. KRIG	20.3	KRIG, 1410, 1 KW, ROCK
2. KOZA	14.6	KOZA, 1230, 1 KW/250W, CONTEMP
3. KYXX	11.4	KYXX, 920, 1 KW/500W, COUNTRY, Wayne
4. KQIP-FM	9.8	KQIP-FM, 96.9, 100 KW @ 420, BTFL MUS
5. KOYL	8.9	KOYL, 1310, 1 KW (Days), COUNTRY
6. KBAT-FM	7.3	KBAT-FM, 93.3, 100 KW @ 500, COUNTRY (MIDLAND)
7. KNFM-FM	4.9	KNFM-FM, 92.3, 100 KW @ 390, MOR (MIDLAND)
8. KWMJ-FM	4.1	KWMJ-FM, 103.3, 100 KW @ 923, BTFL MUS, Mayes (MIDLAND)
9. KKKK-FM	3.3	KKKK-FM, 99.1, 100 KW @ 413, RELIGION (MIDLAND)
10. KCRS	2.4	KCRS, 550, 5 KW/1 KW, MOR, Mayes (MIDLAND)

MISSOULA, MT

1. KYLT	25.8	KYLT, 1340, 1 KW/250W, ROCK
2. KYSS	16.7	KYSS, 930, 5 KW (Days), MOR
3. KGRZ	15.2	KGRZ, 1450, 1 KW/250W, COUNTRY, Ingstad
4. KGVO	13.6	KGVO, 1290, 5 KW, CONTEMP, Western
5. KDXT-FM	10.6	KDXT-FM, 93.3, 50 KW @ 2576, ROCK
6. KYSS-FM	6.1	KYSS-FM, 94.9, 30 KW @ 7600, BTFL MUS
7. KYLT-FM	3.0	KYLT-FM, 100.1, 3 KW @ -810, ? ? ?

IDAHO FALLS, ID

1. KTEE	35.4	KTEE, 1260, 5 KW (Days), ROCK
2. KUPI+	22.8	KUPI+, 980, 1 KW (Days), COUNTRY
3. KID	19.0	KID, 590, 5 KW/1 KW, MOR
4. KID-FM	13.9	KID-FM, 96.1, 100 KW @ 1500, BTFL MUS
5. KSIH-FM	3.8	KSIH-FM, 94.9, 100 KW, BTFL/MOR (POCATELLO)
6. KBLI	1.3	KBLI, 690, 1 KW (Days), CONTEMP (BLACKFOOT)

GAINESVILLE, FL

1. WDVH	23.5	WDVH, 980, 5 KW (Days), COUNTRY
2. WGVL-FM	17.6	WGVL-FM, 105.5, 3 KW @ 300, AOR
3. WGGG	16.3	WGGG, 1230, 1 KW/250W, ROCK
4. WRUF	13.1	WRUF, 850, 5 KW, ROCK , Univ of Florida
5. WRUF-FM	10.5	WRUF-FM, 103.7, 27 KW @ 407, BTFL MUS, Univ of Florida
6. WAPE	4.6	See Jacksonville
7. WAKA	3.9	WAKA, 1390, 5 KW (Days), MOR

MONROE, LA

1. KNOE-FM	28.7	KNOE-FM, 101.9, 100 KW @ 1650, ROCK
2. KLIC	15.5	KLIC, 1230, 1 KW/250W, COUNTRY
3. KNOE	13.2	KNOE, 540, 5 KW/1 KW, CONTEMP
4. KWEZ-FM	11.6	KWEZ-FM, 104.1, 18 KW @ 216, BTFL MUS
5. KYEA-FM	8.5	KYEA-FM, 98.3, 1 KW, BLACK
6. KMLB	7.8	KMLB, 1440, 5 KW/1 KW, MOR
7. KREB-FM	3.9	KREB-FM, 106.1, 30 KW @ 190, COUNTRY

FT. SMITH, ARK

1. KISR-FM	15.4	KISR-FM, 93.7, 61 KW @ 19, ROCK	
2. KLCO-FM	14.4	KLCO-FM, 97.9, 100 KW @ 2000, ROCK	(POTEAU,OK)
3. KTCS-FM	13.9	KTCS-FM, 99.9, 36 KW @ 225, ? ?	
4. KINB-FM	12.4	KINB-FM, 107.3, 70 KW @ 1810, COUNTRY	(POTEAU,OK)
5. KFPW	10.0	KFPW, 1230, 1 KW/250W, MOR	
6. KTCS	9.0	KTCS, 1410, 1 KW (Days), COUNTRY	
7. KFSA	6.5	KFSA, 950, 1 KW/500W, CONTEMP, Donrey	
8. KRBB+	4.5	KRBB+, 1560, 250W (Days), COUNTRY	(SALLISAW,OK)
9. KFDF	3.5	KFDF, 1580, 1 KW (Days), ? ? ?	(VAN BUREN)

SECTION C

BURKE BROADCAST RESEARCH

INTRODUCTION

I am most pleased to be able to include in this edition the first data from Burke Broadcast Research.

The Burke name is well known among major advertisers and their agencies because for many years the company has specialized in doing recall research concerning advertising messages. Discussions about "Burke scores" are common in most large agencies.

With this experience in recall research it was a natural step for Burke to try its hand in radio audience research.

Burke radio research commenced in October 1978 in ten major markets. An additional ten markets were added in January 1979.

Burke will use a continuous interviewing technique. Each Burke market will be surveyed for forty eight weeks of the year. There will be twelve week quarters. A full report will be issued quarterly which will reflect the results of the twelve week interviewing period. Additionally Burke will provide broadcasters with monthly summaries.

Burke Broadcast Research uses the single telephone interview technique. Only one person per home is interviewed. "Yesterday listening" will determine quarter hour listening. Other techniques/questions will obtain cumulative audience data.

Burke will eventually provide additional demographic information, including income, education and occupation. Other marketing data will include retail, product and newspaper readership information. Some of this information will be available in the "Spring 79" issue of American Radio.

Will Burke be successful? It is, of course, far too early to tell. However, there does appear to be a consensus that Burke has a good chance for success. The company is well respected by advertisers and their agencies. This should help Burke Broadcast Research gain acceptance among agencies-the most important factor in determining the success of a new ratings service. Burke also appears to have made a long term commitment to making their service successful. The financial commitment has been made to provide the service for about two years. That should be enough time for Burke to prove its value.

One thing is certain-strong competition makes for a better product/service. I think we can look forward to a better radio research product in the coming years.

OBSERVATIONS CONCERNING THE FIRST BURKE REPORTS

Anyone who thinks the Burke data will generally correspond to or approximate the Arbitron data is in for a big surprise. There are some striking differences. The most important differences that I have noticed so far* are:

1. Radio listening are far higher according to Burke data. In fact Burke levels are 37.51% higher than Arbitron's. The mean Average Person Rating (APR) for the nine Burke-surveyed markets is 22.73. The mean for the same markets as surveyed by Arbitron is 16.53. If the Burke figures are accurate it can be translated into a 37% drop in radio CPM's. The resulting CPM would be one which no advertiser could ignore.

* The Burke reports arrived just prior to the publication of this edition of American Radio. A full and exact comparison was not possible.

2. Fewer stations are reported in the Burke surveys. For the nine Burke markets an average of 28.0 stations make the book. For the Arbitron reports an average of 33.6 stations are reported.

3. While average quarter hour figures increased by over 37% there does not appear to be a corresponding increase in cumulative audience figures. This means that Burke research indicates a much longer time-spent-listening (TSL) than does Arbitron.

4. While almost every major format had significant increases in quarter hour listening levels they did not share the increases equally. Burke data shows major increases for those formats which appeal to young adults.

This table shows each format's share of total radio listening (1/4 HR AVG, 12+, Broadcast Week, Metro) according to Burke and Arbitron:

	<u>Arbitron</u>	<u>Burke</u>	<u>Burke Difference</u>
ROCK/CONTEMP	32.09%	40.21%	+25.30%
BTFL MUSIC	16.05%	11.94%	-25.61%
BLACK/DISCO	12.02%	14.55%	+21.05%
NEWS/INFO/TALK	15.98%	13.87%	-13.20%
MOR	10.34%	8.50%	-17.79%
COUNTRY	5.46%	5.62%	+ 2.93%
CLASSICAL	2.42%	2.18%	- 9.92%
SPANISH	2.75%	1.46%	-46.91%
RELIGION	.76%	.17%	-77.63%
UNKNOWN/OTHER	1.62%	1.26%	-22.22%

IMPORTANT NOTE: As stated before Burke reported on 17% fewer stations than did Arbitron. Those stations which did not qualify for listening in Burke may tend to program some of the "minor" formats such as religion or ethnic. The big swings in those formats may be somewhat misleading.

BURKE INDIVIDUAL MARKET REPORTS

On the following pages are the Individual Market Reports for nine of the Burke markets. One other market (Dallas?) was not available by my deadline.

The reports are similar to those I do with Arbitron data. However, the only demo breaks are Metro Teens, Metro Adults 18-49, and 12+ TA (TSA) Morning Drive.

BOSTON (Based on Burke Data)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RATING</u>
1. WBZ 672/9.6	1. WBZ 920	1. WBZ 12327/26.6
2. WHDH 633/9.1	2. WVBF-FM 722	2. WRKO 9993/24.5
3. WJIB-FM 570/8.2	3. WHDH 702	3. WHDH 7421/22.1
4. WVBF-FM 536/7.7	4. WJIB-FM 611	4. WVBF-FM 7100/18.9
5. WBCN-FM 416/6.0	5. WRKO 558	5. WJIB-FM 5754/16.7
6. WRKO 411/5.9	6. WBCN-FM 517	6. WCOZ-FM 5464/13.1
7. WBOS-FM 409/5.9	7. WBOS-FM 484	7. WEEI 5259/15.6
8. WCOZ-FM 354/5.1	8. WCOZ-FM 478	8. WBCN-FM 4844/12.0
9. WEEI 348/5.0	9. WEEI 376	9. WBOS-FM 3671/10.4
10. WEEI-FM 271/3.9	10. WAAF-FM 363	10. WEEI-FM 3527/9.7
11. WROR-FM 223/3.2	11. WROR-FM 322	11. WROR-FM 3515/8.7
12. WITS 189/2.7	12. WEEI-FM 318	12. WAAF-FM 3355/4.2
13. WWEL-FM 129/1.9	13. WPJB-FM 261	13. WPJB-FM 3229/2.2
14. WWEL 114/1.6	14. WITS 205	14. WBZ-FM 2867/6.6
15. WBZ-FM 105/1.5	15. WCGY-FM 159	15. WITS 2748/8.1

12+ FM SHARE (METRO): 57.70% (3394 of 5882)
 12+ FM SHARE (TA) : 61.34% (4794 of 7815)
 AVERAGE PERSON RATING: 22.8

<u>TEENS</u>	<u>ADULTS 18 - 49</u>	<u>MSA EXCL CUME</u>	<u>12+ TA AMD</u>
1. WVBF-FM	1. WHDH	1. WBZ	1. WBZ
2. WRKO	2. WBCN-FM	2. WEEI	2. WHDH
3. WCOZ-FM	3. WBZ	3. WJIB-FM	3. WRKO
4. WBCN-FM	4. WBOS-FM	4. WJIB-FM	4. WEEI
5. WBOS-FM	5. WJIB-FM	5. WRKO	5. WJIB-FM
6. WAAF-FM	6. WCOZ-FM	6. WROR-FM	6. WVBF-FM
7. WCGY-FM	7. WRKO	7. WBOS-FM	7. WBCN-FM
		8. WBCN-FM	
		9. WWEL	
		10. WVBF-FM	

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	443 (2)	2109 (9)	2552 (11)	43.4
MOR	1307 (3)	30 (1)	1337 (4)	22.7
BTFL MUSIC	114 (1)	774 (3)	888 (4)	15.1
NEWS/INFO/TALK	537 (2)		537 (2)	9.1
BLACK/DISCO	87 (1)	409 (1)	496 (2)	8.4
CLASSICAL		72 (1)	72 (1)	1.2
			5882 (24)	

CHICAGO (Based on Burke Data)

<u>12+ METRO 1/4/SHARE</u>		<u>12+ TA 1/4</u>		<u>12+ TA CUME/MSA CUME RAT</u>	
1. WLS	1292/9.0	1. WLS	2376	1. WLS	31125/28.4
2. WGN	1045/7.3	2. WMAQ	1609	2. WMAQ	17307/15.6
3. WMAQ	980/6.8	3. WGN	1454	3. WGN	16497/19.9
4. WBMX-FM	979/6.8	4. WBBM	1038	4. WBBM	13018/17.1
5. WBBM	900/6.2	5. WBMX-FM	1020	5. WBMX-FM	7121/10.6
6. WLOO-FM	782/5.4	6. WLOO-FM	831	6. WIND	6348/9.2
7. WVON	688/4.8	7. WVON	688	7. WLOO-FM	6131/9.2
8. WLAK-FM	615/4.3	8. WLAK-FM	652	8. WMET-FM	6005/9.4
9. WKQX-FM	519/3.6	9. WKQX-FM	568	9. WKQX-FM	5969/9.1
10. WFYR-FM	477/3.3	10. WLUP-FM	493	10. WFYR-FM	5776/8.9
11. WEFM-FM	443/3.1	11. WFYR-FM	489	11. WLAK-FM	5717/8.5
12. WLUP-FM	439/3.0	12. WEFM-FM	461	12. WBBM-FM	5477/8.4
13. WMET-FM	410/2.8	13. WIND	433	13. WLUP-FM	5414/8.0
14. WIND	398/2.8	14. WMET-FM	416	14. WVON	5231/8.2
15. WBBM-FM	392/2.7	15. WBBM-FM	414	15. WEFM-FM	5210/7.9
16. WCLR-FM	346/2.4	16. WCLR-FM	376	16. WDAI-FM	4518/6.9
17. WXRT-FM	297/2.1	17. WXRT-FM	298	17. WCFL	4496/6.4
18. WGCI-FM	268/1.9	18. WGCI-FM	290	18. WGCI-FM	3834/5.9
19. WDAI-FM	266/1.8	19. WDAI-FM	286	19. WCLR-FM	3768/5.8
20. WFMT-FM+	250/1.7	20. WFMT-FM+	264	20. WJPC	2974/4.4

12+ FM SHARE (METRO): 52.34% (6726 of 12851)

12+ FM SHARE (TA) : 45.52% (7129 of 15658)

AVERAGE PERSON RATING: 23.1

<u>TEENS</u>	<u>ADULTS 18 - 49</u>	<u>MSA EXCL CUME</u>	<u>12+ TA AMD</u>
1. WLS	1. WLS	1. WGN	1. WGN
2. WEFM-FM	2. WBMX-FM	2. WBBM	2. WLS
3. WMET-FM	3. WMAQ	3. WMAQ	3. WMAQ
4. WBMX-FM	4. WVON	4. WLS	4. WBBM
5. WKQX-FM	5. WGN	5. WLOO-FM	5. WJJD
WVON	6. WLOO-FM	6. WLAK-FM	6. WLOO-FM
7. WLUP-FM	7. WFYR-FM	7. WVON	7. WBMX-FM
		8. WBMX-FM	
		9. WFYR-FM	
		10. WBBM-FM	

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1292 (1)	3324 (9)	4616 (10)	35.9
BLACK/DISCO	902 (2)	1247 (2)	2149 (4)	16.7
MOR	1220 (2)	346 (1)	1566 (3)	12.2
BTFL MUSIC	110 (1)	1397 (2)	1507 (3)	11.7
COUNTRY	1131 (2)	206 (1)	1337 (3)	10.4
NEWS/INFO/TALK	1298 (2)		1298 (2)	10.1
CLASSICAL	44 (1)	206 (1)	250 (2)	1.9
VARIETY	128 (1)		128 (1)	1.0
			<u>12851 (28)</u>	

DETROIT (Based on Burke Data)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/METRO CUME RATING</u>
1. WJR 794/9.9	1. WJR 1126	1. WJR 13226/25.7
2. WRIF-FM 640/8.0	2. WRIF-FM 727	2. CKLW 11559/17.3
3. WABX-FM 603/7.5	3. WABX-FM 665	3. WRIF-FM 8611/21.2
4. WJR-FM 484/6.0	4. CKLW 644	4. WABX-FM 5891/15.0
5. WWWW-FM 462/5.7	5. WJR-FM 590	5. WWWW-FM 5823/15.2
6. WDRQ-FM 429/5.3	6. WDRQ-FM 491	6. WDRQ-FM 5679/14.5
7. WWJ 351/4.4	7. WWWW-FM 489	7. WWJ 5657/14.8
8. WJZZ-FM 345/4.3	8. WJZZ-FM 377	8. WJR-FM 4226/ 9.9
9. WJLB 332/4.1	WWJ 377	9. WNIC-FM 4193/ 9.7
10. CKLW 318/3.9	10. WXYZ 355	10. WXYZ 3954/10.3
11. WXYZ 292/3.6	11. WJLB 332	11. WOMC-FM 3387/ 8.9
12. WNIC-FM 279/3.5	12. WNIC-FM 328	12. WJLB 3289/ 9.2
13. WOMC-FM 268/3.3	13. WOMC-FM 314	13. WJZZ-FM 3189/ 8.1
14. WGPR-FM 260/3.2	14. WMJC-FM 281	14. WWJ-FM 2545/ 6.1
15. WWJ-FM 223/2.8	15. WGPR-FM 261	15. CKLW-FM 2403/ 4.9
16. WMJC-FM 222/2.8	16. WDEE 247	16. WDEE 2402/ 6.2
17. WDEE 209/2.6	17. WWJ-FM 229	17. WMJC-FM 2262/ 5.6
18. WCHB 158/2.0	18. CKLW-FM 175	18. WGPR-FM 2063/ 5.8
19. WCZY-FM 145/1.8	19. WCHB 161	19. WCHB 1819/ 5.1
20. CKLW-FM 132/1.6	20. WCZY-FM 155	20. WWKR 1647/ 4.1

12+ FM SHARE (METRO): 63.54% (4564 of 7183)
 12+ FM SHARE (TA) : 60.12% (5155 of 8574)
 AVERAGE PERSON RATING: 22.7

<u>TEENS</u>	<u>ADULTS 18 - 49</u>	<u>MSA EXCL CUME</u>	<u>12+ TA AMD</u>
1. WDRQ-FM	1. WRIF-FM	1. WJR	1. WJR
2. WRIF-FM	2. WABX-FM	2. WWJ	2. CKLW
3. WABX-FM	3. WJR	3. WJLB	3. WWJ
4. WWWW-FM	4. WWWW-FM	4. WJR-FM	4. WRIF-FM
5. WJLB	5. CKLW	5. WDEE	5. WJR-FM
6. WNIC-FM	6. WJZZ-FM	6. WWJ-FM	6. WWWW-FM
7. CKLW	7. WOMC-FM	7. CKLW	7. WDRQ-FM
		8. WJZZ-FM	
		9. WOMC-FM	
		10. WXYZ	

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	443 (3)	2707 (7)	3150 (10)	43.9
MOR	834 (2)	268 (2)	1102 (4)	15.3
BTFL MUSIC		852 (3)	852 (3)	11.9
BLACK/DISCO	490 (2)	260 (1)	750 (3)	10.4
NEWS/INFO/TALK	643 (2)		643 (2)	9.0
COUNTRY	209 (1)	132 (1)	341 (2)	4.7
JAZZ		345 (1)	345 (1)	4.8
			<u>7183 (25)</u>	

HOUSTON (Based on Burke Data)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RAT</u>
1. KMJQ-FM 662/13.4	1. KMJQ-FM 688	1. KILT 5267/20.9
2. KRBE-FM 506/10.2	2. KRBE-FM 537	2. KRBE-FM 4625/19.3
3. KIKK-FM 404/ 8.2	3. KIKK-FM 424	3. KMJQ-FM 3369/14.2
4. KILT 334/ 6.7	4. KILT 377	4. KIKK-FM 3080/12.8
5. KILT-FM 247/ 5.0	5. KTRH 292	5. KTRH 3046/11.6
KTRH 247/ 5.0	6. KILT-FM 264	6. KILT-FM 3026/12.7
7. KENR 227/ 4.6	7. KYND-FM 237	7. KPRC 2542/11.1
8. KYND-FM 224/ 4.5	8. KENR 227	8. KYND-FM 2364/10.4
9. KAUM-FM 186/ 3.8	9. KAUM-FM 188	9. KENR 2183/ 9.9
10. KRLY-FM 166/ 3.4	10. KLOL-FM 170	10. KULF 1980/ 8.8
11. KULF 163/ 3.3	11. KRLY-FM 166	11. KLOL-FM 1947/ 8.4
12. KLOL-FM 161/ 3.3	12. KULF 164	12. KAUM-FM 1805/ 8.1
13. KQUE-FM 155/ 3.1	13. KQUE-FM 157	13. KRLY-FM 1709/ 7.7
14. KPRC 107/ 2.2	14. KPRC 116	14. KYOK 1657/ 7.1
15. KYOK 99/ 2.0	15. KYOK 101	15. KIKK 1256/ 5.5

12+ FM SHARE (METRO): 62.68% (2792 of 4454)
 12+ FM SHARE (TA) : 63.03% (2966 of 4706)
 AVERAGE PERSON RATING: 22.5

TEENS

1. KRBE-FM
2. KMJQ-FM
3. KILT
4. KILT-FM
5. KRLY-FM
6. KAUM-FM
7. KIKK-FM

ADULTS 18 - 49

1. KMJQ-FM
2. KIKK-FM
3. KRBE-FM
4. KILT
5. KILT-FM
6. KLOL-FM
7. KENR

MSA EXCL CUME

1. KMJQ-FM
2. KENR
3. KPRC
4. KILT
5. KIKK-FM
6. KTRH
7. KRBE-FM
8. KLVL
9. KYND-FM
10. KYOK

12+ TA AMD

1. KMJQ-FM
2. KILT
3. KIKK-FM
4. KRBE-FM
5. KTRH
6. KILT-FM
7. KENR

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	396 (2)	1266 (5)	1662 (7)	37.3
BLACK/DISCO	151 (2)	662 (1)	813 (3)	18.3
COUNTRY	402 (3)	404 (1)	806 (4)	18.1
NEWS/INFO/TALK	354 (2)		354 (2)	7.9
BTFL MUSIC	23 (1)	305 (2)	328 (3)	7.4
MOR	163 (1)	155 (1)	318 (2)	7.1
RELIGION	70 (2)		70 (2)	1.6
SPANISH	55 (1)		55 (1)	1.2
CLASSICAL		48 (1)	48 (1)	1.1
			<u>4454 (25)</u>	

LOS ANGELES (Based on Burke Data)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RATING</u>
1. KMET-FM 1314/7.8	1. KMET-FM 1742	1. KMET-FM 12581/13.6
2. KABC 1018/6.0	2. KABC 1089	2. KNX 11023/11.2
3. KDAY 704/4.2	3. KNX 860	3. KFI 10105/ 8.0
4. KUTE-FM 679/4.0	4. KUTE-FM 848	4. KLOS-FM 9458/11.1
5. KNX 673/4.0	5. KBIG-FM 815	5. KABC 9391/11.6
6. KBIG-FM 661/3.9	6. KLOS-FM 742	6. KHJ 9097/11.6
7. KLOS-FM 655/3.9	7. KDAY 722	7. KFVB 8591/11.0
8. KJOI-FM 632/3.7	8. KRTH-FM 707	8. KTNQ 7937/ 8.9
9. KFVB 629/3.7	9. KJOI-FM 694	9. KRTH-FM 7781/ 8.5
10. KHJ 562/3.3	10. KFVB 656	10. KBIG-FM 7504/ 8.3
11. KRLA 555/3.3	11. KFI 639	11. KIIS-FM 7194/ 8.1
12. KRTH-FM 540/3.2	12. KRLA 595	12. KRLA 7027/ 8.7
13. KLAC 465/2.8	13. KHJ 584	13. KUTE-FM 5997/ 7.4
14. KTNQ 433/2.6	14. KLAC 546	14. KJOI-FM 5956/ 7.4
15. KMPC 420/2.5	15. KIIS-FM 536	15. KLAC 5938/ 6.5
16. KOST-FM 413/2.4	16. KTNQ 504	16. KMPC 5603/ 7.0
17. KIIS-FM 409/2.4	17. KMPC 446	17. KIQQ-FM 5277/ 6.6
18. KFI 391/2.3	18. KOST-FM 445	18. KNX-FM 5237/ 5.9
19. KWST-FM 374/2.2	19. KIQQ-FM 394	19. KWST-FM 5074/ 6.3
20. KIQQ-FM 369/2.2	20. KWST-FM 390	20. KDAY 4208/ 5.4

12+ FM SHARE (METRO): 54.73% (7970 of 14563)

12+ FM SHARE (TA) : 55.59% (9364 of 16844)

AVERAGE PERSON RATING: 22.9

<u>TEENS</u>	<u>ADULTS 18 - 49</u>	<u>MSA EXCL CUME</u>	<u>12+ TA AMD</u>
1. KMET-FM	1. KMET-FM	1. KABC	1. KABC
2. KHJ	2. KDAY	2. KFVB	2. KMET-FM
3. KTNQ	3. KLOS-FM	3. KJOI-FM	3. KFVB
4. KUTE-FM	4. KUTE-FM	4. KNX	4. KNX
5. KDAY	5. KRTH-FM	5. KLAC	5. KBIG-FM
6. KLOS-FM	6. KABC	6. KBIG-FM	6. KFI
7. KIIS-FM	7. KRLA	7. KMPC	7. KHJ
		8. KFI	
		9. KRLA	
		10. KOST-FM	

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	1827 (5)	4587 (10)	6414 (15)	44.0
NEWS/INFO/TALK	2320 (3)		2320 (3)	15.9
BLACK/DISCO	812 (2)	978 (3)	1790 (5)	12.3
BTFL MUSIC		1706 (3)	1706 (3)	11.7
MOR	919 (3)		919 (3)	6.3
COUNTRY	465 (1)	108 (1)	573 (2)	3.9
UNKNOWN		301 (1)	301 (1)	2.1
CLASSICAL	113 (1)	179 (1)	292 (2)	2.0
SPANISH	137 (1)	111 (1)	248 (2)	1.7
			<u>14563 (36)</u>	

MIAMI (Based on Burke Data)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/METRO CUME RATING</u>
1. WHYI-FM 567/12.5	1. WHYI-FM 687	1. WHYI-FM 6022/25.4
2. WMJX-FM 303/ 6.7	2. WMJX-FM 316	2. WMJX-FM 3335/14.9
3. WINZ 225/ 5.0	3. WINZ 236	3. WQAM 3155/13.1
4. WINZ-FM 222/ 4.9	4. WINZ-FM 228	4. WIOD 2534/11.0
5. WLYF-FM 197/ 4.3	5. WQAM 207	5. WINZ 2470/11.0
6. WIOD 187/ 4.1	6. WLYF-FM 204	6. WLYF-FM 1852/ 8.9
7. WQAM 175/ 3.9	7. WIOD 196	7. WQBA 1852/ 8.9
8. WEDR-FM 159/ 3.5	8. WEDR-FM 159	8. WAXY-FM 1716/ 7.4
9. WWOK+ 156/ 3.4	WQBA 159	9. WINZ-FM 1645/ 7.5
10. WQBA 154/ 3.4	10. WWOK+ 158	10. WWOK+ 1480/ 7.2
11. WSDO-FM 134/ 3.0	11. WSDO-FM 135	11. WSHE-FM 1330/ 5.3
12. WWWL-FM 130/ 2.9	12. WGBS 132	12. WAIA-FM 1233/ 5.9
13. WAXY-FM 114/ 2.5	13. WWWL-FM 130	13. WGBS 1203/ 3.9
14. WAIA-FM 104/ 2.3	14. WAXY-FM 128	14. WWWL-FM 1147/ 5.6
WGBS 104/ 2.3	15. WAIA-FM 107	15. WSDO-FM 1095/ 5.2

12+ FM SHARE (METRO): 61.65% (2382 of 3864)
 12+ FM SHARE (TA) : 61.93% (2567 of 4145)
 AVERAGE PERSON RATING: 22.1

<u>TEENS</u>	<u>ADULTS 18 - 49</u>	<u>MSA EXCL CUME</u>	<u>12+ TA AMD</u>
1. WHYI-FM	1. WHYI-FM	1. WQBA	1. WHYI-FM
2. WMJX-FM	2. WMJX-FM	2. WINZ	2. WQAM
3. WEDR-FM	3. WINZ-FM	3. WHYI-FM	3. WINZ
4. WINZ-FM	4. WSDO-FM	4. WLYF-FM	4. WMJX-FM
5. WQAM	5. WQAM	5. WTMJ-FM	5. WEDR-FM
6. WSHE-FM	6. WIOD	6. WIOD	6. WIOD
7. WWWL-FM	7. WWWL-FM	7. WQAM	7. WQBA
		8. WKAT	
		9. WEDR-FM	
		10. WWOK+	

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	175 (1)	1558 (7)	1733 (8)	44.8
SPANISH	305 (4)	62 (1)	367 (5)	9.5
BTFL MUSIC	43 (1)	335 (3)	378 (4)	9.8
MOR	332 (3)	104 (1)	436 (4)	11.3
BLACK/DISCO	119 (2)	221 (2)	340 (4)	8.8
NEWS/INFO/TALK	328 (3)		328 (3)	8.5
COUNTRY	179 (2)	35 (1)	214 (3)	5.5
CLASSICAL		67 (1)	67 (1)	1.7
			<u>3864 (32)</u>	

NEW YORK (BASED ON BURKE DATA)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/METRO CUME RAT</u>
1. WKTU-FM 2666/9.3	1. WKTU-FM 2672	1. WABC 37043/23.3
2. WABC 2029/7.1	2. WABC 2353	2. WNBC 21683/12.4
3. WOR 1523/5.3	3. WOR 1720	3. WOR 20700/14.1
4. WPLJ-FM 1336/4.7	4. WPLJ-FM 1393	4. WCBS 20169/13.1
5. WBSL-FM 1293/4.5	5. WBSL-FM 1340	5. WINS 19637/14.1
6. WINS 1250/4.4	6. WCBS 1302	6. WPLJ-FM 18128/12.8
7. WCBS 1171/4.1	7. WINS 1271	7. WKTU-FM 17621/13.0
8. WHN 1007/3.5	8. WNBC 1234	8. WXLO-FM 15075/10.2
9. WRFM-FM 993/3.5	9. WHN 1121	9. WBSL-FM 13674/ 9.6
10. WNBC 954/3.3	10. WRFM-FM 1006	10. WCBS-FM 10431/ 7.2
11. WCBS-FM 928/3.3	11. WCBS-FM 960	11. WHN 10154/ 6.7
12. WXLO-FM 882/3.1	12. WXLO-FM 911	12. WNEW 10016/ 7.0
13. WNEW-FM 782/2.7	13. WNEW-FM 868	13. WNEW-FM 9606/ 6.5
14. WPAT-FM 700/2.5	14. WPAT-FM 722	14. WPIX-FM 9421/ 6.5
15. WNEW 658/2.3	15. WNEW 689	15. WPAT 8029/ 5.8
16. WMCA 594/2.1	16. WMCA 618	16. WRFM-FM 7612/ 5.4
17. WPAT 585/2.1	17. WQXR-FM+ 605	17. WPAT-FM 7163/ 5.0
18. WQXR-FM+ 451/1.6	18. WPAT 590	18. WMCA 5905/ 4.1
19. WPIX-FM 427/1.5	19. WPIX-FM 452	19. WYNY-FM 4474/ 3.2
20. WYNY-FM 420/1.5	20. WYNY-FM 431	20. WADO 4307/ 3.2

12+ FM SHARE (METRO): 53.00% (12271 of 23154)

12+ FM SHARE (TA) : 51.11% (12726 of 24899)

AVERAGE PERSON RATING: 21.0

<u>TEENS</u>	<u>ADULTS 18 - 49</u>	<u>MSA EXCL CUME</u>	<u>12+ TA AMD</u>
1. WKTU-FM	1. WKTU-FM	1. WINS	1. WOR
2. WABC	2. WABC	2. WOR	2. WABC
3. WPLJ-FM	3. WBSL-FM	3. WABC	3. WINS
4. WXLO-FM	4. WPLJ-FM	4. WCBS	4. WCBS
5. WNBC	5. WCBS-FM	5. WHN	5. WKTU-FM
6. WBSL-FM	6. WHN	6. WRFM-FM	6. WNBC
7. WLIR-FM	7. WNEW-FM	7. WPAT	7. WBSL-FM
		8. WKTU-FM	
		9. WCBS-FM	
		10. WPAT-FM	

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	2983 (2)	5264 (8)	8247 (10)	35.6
NEWS/INFO/TALK	4538 (4)		4538 (4)	19.6
BTFL MUSIC	754 (2)	2197 (4)	2951 (6)	12.7
BLACK/DISCO	186 (1)	3959 (2)	4145 (3)	17.9
MOR	658 (1)		658 (1)	2.8
COUNTRY	1007 (1)		1007 (1)	4.3
SPANISH	579 (2)		579 (2)	2.5
CLASSICAL	178 (1)	547 (2)	725 (3)	3.1
JAZZ		304 (1)	304 (1)	1.3
			<u>23154 (31)</u>	

PHILADELPHIA (Based on Burke Data)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/METRO CUME RATING</u>
1. KYW 822/9.0	1. WDAS-FM 910	1. KYW 11320/26.0
2. WDAS-FM 721/7.9	2. KYW 867	2. WFIL 9591/18.0
3. WFIL 571/6.3	3. WFIL 710	3. WIP 6530/14.4
4. WIP 501/5.5	4. WMMR-FM 630	4. WYSP-FM 6266/12.3
5. WCAU-FM 489/5.4	5. WYSP-FM 618	5. WMMR-FM 6262/12.2
6. WYSP-FM 483/5.3	6. WWSH-FM 608	6. WWSH-FM 6180/11.4
7. WWSH-FM 451/5.0	7. WIP 558	7. WCAU-FM 6150/12.5
8. WIOQ-FM 428/4.7	8. WCAU-FM 556	8. WCAU 5963/12.6
9. WMMR-FM 425/4.7	9. WIOQ-FM 538	9. WIFI-FM 5795/11.1
10. WCAU 376/4.1	10. WCAU 436	10. WIOQ-FM 5505/10.7
11. WDVR-FM 364/4.0	11. WDVR-FM 435	11. WDAS-FM 5472/11.7
12. WIFI-FM 343/3.8	12. WIFI-FM 413	12. WZZD 3593/ 7.9
13. WWDB-FM 305/3.4	13. WWDB-FM 310	13. WMGK-FM 3207/ 7.0
14. WMGK-FM 267/2.9	14. WMGK-FM 309	14. WDVR-FM 3185/ 7.0
15. WSNI-FM 250/2.7	15. WSNI-FM 293	15. WFLN-FM+ 2610/ 5.7
16. WFLN-FM+ 242/2.7	16. WFLN-FM+ 281	16. WDAS 2593/ 5.8
17. WZZD 192/2.1	17. WUSL-FM 225	17. WSNI-FM 2431/ 5.2
18. WDAS 168/1.8	18. WZZD 206	18. WUSL-FM 2406/ 4.5
19. WPEN 149/1.6	19. WDAS 202	19. WPEN 1945/ 4.2
20. WUSL-FM 147/1.6	20. WPST-FM 187	20. WWDB-FM 1777/ 4.3

12+ FM SHARE (METRO): 62.85% (5014 of 7978)
 12+ FM SHARE (TA) : 65.09% (6368 of 9783)
 AVERAGE PERSON RATING: 22.8

<u>TEENS</u>	<u>ADULTS 18 - 49</u>	<u>MSA EXCL CUME</u>	<u>12+ TSA AMD</u>
1. WIFI-FM	1. WDAS-FM	1. KYW	1. KYW
2. WDAS-FM	2. WYSP-FM	2. WIP	2. WDAS-FM
3. WIOQ-FM	3. WCAU-FM	3. WFIL	3. WFIL
4. WMMR-FM	4. WFIL	4. WWSH-FM	4. WIP
5. WYSP-FM	5. WMMR-FM	5. WDAS-FM	5. WCAU
6. WFIL	6. KYW	6. WCAU-FM	6. WMMR-FM
7. WZZD	7. WIOQ-FM	7. WCAU	7. WIOQ-FM
		8. WDVR-FM	
		9. WIFI-FM	
		10. WFLN-FM	

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	912 (3)	2743 (7)	3655 (10)	45.8
NEWS/INFO/TALK	1248 (3)	305 (1)	1553 (4)	19.7
BTFM MUSIC		1003 (4)	1003 (4)	12.6
MOR	501 (1)		501 (1)	6.3
BLACK/DISCO	285 (2)	489 (1)	774 (3)	9.7
COUNTRY		250 (1)	250 (1)	3.1
CLASSICAL	18 (1)	224 (1)	242 (2)	3.0
			<u>7978 (25)</u>	

WASHINGTON (Based on Burke Data)

<u>12+ METRO 1/4/SHARE</u>	<u>12+ TA 1/4</u>	<u>12+ TA CUME/MSA CUME RATING</u>
1. WPGC-FM+ 758/12.3	1. WPGC-FM+ 1035	1. WPGC-FM 7867/24.5
2. WMAL 586/ 9.5	2. WMAL 642	2. WMAL 7160/26.3
3. WHUR-FM 513/ 8.3	3. WHUR-FM 534	3. WWDC-FM 4454/15.2
4. WOOK-FM 432/ 7.0	4. WOOK-FM 486	4. WOOK-FM 3345/12.4
5. WWDC-FM 412/ 6.7	5. WWDC-FM 480	5. WASH-FM 3307/11.5
6. WGAY-FM 304/ 4.9	6. WASH-FM 344	6. WWDC 3033/11.0
7. WASH-FM 293/ 4.7	7. WGAY-FM 307	7. WRQX-FM 2793/10.1
8. WKYS-FM 214/ 3.5	8. WKYS-FM 261	8. WHUR-FM 2662/10.0
WRQX-FM 214/ 3.5	9. WRQX-FM 231	9. WKYS-FM 2521/ 8.7
10. WOL 208/ 3.4	10. WWDC 219	10. WGAY-FM 2462/ 9.4
11. WWDC 206/ 3.3	11. WOL 208	11. WTOP 2372/ 8.5
12. WGMS-FM+ 163/ 2.6	12. WMZQ-FM 195	12. WPGC 2371/ 7.9
13. WMZQ-FM 159/ 2.6	13. WGMS-FM+ 173	13. WGMS-FM+ 1985/ 7.3
14. WTOP 140/ 2.3	14. WPIK+ 167	14. WRC 1958/ 7.2
15. WRC 122/ 2.0	15. WTOP 150	15. WOL 1866/ 7.5

12+ FM SHARE (METRO): 69.00% (3709 of 5375)
 12+ FM SHARE (TA) : 69.83% (4286 of 6138)
 AVERAGE PERSON RATING: 24.7

<u>TEENS</u>	<u>ADULTS 18 - 49</u>	<u>MSA EXCL CUME</u>	<u>12+ TA AMD</u>
1. WPGC-FM+	1. WPGC-FM	1. WMAL	1. WPGC-FM+
2. WOOK-FM	2. WHUR-FM	2. WPGC-FM+	2. WMAL
3. WWDC-FM	3. WWDC-FM	3. WJMD-FM	3. WOOK-FM
4. WRQX-FM	4. WASH-FM	4. WHUR-FM	4. WHUR-FM
5. WKYS-FM	5. WMAL	5. WOOK-FM	5. WWDC-FM
6. WWDC	6. WOOK-FM	6. WASH-FM	6. WASH-FM
7. WHUR-FM	7. WOL	WGAY-FM	7. WMZQ-FM
		8. WWDC-FM	
		9. WRC	
		10. WMZQ-FM	

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/CONTEMP	311 (2)	1961 (7)	2272 (9)	42.3
BLACK/DISCO	208 (1)	945 (2)	1153 (3)	21.5
MOR	614 (2)		614 (2)	11.4
BTFL MUSIC	66 (1)	504 (3)	570 (4)	10.6
COUNTRY	62 (1)	208 (2)	270 (3)	5.0
NEWS/INFO/TALK	262 (2)		262 (2)	4.9
CLASSICAL	72 (1)	91 (1)	163 (2)	3.0
RELIGION	71 (1)		71 (1)	1.3
			<u>5375 (26)</u>	