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AMERICAN RADIO

Spring 1982



James H. Duncan, Jr.

ANNOUNCING!! A NEW PUBLICATION FROM JIM DUNCAN

RADIO IN THE UNITED STATES: 1976-1982

A Statistical History

I am proud and pleased to announce this new book from Jim Duncan, Editor and Publisher of American Radio. Radio in the United States will be a one volume statistical history of the radio medium and the tremendous changes it has gone through since 1976.

Radio in the United States will feature basically the same approach and procedures of American Radio. However, instead of covering one rating period it will cover 7 years. Each regular Arbitron market will be included as will the seven year ratings history of the principle stations in each market.

SOME OF THE DATA INCLUDED (a partial list...I'm still thinking up ideas)

- Revenue information for each market and nationally since 1976
- Station shares and cume ratings since 1976
- Format trends since 1977
- FM Share trends
- CPM and pricing trends
- Total listenership trends
- Group rankings since 1977
- Stations which have led various rankings since 1976
- Reps and their performance since 1977
- Syndicators and their performance since 1977
- Writings and analysis by Jim Duncan
- And much much more

AND JUST POSSIBLY, BELIEVE IT OR NOT...GRAPHS

You will want to have Radio in the United States in your library. You will refer to it many times over the years.

SOMETIME, SOMEHOW THIS BOOK WILL SAVE YOU A LOT OF WORK.

Radio in the United States will be issued in December, 1982. The price will be \$60.00. However, the price to you as an American Radio subscriber will be \$50.00 if you order and pay for the book prior to December 1, 1982.

Use the order form below or there is another form on the last page of this edition of American Radio.

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NOTES TO THIS EDITION OF AMERICAN RADIO

Enclosed is your brand new edition of American Radio. I am pleased to deliver this edition more than three week's earlier than last year's.

The next edition of American Radio is the Fall 82 edition. You will be receiving order forms in late December.

For you new subscribers I urge you to carefully review the "definitions" pages - B1-B3. They will help you to enjoy the book and to get your money's worth. If you have any questions or would like me to help you interpret the data please feel free to call me. My time is part of what you pay for and I will do nearly anything I can for a subscriber.

I had thought that I had Arbitron's permission to print some share figures for Teens, 18-34, 18-49, etc. Arbitron either withdrew the permission or the person granting permission did not have the authority to do so. The bottom line is that I had to destroy 425,000 printed pages and the share figures had to be excluded from the masters and the book reprinted. Such is life.

Please note the literature concerning my new publication, Radio in the United States: 1976-1982. The title isn't very sexy but I know the book will be. It will be released in December and the cost is only \$50.00 to American Radio subscribers (\$60.00 to others). In effect this work is a history of the radio medium since 1976. It will take the same general form as American Radio, but it will cover a seven year span. You will refer to it often and you will want it on your shelf. It will be a valuable and important work.

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AMERICAN RADIO
SPRING 1982 REPORT

Compiled and edited by:
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KALAMAZOO, MI 49003
August 1982
Volume VII, Number 1

INTRODUCTION

This is the 13th edition of American Radio. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at the following address:

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(2913 BRANDYWINE DR)
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I strongly urge all of you (particularly new subscribers) to carefully read the definitions pages at the beginning of Section B. This will help you understand all of the information given in the Individual Market Reports. However, if you have any questions please feel free to call me. I figure that my time and my call back to you is part of the subscription price. Also I always enjoy talking about 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.

Any corrections made by Arbitron to earlier published market reports are included if they were received by August 14, 1982.

Work on this edition was completed on August 14, 1982. Mailing will begin on August 23, 1982. Working on such tight deadlines may cause production problems. If your copy is defective in any way let me know and I will promptly mail another copy to you.

HIGHLIGHTS AND COMMENTS

DST AND INDIVIDUAL FORMATS

Without doubt the biggest news of this survey period were the results caused by the implementation of Arbitron's Differential Survey Treatment. The effects were twofold:

1. Dramatic increases in overall radio listening levels. In many markets where DST was introduced listening levels were up over 20%.
2. Not all formats shared in the increases. Black/Urban was up about 29% over Spring 81 levels. Rock/AOR/Contemp was down 14% and Beautiful Music was down a whopping 19.5% in one year.

The above figures are changes in overall percentage of listening. In hard 1/4 HR numbers Rock and Beautiful Music were down only 6% and 12% respectively. Thus it appears that DST helped increase the total amount of the listening "pie". To maintain its share of that pie a format had to grow. Nationally since listening levels increased by 7 to 9 per cent it stands to reason that a format had to grow by the same amount or its overall share would drop.

At the local level the story was the same. Time after time I noticed stations enjoying the same 1/4 HR AVG as last year but their metro share dropped as much as 15 to 20 per cent.

Country passed Beautiful Music and is now the third highest format group. However, Country has grown by less than 4% this year compared to an 18% growth the year before.

By no means can Beautiful Music lay all or even most of its troubles at DST's doorstep. The Nostalgia format grew by 78% and is eroding Beautiful Music's top end while the true adult contemporaries are nipping at the bottom end. Perhaps just as important is the exodus of stations from the format. There are 15% fewer stations using the format.

FM SHARE

The national FM share is now 58.87%, up 0.645% over 1981. On the surface it appears that FM growth has finally leveled off after a decade of huge increases but I'm not sure. I expected the FM share to be around 61% and the latest Radar reports had lent support to that estimate. However, I believe DST had an effect on FM share. In many medium and small markets in the border and southern states there is no strong, local FM's with Black appeal. Louisville is a good example. Knoxville, Lafayette, Greenville, SC, Lakeland, Montgomery and Tallahassee are others. Most of these markets have Black AM's which enjoyed large increases. Some of these markets showed very small increases in FM growth or even rather substantial decreases. This could have helped to slow the national FM growth rate.

CPM

Radio's cost per thousand showed the smallest increase in years. The increase was only 1.3%. The national average is \$3.21. Steubenville was the most expensive market and New York the least.

LEADING STATIONS

WOR in New York replaced WBLS as the highest rated station (1/4 HR AVG). Stations in the top 100 making large gains include: WRKS, WYNY, WCCO, WBMX, WCAU, WGCI, KROQ, WKHK, WJJD, WVEE, KIKK, WKYS, WYSP and KIRO.

OTHER LEADERS: TSA CUME - WNBC
Cume Rating - WJBC (Bloomington)
12+ Metro Share - WJBC
FM station - KTRS (Casper)
Condensed - WKDW (Staunton, VA)

AMERICA'S LEADING STATIONS BY FORMAT

	<u>1/4 HR AVG</u>	<u>Metro Share</u>
ROCK/AOR/CONTEMP	WNBC-New York	WFBG-Altoona
AOR	WPLJ-New York	KQWB-F - Fargo
AC/SOFT ROCK/OLDIES	WYNY-New York	-----
MOR	WGN -Chicago	WJBC-Bloomington
BTFL MUSIC	WRFM-New York	WEZN-Bridgeport
COUNTRY	WMAQ-Chicago	WWNC-Asheville
BLACK/URBAN	WKTU-New York	WANM-Tallahassee
NEWS/TALK	WOR -New York	KMOX-St. Louis
SPANISH	WJIT-New York	KGBT-McAllen
RELIGION	KBRT-Los Angeles	KCIJ-Shreveport
NOSTALGIA	WNEW-New York	WSBT-South Bend
CLASSICAL	WQXR-New York	KFSD-San Diego

GROUP OWNERS

Some of the groups showing significant growth include Greater Media, Viacom, Gulf, Katz, BENI and Infinity.

New groups in the listing include Amaturro, NBN, Katz, Infinity, Sandusky, Josephson, McCormick, Confer-Rothfuss, Bloomington, Palmer, Rivers, Mooney, Abell, Harris, Jaco, John Price.

OTHER LEADERS

Revenue per capita: Casper the highest and Anaheim the lowest

Income per capita: Casper the highest and Anchorage the lowest

National revenue per capita: Los Angeles the highest and Anaheim the lowest

Profit Margin: Columbus, OH is highest

Retail Sales %: Lincoln the highest and Anaheim the lowest

Radio Reps: Katz leads followed by McGavren-Guild, Blair, Eastman, Torbet, Christal, Selcom.

Syndicators/Consultants: Burkhart-Abrams continues to lead. Al Ham showed the greatest increase for the second year in a row.

WLS show up in more Arbitron reports than any other station (12).

Greatest share changes:

	<u>Increases</u>		<u>Decreases</u>		
KTRS-F	Casper	+27.2	KATI	Casper	-26.8
KJCB	Lafayette	+16.5	KVOL	Lafayette	-14.1
WERU	Madison	+10.5	WHY	Montgomery	-11.5

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II. SECTION B: ARBITRON INDIVIDUAL MARKET REPORTS

- B1-B3 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order

Akron	Charlotte	Greenville, SC	Medford
Albany-Schen-Troy	Chattanooga	Harrisburg	Mel-Titus-Cocoa
Albuquerque	Chicago	Hartford	Memphis
Allen-Beth-Easton	Cincinnati	Honolulu	Miami-FT. Lau
Altoona	Cleveland	Houston	Milwaukee
Amarillo	Colorado Springs	Huntington	Minn-St. Paul
Anaheim	Columbia, SC	Huntsville	Mobile
Anchorage	Columbus, GA	Indianapolis	Modesto
Apple-Osh	Columbus, OH	Jackson, MS	Montgomery
Asheville	Corpus Christi	Jacksonville	Nashville
Atlanta	Dallas-Fort Worth	John City-Kings	Nassau-Suffolk
Atlantic City	Daven-RI-Moline	Johnstown, PA	New Haven
Augusta	Dayton	Kalamazoo	New Orleans
Austin	Daytona Beach	Kansas City	New York
Bakersfield	Denver	Knoxville	Norfolk
Baltimore	Des Moines	Lafayette	NE PA
Baton Rouge	Detroit	Lakeland	Oklahoma City
Beaumont	Duluth	Lancaster	Omaha
Billings	El Paso	Lansing	Orlando
Binghamton	Erie	Las Vegas	Pensacola
Birmingham	Eugene-Spring	Lexington	Peoria
Bloomington, IL	Evansville	Lincoln	Philadelphia
Boise	Fargo	Little Rock	Phoenix
Boston	Fayetteville, NC	Los Angeles	Pittsburgh
Bridgeport	Flint	Louisville	Portland, ME
Buffalo	Ft. Wayne	Lubbock	Portland, OR
Canton	Fresno	Lynchburg	Providence
Casper, WY	Grand Rapids	Macon	Pueblo
Cedar Rapids	Green Bay	Madison	Raleigh
Charleston, SC	Greensboro-WS	Manchester	Reading
Charleston, WV	Greenville-N. Bern	McAllen-Browns	Reno

Richland, WA	San Diego	Steubenville	Washington
Richmond	San Francisco	Stockton	Waterloo-CF
Riverside-SB-Ont	San Jose	Syracuse	West Palm Beach
Roanoke	Sarasota	Tallahassee	Wheeling
Rochester	Savannah	Tampa-St. Pete	Wichita
Rockford	Seattle-Tacoma	Terre Haute	Wilmington, DE
Sacramento	Shreveport	Toledo	Wilmington, NC
Saginaw	Sioux Falls	Topeka	Worcester
St. Louis	South Bend	Tucson	Yakima
Salinas-Seaside	Spokane	Tulsa	York
Salt Lake City	Springfield, MA	Utica	Youngstown
San Antonio	Springfield, MO	Waco	

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III. SECTION C: OTHER MARKET REPORTS

Arbitron Condensed Radio Market Reports

C2 Danbury, CT; Waterbury, CT; Poughkeepsie, NY
 C3 Morristown, NJ; Long Beach-Asbury, NJ; Trenton, NJ; Aberdeen, WA
 C4 Abilene, TX; Albany, GA; Albany, OR
 C5 Alexandria, LA; Ann Arbor, MI; Augusta, ME; Battle Creek, MI
 C6 Beckley, WV; Biloxi, MS; Bismarck, ND; Boulder, CO
 C7 Bozeman, MT; Bryan, TX; Burlington, VT; Cape May, NJ
 C8 Champaign, IL; Charlottesville, VA; Cheyenne, WY
 C9 Chico, CA; Columbia, MO; Danville, IL
 C10 Dothan, AL; Dubuque, IA; Eau Claire, WI; Fayetteville, AR
 C11 Ft. Myers, FL; Ft. Pierce, FL; Ft. Smith, AR
 C12 Ft. Walton Beach, FL; Frederick, MD; Gainesville, FL
 C13 Grand Forks, ND; Grand Junction, CO; Great Falls, MT
 C14 Hagerstown, MD; Ithaca, NY; Joplin, MO
 C15 Killeen, TX; La Crosse, WI; Lafayette, IN
 C16 Lake Charles, LA; Lawton, OK; Longview, TX; Lufkin, TX
 C17 Mansfield, OH; Meridian, MS; Minot, ND; Monroe, LA
 C18 Muskegon, MI; New Bedford, MA; Odessa-Midland, TX
 C19 Ogden, UT; Owensboro, KY; Palm Springs, CA; Panama City, FL
 C20 Parkersburg, WV; Plattsburgh, NY; Provo, UT; Rapid City, SD
 C21 Redding, CA; Rochester, MN; San Angelo, TX
 C22 Santa Barbara, CA; Santa Fe, NM; Santa Rosa, CA
 C23 Sioux City, IA; Springfield, IL; Staunton, VA
 C24 Texarkana, TX; Tuscaloosa, AL; Victoria, TX
 C25 Watertown, NY; Wenatchee, WA; West Ventura County, CA
 C26 Wichita Falls, TX; Williamsport, PA; Yuma, AZ

Birch Monthly Reports

C27 Oklahoma City; Milwaukee; San Antonio
 C28 Louisville; Portland; Hartford
 C29 Birmingham; Jacksonville, Richmond
 C30 Seattle; Memphis; Knoxville
 C31 Orlando; Norfolk; Charlotte
 C32 Boston; Washington; Pittsburgh
 C33 Chicago; New York
 C34 Tulsa; Los Angeles; Atlanta
 C35 Rochester; Nashville; Raleigh
 C36 Cleveland; Tampa; Dallas
 C37 Houston; Miami; Indianapolis
 C38 San Francisco; Des Moines; Denver; Savannah
 C39 Lincoln; Johnson City; Little Rock; Minneapolis
 C40 Sacramento; Mobile; St. Louis

C43-C55 TV Stations & Newspapers

Birch Non-Monthly Reports

C41 Elkhart, IN; Jacksonville, IL; Martin County, FL; Jefferson City, MO; Gainesville, FL
 C42 Grand Forks, ND; Owensboro, KY; Missoula, MT; Harrisonburg, VA

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>SPG 81 RANK</u>
1. WOR	New York	1729	Talk	RKO	2
2. WKTU-F	New York	1674	Urban	Infinity	3
3. WRKS-F	New York	1622	Urban	RKO	74
4. WBLS-F	New York	1434	Black	Inner City	1
5. WCBS	New York	1357	News	CBS	5
6. WYNY-F	New York	1296	AC	NBC	17
7. WPLJ-F	New York	1277	AOR	ABC	10
8. WNBC	New York	1253	Contemp	NBC	4
9. WGN	Chicago	1205	MOR/Talk	Tribune Co.	9
10. WINS	New York	1177	News	Westinghouse	11
11. WRFM-F	New York	1138	BTFL	Bonneville	8
12. KABC	Los Angeles	1080	Talk	ABC	7
13. WJR	Detroit	1066	MOR/Talk	Capital Cities	14
14. WLS	Chicago	1019	Rock	ABC	18
15. KDKA	Pittsburgh	961	MOR	Westinghouse	13
16. WCCO	Minneapolis	947	MOR		25
17. WPAT-F	New York	904	BTFL	Capital Cities	20
18. WNEW	New York	903	Nostalgia	Metromedia	15
19. KMOX	St. Louis	890	News/Talk	CBS	16
20. KGO	San Francisco	851	News/Talk	ABC	22
21. WMAQ	Chicago	833	Country	NBC	12
22. WABC	New York	820	Talk	ABC	6
KBIG-F	Los Angeles	820	BTFL	Bonneville	21
24. WHN	New York	805	Country	Mutual	28
25. WNEW-F	New York	797	AOR	Metromedia	27
26. WGCI-F	Chicago	780	Urban	Gannett	72
27. KMET-F	Los Angeles	775	AOR	Metromedia	26
28. KYW	Philadelphia	774	News	Westinghouse	23
29. WCBS-F	New York	766	Oldies	CBS	39
30. WBAP	FW -Dallas	716	Country	Capital Cities	32
31. WBZ	Boston	700	MOR	Westinghouse	37
32. KLOS-F	Los Angeles	690	AOR	ABC	33
33. WBBM	Chicago	688	News	CBS	24
34. WMGK-F	Philadelphia	679	AC	Greater Media	34
35. WDAS-F	Philadelphia	673	Black	NBN	51
36. KNX	Los Angeles	671	News	CBS	30
37. WPAT	New York	646	BTFL	Capital Cities	29
38. KIIS-F	Los Angeles	645	Contemp	Gannett	59
39. WBMX-F	Chicago	630	Black		147
40. WCOZ-F	Boston	607	AOR	Blair	19
41. WMMR-F	Philadelphia	606	AOR	Metromedia	47
WCAU-F	Philadelphia	606	Rock	CBS	157
WMCA	New York	606	Talk		37
44. WLOO-F	Chicago	599	BTFL	Century	31
45. WJIT	New York	591	Spanish	Infinity	80
46. KFI	Los Angeles	588	AC	Cox	41
47. WIND	Chicago	563	Talk	Westinghouse	68
48. KROQ-F	Los Angeles	548	AOR		218
49. KFWB	Los Angeles	547	News	Westinghouse	44
KIQQ-F	Los Angeles	547	Rock	Outlet	92

* 1/4 HR AVG, Mon-Sun, 6AM-MID, TSA. If a station shows in other markets those listeners are included providing the survey areas do not overlap.

<u>STATION</u>	<u>MARKET</u>	<u>1/4 HR AVG</u>	<u>FORMAT</u>	<u>OWNER</u>	<u>SPG 81 RANK</u>
51. KRTH-F	Los Angeles	546	AC	RKO	45
52. WHDH	Boston	532	MOR	Blair	49
53. KJOI-F	Los Angeles	517	BTFL	Beatrice Foods	42
54. KHTZ-F	Los Angeles	515	AC	Greater Media	70
55. WADO	New York	511	Spanish		54
56. WMMS-F	Cleveland	503	AOR	Malrite	47
57. WXKS-F	Boston	500	Rock		57
58. WTIC	Hartford	498	MOR		50
59. KCBS	San Francisco	490	News	CBS	52
WDAF	Kansas City	490	Country	Taft	36
61. WLS-F	Chicago	489	AOR/Rock	ABC	61
WLUP-F	Chicago	489	AOR	Heftel	100
63. WKHK-F	New York	486	Country	Viacom	161
64. KSTP-F	Minn-St. Paul	485	AC	Hubbard	63
65. WLAK-F	Chicago	482	BTFL	Viacom	93
66. WJJD	Chicago	471	Nostalgia	Plough	500+
67. WRIF-F	Detroit	468	AOR	ABC	101
WIP	Philadelphia	468	MOR	Metromedia	76
69. WPIX-F	New York	449	Rock	Tribune Co.	40
70. WCLR-F	Chicago	448	AC/MOR	Bonneville	94
KMJQ-F	Houston	448	Urban	Amaturo	35
72. WSOC-F	Charlotte	442	Country	Cox	69
WWDB-F	Philadelphia	442	Talk		109
74. WJPC	Chicago	440	Black		89
75. WLLZ	Detroit	439	AOR	Doubleday	43
76. WEAZ-F	Philadelphia	436	BTFL		53
77. WVEE-F	Atlanta	434	Urban	Plough	207
78. KOST-F	Los Angeles	429	BTFL	Cox	65
KIKK-F	Houston	429	Country	Viacom	148
80. WMAL	Washington	426	MOR	ABC	83
81. KFRC	San Francisco	420	Rock	RKO	66
82. WZGC-F	Atlanta	419	Contemp	First Media	99
83. KSCS-F	Dallas-FW	418	Country	Capital Cities	67
WKYS-F	Washington	418	Urban	NBC	169
85. WYSP-F	Philadelphia	417	AOR	Infinity	122
86. WAPP-F	New York	415	AOR	Doubleday	71
87. WRAL-F	Raleigh	413	Rock	Capitol	82
88. KNBR	San Francisco	412	MOR	NBC	64
89. WCAU	Philadelphia	411	Talk/News	CBS	220
KNX-F	Los Angeles	411	Soft Rock	CBS	57
91. KMPC	Los Angeles	410	Nostalgia/Talk	Golden West	79
WWJ	Detroit	410	News	Detroit News	111
93. WIOQ-F	Philadelphia	406	Contemp	Outlet	107
94. WEEI	Boston	404	News	CBS	74
KSOL-F	San Francisco	404	Black	United	62
96. KVIL-F	Dallas	400	AC/Contemp	Fairbanks	95
97. WQXR-F+	New York	394	Classical	New York Times	98
98. KIRO	Seattle	389	News	Bonneville	160
99. WGAY-F	Washington	387	BTFL	Greater Media	118
100. WWSH-F	Philadelphia	381	BTFL	Cox	55

101.	KPRZ	Los Angeles	380		KRLY-F	Houston	310
102.	WBAL	Baltimore	377	152.	KFMK-F	Houston	307
103.	WLYF-F	Miami	375		KTXQ-F	Dallas-FW	307
	WXYZ	Detroit	375	154.	KZAP-F	Sacramento	305
105.	WNIC-F	Detroit	374		WFYR-F	Chicago	305
	WPEN	Philadelphia	374	156.	WPOC-F	Baltimore	304
107.	KLAC	Los Angeles	369		WWWW-F	Detroit	304
108.	WMJX-F	Boston	367	158.	WOWO	Fort Wayne	302
109.	WBCN-F	Boston	366		KGON-F	Portland	302
110.	KILT-F	Houston	360	160.	WHJY-F	Providence	300
111.	KQYK-F	Tampa-SP	357	161.	WHIO-F	Dayton	297
112.	WTQR-F	Greensboro-WS	355	162.	WMET-F	Chicago	293
113.	XTRA	Los Angeles	354	163.	KTRH	Houston	291
114.	KFAB	Omaha	349	164.	WIYY-F	Baltimore	289
115.	WGCL-F	Cleveland	347		KNOK-F	Dallas	289
	WHUR-F	Washington	347	166.	WIL-F	St. Louis	288
117.	WLWL-F	Minneapolis	345		WJR-F	Detroit	288
	WKHX-F	Atlanta	345	168.	WAAF-F	Worcester	287
119.	WHYI-F	Miami	344		WIBC	Indianapolis	287
120.	WWDC-F	Washington	342	170.	WKLS-F	Atlanta	286
121.	WAIL-F	New Orleans	341		WOKI-F	Knoxville	286
122.	WBBM-F	Chicago	340	172.	WSNI-F	Philadelphia	284
123.	WROR-F	Boston	339		KISW-F	Seattle	284
124.	WGY	Schenectady	337		WHO	Des Moines	284
	WLW	Cincinnati	337	175.	WQXI-F	Atlanta	282
126.	KUTE-F	Los Angeles	335	176.	KTNQ	Los Angeles	281
127.	WRBQ-F	Tampa-SP	332		WVBF-F	Boston	281
128.	WGPR-F	Detroit	331	178.	WVON	Chicago	280
129.	WDVE-F	Pittsburgh	327	179.	KRBE-F	Houston	278
130.	KRLA	Los Angeles	326	180.	WPCH-F	Atlanta	276
131.	KZEW-F	Dallas	325		KSSN-F	Little Rock	276
132.	WEZN-F	Bridgeport	324		KKYX	San Antonio	276
	KLOL-F	Houston	324	183.	KGB-F	San Diego	275
134.	WKQX-F	Chicago	322	184.	WJEZ-F	Chicago	274
135.	WXYV-F	Baltimore	321	185.	KEZK-F	St. Louis	273
136.	WIVK-F	Knoxville	318	186.	WNCN-F	New York	272
	WDGY	Minneapolis	318		KRQR-F	San Francisco	272
138.	WZZK-F	Birmingham	317	188.	WINZ-F	Miami	270
	WRHC	Miami	317	189.	KVOO	Tulsa	268
140.	WJIB-F	Boston	316		KKDA-F	Dallas-FW	268
	KZLA-F	Los Angeles	316	191.	WLKW-F	Providence	267
	WRQX-F	Washington	316		WXTZ-F	Indianapolis	267
	WSB	Atlanta	316	193.	WVNJ-F	Newark	266
	KMEL-F	San Francisco	316		WMJC-F	Detroit	266
145.	WPGC-F+	Washington	315		WINZ	Miami	266
	KRLD	Dallas	315		WXLK-F	Roanoke	266
147.	WWBA-F	Tampa	313		WSUN	Tampa	266
148.	KWK-F	St. Louis	312	198.	WZZP-F	Cleveland	263
	KSFO	San Francisco	312		KBLX-F	San Francisco	263
150.	WUSL-F	Philadelphia	310		WJLB-F	Detroit	263

351.	WENN-F	Birming	188	WQIK-F	Jkvl	169	WCTC	NY/NJ	155		
352.	WOJO-F	Chi	186	402.	WYK-F	Norf	168	KFAC-F	LA	155	
	KYND-F	Hous	186	403.	WFOG-F	Norf	167	453.	KDFC-F+	SF	154
354.	WFMF-F	Bat Rou	185		KPKE-F	Denver	167		WFLA-F	Tampa	154
	WNOE-F	New Or	185		WLTA-F	Atl	167		WJAS	Pitts	154
	WGR	Buff	185		KNOB-F	LA	167		KGW	Port	154
	WASH-F	Wash DC	185		WFBR	Balt	167		WZEZ-F	Nash	154
358.	WBSB-F	Balt	184		KSRF-F	Hous	167	458.	KYA	SF	153
	WEEP	Pitts	184	409.	KMBR-F	KC	166		KKHI-F+	SF	153
360.	WSIX-F	Nash	183		WBCY-F	Charl	166		KUPD-F	Phoe	153
	WTIC-F	Hart	183	411.	KALI	LA	165	461.	KBRT	LA	152
	WSSH-F	Bost	183		WJZZ-F	Detroit	165		WWYZ-F	Hartf	152
363.	WPRO	Prov	182		KABL-F	SF	165		WFLA	Tampa	152
	WFMS-F	Indy	182		WLPX-F	Milw	165	464.	WPVR-F	Roanoke	151
	WCMS-F	Norf	182	415.	WNOR-F	Norf	164		WMHE-F	Toledo	151
366.	KCMO	KC	181		WAXX-F	Eau Cl,WI	164		WTIX	N Or	151
	WUBE-F	Cinci	181	417.	WLBS-F	Detroit	163		WITH	Balt	151
368.	WQDR-F	Ral	179		WIRE	Indy	163		WGMS-F+	Wash	151
	WAIA-F	Miami	179		WCCO-F	Minn-SP	163	469.	WDAS	Phil	150
370.	WCMQ-F	Miami	178		WLTY-F	Norf	163		KLOK	S. Jose	150
	WWEZ-F	Cinci	178		KEZO-F	Omaha	163		KUBE-F	Sea	150
	WIKS-F	Indy	178		WKSJ-F	Mobile	163		KBRD-F	Sea	150
	WKDF-F	Nash	178		WSEZ-F	Gre-WS	163		WLAP-F	Lex	150
	WOOD-F	Gr Rap	178	424.	WDOD-F	Chatta	162	474.	WMT	Ced Ra	149
375.	WBT	Char,NC	177		WPKX-F	Wash DC	162		WIXX-F	Gr Bay	149
	WLWI-F	Mont,AL	177	426.	WCFL	Chicago	161		WAIV-F	Jkvl	149
377.	WBLX-F	Mobile	176	427.	KQV	Pitts	160		WHAM	Roch	149
	KZOK-F	Sea	176		WRKZ-F	Harr,PA	160		WANS-F	Gr-Spar	149
	WHUE-F	Bost	176	429.	WXKS	Bost	159		WOMC-F	Detroit	149
	KXOK	St. L	176		KOME-F	S. Jose	159		WSRS-F	Worces	149
381.	KJLH-F	LA	175		KBAY-F	S. Jose	159	481.	KUDL-F	Kan Cit	148
	WEZW-F	Milw	175	432.	WKSS-F	Hartf	158		WDIA	Memp	148
	WSM	Nash	175		WWJF-F	Miami	158		WSYR-F	Syra	148
384.	WIOD	Miami	174		KHOW	Denv	158		WNOK-F	Col,SC	148
	WHIO	Dayton	174		WQMF-F	Louis	158	485.	WSB-F	Atl	147
	KSL	SLC	174		KSLQ-F	St. Lou	158		WCMQ	Miami	147
387.	WCHY-F	Savan	173		WOAI	San Ant	158		KWEN-F	Tulsa	147
388.	KXOA-F	Sacra	172	438.	WQUT-F	JC-King	157		KVI	Sea	147
	WEZI-F	Memp	172		WBAB-F	Long Is	157		KTFM-F	San Ant	147
	WHRK-F	Memp	172	440.	WKCI-F	NH	156	490.	WCOS-F	Col,SC	146
391.	WEZC-F	Char,NC	171		WOKQ-F	Dov/Bos	156		WWDM-F	Col,SC	146
	WYDD-F	Pitts	171		WFMT-F	Chi	156		WQXA-F	York	146
393.	WQFM-F	Milw	170		KQUE-F	Hous	156		WHLY-F	Orl	146
	WDAE	Tampa	170		WBBG	Cleve	156		KOY	Phoe	146
	WOKY	Milw	170		WLQR-F	Toledo	156	495.	WHK	Cleve	145
	WMSI-F	Jackson	170		WEAT-F	W Palm	156		KPRS-F	KC	145
397.	WJYW-F	Tampa	169	447.	WIMZ-F	Knox	155		WRTH	St. Lou	145
	WOWI-F	Norf	169		WKZL-F	Gr-WS	155		WROW	Albany	145
	WPTF	Ral	169		KPPL-F	Denv	155	499.	KFKF-F	KC	144
	WFBC-F	Greenv	169		WWIN	Balt	155		KEEY-F	M-SP	144
									WCKX-F	Tampa	144
									KATT-F	OK C	144
									WBBQ-F	Aug,GA	144
									KTOK	OK C	144

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WNBC	NY	26735	51. XTRA	LA	8638	101. WIOQ-F	Phil	5794
2. WCBS	NY	26305	52. KCBS	SF	8602	102. WHYI-F	Miami	5653
3. WINS	NY	24326	53. KMPC	LA	8494	103. WMAL	Wash DC	5592
4. WKTU-F	NY	22837	54. WBMX-F	Chi	8430	104. WPGC-F+	Wash DC	5582
5. WABC	NY	22193	55. WKHK-F	NY	8270	105. WSB	Atl	5575
6. WLS	Chi	20424	56. WCAU	Phil	7996	106. KWST-F	LA	5546
7. WOR	NY	20311	57. WLUP-F	Chi	7850	107. WJJD	Chi	5541
8. WYNY-F	NY	19887	58. WLLZ-F	Detr	7746	108. KVIL-F	Dall	5540
9. WRKS-F	NY	19863	59. KNBR	SF	7625	109. WRAL-F	Ral	5502
10. WPLJ-F	NY	18127	60. WHDH	Bost	7580	110. KMEL-F	SF	5468
11. WBLS-F	NY	18112	61. WYSP-F	Phil	7524	111. WLW	Cinci	5447
12. WGN	Chi	17465	62. KJOI-F	LA	7390	112. WWSH-F	Phil	5431
13. WMAQ	Chi	15724	63. WCLR-F	Chi	7282	113. WRQX-F	Wash DC	5421
14. WCBS-F	NY	14352	64. WQXR-F+	NY	7234	114. WKYS-F	Wash DC	5395
15. KYW	Phil	14287	65. WNIC-F	Det	7186	115. WBCN-F	Bost	5248
16. KABC	LA	14086	66. WBBM-F	Chi	7131	116. KSFO	San Fran	5236
17. WJR	Detroit	13885	67. KNX-F	LA	6996	117. KIKK-F	Hous	5129
18. WPAT-F	NY	13163	68. WLOO-F	Chi	6995	118. WMJC-F	Det	5115
19. KNX	LA	12661	69. WWJ	Det	6949	119. KMJQ-F	Hous	5109
20. WBBM	Chi	12624	70. WIND	Chi	6851	120. WDVE-F	Pitt	5078
21. KFVB	LA	12167	71. KRLA	LA	6807	121. WWDB-F	Phil	5071
22. KDKA	Pitts	12024	72. WMET-F	Chi	6788	122. KRQR-F	SF	5014
23. KIIS-F	LA	11807	73. KROQ-F	LA	6768	123. WJR-F	Det	4897
24. KLOS-F	LA	11749	74. WLAK-F	Chi	6723	124. KHJ	LA	4790
25. WHN	NY	11700	75. KUTE-F	LA	6714	125. WHUR-F	Wash DC	4781
26. KMET-F	LA	11629	76. WDAF	KC	6560	126. WGAY-F	Wash DC	4756
27. WNEW-F	NY	11387	77. WKQX-F	Chi	6558	127. WNCN-F	NY	4755
28. WRFM-F	NY	11267	78. WFYR-F	Chi	6486	128. KSOL-F	SF	4744
29. KFI	LA	11115	79. WTIC	Hart	6407	129. WADO	NY	4725
30. WCCO	Minn	10698	80. WXKS-F	Boston	6392	130. WLOL-F	M-SP	4721
31. WMCA	NY	10630	81. KLAC	LA	6387	131. WINZ-F	Miami	4696
WBZ	Bost	10630	82. WIP	Phil	6341	132. WVBF-F	Bost	4687
33. WCAU-F	Phil	10626	83. WEAZ-F	Phil	6331	133. KILT-F	Hous	4643
34. KBIG-F	LA	10609	84. WAPP-F	NY	6326	134. KPRZ	LA	4627
35. KRTH-F	LA	10484	85. KIRO	Sea	6321	135. KZEW-F	Dall	4611
36. WNEW	NY	10380	86. WMMS-F	Cleve	6285	136. KTXQ-F	Dall	4608
37. KGO	SF	10273	87. KSTP-F	M-SP	6222	137. KIOI-F	SF	4602
38. WLS-F	Chi	10165	88. KOST-F	LA	6200	138. WJLB-F	Det	4595
39. WPIX-F	NY	9716	89. WABX-F	Det	6189	139. WSNI-F	Phil	4515
40. WBAP	Dall-FW	9458	90. WJPC	Chi	6146	140. WVON	Chi	4506
41. WRIF-F	Det	9445	91. WDAS-F	Phil	6140	141. WOWO	F Wayne	4467
42. KFRC	SF	9413	92. WZGC-F	Atl	6117	142. WFIL	Phil	4459
43. KNOX	St. Lou	9411	93. KRLD	Dall	6098	143. WPEN	Phil	4446
44. KHTZ-F	LA	9336	94. WROR-F	Bost	6026	144. KLOL-F	Hous	4441
45. KIQQ-F	LA	9278	95. WMJX-F	Bost	6016	145. WFI-F	Phil	4437
46. WMMR-F	Phil	9263	96. WEEL	Bost	5925	146. WJIB-F	Bost	4424
47. WCOZ-F	Bost	8993	97. WGCL-F	Cleve	5862	147. KRBE-F	Hous	4422
48. WGCI-F	Chi	8867	98. WWDC-F	Wash DC	5858	148. WQXI-F	Atl	4415
49. WMGK-F	Phil	8766	99. CKLW	Det	5815	149. WJEZ-F	Chi	4402
50. WPAT	NY	8712	100. KSCS-F	D-FW	5808	150. WINZ	Miami	4397

151.	WTOP	Wash DC	4387	201.	KNEW	SF	3755	251.	KAZY-F	Denver	3313
152.	WXYZ	Det	4370	202.	KGW	Port	3751	252.	WEBN-F	Cinci	3299
153.	WSOC-F	Char	4367	203.	WISN	Milw	3750	253.	KPRC	Hous	3298
154.	WWW-W	Det	4356	204.	WKLS-F	Atl	3741	254.	KMEZ-F	D-FW	3293
155.	WEEI-F	Bost	4340	205.	KFOG-F	SF	3733	255.	WTIC-F	Hart	3290
156.	WBAL	Balt	4331	206.	WZZP-F	Cleve	3721	256.	WKRC	Cinci	3289
157.	KYUU-F	SF	4314	207.	WVEE-F	Atl	3716	257.	WPJB-F	Prov	3269
	WUSL-F	Phil	4314	208.	WDRQ-F	Det	3715	258.	WXGT-F	Colum	3267
159.	WRKO	Bost	4298	209.	WSUN	T-SP	3702	259.	WFBR	Balt	3262
160.	KTRH	Hous	4294	210.	KACE-F	LA	3694	260.	WXYV-F	Balt	3261
									WAIT	Chi	3261
161.	KZLA-F	LA	4291	211.	WTMJ	Milw	3688	262.	KISW-F	Sea	3256
162.	KEGL-F	D-FW	4257	212.	WTQR-F	Gr-WS	3686	263.	WUSN-F	Chi	3251
163.	WCFL	Chi	4248	213.	WMC-F	Memp	3672	264.	KGON-F	Port	3240
164.	WXKX-F	Pitt	4239	214.	WKHX-F	Atl	3661	265.	KOMA	Okl Cit	3237
165.	WRBQ-F	Tampa	4205	215.	WZZK-F	Birm	3643	266.	KSAN-F	SF	3227
166.	WWWE	Cleve	4194	216.	KKGO-F	LA	3627		KTNQ	LA	3227
167.	KGFJ	LA	4189	217.	KBLX-F	SF	3626	268.	WSB-F	Atl	3225
168.	WAAF-F	Bos/Wor	4166	218.	WBEN-F	Buff	3622	269.	WFLN-F+	Phil	3222
169.	WGY	Schen	4164	219.	KOMO	Sea	3608		WPCH-F	Atl	3222
170.	KTSA	San Ant	4129	220.	WHO	DM	3558	271.	WHJY-F	Prov	3207
								272.	KGB-F	San Die	3206
171.	WIBC	Indy	4127	221.	WHJY-F	Prov	3549	273.	KSD-F	St Lou	3197
172.	WBZZ-F	Pitt	4089	222.	WTVN	Colum	3530	274.	KFMB	San Die	3195
173.	WGAR	Cleve	4087	223.	KIMN	Denv	3524	275.	WLTT-F	Wash DC	3194
174.	WVNJ-F	Newark	4078	224.	WWKX-F	Nash	3521	276.	KYYS-F	Kan Cit	3193
175.	WPRO-F	Prov	4064	225.	WASH-F	Wash	3516	277.	WQYK-F	T-SP	3185
176.	KSD	St Lou	4055	226.	KODA-F	Hous	3510	278.	WSHE-F	Miami	3183
177.	KFAB	Omaha	4051	227.	WWWM-F	Cleve	3502	279.	KDKB-F	Phoe	3182
178.	KFMK-F	Hous	4019	228.	KDIA	SF	3500	280.	WEZB-F	N Orle	3180
179.	KKDA-F	D-FW	4007	229.	WWSW-F	Pitt	3483				
180.	WDGY	M-SP	3986	230.	WCXI	Det	3477	281.	WXRT-F	Chi	3177
								282.	WFAA	D-FW	3173
181.	WJIT	NY	3979	231.	WFBQ-F	Indy	3473	283.	WPNT-F	Pitt	3167
182.	KWK-F	St Lou	3968	232.	WOKI-F	Knox	3469		KKYX	San Ant	3167
183.	WAVA-F	Wash DC	3966	233.	KSJO-F	S Jose	3463	285.	WYDD-F	Pitt	3158
	WHB	Kan Cit	3966	234.	KDWB-F	M-SP	3459	286.	WIVK-F	Knox	3152
185.	WKRQ-F	Cinci	3943	235.	WTWR-F	Det	3439	287.	WSM	Nash	3149
186.	WLYF-F	Miami	3943	236.	WJOI-F	Det	3432	288.	KVOO	Tulsa	3145
187.	WNCI-F	Colum	3927	237.	WKBW	Buff	3427	289.	KPLX-F	D-FW	3140
188.	WOOK-F	Wash DC	3902	238.	KABL-F	SF	3423	290.	WHCN-F	Hart	3128
189.	WHAS	Louis	3882	239.	KABL	SF	3420				
190.	WOW	Omaha	3875	240.	WCZY-F	Det	3418	291.	WLBS-F	Det	3124
								292.	WROQ-F	Charl	3117
191.	WEZN-F	Bridge	3870	241.	KXOK	St Lo	3415	293.	WNWS	Miami	3116
192.	KFAC-F	LA	3867		WSHH-F	Pitt	3415	294.	WHIO-F	Dayt	3113
193.	KRLY-F	Hous	3859	243.	KSRR-F	Hous	3393	295.	WIKS-F	Indy	3091
194.	KOA	Denv	3819	244.	KZAP-F	Sacra	3374	296.	WAIL-F	N Orle	3089
195.	KQRS-F+	M-SP	3810	245.	WQAL-F	Cleve	3368	297.	WAXY-F	Miami	3083
196.	KDAY	LA	3807	246.	WWRL	NY	3356	298.	WPOC-F	Balt	3072
197.	WIL-F	St Lou	3792	247.	WRC	Wash	3337		KOIT-F	SF	3072
198.	WTAE	Pitt	3778	248.	WPRO	Prov	3334	300.	WIOD	Miami	3069
199.	KBPI-F	Denv	3776	249.	WIYY-F	Balt	3316				
200.	WGPR-F	Det	3762	250.	WCCO-F	M-SP	3315				

AMERICA'S LEADING STATIONS - METRO CUME RATING*

1. WJBC	Bloomington, IL	63.5	51. KQCR-F	Cedar Rapids	34.9
2. WWNC	Asheville	57.3	52. KQWB	Fargo	34.8
3. WFBG	Altoona	54.6	WVLK	Lexington	34.8
4. WOWO	Fort Wayne	54.1	54. KCNB-F	Waterloo	34.7
5. WNDU-F	South Bend	48.8	55. WRAL-F	Raleigh	34.5
6. KWLO	Waterloo	48.3	56. WZOK-F	Rockford	34.5
7. WTIC	Hartford	47.1	57. WFME-F	Baton Rouge	34.4
8. WWVA	Wheeling	46.9	KONA	Richland, WA	34.4
9. WROK	Rockford	46.5	59. WKZO	Kalamazoo	34.1
10. WCCK-F	Erie	46.3	60. WLWI-F	Montgomery	34.0
11. KDKA	Pittsburgh	44.7	61. KOOK	Billings	33.9
12. WKEE-F	Huntington	43.7	62. KCRG	Cedar Rapids	33.8
13. WBBQ-F	Augusta, GA	43.6	63. WKSJ-F	Mobile	33.7
14. WQSM-F	Fayetteville, NC	43.3	64. WTAG	Worcester	33.6
15. KQWB-F	Fargo	43.1	65. WIBC	Indianapolis	33.3
16. WFXE-F	Columbus, GA	42.6	66. WACO	Waco	33.1
17. KFAB	Omaha	42.0	KEYN-F	Wichita	33.1
18. WICC	Bridgeport	41.9	68. KTTS-F	Springfield, MO	33.0
19. WNT	Cedar Rapids	41.6	69. KFQD	Anchorage	32.9
20. KWTO-F	Springfield, MO	41.3	70. WLAN-F	Lancaster	32.8
21. WIXX-F	Green Bay	40.8	WGAN	Portland, Me	32.8
KVOC	Casper	40.8	WRVQ-F	Richmond	32.8
23. WVAF-F	Charleston, WV	40.7	73. WELI	New Haven	32.7
24. WTRS-F	Casper	40.6	74. KHOO-F	Waco	32.6
25. WGLF-F	Tallahassee	40.5	75. WQUT-F	JC-Kingsport	32.5
26. WBNQ-F	Bloomington, IL	40.2	WRTA	Altoona	32.5
27. KYJC	Medford	40.0	77. WSGW	Saginaw	32.4
28. WXLK-F	Roanoke	39.4	78. WMEE-F	Fort Wayne	32.3
29. KTWO	Casper	38.9	79. WKRQ-F	Mobile	32.2
WCCO	Minneapolis	38.9	80. WSBT	South Bend	32.1
31. WRVA	Richmond	38.6	WHEN	Syracuse	32.1
KMOX	St. Louis	38.6	KENI	Anchorage	32.1
33. WGEE	Green Bay	38.4	WGNI-F	Wilmington, NC	32.1
34. WRKY-F	Steubenville	38.2	84. WARM	NE PA	31.7
35. WLAP-F	Lexington	38.1	85. KELO	Sioux Falls	31.6
36. WBGW-F	Tallahassee	37.9	86. WZEE-F	Madison	31.5
37. KIT	Yakima	37.8	87. WDUZ	Green Bay	31.4
38. WNOK-F	Columbia, SC	37.6	WIOG-F	Saginaw	31.4
39. WJET	Erie	37.2	KWTO	Springfield	31.4
KBOY-F	Medford	37.2	90. WSYR	Syracuse	31.3
41. WMAZ-F	Macon	36.7	KSOO	Syracuse	31.3
42. WIVK-F	Knoxville	36.1	92. WZAT-F	Savannah	31.2
43. WGY	Schenectady	35.8	93. KYW	Philadelphia	31.1
44. WKDQ-F	Evansville	35.7	94. WJLQ-F	Pensacola	31.0
45. WHBC	Canton	35.6	95. WZZK-F	Birmingham	30.9
46. WISE	Asheville	35.5	96. WVBS-F	Wilmington, NC	30.8
47. WGBF	Evansville	35.4	97. KLLL-F	Lubbock	30.7
48. WCKS-F	Melb-Cocoa	35.3	WROV	Roanoke	30.7
49. WIBA-F	Madison	35.1	WOKS	Columbus, GA	30.7
WGIR-F	Manchester	35.1	100. WPRO-F	Providence	30.6
			WCOS-F	Columbia, SC	30.6

* Based on 12+ Metro Cume Rating, Mon-Sun, 6AM-MID

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HR AVERAGE

ROCK/TOP 40/CONTEMP			AOR			ADULT CONT/SOFT ROCK/OLDIES		
1. WNBC	NY	1253	1. WPLJ-F	NY	1277	1. WYNY-F	NY	1296
2. WLS	Chi	1019	2. WNEW-F	NY	797	2. WCBS-F	NY	766
3. KIIS	LA	645	3. KMET-F	LA	775	3. WMGK-F	Phil	679
4. WCAU-F	Phil	606	4. KLOS-F	LA	690	4. KFI	LA	588
5. KIQQ-F	LA	547	5. WCOZ-F	Bost	607	5. KRTH-F	LA	546
6. WXKS-F	Bost	500	6. WMMR-F	Phil	606	6. KHTZ-F	LA	515
7. WPIX-F	NY	449	7. KROQ-F	LA	548	7. KSTP-F	Minn	485
8. KFRC	SF	420	8. WMMS-F	Cleve	503	8. WCLR-F	Chi	448
9. KZGC-F	Atl	419	9. WLS-F	Chi	489	9. KNX-F	LA	411
10. WRAL-F	Ral	413	WLUP-F	Chi	489	10. KVIL-F	Dall	400
11. WIOQ-F	Phil	406	11. WRIF-F	Det	468	11. WNIC-F	Det	374
12. XTRA	LA	354	12. WLLZ-F	Det	439	12. WMJX-F	Bost	367
13. WGCL-F	Cleve	347	13. WYSP-F	Phil	417	13. WROR-F	Bost	339
14. WLOL-F	Minn	345	14. WAPP-F	NY	415	14. WKQX-F	Chi	322
15. WHYI-F	Miami	344	15. WBCN-F	Bost	366	15. KFMK-F	Hous	307
16. WBBM-F	Chi	340	16. WWDC-F	Wash	342	16. WFYR-F	Chi	305
17. WRBQ-F	Tampa	332	17. WDVF-F	Pitt	327	17. WSNI-F	Phil	284
18. KRLA	LA	326	18. KZEW-F	D-FW	325	18. KRBE-F	Hous	278
19. WRQX-F	Wash	316	19. KLOL-F	Hous	324	19. WMJC-F	Det	266
20. WPGC-F+	Wash	315	20. KMEL-F	SF	316	20. WZZP-F	Cleve	263
21. WOKI-F	Knox	286	21. KWK-F	St Lou	312	21. WEEL-F	Bost	261
22. WQXI-F	Atl	282	22. KTXQ-F	D-FW	307	22. CKLW	Det	248
23. WVBF-F	Bost	281	23. KZAP-F	Sacra	305	23. KIOI-F	SF	230
24. WINZ-F	Miami	270	24. KGON-F	Port	302	24. KSD-F	St Lou	226
25. WXLK-F	Roan	266	25. WHJY-F	Prov	300	25. WLTT-F	Wash	219
26. WWKX-F	Nash	250	26. WMET-F	Chi	293	26. WCZY-F	Det	214
27. WMC-F	Memp	245	27. WIYY-F	Balt	289	27. WISN	Milw	210
28. WBZZ-F	Pitts	243	28. WAAF-F	Worc	287	28. WTAE	Pitt	208
29. KEGF-F	Dall	241	29. WKLS-F	Atl	286	29. WAXY-F	Miami	205
30. KTSA	San Ant	239	30. KISW-F	Sea	284	30. KYUU-F	SF	201
31. WPRO-F	Prov	236	31. KGB-F	San Die	275	WWSW-F	Pitt	201
32. WNDU-F	S Bend	235	32. KRQR-F	SF	272	32. KWST-F	LA	199
33. WXKX-F	Pitt	231	33. WFBQ-F	Indy	261	33. WKRC	Cinci	197
34. WKRQ-F	Cinci	230	34. KYYS-F	Kan Cit	258	34. WENS-F	Indy	192
35. WBLI-F	Long Isl	227	35. WEBN-F	Cinci	255	35. WOW	Omaha	189
WNCI-F	Colum	227	36. KSJO-F	S Jose	253	WTVN	Colum	189
37. WEZB-F	New Or	226	37. WDIZ-F	Orl	252	KMGC-F	Dall	189
38. WHB	Kan Cit	218	38. WSHE-F	Miami	247	38. WGR	Buff	185
KBEQ-F	Kan Cit	218	39. WROQ-F	Char	243	WASH-F	Wash	185
40. WKEE-F	Hunt	213	40. WZXR-F	Memp	240	40. WSSH-F	Bost	183
WDRQ-F	Det	213	41. WIOT-F	Tol	238	41. WPRO	Prov	182
42. WRVQ-F	Rich	212	42. WAVA-F	Wash	237	42. WAIA	Miami	179
43. WKXX-F	Birm	211	43. WTUE-F	Dayt	234	43. WBT	Char	177
44. KFYE-F	Fresno	210	44. WABX-F	Det	229	44. KXOK	St Lou	176
45. WIFI-F	Phil	207	45. WYNF-F	Tampa	217	45. KXOA-F	Sacra	172
46. WBEN-F	Buff	205	KBPI-F	Denv	217	46. WLTA-F	Atl	167
47. WPJB-F	Prov	200	47. KAZY-F	Denv	215	47. WLTJ-F	Norf	163
48. WXGT-F	Colum	197	WLAV-F	GR	215	48. WWJF-F	Miami	158
49. WSKZ-F	Chatt	191	49. KDWB-F	Minn	214	49. KPPL-F	Denv	155
50. WKBW	Buff	188	KDKB-F	Phoe	214	50. WWYZ-F	Hart	152

* Based on 1/4 HR AVG, Mon-Sun, 6A-MID, TSA

MOR

1.	WGN	Chi	1205
2.	WJR	Det	1066
3.	KDKA	Pitt	961
4.	WCCO	Minn	947
5.	WBZ	Bost	700
6.	WHDH	Bost	532
7.	WTIC	Hart	498
8.	WIP	Phil	468
9.	WMAL	Wash	426
10.	KNBR	SF	412
11.	WBAL	Balt	377
12.	KFAB	Omaha	349
13.	WGY	Schen	337
	WLW	Cinci	337
15.	WSB	Atl	316
16.	KSFO	SF	312
17.	WOWO	F Wayne	302
18.	WIBC	Indy	287
19.	KOMO	Sea	242
20.	WRVA	Rich	232
21.	WHAS	Louis	224
22.	WIMJ	Milw	223
23.	KFMB	San Die	209
24.	WBEN	Buff	203
25.	WGAR	Cleve	192
26.	WIOD	Miami	174
	WHIO	Dayton	174
	KSL	SLC	174
29.	WPTF	Ral	169
30.	WFBR	Balt	167
31.	WCFL	Chi	161
32.	KHOW	Denv	158
33.	WCTC	NY/NJ	155
34.	WFLA	Tampa	152
35.	KLOK	S Jose	150
36.	WMT	Ced Rap	149
	WHAM	Roch	149
38.	KOY	Phoe	146
39.	WROW	Albany	145
40.	KEX	Port	142
	WSYR	Syra	142
42.	WWL	New Or	140
43.	KRMG	Tulsa	137
	WARM	NE PA	137
45.	WKBN	Young	128
46.	KOGO	San Die	123

BEAUTIFUL MUSIC

1.	WRFM-F	NY	1138
2.	WPAT-F	NY	904
3.	KBIG-F	LA	820
4.	WPAT	NY	646
5.	WLOO-F	Chi	599
6.	KJOI-F	LA	517
7.	WLAK-F	Chi	482
8.	WEAZ-F	Phil	436
9.	KOST-F	LA	429
10.	WGAY-F	Wash	387
11.	WWSH-F	Phil	381
12.	WLYF-F	Miami	375
13.	WEZN-F	Bridge	324
14.	WJIB-F	Bost	316
15.	WWBA-F	Tampa	313
16.	WHIO-F	Dayt	297
17.	WJR-F	Det	288
18.	WPCH-F	Atl	276
19.	KEZK-F	St Lou	273
20.	WLKW-F	Prov	267
	WXTZ-F	Indy	267
22.	WVNJ-F	New/NY	266
23.	KJQY-F	San Die	260
	WQAL-F	Cleve	260
25.	WHUD-F	NY	255
26.	WPNT-F	Pitt	254
27.	KFOG-F	SF	253
28.	WDBO-F	Orl	251
29.	WDOK-F	Cleve	250
30.	WJYE-F	Buff	247
31.	KMEZ-F	Dall	242
32.	WSHH-F	Pitt	235
33.	WJBR-F	Wilm, DE	230
34.	WYOR-F	Miami	228
35.	KOSI-F	Denv	222
36.	KODA-F	Hous	213
37.	KSEA-F	Sea	211
	KQYT-F	Phoe	211
39.	KABL	SF	208
40.	KMEO-F	Phoe	205
41.	WLIF-F	Balt	203
42.	WJOI-F	Det	197
43.	WEZO-F	Roch	195
	KOIT-F	SF	195
	KSFI-F	SLC	195
46.	WRCH-F	Hart	190
	KUPL-F	Port	190
48.	WAIT	Chi	189
49.	KYND-F	Hous	186
50.	WWEZ-F	Cinci	178
	WOOD-F	GR	178

COUNTRY

1.	WMAQ	Chi	833
2.	WHN	NY	805
3.	WBAP	D-FW	716
4.	WDAF	Kan Cit	490
5.	WKHK-F	NY	486
6.	WSOC-F	Char	442
7.	KIKK-F	Hous	429
8.	KSCS-F	D-FW	418
9.	KLAC	LA	369
10.	KILT-F	Hous	360
11.	WQYK-F	Tampa	357
12.	WTQR-F	Gr-WS	355
13.	WKHX-F	Atl	345
14.	WIVK-F	Knox	318
	WDGY	Minn	318
16.	WZZK-F	Birm	317
17.	KZLA-F	LA	316
18.	WUSL-F	Phil	310
19.	WPOC-F	Balt	304
	WWWV-F	Det	304
21.	WIL-F	St Lou	288
22.	KSSN-F	L Rock	276
	KKYX	San Ant	276
24.	WJEZ-F	Chi	274
25.	KVOO	Tulsa	268
26.	WSUN	Tampa	266
27.	KSD	St Lou	256
28.	WFIL	Phil	246
29.	KPLX-F	D-FW	245
30.	KHJ	LA	238
31.	WCXI	Det	237
32.	KNEW	SF	235
33.	KLZ	Denv	220
	KNIX-F	Phoe	220
35.	KRAK	Sacra	216
	KOMA	Ok City	216
37.	WESC-F	Gr-Sp	215
38.	WWWE	Cleve	211
39.	WBCS-F	Milw	208
	WUSN-F	Chi	208
41.	KSAN-F	SF	205
42.	WMZQ-F	Wash	201
43.	WAMZ-F	Louis	195
44.	KEBC-F	Ok City	191
45.	KMBZ	Kan City	189
46.	WNOE-F	New Or	185
47.	WEPP	Pitt	184
48.	WSIX-F	Nash	183
49.	WFMS-F	Indy	182
	WCMS-F	Norf	182

BLACK/URBAN			NEWS/TALK			SPANISH					
1.	WKTU-F	NY	1674	1.	WOR	NY	1729	1.	WJIT	NY	591
2.	WRKS-F	NY	1622	2.	WCBS	NY	1357	2.	WADO	NY	511
3.	WBLS-F	NY	1434	3.	WINS	NY	1177	3.	WRHC	Miami	317
4.	WGCI-F	Chi	780	4.	KABC	LA	1080	4.	KTNQ	LA	281
5.	WDAS-F	Phil	673	5.	KMOX	St Lou	890	5.	WQBA	Miami	215
6.	KMJQ-F	Hous	448	6.	KGO	SF	851	6.	KGBT	McA-Br	211
7.	WJPC	Chi	440	7.	WABC	NY	820	7.	KLVE-F	LA	193
8.	WVEE-F	Atl	434	8.	KYW	Phil	774	8.	KWKW	LA	190
9.	WKYS-F	Wash	418	9.	WBBM	Chi	688	9.	WOJO-F	Chi	186
10.	KSOL-F	SF	404	10.	KNX	LA	671	10.	WCMQ-F	Miami	178
11.	WHUR-F	Wash	347	11.	WMCA	NY	606	11.	KALI	LA	165
12.	WAIL-F	New Or	341	12.	WIND	Chi	563	12.	WCMQ-F	Miami	147
13.	KUTE-F	LA	335	13.	KFWB	LA	547	13.	WBNX	NY	118
14.	WGPR-F	Det	331	14.	KCBS	SF	490	14.	KIQI	AF	111
15.	WXYV-F	Balt	321	15.	WWDB-F	Phil	442	15.	WQBA-F	Miami	98
16.	KRLY-F	Hous	310	16.	WCAU	Phil	411	16.	KCOR	San Ant	85
17.	KNOK-F	Dall	289	17.	WJW	Det	410	17.	KIWW-F	McA-BR	82
18.	WVON	Chi	280		KMPC	LA	410	18.	WOCN	Miami	79
19.	KKDA-F	D-FW	268	19.	WEEI	Bost	404	19.	KLVL	Hous	75
20.	KBLX-F	SF	263	20.	KIRO	Sea	389	20.	KEYH	Hous	74
	WJLB-F	Det	263	21.	WXYZ	Det	375	21.	KEDA	San Ant	70
22.	KGJF	LA	262	22.	KRLD	Dall	315	22.	KAMA	El Paso	64
23.	WWRL	NY	249	23.	KTRH	Hous	291		KXYZ	Hous	64
24.	WAMO-F	Pitt	231	24.	WHO	Des M	284		XEGM	LA	64
25.	KDIA	SF	223	25.	WINZ	Miami	266	25.	KXEW	Tucs	55
26.	KDAY	LA	221	26.	WNWS	Miami	249	26.	KIFN	Phoe	49
27.	KMJM-F	St Lou	220	27.	WRC	Wash	236	27.	KCCT	Cor Chr	43
28.	WTLC-F	Indy	218	28.	KOA	Denv	224	28.	KLAT	Hous	42
29.	KACE-F	LA	215	29.	KPRC	Hous	219	29.	KGST	Fres	41
30.	WJMI-F	Jack,MS	212	30.	WRKO	Bost	217	30.	KUNO	Cor Chr	40
31.	WOOK-F	Wash	211	31.	KTAR	Phoe	214				
32.	KKGO-F	LA	204	32.	WTOP	Wash	205				
33.	WEDR-F	Miami	201	33.	WFAA	Dall	193				
34.	WDMT-F	Cleve	200	34.	KCMO	Kan Cit	181				
35.	WENN-F	Birm	188	35.	KQV	Pitt	160				
36.	WBLX-F	Mobile	176	36.	WOAI	San Ant	158				
37.	KJLH-F	LA	175	37.	KVI	Sea	147				
38.	WHRK-F	Memp	172	38.	KTOK	Ok City	144				
39.	WOWI-F	Norf	169	39.	WERE	Cleve	136				
40.	WJZZ-F	Det	165	40.	WITS	Bost	128				
41.	WLBS-F	Det	163	41.	WGST	Atl	126				
42.	WWIN	Balt	155	42.	KSDO	San Die	125				
43.	WDAS	Phil	150	43.	KMJ	Fresno	124				
44.	WDIA	Memp	148	44.	WRNG	Atl	114				
45.	WWDN-F	Colum,SC	146	45.	KFBK	Sacra	111				
46.	KPRS-F	Kan Cit	145	46.	WEAN	Prov	109				
47.	WTMP	Tampa	141	47.	WCKY	Cinci	105				
48.	KWAM-F	Memp	139	48.	WBBW	Young	99				
	WHAT	Phil	139	49.	WGSO	New Or	86				
50.	WHYZ	Gr-Spar	137	50.	WPOP	Hart	85				

RELIGION/GOSPEL

1.	KBRT-F	LA	152
2.	WWDJ-F	NY	142
3.	WROL	Bost	87
4.	KBIQ-F	Sea	86
5.	KCIJ	Shrev	82
6.	KGDN	Sea	73
7.	KIEV	LA	70
8.	WCGL	Jackvil	67
9.	KPBC	Dall	63
10.	KWAM	Memp	57
11.	WRBS-F	Balt	55
12.	KHCB-F	Hous	51
	KSKY	D-FW	51
14.	WLIX	Long Is	49
	WENN	Birm	49
16.	WDJC-F	Birm	48
	KCFO-F	Tulsa	48
	WMUZ-F	Det	48
19.	WEXY	Miami	46
20.	WEMM-F	Hunt	43
	WUST	Wash	43
22.	WDAC-F	Lanc	42
23.	WYCA-F	Chi	41
	WFAX	SF	41
25.	WZZD	Phil	40
26.	WWMO-F	Gr-WS	39
27.	KGOL-F	Hous	38
28.	KPDQ-F	Port	36
29.	KEAR-F	SF	32
30.	WHPE-F	SF	32

NOSTALGIA

1.	WNEW	NY	903
2.	WJJD	Chi	471
3.	KPRZ	LA	380
4.	WPEN	Phil	374
5.	WDAE	Tampa	170
	WOKY	Milw	170
7.	WXKS	Bost	159
8.	WBBG	Cleve	156
9.	WJAS	Pitt	154
10.	WITH	Balt	151
11.	WRTH	St Lou	145
12.	WMLX	Cinci	125
13.	KMPX-F	SF	115
14.	WCOL	Colum	104
15.	WLQY	Miami	101
16.	KFJZ	D-FW	99
	WNAK	NE PA	99
18.	CKJY-F	Det	94
19.	WLKW	Prov	92
20.	WECK	Buff	85
21.	KJLA	Kan City	82
22.	WFBL	Syra	80
23.	WREC	Memp	79
	KGIL+	LA	79
25.	KUPL	Port	75
26.	KMLO	San Die	73
27.	KLIV	S Jose	71
	WSBT	S Bend	71
29.	KIXI	Sea	70
30.	WPXN	Roch	68
	KAKZ	Wich	68

CLASSICAL

1.	WQXR-F+	NY	394
2.	WNCN-F	NY	272
3.	WFLN-F+	Phil	194
4.	WFMT-F	Chi	156
5.	KFAC-F	LA	155
6.	KDFC-F+	SF	154
7.	KKHI-F+	SF	153
8.	WGMS-F+	Wash	151
9.	KFSD-F	San Die	128
10.	WCRB-F	Bost	127
11.	KING-F	Sea	105
12.	KVOD-F	Denv	96
13.	WTMI-F	Miami	89
14.	WQRS-F	Det	85
15.	WCLV-F	Cleve	81
16.	WFMR-F	Milw	65
17.	KLEF-F	Hous	64
18.	KHEP-F	Phoe	50
19.	WRR-F	Dall	43
20.	KFAC	LA	42
21.	WNI B-F	Chi	40
22.	KMFM-F	San Ant	38
23.	WGH-F	Norf	36

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

<u>ROCK/TOP 40/CONTEMP</u>	<u>AOR</u>		<u>MOR/AC</u>		
1. WFBG Alt 27.3	1. KQWB-F Fargo 23.2		1. WJBC Bloom,IN 40.8		
2. KTRS-F Casper 27.2	2. KILO-F Col Spg 19.3		2. WOWO F Wayne 25.0		
3. WCKK-F Erie 25.8	3. KZEL-F Eugene 16.3		WMT Ced Rap 25.0		
4. WKEE-F Hunting 24.5	4. KOZZ-F Reno 16.1		4. KFAB Omaha 22.7		
5. WNDU-F S. Bend 24.4	5. WKQQ-F Lexing 15.5		5. WTIC Hart 21.7		
6. KWTO-F Spr, MO 22.5	6. WTUE-F Dayton 14.4		6. WIKY-F Evans 20.8		
7. WXLK-F Roan 21.4	7. WWCK-F Flint 14.3		7. KTWO Casper 20.7		
8. WBBQ-F Aug,GA 20.7	WLAV-F Gr Rap 14.3		8. KDKA Pitt 20.2		
9. WQSM-F Fayet,NC 19.9	9. WHSL-F Wilm,NC 14.0		9. WCCO M-SP 20.2		
10. WVAF-F Char,WV 19.3	WGIR-F Manch 14.0		KWLO Wat-CF 20.0		
11. KYJC Medford 18.9	11. KZAP-F Sacra 13.7		11. WROK Rockf 19.4		
WISE Ashe,NC 18.9	12. WIOT-F Toledo 13.6		12. WRVA Rich 18.4		
13. WPFRR-F Terre Hau 18.8	13. KSMB-F Lafay 13.4		KONA Rich,WA 18.4		
14. KQCR-F Ced Rap 18.6	KLBJ-F Austin 13.4		14. KIT Yakima 18.3		
15. WCKS-F Cocoa 18.4	15. KGON-F Port 13.3		15. WSGW Saginaw 16.9		
16. WQUT-F JC-Kin 18.3	16. WXLPR-F Dav-RI 13.2		16. KFQD Anch 16.6		
17. WLAP-F Lexing 18.2	17. KLAQ-F El Paso 13.0		17. WGY Schen 16.2		
WNOK-F Col,SC 18.2	18. KGGO-F Des Moi 12.9		18. KSOO S Falls 16.0		
19. WZOK-F Rockf 18.0	KEZE-F Spok 12.9		19. WVLR Lexing 15.8		
20. KBOY-F+ Medford 17.9	20. WBLM-F Por,ME 12.7		20. WELI N Haven 15.5		
21. WFMF-F Bat Rou 17.6	21. KFRX-F Lincoln 12.5		WKZO Kala 15.5		
22. KCNB-F Wat-CF 17.5	22. WKDF-F Nash 12.4		22. WICC Bridge,CT 15.4		
23. WIXX-F Gr Bay 17.4	23. WAAF-F Worc 12.3		WEEU Read 15.4		
24. WDOQ-F Day Bch 17.3	WJXQ-F Lansing 12.3		24. WHBC Canton 15.1		
25. KKRC-F Sioux F 16.7	25. KFMX-F Lubbock 12.1		25. WSTV Steuben 14.9		
WKDQ-F Evans 16.7	26. WTKX-F Pensa 12.0		26. WIBC Indy 14.3		
27. WMRV-F Bingh 16.4	27. KMOD-F Tulsa 11.7		27. WSYR Syr 14.2		
28. WRKY-F Steuben 16.3	WKLC-F Char,WV 11.7		28. WIBW Topeka 14.1		
29. WBNQ-F Bloom,IL 16.1	29. WPYX-F Albany 11.6		29. WIBX Utica 14.0		
30. WLAN-F Lancas 16.0	KEZO-F Omaha 11.6		30. WNBF Bingh 13.8		
WMAZ-F Macon 16.0	WIBA-F Madison 11.6		31. WSBA York 13.7		
32. WKDQ-F Evans 15.9	WSYR-F Syr 11.6		32. KGBX Spr, MO 13.3		
33. WSKZ-F Chatta 15.3	33. WIMZ-F Knox 11.3		33. WROV Roan 13.2		
KEYN-F Wich 15.3	34. KISS-F San Ant 11.1		34. WPTF Ral 12.9		
35. KBFM-F McAllen 15.2	35. WLWQ-F Col,GA 11.0		35. WHP Harris 12.7		
36. KHOO-F Waco 14.9	KIDQ-F Boise 11.0		36. KFOR Lincoln 12.5		
WJET Erie 14.9	37. KMBQ-F Shrev 10.9		KDAL Duluth 12.5		
38. KHFI-F Austin 14.8	38. WDIZ-F Orl 10.8		38. WHEN Syr 12.4		
39. KKXX-F Bakers 14.6	WOWD-F Talla 10.8		KBOI Boise 12.4		
WZYP-F Hunts,AL 14.6	40. KNCN-F Cor Chr 10.7		WRTA Alt 12.4		
41. WCGQ-F Col, GA 14.5	WZXR-F Memp 10.7		WTAG Worc 12.4		
42. KTDY-F Lafay 14.4	WROQ-F Char 10.7		42. KRMG Tulsa 12.3		
KENI Anch 14.4	43. KRKN-F Ancho 10.5		43. WSTP-F M-SP 12.2		
44. KOOK Billings 14.2	44. WOUR-F Utica 10.4		44. WBOW T Haute 11.9		
WKZW-F Peoria 14.2	KOMP-F Las Veg 10.4		45. WDEF Chatt 11.6		
46. WRAL-F Ral 13.8	WHJY-F Prov 10.4		46. WAKR Akron 11.5		
47. KYA-F Billings 13.5	47. WZZO-F All-Be 10.1		47. WBT Char, NC 11.3		
48. WTYX-F Jack, MS 13.4	KICT-F Wich 10.1		48. WAIV-F Jkvil 11.2		
WRVQ-F Rich, VA 13.4	49. KWFM-F Tucs 10.0				
50. WMEE-F F Wayne 12.9					
KQWB Fargo 12.9					

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

BEAUTIFUL MUSIC

1.	WEZN-F	Bridge	16.4
2.	WSRS-F	Worc	16.3
3.	WHIO-F	Dayt	15.2
	WANJ-F	Wheel	15.2
5.	WZID-F	Manch	14.8
	WHBC-F	Canton	14.8
	WNCE-F	Lanca	14.8
8.	WPVR-F	Roan	14.5
9.	KTMT-F	Medford	14.3
10.	WDUZ-F	G Bay	14.2
11.	WEAT-F	West Palm	14.1
12.	WFBG-F	Alt	13.9
13.	WEZO-F	Roch	13.7
	WOOD-F	Gr Rap	13.7
15.	WEZK-F	Knox	13.6
	KONA-F	Rich,WA	13.6
	WGER-F	Sag	13.6
18.	WLWU-F	Erie	13.4
	WDUV-F	Sara	13.4
20.	WWLV-F	Day Bch	13.2
21.	KJYK-F	Tucson	12.6
	KWTX-F	Waco	12.6
23.	WJYE-F	Buff	12.5
	WQYT-F	Bingh	12.5
	KLIN-F	Lincoln	12.5
26.	KXLY-F	Spok	12.4
27.	WEZV-F	F Wayne	12.3
	WFPG-F	At City	12.3
	WLOS-F	Ashe	12.3
30.	WSWT-F	Peoria	11.8
	WXTZ-F	Indy	11.8
32.	WHP-F	Harris	11.7
33.	KSRN-F	Reno	11.6
34.	KHAR	Anch	11.4
	WJCL-F	Savan	11.4
36.	KOOK-F	Billing	11.3
37.	WLQR-F	Toledo	11.2
38.	WHYN-F	Spr, MA	11.1
	WDBO-F	Orl	11.1
40.	WJBR-F	Wilm,DE	11.0
	WWBA-F	Tampa	11.0
42.	KCOZ-F	Shrev	10.9
43.	WLKW-F	Prov	10.7
	KSFI-F	SLC	10.7
45.	KBEE-F	Modes	10.6
	KLYF-F	Des M	10.6
47.	WGAN-F	Port M	10.5
	KBRA-F	Wich	10.5
49.	WRWC-F	Rock	10.4
50.	WEIZ-F	Col, GA	10.3
	WKTZ-F	Jkvil	10.3

COUNTRY

1.	WWNC	Ashe	38.5
2.	WWVA	Wheel	29.6
3.	KVOC	Casper	25.0
4.	WLWI-F	Mont	23.5
5.	WGEE	G Bay	23.4
6.	KUTI	Yakima	21.7
7.	KTTS-F	Spr, MO	21.2
8.	WACO	Waco	19.8
9.	WKSJ-F	Mobile	18.7
10.	KSSN-F	L Rock	18.0
11.	WIVK-F	Knox	17.9
12.	WTHI-F	Terre H	17.0
13.	KSO	Des M	16.8
14.	KLLL-F	L Rock	16.6
	WZZK-F	Birmin	16.6
16.	WQHK	F Wayne	15.6
	WTQR-F	Gr-WS	15.6
18.	KFGO	Fargo	15.5
19.	KUZZ	Bakers	14.9
20.	WQBE-F	Char,WV	14.8
21.	KEBC-F	Ok Cit	14.7
22.	WMSI-F	Jack,MS	14.6
23.	WCHY-F	Savan	14.4
	KVOO	Tulsa	14.4
25.	KGHL	Billin	14.2
	WCOS-F	Col,SC	14.2
27.	KTPK-F	Topeka	14.1
28.	WDEN-F	Macon	14.0
29.	WVAM	Alt	13.9
30.	WCAW	Char,WV	13.8
31.	WSOC-F	Char,NC	13.7
	WXCL	Peoria	13.7
33.	WEZC-F	Gr-Spar	13.6
34.	WPOR-F	Port	13.5
35.	KXKW	Lafay	13.4
36.	WXBQ-F	JC-Kin	13.3
	WYNK-F	Baton R	13.3
38.	WKKQ-F+	Duluth	13.1
39.	WBHP	Hunt,AL	13.0
40.	WPCV-F	Lake	12.9
	KIXZ	Amar	12.9
42.	WSLC	Roan	12.6
43.	WTCR	Hunt	12.4
	WWQQ-F	Wilm,NC	12.4
	KDAK-F	Spok	12.4
	WKCQ-F	Sag	12.4
47.	KWTO	Spr, MO	12.3
	WIRK-F	West P	12.3
	WEZL-F	Char,SC	12.3
	KASE-F	Aust	12.3
	KWEN-F	Tulsa	12.3

BLACK/URBAN

1.	WANM	Tall	21.3
2.	WFXE-F	Col,GA	19.7
3.	WBLX-F	Mobile	18.6
4.	WWIL	Wilm,NC	16.7
5.	KJCB	Lafay	16.5
6.	WEAS-F	Savan	16.3
7.	WOKS	Col,GA	16.2
8.	WWWZ-F	Char,SC	15.8
	WQDW-F	Gr-NB	15.8
10.	KOKY	L Rock	15.1
11.	WJMI-F	Jackson	14.9
12.	WXOK	Bat Rou	14.8
13.	WIDU	Fayet,NC	14.6
14.	WPAL	Char,SC	14.0
15.	WJJS-F	Lynch	13.8
	WOIC	Col,SC	13.8
17.	WXVI	Mont	13.5
18.	WSOK	Savan	13.3
	KOKA	Shrev	13.3
20.	WKXI	Jackson	13.0
21.	WAIL-F	New Or	12.9
22.	WIBB	Macon	12.4
23.	WENN-F	Birming	12.3
24.	WHYZ	Gr-Spar	12.1
	WQIM-F	Mont	12.1
26.	WWW-S-F	Sag	11.9
27.	WVEE-F	Atl	11.5
28.	WPGA-F	Macon	11.3
29.	WTLC-F	Indy	11.0
30.	WJTT-F	Chatt	10.8
31.	KHYS-F	Beau	10.7
32.	WBOP	Pensa	10.4
33.	WRDW	Aug, GA	10.2
	WDZZ-F	Flint	10.2
35.	WWD-M-F	Col,SC	10.0
36.	KDKS-F	Shrev	9.6
37.	WVOL	Nash	9.4
	WTHB	Aug,GA	9.4
39.	WLOU	Louis	9.3
40.	KMJQ-F	Hous	9.1
41.	WEUP	Hunts	8.9
42.	WTOY	Roan	8.8
43.	WXYV-F	Balt	8.7
44.	WKYS-F	Wash	8.4
45.	WDIA	Memp	8.3
	KWAM-F	Memp	8.3
47.	WPEG-F	Char,NC	8.0
48.	WWAB	Lake	7.9
49.	WQMG-F	Gr-WS	7.8
50.	KPRS-F	Kan City	7.5

NEWS/TALK

1.	KMOX	St Lou	21.1
2.	WHO	Des M	12.0
3.	WBBW	Young	11.2
4.	KIRO	Sea	11.0
5.	WOC	Daven	10.9
6.	KTOK	Ok Cit	10.6
7.	KOH	Reno	9.4
8.	KMJ	Fresno	9.3
9.	KYW	Phil	8.8
	KTAR	Phoe	8.8
11.	KGO	SF	8.6
12.	KARN	L Rock	7.6
13.	WOMP	Wheel	7.0
14.	KCMO	Kan City	6.9
15.	KABC	LA	6.7
16.	WEEL	Boston	6.6
17.	WKIS	Orl	6.3
18.	KVOR	Col Spr	5.9
	WWJ	Det	5.9
	WOR	NY	5.9
21.	WLAC	Nash	5.7
22.	KOA	Denv	5.6
23.	KRLD	Dallas	5.4
24.	WOAI	San Ant	5.4
25.	WAVI	Dayton	5.2
26.	WINZ	Miami	5.0
	WPOP	Hartf	5.0
	WQBK	Albany	5.0

RELIGION

1.	KCIJ	Shrev	11.0
2.	WDAC-F	Lancaster	6.0
3.	WCGL	Jkvil	5.7
4.	WEMM-F	Hunting	5.0
	KURL	Billings	5.0
6.	KBBO	Yakima	4.6
7.	KORE	Eugene	4.1
8.	WENN	Birming	4.0
9.	KWAM	Memp	3.8
10.	KBGN	Boise	3.7
11.	WPEO	Peoria	3.4
12.	WEAS	Savan	3.3
	KCFO-F	Tulsa	3.3
14.	WQFL-F	Rockf	3.1
	WLUX	Baton R	3.1
	KDOV	Medford	3.1
17.	WGOC-F	JC-King	2.9
	WSTS-F	Fayett,NC	2.9
	WWJC	Duluth	2.9
	WHGI	Aug, GA	2.9

NOSTALGIA

1.	WSBT	S Bend	16.0
2.	WERU	Madis	10.4
3.	KAKZ	Wich	10.3
4.	WEYZ	Erie	9.8
5.	WAAV	Wilm,DE	9.7
	WAAV	Wilm,DE	9.7
7.	WNAK	NE PA	8.7
	KIDO	Boise	8.7
	WCOA	Pensa	8.7
10.	WFBL	Syra	7.9
11.	WRAW	Reading	7.8
12.	KOYN	Billing	7.1
	KXTP	Duluth	7.1
14.	KERN	Bakers	6.6
	WCOL	Col,OH	6.6
	WOKY	Milw	6.6
17.	WYNZ	Port, M	6.5
	WDAE	Tampa	6.5
	WNEB	Worces	6.5
20.	WAVZ	New Hav	6.4
	WGAC	Aug,GA	6.4
	KQDQ	Eugene	6.4
23.	WMAS	Spr, MA	6.2
24.	WMLX	Cinci	5.9
25.	WBBG	Cleve	5.6
	KLEU	Wat-CF	5.6
27.	WEST	All-Be	5.5
28.	WPXN	Roch	5.3
	WLEE	Rich	5.3
30.	KBBJ	Tulsa	5.0

SPANISH

1.	KGBT	McA-Br	29.1
2.	KIWW-F	McA-Br	11.3
3.	KUNO	Cor Chr	9.5
4.	KCCT	Cor Chr	9.0
5.	KAMA	El Paso	8.5
6.	KXEW	Tucson	7.4
7.	KSTN-F	Stockton	6.5
	KCTY	Sal-Sea-Mo	6.5
9.	WRHC	Miami	6.4
10.	KWAC	Bakers	5.9
11.	KCOR	San Ant	5.5
12.	KLFB	Lubbock	4.8
13.	KGST	Fresno	4.6
14.	KMXX-F	Austin	4.5
	KEDA	San Ant	4.5
16.	WQBA	Miami	4.3

CLASSICAL

1.	KFSD-F	San Die	4.5
2.	KVOD-F	Denv	3.5
3.	KHFM-F	Albuq	3.2
4.	KING-F	Sea	3.1
5.	WGMS-F+	Wash	2.9
6.	WFMR-F	Milw	2.4
	WCLV-F	Cleve	2.4
	KMFM-F	San Ant	2.4
9.	KHEP-F	Phoe	2.1
10.	WFLN-F+	Phil	2.0
11.	WGH-F	Norf	1.9
12.	KKHI-F+	San Fran	1.8
	KDFC-F+	San Fran	1.8
14.	WTMI-F	Miami	1.7
15.	KLEF-F	Hous	1.4
	WQXR-F+	New York	1.4
	WCRB-F	Bost	1.4
18.	WFMT-F	Chi	1.3
19.	WQRS-F	Detroit	1.2
	KWHO	SLC	1.2

AMERICA'S LEADING STATIONS - 12+ METRO SHARE

1. WJBC	Bloomington, IL	40.8	KTWO	Casper	20.7
2. WWNC	Asheville	38.5	27. KDKA	Pittsburgh	20.2
3. WWVA	Wheeling	29.6	28. KWLO	Waterloo	20.0
4. WGBT	McAllen-Browns	29.1	WCCO	Minneapolis	20.0
5. WFBG	Altoona	27.3	30. WQSM-F	Fayetteville, NC	19.9
6. KTRS-F	Casper	27.2	31. WACO	Waco	19.8
7. WCKK-F	Erie	25.8	32. WFXE-F	Columbus, GA	19.7
8. WOWO	Fort Wayne	25.0	33. WROK	Rockford	19.4
WMT	Cedar Rapids	25.0	34. KILO-F	Colorado Spgs	19.3
KVOC	Casper	25.0	WVAF-F	Charleston, WV	19.3
11. WKEE-F	Huntington	24.5	36. WISE	Asheville	18.9
12. WNDU-F	South Bend	24.4	KYJC	Medford	18.9
13. WLWI-F	Montgomery	23.5	38. WPFR-F	Terre Haute	18.8
14. WGEE	Green Bay	23.4	39. WKSJ-F	Mobile	18.7
15. KQWB-F	Fargo	23.2	40. KQCR-F	Cedar Rapids	18.6
16. KFAB	Omaha	22.7	WBLX-F	Mobile	18.6
17. KWTO	Springfield, MO	22.5	42. WCKS-F	Melb-Cocoa	18.4
18. WTIC	Hartford	21.7	WRVA	Richmond	18.4
KUTI	Yakima	21.7	KONA	Richland, WA	18.4
20. WXLK-F	Roanoke	21.4	45. WQUT-F	JC-Kingsport	18.3
21. WANM	Tallahassee	21.3	KIT	Yakima	18.3
22. KTTS-F	Springfield, MO	21.1	47. WNOK-F	Columbia, SC	18.2
KMOX	St. Louis	21.1	WLAP-F	Lexington	18.2
24. WIKY-F	Evansville	20.8	49. KSSN-F	Little Rock	18.0
25. WBBQ-F	Augusta, GA	20.7	WZOK-F	Rockford	18.0

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

1. KTRS-F	Casper	27.2	26. WFMF-F	Baton Rouge	17.6
2. WCKK-F	Erie	25.8	27. WI XX-F	Green Bay	17.4
3. WKEE-F	Huntington	24.5	28. WDOQ-F	Daytona Beach	17.3
4. WNDU-F	South Bend	24.4	29. WTHI-F	Terre Haute	17.0
5. WLWI-F	Montgomery	23.5	30. KKRC-F	Sioux Falls	16.7
6. KQWB-F	Fargo	23.2	31. KLLL-F	Lubbock	16.6
7. WXLK-F	Roanoke	21.4	WZZK-F	Birmingham	16.6
8. KTTS-F	Springfield, MO	21.1	33. WEZN-F	Bridgeport	16.4
9. WIKY-F	Evansville	20.8	WMRV-F	Binghamton	16.4
10. WBBQ-F	Augusta, GA	20.7	35. WRKY-F	Steubenville	16.3
11. WQSM-F	Fayetteville, NC	19.9	WEAS-F	Savannah	16.3
12. WFXE-F	Columbus, GA	19.7	KZEL-F	Eugene	16.3
13. KILO-F	Colorado Springs	19.3	WSRS-F	Worcester	16.3
WVAF-F	Charleston, WV	19.3	39. KOZZ-F	Reno	16.1
15. WPFR-F	Terre Haute	18.8	WBNQ-F	Bloomington	16.1
16. WKSJ-F	Mobile	18.7	41. WMAZ-F	Macon	16.0
17. KQCR-F	Cedar Rapids	18.6	WLAN-F	Lancaster	16.0
WBLX-F	Mobile	18.6	43. WKDQ-F	Evansville	15.9
19. WCKS-F	Melb-Cocoa	18.4	44. WWWZ-F	Charleston, SC	15.8
20. WQUT-F	JC-Kingsport	18.3	WQDW-F	Greenville-NB	15.8
21. WNOK-F	Columbia, SC	18.2	46. WTQR-F	Greensboro-WS	15.6
WLAP-F	Lexington	18.2	47. WKQQ-F	Lexington	15.5
23. KSSN-F	Little Rock	18.0	48. WSKZ-F	Chattanooga	15.3
WZOK-F	Rockford	18.0	KEYN-F	Wichita	15.3
25. WIVK-F	Knoxville	17.9	50. WANJ-F	Wheeling	15.2
			WSKZ-F	Chattanooga	15.2
			KBFM-F	McAllen-Browns	15.2

Simulcast qualifier: KBOY-F+ Medford 17.9

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

METRO SHARE LEADERS - ARBITRON CONDENSED MARKETS*

1. WKDW	Staunton, VA	39.1	14. KCDQ-F	Bozeman, MT	28.9	
2. KLaw-F	Lawton, OK	37.6	15. KQIX-F	Grand Junction, CO	28.7	
3. WJIZ-F	Albany, GA	36.1	16. KBMR	Bismarck, ND	27.9	
4. KIZZ-F	Minot, ND	36.0	17. KPQ	Wenatchee, WA	27.2	
	KCJB	36.0	18. KQIL	Grand Junction, CO	26.1	
6. KFYR	Bismarck, ND	33.3		WJLS	Beckley, WV	26.1
7. KPTH	Dubuque	32.9	20. WPAP-F	Panama City, FL	25.8	
8. W T NY	Watertown, NY	32.0	21. WCVU-F	Ft. Myers, FL	25.7	
9. KISR-F	Ft. Smith, AR	31.8		KGHO-F+	Aberdeen, WA	25.7
10. WBKR-F	Owensboro, KY	31.0	23. KKQV-F	Wichita Falls, TX	25.3	
11. WJDQ-F	Meridian, MS	30.4		KLUR-F	Wichita Falls, TX	25.3
12. WPFM-F	Panama City, FL	29.7	25. WDBQ	Dubuque	25.0	
13. WABK-F+	Augusta, ME	29.4		WNCQ-F	Watertown, NY	25.0

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week, Condensed Markets Only

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENERSHIP*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Lancaster	84.11%	1. Asheville	27.06%
2. Greenville-New Bern	83.73	2. Yakima	36.29
3. Melbourne-Titus-Cocoa	80.92	3. Altoona	36.41
4. Lansing	75.04	4. Honolulu	37.45
5. Washington	74.32	5. Bakersfield	37.72
6. Houston	73.38	6. Waterloo-Cedar Falls	41.30
7. Lynchburg	71.99	7. Anchorage	41.94
8. Savannah	71.92	8. Bloomington	41.98
9. Mobile	71.32	9. Duluth	42.06
10. Colorado Springs	71.29	10. Medford	42.78
11. Dallas-Fort Worth	71.15	11. McAllen-Brownsville	44.50
12. Grand Rapids	70.68	12. Sioux Falls	44.70
13. Knoxville	70.64	13. Tucson	44.96
14. Saginaw	70.62	14. Casper	44.94
15. Wilmington, DE	70.38	15. NE PA	45.82
16. Portland, ME	70.31	16. Huntsville	45.96
17. Oklahoma City	70.15	17. Richmond	46.53
18. Terre Haute	69.50	18. Green Bay	46.60
19. Pensacola	69.06	19. Raleigh	46.94
20. Greensboro-WS	68.87	20. Billings	47.01

* FM Share of total listening, 12+ Metro, 1/4 HR AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S*

<u>HIGHEST</u>		<u>LOWEST</u>	
1. NE PA	20.3	1. Waterloo-Cedar Falls	14.1
2. Miami	20.2	2. Teere Haute	14.6
3. Philadelphia	20.0	3. Melb-Titus-Cocoa	15.0
4. New York	19.8	4. Waco	15.1
5. Baltimore	19.7	Portland, ME	15.1
6. Providence	19.6	6. Topeka	15.2
New Orleans	19.6	Green Bay	15.2
8. Boston	19.4	Casper	15.2
Fayetteville	19.4	9. Akron	15.4
Savannah	19.4	Peoria	15.4
11. Saginaw	19.3	Modesto	15.4
12. Tallahassee	19.1	Corpus Christi	15.4
Montgomery	19.1	Binghamton	15.4
Orlando	19.1	Lexington	15.4
Bridgeport	19.1	Lincoln	15.4

MEAN FOR ALL RATED MARKETS

SPG 82	17.33
SPG 81	16.04
A/M 80	15.42
A/M 79	15.62
A/M 78	15.42
A/M 76	15.40
A/M 75	15.74

* The APR shows the average percentage of the 12+ population which is using radio (Mon-Sun, 6A-MID). The figure is very roughly comparable to television's HUT (Households Using Television) or PVT (Persons Viewing Television).

NATIONAL FM SHARES*

METRO

SPRING 82	58.870%	(12,658,900 of 21,503,100)
FALL 82	58.651	(10,478,800 of 17,866,400)
SPRING 81	57.353	(11,225,100 of 19,571,700)
OCT/NOV 80	56.116	(9,480,500 of 16,894,600)
APR/MAY 80	54.254	(10,134,800 of 18,680,200)
OCT/NOV 79	53.627	(8,329,900 of 15,539,900)
APR/MAY 79	50.887	(9,480,800 of 18,631,200)
OCT/NOV 78	50.698	(7,525,600 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 13,874,200)
APR/MAY 76	40.886	(6,882,900 of 16,834,200)

FM GROWTH RATE (METRO)

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

ADI

SPRING 82	60.16%	(12,198,500 of 20,276,300)
FALL 81	59.53	(10,860,100 of 18,243,100)
OCT/NOV 80	56.96	(10,010,100 of 17,573,600)
APR/MAY 80	55.50	(9,874,500 of 17,792,200)
OCT/NOV 79	53.42	(9,038,100 of 16,919,000)
APR/MAY 79	52.25	(9,071,000 of 17,367,000)
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 16,734,600)
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)

APR/MAY 75 to APR/MAY 76:	7.967%
APR/MAY 76 to APR/MAY 77:	9.093%
APR/MAY 77 to APR/MAY 78:	6.241%
APR/MAY 78 to APR/MAY 79:	7.270%
APR/MAY 79 to APR/MAY 80:	6.220%
APR/MAY 80 to APR/MAY 81:	5.351%
SPG 81 to SPG 82:	2.890%

*Based on MSA or ADI, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in survey are included.

ADI RANKINGS - FM SHARE OF AUDIENCE*

<u>SPG 82 RANK</u>	<u>MARKET</u>	<u>SPG 82</u>	<u>FAL 81</u>	<u>SPG 81</u>	<u>A/M 75</u>
1.	Washington	75.60%	74.18%	74.64%	47.73%
2.	Charlotte	72.29	73.78	71.73	40.50
3.	Houston	71.04	70.19	70.05	40.42
4.	Grand Rapids/Kala	70.56	68.87	69.38	38.09
5.	Detroit	69.29	67.27	66.80	41.12
6.	Orlando	69.02	69.58	67.35	44.50
7.	Atlanta	68.75	69.99	70.05	45.62
8.	Indianapolis	67.77	68.11	67.91	33.54
9.	Dallas-Fort Worth	67.51	65.63	69.28	37.94
10.	Columbus	67.04	56.48	64.12	31.63
11.	Tampa-St. Pete	66.75	67.32	66.71	40.65
12.	Cleveland	66.37	62.39	62.28	40.01
13.	Nashville	66.29	63.88	64.84	33.96
14.	Philadelphia	66.03	69.24	66.65	43.74
15.	Norfolk	64.85	66.14	65.62	44.38
16.	San Diego	64.63	65.28	61.59	33.31
17.	Dayton	63.10	64.38	59.01	42.89
18.	Birmingham	62.95	56.40	59.77	-----
19.	Phoenix	62.50	60.73	56.46	34.17
20.	New Orleans	62.48	65.02	62.28	37.34
21.	Memphis	62.42	60.61	56.88	27.70
22.	Boston	62.37	63.21	62.31	44.98
23.	Huntington-Charleston	61.66	59.83	56.89	28.62
24.	Greenville/Spart	61.37	63.19	61.33	38.77
25.	Oklahoma City	61.05	57.84	59.68	35.78
26.	Sacramento	60.39	60.26	59.87	34.38
27.	Cincinnati	60.35	60.37	56.93	32.75
28.	Baltimore	59.21	59.34	59.88	33.27
29.	Providence	58.72	56.92	54.43	39.82
30.	Milwaukee	58.48	58.81	51.68	36.28
31.	Raleigh	58.36	60.57	57.27	-----
32.	Miami	57.50	53.52	52.20	45.93
33.	Los Angeles	57.06	56.96	55.01	39.37
34.	Salt Lake City	55.98	50.32	45.38	-----
35.	Portland	55.81	53.28	51.22	32.14
36.	Denver	55.57	56.11	53.91	38.31
37.	Chicago	55.43	56.54	53.02	33.48
38.	Hartford	55.04	55.08	51.85	41.60
39.	Seattle	54.92	56.16	50.16	32.98
40.	New York	54.91	55.16	53.03	40.63
41.	Buffalo	54.58	51.67	58.02	38.99
42.	Louisville	54.30	55.32	57.09	22.04
43.	San Francisco	53.90	54.18	54.16	34.63
44.	Kansas City	53.87	51.86	53.27	42.38
45.	NE PA	53.51	53.36	52.59	31.76
46.	Pittsburgh	53.46	49.76	50.65	31.56
47.	St. Louis	52.67	51.96	48.68	32.57
48.	Minneapolis-St. Paul	52.44	50.83	51.63	27.80
49.	Albany-Schen-Troy	50.64	45.37	47.75	-----
50.	San Antonio	<u>46.17</u>	<u>44.59</u>	-----	-----
		60.16%	59.53%	58.47%	38.91%

STATION FORMAT AND FORMAT LISTENERSHIP*

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	682,800 (129)	5,110,900 (538)	5,793,700 (667)	27.08
MOR/AC	2,381,000 (438)	1,583,200 (145)	3,964,200 (583)	18.53
COUNTRY	1,290,000 (322)	1,399,600 (230)	2,689,600 (552)	12.57
BTFL MUSIC	158,200 (26)	2,357,500 (248)	2,515,700 (274)	11.76
BLACK/URBAN	830,400 (164)	1,665,800 (80)	2,496,200 (244)	11.67
NEWS/TALK	1,961,100 (99)	401 (1)	2,001,200 (100)	9.35
NOSTALGIA	716,900 (129)	58,800 (14)	775,700 (143)	3.63
SPANISH	399,000 (42)	91,100 (14)	490,100 (56)	2.29
RELIGION	216,800 (138)	92,300 (61)	309,100 (199)	1.44
CLASSICAL	29,600 (9)	237,800 (26)	267,400 (35)	1.25
OTHERS/UNKNOWN	71,100 (34)	17,800 (17)	88,900 (51)	0.42
TOTALS	8,736,900 (1530)	12,654,900 (1374)	21,391,800 (2904)	

*Based on 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. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS

	<u>AM</u>	<u>FM</u>	<u>COMBINED</u>	<u>SPG 81</u>	<u>A/M 80</u>	<u>A/M 79</u>	<u>A/M 78</u>	<u>A/M 77</u>
ROCK/AOR/CONT	7.82%	40.39%	27.08%	31.51%	33.04%	34.55%	35.91%	34.80%
MOR/AC	27.25	12.51	18.53	16.45	16.11	15.00	16.83	17.32
COUNTRY	14.76	11.06	12.57	12.12	10.26	9.61	9.27	9.32
BTFL MUSIC	1.81	18.63	11.76	14.61	15.58	16.08	16.71	17.66
BLACK/URBAN	9.50	13.16	11.67	9.07	9.76	9.75	7.33	6.64
NEWS/TALK	22.45	0.32	9.35	9.13	9.68	9.67	8.75	9.26
NOSTALGIA	8.21	0.46	3.63	2.04	0.64	0.15	0.15	0.12
SPANISH	4.57	0.72	2.29	2.12	2.02	2.18	1.73	1.88
RELIGION	2.48	0.73	1.44	1.23	1.24	1.05	1.20	0.89
CLASSICAL	0.34	1.88	1.25	1.30	1.27	1.24	1.40	1.31
UNKNOWN/OTHERS	0.81	0.14	0.42	0.41	0.47	0.72	0.72	0.77

CHANGES SINCE SPG 81

	<u>Change in format share (%)</u>	<u>Change in 1/4 HR figures</u>
ROCK/AOR/CONTEMP	-14.1%	-397,300 (-6.4%)
MOR/AC	+12.6%	+732,000 (+22.7%)
COUNTRY	+3.7%	+307,500 (+12.9%)
BTFL MUSIC	-19.5%	-354,500 (-12.4%)
BLACK/URBAN	+28.7%	+714,000 (+40.1%)
NEWS/TALK	+2.4%	+216,900 (+12.1%)
NOSTALGIA	+77.9%	+375,500 (+93.8%)
SPANISH	+8.0%	+ 74,500 (+17.9%)
RELIGION	+17.1%	+ 68,000 (+28.2%)
CLASSICAL	-3.8%	+ 11,800 (+4.6%)
OTHERS/UNKNOWN	+2.4%	+ 7,700 (+9.5%)
TOTAL		+1,745,100 (+8.9%)

BEST AND WORST MARKETS FOR VARIOUS FORMATS

ROCK/AOR/CONTEMP (National Average: 27.08%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Casper	51.7%	1. West Palm Beach	14.6%
2. Erie	50.3	2. Columbus, GA	15.5
3. Fayetteville, NC	49.6	3. New York	16.6
4. Colorado Springs	48.7	4. Houston	16.8
5. Anchorage	48.4	5. Beaumont	18.1
6. Lansing	47.6	6. Sarasota	19.0
7. Appleton-Oshkosh	47.1	7. Montgomery	19.3
8. Evansville	44.7	8. Birmingham	20.5
9. Altoona	44.6	9. Milwaukee	20.7
Davenport	44.6	10. Miami	20.9
11. South Bend	44.4	Kansas City	20.9
12. Modesto	44.2	Chicago	20.9
13. Binghamton	43.4	13. St. Louis	21.2
14. Corpus Christi	43.0	Baltimore	21.2
15. Billings	42.5	15. Jackson, MS	21.6
		Indianapolis	21.6

BEAUTIFUL MUSIC (National Average: 11.76%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Daytona Beach	29.3%	1. Austin	0%
2. Sarasota	28.2	Terre Haute	0
3. Lancaster	25.2	Evansville*	0
4. West Palm Beach	24.3	4. Casper	1.1
5. Grand Rapids	24.0	5. Fayetteville, NC	2.6
6. Tampa-St. Pete	23.4	6. Wilmington, NC	2.9
Albany-Schen-Troy	23.4	7. Topeka	3.3
8. Medford	22.3	8. McAllen-Brownsville	3.7
9. Reno	21.7	9. Beaumont	5.6
10. Altoona	21.2	Lafayette	5.6
11. Worcester	20.9	11. Duluth	5.8
12. Anchorage	20.7	12. Oklahoma City	6.0
13. Canton	20.1	Augusta, GA	6.0
Atlantic City	20.1	14. Bloomington, IL	6.2
15. Allen-Beth-Easton	19.5	15. New Orleans	6.3

*Evansville has a station which is partially BTFL. However, in my opinion it is closer to an MOR format.

NOTE: Format information for this section came from July or August editions of SRDS, the 1982 Broadcasting Yearbook and other sources. In some cases phone calls were made. In many cases I had to make a judgement based on the demographic spread of the station's audience. The most difficult call was determining whether a station was programming contemporary or "adult contemporary" formats. It seems that half the rock/contemp stations in the country are calling themselves adult contemp. Before I accepted the "AC" term the station had to have a significant percentage of its audience over 35. It also had to have less than 10% of its audience in the teen category.

MOR/ADULT CONTEMP (National Average: 18.53%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Bloomington, IL	46.3%	1. Corpus Christi	0%
2. Syracuse	41.5	Columbus, GA	0
3. Hartford	41.4	McAllen-Brownsville	0
4. Evansville	38.9	Pensacola	0
5. Springfield, MA	38.8	Shreveport	0
6. Cedar Rapids	38.5	6. Waco	0.5
7. Worcester	38.0	7. Fayetteville, NC	0.9
8. Topeka	36.4	8. Lakeland	1.8
9. Utica	36.0	9. Tallahassee	2.6
10. Manchester	35.9	10. El Paso	3.7
11. Lincoln	34.2	11. Huntsville	3.8
12. Milwaukee	34.8	12. Greenville-NB	4.1
13. Fort Wayne	33.9	13. Lubbock	4.4
14. Pittsburgh	33.3	14. Wilmington, NC	4.7
15. Omaha	32.6	15. Baton Rouge	5.1

COUNTRY (National Average: 12.57%)

<u>HIGHEST %</u>		<u>LOWEST %</u>	
1. Asheville	46.3%	1. Boston	1.2%
2. Springfield, MO	41.8	2. Bridgeport	2.1
3. Waco	41.0	3. Hartford	2.2
4. Fargo	40.5	4. Worcester	2.3
5. Johnson City-Kingsport	38.3	5. Manchester	2.6
6. Lubbock	38.1	6. Springfield, MA	3.5
7. Knoxville	37.4	Honolulu	3.5
8. Tulsa	35.9	8. Providence	3.6
9. Amarillo	35.4	9. New Haven	4.0
10. Beaumont	35.3	10. Miami	4.3
11. Austin	34.8	11. New York	4.6
12. Huntington	34.6	12. Atlantic City	5.3
13. Sioux Falls	33.3	13. Philadelphia	5.9
14. Oklahoma City	32.7	14. NE PA	6.5
15. Huntsville	32.3		

NEWS/TALK
(Nat Avg: 9.35%)

BLACK/URBAN
(Nat Avg: 11.67%)

SPANISH
(Nat Avg: 2.29%)

RELIGION
(Nat Avg: 1.44%)

1. Minn-SP	22.4	1. Colum,GA	40.3	1. McAll-Br	47.5	1. Shreveport	13.1
2. St. Lou	22.2	2. Jackson	37.0	2. Miami	21.9	2. Jackvil	9.5
3. New York	20.4	3. Char,SC	36.9	3. Cor Chr	20.6	3. Huntington	6.9
4. Phila	19.8	4. Macon	34.9	4. El Paso	17.6	4. Lancaster	6.6
5. LA	17.5	5. Memphis	31.7	5. San Antonio	15.0	5. Birmingham	6.4
6. Seattle	16.2	6. Savan	31.2	6. Bakersfield	10.6	6. Memphis	5.7
7. San Fran	14.7	7. Mobile	29.6	7. Tucson	9.3	7. Eugene	5.6
8. Daven-RI	13.1	8. Birmingham	27.8	8. Stockton	8.3	8. Greens-WS	5.5
9. Boston	12.8	9. Mont, AL	27.6	9. Salinas	7.5	9. Billings	5.2
10. Detroit	12.1	10. Tallahassee	26.8	10. Fresno	7.4	10. Fresno	4.9
11. Portland,0	11.2	11. Colum,SC	25.4	11. LA	6.6	11. Yakima	4.8
12. Okl City	11.1	12. Baton Rouge	24.8	12. Houston	5.8	12. Seattle	4.6
13. Sal-Sea	11.0	Washington	24.8	13. Austin	5.2	Pueblo	4.6
14. Fresno	10.6	14. Shreveport	23.9	14. Lubbock	5.1	14. JC-Kingsport	4.5
15. Bridgeport	10.4	New Orleans	23.9	15. New York	4.8	Tulsa	4.5

CLASSICAL (National Average: 1.25%)

1. San Diego	4.8	5. Seattle	3.3	9. Cleveland	2.5	Phoenix	2.2
2. San Francis	3.9	6. Washington	3.1	New York	2.5	14. Wilmington	2.1
3. Denver	3.7	7. Salinas	2.6	San Antonio	2.5	15. Norfolk	2.0
4. Albuquerque	3.6	Milwaukee	2.6	12. Philadelphia	2.2		

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 of all the stations in the group (12+, TSA 1/4 HR AVG).

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. To be sure there are some problems with this formula. It tends to bias small groups which have successful stations in large markets. However, the formula is fun to work with and it's fun to study. If you think about it I think you will agree that it is quite accurate.

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

AMERICA'S LEADING GROUPS (DUNCAN'S FORMULA)

(A/M 80)	(SPG 81)	RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVG	STATION INDEX	GROUP INDEX
(1)	(1)	1.	1.	ABC	8063	13	620	4.8	7.2	17,940	233,218
(2)	(3)	2.	2.	CBS	7699	14	550	5.0	8.2	13,415	187,805
(3)	(2)	3.	3.	NBC	4963	8	620	4.8	8.3	15,562	124,498
(5)	(5)	4.	4.	Westinghouse	6093	12	508	17.3	5.1	5,758	69,092
(4)	(4)	5.	5.	Metromedia	5577	14	398	8.1	10.5	4,680	65,514
(6)	(6)	6.	6.	RKO	5823	11	529	8.2	11.0	5,865	64,512
(11)	(10)	7.	7.	Bonneville	3847	11	350	14.5	7.8	3,095	34,041
(7)	(9)	8.	8.	Inner City	2618	7	374	3.6	22.4	4,638	32,465
(31)	(29)	9.	9.	Greater Medi	3053	12	254	4.8	20.2	2,620	31,436
(15)	(13)	10.	10.	Gannett	3649	13	281	11.2	10.7	2,345	30,482
(12)	(12)	11.	11.	Capital Citi	5575	14	398	20.0	9.4	2,117	29,638
(-)	(--)	12.	12.	Infinity	3391	6	565	12.7	10.3	4,319	25,915
(14)	(14)	13.	13.	Taft	2819	12	235	26.7	4.3	2,047	24,562
(10)	(7)	14.	14.	Century	1724	6	287	5.3	14.3	3,787	22,721
(30)	(17)	15.	15.	Doubleday	1923	8	240	11.3	9.6	2,212	17,699
(17)	(19)	16.	16.	Plough	2721	12	227	21.0	7.5	1,441	17,295
(13)	(15)	17.	17.	Cox	3364	12	280	26.0	7.7	1,399	16,783
(9)	(11)	18.	18.	Hearst	1480	6	247	18.3	5.6	2,410	14,461
(21)	(32)	19.	19.	Viacom	2173	8	272	15.6	11.1	1,571	12,566
(--)	(--)	20.	20.	NBN	1268	5	254	6.6	16.2	2,376	11,878
(20)	(18)	21.	21.	Golden West	1594	8	199	13.9	11.6	1,234	9,873
(--)	(--)	22.	22.	Amaturo	1101	5	220	9.8	11.8	1,902	9,512
(16)	(25)	23.	23.	LIN	1768	10	177	19.2	11.1	.831	8,305
(25)	(27)	24.	24.	First Media	1598	8	200	18.1	10.8	1,023	8,185
(27)	(21)	25.	25.	Malrite	1737	10	174	22.4	9.8	.793	7,926

(A/M 80)	(SPG 81)	RANK	RANK	GROUP	TOTAL LISTENERS	STATIONS	STATION AVERAGE	MARKET AVERAGE	RANK AVERAGE	STATION INDEX	GROUP INDEX
(19)	(23)	26.	26.	GE	1558	8	195	31.6	6.5	.999	7.595
(--)	(48)	27.	27.	Gulf	1762	10	176	27.1	9.0	.721	7.216
(40)	(37)	28.	28.	Outlet	1322	5	264	13.4	13.8	1.428	7.138
(22)	(16)	29.	29.	Storz	1185	6	198	24.7	24.7	1.145	6.871
(28)	(22)	30.	30.	Tribune Co.	1966	5	393	37.0	8.2	1.296	6.477
(37)	(24)	31.	31.	Metroplex	1041	6	174	12.2	13.3	1.072	6.434
(18)	(20)	32.	32.	Harte-Hanks	1712	11	156	33.2	8.5	.553	6.081
(--)	(--)	33.	33.	Katz	1673	9	186	63.0	4.6	.642	5.776
(29)	(33)	34.	34.	United	1243	9	138	10.4	19.5	.680	5.444
(33)	(26)	35.	35.	Nationwide	1450	9	161	36.8	7.4	.591	5.321
(26)	(30)	36.	36.	Group One	1260	8	158	35.3	6.9	.649	5.189
(--)	(41)	37.	37.	Scripps-Howard	1071	7	153	30.6	7.9	.633	4.430
(24)	(28)	38.	38.	Heftel	993	5	199	34.2	6.6	.882	4.408
(33)	(31)	39.	39.	Fairbanks	1253	7	179	32.9	8.7	.625	4.378
(34)	(36)	40.	40.	Meredith	1048	6	175	39.3	6.7	.665	3.988
(43)	(34)	41.	41.	Susquehanna	1098	10	110	35.9	10.3	.297	3.942
(49)	(49)	42.	42.	EZ	846	5	169	35.6	6.4	.742	3.709
(--)	(--)	43.	43.	BENI	1027	8	128	20.6	9.3	.450	3.598
(36)	(39)	44.	44.	Entercom	737	8	92	12.9	17.9	.398	3.187
(46)	(40)	45.	45.	Shamrock	1025	6	171	26.7	12.8	.500	3.002
(32)	(35)	46.	46.	Surrey/Charter	1098	10	110	35.9	10.3	.297	2.975
(47)	(43)	47.	47.	Jeff-Pilot	1534	11	139	64.8	8.2	.262	2.878
(--)	(--)	48.	48.	Josephson	813	6	136	25.0	11.7	.465	2.790
(41)	(46)	49.	49.	Hubbard	801	5	160	65.6	4.4	.554	2.772
(--)	(--)	50.	50.	Affiliated	885	8	111	48.5	6.8	.337	2.693
(44)	(38)	51.	51.	Great Trails	901	8	113	39.5	8.6	.333	2.661
(--)	(--)	52.	52.	Capitol (WRAL)	1132	8	142	73.6	5.8	.333	2.661
(39)	(44)	53.	53.	Multimedia	1193	12	99	97.8	4.6	.220	2.641
(--)	(--)	54.	54.	Sandusky News	952	9	106	26.6	14.0	.285	2.562
(--)	(--)	55.	55.	McCormick	781	5	156	38.4	8.0	.508	2.539

AMERICA'S LEADING GROUPS - 1/4 HOUR AVERAGES

<u>(A/M 80)</u> <u>RANK</u>	<u>(SPG 81)</u> <u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVERAGE PER STATION</u>
(1)	(1)	1.	ABC	13	8063	620
(2)	(2)	2.	CBS	14	7699	550
(3)	(3)	3.	Westinghouse	12	6093	508
(7)	(7)	4.	RKO	11	5823	529
(4)	(4)	5.	Metromedia	14	5577	398
(5)	(5)	6.	Capital Cities	14	5575	398
(6)	(6)	7.	NBC	8	4963	620
(9)	(8)	8.	Bonneville	11	3847	350
(13)	(13)	9.	Gannett	13	3649	281
(-)	(-)	10.	Infinity	6	3391	565
(10)	(10)	11.	Cox	12	3364	280
(15)	(14)	12.	Greater Media	12	3053	254
(12)	(12)	13.	Taft	12	2819	235
(16)	(17)	14.	Plough	12	2721	227
(11)	(11)	15.	Inner City	7	2618	374
(20)	(31)	16.	Viacom	8	2173	272
(14)	(16)	17.	Tribune Co.	5	1966	292
(47)	(27)	18.	Doubleday	8	1923	240
(22)	(24)	19.	LIN	10	1768	177
(61)	(56)	20.	Gulf	10	1762	176
(25)	(19)	21.	Malrite	10	1737	174
(17)	(15)	22.	Century	6	1724	287
(18)	(18)	23.	Harte-Hanks	11	1712	156
(28)	(21)	24.	Susquehanna	13	1692	130
(--)	(--)	25.	Katz	9	1673	186
(34)	(36)	26.	First Media	8	1598	200
(24)	(20)	27.	Golden West	8	1594	199
(19)	(22)	28.	GE	8	1558	195
(29)	(26)	29.	Jefferson-Pilot	11	1534	139
(21)	(23)	30.	Hearst	6	1480	247
(26)	(32)	31.	Nationwide	9	1450	161
(33)	(29)	32.	Outlet	5	1322	264
(--)	(--)	33.	NBN	5	1268	254
(30)	(34)	34.	Group One	8	1260	158
(31)	(28)	35.	Fairbanks	7	1253	179
(41)	(41)	36.	United	9	1243	138
(27)	(35)	37.	Multimedia	12	1193	99
(32)	(30)	38.	Storz	6	1185	198
(64)	(57)	39.	Capitol (WRAL)	8	1132	142
(--)	(--)	40.	Amaturo	5	1101	220
(44)	(48)	41.	Surrey/Charter	10	1098	110
(56)	(49)	42.	Scripps-Howard	7	1071	153
(40)	(42)	43.	Meredith	6	1048	175
(46)	(45)	44.	Booth	9	1041	116
(52)	(38)	45.	Metroplex	6	1041	174
(62)	(73)	46.	BENI	8	1027	128
(39)	(37)	47.	Shamrock	6	1025	171
(23)	(25)	48.	Heftel	5	993	199
(43)	(40)	49.	Mid America	10	991	99
(36)	(43)	50.	King	9	977	109
(--)	(--)	51.	Sandusky News	9	952	106
(54)	(50)	52.	Summit	8	950	119
(51)	(44)	53.	Guy Gannett	9	938	104
(50)	(46)	54.	Great Trails	8	901	113
(49)	(52)	55.	Park	13	890	68

(A/M 80)	(SPG 81)					
<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>STATIONS</u>	<u>TOTAL</u>	<u>AVG PER STATION</u>
(42)	(47)	56.	Affiliated	8	885	111
(57)	(60)	57.	EZ	5	846	169
(--)	(--)	58.	Josephson	6	813	136
(53)	(54)	59.	Hubbard	5	801	160
(37)	(33)	60.	Swanson	7	793	113
(--)	(--)	61.	McCormick	5	781	156
(45)	(59)	62.	Insilco	7	752	107
(65)	(63)	63.	Stoner	10	742	74
(48)	(51)	64.	Entercom	8	737	92
(69)	(71)	65.	Des Moines Reg-Trib	6	705	118
(58)	(53)	66.	Federated	7	703	100
(59)	(68)	67.	Associated	11	685	62
(67)	(55)	68.	Beck-Ross	6	684	114
(66)	(66)	69.	Bluegrass	7	677	97
(35)	(39)	70.	Rust	7	676	97
(--)	(74)	71.	Liggett	6	672	112
(--)	(--)	72.	Confer-Rothfuss	6	663	111
(83)	(85)	73.	Sterling	9	662	74
(68)	(67)	74.	Western Cities	7	651	93
(71)	(61)	75.	Lotus	10	632	63
(60)	(62)	76.	Great Empire	10	629	63
(76)	(58)	77.	Sudbrink	7	619	88
(38)	(64)	78.	Kaye-Smith	5	599	120
(74)	(80)	79.	Clear Channel	7	596	85
(--)	(--)	80.	Bloomington	6	572	95
(--)	(--)	81.	Palmer	6	561	94
(82)	(90)	82.	Beasley	8	511	64
(77)	(72)	83.	Buckley	6	490	82
(63)	(69)	84.	Tichenor	5	489	98
(--)	(--)	85.	Rivers	5	488	98
(73)	(73)	86.	Stauffer	8	458	57
(87)	(78)	87.	Sunbelt	6	449	75
(81)	(76)	88.	Capitol (Johnson)	6	446	74
(72)	(79)	89.	Regional	8	444	56
(--)	(--)	90.	Mooney	5	435	87
(70)	(82)	91.	Rollins	5	409	82
(--)	(87)	92.	Manship	5	383	77
(--)	(89)	93.	Crawford	6	381	64
(84)	(84)	94.	Stuart	7	380	54
(90)	(94)	95.	Bahakel	8	353	44
(--)	(--)	96.	McKenna	5	329	66
(--)	(--)		Abell	5	329	66
(84)	(86)	98.	Midwest Family	8	311	39
(--)	(--)	99.	Community Pacific	8	304	38
(88)	(92)	100.	Davis & Weaver	5	293	59
(--)	(96)	101.	Executive	5	290	58
(--)	(--)		Hicks	5	290	58
(89)	(93)	103.	Broadcast Assoc	5	264	53
(91)	(97)	104.	Peoria Journal Star	6	249	42
(--)	(91)	105.	Eastman	5	230	46
(--)	(--)	106.	Harris	6	226	38
(92)	(95)	107.	Hatch	6	223	37
(93)	(98)	108.	Buck	6	222	57
(--)	(99)	109.	Forward	7	220	31
(--)	(--)	110.	Jaco	5	197	39
(--)	(101)	111.	Epperson-Atsinger	7	186	27
(--)	(--)	112.	John Price	5	180	36
(--)	(102)	113.	Walton	5	164	33

AMERICA'S LEADING GROUPS - WEEKLY 12+ CUME

<u>(A/M 80)</u>	<u>(SPG 81)</u>				
<u>RANK</u>	<u>RANK</u>	<u>RANK</u>	<u>GROUP</u>	<u>TOTAL CUME</u>	<u>AVG PER STATION</u>
(1)	(1)	1.	ABC	13,780,900	1,060,000
(2)	(2)	2.	CBS	13,495,400	964,000
(3)	(3)	3.	Westinghouse	9,847,900	820,700
(5)	(4)	4.	NBC	8,957,500	1,119,700
(6)	(6)	5.	RKO	8,907,800	809,800
(4)	(5)	6.	Metromedia	8,540,000	610,000
(7)	(7)	7.	Capital Cities	7,944,100	567,400
(11)	(11)	8.	Gannett	5,393,900	414,900
(9)	(8)	9.	Bonneville	5,072,100	461,100
(8)	(9)	10.	Cox	5,509,700	421,600
(15)	(13)	11.	Greater Media	4,611,400	384,300
(--)	(--)	12.	Infinity	4,471,500	745,300
(12)	(12)	13.	Taft	4,102,700	341,900
(13)	(14)	14.	Inner City	3,906,400	558,100
(16)	(18)	15.	Plough	3,698,400	308,200
(21)	(29)	16.	Viacom	3,193,900	399,200
(14)	(15)	17.	Tribune Co.	3,190,800	638,200
(40)	(23)	18.	Doubleday	3,178,100	397,200
(17)	(16)	19.	Century	3,048,600	508,100
(19)	(17)	20.	Golden West	2,865,200	358,200
(22)	(19)	21.	LIN	2,695,100	269,500
(41)	(36)	22.	First Media	2,543,900	318,000
(28)	(24)	23.	Malrite	2,519,300	251,900
(18)	(20)	24.	Harte-Hanks	2,465,600	224,100
(--)	(--)	25.	Gulf	2,463,500	246,500
(23)	(25)	26.	Jefferson-Pilot	2,353,800	214,000
(20)	(21)	27.	GE	2,299,900	287,500
(29)	(22)	28.	Hearst	2,247,900	374,700
(24)	(26)	29.	Outlet	2,247,700	449,500
(32)	(37)	30.	Nationwide	2,208,800	245,400
(--)	(--)	31.	Katz	2,179,700	242,200
(31)	(32)	32.	Susquehanna	2,170,900	167,000
(34)	(31)	33.	Fairbanks	1,934,000	276,300
(38)	(43)	34.	United	1,926,100	214,000
(26)	(28)	35.	Storz	1,896,800	316,100
(27)	(30)	36.	King	1,839,700	204,400
(33)	(33)	37.	Multimedia	1,751,400	146,000
(30)	(35)	38.	Surrey/Charter	1,727,400	172,700
(37)	(34)	39.	Group One	1,724,100	215,500
(35)	(38)	40.	Shamrock	1,663,300	277,200
(25)	(27)	41.	Heftel	1,606,400	321,300
(36)	(39)	42.	Meredith	1,548,900	258,200
(--)	(44)	43.	Guy Gannett	1,547,400	171,900
(--)	(--)	44.	Sandusky News	1,541,600	171,300
(--)	(50)	45.	Booth	1,540,700	171,200
(--)	(47)	46.	Metroplex	1,520,000	253,300
(--)	(49)	47.	Scripps-Howard	1,516,400	216,600
(--)	(--)	48.	NBN	1,478,800	295,800
(--)	(--)	49.	Capitol (WRAL)	1,437,300	179,700
(43)	(45)	50.	Great Trails	1,433,600	179,200

MAJOR GROUP OWNERS

<u>ABC</u>	<u>(Ben Hoberman)</u>	<u>TSA</u>	<u>AQH</u>	<u>TSA</u>	<u>CUME</u>	<u>TSA</u>	<u>RANK</u>	<u>MKT</u>	<u>#</u>	<u>FORMAT</u>
WABC	NY	820	22193	13	1	Talk				
WPLJ-F	NY	1277	18127	7	1	AOR				
WLS	Chi	1015	20424	2	3	Rock				
WLS-F	Chi	489	10165	9	3	Rock/AOR				
KGO	SF	850	10273	1	7	News/Talk				
KGO-F	SF	90	2571	31	7	Talk				
KABC	LA	1080	14086	1	2	Talk				
KLOS-F	LA	690	11749	4	2	AOR				
WXYZ	Det	375	4370	5	5	Talk				
WRIF-F	Det	468	9445	2	5	AOR				
WMAL	Wash	426	5592	1	8	MOR				
WRQX-F	Wash	316	5421	6	8	Rock				
KSRR-F	Hou	167	3393	12	10	AOR				
<u>ASSOCIATED (Myles Berkman)</u>										
WTYM	Tampa	8	178	24	23	Nost				
WVOL	Buff	32	456	14	32	Country				
WACJ-F	Buff	56	565	10	32	AC				
WPXN	Roch	68	996	8	42	Nost				
WPXY-F	Roch	43	895	10	42	AC/Soft				
WPIT	Pitt	24	600	25	13	Religion				
WPIT-F	Pitt	25	968	24	13	Religion				
WSNI-F	Phil	284	4515	15	4	AC				
WRCP	Phil	78	737	24	4	Oldies				
WSTV	Steuben	32	343	2	205	MOR				
WRKY-F	Steuben	35	516	1	205	Rock				
<u>BAHAKEL (Cy Bahakel)</u>										
KXEL	Water	36	564	4	232	Country				
KCNB-F	Water	54	732	1	232	Rock				
WDOD	Chatta	33	663	10	97	Country				
WDOD-F	Chatta	162	1740	2	97	Country				
WKIN	Kings	19	385	10	96	Country				
WZXY-F	Kings	25	324	6	96	AOR				
WVOD	Lynch	21	179	7	211	Country				
WKZZ	Lynch	3	80	17	211	Religion				
Others: WLBK A/F (Bowling Green,KY); WABG (Greenwood,MS)										
<u>BEASLEY (George Beasley)</u>										
WTIP+	Char, WV	29	323	9	147	BTFB				
WMOO	Mobile	7	101	16	92	Religion				
WBLX-F	Mobile	176	1196	1	92	Black				
WGAC	Aug	35	482	6	117	Nostalgia				
WKBX	Savan	11	224	8	162	MOR				
WSGF-F	Savan	33	642	7	162	Rock				
WFAI	Fayette	20	337	10	157	Country				
WDMT-F	Cleve	200	2427	8	20	Urban				
Others: WFMC, WOKN-F (Goldsboro,NC); WMMO-F (Reidsville,NC)										
<u>BECK-ROSS (Martin Beck)</u>										
WKTZ	Jkville	25	200	14	57	BTFB				
WKTZ-F	Jkville	137	1470	3	57	BTFB				
WKMF	Flint	33	443	13	82	Country				
WGMZ-F	Flint	63	782	6	82	BTFB				
WHCN-F	Hart	199	3128	2	39	AOR				
WBLI-F	Long Is/NY	227	3043	29	1	Rock				

*Group must have 5 stations in rated markets to qualify. Simulcasted count as 1 station. TSA rank is based on 1/4 HR AVG, 12+, Broadcast week. Market rank is SRDS.

<u>BLOOMINGTON</u> (Tim Ives)		TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#							
WJCW	JC-Kings	56	795	4	96	Country					
WQUT-F	JC-Kings	157	1749	1	96	Rock					
WJBC	Bloom,IL	87	812	1	261	MOR					
WBNQ-F	Bloom,IL	46	673	2	261	Rock					
WGOW	Chatta	35	601	9	97	Contemp					
WSKZ-F	Chatta	191	2041	1	97	Rock					

<u>BLUEGRASS</u> (Bill Stakelin)		TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#							
WHOO	Orl	103	1302	6	58	Country					
WH00-F	Orl	140	1689	4	58	Country					
WVOC-F	Col,GA	86	1049	2	160	Country					
WVLK	Lex	100	1519	3	122	MOR					
WVLK-F	Lex	65	891	4	122	Country					
WWSA	Sav	10	203	12	162	MOR					
WCHY-F	Sav	173	1496	1	162	Country					

<u>BONNEVILLE</u> (Arch Madsen)		TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#							
KBIG-F	LA	820	10609	2	2	BTFL					
KOIT-F	SF	195	3072	19	7	BTFL					
WCLR-F	Chi	448	7282	13	3	MOR					
KMBZ	KC	189	2733	5	29	Country					
KMBR-F	KC	166	2052	7	29	BTFL					
WRFM-F	NY	1138	11267	10	1	BTFL					
KSL	SLC	174	2934	2	41	MOR					
KIRO	Sea	389	6321	1	15	News					
KSEA-F	Sea	211	2472	4	15	BTFL					
KAAM	Dallas		DID NOT SHOW		9						
KAFM-F	Dallas	117	1979	15	9	Contemp					

<u>BOOTH</u> (John Booth II, Ralph Booth)		TSA	TSA	TSA	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#							
WSAI	Cin	79	1295	16	27	Country					
WSAI-F	Cin	63	1223	17	27	Country					
WRBR-F	S. Bend	38	841	7	142	AC					
WJLB-F	Det	263	4595	11	5	Black					
WSGW	SaE	95	890	2	164	MOR					
WIOG	SaE	73	1141	5	164	Rock					
WTOD	Toledo	56	622	8	54	Country					
WKLR-F	Toledo	111	1079	6	54	Country					
WZZP-F	Cleve	263	3721	3	20	AC					

Others: WIOU, WZWZ-F (Kokomo,IN)

BROADCAST ASSOCIATES (Steve Gold)

	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#			
KVEG	LV	60	668	3	87	Country	
KFMS-F	LV	50	551	5	87	Country	
KSET	EP	26	348	12	85	Rock	
KSET-F	EP	31	625	10	85	Black	
KKJY-F	Albuq	97	968	1	91	BTFL	

BDCST ENT NAT (BENI) (Ragan Henry, Charles Schwartz)

	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#			
WAOK	Atl	123	2010	12	16	Black	
WCIN	Cin	88	1192	13	27	Black	
WBLZ-F	Cin	133	1817	9	27	Urban	
WITH	Balt	151	1671	9	14	Nost	
WPDQ	Jkville	46	772	10	57	Black	
WFYV-F	Jkville	114	1343	5	57	AOR	
WJAS	Pitt	154	2220	13	13	Nostalgia	
WTLC-F	Indy	218	1790	4	34	Black	

BUCK BDCST

	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#			
WCLS	Col, GA	7	117	11	160	Religion	
WCOS	Colum,SC	11	315	13	99	Country	
WCOS-F	Colum,SC	146	1746	2	99	Country	
WHVN	Charlotte	10	107	17	61	Religion	
WYZE	Atl	40	365	15	16	Black	
WMGY	Mont, AL	8	140	10	143	Religion	

BUCKLEY (Richard Buckley)

	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#			
WDRC	Hart	55	1381	19	39	AC	
WDRC-F	Hart	99	2460	12	39	Rock	
KWAV-F	Monter	33	643	6	101	Contemp	
KKHI A/F SF		153	2512	24	7	Classical	
WSEN A/F Syr		71	816	5	64	Country	
KGIL A/F LA		79	1773	38	2	Big Band	

CAPITAL CITIES (Jim Arcara)

	TSA	TSA	TSA	TSA	TSA	MKT	FORMAT
	AQH	CUME	RANK	#			
WJR	Det	995	13885	1	5	MOR	
WJR-F	Det	288	4897	9	5	BTFL	
KZLA	LA	54	1372	45	2	Country	
KZLA-F	LA	316	4291	22	2	Country	
WPRO	Prov	182	3334	5	46	AC	
WPRO-F	Prov	236	4064	3	46	Rock	

<u>CAPITAL CITIES</u> (Con't)		<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>
<u>AOH</u>	<u>AOH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>			<u>AOH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	
KBW	Buff	188	3427	5	32	Contemp	NY	1357	5	1	News
WPAT	NY	646	8712	17	1	BTFL	NY	766	16	1	Oldies
WPAT-F	NY	904	13163	11	1	BTFL	IA	671	5	2	News
WBAP	Dall-FW	716	9458	1	9	Country	IA	411	15	2	Soft Rock
KSCS-F	Dall-FW	418	5808	2	9	Country	Chi	688	5	3	News
WROW	Albany	145	1821	3	53	BTFL	Chi	340	15	3	Rock
WROW-F	Albany	142	1548	4	53	BTFL	St. Lou	890	1	12	News/Talk
MKHX-F	Atl	345	3661	3	16	Country	St. Lou	137	12	12	AC
<u>CASCADE</u> (David Jack)											
KBIF	Fresno	5	70	26	79	Religion	Phil	411	10	4	News/Talk
KNTA	Santa Clara	37	200	36	30	Spanish	Phil	606	4	4	Rock
KLIQ	Port 0	11	187	24	31	Talk	Boston	404	5	6	News
KUDY	Spok		DID NOT SHOW				Boston	261	12	6	Soft Rock
KICN-F	Spok	3	94	14	113	Religion	SF	485	2	7	News
<u>CAPITOL</u> (James Goodman)											
WRAL-F	Raleigh	413	5502	1	78	Contemp	Chi	599	7	3	BTFL
WHTN	Hunt, WV	58	548	2	125	Country	Chi	189	23	3	BTFL
WKEE-F	Hunt, WV	193	2090	1	125	Rock	St. Lou	192	8	12	AOR
KMAC	San Ant	22	570	20	37	AC	Det	229	13	5	AOR
KISS-F	San Ant	198	2031	3	37	AOR	LA	199	29	2	AC
WRNL	Rich	82	1138	7	63	Country	SF	316	6	7	AOR
WRXL-F	Rich	95	1257	5	63	AOR					
WLWV-F	Char/	71	1237	7	61	AC					
States,NC											
Others: WDRV (Statesville,NC)											
<u>CLEAR CHANNEL</u> (John Barger)											
KTXC	Beaum	15	293	12	108	Country	Beaum	15	12	108	Country
KHYS-F	Beaum	84	870	1	108	Black	Beaum	84	1	108	Black
WOAI	San Ant	158	2095	4	37	News/Talk	San Ant	158	4	37	News/Talk
KAJA-F	San Ant	113	1365	6	37	Country	San Ant	113	6	37	Country
KBBJ	Tulsa	51	625	8	59	Nostalgia	Tulsa	51	8	59	Nostalgia
KMOD-F	Tulsa	139	1544	4	59	AOR	Tulsa	139	4	59	AOR
KMXX-F	Austin	36	253	9	74	? ?	Austin	36	9	74	? ?
<u>COMMUNITY PACIFIC</u> (David Benjamin, Charles Banta)											
KFIV	Modesto	10	369	19	145	Rock	Modesto	10	19	145	Rock
KFIV-F	Modesto	36	528	10	145	Contemp	Modesto	36	10	145	Contemp
KTOM	Salinas	19	367	12	134	Country	Salinas	19	12	134	Country
KWYT-F	Salinas	38	428	4	134	BTFL	Salinas	38	4	134	BTFL
KANC	Anch	5	161	11	190	Country	Anch	5	11	190	Country
KGA	Spok	81	987	3	113	Country	Spok	81	3	113	Country
KDRK-F	Spok	91	856	2	113	Country	Spok	91	2	113	Country
KEED	Eugene	24	380	9	137	Country	Eugene	24	9	137	Country

<u>CONFERR-ROTHFUSS</u>		<u>(kerbyConfer, Paul Rothfuss)</u>		TSA	TSA	TSA	MKT	<u>FORMAT</u>	
AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	FORMAT
WGVL	Green, SC	15	413	17	71				Nost
WSSL-F	Green, SC	131	1275	5	71				Country
KSSN-F	L. Rock	276	3006	1	103				Country
WPJS-F	Colum, SC/ Orange	23	247	9	99				Religion
WJDX	Jack, MS	48	1060	7	120				Contemp
WMSI	Jack, MS	170	1709	2	120				Country
Others: WKRT, WNOZ-F (Cortland, NY); WDIX (Orangeburg, SC)									
<u>COX</u> (William Schwartz)									
WSB	Atl	316	5575	4	16				MOR
WSB-F	Atl	147	3225	9	16				AC
WLIF-F	Balt	203	2670	5	14				BTFI
WSOC	Char	49	845	10	68				Nostalgia
WSOC-F	Char	427	4367	1	68				Country
WHIO	Dayton	174	2325	3	50				MOR
WHIO-F	Dayton	297	3113	1	50				BTFI
KFI	LA	588	11115	7	2				AC
KOST-F	LA	429	6200	14	2				BTFI
WIOD	Miami	174	3069	14	11				MOR
WVIA-F	Miami	179	2662	12	11				AC
WWSH-F	Phil	381	5431	12	4				BTFI
<u>CRAWFORD</u> (Donald Crawford)									
WDJC-F	Birm	48	746	11	47				Religion
KBRT	LA	152	2019	36	2				Religion
WYCA-F	Chi	41	721	31	3				Religion
WMUZ-F	Det	48	881	27	5				Religion
WDCX-F	Buff	29	510	16	32				Religion
KPBC	Dallas	63	779	20	9				Religion
<u>DAVIS & WEAVER</u> (Bill Weaver)									
KARM	Fresno	31	548	15	79				AC
KFIG-F	Fresno	51	629	8	79				AC
KLOK	San Jose	134	2542	15	30				AC
KWIZ	Anaheim	56	1057	18	19				MOR
KWIZ-F	Anaheim	21	562	35	19				AC

<u>DES MOINES REGISTER-TRIBUNE</u>		<u>(Richard Gilbert)</u>		TSA	TSA	TSA	MKT	<u>FORMAT</u>	
AQH	CUME	RANK	#	AQH	CUME	RANK	#	AQH	FORMAT
KYXI	Port, OR	80	1515	12	31				News
KGON-F	Port, OR	302	3240	1	31				AOR
KLAK	Denver	17	477	25	22				Nostalgia
KPPL-F	Denver	155	2194	9	22				AC
WIBA	Madison	46	781	7	121				MOR
WIBA-F	Madison	105	1619	2	121				AOR
<u>DOUBLEDAY</u> (Gary Stevens)									
WAPP-F	NY	415	6326	23	1				AOR
KDWB	M-SP	89	2741	11	15				Rock
KDWB-F	M-SP	214	3459	5	15				AOR
KPKE-F	Denver	167	2047	7	22				AOR
KWK	St. Lou	50	1528	18	12				AOR
KWK-F	St. Lou	312	3968	2	12				AOR
WLLZ-F	Detroit	439	7746	3	5				AOR
WAVA-F	Wash	237	3966	8	8				AOR
<u>EASTMAN</u>									
WYNZ-F	Port, M	12	254	15	181				AC
WYNZ	Port, M	40	459	8	181				Nostalgia
WAPE	Jkville	62	1312	8	57				Country
WIBX	Utica	70	819	1	123				MOR
WIBQ-F	Utica	46	603	4	123				BTFI
<u>ENTERCOM</u> (Joseph Field)									
KBRG-F	SF	37	678	40	7				Spanish
KKSS	M-SP	30	783	17	15				MOR
WAYL-F	M-SP	120	1736	9	15				BTFI
KLEF	Hou	64	1205	19	10				Class
KTAC	Tac/Sea	35	920	27	15				Rock
KBRD-F	Tac/Sea	150	1928	6	15				BTFI
WEPP	Pitt	184	2218	10	13				Country
WDSY-F	Pitt	117	1671	15	13				Country

TSA AOH CUME RANK MKT #
 TSA AOH CUME RANK MKT #
 TSA AOH CUME RANK MKT #

EPPERSON-ATSINGER FIRST MEDIA (Glenn Potter)

KFMF-F SA	38	378	15	37	Classical	KFMF-F Provo,SLC	88	1702	6	41	Rock
KUKA SA	27	310	18	37		KFMK-F Hou	307	4019	6	10	AC
WEZE Host	24	589	31	6	Religion	KOPA Phoe	9	241	27	26	Rock
WNYM NY		DID NOT SHOW				KOPA-F Phoe	102	2234	11	26	Rock
KAKC Tulsa	12	284	13	59	Religion	WZGC-F Atl	419	6117	2	16	Contemp
KCFO-F Tulsa	48	735	9	59	Religion	WPGC A/F Wash	315	5589	7	8	Rock
WRFD ColumOH	24	372	14	36	Religion	KUBE-F Sea	150	2286	6	15	Rock
KTED-F Fresno	13	220	20	79	Religion	WUSN-F Chi	208	3251	21	3	Country

Others: KDOT (Provo,UT)

EXECUTIVE FORWARD (Richard Dudley)

WIXY Spr,MA	29	392	15	82	Country	WKQE Talla	6	85	11	202	MOR
WAQY-F Spr,MA	74	1240	4	82	Rock	WBCN-F Talla	46	837	3	202	Rock
WPET Greens,NC	24	192	19	49	Religion	KWLO Water	46	828	2	232	AC
WKRZ NE PA	22	378	18	66	Nost	KPMW-F Water	26	368	6	232	BTFL
WKRZ-F NE PA	141	1825	1	66	Rock	WKAU A/F Kau,WI	53	866	5	135	Rock
EZ (Art Keller)						KVOX Fargo	18	399	8	227	AC
WEZB-F NO	226	3180	2	33	Rock	KVOX-F Fargo	25	356	6	227	Country
WEZC-F Charl	161	1911	4	61	BTFL	Others: KVGB A/F (Great Bend, Kan)					
WBZZ-F Pitt	243	4089	4	13	Rock						
WEZR-F Wash	118	1678	18	8	BTFL						
WEZS-F Rich	98	1110	4	63	BTFL						

FAIRBANKS (Jim Hilliard) GUY GANNETT (Bob Gilbertson)

WIBC Indy	286	4127	1	34	MOR	WINZ Miami	266	4397	5	11	News
WNAP-F Indy	128	2342	9	34	Rock	WINZ-F Miami	270	4696	4	11	Rock
WVBF-F Bost	281	4687	11	6	Contemp	WGAN Port,M	40	882	8	181	MOR
WKOX Bost		DID NOT SHOW				WGAN-F Port,M	67	1067	6	181	BTFL
KVIL Dallas	40	782	26	9	AC/Cont	KSTT Daven	57	988	5	105	Contemp
KVIL-F Dallas	400	5540	3	9	AC/Cont	WXLP-F Moline	99	1244	1	105	AOR
WJNO W. Palm	41	756	8	69	News	KOFM-F OKL C	100	1982	5	48	Rock
WRMF-F W. Palm	77	1106	3	69	AC	WRKT Cocoa	7	185	12	140	Country
						WRKT-F Cocoa	32	333	4	140	Country

FEDERATED (John Dille,III) GANNETT (Joe Dorton)

WYEZ-F S. Bend	74	901	2	142	BTFL	KPRZ LA	380	4627	17	2	Nostalgia
WQHK F. Wayne	108	1262	3	106	Country	KIIS-F LA	645	11807	6	2	Contemp
WMEF-F F. Wayne	101	1921	4	106	Rock	KSDO SD	125	2027	7	19	News
WCUZ Gr. Rap	41	800	12	68	Country	KEZL-F SD	84	1301	13	19	AC
WCUZ-F Gr. Rap	96	1438	5	68	Country	WWE Cleve	211	4194	6	20	Country
WCKY Cin	105	1572	14	27	News/Talk	WDOK-F Cleve	250	3006	5	20	BTFL
WWEZ-F Cin	178	2233	6	27	BTFL	WVON Chi	280	4506	19	3	Black
						WGCI-F Chi	780	8867	4	3	Urban
						WCZY-F Det	214	3418	14	5	AC

Others: WTRC (Elkhart,IN)

<u>GANNETT (Con't)</u>		<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	<u>TSA</u>	<u>TSA</u>	<u>TSA</u>	<u>MKT</u>	<u>FORMAT</u>	
<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>	<u>#</u>	<u>#</u>		<u>AQH</u>	<u>CUME</u>	<u>RANK</u>	<u>#</u>		
<u>GREAT TRAILS (Alexander Williams)</u>												
WLQV Det	29	431	30	5	Religion		KCII Louis	103	1593	10	44	Country
KSD St. Lou	256	4055	5	12	Country		WKJJ-F Louis	113	2331	7	44	Rock
KSD-F St. Lou	226	3197	6	12	AC		WCOL Colum,OH	104	1407	7	36	Nost
WJYW-F Tampa	169	2503	7	23	BTFL		WXGT-F Colum,OH	197	3267	3	36	Rock
							WING Dayton	77	1621	8	50	AC
<u>GENERAL ELECTRIC (Randall Bongarton)</u>												
KFOG-F SF	253	3733	10	7	BTFL		KJAI-F Day/Eaton	69	903	9	50	Country
KOA Denv	224	3819	1	22	News/Talk		WBCS Milw	30	680	22	28	Country
KOAO-F Denv	128	2463	10	22	Rock		WBCS-F Milw	208	1534	3	28	Country
WJIB-F Bost	316	4424	9	6	BTFL		Others: WIZE (Springfield,OH)					
WGY Schen	337	4164	1	53	MOR		<u>GREATHER MEDIA (Herb McCord)</u>					
WGFM-F Schen	80	1376	7	53	Contemp		WNJX-F Bost	367	6016	6	6	AC
WSIX Nash	37	834	12	45	MOR		WGAY Wash	22	598	29	8	BTFL
WSIX-F Nash	183	2186	2	45	Country		WGAY-F Wash	387	4756	3	8	BTFL
							KHTZ-F LA	515	9336	13	2	AC
<u>GOLDEN WEST (Bill Ward)</u>												
KMPC LA	410	8494	16	2	Talk		WMJC-F Det	266	5115	10	5	AC
KSFO SF	312	5236	7	7	MOR		WHND Det	79	1477	24	5	Contemp
KVI Sea	147	2750	8	15	Talk		WMGK-F Phil	679	8766	2	4	AC
KPLZ-F Sea	100	1673	13	15	Contemp		WPEN Phil	374	4446	13	4	Nostalgia
KEX Port,0	142	2470	4	31	MOR		WCTC NY (NJ)	155	2071	33	1	MOR
KQFM-F Port,0	57	1113	15	31	Oldies		WCTO-F Long Isl	59	1164	25	11	BTFL
WCXI Det	237	3477	12	5	Country		WMGQ-F NY (NJ)	80	1330	41	1	AC
WCXI-F Det	189	3439	18	5	AC (Now Ctry)		WGSN NY (LI)	70	1039	43	1	MOR
							<u>GROUP ONE (Roger Blake, Al Grosby)</u>					
<u>GREAT EMPIRE (Mike Lynch, Mike Oatman)</u>												
KFDI Mich	80	1222	4	101	Country		KLZ Denver	220	3056	3	22	Country
KFDI-F Mich	66	996	7	101	Country		KAZY-F Denver	213	3313	5	22	AOR
KWKH Shrev	80	1470	4	107	Country		WAKR Akron	107	1736	2	60	MOR
KROK-F Shrev	54	806	9	107	Rock		WAEZ-F Akron	48	642	10	60	BTFL
KYNN Omaha	40	544	12	73	Country		WONE Dayton	127	1651	4	50	Country
KYNN-F Omaha	56	782	8	73	Country		WTUE-F Dayton	234	2605	2	50	AOR
KTTS Spr, MO	34	506	6	172	Country		KBOX Dall-FW	69	945	19	9	Country
KTTS-F Spr, MO	137	1618	1	172	Country		KMEZ-F Dall-FW	242	3293	10	9	BTFL
KBRQ Denver	34	759	21	22	Country							
KBRQ-F Denver	48	788	19	22	Country							

<u>GULF</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
<u>(Alan Henry)</u>					
WVOJ	Jkville 37	483	11	57	Country
WNDE	Indy 40	844	13	34	MOR
WFBQ-F	Indy 260	3473	3	34	AOR
WKAP	Allen 36	721	9	67	AC
KTXQ-F	Dall-FW 307	4608	6	9	AOR
WKLS	Atl 7	344	24	16	AOR
WKLS-F	Atl 286	3741	5	16	AOR
WQAL-F	Cleve 260	3368	4	20	BTFL
KRIY-F	Hou 310	3859	5	10	Urban
WLTT-F	Wash 219	3194	10	8	AC
<u>HARRIS (Robert Wells)</u>					
KTOP	Topeka 6	219	16	184	Oldies
KDVV-F	Topeka 33	631	7	184	Rock
KSEL	Lubbock 40	623	6	170	Rock
KSEL-F	Lubbock 47	744	5	170	Rock
WACO	Waco 56	661	1	196	Country
KH00-F	Waco 44	659	5	196	Rock
Others: WJOL, WLLI-F (Joliet,IL); KIUL (Garden City,KN); KOZA (Odessa,TX); KBUR, KGRS-F (Burlington,IA); KFKA, KFKZ-F (Greeley,CO)					
<u>HARTE-HANKS (Gary Eden)</u>					
KOY	Phoe 146	2330	7	26	AC
KOYT-F	Phoe 211	2587	3	26	BTFL
WGSN	Birm 66	1478	9	47	AC
WRBQ-F	Tampa 332	4205	2	23	Rock
WEZI-F	Memphis 172	2193	3	43	BTFL
KULF	Hou 63	1603	21	10	AC
KYND-F	Hou 186	2564	11	10	BTFL
WRVA	Richm 232	2778	1	63	MOR
WRVQ-F	Richm 212	2631	2	63	Rock
KMJK-F	Port,0 35	937	19	31	AC
WNSI	Tampa 57	1350	16	23	News
<u>HATCH (Homer Peterson)</u>					
KJOT-F	Boise 29	331	9	187	Country
KGEM	Boise 33	499	7	187	Country
KGHL	Billings 55	575	1	279	Country
KIDX-F	Billings 11	149	9	279	AC
KALL	SLC 43	1079	13	41	AC
KALL-F	SLC 52	1069	10	41	AC

HEARST (Franklin Snyder)

<u>HEARST</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
WBAL	Balt 377	4331	1	14	MOR
WIYY-F	Balt 289	3316	4	14	AOR
WISN	Milw 210	3750	2	28	AC
WLPX-F	Milw 165	3065	7	28	AOR
WTAE	Pitt 208	3778	8	13	AC
WXKX-F	Pitt 231	4239	6	13	Rock
<u>HEFTEL</u>					
WLUP-F	Chi 489	7850	10	3	AOR
KSSK	Hono 116	1734	1	55	MOR
KULA-F	Hono 72	1084	8	55	Contemp
WIKS-F	Indy 178	3091	7	34	Rock
WYYS-F	Cin 138	2305	7	27	Contemp
<u>HICKS (Steve Hicks)</u>					
KNOW	Austin 49	563	7	74	Urban
KEYI-F	Austin 69	865	4	74	AC
KIKX-F	Dall-FW 55	1002	23	9	Country
KLVI	Beaumont 63	961	2	108	Country
KYKR-F	Beaumont 54	759	5	108	Country

Others: KLAR (Laredo); KMM-F (Muskogee,OK)

HUBBARD (S.S. Hubbard)

<u>HUBBARD</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
WGTO	Lakeland 38	599	5	116	Country
KSTP	M-SP 106	2198	10	15	MOR
KSTP-F	M-SP 485	6222	2	15	AC
KOB	Albu 90	1587	2	91	MOR
KOB-F	Albu 82	1147	3	91	AC

INFINITY (Michael Wiener)

<u>INFINITY</u>	<u>TSA</u> <u>AQH</u>	<u>TSA</u> <u>CUME</u>	<u>TSA</u> <u>RANK</u>	<u>MKT</u> <u>#</u>	<u>FORMAT</u>
WJIT	NY 591	3979	19	1	Spanish
WKTU-F	NY 1729	22837	2	1	Urban
WYSP-F	Phil 417	7524	9	4	AOR
WBCN-F	Bost 366	5248	7	6	AOR
WIVY-F	Jkville 129	2200	4	57	Rock
KOME-F	SJ/SF 159	2927	21	7	AOR

INNER CITY	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	
<u>MARVIN JOSEPHSON (Ed Christian)</u>											
WBLS-F NY	1434	18112	4	1	Black	WVIC Det	34	1386	29	5	AC
WLIB NY	127	2454	36	1	Black	WVIC-F Det	374	7186	6	5	AC
WLBS-F Det	163	3124	20	5	Urban	WNOR Norf	73	1118	11	34	Black
KRE SF	31	845	44	7	Black	WNOR-F Norf	164	2221	5	34	AOR
KBLX-F SF	263	3626	9	7	Black	WVKO Colum,OH	65	738	11	36	Black
KUTE-F LA	335	6714	20	2	Black	WSNY-F Colum,OH	103	1044	8	36	Black
KGFJ LA	265	4189	24	2	Black						
<u>KATZ (Dick Ferguson)</u>											
INSILCO (Richard Geisman, Fred Walker)						WEZN-F Bridge	323	3870	1	102	BTFL
WELI N. Haven	112	1363	1	100	MOR	WFTQ Worc	29	570	9	109	Contemp
WGSO NO	86	1085	11	33	News/Talk	WAAF-F Worc/Bost	238	4166	13	6	AOR
WQUE-F NO	101	1800	10	33	AC	WZZK-F Birm	317	3643	1	47	Country
KTOK Okl C	144	1716	3	48	News/Talk	KWEN-F Tulsa	147	1551	2	59	Country
KJYO-F Okl C	22	516	13	48	AC	WDBO Orl	78	1344	10	58	MOR
WVCG Miami	59	995	28	11	Nostalgia	WDBO-F Orl	251	2591	2	58	BTFL
WYOR-F Miami	228	2642	8	11	BTFL	WSYR Syra	148	1880	2	64	MOR
						WSYR-F Syra	142	2182	1	64	AOR
<u>JACO (Mack Sanders)</u>											
WVOK Birm	78	1234	8	47	Country	<u>KAYE-SMITH (Lester Smith)</u>					
WRKK-F Birm	56	976	10	47	AOR	KXL Port,0	82	1621	10	31	News
WNOX Knox	45	1110	8	88	Contemp	KXL-F Port,0	114	1463	9	31	BTFL
WIZO Nash	5	91	18	45	Country	KISW-F Sea	284	3256	2	15	AOR
WJRB	13	263	17	45	Country	KJRB Spok	43	876	8	113	Rock
						KEZE-F Spok	76	666	5	113	AOR
<u>JEFFERSON-PILOT (Gullie Tarleton)</u>											
KIMN Denver	188	3524	6	22	Contemp	<u>KING (Jim Kime)</u>					
KYGO-F Denver	119	1641	11	22	Country	KYA SF	153	2836	24	7	Contemp
WQXI Atl	70	1393	14	16	AC	KLHT-F SF	133	2799	27	7	AC
WQXI-F Atl	282	4415	6	16	Contemp	WRTH St. Lou	145	2006	11	12	Most
WBT Char,NC	177	2918	3	61	AC	KGW Port,0	154	3751	3	31	Contemp/AC
WBCY-F Char,NC	158	2734	5	61	Rock	KINX-F Port,0	134	1967	6	31	AOR
WBIG Greens,NC	38	603	13	49	Nostalgia	KREM Spok	17	370	11	113	AC
WWIL Wilm,NC	35	292	1	222	Black	KREM-F Spok	40	680	9	113	AOR
WHSL-F Wilm,NC	32	427	3	222	AOR	KING Sea	96	2392	15	15	AC
WGBS Miami	60	1648	27	11	MOR/Oldies	KING-F Sea	105	1596	12	15	Classical
WLYF-F Miami	375	3943	1	11	BTFL						

LN	(Dick Verne)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	
<u>MANSHIP</u>												
WIL	St. Lou	108	1470	13	12	Country	25	462	10	111	Rock	
WIL-F	St. Lou	288	3792	3	12	Country	67	814	5	111	Country	
WBBF	Roch	56	1368	9	42	AC	33	749	9	83	AC/MOR	
WMJQ-F	Roch	117	1797	5	42	AOR	185	2090	1	83	Rock	
WFIL	Phil	246	4459	16	4	Country	73	901	4	83	Rock	
WUSL-F	Phil	310	4314	14	4	Country						
KILT	Hou	141	2773	14	10	Country						
KILT-F	Hou	360	4643	3	10	Country						
WEMP	Milw	26	735	25	28	AC						
WMYX-F	Milw	116	1600	9	28	AC						
<u>LIGGETT (Grant Santimmore)</u>												
WFMK-F	Lans	96	1403	4	90	Contemp/AC						
WHNN-F	Sag	92	1211	3	164	Contemp/AC						
WZZR-F	Gr. Rap	53	1012	10	68	Contemp/AC						
WLWL-F	M-SP	345	4721	3	15	Contemp						
WLFF	Colum,SC	20	220	11	99	Nostalgia						
WZLD-F	Colum,SC	66	909	5	99	AOR						
<u>LOTUS (Howard Kalmenson)</u>												
KTKT	Tucs	42	1001	8	75	Contemp						
KLPX-F	Tucs	62	938	4	75	AOR						
KWKW	LA	190	2079	30	2	Spanish						
KFSD-F	SD	128	1540	5	19	Classical						
KENO	LV	20	380	13	87	Rock						
KOMP	LV	72	786	2	87	AOR						
WMDO	Wash		DID NOT SHOW									
KVAR-F	SA	26	290	19	37	Spanish						
KONE	Reno	26	353	9	174	Country						
KOZZ-F	Reno	66	717	1	174	AOR						
<u>MALRITE (Carl Hirsch, Gil Rosenwald)</u>												
WHK	Cleve	145	1965	11	20	Country						
WNMS-F	Cleve	503	6285	1	20	AOR						
KSAN-F	SF	205	3227	17	7	Country						
KNEW	SF	235	3755	12	7	Country						
WZUU	Milw	72	1368	13	28	Oldies						
WZUU-F	Milw	115	2530	10	28	AC						
WNYR	Roch	103	1315	6	42	Country						
WEZO-F	Roch	195	2333	1	42	BTFL						
KLBB	M-SP	20	414	19	15	Nostalgia						
KEEY-F	M-SP	144	2001	8	15	BTFL						
<u>MCCORMICK (Bill McCormick)</u>												
WLKW	Prov	92	997	8	46	Nost						
WLKW-F	Prov	267	3207	2	46	BTFL						
WJYE	Buff	247	2698	1	32	BTFL						
WLPM	Norf	8	153	25	34	MOR						
WFOG-F	Norf	167	1717	4	34	BTFL						
<u>METROMEDIA (George Duncan)</u>												
WWBA-F	Tam-SP	313	2919	3	23	BTFL						
KHOW	Denver	158	2683	8	22	MOR						
KLAC	LA	369	6387	18	2	Country						
KMET-F	LA	775	11629	3	2	AOR						
WNEW	NY	903	10380	12	1	Big Band						
WNEW-F	NY	797	11387	15	1	AOR						
WCBM	Balt	137	2275	10	14	AC						
WNET-F	Chi	293	6788	18	3	AOR						
WIP	Phil	468	6341	6	4	MOR						
WNMR-F	Phil	606	9263	4	4	AOR						
WOMC-F	Det	149	2893	21	5	AC						
WASH-F	Wash	185	3516	14	8	AC						

METROMEDIA (Con't)
 KRLD Dallas 315 6098 5 9 12 News
 KJR Sea 109 2841 10 15 15 Contemp
 METROPLEX (Norm Main)
 KEZK-F St. Lou 273 2913 4 12 12 BTFI
 WHTT Miami 51 627 27 11 11 Urban
 WHYI-F Miami 344 5653 2 11 11 Rock
 WCKX-F Tampa 144 2416 10 23 23 Contemp
 WPKX Wash 67 1043 22 8 8 Country
 WPKX-F Wash 162 2546 15 8 8 Country

MID AMERICA (Les Small, Howard Frederick)
 WQUA Moline 28 505 11 105 105 AC
 KRVR-F Moline 53 651 6 105 105 BTFI
 WTRX Flint 84 1106 2 82 82 AC
 WIRL Peoria 38 891 8 111 111 AC
 WSWT-F Peoria 71 891 4 111 111 BTFI
 KIOA Des M 82 1738 5 115 115 Contemp
 KMGK-F Des M 69 1216 7 115 115 Rock
 WIRE Indy 163 1938 8 34 34 Country
 WXTZ-F Indy 267 3007 2 34 34 BTFI
 KBZ-F Tulsa 126 1402 6 59 59 BTFI

Others: WKAN (Kankakee,IL)

MIDWEST FAMILY
 WKKN Rockford 13 163 10 141 141 Country
 WYFE-F Rockford 40 571 6 141 141 AOR
 WISM Madison 11 708 27 121 121 AC
 WISM-F Madison 45 861 8 121 121 AC
 WYTL Oshkosh 47 495 7 135 135 Country
 WOSH-F Oshkosh 23 565 13 135 135 Rock
 WITL Lansing 19 303 10 90 90 Country
 WITL-F Lansing 113 1121 2 90 90 Country
 Others: WMAY (Springfield,IL); WSJM, WIRX-F (St. Joseph,MI); WIZM A/F (LaCrosse,WI)

MOONEY
 WERC Birm 36 869 14 47 47 News
 WKXX-F Birm 211 2811 2 47 47 Rock
 WMAK Nash 29 712 14 45 45 Contemp
 WMAK-F Nash 24 681 15 45 45 Contemp
 WMYU-F Sevier/ Knox 135 1587 5 88 88 AC

Others: WSEV (Seveirville,TN)

MULTIMEDIA (Paul Fiddick)
 WWNC Ashe 116 1168 1 188 188 Country
 WFBC Green,SC 40 832 10 71 71 MOR
 WFBC-F Green,SC 150 2269 2 71 71 Contemp
 KAAY L. Rock 78 1531 4 103 103 AC
 KLPQ-F L. Rock 76 1352 6 103 103 Rock
 WEZW-F Milw 175 2242 4 28 28 BTFI
 WMAZ Macon 41 751 6 154 154 MOR
 WMAZ-F Macon 126 1712 1 154 154 Rock
 KEEL Shreve 71 1319 6 107 107 Contemp
 KMBQ-F Shreve 74 702 5 107 107 AOR
 WAKY Louis 118 2239 6 44 44 Oldies
 WVEZ-F Louis 128 1397 4 44 44 BTFI

NATIONAL BLACK NETWORK (Eugene Jackson)
 WDAS Phil 150 2693 20 4 4 Urban
 WDAS-F Phil 673 6140 3 4 4 Black
 WWRL NY 249 3356 29 1 1 Black
 KATZ St. Lou 96 1407 15 12 12 Black
 WZEN-F St. Lou 100 1192 14 12 12 Black

NATIONWIDE (Steve Berger)
 WPOC-F Balt 304 3072 3 14 14 Country
 WGAR Cleve 192 4087 9 20 20 AC
 WKSX-F Cleve 115 1940 16 20 20 Country
 WNCI-F Colum,OH 227 3927 1 36 36 Contemp
 WSHH-F Pitt 235 3451 5 13 13 BTFI
 WLEE Rich 53 675 9 63 63 Nost
 WKZL-F Win-Salem 155 1727 3 49 49 AOR
 WLOF Orl 31 838 16 58 58 AC
 WBJW-F Orl 138 2371 5 58 58 Rock

	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	
<u>NBC</u>											
WNBC	1246	26735	8	1	Contemp	KRKE	Albu	42	7	91	Country
WYNY-F	1296	19887	6	1	AC	KWXL-F	Albu	80	6	91	AOR
WRC	236	3337	9	8	News/Talk	KSSS	Col Spg	26	10	119	Country
WKYS-F	418	5395	2	8	Urban	KYNR-F	Pueblo	8	13	254	BTFL
WMAQ	832	15724	3	3	Country	KBMY	Billings	14	6	279	Country
WKQX-F	322	6558	16	3	AC	KICT-F	Wichita	69	5	101	AOR
KNBR	412	7625	4	7	MOR	Others: KFRM (Salina,KN); KNOX, KTYN-F (Grand Forks)					
KYUU-F	201	4314	18	7	AC						
<u>OUTLET (Dick Rakovan)</u>											
WSNE-F	79	1418	13	48	AC	WVLO	Atl	140	10	16	Country
WTOP	205	4387	12	8	News	WVEE-F	Atl	432	1	16	Urban
KIQQ-F	547	9278	9	2	Rock	WCAO	Balt	116	13	14	AC
WQRS-F	85	1600	24	5	Classical	WXYV-F	Balt	321	2	14	Urban
WIOQ-F	406	5794	11	4	Contemp	WJJD	Chi	471	12	3	Nostalgia
<u>PARK (William Fowler)</u>											
KRSI	23	701	18	15	Nostalgia	WJEZ-F	Chi	274	20	3	Country
KJJO-F	70	1280	13	15	Country	WMP	Memp	80	9	43	Country
WRRB-F	68	761	6	64	Country	WHRK-F	Memp	172	3	43	Urban
WHEN	137	2210	3	64	AC	WSUN	Tam-SP	266	4	23	Country
WNCT	4	127	22	316	Country	WQXM-F	Tam-SP	143	11	23	AOR
WNCT-F	65	726	6	316	BTFL	WMLX	Cin	125	10	27	Nostalgia
WNAX	Yank/SF	DID NOT SHOW				WUBE-F	Cin	181	5	27	Country
KWJJ	Port,0	2011	8	31	Country	<u>JOHN PRICE (Buc Weatherby)</u>					
KJIB-F	Port,0	1102	14	31	Country	KKRD-F	Wich	52	8	101	AC
WDEF	Chatt	960	5	97	MOR	KOH	Reno	44	4	174	News/Talk
WDEF-F	Chatt	1148	3	97	BTFL	KNEV-F	Reno	27	7	174	BTFL
WTVR	Rich	304	19	63	Nost	KBEE	Modes	8	22	145	MOR
WTVR-F	Rich	1163	6	63	Country	KBEE-F	Modes	49	7	145	BTFL
KEZX-F	Sea	1122	18	15	AC	<u>RKO</u>					
<u>PALMER</u>											
WTNT	Talla	298	7	202	Country	NOR	NY	1729	1	1	Talk
WLWV-F	Talla	264	9	202	BTFL	WRKS-F	NY	1622	3	1	Urban
WHO	DM	3558	1	115	News/Talk	WRKO	Boston	217	14	6	Talk
WLYF-F	DM	1141	3	115	BTFL	WROR-F	Boston	339	8	6	AC
WOC	Daven	870	4	105	News/Talk	WGMS A/F	Wash	151	16	8	Classical
KIKK-F	Daven	1355	2	105	Rock	WAXY-F	Miami	205	10	11	AC
Others: WNOG, WCYU-F (Naples,FL)											
						WVYR-F	Chi	305	17	3	AC
						WHBQ	Memp	51	13	43	Oldies
						KFRC	SF	420	3	7	Roch
						KHJ	LA	238	25	2	Country
						KRTH-F	LA	546	11	2	AC

REGIONAL	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	SANDUSKY NEWSPAPERS (Toney Brooks)	TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WGRD-F	Gr. Rap 134	2587	3	68	Rock	KJZZ Sea 50	50	558	24	15	Jazz
WXGT	Gr. Rap 27	368	13	68	Nostalgia	KZAM-F Sea 107	107	1686	11	15	AOR
WAJX-F	Mel-Titu 3	76	17	140	Rock	KBPI-F Denver 217	217	3776	4	22	AOR
WAMT	Mel-Titu 14	242	9	140	Nostalgia	KDJQ Phoenix 5	5	160	29	26	Rock
WPIC	Shar/Youn 40	504	9	79	MOR	KDKB-F Phoenix 214	214	3182	2	26	AOR
WYFM-F	Shar/Youn 116	1991	2	79	Rock	KWFM-F Tucson 79	79	1027	2	75	AOR
WKOP	Bingh 39	569	5	131	Country	KNUS Denver 29	29	576	23	22	News
WAAL-F	Bingh 71	969	1	131	Rock	KEGL-F Da11-FW 241	241	4257	11	9	Rock
	Others: WCNF-F (Muskegon); WKNY (Kingston, NY)					KMKI-F KC 10	10	194	20	29	??
	Others: KSLY, KUNA-F (San Luis Obispo)										
RIVERS (M.B. Rivers)											
WEDR	Miami 201	1867	11	11	Black	SCRIPPS-HOWARD (Dick Janssen)					
WEAS	Savan 13	165	8	162	Gospel	WMC Memp 140	140	2097	6	43	Country
WEAS-F	Savan 78	698	3	162	Black	WMC-F Memp 245	245	3672	1	43	Rock
KWAM	Memp 57	520	12	43	Religion	WBSB-F Balt 184	184	2940	6	14	Rock
KWAM-F	Memp 139	1832	7	43	Black	KMEO Phoe 32	32	520	22	26	Nostalgia
	Others: (John Janas)					KMEO-F Phoe 205	205	2426	5	26	BTFI
ROLLINS						KUPL Port,0 75	75	1210	13	31	Nostalgia
KDAY	LA 221	3807	26	2	Black	KUPL-F Port,0 190	190	2299	2	31	BTFI
WAMS	Wilm,DE 24	416	12	81	Country						
WRAP	Norf 79	1615	10	34	Black	SHAMROCK (Charles Harper)					
WCHS	Char,WV 50	934	6	147	MOR	KXLR LR 11	11	266	12	103	Country
WBES-F	Char,WV 35	418	7	147	BTFI	KABL SF 208	208	3420	16	7	BTFI
WBEE	Chi	DID NOT SHOW				KABL-F SF 165	165	3423	20	7	BTFI
						KUDL-F KC 148	148	2271	8	29	AC/Soft
						KMGC-F Da11-FW 189	189	2897	13	9	Soft/AC
						WVWV-F Det 304	304	4356	8	5	Country
RUST (Bill Rust)											
WPTR	Albany 62	1176	10	53	Country	SIGMOR					
WFLY-F	Troy 110	1776	5	53	Rock	KXOL F Worth 26	26	548	27	9	Country
WHAM	Roch 149	2572	2	42	MOR	KBUC San Ant 31	31	441	17	37	Country
WHFM-F	Roch 73	1464	7	42	Rock	KBUC-F San Ant 79	79	1010	10	37	Country
WNOW	York 26	247	15	104	Country	KRYS Cor Chr 22	22	492	9	118	Contemp
WQXA-F	York 146	2164	2	104	Rock	KBCB-F Cor Chr		DID NOT SHOW			
WQXK-F	Sa/Young 110	1046	3	79	Country	KTON Waco		DID NOT SHOW			

SKY	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	STORZ	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>STORZ (Robert Storz)</u>											
KSKY	Dallas	571	24	9	Religion	WQAM	Miami	1692	20	11	Country
WRIV	Long Is	DID NOT SHOW				WHB	KC	3966	3	29	AC
WGIJ	Long Is	267	36	11	MOR/Talk	WDGY	M-SP	3986	4	15	Country
WEZG	Syra	DID NOT SHOW				WTIX	NO	2672	5	33	Contemp
WEZG-F	Syra	533	7	64	BTFL	KOMA	Ok1 C	3237	1	48	Country
WTPA-F	Harris	1221	3	93	AOR	KXOK	St. Lou	3415	9	12	AC/Oldies

SKY	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	STUART	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>STUART (Dick Chapin)</u>											
KARZ	Phoe	737	21	26	AC	KFOR	Lincoln	553	4	179	MOR
KRNT	DM	985	8	115	MOR	KFRX-F	Lincoln	747	1	179	AOR
KRNQ-F	DM	1167	6	115	Contemp	KWTO	Spr, MO	1819	2	172	Country
WLBW	Topeka	1067	3	184	MOR	KWTO-F	Spr, MO	1374	3	172	Rock
WLBW-F	Topeka	1186	2	184	Rock	KOEL-F	Oel/Water	297	7	232	Country
KGNC	Amar	696	4	192	MOR	KATI	Casper	169	5	329	Contemp/AC
KGNC-F	Amar	622	2	192	BTFL	KAWY-F	Casper	217	4	329	Rock
KGBX	Spr,MO	674	5	172	AC	Others: KOEL (Oelwein,IA); KSAL, KYEZ-F (Salina,KN); KRG1 A/F (Grand Island,Nebr)					

SKY	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	SUDBRINK	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>SUDBRINK (Dick Casper)</u>											
KSJO-F	SJ	3427	2	30	AOR	WORL	Orl	649	11	58	Black
KXRX	SJ	392	41	30	Contemp	WJYO-F	Orl	952	12	58	AC
KASH	Eugene	270	11	137	Oldies	WNWS	Miami	3116	6	11	News/Talk
KSND-F	Eugene	712	2	137	Rock	KPOI	Hono	567	12	55	AC
KJET	Sea	509	32	15	? ?	KDUK-F	Hono	1011	7	55	AOR
KZOK-F	Sea	2778	5	15	AOR	WLAC	Nash	1130	8	45	News/Talk
KALE	Richl	402	5	217	AC	WJYN-F	Nash	670	10	45	AC
K1OK-F	Richl	598	1	217	Rock	<u>SUMMIT (Allen Shaw)</u>					
KDKO	Denver	691	16	22	Black	WCOA	Pensa	425	7	132	Nostalgia
Others: KBFW (Billingham,WA); KEDO,KLYK-F (Longview,WA)											

SKY	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT	STONER	TSA AOH	TSA CUME	TSA RANK	MKT #	FORMAT
<u>STONER (Glenn Bell)</u>											
KSO	DM	1551	2	115	Country	WJLQ-F	Pensa	1043	2	132	Rock
KGGO-F	DM	1080	4	115	AOR	WSJS	Win-Sal	1265	7	49	MOR
WGNT	Hunt,WV	810	6	125	MOR	WTQR-F	Win-Sal	3686	1	49	Country
WNBF	Bingh	787	4	131	MOR	WREC	Memp	1254	10	43	Nostalgia
WQYT-F	Bingh	804	3	131	BTFL	WZXR-F	Memp	2482	2	43	AOR
KHAK	Ced Rap	213	11	199	Country	KOCY	Ok1 C	311	13	48	Nostalgia
KHAK-F	Ced Rap	760	2	199	Country	KXXY-F	Ok1 C	1064	8	48	AOR
WHEL	Knox	268	11	88	Nostalgia						
WIMZ-F	Knox	1627	3	88	AOR						
WYRK-F	Buff	1340	8	32	Country						

<u>SUNBELT</u> (C.T. Robinson)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	<u>SWANSON</u> (Con't)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
KFYE-F	Fresno	210	2588	1	78	Contemp	KFJZ	Dall-FW	99	1531	16	9	Nostalgia
KQEO	Albu	28	599	11	91	AC/Oldies	KKYX	San Ant	276	3175	1	37	Country
KZZX-F	Albu	39	721	9	91	Contemp	KGCS-F+	Wich	23	452	9	101	Country
KSPZ-F	Col Spg	69	911	2	119	Contemp	TAFT (Carl Wagner)						
KVOR	Col Spg	27	465	9	119	News/Talk	WDAF	KC	490	6560	1	29	Country
KLNK-F	Ok1 C	76	1271	8	48	Contemp	KYYS-F	KC	258	3193	2	29	AOR
<u>SURREY</u> (John Bayliss)							WGR	Buff	185	2991	6	32	AC
KATT	Ok1 C	13	343	17	48	AOR	WGRQ-F	Buff	190	2245	4	32	AOR
KATT-F	Ok1 C	144	1875	3	48	AOR	WKRC	Cin	197	3289	4	27	AC
KAIR	Tucson	35	582	10	75	AC	WKRQ-F	Cin	230	3943	3	27	Rock
KJYK-F	Tucson	104	1028	1	75	BTFL	WTVN	Colum,O	189	3530	4	36	AC
KIOI-F	SF	230	4602	13	7	AC/Contemp	WLVQ-F	Colum,O	206	2957	2	36	AOR
WMJX-F	Miami	DID NOT SHOW					KQV	Pitt	160	2491	12	13	News
WOKY	Milw	170	2479	5	28	Nostalgia	WDVE-F	Pitt	327	5078	2	13	AOR
WMIL-F	Milw	88	1235	12	28	Country	WDAE	Tam-SP	170	1893	6	23	Nost
KCBQ	SD	69	1223	20	19	Country	WYNF-F	Tam-SP	217	2857	5	23	AOR
KCBQ-F	SD	87	992	12	19	Country	<u>TICHENOR</u> (Mal Kasanoff)						
KSLQ-F	St. Lou	158	2915	10	12	Contemp	KUNO	Cor Chr	40	335	6	118	Spanish
<u>SUSQUEHANNA</u> (Art Carlson)							KGBT	Harlin	211	1238	1	83	Spanish
WQBA	Miami	215	1824	9	11	Spanish	KELT-F	Harlin	41	491	6	83	Country
WQBA-F	Miami	98	1412	22	11	Spanish	KQXT-F	San Ant	112	1388	7	37	BTFL
WKIS	Orl	80	1092	9	58	Talk	KCOR	San Ant	85	807	9	37	Spanish
WLTA-F	Atl	167	2174	8	16	AC	<u>TRIBUNE CO.</u> (James Dowdle)						
WFMS-F	Indy	182	1969	6	34	Country	WGN	Chi	1201	17465	1	3	MOR/Talk
WHLO	Akron	25	503	20	60	MOR	WICC	Bridge	117	1752	2	102	AC
WRRM-F	Cin	136	1967	8	27	AC/Soft	WPIX-F	NY	449	9716	22	1	Rock
WLQR-F	To1	156	1772	2	54	BTFL	KGMR	Sacra	79	1508	11	40	MOR/Talk
WARM	NE PA	137	1996	2	66	MOR	KCTC-F	Sacra	120	1467	5	40	BTFL
WSBA	York	97	1320	7	104	MOR							
WSBA-F	York	98	1162	5	104	BTFL							
KPLX-F	Dall-FW	245	3140	9	9	Country							
KLIF	Dall-FW	56	1378	22	9	Country							
<u>SWANSON</u> (Ron Blue)													
WSHO	NO	45	349	17	33	Nost							
WBWU-F	NO	131	1579	7	33	BTFL							
KKNG-F	Ok1 C	82	1119	7	48	BTFL							
KRMG	Tulsa	137	1937	5	59	MOR							

UNITED (Gerald Hroblak)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT	WESTERN CITIES (Rick Phalen)		TSA AQH	TSA CUME	TSA RANK	MKT #	FORMAT
WSID	Balt	84	1146	16	14	Black	KNST	Tucs	16	401	15	75	News/Talk
WYST-F	Balt	120	1967	12	14	AC	KRQQ-F	Tucs	56	947	5	75	Rock
WINX	Wash		DID NOT SHOW				KZAP-F	Sacra	305	3374	1	40	AOR
WOOK-F	Wash	211	3902	11	8	Black	KMJJ	LV	36	619	10	87	AC
WBXN	NY	118	1604	37	1	Spanish	KLUC-F	LV	84	1072	1	87	Rock
WJMO	Cleve	72	1491	20	20	Black	KZZP-F	Phoe	122	2081	9	26	Contemp
WLYT-F	Cleve	69	1967	21	20	Rock	KZZP	Phoe	32	798	22	26	Contemp
KALI	LA	165	2480	34	2	Spanish	WESTINGHOUSE (Dick Harris)						
KSOL-F	SF	404	4744	5	7	Urban	WIND	Chi	563	6851	8	3	Talk
VLACOM													
WDIA	SF	223	3500	14	7	Black	WOWO	F Wayne	302	4467	1	106	MOR
WMZQ-F	Wash	201	3053	13	8	Country	KYW	Phil	771	14287	1	4	News
WKHK-F	NY	486	8270	21	1	Country	KFWB	LA	547	12167	9	2	News
WDIA	Memp	148	2582	5	43	Black	WINS	NY	1177	24326	9	1	News
WRVR-F	Memp	116	1645	8	43	AC	WBZ	Boston	691	10630	1	6	MOR
KIKK	Hous	88	1037	15	10	Country	KDKA	Pitt	955	12024	1	13	MOR
KIKK-F	Hous	429	5129	2	10	Country	WPNT-F	Pitt	254	3167	3	13	BTFL
WLAK-F	Chi	482	6723	11	3	BTFL	KODA-F	Hous	213	3510	10	10	BTFL
WALTON													
KIKX	Tucs		OFF THE AIR				KOAX-F	Dallas	138	1915	14	9	BTFL
KLRB-F	Sal-Sea	26	452	9	101	Rock	KJQY-F	SD	260	2497	2	19	BTFL
KIDD	Sal-Sea	35	652	5	101	Rock	KOSI-F	Denver	222	2628	2	22	BTFL
KDJW	Amar	42	552	3	192	Country							
KBUY-F	Amar	39	423	5	192	Country							
KYSN	Col Spr	22	546	12	119	Rock							

INDIVIDUAL STATION AUDIENCE BREAKDOWNS

In this section the audience composition of over 600 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.

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 four 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): The methodology is the same as that for Teens, etc.

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

() = Spring 81 figures

	STAT	TSL	T/O RATIO	% EXCL	% TEENS	%18-34	%18-49	%50+	%M	%F
ROCK/CONTEMP	98 (100)	8.4 (8.0)	15.0 (15.9)	9.3 (9.5)	23.6 (24.2)	58.0 (58.3)	71.3 (70.9)	5.1 (4.9)	42.5 (44.1)	57.5 (55.9)
AOR	91 (71)	9.4 (9.4)	13.5 (13.5)	9.3 (9.7)	26.3 (26.2)	68.5 (69.0)	72.3 (72.6)	1.4 (1.2)	64.0 (65.6)	36.0 (34.4)
AC/SOFT	63 (54)	8.2 (7.6)	15.4 (16.6)	6.3 (6.1)	5.1 (5.2)	60.4 (63.4)	83.6 (83.6)	12.3 (11.2)	42.1 (41.5)	57.9 (58.5)
MOR	61 (70)	8.9 (8.3)	14.2 (15.1)	10.7 (10.9)	1.7 (2.2)	16.3 (20.3)	41.6 (46.0)	56.7 (51.8)	43.0 (44.1)	57.0 (55.9)
BTFL MUSIC	90 (106)	10.6 (10.3)	11.9 (12.2)	9.9 (9.9)	0.7 (0.9)	14.7 (15.6)	39.9 (42.4)	59.4 (56.7)	40.0 (40.0)	60.0 (60.0)
COUNTRY	101 (74)	10.1 (9.8)	12.4 (12.8)	14.3 (15.6)	4.2 (3.5)	31.8 (30.1)	64.4 (63.6)	31.4 (32.9)	47.9 (49.2)	52.1 (50.8)
NEWS/TALK	47 (47)	8.1 (7.8)	15.6 (16.3)	8.0 (8.1)	0.7 (0.9)	12.0 (13.0)	31.5 (31.9)	67.8 (67.2)	47.1 (47.8)	52.9 (52.2)
BLACK/URBAN	59 (47)	11.3 (10.0)	11.1 (12.6)	10.8 (20.5)	19.1 (21.4)	55.9 (54.1)	71.6 (69.6)	9.3 (10.0)	43.7 (43.2)	56.3 (56.8)
NOSTALGIA	29 (17)	10.6 (9.5)	11.9 (13.2)	9.1 (8.4)	0.3 (0.8)	6.1 (8.2)	25.7 (28.5)	74.0 (70.7)	43.9 (45.7)	56.1 (54.3)
RELIGION	20 (14)	8.9 (8.1)	14.2 (15.6)	9.6 (10.2)	2.2 (4.4)	22.8 (30.9)	42.9 (48.9)	54.9 (46.7)	33.4 (31.9)	66.6 (68.1)
SPANISH	14 (15)	15.6 (14.3)	8.2 (8.8)	24.1 (24.0)	2.5 (4.5)	32.6 (28.9)	60.1 (57.1)	37.4 (38.4)	39.4 (35.3)	61.6 (64.7)
CLASSICAL	18 (19)	7.6 (7.5)	16.5 (16.9)	5.6 (6.0)	0.8 (1.1)	25.6 (28.4)	58.9 (59.2)	40.3 (39.7)	47.7 (53.3)	52.3 (46.7)

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		8.4	15.0	9.3	23.6	58.0	71.3	5.1	42.5	57.5
		<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>
WNBC	NY	5.9	21.2	6.1	16	46	73	11	42	58
WZOK	Rock	10.2	12.3	11.8	28	61	72	0	43	57
WLS	Chi	6.3	20.2	7.2	23	48	69	8	46	54
WNDU-F	S Bend	10.6	11.8	13.3	24	57	68	8	38	62
WKZW	Peo	9.3	13.6	11.4	33	50	61	6	34	66
KIIK	D-RI-M	7.4	17.0	3.2	34	55	66	0	41	59
WCAU-F	Phil	7.3	17.3	6.2	43	36	51	6	37	63
KIQQ	LA	7.6	16.5	5.2	20	45	76	4	36	64
KIIS	LA	6.9	18.3	3.5	12	65	84	4	34	66
WSTW	Wilm,DE	9.4	13.4	7.4	14	68	83	3	37	63
WXKS	Bost	10.5	12.0	8.5	21	65	74	5	40	60
WVBF-F	Bost	7.6	16.6	5.4	15	65	82	3	52	48
WPGC	Wash	7.1	17.8	5.0	18	67	74	8	44	56
WRQX	Wash	6.9	18.3	4.5	26	64	73	1	38	62
WLEV	A-B-E	9.2	13.7	8.7	9	62	86	5	35	65
WPJB	Prov	8.3	15.1	4.4	21	53	70	9	52	48
WPRO-F	Prov	7.5	16.9	4.2	18	55	72	10	37	63
WTIC-F	Hartf	7.0	18.0	7.6	21	50	67	12	25	75
KFRC	SF	5.8	21.8	9.9	26	51	67	7	42	58
KRBE	Hou	8.1	15.5	6.7	15	67	80	5	46	54
WBSB	Balt	8.0	15.7	8.1	31	46	63	6	32	68
KSLQ	ST L	6.8	18.5	4.7	8	60	86	6	41	59
WKRQ	Cin	7.7	16.4	10.6	42	49	57	1	37	63
WKJJ	Lou	9.1	20.2	7.1	26	58	69	5	39	61
WQXI	Atl	8.4	15.0	7.7	6	73	93	1	43	57
WZGC	Atl	8.1	15.6	9.3	32	51	66	2	36	64
KBEQ-F	KC	9.4	13.5	9.0	34	58	65	1	36	64
WLLOL	M-SP	9.3	13.6	7.0	30	58	67	3	41	59
KIMN	Den	6.3	20.0	7.1	13	60	83	4	41	59
WIKS	Indy	7.0	18.0	3.8	39	50	56	5	29	61
KEGL	D-FW	7.1	17.6	4.4	41	56	58	1	64	36
WHYI	Miami	7.6	16.5	4.1	28	58	68	4	52	48
WINZ-F	Miami	7.5	16.8	7.9	35	41	57	8	45	55
WGCL	Cleve	7.2	17.5	8.5	34	51	65	1	36	64
WKDD	Akr	7.8	16.3	4.3	23	63	76	1	38	62
KNBQ	Sea	6.5	19.5	9.3	42	51	58	0	43	57
KUBE	Sea	8.0	15.8	7.2	23	72	77	0	48	52
WXGT	Col,0	8.0	15.7	10.8	33	57	67	0	37	63
WBEN-F	Buff	7.5	16.9	7.4	30	55	64	6	38	62
WKBW	Buff	7.1	17.7	6.9	13	43	69	18	32	68
WEZB	NO	9.0	13.9	9.6	37	47	61	2	39	61
WRBQ	T-SP	10.5	12.0	14.7	17	48	74	9	51	49
WBZZ	Pitt	8.0	15.8	4.2	42	45	54	4	24	76
WMHE	Tol	10.0	12.6	11.2	12	63	80	8	42	58
KGW	Port,0	5.1	24.5	8.1	10	63	81	9	46	54
WMC-F	Mem	8.7	14.4	8.8	20	57	75	5	46	54
WGRD	GR	7.0	17.9	5.9	41	51	59	0	51	49
WKFR	Kala	9.2	13.8	8.5	10	81	88	2	30	70
WBCY	Char,NC	7.3	17.3	6.9	22	63	72	6	54	46
KZZP	Phoe	7.5	16.7	11.1	13	76	87	0	56	44

ROCK/CONTEMP/TOP 40

NATIONAL MEAN:		8.4	15.0	9.3	23.6	58.0	71.3	5.1	42.5	57.5
		<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>
WFLY	A-S-T	7.4	17.0	4.4	35	54	62	3	44	56
WKRZ	NE PA	9.8	12.9	6.8	21	55	66	13	36	64
WKXX	Birm	9.2	13.8	7.6	31	53	66	3	43	57
WRAL	Ral	8.9	14.2	8.8	5	67	88	7	33	67
KTSA	SA	7.2	17.5	8.7	23	46	65	12	40	60
WWKX	Nash	8.1	15.6	13.2	30	54	66	4	46	54
WBJW	Orl	8.1	15.6	7.5	26	55	71	3	42	58
WFBC	Green,SC	8.9	14.2	11.7	10	60	81	9	47	53
KRAV	Tulsa	9.8	12.8	8.4	16	70	81	3	44	56
WFMF	Baton R	11.1	11.3	10.7	27	61	72	1	46	54
KMGK	DM	7.2	17.4	4.9	45	48	52	3	56	44
WFWQ	FW	7.4	17.1	2.7	40	53	60	0	41	59
WMEE	FW	8.3	15.2	8.8	18	67	80	2	48	52
WSKZ	Chatt	12.4	10.2	25.2	32	61	68	0	45	55
KHFI	Aust	11.1	11.3	13.0	33	57	66	1	49	51
WCKS	Mel-Ti	9.9	12.7	18.8	15	68	82	3	43	57
WGBF	Evans	9.5	13.3	13.3	12	48	67	21	44	56
WKDQ	Evans	9.0	14.1	8.8	30	50	62	8	43	57
WLAN-F	Lanc	10.6	11.9	14.4	19	66	76	5	43	57
WQXA	York	8.3	15.1	7.2	19	72	81	0	43	57
WKEE	Hunt,WV	11.8	10.6	15.5	25	58	69	6	42	58
WVAF	Char,WV	10.2	12.4	10.1	22	53	70	8	33	67
WFBG	Altoo	10.7	11.8	16.2	17	45	62	21	36	64
KQIZ-F	Amar	9.4	13.4	6.8	32	60	68	0	47	53
WBBQ-F	Aug,GA	10.7	11.8	14.0	20	53	73	7	58	42
WNOK-F	Col,SC	11.3	11.1	12.9	18	69	80	2	43	57
WCCK	Erie	11.9	10.6	21.3	20	60	74	6	47	53
WQSM	Fayett	11.2	11.2	14.9	15	68	80	5	52	48
KFYE	Fres	8.3	15.3	8.4	19	63	81	0	44	56
WIXX	Green B	8.2	15.4	9.6	21	71	79	0	47	53
WSEZ	G-WS,SC	11.7	10.8	11.0	22	62	72	6	42	58
WZYP	Hunts	10.7	11.7	10.1	25	58	75	0	46	54
WIVY	Jkvil	7.3	17.4	11.3	30	51	64	6	34	66
WCGQ	Col,GA	11.6	10.9	19.8	24	67	73	3	69	31
WQUT	JC-Kin	11.1	11.3	12.7	22	63	70	8	51	49
KLUC	LV	9.9	12.7	12.9	19	61	74	7	47	53
WLAP-F	Lex	9.3	13.6	11.8	24	63	75	1	39	61
KKYK	L Rock	8.5	14.7	5.9	15	75	80	5	43	57
WMAZ-F	Macon	9.5	13.3	10.9	22	55	73	5	33	67
WKRQ	Mobile	9.0	14.0	11.2	25	53	70	5	40	60
WJLQ	Pensa	7.9	16.0	3.9	17	68	77	6	49	51
WJBQ	Port,M	9.7	13.0	9.9	20	66	80	0	46	54
WRVQ	Richm	9.2	13.8	11.2	27	53	68	5	44	56
WXLK	Roan	11.2	11.2	15.3	22	60	72	6	38	62
WZAT	Savan	7.7	16.4	7.4	25	36	50	25	41	59
KWTO-F	Spr,MO	11.0	11.4	15.8	23	59	73	4	45	55
KRQQ	Tucson	7.9	15.9	5.2	11	78	87	2	47	53
KEYN	Wich	11.6	12.6	16.4	22	53	67	11	44	56

		AOR								
NATIONAL MEAN:		9.4	13.5	9.7	26.3	68.5	72.3	1.4	64.0	36.0
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WNEW-F	NY	8.9	14.2	4.4	5	81	87	8	62	38
WPLJ	NY	9.1	13.9	6.7	35	58	64	1	59	41
WLUP	Chi	7.8	16.1	3.6	27	70	72	1	65	35
WXLP	D-RI-M	11.7	10.8	13.6	24	71	76	0	64	36
WMMR	Phil	8.0	15.7	3.2	24	71	75	1	66	34
WYSP	Phil	6.9	18.1	4.0	30	64	69	1	64	36
KLOS	LA	7.5	16.8	3.5	30	63	68	2	59	41
KMET	LA	8.2	15.4	5.1	19	74	80	1	69	31
KROQ	LA	10.5	12.0	9.1	40	59	60	0	50	50
KGB	SD	10.8	11.7	8.1	20	77	79	1	76	24
KPRI	SD	8.0	15.8	1.6	16	82	83	1	74	26
WABX	Det	4.8	26.1	1.1	29	65	70	1	57	43
WLLZ	Det	7.4	17.0	3.5	37	56	62	1	57	43
WRIF	Det	6.5	19.5	2.9	21	70	77	2	60	40
WBCN	Bost	6.1	14.5	6.9	8	81	89	3	64	36
WCOZ	Bost	9.6	13.2	8.1	39	58	61	0	61	39
WAVA	Wash	7.7	16.4	5.1	32	65	66	2	64	36
WWDC	Wash	6.5	19.5	2.3	34	60	64	2	63	37
WAAF	Worc	10.6	11.9	12.3	33	61	64	3	68	32
WZZO	A-B-E	10.4	12.1	8.7	31	64	69	0	57	43
WHJY	Prov	12.1	10.4	8.4	29	65	69	2	58	42
WHCN	Hartf	8.9	14.1	3.8	29	68	71	0	67	33
KMEL	SF	7.2	17.6	2.9	20	73	79	1	59	41
KRQR	SF	7.1	17.8	4.1	20	74	77	3	67	33
KSJO	SJ	10.0	12.6	7.8	39	58	60	1	76	24
KLOL	Hou	9.2	13.7	8.9	30	66	69	1	66	34
WIYY	Balt	11.3	11.2	11.6	21	72	76	3	66	34
KWK	ST L	9.9	12.7	11.6	48	48	51	1	70	30
WEEN	Cin	10.0	12.6	9.2	23	71	76	1	65	35
WQMF	Lou	8.8	14.3	10.3	34	64	65	1	65	35
WKLS-F	Atl	9.1	13.8	9.1	29	65	71	0	63	37
KYYS	KC	11.1	11.4	15.7	24	71	73	3	65	35
KDWB-F	M-SP	7.8	16.2	5.8	38	57	59	3	62	38
KQRS+	M-SP	6.4	19.6	3.3	24	73	74	2	62	38
KAZY	Den	7.4	17.1	4.6	33	61	66	1	61	39
KPKE	Den	10.2	12.4	7.3	30	68	70	0	68	32
WLPX	Milw	6.5	19.3	4.5	28	66	70	2	61	39
WQFM	Milw	8.6	14.7	4.4	24	66	74	2	62	38
WFBQ	Indy	10.9	11.6	10.6	28	66	70	2	56	44
KTXQ	D-FW	8.6	14.6	5.5	23	72	75	2	72	28
KZEW	Dallas	9.3	13.5	2.6	20	77	80	0	71	29
WSHE	Miami	10.2	12.4	8.1	15	78	84	1	71	29
WMMS	Cleve	9.2	13.7	8.6	22	68	76	2	63	37
KISW	Sea	10.6	11.9	6.5	25	71	75	0	70	30
KZOK	Sea	8.1	15.5	6.8	34	63	65	1	67	33
WLVQ	Col,0	9.6	13.1	13.8	23	73	76	1	60	40
WGRQ	Buff	10.0	12.6	10.2	40	58	60	0	56	44
WRNO	NO	11.8	10.6	11.4	23	65	75	2	60	40
WYNF	T-SP	8.2	15.4	8.8	21	76	79	0	55	45
WDVE	Pitt	7.6	16.6	3.0	23	66	72	5	63	37

		<u>AOR</u>								
NATIONAL MEAN:		9.4	13.5	9.3	26.3	68.5	72.3	1.4	64.0	36.0
		<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>
WIOT	Tol	10.6	11.9	10.2	25	70	75	0	68	32
WJXQ	Lans	10.6	11.9	12.3	27	71	73	0	56	44
KZAP	Sacra	11.6	10.9	15.7	35	61	64	1	70	30
KGON	Port O	12.4	10.2	17.7	34	61	65	1	66	34
WZXR	Mem	12.0	10.5	18.4	33	64	67	0	62	38
WLAV	GR	11.8	10.6	19.6	23	74	76	1	65	35
KDKB	Phoe	7.6	16.6	7.0	28	69	72	0	57	43
WEZX	NE PA	11.8	10.7	7.9	23	74	75	2	60	40
WNOR	Norf	9.1	13.8	5.9	15	80	82	3	72	28
WMYK	Norf	9.0	14.1	7.7	27	69	73	0	72	28
WTUE	Dayt	12.5	10.0	13.2	21	75	78	1	72	28
WAPI-F	Birm	6.5	19.5	6.3	32	60	62	6	58	42
KISS	SA	12.5	10.0	23.3	28	67	72	0	73	27
KATT	OK C	9.4	13.4	9.6	26	69	74	0	65	35
WKDF	Nash	10.8	11.6	12.9	24	63	71	5	62	38
WDIZ	Orl	12.7	9.9	19.8	25	69	75	0	68	32
KMOD	Tulsa	11.5	10.9	20.0	33	60	66	1	61	39
KWXL	Alb	11.5	11.0	10.2	36	63	55	9	74	26
KGGO	DM	10.7	11.8	11.8	21	70	75	4	50	50
KILO	Col Sp	15.1	8.4	18.9	14	83	86	0	66	34
KIDQ	Boise	12.9	9.7	15.8	31	69	69	0	63	37
KLAQ	EP	14.9	8.5	13.7	26	69	74	0	70	30
WTPA	Harris	10.2	12.3	16.6	29	68	71	0	64	36
WSSX	Char,SC	9.5	13.2	9.0	29	68	71	0	58	42
WWCK	Flint	12.5	10.1	12.5	23	72	76	1	71	29
WKZL	G-WS,NC	12.7	9.9	11.6	24	66	74	2	71	29
WFYV	Jkvil	11.0	11.5	13.1	21	74	79	0	75	25
WIMZ	Knox	12.3	10.2	12.3	23	75	77	0	60	40
WKQQ	Lex	11.6	10.8	16.7	16	81	84	0	61	39
KFMX	Lubb	9.9	12.7	8.5	26	74	74	0	73	27
WIBA-F	Mad	7.4	17.0	4.6	21	70	75	4	58	42
KEZO	Omaha	11.0	11.5	9.8	32	60	64	4	57	43
KOZZ	Reno	12.7	9.9	12.3	14	82	86	0	65	35
WRXL	Richm	11.1	11.4	11.2	17	76	82	1	67	33
WCMF	Roch	8.9	14.1	7.3	23	74	77	0	55	45
WMJQ	Roch	8.2	15.3	3.1	30	68	70	0	65	35
KMBQ	Shrev	15.5	8.1	15.7	19	76	79	2	66	34
WSYR-F	Syr	8.8	14.4	10.5	30	61	66	4	51	49
WOUR	Utica	10.8	11.6	8.9	18	76	80	2	65	35
KICT	Wich	11.6	10.8	16.4	22	69	78	0	59	41
WSRD	Young	9.5	13.3	3.6	31	64	68	1	63	37

		<u>AC/SOFT/OLDIES</u>								
NATIONAL MEAN:		8.2	15.4	6.3	5.1	60.4	83.6	12.3	42.1	57.9
		<u>PSI</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-F	NY	6.8	18.6	3.1	3	39	78	19	47	53
WYNY	NY	8.3	15.2	4.5	7	66	86	7	47	53
WROK	Rock	8.2	15.4	11.6	4	36	72	24	39	61
WCLR	Chi	7.7	16.3	4.9	5	54	85	10	42	58
WFYR	Chi	6.0	21.2	3.6	4	61	84	12	40	60
WKQX	Chi	6.3	20.1	3.3	6	63	86	8	42	58
WMGK	Phil	10.2	12.4	5.9	3	56	84	13	43	57
KWLO	Wat-CF	7.3	17.2	13.8	9	53	72	19	41	59

AC/SOFT/OLDIES

NATIONAL MEAN:		8.2	15.4	6.3	5.1	60.4	83.6	12.3	42.1	57.9
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WSNI	Phil	8.0	15.8	3.2	3	58	80	17	42	58
KFI	LA	6.5	19.2	3.3	6	39	77	17	52	48
KHTZ	LA	7.0	18.0	5.2	6	65	86	8	42	58
KRTH	LA	6.6	19.1	3.3	4	79	94	2	50	50
KBZT	SD	8.6	14.6	2.1	2	66	91	7	43	57
KYXY	SD	9.0	14.0	6.8	2	60	88	10	32	68
WMJC	Det	6.8	18.5	2.7	8	66	89	3	38	62
WNIC	Det	6.6	19.1	3.0	9	71	87	4	36	64
WEEL-F	Bost	7.1	17.7	3.6	0	73	86	14	43	57
WMJX	Bost	8.1	15.5	2.6	5	63	78	17	41	59
WROR	Bost	7.1	17.8	5.9	7	65	86	7	46	54
WASH	Wash	7.0	18.1	5.2	3	54	89	8	38	62
WLTT	Wash	8.8	14.3	2.8	2	72	94	4	42	58
WPRO	Prov	7.2	17.6	8.2	4	39	64	32	43	57
WIOF	Hart	7.9	16.0	3.0	4	75	89	7	51	49
KIOI	SF	6.3	19.8	2.4	10	69	82	8	47	53
KYUU	SF	5.9	21.2	3.6	14	60	81	5	44	56
KEZR	SJ	7.4	17.0	5.3	3	92	96	1	39	61
KFMK	Hou	9.6	13.2	10.6	5	74	95	0	44	56
WCBM	Balt	7.8	16.2	8.9	2	28	65	33	38	62
KSD-F	ST L	8.9	14.2	6.6	8	65	88	4	34	66
WRRM	Cin	9.3	13.6	5.1	2	70	93	5	40	60
WKRC	Cin	8.5	14.8	6.9	2	34	67	31	42	58
WLTA	Atl	10.7	11.8	4.5	0	45	89	11	46	54
KUDL	KC	8.2	15.4	5.8	5	78	91	4	45	55
WICC	Bridge	8.9	14.2	7.2	4	28	58	38	33	67
WAKY	Lou	6.3	20.0	6.1	4	71	88	8	52	48
WRKA	Lou	9.7	13.0	11.6	12	63	74	14	37	63
KSTP	M-SP	9.8	12.8	7.2	7	66	89	4	36	64
KPPL	Den	9.1	13.8	7.7	7	68	92	1	48	52
WMYX	Milw	9.3	13.6	2.5	4	68	86	10	44	56
WENS	Indy	9.2	13.8	6.0	7	62	84	9	45	55
KMGC	Dall	8.3	15.3	6.3	4	78	94	2	35	65
KVIL	Dall	9.3	13.6	10.5	7	60	85	8	36	64
WAIA	Miami	8.8	14.2	2.6	2	55	85	13	40	60
WAXY	Miami	8.5	14.8	2.9	4	70	87	9	47	53
WZZP	Cleve	9.4	13.4	10.9	4	61	88	8	38	62
WNCI	Col,0	7.0	18.0	7.7	10	73	88	2	45	55
WTVN	Col,0	7.1	17.7	8.2	1	37	59	40	44	56
WGR	Buff	7.0	18.0	7.8	2	44	76	22	47	53
WTAE	Pitt	7.0	18.0	3.7	2	40	75	23	44	56
WFMK	Lans	9.1	13.8	6.3	6	75	87	7	43	57
KXOA-F	Sacra	9.8	9.3	6.3	4	69	87	9	41	59
WRVR	Memp	10.0	12.7	7.8	4	63	88	8	34	66
WJFM	GR	8.9	14.2	5.6	4	74	92	4	33	67
WBT	Char,NC	8.6	14.7	11.0	5	25	62	33	45	55
KKLT	Phoe	7.4	16.9	3.8	9	54	89	2	38	62
WLTY	Norf	10.3	12.3	8.8	9	60	88	3	51	49
WJYO	Orl	9.6	13.2	8.6	2	40	72	26	37	63
KSPZ-F	Col Sp	10.3	12.3	7.8	11	77	89	0	51	49
KEYI	Austin	10.3	12.3	8.5	5	69	88	7	40	60
WAIV	Jkvil	10.2	12.4	9.1	3	69	93	4	46	54
WROV	Roano	8.9	14.2	9.9	7	57	79	14	44	56
WVOR	Roch	9.6	13.1	11.1	4	54	88	8	38	62
WHEN	Syr	8.0	15.8	13.8	7	49	71	22	40	60

MOR

NATIONAL MEAN:		8.9	14.2	10.7	1.7	16.3	41.6	56.7	43.0	57.0
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WGN	Chi	9.2	13.7	9.6	1	10	31	68	42	58
WMBD	Peo	8.5	14.8	12.3	2	6	26	72	40	60
WJBC	Bloom	13.8	9.1	18.4	3	20	42	55	39	61
WIP	Phil	9.8	12.8	6.7	2	16	43	55	36	64
KFMB	SD	8.2	15.3	8.0	4	24	54	42	53	47
WJR	Det	9.1	13.9	6.9	2	12	37	61	54	46
WBZ	Bost	8.6	14.6	8.7	3	15	46	51	43	57
WMAL	Wash	9.2	13.7	8.2	1	10	47	52	43	57
WHDH	Bost	7.2	13.7	7.3	2	23	48	50	34	66
WHJJ	Prov	8.2	15.3	7.3	2	14	44	54	45	55
WTIC	Hart	10.8	11.7	16.2	1	12	36	63	42	58
WELI	NH	10.8	11.7	13.3	1	8	29	70	33	67
KNBR	SF	6.6	19.0	4.3	3	30	60	37	50	50
KSFO	SF	7.7	16.3	6.2	3	16	41	56	47	53
WBAL	Balt	11.3	11.2	8.4	1	6	19	80	35	65
WLW	Cin	8.3	15.2	13.2	3	14	37	60	46	54
WAVG	Lou	7.8	16.1	6.8	1	10	28	71	41	59
WHAS	Lou	6.4	19.6	10.3	2	21	51	47	53	47
WSB	Atl	7.4	16.9	7.3	2	14	42	56	43	57
WCCO	M-SP	11.3	11.1	14.1	1	13	41	58	48	52
KHOW	Den	7.9	15.9	6.3	1	36	79	20	46	54
WTMJ	Milw	8.3	15.2	9.3	2	7	33	65	32	68
WISN	Milw	7.3	17.3	4.7	3	26	51	46	55	45
WI BC	Indy	9.8	12.9	10.6	2	30	55	43	44	56
WI OD	Miami	7.1	17.6	8.3	1	11	34	65	46	54
WAKR	Akron	8.3	15.2	9.8	3	12	37	60	44	56
WHBC	Canton	8.9	14.2	13.2	2	12	36	62	37	63
KOMO	Sea	8.2	15.4	10.8	0	11	45	55	48	52
WBEN	Buff	8.8	14.2	12.0	3	15	30	67	45	55
WFLA-F	T-SP	7.6	16.5	7.9	1	19	36	63	45	55
KDKA	Pitt	10.7	11.7	11.9	1	11	32	67	41	59
WSPD	Tol	8.5	14.9	9.2	2	15	31	67	37	63
KEX	Port,0	7.2	17.5	6.2	3	19	54	43	37	63
WOOD	GR	8.2	15.4	10.0	1	16	41	58	44	56
WKZO	Kala	9.2	13.7	12.8	2	9	29	69	44	56
KOY	Phoe	7.8	16.2	8.8	0	23	66	34	48	52
KSL	SLC	7.0	17.9	11.4	2	29	57	41	40	60
WGY	A-S-T	10.0	12.5	12.9	2	20	50	48	42	58
WARM	NE PA	8.7	14.5	8.4	4	17	38	58	34	66
WTAR	Norf	7.9	15.9	13.2	0	17	47	53	46	54
WHIO	Dayton	9.7	13.0	5.8	0	9	40	60	54	46
WPTF	Ral	11.3	11.2	10.7	3	10	25	72	41	59
WDBO	Orl	8.3	15.2	8.0	0	13	31	59	40	60
KRMG	Tulsa	9.4	13.5	15.9	2	14	40	58	35	65
KOB	Alb	7.9	16.0	13.4	0	22	59	41	48	52
KRNT	DM	7.4	17.1	8.3	0	24	52	48	38	62
WOWO	FW	9.6	13.1	16.7	4	20	46	50	38	62
WMT	Ced R	11.9	10.6	14.6	0	11	38	62	35	65
WIKY	Evans	14.1	8.9	19.7	1	14	48	51	29	71
WHP	Harris	9.7	12.9	15.2	1	10	28	71	49	51

MOR

NATIONAL MEAN:		8.9	14.2	10.7	1.7	16.3	41.6	56.7	43.0	57.0
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WSBA	York	11.3	11.2	11.8	3	19	38	59	41	59
WIS	Col,SC	8.6	14.7	10.4	2	12	38	60	51	49
WVLK	Lex	8.8	14.3	9.1	5	46	74	21	42	58
KFAB	Omaha	12.4	10.1	19.6	1	18	47	52	44	56
WGAN	Port,M	6.3	19.9	9.7	3	30	67	30	38	62
WRVA	Richm	10.7	11.7	14.7	1	17	42	57	38	62
WHAM	Roch	7.5	16.7	14.4	1	17	40	59	49	51
WSGW	Sag	12.7	9.9	8.1	2	15	22	76	51	49
WSTV	Steub	11.8	10.7	10.2	0	6	22	78	47	53
WSYR	Syr	9.3	13.5	13.7	2	8	34	64	45	55
WIBX	Utica	11.0	11.4	10.5	2	11	24	74	49	51

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.6	11.9	9.9	0.7	14.7	39.9	59.4	40.0	60.0
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WPAT-F	NY	8.7	14.5	3.5	1	13	34	65	46	54
WRFM	NY	13.0	9.7	7.7	0	11	33	67	46	54
WEZN	Bridge	13.1	9.6	9.2	0	12	32	68	43	57
WLAK	Chi	9.0	14.0	4.1	1	11	38	61	38	62
WLOO	Chi	10.7	11.8	8.1	1	14	46	53	40	60
WSWT	Peo	10.7	11.8	12.5	0	15	42	58	35	65
WEAZ	Phil	9.2	13.8	6.2	0	15	39	61	40	60
WWSH	Phil	8.4	15.1	2.6	1	13	32	67	43	57
KBIG	LA	10.0	12.6	8.2	1	18	43	56	42	58
KJOI	LA	9.0	14.0	7.2	0	12	35	65	42	58
KOST	LA	8.4	15.1	5.7	1	18	46	53	45	55
KJQY	SD	13.1	9.6	9.1	0	10	33	67	39	61
WJBR	WilmDE	12.5	10.1	6.5	0	9	31	69	38	62
WJOI	Det	7.2	17.6	3.7	0	9	24	76	38	62
WJIB	Bost	9.2	13.8	3.5	1	7	35	64	49	51
WGAY	Wash	10.6	11.8	10.9	2	14	42	56	40	60
WSRS	Worc	12.4	10.2	7.3	1	14	37	62	47	53
WQQQ	A-B-E	10.0	12.6	6.9	1	16	37	62	42	58
WLKW-F	Prov	12.5	10.1	9.2	0	9	25	75	37	63
WRCH	Hart	11.6	10.9	3.7	1	10	37	62	41	59
KABL	SF	7.6	16.5	6.6	1	10	30	69	47	53
KFOG	SF	8.8	14.3	6.7	1	17	39	60	44	56
KOIT	SF	8.1	15.5	4.7	2	18	51	47	44	56
KODA	Hou	7.5	16.9	8.5	1	25	47	52	39	61
KYND	Hou	9.4	13.5	7.2	0	24	57	43	40	60
WLIF	Balt	10.0	12.6	7.7	1	17	36	63	41	59
KEZK	ST L	11.6	10.9	7.7	0	16	46	54	36	64
WWEZ	Cin	10.4	12.1	6.6	1	13	33	66	41	59
WVEZ	Lou	11.8	10.7	15.0	1	12	39	60	33	67
WPCH	Atl	11.3	11.1	6.4	0	25	59	41	41	59
KMBR	KC	10.5	12.0	7.7	0	25	59	41	43	57
KEYY	M-SP	9.1	13.9	6.1	2	19	42	56	39	61
KOSI	Denv	10.8	11.6	7.7	2	15	44	54	39	61
WEZW	Milw	10.1	12.5	5.6	1	10	41	58	47	53
WXTZ	Indy	12.7	9.9	16.0	3	16	43	54	41	59

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.6	11.9	9.9	0.7	14.7	39.9	59.4	40.0	60.0
		<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>
KMEZ	Dallas	9.2	13.7	10.8	0	19	48	52	38	62
WLYF	Miami	12.0	10.5	11.7	0	8	27	74	41	59
WYOR	Miami	10.8	11.6	8.5	0	13	36	64	39	61
WDOK	Cleve	11.3	11.2	11.1	1	12	36	63	45	55
WQAL	Cleve	10.8	11.6	12.1	0	7	32	68	38	62
KSEA	Sea	9.0	14.1	5.3	1	11	32	67	42	58
WBNS	Col,0	8.9	14.2	9.0	2	15	38	60	41	59
WJYE	Buff	11.8	10.7	11.5	0	11	30	70	41	59
WJYW	T-SP	8.4	15.0	16.3	1	14	33	66	36	64
WWBA	T-SP	14.4	8.8	19.2	1	5	15	84	39	61
WPNT	Pitt	10.2	12.3	2.0	0	19	53	47	43	57
WSHH	Pitt	8.8	14.3	6.9	0	11	34	66	34	66
WLQR	Tol	11.5	10.9	15.9	1	17	42	57	34	66
KCTC	Sacra	11.0	11.5	8.3	0	18	65	35	30	70
KUPL-F	Port,0	11.0	11.5	10.1	0	14	42	58	39	61
WEZI	Memp	9.1	13.8	13.1	1	17	52	47	39	61
WOOD-F	GR	9.3	13.5	8.3	1	23	46	53	40	60
WQLR	Kala	10.8	11.6	8.6	0	16	53	47	44	56
WEZC	Char,NC	11.1	11.3	11.5	0	17	45	55	41	59
KMEO	Phoe	10.6	11.9	9.4	0	8	28	72	41	59
KQYT	Phoe	10.3	12.2	9.9	0	15	33	67	37	63
KSFI	SLC	8.9	14.1	11.3	2	15	53	45	50	50
WROW-F	A-S-T	11.3	11.1	12.7	0	5	20	80	47	53
WFOG	Norf	12.4	10.2	16.0	0	20	44	56	42	58
WHIO-F	Dayt	11.1	11.4	11.0	1	27	56	43	44	56
WYYD	Ral	11.1	11.3	11.4	0	17	47	53	35	65
WZEZ	Nash	12.0	10.5	14.4	1	20	46	53	36	64
WDBO-F	Orl	13.2	9.5	19.3	0	9	28	72	45	55
WSPA-F	Gr-Spa	11.0	11.4	13.2	1	23	50	49	33	67
KBEZ	Tulsa	11.4	11.0	6.7	0	25	50	50	45	55
KLYF	DM	10.1	12.5	4.7	2	17	50	48	40	60
WEZV	FW	12.8	9.8	10.8	0	25	49	51	40	60
WDEF-F	Chatt	8.9	14.1	7.6	2	16	38	60	37	63
WDUV	Sara	13.8	9.1	17.9	0	3	18	82	39	61
WHP-F	Harris	12.2	10.3	9.2	0	18	39	61	49	51
WNCE	Lanc	13.8	9.1	14.5	1	12	39	60	42	58
WSBA-F	York	11.0	11.5	6.2	0	30	64	36	30	70
WHEZ	Hunt,WV	10.2	12.3	6.0	3	11	39	58	38	62
WXRY	Col,SC	13.1	9.6	11.1	0	17	56	44	42	58
WLVU	Erie	11.7	10.8	11.6	0	13	37	63	42	58
WGMZ	Flint	10.9	11.6	12.3	0	15	39	61	44	56
KKNU	Fres	11.7	10.8	10.3	0	21	34	66	32	68
WGLD	G-WS,SC	10.4	12.1	10.5	4	16	62	34	39	61
WKTZ-F	Jkvil	11.8	10.7	17.6	0	12	34	66	38	62
WKPT-F	JC-Kin	13.3	9.5	17.0	0	12	34	66	39	61
WEZK	Knox	12.0	10.5	15.2	0	15	45	55	31	69
WMEZ	Pensa	8.8	14.3	9.9	3	18	41	56	47	53
WPVR	Roanoke	13.0	9.7	22.0	0	17	37	63	37	63
WEZO	Roch	10.8	11.7	12.8	0	7	35	65	38	62
WHYN	Spr,MA	10.3	12.2	10.1	2	12	40	58	35	65

BEAUTIFUL MUSIC

NATIONAL MEAN:		10.6	11.9	9.9	0.7	14.7	39.9	59.4	40.0	60.0
		<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>
KJYK	Tucs	13.0	9.7	19.0	1	6	26	73	30	70
WEAT-F	W. Pal	11.6	9.5	13.4	1	5	22	77	40	60
WANJ	Wheel	12.0	10.5	13.8	0	8	41	59	47	53
KBKA	Wich	13.7	9.2	10.0	0	18	39	61	26	74
WKBN	Young	10.2	12.3	7.2	1	20	42	57	37	63

COUNTRY

NATIONAL MEAN:		10.1	12.4	14.3	4.2	31.8	64.4	31.4	47.9	52.1
		<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>
WHN	NY	9.1	13.8	9.6	2	38	61	37	47	53
WKHK-F	NY	7.4	17.0	2.6	4	44	75	21	45	55
WJEZ	Chi	8.1	15.5	8.8	5	28	63	32	42	58
WMAQ	Chi	6.4	19.8	4.8	3	18	50	47	56	44
WXCL	Peo	10.6	11.9	20.2	2	28	64	34	43	57
WUSL	Phil	9.4	13.4	7.4	4	24	58	38	49	51
KHJ	LA	6.3	19.9	9.8	2	24	56	42	44	56
KLAC	LA	7.1	17.8	7.7	2	12	41	57	54	46
KZLA-F	LA	9.7	13.0	6.4	0	46	73	27	58	42
KSQN-F	SD	8.4	15.0	8.1	5	37	75	20	57	43
KUZZ	Baker	14.1	8.9	27.9	5	27	63	32	41	59
WCXI	Det	8.8	14.3	8.7	4	18	50	46	48	52
WWW	Det	8.8	14.4	7.3	4	28	56	40	47	53
WPKY-F	Wash	8.4	15.1	6.5	8	42	69	23	40	60
WMZQ-F	Wash	8.0	15.8	10.0	5	40	67	28	46	54
WXKW	A-B-E	11.7	10.8	10.9	1	19	58	41	48	52
KNEW	SF	8.0	15.7	9.1	4	28	59	37	48	52
KIKK-F	Hou	10.5	12.0	10.7	6	45	78	16	46	54
KILT-F	Hou	10.0	12.6	12.3	9	52	79	12	47	53
WPOC	Balt	13.0	9.7	16.3	2	27	65	33	54	46
KSD	ST L	7.1	17.7	10.0	2	41	74	24	42	58
WIL-F	ST L	9.4	13.4	13.4	8	39	72	20	46	54
WUBE	Cin	11.3	11.1	17.7	2	40	71	27	47	53
WAVZ	Lou	9.0	14.0	8.2	3	49	78	19	51	49
WKHX	Atl	11.2	11.3	12.8	5	40	77	18	50	50
KFKF	KC	11.3	11.2	13.7	7	32	73	20	51	49
WDAF	KC	8.8	14.4	19.5	2	43	68	30	50	50
WDGY	M-SP	11.4	11.0	15.6	3	29	76	21	52	48
KLZ	Den	7.9	15.9	10.3	4	30	80	16	50	50
WBCS	Milw	10.8	11.7	11.9	5	36	78	19	45	55
WFMS	Indy	11.8	10.7	15.1	4	35	68	28	40	60
WIRE	Indy	11.3	11.1	17.5	3	18	51	46	43	57
KPLX	D-FW	9.7	13.0	4.4	4	53	81	15	51	49
KSCS	D-FW	9.1	13.8	11.6	8	42	74	18	44	56
WBAP	D-FW	9.3	13.5	14.4	3	29	52	45	61	39
WHK	Cleve	10.1	12.4	18.7	2	12	38	60	41	59
WKSW	Cleve	7.9	16.0	7.4	4	34	72	24	51	49
KMPS-F	Sea	11.0	11.5	10.9	7	35	58	35	54	46
WMNI	Col,0	8.9	14.2	14.3	1	20	44	55	50	50
WNOE-F	NO	11.5	11.0	15.5	5	31	67	28	46	54

		COUNTRY								
NATIONAL MEAN:		10.1	12.4	14.3	4.2	31.8	64.4	31.4	47.9	52.1
		TSL	T/O RATIO	% EXCL	% TEENS	% 18-34	% 18-49	% 50+	%M	%F
WQYK-F	T-SP	14.6	8.6	23.3	5	19	41	54	51	49
WSUN	T-SP	8.6	14.7	13.1	4	20	45	51	44	56
WEPP	Pitt	9.5	13.2	3.7	1	19	52	47	42	58
WKLK	Tol	11.0	11.4	12.0	7	36	59	34	47	53
WITL-F	Lans	12.3	10.2	17.2	4	27	60	36	48	52
KRAK	Sacra	8.4	15.0	13.7	4	25	64	32	46	54
KWJJ	Port,0	8.3	15.2	12.2	3	21	56	41	55	45
WMC	Memp	8.8	14.3	14.9	2	20	64	34	42	58
WCUZ-F	GR	8.4	15.0	7.2	3	52	85	12	47	53
WSOC-F	Char,NCl	11.3	11.1	14.0	4	35	69	27	53	47
KJJJ-F	Phoe	9.9	12.7	8.1	0	49	73	27	36	64
KNIX-F	Phoe	9.5	13.3	11.3	5	32	73	22	43	57
WCMS-F	Norf	10.7	11.8	18.5	1	32	70	29	41	59
WZZK	Birm	11.6	10.9	19.2	4	30	72	24	45	55
KKYX	SA	9.1	13.8	13.0	6	17	52	42	47	53
KAJA	SA	11.3	11.2	6.8	12	58	82	6	50	50
KEBC	OK C	12.3	10.3	21.4	8	34	61	31	46	54
KOMA	OK C	8.8	14.3	14.6	4	46	71	25	47	53
WSM	Nash	6.9	18.4	12.6	0	20	44	56	52	48
WSIX-F	Nash	10.9	11.5	16.0	3	19	66	31	46	54
WHOO-F	Orl	10.9	11.5	11.2	10	32	62	28	50	50
WESC-F	Gr-Sp	12.5	10.1	15.2	7	29	67	26	48	52
WWNC	Ashe	13.4	9.4	19.3	2	15	40	58	43	57
KVOO	Tulsa	11.5	11.0	24.3	2	18	57	41	52	48
KWEN-F	Tulsa	12.3	10.3	15.3	6	50	83	11	41	59
WYNK-F	Bat R	11.6	10.9	19.9	4	40	77	19	52	48
KSO	DM	11.6	10.9	14.8	4	26	56	40	41	59
WQHK	FW	12.7	9.9	16.1	6	29	58	36	49	51
WDOD-F	Chatt	10.9	11.5	13.2	7	31	66	27	41	59
KYKR	Beau	9.7	13.0	17.1	6	38	63	31	40	60
KHEY	EP	11.6	10.9	17.4	2	19	74	24	56	44
KASE	Aust	11.0	11.4	11.5	7	37	69	24	43	57
KOKE-F	Aust	8.2	15.3	8.9	13	38	65	22	60	40
WRKZ	Harris	11.3	11.2	16.4	5	26	50	44	51	49
WTCR	Hunt,WV	11.7	10.8	12.4	2	33	72	26	57	43
KIXZ	Amar	9.3	13.5	17.9	0	39	74	26	52	48
WEZL	Char,SC	11.7	10.8	18.9	4	35	71	25	66	34
WCOS-F	Col,SC	10.8	11.6	20.7	7	29	62	31	52	48
WDSM	Dul	9.4	13.4	13.9	0	16	50	50	52	48
WGEE	Green Bl	11.7	10.8	19.3	4	20	55	41	47	53
WTQR	G-WS,NC	13.7	9.2	20.7	4	27	60	36	49	51
WBHP	Hunts	11.5	10.9	24.3	2	30	70	28	55	45
WMSI	Jackson	13.2	9.6	19.1	3	44	76	21	54	46
WQIK	Jkvil	11.1	11.3	19.4	5	35	71	24	45	55
WXBQ	JC-Kin	10.9	11.5	18.7	6	33	71	23	47	53
WIVK-F	Knox	10.9	11.5	18.6	2	38	67	31	44	56
KSSN	L Rock	12.4	10.1	19.6	2	35	68	30	47	53
KLLL	Lubb	11.2	11.2	11.4	4	58	77	19	54	46
WCNV+	Lynch	17.0	7.4	17.0	3	52	84	13	50	50
WKSJ	Mob	13.3	9.5	25.3	7	34	69	24	47	53

COUNTRY

NATIONAL MEAN:		10.1	12.4	14.3	4.2	31.8	64.4	31.4	47.9	52.1
		<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>
WLWI	Mont	16.6	7.6	26.6	6	36	73	21	47	53
WPOK-F	Port,0	11.7	10.8	15.8	0	20	51	49	32	68
WNYR	Roch	10.4	12.1	10.3	4	26	57	39	49	51
WKCQ	Sag	12.4	10.2	14.3	5	25	70	25	52	48
WCHY	Savan	14.1	8.9	19.5	6	45	75	19	54	46
KTT5-F	Spr,MO	12.9	9.8	18.6	2	20	50	48	39	61
KCUB	Tucs	10.6	11.9	22.5	4	19	54	42	34	66
WACO	Waco	11.4	11.0	13.6	5	25	55	40	40	60
WIRK-F	W. Palm	15.6	8.1	28.2	12	40	69	19	61	39
WWVA	Wheel	12.4	10.2	23.5	0	24	53	47	46	54
KFDI	Wich	7.5	16.7	8.0	5	17	43	52	47	53

NEWS/TALK

NATIONAL MEAN:		8.1	15.6	8.0	0.7	12.0	31.5	67.8	47.1	52.9
		<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>
WCBS	NY	6.5	19.3	5.6	1	15	38	61	49	51
WINS	NY	6.1	20.5	6.7	1	18	34	65	48	52
WMCA	NY	7.2	17.5	2.3	3	14	26	71	46	54
WOR	NY	10.8	11.7	6.0	0	4	20	80	32	68
WBBM	Chi	7.5	16.7	9.2	1	10	28	71	50	50
WIND	Chi	10.6	11.9	6.9	1	9	23	76	36	64
WOC	D-RI-M	10.7	11.8	9.2	0	2	16	84	45	55
KYW	Phil	7.1	17.6	5.0	1	15	36	63	50	50
WCAU	Phil	6.6	19.0	4.4	4	13	31	65	57	43
WWDW	Phil	10.9	11.5	8.5	1	12	34	65	40	60
KABC	LA	9.7	13.0	7.0	2	13	31	67	41	59
KFWB	LA	5.7	22.1	8.0	2	13	35	63	53	47
KMPC	LA	6.0	21.0	7.4	3	13	42	55	57	43
KNX	LA	6.7	18.9	5.9	1	10	36	63	52	48
KSDO	SD	7.8	16.2	5.2	0	10	36	64	45	55
WWJ	Det	7.7	16.5	6.4	2	12	36	62	59	41
WXYZ	Det	10.9	11.5	9.0	1	8	20	79	38	62
WEEI	Bost	9.2	13.7	7.3	0	9	22	78	48	52
WRKO	Bost	6.4	19.6	0.9	0	19	40	60	37	63
WRC	Wash	8.8	14.4	6.8	1	12	33	66	46	54
WTOP	Wash	6.0	21.1	4.7	0	18	45	55	49	51
WEAN	Prov	8.7	14.5	9.3	1	5	19	80	45	55
WPOP	Hart	8.1	15.5	5.9	0	15	32	68	46	54
KCBS	SF	7.2	17.6	6.4	0	12	35	65	54	46
KGO	SF	10.5	12.0	9.6	1	11	33	66	37	63
KPRC	Hou	8.5	14.9	8.5	0	9	32	68	55	45
KTRH	Hou	8.0	15.7	10.7	0	10	34	66	55	45
KMOX	ST L	12.5	10.0	14.7	1	14	35	64	47	53
WCKY	Cin	8.6	14.6	7.4	0	5	26	74	45	55
WGST	Atl	7.4	17.0	2.9	0	15	44	56	50	50
KCMO	KC	9.5	13.2	4.0	0	14	34	66	43	57
KOA	Denv	7.2	17.4	6.4	0	15	38	62	48	52
KRLD	Dallas	6.8	18.6	10.5	0	18	49	51	51	49
WFAA	Dallas	7.7	16.3	10.1	2	13	34	64	53	47
WINZ	Miami	7.7	16.3	9.1	0	9	18	82	47	53

NEWS/TALK

NATIONAL MEAN:		8.1	15.6	8.0	0.7	12.0	31.5	67.8	47.1	56.3
		<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>
WNWS	Miami	10.2	12.4	12.2	0	6	16	84	43	57
KIRO	Sea	7.9	16.0	13.4	1	19	45	54	55	45
KVI	Sea	6.8	18.7	2.1	2	25	53	45	52	48
KFBK	Sacra	6.9	18.2	12.4	0	11	27	73	55	45
KXL	Port,0	6.0	21.0	5.3	0	4	36	64	47	53
KTAR	Phoe	10.9	11.6	8.6	0	12	25	75	49	51
WOAI	SA	9.3	13.5	9.6	0	23	33	67	52	48
KTOK	OK C	10.8	11.7	24.5	2	6	20	78	37	63
WLAC	Nash	9.7	13.0	7.4	0	28	44	56	38	62
WHO	DM	8.0	15.7	10.2	0	8	29	71	37	63
KMJ	Fresno	10.4	12.1	14.3	0	6	18	82	52	48
WBBW	Young	12.2	10.3	8.9	0	3	18	82	42	58

BLACK/URBAN

NATIONAL MEAN:		11.3	11.1	10.8	19.1	55.9	71.6	9.3	43.7	56.3
		<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>
WBLS	NY	10.1	12.5	7.3	15	57	77	8	45	55
WKTU	NY	9.3	13.5	6.7	25	54	69	6	38	62
WRKS	NY	10.4	12.2	6.3	26	56	71	3	41	59
WJPC	Chi	9.1	13.8	6.9	26	54	66	8	50	50
WBMX	Chi	9.4	13.4	6.7	15	67	80	5	51	49
WGCI	Chi	11.2	11.2	10.5	15	62	79	6	44	56
WDAS-F	Phil	13.7	9.2	8.9	17	63	76	7	48	52
KDAY	LA	7.5	16.8	1.6	25	59	71	4	32	68
KUTE	LA	6.0	21.1	1.7	21	60	75	4	35	65
WGPR	Det	11.3	11.1	5.6	30	48	57	13	46	54
WJLB-F	Det	7.3	17.4	2.8	8	56	74	18	48	52
WHUR	Wash	9.3	13.6	2.2	5	73	89	6	49	51
WKYS	Wash	10.1	12.5	3.8	16	63	82	2	48	52
WKND	Hart	12.0	10.5	8.0	10	60	88	2	35	65
KDIA	SF	8.0	15.8	3.2	24	41	63	13	40	60
KSOL	SF	10.6	11.8	6.4	27	55	68	5	45	55
KMJQ	Hou	11.3	11.1	7.2	23	51	66	11	49	51
KRLY	Hou	10.1	12.4	4.7	24	60	73	3	53	47
WWIN	Balt	9.1	13.9	6.6	25	52	66	9	47	53
WXYV	Balt	12.5	10.1	10.1	17	62	77	6	46	54
KMJM	ST L	9.9	12.9	8.7	19	58	73	8	38	62
WBLZ	Cin	8.9	14.1	5.9	17	55	68	15	42	58
WLOU	Lou	16.1	7.8	14.2	12	55	70	18	40	60
WAOK	Atl	7.1	17.7	2.1	16	48	71	13	36	64
WVEE	Atl	14.3	8.8	9.6	22	62	74	4	52	48
KPRS	KC	17.5	7.2	25.5	19	59	71	10	48	52
WTLC	Indy	16.4	7.7	26.9	14	54	74	12	41	59
KKDA	Dall	8.3	15.1	5.1	24	53	67	9	45	55
KNOK	Dall	15.8	8.0	9.8	21	59	72	7	43	57
WEDR	Miami	13.8	9.1	10.5	20	52	69	11	46	54
WBLK	Buff	15.6	8.1	19.9	22	46	69	9	39	61
WAIL	NO	14.7	8.6	15.0	30	54	65	5	43	57
WAMO	Pitt	13.2	9.5	14.7	20	65	72	8	47	53
WDIA	Memp	7.5	16.8	8.1	15	32	50	35	40	60

BLACK/URBAN

NATIONAL MEAN:		11.3	11.1	10.8	19.1	55.9	71.6	9.3	43.7	56.3
		<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>
WHRK	Memp	9.2	13.7	3.9	20	62	71	9	50	50
WPEG	Char,NC	10.9	11.5	11.0	25	60	72	3	46	54
WOWI	Norf	9.7	13.0	7.0	13	64	78	9	54	46
WENN-F	Birm	13.0	9.7	9.5	23	48	61	16	45	55
WLE	Ral	13.1	9.7	5.5	31	36	57	12	35	65
WVOL	Nash	14.5	8.7	23.3	16	54	72	12	48	52
WORL	Orl	13.3	9.5	10.5	19	59	72	9	27	73
WHYZ	Gr-Sp	23.2	5.4	17.9	11	69	85	4	38	62
WXOK	Bat R	13.1	9.6	18.4	16	53	70	14	46	54
WJTT	Chatt	15.7	8.0	15.0	21	52	69	10	38	62
KHYS-F	Beau	12.7	9.9	11.0	24	57	67	9	49	51
WRDW	Aug,GA	10.8	11.7	7.2	18	58	68	14	49	51
WWWZ	Char,SC	14.3	8.8	10.8	14	65	79	7	46	54
WOIC	Col,SC	15.2	8.3	10.9	15	48	71	14	45	55
WDZZ	Flint	13.7	9.2	23.1	19	44	67	14	38	62
WQMG	G-WS,NC	16.3	7.7	17.4	7	78	91	2	44	56
WKXI	Jckson	11.1	11.3	5.7	18	40	58	24	43	57
WFXE	Col,GA	10.3	12.2	11.0	14	71	83	3	54	46
KOKY	L Rock	16.1	7.8	40.4	15	62	73	12	48	52
WJJS	Lynch	17.2	7.3	30.7	20	54	71	9	24	76
WBLX	Mobile	19.2	6.6	11.0	20	48	70	10	49	51
WPLZ	Richm	10.5	12.1	5.7	14	69	82	4	39	61
WEAS	Savan	14.5	8.7	12.6	17	55	72	1	46	54
KOKA	Shrev	12.4	10.1	10.6	24	39	59	17	41	59

BIG BAND/NOSTALGIA

NATIONAL MEAN:		10.6	11.9	9.1	0.3	6.1	25.7	74.0	43.9	56.1
		<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	NY	11.3	11.2	7.3	0	10	36	64	54	46
WJJD	Chi	10.8	11.6	3.9	1	3	26	73	43	57
WSBT	S Bend	10.6	11.9	12.2	2	8	27	71	40	60
WPEN	Phil	10.8	11.6	5.3	1	7	30	69	44	56
KPRZ	LA	10.5	12.0	7.2	1	7	28	71	40	60
WXKS	Bost	13.5	9.3	5.1	0	1	33	67	46	54
WEST	A-B-E	15.9	7.9	15.3	0	5	11	89	47	53
WLKW	Prov	11.7	10.8	2.8	0	8	13	87	40	60
KMPX	SF	8.0	15.7	2.3	0	13	43	57	42	58
KLIV	SJ	8.8	14.3	7.9	0	10	40	60	42	58
WITH	Balt	11.5	11.0	8.4	0	0	22	78	45	55
WRTH	ST L	9.4	13.4	7.2	0	4	27	73	36	64
WMLX	Cin	11.6	10.9	9.2	0	4	19	81	44	56
KJLA	KC	10.8	11.7	12.6	0	6	27	73	51	49
KEZW	Den	10.3	12.2	17.7	0	4	16	84	39	61
WOKY	Milw	8.9	14.2	6.7	0	7	27	73	42	58
WBBG	Cleve	10.8	11.6	10.5	0	5	24	76	50	50
WCOL	Col,0	9.6	13.2	7.0	0	10	32	68	47	53
WDAE	T-SP	11.5	11.0	15.1	0	4	19	81	36	64
WJAS	Pitt	8.8	14.3	5.0	0	1	27	73	47	53

BIG BAND/NOSTALGIA

NATIONAL MEAN:		10.6	11.9	9.1	0.3	6.1	25.7	74.0	43.9	56.1
		<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>
KUPL	Port,0	8.6	14.6	12.8	1	4	18	81	57	43
WSOC	Char,NC	8.4	15.0	9.3	0	9	31	69	46	54
WNAK	NE PA	15.9	7.9	6.4	0	2	16	84	38	62
KCCW	SA	9.3	13.5	16.1	2	9	43	55	42	58
WEYZ	Erie	12.2	10.3	10.2	0	3	18	82	42	58
WERU	Mad	20.5	6.2	4.2	2	10	22	76	48	52
WPXN	Roch	8.9	14.2	10.6	0	4	22	78	39	61
WMAS	Spr,MA	10.9	11.5	10.1	0	2	9	91	35	65
KAKZ	Wich	11.1	11.4	16.6	0	15	40	60	50	50

RELIGION

NATIONAL MEAN:		8.9	14.2	9.6	2.2	22.8	42.9	54.9	33.4	66.6
		<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>
WWDJ	NY	8.6	14.6	6.8	0	45	61	39	23	77
WYCA	Chi	7.2	17.5	0.0	2	25	55	43	8	92
KBRT	LA	9.9	12.7	3.7	4	42	64	32	45	55
WMUZ	Det	7.2	17.6	8.1	4	27	53	43	30	70
WROL	Bost	7.5	16.7	1.1	3	7	16	81	34	76
WUST	Wash	9.1	13.9	2.7	7	24	50	43	36	64
KFAX	SF	6.6	19.2	6.9	0	12	41	59	32	68
KHCB	Hou	9.6	13.1	5.4	0	8	35	65	45	55
WRBS	Balt	11.5	11.0	5.8	2	7	31	67	30	70
KSKY	Dallas	12.3	10.3	5.5	5	5	13	82	19	81
KGDN	Sea	14.3	8.8	17.6	0	24	39	61	49	51
WPIT-F	Pitt	3.6	35.3	1.3	0	20	25	75	40	60
KNAM	Memp	14.5	8.7	12.9	2	17	31	67	26	74
WDJC	Birm	7.6	16.5	10.7	0	32	40	60	36	64
KCFO	Tulsa	7.6	16.6	19.7	9	63	81	10	38	62
WDAC	Lanc	9.3	13.6	16.8	0	13	32	68	29	71
WEMM	Hunt,WV	8.4	15.0	18.7	0	9	36	64	32	68
WWMO	G-WS,NC	12.2	10.4	16.8	0	33	78	22	37	63
WCGL	Jkvil	18.4	6.9	14.4	3	22	41	56	52	48
KCIJ	Shrev	20.1	6.3	16.8	2	21	35	63	27	73

SPANISH

NATIONAL MEAN:		15.6	8.2	24.1	2.5	32.6	60.1	37.4	39.4	61.6
		<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>
WADO	NY	13.6	9.2	10.2	1	15	58	41	40	60
WJIT	NY	18.7	6.7	23.2	4	31	67	29	33	67
WOJO	Chi	17.1	7.4	43.5	6	37	72	22	54	46
KLVE	LA	9.5	13.2	12.0	3	33	73	24	40	60
KTNQ	LA	11.3	11.0	13.7	2	37	64	34	45	55
KIQI	SF	21.4	5.9	17.5	5	36	42	53	39	61
KEYH	Hou	14.9	8.5	17.9	3	82	93	4	46	54
WCMQ-F	Miami	16.4	7.7	19.7	4	50	85	11	38	62
WQBA	Miami	14.9	8.5	21.4	0	18	39	61	32	68
WRHC	Miami	29.6	4.3	28.0	1	7	31	68	39	61
KCOR	SA	13.7	9.2	36.0	2	9	43	55	39	61
KAMA	EP	15.1	8.3	26.2	0	38	62	38	19	81
KGST	Fres	12.8	9.8	15.1	0	36	61	39	39	61
KGBT	Mc-Br	23.0	5.5	53.1	4	28	52	44	39	61

CLASSICAL

NATIONAL MEAN:		7.6	16.5	5.6	0.8	25.6	58.9	40.3	47.7	52.3
		<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>
WNCN	NY	7.2	17.4	4.3	3	27	64	33	51	49
WQXR-F+	NY	6.9	18.3	5.4	0	8	36	64	43	57
WFMT	Chi	8.7	14.5	8.7	1	27	50	49	56	44
WFLN+	Phil	7.7	16.3	3.1	0	24	55	45	52	48
KFAC-F	LA	5.0	25.0	5.6	1	21	62	37	53	47
KFSD	SD	10.5	12.0	5.9	1	36	67	32	43	57
WQRS	Det	6.7	18.7	3.1	0	29	59	41	46	54
WCRB	Bost	6.3	19.9	3.0	0	20	49	51	44	56
WGMS+	Wash	6.7	18.7	2.7	1	35	62	37	45	55
KDFC+	SF	8.2	15.4	4.8	0	33	65	35	38	62
KKHI+	SF	7.3	17.3	3.6	0	20	60	40	49	51
KLEF	Hou	6.8	18.5	10.0	3	29	73	24	41	59
KVOD	Den	9.9	12.7	9.0	0	43	70	30	46	54
WFMR	Milw	9.8	12.9	6.8	0	35	60	40	47	53
WTMI	Miami	9.9	12.7	4.2	0	8	40	60	48	52
WCLV	Cleve	9.3	13.6	11.6	0	19	48	52	47	53
KING	Sea	9.0	14.1	2.3	1	26	73	26	50	50
WGH-F	Norf	6.7	18.9	5.8	3	21	67	30	59	41

MARKET REVENUE AND PROFITABILITY: PER CAPITA AND MARGIN ANALYSIS

The tables below are based on financial data for 1980 as released by the FCC in February of 1982.

Table # 1 examines total revenue per capita. The market's total revenue (defined as total time sales less commissions, plus talent and program sales, plus other broadcast revenue) is divided by the SMSA population (as of 1 Jan 80 or 1 Jan 81 as available).

Table # 2 considers the income per capita. Each market's pre-tax income is divided by the SMSA population.

Table # 3 provides national/regional revenue per capita. This figure is before commissions to agencies, representatives and others. These figures should be used with caution since stations differ in their classification of national and local business.

Table # 4 shows profit margin. This figure is calculated by dividing a market's total income by total revenue. The figure is pre-tax.

Table # 5 shows the retail sales percentage. It expresses local radio sales as a percentage of total local retail sales.

The tables show which markets scored highest and lowest in each category (highest only for Table # 4). Figures for markets not listed below can be found in the Individual Market Reports.

TOTAL U.S. FIGURES

Population	:	230,354,700
National Revenue	:	\$743,100,000 (\$3.23 per capita, \$2.75 in 1979, \$2.69 in 1978)
Total Revenue	:	\$3,098,536,328 (\$13.45 per capita, \$11.99 in 1979, \$11.63 in 78)
Total Income	:	\$153,579,529 (\$.67 per capita, \$.99 in 1979, \$1.35 in 1978)
Pre-Tax Margin	:	4.957% (8.248% in 1979, 11.617 in 1978)

TABLE # 1: TOTAL REVENUE PER CAPITA

<u>HIGHEST</u>			<u>LOWEST</u>	
1. Casper	\$39.21		1. Anaheim	\$3.00
2. Fargo	34.83		2. River-SB-Ont	7.68
3. Cedar Rapids	29.91		3. Stockton	8.40
4. Sioux Falls	29.27		4. Lancaster	8.56
5. Billings	27.45		5. Steubenville	8.71
6. Lincoln	26.91		6. Bridgeport	8.94
7. Lafayette,LA	24.68		7. Youngstown	9.01
8. Amarillo	24.40		8. Jacksonville	9.18
9. Des Moines	23.99		9. Wilmington, DE	9.34
10. Wichita	23.38		10. Mel-Titus-Cocoa	9.39
11. Anchorage	23.23		11. Lansing	9.43
12. Wheeling	22.65		12. Saginaw	9.60
13. Springfield, MO	22.12		13. Lakeland	9.76
14. Charlotte	21.89		Reading	9.76
15. San Francisco	21.63		15. Johnstown, PA	9.84
16. Bloomington, IL	21.58		16. Kalamazoo	10.35
17. Reno	21.05		17. McAllen-Browns	10.68
18. Raleigh	20.61		18. Providence	10.69
19. Green Bay	20.51		19. Charleston, SC	10.74
20. Altoona	20.27		20. El Paso	10.76

TABLE # 2: PROFIT PER CAPITA

<u>HIGHEST</u>				<u>LOWEST</u>	
1. Casper	\$6.73	11. Bloom,IL	\$3.15	1. Anchorage	\$-4.99
2. Wheeling	5.53	12. York	3.12	2. Pueblo	-4.47
3. LA	5.10	13. San Anto	2.88	Col Spg	-4.47
4. Colum,OH	5.07	14. Dayton	2.78	4. Albuquer	-3.63
5. Atlanta	4.71	15. Lexingt	2.77	5. Boise	-3.62
6. Cedar Rap	4.31	16. Madison	2.63	6. Lynchburg	-3.11
7. Lafayet,LA	4.18	17. Charlotte	2.53	7. El Paso	-2.99
8. Minn-St. P	3.86	18. Sioux Fal	2.48	Beaumont	-2.99
9. Houston	3.65	19. Lincoln	2.33	9. Charles,SC	-2.87
10. Des Moines	3.27	20. Raleigh	2.23	10. Honolulu	-2.73
				11. Medford	\$-2.69
				12. Colum,GA	-2.67
				13. Altoona	-2.62
				14. Eug-Spr	-2.60
				15. Sarasota	-2.13
				16. Savannah	-2.09
				17. Amarillo	-2.08
				18. Wilm, NC	-2.03

TABLE # 3: NATIONAL/REGIONAL REVENUE PER CAPITA

<u>HIGHEST</u>				<u>LOWEST</u>	
1. LA	\$8.83	11. Fargo	\$6.17	1. Anaheim	\$.50
2. Modesto	8.81	12. Wheeling	6.14	2. Wilm, DE	.75
3. San Fran	8.58	13. Charlotte	6.06	3. Reading	.93
4. Sacramento	8.02	14. Seattle	5.88	Johnst,PA	.93
5. Cedar Rap	7.83	15. Washingt	5.80	5. Apple-Osh	1.18
6. Sal-Sea-Mo	7.10	16. Albuquer	5.51	6. Asheville	1.24
7. Hartford	6.67	17. Denver	5.43	7. Saginaw	1.28
8. Portl,OR	6.62	18. Nashville	5.41	Charles,SC	1.28
9. Fresno	6.49	19. Lafayet,LA	5.40	9. Lakeland	1.36
10. Des Moines	6.40	20. Dall-FW	5.36	10. Kalamazoo	1.48
				11. Huntsvl	\$1.49
				12. Honolulu	1.53
				13. Utica	1.54
				14. Binghamt	1.57
				15. Sarasota	1.59
				16. Pensacola	1.67
				All-Beth	1.67
				18. Duluth	1.72
				19. Lansing	1.73
				20. NE PA	1.74

TABLE # 4: PROFIT MARGIN-LEADING MARKETS

1. Columbus, OH	30.4%	8. York	19.2	15. Asheville	14.8
2. Atlanta	27.1	Wilmington,DE	19.2	16. New York	14.7
3. Los Angeles	26.2	10. San Antonio	18.1	17. Bloomington,IL	14.6
4. Wheeling	24.4	11. Casper	17.1	18. Allen-Beth-Eas	14.5
5. Minn-St. Paul	24.0	12. Lafayette,LA	16.9	19. Lansing	14.4
6. Houston	21.8	13. Baltimore	16.5	20. Cedar Rapids	14.3
7. Dayton	19.5	14. Lexington	15.2		

TABLE # 5: RETAIL SALES PERCENTAGE

<u>HIGHEST</u>		<u>LOWEST</u>	
1. Lincoln	.599	1. Anaheim	.049
2. Casper	.540	2. Nassau-Suffolk	.087
3. Fargo	.530	3. Lakeland	.126
4. Cedar Rapids	.480	4. Jacksonville	.138
5. Altoona	.418	5. River-SB-Ont	.147
6. Wichita	.412	6. Mel-Titus-Cocoa	.148
7. Sioux Falls	.401	7. Lancaster	.150
8. Bloomington, IL	.397	8. Youngstown	.159
9. Charlotte	.373	9. El Paso	.160
10. York	.371	10. Stockton	.166
11. Evansville	.368	11. Sarasota	.169
12. Des Moines	.367	12. Lansing	.175
13. Indianapolis	.366	Daytona Beach	.175
14. Raleigh	.363	14. Steubenville	.181
15. Manchester	.362	15. Flint	.182

RADIO MARKET COST-PER-THOUSANDS

This table shows the CPM's of all markets rated by Arbitron in Spring of 1982. The "audience" column shows the delivery on one spot of the five most highly rated stations in the market. It is based on 12+ TSA, 1/4 HR AVG, Mon-Sun, 6AM-MID. 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 spot" column shows the cost of a one week, 18 spot flight using the five leading TSA stations.

This table has become much more difficult to compute because so many stations have pulled their rates out of SRDS. I have had to estimate the rates of many stations and that may (or may not) have an influence upon the accuracy of these figures.

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 81 CPM)</u>
Akron (4 sta)	327	\$143.75	\$2587.50	\$4.40	(3.96)
Alb-Schen-Troy	944	296.50	5337.00	3.14	(3.36)
Albuquerque	438	174.75	3145.50	3.99	(4.22)
Allen-Beth-East	593	169.75	3055.50	2.86	(2.50)
Altoona	198	71.00	1278.00	3.59	(3.74)
Amarillo	244	74.50	1341.00	3.05	(2.69)
Anaheim	221	163.63	2945.34	7.40	(7.26)
Anchorage	181	138.50	2493.00	7.65	(5.96)
Apple-Osh	262	73.25	1318.00	2.80	(2.78)
Asheville	235	103.50	1863.00	4.40	(4.95)
Atlanta	1798	565.00	10,170.00	3.14	(3.52)
Atlantic City	155	90.10	1621.80	5.81	(5.44)
Augusta	340	104.00	1872.00	3.06	(3.22)
Austin	511	174.50	3141.00	3.41	(3.05)
Bakersfield	291	100.50	1809.00	3.45	(3.53)
Baltimore	1494	490.00	8820.00	3.28	(3.00)
Baton Rouge	643	137.75	2479.50	2.14	(1.95)
Beaumont	319	113.88	2049.84	3.57	(4.07)
Billings	146	63.29	1139.22	4.33	(4.02)
Binghamton	304	96.00	1728.00	3.16	(2.60)
Birmingham	921	276.50	4977.00	3.00	(3.66)
Bloomington,IL (4 sta)	154	92.50	1665.00	6.01	(6.85)
Boise	258	75.00	1350.00	2.91	(2.79)
Boston	2734	848.75	15,277.50	3.10	(2.77)
Bridgeport	436	176.75	3181.50	4.05	(4.18)
Buffalo	1043	377.75	6799.50	3.62	(3.96)
Canton	274	146.13	2630.34	5.33	(3.50)
Cedar Rapids	398	144.00	2592.00	3.62	(3.37)
Charleston,SC	436	138.50	2493.00	3.18	(2.99)
Casper, WY	120	92.25	1714.50	7.94	(NA)
Charleston, WV	462	168.13	3026.34	3.64	(3.87)
Charlotte	1166	398.50	7173.00	3.42	(3.26)
Chattanooga	583	169.00	3042.00	2.90	(3.71)
Chicago	4516	1035.00	18,630.00	2.29	(2.27)
Cincinnati	1178	376.25	6772.50	3.19	(3.06)
Cleveland	1623	493.50	8883.00	3.04	(2.88)
Colorado Springs	339	96.12	1730.16	2.84	(3.73)
Columbia, SC	597	210.95	3797.10	3.53	(4.01)
Columbus, GA	378	94.00	1692.00	2.49	(2.66)
Columbus, OH	952	387.38	6972.84	4.07	(3.97)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 81 CPM)</u>
Corpus Christi	246	\$106.63	\$1919.34	\$4.33	(\$4.03)
Dallas-Ft. Worth	2174	815.63	14,681.34	3.75	(3.51)
Daven-RI-Moline	378	162.75	2929.50	4.31	(3.66)
Dayton	932	302.00	5436.00	2.89	(4.16)
Daytona Beach	246	98.50	1773.00	4.00	(3.76)
Denver	1096	456.25	8212.50	4.16	(4.02)
Des Moines	668	206.95	3725.10	3.10	(2.84)
Detroit	2687	740.75	13,333.50	2.76	(2.58)
Duluth	300	101.00	1818.00	3.37	(2.59)
El Paso	360	174.13	3134.34	4.84	(3.17)
Erie	317	83.13	1496.34	2.62	(2.89)
Eugene-Spring	258	115.50	2079.00	4.48	(4.42)
Evansville	449	167.00	3006.00	3.72	(3.58)
Fargo	254	144.25	2596.50	5.68	(4.27)
Fayetteville, NC	309	87.30	1571.40	2.83	(3.18)
Flint	420	187.00	3366.00	4.45	(4.86)
Ft. Wayne	714	215.25	3874.50	3.01	(3.38)
Fresno	587	198.50	3573.00	3.38	(3.18)
Grand Rapids	731	275.49	4958.82	3.78	(3.24)
Green Bay	368	107.50	1935.00	2.92	(2.52)
Greensboro-WS	921	263.50	4743.00	2.86	(3.11)
Greenville-N. Bern	435	107.75	1939.50	2.48	(3.35)
Greenville, SC	772	210.25	3784.50	2.73	(2.71)
Harrisburg	445	203.65	3665.70	4.58	(4.69)
Hartford	1228	464.75	8365.50	3.78	(3.92)
Honolulu	505	146.98	2645.64	2.91	(2.94)
Houston	1871	657.55	11,835.90	3.51	(3.27)
Huntington	400	126.25	2272.50	3.16	(3.61)
Huntsville	309	99.25	1786.50	3.21	(3.21)
Indianapolis	1223	413.00	7434.00	3.38	(3.03)
Jackson, MS	632	132.88	2391.84	2.10	(2.47)
Jacksonville	698	346.25	6232.50	4.96	(4.65)
John City-King-Bris	422	105.00	1890.00	2.49	(2.37)
Johnstown,PA	193	72.50	1305.00	3.76	(3.69)
Kalamazoo	212	135.48	2438.64	6.39	(6.00)
Kansas City	1373	455.00	8190.00	3.31	(2.59)
Knoxville	1036	238.50	4293.00	2.30	(1.57)
Lafayette	286	73.50	1323.00	2.57	(3.05)
Lakeland (4 sta)	201	72.25	1300.50	3.59	(3.73)
Lancaster	310	104.40	1879.20	3.37	(3.57)
Lansing	442	151.56	2728.08	3.43	(3.20)
Las Vegas	323	134.00	2412.00	4.15	(4.10)
Lexington	509	152.00	2736.00	2.99	(2.74)
Lincoln	182	111.00	1998.00	6.10	(5.19)
Little Rock	652	180.88	3255.84	2.77	(2.38)
Los Angeles	4036	1472.50	26,505.00	3.65	(2.97)
Louisville	599	249.20	4485.60	4.16	(3.53)
Lubbock	292	82.15	1478.70	2.81	(2.28)
Lynchburg	155	61.38	1104.84	3.96	(5.30)

<u>MARKET</u>	<u>AUDIENCE</u>	<u>COST</u>	<u>WEEKLY COST</u>	<u>CPM</u>	<u>(A/M 81 CPM)</u>
Macon	424	\$146.38	\$2634.84	\$3.45	(\$3.38)
Madison	436	122.00	2196.00	2.80	(3.11)
Manchester	230	113.13	2036.34	4.92	(7.94)
McAllen-Browns	528	113.50	2043.00	2.15	(1.95)
Medford	191	51.94	934.92	2.72	(3.37)
Melb-Titus-Cocoa	168	63.60	1144.80	3.79	(4.26)
Memphis	977	373.50	6723.00	3.82	(3.92)
Miami-Ft. Lauder	1592	427.50	7695.00	2.69	(3.15)
Milwaukee	986	423.38	7620.84	4.29	(3.74)
Minn-St. Paul	2309	624.38	11,238.84	2.70	(3.23)
Mobile	640	178.98	3221.64	2.80	(3.02)
Modesto	251	96.08	1729.44	3.83	(3.19)
Montgomery	433	111.75	2011.50	2.58	(2.45)
Nashville	940	358.12	6446.16	3.81	(3.79)
Nassau-Suffolk	664	189.50	3411.00	2.85	(3.47)
New Haven	386	229.75	4135.50	5.95	(6.33)
New Orleans	1100	308.00	5544.00	2.80	(2.90)
New York	7816	1498.13	26,966.34	1.92	(1.84)
Norfolk	850	266.00	4788.00	3.13	(2.93)
NE PA	554	179.13	3224.34	3.23	(2.80)
Oklahoma City	795	301.25	5422.50	3.79	(3.13)
Omaha	905	281.75	5071.75	3.11	(2.94)
Orlando	927	304.25	5476.50	3.28	(3.13)
Pensacola	289	118.00	2124.00	4.08	(3.28)
Peoria	350	150.50	2709.00	4.30	(3.58)
Philadelphia	3335	719.64	12,953.52	2.16	(2.17)
Phoenix	1061	366.55	6597.90	3.45	(3.63)
Pittsburgh	2014	452.50	8145.00	2.25	(2.16)
Portland, ME	482	125.00	2250.00	2.59	(3.05)
Portland, OR	929	421.63	7589.34	4.54	(4.47)
Providence	1176	383.75	6907.50	3.26	(3.21)
Pueblo	97	56.00	1008.00	5.77	(5.38)
Raleigh	974	282.50	5085.00	2.90	(2.91)
Reading (4 sta)	219	115.75	2083.50	5.29	(4.78)
Reno	264	91.48	1646.64	3.47	(2.94)
Richland, WA	186	52.55	945.90	2.83	(3.27)
Richmond	750	227.25	4090.50	3.03	(3.07)
Riverside-SB-Ont	377	154.63	2783.34	4.10	(5.25)
Roanoke	600	181.35	3264.30	3.02	(2.72)
Rochester (6 sta)	834	412.25	7422.30	4.94	(5.76)
Rockford	276	97.88	1761.84	3.55	(3.89)
Sacramento	896	324.02	5832.36	3.62	(3.88)
Saginaw	437	118.75	2137.50	2.72	(2.19)
St. Louis	2019	606.39	10,915.02	3.00	(3.08)
Salinas-Seaside	192	107.00	1926.00	5.57	(4.15)
Salt Lake City	700	213.50	3843.00	3.05	(3.17)
San Antonio	1018	360.88	6495.84	3.54	(3.24)
San Diego	1013	374.63	6743.34	3.75	(5.43)
San Francisco	2571	920.93	16,576.74	3.58	(2.79)
San Jose	777	416.51	7497.18	5.36	(5.17)

MARKET	AUDIENCE	COST	WEEKLY COST	CPM	(A/M 81 CPM)
Sarasota	170	\$109.25	\$1966.50	\$6.43	(\$5.03)
Savannah	494	154.00	2772.00	3.12	(4.04)
Seattle-Tacoma	1302	408.00	7344.00	3.13	(3.28)
Shreveport	418	154.00	2772.00	3.68	(3.37)
Sioux Falls	223	80.00	1440.00	3.59	(5.69)
South Bend	456	109.78	1976.04	2.41	(1.97)
Spokane	421	118.26	2128.68	2.81	(3.05)
Springfield, MA	432	176.25	3172.50	4.08	(3.87)
Springfield, MO	512	108.28	1949.04	2.11	(2.08)
Steubenville	90	72.25	1300.50	8.03	(9.67)
Stockton	162	99.00	1782.00	6.11	(7.70)
Syracuse (6 sta)	646	253.00	4554.00	3.92	(3.84)
Tallahassee	240	89.25	1606.50	3.72	(3.78)
Tampa-St. Pete	1485	374.50	6741.00	2.52	(2.65)
Terre Haute	200	101.25	1822.50	5.06	(4.55)
Toledo	772	277.63	4997.34	3.60	(3.53)
Topeka	281	77.81	1400.58	2.77	(3.55)
Tucson	370	158.30	2849.40	4.28	(3.55)
Tulsa	833	198.38	3570.84	2.38	(2.41)
Utica	253	117.00	2106.00	4.62	(2.97)
Waco	228	90.63	1631.34	3.98	(4.59)
Washington	1920	697.50	12,555.00	3.63	(4.06)
Waterloo-CF	185	111.09	1999.62	6.00	(4.22)
West Palm Beach	493	184.50	3321.00	3.74	(3.51)
Wheeling	284	88.10	1585.80	3.10	(2.79)
Wichita	440	147.25	2650.50	3.35	(3.09)
Wilmington, DE	355	129.39	2329.02	3.65	(2.89)
Wilmington, NC	156	50.00	900.00	3.21	(3.53)
Worcester	401	215.75	3883.50	5.38	(4.48)
Yakima	189	56.25	1012.50	2.98	(3.18)
York	444	129.50	2331.00	2.92	(2.83)
Youngstown	557	169.50	3051.00	3.04	(NA)
	127180	\$40,835.42	\$735,037.56	\$3.21	(\$3.17)

SPG 82 CPM (170 markets):	\$3.21	(1.3% increase over SPG 81)
FAL 81 CPM (118 markets):	\$3.30	(6.11% increase over O/N 80)
SPG 81 CPM (167 markets):	\$3.17	(6.73% increase over A/M 80)
A/M 80 CPM (176 markets):	\$2.97	(12.46% increase over A/M 79)
A/M 79 CPM (171 markets):	\$2.60	(15.56% increase over A/M 78)
A/M 78 CPM (168 markets):	\$2.25	(8.17% increase over A/M 77)
A/M 77 CPM (164 markets):	\$2.08	

MOST EXPENSIVE MARKETS

1. Steubenville	\$8.03	6. Kalamazoo	\$6.39	11. New Haven	\$5.95
2. Casper	7.94	7. Stockton	6.11	12. Atlantic City	5.81
3. Anchorage	7.65	8. Lincoln	6.10	13. Pueblo	5.77
4. Anaheim	7.40	9. Bloomington, IL	6.01	14. Fargo	5.68
5. Sarasota	6.43	10. Waterloo	6.00	15. Salinas-Seaside	5.57
				16. Worcester	5.38

LEAST EXPENSIVE MARKETS

1. New York	\$1.92	6. Philadelphia	\$2.16	11. South Bend	\$2.41
2. Jackson, MS	2.10	7. Pittsburgh	2.25	12. Greenville-NB	2.48
3. Springfield, MO	2.11	8. Chicago	2.29	13. Columbus, GA	2.49
4. Baton Rouge	2.14	9. Knoxville	2.30	JC-Kingsport	2.49
5. McAllen-Browns	2.15	10. Tulsa	2.38	15. Lafayette, LA	2.57
				16. Montgomery	2.58

STATION TRADING ACTIVITY

STATION	MARKET	COMPANY INVOLVED	PRICE	BROKER	(Aug 15) CLOSED ?
KMPX-F	San Fran	Sold by Gene Chenault	\$5,500,000	(Blackburn)	X
WABY	Albany, NY	Sold by Bdcst Mng Corp	550,000		X
KATT A/F	Okla City	To Surrey	3,650,000	(Richter-Kabil)	X
WTFM-F	New York	To Doubleday	8,700,000	(Blackburn)	X
KRIX-F	Brownsville		800,000	(Fischer)	X
KBZT-F	San Diego	To Alta	6,300,000	(Chapman)	X
WAEB/WXKW	Allentown, PA	From Rust to CRB	5,500,000	(Blackburn)	X
WLW	Cincinnati	From Mariner to 1080 Corp	21,500,000		
WSKS-F	Hamilton, OH				
KBEQ-F	Kansas City				
WFMR-F	Milwaukee	To Tom Embescia (60%)	2,000,000		X
KMXX-F	Austin	To Clear Channel	1,600,000		X
WTIP/WTIO	Charleston, WV	To Beasley	1,425,000	(Media Acq)	X
WSYR A/F	Syracuse	From Newhouse to Katz	5,100,000	(Crisler)	
KINT-F	El Paso	To Tom Hoyt	1,900,000	(Marshall)	X
WDBO A/F	Orlando	From Outlet to Katz	9,500,000		X
WTJZ/WQRK	Norfolk	To Abell	3,000,000	(Richards)	X
KQV	Pittsburgh	Sold by Taft	2,000,000		
WYBR	Rockford, IL	To Sentry	1,110,000		X
WDRV/WLVV	Statesville, NC	To Capitol (WRAL)	1,750,000		X
KELP	El Paso	From Clear Channel to Tom Hoyt	650,000	(Fischer)	X
KKCS-F	Colo Spgs	To Walton	1,020,000	(Fischer)	
WDRQ-F	Detroit	From Charter to Amaturio	5,000,000	(Kabil)	
WTNT/WLVW-F	Tallahassee	From Ingstad to Palmer	2,600,000	(Blackburn)	X
WAPI A/F	Birmingham	Sold by Newhouse	4,000,000		
WTPA-F	Harrisburg	From Newhouse to Foster	1,250,000	(Crisler)	
KOH, KNEV-F	Reno	From McClatchy to John Price	4,500,000	(Blackburn)	
KBEE A/F	Modesto				
KLNK-F	Okla City	Sold by Sunbelt	3,456,000	(Chapman)	
KYSN	Colo Spgs	Sold to Walton	1,300,000	(Chapman)	
WPFR-F	Terre Haute	From Bud Walters to Oak Ridge Boys	577,500		X
WXKS A/F	Boston	Sold by Heftel	15,000,000		X
WFOX-F	Gainesville, GA	To Shamrock Communi	3,085,000	(Rounsaville)	
WAVZ, WKCI-F	NH/Hartford	To Eastern	6,000,000	(Blackburn)	
WOKS, WFXE-F	Columbus, GA		2,300,000	(Avpro)	
WLOF, WBJW-F	Orlando	From Rounsaville to Nationwide	7,000,000	(Mahlman)	
KYTX-F	Amarillo	To Mel Tillis	500,000	(Riley)	
WOWO	Fort Wayne	From Westinghouse to Price Communications	6,000,000	(Hepburn)	
KPTL, KKBC-F	Carson City	To Woodward Communi	2,050,000	(Crisler)	
KFIV A/F	Modesto	To Community Pacific	5,650,000		
KTOM, KWYT-F	Salinas				
WVOJ	Jacksonville	From Gulf to Rowland	600,000	(Blackburn)	
WLNA, WHUD-F	Peekskill		4,200,000	(Blackburn)	
WLVU-F	Dallas	From SJR to TK	8,500,000	(Blackburn)	
WMFR A/F	High Point, NC	To Voyager	2,300,000		
WREN	Topeka		1,075,000		

RADIO REPS AND THEIR LEADING STATIONS

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 one through ten up to seven station/reps were listed; in 100+ markets only one or two station/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 of a ranking like this. It penalizes reps which have small lists. 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) 1-10	(6) 11-20	(5) 21-50	(4) 51-75	(3) 76-100	(2) 101-150	(1) 150+	TOT	SPG 81 TOT	A/M 80 TOT
1. Katz	7	7	24	15	13	9	6	82	(82)	(82)
2. Mc-Guild	6	8	13	9	10	17	6	69	(69)	(65)
3. Blair	10	5	18	12	10	8	4	67	(61)	(60)
4. Eastman	7	5	14	8	7	10	6	57	(69)	(67)
5. Torbet	5	7	15	8	4	8	9	56	(64)	(70)
6. Christal	5	5	11	5	7	7	-	40	(43)	(36)
7. Selcom	1	3	7	7	7	5	4	34	(27)	(22)
8. Howard	2	2	9	1	4	3	1	23	(11)	(7)
9. MMR	5	3	7	1	-	2	1	19	(23)	(17)
10. Masla	4	-	5	1	1	3	2	16	(14)	(17)
11. HNW	2	1	3	2	1	5	-	14	(--)	(--)
12. CBS Spot	5	4	3	-	-	-	-	12	(10)	(12)
13. RKO	5	-	3	-	-	-	-	8	(6)	(NA)
14. CBS FM	2	1	2	1	-	1	-	7	(NA)	(NA)
RAR	3	2	1	-	-	1	-	7	(11)	(9)

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

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

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

	1-10	11-20	21-50	51-75	76-100	101-150	150+	TOT	SPG 81 TOT	A/M 80 TOT
1. Katz	2	3	7	4	7	6	7	36	(34)	(33)
2. Blair	2	1	4	3	4	6	4	24	(22)	(20)
Mc-Guild	1	-	2	4	3	8	6	24	(23)	(16)
4. Eastman	2	-	2	3	2	6	5	20	(21)	(23)
5. Torbet	-	2	3	-	-	4	8	17	(22)	(24)
6. Christal	2	-	3	3	2	2	-	12	(11)	(9)
7. Selcom	-	-	2	1	1	2	3	9	(7)	(10)
8. HNW	-	-	2	-	1	3	-	6	(--)	(--)
9. Masla	-	-	2	-	-	1	2	5	(6)	(8)

CBS Spot - 3 stations

RAR, Howard - 2 stations

MUSIC SYNDICATORS AND CONSULTANTS

This table indicates how well the major music programmers and consultants are performing. The figures are based on 12+ Metro, 1/4 HR AVG, Broadcast Week. All 1/4 HR figures are in hundreds. A minimum of 5 stations was required before a programmer was included. Only those companies sending me their complete client lists are included.

TOTAL 1/4 HR LISTENERS

<u>Programmer</u>	<u>Stations</u>	<u>Listeners</u>
1. Burkhart-Abrams	93	11056
2. Schulke	61	8054
3. Bonneville	51	7151
4. Al Ham	81	4563
5. TM	80	3860
6. Drake-Chenault	70	3076
7. FM 100	32	2825
8. Sebastian	14	2529
9. Jeff Pollack	9	2119
10. Churchill	9	1034
11. Century 21	17	674
12. Toby Arnold	13	435
13. Noble	7	410
14. KalaMusic	12	409

	<u>FORMAT</u>	<u># OF STATIONS</u>	<u>1/4 HR AVG</u>	<u>AVG PER STATION</u>	<u>AVG SHARE</u>
<u>Burkhart-Abrams</u>	AOR	58	7336	126.5	8.96
	ROCK	9	941	104.6	8.01
	AC	5	431	86.2	6.44
	COUNTRY	11	944	85.8	8.06
	OTHERS	10	2348	234.8	5.30
		<u>93</u>	<u>11056</u>	<u>118.9</u>	
<u>Schulke</u>	BTFL	54	7629	141.3	7.56
	AC	61	8054	60.7	3.40
		<u>61</u>	<u>8054</u>	<u>132.0</u>	
<u>Bonneville</u>	BTFL	51	7151	140.2	7.76
<u>Al Ham</u>	NOSTALGIA	81	4563	56.3	3.95
<u>TM</u>	ROCK	25	1131	45.2	10.82
	BTFL	13	824	63.4	7.21
	COUNTRY	19	926	48.7	7.28
	SOFT ROCK	13	698	53.7	4.18
	OTHERS	4	171	42.8	5.23
	NOSTALGIA	6	110	18.3	1.92
		<u>80</u>	<u>3860</u>	<u>48.3</u>	
<u>Drake-Chenault</u>	ROCK	32	1506	47.1	9.10
	BLACK	8	483	60.4	9.01
	COUNTRY	22	881	40.0	7.58
	NOSTALGIA	8	206	25.8	3.79
		<u>70</u>	<u>3076</u>	<u>43.9</u>	
<u>FM 100</u>	BTFL	28	2752	98.3	6.07
	OTHER	4	73	18.3	4.78
		<u>32</u>	<u>2825</u>	<u>88.3</u>	

	<u>FORMAT</u>	<u># OF STATIONS</u>	<u>1/4 HR AVG</u>	<u>AVG PER STATION</u>	<u>AVG SHARE</u>
<u>Sebastian</u>	AOR	14	2529	180.6	7.07
<u>Pollack</u>	AOR	9	2119	235.4	7.92
<u>Churchill</u>	BTFL	6	925	154.2	6.32
	OTHER	3	109	36.3	3.20
		9	1034	114.8	
<u>Century 21</u>	COUNTRY	6	238	39.7	4.60
	OTHERS	11	436	39.6	8.08
		17	674	39.6	
<u>Toby Arnold</u>	NOSTALGIA	13	435	33.4	3.78
<u>Noble</u>	AOR	7	410	58.6	8.43
<u>KalaMusic</u>	BTFL	12	409	34.1	6.59

NOTE: Musicworks has always been included in this listing but unfortunately their list was delayed this time. It did not arrive in time to make this listing. They will be included next time.

STATIONS APPEARING IN MULTIPLE ARB MARKETS

WLS	12	<u>Chicago</u> , Rockford, South Bend, Peoria, Bloomington, Davenport, St. Louis ADI, Milwaukee, Indianapolis ADI, Grand Rapids, Kalamazoo, Terre Haute
WMAQ	11	<u>Chicago</u> , Rockford, South Bend, Peoria, Bloomington, Davenport, Milwaukee, Indianapolis ADI, Kalamazoo, Madison, Terre Haute
WGN	10	<u>Chicago</u> , Rockford, South Bend, Bloomington, Davenport, Milwaukee, Grand Rapids, Kalamazoo, Appleton-Oshkosh
WBBM	9	<u>Chicago</u> , Rockford, South Bend, Peoria, Bloomington, Davenport, Milwaukee, Grand Rapids, Kalamazoo
WJR	9	<u>Detroit</u> , Cleveland ADI, Toledo, Lansing, GR-Kalamazoo ADI, Dayton ADI, Fort Wayne, Flint, Saginaw
KYW	8	<u>Philadelphia</u> , Harrisburg, Lancaster, NE PA, Reading, Atlantic City, Allen-Beth, Wilmington
KCBS	7	<u>San Francisco</u> , Bakersfield, Salinas, Modesto, Sacramento, Stockton, Fresno
WNBC	6	<u>New York</u> , Atlantic City, Bridgeport, Providence, Hartford, New Haven
KGO	6	<u>San Francisco</u> , Salinas, Modesto, Sacramento, Stockton, Medford
KDKA	6	<u>Pittsburgh</u> , Canton, Johnstown, Steubenville, Youngstown, Wheeling
WAAF-F	6	<u>Worcester</u> , Boston, Manchester, Providence, Springfield, Hartford ADI
WBZ	6	<u>Boston</u> , Worcester, Manchester, Portland, Providence, Springfield
WIOQ, WMGK-F WMMR-F, WYSP-F	6	<u>Philadelphia</u> , Lancaster, Reading, Atlantic City, Allen-Beth, Wilmington

Stations picking up greatest amount of listeners outside their own market:

1. WJR	7100
2. CKLW	3700
3. WLW	2200
4. WSOC-F	1500
WXXW-F	1500
6. WEZC-F	1000
WWVA	1000

A couple of unusual occurrences:

 WVEE-F in Atlanta picked up 200 listeners in Tallahassee, FL
 WBMX-FM in Chicago picked up 500 listeners in Fort Wayne, IN

METRO SHARE LEADERS AND MAJOR SHARE CHANGES

The following table show the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also shown are the stations in each market which had the largest gain in share and loss in share. The period covered for the share changes is Spring 81 to Spring 82.

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINERS</u>	<u>LARGEST SHARE LOSER</u>
Akron	WMMS-F, 11.9, AOR	WKDD-F, +6.1, Rock	WGCL-F, -2.5, Rock
Albany-Schen-Troy	WGY, 16.2, MOR	WROW, +1.5, BTFL/MOR	WTRY, -2.4, Contemp
Albuquerque	KKJY, 9.4, BTFL	KOB-F, +4.9, AC	KZZX-F, -3.6, Contemp
Allen-Beth-East	WLEV-F, 11.6, Contemp	WEST, +2.1, Nost	WLEV-F, -1.6, Contemp
Altoona	WFBG, 27.3, Contemp	WBXQ-F, +3.6, Rock	WFBG, -3.4, Contemp
Amarillo	KIXZ, 12.9, Country	KBUY-F, +5.0, Country	KIXZ, -8.7, Country
Anaheim	KMET-F, 6.7, AOR	KROQ-F, +2.8, AOR	KABC, -1.6, Talk
	KBIG-F, 6.7, BTFL		
Anchorage	KFQD, 16.6, AC	KENI, +3.6, Rock	KFQD, -3.2, AC
Apple-Osh	WIXX-F, 9.6, Rock	WAHC-F, +2.1, AOR	WROE-F, -2.3, BTFL
Asheville	WWNC, 38.5, Country	WROQ-F, +2.0, AOR	WFGW, -1.8, Religion
Atlanta	WVEE-F, 11.5, Urban	WKHX-F, +3.3, Country	WKLS-F, -4.5, AOR
Atlantic City	WFPG-F, 12.3, BTFL	WCAU-F, +3.5, Rock	WFPG-F, -3.1, BTFL
Augusta	WBBQ-F, 20.7, Rock	WHGI, +2.9, Religion	WGUS-F, -3.9, Country
Austin	KHFI-F, 14.8, Rock	KNOW, +3.8, Urban	KOKE-F, -5.0, Country
Bakersfield	KUZZ, 14.9, Country	KGEO, +6.5, Oldies	KQXR-F, -3.1, ? ? ?
Baltimore	WBAL, 10.0, MOR	WITH, +1.8, Nost	WCBM, -2.9, AC
Baton Rouge	WFMF-F, 17.6, Rock	WXOK, +4.0, Black	WYNK-F, -2.2, Country
			WLCS, -2.2, Rock
Beaumont	KAYD-F, 11.3, Country	KHYS-F, +5.1, Black	KQXY-F, -5.7, BTFL
Billings	KOOK, 14.2, Contemp	KZLS-F, +7.7, Rock	KYYA-F, -6.0, Rock
	KGHL, 14.2, Country		
Binghamton	WMRV-F, 16.4, Contemp	WENE, +4.4, Country	WWWT-F, -1.9, Rock
Birmingham	WZZK, 16.6, Country	WENN-F, +3.2, Black	WYDE, -2.7, Country
Bloomington,IL	WJBC, 40.8, MOR	WWCT-F, +2.3, Rock	3 stations -2.1
Boise	KBOI, 12.4, AC	KIZN-F, +6.8, Country	WGEM, -4.2, Country
Boston	WHDH, 8.5, MOR	WMJX-F, +4.6, AC	WCOZ-F, -3.7, AOR
Bridgeport	WEZN-F, 16.4, BTFL	WRKS-F, +3.1, Urban	WWYZ-F, -1.8, Soft Rock
Buffalo	WJYE-F, 12.5, BTFL	WECK, +3.1, Nostalgia	WPHD-F, -3.7, AOR
Canton	WHBC, 15.1, MOR	WMMS-F, +4.9, AOR	WSLR-F, -2.7, Country
Cedar Rapids	WMT, 25.0, MOR	KHAK-F, +6.0, Country	WMT, -5.3, MOR
Charleston, SC	WWWZ-F, 15.8, Black	WWWZ-F, +5.9, Black	WSSX-F, -5.8, Black
Casper,WY	KTRS-F, 27.2, Rock	KTRS-F,+27.2, Rock	KATI, -26.8, Contemp
Charleston	WVAF-F, 19.3, Rock	WQBE-F, +7.2, Country	WCAW, -3.3, Country
Charlotte	WSOC-F, 13.7, Country	WQCC, +3.8, Oldies	WAYS, -4.1, Oldies
Chattanooga	WSKZ-F, 15.3, Rock	WNOO, +4.0, Black	WDOD, -4.1, Country
Chicago	WGN, 7.8, MOR	WJJD, +2.8, Nost	WBBM, -2.3, News
Cincinnati	WLW, 10.2, MOR	WMLX, +5.2, Nost	WCKY, -3.4, News/Talk
Cleveland	WMMS-F, 8.2, AOR	WBBG, +5.2, Nost	WHK, -2.8, Country
Colorado Springs	KILO-F, 19.3, AOR	KILO-F, +8.1, AOR	KSSS, -3.9, Country
Columbia, SC	WNOK-F, 18.2, Rock	WOIC, +6.6, Black	WCOS-F, -5.0, Country
Columbus, GA	WFXE-F, 19.7, Black	WFXE-F, +4.7, Black	WDAK, -3.7, Country
Columbus, OH	WLVQ-F, 11.0, AOR	WVKO-F, +3.7, Black	WLVQ-F, -4.9, AOR

<u>MARKET</u>	<u>12+ LEADER/FORMAT</u>	<u>LARGEST SHARE GAINER</u>	<u>LARGEST SHARE LOSER</u>
Corpus Christi	KOUL-F, 11.4, Country	KCCT, +4.5, Spanish	KIOU-F, -3.7, BTFI
Dallas-Ft. Worth	KVIL-F, 8.4, AC	KTXQ-F, +1.7, AOR	KOAX-F, -2.2, BTFI
Daven-RI-Moline	WXP-F, 13.2, AOR	WZZC-F, +4.5, Country	WHBF, -6.1, Country
Dayton	WHIO-F, 15.2, BTFI	WTUE-F, +4.7, AOR	WHIO-F, -4.4, BTFI
Daytona Beach	WDOQ-F, 17.3, Rock	WROD, +7.2, Nostal	WLV-F, -3.9, BTFI
Denver	KOSI-F, 7.8, BTFI	KPKE-F, +4.1, AOR	KBPI-F, -2.7, AOR
Des Moines	KSO, 16.8, Country	KJY-F, +3.6, Country	KRNT, -2.8, MOR
Detroit	WJR, 10.8, MOR	WGPR-F, +2.6, Black	WLLZ-F, -1.9, AOR
Duluth	WKKQ-F+, 13.1, Country	WXP, +5.2, Nostal	WKKQ-F+, -3.9, Country
El Paso	KLAQ-F, 13.0, AOR	KINT-F, +3.1, Rock	KLOZ-F, -3.8, Country
Erie	WCK-F, 25.8, Rock	WEYZ, +9.8, Nostal	WJET, -4.9, Contemp
Eugene-Spring	KZEL-F, 16.3, AOR	KZEL-F, +8.7, AOR	KPNW, -5.2, BTFI
Evansville	WKY-F, 20.8, MOR	WYER-F, +2.7, Rock	WHKC-F, -1.7, AOR
Fargo	KQWB-F, 23.2, AOR	KQWB-F, +8.1, AOR	KFGO, -5.6, Country
Fayetteville, NC	WQSM-F, 19.9, Rock	WIDU, +9.1, Black	WQSM-F, -5.9, Rock
Flint	WWCK-F, 14.3, AOR	WWCK-F, +3.8, AOR	WGMZ-F, -3.0, BTFI
Ft. Wayne	WOWO, 25.0, MOR	WOWO, +3.1, MOR	WKS-F, -2.8, AC
Fresno	KYNO-F, 12.0, Rock	KFRE, +2.7, MOR	KKNU-F, -3.5, BTFI
Grand Rapids	WLAV-F, 14.3, AOR	WOOD-F, +2.3, BTFI	WGHN-F, -2.0, Country
Green Bay	WGEE, 23.4, Country	WGEE, +5.3, Country	WNFL, -3.5, AC
Greensboro-WS	WTQR-F, 15.6, Country	WKZL-F, +1.8, AOR	WGLD-F, -2.1, BTFI
Greenville-N. Ber	WQDW-F, 15.8, Black	WRNS-F, +3.3, Country	WKJA-F, -3.6, Rock
Greenville, SC	WESC-F, 13.6, Country	WHYZ, +4.9, Black	WANS-F, -2.9, Rock
Harrisburg	WHP, 12.7, MOR	WHYL-F, +2.3, Country	WHP, -3.0, MOR
Hartford	WTIC, 21.7, MOR	WTIC-F, +2.2, Rock	WKSS-F, -3.5, BTFI
Honolulu	KSSK, 10.1, MOR	KQMQ-F, +6.3, AOR	KDUK-F, -4.3, AOR
Houston	KMJQ-F, 9.1, Urban	KFMK-F, +2.8, AC	KMJQ-F, -4.1, Urban
Huntington	WKEE-F, 24.5, Rock	WTCR, +2.6, Country	WGNT, -2.8, MOR
Huntsville	WZYP-F, 14.6, Rock	WAPI-F, +2.5, AOR	WAHR-F, -5.0, Rock
Indianapolis	WIBC, 14.3, MOR	WENS-F, +7.6, AC	WNAP-F, -4.8, Rock
Jackson, MS	WJMI-F, 14.9, Black	WKXI, +7.1, Black	WCCL, -6.7, Country
Jacksonville	WQIK-F, 11.7, Country	WAI V-F, +8.9, AC	WIVY-F, -4.9, Rock
John City-Kings	WQUT-F, 18.3, Rock	WQUT-F, +9.9, Rock	WJSO, -3.1, Rock
Johnstown, PA	WJAC, 9.6, Country	WBXQ-F, +7.3, Rock	WYQ-F, -3.2, Country
Kalamazoo	WKZO, 15.5, MOR	WKZO, +3.9, MOR	WGRD-F, -3.5, Rock
Kansas City	WDAF, 10.3, Country	KFKF-F, +3.0, Country	WDAF, -3.5, Country
Knoxville	WIVK-F, 17.9, Country	WYU-F, +8.2, AC	WIVK-F, -10.1, Country
Lafayette	KJCB, 16.5, Black	KJCB, +16.5, Black	KVOL, -14.1, Rock
Lakeland	WPCV-F, 12.9, Country	WWAB, +8.7, Black	WGTO, -5.6, Country
Lancaster	WLAN-F, 16.0, Rock	WNCE-F, +6.5, BTFI	WIOV-F, -4.9, Country
Lansing	WJXQ-F, 12.3, AOR	WVIC-F, +1.3, Contemp	WOOD-F, -1.6, BTFI
Las Vegas	KLUC-F, 12.1, Rock	KFMS-F, +3.8, Country	KVOV, -3.9, Black
Lexington	WLAP-F, 18.2, Rock	WVLK, +3.8, MOR	WKQQ-F, -5.7, AOR
Lincoln	3 stations with 12.5	KFRX-F, +5.3, AOR	KFMQ, -5.1, Rock
Little Rock	KSSN-F, 18.0, Country	KARN, +2.2, News/Talk	KSSN-F, -4.0, Country
Los Angeles	KABC, 6.7, Talk	KPRZ, +2.6, Nost	KABC, -1.8, Talk
Louisville	WRKA-F, 9.6, AC	WRKA-F, +2.8, AC	WAMZ-F, -3.6, Country
Lubbock	KLLL-F, 16.6, Country	KRUX-F, +9.7, Country	KLLL-F, -5.1, Country
Lynchburg	WJJS-F, 13.8, Black	WCNV-F, +6.0, Country	WPVR-F, -4.8, BTFI

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Macon	WMAZ-F, 16.0, Rock	WPGA-F, +8.8, Black	WPEZ-F, -5.5, BTFL
Madison	WIBA-F, 11.6, AOR	WERU, +10.4, Nost	WTSO, -4.3, Country
Manchester	WZID-F, 14.8, BTFL	W6IR-F, +10.0, AOR	WFEA, -3.4, Contemp
McAllen-Browns	KGBT, 29.1, Spanish	KIWW-F, +8.6, Spanish	KGBT, -4.1, Spanish
Medford	KYJC, 18.9, Rock	KYJC, +3.4, Rock	KCMX, -7.0, Country
		KCMX-F, +3.4, BTFL	
Mel-Titus-Cocoa	WCKS-F, 18.4, Rock	WRKT-F, +6.4, Country	WDIZ-F, -5.7, AOR
Memphis	WZXR-F, 10.7, AOR	KWAM-F, +7.5, Black	WMPS, -3.8, Country
Miami-Ft. Lau	WLYF-F, 6.9, BTFL	WLYF-F, +2.1, BTFL	WNWS, -1.7, News/Talk
Milwaukee	WBCS-F, 8.5, Country	WOKY, +2.6, Nost	WEZW-F, -4.8, BTFL
Minn-St. Paul	WCCO, 20.0, Variety	WLOL-F, +5.6, Rock	KEEY-F, -1.8, BTFL
Mobile	WKSJ-F, 18.7, Country	WBLX-F, +9.0, Black	WABB-F, -5.2, Rock
Modesto	KOSO-F, 11.1, Rock	KOSO-F, +2.3, Rock	KCEY, -3.0, Country
Montgomery	WLWI-F, 23.5, Country	WXVI, +5.6, Black	WHHY, -11.5, AC
Nashville	WKDF-F, 12.4, AOR	WUSW-F, +2.4, Country	WMAK-F, -3.1, Contemp
			WSM-F, -3.1, AC
Nassau-Suffolk	WNBC, 6.3, Contemp	WPLJ-F, +1.9, AOR	WNBC, -3.3, Contemp
New Haven	WELI, 15.5, MOR	WSCR, +1.8, Country	WNBC, -3.7, Contemp
New Orleans	WAIL-F, 12.9, Urban	WAIL-F, +4.5, Urban	WTIX, -2.2, Contemp
New York	WKTU-F, 6.2, Urban	WRKS-F, +4.3, Urban	WBLS-F, -2.3, Black
Norfolk	WCMS-F, 8.9, Country	WLTJ-F, +3.1, Contemp	WQRK-F, -2.7, Contemp
			WWDE-F, -2.7, Contemp
NE PA	WKRZ-F, 11.3, Rock	WARD, +1.7, Talk	WXKW-F, -1.9, Country
Oklahoma City	KEBC-F, 14.7, Country	KATT-F, +3.8, AOR	KKNG-F, -5.8, BTFL
Omaha	KFAB, 22.7, MOR	KOOO, +2.6, Nostal	KOIL, -2.7, Contemp
			WOW, -2.7, AC
Orlando	WDBO-F, 11.1, BTFL	WDBO-F, +3.0, BTFL	WHOO, -3.8, Country
Pensacola	WTKX-F, 12.0, AOR	WTKX-F, +4.0, AOR	WOWW-F, -2.9, Country
Peoria	WKZW-F, 14.2, Rock	WKZW-F, +2.7, Rock	WSWT-F, -3.6, BTFL
Philadelphia	KYW, 8.8, News	WCAU-F, +3.0, Rock	KYW, -3.5, News
Phoenix	KTAR, 8.8, News	KSTM-F, +2.4, AOR	KOPA-F, -2.4, Rock
Pittsburgh	KDKA, 20.2, MOR	WBZZ-F, +4.0, Rock	KDKA, -2.1, MOR
Portland, ME	WPOR-F, 13.5, Country	WJBQ-F, +3.6, Rock	WYNZ, -3.6, Nost
Portland, OR	KGON-F, 13.3, AOR	KGON-F, +3.9, AOR	KGW, -3.0, Contemp
Providence	WLKW-F, 10.7, BTFL	WHJY-F, +6.7, AOR	WCOZ-F, -3.1, AOR
Pueblo	KCCY-F, 12.1, Country	KFEL, +3.0, Religion	KIDN, -2.7, Country
Raleigh	WRAL-F, 13.8, Contemp	WKIX, +3.1, Country	WSRC, -3.2, Black
Reading	WEEU, 15.4, MOR	WRWA, +2.4, Nost	WEEU, -2.6, MOR
Reno	KOZZ-F, 16.1, AOR	KOZZ-F, +2.4, AOR	KRNO-F, -3.1, AC
Richland, WA	KONA, 18.4, MOR	KONA, +3.3, Country	KOTY, -3.8, Country
Richmond	WRVA, 18.4, MOR	WENZ, +2.5, Black	WXGI, -2.5, Country
Riverside-SB-Ont	KFI, 6.2, AC	KMET-F, +1.9, AOR	KBIG-F, -2.7, BTFL
Roanoke	WLK-F, 21.4, Rock	WJLM-F, +3.1, Country	WPVR-F, -5.9, BTFL
		WTOY, +3.1, Black	
Rochester	WEZO-F, 13.7, BTFL	WCMF-F, +2.7, AOR	WEZO-F, -4.1, BTFL
Rockford	WROK, 19.4, AC	WZOK-F, +6.2, Rock	WRWC-F, -4.7, BTFL
Sacramento	KZAP-F, 13.7, AOR	KXOA-F, +3.8, AC	KSFM, -3.2, Contemp
Saginaw	WSGW, 16.9, MOR	WWCK-F, +5.8, AOR	WHNN-F, -5.2, Contemp/AC
St. Louis	KMOX, 21.1, News/Talk	3 stations +1.6	KSHE-F, -3.5, AOR
Salinas-Seaside	KDON-F, 8.2, Rock	KSJO-F, +2.1, AOR	KDON-F, -8.9, Rock
Salt Lake City	KSFI-F, 10.7, BTFL	KRSP, +2.0, Rock	KCPX, -3.2, Rock
San Antonio	KISS-F, 11.1, AOR	KISS-F, +6.0, AOR	KTSA, -4.2, Rock
San Diego	KGB-F, 9.6, AOR	KGB-F, +2.9, AOR	KCNN, -2.4, News
San Francisco	KGO, 8.6, Talk	KRQR-F, +2.1, AOR	KABL-F, -2.6, BTFL
San Jose	KSJO-F, 8.5, AOR	KSJO-F, +6.5, AOR	KSOL-F, -2.7, Black

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Sarasota	WDUV-F, 13.4, BTFL	WYNF-F, +5.1, AOR	WSPB, -2.1, Nost
Savannah	WEAS-F, 16.3, Black	WJCL-F, +3.0, BTFL	WSGA, -2.4, AC
Seattle-Tacoma	KIRO, 11.0, News	KZOK-F, +3.1, AOR	KYYX-F, -2.8, Rock
Shreveport	KOKA, 13.3, Black	KCIJ, +3.1, Gospel	KWKH, -6.1, Country
Sioux Falls	KKRC-F, 16.7, Rock	KKRC-F, +9.2, Rock	KPAT-F, -3.9, AC
South Bend	WNDU-F, 24.4, Rock	WSBT, +4.2, Nost	WTHQ-F, -3.9, AC
Spokane	KEZE-F, 12.9, AOR	KEZE-F, +6.7, AOR	KREM-F, -8.1, AOR
Springfield, MA	WHYN-F, 11.1, BTFL	WAQY-F, +2.1, AOR	WMAS, -4.3, Nost
Springfield, MO	KWTO-F, 22.5, Rock	KGBX, +6.3, AC	KTTS, -3.1, Country
Steubenville	WRKY-F, 16.3, Rock	WSTV, +5.0, MOR	KDKA, -4.4, MOR
Stockton	KJAX-F, 9.6, BTFL	KZAP-F, +2.0, AOR	KRAK, -3.3, Country
Syracuse	WSYR, 14.2, MOR	WRRB-F, +5.1, Country	WNDR, -2.9, MOR
Tallahassee	WANM, 21.3, Black	WANM, +4.8, Black	WOWD-F, -5.2, AOR
Tampa-St. Pete	WWBA-F, 11.0, BTFL	WDAE, +4.2, Nost	WQXM-F, -2.7, AOR
Terre Haute	WPFR-F, 18.8, Rock	WPFR-F, +8.8, Rock	WBDJ-F, -6.1, Rock
Toldeo	WIOT-F, 13.6, AOR	WKLK-F, +3.5, Country	WTOD, -3.9, Country
Topeka	WIBW, 14.1, MOR	WIBW, +4.9, MOR	KTOP, -3.7, Oldies
	KTPK-F, 14.1, Country		
Tucson	KJYK-F, 12.6, BTFL	KXEW, +5.6, Spanish	KAIR, -4.3, AC
Tulsa	KVOO, 14.4, Country	KWEN-F, +5.3, Country	KRMG, -3.7, MOR
Utica	WIBX, 14.0, MOR	WRRB-F, +2.7, Country	WIBQ-F, -1.7, BTFL
Waco	WACO, 19.8, Country	KHOO-F, +3.6, Rock	WBAP, -5.8, Country
Washington	WKYS-F, 8.4, Urban	WKYS-F, +2.4, Urban	WPGC-F+, -2.0, Rock
Waterloo-CF	KWLO, 20.0, AC	KCFI, +6.4, Country	KWLO, -9.3, AC
West Palm Beach	WEAT-F, 14.1, BTFL	WIRK-F, +5.6, Country	WRMF-F, -3.7, AC
Wheeling	WWVA, 29.6, Country	WWVA, +7.0, Country	WOMP-F, -6.2, Rock
Wichita	KEYN-F, 15.3, Rock	KAKZ, +4.7, Nost	KWKN, -3.7, Country
Wilmington, DE	WJBR-F, 11.0, BTFL	WCAU-F, +2.3, Rock	WSTW-F, -3.3, Rock
Wilmington, NC	WWIL, 16.7, Black	WVBS-F, +9.2, Country	WLCF-F, -6.4, BTFL
Worcester	WSRS-F, 16.3, BTFL	WHJY-F, +1.6, AOR	WCOZ-F, -2.2, AOR
Yakima	KUTI, 21.7, Country	KIT, +4.9, MOR	KUEZ-F, -4.2, BTFL
York	WSBA, 13.7, MOR	WYCR-F, +3.8, Rock	WNOW, -4.8, Country
Youngstown	WBBW, 11.2, Talk	WQXK, +2.3, Country	WKBN-F, -1.6, BTFL

Below is a breakout of how many stations in each format group led their market in overall 12+ share, share gains and share losses.

	SHARE LEADERS			SHARE GAINERS			SHARE LOSERS		
	1982	1981	1980	1982	1981	1980	1982	1981	1980
ROCK/AOR/CONTEMP	60	62.5	46.5	65.5	88.5	90	54.5	59	40.5
MOR/AC	35.5	29.5	45	13	13.5	17	25	37.5	26
BTFL MUSIC	20.5	29	34.5	6.5	11.5	15.5	28	29.5	22.5
COUNTRY	31	34	29	29.5	33	31	43.5	20.5	23.5
BLACK/URB	15	7	12	25.5	13	13.5	6	11	9.5
NEWS/TALK	7	5	6	2	3	2	7	3	5
NOSTALGIA	0	-	-	17	-	-	3	-	-
OTHERS	2	2	2	7	7.5	5	4	9.5	10

SECTION B

ARBITRON INDIVIDUAL MARKET REPORTS

NOTE: Following the "definitions" pages the regular Arbitron market reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Please read these pages carefully. It will increase your understanding of the Individual Market Reports if you are familiar with the systems and methodology used.

The best way to explain the Individual Market Reports is to take one market and go through it step-by-step. We will use the Rochester report.

Market # 42
Revenue Rank # 48
Income Rank # 38
APR 15.8
SMSA Pop: 972,700
CSI: 9.7 Bil (# 40)

Rochester is the 42nd largest market in the nation. This is based on the latest listing in SRDS and generally coincides with the government's Standard Metropolitan Statistical Area (SMSA). The SMSA population figures are for total persons. In some instances (Seattle-Tacoma, Miami-FT. Lauderdale, Norfolk, New England markets) I had to make my own estimates to adjust to the Arbitron Metro. That is why some cities have the same ranking.

The revenue and income rankings are based on FCC data for 1980 which is the latest available as of August 1982. The rankings are based on the income and revenue for all reporting stations in each market.

The APR is the Average Person 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 Persons Viewing Television (PVT) figures. Rochester's APR of 15.8 is significantly below the national mean of 17.3

CSI stands for Consumer Spendable Income. The people of Rochester have an estimated 9.7 billion dollars to spend after taxes were deducted. This ranks Rochester 40th in the nation.

Revenue : \$11,211,503
Income : \$ 789,041
% Rev Gain: 15.4
Stations: 19/21
Diaries: 1168/833:1
CSI HH: 27.0 M (# 24)
Standard Error: .557

In 1980 the stations of Rochester grossed about 11.2 million dollars after commissions paid to agencies. Total pre-tax income was \$789,041. Revenues increased by 15.4% over 1979.

There were 19 stations listed in the Rochester rating book. The next figure (21) is the number of Rochester metro stations which reported their revenue figures to the FCC. Only rarely are these numbers the same because of outside stations whose audience in the market qualifies them for listing in the rating book. Also some stations home to the Metro may not have an audience large enough to qualify them for a listing in the rating book.

1168 usable diaries were returned from the Rochester metro. There was one diary for every 833 citizens.

CSI HH means Consumer Spendable Income per household. The Rochester figure is \$27,000 which ranks the market # 24 in the nation.

The standard error is based on Arbitron's new method of estimating the reliability of their ratings. I have followed the formula through the first step. The higher the figure is the more reliable the data is.

National Rev: \$2,852,018
 Nat Rev per Cap: \$2.93
 Tot Rev per Cap: \$11.53
 Tot Inc per Cap: \$.81
 Profit Margin: 7.0%
 Retail \$: 4.8 Bil (# 39)
 Retail Sales %: .202

The Rochester stations received about 2.9 million dollars in national and regional revenue during 1980. This works out to \$2.93 per capita. Total income per capita and total revenue per capita were calculated by dividing the respective dollar figures by the metro population. The resulting figures allow comparisons to be made between markets of different sizes.

The profit margin is calculated by dividing the market's income by total revenue.

Total retail dollars spent in 1981 are estimated at 4.8 billion dollars. This ranks Rochester # 39 in the nation.

Retail Sales % shows the relationship between local radio sales and total retail sales in each market. I calculated it by dividing local radio sales by local retail sales.

	FAL	SPG	O/N	A/M		12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
12+ METRO 1/4/SHARE	81	81	80	80				
1. WEZO-F 174/13.7	16.9	17.8	17.4	12.8	1. WEZO-F 195	1. WHAM	2572/26.8	

All of the figures in this section are based on the Broadcast Week (Mon-Sun, 6A-MID). The audience figures are in hundreds. The ratings and shares are percentages.

WEZO-F has 17,400 listeners per quarter hour in the metro. This represents a 13.7% share during Spring 82. WEZO-F also led the Total Survey Area with an average of 19,500 listeners per quarter hour. WHAM leads the Rochester TSA in total weekly cume with 257,200. 26.8% of the population of the Rochester metro are estimated to be listening to WHAM for five minutes or more during a given week.

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

12+ FM SHARE (METRO): 65.90% (744 of 1129) (SPG 81: 62.90%)

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

The ten tables directly below the FM percentages show the leaders in Teens, 18-34, 18-49, 25-54, 35-64, 12+ Morning Drive (AMD), Women 18-34, Women 25-54, Men 18-34, and Men 25-54. The rankings are based on 1/4 HR AVG, Mon-Sun, Metro, 6A-MID (except for AMD which is Mon-Fri, 6A-10A). The number of stations listed depends upon the size of the market. Ties were in some cases broken by using audience figures.

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	211 (4)	127 (1)	338 (5)	29.9

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 in the Metro. In Rochester 21,100 people are listening to 4 AM stations programming MOR/Adult Contemporary. The FM figures are added to AM to show a total for the market. 29.9% of radio listening in Rochester is to stations programming various types of MOR or Adult Contemporary formats.

For those markets with an ADI section in the Arbitron report (the top 50 ADI's) the top 15 stations in the ADI are included (both 1/2 Hour Average and Cume). The ADI rankings are based on the broadcast week. Also included for ADI markets only is the exclusive cume rankings. This table shows the stations which have the greatest amount of 12+ listeners who listen to that station only during an entire week. This is based on the Metro Survey Area.

The "Other Rated Stations" section shows the frequency and 12+ Metro share for all stations which are not listed in the 12+ Metro 1/4/Share table.

WBBF, 950, 1 KW (DA-2), AC

RKO, \$50.00* (Blair) LIN

If a station is listed in any table (excluding "Other Rated Stations") a capsule description is provided. WBBF has a frequency of 950. The station has a daytime frequency of 950. The station has a daytime and nighttime power authorization of 1000 watts. The signal is directional at all times with two separate patterns. Directionality is listed as follows:

DA, DAYS - directional daytimer DA-N - directional at night
DA-1 - directional day and night - 1 pattern
DA-2 - directional day and night - 2 patterns

WBBF programs an Adult Contemporary format. (If a syndicator or consultant is used it will be listed following the format). WBBF's network affiliation is RKO. WBBF is represented nationally by Blair and it is owned by a group owner - LIN.

The spot rate is based upon an 18 spot per week schedule with equal distribution in AM, MID, PM and EVE. TAP plans were used only if the spots could be equally distributed. In many cases the rate listed does not appear on the stations rate card. This is because I calculated an average rate for the four dayparts.

Calculating a rate is becoming increasingly difficult because so many stations have withdrawn their rates from SRDS. Often I had to make an estimate based on a past rate projected to the present. I have indicated these stations with an * immediately following the rate. I believe that my estimates are close in most cases but I can not guarantee their accuracy.

The FM description differs from AM in that Height Above Average Terrain (HAAT) is listed.

Some markets would not fit on one page. The information for these markets can be found on the continuation pages which follow the Youngstown report.

AKRON

Market # 60
 Revenue Rank # 70
 Income Rank # 51
 APR 15.4
 SMSA Pop: 657,000
 CSI: 5.8 Bil (# 61)

Revenue : \$7,461,454
 Income : \$ 500,953
 % Rev Gain: 4.2
 Stations: 27/8
 Diaries: 1061/619:1
 CSI HH: 25.0 M (# 68)
 Standard Error: .574

National Rev: \$1,669,637
 Nat Rev per Cap: \$2.54
 Tot Rev per Cap: \$11.36
 Tot Inc per Cap: \$.76
 Profit Margin: 6.7%
 Retail \$: 3.0 Bil (# 63)
 Retail Sales %: .217

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMMS-F 100/11.9	12.5	12.7	12.5	12.3	1. WMMS-F 189	1. WMMS-F 2238/23.3
2. WAKR 97/11.5	10.7	10.7	13.7	14.9	2. WAKR 107	2. WAKR 1736/27.0
3. WKDD-F 71/ 8.5	1.9	2.4	5.3	3.4	3. WKDD-F 99	3. WKDD-F 1711/21.2
4. WSLR 58/ 6.9	7.1	6.9	5.7	5.6	WDBN-F 99	4. WGCL-F 1530/17.7
5. WGCL-F 47/ 5.6	6.0	8.1	6.3	5.7	5. WHBC-F 86	5. WGAR 1520/15.6
6. WWWM-F 40/ 4.8	5.6	4.1	4.7	2.8	6. WGAR 80	6. WWWE 1029/ 9.0
7. WDBN-F 39/ 4.6	4.0	2.0	3.4	5.2	WGCL-F 80	7. WSLR 1021/14.1
WAEZ-F 39/ 4.6	6.2	6.8	7.4	5.9	8. WSLR 73	8. WWWM-F 1014/13.6
9. WGAR 37/ 4.4	4.9	4.2	4.0	4.8	9. WWWM-F 50	9. WHBC-F 954/ 2.0
10. WDOK-F 31/ 3.7	3.5	3.6	3.5	3.6	10. WAEZ-F 48	10. WDBN-F 945/ 7.5

12+ FM SHARE (METRO): 66.50% (520 of 782) (SPG 81: 64.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WAKR	1. WAKR
2. WKDD-F	2. WKDD-F	2. WKDD-F	2. WMMS-F	2. WSLR
3. WMMS-F	3. WWWM-F	3. WAKR	3. WKDD-F	3. WAEZ-F
	4. WGAR	4. WWWM-F	4. WGAR	4. WDBN-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WAKR	1. WKDD-F	1. WAKR	1. WMMS-F	1. WMMS-F
2. WMMS-F	2. WMMS-F	2. WKDD-F	2. WWWM-F	2. WAKR
3. WKDD-F	3. WZZP-F	3. WAEZ-F	3. WKDD-F	3. WSLR
4. WSLR	4. WGAR	4. WDBN-F	4. WGAR	WGAR WKDD

OTHER RATED STATIONS/METRO SHARE

WCUE 1150 Cuya. Falls 3.0	WDMT-F 100.9 Cleve 1.4	WTOF-F 98.1 Canton .6
WHLO 640 2.0	WHBC-F 94.1 Canton .5	WWWE 1100 Cleve 2.4
WKNT 1520 Kent .4	WHK 1420 Cleve .6	WYFM-F 102.9 Young .4
WNIR-F 100.1 Kent 2.9	WKSX-F 99.5 Cleve 1.7	WZAK-F 93.1 Cleve 1.7
WCLV-F 95.5 Cleve 1.2	WQAL-F 104.1 Cleve 2.6	WZZP-F 106.5 Cleve 3.5
WDJQ-F 92.5 Alliance .5	WQXK-F 105.1 Salem 1.4	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		265 (6)	265 (6)	33.9
MOR/AC	134 (3)	29 (1)	163 (3)	20.8
BTFM MUSIC		135 (5)	135 (5)	17.3
COUNTRY	83 (3)	50 (3)	133 (6)	17.0
NOSTALGIA	42 (2)		42 (2)	5.4
BLACK/URBAN		26 (2)	26 (2)	3.3
CLASSICAL		10 (1)	10 (1)	1.3
RELIGION		5 (1)	5 (1)	0.6
NEWS/TALK	3 (1)		3 (1)	0.4
			782 (27)	

RADIO STATIONS

WAKR, 1590, 5 KW (DA-N), MOR	MBS, \$50.00* (Mc-Guild)	Group One
WSLR, 1350, 5 KW (DA-1), COUNTRY	ABC-E, \$44.25 (Katz)	Welcome
WAEZ-F, 97.5, 50 KW @ 500, BTFM MUS (Schulke)	, \$30.00* (Mc-Guild)	Group One
WKDD-F, 96.5, 50 KW @ 450, ROCK	, \$44.25 (Katz)	Welcome

Other stations - see Cleveland and Canton

ALBANY-SCHENECTADY-TROY

Market # 53; ADI # 50
 Revenue Rank # 55
 Income Rank # 79
 APR 17.7
 SMSA Pop: 797,400
 CSI: 7.2 Bil (# 49)

Revenue : \$9,900,088
 Income : \$ 350,936
 % Rev Gain: 12.0
 Stations: 24/20
 Diaries: 1180/676:1
 CSI HH: 24.3 M (# 95)
 Standard Error: .585

National Rev: \$2,738,654
 Nat Rev per Cap: \$3.43
 Tot Rev per Cap: \$12.42
 Tot Inc per Cap: \$.44
 Profit Margin: 3.5%
 Retail \$: 3.7 Bil (# 52)
 Retail Sales %: .218

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGY 191/16.2	15.8	16.4	16.7	19.6	1. WGY 337	1. WGY 4164/35.8
2. WPYX-F 137/11.6	9.9	10.7	6.2	5.2	2. WPYX-F 210	2. WPYX-F 2274/21.8
3. WROW 116/ 9.8	9.6	8.3	10.2	9.7	3. WROW 145	3. WTRY 1896/22.6
4. WROW-F 96/ 8.1	7.0	7.4	10.0	7.1	4. WROW-F 142	4. WROW 1821/21.7
5. WTRY 70/ 5.9	8.9	8.3	8.4	6.8	5. WFLY-F 110	5. WFLY-F 1776/17.5
6. WFLY-F 69/ 5.8	6.5	6.3	7.1	10.2	6. WGNA-F 94	6. WROW-F 1548/15.9
7. WQBK 59/ 5.0	7.5	6.2	6.2	5.9	7. WGFM-F 80	7. WGFM-F 1376/14.3
8. WWOM-F 52/ 4.4	5.0	4.5	3.9	3.1	8. WTRY 78	8. WPTR 1176/12.3
9. WGNA-F 47/ 4.0	3.9	5.3	4.3	4.7	9. WQBK 67	9. WGNA-F 1022/ 7.6
10. WGFM-F 45/ 3.8	5.2	3.6	3.8	4.1	10. WPTR 62	10. WWOM-F 965/13.0

12+ FM SHARE (METRO): 49.49% (535 of 1081) (SPG 81: 47.06%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WPYX-F	1. WPYX-F	1. WGY	1. WGY	1. WGY
2. WFLY-F	2. WGY	2. WPYX-F	2. WROW-F	2. WROW
3. WTRY	3. WFLY-F	3. WTRY	3. WROW	3. WROW-F
4. WGY	WTRY	4. WFLY-F	4. WGNA-F	4. WGNA-F
			WTRY	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WGY	1. WPYX-F	1. WGY	1. WPYX-F	1. WGY
2. WROW	2. WTRY	2. WROW	2. WQBK-F	2. WROW-F
3. WPYX-F	3. WGY	3. WTRY	3. WGY	WGNA-F
4. WTRY	4. WFLY-F	4. WGFM-F	4. WFLY-F	4. WROW
				WTRY

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	70 (1)	290 (4)	360 (5)	33.3
MOR/AC	222 (5)	52 (1)	274 (6)	25.3
BTFM MUSIC	116 (1)	137 (4)	253 (5)	23.4
COUNTRY	58 (2)	56 (2)	114 (4)	10.5
TALK	59 (1)		59 (1)	5.5
UNKNOWN	8 (1)		8 (1)	0.7
NOSTALGIA	6 (1)		6 (1)	0.6
RELIGION	7 (1)		7 (1)	0.6
			1081 (24)	

A-S-T 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. WGY	1. WGY	1. WGY	WABY	1400	Albany .5
2. WPYX-F	2. WPYX-F	2. WPYX-F	WASM-F	102.3	Saratoga Spgs 1.5
3. WROW	3. WTRY	3. WROW	WCSS	1490	Amsterdam 1.0
4. WROW-F	4. WROW	4. WROW-F	WHAZ	1330	Troy .6
5. WFLY-F	5. WFLY-F	5. WTRY	WHRL-F	103.1	Albany 1.2
6. WGNA-F	6. WROW-F	6. WQBK	WMVQ-F	97.7	Amsterdam .8
7. WGFM-F	7. WGFM-F	7. WGNA-F	WOKO	1460	Albany 1.6
8. WTRY	8. WPTR	8. WFLY-F	WPTR	1540	Albany 3.3
9. WQBK	9. WGNA-F	9. WQBK-F	WQBK-F	103.9	Rensselaer 3.3
10. WPTR	10. WWOM-F	10. WWOM-F	WSCG-F	93.5	Corinth .8
11. WWOM-F	11. WQBK-F		WWWD	1240	Schenectady .7
12. WQBK-F	12. WQBK		WENT	1340	Gloversville .4
13. WWSC	13. WOKO		WMYL	930	Johnstown .7
14. WSCG-F	14. WBEC-F		WWSC	1450	Glen Falls .5
15. WSBS	15. WWSC				

ADI FM SHARE: 50.64% (914 of 1803) (SPG 81: 47.75%)

AM STATIONS

WGY, 810, 50 KW	, MOR	NBC, \$110.00*	(Christal)	GE
WPTR, 1540, 50 KW (DA-1)	, COUNTRY	ABC-I, \$ 25.44	(Eastman)	Rust
WQBK, 1300, 5 KW (DA-2)	, TALK	ABC-E, \$ 24.50	(Howard)	
WROW, 590, 5 KW/1 KW (DA-2)	, BTFL/MOR	CBS, \$ 70.00*	(Blair)	Capital Cities
WTRY, 980, 5 KW (DA-N)	, ROCK (Burk-Abr)	MBS, \$ 42.50*	(Mc-Guild)	Scott
WWSC, 1450, 1 KW/250 W	, MOR	ABC-E, \$ 13.89	(Pates)	(GLENS FALLS)
WSBS, 860, 250 W (DAYS)	, MOR	NBC, \$ 11.00	(PRO)	(GREAT BARRINGTON)

FM STATIONS

WFLY-F, 92.3, 13 KW @ 850,	ROCK (Drake-Chen)	ABC-C, \$ 27.75	(Eastman)	Rust
WGFM-F, 99.5, 10 KW @ 930,	CONTEMP	Source, \$ 34.00*	(Christal)	GE
WGNA-F, 107.7, 9 KW @ 980,	COUNTRY	RKO II, \$ 27.25	(Torbet)	
WPYX-F, 106.5, 12 KW @ 910,	AOR (Burk-Abr)	ABC-R, \$ 50.00*	(Mc-Guild)	Scott
WQBK-F, 103.9, 3 KW @ 300,	AOR	CBS-R, \$ 24.50	(Howard)	
WROW-F, 95.5, 9 KW @ 960,	BTFL MUS (Schulke)	, \$ 70.00*	(Blair)	Capital Cities
WSCG-F, 93.5, 1.3 KW @ 1149,	COUNTRY	, \$ 10.00		(CORINTH)
WWOM-F, 100.9, 3 KW @ 300,	AC	RKO, \$ 33.00	(Selcom)	
WBEC-F, 105.5, 630 W @ 590,	CONTEMP	ABC-C, \$ 11.00	(PRO)	(PITTSFIELD)

ALBUQUERQUE

Market # 91
 Revenue Rank # 66
 Income Rank # 381
 APR 17.1
 SMSA Pop: 474,100
 CSI: 3.5 Bil (# 97)

Revenue : \$8,119,094
 Income : \$-1,718,945
 % Rev Gain: 13.2
 Stations: 18/16
 Diaries: 839/565:1
 CSI HH: 20.6 M (# 246)
 Standard Error: .682

National Rev: \$2,610,177
 Nat Rev per Cap: \$5.51
 Tot Rev per Cap: \$17.13
 Tot Inc per Cap: \$-3.63
 Profit Margin: ---
 Retail \$: 2.4 Bil (# 82)
 Retail Sales %: .273

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KKJY-F 62/9.4	10.6	11.9	15.2	12.7	1. KKJY-F 97	1. KOB 1587/22.5
2. KWXL-F 59/9.0	9.0	9.5	5.7	4.7	2. KOB 90	2. KFVG-F 1235/19.9
3. KOB-F 58/8.8	9.5	3.9	2.9	5.9	3. KRST-F 87	3. KOB-F 1147/18.9
4. KOB 54/8.2	8.1	9.2	8.8	10.4	4. KOB-F 82	4. KRST-F 1089/16.1
5. KRST-F 51/7.7	10.1	7.5	5.4	4.5	5. KFVG-F 82	5. KKJY-F 968/16.0
6. KFVG-F 49/7.4	7.5	8.0	9.7	8.3	6. KWXL-F 80	6. KWXL-F 927/16.9
7. KRZY 39/5.9	5.0	4.7	4.8	7.9	7. KRKE 42	7. KRKE 773/10.7
8. KDEF 30/4.6	.8	.8	.5	2.3	8. KRZY 40	8. KZZX-F 721/10.5
9. KQEO 26/3.9	4.8	5.1	6.5	3.6	9. KZZX-F 39	9. KQEO 599/13.8
KZZX-F 26/3.9	4.8	7.5	5.6	5.6	10. KDEF 32	10. KRZY 442/11.1

12+ FM SHARE (METRO): 56.40% (326 of 578) (SPG 81: 56.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KWXL-F	1. KWXL-F	1. KOB-F	1. KOB-F	1. KKJY-F
2. KFVG-F	2. KOB-F	2. KRST-F	KRST-F	2. KOB
3. KAMX	3. KRST-F	3. KWXL-F	3. KOB	3. KDEF
4. KZZX-F	4. KFVG-F	4. KFVG-F	4. KKJY-F	KRZY
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KOB	1. KOB-F	1. KOB-F	1. KWXL-F	1. KOB
2. KRST-F	2. KRST-F	2. KRST-F	2. KFVG-F	2. KRST-F
3. KKJY-F	3. KFVG-F	3. KKJY-F	3. KRST-F	3. KRZY
4. KOB-F	4. KZZX-F	4. KOB	4. KOB-F	KKJY-F
			KQEO	

OTHER RATED STATIONS/METRO SHARE

KAMX 1520 3.3	KKIM 1000 1.1	KXKS 1190 .5
KDAZ 730 .6	KRKE 610 2.7	KZIA 1580 3.9

RADIO STATIONS

KABQ, 1350, 5 KW/500 W (DA-N), SPANISH	, \$29.50 (Eastman)
KAMX, 1520, 1 KW (DAYS)	, \$21.25 (----)
KDEF, 1150, 5 KW/500 W (DA-N)	, NOSTALGIA (Al Ham) ABC-E, \$14.75 (PRO)
KOB, 770, 50 KW (DA-N)	, MOR NBC, \$46.00* (Christal) Hubbard
KQEO, 920, 1 KW/500 W (DA-N)	, OLDIES, \$30.00 (Selcom) Sunbelt
KRKE, 610, 5 KW (DA-N)	, COUNTRY ABC-D, \$33.75 (Katz) Peoria Jrnl Star
KRZY, 1450, 1 KW	, COUNTRY CBS, \$40.00* (Torbet)
KFVG-F, 107.9, 22 KW @ 4164, ROCK	ABC-C, \$29.75 (----)
KKJY-F, 100.3, 23 KW @ 4107, BTFL MUS (Schulke)	, \$40.00 (Blair) Broadcast Assoc
KOB-F, 93.3, 22 KW @ 4150, AC	, \$35.00* (Christal) Hubbard
KRST-F, 92.3, 22 KW @ 4130, COUNTRY	, \$40.00* (Torbet)
KWXL-F, 94.1, 23 KW @ 4130, AOR (Burk-Abr)	ABC-F, \$48.75 (Katz) Peoria Jrnl Star
KZZX-F, 99.5, 22 KW @ 4134, CONTEMP	RKO, \$30.00 (Selcom) Sunbelt

FOR FORMAT BREAKDOWNS PLEASE SEE CONTINUATION PAGES AT END OF THIS SECTION

ALLENTOWN-BETHLEHEM-EASTON

Market # 67
 Revenue Rank # 75
 Income Rank # 30
 APR 17.7
 SMSA Pop: 642,500
 CSI: 5.8 Bil (# 62)

Revenue : \$7,075,854
 Income : \$1,026,678
 % Rev Gain: 14.3
 Stations: 31/17
 Diaries: 1013/634:1
 CSI HH: 23.9 M (# 114)
 Standard Error: .633

National Rev: \$1,074,866
 Nat Rev per Cap: \$1.67
 Tot Rev per Cap: \$11.01
 Tot Inc per Cap: \$1.60
 Profit Margin: 14.5%
 Retail \$: 2.9 Bil (# 68)
 Retail Sales %: .216

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLEV-F 112/11.6	12.1	13.2	7.7	11.7	1. WQQQ-F 133	1. WLEV-F 1782/28.1
2. WZZO-F 98/10.1	9.5	10.1	8.5	8.1	2. WZZO-F 129	2. WZZO-F 1573/21.8
3. WXKW-F 97/10.0	8.5	9.9	10.8	9.1	3. WXKW-F 124	3. WXKW-F 1402/19.1
4. WQQQ-F 89/ 9.2	9.0	8.8	10.5	12.5	4. WLEV-F 123	4. WQQQ-F 1367/20.5
5. WAEB 80/ 8.3	7.1	8.6	9.1	9.8	5. WAEB 84	5. WAEB 1343/22.3
6. WFMZ-F 75/ 7.8	8.9	7.6	10.8	7.7	6. WFMZ-F 79	6. WFMZ-F 982/15.1
7. WEST 55/ 5.7	3.1	3.6	5.4	4.6	7. WEST 60	7. WSAN 857/14.7
8. WSAN 51/ 5.3	3.8	3.4	2.4	.6	8. WSAN 52	8. WKAP 721/13.0
9. WKAP 36/ 3.7	2.6	3.0	3.6	3.0	9. WKAP 36	9. KYW 707/ 8.6
10. WEEX 30/ 3.1	2.8	2.8	4.7	3.1	10. WEEX 34	10. WEEX 628/10.4

12+ FM SHARE (METRO): 65.08% (587 of 902) (SPG 81; 65.45%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WZZO-F	1. WLEV-F	1. WLEV-F	1. WLEV-F	1. WXKW-F
2. WLEV-F	2. WZZO-F	2. WZZO-F	2. WXKW-F	2. WQQQ-F
3. WAEB	3. WAEB	3. WXKW-F	3. WAEB	3. WFMZ-F
	4. WXKW-F	4. WAEB	4. WQQQ-F	4. WSAN

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WAEB	1. WLEV-F	1. WLEV-F	1. WZZO-F	1. WXKW-F
2. WLEV-F	2. WZZO-F	2. WXKW-F	2. WLEV-F	2. WLEV-F
3. WXKW-F	3. WAEB	3. WQQQ-F	3. WMMR-F	3. WAEB
4. WQQQ-F	4. WXKW-F	4. WAEB	4. WAEB	4. WQQQ-F

OTHER RATED STATIONS/METRO SHARE

WCRV 1580 Wash, NJ .4	WBVO-F 107.5 Boyer. 1.0	WMMR-F 93.3 Phil 1.7
WFMV-F 106.3 Blaiirstown.9	WCAU 1210 Phil .5	WOR 710 NY .7
WGPA 1100 Beth .4	WCBS-F 101.1 NY .4	WPST-F 97.5 Trenton .3
WLSH 1410 Lansf. 1.1	WIFI-F 92.5 Phil 1.8	WWDB-F 96.5 Phil .6
WYNS 1150 Lehigh. .9	WIOQ-F 102.1 Phil .4	WWSH-F 106.1 Phil 1.3
KYW 1060 Phil 1.8	WIXL-F 103.7 Newton .4	WYSP-F 94.1 Phil 1.3
WABC 770 NY .6	WMGK-F 102.9 Phil .6	WZTA-F 105.5 Tamaq. 1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	90 (3)	283 (9)	373 (12)	41.1
BTFL MUSIC		177 (3)	177 (3)	19.5
MOR/AC	141 (6)	10 (2)	156 (8)	17.2
COUNTRY		101 (2)	101 (2)	11.1
NOSTALGIA	55 (1)		55 (1)	6.1
NEWS/TALK	29 (3)	6 (1)	35 (4)	3.9
RELIGION		10 (1)	10 (1)	1.1
			907 (32)	

RADIO STATIONS

WAEB, 790, 1 KW (DA-2) , CONTEMP	ABC-I, \$40.60 (Eastman) CRB
WEEX, 1230, 1 KW/250 W , MOR/AC	NBC, \$24.00* (Torbet)
WEST, 1400, 1 KW/250 W , NOSTAL (Drake-Chen)	CBS, \$45.00 (Katz) Sound Comm
WKAP, 1320, 5 KW/1 KW (DA-2) , AC	ABC-E, \$18.00* (HNW) Gulf
WSAN, 1470, 5 KW/500 W (DA-1), MOR	APR, \$12.00 (----)
WFMZ-F, 100.7, 13 KW @ 870, BTFL MUS (Master)	, \$17.00 (Christal)
WLEV-F, 96.1, 50 KW @ 500, CONTEMP (Drake-Chen)	CBS-R, \$45.00 (Katz) Sound Comm

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

ALTOONA

Market # 236
 Revenue Rank # 175
 Income Rank # 343
 APR 16.9
 SMSA Pop: 136,700
 CSI: 1.0 Bil (# 246)

Revenue : \$2,771,269
 Income : \$ -357,884
 % Rev Gain: 4.2
 Stations: 17/11
 Diaries: 633/216:1
 CSI HH: 18.8 M (# 312)
 Standard Error: .780

National Rev: \$356,559
 Nat Rev per Cap: \$2.61
 Tot Rev per Cap: \$20.27
 Tot Inc per Cap: \$-2.62
 Profit Margin: ---
 Retail \$: .6 Bil (# 242)
 Retail Sales %: .418

12+ METRO 1/4/SHARE	SPG 81	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WFBG 53/27.3	30.7	37.0	1. WFBG 62	1. WFBG 876/54.6
2. WVAM 27/13.9	16.0	17.0	2. WFBG-F 56	2. WFBG-F 793/29.8
WFBG-F 27/13.9	12.3	8.8	3. WRSC 51	3. WRSC 495/ 1.7
4. WRTA 24/12.4	14.1	14.5	4. WJAC-F 49	4. WJAC-F 493/ 5.2
5. WPRR-F 14/ 7.2	7.4	8.8	5. WBXQ-F 40	5. WJNL-F 486/ 1.4
6. WKMC 7/ 3.6	4.3	7.5	6. WVAM 37	6. WBXQ-F 456/ 8.5
WBXQ-F 7/ 3.6	---	---	7. WJNL-F 31	7. WVAM 409/26.8
8. WHPA-F 6/ 3.1	3.1	5.0	8. WRTA 24	8. WRTA 392/32.5
9. WJAC-F 5/ 2.6	1.2	.6	9. WPRR-F 19	9. WPRR-F 354/21.3
10. WTRN 4/ 2.1	1.8	.6	10. WKMC 17	10. WGMR-F 287/ 1.2

12+ FM SHARE (METRO): 36.41% (67 of 184) (SPG 81: 29.94%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WVAM
2. WPRR-F	2. WRTA	2. WVAM	2. WVAM	2. WFBG
3. WBXQ-F	WPRR WVAM	3. WRTA	3. WRTA	WFBG-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WFBG	1. WFBG	1. WFBG	1. WFBG	1. WFBG
2. WRTA	2. WRTA	2. WVAM	2. WPRR-F	2. WVAM
WVAM	3. WPRR-F	3. WRTA	WVAM	3. WRTA

OTHER RATED STATIONS/METRO SHARE

WJSM 1110 Martins. .5	WJNL-F 96.5 Johns. .5	WRSC 1390 State Col. .5
WJSM-F 92.7 Martins. 2.1	WPNT-F 92.9 Pitts. .5	WYDD-F 104.7 Pitt. .5
WDVE-F 102.5 Pitt. .5		

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	58 (3)	24 (5)	82 (8)	44.6
BTFL MUSIC		39 (4)	39 (4)	21.2
COUNTRY	34 (2)		34 (2)	18.5
MOR/AC	24 (1)		24 (1)	13.0
RELIGION	1 (1)	4 (1)	5 (2)	2.7
			184 (17)	

RADIO STATIONS

WFBG, 1290, 5 KW/1 KW (DA-N), CONTEMP/AC	RKO, \$29.20 (Blair)	Gilcom
WKMC, 1370, 5 KW (DAYS,DA), COUNTRY (SMN)	NBC, \$11.50 (Pates)	(ROARING SPGS)
WRTA, 1240, 1 KW/250 W, MOR	ABC-I, \$16.00 (PRO)	
WTRN, 1340, 1 KW/250 W, CONTEMP	MBS, \$ 4.25 (Dome)	(TYRONE)
WVAM, 1430, 5 KW/1 KW (DA-N), COUNTRY	NBC, \$ 9.50 (Torbet)	
WRSC, 1390, 2.5 KW (DAYS), CONTEMP	ABC-C, \$12.00* (Mc-Guild)	(STATE COLLEGE)
WFBG-F, 98.1, 30 KW @ 1021, BTFL MUS	CBS, \$29.20 (Blair)	Gilcom
WHPA-F, 104.9, 135 W @ 1220, BTFL MUS	NBC, \$12.50 (----)	(HOLLIDAYSBURG)
WPRR-F, 100.1, 3 KW @ 16, ROCK	Source, \$ 9.00 (Torbet)	
WGMR-F, 101.1, 8 KW @ 1060, COUNTRY	, \$ 6.91 (----)	(TYRONE)

Other stations - see Johnstown and Pittsburgh

AMARILLO

Market # 192
 Revenue Rank # 121
 Income Rank # 343
 APR 16.4
 SMSA Pop: 178,900
 CSI: 1.8 Bil (# 167)

Revenue : \$4,365,201
 Income : \$ -371,973
 % Rev Gain: 8.2
 Stations: 13/13
 Diaries: 748/239:1
 CSI HH: 26.0 M (# 48)
 Standard Error: .709

National Rev: \$669,367
 Nat Rev per Cap: \$3.74
 Tot Rev per Cap: \$24.40
 Tot Inc per Cap: \$-2.08
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 134)
 Retail Sales %: .287

12+ METRO	1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KIXZ	31/12.9	21.6	19.8	1. KIXZ	928/28.5	
2. KBUY-F	27/11.2	6.2	6.9	2. KGNC-F	696/17.3	
3. KQIZ-F	25/10.4	7.9	10.4	3. KDJW	655/27.9	
4. KYTX-F	24/10.0	10.1	9.4	4. KGNC	622/21.1	
KGNC-F	24/10.0	13.2	12.9	5. KBUY-F	552/17.1	
6. KDJW	21/ 8.7	5.3	10.9	6. KPUR	466/22.9	
7. KPUR	18/ 7.5	8.8	9.9	7. KQIZ-F	423/20.5	
8. KHBQ-F	16/ 6.6	6.2	---	8. KYTX-F	351/15.7	
KGNC	16/ 6.6	13.2	12.9	9. KHBQ-F	253/15.1	
10. KQIZ	9/ 3.7	3.1	1.5	10. KQIZ	136/ 6.1	

12+ FM SHARE (METRO): 52.91% (118 of 223) (SPG 81: 48.58%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KQIZ-F	1. KYTX-F	1. KIXZ	1. KIXZ	1. KIXZ
2. KYTX-F	2. KQIZ-F	2. KBUY-F	2. KDJW	KGNC-F
3. KPUR	3. KBUY-F	KYTX-F	3. KGNC-F	3. KDJW
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KIXZ	1. KQIZ-F	1. KIXZ	1. KYTX-F	1. KIXZ
2. KGNC	2. KHBQ-F	KGNC	2. KBUY	2. KDJW
KPUR	KPUR	3. KDJW	KIXZ	3. KBUY-F
			KQIZ-F	

OTHER RATED STATIONS/METRO SHARE

KHBJ 1550 Canyon 2.1 KZIP 1310 2.1 KVAS-F 101.9 .8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (1)	65 (3)	83 (4)	37.2
COUNTRY	52 (2)	27 (1)	79 (3)	35.4
MOR/AC	26 (3)		26 (3)	11.7
BTFM MUSIC		24 (1)	24 (1)	10.8
NOSTALGIA	9 (1)		9 (1)	4.0
RELIGION		2 (1)	2 (1)	0.9
			<u>223 (13)</u>	

RADIO STATIONS

KDJW, 1010, 5 KW/500 W (DA-2), COUNTRY	APR, \$18.00 (Masla)	Walton
KGNC, 710, 10 KW (DA-2), MOR	CBS, \$23.50 (Katz)	Stauffer
KIXZ, 940, 5 KW/1 KW (DA-2), COUNTRY	ABC-I, \$20.00* (Blair)	Mel Tillis
KPUR, 1440, 5 KW/1 KW (DA-2), ROCK	, \$15.00 (Mc-Guild)	
KQIZ, 1360, 500 W (DAYS), NOSTALGIA (Al Ham)	, \$15.13 (Selcom)	Wiskes/Abaris
KBUY-F, 94.1, 54 KW @ 700, COUNTRY	ABC-C, \$12.00 (Masla)	Walton
KGNC-F, 97.9, 45 KW @ 1285, BTFM MUS (Bonne)	NBC, \$23.50 (Katz)	Stauffer
KHBQ-F, 107.1, 3 KW @ 303, ROCK	ABC-F, \$14.00 (Torbet)	(CANYON)
KQIZ-F, 93.1, 71 KW @ 160, ROCK	RKO, \$15.13 (Selcom)	Wiskes/Abaris
KYTX-F, 98.7, 100 KW @ 470, AOR	, \$15.00* (Masla)	

ANAHEIM (ORANGE COUNTY)

Revenue Rank # 87
 Income Rank # 54
 APR 16.8
 SMSA Pop: 2,018,200
 CSI: 22.2 Bil (# 12)

Revenue : \$6,060,238
 Income : \$ 490,009
 % Rev Gain: 19.9
 Stations: 39/8
 Diaries: 1502/1344:1
 CSI HH: 29.3 M (# 10)
 Standard Error: .500

National Rev: \$999,075
 Nat Rev per Cap: \$.50
 Tot Rev per Cap: \$3.00
 Tot Inc per Cap: \$.24
 Profit Margin: 8.0%
 Retail \$: 11.6 Bil (# 14)
 Retail Sales %: .049

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.

12+ METRO	1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ CUME/CUME	RATING
1. KWIZ	56/2.0	1.6	1.1	2.1	2.0	1. KEZY-F	1273/7.7
2. KEZY-F	53/1.9	2.2	1.6	1.8	1.6	2. KWIZ	1057/6.4
3. KIKF-F	48/1.7	1.6	1.6	1.0	.5	3. KEZY	877/5.3
4. KEZY	32/1.2	1.1	1.8	2.1	2.3	4. KYMS-F	640/3.8
5. KYMS-F	31/1.1	1.1	1.2	.7	.9	5. KIKF-F	622/3.8
6. KOCM-F	23/.8	.5	1.0	.8	.8	6. KWIZ-F	562/3.4
7. KWIZ-F	21/.8	2.0	1.3	1.5	.9	7. KOCM-F	286/1.7

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KEZY	1. KEZY-F	1. KEZY-F	1. KIKF-F	1. KWIZ
2. KEZY-F	2. KYMS-F	2. KWIZ	KWIZ	2. KIKF-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KWIZ	1. KEZY-F	1. KWIZ	1. KEZY-F	1. KIKF-F
2. KEZY-F	KIKF	2. KIKF-F	2. KEZY	2. KWIZ
	KYMS			
	KWIZ			

RADIO STATIONS

KEZY, 1190, 5 KW/1 KW (DA-N), AOR	, \$50.00* (Roslin)	
KWIZ, 1480, 5 KW/1 KW (DA-2), MOR	, \$40.00* (Torbet)	Davis/Weaver
KEZY-F, 95.9, 2.5 KW @ 330, SOFT AOR	, \$50.00* (Roslin)	
KIKF-F, 94.3, 3 KW @ 245, COUNTRY	, \$34.00 (PRO)	
KOCM-F, 103.1, 2 KW @ 300, BTFL	, \$19.00 (Masla)	Donrey
KWIZ-F, 96.7, 3 KW @ 855, AC/BTFL	, \$40.00* (Torbet)	Davis/Weaver
KYMS-F, 106.3, 3 KW @ 130, RELIGION	, \$15.00* (Radio Spot)	Interstate

CONTINUATION OF LOS ANGELES FM STATIONS

KMET-F, 94.7, 58 KW @ 2835, AOR	, \$387.50 (Eastman)	Metromedia
KNX-F, 93.1, 54 KW @ 2870, SOFT ROCK	, \$163.00 (CBS/FM)	CBS
KOST-F, 103.5, 13 KW @ 3100, BTFL MUS (FM-100)	, \$120.00* (Christal)	Cox
KROQ-F, 106.7, 26 KW @ 1600, AOR	, \$110.00* (Roslin)	
KRTH-F, 101.1, 58 KW @ 2930, AC	RKO, \$200.00* (RKO)	RKO
KUTE-F, 101.9, 690 W @ 2780, URBAN	APR, \$151.00* (Masla)	Inner City
KZLA-F, 93.9, 49 KW @ 2000, COUNTRY (Burns-Somerset)	, \$120.00* (Blair)	Capital Cities
KWST-F, 105.9, 72 KW @ 2000, AC (Transtar)	, \$ 90.00* (Torbet)	Century

ANCHORAGE

Market # 190
 Revenue Rank # 125
 Income Rank # 370
 APR 16.0
 SMSA Pop: 179,800
 CSI: 2.2 Bil (# 145)

Revenue : \$4,176,081
 Income : \$ -898,020
 % Rev Gain: -23.3%
 Stations: 12/10
 Diaries: 752/239:1
 CSI HH: 36.2 M (# 1)
 Standard Error: .702

National Rev: \$724,313
 Nat Rev per Cap: \$4.03
 Tot Rev per Cap: \$23.23
 Tot Inc per Cap: \$-4.99
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 135)
 Retail Sales %: .278

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KFQD 38/16.6	17.3	19.8	19.7	19.4	1. KFQD 47	1. KFQD 601/32.9
2. KENI 33/14.4	6.8	10.8	11.0	14.2	2. KENI 43	2. KENI 575/32.1
3. KHAR 26/11.4	12.3	12.3	10.5	13.8	3. KRKN-F 32	3. KGOT-F 335/21.1
4. KRKN-F 24/10.5	7.3	8.5	3.5	3.0	4. KHAR 31	4. KHAR 328/19.1
5. KGOT-F 20/ 8.7	10.0	8.5	7.0	3.9	5. KYAK 28	5. KYAK 312/16.8
6. KKLV-F 20/ 8.7	8.6	10.4	12.3	12.5	6. KGOT-F 23	6. KKLV-F 301/20.2
7. KNIK-F 19/ 8.3	9.5	6.1	8.8	5.6	7. KKLV-F 21	7. KRKN-F 281/16.4
8. KYAK 19/ 8.3	5.9	8.0	7.5	6.5	8. KNIK-F 21	8. KNIK-F 210/13.3
9. KBCN-F 8/ 3.5	8.2	1.9	1.8	3.9	9. KBCN-F 9	9. KBCN-F 180/12.3
10. KBYR 4/ 1.7	3.6	4.7	7.0	4.3	10. KBYR 6	10. KANC 161/10.8

12+ FM SHARE (METRO): 41.94% (91 of 217) (SPG 81: 37.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KENI	1. KFQD	1. KFQD	1. KFQD	1. KHAR
2. KKLV-F	2. KENI	2. KENI	2. KHAR	2. KNIK-F
3. KFQD	3. KRKN-F	3. KRKN-F	3. KENI	3. KFQD
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KFQD	1. KENI	1. KFQD	1. KRKN-F	1. KFQD
2. KHAR	KFQD	2. KHAR	2. KFQD	2. KENI
3. KENI	3. KKLV-F	3. KENI	3. KENI	KYAK

OTHER RATED STATIONS/METRO SHARE

KANC 1080 1.7 KABN 1150 Susitna .9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (1)	72 (4)	105 (5)	48.4
BTFM MUSIC	26 (1)	19 (1)	45 (2)	20.7
MOR/AC	44 (3)		44 (3)	20.3
COUNTRY	23 (2)		23 (2)	10.6
			217 (12)	

RADIO STATIONS

KANC, 1080, 10 KW , COUNTRY NBC, \$10.00* (Unirep)
 KBYR, 700, 1 KW/250 W , MOR CBS, \$14.00* (Roslin)
 KENI, 550, 5 KW , ROCK (Burk-Abr) ABC-C, \$34.00 (Katz)
 KFQD, 750, 50 KW , AC/CONTEMP , \$33.25 (Mc-Guild)
 KHAR, 590, 5 KW , BTFM MUSIC , \$23.75
 KYAK, 650, 50 KW/25 KW (DA-2), COUNTRY MBS, \$24.00* (Masla)
 KBCN-F, 100.5, 25 KW @ 178, ROCK , \$15.00* (HNW)
 KGOT-F, 101.3, 26 KW @ -66, CONTEMP (Century 21) MBS, \$12.00* (----)
 KKLV-F, 103.9, 3 KW @ 54, ROCK (TM) , \$17.13 (Masla)
 KNIK-F, 105.5, 3 KW @ 265, BTFM MUSIC , \$12.00 (----)
 KRKN-F, 102.1, 25 KW @ 165, AOR , \$23.50* (----)

APPLETON-OSHKOSH

Market # 135
 Revenue Rank # 129
 Income Rank # 306
 APR 16.9
 SMSA Pop: 293,700
 CSI: 2.5 Bil (# 127)

Revenue : \$3,881,664
 Income : \$ -173,824
 % Rev Gain: 1.9
 Stations: 22/13
 Diaries: 666/441:1
 CSI HH: 23.9 M (# 110)
 Standard Error: .759

National Rev: \$347,845
 Nat Rev per Cap: \$1.18
 Tot Rev per Cap: \$13.22
 Tot Inc per Cap: \$-.59
 Profit Margin: ---
 Retail \$: 1.3 Bil (# 153)
 Retail Sales %: .284

12+ METRO 1/4/SHARE	FAL	SPG	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIXX-F 39/9.6	10.2	8.5	8.6	1. WIXX-F 111	1. WIXX-F 1561/26.0
2. WNAM 38/9.3	9.2	10.6	12.3	2. WGEE 70	2. WAPL-F 949/19.7
WROE-F 38/9.3	7.5	11.6	10.2	3. WAPL-F 66	3. WNAM 883/29.1
4. WAPL-F 37/9.1	9.2	9.0	5.9	4. WDUZ-F 57	4. WKAU-F 866/20.5
WHBY 37/9.1	11.6	8.8	10.2	5. WKAU-F+ 53	5. WGEE 809/ 9.8
6. WYTL 33/8.1	9.4	9.3	9.6	WROE-F 53	6. WDUZ-F 666/ 6.8
7. WKAU-F+ 31/7.6	6.2	8.5	7.0	7. WYTL 47	7. WROE 611/19.0
8. WYNE 22/5.4	5.7	3.6	5.1	8. WNAM 43	8. WOSH-F 565/17.4
9. WGEE 17/5.2	4.3	3.4	2.9	9. WHBY 38	9. WHBY 539/21.2
10. WOSH-F 16/3.9	5.4	5.9	4.0	10. WISS-F+ 32	10. WYTL 495/15.3

12+ FM SHARE (METRO): 48.66% (182 of 374) (SPG 81: 49.86%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WIXX-F	1. WAPL-F	1. WAPL-F	1. WNAM	1. WHBY
2. WKAU-F+	2. WIXX-F	2. WNAM	2. WROE-F	WROE-F
3. WAPL-F	3. WNAM	3. WIXX-F	3. WHBY	3. WYTL
WNAM				

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHBY	1. WIXX-F	1. WROE-F	1. WAPL-F	1. WNAM
2. WNAM	2. WAPL-F	WYTL	2. WAHC-F	2. WAPL-F
3. WYTL	3. WKAU-F+	3. WHBY	3. WNAM	3. WROE-F
		WNAM		

OTHER RATED STATIONS/METRO SHARE

WEMI-F 100.1	Neenah 1.0	WDUZ-F 98.5	G. Bay 3.2	WISS+ 1090	Berlin .9
WVMS 1570	Apple 3.4	WGN 720	Chic 1.0	WNBK-F 93.5	N. London .7
WCUB 980	Manito. .5	WISN 1130	Milw 1.0	WNFL 1440	G. Bay .7
WAHC-F 96.7	Oshkosh 3.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	53 (3)	123 (5)	176 (8)	47.1
COUNTRY	77 (5)	4 (2)	81 (7)	21.7
MOR/AC	62 (3)		62 (3)	16.6
BTFL MUSIC		51 (2)	51 (2)	13.6
RELIGION		4 (1)	4 (1)	1.1
			374 (22)	

RADIO STATIONS

WHBY, 1230, 1 KW	, MOR	CBS, \$16.50	(----)	Woodward
WNAM, 1280, 5 KW/1 KW (DA-1)	, CONTEMP	ABC-I, \$17.00	(Masla)	
WYNE, 1510, 5 KW (DA-N)	, COUNTRY	ABC-E, \$12.00*	(Market 4)	
WYTL, 1490, 1 KW/250 W	, COUNTRY	NBC, \$14.00*	(HNW)	Midwest Family
WAHC-F, 96.7,	3 KW @ 293, AOR	RKO, \$ 9.50	(Masla)	
WAPL-F, 105.7,	100 KW @ 500, AOR	, \$17.00	(----)	Woodward
WKAU-F+, 104.9,	3 KW @ 750, ROCK	, \$15.00	(Selcom)	Forward
WOSH-F, 103.9,	2.4 KW @ 330, ROCK	Source, \$13.00*	(HNW)	Midwest Family
WROE-F, 94.3,	3 KW @ 320, BTFL MUS (Schulke)	, \$10.25	(Lotus)	
WISS-F+, 102.3,	3 KW @ 155, COUNTRY	, \$ 7.30	(----)	(BERLIN)

Other stations - see Green Bay

ASHEVILLE

Market # 188
 Revenue Rank # 178
 Income Rank # 69
 APR 15.8
 SMSA Pop: 180,900
 CSI: 1.4 Bil (# 188)

Revenue : \$2,669,664
 Income : \$ 397,255
 % Rev Gain: 15.6
 Stations: 13/7
 Diaries: 539/336:1
 CSI HH: 19.9 M (# 280)
 Standard Error: .816

National Rev: \$224,357
 Nat Rev per Cap: \$1.24
 Tot Rev per Cap: \$14.76
 Tot Inc per Cap: \$2.20
 Profit Margin: 14.8%
 Retail \$: .9 Bil (# 194)
 Retail Sales %: .282

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWNC 94/38.5	39.3	39.2	1. WWNC 116	1. WWNC 1168/57.3
2. WISE 46/18.9	17.0	18.6	2. WLOS-F 49	2. WLOS-F 700/22.0
3. WLOS-F 30/12.3	13.8	14.7	3. WISE 48	3. WISE 635/35.5
4. WFBC-F 14/ 5.7	5.8	3.4	4. WFBC-F 37	4. WFBC-F 587/15.2
5. WSKY 12/ 4.9	4.5	3.9	5. WKIT-F 18	5. WKIT-F 352/ 8.2
6. WROQ-F 5/ 2.0	---	---	6. WSKY 16	6. WESC-F 301/ 6.7
7. WIMZ-F 3/ 1.2	---	---	7. WESC-F 13	7. WSKY 275/16.5
WRAQ 3/ 1.2	2.2	2.5	8. WROQ-F 12	8. WROQ-F 244/ 4.2
WMMH 3/ 1.2	1.3	1.5	9. WMIT-F 6	9. WMIT-F 135/ 5.8
WMIT-F 3/ 1.2	.9	1.5	10. WRAQ 4	10. WRAQ 86/ 4.8

12+ FM SHARE (METRO): 27.06% (59 of 218) (SPG 81: 28.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WISE	1. WISE	1. WWNC	1. WWNC	1. WWNC
2. WWNC	2. WWNC	2. WISE	2. WISE	2. WLOS-F
WFBC-F	3. WFBC-F	3. WLOS-F	3. WLOS-F	3. WISE
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WWNC	1. WISE	1. WWNC	1. WISE	1. WWNC
2. WISE	2. WFBC-F	2. WLOS-F	2. WWNC	2. WISE
3. WLOS-F	3. WWNC	3. WISE	3. WFBC-F	3. WLOS-F

OTHER RATED STATIONS/METRO SHARE

WFGW 1010 Black Mountain .4 WKIT-F 102.7 Hendersonville .8
 WESC-F 92.5 Greenville .8

FORMATS

	AM	FM	TOTAL	%
COUNTRY	97 (2)	4 (2)	101 (4)	46.3
ROCK/AOR/CONTEMP	46 (1)	22 (3)	68 (4)	31.2
BTFL MUSIC		30 (1)	30 (1)	13.8
MOR/AC	15 (2)		15 (2)	6.9
RELIGION	1 (1)	3 (1)	4 (2)	1.8
			218 (13)	

RADIO STATIONS

WISE, 1310, 5 KW/1 KW (DA-N), ROCK RKO, \$18.00* (Mc-Guild)
 WMMH, 1460, 500 W (DAYS), COUNTRY, \$ 4.00 (----) (MARSHALL)
 WRAQ, 1380, 5 KW/1 KW (DA-N), MOR, \$ 8.00 (Carolina)
 WSKY, 1230, 1 KW/250 W, AC, CBS, \$ 9.00 (----)
 WWNC, 570, 5 KW (DA-N), COUNTRY, ABC-I,NBC, \$51.75 (Katz) Multimedia
 WMIT-F, 106.9, 36 KW @ 3050, RELIGION, ABC-I, \$? ? (----) (BLACK MT.)
 WLOS-F, 99.9, 53 KW @ 2624, BTFL MUS (TM), ABC-E, \$16.75 (Torbet) Wometco
 WKIT-F, 102.5, 100 KW @ 332, COUNTRY (Drake-Chen)ABC-F, \$ 9.50 (Southern) (HENDERSONVILLE)

WROQ - See Charlotte

WIMZ - See Knoxville

Other stations - See Greenville

ATLANTA

Market # 16; ADI # 16
 Revenue Rank # 11
 Income Rank # 4
 APR 18.1
 SMSA Pop: 2,093,700
 CSI: 18.5 Bil (# 18)

Revenue : \$36,383,339
 Income : \$ 9,857,490
 % Rev Gain: 9.3
 Stations: 24/35
 Diaries: 2107/994:1
 CSI HH: 24.5 M (# 88)
 Standard Error: .466

National Rev: \$9,637,064
 Nat Rev per Cap: \$4.60
 Tot Rev per Cap: \$17.38
 Tot Inc per Cap: \$4.71
 Profit Margin: 27.1%
 Retail \$: 9.3 Bil (# 18)
 Retail Sales %: .341

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WVEE-F	356/11.5	10.3	8.9	8.0	11.9	1. WVEE-F	432	1. WZGC-F 6117/26.7
2. WZGC-F	293/ 9.5	12.6	10.6	10.3	10.5	2. WZGC-F	419	2. WSB 5575/26.6
3. WSB	268/ 8.7	10.2	10.5	10.2	12.1	3. WKHX-F	345	3. WQXI-F 4415/21.7
4. WQXI-F	247/ 8.0	8.6	8.9	10.5	8.2	4. WSB	316	4. WKLS-F 3741/15.4
5. WKHX-F	241/ 7.8	5.3	3.5	2.7	3.0	5. WKLS-F	286	5. WVEE-F 3716/18.4
6. WPCH-F	232/ 7.5	5.3	6.1	6.8	7.1	6. WQXI-F	282	6. WKHX-F 3661/16.0
7. WKLS-F	191/ 6.2	8.7	10.7	6.6	8.8	7. WPCH-F	276	7. WSB-F 3225/15.6
8. WLTA-F	150/ 4.8	7.0	7.4	6.7	4.2	8. WLTA-F	167	8. WPCH-F 3222/15.1
9. WSB-F	128/ 4.1	3.8	4.3	6.0	4.1	9. WSB-F	147	9. WLTA-F 2174/10.4
10. WPLO	127/ 4.1	5.5	6.5	5.1	4.5	10. WPLO	140	10. WGST 2165/12.3
11. WGST	123/ 4.0	5.0	4.4	5.0	3.8	11. WGST	126	11. WPLO 2146/11.0
12. WRNG	111/ 3.6	1.8	3.0	2.7	3.6	12. WAOK	123	12. WAOK 2010/11.4
13. WAOK	110/ 3.6	3.0	2.2	3.7	3.6	13. WRNG	114	13. WRNG 1662/ 9.3
14. WQXI	69/ 2.2	1.8	2.0	2.8	2.2	14. WQXI	70	14. WQXI 1393/ 7.8
15. WYZE	39/ 1.3	1.2	.8	.8	.6	15. WYZE	40	15. WIGO 778/ 4.5

12+ FM SHARE (METR): 64.81% (1851 of 2856) (SPG 81: 65.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WZGC-F	1. WVEE-F	1. WVEE-F	1. WKHX-F	1. WSB
2. WVEE-F	2. WQXI-F	2. WQXI-F	2. WQXI-F	2. WPCH-F
3. WKLS-F	3. WZGC-F	3. WZGC-F	3. WVEE-F	3. WKHX-F
4. WAOK	4. WKLS-F	4. WKHX-F	4. WPCH-F	4. WLTA-F
5. WQXI-F	5. WKHX-F	5. WPCH-F	5. WSB	5. WPLO
6. WKHX-F	6. WLTA-F	WKLS-F	6. WLTA-F	6. WGST

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WQXI-F+	1. WQXI-F	1. WQXI-F	1. WVEE-F	1. WKHX-F
2. WSB	2. WVEE-F	2. WKHX-F	2. WKLS-F	2. WVEE-F
3. WVEE-F	3. WZGC-F	3. WPCH-F	3. WQXI-F	3. WPCH-F
4. WZGC-F	4. WKHX-F	4. WVEE-F	4. WZGC-F	WQXI-F
5. WKHX-F	5. WKLS-F	5. WZGC-F	5. WKHX-F	5. WSB
6. WGST	6. WLTA-F	6. WSB	6. WSB-F	6. WLTA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	7 (1)	731 (3)	738 (4)	25.8
MOR/AC	337 (2)	278 (2)	615 (4)	21.5
BLACK/URBAN	216 (4)	356 (1)	572 (5)	20.0
COUNTRY	127 (1)	241 (1)	368 (2)	12.9
NEWS/TALK	234 (2)		234 (2)	8.2
BTFL MUSIC		232 (1)	232 (1)	8.1
RELIGION/GOSPEL	32 (3)		32 (3)	1.1
CLASSICAL	27 (1)		27 (1)	0.9
NOSTALGIA	25 (1)		25 (1)	0.9
UNKNOWN		13 (1)	13 (1)	0.5
			2856 (24)	

ATLANTA ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WVEE-F	1. WZGC-F	1. WZGC-F	WAEC	860 .3
2. WZGC-F	2. WSB	2. WKHX-F	WGKA	1190 .9
3. WKHX-F	3. WQXI-F	3. WSB	WIGO	1340 1.1
4. WSB	4. WVEE-F	4. WVEE-F	WJGA-F	92.1 Jackson .4
5. WQXI-F	5. WKLS-F	5. WQXI-F	WJYI	1080 Marietta .8
6. WKLS-F	6. WKHX-F	6. WPLO	WKLS	970 .2
7. WPCH-F	7. WSB-F	7. WKLS-F	WTJH	1260 East Point .4
8. WLTA-F	8. WPCH-F	8. WPCH-F	WXLL	1310 Decatur 1.1
9. WSB-F	9. WGST	9. WSB-F	WYNX	1550 Smyrna .4
10. WPLO	10. WLTA-F	10. WLTA-F		
11. WAOK	11. WPLO			
WGST	12. WAOK			
13. WRNG	13. WRNG			
14. WNGC-F	14. WQXI			
15. WQXI	15. WNGC-F			

ADI FM SHARE: 68.75% (2638 of 3837) (SPG 81: 70.05%)

AM STATIONS

WAOK, 1380, 5 KW (DA-N)	, BLACK	NBN, \$ 42.00* (Howard)	BENI
WGST, 920, 5 KW/1 KW	, NEWS	MBS,ABC-E, \$ 83.75 (Katz)	Meredith
WPLO, 590, 5 KW (DA-N)	, COUNTRY	ABC-I, \$ 69.00* (Mc-Guild)	Plough
WQXI, 790, 5 KW/1 KW (DA-N)	, AC	, \$ 50.00* (Blair)	Jeff-Pilot
WRNG, 680, 25 KW/10 KW (DA-N)	, TALK	CBS, \$ 46.50* (MMR)	
WSB, 750, 50 KW	, MOR	NBC, \$125.00* (Christal)	Cox
WYZE, 1480, 5 KW (DAYS)	, BLACK	, \$ 10.00 (Dora-Clay)	Buck

FM STATIONS

WKHX-F, 101.5, 100 KW @ 900, COUNTRY (Burns-Somer)	, \$ 90.00* (Selcom)	Capital Cities
WKLS-F, 96.1, 100 KW @ 950, AOR (Burk-Abr)	Source, \$ 80.00* (Masla)	Gulf
WLAT-F, 99.7, 100 KW @ 1000, AC	, \$101.88* (Eastman)	Susquehanna
WPCH-F, 94.9, 100 KW @ 890, BTFL MUS (Schulke)	, \$103.75 (Katz)	Meredith
WQXI-F, 94.1, 100 KW @ 914, CONTEMP/AC	, \$100.00* (Blair)	Jeff-Pilot
WSB-F, 98.5, 100 KW @ 740, AC	, \$ 55.00* (Christal)	Cox
WVEE-F, 103.3, 100 KW @ 450, URBAN	RKO, \$100.00* (Mc-Guild)	Plough
WZGC-F, 92.9, 100 KW @ 910, CONTEMP	ABC-C, \$170.00 (Torbet)	First Media
WNGC-F, 95.5, 100 KW @ 605, COUNTRY	, \$ 15.00 (Southern)	Clarke (ATHENS)

ATLANTIC CITY

Market # 178
 Revenue Rank # 168
 Income Rank # 121
 APR 18.3
 SMSA Pop: 196,500
 CSI: 1.7 Bil (# 172)

Revenue : \$2,929,532
 Income : \$ 177,860
 % Rev Gain: 21.6
 Stations: 28/9
 Diaries: 652/301:1
 CSI HH: 22.8 M (# 162)
 Standard Error: .847

National Rev: \$355,415
 Nat Rev per Cap: \$1.81
 Tot Rev per Cap: \$14.91
 Tot Inc per Cap: \$.91
 Profit Margin: 6.0%
 Retail \$: 1.1 Bil (# 165)
 Retail Sales %: .239

12+ METRO 1/4/SHARE	SPG 81	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RATING
1. WFPG-F 37/12.3	15.4	16.2	1. WFPG-F 44	1. WMGM-F 504/21.4
2. WAYV-F 27/ 9.0	8.9	12.0	2. WMMR-F 33	2. WFPG-F 461/23.3
3. WUSS 23/ 7.6	4.5	2.1	3. WAYV-F 30	3. WAYV-F 400/23.0
4. WIIN 19/ 6.3	6.5	7.5	4. WMGM-F 29	4. WOND 375/20.2
5. WMGM-F 18/ 6.0	6.9	11.2	5. WUSS 26	5. WMMR-F 363/14.6
WOND 18/ 6.0	6.1	5.4	WSLT-F 26	6. WIIN 324/17.6
WMMR-F 18/ 6.0	7.3	9.5	7. WIIN 23	7. WMID 302/16.0
8. WCAU-F 14/ 4.7	1.2	1.2	8. WOND 20	8. WCAU-F 288/14.0
9. WCAU 13/ 4.3	1.2	4.6	9. WCAU-F 18	9. WSLT-F 258/ 6.7
10. WMID 12/ 4.0	4.9	2.1	10. WCAU 15	10. WUSS 249/14.5

12+ FM SHARE: 62.19% (176 of 283) (SPG 81: 68.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WMGM-F	1. WAYV-F	1. WAYV-F	1. WAYV-F	1. WFPG-F
WMMR-F	WMMR-F	2. WMMR-F	2. WFPG-F	2. WUSS
3. WAYV-F	3. WMGM-F	3. WMGM	3. WUSS	3. WOND
		WUSS		WIIN

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WIIN	1. WAYV-F	1. WAYV-F	1. WMMR-F	1. WFPG-F
2. WAYV-F	2. WMGM-F	2. WUSS	2. WAYV-F	WAYV-F
3. WUSS	3. WMMR-F	3. WFPG-F	3. WMGM	3. WMGM
			WCAU-F	WMMR

OTHER RATED STATIONS/METRO SHARE

WGRF-F 99.3 Pleasv. 3.3	WFIL 560 Phil .7	WSLT-F 106.3 O. City 3.7
WIBG 1520 O. City 2.7	WIFI-F 92.5 Phil .3	WSNI-F 104.5 Phil .3
WRDR-F 104.9 Egg Har 3.0	WIOQ-F 102.1 Phil 1.3	WUSL-F 98.9 Phil 1.7
KYW 1060 Phil 1.7	WIP 610 Phil 2.0	WWDB-F 96.5 Phil 1.0
WDAS-F 105.3 Phil 1.7	WMGK-F 102.9 Phil .7	WWSH-F 106.1 Phil .7
WEAZ-F 101.1 Phil 2.3	WNBC 660 NY .3	WYSP-F 94.1 Phil .7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	1 (1)	94 (8)	95 (9)	33.6
MOR/AC	78 (5)	12 (3)	90 (8)	31.8
BTFM MUSIC		57 (4)	57 (4)	20.1
NEWS/TALK	18 (2)	3 (1)	21 (3)	7.4
COUNTRY	10 (2)	5 (1)	15 (3)	5.3
BLACK/URBAN		5 (1)	5 (1)	1.8

283 (28)

RADIO STATIONS

WIIN, 1450, 1 KW/250 W, MOR	CBS, \$12.25 (PRO)
WMID, 1340, 1 KW/250 W, MOR	NBC, \$12.00* (Masla)
WOND, 1400, 1 KW/250 W, AC	ABC-E, \$23.50* (Mc-Guild)
WUSS, 1490, 1 KW/250 W, AC/VARIOUS	NBN,MBS, \$15.00 (Lotus)
WAYV-F, 95.1, 20 KW @ 300, CONTEMP	, \$20.00* (HNW)
WFPG-F, 96.9, 50 KW @ 300, BTFM MUS (Bonne)	CBS, \$15.60 (PRO)
WMGM-F, 103.7, 20 KW @ 200, ROCK (TM)	ABC-E, \$23.50* (Mc-Guild)
WSLT-F, 106.3, 3 KW @ 326, BTFM MUS	, \$16.00 (Groskin) (OCEAN CITY)

AUGUSTA, GA

Market # 117
 Revenue Rank # 134
 Income Rank # 158
 APR 17.8
 SMSA Pop: 336,300
 CSI: 2.3 Bil (# 140)

Revenue : \$3,743,762
 Income : \$ 91,904
 % Rev Gain: 23.9
 Stations: 18/13
 Diaries: 650/517:1
 CSI HH: 19.9 M (# 279)
 Standard Error: .873

National Rev: \$710,358
 Nat Rev per Cap: \$2.11
 Tot Rev per Cap: \$11.13
 Tot Inc per Cap: \$.27
 Profit Margin: 2.4%
 Retail \$: 1.1 Bil (# 165)
 Retail Sales %: .288

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBBQ-F 101/20.7	23.6	27.2	1. WBBQ-F 144	1. WBBQ-F 1773/43.6
2. WRDW 50/10.2	11.3	8.3	2. WRDW 53	2. WZZW-F 680/23.8
3. WTHB 46/ 9.4	7.6	10.4	3. WGUS-F 52	3. WBBQ 675/21.3
4. WGUS-F 45/ 9.2	13.1	5.0	4. WTHB 49	4. WGUS-F 669/20.0
5. WZZW-F 38/ 7.8	10.5	7.7	5. WZZW-F 42	5. WRDW 627/21.4
6. WGAC 31/ 6.4	3.9	5.9	6. WGAC 35	6. WTHB 527/17.4
7. WBBQ 30/ 6.1	3.7	6.8	7. WYMX-F 31	7. WYMX-F 488/14.7
8. WNEZ-F 27/ 5.5	6.3	4.1	8. WBBQ 30	8. WGAC 482/15.5
WYMX-F 27/ 5.5	4.2	4.1	WNEZ-F 30	9. WNEZ-F 251/ 7.6
10. WGUS 16/ 3.3	3.4	5.3	10. WGUS 16	10. WGUS 240/ 8.1

12+ FM SHARE (METRO): 57.81% (259 of 448) (SPG 81: 64.11%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F
2. WRDW	2. WRDW	2. WRDW	2. WZZW-F	WGUS-F
3. WYMX-F	3. WTHB	WZZW-F	3. WGUS-F	3. WGAC
12+ AFD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F	1. WBBQ-F
2. WGUS-F	2. WRDW	2. WZZW-F	2. WYMX-F	2. WGUS-F
3. WGAC	3. WZZW-F	3. WTHB	3. WRDW	3. WTHB

OTHER RATED STATIONS/METRO SHARE

WAKN 990 Aiken .2	WCOS-F 97.9 Columbia .6	WDM-F 101.3 Sumter 1.2
WHGI 1050 2.9	WTHO-F 101.7 Thomson .4	WWGA-F 100.9 Waynes. .6
WPBM-F+ 95.9 Aiken 1.6		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	30 (1)	128 (2)	158 (3)	35.3
BLACK	96 (2)	6 (1)	102 (3)	22.8
COUNTRY	17 (2)	50 (3)	67 (5)	15.0
MOR/AC	1 (1)	45 (2)	46 (3)	10.3
NOSTALGIA	31 (1)		31 (1)	6.9
BTFM MUSIC		27 (1)	27 (1)	6.0
RELIGION	14 (1)	3 (1)	17 (2)	3.8

448 (18)

RADIO STATIONS

WBBQ, 1340, 1 KW	, ROCK	ABC-C, \$50.00 (Eastman)
WGAC, 580, 5 KW/1 KW (DA-N)	, NOSTALGIA (Drake-Chen)	CBS, \$17.00 (Katz) Beasley
WGUS, 1390, 1 KW (DAYS)	, COUNTRY	ABC-E, \$16.50 (Selcom) Young
WRDW, 1480, 5 KW (DA-N)	, BLACK	SBN, \$ 9.00 (PRO)
WTHB, 1550, 5 KW (DAYS)	, BLACK (Drake-Chen)	NBN, \$11.50 (Torbet)
WNEZ-F, 99.3, 3 KW @ 300,	BTFM MUS	MBS, \$ 9.00 (----) (AIKEN)
WBBQ-F, 104.3, 100 KW @ 1001,	ROCK	ABC-C, \$50.00 (Eastman)
WGUS-F, 102.3, 3 KW @ 280,	COUNTRY	ABC-E, \$16.50 (Selcom) Young
WYMX-F, 105.7, 50 KW @ 83,	AOR	Source, \$15.00 (Mc-Guild)
WZZW-F, 103.1, 3 KW @ 300,	CONTEMP (Drake-Chen)	ABC-F, \$17.00 (Torbet)

AUSTIN

Market # 74
 Revenue Rank # 67
 Income Rank # 27
 APR 17.5
 SMSA Pop: 565,600
 CSI: 4.9 Bil (# 75)

Revenue : \$8,107,865
 Income : \$1,092,998
 % Rev Gain: 20.0
 Stations: 18/16
 Diaries: 888/637:1
 CSI HH: 23.6 M (# 130)
 Standard Error: .695

National Rev: \$1,428,232
 Nat Rev per Cap: \$2.53
 Tot Rev per Cap: \$14.34
 Tot Inc per Cap: \$1.93
 Profit Margin: 13.5%
 Retail \$: 3.1 Bil (# 62)
 Retail Sales %: .247

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KHFI-F 119/14.8	17.8	15.7	12.7	16.7	1. KASE-F 128	1. KASE-F 1464/24.6
2. KLBj-F 108/13.4	9.8	11.2	6.8	7.8	2. KHFI-F 123	2. KHFI-F 1395/29.4
3. KASE-F 99/12.3	11.8	10.9	13.5	10.6	3. KLBj-F 122	3. KLBj-F 1360/26.8
4. KEYI-F 65/ 8.1	5.3	5.2	5.2	7.4	4. KVET 69	4. KVET 935/16.0
5. KVET 63/ 7.8	7.7	11.4	11.8	11.6	KEYI-F 69	5. KEYI-F 865/17.4
6. KOKE-F 48/ 6.0	5.9	11.0	9.2	8.8	6. KOKE-F 52	6. KLBj 812/15.1
KNOW 48/ 6.0	3.1	2.2	2.9	1.0	7. KNOW 49	7. KOKE-F 808/16.0
8. KLBj 40/ 5.0	6.3	4.4	6.6	3.0	8. KLBj 45	8. KNOW 563/11.7
9. KMXX-F 36/ 4.5	4.9	3.6	1.7	4.0	9. KMXX-F 36	9. KTSA 508/ 6.4
10. WOAI 15/ 1.9	1.1	.9	1.9	1.3	10. WOAI 33	10. WOAI 400/ 4.9

12+ FM SHARE (METRO): 68.67% (480 of 699) (SPG 81: 65.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KHFI-F	1. KLBj-F	1. KLBj-F	1. KASE-F	1. KASE-F
2. KLBj-F	2. KHFI-F	2. KHFI-F	2. KLBj-F	2. KVET
3. KASE-F	3. KEYI-F	3. KASE-F	3. KEYI-F	3. KOKE-F
4. KOKE-F	4. KASE-F	4. KEYI-F	4. KHFI-F	4. KLBj
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KHFI-F	1. KLBj-F	1. KASE-F	1. KLBj-F	1. KLBj-F
2. KASE-F	2. KHFI-F	2. KEYI-F	2. KHFI-F	2. KASE-F
3. KLBj-F	3. KEYI-F	KNOW	3. KASE-F	3. KOKE-F
4. KVET	4. KNOW	4. KHFI-F	4. KEYI-F	4. KEYI-F

OTHER RATED STATIONS/METRO SHARE

KGTVN 1530 Georgetown .1	KOKE 1370 1.5	KISS-F 99.5 San Ant .4
KGTVN-F 96.7 Georgetown .2	KTAE 1260 Taylor 1.4	KTSA 550 San Ant 1.7
KIXL 970 1.0		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	14 (1)	230 (3)	244 (4)	34.9
COUNTRY	94 (5)	149 (3)	243 (8)	34.8
MOR/AC	40 (1)	65 (1)	105 (2)	15.0
BLACK/URBAN	48 (1)		48 (1)	6.9
SPANISH		36 (1)	36 (1)	5.2
NEWS/TALK	15 (1)		15 (1)	2.1
RELIGION	8 (1)		8 (1)	1.1
			699 (18)	

RADIO STATIONS

KLBj, 590, 5 KW/1 KW (DA-N), MOR	CBS,MBS, \$26.00* (Eastman)	
KNOW, 1490, 1 KW, URBAN	, \$21.50 (Mc-Guild)	Hicks
KVET, 1300, 5 KW/1 KW (DA-2), COUNTRY	MBS, \$56.25 (Katz)	
	, \$56.25* (Katz)	
KASE-F, 100.7, 98 KW @ 510, COUNTRY	, \$28.25 (Mc-Guild)	Hicks
KEYI-F, 103.7, 97 KW @ 580, AC	RKO, \$40.00* (Torbet)	
KHFI-F, 98.3, 1.3 KW @ 418, ROCK	, \$40.00* (Eastman)	
KLBj-F, 93.7, 100 KW @ 1057, AOR	, \$12.00 (Savalli)	Clear Channel
KMXX-F, 102.3, 741 W @ 550, SPANISH	APR, \$34.20 (Selcom)	
KOKE-F, 95.5, 10 KW @ 265, COUNTRY		

BAKERSFIELD

Market # 100
 Revenue Rank # 104
 Income Rank # 291
 APR 17.2
 SMSA Pop: 415,100
 CSI: 3.1 Bil (# 109)

Revenue : \$5,039,273
 Income : \$ -140,040
 % Rev Gain: -7.3
 Stations: 34/20
 Diaries: 881/471:1
 CSI HH: 20.9 M (# 230)
 Standard Error: .656

National Rev: \$1,426,782
 Nat Rev per Cap: \$3.44
 Tot Rev per Cap: \$12.14
 Tot Inc per Cap: \$-.34
 Profit Margin: ---
 Retail \$: 2.1 Bil (# 94)
 Retail Sales %: .193

TSA AND METRO ARE THE SAME

12+ METRO	1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	OTHER STATIONS/SHARE			12+ CUME/CUME RATING
1. KUZZ	86/14.9	14.1	17.8	16.9	15.6	KBIG-F	104.3	LA .3	1. KKXX-F 899/26.7
2. KKXX-F	84/14.6	10.5	10.6	11.4	13.4	KLOS-F	95.5	LA 1.7	2. KUZZ 768/22.8
3. KGEO	49/ 8.5	5.0	2.0	2.7	4.1	KMET-F	94.7	LA 1.0	3. KGEO 561/16.7
4. KERN	38/ 6.6	5.2	6.1	9.2	9.3	KMPC	710	LA 1.0	4. KERN 417/12.4
5. KWAC	34/ 5.9	9.6	5.9	5.1	2.9	KNX-F	93.1	LA 1.0	5. KGFM-F 392/11.7
6. KGFM-F	33/ 5.7	5.2	7.0	9.0	5.1	KOST-F	103.5	LA 1.0	6. KAFY 312/ 9.3
7. KXEM	21/ 3.6	5.9	1.6	---	2.4	KRTH-F	101.1	LA .9	7. KWAC 239/ 7.1
8. KTKR	18/ 3.1	.9	2.2	1.7	---	KUTE-F	101.9	LA .3	8. KPMC 230/ 6.8
9. KMG-N-F	16/ 2.8	2.2	1.4	2.2	---	KFI	640	LA 1.0	9. KMG-N-F 221/ 6.6
10. KPMC	13/ 2.3	1.9	2.9	1.9	2.0				10. KQXR-F 219/ 6.5
KAFY	13/ 2.3	2.8	5.2	5.1	3.9				

12+ FM SHARE (METRO): 37.72% (195 of 517) (SPG 81: 35.35%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KKXX-F	1. KKXX-F	1. KKXX-F	1. KUZZ	1. KUZZ
2. KTKR	2. KGEO	2. KUZZ	2. KKXX-F	2. KERN
3. KMG-N-F	3. KUZZ	3. KGEO	3. KGEO	3. KWAC
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KUZZ	1. KKXX-F	1. KUZZ	1. KKXX-F	1. KUZZ
2. KKXX-F	2. KGEO	2. KGEO	2. KGEO	2. KKXX-F
3. KGEO	3. KUZZ	3. KKXX-F	3. KUZZ	3. KGEO
				KGFM

OTHER RATED STATIONS/METRO SHARE

KDOL	1340	Mojave	.9	KQXR-F	94.1	Baker	1.6	KIQ-F	100.7	Bishop	.3
KHIS-F+	96.5	Baker	2.1	KTPI-F	103.1	Tehac.	.7	KCBS	740	SF	.3
KLOA	1240	Ridge	.7	KVLI	1140	Lake Is.	1.6	XTRA	690	Tij.	.3
KNTB	1340	Baker	.7	KZIQ	1360	Ridge	.5	KFRE	940	Fres.	.9

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	24 (3)	120 (6)	144 (9)	27.9
COUNTRY	107 (4)		107 (4)	20.7
MOR/AC	77 (5)	11 (2)	88 (7)	17.0
SPANISH	55 (2)		55 (2)	10.6
BTFL MUSIC		41 (3)	41 (3)	7.9
NOSTALGIA	38 (1)		38 (1)	7.4
UNKNOWN/OTHER	9 (1)	13 (2)	22 (3)	4.3
RELIGION	4 (1)	8 (1)	12 (2)	2.3
NEWS/TALK	8 (2)		8 (2)	1.5
BLACK/URBAN		2 (1)	2 (1)	0.4

517 (34)

RADIO STATIONS

KAFY, 550, 1 KW (DA-N)	, COUNTRY	, \$20.00 (Mc-Guild)
KERN, 1410, 1 KW	, NOSTALGIA (Al Ham)	ABC-C, \$20.50* (MMR) Cleveland Outdoor
KGEO, 1230, 1 KW/250 W	, OLDIES/AC	NBC, \$14.00* (Selcom)
KPMC, 1560, 10 KW (DA-1)	, MOR/VARIETY	CBS,MBS, \$15.00 (Masla)
KTKR, 1310, 1 KW (DAYS)	, ROCK	, \$ 6.00 (----)
KUZZ, 970, 1 KW (DA-2)	, COUNTRY	, \$32.55* (Christal) Buck Owens
KWAC, 1490, 1 KW/250 W	, SPANISH	, \$16.00 (Lotus)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

BALTIMORE

Market # 14; ADI # 20
 Revenue Rank # 19
 Income Rank # 9
 APR 19.7
 SMSA Pop: 2,185,000
 CSI: 17.0 Bil (# 22)

Revenue : \$26,828,348
 Income : \$ 4,438,418
 % Rev Gain: 4.9
 Stations: 34/32
 Diaries: 1994/1096:1
 CSI HH: 21.9 M (# 196)
 Standard Error: .466

National Rev: \$7,539,232
 Nat Rev per Cap: \$3.45
 Tot Rev per Cap: \$12.28
 Tot Inc per Cap: \$2.03
 Profit Margin: 16.5%
 Retail \$: 10.9 Bil (# 15)
 Retail Sales %: .209

12+ METRO	1/4/SHARE	WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WBAL	360/10.0	10.6	12.6	9.5	1. WBAL	377	1. WBAL 4331/21.9
2. WXYV-F	315/ 8.7	8.9	5.8	7.7	2. WXYV-F	321	2. WIYY-F 3316/16.9
3. WIYY-F	277/ 7.7	7.1	9.7	8.3	3. WPOC-F	304	3. WFBR 3262/17.3
4. WPOC-F	271/ 7.5	7.9	6.1	6.3	4. WIYY-F	289	4. WXYV-F 3261/17.3
5. WLIF-F	191/ 5.3	6.8	8.5	7.8	5. WLIF-F	203	5. WPOC-F 3072/14.3
6. WBSB-F	175/ 4.8	4.5	5.8	4.9	6. WBSB-F	184	6. WBSB-F 2940/15.0
7. WFBR	164/ 4.5	3.4	3.9	5.6	7. WFBR	167	7. WLIF-F 2670/13.1
8. WWIN	155/ 4.3	4.3	3.2	3.8	8. WWIN	155	8. WCBM 2275/11.8
9. WITH	150/ 4.2	3.5	3.4	2.4	9. WITH	151	9. WCAO 2217/10.7
10. WCBM	134/ 3.7	4.0	5.3	6.6	10. WCBM	137	10. WWIN 2157/11.8
11. WRLX-F	132/ 3.7	2.8	3.9	4.8	WRLX-F	137	11. WYST-F 1967/10.2
12. WYST-F	115/ 3.2	4.1	1.9	1.7	12. WYST-F	120	12. WRLX-F 1858/ 9.8
13. WEBB	100/ 2.8	2.0	1.3	.7	13. WCAO	116	13. WITH 1671/ 9.0
14. WCAO	86/ 2.4	2.6	3.1	3.4	14. WEBB	100	14. WWDC-F 1593/ 7.4
15. WSID	84/ 2.3	2.5	1.7	.6	15. WWDC-F	94	15. WEBB 1247/ 6.8

12+ FM SHARE (METRO): 58.78% (1928 of 3280) (SPG 81: 59.02%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WIYY-F	1. WIYY-F	1. WXYV-F	1. WPOC-F	1. WPOC-F
2. WBSB-F	2. WXYV-F	2. WIYY-F	2. WXYV-F	2. WBAL
WXYV-F	3. WWIN	3. WPOC-F	3. WFBR	3. WITH
4. WWIN	4. WBSB-F	4. WBSB-F	4. WBAL	4. WLIF-F
5. WWDC-F	5. WPOC-F	5. WYST-F	5. WYST-F	5. WFBR

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WBAL	1. WXYV-F	1. WXYV-F	1. WIYY-F	1. WPOC-F
2. WXYV-F	2. WIYY-F	2. WPOC-F	2. WXYV-F	2. WXYV-F
3. WPOC-F	3. WBSB-F	3. WBAL	3. WWIN	3. WFBR
4. WIYY-F	4. WYST-F	4. WCBM	4. WWDC-F	4. WIYY-F
5. WCBM	5. WWIN	5. WYST-F	5. WPOC-F	5. WYST-F

FORMATS	AM	FM	TOTAL	%
MOR/AC	762 (5)	127 (2)	889 (7)	27.1
BLACK/URBAN	353 (4)	376 (3)	729 (7)	22.2
ROCK/AOR/CONTEMP		696 (8)	696 (8)	21.2
BTFL MUSIC		355 (3)	355 (3)	10.8
COUNTRY		271 (1)	271 (1)	8.3
NOSTALGIA	150 (1)	23 (1)	173 (2)	5.3
NEWS/TALK	70 (2)		70 (2)	2.1
RELIGION		70 (2)	70 (2)	2.1
UNKNOWN	17 (1)		17 (1)	0.5
CLASSICAL		10 (1)	10 (1)	0.3
			3280 (34)	

BALTIMORE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WBAL	1. WBAL	1. WPOC-F	WANN	1190	Annapolis .4
2. WXYV-F	2. WIYY-F	2. WIYY-F	WBKZ-F	95.9	Glen Burnie .6
3. WPOC-F	WXYV-F	3. WBAL	WBMD	750	.5
4. WIYY-F	4. WFBR	4. WXYV-F	WFSI-F	107.9	Annapolis .4
5. WLIF-F	5. WPOC-F	5. WBSB-F	WKTK-F	105.7	Catonsville 1.2
6. WBSB-F	6. WBSB-F	6. WFBR	WNAV-F	99.1	Annapolis .9
7. WFBR	7. WLIF-F	7. WCBM	WRBS-F	95.1	1.5
8. WWIN	8. WCBM	8. WLIF-F	WASH-F	97.1	Washington .3
9. WITH	9. WWIN	9. WWIN	WAVA-F	105.1	Washington .6
10. WCBM	10. WCAO	10. WRLX-F	WGMS-F	103.5	Washington .3
WRLX-F	11. WYST-F		WHUR-F	96.3	Washington 1.2
12. WYST-F	12. WRLX-F		WKYS-F	93.9	Washington .5
13. WCAO	13. WITH		WMAL	630	Washington .5
14. WEBB	14. WWDC-F		WPGC-F	95.5	Washington 1.0
15. WSID	15. WEBB		WRC	980	Washington .7
			WRQX-F	107.3	Washington 1.4
			WTOP	1500	Washington 1.2
			WWDC-F	101.1	Washington 2.1
			WYCR	98.5	York .4

ADI FM SHARE: 59.21% (2087 of 3525) (SPG 81: 59.88%)

AM STATIONS

WBAL, 1090, 50 KW (DA-N), MOR	ABC-E, \$ 83.75 (Blair)	Hearst
WCAO, 600, 5 KW (DA-1), AC	RKO II, ABC-C, \$ 60.00* (Mc-Guild)	Plough
WCBM, 680, 10 KW/5 KW (DA-2), AC	ABC-I, \$ 95.63 (Katz)	Metromedia
WEBB, 1360, 1 KW (DAYS), BLACK	, \$ 30.25 (Citi)	
WFBR, 1300, 5 KW (DA-1), MOR	NBC, \$ 61.13* (MMR)	
WITH, 1230, 1 KW/250 W, NOSTALGIA (Al Ham)	MBS, \$ 38.00 (HNW)	Al Ham
WSID, 1010, 1 KW, BLACK	SBN, \$? ? (Masla)	United
WWIN, 1400, 1 KW, BLACK	NBN, \$ 38.00 (Howard)	

FM STATIONS

WBSB-F, 104.3, 50 KW @ 422, ROCK	ABC-F, \$ 65.00* (Torbet)	Scripps-Howard
WIYY-F, 97.9, 50 KW @ 946, AOR (Burk-Abr)	Source, \$151.25 (Blair)	Hearst
WLIF-F, 101.9, 14 KW @ 961, BTFL MUS (Schulke)	, \$ 80.00* (Christal)	Cox
WPOC-F, 93.1, 50 KW @ 870, COUNTRY	ABC-D, \$ 85.00 (Eastman)	Nationwide
WRLX-F, 106.5, 50 KW @ 620, BTFL MUS (Bonne)	, \$ 38.75 (Katz)	Abell
WXYV-F, 102.7, 50 KW @ 400, URBAN	, \$ 90.00* (Mc-Guild)	Plough
WYST-F, 92.3, 10 KW @ 550, AC	RKO, \$ 40.00* (Masla)	United

WWDC-F - See Washington

BATON ROUGE

Market # 83
 Revenue Rank # 79
 Income Rank # 35
 APR 17.2
 SMSA Pop: 511,500
 CSI: 4.4 Bil (# 83)

Revenue : \$6,740,868
 Income : \$ 875,396
 % Rev Gain: 23.4%
 Stations: 16/11
 Diaries: 1023/500:1
 CSI HH: 26.4 M (# 37)
 Standard Error: .640

National Rev: \$1,170,036
 Nat Rev per Cap: \$2.29
 Tot Rev per Cap: \$13.18
 Tot Inc per Cap: \$1.71
 Profit Margin: 13.0%
 Retail \$: 2.5 Bil (# 79)
 Retail Sales %: .244

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WFMF-F	124/17.6	16.5	19.0	18.1	20.6	1. WFMF-F 2090/34.4
2. WXOK	104/14.8	13.5	10.8	11.8	9.4	2. WAFB-F 1953/23.0
3. WYNK-F	94/13.3	14.3	13.0	11.1	14.5	3. WYNK-F 1595/25.1
4. WQXY-F	64/ 9.1	10.4	10.8	11.1	11.6	4. WXOK 1168/24.4
5. WTKL	55/ 7.8	5.3	5.5	5.5	---	5. WQXY-F 1031/18.1
6. WLCS	45/ 6.4	4.8	6.6	9.9	8.3	6. WLCS 937/19.5
7. WAFB-F	44/ 6.2	7.4	5.5	6.3	6.4	7. WJBO 749/15.9
8. WJBO	24/ 3.4	5.1	4.2	7.7	7.6	8. WTKL 693/14.0
9. WLUX	22/ 3.1	.5	1.8	1.2	1.8	9. WWL 529/ 5.9
10. WYNK	21/ 3.0	4.5	5.2	2.2	4.1	10. WYNK 482/ 8.1

12+ FM SHARE (METRO): 50.92% (332 of 652) (SPG 81: 53.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WFMF-F	1. WFMF-F	1. WFMF-F	1. WYNK-F	1. WYNK-F
2. WXOK	2. WXOK	2. WXOK	2. WXOK	2. WQXY-F
3. WLCS	3. WYNK-F	3. WYNK-F	3. WFMF-F	3. WXOK
4. WTKL	4. WAFB-F	4. WTKL	4. WQXY-F	4. WFMF-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WXOK	1. WFMF-F	1. WYNK-F	1. WFMF-F	1. WYNK-F
WFMF-F	2. WXOK	2. WFMF-F	2. WXOK	2. WXOK
3. WYNK-F	3. WYNK-F	3. WXOK	3. WYNK-F	3. WFMF-F
4. WQXY-F	4. WTKL	4. WTKL	4. WAFB-F	4. WQXY-F

OTHER RATED STATIONS/METRO SHARE

WIBR 1300	2.8	WSLG 1090 Gonzales	2.1	WAIL-F 105.3 New Orlea	.4
WLBI 1220 Denham Spgs.	.7	KSMB 94.5 Lafayette	.4	WWL 870 New Orlea	1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	45 (1)	171 (3)	216 (4)	33.1
BLACK	159 (2)	3 (1)	162 (3)	24.8
COUNTRY	61 (4)	94 (1)	155 (5)	23.8
BTFL MUSIC		64 (1)	64 (1)	9.8
MOR/AC	33 (2)		33 (2)	5.1
RELIGION	22 (1)		22 (1)	3.4
			652 (16)	

RADIO STATIONS

WJBO, 1150, 5 KW (DA-1)	, MOR/AC	MBS, \$23.00*	(Blair)	Manship
WLCS, 910, 1 KW (DA-1)	, ROCK	, \$19.50	(Mc-Guild)	Air Waves
WLUX, 1550, 5 KW (DAYS)	, RELIGION	, \$ 9.75	(----)	Swaggert
WTKL, 1260, 1 KW (DAYS)	, BLACK	SBN, \$17.00*	(PRO)	
WXOK, 1460, 5 KW/1 KW (DA-2)	, BLACK	NBN, \$28.00	(Howard)	
WYNK, 1380, 5 KW (DAYS,DA)	, COUNTRY	ABC-E, \$19.00*	(Torbet)	
WAFB-F, 98.1, 100 KW @ 1550,	CONTEMP (Drake-Chen)	CBS-R, \$18.75	(Katz)	
WFMF-F, 102.5, 100 KW @ 475,	ROCK	ABC-F, \$35.00*	(Blair)	Manship
WQXY-F, 100.7, 100 KW @ 750,	BTFL MUS (Schulke)	, \$21.00*	(Mc-Guild)	Air Waves
WYNK-F, 101.5, 100 KW @ 403,	COUNTRY	ABC-I, \$35.00*	(Torbet)	

WSMB-F - See Lafayette

WWL - See New Orleans

BEAUMONT-PORT ARTHUR-ORANGE

Market # 108
 Revenue Rank # 92
 Income Rank # 373
 APR 16.1
 SMSA Pop: 381,100
 CSI: 3.7 Bil (# 91)

Revenue : \$5,665,437
 Income : \$-1,138,152
 % Rev Gain: 56.4
 Stations: 18/19
 Diaries: 727/524:1
 CSI HH: 26.2 M (# 41)
 Standard Error: .728

National Rev: \$1,155,728
 Nat Rev per Cap: \$3.03
 Tot Rev per Cap: \$14.87
 Tot Inc per Cap: \$-2.99
 Profit Margin: ---
 Retail \$: 2.3 Bil (# 87)
 Retail Sales %: .215

		FAL	SPG	O/N	A/M				
12+ METRO	1/4/SHARE	81	81	80	80	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1.	KAYD-F 57/11.3	7.0	10.1	10.8	4.0	1.	KHYS-F 84	1.	KLVI 961/20.5
2.	KHYS-F 54/10.7	7.4	5.6	4.0	3.7	2.	KLVI 63	2.	KHYS-F 870/17.0
3.	KIOC-F 52/10.3	10.0	6.3	4.5	5.5	3.	KAYD-F 61	3.	KIOC-F 787/20.5
4.	KYKR-F 48/ 9.5	13.0	9.6	12.3	13.2	4.	KIOC-F 57	4.	KYKR-F 759/19.9
5.	KLVI 43/ 8.5	7.2	8.7	13.5	8.9	5.	KYKR-F 54	5.	KAYD-F 753/21.9
6.	KZZB-F 35/ 6.9	7.2	2.5	6.7	6.5	6.	KZOM-F 44	6.	KTRH 560/11.4
7.	KALO 33/ 6.5	6.1	8.7	2.5	5.5	7.	KTRH 41	7.	KWIC-F 532/15.7
8.	KZOM-F 29/ 5.7	7.2	4.3	6.3	6.7	8.	KZZB-F 36	8.	KZOM-F 509/ 9.9
9.	KTRH 28/ 5.5	5.2	4.0	6.1	4.2	9.	KQXY-F 34	9.	KQXY-F 499/12.5
10.	KQXY-F 27/ 5.3	8.0	11.0	8.7	10.9	10.	KALO 33	10.	KZZB-F 498/14.9

12+ FM SHARE (METRO): 67.57% (325 of 481) (SPG 81: 60.98%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KZZB	1. KIOC-F	1. KIOC-F	1. KAYD-F	1. KLVI
2. KHYS-F	2. KHYS-F	2. KAYD-F	2. KIOC-F	2. KAYD-F
3. KZOM-F	3. KAYD-F	3. KHYS-F	3. KLVI	3. KYKR-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KAYD-F	1. KIOC-F	1. KAYD-F	1. KHYS-F	1. KIOC-F
KYKR-F	2. KHYS-F	2. KIOC-F	2. KIOC-F	2. KAYD-F
3. KLVI	3. KAYD-F	3. KLVI	KZOM-F	3. KLVI

OTHER RATED STATIONS/METRO SHARE

KAYC 1450	Beaumont	1.0	KOGT 1600	Orange	2.4	KWIC-F 107.7	Beau	4.2
KDLF 1150	P. Neches	2.2	KOLE 1340	P. Arthur	1.6	KLLOL-F 101.1	Houst	.4
KDVE 1510	Nederland	1.2	KTXC 1250	P. Arthur	2.0			

FORMATS

	AM	FM	TOTAL	%
COUNTRY	65 (3)	105 (2)	170 (5)	35.3
ROCK/AOR/CONTEMP		87 (4)	87 (4)	18.1
BLACK	33 (1)	54 (1)	87 (2)	18.1
MOR/AC	24 (3)	52 (1)	76 (4)	15.8
NEWS/TALK	28 (1)		28 (1)	5.8
BTFM MUSIC		27 (1)	27 (1)	5.6
RELIGION	6 (1)		6 (1)	1.2
			481 (18)	

RADIO STATIONS

KALO, 990, 1 KW	, BLACK	NBN, \$17.50	(Selcom)	
KLVI, 560, 5 KW (DA-N),	COUNTRY	ABC-I, \$33.00	(Torbet)	Hicks
KAYD-F, 97.5, 50 KW @	320, COUNTRY	, \$18.00*	(NMR)	Texas Coast
KHYS-F, 98.5, 65 KW @	380, BLACK (TM)	Source, \$20.00*	(Howard)	Clear Channel
KIOC-F, 106.1, 100 KW @	1060, AC (Century 21)	RKO, \$21.00	(Christal)	
KQXY-F, 94.1, 100 KW @	645, BTFM MUS (Schulke)	NBC, \$24.00	(Mc-Guild)	Air Waves
KYKR-F, 93.3, 100 KW @	500, COUNTRY	, \$33.00	(Torbet)	Hicks
KZOM-F, 104.5, 100 KW @	440, AOR	, \$11.00	(----)	
KZZB-F, 95.1, 60 KW @	238, BLACK or ROCK	NBN, \$17.50	(Selcom)	
KWIC-F, 107.7, 100 KW @	389, ROCK	ABC-C, \$18.00	(Roslin)	

KTRH - See Houston

BILLINGS

Market # 279
 Revenue Rank # 161
 Income Rank # 273
 APR 15.5
 SMSA Pop: 111,700
 CSI: .9 Bil (# 273)

Revenue : \$3,065,614
 Income : \$ -110,805
 % Rev Gain: 10.2
 Stations: 10/9
 Diaries: 609/183:1
 CSI HH: 21.8 M (# 200)
 Standard Error: .763

National Rev: \$379,143
 Nat Rev per Cap: \$3.39
 Tot Rev per Cap: \$27.45
 Tot Inc per Cap: \$-.99
 Profit Margin: ---
 Retail \$: .8 Bil (# 204)
 Retail Sales %: .344

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KGHL 20/14.2	16.3	7.0	1. KGHL 55	1. KGHL 575/28.1
KOOK 20/14.2	15.4	23.3	2. KOOK 32	2. KOOK 516/33.9
3. KYA-F 19/13.5	19.5	30.2	3. KYA-F 22	3. KYA-F 295/27.3
4. KZLS-F 18/12.8	4.9	5.4	4. KZLS-F 20	4. KOOK-F 244/18.7
5. KOOK-F 16/11.3	10.6	7.0	5. KOOK-F 17	5. KBMY 223/20.2
6. KBMY 13/ 9.2	11.4	8.5	6. KOYN 14	6. KZLS-F 212/21.8
7. KIDX-F 10/ 7.1	8.1	6.2	KBMY 14	7. KIDX-F 149/14.3
KOYN 10/ 7.1	8.1	9.3	8. KURL 12	8. KOYN 148/10.9
9. KURL 7/ 5.0	4.9	1.6	9. KIDX-F 11	9. KURL 127/ 9.8
10. KLYC 1/ .7	---	---	10. KLYC 1	10. KLYC 59/ 5.2

12+ FM SHARE (METRO): 47.01% (63 of 134) (SPG 81: 43.44%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KZLS-F	1. KOOK	1. KOOK	1. KGHL	1. KGHL
2. KYA-F	2. KYA-F	2. KYA-F	2. KOOK	2. KOOK-F
3. KOOK	3. KZLS-F	KGHL	3. KIDX-F	3. KBMY
		KZLS-F	KOOK-F	KOYN

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KOOK	1. KOOK	1. KGHL	1. KOOK	1. KGHL
KGHL	2. KIDX-F	2. KOOK-F	2. KYA-F	2. KOOK
3. KYA-F	KYA-F	3. KIDX-F	3. KZLS-F	3. KYA-F
	KZLS-F			

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	37 (2)	57 (3)	42.5
COUNTRY	33 (2)		33 (2)	24.6
BTFL MUSIC		16 (1)	16 (1)	11.9
NOSTALGIA	10 (1)		10 (1)	10.4
MOR/AC	1 (1)	10 (1)	11 (2)	8.2
RELIGION	7 (1)		7 (1)	5.2
			134 (10)	

RADIO STATIONS

KBMY, 1240, 1 KW/250 W , COUNTRY	ABC-I, \$ 9.00 (Gillis)	Peoria Jrnl Star
KGHL, 790, 5 KW (DA-N), COUNTRY (Drake-Chen)	CBS, \$16.25 (Eastman)	Hatch
KLYC, 1490, 1 KW/250 W , MOR	MBS, \$ 7.00 (----)	(LAUREL)
KOOK, 970, 5 KW (DA-N), CONTEMP/AC	ABC-C, \$15.00 (Torbet)	Matthias
KOYN, 910, 1 KW (DAYS), NOSTALGIA (Toby Arnold)	NBC, \$ 9.00 (P/W)	
KURL, 730, 5 KW (DAYS), RELIGION	, \$ 4.00 (----)	Christian Ent
KIDX-F, 98.5, 50 KW @ 402, AC	Source, \$11.00 (Eastman)	Hatch
KOOK-F, 102.9, 100 KW @ 750, BTFL MUS (Schulke)	, \$ 8.50 (Torbet)	Matthias
KYA-F, 93.3, 100 KW @ 700, ROCK	RKO, \$15.04 (Blair)	Meyer
KZLS-F, 97.1, 35 KW @ -30, ROCK (Drake-Chen)	, \$10.00* (Market 4)	

BINGHAMPTON

Market # 131
 Revenue Rank # 140
 Income Rank # 105
 APR 15.4
 SMSA Pop: 300,200
 CSI: 2.3 Bil (# 139)

Revenue : \$3,592,712
 Income : \$ 249,436
 % Rev Gain: 10.9
 Stations: 12/9
 Diaries: 390/770:1
 CSI HH: 20.5 M (# 250)
 Standard Error: .734

National Rev: \$471,637
 Nat Rev per Cap: \$1.57
 Tot Rev per Cap: \$11.97
 Tot Inc per Cap: \$.83
 Profit Margin: 6.9
 Retail \$: 1.4 Bil (# 141)
 Retail Sales %: .241

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 81</u>	<u>O/N 80</u>	<u>12+ TSA 1/4</u>	<u>12+ TSA CUME/MSA CUME RAT</u>	
1. WMRV-F	63/16.4	16.4	11.4	1. WAAL-F	71	1. WAAL-F	969/28.2
2. WNBF	53/13.8	15.6	10.6	WMRV-F	71	2. WMRV-F	911/30.5
3. WQYT-F	48/12.5	14.2	17.4	3. WQYT-F	70	3. WQYT-F	804/24.4
4. WAAL-F	47/12.2	11.5	12.4	4. WNBF	53	4. WNBF	787/30.5
5. WENE	33/ 8.6	4.2	7.5	5. WKOP	39	5. WKOP	569/19.7
WKOP	33/ 8.6	10.3	6.2	6. WENE	35	6. WENE	544/20.7
7. WWWT-F	20/ 5.2	7.1	8.0	7. WWWT-F	20	7. WINR	493/16.0
8. WINR	14/ 3.6	4.9	4.9	8. WINR	16	8. WWWT-F	386/15.0
9. WEBO	8/ 2.1	.7	2.8	9. WEBO	9	9. WEBO	169/ 6.4
10. WGBI-F	6/ 1.6	1.7	3.9	10. WGBI-F	8	10. WGBI-F	159/ 4.3

12+ FM SHARE (METRO): 57.78% (193 of 334) (SPG 81: 59.56%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>
1. WWWT-F	1. WMRV-F	1. WMRV-F	1. WMRV-F	1. WNBF
2. WMRV-F	2. WAAL-F	2. WAAL-F	2. WNBF	2. WQYT-F
WAAL-F	3. WENE	3. WNBF	3. WQYT-F	3. WKOP
<u>12+ AMD</u>	<u>WOMEN 18-34</u>	<u>WOMEN 25-54</u>	<u>MEN 18-34</u>	<u>MEN 25-54</u>
1. WNBF	1. WMRV-F	1. WMRV-F	1. WAAL-F	1. WNBF
2. WMRV-F	2. WAAL-F	2. WQYT-F	2. WMRV-F	2. WMRV-F
3. WAAL-F		3. WNBF	3. WENE	3. WAAL-F

OTHER RATED STATIONS/METRO SHARE

WKRZ-F 98.5 Wilkes-Barre 1.0 WSYR-F 94.5 Syracuse 1.3

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP		145 (6)	145 (6)	43.4
NOR/AC	75 (3)		75 (3)	22.5
COUNTRY	66 (2)		66 (2)	19.8
BTFL MUSIC		48 (1)	48 (1)	14.4
			334 (12)	

RADIO STATIONS

WEBO, 1330, 5 KW (DAYS)	, MOR	MBS, \$ 9.00 (Market 4)	(OWEGO)
WENE, 1430, 5 KW (DA-N)	, COUNTRY (Drake-Chen)	ABC-E, \$20.00 (Masla)	
WINR, 680, 1 KW/500 W (DA-2)	, CONTEMP/AC	ABC-I, \$16.00* (Savalli)	
WKOP, 1360, 5 KW/500 W (DA-2)	, COUNTRY	CBS, \$15.00 (Howard)	Regional
WNBF, 1290, 5 KW (DA-N)	, MOR	NBC, \$22.00* (Mc-Guild)	Stoner
WAAL-F, 99.1, 7 KW @ 1090	, ROCK	RKO, \$25.00 (Torbet)	Regional
WMRV-F, 105.7, 35 KW @ 570	, CONTEMP (Drake-Chen)	Source, \$18.00* (Masla)	
WQYT-F, 98.1, 10 KW @ 950	, BTFL MUS (Schulke)	, \$22.00* (Mc-Guild)	Stoner
WWWT-F, 101.7, 1 KW @ 450	, ROCK	ABC-C, \$ 9.00 (Market 4)	(OWEGO)

BIRMINGHAM

Market # 47; ADI # 47
 Revenue Rank # 43
 Income Rank # 340
 APR 17.1
 SMSA Pop: 860,100
 CSI: 6.3 Bil (# 55)

Revenue : \$12,234,201
 Income : \$ -357,586
 % Rev Gain: 8.1
 Stations: 22/24
 Diaries: 1338/643:1
 CSI HH: 20.3 M (# 260)
 Standard Error: .541

National Rev: \$2,901,748
 Nat Rev per Cap: \$3.37
 Tot Rev per Cap: \$14.22
 Tot Inc per Cap: \$-.42
 Profit Margin: ---
 Retail \$: 3.7 Bil (# 53)
 Retail Sales %: .286

		FAL	SPG	O/N	A/M				
12+ METRO	1/4/SHARE	81	81	80	80	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1.	WZZK-F	201/16.6	17.7	13.6	7.7	5.5	1.	WZZK-F	3643/30.9
2.	WENN-F	149/12.3	7.0	9.1	11.1	12.4	2.	WKXX-F	2811/26.6
3.	WKXX-F	137/11.3	10.5	12.3	11.1	11.0	3.	WENN-F	1795/20.4
4.	WATV	89/ 7.3	4.6	4.8	5.7	5.0	4.	WQEN-F	1550/14.6
5.	WQEZ-F	72/ 5.9	6.7	3.8	6.1	3.5	5.	WGSN	1478/18.8
6.	WGSN	60/ 5.0	6.0	6.4	8.3	8.3	6.	WQEZ-F	1457/15.3
7.	WAPI-F	53/ 4.4	5.5	4.7	6.1	6.3	7.	WQEN-F	1284/ 1.9
8.	WJLD	52/ 4.3	4.9	3.2	2.4	4.5	8.	WVOK	1234/ 9.0
9.	WENN	49/ 4.0	3.3	3.8	2.4	4.8	9.	WRKK-F	976/ 9.7
10.	WVOK	40/ 3.3	4.9	5.5	5.6	5.3	10.	WJLD	911/12.8

12+ FM SHARE (METRO): 59.58% (687 of 1153) (SPG 81: 55.35%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WKXX-F	1. WKXX-F	1. WZZK-F	1. WZZK-F	1. WZZK-F
2. WENN-F	2. WENN-F	2. WENN-F	2. WENN-F	2. WQEZ-F
3. WAPI-F	3. WZZK-F	WKXX-F	3. WKXX-F	3. WATV
4. WATV	4. WRKK-F	4. WGSN	4. WGSN	4. WENN-F
5. WZZK-F	5. WAPI-F	5. WATV	5. WATV	5. WVOK

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WZZK-F	1. WKXX-F	1. WZZK-F	1. WZZK-F	1. WZZK-F
2. WENN-F	2. WENN-F	2. WENN-F	WENN-F	2. WENN-F
3. WKXX-F	3. WZZK-F	WKXX-F	3. WKXX-F	3. WKXX-F
4. WGSN	4. WGSN	4. WATV	4. WRKK-F	4. WGSN
5. WATV	WATV	5. WGSN	5. WAPI-F	5. WRKK-F

FORMATS

	AM	FM	TOTAL	%
BLACK	172 (3)	149 (1)	321 (4)	27.8
COUNTRY	75 (4)	205 (2)	280 (6)	24.3
ROCK/AOR/CONTEMP		236 (4)	236 (4)	20.5
NOR/AC	100 (3)		100 (3)	8.7
RELIGION/GOSPEL	49 (1)	25 (1)	74 (2)	6.4
BTFL MUSIC		72 (1)	72 (1)	6.2
NEWS/TALK	36 (1)		36 (1)	3.1
NOSTALGIA	34 (1)		34 (1)	2.9
			1153 (22)	

BIRMINGHAM 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. WZZK-F	1. WZZK-F	1. WZZK-F	WAPI	1070	2.2
2. WKXX-F	2. WKXX-F	2. WSGN	WARF	1240 Jasper	.3
3. WENN-F	3. WENN-F	3. WKXX-F	WBUL	1220	2.6
4. WENN-F	4. WSGN	4. WENN-F	WCRT	1260	2.8
5. WAPI-F	5. WAPI-F	5. WQEZ-F	WDJC-F	93.7	2.1
	6. WQEZ-F	6. WAPI-F	WERC	960	3.0
7. WQEN-F	7. WVOK	7. WERC	WRKK-F	99.5	3.1
8. WVOK	8. WJLD	8. WCRT	WSMQ	1450 Bessemer	.7
9. WSGN	9. WQEN-F	9. WDJC-F	WWWB	1360 Jasper	1.1
10. WJLD	10. WERC	10. WAPI	WWWB-F	102.5 Jasper	.3
			WYDE	850	1.9
11. WAAX	11. WATV		WQEN-F	103.7 Gadsden	.7
12. WENN	12. WRKK-F				
13. WRKK-F	13. WAPI				
14. WDJC-F	14. WYDE				
15. WERC	15. WENN				

ADI FM SHARE: 62.95% (1079 of 1714) (SPG 81: 59.77%)

AM STATIONS

WAPI, 1070, 50 KW/5 KW (DA-N), AC (Burk-Abr)	CBS, \$25.00* (Torbet) Newhouse
WATV, 900, 1 KW (DAYS), BLACK	ABI, \$20.00* (Howard)
WENN, 1320, 5 KW (DAYS), BLACK/GOSPEL	NBN, \$40.00* (Selcom)
WERC, 960, 5 KW (DA-N), NEWS	CNN, \$41.00* (Mc-Guild) Mooney
WJLD, 1400, 1 KW/250 W, BLACK	ABC-C, \$20.50 (Masla)
WSGN, 610, 5 KW/1 KW (DA-N), AC	RKO, \$58.80 (Eastman) Harte-Hanks
WVOK, 690, 50 KW (DAYS), COUNTRY	, \$33.33* (HNW) Sanders
WYDE, 850, 50 KW/1 KW (DA-D), COUNTRY	ABC-I, \$38.75 (PRO)
WAAX, 570, 5 KW/500 W (DA-N), COUNTRY	ABC-E, \$15.13 (P/W) (GADSDEN)

FM STATIONS

WAPI-F, 94.5, 100 KW @ 1214, AOR (Burk-Abr)	Source, \$32.00* (Torbet) Newhouse
WDJC-F, 93.7, 100 KW @ 550, RELIGION	, \$20.00 (Savalli) Crawford
WENN-F, 107.7, 100 KW @ 640, BLACK	NBN, \$64.00* (Selcom)
WKXX-F, 106.9, 100 KW @ 1114, ROCK	, \$82.50* (Mc-Guild) Mooney
WQEZ-F, 96.5, 100 KW @ 890, BTFL MUS (TM)	, \$25.00* (Blair)
WRKK-F, 99.5, 100 KW @ 952, AOR	, \$30.00* (Christal)
WZZK-F, 104.7, 100 KW @ 640, COUNTRY	, \$80.00* (Katz) Katz
WQEN-F, 103.7, 100 KW @ 1110, ROCK	, \$25.00 (P/W) (GADSDEN)

BLOOMINGTON, IL

Market # 261
 Revenue Rank # 180
 Income Rank # 75
 APR 17.1
 SMSA Pop: 121,100
 CSI: 1.2 Bil (# 216)

Revenue : \$2,613,508
 Income : \$ 381,470
 % Rev Gain: 5.0
 Stations: 16/4
 Diaries: 655/185:1
 CSI HH: 26.0 M (# 50)
 Standard Error: ,839

National Rev: \$282,795
 Nat Rev per Cap: \$2.34
 Tot Rev per Cap: \$21.58
 Tot Inc per Cap: \$3.15
 Profit Margin: 14.6%
 Retail \$: .6 Bil (# 245)
 Retail Sales %: .397

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJBC 71/40.8	40.7	39.0	37.3	37.0	1. WJBC 87	1. WJBC 812/63.5
2. WBNQ-F 28/16.1	15.9	18.2	18.9	16.0	2. WBNQ-F 46	2. WBNQ-F 673/40.2
3. WWCT-F 13/ 7.5	5.5	5.2	6.5	7.2	3. WLS 26	3. WLS 580/26.6
4. WMLA-F 11/ 6.3	9.0	8.4	7.1	8.3	4. WWCT-F 19	4. WMAQ 343/12.6
5. WLS 10/ 5.7	6.2	5.8	5.3	7.2	5. WMAQ 18	5. WKZW-F 276/13.9
6. WMAQ 7/ 4.0	5.5	5.2	4.1	7.2	6. WKZW-F 15	6. WGN 253/ 9.6
7. WIHN-F 6/ 3.4	4.8	4.5	6.5	3.9	WMLA-F 15	7. WMLA-F 213/17.9
8. WKZW-F 5/ 2.9	2.8	1.3	1.8	1.7	8. WGN 11	8. WWCT-F 185/11.6
9. WSWT-F 3/ 1.7	.7	1.9	1.2	1.7	9. WSWT-F 10	9. WSWT-F 176/ 6.5
10. WGN 2/ 1.1	4.8	3.2	1.2	1.7	10. WIHN-F 6	10. WBBM 162/ 5.7

12+ FM SHARE (METRO): 41.98% (68 of 162) (SPG 81: 41.78%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WBNQ-F	1. WBNQ-F	1. WJBC	1. WJBC	1. WJBC
2. WJBC	2. WJBC	2. WBNQ-F	2. WBNQ-F	2. WMLA-F
WLS	3. WWCT-F	3. WWCT-F	3. WMAQ	3. WMAQ
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WJBC	1. WBNQ-F	1. WJBC	1. WBNQ-F	1. WJBC
2. WBNQ-F	2. WJBC	2. WBNQ-F	2. WWCT-F	2. WMAQ
3. WMLA-F	3. WLS	3. WMLA-F	3. WJBC	3. WMLA
	WWCT			WBNQ

OTHER RATED STATIONS/METRO SHARE

WBBM 780	Chicago	.6	WPEO 1020	Peoria	.6
WDWS-F 97.5	Champaign	.6	WSOY-F 102.9	Decatur	.6
WIRL 1290	Peoria	.6	WVEL 1140	Pekin	.6

FORMATS

	AM	FM	TOTAL	%
MOR/AC	74 (3)	1 (1)	75 (4)	46.3
ROCK/AOR/CONTEMP	10 (1)	47 (4)	57 (5)	35.2
COUNTRY	7 (1)	11 (1)	18 (2)	11.1
BTFL MUSIC	1 (1)	9 (2)	10 (3)	6.2
RELIGION	1 (1)		1 (1)	0.6
NEWS/TALK	1 (1)		1 (1)	0.6
			162 (16)	

RADIO STATIONS

WJBC, 1230, 1 KW/250 W, MOR	ABC-I, \$36.00	(Mc-Guild)	Bloomington
WBNQ-F, 101.5, 50 KW @ 460, ROCK (TM)	, \$22.50	(Torbet)	Bloomington
WIHN-F, 96.7, 3 KW @ 300, AC/BTFL (FM-100)	, \$16.00	(----)	
WMLA-F, 92.7, 3 KW @ 300, COUNTRY	NBC, \$18.00	(Masla)	

Other stations - see Peoria or Chicago

BOISE

Market # 187
 Revenue Rank # 184
 Income Rank # 363
 APR 16.4
 SMSA Pop: 182,600
 CSI: 1.4 Bil (# 187)

Revenue : \$2,601,229
 Income : \$ -661,584
 % Rev Gain: 26.6
 Stations: 17/9
 Diaries: 615/297:1
 CSI HH: 22.1 M (# 187)
 Standard Error: .796

National Rev: \$551,317
 Nat Rev per Cap: \$3.02
 Tot Rev per Cap: \$14.25
 Tot Inc per Cap: \$-3.62
 Profit Margin: ---
 Retail \$: 1.0 Bil (# 172)
 Retail Sales %: .231

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 81</u>	<u>O/N 80</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KBOI	44/12.4	13.1	16.5	1. KBOI	71	1. KBOI	950/28.0	
2. KBBK-F	42/11.8	11.0	3.7	2. KBBK-F	54	2. KFXD	645/20.4	
3. KIDQ-F	39/11.0	8.3	10.9	3. KIDQ-F	50	3. KBBK-F	570/20.3	
4. KIDO	31/ 8.7	7.0	7.1	4. KIDO	43	4. KIDO	514/18.2	
5. KBOI-F	27/ 7.6	10.1	10.1	5. KBOI-F	40	5. KGEM	499/18.3	
6. KGEM	24/ 6.8	11.0	8.2	6. KIZN-F	37	6. KBOI-F	489/16.6	
KIZN-F	24/ 6.8	---	---	7. KGEM	33	7. KIDQ-F	483/17.5	
8. KFXD-F	22/ 6.2	8.0	7.1	8. KFXD	30	8. KFXD-F	442/15.2	
9. KFXD	19/ 5.4	5.5	9.4	9. KFXD-F	29	9. KIZN-F	410/12.0	
10. KBXL-F	16/ 4.5	7.3	9.4	KJOT-F	29	10. KBXL-F	386/13.9	

12+ FM SHARE (METRO): 57.10% (193 of 338) (SPG 81: 54.58%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>
1. KBBK-F	1. KIDQ-F	1. KBOI	1. KBOI	1. KBOI
2. KIDQ-F	2. KBOI	2. KIDQ-F	2. KGEM	KBOI-F
	3. KBBK-F	3. KBBK-F	3. KBOI-F	3. KIDO
<u>12+ AMD</u>	<u>WOMEN 18-34</u>	<u>WOMEN 25-54</u>	<u>MEN 18-34</u>	<u>MEN 25-54</u>
1. KBOI	1. KFXD-F	1. KBOI	1. KIDQ-F	1. KBOI
2. KIDO	2. KBBK-F	2. KBOI-F	2. KBOI	2. KGEM
3. KBBK-F	KIDQ-F	3. KJOT-F	3. KBBK-F	KIZN-F

OTHER RATED STATIONS/METRO SHARE

KBGN	1060	Caldwell	3.7	KJOT-F	105.1	4.5	KSPD	790	.6
KBNY-F	96.9	Nampa	2.0	KKIC	950	1.4	KYME	740	1.4
KCID	1490	Caldwell	.6						

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	19 (1)	103 (3)	122 (4)	36.1
COUNTRY	24 (1)	40 (2)	64 (3)	18.9
MOR/AC	46 (2)		46 (2)	13.6
BTFM MUSIC		43 (2)	43 (2)	12.7
NOSTALGIA	31 (1)		31 (1)	9.2
UNKNOWN	7 (2)	7 (1)	14 (3)	4.1
RELIGION	13 (1)		13 (1)	3.8
CLASSICAL/VARIETY	5 (1)		5 (1)	1.5

338 (17)

RADIO STATIONS

KBOI, 670, 50 KW (DA-N), AC	NBC, \$23.00* (Katz)	
KFXD, 580, 5 KW (DA-N), CONTEMP	RKO, \$12.00 (Torbet)	
KGEM, 1140, 10 KW (DA-1), COUNTRY	ABC-I, \$21.13 (Eastman)	Hatch
KIDO, 630, 5 KW (DA-2), NOSTALGIA (A1 Ham)	CBS, \$20.03 (Blair)	
KBBK-F, 92.3, 44 KW @ 2500, ROCK	, \$ 9.75 (Lotus)	
KBOI-F, 97.9, 47 KW @ 2510, BTFM MUS (Schulke)	, \$18.00* (Katz)	
KBXL-F, 94.1, 25 KW @ 2500, BTFM MUS	, \$10.25 (Lotus)	
KFXD-F, 94.9, 46 KW @ 2520, ROCK (Drake-Chen)	RKO II, \$15.00 (Torbet)	
KIDQ-F, 104.3, 43 KW @ 2574, AOR (Sebastian)	Source, \$20.03 (Blair)	
KIZN-F, 93.1, 50 KW @	, COUNTRY (Barns-Somer), \$? ? (----)	
KJOT-F, 105.1, 43 KW @ 2574, COUNTRY (Drake-Chen)	ABC-I, \$12.50 (Eastman)	Hatch

BOSTON

Market # 6; ADI # 6
 Revenue Rank # 8
 Income Rank # 43
 APR 19.4
 SMSA Pop: 3,656,300
 CSI: 35.0 Bil (# 8)

Revenue : \$52,037,543
 Income : \$ 678,310
 % Rev Gain: 21.7%
 Stations: 37/34
 Diaries: 2383/1534:1
 CSI HH: 26.8 M (# 27)
 Standard Error: .426

National Rev: \$18,893,536
 Nat Rev per Cap: \$5.17
 Tot Rev per Cap: \$14.23
 Tot Inc per Cap: \$.19
 Profit Margin: 1.3%
 Retail \$: 19.5 Bil (# 7)
 Retail Sales %: .210

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. WHDH	473/8.5	7.9	8.7	9.7	8.5	1. WBZ 691	1. WBZ 10630/23.7
2. WBZ	467/8.4	8.5	8.2	6.8	6.7	2. WCOZ-F 607	2. WCOZ-F 8993/18.8
3. WCOZ-F	411/7.4	6.7	9.3	12.6	11.1	3. WHDH 532	3. WHDH 7580/22.4
4. WXKS-F	391/7.0	5.8	6.1	5.0	7.1	4. WXKS-F 500	4. WXKS-F 6392/16.3
5. WEEI	367/6.6	6.2	6.6	6.0	7.0	5. WEEI 404	5. WROR-F 6026/14.1
6. WMJX-F	298/5.3	3.5	.5	.6	.7	6. WMJX-F 367	6. WMJX-F 6016/16.0
7. WBCN-F	264/4.7	5.9	5.9	4.6	3.9	7. WBCN-F 366	7. WEEI 5925/17.5
8. WJIB-F	245/4.4	6.1	5.3	4.9	6.3	8. WROR-F 339	8. WBCN-F 5248/13.3
9. WROR-F	228/4.1	4.6	5.0	5.4	5.8	9. WJIB-F 316	9. WVBF-F 4687/12.7
10. WVBF-F	221/4.0	3.1	4.1	3.9	3.7	10. WHJY-F 300	10. WJIB-F 4424/11.7
11. WEEI-F	173/3.1	3.9	4.0	3.5	3.7	11. WVBF-F 281	11. WEEI-F 4340/10.7
12. WRKO	168/3.0	3.1	2.8	2.5	3.2	12. WEEI-F 261	12. WRKO 4298/11.4
13. WXKS	153/2.7	3.7	3.2	4.0	3.7	13. WAAF-F 238	13. WAAF-F 4166/ 6.2
14. WHUE-F	129/2.3	3.1	2.7	2.5	2.2	14. WRKO 217	14. WHJY-F 3549/ 1.5
15. WITS	114/2.0	1.7	2.2	2.0	2.6	15. WSSH-F 183	15. WHUE-F 2863/ 7.3

12+ FM SHARE (METRO): 57.63% (2913 of 5055) (SPG 81: 56.70%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WCOZ-F	1. WXKS-F	1. WXKS-F	1. WHDH	1. WBZ
2. WXKS-F	2. WCOZ-F	2. WCOZ-F	2. WBZ	2. WHDH
3. WVBF-F	3. WBCN-F	3. WBCN-F	3. WXKS-F	3. WEEI
4. WBOS-F	4. WMJX-F	4. WMJX-F	4. WMJX-F	4. WJIB-F
5. WAAF-F	5. WROR-F	5. WHDH	5. WROR-F	5. WXKS
6. WBCN-F	6. WVBF-F	6. WBZ	6. WBCN-F	6. WSSH-F
7. WROR-F	7. WEEI-F	7. WROR-F	7. WEEI	7. WHUE-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WBZ	1. WXKS-F	1. WHDH	1. WCOZ-F	1. WBZ
2. WHDH	2. WMJX-F	2. WBZ	2. WBCN-F	2. WBCN-F
3. WEEI	3. WCOZ-F	3. WXKS-F	3. WXKS-F	3. WHDH
4. WXKS-F	4. WBCN-F	4. WMJX-F	4. WMJX-F	4. WROR-F
5. WVBF-F	5. WROR-F	5. WROR-F	5. WVBF-F	5. WMJX-F
6. WCOZ-F	6. WHDH	6. WEEI-F	6. WROR-F	6. WXKS-F
7. WBCN-F	7. WEEI-F	7. WEEI	7. WEEI-F	7. WEEI

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	1048 (6)	891 (5)	1939 (11)	38.4
ROCK/AOR/CONTEMP		1415 (7)	1415 (7)	28.0
NEWS/TALK	649 (3)		649 (3)	12.8
BTFL MUSIC	35 (1)	407 (4)	442 (5)	8.7
BLACK/URBAN	129 (2)	73 (1)	202 (3)	4.0
BIG BAND/NOSTALGIA	154 (2)	19 (1)	173 (3)	3.4
RELIGION	91 (2)		91 (2)	1.8
CLASSICAL		81 (1)	81 (1)	1.6
COUNTRY	36 (1)	27 (1)	63 (2)	1.2
			<u>5055 (37)</u>	

BOSTON 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. WBZ	1. WBZ	1. WHDH	WBOS-F 92.9	Brookline	1.3
2. WCOZ-F	2. WCOZ-F	2. WBZ	WCAP 980	Lowell	.5
3. WHDH	3. WHDH	3. WCOZ-F	WCAS 740	Cambridge	.4
4. WXKS-F	4. WMJX-F	4. WXKS-F	WCGY-F 93.7	Lawrence	1.3
5. WEEI	5. WEEI	5. WEEI	WCRB-F 102.5		1.4
6. WMJX-F	6. WROR-F	6. WBCN-F	WDLW 1330		.6
7. WBCN-F	7. WXKS-F	7. WROR-F	WESX 1230	Salem	.4
8. WROR-F	8. WBCN-F	8. WVBF-F	WEZE 1260		.4
9. WJIB-F	9. WVBF-F	9. WMJX-F	WHAV-F 92.5	Haverhill	.3
10. WVBF-F	10. WJIB-F	10. WJIB-F	WHUE 1150		.6
11. WEEI-F	11. WRKO		WILD 1090		1.9
12. WAAF-F	12. WEEI-F		WJDA 1300	Quincy	.7
13. WRKO	13. WAAF-F		WLLH 1400	Lowell	.3
14. WSSH-F	14. WSSH-F		WLYN-F 101.7	Lynn	.3
15. WHUE-F	15. WHUE-F		WROL 950		1.3
			WSSH-F 99.5	Lowell	2.1
			WAAF-F 107.3	Worcester	1.7
			WOKQ-F 97.5	Dover,NH	.5
			WPLM-F+ 99.1	Plymouth	.3
			WSRS-F 96.1	Worcester	.3
			WHJY-F 94.1	Providence	.4

ADI FM SHARE: 62.37% (4612 of 7394) (SPG 81: 62.31%)

AM STATIONS

WBZ , 1030, 50 KW (DA-1), MOR	ABC-E, \$187.50 (RAR)	Westinghouse
WEEI, 590, 5 KW (DA-1), NEWS	CBS, \$133.75 (CBS Spot)	CBS
WHDH, 850, 50 KW (DA-2), MOR/AC	, \$226.88 (Blair)	Blair
WITS, 1510, 50 KW (DA-1), NEWS/TALK	NBC,MBS, \$ 58.00 (Katz)	Mariner
WRKO, 680, 50 KW (DA-2), TALK	RKO II,ABC-I, \$130.00* (RKO)	RKO
WXKS, 1430, 5 KW (DAYS), NOSTALGIA (Al Ham)	, \$ 56.44 (MMR)	

FM STATIONS

WBCN-F, 104.1, 50 KW @ 740, AOR	, \$306.25 (Torbet)	Infinity
WBOS-F, 92.9, 12 KW @ 888, URBAN (?)	, \$ 60.00* (Howard)	
WCOZ-F, 94.5, 7 KW @ 1140, AOR (Sebastian)	, \$230.00 (Blair)	Blair
WEEI-F, 103.3, 12 KW @ 890, SOFT ROCK	CBS-R, \$140.63 (CBS/FM)	CBS
WHUE-F, 100.7, 50 KW @ 500, BTFL MUS (Churchill)	, \$ 70.00* (Selcom)	GCC
WJIB-F, 96.9, 9 KW @ 1010, BTFL MUS (Schulke)	, \$120.00 (Christal)	GE
WMJX-F, 106.7, 18 KW @ 760, AC	, \$100.00* (Eastman)	Greater Media
WROR-F, 98.5, 6 KW @ 1191, AC	RKO, \$170.00* (RKO)	RKO
WSSH-F, 99.5, 40 KW @ 550, AC	, \$ 60.00* (HNW)	
WVBF-F, 105.7, 11 KW @ 954, CONTEMP	, \$133.75 (Mc-Guild)	Fairbanks
WXKS-F, 107.9, 21 KW @ 710, ROCK	, \$122.50 (MMR)	
WAAF-F, 107.3, 18 KW @ 760, AOR (Burk-Abr)	Source, \$115.00 (Katz)	Katz (WORCESTER)

BRIDGEPORT

Market # 102 (52 on county basis)
 Revenue Rank # 135
 Income Rank # 109
 APR 19.1
 SMSA Pop: 413,100 (809 M-County)
 CSI: 4.3 Bil (# 86) (#35-county)
 Standard Error: .703

Revenue : \$3,694,786
 Income : \$ 238,271
 % Rev Gain: 2.7
 Stations: 35/4
 Diaries: 862/479:1
 CSI HH: 33.9 M (# 2)
 Retail Sales %: .199

National Rev: \$807,846
 Nat Rev per Cap: \$1.96
 Tot Rev per Cap: \$8.94
 Tot Inc per Cap: \$.58
 Profit Margin: 6.4%
 Retail \$: 1.7 Bil (# 114)
 (#50 - county)

		FAL	SPG	FAL	SPG				
12+ METRO 1/4/SHARE		81	81	80	80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1.	WEZN-F	111/16.4	15.9	16.0	14.8	16.2	1.	WEZN-F	2061/30.3
2.	WICC	104/15.4	13.9	15.7	14.8	15.1	2.	WICC	1835/22.1
3.	WNAB	43/ 6.4	7.5	7.4	7.2	8.3	3.	WNBC	1752/41.9
4.	WNBC	41/ 6.1	7.2	7.4	7.3	9.2	4.	WCBS	1550/15.2
5.	WKCI-F	40/ 5.9	4.9	5.5	7.3	3.6	5.	WRKI-F	1002/18.7
6.	WRKI-F	34/ 5.0	3.2	3.7	1.8	2.8	6.	WRKI-F	866/12.2
7.	WPLR-F	30/ 4.4	4.1	5.4	7.0	6.2	7.	WABC	703/ 7.7
8.	WCBS	29/ 4.3	4.3	3.4	5.7	5.3	8.	WPLJ-F	681/ 6.7
9.	WDJZ	24/ 3.6	4.9	4.6	4.2	7.1	9.	WHN	608/ 5.5
10.	WRKS-F	21/ 3.1	1.8	---	---	---	10.	WCBS-F	576/ 4.0

12+ FM SHARE (METRO): 49.28% (309 of 627) (SPG 81: 44.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WRKI-F	1. WICC	1. WICC	1. WICC	1. WEZN-F
2. WNBC	2. WKCI-F	2. WEZN-F	2. WEZN-F	2. WICC
3. WPLR-F	3. WPLR-F	3. WKCI-F	3. WNBC	3. WNAB
WKCI-F	4. WRKI-F	4. WNBC	4. WKCI-F	4. WCBS

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WICC	1. WICC	1. WICC	1. WPLR-F	1. WEZN-F
2. WEZN-F	2. WKCI-F	2. WEZN-F	2. WRKI-F	2. WICC
3. WNBC	3. WRKS-F	3. WNAB	3. WICC	3. WNBC
4. WNAB	4. WNBC	4. WKCI-F	4. WNBC	4. WKCI-F

OTHER RATED STATIONS/METRO SHARE

WABC	770	NY	1.6	WELI	960	N. Haven	.3	WMCA	570	NY	.7
WADS	690	Anson.	2.2	WHLI	1100	Long Is.	.9	WNEW	1130	NY	.3
WAVZ	1300	N. Haven	.3	WHN	1050	NY	1.6	WOR	710	NY	2.4
WBLI-F	106.1	Long Is.	.7	WINS	1010	NY	.6	WPAT-F	93.1	NY	.6
WBLS-F	107.5	NY	1.8	WKHK-F	106.7	NY	.3	WPLJ-F	95.5	NY	1.9
WCBS-F	101.1	NY	.7	WKSS-F	95.7	Hart	.3	WQXR+	1560	NY	1.0
WDJF-F	107.9	Westp.	.7	WKTU-F	92.3	NY	1.0	WWYZ-F	92.5	Water.	.4
WDRC-F	102.9	Hart	.7	WLYQ-F	95.9	Norw.	.3	WYNY-F	97.1	NY	.7

FORMATS

	AM	FM	TOTAL	%
MOR/AC	164 (4)	13 (3)	177 (7)	28.2
ROCK/AOR/CONTEMP	41 (1)	134 (8)	175 (9)	27.9
BTFM MUSIC		117 (3)	117 (3)	18.7
NEWS/TALK	65 (5)		65 (5)	10.4
BLACK/URBAN		40 (3)	40 (3)	6.4
BIG BAND/NOST	34 (4)		34 (4)	5.4
COUNTRY	11 (1)	2 (1)	13 (2)	2.1
CLASSICAL	4 (1)	3 (1)	7 (2)	1.1

627 (35)

RADIO STATIONS

WDJZ, 1530, 5 KW (DAYS,DA)	, NOSTALGIA	MBS, \$17.50	(Lotus)
WICC, 600, 1 KW/500 W (DA-1), AC/MOR		, \$36.00	(Christal) Tribune Co.
WNAB, 1450, 1 KW/250 W	, MOR/TALK	ABC-I, \$33.25	(Savalli)
WEZN-F, 99.9, 25 KW @ 680, BTFM MUS (Carson)		, \$60.00	(Katz) Katz
WRKI-F, 95.1, 50 KW @ 500, AOR (Burk-Abr)		, \$30.00	(Roslin)

BUFFALO

Market # 32; ADI # 31
 Revenue Rank # 33
 Income Rank # 17
 APR 17.6
 SMSA Pop: 1,225,800
 CSI: 11.2 Bil (# 33)

Revenue : \$16,127,872
 Income : \$ 2,002,474
 % Rev Gain: 2.9
 Stations: 23/17
 Diaries: 1421/863:1
 CSI HH: 23.9 M (# 115)
 Standard Error: .523

National Rev: \$4,711,702
 Nat Rev per Cap: \$3.84
 Tot Rev per Cap: \$13.16
 Tot Inc per Cap: \$1.63
 Profit Margin: 12.4%
 Retail \$: 5.7 Bil (# 36)
 Retail Sales %: .233

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJYE-F 224/12.5	11.6	15.5	14.0	13.3	1. WJYE-F 247	1. WBEN-F 3622/24.6
2. WBEN 190/10.6	13.1	13.4	14.3	12.2	2. WBEN-F 205	2. WKBW 3427/30.4
3. WKBW 175/ 9.7	8.4	9.7	10.1	9.2	3. WBEN 203	3. WBEN 2996/26.5
4. WBEN-F 149/ 8.3	8.8	7.1	7.8	9.1	4. WGRQ-F 190	4. WGR 2991/23.0
5. WGRQ-F 139/ 7.7	9.7	7.6	6.0	6.7	5. WKBW 188	5. WJYE-F 2698/23.4
6. WGR 131/ 7.3	7.6	7.0	9.5	9.0	6. WGR 185	6. WGRQ-F 2245/17.1
7. WBLK-F 125/ 7.0	5.0	6.2	5.9	5.4	7. WBLK-F 125	7. WYRK-F 1340/10.5
8. WECK 85/ 4.7	5.1	1.6	---	.9	8. WYRK-F 103	8. WPHD-F 1221/11.0
9. WYRK-F 83/ 4.6	2.8	2.6	3.5	5.0	9. WECK 85	9. WBLK-F 1048/ 9.9
10. WZIR-F 50/ 2.8	2.2	.5	1.3	.5	10. WACJ-F 56	10. WECK 1037/ 9.9
WACJ-F 50/ 2.8	2.2	1.7	1.8	1.8	11. WZIR-F 52	11. WZIR-F 1013/ 9.2
12. WPHD-F 48/ 2.7	4.3	6.4	4.1	5.0	12. WPHD-F 50	12. WBUF-F 657/ 4.8

12+ FM SHARE (METRO): 56.87% (931 of 1637) (SPG 81: 57.23%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WGRQ-F	1. WBEN-F	1. WKBW	1. WGR	1. WJYE-F
2. WBEN-F	2. WGRQ-F	2. WGR	2. WKBW	2. WBEN
3. WBLK-F	3. WKBW	3. WBEN-F	3. WJYE-F	3. WKBW
4. WKBW	4. WBLK-F	4. WBLK-F	4. WBEN	4. WECK
	5. WGRQ-F	5. WGRQ-F	5. WBLK-F	5. WGR

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WBEN	1. WBEN-F	1. WKBW	1. WGRQ-F	1. WGR
2. WKBW	2. WKBW	2. WGR	2. WGR	2. WBEN
3. WJYE-F	3. WGRQ-F	3. WJYE-F	3. WBEN-F	3. WJYE-F
4. WGR	4. WBLK-F	4. WBEN	WBLK-F	4. WKBW
5. WBLK-F	5. WGR	5. WBLK-F	5. WKBW	5. WBEN-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	175 (1)	398 (5)	573 (6)	35.0
MOR/AC	378 (6)	75 (2)	453 (8)	27.6
BTFL MUSIC		230 (2)	230 (2)	14.0
BLACK/URBAN	31 (1)	125 (1)	156 (2)	9.5
COUNTRY	39 (2)	83 (1)	122 (3)	7.4
NOSTALGIA	85 (1)		85 (1)	5.2
RELIGION		20 (1)	20 (1)	1.2
			1639 (23)	

BUFFALO 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. WJYE-F	1. WBEN-F	1. WBEN	WBUF-F 92.9	1.4
2. WBEN	2. WKBW	2. WJYE-F	WDCX-F 99.5	1.1
3. WBEN-F	3. WBEN	3. WKBW	WHLD 1270	Niagara Falls .3
4. WKBW	4. WGR	4. WBLK-F	WJJL 1440	Niagara Falls 1.2
5. WGRQ-F	5. WJYE-F	5. WBEN-F	WLVL 1340	Lockport .5
6. WGR	6. WGRQ-F	6. WGR	WUFO 1080	Amherst 1.7
7. WBLK-F	7. WYRK-F	7. WGRQ-F	WWOL 1120	1.4
8. WYRK-F	8. WPHD-F	8. WECK	WXRL 1300	Lancaster .7
9. WECK	9. WBLK-F	9. WYRK-F	WYSL 1400	1.1
10. WACJ-F	10. WECK		WUWU-F 107.7	Wethersfield .7
11. WZIR-F	11. WZIR-F		CHRE-F 105.7	St. Catherines .3
12. WPHD-F	12. WBUF-F			
13. WJTN	13. WACJ-F			
14. WBUF-F	14. WYSL			
15. WWOL	15. WDCX-F			

ADI FM SHARE: 54.58% (1186 of 2173) (SPG 81: 58.02%)

AM STATIONS

WBEN, 930, 5 KW (DA-N), MOR	NBC, \$100.00* (Eastman)	
WECK, 1230, 1 KW/250 W, NOSTALGIA (Al Ham)	MBS, \$ 35.00* (Masla)	
WGR, 550, 5 KW (DA-N), AC	ABC-E, \$110.00* (Katz)	Taft
WKBW, 1520, 50 KW (DA-1), CONTEMP/AC	ABC-D, \$ 80.00* (Blair)	Capital Cities
WWOL, 1120, 1 KW (DAYS), COUNTRY	ABC-I, \$ 21.45 (RKO)	Associated
WYSL, 1400, 1 KW/250 W, MOR	CBS, \$ 25.00 (MMR)	
WJTN, 1240, 500 W/250 W, MOR	ABC-D, \$ 15.00 (Masla)	Goldman (JAMESTOWN)

FM STATIONS

WACJ-F, 104.1, 50 KW @ 390, AC (FM-100)	, \$ 21.45 (RKO)	Associated
WBEN-F, 102.9, 110 KW @ 1800, ROCK (TM)	, \$ 65.00* (Eastman)	
WBLK-F, 93.7, 50 KW @ 380, BLACK	NBN, \$ 32.00 (PRO)	
WBUF-F, 92.9, 91 KW @ 580, AC	ABC-F, \$ 28.00* (Mc-Guild)	
WDCX-F, 99.5, 110 KW @ 640, RELIGION	, \$ 14.00 (----)	Crawford
WGRQ-F, 96.9, 13 KW @ 890, AOR (Burk-Abr)	Source, \$ 60.00* (Katz)	Taft
WJYE-F, 96.1, 50 KW @ 480, BTFL MUS (Schulke)	, \$ 97.75 (Torbet)	McCormick
WPHD-F, 103.3, 49 KW @ 423, AOR	ABC-C, CBS-R, \$ 45.00* (MMR)	
WYRK-F, 106.5, 50 KW @ 390, COUNTRY (Century 21)	RKO II, \$ 22.00* (Mc-Guild)	Stoner
WZIR-F, 98.5, 46 KW @ 424, AOR	ABC-R, \$ 30.00 (Christal)	(NIAGARA FALLS)

CANTON

Market # 102
 Revenue Rank # 112
 Income Rank # 130
 APR 16.5
 SMSA Pop: 405,700
 CSI: 3.5 Bil (# 96)

Revenue : \$4,825,462
 Income : \$ 156,001
 % Rev Gain: 2.4
 Stations: 30/10
 Diaries: 871/466:1
 CSI HH: 24.1 M (# 105)
 Standard Error: .655

National Rev: \$1,101,247
 Nat Rev per Cap: \$2.71
 Tot Rev per Cap: \$11.89
 Tot Inc per Cap: \$.38
 Profit Margin: 3.2%
 Retail \$: 1.9 Bil (# 104)
 Retail Sales %: .217

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHBC 84/15.1	16.4	16.9	20.9	19.6	1. WHBC 93	1. WHBC 1316/35.6
2. WHBC-F 82/14.8	11.6	14.6	10.1	12.7	2. WHBC-F 92	2. WHBC-F 1020/25.7
3. WMMS-F 61/11.0	7.5	6.1	9.5	9.2	3. WMMS-F 85	3. WMMS-F 892/19.5
4. WDJQ-F 40/ 7.2	9.4	8.4	5.6	4.4	4. WQXK-F 45	4. WDJQ-F 695/18.1
5. WOOS-F 30/ 5.4	5.4	7.3	9.0	9.0	5. WDJQ-F 43	5. WGAR 658/16.5
6. WGAR 27/ 4.9	5.0	4.6	6.5	5.1	6. WGAR 33	6. WOOS-F 585/17.0
7. WKDD-F 25/ 4.5	.4	1.3	---	.6	7. WWWE 32	7. WWWE 572/ 6.6
8. WQXK-F 21/ 3.8	3.9	1.9	4.7	2.6	8. WOOS-F 31	8. WKDD-F 521/12.5
9. WSLR 16/ 2.9	3.9	5.6	2.9	5.0	9. WDBN-F 29	9. WGCL-F 378/ 5.0
10. WNYN 11/ 2.0	2.3	1.5	4.0	2.2	10. WKDD-F 26	10. WDBN-F 371/ 5.5

12+ FM SHARE (METRO): 62.86% (325 of 517) (SPG 81: 56.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WDJQ-F	1. WMMS-F	1. WMMS-F	1. WHBC-F	1. WHBC
2. WKDD-F	2. WOOS-F	2. WHBC-F	2. WHBC	2. WHBC-F
3. WMMS-F	3. WGAR	3. WHBC	3. WMMS-F	3. WSLR
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 19-34	MEN 25-54
1. WHBC	1. WMMS-F	1. WHBC	1. WMMS-F	1. WHBC-F
2. WHBC-F	2. WDJQ-F	2. WHBC-F	2. WGAR	2. WMMS-F
3. WGAR	3. WOOS-F	3. WDJQ-F	3. WOOS-F	3. WHBC

OTHER RATED STATIONS/METRO SHARE

WFAH 1310 Alliance 2.0	WAKR 1590 Akr .9	WNIR-F 100.1 Kent .5
WINW 1520 1.4	WDBN-F 94.9 Medina 1.4	WSRD-F 101.1 Young .9
WQIO 1060 .5	WDOK-F 102.1 Cleve .7	WWWE 1100 Cleve 1.8
WTIG 990 Massil. 1.8	WGCL-F 98.5 Cleve 1.3	WWWM-F 105.7 Cleve 1.4
WTOF-F 98.1 1.6	WHLO 640 Akron .9	WZAK-F 93.1 Cleve 1.3
KDKA 1020 Pitt .4	WJER-F 101.7 Dover .4	WZZP-F 106.5 Cleve .5
WAEZ-F 97.5 Akr 1.4	WKSW-F 99.5 Cleve .4	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	3 (1)	176 (7)	179 (8)	34.6
MOR/AC	144 (7)	3 (1)	147 (8)	28.4
BTFL MUSIC		104 (5)	104 (5)	20.1
COUNTRY	37 (3)	26 (3)	63 (6)	12.2
RELIGION		9 (1)	9 (1)	1.7
NOSTALGIA	8 (1)		8 (1)	1.5
BLACK/URBAN		7 (1)	7 (1)	1.4
			517 (30)	

RADIO STATIONS

WHBC, 1480, 5 KW (DA-N), MOR	ABC-E, \$65.63 (Christal)
WNYN, 900, 500 W (DAYS), COUNTRY	, \$11.00 (Lotus)
WDJQ-F, 92.5, 19 KW @ 500, ROCK (TM)	ABC-I, \$18.00 (HNW)
WHBC-F, 94.1, 50 KW @ 380, BTFL MUS (Bonne)	, \$30.63 (Christal)
WOOS-F, 106.9, 28 KW @ 341, CONTEMP	, \$17.00 (Howard)

Other stations - see Cleveland and Akron

CASPER

Market # 329
 Revenue Rank # 165
 Income Rank # 48
 APR 15.2
 SMSA Pop: 75,400
 CSI: .8 Bil (# 286)

Revenue : \$2,956,449
 Income : \$ 507,391
 % Rev Gain: 5.6
 Stations: 8/4
 Diaries: 684/110:1
 CSI HH: 27.7 M (# 20)
 Standard Error: .728

National Rev: \$292,931
 Nat Rev per Cap: \$3.89
 Tot Rev per Cap: \$39.21
 Tot Inc per Cap: \$6.73
 Profit Margin: 17.1%
 Retail \$: .5 Bil (# 266)
 Retail Sales %: .540

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 81</u>	<u>A/M 80</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KTRS-F	25/27.2	----	----	----	1. KTRS-F	34	1. KTWO	420/38.9
2. KVOC	23/25.0	25.6	27.0		KTWO	34	2. KTRS-F	338/40.6
3. KTWO	19/20.7	24.4	29.7		3. KVOC	27	3. KVOC	287/40.8
4. KAWY-F	10/10.9	11.1	8.1		4. KAWY-F	18	4. KAWY-F	217/23.1
5. KATI	7/ 7.6	34.4	29.7		5. KATI	7	5. KATI	169/27.9
6. KKAZ-F	2/ 2.2	---	---		6. KAZY-F	5	6. KAZY-F	54/ 5.3
KAZY-F	2/ 2.2	---	1.4		7. KKAZ-F	2	7. KKAZ-F	38/ 6.3
KLIR-F	2/ 2.2	---	---		8. KLIR-F	1	8. KLIR-F	28/ 2.8

12+ FM SHARE (METRO): 44.94% (40 of 89) (SPG 81: NA)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>
1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KVOC	1. KVOC
2. KAWY-F	2. KTWO	2. KVOC	2. KTRS-F	2. KTWO
3. KVOC	KAWY-F	3. KTWO	3. KTWO	3. KTRS-F

<u>12+ AMD</u>	<u>WOMEN 18-34</u>	<u>WOMEN 25-54</u>	<u>MEN 18-34</u>	<u>MEN 25-54</u>
1. KTWO	1. KTRS-F	1. KTRS-F	1. KTRS-F	1. KVOC
2. KVOC	2. KVOC	KVOC	2. KTWO	2. KTRS-F
3. KTRS-F	3. KATI	3. KTWO	KAWY-F	3. KTWO

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	7 (1)	39 (4)	46 (5)	51.7
COUNTRY	23 (1)		23 (1)	25.8
MOR/AC	19 (1)		19 (1)	21.3
BTFL MUSIC		1 (1)	1 (1)	1.1
			89 (8)	

RADIO STATIONS

KATI, 1400, 1 KW/250 W , CONTEMP/AC	NBC, \$20.00 (Masla)	Stuart
KTWO, 1030, 50 KW (DA-N), MOR	CBS, \$26.00* (Katz)	Harriscope
KVOC, 1230, 1 KW/250 W , COUNTRY	ABC-I, \$16.25 (Eastman)	
KAWY-F, 94.5, 65 KW @ 1908, ROCK (TM)	, \$16.00 (Masla)	Stuart
KTRS-F, 95.5, 94 KW @ 1965, ROCK	, \$21.00* (----)	
KKAZ - See Cheyenne Condensed	KLIR, KAZY - See Denver	

CEDAR RAPIDS

Market # 199
 Revenue Rank # 102
 Income Rank # 41
 APR 15.8
 SMSA Pop: 170,800
 CSI: 1.4 Bil (# 182)

Revenue : \$5,108,748
 Income : \$ 735,408
 % Rev Gain: 5.6
 Stations: 12/8
 Diaries: 616/277:1
 CSI HH: 23.0 M (# 155)
 Standard Error: .768

National Rev: \$1,337,632
 Nat Rev per Cap: \$7.83
 Tot Rev per Cap: \$29.91
 Tot Inc per Cap: \$4.31
 Profit Margin: 14.3%
 Retail \$: .9 Bil (# 192)
 Retail Sales %: .480

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMT 55/25.0	30.3	26.5	1. WMT 141	1. WMT 1594/41.6
2. KQCR-F 41/18.6	17.2	10.7	2. KHAK-F 78	2. KRNA-F 942/22.1
3. KHAK-F 25/11.4	5.4	8.2	3. KQCR-F 71	3. KQCR-F 939/34.9
4. KCRG 24/10.9	10.0	13.3	4. KRNA-F 65	4. KCRG 876/33.8
5. WMT-F 20/ 9.1	10.9	9.7	5. KCRG 43	5. KHAK-F 760/22.3
6. KRNA-F 19/ 8.6	9.5	7.7	6. WMT-F 35	6. WMT-F 563/21.0
7. KCDR 7/ 3.2	6.8	6.6	7. WHO 33	7. WHO 449/ 5.1
8. KHAK 4/ 1.8	1.8	8.2	8. KKRQ-F 14	8. KCDR 265/13.6
9. KFMW-F 3/ 1.4	1.4	1.0	9. KCDR 13	9. KKRQ-F 259/ 3.4
WHO 3/ 1.4	.9	.5	10. KFMW-F 11	10. KHAK 213/ 9.2

12+ FM SHARE (METRO): 54.63% (112 of 205) (SPG 81: 48.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KQCR-F	1. KQCR-F	1. KQCR-F	1. WMT	1. WMT
2. KCRG	2. KRNA-F	2. WMT	2. KHAK-F	2. WMT-F
KRNA-F	3. KHAK-F	3. KHAK-F	3. KCRG	3. KHAK-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WMT	1. KQCR-F	1. WMT	1. KQCR-F	1. WMT
2. KQCR-F	2. KHAK-F	2. KHAK-F	2. KRNA-F	2. KCRG
3. KHAK-F	3. KRNA-F	KQCR-F	3. KCRG	KHAK-F

OTHER RATED STATIONS/METRO SHARE

KTOF-F 104.5 .9 KKRQ-F 100.7 Iowa City .9

FORMATS

	AM	FM	TOTAL	%
MOR/AC	79 (2)		79 (2)	38.5
ROCK/AOR/CONTEMP		62 (3)	62 (3)	30.2
COUNTRY	11 (2)	25 (1)	36 (3)	17.6
BTFL MUSIC		23 (2)	23 (2)	11.2
NEWS/TALK	3 (1)		3 (1)	1.5
RELIGION		2 (1)	2 (1)	1.0
			205 (12)	

RADIO STATIONS

KCDR, 1450, 1 KW/250 W , COUNTRY (Drake-Chen)	APR, \$? ? (Christal)	Cowle
KCRG, 1600, 5 KW (DA-N) , CONTEMP/AC	ABC-E, \$19.00* (Torbet)	Cedar Rap Gazette
KHAK, 1360, 1 KW (DAYS,DA), COUNTRY	ABC-I, \$10.00* (Mc-Guild)	Stoner
WMT , 600, 5 KW (DA-N) , MOR	CBS, \$40.00* (Katz)	Cosmos
KHAK-F, 98.1, 100 KW @ 485, COUNTRY	ABC-I, \$28.00* (Mc-Guild)	Stoner
KQCR-F, 102.9, 100 KW @ 350, ROCK (Drake-Chen)	APR, \$33.50 (Christal)	
WMT-F , 96.5, 100 KW @ 540, BTFL MUS (Bonne)	, \$20.00* (Katz)	Cosmos
KKRQ-F, 100.7, 30 KW @ 304, CONTEMP	RKO, \$18.00 (Selcom)	(IOWA CITY)
KRNA-F, 93.9, 100 KW @ 590, AOR	, \$23.50 (Roslin)	(IOWA CITY)
WHO - See Des Moines	KFMW-F - See Waterloo	

CHARLESTON, SC

Market # 95
 Revenue Rank # 114
 Income Rank # 373
 APR 18.7
 SMSA Pop: 445,300
 CSI: 2.9 Bil (# 117)

Revenue : \$4,780,604
 Income : \$-1,275,980
 % Rev Gain: 4.7
 Stations: 16/14
 Diaries: 925/481:1
 CSI HH: 20.6 M (# 244)
 Standard Error: .688

National Rev: \$571,491
 Nat Rev per Cap: \$1.28
 Tot Rev per Cap: \$10.74
 Tot Inc per Cap: \$-2.87
 Profit Margin: ---
 Retail \$: 1.6 Bil (# 117)
 Retail Sales %: .288

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WWWZ-F 103/15.8	9.0	9.9	1.1	2.9	1. WWWZ-F 103	1. WDWQ-F 1047/12.8
2. WPAL 91/14.0	7.1	9.1	9.8	10.2	2. WPAL 92	2. WEZL-F 998/24.7
3. WEZL-F 80/12.3	11.5	10.5	10.7	10.0	3. WEZL-F 87	3. WSSX-F 943/23.8
4. WXTC-F 66/10.1	11.5	9.1	15.4	13.1	4. WQIZ 81	4. WWWZ-F 939/26.0
5. WSSX-F 63/ 9.7	12.7	15.5	11.1	8.2	5. WXTC-F 73	5. WCSC 880/24.1
6. WCSC 45/ 6.9	10.8	11.0	8.9	10.0	WDWQ-F 73	6. WXTC-F 836/19.8
7. WKTM-F 36/ 5.5	5.4	5.0	6.5	8.2	7. WSSX-F 64	7. WTMA 768/19.4
8. WTMA 35/ 5.4	4.4	4.7	5.9	8.8	8. WWDM-F 50	8. WPAL 723/20.0
9. WQIZ 31/ 4.8	8.1	8.7	5.7	3.5	9. WCSC 47	9. WWDM-F 667/ 2.1
10. WDWQ-F 25/ 3.8	5.2	5.2	7.6	9.0	10. WTMA 38	10. WKTM-F 647/18.5

12+ FM SHARE (METRO): 60.81% (377 of 620) (SPG 81: 58.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WSSX-F	1. WWWZ-F	1. WWWZ-F	1. WEZL-F	1. WEZL-F
2. WPAL	2. WSSX-F	2. WEZL-F	2. WWWZ-F	2. WXTC-F
3. WWWZ-F	WPAL	WPAL	3. WXTC-F	3. WPAL
4. WKTM-F	4. WEZL-F	4. WSSX-F	4. WPAL	4. WWWZ-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WEZL-F	1. WWWZ-F	1. WWWZ-F	1. WWWZ-F	1. WEZL-F
2. WWWZ-F	2. WSSX-F	2. WPAL	2. WPAL	2. WWWZ-F
3. WPAL	WCSC	3. WEZL-F	3. WSSX-F	WXTC-F
WXTC-F	4. WPAL	WXTC-F	4. WEZL-F	4. WSSX-F

OTHER RATED STATIONS/METRO SHARE

WAZS 980	Summerville .5	WGCA 1450	1.8	WOKE 1340	2.0
WBER 950	Mancks Cor. .3	WKXZ 910	1.7	WWDM-F 101.3	Sumter .6

FORMATS

	AM	FM	TOTAL	%
BLACK/URBAN	122 (2)	107 (2)	229 (4)	36.9
ROCK/AOR/CONTEMP	45 (1)	124 (3)	169 (4)	27.3
COUNTRY	5 (2)	80 (1)	85 (3)	13.7
BTFL MUSIC	12 (1)	66 (1)	78 (2)	12.6
MOR/AC	48 (2)		48 (2)	7.7
RELIGION	11 (1)		11 (1)	1.8

620 (16)

RADIO STATIONS

WCSC, 1290, 5 KW (DA-N), CONTEMP/AC	RKO, \$34.00* (Mc-Guild)
WPAL, 730, 1 KW (DAYS), BLACK	NBN, \$24.00* (Howard)
WQIZ, 810, 5 KW (DAYS), BLACK/GOSPEL	SBN, \$11.00* (Selcom)
WTMA, 1250, 5 KW/1 KW, AC	ABC-I, MBS, \$25.00* (Katz) Scconnix
WDWQ-F, 107.5, 100 KW @ 585, ROCK	, \$14.00 (Selcom) Scconnix
WEZL-F, 103.5, 100 KW @ 700, COUNTRY	NBC, \$42.00 (Blair)
WKTM-F, 102.5, 100 KW @ 666, ROCK	ABC-C, \$25.00* (Torbet)
WSSX-F, 95.1, 100 KW @ 350, AOR	, \$40.00* (Katz)
WWWZ-F, 93.5, 3 KW @ 510, BLACK	NBN, \$28.50* (PRO)
WXTC-F, 96.9, 100 KW @ 782, BTFL MUS	, \$33.00* (Mc-Guild)

WWDM-F - See Columbia

CHARLESTON, WV

Market # 147
 Revenue Rank # 117
 Income Rank # 63
 APR 17.1
 SMSA Pop: 271,600
 CSI: 2.4 Bil (# 131)

Revenue : \$4,675,137
 Income : \$ 437,651
 % Rev Gain: 14.5
 Stations: 14/13
 Diaries: 783/347:1
 CSI HH: 23.0 M (# 152)
 Standard Error: .707

National Rev: \$1,266,778
 Nat Rev per Cap: \$4.66
 Tot Rev per Cap: \$17.21
 Tot Inc per Cap: \$1.61
 Profit Margin: 9.3
 Retail \$: 1.5 Bil (# 125)
 Retail Sales %: .237

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WVAF-F 74/19.3	22.0	20.4	1. WVAF-F 123	1. WVAF-F 1553/40.7
2. WQBE-F 57/14.8	7.6	8.3	2. WQBE-F 110	2. WQBE-F 1201/25.2
3. WCAW 53/13.8	17.1	13.0	3. WCAW 92	3. WCAW 1131/29.5
4. WKLC-F 45/11.7	9.8	7.4	4. WKLC-F 87	4. WKLC-F 962/23.7
5. WCHS 31/ 8.1	7.0	12.1	5. WKEE-F 85	5. WCHS 934/26.0
6. WTIP+ 28/ 7.3	9.2	11.8	6. WCHS 50	6. WKEE-F 795/ 2.4
7. WKAZ 26/ 6.8	8.5	11.5	7. WBES-F 35	7. WKAZ 626/24.3
8. WBES-F 23/ 6.0	7.3	5.0	8. WKAZ 31	8. WBES-F 418/12.2
9. WZTQ 11/ 2.9	2.4	1.2	9. WEMM-F 29	9. WEMM-F 411/ 4.5
10. WEMM-F 8/ 2.1	1.8	1.2	WTIP+ 29	10. WTIP+ 323/13.7

12+ FM SHARE (METRO): 60.44% (220 of 364) (SPG 81: 55.95%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WVAF-F	1. WVAF-F	1. WVAF-F	1. WQBE-F	1. WCAW
2. WKLC-F	2. WKLC-F	2. WQBE-F	2. WVAF-F	2. WQBE-F
	3. WQBE-F	3. WKLC-F	3. WCAW	3. WVAF-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WCAW	1. WVAF-F	1. WVAF-F	1. WKLC-F	1. WQBE-F
WVAF-F	2. WKLC-F	2. WQBE-F	2. WVAF-F	2. WVAF-F
3. WQBE-F	3. WQBE-F	3. WCAW	3. WQBE-F	3. WCAW

OTHER RATED STATIONS/METRO SHARE

WGKV 1300 St. Albans 1.0 WSCW 1410 .5 WKEE-F 100.5 Huntington .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	26 (1)	121 (3)	147 (4)	40.4
COUNTRY	53 (1)	57 (1)	110 (2)	30.2
BTFL MUSIC	17 (1)	34 (2)	51 (3)	14.1
MOR/AC	42 (2)		42 (2)	11.5
RELIGION	2 (1)	8 (1)	10 (2)	2.7
NOSTALGIA	4 (1)		4 (1)	1.1
			364 (14)	

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), COUNTRY, \$48.13 (Blair) Capitol-Johnson
 WCHS, 580, 5 KW (DA-N), MOR, CBS, \$37.75* (Eastman) Rollins
 WKAZ, 950, 5 KW/1 KW (DA-N), CONTEMP/AC, \$41.63 (Mc-Guild) Nininger
 WTIP+, 1240, 1 KW/250 W, BTFL, \$33.00 (Howard) Beasley
 WZTQ, 1080, 5 KW (DAYS, DA), MOR, \$ 5.00 (----) (HURRICANE)
 WBES-F, 96.1, 50 KW @ 830, BTFL MUS, \$18.00* (Eastman) Rollins
 WKLC-F, 105.1, 50 KW @ 500, AOR (Burk-Abr), \$20.00* (Torbet)
 WQBE-F, 97.5, 50 KW @ 500, COUNTRY, \$41.63 (Mc-Guild) Nininger
 WVAF-F, 99.9, 50 KW @ 497, ROCK, ABC-F, \$48.13 (Blair) Capitol-Johnson

Other stations and ADI info - see Huntington

CHARLOTTE

Market # 61; ADI # 32
 Revenue Rank # 38
 Income Rank # 20
 APR 16.9
 SMSA Pop: 651,000
 CSI: 5.5 Bil (# 67)

Revenue : \$14,253,055
 Income : \$ 1,646,964
 % Rev Gain: 6.5
 Stations: 22/21
 Diaries: 1118/582:1
 CSI HH: 23.7 M (# 123)
 Standard Error: .586

National Rev: \$3,947,416
 Nat Rev per Cap: \$6.06
 Tot Rev per Cap: \$21.89
 Tot Inc per Cap: \$2.53
 Profit Margin: 11.5%
 Retail \$: 3.2 Bil (# 61)
 Retail Sales %: .373

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WSOC-F 124/13.7	17.3	15.3	12.6	10.9	1. WSOC-F 427	1. WSOC-F 4367/25.8
2. WBT 102/11.3	11.1	14.8	15.9	15.6	2. WROQ-F 243	2. WROQ-F 3117/21.7
3. WROQ-F 97/10.7	8.5	8.9	10.5	9.2	3. WBT 177	3. WBT 2918/28.0
4. WEZC-F 76/ 8.4	8.9	8.8	9.9	8.8	4. WEZC-F 161	4. WBCY-F 2734/23.3
5. WBCY-F 72/ 8.0	9.0	9.2	8.7	6.9	5. WBCY-F 158	5. WEZC-F 1911/16.0
WPEG-F 72/ 8.0	8.3	7.4	7.3	6.3	6. WPEG-F 113	6. WAYS 1651/21.0
7. WGIV 62/ 6.9	6.6	4.7	4.4	6.4	7. WLVV-F 71	7. WPEG-F 1275/15.5
8. WAYS 42/ 4.6	5.9	8.7	8.5	9.7	8. WAYS 67	8. WLVV-F 1237/10.8
9. WSOC 35/ 3.9	2.7	4.5	3.8	6.1	9. WGIV 62	9. WZXI-F 972/ 9.9
10. WQCC 34/ 3.8	1.5	---	---	---	10. WSOC 49	10. WSOC 845/ 9.8

12+ FM SHARE (METRO): 58.67% (501 of 854) (SPG 81: 55.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WROQ-F	1. WROQ-F	1. WSOC-F	1. WSOC-F	1. WSOC-F
2. WPEG-F	2. WBCY-F	2. WROQ-F	2. WBT	2. WBT
3. WGIV	3. WSOC-F	3. WBT	3. WEZC-F	3. WEZC-F
4. WBT	WPEG-F	4. WBCY-F	4. WPEG-F	4. WSOC
		WPEG-F		

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WAYS+	1. WROQ-F	1. WBT	1. WROQ-F	1. WSOC-F
2. WBT	2. WPEG-F	2. WSOC-F	2. WBCY-F	2. WBT
3. WSOC-F	3. WBCY-F	3. WEZC-F	3. WSOC-F	3. WROQ-F
4. WBCY-F	WSOC-F	4. WPEG-F	4. WPEG-F	4. WBCY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	4 (1)	229 (5)	233 (6)	27.3
MOR/AC	191 (5)		191 (5)	22.4
COUNTRY	40 (4)	124 (1)	164 (5)	19.2
BLACK/URBAN	62 (1)	72 (1)	134 (2)	15.7
BTFM MUSIC		76 (1)	76 (1)	8.9
NOSTALGIA	35 (1)		35 (1)	4.1
RELIGION	21 (2)		21 (2)	2.5
			854 (22)	

CHARLOTTE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WSOC-F	1. WSOC-F	1. WSOC-F	WAAK	960	Dallas .4
2. WROQ-F	2. WROQ-F	2. WBT	WAME	1480	1.5
3. WBT	3. WBT	3. WROQ-F	WGAS	1420	Gastonia .4
4. WEZC-F	4. WBCY-F	4. WEZC-F	WGNC	1450	Gastonia 1.0
5. WBCY-F	5. WEZC-F	5. WPEG-F	WHVN	1310	.8
6. WPEG-F	6. WAYS	6. WAYS	WIST	1240	.3
7. WLVV-F	7. WPEG-F	7. WBCY-F	WIXE	1190	Monroe 2.0
8. WAYS	8. WLVV-F	8. WGIV	WLTC	1370	Gastonia 1.1
9. WGIV	9. WZXI-F	9. WSOC	WMAP	1060	Monroe 1.0
10. WXRC-F	10. WXRC-F	10. WZXI-F	WZXI-F	101.9	Gastonia 2.7
11. WSOC	11. WSOC		WLVV-F	96.9	Statesville 3.5
12. WZXI-F	12. WGIV		WXIK-F	96.1	Shelby .4
13. WXIK-F	13. WXIK-F				
WTQR-F	14. WTQR-F				
15. WHKY-F	15. WHKY-F				
WQCC					

ADI FM SHARE: 72.29% (1552 of 2147) (SPG 81: 71.73%)

AM STATIONS

WAYS, 610, 5 KW/1 KW (DA-2), OLDIES (Burk-Abr)	, \$ 60.00* (Eastman)
WBT, 1110, 50 KW (DA-N), AC	ABC-I, \$110.00* (Blair) Jeff-Pilot
WGIV, 1600, 1 KW/500 W (DA-N), BLACK	NBN, \$ 23.75* (Selcom)
WQCC, 1540, 1 KW (DAYS), OLDIES (?)	, \$ 20.00* (----)
WSOC, 930, 5 KW/1 KW (DA-N), NOSTALGIA (Toby Arnold)	MBS, \$ 30.00* (Christal) Cox
	NBC

FM STATIONS

WROQ-F, 95.1, 100 KW @ 574, AOR (Burk-Abr)	, \$ 80.50* (Eastman)
WBCY-F, 107.9, 100 KW @ 980, ROCK	ABC-F, \$ 60.00* (Blair) Jeff-Pilot
WEZC-F, 104.7, 100 KW @ 1240, BTFL MUS	, \$ 68.00* (Torbet) EZ
WSOC-F, 103.7, 100 KW @ 1040, COUNTRY (TM)	, \$100.00* (Christal) Cox
WZXI-F, 101.9, 100 KW @ 870, SOFT ROCK	ABC-C, \$ 23.00 (Masla)
WPEG-F, 97.9, 20 KW @ 390, BLACK (Drake-Chen)	SBN, \$ 35.25 (Howard) (CONCORD)
WLVV-F, 96.9, 100 KW @ 499, AC (Churchill)	, \$ 20.00* (Mc-Guild) (STATESVILLE)
WXIK-F, 96.1, 100 KW @ 286, CONTEMP	MBS, \$ 9.00 (Southern) (SHELBY)
WXRC-F, 95.7, 100 KW @ 330, ROCK	, \$ 15.50 (Southern) (HICKORY)
WHKY-F, 102.9, 15 KW @ 325, RELIGION	ABC-F, \$ 6.00 (HICKORY)

WTQR - See Greensboro

CHATTANOOGA

Market # 97
 Revenue Rank # 100
 Income Rank # 101
 APR 17.4
 SMSA Pop: 436,300
 CSI: 3.3 Bil (# 103)

Revenue : \$5,187,197
 Income : \$ 269,958
 % Rev Gain: 19.1
 Stations: 16/16
 Diaries: 980/445:1
 CSI HH: 19.4 M (# 296)
 Standard Error: .640

National Rev: \$929,782
 Nat Rev per Cap: \$2.13
 Tot Rev per Cap: \$11.89
 Tot Inc per Cap: \$.62
 Profit Margin: 5.2%
 Retail \$: 1.9 Bil (# 106)
 Retail Sales %: .241

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSKZ-F 95/15.3	15.5	13.5	14.8	15.1	1. WSKZ-F 191	1. WSKZ-F 2041/27.1
2. WDEF 72/11.6	8.5	13.5	16.8	14.6	2. WDOD-F 162	2. WDOD-F 1740/21.9
3. WDOD-F 68/10.9	9.2	7.0	.6	2.6	3. WDEF-F 82	3. WDEF-F 1148/22.9
4. WJTT-F 67/10.8	---	11.4	9.6	.9	4. WJTT-F 76	4. WDEF 960/24.9
5. WDEF-F 58/ 9.3	10.3	11.2	11.4	12.5	5. WDEF 72	5. WFLI 811/15.3
6. WNOO 43/ 6.9	2.7	2.9	2.8	11.2	6. WNOO 44	6. WDOD 663/14.5
7. WGOW 34/ 5.5	3.8	6.4	4.2	5.6	7. WQLS-F 40	7. WQLS-F 662/ 8.9
8. WDOD 30/ 4.8	6.2	8.9	9.2	13.5	8. WFLI 39	8. WJTT-F 630/15.1
9. WFLI 29/ 4.7	---	7.9	12.4	4.5	9. WGOW 35	9. WGOW 601/15.7
10. WQLS-F 25/ 4.0	---	---	---	---	10. WDOD 33	10. WNOO 409/10.6

12+ FM SHARE (METRO): 59.25% (333 of 562) (SPG 81: 51.01%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WSKZ-F	1. WSKZ-F	1. WSKZ-F	1. WDOD-F	1. WDEF
2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WSKZ-F	2. WDOD-F
3. WQLS-F	3. WNOO	3. WDOD-F	3. WDEF	3. WDEF-F
4. WDOD-F	4. WDOD-F	4. WNOO	4. WJTT-F	4. WDOD
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WDEF	1. WSKZ-F	1. WDOD-F	1. WSKZ-F	1. WDOD-F
2. WDOD-F+	2. WJTT-F	2. WJTT-F	2. WJTT-F	2. WDEF
3. WSKZ-F	3. WDOD-F	3. WDEF-F	3. WNOO	3. WDOD
4. WDEF-F	4. WNOO	WSKZ-F	4. WGOW	WSKZ-F

OTHER RATED STATIONS/METRO SHARE

WCHU-F 102.3	Soddy-Daisy 2.3	WDXB 1490 1.0	WOWE-F 105.5	Rossville,GA 1.0
WEPG 910	S. Pitt. 1.3	WMOC 1450 .5	WRIP 980	Rossville,GA .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (1)	134 (3)	168 (4)	29.9
COUNTRY	65 (3)	74 (2)	139 (5)	24.7
BLACK	43 (1)	66 (1)	110 (2)	19.6
MOR/AC	72 (1)		72 (1)	12.8
BTFM MUSIC		58 (1)	58 (1)	10.3
UNKNOWN	8 (1)		8 (1)	1.4
RELIGION	7 (2)		7 (2)	1.2

562 (16)

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), MOR	CBS, \$37.25* (Katz)	Park
WDOD, 1310, 5 KW (DA-N), COUNTRY	ABC-E, \$25.00* (Torbet)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2), COUNTRY	ABC-C, \$40.00* (Mc-Guild)	
WGOW, 1150, 5 KW/1 KW (DA-N), CONTEMP	, \$35.00 (Eastman)	Bloomington
WNOO, 1260, 5 KW (DAYS), BLACK	SBN, \$11.50 (Lazar)	
WDEF-F, 92.3, 100 KW @ 895, BTFM MUS (FM-100)	, \$37.25* (Katz)	Park
WDOD-F, 96.5, 19 KW @ 1010, COUNTRY	RKO, \$35.00* (Torbet)	Bahakel
WJTT-F, 94.3, 3 KW @ 325, BLACK	ABC-C, \$30.00* (Mc-Guild)	
WSKZ-F, 106.5, 100 KW @ 1076, ROCK	, \$49.00 (Eastman)	Bloomington
WQLS-F, 100.7, 100 KW @ 360, CONTEMP	, \$24.00 (Masla)	

CHICAGO

Market # 3; ADI # 3
 Revenue Rank # 3
 Income Rank # 13
 APR 18.5
 SMSA Pop: 7,125,700
 CSI: 71.7 Bil (# 3)

Revenue : \$104,375,740
 Income : \$ 2,547,849
 % Rev Gain: 9.7
 Stations: 34/65
 Diaries: 3170/2248:1
 CSI HH: 27.6 M (# 21)
 Standard Error: .366

National Rev: \$33,060,209
 Nat Rev per Cap: \$4.64
 Tot Rev per Cap: \$14.65
 Tot Inc per Cap: \$.32
 Profit Margin: 2.4%
 Retail \$: 33.3 Bil (# 3)
 Retail Sales %: .229

12+ METRO	1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WGN	918/7.8	9.2	9.6	9.4	9.6	1. WGN	1201	1. WLS	20424/17.7		
2. WGCI-F	778/6.6	6.1	6.9	6.3	4.1	2. WLS	1015	2. WGN	17465/19.8		
3. WBMX-F	604/5.1	4.6	2.1	2.7	2.6	3. WMAQ	832	3. WMAQ	15724/12.8		
4. WLOO-F	577/4.9	5.8	6.5	6.1	6.7	4. WGCI-F	780	4. WBBM	12624/15.1		
5. WBBM	573/4.9	5.9	6.0	6.1	7.2	5. WBBM	688	5. WLS-F	10165/14.9		
6. WLS	558/4.8	4.5	4.7	5.0	5.0	6. WBMX-F	630	6. WGCI-F	8867/13.8		
7. WIND	533/4.5	4.8	4.7	4.8	3.8	7. WLOO-F	599	7. WBMX-F	8430/12.8		
8. WLS-F	477/4.1	3.6	3.5	4.4	4.3	8. WIND	563	8. WLUP-F	7850/11.4		
9. WLAK-F	460/3.9	4.4	3.7	4.0	3.3	9. WLS-F	489	9. WCLR-F	7282/11.2		
10. WLUP-F	450/3.8	4.2	4.2	3.5	3.1	WLUP-F	489	10. WBBM-F	7131/10.5		
11. WCLR-F	437/3.7	3.5	3.4	2.9	3.3	11. WLAK-F	482	11. WLOO-F	6995/10.8		
WJPC	437/3.7	2.5	2.5	2.7	3.1	12. WLAK-F	482	12. WIND	6851/10.0		
13. WJJD	434/3.7	1.1	1.1	1.6	.9	13. WCLR-F	448	13. WMET-F	6788/10.2		
14. WMAQ	410/3.5	3.9	4.2	4.8	5.1	14. WJPC	440	14. WLAK-F	6723/10.2		
15. WBBM-F	322/2.7	2.1	2.7	2.2	2.4	15. WBBM-F	340	15. WKQX-F	6558/10.0		
16. WKQX-F	317/2.7	2.9	3.3	3.8	3.7	16. WKQX-F	322	16. WFYR-F	6486/ 9.7		
17. WFYR-F	292/2.5	3.8	3.1	2.6	2.8	17. WFYR-F	305	17. WJPC	6146/ 9.5		
18. WMET-F	279/2.4	2.3	3.4	4.0	3.5	18. WMET-F	293	18. WJJD	5541/ 8.0		
WVON	279/2.4	2.0	1.6	1.4	1.5	19. WVON	280	19. WVON	4506/ 7.1		
20. WJEZ-F	270/2.3	1.6	3.0	3.1	3.1	20. WJEZ-F	274	20. WJEZ-F	4402/ 6.6		
21. WUSN-F	188/1.6	1.3	1.9	1.6	1.6	21. WUSN-F	208	21. WCFL	4248/ 5.1		
22. WOJO-F	186/1.6	1.0	1.3	.9	.9	22. WXRT-F	190	22. WAIT	3261/ 4.3		
23. WXRT-F	183/1.6	2.0	1.6	2.1	1.3	23. WAIT	189	23. WUSN-F	3251/ 4.6		
24. WAIT	171/5.1	2.0	2.5	2.1	3.0	24. WOJO-F	186	24. WXRT-F	3177/ 4.8		
25. WFMT-F	154/1.3	2.0	2.2	1.4	1.9	25. WCFL	161	25. WFMT-F	2323/ 3.5		

12+ FM SHARE (METRO): 57.12% (6192 of 10841) (SPG 81: 54.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WLS	1. WGCI-F	1. WGCI-F	1. WGN	1. WGN
2. WLUP-F	2. WBMX-F	2. WBMX-F	2. WGCI-F	2. WLOO-F
3. WGCI-F	3. WLUP-F	3. WLS	3. WLOO-F	3. WJJD
4. WLS-F	4. WLS-F	4. WCLR-F	4. WBMX-F	4. WBBM
5. WJPC	5. WLS	5. WLS-F	5. WCLR-F	5. WLAK-F
6. WBMX-F	6. WCLR-F	6. WLUP-F	6. WLS	6. WMAQ
7. WBBM-F	7. WJPC	7. WJPC	7. WJJD	7. WIND
8. WMET-F	8. WKQX-F	8. WGN	8. WMAQ	8. WJEZ-F
9. WVON	9. WMET-F	9. WKQX-F	9. WJPC	9. WCLR-F
10. WCLR-F	10. WFYR-F	10. WLOO-F	10. WJEZ-F	10. WGCI-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WGN	1. WGCI-F	1. WGN	1. WBMX-F	1. WGN
2. WLS+	2. WBMX-F	2. WGCI-F	2. WLUP-F	2. WCLR-F
3. WBBM	3. WCLR-F	3. WLOO-F	3. WGCI-F	3. WGCI-F
4. WGCI-F	4. WLS	4. WBMX-F	4. WLS-F	4. WBMX-F
5. WIND	5. WLS-F	5. WLS	5. WMET-F	5. WLOO-F
6. WLOO-F	6. WKQX-F	6. WCLR-F	6. WLS	6. WMAQ
7. WMAQ	7. WJPC	7. WJJD	7. WJPC	7. WLS
8. WBMX-F	8. WLUP-F	8. WLAK-F	8. WXRT-F	8. WBBM
9. WJPC	9. WFYR-F	9. WJEZ-F	9. WCLR-F	9. WJPC
10. WCLR-F	10. WBBM-F	10. WFYR-F	WKQX-F	10. WLS-F

FORMATS	AM	FM	TOTAL	%
BLACK/URBAN/JAZZ	800 (4)	1473 (3)	2273 (7)	21.0
ROCK/AOR/CONTEMP	558 (1)	1711 (5)	2269 (6)	20.9
MOR/AC	1082 (3)	1046 (3)	2128 (6)	19.6
BTFL MUSIC	171 (1)	1037 (2)	1208 (3)	11.1
NEWS/TALK	1106 (2)		1106 (2)	10.2
COUNTRY	410 (1)	458 (2)	868 (3)	8.0
NOSTALGIA	434 (1)		434 (1)	4.0
CLASSICAL		194 (2)	194 (2)	1.8
SPANISH		186 (1)	186 (1)	1.7
UNKNOWN/OTHER	88 (1)	47 (1)	135 (2)	1.2
RELIGION		40 (1)	40 (1)	0.4
			<u>10841 (34)</u>	

CHICAGO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. WGN	1. WGN	1. WGN	WCFL 1000 1.1
2. WGCI-F	2. WLS	2. WGCI-F	WJOB 1230 Hammond .3
3. WLS	3. WBBM	3. WBBM	WLNR-F 106.3 Lansing .4
4. WBMX-F	4. WLS-F	4. WLS	WMPP 1470 Chicago Hts .7
5. WBBM	5. WMAQ	5. WOJO-F	WNIB-F 97.1 .3
6. WLOO-F	6. WGCI-F	6. WLOO-F	WWCA 1270 Gary .4
7. WIND	7. WBMX-F	7. WBMX-F	WXFM-F 105.9 Elmwood Park .8
8. WMAQ	8. WLUP-F	8. WIND	WXOL 1450 .3
9. WLS-F	9. WCLR-F	9. WJPC	WYCA-F 92.3 Hammond .3
10. WLAK-F	10. WLOO-F	10. WMAQ	
11. WLUP-F	11. WBBM-F		
12. WJJD	12. WMET-F		
13. WCLR-F	13. WLAK-F		
14. WJPC	14. WKQX-F		
15. WBBM-F	15. WIND		

ADI FM SHARE: 55.43% (639 of 11538) (SPG 81: 53.02%)

AM STATIONS

WAIT, 820, 5 KW/1 KW	, BTFL MUS (FM-100)	, \$ 63.75 (Katz)	Century
WBBM, 730, 50 KW	, NEWS	CBS, \$218.75* (CBS Spot)	CBS
WCFL, 1000, 50 KW (DA-2)	, MOR	MBS, \$ 91.00* (---)	Mutual
WGN, 720, 50 KW	, MOR/TALK	, \$220.00* (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, TALK	ABC-E, \$130.00* (RAR)	Westinghouse
WJJD, 1160, 50 KW (DAYS,DA)	, NOSTALGIA (A1 Ham)	, \$ 53.44 (MMR)	Plough
WJPC, 950, 1 KW/5 KW	, BLACK	NBN, \$100.00 (---)	
WLS, 890, 50 KW	, ROCK	ABC-C, \$256.25 (Blair)	ABC
WMAQ, 670, 50 KW	, COUNTRY	NBC, \$200.00* (Eastman)	NBC
WVON, 1390, 5 KW (DA-2)	, BLACK	SBN, \$ 70.00* (Selcom)	Gannett

FM STATIONS

WBBM-F, 96.3, 6 KW @ 1174, ROCK	CBS-R, \$ 96.00 (CBS/FM)	CBS
WBMX-F, 102.7, 6 KW @ 1170, BLACK	, \$125.00 (Masla)	
WCLR-F, 101.9, 5 KW @ 1520, MOR/AC	, \$116.25* (Torbet)	Bonneville
WFMT-F, 98.7, 16 KW @ 1167, CLASSICAL	, \$105.00 (CMBS)	
WFYR-F, 103.5, 4 KW @ 1552, AC (Burk-Abr)	RKO, \$137.50* (RKO)	RKO
WGCI-F, 107.5, 33 KW @ 600, URBAN	MBS, \$140.00 *(Selcom)	Gannett
WJEZ-F, 104.3, 19 KW @ 820, COUNTRY	RKO II, \$ 90.84 (MMR)	Plough
WKQX-F, 101.1, 6 KW @ 1170, AC	, \$103.13 (Eastman)	NBC
WLAK-F, 93.9, 5 KW @ 1530, BTFL MUS (Schulke)*	, \$153.75 (Mc-Guild)	Viacom
WLOO-F, 100.3, 6 KW @ 1167, BTFL MUS (FM-100)	, \$230.00* (Katz)	Century
WLS-F, 94.7, 6 KW @ 1170, ROCK/AOR	ABC-R, \$120.00 (Blair)	ABC
WLUP-F, 97.9, 6 KW @ 1170, AOR (Sebastian)	, \$175.00 (MMR)	Heftel
WMET-F, 95.5, 6 KW @ 1170, AOR (Burk-Abr)	Source, \$171.88 (Katz)	Metromedia

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

CINCINNATI

Market # 27; ADI # 26
 Revenue Rank # 22
 Income Rank # 375
 APR 17.4
 SMSA Pop: 1,404,900
 CSI: 12.6 Bil (# 30)

Revenue : \$23,244,466
 Income : \$-1,371,493
 % Rev Gain: 7.5
 Stations: 23/19
 Diaries: 1356/1036:1
 CSI HH: 25.0 M (# 69)
 Standard Error: .540

National Rev: \$5,810,691
 Nat Rev per Cap: \$4.14
 Tot Rev per Cap: \$16.55
 Tot Inc per Cap: \$-.98
 Profit Margin: ---
 Retail \$: 6.6 Bil (# 30)
 Retail Sales %: .316

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLW 205/10.2	8.1	11.0	8.5	14.5	1. WLW 315	1. WLW 5447/27.2
2. WEBN-F 196/ 9.8	11.8	9.6	8.6	9.7	2. WEBN-F 255	2. WKRC-F 3943/23.0
3. WKRC 165/ 8.2	7.8	9.2	10.4	8.0	3. WHIO-F 236	3. WEBN-F 3299/21.4
4. WKRC-F 161/ 8.0	8.3	9.6	10.5	10.7	4. WKRC-F 230	4. WKRC 3289/21.3
5. WWEZ-F 142/ 7.1	8.9	9.8	9.7	6.3	5. WTUE-F 212	5. WHIO-F 2775/ 2.1
6. WRRM-F 125/ 6.2	6.3	7.1	3.4	3.1	6. WKRC 197	6. WTUE-F 2423/ 1.2
7. WMLX 118/ 5.9	6.1	.7	1.7	1.7	7. WUBE-F 181	7. WYYS-F 2305/11.7
8. WUBE-F 113/ 5.6	5.9	4.2	5.7	5.8	8. WWEZ-F 178	8. WWEZ-F 2233/15.0
9. WCKY 91/ 4.5	6.4	7.9	6.4	8.0	9. WYYS-F 138	9. WUBE-F 2133/10.9
10. WCIN 88/ 4.4	2.6	5.8	4.6	4.3	10. WRRM-F 136	10. WRRM-F 1967/14.8
11. WYYS-F 87/ 4.3	5.5	2.5	4.1	1.6	11. WBLZ-F 133	11. WBLZ-F 1817/ 9.6
12. WBLZ-F 78/ 3.9	2.4	2.2	---	1.2	12. WMLX 125	12. WCKY 1572/11.6

12+ FM SHARE (METRO): 57.87% (1062 of 1835) (SPG 81: 56.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WKRC-F	1. WEBN-F	1. WEBN-F	1. WKRC	1. WLW
2. WEBN-F	2. WRRM-F	2. WRRM-F	2. WRRM-F	2. WKRC
3. WCIN	3. WKRC-F	3. WKRC	3. WLW	3. WWEZ-F
4. WBLZ-F	4. WKRC	4. WKRC-F	4. WUBE-F	4. WMLX-F
5. WYYS-F	5. WYYS-F	5. WUBE-F	5. WWEZ-F	5. WCKY

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WKRC	1. WRRM-F	1. WKRC	1. WEBN-F	1. WLW
2. WLW	2. WKRC-F	2. WRRM-F	2. WRRM-F	2. WKRC
3. WUBE-F	3. WEBN-F	3. WUBE-F	3. WKRC	3. WRRM-F
4. WCKY	4. WCIN	4. WWEZ-F	4. WKRC-F	4. WEBN-F
5. WEBN-F	WYYS-F	5. WLW	5. WSKS-F	5. WUBE-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		502 (5)	502 (5)	27.4
MOR/AC	370 (2)	125 (1)	495 (3)	27.0
COUNTRY	68 (2)	151 (2)	219 (4)	11.9
BTFL MUSIC		189 (3)	189 (3)	10.3
BLACK/URBAN	88 (1)	86 (2)	174 (3)	9.5
NOSTALGIA	118 (1)		118 (1)	6.4
NEWS/TALK	91 (1)		91 (1)	5.0
UNKNOWN	31 (1)		31 (1)	1.7
RELIGION	7 (1)	9 (1)	16 (2)	0.9
			1835 (23)	

CINCINNATI 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. WLW	1. WLW	1. WLW	WHKK-F	100.9	Erlanger .4
2. WEBN-F	2. WKRQ-F	2. WKRQ-F	WLYK-F	107.1	Milford 1.7
3. WKRQ-F	3. WEBN-F	3. WEBN-F	WNOP	740	Newport 1.5
4. WKRC	4. WKRC	4. WUBE-F	WSAI	1360	2.9
5. WUBE-F	5. WWEZ-F	5. WKRC	WSAI-F	94.1	1.9
6. WWEZ-F	6. WUBE-F	6. WCIN	WTSJ	1050	.3
7. WRRM-F	7. WYYS	7. WMLX	WSKS-F	96.5	Hamilton 2.4
8. WMLX	8. WCKY	8. WWEZ-F	WDAO-F	107.7	Dayton .4
9. WYYS-F	9. WCKY	9. WCKY	WHIO-F	99.1	Dayton .6
10. WCIN	10. WSKS-F	10. WRRM-F	WONE	980	Dayton .4
WBLZ-F	11. WMLX		WTUE-F	104.7	Dayton .5
12. WSAI	12. WBLZ-F				
13. WSKS-F	13. WSAI				
14. WSAI-F	14. WCIN				
15. WLYK-F	15. WSAI-F				

ADI FM SHARE: 60.35% (1455 of 2411) (SPG 81: 56.93%)

AM STATIONS

WCIN, 1480, 5 KW/500 W (DA-2), BLACK	NBN, \$ 47.00 (HNW)	BENI
WCKY, 1530, 50 KW (DA-N), NEWS/TALK	ABC-I, CBS, \$ 63.75* (Eastman)	Federated
WKRC, 550, 5 KW/1 KW (DA-2), AC	ABC-E, \$ 65.00* (Katz)	Taft
WLW, 700, 50 KW, MOR	NBC, \$ 86.25 (CBS Spot)	Mariner
WMLX, 1230, 1 KW/250 W, NOSTALGIA (Al Ham)	, \$ 45.00* (Mc-Guild)	Plough
WSAI, 1360, 5 KW (DA-N), COUNTRY	MBS, \$ 40.00* (Christal)	Booth

FM STATIONS

WBLZ-F, 103.5, 50 KW @ 500, URBAN	, \$ 47.00 (HNW)	BENI
WEBN-F, 102.7, 31 KW @ 610, AOR (Sebastian)	, \$ 85.00* (Torbet)	Wood
WKRQ-F, 101.9, 25 KW @ 660, ROCK	, \$105.00* (Katz)	Taft
WLYK-F, 107.1, 3 KW @ 300, BTFL MUS (Bonne)	, \$ 20.00 (Groskin)	Perry (MILFORD)
WRRM-F, 98.5, 15 KW @ 810, SOFT ROCK/AC	, \$100.00 (Blair)	Susquehanna
WSAI-F, 94.1, 32 KW @ 550, COUNTRY	ABC-C, \$ 40.00* (Christal)	Booth
WUBE-F, 105.1, 11 KW @ 920, COUNTRY	, \$ 55.00* (Mc-Guild)	Plough
WWEZ-F, 92.5, 11 KW @ 905, BTFL MUS (Schulke)	, \$ 63.75* (Eastman)	Federated
WYYS-F, 94.5, 27 KW @ 640, CONTEMP/AC	, \$ 22.00 (MMR)	Heftel
WSKS-F, 96.5, 50 KW @ 810, AOR/ROCK	RKO, ABC-F, \$ 37.00 (CBS/FM)	Mariner (HAMILTON)

WHIO, WTUE - See Dayton

CLEVELAND

Market # 20; ADI # 9
 Revenue Rank # 17
 Income Rank # 16
 APR 17.2
 SMSA Pop: 1,869,700
 CSI: 18.6 M (# 17)

Revenue : \$30,466,570
 Income : \$ 2,149,930
 % Rev Gain: -0.8
 Stations: 24/23
 Diaries: 1556/1202:1
 CSI HH: 27.0 M (# 25)
 Standard Error: .504

National Rev: \$8,599,785
 Nat Rev per Cap: \$4.60
 Tot Rev per Cap: \$16.29
 Tot Inc per Cap: \$1.15
 Profit Margin: 7.1%
 Retail \$: 8.8 Bil (# 21)
 Retail Sales %: .293

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WMMS-F 219/8.2	8.3	9.0	8.3	10.5	1. WMMS-F 503	1. WMMS-F 6285/19.2
2. WDOK-F 205/7.6	7.7	8.1	10.4	8.4	2. WGCL-F 347	2. WGCL-F 5862/19.0
3. WQAL-F 197/7.3	6.5	6.6	7.3	8.0	3. WZZP-F 263	3. WWWE 4194/14.5
4. WZZP-F 188/7.0	5.9	6.1	5.6	6.2	4. WQAL-F 260	4. WGAR 4087/13.8
5. WGCL-F 169/6.3	5.2	5.6	6.2	6.3	5. WDOK-F 250	5. WZZP-F 3721/16.2
6. WDMT-F 159/5.9	7.2	4.9	5.3	2.8	6. WWWE 211	6. WWWM-F 3502/13.5
7. WBBG 150/5.6	5.3	3.4	1.0	.4	7. WWWM-F 210	7. WQAL-F 3368/14.6
8. WWWM-F 142/5.3	3.1	4.0	3.4	3.1	8. WDMT-F 200	8. WDOK-F 3006/14.8
9. WERE 132/4.9	6.1	5.8	5.4	6.1	9. WGAR 192	9. WKDD-F 2506/ 4.6
10. WHK 129/4.8	4.8	6.7	6.2	7.6	10. WBBG 156	10. WDMT-F 2427/11.8
11. WWWE 120/4.5	3.5	3.2	4.2	5.7	11. WHK 145	11. WERE 2092/12.7
12. WGAR 99/3.7	5.2	4.7	5.1	5.1	12. WERE 136	12. WLYT-F 1967/11.0
13. WABQ 87/3.2	3.0	1.2	1.8	1.5	13. WDBN-F 129	13. WHK 1965/10.3
14. WZAK-F 76/2.8	2.9	2.2	2.3	2.9	14. WKDD-F 127	14. WKSW-F 1940/ 7.3
15. WJMO 72/2.7	2.7	2.7	3.0	2.4	15. WZAK-F 119	15. WBBG 1865/11.2
16. WKSW-F 71/2.6	3.7	3.7	3.7	3.4	16. WKSW-F 115	16. WZAK-F 1708/ 7.3
17. WJW 65/2.4	2.6	4.4	5.1	3.6	17. WABQ 87	17. WJMO 1491/ 9.6
18. WCLV-F 64/2.4	2.7	3.0	2.1	2.2	18. WCLV-F 81	18. WDBN-F 1398/ 2.5
19. WLYT-F 63/2.3	2.4	3.9	4.2	3.6	19. WJW 74	19. WJW 1273/ 6.6
20. WDBN-F 46/1.7	1.3	1.1	1.3	1.1	20. WJMO 72	20. WCLV-F 1146/ 5.6

12+ FM SHARE (METRO): 64.44% (1622 of 2517) (SPG 81: 63.06%)

TEENS--	18 - 34	18 - 49	25 - 54	35 - 64
1. WGCL-F	1. WMMS-F	1. WMMS-F	1. WZZP-F	1. WDOK-F
2. WMMS-F	2. WZZP-F	2. WZZP-F	2. WDOK-F	2. WQAL-F
3. WDMT-F	3. WWWM-F	3. WDMT-F	3. WQAL-F	3. WBBG
4. WLYT-F	4. WDMT-F	4. WWWM-F	4. WGAR	4. WERE
5. WWWM-F	5. WGCL-F	5. WGCL-F	5. WDMT-F	5. WZZP-F
6. WZAK-F	6. WGAR	6. WGAR	6. WMMS-F	6. WWWE

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHK	1. WZZP-F	1. WZZP-F	1. WMMS-F	1. WZZP-F
2. WERE	2. WGCL-F	2. WQAL-F	2. WWWM-F	2. WDOK-F
3. WMMS-F	3. WMMS-F	3. WDOK-F	3. WDMT-F	3. WGAR
4. WDOK-F	4. WDMT-F	4. WGCL-F	4. WZZP-F	4. WMMS-F
5. WQAL-F	5. WZAK-F	5. WABQ	5. WGCL-F	5. WWWE
6. WZZP-F	WWWM-F	6. WDMT-F	6. WGAR	6. WDMT-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP		616 (5)	616 (5)	24.5
BTFL MUSIC		448 (3)	448 (3)	17.8
BLACK/URBAN	159 (2)	235 (2)	394 (4)	15.7
MOR/AC	191 (4)	188 (1)	379 (4)	15.1
COUNTRY	249 (2)	71 (1)	320 (3)	12.7
NOSTALGIA	150 (1)		150 (1)	6.0
NEWS/TALK	132 (1)		132 (1)	5.2
CLASSICAL		64 (1)	64 (1)	2.5
RELIGION	14 (1)		14 (1)	0.6
			<u>2517 (24)</u>	

CLEVELAND 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. WMMS-F	1. WMMS-F	1. WHK	WELW 1330 Willoughby .6
2. WGCL-F	2. WGCL-F	2. WQAL-F	WPVL 1460 Painesville .4
3. WQAL-F	3. WWWE	WZZP-F	WSUM 1100 Parma .5
4. WZZP-F	4. WGAR	4. WWWE	WKDD-F 96.5 Akron .9
5. WDOK-F	5. WZZP-F	5. WMMS-F	
6. WWWM-F	6. WWWM-F	6. WGCL-F	
7. WWWE	7. WQAL-F	7. WDMT-F	
8. WGAR	8. WDOK-F	8. WBBG	
9. WDMT-F	9. WKDD-F	9. WGAR	
10. WBBG	10. WDMT-F	10. WERE	
11. WHK	11. WERE		
12. WERE	12. WLYT-F		
13. WDBN-F	13. WHK		
14. WKDD-F	14. WKSU-F		
15. WZAK-F	15. WBBG		

ADI FM SHARE: 66.37% (3217 of 4847) (SPG 81: 62.28%)

AM STATIONS

WABQ, 1540, 1 KW (DAYS)	, BLACK	SBN, \$? ? (Lotus)	
WBBG, 1260, 5 KW (DA-2)	, NOSTALGIA (Al Ham)	NBC, \$ 49.00 (Torbet)	
WERE, 1300, 5 KW (DA-1)	, NEWS/TALK	MBS,ABC-I, \$ 70.44* (MMR)	
WGAR, 1220, 50 KW (DA-1)	, AC	RKO II,ABC-E, \$ 80.00* (Blair)	Nationwide
WHK, 1420, 5 KW (DA-N)	, COUNTRY	NBC, \$110.00* (Katz)	Malrite
WJMO, 1490, 1 KW/250 W	, BLACK	NBN, \$ 50.00* (Masla)	United
WJW, 850, 10 KW/5 KW (DA-1)	, MOR	ABC-D, \$ 46.25 (Christal)	
WWWE, 1110, 50 KW	, COUNTRY	CBS, \$ 80.00* (Eastman)	Gannett

FM STATIONS

WCLV-F, 95.5, 27 KW @ 640,	CLASSICAL	, \$ 38.75 (CMBS)	
WDBN-F, 94.9, 118 KW @ 310,	BTFL MUS (FM-100)	, \$ 25.00 (Masla)	(MEDINA)
WDMT-F, 107.9, 70 KW @ 390,	URBAN	RKO, \$ 52.50 (Howard)	Beasley
WDOK-F, 102.1, 50 KW @ 370,	BTFL MUS (Churchill)	, \$ 75.25* (Eastman)	Gannett
WGCL-F, 98.5, 40 KW @ 600,	ROCK	ABC-F, \$ 85.00* (MMR)	
WKSU-F, 99.5, 50 KW @ 500,	COUNTRY	RKO II, \$ 49.88 (Blair)	Nationwide
WLYT-F, 92.3, 27 KW @ 234,	ROCK	, \$ 33.00* (Masla)	United
WMMS-F, 100.7, 32 KW @ 600,	AOR	Source, \$130.00* (Katz)	Malrite
WQAL-F, 104.1, 8 KW @ 1060,	BTFL MUS (Schulke)	, \$111.25* (Mc-Guild)	Gulf
WWWM-F, 105.7, 27 KW @ 900,	AOR	CBS-R,ABC-C, \$ 65.00 (Torbet)	
WZAK-F, 93.1, 28 KW @ 620,	URBAN	, \$ 42.25 (Selcom)	
WZZP-F, 106.5, 8 KW @ 1060,	AC	APR, \$ 92.00 (Christal)	Booth

WKDD-F - See Akron

COLORADO SPRINGS

Market # 119
 Revenue Rank # 115
 Income Rank # 376
 APR 17.5
 SMSA Pop: 330,600
 CSI: 2.7 Bil (# 120)

Revenue : \$4,757,047
 Income : \$-1,478,547
 % Rev Gain: 36.6
 Stations: 20/13
 Diaries: 841/393:1
 CSI HH: 23.2 Mil (# 143)
 Standard Error: .723

National Rev. \$742,519
 Nat Rev per Cap: \$2.25
 Tot Rev per Cap: \$14.39
 Tot Inc per Cap: \$-4.47
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 130)
 Retail Sales %: .326

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KILO-F 88/19.3	14.0	11.2	11.0	9.6	1. KILO-F 114	1. KILO-F 1076/28.3
2. KSPZ-F 57/12.5	12.4	13.6	16.4	11.1	2. KSPZ-F 69	2. KKFM-F 965/23.5
3. KKCS-F+ 36/ 7.9	6.7	4.9	4.0	7.3	3. KKFM-F 58	3. KSPZ-F 911/27.0
4. KKFM-F 35/ 7.7	9.3	3.4	2.8	1.8	4. KRDO-F 56	4. KRDO-F 638/14.9
KRDO-F 35/ 7.7	8.3	8.9	9.9	11.1	5. KIIQ-F 42	5. KIIQ-F 621/17.0
6. KIIQ-F 27/ 5.9	3.1	2.0	2.5	3.9	6. KKCS-F+ 36	6. KYSN 546/20.8
KVOR 27/ 5.9	7.1	7.6	7.3	7.5	7. KOA 32	7. KOA 517/12.0
8. KSSS 25/ 5.5	9.0	9.4	7.6	8.0	8. KCCY-F 28	8. KVOR 465/17.5
9. KYSN 22/ 4.8	4.3	7.8	9.0	8.8	9. KVOR 27	9. KRDO 394/13.8
10. KOA 18/ 3.9	4.8	4.9	6.2	4.9	10. KSSS 26	10. KSSS 391/14.1

12+ FM SHARE (METRO): 71.29% (303 of 425) (SPG 81: 56.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KKFM-F	1. KILO-F	1. KILO-F	1. KSPZ-F	1. KRDO-F
KILO-F	2. KSPZ-F	2. KSPZ-F	2. KILO-F	2. KKCS-F+
3. KSPZ-F	3. KIIQ-F	3. KKCS-F+	KKCS-F+	3. KVOR
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KILO-F	1. KILO-F	1. KSPZ-F	1. KILO-F	1. KILO-F
2. KVOR	2. KSPZ-F	2. KIIQ-F	2. KSPZ-F	2. KKCS-F+
3. KSPZ-F	3. KIIQ-F	3. KKCS-F+	3. KKFM-F	3. KSPZ-F

OTHER RATED STATIONS/METRO SHARE

KPIK 1580 .4	KWYD-F 105.5	Security .7	KPKE-F 95.7	Denver 1.1
KRDO 1240 2.4	KCCY-F 97.9	Pueblo .4	KVOD-F 99.5	Denver .7
KRTS 1490 1.3	KLZ 560	Denver 1.8	KYNR-F 99.9	Pueblo 3.3

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	22 (1)	185 (4)	207 (5)	48.7
COUNTRY	36 (3)	35 (2)	71 (5)	16.7
BTFL MUSIC		50 (2)	50 (2)	11.8
NEWS/TALK	45 (2)		45 (2)	10.6
MOR/AC	11 (1)	27 (1)	38 (2)	8.9
NOSTALGIA	6 (1)		6 (1)	1.4
RELIGION	2 (1)	3 (1)	5 (2)	1.2
CLASSICAL		3 (1)	3 (1)	0.7

425 (20)

RADIO STATIONS

KRDO, 1240, 1 KW/250 W , AC	RKO, \$20.75 (Torbet)
KSSS, 740, 1 KW/250 W (DA-2), COUNTRY	NBC, \$20.00* (PRO) Peoria Jrnl Star
KVOR, 1300, 5 KW/1 KW , NEWS/TALK	CBS,ABC-I, \$29.00 (Selcom) Sunbelt
KYSN, 1460, 1 KW/500 W (DA-N), ROCK	, \$15.00 (Mc-Guild) Walton
KIIQ-F, 102.7, 40 KW @ 2080, CONTEMP/AC	, \$11.50 (Eastman) Wiskes-Abaris
KILO-F, 93.9, 83 KW @ 2110, AOR	, \$27.00 (Christal)
KKCS-F+, 101.9, 50 KW @ -310, COUNTRY	ABC-E, \$16.00* (Masla)
KKFM-F, 96.5, 23 KW @ 2300, ROCK	ABC-F, \$12.93 (MMR)
KRDO-F, 95.1, 96 KW @ 2040, BTFL MUS (Schulke)	, \$22.75 (Torbet)
KSPZ-F, 92.9, 25 KW @ 2130, CONTEMP	, \$22.00 (Selcom) Sunbelt

KOA - See Denver

KCCY-F - See Pueblo

COLUMBIA, SC

Market # 99
 Revenue Rank # 80
 Income Rank # 59
 APR 18.6
 SMSA Pop: 423,400
 CSI: 3.3 Bil (# 100)

Revenue : \$6,527,996
 Income : \$ 464,076
 % Rev Gain: 15.5
 Stations: 15/13
 Diaries: 978/433:1
 CSI HH: 23.4 M (# 135)
 Standard Error: .664

National Rev: \$1,410,725
 Nat Rev per Cap: \$3.33
 Tot Rev per Cap: \$15.42
 Tot Inc per Cap: \$1.10
 Profit Margin: 7.1%
 Retail \$: 1.8 Bil (# 110)
 Retail Sales %: .305

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WNOK-F	117/18.2	20.0	20.9	19.7	17.5	1. WNOK-F 148	1. WNOK-F 1780/37.6	
2. WCOS-F	91/14.2	15.7	19.2	16.1	12.3	2. WCOS-F 146	2. WCOS-F 1746/30.6	
3. WOIC	89/13.8	11.8	7.2	10.7	14.6	WWDM-F 146	3. WWDM-F 1490/21.5	
4. WWDM-F	64/10.0	7.7	7.4	6.6	7.7	4. WOIC 91	4. WIS 995/21.2	
5. WZLD-F	64/10.0	7.9	7.4	6.6	7.5	5. WZLD-F 66	5. WZLD-F 909/23.7	
6. WIS	50/ 7.8	12.0	12.4	15.2	10.4	6. WIS 63	6. WOIC 772/21.3	
7. WXRY-F	48/ 7.5	7.7	5.9	7.8	6.7	7. WXRY-F 51	7. WSCQ-F 502/12.3	
8. WSCQ-F	23/ 3.6	4.7	4.4	5.9	6.1	8. WSCQ-F 26	WXRY-F 502/13.3	
9. WLFF	19/ 3.0	1.2	1.7	1.4	3.8	9. WIGL-F 23	9. WDWQ-F 392/ 1.5	
10. WNOK	14/ 2.2	1.2	.6	.5	1.0	10. WDWQ-F 21	10. WNOK 320/ 8.9	

12+ FM SHARE (METRO): 68.44% (412 of 602) (SPG 81: 72.30%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WCOS-F	1. WCOS-F
2. WOIC	2. WOIC	2. WOIC	2. WNOK-F	2. WXRY-F
3. WWDM-F	3. WZLD-F	3. WCOS-F	3. WOIC	3. WIS
4. WZLD-F	4. WWDM-F	4. WZLD-F	4. WXRY-F	WOIC
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WNOK-F+	1. WNOK-F	1. WNOK-F	1. WNOK-F	1. WCOS-F
2. WCOS-F+	2. WOIC	2. WOIC	2. WZLD-F	2. WNOK-F
3. WOIC	3. WWDM-F	WCOS-F	3. WWDM-F	3. WIS
4. WIS	4. WCOS-F	4. WXRY-F	4. WOIC	WWDM-F

OTHER RATED STATIONS/METRO SHARE

WBLR+ 1430	Batesburg	.3	WDWQ-F 107.5	St. George	.6
WCOS 1400		1.6	WIGL-F 106.7	Orangeburg	.9
WQXL 1470		.9			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	14 (1)	180 (3)	194 (4)	32.2
BLACK	89 (1)	64 (1)	153 (2)	25.4
COUNTRY	10 (1)	91 (1)	101 (2)	16.8
MOR/AC	52 (2)	23 (1)	75 (3)	12.5
BTFL MUSIC		48 (1)	48 (1)	8.0
NOSTALGIA	19 (1)		19 (1)	3.2
RELIGION/GOSPEL	6 (1)	6 (1)	12 (2)	2.0

RADIO STATIONS

WIS , 560, 5 KW (DA-N)	, MOR	NBC, \$55.00*	(Christal)	Cosmos
WLFF, 620, 500 W (DAYS)	, NOSTALGIA (A1 Ham)	MBS, \$14.25	(Dora)	
WNOK, 1130, 1 KW/250 W	, ROCK	, \$? ?	(Blair)	
WOIC, 1320, 5 KW/2.5 KW (DA-N)	, BLACK	NBN, \$23.00*	(Eastman)	
WCOS-F, 97.9, 20 KW @ 450	COUNTRY	ABC-I, \$53.70*	(Mc-Guild)	Buck
WNOK-F, 104.7, 100 KW @ 450	ROCK (Century 21)	ABC-C, \$50.00*	(Blair)	
WSCQ-F, 100.1, 2.4 KW @ 330	AC	CBS, \$25.75	(Southern)	
WXRY-F, 93.5, 3 KW @ 360	BTFL MUS (Bonne)	, \$18.67	(MMR)	Limetree
WZLD-F, 96.7, 3 KW @ 420	AOR	RKO, \$24.00	(Selcom)	Liggett
WIGL-F, 106.7, 100 KW @ 600	RELIGION	, \$10.00*	(Southern)	Confer-Rothfuss (ORANGEBURG)
WWDM-F, 101.3, 100 KW @ 629	BLACK	SBN, \$29.25	(Howard)	(SUMTER)

COLUMBUS, GA

Market # 160
 Revenue Rank # 144
 Income Rank # 362
 APR 17.8
 SMSA Pop: 240,900
 CSI: 1.8 Bil (# 164)

Revenue : \$3,511,346
 Income : \$ -642,938
 % Rev Gain: 10.9
 Stations: 13/10
 Diaries: 720/335:1
 CSI HH: 22.2 M (# 184)
 Standard Error: 1.029

National Rev: \$648,684
 Nat Rev per Cap: \$2.69
 Tot Rev per Cap: \$14.58
 Tot Inc per Cap: \$-2.67
 Profit Margin: ---
 Retail \$: .9 Bil (# 184)
 Retail Sales %: .335

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WFXE-F 69/19.7	15.0	9.9	1. WCGQ-F 104	1. WCGQ-F 1173/28.1
2. WOKS 57/16.2	18.2	15.6	2. WVOC-F 86	2. WVOC-F 1049/19.2
3. WCGQ-F 51/14.5	11.9	21.3	WFXE-F 86	3. WFXE-F 1032/42.6
4. WEIZ-F 36/10.3	11.9	11.3	4. WOKS 59	4. WOKS 649/30.7
5. WPNX 31/ 8.8	11.0	11.3	5. WEIZ-F 43	5. WEIZ-F 584/24.3
WDAK 31/ 8.8	12.5	8.9	6. WDAK 40	6. WDAK 504/19.4
7. WVOC-F 27/ 7.7	8.8	11.3	7. WPNX 34	7. WPNX 387/16.5
8. WRCG 9/ 2.6	3.8	2.5	8. WBIL-F 14	8. WRCG 230/ 9.5
9. WCLS 6/ 1.7	1.6	.4	9. WRCG 11	9. WQCK-F 190/ 2.6
10. WHYD 4/ 1.1	4.1	2.5	10. WQCK-F 10	10. WCLS 117/ 5.4

12+ FM SHARE (METRO): 57.27% (189 of 330) (SPG 81: 48.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WCGQ-F	1. WFXE-F	1. WFXE-F	1. WFXE-F	1. WEIZ-F
2. WFXE-F	2. WCGQ-F	2. WCGQ-F	2. WEIZ-F	2. WPNX
3. WOKS	3. WOKS	3. WOKS	WOKS	3. WOKS
			WVOC-F	WVOC-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WOKS	1. WFXE-F	1. WFXE-F	1. WFXE-F	1. WCGQ-F
2. WFXE-F	2. WOKS	2. WEIZ-F	2. WCGQ-F	2. WVOC-F
3. WCGQ-F	3. WCGQ-F	3. WOKS	3. WOKS	WFXE-F
		WVOC-F		WOKS

OTHER RATED STATIONS/METRO SHARE

WBIL 580 Tuskegee,AL .9
 WBIL-F 95.9 Tuskegee,AL 1.1
 WQCK-F 93.3 Manchester .6

FORMATS

	AM	FM	TOTAL	%
BLACK	60 (2)	73 (2)	133 (4)	40.3
COUNTRY	62 (2)	29 (2)	91 (4)	27.6
ROCK/AOR/CONTEMP		51 (1)	51 (1)	15.5
BTFL MUSIC		36 (1)	36 (1)	10.9
RELIGION	10 (2)		10 (2)	3.1
NOSTALGIA	9 (1)		9 (1)	2.7
			330 (13)	

RADIO STATIONS

WCLS, 1580, 1 KW (DA-N) , GOSPEL , \$ 6.00 (----)
 WDAK, 540, 5 KW/500 W (DA-N), COUNTRY ABC-I, \$20.00 (Masla)
 WHYD, 1270, 5 KW (DAYS) , RELIGION , \$ 8.00 (----) CLW
 WOKS, 1340, 1 KW/250 W , BLACK SBN, \$21.00* (Howard)
 WPNX, 1460, 5 KW/1 KW (DA-N) , COUNTRY NBC, \$18.75 (HNW)
 WRCG, 1420, 5 KW (DA-N) , MOR/NOST (TM) CBS, \$ 8.00* (Selcom) McClure
 WCGQ-F, 107.3, 100 KW @ 610, ROCK RKO, \$20.00 (Selcom) McClure
 WEIZ-F, 100.1, 3 KW @ 300, BTFL/MOR ABC-E, \$12.00* (Masla)
 WFXE-F, 104.9, 3 KW @ 300, BLACK/ROCK ABC-F, \$23.00* (Howard)
 WVOC-F, 102.9, 100 KW @ 1521, COUNTRY ABC-C, \$18.00 (Torbet) Bluegrass
 WBIL-F, 95.9, 2.5 KW @ 320, BLACK SBN, \$ 7.25 (Carpenter) (TUSKEGEE,AL)
 WQCK-F, 93.3, 100 KW @ 460, COUNTRY MBS, \$? ? (Lotus) (MANCHESTER)

COLUMBUS, OH

Market # 36; ADI # 35
 Revenue Rank # 28
 Income Rank # 7
 APR 16.2
 SMSA Pop: 1,105,900
 CSI: 9.9 Bil (# 38)

Revenue : \$18,430,845
 Income : \$ 5,609,966
 % Rev Gain: 8.2
 Stations: 18/19
 Diaries: 1475/750:1
 CSI HH: 24.2 M (# 98)
 Standard Error: .504

National Rev: \$4,525,088
 Nat Rev per Cap: \$4.09
 Tot Rev per Cap: \$16.66
 Tot Inc per Cap: \$5.07
 Profit Margin: 30.4%
 Retail \$: 5.3 Bil (# 38)
 Retail Sales %: .314

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLWQ-F 160/11.0	12.6	15.9	14.0	12.5	1. WNCI-F 227	1. WNCI-F 3927/24.8
2. WXGT-F 159/10.9	10.9	10.8	9.1	8.2	2. WLWQ-F 206	2. WTVN 3530/26.5
3. WTVN 135/ 9.3	13.0	7.3	12.3	10.0	3. WXGT-F 197	3. WXGT-F 3267/27.7
4. WNCI-F 124/ 8.5	8.6	10.0	11.1	11.6	4. WTVN 189	4. WLWQ-F 2957/23.2
5. WBNS-F 108/ 7.4	6.7	7.8	9.1	10.7	5. WBNS-F 133	5. WBNS-F 1964/17.0
6. WVKO-F 103/ 7.1	4.7	3.4	2.2	2.9	6. WBNS 106	6. WBNS 1909/18.9
7. WBNS 98/ 6.7	6.3	6.3	5.5	6.4	7. WCOL 104	7. WCOL 1407/14.1
8. WCOL 96/ 6.6	7.2	7.9	5.2	6.8	8. WVKO-F 103	8. WMNI 1349/11.8
9. WMNI 75/ 5.1	6.2	6.7	6.1	7.0	9. WHOK-F 90	9. WLW 1276/ 5.9
10. WVKO 65/ 4.5	3.1	2.2	3.7	3.2	10. WMNI 87	10. WHOK-F 1058/ 6.4
11. WHOK-F 48/ 3.3	3.7	4.6	3.7	2.9	11. WVKO 65	11. WVKO-F 1044/11.6
12. WRMZ-F 44/ 3.0	2.6	3.4	2.9	2.6	12. WRMZ-F 64	12. WRMZ-F 971/ 7.7

12+ FM SHARE (METRO): 60.26% (778 of 1291) (SPG 81: 63.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WXGT-F	1. WLWQ-F	1. WLWQ-F	1. WNCI-F	1. WCOL
2. WLWQ-F	2. WNCI-F	2. WNCI-F	2. WTVN	2. WBNS-F
3. WVKO-F	WXGT-F	3. WXGT-F	3. WBNS	3. WTVN
4. WNCI-F	4. WVKO-F	4. WTVN	4. WLWQ-F	4. WBNS
5. WVKO	5. WTVN	5. WVKO-F	5. WXGT-F	5. WMNI
			WBNS-F	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WTVN	1. WXGT-F	1. WBNS	1. WLWQ-F	1. WLWQ-F
2. WBNS	2. WNCI-F	2. WNCI-F	2. WNCI-F	2. WNCI-F
3. WXGT-F	3. WLWQ-F	3. WTVN	3. WXGT-F	3. WTVN
4. WNCI-F	4. WTVN	4. WXGT-F	4. WVKO-F	4. WCOL
5. WVKO-F+	5. WBNS	5. WBNS-F	5. WTVN	WBNS-F
	WVKO-F			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		443 (3)	443 (3)	34.3
MOR/AC	256 (4)	12 (1)	268 (5)	20.8
BLACK/JAZZ	65 (1)	103 (1)	168 (2)	13.0
BTFL MUSIC		152 (2)	152 (2)	11.8
NOSTALGIA	109 (2)	20 (1)	129 (3)	10.0
COUNTRY	75 (1)	48 (1)	123 (2)	9.5
RELIGION	8 (1)		8 (1)	0.6
			1291 (18)	

COLUMBUS 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. WNCI-F	1. WNCI-F	1. WLVQ-F	WBBY-F 103.9 Westerville 1.4
2. WLVQ-F	2. WTVN	2. WXGT-F	WLOH 1320 Lancaster .9
3. WXGT-F	3. WXGT-F	3. WTVN	WNRE-F+ 107.1 Circleville .9
4. WTVN	4. WLVQ-F	4. WNCI-F	WRFD 880 .5
5. WBNS-F	5. WBNS-F	5. WMNI	WLW 700 Cincinnati 1.5
6. WBNS	6. WBNS	6. WBNS	
7. WCOL	7. WCOL	7. WBNS-F	
WVKO-F	8. WMNI	8. WHOK-F	
9. WMNI	9. WVKO-F	9. WCOL	
10. WHOK-F	10. WRMZ-F	10. WVKO-F	
11. WVKO	11. WHOK-F		
12. WRMZ-F	12. WLW		
13. WMRN-F	13. WVKO		
14. WCLT-F	14. WCLT-F		
15. WLW	15. WMRN-F		

ADI FM SHARE: 67.04% (1273 of 1899) (SPG 81: 64.12%)

AM STATIONS

WBNS, 1460, 5 KW/1 KW (DA-N) , MOR	ABC-I, \$ 70.00* (Blair) Colum Dispatch
WCOL, 1230, 1 KW/250 W , NOSTALGIA (Al Ham)	CBS, \$ 78.00 (Eastman) Great Trails
WMNI, 920, 1 KW/500 W (DA-2), COUNTRY	MBS, \$ 67.50 (Mc-Guild)
WTVN, 610, 5 KW (DA-N) , AC	ABC-E, \$110.00* (Katz) Taft
WVKO, 1580, 1 KW (DAYS,DA) , BLACK	SBN, \$ 25.00* (Masla) Josephson

FM STATIONS

WBNS-F, 97.1, 26 KW @ 660, BTFL MUSIC	, \$ 70.00* (Blair) Colum Dispatch
WHOK-F, 95.5, 50 KW @ 225, COUNTRY	APR, \$ 18.00* (P/W)
WLVQ-F, 96.3, 40 KW @ 570, AOR (Burk-Abr)	Source, \$ 75.00* (Katz) Taft
WNCI-F, 97.9, 175 KW @ 565, CONTEMP/AC	ABC-C, \$ 89.38 (Christal) Nationwide
WRMZ-F, 99.7, 50 KW @ 542, BTFL MUS (Century 21)	MBS, \$ 52.50 (Mc-Guild)
WVKO-F, 94.7, 52 KW @ 220, BLACK/JAZZ**	SBN, \$ 40.00* (MMR) Josephson
WXGT-F, 92.3, 50 KW @ 311, ROCK	CBS-R, \$ 78.00 (Eastman) Great Trails
WCLT-F, 100.3, 50 KW @ 332, CONTEMP	MBS, \$ 10.00 (PRO) (NEWARK)
WMRN-F, 106.9, 25 KW @ 340, COUNTRY	MBS, \$ 15.50 (----) (MARION)

**In early August station changed call letters to WSNY-F and changed format to AC

CORPUS CHRISTI

Market # 118
 Revenue Rank # 103
 Income Rank # 68
 APR 15.4
 SMSA Pop: 333,700
 CSI: 2.6 Bil (# 124)

Revenue : \$5,099,790
 Income : \$ 418,901
 % Rev Gain: 31.0
 Stations: 21/16
 Diaries: 774/431:1
 CSI HH: 23.4 M (# 134)
 Standard Error: .747

National Rev: \$1,718,306
 Nat Rev per Cap: \$5.15
 Tot Rev per Cap: \$15.28
 Tot Inc per Cap: \$1.26
 Profit Margin: 8.2%
 Retail \$: 1.9 Bil (# 97)
 Retail Sales %: .198

12+ METRO	1/4/SHARE	FAL 81	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KOUL-F	46/11.4	9.1	13.5	8.8	1. KOUL-F	58	1. KEYS 682/20.3
2. KNCN-F	43/10.7	8.9	6.5	7.4	2. KNCN-F	55	2. KNCN-F 670/18.7
3. KZFM-F	39/ 9.7	17.7	12.8	11.4	3. KIOU-F	48	3. KZFM-F 649/23.6
4. KUNO	38/ 9.5	9.1	10.9	12.5	4. KCCT	43	4. KOUL-F 628/18.2
5. KCCT	36/ 9.0	11.1	5.5	7.2	5. KEYS	42	5. KTSA 625/ 4.7
6. KEYS	32/ 8.0	10.1	8.3	16.8	6. KUNO	40	6. KIOU-F 518/13.7
KIOU-F	32/ 8.0	7.3	11.7	8.2	7. KZFM-F	39	7. KRYS 492/11.8
8. KITE-F	21/ 5.2	1.5	3.6	.5	8. KTSA	31	8. KCCT 453/12.4
9. KIKN	16/ 4.0	2.5	4.4	4.3	9. KRYS	22	9. KUNO 335/12.0
10. KROB+	15/ 3.7	3.3	2.6	2.4	KIKN	22	10. KEXX-F 330/10.8

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KZFM-F	1. KNCN-F	1. KOUL-F	1. KOUL-F	1. KOUL-F
2. KNCN-F	2. KOUL-F	2. KNCN-F	2. KIOU-F	2. KIOU-F
3. KEYS	3. KZFM-F	3. KZFM-F	3. KEYS	3. KCCT
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KOUL-F	1. KNCN-F	1. KOUL-F	1. KNCN-F	1. KOUL-F
2. KUNO	KOUL-F	2. KIOU-F	2. KOUL-F	2. KNCN-F
3. KZFM-F	3. KZFM-F	3. KEYS	3. KZFM-F	3. KIOU-F

OTHER RATED STATIONS/METRO SHARE

KCTA 1030	1.2	KSIX 1230	3.2	KTRH 740	Houston .5
KEXX-F 93.9	3.5	KKYX 680	San Ant. .5	KTSA 550	San Ant. .5
KFLZ-F 107.1	Bishop .7	KOPY 1070	Alice .7	WOAI 1200	San Ant. .5
				KRYS 1360	2.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	44 (3)	117 (4)	161 (7)	43.0
COUNTRY	29 (4)	53 (2)	82 (6)	22.0
SPANISH	74 (2)	3 (1)	77 (3)	20.6
BTFM MUSIC		32 (1)	32 (1)	8.6
UNKNOWN	13 (1)		13 (1)	3.5
RELIGION	5 (1)		5 (1)	1.3
NEWS/TALK	4 (2)		4 (2)	1.1
			374 (21)	

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), SPANISH	, \$15.00 (Selcom)
KEYS, 1440, 1 KW (DA-N), ROCK	RKO, \$25.00* (Torbet)
KIKN, 1590, 1 KW/500 W (DA-2), COUNTRY	ABC-E, \$13.00 (Milam)
KROB+, 1510, 500 W (DAYS), COUNTRY	, \$ 7.00 (----) (ROBSTOWN)
KRYS, 1360, 1 KW, CONTEMP	ABC-I, \$16.75 (Masla) Sigmor
KUNO, 1400, 1 KW, SPANISH	, \$25.25 (Katz) Tichnor
KEXX-F, 93.9, 100 KW @ 840, CONTEMP (Drake-Chen)	NBC, \$12.00 (----)
KIOU-F, 96.5, 100 KW @ 875, BTFM MUS (Bonne)	, \$18.75 (Selcom)
KITE-F, 105.5, 3 KW @ 360, ROCK (Burk-Abr)	, \$10.00* (----)
KNCN-F, 101.3, 100 KW @ 402, AOR	, \$19.00 (Masla) Tippie
KOUL-F, 103.3, 100 KW @ 310, COUNTRY (TM)	, \$28.88 (Mc-Guild)
KZFM-F, 95.5, 41 KW @ 390, ROCK	ABC-C, \$25.00 (Torbet)

DALLAS-FT. WORTH

Market # 9; ADI # 10
 Revenue Rank # 7
 Income Rank # 8
 APR 17.8
 SMSA Pop: 3,077,700
 CSI: 30.7 Bil (# 10)

Revenue : \$52,701,630
 Income : \$ 4,860,500
 % Rev Gain: 23.0
 Stations: 27/40
 Diaries: 2085/1476:1
 CSI HH: 27.2 M (# 23)
 Standard Error: .449

National Rev: \$16,503,501
 Nat Rev per Cap: \$5.36
 Tot Rev per Cap: \$17.12
 Tot Inc per Cap: \$1.60
 Profit Margin: 9.2%
 Retail \$: 18.5 Bil (# 8)
 Retail Sales %: .238

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KVIL-F 375/8.4	7.9	8.2	7.9	1. WBAP 716	1. WBAP 9458/18.6
2. WBAP 346/7.7	6.7	6.8	6.5	2. KSCS-F 418	2. KRLD 6098/17.8
3. KSCS-F 334/7.5	8.4	8.3	8.9	3. KVIL-F 400	3. KSCS-F 5803/18.3
4. KZEW-F 287/6.4	4.9	6.5	5.0	4. KZEW-F 325	4. KVIL-F 5540/20.3
5. KNOK-F 284/6.3	4.9	4.3	4.7	5. KRLD 315	5. KZEW-F 4611/15.4
6. KTXQ-F 281/6.3	6.4	4.6	4.6	6. KTXQ-F 307	6. KTXQ-F 4608/16.3
7. KRLD 240/5.4	5.2	6.4	5.6	7. KNOK-F 289	7. KEGL-F 4257/14.7
8. KKDA-F 233/5.2	6.6	6.5	6.9	8. KKDA-F 268	8. KKDA-F 4007/14.0
9. KEGL 210/4.7	4.1	5.0	4.9	9. KPLX-F 245	9. KMEZ-F 3293/11.3
10. KMEZ-F 207/4.6	6.3	5.0	5.9	10. KMEZ-F 242	10. WFAA 3173/ 8.6
11. KPLX-F 203/4.5	6.4	3.4	5.1	11. KEGL-F 241	11. KPLX-F 3140/10.5
12. KMGC-F 179/4.0	3.7	4.4	2.8	12. WFAA 194	12. KMGC-F 2897/10.9
13. WFAA 133/3.0	3.8	4.1	2.7	13. KMGC-F 189	13. KNOK-F 2337/ 9.0
14. KOAX-F 114/2.5	3.4	4.0	4.7	14. KOAX-F 138	14. KAFM-F 1979/ 6.8
15. KAFM-F 103/2.3	1.7	1.0	1.4	15. KAFM-F 117	15. KOAX-F 1915/ 6.4
16. KLVU-F 90/2.0	1.4	1.8	3.4	16. KFJZ 99	16. KLVU-F 1882/ 6.9
17. KFJZ 89/2.0	1.8	2.3	2.2	KLVU-F 99	17. KFJZ 1531/ 5.9
18. KBOX 68/1.5	1.7	2.4	2.7	18. KKDA 77	18. KLIF 1378/ 4.2
19. KKDA 68/1.5	1.0	.6	.7	19. KBOX 69	19. KIXK-F 1002/ 3.7
20. KSAX 61/1.4	1.0	.5	1.0	20. KPBC 63	20. KBOX 945/ 3.7

12+ FM SHARE (METRO): 71.15% (2989 of 4201) (SPG 81: 72.78%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KEGL-F	1. KVIL-F	1. KVIL-F	1. KVIL-F	1. WBAP
2. KTXQ-F	2. KZEW-F	2. KSCS-F	2. KSCS-F	2. KSCS-F
3. KNOK-F	3. KTXQ-F	3. KZEW-F	3. WBAP	3. KRLD
4. KZEW-F	4. KNOK-F	4. KTXQ-F	4. KRLD	4. KVIL-F
5. KKDA-F	5. KMGC-F	5. KNOK-F	5. KPLX-F	5. KMEZ-F
6. KVIL-F	KSCS-F	6. WBAP	6. KMGC-F	6. KPLX-F
7. KSCS-F	6. KKDA-F	7. KMGC-F	KNOK-F	7. WFAA

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KVIL-F+	1. KVIL-F	1. KVIL-F	1. KZEW-F	1. WBAP
2. WBAP	2. KNOK-F	2. KSCS-F	2. KTXQ-F	2. KVIL-F
3. KRLD	3. KMGC-F	3. KMGC-F	3. KVIL-F	3. KSCS-F
4. KSCS-F	4. KSCS-F	4. WBAP	4. KEGL-F	4. KRLD
5. KNOK-F	5. KKDA-F	5. KPLX-F	5. WBAP	5. KZEW-F
6. KZEW-F	6. KZEW-F	6. KMEZ-F	6. KNOK-F	6. KPLX-F
7. KTXQ-F	7. KTXQ-F	7. KKDA-F	7. KSCS-F	7. KNOK-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	486 (4)	590 (3)	1076 (7)	25.6
ROCK/AOR/CONTEMP		957 (4)	957 (4)	22.8
BLACK/URBAN/JAZZ	128 (2)	517 (2)	645 (4)	15.4
MOR/AC	38 (1)	568 (3)	606 (4)	14.4
NEWS/TALK	373 (2)		373 (2)	8.9
BTFL MUSIC		321 (2)	321 (2)	7.6
RELIGION	98 (2)		98 (2)	2.3
NOSTALGIA	89 (1)		89 (1)	2.1
CLASSICAL		36 (1)	36 (1)	0.9
			<u>4201 (27)</u>	

DALLAS-FT. WORTH 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. WBAP	1. WBAP	1. WBAP	KIXK-F	106.1	Denton 1.2
2. KSCS-F	2. KSCS-F	2. KVIL-F	KLIF	1190	Dallas 1.0
3. KVIL-F	3. KVIL-F	3. KSCS-F	KPBC	1040	Dallas 1.3
4. KZEW-F	4. KRLD	4. KRLD	KSKY	660	Dallas .9
5. KTXQ-F	5. KTXQ-F	5. KMEZ-F	KVIL	1150	Highland Park .8
6. KNOK-F	6. KZEW-F	6. KTXQ-F	KXOL	1360	Ft. Worth .6
7. KRLD	7. KEGL-F	7. KNOK-F	WRR-F	101.1	Dallas .8
8. KKDA-F	8. KKDA-F	8. WFAA			
9. KPLX-F	9. KMEZ-F	9. KKDA-F			
10. KMEZ-F	10. KPLX-F	10. KMGC-F			
11. KEGL-F	11. KMGC-F				
12. KMGC-F	12. WFAA				
13. WFAA	13. KNOK-F				
14. KOAX-F	14. KAFM-F				
15. KAFM-F	15. KLVU-F				

ADI FM SHARE: 67.51% (3314 of 4909) (SPG 81: 69.28%)

DALLAS METRO 1/4/SHARE

1. KVIL-F	250/8.7
2. KSCS-F	207/7.2
3. KNOK-F	195/6.8
4. KKDA-F	192/6.7
5. KRLD	186/6.5
6. KZEW-F	171/6.0
7. KTXQ-F	161/5.6
8. KMEZ-F	145/5.1
9. WBAP	142/4.9
10. KEGL-F	136/4.7
11. KPLX-F	125/4.4
12. KMGC-F	114/4.0
13. WFAA	97/3.4
14. KOAX-F	73/2.5
15. KBOX	68/2.4

FT. WORTH METRO 1/4/SHARE

1. WBAP	204/12.8
2. KSCS-F	128/ 8.0
3. KVIL-F	127/ 8.0
4. KTXQ-F	119/ 7.5
5. KZEW-F	114/ 7.2
6. KNOK-F	89/ 5.6
7. KEGL-F	76/ 4.8
8. KPLX-F	75/ 4.7
9. KMGC-F	64/ 4.0
10. KMEZ-F	62/ 3.9
11. KFJZ	52/ 3.3
KRLD	52/ 3.3
13. KOAX-F	42/ 2.6
KKDA-F	42/ 2.6
KAFM-F	42/ 2.6

AM STATIONS

KBOX, 1480, 5 KW/1 KW (DA-2), COUNTRY	, \$ 55.00*	(Mc-Guild)	Group One
KFJZ, 1270, 5 KW (DA-N), NOSTALGIA (Al Ham)	, \$ 55.00*	(Christal)	Swanson
KKDA, 730, 500 W (DAYS), BLACK	, \$? ?	(Selcom)	
KLIF, 1190, 50 KW/5 KW (DA-2), COUNTRY	ABC-E, \$100.00	(RKO)	Susquehanna
KPBC, 1040, 1 KW (DAYS), RELIGION	, \$ 25.00	(----)	Crawford
KRLD, 1080, 50 KW (DA-N), NEWS**	, \$166.88	(Katz)	Metromedia
KSAX, 970, 1 KW (DAYS), JAZZ	, \$? ?	(Howard)	Earl Graves
WBAP, 820, 50 KW, COUNTRY	ABC-I, \$170.00*	(Eastman)	Capital Cities
WFAA, 570, 5 KW (DA-2), TALK/NEWS	CBS, \$ 75.00*	(MMR)	Belo

**Nostalgia (Toby Arnold) overnight

FM STATIONS

KAFM-F, 92.5, 100 KW @ 1685, CONTEMP/AC	, \$ 40.97	(Torbet)	Bonneville
KEGL-F, 97.1, 100 KW @ 1302, ROCK	, \$ 80.00*	(Christal)	Sandusky News
KIXK-F, 106.1, 100 KW @ 480, COUNTRY	, \$ 40.00	(Roslin)	Hicks
KKDA-F, 104.5, 100 KW @ 390, BLACK	, \$120.00*	(Selcom)	
KLVU-F, 98.7, 100 KW @ 1585, CONTEMP/AC	, \$ 55.00	(Masla)	
KMEZ-F, 100.3, 89 KW @ 1280, BTFL MUS (Bonne)	, \$ 90.00*	(Mc-Guild)	Group One
KMGC-F, 102.9, 100 KW @ 1572, SOFT ROCK/AC (TM)	, \$ 93.13	(Selcom)	Shamrock
KNOK-F, 107.5, 100 KW @ 445, BLACK (Burk-Abr)	, \$ 85.00*	(Howard)	Earl Graves
KOAX-F, 105.3, 100 KW @ 1560, BTFL MUS (Schulke)	, \$ 60.00	(RAR)	Westinghouse
KPLX-F, 99.5, 100 KW @ 1680, COUNTRY	, \$100.00	(RKO)	Susquehanna
KSCS-F, 95.3, 100 KW @ 1680, COUNTRY	, \$160.00*	(Eastman)	Capital Cities
KTXQ-F, 102.1, 100 KW @ 1420, AOR (Burk-Abr)	ABC-R, \$ 95.00*	(CBS/FM)	Gulf
KVIL-F, 103.7, 100 KW @ 1570, AC	, \$218.75	(Blair)	Fairbanks
KZEW-F, 97.9, 100 KW @ 1680, AOR (Pollack)	Source, \$130.00*	(MMR)	Belo

DAVENPORT-ROCK ISLAND-MOLINE

Market # 105
 Revenue Rank # 91
 Income Rank # 246
 APR 16.8
 SMSA Pop: 386,500
 CSI: 3.7 Bil (# 93)

Revenue : \$5,780,128
 Income : \$ -38,022
 % Rev Gain: 6.9
 Stations: 19/14
 Diaries: 852/454:1
 CSI HH: 25.6 M (# 60)
 Standard Error: .668

National Rev: \$1,416,845
 Nat Rev per Cap: \$3.67
 Tot Rev per Cap: \$14.96
 Tot Inc per Cap: \$-.10
 Profit Margin: --
 Retail \$: 1.9 Bil (# 98)
 Retail Sales %: .264

12+ METRO 1/4/SHARE	FAL	SPG	FAL	SPG	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WXLP-F 70/13.2	11.5	10.8	6.0	6.9	1. WXLP-F 99	1. KIIK-F 1355/23.7
2. WOC 58/10.9	10.8	10.4	7.5	10.2	2. KIIK-F 80	2. WXLP-F 1244/23.9
3. KSTT 55/10.4	12.3	15.5	12.2	13.9	3. WHBF 72	3. WHBF 1153/28.2
4. WHBF 52/ 9.8	11.9	15.9	14.0	17.8	4. WOC 70	4. KSTT 988/28.0
5. KIIK-F 44/ 8.3	10.0	10.2	10.0	9.5	5. KSTT 57	5. WOC 870/21.6
6. KRVR-F 41/ 7.7	5.7	9.3	10.5	9.2	6. KRVR-F 53	6. WHBF-F 869/18.9
7. WHBF-F 35/ 6.6	6.3	4.7	6.2	4.6	7. WHBF-F 52	7. WLS 806/ 8.4
WZZC-F 35/ 6.6	7.0	2.1	5.7	3.9	8. WZZC-F 51	8. WMAQ 796/ 5.6
9. WQUA 27/ 5.1	4.1	4.7	8.5	5.8	9. WMAQ 47	9. WZZC-F 652/13.2
10. KWNT 13/ 2.5	1.0	.8	.7	.7	10. WLS 32	10. KRVR-F 651/15.1

12+ FM SHARE (METRO): 47.71% (229 of 480) (SPG 81: 40.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WXLP-F	1. WXLP-F	1. WXLP-F	1. KSTT	1. WOC
2. KIIK-F	2. KSTT	2. KSTT	2. WZZC-F	2. WHBF
3. KSTT	3. KIIK-F	3. WHBF-F	3. WHBF	3. KRVR-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WOC	1. WXLP-F	1. KRVR-F	1. WXLP-F	1. KSTT
2. WHBF	2. KSTT	WHBF	2. KIIK-F	2. WXLP-F
3. KSTT	3. WHBF-F	3. KSTT	KSTT	3. WZZC-F

OTHER RATED STATIONS/METRO SHARE

WJRE-F 92.1	Kewanee .4	WHO 1040	Des Moines .4
WKEI 1450	Kewanee 2.1	WLS 890	Chicago 1.1
KFMH-F 99.7	Muscatine .4	WMAQ 670	Chicago 2.3
WBBM 780	Chicago .6	WMT 600	Cedar Rapids .9
WGN 720	Chicago 1.3		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	61 (2)	153 (5)	214 (7)	44.6
COUNTRY	64 (2)	35 (1)	99 (3)	20.6
NEWS/TALK	63 (3)		63 (3)	13.1
MOR/AC	50 (4)		50 (4)	10.4
BTFM MUSIC		41 (1)	41 (1)	8.5
NOSTALGIA	13 (1)		13 (1)	2.7
			480 (19)	

RADIO STATIONS

KSTT, 1170, 1 KW (DA-2), CONTEMP	ABC-C, \$41.25	(Katz)	Guy Gannett
KWNT, 1580, 500 W (DAYS), NOSTALGIA (Al Ham)	ABC-I, \$12.00	(Roberts)	
WHBF, 1270, 5 KW (DA-N), COUNTRY	CBS, \$28.00	(Mc-Guild)	
WOC, 1420, 5 KW (DA-2), NEWS/TALK	MBS, NBC, \$36.00	(Blair)	Palmer
WQUA, 1230, 1 KW/250 W, AC	ABC-E, \$39.20	(Eastman)	Mid America
	, \$36.00	(Blair)	Palmer
KIIK-F, 103.7, 100 KW @ 800, ROCK	, \$39.20	(Eastman)	Mid America
KRVR-F, 106.5, 60 KW @ 190, BTFM MUS (Bonne)	CBS-R, \$13.50	(Mc-Guild)	
WHBF-F, 98.9, 39 KW @ 900, SOFT/AC (TM)	Source, \$34.38	(Katz)	Guy Gannett
WXLP-F, 96.9, 50 KW @ 500, AOR	RKO, \$20.00	(Roslin)	
WZZC-F, 101.3, 50 KW @ 453, COUNTRY			

Other Stations - See Chicago

DAYTON

Market # 50; ADI # 48
 Revenue Rank # 45
 Income Rank # 14
 APR 17.0
 SMSA Pop: 825,600
 CSI: 7.7 Bil (# 44)

Revenue : \$11,788,006
 Income : \$ 2,297,915
 % Rev Gain: 1.9
 Stations: 23/15
 Diaries: 1067/774:1
 CSI HH: 25.7 M (# 58)
 Standard Error: .629

National Rev: \$2,272,772
 Nat Rev per Cap: \$2.75
 Tot Rev per Cap: \$14.28
 Tot Inc per Cap: \$2.78
 Profit Margin: 19.5%
 Retail \$: 3.8 Bil (# 49)
 Retail Sales %: .294

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHIO-F 176/15.2	15.2	19.6	15.1	17.0	1. WHIO-F 297	1. WHIO-F 3113/29.5
2. WTUE-F 167/14.4	10.1	9.7	11.4	9.9	2. WTUE-F 234	2. WTUE-F 2605/24.6
3. WHIO 125/10.8	10.2	14.2	11.9	12.6	3. WHIO 174	3. WHIO 2325/24.0
4. WDAO-F 77/ 6.6	9.7	7.4	8.8	7.5	4. WONE 127	4. WLW 1966/ 8.2
5. WING 71/ 6.1	8.3	8.7	9.6	6.7	5. WLW 100	5. WONE 1651/14.2
WDJX-F 71/ 6.1	7.7	8.8	7.2	6.2	6. WDAO-F 82	6. WING 1621/19.8
7. WONE 69/ 6.0	8.2	5.8	9.8	9.2	WDJX-F 82	7. WDJX-F 1481/18.3
8. WAVI 60/ 5.2	4.9	3.1	6.0	5.8	8. WING 77	8. WVUD-F 1226/13.3
9. WJAI-F 51/ 4.4	2.7	1.6	---	.4	9. WJAI-F 69	9. WKRQ-F 1071/ 2.8
WBLZ-F 51/ 4.4	1.7	1.0	---	---	10. WAVI 63	10. WDAO-F 1032/13.3

12+ FM SHARE (METRO): 66.42% (718 of 1081) (SPG 81: 63.27%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WTUE-F	1. WTUE-F	1. WTUE-F	1. WHIO-F	1. WHIO-F
2. WDJX-F	2. WHIO-F	2. WHIO-F	2. WHIO	2. WHIO
3. WDAO-F	3. WDJX-F	3. WING	3. WTUE-F	3. WONE
4. WBLZ-F	4. WBLZ-F	4. WDAO-F	4. WING	4. WING
	5. WING	5. WHIO	5. WONE	5. WDAO-F
	WDAO-F	WDJX-F		WAVI

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHIO	1. WTUE-F	1. WHIO-F	1. WTUE-F	1. WHIO-F
2. WHIO-F	2. WDJX-F	2. WHIO	2. WHIO-F	2. WTUE-F
3. WTUE-F	3. WHIO-F	3. WDAO-F	3. WBLZ-F	3. WHIO
4. WING	4. WDAO-F	4. WONE	4. WING	4. WING
5. WDAO-F	5. WBLZ-F	5. WING	5. WDJX-F	5. WONE

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		333 (8)	333 (8)	30.8
MOR/AC	221 (4)	13 (1)	234 (5)	21.6
BTFL MUSIC		183 (2)	183 (2)	16.9
BLACK/URBAN		128 (2)	128 (2)	11.8
COUNTRY	69 (1)	56 (2)	125 (3)	11.6
TALK	60 (1)		60 (1)	5.6
UNKNOWN	13 (1)		13 (1)	1.2
RELIGION		5 (1)	5 (1)	0.5
			<u>1081 (23)</u>	

DAYTON ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WHIO-F	1. WHIO-F	1. WHIO-F	WBZI-F	95.3	Xenia .4
2. WTUE-F	2. WTUE-F	WTUE-F	WFCJ-F	93.7	Miamisburg .4
3. WHIO	3. WHIO	3. WONE	WPTW	1570	Piqua 1.1
4. WONE	4. WING	4. WDAO-F	WPTW-F	95.7	Piqua 1.1
5. WDAO-F	5. WDJX-F	5. WING	WVUD-F	99.9	Kettering 2.8
WDJX-F	6. WONE	6. WJAI-F	WEBN-F	102.7	Cincinnati .3
7. WING	7. WLW	7. WHIO	WKRC	550	Cincinnati .5
8. WJAI-F	8. WVUD-F	8. WDJX-F	WKRQ-F	101.9	Cincinnati .5
9. WAVI	9. WDAO-F	9. WAVI	WLW	700	Cincinnati 1.6
10. WLW	10. WJAI-F	10. WBLZ-F	WPBF-F	105.9	Middletown 2.2
WBLZ-F	11. WOWO		WSKS-F	96.5	Hamilton .8
12. WVUD-F	12. WBLZ-F		WWEZ-F	92.5	Cincinnati .6
13. WBLY	13. WAVI		WYYS-F	94.9	Cincinnati 1.6
14. WPBF-F	14. WPBF-F				
15. WOWO	15. WIZE				

ADI FM SHARE: 63.10% (1050 of 1664) (SPG 81: 59.01%)

AM STATIONS

WAVI, 1210, 250 W (DAYS), TALK	ABC-E, \$26.00 (Howard)	
WHIO, 1290, 5 KW (DA-N), MOR	CBS, \$70.00* (Christal)	Cox
WING, 1410, 5 KW (DA-N), AC	ABC-I, \$97.50 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N), COUNTRY	, \$60.00* (Mc-Guild)	Group One
WBLY, 1600, 1 KW (DAYS), COUNTRY	MBS, \$16.74 (Regional)	(SPRINGFIELD)
WIZE, 1340, 1 KW/250 W, CONTEMP	ABC-C, \$15.00* (Torbet)	Great Trails (SPRINGFIELD)

FM STATIONS

WDAO-F, 107.7, 50 KW @ 420, BLACK	ABC-C, NBN, \$39.00 (Howard)	
WDJX-F, 103.9, 3 KW @ 331, ROCK	RKO, \$35.00* (Torbet)	
WHIO-F, 99.1, 50 KW @ 1060, BTFL MUS (Bonne)	, \$80.00* (Christal)	Cox
WJAI-F, 92.9, 20 KW @ 373, COUNTRY	, \$22.00 (Katz)	Great Trails (EATON)
WTUE-F, 104.7, 50 KW @ 500, AOR	, \$70.00* (Mc-Guild)	Group One
WVUD-F, 99.9, 50 KW @ 500, ROCK	CBS-R, ABC-F, \$28.00* (Masla)	Braden (MIDDLETOWN)

Other stations - see Cincinnati

WOWO - See Fort Wayne

DAYTONA BEACH

Market # 146
 Revenue Rank # 147
 Income Rank # 341
 APR 18.1
 SMSA Pop: 273,700
 CSI: 2.0 Bil (# 160)

Revenue : \$3,425,068
 Income : \$ -348,920
 % Rev Gain: 18.0
 Stations: 21/12
 Diaries: 617/444:1
 CSI HH: 17.1 M (# 332)
 Standard Error: .813

National Rev: \$907,485
 Nat Rev per Cap: \$3.32
 Tot Rev per Cap: \$12.51
 Tot Inc per Cap: \$-1.27
 Profit Margin: ---
 Retail \$: 1.5 Bil (# 122)
 Retail Sales %: .175

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WDOQ-F	75/17.3	14.3	17.7	15.4	11.7	1. WDOQ-F 76	1. WDOQ-F 661/26.6	
2. WWLV-F	57/13.2	13.3	17.1	15.7	19.0	2. WWLV-F 60	2. WWLV-F 602/23.7	
3. WDIZ-F	51/11.8	8.9	11.2	7.7	5.1	3. WDIZ-F 59	3. WELE-F 542/21.9	
4. WELE-F	43/ 9.9	12.0	9.8	10.4	12.0	4. WELE-F 45	4. WDIZ-F 486/19.2	
5. WROD	42/ 9.7	7.4	2.5	4.0	2.9	5. WROD 42	5. WDBO-F 456/18.6	
6. WDBO-F	41/ 5.9	11.5	9.8	14.7	11.7	6. WDBO-F 41	6. WROD 357/14.4	
7. WNDB	22/ 5.1	5.6	6.5	6.7	7.7	7. WSBB 23	7. WSBB 262/10.9	
WSBB	22/ 5.1	4.1	4.5	5.0	7.3	8. WNDB 22	8. WNDB 302/12.4	
9. WMFJ	10/ 2.3	2.3	2.5	1.7	2.6	9. WMFJ 10	9. WDAT 120/ 4.9	
WXVQ	10/ 2.3	1.0	---	.7	1.5	WXVQ 10	WMFJ 120/ 4.9	

12+ FM SHARE (METRO): 68.29% (280 of 410) (SPG 81: 72.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WDIZ-F	1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WWLV-F
2. WDOQ-F	2. WDIZ-F	2. WDIZ-F	2. WELE-F	2. WDOQ-F
	3. WELE-F	3. WELE-F	3. WWLV-F	3. WROD
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WDOQ-F	1. WDOQ-F	1. WDOQ-F	1. WDIZ-F	1. WELE-F
2. WROD	2. WDIZ-F	2. WELE-F	2. WDOQ-F	2. WDOQ-F
WDIZ-F	3. WELE-F	3. WWLV-F	3. WELE-F	3. WDIZ-F

OTHER RATED STATIONS/METRO SHARE

WCCZ 1550	New Smy. Bch.	1.4	WAMT 1060	Titus .9	WJYO-F 107.7	Orl .5
WDAT 1380	Ormond Bch	.9	WHLY-F 106.7	Orl 1.4	WKIS 740	Orl .5
WDLF 1310	DeLand	.7	WHOD 990	Orl .5	WBJW-F 105.1	Orl .7
WZIP 1590		.7	WHOO-F 96.5	Orl .5		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		135 (4)	135 (4)	32.9
BTFL MUSIC	22 (1)	98 (2)	120 (3)	29.3
COUNTRY	11 (3)	45 (2)	56 (5)	13.7
NOSTALGIA	46 (2)		46 (2)	11.2
MOR/AC	41 (5)	2 (1)	43 (6)	10.5
RELIGION	10 (1)		10 (1)	2.4
			410 (21)	

RADIO STATIONS

WMFJ, 1450, 1 KW/250 W , RELIGION	ABC-I, \$ 8.00 (----)
WNDB, 1150, 1 KW (DA-N), MOR	CBS, \$15.00* (Christal) Bdcst Mng Corp
WROD, 1340, 1 KW/250 W , NOSTALGIA (A1 Ham)	RKO II, ABC-E, \$14.00* (Carpenter)
WSBB, 1230, 1 KW , BTFL MUS/NOST	MBS, \$ 8.00 (Lotus)
WXVQ, 1490, 1 KW/250 W , AC	ABC-I, \$ 6.00 (Lotus)
WDOQ-F, 101.9, 100 KW @ 265, ROCK	, \$27.00* (Katz) Abell
WELE-F, 105.9, 100 KW @ 600, COUNTRY	MBS, \$24.50 (Roslin) Elyria-Lorain
WWLV-F, 94.5, 54 KW @ 360, BTFL MUS (Bonne)	, \$25.00* (Christal) Elyria-Lorain

WDBO, WDIZ - See Orlando

DENVER

Market # 22; ADI # 19
 Revenue Rank # 16
 Income Rank # 19
 APR 17.8
 SMSA Pop: 1,680,300
 CSI: 17.0 Bil (# 21)

Revenue : \$32,178,564
 Income : \$ 1,655,712
 % Rev Gain: 27.2
 Stations: 28/35
 Diaries: 1905/882:1
 CSI HH: 26.4 M (# 36)
 Standard Error: .471

National Rev: \$9,123,153
 Nat Rev per Cap: \$5.43
 Tot Rev per Cap: \$19.15
 Tot Inc per Cap: \$.99
 Profit Margin: 5.1%
 Retail \$: 8.8 Bil (# 20)
 Retail Sales %: .315

12+ METRO	1/4/SHARE	WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KOSI-F	194/7.8	7.6	6.9	5.7	1. KOA	224	1. KOA 3819/17.3
2. KBPI-F	179/7.2	6.2	7.1	9.9	2. KOSI-F	222	2. KBPI-F 3776/22.3
3. KAZY-F	153/6.2	5.8	5.4	5.7	3. KLZ	220	3. KIMN 3524/19.1
4. KPPL-F	147/5.9	6.5	4.5	4.1	4. KBPI-F	217	4. KAZY-F 3313/18.8
5. KPKE-F	145/5.8	6.6	5.9	1.8	5. KAZY-F	213	5. KLZ 3056/14.4
6. KOA	138/5.6	6.6	8.2	7.4	6. KIMN	188	6. KHOW 2683/14.2
7. KIMN	133/5.4	4.1	4.9	5.4	7. KPKE-F	167	7. KOSI-F 2628/16.2
8. KLZ	126/5.1	3.7	3.8	5.5	8. KHOW	158	8. KOAQ-F 2463/15.3
9. KHOW	124/5.0	5.4	5.2	4.3	9. KPPL-F	155	9. KPPL-F 2194/14.6
10. KOAQ-F	119/4.8	5.0	6.5	5.2	10. KOAQ-F	128	10. KPKE-F 2047/12.9
11. KYGO-F	111/4.5	6.0	5.2	5.7	11. KYGO-F	119	11. KLIR-F 1699/11.3
12. KEZW	110/4.4	4.3	5.2	5.2	12. KEZW	116	12. KYGO-F 1641/10.3
13. KLIR-F	103/4.2	4.2	4.2	5.9	13. KLIR-F	110	13. KEZW 1442/ 9.7
14. KVOD-F	87/3.5	3.7	3.8	3.4	14. KVOD-F	96	14. KVOD-F 1229/ 7.9
15. KBCO-F	77/3.1	3.6	3.5	3.1	15. KBCO-F	81	15. KWBZ 1162/ 7.8

12+ FM SHARE (METRO): 58.97% (1380 of 2340) (SPG 81: 56.58%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KAZY-F	1. KBPI-F	1. KBPI-F	1. KLZ	1. KOSI-F
2. KPKE-F	2. KPPL-F	2. KPPL-F	2. KHOW	2. KEZW
3. KBPI-F	3. KPKE-F	3. KIMN	3. KOSI-F	3. KHOW
4. KOAQ-F	4. KAZY-F	4. KAZY-F	KYGO-F	KLZ
5. KIMN	5. KIMN	KLZ	5. KPPL-F	5. KOA
6. KPPL-F	6. KOAQ-F	KPKE-F	6. KIMN	6. KLIR-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KHOW	1. KBPI-F	1. KOSI-F	1. KBPI-F	1. KYGO-F
2. KOA	2. KPPL-F	2. KLZ	2. KPKE-F	2. KHOW
3. KOSI-F	3. KOAQ-F	3. KHOW	3. KAZY-F	3. KLZ
4. KLZ	4. KIMN	4. KIMN	4. KBCO-F	4. KBPI-F
KBPI-F	5. KAZY-F	5. KPPL-F	KPPL-F	5. KPPL-F
6. KIMN	6. KPKE-F	6. KYGO-F	6. KIMN	6. KOA

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	133 (1)	694 (6)	827 (7)	35.3
MOR/AC	209 (4)	147 (1)	356 (5)	15.2
COUNTRY	158 (2)	155 (2)	313 (4)	13.4
BTFM MUSIC		297 (2)	297 (2)	9.0
NOSTALGIA	127 (2)		127 (2)	5.4
CLASSICAL		87 (1)	87 (1)	3.7
BLACK	71 (1)		71 (1)	3.0
UNKNOWN	30 (1)		30 (1)	1.3
RELIGION	22 (2)		22 (2)	0.9

2340 (28)

DENVER ADI

<u>12+ ADI 1/4</u>	<u>12+ ADI 1/4</u>	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>			
1. KOSI-F	1. KBPI-F	1. KEZW	KBOL	1490	Boulder	.4
2. KBPI-F	2. KIMN	2. KLZ	KBRN	800	Brighton	.5
3. KAZY-F	3. KOA	3. KIMN	KBRQ	1280		1.3
4. KLZ	4. KAZY-F	4. KOSI-F	KBRQ-F	105.1		1.8
5. KOA	5. KLZ	5. KDKO	KDEN	1340		2.0
6. KIMN	6. KOSI-F	6. KPPL-F	KDKO	1510	Littleton	2.9
7. KPKE-F	7. KHOW	7. KOA	KJJZ	1390		1.2
8. KPPL-F	8. KOAQ-F	8. KPKE-F	KKBB	1090		.3
9. KHOW	9. KPPL-F	9. KHOW	KLAK	1600	Lakewood	.7
10. KOAQ-F	10. KPKE-F	10. KBPI-F	KNUS	710		.9
11. KYGO-F	11. KLIR-F		KRKS	990	Denver	.4
12. KEZW	12. KYGO-F		KWBZ	1150	Englewood	2.7
13. KLIR-F	13. KEZW		KTCL-F	93.3	Fort Collins	.8
14. KVOD-F	14. KVOD-F					
15. KBCO-F	15. KWBZ					

ADI FM SHARE: 55.57% (1631 of 2935) (SPG 81: 53.91%)

AM STATIONS

KDKO, 1510, 5 KW/1 KW (DA-1), BLACK	SBN, \$ 37.50 (Roslin)	Sterling
KEZW, 1430, 5 KW (DA-N), NOSTALGIA (A1 Ham)	MBS, \$ 50.00* (Christal)	Armstrong
KHOW, 630, 5 KW (DA-N), MOR	, \$ 85.00* (Eastman)	Metromedia
KIMN, 950, 5 KW (DA-1), CONTEMP	, \$ 95.00* (Blair)	Jeff-Pilot
KLZ, 560, 5 KW (DA-1), COUNTRY	ABC-E, \$ 90.00* (Mc-Guild)	Group One
KOA, 850, 50 KW, NEWS/TALK	CBS, \$120.00 (Katz)	GE
KWBZ, 1150, 5 KW/1 KW, OLDIES	, \$ 25.00 (----)	

FM STATIONS

KAZY-F, 106.7, 94 KW @ 980, AOR	, \$ 90.00* (Mc-Guild)	Group One
KBCO-F, 97.3, 33 KW @ 920, AOR	, \$ 44.25 (Masla)	(BOULDER)
KBPI-F, 105.9, 100 KW @ 900, AOR	Source, \$105.00* (Selcom)	Sandusky News
KLIR-F, 100.3, 100 KW @ 500, BTFL MUS	, \$ 60.00* (Christal)	Duffy
KOAQ-F, 103.5, 100 KW @ 1061, ROCK	, \$ 80.00 (Katz)	GE
KOSI-F, 101.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$ 81.25* (RAR)	Westinghouse
KPKE-F, 95.7, 100 KW @ 725, AOR	, \$ 70.00* (CBS/FM)	Doubleday
KPPL-F, 107.5, 100 KW @ 1800, AC	RKO, \$ 70.00* (MMR)	Des Moines Reg
KVOD-F, 99.5, 100 KW @ 380, CLASSICAL	, \$ 48.50 (CMBS)	
KYGO-F, 98.5, 50 KW @ 720, COUNTRY	ABC-F, \$ 55.00* (Blair)	Jeff-Pilot

DES MOINES

Market # 115
 Revenue Rank # 64
 Income Rank # 26
 APR 15.5
 SMSA Pop: 341,500
 CSI: 3.0 Bil (# 113)

Revenue : \$8,193,928
 Income : \$1,117,996
 % Rev Gain: 6.9
 Stations: 13/12
 Diaries: 729/468:1
 CSI HH: 23.8 M (# 118)
 Standard Error: .689

National Rev: \$2,186,989
 Nat Rev per Cap: \$6.40
 Tot Rev per Cap: \$23.99
 Tot Inc per Cap: \$3.27
 Profit Margin: 13.6%
 Retail \$: 1.9 Bil (# 103)
 Retail Sales %: .367

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSO 73/16.8	15.0	14.9	10.3	14.6	1. WHO 274	1. WHO 3558/29.1
2. KGGO-F 56/12.9	9.8	13.0	8.8	11.1	2. KSO 134	2. KIOA 1738/24.4
3. WHO 52/12.0	16.4	10.4	15.1	16.9	3. KLYF-F 92	3. KSO 1551/28.4
4. KLYF-F 46/10.6	8.3	11.3	13.3	12.4	4. KGGO-F 86	4. KMGK-F 1216/20.6
5. KRNT 42/ 9.7	10.3	12.5	13.1	11.9	5. KIOA 82	5. KRNT 1167/23.1
KRNQ-F 42/ 9.7	9.3	10.1	11.6	9.8	6. KRNT 72	6. KLYF-F 1141/20.5
7. KMGK-F 33/ 7.6	6.1	6.7	11.3	6.6	7. KMGK-F 69	7. KGGO-F 1080/23.6
8. KIOA 30/ 6.9	7.6	7.5	8.3	6.9	8. KRNT 52	8. KRNT 985/25.7
9. KJJY-F 24/ 5.5	6.9	1.9	1.0	1.6	9. KJJY-F 32	9. KJJY-F 518/14.6
10. KEZT-F 12/ 2.8	1.0	1.9	---	.8	10. KEZT-F 19	10. KEZT-F 264/ 4.8

12+ FM SHARE (METRO): 51.56% (215 of 417) (SPG 81: 48.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KMGK-F	1. KGGO	1. KGGO-F	1. KSO	1. KSO
2. KGGO-F	2. KRNT-F	2. KSO	2. KRNT	2. KLYF-F
3. KRNT-F	3. KIOA	3. KRNT-F	3. KLYF-F	3. WHO
4. KSO	4. KSO	4. KIOA	4. KRNT-F	4. KRNT
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KSO	1. KRNT-F	1. KSO	1. KGGO-F	1. KSO
2. WHO	2. KGGO-F	2. KRNT	2. KRNT-F	2. KGGO-F
3. KRNT	3. KSO	3. KLYF-F	3. KIOA	3. KRNT
4. KGGO-F	4. KIOA	4. KRNT-F	4. KMGK-F	4. WHO

OTHER RATED STATIONS/METRO SHARE

KCBC 1390 .5 KSMI-F 97.3 .5 KWKY 1150 .7

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	30 (1)	131 (3)	161 (4)	38.6
COUNTRY	73 (1)	24 (1)	97 (2)	23.3
MOR/AC	44 (2)	12 (1)	56 (3)	13.4
NEWS/TALK	52 (1)		52 (1)	12.5
BTFL MUSIC		46 (1)	46 (1)	11.0
RELIGION	3 (1)	2 (1)	5 (2)	1.2
			417 (13)	

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), CONTEMP/AC	ABC-E, \$39.95 (Eastman)	Mid America
KRNT, 1350, 5 KW (DA-N), MOR	CBS, \$34.00 (Katz)	Stauffer
KSO, 1460, 5 KW (DA-N), COUNTRY	ABC-I, \$45.00* (Mc-Guild)	Stoner
WHO, 1040, 50 KW, NEWS/TALK	NBC, \$60.00* (Blair)	Palmer
KGGO-F, 94.9, 100 KW @ 300, AOR (Burk-Abr)	Source, \$38.00* (Mc-Guild)	Stoner
KJJY-F, 106.3, 3 KW @ 300, COUNTRY	, \$26.00* (Selcom)	
KLYF-F, 100.3, 100 KW @ 1700, BTFL MUS (Schulke)	, \$24.00 (Blair)	Palmer
KMGK-F, 93.3, 100 KW @ 420, ROCK	ABC-R, \$28.20 (Eastman)	Mid America
KRNQ-F, 102.5, 100 KW @ 514, ROCK (TM)	RKO, \$45.00 (Katz)	Stauffer
KEZT-F, 104.1, 100 KW @ 465, AC (FM-100)	ABC-F, \$15.50 (----)	(AMES)

DETROIT

Market # 5; ADI # 7
 Revenue Rank # 10
 Income Rank # 379
 APR 18.7
 SMSA Pop: 4,345,700
 CSI: 44.3 Bil (# 5)

Revenue : \$52,707,128
 Income : \$-1,660,044
 % Rev Gain: 10.0
 Stations: 31/39
 Diaries: 2352/1848:1
 CSI HH: 28.9 M (# 14)
 Standard Error: ,419

National Rev: \$16,190,041
 Nat Rev per Cap: \$3.73
 Tot Rev per Cap: \$12.13
 Tot Inc per Cap: \$-.38
 Profit Margin: ---
 Retail \$: 21.3 Bil (# 4)
 Retail Sales %: .191

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJR	713/10.8	8.4	9.7	8.8	11.0	1. WJR 995 13885/27.9
2. WRIF-F	414/ 6.3	6.7	5.3	5.2	4.8	2. WRIF-F 468 9445/22.8
3. WLLZ-F	403/ 6.1	4.7	7.0	7.7	8.0	3. WLLZ-F 439 7746/19.3
4. WWJ	388/ 5.9	6.0	5.3	5.4	4.9	4. WWJ 410 7186/18.3
5. WXYZ	369/ 5.6	5.1	6.0	5.4	4.1	5. WXYZ 375 6949/18.0
6. WNIC-F	339/ 5.1	5.6	4.5	5.1	4.7	6. WNIC-F 374 6189/16.0
7. WGPR-F	321/ 4.9	3.4	3.9	3.0	2.3	7. WGPR-F 331 5815/11.8
8. WWWW-F	263/ 4.0	3.6	5.1	4.6	4.1	8. WWWW-F 304 5115/12.7
9. WJR-F	261/ 3.9	4.4	4.7	3.6	4.6	9. WJR-F 288 4897/11.8
10. WJLB-F	252/ 3.8	3.7	2.7	2.1	2.6	10. WMJC-F 266 4595/12.3
11. WMJC-F	244/ 3.7	3.5	3.4	3.7	4.4	11. WJLB-F 263 4370/11.9
12. WABX-F	218/ 3.3	3.4	3.6	4.1	3.9	12. WCXI 237 4356/10.7
13. WCXI	205/ 3.1	4.3	2.8	3.9	3.4	13. WABX-F 229 3762/10.1
14. WCZY-F	202/ 3.1	3.8	3.5	3.0	3.8	14. WCZY-F 214 3715/ 9.7
15. WDRQ-F	200/ 3.0	1.4	2.3	2.5	3.5	15. WDRQ-F 214 3477/ 8.2
16. WTWR-F	185/ 2.8	2.8	2.5	2.4	2.9	16. CKLW 214 3439/ 9.3
17. WJOI-F	184/ 2.8	4.1	3.5	3.0	2.7	17. WDRQ-F 213 3432/ 9.1
18. WLBS-F	162/ 2.5	2.5	3.7	3.3	2.5	18. WJOI-F 197 3418/ 8.6
19. WJZZ-F	158/ 2.4	3.0	2.8	2.4	1.8	19. WTWR-F 189 3124/ 8.8
20. CKLW	152/ 2.3	2.7	3.0	3.8	3.5	20. WJZZ-F 165 2893/ 7.6
						20. WLBS-F 163 2893/ 7.6

12+ FM SHARE (METRO): 66.76% (4189 of 6275) (SPG 81: 67.19%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 54
1. WLLZ-F	1. WRIF-F	1. WRIF-F	1. WJR	1. WJR
2. WGPR-F	2. WNIC-F	2. WNIC-F	2. WNIC-F	2. WWJ
3. WRIF-F	3. WLLZ-F	3. WJR	3. WWJ	3. WXYZ
4. WABX-F	4. WMJC-F	4. WLLZ-F	4. WRIF-F	4. WJR-F
5. WNIC-F	5. WGPR-F	5. WMJC-F	5. WMJC-F	5. WWWW-F
6. WLBS-F	6. WABX-F	6. WJLB-F	6. WCXI	6. WJOI-F
WTWR-F	7. WJLB	7. WGPR-F	7. WJZZ-F	WCXI

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WJR	1. WNIC-F	1. WJR	1. WRIF-F	1. WJR
2. WWJ	2. WRIF-F	2. WNIC-F	2. WLLZ-F	2. WWJ
3. WNIC-F+	3. WMJC-F	3. WMJC-F	3. WABX-F	3. WRIF-F
4. WRIF-F	WLLZ-F	4. WCZY-F	4. WNIC-F	4. WNIC-F
5. WXYZ	5. WGPR-F	5. WWWW-F	5. WJLB-F	5. WJLB-F
6. CKLW	6. WDRQ-F	6. WJLB-F	6. WGPR-F	6. WWWW-F
7. WLLZ-F	7. WJLB-F	7. WJR-F	7. WLBS-F	7. WCXI

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	899 (3)	928 (4)	1827 (7)	29.1
ROCK/AOR/CONTEMP	69 (1)	1444 (6)	1513 (7)	24.1
BLACK/URBAN/JAZZ	70 (1)	893 (4)	963 (5)	15.3
NEWS/TALK	757 (2)		757 (2)	12.1
COUNTRY	205 (1)	263 (1)	468 (2)	7.5
BTFM MUSIC		445 (2)	445 (2)	7.1
RELIGION	51 (2)	45 (1)	96 (3)	1.5
NOSTALGIA		92 (1)	92 (1)	1.5
CLASSICAL		79 (1)	79 (1)	1.3
OTHERS	35 (1)		35 (1)	0.6
			<u>6275 (31)</u>	

DETROIT 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. WJR	1. WJR	1. WJR	WCHB 1440 Inkster 1.1
2. WRIF-F	2. WRIF-F	2. WWJ	WEXL 1340 Royal Oak .3
3. WLLZ-F	3. WLLZ-F	3. WXYZ	WLQV 1500 .4
4. WWJ	4. WNIC-F	4. WWWW-F	WMUZ-F 103.5 .7
5. WXYZ	5. WWJ	5. WCXI	WMZK 1400 .5
6. WNIC-F	6. WABX-F	6. WLLZ-F	WNIC 1310 Dearborn .5
7. WGPR-F	7. WMJC-F	7. WRIF-F	WOMC-F 104.3 2.2
8. WWWW-F	8. CKLW	8. CKLW	WQRS-F 105.1 1.2
9. WJR-F	9. WJLB-F	9. WJR-F	WHND 560 Monroe 1.0
10. WJLB-F	10. WJR-F	10. WGPR-F	WIQB-F 102.9 Ann Arbor .4
11. WMJC-F	11. WXYZ		CKJY-F 93.9 Windsor 1.4
12. WABX-F	12. WWWW-F		CKLW 800 Windsor 2.3
13. WCXI	13. WDRQ-F		
WCZY-F	14. WGPR-F		
15. WDRQ-F	15. WTWR-F		

ADI FM SHARE: 69.29% (4623 of 6672) (SPG 81: 66.80%)

AM STATIONS

CKLW, 800, 50 KW	, AC	, \$123.75 (Christal)	Baton
WCXI, 1130, 50 KW/10 KW (DA-2)	, COUNTRY	MBS, \$200.00 (Torbet)	Golden West
WJR, 760, 50 KW	, MOR/TALK	NBC, \$202.50 (Eastman)	Capital Cities
WWJ, 950, 5 KW (DA-N)	, NEWS	CBS, \$125.00* (CBS Spot)	Detroit News
WXYZ, 1270, 5 KW (DA-N)	, TALK	ABC-I, \$120.00* (Blair)	ABC

FM STATIONS

WABX-F, 99.5, 7 KW @ 870, AOR	Source, \$115.00 (Katz)	Century
WCZY-F, 95.5, 100 KW @ 430, AC/MOR	CBS-R, \$105.00 (CBS/FM)	Gannett
WDRQ-F, 93.1, 20 KW @ 500, CONTEMP	RKO, \$102.50 (Selcom)	Charter**
WGPR-F, 107.5, 50 KW @ 388, BLACK	SBN, \$ 58.13 (Lazar)	
WJLB-F, 97. , 50 KW @ 490, BLACK	, \$ 77.50 (Masla)	Booth
WJOI-F, 97.1 12 KW @ 802, BTFM MUS (FM-100)	, \$ 80.00* (CBS Spot)	Detroit News
WJR-F, 96.3, 50 KW @ 480, BTFM MUS (Schulke)***	, \$ 83.00 (Eastman)	Capital Cities
WJZZ-F, 105.9, 34 KW @ 300, BLACK/JAZZ	, \$ 57.50* (Howard)	
WLBS-F, 102.7, 50 KW @ 410, URBAN	SBN, \$ 77.00 (Unirep)	Inner City
WLLZ-F, 98.7, 50 KW @ 480, AOR	, \$175.00* (Mc-Guild)	Doubleday
WMJC-F, 94.7, 10 KW @ 950, AC	ABC-C, \$145.00* (MMR)	Greater Media
WNIC-F, 100.3, 50 KW @ 400, AC	, \$150.00* (RKO)	Josephson
WOMC-F, 104.3, 190 KW @ 416, AC	RKO II, \$113.13 (Katz)	Metromedia
WRIF-F, 101.1, 27 KW @ 880, AOR	ABC-R, \$118.25 (Blair)	ABC
WTWR-F, 92.3, 22 KW @ 742, AC (now country)	ABC-E, \$200.00 (Torbet)	Golden West
WWWW-F, 106.7, 61 KW @ 508, COUNTRY	APR, \$110.00 (Christal)	Shamrock

**Sale to Amaturro pending

***Switching to Mike Joseph's "Hot Hits" in late summer

DULUTH

Market # 149
 Revenue Rank # 108
 Income Rank # 143
 APR 18.1
 SMSA Pop: 267,500
 CSI: 2.1 Bil (# 155)

Revenue : \$4,893,712
 Income : \$ 122,098
 % Rev Gain: 21.6
 Stations: 18/17
 Diaries: 708/378:1
 CSI HH: 20.8 M (# 236)
 Standard Error: .777

National Rev: \$460,693
 Nat Rev per Cap: \$1.72
 Tot Rev per Cap: \$18.29
 Tot Inc per Cap: \$.46
 Profit Margin: 2.4%
 Retail \$: 1.3 Bil (# 152)
 Retail Sales %: .351

12+ METRO 1/4/SHARE	SPG 81	O/N 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKKQ-F+ 53/13.1	17.0	12.4	1. WKKQ-F+ 83	1. WEBC 893/27.6
2. KDAL 51/12.5	12.2	18.5	2. KDAL 74	2. WDSM 824/26.2
3. WDSM 44/10.8	14.1	8.2	3. WDSM 56	3. KDAL 800/25.2
4. WEBC 34/ 8.4	6.8	7.7	4. WAKX-F 45	4. WKKQ-F+ 752/21.7
5. WAKX-F 32/ 7.9	6.8	7.7	5. WEBC 42	5. WAKX-F 725/25.5
6. KQDS-F 31/ 7.6	5.1	2.6	6. KQDS-F 39	6. KQDS-F 554/19.9
7. KZIO-F 29/ 7.1	7.8	7.9	7. KZIO-F 36	7. KZIO-F 498/17.8
KXTP 29/ 7.1	1.9	2.6	8. KXTP 33	8. WEVE-F+ 375/16.0
9. WGGR-F 22/ 5.4	6.8	7.9	9. WGGR-F 29	9. WGGR-F 317/11.2
10. WEVE-F+ 17/ 4.2	8.0	9.7	10. WEVE-F+ 18	10. KXTP 275/10.2

12+ FM SHARE (METRO): 42.06% (159 of 378) (SPG 81: 45.34%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KQDS-F	1. KQDS-F	1. WKKQ-F+	1. WDSM	1. KDAL
2. KZIO-F	WAKX-F	2. WEBC	WKKQ-F+	2. WDSM
3. WAKX-F	3. KZIO-F	3. WAKX-F	3. WEBC	3. WKKQ-F+
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KDAL	1. KZIO-F	1. WKKQ-F	1. WQDS-F	1. WDSM
2. WDSM	2. WAKX-F	2. WDSM	2. WEBC	2. WKKQ-F+
3. WKKQ-F+	3. KQDS-F	3. KDAL	3. WAKX-F	3. WEBC

OTHER RATED STATIONS/METRO SHARE

WELY 1450 Ely .7	WNLT 1390 .5
WHLB 1400 Virginia 2.5	WWJC 850 2.9
WMFG 1240 Hebbing 1.7	KSTP 1500 St. Paul .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (1)	92 (3)	126 (4)	33.3
COUNTRY	66 (3)	34 (1)	100 (4)	26.5
MOR/AC	76 (5)	11 (1)	87 (6)	23.0
NOSTALGIA	29 (1)		29 (1)	7.7
BTFL MUSIC		22 (1)	22 (1)	5.8
RELIGION	14 (2)		14 (2)	3.7
			378 (18)	

RADIO STATIONS

KDAL, 610, 5 KW (DA-N), MOR	CBS, \$22.00* (Christal)
KXTP, 970, 1 KW (DAYS), NOSTALGIA (Al Ham)	ABC-I, \$ 7.35 (Howard)
WDSM, 710, 10 KW/5 KW (DA-N), COUNTRY	NBC, \$24.00* (Torbet)
WEBC, 560, 5 KW (DA-2), CONTEMP/AC	RKO,ABC-E, \$18.00 (Katz) Midwest
KQDS-F, 94.9, 100 KW @ 730, AOR	, \$21.50 (Masla)
KZIO-F, 102.5, 100 KW @ 600, ROCK (Drake-Chen)	Source, \$19.00* (Torbet)
WAKX-F, 98.9, 100 KW @ 600, CONTEMP	ABC-I, \$18.00 (Howard)
KEVE-F+, 100.1, 710 W @ 550, AC/CONTEMP	ABC-C, \$10.00 (Howard) (EVELETH)
WGGR-F, 105.1, 100 KW @ 749, BTFL MUSIC	, \$14.00 (Lotus)
WKKQ-F+, 93.9, 100 KW @ 546, COUNTRY	, \$19.00 (Market 4) (HIBBING)

EL PASO

Market # 85
 Revenue Rank # 97
 Income Rank # 378
 APR 16.4
 SMSA Pop: 499,600
 CSI: 3.6 Bil (# 95)

Revenue : \$5,376,225
 Income : \$-1,494,698
 % Rev Gain: 10.0
 Stations: 24/16
 Diaries: 798/626:1
 CSI HH: 23.5 M (# 131)
 Standard Error: .702

National Rev: \$2,198,734
 Nat Rev per Cap: \$4.40
 Tot Rev per Cap: \$10.76
 Tot Inc per Cap: \$-2.99
 Profit Margin: ---
 Retail \$: 2.4 Bil (# 85)
 Retail Sales %: .160

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KLAQ-F 81/13.0	14.5	14.1	4.0	3.1	1. KLAQ-F 103	1. KINT-F 1212/25.9
2. KHEY 58/ 9.3	5.6	7.0	7.3	10.4	2. KINT-F 68	2. KROD 965/14.9
3. KAMA 53/ 8.5	6.1	7.6	8.1	4.2	KHEY 68	3. KLAQ-F 922/18.1
KINT-F 53/ 8.5	8.4	5.4	7.5	7.9	4. KAMA 64	4. KHEY 882/16.6
5. KHEY-F 47/ 7.5	5.1	6.5	7.2	7.5	5. KHEY-F 57	5. KHEY-F 816/16.8
6. KLOZ-F 32/ 5.1	7.1	8.9	10.4	9.4	6. KROD 51	6. KFIM-F 659/11.1
7. KSET-F 28/ 4.5	3.5	5.9	6.4	8.3	7. KTSM-F 42	7. KSET-F 625/14.2
8. KROD 27/ 4.3	5.3	5.9	1.9	1.5	8. KLOZ-F 36	8. KLOZ-F 541/13.0
9. KSET 26/ 4.2	8.6	6.0	5.5	6.7	9. KFIM-F 34	9. KTSM-F 518/ 8.6
10. KAMZ-F 23/ 3.7	1.2	1.2	1.7	1.2	10. KSET-F 31	10. KAMA 513/11.6

12+ FM SHARE (METRO): 56.18% (332 of 591) (SPG 81: 53.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KINT-F	1. KLAQ-F	1. KLAQ-F	1. KHEY	1. KHEY
2. KLAQ-F	2. KINT-F	2. KHEY	2. KHEY-F	2. KAMA
3. KROD	KHEY-F	3. KHEY-F	3. KAMA	3. KHEY-F
4. KSET	4. KSET-F	4. KAMA	4. KLOZ-F	4. KEZB-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KHEY	1. KAMA	1. KHEY	1. KLAQ-F	1. KHEY
2. KLAQ-F	KHEY-F	2. KAMA	2. KSET-F	2. KHEY-F
3. KINT-F	KLAQ-F	3. KHEY-F	3. KINT-F	3. KLOZ-F
4. KHEY-F	4. KINT-F	4. KAMZ-F	4. KLOZ	KLAQ-F
			KHEY-F	

OTHER RATED STATIONS/METRO SHARE

KELP 920 2.2	KTSM 1380 2.4	XHGA-F 105.9 CJ .3
KEZB-F 93.9 3.4	KTSM-F 99.9 3.4	XHH-F 100.7 CJ .3
KFIM-F 92.3 3.5	XEFV 1000 CJ 1.4	XROK 800 CJ 2.2
KISO 1150 1.1	XEJ 970 CJ 1.3	XZOL 860 CJ 2.2
KKOL 1590 1.9	XEP 1300 CJ .3	

RADIO STATIONS

KAMA, 1060, 10 KW (DAYS), SPANISH	, \$34.13 (Eastman)
KHEY, 690, 10 KW (DA-2), COUNTRY (Burk-Abr)	ABC-I, \$60.00 (Katz)
KROD, 600, 5 KW (DA-N), ROCK	, \$14.00 (HNW) Rex
KSET, 1340, 1 KW/250 W, ROCK	, \$25.00* (Mc-Guild) Brdcst Assoc
KAMZ-F, 93.1, 30 KW @ 1190, ? ? ?	, \$20.00 (Eastman)
KEZB-F, 93.9, 100 KW @ 980, BTFL MUS	, \$15.00*
KFIM-F, 92.3, 100 KW @ 1860, CONTEMP/AC	ABC-F, \$16.00 (----)
KHEY-F, 96.3, 100 KW @ 1388, COUNTRY (Burk-Abr)	, \$60.00 (Katz)
KINT-F, 97.5, 60 KW @ 1080, ROCK	, \$30.00* (Selcom)
KLAQ-F, 95.5, 88 KW @ 1390, AOR (Burk-Abr)	Source, \$45.00* (HNW) Rex
KLOZ-F, 102.1, 57 KW @ 1160, COUNTRY	, \$38.75 (Blair) Henson
KSET-F, 94.7, 100 KW @ 732, BLACK (Burk-Abr)	, \$25.00* (Mc-Guild) Brdcst Assoc
KTSM-F, 99.9, 100 KW @ 1820, BTFL MUS (TM)	, \$13.00* (Howard)

FOR FORMAT BREAKDOWNS PLEASE SEE CONTINUATION PAGES AT END OF THIS SECTION

ERIE

Market # 138
 Revenue Rank # 159
 Income Rank # 313
 APR 16.9
 SMSA Pop: 282,600
 CSI: 2.1 Bil (# 150)

Revenue : \$3,121,630
 Income : \$ -202,126
 % Rev Gain: 23.4
 Stations: 11/11
 Diaries: 747/378:1
 CSI HH: 22.3 M (# 178)
 Standard Error: .719

National Rev: \$545,518
 Nat Rev per Cap: \$1.93
 Tot Rev per Cap: \$11.05
 Tot Inc per Cap: \$-.72
 Profit Margin: ---
 Retail \$: 1.2 Bil (# 157)
 Retail Sales %: .229

12+ METRO 1/4/SHARE				SPG 81	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT		
1.	WCCK-F	100/25.8	23.4	23.3	1.	WCCK-F	128	1.	WCCK-F	1491/46.3
2.	WJET	58/14.9	19.8	15.5	2.	WJET	58	2.	WJET	874/37.2
3.	WLWU-F	52/13.4	16.3	16.8	3.	WLWU-F	56	3.	WRIE	645/26.8
4.	WEYZ	38/ 9.8	---	1.6	4.	WZPR-F	47	4.	WLWU-F	641/24.5
5.	WRIE	35/ 9.0	10.9	12.7	5.	WREO-F	42	5.	WZPR-F	429/ 4.3
6.	WLKK	33/ 8.5	9.8	10.6	6.	WEYZ	39	6.	WREO-F	428/ 4.2
7.	WSEG-F	11/ 2.8	3.0	5.0	7.	WRIE	36	7.	WEYZ	409/17.1
8.	WHYP-F+	5/ 1.3	.9	---	8.	WLKK	33	8.	WLKK	377/16.2
9.	WREO-F	2/ .5	2.1	.6	9.	WSEG-F	11	9.	WSEG-F	175/ 7.6
	WZPR-F	2/ .5	2.1	.9	10.	WHYP-F+	5	10.	WHYP-F+	105/ 4.6

12+ FM SHARE (METRO): 50.89% (171 of 336) (SPG 81: 53.95%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WLWU-F
2. WRIE	2. WJET	2. WJET	2. WJET	2. WEYZ
	3. WRIE	3. WRIE	3. WLWU-F	3. WCCK-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F	1. WCCK-F
2. WJET	2. WJET	2. WJET	2. WJET	2. WJET
3. WRIE	3. WRIE	3. WLWU-F	3. WRIE	3. WLWU-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	58 (1)	111 (2)	169 (3)	50.3
BTFL MUSIC		54 (2)	54 (2)	16.1
COUNTRY	34 (2)	6 (2)	40 (4)	11.9
NOSTALGIA	38 (1)		38 (1)	11.3
MOR/AC	35 (1)		35 (1)	10.4
			336 (10)	

RADIO STATIONS

WEYZ, 1450, 1 KW/250 W , NOSTALGIA (A1 Ham)	CBS, \$19.50 (Katz)	Burbach
WJET, 1400, 1 KW/250 W , CONTEMP/AC	, \$17.13 (Eastman)	Myron Jones
WLKK, 1260, 5 KW (DA-2), COUNTRY	NBC, \$14.00* (Christal)	Goldman
WRIE, 1330, 5 KW (DA-2), MOR/AC	ABC-E, \$24.50 (Mc-Guild)	
WCCK-F, 103.7, 50 KW @ 500, ROCK	ABC-C, \$19.50 (Katz)	Burbach
WHYP-F+, 100.9, 3 KW @ -95, COUNTRY	, \$10.00 (----)	(NORTH EAST)
WLWU-F, 99.9, 10 KW @ 400, BTFL MUS	, \$22.00* (Christal)	Goldman
WSEG-F, 102.3, 3 KW @ 401, ROCK	MBS, \$12.00 (Groskin)	(McKEAN)
WREO-F, 97.1, 50 KW @ 500, BTFL MUS	UPI, \$12.50 (----)	(ASHTABULA)
WZPR-F, 100.3, 10 KW @ 585, COUNTRY (TM)	ABC-I, \$10.50 (Regional)	(MEADVILLE)

EUGENE-SPRINGFIELD

Market # 137
 Revenue Rank # 105
 Income Rank # 367
 APR 16.6
 SMSA Pop: 285,600
 CSI: 2.3 Bil (# 136)

Revenue : \$5,009,437
 Income : \$ -741,965
 % Rev Gain: 19.8
 Stations: 14/13
 Diaries: 679/421:1
 CSI HH: 22.1 M (# 185)
 Standard Error: .756

National Rev: \$1,531,034
 Nat Rev per Cap: \$5.36
 Tot Rev per Cap: \$17.54
 Tot Inc per Cap: \$-2.60
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 138)
 Retail Sales %: .291

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KZEL-F 64/16.3	10.6	7.6	9.9	11.4	1. KZEL-F 74	1. KZEL-F 824/26.4
2. KSND-F 49/12.5	12.5	13.9	10.5	9.5	2. KSND-F 52	2. KPNW 782/18.1
3. KUGN 41/10.4	12.3	9.8	14.2	14.6	3. KPNW 45	3. KUGN 760/26.8
4. KPNW-F 35/ 8.9	11.7	14.1	13.9	13.3	4. KUGN 44	4. KSND-F 712/24.7
5. KUGN-F 30/ 7.6	8.9	6.0	3.7	5.4	5. KPNW-F 43	5. KPNW-F 538/18.6
6. KQDQ 25/ 6.4	5.8	6.3	---	1.9	6. KUGN-F 32	6. KUGN-F 446/16.3
7. KEED 24/ 6.1	7.8	7.9	9.3	9.5	7. KQDQ 29	7. KEED 380/14.4
8. KPNW 24/ 6.1	7.2	7.6	9.6	9.5	8. KRKT-F+ 25	8. KRKT-F+ 299/ 1.8
9. KORE 16/ 4.1	3.9	3.3	2.3	2.9	9. KEED 24	9. KBDF 270/10.8
10. KASH 13/ 3.3	1.1	.8	2.8	1.9	10. KORE 18	KASH 270/10.9

12+ FM SHARE (METRO): 53.80% (184 of 342) (SPG 81: 53.14%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KZEL-F	1. KZEL-F	1. KZEL-F	1. KUGN	1. KUGN
2. KSND-F	2. KSND-F	2. KSND-F	2. KSND-F	2. KPNW-F
	3. KUGN	3. KUGN	3. KPNW-F	3. KEED
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KUGN	1. KSND-F	1. KSND-F	1. KZEL-F	1. KUGN
2. KZEL-F	KZEL-F	KPNW-F	2. KSND-F	2. KZEL-F
3. KSND-F	3. KORE	3. KUGN	3. KUGN	3. KSND-F

OTHER RATED STATIONS/METRO SHARE

KBDF 1280 3.1	KNND 1400 Cottage Grove .8
KBMC-F 94.5 .8	KRKT-F+ 99.9 Albany .8

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		113 (2)	113 (2)	33.1
MOR/AC	93 (5)		93 (5)	27.2
COUNTRY	24 (1)	33 (2)	57 (3)	16.7
BTFL MUSIC		35 (1)	35 (1)	10.2
NOSTALGIA	25 (1)		25 (1)	7.3
RELIGION	16 (1)	3 (1)	19 (2)	5.6
			342 (14)	

RADIO STATIONS

KASH, 1600, 5 KW/1 KW (DA-N), OLDIES	ABC-E, \$15.00* (Roslin) Sterling
KEED, 1450, 1 KW, COUNTRY	ABC-I, \$19.00 (Selcom) Community Pacific
KORE, 1050, 1 KW (DAYS), RELIGION	MBS, \$ 5.50 (Gillis)
KPNW, 1120, 50 KW (DA-2), AC	NBC, \$48.00 (Katz) Pacific Northwest
KQDQ, 1320, 1 KW (DAYS), NOSTALGIA (A1 Ham)	, \$13.00 (Howard) Empire
KUGN, 590, 5 KW/1 KW (DA-N), MOR	CBS, \$27.00* (Torbet)
KPNW-F, 99.1, 100 KW @ 1485, BTFL MUS (Schulke)	, \$48.00 (Katz) Pacific Northwest
KSND-F, 93.1, 100 KW @ 1800, ROCK (TM)	Source, \$18.00 (Roslin) Sterling
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	MBS, \$20.00 (Torbet)
KZEL-F, 96.1, 100 KW @ 872, AOR (Burk-Abr)	, \$18.50 (Mc-Guild)
KRKT-F+, 99.9, 50 KW @ 1075, COUNTRY	ABC-I, \$11.00 (Roslin) (ALBANY)

EVANSVILLE

Market # 128
 Revenue Rank # 96
 Income Rank # 122
 APR 15.9
 SMSA Pop: 312,900
 CSI: 2.4 Bil (# 132)

Revenue : \$5,466,259
 Income : \$ 176,126
 % Rev Gain: 3.8
 Stations: 15/14
 Diaries: 696/450:1
 CSI HH: 20.4 M (# 256)
 Standard Error: .724

National Rev: \$608,893
 Nat Rev per Cap: \$1.95
 Tot Rev per Cap: \$17.47
 Tot Inc per Cap: \$.56
 Profit Margin: 3.2%
 Retail \$: 1.4 Bil (# 131)
 Retail Sales %: .368

12+ METRO 1/4/SHARE	SPG 81	O/N	80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIKY-F 86/20.8	20.1	26.3		1. WKDQ-F 132	1. WKDQ-F 1843/35.7
2. WGBF 69/16.7	17.6	21.3		2. WIKY-F 114	2. WGBF 1243/35.4
3. WKDQ-F 66/15.9	17.3	7.7		3. WBKR-F 83	3. WIKY-F 1161/29.5
4. WROZ 35/ 8.5	9.5	9.6		4. WGBF 82	4. WBKR-F 907/10.0
5. WKKR 28/ 6.8	5.4	3.7		5. WROZ 38	5. WSTO-F 623/ 6.6
6. WBKR-F 20/ 4.8	5.1	3.2		6. WKKR 32	6. WROZ 595/19.5
7. WHKC-F 16/ 3.9	5.7	3.5		7. WSTO-F 31	7. WKKR 455/13.9
WRAY-F+ 16/ 3.9	4.0	5.6		8. WHKC-F 22	8. WRAY-F+ 400/ 9.5
9. WSON 13/ 3.1	3.3	1.9		9. WYER-F 20	9. WYER-F 371/ 7.8
10. WYER-F 11/ 2.7	---	---		10. WRAY-F+ 19	10. WHKC-F 358/ 9.6

12+ FM SHARE (METRO): 59.52% (225 of 378) (SPG 81: 57.51%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WKDQ-F	1. WKDQ-F	1. WGBF	1. WIKY-F	1. WIKY-F
2. WGBF	WGBF	2. WIKY-F	2. WGBF	2. WGBF
3. WYER-F	3. WHKC-F	WKDQ-F	3. WKKR	3. WROZ
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WIKY-F	1. WGBF	1. WIKY-F	1. WKDQ-F	1. WGBF
2. WGBF	2. WKDQ-F	2. WGBF	2. WGBF	2. WIKY-F
3. WKDQ-F	3. WIKY-F	3. WKDQ-F	3. WHKC-F	3. WKKR

OTHER RATED STATIONS/METRO SHARE

WPCO 1590 Mount Vernon	1.0	WRUL-F 97.3 Carmi, IL	.5
WVHI-F 105.3	1.2	WSTO-F 96.1 Owensboro	1.7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	69 (1)	100 (4)	169 (5)	44.7
MOR/AC	49 (4)	98 (2)	147 (6)	38.9
COUNTRY	35 (1)	22 (2)	57 (3)	15.1
RELIGION		5 (1)	5 (1)	1.3
			378 (15)	

RADIO STATIONS

WGBF, 1280, 5 KW/1 KW (DA-N), CONTEMP	ABC-C, \$37.75 (Mc-Guild)
WKKR, 1330, 5 KW/1 KW (DA-N), COUNTRY	CBS, \$28.50 (Savalli)
WROZ, 1400, 1 KW/250 W, COUNTRY	ABC-I, \$24.50 (Selcom) South Central
WSON, 860, 500 W (DAYS), AC	CBS, \$ 9.00 (Regional) Lackey
WHKC-F, 103.1, 3 KW @ 300, AOR	ABC-R, \$22.75 (Mc-Guild)
WIKY-F, 104.1, 50 KW @ 480, MOR/BTFL**	, \$60.00 (Selcom) South Central
WKDQ-F, 99.5, 50 KW @ 500, ROCK (Drake-Chen)	RKO, \$22.75 (Regional) Lackey
WRAY-F+, 98.1, 50 KW @ 420, AC	MBS, \$17.00 (RSR) (PRINCETON)
WBKR-F, 92.5, 77 KW @ 427, COUNTRY	NBC, \$22.00 (HNW) (OWENBORO)
WSTO-F, 96.1, 100 KW @ 939, CONTEMP	ABC-F, \$16.00 (Masla) (OWENBORO)
WYER-F, 94.9, 50 KW @ 425, ROCK	, \$11.00 (Pates) (MT. CARMEL,IL)

**BTFL MUSIC (FM-100) at night

FARGO

Market # 227
 Revenue Rank # 109
 Income Rank # 250
 APR 16.6
 SMSA Pop: 139,900
 CSI: 1.1 Bil (# 230)

Revenue : \$4,872,836
 Income : \$ -45,889
 % Rev Gain: 14.3
 Stations: 8/7
 Diaries: 520/269:1
 CSI HH: 21.8 M (# 202)
 Standard Error: .895

National Rev: \$863,134
 Nat Rev per Cap: \$6.17
 Tot Rev per Cap: \$34.83
 Tot Inc per Cap: \$-.33
 Profit Margin: ---
 Retail \$: .8 Bil (# 198)
 Retail Sales %: .530

12+ METRO 1/4/SHARE	SPG 81	O/N 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KQWB-F 45/23.2	15.1	15.2	1. KFGO 79	1. KFGO 1059/30.4
2. KFGO 30/15.5	21.1	22.8	2. KQWB-F 61	2. WDAY 769/23.1
3. KQWB 25/12.9	17.3	16.8	3. WDAY 49	3. KQWB-F 714/43.1
4. KVOX-F 23/11.9	10.8	7.6	4. KQWB 35	4. KQWB 634/34.8
5. WDAY-F 18/ 9.3	8.6	13.6	5. WDAY-F 30	5. WDAY-F 419/16.6
6. WDAY 17/ 8.8	11.4	10.3	6. KVOX-F 25	6. KVOX 399/24.6
7. KVOX 13/ 6.7	7.6	6.5	7. KBRF-F 20	7. KVOX-F 356/22.7
8. KBRF-F 2/ 1.0	---	---	8. KVOX 18	8. KBRF-F 347/ 6.3

12+ FM SHARE (METRO): 50.87% (88 of 173) (SPG 81: 37.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KQWB-F	1. KQWB-F	1. KQWB-F	1. KVOX-F	1. KFGO
2. KQWB	2. KQWB	2. KQWB	2. KFGO	2. KVOX
3. KVOX-F	3. KVOX KVOX-F	3. KVOX-F	3. KQWB-F	WDAY-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KFGO	1. KQWB-F	1. KVOX-F	1. KQWB-F	1. KQWB-F
2. KQWB-F	2. KQWB	2. WDAY-F	2. KQWB	2. KFGO
3. WDAY	3. KVOX-F	KFGO	3. KVOX	3. KVOX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	25 (1)	47 (2)	72 (3)	41.6
COUNTRY	47 (2)	23 (1)	70 (3)	40.5
BTFL MUSIC		18 (1)	18 (1)	10.4
MOR/AC	13 (1)		13 (1)	7.5
			173 (80)	

RADIO STATIONS

KFGO, 790, 5 KW (DA-N)	COUNTRY	CBS, \$51.75 (Mc-Guild)	Communi Prop
KQWB, 1550, 5 KW (DA-N)	ROCK	RKO, \$24.00* (Torbet)	Midwest
WVOX, 1280, 5 KW/1 KW (DA-N)	AC	ABC-E, \$15.00 (Selcom)	Forward
WDAY, 970, 5 KW (DA-N)	COUNTRY	NBC, \$45.50 (Katz)	
KQWB-F, 98.7, 100 KW @ 465	AOR/ROCK	RKO, \$24.00* (Torbet)	Midwest
KVOX-F, 99.9, 100 KW @ 440	COUNTRY	ABC-I, \$15.00 (Selcom)	Forward
WDAY-F, 93.7, 100 KW @ 1050	BTFL MUS (Bonne)	MBS, \$45.50 (Katz)	
KBRF-F, 103.3, 100 KW @ 650	ROCK (Drake-Chen)	MBS, \$17.00 (PRO)	(FERGUS FALLS)

FAYETTEVILLE, NC

Market # 157
 Revenue Rank # 173
 Income Rank # 130
 APR 19.4
 SMSA Pop: 253,000
 CSI: 1.8 Bil (# 166)

Revenue : \$2,883,459
 Income : \$ 146,074
 % Rev Gain: 11.0
 Stations: 12/6
 Diaries: 757/334:1
 CSI HH: 22.5 M (# 170)
 Standard Error: .833

National Rev: \$667,455
 Nat Rev per Cap: \$2.64
 Tot Rev per Cap: \$11.40
 Tot Inc per Cap: \$.58
 Profit Margin: 5.0%
 Retail \$: 1.0 Bil (# 177)
 Retail Sales %: .227

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQSM-F 75/19.9	25.8	23.2	1. WQSM-F 123	1. WQSM-F 1598/43.3
2. WIDU 55/14.6	5.5	14.6	2. WRAL-F 76	2. WRAL-F 1176/22.3
3. WFNC 43/11.4	10.5	10.1	3. WFNC 56	3. WFNC 674/24.8
4. WQDR-F 37/ 9.8	13.1	9.0	WIDU 56	4. WFLB 566/28.3
5. WFLB 34/ 9.0	8.0	10.1	5. WQDR-F 51	5. WFBS 508/19.0
6. WFBS 29/ 7.7	8.4	.7	6. WSTS-F 38	6. WQDR-F 505/17.2
7. WRAL-F 28/ 7.4	9.5	7.9	7. WFBS 36	7. WSTS-F 498/ 8.0
8. WFAI 19/ 5.1	8.4	10.1	8. WFLB 34	8. WIDU 461/21.8
9. WSTS-F 11/ 2.9	2.5	2.6	9. WYYD-F 23	9. WFAI 337/15.4
10. WYYD-F 9/ 2.4	3.3	4.1	10. WFAI 20	10. WYYD-F 314/ 7.1

12+ FM SHARE (METRO): 47.86% (168 of 351) (SPG 81: 57.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WQSM-F	1. WQSM-F	1. WQSM-F	1. WQSM-F	1. WFNC
2. WIDU	2. WIDU	2. WIDU	2. WFNC	2. WFAI
3. WFLB	3. WQDR-F	3. WQDR-F	3. WRAL-F	WQSM-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WQSM-F	1. WQSM-F	1. WQSM-F	1. WIDU	1. WQSM-F
2. WFNC	2. WIDU	2. WFNC	2. WQSM-F	2. WFNC
3. WIDU	WFBS	3. WIDU	3. WQDR-F	3. WFBS
	WRAL-F			WRAL-F

OTHER RATED STATIONS/METRO SHARE

WIDO-F 103.1 Dunn 2.1 WPTF 680 Raleigh .8

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (1)	140 (3)	174 (4)	49.6
BLACK	84 (2)		84 (2)	23.9
COUNTRY	62 (2)		62 (2)	17.7
RELIGION/GOSPEL		11 (1)	11 (1)	3.1
BTFM MUSIC		9 (1)	9 (1)	2.6
UNKNOWN		8 (1)	8 (1)	2.3
MOR/AC	3 (1)		3 (1)	0.9
			351 (12)	

RADIO STATIONS

WFAI, 1230, 1 KW/250 W	, COUNTRY	ABC-E, \$11.50 (Howard)	Beasley
WFBS, 1450, 1 KW/250 W	, BLACK (Drake-Chen)	, \$15.50 (Selcom)	(SPRING LAKE)
WFLB, 1490, 1 KW/250 W	, ROCK	ABC-C, \$11.25 (Masla)	Gray
WFNC, 940, 50 KW/1 KW (DA-N)	, COUNTRY (TM)	CBS, \$22.68 (Eastman)	Cape Fear
WIDU, 1600, 1 KW (DAYS)	, BLACK	MBS,SBN, \$ 9.00 (----)	
WQSM-F, 98.1, 100 KW @ 500,	ROCK (TM)	, \$35.34 (Eastman)	Cape Fear
WSTS-F, 96.5, 100 KW @ 650,	GOSPEL/VARIOUS	, \$10.05 (Savalli)	(LAURINBERG)

Other stations -see Raleigh

FLINT

Market # 82
 Revenue Rank # 89
 Income Rank # 69
 APR 18.1
 SMSA Pop: 524,400
 CSI: 4.9 Bil (# 72)

Revenue : \$5,944,118
 Income : \$ 417,312
 % Rev Gain: -7.1
 Stations: 26/10
 Diaries: 809/648:1
 CSI HH: 26.8 M (# 28)
 Standard Error: .729

National Rev: \$1,556,935
 Nat Rev per Cap: \$2.97
 Tot Rev per Cap: \$11.34
 Tot Inc per Cap: \$.80
 Profit Margin: 7.0%
 Retail \$: 2.7 Bil (# 74)
 Retail Sales %: .182

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWCK-F 109/14.3	13.2	10.5	13.8	10.3	1. WWCK-F 138	1. WWCK-F 1397/26.2
2. WDZZ-F 78/10.2	11.9	10.3	12.9	11.5	2. WTRX 84	2. WTRX 1106/22.7
3. WTRX 76/10.0	6.4	7.8	6.6	6.9	3. WGER-F 83	3. WJR 1060/16.0
4. WGMZ-F 54/ 7.1	6.5	11.1	12.4	6.9	4. WDZZ-F 82	4. WHNN-F 1029/10.4
5. WFDF 48/ 6.3	5.6	6.5	5.2	8.0	5. WWWS-F 71	5. WGER-F 975/10.2
6. WJR 42/ 5.5	5.6	8.0	6.3	8.5	6. WGMZ-F 63	6. WKCQ-F 893/ 6.4
7. WFMK-F 38/ 5.0	4.9	7.5	4.5	7.1	7. WJR 62	7. WFDF 876/18.0
8. WKMF 33/ 4.3	5.1	6.8	5.9	5.8	WKCQ-F 62	8. WGMZ-F 782/14.9
9. WWWS-F 30/ 3.9	1.3	.4	.7	---	9. WHNN-F 59	9. WDZZ-F 757/17.0
10. WTAC 27/ 3.5	4.1	3.4	3.1	4.4	10. WIOG-F 55	10. WIOG-F 756/ 2.8

12+ FM SHARE (METRO): 60.88% (428 of 703) (SPG 81: 57.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WWCK-F	1. WWCK-F	1. WWCK-F	1. WTRX	1. WGMZ-F
2. WDZZ-F	2. WTRX	2. WTRX	2. WDZZ-F	2. WJR
3. WFMK-F	3. WDZZ-F	3. WDZZ-F	3. WWCK-F	3. WDZZ-F
4. WTRX	4. WFMK-F	4. WFMK-F	4. WJR	4. WTRX
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WWCK-F	1. WTRX	1. WTRX	1. WWCK-F	1. WWCK-F
2. WTRX	2. WDZZ-F	WDZZ-F	2. WTRX	2. WTRX
3. WFDF	WWCK-F	3. WJR	3. WDZZ-F	3. WJR
4. WJR	4. WFMK-F	4. WFMK-F	4. WTAC	4. WGMZ-F

OTHER RATED STATIONS/METRO SHARE

WFLT 1420	3.4	WHND 560	Monroe .4	WKCQ-F 98.1	Saginaw 1.3
WOAP 1080	Owosso 1.3	WHNN-F 96.1	Saginaw 2.6	WMJC-F 94.7	Detroit .7
WOAP-F 103.9	Owosso .5	WIOG-F 106.3	Saginaw 1.4	WRIF-F 101.1	Detroit 1.1
WABX-F 99.5	Detroit .4	WITL-F 100.7	Lansing 2.9	WWJ 950	Detroit .9
WCXI 1130	Detroit .4	WJXQ-F 106.1	Jackson .9	WWW-F 106.7	Detroit .5
				WGER-F 102.5	Saginaw 3.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		196 (7)	196 (7)	27.9
MOR/AC	179 (5)	9 (2)	188 (7)	26.7
BLACK/URBAN		108 (2)	108 (2)	15.4
COUNTRY	63 (3)	36 (3)	99 (6)	14.1
BTFM MUSIC		79 (2)	79 (2)	11.2
NOSTALGIA	26 (1)		26 (1)	3.7
NEWS/TALK	7 (1)		7 (1)	1.0
			703 (26)	

RADIO STATIONS

WFDF, 910, 5 KW/1 KW (DA-1)	, MOR	CBS, \$36.25*	(Blair)
WKMF, 1470, 5 KW/1 KW (DA-1)	, COUNTRY	ABC-E, \$45.75	(Katz) Beck Ross
WTAC, 600, 1 KW/500 W (DA-1)	, COUNTRY	ABC-C, \$27.50	(Masla)
WTRX, 1330, 5 KW/1 KW (DA-2)	, AC/CONTEMP	ABC-I, \$29.00	(Christal) Mid America
WDZZ-F, 92.7, 3 KW @ 260,	BLACK	SBN, \$31.00	(Masla)
WGMZ-F, 107.9, 50 KW @ 370,	BTFM MUS (Bonne)	, \$45.75	(Katz) Beck Ross
WWCK-F, 105.5, 2.4 KW @ 364,	AOR (Burk-Abr)	ABC-F, \$45.00*	(Mc-Guild) Reams

Other stations - see Lansing, Saginaw, Detroit

FORT WAYNE

Market # 106
 Revenue Rank # 77
 Income Rank # 190
 APR 16.5
 SMSA Pop: 386,300
 CSI: 3.3 Bil (# 101)

Revenue : \$6,826,252
 Income : \$ 36,424
 % Rev Gain: 6.4
 Stations: 13/14
 Diaries: 802/482:1
 CSI HH: 23.8 M (# 117)
 Standard Error: .684

National Rev: \$1,484,595
 Nat Rev per Cap: \$3.84
 Tot Rev per Cap: \$17.67
 Tot Inc per Cap: \$.09
 Profit Margin: 0.5%
 Retail \$: 1.8 Bil (# 108)
 Retail Sales %: .344

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WOWO 128/25.0	20.5	21.9	17.8	26.0	1. WOWO 302	1. WOWO 4467/54.1
2. WQHK 80/15.6	13.5	14.1	11.3	7.9	2. WFWQ-F 132	2. WFWQ-F 1999/24.8
3. WMEE-F 66/12.9	17.3	12.5	14.3	14.7	3. WQHK 108	3. WMEE-F 1921/32.2
4. WEZV-F 63/12.3	13.5	11.1	12.0	16.9	4. WMEE-F 101	4. WQHK 1262/25.5
5. WFWQ-F 45/ 8.8	8.2	9.1	9.6	9.7	5. WEZV-F 71	5. WEZV-F 743/19.9
6. WXKE-F 35/ 6.8	8.4	9.5	11.3	9.3	6. WXKE-F 39	6. WXKE-F 537/13.5
7. WLYV 15/ 2.9	2.2	2.2	4.6	3.3	7. WJR 16	7. WJR 385/ 2.3
8. WKSJ-F 7/ 1.4	1.8	3.8	1.5	.6	8. WLYV 15	8. WLYV 285/ 8.4
9. WIFF 6/ 1.2	1.0	2.2	1.5	.6	9. WHUZ-F+ 11	9. WHUZ-F+ 267/ 2.6
10. WBMX-F 5/ 1.0	---	---	---	---	10. WKSJ-F 9	10. WKSJ-F 237/ 5.4

12+ FM SHARE (METRO): 48.80% (223 of 457) (SPG 81: 50.78%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WFWQ-F	1. WMEE-F	1. WOWO	1. WOWO	1. WOWO
2. WMEE-F	2. WOWO	2. WMEE-F	2. WQHK	2. WQHK
3. WXKE-F	WXKE-F	3. WQHK	3. WMEE-F	3. WEZV-F
4. WOWO	4. WFWQ-F	4. WEZV-F	4. WEZV-F	4. WMEE-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WOWO	1. WMEE-F	1. WOWO	1. WMEE-F	1. WOWO
2. WQHK	2. WOWO	2. WQHK	WXKE-F	2. WQHK
3. WMEE-F	3. WFWQ-F	3. WEZV-F	3. WQHK	3. WMEE-F
4. WEZV-F	4. WQHK	4. WMEE-F	4. WFWQ-F	4. WEZV-F

OTHER RATED STATIONS/METRO SHARE

WGL 1250 .6 WHUZ-F 103.1 Huntington .4 WJR 760 Detroit .4

FORMATS

	AM	FM	TOTAL	%
MOR/AC	148 (4)	7 (1)	155 (5)	33.9
ROCK/AOR/CONTEMP		148 (4)	148 (4)	32.4
COUNTRY	86 (2)		86 (2)	18.8
BTFL MUSIC		63 (1)	63 (1)	13.8
BLACK		5 (1)	5 (1)	1.1
			457 (13)	

RADIO STATIONS

WIFF, 1570, 500 W (DAYS), COUNTRY	MBS, \$ 8.50 (Pates)	(AUBURN)
WLYV, 1450, 1 KW/250 W, OLDIES (now NOST)	RKO, \$23.00 (Regional)	
WOWO, 1190, 50 KW (DA-N), MOR	ABC-I, \$70.63 (RAR)	Westinghouse**
WQHK, 1380, 5 KW (DA-2), COUNTRY (Burk-Abr)	CBS, \$40.25 (Eastman)	Federated
WEZV-F, 101.7, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$38.50 (Christal)	Fairfield
WFWQ-F, 95.1, 44 KW @ 680, ROCK	ABC-C, \$32.00* (Torbet)	Sarkes Tarzian
WMEE-F, 97.3, 48 KW @ 480, ROCK (Burk-Abr)	, \$50.00 (Eastman)	Federated
WXKE-F, 103.9, 3 KW @ 250, AOR	Source, \$20.00 (Selcom)	
WHUZ-F+, 103.1, 3 KW @ 377, CONTEMP	MBS, \$ 8.40 (PRO)	(HUNTINGTON)
WKSJ-F, 106.3, 3 KW @ 300, AC	RKO II, \$10.00* (Torbet)	(COLUMBIA CITY)

WBMX-F - See Chicago WJR - See Detroit

**Sale to Price is pending

FRESNO

Market # 79
 Revenue Rank # 61
 Income Rank # 227
 APR 16.4
 SMSA Pop: 531,200
 CSI: 4.1 Bil (# 88)

Revenue : \$8,820,511
 Income : \$ -10,499
 % Rev Gain: 24.8
 Stations: 27/20
 Diaries: 1005/529:1
 CSI HH: 21.6 M (# 212)
 Standard Error: .620

National Rev: \$3,447,316
 Nat Rev per Cap: \$6.49
 Tot Rev per Cap: \$16.60
 Tot Inc per Cap: \$-.20
 Profit Margin: ---
 Retail \$: 2.7 Bil (# 73)
 Retail Sales %: .242

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KYNO-F 85/12.0	9.7	11.0	7.0	9.0	1. KFYE-F 210	1. WFYE-F 2588/20.8
2. KMJ 66/ 9.3	8.8	8.8	8.6	8.5	2. KMJ 124	2. KMJ 1338/18.5
3. KFYE-F 59/ 8.3	9.3	7.4	9.3	7.4	3. KYNO-F 90	3. KFRE 1320/12.8
4. KKNU-F 56/ 7.9	9.5	11.4	9.6	9.5	4. KKNU-F 83	4. KYNO-F 1194/23.8
5. KKDJ-F 39/ 5.5	3.8	4.6	3.8	6.1	5. KKNU-F 80	5. KBOS-F 1050/12.3
KFIG-F 39/ 5.5	4.2	5.5	7.7	3.9	6. KKDJ-F 63	6. KKNU-F 929/13.9
7. KMAK 34/ 4.8	5.0	5.1	5.8	6.9	7. KBOS-F 62	7. KKDJ-F 791/11.3
8. KGST 33/ 4.6	4.7	4.8	3.3	3.9	8. KFIG-F 51	8. KFRY-F 639/ 8.4
9. KBOS-F 32/ 4.5	3.8	4.3	2.6	3.1	9. KNGS 47	9. KFIG-F 629/12.3
10. KFRE 28/ 3.9	3.9	1.2	3.6	4.8	10. KGST 41	10. KNGS 580/ 1.9

12+ FM SHARE (METRO): 56.20% (367 of 653) (SPG 81: 56.20%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KYNO-F	1. KYNO-F	1. KYNO-F	1. KFYE-F	1. KMJ
2. KFYE-F	2. KFYE-F	2. KFYE-F	2. KFIG-F	2. KKNU-F
KBOS-F	3. KKDJ-F	3. KKDJ-F	3. KKNU-F	3. KMAK
4. KKDJ-F	4. KFIG-F	4. KFIG-F	4. KGST	4. KGST
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KMJ	1. KYNO-F	1. KFYE-F	1. KKDJ-F	1. KFYE-F
2. KYNO-F	2. KFYE-F	2. KGST	2. KYNO-F	2. KFIG-F
3. KFYE-F	3. KKDJ-F	3. KKNU-F	3. KFYE-F	3. KFRE
4. KGST	4. KFIG-F	4. KFIG-F	4. KBOS-F	4. KYNO-F
				KARM

OTHER RATED STATIONS/METRO SHARE

KARM 1430	3.9	KNAX-F 97.9	.8	KIOY-F 103.7	Hanford 1.5
KBIF 900	.6	KTED-F 96.7	Fowler 1.5	KJUG-F 106.7	Tulare .4
KEAP 980	.8	KXEX 1550	2.1	KLTA-F 98.9	Dinuba 1.0
KFRY-F 101.9	2.7	KXQR 790	Clovis 2.5	KNGS 620	Hanford .4
KIRV 1510	1.1	KYNO 1300	3.7	KRDU 1130	Dinuba
KLIP 1220	Fowler .7	KCBS 740	SF .4		

RADIO STATIONS

KARM, 1430, 5 KW (DA-1), AC	ABC-D, \$20.00 (----)	Davis/Weaver
KFRE, 940, 50 KW (DA-2), MOR	ABC-I, \$30.50* (HNW)	
KGST, 1600, 5 KW (DA-N), SPANISH	, \$13.00 (Lotus)	
KMAK, 1340, 1 KW/250 W, COUNTRY	ABC-E, \$21.00* (Christal)	
KMJ, 580, 5 KW, NEWS/TALK	CBS,NBC, \$42.50 (Katz)	McClatchy
KNGS, 620, 1 KW (DA-N), COUNTRY	ABC-E, \$17.00 (PRO)	(HANFORD)
KFIG-F, 101.1, 50 KW @ 352, AC	, \$35.00* (Torbet)	Davis/Weaver
KFRY-F, 101.9, 2 KW @ 1880, COUNTRY	, \$20.00* (HNW)	
KFYE-F, 93.7, 68 KW @ 1950, CONTEMP	RKO, \$55.00* (Selcom)	Sunbelt
KKDJ-F, 105.9, 2.4 KW @ 1960, AOR	, \$25.00* (RKO)	
KKNU-F, 102.7, 50 KW @ 500, BTFL MUS (Schulke)	, \$30.50 (Blair)	East-West FM
KYNO-F, 95.5, 50 KW @ 318, ROCK	, \$40.00* (Eastman)	
KBOS-F, 94.9, 17 KW @ 850, ROCK	ABC-C, \$23.00* (Christal)	(TULARE)

GRAND RAPIDS

Market # 68; ADI # 37
 Revenue Rank # 51
 Income Rank # 49
 APR 16.2
 SMSA Pop: 610,000
 CSI: 5.1 Bil (# 70)

Revenue : \$10,553,052
 Income : \$ 534,260
 % Rev Gain: 10.6
 Stations: 26/21
 Diaries: 833/732:1
 CSI HH: 24.5 M (# 83)
 Standard Error: .662

National Rev: \$1,882,713
 Nat Rev per Cap: \$3.09
 Tot Rev per Cap: \$17.30
 Tot Inc per Cap: \$.88
 Profit Margin: 5.1%
 Retail \$: 2.9 Bil (# 70)
 Retail Sales %: .335

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WLAV-F 115/14.3	13.3	14.1	13.3	9.1	1. WLAV-F 214	1. WGRD-F 2587/22.7
2. WOOD-F 110/13.7	12.7	12.8	12.9	15.1	2. WOOD-F 175	WOOD-F 2587/29.9
3. WOOD 85/10.6	8.2	8.3	12.2	14.0	3. WGRD-F 134	3. WLAV-F 2403/24.5
4. WGRD-F 63/ 7.8	6.5	8.2	7.7	7.7	4. WJFM-F 112	4. WJFM-F 1707/15.1
5. WCUZ-F 60/ 7.5	10.9	7.6	5.0	4.5	5. WCUZ-F 96	5. WOOD 1504/26.2
6. WJFM-F 53/ 6.6	5.2	6.3	6.4	5.8	6. WOOD 89	6. WCUZ-F 1438/18.1
7. WFUR-F 38/ 4.7	4.4	4.5	3.7	2.9	7. WMUS-F 60	7. WZZR-F 1012/14.2
8. WCUZ 36/ 4.5	4.3	5.3	3.7	5.9	8. WQLR-F 58	8. WQLR-F 803/ 4.2
WZZR-F 36/ 4.5	6.3	4.3	8.3	6.0	9. WQWQ-F 56	9. WCUZ 800/14.7
10. WXQT 25/ 3.1	5.2	2.5	1.9	1.5	10. WZZR 53	10. WMUS-F 753/ 3.0

12+ FM SHARE (METRO): 70.68% (523 of 740) (SPG 81: 68.94%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WLAV-F	1. WLAV-F	1. WLAV-F	1. WCUZ-F	1. WOOD-F
2. WGRD-F	2. WJFM-F	2. WCUZ-F	WOOD-F	2. WOOD
3. WKWM	3. WGRD-F	WOOD-F	3. WOOD	3. WCUZ-F
4. WZZR-F	4. WCUZ-F	4. WJFM-F	4. WJFM-F	4. WXQT

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WOOD	1. WLAV-F	1. WOOD-F	1. WLAV-F	1. WCUZ-F
2. WOOD-F	2. WJFM-F	2. WOOD	2. WOOD-F	2. WLAV-F
3. WCUZ-F	3. WCUZ-F	3. WCUZ-F	3. WGRD-F	3. WOOD
4. WLAV-F	4. WGRD-F	4. WJFM-F	4. WCUZ-F	4. WJFM-F
	WZZR-F			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	5 (1)	214 (3)	219 (4)	29.6
BTFL MUSIC		178 (5)	178 (5)	24.0
MOR/AC	103 (4)	53 (1)	156 (5)	21.1
COUNTRY	36 (1)	78 (4)	114 (5)	15.4
NEWS/TALK	26 (3)		26 (3)	3.5
NOSTALGIA	25 (1)		25 (1)	3.4
BLACK	12 (1)		12 (1)	1.6
RELIGION	10 (1)		10 (2)	1.3
			<u>741 (26)</u>	

GRAND RAPIDS/KALAMAZOO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WLAV-F	1. WOOD-F	1. WLAV-F	WFUR	1570 .7
2. WOOD-F	2. WGRD-F	2. WOOD	WGHN	1370 Grand Haven .5
3. WGRD-F	3. WLAV-F	3. WOOD-F	WHTC	1450 Holland 1.4
4. WJFM-F	4. WJFM-F	4. WGRD-F	WJBL-F	94.5 Holland 1.4
5. WKFR-F	5. WOOD	5. WCUZ-F	WKWM	1140 Kentwood 1.5
6. WCUZ-F	6. WCUZ-F	6. WCUZ	WMAX	1480 .7
7. WOOD	7. WKFR-F	7. WJFM-F	WTWN	1340 2.1
8. WKZO	8. WKZO	8. WFUR-F	WYGR	1530 Wyoming .5
9. WJXQ-F	9. WZZR-F	9. WZZR-F	WZND-F	99.3 Zeeland .7
10. WMUS-F	10. WJXQ-F		WMUS-F	106.9 Muskegon .9
WNWN-F	11. WNWN-F		WPLB-F	107.3 Greenville .6
WQLR-F	12. WQLR-F		WQLR-F	106.5 Kalamazoo 1.2
13. WQWQ-F	13. WCUZ		WQWQ-F	104.5 Muskegon 1.1
14. WZZR-F	14. WMUS-F		WBBM	780 Chicago .4
15. WBCK	15. WFUR-F		WGN	720 Chicago .4
WFUR-F			WLS	890 Chicago .6

ADI FM SHARE: 70.56% (1352 of 1816) (SPG 81: 69.38%)

AM STATIONS

WCUZ, 1230, 1 KW/250 W	COUNTRY (Burk-Abr)	CBS, \$52.49 (Eastman)	Federated
WKWM, 1140, 5 KW (DAYS,DA)	BLACK	NBN, \$13.00 (Roberts)	
WOOD, 1300, 5 KW (DA-N)	MOR	NBC, \$50.00* (Katz)	WOOD Inc.
WXQT, 1410, 1 KW (DAYS)	NOSTALGIA (Al Ham)	ABC-I, \$18.00* (Torbet)	Regional
WBCK, 930, 5 KW/1 KW (DA-2),MOR		NBC, \$17.00 (Masla) (BATTLE CREEK)	

FM STATIONS

WCUZ-F, 101.3, 50 KW @ 420	COUNTRY (Burk-Abr)	CBS, \$52.49 (Eastman)	Federated
WFUR-F, 102.9, 40 KW @ 257	BTFL MUS	, \$12.00 (----)	Kuiper
WGRD-F, 97.9, 13 KW @ 590	ROCK	ABC-C, \$34.00 (Torbet)	Regional
WJFM-F, 93.7, 320 KW @ 850	SOFT ROCK (TM)	MBS, \$41.00 (Mc-Guild)	Fetzer
WLAV-F, 96.9, 50 KW @ 500	AOR (Burk-Abr)	ABC-F, \$60.00* (Blair)	
WOOD-F, 105.7, 265 KW @ 810	BTFL MUS (Schulke)	, \$88.00* (Katz)	WOOD Inc.
WZZR-F, 95.7, 50 KW @ 175	CONTEMP/AC	RKO, \$35.00* (Selcom)	Liggett
WMUS-F, 106.9, 50 KW @ 285	COUNTRY	, \$15.00 (Masla)	(MUSKEGON)
WQWQ-F, 105.5, 50 KW @ 375	BTFL MUS (Bonne)	, \$15.00 (Masla)	(MUSKEGON)

WJXQ - See Lansing

Other stations - see Kalamazoo

GREEN BAY

Market # 193
 Revenue Rank # 138
 Income Rank # 86
 APR 15.2
 SMSA Pop: 177,900
 CSI: 1.4 Bil (# 181)

Revenue : \$3,648,193
 Income : \$ 306,554
 % Rev Gain: 22.7
 Stations: 12/5
 Diaries: 617/288:1
 CSI HH: 23.9 M (# 116)
 Standard Error: .748

National Rev: \$723,023
 Nat Rev per Cap: \$4.06
 Tot Rev per Cap: \$20.51
 Tot Inc per Cap: \$1.72
 Profit Margin: 8.4%
 Retail \$: .9 Bil (# 193)
 Retail Sales %: .348

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WGEE 51/23.4	18.1	22.7	1. WIXX-F 149	1. WIXX-F 2040/40.8
2. WIXX-F 38/17.4	20.4	21.3	2. WDUZ-F 87	2. WGEE 1049/38.4
3. WDUZ-F 31/14.2	13.1	13.8	3. WGEE 82	3. WAPL-F 968/19.2
4. WDUZ 23/10.6	10.4	14.7	4. WAPL-F 72	4. WDUZ-F 922/24.3
5. WNFL 21/ 9.6	13.1	12.0	5. WKAU-F+ 47	5. WKAU-F+ 845/20.8
6. WAPL-F 17/ 7.8	6.8	4.4	6. WNAM 42	6. WNAM 818/ 4.5
7. WKAU-F+ 16/ 7.4	10.0	5.3	7. WYNE 28	7. WDUZ 531/31.4
8. WYNE 5/ 2.3	1.8	---	8. WNFL 26	8. WYNE 514/ 5.0
9. WAUN-F 2/ .9	3.2	.9	9. WDUZ 24	9. WNFL 508/29.6
			10. WCUB 21	10. WCUB 354/ 2.0

12+ FM SHARE (METRO): 46.60% (96 of 206) (SPG 81: 50.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WIXX-F	1. WIXX-F	1. WIXX-F	1. WGEE	1. WGEE
2. WKAU-F+	2. WAPL-F	2. WGEE	2. WIXX-F	2. WDUZ-F
3. WAPL-F	3. WNFL	3. WNFL	3. WNFL	3. WDUZ
			WDUZ-F	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WGEE	1. WIXX-F	1. WGEE	1. WIXX-F	1. WGEE
2. WNFL	2. WNFL	2. WDUZ-F	2. WAPL-F	2. WIXX-F
3. WIXX-F	3. WGEE	3. WIXX-F	3. WKAU-F+	WNFL
WDUZ				

OTHER RATED STATIONS/METRO SHARE

WCUB 980 Manitowoc .5 WNAM 1280 Neenah .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	9 (2)	63 (3)	72 (5)	35.0
COUNTRY	57 (3)		57 (3)	27.7
MOR/AC	44 (2)		44 (2)	21.4
BTFL MUSIC		31 (1)	31 (1)	15.0
NOSTALGIA		2 (1)	2 (1)	1.0
			206 (12)	

RADIO STATIONS

WDUZ, 1400, 1 KW/250 W	, MOR	ABC-C, \$21.00*	(Mc-Guild)	Laird
WGEE, 1360, 5 KW (DA-N)	, COUNTRY	NBC, \$31.00	(Blair)	
WNFL, 1440, 5 KW/500 W (DA-2),	AC	CBS, \$29.50	(HNW)	Communi Prop
WCUB, 980, 1 KW/5 KW (DA-N),	COUNTRY	, \$16.00	(----)	(MANITOWOC)
WDUZ-F, 98.5, 100 KW @ 1254,	BTFL MUS (FM-100)	, \$21.00*	(Mc-Guild)	Laird
WIXX-F, 101.1, 100 KW @ 1828,	ROCK (TM)	ABC-F, \$36.00	(Blair)	
WAUN-F, 92.7, 3 KW @ 300,	NOST/FARM/POLKA	MBS, \$ 6.00	(----)	(KEWAUNEE)

GREENSBORO/WINSTON-SALEM

Market # 49
 Revenue Rank # 49
 Income Rank # 369
 APR 18.1
 SMSA Pop: 845,200
 CSI: 6.8 Bil (# 53)

Revenue : \$12,187,966
 Income : \$ -684,677
 % Rev Gain: 11.5
 Stations: 35/29
 Diaries: 1214/696:1
 CSI HH: 22.1 M (# 189)
 Standard Error: .588

National Rev: \$2,031,152
 Nat Rev per Cap: \$2.40
 Tot Rev per Cap: \$14.42
 Tot Inc per Cap: \$-.81
 Profit Margin: ---
 Retail \$: 4.0 Bil (# 47)
 Retail Sales %: .275

		FAL	SPG	O/N	A/M				
12+ METRO	1/4/SHARE	81	81	80	80	12+ TSA	1/4	12+ TSA	CUME/MSA CUME RAT
1. WTQR-F	200/15.6	15.8	16.6	11.2	12.6	1. WTQR-F	355	1. WTQR-F	3686/26.2
2. WSEZ-F	138/10.8	8.3	9.2	3.3	7.3	2. WSEZ-F	163	2. WRQK-F	2114/18.8
3. WKZL-F	117/ 9.2	8.9	7.4	10.4	9.3	3. WKZL-F	155	3. WSEZ-F	1858/21.1
4. WQMG-F	100/ 7.8	5.5	6.6	5.7	5.7	4. WQMG-F	124	4. WKZL-F	1727/16.4
5. WGLD-F	94/ 7.4	8.4	9.5	7.4	10.1	WRQK-F	124	5. WGLD-F	1460/16.1
6. WRQK-F	87/ 6.8	7.0	6.2	8.1	6.2	6. WGLD-F	119	6. WSJS	1265/15.0
7. WSJS	70/ 5.5	6.8	7.4	8.0	8.0	7. WSJS	78	7. WQMG-F	1036/10.9
8. WAAA	51/ 4.0	3.5	2.5	5.2	3.4	8. WSOC-F	70	8. WSOC-F	919/ 3.3
9. WBIG	38/ 3.0	3.8	3.2	3.6	3.7	9. WPCM-F	60	9. WBIG	603/ 8.1
10. WMFR	33/ 2.6	1.6	2.2	1.9	2.7	10. WAAA	51	10. WRAL-F	592/ 2.3

12+ FM SHARE (METRO): 68.87% (832 of 1208) (SPG 81: 68.91%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WSEZ-F	1. WSEZ-F	1. WTQR-F	1. WTQR-F	1. WTQR-F
2. WKZL-F	2. WQMG-F	2. WSEZ-F	2. WGLD-F	2. WGLD-F
3. WRQK-F	3. WKZL-F	3. WQMG-F	3. WSEZ-F	3. WSJS
4. WQMG-F	4. WRQK-F	4. WKZL-F	4. WRQK-F	4. WBIG

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WTQR-F	1. WSEZ-F	1. WTQR-F	1. WKZL-F	1. WTQR-F
2. WSJS	2. WQMG-F	2. WGLD-F	2. WSEZ-F	2. WGLD-F
3. WSEZ-F	3. WRQK-F	3. WSEZ-F	3. WQMG-F	WRQK-F
4. WGLD-F	4. WTQR-F	4. WAAA	4. WTQR-F	4. WSEZ-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	358 (6)	371 (7)	30.7
COUNTRY	31 (4)	230 (5)	261 (9)	21.6
BLACK	109 (3)	100 (1)	209 (4)	17.3
MOR/AC	151 (8)		151 (8)	12.5
BTFM MUSIC		111 (3)	111 (3)	9.2
RELIGION	24 (1)	43 (2)	67 (3)	5.5
NOSTALGIA	38 (1)		38 (1)	3.1

1208 (35)

RADIO STATIONS

WAAA, 980, 1 KW (DAYS), BLACK	NBN, \$21.00 (PRO)	
WBIG, 1470, 5 KW (DA-N), NOSTALGIA (Al Ham)	CBS, \$30.00 (Christal)	Jeff-Pilot
WMFR, 1230, 1 KW/250 W, MOR	ABC-E, \$11.00 (RSR)	
WSJS, 600, 5 KW (DA-2), MOR	NBC, \$70.00* (Mc-Guild)	Summit
WGLD-F, 100.3, 100 KW @ 400, BTFM MUS (Bonne)	, \$50.00* (Blair)	Mann Media
WKZL-F, 107.5, 100 KW @ 500, AOR (Burk-Abr)	, \$62.50 (Katz)	Nationwide
WQMG-F, 97.1, 20 KW @ 555, BLACK	, \$35.00* (Howard)	
WRQK-F, 98.7, 100 KW @ 814, ROCK	MBS, \$37.00* (Eastman)	
WSEZ-F, 93.1, 100 KW @ 383, ROCK	RKO, \$44.00* (Torbet)	
WTQR-F, 104.1, 100 KW @ 2380, COUNTRY (Drake-Chen)	, \$85.00* (Mc-Guild)	Summit
WPCM-F, 101.1, 100 KW @ 511, COUNTRY	RKO, \$? ? (Masla) Rau	(BURLINGTON)

GREENVILLE-NEW BERN-WASHINGTON, NC

Market # 316 (Greenville only)
 APR 15.9
 SMSA Pop: 85,400
 CSI: .6 Bil (# 321)

Stations: 26/?
 Diaries: 810/105:1
 CSI HH: 19.6 M (# 290)
 Standard Error: .724

FINANCIAL INFO NOT AVAILABLE
 Retail \$: .4 Bil (# 307)

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQDW-F 58/15.8	18.6	13.8	1. WITN-F 128	1. WITN-F 1656/28.5
2. WITN-F 45/12.2	11.7	10.0	2. WAZZ-F+ 91	2. WSFL-F 1143/26.7
3. WSFL-F 38/10.3	8.2	13.5	3. WRAL-F 77	3. WRAL-F 1045/10.3
4. WAZZ-F+ 34/ 9.3	10.1	9.0	4. WQDW-F 76	4. WAZZ-F+ 994/18.8
5. WNCT-F 30/ 8.2	8.8	5.2	5. WSFL-F 75	5. WNCT-F 726/13.1
6. WRNS-F 25/ 6.8	3.5	8.7	6. WQDW-F 65	6. WQDW-F 615/19.6
7. WRAL-F 15/ 4.1	3.8	4.2	7. WRSV-F 53	7. WKTC-F 472/ 4.6
8. WELS 10/ 2.7	2.2	6.2	8. WKTC-F 43	8. WRNS-F 427/10.0
9. WFTC 9/ 2.4	2.8	6.2	9. WRNS-F 41	9. WRSV-F 343/ 1.9
WRQR-F 9/ 2.4	3.5	---	10. WQDR-F 23	10. WRQR-F 315/ 9.2

12+ FM SHARE (METRO): 83.73% (283 of 338) (SPG 81: 85.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 54
1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WQDW-F	1. WNCT-F
2. WSFL-F	2. WITN-F	2. WITN-F	2. WAZZ-F+	2. WAZZ-F+
3. WITN-F	3. WSFL-F	3. WAZZ-F+	3. WRNS-F	WRNS-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WQDW-F	1. WITN-F	1. WQDW-F	1. WQDW-F	1. WQDW-F
2. WSFL-F	2. WQDW-F	2. WAZZ-F	2. WITN-F	WAZZ-F+
3. WAZZ-F	3. WSFL-F	3. WNCT-F	3. WAZZ-F+	WRNS-F

OTHER RATED STATIONS/METRO SHARE

WBIC 1380 New Bern 1.9	WMSQ-F 104.9 Havelock 1.4	WOKN-F 102.3 Goldsbo..8
WBZQ 1550 Greenv. 2.2	WNCT 1070 Greenv. 1.1	WQDR-F 94.7 Raleigh2.4
WGHB 1250 Farmv. .5	WOOW 1340 Greenv. .8	WRSV-F 92.1 R. Mount.5
WISP 1230 Kinston .5	WSEC-F 103.7 William. .5	WYD-F 96.1 Raleigh .5
WITN 930 Wash 2.4	WKTC-F 104.3 Tarbow 1.4	WKJA-F 92.1 Belha. .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		123 (7)	123 (7)	36.4
COUNTRY	26 (5)	63 (3)	89 (8)	26.3
BLACK		63 (3)	63 (3)	18.6
BTFL MUSIC		32 (2)	32 (2)	9.5
RELIGION	15 (2)		15 (2)	4.4
MOR/AC	14 (3)		14 (3)	4.1
UNKNOWN		2 (1)	2 (1)	0.6
			338 (26)	

RADIO STATIONS

WELS, 1010, 1 KW (DAYS), COUNTRY	, \$ 6.00 (----)	(KINSTON)
WFTC, 960, 5 KW/1 KW (DA-2), COUNTRY	ABC-E, \$ 6.00 (T-N)	(KINSTON)
WITN-F, 93.3, 100 KW @ 1900, ROCK (TM)	ABC-F, \$34.25 (Katz)	
WNCT-F, 107.9, 100 KW @ 1800, BTFL MUS (FM-100)	CBS, \$27.50 (Katz)	Park
WQDW-F, 97.7, 3 KW @ 228, BLACK (Drake-Chen)	SBN, \$14.00 (Lazar)	(KINSTON)
WAZZ-F+, 101.9, 100 KW @ 580, COUNTRY (TM)	NBC, \$18.00 (Southern)	
WRNS-F, 95.1, 100 KW @ 300, COUNTRY	, \$ 7.00* (T-N)	(KINSTON)
WRQR-F, 94.3, 3 KW @ 360, CONTEMP	, \$ 5.50 (T-N)	(FARMVILLE)
WSFL-F, 106.5, 100 KW @ 725, ROCK	RKO, \$14.00 (Masla)	(BRIDGETON)
WKTC-F, 104.3, 100 KW @ 285, COUNTRY	, \$ 9.00 (T-N)	(TARBORO)
WRSV-F, 92.1, 1.7 KW @ 380, BLACK	SBN, \$ 3.00 (Southern)	(ROCKY MOUNT)

WQDR, WRAL - See Raleigh

GREENVILLE-SPARTANBURG, SC

Market # 71; ADI # 38
 Revenue Rank # 62
 Income Rank # 25
 APR 17.3
 SMSA Pop: 585,000
 CSI: 4.4 Bil (# 82)

Revenue : \$8,699,839
 Income : \$1,159,243
 % Rev Gain: 10.8
 Stations: 25/23
 Diaries: 880/665:1
 CSI HH: 21.1 M (# 228)
 Standard Error: .696

National Rev: \$1,562,800
 Nat Rev per Cap: \$2.67
 Tot Rev per Cap: \$14.87
 Tot Inc per Cap: \$1.98
 Profit Margin: 13.3%
 Retail \$: 2.4 Bil (# 81)
 Retail Sales %: .312

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WESC-F	114/13.6	12.7	12.4	12.3	11.4	1. WESC-F 208	1. WESC-F	2321/23.7
2. WHYZ	101/12.1	7.9	7.2	10.5	6.6	2. WFBC-F 150	2. WFBC-F	2269/23.8
3. WFBC-F	81/ 9.7	11.3	9.1	12.7	11.7	3. WANS-F 143	3. WANS-F	2030/20.5
4. WANS-F	80/ 9.5	8.2	12.4	6.3	9.7	4. WHYZ 140	4. WSPA-F	1314/17.4
5. WSPA-F	74/ 8.8	9.2	9.2	9.5	10.8	5. WSSL-F 131	5. WSSL-F	1275/ 9.2
6. WASC	45/ 5.4	4.2	2.9	---	5.6	6. WSPA-F 115	6. WAIM-F	1128/11.7
7. WAIM-F	37/ 4.4	3.8	1.6	2.2	.6	7. WAIM-F 81	7. WHYZ	946/11.3
8. WSPA	33/ 3.9	5.5	5.0	3.8	5.1	8. WLOS-F 51	8. WFBC	832/13.4
9. WFBC	31/ 3.7	3.5	4.2	5.0	4.8	9. WASC 45	9. WESC	734/11.8
10. WSSL-F	29/ 3.5	4.1	3.7	5.3	5.5	10. WFBC 40	10. WLOS-F	689/ 3.9

12+ FM SHARE (METRO): 56.31% (446 of 792) (SPG 81: 57.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WANS-F	1. WHYZ	1. WHYZ	1. WESC-F	1. WESC-F
2. WAIM-F	2. WFBC-F	2. WESC-F	2. WHYZ	2. WSPA-F
WHYZ	WANS-F	3. WFBC-F	3. WFBC-F	3. WFBC-F
4. WFBC-F	4. WESC-F	4. WANS-F	4. WSPA-F	4. WHYZ

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WESC-F+	1. WHYZ	1. WESC-F	1. WANS-F	1. WESC-F
2. WFBC-F	2. WFBC-F	2. WHYZ	2. WHYZ	2. WHYZ
3. WSPA-F	3. WASC	3. WFBC-F	3. WFBC-F	3. WFBC-F
4. WANS-F	4. WANS-F	WSPA-F	WESC-F	4. WANS-F
WSPA				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	27 (2)	206 (4)	233 (6)	29.4
COUNTRY	54 (4)	146 (3)	200 (7)	25.3
BLACK	146 (2)		146 (2)	18.4
BTFL MUSIC		85 (2)	85 (2)	10.7
MOR/AC	64 (2)		64 (2)	8.1
RELIGION	25 (3)	9 (1)	34 (4)	4.3
NOSTALGIA	30 (2)		30 (2)	3.8
			792 (25)	

GREEN-SPART-ASHE 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. WESC-F	1. WFBC-F	1. WESC-F	WCKI	1300	Greer	1.6
2. WFBC-F	2. WESC-F	2. WFBC-F	WEAB	800	Greer	.7
3. WANS-F	3. WANS-F	3. WSPA-F	WELP	1360	Easley	1.0
4. WHYZ	4. WSPA-F	4. WHYZ	WESC	660		3.2
5. WSPA-F	5. WLOS-F	5. WANS-F	WFIS	1600	Fountain Inn	.4
			WGVL	1440		1.8
6. WWNC	6. WAIM-F		WKDY	1400	Spart.	2.1
WSSL-F	7. WWNC		WMRB	1490		1.8
8. WLOS-F	8. WSSL-F		WMUU	1260		.5
9. WAIM-F	9. WHYZ		WMUU-F	94.5		1.1
10. WNGC-F	10. WFBC		WORD	910	Spart.	
11. WISE	11. WESC		WANS	1280	Anderson	.4
12. WASC	12. WSPA		WKIT-F	102.5	Hendersonville	.4
13. WFBC	13. WISE				NC	
14. WESC	14. WNGC-F		WLOS-F	99.9	Asheville	1.3
15. WSPA	15. WKIT-F		WBCY-F	107.9	Charlotte	1.0
16. WORD						

ADI FM SHARE: 61.37% (1177 of 1918) (SPG 81: 61.33%)

AM STATIONS

WASC, 1530, 1 KW (DAYS), BLACK	ABC-C,SBN, \$12.00 (Howard)
WESC, 660, 10 KW (DAYS), COUNTRY	ABC-E, \$45.00 (Blair)
WFBC, 1330, 5 KW (DA-N), MOR	NBC, \$60.00 (Katz) Multimedia
WHYZ, 1070, 50 KW (DAYS,DA), BLACK	NBN, \$25.00* (Howard)
WORD, 910, 5 KW/1 KW (DA-2), AC	RKO II, \$25.00 (Masla)
WSPA, 950, 5 KW (DA-N), MOR	CBS, \$40.00* (Mc-Guild) Spartan

FM STATIONS

WESC-F, 92.5, 100 KW @ 2000, COUNTRY	ABC-E, \$45.00 (Blair)
WFBC-F, 93.7, 100 KW @ 1840, CONTEMP (Drake-Chen)	ABC-F, \$60.00 (Katz) Multimedia
WSPA-F, 98.9, 100 KW @ 1910, BTFL MUS (FM-100)	, \$40.00* (Mc-Guild) Spartan
WSSL-F, 100.5, 100 KW @ 1280, COUNTRY (TM)	, \$45.25 (Eastman) Confer-Rothfuss (LAURENS)
WAIM-F, 101.1, 100 KW @ 820, AOR	ABC-R, \$31.59 (----) (ANDERSON)
WANS-F, 107.3, 100 KW @ 1008, ROCK/AOR	RKO,Source, \$35.00* (Torbet) (ANDERSON)
WNGC-F, 95.5, 100 KW @ 605, COUNTRY	, \$16.50 (Southern) (ATHENS,GA)

Other stations - see Asheville or Charlotte

HARRISBURG

Market # 93
 Revenue Rank # 94
 Income Rank # 161
 APR 17.2
 SMSA Pop: 451,500
 CSI: 4.4 Bil (# 85)

Revenue : \$5,566,337
 Income : \$ 84,271
 % Rev Gain: 7.9
 Stations: 25/13
 Diaries: 1013/446:1
 CSI HH: 25.3 M (# 62)
 Standard Error: .635

National Rev: \$1,383,667
 Nat Rev per Cap: \$3.06
 Tot Rev per Cap: \$12.33
 Tot Inc per Cap: \$.19
 Profit Margin: 1.5%
 Retail \$: 2.2 Bil (# 90)
 Retail Sales %: .208

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHP 83/12.7	16.4	15.7	17.6	16.4	1. WQXA-F 112	1. WQXA-F 1582/15.5
2. WHP-F 76/11.7	11.6	13.2	12.1	14.5	2. WRKZ-F 111	2. WHP 1372/28.4
3. WTPA-F 62/ 9.5	10.4	10.7	7.3	2.9	3. WTPA-F 98	3. WRKZ-F 1236/16.0
4. WRKZ-F 54/ 8.3	9.4	8.4	8.5	4.8	4. WHP 94	4. WTPA-F 1221/20.2
5. WQXA-F 42/ 6.4	5.1	4.7	5.0	6.6	5. WHP-F 93	5. WHP-F 1036/20.8
6. WSFM-F 41/ 6.3	4.7	5.6	5.9	4.6	6. WSBA 79	6. WSBA 947/ 2.6
WHYL-F+ 41/ 6.3	8.0	4.0	6.6	8.5	7. WSBA-F 59	7. WYCR-F 837/ 3.1
8. WKBO 37/ 5.7	6.3	7.6	5.9	5.0	8. WHYL-F+ 49	8. WSBA-F 689/ 3.3
9. WCMB 33/ 5.1	4.4	5.4	3.2	2.8	WYCR-F 49	9. WSFM-F 669/14.3
10. WQVE-F 21/ 3.2	3.4	2.6	3.5	2.1	10. WNCE-F 46	10. WKBO 651/16.3

12+ FM SHARE (METRO): 62.25% (371 of 596) (SPG 81: 58.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WTPA-F	1. WTPA-F	1. WTPA-F	1. WHP-F	1. WHP
2. WQXA-F	2. WSFM-F	2. WSFM-F	2. WRKZ-F	WHP-F
3. WQVE-F	3. WQXA-F	3. WQXA-F	3. WSFM-F	3. WRKZ-F
4. WFEC	4. WKBO	4. WHP-F	4. WHP	4. WHYL-F+
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHP	1. WQXA-F	1. WHP-F	1. WTPA-F	1. WRKZ-F
2. WKBO	2. WTPA-F	2. WRKZ-F	2. WSFM-F	WHP-F
3. WHP-F	WSFM-F	3. WHP	3. WQXA-F	3. WSFM-F
4. WRKZ-F	4. WKBO	WKBO	4. WRKZ-F	4. WHYL-F+

OTHER RATED STATIONS/METRO SHARE

WFEC 1400	2.8	WIKZ-F 95.1	Chamber, .3	WSBA-F 103.3	York 1.4
WIOO 1000 Carlisle	1.7	WNCE-F 101.3	Lanc 2.0	WTTR-F 100.7	Westmin,MD .5
WQIN 1290 Lykens	2.8	WQKX-F 94.1	Sunbury .5	WUFM-F 100.1	Leban. .6
KYW 1060 Phil	.5	WRHY-F 92.7	Starview 1.8	WYCR-F 98.5	York .8
WDAC-F 94.5 Lanc.	.5	WSBA 910	York .3		

FORMATS	AM	FM	TOTAL	%
MOR/AC	151 (5)	44 (2)	195 (7)	32.7
ROCK/AOR/CONTEMP	18 (1)	139 (7)	157 (8)	26.3
COUNTRY	53 (2)	75 (2)	128 (4)	21.5
BTFL MUSIC		98 (3)	98 (3)	16.4
NOSTALGIA		12 (1)	12 (1)	2.0
NEWS/TALK	3 (1)		3 (1)	0.5
RELIGION		3 (1)	3 (1)	0.5

596 (25)

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N), COUNTRY (Drake-Chen)	ABC-D,RKO II, \$28.13 (Torbet)	McKenna
WHP, 580, 5 KW (DA-N), MOR	CBS, \$100.00 (Katz)	
WKBO, 1230, 1 KW/250 W, AC	NBC, \$30.25 (Blair)	
WHP-F, 97.3, 14 KW @ 840, BTFL MUS (Bonne)	, \$100.00 (Katz)	
WHYL-F+, 102.3, 3 KW @ 165, COUNTRY	APR, \$21.15* (HNV)	
WQVE-F, 93.5, 3 KW @ 300, ROCK	Source, \$16.50 (HNV)	
WRKZ-F, 106.7, 40 KW @ 500, COUNTRY (Burk-Abr)	ABC-E, \$20.00* (Mc-Guild)	Eastern (HERSHEY)
WSFM-F, 99.3, 3 KW @ 300, AC	ABC-F, \$28.13 (Torbet)	McKenna
WTPA-F, 104.1, 10 KW @ 950, AOR (Burk-Abr)	ABC-R, \$57.50 (Selcom)	Sky

Other stations - see Lancaster and York

HARTFORD

Market # 39; ADI # 24
 Revenue Rank # 45
 Income Rank # 28
 APR 18.6
 SMSA Pop: 636,100
 CSI: 11.0 Bil (# 34)

Revenue : \$11,580,109
 Income : \$ 1,034,261
 % Rev Gain: 6.9
 Stations: 27/11
 Diaries: 1479/430:1
 CSI HH: 29.1 M (# 12)
 Standard Error: .545

National Rev: \$4,245,824
 Nat Rev per Cap: \$6.67
 Tot Rev per Cap: \$18.20
 Tot Inc per Cap: \$1.63
 Profit Margin: 8.9%
 Retail \$: 4.4 Bil (# 41)
 Retail Sales %: .207

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WTIC 320/21.7	23.8	23.4	23.0	24.2	1. WTIC 498	1. WTIC 6407/47.1
2. WRCH-F 110/ 7.5	6.3	7.7	9.2	11.5	2. WHCN-F 199	2. WTIC-F 3290/22.8
3. WHCN-F 101/ 6.9	6.5	6.2	5.1	4.3	3. WRCH-F 190	3. WHCN-F 3128/18.0
WTIC-F 101/ 6.9	7.0	4.7	6.2	7.9	4. WTIC-F 183	4. WCCC-F 2740/16.8
5. WPOP 74/ 5.0	3.6	3.7	5.6	4.4	5. WKSS-F 158	5. WDRC-F 2460/14.4
WCCC-F 74/ 5.0	4.9	3.6	3.6	4.1	6. WKCI-F 156	6. WKCI-F 2329/ 5.9
7. WWYZ-F 66/ 4.5	3.7	4.0	3.4	3.1	7. WWYZ-F 152	7. WRCH-F 2236/15.0
8. WKSS-F 65/ 4.4	5.8	7.9	6.3	5.1	8. WCCC-F 139	8. WWYZ-F 2103/11.7
9. WIOF-F 57/ 3.9	4.0	3.7	4.3	3.7	9. WHYN-F 107	9. WKSS-F 2074/11.4
10. WRCQ 55/ 3.7	2.0	1.7	2.7	3.8	10. WAQY-F 104	10. WNBC 1975/ 3.5
11. WKND 48/ 3.3	3.0	5.1	2.2	2.4	11. WMAS-F 101	11. WAQY-F 1884/ 8.5
12. WDRC-F 47/ 3.2	5.3	4.0	3.4	3.8	12. WDRC-F 99	12. WIOF-F 1657/11.5

12+ FM SHARE (METRO): 53.26% (736 of 1332) (SPG 81: 52.75%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WHCN-F	1. WHCN-F	1. WTIC	1. WTIC	1. WTIC
2. WCCC-F	2. WTIC-F	2. WHCN-F	2. WRCH-F	2. WRCH-F
3. WTIC-F	3. WCCC-F	3. WTIC-F	3. WWYZ-F	3. WKSS-F
4. WDRC-F	4. WWYZ-F	4. WWYZ-F	4. WTIC-F	4. WPOP
5. WAQY-F	5. WIOF-F	5. WIOF-F	5. WIOF-F	5. WRCQ

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WTIC	1. WTIC-F	1. WTIC	1. WHCN-F	1. WTIC
2. WDRC+	2. WWYZ-F	2. WTIC-F	2. WCCC-F	2. WRCH-F
3. WPOP	3. WHCN-F	3. WWYZ-F	3. WIOF-F	3. WWYZ-F
4. WHCN-F	4. WIOF-F	WRCH-F	4. WWYZ-F	4. WHCN-F
5. WCCC-F+	WKND	5. WDRC A/F	5. WTIC	5. WPOP WIOF-F

FORMATS	AM	FM	TOTAL	%
MOR/AC	428 (4)	123 (2)	551 (6)	41.4
ROCK/AOR/CONTEMP	19 (3)	401 (9)	420 (12)	31.5
BTFM MUSIC		181 (3)	181 (3)	13.6
NEWS/TALK	74 (1)		74 (1)	5.6
BLACK/URBAN	48 (1)		48 (1)	3.6
COUNTRY	22 (1)	7 (1)	29 (2)	2.2
SPANISH	5 (1)	24 (1)	29 (2)	2.2
			1332 (27)	

HARTFORD-NEW HAVEN ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WTIC	1. WTIC	1. WTIC	WCCC	1290	.5
2. WHCN-F	2. WHCN-F	2. WTIC-F	WDRC	1360	3.1
3. WKCI-F	3. WTIC-F	3. WDRC	WINF	1230	Manchester .5
4. WRCH-F	4. WKCI-F	4. WPOP	WLVH-F	93.7	1.6
5. WKSS-F	5. WDRC-F	5. WKSS-F	WMLB	1550	1.5
6. WWYZ-F	6. WCCC-F	6. WHCN-F	WRYM	840	New Britain .3
WTIC-F	7. WWYZ-F	7. WWYZ-F	WCTY-F	97.7	Norwich .5
8. WELI	8. WNBC	8. WRCQ	WKCI-F	101.3	Hamden 1.8
9. WPLR-F	9. WKSS-F	WCCC-F	WPLR-F	99.1	New Haven 1.0
10. WCCC-F	10. WRCH-F	10. WRCH-F	WAQY-F	107.3	Springfield 1.6
11. WDRC-F	11. WPLR-F		WHYN	560	Springfield .3
12. WPOP	12. WIOF-F		WHYN-F	93.1	Springfield .4
13. WIOF-F	13. WELI		WMAS-F	94.7	Springfield .5
14. WEZN-F	14. WPOP		WNBC	660	New York .4
15. WNBC	15. WCBS		WNOU-F	98.3	Willimantir .4

ADI FM SHARE: 55.04% (1665 of 3025) (SPG 81: 51.85%)

AM STATIONS

WDRC, 1360, 5 KW (DA-N)	, CONTEMP	, \$52.00*	(Mc-Guild)	Buckley
WKND, 1480, 500 W (DAYS,DA)	, BLACK	NBN, \$48.00	(Lazar)	
WPOP, 1410, 5 KW (DA-2)	, NEWS	CBS, \$48.80	(Torbet)	Merv Griffin
WRCQ, 910, 5 KW (DA-2)	, MOR	, \$45.00*	(Christal)	
WTIC, 1080, 50 KW (DA-N)	, MOR	NBC, \$292.50	(Katz)	

FM STATIONS

WCCC-F, 106.9, 23 KW @ 720, AOR	ABC-C, Source, \$31.00	(Selcom)	
WDRC-F, 102.9, 20 KW @ 810, ROCK	, \$52.00*	(Mc-Guild)	Buckley
WHCN-F, 105.9, 16 KW @ 867, AOR (Burk-Abr)	ABC-F, \$51.00	(Masla)	Beck-Ross
WKSS-F, 95.7, 15 KW @ 820, BTFL MUS (Bonne)	, \$56.25	(Blair)	Sturgeon
WRCH-F, 100.5, 25 KW @ 720, BTFL MUS (Schulke)	, \$60.00	(Christal)	
WTIC-F, 96.5, 15 KW @ 810, ROCK	, \$80.33	(Katz)	
WIOF-F, 104.1, 14 KW @ 835, SOFT/AC (TM)	ABC-E, \$48.00	(Torbet)	
WWYZ-F, 92.5, 18 KW @ 860, AC/SOFT	RKO, \$50.00*	(CBS/FM)	

Other stations - see New York, New Haven, Springfield or Bridgeport

HONOLULU

Market # 55
 Revenue Rank # 53
 Income Rank # 382
 APR 17.9
 SMSA Pop: 786,600
 CSI: 7.1 Bil (# 51)

Revenue : \$10,388,705
 Income : \$-2,143,727
 % Rev Gain: 8.9
 Stations: 22/21
 Diaries: 1364/577:1
 CSI HH: 26.5 M (# 32)
 Standard Error: .545

National Rev: \$1,203,716
 Nat Rev per Cap: \$1.53
 Tot Rev per Cap: \$13.21
 Tot Inc per Cap: \$-2.73
 Profit Margin:---
 Retail \$: 3.5 Bil (# 57)
 Retail Sales %: .279

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M		12+ CUME/CUME RATING
	81	81	80	80		
1. KSSK 116/10.1	12.0	10.0	15.7	18.7		1. KIKI 1740/27.2
2. KIKI 106/ 9.2	9.1	12.2	14.2	9.8		2. KSSK 1734/27.1
3. KCCN 98/ 8.6	6.3	3.0	5.6	5.2	METRO AND TSA	3. KKUA 1600/25.0
4. KQM-Q 93/ 8.1	3.4	1.8	2.2	3.1	ARE THE SAME.	4. KQM-Q 1208/18.9
5. KUMU-F 92/ 8.0	5.7	4.2	6.9	8.1		5. KULA-F 1084/17.0
6. KKUA 88/ 7.7	8.6	10.7	10.7	6.3		6. KCCN 1016/15.9
7. KDUK-F 83/ 7.2	11.2	11.5	6.4	3.3		7. KDUK-F 1011/15.8
8. KULA-F 72/ 6.3	6.6	4.1	3.7	2.1		8. KHVH 936/14.6
9. KMAI-F 55/ 4.8	1.2	1.1	1.2	---		9. KUMU-F 934/14.6
10. KHVH 50/ 4.4	4.8	8.1	4.4	5.3		10. KMAI-F 686/10.7

12+ FM SHARE (METRO): 37.45% (415 of 1108) (SPG 81: 26.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KIKI	1. KIKI	1. KIKI	1. KSSK	1. KSSK
2. KQM-Q	2. KDUK-F	2. KKUA	2. KUMU-F	2. KUMU-F
3. KDUK-F	KQM-Q	3. KQM-Q	3. KCCN	3. KCCN
4. KULA-F	4. KKUA	4. KCCN	4. KIKI	4. KORL
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KSSK	1. KIKI	1. KSSK	1. KDUK-F	1. KSSK
2. KIKI	2. KKUA	2. KUMU-F	2. KQM-Q	2. KCCN
3. KKUA	3. KQM-Q	3. KIKI	3. KIKI	3. KMAI-F
4. KUMU-F+	4. KULA-F	4. KCCN	4. KULA-F	KUMU-F
		KKUA		

OTHER RATED STATIONS/METRO SHARE

KAIM 870	.4	KISA 1540	.5	KPOI 1040	3.0
KDEO 940 Waipahu	3.4	KNDI 1270	.3	KSHO-F 96.3 Kailua	1.7
KGU 760	1.7	KOHO 1170	1.7	KUMU 1500	2.9
KIOE 1080	2.5	KORL 650	2.7	KZOO 1210	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	194 (2)	248 (3)	442 (5)	39.9
MOR/AC	170 (3)	55 (1)	125 (4)	11.3
BTFL MUSIC	33 (1)	92 (1)	125 (2)	11.3
ETHNIC	121 (4)		121 (4)	10.9
NEWS/TALK	98 (3)		98 (3)	8.8
COUNTRY	39 (1)		39 (1)	3.5
NOSTALGIA	31 (1)		31 (1)	2.8
UNKNOWN		20 (1)	20 (1)	1.8
RELIGION	5 (1)		5 (1)	0.5

1108 (22)

RADIO STATIONS

KCCN, 1420, 5 KW, HAWAIIAN	, \$11.67 (PRO)	Lee Optical
KDEO, 940, 10 KW, COUNTRY (Drake-Chen)	MBS, \$? ? (Masla)	
KGU, 760, 10 KW, NEWS/TALK	, \$16.50 (Blair)	
KHVH, 990, 5 KW, NEWS	CBS, NBC, \$35.25 (HNW)	
KIKI, 830, 10 KW, ROCK	ABC-C, \$40.00* (Masla)	
KKUA, 690, 10 KW, CONTEMP	APR, RKO, \$28.56 (Selcom)	LA Coke
KORL, 650, 10 KW, NOSTALGIA (A1 Ham)	ABC-I, \$20.50 (Christal)	O'Day

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

HOUSTON

Market # 10; ADI # 11
 Revenue Rank # 9
 Income Rank # 3
 APR 17.7
 SMSA Pop: 3,056,000
 CSI: 32.1 Bil (# 9)

Revenue : \$51,149,048
 Income : \$11,165,445
 % Rev Gain: 20.5
 Stations: 28/33
 Diaries: 2048/1492:1
 CSI HH: 29.0 M (# 13)
 Standard Error: .457

National Rev: \$15,561,697
 Nat Rev per Cap: \$5.09
 Tot Rev per Cap: \$16.74
 Tot Inc per Cap: \$3.65
 Profit Margin: 21.8%
 Retail \$: 20.1 Bil (# 5)
 Retail Sales %: .209

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KMJQ-F 418/9.1	8.1	7.7	11.2	13.2	1. KMJQ-F 448	1. KIKK-F 5129/18.5
2. KIKK-F 403/8.8	7.8	7.4	5.9	6.2	2. KIKK-F 429	2. KMJQ-F 5109/17.8
3. KILT-F 345/7.5	6.9	6.7	8.8	8.6	3. KILT-F 360	3. KILT-F 4643/16.7
4. KRLY-F 300/6.5	5.3	7.3	5.8	4.3	4. KLOL-F 324	4. KLOL-F 4441/15.7
5. KLOL-F 298/6.5	5.9	7.0	6.6	6.2	5. KRLY-F 310	5. KRBE-F 4422/15.7
6. KFMK-F 297/6.5	5.5	6.0	4.0	3.7	6. KFMK-F 307	6. KTRH 4294/13.0
7. KRBE-F 263/5.7	6.0	6.3	4.8	5.5	7. KTRH 291	7. KFMK-F 4019/15.0
8. KTRH 216/4.7	5.3	6.1	6.4	5.7	8. KRBE-F 278	8. KRLY-F 3859/14.3
9. KPRC 210/4.6	5.3	5.5	6.5	5.2	9. KPRC 219	9. KODA-F 3510/12.5
10. KODA-F 193/4.2	5.5	5.6	5.2	5.3	10. KODA-F 213	10. KSRR-F 3393/12.6
11. KYND-F 178/3.9	3.5	4.1	4.9	6.2	11. KYND-F 186	11. KPRC 3298/12.0
12. KSRR-F 159/3.5	3.4	2.8	2.0	1.9	12. KSRR-F 167	12. KILT 2773/ 9.0
13. KQUE-F 150/3.3	3.0	3.4	2.9	3.0	13. KQUE-F 156	13. KYND-F 2564/ 9.2
14. KILT 110/2.4	2.7	2.2	2.3	2.5	14. KILT 141	14. KENR 1898/ 7.1
15. KENR 88/1.9	1.4	2.0	2.8	3.3	15. KENR 88	15. KULF 1603/ 5.8
16. KLVL 75/1.6	2.1	1.4	1.5	1.3	KIKK 88	16. KQUE-F 1602/ 5.9
17. KEYH 71/1.5	1.0	1.9	1.5	1.8	17. KLVL 75	17. KLEF-F 1205/ 4.5
18. KIKK 69/1.5	.9	.6	.9	1.9	18. KEYH 74	18. KCOH 1063/ 4.0
19. KLEF-F 63/1.4	2.4	1.8	1.9	1.4	19. KLEF-F 64	19. KIKK 1037/ 3.4
20. KXYZ 61/1.3	2.9	.3	.7	.5	KXYZ 64	20. KLVL 1022/ 3.9

12+ FM SHARE (METRO): 73.38% (3153 of 4297) (SPG 81: 70.56%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KMJQ-F	1. KFMK-F	1. KIKK-F	1. KIKK-F	1. KIKK-F
2. KLOL-F	2. KMJQ-F	2. KFMK-F	2. KFMK-F	2. KPRC
3. KSRR-F	3. KLOL-F	3. KMJQ-F	3. KILT-F	KTRH
4. KRLY-F	4. KIKK-F	4. KILT-F	4. KMJQ-F	4. KILT-F
5. KRBE-F	5. KRLY-F	5. KRLY-F	5. KRLY-F	5. KQUE-F
6. KILT-F	6. KRBE-F	6. KRBE-F	6. KYND-F	6. KYND-F
7. KIKK-F	KILT-F	7. KLOL-F	7. KRBE-F	7. KMJQ-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KIKK-F	1. KFMK-F	1. KIKK-F	1. KLOL-F	1. KIKK-F
2. KMJQ-F	2. KMJQ-F	2. KFMK-F	2. KFMK-F	2. KFMK-F
3. KTRH	3. KILT-F	3. KMJQ-F	3. KMJQ-F	KILT-F
4. KFMK-F	4. KIKK-F	4. KILT-F	4. KRLY-F	4. KMJQ-F
5. KILT-F	5. KRBE-F	5. KRBE-F	5. KRBE-F	5. KRLY-F
6. KPRC	6. KRLY-F	6. KYND-F	6. KIKK-F	6. KLOL-F
7. KRBE-F	7. KLOL-F	7. KODA-F	7. KILT-F	7. KTRH

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	200 (3)	748 (2)	948 (5)	22.1
BLACK/URBAN	99 (2)	718 (2)	817 (4)	19.0
ROCK/AOR/CONTEMP		720 (3)	720 (3)	16.8
MOR/AC	171 (3)	297 (1)	468 (4)	10.9
NEWS/TALK	426 (2)		426 (2)	9.9
BTFL MUSIC		371 (2)	371 (2)	8.6
SPANISH	248 (4)		248 (4)	5.8
NOSTALGIA/MOR		150 (1)	150 (1)	3.5
RELIGION		86 (2)	86 (2)	2.0
CLASSICAL		63 (1)	63 (1)	1.5
			<u>4297 (28)</u>	

HOUSTON 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. KMJQ-F	1. KIKK-F	1. KILT-F	KCOH 1430 1.3
2. KIKK-F	2. KMJQ-F	2. KIKK-F	KGOL-F 107.3 Lake Jackson .8
3. KILT-F	3. KILT-F	3. KFMK-F	KHCB-F 105.7 1.1
4. KLOL-F	4. KRBE-F	4. KLOL-F	KLAT 1010 .9
5. KRLY-F	5. KLOL-F	5. KTRH	KNUZ 1230 .5
6. KFMK-F	6. KFMK-F	6. KMJQ-F	KULF 790 1.3
7. KRBE-F	7. KTRH	7. KODA-F	KYOK 1590 .9
8. KTRH	8. KRLY-F	8. KRBE-F	KYST 920 Texas City .5
9. KPRC	9. KODA-F	9. KPRC	
10. KODA-F	10. KSRR-F	10. KILT	
11. KYND-F	11. KPRC		
12. KSRR-F	12. KILT		
13. KQUE-F	13. KYND-F		
14. KILT	14. KENR		
15. KENR	15. KULF		

ADI FM SHARE: 71.04% (3302 of 4648) (SPG 81: 70.05%)

AM STATIONS

KCOH, 1430, 1 KW (DAYS)	, BLACK	SBN, \$ 41.33 (PRO)	
KENR, 1070, 10 KW/5 KW (DA-2)	, MOR/VARIETY	ABC-I, \$ 90.00 (Katz)	Lake Huron
KEYH, 850, 10 KW (DAYS,DA)	, SPANISH	, \$ 68.00 (Lotus)	
KIKK, 650, 250 W (DAYS)	, COUNTRY	, \$ 50.00* (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY	, \$ 85.00* (Blair)	LIN
KLVL, 1480, 1 KW/500 W (DA-N)	, SPANISH	, \$ 20.00 (----)	
KPRC, 950, 5 KW (DA-N)	, NEWS/TALK	NBC, \$100.00* (CBS Spot)	
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	CBS,MBS, \$100.00* (Christal)	
KULF, 790, 5 KW (DA-2)	, AC	RKO, \$ 78.13* (Eastman)	Harte-Hanks
KXYZ, 1320, 5 KW (DA-N)	, SPANISH	, \$ 43.38 (P/W)	

FM STATIONS

KFMK-F, 97.9, 100 KW @ 500, AC	, \$130.00* (RKO)	First Media
KIKK-F, 95.7, 100 KW @ 955, COUNTRY	, \$152.55* (Torbet)	Viacom
KILT-F, 100.3, 100 KW @ 790, COUNTRY (Burns-Somerset)	, \$130.00* (Blair)	LIN
KLEF-F, 94.5, 100 KW @ 610, CLASSICAL	, \$ 74.00 (CMBS)	Entercom
KLOL-F, 101.9, 100 KW @ 790, AOR (Sebastian)	, \$140.00* (Mc-Guild)	Amaturo
KODA-F, 99.1, 100 KW @ 790, BTFL MUS (Bonne)	, \$100.00 (RAR)	Westinghouse
KRBE-F, 104.1, 100 KW @ 790, CONTEMP/AC	Source, \$190.00* (Katz)	Lake Huron
KRLY-F, 93.7, 100 KW @ 790, URBAN	CBS-R, \$125.00* (Masla)	Gulf
KSRR-F, 96.5, 100 KW @ 580, AOR (Burk-Abr)	ABC-R, \$ 90.00* (HNW)	ABC
KYND-F, 92.5, 97 KW @ 790, BTFL MUS (Churchill)	, \$121.88* (Eastman)	Harte-Hanks
KQUE-F, 102.9, 280 KW @ 700, MOR/NOSTALGIA (?)	ABC-I, \$ 80.00* (MMR)	Texas Coast

HUNTINGTON

Market # 125; ADI # 43
 Revenue Rank # 111
 Income Rank # 48
 APR 16.8
 SMSA Pop: 314,900
 CSI: 2.2 Bil (# 144)

Revenue : \$4,864,993
 Income : \$ 542,365
 % Rev Gain: 16.8
 Stations: 17/13
 Diaries: 789/399:1
 CSI HH: 19.1 M (# 305)
 Standard Error: .696

National Rev: \$718,269
 Nat Rev per Cap: \$2.28
 Tot Rev per Cap: \$15.45
 Tot Inc per Cap: \$1.72
 Profit Margin: 11.1%
 Retail \$: 1.3 Bil (# 149)
 Retail Sales %: .329

		FAL	SPG	O/N	A/M				
12+ METRO 1/4/SHARE		81	81	80	80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1.	WKEE-F 107/24.5	24.2	24.3	18.9	19.9	1.	WKEE-F 193	1.	WKEE-F 2090/43.7
2.	WTCR 54/12.4	11.2	9.8	10.7	15.3	2.	WTCR 58	2.	WAMX-F 1017/22.4
3.	WHTN 53/12.1	9.3	9.6	6.3	8.1		WHTN 58	3.	WGNT 810/27.3
4.	WHEZ-F 38/ 8.7	11.5	9.3	12.3	11.6	4.	WAMX-F 47	4.	WTCR 719/22.4
	WGNT 38/ 8.7	12.6	11.5	11.8	11.0	5.	WHEZ-F 44	5.	WHEZ-F 628/18.0
6.	WAMX-F 26/ 5.9	8.1	8.1	16.7	9.0	6.	WGNT 41	6.	WPAY-F 586/ 7.8
7.	WEMM-F 22/ 5.0	7.3	5.9	3.8	3.8	7.	WEMM-F 38	7.	WHTN 548/15.4
8.	WNST-F+ 19/ 4.4	1.7	3.2	1.9	.6	8.	WNST-F+ 30	8.	WEMM-F 521/12.7
9.	WIRO 12/ 2.7	1.7	2.5	1.9	4.3		WPAY 30	9.	WPAY 367/ 2.8
10.	WKLC-F 11/ 2.5	3.9	2.2	1.6	1.2	10.	WPAY-F 29	10.	WKLC-F 354/ 5.0

12+ FM SHARE (METRO): 58.72% (239 of 407) (SPG 81: 59.22%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>
1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WTCR
2. WAMX-F	2. WHTN	2. WHTN	2. WTCR	2. WHEZ-F
	3. WAMX-F	3. WTCR	3. WHTN	WHTN

<u>12+ AMD</u>	<u>WOMEN 18-34</u>	<u>WOMEN 25-54</u>	<u>MEN 18-34</u>	<u>MEN 25-54</u>
1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WKEE-F	1. WTCR
2. WGNT	2. WHTN	2. WHTN	2. WHTN	2. WKEE-F
3. WTCR	3. WTCR	3. WTCR	3. WAMX-F	3. WHTN

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP		144 (3)	144 (3)	35.4
COUNTRY	112 (4)	29 (4)	141 (8)	34.6
NOR/AC	50 (2)		50 (2)	12.3
BTFM MUSIC		38 (1)	38 (1)	9.3
RELIGION		28 (2)	28 (2)	6.9
NOSTALGIA	6 (1)		6 (1)	1.5
			407 (17)	

HUNTINGTON-CHARLESTON 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. WKEE-F	1. WKEE-F	1. WKEE-F	WCAK-F 92.7 Catlettsburg, KY .9
2. WVAF-F	2. WVAF-F	2. WGNT	WCMI 1340 Ashland, KY 1.4
3. WQBE-F	3. WQBE-F	3. WTCR	WITO-F 107.1 Ironton, OH 1.6
4. WKLC-F	4. WCAW	4. WEMM-F	WPAY 1400 Portsmouth, OH .5
5. WCAW	5. WAMX-F	5. WHTN	WPAY-F 104.1 Portsmouth, OH 1.4
6. WHTN	6. WKLC-F	6. WAMX-F	WQBE-F 97.5 Charleston .5
7. WTCR	7. WCHS	7. WHEZ-F	
8. WHEZ-F	8. WGNT	8. WNST-F	
WCHS	9. WQHY-F	9. WIRO	
10. WAMX-F	10. WTCR	10. WKLC-F	
11. WQHY-F	11. WHEZ-F		
12. WXIL-F	12. WPAY-F		
WEMM-F	13. WEMM-F		
WGNT	14. WSIP-F		
15. WXCC-F	15. WKAZ		

ADI FM SHARE: 61.66% (1055 of 1711) (SPG 81: 56.89%)

AM STATIONS

WGNT, 930, 5 KW/1 KW (DA-N), MOR	NBC, \$28.75* (Mc-Guild) Stoner
WHTN, 800, 5 KW (DAYS), COUNTRY	, \$53.25 (Katz) Capitol-WRAL
WIRO, 1230, 1 KW/250 W, MOR	MBS, \$ 6.50 (Regional)
WTCR, 1420, 5 KW/500 W (DA-N), COUNTRY	ABC-I, \$32.75* (Mc-Guild) CRB
WPAY, 1400, 1 KW/250 W, COUNTRY	CBS, \$ 9.00 (Mid-Amer) Braden (PORTSMOUTH)

FM STATIONS

WAMX-F, 93.7, 32 KW @ 400, ROCK	ABC-C, \$20.00* (Torbet)
WEMM-F, 107.9, 50 KW @ 500, RELIGION	, \$ 8.00 (----) Mortenson
WHEZ-F, 103.3, 50 KW @ 490, BTFL MUS (KalaMusic)	ABC-E, \$32.75* (Mc-Guild) CRB
WKEE-F, 100.5, 53 KW @ 556, ROCK (Orake-Chen)	RKO, \$53.25 (Katz) Capitol-WRAL
WNST-F+, 106.3, 110 W @ 1226, COUNTRY	, \$12.00 (----) (MILTON)
WPAY-F, 104.1, 100 KW @ 840, GOSPEL/COUNTRY	MBS, \$ 9.00 (Mid-Amer) Braden (PORTSMOUTH, OH)
WQHY-F, 95.5, 100 KW @ 202, ROCK	, \$14.00 (Regional) (PRESTONBURG, KY)
WXIL-F, 95.1, 50 KW @ 500, ROCK	Source, \$12.50 (----) Burbach (PARKERSBURG)
WXCC-F, 96.5, 50 KW @ 500, COUNTRY	MBS, \$ 7.00 (----) (WILLIAMSON)
WSIP-F, 98.9, 64 KW @ 580, ? ?	CBS, \$ 5.00 (Regional) (PAINTSVILLE, KY)

Other stations - See Charleston

HUNTSVILLE

Market # 127
 Revenue Rank # 132
 Income Rank # 214
 APR 17.2
 SMSA Pop: 313,300
 CSI: 2.4 Bil (# 133)

Revenue : \$3,783,315
 Income : \$ 4,914
 % Rev Gain: 8.7
 Stations: 23/16
 Diaries: 717/437:1
 CSI HH: 21.7 M (# 207)
 Standard Error: .749

National Rev: \$468,185
 Nat Rev per Cap: \$1.49
 Tot Rev per Cap: \$12.08
 Tot Inc per Cap: \$.02
 Profit Margin: 0.1%
 Retail \$: 1.3 Bil (# 150)
 Retail Sales %: .269

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WZYP-F 64/14.6	13.6	9.6	1. WZYP-F 110	1. WZYP-F 1318/29.4
2. WBHP 57/13.0	10.6	14.5	2. WBHP 64	2. WAAY 763/24.8
3. WEUP 39/ 8.9	8.7	4.6	3. WRSA-F 55	3. WAHR-F 757/19.6
4. WAAY 34/ 7.8	10.0	13.6	4. WEUP 43	4. WBHP 727/24.4
5. WRSA-F 27/ 6.2	8.7	3.7	5. WAAY 37	5. WRSA-F 570/12.7
6. WAHR-F 23/ 5.3	10.3	9.3	WAHR-F 37	6. WEUP 383/13.2
7. WAVU 15/ 3.4	4.3	3.4	7. WQEN-F 18	7. WQEN-F 294/ 8.5
8. WFIX 14/ 3.2	2.4	3.7	8. WJMW 16	8. WFIX 291/10.6
WTWX-F 14/ 3.2	4.3	3.1	9. WAVU 15	9. WQSB-F 250/ 7.1
WQEN-F 14/ 3.2	5.4	6.2	10. WFIX 14	10. WTAK 224/ 6.0

12+ FM SHARE (METRO): 45.96% (182 of 396) (SPG 81: 53.18%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WZYP-F	1. WZYP-F	1. WZYP-F	1. WBHP	1. WBHP
2. WEUP	2. WAAY	2. WBHP	2. WZYP-F	2. WRSA-F
3. WAHR-F	3. WEUP	3. WEUP	3. WAAY	3. WZYP-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WBHP	1. WZYP-F	1. WBHP	1. WZYP-F	1. WBHP
2. WZYP-F	2. WAAY	WZYP-F	2. WAAY	2. WZYP-F
3. WAAY	3. WEUP	3. WAAY	3. WEUP	WAAY

OTHER RATED STATIONS/METRO SHARE

WCRQ-F 92.7 Arab .9	WQSB-F 105.1 Albert. 2.5	WAPI-F 94.5 Birm. 2.5
WGSV 1270 Gunters. 1.6	WRAB 1380 Arab 2.1	WENN-F 107.7 Birm. 2.1
WJMW 730 Athens 2.7	WTAK 1000 1.8	WIXC 1140 Fayette, TN .5
WKAC 1080 Athens 1.4	WAAX 570 Gadsden .5	WSLV 1110 Ardmore, TN 2.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	34 (1)	116 (5)	150 (6)	37.9
COUNTRY	103 (7)	25 (2)	128 (9)	32.3
BLACK	39 (1)	9 (1)	48 (2)	12.1
BTFL MUSIC		27 (1)	27 (1)	6.8
MOR/AC	15 (2)		15 (2)	3.8
UNKNOWN	14 (1)		14 (1)	3.5
RELIGION	9 (1)	5 (1)	14 (2)	3.5
			396 (23)	

RADIO STATIONS

WAAY, 1550, 50 KW/500 W (DA-N), CONTEMP/AC	, \$17.50 (Torbet)	
WAVU, 630, 1 KW (DAYS), COUNTRY	, \$ 6.50 (----)	(ALBERTVILLE)
WBHP, 1230, 1 KW, COUNTRY	ABC-I, \$33.75 (Katz)	
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	SBN, \$17.00 (----)	
WFIX, 1450, 1 KW/250 W, VARIOUS	CBS, \$ 9.44 (Smith)	
WJMW, 730, 1 KW (DAYS), COUNTRY	RKO, \$10.00* (Selcom)	(ATHENS)
WTAK, 1000, 10 KW (DAYS, DA), MOR (Drake-Chen)	ABC-E, \$12.00 (Savalli)	
WAHR-F, 99.1, 100 KW @ 540, ROCK	ABC-F, \$13.50 (PRO)	
WRSA-F, 96.9, 100 KW @ 830, BTFL MUS	CBS, \$10.00* (Bolton)	(DECATUR)
WTWX-F, 95.9, 3 KW @ 300, COUNTRY	ABC-F, \$ 5.00 (----)	(GUNTERSVILLE)
WZYP-F, 104.3, 100 KW @ 760, ROCK	RKO, \$25.00* (Selcom)	

WQEN - See Birmingham

INDIANAPOLIS

Market # 34; ADI # 22
 Revenue Rank # 25
 Income Rank # 25
 APR 18.0
 SMSA Pop: 1,176,600
 CSI: 10.5 Bil (# 37)

Revenue : \$21,619,718
 Income : \$ 1,919,850
 % Rev Gain: 9.1
 Stations: 21/24
 Diaries: 1505/782:1
 CSI HH: 24.5 M (# 85)
 Standard Error: .520

National Rev: \$5,547,587
 Nat Rev per Cap: \$4.71
 Tot Rev per Cap: \$18.37
 Tot Inc per Cap: \$1.63
 Profit Margin: 8.9%
 Retail \$: 5.9 Bil (# 33)
 Retail Sales %: .366

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIBC 246/14.3	13.5	15.6	15.6	15.7	1. WIBC 286	1. WIBC 4127/33.3
2. WXTZ-F 202/11.8	11.1	12.8	10.3	12.5	2. WXTZ-F 267	2. WFBQ-F 3473/18.3
3. WTLC-F 189/11.0	9.3	9.6	9.3	9.2	3. WFBQ-F 260	3. WIKS-F 3091/19.9
4. WFBQ-F 151/ 8.8	11.2	10.3	7.4	6.7	4. WTLC-F 218	4. WXTZ-F 3007/21.1
5. WIRE 148/ 8.6	9.8	8.1	9.3	8.8	5. WENS-F 192	5. WENS-F 2577/20.2
6. WENS-F 140/ 8.1	7.0	.5	.4	---	6. WFMS-F 182	6. WNAP-F 2342/16.4
7. WFMS-F 136/ 7.9	8.8	8.6	9.0	7.4	7. WIKS-F 178	7. WFMS-F 1969/15.3
8. WIKS-F 105/ 6.1	4.6	6.2	8.1	9.0	8. WIRE 163	8. WIRE 1938/17.2
9. WNAP-F 90/ 5.2	7.6	10.0	9.9	7.1	9. WNAP-F 128	9. WTLC-F 1790/15.3
10. WIFE 59/ 3.4	2.7	1.2	1.8	2.9	10. WGTC-F 111	10. WGTC-F 1175/ 3.6
11. WATI 45/ 2.6	2.9	2.6	3.7	2.9	11. WIFE 62	11. WIFE 1103/10.6
12. WNDE 36/ 2.1	2.2	3.3	5.0	5.3	12. WATI 54	12. WNDE 844/ 7.7

12+ FM SHARE (METRO): 64.96% (1064 of 1638) (SPG 81: 64.60%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WFBQ-F	1. WTLC-F	1. WTLC-F	1. WIBC	1. WIBC
2. WIKS-F	2. WFBQ-F	2. WIBC	2. WTLC-F	2. WXTZ-F
3. WTLC-F	3. WENS-F	3. WENS-F	3. WFMS-F	3. WIRE
4. WNAP-F	4. WIBC	4. WFBQ-F	4. WXTZ-F	4. WFMS-F
5. WENS-F	5. WNAP-F	5. WXTZ-F	5. WIRE	5. WTLC-F
			WENS	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WIBC	1. WTLC-F	1. WIBC	1. WFBQ-F	1. WIBC
2. WXTZ-F	2. WENS-F	2. WFMS-F	2. WTLC-F	2. WENS-F
3. WIRE	3. WFBQ-F	3. WTLC-F	3. WIBC	3. WXTZ-F
4. WTLC-F	4. WIBC	4. WXTZ-F	4. WENS-F	4. WTLC-F
5. WFMS-F	WNAP-F	5. WIRE	5. WNAP-F	5. WIRE

FORMATS

	AM	FM	TOTAL	%
MOR/AC	291 (3)	149 (2)	440 (5)	26.9
ROCK/AOR/CONTEMP		354 (4)	354 (4)	21.6
COUNTRY	148 (1)	158 (2)	306 (3)	18.7
BTFL MUSIC	45 (1)	207 (2)	252 (3)	15.4
BLACK		189 (1)	189 (1)	11.5
NEWS/TALK	59 (1)		59 (1)	3.6
RELIGION	31 (3)	7 (1)	38 (4)	2.3
			1638 (21)	

INDIANAPOLIS 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. WIBC	1. WIBC	1. WTLC-F	WBRI 1500 .5
2. WXTZ-F	2. WFBQ-F	2. WIBC	WCBK-F 102.3 Martinsville .5
3. WFBQ-F	3. WIKS-F	3. WXTZ-F	WFBM 1110 Noblesville .5
4. WTLC-F	4. WXTZ-F	4. WIRE	WGRT-F 107.1 Danville .5
5. WENS-F	5. WENS-F	5. WFMS-F	WNTS 1590 .6
6. WFMS-F	6. WNAP-F	6. WFBQ-F	WXIR-F 98.3 Plainfield .4
7. WIKS-F	7. WFMS-F	7. WNAP-F	WXLW 950 .6
8. WIRE	8. WTLC-F	8. WENS-F	WGTC-F 92.3 Bloomington 1.3
9. WNAP-F	9. WIRE	9. WIKS-F	WLHN-F 97.9 Anderson .3
10. WGTC-F	10. WIFE	10. WIFE	
11. WWKI-F	11. WLBC-F		
12. WIFE	12. WGTC-F		
13. WAZY-F	13. WWKI-F		
14. WATI	14. WNDE		
15. WAXT-F	15. WLS		

ADI FM SHARE: 67.77% (1928 of 2845) (SPG 81: 67.91%)

AM STATIONS

WATI, 810, 250 W (DAYS)	, BTFL MUS (FM-100)	, \$ 17.00 (Masla)	Sarkes-Tarzian
WIBC, 1070, 50 KW/10 KW (DA-2), MOR		, \$101.25 (Blair)	Fairbanks
WIFE, 1310, 5 KW/1 KW (DA-N), NEWS/TALK	ABC-I, NBC	, \$ 40.00 (Selcom)	Communicom
WIRE, 1430, 5 KW (DA-N), COUNTRY	RKO, ABC-E	, \$ 78.00* (Eastman)	Mid America
WNDE, 1260, 5 KW (DA-N), MOR	CBS	, \$ 40.00* (Katz)	Gulf
WLS - See Chicago			

FM STATIONS

WENS-F, 97.1, 30 KW @ 679, AC		, \$ 65.00* (CBS/FM)	
WFBQ-F, 94.7, 52 KW @ 850, AOR (Sebastian)	Source	, \$111.25* (Katz)	Gulf
WFMS-F, 95.5, 50 KW @ 500, COUNTRY		, \$ 85.63 (Torbet)	Susquehanna
WIKS-F, 99.5, 50 KW @ 500, ROCK		, \$ 34.00 (MMR)	Heftel
WNAP-F, 93.1, 13 KW @ 1022, ROCK		, \$ 64.75 (Blair)	Fairbanks
WTLC-F, 105.7, 50 KW @ 445, BLACK	NBN	, \$ 55.00* (Howard)	BENI
WXTZ-F, 103.3, 18 KW @ 860, BTFL MUS (Bonne)		, \$ 80.50* (Eastman)	Mid America
WGTC-F, 92.3, 37 KW @ 1091, COUNTRY		, \$ 9.00 (PRO)	Sarkes-Tarzian (BLOOMINGTON)
WWKI-F, 100.5, 20 KW @ 480, COUNTRY		, \$ 16.00 (----)	(KOKOMO)
WAXT-F, 96.7, 3 KW @ 300, COUNTRY (TM)	NBC	, \$ 9.75 (Roslin)	(ALEXANDRIA)
WAZY-F, 96.5, 50 KW @ 500, ROCK	ABC-C	, \$ 17.00 (----)	(LAFAYETTE)
WLBC-F, 104.1, 50 KW @ 505, ROCK (Drake-Chen)		, \$ 10.75 (PRO)	(MUNCIE)

JACKSON, MS

Market # 120
 Revenue Rank # 95
 Income Rank # 183
 APR 18.1
 SMSA Pop: 329,700
 CSI: 2.4 Bil (# 130)

Revenue : \$5,520,507
 Income : \$ 53,315
 % Rev Gain: .1
 Stations: 15/14
 Diaries: 773/427
 CSI HH: 21.7 M (# 207)
 Standard Error: .748

National Rev: \$811,796
 Nat Rev per Cap: \$2.46
 Tot Rev per Cap: \$16.74
 Tot Inc per Cap: \$.16
 Profit Margin: .9%
 Retail \$: 1.5 Bil (# 150)
 Retail Sales %: .324

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJMI-F 71/14.9	18.4	20.2	1. WJMI-F 212	1. WJMI-F 1864/28.0
2. WMSI-F 70/14.6	10.2	8.1	2. WMSI-F 170	2. WMSI-F 1709/25.3
3. WTYX-F 64/13.4	8.8	8.1	3. WLIN-F 90	3. WLIN-F 1068/19.0
4. WKXI 62/13.0	5.9	6.2	4. WTYX-F 87	4. WJDX 1060/25.2
5. WSLI 38/ 7.9	11.0	15.3	5. WKXI 73	5. WTYX-F 965/24.0
6. WLIN-F 37/ 7.7	12.4	14.6	6. WSLI 56	6. WSLI 930/24.0
7. WJDX 35/ 7.3	8.2	10.0	7. WJDX 48	7. WKXI 900/26.4
8. WOKJ 33/ 6.9	3.7	4.4	8. WOKJ 39	8. WOKJ 711/20.7
9. WKKE 11/ 2.3	---	---	9. WXLY-F 19	9. WXLY-F 465/ 7.9
WJXN 11/ 2.3	4.5	2.8	10. WKKE 12	10. WKKE 231/ 7.0

12+ FM SHARE (METRO): 55.99% (257 of 459) (SPG 81: 50.87%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WTYX-F	1. WJMI-F	1. WMSI-F	1. WMSI-F	1. WMSI-F
2. WJMI-F	2. WTYX-F	2. WJMI-F	2. WJMI-F	2. WLIN-F
3. WKXI	3. WMSI-F	3. WTYX-F	3. WTYX-F	3. WKXI
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WMSI-F	1. WJMI-F	1. WMSI-F	1. WJMI-F	1. WMSI-F
2. WSLI	2. WTYX-F	2. WKXI	2. WTYX-F	2. WJMI-F
3. WKXI	3. WKXI	3. WJMI-F	3. WMSI-F	WTYX-F

OTHER RATED STATIONS/METRO SHARE

WCCL 1590	1.5	WXLY-F 96.3	1.5
WJQS 1400	1.0	WDGM-F 101.7	Canton .8
WRJH-F 97.7	Brandon .8		

FORMATS

	AM	FM	TOTAL	%
BLACK	95 (2)	75 (2)	170 (4)	37.0
ROCK/AOR/CONTEMP	35 (1)	64 (1)	99 (2)	21.6
COUNTRY	12 (2)	77 (2)	89 (4)	19.4
MOR/AC	38 (1)		38 (1)	8.3
BTFL MUSIC		37 (1)	37 (1)	8.1
RELIGION	11 (1)	4 (1)	15 (2)	3.3
NOSTALGIA	11 (1)		11 (1)	2.4

459 (15)

RADIO STATIONS

WJDX, 620, 5 KW/1 KW (DA-N), CONTEMP/AC	ABC-C, \$45.00 (Eastman)	Confer-Rothfuss
WJXN, 1450, 1 KW/250 W, RELIGION	, \$ 3.20 (----)	
WKKE, 1180, 10 KW/500 W (DA-N), NOSTALGIA (A1 Ham)	ABC-I, \$ 8.00 (----)	
WKXI, 1300, 5 KW/1 KW, BLACK	SBN, \$24.00* (Selcom)	
WOKJ, 1550, 50 KW/10 KW (DA-2), BLACK	NBN, \$19.20* (Howard)	
WSLI, 930, 5 KW (DA-N), MOR	CBS,NBC, \$28.00 (Katz)	
WJMI-F, 99.7, 100 KW @ 1060, BLACK	ABC-F, \$29.00* (Howard)	
WLIN-F, 95.5, 100 KW @ 1069, BTFL MUS (Schulke)	, \$24.13 (Christal)	
WMSI-F, 102.9, 100 KW @ 1800, COUNTRY (TM)	ABC-E, \$45.00 (Eastman)	Confer-Rothfuss
WTYX-F, 94.7, 100 KW @ 430, ROCK	RKO, \$24.00* (Selcom)	
WXLY-F, 96.3, 80 KW @ 1450, COUNTRY (Drake-Chen)	, \$10.69 (Katz)	

JACKSONVILLE

Market # 57
 Revenue Rank # 76
 Income Rank # 367
 APR 17.7
 SMSA Pop: 757,500
 CSI: 5.8 Bil (# 64)

Revenue : \$6,955,637
 Income : \$-1,491,319
 % Rev Gain: -4.9
 Stations: 22/23
 Diaries: 1468/516:1
 CSI HH: 20.9 M (# 233)
 Standard Error: .549

National Rev: \$2,345,457
 Nat Rev per Cap: \$3.10
 Tot Rev per Cap: \$9.18
 Tot Inc per Cap: \$-1.97
 Profit Margin: ---
 Retail \$: 3.9 Bil (# 48)
 Retail Sales %: .138

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WQIK-F 129/11.7	13.3	12.2	12.8	11.0	1. WQIK-F 169	1. WIVY-F 2200/29.0
2. WAIV-F 124/11.2	10.2	2.3	3.5	4.6	2. WAIV-F 149	2. WQIK-F 1887/23.5
3. WKTZ-F 114/10.3	9.4	12.6	13.1	11.8	3. WKTZ-F 137	3. WAIV-F 1862/24.6
4. WIVY-F 104/ 9.4	12.5	14.3	14.7	12.2	4. WIVY-F 129	4. WKTZ-F 1470/19.5
5. WFYV-F 97/ 8.8	10.5	11.7	7.0	5.9	5. WFYV-F 114	5. WFYV-F 1343/17.9
6. WCGL 63/ 5.7	3.5	1.9	1.2	2.6	6. WJAX-F 91	6. WAPE 1312/14.5
7. WJAX-F 59/ 5.3	5.5	4.6	2.1	3.1	7. WCGL 67	7. WJAX-F 1081/13.5
8. WCRJ-F+ 53/ 4.8	2.0	4.7	3.9	4.1	8. WAPE 62	8. WCRJ-F+ 886/13.3
9. WPDQ 46/ 4.2	4.8	4.5	5.7	8.6	9. WCRJ-F+ 55	9. WPDQ 772/11.7
10. WAPE 43/ 3.9	4.7	7.3	8.8	6.3	10. WPDQ 46	10. WERD 601/ 9.5

12+ FM SHARE (METRO): 65.98% (677 of 1026) (SPG 81: 66.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WIVY-F	1. WAIV-F	1. WAIV-F	1. WAIV-F	1. WQIK-F
2. WFYV-F	2. WFYV-F	2. WQIK-F	2. WQIK-F	2. WKTZ-F
3. WJAX-F	3. WIVY-F	3. WFYV-F	3. WKTZ-F	3. WCGL
4. WPDQ	4. WQIK-F	4. WIVY-F	4. WIVY-F	WAIV-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WQIK-F	1. WAIV-F	1. WAIV-F	1. WFYV-F	1. WAIV-F
2. WAIV-F	2. WIVY-F	2. WQIK-F	2. WAIV-F	2. WQIK-F
3. WKTZ-F	3. WQIK-F	3. WIVY-F	3. WQIK-F	3. WFYV-F
4. WIVY-F	4. WFYV-F	4. WKTZ-F	4. WJAX-F	WAPE

OTHER RATED STATIONS/METRO SHARE

WAYR 550 Orange Pk.	.8	WJAX 930	1.8	WOZN 970	1.4
WERD 1400	2.7	WKTZ 1220	2.3	WROS 1050	.9
WEXI 1280	1.1	WKUE-F 92.7	Gr. Cove Spr. .5	WVOJ	3.4
WFOY 1240 St. Aug.	.5	WOKV 600	2.4		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	8 (1)	251 (4)	259 (5)	25.2
COUNTRY	80 (2)	129 (1)	209 (3)	20.4
MOR/AC	51 (3)	124 (1)	175 (4)	17.1
BLACK	76 (2)	59 (1)	135 (3)	13.2
BTFL MUSIC		114 (1)	114 (1)	11.1
RELIGION/GOSPEL	97 (4)		97 (4)	9.5
NOSTALGIA	25 (1)		25 (1)	2.4
NEWS/TALK	12 (1)		12 (1)	1.2

1026 (22)

RADIO STATIONS

WAPE, 690, 50 KW/10 KW (DA-N), COUNTRY	ABC-I, \$50.25 (Eastman)	Eastman
WCGL, 1360, 5 KW (DAYS), RELIGION	, \$? ? (Lotus)	
WERD, 1400, 1 KW/250 W, BLACK	SBN, \$18.00 (----)	Gilliam
WPDQ, 1460, 5 KW (DA-N), BLACK	NBN, \$38.50 (Howard)	BENI
WVOJ, 1320, 5 KW (DA-N), COUNTRY	CBS, \$36.25 (MMR)	Gulf
WAIV-F, 96.9, 100 KW @ 935, AC	MBS,RKO, \$60.00* (Blair)	Affiliated
WCRJ-F+, 107.3, 100 KW @ 350, COUNTRY (Burns-Somer)	, \$33.13 (Masla)	Abell
WFYV-F, 104.5, 100 KW @ 700, AOR (Burk-Abr)	Source, \$70.00 (HNW)	BENI
WIVY-F, 102.9, 60 KW @ 635, ROCK	, \$72.50 (Torbet)	Infinity

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

JOHNSON CITY-KINGSPORT-BRISTOL

Market # 96
 Revenue Rank # 84
 Income Rank # 103
 APR 15.8
 SMSA Pop: 444,000
 CSI: 2.9 Bil (# 115)

Revenue : \$6,231,442
 Income : \$ 261,929
 % Rev Gain: 33.7
 Stations: 25/23
 Diaries: 838/530:1
 CSI HH: 18.1 M (# 323)
 Standard Error: .669

National Rev: \$1,020,615
 Nat Rev per Cap: \$2.30
 Tot Rev per Cap: \$14.03
 Tot Inc per Cap: \$.59
 Profit Margin: 4.2%
 Retail \$: 1.9 Bil (# 100)
 Retail Sales %: .277

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WQUT-F 107/18.3	10.6	8.4	10.4	10.1	1. WQUT-F 157	1. WQUT-F 1749/32.5
2. WXBQ-F 78/13.3	14.2	12.9	14.0	12.0	2. WXBQ-F 117	2. WXBQ-F 1370/24.2
3. WKPT-F 59/10.1	6.8	9.1	7.6	7.6	3. WKPT-F 61	3. WJCW 795/19.6
4. WJCW 51/ 8.7	14.2	10.1	9.0	11.9	4. WJCW 56	4. WFHG 679/14.7
5. WFHG 28/ 4.8	5.2	7.5	5.3	7.5	5. WFHG 31	5. WKPT-F 672/15.1
6. WZXY-F 24/ 4.1	1.9	---	---	---	6. WETB 25	6. WETB 539/12.2
7. WIVK-F 21/ 3.6	1.0	1.6	2.3	1.1	WZXY-F 25	7. WKIN 385/ 9.7
WETB 21/ 3.6	5.0	5.4	7.1	6.7	8. WIMZ-F 24	8. WJSO 326/ 7.6
9. WGOC 17/ 2.9	2.9	4.0	2.7	3.1	9. WIVK-F 23	9. WZXY-F 324/ 7.8
WKIN 17/ 2.9	2.4	5.8	5.5	6.7	10. WKIN 19	10. WIMZ-F 314/ 4.8

12+ FM SHARE (METRO): 59.10% (315 of 533) (SPG 81: 39.66%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WQUT-F	1. WQUT-F	1. WQUT-F	1. WXBQ-F	1. WXBQ-F
2. WETB	2. WXBQ-F	2. WXBQ-F	2. WQUT-F	2. WKPT-F
3. WXBQ-F	3. WZXY-F	3. WJCW	3. WJCW	3. WJCW
WZXY-F	4. WFHG	4. WKPT-F	4. WKPT-F	4. WQUT-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WQUT-F	1. WQUT-F	1. WXBQ-F	1. WQUT-F	1. WXBQ-F
2. WXBQ-F	2. WXBQ-F	2. WQUT-F	2. WXBQ-F	2. WQUT-F
3. WJCW	3. WZXY-F	3. WKPT-F	3. WIVK-F	3. WJCW
4. WKPT-F	4. WETB	WJCW	4. WZXY-F	4. WFHG
				WIVK-F

OTHER RATED STATIONS/METRO SHARE

WBBI 1230 Abingdon,VA 1.0	WIDD-F 99.3 Elizabeth. 1.2	WRGS 1370 Rogers. 2.4
WBEJ 1240 Elizabeth. 2.0	WJSO 1590 Jones. 1.4	WZAP 690 Bristol 1.5
WEMB 1420 Erwin 1.2	WKPT 1400 Kings. 1.7	WIMZ-F 103.5 Knox. 2.2
WGAT 1050 Gate City,VA 1.2	WMCH 1260 Church Hill .9	WMYU-F 102.1 Sevier. .5
WIDD 1520 Elizabeth. .5	WOPI 1490 Bristol .5	WOKI-F 100.3 Oak Rid. .5

FORMATS

	AM	FM	TOTAL	%
COUNTRY	105 (8)	99 (2)	204 (10)	38.3
ROCK/AOR/CONTEMP	29 (2)	150 (5)	179 (7)	33.6
MOR/AC	67 (5)		67 (5)	12.6
BTFL MUSIC		59 (1)	59 (1)	11.1
RELIGION	17 (1)	7 (1)	24 (2)	4.5
			533 (25)	

RADIO STATIONS

WETB, 790, 5 KW (DAYS)	, ROCK	MBS, \$ 7.50 (----)	
WFHG, 980, 5 KW/1 KW (DA-N)	, AC	ABC-D, \$18.00* (Mc-Guild)	Nininger
WGOC, 1090, 1 KW (DAYS,DA)	, RELIGION	, \$11.00* (----)	
WJCW, 910, 5 KW/1 KW (DA-N)	, COUNTRY	CBS, \$25.00* (Katz)	Bloomington
WKIN, 1320, 5 KW/500 W (DA-N)	, COUNTRY (TM)	RKO II, \$? ? (Torbet)	Bahakel
WKPT-F, 98.5, 100 KW @ 1260	BTFL MUS (Bonne)	ABC-E, \$18.00 (Selcom)	
WQUT-F, 101.5, 100 KW @ 1500	ROCK/AOR	, \$30.00* (Katz)	Bloomington
WXBQ-F, 96.9, 67 KW @ 2240	COUNTRY	ABC-I, \$24.00* (Mc-Guild)	Nininger
WZXY-F, 104.9, 1 KW @ 476	AOR	RKO,Source, \$? ? (Torbet)	Bahakel

WIVK, WIMZ - See Knoxville

JOHNSTOWN, PA

Market # 151
 Revenue Rank # 183
 Income Rank # 155
 APR 17.9
 SMSA Pop: 264,600
 CSI: 2.1 Bil (# 149)

Revenue : \$2,603,975
 Income : \$ 93,974
 % Rev Gain: 5.9
 Stations: 29/14
 Diaries: 646/410:1
 CSI HH: 21.6 M (# 210)
 Standard Error: .807

National Rev: \$246,296
 Nat Rev per Cap: \$.93
 Tot Rev per Cap: \$9.84
 Tot Inc per Cap: \$.36
 Profit Margin: 3.6%
 Retail \$: 1.1 Bil (# 166)
 Retail Sales %: .217

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJAC 38/9.6	11.6	14.8	1. WJAC 51	1. WJAC 638/21.0
2. WJAC-F 37/9.3	11.0	9.7	2. WJNL-F 40	2. WJNL-F 586/23.6
3. WJNL-F 35/8.8	8.0	6.1	3. WJAC-F 39	3. WJAC-F 493/19.7
4. WJNL 30/7.6	7.5	5.3	4. WDVE-F 36	4. WCRO 472/20.5
5. WBXQ-F 29/7.3	---	---	5. WBXQ-F 33	5. WJNL 375/17.0
6. WCRO 24/6.1	8.0	10.3	6. WJNL 30	6. WGLU-F 368/14.3
7. WWBR 23/5.8	6.6	4.2	7. WCRO 24	7. KDKA 361/ 7.4
WDVE-F 23/5.8	3.3	7.8	WWBR 24	8. WDVE-F 353/10.5
9. WGLU-F 21/5.3	5.2	---	9. WGLU-F 22	9. WBXQ-F 317/12.9
10. WVSC 19/4.8	2.5	2.2	10. KDKA 20	10. WNCC 229/ 7.1

12+ FM SHARE (METRO): 56.20% (213 of 379) (SPG 81: 50.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WBXQ-F	1. WJNL-F	1. WJNL-F	1. WJAC	1. WJAC-F
2. WDVE-F	2. WBXQ-F	2. WBXQ-F	2. WJNL-F	2. WJAC
3. WCRO	3. WGLU-F	WJAC	3. WJNL	3. WWBR WJNL

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WJAC	1. WJNL-F	1. WJNL-F	1. WDVE-F	1. WJAC
2. WJNL	2. WBXQ-F	2. WJNL	2. WGLU-F	2. WJNL-F
3. WJNL-F	3. WCRO	3. WJAC	3. WJNL-F	WWBR

OTHER RATED STATIONS/METRO SHARE

WADJ 1330 Somerset .8	KDKA 1020 Pitt. 1.0	WKGO-F 106.1 Cumber. 1.0
WAMQ 1400 Loretto .5	WBZZ-F 93.7 Pitt. .8	WPNT-F 92.9 Pitt. 1.0
WIYQ-F 99.1 Ebensburg 2.0	WEPP 1080 Pitt. 1.3	WSHH-F 99.7 Pitt. 1.8
WNCC 950 Barnesboro 2.8	WFBG 1290 Altoona .8	WWSW-F 94.5 Pitt. .5
WVSC-F 97.7 Somerset 2.8	WFBG-F 98.1 Altoona 1.0	WXKY-F 96.1 Pitt. 1.0
WWZE-F 101.7 Central City 2.8	WFRB+ 560 Frost. 1.3	WYDD-F 104.7 Pitt. 2.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	30 (3)	130 (8)	160 (11)	42.2
COUNTRY	89 (6)	20 (3)	109 (9)	28.9
BTFL MUSIC		52 (4)	52 (4)	13.7
MOR/AC	47 (4)		47 (4)	12.4
NOSTALGIA		11 (1)	11 (1)	2.9
			379 (29)	

RADIO STATIONS

WCRO, 1230, 1 KW/250 W , ROCK	ABC-C, \$19.50 (----)	
WJAC, 850, 10 KW (DA-1) , COUNTRY	NBC, \$28.58 (Torbet)	John Trib-Dem
WJNL, 1490, 1 KW/250 W , MOR	CBS, \$15.75 (PRO)	
WVSC, 990, 5 KW (DAYS) , COUNTRY	ABC-I, \$ 9.50 (Regional)	(SOMERSET)
WWBR, 1350, 2.5 KW (DAYS), COUNTRY	ABC-E, \$ 8.00 (----)	(WINDBER)
WBXQ-F, 94.3, 3 KW @ 1025, ROCK	, \$16.00* (Lotus)	(CRESSON)
WGLU-F, 92.1, 166 W @ 1042, AOR	Source, \$12.00 (Masla)	
WJAC-F, 95.5, 57 KW @ 1060, BTFL MUS (FM-100)	, \$25.40 (Torbet)	John Trib-Dem
WJNL-F, 99.5, 50 KW @ 490, CONTEMP	RKO, \$15.75 (PRO)	

KDKA, WDVE - See Pittsburgh

KALAMAZOO

Market # 138
 Revenue Rank # 167
 Income Rank # 102
 APR 16.0
 SMSA Pop: 282,600
 CSI: 2.3 Bil (# 137)

Revenue : \$2,925,940
 Income : \$ 266,994
 % Rev Gain: -4.2
 Stations: 22/5
 Diaries: 665/425:1
 CSI HH: 22.9 M (# 156)
 Standard Error: .741

National Rev: \$418,337
 Nat Rev per Cap: \$1.48
 Tot Rev per Cap: \$10.35
 Tot Inc per Cap: \$.94
 Profit Margin: 9.1%
 Retail \$: 1.3 Bil (# 145)
 Retail Sales %: .208

		FAL	SPG	O/N	A/M					
12+ METRO 1/4/SHARE		81	81	80	80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT		
1.	WKZO	58/15.5	13.2	11.6	15.9	16.3	1.	WKZO	75	1016/34.1
2.	WKFR-F	48/12.8	12.6	12.9	12.1	11.1	2.	WKFR-F	51	755/18.8
3.	WQLR-F	32/ 8.5	9.0	10.1	9.2	6.4	3.	WLAV-F	47	701/28.2
4.	WKMI	28/ 7.5	8.4	7.5	6.1	12.8	4.	WQLR-F	36	573/14.3
5.	WLAV-F	24/ 6.4	7.8	4.4	4.3	7.0	5.	WJFM-F	33	542/13.9
6.	WJFM-F	23/ 6.1	6.2	5.4	4.6	4.4		WOOD-F	33	509/20.5
7.	WNWN-F	21/ 5.6	5.0	7.0	4.9	3.2	7.	WGRD-F	29	485/14.1
8.	WOOD-F	19/ 5.1	5.9	7.5	6.9	5.8	8.	WKMI	28	440/15.9
9.	WGRD-F	17/ 4.5	3.9	8.0	6.6	8.7	9.	WNWN-F	22	358/14.3
10.	WMAQ	14/ 3.7	4.2	2.8	4.6	3.5	10.	WMAQ	19	312/ 7.4

12+ FM SHARE (METRO): 61.42% (207 of 337) (SPG 81: 62.90%)

TEENS		18 - 34	18 - 49	25 - 54	35 - 64
1.	WGRD-F	1. WKFR-F	1. WKFR-F	1. WKFR-F	1. WKZO
	WKFR-F	2. WLAV-F	2. WKMI	2. WKZO	2. WQLR-F
3.	WKMI	3. WJFM-F	3. WLAV-F	3. WKMI	3. WKMI
12+ AMD		WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1.	WKZO	1. WKFR-F	1. WKFR-F	1. WLAV-F	1. WKZO
2.	WKFR-F	2. WJFM-F	2. WKMI	2. WKFR-F	2. WKFR-F
3.	WQLR-F	3. WKMI	WQLR-F	3. WKMI	3. WKMI

OTHER RATED STATIONS/METRO SHARE

WBUK	1560	Portage	.8	WBCK	930	Battle Cr.	.8	WGN	720	Chi	1.1
WAOP-F	100.9	Otsego	1.6	WOAM	980	Otsego	.8	WLS	890	Chi	1.3
WKPR	1420	Kala	1.1	WFRN-F	104.7	Elkhart	.5	WBBM	780	Chi	1.6
WJXQ-F	106.1	Jackson	2.7	WNDU-F	92.9	S. Bend	1.3	WKLZ	1470	Kala	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (2)	104 (5)	137 (7)	40.7
MOR/AC	70 (5)	23 (1)	93 (6)	27.6
BTFL MUSIC		51 (2)	51 (2)	15.1
COUNTRY	14 (1)	27 (2)	41 (3)	12.2
RELIGION	4 (1)	2 (1)	6 (2)	1.8
NEWS/TALK	6 (1)		6 (1)	1.8
NOSTALGIA	3 (1)		3 (1)	0.9
			337 (22)	

RADIO STATIONS

WKMI, 1360, 5 KW/1 KW (DA-N), AC/CONTEMP	ABC-D, \$33.75 (MMR)
WKZO, 590, 5 KW (DA-N), MOR	CBS, \$30.75 (Mc-Guild) Fetzer
WQLR-F, 106.5, 33 KW @ 600, BTFL MUS (KalaMusic)	, \$20.00 (Masla) Fairfield
WKFR-F, 103.3, 50 KW @ 370, CONTEMP (Drake-Chen)	RKO, \$32.40 (Eastman) (BATTLE CREEK)
WNWN-F, 98.5, 50 KW @ 500, COUNTRY	ABC-E, \$18.58 (PRO) (COLDWATER)

WMAQ - See Chicago

Other stations - See Grand Rapids

KANSAS CITY

Market # 29; ADI # 27
 Revenue Rank # 26
 Income Rank # 135
 APR 17.4
 SMSA Pop: 1,334,900
 CSI: 13.1 Bil (# 28)

Revenue : \$20,555,112
 Income : \$ 144,792
 % Rev Gain: 7.9
 Stations: 21/21
 Diaries: 1435/930:1
 CSI HH: 25.8 M (# 53)
 Standard Error: .534

National Rev: \$6,531,862
 Nat Rev per Cap: \$4.89
 Tot Rev per Cap: \$15.40
 Tot Inc per Cap: \$.11
 Profit Margin: 0.7%
 Retail \$: 7.2 Bil (# 27)
 Retail Sales %: .239

12+ METRO 1/4/SHARE	WIN FAL SPG			12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	82	81	81		
1. WDAF 197/10.3	12.9	13.6	13.8	1. WDAF 490	1. WDAF 6560/25.9
2. KYYS-F 184/ 9.6	10.6	7.9	9.0	2. KYYS-F 258	2. WHB 3966/20.8
3. KMBZ 173/ 9.1	6.1	5.6	8.7	3. KBEQ-F 218	3. KYYS-F 3193/19.1
4. KBEQ-F 166/ 8.7	6.9	7.4	5.9	WHB 218	4. KBEQ-F 2958/20.4
5. KPRS-F 144/ 7.5	8.0	7.4	7.5	5. KMBZ 189	5. KCMO 2897/15.9
6. KCMO 132/ 6.9	6.8	5.6	5.7	6. KCMO 181	6. KMBZ 2733/21.0
7. KUDL-F 128/ 6.7	5.4	7.6	6.0	7. KMBR-F 166	7. KUDL-F 2271/18.0
KMBR-F 128/ 6.7	6.6	7.9	9.0	8. KUDL-F 148	8. KMBR-F 2052/14.0
KFKF-F 128/ 6.7	7.0	5.5	3.7	9. KPRS-F 145	9. KFKF-F 1746/13.1
10. WHB 123/ 6.4	6.5	9.1	9.5	10. KFKF-F 144	10. KCEZ-F 1502/ 9.9
11. KCEZ-F 84/ 4.4	5.4	4.9	7.6	11. KCEZ-F 113	11. KPRS-F 1081/ 9.5
12. KJLA 77/ 4.0	4.7	3.7	1.1	12. KJLA 82	12. KJLA 994/ 8.2

12+ FM SHARE (METRO): 55.12% (1002 of 1818) (SPG 81: 54.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KBEQ-F	1. KYYS-F	1. KYYS-F	1. WDAF	1. WDAF
2. KYYS-F	2. KUDL-F	2. WDAF	2. WHB	2. KMBR-F
3. KPRS-F	3. KBEQ-F	3. KUDL-F	3. KFKF-F	3. KFKF-F
	4. KPRS-F	4. KBEQ-F	4. KMBR-F	4. KMBZ
	5. WHB	5. WHB	5. KUDL-F	5. KCMO

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WDAF	1. KBEQ-F	1. WDAF	1. KYYS-F	1. WDAF
2. KMBZ	2. KUDL-F	2. WHB	2. KPRS-F	2. KFKF-F
3. WHB	3. WHB	3. KMBR-F	3. KUDL-F	3. WHB
4. KMBR-F	4. KYYS-F	4. KFKF-F	4. KBEQ-F	4. KYYS-F
5. KYYS-F	5. KPRS-F	5. KUDL-F	5. WDAF	5. KMBR-F

FORMATS

	AM	FM	TOTAL	%
COUNTRY	370 (2)	128 (1)	498 (3)	27.4
ROCK/AOR/CONTEMP		380 (4)	380 (4)	20.9
AC/MOR	135 (2)	128 (1)	263 (3)	14.5
BTFL MUSIC		212 (2)	212 (2)	11.7
BLACK/URBAN	50 (1)	144 (1)	194 (2)	10.7
NEWS/TALK	139 (2)		139 (2)	7.6
NOSTALGIA	77 (1)		77 (1)	4.2
RELIGION	35 (3)		35 (3)	1.9
CLASSICAL		20 (1)	20 (1)	1.1
			1818 (21)	

KANSAS CITY 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. WDAF	1. WDAF	1. WDAF	KBEA	1480	Mission .4
2. KYYS-F	2. WHB	2. KYYS-F	KCCV	1510	Independence .6
3. KBEQ-F	3. KBEQ-F	3. KPRS-F	KCNW	1380	Fairway .7
4. KMBZ	4. KYYS-F	4. KMBZ	KEXS	1090	Excelsior Spg .6
5. WHB	5. KMBZ	5. WHB	KKCI-F	106.5	Liberty 1.2
6. KMBR-F	6. KCMO	6. KBEQ-F	KLDY	1140	Liberty .6
7. KCMO	7. KUDL-F	7. KFKF-F	KPRT	1590	2.6
8. KUDL-F	8. KMBR-F	8. KMBR-F	KWKI-F	93.3	.4
KPRS-F	9. KFKF-F	9. KCEZ-F	KXTR-F	96.5	1.0
10. KFKF-F	10. KCEZ-F	10. KUDL-F			
		KJLA			
11. KCEZ-F	11. KPRS-F				
12. KJLA	12. KJLA				
13. KPRT	13. KKCI-F				
14. KKCI-F	14. KXTR-F				
15. KXTR-F	15. KFEQ				

ADI FM SHARE: 53.87% (1315 of 2441) (SPG 81: 53.27%)

AM STATIONS

KCMO, 810, 50 KW (DA-N), NEWS/TALK	CBS,MBS, \$ 58.00 (MMR) Meredith
KJLA, 1190, 1 KW/250 W (DA-N), NOSTALGIA (A1 Ham)	ABC-I, \$ 20.00 (Roslin)
KPRT, 1590, 1 KW (DAYS), BLACK	SBN, \$ 50.00 (Howard)
KMBZ, 980, 5 KW (DA-N), COUNTRY	ABC-D, \$ 80.00* (Torbet) Bonneville
WDAF, 610, 5 KW, COUNTRY	ABC-E, \$120.00* (Katz) Taft
WHB, 710, 10 KW/5 KW (DA-2), AC	NBC, \$105.00 (Blair) Storz
KFEQ, 680, 5 KW (DA-2), COUNTRY	CBS, \$ 35.00 (Mc-Guild) (ST. JOSEPH)

FM STATIONS

KBEQ-F, 104.3, 50 KW @ 953, ROCK	ABC-C, \$ 60.00 (Eastman) Mariner
KCEZ-F, 94.9, 100 KW @ 1057, BTFL MUS (Schulke)	, \$ 63.00 (MMR) Meredith
KFKF-F, 94.1, 100 KW @ 465, COUNTRY (Burk-Abr)	, \$ 45.00* (Mc-Guild) Allbritton
KKCI-F, 106.5, 100 KW @ 880, AOR	RKO, \$ 19.13 (CBS/FM) Golden East
KMBR-F, 99.7, 100 KW @ 950, BTFL MUS (Bonne)	, \$ 60.00* (Torbet) Bonneville
KPRS-F, 103.3, 100 KW @ 450, BLACK	NBN,SBN, \$ 57.00 (Howard)
KUDL-F, 98.1, 100 KW @ 250, AC/SOFT (TM)	ABC-F, \$ 62.50 (Selcom) Shamrock
KXTR-F, 96.5, 100 KW @ 546, CLASSICAL	, \$ 20.00 (CMBS)
KYYS-F, 102.1, 100 KW @ 940, AOR (Burk-Abr)	Source, \$110.00* (Katz) Taft

KNOXVILLE

Market # 88
 Revenue Rank # 72
 Income Rank # 270
 APR 17.6
 SMSA Pop: 487,900
 CSI: 3.9 Bil (# 89)

Revenue : \$7,409,952
 Income : \$ -102,775
 % Rev Gain: 22.6
 Stations: 17/18
 Diaries: 872/560:1
 CSI HH: 21.2 M (# 223)
 Standard Error: .673

National Rev: \$1,472,351
 Nat Rev per Cap: \$3.02
 Tot Rev per Cap: \$15.19
 Tot Inc per Cap: \$-.21
 Profit Margin: ---
 Retail \$: 2.4 Bil (# 86)
 Retail Sales %: .267

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WIVK-F 129/17.9	19.0	28.0	20.4	19.7	1. WIVK-F 318	1. WOKI-F 3469/25.7
2. WEZK-F 98/13.6	15.5	16.4	16.7	19.9	2. WOKI-F 286	2. WIVK-F 3152/36.1
3. WIMZ-F 81/11.3	10.3	8.1	7.0	6.1	3. WIMZ-F 155	3. WIMZ-F 1627/20.2
4. WOKI-F 79/11.0	8.5	7.8	11.5	8.3	4. WEZK-F 142	4. WMYU-F 1587/21.4
5. WMYU-F 73/10.1	11.7	1.9	---	---	5. WMYU-F 135	5. WEZK-F 1505/25.1
6. WRJZ 48/ 6.7	4.5	7.6	8.2	10.5	6. WIVK 82	6. WNOX 1110/17.9
7. WIVK 46/ 6.4	9.1	6.8	8.8	9.9	7. WRJZ 61	7. WIVK 1101/15.1
8. WNOX 34/ 4.7	5.3	6.4	8.4	7.1	8. WNOX 45	8. WRJZ 1025/17.3
9. WBMK 20/ 2.8	1.2	1.0	---	1.4	9. WBMK 22	9. WHEL 268/ 5.6
10. WYSH-F+ 14/ 1.9	2.5	1.6	2.6	1.5	10. WYSH-F+ 14	10. WKGN 224/ 5.5

12+ FM SHARE (METRO): 70.64% (474 of 671) (SPG 81: 66.92%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WOKI-F	1. WIMZ-F	1. WIVK-F	1. WIVK-F	1. WIVK-F
2. WIMZ-F	2. WMYU-F	2. WMYU-F	2. WEZK-F	WEZK-F
3. WMYU-F	3. WIVK-F	3. WIMZ-F	3. WMYU-F	3. WIVK
	4. WOKI-F	4. WOKI-F	4. WRJZ	4. WRJZ
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WIVK-F	1. WMYU-F	1. WIVK-F	1. WIMZ-F	1. WIVK-F
2. WEZK-F	2. WIVK-F	2. WEZK-F	2. WIVK-F	2. WMYU-F
3. WMYU-F	3. WIMZ-F	3. WMYU-F	3. WMYU-F	3. WRJZ
4. WIMZ-F	4. WOKI-F	4. WOKI-F	4. WOKI-F	4. WIVK

OTHER RATED STATIONS/METRO SHARE

WETQ-F 94.3	Oak Ridge .4	WHEL 1240	1.8	WKGN 1340	1.7
WGAP 1400	Maryville 1.5	WITA 1490	.6	WKXV 900	.8

FORMATS

	AM	FM	TOTAL	%
COUNTRY	108 (4)	143 (3)	251 (7)	37.4
ROCK/AOR/CONTEMP	34 (1)	160 (2)	194 (3)	28.9
BTFL MUSIC		98 (1)	98 (1)	14.6
MOR/AC		73 (1)	73 (1)	10.9
BLACK	20 (1)		20 (1)	3.0
NOSTALGIA	13 (1)		13 (1)	1.9
UNKNOWN	12 (1)		12 (1)	1.8
RELIGION	10 (2)		10 (2)	1.5

671 (17)

RADIO STATIONS

WBMK, 1430, 1 KW (DAYS,DA), BLACK	SBN, \$12.00 (Masla)	
WHEL, 1240, 1 KW/250 W, NOSTALGIA (Al Ham)	CBS,MBS, \$15.00* (Mc-Guild)	Stoner
WIVK, 850, 50 KW (DAYS,DA), COUNTRY	ABC-D, \$85.00* (Katz)	Dick
WNOX, 990, 10 KW (DA-N), AC	ABC-C, \$25.00 (Blair)	Sanders
WRJZ, 620, 5 KW (DA-2), COUNTRY	ABC-I, \$35.00* (?)	Sherwood-Hennes
WEZK-F, 97.5, 100 KW @ 1250, BTFL MUS (Bonne)	, \$50.00* (Eastman)	South Central
WIMZ-F, 103.5, 100 KW @ 1720, AOR (Burk-Abr)	Source, \$35.00* (Mc-Guild)	Stoner
WIVK-F, 107.7, 100 KW @ 1971, COUNTRY	ABC-E, \$85.00* (Katz)	Dick
WOKI-F, 100.3, 100 KW @ 2000, ROCK	ABC-F, \$33.50 (Selcom)	(OAK RIDGE)
WYSH-F, 104.9, 3 KW @ 300, COUNTRY	, \$ 5.00 (Beaver)	(CLINTON)
WMYU-F, 102.1, 100 KW @ 1000, AC/CONTEMP	, \$? ? (Christal)	Mooney
		(SEVIERVILLE)

LAFAYETTE, LA

Market # 213
 Revenue Rank # 131
 Income Rank # 42
 APR 15.8
 SMSA Pop: 155,300
 CSI: 1.3 Bil (# 203)

Revenue : \$3,844,764
 Income : \$ 651,213
 % Rev Gain: 55.3
 Stations: 16/5
 Diaries: 728/214:1
 CSI HH: 24.8 M (# 78)
 Standard Error: .716

National Rev: \$840,881
 Nat Rev per Cap: \$5.40
 Tot Rev per Cap: \$24.68
 Tot Inc per Cap: \$4.18
 Profit Margin: 16.9%
 Retail \$: 1.0 Bil (# 178)
 Retail Sales %: .318

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KJCB 32/16.5	----	----	1. KSMB-F 77	1. KTDY-F 935/29.3
2. KTDY-F 28/14.4	13.3	9.1	2. KTDY-F 69	2. KSMB-F 855/25.1
3. KSMB-F 26/13.4	16.0	12.9	3. KXKW 48	3. KVOL 625/24.6
KXKW 26/13.4	13.3	11.3	KJCB 48	4. WAFB-F 550/12.5
5. KVOL 14/ 7.2	21.3	29.0	5. KMDL-F 44	5. KXKW 535/22.8
6. KMDL-F 11/ 5.7	---	---	6. WAFB-F 30	6. KMDL-F 461/11.4
7. KPEL 9/ 4.6	9.3	8.6	KANE 30	7. KANE 399/ 2.1
KDEA-F 9/ 4.6	4.0	5.4	8. KVOL 29	8. KDEA-F 358/10.8
9. KTIZ-F 7/ 3.6	2.0	---	9. KTIZ-F 27	9. KROF 331/ 5.0
10. WAFB-F 4/ 2.1	2.7	1.6	10. KDEA-F 24	KJCB 331/14.8

12+ FM SHARE (METRO): 50.00% (89 of 178) (SPG 81: 51.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KSMB-F	1. KJCB	1. KJCB	1. KXKW	1. KXKW
2. KJCB	2. KSMB-F	2. KTDY-F	2. KJCB	2. KDEA-F
3. KTDY-F	KTDY-F	3. KSMB-F	3. KTDY-F	3. KTDY-F
				KJCB

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KJCB	1. KTDY-F	1. KJCB	1. KSMB-F	1. KXKW
2. KXKW	KJCB	KTDY-F	2. KJCB	2. KJCB
3. KSMB-F	3. KSMB-F	KXKW	3. KTDY-F	3. KTDY-F

OTHER RATED STATIONS/METRO SHARE

KANE 1240 New Iberia 1.0 KROF 960 Abbeville .5 WQXY-F 100.7 B. Rouge .5
 KASC-F 104.9 Abbeville 1.5 KSIG 1450 Crowley 1.5 WWL 870 N Orlea 1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	16 (2)	58 (3)	74 (5)	41.6
COUNTRY	29 (2)	14 (2)	43 (4)	24.2
BLACK	32 (1)	7 (1)	39 (2)	21.9
MOR/AC	12 (3)		12 (3)	6.7
BTFL MUSIC		10 (2)	10 (2)	5.6
			178 (16)	

RADIO STATIONS

KJCB, 770, 1 KW/500 W (DA-N), BLACK SBN, \$11.50 (----)
 KPEL, 1420, 1 KW/500 W (DA-N), MOR (Century 21)ABC-I, CBS, \$17.00 (----)
 KVOL, 1330, 5 KW/1 KW (DA-N), ROCK NBC, \$19.00 (Mc-Guild) Kirk
 KXKW, 1520, 10 KW/500 W (DA-2), COUNTRY , \$18.00 (Torbet)
 KANE, 1240, 1 KW/250 W , CONTEMP/AC ABC-E, \$ 9.50 (----) (NEW IBERIA)
 KROF, 960, 1 KW (DAYS) , AC , \$ 5.00 (----) (ABBEVILLE)
 KSMB-F, 94.5, 56 KW @ 400, AOR , \$26.00 (Masla)
 KTDY-F, 99.9, 100 KW @ 500, ROCK (Century 21) , \$18.00 (----)
 KDEA-F, 99.1, 50 KW @ 441, BTFL MUS (KalaMusic) , \$10.00 (Midsouth) (NEW IBERIA)
 KMDL-F, 97.7, 3 KW @ 300, COUNTRY (Drake-Chen) , \$? ? (----) (KAPLAN)
 KTIZ-F, 96.9, 100 KW @ 850, BLACK NBN, \$16.50 (Katz) (ALEXANDRIA)

WAFB - See New Orleans

LAKELAND

Market # 116
 Revenue Rank # 149
 Income Rank # 356
 APR 15.8
 SMSA Pop: 338,100
 CSI: 2.4 Bil (# 128)

Revenue : \$3,301,450
 Income : \$ -479,064
 % Rev Gain: 8.4
 Stations: 28/11
 Diaries: 828/408:1
 CSI HH: 20.1 M (# 268)
 Standard Error: .681

National Rev: \$461,053
 Nat Rev per Cap: \$1.36
 Tot Rev per Cap: \$9.76
 Tot Inc per Cap: \$-1.42
 Profit Margin: ---
 Retail \$: 1.9 Bil (# 107)
 Retail Sales %: .126

12+ METRO 1/4/SHARE	SPG 81	O/N	80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WPCV-F 57/12.9	12.8	8.6		1. WPCV-F 81	1. WPCV-F 912/25.1
2. WRBQ-F 47/10.6	8.2	6.5		2. WVFM-F 47	2. WRBQ-F 616/22.0
3. WVFM-F 44/ 9.9	9.6	12.8		WRBQ-F 47	3. WGTO 599/18.0
4. WWAB 35/ 7.9	1.2	3.9		4. WYNF-F 43	4. WVFM-F 556/17.2
WYNF-F 35/ 7.9	6.3	4.9		5. WGTO 38	5. WYNF-F 555/16.2
6. WGTO 32/ 7.2	12.8	9.4		6. WWAB 35	6. WFLA-F 370/ 7.2
7. WQYK-F 17/ 3.8	1.2	2.3		7. WHOO-F 28	7. WBJW-F 315/ 4.7
8. WTMP 15/ 3.4	7.2	---		8. WFLA-F 24	8. WSUN 276/ 7.8
9. WSUN 13/ 2.9	2.9	2.3		9. WQYK-F 18	9. WQYK-F 261/ 9.1
10. WHLY-F 12/ 2.7	1.7	2.9		WBJW-F 18	10. WTMP 250/ 8.9

12+ FM SHARE (METRO): 64.48% (256 of 397) (SPG 81: 59.65%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WYNF-F	1. WRBQ-F	1. WRBQ-F	1. WPCV-F	1. WVFM-F
2. WRBQ-F	2. WYNF-F	2. WPCV-F	2. WRBQ-F	WPCV-F
3. WWAB	3. WPCV-F	3. WYNF-F	3. WGTO	3. WGTO
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WPCV-F	1. WRBQ-F	1. WPCV-F	1. WRBQ-F	1. WRBQ-F
2. WRBQ-F	2. WWAB	2. WVFM-F	2. WYNF-F	WGTO
3. WGTO	3. WPCV-F	WRBQ-F	3. WPCV-F	3. WPCV-F

OTHER RATED STATIONS/METRO SHARE

WIPC 1280 Lake Wales .7	WBJW-F 105.1 Or1 .5	WJYO-F 107.7 Or1 1.6
WONN 1230 2.5	WCBF 1010 Tampa .9	WJYW-F 100.7 Tampa 1.6
WPUL 1130 Bartow .7	WDBO-F 92.3 Or1 .5	WPLA 910 Plant C. .9
WQPD 1430 1.4	WDIZ-F 100.3 Or1 .7	WQXM-F 97.9 Tampa 1.1
WSIR 1490 Winter Hav. 2.0	WFLA-F 93.3 Tampa 2.3	WSRZ-F 102.5 Sara .7
WTWB 1570 Auburn 1.4	WHOO-F 96.5 Or1 .5	WWBA-F 107.3 Tampa .7

FORMATS

	AM	FM	TOTAL	%
COUNTRY	52 (4)	76 (3)	128 (7)	32.2
ROCK/AOR/CONTEMP	6 (1)	107 (7)	113 (8)	28.5
BTFL MUSIC	3 (1)	66 (5)	69 (6)	17.4
BLACK	50 (2)		50 (2)	12.6
NOSTALGIA	20 (2)		20 (2)	5.0
MOR/AC		7 (1)	7 (1)	1.8
UNKNOWN	6 (1)		6 (1)	1.5
RELIGION	4 (1)		4 (1)	1.0

397 (28)

RADIO STATIONS

WGTO, 540, 50 KW/1 KW (DA-2), COUNTRY	ABC-E, \$19.00 (Christal)	Hubbard
WWAB, 1330, 1 KW (DAYS), BLACK	NBN, \$ 8.00 (----)	
WPCV-F, 97.5, 100 KW @ 499, COUNTRY (Drake-Chen)	ABC-E, \$18.25 (HNW)	Hall
WVFM-F, 94.1, 100 KW @ 390, BTFL MUS	\$27.00 (Torbeff)	

LANCASTER

Market # 110
 Revenue Rank # 156
 Income Rank # 330
 APR 17.2
 SMSA Pop: 369,300
 CSI: 3.1 Bil (# 106)

Revenue : \$3,160,509
 Income : \$ -287,152
 % Rev Gain: 18.6
 Stations: 29/9
 Diaries: 743/497:1
 CSI HH: 24.2 M (# 97)
 Standard Error: .736

National Rev: \$885,747
 Nat Rev per Cap: \$2.40
 Tot Rev per Cap: \$8.56
 Tot Inc per Cap: \$-.78
 Profit Margin: ---
 Retail \$: 1.6 Bil (# 115)
 Retail Sales %: .150

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLAN-F 83/16.0	15.4	16.3	12.5	6.6	1. WRKZ-F 132	1. WQXA-F 1823/16.5
2. WNCE-F 77/14.8	9.9	8.3	9.9	10.9	2. WNCE-F 121	2. WRKZ-F 1501/17.8
3. WRKZ-F 41/ 7.9	9.2	7.6	7.1	5.0	WQXA-F 121	3. WLAN-F 1365/32.8
4. WSBA-F 36/ 6.9	6.6	6.7	10.6	5.9	4. WLAN-F 99	4. WNCE-F 1277/23.2
5. WDAC-F 31/ 6.0	5.1	5.4	6.9	6.6	5. WSBA-F 93	5. WSBA 1241/11.0
6. WIOV-F 28/ 5.4	7.3	10.3	8.5	6.8	6. WSBA 92	6. WSBA-F 1060/14.4
WQXA-F 28/ 5.4	4.0	4.5	7.3	10.5	7. WTPA-F 69	7. WYCR-F 1019/ 7.9
8. WGSA 18/ 3.5	2.4	3.6	4.3	1.6	8. WHP 65	8. WTPA-F 982/ 5.2
WSBA 18/ 3.5	3.7	4.9	4.3	5.9	9. WYCR-F 57	9. WHP 958/ 1.9
10. WLAN 15/ 2.9	2.9	4.0	2.6	5.0	10. WHP-F 50	10. WHP-F 641/ 2.5

12+ FM SHARE (METRO): 84.11% (397 of 472) (SPG 81: 79.21%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WNCE-F
2. WYCR-F	2. WQXA-F	2. WNCE-F	2. WNCE-F	2. WRKZ-F
3. WQXA-F	3. WRKZ-F	3. WRKZ-F	3. WRKZ-F	3. WSBA-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WLAN-F	1. WNCE-F
2. WNCE-F	2. WQXA-F	2. WNCE-F	2. WRKZ-F	2. WRKZ-F
3. WIOV-F	3. WSBA-F	3. WSBA-F	3. WQXA-F	3. WLAN-F

OTHER RATED STATIONS/METRO SHARE

WLPA 1490	1.5	WIOQ-F 102.1	Phil 1.0	WSTW-F 93.7	Wilm,DE .6
WPDC 1600 Eliza.	.4	WJBR-F 99.5	Wilm,DE .8		
KYW 1060 Phil	1.2	WMGK-F 102.9	Phil .6	WTPA-F 104.1	Harris 1.2
WCAU-F 98.1 Phil	1.2	WMMR-F 93.3	Phil .8	WUFM-F 100.1	Leban 1.0
WEEU 850 Reading	.6	WPOC-F 93.1	Balt .4	WYCR-F 98.5	York 1.9
WHP 580 Harris	1.0	WRFY-F 102.5	Reading 2.7	WYSP-F 94.1	Phil .8
WHP-F 97.3 Harris	.4	WRHY-F 92.7	Starview 1.0		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		154 (10)	154 (10)	32.6
BTFL MUSIC		119 (4)	119 (4)	25.2
MOR/AC	67 (6)	17 (2)	84 (8)	17.8
COUNTRY	2 (1)	71 (3)	73 (4)	15.5
RELIGION		31 (1)	31 (1)	6.6
NEWS/TALK	6 (1)		6 (1)	1.3
NOSTALGIA		5 (1)	5 (1)	1.1

472 (29)

RADIO STATIONS

WGSA, 1310, 5 KW (DAYS,DA)	, MOR	, \$13.50 (Masla)	
WLAN, 1390, 5 KW/1 KW (DA-2), AC		, \$16.50* (HNW)	
WDAC-F, 94.5, 50 KW @ 500, RELIGION		, \$10.40 (Savalli)	Crawford
WIOV-F, 105.1, 50 KW @ 500, COUNTRY		, \$18.50 (Masla)	
WLAN-F, 96.9, 50 KW @ 500, ROCK		, \$35.00* (HNW)	
WNCE-F, 101.3, 50 KW @ 1293, BTFL MUS (FM-100)		, \$27.00* (Christal)	Hall

Other stations - see Harrisburg and York

LANSING

Market # 90
 Revenue Rank # 118
 Income Rank # 45
 APR 17.9
 SMSA Pop: 474,900
 CSI: 4.4 Bil (# 84)

Revenue : \$4,477,672
 Income : \$ 644,062
 % Rev Gain: -12.8
 Stations: 23/12
 Diaries: 930/511:1
 CSI HH: 26.0 M (# 47)
 Standard Error: .694

National Rev: \$819,221
 Nat Rev per Cap: \$1.73
 Tot Rev per Cap: \$9.43
 Tot Inc per Cap: \$1.36
 Profit Margin: 14.4%
 Retail \$: 2.2 Bil (# 91)
 Retail Sales %: .175

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WJXQ-F 86/12.3	11.2	10.0	---	---	1. WJXQ-F 125	1. WJXQ-F 1536/26.2
2. WITL-F 85/12.2	11.5	12.4	11.1	10.2	2. WITL-F 113	2. WFMK-F 1403/28.1
3. WFMK-F 79/11.3	12.2	11.0	15.6	13.5	3. WJR 99	3. WJR 1227/18.2
4. WJR 63/ 9.0	7.1	8.0	6.8	5.9	4. WFMK-F 96	4. WITL-F 1121/22.3
5. WILS-F 53/ 7.6	8.1	6.7	9.1	14.4	5. WILS-F 54	5. WVIC-F 937/21.5
6. WVIC-F 48/ 6.9	6.0	5.6	11.8	11.6	WVIC-F 54	6. WILS-F 761/18.8
7. WJIM-F 38/ 5.5	7.3	6.9	10.4	7.3	7. WJIM-F 46	7. WJIM-F 654/13.8
8. WVGO 28/ 4.0	3.7	2.8	2.2	1.2	8. WVGO 28	8. WILS 444/10.2
9. WITL 18/ 2.6	1.3	2.0	3.6	2.8	9. WRIF-F 23	9. WJIM 370/ 9.1
10. WILS 17/ 2.4	3.2	2.9	2.1	3.3	10. WITL 19	10. WRIF-F 311/ 3.9

12+ FM SHARE (METRO): 75.04% (454 of 605) (SPG 81: 76.71%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WJXQ-F	1. WJXQ-F	1. WFMK-F	1. WITL-F	1. WITL-F
2. WILS-F	2. WFMK-F	2. WJXQ-F	2. WFMK-F	2. WJR
3. WVIC-F	3. WILS-F	3. WITL-F	3. WJR	3. WVGO
4. WFMK-F	4. WVIC-F	4. WILS-F	4. WILS-F	4. WJIM-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WITL-F	1. WFMK-F	1. WFMK-F	1. WJXQ-F	1. WITL-F
2. WFMK-F	2. WJXQ-F	2. WITL-F	2. WILS-F	2. WFMK-F
3. WJR	3. WVIC-F	3. WJR	3. WFMK-F	3. WILS-F
4. WJXQ-F	4. WILS-F	4. WJIM-F	4. WVIC-F	4. WJR

OTHER RATED STATIONS/METRO SHARE

WION 1430 Ionia 1.0	WCUZ-F 101.3 Gr. Rpds 1.3	WLAV-F 96.9 Gr Rpds 1.4
WJIM 1240 1.6	WIQB-F 102.9 Ann Arb. .7	WOOD-F 105.7 Gr Rpds 2.2
WMMQ-F 92.7 Charlotte 1.1	WJFM-F 93.7 Gr. Rpds .9	WPLB-F 107.3 Greenv. .3
WQTK 1580 St. Johns .6	WJR-F 96.3 Detroit .4	WRIF-F 101.1 Detroit 1.0
CKLW 800 Windsor .4		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		288 (8)	288 (8)	47.6
COUNTRY	18 (1)	96 (3)	114 (4)	18.8
MOR/AC	105 (6)	8 (1)	113 (7)	18.7
BTFL MUSIC		56 (3)	56 (3)	9.3
NOSTALGIA	28 (1)		28 (1)	4.6
			605 (23)	

RADIO STATIONS

WILS, 1320, 5 KW/1 KW (DA-2), AC	CBS, \$16.50 (Torbet)	
WITL, 1010, 500 W (DAYS,DA), COUNTRY	RKO II, \$27.00 (Mc-Guild)	Midwest Family
WJIM, 1240, 1 KW/250 W, MOR	NBC, \$11.00 (PRO)	Gross
WVGO, 730, 500 W (DAYS,DA), NOSTALGIA (Al Ham)	ABC-E, \$20.00* (Blair)	
WFMK-F, 99.1, 110 KW @ 600, AC/CONTEMP	RKO, \$40.00* (Selcom)	Liggett
WILS-F, 101.7, 3 KW @ 180, AOR (Burk-Abr)	Source, \$25.50 (Torbet)	
WITL-F, 100.7, 55 KW @ 378, COUNTRY	RKO II, \$35.06 (Mc-Guild)	Midwest Family
WJIM-F, 97.5, 28 KW @ 440, BTFL MUS (TM)	, \$13.00 (PRO)	Gross
WVIC-F, 94.9, 49 KW @ 500, CONTEMP	ABC-C, \$23.00 (Blair)	
WJXQ-F, 106.1, 50 KW @ 500, AOR	, \$28.00 (Christal)	Patten (JACKSON)

LAS VEGAS

Market # 87
 Revenue Rank # 63
 Income Rank # 84
 APR 17.2
 SMSA Pop: 493,900
 CSI: 4.5 Bil (# 81)

Revenue : \$8,225,359
 Income : \$ 327,155
 % Rev Gain: 8.7
 Stations: 15/14
 Diaries: 1057/467:1
 CSI HH: 25.8 M (# 54)
 Standard Error: .601

National Rev: \$2,042,644
 Nat Rev per Cap: \$4.14
 Tot Rev per Cap: \$16.65
 Tot Inc per Cap: \$.66
 Profit Margin: 4.0%
 Retail \$: 3.0 Bil (# 67)
 Retail Sales %: .244

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KLUC-F 84/12.1	11.6	9.9	12.4	10.0	1. KLUC-F 84	1. KLUC-F 1072/26.5
2. KOMP-F 72/10.4	9.5	7.3	3.6	2.9	2. KOMP-F 72	2. KOMP-F 786/19.4
3. KVEG 60/ 8.7	7.2	9.6	11.6	9.0	3. KVEG 60	3. KLAV 702/17.4
4. KORK-F 56/ 8.1	8.7	9.0	10.2	10.5	4. KORK-F 57	4. KVEG 668/16.5
5. KFMS-F 49/ 7.1	4.3	3.3	9.8	6.3	5. KFMS-F 50	5. KMJJ 619/15.1
6. KXTZ-F 45/ 6.5	8.4	8.7	6.8	9.0	6. KXTZ-F 45	6. KORK-F 584/14.2
7. KUDO-F 42/ 6.1	6.3	6.8	3.6	1.9	7. KUDO-F 42	7. KRAM 575/14.0
8. KLAV 39/ 5.6	4.0	4.8	5.0	5.9	8. KLAV 39	8. KUDO-F 558/13.7
9. KRAM 38/ 5.5	4.7	4.8	4.4	5.6	KRAM 39	9. KFMS-F 551/13.5
10. KMJJ 34/ 4.9	6.3	5.0	4.8	9.8	10. KMJJ 36	10. KDWN 513/10.6

12+ FM SHARE (METRO): 55.50% (348 of 627) (SPG 81: 49.32%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KLUC-F	1. KLUC-F	1. KLUC-F	1. KVEG	1. KVEG
2. KLAV	KOMP-F	2. KOMP-F	2. KFMS-F	2. KXTZ-F
3. KOMP-F	3. KUDO-F	3. KFMS-F	KLUC-F	3. KORK-F
	4. KFMS-F	4. KVEG	4. KUDO-F	4. KFMS-F
			KXTZ-F	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KVEG	1. KLUC-F	1. KVEG	1. KOMP-F	1. KVEG
2. KLUC-F	2. KOMP-F	2. KLUC-F	2. KLUC-F	2. KFMS-F
3. KORK-F	3. KUDO-F	KXTZ-F	3. KFMS-F	3. KLUC-F
4. KOMP-F	4. KMJJ	4. KUDO-F	4. KUDO-F	4. KOMP-F
		KFMS-F		

OTHER RATED STATIONS/METRO SHARE

KDWN 720 4.3	KNUU 970 3.2	KVOV 1280 Henderson 2.3
KENO 1460 2.9	KORK 920 2.9	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	59 (2)	156 (2)	215 (4)	34.3
COUNTRY	98 (2)	49 (1)	147 (3)	23.4
MOR/AC	84 (3)	42 (1)	126 (4)	20.1
BTFL MUSIC		101 (2)	101 (2)	16.1
NEWS/TALK	22 (1)		22 (1)	3.5
BLACK	16 (1)		16 (1)	2.6
			627 (15)	

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, MOR	, \$17.75 (Blair)	
KLAV, 1230, 1 KW/250 W	, ROCK	MBS, \$19.00 (Masla)	Korngold
KMJJ, 1140, 10 KW/2.5 KW (DA-N)	, AC	ABC-E, \$25.00* (Mc-Guild)	Western Cities
KRAM, 1340, 1 KW/250 W	, COUNTRY	, \$12.00 (Torbet)'	
KVEG, 1400, 1 KW/250 W	, COUNTRY	, \$30.00* (Katz)	Bdcst Assoc
KFMS-F, 101.9, 20 KW @ 41,	COUNTRY (Burk-Abr)	Source, \$30.00* (Katz)	Bdcst Assoc
KLUC-F, 98.5, 25 KW @ 180,	ROCK	, \$37.00* (Mc-Guild)	Western Cities
KOMP-F, 92.3, 100 KW @ 1520,	AOR (Burk-Abr)	Source, \$25.00* (Lotus)	Lotus
KORK-F, 97.1, 50 KW @ 1936,	BTFL MUS	, \$22.00* (Eastman)	Donrey
KUDO-F, 93.1, 25 KW @ 260,	SOFT ROCK (TM)	CBS-R, \$20.00* (HNW)	
KXTZ-F, 94.1, 100 KW @ 1250,	BTFL MUS	, \$21.00 (Selcom)	

LEXINGTON

Market # 122
 Revenue Rank # 90
 Income Rank # 34
 APR 15.4
 SMSA Pop: 323,900
 CSI: 2.6 Bil (# 123)

Revenue : \$5,899,647
 Income : \$ 897,263
 % Rev Gain: 14.8
 Stations: 17/13
 Diaries: 748/433:1
 CSI HH: 21.8 M (# 197)
 Standard Error: .687

National Rev: \$914,431
 Nat Rev per Cap: \$2.82
 Tot Rev per Cap: \$18.21
 Tot Inc per Cap: \$2.77
 Profit Margin: 15.2%
 Retail \$: 1.6 Bil (# 116)
 Retail Sales %: .342

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLAP-F 75/18.2	16.3	21.4	20.5	14.2	1. WLAP-F 150	1. WLAP-F 1965/38.1
2. WVLK 65/15.8	14.6	12.0	14.7	20.8	2. WKQQ-F 138	2. WKQQ-F 1528/26.0
3. WKQQ-F 64/15.5	18.2	21.2	12.8	16.5	3. WVLK 100	3. WVLK 1519/34.8
4. WTKC 48/11.7	8.8	8.9	8.7	6.6	4. WVLK-F 65	4. WVLK-F 891/19.0
5. WVLK-F 32/ 7.8	8.5	9.4	15.4	11.7	5. WTKC 56	5. WHAS 867/ 5.6
6. WLAP 26/ 6.3	5.8	6.4	6.5	9.4	6. WAXU-F+ 52	6. WLAP 771/17.9
7. WAXU-F+ 21/ 5.1	6.3	5.0	3.9	9.1	7. WHAS 43	7. WTKC 669/19.1
8. WFMI-F 9/ 2.2	1.7	---	---	.8	8. WLAP 38	8. WAXU-F+ 555/13.6
WJMM-F 9/ 2.2	3.2	.9	1.7	.8	9. WJMM-F 11	9. WAKY 215/ 2.8
10. WNVL 7/ 1.7	2.9	2.6	2.4	1.5	10. WFMI-F 9	10. WJMM-F 201/ 6.4

12+ FM SHARE (METRO): 55.76% (213 of 382) (SPG 81: 60.55%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WLAP-F	1. WKQQ-F	1. WLAP-F	1. WVLK	1. WTKC
2. WKQQ-F	2. WLAP-F	2. WKQQ-F	2. WTKC	2. WVLK
3. WVLK	3. WVLK	3. WVLK	3. WLAP-F	3. WVLK-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WVLK	1. WLAP-F	1. WVLK	1. WKQQ-F	1. WTKC
2. WLAP-F	2. WKQQ-F	2. WLAP-F	2. WLAP-F	2. WVLK
3. WKQQ-F	3. WVLK	3. WTKC	3. WVLK	3. WKQQ-F

OTHER RATED STATIONS/METRO SHARE

WILP 1440 Paris 1.7	WAKY 790 Louisville .5
WNCW-F 96.7 Paris 1.5	WHAS 840 Louisville .7
WKY 1380 Winchester 1.5	WQMF-F 95.7 Louisville .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		141 (3)	141 (3)	36.9
MOR/AC	102 (5)	9 (1)	111 (6)	29.1
COUNTRY	60 (3)	16 (1)	76 (4)	19.9
BTFL MUSIC	7 (1)	38 (2)	45 (3)	11.8
RELIGION		9 (1)	9 (1)	2.4
			382 (17)	

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), MOR	CBS,MBS, \$35.00* (Mc-Guild)	Illinois Bdcst
WNVL, 1250, 500 W (DAYS), COUNTRY	, \$ 6.00 (Regional)	(NICHOLASVILLE)
WTKC, 1300, 2.5 KW/1 KW (DA-N), COUNTRY	NBC, \$15.00 (Selcom)	Walter May
WVLK, 590, 5 KW/1 KW (DA-2), MOR	ABC-I, \$31.85 (Torbet)	Bluegrass
WAXU-F+, 103.1, 3 KW @ 300, COUNTRY	MBS, \$12.25 (Savalli)	(GEORGETOWN)
WFMI-F, 100.1, 3 KW @ 300, AC	ABC-F, \$13.50 (Selcom)	Cromwell
WJMM-F, 106.3, 3 KW @ 276, RELIGION	, \$ 6.00 (----)	(WINCHESTER)
		Mortenson
		(VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 551, AOR	Source, \$40.00 (Christal)	
WLAP-F, 94.5, 50 KW @ 660, ROCK (TM)	RKO, \$48.00* (Mc-Guild)	Illinois Bdcst
WVLK-F, 92.9, 100 KW @ 854, BTFL MUS** (FM-100)	, \$31.85 (Torbet)	Bluegrass

WHAS, WAKY - See Louisville

**Station now programs country music (1 July)

LINCOLN

Market # 179
 Revenue Rank # 98
 Income Rank # 58
 APR 15.4
 SMSA Pop: 196,200
 CSI: 1.5 Bil (# 179)

Revenue : \$5,279,995
 Income : \$ 457,728
 % Rev Gain: 23.5
 Stations: 17/9
 Diaries: 630/311:1
 CSI HH: 20.3 M (# 257)
 Standard Error: .771

National Rev: \$550,356
 Nat Rev per Cap: \$2.81
 Tot Rev per Cap: \$26.91
 Tot Inc per Cap: \$2.33
 Profit Margin: 8.6%
 Retail \$: .9 Bil (# 185)
 Retail Sales %: .549

12+ METRO 1/4/SHARE			SPG 81	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT			
1.	KFRX-F	32/12.5	7.2	7.0	1.	KFRX-F	55	1.	KFAB	789/16.7
	KFOR	32/12.5	14.9	14.9		KFAB	55	2.	KFRX-F	747/30.2
	KLIN-F	32/12.5	14.1	9.1	3.	KLIN-F	39	3.	KFOR	553/27.9
4.	KFMQ-F	30/11.8	16.9	11.6	4.	KFOR	35	4.	WOW	530/15.8
5.	KHAT-F	20/ 7.8	7.2	5.4	5.	KFMQ-F	32	5.	KFMQ-F	454/24.6
6.	KLMS	15/ 5.9	4.4	11.2	6.	KHAT-F	21	6.	KLIN-F	424/19.6
	KLIN	15/ 5.9	7.2	7.4	7.	KSRD-F	20	7.	KLMS	364/19.6
8.	KFAB	14/ 5.5	7.6	5.8	8.	KECK	19	8.	KLIN	312/18.2
9.	KECK	12/ 4.7	2.8	9.9	9.	WOW	17	9.	KSRD-F	301/ 8.8
10.	KSRD-F	10/ 3.9	2.0	---		KLIN	17	10.	KHAT-F	277/16.5

12+ FM SHARE (METRO): 60.42% (145 of 240) (SPG 81: 56.54%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KFRX-F	1. KFMQ-F	1. KFMQ-F	1. KLIN-F	1. KLIN-F
2. KFMQ-F	2. KFRX-F	2. KFRX-F	2. KFOR	2. KFOR
KEZO-F	3. KHAT-F	3. KHAT-F	3. KFRX-F	3. KECK KLIN

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KFOR	1. KFRX-F	1. KLIN-F	1. KFMQ-F	1. KFRX-F
2. KFMQ-F	2. KFMQ-F	2. KFOR	2. KFRX-F	2. KFOR
KFRX-F	3. KLMS	3. KLIN	3. KHAT-F	KLIN-F

OTHER RATED STATIONS/METRO SHARE

KBHL-F	95.3	Omaha	2.7	KQKQ-F	98.5	Omaha	.8
KEZO-F	92.3	Omaha	3.5	KRVN	880	Lexington	.4
KGOR-F	99.9	Omaha	1.2	WOW	590	Omaha	2.0
KMA	960	Shenandoah,IA	.4				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		96 (6)	96 (6)	40.0
MOR/AC	82 (6)		82 (6)	34.2
BTFM MUSIC		32 (1)	32 (1)	13.3
COUNTRY	13 (2)	17 (2)	30 (4)	12.5
			240 (17)	

RADIO STATIONS

KECK, 1530, 5 KW (DAYS,DA), COUNTRY	RKO II, \$21.00 (Savalli)
KFOR, 1240, 1 KW/250 W, MOR	ABC-I, \$26.75* (Mc-Guild) Stuart
KLIN, 1400, 1 KW/250 W, MOR	CBS, \$19.00* (Howard)
KLMS, 1480, 1 KW (DA-2), AC	, \$34.50 (Eastman) Woodward
KFMQ-F, 101.9, 100 KW @ 275, ROCK	, \$34.50* (Eastman) Woodward
KFRX-F, 102.7, 100 KW @ 500, AOR (Noble)	, \$14.25 (Mc-Guild) Stuart
KHAT-F, 106.3, 2.9 KW @ 145, SOFT ROCK (TM)	RKO, \$12.50 (Savalli)
KLIN-F, 107.3, 100 KW @ 550, BTFM MUS	, \$23.00* (Howard)
KSRD-F, 96.9, 100 KW @ 610, COUNTRY	, \$10.00 (----) (SEWARD)

Other stations - see Omaha

LITTLE ROCK

Market # 103
 Revenue Rank # 73
 Income Rank # 360
 APR 16.0
 SMSA Pop: 405,400
 CSI: 3.3 Bil (# 102)

Revenue : \$7,323,792
 Income : \$ -518,850
 % Rev Gain: 15.0
 Stations: 16/15
 Diaries: 835/486:1
 CSI HH: 21.6 M (# 215)
 Standard Error: .672

National Rev: \$2,056,590
 Nat Rev per Cap: \$5.07
 Tot Rev per Cap: \$18.07
 Tot Inc per Cap: \$-1.28
 Profit Margin: ---
 Retail \$: 1.9 Bil (# 105)
 Retail Sales %: .312

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSSN-F 93/18.0	17.7	22.0	14.7	17.3	1. KSSN-F 276	1. KSSN-F 3006/29.2
2. KOKY 78/15.1	11.7	13.4	9.9	10.0	2. KKYK-F 139	2. KKYK-F 2141/25.1
3. KKYK-F 55/10.7	9.8	8.6	7.6	8.4	3. KOKY 82	3. KAAAY 1531/15.9
4. KEZQ-F 48/ 9.3	12.9	7.9	11.0	7.0	4. KAAAY 78	4. KLPQ-F 1352/18.0
5. KARN 39/ 7.5	7.9	5.4	10.8	8.6	5. KEZQ-F 77	5. KLAZ-F 1124/18.5
6. KLPQ-F 36/ 7.0	5.6	5.2	5.7	9.8	6. KLPQ-F 76	6. KLRA 828/14.6
7. KLRA 32/ 6.2	6.5	8.6	10.1	11.2	7. KMJX-F 66	7. KMJX-F 806/12.6
8. KLAZ-F 26/ 5.0	4.8	8.6	11.2	12.1	8. KARN 61	8. KEZQ-F 804/15.4
9. KMJX-F 23/ 4.5	7.7	5.2	2.5	---	9. KLRA 49	9. KARN 770/15.0
KAAY 23/ 4.5	4.6	6.3	7.8	5.8	10. KLAZ-F 44	10. KOKY 697/19.0

12+ FM SHARE (METRO): 57.32% (282 of 492) (SPG 81: 60.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KLPQ-F	1. KOKY	1. KSSN-F	1. KSSN-F	1. KSSN-F
2. KOKY	2. KKYK-F	2. KOKY	2. KOKY	2. KEZQ-F
3. KKYK-F	3. KSSN-F	3. KKYK-F	3. KKYK-F	3. KARN
KMJX-F	4. KLAZ-F	4. KLAZ-F	4. KEZQ-F	4. KLRA
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KSSN-F	1. KKYK-F	1. KSSN-F	1. KOKY	1. KSSN-F
2. KOKY	2. KOKY	2. KEZQ-F	2. KKYK-F	2. KOKY
3. KKYK-F	KSSN-F	3. KKYK-F	3. KSSN-F	3. KKYK-F
4. KLRA	4. KLAZ-F	KOKY	4. KMJX-F	4. KAAAY

OTHER RATED STATIONS/METRO SHARE

KAUL 1380	3.5	KAKI-F 107.1	Benton .2	KSOH 1050	.4
KGKO 850	Benton .6	KITA 1440	1.7	KXLR 1150	1.2

FORMATS

	AM	FM	TOTAL	%
COUNTRY	38 (2)	94 (2)	132 (4)	26.8
ROCK/AOR/CONTEMP		114 (3)	114 (3)	23.2
BLACK	78 (1)		78 (1)	15.9
MOR/AC	26 (2)	26 (1)	52 (3)	10.6
BTFL MUSIC		48 (1)	48 (1)	9.8
NEWS/TALK	39 (1)		39 (1)	7.9
NOSTALGIA	18 (1)		18 (1)	3.7
RELIGION	11 (2)		11 (2)	2.2
			492 (16)	

RADIO STATIONS

KAAY, 1090, 50 KW (DA-N)	, AC	ABC-C, \$22.00	(Katz)	Multimedia
KARN, 920, 5 KW (DA-N)	, NEWS/TALK	NBC, \$25.00	(Blair)	
KLRA, 1010, 10 KW/5 KW (DA-N)	, COUNTRY	CBS, \$19.00	(Christal)	Signal
KOKY, 1250, 1 KW/500 W (DA-N)	, BLACK	, \$50.00*	(Torbet)	
KEZQ-F, 100.3, 100 KW @ 295,	BTFL MUS (FM-100)	, \$24.00*	(Selcom)	
KKYK-F, 103.7, 100 KW @ 1510,	CONTEMP	, \$25.00	(Blair)	
KLAZ-F, 98.5, 100 KW @ 880,	AC	, \$50.00*	(Torbet)	
KLPQ-F, 94.1, 100 KW @ 770,	ROCK	, \$19.50	(Katz)	Multimedia
KMJX-F, 105.1, 100 KW @ 534,	AOR	Source, \$13.00	(HNW)	(CONWAY)
KSSN-F, 95.7, 100 KW @ 1000,	COUNTRY	ABC-E, \$59.88	(Eastman)	Firstcom/Confer

LOS ANGELES

Market # 2; ADI # 2
 Revenue Rank # 1
 Income Rank # 1
 APR 17.8
 SMSA Pop: 7,569,000
 CSI: 78.3 Bil (# 2)

Revenue : \$147,234,809
 Income : \$ 38,583,656
 % Rev Gain: 23.3
 Stations: 49/55
 Diaries: 3838/1972:1
 CSI HH: 26.0 M (# 49)
 Standard Error: .382

National Rev: \$66,819,658
 Nat Rev per Cap: \$8.83
 Tot Rev per Cap: \$19.45
 Tot Inc per Cap: \$5.10
 Profit Margin: 26.2%
 Retail \$: 38.1 Bil (# 1)
 Retail Sales %: .279

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KABC 951/6.7	5.7	8.0	6.6	8.5	1. KABC 1080	1. KABC 14086/15.6
2. KBIG-F 707/5.0	4.6	5.0	6.0	5.5	2. KBIG-F 820	2. KNX 12661/11.7
3. KMET-F 573/4.0	3.9	4.5	5.7	4.6	3. KMET-F 775	3. KFWB 12167/14.3
4. KIIS-F 555/3.9	3.1	2.1	2.0	3.0	4. KLOS-F 690	4. KIIS-F 11807/12.8
5. KLOS-F 552/3.9	3.8	4.7	4.5	3.6	5. KNX 671	5. KLOS-F 11749/11.7
6. KIQQ-F 527/3.7	3.1	2.1	2.0	3.0	6. KIIS-F 645	6. KMET-F 11629/11.1
7. KROQ-F 524/3.7	3.0	2.4	1.8	1.7	7. KFI 588	7. KFI 11115/ 8.6
8. KFWB 514/3.6	4.3	4.4	3.7	3.8	8. KROQ-F 548	8. KBIG-F 10609/11.2
9. KHTZ-F 496/3.5	4.0	3.0	3.1	3.0	9. KFWB 547	9. KRTH-F 10484/10.8
KNX 496/3.5	3.7	3.2	3.2	3.8	KIQQ-F 547	10. KHTZ-F 9336/11.2
11. KJOI-F 493/3.5	3.5	3.7	4.5	3.8	11. KRTH-F 546	11. KIQQ-F 9278/10.9
12. KRTH-F 451/3.2	3.3	3.1	3.5	3.1	12. KJOI-F 517	12. XTRA 8638/ 5.8
13. KPRZ 368/2.6	2.3	.9	---	---	13. KHTZ-F 515	13. KMPC 8494/ 9.1
14. KFI 355/2.5	2.4	2.2	2.9	2.5	14. KOST-F 429	14. KJOI-F 7390/ 8.7
15. KMPC 346/2.4	2.5	2.0	2.3	2.5	15. KNX-F 411	15. KNX-F 6996/ 6.8
16. KOST-F 335/2.4	2.5	2.6	2.1	2.5	16. KMPC 410	16. KRLA 6807/ 7.7
17. KNX-F 316/2.2	3.2	2.6	3.0	2.8	17. KPRZ 380	17. KROQ-F 6768/ 7.9
18. KRLA 301/2.1	2.2	2.8	2.6	3.7	18. KLAC 369	18. KUTE-F 6714/ 7.2
19. KLAC 300/2.1	2.0	2.7	2.9	2.9	19. XTRA 354	19. KLAC 6387/ 6.7
20. KZLA-F 295/2.1	2.5	2.5	2.0	1.7	20. KUTE-F 335	20. KOST-F 6200/ 6.4
21. KUTE-F 273/1.9	1.8	1.8	1.9	2.0	21. KRLA 326	21. KWST-F 5546/ 6.3
22. KTNQ 270/1.9	1.8	2.4	2.7	1.9	22. KZLA-F 316	22. KHJ 4790/ 5.5
23. KGFJ 265/1.9	2.0	2.4	2.1	1.4	23. KTNQ 281	23. KPRZ 4627/ 5.5
24. KHJ 220/1.5	1.6	1.8	1.3	1.9	24. KGFJ 265	24. KZLA-F 4291/ 4.8
25. KDAY 218/1.5	1.7	1.4	1.1	1.4	25. KHJ 238	25. KGFJ 4189/ 5.3

12+ FM SHARE (METRO): 56.91% (7515 of 13206) (SPG 81: 54.50%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KROQ-F	1. KMET-F	1. KIIS-F	1. KABC	1. KABC
2. KLOS-F	2. KIIS-F	2. KMET-F	2. KBIG-F	2. KBIG-F
3. KMET-F	3. KRTH-F	3. KRTH-F	3. KIIS-F	3. KJOI-F
4. KIQQ-F	4. KLOS-F	4. KHTZ-F	4. KHTZ-F	4. KNX
5. KGFJ	5. KHTZ-F	5. KIQQ-F	5. KIQQ-F	5. KFWB
6. KIIS-F	6. KROQ-F	6. KLOS-F	6. KRTH-F	6. KPRZ
7. XTRA	7. KIQQ-F	7. KROQ-F	7. KFI	7. KOST-F
8. KRLA	8. KNX-F	8. KBIG-F	8. KNX	8. KMPC
9. KUTE-F	9. KUTE-F	9. KABC	9. KNX-F	9. KLAC
10. KDAY	10. KFI	10. KFI	10. KFWB	10. KIQQ-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KABC	1. KIIS-F	1. KIIS-F	1. KMET-F	1. KABC
2. KFWB	2. KHTZ-F	2. KBIG-F	2. KLOS-F	2. KNX
3. KNX	3. KRTH-F	3. KIQQ-F	3. KRTH-F	3. KBIG-F
4. KIIS-F	4. KROQ-F	4. KHTZ-F	4. KROQ-F	4. KRTH
5. KFI	5. KIQQ-F	KABC	5. KIIS-F	KMET-F
6. KBIG-F	6. KLOS-F	6. KRTH-F	6. KHTZ-F	6. KHTZ-F
7. KHTZ-F	7. KMET-F	7. KJOI-F	7. KIQQ-F	7. KFI
8. KMET-F	8. KUTE-F	8. KNX-F	8. KZLA-F	8. KFWB
9. KMPC	9. KNX-F	9. KFI	KNX-F	9. KLOS-F
10. KIQQ-F	10. KDAY	10. KFWB	10. KJLH	10. KIIS
		KPRZ		KIQQ

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	559 (3)	3021 (8)	3580 (11)	27.1
NEWS/TALK	2307 (4)		2307 (4)	17.5
MOR/AC	412 (2)	1421 (4)	1833 (6)	13.9
BTFM MUSIC		1535 (3)	1535 (3)	11.6
BLACK/URBAN/JAZZ	483 (2)	827 (4)	1310 (6)	9.9
COUNTRY	572 (3)	352 (2)	924 (5)	7.0
SPANISH	684 (4)	183 (1)	867 (5)	6.6
NOSTALGIA	414 (2)	30 (1)	444 (3)	3.4
CLASSICAL	39 (1)	135 (1)	174 (2)	1.3
RELIGION	153 (2)		153 (2)	1.2
UNKNOWN/OTHER	68 (1)	11 (1)	79 (2)	0.6
			13206 (49)	

LOS ANGELES ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. KABC	1. KABC	1. KFWB	KACE-F 103.9 Inglewood 1.5
2. KBIG-F	2. KFWB	2. KABC	KALI 1430 San Gabriel 1.2
3. KMET-F	3. KIIS-F	3. KBIG-F	KBRT 740 Avalon .6
4. KLOS-F	4. KLOS-F	4. KROQ-F	KEZY 1190 Anaheim .3
5. KIIS-F	5. KMET-F	5. KNX	KEZY-F 95.9 Anaheim .5
6. KNX	6. KNX	6. KMPC	KFAC 1330 .3
7. KFI	7. KBIG-F	7. KJOI-F	KFAC-F 92.3 1.0
8. KFWB	8. KRTH-F	8. KHTZ-F	KGIL+ 1260 San Fernando .5
KROQ-F	9. KFI	9. KIQQ-F	KGRB+ 900 West Covina .6
10. KIQQ-F	10. KHTZ-F	10. KMET-F	KIEV 870 Glendale .4
11. KRTH-F	11. KIQQ-F		KIKF-F 94.3 Garden Grove .4
12. KHTZ-F	12. KMPC		KJLH-F 102.3 Compton 1.2
13. KJOI-F	13. KJOI-F		KKGO-F 105.1 1.2
14. KOST-F	14. KNX-F		KLVE-F 107.5 1.3
15. KNX-F	15. KRLA		KNAC-F 105.5 Long Beach .3
			KNOB-F 97.9 Long Beach 1.1
			KWIZ 1480 Santa Ana .4
			KWKW 1300 Pasadena 1.3
			KWST-F 105.9 1.3
			KZLA 1540 .4
			XEGM 950 Tijuana .4
			XTRA 690 Tijuana 1.5

ADI FM SHARE: 57.06% (8797 of 15418) (SPG 81: 55.01%)

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK/NEWS	ABC-I, \$331.25 (Katz)	ABC
KDAY, 1580, 50 KW (DA-2)	, BLACK	NBN, \$ 90.00* (Howard)	Rollins
KFI, 640, 50 KW	, AC/CONTEMP	ABC-E, \$190.00* (Christal)	Cox
KFWB, 980, 5 KW	, NEWS	NBC, \$190.00* (RAR)	Westinghouse
KGFJ, 1230, 1 KW/250 W	, BLACK	SBN, \$ 65.00* (Masla)	Inner City
KHJ, 930, 5 KW (DA-N)	, COUNTRY (Burk-Abr)	RKO II, \$100.00* (RKO)	RKO
KLAC, 570, 5 KW (DA-N)	, COUNTRY	, \$167.50 (Eastman)	Metromedia
KMPC, 710, 50 KW/10 KW (DA-N)	, TALK**	, \$110.47 (MMR)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$270.00 (CBS Spot)	CBS
KPRZ, 1150, 5 KW (DA-N)	, NOSTALGIA (Al Ham)	, ? ? (Mc-Guild)	Gannett
KRLA, 1110, 50 KW/10 KW (DA-2)	, CONTEMP	, \$162.50 (Howard)	
KTNQ, 1020, 50 KW (DA-2)	, SPANISH	, \$ 75.00* (Caballero)	
XTRA, 690, 50 KW	, ROCK	, \$ 85.00* (MMR)	Noble (TIJUANA)

** Station now uses Drake-Chenault nostalgia format

FM STATIONS

KBIG-F, 104.3, 105 KW @ 5800, BTFM MUS (Bonne)	, \$240.00* (Torbet)	Bonneville
KHTZ-F, 97.1, 55 KW @ 770, AC	, \$140.00* (Selcom)	Greater Media
KIIS-F, 102.7, 8 KW @ 2790, CONTEMP	ABC-C, \$124.38 (Mc-Guild)	Gannett
KIQQ-F, 100.3, 58 KW @ 1180, ROCK	, \$120.00* (Masla)	Outlet
KJOI-F, 98.7, 75 KW @ 1833, BTFM MUS (Schulke)	, \$177.50 (Selcom)	Beatrice Foods
KLOS-F, 95.5, 68 KW @ 2920, AOR (Pollack)	ABC-R, \$243.75 (Katz)	ABC

SEE ANAHEIM REPORT FOR CONTINUATION OF FM STATIONS

LOUISVILLE

Market # 44; ADI # 42
 Revenue Rank # 46
 Income Rank # 372
 APR 16.4
 SMSA Pop: 911,500
 CSI: 8.0 Bil (# 42)

Revenue : \$11,564,527
 Income : \$-1,137,721
 % Rev Gain: -3.2
 Stations: 18/16
 Diaries: 1236/737:1
 CSI HH: 24.4 M (# 91)
 Standard Error: .570

National Rev: \$2,778,035
 Nat Rev per Cap: \$3.05
 Tot Rev per Cap: \$12.69
 Tot Inc per Cap: \$-1.25
 Profit Margin: ---
 Retail \$: 4.1 Bil (# 46)
 Retail Sales %: .245

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRKA-F 117/9.6	8.4	9.2	6.8	1. WHAS 221	1. WHAS 3882/28.7
2. WLOU 113/9.3	8.7	8.0	6.3	2. WAMZ-F 195	2. WAMZ-F 2399/16.8
3. WHAS 109/9.0	10.1	8.4	9.7	3. WQMF-F 156	3. WKJJ-F 2331/21.0
4. WVEZ-F 102/8.4	10.2	9.3	10.4	4. WVEZ-F 128	4. WAKY 2239/22.9
5. WAVG 98/8.1	10.2	7.2	8.2	5. WRKA-F 120	5. WQMF-F 2078/18.5
6. WQMF-F 96/7.9	7.4	7.7	6.1	6. WAKY 118	6. WAVG 1819/21.2
7. WAMZ-F 89/7.3	9.2	7.9	10.6	7. WLOU 113	7. WRKA-F 1617/20.5
8. WCII 87/7.2	6.9	8.4	6.7	WKJJ-F 113	8. WCII 1593/16.3
9. WAKY 85/7.0	4.1	6.2	5.0	9. WAVG 106	9. WVEZ-F 1397/14.6
10. WKJJ-F 77/6.3	6.3	6.9	8.7	10. WCII 103	10. WLRS-F 1340/16.8
11. WLRS-F 70/5.8	5.3	5.1	6.0	11. WLRS-F 77	11. WLOU 917/11.9
12. WINN 40/3.3	1.9	3.3	3.6	12. WINN 42	12. WINN 620/ 7.8

12+ FM SHARE (METRO): 48.97% (569 of 1162) (SPG 81: 52.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WQMF-F	1. WRKA-F	1. WRKA-F	1. WRKA-F	1. WHAS
2. WKJJ-F	2. WLOU	2. WLOU	2. WAKY	2. WCII
3. WLRS-F	3. WQMF-F	3. WAKY	WAMZ-F	3. WVEZ-F
WRKA-F	WAKY	4. WAMZ-F	4. WHAS	4. WAVG
WLOU	5. WLRS-F	5. WQMF-F	5. WCII	5. WAMZ-F

12+ AND	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHAS	1. WRKA-F	1. WRKA-F	1. WQMF-F	1. WHAS
2. WAVG	2. WLOU	2. WAMZ-F	2. WLRS-F	2. WAKY
3. WRKA-F	3. WAKY	3. WCII	3. WAKY	3. WRKA-F
4. WCII	WKJJ-F	4. WLOU	4. WRKA-F	4. WAMZ-F
5. WAKY	5. WAMZ-F	5. WAKY	5. WLOU	5. WCII

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		360 (4)	360 (4)	31.0
MOR/AC/OLDIES	292 (3)	9 (1)	301 (4)	25.9
COUNTRY	103 (2)	89 (1)	192 (3)	16.5
BLACK/URBAN	134 (2)		134 (2)	11.5
BTFL MUSIC		102 (1)	102 (1)	8.8
NOSTALGIA	57 (2)		57 (2)	4.9
RELIGION	7 (1)	9 (1)	16 (2)	1.4
			1162 (18)	

LOUISVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. WHAS	1. WHAS	1. WHAS	WDGS 1290 New Albany,IN 1.7
2. WAMZ-F	2. WAMZ-F	2. WCII	WFIA 900 .6
3. WQMF-F	3. WKJJ-F	3. WRKA-F	WJYL-F 101.7 Jeffersontown,KY.7
4. WVEZ-F	4. WAKY	4. WVEZ-F	WTMT 620 1.3
5. WRKA-F	5. WQMF-F	5. WQMF-F	WXLN-F 103.9 .7
6. WAKY	6. WAVG	6. WLOU	WXVW 1450 Jeffersonvle,IN 1.4
7. WLOU	7. WRKA-F	7. WKJJ-F	
WKJJ-F	8. WCII	8. WAVG	
9. WAVG	9. WVEZ-F	9. WAKY	
10. WCII	10. WLRS-F	10. WAMZ-F	
11. WLRS-F	11. WLOU		
12. WINN	12. WINN		
13. WDGS	13. WJYL-F		
WHIC-F+	14. WHIC-F+		
WTMT	15. WXVW		

ADI FM SHARE: 54.30% (929 of 1711) (SPG 81: 57.09%)

AM STATIONS

WAKY, 790, 5 KW/1 KW (DA-2), OLDIES	ABC-I, \$60.00* (Katz) Multimedia
WAVG, 970, 5 KW (DA-2), MOR	NBC, \$43.00 (Eastman) Henson
WCII, 1080, 10 KW/1 KW (DA-2), COUNTRY	MBS, \$68.44 (MMR) Great Trails
WHAS, 840, 50 KW, MOR	CBS, \$71.25 (Christal)
WINN, 1240, 1 KW/250 W, NOSTALGIA	RKO, \$35.00 (Mc-Guild)
WLOU, 1350, 5 KW (DAYS), BLACK	NBN,SBN, \$35.00 (Howard)
WTMT, 620, 500 W (DAYS,DA), COUNTRY	, \$16.00 (Masla)
WXVW, 1450, 1 KW/250 W, NOSTALGIA (A1 Ham)	ABC-I, \$21.50 (Savalli)

FM STATIONS

WAMZ-F, 97.5, 100 KW @ 505, COUNTRY	ABC-E, \$65.75 (Christal)
WJYL-F, 101.7, 3 KW @ 300, AC (Schulke II)	, \$30.00 (----)
WKJJ-F, 99.7, 20 KW @ 720, ROCK	CBS-R, \$67.50 (MMR) Great Trails
WLRS-F, 102.3, 3 KW @ 300, AOR	Source, \$50.00 (Eastman) Henson
WQMF-F, 95.7, 34 KW @ 580, AOR (Sebastian)	, \$37.50 (Selcom) Wood
WRKA-F, 103.1, 3 KW @ 300, AC/CONTEMP	ABC-D, \$39.00 (Blair) Capitol-Johnson
WVEZ-F, 106.9, 25 KW @ 670, BTFL MUS (Schulke)	, \$51.45* (Katz) Multimedia
WHIC-F+, 94.3, 3 KW @ 290, ? ? ?	, \$ 6.00 (Regional) (HARDINBURG)

LUBBOCK

Market # 170
 Revenue Rank # 126
 Income Rank # 315
 APR 16.6
 SMSA Pop: 217,900
 CSI: 2.1 Bil (# 151)

Revenue : \$4,126,331
 Income : \$ -212,038
 % Rev Gain: -5.7
 Stations: 15/12
 Diaries: 604/361:1
 CSI HH: 25.9 M (# 52)
 Standard Error: .801

National Rev: \$680,549
 Nat Rev per Cap: \$3.12
 Tot Rev per Cap: \$18.94
 Tot Inc per Cap: \$-.97
 Profit Margin: ---
 Retail \$: 1.5 Bil (# 124)
 Retail Sales %: .250

12+ METRO 1/4/SHARE	FAL 81	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KLLL-F 48/16.6	17.4	22.7	10.1	1. KLLL-F 85	1. KLLL-F 958/30.7
2. KFMX-F 35/12.1	13.2	11.4	7.0	2. KFMX-F 59	2. KSEL-F 744/26.5
3. KRUX-F 28/ 9.7	---	---	---	3. KFYO 52	3. KFYO 646/13.1
4. KSEL-F 27/ 9.3	12.5	12.5	15.4	4. KRUX-F 49	4. KFMX-F 637/25.5
5. KSEL 26/ 9.0	7.5	8.6	10.6	5. KSEL-F 47	5. KSEL 623/23.8
6. KTEZ-F 24/ 8.3	12.1	8.2	12.8	6. KSEL 40	6. KRUX-F 486/15.7
7. KEND 14/ 4.8	3.9	6.7	7.0	7. KTEZ-F 33	7. KTEZ-F 482/16.9
KFYO 14/ 4.8	6.4	7.5	7.0	8. KLFB 21	8. KEND 302/15.5
KLFB 14/ 4.8	5.0	3.1	2.6	9. KWAZ 16	9. KWAZ 247/10.2
10. KWAZ 13/ 4.5	3.9	5.5	2.2	10. KEND 15	10. KKAM 176/ 7.2

12+ FM SHARE (METRO): 63.37% (173 of 273) (SPG 81: 59.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KSEL-F	1. KLLL-F	1. KLLL-F	1. KLLL-F	1. KLLL-F
2. KFMX-F	2. KFMX-F	2. KFMX-F	2. KRUX-F	2. KTEZ-F
3. KSEL	3. KSEL	3. KRUX-F	3. KEND KTEZ-F	3. KRUX-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KLLL-F	1. KLLL-F	1. KLLL-F	1. KFMX-F	1. KLLL-F
2. KSEL	2. KSEL	2. KEND	2. KLLL-F	2. KRUX-F
3. KRUX-F	3. KFMX-F	3. KTEZ-F	3. KSEL KSEL-F	3. 4 stations

OTHER RATED STATIONS/METRO SHARE

KCAS 1050	Slaton	1.0	KKAM 1340	3.1	KRLB-F 99.5	3.1
KJAK-F 92.7	Slaton	.7	KRLB 580	2.4		

FORMATS

	AM	FM	TOTAL	%
COUNTRY	28 (2)	76 (2)	104 (4)	38.1
ROCK/AOR/CONTEMP	26 (1)	62 (2)	88 (3)	32.2
BTFL MUSIC		24 (1)	24 (1)	8.8
NOSTALGIA	16 (2)		16 (2)	5.9
SPANISH	14 (1)		14 (1)	5.1
UNKNOWN	13 (1)		13 (1)	4.8
MOR/AC	3 (1)	9 (1)	12 (2)	4.4
RELIGION		2 (1)	2 (1)	0.7
			273 (15)	

RADIO STATIONS

KEND, 1590, 1 KW (DA-2)	, COUNTRY	, \$11.13 (Howard)
KFYO, 790, 5 KW/1 KW (DA-2)	, COUNTRY	APR, CBS, \$11.00 (Savalli)
KKAM, 1340, 1 KW/250 W	, NOSTALGIA (A1 Ham)	ABC-I, \$12.96 (Selcom) So. Minn
KLFB, 1420, 500 W (DA-1)	, SPANISH	, \$15.00* (Caballero)
KSEL, 950, 5 KW/500 W (DA-2)	, ROCK	RKO, \$17.75 (Mc-Guild) Harris
KWAZ, 1460, 1 KW/250 W	, ????	MBS, \$10.00* (Milam)
KFMX-F, 94.5, 100 KW @ 680, AOR (Burk-Abr)		Source, \$14.40 (Selcom) So. Minn
KLLL-F, 96.3, 100 KW @ 580, COUNTRY		MBS, \$24.00* (Eastman)
KRUX-F, 102.5, 100 KW @ 750, COUNTRY		, \$15.00* (Katz) Rex
KSEL-F, 93.7, 100 KW @ 736, ROCK		RKO, \$17.75 (Mc-Guild) Harris
KTEZ-F, 101.1, 100 KW @ 862, BTFL MUS (Schulke)		, \$21.00* (HNW)

LYNCHBURG, VA

Market # 211
 Revenue Rank # 206
 Income Rank # 355
 APR 17.8
 SMSA Pop: 156,500
 CSI: 1.2 Bil (# 221)

Revenue : \$2,200,061
 Income : \$ -486,382
 % Rev Gain: -4.4
 Stations: 21/14
 Diaries: 665/235:1
 CSI HH: 21.1 M (# 226)
 Standard Error: .811

National Rev: \$540,763
 Nat Rev per Cap: \$3.46
 Tot Rev per Cap: \$14.06
 Tot Inc per Cap: \$-3.11
 Profit Margin: ---
 Retail \$: .8 Bil (# 207)
 Retail Sales %: .215

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJJS-F 41/13.8	13.8	22.2	1. WXLK-F 53	1. WXLK 545/24.0
2. WXLK-F 40/13.4	12.6	11.7	2. WJJS-F 49	2. WJJS-F 387/17.9
3. WCNV-F+ 31/10.4	4.4	---	3. WPVR-F 33	3. WPVR-F 357/19.0
4. WGOL-F 29/ 9.7	10.1	5.3	4. WCNV-F+ 32	4. WLVA 329/19.4
WPVR-F 29/ 9.7	14.5	11.1	5. WGOL-F 31	5. WGOL-F 318/17.8
6. WLVA 22/ 7.4	9.4	16.4	6. WLVA 22	6. WCNV-F+ 267/13.7
7. WWOD 20/ 6.7	8.2	9.4	7. WWOD 21	7. WSLQ-F 219/10.3
8. WLLL 14/ 4.7	1.9	2.3	8. WSLQ-F 14	8. WWOD 179/ 9.7
9. WSLQ-F 12/ 4.0	3.1	6.4	9. WBLT 10	WAKG-F 179/ 6.6
10. WBLT 10/ 3.4	---	---	WAKG-F 10	10. WLLL 165/ 9.2

12+ FM SHARE (METRO): 71.99% (203 of 282) (SPG 81: 69.66%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WXLK-F	1. WJJS-F	1. WJJS-F	1. WCNV-F+	1. WPVR-F
2. WJJS-F	WXLK-F	2. WXLK-F	WJJS-F	2. WCNV-F+
3. WGOL-F	3. WGOL-F	3. WCNV-F+	3. WPVR-F	3. WWOD
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WJJS-F	1. WJJS-F	1. WJJS-F	1. WXLK-F	1. WCNV-F+
2. WXLK-F	2. WGOL-F	2. WPVR-F	2. WCNV-F+	WXLK-F
3. WLVA	WXLK-F	3. WCNV-F+	3. WGOL-F	3. WWOD
			WSLQ-F	WPVR-F

OTHER RATED STATIONS/METRO SHARE

WBRG 1050	2.0	WTTX-F 107.1	Appom. 1.3	WFLO-F 95.7	Farmville .3
WKDE-F 105.5	Altavista 1.3	WAKG-F 103.3	Danville 2.7	WRVQ-F 94.5	Richmond 1.3
WKZZ-F 100.1	1.0	WFIR 960	Roanoke .3	WSLC 610	Roanoke .3
WLGm 1320	.7				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		85 (4)	85 (4)	30.1
COUNTRY	30 (4)	44 (4)	74 (8)	26.3
BLACK		41 (1)	41 (1)	14.5
BTFM MUSIC		30 (2)	30 (2)	10.6
MOR/AC	25 (3)		25 (3)	8.9
NOSTALGIA	14 (1)		14 (1)	5.0
UNKNOWN	10 (1)		10 (1)	3.5
RELIGION		3 (1)	3 (1)	1.1
			282 (21)	

RADIO STATIONS

WBLT, 1350, 1 KW (DAYS)	, ? ? ?	, \$ 4.00	(----)	(BEDFORD)
WLLL, 930, 5 KW (DAYS)	, NOSTALGIA (Al Ham)	NBC, \$13.00	(Masla)	
WLVA, 590, 1 KW (DA-2)	, MOR	ABC-I, \$13.50	(P/W)	
WWOD, 1390, 5 KW/1 KW (DA-N), COUNTRY		CBS, \$ 8.63	(Savalli)	Bahakel
WCNV-F+, 107.9, 4.1 KW @ 1920, COUNTRY		MBS, \$11.00	(Lotus)	
WGOL-F, 98.3, 3 KW @ 248, ROCK (TM)		Source, \$16.00	(Masla)	
WJJS-F, 101.7, 3 KW @ 300, BLACK		ABC-F, \$12.25	(Howard)	Neighborhood
WAKG-F, 103.3, 100 KW @ 600, COUNTRY		, \$ 9.00	(Southern)	(DANVILLE)

Other stations - see Roanoke

MACON

Market # 154
 Revenue Rank # 147
 Income Rank # 188
 APR 17.3
 SMSA Pop: 259,900
 CSI: 2.0 Bil (# 157)

Revenue : \$3,429,620
 Income : \$ 40,036
 % Rev Gain: 21.2
 Stations: 15/14
 Diaries: 722/360:1
 CSI HH: 22.0 M (# 193)
 Standard Error: .755

National Rev: \$784,987
 Nat Rev per Cap: \$3.02
 Tot Rev per Cap: \$13.20
 Tot Inc per Cap: \$.15
 Profit Margin: 1.1%
 Retail \$: 1.0 Bil (# 169)
 Retail Sales %: .275

12+ METRO 1/4/SHARE			SPG 81	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WMAZ-F	58/16.0	16.4		20.1	1. WMAZ-F	126	1. WMAZ-F	1712/36.7
2. WDEN-F	51/14.0	11.4		12.3	2. WDEN-F	95	2. WDEN-F	949/24.5
3. WIBB	45/12.4	10.0		5.6	3. WPGA-F	69	3. WMAZ	751/27.5
4. WPGA-F	41/11.3	2.5		6.3	4. WIBB	50	4. WPGA-F	729/19.5
5. WMAZ	35/ 9.6	10.7		15.2	5. WPEZ-F	43	5. WPEZ	522/17.2
6. WDDO	34/ 9.4	13.9		4.8	6. WMAZ	41	6. WIBB	521/21.4
7. WPEZ-F	33/ 9.1	14.6		11.9	7. WDDO	34	7. WDDO	472/20.4
8. WRBN-F	14/ 3.9	4.3		4.5	8. WQBZ-F	17	8. WRBN-F	274/10.6
9. WQBZ-F	8/ 2.2	---		---	9. WRBN-F	15	9. WQBZ-F	224/ 5.9
10. WIZY-F	5/ 1.4	1.1		---	10. WFNE-F	9	10. WIZY-F	169/ 4.1

12+ FM SHARE (METRO): 63.37% (218 of 344) (SPG 81: 55.51%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WMAZ-F	1. WMAZ-F	1. WMAZ-F	1. WDEN-F	1. WDEN-F
2. WDDO	2. WPGA-F	2. WDEN-F	2. WMAZ-F	2. WPEZ-F
WPGA-F	3. WIBB	3. WPGA-F	3. WMAZ	3. WMAZ
	WDDO		WPGA-F	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WDEN-F	1. WMAZ-F	1. WDEN-F	1. WMAZ-F	1. WDEN-F
2. WMAZ	2. WIBB	2. WMAZ-F	WPGA-F	2. WMAZ
3. WMAZ-F	WPGA-F	WIBB	3. WRBN-F	3. 3 with

OTHER RATED STATIONS/METRO SHARE

WBML	900	1.1	WFNE-F	100.1	Forsyth	1.1
WNEX	1400	1.4	WKLS-F	96.1	Atlanta	1.1
WPTC	1500	.8				

FORMATS

	AM	FM	TOTAL	%
BLACK	79 (2)	41 (1)	120 (3)	34.9
ROCK/AOR/CONTEMP		89 (5)	89 (5)	25.9
COUNTRY		51 (1)	51 (1)	14.8
MOR/AC	40 (2)		40 (2)	11.6
BTFL MUSIC		33 (1)	33 (1)	9.6
RELIGION	4 (1)	4 (1)	8 (2)	2.3
NOSTALGIA	3 (1)		3 (1)	0.9
			344 (15)	

RADIO STATIONS

WDDO, 1240, 1 KW/250 W	, BLACK	NBN, \$15.50	(Selcom)
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN, \$14.00	(Howard)
WMAZ, 940, 50 KW/10 KW (DA-N), MOR		CBS, \$61.50	(Katz) Multimedia
WDEN-F, 105.3, 100 KW @ 800, COUNTRY		ABC-E, \$41.88	(Mc-Guild)
WMAZ-F, 99.1, 100 KW @ 662, ROCK (Drake-Chen)		ABC-F, \$61.50	(Katz) Multimedia
WPEZ-F, 107.9, 100 KW @ 700, BTFL MUS (TM)		NBC, \$21.50	(Selcom)
WPGA-F, 100.9, 3 KW @ 200, BLACK		, \$ 6.50	(----) (PERRY)
WRBN-F, 101.7, 3 KW @ 205, ROCK		MBS, \$ 9.00	(Bolton) (WARNER-ROBINS)
WFNE-F, 100.1, 3 KW @ 300, RELIGION		, \$ 9.00	(----) (FORSYTH)
WIZY-F, 107.1, 3 KW @ 328, CONTEMP		, \$12.50	(----) (GORDON)
WQBZ-F, 106.3, 3 KW @ 415, ROCK		Source, \$ 5.70	(----) (FORT VALLEY)

MADISON

Market # 121
 Revenue Rank # 83
 Income Rank # 36
 APR 17.7
 SMSA Pop: 328,300
 CSI: 3.1 Bil (# 107)

Revenue : \$6,272,159
 Income : \$ 862,656
 % Rev Gain: 6.1
 Stations: 14/9
 Diaries: 663/495:1
 CSI HH: 25.2 M (# 64)
 Standard Error: .776

National Rev: \$1,061,758
 Nat Rev per Cap: \$3.23
 Tot Rev per Cap: \$19.10
 Tot Inc per Cap: \$2.63
 Profit Margin: 13.8%
 Retail \$: 1.7 Bil (# 113)
 Retail Sales %: .325

12+ METRO 1/4/SHARE	FAL	SPG	SPG	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80		
1. WIBA-F 57/11.6	11.4	9.7	3.5	1. WZEE-F 127	1. WZEE-F 1908/31.5
2. WZEE-F 52/10.6	9.6	10.6	9.3	2. WIBA-F 105	2. WIBA-F 1619/35.1
3. WERU 51/10.4	---	---	---	3. WTSO 73	3. WTSO 988/20.2
4. WTSO 45/ 9.2	12.5	13.5	15.5	4. WLVE-F 72	4. WLVE-F 973/16.7
5. WIBA 43/ 8.8	12.9	10.4	10.3	5. WERU 59	5. WMAQ 968/ 5.1
6. WLVE-F 34/ 6.9	8.3	7.7	9.0	6. WMAQ 51	6. WISM-F 861/22.9
7. WISM-F 33/ 6.7	7.2	8.2	10.3	7. WIBA 46	7. WIBA 781/26.2
WWQM-F 33/ 6.7	4.6	6.0	4.3	8. WWQM-F 45	8. WISM 708/20.2
9. WMAD-F 31/ 6.3	5.0	6.6	10.3	WISM-F 45	9. WWQM-F 584/16.7
10. WISM 23/ 4.7	7.7	5.5	8.0	10. WMAD-F 33	10. WMAD-F 538/15.9

12+ FM SHARE (METRO): 59.18% (245 of 414) (SPG 81: 61.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WZEE-F	1. WIBA-F	1. WIBA-F	1. WTSO	1. WTSO
2. WIBA-F	2. WZEE-F	2. WZEE-F	2. WWQM-F	2. WERU
3. WMAD-F	3. WISM-F	3. WISM-F	3. 3 with	3. WLVE-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WIBA	1. WISM-F	1. WTSO	1. WIBA-F	1. WTSO
2. WTSO	2. WIBA-F	2. WISM-F	2. WMAD-F	2. WIBA
3. WZEE-F	3. WZEE-F	3. WERU	3. WZEE-F	3. WMAD-F

OTHER RATED STATIONS/METRO SHARE

WWQM 1550	.4	WMAQ 670	Chicago .6
WISN 1130 Milwaukee	.4	WSJY-F 107.3	Ft. Atkinson 1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		173 (4)	173 (4)	41.8
COUNTRY	50 (3)	33 (1)	83 (4)	20.0
MOR/AC	68 (3)		68 (3)	16.4
NOSTALGIA	51 (1)		51 (1)	12.3
BTFL MUSIC		39 (2)	39 (2)	9.4
			414 (14)	

RADIO STATIONS

WERU, 1190, 1 KW (DAYS,DA)	, NOSTALGIA (Al Ham)	APR,UPI, \$21.00	(Christal)
WIBA, 1310, 5 KW (DA-N)	, MOR	, \$21.50	(Blair) DM Reg-Trib
WISM, 1480, 5 KW (DA-2)	, CONTEMP/AC	, \$21.88	(Mc-Guild) Midwest Family
WTSO, 1070, 10 KW/5 KW (DA-2)	, COUNTRY	, \$25.75	(Torbet) Midcontinent
WIBA-F, 101.5, 50 KW @ 470, AOR (Noble)	, \$25.00	(Blair)	Des Moines Reg-Trib
WISM-F, 98.1, 20 KW @ 350, AC/CONTEMP	, \$28.25	(Mc-Guild)	Midwest Family
WLVE-F, 94.9, 37 KW @ 1300, BTFL MUS (KalaMusic)	, \$25.00	(----	(BARABOO)
WMAD-F, 92.1, 3 KW @ 380, AOR (Burk-Abr)	Source, \$20.00	(Christal)	
WWQM-F, 106.3, 1.7 KW @ 380, COUNTRY	ABC-E, \$22.00	(Selcom)	McKenna
WZEE-F, 104.1, 6 KW @ 1120, ROCK	, \$27.00	(Torbet)	Midcontinent

MANCHESTER

Market # 205
 Revenue Rank # 151
 Income Rank # 308
 APR 17.3
 SMSA Pop: 164,400
 CSI: 1.3 Bil (# 201)

Revenue : \$3,301,211
 Income : \$ -181,696
 % Rev Gain: NA
 Stations: 26/5
 Diaries: 534/308:1
 CSI HH: 25.2 M (# 64)
 Standard Error: .853

National Rev: \$673,416
 Nat Rev per Cap: \$4.10
 Tot Rev per Cap: \$20.08
 Tot Inc per Cap: \$-1.11
 Profit Margin:---
 Retail \$: .8 Bil (# 196)
 Retail Sales %: .362

12+ METRO 1/4/SHARE	SPG 81	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WZID-F 36/14.8	11.1	10.1	1. WGIR-F 84	1. WGIR-F 1043/35.1
2. WGIR-F 34/14.0	4.0	5.0	2. WZID-F 56	2. WGIR 664/32.1
3. WGIR 22/ 9.1	12.4	10.6	3. WCOZ-F 43	3. WCOZ-F 651/19.7
WKBR 22/ 9.1	10.2	9.0	4. WGIR 35	4. WBZ 547/12.7
5. WFEA 20/ 8.2	11.6	14.1	5. WBZ 32	5. WFEA 527/24.8
6. WCOZ-F 17/ 7.0	7.6	3.5	6. WFEA 30	6. WZID-F 507/19.4
7. WBZ 10/ 4.1	3.1	3.0	7. WOKQ-F 28	7. WOKQ-F 460/ 9.2
8. WVNH 9/ 3.7	---	---	8. WSSH-F 27	8. WKBR 367/22.9
WSSH-F 9/ 3.7	2.7	5.0	9. WKBR 25	9. WSSH-F 361/ 9.7
10. WBCN-F 7/ 2.9	2.7	2.5	10. WBCN-F 20	10. WROR-F 320/ 7.3

12+ FM SHARE (METRO): 61.47% (142 of 231) (SPG 81: 58.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WGIR-F	1. WGIR-F	1. WGIR-F	1. WZID-F	1. WZID-F
2. WCOZ-F	2. WCOZ-F	2. WZID-F	2. WFEA	2. WGIR
	3. WFEA	WFEA	3. WKBR	3. WKBR
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WGIR	1. WGIR-F	1. WZID-F	1. WGIR-F	1. WZID-F
2. WKBR	2. WFEA	2. WFEA	2. WCOZ-F	2. WKBR
3. WZID-F	3. WCOZ	3. WGIR	3. WKBR	3. WFEA
	WVBF			WGIR-F

OTHER RATED STATIONS/METRO SHARE

WAAF-F 107.3	Worc.	2.1	WHDH 850	Bost	.8	WOTW-F 106.3	Nash.	.8
WBOS-F 92.9	Bost	.4	WHOM-F 94.9	Mt. Wash	.4	WRKO 680	Bost	1.2
WCGY-F 93.7	Lawr.	.8	WHUE-F 100.7	Bost	.8	WROR-F 98.5	Bost	1.2
WCRB-F 102.5	Bost	.4	WMJX-F 106.7	Bost	1.6	WVBF-F 105.7	Bost	2.9
WEEL 590	Bost	.4	WOKQ-F 97.5	Dover	2.5	WXKS-F 107.9	Bost	.8
WEEL-F 103.3	Bost	1.2						

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	20 (1)	77 (8)	97 (9)	42.0
MOR/AC	65 (5)	18 (4)	83 (9)	35.9
BTFM MUSIC		39 (3)	39 (3)	16.9
COUNTRY		6 (1)	6 (1)	2.6
NEWS/TALK	4 (2)		4 (2)	1.7
BLACK/URBAN		1 (1)	1 (1)	.4
CLASSICAL		1 (1)	1 (1)	.4

231 (26)

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2)	, CONTEMP	ABC-E, \$31.00* (Mc-Guild)	Ocean Coast
WGIR, 610, 5 KW/1 KW (DA-2)	, MOR	NBC, \$24.00* (MMR)	Knight
WKBR, 1250, 5 KW (DA-2)	, AC	MBS,CBS, \$16.13* (Blair)	
WVNH, 1110, 5 KW (DAYS)	, MOR	, \$? ? (NE Spot)	(SALEM)
WGIR-F, 101.1, 10 KW @ 920,	AOR (Noble)	Source, \$17.00* (MMR)	Knight
WZID-F, 95.7, 11 KW @ 930,	BTFM MUS	, \$26.00 (Torbet)	
WOKQ-F, 97.5, 50 KW @ 350,	COUNTRY	, \$44.00* (Selcom)	Fuller-Jeff
			(DOVER)

McALLEN-BROWNSVILLE

Market # 83 (approx)
 Revenue Rank # 96 (approx)
 Income Rank # 314 (approx)
 APR 18.0
 SMSA Pop: 521,100
 CSI: 2.6 Bil (# 123 est)

Revenue : \$5,564,251
 Income : \$ -200,583
 % Rev Gain: NA
 Stations: 15/14
 Diaries: 649/803:1
 CSI HH: 17.7 M (# 327 est)
 Standard Error: .820

National Rev: \$1,510,057
 Nat Rev per Cap: \$2.90
 Tot Rev per Cap: \$10.68
 Tot Inc per Cap: \$-.38
 Profit Margin: ---
 Retail \$: 2.4 Bil (# 83 est)
 Retail Sales %: .185

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KGBT 199/29.1	32.6	33.2	34.5	35.1	1. KGBT 211	1. KGBT 1238/28.8
2. KBFM-F 104/15.2	15.6	14.8	14.6	16.1	2. KBFM-F 110	2. KBFM-F 1024/24.9
3. KIWW-F 77/11.3	6.3	2.7	2.1	4.9	3. KIWW-F 82	3. KRGV 901/20.9
4. KRGV 67/ 9.8	8.6	5.2	8.7	5.4	4. KRGV 73	4. KIWW-F 850/20.2
5. KRIO 46/ 6.7	2.6	10.2	10.2	8.6	5. KRIO 52	5. KRIO 630/14.0
6. KELT-F 39/ 5.7	5.6	8.6	4.7	4.6	6. KELT-F 41	6. KELT-F 491/11.8
7. KRIX-F 24/ 3.5	2.1	1.7	3.3	3.7	7. KRIX-F 27	7. KRIX-F 354/ 9.1
8. KBOR 15/ 2.2	5.2	6.2	5.4	1.6	8. KVLV-F 17	8. KBOR 296/ 7.7
9. KVLV-F 14/ 2.0	2.3	1.7	.9	1.6	KSOX+ 17	9. KSOX+ 260/ 4.7
10. KQXX-F 11/ 1.6	2.9	.3	---	2.4	10. KBOR 15	10. KVLV-F 182/ 4.3

12+ FM SHARE (METRO): 44.50% (279 of 627) (SPG 81: 34.99%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KBFM-F	1. KGBT	1. KGBT	1. KGBT	1. KGBT
2. KRGV	2. KBFM-F	2. KBFM-F	2. KIWW-F	2. KIWW-F
3. KIWW-F	3. KIWW-F	3. KIWW-F	3. KBFM-F	3. KRGV
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KGBT	1. KGBT	1. KGBT	1. KBFM-F	1. KGBT
2. KBFM-F	2. KBFM-F	2. KIWW-F	2. KGBT	2. KBFM-F
3. KIWW-F	3. KIWW-F	3. KRIO	3. KRIO	3. KIWW-F

OTHER RATED STATIONS/METRO SHARE

KDUV-F 100.3	Brownsville	1.3	KSOX+ 1240	Raymondsville	1.3
KIRT 1580	Mission	1.3	XEMS 1490	Matamoros	.6

FORMATS

	AM	FM	TOTAL	%
SPANISH	212 (3)	88 (2)	296 (5)	47.5
ROCK/AOR/CONTEMP	128 (3)	128 (2)	256 (5)	41.1
COUNTRY	47 (2)	1 (1)	48 (3)	7.7
BTFM MUSIC		23 (2)	23 (2)	3.7
			623 (15)	

RADIO STATIONS

KBOR, 1600, 1 KW (DA-2)	, CONTEMP	MBS, \$ 8.95	(Selcom)	
KGBT, 1530, 50 KW/10 KW (DA-N)	, SPANISH	, \$46.00	(Katz)	Tichenor
KRGV, 1290, 5 KW (DA-N)	, ROCK	ABC-C, \$17.00*	(Blair)	Manship
KRIO, 910, 5 KW (DA-2)	, CONTEMP	APR, \$15.75	(Mc-Guild)	Tippie
KSOX+, 1240, 1 KW/250 W	, COUNTRY	, \$11.60	(----)	(RAYMONDVILLE)
KBFM-F, 104.1, 100 KW @ 505,	ROCK	RKO, \$17.75	(Torbet)	
KELT-F, 94.5, 100 KW @ 800,	COUNTRY (Drake-Chen)	, \$21.50	(Katz)	Tichenor
KIWW-F, 96.1, 100 KW @ 565,	SPANISH	, \$17.00*	(Savalli)	
KQXX-F, 98.5, 26 KW @ 280,	SPANISH	, \$12.00	(----)	
KRIX-F, 99.5, 100 KW @ 480,	CONTEMP	, \$12.00	(----)	
KVLV-F, 107.9, 100 KW @ 490,	BTFM MUS (Bonne)	, \$15.75	(Mc-Guild)	Tippie

MEDFORD

Market # 233
 Revenue Rank # 213
 Income Rank # 342
 APR 17.0
 SMSA Pop: 138,400
 CSI: 1.0 Bil (# 243)

Revenue : \$2,073,853
 Income : \$ -371,843
 % Rev Gain: 5.1
 Stations: 14/8
 Diaries: 574/241:1
 CSI HH: 18.5 M (# 318)
 Standard Error: .821

National Rev: \$275,916
 Nat Rev per Cap: \$1.99
 Tot Rev per Cap: \$14.98
 Tot Inc per Cap: \$-2.69
 Profit Margin: ---
 Retail \$: .7 Bil (# 231)
 Retail Sales %: .275

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KYJC 37/18.9	15.5	20.1	1. KTMT-F 59	1. KYJC 464/40.0
2. WBOY-F+ 35/17.9	16.8	16.9	2. KAJO 37	2. KBOY-F+ 462/37.2
3. KTMT-F 28/14.3	18.7	22.1	KYJC 37	3. KTMT-F 458/21.8
4. KHUG 15/ 7.7	6.5	3.9	4. KBOY-F+ 35	4. KAJO 305/ 3.6
5. KRWQ-F 14/ 7.1	5.2	---	5. KRWQ-F 23	5. KRWQ-F 269/14.6
6. KCMX-F 13/ 6.6	3.2	5.8	6. KFMJ-F 16	6. KMED 219/18.1
7. KMED 11/ 5.6	9.0	7.8	7. KHUG 15	7. KFMJ-F 180/ 1.9
8. KCMX 9/ 4.6	11.6	12.3	8. KCMX-F 13	8. KCMX 176/14.8
9. KDOV 6/ 3.1	3.2	1.9	KMED 13	9. KCMX-F 109/ 9.5
KISD 6/ 3.1	2.6	5.2	10. KCMX 9	10. KISD 83/ 7.2

12+ FM SHARE (METRO): 42.78% (77 of 180) (SPG 81: 37.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KYJC	1. KBOY-F+	1. KBOY-F+	1. KYJC	1. KTMT-F
2. KBOY-F+	2. KYJC	2. KYJC	2. KBOY-F+	2. KYJC
		3. KRWQ-F	3. KHUG	3. KHUG

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KYJC	1. WBOY-F+	1. KYJC	1. KBOY-F+	1. KYJC
2. KBOY-F+	2. KYJC	2. KBOY-F+	2. KYJC	2. KHUG
3. KTMT-F	3. KISD	3. KTMT-F	3. KHUG	3. KBOY-F+
			KRWQ-F	

OTHER RATED STATIONS/METRO SHARE

KAJO 1270 Grants Pass 1.5 KGO 810 San Francisco .5
 KFMJ-F 96.9 Grants Pass 1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	52 (2)	22 (2)	74 (4)	41.1
BTFL MUSIC		41 (2)	41 (2)	22.3
COUNTRY	24 (2)	14 (1)	38 (3)	21.1
MOR/AC	21 (3)		21 (3)	11.7
RELIGION	6 (1)		6 (1)	3.3
NEWS/TALK	1 (1)		1 (1)	0.6
			180 (14)	

RADIO STATIONS

KCMX, 580, 1 KW (DA-2), COUNTRY NBC, \$ 9.45 (Katz) (ASHLAND)
 KDOV, 1350, 1 KW (DAYS), RELIGION , \$ 4.00 (Oakes) (ASHLAND)
 KHUG, 1300, 5 KW (DAYS), COUNTRY (?) ABC-I, \$ 8.00 (Tacher)
 KISD, 860, 1 KW (DAYS), MOR RKO, \$ 7.00 (P/W)
 KMED, 1440, 5 KW/1 KW , MOR MBS, \$11.50 (Mc-Guild)
 KYJC, 1230, 1 KW , ROCK ABC-C, \$12.94 (Torbet)
 KAJO, 1270, 5 KW (DAYS), MOR APR, \$ 7.00 (----) (GRANTS PASS)
 KBOY-F+, 95.3, 3 KW @ 357, ROCK , \$13.75 (Roslin)
 KCMX-F, 101.7, 3 KW @ 287, BTFL MUS (Bonne) NBC, \$ 9.45 (Katz) (ASHLAND)
 KRWQ-F, 100.3, 30 KW @ 985, COUNTRY , \$ 7.25 (----) (GOLD HILL)
 KTMT-F, 93.7, 19 KW @ 3260, BTFL MUS (KalaMusic) CBS, \$11.00* (Selcom)
 KFMJ-F, 96.9, 25 KW @ 565, ROCK RKO, \$ 9.00 (----) (GRANTS PASS)

MELBOURNE-TITUSVILLE-COCOA

Market # 140
 Revenue Rank # 180
 Income Rank # 332
 APR 15.0
 SMSA Pop: 282,400
 CSI: 2.3 Bil (# 142)

Revenue : \$2,652,919
 Income : \$ -305,327
 % Rev Gain: 25.7
 Stations: 22/14
 Diaries: 641/441:1
 CSI HH: 21.1 M (# 227)
 Standard Error: .761

National Rev: \$567,554
 Nat Rev per Cap: \$2.01
 Tot Rev per Cap: \$9.39
 Tot Inc per Cap: \$-1.08
 Profit Margin: ---
 Retail \$: 1.5 Bil (# 126)
 Retail Sales %: .148

12+ METRO 1/4/SHARE	SPG 81	O/N 80
1. WCKS-F 66/18.4	15.7	20.1
2. WDIZ-F 46/12.8	18.5	10.0
3. WYRL-F 37/10.3	5.6	6.5
4. WRKT-F 32/ 8.9	2.5	---
5. WDBO-F 24/ 6.7	11.8	14.3
6. WMEL 17/ 4.7	9.0	3.9
7. WEZY-F 16/ 4.5	4.5	6.5
8. WLLV-F 15/ 4.2	4.2	7.2
9. WAMT 14/ 3.9	2.5	3.6
10. WIZD-F 11/ 3.1	---	---

METRO AND TSA
 ARE THE SAME.

12+ TSA CUME/MSA	CUME	RAT
1. WCKS-F 841/35.3		
2. WDIZ-F 555/23.3		
3. WRKT-F 333/14.0		
4. WYRL-F 325/13.6		
5. WDBO-F 308/12.9		
6. WMEL 298/12.5		
7. WAMT 242/10.2		
8. WEZY-F 225/ 9.4		
9. WLLV-F 208/ 8.7		
10. WRKT 185/ 7.8		

12+ FM SHARE (METRO): 80.92% (263 of 325) (SPG 81: 75.39%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WDIZ-F	1. WCKS-F	1. WCKS-F	1. WCKS-F	1. WYRL
2. WCKS-F	2. WDIZ-F	2. WYRL-F	2. WYRL-F	2. WDBO-F
	3. WYRL-F	3. WDIZ-F	3. WRKT-F	3. WRKT-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WCKS-F	1. WCKS-F	1. WCKS-F	1. WDIZ-F	1. WCKS-F
2. WRKT-F+	2. WRKT-F	2. WYRL-F	WCKS-F	WYRL-F
3. WYRL-F	WDIZ-F	3. WRKT-F	3. WYRL-F	3. WRKT-F

OTHER RATED STATIONS/METRO SHARE

WAJX-F 98.3 Titus .8	WRKT 1300 Cocoa Bea 2.0	WBJW-F 105.1 Or1 .6
WCWR 1350 Cocoa .8	WELE-F 105.9 Day. Bch 1.1	WHLY-F 106.7 Or1 .8
WKKO 860 Cocoa 1.1	WTAI 1560 Melb .6	WHOO-F 96.5 Or1 1.1
WMMB 1240 Melb 2.2	WWBC 1510 Cocoa 1.4	WDBO 580 Or1 .6

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		131 (6)	131 (6)	40.3
COUNTRY	12 (3)	77 (4)	89 (7)	27.4
BTFL MUSIC		55 (3)	55 (3)	16.9
MOR/AC	31 (4)		31 (4)	9.5
NOSTALGIA	14 (1)		14 (1)	4.3
RELIGION	5 (1)		5 (1)	1.5
			325 (22)	

RADIO STATIONS

WAMT, 1060, 10 KW/5 KW , NOSTALGIA (Al Ham)	ABC-I, \$ 8.63 (Torbet)	Regional
WMEL, 920, 1 KW (DA-N) , AC	CBS, \$ 9.50 (Masla)	Elyria-Lorain
WRKT, 1300, 5 KW (DAYS,DA), COUNTRY	NBC, \$ 9.50 (----)	Guy Gannett
WCKS-F, 101.1, 100 KW @ 500, ROCK	, \$24.00 (P/W)	
WEZY-F, 99.3, 3 KW @ 300, BTFL MUS (Bonne)	, \$12.00 (----)	
WLLV-F, 107.1, 3 KW @ 300, BTFL MUS (Century 21)	, \$ 8.00 (Bolton)	
WRKT-F, 104.1, 30 KW @ 165, COUNTRY	NBC, \$ 9.50 (----)	Guy Gannett
WYRL-F, 102.3, 3 KW @ 239, COUNTRY	MBS, \$ 8.60 (Savalli)	Miller

WDBO, WDIZ - See Orlando

WIZD - See West Palm Beach

MEMPHIS

Market # 43; ADI # 36
 Revenue Rank # 39
 Income Rank # 154
 APR 16.9
 SMSA Pop: 928,800
 CSI: 7.3 Bil (# 47)

Revenue : \$13,087,893
 Income : \$ 99,655
 % Rev Gain: -1.8
 Stations: 19/19
 Diaries: 1229/755:1
 CSI HH: 21.8 M (# 201)
 Standard Error: .576

National Rev: \$4,696,674
 Nat Rev per Cap: \$5.06
 Tot Inc per Cap: \$14.09
 Tot Inc per Cap: \$.11
 Profit Margin: 0.8%
 Retail \$: 4.3 Bil (# 43)
 Retail Sales %: .238

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WZXR-F 135/10.7	8.8	11.5	13.4	10.2	1. WMC-F 245	1. WMC-F 3672/24.8
2. WMC-F 128/10.2	9.1	10.3	7.4	9.4	2. WZXR-F 240	2. WDIA 2582/23.8
3. WHRK-F 112/ 8.9	16.7	9.6	11.1	12.6	3. WEZI-F 172	3. WZXR-F 2482/19.1
4. WDIA 105/ 8.3	7.6	5.4	5.9	8.7	WHRK-F 172	4. WHRK-F 2256/20.7
KWAM-F 105/ 8.3	2.4	.8	1.0	2.3	5. WDIA 148	5. WEZI-F 2193/18.0
6. WRVR-F 104/ 8.3	6.6	6.6	5.4	5.6	6. WMC 140	6. WMC 2097/17.3
7. WEZI-F 97/ 7.7	11.2	10.8	12.1	10.5	7. KWAM-F 139	7. KWAM-F 1832/19.1
8. WMC 90/ 7.2	7.9	11.8	10.9	9.7	8. WRVR-F 116	8. WMPS 1657/10.4
9. WLOK 63/ 5.0	5.1	5.1	4.7	6.7	9. WMPS 80	9. WRVR-F 1645/17.7
10. WREC 62/ 4.9	3.7	2.9	4.2	4.5	10. WREC 79	10. WHBQ 1547/10.4
11. KWAM 48/ 3.8	.7	2.1	1.6	2.7	11. WLOK 65	11. WLOK 1378/18.0
WLVS-F 48/ 3.8	4.2	5.2	5.0	3.5	12. KWAM 57	12. WREC 1254/10.6
13. WMPS 39/ 3.1	4.0	6.9	4.2	3.5	13. WHBQ 51	13. WLVS-F 731/ 9.2
14. WHBQ 26/ 2.1	3.8	4.4	4.8	3.8	WLVS-F 51	14. KWAM 520/ 5.6

12+ FM SHARE (METRO): 60.10% (729 of 1213) (SPG 81: 56.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WZXR-F	1. WZXR-F	1. WMC-F	1. WRVR-F	1. WEZI-F
2. KWAM-F	2. WMC-F	2. KRVR-F	2. WMC	2. WMC
3. WMC-F	3. WHRK-F	3. WZXR-F	3. WMC-F	3. WDIA
4. WHRK-F	4. WRVR-F	4. WHRK-F	4. WDIA	4. WREC
5. WDIA	5. KWAM-F	5. KWAM-F	5. WEZI-F	5. WRVR-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WMC	1. WRVR-F	1. WRVR-F	1. WZXR-F	1. WMC-F
2. WDIA	2. WMC-F	2. WMC	2. WMC-F	2. WMC
3. WMC-F	3. WHRK-F	3. WDIA	3. WHRK-F	3. WHRK-F
WRVR-F	4. WZXR-F	4. WMC-F	4. KWAM-F	WRVR-F
5. WZXR-F	5. KWAM-F	5. WEZI-F	5. WRVR-F	5. WEZI-F

FORMATS

	AM	FM	TOTAL	%
BLACK/URBAN	168 (2)	217 (2)	385 (4)	31.7
ROCK/AOR/CONTEMP		263 (2)	263 (2)	21.7
COUNTRY	129 (2)	48 (1)	177 (3)	14.6
MOR/AC	38 (3)	104 (1)	142 (4)	11.7
BTFL MUSIC		97 (1)	97 (1)	8.0
RELIGION	69 (3)		69 (3)	5.7
NOSTALGIA	62 (1)		62 (1)	5.1
NEWS/TALK	18 (1)		18 (1)	1.5
			1213 (19)	

MEMPHIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WMC-F	1. WMC-F	1. WZXR-F	KSUD	730	West Memp,AR 1.0
2. WZXR-F	2. WDIA	2. WMC	WKBL	1250	Covington .6
3. WHRK-F	3. WZXR-F	3. WEZI-F	WMQM	1480	.6
4. WEZI-F	4. WHRK-F	4. WMC-F	WMSO	630	Collierville .3
5. KWAM-F	5. WMC	5. WDIA	WVEE	1430	1.4
6. WDIA	6. WEZI-F	6. WRVR-F			
WMC	7. KWAM-F	7. WMPS			
8. WRVR-F	8. WRVR-F	8. WLVS-F			
9. WREC	9. WLOK	9. WREC			
10. WMPS	10. WMPS	10. WHRK-F			
11. WLOK	11. WHBQ				
12. KWAM	12. WREC				
13. WLVS-F	13. WLVS-F				
14. WHBQ	14. WKIR-F				
15. WKIR-F	15. KWAM				

ADI FM SHARE: 62.42% (1236 of 1980) (SPG 81: 56.88%)

AM STATIONS

KWAM, 990, 10 KW (DAYS,DA), RELIGION	, \$15.00* (Stars)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	APR, \$57.50 (Howard)	Viacom
WHBQ, 560, 5 KW/1 KW (DA-1), OLDIES (Burk-Abr)	RKO, \$45.00* (RKO)	RKO
WLOK, 1340, 1 KW/250 W, BLACK	SBN, \$35.00* (Masla)	Gilliam
WMC, 790, 5 KW (DA-N), COUNTRY	ABC-I, \$99.00* (Blair)	Scripps-How
WMPS, 680, 10 KW/5 KW (DA-N), COUNTRY	NBC, \$60.00* (Eastman)	Plough
WREC, 600, 5 KW (DA-N), NOSTALGIA (Al Ham)	CBS,MBS, \$48.00* (Mc-Guild)	Summit

FM STATIONS

KWAM-F, 101.1, 100 KW @ 500, BLACK	, \$35.00* (Stars)	Rivers
WEZI-F, 105.9, 100 KW @ 762, BTFL MUS (Schulke)	, \$70.00 (Katz)	Harte-Hanks
WHRK-F, 97.1, 100 KW @ 530, URBAN	RKO, \$72.00* (Eastman)	Plough
WLVS-F, 94.3, 3 KW @ 300, COUNTRY	MBS, \$25.00* (HNW)	
WMC-F, 99.7, 300 KW @ 970, ROCK	ABC-C, \$99.00* (Blair)	Scripps-How
WRVR-F, 104.5, 100 KW @ 750, AC	, \$50.00* (Howard)	Viacom
WZXR-F, 102.7, 100 KW @ 900, AOR (Burk-Abr)	Source, \$75.00* (Mc-Guild)	Summit
WKIR-F, 104.1, 100 KW @ 640, COUNTRY	ABC-F, \$11.40 (----)	(JACKSON)

MIAMI-FT. LAUDERDALE

Market # 11 (approx): ADI # 13
 Revenue Rank # 10 (approx)
 Income Rank # 108 (approx)
 APR 20.2
 SMSA Pop: 2,771,300
 CSI: 26.4 Bil (# 12 approx)

Revenue : \$46,693,289
 Income : \$ 238,899
 % Rev Gain: 27.0
 Stations: 33/36
 Diaries: 2579/1075:1
 CSI HH: 23.7 (# 123 appr)
 Standard Error: .448

National Rev: \$12,743,786
 Nat Rev per Cap: \$4.60
 Tot Rev per Cap: \$16.85
 Tot Inc per Cap: \$.09
 Profit Margin: 0.5%
 Retail \$: 16.6 Bil (# 11 appr)
 Retail Sales %: .244

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLYF-F	339/6.9	6.7	4.8	4.5	6.0	1. WLYF-F 375	1. WHYI-F 5653/20.2
2. WRHC	317/6.4	7.9	5.7	6.3	6.0	2. WHYI-F 344	2. WINZ-F 4696/18.1
3. WHYI-F	298/6.0	5.4	6.6	6.5	7.3	3. WRHC 317	3. WINZ 4397/16.6
4. WINZ-F	264/5.4	5.8	5.0	1.2	3.4	4. WINZ-F 270	4. WLYF-F 3943/14.6
5. WINZ	248/5.0	4.9	4.4	4.6	4.9	5. WINZ 266	5. WSHE-F 3183/10.9
6. WNWS	231/4.7	5.0	6.4	5.7	4.9	6. WNWS 249	6. WNWS 3116/11.7
7. WYOR-F	219/4.4	3.2	2.9	4.1	4.2	7. WSHE-F 247	7. WAXY-F 3083/11.0
8. WSHE-F	215/4.4	3.7	4.0	3.3	2.9	8. WYOR-F 228	8. WIOD 3069/11.0
9. WQBA	213/4.3	4.2	4.6	3.3	4.9	9. WQBA 215	9. WAIA-F 2662/ 9.7
10. WEDR-F	198/4.0	4.4	3.2	2.6	3.4	10. WAXY-F 205	10. WYOR-F 2642/10.4
11. WAXY-F	182/3.7	3.3	3.5	3.5	4.1	11. WEDR-F 201	11. WCKO-F 2551/ 8.7
12. WCMQ-F	178/3.6	3.9	3.2	2.3	2.9	12. WAIA-F 179	12. WKQS-F 2225/ 8.0
13. WAIA-F	167/3.4	3.0	2.9	3.8	3.7	13. WCMQ-F 178	13. WEDR-F 1867/ 7.4
14. WIOD	152/3.1	3.7	3.7	3.6	3.4	14. WIOD 174	14. WWWL-F 1861/ 7.1
15. WCMQ	146/3.0	3.3	2.0	2.3	1.0	15. WWJF-F 158	15. WQBA 1824/ 7.4
16. WWJF-F	142/2.9	2.2	1.5	1.0	1.0	16. WCMQ 147	16. WWJF-F 1805/ 6.5
17. WKQS-F	122/2.5	3.0	3.3	4.6	3.5	17. WKQS-F 134	17. WQAM 1692/ 5.9
18. WCKO-F	114/2.3	1.6	1.9	1.5	1.5	18. WCKO-F 128	18. WGBS 1648/ 5.7
19. WQBA-F	98/2.0	1.3	1.7	2.0	2.0	19. WRBD 116	19. WQBA-F 1412/ 5.7
WLQY	98/2.0	2.0	1.9	2.6	---	20. WQAM 106	20. WCMQ-F 1369/ 5.6
21. WWWL-F	94/1.9	2.4	3.1	3.8	3.4	21. WLQY 101	21. WRHC 1368/ 5.5
22. WTMI-F	86/1.7	1.6	1.8	3.2	1.9	22. WQBA-F 98	22. WTMI-F 1198/ 4.5
23. WQAM	80/1.6	2.3	3.1	4.1	2.2	WWWL-F 98	23. WRBD 1150/ 3.1
24. WOCN	79/1.6	.7	1.1	1.9	1.9	24. WTMI-F 89	24. WLQY 1149/ 4.5
25. WRBD	76/1.5	1.4	2.2	1.6	2.1	25. WOCN 79	25. WVCG 995/ 3.9

12+ FM SHARE (METRO): 57.60% (2716 of 4715) (SPG 81: 48.51%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WINZ-F	1. WHYI-F	1. WHYI-F	1. WCMQ-F	1. WRHC
2. WHYI-F	2. WSHE-F	2. WSHE-F	2. WAXY-F	2. WLYF-F
3. WCKO-F	3. WAXY-F	3. WAXY-F	WRHC	3. WQBA
4. WEDR-F	4. WINZ-F	4. WINZ-F	4. WHYI-F	4. WYOR-F
5. WSHE-F	5. WEDR-F	WCMQ-F	5. WAIA-F	5. WNWS
6. WRBD	6. WAIA-F	6. WAIA-F	6. WLYF-F	6. WWJF-F
7. WQBA-F	7. WCMQ-F	7. WEDR-F	7. WWJF-F	7. WCMQ

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WINZ	1. WHYI-F	1. WCMQ-F	1. WSHE-F	1. WHYI-F
2. WQBA	2. WCMQ-F	2. WAIA-F	2. WHYI-F	2. WAXY-F
3. WRHC	3. WAXY-F	3. WQBA	3. WAXY-F	3. WRHC
4. WLYF-F	WINZ-F	4. WLYF-F	4. WEDR-F	4. WSHE-F
5. WHYI-F+	5. WEDR-F	5. WRHC	5. WAIA-F	5. WINZ-F
6. WNWS	6. WAIA-F	6. WAXY-F	6. WINZ-F	6. WCMQ-F
7. WSHE-F	7. WSHE-F	7. WEDR-F	7. WCKO-F	7. WCMQ
	WWWL-F	WWJF-F		

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
SPANISH	755 (4)	276 (2)	1031 (6)	21.9
ROCK/AOR/CONTEMP		985 (5)	985 (5)	20.9
MOR/AC	276 (4)	491 (3)	767 (7)	16.3
BTFL MUSIC		558 (2)	558 (2)	11.8
NEWS/TALK	479 (2)		479 (2)	10.2
BLACK/URBAN	160 (3)	198 (1)	358 (4)	7.6
NOSTALGIA	203 (3)		203 (3)	4.3
COUNTRY	80 (1)	122 (1)	202 (2)	4.3
CLASSICAL		86 (1)	86 (1)	1.8
RELIGION	46 (1)		46 (1)	1.0
			<u>4715 (33)</u>	

MIAMI-FT. LAUDERDALE 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. WLYF-F	1. WHYI-F	1. WLYF-F	WBSS 980 Pompano Beach .3
2. WRHC	2. WINZ-F	2. WQBA	WEXY 1520 Oakland Park .9
3. WHYI-F	3. WINZ	3. WRHC	WFTL 1410 Ft. Lauder 1.3
4. WINZ-F	4. WLYF-F	4. WINZ	WGBS 710 Miami 1.0
5. WINZ	5. WNWS	5. WNWS	WHTT 1260 Miami 1.0
6. WNWS	6. WIOD	6. WINZ-F	WKAT 1360 Miami Beach .9
7. WYOR-F	7. WAXY-F	7. WCMQ-F	WMBM 1490 Miami Beach .7
8. WSHE-F	8. WSHE-F	8. WIOD-F	WVCG 1080 Coral Gables 1.2
9. WQBA	9. WSHE-F	9. WYOR-F	
10. WEDR-F	10. WAIA-F	10. WSHE-F	
11. WAXY-F	11. WCKO-F		
12. WCMQ-F	12. WKQS-F		
13. WAIA-F	13. WEDR-F		
14. WIOD	WQBA		
15. WCMQ	15. WWL-F		

ADI FM SHARE: 57.50% (2725 of 4739) (SPG 81: 52.20%)

AM STATIONS

WCMQ, 1220, 1 KW (DAYS)	, SPANISH	, \$ 75.15 (MMR)	
WGBS, 710, 50 KW (DA-2)	, MOR	MBS,ABC-E, \$? ? (CBS Spot)	Jeff-Pilot
WINZ, 940, 50 KW/10 KW (DA-2)	, NEWS	CBS, \$ 95.00 (Katz)	Guy Gannett
WIOD, 610, 10 KW (DA-2)	, MOR	ABC-I, \$ 55.00* (Christal)	Cox
WLQY, 1320, 5 KW (DA-2)	, NOSTALGIA (A1 Ham)	, \$ 40.00* (Roslin)	Sunshine Wireless Sudbrink
WNWS, 790, 5 KW (DA-2)	, TALK/NEWS	, \$ 61.00 (Howard)	
WOCN, 1450, 1 KW/250 W	, SPANISH	, \$? ? (Lotus)	
WQAM, 560, 5 KW/1 KW	, COUNTRY	NBC, \$102.50 (Blair)	Storz
WQBA, 1140, 10 KW/5 KW (DA-2)	, SPANISH	, \$112.50 (Eastman)	Susquehanna
WRBD, 1470, 5 KW/2.5 KW (DA-1)	, BLACK	, \$ 40.00 (Lotus)	
WRHC, 1550, 10 KW (DAYS,DA)	, SPANISH NEWS/TALK	, \$115.00* (Caballero)	
WVCG, 1080, 50 KW/10 KW (DA-2)	, MOR/NOST (TM)		

FM STATIONS

WAIA-F, 97.3, 98 KW @ 790, AC/SOFT	ABC-C, \$ 60.00* (Christal)	Cox
WAXY-F, 105.9, 100 KW @ 1049, AC/OLDIES	RKO, \$ 91.75* (RKO)	RKO
WCKO-F, 102.7, 100 KW @ 345, AOR	ABC-C, \$ 47.50* (Lotus)	
WCMQ-F, 92.1, 3 KW @ 300, SPANISH	, \$ 75.15 (MMR)	
WEDR-F, 99.1, 70 KW @ 175, BLACK	NBN, \$ 50.00* (Stars)	Rivers
WHYI-F, 100.7, 100 KW @ 1000, ROCK	, \$112.50* (Mc-Guild)	Metroplex
WINZ-F, 94.9, 100 KW @ 650, ROCK	, \$ 95.00* (Katz)	Guy Gannett
WLYF-F, 101.5, 100 KW @ 813, BTFL MUS (Schulke)	, \$ 80.00* (CBS Spot)	Jeff-Pilot
WQBA-F, 107.5, 100 KW @ 500, SPANISH	, \$ 60.00 (Eastman)	Susquehanna
WSHE-F, 103.5, 100 KW @ 600, AOR (Burk-Abr)	ABC-F, \$ 65.00* (Eastman)	TK
WTMI-F, 93.1, 100 KW @ 480, CLASSICAL	, \$ 46.00 (CMBS)	
WWJF-F, 106.7, 100 KW @ 980, AC (Schulke II)	, \$? ? (HNW)	Amaturo

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

MILWAUKEE

Market # 28; ADI # 29
 Revenue Rank # 23
 Income Rank # 14
 APR 18.0
 SMSA Pop: 1,398,200
 CSI: 13.5 Bil (# 27)

Revenue : \$22,909,235
 Income : \$ 2,395,405
 % Rev Gain: 26.7
 Stations: 30.27
 Diaries: 1552/901:1
 CSI HH: 26.4 M (# 35)
 Standard Error: .503

National Rev: \$5,217,847
 Nat Rev per Cap: \$3.73
 Tot Rev per Cap: \$16.38
 Tot Inc per Cap: \$1.71
 Profit Margin: 10.5%
 Retail \$: 6.3 Bil (# 32)
 Retail Sales %: .332

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WBCS-F	197/8.5	9.2	8.3	8.2	8.7	1. WTMJ 223	1. WISN 3750/24.6
2. WTMJ	189/8.1	9.8	10.7	12.3	15.0	2. WISN 210	2. WTMJ 3688/22.2
3. WISN	185/8.0	8.1	10.1	11.0	10.3	3. WBCS-F 208	3. WLPX-F 3065/19.5
4. WEZW-F	153/6.6	9.4	11.4	11.8	12.0	4. WEZW-F 175	4. WQFM-F 2609/17.2
WOKY	153/6.6	2.7	4.0	3.0	3.4	5. WOKY 170	5. WBCS-F 2534/17.7
6. WQFM-F	152/6.5	5.5	6.0	4.3	3.7	WQFM-F 170	6. WZUU-F 2530/17.8
7. WLPX-F	131/5.6	5.8	6.3	6.0	7.2	7. WLPX-F 165	7. WOKY 2479/16.8
8. WLUM-F	119/5.1	4.0	2.6	3.2	2.7	8. WLUM-F 123	8. WEZW-F 2242/14.7
9. WMYX-F	110/4.7	3.8	3.6	1.5	1.3	9. WMYX-F 116	9. WKTI-F 1950/14.2
10. WZUU-F	108/4.6	6.6	5.3	4.8	4.0	10. WZUU-F 115	10. WMYX-F 1600/11.5
11. WKTI-F	95/4.1	3.4	3.9	2.5	3.3	11. WKTI-F 104	11. WRKR-F 1492/ 9.3
12. WZUU	65/2.8	2.0	1.9	.6	.9	12. WMIL-F 88	12. WMAQ 1414/ 4.9

12+ FM SHARE (METRO): 58.71% (1287 of 2192) (SPG 81: 58.61%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WLPX-F	1. WQFM-F	1. WBCS-F	1. WBCS-F	1. WBCS-F
2. WQFM-F	2. WLPX-F	2. WQFM-F	2. WISN	2. WTMJ
3. WRKR-F	3. WMYX-F	3. WISN	3. WMYX-F	3. WOKY
4. WKTI-F	WLUM-F	WMYX-F	WZUU-F	4. WEZW-F
5. WLUM-F	5. WBCS-F	5. WLPX-F	5. WTMJ	5. WISN

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WTMJ	1. WBCS-F	1. WBCS-F	1. WQFM-F	1. WBCS-F
2. WISN	WMYX-F	2. WTMJ	2. WLPX-F	2. WISN
3. WBCS-F+	3. WZUU-F	3. WZUU-F	3. WLUM-F	3. WLUM-F
4. WZUU-F+	4. WQFM-F	4. WISN	4. WISN	4. WMYX-F
5. WOKY	WKTI-F	5. WMYX-F	WMYX-F	5. WEZW-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	536 (7)	226 (3)	762 (10)	34.8
ROCK/AOR/CONTEMP	11 (1)	442 (4)	453 (5)	20.7
COUNTRY	54 (2)	254 (2)	308 (4)	14.1
BLACK/URBAN	88 (2)	119 (1)	207 (3)	9.4
BTFL MUSIC		189 (3)	189 (3)	8.6
NOSTALGIA	153 (1)		153 (1)	7.0
CLASSICAL		57 (1)	57 (1)	2.6
NEWS/TALK	46 (2)		46 (2)	2.1
RELIGION	17 (1)		17 (1)	0.8
			2192 (30)	

MILWAUKEE 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. WTMJ	1. WISN	1. WBCS-F	WAWA	1590	West Allis	2.0
2. WBCS-F	2. WTMJ	2. WTMJ	WBCS	1340		1.2
3. WISN	3. WLPX-F	3. WISN	WBKV	1470	West Bend	.8
4. WEZW-F	4. WQFM-F	4. WOKY	WBKV-F	92.5	West Bend	.5
5. WQFM-F	5. WBCS-F	5. WZUU-F	WEMP	1250		1.1
6. WOKY	6. WZUU-F	6. WLPX-F	WFMR-F	96.5		2.4
7. WLPX-F	7. WOKY	7. WEZW-F	WFNY-F	92.1	Racine	.3
8. WLUM-F	8. WEZW-F	8. WLUM-F	WMIL-F	106.1		2.4
9. WZUU-F	9. WKTI-F	9. WQFM-F	WNOV	860		1.8
10. WMYX-F	10. WMYX-F	10. WZUU	WRJN	1400	Racine	1.4
11. WKTI-F	11. WRKR-F		WRKR-F	100.7	Racine	2.8
12. WMIL-F	12. WZUU		WXJY-F	98.3	Menominee Falls	1.1
13. WZUU	13. WLUM-F		WYLO	540	Jackson	.7
14. WRKR-F	14. WMAQ		WBBM	780	Chicago	1.0
15. WFMR-F	15. WMIL-F		WGN	720	Chicago	.9
			WIND	560	Chicago	.9
			WLS	890	Chicago	.5
			WMAQ	670	Chicago	1.1

ADI FM SHARE: 58.48% (1538 of 2630) (SPG 81: 51.68%)

AM STATIONS

WISN, 1130, 50 KW/10 KW (DA-N), AC/MOR	ABC-I, \$ 92.50 (Katz) Hearst
WOKY, 920, 5 KW/1 KW (DA-2), NOSTALGIA (Al Ham)	RKO, \$ 42.88 (HNW) Surrey/Charter
WTMJ, 620, 5 KW (DA-N), MOR	NBC, \$121.25 (Christal) Milw Journal
WZUU, 1290, 5 KW (DA-2), OLDIES	Source, \$ 30.00* (Eastman) Malrite

FM STATIONS

WBCS-F, 102.9, 50 KW @ 440, COUNTRY	CBS, \$ 91.50 (RKO) Great Trails
WEZW-F, 103.7, 20 KW @ 840, BTFL MUS (Schulke)	, \$ 75.25 (Mc-Guild) Multimedia
WFMR-F, 96.5, 50 KW @ 387, CLASSICAL	, \$ 35.00 (Roslin)
WKTI-F, 94.5, 16 KW @ 911, CONTEMP	ABC-C, \$ 31.00 (Christal) Milw Journal
WLPX-F, 97.3, 12 KW @ 920, AOR (Burk-Abr)	, \$ 72.50 (Katz) Hearst
WLUM-F, 102.1, 50 KW @ 360, BLACK	, \$ 30.00* (Howard)
WMIL-F, 106.1, 15 KW @ 950, COUNTRY	, \$ 39.88 (HNW) Surrey/Charter
WMYX-F, 99.1, 50 KW @ 486, AC	, \$ 50.00* (Blair) LIN
WQFM-F, 93.3, 14 KW @ 940, AOR (Sebastian)	, \$ 55.00* (Selcom) Shamrock Comm
WRKR-F, 100.7, 50 KW @ 500, ROCK	ABC-C, \$ 35.00* (CBS/FM) Bdst Mng (RACINE)
WZUU-F, 95.7, 34 KW @ 610, AC	Source, \$ 55.00* (Eastman) Malrite

MINNEAPOLIS-ST. PAUL

Market # 15; ADI # 14
 Revenue Rank # 13
 Income Rank # 5
 APR 17.5
 SMSA Pop: 2,133,100
 CSI: 20.6 Bil (# 15)

Revenue : \$34,309,321
 Income : \$ 8,239,043
 % Rev Gain: 11.1
 Stations: 21/33
 Diaries: 1631/1308:1
 CSI HH: 27.2 M (# 22)
 Standard Error: .487

National Rev: \$7,718,396
 Nat Rev per Cap: \$3.62
 Tot Rev per Cap: \$16.08
 Tot Inc per Cap: \$3.86
 Profit Margin: 24.0%
 Retail \$: 11.8 Bil (# 12)
 Retail Sales %: .249

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WCCO 615/20.0	22.9	20.2	24.5	22.5	1. WCCO 947	1. WCCO 10698/38.9
2. KSTP-F 376/12.2	14.8	12.4	10.1	9.5	2. KSTP-F 485	2. KSTP-F 6222/27.4
3. WLOL-F 307/10.0	4.2	4.4	5.8	4.9	3. WLOL-F 345	3. WLOL-F 4721/23.8
4. WDGY 263/ 8.5	6.4	7.1	5.3	7.1	4. WDGY 318	4. WDGY 3986/16.5
5. KDWB-F 185/ 6.0	6.6	6.3	5.7	2.8	5. KDWB-F 214	5. KQRS-F+ 3810/17.4
6. KQRS-F+ 156/ 5.1	6.8	6.4	5.5	8.5	6. KQRS-F+ 197	6. KDWB-F 3459/17.1
7. WCCO-F 137/ 4.4	4.4	3.8	4.3	4.4	7. WCCO-F 163	7. WCCO-F 3315/15.0
8. KEEY-F 125/ 4.1	4.2	5.9	6.0	4.3	8. KEEY-F 144	8. KDWB 2741/12.0
9. WAYL-F 99/ 3.2	4.1	4.8	4.5	4.9	9. WAYL-F 120	9. KSTP 2198/10.8
10. KSTP 97/ 3.1	3.3	3.5	3.2	4.5	10. KSTP 106	10. KEEY-F 2001/ 9.9
11. WWTC 70/ 2.3	2.5	3.2	3.5	3.9	11. KDWB 89	11. WAYL-F 1736/ 8.8
12. KJJO-F 62/ 2.0	1.8	1.2	1.2	1.3	12. WWTC 80	12. WWTC 1346/ 7.0

12+ FM SHARE (METRO): 55.03% (1514 of 2751) (SPG 81: 54.25%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WLOL-F	1. KSTP-F	1. KSTP-F	1. WCCO	1. WCCO
2. KDWB-F	2. WLOL-F	2. WCCO	2. KSTP-F	2. WDGY
3. KQRS-F+	3. KQRS-F	3. WLOL-F	3. WDGY	3. KSTP-F
4. KSTP-F	4. KDWB-F	4. WDGY	4. WLOL-F	4. KEEY-F
5. KDWB	5. WCCO	5. KQRS-F+	5. WCCO-F	5. WAYL-F
6. WDGY	6. WDGY	6. KDWB-F	6. KEEY-F	6. KSTP

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WCCO	1. KSTP-F	1. KSTP-F	1. KSTP-F	1. WCCO
2. KSTP-F	2. WLOL-F	2. WCCO	2. WLOL-F	2. WDGY
3. WLOL-F	3. WCCO-F	3. WDGY	3. KQRS-F	3. KSTP-F
4. WDGY	4. KQRS-F+	4. WLOL-F	4. KDWB-F	4. WLOL-F
5. KDWB-F	5. KDWB-F	5. WCCO-F	5. WCCO	5. KQRS-F+
6. WCCO-F	6. WDGY	6. KEEY-F	6. WDGY	6. WWTC

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	75 (2)	634 (3)	709 (5)	25.8
MOR/AC/OLDIES	197 (3)	513 (2)	710 (5)	25.8
TALK/VARIETY	615 (1)		615 (1)	22.4
COUNTRY	279 (2)	95 (2)	374 (4)	13.6
BTFL MUSIC		224 (2)	224 (2)	8.1
BLACK/JAZZ		48 (1)	48 (1)	1.7
NOSTALGIA	40 (2)		40 (2)	1.1
UNKNOWN	31 (1)		31 (1)	1.1
			2751 (21)	

MINNEAPOLIS-ST. PAUL ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WCCO	1. WCCO	1. WCCO	KDWB	630	2.0
2. KSTP-F	2. KSTP-F	2. WDGY	KKSS	980	Richfield 1.0
3. WLOL-F	3. WLOL-F	3. KSTP-F	KLBB	1400	.6
4. WDGY	4. WDGY	4. WLOL-F	KRSI	950	St. Louis Park .7
5. KDWB-F	5. KQRS-F+	5. KDWB-F	KTCR	690	.5
6. KQRS-F+	6. KDWB-F	6. WAYL-F	KTCR-F	97.1	1.1
7. WCCO-F	7. WCCO-F	7. WCCO-F	KTWN-F	107.9	Anoka 1.6
8. KEEY-F	8. KDWB	8. KDWB	WMIN	1010	Maplewood 1.0
9. WAYL-F	9. KSTP	9. KEEY-F			
10. KSTP	10. KEEY-F	10. KQRS-F+			
11. KDWB	11. WAYL-F				
12. WWTC	12. WWTC				
13. KJJO-F	13. KJJO-F				
14. WWJO-F	14. KTWN-F				
15. KNUJ	15. KKSS				

ADI FM SHARE: 52.44% (2034 of 3879) (SPG 81: 51.63%)

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2), ROCK	, \$ 70.00* (Mc-Guild)	Doubleday
KKSS, 980, 5 KW (DA-1), MOR	, \$? ? (MMR)	Entercom
KSTP, 1500, 50 KW (DA-N), AC/MOR	ABC-I, \$ 52.50 (Christal)	Hubbard
WCCO, 830, 50 KW, VARIETY/MOR	CBS, \$215.00 (CBS Spot)	
WDGY, 1130, 50 KW/25 KW (DA-2), COUNTRY	NBC, \$109.38 (Blair)	
WWTC, 1280, 5 KW (DA-N), OLDIES	MBS, \$ 39.13 (Masla)	
KNUJ, 860, 1 KW (DAYS), MOR	, \$ 16.00 (PRO)	(NEW ULM)

FM STATIONS

KDWB-F, 101.3, 100 KW @ 822, AOR	, \$ 90.00* (Mc-Guild)	Doubleday
KEEY-F, 102.1, 100 KW @ 822, BTFL MUS (Bonne)	, \$ 60.00 (Katz)	Malrite
KJJO-F, 104.1, 53 KW @ 260, COUNTRY	ABC-E, \$ 35.00* (HNW)	Park
KQRS-F+, 92.5, 50 KW @ 822, AOR (Burk-Abr)**	Source, \$107.50 (Torbet)	McKenna
KSTP-F, 94.5, 100 KW @ 1250, AC	, \$145.00* (Christal)	Hubbard
KTWN-F, 107.9, 57 KW @ 400, JAZZ	, \$ 22.50 (Lotus)	
WAYL-F, 93.7, 100 KW @ 822, BTFL MUSIC	, \$ 50.63 (MMR)	Entercom
WCCO-F, 102.9, 100 KW @ 1304, AC	, \$ 55.75 (Eastman)	
WLOL-F, 99.5, 100 KW @ 844, CONTEMP	RKO, \$ 65.00 (Selcom)	Liggett
WWJO-F, 98.1, 100 KW @ 420, COUNTRY	ABC-E, \$ 14.00 (----)	(ST. CLOUD)

** KQRS now uses Jeff Pollack

MOBILE

Market # 92
 Revenue Rank # 93
 Income Rank # 139
 APR 19.0
 SMSA Pop: 453,700
 CSI: 3.3 Bil (# 99)

Revenue : \$5,624,906
 Income : \$ 131,512
 % Rev Gain: 13.4
 Stations: 19/16
 Diaries: 676/671:1
 CSI HH: 20.8 M (# 237)
 Standard Error: .819

National Rev: \$1,401,733
 Nat Rev per Cap: \$3.10
 Tot Rev per Cap: \$12.40
 Tot Inc per Cap: \$.29
 Profit Margin: 2.3%
 Retail \$: 1.8 Bil (# 111)
 Retail Sales %: .262

12+ METRO	1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WKSJ-F	128/18.7	19.3	23.8	20.1	15.5	1. WBLX-F	176	1. WKRG-F	2035/32.2
2. WBLX-F	127/18.6	12.0	9.6	9.0	8.4	2. WKSJ-F	163	2. WKSJ-F	1607/33.7
3. WKRG-F	83/12.1	11.4	13.0	13.3	17.2	3. WKRG-F	134	3. WABB-F	1602/27.4
4. WGOK	66/ 9.6	7.4	6.4	10.9	6.5	4. WABB-F	101	4. WBLX-F	1196/23.2
5. WABB-F	65/ 9.5	13.7	14.7	11.5	13.3	5. WGOK	66	5. WJLQ-F	901/ 2.6
6. WKRG	39/ 5.7	7.5	7.0	10.5	10.0	6. WTKX-F	60	6. WTKX-F	697/ 2.4
7. WLPR-F	32/ 4.7	6.8	6.2	6.1	6.3	7. WJLQ-F	50	7. WGOK	680/17.5
8. WUNI	25/ 3.7	3.3	2.8	1.0	2.0	8. WMEZ-F	45	8. WMEZ-F	640/ 2.0
9. WLLF	22/ 3.2	2.1	.9	2.0	3.5	9. WKRG	41	9. WKRG	570/14.4
10. WJQY-F	17/ 2.5	1.7	---	---	---	10. WLPR-F	34	10. WLPR-F	454/11.5

12+ FM SHARE (METRO): 71.32% (465 of 652) (SPG 81: 74.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WBLX-F	1. WBLX-F	1. WBLX-F	1. WKSJ-F	1. WKSJ-F
2. WKRG-F	2. WABB-F	2. WKSJ-F	2. WBLX-F	2. WBLX-F
3. WABB-F	3. WKRG-F	3. WKRG-F	3. WKRG-F	3. WGOK
4. WKSJ-F	WKSJ-F	4. WABB-F	4. WGOK	4. WKRG

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WKSJ	1. WBLX-F	1. WKSJ-F	1. WABB-F	1. WKSJ-F
2. WBLX-F	2. WKSJ-F	2. WBLX-F	WBLX-F	2. WBLX-F
3. WKRG-F	3. WKRG-F	3. WKRG-F	3. WKRG-F	3. WKRG-F
4. WABB-F	4. WABB-F	4. WGOK	4. WKSJ-F	4. WABB-F

OTHER RATED STATIONS/METRO SHARE

WABB 1480	1.8	WMOO 1550	.9	WMEZ-F 94.1	Pensa.	.4
WHEP 1310	Foley .4	WWAX 840	1.2	WPMO-F 99.1	Pasca,MS	.6
WIXO 1360	.9	WJLQ-F 100.7	Pensa.	WTKX-F 101.5	Pensa.	.6

FORMATS

	AM	FM	TOTAL	%
BLACK	66 (1)	127 (1)	193 (2)	29.6
ROCK/AOR/CONTEMP		154 (4)	154 (4)	23.6
COUNTRY	25 (1)	128 (1)	153 (2)	23.5
BTFL MUSIC		56 (4)	56 (4)	8.6
MOR/AC	42 (2)		42 (2)	6.4
NOSTALGIA	34 (2)		34 (2)	5.2
UNKNOWN	14 (2)		14 (2)	2.1
RELIGION	6 (1)		6 (1)	0.9

652 (19)

RADIO STATIONS

WGOK, 900, 1 KW	, BLACK	SBN, \$16.50	(Savalli)
WKRG, 710, 1 KW/500 W (DA-N)	, MOR	CBS,MBS, \$50.00	(Katz)
WLLF, 1270, 5 KW (DAYS)	, NOSTALGIA (Al Ham)	ABC-D, \$13.33	(Blair) Capitol
WUNI, 1410, 5 KW (DA-N)	, COUNTRY	NBC, \$17.25	(Lotus) Kirk
WABB-F, 97.5, 100 KW @ 1050,	ROCK	ABC-C, \$38.48	(Eastman)
WBLX-F, 92.9, 63 KW @ 470,	BLACK	RKO, \$29.00	(Howard) Beasley
WJQY-F, 98.3, 3 KW @ 300,	BTFL MUS (Schulke)	, \$23.00	(Masla)
WKRG-F, 99.9, 100 KW @ 350,	ROCK	, \$50.00	(Katz)
WKSJ-F, 94.9, 100 KW @ 410,	COUNTRY	ABC-E, \$45.00*	(Blair) Capitol
WLPR-F, 96.1, 40 KW @ 444,	BTFL MUS (TM)	, \$18.00*	(----)
Other stations - see Pensacola			

MODESTO

Market # 145
 Revenue Rank # 99
 Income Rank # 276
 APR 15.4
 SMSA Pop: 276,500
 CSI: 2.5 Bil (# 125)

Revenue : \$5,278,915
 Income : \$ -114,710
 % Rev Gain: 83.8
 Stations: 25/10
 Diaries: 737/375:1
 CSI HH: 24.6 M (# 80)
 Standard Error: .684

National Rev: \$2,435,923
 Nat Rev per Cap: \$8.81
 Tot Rev per Cap: \$19.09
 Tot Inc per Cap: \$-.41
 Profit Margin: ---
 Retail \$: 1.3 Bil (# 146)
 Retail Sales %: .241

12+ METRO 1/4/SHARE	FAL	SPG	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOSO-F 39/11.1	10.0	8.8	6.2	1. KFYE-F 68	1. KHOP-F 1140/22.7
2. KBEE-F 37/10.6	15.1	10.3	10.5	2. KHOP-F 67	2. KNBR 1011/13.1
3. KHOP-F 32/ 9.1	8.0	8.3	6.9	3. KRAK 62	3. KOSO-F 884/24.2
4. KFIV-F 29/ 8.2	5.1	8.3	7.2	4. KNBR 57	4. KCBS 877/12.5
5. KTRB 26/ 7.4	6.6	5.9	8.0	5. KCBS 56	5. KFYE-F 787/ 7.9
6. KCBS 18/ 5.1	4.3	5.6	6.9	6. KOSO-F 54	6. KRAK 747/ 8.2
7. KMIX-F 17/ 4.9	2.3	4.1	4.3	7. KBEE-F 49	7. KTRB 687/16.4
8. KNBR 14/ 4.0	5.4	4.4	5.8	8. KTRB 45	8. KFRC 579/ 9.2
9. KRAK 11/ 3.1	3.4	5.0	3.3	9. KMYT-F 39	9. KFIV-F 528/18.4
10. KFYE-F 10/ 2.9	2.9	1.5	1.1	10. KFIV-F 36	10. KBEE-F 481/16.8

12+ FM SHARE (METRO): 64.04% (203 of 317) (SPG 81: 58.94%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KOSO-F	1. KFIV-F	1. KOSO-F	1. KOSO-F	1. KBEE-F
2. KHOP-F	KOSO-F	2. KHOP-F	2. KBEE-F	2. KTRB
3. KFIV-F	3. KHOP-F	3. KFIV-F	3. KHOP-F	3. KRAK
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KOSO-F	1. KFIV-F	1. KBEE-F	1. KFIV-F	1. KOSO-F
2. KBEE-F	KHOP-F	2. KHOP-F	KOSO-F	2. KFIV-F
3. KTRB	KOSO-F	KOSO-F	3. KHOP-F	3. KHOP-F

OTHER RATED STATIONS/METRO SHARE

KBEE 970		2.3	KKDJ-F 105.9	Fresno 1.4
KCEY 1390	Turlock	2.0	KMYT-F 97.5	Merced 2.9
KFIV 1360		2.6	KQKK-F 96.7	Manteca 2.9
KLOC 920	Ceres	1.7	KSFO 560	SF .6
KAMB-F 101.5	Merced	.9	KSNN-F 104.7	Los Banos .9
KFBK 1530	Sacramento	.6	KSTN-F 107.3	Stockton 1.1
KFRC 610	SF	2.6	KWGF-F 100.9	Tracy 1.1
KGO 810	SF	.6		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	18 (2)	122 (7)	140 (9)	44.2
COUNTRY	44 (3)	27 (2)	71 (5)	22.4
BTFL MUSIC		47 (2)	47 (2)	14.8
MOR/AC	24 (3)		24 (3)	7.6
NEWS/TALK	22 (3)		22 (3)	6.9
RELIGION	6 (1)	3 (1)	9 (2)	2.8
SPANISH		4 (1)	4 (1)	1.3

317 (25)

RADIO STATIONS

KTRB, 860, 10 KW/1 KW (DA-2), COUNTRY	ABC-E, \$23.45 (Blair)	
KBEE-F, 103.3, 11 KW @ 150, BTFL MUS (Bonne)	, \$13.83 (Katz)	John Price
KFIV-F, 102.3, 3 KW @ 300, CONTEMP	, \$29.75 (MMR)	
KHOP-F, 104.1, 50 KW @ 499, ROCK	ABC-C, \$16.45 (Blair)	
KMIX-F, 98.8, 2 KW @ 390, COUNTRY (TM)	, \$17.50 (Christal)	Behan
KSOS-F, 93.1, 3 KW @ 1790, ROCK	ABC-I, \$25.00 (Selcom)	Space Com
KMYT-F, 97.5, 50 KW @ 493, BTFL MUS	, \$11.50 (Torbet)	(MERCED)

Other stations - see San Francisco, Sacramento, Fresno

MONTGOMERY

Market # 143
 Revenue Rank # 124
 Income Rank # 254
 APR 19.1
 SMSA Pop: 279,700
 CSI: 2.2 Bil (# 146)

Revenue : \$4,256,991
 Income : \$ -55,538
 % Rev Gain: -1.4
 Stations: 12/12
 Diaries: 710/394:1
 CSI HH: 22.1 M (# 160)
 Standard Error: .836

National Rev: \$839,853
 Nat Rev per Cap: \$3.00
 Tot Rev per Cap: \$15.22
 Tot Inc per Cap: \$-.20
 Profit Margin: ---
 Retail \$: 1.1 Bil (# 161)
 Retail Sales %: .330

12+ METRO 1/4/SHARE			SPG 81	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLWI-F	101/23.5	18.0	17.6	1. WLWI-F	177	1. WLWI-F 1384/34.0
2. WXVI	58/13.5	7.9	9.6	2. WHHY-F	91	2. WHHY-F 1171/25.4
3. WQIM-F	52/12.1	6.8	6.7	3. WXVI	60	3. WBAM-F 715/17.6
4. WHHY-F	46/10.7	12.3	13.7	4. WQIM-F	55	4. WQIM-F 591/23.2
5. WREZ-F	36/ 8.4	9.3	7.0	5. WBAM	50	5. WHHY 551/22.3
6. WHHY	35/ 8.1	19.6	18.5	6. WREZ-F	44	6. WBAM 541/ 9.2
7. WBAM-F	23/ 5.3	8.4	6.4	7. WHHY	37	7. WXVI 537/23.1
8. WBAM	17/ 4.0	4.6	6.1	8. WBAM-F	34	8. WREZ-F 387/15.2
9. WCOV	13/ 3.0	4.4	4.5	9. WCOV	15	9. WCOV 325/11.2
10. WMGY	8/ 1.9	.8	2.2	10. WMGY	8	10. WMGY 140/ 4.8

12+ FM SHARE (METRO): 64.66% (258 of 399) (SPG 81: 57.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WHHY-F	1. WLWI-F	1. WLWI-F	1. WLWI-F	1. WLWI-F
WQIM-F	2. WQIM-F	2. WQIM-F	2. WHHY-F	2. WREZ-F
WXVI	3. WHHY-F	3. WXVI	3. WXVI	3. WXVI,
	WXVI			

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHHY-F+	1. WQIM-F	1. WLWI-F	1. WLWI-F	1. WLWI-F
2. WLWI-F	2. WLWI-F	2. WXVI	2. WQIM-F	2. WHHY-F
3. WXVI	3. WXVI	3. WQIM-F	3. WHHY-F	3. WHHY
				WREZ-F

OTHER RATED STATIONS/METRO SHARE

WETU 1250 Wetumpka .5 WLSQ 950 1.9

FORMATS

	AM	FM	TOTAL	%
COUNTRY	19 (2)	101 (1)	120 (3)	30.1
BLACK	58 (1)	52 (1)	110 (2)	27.6
ROCK/AOR/CONTEMP	8 (1)	69 (2)	77 (3)	19.3
MOR/AC	48 (2)		48 (2)	12.0
BTFL MUSIC		36 (1)	36 (1)	9.0
RELIGION	8 (1)		8 (1)	2.0
			399 (12)	

RADIO STATIONS

WBAM, 740, 50 KW (DAYS,DA) , COUNTRY	NBC, \$14.00* (Torbet)	
WCOV, 1170, 10 KW/1 KW (DA-2), MOR/NOST	CBS, \$12.00* (----)	
WHHY, 1440, 5 KW/1 KW (DA-N), AC	ABC-C, \$39.75* (Mc-Guild)	
WMGY, 800, 1 KW (DAYS,DA) , RELIGION	ABC-I, \$ 5.00 (----)	Buck
WXVI, 1600, 5 KW/1 KW (DA-2), BLACK	NBN, \$16.00* (Howard)	
WBAM-F, 93.9, 100 KW @ 730, CONTEMP (Drake-Chen)	, \$14.00* (Torbet)	
WHHY-F, 101.9, 100 KW @ 1050, ROCK	, \$39.75* (Mc-Guild)	
WLWI-F, 92.3, 100 KW @ 700, COUNTRY	ABC-E, \$30.00* (HNW)	
WQIM-F, 95.3, 3 KW @ 230, BLACK (Drake-Chen)	, \$12.00 (Selcom)	(PRATTVILLE)
WREZ-F, 103.3, 28 KW @ 290, BTFL MUS (Schulke)	MBS, \$18.75 (Masla)	

NASHVILLE

Market # 45; ADI # 30
 Revenue Rank # 37
 Income Rank # 371
 APR 16.5
 SMSA Pop: 875,100
 CSI: 7.1 Bil (# 51)

Revenue : \$14,626,148
 Income : \$-1,137,273
 % Rev Gain: 10.2
 Stations: 23/31
 Diaries: 1136/770:1
 CSI HH: 22.4 M (# 173)
 Standard Error: .586

National Rev: \$4,733,088
 Nat Rev per Cap: \$5.41
 Tot Rev per Cap: \$16.71
 Tot Inc per Cap: \$-1.30
 Profit Margin: ---
 Retail \$: 4.2 Bil (# 44)
 Retail Sales %: .275

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKDF-F	147/12.4	12.6	11.9	7.3	5.2	1. WWKX-F 250	1. WWKX-F 3521/25.8
2. WWKX-F	119/10.0	12.9	8.2	8.3	6.0	2. WSIX-F 183	2. WSM 3149/20.7
3. WZEZ-F	112/ 9.4	10.5	8.2	11.5	9.9	3. WKDF-F 178	3. WKDF-F 2234/23.7
WVOL	112/ 9.4	6.7	7.8	9.0	10.6	4. WSM 175	4. WSIX-F 2186/17.5
5. WSIX-F	109/ 9.2	9.3	9.4	11.0	9.9	5. WZEZ-F 154	5. WSM-F 1667/13.9
6. WSM	81/ 6.8	5.6	6.3	8.5	7.8	6. WVOL 113	6. WZEZ-F 1540/16.3
7. WSM-F	75/ 6.3	4.9	9.4	6.5	6.0	7. WSM-F 107	7. WLAC 1130/12.3
8. WLAC	68/ 5.7	6.2	5.6	4.5	6.1	8. WLAC 81	8. WVOL 1003/13.5
9. WJYN-F	40/ 3.4	3.0	2.0	5.0	5.8	9. WUSW-F 50	9. WKOS-F 857/ 8.9
10. WUSW-F	39/ 3.3	2.2	.9	---	---	10. WJYN-F 42	10. WSIX 834/10.1

12+ FM SHARE (METRO): 62.58% (694 of 1109) (SPG 81: 62.08%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WKDF-F	1. WKDF-F	1. WKDF-F	1. WSIX-F	1. WSIX-F
WWKX-F	2. WWKX-F	2. WVOL	2. WZEZ-F	2. WZEZ-F
3. WVOL	3. WVOL	3. WWKX-F	3. WSM-F	3. WSM
	4. WSM-F	4. WSIX-F	4. WWKX-F	4. WLAC
	5. WZEZ-F	5. WSM-F	5. WVOL	WVOL

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WSM	1. WWKX-F	1. WZEZ-F	1. WKDF-F	1. WSIX-F
2. WSIX-F	2. WKDF-F	2. WSIX-F	2. WVOL	2. WKDF-F
3. WKDF-F	3. WSM-F	3. WWKX-F	3. WWKX-F	3. WSM-F
4. WWKX-F	4. WVOL	4. WVOL	4. WSM-F	4. WZEZ-F
5. WZEZ-F	5. WKOS-F	5. WSM-F	5. WSIX-F	5. WSM

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	46 (2)	319 (5)	365 (7)	32.9
COUNTRY	103 (4)	148 (2)	251 (6)	22.6
MOR/AC	40 (2)	115 (2)	155 (4)	14.0
BTFL MUSIC		112 (1)	112 (1)	10.1
BLACK	112 (1)		112 (1)	10.1
NEWS/TALK	68 (1)		68 (1)	6.1
NOSTALGIA	37 (1)		37 (1)	3.3
RELIGION	9 (2)		9 (2)	0.8
			1109 (23)	

NASHVILLE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. WWKX-F	1. WWKX-F	1. WWKX-F	WAMB	1170 3.1
2. WSIX-F	2. WSM	2. WVOL	WDBL-F	94.3 Springfield .3
3. WKDF-F	3. WKDF-F	3. WKDF-F	WDKN	1260 Dickson .3
4. WSM	4. WSIX-F	4. WSIX-F	WGNS	1450 Murfreesboro .5
5. WZEZ-F	5. WSM-F	5. WSM	WIZO	1380 Franklin .4
6. WVOL	6. WZEZ-F	6. WZEZ-F	WJRB	1430 Madison 1.1
7. WSM-F	7. WLAC		WKDA	1240 1.4
8. WLAC	8. WVOL		WKOS-F	96.3 Murfreesboro 2.1
9. WYCQ-F	9. WKOS-F		WMAK-F	92.1 Hendersonville 2.0
10. WUSW-F	10. WSIX		WMAK	1300 2.4
11. WJYN-F	11. WAKQ-F		WNAH	1360 .3
12. WAKQ-F	12. WMAK		WSIX	980 2.9
13. WKOA-F	13. WMAK-F		WWGM	1560 .4
14. WAMB	14. WJYN-F			
15. WGGC-F	15. WYCQ-F			
WSIX				

ADI FM SHARE: 66.29% (1410 of 2127) (SPG 81: 64.84%)

AM STATIONS

WAMB, 1170, 25 KW (DAYS)	, NOSTALGIA (Al Ham)	MBS, \$ 20.00* (----)	
WLAC, 1510, 50 KW (DA-N)	, NEWS/TALK	, \$ 48.00 (RKO)	Sudbrink
WMAK, 1300, 5 KW (DA-N)	, CONTEMP	ABC-C, \$? ? (----)	Mooney
WSIX, 980, 5 KW (DA-N)	, MOR	CBS, \$130.00 (Katz)	GE
WSM, 650, 50 KW	, COUNTRY	NBC, \$ 83.12* (Christal)	
WVOL, 1470, 5 KW/1 KW (DA-N)	, BLACK	NBN, \$ 44.00 (Howard)	

FM STATIONS

WJYN-F, 105.9, 100 KW @ 410, AC (Schulke II)		, \$ 32.00 (RKO)	Sudbrink
WKDF-F, 103.3, 100 KW @ 550, AOR		ABC-E, \$ 50.00* (Torbet)	Dick
WKOS-F, 96.3, 20 KW @ 170, AC		MBS, \$ 9.00 (Midsouth)	(MURFREESBORO)
WMAK-F, 92.1, 3 KW @ 300, CONTEMP		ABC-C, \$? ? (Mc-Guild)	Mooney
WSM-F, 95.5, 100 KW @ 1280, SOFT ROCK		, \$ 83.12 (Christal)	
WSIX-F, 97.9, 100 KW @ 1145, COUNTRY		, \$130.00 (Katz)	GE
WUSW-F, 107.3, 100 KW @ 730, COUNTRY		, \$ 11.00 (----)	(LEBANON)
WWKX-F, 104.5, 100 KW @ 1050, ROCK		RKO, \$ 50.00* (Masla)	
WZEZ-F, 92.9, 100 KW @ 650, BTFL MUS (Bonne)		, \$ 45.00* (Selcom)	South Central
WGGC-F, 95.1, 100 KW @ 385, COUNTRY		, \$ 8.00 (Regional)	(GLASGOW)
WYCQ-F, 102.9, 100 KW @ 510, COUNTRY		ABC-E, \$ 6.00 (----)	(SHELBYVILLE)
WAKQ-F, 101.1, 100 KW @ 513, CONTEMP		, \$ 8.00 (----)	(RUSSELVILLE)

NASSAU-SUFFOLK

Revenue Rank # 35
 Income Rank # 21
 APR 18.0
 CSI: 28.7 Bil (# 11)

Revenue : \$15,460,433
 Income : \$ 1,442,431
 % Rev Gain: 20.4
 Diaries: 1353
 CSI HH: 33.1 M (# 4)

National Rev: \$5,075,220
 Profit Margin: 9.3%
 Retail \$: 13.5 Bil (# 11)
 Retail Sales %: .087
 Standard Error: .547

NOTE: Nassau-Suffolk is a portion of the New York Metro, For this market only those stations home to Nassau-Suffolk are listed. There is no TSA.

12+ METRO	1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ CUME/CUME RATING
1. WBLI-F	221/5.7	5.2	4.5	4.9	4.5	1. WBLI-F 2772/12.8
2. WHLI	152/3.9	2.9	3.7	4.0	3.6	2. WBAB-F 2614/12.1
3. WBAB-F	140/3.6	3.8	3.3	2.7	1.8	3. WAPP-F 1471/ 6.8
4. WAPP-F	114/2.9	2.7	2.7	2.6	2.5	4. WALK-F+ 1368/ 6.3
5. WALK-F+	79/2.0	3.2	2.3	2.5	2.6	5. WLIR-F 1312/ 6.1
6. WKJY-F	72/1.8	1.7	2.3	1.5	1.8	6. WHLI 1297/ 6.0
7. WGSM	70/1.8	2.0	1.4	1.3	1.5	7. WCTO-F 1164/ 5.4
8. WCTO-F	59/1.5	3.3	2.3	2.9	3.2	8. WGSM 983/ 4.5
9. WLIX	49/1.3	---	.4	.3	---	9. WKJY-F 890/ 4.1
10. WLIR-F	46/1.2	1.6	2.0	1.6	1.9	10. WGBB 711/ 3.3

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>
1. WBAB-F	1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WHLI
2. WBLI-F	2. WBAB-F	2. WAPP-F	2. WAPP-F	2. WBLI-F
3. WRCN-F	3. WAPP-F	3. WBAB-F	3. WHLI	3. WALK-F+
4. WLIR-F	4. WLIR-F	4. WGSM	4. WGSM	4. WGSM

<u>12+ AMD</u>	<u>WOMEN 18-34</u>	<u>WOMEN 25-54</u>	<u>MEN 18-34</u>	<u>MEN 25-54</u>
1. WBLI-F	1. WBLI-F	1. WBLI-F	1. WBAB-F	1. WBLI-F
2. WBAB-F	2. WAPP-F	2. WHLI	2. WBLI-F	2. WAPP-F
3. WHLI	3. WBAB	3. WALK-F+	3. WAPP-F	3. WGSM
4. WALK-F+	4. WLIX	4. WAPP-F	4. WLIR-F	4. WHLI

RADIO STATIONS

WGSM, 740, 5 KW (DA,DAYS), MOR	, \$39.00 (Mc-Guild)	Greater Media
WHLI, 1100, 10 KW (DAYS,DA), BIG BAND/NOST (A1 Ham)	, \$40.00 (Roslin)	
WLIX, 540, 250 W (DAYS) , RELIGION	, \$25.00 (Radio Spot)	
WALK-F+, 97.5, 18 KW @ 520, BTFL MUS	, \$32.00 (Roslin)	
WBAB-F, 102.3, 2.3 KW @ 344, AOR	, \$28.00* (----)	
WBLI-F, 106.1, 10 KW @ 500, ROCK	, \$54.50 (Masla)	Beck-Ross
WCTO-F, 94.3, 3 KW @ 300, BTFL MUS	, \$39.00* (Mc-Guild)	Greater Media
WKJY-F, 98.3, 3 KW @ 300, BTFL MUS	, \$35.00* (Roslin)	
WLIR-F, 92.7, 3 KW @ 300, AOR	, \$70.00 (Masla)	
WRCN-F, 103.9, 3 KW @ 466, AOR	, \$30.00* (Unirep)	

WAPP-F - See New York

NEW HAVEN

Market # 100 (56 on county basis)
 Revenue Rank # 85
 Income Rank # 200
 APR 18.1
 SMSA Pop: 418,000
 CSI: 4.1 Bil (# 87)
 (48 on county basis)

Revenue : \$6,160,252
 Income : \$ 25,084
 % Rev Gain: 9.9
 Stations: 28/6
 Diaries: 987/423:1
 CSI HH: 30.9 (# 6 est)
 Standard Error: .664

National Rev: \$1,498,093
 Nat Rev per Cap: \$3.58
 Tot Rev per Cap: \$14.74
 Tot Inc per Cap: \$.06
 Profit Margin: 0.4%
 Retail \$: 1.7 Bil (# 113)
 (65 on county basis)
 Retail Sales %: .298

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RATING
1. WELI 104/15.5	14.6	18.4	20.0	18.5	1. WELI 112	1. WKCI-F 1608/23.3
2. WKCI-F 58/ 8.6	10.9	9.3	10.7	11.0	WKCI-F 112	2. WELI 1363/32.7
3. WPLR-F 48/ 7.1	6.7	6.1	9.3	7.8	3. WPLR-F 71	3. WPLR-F 998/17.4
4. WAVZ 43/ 6.4	8.6	4.8	8.2	4.4	4. WEZN-F 67	4. WTIC 913/ 8.1
5. WNHC 40/ 6.0	6.2	5.8	1.8	2.0	5. WHCN-F 65	WCBS 913/16.5
6. WEZN-F 34/ 5.1	5.6	4.7	5.5	6.1	6. WTIC 63	6. WNBC 909/15.1
7. WCBS 33/ 4.9	3.5	6.1	4.1	4.9	7. WKSS-F 60	7. WHCN-F 865/12.5
8. WHCN-F 32/ 4.8	3.5	5.3	3.2	2.5	8. WWYZ-F 54	8. WEZN-F 860/12.4
9. WWYZ-F 30/ 4.5	3.5	3.7	4.5	4.4	9. WAVZ 51	9. WDRC-F 795/10.3
10. WKSS-F 24/ 3.6	4.6	4.2	2.3	3.1	10. WCBS 46	10. WWYZ-F 703/11.1

12+ FM SHARE (METRO): 49.25% (296 of 601) (SPG 81: 48.26%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WHCN-F	1. WKCI-F	1. WKCI-F	1. WELI	1. WELI
2. WNHC	WPLR-F	2. WPLR-F	2. WKCI-F	2. WAVZ
3. WPLR-F	3. WNHC	3. WELI	3. WWYZ-F	3. WCBS
4. WKCI-F	4. WWYZ-F	4. WNHC	4. WNBC	4. WEZN-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WELI	1. WKCI-F	1. WELI	1. WPLR-F	1. WELI
2. WKCI-F	2. WWYZ-F	2. WKCI-F	2. WKCI-F	2. WKCI-F
3. WPLR-F	3. WNHC	3. WWYZ-F	3. WNHC	3. WWYZ-F
4. WNHC	WPLR-F	4. WNHC	4. WHCN-F	4. WCBS

OTHER RATED STATIONS/METRO SHARE

WSCR 1220	1.8	WPOP 1410	Hart .3	WHN 1050	NY 1.8
WYBC-F 94.3	2.5	WRCH-F 100.5	N. Brit.1.9	WICC 600	Bridge. 1.0
WADS 690	Anson .4	WTIC 1080	Hart 2.4	WINS 1010	NY .4
WCCC-F 106.9	Hart .4	WTIC-F 96.5	Hart .9	WNBC 660	NY 3.1
WDRC-F 102.9	Hart 2.2	WABC 770	NY .3	WOR 710	NY 1.0
WIOF-F 104.1	Water. .9	WBLS-F 107.5	NY .6	WRKI-F 95.1	Brook .9

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	63 (3)	168 (7)	231 (10)	38.4
MOR/AC	130 (4)	36 (2)	166 (6)	27.6
BTFL MUSIC		71 (3)	71 (3)	11.8
NEWS/TALK	45 (4)		45 (4)	7.5
NOSTALGIA	43 (1)		43 (1)	7.2
COUNTRY	24 (2)		24 (2)	4.0
BLACK/JAZZ		21 (2)	21 (2)	3.5
			601 (28)	

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), NOSTALGIA (Al Ham)	ABC-I, \$73.75 (Mc-Guild)
WELI, 960, 5 KW (DA-N), MOR (Burk-Abr)	, \$62.25 (Blair) Insilco
WNHC, 1340, 1 KW/250 W, CONTEMP	SBN, \$20.00 (Savalli)
WKCI-F, 101.3, 10 KW @ 1070, ROCK	, \$73.75 (Mc-Guild)
WPLR-F, 99.1, 14 KW @ 950, AOR	, \$58.75 (Christal) General

NEW ORLEANS

Market # 33; ADI # 34
 Revenue Rank # 30
 Income Rank # 77
 APR 19.6
 SMSA Pop: 1,207,400
 CSI: 11.3 Bil (# 32)

Revenue : \$17,329,906
 Income : \$ 363,328
 % Rev Gain: 13.3
 Stations: 19/22
 Diaries: 1491/810:1
 CSI HH: 25.6 M (# 51)
 Standard Error: .550

National Rev: \$4,575,905
 Nat Rev per Cap: \$3.79
 Tot Rev per Cap: \$14.35
 Tot Inc per Cap: \$.30
 Profit Margin: 2.1%
 Retail \$: 5.9 Bil (# 34)
 Retail Sales %: .250

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WAIL-F 246/12.9	10.6	8.4	5.2	3.7	1. WAIL-F 341	1. WEZB-F 3180/23.4
2. WEZB-F 163/ 8.6	11.5	10.3	10.7	10.3	2. WEZB-F 226	2. WAIL-F 3089/21.7
3. WRNO-F 162/ 8.5	7.3	8.1	6.5	4.8	3. WRNO-F 197	3. WTIK 2672/17.0
4. WNOE-F 129/ 6.8	8.4	6.7	9.9	4.2	4. WNOE-F 185	4. WWL 2538/16.1
5. WYLD-F 121/ 6.4	6.8	5.6	6.7	7.0	5. WTIK 151	5. WRNO-F 2178/17.8
6. WBYU-F 113/ 5.9	7.5	7.7	8.0	8.6	6. WWL 140	6. WNOE-F 2160/14.6
7. WTIK 106/ 5.6	5.0	7.8	6.9	8.4	7. WBYU-F 131	7. WQUE-F 1800/15.5
8. WAJY-F 95/ 5.0	5.7	5.9	3.1	3.0	8. WYLD-F 129	8. WBYU-F 1579/13.0
9. WWL 91/ 4.8	4.8	3.9	4.8	4.5	9. WAJY-F 108	9. WYLD-F 1534/13.6
10. WQUE-F 86/ 4.5	5.2	6.2	4.5	5.1	10. WQUE-F 101	10. WNOE 1470/ 9.1
11. WGSO 83/ 4.4	5.1	3.0	5.6	5.2	11. WGSO 86	11. WAJY-F 1417/11.7
12. WSMB 70/ 3.7	3.5	5.2	5.7	6.5	12. WNOE 83	12. WYLD 1266/ 9.9

12+ FM SHARE (METRO): 62.05% (1115 of 1797) (SPG 81: 62.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WAIL-F	1. WAIL-F	1. WAIL-F	1. WAIL-F	1. WBYU-F
2. WEZB-F	2. WRNO-F	2. WRNO-F	2. WNOE-F	2. WNOE-F
3. WRNO-F	3. WEZB-F	3. WEZB-F	3. WAJY-F	3. WAJY-F
4. WBOK	4. WYLD-F	4. WYLD-F	4. WBYU-F	4. WWL
5. WNOE-F	5. WQUE-F	5. WNOE-F	5. WYLD-F	5. WNNR

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WAIL-F	1. WAIL-F	1. WAIL-F	1. WRNO-F	1. WAIL-F
2. WEZB-F	2. WEZB-F	2. WAJY-F	2. WAIL-F	2. WYLD-F
3. WWL	3. WRNO-F	3. WNOE-F	3. WEZB-F	3. WNOE-F
4. WNOE-F	WYLD-F	4. WBYU-F	4. WQUE-F	4. WRNO-F
5. WGSO	5. WQUE-F	5. WEZB-F	WYLD-F	5. WTIK

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	106 (1)	446 (3)	552 (4)	30.7
BLACK/URBAN	184 (3)	246 (1)	430 (4)	23.9
MOR/AC/VARIETY	161 (2)	181 (2)	342 (4)	19.0
COUNTRY	49 (1)	129 (1)	178 (2)	9.9
BTFL MUSIC		113 (1)	113 (1)	6.3
NEWS/TALK	83 (1)		83 (1)	4.6
NOSTALGIA	81 (2)		81 (2)	4.5
RELIGION	18 (1)		18 (1)	1.0
			1798 (19)	

NEW ORLEANS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WAIL-F	1. WEZB-F	1. WAIL-F	WBOK	1230	3.2
2. WEZB-F	2. WAIL-F	2. WEZB-F	WNNR	990	3.3
3. WRNO-F	3. WTIK	WNOE	WNOE	1060	2.6
4. WNOE-F	4. WRNO-F	4. WRNO-F	WSHO	800	2.0
5. WTIK	5. WWL	5. WBYU-F	WVOG	600	.9
6. WBYU-F	6. WNOE-F	6. WWL	WWIW	1450	2.3
7. WYLD-F	7. WQUE-F	7. WTIK	WYLD	940	3.2
8. WWL	8. WBYU-F	8. WSMB			
9. WAJY-F	9. WYLD-F	9. WYLD-F			
10. WQUE-F	10. WAJY-F	10. WGSO			
11. WGSO	11. WNOE				
12. WNOE	12. WYLD				
13. WNNR	13. WGSO				
14. WSMB	14. WBOK				
15. WYLD	15. WSMB				

ADI FM SHARE: 62.48% (1462 of 2340) (SPG 81: 62.28%)

AM STATIONS

WBOK, 1230, 1 KW/250 W	, BLACK	SBN, \$32.75	(Howard)	
WGSO, 1280, 5 KW (DA-1)	, NEWS/TALK	RKO II, ABC-I, \$61.60	(Eastman)	Insilco
WNNR, 990, 1 KW (DAYS)	, BLACK/GOSPEL	NBN, \$20.00*	(Selcom)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, COUNTRY	ABC-C, \$35.00*	(Mc-Guild)	
WSMB, 1350, 5 KW (DA-N)	, MOR	MBS, \$29.00	(Howard)	McMillan Oil
WTIX, 690, 10 KW/5 KW (DA-2)	, CONTEMP/AC	NBC, \$69.00	(Blair)	Storz
WWL, 870, 50 KW (DA-1)	, VARIETY	CBS, \$74.00	(Katz)	Loyola Univ
WYLD, 940, 10 KW/500 W (DA-2)	, BLACK	, \$22.50*	(Howard)	

FM STATIONS

WAIL-F, 105.3, 100 KW @ 407, URBAN	Source, \$60.00*	(Selcom)	
WAJY-F, 101.9, 100 KW @ 825, AC (Schulke II)	, \$74.00	(Katz)	Loyola Univ
WBYU-F, 95.7, 100 KW @ 600, BTFL MUS (Schulke)	, \$69.37	(Christal)	Swanson
WEZB-F, 97.1, 100 KW @ 511, ROCK (Burk-Abr)	RKO, \$75.00*	(Torbet)	EZ
WNOE-F, 101.1, 100 KW @ 440, COUNTRY (TM)	ABC-C, \$50.00*	(Mc-Guild)	
WQUE-F, 93.3, 100 KW @ 512, AC	, \$61.00*	(Eastman)	Insilco
WRNO-F, 99.5, 100 KW @ 500, AOR	ABC-F, \$54.00	(Masla)	Gulf South
WYLD-F, 98.5, 100 KW @ 480, ROCK	, \$45.00*	(Howard)	

NEW YORK

Market # 1; ADI # 1
 Revenue Rank # 2
 Income Rank # 2
 APR 19.8
 SMSA Pop: 8,983,600
 CSI: 93.0 Bil (# 1)

Revenue : \$131,430,076
 Income : \$ 19,370,263
 % Rev Gain: 15.0
 Stations: 47/41
 Diaries: 5975/1503:1
 CSI HH: 25.7 M (# 57)
 Standard Error: .312

National Rev: \$34,033,692
 Nat Rev per Cap: \$3.79
 Tot Rev per Cap: \$14.63
 Tot Inc per Cap: \$2.16
 Profit Margin: 14.7%
 Retail \$: 38.1 Bil (# 1)
 Retail Sales%: .298

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
1. WKTU-F	1644/6.2	4.5	6.1	7.5	6.4	1. WOR 1729	1. WNBC 26735/15.7
2. WOR	1587/5.9	6.5	6.2	6.2	5.9	2. WKTU-F 1674	2. WCBS 26305/17.0
3. WRKS-F	1571/5.9	5.1	5.6	3.3	1.6	3. WRKS-F 1622	3. WINS 24326/17.5
4. WBLS-F	1369/5.1	5.9	5.9	6.1	7.4	4. WBLS-F 1434	4. WKTU-F 22837/16.5
5. WYNY-F	1251/4.7	4.6	4.4	4.1	3.6	5. WCBS 1357	5. WABC 22193/14.1
6. WPLJ-F	1196/4.5	4.0	4.5	4.1	4.5	6. WYNY-F 1296	6. WOR 20311/13.8
7. WCBS	1191/4.5	4.2	4.2	4.5	4.8	7. WPLJ-F 1277	7. WYNY-F 19887/14.1
8. WINS	1151/4.3	5.2	5.6	4.4	4.3	8. WNBC 1246	8. WRKS-F 19863/14.2
9. WRFM-F	1125/4.2	4.5	4.4	4.5	4.9	9. WINS 1177	9. WPLJ-F 18127/12.3
10. WNBC	995/3.7	3.9	4.5	3.9	4.6	10. WRFM-F 1138	10. WBLS-F 18112/12.7
11. WPAT-F	876/3.3	3.9	3.8	2.7	3.6	11. WPAT-F 904	11. WCBS-F 14352/10.2
12. WNEW	862/3.2	2.7	3.0	4.0	3.7	12. WNEW 903	12. WPAT-F 13163/ 9.4
13. WNEW-F	762/2.9	2.5	2.4	2.5	2.8	13. WABC 820	13. WHN 11700/ 7.3
14. WCBS-F	736/2.8	2.6	2.7	3.7	2.2	14. WHN 805	14. WNEW-F 11387/ 8.0
15. WHN	711/2.7	2.4	2.1	2.8	2.4	15. WNEW-F 797	15. WRFM-F 11267/ 8.1
16. WABC	707/2.6	3.8	3.1	3.7	4.6	16. WCBS-F 766	16. WMCA 10630/ 7.6
17. WPAT	640/2.4	2.5	2.0	1.8	2.8	17. WPAT 646	17. WNEW 10380/ 7.2
18. WJIT	591/2.2	2.3	2.5	1.9	1.6	18. WMCA 606	18. WPIX-F 9716/ 6.9
19. WMCA	587/2.2	2.5	2.2	3.0	2.2	19. WJIT 591	19. WPAT 8712/ 6.3
20. WADO	511/1.9	2.0	2.1	1.9	2.0	20. WADO 511	20. WKHK-F 8270/ 5.8
21. WKHK-F	457/1.7	1.5	1.5	1.5	1.0	21. WKHK-F 486	21. WQXR-F+ 7234/ 5.0
22. WPIX-F	433/1.6	1.2	.8	1.3	2.2	22. WPIX-F 449	22. WAPP-F 6326/ 4.6
23. WAPP-F	412/1.5	1.4	1.5	1.5	1.6	23. WAPP-F 415	23. WNCN-F 4755/ 3.4
24. WQXR-F+	373/1.4	1.7	1.3	1.2	1.3	24. WQXR-F+ 394	24. WADO 4725/ 3.5
25. WNCN-F	264/1.0	1.1	.7	.8	1.3	25. WEZN-F 323	25. WVNJ-F 4078/ 2.8

12+ FM SHARE: 55.17% (13592 of 25563) (SPG 81: 53.46%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WKTU-F	1. WRKS-F	1. WKTU-F	1. WYNY-F	1. WRFM-F
2. WPLJ-F	2. WKTU-F	2. WRKS-F	2. WBLS-F	2. WOR
3. WRKS-F	3. WYNY-F	3. WYNY-F	3. WKTU-F	3. WCBS
4. WBLS-F	4. WBLS-F	4. WBLS-F	4. WRKS-F	4. WNEW
5. WNBC	5. WPLJ-F	5. WPLJ-F	5. WNBC	5. WPAT-F
6. WYNY-F	6. WNEW-F	6. WNBC	6. WCBS	6. WINS
7. WABC	7. WNBC	7. WNEW-F	7. WCBS-F	7. WCBS-F
8. WBAB-F	8. WCBS-F	8. WCBS-F	8. WRFM-F	8. WBLS-F
9. WPIX-F	9. WPIX-F	9. WCBS	9. WINS	9. WHN
10. WNEW-F	10. WAPP-F	10. WABC	10. WOR	10. WNBC

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WOR	1. WKTU-F	1. WBLS-F	1. WPLJ-F	1. WYNY-F
2. WINS	2. WRKS-F	2. WRKS-F	2. WNEW-F	2. WBLS-F
3. WCBS	3. WBLS-F	3. WYNY-F	3. WYNY-F	3. WCBS
4. WNBC	4. WYNY-F	4. WKTU-F	4. WRKS-F	4. WCBS-F
5. WBLS-F	5. WPLJ-F	5. WNBC	5. WKTU-F	5. WKTU-F
6. WRKS-F	6. WNBC	6. WJIT	6. WBLS-F	6. WRFM-F
7. WKTU-F	7. WNEW-F	7. WCBS-F	7. WNBC	7. WRKS-F
8. WNEW	8. WPIX-F	WOR	8. WAPP-F	8. WNBC
9. WPLJ-F	9. WCBS-F	9. WCBS	9. WCBS-F	9. WNBC

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
<u>FORMATS</u>				
NEWS/TALK	5223 (5)		5223 (5)	20.4
BLACK/URBAN/DISCO	494 (3)	4584 (3)	5078 (6)	19.9
ROCK/AOR/CONTEMP	995 (1)	3248 (7)	4243 (8)	16.6
BTFL MUSIC	640 (1)	2572 (6)	3212 (7)	12.6
MOR/AC	402 (5)	2186 (5)	2588 (10)	10.1
SPANISH	1220 (3)		1220 (3)	4.8
COUNTRY	711 (1)	457 (1)	1168 (2)	4.6
BIG BAND/NOST	1052 (2)		1052 (2)	4.1
CLASSICAL	92 (1)	545 (2)	637 (3)	2.5
RELIGION	142 (1)		142 (1)	0.6

25563 (47)

NEW YORK 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. WOR	1. WCBS	1. WINS	WALK-F+	97.5	Patchoque .3
2. WKTU-F	2. WNBC	2. WKTU-F	WBAB-F	102.3	Babylon .6
3. WRKS-F	3. WINS	3. WNBC	WBLI-F	106.1	Patchoque .8
4. WBLS-F	4. WKTU-F	4. WCBS	WBNX	1380	.4
5. WYNY-F	5. WABC	5. WBLS-F	WCTC	1450	New Bruns .6
6. WCBS	6. WRKS-F	6. WRKS-F	WGSM	740	Huntington .3
7. WPLJ-F	7. WYNY-F	7. WOR	WHLI	1100	Hempstead .7
8. WINS	8. WOR	8. WPLJ-F	WHUD-F	100.7	Peekskill .4
9. WNBC	9. WPLJ-F	9. WHN	WJLK-F+	94.3	Asbury Park .3
10. WRFM-F	10. WBLS-F	10. WJIT	WKJY-F	98.3	Hempstead .3
11. WPAT-F	11. WCBS-F		WLIB	1190	.5
12. WNEW	12. WPAT-F		WLIR-F	92.7	Garden City .3
13. WNEW-F	13. WNEW-F		WMGQ-F	98.3	New Bruns .3
14. WABC	14. WRFM-F		WNJR	1430	Newark .4
15. WCBS-F	15. WHN		WVNJ	620	Newark .5
			WVNJ-F	100.3	Newark .9
			WWDJ	970	Hackensack .5
			WWRL	1600	.9
			WEZN-F	99.9	Bridgeport .5

ADI FM SHARE: 54.91% (14275 of 25996) (SPG 81: 53.03%)

AM STATIONS

WABC, 770, 50 KW	, TALK	ABC-I, \$220.00*	(Blair)	ABC
WADO, 1280, 5 KW (DA-1)	, SPANISH	, \$ 88.75	(----)	
WCBS, 880, 50 KW	, NEWS	CBS, \$375.00	(CBS Spot)	CBS
WHN, 1050, 50 KW (DA-1)	, COUNTRY	MBS, \$240.75*	(Christal)	Mutual
WINS, 1010, 50 KW (DA-1)	, NEWS	ABC-I, \$300.00*	(RAR)	Westinghouse
WJIT, 1480, 5 KW (DA-2)	, SPANISH	, \$ 86.00	(Caballero)	Infinity
WMCA, 570, 5 KW (DA-1)	, TALK	APR,SBN, \$140.00*	(----)	
WNBC, 660, 50 KW	, CONTEMP	NBC, \$240.00	(HNW)	NBC
WNEW, 1130, 50 KW (DA-N)	, BIG BAND/NOST	, \$198.13	(Katz)	Metromedia
WOR, 710, 50 KW (DA-1)	, TALK	ABC-E,RKO II, \$250.00*	(RKO)	RKO
WPAT, 930, 5 KW (DA-2)	, BTFL MUS (Schulke)	, \$125.00	(Eastman)	Capital Cities

FM STATIONS

WBLS-F, 107.5, 5.4 KW @ 1241	, BLACK	SBN, \$306.25	(Mc-Guild)	Inner City
WCBS-F, 101.1, 4.6 KW @ 1300	, OLDIES	CBS-R, \$228.75	(CBS/FM)	CBS
WKHK-F, 106.7, 5.4 KW @ 1218	, COUNTRY	, \$ 98.75	(Howard)	Viacom
WKTU-F, 92.3, 5.4 KW @ 1200	, URBAN	, \$316.88	(Torbet)	Infinity
WNEW-F, 102.7, 5.9 KW @ 1360	, AOR	Source, \$206.88	(Katz)	Metromedia
WNCN-F, 104.3, 5.4 KW @ 1220	, CLASSICAL	, \$ 72.50	(Lotus)	GAF
WPAT-F, 93.1, 12 KW @ 870	, BTFL MUS (Schulke)	, \$125.00	(Eastman)	Capital Cities
WPIX-F, 101.9, 5.4 KW @ 1228	, ROCK	, \$ 85.63	(Christal)	Tribune Co.
WPLJ-F, 95.5, 7.2 KW @ 1270	, AOR	ABC-R, \$250.00	(Blair)	ABC

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

NORFOLK

Market # 34 (approx); ADI # 46
 Revenue Rank # 38 (approx)
 Income Rank # 368 (approx)
 APR 18.0
 SMSA Pop: 1,188,700
 CSI: 9.5 Bil (# 41 approx)

Revenue : \$12,924,357
 Income : \$ -768,254
 % Rev Gain: 15.3
 Stations: 26/19
 Diaires: 1642/724:1
 CSI HH: 23.1 M (# 147)
 Standard Error: .508

National Rev: \$3,208,568
 Nat Rev per Cap: \$2.70
 Tot Rev per Cap: \$10.87
 Tot Inc per Cap: \$-.65
 Profit Margin: ---
 Retail \$: 5.7 Bil (# 37 appr)
 Retail Sales %: .195

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WCMS-F	155/8.9	10.8	9.8	8.0	8.2	1. WCMS-F 182	1. WMYK-F 2425/20.4
2. WFOG-F	149/8.6	10.0	6.5	7.6	9.2	2. WOWI-F 169	2. WCMS-F 2271/18.9
WNOR-F	149/8.6	7.1	7.6	6.8	6.9	3. WMYK-F 168	3. WOWI-F 2228/17.3
4. WMYK-F	140/8.1	---	10.1	8.1	9.0	4. WFOF-F 167	4. WNOR-F 2221/21.3
5. WLTY-F	133/7.7	7.8	4.6	3.9	4.3	5. WNOR-F 164	5. WLTY-F 1981/16.9
6. WOWI-F	129/7.4	5.9	5.2	9.8	6.8	6. WLTY-F 163	6. WFOG-F 1717/15.7
7. WPCE	108/6.2	3.4	4.2	3.2	3.6	7. WPCE 108	7. WRAP 1615/14.4
8. WTAR	87/5.0	5.4	7.4	6.6	6.1	8. WTAR 94	8. WTAR 1562/14.3
9. WGH	78/4.5	5.9	5.5	5.5	7.1	9. WGH 82	9. WGH 1484/14.6
10. WNOR	73/4.2	2.6	1.4	1.3	2.6	10. WRAP 79	10. WNOR 1118/11.4
11. WRAP	69/4.0	3.8	5.9	5.0	5.3	11. WNOR 73	11. WWDE-F 1019/ 9.9
12. WWDE-F	55/3.2	3.7	5.9	5.5	5.7	12. WWDE-F 56	12. WQRK-F 917/ 8.5
13. WNIS	52/3.0	3.5	2.5	2.9	2.7	13. WNIS 55	13. WPCE 880/ 9.1

12+ FM SHARE (METRO): 63.64% (1036 of 1628) (SPG 81: 64.35%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WMYK-F	1. WNOR-F	1. WNOR-F	1. WCMS-F	1. WFOG-F
2. WNOR-F	2. WMYK-F	2. WLTY-F	2. WLTY-F	2. WCMS-F
3. WOWI-F	3. WOWI-F	3. WCMS-F	3. WOWI-F	3. WTAR
4. WNOR	4. WLTY-F	4. WMYK-F	4. WFOG-F	4. WPCE
5. WRAP	5. WCMS-F	5. WOWI-F	5. WPCE	5. WLTY-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WCMS-F	1. WLTY-F	1. WCMS-F	1. WNOR-F	1. WLTY-F
2. WTAR	2. WOWI-F	2. WFOG-F	2. WMYK-F	2. WCMS-F
3. WFOG-F	3. WNOR-F	3. WPCE	3. WOWI-F	3. WOWI-F
WMYK-F+	4. WCMS-F	4. WLTY-F	4. WLTY-F	4. WNOR-F
5. WLTY-F	WMYK-F	5. WGH	5. WCMS-F	5. WFOG-F WMYK-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	96 (2)	473 (5)	577 (7)	35.4
BLACK/JAZZ	250 (3)	129 (1)	379 (4)	23.3
COUNTRY	51 (2)	174 (2)	225 (4)	13.8
BTFL MUSIC	13 (1)	149 (1)	162 (2)	10.0
MOR/AC	93 (2)	55 (1)	148 (3)	9.1
NEWS/TALK	52 (1)		52 (1)	3.2
RELIGION	12 (1)	23 (1)	35 (2)	2.1
CLASSICAL		33 (1)	33 (1)	2.0
NOSTALGIA	22 (1)		22 (1)	1.4
UNKNOWN	5 (1)		5 (1)	0.3

1628 (26)

NORFOLK ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WCMS-F	1. WMYK-F	1. WCMS-F	WBCI-F	96.5	Williamsburg	1.0
2. WFOG-F	2. WCMS-F	2. WFOG-F	WCMS	1050		2.2
WNOR-F	3. WNOR-F	3. WTAR	WCPK	1600	Chesapeake	.7
4. WOWI-F	4. WOWI-F	4. WMYK-F	WGH-F	97.3		1.9
5. WMYK-F	5. WLTY-F	5. WLTY-F	WKEZ-F	94.1	Yorktown	1.1
6. WLTY-F	6. WFOG-F	6. WNOR-F	WLPM	1450	Suffolk	.3
7. WPCE	7. WRAP	7. WOWI-F	WMBG	740	Williamsburg	.3
8. WTAR	8. WTAR	8. WGH	WPEX	1490	Hampton	.7
9. WGH	9. WGH	9. WPCE	WPMH	1010	Portsmouth	.7
10. WRAP	10. WNOR	10. WNIS	WQRK-F	104.5		1.9
11. WNOR	11. WWDE-F		WTJZ	1270		1.3
12. WWDE-F	12. WQRK-F		WXRI-F	105.3	Portsmouth	1.3
13. WNIS	13. WPCE		WZAM	1110		.9
14. WCMS	14. WNIS					
15. WQRK-F	15. WCMS					

ADI FM SHARE: 64.85% (1229 of 1895) (SPG 81: 65.26%)

AM STATIONS

WCMS, 1050, 5 KW (DAYS,DA), COUNTRY	ABC-D, \$28.00* (Katz)	
WGH, 1310, 5 KW (DA-N), CONTEMP	, \$38.00* (Blair)	
WNIS, 1350, 5 KW (DA-2), NEWS	NBC, \$30.00* (HNW)	Sinclair
WNOR, 1230, 1 KW/250 W, BLACK	RKO, \$22.00* (RKO)	Josephson
WPCE, 1400, 1 KW/250 W, BLACK/GOSPEL	SBN, \$30.00* (Mc-Guild)	
WRAP, 850, 5 KW/1 KW, BLACK	NBN, \$36.25 (Howard)	Rollins
WTAR, 790, 5 KW (DA-N), MOR	CBS, \$50.00* (Christal)	Landmark

FM STATIONS

WCMS-F, 100.5, 50 KW @ 509, COUNTRY	ABC-E, \$80.00* (Katz)	
WFOG-F, 92.9, 50 KW @ 500, BTFL MUS (Bonne)	, \$59.75 (Torbet)	McCormick
WGH-F, 97.3, 74 KW @ 420, CLASSICAL	, \$22.00* (Blair)	
WLTY-F, 95.7, 40 KW @ 881, CONTEMP/AC	, \$45.00* (Christal)	Landmark
WNOR-F, 98.7, 50 KW @ 549, AOR	RKO, \$45.00* (RKO)	Josephson
WOWI-F, 102.9, 50 KW @ 500, BLACK (Drake-Chen)	SBN, \$40.00* (Mc-Guild)	
WQRK-F, 104.5, 50 KW @ 418, CONTEMP/AC (Burk-Abr)	ABC-C, \$25.00* (Selcom)	
WWDE-F, 101.3, 50 KW @ 380, CONTEMP (Drake-Chen)	CBS-R, \$35.00* (CBS FM)	Golden West
WMYK-F, 93.7, 100 KW @ 940, AOR	ABC-F Source, \$41.25 (Eastman)	

NORTHEAST PENNSYLVANIA

(Scranton/Wilkes-Barre)

Market # 66; ADI # 49
 Revenue Rank # 71
 Income Rank # 337
 APR 20.3
 SMSA Pop: 642,600
 CSI: 4.8 Bil (# 75)

Revenue : \$7,450,693
 Income : \$ -314,007
 % Rev Gain: 10.6
 Stations: 34/23
 Diaries: 1026/626:1
 CSI HH: 19.6 M (# 288)
 Standard Error: .669

National Rev: \$1,120,700
 Nat Rev per Cap: \$1.74
 Tot Rev per Cap: \$11.59
 Tot Inc per Cap: \$-.49
 Profit Margin: ---
 Retail \$: 2.6 Bil (# 78)
 Retail Sales %: .255

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME	RAT
1. WKRZ-F	127/11.3	9.0	10.5	7.7	2.9	1. WKRZ-F 141	1. WARM	1996/31.7	
2. WARM	121/10.8	8.7	9.8	10.3	12.9	2. WARM 137	2. WKRZ-F	1825/29.6	
3. WNAK	98/ 8.7	12.1	8.1	9.8	9.2	3. WNAK 99	3. WGBI-F	1128/15.7	
4. WEZX-F	80/ 7.1	8.5	7.3	7.5	5.8	4. WEZX-F 94	4. WILK	1076/18.7	
5. WILK	63/ 5.6	3.2	6.2	3.7	6.0	5. WGBI-F 83	5. WEZX-F	1001/15.5	
6. WGBI-F	54/ 4.8	7.1	5.6	9.6	8.2	6. WILK 63	6. WNAK	811/14.1	
7. WEJL	47/ 4.2	5.2	3.8	4.3	4.2	7. WEJL 56	7. WEJL	788/12.5	
8. WBAX	40/ 3.6	2.6	2.9	1.4	3.8	8. WYZZ-F 49	8. WYZZ-F	684/10.6	
9. WYZZ-F	39/ 3.5	3.5	4.2	3.4	4.4	9. WZZO-F 44	9. WGBI	532/ 8.1	
10. WICK	38/ 3.4	2.8	3.4	1.6	3.0	10. WVCD-F 42	10. WVCD-F	518/ 7.0	

12+ FM SHARE (METRO): 45.82% (477 of 1041) (SPG 81: 48.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WKRZ-F	1. WARM
2. WEZX-F	2. WEZX-F	2. WEZX-F	2. WARM	2. WNAK
	3. WILK	3. WARM	3. WGBI-F	3. WICK
	4. WGBI-F	WILK	4. WILK	WKRZ-F
			WBAX	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WARM	1. WKRZ-F	1. WKRZ-F	1. WEZX-F	1. WKRZ-F
2. WKRZ-F	2. WEZX-F	2. WARM	2. WKRZ-F	2. WARM
3. WILK	3. WGBI-F	3. WNAK	3. WZZO-F	3. WEZX-F
4. WNAK	4. WILK	WILK	WILK	4. WGBI-F
				WBAX

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	79 (3)	330 (9)	409 (12)	39.3
MOR/AC	222 (7)	46 (2)	268 (9)	25.7
NOSTALGIA	120 (2)		120 (2)	11.5
BTFL MUSIC	38 (1)	79 (3)	117 (4)	11.2
COUNTRY	61 (2)	7 (1)	68 (3)	6.5
NEWS/TALK	44 (3)		44 (3)	4.2
UNKNOWN		15 (1)	15 (1)	1.4
			1041 (34)	

SCRANTON/WILKES-BARRE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WKRZ-F	1. WKRZ-F	1. WARM	WARD	1540	Pittston 2.9
2. WARM	2. WARM	2. WKRZ-F	WAZL	1490	Hazleton 2.1
3. WILQ-F	3. WGBI-F	3. WILK	WBQW	1320	Scranton 1.2
4. WNAK	4. WILK	WEZX-F	WCDL	1440	Carbondale 1.2
5. WEZX-F	5. WHLM-F+	5. WBAX	WGBI	910	Scranton 1.9
6. WGBI-F	6. WEZX-F	6. WAZL	WKRZ	1340	Wilkes-Barre 2.0
7. WHLM-F+	7. WILQ-F	7. WNAK	WLSP-F	94.3	Carbondale 1.3
8. WILK	8. WNAK	8. WYZZ-F	WMJW-F	92.1	Nanticoke .8
9. WEJL	9. WEJL	9. WEJL	WPCM	96.0	Mount Pocono .8
WVCD-F	10. WYZZ-F	WZZO-F	WQE-Q-F	103.1	Freeland 2.3
11. WYZZ-F	11. WVCD-F		WVCD-F	97.9	Hazleton 2.6
12. WOEZ-F	12. WKS-B-F		WVPO	84.0	Stroudsburg .4
13. WZZO-F	13. WGBI		WVPO-F	93.5	Stroudsburg 1.2
14. WSQV-F	14. WPPA		WVWL-F	104.9	Scranton 1.8
WBAX	15. WAZL		WHLM-F+	106.5	Bloomsburg .6
			WLSH	1410	Lansford .3
			KYW	1060	Philadelphia .4
			WABC	770	New York .5
			WFMV-F	106.3	Blainstown,NJ .7
			WLEV-F	96.1	Easton .4
			WQQQ-F	99.9	Easton 1.0
			WXKW-F	104.1	Allentown .6
			WZZO-F	95.1	Bethlehem 2.8

ADI FM SHARE: 53.51% (1089 of 2035) (SPG 81: 52.59%)

AM STATIONS

WARM, 590, 5 KW (DA-2)	, MOR	, \$48.13 (Eastman)	Susquehanna
WAZL, 1490, 1 KW/250 W	, MOR	NBC, \$ 9.25 (Market 4)	(HAZLETON)
WBAX, 1240, 1 KW/250 W	, COUNTRY	ABC-E, \$15.25 (Torbet)	Merv Griffin
WEJL, 630, 500 W (DAYS)	, MOR	ABC-I, \$26.50* (Selcom)	Shamrock Comm
WGBI, 910, 1 KW/500 W	, COUNTRY (Drake-Chen)	CBS, \$14.00* (Torbet)	
WICK, 1400, 1 KW/250 W	, BTFL MUS	, \$12.00* (Masla)	
WILK, 980, 5 KW/1 KW (DA-N)	, CONTEMP	ABC-E,RKO, \$21.00* (Mc-Guild)	
WNAK, 730, 1 KW (DAYS)	, NOSTALGIA/MOR**	NBC, \$22.00* (Lotus)	
WPPA, 1360, 5 KW/500 W (DA-2), AC		CBS, \$12.00 (PRO)	(POTTSVILLE)

FM STATIONS

WEZX-F, 107.1, 125 W @ 1270, AOR (Burk-Abr)	Source, \$30.00* (Selcom)	Shamrock Comm
WGBI-F, 101.3, 7 KW @ 1100, CONTEMP (Drake-Chen)	, \$24.00* (Torbet)	
WKRZ-F, 98.5, 7 KW @ ? ?, ROCK	, \$55.00 (Katz)	Executive
WVCD-F, 97.9, 24 KW @ 640, BTFL MUS (TM)	, \$11.00 (Market 4)	(HAZLETON)
WYZZ-F, 92.9, 50 KW @ 1065, BTFL MUS/CLASS	MBS, \$19.25 (Masla)	
WHLM-F+, 106.5, 10 KW @ 597, CONTEMP	NBC, \$ 7.00 (----)	(BLOOMSBURG)
WILQ-F, 105.1, 4 KW @ 1300, COUNTRY	ABC-I, \$17.82 (PRO)	(WILLIAMSPORT)
WOEZ-F, 100.9, 410 W @ 760, BTFL MUS (FM-100)	, \$ 8.00 (----)	(MILTON)
WSQV-F, 97.7, 3 KW @ 300, CONTEMP	Source, \$14.00 (Christal)	(JERSEY SHORE)
WKS-B-F, 102.7, 53 KW @ 1300, CONTEMP (Drake-Chen)	ABC-E, \$12.00 (HNW)	(WILLIAMSPORT)

WZZO - See Allentown

** Part of programming provided by Toby Arnold

OKLAHOMA CITY

Market # 48; ADI # 41
 Revenue Rank # 36
 Income Rank # 380
 APR 15.6
 SMSA Pop: 856,600
 CSI: 8.0 Bil (# 43)

Revenue : \$15,024,769
 Income : \$-1,688,903
 % Rev Gain: 24.2
 Stations: 18/21
 Diaries: 1026/835:1
 CSI HH: 23.9 M (# 109)
 Standard Error: .600

National Rev: \$2,515,639
 Nat Rev per Cap: \$2.94
 Tot Rev per Cap: \$17.54
 Tot Inc per Cap: \$-1.97
 Profit Margin: ---
 Retail \$: 4.4 Bil (# 42)
 Retail Sales %: .310

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEBC-F 157/14.7	11.8	12.8	12.2	10.9	1. KOMA 216	1. KOMA 3237/21.2
2. KTOK 113/10.6	11.3	11.0	13.7	11.7	2. KEBC-F 191	2. KEBC-F 2038/23.5
3. KOMA 102/ 9.5	8.0	8.9	6.1	4.2	3. KATT-F 144	3. WKY 2023/16.3
4. KATT-F 97/ 9.1	7.4	5.3	5.3	5.6	KTOK 144	4. KOFM-F 1982/17.0
5. KCLR-F 73/ 6.8	3.6	3.9	2.6	2.9	5. KOFM-F 100	5. KATT-F 1875/19.0
6. KXXY-F 64/ 6.0	5.7	8.5	6.2	9.0	6. WKY 83	6. KTOK 1716/19.2
7. KLNK-F 63/ 5.9	3.6	4.0	3.6	---	7. KKNF-F 82	7. KLNK-F 1271/14.5
8. KLTE-F 62/ 5.8	3.7	5.2	6.0	6.1	8. KLNK-F 76	8. KKNF-F 1119/11.7
9. KKNF-F 61/ 5.7	9.0	11.5	13.0	13.6	KXXY-F 76	9. KXXY-F 1064/13.0
10. KOFM-F 55/ 5.1	7.7	8.6	9.9	7.8	10. KCLR-F 75	10. KCLR-F 924/12.3
11. WKY 48/ 4.5	5.7	4.2	6.2	5.6	11. KLTE-F 65	11. KLTE-F 834/11.4
12. KAEZ-F 43/ 4.0	4.8	2.3	3.0	3.6	12. KAEZ-F 45	12. KJYO-F 516/ 6.1

12+ FM SHARE (METRO): 70.15% (712 of 1015) (SPG 81: 70.13%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KATT-F	1. KATT-F	1. KEBC-F	1. KEBC-F	1. KEBC-F
KXXY-F	2. KEBC-F	2. KATT-F	2. KOMA	2. KTOK
3. KEBC-F	3. KOMA	KOMA	3. KCLR-F	3. KOMA
KOFM-F	4. KLNK-F	4. KCLR-F	4. KLTE-F	4. KKNF-F
5. KAEZ-F	5. KLTE-F	5. KLNK-F	5. WKY	5. KCLR-F
		KLTE-F		

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KEBC-F	1. KOMA	1. KEBC-F	1. KATT-F	1. KEBC-F
2. KTOK	KLTE-F	2. KOMA	2. KEBC-F	2. KOMA
3. KOMA	KLNK-F	3. KCLR-F	3. KOMA	3. KCLR-F
4. KATT-F	4. KATT-F	4. KLTE-F	4. KXXY-F	4. KATT-F
5. WKY	KEBC-F	5. KLNK-F	5. KCLR-F	5. KOFM-F

FORMATS

	AM	FM	TOTAL	%
COUNTRY	102 (1)	230 (2)	332 (3)	32.7
ROCK/AOR/CONTEMP	7 (1)	279 (4)	286 (5)	28.2
MOR/AC	48 (1)	80 (2)	128 (3)	12.6
NEWS/TALK	113 (1)		113 (1)	11.1
BTFL MUSIC		61 (1)	61 (1)	6.0
BLACK		43 (1)	43 (1)	4.2
RELIGION	10 (1)	19 (1)	29 (2)	2.9
NOSTALGIA	17 (1)		17 (1)	1.7
UNKNOWN	6 (1)		6 (1)	0.6
			<u>1015 (18)</u>	

OKLAHOMA CITY 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. KOMA	1. KOMA	1. KEBC-F	KATT	1140 .7
2. KEBC-F	2. KEBC-F	2. KTOK	KGFF	1450 Shawnee .6
3. KTOK	3. WKY	3. KOMA	KJIL-F	104.9 Bethany 1.8
4. KATT-F	4. KOFM-F	4. KATT-F	KJYO-F	102.7 1.7
5. KOFM-F	5. KATT-F	5. KCLR-F	KOCY	1340 1.6
6. WKY	6. KTOK	6. KAEZ-F	KQCV	800 .9
7. KKNG-F	7. KLNK-F	7. WKY		
8. KCLR-F	8. KKNG-F	8. KKNG-F		
KLNK-F	9. KXXY-F	9. KOFM-F		
KXXY-F	10. KCLR-F	KLNK-F		
11. KLTE-F	11. KLTE-F			
12. KAEZ-F	12. KJYO-F			
13. KVOO	13. KXLS-F			
14. KNID-F	14. KVOO			
15. KXLS-F	15. KAEZ-F			

ADI FM SHARE: 61.05% (1022 of 1674) (SPG 81: 59.68%)

AM STATIONS

KOMA, 1520, 50 KW (DA-N), COUNTRY	NBC, \$70.00 (Blair)	Storz
KTOK, 1000, 5 KW (DA-2), NEWS/TALK	ABC-I, \$60.00 (MMR)	Insilco
WKY, 930, 5 KW (DA-N), AC	CBS-R, \$46.00 (Eastman)	Gaylord

FM STATIONS

KAEZ-F, 107.7, 100 KW @ 180, BLACK	, \$31.00* (----)	
KATT-F, 100.5, 100 KW @ 598, AOR (Pollack)	Source, \$45.00* (RKO)	Surrey
KEBC-F, 94.7, 100 KW @ 440, COUNTRY	ABC-E, \$72.50 (Torbet)	
KJYO-F, 102.7, 100 KW @ 1003, AC (Schulke II)	, \$23.00 (MMR)	Insilco
KCLR-F, 97.7, 3 KW @ 300, COUNTRY	APR, \$25.00* (Howard)	Mid Amer Media
KKNG-F, 92.5, 100 KW @ 900, BTFL MUS (Schulke)	, \$64.00 (Christal)	Swanson
KLNK-F, 98.9, 48 KW @ 1253, CONTEMP/AC	, \$35.00* (Selcom)	Sunbelt
KLTE-F, 101.9, 100 KW @ 420, AC	CBS, \$55.00 (Masla)	
KOFM-F, 104.1, 100 KW @ 1425, ROCK	ABC-C, \$53.75 (Katz)	Guy Gannett
KXXY-F, 96.1, 100 KW @ 300, AOR (Burk-Abr)	, \$35.00* (Mc-Guild)	Summit
KXLS-F, 99.7, 100 KW @ 835, CONTEMP	, \$16.25 (----)	(ALVA)
KNID-F, 96.9, 100 KW @ 550, COUNTRY	, \$10.00 (Savalli)	(ENID)

OMAHA

Market # 73
 Revenue Rank # 65
 Income Rank # 31
 APR 18.2
 SMSA Pop: 574,900
 CSI: 5.1 Bil (# 71)

Revenue : \$8,140,871
 Income : \$ 996,306
 % Rev Gain: 12.2
 Stations: 15/11
 Diaries: 860/668:1
 CSI HH: 23.3 M (# 139)
 Standard Error: .708

National Rev: \$2,229,418
 Nat Rev per Cap: \$3.88
 Tot Rev per Cap: \$14.16
 Tot Inc per Cap: \$1.73
 Profit Margin: 12.2%
 Retail \$: 2.6 Bil (# 77)
 Retail Sales %: .260

12+ METRO	1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. KFAB	191/22.7	25.0	23.5	28.0	27.2	1. KFAB	346	1. KFAB	4051/42.0		
2. KQKQ-F	101/12.0	9.2	10.9	10.7	5.4	2. WOW	189	2. WOW	3875/26.5		
3. KEZO-F	98/11.6	13.9	12.2	10.8	11.0	3. KEZO-F	163	3. KQKQ-F	1848/30.0		
4. KESY-F	69/ 8.2	8.5	9.3	8.3	10.1	4. KQKQ-F	123	4. KEZO-F	1828/24.4		
5. KGOR-F	62/ 7.4	8.2	6.4	6.1	9.3	5. KGOR-F	84	5. KGOR-F	1434/18.4		
6. WOW	47/ 5.6	7.0	8.3	8.9	10.2	6. KESY-F	77	6. KOIL	1120/17.1		
7. KYNN-F	38/ 4.5	3.5	4.2	4.1	3.1	7. KFRX-F	68	7. KFRX-F	1006/ 3.6		
8. KYNN	36/ 4.3	2.8	6.4	4.5	4.8	8. KYNN-F	56	8. KMA	892/ 4.9		
9. KOIL	33/ 3.9	4.8	6.6	4.6	5.7	KMA	56	9. KESY-F	837/15.1		
10. KOOO	31/ 3.7	3.4	1.1	---	.9	10. KSRD-F	49	10. KYNN-F	782/11.1		

12+ FM SHARE (METRO): 50.39% (389 of 772) (SPG 81: 46.12%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KEZO-F	1. KQKQ-F	1. KFAB	1. KFAB	1. KFAB
2. KQKQ-F	2. KEZO-F	2. KQKQ-F	2. KESY-F	2. KESY-F
3. WOW	3. KGOR-F	3. KEZO-F	3. KGOR-F	3. KYNN-F
	4. KFAB	4. KGOR-F	4. KQKQ-F	4. KOOO
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KFAB	1. KQKQ-F	1. KFAB	1. KEZO-F	1. KFAB
2. KQKQ-F	2. KGOR-F	2. KESY-F	2. KQKQ-F	2. KESY-F
3. KGOR-F	3. KEZO-F	3. KGOR-F	3. KFAB	3. KGOR-F
4. WOW	4. WOW	4. KQKQ-F	4. KGOR-F	4. KQKQ-F

OTHER RATED STATIONS/METRO SHARE

KCRO 660	1.7	KFRX-F 102.7	Lincoln 1.0	KMA 960	Shenandoah 1.7
KLNG 1560 Council Bl.	2.0	KSRD-F 96.9	Lincoln 1.5		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	33 (1)	269 (4)	302 (5)	39.1
MOR/AC	252 (3)		252 (3)	32.6
COUNTRY	36 (1)	51 (2)	87 (3)	11.3
BTFL MUSIC		69 (1)	69 (1)	8.9
NOSTALGIA	31 (1)		31 (1)	4.0
BLACK	17 (1)		17 (1)	2.2
RELIGION	14 (1)		14 (1)	1.8
			772 (15)	

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, \$121.75	(Christal)	May
KOIL, 1290, 5 KW (DA-N)	, CONTEMP/AC	RKO, \$ 22.00*	(Roslin)	
KOOO, 1420, 1 KW (DAYS,DA)	, NOSTALGIA (Al Ham)	CBS,MBS, \$ 23.00*	(Selcom)	
KYNN, 1490, 1 KW/250 W	, COUNTRY	ABC-E, \$ 22.00*	(Torbet)	Great Empire
WOW, 590, 5 KW	, AC/CONTEMP (Burk-Abr)	ABC-C, \$ 70.00*	(Blair)	Meredith
KMA, 960, 5 KW (DA-N)	, MOR	ABC-E,ABC-I, \$ 42.50	(Katz)	May (SHENANDOAH)
KESY-F, 104.5, 32 KW @ 285,	BTFL MUS (TM)	, \$ 40.80	(Selcom)	
KEZO-F, 92.3, 100 KW @ 1210,	AOR (Burk-Abr)	ABC-R, \$ 45.00*	(Blair)	Meredith
KGOR-F, 99.9, 115 KW @ 1227,	CONTEMP	, \$ 35.00*	(Christal)	May
KQKQ-F, 98.5, 100 KW @ 510,	ROCK	, \$ 40.00*	(Eastman)	
KYNN-F, 94.1, 100 KW @ 510,	COUNTRY	ABC-E, \$ 25.00*	(Torbet)	Great Empire

KFRX, KSRD - See Lincoln

ORLANDO

Market # 58; ADI # 33
 Revenue Rank # 56
 Income Rank # 66
 APR 19.1
 SMSA Pop: 741,700
 CSI: 6.3 Bil (# 56)

Revenue : \$9,871,015
 Income : \$ 428,174
 % Rev Gain: 16.3
 Stations: 25/19
 Diaries: 1451/511:1
 CSI HH: 22.6 M (# 169)
 Standard Error: .543

National Rev: \$2,360,108
 Nat Rev per Cap: \$3.18
 Tot Rev per Cap: \$13.31
 Tot Inc per Cap: \$.58
 Profit Margin: 4.3%
 Retail \$: 4.1 Bil (# 45)
 Retail Sales %: .211

12+ METRO	1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT	
1. WDBO-F	130/11.1	10.9	8.1	11.6	12.0	1. WDIZ-F	252	1. WDBO-F	2591/20.2
2. WDIZ-F	126/10.8	12.4	11.0	6.5	7.1	2. WDBO-F	251	2. WDIZ-F	2565/20.4
3. WBJW-F	116/ 9.9	9.3	9.4	14.7	9.2	3. WHLY-F	146	3. WBJW-F	2371/29.6
4. WHOO-F	104/ 8.9	8.8	9.6	8.7	9.6	4. WHOO-F	140	4. WHLY-F	2106/21.0
5. WHOO	95/ 8.1	7.7	11.9	7.6	7.5	5. WBJW-F	138	5. WHOO-F	1689/19.6
6. WHLY-F	89/ 7.6	7.1	6.8	5.9	8.0	6. WHOO	103	6. WDBO	1344/15.4
7. WKIS	74/ 6.3	5.3	6.8	7.5	7.3	7. WELE-F	88	7. WHOO	1302/17.8
8. WORL	64/ 5.5	3.3	4.8	4.7	3.6	8. WPCV-F	82	8. WKIS	1092/15.4
9. WDBO	62/ 5.3	8.3	7.4	9.7	8.5	9. WKIS	80	9. WPCV-F	1082/ 3.5
10. WJYO-F	50/ 4.3	6.6	6.4	3.1	6.4	10. WDBO	78	10. WELE-F	980/ 4.2

12+ FM SHARE (METRO): 62.88% (703 of 1118) (SPG 81: 60.17%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	1. WHOO-F	1. WDBO-F
2. WBJW-F	2. WHLY-F	2. WBJW-F	2. WHOO	2. WHOO
3. WORL	3. WBJW-F	WHLY-F	3. WHLY-F	3. WHOO-F
4. WHOO-F	4. WORL	4. WHOO-F	4. WBJW-F	4. WKIS

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WBJW-F	1. WHLY-F	1. WDBO-F	1. WDIZ-F	1. WDIZ-F
2. WHOO	WBJW-F	WHLY-F	2. WHLY-F	2. WHOO-F
3. WDIZ-F	3. WORL	WHOO-F	3. WBJW-F	3. WHOO
4. WDBO-F	4. WDIZ-F	WBJW-F	4. WHOO-F	4. WHLY-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		340 (4)	340 (4)	30.4
COUNTRY	103 (3)	148 (4)	251 (7)	22.5
MOR/AC	109 (4)	85 (2)	194 (6)	17.4
BTFL MUSIC		130 (1)	130 (1)	11.6
BLACK	101 (2)		101 (2)	9.0
TALK	74 (1)		74 (1)	6.6
RELIGION	17 (2)		17 (2)	1.5
SPANISH	7 (1)		7 (1)	0.6
NOSTALGIA	4 (1)		4 (1)	0.4
			1118 (25)	

ORLANDO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WDIZ-F	1. WDIZ-F	1. WDIZ-F	WAJL	1440	Winter Park .9
2. WDBO-F	2. WDBO-F	2. WHOO	WFIV	1080	Kissimmee .3
3. WBJW-F	3. WBJW-F	3. WBJW-F	WHHL	1190	Pine Castle 1.1
4. WHOO-F	4. WHLY-F	4. WDBO-F	WLOF	950	2.5
5. WHLY-F	5. WHOO-F	5. WHOO-F	WLOQ-F	103.1	Winter Park 3.0
6. WHOO	6. WDBO	6. WHLY-F	WMJK	1220	Kissimmee .6
7. WELE-F	7. WHOO	7. WDBO	WOKB	1600	Winter Garden 3.2
8. WKIS	8. WKIS	WKIS	WTLN-F+	95.3	Apopka .9
9. WDOQ-F	9. WELE-F	9. WORL	WTRR	1400	Sanford .4
10. WDBO	10. WCKS-F	10. WJYO-F	WVCF	1480	Ocoee .5
11. WCKS-F	11. WLOF		WAMT	1060	Titusville .3
12. WORL	12. WJYO-F		WELE-F	105.9	Daytona Beach 1.7
13. WWLV-F	13. WWLV-F				
14. WJYO-F	14. WDOQ-F		WPCV-F	97.5	Winter Haven 1.5
15. WROD	15. WORL		WYNF-F	94.9	Tampa .8

ADI FM SHARE: 69.02% (1475 of 2137) (SPG 81: 67.35%)

AM STATIONS

WDBO, 580, 5 KW (DA-N), MOR	ABC-E, \$56.25* (Katz)	Katz
WHOO, 990, 50 KW/5 KW (DA-N), COUNTRY	ABC-I, \$75.00* (Torbet)	Bluegrass
WKIS, 740, 5 KW/1 KW (DA-1), TALK/MOR	CBS, \$48.50 (Eastman)	Susquehanna
WLOF, 950, 5 KW (DA-N), AC	RKO, \$35.00* (Mc-Guild)	Rounsaville**
WORL, 1270, 5 KW (DAYS), BLACK (Burk-Abr)	, \$45.00* (RKO)	Sudbrink

FM STATIONS

WDBO-F, 92.3, 100 KW @ 1320, BTFL MUS (Schulke)	, \$56.25* (Katz)	Katz
WDIZ-F, 100.3, 100 KW @ 820, AOR (Burk-Abr)	Source, \$60.00* (Selcom)	Shamrock Comm
WHLY-F, 106.7, 100 KW @ 799, CONTEMP/AC	, \$39.25 (Christal)	General
WHOO-F, 96.5, 100 KW @ 493, COUNTRY (TM)	, \$75.00 (Torbet)	Bluegrass
WJYO-F, 107.7, 100 KW @ 629, AC (Schulke II)	, \$54.38 (RKO)	Sudbrink
WBJW-F, 105.1, 100 KW @ 370, ROCK	RKO, \$73.00 (Mc-Guild)	Rounsaville**

Other stations - see Lakeland, Daytona Beach or Melbourne

**Sale to Nationwide is pending

PENSACOLA

Market # 132
 Revenue Rank # 122
 Income Rank # 360
 APR 18.5
 SMSA Pop: 300,000
 CSI: 2.4 Bil (# 134)

Revenue : \$4,347,926
 Income : \$ -575,809
 % Rev Gain: 17.8
 Stations: 14/12
 Diaries: 676/444:1
 CSI HH: 20.6 M (# 243)
 Standard Error: .815

National Rev: \$501,747
 Nat Rev per Cap: \$1.67
 Tot Rev per Cap: \$14.49
 Tot Inc per Cap: \$-1.92
 Profit Margin: ---
 Retail \$: 1.5 Bil (# 123)
 Retail Sales %: .261

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WTKX-F 54/12.0	8.0	11.5	1. WTKX-F 80	1. WJLQ-F 1043/31.0
2. WJLQ-F 47/10.4	12.3	9.8	2. WJLQ-F 61	2. WTKX-F 886/23.3
WBOP 47/10.4	12.6	15.2	3. WOWW-F 51	3. WOWW-F 670/23.5
4. WOWW-F 46/10.2	13.1	10.4	4. WXBM-F 49	4. WMEZ-F 663/22.9
5. WCOA 39/ 8.7	7.2	9.8	5. WBOP 48	5. WKRG-F 584/19.2
WMEZ-F 39/ 8.7	8.0	11.0	6. WMEZ-F 46	6. WXBM-F 518/16.4
WXBM-F 39/ 8.7	8.0	7.0	7. WCOA 39	7. WCOA 425/17.2
8. WKRG-F 23/ 5.1	7.5	8.4	8. WKRG-F 33	8. WABB-F 396/13.1
9. WBLX-F 21/ 4.7	5.4	2.8	9. WBLX-F 26	9. WBSR 349/14.2
10. WABB-F 19/ 4.2	2.6	---	10. WABB-F 19	10. WBOP 318/12.6

12+ FM SHARE (METRO): 69.06% (288 of 417) (SPG 81: 67.74%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WTKX-F	1. WTKX-F	1. WTKX-F	1. WOWW-F	1. WMEZ-F
2. WKRG-F	2. WJLQ-F	2. WOWW-F	2. WXBM-F	2. WCOA
3. 3 sta.	3. WOWW-F	3. WJLQ-F	3. WBOP	WXBM-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WCOA	1. WJLQ-F	1. WBOP	1. WTKX-F	1. WTKX-F
2. WJLQ-F	2. WOWW-F	2. WOWW-F	2. WJLQ-F	2. WXBM-F
3. WOWW-F	3. WTKX-F	3. WJLQ-F	3. WOWW-F	3. WOWW-F
	WBOP			

OTHER RATED STATIONS/METRO SHARE

WBSR 1450	2.9	WNVY 1230	2.7
WHYM 610	1.6	WPFA 790 Milton	2.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	143 (4)	156 (5)	37.4
COUNTRY	23 (2)	85 (2)	108 (4)	25.9
BLACK	47 (1)	21 (1)	68 (2)	16.3
BTFL MUSIC		39 (1)	39 (1)	9.4
NOSTALGIA	39 (1)		39 (1)	9.4
RELIGION	7 (1)		7 (1)	1.7
			417 (14)	

RADIO STATIONS

WBOP, 980, 1 KW (DAYS), BLACK	MBS, \$24.00* (Howard)	
WCOA, 1370, 5 KW (DA-N), NOSTALGIA (Drake-Chen)	CBS, \$23.75* (Mc-Guild)	Summit
WJLQ-F, 100.7, 100 KW @ 500, ROCK (Drake-Chen)	, \$26.00* (Mc-Guild)	Summit
WMEZ-F, 94.1, 100 KW @ 320, BTFL MUS (Schulke)	ABC-F, \$35.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 360, COUNTRY	ABC-C, \$26.00* (HNW)	
WTKX-F, 101.5, 100 KW @ 493, AOR	MBS, \$24.00* (Howard)	
WXBM-F, 102.7, 100 KW @ 500, COUNTRY	ABC-I, \$18.00 (----)	(MILTON)

Other stations - see Mobile

PEORIA

Market # 111
 Revenue Rank # 81
 Income Rank # 121
 APR 15.4
 SMSA Pop: 369,100
 CSI: 3.7 Bil (# 92)

Revenue : \$5,254,412
 Income : \$ 86,849
 % Rev Gain: 9.7
 Stations: 19/12
 Diaries: 708/521:1
 CSI HH: 26.3 M (# 38)
 Standard Error: .712

National Rev: \$1,512,638
 Nat Rev per Cap: \$4.10
 Tot Rev per Cap: \$14.24
 Tot Inc per Cap: \$.24
 Profit Margin: 1.7%
 Retail \$: 2.0 Bil (# 95)
 Retail Sales %: .214

		FAL	SPG	FAL	SPG				
12+ METRO 1/4/SHARE		81	81	80	80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1.	WKZW-F 66/14.2	12.1	10.5	12.6	15.3	1.	WKZW-F 86	1.	WKZW-F 1300/29.6
2.	WXCL 64/13.7	11.6	13.1	7.2	12.9	2.	WJBC 83	2.	WLS 904/12.9
3.	WSWT-F 55/11.8	14.7	15.4	17.1	15.1	3.	WWCT-F 72	3.	WIRL 891/24.7
4.	WMBD 53/11.4	13.3	13.6	16.0	13.9	4.	WSWT-F 71		WSWT-F 891/21.4
5.	WWCT-F 46/ 9.9	6.9	12.0	6.3	8.0	5.	WXCL 67	5.	WMBD 856/26.0
6.	WIRL 33/ 7.1	10.2	7.3	6.3	8.2	6.	WMBD 54	6.	WWCT-F 844/20.6
7.	WKQA-F 23/ 4.9	4.5	5.6	5.6	3.3	7.	WBNQ-F 39	7.	WXCL 814/25.3
8.	WGLO-F+ 17/ 3.7	7.4	4.0	5.9	4.3	8.	WIRL 38	8.	WJBC 805/ 4.2
9.	WPEO 16/ 3.4	2.4	.9	1.4	2.8	9.	WLS 34	9.	WBNQ-F 678/ 6.3
10.	WTAZ-F 14/ 3.0	.7	1.8	1.8	1.9	10.	WKQA-F 25	10.	WKQA-F 462/14.2

12+ FM SHARE (METRO): 52.03% (231 of 444) (SPG 81: 51.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WKZW-F	1. WWCT-F	1. WXCL	1. WXCL	1. WXCL
2. WWCT-F	2. WKZW-F	2. WKZW-F	2. WSWT-F	2. WSWT-F
3. WKQA-F	3. WIRL	3. WWCT-F	3. WKQA-F	3. WMBD
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WMAD	1. WKZW-F	1. WXCL	1. WWCT-F	1. WXCL
2. WXCL	2. WWCT-F	2. WSWT-F	2. WKZW-F	2. WMBD
3. WKZW-F	3. WIRL	3. WKZW-F	3. WIRL	WKZW-F

OTHER RATED STATIONS/METRO SHARE

WTXR-F 94.3	Chillicothe	1.1	WJBC 1230	Bloomington	2.1
WBBM 780	Chicago	.6	WLS 890	Chicago	2.8
WBNQ-F 101.5	Bloomington	1.3	WLUP-F 97.9	Chicago	.9
WGN 720	Chicago	2.4	WMAQ 670	Chicago	1.1

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	13 (1)	150 (6)	163 (7)	36.7
MOR/AC	107 (4)	14 (1)	121 (5)	27.3
BTFL MUSIC	5 (1)	67 (2)	72 (3)	16.2
COUNTRY	69 (2)		69 (2)	15.5
RELIGION	16 (1)		16 (1)	3.6
NEWS/TALK	3 (1)		3 (1)	2.1
			444 (19)	

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2), AC	MBS, \$33.25 (Eastman)	Mid America
WMBD, 1470, 5 KW (DA-2), MOR	CBS, \$30.50 (Katz)	Midwest TV
WPEO, 1020, 1 KW, RELIGION	MBS, \$12.00 (Pates)	Crawford
WXCL, 1350, 1 KW (DA-2), COUNTRY	ABC-I, \$30.00 (Blair)	Manship
WKQA-F, 104.9, 3 KW @ 260, ROCK	ABC-F, \$30.00 (Blair)	Manship
WKZW-F, 93.3, 40 KW @ 570, ROCK	, \$39.50 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 450, BTFL MUS (Bonne)	, \$27.00 (Eastman)	Mid America
WTAZ-F, 102.3, 3 KW @ 300, AC	NBC, \$? ? (Market 4)	
WGLO-F+, 95.3, 520 W @ 660, BTFL MUS (FM-100)	, \$15.00* (Torbet)	
WWCT-F, 105.7, 36 KW @ 571, AOR	Source, \$33.50 (HNW)	

WLS - See Chicago

WJBC, WBNQ-F - See Bloomington

PHILADELPHIA

Market # 4; ADI # 4
 Revenue Rank # 6
 Income Rank # 6
 APR 20.0
 SMSA Pop: 4,700,000
 CSI: 44.6 Bil (# 4)

Revenue : \$53,212,395
 Income : \$ 6,127,744
 % Rev Gain: 17.3
 Stations: 28/37
 Diaries: 2752/1708:1
 CSI HH: 26.6 M (# 31)
 Standard Error: .396

National Rev: \$19,178,545
 Nat Rev per Cap: \$4.08
 Tot Rev per Cap: \$11.32
 Tot Inc per Cap: \$1.30
 Profit Margin: 11.5%
 Retail \$: 20.0 Bil (# 6)
 Retail Sales %: .208

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KYW 691/8.8	10.5	9.3	9.3	12.3	1. KYW 771	1. KYW 14287/31.1
2. WMGK-F 592/7.6	7.2	8.0	8.8	7.7	2. WMGK-F 679	2. WCAU-F 10626/22.0
3. WDAS-F 580/7.4	7.9	5.4	7.1	6.8	3. WDAS-F 673	3. WMMR-F 9263/16.0
4. WCAU-F 500/6.4	7.4	6.0	4.1	3.4	4. WCAU-F 606	4. WMGK-F 8766/18.7
5. WIP 432/5.5	4.8	5.8	5.5	5.5	WMMR-F 606	5. WCAU 7996/17.7
6. WMMR-F 397/5.1	5.1	6.2	5.7	5.2	6. WIP 468	6. WYSP-F 7524/13.5
7. WWDB-F 370/4.7	4.7	5.0	4.7	4.2	7. WWDB-F 442	7. WIP 6341/14.1
8. WEAZ-F 365/4.7	5.7	5.3	5.7	6.5	8. WEAZ-F 436	8. WEAZ-F 6331/12.8
9. WCAU 364/4.7	3.6	3.4	3.5	2.9	9. WYSP-F 417	9. WDAS-F 6140/13.6
10. WPEN 348/4.4	4.6	4.1	4.7	4.0	10. WCAU 411	10. WIOQ-F 5794/12.7
11. WIOQ-F 343/4.4	3.5	4.3	3.4	3.6	11. WIOQ-F 406	11. WWSH-F 5431/10.4
12. WYSP-F 291/3.7	4.1	3.5	3.7	8.2	12. WWSH-F 381	12. WWDB-F 5071/10.9
13. WWSH-F 269/3.4	3.9	5.4	4.8	5.3	13. WPEN 374	13. WSNI-F 4515/ 9.4
14. WSNI-F 233/3.0	2.0	2.0	2.7	2.9	14. WUSL-F 310	14. WFIL 4459/ 8.9
15. WUSL-F 231/3.0	2.6	4.0	2.8	1.9	15. WSNI-F 284	15. WPEN 4446/10.3
16. WFIL 193/2.5	2.4	2.1	2.3	2.6	16. WFIL 246	16. WIFI-F 4437/ 7.6
17. WFLN-F+ 158/2.0	1.9	1.9	1.8	1.7	17. WJBR-F 230	17. WUSL-F 4314/ 7.9
18. WDAS 146/1.9	1.6	1.8	1.3	1.3	18. WIFI-F 207	18. WFLN-F+ 3222/ 6.6
19. WHAT 139/1.8	2.0	1.4	1.3	1.2	19. WFLN-F+ 194	19. WHBR-F 2933/ 3.8
20. WIFI-F 129/1.6	2.0	2.5	4.4	4.4	20. WDAS 150	20. WDAS 2693/ 6.7

12+ FM SHARE (METRO): 64.50% (4638 of 7191) (SPG 81: 64.42%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WCAU-F	1. WDAS-F	1. WMGK-F	1. WMGK-F	1. KYW
2. WDAS-F	2. WMGK-F	2. WDAS-F	2. KYW	2. WPEN
3. WMMR-F	3. WIOQ-F	3. WIOQ-F	3. WDAS-F	3. WEAZ-F
4. WYSP-F	4. WMMR-F	4. WMMR-F	4. WIOQ-F	4. WIP
5. WPST-F	5. WYSP-F	5. WCAU-F	5. WIP	5. WMGK-F
6. WIFI-F	6. WCAU-F	6. KYW	6. WEAZ-F	6. WWDB-F
7. WHAT	7. WSNI-F	7. WYSP-F	7. WCAU-F	7. WCAU

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KYW	1. WDAS-F	1. WMGK-F	1. WMMR-F	1. WMGK-F
2. WIP	2. WMGK-F	2. KYW	2. WDAS-F	2. KYW
3. WMGK-F	3. WIOQ-F	3. WDAS-F	3. WIOQ-F	3. WDAS-F
4. WDAS-F	4. WCAU-F	4. WIP	4. WMGK-F	4. WIOQ-F
5. WCAU-F	5. WMMR-F	5. WEAZ-F	5. WYSP-F	5. WCAU
6. WPEN	6. WSNI-F	6. WCAU-F	6. KYW	6. WMMR
7. WIOQ-F	7. WYSP-F	7. WIOQ-F	7. WSNI-F	7. WEAZ-F

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP		1748 (7)	1748 (7)	24.3
NEWS/TALK	1055 (2)	370 (1)	1425 (3)	19.8
MOR/AC	561 (3)	825 (2)	1386 (5)	19.3
BLACK/URBAN	341 (3)	580 (1)	921 (4)	12.8
BTFL MUSIC		742 (3)	742 (3)	10.3
COUNTRY	193 (1)	231 (1)	424 (2)	5.9
NOSTALGIA	348 (1)		348 (1)	4.8
CLASSICAL	16 (1)	142 (1)	158 (2)	2.2
RELIGION	39 (1)		39 (1)	0.5
			<u>7191 (28)</u>	

PHILADELPHIA 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. KYW	1. KYW	1. KYW	WCOJ	1420	Coatesville .7
2. WDAS-F	2. WCAU-F	2. WCAU-F	WRCP	1540	1.0
3. WMGK-F	3. WMMR-F	3. WDAS-F	WSSJ	1310	Camden .7
4. WCAU-F	4. WMGK-F	4. WMGK-F	WZZD	990	.5
5. WMMR-F	5. WCAU	5. WIP	WJBR-F	99.5	Wilmington 1.4
6. WIP	6. WYSP-F	6. WWDB-F	WPST-F	97.5	Trenton .7
7. WEAZ-F	7. WIP	7. WEAZ-F	WSTW-F	93.7	Wilmington .4
8. WWDB-F	8. WDAS-F	8. WCAU			
9. WCAU	9. WEAZ-F	9. WUSL-F			
10. WYSP-F	10. WIOQ-F	10. WPEN			
11. WIOQ-F	11. WWSH-F				
12. WPEN	12. WWDB-F				
13. WWSH-F	13. WPEN				
14. WUSL-F	14. WSNI-F				
15. WSNI-F	15. WIFI-F				

ADI FM SHARE: 66.03% (6596 of 9989) (SPG 81: 66.65%)

AM STATIONS

KYW, 1060, 50 KW (DA-1)	, NEWS	NBC, \$173.75 (RAR)	Westinghouse
WCAU, 1210, 50 KW	, NEWS/TALK	CBS, \$ 94.77 (CBS Spot)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2)	, BLACK, NEWS/TALK	NBN, \$ 82.50 (Howard)	NBN
WFIL, 560, 5 KW (DA-2)	, COUNTRY	, \$115.00* (Blair)	LIN
WHAT, 1340, 1 KW/250 W	, BLACK	SBN, \$ 40.00 (HNW)	
WIP, 610, 5 KW (DA-1)	, MOR	, \$170.63 (Katz)	Metromedia
WPEN, 950, 5 KW (DA-N)	, NOSTALGIA	ABC-E, \$120.25* (MMR)	Greater Media

FM STATIONS

WCAU-F, 98.1, 13 KW @ 1000, ROCK		CBS-R, \$114.63 (CBS/FM)	CBS
WDAS-F, 105.3, 4 KW @ 870, BLACK		, \$116.88 (Howard)	NBN
WEAZ-F, 101.1, 13 KW @ 1010, BTFL MUS (Bonne)		, \$ 92.50* (Mc-Guild)	
WFLN-F+, 95.7, 50 KW @ 490, CLASSICAL		, \$ 66.00 (CMBS)	
WIFI-F, 92.5, 50 KW @ 500, ROCK		ABC-C, \$ 90.00* (Eastman)	GCC
WIOQ-F, 102.1, 30 KW @ 650, CONTEMP		RKO, \$ 95.00* (Mc-Guild)	Outlet
WMGK-F, 102.9, 50 KW @ 300, AC		, \$170.00* (MMR)	Greater Media
WMMR-F, 93.3, 25 KW @ 670, AOR (Burk-Abr)		, \$144.38 (Katz)	Metromedia
WSNI-F, 104.5, 13 KW @ 1008, AC		RKO II, \$ 60.00* (RKO)	Associated
WUSL-F, 98.9, 18 KW @ 830, COUNTRY (Burns/Somerset)		, \$ 87.13* (Blair)	LIN
WWDB-F, 96.5, 18 KW @ 850, TALK		ABC-I, \$ 60.00 (HNW)	
WWSH-F, 106.1, 19 KW @ 740, BTFL MUS (Schulke)		, \$100.63* (Christal)	Cox
WYSP-F, 94.1, 16 KW @ 900, AOR (Pollack)		, \$113.75 (Torbet)	Infinity
WPST-F, 97.5, 50 KW @ 450, ROCK		, \$ 42.75 (Masla)	Nassau (TRENTON)

PHOENIX

Market # 26; ADI # 25
 Revenue Rank # 21
 Income Rank # 62
 APR 17.5
 SMSA Pop: 1,600,300
 CSI: 13.7 Bil (# 25)

Revenue : \$24,510,527
 Income : \$ 442,953
 % Rev Gain: 20.0
 Stations: 29/31
 Diaries: 1401/1142:1
 CSI HH: 23.2 M (# 144)
 Standard Error: .530

National Rev: \$8,271,361
 Nat Rev per Cap: \$5.17
 Tot Rev per Cap: \$15.32
 Tot Inc per Cap: \$.28
 Profit Margin: 1.8%
 Retail \$: 7.5 Bil (# 26)
 Retail Sales %: .251

12+ METRO	1/4/SHARE	WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KTAR	204/8.8	7.4	8.2	9.2	1. KNIX-F	220	1. KDKB-F 3182/19.8
2. KQYT-F	195/8.4	6.5	6.7	6.8	2. KDKB-F	214	2. KNIX-F 2879/18.2
3. KME0-F	189/8.1	9.1	7.7	9.0	3. KTAR	211	3. KQYT-F 2587/17.9
4. KNIX-F	182/7.8	8.0	7.7	7.5	KQYT-F	211	4. KTAR 2486/17.8
5. KDKB-F	158/6.8	8.2	8.5	6.5	5. KME0-F	205	5. KME0-F 2426/16.9
6. KUPD-F	137/5.9	5.3	5.2	4.4	6. KUPD-F	153	6. KUPD-F 2385/15.9
7. KOY	132/5.7	5.6	5.5	6.4	7. KOY	146	7. KOY 2330/16.1
8. KZZP-F	112/4.8	6.2	4.4	5.8	8. KKLT-F	126	8. KOPA-F 2234/14.3
9. KKLT-F	111/4.8	3.3	3.0	3.3	9. KZZP-F	122	9. KZZP-F 2081/14.1
10. KUKQ	94/4.0	5.3	4.6	3.0	10. KUKQ	107	10. KKLT-F 2004/14.1
11. KOPA-F	82/3.5	5.0	5.4	5.9	11. KOPA-F	102	11. KOOL-F 1595/10.3
12. KOOL-F	77/3.3	3.8	4.2	4.2	12. KOOL-F	89	12. KJJJ-F 1071/ 7.0
13. KJJJ-F	73/3.1	1.8	2.9	1.0	13. KJJJ-F	82	13. KJJJ 1061/ 7.0
14. KLFF	63/2.7	1.8	2.4	3.2	14. KJJJ	70	14. KNIX 1052/ 6.4
15. KJJJ	58/2.5	3.0	2.6	2.0	15. KLFF	65	15. KUKQ 950/ 6.4

12+ FM SHARE (METRO): 63.68% (1429 of 2244) (SPG 81: 58.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KUPD-F	1. KDKB-F	1. KNIX-F	1. KNIX-F	1. KME0-F
2. KDKB-F	2. KZZP-F	2. KDKB-F	2. KOY	2. KQYT-F
3. KUKQ	3. KUPD-F	3. KKLT-F	3. KME0-F	3. KNIX-F
4. KOPA-F	4. KKLT-F	4. KZZP-F	4. KQYT-F	4. KTAR
5. KZZP-F	5. KNIX-F	5. KOY	5. KKLT-F	5. KOY
6. KKLT-F	4. KSTM-F	6. KUPD-F	6. KTAR	6. KLFF

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KTAR	1. KDKB-F	1. KNIX-F	1. KDKB-F	1. KNIX-F
2. KZZP-F+	2. KZZP-F	2. KOY	2. KUPD-F	2. KOY
3. KOY	3. KNIX-F	3. KQYT-F	3. KZZP-F	3. KTAR
4. KNIX-F	4. KKLT-F	4. KKLT-F	4. KSTM-F	4. KZZP-F
5. KQYT-F	5. KOOL-F	5. KME0-F	5. KKLT-F	5. KME0-F
6. KME0-F	KUPD-F	6. KOPA-F	6. KNIX-F	6. KOOL-F

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	45 (3)	655 (6)	700 (9)	31.2
BTFM MUSIC	32 (1)	384 (2)	416 (3)	18.6
COUNTRY	94 (2)	255 (2)	349 (4)	15.6
MOR/AC	166 (2)	77 (1)	243 (3)	10.8
NEWS/TALK	204 (1)		204 (1)	9.1
BLACK/URBAN	94 (1)		94 (1)	4.2
NOSTALGIA	75 (2)	9 (1)	84 (3)	3.7
SPANISH	73 (2)		73 (2)	3.3
CLASSICAL		49 (1)	49 (1)	2.2
RELIGION	32 (2)		32 (2)	1.4

2244 (29)

PHOENIX ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KNIX-F	1. KDKB-F	1. KNIX-F	KARZ	960 1.5
2. KDKB-F	2. KNIX-F	2. KUKQ	KDJQ	1510 Mesa .2
3. KMEO-F	3. KQYT-F	3. KQYT-F	KFLR	1230 1.1
4. KTAR	4. KTAR	4. KMEO-F	KHEP-F	101.5 2.1
5. KMEO-F	5. KMEO-F	5. KZZP-F	KIFN	860 1.6
6. KUPD-F	6. KUPD-F	6. KTAR	KMEO	740 1.4
7. KOY	7. KOY	7. KOY	KNIX	1580 Tempe 1.5
8. KKLTT-F	8. KOPA-F	8. KDKB-F	KOPA	1440 Scottsdale .4
9. KZZP-F	9. KZZP-F	9. KOOL-F	KPHX	1480 1.5
10. KUKQ	10. KKLTT-F	10. KPHX	KRDS	1190 Tolleson .3
11. KOPA-F	11. KOOL-F		KWAO-F	106.3 Sun City .4
12. KOOL-F	12. KJJJ-F		KXIV	1400 .5
13. KJJJ-F	13. KJJJ		KZZP	1310 Mesa 1.3
14. KJJJ	14. KNIX		KSTM-F	107.1 Apache Junction 2.4
15. KLFF	15. KUKQ			

ADI FM SHARE: 62.50% (1677 of 2683) (SPG 81: 56.46%)

AM STATIONS

KARZ, 960, 5 KW (DA-N)	, AC	CBS, \$34.00*	(Katz)	Stauffer
KJJJ, 910, 5 KW (DA-N)	, COUNTRY	ABC-E, \$36.20*	(MMR)	Wolpin
KLFF, 1360, 5 KW/1 KW (DA-N)	, NOSTALGIA (A1 Ham)	, \$42.00	(Lotus)	Canyon
KNIX, 1580, 50 KW/10 KW (DA-N)	, COUNTRY	, \$? ?	(Christal)	Buck Owens
KOY, 550, 5 KW/1 KW	, AC	, \$95.00*	(Eastman)	Harte-Hanks
KTAR, 620, 5 KW (DA-N)	, NEWS/TALK	ABC-I, MBS, \$80.00*	(CBS Spot)	Pulitzer
KUKQ, 1060, 5 KW/500 W	, BLACK	, \$60.30	(Masla)	

FM STATIONS

KDKB-F, 93.3, 100 KW @ 1550, AOR	Source, \$80.00*	(Blair)	Sandusky Newsp
KJJJ-F, 92.3, 100 KW @ 880, COUNTRY	ABC-C, \$36.20*	(MMR)	Wolpin
KKLT-F, 98.7, 115 KW @ 1650, SOFT/AC	RKO, \$65.00*	(CBS Spot)	Pulitzer
KMEO-F, 96.9, 100 KW @ 1556, BTFL MUS (Bonne)	, \$46.55	(Mc-Guild)	Scripps-Howard
KNIX-F, 102.5, 100 KW @ 1610, COUNTRY	, \$80.00*	(Christal)	Buck Owens
KOOL-F, 94.5, 100 KW @ 1620, OLDIES/AC	CBS-R, \$60.00*	(Katz)	
KOPA-F, 100.7, 100 KW @ 1847, ROCK	, \$50.00*	(Torbet)	First Media
KQYT-F, 95.5, 100 KW @ 1550, BTFL MUS (Churchill)	, \$80.00*	(Eastman)	Harte-Hanks
KUPD-F, 97.9, 100 KW @ 1620, ROCK	, \$60.30	(Masla)	
KZZP-F, 104.7, 100 KW @ 1550, CONTEMP	, \$55.00*	(Mc-Guild)	Western Cities
KSTM-F, 107.1, 3 KW @ 430, AOR	, \$36.00	(----)	(APACHE JUNCTION)

PITTSBURGH

Market # 13; ADI # 12
 Revenue Rank # 18
 Income Rank # 148
 APR 18.9
 SMSA Pop: 2,242,300
 CSI: 20.2 Bil (# 16)

Revenue : \$27,485,386
 Income : \$ 106,286
 % Rev Gain: 7.7
 Stations: 34/38
 Diaries: 1706/1314:1
 CSI HH: 24.2 M (# 99)
 Standard Error: .489

National Rev: \$9,746,785
 Nat Rev per Cap: \$4.35
 Tot Rev per Cap: \$12.26
 Tot Inc per Cap: \$.05
 Profit Margin: 0.4%
 Retail \$: 10.1 Bil (# 16)
 Retail Sales %: .213

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KDKA 727/20.2	19.3	19.8	22.3	1. KDKA 955	1. KDKA 12024/44.7
2. WAMO-F 220/ 6.1	5.8	5.1	5.8	2. WDVE-F 327	2. WDVE-F 5078/18.6
3. WDVE-F 214/ 5.9	6.5	6.1	7.9	3. WPNT-F 254	3. WXXK-F 4239/17.9
4. WBZZ-F 206/ 5.7	5.0	3.8	1.7	4. WBZZ-F 243	4. WBZZ-F 4089/17.1
5. WSHH-F 203/ 5.6	5.0	5.3	7.0	5. WSHH-F 235	5. WTAE 3778/18.8
6. WTAE 200/ 5.5	6.7	8.2	6.6	6. WAMO-F 231	6. WWSW-F 3483/14.1
7. WXXK-F 187/ 5.2	4.2	4.6	6.1	WXXK-F 231	7. WSHH-F 3451/15.3
8. WPNT-F 179/ 5.0	5.6	3.0	3.8	8. WTAE 208	8. WPNT-F 3167/11.5
9. KQV 156/ 4.3	4.7	3.4	3.3	9. WWSW-F 201	9. WYDD-F 3158/11.9
10. WWSW-F 155/ 4.3	4.3	4.9	3.9	10. WEEP 184	10. KQV 2491/12.4
11. WJAS 134/ 3.7	5.3	5.5	1.8	11. WYDD-F 171	11. WAMO-F 2317/11.0
12. WYDD-F 109/ 3.0	3.6	3.9	2.2	12. KQV 160	12. WJAS 2220/10.1
13. WEEP 101/ 2.8	3.4	4.7	4.2	13. WJAS 154	13. WEEP 2218/ 7.0
14. WDSY-F 83/ 2.3	1.9	2.2	2.5	14. WWVA 121	14. WTKN 1899/ 9.4
15. WTKN 62/ 1.7	1.7	1.9	1.7	15. WDSY-F 117	15. WWVA 1678/ 1.5

12+ FM SHARE (METRO): 52.47% (1741 of 3318) (SPG 81: 50.43%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WBZZ-F	1. WAMO-F	1. KDKA	1. KDKA	1. KDKA
2. WDVE-F	2. WDVE-F	2. WAMO-F	2. WTAE	2. WSHH-F
3. WXXK-F	3. WXXK-F	3. WDVE-F	3. WWSW-F	3. WPNT-F
4. WAMO-F	4. WBZZ-F	4. WTAE	4. WPNT-F	4. WTAE
5. WYDD-F	5. WWSW-F	5. WXXK-F	5. WSHH-F	5. WJAS
6. WWSW-F	6. KDKA	6. WWSW-F	6. WXXK-F	6. KQV

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KDKA	1. WBZZ-F	1. KDKA	1. WDVE-F	1. KDKA
2. WTAE	2. WAMO-F	2. WTAE	2. WAMO-F	2. WTAE
3. KQV	3. WWSW-F	3. WWSW-F	3. WXXK-F	3. WDVE-F
4. WWSW-F+	WXXK-F	4. WPNT-F	4. WYDD-F	4. WAMO-F
5. WXXK-F	5. WDVE-F	5. WSHH-F	5. KDKA	5. WWSW-F
6. WAMO-F	6. WTAE	6. WXXK-F	6. WTAE	6. WXXK-F

FORMATS

	AM	FM	TOTAL	%
MOR/AC	1041 (8)	65 (2)	1106 (10)	33.3
ROCK/AOR/CONTEMP		886 (6)	886 (6)	26.7
BTFM MUSIC		382 (2)	382 (2)	11.5
COUNTRY	141 (3)	146 (4)	287 (7)	8.6
BLACK/URBAN	16 (1)	220 (1)	236 (2)	7.1
NEWS/TALK	218 (2)		218 (2)	6.6
NOSTALGIA	134 (1)	22 (1)	156 (2)	4.7
RELIGION	27 (2)	20 (1)	47 (3)	1.4
			3318 (34)	

PITTSBURGH ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KDKA	1. KDKA	1. KDKA	WAMO	860 .4
2. WDVE-F	2. WDVE-F	2. WAMO-F	WBVP	1230 Beaver Falls .6
3. WPNT-F	3. WXXK-F	3. WXXK-F	WEDO	810 McKeesport .3
4. WBZZ-F	4. WBZZ-F	4. WSHH-F	WESA+	940 Charleroi .5
5. WXXK-F	5. WTAE	5. WBZZ-F	WFFM-F	96.9 Braddock 1.6
6. WAMO-F	6. WWSW-F	6. WTAE	WHJB	620 Greensburg .4
7. WSHH-F	7. WSHH-F	7. WYDD-F	WIXZ	1360 McKeesport .8
8. WTAE	8. WPNT-F	8. WDSY-F	WJPA	1450 Washington .5
9. WWSW-F	9. WYDD-F	9. WDVE-F	WKPA	1150 New Kensington .8
10. WEEP	10. KQV	10. WJAS	WMBA	1460 Ambridge .5
11. KQV	11. WJAS		WNUF-F	100.7 New Kensington .6
12. WYDD-F	12. WAMO-F		WOKU-F	107.1 Greensburg .4
13. WJAS	13. WEEP		WPIT	730 .4
14. WDSY-F	14. WTKN		WPIT-F	101.5 .6
15. WFFM-F	15. WDSY-F		WWKS-F	106.7 Beaver Falls .4
			WYTK-F	95.3 Washington .8
			WELA-F	104.3 East Liverpool .6
			WWVA	1170 Wheeling .3

ADI FM SHARE: 53.46% (2492 of 4661) (SPG 81: 50.63%)

AM STATIONS

KDKA, 1020, 50 KW	, MOR	NBC, \$200.00*	(RAR)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS,MBS, \$ 45.00*	(Eastman)	Taft
WEEP, 1080, 50 KW (DAYS,DA)	, COUNTRY	ABC-I, \$ 71.67	(MMR)	Entercom
WJAS, 1320, 5 KW (DA-N)	, NOSTALGIA (Al Ham)	ABC-D, \$ 34.50	(HNW)	BENI
WTAE, 1250, 5 KW (DA-N)	, AC	RKO II,ABC-E, \$ 90.00*	(Katz)	Hearst
WTKN, 970, 5 KW (DA-2)	, TALK	ABC-T, \$ 35.00*	(Mc-Guild)	Block

FM STATIONS

WAMO-F, 105.9, 72 KW @ 440, URBAN	SBN, \$ 52.50	(Selcom)	Sheridan
WBZZ-F, 93.7, 41 KW @ 547, ROCK (Burk-Abr)	, \$ 75.00*	(Torbet)	EZ
WDSY-F, 107.9, 50 KW @ 500, COUNTRY	ABC-I, \$ 67.50*	(MMR)	Entercom
WDVE-F, 102.5, 55 KW @ 820, AOR (Burk-Abr)	Source, \$ 80.00*	(Eastman)	Taft
WPNT-F, 92.9, 47 KW @ 890, BTFL MUS (Bonne)	, \$ 47.50	(RAR)	Westinghouse
WSHH-F, 99.7, 11 KW @ 930, BTFL MUS (Schulke)	, \$ 50.00	(Blair)	Nationwide
WWSW-F, 94.5, 50 KW @ 810, AC	ABC-C, \$ 50.00*	(Mc-Guild)	Block
WXXK-F, 96.1, 50 KW @ 500, ROCK	, \$ 70.00	(Katz)	Hearst
WYDD-F, 104.7, 50 KW @ 500, AOR	, \$ 39.50	(Masla)	

WWVA - See Wheeling

PORTLAND, ME

Market # 181
 Revenue Rank # 139
 Income Rank # 316
 APR 15.1
 SMSA Pop: 189,300
 CSI: 1.7 Bil (# 173)

Revenue : \$3,624,118
 Income : \$ -222,545
 % Rev Gain: 11.7
 Stations: 19/13
 Diaries: 650/291:1
 CSI HH: 27.3 M (# 22)
 Standard Error: .736

National Rev: \$915,499
 Nat Rev per Cap: \$4.84
 Tot Rev per Cap: \$19.14
 Tot Inc per Cap: \$-1.18
 Profit Margin: ---
 Retail \$: 1.2 Bil (# 159)
 Retail Sales %: .250

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WPOR-F 37/13.5	15.7	6.7	1. WBLM-F 130	1. WBLM-F 1380/24.6
2. WJBQ-F 35/12.7	9.1	8.3	2. WPOR-F 117	2. WPOR-F 1278/21.8
WBLM-F 35/12.7	9.8	10.3	3. WABK-F+ 80	3. WIGY-F 1266/10.6
4. WGAN 30/10.5	13.3	11.9	4. WIGY-F 78	4. WGAN-F 1067/21.2
5. WGAN-F 29/10.5	8.7	13.4	5. WJBQ-F 77	5. WJBQ-F 945/25.0
6. WYNZ 18/ 6.5	10.1	3.6	6. WGAN-F 67	6. WGAN 882/32.8
7. WMGX-F 17/ 6.2	3.8	7.1	7. WHOM-F 44	7. WABK-F+ 863/ 1.8
8. WPOR 10/ 3.6	3.8	8.3	8. WGAN 40	8. WHOM-F 616/ 5.8
9. WYNZ-F 9/ 3.3	6.6	8.7	WYNZ 40	9. WYNZ 459/15.0
WBZ 9/ 3.3	2.8	2.8	10. WMGX-F 30	10. WBZ 458/ 7.4

12+ FM SHARE (METRO): 70.31% (180 of 256) (SPG 81: 63.64%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WBLM-F	1. WJBQ-F	1. WJBQ-F	1. WPOR-F	1. WPOR-F
2. WJBQ-F	2. WBLM-F	2. WBLM-F	2. WGAN	2. WGAN-F
3. WIGY-F	3. WMGX-F	3. WGAN	3. WJBQ-F	3. WGAN
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WPOR-F+	1. WJBQ-F	1. WPOR-F	1. WBLM-F	1. WGAN
2. WGAN	2. WMGX-F	2. WGAN	2. WJBQ-F	2. WPOR-F
3. WJBQ-F	3. WBLM-F	3. WJBQ-F	3. WMGX-F	3. 3 with

OTHER RATED STATIONS/METRO SHARE

WDSC-F 106.3	.7	WMER 1440 Westb.	1.1	WHOM-F 94.9	MT. Wash. 1.1
WKXA 900 Bruns.	.4	WABK 1280 Gardiner	.7	WIGY-F 105.9	Bath 1.8
WKXA-F 98.9 Bruns.	2.2	WLOB 1310	1.1	WVAV-F 99.9	Auburn .7

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		92 (4)	92 (4)	35.9
MOR/AC	45 (5)	9 (1)	54 (6)	21.1
COUNTRY	10 (1)	43 (2)	53 (3)	20.7
BTFL MUSIC		34 (3)	34 (3)	13.3
NOSTALGIA	18 (1)		18 (1)	7.0
NEWS/TALK	3 (1)		3 (1)	1.2
CLASSICAL		2 (1)	2 (1)	0.8
			256 (19)	

RADIO STATIONS

WGAN, 560, 5 KW (DA-1), MOR	, \$34.28 (Blair)	Guy Gannett
WPOR, 1490, 1 KW/250 W, COUNTRY	ABC-E, \$12.00* (Mc-Guild)	Ocean Coast
WYNZ, 970, 5 KW (DA-N), NOSTALGIA (A1 Ham)	CBS, \$? ? (Eastman)	Eastman
WGAN-F, 102.9, 100 KW @ 1470, BTFL MUS (Schulke)	, \$34.28 (Blair)	Guy Gannett
WJBQ-F, 97.9, 50 KW @ 500, ROCK	ABC-C, \$24.50 (Christal)	
WMGX-F, 93.1, 50 KW @ 315, SOFT ROCK	Source, \$15.72 (Torbet)	
WPOR-F, 101.9, 50 KW @ 492, COUNTRY	, \$40.00* (Mc-Guild)	Ocean Coast
WYNZ-F, 100.9, 3 KW @ 225, AC/SOFT (TM)	, \$? ? (Eastman)	Eastman
WABK-F+, 104.3, 15 KW @ 340, AC	ABC-I, \$10.50 (Lotus)	(GARDINER)
WBLM-F, 107.5, 30 KW @ 612, AOR (Sebastian)	, \$30.00* (Selcom)	Fuller-Jeff
WHOM-F, 94.9, 48 KW @ 3756, BTFL MUS (Bonne)	, \$31.00 (P/W)	(MT. WASHINGTON)
WIGY-F, 105.9, 50 KW @ 500, ROCK	, \$20.00* (Masla)	(BATH)

PORTLAND, OR

Market # 31; ADI # 23
 Revenue Rank # 24
 Income Rank # 56
 APR 16.3
 SMSA Pop: 1,282,500
 CSI: 11.7 Bil (# 31)

Revenue : \$21,900,747
 Income : \$ 474,536
 % Rev Gain: 36.0
 Stations: 26/25
 Diaries: 1352/949:1
 CSI HH: 23.9 M (# 113)
 Standard Error: .517

National Rev: \$8,492,360
 Nat Rev per Cap: \$6.62
 Tot Rev per Cap: \$17.08
 Tot Inc per Cap: \$.37
 Profit Margin: 2.2%
 Retail \$: 6.3 Bil (# 31)
 Retail Sales %: .268

12+ METRO	1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KGON-F	230/13.3	11.1	9.4	10.2	7.9	1. KGON-F 302	1. KGW 3751/24.2	
2. KUPL-F	128/ 7.4	7.3	6.9	6.7	7.1	2. KUPL-F 190	2. KGON-F 3240/22.0	
3. KCNR-F	115/ 6.6	4.9	3.2	2.5	2.1	3. KGW 154	3. KEX 2470/17.0	
4. KGW	105/ 6.1	9.0	9.1	9.1	11.1	4. KEX 142	4. KCNR-F 2385/17.3	
5. KEX	103/ 5.9	7.7	7.9	9.3	7.3	5. KCNR-F 141	5. KUPL-F 2299/13.9	
6. KINK-F	100/ 5.8	8.4	5.3	4.5	4.4	6. KINK-F 134	6. KLLB-F 2027/12.9	
7. KWJJ	94/ 5.4	6.3	4.5	5.1	5.6	7. KLLB-F 120	7. KWJJ 2011/13.5	
8. KXL-F	85/ 4.9	5.5	6.8	6.7	8.1	8. KWJJ 118	8. KINK-F 1967/13.1	
9. KLLB-F	81/ 4.7	3.1	5.0	3.0	2.4	9. KXL-F 114	9. KXL 1621/ 9.3	
10. KYXI	75/ 4.3	3.1	5.1	4.9	3.7	10. KXL 82	10. KYXI 1515/12.7	
11. KUPL	71/ 4.1	3.5	2.9	3.1	3.0	11. KYTE 81	11. KYTE 1507/10.0	
12. KYTE	58/ 3.3	2.7	5.3	4.9	5.5	12. KYXI 80	12. KXL-F 1463/ 9.7	

12+ FM SHARE (METRO): 55.85% (892 of 1597) (SPG 81: 49.48%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KGON-F	1. KGON-F	1. KGON-F	1. KINK-F	1. KUPL-F
2. KCNR-F	2. KINK-F	2. KCNR-F	2. KGW	2. KWJJ
3. KGW	3. KCNR-F	3. KINK-F	3. KGON-F	3. KEX
	4. KGW	4. KGW	4. KEX	4. KUPL
	5. KLLB-F	5. KLLB-F	5. KCNR	5. KXL-F
			KLLB	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KGON-F	1. KCNR-F	1. KEX	1. KGON-F	1. KINK-F
2. KGW	2. KGON-F	2. KCNR-F	2. KINK-F	2. KGON-F
3. KYXI	3. KINK-F	3. KINK-F	3. KCNR-F	3. KGW
4. KEX	4. KGW	4. KUPL-F	4. KGW	4. KLLB-F
5. KCNR-F	5. KLLB-F	KGW	5. KLLB-F	5. KWJJ

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	105 (1)	543 (5)	648 (6)	40.6
COUNTRY	179 (4)	47 (1)	226 (5)	14.2
BTFL MUSIC		213 (2)	213 (2)	13.3
MOR/AC	138 (3)	64 (2)	202 (5)	12.6
NEWS/TALK	179 (4)		179 (4)	11.2
NOSTALGIA	71 (1)		71 (1)	4.4
RELIGION	13 (1)	25 (1)	38 (2)	2.4
UNKNOWN	20 (1)		20 (1)	1.3
			1597 (26)	

PORTLAND ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. KGON-F	1. KGW	1. KGON-F	KAAR	1480	Vancouver, WA .5
2. KUPL-F	2. KGON-F	2. KGW	KJIB-F	99.5	2.7
3. KGW	3. KEX	3. KWJJ	KKEY	1150	2.8
4. KEX	4. KCNR-F	4. KYXI	KKSN	910	Vancouver, WA 1.6
5. KCNR-F	5. KUPL-F	5. KUPL-F	KLIQ	1290	.5
6. KINK-F	6. KWJJ	6. KUPL	KMJK-F	106.7	Lake Oswego 1.5
7. KLLB-F	7. KLLB-F	7. KEX	KPAM	1410	1.2
8. KWJJ	8. KINK-F	KYTE	KPDQ	800	.8
9. KXL-F	9. KXL	9. KINK-F	KPDQ-F	93.7	1.4
10. KXL	10. KYXI	10. KCNR-F	KQFM-F	100.3	2.2
11. KYTE	11. KYTE		KRDR	1230	Gresham .6
12. KYXI	12. KXL-F		KVAN	1550	Vancouver, WA .9
13. KUPL	13. KUPL		KXL	750	2.7
14. KJIB-F	14. KQFM-F		KSKD-F	105.1	Salem 1.0
15. KQFM-F	15. KJIB-F				

ADI FM SHARE: 55.81% (1330 of 2383) (SPG 81: 51.22%)

AM STATIONS

KEX , 1190, 50 KW (DA-1)	, MOR/TALK	ABC-I, \$ 70.00* (MMR)	Golden West
KGW , 620, 5 KW (DA-N)	, CONTEMP/AC	, \$134.38 (Blair)	King
KUPL, 1330, 5 KW (DA-2)	, NOSTALGIA (Al Ham)	MBS, \$ 40.00 (Torbet)	Scripps-Howard
KWJJ, 1080, 50 KW/10 KW (DA-2)	, COUNTRY	ABC-E, \$ 79.88 (Katz)	Park
KXL , 750, 50 KW/1 KW (DA-1)	, NEWS	NBC, \$ 50.00* (Mc-Guild)	Kaye-Smith
KYTE, 970, 5 KW (DA-N)	, COUNTRY	, \$ 46.00* (Selcom)	Gaylord
KYXI, 1520, 50 KW/10 KW (DA-1)	, NEWS	CBS, \$ 38.88 (HNW)	Des Moines Regis

FM STATIONS

KCNR-F, 97.1, 100 KW @ 1200, CONTEMP	ABC-C, \$ 43.50 (Christal)	Duffy
KGON-F, 92.3, 100 KW @ 920, AOR (Burk-Abr)	, \$101.25 (HNW)	Des Moines Regis
KINK-F, 101.9, 100 KW @ 1611, AOR	, \$ 60.00* (Blair)	King
KJIB-F, 99.5, 100 KW @ 920, COUNTRY	, \$ 44.35 (Katz)	Park
KLLB-F, 101.1, 100 KW @ 1640, AC	, \$ 46.00* (Selcom)	Gaylord
KQFM-F, 100.3, 100 KW @ 920, OLDIES	ABC-F, RKO, \$ 35.00* (MMR)	Golden West
KUPL-F, 98.5, 100 KW @ 1100, BTFL MUS (Bonne)	, \$ 72.00 (Torbet)	Scripps-How
KXL-F , 95.5, 100 KW @ 920, BTFL MUS (Schulke)	, \$ 55.00* (Mc-Guild)	Kaye-Smith

PROVIDENCE

Market # 46; ADI # 39
 Revenue Rank # 57
 Income Rank # 57
 APR 19.6
 SMSA Pop: 912,300
 CSI: 7.5 Bil (# 46)

Revenue : \$9,753,567
 Income : \$ 472,458
 % Rev Gain: 8.7
 Stations: 41/20
 Diaries: 1734/526:1
 CSI HH: 23.1 M (# 148)
 Standard Error: .498

National Rev: \$3,828,992
 Nat Rev per Cap: \$4.20
 Tot Rev per Cap: \$10.69
 Tot Inc per Cap: \$.52
 Profit Margin: 4.8%
 Retail \$: 3.3 Bil (# 60)
 Retail Sales %: .211

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WLKW-F 254/10.7	11.9	10.0	12.8	10.8	1. WHJY-F 291	1. WPRO-F 4064/30.6
2. WHJY-F 248/10.4	8.8	3.7	5.6	5.1	2. WLKW-F 267	2. WPRO 3334/26.2
3. WPRO-F 219/ 9.2	8.6	10.5	8.3	7.1	3. WPRO-F 236	3. WPJB-F 3269/21.6
4. WPRO 180/ 7.6	8.6	8.4	8.3	5.8	4. WPJB-F 200	4. WHJY-F 3207/21.3
5. WPJB-F 173/ 7.3	5.9	6.1	7.7	9.4	5. WPRO 182	5. WLKW-F 2789/21.2
6. WHJJ 116/ 4.9	3.2	4.4	2.6	4.7	6. WHJJ 118	6. WHJJ 1803/14.7
7. WEAN 109/ 4.6	4.3	5.2	5.5	5.7	7. WEAN 109	7. WCOZ-F 1749/ 8.6
8. WLKW 90/ 3.8	5.2	4.6	4.7	2.3	8. WBZ 92	8. WBZ 1680/ 7.2
9. WHIM 81/ 3.4	3.4	2.5	2.2	4.4	WLKW 92	9. WEAN 1596/13.1
10. WSNE-F 77/ 3.2	3.5	3.3	.8	.5	10. WXKS-F 85	10. WSNE-F 1418/10.4

12+ FM SHARE (METRO): 58.82% (1314 of 2234) (SPG 81: 55.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WHJY-F	1. WHJY-F	1. WHJY-F	1. WPRO	1. WLKW-F
2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WPRO-F	2. WPRO
3. WPJB-F	3. WPJB-F	3. WPJB-F	3. WLKW-F	3. WHIM
4. WXKS-F	4. WPRO	4. WPRO	4. WPJB-F	4. WHJJ
5. WCOZ-F	5. WSNE-F	5. WSNE-F	5. WHIM	5. WPRO-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WPRO	1. WPRO-F	1. WPRO	1. WHJY-F	1. WPRO
2. WLKW-F	2. WHJY-F	2. WPRO-F	2. WPJB-F	2. WPRO-F
3. WPRO-F	3. WPJB-F	3. WLKW-F	3. WPRO-F	3. WPJB-F
4. WEAN	4. WPRO	4. WHIM	4. WPRO	4. WHJY-F
5. WPJB-F	5. WSNE-F	WPJB-F	5. WXKS-F	5. WHJJ

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	860 (10)	872 (11)	39.0
MOR/AC	469 (10)	123 (4)	592 (14)	26.5
BTFL MUSIC		286 (4)	286 (4)	12.8
NEWS/TALK	248 (5)		248 (5)	11.1
BIG BAND/NOSTALGIA	90 (1)	13 (1)	103 (2)	4.6
COUNTRY	81 (1)		81 (1)	3.6
CLASSICAL		25 (1)	25 (1)	1.1
RELIGION	20 (2)		20 (2)	0.9
OTHERS		7 (1)	7 (1)	0.3
			2234 (41)	

PROVIDENCE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE			
1. WLKW-F	1. WPRO-F	1. WPRO	WADK	1540	Newport	2.2
2. WHJY-F	2. WPRO	2. WLKW-F	WALE	1400	Fall River	.5
3. WPRO-F	3. WPJB-F	3. WHJY-F	WARA	1320	Attleboro	.4
4. WPJB-F	4. WHJY-F	4. WPRO-F	WBRU-F	95.5		1.3
5. WPRO	5. WLKW-F	5. WEAN	WBSM	1420	New Bedford	2.9
6. WHJJ	6. WHJJ	6. WHJJ	WGNG	550	Pawtucket	.7
7. WEAN	7. WEAN	7. WPJB-F	WICE	1290		.5
8. WLKW	8. WSNE-F	8. WBSM	WJFD-F	97.3	New Bedford	.3
9. WHIM	9. WCOZ-F	9. WSAR	WMYS-F	98.1	New Bedford	2.2
10. WSNE-F	10. WLKW	10. WXKS-F	WNBH	1340	New Bedford	.9
11. WBSM	11. WBZ		WOTB-F	107.1	Middletown	.5
12. WXKS-F	12. WXKS-F		WPEP	1570	Taunton	.8
13. WADK	13. WMYS-F		WSAR	1480	Fall River	1.8
WMYS-F	14. WHIM		WWON	1240	Woonsocket	.3
15. WBZ	15. WBSM		WAAF-F	107.3	Worcester	.4
			WBCN-F	104.1	Boston	.5
			WBZ	1030	Boston	1.9
			WCOZ-F	94.5	Boston	1.6
			WCRB-F	102.5	Boston	1.1
			WEEI-F	103.3	Boston	.6
			WHDH	850	Boston	.3
			WHUE-F	100.7	Boston	.4
			WJIB-F	96.9	Boston	.5
			WMJX-F	106.7	Boston	.5
			WNBC	660	New York	.5
			WPLM-F	99.1	Plymouth	.5
			WRKO	680	Boston	.3
			WROL	950	Boston	.3
			WROR-F	98.5	Boston	.9
			WVBF-F	105.7	Boston	.4
			WXKS-F	107.9	Boston	2.7

ADI FM SHARE: 58.72% (1377 of 2345) (SPG 81: 54.43%)

AM STATIONS

WADK, 1540, 1 KW (DAYS)	, MOR	MBS, \$17.00 (Lotus)	(NEWPORT)
WBSM, 1420, 5 KW/1 KW (DA-2)	, TALK/VARIETY	NBC,ABC-I, \$17.50 (PRO)	(NEW BEDFORD)
WEAN, 790, 5 KW (DA-2)	, NEWS/TALK	CBS, \$80.00 (Mc-Guild)	Prov Journal
WHIM, 1110, 5 KW (DAYS)	, COUNTRY	MBS, \$55.00* (Christal)	
WHJJ, 920, 5 KW (DA-N)	, MOR	ABC-E, \$51.25* (Katz)	
WLKW, 990, 50 KW (DAYS,DA)	, NOSTALGIA (Al Ham)	ABC-I, \$35.00 (Torbet)	McCormick
WPRO, 630, 5 KW (DA-N)	, AC	ABC-D, \$98.75 (Blair)	Capital Cities
WSAR, 1480, 5 KW (DA-2)	, TALK/NEWS	CBS, \$30.00* (MMR)	Knight (FALL RIVER)

FM STATIONS

WHJY-F, 94.1, 50 KW @ 434, AOR (Pollack)		, \$70.00* (Katz)	
WLKW-F, 101.5, 50 KW @ 500, BTFL MUS (Carson)		ABC-I, \$85.00 (Torbet)	McCormick
WMYS-F, 98.1, 50 KW @ 589, CONT/AC (Drake-Chen)		ABC-E, \$22.00 (Christal)	(NEW BEDFORD)
WPJB-F, 105.1, 50 KW @ 500, ROCK		, \$80.00 (Mc-Guild)	Prov Journal
WPRO-F, 102.3, 50 KW @ 500, ROCK		, \$98.75 (Blair)	Capital Cities
WSNE-F, 93.3, 50 KW @ 619, AC		NBC,RKO, \$35.75 (Eastman)	Outlet

Other stations - see Boston

PUEBLO

Market # 254
 Revenue Rank # 226
 Income Rank # 359
 APR 15.7
 SMSA Pop: 128,300
 CSI: 1.1 Bil (# 233)

Revenue : \$1,918,555
 Income : \$ -573,992
 % Rev Gain: 46.5
 Stations: 16/9
 Diaries: 521/246:1
 CSI HH: 21.1 M (# 225)
 Standard Error: .910

National Rev: \$233,523
 Nat Rev per Cap: \$1.82
 Tot Rev per Cap: \$14.95
 Tot Inc per Cap: \$-4.47
 Profit Margin: ---
 Retail \$: .6 Bil (# 255)
 Retail Sales %: .303

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KCCY-F 20/12.1	12.3	5.2	1. KCCY-F 26	1. KIDN 343/23.1
2. KIDN 18/10.9	13.6	13.7	KILO-F 26	2. KILO-F 319/21.5
KILO-F 18/10.9	9.3	11.8	3. KIDN 24	3. KDZA 310/26.1
4. KCSJ 16/ 9.7	10.5	8.5	4. KCSJ 19	4. KCCY-F 303/21.8
5. KZLO-F 11/ 6.7	7.4	6.5	5. KRDO-F 18	5. KCSJ 300/23.3
6. KDZA 10/ 6.1	8.6	15.7	6. KKFM-F 17	6. KKFM-F 286/17.3
7. KRDO-F 9/ 5.5	6.8	3.9	7. KZLO-F 15	7. KRDO-F 234/11.4
8. KKFM-F 8/ 4.8	2.5	.7	8. KFEL 13	8. KZLO-F 227/15.0
9. KSPZ-F 7/ 4.2	4.9	4.6	9. KIIQ-F 12	9. KSPZ-F 198/12.8
KIIQ-F 7/ 4.2	1.9	.7	10. KDZA 11	10. KOA 186/ 7.4

12+ FM SHARE (METRO): 61.18% (93 of 152) (SPG 81: 55.70%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KILO-F	1. KILO-F	1. KCCY-F	1. KCCY-F	1. KIDN
KKFM-F	2. KCCY-F	2. KIDN	2. KIDN	KCCY-F
3. KDZA	3. KIDN	KILO-F	3. KFEL	3. KCSJ
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KCCY-F	1. KCCY-F	1. KCCY-F	1. KILO-F	1. KCCY-F
2. KCSJ	2. KZLO-F	2. KIDN	2. KCCY-F	2. KIDN
3. KIDN	KILO-F	3. KFEL	3. KIDN	3. KDZA

OTHER RATED STATIONS/METRO SHARE

KFEL 970 4.2	KRMX-F 107.1 1.8	KYNR-F 99.9 3.6
KRMX 690 2.4	KRQY-F 98.9 2.4	KOA 850 Denver 2.4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	10 (1)	51 (5)	61 (6)	40.1
COUNTRY	18 (1)	20 (1)	38 (2)	25.0
MOR/AC	16 (1)	4 (1)	20 (2)	13.2
BTFL MUSIC		15 (2)	15 (2)	9.9
SPANISH	4 (1)	3 (1)	7 (2)	4.6
RELIGION	7 (1)		7 (1)	4.6
NEWS/TALK	4 (1)		4 (1)	2.6

152 (16)

RADIO STATIONS

KCSJ, 590, 1 KW (DA-1), MOR	ABC-I, \$ 6.00 (Eastman)
KDZA, 1230, 1 KW/250 W, ROCK	, \$15.50 (Masla)
KFEL, 970, 1 KW (DAYS), RELIGION	, \$ 7.00 (----)
KIDN, 1350, 5 KW/1 KW (DA-N), COUNTRY	NBC, \$17.00 (Torbet) Scribner
KCCY-F, 97.9, 100 KW @ 320, COUNTRY	CBS-R, \$13.00* (Selcom)
KYNR-F, 99.9, 68 KW @ 2000, BTFL MUS	ABC-D, \$11.00* (PRO) Peoria Jrnl Star
KZLO-F, 100.7, 100 KW @ 800, CONTEMP (Century 21)	RKO, \$15.50 (Masla)

Other stations - See Colorado Springs

RALEIGH-DURHAM

Market # 78: ADI # 40
 Revenue Rank # 47
 Income Rank # 23
 APR 17.6
 SMSA Pop: 547,700
 CSI: 4.9 Bil (# 73)

Revenue : \$11,286,507
 Income : \$ 1,220,762
 % Rev Gain: 43.3
 Stations: 18/20
 Diaries: 844/649:1
 CSI HH: 24.9 M (# 73)
 Standard Error: .744

National Rev: \$2,820,536
 Nat Rev per Cap: \$5.15
 Tot Rev per Cap: \$20.61
 Tot Inc per Cap: \$2.23
 Profit Margin: 10.8%
 Retail \$: 2.6 Bil (# 76)
 Retail Sales %: .363

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WRAL-F 112/13.8	14.4	15.6	13.3	12.5	1. WRAL-F 413	1. WRAL-F 5502/34.5
2. WPTF 104/12.9	14.7	11.4	14.4	14.6	2. WQDR-F 179	2. WQDR-F 2484/22.1
3. WQDR-F 70/ 8.7	7.9	8.2	11.1	9.3	3. WPTF 169	3. WPTF 2228/25.3
4. WYYD-F 66/ 8.2	11.5	10.2	7.0	9.0	4. WYYD-F 135	4. WYYD-F 1675/16.3
5. WKIX 65/ 8.0	7.4	4.9	6.6	7.4	5. WKIX 78	5. WKIX 1193/17.7
6. WLLE 58/ 7.2	3.5	6.1	8.3	---	6. WLLE 66	6. WDCG-F 1129/17.0
7. WDUR 46/ 5.7	6.0	7.6	5.7	7.3	7. WDCG-F 59	7. WRQK-F 850/ 1.4
8. WDCG-F 39/ 4.8	2.5	3.1	2.9	5.1	8. WPCM-F 55	8. WLLE 722/12.2
9. WSRC 28/ 3.5	5.0	6.7	4.7	9.2	9. WRQK-F 54	9. WDNC 591/11.0
10. WDNC 25/ 3.1	2.9	2.1	4.0	2.8	10. WDUR 46	10. WDUR 451/ 9.4

12+ FM SHARE (METRO): 46.94% (315 of 671) (SPG 81: 46.33%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WLLE	1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WPTF
2. WDCG-F	2. WQDR-F	2. WQDR-F	2. WYYD-F	2. WYYD-F
3. WQDR-F	3. WDUR	3. WKIX	3. WKIX	3. WRAL-F
4. WKIX	4. WKIX	4. WDUR	4. WPTF	4. WKIX

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WRAL-F	1. WRAL-F	1. WRAL-F	1. WQDR-F	1. WRAL-F
2. WPTF	2. WDUR	2. WYYD-F	2. WRAL-F	2. WKIX
3. WKIX	3. WQDR-F	3. WLLE	3. WKIX	3. WQDR-F
4. WYYD-F	4. WLLE	4. WPTF	4. WDUR	4. WPTF

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	11 (1)	224 (4)	235 (5)	34.9
BLACK	132 (3)	5 (1)	137 (4)	20.4
MOR/AC	129 (2)		129 (2)	19.2
COUNTRY	78 (2)	14 (2)	92 (4)	13.7
BTFL MUSIC		66 (1)	66 (1)	9.8
RELIGION	8 (1)		8 (1)	1.2
CLASSICAL		6 (1)	6 (1)	0.9
			673 (18)	

RALEIGH 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. WRAL-F	1. WRAL-F	1. WRAL-F	WAKS-F	103.9	Fuquay .9
2. WQDR-F	2. WQDR-F	2. WPTF	WCHL	1360	Chapel Hill 1.4
3. WPTF	3. WPTF	3. WQDR-F	WDBS-F	107.1	Durham .7
4. WYYD-F	4. WYYD-F	4. WKIX	WPJL	1240	1.0
5. WQSM-F	5. WYYD-F	5. WYYD-F	WTIK	1310	Durham 1.6
6. WKIX	6. WKIX	6. WDCG-F	WPCM-F	101.1	Burlington .9
7. WLLE	7. WDCG-F	7. WLLE	WQMG-F	97.1	Greensboro .6
8. WRSV-F	8. WLLE		WRQK-F	98.7	Greensboro .4
9. WIDU	9. WFNC				
10. WMPM	10. WDNC				
11. WFNC	11. WITN-F				
12. WDCG-F	12. WFLB				
13. WDUR	13. WFBS				
14. WFBS	14. WDUR				
15. WFLB	15. WIDU				

ADI FM SHARE: 58.36% (1162 of 1991) (SPG 81: 57.27%)

AM STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), MOR	CBS, \$21.00 (Torbet)	
WDUR, 1490, 1 KW/250 W, BLACK (Drake-Chen)	ABC-C, \$22.50 (Selcom)	
WKIX, 850, 10 KW/5 KW (DA-N), CONTEMP/AC	RKO, \$35.00* (Blair)	Mann Media
WLLE, 570, 500 W (DAYS), BLACK	SBN, \$16.75 (Lazar)	
WPTF, 680, 50 KW (DA-N), MOR	NBC,ABC-E, \$54.50* (Mc-Guild)	Durham Life
WSRC, 1410, 5 KW (DAYS,DA), BLACK	NBN, \$17.00 (Howard)	
WMPM, 1270, 5 KW (DAYS), COUNTRY	, \$ 6.00 (Southern)	(SMITHFIELD)

FM STATIONS

WDCG-F, 105.1, 36 KW @ 330, ROCK	ABC-I, \$28.00 (Torbet)	
WQDR-F, 94.7, 100 KW @ 1025, AOR (Burk-Abr)	ABC-F,RKO, \$55.00* (Mc-Guild)	Durham Life
WRAL-F, 101.5, 100 KW @ 1900, CONTEMP (Drake-Chen)	, \$117.50 (Katz)	Capitol
WYYD-F, 96.1, 98 KW @ 992, BTFL MUS	, \$45.75* (Blair)	Mann Media
WRSV-F, 92.1, 1.7 KW @ 380, BLACK	SBN, \$ 3.00 (Southern)	(ROCKY MOUNT)

Other stations - see Fayetteville, Greenville or Greensboro

READING

Market # 124
 Revenue Rank # 159
 Income Rank # 261
 APR 18.1
 SMSA Pop: 315,300
 CSI: 2.9 Bil (# 114)

Revenue : \$3,076,747
 Income : \$ -75,338
 % Rev Gain: 5.6
 Stations: 32/5
 Diaries: 824/383:1
 CSI HH: 23.6 M (# 126)
 Standard Error: .695

National Rev: \$294,144
 Nat Rev per Cap: \$.93
 Tot Rev per Cap: \$9.76
 Tot Inc per Cap: \$-.24
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 129)
 Retail Sales %: .206

12+ METRO 1/4/SHARE	FAL 81	SPG 81	SPG 80
1. WEEU	75/15.4	12.3	18.0
2. WRFY-F	57/11.7	9.2	10.9
3. WHUM	49/10.0	13.6	8.6
4. WRWA	38/ 7.8	4.8	5.4
5. WIFI-F	37/ 7.6	9.0	6.9
6. WYSP-F	34/ 7.0	4.6	6.9
7. WMMR-F	18/ 3.7	3.9	2.8
8. WEAZ-F	17/ 3.5	3.5	3.9
9. KYW	16/ 3.3	2.6	3.2
WUSL-F	16/ 3.3	1.5	1.3

12+ CUME/CUME RATING	
1. WEEU	815/30.3
2. WHUM	644/23.9
3. WRFY-F	600/22.3
4. WRWA	570/21.2
5. WIFI-F	519/19.3
6. KYW	429/15.9
7. WYSP-F	404/15.0
8. WMMR-F	255/ 9.5
9. WUSL-F	209/ 7.8
10. WFIL	206/ 7.6

NOTE: THE READING TSA
 AND MSA ARE THE SAME.

12+ FM SHARE (METRO): 58.05% (269 of 463) (SPG 81: 64.50%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WIFI-F	1. WYSP-F	1. WRFY-F	1. WRFY-F	1. WEEU
2. WYSP-F	2. WIFI-F	2. WYSP-F	2. WHUM	2. WHUM
3. WRFY-F	3. WRFY-F	3. WIFI-F	WEEU	3. WRFY-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WEEU	1. WIFI-F	1. WRFY-F	1. WYSP-F	1. WRFY-F
2. WRFY-F	WRFY-F	2. WHUM	2. WMMR-F	2. WEEU
3. WHUM	3. WYSP-F	3. WEEU	3. WIFI-F	3. WHUM

OTHER RATED STATIONS/METRO SHARE

WAEB	790	Allen	.6	WIOQ-F	102.1	Phil	.4	WQQQ-F	99.9	East.	.6
WCAU-F	98.1	Phil	1.4	WIOV-F	105.1	Ephr.	1.2	WRKZ-F	106.7	Hersh	.8
WDAC-F	94.5	Lanc	.6	WJBR-F	99.5	Wilm	.4	WSNI-F	104.5	Phil	.6
WDAS-F	105.3	Phil	.6	WLEV-F	96.1	East	.4	WWDB-F	96.5	Phil	.6
WFIL	560	Phil	2.0	WMGK-F	102.9	Phil	.8	WWSH-F	106.1	Phil	2.5
WFLN-F	95.7	Phil	1.0	WNCE-F	101.3	Lanc.	.8	WXKW-F	104.1	Allen	3.1
WFMZ-F	100.7	Allen	.4	WPAZ	1370	Potts	.6	WZZO-F	95.1	Beth	1.2
WHP-F	97.3	Harri	.8								

FORMATS

	AM	FM	TOTAL	%
ROCK/AGR/CONTEMP	3 (1)	163 (8)	168 (9)	36.3
COUNTRY	59 (2)	41 (4)	100 (6)	21.6
MOR/AC	78 (2)	7 (2)	85 (4)	18.4
BTFL MUSIC		44 (7)	44 (7)	9.5
NOSTALGIA	38 (1)		38 (1)	8.2
NEWS/TALK	16 (1)	3 (1)	19 (2)	4.1
CLASSICAL		5 (1)	5 (1)	1.1
RELIGION		3 (1)	3 (1)	0.6
BLACK/URBAN		3 (1)	3 (1)	0.6

463 (32)

RADIO STATIONS

WEEU, 850, 1 KW (DA-N), MOR ABC-E, \$28.00 (Mc-Guild)
 WHUM, 1240, 1 KW/250 W, COUNTRY NBC, \$28.50 (Torbet) Brill
 WRWA, 1340, 1 KW/250 W, NOSTALGIA (Al Ham) ABC-C, \$25.50 (Masla)
 WRFY-F, 102.5, 15 KW @ 820, CONTEMP (Drake-Chen) RKO, \$33.75 (HNW)

Other stations - see Philadelphia

RENO

Market # 174
 Revenue Rank # 123
 Income Rank # 120
 APR 17.7
 SMSA Pop: 206,300
 CSI: 2.2 Bil (# 148)

Revenue : \$4,343,124
 Income : \$ 179,951
 % Rev Gain: -4.0
 Stations: 13/10
 Diaries: 683/302:1
 CSI HH: 26.0 M (# 44)
 Standard Error: .755

National Rev: \$1,074,473
 Nat Rev per Cap: \$5.21
 Tot Rev per Cap: \$21.05
 Tot Inc per Cap: \$.87
 Profit Margin: 4.1%
 Retail \$: 1.6 Bil (# 121)
 Retail Sales %: .234

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KOZZ-F 50/16.1	13.6	7.9	1. KOZZ-F 66	1. KOZZ-F 717/28.3
2. KSRN-F 36/11.6	10.4	14.1	2. KSRN-F 59	2. KROW 701/18.2
3. KOH 29/ 9.4	9.6	9.3	3. KROW 57	3. KOH 546/19.5
4. KRNO-F 28/ 9.0	12.1	14.5	4. KOH 44	4. KSRN-F 496/16.5
5. KNEV-F 25/ 8.1	7.1	1.3	5. KKBC-F 38	5. KOLO 457/19.6
6. KCBN 24/ 7.7	9.6	11.9	6. KRNO-F 31	6. KKBC-F 422/11.0
7. KONE 22/ 7.1	10.0	11.5	7. KNEV-F 27	7. KCBN 397/21.5
8. KOLO 21/ 6.8	6.8	10.6	KOLO 27	8. KRNO-F 381/20.0
9. KKBC-F 13/ 4.2	3.2	3.1	9. KONE 26	9. KONE 353/17.6
KROW 13/ 4.2	2.1	3.1	10. KCBN 24	10. KNEV-F 267/13.9

12+ FM SHARE (METRO): 54.09% (152 of 281) (SPG 81: 51.37%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KCBN	1. KOZZ-F	1. KOZZ-F	1. KOZZ-F	1. KSRN-F
2. KOZZ-F	2. KRNO-F	2. KRNO-F	2. KRNO-F	2. KOH
3. KONE	3. KROI	3. KONE	3. KNEV-F KONE	3. KNEV-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KOH	1. KOZZ-F	1. KRNO-F	1. KOZZ-F	1. KOZZ-F
2. KOZZ-F	2. KRNO-F	2. KONE	2. KRNO-F	2. KOH
3. KSRN-F	3. KCBN KROI	3. KNEV-F KSRN-F	3. KROI	KRNO-F

OTHER RATED STATIONS/METRO SHARE

KBET 1340	2.3	KROI 1270	Sparks	3.9
KPTL 1300	Carson City .3			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	37 (2)	50 (1)	87 (3)	31.0
MOR/AC	35 (3)	28 (1)	63 (4)	22.4
BTFL MUSIC		61 (2)	61 (2)	21.7
COUNTRY	29 (2)	13 (1)	42 (3)	14.9
NEWS/TALK	29 (1)		29 (1)	10.3

281 (13)

RADIO STATIONS

KCBN, 1230, 1 KW/250 W , ROCK	RKO II, \$14.40 (Torbet) Roth
KOH , 630, 5 KW/1 KW (DA-N), NEWS/TALK	CBS,MBS, \$29.00 (Katz) John Price (P)
KOLO, 920, 5 KW/1 KW (DA-N), MOR	NBC, \$18.75 (Eastman) Donrey
KONE, 1450, 1 KW/250 W , COUNTRY	ABC-E, \$18.98 (Lotus) Lotus
KROI, 1270, 1 KW (DAYS) , AC	, \$12.70 (----) Jonson (SPARKS)
KROW, 780, 50 KW (DA-N) , CONTEMP (SMN)	, \$15.50 (----)
KNEV-F, 95.5, 50 KW @ 530, BTFL MUS (Bonneville)	MBS, \$13.00* (Katz) John Price (P)
KOZZ-F, 105.7, 75 KW @ 2120, AOR (Burk-Abr)	Source, \$18.98 (Lotus) Lotus
KKBC-F, 97.3, 52 KW @ 2240, COUNTRY	RKO, \$15.00* (Christal)
KRNO-F, 106.9, 60 KW @ 457, AC	, \$19.20 (Torbet) Roth
KSRN-F, 104.5, 25 KW @ 2900, BTFL MUS	UPI, \$13.00 (Masla)

RICHLAND-KENNEWICK-PASCO, WA

Market # 217
 Revenue Rank # 192
 Income Rank # 242
 APR 16.6
 SMSA Pop: 152,900
 CSI: 1.4 Bil (# 190)

Revenue : \$2,493,526
 Income : \$ -28,734
 % Rev Gain: -1.0
 Stations: 14/9
 Diaries: 619/247:1
 CSI HH: 26.5 M (# 33)
 Standard Error: .776

National Rev: \$422,885
 Nat Rev per Cap: \$2.77
 Tot Rev per Cap: \$16.31
 Tot Inc per Cap: \$-.19
 Profit Margin: ---
 Retail \$: .7 Bil (# 232)
 Retail Sales %: .328

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KONA 38/18.4	15.1	20.1	1. KIOK-F 52	1. KONA 601/34.4
2. KONA-F 28/13.6	11.7	12.9	2. KONA 44	2. KIOK-F 598/27.0
3. KIOK-F 25/12.1	13.4	4.5	3. KONA-F 42	3. KONA-F 426/22.3
4. KZZK-F 23/11.2	10.6	12.1	4. KZZK-F 26	4. KALE 402/28.7
5. KALE 22/10.7	9.5	16.7	5. KALE 22	5. KZZK-F 351/23.3
6. KOTY 14/ 6.8	10.6	12.1	6. KSKT-F 20	6. KSXT-F 338/11.0
7. KORD 12/ 5.8	4.5	3.0	7. KOTY 14	7. KOTY 256/19.8
8. KHWK-F 9/ 4.4	5.0	6.1	8. KORD 12	8. KUJ-F 234/ 9.8
9. KSXT-F 5/ 2.4	5.0	3.0	9. KPQ-F 12	9. KPQ-F 177/ 4.8
10. KUJ-F 4/ 1.9	---	---	10. KUJ-F 11	10. KHWK-F 176/14.2

12+ FM SHARE (METRO): 51.87% (97 of 187) (SPG 81: 55.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KIOK-F	1. KZZK-F	1. KZZK-F	1. KONA	1. KONA
2. KALE	2. KALE	2. KALE	2. KONA-F	2. KONA-F
KHWK-F	KIOK-F	3. KIOK-F	3. KZZK-F	3. KORD
KZZK-F				

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KONA	1. KZZK-F	1. KONA-F	1. KALE	1. KONA
2. KONA-F	2. KIOK-F	2. KONA	KIOK-F	2. KZZK-F
3. KALE	KALE	3. KZZK-F	KZZK-F	3. KOTY

OTHER RATED STATIONS/METRO SHARE

KACA-F 101.7 Prosser .5	KPQ-F 102.1 Wenatchee 1.0
KARY 1310 Prosser 1.0	KUTI-F 980 Yakima 1.0

FORMATS

	AM	FM	TOTAL	%
MOR/AC	60 (2)		60 (2)	32.1
ROCK/AOR/CONTEMP		57 (4)	57 (4)	30.5
COUNTRY	30 (4)	9 (1)	39 (5)	20.9
BTFL MUSIC		31 (3)	31 (3)	16.6
			187 (14)	

RADIO STATIONS

KALE, 960, 5 KW/1 KW (DA-N), CONTEMP/AC	NBC, \$13.50 (Roslin)	Sterling
KONA, 610, 5 KW (DA-N), MOR	ABC-I, \$14.25 (Torbet)	
KORD, 910, 1 KW (DAYS), COUNTRY (SMN)	, \$ 6.20 (Christal)	
KOTY, 1340, 1 KW/250 W, COUNTRY	ABC-E, \$ 9.25 (Blair)	
KHWK-F, 106.3, 2.7 KW @ 160, COUNTRY	ABC-F, \$ 9.25 (Blair)	
KIOK-F, 94.9, 100 KW @ 1250, ROCK	Source, \$13.50 (Roslin)	Sterling
KONA-F, 105.3, 100 KW @ 1180, BTFL MUS	CBS, \$10.38 (Torbet)	
KZZK-F, 102.7, 100 KW @ 863, CONTEMP/AC (SMN)	, \$ 9.30 (Christal)	
KPQ-F, 102.1, 35 KW @ 2655**, BTFL MUS	CBS, \$? ? (Howard)	(WENATCHEE)
KSXT-F, 97.1, 50 KW @ 1340, ROCK	, \$ 8.00 (----)	(WALLA WALLA)
KUJ-F, 95.7, 100 KW @ 4100, ROCK	, \$? ? (----)	(WALLA WALLA)

**Station says there are 7000 feet in SRDS - one of the bigger hypes I have seen.
 Their rate card is beyond comprehension.

RICHMOND

Market # 63
 Revenue Rank # 52
 Income Rank # 39
 APR 17.9
 SMSA Pop: 646,700
 CSI: 5.9 Bil (# 57)

Revenue : \$10,393,816
 Income : \$ 787,152
 % Rev Gain: 55.2
 Stations: 22/19
 Diaries: 1306/495:1
 CSI HH: 25.1 M (# 67)
 Standard Error: .572

National Rev: \$2,809,057
 Nat Rev per Cap: \$4.34
 Tot Rev per Cap: \$16.07
 Tot Inc per Cap: \$1.22
 Profit Margin: 7.6%
 Retail \$: 3.6 Bil (# 56)
 Retail Sales %: .243

12+ METRO	1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. WRVA	178/18.4	16.6	20.8	20.2	20.2	1. WRVA	232	1. WRVA	2778	38.6	
2. WRVQ-F	129/13.4	13.5	13.0	11.8	12.2	2. WRVQ-F	212	2. WRVQ-F	2631	32.8	
3. WRXL-F	83/ 8.6	9.1	9.3	11.0	7.8	3. WPLZ-F	113	3. WPLZ-F	1345	15.8	
4. WRNL	72/ 7.5	9.6	6.6	3.1	3.8	4. WEZS-F	98	4. WRXL-F	1257	17.5	
5. WPLZ-F	71/ 7.3	6.7	8.6	.4	.6	5. WRXL-F	95	5. WTVR-F	1173	13.3	
6. WANT	70/ 7.2	8.0	5.3	8.6	5.7	6. WTVR-F	91	6. WRNL	1138	17.2	
7. WEZS-F	66/ 6.8	6.1	6.2	7.2	8.0	7. WRNL	82	7. WEZS-F	1110	14.3	
8. WLEE	51/ 5.3	4.1	4.4	5.1	5.7	8. WANT	80	8. WANT	1024	15.5	
9. WTVR-F	47/ 4.9	3.5	5.1	5.7	4.1	9. WLEE	53	9. WENZ	731	12.6	
10. WENZ	43/ 4.5	2.4	2.0	3.4	5.0	10. WENZ	43	10. WLEE	675	11.8	

12+ FM SHARE (METRO): 46.53% (423 of 909) (SPG 81: 47.58%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WRVQ-F	1. WRVQ-F	1. WRVQ-F	1. WRVA	1. WRVA
2. WRXL-F	2. WRXL-F	2. WRVA	2. WRVQ-F	2. WRNL
3. WENZ	3. WPLZ-F	3. WRXL-F	3. WRNL	3. WEZS-F
4. WANT	4. WRVA	4. WPLZ-F	4. WPLZ-F	4. WLEE
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WRVA	1. WRVQ-F	1. WRVA	1. WRXL-F	1. WRVA
2. WRVQ-F	2. WPLZ-F	2. WRVQ-F	2. WRVQ-F	2. WRVQ-F
3. WRNL	3. WRXL-F	3. WRNL	3. WPLZ-F	3. WRNL
4. WRXL-F	4. WANT	4. WANT	4. WRVA	4. WRXL-F

OTHER RATED STATIONS/METRO SHARE

WEET	1320	.5	WKIE	1540	1.7	WKEZ-F	94.1	York	.3
WGGM	1410	Chester .1	WTVR	1380	1.1	WPVA	1290	Peters.	.5
WDYL-F	92.1	Chester .7	WXGI	950	1.8	WPVA-F	95.3	Peters	1.0
WGOE	1590	1.8	WBCI-F	96.5	Williams. .4	WSVS-F	104.7	Crewe	.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		216 (3)	216 (3)	23.8
BLACK	129 (3)	71 (1)	200 (4)	22.0
MOR/AC	195 (2)		195 (2)	21.5
COUNTRY	99 (4)	63 (4)	162 (8)	17.8
BTFL MUSIC		66 (1)	66 (1)	7.3
NOSTALGIA	62 (2)		62 (2)	6.8
RELIGION	1 (1)	7 (1)	8 (2)	0.9
			909 (22)	

RADIO STATIONS

WANT, 990, 1 KW (DAYS), BLACK	NBN, \$27.00 (Masla)	Sinclair
WENZ, 1450, 1 KW/250 W, BLACK	SBN, \$22.00 (Howard)	
WLEE, 1480, 5 KW (DA-2), NOSTALGIA (Al Ham)	ABC-D, \$23.00 (Blair)	Nationwide
WRNL, 910, 5 KW (DA-N), COUNTRY (Burk-Abr)	ABC-I, \$39.00* (Mc-Guild)	Capitol-WRAL
WRVA, 1140, 50 KW (DA-N), MOR	NBC, \$78.75 (Eastman)	Harte-Hanks
WEZS-F, 103.7, 74 KW @ 440, BTFL MUSIC	, \$42.50 (Torbet)	EZ
WRVQ-F, 94.5, 200 KW @ 355, ROCK	RKO, \$78.75 (Eastman)	Harte-Hanks
WRXL-F, 102.1, 140 KW @ 350, AOR (Burk-Abr)**	Source, \$39.00* (Mc-Guild)	Capitol-WRAL
WTVR-F, 98.1, 50 KW @ 840, COUNTRY (Drake-Chen)	, \$31.00* (MMR)	Park
WPLZ-F, 99.3, 3 KW @ 290, BLACK (TM)	ABC-F, \$33.25 (Selcom)	(PETERSBURG)

**Station now uses Jeff Pollack

RIVERSIDE-SAN BERNARDINO-ONTARIO

Market # 25
 Revenue Rank # 41
 Income Rank # 74
 APR 18.0
 SMSA Pop: 1,628,000
 CSI: 12.7 Bil (# 29)

Revenue : \$12,504,020
 Income : \$ 381,809
 % Rev Gain: 33.6
 Stations: 45/43
 Diaries: 1667/977:1
 CSI HH: 20.6 M (# 247)
 Standard Error: .491

National Rev: \$3,114,572
 Nat Rev per Cap: \$1.91
 Tot Rev per Cap: \$7.68
 Tot Inc per Cap: \$.23
 Profit Margin: 3.1%
 Retail \$: 7.0 Bil (# 28)
 Retail Sales %: .147

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KFI 119/6.2	5.2	6.2	6.4	9.4	1. KFI 170	1. KFI 2521/18.5
2. KDUO-F 102/5.3	6.0	6.1	4.5	6.0	2. KDUO-F 106	2. KOLA-F 1298/11.7
3. KMET-F 90/4.7	4.6	2.8	7.6	6.1	3. KMET-F 98	3. KMET-F 1287/11.1
4. KGGI-F 79/4.1	3.0	3.6	5.7	6.1	4. KGGI-F 79	4. KGGI-F 1174/10.9
5. KBIG-F 73/3.8	4.9	6.5	3.5	5.9	5. KBIG-F 78	5. KIIS-F 1164/10.3
6. KOLA-F 71/3.7	3.9	3.8	3.2	3.7	6. KOST-F 74	6. KDUO-F 1124/10.1
KOST-F 71/3.7	3.6	3.6	3.1	4.1	7. KOLA-F 73	7. KBIG-F 1091/ 9.6
8. KCKC 64/3.3	2.3	3.7	4.3	3.6	8. KNX 68	8. KRTH-F 1079/ 9.5
KABC 64/3.3	2.3	3.4	2.9	2.5	9. KCKC 66	9. KNX 1073/ 8.9
10. KIIS-F 58/3.0	2.7	2.2	1.4	2.1	10. KABC 64	10. KFXM 1024/ 8.9

12+ FM SHARE (METRO): 58.85% (1014 of 1723) (SPG 81: 55.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KOLA-F	1. KMET-F	1. KFI	1. KFI	1. KDUO-F
2. KMET-F	2. KGGI-F	2. KMET-F	2. KDUO-F	2. KFI
3. KGGI-F	3. KOLA-F	3. KGGI-F	3. KRTH-F	3. KOST-F
4. KFI	4. KFI	4. KOLA	KMEN	4. KBIG-F
	5. KIIS-F	KRTH	5. KIIS-F	5. KABC
		KIIS		

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KFI	1. KGGI-F	1. KFI	1. KMET-F	1. KFI
2. KDUO-F	2. KFI	2. KDUO-F	2. KOLA-F	2. KMEN
3. KGGI-F	3. KIIS-F	KIIS-F	3. KLOS-F	3. KMET-F
4. KMET-F	4. KNX-F	4. KNX-F	KRTH-F	4. KRTH-F
5. KNX	5. KMET-F	5. KBIG-F	5. KCAL-F	5. KDUO-F

OTHER RATED STATIONS/METRO SHARE

KBON-F 103.9	L. Arrow 2.2	KBRT 740	Ava. 1.7	KNX 1070	LA 3.0
KCAL 1410	Redl. 1.6	KEZY 1190	Anah. .4	KNX-F 93.1	LA 2.4
KCAL-F 96.7	Redl. 2.1	KFAC-F 92.3	LA .4	KFWB 980	LA 1.6
KDIG 1240	SB 2.0	KPRZ 1150	LA .4	KHJ 930	LA .6
KFXM 590	SB 1.9	KRLA 1110	Pasa. .7	KHTZ-F 97.1	LA .4
KHNY-F 92.7	River 1.6	KROQ-F 106.7	Pasa. .8	KJOI-F 98.7	LA .4
KHSJ 1320	Hemet .8	KRTH-F 101.1	LA 2.8	KKGO-F 105.1	LA .7
KHYE-F 105.5	Hemet .7	KUTE-F 101.9	Glen, 2.2	KLAC 570	LA 2.1
KMEN 1290	SB 2.7	KWOW 1600	Pom. .7	KLOS-F 95.5	LA 2.4
KNTF-F 93.5	Ont 2.1	KWST-F 105.9	LA .4	KLVE-F 107.5	LA .4
KPRO 1440	River 1.8	KZLA-F 93.9	LA .7	KMPC 710	LA 1.2
KQLH-F 95.1	SB 1.8	XTRA 690	Tij .9		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	75 (4)	429 (8)	504 (12)	29.3
MOR/AC	199 (4)	149 (5)	348 (9)	20.2
BTFL MUSIC		311 (6)	311 (6)	18.0
COUNTRY	154 (4)	53 (2)	207 (6)	12.0
NEWS/TALK	174 (4)		174 (4)	10.1
BLACK/URBAN		56 (2)	56 (2)	3.3
NOSTALGIA	43 (2)		43 (2)	2.5
SPANISH	31 (1)	8 (1)	39 (2)	2.3
RELIGION	33 (1)		33 (1)	1.9
CLASSICAL		8 (1)	8 (1)	0.5

PLEASE SEE CONTINUATION PAGE

1723 (45)

ROANOKE

Market # 165
 Revenue Rank # 127
 Income Rank # 55
 APR 16.4
 SMSA Pop: 228,600
 CSI: 2.1 Bil (# 153)

Revenue : \$3,945,662
 Income : \$ 477,400
 % Rev Gain: -1.4
 Stations: 11/10
 Diaries: 558/410:1
 CSI HH: 25.0 M (# 71)
 Standard Error: .632

National Rev: \$898,504
 Nat Rev per Cap: \$3.93
 Tot Rev per Cap: \$17.26
 Tot Inc per Cap: \$2.09
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 140)
 Retail Sales %: .237

12+ METRO 1/4/SHARE	FAL 81	SPG 80	A/M 80
1. WXLK-F	68/21.4	15.8	22.6 15.3
2. WPVR-F	46/14.5	17.8	20.4 14.6
3. WROV	42/13.2	12.6	14.7 11.7
4. WSLC	40/12.6	16.6	14.0 16.8
5. WFIR	29/ 9.1	12.6	7.5 12.8
6. WTOY	28/ 8.8	2.4	5.7 7.3
7. WSLQ-F	22/ 6.9	9.3	6.5 6.2
8. WJLM-F	17/ 5.3	3.6	2.2 1.8
9. WKBA	4/ 1.3	1.2	--- 1.1
WJJS-F	4/ 1.3	---	---

12+ TSA 1/4	
1. WXLK-F	266
2. WPVR-F	151
3. WSLQ-F	90
4. WJJS-F	57
5. WSLC	49
6. WROV	44
7. WFIR	41
8. WTOY	30
9. WJLM-F	19
10. WKBA	4

12+ TSA CUME/MSA	CUME	RAT
1. WXLK-F	3062/39.4	
2. WPVR-F	1549/23.0	
3. WSLQ-F	1119/13.5	
4. WFIR	788/30.2	
5. WSLC	651/25.8	
6. WROV	649/30.7	
7. WJJS-F	496/ 1.2	
8. WJLM-F	270/12.0	
9. WTOY	267/11.7	
10. WKBA	94/ 3.6	

12+ FM SHARE (METRO): 51.64% (157 of 304) (SPG 81: 53.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WPVR-F
2. WSLQ-F	2. WROV	2. WROV	2. WROV	2. WSLC
3. WTOY	3. WSLQ-F	3. WSLC	3. WSLC	3. WFIR
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F	1. WXLK-F
2. WROV	2. WROV	2. WROV	2. WSLQ-F	2. WSLC
WSLC	3. WTOY	3. WPVR-F	3. WROV	3. WROV
		WSLQ		

OTHER RATED STATIONS/METRO SHARE

WRIS 1410 Roanoke 1.3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		90 (2)	90 (2)	29.6
MOR/AC	71 (2)		71 (2)	23.4
COUNTRY	40 (1)	17 (1)	57 (2)	18.8
BTFL MUSIC		46 (1)	46 (1)	15.1
BLACK	28 (1)	4 (1)	32 (2)	10.5
RELIGION	8 (2)		8 (2)	2.6
			<u>304 (11)</u>	

RADIO STATIONS

WFIR, 960, 5 KW (DA-N)	, MOR	CBS, \$22.00*	(Mc-Guild)	Gibbons
WKBA, 1550, 10 KW (DAYS,DA)	, RELIGION	, \$ 4.00	(----)	
WROV, 1240, 1 KW/250 W	, AC	ABC-C, \$29.50	(Eastman)	
WSLC, 610, 5 KW/1 KW (DA-2)	, COUNTRY	NBC, \$55.85	(Katz)	Mel Wheeler
WTOY, 910, 1 KW (DAYS,DA)	, BLACK	SBN, \$14.00*	(Masla)	
WJLM-F, 93.5, 3 KW @ -83,	COUNTRY	ABC-E, \$ 7.00	(----)	
WPVR-F, 94.9, 50 KW @ 1937,	BTFL MUS (KalaMusic)	, \$35.00*	(Mc-Guild)	Gibbons
WSLQ-F, 99.1, 200 KW @ 1985,	AOR	ABC-R, \$55.85	(Katz)	Mel Wheeler
WXLK-F, 92.3, 93 KW @ 2050,	ROCK	RKO, \$60.00*	(Torbet)	

WJJS - See Lynchburg

ROCHESTER

Market # 42
 Revenue Rank # 48
 Income Rank # 38
 APR 15.8
 SMSA Pop: 972,700
 CSI: 9.7 Bil (# 40)

Revenue : \$11,211,503
 Income : \$ 789,041
 % Rev Gain: 15.4
 Stations: 19/21
 Diaries: 1168/833:1
 CSI HH: 27.0 M (# 24)
 Standard Error: .557

National Rev: \$2,852,018
 Nat Rev per Cap: \$2.93
 Tot Rev per Cap: \$11.53
 Tot Inc per Cap: \$.81
 Profit Margin: 7.0%
 Retail \$: 4.8 Bil (# 39)
 Retail Sales %: .202

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEZO-F 174/13.7	16.9	17.8	17.4	12.8	1. WEZO-F 195	1. WHAM 2572/26.8
2. WHAM 129/10.1	7.7	9.5	8.9	14.1	2. WHAM 149	2. WEZO-F 2333/25.2
3. WVOR-F 127/10.0	6.7	9.0	9.1	7.4	3. WVOR-F 136	3. WCMF-F 1934/22.1
4. WCMF-F 126/ 9.9	6.4	7.2	6.6	4.9	4. WCMF-F 134	4. WVOR-F 1812/20.7
5. WMJQ-F 105/ 8.2	9.7	6.7	6.4	8.4	5. WMJQ-F 117	5. WMJQ-F 1797/20.0
6. WNYR 100/ 7.9	5.1	5.8	5.1	5.0	6. WNYR 103	6. WHFM-F 1464/16.2
7. WPXN 67/ 5.3	6.1	3.3	4.6	4.0	7. WHFM-F 73	7. WBBF 1368/16.6
8. WHFM-F 65/ 5.1	4.2	4.5	4.5	6.0	8. WPXN 68	8. WNYR 1315/15.0
9. WBBF 56/ 4.4	4.6	6.5	8.1	7.6	9. WBBF 56	9. WPXN 996/11.8
10. WPXY-F 41/ 3.2	6.0	3.5	5.4	4.3	10. WPXY-F 43	10. WPXY-F 895/10.4

12+ FM SHARE (METRO): 65.90% (744 of 1129) (SPG 81: 62.90%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WMJQ-F	1. WCMF-F	1. WVOR-F	1. WVOR-F	1. WEZO-F
2. WCMF-F	2. WMJQ-F	2. WCMF-F	2. WEZO-F	2. WHAM
3. WHFM-F	3. WVOR-F	3. WMJQ-F	3. WHAM	3. WNYR
4. WBBF	4. WHFM-F	4. WEZO-F	WNYR	4. WVOR-F
WSYR-F	5. WBBF	5. WNYR	4. WBBF	5. WPXN

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHAM	1. WVOR-F	1. WVOR-F	1. WCMF-F	1. WVOR-F
2. WEZO-F	2. WCMF-F	2. WEZO-F	2. WMJQ-F	2. WHAM
3. WVOR-F	3. WHFM-F	3. WNYR	3. WVOR-F	3. WEZO-F
4. WNYR	4. WMJQ-F	4. WHAM	4. WNYR	4. WNYR
5. WBBF	5. WBBF	5. WBBF	5. WHFM-F	5. WMJQ-F

OTHER RATED STATIONS/METRO SHARE

WDKX-F 103.9	3.1	WGVA 1240	Geneva .4	WYLF-F 95.1	Bristol C. .5
WECQ-F 101.7	Geneva 1.3	WSAY 1370	1.6	WBEN-F 102.5	Buffalo .5
WFLC-F 102.3	Canand. 2.2	WWWG 1450	.5	WSYR-F 94.5	Syra. .6

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, AC	RKO, \$50.00* (Blair)	LIN
WHAM, 1180, 50 KW	, MOR	ABC-I, \$72.00 (MMR)	Rust
WNYR, 990, 1 KW/250 W (DA-1),	COUNTRY	ABC-E, \$157.75 (Katz)	Malrite
WPXN, 1280, 5 KW (DA-N)	, NOSTALGIA	CBS,MBS, \$34.00* (RKO)	Associated
WCMF-F, 96.5, 20 KW @ 447, AOR (Pollack)		, \$52.50* (CBS/FM)	Sconnix
WEZO-F, 101.3, 27 KW @ 637, BTFL MUS (Bonne)		, \$157.75 (Katz)	Malrite
WHFM-F, 98.9, 50 KW @ 340, ROCK (Drake-Chen)		, \$25.00 (MMR)	Rust
WMJQ-F, 92.5, 50 KW @ 500, AOR (Sebastian)		Source, \$69.00* (Blair)	LIN
WPXY-F, 97.9, 50 KW @ 400, AC/SOFT (TM)		, \$34.00* (RKO)	Associated
WVOR-F, 100.5, 50 KW @ 480, AC		, \$60.00* (Mc-Guild)	

FOR FORMAT BREAKDOWNS SEE CONTINUATION PAGES AT END OF THIS SECTION

ROCKFORD

Market # 141
 Revenue Rank # 120
 Income Rank # 94
 APR 15.5
 SMSA Pop: 280,700
 CSI: 2.6 Bil (# 122)

Revenue : \$4,446,696
 Income : \$ 276,582
 % Rev Gain: .4
 Stations: 15/9
 Diaries: 657/427:1
 CSI HH: 26.7 M (# 29)
 Standard Error: .747

National Rev : \$635,023
 Nat Rev per Cap: \$2.26
 Tot Rev per Cap: \$15.84
 Tot Inc per Cap: \$.99
 Profit Margin: 6.2%
 Retail \$: 1.3 Bil (# 148)
 Retail Sales %: .313

12+ METRO 1/4/SHARE	A/M 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WROK 69/19.4	16.9	17.6	1. WZOK-F 94	1. WZOK-F 1240/34.5
2. WZOK-F 64/18.0	11.8	7.5	2. WROK 74	2. WROK 1142/46.5
3. WRWC-F 37/10.4	15.1	11.0	3. WMAQ 63	3. WMAQ 1093/17.8
4. WYFE-F 34/ 9.6	11.5	7.8	4. WRWC-F 55	4. WLS 774/18.5
5. WGN 30/ 8.4	5.6	9.4	5. WGN 46	5. WGN 736/17.0
6. WMAQ 27/ 7.6	8.9	10.7	6. WYFE-F 40	6. WRWC-F 623/18.3
7. WLS 15/ 4.2	4.1	3.4	7. WLS 32	7. WYFE-F 571/19.5
8. WKKN 12/ 3.4	4.1	5.6	8. WBBM 17	8. WBBM 460/ 9.4
9. WQFL-F 11/ 3.1	1.2	3.1	9. WSJY-F 15	9. WSJY-F 270/ 1.8
10. WYBR-F 9/ 2.5	6.2	6.0	10. WKKN 13	10. WYBR-F 233/ 8.6

12+ FM SHARE (METRO): 48.48% (160 of 330) (SPG 81: 50.93%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WZOK-F	1. WZOK-F	1. WROK	1. WROK	1. WROK
2. WYFE-F	2. WROK	2. WZOK-F	2. WZOK-F	2. WRWC-F
3. WROK	3. WYFE-F	3. WYFE-F	3. WRWC-F	3. WGN

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WROK	1. WZOK-F	1. WROK	1. WZOK-F	1. WROK
2. WZOK-F	2. WROK	2. WZOK-F	WYFE-F	2. WZOK-F
3. WRWC-F	3. WYFE-F	3. WRWC-F	3. WROK	3. WMAQ

OTHER RATED STATIONS/METRO SHARE

WRRR 1330	1.7	WIND 560	Chicago 1.1
WBBM 780	Chicago 2.5	WSJY-F 107.3	Ft. Atkinson,WI .6
WBMX-F 102.7	Chicago .8		

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	15 (1)	107 (3)	122 (4)	37.0
MOR/AC	105 (3)		105 (3)	31.8
BTFL MUSIC		39 (2)	39 (2)	11.8
COUNTRY	39 (2)		39 (2)	11.8
NEWS/TALK	11 (2)		11 (2)	3.3
RELIGION		11 (1)	11 (1)	3.3
BLACK		3 (1)	3 (1)	0.9
			330 (15)	

RADIO STATIONS

WKKN, 1150, 1 KW (DAYS/DA), COUNTRY	NBC, \$14.50 (HNW)	Midwest Family
WROK, 1440, 5 KW/500 W (DA-D), AC	ABC-C, \$29.50 (Mc-Guild)	
WQFL-F, 100.9, 3 KW @ 300, RELIGION	ABC-E, \$ 8.00 (----)	
WRWC-F, 103.1, 3 KW @ 300, BTFL MUS (KalaMusic)	, \$18.00 (Market 4)	
WYBR-F, 104.9, 3 KW @ 308, CONTEMP/AC (Century 21)	CBS, \$14.00 (Roslin)	Sentry
WYFE-F, 95.3, 1 KW @ 515, AOR (Burk-Abr)	Source, \$19.00 (HNW)	Midwest Family
WZOK-F, 97.5, 50 KW @ 235, ROCK	ABC-C, \$23.50 (Mc-Guild)	
WSJY-F, 107.3, 50 KW @ 500, BTFL MUS	ABC-C, \$12.00 (----)	(FORT ATKINSON)

Other Stations - See Chicago

SACRAMENTO

Market # 40; ADI # 21
 Revenue Rank # 32
 Income Rank # 37
 APR 17.1
 SMSA Pop: 1,047,500
 CSI: 9.8 Bil (# 39)

Revenue : \$16,161,496
 Income : \$ 797,243
 % Rev Gain: 15.2
 Stations: 26/20
 Diaries: 1052/996:1
 CSI HH: 24.5 M (# 87)
 Standard Error: .616

National Rev: \$8,404,262
 Nat Rev per Cap: \$8.02
 Tot Rev per Cap: \$15.43
 Tot Inc per Cap: \$.76
 Profit Margin: 4.9%
 Retail \$: 5.5 Bil (# 37)
 Retail Sales %: .185

12+ METRO	1/4/SHARE	FAL 81	SPG 81	FAL 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KZAP-F	224/13.7	12.0	13.1	12.2	14.6	1. KZAP-F 305	1. KZAP-F 3374/25.5	
2. KXOA	162/ 9.9	5.8	6.1	5.5	5.5	2. KRAK 177	2. KRAK 2379/14.3	
3. KEWT-F	95/ 5.8	8.3	6.3	7.3	10.7	3. KXOA-F 172	3. KXOA-F 2296/21.9	
4. KRAK	91/ 5.6	8.2	8.3	9.0	6.4	4. KEWT-F 122	4. KFRC 2150/ 9.9	
KCTC-F	91/ 5.6	4.2	5.1	4.7	5.3	5. KCTC-F 120	5. KSFM-F 2146/17.1	
6. KSFM-F	76/ 4.7	7.9	7.9	6.2	5.1	6. KFBK 111	6. KFBK 1781/12.2	
7. KGNR	69/ 4.2	6.2	5.2	6.7	6.1	7. KSFM-F 110	7. KNBR 1585/ 6.2	
8. KFBK	64/ 3.9	3.8	3.7	5.5	4.0	8. KFRC 91	8. KGNR 1508/14.3	
9. KXOA	63/ 3.9	1.2	1.9	1.0	1.5	9. KNBR 90	9. KCTC-F 1467/11.0	
10. KHYL-F	54/ 3.3	4.0	4.3	5.1	4.8	10. KGO 89	10. KEWT-F 1381/11.5	
11. KROY-F	53/ 3.3	3.4	4.2	3.4	2.5	11. KGNR 79	11. KROY-F 1272/11.0	
12. KAER-F	51/ 3.1	3.1	2.7	4.0	2.4	12. KXOA 66	12. KHYL-F 1197/ 9.9	
KPOP-F	51/ 3.1	3.4	3.6	1.7	1.2			

12+ FM SHARE (METRO): 64.00% (928 of 1450) (SPG 81: 62.56%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KZAP-F	1. KZAP-F	1. KZAP-F	1. KXOA-F	1. KCTC-F
2. KSFM-F	2. KXOA-F	2. KXOA-F	2. KRAK	2. KEWT-F
3. KPOP-F	3. KSFM-F	3. KCTC-F	3. KCTC-F	3. KRAK
4. KROY-F	4. KROY-F	4. KRAK	4. KZAP-F	4. KXOA
5. KXOA-F	5. KHYL-F	5. KSFM-F	5. KHYL-F	5. KGNR

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KZAP-F	1. KXOA-F	1. KXOA-F	1. KZAP-F	1. KXOA-F
2. KXOA-F	2. KZAP-F	2. KCTC-F	2. KXOA-F	2. KZAP-F
3. KGNR	3. KSFM-F	3. KRAK	3. KROY-F	3. KRAK
4. KFBK	4. KRAK	4. KWOD-F	4. KHYL-F	KHYL-F
5. KRAK	KROY-F	5. KSFM-F	5. KNBR	5. KGNR
	KWOD			

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	56 (2)	392 (4)	448 (6)	30.7
MOR/AC	86 (3)	267 (3)	353 (6)	24.2
BTFM MUSIC		185 (2)	186 (2)	12.7
NEWS/TALK	181 (4)		181 (4)	12.4
COUNTRY	91 (1)	19 (1)	110 (2)	7.5
NOSTALGIA	83 (2)		83 (2)	5.7
BLACK		51 (1)	51 (1)	3.5
RELIGION	16 (1)	13 (1)	29 (2)	2.0
UNKNOWN	9 (1)		9 (1)	0.6
			1460 (26)	

SACRAMENTO 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. KZAP-F	1. KZAP-F	1. KZAP-F	KAHI	950 Auburn	1.2
2. KRAK	2. KRAK	2. KRAK	KEBR-F	100.5	.8
3. KXOA-F	3. KFRC	3. KFBK	KFIA	710 Carmichael	1.0
4. KEWT-F	4. KXOA-F	4. KXOA-F	KGMS	1380	2.0
5. KCTC-F	5. KSFM-F	5. KEWT-F	KJAY	1430	.8
6. KSFM-F	6. KNBR	6. KPOP-F	KROY	1240	1.5
7. KFBK	7. KFBK	7. KCTC-F	KTHO	590 Tahoe Valley	.6
8. KFRC	8. KGNR	8. KXOA	KWOD-F	106.5	2.4
9. KNBR	9. KCTC-F	9. KSFM-F	KYLO-F	105.5 Davis	1.2
10. KGNR	10. KEWT-F	10. KGNR	KCBS	740 San Francisco	.7
KGO	11. KHOP-F		KFRC	610 San Francisco	2.0
12. KCBS	12. KROY-F		KGO	810 San Francisco	2.2
13. KHOP-F	13. KHYL-F		KNBR	680 San Francisco	2.5
14. KXOA	14. KCBS				
15. KAER-F	15. KWOD-F				

ADI FM SHARE: 60.39% (1682 of 2785) (SPG 81: 59.87%)

AM STATIONS

KFBK, 1530, 50 KW (DA-1)	, NEWS	NBC,MBS, \$42.50	(Katz)	McClatchy
KGNR, 1320, 5 KW (DA-2)	, NEWS/TALK/MOR	CBS,ABC-I, \$75.00*	(Christal)	Tribune Co.
KRAK, 1140, 50 KW (DA-1)	, COUNTRY	, \$76.52	(Eastman)	Affiliated
KXOA, 1470, 5 KW/1 KW (DA-2)	, NOSTALGIA (Al Ham)	ABC-D, \$? ?	(Blair)	

FM STATIONS

KAER-F, 92.5, 115 KW @ 240, COUNTRY	, \$20.00*	(Katz)	McClatchy
KCTC-F, 96.1, 45 KW @ 520, BTFL MUS (KalaMusic)	, \$65.00*	(Christal)	Tribune Co
KEWT-F, 105.1, 50 KW @ 240, BTFL MUS (Schulke)	, \$75.00*	(Eastman)	Affiliated
KHYL-F, 101.1, 50 KW @ 465, AC	, \$38.75*	(Howard)	Empire
KPOP-F, 93.5, 3 KW @ 299, BLACK	MBS, \$30.00	(Lotus)	
KROY-F, 96.9, 50 KW @ 500, CONTEMP	, \$45.00*	(Mc-Guild)	
KSFM-F, 102.5, 50 KW @ 535, ROCK	, \$47.25	(MMR)	
KWOD-F, 106.5, 50 KW @ 310, CONTEMP	ABC-F,RKO, \$38.75	(Masla)	
KXOA-F, 107.9, 28 KW @ 420, AC	ABC-D, \$50.00*	(Blair)	
KZAP-F, 98.5, 50 KW @ 495, AOR (Burk-Abr)	, \$90.00*	(Selcom)	Western Cities

Other stations - see San Francisco and Modesto

SAGINAW

Market # 164
 Revenue Rank # 205
 Income Rank # 114
 APR 19.3
 SMSA Pop: 229,400
 CSI: 2.2 Bil (# 147)

Revenue : \$2,202,263
 Income : \$ 205,671
 % Rev Gain: 5.4
 Stations: 16/5
 Diaries: 686/334:1
 CSI HH: 27.8 M (# 18)
 Standard Error: .791

National Rev: \$294,666
 Nat Rev per Cap: \$1.28
 Tot Rev per Cap: \$9.60
 Tot Inc per Cap: \$.90
 Profit Margin: 9.3%
 Retail \$: 1.1 Bil (# 159)
 Retail Sales %: .189

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WSGW 60/16.9	16.7	14.5	1. WGER-F 97	1. WHNN-F 1211/24.4
2. WGER-F 48/13.6	12.7	11.6	2. WSGW 95	2. WIOG-F 1141/31.4
3. WIOG-F 44/12.4	11.3	13.1	3. WHNN-F 92	3. WKCQ-F 1076/24.4
WKCQ-F 44/12.4	13.5	15.3	4. WKCQ-F 80	4. WGER-F 928/21.4
5. WWWS-F 42/11.9	10.2	10.5	5. WIOG-F 73	5. WSGW 890/32.4
6. WHNN-F 32/ 9.0	14.2	12.4	6. WWWS-F 42	6. WSAM 578/21.3
7. WWCK-F 23/ 6.5	.7	1.1	7. WSAM 33	7. WJR 373/ 7.5
8. WSAM 22/ 6.2	4.0	4.0	8. WWCK-F 32	8. WWCK-F 348/11.7
9. WKNX 5/ 1.4	3.3	2.9	9. WXOX 21	9. WXOX 315/ 3.8
10. WJR 4/ 1.1	2.5	1.5	10. WJR 17	10. WWWS-F 303/15.9

12+ FM SHARE (METRO): 70.62% (238 of 337) (SPG 81: 68.73%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WIOG-F	1. WIOG-F	1. WKCQ-F	1. WKCQ-F	1. WGER-F
2. WWWS-F	2. WHNN-F	2. WIOG-F	2. WWWS-F	2. WKCQ-F
3. WWCK-F	3. WWWS-F	WWWS-F	3. WGER-F	3. WSGW
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WSGW	1. WIOG-F	1. WKCQ-F	1. WIOG-F	1. WKCQ-F
2. WGER-F	2. WHNN-F	2. WWWS-F	WHNN-F	2. WGER-F
3. WKCQ-F	3. WWWS-F	3. WIOG-F	WWCK-F	WWWS-F
		WGER-F	WWWS-F	

OTHER RATED STATIONS/METRO SHARE

WDZZ-F 92.7	Flint .3	WJR-F 96.3	Detroit .6
WFDF 910	Flint 1.1	WTAC 600	Flint .8
WFMK-F 99.1	Lansing .6	WXOX 1250	Bay City .3

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		99 (3)	99 (3)	29.4
MOR/AC	95 (5)	2 (1)	97 (6)	28.9
BTFL MUSIC		50 (2)	50 (2)	14.8
COUNTRY	4 (2)	44 (1)	48 (3)	14.2
BLACK/URBAN		43 (2)	43 (2)	12.8
			337 (16)	

RADIO STATIONS

WSAM, 1400, 1 KW/250 W	, OLDIES	NBC, \$15.00	(Christal)	MacDonald
WSGW, 790, 5 KW/1 KW (DA-2), MOR		ABC-E,CBS, \$20.50	(Torbet)	Booth
WXOX, 1250, 1 KW (DAYS)	, COUNTRY	, \$12.00	(----)	(BAY CITY)
WGER-F, 102.5, 86 KW @ 860, BTFL MUS		, \$25.00	(Mc-Guild)	(BAY CITY)
WHNN-F, 96.1, 97 KW @ 420, CONTEMP/AC		RKO, \$30.00	(Selcom) Liggett	(BAY CITY)
WIOG-F, 106.3, 3 KW @ 300, ROCK (TM)		Source, \$18.00	(Torbet)	Booth
WKCQ-F, 98.1, 50 KW @ 353, COUNTRY		NBC, \$25.25	(Christal)	MacDonald
WWWS-F, 107.1, 2 KW @ 300, BLACK		NBN, \$15.00	(----)	

WJR - See Detroit

Other stations - See Flint

ST. LOUIS

Market # 12; ADI # 17
 Revenue Rank # 15
 Income Rank # 47
 APR 18.4
 SMSA Pop: 2,355,700
 CSI: 21.4 Bil (# 14)

Revenue : \$32,919,250
 Income : \$ 596,654
 % Rev Gain: 13.2
 Stations: 27/34
 Diaries: 2076/1135:1
 CSI HH: 24.9 M (# 72)
 Standard Error: .443

National Rev: \$10,235,435
 Nat Rev per Cap: \$4.34
 Tot Rev per Cap: \$13.97
 Tot Inc per Cap: \$.25
 Profit Margin: 1.8%
 Retail \$: 11.7 Bil (# 13)
 Retail Sales %: .236

<u>12+ METRO 1/4/SHARE</u>		WIN	FAL	SPG	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
		82	81	81				
1. KMOX	748/21.1	20.0	21.8	23.6	1. KMOX	890	1. KMOX	9411/38.6
2. KWK-F	264/ 7.4	7.5	6.5	7.9	2. KWK-F	312	2. KSD	4055/13.3
3. WIL-F	239/ 6.7	6.0	6.3	5.3	3. WIL-F	288	3. KWK-F	3968/17.3
4. KEZK-F	235/ 6.6	6.5	6.7	5.9	4. KEZK-F	273	4. WIL-F	3792/16.6
5. KMJM-F	215/ 6.1	5.9	6.1	6.7	5. KSD	256	5. KXOK	3415/12.7
6. KSD-F	192/ 5.4	5.5	6.0	3.8	6. KSD-F	226	6. KSD-F	3197/14.1
7. KSHE-F	161/ 4.5	6.3	6.5	7.8	7. KMJM-F	220	7. KSHE-F	3027/13.4
8. KSLQ-F	146/ 4.1	3.2	4.8	4.6	8. KSHE-F	192	8. KMOX-F	2971/12.9
9. KSD	145/ 4.1	5.0	5.2	3.7	9. KXOK	176	9. KEZK-F	2915/13.2
10. WRTH	137/ 3.9	4.7	3.6	4.2	10. KSLQ-F	158	10. KSLQ-F	2915/14.0
11. KXOK	125/ 3.5	3.1	3.1	5.1	11. WRTH	145	11. KMJM-F	2854/14.3
12. KMOX-F	121/ 3.4	3.2	2.8	3.0	12. KMOX-F	137	12. KADI-F	2240/10.5
13. WIL	107/ 3.0	2.2	2.8	2.5	13. WIL	108	13. WRTH	2006/ 9.5
14. WZEN-F	99/ 2.8	2.0	2.4	1.2	14. WZEN-F	100	14. KWK	1528/ 7.2
15. KATZ	96/ 2.7	3.2	1.6	1.1	15. KATZ	96	15. WIL	1470/ 7.1

12+ FM SHARE (METRO): 53.19% (1791 of 3367) (SPG 81: 50.02%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>
1. KWK-F	1. KWK-F	1. KMOX	1. KMOX	1. KMOX
2. KMJM-F	2. KMJM-F	2. WIL-F	2. WIL-F	2. KEZK-F
3. KSHE-F	3. KSD-F	3. KSD-F	3. KSD-F	3. WIL-F
4. WIL-F	4. KSHE-F	4. KMJM-F	4. KEZK-F	4. WRTH
5. KATZ	5. KMOX	5. KWK-F	5. KMJM-F	5. KSD

<u>12+ AMD</u>	<u>WOMEN 18-34</u>	<u>WOMEN 25-54</u>	<u>MEN 18-34</u>	<u>MEN 25-54</u>
1. KMOX	1. KSD-F	1. KMOX	1. KWK-F	1. KMOX
2. WIL-F	2. KMJM-F	2. WIL-F	2. KMOX	2. WIL-F
3. KWK-F+	3. KSLQ-F	3. KSD-F	3. KSHE-F	3. KXOK
4. KSD-F	4. WIL-F	4. KEZK-F	4. KMJM-F	4. KMJM-F
5. KEZK-F	5. KXOK	5. KSD	5. WIL-F	5. KSD

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
NEWS/TALK	748 (1)		748 (1)	22.2
ROCK/AOR/CONTEMP	46 (1)	667 (5)	713 (6)	21.2
COUNTRY	252 (2)	259 (2)	511 (4)	15.2
BLACK/URBAN	165 (2)	314 (2)	479 (4)	14.3
MOR/AC	140 (2)	313 (2)	453 (4)	13.5
BTFL MUSIC		235 (1)	235 (1)	7.0
NOSTALGIA	158 (2)		158 (2)	4.7
RELIGION	47 (3)	10 (1)	57 (4)	1.7
UNKNOWN		13 (1)	13 (1)	0.4
			<u>3367 (28)</u>	

ST. LOUIS ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE
1. KMOX	1. KMOX	1. KMOX	KADI-F 96.3 2.2
2. KWK-F	2. KWK-F	2. WIL-F	KCFM-F 97.1 Florissant .4
3. WIL-F	3. WIL-F	3. KWK-F	KIRL 1460 St. Charles .7
4. KEZK-F	4. KSD	4. KSD	KLPW 1220 Union .6
5. KSD-F	5. KSD-F	5. KMJM-F	KSTL 690 .3
6. KSD	6. KXOK	6. KSHE-F	KWK 1380 1.3
7. KMJM-F	7. KEZK-F	7. KXOK	KXEN 1010 .3
8. KSHE-F	8. KSLQ-F	8. KEZK-F	WCBW-F 104.9 Columbia .3
9. KSLQ-F	9. KSHE-F	9. KSD-F	WESL 1490 East St. Louis 1.9
10. KXOK	10. KMOX-F	10. WIL	WEW 770 .6
11. WRTH	11. KMJM-F		WIBV 1260 Belleville .4
12. KMOX-F	12. KADI-F		WMRY-F 101.1 Belleville .5
13. WIL	13. WRTH		
14. WZEN-F	14. KWK		
15. KATZ	15. WIL		

ADI FM SHARE: 52.67% (2119 of 4023) (SPG 81: 48.68%)

AM STATIONS

KATZ, 1600, 5 KW (DA-N)	, BLACK	ABI, NBN, \$?? (Howard) NBN
KMOX, 1120, 50 KW	, NEWS/TALK	CBS, \$231.25 (CBS Spot) CBS
KSD, 550, 5 KW (DA-N)	, COUNTRY	MBS, \$ 83.65* (Eastman) Gannett
KWK, 1380, 5 KW/1 KW (DA-2)	, ROCK	, \$111.94 (HNW) Doubleday
KXOK, 630, 5 KW (DA-2)	, AC/OLDIES	NBC, \$ 97.50 (Katz) Storz
WIL, 1430, 5 KW (DA-2)	, COUNTRY	ABC-E, \$104.55* (Christal) LIN
WRTH, 590, 1 KW (DA-2)	, NOSTALGIA (Al Ham)	ABC-I, \$ 57.50 (Blair) King

FM STATIONS

KADI-F, 96.3, 100 KW @ 552, ROCK	ABC-F, Source, \$ 32.00* (Selcom)
KEZK-F, 102.5, 100 KW @ 500, BTFL MUS (Bonne)	, \$ 75.00* (Torbet) Metroplex
KMJM-F, 107.7, 100 KW @ 575, URBAN	, \$ 70.00* (Mc-Guild) Amaturio
KMOX-F, 103.3, 100 KW @ 1212, AC/SOFT	CBS-R, \$ 47.50 (CBS/FM) CBS
KSD-F, 93.7, 100 KW @ 850, AC	MBS, \$ 90.00* (Eastman) Gannett
KSHE-F, 94.7, 100 KW @ 500, AOR	, \$132.50 (Katz) Century
KSLQ-F, 98.1, 100 KW @ 580, CONTEMP/AC	, \$ 71.25* (RKO) Surrey/Charter
KWK-F, 106.5, 39 KW @ 592, AOR	, \$111.94 (HNW) Doubleday
WIL-F, 92.3, 100 KW @ 510, COUNTRY	, \$104.55* (Christal) LIN
WZEN-F, 100.3, 50 KW @ 495, BLACK	ABI, NBN, \$ 35.00* (Howard) NBN

SALINAS/SEASIDE/MONTEREY

Market # 134
 Revenue Rank # 101
 Income Rank # 351
 APR 16.6
 SMSA Pop: 297,600
 CSI: 2.5 Bil (# 126)

Revenue : \$5,149,368
 Income : \$ -411,493
 % Rev Gain: 43.4
 Stations: 30/14
 Diaries: 711/419:1
 CSI HH: 24.7 M (# 79)
 Standard Error: .754

National Rev: \$2,113,178
 Nat Rev per Cap: \$7.10
 Tot Rev per Cap: \$17.30
 Tot Inc per Cap: \$-1.38
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 136)
 Retail Sales %: .242

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KDON-F 33/8.2	11.6	17.1	8.4	11.4	1. KGO 71	1. KDON-F 975/22.4
2. KIDD 32/7.9	8.9	9.0	7.8	10.9	2. KDON-F 60	2. KGO 798/16.0
3. KGO 27/6.7	9.7	6.5	12.0	9.3	3. KBAY-F 39	3. KIDD 652/22.9
4. KWYT-F 32/7.9	5.9	6.5	7.2	8.2	4. KWYT-F 38	4. KWAV-F 643/16.4
5. KCTY 26/6.5	5.9	4.7	9.2	5.9	5. KIDD 35	5. KBAY-F 554/ 6.6
6. KWAV-F 24/6.0	4.6	4.9	5.8	7.2	6. KWAV-F 33	6. KCBS 530/ 9.8
7. KTOM 19/4.7	5.9	7.0	4.2	5.1	7. KCBS 29	7. KSJO-F 482/10.0
8. KMBY-F 18/4.5	3.0	5.4	1.7	1.9	KSJO-F 29	8. KLRB-F 452/ 8.4
9. KSJO-F 15/3.7	6.5	1.6	3.3	1.3	9. KLRB-F 26	9. KWYT-F 428/14.2
10. KLRB-F 12/3.0	2.4	3.6	5.8	3.7	KCTY 26	10. KTOM 367/13.6

12+ FM SHARE (METRO): 56.36% (195 of 346) (SPG 81: 58.96%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KIDD	1. KDON-F	1. KDON-F	1. KWAV-F	1. KWYT-F
2. KDON-F	2. KWAV-F	2. KWAV	2. KWYT-F	2. KGO
3. KSJO-F	3. KMBY-F	3. KIDD	3. KIDD	KCTY
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KGO	1. KDON-F	1. KWYT-F	1. KDON-F	1. KWAV-F
2. KIDD	2. KMBY-F	2. KWAV-F	2. KWAV-F	2. KFAT-F
3. KDON-F	3. KIDD	3. 4 with	KSJO-F	3. KDON-F

OTHER RATED STATIONS/METRO SHARE

KBOQ-F 92.7 Marina 2.0	KBAY-F 100.3 SJ 2.0	KLOK 1170 SJ .5
KRAY-F 103.9 Salin 2.2	KCBS 740 SF 2.7	KNBR 680 SF 1.2
KDON 1460 Salin 1.7	KDIA 1310 Oak. 1.7	KSCO 1080 S. Cruz .5
KLFA-F 92.1 King C. 1.5	KFRC 610 SF 1.2	KSCO-F 99.1 S. Cruz .2
KNRY 1240 Mont .5	KDFC-F+ 102.1 SF 1.4	KSOL-F 107.7 SF 1.7
KOCN-F 104.9 Pac. Grove .5	KKHI-F+ 95.7 SF .7	KRKC 1490 King C. 1.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	39 (3)	93 (5)	132 (8)	38.2
BTFM MUSIC	2 (1)	41 (3)	43 (4)	12.4
NEWS/TALK	38 (2)		38 (2)	11.0
COUNTRY	26 (2)	12 (1)	38 (3)	11.0
MOR/AC	12 (3)	18 (1)	30 (4)	8.7
SPANISH	26 (1)		26 (1)	7.5
OTHERS/UNKNOWN		16 (3)	16 (3)	4.6
BLACK/URBAN	7 (1)	7 (1)	14 (2)	4.0
CLASSICAL	1 (1)	8 (2)	9 (3)	2.6
			346 (30)	

RADIO STATIONS

KCTY, 930, 1 KW (DAYS), SPANISH	, \$25.00* (Lotus)	
KIDD, 630, 1 KW (DA-2), ROCK	RKO, \$16.00* (CBS/FM)	Walton
KTOM, 1380, 5 KW (DA-2), COUNTRY	ABC-E, \$28.00 (MMR)	
KDON-F, 102.5, 19 KW @ 2270, ROCK (TM)	Source, \$34.00 (Katz)	
KLRB-F, 101.7, 900 W @ 590, ROCK	, \$14.00 (CBS/FM)	Walton
KMBY-F, 107.1, 910 W @ 570, AC	, \$? ? (Torbet)	
KWAV-F, 96.9, 18 KW @ 2575, CONTEMP/AC	, \$15.00 (HNW)	Buckley
KWYT-F, 100.7, 910 W @ 2575, BTFM MUS (Bonne)	, \$28.00 (MMR)	

SALT LAKE CITY

Market # 41; ADI # 44
 Revenue Rank # 34
 Income Rank # 33
 APR 15.1
 SMSA Pop: 977,600
 CSI: 7.2 Bil (# 50)

Revenue : \$15,499,731
 Income : \$ 941,992
 % Rev Gain: 13.5
 Stations: 25/24
 Diaries: 1273/768:1
 CSI HH: 21.8 M (# 203)
 Standard Error: .547

National Rev: \$4,069,485
 Nat Rev per Cap: \$4.16
 Tot Rev per Cap: \$15.85
 Tot Inc per Cap: \$.96
 Profit Margin: 6.1%
 Retail \$: 4.4 Bil (# 40)
 Retail Sales %: .307

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
	81	81	80	80			
1. KSFI-F 119/10.7	8.9	9.2	8.9	6.0	1. KSFI-F 195	1. KSL	2934/24.4
2. KSL 100/ 9.0	10.5	11.1	11.1	8.5	2. KSL 174	2. KSFI-F	2488/22.8
3. KCPX-F 84/ 7.6	7.1	6.3	6.3	8.5	3. KSOP-F 119	3. KFMY-F	1702/15.7
4. KSOP-F 75/ 6.8	6.4	6.6	5.9	6.6	4. KCPX-F 112	4. KRSP-F	1696/15.5
5. KRSP-F 64/ 5.8	5.0	4.8	4.9	4.9	5. KRSP-F 100	5. KCPX-F	1565/15.8
6. KLUB 61/ 5.5	6.9	7.5	8.0	6.6	6. KFMY-F 88	6. KSOP-F	1405/12.3
7. KFMY-F 57/ 5.1	4.7	3.3	2.0	1.5	7. KLUB 79	7. KRSP	1375/14.2
8. KISN-F 51/ 4.6	4.6	3.8	3.5	2.9	8. KISN-F 72	8. KISN-F	1341/13.4
9. KDAB-F 44/ 4.0	3.2	4.5	3.6	4.3	9. KRSP 53	9. KLUB	1236/12.1
10. KALL 42/ 3.8	7.2	6.8	4.5	7.7	10. KALL-F 52	10. KCPX	1145/13.3

12+ FM SHARE (METRO): 60.10% (619 of 1030) (SPG 81: 49.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KRSP-F	1. KCPX-F	1. KCPX-F	1. KSFI-F	1. KSFI-F
2. KRSP	2. KISN-F	2. KSFI-F	2. KSL	2. KSL
3. KFMY-F	3. KDAB-F	3. KSL	3. KSOP-F	3. KLUB
4. KCPX-F	KRSP-F	4. KSOP-F	4. KALL	4. KSOP-F
5. KLRZ-F	5. KFMY-F	5. KISN-F	5. KALL-F	5. KALL

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KSL	1. KISN-F	1. KSFI-F	1. KCPX-F	1. KSFI-F
2. KALL+	KCPX-F	2. KSL	2. KRSP-F	2. KSL
3. KSFI-F	3. KDAB-F	3. KSOP-F	3. KCPX	KSOP-F
4. KSOP-F	4. KSFI-F	4. KISN-F	4. KFMY-F	4. KALL
5. KLUB	5. KSL	5. KALL-F	5. KSOP-F	5. KCPX-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	89 (3)	284 (5)	373 (8)	36.2
MOR/AC	142 (2)	89 (2)	231 (4)	22.4
BTFL MUSIC	61 (1)	129 (2)	190 (3)	18.4
COUNTRY	60 (3)	110 (2)	170 (5)	16.5
NOSTALGIA	18 (1)	7 (1)	25 (2)	2.4
NEWS/TALK	18 (1)		18 (1)	1.7
CLASSICAL	13 (1)		13 (1)	1.3
RELIGION	10 (1)		10 (1)	1.0
			1030 (25)	

SALT LAKE CITY 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. KSFI-F	1. KSL	1. KSL	KALL-F	94.1 5.4
2. KSL	2. KSFI-F	2. KSFI-F	KANN	1090 Ogden .9
3. KSOP-F	3. KFMY-F	3. KCPX-F	KCGL-F	105.5 .9
4. KCPX-F	4. KRSP-F	4. KLUB	KCPX	1320 3.2
5. KRSP-F	5. KCPX-F	5. KALL	KJQN	1490 Ogden 1.1
6. KFMY-F	6. KSOP-F	6. KSOP-F	KLO	1430 Ogden 1.6
7. KLUB	7. KRSP	7. KCPX	KRGO	1550 3.0
8. KISN-F	8. KISN-F	8. KFMY-F	KRSP	1060 3.7
9. KRSP	9. KLUB	9. KALL-F	KSOP	1370 2.0
10. KALL-F	10. KCPX	10. KISN-F	KSVN	730 Ogden .5
11. KDAB-F	11. KALL		KWHO	860 1.2
12. KLRZ-F	12. KALL-F		KWHO-F	93.3 .6
13. KALL	13. KLRZ-F		KWMS	1280 1.6
14. KRGO	14. KDAB-F		KZAN-F	97.9 Ogden 3.2
15. KCPX	15. KRGO		KLRZ-F	94.9 Provo 3.2

ADI FM SHARE: 55.98% (936 of 1672) (SPG 81: 45.38%)

AM STATIONS

KALL, 910, 5 KW/1 KW (DA-N), AC	ABC-I, \$60.75 (Eastman) Hatch
KCPX, 1320, 5 KW (DA-1), CONTEMP	ABC-C, \$66.50 (Katz) Columbia Pic Ind
KLUB, 570, 5 KW (DA-1), BTFL MUS	NBC, \$40.00* (Mc-Guild)
KRGO, 1550, 10 KW/500 W, COUNTRY	ABC-E, \$20.00 (Christal)
KRSP, 1060, 10 KW/1 KW (DA-N), ROCK	, \$17.00 (Selcom)
KSL, 1160, 50 KW, MOR	CBS, \$60.00* (Torbet) Bonneville

FM STATIONS

KALL-F, 94.1, 24 KW @ 3030, AC	RKO, \$50.75 (Eastman) Hatch
KCPX-F, 98.7, 27 KW @ 2932, AOR (Burk-Abr)	, \$66.50 (Katz) Columbia Pic Ind
KDAB-F, 101.1, 25 KW @ 3740, ROCK (TM)	, \$20.00* (Howard) (OGDEN)
KISN-F, 97.1, 26 KW @ 3650, AC (Churchill)	Source, \$30.00* (Mc-Guild)
KRSP-F, 103.5, 19 KW @ 3650, AOR (Noble)	, \$22.00 (Selcom)
KSFI-F, 100.3, 26 KW @ 3740, BTFL MUS (Bonne)	, \$35.00* (Blair)
KSOP-F, 104.3, 25 KW @ 3650, COUNTRY (Century 21)	, \$30.00* (MMR)
KFMY-F, 96.1, 55 KW @ 2620, ROCK	, \$40.00* (Masla) First Media (PROVO)
KLRZ-F, 94.9, 5 KW @ 2780, CONTEMP	, \$26.25 (HNW) (PROVO)

SAN ANTONIO

Market # 37; ADI # 45
 Revenue Rank # 29
 Income Rank # 12
 APR 17.1
 SMSA Pop: 1,103,800
 CSI: 9.3 Bil (# 41)

Revenue : \$17,579,480
 Income : \$ 3,184,378
 % Rev Gain: 1.1
 Stations: 25/25
 Diaries: 1375/803:1
 CSI HH: 24.1 M (# 111)
 Standard Error: .550

National Rev: \$5,462,998
 Nat Rev per Cap: \$4.95
 Tot Rev per Cap: \$15.93
 Tot Inc per Cap: \$2.88
 Profit Margin: 18.1%
 Retail \$: 5.7 Bil (# 35)
 Retail Sales %: .251

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT	
	81	81	80	80			
1. KISS-F	165/11.1	8.8	5.1	5.0	4.2	1. KKYX 276	1. KTSA 4129/22.1
2. KTFM-F	134/ 9.0	11.0	8.2	8.9	6.8	2. KTSA 239	2. KKYX 3175/15.1
3. KTSA	110/ 7.4	7.9	11.6	10.7	9.1	3. KISS-F 198	3. WOAI 2095/12.6
4. KQXT-F	97/ 6.5	8.4	8.3	7.8	8.2	4. WOAI 158	4. KISS-F 2031/19.0
5. KKYX	95/ 6.4	6.1	8.4	5.9	7.0	5. KTFM-F 147	5. KTFM-F 1967/19.7
6. KAJA-F	89/ 6.0	6.0	2.0	3.3	3.9	6. KAJA-F 113	6. KQXT-F 1388/13.2
7. KCOR	82/ 5.5	8.8	8.5	7.6	8.3	7. KQXT-F 112	7. KAJA-F 1365/11.4
8. WOAI	81/ 5.4	5.7	6.1	5.0	5.9	8. KONO 87	8. KONO 1342/11.7
9. KONO	73/ 4.9	4.0	5.6	8.0	3.4	9. KCOR 85	9. KITY-F 1256/13.2
10. KLLS-F	68/ 4.6	2.1	2.8	2.6	2.7	10. KBUC-F 79	10. KLLS-F 1200/12.7
11. KEDA	67/ 4.5	4.4	2.9	2.5	6.2	11. KLLS-F 74	11. KBUC-F 1010/ 9.5
12. KBUC-F	63/ 4.2	4.0	4.4	6.0	5.9	12. KEDA 70	12. KCCW 842/ 8.2

12+ FM SHARE (METRO): 51.98% (750 of 1443) (SPG 81: 42.97%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KISS-F	1. KISS-F	1. KISS-F	1. KTSA	1. KKYX
2. KTFM-F	2. KTFM-F	2. KTFM-F	2. KTFM-F	KQXT-F
3. KTSA	3. KLLS-F	3. KAJA-F	3. KONO	3. WOAI
4. KITY-F	4. KAJA-F	4. KTSA	4. KKYX	4. KCOR
5. KAJA-F	5. KTSA	5. KLLS-F	5. KQXT-F	5. KCCW

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KTSA	1. KTFM-F	1. KTSA	1. KISS-F	1. KTFM-F
2. KISS-F	2. KLLS-F	2. KTFM-F	2. KTFM-F	2. KISS-F
3. KKYX	3. KISS-F	3. KONO	3. KONO	3. KONO
4. KTFM-F	4. KTSA	4. KEDA	4. KAJA-F	4. KTSA
5. KBUC-F	5. KAJA-F	KQXT-F	5. KTSA	5. KAJA-F

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	122 (2)	424 (4)	546 (6)	37.8
COUNTRY	125 (2)	160 (3)	285 (5)	19.8
SPANISH	191 (4)	26 (1)	217 (5)	15.0
BTFL MUSIC		97 (1)	97 (1)	6.7
NEWS/TALK	81 (1)		81 (1)	5.6
MOR/AC	73 (1)	7 (1)	80 (2)	5.5
NOSTALGIA	63 (2)		63 (2)	4.4
CLASSICAL		36 (1)	36 (1)	2.5
BLACK	32 (1)		32 (1)	2.2
RELIGION	6 (1)		6 (1)	0.4
			1443 (25)	

SAN ANTONIO ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE	
1. KKYY	1. KTSA	1. KISS-F	KAPE 1480	2.1
2. KISS-F	2. KKYY	2. KCOR	KBUC 1310	2.0
3. KTSA	3. KISS-F	3. KTFM-F	KCCW 930	Terrell Hills 3.6
4. KTFM-F	4. KTFM-F	4. KQXT-F	KDRY 1110	Alamo Heights .4
5. WOAI	5. WOAI	5. KKYY	KESI-F 106.3	Terrell Hills .5
6. KAJA-F	6. KQXT-F	6. KTSA	KGNB 1420	New Braunfels .7
7. KQXT-F	7. KAJA-F	7. KBUC-F	KITY-F 92.9	3.8
8. KCOR	8. KITY-F	8. KCCW	KMAC 630	.8
9. KONO	9. KONO	9. KLLS-F	KMFM-F 96.1	2.4
10. KBUC-F	10. KLLS-F	10. KEDA	KUKA 1250	1.7
11. KLLS-F	11. KBUC-F		KVAR-F 104.5	1.7
12. KEDA	12. KCOR		KWED 1580	Sequin 1.1
13. KITY-F	13. KCCW		KWED-F 105.3	Sequin .5
14. KCCW	14. KEDA			
15. KMFM-F	15. KMAC			

ADI FM SHARE: 46.17% (862 of 1867) (SPG 81: NA)

AM STATIONS

KCCW, 930, 5 KW/1 KW (DA-N)	, NOSTALGIA (Al Ham)	, \$ 30.00*	(RKO)	Southwestern
KCOR, 1350, 5 KW (DA-N)	, SPANISH	, \$ 75.25	(Katz)	Tichenor
KEDA, 1540, 5 KW/1 KW	, SPANISH	, \$ 18.00	(Selcom)	
KKYY, 680, 50 KW/10 KW (DA-N)	, COUNTRY	, \$ 65.88	(Christal)	Swanson
KONO, 860, 5 KW/1 KW (DA-N)	, AC	ABC-C, \$ 50.00*	(MMR)	Mission
KTSA, 550, 5 KW (DA-N)	, ROCK	, \$ 90.00	(Blair)	
WOAI, 1200, 50 KW	, NEWS/TALK	CBS, NBC, \$ 70.00*	(CBS Spot)	Clear Channel

FM STATIONS

KAJA-F, 97.3, 100 KW @ 472, COUNTRY	, \$ 40.00*	(CBS FM)	Clear Channel
KBUC-F, 107.5, 100 KW @ 408, COUNTRY	ABC-I, \$ 45.00*	(Eastman)	Sigmar
KISS-F, 99.5, 100 KW @ 570, AOR (Pollack)	Source, \$100.00	(Mc-Guild)	Capitol (WRAL)
KITY-F, 92.9, 100 KW @ 475, ROCK	, \$ 70.00*	(MMR)	Mission
KLLS-F, 100.3, 100 KW @ 580, AC/CONTEMP	, \$ 40.00*	(RKO)	Southwestern
KMFM-F, 96.1, 100 KW @ 195, CLASSICAL/RELIGION	MBS, \$ 15.00	(----)	Epperson
KQXT-F, 102.7, 99 KW @ 660, ROCK	, \$ 70.00*	(Blair)	

SAN DIEGO

Market # 19; ADI # 27
 Revenue Rank # 20
 Income Rank # 383
 APR 17.9
 SMSA Pop: 1,947,000
 CSI: 17.5 Bil (# 19)

Revenue : \$25,643,354
 Income : \$-2,213,270
 % Rev Gain: 12.4
 Stations: 30/24
 Diaries: 1488/1308:1
 CSI HH: 22.9 M (# 158)
 Standard Error: .544

National Rev: \$9,579,878
 Nat Rev per Cap: \$4.92
 Tot Rev per Cap: \$13.17
 Tot Inc per Cap: \$-1.14
 Profit Margin: ---
 Retail \$: 9.2 Bil (# 19)
 Retail Sales %: .222

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	MSA EXCL CUME	12+ CUME/CUME RATING
1. KGB-F 275/9.6	9.1	8.2	6.6	6.7	1. KGB-F	1. KGB-F 3206/19.9
2. KJQY-F 260/9.0	9.2	7.9	7.6	9.0	2. KFMB	2. KFMB 3195/19.9
3. KFMB 209/7.3	4.4	3.7	3.9	5.9	3. KJQY-F	3. XTRA-F 2737/17.0
4. XTRA-F 141/4.9	5.5	5.7	4.1	4.3	4. XHRM-F	4. KJQY-F 2497/15.5
5. KFSD-F 128/4.5	3.3	3.9	2.6	3.9	5. KEZL-F	5. XTRA 2343/14.6
6. KPRI-F 127/4.4	4.4	4.7	5.1	4.8	KSON	6. KFMB-F 2120/13.2
7. KSDO 125/4.4	5.3	5.9	6.4	5.4	7. KYXY-F	7. KSDO 2027/12.6
8. KOGO 123/4.3	2.8	3.7	2.2	2.2	8. KSDO	8. KPRI-F 2004/12.5
9. KYXY-F 121/4.2	5.4	2.7	4.4	2.2	9. KSON-F	9. KOGO 1964/12.2
10. XHRM-F 114/4.0	3.7	3.8	4.1	3.4	10. KIIFM-F	10. KYXY-F 1697/10.6
11. KBZT-F 97/3.4	3.5	4.4	3.8	2.2		11. KFSD-F 1540/ 9.6
12. KCBQ-F 87/3.0	2.9	1.9	1.4	.8		12. KBZT-F 1420/ 8.8
13. KSON-F 84/2.9	3.1	2.7	2.7	2.6		13. KEZL-F 1301/ 8.1
KEZL-F 84/2.9	2.5	3.4	2.7	3.3		14. KNX 1269/ 7.9
15. KIFM-F 78/2.7	2.5	3.0	2.3	3.2		15. KSON-F 1258/ 7.8
16. KSON 77/2.7	1.6	2.5	3.4	2.7		16. KCBQ 1223/ 7.6
XTRA 77/2.7	2.7	3.0	4.2	3.8		17. KIFM-F 1206/ 7.5
18. KMLO 73/2.5	4.0	2.5	3.9	3.3		18. KSON 1202/ 7.5
KFMB-F 73/2.5	4.0	4.5	3.1	3.9		19. XHRM-F 1155/ 7.2
20. KCBQ 69/2.4	3.5	3.9	3.2	3.4		20. KCNN 1056/ 6.6

12+ FM SHARE (METRO),ADI): 64.63% (1732 of 2680) (SPG 81: 61.59%)

NOTE: SAN DIEGO'S MSA, TSA AND ADI ARE THE SAME

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. XTRA-F	1. KGB-F	1. KGB-F	1. KFMB	1. KJQY-F
2. KGB-F	2. KPRI-F	2. KFMB	2. KJQY-F	2. KFMB
3. KPRI-F	3. XHRM-F	3. KYXY-F	3. KYXY-F	3. KSDO
4. XHRM-F	4. XTRA-F	4. KPRI-F	4. KFSD-F	4. KOGO
5. XTRA	5. KYXY-F	5. XHRM-F	5. KOGO	5. KFSD-F
6. KFMB	6. KIFM-F	6. KBZT-F	6. KGB-F	6. KEZL-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KFMB	1. KYXY-F	1. KJQY-F	1. KGB-F	1. KFMB
2. KSDO	2. KGB	2. KFMB	2. KPRI-F	2. KGB-F
3. KJQY-F	3. XHRM-F	KYXY-F	3. XHRM-F	3. KJQY-F
4. KGB-F	4. KBZT-F	4. KFSD-F	4. XTRA-F	4. KFSD-F
5. KOGO	5. KIFM-F	5. KOGO	5. KFMB	5. KSON-F
6. KYXY-F	6. XTRA-F	6. KSDO	6. KIFM-F	6. KCBQ-F

OTHER RATED STATIONS/METRO SHARE

KCNN	1360		1.3	KBRT	740	Avalon	.9
KJFM-F	102.1	Oceanside	1.4	KFI	640	Los Angeles	.8
KKOS-F	95.9	Carlsbad	.8	KLAC	570	Los Angeles	.4
KMJC	910	El Cajon	.6	KMPC	710	Los Angeles	.3
KABC	790	Los Angeles	.9	KNX	1070	Los Angeles	1.6

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
MOR/AC	354 (3)	379 (5)	733 (8)	27.4
ROCK/AOR/CONTEMP	77 (1)	640 (4)	717 (5)	26.8
COUNTRY	158 (3)	171 (2)	329 (5)	12.3
BTFL MUSIC		300 (2)	300 (2)	11.2
NEWS/TALK	243 (5)		243 (5)	9.1
CLASSICAL		128 (1)	128 (1)	4.8
BLACK/URBAN		114 (1)	114 (1)	4.3
NOSTALGIA	73 (1)		73 (1)	2.7
RELIGION	43 (2)		43 (2)	1.6
			<u>2680 (30)</u>	

AM STATIONS

KCBQ, 1170, 50 KW/5 KW (DA-2), COUNTRY	RKO, \$ 69.00* (RKO)	Charter/Surrey
KCNN, 1360, 5 KW/1 KW, NEWS	CNN, \$ 40.00* (Katz)	
KFMB, 760, 5 KW (DA-N), MOR	, \$ 60.00* (Mc-Guild)	Midwest TV
KMLO, 1000, 1 KW (DAYS,DA), NOSTALGIA (Al Ham)	, \$ 34.00 (Roslin)	
KOGO, 600, 5 KW (DA-1), MOR	ABC-E, \$ 60.38* (Eastman)	SBI
KSDO, 1130, 10 KW (DA-1), NEWS	CBS, \$ 82.00* (CBS Spot)	Gannett
KSON, 1240, 1 KW/250 W, COUNTRY	ABC-I, MBS, \$ 36.00* (Blair)	

XTRA - See Los Angeles

FM STATIONS

KBZT-F, 94.9, 2 KW @ 1850, AC	ABC-F, \$ 45.00* (Christal)	Alta
KCBQ-F, 105.3, 29 KW @ 620, COUNTRY	, \$ 30.00* (RKO)	Charter/Surrey
KEZL-F, 102.9, 2 KW @ 1840, AC	, \$ 45.00* (CBS Spot)	Gannett
KFMB-F, 100.7, 30 KW @ 620, SOFT ROCK	, \$ 50.00* (Mc-Guild)	Midwest TV
KFSD-F, 94.1, 100 KW @ 641, CLASSICAL	, \$ 55.00 (Lotus)	Lotus
KGB-F, 101.5, 50 KW @ 577, AOR	Source, \$100.00* (Katz)	
KIFM-F, 98.1, 28 KW @ 640, SOFT ROCK	CBS-R, \$ 59.50* (Selcom)	
KJQY-F, 103.7, 36 KW @ 650, BTFL MUS (FM-100)	, \$105.63 (RAR)	Westinghouse
KPRI-F, 106.5, 50 KW @ 413, AOR	, \$ 69.00* (Eastman)	SBI
KSON-F, 97.3, 50 KW @ 445, COUNTRY	NBC, \$ 36.00* (Blair)	
KYXY-F, 96.5, 30 KW @ 540, AC	, \$ 52.00 (CBS/FM)	
XHRM-F, 92.5, 50 KW @ 749, URBAN	, ? ? (Howard)	
XTRA-F, 91.1, 100 KW @ 1000, AOR (Noble)	, \$ 54.00* (MMR)	Noble

SAN FRANCISCO

Market # 7; ADI # 5
 Revenue Rank # 4
 Income Rank # 40
 APR 17.6
 SMSA Pop: 3,282,900
 CSI: 40.0 Bil (# 6)

Revenue : \$71,005,966
 Income : \$ 783,367
 % Rev Gain: 7.7
 Stations: 47/37
 Diaries: 3987/823:1
 CSI HH: 29.3 M (# 9)
 Standard Error: .342

National Rev: \$28,164,197
 Nat Rev per Cap: \$8.58
 Tot Rev per Cap: \$21.63
 Tot Inc per Cap: \$.24
 Profit Margin: 1.1%
 Retail \$: 17.8 Bil (# 10)
 Retail Sales %: .220

12+ METRO	1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. KGO	674/8.6	9.1	8.4	9.0	9.4	1. KGO 850	1. KGO	10273/18.1
2. KCBS	384/4.9	5.0	6.5	5.5	5.1	2. KCBS 485	2. KFRC	9413/16.0
3. KSOL-F	376/4.8	4.8	5.8	6.5	5.6	3. KFRC 420	3. KCBS	8602/15.1
4. KFRC	329/4.2	4.5	5.4	5.4	4.8	4. KNBR 412	4. KNBR	7625/11.8
5. KSFO	293/3.7	3.3	2.9	3.2	5.0	5. KSOL-F 404	5. KMEL-F	5468/11.4
6. KMEL-F	291/3.7	4.2	4.7	4.2	4.0	6. KMEL-F 316	6. KSFO	5236/10.7
7. KNBR	278/3.5	2.5	3.5	3.0	4.1	7. KSFO 312	7. KRQR-F	5014/10.2
8. KRQR-F	256/3.3	2.6	1.4	1.4	1.2	8. KRQR-F 272	8. KSOL-F	4744/10.0
9. KBLX-F	253/3.2	3.3	2.6	3.0	2.6	9. KBLX-F 263	9. KIOI-F	4602/10.0
10. KFOG-F	242/3.1	2.9	3.1	3.7	2.2	10. KFOG-F 253	10. KYUU-F	4314/ 9.3
11. KNEW	229/2.9	2.1	2.9	3.0	3.1	11. KSJO-F 251	11. KNEW	3755/ 8.0
12. KIOI-F	225/2.9	3.1	2.7	3.1	3.3	12. KNEW 235	12. KFOG-F	3733/ 7.8
13. KSJO-F	223/2.8	2.6	1.5	1.2	.8	13. KIOI-F 230	13. KBLX-F	3626/ 7.8
14. KDIA	215/2.7	2.6	1.9	2.2	1.6	14. KDIA 223	14. KDIA	3500/ 7.6
15. KABL	200/2.5	2.3	2.8	3.0	2.2	15. KRAK 216	15. KSJO-F	3463/ 6.8
16. KYUU-F	196/2.5	2.3	2.5	2.6	4.0	16. KABL 208	16. KABL-F	3423/ 7.2
17. KOIT-F	190/2.4	2.5	2.0	2.5	2.3	17. KSAN-F 205	17. KABL	3420/ 7.4
18. KSAN-F	190/2.4	3.0	2.7	2.2	3.6	18. KYUU-F 201	18. KSAN-F	3227/ 6.7
19. KABL-F	154/2.0	3.0	2.7	2.2	3.6	19. KOIT-F 195	19. KOIT-F	3072/ 6.6
20. KYA	149/1.9	2.0	2.0	2.6	1.0	20. KABL-F 165	20. KRAK	2934/ 1.2
21. KOME-F	144/1.8	1.6	2.0	1.9	2.6	21. KOME-F 159	21. KOME-F	2927/ 6.1
22. KDFC-F+	144/1.8	1.7	1.7	2.0	2.2	22. KBAY-F 159	22. KLOK	2900/ 5.7
23. KKHI-F+	138/1.8	2.2	1.9	1.3	1.6	23. KDFC-F+ 154	23. KYA	2836/ 6.2
24. KLOK	134/1.7	2.0	1.9	1.4	1.6	24. KYA 153	24. KLHT-F	2799/ 6.0
25. KLHT-F	132/1.7	1.4	1.4	1.5	1.3	25. KKHI-F+ 153	25. KGO-F	2751/ 5.5

12+ FM SHARE (METRO): 53.42% (3847 of 7201) (SPG 81: 53.71%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KSOL-F	1. KMEL-F	1. KSOL-F	1. KGO	1. KGO
2. KSJO-F	2. KBLX-F	2. KMEL-F	2. KCBS	2. KCBS
3. KFRC	3. KSOL-F	3. KBLX-F	3. KBLX-F	3. KSFO
4. KEML-F	4. KRQR-F	4. KGO	4. KNBR	4. KNBR
5. KDIA	5. KFRC	5. KFRC	5. KSAN-F	5. KABL
6. KRQR-F	6. KIOI-F	6. KRQR-F	6. KNEW	6. KNEW
7. KOME-F	7. KSJO-F	7. KIOI-F	7. KFRC	7. KFOG-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KGO	1. KSOL-F	1. KGO	1. KRQR-F	1. KGO
2. KCBS	2. KBLX-F	2. KNBR	2. KMEL-F	2. KCBS
3. KFRC	3. KFRC	3. KFRC	3. KBLX-F	3. KBLX-F
4. KABL+	4. KMEL-F	4. KCBS	4. KSJO-F	4. KSAN-F
5. KSFO	5. KIOI-F	5. KNEW	5. KSOL-F	5. KYA
6. KNBR	6. KYUU-F	6. KSOL-F	6. KOME-F	6. KNBR
7. KSOL-F	7. KLHT-F	7. KSFO	7. KFRC	7. KNEW

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	478 (2)	1532 (11)	2010 (13)	27.9
NEWS/TALK	1058 (2)		1058 (2)	14.7
MOR/AC	705 (3)	273 (2)	978 (5)	13.6
BLACK/URBAN/JAZZ	246 (2)	692 (3)	938 (5)	13.0
BTFL MUSIC	200 (1)	727 (5)	927 (6)	12.9
COUNTRY	301 (3)	236 (2)	576 (5)	8.0
CLASSICAL	72 (2)	210 (2)	282 (4)	3.9
NOSTALGIA	71 (1)	113 (1)	184 (2)	2.6
SPANISH	111 (1)	37 (1)	148 (2)	2.1
RELIGION	41 (1)	27 (1)	68 (2)	0.9
UNKNOWN	32 (1)		32 (1)	0.4
			<u>7201 (47)</u>	

SAN FRANCISCO 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. KGO	1. KGO	1. KGO	KARA-F	105.7	Santa Clara .6
2. KCBS	2. KCBS	2. KFRC	KBAY-F	100.3	San Jose 1.5
3. KSOL-F	3. KFRC	3. KCBS	KBRG-F	105.3	.5
4. KFRC	4. KNBR	4. KNEW	KEAR-F	106.9	.3
5. KMEL-F	5. KMEL-F	5. KSFO	KEEN	1370	San Jose .8
6. KSFO	6. KSFO	6. KSOL-F	KEZR-F	106.5	San Jose 1.1
7. KNBR	7. KRQR-F	7. KFOG-F	KFAT-F	94.5	Gilroy .6
8. KBLX-F	8. KIOI-F	8. KABL-F	KFAX	1100	.5
9. KRQR-F	9. KSOL-F	9. KABL	KGO-F	103.7	1.1
10. KFOG-F	10. KYUU-F	10. KLOK	KIQI	1010	1.4
11. KIOI-F	11. KNEW		KJAZ-F	92.7	Alameda .8
12. KNEW	12. KBLX-F		KKIS	990	Pittsburg .4
13. KSJO-F	13. KFOG-F		KLIV	1590	San Jose .9
14. KDIA	14. KDIA		KMPX-F	98.9	1.4
15. KABL	15. KABL		KPEN-F	97.7	Los Altos .8
			KRE	1400	Berkeley .3
			KREO-F	92.9	Healdsburg .3
			KTIM-F	100.9	San Rafael .4
			KZST-F	100.1	Santa Rosa .3
			KRAK	1140	Sacramento .6

ADI FM SHARE: 53.90% (3845 of 7133) (SPG 81: 54.16%)

AM STATIONS

KABL, 960, 5 KW (DA-1), BTFL MUS (TM)	, \$105.75 (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2), NEWS	CBS, \$203.75 (CBS Spot)	CBS
KDIA, 1310, 5 KW (DA-1), BLACK	SBN, \$ 65.00 (Howard)	Viacom
KFRC, 610, 5 KW, ROCK (Burk-Abr)	, \$233.62* (RKO)	RKO
KGO, 810, 50 KW, NEWS/TALK	ABC-I, \$217.31 (Blair)	ABC
KNBR, 680, 50 KW, MOR	NBC, \$146.25 (Mc-Guild)	NBC
KNEW, 910, 5 KW (DA-N), COUNTRY	ABC-E, \$ 85.00* (Katz)	Malrite
KSFO, 560, 5 KW/1 KW, MOR	MBS, \$ 88.00 (MMR)	Golden West
KYA, 1260, 5 KW/1 KW, CONTEMP/AC	RKO II, \$ 60.00* (Eastman)	King
	KRAK - See Sacramento	
	Other Stations - See San Jose	

FM STATIONS

KABL-F, 98.1, 100 KW @ 940, BTFL MUS (TM)	, \$105.75 (Christal)	Shamrock
KBLX-F, 102.9, 50 KW @ 1285, URBAN	SBN, \$ 97.38 (HNW)	Inner City
KFOG-F, 104.5, 8 KW @ 1454, BTFL MUS (Schulke)	, \$ 65.00* (RAR)	GE
KDFC-F+, 102.1, 33 KW @ 1360, CLASSICAL	, \$ 36.00 (Groskin)	
KIOI-F, 101.3, 125 KW @ 1220, AC	AEC-C, \$ 93.75 (Selcom)	Surrey/Charter
KKHI-F+, 95.7, 9 KW @ 1473, CLASSICAL	, \$ 68.50 (HNW)	Buckley
KLHT-F, 93.3, 31 KW @ 660, AC/SOFT	RKO II, \$? ? (Eastman)	King
KMEL-F, 106.1, 69 KW @ 1240, AOR	, \$171.25 (Christal)	Century
KOIT-F, 96.5, 33 KW @ 1410, BTFL MUS (Bonne)	, \$ 70.00* (Torbet)	Bonneville
KRQR-F, 97.3, 82 KW @ 1100, AOR	, \$ 86.25 (CBS/FM)	CBS
KSAN-F, 94.9, 35 KW @ 1140, COUNTRY	, \$ 67.50* (Katz)	Malrite
KSOL-F, 107.7, 6 KW @ 1588, BLACK	NBN, \$120.00* (Masla)	United
KYUU-F, 99.7, 45 KW @ 1240, AC/CONTEMP	, \$100.00* (Mc-Guild)	NBC

SAN JOSE

Market # 30
 Revenue Rank # 31
 Income Rank # 22
 APR 17.0
 SMSA Pop: 1,332,900
 CSI: 15.3 Bil (# 24)

Revenue : \$16,856,698
 Income : \$ 1,267,997
 % Rev Gain: 9.4
 Stations: 42/15
 Diaries: 1236/1078:1
 CSI HH: 30.2 M (# 7)
 Standard Error: .569

National Rev: \$4,750,798
 Nat Rev per Cap: \$3.56
 Tot Rev per Cap: \$12.65
 Tot Inc per Cap: \$.95
 Profit Margin: 7.5%
 Retail \$: 7.7 Bil (# 25)
 Retail Sales %: .192

NOTE: SINCE SAN JOSE IS PART OF SAN FRANCISCO'S
 METRO ONLY THE LEADING SAN JOSE METRO STATIONS
 ARE LISTED. THIS IS DONE SO THAT SAN JOSE CAN
 BE CONSIDERED AS A SEPARATE MARKET.

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KSJO-F 159/8.5	8.1	4.9	2.0	1. KSJO-F 253	1. KSJO-F 3427/18.1
2. KOME-F 99/5.3	3.8	4.8	7.6	2. KOME-F 156	2. KOME-F 2812/15.0
3. KLOK 97/5.2	4.4	5.2	4.8	3. KBAY-F 142	3. KLOK 2542/14.7
4. KBAY-F 89/4.7	5.3	7.0	6.2	4. KLOK 134	4. KBAY-F 2209/12.2
5. KEZR-F 73/3.9	4.3	4.5	5.6	5. KEZR-F 92	5. KEZR-F 1615/11.2
6. KEEN 52/2.8	2.5	2.5	3.4	6. KDFC-F+ 77	6. KFAT-F 1270/ 5.5
7. KLIV 48/2.6	2.8	3.0	1.6	7. KLIV 65	7. KDFC-F+ 1229/ 5.6
8. KPEN-F 46/2.4	1.4	1.2	1.5	KEEN 65	8. KEEN 1169/ 7.4
9. KDFC-F+ 42/2.2	1.4	1.9	2.4	KFAT 65	9. KARA-F 1023/ 7.7
10. KARA-F 40/2.1	4.0	2.8	3.3	10. KPEN-F 64	10. KPEN-F 920/ 5.2

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KSJO-F	1. KSJO-F	1. KSJO-F	1. KLOK	1. KBAY-F
2. KOME-F	2. KOME-F	2. KOME-F	2. KBAY-F	2. KLOK
3. KLOK	3. KEZR-F	3. KLOK	3. KEEN	3. KEEN
4. KEZR-F	4. KLOK	4. KEZR-F	4. KOME-F	4. KLIV
KBAY-F	5. KPEN-F	5. KBAY-F	5. KPEN-F	5. KDFC-F+

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KLOK	1. KEZR-F	1. KLOK	1. KSJO-F	1. KOME-F
2. KSJO-F	2. KLOK	2. KBAY-F	2. KOME-F	2. KPEN-F
3. KOME-F	3. KOME-F	3. KEEN	3. KPEN-F	3. KLOK
4. KEZR-F	KSJO-F	4. KARA-F	4. KEZR-F	4. KBAY-F
5. KEEN	5. KNTA		5. KLOK	5. KFAT-F

RADIO STATIONS

KLIV, 1590, 5 KW (DA-N)	, NOSTALGIA (Al Ham)	, \$40.00* (Howard)	Empire
KLOK, 1170, 50 KW/5 KW (DA-2)	, AC/MOR	, \$77.25 (Katz)	Davis/Weaver
KEEN, 1370, 5 KW (DA-2)	, COUNTRY	, \$65.00* (MMR)	Golden Pacific
KNTA, 1430, 1 KW (DA-2)	, SPANISH	, \$27.00 (Lotus)	Cascade
KARA-F, 105.7, 50 KW @ 1860,	CONTEMP/AC	, \$50.00* (Howard)	Empire
KBAY-F, 100.3, 15 KW @ 2580,	BTFL MUS	, \$70.00* (MMR)	Golden Pacific
KEZR-F, 106.5, 50 KW @ 430,	AC/CONTEMP	, \$92.00 (Selcom)	Alta
KFAT-F, 94.5, 1.2 KW @ 2580,	COUNTRY	, \$29.00 (HNW)	
KOME-F, 98.5, 13 KW @ 880,	AOR	, \$113.13 (Torbet)	Infinity
KPEN-F, 97.7, 3 KW @ -175,	ROCK (TM)	, \$27.00 (Radio Sales)	
KSJO-F, 92.3, 50 KW @ 68,	AOR (Sebastian)	Source, \$64.13 (Roslin)	Sterling

KDFC-F+ - See San Francisco

SARASOTA-BRADENTON

Market # 171
 Revenue Rank # 182
 Income Rank # 351
 APR 18.0
 SMSA Pop: 215,400
 CSI: 2.0 Bil (# 158)

Revenue : \$2,609,928
 Income : \$ -458,156
 % Rev Gain: 45.0
 Stations: 28/9
 Diaries: 946/228:1
 CSI HH: 20.2 M (# 261)
 Standard Error: .650

National Rev: \$341,501
 Nat Rev per Cap: \$1.59
 Tot Rev per Cap: \$12.12
 Tot Inc per Cap: \$-2.13
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 133)
 Retail Sales %: .169

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WDUV-F 80/13.4	15.3	13.9	1. WDUV-F 86	1. WDUV-F 798/22.0
2. WSUN 58/ 9.7	7.4	7.1	2. WSUN 61	2. WSUN 722/19.4
3. WYNF-F 46/ 7.7	2.6	5.5	3. WYNF-F 50	3. WYNF-F 525/14.7
4. WQYK-F 29/ 4.8	3.6	2.2	4. WAMR 30	4. WAMR-F 390/10.6
5. WAMR 28/ 4.7	6.6	3.8	5. WQYK-F 29	5. WAMR 369/ 9.4
WWBA-F 28/ 4.7	6.4	8.2	WWBA-F 29	6. WWBA-F 355/10.1
7. WAMR-F 27/ 4.5	5.4	4.6	7. WAMR-F 27	7. WSRZ-F 353/10.1
WSRZ-F 27/ 4.5	1.8	3.5	WSRZ-F 27	8. WMLO-F 310/ 9.3
9. WJYW-F 24/ 4.0	3.8	4.2	9. WJYW-F 24	9. WKXY 287/ 8.2
10. WFLA-F 22/ 3.7	4.2	2.4	10. WINK-F 23	10. WQYK-F 284/ 8.4

12+ FM SHARE (METRO): 63.99% (350 of 547) (SPG 81: 58.66%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WYNF-F	1. WYNF-F	1. WSUN	1. WSUN	1. WDUV-F
2. WQXM-F	2. WSRZ-F	2. WYNF-F	2. WSRZ-F	2. WSUN
3. WKXY	3. WSUN	3. WSRZ-F	3. WDUV-F	3. WQYK-F
12+ AND	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WDUV-F	1. WSRZ-F	1. WSUN	1. WYNF-F	1. WSUN
2. WSUN	2. WYNF-F	2. WDUV-F	2. WSRZ-F	2. WSRZ-F
3. WAMR	3. WSUN	3. WSRZ-F	3. WSUN	3. WYNF-F

OTHER RATED STATIONS/METRO SHARE

WBRD 1420 Braden. 2.2	WTRL 1490 Braden .3	WNSI 1380 St. Pete .8
WENG 1530 Englew. 1.0	WWZZ 1280 2.3	WPLP 570 Tampa 1.5
WKXY 930 1.7	WCKX-F 95.7 Clear. 1.7	WQXM-F 97.9 Clear 3.0
WMLO-F 106.3 3.2	WDAE 1250 Tampa 1.3	WRBQ-F 104.7 Tampa .8
WQSA 1220 1.7	WFLA 970 Tampa 2.5	WTMP 1150 Tampa 1.3
WSPB 1450 1.5	WINK-F 96.9 Ft. Mye 2.5	WWLF 680 St. Pete .3

FORMATS

	AM	FM	TOTAL	%
BTFL MUSIC		154 (4)	154 (4)	28.2
COUNTRY	73 (3)	56 (2)	129 (5)	23.6
ROCK/AOR/CONTEMP	10 (1)	94 (5)	104 (6)	19.0
MOR/AC	23 (3)	46 (2)	69 (5)	12.6
NOSTALGIA	59 (4)		59 (4)	10.8
NEWS/TALK	24 (3)		24 (3)	4.4
BLACK	8 (1)		8 (1)	1.5

547 (28)

RADIO STATIONS

WAMR, 1320, 5 KW/1 KW (DA-2) , NOSTALGIA	APR,NBC, \$12.00 (Savalli)
WKXY, 930, 1 KW/500 W (DA-2), ROCK	ABC-C, \$10.00 (Corlett)
WAMR-F, 92.1, 3 KW @ 315, COUNTRY (FM-100)	APR, 12.00 (Savalli)
WDUV-F, 103.3, 100 KW @ 649, BTFL MUSIC	, \$38.00* (Masla)
WMLO-F, 106.3, 3 KW @ 280, SOFT ROCK (TM)	, \$24.00 (PRO)
WSRZ-F, 102.5, 100 KW @ 570, AC	CBS-R, \$51.25 (CBS/FM) Cosmos
WINK-F, 96.9, 100 KW @ 833, CONTEMP/AC	, \$? ? (Mc-Guild) (FORT MYERS)

Other stations - See Tampa

SAVANNAH

Market # 162
 Revenue Rank # 149
 Income Rank # 356
 APR 19.4
 SMSA Pop: 235,200
 CSI: 1.8 Bil (# 169)

Revenue : \$3,346,659
 Income : \$ -490,883
 % Rev Gain: 59.1
 Stations: 15/12
 Diaries: 747/315:1
 CSI HH: 20.9 M (# 232)
 Standard Error: .774

National Rev: \$575,272
 Nat Rev per Cap: \$2.45
 Tot Rev per Cap: \$14.22
 Tot Inc per Cap: \$-2.09
 Profit Margin: ---
 Retail \$: 1.0 Bil (# 176)
 Retail Sales %: .295

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEAS-F 60/16.3	17.7	11.9	1. WCHY-F 173	1. WZAT-F 1560/31.2
2. WCHY-F 53/14.4	14.0	9.8	2. WZAT-F 118	2. WCHY-F 1496/24.9
3. WSOK 49/13.3	13.4	11.9	3. WEAS-F 78	3. WJCL-F 768/21.3
4. WJCL-F 42/11.4	8.4	10.1	4. WJCL-F 76	4. WEAS-F 698/27.5
5. WZAT-F 36/ 9.8	9.7	10.1	5. WSOK 49	5. WSGF-F 642/22.6
6. WAEV-F 25/ 6.8	6.4	2.8	6. WAEV-F 39	6. WSOK 500/25.6
WSGF-F 25/ 6.8	8.0	9.1	7. WSGF-F 33	7. WAEV-F 489/15.0
8. WEAS 12/ 3.3	2.3	9.8	8. WEAS 13	8. WSGA 287/14.3
9. WWSA 10/ 2.7	4.0	5.2	9. WSGA 11	9. WKBX 224/ 9.3
WSGA 10/ 2.7	5.4	7.3	WHHR-F 11	10. WWSA 203/ 9.4
			WKBX 11	

12+ FM SHARE (METRO): 71.92% (251 of 349) (SPG 81: 68.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WEAS-F	1. WEAS-F	1. WEAS-F	1. WCHY-F	1. WJCL-F
2. WZAT-F	2. WCHY-F	2. WCHY-F	2. WEAS-F	2. WCHY-F
3. WSOK	3. WAEV-F	3. WAEV-F	3. WSOK	3. WSOK
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WSOK	1. WEAS-F	1. WCHY-F	1. WCHY-F	1. WCHY-F
2. WCHY-F	2. WAEV-F	WEAS-F	WEAS-F	2. WEAS-F
3. WEAS-F	3. WCHY-F	3. WSOK	3. WAEV-F	3. WJCL-F

OTHER RATED STATIONS/METRO SHARE

WGEC-F 103.9 Springfield .5	WQQT 1450 1.4
WNMT 1520 Garden City .5	WHHR-F 106.3 Hilton Head,SC 2.2

FORMATS

	AM	FM	TOTAL	%
BLACK	49 (1)	60 (1)	109 (2)	31.2
ROCK/AOR/CONTEMP		86 (3)	86 (3)	24.6
COUNTRY	7 (2)	55 (2)	62 (4)	17.8
BTFL MUSIC		50 (2)	50 (2)	14.3
MOR/AC	30 (3)		30 (3)	8.6
GOSPEL	12 (1)		12 (1)	3.4
			349 (15)	

RADIO STATIONS

WEAS, 900, 5 KW (DAYS), GOSPEL	, \$11.50* (Bolton)	Rivers
WKBX, 630, 5 KW (DA-N), MOR	NBC, \$15.00 (Mc-Guild)	Beasley
WSGA, 1400, 1 KW/250 W , AC	ABC-C, \$25.00* (Katz)	
WSOK, 1230, 1 KW/250 W , BLACK	SBN, \$27.00 (Selcom)	
WWSA, 1290, 5 KW (DA-N), MOR	ABC-I, \$16.00* (Torbet)	Bluegrass
WAEV-F, 97.3, 100 KW @ 500, CONTEMP/AC	RKO, \$18.00 (Selcom)	
WCHY-F, 94.1, 100 KW @ 1320, COUNTRY (Drake-Chen)	ABC-E, \$28.00* (Torbet)	Bluegrass
WEAS-F, 93.1, 100 KW @ 355, BLACK	NBN, \$25.00* (Bolton)	Rivers
WJCL-F, 96.5, 100 KW @ 1232, BTFL MUS (TM)	CBS, \$24.00* (Masla)	Lewis
WSGF-F, 95.5, 100 KW @ 390, ROCK	Source, \$22.00* (Mc-Guild)	Beasley
WZAT-F, 102.1, 100 KW @ 620, ROCK	, \$50.00* (Katz)	
WHHR-F, 106.3, 3 KW @ 300, BTFL MUS	ABC-F, \$18.50 (----)	(HILTON HEAD)

SEATTLE-TACOMA

Market # 15 (with Tacoma); ADI # 15
 Revenue Rank # 11 (approx)
 Income Rank # 11 (approx)
 APR 16.3
 SMSA Pop: 2,138,600
 CSI: 21.5 Bil (# 14-approx)

Revenue : \$39,490,130
 Income : \$ 3,838,081
 % Rev Gain: 10.1
 Stations: 33/36
 Diaries: 1515/1412:1
 CSI HH: 26.7 M (# 30)
 Standard Error: .497

National Rev: \$12,581,838
 Nat Rev per Cap: \$5.88
 Tot Rev per Cap: \$18.47
 Tot Inc per Cap: \$1.79
 Profit Margin: 9.7%
 Retail \$: 10.4 Bil (# 16-app)
 Retail Sales %: .316

12+ METRO	1/4/SHARE	WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT	
1. KIRO	321/11.0	11.0	9.5	8.1	1. KIRO	389	6321/28.7	
2. KISW-F	219/ 7.5	7.5	7.9	8.7	2. KISW-F	284	2. KOMO	3608/16.5
3. KOMO	192/ 6.6	7.9	6.7	6.3	3. KOMO	242	3. KISW-F	3256/14.6
4. KZOK-F	158/ 5.4	3.9	4.1	2.3	4. KSEA-F	211	4. KJR	2841/13.9
5. KSEA-F	143/ 4.9	6.1	6.1	5.2	5. KZOK-F	176	5. KZOK-F	2778/13.6
6. KVI	126/ 4.3	3.1	3.1	4.8	6. KUBE-F	150	6. KVI	2750/13.1
7. KUBE-F	121/ 4.1	5.2	5.3	1.9	KBRD-F	150	7. KSEA-F	2472/11.2
8. KMPS-F	104/ 3.6	2.0	2.7	2.6	8. KVI	147	8. KING	2392/ 9.5
9. KJR	96/ 3.3	3.2	2.8	4.7	9. KMPS-F	134	9. KUBE-F	2286/10.7
10. KZAM-F	93/ 3.2	3.0	3.7	2.8	10. KJR	109	10. KBRD-F	1928/ 7.1
11. KING-F	91/ 3.1	3.9	3.6	2.3	11. KZAM-F	107	11. KNBQ-F	1833/ 8.3
12. KBRD-F	87/ 3.0	3.7	3.0	2.4	12. KING-F	105	12. KZAM-F	1686/ 7.7
13. KNBQ-F	76/ 2.6	3.6	2.8	4.2	13. KPLZ-F	100	13. KPLZ-F	1673/ 7.7
KRPM-F	76/ 2.6	1.8	2.2	1.7	14. KNBQ-F	98	14. KYYX-F	1646/ 7.6
15. KPLZ-F	75/ 2.6	2.4	3.3	3.1	15. KING	96	15. KING-F	1596/ 7.1
16. KING	70/ 2.4	2.0	2.7	4.1	16. KBIQ-F	86	16. KMPS-F	1497/ 6.6
17. KGDN	67/ 2.3	1.9	1.1	1.6	17. KRPM-F	82	17. KIXI-F	1413/ 5.8
18. KMPS	65/ 2.2	1.7	2.9	2.6	18. KEZX-F	75	18. KBIQ-F	1233/ 5.4
19. KEZX-F	64/ 2.2	2.5	2.1	2.9	19. KGDN	73	19. KMPS	1168/ 5.8
20. KBIQ-F	61/ 2.1	1.6	2.0	1.8	20. KMPS	72	20. KEZX-F	1122/ 4.8

12+ FM SHARE (METRO): 53.18% (1465 of 2755) (SPG 81: 52.41%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KISW-F	1. KISW-F	1. KISW-F	1. KIRO	1. KIRO
2. KZOK-F	2. KZOK-F	2. KIRO	2. KOMO	2. KOMO
3. KNBQ-F	3. KUBE-F	3. KZOK-F	3. KMPS-F	3. KSEA-F
4. KUBE-F	4. KZAM-F	4. KUBE-F	4. KVI	4. KVI
5. KYYX-F	5. KJR	5. KOMO	5. KING-F	5. KBRD-F
	6. KPLZ-F	6. KZAM-F	6. KZAM-F	6. KING-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KIRO	1. KISW-F	1. KIRO	1. KISW-F	1. KIRO
2. KOMO	2. KUBE-F	2. KOMO	2. KZOK-F	2. KOMO
3. KISW-F	3. KPLZ-F	3. KING-F	3. KZAM-F	3. KISW-F
4. KMPS-F+	4. KJR	4. KBIQ-F	4. KUBE-F	4. KZAM-F
5. KSEA-F	KZAM-F	5. KSEA	5. KIRO	5. KMPS-F
6. KJR	6. KZOK-F	6. KPLZ-F	6. KJR	6. KVI
		KEZX-F		

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP	129 (2)	792 (7)	921 (9)	33.4
NEWS/TALK	447 (2)		447 (2)	16.2
MOR/AC	297 (3)	111 (2)	408 (5)	14.8
COUNTRY	148 (5)	180 (2)	328 (7)	11.9
BTFL MUSIC		230 (2)	230 (2)	8.3
RELIGION	67 (1)	61 (1)	128 (2)	4.6
UNKNOWN	95 (3)		95 (3)	3.4
CLASSICAL		91 (1)	91 (1)	3.3
NOSTALGIA	58 (1)		58 (1)	2.1
BLACK/JAZZ	49 (1)		49 (1)	1.8
			<u>2755 (33)</u>	

SEATTLE-TACOMA ADI

	<u>MSA EXCL CUME</u>	<u>OTHER RATED STATIONS/METRO SHARE</u>
	1. KIRO	KAYO 1150 .8
	2. KOMO	KIXI 910 2.0
	3. KISW-F	KIXI-F 95.7 1.6
RANKING IS THE SAME AS TSA	4. KZOK-F	KJUN 1450 Puyallup .4
	5. KUBE-F	KJET 1590 .5
	6. KJR	KJZZ 1540 Bellevue 1.7
	7. KBIQ-F	KKFX 1250 1.6
	8. KNBQ-F	KMO 1360 Tacoma .8
	9. KMPS-F	KTAC 850 Tacoma 1.1
	10. KIXI	KTNT 1400 Tacoma 1.2
		KWYZ 1230 Everett .9
		KXA 770 1.2
ADI FM SHARE: 54.92% (2008 of 2656) (SPG 81: 50.16%)		KYYX-F 96.5 1.7

AM STATIONS

KGDN, 630, 5 KW (DAYS), RELIGION	, \$ 21.00 (----)	
KING, 1090, 50 KW (DA-2), AC	RKO II, \$ 55.75* (Blair)	King
KIRO, 710, 50 KW (DA-N), NEWS	CBS,MBS, \$110.00* (Torbet)	Bonneville
KJR, 950, 5 KW (DA-N), CONTEMP	, \$ 73.75 (Mc-Guild)	Metromedia
KMPS, 1300, 5 KW (DA-N), COUNTRY	, \$ 40.25 (Eastman)	Affiliated
KOMO, 1000, 50 KW (DA-N), MOR	ABC-I, \$109.00 (Katz)	Fisher
KVI, 570, 5 KW, NEWS/TALK	MBS, \$ 50.00* (MMR)	Golden West

FM STATIONS

KBIQ-F, 105.3, 115 KW @ 721, RELIGION	UPI, \$ 21.00 (----)	
KBRD-F, 103.7, 100 KW @ 1675, BTFL MUS (Chuechill)	, \$ 51.36 (Masla)	Entercom
KEZX-F, 98.9, 100 KW @ 1070, AC	ABC-E, \$ 22.75 (HNW)	Park
KING-F, 98.1, 100 KW @ 850, CLASSICAL	, \$ 35.00* (Blair)	King
KISW-F, 99.9, 100 KW @ 1200, AOR (Burk-Abr)	, \$ 85.00* (Mc-Guild)	Kaye-Smith
KIXI-F, 95.7, 100 KW @ 1100, AC	, \$ 35.00* (Christai)	
KMPS-F, 94.1, 100 KW @ 1165, COUNTRY	, \$ 40.25 (Eastman)	Affiliated
KNBQ-F, 97.3, 100 KW @ 700, ROCK	, \$ 56.75 (Howard)	Tacoma Trib
KPLZ-F, 101.5, 100 KW @ 1200, CONTEMP/AC	RKO, \$ 35.00 (MMR)	Golden West
KRPM-F, 106.1, 100 KW @ 700, COUNTRY	, \$ 27.00 (Market 4)	
KSEA-F, 100.7, 100 KW @ 730, BTFL MUS (Bonne)	, \$ 80.00* (Torbet)	Bonneville
KUBE-F, 93.3, 100 KW @ 1070, ROCK	, \$ 60.00* (RKO)	First Media
KYYX-F, 96.5, 81 KW @ 1220, ROCK	ABC-C, \$ 40.00* (Christal)	O'Day
KZAM-F, 92.5, 100 KW @ 1100, AOR	ABC-F, \$ 50.00* (Selcom)	Sandusky Newsp
KZOK-F, 102.5, 100 KW @ 1165, AOR (Sebastian)	Source, \$ 44.00 (CBS/FM)	Sterling

SHREVEPORT

Market # 107
 Revenue Rank # 78
 Income Rank # 63
 APR 18.6
 SMSA Pop: 384,000
 CSI: 3.0 Bil (# 111)

Revenue : \$6,749,434
 Income : \$ 442,675
 % Rev Gain: 5.5
 Stations: 15/16
 Diaries: 751/511:1
 CSI HH: 22.2 M (# 181)
 Standard Error: .793

National Rev: \$1,442,623
 Nat Rev per Cap: \$3.76
 Tot Rev per Cap: \$17.58
 Tot Inc per Cap: \$1.15
 Profit Margin: 6.6%
 Retail \$: 1.9 Bil (# 102)
 Retail Sales %: .304

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KOKA 76/13.3	13.1	15.8	17.8	15.9	1. KRMD-F 93	1. KWKH 1470/19.9
2. KCOZ-F 63/11.0	8.5	10.7	11.0	10.0	2. KOKA 89	2. KEEL 1319/26.2
KCIJ 63/11.0	7.6	7.9	11.0	6.4	3. KCIJ 82	3. KRMD-F 1167/18.9
4. KMBQ-F 62/10.9	7.6	8.4	8.6	7.0	4. KWKH 80	4. KOKA 992/25.0
5. KDKS-F 55/ 9.6	11.1	6.9	---	---	5. KMBQ-F 74	5. KROK-F 806/15.8
6. KRMD-F 53/ 9.3	10.0	10.5	8.6	12.0	6. KEEL 71	6. KCOZ-F 736/21.3
7. KEEL 43/ 7.5	8.3	9.8	13.0	14.5	7. KCOZ-F 65	7. KMBQ-F 702/16.4
8. KWKH 39/ 6.8	10.5	12.9	10.0	17.3	8. KDKS-F 60	8. KDKS-F 628/17.3
9. KROK-F 37/ 6.5	8.3	7.2	6.1	6.1	9. KROK-F 54	9. KCIJ 570/12.8
10. KRMD 22/ 3.9	8.3	3.6	7.6	4.5	10. KRMD 25	10. KTAL-F 496/ 4.2

12+ FM SHARE (METRO): 53.28% (292 of 548) (SPG 81: 45.85%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KOKA	1. KMBQ-F	1. KMBQ-F	1. KRMD-F	1. KCOZ-F
2. KMBQ-F	2. KDKS-F	2. KOKA	2. KOKA	2. KCIJ
3. KROK-F	3. KOKA	3. KRMD-F	3. KCOZ-F	KOKA
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KRMD-F+	1. KOKA	1. KRMD-F	1. KMBQ-F	1. KRMD-F
2. KOKA	2. KEEL	KCIJ	2. KDKS-F	2. KOKA
3. KCIJ	KDKS-F	3. KOKA	3. KOKA	3. KCOZ-F
			KRMD-F	KDKS-F

OTHER RATED STATIONS/METRO SHARE

KASO 1240 Minden 1.9	KFLO 1300 .4	KEPT-F 96.5 1.2
KASO-F 95.3 Minden 1.6	KTAL-F 98.1 1.1	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	43 (1)	99 (2)	142 (3)	25.9
BLACK	76 (1)	55 (1)	131 (2)	23.9
COUNTRY	61 (2)	68 (3)	130 (5)	23.7
RELIGION/GOSPEL	65 (2)	7 (1)	72 (3)	13.1
BTFL MUSIC		63 (1)	63 (1)	11.5
UNKNOWN	11 (1)		11 (1)	2.0
			548 (15)	

RADIO STATIONS

KCIJ, 980, 5 KW (DAYS)	, BLACK	, \$17.00* (Savalli)	
KEEL, 710, 50 KW/5 KW (DA-2)	, CONTEMP/AC	ABC-I, \$38.50* (Mc-Guild)	Multimedia
KOKA, 1550, 10 KW/500 W	, BLACK	ABC-C, \$26.00* (Blair)	Mid America Media
KRMD, 1340, 1 KW/250 W	, COUNTRY (Burk-Abr)	, \$38.50 (Katz)	
KWKH, 1130, 50 KW (DA-N)	, COUNTRY	ABC-E, \$34.00* (Torbet)	Great Empire
KCOZ-F, 100.1, 3 KW @ 300,	BTFL MUS (Schulke)	, \$20.00* (Blair)	Mid America Media
KDKS-F, 92.1, 3 KW @ 300,	URBAN/BLACK	NBN, \$? ? (Howard)	
KMBQ-F, 93.7, 100 KW @ 350,	AOR	ABC-I, \$38.50* (Mc-Guild)	Multimedia
KRMD-F, 101.1, 100 KW @ 1000,	COUNTRY (Burk-Abr)	, \$38.50 (Katz)	
KROK-F, 94.5, 100 KW @ 400,	ROCK	RKO, \$23.00* (Torbet)	Great Empire

SIOUX FALLS, SD

Market # 278
 Revenue Rank # 152
 Income Rank # 93
 APR 15.8
 SMSA Pop: 111,900
 CSI: .9 Bil (# 271)

Revenue : \$3,275,432
 Income : \$ 277,337
 % Rev Gain: 7.0
 Stations: 9/9
 Diaries: 538/208:1
 CSI HH: 20.9 M (# 229)
 Standard Error: .835

National Rev: \$591,393
 Nat Rev per Cap: \$5.29
 Tot Rev per Cap: \$29.27
 Tot Inc per Cap: \$2.48
 Profit Margin: 8.4%
 Retail \$: .7 Bil (# 216)
 Retail Sales %: .401

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KKRC-F 24/16.7	7.5	8.6	1. KXRB 60	1. KELO 893/31.6
2. KSOO 23/16.0	19.7	17.2	2. KELO 51	2. KXRB 705/18.3
3. KYKC 16/11.1	10.9	12.9	3. KELO-F 42	3. KELO-F 549/19.3
KELO 16/11.1	12.2	13.8	4. KSOO 37	4. KSOO 537/31.3
5. KIOV-F 14/ 9.7	8.2	6.9	5. KIOV-F 33	5. KIOV-F 443/19.0
KXRB 14/ 9.7	10.2	4.3	6. KKRC-F 27	6. KYKC 340/23.6
7. KELO-F 12/ 8.3	11.6	12.1	7. KYKC 20	7. KKRC-F 303/26.3
8. KPAT-F 9/ 6.3	10.2	9.5	8. KPAT-F 17	8. KPAT-F 301/18.0
9. KRSS 4/ 2.8	.7	---	9. KRSS 4	9. KRSS 100/ 8.6

12+ FM SHARE (METRO): 44.70% (59 of 132) (SPG 81: 40.15%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KKRC-F	1. KKRC-F	1. KKRC-F	1. KIOV-F	1. KSOO
2. KELO	2. KYKC	2. KYKC	2. KSOO	2. KXRB
3. KYKC	3. KPAT-F	3. KIOV-F	KXRB	3. KIOV-F
			KYKC	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KSOO	1. KKRC-F	1. KIOV-F	1. KKRC-F	1. KXRB
2. KYKC	2. KYKC	KSOO	KPAT-F	2. KIOV-F
3. KELO	3. KELO	KYKC	3. KYKC	3. KYKC

FORMATS	AM	FM	TOTAL	%
COUNTRY	30 (2)	14 (1)	44 (3)	33.3
ROCK/AOR/CONTEMP	16 (1)	24 (1)	40 (2)	30.3
MOR/AC	23 (1)	9 (1)	32 (2)	24.2
BTFL MUSIC		12 (1)	12 (1)	9.1
UNKNOWN	4 (1)		4 (1)	3.0
			132 (9)	

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, CONTEMP	, \$17.50 (Torbet)	Midcontinent
KRSS, 1520, 500 W (DAYS)	, ? ?	ABC-D, \$ 8.00 (----)	
KSOO, 1140, 10 KW/5 KW (DA-N)	, MOR	ABC-I, \$23.50 (Mc-Guild)	
KXRB, 1000, 10 KW (DAYS,DA)	, COUNTRY	NBC, \$25.50* (PRO)	S. Minnesota
KYKC, 1230, 1 KW/250 W	, COUNTRY	, \$11.00* (Selcom)	Tom Ingstad
KELO-F, 92.5, 100 KW @ 1911,	BTFL MUS	UPI, \$15.50 (Torbet)	Midcontinent
KIOV-F, 104.7, 100 KW @ 735,	COUNTRY	NBC, \$25.50* (PRO)	S. Minnesota
KKRC-F, 93.5, 3 KW @ 150,	ROCK	RKO, \$10.50 (Selcom)	Tom Ingstad
KPAT-F, 97.3, 60 KW @ 220,	AC	ABC-C,RKO, \$10.70 (Mc-Guild)	

SOUTH BEND

Market # 142
 Revenue Rank # 145
 Income Rank # 81
 APR 16.9
 SMSA Pop: 280,600
 CSI: 2.3 Bil (# 135)

Revenue : \$3,481,155
 Income : \$ 341,209
 % Rev Gain: 2.5
 Stations: 17/9
 Diaries: 688/408:1
 CSI HH: 22.8 M (# 161)
 Standard Error: .794

National Rev: \$531,531
 Nat Rev per Cap: \$1.89
 Tot Rev per Cap: \$12.41
 Tot Inc per Cap: \$1.22
 Profit Margin: 9.8%
 Retail \$: 1.3 Bil (# 151)
 Retail Sales %: .255

12+ METRO 1/4/SHARE				SPG 81		SPG 80		12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1.	WNDU-F	96/24.4		23.5	17.8	1.	WNDU-F	235	1.	WNDU-F	2849/48.8
2.	WSBT	63/16.0		11.8	15.4	2.	WYEZ-F	74	2.	WLS	1404/15.7
3.	WYEZ-F	34/ 8.6		6.6	7.5	3.	WSBT	71	3.	WMAQ	1062/11.9
4.	WRBR-F	29/ 7.4		10.0	14.8	4.	WLS	68	4.	WSBT	950/32.1
5.	WNDU	21/ 5.3		5.2	3.0	5.	WMAQ	53	5.	WYEZ-F	901/17.0
6.	WTHQ-F	20/ 5.1		9.0	8.4	6.	WGN	43	6.	WRBR-F	841/21.7
7.	WAOR-F	19/ 4.8		2.4	3.0	7.	WRBR-F	38	7.	WTHQ-F	738/12.0
8.	WMAQ	16/ 4.1		3.3	4.0		WTHQ-F	38	8.	WGN	645/ 8.1
9.	WGN	13/ 3.3		.9	3.8	9.	WFRN-F	35	9.	WBBM	506/ 5.4
10.	WLS	12/ 3.0		3.8	3.0	10.	WAOR-F	31	10.	WNDU	497/18.1

12+ FM SHARE (METRO): 60.33% (219 of 363) (SPG 81: 61.66%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WSBT
2. WLS	2. WRBR-F	2. WRBR-F	2. WSBT	2. WYEZ-F
WAOR-F	3. WAOR-F	3. WSBT	3. WRBR-F	3. WNDU-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WSBT	1. WNDU-F	1. WNDU-F	1. WNDU-F	1. WNDU-F
2. WNDU-F	2. WRBR-F	2. WSBT	2. WRBR-F	2. WSBT
3. WYEZ-F	3. WTHQ-F	3. WYEZ-F	3. WAOR-F	3. WRBR-F

OTHER RATED STATIONS/METRO SHARE

WAMJ	1580		1.8	WBMX-F	102.7	Chicago	2.5
WNZE-F	94.3	Plymouth	.5	WFRN-F	104.7	Elkhart	1.0
WTCA	1050	Plymouth	2.0	WLUP-F	97.9	Chicago	1.3
WBBM	780	Chicago	1.0				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	12 (1)	149 (4)	161 (5)	44.4
NOSTALGIA	63 (1)		63 (1)	17.4
MOR/AC	28 (3)	20 (1)	48 (4)	13.2
COUNTRY	37 (2)		37 (2)	10.2
BTFM MUSIC		34 (1)	34 (1)	9.4
BLACK/URBAN		10 (1)	10 (1)	2.8
NEWS/TALK	4 (1)		4 (1)	1.1
RELIGION		4 (1)	4 (1)	1.1
UNKNOWN/OTHER		2 (1)	2 (1)	.6
			363 (17)	

RADIO STATIONS

WNDU, 1490, 1 KW/250 W, COUNTRY	ABC-I, \$31.53 (Mc-Guild)	Notre Dame
WSBT, 960, 5 KW (DA-2), NOSTALGIA (Toby Arnold)	CBS, \$21.25 (Katz)	Schurz
WNDU-F, 92.9, 13 KW @ 880, ROCK	, \$31.53 (Mc-Guild)	Notre Dame
WRBR-F, 103.9, 3 KW @ 290, AC	RKO, \$25.50 (Torbet)	Booth
WTHQ-F, 101.8, 9 KW @ 967, AC	SMN, \$18.75 (Katz)	Schurz
WAOR-F, 95.3, 3 KW @ 330, AOR	MBS, \$ 7.70 (----)	(NILES)
WFRN-F, 104.7, 50 KW @ 455, RELIG/MOR	MBS, \$14.75 (HNW)	(ELKHART)
WYEZ-F, 100.7, 50 KW @ 500, BTFM MUS (Schulke)	NBC, \$16.50 (Selcom)	Federated (ELKHART)

Other stations - See Chicago

WAMJ, 1580, 1 KW (DAYS), AC MBS, \$13.50 (----)

SPOKANE

Market # 113
 Revenue Rank # 86
 Income Rank # 320
 APR 17.4
 SMSA Pop: 351,300
 CSI: 3.1 Bil (# 108)

Revenue : \$6,117,057
 Income : \$ -233,383
 % Rev Gain: 20.9
 Stations: 14/16
 Diaries: 638/551:1
 CSI HH: 23.0 M (# 151)
 Standard Error: .789

National Rev: \$1,790,941
 Nat Rev per Cap: \$5.10
 Tot Rev per Cap: \$17.41
 Tot Inc per Cap: \$-.66
 Profit Margin: ---
 Retail \$: 1.6 Bil (# 118)
 Retail Sales %: .323

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KEZE-F 65/12.9	6.3	6.2	7.9	9.6	1. KXLY-F 93	1. KHQ-F 1054/19.3
2. KXLY-F 62/12.4	11.9	9.8	8.4	9.6	2. KDRK-F 91	2. KXLY-F 1024/22.8
3. KDRK-F 55/11.0	3.0	5.1	3.2	5.4	3. KGA 81	3. KGA 987/18.1
4. KKPL-F 47/ 9.4	5.8	4.7	5.3	3.2	4. KKPL-F 80	4. KKPL-F 958/19.7
5. KGA 41/ 8.2	5.8	6.2	6.5	7.7	5. KEZE-F 76	5. KJRB 876/24.8
6. KJRB 37/ 7.4	11.2	12.9	13.2	12.3	6. KHQ-F 65	6. KDRK-F 856/15.6
7. KHQ-F 33/ 6.6	10.5	10.2	7.4	10.9	7. KHQ 53	7. KHQ 754/15.4
8. KSPO 29/ 5.8	6.1	9.6	6.7	6.2	8. KJRB 43	8. KREM-F 680/15.2
9. KHQ 27/ 5.4	7.9	6.9	7.9	8.4	9. KREM-F 40	9. KEZE-F 666/18.2
10. KREM-F 24/ 4.8	9.6	12.9	13.2	12.3	10. KSPO 29	10. KXLY 502/10.9

12+ FM SHARE (METRO): 61.75% (289 of 468) (SPG 81: 51.16%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KHQ-F	1. KEZE-F	1. KEZE-F	1. KDRK-F	1. KXLY-F
2. KEZE-F	2. KKPL-F	2. KDRK-F	2. KGA	2. KGA
3. KJRB	3. KREM-F KJRB	3. KKPL-F	3. KXLY-F	3. KDRK-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KGA	1. KKPL-F	1. KXLY-F	1. KEZE-F	1. KDRK-F
2. KXLY-F	2. KJRB	2. KDRK-F	2. KREM-F	KGA
3. KKPL-F KDRK-F	3. KEZE-F	3. KKPL-F	3. KDRK-F	3. KEZE-F KREM-F

OTHER RATED STATIONS/METRO SHARE

KICN-F 98.9 .6
 KXXR 1440 3.0
 KREM 970 2.8
 KXLY 920 3.2

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	37 (1)	122 (3)	159 (4)	34.0
COUNTRY	41 (1)	102 (2)	143 (3)	30.6
BTFM MUSIC		62 (1)	62 (1)	13.2
MOR/AC	57 (3)		57 (3)	12.2
NEWS/TALK	29 (1)		29 (1)	6.2
NOSTALGIA	15 (1)		15 (1)	3.2
RELIGION		3 (1)	3 (1)	0.6
			468 (15)	

RADIO STATIONS

KGA , 1510, 50 KW (DA-N) , COUNTRY ABC-I, \$35.50 (Eastman) Comm Pacific
 KHQ , 590, 5 KW , MOR NBC, \$27.00 (Katz) Spok Chronicle
 KJRB, 790, 5 KW (DA-N) , ROCK , \$29.23 (Mc-Guild) Kaye-Smith
 KREM, 970, 5 KW/1 KW (DA-N), AC** RKO II, \$28.00 (Blair) King
 KSPO, 1230, 1 KW/250 W , NEWS/TALK MBS, \$16.88 (Masla)
 KDRK-F, 93.7, 50 KW @ 2380, COUNTRY RKO, \$31.07 (Eastman) Comm Pacific
 KEZE-F, 105.7, 41 KW @ 580, AOR (Burk-Abr) , \$20.88 (Mc-Guild) Kaye-Smith
 KHQ-F , 98.1, 94 KW @ 2030, ROCK (TM) , \$25.00 (Katz) Spok Chronicle
 KKPL-F, 96.1, 56 KW @ 2380, COUNTRY (?) , \$25.00* (Masla)
 KREM-F, 92.9, 81 KW @ 2080, AOR , \$28.00* (Blair) King
 KXLY-F, 99.9, 25 KW @ 3010, BTFM MUS (Churchill) , \$28.00* (Torbet)

** station now programs Drake-Chenault Nostalgia

SPRINGFIELD, MA

Market # 82 (county # 72)
 Revenue Rank # 88
 Income Rank # 327
 APR 17.9
 SMSA Pop: 528,000
 CSI: 4.8 Bil (# 77)

Revenue : \$5,996,737
 Income : \$ -277,138
 % Rev Gain: 8.3
 Stations: 28/13
 Diaries: 1003/526:1
 CSI HH: 29.2 M (# 11)
 Standard Error: .635

National Rev: \$1,773,513
 Nat Rev per Cap: \$3.36
 Tot Rev per Cap: \$11.36
 Tot Inc per Cap: \$-.52
 Profit Margin: ---
 Retail \$: 2.4 Bil (# 84)
 Retail Sales %: .200

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WHYN-F 98/11.1	12.5	13.9	14.0	13.8	1. WHYN-F 111	1. WHYN 1555/29.8
2. WMAS-F 89/10.0	7.8	11.1	10.6	7.5	2. WMAS-F 98	2. WHYN-F 1320/24.2
3. WHYN 86/ 9.7	10.2	10.9	11.5	10.9	3. WHYN 94	3. WMAS-F 1293/23.4
4. WAQY-F 66/ 7.4	4.9	5.3	6.8	8.0	4. WAQY-F 74	4. WAQY-F 1240/21.1
5. WMAS 55/ 6.2	7.3	10.5	9.3	9.9	5. WTIC 64	5. WTIC 1031/12.6
6. WSPR 36/ 4.1	3.5	2.9	2.9	4.7	6. WMAS 55	6. WCCC-F 886/13.1
7. WCCC-F 35/ 4.0	6.0	6.0	7.6	8.1	7. WRCH-F 54	7. WTIC-F 816/12.5
8. WRCH-F 34/ 3.8	2.9	3.1	3.1	4.4	8. WCCC-F 47	8. WSPR 695/13.6
9. WREB 32/ 3.6	2.4	2.5	3.3	2.5	9. WTIC-F 46	9. WMAS 662/12.8
10. WTIC 30/ 3.4	3.7	3.4	4.3	3.4	10. WSPR 38	10. WAAF-F 604/ 8.9

12+ FM SHARE (METRO): 57.43% (456 of 794) (SPG 81: 58.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WAQY-F	1. WMAS-F	1. WMAS-F	1. WMAS-F	1. WHYN-F
2. WCCC-F	2. WHYN	2. WHYN	2. WHYN	2. WMAS
WTIC-F	3. WAQY-F	3. WAQY-F	3. WHYN-F	3. WHYN
	4. WCCC-F	4. WHYN-F	4. WIXY	4. WMAS-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHYN	1. WMAS-F	1. WHYN	1. WAQY-F	1. WMAS-F
2. WHYN-F	2. WHYN	WHYN-F	2. WCCC-F	2. WHYN
3. WMAS-F	3. WAQY-F	3. WMAS-F	3. WMAS-F	3. WHYN-F
4. WTIC	4. WTIC-F	4. WIXY	4. WHYN	4. WAQY-F

OTHER RATED STATIONS/METRO SHARE

WACE 730 Chicopee 1.1	WQXQ 1490 1.7	WHCN-F 105.9 Hart. 1.0
WARE 1250 Ware 1.2	WTTT 1430 Amherst 1.0	WIOF-F 104.1 Water. .7
WHMP 1400 Northamp. 2.5	WAAF-F 107.3 Worc. 2.5	WKSS-F 95.7 Hart. .9
WHMP-F 99.3 Northamp. 2.5	WBZ 1030 Boston .5	WSRS-F 96.1 Worc. 1.6
WIXY 1600 E. Longm. 3.2	WDRC 1360 Hart. .6	WTIC-F 96.5 Hart. 3.4
WLDM 1570 Westf. .6	WDRC-F 102.9 Hart. .3	WWYZ-F 92.5 Water. 1.1

FORMATS

	AM	FM	TOTAL	%
MOR/AC	203 (8)	105 (3)	308 (11)	38.8
ROCK/AOR/CONTEMP	5 (1)	187 (7)	192 (8)	24.2
BTFL MUSIC		154 (4)	154 (4)	19.4
NOSTALGIA	55 (1)		55 (1)	6.9
TALK	32 (1)		32 (1)	4.0
COUNTRY	28 (1)		28 (1)	3.5
BLACK	15 (1)		15 (1)	1.9
RELIGION	10 (1)		10 (1)	1.3
			794 (28)	

RADIO STATIONS

WHYN, 560, 5 KW/1 KW (DA-2), AC	RKO, \$55.00 (Blair)	Affiliated
WIXY, 1600, 5 KW/2.5 KW, COUNTRY	CBS, \$22.00* (Eastman)	Executive
WMAS, 1450, 1 KW/250 W, NOSTALGIA (Al Ham)	MBS, \$33.00* (Mc-Guild)	
WREB, 930, 500 W (DAYS), TALK	, \$10.00 (RSR)	
WSPR, 1270, 5 KW/1 KW (DA-1), MOR	ABC-E, \$15.50 (Lotus)	
WAQY-F, 102.1, 27 KW @ 650, AOR (Noble)	ABC-C, \$40.00* (Eastman)	Executive
WHYN-F, 93.1, 9 KW @ 970, BTFL MUS	RKO II, \$55.00 (Blair)	Affiliated
WMAS-F, 94.7, 50 KW @ 360, AC	, \$44.00* (Mc-Guild)	

SPRINGFIELD, MO

Market # 172
 Revenue Rank # 116
 Income Rank # 59
 APR 16.1
 SMSA Pop: 212,900
 CSI: 1.6 Bil (# 177)

Revenue : \$4,710,245
 Income : \$ 450,118
 % Rev Gain: 4.4
 Stations: 11/10
 Diaries: 635/335:1
 CSI HH: 19.0 M (# 307)
 Standard Error: .769

National Rev: \$749,333
 Nat Rev per Cap: \$3.52
 Tot Rev per Cap: \$22.12
 Tot Inc per Cap: \$2.11
 Profit Margin: 9.5%
 Retail \$: 1.2 Bil (# 156)
 Retail Sales %: .347

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. KWTO-F 64/22.5	23.0	22.4	1. KTTS-F 137	1. KWTO 1819/31.4
2. KTTS-F 60/21.1	17.1	13.8	2. KWTO 132	2. KTTS-F 1618/33.0
3. KGBX 38/13.3	7.0	6.9	3. KWTO-F 110	3. KWTO-F 1374/41.3
4. KWTO 35/12.3	10.1	16.3	4. KTXR-F 86	4. KTXR-F 934/21.5
5. KTXR-F 29/10.2	9.8	11.8	5. KGBX 47	5. KGBX 674/29.2
6. KTTS 20/ 7.0	10.1	9.3	6. KTTS 34	6. KTTS 506/16.6
7. KLSM 11/ 3.9	5.9	2.4	7. KLSM 17	7. KWFC-F 242/ 7.2
8. KWFC-F 6/ 2.1	2.1	1.2	8. KWFC-F 15	8. KLSM 155/ 6.3
9. KICK 5/ 1.8	2.8	4.1	9. KRFG-F 10	9. KRFG-F 145/ 5.2
KRFG-F 5/ 1.8	5.9	6.1	10. KICK 5	10. KICK 142/ 7.4

12+ FM SHARE (METRO): 59.64% (164 of 275) (SPG 81: 60.36%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KWTO-F	1. KWTO-F	1. KWTO-F	1. KTTS-F	1. KTTS-F
2. KGBX	2. KGBX	2. KGBX	2. KWTO-F	2. KTXR-F
	3. KWTO	3. KTTS-F	3. KGBX	KWTO

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KTTS-F	1. KWTO-F	1. KTTS-F	1. KWTO-F	1. KTTS-F
2. KWTO-F	2. KGBX	2. KGBX	2. KGBX	2. KWTO
3. KGBX	3. KTTS-F	KWTO-F	3. KWTO	KWTO-F

OTHER RATED STATIONS/METRO SHARE

KLFJ 1550 .7

FORMATS

	AM	FM	TOTAL	%
COUNTRY	55 (2)	60 (1)	115 (3)	41.8
ROCK/AOR/CONTEMP		69 (2)	69 (2)	25.1
MOR/AC	43 (2)		43 (2)	15.6
BTFL MUSIC		29 (1)	29 (1)	10.5
NOSTALGIA	11 (1)		11 (1)	4.0
RELIGION	2 (1)	6 (1)	8 (2)	2.9
			275 (11)	

RADIO STATIONS

KGBX, 1260, 5 KW (DA-N) , AC/CONTEMP	CBS, \$13.00 (Katz)	Stauffer
KICK, 1340, 1 KW/250 W , MOR	RKO, \$ 5.00 (----)	
KLSM, 1000, 500 W (DAYS), NOSTALGIA (Al Ham)	MBS, \$10.00* (Roslin)	
KTTS, 1400, 1 KW/250 W , COUNTRY	ABC-E, \$35.78 (Torbet)	Great Empire
KWTO, 560, 5 KW (DA-N) , COUNTRY	ABC-I, \$33.50 (Eastman)	Stuart
KTTS-F, 94.7, 100 KW @ 659, COUNTRY	ABC-E, \$35.78 (Torbet)	Great Empire
KTXR-F, 101.5, 100 KW @ 1150, BTFL MUS (Bonne)	NBC, \$16.00 (PRO)	
KWFC-F, 97.3, 100 KW @ 480, RELIGION	, \$ 6.00 (----)	
KWTO-F, 98.7, 100 KW @ 291, ROCK (TM)	, \$33.50 (Eastman)	Stuart
KRFG-F, 93.5, 2.3 KW @ 330, AOR	Source, \$ 7.50 (----)	(GREENFIELD)

STEUBENVILLE

Market # 205
 Revenue Rank # 279
 Income Rank # 243
 APR 15.9
 SMSA Pop: 163,200
 CSI: 1.4 Bil (# 185)

Revenue : \$1,421,917
 Income : \$ -34,382
 % Rev Gain: 5.8
 Stations: 23/4
 Diaries: 753/217:1
 CSI HH: 23.7 M (# 120)
 Standard Error: .702

National Rev: \$306,457
 Nat Rev per Cap: \$1.88
 Tot Rev per Cap: \$8.71
 Tot Inc per Cap: \$-.21
 Profit Margin: ---
 Retail \$: .6 Bil (# 235)
 Retail Sales %: .181

12+ METRO 1/4/SHARE	SPG 81	A/M 80
1. WRKY-F	35/16.3	13.5
2. WSTV	32/14.9	9.9
3. WWVA	24/11.2	12.0
4. WDVE-F	19/ 8.8	6.8
5. KDKA	13/ 6.0	10.4
6. WELA-F	12/ 5.6	2.6
7. WEIR	11/ 5.1	5.7
8. WKWK-F	10/ 4.7	2.6
9. WAMO-F	8/ 3.7	4.2
10. WWSW-F	7/ 3.3	2.6

12+ CUME/CUME RATING	
1. WRKY-F	516/38.2
2. WSTV	343/25.4
3. WWVA	320/23.7
4. WEIR	319/23.6
5. KDKA	231/17.1
6. WDVE-F	228/16.9
7. WKWK-F	203/15.0
8. WELA-F	196/14.5
9. WBZZ-F	114/ 8.4
10. WAMO-F	111/ 8.2

THIS MARKET'S MSA
 AND TSA ARE THE
 SAME.

12+ FM SHARE (METRO): 59.22% (122 of 206) (SPG 81: 55.00%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WRKY-F	1. WSTV
2. WDVE-F	2. WDVE-F	2. WDVE-F	2. WWVA	WWVA
3. WAMO-F	3. WKWK-F	3. WWVA	3. WSTV	3. WRKY-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WSTV	1. WRKY-F	1. WRKY-F	1. WDVE-F	1. WRKY-F
2. WRKY-F	2. WWSW-F	2. WWVA	2. WRKY-F	2. WWVA
3. WWVA	3. 3 with	3. WSTV	3. WKWK-F	3. WSTV
		WELA-F		WDVE-F

OTHER RATED STATIONS/METRO SHARE

WLIT	950	.5	WKWK	1400	Wheel.	.9	WQXK-F	105.1	Salem,OH	1.4	
WOHI	1490	E. Liverpool	.5	WANJ-F	107.5	Wheel.	2.8	WSHH-F	99.7	Pitt.	1.9
WBZZ-F	93.7	Pitt.	2.3	WOMP-F	100.5	Bellaire	1.4	WSRD-F	101.1,	Young.	.5
WCPI-F	98.7	Wheel.	.9	WPNT-F	92.9	Pitt	2.3	WXKX-F	96.1	Pitt.	.5
WDJQ-F	92.5	Alliance,OH	.5								

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		77 (9)	77 (9)	37.4
MOR/AC	57 (4)	7 (1)	64 (5)	31.1
COUNTRY	25 (2)	15 (2)	40 (4)	19.4
BTFL MUSIC		15 (3)	15 (3)	7.3
BLACK		8 (1)	8 (1)	3.9
NOSTALGIA	2 (1)		2 (1)	1.0
			206 (23)	

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2), MOR	CBS, \$13.50 (Masla)	Gilcom
WSTV, 1340, 1 KW/250 W, MOR	ABC-C, \$30.40* (Mc-Guild)	Associated
WRKY-F, 103.5, 12 KW @ 880, ROCK (TM)	RKO, \$30.40* (Mc-Guild)	Associated
WELA-F, 104.3, 50 KW @ 335, COUNTRY	MBS, \$ 8.75 (Regional)	(EAST LIVERPOOL)

Other stations - see Pittsburgh and Wheeling

STOCKTON

Market # 112
 Revenue Rank # 162
 Income Rank # 82
 APR 17.1
 SMSA Pop: 356,900
 CSI: 2.9 Bil (# 116)

Revenue : \$2,996,267
 Income : \$ 342,220
 % Rev Gain: 10.4
 Stations: 33/8
 Diaries: 804/444:1
 CSI HH: 24.4 M (# 89)
 Standard Error: .685

National Rev: \$688,521
 Nat Rev per Cap: \$1.93
 Tot Rev per Cap: \$8.40
 Tot Inc per Cap: \$.96
 Profit Margin: 11.4%
 Retail \$: 1.6 Bil (# 114)
 Retail Sales %: .166

12+ METRO	1/4/SHARE	FAL 81	SPG 81	FAL 80	A/M 80
1. KJAX-F	49/9.6	9.1	8.5	10.7	9.6
2. KRAK	45/8.9	9.6	12.2	9.9	13.6
3. KSTN-F	33/6.5	4.9	8.3	6.0	3.2
4. KZAP-F	30/5.9	2.9	3.9	2.6	1.3
5. KHOP-F	28/5.5	5.8	7.6	8.1	8.2
KNBR	28/5.5	8.0	4.6	7.0	7.2
KCBS	28/5.5	6.0	5.1	5.5	5.9
8. KSTN	26/5.1	3.8	4.2	2.9	5.3
9. KJOY	24/4.7	4.7	4.6	8.6	6.6
10. KFMR-F	18/3.5	3.2	2.8	1.3	.5

12+ METRO	CUME/MSA	CUME	RAT
1. KRAK	544	18.3	
2. KSTN	502	16.9	
3. KNBR	493	16.6	
4. KJOY	476	16.0	
5. KHOP-F	464	15.6	
6. KJAX-F	433	14.5	
7. KCBS	367	12.3	
8. KFRC	341	11.5	
9. KSTN-F	327	11.0	
10. KZAP-F	325	10.9	

NOTE: THE STOCKTON
 TSA AND MSA ARE
 THE SAME.

12+ FM SHARE (METRO): 55.04% (251 of 456) (SPG 81: 53.39%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KSTN-F	1. KZAP-F	1. KRAK	1. KRAK	1. KRAK
2. KHOP-F	2. KHOP-F	2. KZAP-F	2. KNBR	2. KJAX-F
3. KZAP-F	3. KWIN-F	3. KJAX-F	KJAX-F	3. KNBR
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KRAK	1. KHOP-F	1. KRAK	1. KZAP-F	1. KRAK
2. KCBS	2. KZAP-F	2. KJAX-F	2. KHOP-F	2. KNBR
3. KJAX-F	3. KSTN-F	3. KSTN-F	3. KRAK	3. KJAX-F

OTHER RATED STATIONS/METRO SHARE

KCVR 1570 Lodi 1.2	KFIA 710 Carmich. .4	KGO 810 SF 2.4
KQKK-F 96.7 Manteca 2.4	KFIV-F 102.3 Modesto .4	KGO-F 103.7 SF .4
KWG 1230 1.2	KOSO-F 93.1 Patter. 1.8	KMEL-F 106.1 SF 1.2
KWGF-F 100.9 Tracy 1.0	KSFM-F 96.9 Sacra .4	KOFY 1050 S. Mates 1.0
KWIN-F 97.7 Lodi 3.3	KTRB 860 Modes .8	KSFO 560 SF 1.2
KBEE-F 103.3 Modesto .8	KWOD-F 106.5 Sacra .6	KSOL-F 107.7 SF 3.3
KCTC-F 96.1 Sacra .4	KBLX-F 102.9 SF 1.0	KYUU-F 99.7 SF .4
KEWT-F 105.1 Sacra 1.0	KFRC 610 SF 2.6	

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	63 (3)	95 (7)	158 (10)	34.6
COUNTRY	55 (3)	30 (2)	85 (5)	18.6
BTFL MUSIC		60 (4)	60 (4)	13.2
MOR/AC	34 (2)	9 (3)	43 (5)	9.4
NEWS/TALK	40 (2)	2 (1)	42 (3)	9.2
SPANISH	5 (1)	33 (1)	38 (2)	8.3
BLACK/URBAN		22 (2)	22 (2)	4.8
RELIGION	8 (2)		8 (2)	1.8
			456 (33)	

RADIO STATIONS

KJOY, 1280, 1 KW (DA-N) , CONTEMP ABC-E, \$40.00* (Mc-Guild)
 KSTN, 1430, 5 KW/1 KW (DA-2), ROCK ABC-C, \$20.00 (Howard)
 KFMR-F, 100.1, 3 KW @ 285, COUNTRY (Drake-Chen) MBS, \$19.00
 KJAX-F, 93.3, 3 KW @ 331, BTFL MUS (TM) ABC-F, \$40.00 (Mc-Guild)
 KSTN-F, 107.3, 8 KW @ 1610, SPANISH , \$12.00* (Howard)
 KWIN-F, 97.7, 3 KW @ 300, CONTEMP , \$22.00 (Masla)

KHOP-F - See Modesto

Other stations see Sacramento & San Francisco

SYRACUSE

Market # 64
 Revenue Rank # 74
 Income Rank # 350
 APR 16.3
 SMSA Pop: 643,500
 CSI: 5.6 Bil (# 66)

Revenue : \$7,309,171
 Income : \$ -411,282
 % Rev Gain: 4.1
 Stations: 24/21
 Diaries: 965/667:1
 CSI HH: 24.3 M (# 93)
 Standard Error: .639

National Rev: \$2,122,621
 Nat Rev per Cap: \$3.30
 Tot Rev per Cap: \$11.36
 Tot Inc per Cap: \$-.64
 Profit Margin: ---
 Retail \$: 3.0 Bil (# 66)
 Retail Sales %: .204

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. WSYR 122/14.2	13.0	14.6	14.7	15.5	1. WSYR-F 148	1. WHEN 2210/32.1
2. WHEN 107/12.4	10.7	10.1	11.3	10.3	2. WSYR 142	2. WSYR-F 2182/27.3
3. WSYR-F 100/11.6	13.8	12.1	9.6	8.7	3. WHEN 137	3. WSYR 1880/31.3
4. WFBL 68/ 7.9	7.3	7.9	2.3	3.8	4. WFBL 80	4. WKFM-F 905/14.3
5. WEZG-F 54/ 6.3	4.0	3.7	6.2	5.5	5. WSEN-F+ 71	5. WAQX-F 837/13.9
6. WRRB-F 51/ 5.9	3.6	.8	1.6	2.5	6. WRRB-F 68	6. WSEN-F+ 816/12.3
7. WSEN-F+ 50/ 5.8	6.3	8.0	9.3	6.4	7. WEZG-F 56	7. WFBL 797/12.6
8. WNTQ-F 47/ 5.5	5.0	3.8	5.4	6.7	8. WNTQ-F 54	8. WNTQ-F 762/11.0
9. WKFM-F 41/ 4.8	7.4	4.5	4.7	4.8	9. WKFM-F 44	9. WRRB-F 761/ 9.9
10. WAQX-F 38/ 4.4	3.6	6.4	5.7	5.4	10. WAQX-F 43	10. WNDR 543/ 9.0

12+ FM SHARE (METRO): 51.32% (407 of 793) (SPG 81: 48.79%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WSYR-F	1. WSYR-F	1. WHEN	1. WHEN	1. WSYR
2. WKFM-F	2. WHEN	2. WSYR-F	2. WSYR	2. WFBL
3. WAQX-F	3. WNTQ-F	3. WNTQ-F	3. WSEN-F+	3. WHEN
4. WHEN	4. WAQX-F	4. WSYR	4. WRRB-F	4. WSEN-F+
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WSYR	1. WHEN	1. WHEN	1. WSYR-F	1. WHEN
2. WHEN	2. WSYR-F	2. WRRB-F	2. WAQX-F	2. WSEN-F+
3. WSYR-F	3. WNTQ-F	3. WSYR	3. WHEN	3. WSYR
4. WFBL	4. WKFM-F	4. WNTQ-F	4. WKFM-F	4. WNTQ-F

OTHER RATED STATIONS/METRO SHARE

WMCR 1600 Oneida .9	WOSC 1300 Fulton .5	WIBQ-F 98.7 Utica .5
WMCR-F 106.3 Oneida .2	WSCP 1070 Sandy Cr. 1.3	WKGW-F 104.3 Utica 1.2
WMHR-F 102.9 .9	WSGO 1440 Oswego 1.4	WOUR-F 96.9 Utica .7
WNDR 1260 2.6	WSGO-F 105.5 Oswego .6	WRCK-F 107.3 Utica 1.3
WOLF** 1490 1.4		

FORMATS

	AM	FM	TOTAL	%
MOR/AC	275 (6)	54 (3)	329 (9)	41.5
ROCK/AOR/CONTEMP		206 (6)	206 (6)	26.0
COUNTRY	43 (3)	81 (2)	124 (5)	15.6
NOSTALGIA	68 (1)		68 (1)	8.6
BTFL MUSIC		58 (2)	58 (2)	7.3
RELIGION		8 (1)	8 (1)	1.0
			793 (24)	

RADIO STATIONS

WFBL, 1390, 5 KW (DA-N), NOSTALGIA (Al Ham)	ABC-D, \$31.00* (Howard)
WHEN, 620, 5 KW/1 KW (DA-N), AC	ABC-E, \$87.00 (MMR) Park
WNDR, 1260, 5 KW (DA-N), MOR	CBS, \$56.50 (Mc-Guild)
WSYR, 570, 5 KW (DA-2), MOR	NBC, \$64.00 (Katz) Katz (P)
WAQX-F, 95.3, 3 KW @ 300, AOR	ABC-F, \$38.00 (Masla)
WEZG-F, 100.9, 3 KW @ 165, BTFL MUS (Schulke)	, \$34.00 (Eastman) Sky
WKFM-F, 104.7, 50 KW @ 310, ROCK	, \$21.50 (Selcom) (FULTON)
WNTQ-F, 93.1, 97 KW @ 660, AC	, \$56.50 (Mc-Guild)
WRRB-F, 107.9, 50 KW @ 500, COUNTRY (Drake-Chen)	, \$87.00 (MMR) Park

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

TALLAHASSEE

Market # 202
 Revenue Rank # 177
 Income Rank # 191
 APR 19.1
 SMSA Pop: 168,100
 CSI: 1.3 Bil (# 194)

Revenue : \$2,723,531
 Income : \$ 33,270
 % Rev Gain: 24.9
 Stations: 13/9
 Diaries: 740/227:1
 CSI HH: 21.6 M (# 213)
 Standard Error: .803

National Rev: \$731,448
 Nat Rev per Cap: \$4.35
 Tot Rev per Cap: \$16.20
 Tot Inc per Cap: \$.20
 Profit Margin: 1.2%
 Retail \$: .9 Bil (# 181)
 Retail Sales %: .230

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WANM 57/21.3	16.5	20.5	1. WANM 71	1. WGLF-F 935/40.5
2. WBGm-F 33/12.3	7.8	17.5	2. WGLF-F 57	2. WBGm-F 837/37.9
3. WGLF-F 32/11.9	16.5	14.0	3. WBGm-F 46	3. WANM 436/21.0
4. WWD-F 29/10.8	16.0	7.0	4. WPAP-F 36	WWD-F 436/21.0
5. WTNT 20/ 7.5	9.7	8.2	5. WWD-F 30	5. WPAP-F 408/12.9
6. WLvw-F 19/ 7.1	6.8	11.7	6. WJAD-F 26	6. WJAD-F 319/ 6.2
7. WPAP-F 14/ 5.2	8.3	5.3	7. WTUF-F 23	7. WTNT 298/18.1
8. WTAL 9/ 3.4	4.4	4.1	WTNT 23	8. WLvw-F 264/15.8
9. WKQE 6/ 2.2	1.5	.6	9. WLvw-F 22	9. WTUF-F 236/ 3.8
10. WCVC 4/ 1.5	1.0	---	10. WTAL 11	10. WTAL 205/11.0

12+ FM SHARE (METRO): 57.89% (132 of 228) (SPG 81: 63.04%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WGLF-F	1. WANM	1. WANM	1. WANM	1. WLvw-F
2. WBGm-F	2. WWD-F	2. WBGm-F	2. WBGm-F	2. WANM
3. WWD-F	3. WGLF-F	WWD-F	3. WGLF-F	WBGm-F
WANM				WTNT
12+ AM	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WANM	1. WANM	1. WANM	1. WWD-F	1. WANM
2. WGLF-F	2. WGLF-F	WBGm-F	2. WANM	2. WWD-F
3. WBGm-F+	WBGm-F	3. WLvw-F	3. WGLF-F	WTNT

OTHER RATED STATIONS/METRO SHARE

WJAD-F 97.3	Bainbridge, GA	.4	WVEE-F 103.3	Atlanta	.7
WTUF-F 107.1	Thomasville, GA	.7			

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		95 (4)	95 (4)	41.7
BLACK	57 (1)	4 (2)	61 (3)	26.8
COUNTRY	20 (1)	14 (1)	34 (2)	14.9
BTFL MUSIC		19 (1)	19 (1)	8.3
NOSTALGIA	9 (1)		9 (1)	3.9
MOR/AC	6 (1)		6 (1)	2.6
RELIGION	4 (1)		4 (1)	1.8
			228 (13)	

RADIO STATIONS

WANM, 1070, 10 KW (DAYS), BLACK	NBN, \$18.75 (Masla)	
WKQE, 1410, 5 KW (DAYS), MOR	NBC, \$ 8.25 (Selcom)	Forward
WTAL, 1450, 1 KW/250 W, NOSTALGIA (Al Ham)	ABC-E, \$ 8.00* (Lotus)	
WTNT, 1270, 5 KW (DA-N), COUNTRY (Century 21)	CBS, \$27.25 (Katz)	Palmer
WGLF-F, 104.1, 100 KW @ 440, ROCK	ABC-F, \$18.75 (Masla)	
WBGm-F, 98.9, 100 KW @ 365, ROCK (Burk-Abr)	ABC-C, \$26.50 (Selcom)	Forward
WLvw-F, 94.9, 51 KW @ 210, BTFL MUS (FM-100)	CBS, \$27.25 (Katz)	Palmer
WWD-F, 103.1, 3 KW @ 300, AOR	Source, \$23.00 (Torbet)	
WJAD-F, 97.3, 100 KW @ 850, ROCK	MBS, \$10.00* (PRO)	(BAINBRIDGE)
WPAP-F, 92.5, 100 KW @ 1230, COUNTRY	, \$13.00* (Mc-Guild)	(PANAMA CITY)
WTUF-F, 107.1, 1.5 KW @ 389, BLACK (Drake-Chen)	NBN, \$ 5.25 (Jones)	(THOMASVILLE)

TAMPA-ST. PETERSBURG

Market # 23; ADI # 18
 Revenue Rank # 27
 Income Rank # 81
 APR 17.7
 SMSA Pop: 1,652,200
 CSI: 13.5 Bil (# 26)

Revenue : \$19,554,482
 Income : \$ 344,685
 % Rev Gain: 25.2
 Stations: 24/30
 Diaries: 1418/1165:1
 CSI HH: 19.4 M (# 295)
 Standard Error: .516

National Rev: \$6,026,374
 Nat Rev per Cap: \$3.65
 Tot Rev per Cap: \$11.84
 Tot Inc per Cap: \$.21
 Profit Margin: 1.8%
 Retail \$: 8.6 Bil (# 23)
 Retail Sales %: .188

12+ METRO 1/4/SHARE		WIN 82	FAL 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWBA-F	281/11.0	7.7	8.4	10.5	1. WQYK-F 357	1. WRBQ-F 4205/22.3
2. WQYK-F	278/10.9	9.3	8.4	9.3	2. WRBQ-F 332	2. WSUN 3702/17.3
3. WRBQ-F	267/10.5	10.3	9.7	8.8	3. WWBA-F 313	3. WQYK-F 3185/16.7
4. WSUN	169/ 6.6	7.3	7.3	6.9	4. WSUN 266	4. WWBA-F 2919/17.2
5. WDAE	165/ 6.5	5.7	4.6	2.3	5. WYNF-F 217	5. WYNF-F 2857/11.1
6. WFLA	134/ 5.3	4.5	5.1	4.1	6. WDAE 170	6. WFLA 2661/15.4
7. WJYW-F	132/ 5.2	6.6	7.2	7.8	7. WJYW-F 169	7. WJYW-F 2503/13.8
8. WCKX-F	130/ 5.1	5.2	4.6	6.0	8. WFLA-F 154	8. WCKX-F 2416/14.0
9. WTMP	118/ 4.6	3.9	3.4	3.3	9. WFLA 152	9. WFLA-F 2208/10.0
10. WQXM-F	108/ 4.2	5.2	4.9	6.9	10. WCKX-F 144	10. WQXM-F 2143/11.6
11. WYNF-F	104/ 4.1	5.1	5.0	3.6	11. WQXM-F 143	11. WDAE 1893/12.6
12. WFLA-F	93/ 3.6	4.7	5.7	5.1	12. WTMP 141	12. WNSI 1350/ 8.0

12+ FM SHARE (METRO): 63.12% (1477 of 2340) (SPG 81: 66.40%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F	1. WWBA-F
2. WQXM-F	2. WCKX-F	2. WQYK-F	2. WQYK-F	2. WQYK-F
3. WTMP	3. WYNF-F	3. WCKX-F	3. WSUN	3. WDAE
4. WYNF-F	4. WTMP	4. WYNF-F	4. WCKX-F	4. WSUN
5. WCKX-F	5. WQXM-F	5. WSUN	5. WDAE	5. WRBQ-F
6. WQYK-F	6. WQYK-F	WTMP	6. WWBA-F	6. WFLA-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WRBQ-F	1. WCKX-F	1. WRBQ-F	1. WRBQ-F	1. WRBQ-F
2. WQYK-F	2. WRBQ-F	2. WQYK-F	2. WYNF-F	2. WQYK-F
3. WWBA-F	3. WTMP	3. WCKX-F	3. WQXM-F	3. WSUN
4. WFLA	4. WYNF-F	4. WSUN	4. WTMP	4. WSRZ-F
5. WDAE	5. WQYK-F	5. WWBA-F	5. WSUN	5. WDAE
6. WSUN	6. WSRZ-F	6. WDAE	WQYK-F	6. WFLA

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		657 (5)	657 (5)	28.1
BTFL MUSIC	19 (1)	528 (4)	547 (5)	23.4
COUNTRY	193 (3)	278 (1)	471 (4)	20.1
NOSTALGIA	213 (3)		213 (3)	9.1
MOR/AC	179 (2)	14 (1)	193 (3)	8.2
BLACK	155 (2)		155 (2)	6.6
NEWS/TALK	104 (2)		104 (2)	4.4
			2340 (24)	

TAMPA-ST. PETE ADI

12+ ADI 1/4	12+ ADI CUME	MSA EXCL CUME	OTHER RATED STATIONS/METRO SHARE		
1. WQYK-F	1. WRBQ-F	1. WQYK-F	WGUL	1500	New Port Richey 1.6
2. WRBQ-F	2. WSUN	2. WWBA-F	WNSI	1380	1.9
3. WWBA-F	3. WQYK-F	3. WRBQ-F	WPLA	910	Plant City .5
4. WSUN	4. WWBA-F	4. WSUN	WPLP	570	Pinellas Park 2.2
5. WYNF-F	5. WFLA	5. WJYW-F	WPSO-F	105.5	New Port Richey .5
6. WDAE	6. WYNF-F	6. WDAE	WRXB	1590	1.4
7. WJYW-F	7. WCKX-F	7. WFLA	WTAN	1340	Clearwater .7
8. WFLA	8. WJYW-F	8. WTMP	WTYM	1300	.3
9. WCKX-F	9. WFLA-F	9. WQXM-F	WWLF	680	1.8
10. WFLA-F	10. WQXM-F	WYNF-F	WDUV-F	103.3	Bradenton .9
WTMP	11. WDAE		WGTO	540	Cypress Gardens .4
12. WQXM-F	12. WTMP		WSRZ-F	102.5	Sarasota 1.9
13. WPCV-F	13. WNSI				
14. WSRZ-F	14. WPLP				
15. WPLP	15. WPCV-F				

ADI FM SHARE: 66.75% (2054 of 3077) (SPG 81: 66.71%)

AM STATIONS

WDAE, 1250, 5 KW (DA-N)	, NOSTALGIA	ABC-I, \$50.00* (Katz)	Taft
WFLA, 970, 5 KW (DA-N)	, MOR	NBC, \$57.19 (Blair)	Media General
WNSI, 1380, 5 KW (DA-N)	, NEWS/TALK	CBS, \$30.00* (Eastman)	Harte-Hanks
WPLP, 570, 500 W (DAYS)	, NEWS/TALK	MBS, \$30.00 (Lotus)	
WSUN, 620, 5 KW (DA-N)	, COUNTRY	ABC-E, \$65.00* (Mc-Guild)	Plough
WTMP, 1150, 5 KW/2.5 KW (DA-2)	, BLACK	SBN, \$37.00* (Masla)	Gulf South

FM STATIONS

WCKX-F, 95.7, 100 KW @ 507, CONTEMP	ABC-C, \$76.25* (Selcom)	Metroplex
WFLA-F, 93.3, 100 KW @ 925, BTFL MUS (Schulke)	, \$57.19 (Blair)	Media General**
WJYW-F, 100.7, 100 KW @ 503, BTFL MUS (Bonne)	, \$55.00* (Christal)	Gannett
WQXM-F, 97.9, 100 KW @ 639, AOR (Burk-Abr)	Source, \$60.00* (Mc-Guild)	Plough
WQYK-F, 99.5, 100 KW @ 550, COUNTRY	, \$70.00* (Torbet)	Lake Huron
WRBQ-F, 104.7, 100 KW @ 555, ROCK	RKO, \$94.50* (Eastman)	Harte-Hanks
WWBA-F, 107.3, 100 KW @ 649, BTFL MUS	, \$90.00* (HNW)	Metromedia
WYNF-F, 94.9, 100 KW @ 1460, AOR (Sebastian)	ABC-F, \$55.00* (Katz)	Taft

WPCV - See Lakeland

WSRZ - See Sarasota

** Sale to Blair pending

TERRE HAUTE

Market # 195
 Revenue Rank # 197
 Income Rank # 275
 APR 14.6
 SMSA Pop: 177,000
 CSI: 1.4 Bil (# 193)

Revenue : \$2,345,836
 Income : \$ -113,450
 % Rev Gain: 4.9
 Stations: 16/11
 Diaries: 583/304:1
 CSI HH: 20.2 M (# 262)
 Standard Error: .802

National Rev: \$413,360
 Nat Rev per Cap: \$2.34
 Tot Rev per Cap: \$13.25
 Tot Inc per Cap: \$-.64
 Profit Margin: ---
 Retail \$: .9 Bil (# 182)
 Retail Sales %: .228

12+ METRO 1/4/SHARE			SPG 81	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WPFR-F	41/18.8	10.0	18.2	1. WPFR-F	61	1. WVTS-F	696/26.9	
2. WTHI-F	37/17.0	15.5	15.3	2. WTHI-F	50	2. WTHI-F	682/28.5	
3. WBOW	26/11.9	6.8	12.9	3. WVTS-F	39	3. WPFR-F	667/28.6	
4. WVTS-F	24/11.0	13.1	10.0	4. WBOW	26	4. WBOW	437/27.3	
5. WBOQ-F	20/ 9.2	9.6	4.3	5. WBOQ-F	24	5. WTHI	319/18.3	
6. WAAC	14/ 6.4	2.8	2.9	6. WPRS	17	6. WBDJ-F	311/15.0	
7. WTHI	13/ 6.0	9.6	18.7	7. WTHI	15	7. WIBC	307/ 5.2	
8. WBDJ-F	12/ 5.5	11.6	3.3	8. WAAC	14	8. WBOQ-F	270/13.5	
9. WLS	4/ 1.8	2.0	1.4	9. WBDJ-F	13	9. WACF-F	189/ 3.3	
10. WIAI-F	3/ 1.4	---	---	10. WIBC	11	10. WPRS	185/ 2.2	

12+ FM SHARE (METRO): 69.50% (139 of 200) (SPG 81: 70.67%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WPFR-F	1. WPFR-F	1. WPFR-F	1. WTHI-F	1. WTHI-F
2. WVTS-F	2. WVTS-F	2. WVTS-F	2. WPFR-F	2. WBOQ-F
3. WBDJ-F	3. WBOW	3. WTHI-F	3. WBOW	3. WBOW
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WTHI-F	1. WPFR-F	1. WTHI-F	1. WPFR-F	1. WPFR-F
2. WBOW	2. WVTS-F	2. WPFR-F	2. WVTS-F	WTHI-F
3. WPFR-F	3. WBOW	3. WVTS-F	3. WBOW	3. WBOW

OTHER RATED STATIONS/METRO SHARE

WWCM	1130	Brazil	.5	WFBQ-F	94.7	Indy	.5	WMAQ	670	Chicago	.5
WACF-F	98.5	Paris,IL	.5	WIBC	1070	Indy	.5	WPRS	1440	Paris,IL	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	4 (1)	78 (4)	82 (5)	41.0
COUNTRY	2 (2)	61 (4)	63 (6)	31.5
MOR/AC	55 (5)		55 (5)	27.5
			200 (16)	

RADIO STATIONS

WAAC, 1300, 500 W (DAYS)	, MOR	CBS, \$15.00	(-----)	
WBOW, 1230, 1 KW/250 W	, AC	ABC-C, \$18.50	(Mc-Guild)	Contemp Media
WTHI, 1480, 5 KW/1 KW (DA-2)	, MOR (FM-100)	NBC, \$28.75	(Katz)	
WPRS, 1440, 1 KW (DAYS)	, MOR	ABC-E, \$ 7.25	(-----)	(PARIS)
WBDJ-F, 97.7, 3 KW @ 300,	ROCK	RKO, \$ 8.00	(Masla)	(BRAZIL)
WBOQ-F,**107.5,46 KW @ 268,	COUNTRY (Drake-Chen)	ABC-E, \$18.50	(Mc-Guild)	Contemp Media
WPFR-F, 102.7, 50 KW @ 500,	ROCK	ABC-F, \$28.00*	(Selcom)	
WTHI-F, 99.9, 20 KW @ 419,	COUNTRY	NBC, \$28.75	(Katz)	
WVTS-F, 100.7, 50 KW @ 500,	ROCK	ABC-I, \$16.00*	(Lotus)	
WIAI-F, 99.1, 50 KW @ 500,	COUNTRY	, \$25.25	(HNW)	(DANVILLE,IL)

WIBC - See Indianapolis

WLS - See Chicago

** Now WZZQ

TOLEDO

Market # 54
 Revenue Rank # 59
 Income Rank # 53
 APR 17.5
 SMSA Pop: 796,300
 CSI: 7.5 Bil (# 45)

Revenue : \$9,283,733
 Income : \$ 490,868
 % Rev Gain: 4.4
 Stations: 25/16
 Diaries: 1003/754:1
 CSI HH: 26.1 M (# 43)
 Standard Error: .644

National Rev: \$1,611,844
 Nat Rev per Cap: \$2.02
 Tot Rev per Cap: \$11.66
 Tot Inc per Cap: \$.61
 Profit Margin: 5.3%
 Retail \$: 3.7 Bil (# 55)
 Retail Sales %: .236

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIOT-F 155/13.6	11.8	14.2	14.9	15.1	1. WIOT-F 238	1. WIOT-F 2674/28.5
2. WLQR-F 128/11.2	12.9	13.1	16.0	10.8	2. WLQR-F 156	2. WMHE-F 1992/23.8
3. WMHE-F 123/10.8	10.2	11.0	8.6	8.6	3. WMHE-F 151	3. WJR 1827/16.5
4. WSPD 110/ 9.6	11.8	10.3	11.3	9.8	4. WJR 123	4. WSPD 1778/25.1
5. WKLR-F 83/ 7.3	5.2	3.8	1.9	4.6	5. WSPD 116	5. WLQR-F 1772/21.5
6. WJR 76/ 6.7	6.6	8.3	5.7	5.9	6. WKLR-F 111	6. CKLW 1436/12.9
7. WOHO 53/ 4.6	4.2	4.6	8.7	7.6	7. CKLW 58	7. WOHO 1143/16.9
8. WTOD 51/ 4.5	7.8	8.4	6.9	9.2	8. WTOD 56	8. WKLR-F 1079/14.6
9. WCWA 43/ 3.8	2.3	3.2	2.2	1.3	9. WOHO 54	9. WXEZ-F 949/14.0
10. WXEZ-F 39/ 3.4	4.5	1.7	3.5	7.1	10. WHMQ-F 49	10. WCWA 733/11.0

12+ FM SHARE (METRO): 60.49% (623 of 1030) (SPG 81: 55.49%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WIOT-F	1. WIOT-F	1. WIOT-F	1. WMHE-F	1. WLQR-F
2. WMHE-F	2. WMHE-F	2. WMHE-F	2. WLQR-F	2. WSPD
	3. WXEZ-F	3. WLQR-F	3. WSPD	3. WJR
	4. WKLR-F	4. WKLR-F	4. WKLR-F	4. WKLR-F
	5. WOHO	5. WOHO	5. WOHO	5. WMHE-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WSPD	1. WMHE-F	1. WLQR-F	1. WIOT-F	1. WMHE-F
2. WIOT-F	2. WIOT-F	2. WMHE-F	2. WMHE-F	2. WKLR-F
3. WLQR-F	3. WOHO	3. WSPD	3. WXEZ-F	3. WLQR-F
4. WJR	4. WXEZ-F	4. WOHO	4. WKLR-F	4. WSPD
5. WMHE-F	5. WKLR-F	5. WKLR-F	5. CKLW	5. WJR
			WLQR	WIOT

OTHER RATED STATIONS/METRO SHARE

WHFD-F 95.9 Archbold .5	WCXI 1130 Det .7	WMJC-F 94.7 Det .6
WOSE-F 94.5 Port Clin .8	WGPR-F 107.5 Det .4	WNIC-F 100.3 Det .9
WVMO-F 98.3 Monroe 1.2	WHMQ-F 100.5 Findlay .4	WRIF-F 101.1 Det .8
WVOI 1520 2.3	WIQB-F 102.9 Ann Ar. .5	WWJ 950 Det .5
CKLW 800 Windsor 3.0	WLLZ-F 98.7 Det 1.1	WWW-F 106.7 Det 1.0

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		345 (6)	345 (6)	33.5
MOR/AC	273 (4)	23 (3)	296 (7)	28.7
COUNTRY	59 (2)	122 (5)	181 (7)	17.6
BTFL MUSIC		128 (1)	128 (1)	12.4
NOSTALGIA	43 (1)		43 (1)	4.2
BLACK	26 (1)	5 (1)	31 (2)	3.0
NEWS/TALK	6 (1)		6 (1)	0.6

RADIO STATIONS

1030 (25)

WCWA, 1230, 1 KW/250 W	, NOSTALGIA (Toby Arnold)	MBS, \$25.00* (Mc-Guild)	Reams
WOHO, 1470, 1 KW (DA-2)	, AC/CONTEMP	RKO II, ABC-C, \$30.00 (MMR)	
WSPD, 1370, 5 KW (DA-N)	, MOR	NBC, \$45.00* (Katz)	WOOD Inc
WTOD, 1560, 5 KW (DAYS, DA)	, COUNTRY	ABC-I, \$37.63 (Masla)	Booth
WIOT-F, 104.7, 50 KW @ 655,	AOR (Burk-Abr)	RKO, \$67.50* (Mc-Guild)	Reams
WKLR-F, 99.9, 50 KW @ 500,	COUNTRY	APR, \$37.63 (Masla)	Booth
WLQR-F, 101.5, 16 KW @ 810,	BTFL MUS	, \$87.50 (Blair)	Susquehanna

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

TOPEKA

Market # 184
 Revenue Rank # 135
 Income Rank # 294
 APR 15.2
 SMSA Pop: 186,000
 CSI: 1.7 Bil (# 173)

Revenue : \$3,742,968
 Income : \$ -144,081
 % Rev Gain: -.5
 Stations: 17/8
 Diaries: 546/341:1
 CSI HH: 23.7 M (# 125)
 Standard Error: .812

National Rev: \$803,540
 Nat Rev per Cap: \$4.32
 Tot Rev per Cap: \$20.12
 Tot Inc per Cap: \$ -.77
 Profit Margin: ---
 Retail \$: .9 Bil (# 195)
 Retail Sales %: .357

12+ METRO 1/4/SHARE			SPG 81	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WIBW	33/14.1	9.2	9.2	1. WDAF	98	1. WDAF	1220/10.3	
KTPK-F	33/14.1	16.3	13.6	2. WIBW-F	84	2. WIBW-F	1186/24.4	
3. KDVV-F	25/10.7	13.3	12.7	3. WIBW	78	3. WIBW	1067/25.8	
4. KMAJ-F	24/10.3	11.7	13.6	4. KTPK-F	47	4. KTPK-F	676/25.8	
5. KSKX	20/ 8.5	9.2	7.0	5. KMAJ-F	39	5. KDVV-F	631/27.7	
6. WIBW-F	19/ 8.1	7.1	3.1	6. KYYS-F	34	6. KYYS-F	513/13.5	
7. WREN	13/ 5.6	5.8	7.9	7. KDVV-F	33	7. KMAJ-F	473/19.9	
KYYS-F	13/ 5.6	4.2	6.6	8. KSKX	25	8. KREN	407/20.5	
9. WDAF	10/ 4.3	4.6	5.7	9. KCMO	12	9. KSKX	385/19.7	
10. KTOP	6/ 2.6	6.3	10.1	WHB	12	10. WHB	365/ 3.8	

12+ FM SHARE (METRO): 60.28% (129 of 214) (SPG 81: 59.09%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KDVV-F	1. KMAJ-F	1. KTPK-F	1. KTPK-F	1. KTPK-F
2. KYYS-F	KDVV-F	2. KMAJ-F	2. KMAJ-F	2. KSKX
3. WIBW-F	3. KTPK-F	3. KDVV-F	3. KSKX	WIBW
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KDVV-F	1. KMAJ-F	1. KTPK-F	1. KDVV-F	1. KTPK-F
WIBW	2. KDVV-F	2. KMAJ-F	KTPK-F	2. KSKX
3. KTPK-F	WIBW-F	3. WIBW-F	3. KSKX	3. KMAJ-F
			KYYS-F	

OTHER RATED STATIONS/METRO SHARE

KCEZ-F 94.9	KC .9	KMBR-F 99.7	KC 2.1	KUDL-F 98.1	KC .4
KCMO 810	KC .9	KPRS-F 103.3	KC .4	WHB 710	KC .4
KLZR-F 105.9	Lawrence 2.6				

FORMATS

	AM	FM	TOTAL	%
COUNTRY	30 (2)	33 (1)	63 (3)	29.4
ROCK/AOR/CONTEMP		63 (4)	63 (4)	29.4
MOR/AC/OLDIES	53 (4)	25 (2)	78 (6)	36.4
BTFL MUSIC		7 (2)	7 (2)	3.3
NEWS/TALK	2 (1)		2 (1)	0.9
BLACK		1 (1)	1 (1)	0.5
			214 (17)	

RADIO STATIONS

KSKX, 1440, 5 KW/1 KW (DA-2), COUNTRY	NBC, \$15.00* (Torbet)	
KTOP, 1490, 1 KW, OLDIES	MBS, \$14.50 (Blair)	Harris
WIBW, 580, 5 KW (DA-N), MOR	MBS, CBS, \$18.25 (Katz)	Stauffer
WREN, 1250, 5 KW (DA-N), MOR	ABC-I, \$14.50 (PRO)	Landon
KDVV-F, 100.3, 100 KW @ 260, ROCK	, \$21.00 (Blair)	Harris
KMAJ-F, 107.7, 100 KW @ 464, AC	RKO, \$16.00* (Torbet)	
KTPK-F, 106.9, 100 KW @ 433, COUNTRY (Drake-Chen)	, \$12.56 (Howard)	
WIBW-F, 97.3, 100 KW @ 1217, ROCK (TM)	Source, \$16.00 (Katz)	Stauffer

Other stations - See Kansas City

TUCSON

Market # 75
 Revenue Rank # 68
 Income Rank # 352
 APR 16.0
 SMSA Pop: 562,500
 CSI: 4.5 Bil (# 80)

Revenue : \$7,812,744
 Income : \$ -434,956
 % Rev Gain: 18.1
 Stations: 18/15
 Diaries: 1012/556:1
 CSI HH: 21.8 M (# 205)
 Standard Error: .605

National Rev: \$2,975,472
 Nat Rev per Cap: \$5.29
 Tot Rev per Cap: \$13.89
 Tot Inc per Cap: \$-.77
 Profit Margin: ---
 Retail \$: 2.8 Bil (# 72)
 Retail Sales %: .199

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KJYK-F 94/12.6	10.4	12.7	11.7	8.3	1. WJYK-F 104	1. WJYK-F 1028/19.4
2. KWFM-F 75/10.0	6.7	5.4	8.5	9.4	2. KWFM-F 79	2. KWFM-F 1027/19.8
3. KCUB 67/ 9.0	12.4	10.6	11.7	13.6	3. KCUB 69	3. KTKT 1001/17.2
4. KLPX-F 59/ 7.9	6.3	8.5	5.1	5.5	4. KLPX-F 62	4. KRQQ-F 947/18.6
5. KRQQ-F 55/ 7.4	5.9	8.2	7.0	8.2	5. KRQQ-F 56	5. KLPX-F 938/16.8
KXEW 55/ 7.4	9.0	1.8	3.5	5.1	6. KXEW 55	6. KCUB 820/17.0
7. KCEE 46/ 6.1	6.3	5.4	9.2	2.3	7. KCEE 54	7. KCEE 747/13.2
8. KTKT 37/ 4.9	6.2	3.9	6.5	7.6	8. KTKT 42	8. KAIR 582/12.3
9. KAIR 35/ 4.7	6.1	8.0	6.3	6.5	9. KGVY 36	9. KTUC 486/10.1
KGVY 35/ 4.7	2.1	---	---	---	10. KAIR 35	KHYT 486/10.4

12+ FM SHARE (METRO): 44.96% (308 of 685) (SPG 81: 44.31%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KLPX-F	1. KWFM-F	1. KWFM-F	1. KCUB	1. KJYK-F
2. KWFM-F	2. KRQQ-F	2. KRQQ-F	2. KCEE	2. KCUB
3. KHYT	3. KLPX-F	3. KCEE	3. KJYK-F	3. KXEW
4. KRQQ-F	4. KCEE	4. KLPX-F	4. KWFM-F	4. KCEE
KTKT				KAIR
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KCUB	1. KRQQ-F	1. KCUB	1. KWFM-F	1. KCEE
2. KJYK-F	KWFM-F	2. KJYK-F	2. KLPX-F	KWFM-F
3. KXEW	3. KTKT	3. KCEE	3. KRQQ-F	3. KCUB
KWFM-F	4. KCEE	KXEW	4. KCEE	4. KLPX-F

OTHER RATED STATIONS/METRO SHARE

KFLT 1450 2.3	KNDE-F 99.5 3.3	KVOI 690 1.2	KHYT 1330 3.7
KNST 940 2.1	KIKX** 580 .7	KTAR 620 Phoe .4	KTUC 1400 3.2

FORMATS	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	82 (3)	189 (3)	271 (6)	39.6
COUNTRY	72 (2)	25 (1)	97 (3)	14.2
BTFL MUSIC		94 (1)	94 (1)	13.7
MOR/AC	81 (2)		81 (2)	11.8
SPANISH	64 (2)		64 (2)	9.3
NEWS/TALK	43 (3)		43 (3)	6.3
NOSTALGIA	35 (1)		35 (1)	5.1
			<u>685 (18)</u>	

RADIO STATIONS

KAIR, 1490, 1 KW/250 W	, AC (Schulke II)	NBC, \$32.00* (Blair)	Surrey
KCEE, 790, 5 KW/500 W (DA-2)	, AC/OLDIES	MBS, \$27.88 (Christal)	Behan
KCUB, 1290, 1 KW	, COUNTRY	, \$34.50 (Katz)	Rex
KGVY, 1080, 1 KW (DAYS)	, NOSTALGIA	, \$ 9.00 (Savalli)	(GREEN VALLEY)
KHYT, 1330, 500 W/5 KW (DA-N)	, ROCK	RKO, \$24.00* (RKO)	
KTKT, 990, 10 KW/1 KW (DA-N)	, CONTEMP (Burk-Abr)	ABC-D, \$25.80 (Lotus)	Lotus
KTUC, 1400, 1 KW/250 W	, NEWS	CBS, \$15.50 (Howard)	2588 Newport
KXEW, 1600, 1 KW (DAYS)	, SPANISH	, \$? ? (Caballero)	
KJYK-F, 94.9, 80 KW @ 500, BTFL MUS (Schulke)		, \$38.00* (Blair)	Surrey
KLPX-F, 96.1, 93 KW @ 505, AOR (Burk-Abr)		Source, \$25.80 (Lotus)	Lotus
KRQQ-F, 93.7, 26 KW @ 150, ROCK		ABC-C, \$28.50 (Mc-Guild)	Western Cities
KWFM-F, 92.9, 47 KW @ 86, AOR		ABC-R, \$31.50* (Selcom)	Sandusky News

**Station is now off the air

TULSA

Market # 59
 Revenue Rank # 50
 Income Rank # 176
 APR 16.7
 SMSA Pop: 712,600
 CSI: 5.8 Bil (# 63)

Revenue : \$10,740,482
 Income : \$ 69,544
 % Rev Gain: 18.6
 Stations: 17/20
 Diaries: 915/779:1
 CSI HH: 22.0 M (# 194)
 Standard Error: .652

National Rev: \$1,467,579
 Nat Rev per Cap: \$2.06
 Tot Rev per Cap: \$15.07
 Tot Inc per Cap: \$1.10
 Profit Margin: 0.6%
 Retail \$: 3.3 Bil (# 58)
 Retail Sales %: .319

12+ METRO	1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
1. KVOO	140/14.4	15.4	17.2	18.4	19.7	1. KVOO	268	1. KVOO	3145/26.4		
2. KRAV-F	123/12.6	12.4	11.8	7.4	11.5	2. KWEN-F	147	2. KRAV-F	1939/27.0		
3. KWEN-F	120/12.3	13.3	7.0	5.8	5.7	3. KRAV-F	142	3. KRMG	1937/27.7		
KRMG	120/12.3	14.0	16.0	20.3	16.7	4. KMOD-F	139	4. KWEN-F	1551/21.2		
5. KMOD-F	114/11.7	8.3	8.6	13.3	12.1	5. KRMG	137	5. KMOD-F	1544/21.4		
6. KBEZ-F	89/ 9.1	9.1	10.6	10.1	11.4	6. KBEZ-F	126	6. KBEZ-F	1402/16.9		
7. KBBJ	49/ 5.0	1.7	1.4	1.7	---	7. KTFX-F	89	7. KTFX-F	1148/ 9.8		
8. KTFX-F	45/ 4.6	4.8	4.6	4.7	3.2	8. KBBJ	51	8. KCFO-F	735/ 9.1		
9. KCFO-F	32/ 3.3	3.2	3.5	2.5	2.9	9. KCFO-F	48	9. KELI	646/ 9.9		
10. KELI	24/ 2.5	2.1	2.9	3.4	5.3	10. KGTO	29	10. KBBJ	625/ 9.5		

12+ FM SHARE (METRO): 59.52% (550 of 924) (SPG 81: 55.98%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KMOD-F	1. KRAV-F	1. KRAV-F	1. KVOO	1. KVOO
2. KRAV-F	2. KMOD-F	2. KWEN-F	2. KWEN-F	2. KRMG
3. KWEN-F	3. KWEN-F	3. KVOO	3. KRAV-F	3. KBEZ-F
	4. KVOO	4. KMOD-F	4. KRMG	4. KWEN-F

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KRMG	1. KRAV-F	1. KWEN-F	1. KMOD-F	1. KVOO
2. KVOO	2. KWEN-F	2. KVOO	2. KRAV-F	2. KRAV-F
3. KRAV-F	3. KMOD-F	KRMG	3. KWEN-F	3. KWEN-F
4. KWEN-F	4. KBEZ-F	4. KRAV-F	4. KVOO	4. KBEZ-F

OTHER RATED STATIONS/METRO SHARE

KAKC	970	1.0	KMYO-F	92.1	Brok. Arrow	2.5	KWPR	1270	Claremore	.3
KGTO	1050	2.5	KMYZ-F+104.5	Pryor	.4	KFAB	1110	Omaha	.3	

FORMATS

	AM	FM	TOTAL	%
COUNTRY	143 (2)	189 (3)	332 (5)	35.9
ROCK/AOR/CONTEMP	24 (1)	237 (2)	261 (3)	28.2
MOR/AC	148 (4)	3 (1)	151 (5)	16.3
BTFL MUSIC		89 (1)	89 (1)	9.6
NOSTALGIA	49 (1)		49 (1)	5.3
RELIGION	10 (1)	32 (1)	42 (2)	4.5
			924 (17)	

RADIO STATIONS

KBBJ, 1300,	5 KW/1 KW (DA-2),	NOSTALGIA (Al Ham)	NBC, \$20.00*	(CBS/FM)	Clear Channel
KELI, 1430,	5 KW (DA-N)	, MOR/AC	CBS,ABC-I, \$29.00	(Howard)	
KGTO, 1050,	1 KW (DAYS)	, CONTEMP (?)	, \$20.00*	(Selcom)	
KRMG, 740,	50 KW/25 KW (DA-2),	MOR	, \$38.50	(Christal)	Swanson
KVOO, 1170,	50 KW (DA-N)	, COUNTRY	, \$47.63	(Blair)	
KBEZ-F, 92.9,	100 KW @ 680,	BTFL MUS (Bonne)	, \$38.00*	(Eastman)	Mid America
KCFO-F, 98.5,	100 KW @ 660,	RELIGION	, \$13.00*	(----)	Epperson
KMOD-F, 97.5,	50 KW @ 435,	AOR (Pollack)	Source, \$45.00*	(CBS/FM)	Clear Channel
KRAV-F, 96.8,	100 KW @ 380,	ROCK	RKO, \$31.00	(Selcom)	
KTFX-F, 103.3,	100 KW @ 240,	COUNTRY (Century 21)	ABC-C, \$25.00*	(HNW)	
			RKO II		
KWEN-F, 95.5,	100 KW @ 339,	COUNTRY	APR, \$36.25	(Katz)	Katz

UTICA-ROME

Market # 123
 Revenue Rank # 133
 Income Rank # 347
 APR 18.0
 SMSA Pop: 316,600
 CSI: 2.4 Bil (# 129)

Revenue : \$3,759,147
 Income : \$ -396,478
 % Rev Gain: 5.5
 Stations: 26/14
 Diaries: 720/440:1
 CSI HH: 20.9 M (# 234)
 Standard Error: .756

National Rev: \$487,818
 Nat Rev per Cap: \$1.54
 Tot Rev per Cap: \$11.87
 Tot Inc per Cap: \$-1.25
 Profit Margin: ---
 Retail \$: 1.4 Bil (# 139)
 Retail Sales %: .239

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WIBX 66/14.0	13.8	10.7	1. WIBX 70	1. WRCK-F 866/27.7
2. WOUR-F 49/10.4	10.4	9.5	2. WRCK-F 52	2. WIBX 819/28.8
3. WRCK-F 45/ 9.4	9.5	7.5	3. WOUR-F 51	3. WOUR-F 661/21.7
4. WIBQ-F 42/ 8.9	10.6	12.7	4. WIBQ-F 46	4. WRUN 605/22.4
5. WRUN 34/ 7.2	7.4	6.8	5. WSYR-F 37	5. WIBQ-F 603/20.4
6. WTLB 30/ 6.3	6.1	5.9	6. WRUN 34	6. WKGW-F 590/19.6
7. WADR 29/ 6.1	4.7	4.3	7. WADR 31	7. WTLB 560/21.1
8. WKGW-F 25/ 5.3	6.3	9.3	8. WTLB 30	8. WSYR-F 507/12.0
9. WUTQ 22/ 4.7	3.8	3.9	9. WKGW-F 29	9. WGY 407/ 6.2
10. WSYR-F 19/ 4.0	3.8	3.4	10. WGY 28	10. WADR 275/ 9.3

12+ FM SHARE (METRO): 48.77% (218 of 447) (SPG 81: 49.29%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WRCK-F	1. WOUR-F	1. WOUR-F	1. WIBQ-F	1. WIBX
2. WOUR-F	2. WRCK-F	2. WRCK-F	2. WRUN	2. WIBQ-F
3. WSYR-F	3. WRUN	3. WRUN	3. WTLB	3. WADR
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WIBX	1. WOUR-F	1. WIBQ-F	1. WOUR-F	1. WOUR-F
2. WOUR-F	WRCK-F	2. WTLB	2. WRCK-F	2. WIBX
WTLB	3. WTLB	3. WRUN	3. WKGW-F	WRUN
	WRUN		WRUN	

OTHER RATED STATIONS/METRO SHARE

WBRV 900 Booneville 1.9	WYUT-F 92.7 Herk 2.5	WMCR 1600 Oneida .6
WKAL 1450 Rome .8	WAQX-F 95.3 Syr. .4	WMCR-F 106.3 Oneida .6
WKAL-F 95.9 Rome 1.3	WFBL 1390 Syr. .6	WMHR-F 102.9 Syr. .4
WLFH 1230 Lit. Falls 2.7	WGY 810 Schen. 1.3	WRRB-F 107.9 Syr. 2.7
WRMV 1420 Herk. .6	WHEN 620 Syr. .4	WSYR 570 Syr. .8
WRNY 1350 Rome .6		

FORMATS

	AM	FM	TOTAL	%
MOR/AC	158 (9)	3 (1)	161 (10)	36.0
ROCK/AOR/CONTEMP		140 (5)	140 (5)	31.3
COUNTRY	64 (3)	13 (1)	77 (4)	17.2
BTFL MUSIC		48 (2)	48 (2)	10.7
NOSTALGIA	6 (2)	12 (1)	18 (3)	4.0
UNKNOWN	3 (1)		3 (1)	0.7
RELIGION		2 (1)	2 (1)	0.5

447 (26)

RADIO STATIONS

WADR, 1480, 5 KW (DAYS), COUNTRY	MBS, \$ 9.00 (PRO) (REMSON)
WIBX, 950, 5 KW (DA-1), MOR/VARIETY	CBS, \$32.40 (Eastman) Eastman
WRUN, 1150, 5 KW/1 KW (DA-2), AC	RKO II, \$29.00 (Katz) Deer River
WTLB, 1310, 1 KW/500 W (DA-N), AC	ABC-D, \$27.00 (Mc-Guild)
WUTQ, 1550, 1 KW (DAYS), COUNTRY	, \$10.00* (Roslin)
WIBQ-F, 98.7, 25 KW @ 660, BTFL MUS	ABC-I, \$32.40 (Eastman) Eastman
WKGW-F, 104.3, 100 KW @ 500, CONTEMP/AC	RKO, \$30.00* (Katz) Deer River
WOUR-F, 96.9, 16 KW @ 800, AOR	ABC-F, \$26.00* (Roslin)
WRCK-F, 107.3, 50 KW @ 500, ROCK	ABC-C, \$27.00 (Mc-Guild)

WACO

Market # 196
 Revenue Rank # 193
 Income Rank # 327
 APR 15.1
 SMSA Pop: 175,400
 CSI: 1.4 Bil (# 192)

Revenue : \$2,477,618
 Income : \$ -286,456
 % Rev Gain: 13.8
 Stations: 19/7
 Diaries: 854/205:1
 CSI HH: 20.2 M (# 263)
 Standard Error: .636

National Rev: \$627,755
 Nat Rev per Cap: \$3.58
 Tot Rev per Cap: \$14.13
 Tot Inc per Cap: \$-1.63
 Profit Margin: ---
 Retail \$: 1.0 Bil (# 175)
 Retail Sales %: .200

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WACO 44/19.8	20.2	19.1	1. WACO 56	1. WBAP 731/14.3
2. KHOO-F 33/14.9	11.3	6.8	2. WBAP 55	2. WACO 661/33.1
3. KWTX-F 28/12.6	13.6	11.7	3. KWTX-F 49	3. KHOO-F 659/32.6
4. KWTX 27/12.2	12.7	9.9	4. KIXS-F 47	4. KIXS-F 635/ 7.3
5. KNFO-F 18/ 8.1	8.5	11.7	5. KHOO-F 44	5. KWTX-F 584/21.8
6. WBAP 11/ 5.0	10.8	10.5	6. KWTX 32	6. KWTX 489/25.2
7. KRLD 8/ 3.6	1.4	1.2	7. KIIZ 27	7. KRLD 340/10.2
8. KZEW-F 8/ 3.6	1.9	1.2	8. KRLD 19	8. KNFO-F 295/18.0
9. KRZI 6/ 2.7	2.3	8.0	9. KNFO-F 19	9. WFAA 202/ 4.0
10. KIXS-F 6/ 2.7	---	1.2	10. KHBR+ 14	10. KKIK 200/ 7.6

12+ FM SHARE (METRO): 47.89% (102 of 213) (SPG 81: 40.10%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KHOO-F	1. KHOO-F	1. WACO	1. WACO	1. WACO
2. KIXS-F	2. WACO	2. KHOO-F	2. KWTX	2. KWTX-F
	3. KNFO-F	3. KNFO-F	3. KNFO-F	3. KWTX
			KWTX-F	

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WACO	1. KHOO-F	1. WACO	1. KHOO-F	1. WACO
2. KWTX	2. WACO	2. KWTX	2. KZEW-F	2. KNFO-F
3. KHOO-F	3. KNFO-F	3. 3 with	3. KNFO-F	KWTX
				KWTX-F

OTHER RATED STATIONS/METRO SHARE

KKIK 1010	1.4	KIIZ 1050	Killeen 1.8	KOAX-F 105.3	Dallas .5
KAFM-F 92.5	Dallas .5	KKDA 730	Dallas .9	KSKY 660	Dallas .9
KHBR-F+102.5	Hillsboro .9	KKDA-F 104.5	Dallas 2.3	WFAA 570	Dallas 1.8

FORMATS

	AM	FM	TOTAL	%
COUNTRY	85 (4)	2 (1)	87 (5)	41.0
ROCK/AOR/CONTEMP		65 (4)	65 (4)	30.7
BTFL MUSIC	6 (1)	28 (2)	34 (3)	16.0
NEWS/TALK	12 (2)		12 (2)	5.7
BLACK	6 (2)	5 (1)	11 (3)	5.2
RELIGION	2 (1)		2 (1)	0.9
MOR/AC		1 (1)	1 (1)	0.5

212 (19)

RADIO STATIONS

KRZI, 1580, 1 KW/500 W (DA-2), BTFL MUS (KalaMusic)	RKO, \$11.00* (PRO)
KWTX, 1230, 1 KW/250 W, COUNTRY	MBS, \$24.50 (Mc-Guild)
WACO, 1460, 1 KW (DA-N), COUNTRY (Drake-Chen)	ABC-E, \$31.50 (Torbet) Harris
KIIZ, 1050, 250 W (DAYS), BLACK	, \$19.63 (Selcom) (KILLEEN)
KHOO-F, 99.9, 100 KW @ 460, ROCK (Drake-Chen)	ABC-F, \$31.50 (Torbet) Harris
KNFO-F, 95.5, 10 KW @ 200, ROCK	Source, \$13.00* (Selcom) Borders
KWTX-F, 97.5, 71 KW @ 1569, BTFL MUS	MBS, \$24.50 (Mc-Guild)
KHBR-F+, 102.5, 1 KW @ 155, COUNTRY	, \$ 7.65 (Miller) (HILLSBORO)
KIXS-F, 93.3, 100 KW @ 520, ROCK	, \$19.63 (Selcom) (KILLEEN)

Other stations - See Dallas

WASHINGTON

Market # 8; ADI # 8
 Revenue Rank # 5
 Income Rank # 10
 APR 18.7
 SMSA Pop: 3,080,400
 CSI: 38.6 M (# 7)

Revenue : \$56,596,530
 Income : \$ 4,268,903
 % Rev Gain: 10.4
 Stations: 34/39
 Diaries: 2217/1389:1
 CSI HH: 33.4 M (# 3)
 Standard Error: .435

National Rev: \$17,859,122
 Nat Rev per Cap: \$5.80
 Tot Rev per Cap: \$18.37
 Tot Inc per Cap: \$1.39
 Profit Margin: 7.5%
 Retail \$: 17.9 Bil (# 9)
 Retail Sales %: .262

12+ METRO 1/4/SHARE	WIN 82	FAL 81	SUM 81	SPG 81	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKYS-F 403/8.4	9.5	8.1	7.9	6.0	1. WMAL 426	1. WWDC-F 5858/16.5
2. WGAY-F 369/7.7	7.9	7.8	7.9	7.1	2. WKYS-F 418	2. WMAL 5592/19.1
3. WMAL 359/7.5	9.7	10.6	8.8	8.6	3. WGAY-F 387	3. WPGC-F+ 5589/17.9
4. WHUR-F 331/6.9	7.6	6.2	5.7	4.6	4. WHUR-F 347	4. WRQX-F 5421/16.6
5. WPGC-F+ 257/5.3	4.9	5.2	4.9	7.3	5. WWDC-F 342	5. WKYS-F 5395/19.7
6. WRQX-F 233/4.9	4.2	3.8	5.2	6.6	6. WRQX-F 316	6. WHUR-F 4781/17.5
7. WWDC-f 217/4.5	4.7	5.1	6.0	6.0	7. WPGC-F+ 315	7. WGAY-F 4756/17.0
8. WLTT-F 210/4.4	3.3	4.4	4.4	3.6	8. WAVA-F 237	8. WTOP 4387/14.4
9. WRC 208/4.3	2.9	3.4	3.2	4.4	9. WRC 236	9. WAVA-F 3966/12.4
10. WOOK-F 202/4.2	3.9	3.5	4.2	3.7	10. WLTT-F 219	10. WOOK-F 3902/14.2
11. WAVA-F 195/4.1	2.8	3.3	3.7	4.5	11. WOOK-F 211	11. WASH-F 3516/11.9
12. WTOP 175/3.6	3.8	4.0	2.3	3.1	12. WTOP 205	12. WRC 3337/11.6
13. WASH-F 168/3.5	4.5	4.6	5.4	5.0	13. WMZQ-F 201	13. WLTT-F 3194/11.7
14. WPKX-F 139/2.9	2.9	3.2	3.6	2.6	14. WASH-F 185	14. WMZQ-F 3053/ 7.9
15. WGMS-F+ 136/2.9	3.9	4.2	3.5	3.0	15. WPKX-F 162	15. WGMS-F+ 2777/ 9.9
16. WMZQ-F 129/2.7	3.0	3.3	3.1	4.1	16. WGMS-F+ 151	16. WPKX-F 2546/ 8.2
17. WXTR-F 107/2.2	.5	.3	.4	---	17. WXTR-F 127	17. WXTR-F 1736/ 5.7
18. WYCB 102/2.1	1.9	1.0	1.7	1.3	18. WEZR-F 118	18. WEZR-F 1678/ 5.5
19. WEZR-F 92/1.9	1.8	3.2	3.1	2.4	19. WYCB 103	19. WYCB 1226/ 4.7
20. WHFS-F 64/1.3	1.2	1.4	.8	.8	20. WHFS-F 72	20. WHFS-F 1160/ 4.1

12+ FM SHARE (METRO): 74.32% (3270 of 4400) (SPG 81: 72.82%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WWDC-F	1. WKYS-F	1. WKYS-F	1. WMAL	1. WMAL
2. WKYS-F	2. WHUR-F	2. WHUR-F	2. WHUR-F	2. WGAY-F
WAVA-F	3. WPGC-F+	3. WLTT-F	3. WKYS-F	3. WRC
4. WRQX-F	4. WLTT-F	4. WPGC-F+	4. WGAY-F	4. WTOP
5. WPGC-F+	5. WRQX-F	5. WRQX-F	5. WLTT-F	5. WKYS-F
6. WOOK-F	6. WWDC-F	6. WMAL	6. WASH-F	6. WHUR-F
7. WHUR-F	7. WAVA-F	7. WOOK-F	7. WPGC-F+	7. WASH-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WMAL	1. WKYS-F	1. WMAL	1. WKYS-F	1. WHUR-F
2. WKYS-F	2. WHUR-F	2. WGAY-F	2. WHUR-F	2. WKYS-F
3. WWDC-F+	3. WPGC-F	3. WKYS-F	3. WWDC-F	3. WMAL
4. WGAY-F+	4. WRQX-F	4. WLTT-F	4. WAVA-F	4. WGAY-F
5. WTOP	5. WLTT-F	5. WHUR-F	5. WPGC-F+	5. WLTT-F
6. WRC	6. WOOK-F	6. WASH-F	6. WOOK-F	6. WPGC-F+
7. WPGC-F+	7. WASH-F	7. WPGC-F+	WLTT-F	7. WXTR-F

<u>FORMATS</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BLACK/URBAN	135 (2)	954 (4)	1089 (6)	24.8
ROCK/AOR/CONTEMP	50 (2)	946 (5)	996 (7)	22.6
MOR/AC/OLDIES	360 (2)	485 (3)	845 (5)	19.2
BTFL MUSIC	21 (1)	476 (3)	497 (4)	11.3
NEWS/TALK	383 (2)		383 (2)	8.7
COUNTRY	65 (2)	268 (2)	333 (4)	7.6
CLASSICAL	27 (1)	109 (1)	136 (2)	3.1
RELIGION/GOSPEL	59 (2)	32 (1)	91 (3)	2.1
NOSTALGIA	30 (1)		30 (1)	0.7
			<u>4400 (34)</u>	

WASHINGTON 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. WKYS-F	1. WMAL	1. WGAY-F	WEAM	1390	Arlington .6
2. WMAL	2. WKYS-F	2. WMAL	WEEL	1310	Fairfax .3
3. WGAY-F	3. WWDC-F	3. WPGC-F+	WFAX	1220	Falls Church .4
4. WHUR-F	4. WPGC-F+	4. WMZQ-F	WGAY	1050	Silver Spring .4
5. WWDC-F	5. WRQX-F	5. WRC	WOL	1450	.7
6. WPGC-F+	6. WGAY-F	6. WRQX-F	WPKX	730	Alexandria 1.1
7. WRQX-F	7. WHUR-F	7. WKYS-F	WUST	1120	.9
8. WAVA-F	8. WTOP	8. WTOP	WWDC	1260	.6
9. WLTT-F	9. WOOK-F	9. WAVA-F	WXTR	1560	La Plata ---
10. WRC	10. WAVA-F	10. WASH-F	WFRE-F	99.9	Frederick .3
11. WOOK-F	11. WASH-F		WFSI-F	107.9	Annapolis .7
12. WMZQ-F	12. WLTT-F		WXYV-F	102.7	Baltimore .4
13. WTOP	13. WRC				
14. WASH-F	14. WMZQ-F				
15. WPKX-F	15. WGMS-F+				

ADI FM SHARE: 75.60% (4071 of 5385) (SPG 81: 74.64%)

AM STATIONS

WMAL, 630, 5 KW (DA-2), MOR/TALK	ABC-I, \$183.75* (Mc-Guild)	ABC
WRC, 980, 5 KW (DA-N), NEWS/TALK	NBC, \$ 76.88 (Eastman)	NBC
WTOP, 1500, 50 KW (DA-2), NEWS	CBS, \$ 81.25* (CBS Spot)	Outlet
WYCB, 1340, 1 KW/250 W, GOSPEL/BLACK	, \$ 30.00 (Lazar)	

FM STATIONS

WASH-F, 97.1, 23 KW @ 690, AC	, \$148.13 (Katz)	Metromedia
WAVA-F, 105.1, 50 KW @ 500, AOR	, \$ 80.00* (CBS/FM)	Doubleday
WEZR-F, 106.7, 50 KW @ 500, BTFL MUS	, \$ 64.00 (Groskin)	EZ
WGAY-F, 99.5, 21 KW @ 780, BTFL MUS	, \$160.00* (MMR)	Greater Media
WGMS-F+, 103.5, 20 KW @ 435, CLASSICAL	, \$ 80.00* (RKO)	RKO
WHFS-F, 102.3, 2 KW @ 340, AOR	, \$ 40.00 (P/W)	
WHUR-F, 96.3, 24 KW @ 670, BLACK/JAZZ	, \$100.00* (----)	Howard Univ
WKYS-F, 93.9, 50 KW @ 485, URBAN	, \$143.75 (Eastman)	NBC
WLTT-F, 94.7, 21 KW @ 780, AC	, \$ 85.00* (HNW)	Gulf
WMZQ-F, 98.7, 50 KW @ 185, COUNTRY	, \$100.00 (Howard)	Viacom
WOOK-F, 100.3, 40 KW @ 320, BLACK	SBN, \$ 90.00* (Masla)	United
WPGC-F+, 95.5, 50 KW @ 496, ROCK	ABC-C, \$160.00* (Torbet)	First Media
WPKX-F, 105.9, 50 KW @ 410, COUNTRY	, \$ 60.00* (Selcom)	Metroplex
WRQX-F, 107.3, 50 KW @ 410, ROCK	ABC-R, \$120.00* (Blair)	ABC
WWDC-F, 101.1, 50 KW @ 500, AOR (Burk-Abr)	Source, \$110.00* (Christal)	
WXTR-F, 104.1, 50 KW @ 500, OLDIES	, \$ 37.50 (Masla)	

WATERLOO-CEDAR FALLS

Market # 232
 Revenue Rank # 223
 Income Rank # 141
 APR 14.1
 SMSA Pop: 138,600
 CSI: 1.2 Bil (# 222)

Revenue : \$1,923,575
 Income : \$ 124,333
 % Rev Gain: -28.5
 Stations: 13/6
 Diaries: 631/220:1
 CSI HH: 25.1 M (# 65)
 Standard Error: .738

National Rev: \$369,526
 Nat Rev per Cap: \$2.67
 Tot Rev per Cap: \$13.88
 Tot Inc per Cap: \$.90
 Profit Margin: 6.4%
 Retail \$: .7 Bil (# 211)
 Retail Sales %: .201

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 81</u>	<u>A/M 80</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KWLO	32/20.0	29.3		27.6	1. KCNB-F	54	1. KWLO	828/48.3
2. KCNB-F	28/17.5	13.8		14.5	2. KWLO	46	2. KCNB-F	732/34.7
3. KXEL	18/11.3	9.0		13.1	3. WHO	41	3. KXEL	564/24.6
4. KFMW-F	14/ 8.8	10.2		11.0	4. KXEL	36	4. WMT	484/ 8.4
KCFI	14/ 8.8	2.4		4.1	5. WMT	35	5. WHO	478/ 8.1
6. KLEU	9/ 5.6	6.6		4.8	6. KFMW-F	26	6. KFMW-F	368/16.6
7. KOEL-F	6/ 3.8	4.2		2.8	7. KOEL-F	23	7. KOEL-F	297/ 6.9
8. WHO	5/ 3.1	3.0		4.1	8. KCFI	15	8. KQCR-F	273/ 8.1
9. KRNA-F	3/ 1.9	1.2		2.1	KLEU	15	9. KCFI	243/19.3
KQCR-F	3/ 1.9	3.0		2.1	KQCR-F	15	10. KLEU	200/10.0

12+ FM SHARE (METRO): 41.30% (57 of 138) (SPG 81: 38.36%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>
1. KCNB-F	1. KCNB-F	1. KWLO	1. KWLO	1. KXEL
2. KWLO	2. KWLO	2. KCNB-F	2. KXEL	2. KWLO
	3. KCFI	3. KCFI	3. KCFI	3. KFMW-F
			KCNB-F	KCFI

<u>12+ AMD</u>	<u>WOMEN 18-34</u>	<u>WOMEN 25-54</u>	<u>MEN 18-34</u>	<u>MEN 25-54</u>
1. KWLO	1. KCNB-F	1. KWLO	1. KWLO	1. KWLO
2. KXEL	2. KWLO	2. KXEL	2. KCNB-F	2. KXEL
3. KCNB-F	3. KFMW-F	3. KCNB-F	3. KCFI	KCFI

OTHER RATED STATIONS/METRO SHARE

KHAK-F 98.1 Cedar Rapids .6
 KWAY-F 99.3 Waverly 1.3
 WMT 600 Cedar Rapids 1.9

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	32 (2)	7 (2)	39 (4)	28.3
ROCK/AOR/CONTEMP		36 (4)	36 (4)	26.1
MOR/AC	35 (2)		35 (2)	25.4
BTFL MUSIC		14 (1)	14 (1)	10.1
NOSTALGIA	9 (1)		9 (1)	6.5
NEWS/TALK	5 (1)		5 (1)	3.6
			138 (13)	

RADIO STATIONS

KCFI, 1250, 500 W (DA-1) , COUNTRY MBS, \$10.00 (Savalli)
 KLEU, 850, 500 W (DAYS,DA), NOSTALGIA ABC-E, \$10.50 (Lotus)
 KWLO, 1330, 5 KW (DA-2) , CONTEMP/AC (Burk-Abr) , \$27.75 (Eastman) Forward
 KXEL, 1540, 50 KW (DA-N) , COUNTRY ABC-I, \$23.41 (Torbet) Bahakel
 KCNB-F, 105.7, 100 KW @ 569, ROCK (TM) ABC-C, \$18.93 (Torbet) Bahakel
 KFMW-F, 107.9, 100 KW @ 1800, BTFL MUS (FM-100) NBC, \$13.00 (Eastman) Forward
 KOEL-F, 92.3, 100 KW @ 1501, COUNTRY (Musicworks) ABC-E, \$28.00 (PRO) Stuart
 (OELWEIN)

WHO - Des Moines

Other stations - See Cedar Rapids

WEST PALM BEACH

Market # 69
 Revenue Rank # 69
 Income Rank # 364
 APR 18.7
 SMSA Pop: 609,200
 CSI: 5.9 Bil (# 58)

Revenue : \$7,624,334
 Income : \$ -603,479
 % Rev Gain: 18.6
 Stations: 35/17
 Diaries: 1173/519:1
 CSI HH: 23.6 M (# 127)
 Standard Error: .596

National Rev: \$1,130,532
 Nat Rev per Cap: \$1.86
 Tot Rev per Cap: \$12.52
 Tot Inc per Cap: \$-.99
 Profit Margin: ---
 Retail \$: 3.7 Bil (# 54)
 Retail Sales %: .197

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WEAT-F 138/14.1	13.0	14.9	12.2	14.6	1. WEAT-F 156	1. WEAT-F 1589/25.0
2. WIRK-F 121/12.3	7.4	6.7	13.0	11.4	2. WIRK-F 140	2. WIRK-F 1154/18.5
3. WRMF-F 64/ 6.5	6.9	10.2	8.7	5.3	3. WRMF-F 77	3. WRMF-F 1106/17.9
4. WPOM 46/ 4.7	7.4	6.4	1.6	6.8	4. WIZD-F 74	4. WIZD-F 992/11.5
5. WNJY-F 45/ 4.6	3.8	3.5	5.9	3.0	5. WPOM 46	5. WJNO 756/14.0
6. WHYI-F 44/ 4.5	5.3	3.4	6.5	3.9	WNJY-F 46	6. WHYI-F 716/13.2
7. WJNO 40/ 4.1	3.9	4.6	3.6	3.3	7. WHYI-F 45	7. WNJY-F 487/ 9.0
8. WIZD-F 39/ 4.0	5.4	6.4	2.2	---	8. WJNO 41	8. WSHE-F 471/ 8.4
9. WRBD 36/ 3.7	2.2	1.9	2.1	1.4	9. WRBD 39	9. WPOM 444/ 8.4
10. WLYF-F 35/ 3.6	3.2	3.1	1.8	2.3	10. WLYF-F 35	10. WEAT 439/ 7.7

12+ FM SHARE (METRO): 68.27% (624 of 914) (SPG 81: 69.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WIRK-F	1. WIRK-F	1. WIRK-F	1. WIRK-F	1. WEAT-F
2. WRBD	2. WRMF-F	2. WRMF-F	2. WRMF-F	2. WIRK-F
3. WPOM	3. WHYI-F	3. WHYI-F	WEAT-F	3. WNJY-F
WHYI-F	4. WIZD-F	4. WEAT-F	4. WPOM	4. WJNO
WIZD-F				

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WIRK-F	1. WRMF-F	1. WEAT-F	1. WIRK-F	1. WIRK-F
2. WEAT-F	2. WIRK-F	2. WIRK-F	2. WIZD-F	2. WRMF-F
3. WRMF-F	WHYI-F	WRMF-F	3. WRMF-F	3. WEAT-F
4. WJNO	4. WPOM	4. WPOM	4. WSHE-F	4. WSHE-F

OTHER RATED STATIONS/METRO SHARE

WCEZ-F 96.7	Jupiter .8	WSWN 900	Belle Gl. 1.2	WIOD 610	Miami 1.6
WDBF 1420	Delr. Bch. .6	WSWN-F 93.5	Belle Gl. .5	WNWS 790	Miami 1.6
WEAT 850	2.2	WAIA-F 97.3	Miami .8	WQAM 560	Miami .4
WIRK 1290	1.4	WAXY-F 105.9	Ft. Lau 2.1	WSHE-F 103.5	Ft. Lau 2.2
WKAO 1510	Boyn. Bch 1.6	WBSS 980	Pomp. Bch .5	WTMI-F 93.1	Miami .3
WKQS-F 99.9	Boca R. 1.5	WCKO-F 102.7	Pomp. Bch 1.4	WWJF-F 106.7	Ft. Lau 1.5
WNGS-F 92.1	1.1	WINZ 940	Miami 1.2	WWWL-F 93.9	Miami .4
WPBR 1340	3.2	WINZ-F 94.9	Miami .6	WYOR-F 105.1	Coral G. .6
WSBR 740	Boca R. 1.4				

RADIO STATIONS

WEAT, 850, 1 KW (DA-1), COUNTRY	ABC-I, \$50.50 (Katz)	Curt Gowdy
WJNO, 1230, 1 KW/250 W, NEWS/TALK	ABC-E, CBS, \$23.00 (Blair)	Fairbanks
WPOM, 1600, 1 KW (DA-1), BLACK (Drake-Chen)	, \$23.00 (HNW)	
WEAT-F, 104.5, 100 KW @ 520, BTFL MUS (Schulke)	, \$50.50 (Katz)	Curt Gowdy
WIRK-F, 107.9, 100 KW @ 400, COUNTRY	, \$43.00* (Mc-Guild)	
WRMF-F, 97.9, 100 KW @ 400, SOFT ROCK	, \$39.00 (Blair)	Fairbanks
WIZD-F, 98.7, 100 KW @ 1400, AOR (Sebastian)	, \$30.00 (HNW)	(FORT PIERCE)
WNJY-F, 94.3, 3 KW @ 480, BTFL MUS (FM-100)	, \$22.00* (Christal)	Patten

Other stations - See Miami

FOR FORMAT BREAKDOWNS SEE CONTINUATION PAGES AT END OF THIS SECTION

WHFFLING

Market # 183
 Revenue Rank # 125
 Income Rank # 28
 APR 15.6
 SMSA Pop: 186,200
 CSI: 1.4 Bil (# 183)

Revenue : \$4,216,836
 Income : \$1,029,931
 % Rev Gain: 4.4
 Stations: 13/9
 Diaries: 562/331:1
 CSI HH: 19.5 M (# 292)
 Standard Error: .798

National Rev: \$1,143,955
 Nat Rev per Cap: \$6.14
 Tot Rev per Cap: \$22.65
 Tot Inc per Cap: \$5.53
 Profit Margin: 24.4
 Retail \$: .8 Bil (# 206)
 Retail Sales %: .330

12+ METRO 1/4/SHARE			SPG 81	A/M 80	12+ TSA 1/4		12+ TSA CUME/MSA CUME RAT	
1. WWVA	72/29.6	22.6	27.1	1. WWVA	123	1. WWVA	1450/46.9	
2. WANJ-F	37/15.2	16.3	9.8	2. WANJ	53	2. WKWK-F	794/28.7	
3. WKWK-F	28/11.5	6.6	8.4	3. WKWK-F	50	3. WANJ-F	539/25.0	
4. WCPI-F	23/ 9.5	5.1	3.1	4. WCPI-F	31	4. WOMP-F	512/19.8	
5. WOMP	17/ 7.0	8.9	12.0	5. WOMP-F	27	5. WCPI-F	429/19.7	
WOMP-F	17/ 7.0	13.2	7.6	6. WDVE-F	25	6. KDKA	423/ 8.8	
7. WKWK	16/ 6.6	8.2	10.7	7. KDKA	24	7. WKWK	420/22.7	
8. WPNT-F	7/ 2.9	.4	1.3	8. WKWK	20	8. WDVE-F	339/ 5.6	
9. KDKA	5/ 2.1	2.3	3.1	9. WOMP	17	9. WOMP	214/12.3	
10. WDVE-F	3/ 1.2	1.9	.9	10. WPNT-F	10	10. WSHH-F	135/ 1.5	

12+ FM SHARE (METRO): 50.43% (116 of 230) (SPG 81: 47.74%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WKWK-F	1. WCPI-F	1. WWVA	1. WWVA	1. WWVA
2. WOMP-F	2. WWVA	2. WCPI-F	2. WANJ-F	2. WANJ-F
3. WKWK	3. WKWK-F	WKWK-F	3. WCPI-F	3. WOMP
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WWVA	1. WKWK-F	1. WWVA	1. WCPI-F	1. WWVA
2. WANJ-F	2. WCPI-F	2. WANJ-F	WWVA	2. WCPI-F
3. WKWK-F	3. WWVA	3. WCPI-F	3. WKWK-F	3. WANJ-F

OTHER RATED STATIONS/METRO SHARE

WEIF 1370 Moundsville .4
 WNEU 1600 1.2
 WSHH-F 99.7 Pittsburgh .4

FORMATS

	AM	FM	TOTAL	%
COUNTRY	73 (2)		73 (2)	31.7
ROCK/AOR/CONTEMP	16 (1)	48 (3)	64 (4)	27.8
BTFL MUSIC		45 (3)	45 (3)	19.6
MOR/AC	8 (2)	23 (1)	31 (3)	13.5
NEWS/TALK	17 (1)		17 (1)	7.4
			230 (13)	

RADIO STATIONS

WKWK, 1400, 1 KW/250 W, CONTEMP**	ABC-D, \$ 9.00 (Torbet)	Comm Service
WOMP, 1290, 1 KW (DAYS), NEWS/TALK	CBS, \$11.75 (Christal)	T/R
WWVA, 1170, 50 KW (DA-N), COUNTRY	ABC-I, \$39.75 (Eastman)	Columbia Pic
WANJ-F, 107.5, 11 KW @ 907, BTFL MUS (TM)	NBC, \$17.60 (Mc-Guild)	
WCPI-F, 98.7, 50 KW @ 390, AC	ABC-F, \$15.00 (Eastman)	Columbia Pic
WKWK-F, 97.3, 50 KW @ 470, ROCK (Drake-Chen)	, \$ 9.00 (Torbet)	Comm Service
WOMP-F, 100.5, 14 KW @ 550, ROCK	CBS-R, \$11.75 (Christal)	T/R

Other stations - see Pittsburgh

**Station now programs Nostalgia

WICHITA

Market # 101
 Revenue Rank # 58
 Income Rank # 361
 APR 17.2
 SMSA Pop: 414,600
 CSI: 3.8 Bil (# 90)

Revenue : \$9,692,213
 Income : \$ -548,716
 % Rev Gain: 9.7
 Stations: 15/13
 Diaries: 757/548:1
 CSI HH: 24.6 M (# 81)
 Standard Error: .714

National Rev: \$759,372
 Nat Rev per Cap: \$1.83
 Tot Rev per Cap: \$23.38
 Tot Inc per Cap: \$-1.32
 Profit Margin: ---
 Retail \$: 2.1 Bil (# 92)
 Retail Sales %: .412

12+ METRO 1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
	81	81	80	80		
1. KEYN-F 89/15.3	15.5	14.5	11.2	10.0	1. KEYN-F 116	1. KEYN-F 1600/33.1
2. KBRA-F 61/10.5	6.6	10.6	7.4	13.3	2. KFH 89	2. KFH 1323/22.8
3. KAKZ 60/10.3	7.8	5.6	8.6	7.8	3. KBRA-F 86	3. KFDI 1222/20.8
4. KICT-F 59/10.1	8.9	7.8	14.5	8.8	4. KFDI 80	4. KFDI-F 996/20.0
5. KFH 56/ 9.6	13.0	12.1	11.9	11.2	5. KICT-F 69	5. KICT-F 873/18.9
6. KFDI-F 48/ 8.2	5.2	5.6	9.2	7.6	6. KAKZ 68	6. KBRA-F 763/16.6
7. KKR-D-F 43/ 7.4	7.2	5.8	7.2	9.4	7. KFDI-F 66	7. KAKZ 742/20.1
8. KFDI 42/ 7.2	11.5	10.2	10.4	13.3	8. KKR-D-F 52	8. KQAM 591/14.5
9. KQAM 32/ 5.5	5.2	5.2	3.5	2.9	9. KQAM 32	9. KKR-D-F 534/12.8
10. KGCS-F 23/ 4.0	4.1	6.5	3.1	3.9	KGCS-F 32	10. KSKU-F 531/ 3.0

12+ FM SHARE (METRO): 62.43% (339 of 543) (SPG 81: 57.81%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KEYN-F	1. KAKZ
2. KICT-F	2. KICT-F	2. KICT-F	2. KKR-D-F	2. KBRA-F
	3. KKR-D-F	3. KKR-D-F	3. KFDI-F	3. KFH
	4. KFDI-F	4. KFDI-F	4. KFH	4. KFDI
	KQAM-F			

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. KEYN-F	1. KEYN-F	1. KBRA-F	1. KICT-F	1. KEYN-F
2. KFH	2. KICT-F	KEYN-F	2. KEYN-F	2. KFDI-F
3. KAKZ	KKR-D-F	3. KFH	3. KKR-D-F	KKR-D-F
4. KFDI-F	4. KQAM	KKR-D-F	4. KFDI-F	4. KICT-F
		KAKZ		

OTHER RATED STATIONS/METRO STATIONS

KSGL 900	1.5	KJRG 950 Newton .9	KSKU-F 102.1 Hatch. .9
KBUZ-F 106.5 Ark. City	1.0	KOEZ-F 92.3 Newton .9	

FORMATS

	AM	FM	TOTAL	%
COUNTRY	98 (2)	71 (2)	169 (4)	31.1
ROCK/AOR/CONTEMP		159 (4)	159 (4)	29.3
MOR/AC	32 (1)	43 (1)	75 (2)	13.8
BTFL MUSIC		66 (2)	66 (2)	12.2
NOSTALGIA	60 (1)		60 (1)	11.0
RELIGION	14 (2)		14 (2)	2.6
			543 (15)	

RADIO STATIONS

KAKZ, 1240, 1 KW/250 W	, NOSTALGIA (Al Ham)	ABC-C, \$23.00 (Blair)
KFDI, 1070, 10 KW/1 KW (DA-N)	, COUNTRY	ABC-E, \$30.00* (Torbet) Great Empire
KFH, 1330, 5 KW (DA-N)	, COUNTRY	CBS, \$38.00 (Eastman)
KQAM, 1410, 5 KW/1 KW (DA-N)	, OLDIES/AC	RKO, \$24.00 (Mc-Guild) Long-Pride
KBRA-F, 97.9, 85 KW @ 420,	BTFL MUS (Schulke)	MBS, \$20.00 (Eastman)
KEYN-F, 103.7, 100 KW @ 860,	ROCK	RKO, \$32.00 (Mc-Guild) Long-Pride
KFDI-F, 101.3, 100 KW @ 1130,	COUNTRY	ABC-E, \$24.00* (Torbet) Great Empire
KICT-F, 95.1, 100 KW @ 970,	AOR (Burk-Abr)	, \$36.50 (Katz) Peoria Jrnl Star
KKR-D-F, 107.3, 100 KW @ 884,	AC	NBC, \$29.25 (Masla) John Price
KGCS-F, 95.9, 3 KW @ 300,	COUNTRY (TM)	, \$22.00 (Christal) Swanson
KOEZ-F, 92.3, 100 KW @ 650,	BTFL MUS	, \$ 7.00 (Corlett) (NEWTON)
KSKU-F, 102.1, 100 KW @ 550,	ROCK	Source, \$15.00 (Smith) (HUTCHINSON)

WILMINGTON, DE

Market # 81
 Revenue Rank # 106
 Income Rank # 32
 APR 18.5
 SMSA Pop: 528,800
 CSI: 5.3 Bil (# 68)

Revenue : \$4,936,972
 Income : \$ 947,697
 % Rev Gain: 8.3
 Stations: 32/10
 Diaries: 1202/440:1
 CSI HH: 27.7 M (# 19)
 Standard Error: .587

National Rev: \$395,495
 Nat Rev per Cap: \$.75
 Tot Rev per Cap: \$9.34
 Tot Inc per Cap: \$1.79
 Profit Margin: 19.2%
 Retail \$: 2.4 Bil (# 83)
 Retail Sales %: .198

12+ METRO 1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WJBR-F 90/11.0	10.1	10.2	8.4	11.1	1. WJBR-F 112	1. WSTW-F 1486/25.6
2. WSTW-F 84/10.3	11.6	13.6	13.4	11.4	2. WSTW-F 102	2. WMMR-F 1339/22.6
3. WDEL 81/ 9.9	9.9	8.4	9.4	8.4	3. WMMR-F 100	3. WJBR-F 1177/20.6
4. WMMR-F 72/ 8.8	7.9	8.5	3.0	3.7	4. WDEL 86	4. WDEL 1140/23.5
5. WCAU-F 39/ 4.8	5.2	2.5	1.4	1.3	5. WCAU-F 59	5. WCAU-F 972/16.2
6. WYSP-F 38/ 4.7	3.5	4.0	5.9	3.6	6. WMGK-F 53	6. WYSP-F 925/15.6
7. WMGK-F 33/ 4.0	4.1	4.6	4.9	3.9	7. WDSD-F 51	7. WMGK-F 743/11.6
8. WUSL-F 31/ 3.8	4.3	2.5	1.2	3.2	8. WYSP-F 50	8. WDSD-F 647/ 5.2
9. WDAS-F 30/ 3.7	2.0	3.1	3.5	1.0	9. WUSL-F 37	9. WUSL-F 600/ 9.9
10. WILM 29/ 3.5	2.9	4.3	7.3	3.2	10. WDAS-F 36	10. WILM 583/12.9

12+ FM SHARE (METRO): 70.38% (537 of 763) (SPG 81: 72.89%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WCAU-F	1. WSTW-F	1. WSTW-F	1. WSTW-F	1. WJBR-F
2. WMMR-F	2. WMMR-F	2. WMMR-F	2. WJBR-F	2. WDEL
3. WSTW-F	3. WYSP-F	3. WDEL	3. WDEL	3. WUSL-F
4. WYSP-F	4. WMGK-F	WMGK-F	4. WMGK-F	4. WILM

12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WDEL	1. WSTW-F	1. WSTW-F	1. WMMR-F	1. WSTW-F
2. WJBR-F	2. WMMR-F	2. WJBR-F	2. WSTW-F	2. WMMR-F
3. WSTW-F	3. WMGK-F	3. WDEL	3. WYSP-F	3. WJBR-F
4. WILM	4. WIOQ-F	4. WMGK-F	4. WDAS-F	4. WDEL

OTHER RATED STATIONS/METRO SHARE

WAMS 1380	2.8	WBSB-F 104.3	Balt .5	WIYY-F 97.9	Balt 1.0
WJBR 1290	2.4	WCAU 1210	Phil .4	WPEN 950	Phil 2.0
WJIC 1510	Salem .6	WDSD-F 94.7	Dover 1.3	WPOC-F 93.1	Balt 1.2
WNRK 1260	Newar. 1.6	WEAZ-F 101.1	Phil 2.0	WSNI-F 104.5	Phil 1.1
WSER 1550	Elkt 1.0	WFLN-F 95.7	Phil 2.0	WWDB-F 96.5	Phil 1.6
KYW 1060	Phil 1.2	WIOQ-F 102.1	Phil 2.7	WWSH-F 106.1	Phil 1.0
WASA 1330	Havre. .6	WIP 610	Phil 1.1	WYST-F 92.3	Balt .4
WBAL 1090	Balt .5				

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		270 (8)	270 (8)	35.4
MOR/AC	125 (7)	42 (2)	167 (9)	21.9
BTFL MUSIC	20 (1)	114 (3)	134 (4)	17.6
COUNTRY	23 (1)	52 (3)	75 (4)	9.8
NEWS/TALK	42 (3)	13 (1)	55 (4)	7.2
BLACK/URBAN		30 (1)	30 (1)	3.9
CLASSICAL		16 (1)	16 (1)	2.1
BIG BAND	16 (1)		16 (1)	2.1

763 (32)

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW (DA-3), COUNTRY	, \$23.00 (Selcom)	Rollins
WDEL, 1150, 5 KW (DA-2)	, MOR NBC, \$32.00* (Eastman)	
WILM, 1450, 1 KW/250 W	, NEWS MBS,CBS, \$18.24 (Savalli)	
WJBR-F, 99.5, 50 KW @ 500, BTFL MUS (FM-100)	, \$33.15 (Mc-Guild)	
WSTW-F, 93.7, 50 KW @ 460, ROCK (TM)	, \$45.00* (Eastman)	
WDSD-F, 94.7, 50 KW @ 400, COUNTRY	MBS, \$11.48 (Masla)	Rau (DOVER)

WILMINGTON, NC

Market # 222
 Revenue Rank # 209
 Income Rank # 330
 APR 15.8
 SMSA Pop: 143,900
 CSI: 1.1 Bil (# 229)

Revenue : \$2,113,623
 Income : \$ -292,495
 % Rev Gain: 13.3
 Stations: 11/10
 Diaries: 767/188:1
 CSI HH: 20.5 M (# 249)
 Standard Error: .685

National Rev: \$270,870
 Nat Rev per Cap: \$1.88
 Tot Rev per Cap: \$14.69
 Tot Inc per Cap: \$-2.03
 Profit Margin: ---
 Retail \$: .7 Bil (# 229)
 Retail Sales %: .269

12+ METRO 1/4/SHARE	SPG 81	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WWIL 31/16.7	11.7	14.7	1. WWIL 35	1. WVBS-F 609/30.8
2. WHSL-F 26/14.0	15.6	16.2	2. WVBS-F 33	2. WGNI-F 469/32.1
3. WGNI-F 23/12.4	17.5	10.3	3. WHSL-F 32	3. WHSL-F 427/24.9
WWQQ-F 23/12.4	11.0	8.8	4. WWQQ-F 30	4. WWQQ-F 294/20.1
5. WVBS-F 22/11.8	2.6	5.1	5. WGNI-F 26	5. WWIL 292/20.9
6. WAAV 18/ 9.7	2.6	2.9	6. WAAV 19	6. WAAV 242/19.1
7. WKLM 12/ 6.5	7.8	8.1	7. WKLM 13	7. WMFD 229/17.8
8. WMFD 8/ 4.3	7.1	13.2	8. WMFD 10	8. WKLM 187/13.6
9. WLCF-F 5/ 2.7	9.1	8.8	9. WLCF-F 5	9. WLCF-F 108/ 8.5
10. WDS-D-F 3/ 1.6	5.2	2.2	10. WDZD-F 4	10. WDS-D-F 99/ 4.9

12+ FM SHARE (METRO): 59.30% (102 of 172) (SPG 81: 66.21%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WWIL	1. WHSL-F	1. WHSL-F	1. WWIL	1. WWQQ-F
2. WHSL-F	2. WVBS-F	2. WVBS-F	WWQQ-F	2. WWIL
3. WGNI-F	3. WGNI-F	3. 3 with	3. WVBS-F	3. WKLM
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WWIL	1. WVBS-F	1. WWIL	1. WHSL-F	1. WWQQ-F
2. WGNI-F	2. WGNI-F	2. WVBS-F	2. WVBS-F	2. WVBS-F
3. WWQQ-F	WHSL-F	WWQQ-F	3. 3 with	3. WWIL

OTHER RATED STATION/METRO SHARE

WVCB 1410 Shallotte .5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		71 (3)	71 (3)	41.3
COUNTRY	12 (1)	26 (2)	38 (3)	22.1
BLACK	31 (1)		31 (1)	18.0
NOSTALGIA	18 (1)		18 (1)	10.5
MOR/AC	8 (1)		8 (1)	4.7
BTFL MUSIC		5 (1)	5 (1)	2.9
RELIGION	1 (1)		1 (1)	0.6
			172 (11)	

RADIO STATIONS

WAAV, 1340, 1 KW/250 W , NOSTALGIA (Al Ham) NBC, \$10.00* (Katz) Cape Fear
 WKLM, 980, 5 KW (DAYS) , COUNTRY ABC-E, \$11.00* (----)
 WMFD, 630, 1 KW , AC CBS,MBS, \$ 8.00* (Southern)
 WWIL, 1490, 1 KW/250 W (DA-1), BLACK SBN, \$10.00 (Blair) Jeff-Pilot
 WDS-D-F, 93.5, 3 KW @ 300, COUNTRY MBS, \$ 6.00 (---) (SHALLOTTE)
 WGNI-F, 102.7, 100 KW @ 440, CONTEMP (Drake-Chen) NBC, \$12.00* (Katz) Cape Fear
 WHSL-F, 97.3, 100 KW @ 560, AOR ABC-F, \$12.00 (Blair) Jeff-Pilot
 WLCF-F, 107.1, 3 KW @ 300, BTFL MUS , \$10.00 (----) (SOUTHPORT)
 WVBS-F, 99.9, 100 KW @ 480, CONTEMP RKO, \$ 7.00 (----)
 WWQQ-F, 100.9, 2.2 KW @ 370, COUNTRY (TM) CBS, \$ 9.00* (Southern)

WORCESTER

Market # 109 (approx) (county-#62)
 Revenue Rank # 110
 Income Rank # 97
 APR 17.6
 SMSA Pop: 378,100
 CSI: 3.5 Bil (# 98 approx)

Revenue : \$4,866,913
 Income : \$ 276,152
 % Rev Gain: 19.7
 Stations: 24/7
 Diaries: 754/501:1
 CSI HH: 30.3 M (# 7 appr)
 Standard Error: .724

National Rev: \$1,188,616
 Nat Rev per Cap: \$3.14
 Tot Rev per Cap: \$12.87
 Tot Inc per Cap: \$.73
 Profit Margin: 5.7%
 Retail \$: 1.7 Bil (# 112 app)
 Retail Sales %: .254

12+ METRO	1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ TSA 1/4	12+ TSA CUME/MSA	CUME RAT
1. WSRS-F	93/16.3	15.4	15.2	19.0	16.0	1. WSRS-F	132	1. WAAF-F 1550/25.7
2. WTAG	71/12.4	9.8	12.1	11.8	16.4	2. WAAF-F	124	2. WSRS-F 1404/29.2
3. WAAF-F	70/12.3	12.6	11.7	12.5	12.5	3. WTAG	78	3. WTAG 1252/33.6
4. WNEB	37/ 6.5	5.6	5.5	2.6	2.6	4. WBZ	65	4. WBZ 1178/16.9
5. WBZ	36/ 6.3	5.9	6.0	7.6	6.9	5. WCOZ-F	48	5. WCOZ-F 831/11.1
6. WFTQ	28/ 4.9	5.4	6.2	6.6	5.3	6. WROR-F	47	6. WROR-F 772/12.7
7. WROR-F	25/ 4.4	6.1	6.0	4.6	6.7	7. WEEI-F	39	7. WFTQ 570/16.9
8. WEEI-F	24/ 4.2	4.0	3.3	3.5	3.6	8. WNEB	38	8. WNEB 481/14.3
9. WORC	21/ 3.7	3.0	3.1	5.0	2.6	9. WFTQ	29	9. WEEI-F 460/10.2
10. WCOZ-F	14/ 2.5	4.7	4.7	3.9	2.0	10. WBCN-F	25	10. WPJB-F 451/ 9.0

12+ FM SHARE (METRO): 61.21% (325 of 531) (SPG 81: 61.32%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WAAF-F	1. WAAF-F	1. WAAF-F	1. WSRS-F	1. WSRS-F
2. WCOZ-F	2. WEEI-F	2. WSRS-F	2. WBZ	2. WTAG
3. WPJB-F	3. WROR-F	3. WEEI-F	WROR-F	3. WNEB
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WTAG	1. WAAF-F	1. WSRS-F	1. WAAF-F	1. WSRS-F
2. WSRS-F	2. WEEI-F	2. WTAG	2. WSRS-F	2. WTAG
3. WAAF-F	3. WROR-F	WEEI-F	3. WTAG	3. WAAF-F

OTHER RATED STATIONS/METRO SHARE

WARE 1250	Ware .7	WLKW-F 101.5	Providence .7
WBCN-F 104.1	Boston 2.5	WMJX-F 106.7	Boston 1.4
WCRB-F 102.5	Boston .9	WPJB-F 105.1	Providence 2.5
WESO 970	Southbridge 1.6	WPRO-F 92.3	Providence 1.1
WHJY-F 94.1	Providence 1.6	WQVR-F 100.1	Southbridge 2.1
WHUE-F 100.7	Boston 1.6	WSSH-F 99.5	Lowell .7
WJIB-F 96.9	Boston .9	WXKS-F 107.9	Boston 1.6

FORMATS

	AM	FM	TOTAL	%
MOR/AC	141 (5)	61 (4)	202 (9)	38.0
ROCK/AOR/CONTEMP	28 (1)	136 (7)	164 (8)	30.9
BTFM MUSIC		111 (4)	111 (4)	20.9
NOSTALGIA	37 (1)		37 (1)	7.0
COUNTRY		12 (1)	12 (1)	2.3
CLASSICAL		5 (1)	5 (1)	0.9
			531 (24)	

RADIO STATIONS

WFTQ, 1440, 5 KW (DA-2), CONTEMP/AC	ABC-I, \$60.00 (Katz)	Katz
WNEB, 1230, 1 KW/250 W, NOSTALGIA (Al Ham)	ABC-E, \$22.00 (PRO)	
WORC, 1310, 5 KW/1 KW, MOR	CBS, ABC-C, \$19.00 (Lotus)	
WTAG, 580, 5 KW (DA-2), MOR	NBC, \$31.75 (Blair)	Worc. Telegraph
WSRS-F, 96.1, 25 KW @ 650, BTFM MUS	, \$45.00* (MMR)	Knight

WAAF-F - See Boston

YAKIMA

Market # 194
 Revenue Rank # 217
 Income Rank # 156
 APR 18.4
 SMSA Pop: 177,400
 CSI: 1.4 Bil (# 189)

Revenue : \$2,022,206
 Income : \$ 93,795
 % Rev Gain: -23.0
 Stations: 17/11
 Diaries: 605/293:1
 CSI HH: 20.6 M (# 242)
 Standard Error: .816

National Rev: \$495,258
 Nat Rev per Cap: \$2.79
 Tot Rev per Cap: \$11.40
 Tot Inc per Cap: \$.53
 Profit Margin: 4.6%
 Retail \$: .8 Bil (# 208)
 Retail Sales %: .210

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 81</u>	<u>A/M 80</u>	<u>12+ TSA 1/4</u>		<u>12+ TSA CUME/MSA CUME RAT</u>	
1. KUTI	57/21.7	25.2	19.5	1. KUTI	57	1. KIT	547/37.8	
2. KIT	48/18.3	13.4	17.1	2. KIT	48	2. KFFM-F	411/25.5	
3. KFFM-F	29/11.0	10.1	13.7	3. KATS-F	31	3. KUTI	385/25.5	
4. KATS-F	26/ 9.9	9.2	6.8	KFFM-F	31	4. KMWX	335/22.7	
5. KUEZ-F	21/ 8.0	12.2	11.7	5. KUEZ-F	22	5. KATS	319/20.2	
6. KENE	17/ 6.5	3.8	1.0	6. KENE	17	6. KUEZ-F	285/18.8	
7. KMWX	15/ 5.7	7.1	9.3	7. KMWX	15	7. KBBO	131/ 8.9	
8. KBBO	12/ 4.6	3.4	2.9	8. KBBO	12	8. KENE	112/ 7.8	
9. KENE-F	6/ 2.3	.8	3.4	9. KENE-F	6	9. KREW	76/ 5.3	
10. KREW	5/ 1.9	2.1	1.0	10. KREW	5	10. KPQ-F	71/ 1.7	

12+ FM SHARE (METRO): 36.29% (90 of 248) (SPG 81: 37.05%)

<u>TEENS</u>	<u>18 - 34</u>	<u>18 - 49</u>	<u>25 - 54</u>	<u>35 - 64</u>
1. KFFM-F	1. KATS-F	1. KUTI	1. KUTI	1. KUTI
2. KATS-F	KFFM-F	2. KIT	2. KIT	2. KIT
3. KUTI	3. KUTI	3. KFFM-F	3. KENE	3. KENE
			KFFM-F	

<u>12+ AMD</u>	<u>WOMEN 18-34</u>	<u>WOMEN 25-54</u>	<u>MEN 18-34</u>	<u>MEN 25-54</u>
1. KIT	1. KFFM-F	1. KUTI	1. KATS-F	1. KUTI
2. KUTI	KIT	KIT	2. KUTI	2. KIT
3. KFFM-F	3. KUTI	3. KFFM-F	3. KFFM-F	3. 3 with
	KMWX			

OTHER RATED STATIONS/METRO SHARE

KREW-F 96.7	Sunnyside .4	KARY 1310	Prosser .8
KRSE-F 98.3	.8	KIOK-F 94.9	Richland 1.1
KVGM 930	.4	KPQ-F 102.1	Wenatchee .8
KALE 960	Richland .4		

RADIO STATIONS

KBBO, 1390, 1 KW/500 W (DA-N), RELIGION	UPI, \$ 5.00* (----)	
KENE, 1490, 1 KW, COUNTRY	, \$ 7.00 (S/R)	(TOPPENISH)
KIT, 1280, 5 KW/1 KW, MOR	ABC-I, \$13.50 (Katz)	
KMWX, 1460, 5 KW (DA-N), AC	NBC, \$10.50 (Torbet)	
KREW, 1230, 1 KW/250 W, MOR	CBS, \$ 7.00 (Howard)	(SUNNYSIDE)
KUTI, 980, 5 KW (DAYS), COUNTRY	ABC-E, \$12.00 (Blair)	
KATS-F, 94.5, 25 KW @ 910, AOR	ABC-F, \$10.50 (Katz)	
KENE-F, 92.7, 2.5 KW @ 35, CONTEMP	MBS, \$ 7.00 (S/R)	(TOPPENISH)
KFFM-F, 107.3, 100 KW @ 970, ROCK (Century 21)	Source, \$11.50 (Torbet)	
KUEZ-F, 104.1, 63 KW @ 2250, BTFL MUS	, \$ 9.75 (Blair)	

FORMATS

	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
COUNTRY	76 (3)	1 (1)	77 (4)	31.0
MOR/AC	70 (5)		70 (5)	28.2
ROCK/AOR/CONTEMP		64 (4)	64 (4)	25.8
BTFL MUSIC		25 (3)	25 (3)	10.1
RELIGION	12 (1)		12 (1)	4.8
			<u>248 (17)</u>	

YORK

Market # 104
 Revenue Rank # 82
 Income Rank # 24
 APR 17.4
 SMSA Pop: 389,300
 CSI: 3.2 Bil (# 105)

Revenue : \$6,340,707
 Income : \$1,216,244
 % Rev Gain: 6.6
 Stations: 29/12
 Diaries: 689/565:1
 CSI HH: 23.0 M (# 150)
 Standard Error: .796

National Rev: \$792,341
 Nat Rev per Cap: \$2.04
 Tot Rev per Cap: \$16.29
 Tot Inc per Cap: \$3.12
 Profit Margin: 19.2%
 Retail \$: 1.6 Bil (# 119)
 Retail Sales %: .371

12+ METRO	1/4/SHARE	FAL	SPG	O/N	A/M	12+ TSA	1/4	12+ TSA	CUME/MSA	CUME	RAT
		81	81	80	80						
1. WSBA	77/13.7	10.8	11.0	11.2	12.6	1. WRKZ-F	160	1. WQXA-F	2164/25.2		
2. WYCR-F	63/11.2	9.3	7.4	9.2	9.5	2. WQXA-F	146	2. WRKZ-F	1887/16.8		
3. WQXA-F	54/ 9.6	10.6	11.6	9.4	9.9	3. WNCE-F	127	3. WTPA-F	1478/12.4		
4. WRKZ-F	51/ 9.0	10.1	9.0	6.1	3.2	4. WTPA-F	113	4. WHP	1448/ 6.6		
5. WSBA-F	44/ 7.8	7.3	7.6	9.2	9.7	5. WSBA-F	98	5. WNCE-F	1389/12.8		
6. WTPA-F	31/ 5.5	5.4	6.1	6.5	6.5	WHP	98	6. WLAN-F	1353/ 7.6		
7. WNCE-F	29/ 5.1	5.4	6.1	6.5	6.5	7. WSBA	97	7. WSBA	1320/26.7		
8. WNOW	22/ 3.9	6.5	8.7	7.4	5.9	8. WLAN-F	96	8. WYCR-F	1290/26.5		
WOYK	22/ 3.9	1.3	2.3	1.4	2.6	9. WHP-F	95	9. WSBA-F	1162/15.6		
10. WHVR	18/ 3.2	2.4	2.9	6.1	2.4	10. WYCR-F	77	10. WHP-F	1110/ 4.0		

12+ FM SHARE (METRO): 68.52% (357 of 521) (SPG 81: 65.52%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WYCR-F	1. WQXA-F	1. WYCR-F	1. WSBA	1. WSBA
2. WQXA-F	WYCR-F	2. WQXA-F	2. WRKZ-F	2. WRKZ-F
3. WTPA-F	3. WRKZ-F	3. WRKZ-F	3. WYCR-F	3. WSBA-F
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WSBA	1. WQXA-F	1. WSBA	1. WYCR-F	1. WYCR-F
2. WYCR-F	2. WYCR-F	2. WSBA-F	2. WQXA-F	2. WRKZ-F
3. WQXA-F	3. WSBA	3. WRKZ-F	3. WTPA-F	3. WSBA

OTHER RATED STATIONS/METRO SHARE

WGCB-F 96.1	Red Lion .7	WCMB 1460	Harris. .5	WIYY-F 97.9	Balt. 1.2
WGET 1320	Gettys. 1.4	WDAC-F 94.5	Lanc. .7	WLAN-F 96.9	Lanc. 1.4
WGET-F 107.7	Gettys. .4	WFRE-F 99.9	Fred,MD 1.1	WPOC-F 93.1	Balt. 2.7
WRHY-F 92.7	Starview 2.3	WHP 580	Harris. 1.6	WTTR-F 100.7	Westmin. .7
WBAL 1090	Balt. .7	WHP-F 97.3	Harris. 1.1	WWMD-F 104.7	Hager. .5
WBSB-F 104.3	Balt. 1.1	WHYL-F+102.3	Carlisle 1.1	WXYV-F 102.7	Balt .4

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP		169 (6)	169 (6)	32.4
MOR/AC	138 (6)	4 (1)	142 (7)	27.3
COUNTRY	26 (3)	71 (3)	97 (6)	18.6
BTFL MUSIC		90 (6)	90 (6)	17.3
NOSTALGIA		13 (1)	13 (1)	2.5
RELIGION		8 (2)	8 (2)	1.5
URBAN		2 (1)	2 (1)	0.4

RADIO STATIONS

WHVR, 1280, 5 KW/500 W (DA-2), MOR		\$12.80 (HNW)	(HANOVER)
WNOW, 1250, 1 KW (DAYS)	COUNTRY	ABC-I, \$45.60 (MMR)	Rust
WOYK, 1350, 5 KW/1 KW (DA-N)	AC	ABC-C, \$23.25 (P/W)	
WSBA, 910, 5 KW/1 KW (DA-2)	MOR	MBS, \$40.00* (Eastman)	Susquehanna
WQXA-F, 105.7, 46 KW @ 520, ROCK (Drake-Chen)		\$45.60 (MMR)	Rust
WSBA-F, 103.3, 8 KW @ 750, BTFL MUS		\$40.00 (Eastman)	Susquehanna
WYCR-F, 98.5, 11 KW @ 930, ROCK		Source, \$26.50 (HNW)	

Other stations .. See Harrisburg and Lancaster

YOUNGSTOWN

Market # 79
 Revenue Rank # 113
 Income Rank # 180
 APR 18.3
 SMSA Pop: 531,200
 CSI: 4.6 Bil (# 79)

Revenue : \$4,785,022
 Income : \$ 64,130
 % Rev Gain: -1.1
 Stations: 31/10
 Diaries: 954/557:1
 CSI HH: 23.8 M (# 119)
 Standard Error: .649

National Rev: \$1,097,410
 Nat Rev per Cap: \$2.07
 Tot Rev per Cap: \$9.01
 Tot Inc per Cap: \$.12
 Profit Margin:
 Retail \$: 2.5 Bil (# 80)
 Retail Sales %: .159

12+ METRO 1/4/SHARE	FAL 81	SPG 81	O/N 80	A/M 80	12+ TSA 1/4	12+ TSA CUME/MSA CUME RAT
1. WKBW 90/11.2	13.7	11.4	12.3	14.2	1. WKBN-F 128	1. WYFM-F 1991/26.3
2. WKBN-F 81/10.1	10.5	11.7	12.3	15.5	2. WYFM-F 116	2. WKBN-F 1639/22.7
3. WSRD-F 75/ 9.3	9.5	8.6	5.7	7.5	3. WQXK-F 110	3. WKBN 1586/24.4
4. WKBN 69/ 8.6	6.7	9.0	9.2	9.5	4. WSRD-F 104	4. WHOT 1436/25.9
5. WQXK-F 66/ 8.2	6.3	5.9	5.7	2.2	5. WBBW 99	5. WSRD-F 1405/22.7
6. WYFM-F 65/ 8.1	8.0	9.0	10.5	9.6	6. WKBN 97	6. WQXK-F 1046/15.0
7. WHOT 63/ 7.8	8.1	8.2	9.4	10.5	7. WHOT 75	7. WBBW 1033/21.2
8. WFMJ 54/ 6.7	5.4	4.7	5.5	4.2	8. WFMJ 63	8. WFMJ 884/15.3
9. WRRO 32/ 4.0	3.5	2.7	2.5	1.9	9. WPIC 40	9. KDKA 670/ 3.0
10. WDMT-F 30/ 3.7	4.3	3.8	2.4	1.1	10. KDKA 36	10. WPIC 504/ 3.2

12+ FM SHARE (METRO): 52.13% (403 of 773) (SPG 81: 53.05%)

TEENS	18 - 34	18 - 49	25 - 54	35 - 64
1. WSRD-F	1. WSRD-F	1. WSRD-F	1. WQXK-F	1. WBBW
2. WYFM-F	2. WYFM-F	2. WYFM-F	2. WKBN-F	2. WKBN-F
3. WHOT	3. WHOT	3. WQXK-F	3. WKBN	3. WQXK-F
4. WDMT-F	4. 3 with	4. WHOT	4. WYFM-F	4. WFMJ
12+ AMD	WOMEN 18-34	WOMEN 25-54	MEN 18-34	MEN 25-54
1. WHOT+	1. WYFM-F	1. WKBN-F	1. WSRD-F	1. WQXK-F
2. WBBW	2. WHOT	2. WQXK-F	2. WYFM-F	2. WKBN
3. WKBN	3. WSRD-F	3. WKBN	3. WMMS-F	3. WYFM-F
4. WFMJ	4. WQXK-F	WHOT	4. WKBN	4. 4 with
			WHOT	

OTHER RATED STATIONS/METRO SHARE

WGFT 1500	.6	WGAR 1220	Cleve	.5	WPIC 790	Sharon	.7
WNIO 1540	Niles 2.9	WGBU 1470	Farrell,PA	.9	WTOF-F 98.1	Canton	.4
WOKG 1570	Warren .5	WGCL-F 98.5	Cleve	.5	WWIZ-F 103.9	Mercer	1.4
WQOD-F 93.3	1.2	WKDD-F 96.5	Akron	.4	WWKS-F 106.7	Beaver F.	.4
KDKA 1020	Pitt .7	WMGZ-F 95.9	Sharp,PA	.4	WWWE 1100	Cleve	.9
WDJQ-F 92.5	Alliance 1.1	WMMS-F 100.7	Cleve	2.6	WWWM-F 105.7	Cleve	.6
WDVE-F 102.5	Pitt .7	WNIR-F 100.1	Kent	.5	WZZP-F 106.5	Cleve	.5

FORMATS

	AM	FM	TOTAL	%
ROCK/AOR/CONTEMP	63 (1)	191 (9)	254 (10)	32.9
MOR/AC	175 (7)	4 (1)	179 (8)	23.2
COUNTRY	30 (2)	80 (3)	110 (5)	14.2
NEWS/TALK	97 (2)	4 (1)	101 (3)	13.1
BTFL MUSIC		91 (2)	91 (2)	11.8
BLACK	5 (1)	30 (1)	35 (2)	4.5
RELIGION		3 (1)	3 (1)	0.4
			773 (31)	

RADIO STATIONS

WBBW, 1240, 1 KW/250 W	, TALK	ABC-E, \$32.00	(Mc-Guild)
WFMJ, 1390, 5 KW (DA-N)	, MOR	NBC, \$21.75	(Blair)
WHOT, 1330, 500 W/1 KW (DA-2)	, ROCK	, \$29.00*	(Eastman) Myron Jones
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, \$45.00*	(Katz)
WRRO, 1440, 5 KW (DA-N)	, MOR	ABC-I, MBS, \$15.00*	(Regional) (WARREN)
WPIC, 790, 1 KW (DAYS)	, MOR	ABC-I, \$26.00	(Torbet) Regional (SHARON)

PLEASE SEE CONTINUATION PAGE AT END OF THIS SECTION

CONTINUATION PAGE

NEW YORK

WQXR-F+, 96.3, 5.4 KW @ 1220, CLASSICAL	, \$ 95.00 (Mc-Guild)	New York Times
WRFM-F, 105.1, 5.2 KW @ 1220, BTFL MUS (Bonne)	, \$158.75 (Torbet)	Bonneville
WRKS-F, 98.7, 5.4 KW @ 1250, URBAN (Burk-Abr)	RKO, \$250.00* (RKO)	RKO
WAPP-F, 103.5, 3.9 KW @ 1390, AOR	, \$100.00 (MMR)	Doubleday
WYNY-F, 97.1, 7.2 KW @ 1300, AC	, \$275.00* (HNW)	NBC

WEZN-F - See Bridgeport

WBAB-F - See Nassau-Suffolk

CHICAGO

WQJO-F, 105.1, 6 KW @ 1174, SPANISH	, \$ 52.00 (Lotus)	
WUSN-F, 99.5, 6 KW @ 1170, COUNTRY	, \$? ? (---)	First Media
WXRT-F, 93.1, 7 KW @ 1310, AOR/PROG	, \$ 60.00 (Masla)	

*WLAK now uses Bonneville

BAKERSFIELD

KXEM, 1590, 500 W (DA,DAYS), SPANISH	, \$ 9.20 (Caballero)	
KGFM-F, 101.5, 5 KW @ 1280, BTFL MUS (FM-100)	, \$14.00* (Selcom)	
KKXX-F, 107.9, 6 KW @ 1340, ROCK	, \$23.25* (Christal)	Buck Owens
KMGN-F, 97.7, 3 KW @ 300, AOR (Noble)	Source,RKO, \$30.00 (Mc-Guild)	

RIVERSIDE-SAN BERNARDINO-ONTARIO

KCKC, 1350, 5 KW/500 W, COUNTRY	ABC-I, \$25.75 (Mc-Guild)	
KFXM, 590, 1 KW (DA-2),ROCK	, \$46.38 (Blair)	
KMEN, 1290, 5 KW, AC	ABC-C, \$30.00* (Torbet)	
KCAL-F, 96.7, 2.4 KW @ 360, AOR	Source, \$25.00* (Lotus)	
KDUO-F, 97.5, 72 KW @ 1570, BTFL MUS (Century 21)	, \$46.38 (Blair)	
KGGI-F, 99.1, 49 KW @ 165, CONTEMP	ABC-C, \$30.00* (Torbet)	
KOLA-F, 99.9, 31 KW @ 1630, ROCK	ABC-F, \$32.50 (Masla)	

Other stations - see Los Angeles

ALLENTOWN-BETHLEHEM-EASTON

WQQQ-F, 99.9, 50 KW @ 456, BTFL MUS (Bonneville)	, \$28.00 (Torbet)	
WXKW-F, 104.1, 50 KW @ 500, COUNTRY (Drake-Chen)	, \$40.60 (Eastman)	CRB
WZZO-F, 95.1, 12 KW @ 630, AOR (Burk-Abr)	, \$38.75 (Blair)	Holt

MIAMI-FT. LAUDERDALE

WWWL-F, 93.9, 100 KW @ 650, SOFT ROCK	Source, \$50.00* (Masla)	
WYOR-F, 105.1, 100 KW @ 650, BTFL MUS (Bonne)	, \$60.00* (Torbet)	Insilco
WKQS-F, 99.9, 100 KW @ 930, COUNTRY (Burns-Somerset)	, \$55.00* (Roslin)	Sunshine Wireless

TOLEDO

WMHE-F, 92.5, 50 KW @ 480, CONTEMP	ABC-F, \$40.00* (Christal)	
WXEZ-F, 105.5, 3 KW @ 350, AOR	Source, \$22.50 (MMR)	
WHMQ-F, 100.5, 20 KW @ 240, COUNTRY	APR, \$13.25 (Regional)	(FINDLAY)

CONTINUATION PAGE

HONOLULU

KPOI, 1040, 10 KW, AC (Schulke II)	, \$27.50* (Katz)	Sudbrink
KSSK, 590, 5 KW, MOR	, \$42.75 (Eastman)	Heftel
KDUK-F, 97.5, 100 KW @ 30, AOR (Burk-Abr)	, \$55.00* (Katz)	Sudbrink
KMAI-F, 93.9, 100 KW @ -400, CONTEMP/AC	, \$40.00 (Masla)	
KMQM-F, 93.1, 100 KW @ -126, AOR	APR, RKO, \$28.56 (Selcom)	
KULA-F, 92.3, 100 KW @ 1685, CONTEMP (TM)	, \$20.00 (Eastman)	Heftel
KUMU-F, 94.7, 60 KW @ -140, BTFL MUS (FM-100)	, \$24.00 (Torbet)	

JACKSONVILLE

WJAX-F, 95.1, 100 KW @ 567, URBAN	ABC-C, \$30.00* (Selcom)	City of Jkville
WKTZ-F, 96.1, 100 KW @ 830, BTFL MUS (Schulke)	, \$73.75 (Katz)	Beck-Ross
WQIK-F, 99.1, 100 KW @ 620, COUNTRY	, \$70.00* (Mc-Guild)	

ROCHESTER

<u>Formats</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
ROCK/AOR/CONTEMP		352 (6)	352 (6)	31.2
MOR/AC	211 (4)	127 (1)	338 (5)	29.9
BTFL MUSIC		174 (1)	174 (1)	15.4
COUNTRY	100 (1)	28 (1)	128 (2)	11.3
NOSTALGIA	67 (1)	7 (1)	74 (2)	6.6
BLACK		40 (1)	40 (1)	3.5
UNKNOWN		16 (1)	16 (1)	1.4
RELIGION	7 (1)		7 (1)	0.6
			<u>1129 (19)</u>	

SYRACUSE

WSEN-F+, 92.1, 3 KW @ 300, COUNTRY	ABC-I, \$35.00* (Blair)	Buckley
WSYR-F, 94.5, 100 KW @ 650, AOR (Burk-Abr)	Source, \$64.00* (Katz)	Katz (P)

** WOLF is now off the air.

WEST PALM BEACH

<u>Formats</u>	<u>AM</u>	<u>FM</u>	<u>TOTAL</u>	<u>%</u>
BTFL MUSIC		222 (4)	222 (4)	24.3
COUNTRY	26 (2)	136 (2)	162 (4)	17.7
MOR/AC	30 (2)	123 (6)	153 (8)	16.7
ROCK/AOR/CONTEMP		133 (6)	133 (6)	14.6
NEWS/TALK	99 (4)		99 (4)	10.8
BLACK/URBAN	94 (3)	5 (1)	99 (4)	10.8
NOSTALGIA	36 (3)		36 (3)	3.9
UNKNOWN	5 (1)		5 (1)	0.5
CLASSICAL		3 (1)	3 (1)	0.3
			<u>914 (35)</u>	

YOUNGSTOWN

WSRD-F, 101., 16 KW @ 710, AOR	, \$40.00* (Eastman)	Myron Jones
WKBN-F, 98.9, 9 KW @ 1370, BTFL MUS (Schulke)	, \$45.00* (Katz)	
WYFM-F, 102.9, 26 KW @ 455, ROCK	ABC-C, \$36.00* (Torbet)	Regional (SHARON)
WQXK-F, 105.1, 88 KW @ 400, COUNTRY (TM)	APR, \$16.50 (MMR)	Rust (SALEM)

SECTION C

OTHER MARKET REPORTS

1. ARBITRON CONDENSED RADIO MARKET REPORTS
2. BIRCH MONTHLY REPORTS
3. BIRCH NON MONTHLY REPORTS
4. TV STATIONS AND NEWSPAPERS

ARBITRON CONDENSED RADIO MARKET REPORTS

DANBURY, CT

Market # 253/Pop 119,100
APR 16.6

Revenue : NA
Income : NA

Diaries: 316
FM Share: 47.29%

12+ METRO 1/4/SHARE	FAL	SPG	FAL
	81	81	80
1. WRKI-F 20/13.6	8.0	11.2	14.9
2. WLAD 18/12.2	13.1	7.5	19.6
3. WEZN-F 13/ 8.8	8.8	9.0	9.5
WNBC 13/ 8.8	10.9	9.0	10.1
5. WINE 12/ 8.2	8.0	4.5	4.7
6. WDAQ-F 11/ 7.5	8.8	11.9	8.1

12+ TSA 1/4/CUME

1. WTIC	47/567
2. WRKI-F	29/392
3. WLAD	22/279
4. WNBC	20/423
5. WEZN-F	19/298
6. WCBS	15/311

WRKI, WEZN - See Bridgeport
WNBC, WCBS - See New York
WTIC - See Hartford

WLAD, 800, 1 KW (Days), MOR \$23.80 (Unirep)
WINE, 940, 1 KW (Days), AC \$18.00 (Roslin)
WDAQ-F, 98.3, 1.3 KW @ 460, BTFL MUS (KalaMusic) \$23.80 (Unirep)

WATERBURY, CT

Market # 164/Pop 220,400
APR 17.9

Revenue : \$2,408,137
Income : \$ -108,142

Diaries: 504
FM Share: 58.97%

12+ METRO 1/4/SHARE	SPG 81	SPG 80
1. WTIC 39/11.1	9.4	7.9
2. WATR 33/ 9.4	11.9	13.2
WKCI-F 33/ 9.4	11.3	4.6
4. WKSS-F 27/ 7.7	7.2	8.9
5. WHCN-F 25/ 7.1	6.9	4.9

12+ TSA 1/4/CUME

1. WEZN-F	177/1921
2. WKCI-F	166/2412
3. WTIC	141/1892
4. WELI	118/1481
5. WPLR-F	107/1607

Other Stations - See
Hartford, Bridgeport
or New Haven

WATR, 1320, 5 KW/1 KW (DA-2), MOR

CBS,ABC-I, \$? ? (CBS/FM)

POUGHKEEPSIE, NY

Market # 159/Pop: 234,800
APR 15.9

Revenue: \$2,591,790
Income : \$ -76,194

Diaries: 570
FM Share: 64.34%

12+ METRO 1/4/SHARE	SPG 81
1. WHUD-F 51/15.5	14.1
2. WPDH-F 36/10.9	10.3
3. WSPK-F 32/ 9.7	6.2
4. WKIP 30/ 9.1	6.2
5. WJJB-F 21/ 6.4	5.6
6. WEOK 19/ 5.8	8.2

12+ TSA 1/4/CUME

1. WHUD-F	127/1073
2. WPDH-F	103/1170
3. WSPK-F	56/ 941
4. WNBC	49/1166
5. WEOK	38/ 506
6. WJJB-F	35/ 617

WEOK, 1390, 5 KW (DAYS,DA), COUNTRY
WKIP, 1450, 1 KW/250 W , MOR/AC
WHUD-F, 100.7, 50 KW @ 500, BTFL MUS
WJJB-F, 97.7, 3 KW @ 300, ROCK
WPDH-F, 101.5, 50 KW @ 830, AOR
WSPK-F, 104.7, 50 KW @ 1250, CONTEMP

ABC-D, \$20.70 (Mc-Guild)
ABC-C, \$ NA (Masla)
, \$31.00 (Masla) (PEEKSKILL)
, \$18.00 (Roslin)
ABC-F, \$24.10 (Mc-Guild)
MBS, \$20.00 (Savalli)

MORRISTOWN, NJ

Market # NA/Pop: 342,500 (12+)
APR 16.7

Revenue : NA
Income : NA

Diaries: 430
FM Share: 54.93%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WOR	76/13.3	11.2	9.4
2. WPLJ-F	42/ 7.3	6.9	7.7
3. WNBC	36/ 6.3	7.5	4.1
4. WNEW-F	34/ 5.9	3.4	4.6
5. WMTR	32/ 5.6	5.8	9.0

12+ CUME	
1. WABC	818
2. WNBC	797
3. WOR	741
4. WYNY-F	611
5. WPLJ-F	594

Other Stations - See New York

WMTR, 1250, 5 KW (DAYS,DA), MOR

\$39.00 (Groskin)

LONG BEACH-ASBURY PARK, NJ

Market # 83/Pop: 512,700
APR 18.3

Revenue : NA
Income : NA

Diaries: 741
FM Share: 61.04%

12+ METRO	1/4/SHARE	SPG 81
1. WPLJ-F	84/10.9	7.2
2. WJLK-F+	79/10.2	7.2
3. WNBC	49/ 6.3	4.5
4. WOR	44/ 5.7	5.1
5. WPAT-F	43/ 5.6	4.8

12+ TSA	1/4/CUME
1. WPLJ-F	100/1168
2. WJLK-F+	93/1442
3. WADB-F	82/ 736
4. WNBC	80/1683
5. WOR	72/ 783

Other Stations - See New York

WADB-F, 95.9, 3 KW @ 155, BTFL MUS
WJLK-F+, 94.3, 3 KW @ 280, CONTEMP

\$18.00 (P/W)
\$23.50 (Masla)

Asbury Park Press

TRENTON, NJ

Market # 118/Pop: 320,800
APR 17.2

Revenue: \$3,575,093
Income : \$ -22,158

Diaries: 598
FM Share: 64.84%

12+ METRO	1/4/SHARE	SPG 80
1. WDAS-F	41/9.2	3.5
2. WHWH	36/8.1	8.1
3. WWSH-F	35/7.8	11.2
4. WKXW-F	34/7.6	3.5
5. WPST-F	24/5.4	7.5

12+ CUME	
1. WHWH	502
2. WPST-F	497
3. WKXW-F	448
4. WDAS-F	404
5. WWSH-F	377

WDAS, WWSH - See Philadelphia

WHWH, 1350, 5 KW (DA-2), MOR
WKXW-F, 101.5, 18 KW @ 868, CONTEMP
WPST-F, 97.5, 50 KW @ 450, ROCK

ABC-E, \$28.53 (Masla) Nassau
Source, \$ NA (----)
, \$41.50 (Masla) Nassau

ABERDEEN, WA.

Market # NA/Pop: 56,000 (12+)
APR 14.6

Revenue : NA
Income : NA

Diaries: 250
FM Share: 47.69%

12+ METRO	1/4/SHARE	FAL 81	SPG 81
1. KGHO-F+	21/25.7	25.3	30.5
2. KBKW+	16/19.5	14.9	17.1
3. KXRO	13/15.9	22.4	20.7
4. KDUX-F	6/ 7.3	13.4	7.3

12+ TSA	1/4/CUME
1. KGHO-F+	23/271
2. KBKW+	16/153
3. KXRO	14/228
4. KDUX-F	8/156

KBKW+, 1450, 1 KW/250 W, COUNTRY
KXRO, 1320, 5 KW/1 KW (DA-N), MOR
KDUX-F, 104.7, 48 KW @ 155, BTFL MUS
KGHO-F+, 95.3, 1.2 KW @ 750, ROCK

ABC-I, \$ 7.50 (Savalli)
, \$10.00 (PRO)
, \$ 8.00 (----)
, \$ 9.00 (Savalli) (HOQUIM)

ABILENE, TX

Market # 224/Pop: 142,800
APR 14.7

Revenue : \$2,534,574
Income : \$ -128,642

Diaries: 470
FM Share: 56.60%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KEAN-F	33/19.1	19.7	21.0
2. KFMN-F	27/15.6	12.7	9.0
3. KORQ-F	20/11.6	7.5	6.0
4. KRBC	18/10.4	14.5	10.2
5. KEAN	16/ 9.2	11.0	12.0
KWKC	16/ 9.2	5.8	6.6

12+ TSA	1/4/CUME
1. KEAN-F	50/623
2. KVRP-F	37/286
3. KORQ-F	34/513
4. KFMN-F	32/401
5. KRBC	20/450

KEAN, 1280, 500 W (DAYS), COUNTRY
KRBC, 1470, 5 KW/1 KW (DA-N), AC
KWKC, 1340, 1 KW/250 W, COUNTRY
KEAN-F, 105.1, 100 KW @ 808, COUNTRY
KFMN-F, 107.9, 100 KW @ 285, ROCK
KORQ-F, 100.7, 100 KW @ 1280, CONTEMP
KVRP-F, 95.5, 100 KW @ 529, COUNTRY

MBS, \$20.25 (Selcom)
ABC-C, \$21.00 (Mc-Guild)
NBC, \$ 9.00 (HNW)
MBS, \$20.25 (Selcom)
ABC-F, \$14.00 (----)
NBC, \$ 9.00 (HNW)
APR, \$13.00 (PRO) (HASKELL)

ALBANY, GA

Market # 269/Pop: 115,400
APR 17.2

Revenue : \$2,049,244
Income : \$ -15,768

Diaries: 332
FM Share: 75.69%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WJIZ-F	56/36.1	43.5	41.0
2. WJAD-F	20/12.9	8.0	5.7
3. WKAK-F	18/11.6	10.1	13.3
4. WJAZ	15/ 9.7	8.0	11.4
5. WALG	11/ 7.1	6.5	9.5

12+ TSA	1/4/CUME
1. WJIZ-F	88/663
2. WJAD-F	43/537
3. WKAK-F	24/289
4. WJAZ	23/257
5. WVOC	22/246

WALG, 1590, 5 KW/1 KW, ROCK
WJAZ, 960, 5 KW (DAYS), COUNTRY
WJIZ-F, 96.3, 100 KW @ 470, BLACK
WKAK-F, 101.7, 3 KW @ 300, COUNTRY
WJAD-F, 97.3, 100 KW @ 850, ROCK

ABC-C, \$ NA (Masla)
NBC, \$ 8.00 (Bolton)
 , \$14.00 (----)
ABC-I, \$ NA (Masla)
 , \$ 9.00 (PRO) (BAINBRIDGE)

WVOC - See Columbus

ALBANY-CORVALLIS-LEBANON, OR

Market # NA/Pop: 135,600 (12+)
APR 11.8

Revenue : NA
Income : NA

Diaries: 385
FM Share: 62.77%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KRKT-F	20/12.5	10.9	11.6
2. KLOO-F	11/ 6.9	3.1	---
3. KGAL	10/ 6.3	4.6	9.2
KWIL	10/ 6.3	1.5	3.5
KSKD	10/ 6.3	4.1	---

12+ TSA	1/4/CUME
1. KRKT-F	24/283
2. KSKD-F	18/267
3. KLOO-F	12/155
4. KWIL	11/185
5. KGAL	10/287

KGAL, 920, 1 KW, AC
KWIL, 790, 1 KW, RELIGION
KLOO-F, 106.1, 28 KW @ 140, ROCK
KRKT-F+, 99.9, 50 KW @ 1075, COUNTRY
KSKD-F, 105.1, 100 KW @ 1099, CONTEMP

, \$ 9.00 (Lotus) (LEBANON)
MBS, \$ 8.30 (Sand)
 , \$10.00 (Devney) (CORVALLIS)
ABC-I, \$11.00 (Roslin)
 , \$30.50 (Howard) (SALEM)

ALEXANDRIA, LA

Market # 215/Pop: 155,400
APR 16.1

Revenue : \$1,465,743
Income : \$ -67,265

Diaries: 391
FM Share: 68.64%

12+ METRO 1/4/SHARE SPG 81

1. KQID-F	49/24.5	16.7
2. KTIZ-F	35/17.5	19.6
3. KRRV-F	31/15.5	11.5
4. KALB	22/11.0	12.9
5. KDBS	15/ 7.5	12.4

12+ TSA 1/4/CUME

1. KQID-F	91/919
2. KTIZ-F	62/505
3. KRRV-F	42/431
4. KALB	34/594
5. KDBS	15/140

KALB, 580, 5 KW/1 KW, COUNTRY
KDBS, 1410, 1 KW (DAYS), NOSTALGIA (Al Ham)
KQID-F, 93.1, 100 KW @ 1008, ROCK
KRRV-F, 100.3, 100 KW @ 574, COUNTRY
KTIZ-F, 96.9, 100 KW @ 850, BLACK

CBS, \$25.00 (Katz)
ABC-C, \$11.40 (Pates)
, \$10.00 (Selcom)
ABC-E, \$14.50 (Savalli)
NBN, \$16.50 (Katz)

ANN ARBOR, MI

Market # 148/Pop: 268,800
APR 15.0

Revenue : \$1,785,541
Income : \$ -749,991

Diaries: 409
FM Share: 67.60%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WJR	45/13.3	19.1	21.6
2. WIQB-F	43/12.7	4.3	3.4
3. WNIC-F	20/ 5.9	6.4	3.1
WWW-F	20/ 5.9	3.3	4.5
5. WLLZ-F	18/ 5.3	5.0	---

12+ CUME

1. WJR	739
2. WIQB-F	678
3. WRIF-F	618
4. WLLZ-F	443
5. WNIC-F	437

Other stations - See Detroit

WIQB-F, 102.9, 100 KW @ 500, AOR (Noble)

, \$16.00 (Torbet)

AUGUSTA-WATERTOWN, ME

Market # NA/Pop: 92,600 (12+)
APR 17.3

Revenue : NA
Income : NA

Diaries: 355
FM Share: 88.43%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WABK-F+	47/29.4	21.2	25.8
2. WIGY-F	26/16.3	11.9	15.0
3. WBLM-F	21/13.1	12.6	9.5
4. WSCL-F+	12/ 7.5	4.7	.7
5. WBGW-F	9/ 5.6	8.6	3.4

12+ TSA 1/4/CUME

1. WABK-F+	66/692
2. WBLM-F	36/441
WIGY-F	36/539
4. WBGW-F	34/313
5. WSCL-F+	13/179
WTOS-F	13/279

Other stations - See Portland

WSCL-F+, 92.1, 3 KW @ 300, COUNTRY
WTOS-F, 105.1, 50 KW @ 2420, ROCK

, \$ 8.25 (Savalli)
Source, \$17.00 (Roslin) (SKOWHEGAN)

BATTLE CREEK, MI

Market # 182/Pop: 188,200
APR 15.3

Revenue : \$1,873,469
Income : \$ 257,639

Diaries: 369
FM Share: 63.18%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WBCK	43/18.1	18.4	18.6
2. WJXQ-F	37/15.6	10.4	----
3. WKFR-F	25/10.5	8.0	10.0
4. WKNR	16/ 6.8	6.4	8.1
5. WOOD-F	15/ 6.3	10.0	6.8

12+ TSA 1/4/CUME

1. WKFR-F	70/958
2. WKZO	57/733
3. WJXQ-F	48/571
4. WBCK	46/606
5. WQLR-F	32/449

WKNR, 1400, 1 KW/250 W, CONTEMP (Drake-Chen)

ABC-C, \$30.00 (Eastman)

Other stations - See Kalamazoo, Grand Rapids or Lansing

BECKLEY, WV

Market # NA/Pop: 72,000(12+)
APR 15.4

Revenue : \$1,849,495
Income : \$ 217,250

Diaries: 293
FM Share: 49.52%

12+ METRO 1/4/SHARE SPG 81

1. WJLS	29/26.1	35.1
2. WCIR-F+	27/24.3	29.8
3. WTNJ-F	18/16.2	16.2
4. WWNR	14/12.6	12.6

12+ TSA 1/4/CUME

1. WTNJ-F	49/449
2. WJLS	46/627
3. WCIR-F	45/581
4. WBKW-F	18/247
WOAY-F+	18/289
WWNR	18/382

WJLS, 560, 5 KW/500 W, COUNTRY
WWNR, 620, 1 KW/500 W, CONTEMP
WBKW-F, 99.5, 34 KW @ 1050, RELIGION
WCIR-F+, 103.7, 25 KW @ 355, ROCK
WOAY-F+, 94.1, 25 KW @ 650, AOR
WTNJ-F, 105.9, 50 KW @ 500, COUNTRY

CBS, \$10.50 (Regional)
ABC-C, \$ 8.00 (Katz)
CBS, \$ 5.00 (Regional)
Source, \$ 9.50 (----)
RKO, \$ 8.10 (Savalli)
ABC-E, \$10.00 (----)

BILOXI-GULFPORT-PASCAGOULA-MOSS POINT, MS

Market # 177/Pop: 196,900
APR 15.6

Revenue : \$2,985,550
Income : \$ 413,924

Diaries: 533
FM Share: 61.58%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WQID-F	96/24.7	24.5	23.5
2. WVMI	38/ 9.8	13.9	12.4
3. WTAM	32/ 8.2	4.5	1.6
4. WAIL-F	28/ 7.2	3.3	---
5. WXGR	18/ 4.6	3.8	3.3

12+ TSA 1/4/CUME

1. WQID-F	98/1138
2. WVMI	42/ 543
3. WTAM	32/ 292
4. WAIL-F	28/ 301
5. WXGR	18/ 84

WVMI, 570, 5 KW/1 KW, COUNTRY
WTAM, 1240, 1 KW/250 W, BLACK
WXGR, 1190, 5 KW, COUNTRY
WQID-F, 93.7, 100 KW @ 400, ROCK

ABC-E, \$19.30 (Torbet) New South
NBN, \$11.00 (Howard)
, \$ 5.50 (----) (BAY ST. LOUIS)
ABC-F, \$24.20 (Torbet) New South

BISMARCK, ND

Market # 319/Pop: 82,400
APR 16.6

Revenue : \$3,244,487
Income : \$ 307,956

Diaries: 319
FM Share: 31.13%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. KFYZ	37/33.3	29.2	30.6
2. KBMR	31/27.9	32.7	29.7
3. KYYY-F	19/17.1	15.9	23.4
4. KQDY-F	13/11.7	7.1	5.4

12+ TSA 1/4/CUME

1. KFYZ	132/1691
2. KBMR	49/ 450
3. KYYY-F	33/ 448
4. KQDY-F	18/ 244

KFYZ, 550, 5 KW, CONTEMP/AC
KBMR, 1130, 10 KW (DAYS), COUNTRY
KYYY-F, 92.9, 100 KW @ 1180, ROCK
KQDY-F, 94.5, 100 KW @ 1090, COUNTRY

, \$38.70 (Blair) Meyer
ABC-I, \$26.00 (Mc-Guild)
Source, \$18.00 (Blair) Meyer
ABC-C, \$10.00 (Mc-Guild)

BOULDER, CO

Market # NA/Pop: 168,300 (12+)
APR 15.7

Revenue : NA
Income : NA

Diaries: 440
FM Share: 62.29%

12+ METRO 1/4/SHARE SPG 81

1. KBCO-F	27/10.2	8.6
2. KOSI-F	25/ 9.5	7.8
3. KBPI-F	24/ 9.1	12.5
4. KOA	20/ 7.6	5.1
5. KAZY-F	18/ 6.8	5.1

12+ CUME

1. KBPI-F	402
2. KOA	364
3. KAZY-F	341
4. KBCO-F	335
5. KOSI-F	325

CG

See Denver for station information

BOZEMAN, MT

Market # NA/Pop: 37,600 (12+)
APR 12.0

Revenue : \$1,426,872
Income : \$ -63,453

Diaries: 312
FM Share: 43.24%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KCDQ-F	13/28.9	3.9	5.0
2. KXXL	9/20.0	15.7	20.0
3. KBMN	4/ 8.9	13.7	12.5
KBOZ	4/ 8.9	23.5	40.0
KGVW	4/ 8.9	9.8	2.5

12+ TSA	1/4/CUME
1. KCDQ-F	14/119
2. KBOZ	9/189
KXXL	9/125

KBOZ, 1090, 5 KW, AC
KBMN, 1230, 1 KW/250 W, CONTEMP
KXXL, 1450, 1 KW/250 W, COUNTRY
KGVW, 630, 1 KW, RELIGION/TALK
KCDQ-F, 96.7, 3 KW @ 195, ROCK

NBC, \$12.00 (McGuire)
ABC-I, \$11.00 (Eastman)
APR, \$ 8.00 (Hix)
 , \$ 7.25 (A/D) Enterprise (BELGRADE)
RKO, \$10.00 (Mc-Guild) (BELGRADE)

BRYAN-COLLEGE STATION, TX

Market # 300/Pop: 99,000
APR 14.7

Revenue : \$925,981
Income : \$ 28,488

Diaries: 289
FM Share: 69.07%

12+ METRO	1/4/SHARE
1. KORA-F	23/19.2
2. WTAW-F	21/17.5
3. KTAM	16/13.3
4. WTAW	7/ 5.8

12+ TSA	1/4/CUME
1. KORA-F	28/367
2. WTAW-F	26/399
3. KTAM	22/352
4. WTAW	18/284

WTAW, 1150, 1 KW/500 W, COUNTRY
KTAM, 1240, 1 KW/250 W, CONTEMP
WTAW-F, 92.1, 3 KW @ 275, ROCK
KORA-F, 98.3, 3 KW @ 197, COUNTRY

 , \$11.25 (PRO)
ABC-C, \$12.10 (----)
 , \$21.00 (PRO)
MBS, \$11.10 (----)

BURLINGTON, VT

Market # 267/Pop: 118,300
APR 14.7

Revenue : \$2,530,513
Income : \$ 76,631

Diaries: 247
FM Share: 58.87%

12+ METRO	1/4/SHARE	FAL 81	SPG 81
1. WQCR-F	32/22.4	25.5	23.7
2. WJOY	17/11.9	6.1	7.9
3. WEZF-F	16/11.2	9.1	10.5
WVMT	16/11.2	11.5	11.8

12+ TSA	1/4/CUME
1. WEZF-F	66/649
2. WQCR-F	56/831
3. WGFB-F	47/784
4. CHOM-F	44/602

WVMT, 620, 5 KW, MOR
WJOY, 1230, 1 KW/250 W, AC
WQCR-F, 98.9, 50 KW @ 310, ROCK
WEZF-F, 92.9, 36 KW @ 2703, BTFL MUS

NBC, \$14.25 (Torbet) Goldman
CBS, \$11.75 (PRO)
 , \$18.00 (PRO)
 , \$21.00 (Blair)

CAPE MAY, NJ

Market # NA/Pop: 73,400 (12+)
APR 17.4

Revenue : NA
Income : NA

Diaries: 381
FM Share: 79.31%

12+ METRO	1/4/SHARE
1. WWOC-F	18/14.1
2. WMMR-F	16/12.5
3. WSLT-F	14/10.9
4. WMGM-F	9/ 7.0
5. WCMC	8/ 6.3

12+ CUME	
1. WWOC-F	176
2. WMGM-F	153
3. WSLT-F	152
4. WMMR-F	125
5. WCMC	121

WWOC-F, 94.3, 3 KW @ 300, BTFL MUS
WCMC, 1230, 1 KW, ROCK

 , \$12.00 (----) C7
 , \$13.50 (Dome)

Other stations - see Atlantic City

CHAMPAIGN-URBANA-RANTOUL, IL

Market # 201/Pop: 169,200
APR 15.3

Revenue : \$2,908,755
Income : \$ -428

Diaries: 334
FM Share: 56.28%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WLRW-F	29/13.4	17.7	13.5
2. WKIO-F	28/12.9	12.5	11.4
3. WDWS	25/11.5	12.9	12.4
4. WLS	20/ 9.2	4.3	10.9
5. WDWS-F	15/ 6.9	10.3	9.8

12+ TSA	1/4/CUME
1. WLRW-F	39/582
2. WDWS	29/451
3. WKIO-F	28/435
WLS	28/533
5. WDWS-F	22/325

WDWS, 1400, 1 KW/250 W, MOR
WDWS-F, 97.5, 50 KW @ 424, BTFL MUS
WKIO-F, 103.9, 3 KW @ 150, ROCK
WLRW-F, 94.5, 43 KW @ 401, ROCK

CBS, \$27.00 (Mc-Guild)
, \$14.00 (Mc-Guild)
ABC-R, \$19.00 (Lotus)
, \$16.00 (PRO)

CHARLOTTESVILLE, VA

Market # 268/Pop: 117,200
APR 16.1

Revenue : \$1,922,689
Income : \$ -122,183

Diaries: 467
FM Share: 40.67%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WCHV	26/19.3	26.4	23.0
2. WINA	24/17.8	12.4	15.0
3. WWWV-F	21/15.6	14.0	11.5
4. WPED+	19/14.0	13.2	14.2
5. WQMC-F	15/11.1	5.4	8.8

12+ TSA	1/4/CUME
1. WCHV	31/446
2. WINZ	27/429
3. WPED+	26/220
WWWV-F	26/335
5. WQMC-F	16/177

WCHV, 1260, 5 KW/1 KW, AC
WINA, 1070, 5 KW, AC
WPED+, 810, 500 W (DAYS), COUNTRY
WQMC-F, 95.3, 3 KW @ 190, BTFL MUS
WWWV-F, 97.5, 50 KW @ 450, AOR

ABC-D, \$21.00 (Masla) Clay
CBS, \$10.00 (PRO)
, \$10.25 (Savalli) Elting (CROZET)
, \$ 9.50 (PRO)
RKO, \$21.00 (Masla) Clay

CHEYENNE, WY

Market # 334/Pop: 71,200
APR 16.3

Revenue : \$1,393,021
Income : \$ -313,264

Diaries: 341
FM Share: 41.66%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KKAZ-F	18/19.8	9.5	12.5
2. KUUY	16/17.6	10.7	8.3
3. KFBC	12/13.2	17.9	20.8
4. KFBQ-F	6/ 6.6	16.7	15.3
KRAE	6/ 6.6	7.1	8.3
KIMN	6/ 6.6	4.8	12.5

12+ CUME	
1. KKAZ-F	193
2. KUUY	151
3. KFBC	133
4. KFBQ-F	123
5. KIMN	116
6. KLZ	98

KFBC, 1240, 1 KW/250 W, MOR
KRAE, 1480, 1 KW, MOR
KUUY, 1530, 10 KW/1 KW, COUNTRY
KFBQ-F, 97.9, 100 KW @ 580, ROCK
KKAZ-F, 100.7, 100 KW @ 490, AC

ABC-I, \$12.75 (Eastman)
, \$ 6.00 (PRO)
CBS, \$ NA (Torbet) Mesa
ABC-C, \$12.75 (S/R)
Source, \$ NA (Torbet) Mesa

KIMN, KLZ - See Denver

CHICO, CA

Market # 219/Pop: 150,000
APR 16.0

Revenue : \$1,696,513
Income : \$ 253,841

Diaries: 485
FM Share: 54.18%

12+ METRO 1/4/SHARE	SPG 81	SPG 80
1. KFMF-F 26/12.6	7.5	6.9
2. KHSL 25/12.1	10.8	8.0
3. KNVR-F 24/11.6	13.4	11.2
4. KPAY-F 21/10.1	8.6	11.2
5. KPAY 20/ 9.7	5.9	13.4

12+ TSA 1/4/CUME
1. KHSL 43/563
2. KFMF-F 35/391
3. KPAY-F 34/403
4. KNVR-F 30/317
5. KPAY 23/452

KHSL, 1290, 5 KW, COUNTRY
KPAY, 1060, 10 KW (DA-N), MOR
KNVR-F, 96.7, 3 KW @ 285, ROCK
KFMF-F, 93.7, 15 KW @ 290, AOR
KPAY-F, 95.1, 6 KW @ 1170, BTFL MUS

CBS, \$10.00 (Torbet)
NBC, \$12.00 (Katz)
Source, \$11.00 (Masla)
ABC-F, \$12.00 (PRO)
, \$ 8.50 (Katz)

COLUMBIA, MO

Market # 290/Pop: 102,800
APR 17.6

Revenue : \$1,566,185
Income : \$ 56,368

Diaries: 340
FM Share: 59.70%

12+ METRO 1/4/SHARE
1. KFMZ-F 37/23.9
2. KFRU 26/16.8
3. KCMQ-F 21/13.5
4. KTGR 14/ 9.0
5. KTXY-F 12/ 7.7

12+ TSA 1/4/CUME
1. KFMZ-F 44/485
2. KFRU 26/344
3. KCMQ-F 21/266
4. KTGR 14/142
5. KTXY-F 13/184

KFRU, 1400, 1 KW/250 W, VARIETY
KTGR, 1580, 250 W (DAYS), COUNTRY
KCMQ-F, 96.7, 3 KW @ 150, CONTEMP
KFMZ-F, 98.3, 3 KW @ 300, AOR
KTXY-F, 106.9, 100 KW @ 600, CONTEMP

ABC-I, \$12.25 (PRO)
, \$14.12 (Beaver)
, \$14.12 (Beaver)
ABC-R, \$12.50 (----)
, \$18.20 (Masla) (JEFFERSON CITY)

DANVILLE, IL

Market # 305/Pop: 95,100
APR 14.6

Revenue : \$1,520,577
Income : \$ -40,866

Diaries: 265
FM Share: 62.37%

12+ METRO 1/4/SHARE	SPG 81	SPG 80
1. WDNL-F 26/22.8	26.9	24.0
2. WIAI-F 19/16.7	14.3	20.8
3. WDAN 12/10.5	12.6	10.4
4. WDWS-F 11/ 9.6	5.9	2.4

12+ TSA 1/4/CUME
1. WDNL-F 30/419
2. WIAI-F 29/341
3. WLS 20/422
4. WDWS-F 16/161
WDAN 16/255

WDAN, 1490, 1 KW/250 W, COUNTRY
WDNL-F, 102.1, 11 KW @ 380, CONTEMP
WIAI-F, 99.1, 50 KW @ 500, COUNTRY

CBS, \$22.20 (Masla)
RKO, \$22.20 (Masla)
, \$25.00 (HNW)

WDWS - See Springfield

WLS - See Chicago

DOTHAN, AL

Market # 326/Pop: 77,700
APR 15.7

Revenue : \$1,303,769
Income : \$ 70,302

Diaries: 396
FM Share: 75.0%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WTVY-F	21/21.6	18.4	18.5
2. WOOF-F	15/15.5	18.4	23.1
3. WLHQ-F	12/12.4	6.9	12.3
4. WXLE-F	11/11.3	13.8	----

12+ TSA 1/4/CUME

1. WTVY-F	76/918
2. WLHQ-F	70/676
3. WKMX-F	56/669
4. WPAP-F	35/348

WOOF-F, 99.7, 100 KW @ 342, BTFL MUS
WTVY-F, 95.5, 100 KW @ 1078, COUNTRY
WXLE-F, 94.3, 3 KW @ 285, URBAN
WKMX-F, 106.7, 100 KW @ 432, CONTEMP

MBS, \$10.00 (Lotus)
CBS, \$17.50 (PRO)
SBN, \$ 7.00 (----) (ABBEVILLE)
, \$13.25 (Bolton)

DUBUQUE, IA

Market # 306/Pop: 94,200
APR 18.6

Revenue : \$2,563,425
Income : \$ 271,222

Diaries: 271
FM Share: 27.13%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. KDTH	46/32.9	33.3	31.3
2. WDBQ	35/25.0	20.5	24.6
3. KFMD-F	24/17.1	20.5	20.1
4. KIWI-F	8/ 5.7	6.1	9.0

12+ TSA 1/4/CUME

1. KDTH	64/699
2. KFMD-F	58/640
3. WDBQ	40/507
4. WMT	22/333

KDTH, 1370, 5 KW, COUNTRY
WDBQ, 1490, 1 KW/250 W, CONTEMP
KFMD-F, 92.9, 100 KW @ 450, CONTEMP
KIWI-F*, 105.3, 50 KW @ 340, CONTEMP

, \$18.50 (PRO) Woodward
ABC-C, \$16.75 (Mc-Guild) Communi Prop
, \$20.50 (PRO) Woodward
, \$14.00 (Mc-Guild) Communi Prop

* Now WLYV

WMT - See Cedar Rapids

EAU CLAIRE, WI

Market # 242/Pop: 132,700
APR 16.7

Revenue : \$2,999,151
Income : \$ 375,705

Diaries: 363
FM Share: 68.35%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WAXX-F	43/23.5	21.1	17.1
2. WBIZ-F	35/19.1	18.9	22.9
3. WEAQ	25/13.7	15.0	16.0
4. WIAL-F	17/ 9.3	8.9	13.1

12+ TSA 1/4/CUME

1. WAXX-F	164/1593
2. WBIZ-F	71/ 805
3. WEAQ	34/ 690
4. WIAL-F	31/ 346

WEAQ, 790, 5 KW, MOR
WAXX-F, 104.5, 100 KW @ 1830, COUNTRY
WIAL-F, 94.1, 84 KW @ 351, BTFL MUS
WBIZ-F, 100.7, 100 KW @ 733, ROCK

NBC, \$14.00 (----)
ABC-I, \$37.00 (Mc-Guild) Post
, \$10.00 (----)
ABC-C, \$17.10 (Masla) Sentry

FAYETTEVILLE-SPRINGDALE, AR

Market # 185/Pop: 185,300
APR 13.8

Revenue : NA
Income : NA

Diaries: 367
FM Share: 61.0%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. KMCK-F	42/19.8	15.6	18.0
2. KFAY	25/11.8	15.2	12.9
3. KKEG-F	22/10.4	4.9	11.8
4. KCIZ-F	21/ 9.9	6.7	12.9
5. KAMO-F	14/ 6.6	8.0	3.9

12+ TSA 1/4/CUME

1. KMCK-F	48/615
2. KFAY	27/324
3. KKEG-F	23/363
4. KCIZ-F	21/423
5. KVOO	16/231

KFAY, 1250, 1 KW, COUNTRY
KCIZ-F, 104.9, 3 KW @ 137, ROCK
KAMO-F, 94.3, 3 KW @ 310, COUNTRY
KKEG-F, 92.1, 3 KW @ 460, ROCK

, \$20.00 (Savalli)
UPI, \$ 7.20 (----) (SPRINGDALE)
CBS, \$ 6.00 (RSR) (ROGERS)
APR, \$20.00 (Savalli) C-10

FT. MYERS-CAPE CORAL, FL

Market # 168/Pop: 220,700
APR 16.1

Revenue : \$3,244,618
Income : \$ -259,174

Diaries: 452
FM Share: 73.40%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WCVU-F	79/25.7	24.6	26.8
2. WINK-F	55/17.9	13.9	15.9
3. WINK	41/13.4	11.7	9.8
4. WHEW-F	22/ 7.2	10.1	10.6
WLEQ-F	22/ 7.2	8.8	6.5

12+ TSA	1/4/CUME
1. WCVU-F	116/904
2. WINK-F	96/1072
3. WINK	48/608
4. WHEW-F	24/362
5. WLEQ-F	23/435

WINK, 1240, 1 KW/250 W, NOSTALGIA	CBS, \$13.00 (Mc-Guild)		
WINK-F, 96.9, 100 KW @ 833, CONTEMP	, \$15.13 (Mc-Guild)		
WCVU-F, 94.5, 100 KW @ 689, BTFL MUS (Schulke)	, \$33.00 (Blair)	Palmer	(NAPLES)
WHEW-F, 101.9, 71 KW @ 207, COUNTRY	, \$37.65 (----)		
WLEQ-F, 95.9, 1 KW @ 490, CONTEMP	RKO, \$25.00 (Selcom)		

FT. PIERCE, FL

Market # 308/Pop: 92,900
APR 19.1

Revenue : \$1,836,239
Income : \$ -463,559

Diaries: 307
FM Share: 81.45%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WRIT-F	25/17.1	20.0	9.0
2. WIZD-F	24/16.4	14.5	16.9
3. WOVV-F	21/14.4	11.8	21.3
4. WAVN-F	20/13.7	6.4	3.4
5. WFTP	14/ 9.6	11.8	11.2

12+ TSA	1/4/CUME
1. WIZD-F	48/473
2. WRIT-F	44/434
3. WAVN-F	41/327
4. WOVV-F	39/500
5. WGYL-F	34/276

WFTP, 1330, 1 KW/500 W, COUNTRY	ABC-E, \$11.00 (PRO)		
WOVV-F, 95.5, 100 KW @ 518, CONTEMP	Source, \$17.00 (----)	Roth	
WAVV-F, 105.5, 3 KW @ 350, COUNTRY	, \$ 8.00 (Media South)	Rowland	
WRIT-F, 92.7, 3 KW @ 340, BTFL MUS	APR, \$14.25 (----)		(STUART)

WIZD - See West Palm Beach

FT. SMITH, AR

Market # 173/Pop: 210,000
APR 16.3

Revenue : \$2,916,204
Income : \$ 72,465

Diaries: 475
FM Share: 77.10%

12+ METRO	1/4/SHARE	SPG 81
1. KISR-F	88/31.8	35.0
2. KTCS-F	40/14.4	12.9
3. KTCS	23/ 8.3	7.2
4. KINB-F	19/ 6.9	6.8
KXXI-F	19/ 6.9	3.0

12+ TSA	1/4/CUME
1. KISR-F	132/1234
2. KTCS-F	55/ 642
3. KINB-F	47/ 527
4. KLUP-F	23/ 338
KTCS	23/ 251

KTCS, 1410, 1 KW (DAYS), COUNTRY	, \$ 4.00 (----)		
KTCS-F, 99.9, 36 KW @ 225, COUNTRY	, \$ 4.00 (----)		
KISR-F, 93.7, 100 KW @ 1200, ROCK	ABC-F, \$12.00 (----)		
KINB-F, 107.3, 70 KW @ 1810, COUNTRY	ABC-E, \$ 8.00 (----)		(POTEAU)
KXXI-F, 100.9, 3 KW @ 346, ROCK	RKO, \$11.50 (----)		

DOTHAN, AL

Market # 326/Pop: 77,700
APR 15.7

Revenue : \$1,303,769
Income : \$ 70,302

Diaries: 396
FM Share: 75.0%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WTVY-F	21/21.6	18.4	18.5
2. WOOF-F	15/15.5	18.4	23.1
3. WLHQ-F	12/12.4	6.9	12.3
4. WXLE-F	11/11.3	13.8	----

12+ TSA	1/4/CUME
1. WTVY-F	76/918
2. WLHQ-F	70/676
3. WKMX-F	56/669
4. WPAP-F	35/348

WOOF-F, 99.7, 100 KW @ 342, BTFL MUS
WTVY-F, 95.5, 100 KW @ 1078, COUNTRY
WXLE-F, 94.3, 3 KW @ 285, URBAN
WKMX-F, 106.7, 100 KW @ 432, CONTEMP

MBS, \$10.00 (Lotus)
CBS, \$17.50 (PRO)
SBN, \$ 7.00 (----) (ABBEVILLE)
, \$13.25 (Bolton)

DUBUQUE, IA

Market # 306/Pop: 94,200
APR 18.6

Revenue : \$2,563,425
Income : \$ 271,222

Diaries: 271
FM Share: 27.13%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KDTH	46/32.9	33.3	31.3
2. WDBQ	35/25.0	20.5	24.6
3. KFMD-F	24/17.1	20.5	20.1
4. KIWI-F	8/ 5.7	6.1	9.0

12+ TSA	1/4/CUME
1. KDTH	64/699
2. KFMD-F	58/640
3. WDBQ	40/507
4. WMT	22/333

KDTH, 1370, 5 KW, COUNTRY
WDBQ, 1490, 1 KW/250 W, CONTEMP
KFMD-F, 92.9, 100 KW @ 450, CONTEMP
KIWI-F*, 105.3, 50 KW @ 340, CONTEMP

, \$18.50 (PRO) Woodward
ABC-C, \$16.75 (Mc-Guild) Communi Prop
, \$20.50 (PRO) Woodward
, \$14.00 (Mc-Guild) Communi Prop

* Now WLYV

WMT - See Cedar Rapids

EAU CLAIRE, WI

Market # 242/Pop: 132,700
APR 16.7

Revenue : \$2,999,151
Income : \$ 375,705

Diaries: 363
FM Share: 68.35%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WAXX-F	43/23.5	21.1	17.1
2. WBIZ-F	35/19.1	18.9	22.9
3. WEAQ	25/13.7	15.0	16.0
4. WIAL-F	17/ 9.3	8.9	13.1

12+ TSA	1/4/CUME
1. WAXX-F	164/1593
2. WBIZ-F	71/ 805
3. WEAQ	34/ 690
4. WIAL-F	31/ 346

WEAQ, 790, 5 KW, MOR
WAXX-F, 104.5, 100 KW @ 1830, COUNTRY
WIAL-F, 94.1, 84 KW @ 351, BTFL MUS
WBIZ-F, 100.7, 100 KW @ 733, ROCK

NBC, \$14.00 (----)
ABC-I, \$37.00 (Mc-Guild) Post
, \$10.00 (----)
ABC-C, \$17.10 (Masla) Sentry

FAYETTEVILLE-SPRINGDALE, AR

Market # 185/Pop: 185,300
APR 13.8

Revenue : NA
Income : NA

Diaries: 367
FM Share: 61.0%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KMCK-F	42/19.8	15.6	18.0
2. KFAY	25/11.8	15.2	12.9
3. KKEG-F	22/10.4	4.9	11.8
4. KCIZ-F	21/ 9.9	6.7	12.9
5. KAMO-F	14/ 6.6	8.0	3.9

12+ TSA	1/4/CUME
1. KMCK-F	48/615
2. KFAY	27/324
3. KKEG-F	23/363
4. KCIZ-F	21/423
5. KVOO	16/231

KFAY, 1250, 1 KW, COUNTRY
KCIZ-F, 104.9, 3 KW @ 137, ROCK
KAMO-F, 94.3, 3 KW @ 310, COUNTRY
KKEG-F, 92.1, 3 KW @ 460, ROCK

, \$20.00 (Savalli)
UPI, \$ 7.20 (----) (SPRINGDALE)
CBS, \$ 6.00 (RSR) (ROGERS)
APR, \$20.00 (Savalli) C-10

FT. MYERS-CAPE CORAL, FL

Market # 168/Pop: 220,700
APR 16.1

Revenue : \$3,244,618
Income : \$ -259,174

Diaries: 452
FM Share: 73.40%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WCVU-F	79/25.7	24.6	26.8
2. WINK-F	55/17.9	13.9	15.9
3. WINK	41/13.4	11.7	9.8
4. WHEW-F	22/ 7.2	10.1	10.6
WLEQ-F	22/ 7.2	8.8	6.5

12+ TSA	1/4/CUME
1. WCVU-F	116/904
2. WINK-F	96/1072
3. WINK	48/608
4. WHEW-F	24/362
5. WLEQ-F	23/435

WINK, 1240, 1 KW/250 W, NOSTALGIA	CBS, \$13.00 (Mc-Guild)
WINK-F, 96.9, 100 KW @ 833, CONTEMP	, \$15.13 (Mc-Guild)
WCVU-F, 94.5, 100 KW @ 689, BTFL MUS (Schulke)	, \$33.00 (Blair) Palmer (NAPLES)
WHEW-F, 101.9, 71 KW @ 207, COUNTRY	, \$37.65 (----)
WLEQ-F, 95.9, 1 KW @ 490, CONTEMP	RKO, \$25.00 (Selcom)

FT. PIERCE, FL

Market # 308/Pop: 92,900
APR 19.1

Revenue : \$1,836,239
Income : \$ -463,559

Diaries: 307
FM Share: 81.45%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WRIT-F	25/17.1	20.0	9.0
2. WIZD-F	24/16.4	14.5	16.9
3. WOVV-F	21/14.4	11.8	21.3
4. WAVN-F	20/13.7	6.4	3.4
5. WFTP	14/ 9.6	11.8	11.2

12+ TSA	1/4/CUME
1. WIZD-F	48/473
2. WRIT-F	44/434
3. WAVN-F	41/327
4. WOVV-F	39/500
5. WGYL-F	34/276

WFTP, 1330, 1 KW/500 W, COUNTRY	ABC-E, \$11.00 (PRO)
WOVV-F, 95.5, 100 KW @ 518, CONTEMP	Source, \$17.00 (----) Roth
WAVV-F, 105.5, 3 KW @ 350, COUNTRY	, \$ 8.00 (Media South) Rowland
WRIT-F, 92.7, 3 KW @ 340, BTFL MUS	APR, \$14.25 (----) (STUART)

WIZD - See West Palm Beach

FT. SMITH, AR

Market # 173/Pop: 210,000
APR 16.3

Revenue : \$2,916,204
Income : \$ 72,465

Diaries: 475
FM Share: 77.10%

12+ METRO	1/4/SHARE	SPG 81
1. KISR-F	88/31.8	35.0
2. KTCS-F	40/14.4	12.9
3. KTCS	23/ 8.3	7.2
4. KINB-F	19/ 6.9	6.8
KXXI-F	19/ 6.9	3.0

12+ TSA	1/4/CUME
1. KISR-F	132/1234
2. KTCS-F	55/ 642
3. KINB-F	47/ 527
4. KLUP-F	23/ 338
KTCS	23/ 251

KTCS, 1410, 1 KW (DAYS), COUNTRY	, \$ 4.00 (----)
KTCS-F, 99.9, 36 KW @ 225, COUNTRY	, \$ 4.00 (----)
KISR-F, 93.7, 100 KW @ 1200, ROCK	ABC-F, \$12.00 (----)
KINB-F, 107.3, 70 KW @ 1810, COUNTRY	ABC-E, \$ 8.00 (----) (POTEAU)
KXXI-F, 100.9, 3 KW @ 346, ROCK	RKO, \$11.50 (----)

FT. WALTON BEACH, FL

Market # 273/Pop: 114,200
APR 14.2

Revenue : NA
Income : NA

Diaries: 346
FM Share: 78.44%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WFTW-F	22/17.2	8.1	12.9
2. WTKX-F	21/16.4	23.0	15.8
3. WNUE	16/12.5	16.3	26.7
WJLQ-F	16/12.5	10.4	13.9
5. WMMK-F	14/10.9	----	----

12+ TSA 1/4/CUME

1. WTKX-F	24/309
2. WFTW-F	23/327
3. WMMK-F	16/221
WNUE	16/246
WJLQ-F	16/269

WNUE, 1400, 1 KW/250 W, ROCK
WFTW-F, 99.3, 3 KW @ 209, CONTEMP
WMMK-F, 92.1, 1 KW @ ? ?, NA

, \$13.00 (Torbet)
APR, \$11.15 (----)
NBC, \$ NA (----)

FREDERICK, MD

Market # NA/Pop: 133,700 (12+)
APR 17.6

Revenue : \$1,736,108
Income : \$ 305,673

Diaries: 369
FM Share: 66.42%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WFMD	31/17.7	22.8	19.5
2. WZYQ-F+	29/16.6	9.9	13.6
3. WFRE-F	19/10.9	13.0	14.3
4. WPOC-F	10/15.7	3.1	3.8

12+ CUME

1. WFMD	483
2. WZYQ-F	369
3. WFRE-F	184
4. WRQX-F	147

WFMD, 930, 5 KW/1 KW, MOR
WFRE-F, 99.9, 9 KW @ 1123, BTFL MUS
WZYQ-F, 103.9, 270 W @ 912, ROCK

CBS, \$ NA (PRO) Gibbons
, \$ NA (PRO) Gibbons
ABC-C, \$25.00 (Lotus)

WPOC - See Baltimore

WRQX - See Washington

GAINESVILLE, FL

Market # 207/Pop: 159,300
APR 15.9

Revenue : \$1,834,932
Income : \$ 144,919

Diaries: 492
FM Share: 52.12%

12+ METRO 1/4/SHARE FAL 81

1. WDVH	42/19.7	18.7
2. WYKS-F	35/16.4	19.3
3. WRUF-F	34/16.0	12.8
4. WGGG	25/11.7	8.6
5. WRUF	18/ 8.5	10.2

12+ TSA 1/4/CUME

1. WDVH	44/347
2. WRUF-F	38/571
WYKS-F	38/570
4. WGGG	28/409
5. WRUF	21/435

WDVH, 980, 5 KW (DAYS), COUNTRY
WGGG, 1230, 1 KW/250 W, ROCK
WRUF, 850, 5 KW, MOR
WRUF-F, 103.7, 100 KW @ 344, ROCK
WYKS-F, 105.5, 3 KW @ 300, ROCK

ABC-E, \$15.50 (PRO)
MBS, \$10.00 (----)
CBS, \$12.00 (Smith) Univ of Flor
, \$14.00 (Smith) Univ of Flor
ABC-F, \$17.00 (Masla) Sunshine Wireless

GRAND FORKS, ND-MN

Market # 292/Pop: 101,900
APR 16.3

Revenue : \$3,458,239
Income : \$ 288,180

Diaries: 242
FM Share: 44.95%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KNOX	16/11.9	20.3	19.7
KRRK+	16/11.9	7.9	9.9
KYTN-F	16/11.9	13.3	8.3
4. KYCK-F	14/10.4	5.5	9.8
5. KKXL-F	12/ 9.0	3.1	6.1

12+ TSA	1/4/CUME
1. KNOX	26/404
2. KFGO	22/293
3. KYCK-F	21/214
KYTN-F	21/398
5. KRRK+	19/252

KNOX, 1310, 5 KW, AC
KRRK+, 1590, 5 KW/1 KW, COUNTRY
KYTN-F, 94.7, 100 KW @ 300, ROCK
KYCK-F, 97.1, 100 KW @ ? ?, ? ?
KKXL-F, 92.9, 100 KW @ 280, CONTEMP

ABC-E, \$29.25 (Torbet) Peoria Jrnl Star
MBS, \$17.00 (Masla)
ABC-C, \$15.50 (Torbet) Peoria Jrnl Star
, \$ NA (----) (CROOKSTON)
RKO, \$13.50 (Selcom) Ingstad

KFGO - See Fargo

GRAND JUNCTION, CO

Market # NA/Pop: 72,200 (12+)
APR 15.9

Revenue : \$2,101,848
Income : \$ 23,426

Diaries: 269
FM Share: 43.56%

12+ METRO	1/4/SHARE	SPG 81
1. KQIX-F	33/28.7	33.3
2. KQIL	30/26.1	29.0
3. KEXO	14/12.2	12.9
4. KREX-F	8/ 7.0	4.3
5. KSTR	7/ 6.1	4.3

12+ TSA	1/4/CUME
1. KQIX-F	43/437
2. KQIL	32/322
3. KREX-F	17/240
4. KEXO	14/228
5. KSTR	11/201

KEXO, 1230, 1 KW, CONTEMP
KSTR, 620, 5 KW (DAYS), CONTEMP
KQIL, 1340, 1 KW/250 W, COUNTRY
KQIX-F, 93.1, 25 KW @ 495, CONTEMP
KREX-F, 92.3, 30 KW @ -42, BTFL MUS

ABC-C, \$13.75 (Eastman) Donrey
NBC, \$13.00 (Savalli)
APR, \$15.00 (Hix) Mesa
APR, \$15.00 (Hix) Mesa
CBS, \$15.00

GREAT FALLS, MT

Market # NA/Pop: 64,600 (12+)
APR 17.5

Revenue : \$2,123,222
Income : \$ -193,902

Diaries: 357
FM Share: 51.81%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KEIN	21/18.6	21.1	9.1
2. KNUW-F	20/17.7	16.5	14.8
3. KOOZ-F	17/15.0	16.5	10.2
4. KQDI	16/14.2	12.8	26.1
5. KMON	14/12.4	20.2	26.1

12+ TSA	1/4/CUME
1. KMON	41/489
2. KNUW-F	28/280
3. KEIN	27/327
4. KQDI	20/327
5. KOOZ-F	18/137

KEIN, 1310, 5 KW/1 KW, COUNTRY
KMON, 560, 5 KW, COUNTRY
KQDI, 1450, 1 KW/250 W, AC
KNUW-F, 94.5, 36 KW @ 486, ROCK
KOOZ-F, 106.3, 3 KW @ 300, BTFL MUS

NBC, \$21.50 (Masla)
ABC-I, \$23.80 (Eastman)
Source, \$ NA (PRO)
RKO, \$ NA (S/R)
, \$ NA (PRO)

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

Market # 271/Pop: 114,600
APR 18.2

Revenue : NA
Income : NA

Diaries: 465
FM Share: 74.67%

12+ METRO 1/4/SHARE SPG 81

1. WYII-F	44/12.5	9.3
2. WQCM-F	42/12.0	16.5
3. WIKZ-F	40/11.4	11.9
4. WAYZ-F+	26/ 7.4	5.2
5. WJEJ	21/ 6.0	7.2
WWMD-F	21/ 6.0	3.8

12+ TSA 1/4/CUME

1. WYII-F	48/429
2. WQCM-F	47/527
3. WIKZ-F	41/412
4. WKMZ-F	38/404
5. WWMD-F	28/346
6. WAYZ-F	26/275

WJEJ, 1240, 1 KW/250 W, MOR
WAYZ-F+, 101.5, 3 KW @ 300, COUNTRY
WIKZ-F, 95.1, 50 KW @ 265, CONTEMP
WQCM-F, 96.7, 3 KW @ 160, AC
WWMD-F, 104.7, 75 KW @ 1320, BTFL MUS
WYII-F, 95.9, 3 KW @ 300, COUNTRY

CBS, \$ 8.00 (----)
ABC-C, \$ 8.00 (----) (WAYNESBORO, PA)
 , \$18.55 (----) (CHAMBERSBURG)
ABC-F, \$10.00 (Dome)
 , \$ 8.00 (----)
NBC, \$10.00 (Market 4) (WILLIAMSPORT)

ITHACA, NY

Market # NA/Pop: 75,400 (12+)
APR 13.3

Revenue : \$960,979
Income : \$145,616

Diaries: 313
FM Share: 62.50%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WTKO	21/21.0	27.2	22.6
2. WVBR-F	14/14.0	12.8	16.0
3. WHCU-F	11/11.0	12.0	9.4
4. WNOZ-F	10/10.0	8.0	14.2
5. WPCX-F	9/ 9.0	4.8	4.7
6. WHCU	8/ 8.0	8.0	9.4

12+ TSA 1/4/CUME

1. WTKO	22/385
2. WNOZ-F	17/315
3. WVBR-F	14/247
WHEN	14/247
5. WACU-F	13/213
6. WPCX-F	11/ 98

WHCU, 870, 5 KW (DAYS), MOR/VARIETY
WTKO, 1470, 5 KW/500 W, MOR
WHCU-F, 97.3, 52 KW @ 730, VARIETY
WNOZ-F, 99.9, 20 KW @ 730, ROCK
WVBR-F, 93.5, 3 KW @ 250, AOR
WPCX-F, 106.9, 45 KW @ 530, COUNTRY

CBS, \$12.56 (Lotus) Cornell
 , \$14.00 (----)
CBS, \$12.56 (Lotus) Cornell
ABC-C, \$ 9.00 (Market 4)
RKO, \$12.70 (Market 4)
 , \$14.00 (----) Scott (AUBURN)

JOPLIN, MO

Market # 249/Pop: 129,900
APR 11.7

Revenue : \$1,676,579
Income : \$ 323,801

Diaries: 234
FM Share: 37.17%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. KKUZ-F	17/19.8	1.1	---
2. KODE	14/16.3	4.4	4.4
3. KFSB	13/15.1	15.4	12.1
4. WMBH	10/11.6	17.6	14.3

12+ TSA 1/4/CUME

1. KKUZ-F	32/410
2. KKOW	31/335
3. KBLT-F	29/181
4. KFSB	28/401

WMBH, 1450, 1 KW/250 W, COUNTRY
KODE, 1230, 1 KW/250 W, MOR
KFSB, 1310, 5 KW/1 KW, CONTEMP/AC
KKOW, 860, 10 KW/5 KW, COUNTRY
KKUZ-F, 102.5, 100 KW @ 440, CONTEMP
KBLT-F, 107.1, 3 KW @ 300, COUNTRY

 , \$10.50 (RSR)
CBS, \$ 9.00 (PRO) Gilmore
ABC-E, \$ 9.50 (Pates)
CBS, \$37.00 (Masla) (PITTSBURG)
 , \$11.50 (RSR)
 , \$ 9.50 (----) (BAXTER SPGS)

KILLEEN-TEMPLE, TX

Market # 166/Pop: 223,600
APR 17.1

Revenue : \$2,814,662
Income : \$ 437,783

Diaries: 455
FM Share: 64.09%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KIXS-F	49/16.7	14.6	24.5
2. KOOV-F	47/16.0	11.9	15.5
3. KIIZ	42/14.3	20.4	5.3
4. KTON+	32/10.9	9.9	18.1
5. KPLE-F	19/ 6.5	7.5	3.0
6. KTEM	15/ 5.1	4.4	6.8

12+ TSA	1/4/CUME
1. KIXS-F	55/638
2. KOOV-F	52/465
3. KIIZ	43/246
4. KTON+	32/454
5. WBAP	20/269
6. KPLE-F	19/243

* KTON+, 940, 1 KW (DAYS), COUNTRY
KTEM, 1400, 1 KW/250 W, AC
KPLE-F, 104.9, 3 KW @ 345, COUNTRY

ABC-I, \$13.00 (Smith) Sigmor
MBS, \$15.60 (Howard) Formby
MBS, \$15.60 (Howard) Formby

Other stations - see Waco

LA CROSSE, WI

Market # 309/Pop: 92,500
APR 17.1

Revenue : \$2,785,678
Income : \$ 389,170

Diaries: 272
FM Share: 62.60%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WIZM-F	33/24.8	24.2	24.6
2. WKTY	24/18.0	28.0	28.7
3. WLXR-F	22/16.5	14.4	13.1
4. WIZM	11/ 8.3	13.6	11.5

12+ TSA	1/4/CUME
1. WIZM-F	69/761
2. WAXX-F	42/376
3. WKTY	40/477
4. KROC-F	38/353

WKTY, 580, 5 KW/1 KW, MOR
WIZM, 1410, 5 KW, AC
WIZM-F, 95.3, 100 KW @ 557, ROCK
WLXR-F, 104.9, 1.4 KW @ 430, COUNTRY

ABC-E, \$22.10 (Mc-Guild)
NBC, \$18.60 (----) Midwest Family
Source, \$18.60 (----) Midwest Family
CBS, \$12.00 (PRO)

KROC-F - See Rochester, MN Condensed

LAFAYETTE, IN

Market # 257/Pop: 123,400
APR 12.9

Revenue : \$1,994,332
Income : \$ -23,944

Diaries: 279
FM Share: 69.91%

12+ METRO	1/4/SHARE	FAL 81	SPG 80
1. WASK	23/17.3	22.0	23.0
2. WXUS-F	22/16.5	15.7	13.3
3. WAZY-F	18/13.5	18.1	18.5
4. WASK-F	17/12.8	18.9	14.8
5. WLFQ-F	13/ 9.8	3.9	3.0

12+ TSA	1/4/CUME
1. WAZY-F	52/779
2. WASK-F	41/499
3. WASK	34/508
4. WXUS-F	27/408
5. WLFQ-F	17/262

WASK, 1450, 1 KW/250 W, MOR
WASK-F, 105.3, 50 KW @ 375, COUNTRY
WAZY-F, 96.5, 50 KW @ 500, ROCK
WLFQ-F, 103.9, 920 W @ 500, BTFL MUS
WXUS-F, 92.7, 3 KW @ 215, AOR

NBC, \$18.00 (Regional)
NBC, \$14.25 (Regional)
ABC-C, \$16.00 (----)
, \$ 8.40 (----) Sinclair (CRAWFORDSVILLE)
Source, \$17.00 (Masla)

LAKE CHARLES, LA

Market # 199/Pop: 170,800
APR 17.2

Revenue : \$2,507,662
Income : 80,744

Diaries: 457
FM Share: 67.27%

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 81</u>	<u>SPG 80</u>	<u>12+ TSA 1/4/CUME</u>	
1.	KTQQ-F	52/22.1	16.5	17.8	1.	KTQQ-F 62/571
2.	KEZM	35/14.9	12.6	6.7	2.	KYKZ-F 46/670
3.	KYKZ-F	24/10.2	6.8	6.7	3.	KEZM 36/219
	KHYS-F	24/10.2	6.3	10.0	4.	KHYS-F 25/275
5.	KLCL-F	20/ 8.5	6.8	8.3	5.	KLCL 24/399

KEZM, 1310, 500 W (DAYS), BLACK	SBN, \$13.00 (Savalli)	(SULPHUR)
KLCL, 1470, 5 KW, COUNTRY	NBC, \$12.51 (Torbet)	Perry
KYKZ-F, 96.1, 100 KW @ 427, COUNTRY/CONTEMP	, \$16.50 (Selcom)	
KTQQ-F, 100.9, 3 KW @ 300, COUNTRY	ABC-E, \$10.50 (----)	(SULPHUR)
KLCL-F, 99.5, 35 KW @ 400, BTFL MUS	NBC, \$11.00 (Torbet)	Perry

KHYS-F - See Beaumont

LAWTON, OK

Market # 274/Pop: 113,900
APR 14.8

Revenue : \$1,128,344
Income : \$ 18,152

Diaries: 395
FM Share: 70.86%

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 81</u>	<u>12+ TSA 1/4/CUME</u>	
1.	KLAW-F	50/37.6	41.6	1.	KLAW-F 56/462
2.	KSWO	28/21.1	21.6	2.	KSWO 30/419
3.	KRLG	24/18.0	9.6	3.	KRLG-F 25/347

KSWO, 1380, 1 KW, ROCK	ABC-C, \$12.10 (PRO)
KLAW-F, 101.5, 100 KW @ 600, COUNTRY	ABC-I, \$10.00 (Masla)
KRLG-F, 98.1, 100 KW @ 225, CONTEMP	, \$10.00 (Pates)

LONGVIEW-MARSHALL, TX

Market # 209/Pop: 157,200
APR 15.1

Revenue : \$2,400,002
Income : \$ 126,839

Diaries: 417
FM Share: 64.63%

<u>12+ METRO 1/4/SHARE</u>			<u>SPG 81</u>	<u>12+ TSA 1/4/CUME</u>	
1.	KYKX-F	48/24.5	22.2	1.	KYKX-F 105/1048
2.	KKTX-F	18/ 9.2	8.9	2.	KNUE-F 32/ 323
3.	KFRO	12/ 6.1	5.1	3.	KKTX-F 26/ 302
4.	KNUE-F	10/ 5.1	7.0	4.	KTYL-F 22/ 302
	KZEY	10/ 5.1	12.0	5.	KRMD-F 14/ 235

KFRO, 1370, 1 KW, AC	ABC-I, \$10.80 (Miller)	
KZEY, 690, 1 KW (DAYS), BLACK	, \$12.00 (HNW)	(TYLER)
KKTX-F, 95.9, 850 W @ 510, ROCK	MBS, \$ 7.25 (----)	Noalmark
KYKX-F, 105.7, 100 KW @ 950, COUNTRY	, \$19.00 (Selcom)	
KNUE-F, 101.5, 100 KW @ 378, BTFL MUS	, \$10.00 (Masla)	(TYLER)

LUFKIN-NACOGDOCHES, TX

Market # NA/Pop: 93,200 (12+)
APR 13.6

Revenue : \$825,211
Income : \$-152,507

Diaries: 352
FM Share: 77.27%

<u>12+ METRO 1/4/SHARE</u>			<u>12+ TSA 1/4/CUME</u>	
1.	KYKS-F	28/21.7	1.	KYKS-F 52/652
2.	KJCS-F	25/19.4	2.	KJCS-F 30/403
3.	KIPR-F	11/ 8.5	3.	KIPR-F 24/297

KYKS-F, 105.1, 100 KW @ 660, COUNTRY	, \$ 9.80 (Selcom)	
KJCS-F, 103.3, 50 KW @ 425, COUNTRY	, \$14.00 (Groskin)	
KIPR-F, 95.5, 50 KW @ 450, COUNTRY	, \$ 7.60 (----)	(DIBOLL) C-16

MANSFIELD, OH

Market # 245/Pop: 131,400
APR 17.1

Revenue : \$1,683,120
Income : \$ 284,830

Diaries: 318
FM Share: 60.78%

12+ METRO 1/4/SHARE

- 1. WMAN 42/23.0
- 2. WGCL-F 28/15.3
- 3. WNCO-F 20/10.9
- 4. WVNO-F 15/ 8.2

12+ TSA 1/4/CUME

- 1. WMAN 46/576
- 2. WGCL-F 29/372
- 3. WNCO-F 22/255
- 4. WVNO-F 19/287

WMAN, 1400, 1 KW/250 W, AC
WNCO-F, 101.3, 50 KW @ 500, COUNTRY
WVNO-F, 106.1, 50 KW @ 345, CONTEMP

ABC-I, \$19.75 (Torbet)
MBS, \$16.25 (PRO) (ASHLAND)
ABC-C, \$19.20 (Mid Amer)

WGCL - See Cleveland

MERIDIAN, MS

Market # 324/Pop: 78,900
APR 14.6

Revenue : \$1,739,277
Income : \$ -99,369

Diaries: 358
FM Share: 53.93%

12+ METRO 1/4/SHARE

- 1. WJDQ-F 28/30.4
- 2. WQIC 21/22.8
- 3. WOKK-F 17/18.5
- 4. WMOX 12/13.0
- 5. WALT 6/ 6.5

12+ TSA 1/4/CUME

- 1. WJDQ-F 92/848
- 2. WOKK-F 39/518
- 3. WMOX 23/289
- 4. WQIC 22/195
- 5. WJMI-F 14/124

WMOX, 1010, 10 KW, ? ?
WALT, 910, 5 KW/1 KW, BTFL MUS
WQIC, 1450, 1 KW/250 W, BLACK
WOKK-F, 97.1, 100 KW @ 300, COUNTRY
WJDQ-F, 101.3, 100 KW @ 580, ROCK

ABC-I, \$ 8.00 (Savalli)
ABC-E, \$ 8.25 (Torbet) New South
SBN, \$11.00 (Howard)
ABC-E, \$10.25 (Torbet) New South
ABC-C, \$11.25 (Masla)

MINOT, ND

Market # 343/Pop: 58,400
APR 16.4

Revenue : \$1,945,369
Income : \$ -190,871

Diaries: 324
FM Share: 47.29%

12+ METRO 1/4/SHARE SPG 81

- 1. KCJB 27/36.0 38.4
- KIZZ-F 27/36.0 31.5
- 3. KCJB-F 8/10.7 6.8
- 4. KTYN 6/ 8.0 11.0

12+ TSA 1/4/CUME

- 1. KCJB 55/471
- 2. KIZZ-F 35/297
- 3. KFYZ 32/383
- 4. KCJB-F 14/164

KCJB, 910, 5 KW/1 KW, COUNTRY
KTYN, 1430, 5 KW (DAYS), AC
KIZZ-F, 93.7, 90 KW @ 600, ROCK
KCJB-F, 97.1, 50 KW @ 830, BTFL MUS

ABC-C, \$17.00 (Katz)
APR,RKO, \$15.00 (Torbet)
Source, \$14.50 (Masla) Meyer
ABC-C, \$ NA (Katz)

KFYR - See Bismarck

MONROE, LA

Market # 223/Pop: 143,00
APR 16.0

Revenue : \$2,594,867
Income : \$ 351,831

Diaries: 354
FM Share: 67.85%

12+ METRO 1/4/SHARE SPG 81 SPG 80

- 1. KNOE-F 42/23.1 20.4 22.4
- 2. KYEA-F 39/21.4 31.7 22.4
- 3. KNOE 26/14.3 10.6 10.2
- 4. KWEZ-F 19/10.4 8.5 14.3

12+ TSA 1/4/CUME

- 1. KNOE-F 131/1484 KYEA-F, 98.3, 1 KW @ 647,
 - 2. KNOE 53/ 812 BLACK , \$12.00 (PRO)
 - 3. KYEA-F 42/ 330
 - 4. KWEZ-F 31/ 434 KWEZ-F, 104.1, 100 KW @
1000, BTFL NBC, \$18.50
(Southern)
- ABC-E, \$25.00 (Mc-Guild)
ABC-I, \$25.00 (Mc-Guild) C-17

KNOE, 540, 5 KW/1 KW, COUNTRY
KNOE-F, 101.9, 100 KW @ 1650, ROCK

MUSKEGON, MI

Market # 189/Pop: 180,400
APR 15.5

Revenue : \$1,644,680
Income : \$ -121,355

Diaries: 434
FM Share: 63.98%

12+ METRO 1/4/SHARE SPG 81

1. WMUS-F	39/17.3	14.2
2. WQWQ-F	34/15.0	18.0
3. WGRD-F	25/11.1	9.0
4. WLAV-F	23/10.2	11.4
5. WTRU	22/ 9.7	5.2
WKBZ	22/ 9.7	10.9

12+ TSA 1/4/CUME

1. WGRD-F	58/805
2. WMUS-F	57/670
3. WLAV-F	54/659
4. WQWQ-F	47/554
5. WJFM-F	30/404

WKBZ, 850, 1 KW, NOSTALGIA (Arnold) , \$ 8.50 (PRO) Reams
WQWQ-F, 105.5, 50 KW @ 375, BTFL MUS , \$15.30 (----)
WMUS-F, 106.9, 50 KW @ 285, COUNTRY , \$15.50 (Masla)

Others - See Grand Rapids

NEW BEDFORD-FALL RIVER, MA

Market # 198/Pop: 173,400
APR 20.1

Revenue : NA
Income : NA

Diaries: 573
FM Share: 58.24%

12+ METRO 1/4/SHARE FAL 81 SPG 81 SPG 80

1. WHJY-F	73/9.0	9.1	3.8	4.1
2. WBSM	68/8.4	8.7	6.7	11.0
3. WPJB-F	63/7.8	4.6	5.6	9.6
4. WLKW-F	60/7.4	7.7	7.1	6.5
WPRO-F	60/7.4	4.8	4.9	4.1

12+ TSA CUME

1. WPRO-F	1090
2. WPJB-F	880
3. WHJY-F	806
4. WBSM	665

WBSM, 1420, 5 KW/1 KW, TALK ABC-I, \$18.50 (PRO)

Other stations - See Providence

ODESSA-MIDLAND, TX

Market # 175/Pop: 205,000
APR 18.0

Revenue : \$3,803,000
Income : \$ -243,671

Diaries: 464
FM Share: 46.45%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. KUFO-F	37/12.4	3.4	8.2
2. KYXX	36/12.1	16.5	12.1
3. KNFM-F	34/11.4	7.3	4.7
4. KRIG	33/11.1	11.5	14.2
5. KWMJ-F	25/ 8.4	10.3	8.2
6. KCRS	24/ 8.1	5.7	6.9
7. KBAT-F	19/ 6.4	12.6	9.1

12+ TSA 1/4/CUME

1. KYXX	50/472
2. KUFO-F	43/469
3. KNFM-F	42/383
4. KRIG	33/478
5. KWMJ-F	32/324
6. KCRS	31/418
7. KBAT-F	30/456

KCRS, 550, 5 KW/1 KW, AC MBS, \$21.00 (Mc-Guild) Mayes
KRIG, 1410, 1 KW, CONTEMP , \$12.00 (Torbet)
KYXX, 920, 1 KW/500 W, COUNTRY , \$12.00 (Selcom)
KUFO-F, 97.9, 100 KW @ 359, AOR , \$10.00 (Masla)
KNFM-F, 92.3, 100 KW @ 350, COUNTRY , \$ NA (HNW)
KBAT-F, 93.3, 100 KW @ 500, COUNTRY , \$ NA (Savalli)
KWMJ-F, 103.3, 100 KW @ 923, BTFL MUS , \$21.00 (Mc-Guild) Mayes

OGDEN, UT

Market # NA/Pop: 113,700 (12+)
APR 15.1

Revenue : NA
Income : NA

Diaries: 370
FM Share: 52.14%

12+ METRO 1/4/SHARE SPG 81

1. KSL	21/12.2	13.1
2. KSOP-F	19/11.0	10.6
3. KZAN-F	15/ 8.7	4.4
4. KLUB	13/ 7.6	7.5
5. KSFI-F	12/ 7.0	6.9

12+ TSA 1/4/CUME

1. KSL	43/631
2. KSFI-F	31/454
3. KSOP-F	26/292
4. KRSP-F	24/391
KZAN-F	24/245

KZAN-F, 97.9, 26 KW @ 3770, COUNTRY

MBS, \$ NA (Christal)

OWENSBORO, KY

Market # 314/Pop: 87,200
APR 11.9

Revenue : NA
Income : NA

Diaries: 281
FM Share: 73.68%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WBKR-F	26/31.0	23.3	22.0
2. WVJS	17/20.2	21.1	31.9
3. WSTO-F	13/15.5	12.2	9.9
WKDQ-F	13/15.5	14.4	7.7

12+ TSA 1/4/CUME

1. WBKR-F	61/702
2. WKDQ-F	52/688
3. WSTO-F	25/492
4. WVJS	18/412

WVJS, 1420, 5 KW/1 KW, AC

ABC-Cy \$17.00 (Masla)

Other stations - See Evansville

PALM SPRINGS, CA

Market # NA/Pop: 104,500 (12+)
APR 15.3

Revenue : NA
Income : NA

Diaries: 340
FM Share: 61.36%

12+ METRO 1/4/SHARE FAL 81 SPG 81 FAL 80

1. KPSI-F	31/19.4	12.8	14.9	13.6
2. KDES-F	29/18.1	10.6	14.4	13.1
3. KDES	14/ 8.8	11.2	11.2	14.7
4. KWXF-F+	11/ 6.9	10.1	10.7	12.6
5. KCHV	10/ 6.3	3.2	6.4	2.1

12+ TSA CUME

1. KPSI-F	327
2. KDES	226
3. KDES-F	219
4. KCHV	189
5. KWXF-F+	127

KCHV, 970, 5 KW/1 KW, VARIOUS

NBC, \$12.00 (Lotus)

(COACHELLA)

KDES, 920, 5 KW/1 KW, MOR

, \$30.19 (Mc-Guild)

KDES-F, 104.7, 42 KW @ 540, BTFL MUS

, \$30.19 (Mc-Guild)

KPSI-F, 101.1, 3 KW @ 300, ROCK

, \$ NA (Christal)

KWXF-F+, 98.5, 50 KW @ 500, BTFL MUS

, \$11.50 (Eastman)

PANAMA CITY, FL

Market # 292/Pop: 101,900
APR 15.5

Revenue : \$1,473,562
Income : \$ -43,431

Diaries: 307
FM Share: 73.50%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WPFM-F	38/29.7	29.3	23.8
2. WPAP-F	33/25.8	28.6	21.9
3. WDLP	16/12.5	6.0	12.4
4. WGNE-F	14/10.9	13.5	16.2

12+ TSA 1/4/CUME

1. WPAP-F	99/908
2. WPFM-F	63/705
3. WGNE	21/249
4. WDLP	16/252

WDLP, 590, 1 KW, CONTEMP

ABC-C, \$18.20 (Torbet)

WPFM-F, 107.9, 100 KW @ 800, ROCK

RKO, \$ NA (Masla)

WGNE-F, 98.5, 100 KW @ 300, BTFL MUS

ABC-I, \$18.20 (Torbet)

WPAP - See Tallahassee

PARKERSBURG--MARIETTA, WV-OH

Market # 204/Pop: 165,200
APR 14.1

Revenue : \$2,045,570
Income : \$ -256,397

Diaries: 378
FM Share: 64.20%

12+ METRO 1/4/SHARE SPG 81

1. WXIL-F	45/23.4	34.8
2. WKYG	36/18.8	19.8
3. WNUS-F	28/14.6	----
4. WIBZ-F	26/13.5	4.3
5. WQAW-F	14/ 7.3	7.0

12+ TSA 1/4/CUME

1. WXIL-F	87/1047
2. WNUS-F	39/ 417
3. WKYG	37/ 524
4. WIBZ-F	26/ 345
5. WWVA	17/ 289

WKYG, 1230, 1 KW/250 W, COUNTRY
WNUS-F, 107.1, 1.8 KW @ 370, COUNTRY
WXIL-F, 96.1, 50 KW @ 500, ROCK
WQAW-F, 103.1, 730 W @ 550, BTFL MUS
WIBZ-F, 99.3, 3 KW @ 210, AOR

ABC-I, \$12.50 (Savalli)
MBS, \$ 8.00 (----) (BELPRE)
Source, \$12.50 (----) Burbach
, \$12.00 (Savalli)
ABC-F, \$10.00 (Regional)

PLATTSBURGH, NY

Market # NA/Pop: 65,300 (12+)
APR 17.8

Revenue : NA
Income : NA

Diaries: 304
FM Share: 55.96%

12+ METRO 1/4/SHARE FAL 81 SPG 81

1. WGFB-F	26/22.4	16.7	10.7
2. WIRY	25/21.6	25.4	25.2
3. WKDR	15/12.9	14.0	15.5
4. CHOM-F	12/10.3	5.3	8.7

12+ TSA 1/4/CUME

1. WQCR-F	62/807
2. WGFB-F	46/725
3. WKDR	32/351
4. WEZF-F	31/418

WIRY, 1340, 1 KW/250 W, ? ?
WKDR, 1070, 5 KW (DAYS), COUNTRY
WGFB-F, 99.9, 10 KW @ 780, ROCK

MBS, \$12.50 (Masla)
ABC-E, \$14.25 (PRO)
, \$ NA (----)

WEZF, WQCR - See Burlington Condensed

PROVO-OREM, UT

Market # 163/Pop: 230,900
APR 14.8

Revenue : \$1,249,379
Income : 78,472

Diaries: 354
FM Share: 65.27%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. KSFI-F	33/14.0	12.3	9.7
2. KSL	32/13.6	14.1	15.2
3. KFMY-F	28/11.9	10.9	12.7
4. KSOP-F	22/ 9.3	4.5	6.1
5. KRSP-F	19/ 8.1	.9	5.5

12+ TSA 1/4/CUME

1. KSFI-F	35/388
2. KSL	34/560
3. KFMY-F	29/514
4. KSOP-F	25/268
5. KRSP-F	19/270

All stations - See Salt Lake City

RAPID CITY, SD

Market # 332/Pop: 72,000
APR 18.9

Revenue : \$2,322,436
Income : \$ 305,309

Diaries: 252
FM Share: 27.69%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. KKLS	34/24.8	18.2	13.2
2. KGGG-F	31/22.6	22.3	11.4
3. KIMM	24/17.5	17.4	25.4
4. KOTA	19/13.9	14.9	20.2
5. KBHB	11/ 8.0	2.5	5.3

12+ TSA 1/4/CUME

1. KKLS	57/509
2. KGGG-F	35/425
3. KIMM	34/372
4. KOTA	24/308
5. KBHB	22/225

KBHB, 810, 5 KW (DAYS), COUNTRY
KOTA, 1380, 5 KW, MOR
KIMM, 1150, 5 KW (DAYS), CONTEMP
KKLS, 920, 5 KW (DAYS), CONTEMP
KGGG-F, 100.3, 100 KW @ 450, ROCK

, \$ 8.00 (Masla) (STURGIS)
CBS, \$18.00 (Katz)
ABC-E, \$16.50 (Eastman)
, \$15.00 (PRO) S. Minnesota
ABC-F, \$16.50 (Eastman)

REDDING, CA

Market # 260/Pop: 121,300
APR 15.6

Revenue : \$1,855,777
Income : \$ -1,154

Diaries: 329
FM Share: 34.55%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KSHA-F	33/20.9	-----	-----
2. KSXO	23/14.6	15.8	10.6
3. KQMS	22/13.9	13.8	17.9
KCLM	22/13.9	19.7	13.8

12+ TSA	1/4/CUME
1. KSHA-F	36/392
2. KSXO	32/407
3. KCLM	25/247
4. KQMS	22/223

KSXO, 600, 1 KW, AC
KCLM, 1330, 5 KW (DAYS), COUNTRY
KQMS, 1400, 1 KW/250 W, MOR
KSHA-F, 104.3, 25 KW @ 1560, CONTEMP

, \$ NA (Christal)
, \$12.50 (PRO)
NBC, \$11.25 (Selcom)
, \$ 8.00 (RTS)

ROCHESTER, MN

Market # 307/Pop: 93,300
APR 12.3

Revenue : \$2,409,690
Income : \$ -155,528

Diaries: 252
FM Share: 54.28%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KWEB	15/16.1	12.1	20.2
2. KROC-F	10/10.8	8.6	14.1
KROC	10/10.8	8.6	13.1
KRCH-F	10/10.8	10.3	8.1

12+ TSA	1/4/CUME
1. KROC-F	88/938
2. KAUS-F	25/391
WCCO	25/341
4. KWEB	21/378

KWEB, 1270, 5 KW/1 KW, MOR
KROC, 1340, 1 KW/250 W, MOR
KRCH-F, 101.7, 710 W @ 560, CONTEMP
KROC-F, 106.9, 100 KW @ 1110, ROCK
KAUS-F, 99.9, 100 KW @ 1000, COUNTRY

ABC-I, \$23.25 (Masla) First Concord
NBC, \$15.30 (PRO) S. Minnesota
ABC-F, \$16.50 (Masla) First Concord
NBC, \$12.00 (PRO) S. Minnesota
MBS, \$20.00 (Pates) (AUSTIN)

WCCO - See Minneapolis

SAN ANGELO, TX

Market # 313/Pop: 87,300
APR 16.4

Revenue : \$1,845,292
Income : \$ -261,459

Diaries: 313
FM Share: 61.11%

12+ METRO	1/4/SHARE	SPG 81
1. KIXY-F	29/24.6	9.1
2. KBIL-F	16/13.6	12.1
3. KQSA	14/11.9	5.1
4. KGKL	13/11.0	22.2

12+ TSA	1/4/CUME
1. KIXY-F	35/312
2. KBIL-F	22/332
3. KGKL	20/355
4. KQSA	19/142

KQSA, 1260, 1 KW (DAYS), NOSTALGIA
KGKL, 960, 5 KW/1 KW, CONTEMP
KBIL-F, 92.9, 100 KW @ 726, CONTEMP/AC
KIXY-F, 94.7, 39 KW @ 140, ROCK

MBS, \$ 6.30 (Selcom) Wiskes/Abaris
ABC-C, \$ 9.50 (Torbet)
MBS, \$14.90 (Miller)
MBS, \$ 9.50 (Selcom) Wiskes/Abaris

SANTA BARBARA, CA

Market # 130/Pop: 305,100
APR 15.4

Revenue : NA
Income : NA

Diaries: 339
FM Share: 65.57%

12+ METRO	1/4/SHARE	FAL 81	SPG 81	FAL 80	12+ CUME
1. KMGQ-F	24/10.8	----	----	----	1. KRUZ-F 297
KRUZ-F	24/10.8	12.2	11.8	11.0	2. KTYD-F 291
3. KTYD-F	19/ 8.6	11.1	7.2	5.0	3. KNX 265
4. KTMS-F	18/ 8.1	7.4	8.7	4.6	4. KMGQ-F 259
5. KDB-F	15/ 6.8	11.1	6.2	11.4	5. KDB-F 246
KNX	15/ 6.8	6.3	7.7	7.3	KTMS-F 246

KDB-F, 93.7, 13 KW @ 870, BTFL/CLASS , \$18.00 (HNW)
 KRUZ-F, 103.3, 105 KW @ 2980, BTFL MUS , \$26.00 (Katz) Schule
 KMGQ-F, 106.3, 365 W @ 879, AC , \$ NA (Torbet)
 KTMS-F, 97.5, 18 KW @ 2900, AOR Source, \$15.50 (Howard)
 KTYD-F, 99.9, 34 KW @ 550, ROCK , \$ NA (Selcom)

SANTA FE, NM

Market # 325/Pop: 78,700
APR 18.9

Revenue : \$1,160,880
Income : \$ 53,275

Diaries: 265
FM Share: 51.85%

12+ METRO	1/4/SHARE	SPG 81	SPG 80	12+ CUME
1. KDCE	18/15.0	6.3	14.1	1. KVSF 225
2. KVSF	16/13.3	6.3	12.0	2. KFMG-F 192
3. KFMG-F	12/10.0	12.6	7.6	3. KTRC 134
KKJY-F	12/10.0	12.6	7.6	4. KKJY-F 133
KWXL-F	12/10.0	13.7	6.5	5. KWXL-F 124
6. KAFE	10/ 8.3	6.3	5.4	6. KAFE 117
				KDCE 117

KDCE, 970, 1 KW, SPANISH MBS, \$ 9.75 (Lotus) (ESPANOLA)
 KVSF, 1260, 5 KW/1 KW, CONTEMP Source, RKO II, \$15.00 (PRO)
 KAFE, 810, 5 KW, COUNTRY CBS, \$ 6.50 (Hix)

Others - see Albuquerque

SANTA ROSA, CA

Market # 126/Pop: 313,600
APR 18.4

Revenue : \$2,233,224
Income : \$ 35,556

Diaries: 485
FM Share: 38.19%

12+ METRO	1/4/SHARE	FAL 81	SPG 81	FAL 80	SPG 80	12+ CUME
1. KGO	56/11.5	10.3	9.1	10.1	11.4	1. KFRC 612
2. KNEW	44/ 9.1	8.0	8.4	8.5	6.1	2. KGO 518
3. KABL	36/ 7.4	5.0	5.6	3.9	2.8	3. KNEW 491
4. KCBS	30/ 6.2	6.9	6.3	4.7	7.8	4. KCBS 480
5. KFRC	28/ 5.8	6.9	8.9	10.9	9.8	5. KNBR 461
6. KZST-F	25/ 5.2	7.6	6.5	6.2	3.8	6. KABL 403

KZST-F, 100.1, 3 KW @ 240, BTFL MUS , \$20.00 (Selcom)

Other stations - see San Francisco

SIOUX CITY, IA

Market # 267/Pop: 117,700
APR 16.5

Revenue : \$1,696,958
Income : \$ 47,368

Diaries: 314
FM Share: 48.27%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KSEZ-F	37/23.6	29.2	25.0
2. KSCS	31/19.7	16.2	22.6
3. KWSL	23/14.6	16.2	7.3
4. KZZL-F	18/11.5	7.7	8.5
5. KMNS	17/10.8	6.2	9.1
6. KBCM-F	15/ 9.6	9.2	9.8

12+ TSA	1/4/CUME
1. KSEZ-F	56/721
2. KBCM-F	37/411
3. KSCJ	36/399
4. KWSL	29/538
5. KZZL-F	28/305
6. WNAX	27/363

KSCJ, 1360, 5 KW, MOR
KMNS, 620, 1 KW, COUNTRY
KWSL, 1470, 5 KW, CONTEMP
WSEZ-F, 97.9, 62 KW @ 280, ROCK
KBCM-F, 95.5, 100 KW @ 898, COUNTRY
KZZL-F, 99.5, 100 KW @ 794, BTFL MUS
WNAX, 570, 5 KW, COUNTRY

ABC-I, \$13.00 (Masla)
MBS, \$15.00 (Mc-Guild) Sentry
ABC-C, \$13.00 (Roslin)
ABC-F, \$15.00 (Mc-Guild) Sentry
APR, \$24.00 (PRO)
, \$11.00 (Market 4)
CBS, \$ NA (Katz) Park (YANKTON)

SPRINGFIELD, IL

Market # 180/Pop: 190,000
APR 16.9

Revenue : \$3,520,777
Income : \$ 465,279

Diaries: 355
FM Share: 47.54%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WTAX	45/16.9	15.7	18.5
2. WDBR-F	39/14.7	15.7	17.7
3. WMAY	35/13.2	11.4	14.0
4. WFMB-F	29/10.9	11.8	11.7
5. WCUS	24/ 9.0	8.6	9.8
6. WVEM	23/ 8.6	9.0	6.0

12+ TSA	1/4/CUME
1. WTAX	49/602
2. WFMB-F	46/536
3. WMAY	45/569
4. WDBR-F	41/597
5. WVEM-F	25/382
6. WCVS	24/459

WCVS, 1450, 1 KW/250 W, AC
WMAY, 970, 1 KW/500 W, COUNTRY
WTAX, 1240, 1 KW/250 W, AC
WDBR-F, 103.7, 20 KW @ 318, ROCK
WFMB-F, 104.5, 18 KW @ 427, COUNTRY
WVEM-F, 101.9, 50 KW @ 300, BTFL MUS

ABC-C, \$20.00 (Mc-Guild) Eastern
NBC, \$20.25 (HNW) Midwest Family
CBS, \$28.98 (Eastman) Sentry
, \$28.98 (Eastman) Sentry
ABC-I, \$20.00 (Mc-Guild) Eastern
ABC-E, \$12.00 (----)

STAUNTON-WAYNESBORO, VA

Market # NA/Pop: 78,700 (12+)
APR 17.5

Revenue : NA
Income : NA

Diaries: 302
FM Share: 17.88%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WKDW	54/39.1	30.3	31.1
2. WTON	30/21.7	18.5	17.6
3. WSGM-F	14/10.1	14.3	12.6
4. WVA	7/ 5.1	7.6	1.7

12+ TSA	1/4/CUME
1. WKDW	59/379
2. WTON	31/361
3. WSGM-F	14/214
WXLK-F	14/127

WKDW, 900, 1 KW (DAYS), COUNTRY
WTON, 1240, 1 KW/250 W, MOR
WVA, 550, 5 KW/1 KW, NOSTALGIA
WSGM-F, 93.5, 3 KW @ 352, ROCK

, \$ 9.50 (----)
ABC-E, \$ 8.50 (---)
, \$11.00 (PRO) Gilmore (HARRISONBURG)
, \$ 7.25 (----)

WXLK-F - See Roanoke

TEXARKANA, TX

Market # 248/Pop: 130,200
APR 15.8

Revenue : \$1,755,076
Income : \$ 235,527

Diaries: 386
FM Share: 57.05%

12+ METRO 1/4/SHARE SPG 81

- 1. KADO-F 35/20.8 10.9
- 2. KOSY-F 26/15.5 14.3
- 3. KCMC 25/14.9 10.9
- 4. KADO 18/10.7 22.4
- 5. KTFS 14/ 8.3 16.3

12+ TSA 1/4/CUME

- 1. KADO-F 40/303
- 2. KOSY-F 26/388
- 3. KCMC 25/375
- 4. KADO 21/292
- 5. KRMD-F 15/211

KADO, 940, 2.5 KW (DAYS), COUNTRY
KTFS, 1400, 1 KW/250 W, ROCK
KCMC, 740, 1 KW, COUNTRY
KOSY-F, 102.5, 35 KW @ 265, ROCK
KADO-F, 107.1, 3 KW @ 160, BLACK

ABC-E, \$12.50 (Roberts)
ABC-I, \$ 7.00 (PRO)
MBS, \$11.00 (Masla)
, \$10.75 (Savalli)
ABC-C, \$ 8.25 (Lazar)

TUSCALOOSA, AL

Market # 225/Pop: 140,800
APR 17.1

Revenue : \$1,880,963
Income : \$ 32,253

Diaries: 592
FM Share: 67.02%

12+ METRO 1/4/SHARE

- 1. WTUG-F 37/18.6
- 2. WUOA 24/12.1
- 3. WTSK 21/10.6
- 4. WACT-F 17/ 8.5
- 5. WJRD 16/ 8.0

12+ TSA 1/4/CUME

- 1. WTUG-F 44/339
- 2. WUOA-F 28/352
- 3. WTSK 27/278
- 4. WACT-F 17/282
- 5. WJRD 16/222

WJRD, 1150, 5 KW/1 KW, COUNTRY
WTSK, 790, 2.5 KW (DAYS), GOSPEL
WACT-F, 105.5, 3 KW @ 300, COUNTRY
WTUG-F, 92.7, 3 KW @ 300, BLACK
WUOA-F, 95.7, 100 KW @ 500, ROCK

CBS, \$10.10 (Torbet)
, \$ 7.00 (----)
, \$ 9.00 (PRO) New South
SBN, \$ 8.25 (Howard)
, \$12.50 (Smith)

VICTORIA, TX

Market # 333/Pop: 71,300
APR 15.0

Revenue : \$1,290,630
Income : \$ 139,982

Diaries: 371
FM Share: 54.0%

12+ METRO 1/4/SHARE SPG 81 SPG 80

- 1. KVIC-F 21/24.4 25.3 7.7
- 2. KZEU-F 16/18.6 16.0 ----
- 3. KNAL 12/14.0 16.0 21.5
- 4. KCWM 10/11.6 10.7 38.5

12+ TSA 1/4/CUME

- 1. KVIC-F 33/380
- 2. KZEU-F 20/228
- 3. KNAL 16/216
- 4. KCWM 12/203

KNAL, 1410, 500 W, COUNTRY
KCWM, 1340, 1 KW, COUNTRY
KVIC-F, 95.1, 57 KW @ 500, ROCK
KZEU-F, 107.9, 49 KW @ 485, AC

MBS, \$10.00 (PRO)
, \$13.00 (Mc-Guild) Mayes
, \$13.00 (Mc-Guild) Mayes
, \$ 9.50 (Milam)

WATERTOWN, NY

Market # NA/Pop: 71,300 (12+)
APR 18.0

Revenue : NA
Income : NA

Diaries: 339
FM Share: 39.83%

12+ METRO 1/4/SHARE SPG 81 SPG 80

1. WTN	41.32.0	33.3	31.4
2. WNCQ-F	32/25.0	19.3	16.9
3. WOTT	14/10.9	7.9	16.9
4. WATN	11/ 8.6	10.5	5.1

12+ TSA 1/4/CUME

1. WTN	45/476
2. WNCQ-F	36/275
3. WOTT	14/229
4. WATN	11/137

WOTT, 1410, 5 KW/1 KW, ROCK
WATN, 1240, 1 KW/250 W, MOR
WTNY, 790, 1 KW, MOR
WNCQ-F, 97.5, 41 KW @ 285, COUNTRY

, \$11.00 (----)
NBC, \$12.00 (Market 4)
CBS, \$18.88 (Mc-Guild)
, \$11.00 (----)

WENATCHEE, WA

Market # NA/Pop: 58,000 (12+)
APR 14.3

Revenue : \$1,349,025
Income : \$ -36,939

Diaries: 376
FM Share: 38.02%

12+ METRO 1/4/SHARE FAL 81 SPG 81 FAL 80

1. KPQ	23/27.7	27.7	28.3	36.5
2. KPQ-F	17/20.5	12.8	18.5	13.5
3. KUEN	14/16.9	22.3	19.6	12.2
4. KYSR-F	10/12.0	11.7	1.1	----

12+ TSA 1/4/CUME

1. KPQ-F	36/399
2. KPQ	30/473
3. KUEN	14/136
4. KYSR-F	11/169

KPQ*
KUEN, 900, 1 KW (DAYS), COUNTRY
KYJR-F, 104.9, 105 W @ 1330, CONTEMP
KPQ-F*

MBS, \$9.00 (Gillis)
, \$9.00 (----)

*I refuse to print any information about these stations until they issue an understandable rate card and quit the deception concerning their antenna height.

WEST VENTURA COUNTY, CA

Market # NA/Pop: 301,700 (12+)
APR 16.5

Revenue : NA
Income : NA

Diaries: 333
FM Share: 62.73%

12+ METRO 1/4/SHARE

1. KMET-F	45/9.0
2. KBBY-F	33/6.6
3. KHAY-F	30/6.0
KLOS-F	30/6.0
5. KOXR	25/5.0

12+ CUME

1. KBBY-F	556
2. KMET-F	531
3. KLOS-F	434
4. KHAY-F	383
5. XTRA	357

KOXR, 910, 5 KW/1 KW, SPANISH , \$19.00 (Lotus)
KHAY-F, 100.7, 39 KW @ 2250, COUNTRY , \$13.00 (PRO)
KBBY-F, 95.1, 28 KW @ 315, ROCK Source, \$27.00 (Katz)

Lotus

Others - see Los Angeles

WICHITA FALLS, TX

Market # 246/Pop: 131,100
APR 16.4

Revenue : \$2,302,150
Income : \$ 106,814

Diaries: 360
FM Share: 74.0%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KKQV-F	45/25.3	19.8	10.2
KLUR-F	45/25.3	38.3	32.1
3. KNIN-F	28/15.7	6.6	10.2
4. KWFT	14/ 7.9	9.0	11.7
5. KTRN	12/ 6.7	7.2	9.5

12+ TSA	1/4/CUME
1. KLUR-F	62/778
2. KKQV-F	59/567
3. KNIN-F	44/517
4. WBAP	37/613
5. KWFT	26/447

KTRN, 1290, 5 KW/1 KW, COUNTRY
KWFT, 620, 5 KW, MOR
KLUR-F, 99.9, 100 KW @ 820, COUNTRY
KKQV-F, 103.3, 100 KW @ 440, ROCK
KNIN-F, 92.9, 100 KW @ 925, BTFL MUS

MBS, \$10.25 (Masla)
CBS, \$15.75 (Torbet)
ABC-I, \$22.50 (Selcom)
RKO, \$ NA (MMR)
ABC-C, \$ NA (Mc-Guild)

WILLIAMSPORT, PA

Market # 265/Pop: 119,000
APR 19.5

Revenue : \$2,032,520
Income : \$ -225,329

Diaries: 304
FM Share: 58.23%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. WILQ-F	38/19.8	21.6	22.7
2. WWPA	29/15.1	13.5	14.4
3. WSQV-F	25/13.0	2.2	2.3
4. WKSB-F	20/10.4	12.4	12.1
5. WLYC	18/ 9.4	10.8	6.8

12+ TSA	1/4/CUME
1. WILQ-F	104/876
2. WOEZ-F	44/273
3. WKSB-F	42/595
4. WSQV-F	36/448
5. WMPT-F+	32/473

WWPA, 1340, 1 KW/250 W, AC
WLYC, 1050, 1 KW (DAYS), NOSTALGIA (Al Ham)
WILQ-F, 105.1, 3.8 KW @ 1300, COUNTRY
WSQV-F, 97.7, 3 KW @ 300, ROCK
WKSB-F, 102.7, 53 KW @ 1300, CONTEMP
WMPT-F+, 99.3, 3 KW @ 1230, CONTEMP

CBS, \$10.00 (RSR)
ABC-I, \$12.64 (PRO)
ABC-I, \$17.82 (PRO)
Source, \$13.00 (Christal) (JERSEY SHORE)
ABC-E, \$12.00 (HNW)
ABC-C, \$ 7.00 (Market 4)

YUMA, AZ

Market # 304/Pop: 95,800
APR 16.6

Revenue : \$1,072,220
Income : \$ -144,548

Diaries: 270
FM Share: 54.54%

12+ METRO	1/4/SHARE	SPG 81	SPG 80
1. KTTI-F	30/23.8	20.9	22.2
2. KBLU	27/21.4	14.5	12.2
3. KJOK-F	16/12.7	31.8	15.6
4. KVOY	10/ 7.9	16.4	18.9

12+ CUME	
1. KBLU	346
2. KTTI-F	318
3. KJOK-F	209
4. KVOY	160

KVOY, 1400, 1 KW/250 W, MOR/COUNTRY
KBLU, 560, 1 KW, AC
KTTI-F, 95.1, 25 KW @ 76, COUNTRY
KJOK-F, 93.1, 100 KW @ 80, CONTEMP

ABC-I, \$13.30 (PRO)
NBC, \$ 8.50 (Torbet)
CBS, \$10.00 (Howard)
, \$13.30 (PRO)

BIRCH MONTHLY REPORTS*

OKLAHOMA CITY BIRCH REPORT

JAN 82 - JUNE 82

<u>12+ METRO SHARE</u>						<u>12+ CUME RATING</u>					
	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KATT-F	12.5	11.0	11.9	12.2	17.8	1. KATT-F	21.9	20.1	21.8	21.8	22.6
2. KTOK	11.7	11.7	12.2	11.5	11.4	2. KTOK	21.2	22.7	22.6	21.6	22.2
3. KEBC-F	12.0	12.5	9.7	9.8	9.2	3. KEBC-F	22.9	21.6	21.0	21.5	21.2
4. KOMA	9.7	8.2	7.6	7.8	8.3	4. KOFM-F	18.4	17.5	18.6	19.6	20.5
5. KAEZ-F	5.4	5.8	4.7	5.4	7.3	5. WKY	15.0	16.2	14.6	14.2	18.3
6. KOFM-F	6.1	6.5	7.6	6.6	6.3	6. KOMA	21.8	19.1	19.5	19.7	17.5
7. KKLRF-F	5.1	4.1	6.9	9.1	5.8	7. KLTE-F	8.8	9.0	11.3	13.5	13.8
8. KLTE-F	3.4	3.6	4.4	5.2	5.2	8. KLNK-F	12.3	11.6	12.9	14.6	13.7
9. KLNK-F	3.6	4.4	4.0	4.1	5.0	9. KKNF-F	13.5	14.3	15.3	14.6	13.3
10. WKY	5.0	6.6	5.3	4.0	4.8	10. KXXY-F	17.1	17.6	17.1	17.2	12.3

MILWAUKEE-RACINE BIRCH REPORT

JAN 82 - JUNE 82

<u>12+ METRO SHARE</u>						<u>12+ CUME RATING</u>					
	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WQFM-F	8.2	7.9	9.2	7.6	8.8	1. WISN	25.4	23.2	27.3	32.1	36.2
2. WOKY	4.6	6.9	7.8	10.5	8.7	2. WTMJ	27.1	23.8	23.8	25.9	26.8
3. WISN	9.1	8.2	9.0	8.9	8.6	3. WLPX-F	19.7	19.4	20.9	22.1	24.5
4. WBCS-F	8.6	9.1	7.9	6.8	6.7	4. WQFM-F	16.8	17.6	20.8	20.6	23.4
5. WEZW-F	7.3	7.1	6.7	5.4	6.5	5. WOKY	11.6	13.9	16.7	19.2	22.6
6. WLPX-F	8.9	7.4	6.5	7.0	6.1	6. WZUU-F	17.9	16.9	15.5	18.4	22.2
WZUU-F	6.6	6.7	6.1	5.3	6.1	7. WKTI-F	13.6	14.2	19.0	20.1	21.7
8. WTMJ	11.9	9.3	8.5	7.0	5.9	8. WBCS-F	16.9	14.8	15.6	18.2	20.6
9. WKTI-F	3.6	3.9	5.2	5.4	5.7	9. WEZW-F	12.6	12.2	13.2	14.2	18.3
10. WZUU	2.3	2.9	3.0	3.6	4.0	10. WMYX-F	6.5	6.2	9.4	10.9	12.3
11. WLUM-F	3.4	3.5	2.4	3.5	3.9	11. WZUU	7.2	7.9	8.8	9.3	11.3
12. WMIL-F	---	---	---	1.9	3.4	12. WFMR-F	6.4	7.0	8.5	10.7	11.0
WMYX-F	3.0	2.6	3.8	4.3	3.4	13. WMIL-F	---	---	---	3.5	8.7

SAN ANTONIO BIRCH REPORT

JAN 82 - JUNE 82

<u>12+ METRO SHARE</u>						<u>12+ CUME RATING</u>					
	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KISS-F	18.3	19.5	17.8	17.5	15.4	1. KTSA	14.4	15.1	18.9	23.2	22.3
2. KTFM-F	11.3	14.0	15.0	12.1	12.0	2. KISS-F	15.5	16.9	20.2	22.9	22.0
3. KKYX	6.5	6.6	5.7	6.5	7.9	3. KTFM-F	16.0	16.6	19.7	21.2	20.4
4. KLLS-F	4.2	6.3	7.4	7.0	7.3	4. KITY-F	9.3	9.5	12.9	16.3	18.1
5. KTSA	7.4	6.5	6.6	6.5	6.7	5. KLLS-F	6.3	8.3	10.9	13.0	14.5
6. KITY-F	6.6	5.0	5.7	5.8	6.6	6. KONO	7.2	7.2	8.2	10.9	13.8
KONO	5.2	4.2	3.4	3.8	6.6	7. KKYX	10.5	10.5	10.5	14.0	13.7
8. KAJA-F	4.9	5.9	5.8	5.3	5.6	8. KBUC	9.3	8.9	8.0	10.2	12.1
9. KBUC	7.3	6.5	4.2	4.7	5.5	9. KAJA-F	8.0	8.8	9.6	10.8	11.7
10. WOAI	4.4	5.0	6.4	6.7	4.9	10. WOAI	11.0	10.7	12.4	14.2	10.1

* Tables show 12+ Metro Share and 12+ Cume Rating. Monday through Sunday, 6AM-Midnight.

LOUISVILLE BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WQMF-F	9.2	12.5	12.8	11.2	12.0
2. WLRS-F	7.4	8.1	6.4	8.4	9.1
3. WRKA-F	8.9	8.7	8.8	8.2	8.7
4. WLOU	7.9	5.8	5.3	6.2	8.5
5. WAMZ-F	7.6	7.7	9.4	9.0	8.0
6. WVEZ-F	11.1	10.1	7.9	7.9	7.6
7. WHAS	7.4	7.3	7.6	6.6	7.4
8. WKJJ-F	7.4	8.5	9.5	8.1	7.2
9. WAKY	4.3	5.1	6.7	8.0	6.3
10. WCII	8.4	6.9	5.9	6.1	5.8
11. WAVG	7.9	8.4	8.3	6.3	5.0

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WLRS-F	17.5	17.1	17.7	20.3	20.8
2. WQMF-F	18.4	18.6	19.4	19.3	18.9
3. WKJJ-F	19.4	20.0	20.4	18.4	18.7
4. WHAS	24.5	23.4	21.3	18.5	17.5
5. WRKA-F	19.1	16.3	13.9	15.8	17.3
6. WAMZ-F	15.9	14.0	14.8	15.6	16.5
7. WAKY	13.3	14.6	16.2	16.9	15.6
8. WAVG	19.4	19.5	18.6	16.3	14.7
9. WCII	14.0	12.5	12.5	12.2	12.9
10. WVEZ-F	15.1	13.1	12.4	12.0	10.9
11. WLOU	7.7	7.8	6.9	6.6	7.4

PORTLAND OREGON BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KGON-F	23.3	25.6	21.1	20.0	18.6
2. KINK	6.9	6.6	8.1	8.1	10.2
3. KGW	8.2	7.0	6.7	6.3	7.0
4. KCNR-F	4.8	6.9	5.8	6.0	6.9
5. KXL-F	3.2	3.5	3.4	2.8	6.0
6. KLLB-F	3.8	5.4	5.7	6.3	5.2
7. KUPL-F	6.1	5.6	5.8	4.8	4.6
8. KWJJ	5.2	4.8	4.6	3.1	4.5
9. KEX	6.8	5.3	6.5	6.1	4.3
10. KUPL	3.1	3.5	2.6	3.6	3.9
11. KYTE	2.9	3.3	4.3	3.1	3.4
12. KQFM-F	1.2	2.0	2.3	3.0	3.0
13. KMJK-F	1.0	1.1	1.7	1.4	2.7

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KGON-F	21.7	21.7	25.3	26.5	24.8
2. KGW	18.9	16.2	22.7	24.3	24.3
3. KINK	9.9	10.0	15.9	17.0	16.6
4. KCNR-F	8.9	10.2	14.0	16.5	16.4
5. KEX	15.0	12.9	15.9	14.6	14.0
6. KLLB-F	7.1	7.4	12.5	13.7	13.0
7. KWJJ	9.0	9.0	11.2	10.9	11.7
8. KYXI	7.5	6.1	7.5	10.2	9.8
9. KQFM-F	1.2	2.0	2.3	3.0	3.0
10. KUPL-F	9.1	8.9	11.6	10.1	8.9
11. KYTE	6.7	7.2	9.6	7.9	8.2
12. KUPL	6.3	6.0	7.0	7.5	7.1
13. KXL-F	5.7	4.5	4.8	5.4	6.6

HARTFORD/NEW BRITAIN BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WTIC	23.1	24.2	23.1	21.0	18.8
2. WHCN-F	7.8	8.5	9.8	8.9	9.3
3. WTIC-F	5.1	4.2	5.7	7.1	8.8
4. WCCC-F	6.7	7.9	10.0	8.4	6.3
5. WRCH-F	6.8	7.4	5.9	5.6	5.7
6. WKSS-F	4.5	4.5	3.7	4.9	4.5
7. WPOP	5.3	4.2	2.6	3.5	4.2
8. WRCQ	1.2	0.8	2.1	4.4	4.1
9. WWYZ-F	3.7	4.4	3.6	2.5	4.0
10. WDRC-F	3.5	3.6	3.2	3.1	3.8
11. WIOF-F	4.9	3.1	3.4	3.8	3.3

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WTIC	39.3	40.8	40.7	41.7	37.8
2. WHCN-F	13.5	13.7	17.9	21.5	20.3
3. WCCC-F	13.0	13.8	19.0	20.9	19.4
4. WTIC-F	8.5	9.1	13.6	17.9	17.7
5. WDRC-F	6.9	7.9	12.1	14.7	14.0
6. WPOP	11.0	9.9	9.3	11.0	11.7
7. WIOF-F	7.7	5.9	7.6	9.8	10.0
WRCH-F	8.8	9.2	9.8	10.1	10.0
9. WKSS-F	6.8	6.4	8.3	10.5	9.7
10. WPLR-F	4.1	3.9	5.4	7.9	8.7
11. WDRC	8.0	7.5	9.1	9.2	8.3

BIRMINGHAM BIRCH REPORT

FEB 82 - JUNE 82

12+ METRO SHARE

12+ CUME RATING

	<u>FEB</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WZZK	19.8	18.2	16.0	17.0	16.1
2. WKXX	13.8	15.4	14.3	13.2	15.0
3. WENN-F	9.6	10.4	13.6	15.9	14.7
4. WAPI-F	6.9	7.8	9.3	7.5	5.8
5. WRKK	6.6	5.5	4.2	2.7	5.1
6. WSGN	10.0	6.7	5.0	5.9	4.9
7. WQEZ	5.2	6.3	5.8	4.2	4.4
8. WENN	2.4	2.7	2.4	2.0	4.1
9. WJLD	3.0	3.0	2.9	3.6	3.8
10. WATV	3.8	3.9	3.8	3.2	3.1

	<u>FEB</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WKXX	23.9	22.3	23.3	25.0	22.0
2. WZZK	28.6	25.6	26.9	28.5	21.5
3. WENN-F	11.4	11.2	14.1	16.9	17.3
4. WSGN	18.8	16.4	16.2	15.9	12.8
5. WAPI-F	9.5	11.9	15.1	15.1	12.3
6. WERC	9.3	7.8	8.0	10.1	10.9
7. WRKK	11.1	10.4	10.3	9.7	9.5
8. WJLD	7.5	7.8	8.6	8.9	8.6
9. WQEZ	9.5	8.5	8.9	9.8	8.1
10. WVOK	6.6	5.5	4.9	7.8	7.9

JACKSONVILLE BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WFYV-F	12.4	20.4	23.3	18.4	15.9
2. WKTZ-F	9.6	9.4	7.8	11.4	12.6
3. WAIV-F	12.7	12.4	11.6	11.3	11.0
4. WIVY-F	15.4	13.5	11.4	11.6	10.4
5. WJAX-F	5.9	4.5	4.6	6.4	7.9
6. WQIK-F	10.4	9.2	10.4	8.4	7.3
7. WCRJ-F	1.6	0.9	0.4	3.0	6.2
8. WPDQ	3.5	3.0	3.5	4.1	3.9
9. WVOJ	2.5	3.1	3.3	3.0	2.9
10. WAPE	5.1	5.5	4.6	3.8	2.8

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WIVY-F	19.8	20.3	22.3	25.3	27.8
2. WAIV-F	17.0	16.7	18.1	21.6	23.0
3. WFYV-F	15.1	19.2	22.2	21.8	22.2
4. WKTZ-F	10.1	9.7	10.9	15.9	19.7
5. WQIK-F	13.8	13.5	17.0	18.8	18.2
6. WAPE	8.2	7.1	8.6	11.9	12.9
7. WJAX-F	7.3	6.5	8.8	11.3	12.2
8. WCRJ-F	1.9	1.8	1.6	6.3	11.8
9. WPDQ	7.0	5.8	7.2	8.1	8.3
10. WVOJ	5.2	5.3	6.5	6.8	7.1

RICHMOND BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WRVQ	14.3	17.8	18.3	16.8	16.6
2. WRVQ	23.7	18.1	15.7	14.2	14.6
3. WRXL	13.6	13.8	10.8	11.3	13.2
4. WPLZ	8.1	7.3	9.0	9.8	7.4
5. WTVR-F	2.9	2.0	3.8	5.4	7.2
6. WRNL	5.4	8.1	8.8	7.4	6.8
7. WEZS	6.1	6.0	6.8	6.5	6.2
8. WENZ	1.6	2.7	3.3	4.3	5.0
9. WANT	2.7	3.0	2.5	3.8	3.6
10. WGOE	1.9	1.3	2.5	3.5	3.2

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WRVQ	25.9	25.9	29.9	34.2	35.5
2. WRVA	26.0	32.6	32.3	31.8	34.1
3. WRXL	17.4	18.0	18.1	20.8	24.2
4. WRNL	11.9	14.6	16.3	14.8	14.4
5. WTVR-F	5.8	4.1	5.3	9.4	12.8
WEZS	9.7	9.9	10.3	12.0	12.8
7. WPLZ	11.7	10.2	11.7	13.8	11.9
8. WANT	7.5	6.8	8.3	10.8	10.8
9. WLEE	10.1	7.9	7.3	7.8	9.1
10. WENZ	4.4	5.5	6.6	6.8	7.3

SEATTLE/TACOMA BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KISW-F	12.4	12.0	11.0	10.5	12.3
2. KIRO	11.4	10.9	8.8	8.5	7.6
3. KZOK-F	5.0	5.1	5.6	6.0	7.0
4. KUBE-F	5.4	4.9	6.3	6.0	5.6
5. KOMO	5.5	5.8	5.9	5.7	4.5
6. KVI	4.2	4.6	5.1	4.4	4.3
7. KKFX	1.7	1.1	1.4	2.9	4.1
8. KNBQ	2.6	2.5	3.3	3.6	3.9
KSEA-F	5.3	5.7	4.6	4.2	3.9
10. KBRD-F	3.2	4.0	4.4	3.6	3.6
11. KJR	4.1	4.2	3.8	4.0	3.4
KING-F	3.0	2.3	3.4	4.1	3.4
13. KZAM-F	2.8	3.2	3.4	2.5	3.3
14. KMPS	3.2	3.1	1.8	2.9	2.8
15. KMPS-F	2.0	3.0	3.8	3.2	2.6

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KIRO	23.8	29.8	20.7	19.9	17.9
2. KISW-F	17.3	21.6	16.0	15.3	15.4
3. KZOK-F	9.9	13.2	11.9	12.7	12.9
4. KVI	9.0	12.2	10.9	12.3	12.4
5. KOMO	13.1	17.0	12.5	12.5	11.3
6. KJR	11.2	12.8	9.5	10.7	10.9
7. KUBE-F	9.6	11.1	9.9	9.8	9.1
8. KING	9.6	10.8	6.3	6.5	8.2
9. KSEA-F	7.7	10.0	7.2	7.4	7.6
10. KZAM-F	6.9	8.5	6.1	6.1	7.5
11. KNBQ	4.0	4.6	5.2	5.7	6.3
12. KYYX-F	6.0	7.4	5.1	5.5	5.9
13. KING-F	6.0	6.5	6.0	7.1	5.8
14. KPLZ-F	4.3	5.6	4.3	4.3	5.3
15. KMPS-F	3.7	5.5	4.9	5.3	5.2

MEMPHIS BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WZXR	13.2	18.6	19.9	18.7	18.2
2. WMC-F	12.6	12.3	10.8	11.4	12.5
3. WHRK	9.2	7.1	10.9	12.0	10.8
4. WMC	9.9	10.6	9.6	9.9	9.1
5. KWAM-F	3.1	6.8	7.5	6.7	8.6
6. WRVR	6.4	7.2	5.8	6.1	6.9
7. WEZI	8.1	7.4	6.6	5.3	6.3
8. WDIA	4.9	5.6	6.5	6.3	5.5
9. WMPS	4.8	3.8	3.8	4.6	4.2
10. WREC	3.2	4.4	4.7	4.4	4.0
11. WLVS	4.4	4.5	2.2	1.8	3.0

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WMC-F	26.6	24.0	24.1	27.1	28.0
2. WZXR	19.2	19.8	20.5	23.3	24.7
3. WMC	20.4	19.4	18.1	17.9	19.7
4. WHRK	17.4	14.0	15.9	18.6	18.7
5. WRVR	16.9	15.1	13.7	15.0	17.0
6. WDIA	15.9	10.8	13.7	15.0	15.9
7. WEZI	14.3	12.6	9.5	11.0	14.9
8. KWAM-F	4.4	9.6	10.8	10.2	13.3
9. WLOK	11.6	8.3	9.9	10.3	10.3
WREC	9.7	10.6	9.8	9.6	10.3
11. WHBQ	12.9	9.5	8.4	8.3	9.0

KNOXVILLE BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WIVK-F	24.6	24.6	24.6	24.9	26.1
2. WOKI-F	6.6	5.4	7.0	10.8	13.2
3. WEZK-F	15.0	14.1	11.2	10.0	12.3
4. WMYU-F	14.6	15.1	14.4	13.9	11.6
5. WIMZ-F	10.4	9.7	11.3	11.7	11.4
6. WNOX	5.4	5.5	4.9	5.1	5.4
7. WBMK	2.7	2.7	4.0	4.8	4.7
8. WRJZ	1.3	2.9	4.4	4.8	3.2
9. WGAP	3.9	4.2	3.5	1.0	2.5
10. WIVK	3.0	4.0	3.9	3.6	2.3

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WIVK-F	25.3	24.8	22.9	20.9	20.9
2. WOKI-F	9.8	9.7	10.9	13.0	15.2
3. WMYU-F	16.0	18.7	17.2	15.3	14.1
4. WIMZ-F	12.4	12.6	13.1	12.0	12.7
5. WEZK-F	11.7	12.3	9.8	8.5	11.2
6. WGAP	6.6	6.5	6.1	3.2	5.5
7. WNOX	10.1	11.4	9.6	7.5	5.4
8. WIVK	4.2	5.0	4.5	4.2	3.9
WRJZ	2.8	4.6	4.8	4.3	3.9
10. WBMK	3.3	3.4	3.7	3.7	3.1

ORLANDO BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WDIZ	17.6	20.5	18.6	16.2	13.9	1. WBJW	14.8	13.7	21.4	30.0	27.3
2. WBJW	10.2	10.7	11.3	11.5	12.3	2. WDIZ	15.9	16.2	19.6	24.2	21.7
3. WDBO-F	11.8	8.8	8.8	8.4	8.3	3. WHOO-F	11.0	10.9	14.4	16.5	17.6
4. WHLY	8.1	6.4	6.5	7.6	8.0	4. WHLY	10.0	8.8	12.5	16.3	17.1
5. WHOO-F	8.7	9.1	9.9	7.7	7.8	5. WDBO	10.0	8.1	12.6	16.5	17.0
6. WDBO	7.0	5.9	6.3	5.9	7.2	6. WDBO-F	14.5	12.0	13.9	14.5	15.6
7. WKIS	4.8	5.3	5.6	6.4	6.3	7. WHOO	9.8	10.1	13.0	13.9	13.2
8. WHOO	6.7	6.1	7.2	6.9	6.2	8. WKIS	7.1	8.9	12.3	14.6	12.9
9. WJYO	3.2	3.0	3.6	4.4	5.4	9. WJYO	5.0	4.8	8.0	10.9	10.7
10. WORL	4.6	6.7	4.4	4.8	5.3	10. WLOQ	4.3	4.9	6.6	9.1	9.1

NORFOLK BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WCMS-F	12.0	10.5	7.8	11.4	13.6	1. WMYK-F	15.3	16.6	13.6	13.1	12.9
2. WMYK-F	15.3	16.6	13.6	13.1	12.9	2. WNOR-F	19.0	18.8	19.6	23.1	23.9
3. WNOR-F	7.4	8.2	10.1	10.7	10.5	3. WCMS-F	18.4	16.9	16.0	20.4	23.0
4. WLTY-F	10.3	8.3	8.2	9.3	8.5	4. WLTY-F	18.5	17.8	17.3	20.2	21.5
5. WFOG-F	8.9	7.8	6.9	8.0	8.4	5. WFOG-F	15.4	13.7	11.9	13.3	14.6
6. WTAR	5.6	3.9	4.3	5.9	5.7	6. WTAR	14.2	12.6	12.6	13.4	14.0
7. WNOR	2.5	4.5	5.8	4.8	5.6	7. WNOR	7.3	10.2	11.4	10.3	11.6
8. WOWI-F	4.7	6.6	7.5	4.5	5.5	WOWI-F	10.3	14.9	15.1	8.9	11.6
9. WPCE	2.7	3.1	2.3	2.2	3.8	9. WRAP	11.2	12.4	12.4	9.3	10.0
10. WRAP	3.2	3.4	3.8	2.8	2.9	10. WGH	9.8	9.3	9.2	9.9	9.5
11. WGH	4.2	4.6	3.6	3.2	2.8	11. WQRK-F	8.1	6.7	5.9	7.4	9.3
12. WWDE-F	2.4	2.1	3.4	3.2	2.7	12. WWDE-F	6.6	6.2	7.3	8.1	8.3
13. WCMS	3.4	3.0	3.7	3.6	2.6	13. WNIS	8.0	7.5	6.4	6.3	6.0
14. WNIS	3.5	2.4	1.7	2.1	2.5	14. WCMS	6.1	5.7	7.0	5.9	5.3

CHARLOTTE BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WROQ-F	12.5	12.7	13.1	13.5	17.6	1. WROQ-F	24.1	21.0	22.5	24.7	26.1
2. WSOC-F	20.9	16.1	14.1	13.8	12.9	2. WBCY-F	23.7	19.7	21.0	24.4	25.9
3. WBT	14.2	13.7	12.9	11.6	12.5	3. WBT	30.7	29.1	29.7	27.5	25.5
4. WBCY-F	11.4	8.3	9.2	12.0	11.6	4. WSOC-F	27.6	23.4	24.9	25.1	22.1
5. WPEG-F	7.0	7.3	10.2	10.8	10.1	5. WAYS	18.2	17.1	21.7	23.2	19.0
6. WEZC-F	7.8	8.6	8.5	7.1	6.7	6. WPEG-F	11.0	10.9	13.2	14.4	14.1
7. WAYS	6.5	6.0	6.4	7.2	5.5	7. WEZC-F	13.7	14.8	14.9	14.1	12.8
8. WLVV-F	3.3	2.4	2.6	3.5	4.3	8. WLVV-F	6.4	6.5	7.9	9.9	10.1
9. WGIV	1.8	4.8	4.9	4.3	3.6	9. WGIV	5.8	8.6	9.7	10.1	9.3
10. WQCC	0.6	2.2	2.4	1.8	2.4	10. WZXI-F	6.4	5.4	5.8	7.3	7.4

BOSTON BIRCH REPORT

MAR 82 - JULY 82

12+ METRO SHARE

	<u>MAR</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WXKS-F	9.6	10.7	10.3	10.2	12.4
2. WCOZ-F	10.2	10.0	10.8	10.9	10.7
3. WBZ	9.9	9.4	10.6	9.5	7.8
4. WHDH	8.0	8.9	9.1	8.6	7.4
5. WBCN-F	7.1	7.3	7.4	6.7	6.9
6. WJIB-F	7.3	5.2	4.2	5.0	4.9
7. WEEI	5.4	5.1	3.9	4.6	4.6
8. WROR-F	3.6	3.8	4.6	4.3	4.1
9. WEEI-F	4.6	4.8	5.3	4.4	3.9
10. WMJX-F	4.2	4.3	3.2	3.0	3.5
WRKO	3.2	3.2	2.4	2.1	3.5
12. WVBF-F	2.0	1.9	2.1	3.2	3.1

12+ CUME RATING

	<u>MAR</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WCOZ-F	20.8	19.7	20.4	19.6	19.6
2. WBZ	22.8	20.0	17.5	17.5	17.3
3. WXKS-F	14.5	14.7	13.9	14.6	16.4
4. WBCN-F	11.7	11.9	13.2	13.4	13.8
5. WHDH	16.5	16.5	16.2	14.9	12.5
6. WEEI	14.8	11.6	7.7	10.7	11.3
7. WEEI-F	9.5	9.0	11.1	10.9	8.8
8. WROR-F	9.1	7.6	8.4	9.0	8.6
9. WMJX-F	7.4	6.7	6.9	7.7	8.2
10. WJIB-F	9.8	8.4	7.7	8.5	7.4
11. WRKO	8.6	7.8	7.0	6.6	7.1
12. WVBF-F	5.9	5.2	5.7	6.8	6.4

WASHINGTON BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WKYS-F	9.6	10.1	10.4	9.8	9.3
2. WHUR-F	9.8	8.3	7.6	7.6	8.4
3. WMAL	6.6	6.5	8.1	7.8	7.6
4. WRQX-F	6.5	6.4	4.8	5.1	6.4
5. WAVA-F	4.8	5.9	6.1	5.9	6.0
6. WGAY-F	5.2	4.2	5.2	6.5	5.7
7. WPGC-F	5.5	5.4	5.3	5.2	5.0
8. WMZQ-F	3.9	3.6	3.5	4.3	4.9
9. WWDC-F	8.5	7.9	6.2	5.4	4.6
10. WRC	2.8	3.5	3.5	3.4	3.7
11. WASH-F	3.2	3.0	3.1	3.0	3.6
12. WLTT-F	3.5	4.4	4.2	3.7	3.5
13. WPKX-F	2.1	2.5	3.4	2.5	3.3
WXTR-F				2.0	3.3

12+ CUME RATING

	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WRQX-F	14.7	17.8	20.0	18.8	18.9
2. WWDC-F	17.2	20.0	19.8	17.7	17.5
3. WMAL	15.2	14.7	16.0	15.7	17.4
4. WPGC-F	10.7	13.3	15.8	15.4	15.5
5. WKYS-F	13.2	13.1	14.4	14.6	15.1
6. WAVA-F	8.9	11.5	12.8	12.4	12.4
7. WHUR-F	10.8	11.2	12.7	12.0	12.2
8. WOOK-F	8.2	8.4	10.4	11.8	11.9
9. WLTT-F	6.4	9.1	11.0	11.0	11.0
10. WGAY-F	8.4	9.4	11.1	11.1	10.7
11. WTOP	9.1	10.5	10.9	9.8	10.3
12. WASH-F	7.0	8.7	11.0	10.0	9.4
13. WRC	6.0	7.1	6.5	7.2	9.2
14. WPKX-F	4.3	4.7	8.9	8.7	8.8

PITTSBURGH BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KDKA	21.9	23.2	24.4	25.3	25.4	24.6
2. WDVE-F	9.0	10.3	11.5	10.5	11.4	12.8
3. WBZZ-F	6.6	8.8	9.5	8.1	8.1	8.6
4. WAMO-F	7.6	6.0	4.8	6.3	7.9	7.9
5. WXXK-F	5.1	4.6	4.8	5.3	4.6	5.4
6. WSHH-F	4.3	4.3	4.5	3.6	3.7	4.1
7. WTAE	5.3	5.0	4.3	5.0	4.4	3.9
8. WJAS	6.0	5.3	4.4	4.6	4.0	3.8
9. KQV	4.8	4.5	3.4	3.2	3.5	3.5
10. WYDD-F	4.0	4.0	4.7	3.5	3.2	3.0
11. WEEP	1.7	1.6	1.7	1.8	2.2	2.3
12. WWSW-F	3.1	3.5	3.3	3.2	3.1	2.1

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KDKA	38.8	28.3	40.1	42.4	43.1	40.4
2. WDVE-F	16.4	17.5	17.6	17.3	18.4	18.8
3. WBZZ-F	10.3	11.7	12.8	14.1	14.7	15.3
4. WXXK-F	11.5	10.4	12.7	14.5	13.6	14.8
5. WYDD-F	10.7	11.1	10.9	9.4	9.6	10.3
6. WTAE	11.5	11.6	12.4	12.4	11.0	9.3
7. WAMO-F	9.4	8.2	8.3	8.5	8.2	9.1
8. KQV	8.3	9.7	7.9	6.5	7.8	7.8
9. WSHH-F	8.3	9.6	8.9	7.2	7.0	7.6
10. WJAS	8.6	8.7	8.0	8.8	7.9	6.2
11. WEEP	4.4	3.7	3.9	4.0	4.5	4.6
12. WWSW-F	7.1	8.4	6.9	6.0	5.9	4.2

CHICAGO BIRCH REPORT

FEB 82 - JULY 82

<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>						
	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WGN	8.8	8.6	9.8	8.2	7.6	9.0	1. WGN	18.0	17.6	19.4	18.7	17.8	18.3
2. WBBM-F	2.1	2.1	2.5	1.9	3.4	5.7	2. WLS	15.3	16.9	17.8	17.1	15.1	13.7
3. WMAQ	4.5	4.2	3.4	3.6	5.0	5.0	3. WBBM-F	7.0	8.0	7.3	6.0	9.0	13.5
WIND	5.2	5.9	5.6	5.0	5.3	5.0	4. WMAQ	11.9	11.6	11.7	13.0	13.9	13.3
5. WLUP-F	6.3	5.4	6.7	6.9	4.7	4.6	5. WBBM	12.8	12.8	14.5	14.2	13.3	12.8
WBBM	4.5	4.7	6.4	6.3	4.6	4.6	6. WLS-F	17.3	18.3	14.4	12.8	12.3	12.2
WBMX-F	3.7	3.3	4.1	4.8	5.3	4.6	7. WLUP-F	14.0	14.0	14.0	12.4	10.8	11.7
8. WJJD	0.7	0.8	1.7	3.0	3.5	4.4	8. WMET-F	11.8	12.3	12.1	11.3	9.6	10.2
9. WLOO-F	5.2	4.8	5.1	5.3	4.4	4.3	9. WKQX-F	9.2	9.9	8.9	7.6	7.6	8.9
10. WLS	4.9	5.5	5.3	5.4	4.7	4.0	10. WCLR-F	9.0	9.2	9.2	8.3	7.5	8.0
11. WLS-F	6.0	7.0	5.7	5.4	5.2	3.8	11. WLOO-F	8.9	8.5	9.1	8.6	8.0	7.8
12. WGCI-F	5.3	5.2	4.1	4.2	4.7	3.6	12. WFYR-F	9.4	9.1	8.5	8.5	8.4	7.3
13. WKQX-F	3.0	4.1	3.3	3.3	3.6	3.5	13. WGCI-F	9.4	8.8	7.4	7.6	8.2	7.2
14. WCLR-F	3.8	3.8	3.2	2.6	2.9	3.2	WIND	8.2	8.5	9.5	9.4	8.3	7.2
WLAK-F	2.4	2.6	2.8	2.7	3.1	3.2	15. WBMX-F	7.6	7.1	7.3	8.6	8.0	6.6
WXRT-F	2.7	3.5	3.6	2.5	1.9	3.2	WJJD	2.0	2.5	4.0	5.0	5.3	6.6
17. WMET-F	3.5	3.4	3.5	4.8	4.4	3.1	17. WXRT-F	6.2	7.1	6.5	5.3	5.1	6.1
18. WFYR-F	3.6	3.4	3.2	2.9	3.2	3.0	18. WLAK-F	6.0	6.1	5.1	5.5	6.4	5.6
19. WJEZ-F	2.3	2.5	1.7	1.9	2.3	2.5	19. WFMT-F	5.0	4.8	4.6	3.6	4.7	4.9
WJPC	2.0	2.3	2.4	2.5	2.2	2.5	20. WJPC	4.5	5.0	4.9	4.9	4.4	4.5

NEW YORK BIRCH REPORT

FEB 82 - JULY 82

<u>12+ METRO SHARE</u>							<u>12+ CUME RATING</u>						
	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WINS	7.6	5.9	5.3	5.4	6.2	6.7	1. WINS	17.8	13.6	12.6	13.3	13.5	15.9
2. WKTU-F	6.3	7.0	6.3	5.8	7.1	6.6	2. WPLJ-F	9.8	8.2	10.9	13.2	13.0	12.8
3. WPLJ-F	7.1	6.2	6.7	8.7	8.7	6.3	3. WKTU-F	11.0	11.7	11.0	11.1	11.3	11.8
4. WOR	5.2	6.4	7.0	6.0	5.9	6.0	4. WCBS	9.0	8.4	10.1	11.8	11.4	10.2
5. WRKS-F	8.4	8.1	5.9	5.4	5.8	5.7	5. WOR	10.6	11.1	10.3	9.4	9.1	9.4
6. WAPP-F	2.1	2.6	1.3	1.0	0.8	5.4	6. WYNY-F	8.7	7.8	8.2	8.3	7.5	9.1
7. WBLS-F	5.8	6.8	5.4	4.9	5.1	4.6	7. WRKS-F	10.4	10.2	8.1	7.9	7.9	8.7
8. WYNY-F	6.1	5.7	5.7	4.4	3.8	4.4	8. WNBC	7.5	6.7	7.5	7.5	8.0	8.6
9. WNBC	3.0	3.8	4.2	3.1	3.6	3.8	9. WBLS-F	9.5	10.2	8.2	8.2	7.9	8.5
WCBS	3.5	3.8	5.2	5.6	5.3	3.8	10. WABC	6.3	7.3	9.0	9.5	8.6	8.1
11. WNEW	2.8	2.5	2.3	2.9	3.5	3.3	11. WAPP-F	2.8	4.0	2.8	2.6	2.1	7.2
12. WNEW-F	2.6	1.9	2.5	3.7	3.2	2.8	12. WNEW	5.7	4.0	3.8	4.4	5.4	5.8
13. WPAT-F	2.3	1.3	2.1	2.0	1.9	2.7	13. WNEW-F	5.6	3.7	4.6	7.2	6.0	5.7
WMCA	2.8	3.4	3.0	2.0	2.1	2.7	14. WMCA	4.4	4.5	4.7	4.0	4.5	5.0
15. WHN	2.2	2.3	2.2	1.3	1.7	2.5	15. WPAT-F	4.3	2.5	4.3	4.8	3.9	4.6
16. WPAT	2.1	1.8	1.6	1.8	2.4	2.4	16. WPAT	4.1	3.3	3.3	3.4	3.4	4.5
17. WABC	2.7	4.3	4.4	3.4	2.8	2.3	17. WHN	3.4	3.4	4.2	3.6	3.4	4.3
18. WRFM-F	2.9	2.2	1.7	2.3	2.4	2.2	18. WPIX-F	2.3	1.8	3.0	4.3	3.9	4.1
19. WCBS-F	2.0	2.0	1.8	2.0	1.7	2.1	19. WCBS-F	3.5	2.4	3.5	4.3	3.5	4.0
							WQXR-F	2.3	1.9	3.3	3.9	3.6	3.9

TULSA BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KMOD-F	16.2	18.0	17.5	15.7	16.9
2. KRAV-F	15.8	12.5	11.8	15.8	16.4
3. KWEN-F	11.9	11.3	10.8	12.6	13.7
4. KVOO	11.6	14.2	13.2	11.7	11.6
5. KRMG	11.7	11.6	11.8	11.7	10.9
6. KBEZ-F	8.1	9.3	8.0	8.1	5.6
7. KTFX-F	6.0	4.7	3.7	4.3	5.5
8. KCFO-F	3.5	2.7	4.1	4.4	3.7
9. KGTO	1.1	1.7	3.6	3.2	2.0
10. KELI	1.6	1.9	2.6	2.0	1.6

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KRAV-F	25.2	22.1	21.8	24.7	27.1
2. KVOO	21.9	22.4	24.6	22.4	23.4
3. KMOD-F	19.2	20.0	21.5	19.5	23.1
4. KRMG	24.1	24.7	21.5	21.7	22.8
5. KWEN-F	14.2	13.3	14.4	16.8	19.3
6. KBEZ-F	9.8	10.4	13.3	12.4	9.7
7. KTFX-F	7.5	7.2	6.6	6.6	8.1
8. KCFO-F	5.2	4.1	4.8	6.8	7.8
KGTO	1.0	1.6	3.2	4.3	4.9
KELI	8.2	9.0	7.7	5.6	4.9

LOS ANGELES BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KABC	5.8	6.1	7.8	8.6	8.0	7.9
2. KLOS-F	5.6	5.6	6.3	6.2	5.8	5.9
3. KROQ-F	3.9	5.8	4.6	4.6	5.1	5.1
KMET-F	5.6	6.0	6.2	5.3	4.9	5.1
5. KNX	2.9	4.0	5.4	5.1	4.3	4.2
6. KFWB	3.7	3.3	3.9	5.4	3.9	3.9
7. KHTZ-F	3.3	2.9	2.4	2.6	3.5	3.5
8. KIIS-F	2.9	3.2	4.2	3.8	3.3	3.4
KRLA	3.1	2.6	2.9	3.1	3.4	3.4
10. KBIG-F	3.1	4.0	2.8	2.9	3.1	3.1
11. KIQQ-F	2.7	2.5	1.8	2.5	2.9	3.0
12. KRTH-F	3.3	2.9	2.9	3.5	2.9	2.9
13. KLAC	2.4	2.5	2.6	2.8	2.7	2.6
14. KGFJ	1.5	2.2	2.2	2.0	2.5	2.5
KLVE-F	1.7	0.9	0.5	0.7	2.5	2.5
KMPC	2.3	1.8	2.9	3.1	2.6	2.5
17. KJOI-F	2.9	3.2	3.1	2.9	2.5	2.4
KFI	2.1	3.1	3.6	3.0	2.4	2.4
19. KJLH-F	1.7	1.0	1.5	1.9	2.2	2.2

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KABC	9.2	8.3	7.9	9.1	5.6	7.9
2. KLOS-F	13.9	10.5	8.1	8.4	5.2	7.6
3. KNX	8.5	6.5	6.5	6.5	4.1	5.8
4. KMET-F	13.0	9.7	7.9	7.1	3.7	5.4
5. KFWB	9.5	6.5	6.4	6.9	3.5	5.0
6. KROQ-F	8.3	7.6	4.9	5.0	3.2	4.6
7. KIIS-F	5.8	4.8	4.5	4.4	2.7	3.9
8. KIQQ-F	6.6	5.0	2.8	3.5	2.5	3.6
9. KFI	5.2	4.3	4.1	4.0	2.4	3.4
10. KHTZ-F	6.9	4.8	2.9	3.0	2.1	3.0
KMPC	4.1	2.6	2.6	2.6	2.1	3.0
KRLA	5.8	3.6	3.0	3.1	2.1	3.0
13. KRTH-F	6.7	4.6	3.5	3.9	2.1	2.9
14. KALI	3.8	1.9	1.6	1.8	1.7	2.4
KGFJ	3.1	2.7	2.8	2.3	1.7	2.4
16. XTRA	5.2	4.2	2.6	2.3	1.6	2.3
KTNQ	2.0	1.7	1.1	1.0	1.6	2.3
18. KLVE-F	2.5	1.6	0.7	0.9	1.5	2.2
19. KUTE-F	3.4	2.2	2.1	1.9	1.4	2.1
KBIG-F	5.7	4.7	2.9	2.6	1.5	2.1

ATLANTA BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WKLS-F	13.8	16.2	18.0	16.2	14.5	13.2
2. WVVE-F	9.5	8.1	8.5	11.1	12.8	13.0
3. WZGC-F	11.2	10.8	10.4	10.0	10.3	11.2
4. WSB	7.9	7.6	6.8	7.7	8.1	8.8
5. WKHX	6.6	7.5	9.1	8.7	7.0	7.9
6. WQXI-F	8.6	9.8	10.3	9.8	8.6	7.7
7. WSB-F	3.3	3.0	3.9	4.9	5.9	5.6
8. WPCH-F	5.1	5.7	5.6	5.4	5.6	5.4
9. WGST	5.9	4.6	3.8	3.4	3.5	4.0
10. WLTA-F	5.3	5.2	4.1	3.8	3.1	3.5
11. WPLD	4.9	5.6	5.3	3.9	3.5	3.1

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WZGC-F	24.0	22.3	24.4	29.3	28.5	25.8
2. WQXI-F	20.3	19.8	23.0	25.5	24.3	22.4
3. WSB	18.2	16.9	18.7	22.6	22.2	21.4
4. WKLS-F	19.5	20.9	23.2	25.5	24.7	21.1
5. WVVE-F	12.2	10.8	10.2	12.6	14.9	15.3
6. WKHX	11.3	11.5	15.1	15.9	14.1	15.1
7. WSB-F	7.5	5.7	8.3	13.5	15.9	13.4
8. WPCH-F	9.9	9.3	10.0	10.8	12.7	12.4
9. WPLD	8.7	8.3	9.1	10.5	10.2	9.3
10. WGST	11.5	9.9	9.3	9.7	8.8	7.5
11. WAOK	6.6	5.4	4.3	5.5	7.1	7.0
WLTA-F	9.7	8.4	7.4	7.8	7.4	7.0

ROCHESTER BIRCH REPORT

JAN 82 - JUNE 82

<u>12+ METRO SHARE</u>						<u>12+ CUME RATING</u>					
	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WEZO	10.5	11.5	12.0	10.1	11.8	1. WCMF	18.9	20.6	24.4	26.4	25.0
2. WCMF	11.2	12.8	12.1	12.8	11.7	2. WMJQ	19.9	21.5	23.3	23.5	23.1
3. WMJQ	10.0	10.9	11.8	10.4	9.2	3. WHAM	18.5	18.1	18.8	20.2	22.2
4. WHAM	7.7	7.1	6.6	7.8	8.6	4. WEZO	19.8	21.1	22.3	21.2	21.8
WVOR	6.5	6.8	7.0	7.3	8.6	5. WVOR	10.8	11.1	12.2	14.2	15.9
6. WDKX	8.3	8.3	7.5	7.2	7.0	6. WHFM	9.8	9.9	13.1	15.0	14.6
7. WHFM	4.3	3.8	4.6	5.4	6.4	7. WBBF	11.8	11.6	14.7	14.9	13.4
8. WPXN	4.9	3.9	5.5	5.7	5.6	8. WPXN	6.3	5.4	6.9	8.9	11.1
9. WPXY	5.5	5.1	3.9	4.6	5.1	9. WPXY	8.7	8.3	8.5	9.7	10.7
10. WBBF	5.3	4.2	4.2	4.8	4.6	10. WNYR	8.3	9.5	12.4	11.8	10.6
11. WNYR	7.0	7.3	9.4	7.1	4.2	11. WDKX	8.0	8.1	8.3	8.8	9.0

NASHVILLE BIRCH REPORT

JAN 82 - JUNE 82

<u>12+ METRO SHARE</u>						<u>12+ CUME RATING</u>					
	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WKDF-F	13.2	17.0	17.5	16.4	17.3	1. WKDF-F	22.4	23.9	25.2	25.1	23.3
2. WWKX-F	11.8	11.5	11.9	16.0	17.1	2. WWKX-F	26.2	24.9	24.5	25.2	22.6
3. WSIX-F	7.2	8.2	8.7	7.4	8.3	3. WZEZ-F	14.2	13.2	12.6	12.5	14.0
4. WZEZ-F	9.6	7.3	8.2	6.7	7.6	4. WSIX-F	12.8	13.8	15.0	11.5	13.9
5. WSM-F	7.1	8.6	7.7	7.1	7.1	5. WSM	20.5	19.9	19.8	15.3	12.6
6. WVOL	7.1	6.8	6.9	4.8	5.7	6. WSM-F	14.2	13.0	13.1	12.6	12.0
7. WLAC	5.8	4.2	5.5	7.2	5.3	7. WLAC	14.6	13.3	11.3	10.9	11.2
8. WSM	7.0	9.1	7.1	5.5	5.0	8. WSIX	12.3	9.4	8.6	9.4	8.3
9. WSIX	4.0	3.0	2.1	3.4	3.8	9. WVOL	10.2	10.0	10.0	7.2	8.0
10. WUSW-F	2.8	2.7	3.1	3.6	3.3	10. WUSW-F	3.9	4.2	5.7	5.9	5.5

RALEIGH/DURHAM BIRCH REPORT

JAN 82 - JUNE 82

<u>12+ METRO SHARE</u>						<u>12+ CUME RATING</u>					
	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>		<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WQDR-F	13.7	14.5	14.4	13.2	19.1	1. WRAL-F	28.1	25.5	24.5	26.2	30.2
2. WRAL-F	16.6	15.9	14.9	15.2	13.3	2. WQDR-F	19.9	18.8	17.2	17.8	24.5
3. WPTF	16.4	14.5	11.2	11.8	10.9	3. WPTF	23.5	20.8	17.7	19.7	19.8
4. WDCG-F	4.7	4.3	7.3	7.6	9.0	4. WKIX	16.0	11.6	11.3	15.6	16.2
5. WKIX	10.9	9.5	7.4	8.9	8.1	5. WDCG-F	7.8	7.6	11.4	13.3	15.7
6. WYYD-F	6.9	7.1	9.8	10.0	7.4	6. WTIK	6.0	4.5	5.8	7.9	8.3
7. WLLE	2.3	3.6	3.1	2.5	4.6	7. WYYD-F	12.3	8.7	10.0	9.7	8.2
8. WTIK	3.2	3.4	5.5	5.0	3.6	8. WCHL	4.3	6.3	5.0	6.4	7.4
9. WCHL	1.6	2.4	1.7	2.4	2.7	9. WLLE	4.6	5.2	4.4	4.6	7.1
10. WDNC	2.8	1.8	1.1	1.7	2.2	10. WDNC	6.0	3.0	2.8	4.3	6.9

CLEVELAND BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WMMS	14.0	15.3	13.9	13.8	16.5	18.6
2. WBBG	2.6	3.9	5.8	4.6	4.6	7.7
3. WDMT	5.2	5.5	5.1	7.5	7.5	6.4
4. WGCL	6.3	6.0	6.8	8.2	6.4	6.0
5. WZZP	6.6	7.8	8.3	7.1	6.4	5.5
6. WQAL	7.9	6.5	5.8	6.2	4.4	4.2
WHK	5.1	5.5	5.6	4.7	4.0	4.2
8. WGAR	5.9	4.4	4.7	4.9	4.3	4.1
WDOK	8.9	9.1	7.7	6.4	5.7	4.1
10. WZAK	1.7	1.3	1.9	2.5	2.8	3.7
WERE	6.6	4.6	4.8	4.6	4.3	3.7
12. WMJI	5.2	6.7	5.7	5.9	7.2	3.6
13. WLYT	4.3	4.2	4.7	2.9	3.4	3.5
14. WKSJ	2.0	3.2	3.2	3.1	4.1	3.3
15. WWWE	2.3	1.8	2.3	2.4	2.0	2.3

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WMMS	17.3	18.5	19.1	23.9	25.2	27.4
2. WGCL	14.0	15.0	15.8	18.6	20.5	20.3
3. WLYT	12.3	11.0	9.6	11.8	15.2	15.2
4. WZZP	10.2	11.0	11.7	12.6	14.2	12.6
5. WBBG	4.7	4.6	5.7	8.5	9.8	11.5
6. WWWE	5.1	4.8	5.2	7.4	9.7	11.4
7. WQAL	10.0	9.7	9.5	9.2	9.6	10.9
8. WDOK	12.9	14.3	12.4	11.9	11.9	10.5
9. WHK	10.0	10.0	8.4	10.6	11.0	10.4
10. WGAR	10.3	9.4	9.3	11.0	10.2	9.8
11. WDMT	7.3	7.7	8.1	8.8	9.6	9.1
12. WERE	10.1	9.2	8.7	10.1	10.7	8.7
13. WKSJ	4.1	6.0	5.7	4.4	7.1	7.5
14. WMJI	10.2	12.3	12.2	14.2	17.7	6.6
15. WZAK	4.3	3.8	5.2	6.6	4.9	6.3

TAMPA BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WRBQ	13.4	17.8	14.1	14.9	17.5	17.3
2. WQYK	6.1	8.8	11.2	10.7	10.3	9.0
3. WWBA-F	6.9	5.9	5.2	4.7	5.3	8.4
4. WSUN	5.4	4.9	7.0	7.2	6.8	7.7
5. WYNF	7.4	8.3	7.7	7.6	7.3	7.5
6. WQXM	8.6	8.6	5.6	4.4	3.8	6.4
7. WJYW	5.8	4.5	5.3	7.6	7.1	6.1
8. WFLA	6.3	4.6	4.0	4.3	4.6	5.0
9. WCKX-F	4.9	5.1	6.8	5.7	5.1	4.4
10. WSRZ	2.3	2.8	3.5	3.2	4.0	3.9
11. WDAE	8.0	8.2	7.0	5.2	4.8	3.6
12. WPLP	3.8	3.2	3.5	3.2	3.1	3.4

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WRBQ	18.5	21.2	19.5	21.5	25.1	25.5
2. WQYK	11.9	9.6	11.2	13.2	15.0	15.9
3. WYNF	10.1	11.6	12.6	12.7	13.4	14.5
4. WSUN	10.7	9.1	10.5	12.5	14.3	14.4
5. WFLA	11.2	11.5	11.0	10.5	11.8	13.7
6. WQXM	11.5	12.6	11.7	14.6	13.9	13.2
7. WCKX-F	11.0	11.4	11.5	13.4	14.5	12.7
8. WWBA-F	10.3	6.9	5.0	7.4	11.0	12.1
9. WJYW	9.7	8.6	8.6	10.6	12.6	12.0
10. WSRZ	4.8	5.2	4.9	5.4	7.1	6.7
11. WDAE	8.8	9.4	9.9	9.8	9.5	6.6
12. WPLP	6.2	4.5	3.2	4.1	5.2	6.4

DALLAS BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KVIL-F	6.0	7.2	8.7	10.9	9.9	9.1
2. KZEW-F	6.8	6.1	5.5	7.8	8.4	8.2
3. KSCS-F	7.9	9.6	10.0	7.5	6.8	7.6
4. KTXQ-F	7.8	8.9	8.6	7.6	6.7	7.2
5. WBAP	4.4	4.5	4.7	5.5	6.5	7.1
6. KKDA-F	9.3	8.4	5.5	5.1	5.4	6.2
7. KNOK-F	4.0	3.6	4.4	5.2	5.6	5.4
8. KEGL-F	5.7	3.6	4.0	5.1	5.4	5.3
9. KMEZ-F	4.1	5.0	5.8	3.6	4.5	4.8
10. KPLX-F	5.2	5.0	5.3	6.0	5.2	4.1
11. KLVU-F	1.4	0.9	1.4	1.5	2.9	3.3
KMGC-F	3.4	3.8	3.9	3.9	4.1	3.3
KRLD	5.9	5.4	4.5	4.4	3.8	3.3
14. KFJZ	2.7	4.0	3.5	2.9	3.3	3.2
15. WFAA	3.8	4.6	5.0	3.4	3.5	3.1

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KVIL-F	15.3	14.4	16.6	20.3	19.0	18.9
2. KSCS-F	14.2	15.7	16.9	16.6	17.8	18.7
3. KTXQ-F	16.6	15.9	16.2	17.3	19.3	18.5
4. KZEW-F	13.8	12.8	14.6	18.1	18.3	17.9
5. KEGL-F	12.2	7.7	10.1	13.6	15.8	15.6
6. WBAP	10.2	10.8	11.6	12.3	13.6	15.0
7. KKDA-F	13.7	12.6	11.9	11.6	12.0	12.2
8. KRLD	15.5	13.7	14.0	14.1	12.1	11.4
9. KMGC-F	8.7	8.3	8.9	8.7	8.2	9.4
10. KPLX-F	8.7	7.8	8.2	9.4	8.2	8.1
11. WFAA	8.8	8.7	8.9	7.9	7.7	8.0
12. KMEZ-F	9.7	8.6	8.6	8.2	7.9	7.6
13. KNOK-F	5.9	6.7	6.6	6.6	7.5	6.9
14. KAFM-F	4.0	4.3	5.9	6.6	6.2	6.2
KLVU-F	3.8	3.4	4.7	5.3	6.1	6.2

HOUSTON BIRCH REPORT

MAR 82 - JULY 82

12+ METRO SHARE

12+ CUME RATING

	<u>MAR</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KLOL-F	12.6	13.7	11.4	8.4	8.5
2. KILT-F	5.2	6.2	8.0	8.5	8.4
3. KIKK-F	9.9	9.0	10.5	9.6	8.2
4. KMJQ-F	7.2	10.4	11.5	9.2	7.5
KFMK-F	6.6	5.9	5.3	6.4	7.5
6. KRBE-F	6.2	5.6	6.5	7.5	6.7
7. KRLY-F	2.4	5.0	6.3	6.5	6.5
8. KSRR-F	4.6	5.5	6.0	5.9	5.8
9. KODA-F	4.5	4.2	4.0	3.4	4.1
10. KLEF-F	3.2	2.4	2.2	3.4	3.5
KPRC	6.2	4.7	2.6	2.8	3.5
12. KTRH	4.7	3.9	3.8	3.4	3.3
13. KQUE-F	5.7	5.8	4.1	3.1	2.9
14. KIKK	2.9	1.8	0.7	1.8	2.6
KYND-F	3.0	2.3	2.2	2.8	2.6

	<u>MAR</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KLOL-F	18.4	18.9	19.2	19.5	17.3
2. KILT-F	7.7	10.5	16.8	18.7	17.0
3. KIKK-F	13.3	15.3	18.6	16.8	15.1
4. KFMK-F	11.0	11.1	11.8	14.0	14.4
5. KRBE-F	12.9	13.8	16.4	17.7	14.2
6. KMJQ-F	9.6	12.3	15.5	15.1	11.3
7. KSRR-F	9.4	11.0	13.4	14.0	10.9
8. KTRH	9.7	8.9	9.9	10.4	10.4
9. KRLY-F	6.2	9.7	13.5	12.3	10.1
10. KODA-F	8.5	7.8	8.1	8.9	8.7
11. KYND-F	6.1	5.5	5.7	8.1	7.9
12. KPRC	8.8	8.4	7.7	7.8	7.3
13. KLEF-F	6.6	5.2	5.5	6.2	6.7
14. KIKK	3.8	3.3	2.1	4.2	5.7

MIAMI/FT. LAUDERDALE BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WHYI	9.0	8.2	7.8	9.9	11.0	10.6
2. WSHE	6.0	5.9	8.2	7.5	7.1	7.7
3. WINZ-F	6.6	5.9	7.5	7.1	6.1	7.5
4. WLYF	4.9	5.5	5.1	4.8	5.6	6.0
WQBA	6.3	4.9	7.0	7.5	6.0	6.0
6. WNWS	5.1	4.2	3.4	3.3	4.6	5.9
7. WWWL	5.3	4.3	3.5	2.8	3.3	4.0
WAIA	2.0	2.2	2.8	3.9	3.9	4.0
WAXY	4.5	4.0	3.5	4.3	4.4	4.0
10. WINZ	5.9	5.4	4.1	5.2	5.4	3.7
11. WCKO	4.1	3.4	4.3	3.4	3.4	3.6
12. WIOD	3.7	2.9	2.5	2.7	3.7	3.3
WKQS	2.2	2.3	1.5	2.7	4.0	3.3
WRHC	3.5	4.4	4.3	4.7	4.7	3.3
15. WQAM	2.0	3.1	2.6	2.2	3.0	3.0

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WHYI	15.6	14.4	15.7	18.9	17.9	17.1
2. WINZ-F	14.0	12.2	13.3	14.6	13.3	13.0
3. WSHE	8.5	8.4	8.8	9.3	9.0	9.2
4. WNWS	7.2	6.2	6.0	6.2	7.8	8.7
5. WQBA	6.4	5.0	7.0	8.7	8.4	7.6
6. WAXY	6.9	5.8	6.3	9.0	9.5	7.5
7. WINZ	8.3	7.2	7.6	7.7	7.8	7.3
8. WLYF	7.0	6.3	5.9	7.0	7.7	6.3
9. WCKO	5.9	5.7	6.8	6.6	6.2	6.1
10. WWWL	5.4	5.6	6.4	5.3	5.4	5.9
11. WAIA	3.2	3.4	4.4	7.3	8.0	5.4
12. WIOD	5.9	5.0	5.0	4.8	4.8	4.6
WKQS	2.9	3.2	3.2	4.2	5.4	4.6
14. WQAM	4.1	3.9	3.5	3.9	4.5	4.1
15. WTMI	3.7	4.2	3.8	3.6	4.7	3.9

INDIANAPOLIS BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WFBQ-F	13.6	14.1	15.7	17.4	15.4	14.7
2. WIBC	16.6	17.5	14.5	13.8	14.5	14.3
3. WIKS-F	6.0	5.9	6.5	8.1	10.2	11.1
4. WFMS-F	8.1	9.8	9.4	9.7	10.1	10.9
5. WTLC-F	8.9	11.1	9.0	8.3	11.5	9.1
6. WENS-F	8.5	6.6	8.0	8.1	8.3	8.7
7. WIRE	7.4	7.2	9.0	8.6	6.4	7.6
8. WXTZ-F	9.1	9.6	8.9	7.1	6.7	7.1
9. WNAP-F	9.5	6.7	6.0	6.1	4.9	4.6
10. WIFE	2.8	2.9	2.3	3.5	4.1	2.6

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. WIBC	32.7	31.9	28.4	28.2	29.1	26.9
2. WIKS-F	19.3	17.4	18.6	21.8	21.8	22.0
3. WFBQ-F	21.7	21.5	22.0	24.7	24.6	20.8
4. WFMS-F	13.8	13.9	16.2	17.6	17.1	17.7
5. WNAP-F	21.1	18.4	17.2	20.7	20.1	17.6
6. WENS-F	15.1	13.8	16.2	17.1	16.4	17.3
7. WIRE	16.6	15.6	15.4	17.0	15.7	16.7
8. WXTZ-F	16.0	15.2	15.1	14.6	14.9	15.5
9. WTLC-F	10.2	10.8	10.8	10.9	11.8	11.5
10. WIFE	7.9	7.5	6.1	8.3	9.3	6.7

SAN FRANCISCO BIRCH REPORT

FEB 82 - JULY 82

12+ METRO SHARE

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KGO	12.2	10.3	10.1	8.7	10.2	11.7
2. KMEL-F	9.9	8.2	4.8	4.9	5.6	4.9
3. KRQR-F	3.5	4.0	4.8	5.3	4.4	4.8
4. KFRC	5.6	6.1	5.4	4.4	4.8	4.7
5. KCBS	4.7	5.0	5.4	4.4	4.5	4.6
6. KSAN-F	2.3	2.2	2.1	3.1	3.6	4.4
KSOL-F	5.2	4.8	4.7	4.8	4.0	4.4
8. KIOI	3.0	3.0	3.1	2.4	2.5	3.4
9. KSJO-F	1.2	1.7	3.1	4.3	3.9	3.2
10. KSFO	4.4	4.7	3.9	3.6	3.3	2.7
11. KNBR	2.1	2.4	3.2	2.9	2.5	2.6
12. KYUU-F	2.0	1.9	1.5	3.3	3.2	2.5
13. KBLX-F	3.0	4.0	3.9	3.2	3.1	2.4
14. KNEW	3.1	2.6	1.9	2.4	2.4	2.3
KYA	1.4	1.8	1.8	1.1	1.8	2.3
16. KABL-F	2.4	2.2	2.1	3.5	2.6	2.2
17. KABL	1.5	1.4	1.4	1.3	1.7	2.1
18. KDIA	2.5	2.9	2.3	2.5	2.1	2.0
KLOK	0.5	0.9	1.7	1.2	1.1	2.0
20. KFOG-F	2.1	2.6	2.7	2.4	2.4	1.9

12+ CUME RATING

	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KGO	18.3	18.7	15.2	15.5	15.3	16.2
2. KFRC	15.2	17.0	13.9	13.7	14.9	15.7
3. KCBS	12.0	13.6	12.4	11.6	11.8	12.9
4. KMEL-F	16.8	16.1	11.7	13.6	13.7	12.2
5. KRQR-F	6.8	7.5	8.5	9.0	9.3	10.1
6. KNBR	5.8	7.4	7.7	8.6	9.4	9.7
7. KIOI	9.4	10.3	7.7	7.8	7.6	8.8
8. KSFO	7.9	8.7	7.5	10.5	9.6	7.9
9. KSJO-F	3.2	3.8	5.2	7.7	7.6	7.4
10. KYUU-F	5.9	6.3	5.8	8.2	7.8	7.2
11. KSOL-F	7.6	8.9	7.1	7.3	6.7	6.6
12. KSAN-F	5.0	5.5	4.7	5.8	6.2	6.4
13. KYA	5.0	6.0	5.6	3.5	4.1	5.7
14. KDIA	5.3	6.2	4.8	5.6	4.9	5.6
15. KOME-F	3.7	4.5	4.7	5.8	5.7	5.5
16. KNEW	5.2	5.1	5.3	5.6	5.3	5.4
KBLX-F	5.7	6.4	4.8	5.0	5.4	5.4
18. KABL	4.2	3.9	3.9	4.4	4.6	5.3
19. KLHT-F	3.6	3.9	3.2	3.7	4.1	4.1

DES MOINES BIRCH REPORT

JAN 82 - JUNE 82

12+ METRO SHARE

	<u>D/J</u>	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KGGO-F	16.5	16.1	17.0	17.5	15.8	14.0
2. KSO	10.4	13.2	12.6	11.9	12.7	12.2
3. KRNT	7.3	10.5	11.9	9.2	9.5	11.9
4. WHO	16.3	17.0	14.2	12.0	11.2	11.6
5. KMGK-F	8.6	7.7	9.8	12.3	12.0	11.4
6. KIOA	6.7	4.6	5.8	6.8	9.0	9.6
7. KRNQ-F	8.1	9.1	7.8	7.1	7.1	8.9
8. KJJY-F	10.0	9.2	6.4	6.5	7.4	6.1
9. KLYF-F	6.7	5.0	6.0	6.0	5.8	4.9

12+ CUME RATING

	<u>D/J</u>	<u>J/F</u>	<u>F/M</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. KRNT	12.5	16.7	20.7	19.6	18.9	21.1
2. WHO	19.9	22.4	23.5	24.2	22.2	19.7
3. KGGO-F	16.1	18.8	20.5	21.7	18.2	19.3
4. KSO	15.2	19.0	19.4	19.4	19.5	18.5
5. KIOA	11.5	10.5	14.7	16.2	16.7	18.2
6. KMGK-F	11.8	11.0	16.6	20.7	16.3	17.6
7. KRNQ-F	10.5	10.8	14.2	16.6	14.3	16.9
8. KJJY-F	9.2	9.6	10.7	12.1	10.5	9.0
9. KLYF-F	7.9	7.4	9.7	9.3	8.9	8.9

DENVER BIRCH REPORT

JUNE 82 - JULY 82

12+ METRO SHARE

	<u>JUN</u>	<u>J/J</u>
1. KPKE-F	9.8	9.3
2. KBPI-F	8.1	7.9
3. KAZY-F	6.2	7.7
4. KLZ	5.3	5.8
5. KOSI-F	5.9	5.6
KPPL-F	5.6	5.6
7. KOA	5.0	5.5
8. KHOW	6.1	5.4
9. KBCO-F	7.0	5.0
KIMN	5.1	5.0
11. KOAQ-F	4.2	4.7
12. KDKO	4.3	3.8
13. KEZW	3.6	3.4

12+ CUME RATING

	<u>JUN</u>	<u>J/J</u>
1. KBPI-F	24.0	24.2
2. KAZY-F	19.4	20.1
3. KIMN	14.9	15.8
4. KPKE-F	15.3	14.7
5. KOA	15.9	14.6
6. KPPL-F	14.4	13.4
7. KOSI-F	13.2	13.0
8. KHOW	13.7	12.0
9. KOAQ-F	10.7	11.8
10. KLZ	13.7	10.7
11. KLIR-F	7.6	8.1
12. KYGO-F	9.0	7.5
13. KEZW	7.2	7.4

SAVANNAH BIRCH REPORT

FEB 82 - MAY 82

12+ METRO SHARE

	<u>FEB</u>	<u>MAY</u>
1. WZAT-F	11.8	14.4
2. WCHY-F	16.7	13.9
3. WEAS-F	14.7	11.5
4. WJCL-F	7.1	9.5
5. WSGF-F	6.6	8.1
6. WAEV-F	7.0	7.3
7. WQQT	4.7	6.1
8. WSOK	7.5	5.9
9. WSGA	2.7	4.2
10. WWSA	3.3	3.3

12+ CUME RATING

	<u>FEB</u>	<u>MAY</u>
1. WZAT-F	34.1	25.0
2. WSGF-F	22.2	20.7
3. WCHY-F	27.1	16.3
4. WSOK	16.7	13.7
5. WEAS-F	17.6	13.3
6. WJCL-F	16.7	12.6
7. WAEV-F	18.6	12.3
8. WSGA	16.3	11.6
9. WQQT	9.2	7.2
10. WKBX	4.8	6.1

LINCOLN BIRCH REPORT

FEB 82 - MAY 82

	<u>12+ METRO SHARE</u>		<u>12+ CUME RATING</u>	
	<u>FEB</u>	<u>MAY</u>	<u>FEB</u>	<u>MAY</u>
1. KFMQ-F	15.0	15.3	1. KFOR	32.8 28.3
2. KFRX-F	14.1	13.3	2. KFRX-F	23.0 23.8
3. KFOR	15.2	10.8	3. KFOR	20.5 22.4
4. KLIN	6.9	9.7	4. KLIN	15.1 15.4
5. KHAT-F	7.8	9.1	5. KHAT-F	16.1 14.0
6. KLIN-F	8.5	5.6	6. KFAB	13.3 13.6
7. KFAB	6.3	5.5	7. KEZO-F	7.4 11.7
8. KLMS	3.1	4.7	8. KLMS	14.2 11.4
9. KBHL-F	3.3	4.6	9. KLIN-F	13.9 6.7
10. KEZO-F	3.9	4.2	10. KECK	6.2 6.7

JOHNSON CITY BIRCH REPORT

FEB 82 - MAY 82

	<u>12+ METRO SHARE</u>		<u>12+ CUME RATING</u>	
	<u>FEB</u>	<u>MAY</u>	<u>FEB</u>	<u>MAY</u>
1. WQUT-F	18.7	25.8	1. WQUT-F	28.9 30.5
2. WXBQ-F	17.3	17.6	2. WXBQ-F	18.1 19.8
3. WJCW	12.2	6.4	3. WFHG	12.3 11.7
4. WFHG	5.9	5.7	4. WJCW	14.5 10.0
5. WZXY-F	4.6	4.9	5. WKPT-F	10.0 9.4
6. WKPT-F	6.1	4.6	6. WETB	10.5 8.8
7. WETB	4.6	4.2	7. WZXY-F	6.5 8.6

LITTLE ROCK BIRCH REPORT

APR 82 - JUNE 82

	<u>12+ METRO SHARE</u>			<u>12+ CUME RATING</u>		
	<u>APR</u>	<u>A/M</u>	<u>M/J</u>	<u>APR</u>	<u>A/M</u>	<u>M/J</u>
1. KSSN-F	19.1	19.5	20.9	1. KSSN-F	28.7	27.2 25.4
2. KOKY	11.6	13.0	13.6	2. KKYK-F	24.6	23.0 21.9
3. KMJX-F	11.3	11.0	11.0	3. KLPQ-F	16.0	16.1 17.3
4. KKYK-F	12.3	11.1	10.6	4. KLAZ-F	14.5	14.3 16.1
5. KLPQ-F	6.7	7.9	8.7	5. KARN	16.1	15.7 14.6
6. KAAZ	2.5	4.0	6.1	6. KMJX-F	12.6	11.5 12.8
7. KARN	9.0	7.8	5.7	7. KOKY	12.7	12.3 11.3
8. KEZQ-F	7.0	7.3	5.4	8. KAAZ	11.3	10.3 11.0
9. KLAZ-F	6.0	5.2	5.0	9. KLRA	9.2	9.2 9.4
10. KLRA	6.8	5.5	3.9	10. KEZQ-F	11.5	11.3 8.8

MINNEAPOLIS BIRCH REPORT

MAY 82 - JULY 82

	<u>12+ METRO SHARE</u>			<u>12+ CUME RATING</u>		
	<u>MAY</u>	<u>M/J</u>	<u>J/J</u>	<u>MAY</u>	<u>M/J</u>	<u>J/J</u>
1. WCCO	21.3	19.7	17.9	1. WCCO	40.2	36.9 36.0
2. KSTP-F	13.1	12.4	11.8	2. KSTP-F	24.0	22.4 25.1
3. WLLOL-F	8.3	9.1	10.9	3. WLLOL-F	18.3	19.7 23.6
4. KDWB-F	7.3	7.3	7.7	4. KDWB-F	18.1	18.0 20.0
5. KQRS-F	7.2	7.2	6.7	5. KQRS-F	18.0	17.1 17.0
6. WDGY	5.9	6.0	6.6	6. WDGY	12.6	12.9 14.2
7. WCCO-F	4.4	4.9	5.1	7. WCCO-F	14.1	13.4 13.1
8. KEYE-F	3.5	3.3	3.4	8. WAYL-F	9.7	9.3 7.8
9. WAYL-F	4.4	3.7	3.2	9. KSTP	8.8	9.1 7.7
10. WWTC	1.6	2.4	2.9	10. KDWB	7.8	7.8 6.1

SACRAMENTO BIRCH REPORT

APR 82 - JUNE 82

12+ METRO SHARE

	<u>APR</u>	<u>A/M</u>	<u>M/J</u>
1. KZAP-F	14.1	22.2	24.7
2. KEWT-F	7.9	6.9	8.8
3. KXOA-F	6.2	7.9	8.7
4. KROY-F	4.4	4.5	6.0
5. KAER-F	4.2	4.4	5.2
6. KFBK	5.8	5.1	4.9
KRAK	5.7	5.7	4.9
8. KSFM-F	6.6	5.3	4.5
9. KCTC-F	6.0	4.7	4.3
10. KGNR	6.0	4.4	4.0

12+ CUME RATING

	<u>APR</u>	<u>A/M</u>	<u>M/J</u>
1. KZAP-F	27.1	25.8	24.6
2. KXOA-F	13.1	12.6	14.3
3. KROY-F	15.1	12.1	12.5
4. KEWT-F	11.1	10.0	11.9
5. KSFM-F	15.8	11.6	9.9
6. KRAK	12.0	10.0	9.1
7. KFBK	9.7	8.2	7.6
8. KCTC-F	8.8	7.1	7.5
9. KGNR	10.4	8.2	7.2
10. KWOD-F	6.1	5.0	6.8

MOBILE BIRCH REPORT

MAR 82 - JUNE 82

12+ METRO SHARE

	<u>MAR</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WKSJ-F	23.1	24.2	23.0	18.6
2. WKRG-F	14.7	18.7	17.4	16.8
3. WABB-F	15.4	19.6	14.9	15.9
4. WBLX-F	13.6	22.3	14.2	14.3
5. WKRG	7.2	6.4	6.4	8.8
6. WLPR-F	4.5	4.5	4.0	4.0

12+ CUME RATING

	<u>MAR</u>	<u>M/A</u>	<u>A/M</u>	<u>M/J</u>
1. WKRG-F	31.7	36.8	36.2	37.6
2. WABB-F	28.6	32.6	32.5	33.9
3. WKSJ-F	30.5	33.0	34.3	33.4
4. WBLX-F	14.8	18.3	18.3	19.3
5. WKRG	12.0	13.6	15.1	16.1
6. WGOK	6.7	6.7	7.9	10.4

ST. LOUIS BIRCH REPORT

APR 82 - JULY 82

12+ METRO SHARE

	<u>APR</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KMOX	21.2	22.0	23.2	23.0
2. KWK-F	11.8	12.2	11.6	11.3
3. KMJM-F	5.9	6.1	6.5	7.5
4. KSD-F	6.3	5.7	6.1	7.4
5. KSHE-F	10.8	8.6	6.9	6.8
6. WIL-F	6.9	6.2	6.2	5.6
7. KXOK	3.6	2.6	3.0	4.0
8. KSLQ-F	2.8	3.2	3.5	3.9
9. KSD	5.0	5.6	5.9	3.6
10. KEZK-F	4.2	3.9	3.7	3.5

12+ CUME RATING

	<u>APR</u>	<u>A/M</u>	<u>M/J</u>	<u>J/J</u>
1. KMOX	39.2	40.0	40.9	40.3
2. KWK-F	20.9	20.3	18.8	18.9
3. KMJM-F	12.4	13.3	14.4	15.1
KSHE-F	18.6	17.4	15.1	15.1
5. KSD-F	13.7	12.2	12.2	14.9
6. WIL-F	15.6	14.6	14.1	14.0
7. KSLQ-F	14.2	14.7	13.6	13.2
8. KSD	10.6	11.7	12.6	11.1
9. KXOK	12.3	10.5	9.8	10.7
10. KMOX-F	5.8	7.1	8.9	10.5

BIRCH REPORTS-NON MONTHLY REPORTS

ELKHART, INDIANA (April 82)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. WNDU-F	34.0	1. WNDU-F	47.6
2. WTRC	12.9	2. WTRC	32.3
3. WCMR	8.3	3. WCMR	16.5
4. WYEZ-F	6.8	4. WRBR-F	15.2
5. WRBR-F	6.1	5. WFRN-F	10.8
6. WAOR-F	5.5	6. WLS	10.4

WTRC, 1340, 1 KW/250 W, MOR NBC, \$18.25 (Masla)
Federated
WCMR, 1270, 5 KW/1 KW (DA-2), COUNTRY MBS, \$16.00
(HNW)
WFRN-F, 104.7, 50 KW @ 455, RELIG/MOR , \$14.00 (HNW)
Other stations - see South Bend

JACKSONVILLE, IL (April 82)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. WLDS	20.2	1. WLDS	46.8
2. WEAI-F	10.8	2. WEAI-F	26.0
3. WJIL	9.0	3. WJIL	23.4
4. WMAY	5.5	4. WMAY	17.2
5. KMOX	5.0	5. KMOX	12.2

WLDS, 1180, 1 KW (DAYS), MOR , \$18.25 (----)
WEAI-F, 100.5, 10 KW @ 330, CONTEMP , \$16.25 (----)
WJIL, 1550, 1 KW (DAYS,DA), COUNTRY ABC-I, \$11.00
(Walton)
WMAY - See Springfield ARB Condensed
KMOX - See St. Louis ARB

MARTIN COUNTY, FL (April 82)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. WRIT-F	26.2	1. WRIT-F	25.0
2. WIZD-F	15.3	2. WSTU	15.8
3. WSTU	10.0	3. WIZD-F	15.6
4. WIRK	6.8	4. WEAT-F	9.9
5. WEAT-F	6.6	5. WOVV-F	8.2

WRIT-F, 92.7, 3 KW @ 340, BTFL , \$14.25 (---)
WSTU, 1450, 1 KW/250 W, MOR ABC-I, \$13.50 (---)
Other stations - see West Palm Beach ARB

JEFFERSON CITY, MO (April 82)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. KLIK	16.5	1. KLIK	29.3
2. KJMO-F	15.3	2. KJMO-F	16.7
3. KTXY-F	10.3	3. KTXY-F	15.6
4. KRMS	6.9	4. KWOS	11.8
5. KLDN-F	6.3	5. KRMS	11.6

KLIK, 950, 5 KW/500 W (DA-N), COUNTRY ABC-C,
\$17.03 (Masla)
KJMO-F, 100.1, 3 KW @ 300, CONTEMP Source,
\$14.50 (PRO)
KTXY-F, 106.9, 100 KW @ 600, CONTEMP , \$18.03 (Masla)
KLDN-F, 92.7, .8 KW @ 590, COUNTRY ABC-F, \$5.00 (-)
KRMS, 1150, 1 KW (DAYS), COUNTRY , \$6.85 (Schneider)
KWOS, 1240, 1 KW/250 W, COUNTRY CBS, \$9.50 (---)

GAINESVILLE, FL (April 82-revised)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. WYKS-F	32.4	1. WYKS-F	38.5
2. WRUF-F	11.8	2. WGGG	27.3
3. WGGG	10.5	3. WRUF-F	18.0
4. WDVH	8.2	4. WDVH	18.0

All Stations - See Gainesville ARB Condensed Report

BIRCH REPORTS-NON MONTHLY REPORTS

GRAND FORKS, ND (March 82)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. KNOX	18.4	1. KNOX	29.7
2. KYTN-F	17.1	2. KKXL-F	26.9
3. KKXL-F	12.7	3. KYTN-F	25.9
4. KROX	10.4	4. KKXL	22.5
5. KRRK-F	9.5	5. KROX	21.3

All stations - see Grand Forks ARB Condensed Report

OWENSBORO, KY (April 82)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. WBKR-F	25.8	1. WVJS	58.2
2. WVJS	20.1	2. WBKR-F	45.0
3. WKDQ-F	15.5	3. WKDQ-F	34.9
4. WSTO-F	13.8	4. WOMI	34.8
5. WOMI	9.3	5. WSTO-F	31.2

All stations - see Owensboro ARB Condensed Report

MISSOULA, MT (May 82)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. KDXT-F	25.4	1. KDXT-F	32.7
2. KZOQ-F	13.1	2. KYLT	25.6
3. KYSS	12.9	3. KGVO	21.0
4. KYLT	9.9	4. KYSS	20.9
5. KGVO	8.7	5. KZOQ-F	17.2

KDXT-F, 93.3, 43 KW @ 2470, ROCK Source, \$9.00
(Tacher) Ingstad
KZOQ-F, 100.1, 3 KW @ -300, AOR , \$10.00 (----)
KYLT, 1340, 1 KW/250 W, ROCK RKO, \$8.50 (----)
KGVO, 1290, 5 KW (DA-N), COUNTRY CBS, \$8.50 (Masla)
Western
KYSS, 930, 5 KW (DAYS), COUNTRY MBS, \$8.50 (Eastman)
Hatch

HARRISONBURG, VA (April 82)

<u>12+ AQH SHARE</u>		<u>12+ CUME RATING</u>	
1. WSVB	22.3	1. WSVB	51.0
2. WKCY	14.9	2. WQPO-F	34.8
3. WQPO-F	14.6	3. WKCY	31.5
4. WJSY-F	9.6	4. WJSY-F	22.0
5. WHBG	5.6	5. WHBG	19.1

WSVB, 550, 5 KW/1 KW (DA-2), BIG BAND , \$11.00 (PRO)
Gilmore
WQPO-F, 100.7, 7 KW @ 340, ROCK , \$9.00 (PRO) Gilmore
WKCY, 1300, 5 KW (DAYS), COUNTRY NBC, \$12.00 (---)
WJSY-F, 104.3, 21 KW @ 359, CONTEMP Source, \$9.24 (-)
WHBG, 1360, 5 KW (DAYS), CONTEMP RKO, \$9.25 (Savalli)

TV STATIONS AND NEWSPAPERS IN STANDARD ARBITRON RADIO MARKETS

AKRON

WAKR Akron 23 ABC, Group One
Akron Beacon Journal E 162,407

ALBANY-SCHENECTADY-TROY

WNYT Albany 13 NBC, Viacom
WRGB Schenectady 6 CBS, GE
WTEN Albany 10 ABC, Knight-Ridder
Albany Times-Union M 84,250, Hearst
Albany Knickerbocker-News E 46,615, Hearst
Schenectady Gazette M 69,472
Troy Times-Record E 46,019, Horvitz

ALBUQUERQUE

KGGM Albuquerque 13 CBS, Harriscope (26%)
KGSW Albuquerque 14 IND
KLKK Albuquerque 23 IND
KOB Albuquerque 4 NBC, Hubbard
KOAT Albuquerque 7 ABC, Pulitzer
Albuquerque Journal M 87,717, Scripps-Howard
Albuquerque Tribune E 44,992, Scripps-Howard

ALLENTOWN-BETHLEHEM-EASTON

WFMZ Allentown 69 IND
Allentown Call M 118,982
Bethlehem Globe-Times E 38,098
Easton Express E 48,632

ALTOONA (also Johnstown)

WJAC Johnstown 6 NBC, Johnstown Tribune
WJNL Johnstown 19 IND
WOPC Altoona 38 ABC
WTAJ Altoona 10 CBS, Gateway
Altoona Mirror E 35,930
Johnstown Tribune-Democrat M 55,226

AMARILLO

KAMR Amarillo 4 NBC
KFDA Amarillo 10 CBS
KVII Amarillo 7 ABC, Marsh
Amarillo Globe-Times E 43,019, Morris
Amarillo Times M 30,259, Morris

ANCHORAGE

KIMO Anchorage 13 ABC
KTUU Anchorage 2 NBC
KTVA Anchorage 11 CBS
Anchorage News M 37,897, McClatchy
Anchorage Times E 43,937

APPLETON-OSHKOSH - See Green Bay

ASHEVILLE - See Greenville

ATLANTA

WAGA Atlanta 5 CBS, Storer
WANX Atlanta 46 IND, Continental
WATL Atlanta 36 IND
WSB Atlanta 2 ABC, Cox
WTBS Atlanta 17 IND, Turner
WXIA Atlanta 11 NBC, Gannett
Atlanta Constitution M 202,958, Cox
Atlanta Journal E 183,758, Cox

ATLANTIC CITY

WWAC Atlantic City 53 IND
Atlantic City Press M 76,346

AUGUSTA, GA

WAGT Augusta 26 NBC, Shurz
WJBF Augusta 6 ABC, Western
WRDW Augusta 12 CBS, Ziff-Davis
Augusta Chronicle M 58,216, Morris
Augusta Herald E 18,436, Morris

AUSTIN

KTBC Austin 7 CBS, Times-Mirror
KTVV Austin 36 NBC, LIN
KVUE Austin 24 ABC, Detroit News
Austin American-Statesman AD 131,804, Cox

BAKERSFIELD

KBAK Bakersfield 29 ABC, Harriscope
KERO Bakersfield 23 NBC, McGraw-Hill
KPWR Bakersfield 17 CBS, Gillette
Bakersfield Californian M 70,430

BALTIMORE

WBAL Baltimore 11 NBC, Hearst
WBFF Baltimore 45 IND
WJZ Baltimore 13 ABC, Westingh
WMAR Baltimore 2 NBC, Abell
Baltimore News American E 139,484, Hearst
Baltimore Sun E 166,211, Abell
M 177,189, Abell

NOTE: Newspaper circulation generally based on Monday-Friday average.

BATON ROUGE

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

Baton Rouge State-Times E 38,429
 Baton Rouge Advocate M 74,758

BEAUMONT-PORT ARTHUR-ORANGE

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

Beaumont Enterprise M 64,711, Jeff-Pilot
 Beaumont Journal E 12,077, Jeff-Pilot
 Port Arthur News E 24,970, Cox
 Orange Leader E 11,221

BILLINGS

KTVQ Billings 2 CBS, Garryowen
 KULR Billings 8 ABC, Harriscope

Billings Gazette M 60,977, Lee

BINGHAMPTON

WBNG Binghampton 12 CBS, Gateway
 WICZ Binghampton 40 NBC
 WMGC Binghampton 34 ABC

Binghampton Press E 64,933, Gannett
 Binghampton Sun-Bulletin M 27,476, Gannett

BIRMINGHAM

WBMG Birmingham 42 CBS, Park
 WBRC Birmingham 6 ABC, Taft
 WVTM Birmingham 13 NBC, Times-Mirror

Birmingham News E 164,167, Newhouse
 Birmingham Post-Herald M 65,660, Newhouse

BLOOMINGTON, IL

Bloomington Pantagraph M 52,343

BOISE

KBCI Boise 2 CBS, Eugene
 KIVI Nampa 6 ABC, Evening Post
 KTRV Nampa 12 IND
 KTVB Boise 7 NBC, King

Boise Idaho Statesman M 57,402, Gannett

BOSTON

WBZ Boston 4 NBC, Westinghouse
 WCVB Boston 5 ABC, Metromedia
 WLVI Boston 56 IND, Field
 WNEV Boston 7 CBS
 WQTV Boston 68 IND
 WSBK Boston 38 IND, Storer
 WSMW Worcester 27 IND
 WXNE Boston 25 IND, CBN

BOSTON (con't)

Boston Globe AD 504,492, Affiliated
 Boston Herald-Amer M 249,499, Hearst

BRIDGEPORT

Bridgeport Post-Telegram ME 90,679

BUFFALO

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

Buffalo Courier-Express M 127,750
 Buffalo News E 263,235
 Niagara Falls Gazette E 28,972, Gannett

CANTON

Canton Repository E 63,331, Thomson

CASPER

KCWY Casper 14 CBS/ABC
 KTWO Casper 2 ABC/NBC, Harriscope

Casper Star-Tribune M 36,323

CEDAR RAPIDS

KCRG Cedar Rapids 9 ABC, CR Gazette
 KDUB Dubuque 40 ABC
 KGAN Cedar Rapids 2 CBS, Guy Gannett
 KIMT Mason City 3 CBS
 KWLL Waterloo 7 NBC, Blackhawk

Cedar Rapids Gazette M 67,746

CHARLESTON, SC

WCBD Charleston 2 ABC, State
 WCIV Charleston 4 NBC, Allbritton
 WCSC Charleston 5 CBS

Charleston Post E 38,252
 Charleston News-Record M 69,747

CHARLESTON-HUNTINGTON, WV

WCHS Charleston 8 CBS, Rollins
 WDTV Bridgeport 5 CBS/ABC, Withers
 WOWK Huntington 13 ABC, Gateway
 WSAZ Huntington 3 NBC, Lee

Charleston Gazette M 54,522, Clay
 Charleston Mail E 54,361, Clay
 Huntington Herald-Dis M 46,592, Gannett

CHARLOTTE

WBTV Charlotte 3 CBS, Jeff-Pilot
 WCCB Charlotte 18 IND, Bahakel
 WPCQ Charlotte 36 NBC, Westinghouse
 WSOC Charlotte 9 ABC, Cox
 Charlotte Observer E 45,097, Knight-Ridder
 Charlotte News M 167,336, Knight-Ridder

CHATTANOOGA

WDEF Chattanooga 12 CBS, Park
 WRCB Chattanooga 3 NBC, Ziff-Davis
 WRIP Chattanooga 61 IND
 WTVC Chattanooga 9 ABC, Belo
 Chattanooga News-Free Press E 58,679
 Chattanooga Times M 46,398

CHICAGO

WBBM Chicago 2 CBS, CBS
 WCIU Chicago 26 IND
 WFLD Chicago 32 IND, Field
 WGN Chicago 9 IND, Tribune Co.
 WLS Chicago 7 ABC, ABC
 WMAQ Chicago 5 NBC, NBC
 WSNS Chicago 44 IND, Oak
 Chicago Sun-Times M 649,040, Field
 Chicago Tribune AD 754,043, Tribune Co.

CINCINNATI

WBTV Cincinnati 64 IND, Buford
 WCPO Cincinnati 9 CBS, Scripps-Howard
 WKRC Cincinnati 12 ABC, Taft
 WLWT Cincinnati 5 NBC, Multimedia
 WXIX Cincinnati 19 IND, Metromedia
 Cincinnati Post E 146,069, Scripps-How
 Cincinnati Enquirer M 188,635, Gannett

CLEVELAND

WCLQ Cleveland 61 IND
 WEWS Cleveland 5 ABC, Scripps-Howard
 WJKW Cleveland 8 CBS, Storer
 WKYC Cleveland 3 NBC, NBC
 WUAB Cleveland 43 IND, Gaylord
 Cleveland Plain Dealer M 401,210, Newhouse

COLORADO SPRINGS-PUEBLO

KKTV Colorado Springs 11 CBS, Capitol
 KRDO Colorado Springs 13 ABC
 KOAA Pueblo 5 NBC, Charleston (SC)
 Post
 Colorado Springs Gazette Tele M 30,969, Freedom
 E 48,733, Freedom
 Colorado Springs Sun M 33,121
 Pueblo Chiefton M 37,955, Gaylord
 Pueblo Star-Journal E 12,855

COLUMBIA, SC

WIS Columbia 10 NBC, Cosmos
 WLTX Columbia 19 CBS, Lewis
 WOLO Columbia 25 ABC, Bahakel
 Columbia State M 106,173
 Columbia Record E 31,692

COLUMBUS, GA

WLTZ Columbus 38 NBC, Lewis
 WRBL Columbus 3 CBS
 WTVM Columbus 9 ABC, Western
 Columbus Ledger E 24,792, Knight-Rid
 Columbus Enquirer M 30,324, Knight-Rid

COLUMBUS, OH

WBNS Columbus 10 CBS, Colum Dis
 WCMH Columbus 4 NBC, Outlet
 WSFJ Columbus 52 IND
 WTVN Columbus 6 ABC, Taft
 Columbus Dispatch E 200,652
 Columbus Citizen-Journal M 114,390

CORPUS CHRISTI

KIII Corpus Christi 3 ABC
 KORO Corpus Christi 28 SIN
 KRIS Corpus Christi 6 NBC
 KZTV Corpus Christi 10 CBS
 Corpus Christi Caller M 61,643, Harte-
 Hanks
 Corpus Christi Times E 24,059, Harte-
 Hanks

DALLAS-FT. WORTH

KDFW Dallas 4 CBS, Times-Mirror
 KNBN Dallas 33 IND
 KTVT Fort Worth 11 IND, Gaylord
 KTWS Dallas 27 IND, Liberty
 KTXA Arlington 21 IND
 KXAS Fort Worth 5 NBC, LIN
 KXTX Dallas 39 IND, CBN
 WFAA Dallas 8 ABC, Belo
 Dallas News M 284,673, Belo
 Dallas Times Herald AD 245,325, Times-
 Mirror
 Fort Worth Star-Telegram M 97,958,
 Capital Cities
 E 126,211,
 Capital Cities

DAVENPORT-ROCK ISLAND-MOLINE

WHBF Rock Island 4 CBS
 WOC Davenport 6 NBC, Palmer
 WQAD Moline 8 ABC, Register

Quad City Times AD 64,080, Lee
 Moline Dis/RI Argus E 58,521

DAYTON

WDTN Dayton 2 ABC, Hearst
 WHIO Dayton 7 CBS, Cox
 WKFE Dayton 22 NBC, Springfield TV
 WTJC Dayton 26 IND

Dayton News E 132,979, Cox
 Dayton Journal-Herald M 102,780, Cox

DAYTONA BEACH

Daytona Beach Journal M 51,859
 Daytona Beach News E 29,217

TV - Sec Orlando

DENVER

KBTV Denver 9 ABC, Gannett
 KMGH Denver 7 CBS, McGraw-Hill
 KOA Denver 4 NBC, GE
 KWGN Denver 2 IND, Tribune Co.

Denver Post M 255,663, Times-Mirror
 Rocky Mountain News M 300,264, Scripps-Howard

DES MOINES

KCCI Des Moines 8 CBS, Cowles
 WHO Des Moines 13 NBC, Palmer
 WOI Ames 5 ABC, Iowa State

Des Moines Register M 205,172
 Des Moines Tribune E 76,806

DETROIT

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

Detroit Free Press M 622,129, Knight-Ridder
 Detroit News AD 625,730

DULUTH

KBJR Duluth 6 NBC
 KDLH Duluth 3 CBS, Palmer
 WDIO Duluth 10 ABC, Harcourt Brace-Jov

Duluth Herald E 19,049, Knight-Ridder
 Duluth News-Tribune M 49,232, Knight-Ridder
 Superior Telegram E 14,142, Morgan Murphy

EL PASO

KCIK El Paso 14 IND
 KDBC El Paso 4 CBS, Charleston Post

KTSM El Paso 9 NBC
 KVIA El Paso 13 ABC, Marsh

El Paso Herald-Post E 32,352, Scri-How
 El Paso Times M 55,172, Gannett

ERIE

WICU Erie 12 NBC, Lamb
 WJET Erie 24 ABC, Myron Jones
 WSEE Erie 35 CBS, MMT

Erie News M 24,639, Mead
 Erie Times E 49,608, Mead

EUGENE-SPRINGFIELD

KEZI Eugene 9 ABC
 KVAL Eugene 13 NBC/CBS, Eugene TV

Eugene Register-Guard E 65,355

EVANSVILLE

WEHT Evansville 25 CBS, Gilmore
 WFIE Evansville 14 NBC, Cosmos
 WTVW Evansville 7 ABC, Woods

Evansville Courier M 63,681, Scr-How
 Evansville Press E 44,145, Scr-How

FARGO

KTHI Fargo 11 ABC, Morgan Murphy
 KXJB Fargo 4 CBS, Central Minn
 WDAY Fargo 6 NBC, Forum

Fargo Forum AD 56,863

FAYETTEVILLE, NC

TV - See Raleigh

Fayetteville Times M 21,502
 Fayetteville Observer E 42,241

FLINT

WEYI Saginaw 25 CBS, Ziff-Davis
 WJRT Flint 12 ABC, Knight-Ridder
 WNEM Bay City 5 NBC, Meredith

Flint Journal E 106,466, Newhouse

FORT WAYNE

WANE Ft. Wayne 15 CBS, Corinthian
 WFFT Ft. Wayne 55 IND, Great Trails
 WKJG Ft. Wayne 33 NBC, Hulman Family
 WPTA Ft. Wayne 21 ABC, Gannett

Ft. Wayne Jrnl-Gazette M 59,964
 Ft. Wayne News-Sentinel E 70,413

FRESNO

KAIL Fresno 53 IND
 KFSN Fresno 30 CBS, Capital Cities
 KFTV Fresno 21 SIN, SIN
 KJEO Fresno 47 ABC, Retlaw
 KMPH Fresno 26 IND
 KSEE Fresno 24 NBC, McClatchy

Fresno Bee M 129,955, McClatchy

GRAND RAPIDS

WOTV Grand Rapids 8 NBC, Time-Life
 WKZO Kalamazoo 3 CBS, Fetzer
 WZZM Grand Rapids 13 ABC, Wometco
 WUHQ Battle Creek 41 ABC
 WWMA Grand Rapids 17 IND

Grand Rapids Press E 128,431, Newhouse
 Kalamazoo Gazette E 60,881, Newhouse
 Battle Creek Enquirer & News E 32,033, Gannett
 Muskegon Chronicle E 45,348, Newhouse

GREEN BAY

WBAY Green Bay 2 CBS, Nationwide
 WFRV Green Bay 5 NBC, Midwest Radio-TV
 WLRE Green Bay 26 IND
 WLUK Green Bay 11 ABC, Post Corp

Green Bay News-Chronicle M 12,612
 Green Bay Press-Gazette E 57,561

GREENSBORO/WINSTON-SALEM

WFMY Greensboro 2 CBS, Harte-Hanks
 WGGT Greensboro 48 IND
 WGHP High Point 8 ABC
 WJTM Winston-Salem 45 IND
 WXII Winston-Salem 12 NBC, Multimedia

Greensboro News M 81,363, Landmark
 Greensboro Record E 29,989, Landmark
 High Point Enterprise E 30,724
 Winston-Salem Journal M 70,922, Media General
 Winston-Salem Sentinel E 34,501, Media General

GREENVILLE/NEW BERN, NC

WCTI New Bern 12 ABC, Malrite
 WITN Washington 7 NBC
 WNCT Greenville 9 CBS, Park

Washington News M 9,540
 New Bern Sun Journal E 14,897
 Greenville Reflector E 16,017

GREENVILLE-SPARTANBURG

WFBC Greenville 4 NBC, Multimedia
 WGGG Greenville 16 IND
 WLOS Asheville 13 ABC, Wometco
 WSPA Spartanburg 7 CBS, Spartan

GREENVILLE-SPARTANBURG (con't)

Greenville News M 84,489, Multimedia
 Greenville Piedmont E 23,815, Multimedia
 Spartanburg Herald M 41,746
 Spartanburg Journal E 7,578
 Asheville Citizen M 49,453, Multimedia
 Asheville Times E 15,012, Multimedia

HARRISBURG

WGAL Lancaster 8 NBC, Pulitzer
 WGCB Red Lion 49 IND
 WHP Harrisburg 21 CBS
 WHTM Harrisburg 27 ABC, Times-Mirror
 WLYH Lancaster 15 CBS, Gateway
 WSBA York 43 CBS, Susquehanna
 Harrisburg News E 59,679, Newhouse
 Harrisburg Patriot M 45,729, Newhouse

HARTFORD

WATR Waterbury 20 NBC
 WFSB Hartford 3 CBS, Post-News
 WHCT Hartford 18 IND
 WTNH New Haven 8 ABC, Capital Cit
 WVIT Hartford 30 NBC, Viacom
 Hartford Courant M 209,775, Times-Mir
 New Britain Herald E 39,617
 Waterbury Republican E 37,038
 Waterbury American E 34,335

HONOLULU

KGMB Honolulu 9 CBS, Lee
 KHON Honolulu 2 NBC, DM Register
 KIKU Honolulu 13 IND
 KITV Honolulu 4 ABC, Shamrock
 Honolulu Advertiser M 81,802, Gannett
 Honolulu Star-Bulletin E 111,307, Gannett

HOUSTON

KHOU Houston 11 CBS, Corinthian
 KHTV Houston 39 IND, Gaylord
 KPRC Houston 2 NBC, Houston Post
 KRIV Houston 26 IND, Metromedia
 KTRK Houston 13 ABC, Cap Cities
 Houston Chronicle AD 384,305
 Houston Post M 348,571

HUNTINGTON - See Charleston, WV

HUNTSVILLE

WAAY Huntsville 31 ABC
 WAFF Huntsville 48 NBC, American
 Family Life
 WHNT Huntsville 19 CBS, NY Times
 Huntsville Times E 54,199, Newhouse
 Huntsville News M 13,472, Newhouse

INDIANAPOLIS

WHMB Indianapolis 40 IND, Sumrall
 WISH Indianapolis 8 CBS, Corinthian
 WRTV Indianapolis 6 ABC, McGraw-Hill
 WTHR Indianapolis 13 NBC, Columbus Dis
 WTTV Indianapolis 4 IND, Sarkes-Tar

Indianapolis Star M 223,289, Central
 Indianapolis News E 140,564, Central

JACKSON, MS

WAPT Jackson 16 ABC, Clay
 WJTV Jackson 12 CBS, Capitol
 WLBT Jackson 3 NBC

Jackson Clarion-Ledger M 64,068, Gannett
 Jackson News E 40,147, Gannett

JACKSONVILLE

WAWS Jacksonville 30 IND, Malrite
 WJKS Jacksonville 17 NBC, Ziff-Davis
 WJXT Jacksonville 4 CBS, Post-Newsweek
 WTLV Jacksonville 12 ABC, Harte-Hanks
 WXAO Jacksonville 47 IND

Florida Times-Union M 155,993
 Jacksonville Journal E 42,753

JOHNSON CITY-KINGSPORT-BRISTOL

WCYB Bristol 5 NBC
 WJHL Johnson City 11 CBS, Park
 WKPT Kingsport 19 ABC

Kingsport News M 5,080
 Kingsport Times-News AD 43,132
 Johnson City Press-Chron M 3,548
 E 24,055
 Bristol Herald-Courier M 30,694
 Bristol Virginia-Tennessean E 9,231

JOHNSTOWN, PA

TV - See Altoona

Johnstown Tribune-Democrat M 55,226

KALAMAZOO - See Grand RapidsKANSAS CITY

KSHB Kansas City 41 IND, Scripps-How
 KCMO Kansas City 5 CBS, Meredith
 KMBC Kansas City 9 ABC, Hearst
 WDAF Kansas City 4 NBC, Taft

Kansas City Kansan E 22,380
 Kansas City Times M 290,210, Capital Cit
 Kansas City Star E 244,696, Capital Cit

KNOXVILLE

WATE Knoxville 6 ABC, Nationwide
 WBIR Knoxville 10 CBS, Multimedia
 WTVK Knoxville 26 NBC, South Central
 Knoxville Journal M 55,604, Gannett
 Knoxville News-Sent E 100,023, Scr-How

LAFAYETTE, LA

KADN Lafayette 15 IND
 KATC Lafayette 3 ABC
 KLFY Lafayette 10 CBS

Lafayette Advertiser E 29,994, Thomson

LAKELAND

Lakeland Ledger M 50,122

LANCASTER

TV - See Harrisburg

Lancaster New Era E 40,853
 Lancaster Intelligencer Journal M 58,606

LANSING

WJIM Lansing 6 CBS, Gross
 WILX Jackson 10 NBC, Figgie

Lansing State Journal E 73,073, Gannett

LAS VEGAS

KLAS Las Vegas 8 CBS, Landmark
 KTNV Las Vegas 13 ABC, Milw Journal
 KVBC Las Vegas 3 NBC
 KVVU Las Vegas 5 IND, Carson

Las Vegas Review-Journal E 87,475, Donrey
 Las Vegas Sun M 62,161

LEXINGTON

WKYT Lexington 27 CBS, Bluegrass
 WLEX Lexington 18 NBC, Gay-Bell
 WTVQ Lexington 36 ABC, Shamrock

Lexington Herald M 71,486, Kni-Ridder
 Lexington Leader E 32,616, Kni-Ridder

LINCOLN

KHAS Hastings 5 NBC, Seaton
 KHGI Kearney 13 ABC, Amaturio
 KOLN Lincoln 10 CBS, Fetzer

Lincoln Star M 31,746, Lee
 Lincoln Journal E 44,381, Lee

LITTLE ROCK

KARK Little Rock 4 NBC, Gannett
KATV Little Rock 7 ABC, Leake
KTHV Little Rock 11 CBS

Arkansas Democrat M 68,405
Arkansas Gazette M 128,396

LOS ANGELES

KABC Los Angeles 7 ABC, ABC
KBSC Los Angeles 52 IND, Oak
KCOP Los Angeles 13 IND, Chris Craft
KHJ Los Angeles 9 IND, RKO
KMEX Los Angeles 34 SIN, SIN
KNBC Los Angeles 4 NBC, NBC
KNXT Los Angeles 2 CBS, CBS
KSCI Los Angeles 18 IND
KTLA Los Angeles 5 IND, Golden West
KTTV Los Angeles 11 IND, Metromedia
KWHY Los Angeles 22 IND

Los Angeles Herald Examiner M 281,533, Hearst
Los Angeles Times M 1,011,798, Times-Mir
Long Beach Press Telegram AD 132,124, Kni-Rid
Santa Ana Register AD 238,133, Freedom
Los Angeles Daily News M 123,327

LOUISVILLE

WAVE Louisville 3 NBC, Cosmos
WDRB Louisville 41 IND, Cowles
WHAS Louisville 11 CBS
WLKY Louisville 32 ABC, Gannett

Louisville Courier-Journal M 182,705
Louisville Times E 147,472

LUBBOCK

KAMC Lubbock 28 ABC
KCBD Lubbock 11 NBC, Columbia (SC) State Record
KLBK Lubbock 13 CBS

Lubbock Avalanche-Journal (M-56,892), Morris
(E-14,287), Morris

LYNCHBURG, VA

TV - See Roanoke

Lynchburg News M 21,847, Worrell
Lynchburg Advance E 17,962, Worrell

MACON

WCWB Macon 41 NBC
WMAZ Macon 13 CBS, Multimedia
Macon News M 51,832, Knight-Ridder
Macon Telegraph E 18,573, Knight-Ridder

MADISON

WISC Madison 3 CBS, Morgan Murphy
WKOW Madison 27 ABC, Liberty
WMTV Madison 15 NBC, Forward

Madison Capital Times E 31,895
Wisconsin State Journal M 75,246

MANCHESTER

WMUR Manchester 9 ABC, Birney Imes
Manchester Union Leader AD 66,091

McALLEN-BROWNSVILLE

KGBT Harlingen 4 CBS, Tichenor
KRGV Weslaco 5 ABC, Manship
KVEO Brownsville 23 NBC

Brownsville Herald E 13,589, Freedom
McAllen Monitor E 20,615, Freedom
Harlingen Valley Star E 22,141, Freedom

MEDFORD

KOBI Medford 5 ABC, CBS, Cal-Oregon
KTVL Medford 10 NBC/CBS, Freedom
Medford Mail Tribune E 28,200, Ottaway

MELBOURNE-TITUSVILLE-COCOA

TV - See Orlando

Cocoa Today M 66,437, Gannett

MEMPHIS

WHBQ Memphis 13 ABC, RKO
WMC Memphis 5 NBC, Scr-Howard
WPTY Memphis 24 IND
WREG Memphis 3 CBS, NY Times

Memphis Commercial Appeal M 198,569,
Scripps-Howard
Memphis Press-Scimitar E 92,409,
Scripps-Howard

MIAMI-FT. LAUDERDALE

WCIX Miami 6 IND, GCC
WCKT Miami 7 NBC
WKID Hollywood 51 IND, Oak
WLTV Miami 23 SIN, SIN
WPLG Miami 10 ABC, Post-News
WTVJ Miami 4 CBS, Wometco

Miami Herald M 399,690, Knight-Ridd
Miami News E 57,879, Cox
Ft. Lauderdale News E 91,141,
Tribune Co.
Ft. Lauderdale Sun-Sentinel M 70,376,
Tribune Co.

MILWAUKEE

WCGV Milwaukee 24 IND
WISN Milwaukee 12 ABC, Hearst
WITI Milwaukee 6 CBS, Storer
WTMJ Milwaukee 4 NBC, Milw Journal
WVTV Milwaukee 18 IND, Gaylord

Milwaukee Journal E 308,426
Milwaukee Sentinel M 175,189

MINNEAPOLIS-ST. PAUL

KMSP Minneapolis 9 IND, 20th Cent Fox
KSTP Minneapolis 5 ABC, Hubbard
WCCO Minneapolis 4 CBS, Midwest Radio-TV
WTCN Minneapolis 11 NBC, Metromdia

Minneapolis Star & Tribune AD 408,809, Cowles
St. Paul Dispatch E 114,729, Knight-Ridder
St. Paul Pioneer Press M 107,657, Knight-Ridder

MOBILE

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

Mobile Press E 50,391, Newhouse
Mobile Register M 51,394, Newhouse

MODESTO

TV - See Sacramento

Modesto Bee M 69,994, McClatchy

MONTGOMERY

WCOV Montgomery 20 CBS, Gay/Bell
WKAB Montgomery 32 ABC, Bahakel
WSFA Montgomery 12 NBC, Cosmos

Montgomery Advertiser M 44,450, Multimedia
Montgomery Journal E 22,795, Multimedia

NASHVILLE

WNGE Nashville 2 ABC, GE
WSMV Nashville 4 NBC, Gillett
WTVF Nashville 5 CBS
WZTV Nashville 17 IND, Multimedia

Nashville Banner E 75,973, Gannett
Nashville Tennessean M 126,958, Gannett

NEW HAVEN

TV - see Hartford

New Haven Register E 91,425
New Haven Journal-Courier M 35,531

NEW ORLEANS

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

New Orleans Times-Picayune/States-Stem
AD 275,376, Newhouse

NEW YORK

WABC New York 7 ABC, ABC
WCBS New York 2 CBS, CBS
WFTI New York 54 IND
WNBC New York 4 NBC, NBC
WNEW New York 5 IND, Multimedia
WNJU Newark 47 IND, Tandem
WOR New York 9 IND, RKO
WPIX New York 11 IND, Tribune Co.
WXTV New York 41 SIN, SIN
WWHT Newark 68 IND, Wometco

New York Daily News M 1,483,333, Tribune
New York Post AD 920,895, Murdoch
New York Times M 887,211
Long Island Newsday E 507,350, Tim-Mir
Newark Star-Ledger M 409,278, Newhouse

NORFOLK

WAVY Portsmouth 10 NBC, LIN
WTKR Norfolk 3 CBS, Kni-Ridder
WTVZ Norfolk 33 IND
WVEC Hampton 13 ABC, Corinthian
WYAH Portsmouth 27 IND, CBN

Newport News Press M 58,283
Newport News Times-Herald E 42,657
Norfolk Ledger-Star E 94,507, Landmark
Norfolk Virginian-Pilot M 131,234,
Landmark

NE PA

WBRE Wilkes-Barre 28 NBC
WDAU Scranton 22 CBS
WNEP Scranton 16 ABC
Scranton Times E 54,644, Shamrock
Scranton Tribune M 38,528
Wilkes-Barre Times Leader AD ???
Wilkes-Barre Citizens' Voice M 47,707

OKLAHOMA CITY

KAUT Oklahoma City 43 IND, Golden West
KGMC Oklahoma City 34 IND
KOCO Oklahoma City 5 ABC, Gannett
KOKH Oklahoma City 25 IND, Blair
KTVY Oklahoma City 4 NBC, Detroit News
KWTV Oklahoma City 9 CBS

Oklahoma City Oklahoman M 182,604, Gaylord
Oklahoma City Times E 84,198, Gaylord

OMAHA

KETV Omaha 7 ABC, Pulitzer
 KMTV Omaha 3 NBC, May
 WOVW Omaha 6 CBS, San Fran Chronicle

Omaha World-Tribune M - 120,784
 E - 105,251

ORLANDO

WDBO Orlando 6 CBS, Outlet
 WESH Orlando 2 NBC, Cowles
 WFTV Orlando 9 ABC
 WOFL Orlando 35 IND

Orlando Sentinel Star AD 191,870, Tribune Co.

PENSACOLA

TV - See Mobile

Pensacola News E 12,225, Gannett
 Pensacola Journal M 54,924, Gannett

PEORIA

WEEK Peoria 25 NBC
 WMBD Peoria 31 CBS, Midwest TV
 WRAU Peoria 19 ABC, Forward

Peoria Journal-Star AD 102,098

PHILADELPHIA

KYW Philadelphia 3 NBC, Westinghouse
 WCAU Philadelphia 10 CBS, CBS
 WKBS Philadelphia 48 IND, Field
 WPHL Philadelphia 17 IND, Prov Jrnl
 WPVI Philadelphia 6 ABC, Cap Cities
 WTAF Philadelphia 29 IND, Taft

Philadelphia Inquirer M 547,547, Knight-Ridd
 Philadelphia News E 299,380, Knight-Ridd

PHOENIX

KNXV Phoenix 15 IND
 KOOL Phoenix 10 CBS, Gulf United
 KPHO Phoenix 5 IND, Meredith
 KPNX Phoenix 12 NBC, Gannett
 KTVK Phoenix 3 ABC
 KTVW Phoenix 33 SIN

Phoenix Republic M 248,846
 Phoenix Gazette E 100,996

PITTSBURGH

KDKA Pittsburgh 2 CBS, Westinghouse
 WIIC Pittsburgh 11 NBC, Cox
 WPCB Pittsburgh 40 IND
 WPGH Pittsburgh 53 IND, Meredith
 WPTT Pittsburgh 22 IND
 WTAE Pittsburgh 4 ABC, Hearst

Pittsburgh Press E 262,760, Block
 Pittsburgh Post-Gazette M 178,716, Scripps-How

PORTLAND, ME

WCSH Portland 6 NBC, Maine Brdcast
 WGAN Portland 13 CBS, Guy Gannett
 WMTW Portland 8 ABC

Portland Press-Herald M 58,561, Guy
 Gannett
 Portland Express E 30,345, Guy Gannett

PORTLAND, OR

KATU Portland 2 ABC, Fisher
 KGW Portland 8 NBC, King
 KOIN Portland 6 CBS, Lee
 KPTV Portland 12 IND, Chris Craft

Portland Oregonian M 238,303, Newhouse
 Portland Oregon Journal E 104,317,
 Newhouse

PROVIDENCE

WJAR Providence 10 NBC, Outlet
 WLNE New Bedford 6 CBS, Pulitzer
 WPRI Providence 12 ABC, Knight-Ridder

Providence Journal M 80,038
 Providenc eBulletin E 137,996

PUEBLO - See Colorado Springs

RALEIGH

WPTF Raleigh 28 NBC, Durham Life
 WRAL Raleigh 5 ABC, Capitol
 WTVD Raleigh 11 CBS, Capital Cities

Raleigh News and Observer M 127,280
 Raleigh Times E 32,998
 Durham Herald M 40,837
 Durham Sun E 20,277

READING

WTVE Reading 51 IND
 Reading Eagle E 41,966
 Reading Times M 42,902

RENO

KAME Reno 21 IND
 KCRL Reno 4 NBC
 KOLO Reno 8 ABC, Donrey
 KTVN Reno 2 CBS, Sarkes Tarzian

Nevada State Journal M 33,994, Gannett
 Nevada Gazette E 22,642, Gannett

RICHLAND, WA

TV - See Yakima

Tri City Herald E 39,638

RICHMOND

WTVR Richmond 6 CBS, Park
WWBT Richmond 12 NBC, Jeff-Pilot
WXEX Richmond 8 ABC, Nationwide
Richmond News-Leader E 112,691
Richmond Times-Dispatch M 133,277

RIVERSIDE-SB-ONTARIO

TV - See Los Angeles
Riverside Press Enterprise M 71,304
E 34,504
San Bernardino Sun M 79,761, Gannett

ROANOKE

WDBJ Roanoke 7 CBS, Shurz
WSET Roanoke 13 ABC, Allbritton
WSLS Roanoke 10 ABC, Park
Roanoke Times & World-News M 69,047, Landmark
E 47,798, Landmark

ROCHESTER

WHEC Rochester 10 CBS, BENI
WOKR Rochester 13 ABC
WROC Rochester 8 NBC, Ziff-Davis
WUHF Rochester 31 IND, Malrite
Rochester Democrat & Chronicle M 133,095, Gannett
Rochester Times-Union E 116,082, Gannett

ROCKFORD

WIFR Rockford 23 CBS, Worrell
WQRF Rockford 39 IND, Lloyd
WREX Rockford 13 ABC, Gilmore
WTVO Rockford 17 NBC, Balaban
Rockford Register Star M 76,883, Gannett

SACRAMENTO

KCRA Sacramento 3 NBC, Kelly
KQVR Stockton 13 ABC, Outlet
KRBK Sacrametno 31 IND
KTXL Sacramento 40 IND
KXTV Sacramento 10 CBS, Corinthian
KCSO Modesto 19 SIN
Sacramento Bee M 210,002, McClatchy
Sacramento Union M 112,409

SAGINAW

TV - See Flint
Saginaw News E 54,971, Newhouse
Bay City Times E 40,516, Newhouse

ST. LOUIS

KDNL St. Louis 30 IND
KMOX St. Louis 4 CBS, CBS
KPLR St. Louis 11 IND
KSDK St. Louis 5 NBC, Pulitzer
KTVI St. Louis 2 ABC, Times-Mirr
St. Louis Post-Dispatch E 236,888,
Pulitzer
St. Louis Globe-Democrat M 255,576,
Newhouse

SALINAS-SEASIDE-MONTEREY

KMST Monterey 46 CBS, Retlaw
KSBW Salinas 8 NBC, Blair
Salinas Californian E 23,463, Gannett
Monterey Peninsula Herald M 31,976

SALT LAKE CITY

KSL Salt Lake City 5 CBS, Bonne
KSTU Salt Lake City 20 IND, Spring-
field TV
KTVX Salt Lake City 4 ABC, 20th
Century Fox
KUTV Salt Lake City 2 NBC, Hatch
Salt Lake City Tribune M 110,708
Salt Lake City Deseret News E 69,597

SAN ANTONIO

KENS San Antonio 5 CBS, Harte-Hanks
KMOL San Antonio 4 NBC, 20th Cent
KSAT San Antonio 12 ABC, Outlet
KWEX San Antonio 41 SIN, SIN
San Antonio Express M 80,286
San Antonio News E 72,966
San Antonio Light E 118,723, Hearst

SAN DIEGO

KCST San Diego 39 NBC, Storer
KFMB San Diego 8 CBS, Midwest TV
KGTV San Diego 10 ABC, McGraw-Hill
XETV Tijuana 6 IND
San Diego Tribune E 125,566, Copley
San Diego Union M 205,788, Copley

SAN FRANCISCO

KBHK SF 44 IND, Field
KDTV SF 14 SIN
KGO SF 7 ABC, ABC
KFTY Santa Rosa 50 IND
KPIX SF 5 CBS, Westinghouse
KRON SF 4 NBC, Chronicle
KTSF SF 26 IND
KTVU Oakland 2 IND, Cox
KTZO SF 20 IND, Jim Gabbert

SAN FRANCISCO (con't)

San Francisco Chronicle M 510,955
San Francisco Examiner E 152,401, Hearst
Oakland Tribune E 131,273, Gannett
East Bay Today M 81,772, Gannett

SAN JOSE

KICU San Jose 6 IND, Ralph Wilson
KNTV San Jose 11 ABC, Landmark
KSTS San Jose 48 IND

San Jose Mercury M 159,512, Knight-Ridder
San Jose News E 66,464, Knight-Ridder

SARASOTA-BRADENTON

TV - See Tampa

Sarasota Herald-Tribune M 77,490
Sarasota Journal E 5,213
Bradenton Herald E 23,974, Knight-Ridder

SAVANNAH

WJCL Savannah 22 ABC, Lewis
WSAV Savannah 3 NBC, News, Press, Gaz
WTOC Savannah 11 CBS, American Family

Savannah News M 56,050, Southwestern Newsp
Savannah Press E 20,419, Southwestern Newsp

SEATTLE-TACOMA

KCPQ Tacoma 13 IND, Kelly
KING Seattle 5 NBC, King
KIRO Seattle 7 CBS, Bonneville
KOMO Seattle 4 ABC, Fisher
KSTW Tacoma 11 IND, Gaylord

Seattle Post-Intelligencer M 186,003, Hearst
Seattle Times AD 254,053
Tacoma News-Tribune E 106,098

SHREVEPORT

KSLA Shreveport 12 CBS
KTAL Shreveport 6 NBC
KTBS Shreveport 3 ABC

Shreveport Journal E 31,011, Gannett
Shreveport Times M 84,791, Gannett

SIOUX FALLS

KELO Sioux Falls 11 CBS, Midcontinent
KSFY Sioux Falls 13 NBC, Forum
KXON Mitchell 5 ABC, Gillett

Sioux Falls Argus-Leader M 42,703, Gannett

SOUTH BEND

WHME South Bend 46 IND, Sumrall
WNDU South Bend 16 NBC, Notre Dame
WSBT South Bend 22 CBS, Shutz
WSJV South Bend 28 ABC, Quincy News

SOUTH BEND (con't)

Elkhart Truth E 29,569, Federated
South Bend Tribune E 106,924, Shutz

SPOKANE

KHQ Spokane 6 NBC, Cowles
KREM Spokane 2 CBS, King
KXLY Spokane 4 ABC, Morgan Murphy

Spokane Chronicle M 77,459
Spokane Spokesman-Review E 59,463

SPRINGFIELD, MA

WGGB Springfield 40 ABC, Guy Gannett
WWLP Springfield 22 NBC, Spring TV

Springfield Union M 70,561, Newhouse
Springfield News E 73,567, Newhouse

SPRINGFIELD, MO

KMTC Springfield 27 ABC
KOLR Springfield 10 CBS
KYTV Springfield 3 NBC, Harte-Hanks

Springfield News M 35,928, Gannett
Springfield Leader & Press E 35,139, Gannett

STEUBENVILLE

WTOV Steubenville 9 NBC, Ziff-Davis
Steubenville Herald-Star E 22,682, Thomson
Weirton Times E 7,692, Thomson

STOCKTON

TV - See Sacramento
Stockton Record E 53,915, Gannett

SYRACUSE

WIXT Syracuse 9 ABC
WSTM Syracuse 3 NBC, Times-Mirror
WTVH Syracuse 5 CBS, Meredith

Syracuse Herald-Journal E 108,995, Newhouse
Syracuse Post-Standard M 89,640, Newhouse

TALLAHASSEE

WCTV Tallahassee 6 CBS
WECA Tallahassee 27 ABC
WVGA Valdosta 44 ABC

Tallahassee Democrat M 50,521, Kni-Ridd

TAMPA-ST. PETERSBURG

WFLA Tampa 8 NBC, Media General
WFTS Tampa 28 IND, Family TV
WTOG St. Pete 44 IND, Hubbard
WTSP St. Pete 10 ABC, Gulf United
WTVT Tampa 13 CBS, Gaylord

Tampa Tribune M 179,241, Media Gen
Tampa Times E 21,867, Media Gen
St Petersburg Times M 219,399
St. Petersburg Independent E 37,517
Clearwater Sun M 38,621

TERRE HAUTE

WBAK Terre Haute 38 ABC, Bahakel
WTHI Terre Haute 10 CBS, Hulman
WTWO Terre Haute 2 NBC, Malcolm Glazer
Terre Haute Star M 22,746
Terre Haute Tribune E 19,745

TOPEKA

KTSB Topeka 27 NBC, Motor Car Trans
WIBW Topeka 13 CBS, Stauffer
Topeka Capital-Journal M 69,104, Stauffer

TOLEDO

WDHO Toledo 24 ABC
WTOL Toledo 11 CBS, Cosmos
WTVG Toledo 13 NBC, Storer
Toledo Blade E 166,690, Block

TUCSON

KGUN Tucson 9 ABC, May
KOLD Tucson 13 CBS, Detroit News
KVOA Tucson 4 NBC, Donrey
KZAZ Tucson 11 IND
Tucson Star M 67,873, Gannett
Tucson Citizen E 61,453, Gannett

TULSA

KGCT Tulsa 41 IND
KJRH Tulsa 2 NBC, Scripps-How
KOKI Tulsa 23 IND
KOTV Tulsa 6 CBS, Corinthian
KTUL Tulsa 8 Leake
Tulsa World M 128,325
Tulsa Tribune E 77,292

UTICA-ROME

WKTV Utica 2 NBC
WUTR Utice 20 ABC, Park
Rome Sentinel E 19,970
Utica Press M 29,384, Gannett
Utica Observer-Dispatch E 37,541, Gannett

WACO

KCEN Temple 6 NBC, Mayborn
KWTX Waco 10 ABC/CBS, Bostick
Waco Tribune-Herald AD 49,968, Cox
Temple Telegram M 25,682
Killeen Herald E 14,621, Mayborn

WASHINGTON, DC

WDCA Washington 20 IND, Taft
WDVM Washington 9 CBS, Detroit News
WJLA Washington 7 ABC, Allbritton
WRC Washington 4 NBC, NBC
WTTG Washington 5 IND, Metromedia
Washington Post M 770,522, Post-Newsweek

WATERLOO-CEDAR FALLS

TV - See Cedar Rapids
Waterloo Courier E 52,336
Cedar Falls Record M 4,341

WEST PALM BEACH

WPEC West Palm Beach 12 ABC
WPTV Palm Beach 5 ABC, Scripps-How
WTVX West Palm Beach 34 CBS
WFLX West Palm Beach 29 IND, Malrite
West Palm Beach Post M 84,082, Cox
West Palm Beach Times E 27,588, Cox

WHEELING

WTRF Wheeling 7 CBS, Forward
Wheeling Intelligencer M 23,991, Ogden
Wheeling News-Register E 26,955, Ogden

WICHITA

KAKE Wichita 10 ABC, Chronicle
KARD Wichita 3 NBC, Hatch
KTVH Huntchinson 12 CBS, Cowles
Wichita Eagle-Beacon M 123,525, Kni-Ridd

WILMINGTON, DE

TV - See Philadelphia
Wilmington News M 54,418, Gannett
Wilmington Journal E 73,067, Gannett

WILMINGTON, NC

WECT Wilmington 6 NBC
WWAY Wilmington 3 ABC, Clay
Wilmington Star M 39,129, NY Times

WORCESTER

TV - See Boston

Worcester Telegram M 56,467
Worcester Gazette E 88,005

YAKIMA

KAPP Yakima 35 ABC, Morgan Murphy
KIMA Yakima 29 CBS
KNDO Yakima 23 NBC

Yakima Herald-Republic AD 40,452, Harte-Hanks

YORK

TV - See Harrisburg

York Dispatch E 50,283
York Record M 35,998, Buckner

YOUNGSTOWN

WFMJ Youngstown 21 NBC, Youngstown Vindicator
WKBN Youngstown 27 CBS
WYTV Youngstown 33 ABC, Adams-Russe;;
Youngstown Vindicator E 101,173

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