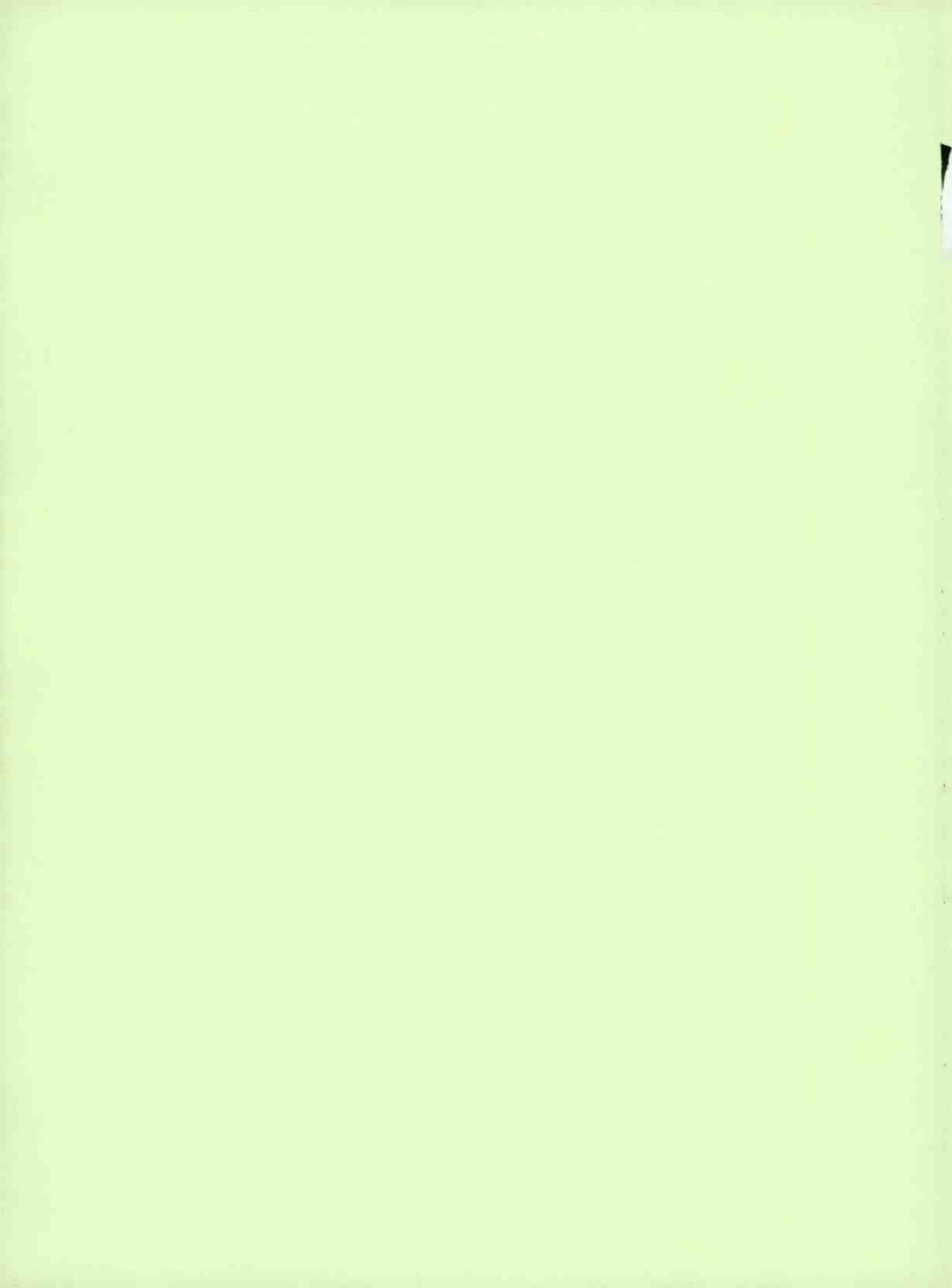


AMERICAN RADIO

FALL 1991



James H. Duncan, Jr.



AMERICAN RADIO

FALL, 1991 REPORT

(Arbitron Rating Period: 19 September 1991 - 11 December 1991)

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INTRODUCTION

This is the 17th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to 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 are 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 reports are included if they are received by 28 February 1992.

Work on this edition was completed on 28 February 1992. Mailing will begin the following week. If your copy is defective in any way, let me know and I will promptly mail another copy to you.

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B1-B3 Definitions, Clarifications and Explanations

Individual Market Reports for these markets in alphabetical order:

Akron	Kalamazoo	Seattle-Tacoma
Albany-Schenectady	Kansas City	Shreveport
Albuquerque	Knoxville	Spokane
Allentown-Beth	Lakeland	Springfield, MA
Anchorage	Lancaster	Stockton
Ann Arbor	Lansing	Syracuse
Appleton-Oshkosh	Las Vegas	Tampa-St. Petersburg
Atlanta	Lexington	Toledo
Atlantic City	Lincoln	Tucson
Augusta	Little Rock	Tulsa
Austin	Los Angeles	Utica-Rome
Bakersfield	Louisville	Washington
Baltimore	Lubbock	West Palm Beach
Baton Rouge	Macon	Wichita
	Madison	Wilkes Barre-Scranton
Binghamton	McAllen-Brownsville	Wilmington, DE
Birmingham	Manchester	Worcester
Boise	Melbourne	York
Boston	Memphis	Youngstown
Bridgeport (Fairfield County)	Miami-Ft. Lauderdale	
Buffalo	Milwaukee	<u>CONDENSED MARKETS:</u>
		Abilene
Canton	Minneapolis-St. Paul	Beaumont
Charleston, SC	Mobile	Burlington, VT
Charleston, WV	Modesto	Cape Cod, MA
Charlotte	Monmouth-Ocean	Chico, CA
Chattanooga	Montgomery	Danbury, CT
Chicago	Nashville	Dothan
Cincinnati	Nassau-Suffolk	Fayetteville, AR
Cleveland	New Haven	Ft. Myers
Colorado Springs	New Orleans	Gainesville, FL
Columbia, SC	New York	Hagerstown
Columbus, OH	Norfolk	Lafayette, IN
Corpus Christi	Oklahoma City	Lafayette, LA
Dallas-Ft. Worth	Omaha	Muskegon
Davenport-RI-Moline	Orlando	Naples
Dayton	Oxnard-Ventura	New Bedford
Daytona Beach	Pensacola	Odessa-Midland
Denver	Peoria	Palm Springs
Des Moines	Philadelphia	Reading, PA
Detroit	Phoenix	Redding, CA
El Paso	Pittsburgh	Santa Barbara
Erie	Portland, ME	Stamford, CT
Eugene	Portland, OR	
Evansville	Portsmouth-Dover	
Fayetteville, NC	Providence	
Flint	Raleigh	
Ft. Pierce	Reno	
Ft. Wayne	Richmond	
Fresno	Riverside-SB	
Grand Rapids	Roanoke-Lynchburg	
Greensboro-WS	Rochester	
Greenville-NB, NC	Rockford	
Greenville-Spartanburg	Sacramento	
Harrisburg	Saginaw-BC	
Hartford	St. Louis	
Honolulu	Salinas-Monterey-SC	
Houston	Salt Lake City	
Huntington, WV	San Antonio	
Huntsville	San Diego	
Indianapolis	San Francisco	
Jackson	San Jose	
Jacksonville	Santa Rosa	
JC-Kings-Bristol	Sarasota-Bradenton	
Johnstown	Savannah	

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Fall 1990 to Fall 1991. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WNIR-F, 7.3, N/T	WKNR, +1.7, SP	WKDD-F, -2.2, CHR
Albany-Schenectedy-Troy	WGNA-AF, 11.5, C	WQBK-F, +3.2, AOR	WROW-F, -3.3, EZ
Albuquerque	KRST-AF, 13.7, C	KLSK-F, +2.8, AOR	KKOB-F, -3.3, AC
Allentown-Bethlehem	WFMZ-F, 13.5, EZ	WAEB-F, +3.4, CHR	WLEV-F, -4.9, AC
Anchorage	KASH-F, 12.1, C	KFQD, +3.7, MOR	KBFX-F, -6.1, AOR
Ann Arbor	WJR, 11.4, MOR	CIMX-F, +4.3, AOR	WRIF-F, -2.4, AOR
Appleton-Oshkosh	WAPL-F, 14.9, AOR	WROE-F, +3.9, EZ	WYNE, -5.5, C
Atlanta	WVEE-F, 12.8, B	WKHX-F, +2.7, C	WAPW-F, -3.5, CHR
Atlantic City	WFPG-F, 11.7, EZ	WBSS-F, +8.5, B	WUSS, -3.1, B
Augusta	WBBQ-AF, 18.2, CHR	WKZK, +5.7, REL	WBBQ-AF, -3.3, CHR
Austin	KASE-F, 15.7, C	KLBJ, +2.6, N/T	KBTS-F, -3.0, CHR
Bakersfield	KUZZ-F, 13.9, C	KRAB-F, +1.5, AOR	KAFY, -2.5, SP
Baltimore	WXVY-F, 8.1, B	WERQ-F, +1.7, CHR	WLIF-F, -1.9, EZ
Baton Rouge	WYNK-AF, 17.7, C	KRVE-F, +2.0, AC	KHOM-F, -3.6, AC
Binghamton	WHWK-F, 20.4, C	WHWK-F, +5.3, C	WAAL-F, -2.8, CHR
Birmingham	WZZK-AF, 15.9, C	WTUG-F, +2.6, B	WIKX-F, -1.9, C
Boise	KQFC-F, 14.6, C	KQFC-F, +2.6, C	KCIX-F, -5.2, AC
Boston	WBZ, 7.5, N/T	WBZ, +2.2, N/T	WZOU-F, -1.9, CHR
Bridgeport	WEZN-F, 13.3, EZ	WEBE-F, +1.6, AC	WEZN-F, -2.1, EZ
Buffalo-Niagara Falls	WYRK-F, 10.8, C	WYRK-F, +2.4, C	WJYE-F, -3.5, EZ
Canton	WHBC, 15.8, MOR	WQXK-F, +2.8, C	WHBC-F, -3.3, EZ
Charleston, SC	WEZL-F, 10.7, C	WBUB-F, +5.1, C	WEZL-F, -1.8, C
Charleston, WV	WQBE-F, 30.6, C	WCBS, +2.8, MOR	WVAF-F, -4.1, AC
Charlotte	WSOC-F, 12.7, C	WBT, +2.1, MOR	WWMG-F, -2.0, AC
Chattanooga	WPEG-F, 12.7, B		
Chicago	WUSY-F, 23.9, C	WUSY-F, +4.2, C	WSKZ-F, -4.4, CHR
Cincinnati	WGN, 8.5, N/T	WWBZ-F, +2.4, AOR	WLUP-F, -1.5, AOR
Cleveland	WLW, 9.7, N/T	WUBE-F, +3.9, C	WKRQ-F, -3.6, CHR
	WMMS-F, 10.2, AOR	WMMS-F, +3.4, AOR	WLTF-F, -1.7, AC
Colorado Springs	KKCS-F, 14.0, C	KKMG-F, +2.6, CHR	KIKX-F, -3.1, CHR
Columbia, SC	WDM-F, 16.5, B	WHKZ-F, +2.3, C	WNOK-F, -2.2, CHR
Columbus, OH	WSNY-F, 9.5, AC	WWHT-F, +3.5, CHR	WNCI-F, -3.4, CHR
Corpus Christi	KOUL-F, 14.6, C	KLTG-F, +1.8, AC	KCCT, -2.6, SP
Dallas-Ft. Worth	KSCS-F, 11.2, C	KLRX-F, +3.3, EZ	KVIL-AF, -3.2, AC
Davenport-Ri-Moline	WLLR-AF, 16.3, C	WLXP-F, +2.5, AOR	WLLR-AF, -1.9, C
Dayton	WHKO-F, 10.7, C	WHKO-F, +2.2, C	WTUE-F, -2.9, AOR
Daytona Beach	WROD, 9.0, BB	WMGF-F, +2.4, AC	WWLV-F, -4.5, EZ
Denver	KOA, 9.7, N/T	KRZN, +1.8, BB	KMJI-F, -2.4, AC
Des Moines	KGGO-F, 18.0, AOR	KGGO-F, +6.4, AOR	KEZT-F, -4.5, EZ
Detroit	WJR, 9.3, MOR	WMXD-F, +1.8, B	WJZZ-F, -1.3, J/NA
El Paso	KHEY-F, 15.7, C	KVIV, +2.4, SP	KAMA-AF, -3.4, SP
Erie	WXKC-F, 14.8, AC	WMXE-F, +5.4, AC	WJET-F, -4.0, CHR
Eugene	KUGN-F, 13.6, C	KAVE-F, +2.0, AOR	KZEL-F, -3.1, AOR
Evansville	WIKY-F, 19.2, MOR	WBKR-F, +4.2, C	WSTO-F, -7.0, CHR
Fayetteville, NC	WZFX-F, 20.6, B	WFMO, +2.8, REL	WQSM-F, -3.3, AC
Flint	WCRZ-F, 14.1, AC	WDZZ-F, +2.6, B	WWCK-AF, -1.6, CHR
Fort Pierce, FL	WZZR-F, 11.6, CHR	WZZR-F, +7.4, CHR	WKGR-F, -8.5, AOR
Fort Wayne	WJAI-F, 12.0, AC	WDJB-F, +4.0, CHR	WJFX-F, -4.3, B
Fresno	KMJ, 12.1, N/T	KQPW-F, +2.8, CHR	KBOS-F, -4.2, CHR
Grand Rapids	WOOD-F, 9.9, EZ	WKWM, +3.1, B	WODJ-F, -2.3, AC
Greensboro-WS	WKLQ-F, 9.9, AOR		
Greenville, NC	WTQR-F, 16.3, C	WTQR-F, +1.3, C	WKSJ-F, -1.2, CHR
Greenville-Spartanburg	WRNS-F, 17.4, C	WSFL-F, +3.9, AOR	WIKS-F, -4.3, B
Harrisburg	WSSL-AF, 15.7, C	WSSL-AF, +4.6, C	WMM-F, -6.3, AC
Hartford	WNNK-AF, 14.8, CHR	WRKZ-F, +2.6, C	WHYL-F, -2.3, C
Honolulu	WTIC, 15.2, MOR	WZMX-F, +3.0, AC	WIOF-F, -2.3, AC
Houston	KSSK-F, 11.8, AC	KCCN-F, +4.7, B	KHFX-F, -3.0, AC
Huntington, WV	KILT-F, 8.9, C	KBXX-F, +4.1, CHR	KMJQ-F, -3.8, B
Huntsville	WTCR-AF, 35.7, C	WTCR-AF, +5.6, C	WKEE-F, -3.2, CHR
	WDRM-F, 21.7, C	WRSA-F, +3.7, EZ	WZYP-F, -4.8, CHR
Indianapolis	WFBQ-F, 15.0, AOR	WFBQ-F, +4.8, AOR	WFMS-F, -2.5, C
Jackson	WMSI-F, 19.4, C	WKXI-F, +5.6, B	WJMI-F, -7.6, B
Jacksonville	WQIK-F, 11.9, C	WAIA-F, +2.6, AOR	WZAZ, -2.0, B
John City-Kingsport	WXBQ-F, 24.9, C	WXBQ-F, +7.0, C	WTFM-F, -5.2, AC
Johnstown	WGLU-F, 14.1, CHR	WNTJ, +1.8, N/T	WIYQ-F, -2.5, AC

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Kalamazoo	WKFR-F, 12.3, CHR	WUBU-F, +5.3, B	WKFR-F, -2.7, CHR
Kansas City	WDAF, 12.7, C	KJLA, +1.6, BB	KXXR-F, -1.5, CHR
Knoxville	WIVK-F, 32.1, C	WWZZ-F, +3.3, AOR	WIVK-F, -3.3, C
Lafayette, LA	KROF-AF, .0, C	KROF-AF, +2.3, C	KROF-AF, -2.4, C
Lakeland	WPCV-F, 21.2, C	WPCV-F, +3.5, C	WFLZ-F, -2.2, CHR
Lancaster	WARM-F, 10.3, EZ	WRKZ-F, +3.4, C	WNCE-F, -2.6, EZ
Lansing	WITL-AF, 15.6, C	WJXQ-F, +3.6, AOR	WVIC-F, -2.9, CHR
Las Vegas	KFMS-AF, 10.4, C	KOMP-F, +3.2, AOR	KXTZ-F, -3.1, EZ
Lexington	WVLK-F, 20.7, C	WVLK-F, +3.4, C	WLAP-F, -6.6, CHR
Lincoln	KZKX-F, 13.3, C KFOR, 13.3, MOR	KZKX-F, +4.5, C	KMXA-F, -5.4, EZ
Little Rock	KSSN-F, 24.7, C	KXIX-F, +3.3, C	KOLL-F, -3.3, AC
Los Angeles	KOST-F, 6.0, AC	KRTH-F, +2.1, AC	KTWV-F, -.8, J/NA
Louisville	WAMZ-F, 22.9, C	WAVG, +2.2, N/T	WRKA-F, -1.7, AC
Lubbock	KLLL-F, 30.9, C	KLLL-F, +8.7, C	KZII-F, -3.8, CHR
Macon	WDEN-AF, 20.5, C	WKXK-AF, +4.2, B	WDDO, -4.0, REL
Madison	WIBA-F, 12.2, AOR	WWQM-AF, +4.0, C	WJJO-F, -1.9, AC
Manchester	WZID-F, 14.9, EZ	WFEA, +3.6, BB	WZID-F, -3.9, EZ
Mcallen-Brownsville	KTEX-F, 20.9, C	KTEX-F, +3.6, C	KBFM-F, -3.1, CHR
Melbourne-Titusville-Cocoa	WMMB, 10.5, MOR	WLRQ-F, +4.1, EZ	WQOL-F, -7.5, AC
Memphis	WGKX-F, 15.7, C	WGKX-F, +5.7, C	KPYR-F, -2.6, AC
Miami-Ft. Lauderdale	WLYF-F, 7.2, EZ	WPOW-F, +1.3, CHR	WEDR-F, -1.3, B
Milwaukee	WTMJ, 11.0, MOR	WKKV-F, +2.9, B	WLUM-F, -2.4, CHR
Minneapolis-St. Paul	WCCO, 18.5, MOR	WCCO, +3.3, MOR	KLXX-F, -1.9, AOR
Mobile	WBLX-F, 16.5, B	WZBA-F, +1.8, C	WABB-F, -2.4, CHR
Modesto	KMIX-F, 10.0, C	WHEP, +1.8, BB	KMIX-F, -4.6, C
Monmouth-Ocean	WADB-F, 6.8, EZ	KNBR, +3.7, N/T	WPAT-F, -3.0, EZ
Montgomery	WLWI-F, 19.6, C	WJLK-F, +1.8, AC	WZHT-F, -3.4, B
Nashville	WSM -F, 12.6, C	WLWI-F, +3.4, C	WRMX-F, -2.7, AC
Nassau-Suffolk	WALK-AF, 6.3, AC	WKDF-F, +3.1, AOR	WALK-AF, -.9, AC
New Haven	WPLR-F, 9.4, AOR	WHCN-F, +1.5, AOR	WAVZ, -2.1, BB
New Orleans	WKCI-F, 9.4, CHR	WHLI, +1.4, BB	WYLD-F, -4.1, B
New York	WWL, 11.4, N/T	WNL, +3.3, N/T	WPAT-F, -2.1, EZ
Norfolk	WLTW-F, 5.8, AC	WSKQ-F, +.8, SP	WAFX-F, -2.9, AOR
Oklahoma City	WOWI-F, 11.4, B	WFOG-F, +3.2, EZ	KYIS-F, -3.3, CHR
Omaha	KXXY-AF, 18.3, C	KJYO-F, +2.6, CHR	KQKQ-F, -2.9, CHR
Orlando	KFAB, 14.6, MOR	WOW -F, +3.6, C	WJHM-F, -2.3, B
Oxnard-Ventura	WWKA-F, 12.6, C	WWKA-F, +3.0, C	KQLZ-F, -2.0, AOR
Pensacola	KHAY-F, 7.9, C	KXLM-F, +3.6, ?	WAVH-F, -3.3, AC
Peoria	WOWW-F, 13.5, C	WKGTF, +3.0, BB	WIRL, -2.4, N/T
Philadelphia	WKZW-F, 13.8, CHR	WLS, +2.4, N/T	WKSZ-F, -1.6, EZ
Phoenix	KYW, 7.6, N/T	WEGX-F, +1.2, CHR	KPSN-F, -3.3, AC
Pittsburgh	KNIX-F, 11.7, C	KMLE-F, +3.0, C	KDKA, -3.6, MOR
Portland, ME	WDVE-F, 11.7, AOR	WDVE-F, +2.9, AOR	WKZS-F, -2.7, AC
Portland, OR	WBLM-F, 14.1, AOR	WPKM-F, +2.4, CL	KUPL-F, -1.2, C
Portsmouth-Dover-Rochester, NH	KINK-AF, 8.5, AOR	XXL, +1.8, N/T	WSSH-F, -3.3, EZ
Providence	WOKQ-F, 11.9, C	WERZ-F, +2.2, CHR	WWLI-F, -2.6, EZ
Raleigh	WPRO-F, 8.7, CHR	WSNE-F, +1.3, AC	WRDU-F, -1.8, AOR
Reno	WQOK-F, 10.2, B	WZZU-F, +1.1, AOR	KODS-F, -4.8, AC
Richmond	KWNZ-F, 11.1, CHR	KTHX-F, +3.8, AOR	WRXL-F, -6.1, AOR
Riverside-San Bernardino	WRVA, 12.2, MOR	WOCK-F, +1.9, AC	KDUO-F, -2.3, EZ
Roanoke-Lynchburg	KFRG-F, 11.5, C	KFRG-F, +3.9, C	WXLK-F, -6.0, CHR
Rochester	WXLK-F, 13.3, CHR	WJLM-F, +2.1, C	WZSH-F, -2.4, EZ
Rockford	WCMF-F, 16.2, AOR	WFIR, +2.1, MOR	WZOK-F, -7.0, CHR
Sacramento	WXRX-F, 14.9, AOR	WHAM, +5.2, MOR	KZAP-F, -2.2, AOR
Saginaw-Bay City-Midland	KFBK, 12.5, N/T	WGN, +2.6, N/T	WIOG-F, -6.8, CHR
Salinas-Monterey-Santa Cruz	WGSW, 12.2, N/T	KFBK, +3.7, N/T	KDBQ-F, -2.6, AC
Salt Lake City	KDON-F, 11.8, CHR	WGSW, +2.5, N/T	KLZX-F, -2.4, AOR
San Antonio	KKAT-F, 10.8, C	KCTY, +2.7, SP	KSJL, -3.8, AOR
San Diego	KCYF-F, 9.9, C	KBER-F, +3.7, AOR	KSDO, -2.0, N/T
San Francisco	KSON-AF, 7.5, C	KXTN-F, +6.0, SP	KFRC, -1.0, BB
San Jose	KGO, 8.4, N/T	KYXY-F, +1.9, AC	KEEN, -2.2, C
Santa Rosa	KBAY-F, 5.9, EZ	KBRG-F, +.9, SP	KGO, -4.8, N/T
Sarasota-Bradenton	KZST-F, 10.0, AC	KRTY-F, +2.0, C	WFLZ-F, -4.1, CHR
Savannah	WDUV-F, 19.2, EZ	KZST-F, +4.1, AC	WIXV-F, -6.5, AOR
Seattle-Tacoma	WEAS-F, 18.2, B	WCTQ-F, +2.8, C	KISW-F, -1.4, AOR
Shreveport	WEAS-F, 18.2, B	WCHY-F, +3.9, C	KLKL-F, -6.0, AC
Spokane	KIRO, 9.2, N/T	KEZX-F, +1.8, EZ	KZZU-F, -3.9, CHR
Springfield, MA	KMJJ-F, 18.8, B	KMJJ-F, +5.4, B	WHYN-F, -3.7, AC
St. Louis	KISC-F, 11.7, AC	KEYF-F, +5.1, AC	KEZK-F, -3.5, EZ
	WPKX-F, 10.0, C	WPKX-F, +2.5, C	
	KMOX, 17.1, N/T	KSHE-F, +1.6, AOR	

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Stockton	KBEE-F, 8.1, EZ	KNBR, +2.3, N/T	KMEL-F, -3.8, CHR
Syracuse	WSYR, 13.5, MOR	WSYR, +3.7, MOR	WKFM-F, -2.9, AOR
Tampa-St. Petersburg	WQYK-F, 11.6, C	WXTB-F, +4.1, AOR	WDUV-F, -2.6, EZ
Toledo	WIOT-F, 14.4, AOR	WTWR-F, +2.0, CHR	WRQN-F, -3.2, CHR
Tucson	KIIM-F, 20.1, C	KIIM-F, +5.9, C	KRQQ-F, -3.0, CHR
Tulsa	KWEN-F, 15.8, C	KTOW-F, +2.9, B	KSTM-F, -2.6, AOR
Utica-Rome	WOURL-F, 15.5, AOR	WOURL-F, +6.6, AOR	WRCK-F, -3.1, CHR
Washington	WPGC-F, 9.2, CHR	WRQX-F, +1.4, CHR	WGAY-F, -1.6, EZ
West Palm Beach	WEAT-AF, 13.2, EZ	WIOD, +2.2, N/T	WZTA-F, -1.6, AOR
Wichita	KFDI-F, 12.9, C	KFDI-F, +3.5, C	KKRD-F, -4.3, CHR
Wilkes Barre-Scranton	WKRZ-F, 16.5, CHR	WKRZ-F, +1.5, CHR	WEJL, -1.1, BB
Wilmington, DE	WJBR-F, 9.6, AC	WDLN-F, +1.5, C	WPEN, -2.4, BB
Worcester	WSRS-F, 13.1, EZ	WQGL-F, +1.7, AC	WSRS-F, -2.0, EZ
York	WGTY-F, 12.3, C	WXLO-F, +1.9, AC	WDAC-F, -2.0, REL
Youngstown	WQXK-F, 12.0, C	WGTY-F, +3.0, C	WYFM-F, -2.3, AC
		WQXK-F, +3.3, C	

NATIONAL FM SHARE*

FAL 91		73.472%	
SPG 91	74.071%	FAL 82	60.571%
FAL 90	73.821%	SPG 82	58.870%
SPG 90	73.952%	FAL 81	58.651%
FAL 89	72.562%	SPG 81	57.353%
SPG 89	73.438%	OCT/NOV 80	56.116%
FAL 88	71.904%	APR/MAY 80	54.254%
SPG 88	71.376%	OCT/NOV 79	53.627%
FAL 87	70.605%	APR/MAY 79	50.887%
SPG 87	71.835%	OCT/NOV 78	50.698%
FAL 86	69.655%	APR/MAY 78	47.638%
SPG 86	68.791%	OCT/NOV 77	46.501%
FAL 85	67.109%	APR/MAY 77	44.428%
SPG 85	66.549%	OCT/NOV 76	43.818%
FAL 84	65.032%	APR/MAY 76	40.886%
SPG 84	64.290%		
FAL 83	63.058%		
SPG 83	62.291%		

FM GROWTH RATE

OCT/NOV 76 TO OCT/NOV 77:	6.123%
OCT/NOV 77 TO OCT/NOV 78:	9.026%
OCT/NOV 78 TO OCT/NOV 79:	5.777%
OCT/NOV 79 TO OCT/NOV 80:	4.641%
OCT/NOV 80 TO FAL 81:	4.517%
FAL 81 TO FAL 82:	3.274%
FAL 82 TO FAL 83:	4.106%
FAL 83 TO FAL 84:	3.130%
FAL 84 TO FAL 85:	3.194%
FAL 85 TO FAL 86:	3.794%
FAL 86 TO FAL 87:	1.364%
FAL 87 TO FAL 88:	1.840%
FAL 88 TO FAL 89:	0.915%
FAL 89 TO FAL 90:	1.735%
FAL 90 TO FAL 91:	-0.473%

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

STATION TRADING ACTIVITY

(17 Aug 1991 - 19 Feb 1992)

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KDGE-F	Gainesville	From Allison to Founders (CANCELLED)	\$8,300,000	Fischer
KTUC	Tucson	33.3%	1,200,000	
KNHN	Kansas City		72,000	
KFGO AF	Fargo	Sold to Otter Tail Power Co.	NA	
WKDY	Spartanburg, SC		80,000	
WMAD AF	Madison	Turned over to bank	3,200,000	in loans
KFIG AF	Fresno		2,117,000	
KRKS	Denver	23.5%	260,000	
KFNN	Phoenix		399,000	
KBCM-F	Yankton	Sold to Park	675,000	Jorgenson, Chapin
KPUR AF	Amarillo	Sold out of Holder bankruptcy	NA	
KXSS AF	St. Cloud MN	Sold to Robert Ingstad	800,000	
WPFR-F	Terre Haute	Sold out of receivership	325,000	
KORL	Honolulu		375,000	
KMLO-F	Fallbrook CA	Sold to Douglas	1,100,000	(e) Jorgenson, Chapin
KAGR-F	Ventura CA	Sold to Douglas	1,060,000	(e) Jorgenson, Chapin
KXBS-F	Santa Paula	Sold out of receivership	775,000	Media Services
WCBZ-F	Bowling Green KY	From Bahakel to Target	250,000	Media Services
WTZR-F	Moyock (Norfolk)	Sold to Willis	1,230,000	Hickman
WSBB	Daytona Beach		50,000	
KUHL, KKFY	Santa Maria CA		1,146,000	Exline
WWIN AF	Baltimore		4,700,000	
WFAL-F	Cape Cod		425,000	
KGA/KDRK-F	Spokane	From John Price to Citadel	4,500,000	(e)
KOOK/KBEE-F	Modesto	From John Price to Citadel	3,900,000	(e)
KHEZ-F	Boise	From John Price to Citadel	1,000,000	(e)
KQMS/KSHA-F	Redding	From John Price to Citadel	1,800,000	(e)
			\$11,500,000	(e) Comm. Equity
KRSR-F	Dallas	From Westighouse to Alliance	13,000,000	(e) Star
WMMO-F	Orlando	Sold to Granum	8,150,000	Media Services
WYTL	Terre Haute	Sold out of receivership	17,000	
WYCL-F	Reading	From Legend to WDAC	4,300,000	Blackburn
KTCR/KOTY-F	Kennewick WA	Sold by Kip Guth	450,000	Media Services
WZAZ AF	Jacksonville	Sold out of bankruptcy	2,025,000	
KXMA-F	Hanford (Fresno)	Sold by Liggett	800,000	Sherwood
WGNE-F	Titusville FL	From Sage to Southern Starr	3,500,000	Biermacki
KIXI	Seattle	From Noble to Sandusky	3,500,000	Stanfield
WYNE	Appleton-Oshkosh	From Fox Valley to Woodward	965,000	
WKGQ	Knoxville		50,000	
WXVQ	Daytona Beach		325,000	
WDVE-F	Pittsburgh	From Great American	21,000,000	(e)
WFBQ-F	Indianapolis	to Broadcast Alchemy	33,000,000	(e)
			\$54,000,000	
WJIZ/WJYZ-F	Albany GA	Sold by Silver Star	2,144,000	
WCZX-F	Poughkeepsie		1,600,000	
WMGL-F	Ravenel SC (Charleston)		600,000	Earman, Gammon
KWGP-F	Odessa-Midland	Sold by Rusk	325,000	Whitley
WIZE	Springfield OH	Sold by Great Trails	560,000	
KMHT AF	Marshall TX	Sold to George Foreman	232,000	
KYA-F, KSFO	San Francisco	Sold by King	13,300,000	Kalil
KSJX, KSJO-F	San Jose	Sold by Narragansett	5,400,000	MVP
KWIZ-F	Anaheim	From Liberman to Douglas	8,750,000	MVP
KYAK, KGOT-F	Anchorage	Sold out of Olympia's bankruptcy	900,000	(e) MVP
KING AF	Seattle	Sold by King	10,000,000	(e) Kalil
WKNF-F	Oak Ridge (Knoxville)		950,000	Sailors
WCOM, WQXK-F	Salem (Youngstown)	From Legend to Lincoln	6,000,000	Blackburn
KGRX-F	Globe (Phoenix)	Sold by Daytona	750,000	MVP
WKBR	Manchester NH		160,000	
WTTB, WGYL-F	Vero Beach	Sold to Steve Seymour	1,865,000	(e)
WQRC-F	Cape Cod	Sold to Steve Seymour	2,600,000	(e)
			\$4,465,000	MVP
WMLO-F	Havana (Tallahassee)		725,000	
KLSY	Bellevue (Seattle)	Sold by Sandusky	75,000	Broadmark
WBOS-F	Boston	From Ackerly to Granum	9,000,000	Stevens
KMOW, KEYI-F	Austin	Sold by GE Capital	3,000,000	
WRXJ	Jacksonville	Sold to Paxson	435,000	
KUCL	Boise (730)	Donated to Boise State University	—	
KZKL AF	Albuquerque		540,000	
WPCR	Philadelphia	Sold by Pyramid	800,000	
WFAN	New York	From Emmis to Infinity	70,000,000	
KDGE-F	Gainesville (Dallas)		2,200,000	
WHYM	Pensacola		84,000	
KNEV-F	Reno	Sold by Price	300,000	
WKCI-F	New Haven	From Noble to Clear Channel	14,000,000	
KGW/KINK-F	Portland	Sold by King	11,500,000	Kalil
KCFI	Waterloo-CF		275,000	
WRXR-F	Augusta GA	Sold to Don Wilks	1,500,000	Snowden
WUST	Washington	Sold out of bankruptcy	1,280,000	Skidelsky
KNFO-F	Waco		1,250,000	
WZZC-F	Benton (WB/Scranton)	Sold by Holt	540,000	

<u>STATION</u>	<u>MARKET</u>	<u>GROUP OWNERS</u>	<u>PRICE</u>	<u>BROKER</u>
KIIZ-F	Killeen TX		435,000	
KXYQ-F	Salem (Portland)	From Daytona to Van Halen Band	1,300,000	MVP
KSSS/KVUU-F	Colorado Springs	From LaKoduk to Dick	1,275,000	MVP
KBUL-F	Carson City/Reno	Sold to Citadel	1,300,000	MVP
KNRY	Monterey		425,000	
KIDI-F	Albuquerque		1,000,000	
KKOW-F	Portland	From Trumper to Force II	21,000,000	Star
KDMG-F	Pella (Des Moines)		1,430,000	Skidelsky
WNDZ/WVVX-F	Chicago suburbs	From Universal to Douglas	5,700,000	
WSOC	Charlotte	From Cox to Bible Broadcast Network	475,000	
KMGR AF	Orem (Salt Lake)	Sold to Ragan Henry	1,000,000	Kalil
KOPA/KSLX-F	Phoenix	From Cook Inlet to Great American	11,400,000	
KJUL-F	Las Vegas	Sold to American Broadcast System	3,200,000	
KGEO/KGFM-F	Bakersfield	Sold to American General	1,750,000	MVP
KEZL-F	Fowler (Fresno)	From Atsinger to Americom	1,000,000	
KZRQ/KJVA-F	Santa Fe (Albuquerque)	Sold by Daytona	300,000	MVP
WANS/WMM-F	Anderson (Greenville SC)	From Degree to Greyhound	4,380,000	
WHGX-F	Lafayette (Tallahassee)		700,000	Media Services
WTIX	New Orleans	From Givens to Buck	775,000	Hickman
KMNS/KSEZ-F	Sioux City IA	Sold by Legend	1,400,000	Blackburn

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

STATION	MARKET	SHARE	GROUP FORMAT OWNER	EST 1991 REVENUE	STATION	MARKET	SHARE	GROUP FORMAT OWNER	EST 1991 REVENUE
1. WTCR-AF	Huntingtn	35.7	C CRB	\$ 2,700,000	52. WQUT-F	John City	14.9	CHR Blmington	\$1,900,000
2. WIVK-F	Knoxville	32.1	C Dick	7,000,000 (w/AM)	WAPL-F	Appleton	14.9	ACR Woodward	2,400,000
3. KLLL-F	Lubbock	30.9	C Pinnacle	2,100,000	WXRX-F	Rockforc	14.9	AOR -----	750,000
4. WQBE-F	ChristnWV	30.6	C Ninninger	2,000,000	WZID-F	Manchestr	14.9	EZ Saga	1,000,000
5. WXBQ-F	John City	24.9	C Ninninger	1,950,000	56. WNNK-AF	Harrisbrg	14.8	CHR Key Market	4,700,000
6. KSSX-F	Little Rk	24.7	C So. Skies	4,200,000	WKSJ-AF	Mobile	14.8	C Capitol	2,800,000
7. WUSY-F	Chtnooga	23.9	C Colonial	3,300,000	WXKC-F	Erie	14.8	AC -----	1,400,000
8. WAMZ-F	Louisvill	22.9	C Clear Chnl	5,800,000	59. KFAB	Omaha	14.6	FS Henry	3,300,000
9. WDRM-F	Huntsvill	21.7	C -----	3,300,000	WKXC-F	Augusta	14.6	C -----	1,200,000
10. WPCV-F	Lakeland	21.2	C Hall	3,000,000	KJUY-F	DesMoines	14.6	C Full-Jeff	2,200,000
11. KTEX-F	Mc-Brown	20.9	C Tate	2,200,000	KOUL-F	CrpusChrs	14.6	C -----	1,400,000
12. WVLK-F	Lexington	20.7	C Bluegrass	2,800,000	KQFC-F	Boise	14.6	C Pacific NW	1,200,000
13. WZFX-F	Faytville	20.6	B Joyner	NA	64. WHAS	Louisvill	14.5	FS Clear Chnl	7,000,000
14. WDEM-AF	Macon	20.5	C Magic	2,700,000	65. WIOT-F	Toledo	14.4	AOR Reams	2,600,000
15. WHWK-F	Binghamtn	20.4	C Stoner	1,500,000	66. WIKS-F	Greenvlnc	14.3	B -----	NA
16. WLWK-F	Montgomry	19.6	C Colonial	2,800,000	67. WCRZ-F	Flint	14.1	AC Faircom	3,100,000
17. WMSI-F	Jackson	19.4	C Capstar	3,600,000	WFXA-F	Augusta	14.1	B Davis	1,000,000
18. WDUV-F	Sarasota	19.2	EZ -----	3,300,000	WGLU-F	Johnstown	14.1	CHR -----	NA
WIKY-F	Evansvill	19.2	FS So. Central	2,000,000	WBLM-F	Prtlnd,ME	14.1	AOR Full-Jeff	2,200,000
20. WZHT-F	Mcntgomry	19.1	B New South	1,000,000	71. KKCS-F	ClradoSpq	14.0	C -----	1,700,000
21. KMJJ-F	Shreveprt	18.8	B -----	900,000	72. KUZZ-F	Bkrsfield	13.9	C Buck Owens	2,800,000
22. WCCO	Minn-St.P	18.5	FS CBS	19,800,000	WRKT-F	Erie	13.9	AOR -----	840,000
23. KRMD-AF	Shreveprt	18.4	C AmCom	2,300,000	WJET-F	Erie	13.9	CHR Myrn Jones	1,300,000
24. KXXV-AF	Oklahoma	18.3	C New Market	5,400,000	75. WKZW-F	Peoria	13.8	CHR Midwest TV	1,200,000
25. WBBQ-AF	Augusta	18.2	CHR -----	3,000,000	76. KRST-AF	Albuquerque	13.7	C Commonwlth	3,200,000
WEAS-F	Savannah	18.2	B Rivers	1,100,000	77. KUGN-F	Eugene	13.6	C -----	2,000,000
27. KGGO-F	DesMoines	18.0	AOR Stoner	2,300,000	78. WFMZ-F	Allentown	13.5	EZ Dean	3,500,000
WKML-F	Faytville	18.0	C Beasley	2,050,000	WSYR	Syracuse	13.5	FS NewCity	3,250,000
29. WYNK-AF	Btn Rouge	17.7	C Narragans.	3,600,000	WOWW-F	Pensacola	13.5	C Sun Group	1,550,000
30. KMOX	St. Louis	17.1	N/T CBS	19,000,000	81. KGBT	Mc-Brown	13.4	SP Tichenor	1,900,000
31. WKRZ-F	WilksBare	16.5	CHR Keymarket	4,200,000	82. WEZN-F	Brdgeport	13.3	EZ NewCity	4,500,000
WBLX-F	Mobile	16.5	B -----	1,900,000	WLK-F	Roanoke	13.3	CHR Coleman	2,900,000
WDM-F	ColmbiaSC	16.5	B -----	2,500,000	WXLP-F	Davenport	13.3	AOR Goodrich	1,500,000
34. WCOS-F	ColmbiaSC	16.4	C R. Henry	3,100,000	KZKX-F	Lincoln	13.3	C -----	1,200,000
35. WTQR-F	Grnsbrows	16.3	C New Market	4,600,000	KFOR	Lincoln	13.3	FS May	2,100,000
WLLR-AF	Davenport	16.3	C Sconnix	2,300,000	87. WEAT-AF	West Palm	13.2	EZ Taylor	3,200,000
37. WCMF-F	Rochester	16.2	AOR Stoner	5,300,000	WTFM-F	John City	13.2	AC Home News	1,700,000
38. WZZK-AF	Brmngham	15.9	C NewCity	5,700,000	WFRG-AF	Utca-Rome	13.2	C Arrow	1,000,000
39. KWEN-F	Tulsa	15.8	C NewCity	3,600,000	90. WEZK-F	Knoxville	13.1	EZ So. Central	1,600,000
WHBC	Canton	15.8	FS -----	2,000,000	WSRS-F	Worcester	13.1	EZ Knight	2,700,000
WAAL-F	Binghamtn	15.8	CHR Regional	1,550,000	WDZZ-F	Flint	13.1	B -----	1,700,000
42. WGKX-F	Memphis	15.7	C Barnstable	5,700,000	WCHY-F	Savannah	13.1	C Roth	1,850,000
KASE-F	Austin	15.7	C -----	4,000,000	94. KPRR-F	El Paso	13.0	CHR -----	1,000,000
WSSL-AF	Grnvl-Sp	15.7	C Capstar	3,100,000	WPOR-AF	Prtlnd,ME	13.0	C -----	2,400,000
KHEY-F	El Paso	15.7	C R. Henry	3,200,000	96. KFBI-F	Wichita	12.9	C Gr. Empire	5,300,000 (w/AM)
46. WITL-AF	Lansing	15.6	C -----	3,100,000	WHO	DesMoines	12.9	FS Palmer	3,200,000
47. WOUR-F	Utca-Rome	15.5	AOR Bendat	1,200,000	WKQQ-F	Lexington	12.9	AOR Village	3,100,000
48. WTIC	Hartford	15.2	FS Chase	7,900,000	99. WVEE-F	Atlanta	12.8	B Summit	10,200,000
WHAM	Rochester	15.2	FS Lincoln	3,100,000	100. WDAF	Knsas Cty	12.7	C Gr. American	5,100,000
50. WYNG-F	Evansvill	15.0	C Pinnacle	1,900,000	WSOC-F	Charlotte	12.7	C Cox	5,900,000
WKEE-F	Huntingtn	15.0	CHR Adventure	1,900,000					

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

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

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	ESTIMATED	
					FAL '90 RANK	1991 REVENUE
1. WLTW-F	New York	1593	AC	Viacom	2	\$ 26,000,000
2. WRKS-F	New York	1424	B	Summit	1	14,500,000
3. WCBS-F	New York	1353	AC	CBS	3	24,700,000
4. WQHT-F	New York	1343	CHR	Emmis	9	14,900,000
5. WGN	Chicago	1243	N/T	Tribune Co.	5	42,500,000
6. WBLS-F	New York	1184	B	Inner City	12	12,200,000
7. KOST-F	Los Angeles	1178	AC	Cox	11	33,000,000
8. WXRK-F	New York	1143	AOR	Infinity	14	19,000,000
9. WNSR-F	New York	1142	AC	Bonneville	17	20,300,000
10. WINS	New York	1104	N/T	Westinghouse	7	30,000,000
11. WNEW-F	New York	1079	AOR	Westinghouse	18	20,200,000
12. KLOS-F	Los Angeles	1051	AOR	Cap Cities/ABC	10	29,500,000
13. WABC	New York	1027	N/T	Cap Cities/ABC	15	12,900,000
14. WOR	New York	984	N/T	Buckley	8	17,200,000
15. WFAN	New York	980	N/T	Emmis	20	26,600,000
16. WCBS	New York	949	N/T	CBS	13	21,400,000
17. KIIS-F	Los Angeles	938	CHR	Gannett	15	25,000,000
18. WHTZ-F	New York	894	CHR	Malrite	6	15,000,000
19. WCCO	Minneapolis-St. Paul	857	FS	CBS	29	19,800,000
20. WGCJ-F	Chicago	838	B	Gannett	19	14,900,000
21. WYNY-F	New York	837	C	Westwood One	26	10,100,000
22. KGO	San Francisco	835	N/T	Cap Cities/ABC	21	23,000,000
23. WPLJ-F	New York	806	CHR	Cap Cities/ABC	35	6,500,000
24. KRTH-F	Los Angeles	795	AC	Beasley	66	18,400,000
25. WJR	Detroit	784	FS	Cap Cities/ABC	30	17,000,000
26. WPAT-F	New York	760	EZ	Park	4	12,100,000
27. KPWR-F	Los Angeles	756	CHR	Emmis	23	19,400,000
28. KABC	Los Angeles	742	N/T	Cap Cities/ABC	24	35,000,000
29. WMMR-F	Philadelphia	728	AOR	Westinghouse	22	14,500,000
30. KSCS-F	Dallas-Ft. Worth	717	C	Cap Cities/ABC	34	13,500,000
31. KLVE-F	Los Angeles	709	SP	HefTel	32	18,000,000 (w/KTNQ)
32. KKBT-F	Los Angeles	694	B	Evergreen	37	17,800,000
33. KMOX	St. Louis	678	N/T	CBS	31	19,000,000
34. KBIG-F	Los Angeles	658	AC	Bonneville	27	20,000,000
35. KFI	Los Angeles	655	N/T	Cox	59	7,000,000
36. WSKQ-F	New York	650	SP	SBS	87	7,200,000 (w/AM)
37. WBBM-F	Chicago	650	CHR	CBS	25	9,400,000
38. KWKW	Los Angeles	626	SP	Lotus	47	10,200,000
39. WPGC-F	Washington	621	CHR	Cook Inlet	59	11,100,000
40. KYW	Philadelphia	617	N/T	Westinghouse	28	16,500,000
41. WYSP-F	Philadelphia	615	AOR	Infinity	39	12,700,000
42. WVEE-F	Atlanta	609	B	Summit	62	10,200,000
43. WBBM	Chicago	607	N/T	CBS	40	16,500,000
44. KROQ-F	Los Angeles	607	AOR	Infinity	43	12,400,000
45. KNX	Los Angeles	605	N/T	CBS	33	21,000,000
46. WUSL-F	Philadelphia	594	B	Tak	38	11,000,000
47. WBZ	Boston	578	N/T	Westinghouse	93	8,600,000
48. WNEW	New York	563	BB	Westwood One	52	7,700,000
49. KCBS	San Francisco	553	N/T	CBS	68	14,600,000
50. WQCD-F	New York	542	J/NA	Tribune Co.	44	9,400,000
51. KILT-F	Houston	535	C	Westinghouse	72	15,300,000
52. KLSX-F	Los Angeles	527	AOR	Greater Media	93	15,500,000
53. WDVE-F	Pittsburgh	524	AOR	Broadcast Alchemy	82	7,100,000
54. WVAZ-F	Chicago	522	B	Broadcast Partners	45	12,400,000
55. KMPC	Los Angeles	522	BB	Golden West	58	15,000,000
56. KQLZ-F	Los Angeles	512	AOR	Westwood One	36	10,500,000
57. KXEZ-F	Los Angeles	508	SAC	Viacom	56	13,200,000
58. WYAY-F	Atlanta	507	C	NewCity	64	7,100,000
59. WUSN-F	Chicago	505	C	Cook Inlet	51	8,700,000
60. WXTU-F	Philadelphia	501	C	Beasley	73	6,100,000
61. WADO	New York	496	SP	Tichenor	83	4,800,000
62. WWBZ-F	Chicago	495	AOR	-----	--	5,100,000
63. KTNQ	Los Angeles	491	SP	HefTel	89	18,000,000 (w/KLVE)
64. WNUA-F	Chicago	470	J/NA	Pyramid	170	7,500,000
65. WRKO	Boston	468	N/T	Atlantic	55	15,200,000
66. KZLA-F	Los Angeles	461	C	Malrite	73	15,700,000 (w/KLAC)
67. KMEL-F	San Francisco	460	CHR	Century	63	12,700,000
68. KPXL-F	Dallas-Ft. Worth	459	C	Susquehanna	76	11,400,000
69. WOGL-F	Philadelphia	457	AC	CBS	65	10,000,000
70. KNIX-F	Phoenix	457	C	Buck Owens	112	10,900,000
71. WFBQ-F	Indianapolis	455	AOR	Broadcast Alchemy	110	10,000,000
72. WJLB-F	Detroit	454	B	Booth	61	9,600,000
73. KFVB	Los Angeles	452	N/T	Westinghouse	53	23,000,000
74. WEAZ-F	Philadelphia	446	SAC	-----	49	8,800,000
75. KTWV-F	Los Angeles	444	J/NA	Westinghouse	42	16,000,000
76. KQRS-AF	Minneapolis-St. Paul	442	AOR	Cap Cities/ABC	98	9,600,000
77. KDKA	Pittsburgh	441	FS	Westinghouse	41	8,200,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	FAL '90 RANK	1991 REVENUE					
78. WZOU-F	Boston	436	CHR	Ardman	46	\$ 7,900,000					
WEGX-F	Philadelphia	436	CHR	Malrite	116	4,200,000					
80. WLIT-F	Chicago	435	SAC	Viacom	95	8,400,000					
81. KEEY-F	Minneapolis-St. Paul	434	C	Malrite	120	10,000,000					
82. WLUP	Chicago	433	N/T	Evergreen	107	7,100,000					
83. WWJ	Detroit	431	N/T	CBS	92	9,500,000					
84. WTQR-F	Greensboro-WS	424	C	New Market	135	4,600,000					
85. WMZQ-F	Washington	421	C	Viacom	100	14,600,000					
WBCN-F	Boston	421	AOR	Infinity	106	14,000,000					
87. WWDB-F	Philadelphia	420	N/T	Panache	80	5,600,000					
KFRC	San Francisco	420	BB	Bedford	57	4,400,000					
89. WJJD	Chicago	417	BB	Infinity	68	4,000,000					
WBAP	Dallas-Ft. Worth	417	FS	Cap Cities/ABC	102	15,100,000					
91. WNCN-F	New York	415	CL	GAF	102	5,000,000					
92. WQYK-F	Tampa-St. Petersburg	414	C	Infinity	126	8,000,000					
93. WXRT-F	Chicago	413	AOR	Diamond	99	9,000,000					
94. WIVK-F	Knoxville	412	C	Dick	49	7,000,000					
95. WIOQ-F	Philadelphia	411	CHR	EZ	81	6,000,000					
96. WSB	Atlanta	408	FS	Cox	168	12,000,000					
97. WKHX-F	Atlanta	405	C	Cap Cities/ABC	212	3,400,000					
98. WLYF-F	Miami-Ft. Lauderdale	401	EZ	Jafferson-Pilot	75	5,000,000					
99. KIKK-F	Houston	399	C	Westinghouse	67	14,300,000					
100. WQXR-AF	New York	392	CL		86	4,900,000					
101. WMMS-F	Cleveland	389	151. WGKX-F	Memphis	314	WJOI-F	Detroit	270	KYKY-F	St. Louis	235
WDAF	Knsas Cty	389	152. WTIC	Hartford	312	202. WWL	New Orlns	268	KMJQ-F	Houston	235
103. WJMK-F	Chicago	387	153. KTAR	Phoenix	311	203. WCMF-F	Rochester	267	253. WKIS-F	Miami-Ft.	233
104. KSHE-F	St. Louis	383	154. KKHJ	Los Angel	310	WAQI	Miami-Ft.	267	254. WMMJ-F	Washington	231
105. WWSW-AF	Pittsburg	381	155. WOMC-F	Detroit	309	KYGO-F	Denver	267	WIYY-F	Baltimore	231
106. WSB -F	Atlanta	380	156. WASH-F	Washington	308	206. KITS-F	San Fran	265	WEAT-AF	West Palm	231
107. WXKS-F	Boston	374	157. KPLZ-F	Seattle	307	KEGL-F	Dallas-FW	265	KIOI-F	San Fran	231
108. WWWW-F	Detroit	370	158. WZZK-AF	Brmngham	305	208. WUSY-F	Cntnooga	264	258. WYNK-AF	Btn Rouge	230
109. WSSH-F	Boston	369	WRQX-F	Washington	305	WUBE-F	Cincinnati	264	WQUE-AF	New Orlns	230
KIRO	Seattle	369	160. KRAK-F	Sacramnto	304	WTMX-F	Chicago	264	KLOS-F	Riverside	230
111. WCKG-F	Chicago	367	161. KOIT-AF	San Fran	303	WFMS-F	Indy	264	261. WWMX-F	Baltimore	229
KNBR	San Fran	367	162. KGGI-F	Los Angel	302	WAVA-F	Washington	264	KSFH-F	San Fran	229
113. WWRM-F	TampaSt.P	366	163. WSKQ	New York	301	213. WALK-AF	Nassau	263	263. WKXW-F	New York	228
114. WODS-F	Boston	365	WLM	Cincinnati	301	KSON-AF	SanDiego	263	264. KKLQ-AF	SanDiego	227
115. WLS	Chicago	363	165. WTMJ	Milwaukee	300	215. WHDH	Boston	262	KCYF-F	San Anton	227
116. WNGK-F	Philadelp	361	WHYT-F	Detroit	300	WFLN-F	Philadelp	262	266. WLIF-F	Baltimore	226
117. WIOD	Miami-Ft.	358	167. WIL -F	St. Louis	299	KFKF-F	Knsas Cty	262	WHAM	Rochester	226
118. WAMZ-F	Louisvill	357	168. WPNT-F	Chicago	298	218. KKGO-F	Los Angel	261	KASE-F	Austin	226
119. WHAQ	Chicago	354	169. WLLZ-F	Detroit	297	219. WLTJ-F	Detroit	259	269. WYRK-F	Buffalo	225

WMKO-F	Dayton	211	WHTQ-F	Orlando	192	KUBE-F	Seattle	175	WLVE-F	Miami-Ft.	159
302. WKML-F	Faytville	210	KDGE-F	Dallas-Fw	192	KKLI-F	Phoenix	175	WBSB-F	Baltimore	159
WDRE-F	New York	210	353. WIOG-F	Saginaw	191	404. KHOW-AF	Denver	175	KSDO	SanDiego	159
WALR-F	Atlanta	210	KRQR-F	San Fran	191	404. WOKY	Milwaukee	174	KEBC-F	Oklahoma	159
KYYS-F	Knsas Cty	210	KGB -F	SanDiego	191	404. WKSS-F	Hartford	174	455. WOOD-F	Gr Rapids	158
306. KUPL-F	Prtlnd,OR	209	356. WPHR-F	Cleveland	190	404. WHLI	New York	174	455. WKIS-F	West Palm	158
KTEX-F	Mc-Brown	209	404. WFLC-F	Miami-Ft.	190	404. WGMF-F	Washington	174	455. WFLY-F	Albany	158
308. KKSF-F	San Fran	208	404. KQUE-F	Houston	190	404. WBAB-F	New York	174	455. WEZK-F	Knoxville	158
309. KOSI-F	Denver	207	359. WMXJ-F	Miami-Ft.	189	404. KOST-F	Riverside	174	455. KAJA-F	San Anton	158
310. WPAT	New York	206	404. WFLA	TampaSt.P	189	410. WZHT-F	Montgomery	173	460. WZTA-F	Miami-Ft.	157
WHUR-F	Washington	206	404. KPRS-F	Knsas Cty	189	410. WYLD-F	New Orlns	173	460. WQOK-F	Raleigh	157
WDRG-F	Hartford	206	404. KKYX	San Anton	189	410. WCXR-F	Washington	173	460. WDFX-F	Detroit	157
KSFM-F	Sacramnto	206	404. KJLH-F	Los Angel	189	410. KBRG-F	San Fran	173	463. WTHI-F	Miami-Ft.	156
314. WDRM-F	Huntsvill	205	364. WYHY-F	Nashville	188	414. WJQY-F	Miami-Ft.	172	463. WBEE-F	Rochester	156
KIIM-F	Tucson	205	364. WITL-AF	Lansing	188	414. KKSJ-F	Prtlnd,OR	172	463. KTCZ-F	Minn-St.P	156
316. WNOE-F	New Orlns	204	364. WCDJ-F	Boston	188	416. WKLH-F	Boston	171	463. KNAC-F	Los Angel	156
WKRZ-F	WilksBare	204	367. XTRA-F	SanDiego	187	417. WRKZ-F	Harrisbrg	170	463. KIXI	Seattle	156
WFME-F	New York	204	367. WXBQ-F	John City	187	417. WKRQ-F	Cincinnati	170	463. KDUO-F	Riverside	156
319. WSIX-F	Nashville	203	367. WTAE	Pittsburg	187	419. WMJQ-F	Buffalo	169	463. WQDR-F	Raleigh	155
KBSG-AF	Seattle	203	367. WEEI	Boston	187	419. KALI	Los Angel	169	463. WKHK-F	Richmond	155
321. WWWE	Cleveland	202	371. WRMF-F	Miami-Ft.	186	421. WQBE-F	ChrlnstnWV	168	463. WDEN-AF	Macon	155
WHO	DesMoines	202	371. WJHM-F	Orlando	186	421. WHCN-F	Hartford	168	463. KUFO-F	Prtlnd,OR	155
323. WKSZ-F	Philadelp	201	371. KBCO-AF	Denver	186	421. WEZB-F	New Orlns	168	463. KSOP-AF	Salt Lake	155
WBLI-F	New York	201	374. WRFX-F	Charlotte	185	424. WLZR-F	Milwaukee	167	463. KLIF	Dallas-FW	155
KYXY-F	SanDiego	201	375. WLTT-F	Washington	184	424. KFI	Riverside	167	475. WYUU-F	TampaSt.P	154
KBLX-AF	San Fran	201	375. WKRR-F	GrnsbrowS	184	426. WTCR-AF	Huntingtn	166	475. WXLK-F	Roanoke	154
327. KJQY-F	SanDiego	200	375. WGUL-AF	TampaSt.P	184	426. WRAL-F	Raleigh	166	475. WWLI-F	Providenc	154
328. WTIC-F	Hartford	199	375. KTFM-F	San Anton	184	426. WLVQ-F	ColumbusO	166	475. WVTY-F	Pittsburg	154
WNCI-F	ColumbusO	199	379. WSNY-F	ColumbusO	183	426. WJFK-F	Washington	166	475. WKTI-F	Milwaukee	154
WLYF-F	West Palm	199	379. WOCL-F	Orlando	183	426. WAPL-F	Appleton	166	475. KSFO	San Fran	154
KXKL-AF	Denver	199	379. WMSI-F	Jackson	183	431. WSNE-F	Providenc	165	481. WMC -F	Memphis	153
332. WNCX-F	Cleveland	198	379. WBLX-F	Mobile	183	431. KRLA	Los Angel	165	481. WKSE-F	Buffalo	153
WBOS-F	Boston	198	379. KKRZ-F	Prtlnd,OR	183	433. WTVN	ColumbusO	164	481. WENN-F	Brmngham	153
KDFC-AF	San Fran	198	379. KHYS-F	Houston	183	433. WRVA	Richmond	164	481. KZPS-F	Dallas-FW	153
KBPI-F	Denver	198	385. WMYI-F	Grnvl-Sp	182	433. KDMX-F	Dallas-FW	164	481. KZFX-F	Houston	153
336. WDOM-F	ColmbiaSC	197	385. WFOG-F	Norfolk	182	436. WEGR-F	Memphis	163	481. KFHB-F	SanDiego	153
WCRB-F	Boston	197	387. WWRX-F	Providenc	181	436. KOMF-F	San Fran	163	481. KATT-F	Oklahoma	153
KINK-AF	Prtlnd,OR	197	387. KEZK-F	St. Louis	181	438. WGRR-F	Cincinnati	162	488. WNNK-F	Cincinnati	152
339. KEX	Prtlnd,OR	196	389. WRCH-F	Hartford	180	438. WBT -F	Charlotte	162	488. KSL	Salt Lake	152
340. WHUO-F	New York	195	390. WCMS-AF	Norfolk	179	438. KXTN-F	San Anton	162	488. KRST-AF	Albuquerque	152
WHFS-F	Washington	195	391. WOKI-F	Knoxville	178	441. WSTR-F	Atlanta	161	488. KPRC	Houston	152
WDIA	Memphis	195	391. WAMO-F	Pittsburg	178	441. WIOT-F	Toledo	161	492. WNOR-AF	Norfolk	151
WBZZ-F	Pittsburg	195	393. WTOR-F	Charlotte	177	441. WHOK-F	ColumbusO	161	492. KGGO-F	DesMoines	151
344. WRMF-F	West Palm	194	393. WLW	Dayton	177	441. WEBN-F	Cincinnati	161	494. WYNY-F	Nassau	150
345. WQIK-F	Jacksnvle	193	393. WEZC-F	Charlotte	177	441. WAPE-F	Jacksnvle	161	494. WOW -F	Omaha	150
WBLI-F	Nassau	193	393. KMJ	Fresno	177	446. WKCQ-F	Saginaw	160	494. WDJX-F	Louisvill	150
KKAT-F	Salt Lake	193	397. KXL	Prtlnd,OR	176	446. WBAB-F	Nassau	160	494. WCGY-F	Boston	150
KFAB	Omaha	193	398. WOKQ-F	Boston	175	446. KSJO-F	San Fran	160	498. WWIN-F	Baltimore	149
349. WNIB-F	Chicago	192	398. WLUM-F	Milwaukee	175	446. KKCW-F	Prtlnd,OR	160	498. WMRZ	Miami-Ft.	149
WKDM	New York	192	398. WFMZ-F	Allentown	175	450. WRKZ-F	York	159	498. WKCI-F	New Haven	149

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

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1. WINS	New York	24514	51. WGCI-F	Chicago	8376	101. WHJX-AF	Boston	6001
2. WCBS	New York	22359	52. KMOX	St. Louis	8309	102. WIP	Philadelp	5971
3. KIIS-AF	Los Angel	21280	53. WJMK-F	Chicago	8271	103. WAVA-F	Washington	5960
4. KOST-F	Los Angel	20980	54. KLVE-F	Los Angel	8223	104. WSB -F	Atlanta	5929
5. WHTZ-F	New York	20715	55. KXEZ-F	Los Angel	8018	105. KOIT-AF	San Fran	5920
6. WCBS-F	New York	20562	56. WWJ	Detroit	7844	WMMS-F	Cleveland	5920
7. WLTV-F	New York	20519	57. KMEL-F	San Fran	7764	107. WLIT-F	Chicago	5919
8. WNSR-F	New York	19357	58. WKKX-F	Boston	7757	108. WTOP	Washington	5917
9. WXRK-F	New York	19302	59. WQXR-AF	New York	7750	109. KFRC	San Fran	5853
10. WPLJ-F	New York	19100	60. KMPC	Los Angel	7735	110. KOMO	Seattle	5834
11. WQHT-F	New York	18900	61. WCKG-F	Chicago	7729	111. WVEE-F	Atlanta	5772
12. WRKS-F	New York	17914	62. WOGL-F	Philadelp	7702	112. WZLX-F	Boston	5766
13. WFAN	New York	17228	63. WLUP-F	Chicago	7685	113. KSOL-F	San Fran	5750
14. WNEW-F	New York	17061	64. WIOQ-F	Philadelp	7591	114. KDWB-F	Minn-St.P	5746
15. WBLS-F	New York	16669	65. WPGC-F	Washington	7568	115. WDVE-F	Pittsburg	5724
16. KLOS-F	Los Angel	16634	66. WKQX-F	Chicago	7342	116. WHAL	Washington	5717
17. WGN	Chicago	16385	67. WSB	Atlanta	7306	117. KLIT-F	Los Angel	5710
18. KRTH-F	Los Angel	16073	68. WUSN-F	Chicago	7243	118. KOA	Denver	5690
19. KPWR-F	Los Angel	15534	69. KNBR	San Fran	7209	119. WPNT-F	Chicago	5651
20. KNX	Los Angel	15033	70. KIRO	Seattle	7110	120. WLLZ-F	Detroit	5647
21. WOR	New York	14783	71. WNCN-F	New York	7067	121. WOMC-F	Detroit	5638
22. WABC	New York	14482	72. WBCN-F	Boston	7037	122. WRQX-F	Washington	5598
23. KYW	Philadelp	13836	73. WUSL-F	Philadelp	6985	123. WXRT-F	Chicago	5554
24. KGO	San Fran	13014	74. KILT-F	Houston	6957	124. WMZQ-F	Washington	5511
25. KFVB	Los Angel	13003	75. WSKQ-F	New York	6928	125. WWSW-AF	Pittsburg	5509
26. WBBM	Chicago	12439	76. WEAZ-F	Philadelp	6800	126. KNIX-F	Phoenix	5501
27. KBIQ-F	Los Angel	12045	77. WYXR-F	Philadelp	6773	127. WJLB-F	Detroit	5470
28. WBBM-F	Chicago	11884	78. WBAP	Dallas-FW	6752	128. KPLZ-F	Seattle	5438
29. KCBS	San Fran	11517	79. WHYT-F	Oetroit	6628	129. WWWW-F	Detroit	5437
30. KLSX-F	Los Angel	11498	80. KPLX-F	Dallas-FW	6566	130. WSSH-F	Boston	5431
31. WCCO	Minn-St.P	11396	81. KDKA	Pittsburg	6558	131. WJJD	Chicago	5406
32. KFI	Los Angel	11076	82. WNUA-F	Chicago	6526	132. WCSX-F	Detroit	5320
33. WJR	Detroit	11039	83. KCBS-F	Los Angel	6521	133. KKHJ	Los Angel	5303
34. WPAT-F	New York	10794	84. WXTU-F	Philadelp	6499	134. WAPW-F	Atlanta	5302
35. WYSP-F	Philadelp	10707	85. KTNQ	Los Angel	6482	135. WWOB-F	Philadelp	5273
36. WYNY-F	New York	10691	86. WYAY-F	Atlanta	6452	136. WPOW-F	Miami-Ft.	5269
37. KABC	Los Angel	10658	87. WRKO	Boston	6442	137. WKHX-F	Atlanta	5253
38. WMMR-F	Philadelp	10506	88. KQRS-AF	Minn-St.P	6425	WFOX-F	Atlanta	5253
39. KROQ-F	Los Angel	10161	89. KKGQ-F	Los Angel	6358	139. WLS	Chicago	5239
40. KQLZ-F	Los Angel	9759	90. KWKW	Los Angel	6354	140. KEGF-F	Dallas-FW	5188
41. WBZ	Boston	9620	91. WMGK-F	Philadelp	6261	141. KHMV-F	Houston	5184
42. WNEW	New York	9542	92. WODS-F	Boston	6227	142. KRBE-F	Houston	5182
43. KSCS-F	Dallas-FW	9462	93. KIKK-F	Houston	6186	143. KGGI-F	Los Angel	5164
44. WMAQ	Chicago	9354	94. WWDC-F	Washington	6163	144. KEEY-F	Minn-St.P	5085
45. WEGX-F	Philadelp	9310	95. KZLA-F	Los Angel	6140	145. WFBO-F	Indy	5079
46. WQCD-F	New York	9111	96. KRLD	Dallas-FW	6127	146. WLUP	Chicago	5062
47. WZOU-F	Boston	8976	97. KTRH	Houston	6113	147. WPCH-F	Atlanta	5052
48. KTUV-F	Los Angel	8823	98. WKQI-F	Detroit	6106	148. KVIL-AF	Dallas-FW	5045
49. WWBZ-F	Chicago	8785	99. WVAZ-F	Chicago	6067	149. WRIF-F	Detroit	5006
50. KKBT-F	Los Angel	8777	100. WBMX-F	Boston	6011	150. KABL-AF	San Fran	4988

*Based on 12+ TSA Cume, Broadcast Week

151.	KIOI-F	San Fran	4981	202.	WALK-F	New York	4046	251.	KKDA-F	Dallas-FW	3615
152.	WASH-F	Washington	4933	203.	WKBC-F	St. Louis	4042	252.	WPOC-F	Baltimore	3610
153.	WKYS-F	Washington	4921	204.	WEEI	Boston	4030	253.	KSFH-F	San Fran	3598
154.	KTAR	Phoenix	4791	205.	WDFX-F	Detroit	4029	254.	KSON-AF	San Diego	3568
155.	KSHE-F	St. Louis	4779	206.	KBSG-AF	Seattle	4022	255.	KLAC	Los Angel	3545
156.	WLW	Cincinnati	4776	207.	KDFC-AF	San Fran	4018	256.	WKRQ-F	Cincinnati	3543
157.	WLTE-F	Minn-St.P	4766	208.	WDAF	Kansas Cty	4011	257.	WPRO-F	Providence	3527
158.	WWRM-F	TampaSt.P	4736	209.	KRAK-F	Sacramnto	4004	258.	KBXL-AF	San Fran	3521
159.	WIOD	Miami-Ft.	4717	210.	WVBF-F	Boston	3995	259.	WBAB-F	New York	3500
160.	WFLZ-F	TampaSt.P	4691	211.	WDRE-F	New York	3991	260.	KDBQ-F	San Fran	3489
161.	WAAF-F	Boston	4689	212.	KYKY-F	St. Louis	3922	261.	WFMT-F	Chicago	3481
162.	KTXQ-F	Dallas-FW	4682	213.	WCXR-F	Washington	3920	262.	KSFO	San Fran	3477
163.	WIVK-F	Knoxville	4659	214.	WBAL	Baltimore	3918	263.	WKSS-F	Hartford	3476
164.	WADO	New York	4652	215.	WMJI-F	Cleveland	3912	264.	WNCI-F	ColumbusO	3473
165.	KODA-F	Houston	4646	216.	WZGC-F	Atlanta	3911	265.	WJFK-F	Washington	3472
166.	WTMX-F	Chicago	4638	217.	WTIC	Hartford	3902	266.	WWE	Cleveland	3461
167.	WGAY-F	Washington	4629	218.	KLRX-F	Dallas-FW	3902	267.	KBQF-F	Houston	3445
168.	WHDH	Boston	4609	219.	WQAL-F	Cleveland	3900	268.	KSSN-F	Little Rk	3431
169.	WBZZ-F	Pittsburg	4589	220.	WDOK-F	Cleveland	3891	269.	WXYT	Detroit	3426
170.	KSTP-F	Minn-St.P	4508	221.	KDMX-F	Dallas-FW	3884	270.	KFOG-F	San Fran	3424
171.	WPAT	New York	4505	222.	KSD -F	St. Louis	3880	271.	WSHH-F	Pittsburg	3416
172.	WQVK-F	TampaSt.P	4480	223.	WIYY-F	Baltimore	3865	272.	KLXK-F	Minn-St.P	3410
173.	WLTJ-F	Detroit	4466	224.	WFLC-F	Miami-Ft.	3860	273.	KRLA	Los Angel	3409
174.	KUBE-F	Seattle	4451	225.	WTL -F	St. Louis	3847	274.	KOY -F	Phoenix	3404
175.	WSOC-F	Charlotte	4445	226.	KKLQ-AF	San Diego	3842	275.	KYGO-F	Denver	3386
176.	WKLS-F	Atlanta	4437	227.	WFLN-F	Philadelp	3841	276.	WHJY-F	Boston	3382
177.	WLYF-F	Miami-Ft.	4413	228.	KMJQ-F	Houston	3819	277.	WXYV-F	Baltimore	3376
178.	WXTR-F	Washington	4405	229.	CKLW	Detroit	3818	278.	WDUV-F	TampaSt.P	3376
179.	KITS-F	San Fran	4382	230.	WDAS-F	Philadelp	3810	279.	WRBQ-F	TampaSt.P	3376
180.	WHYI-F	Miami-Ft.	4368	231.	WNIB-F	Chicago	3793	280.	WLTT-F	Washington	3375
181.	KLQL-F	Houston	4367	232.	WYNF-F	TampaSt.P	3783	281.	WLIB	New York	3367
182.	KRAK-F	San Fran	4363	233.	WZPL-F	Indy	3776	282.	WFMS-F	Indy	3362
183.	WTIC-F	Hartford	4323	234.	WAMZ-F	Louisville	3771	283.	WSSL-AF	Grnvl-Sp	3356
184.	KBXX-F	Houston	4315	235.	KKSF-F	San Fran	3768	284.	WALK-AF	Nassau	3353
185.	WHUR-F	Washington	4306	236.	KGB -F	San Diego	3756	285.	WPHR-F	Cleveland	3347
186.	KLDE-F	Houston	4259	237.	WLS -F	Chicago	3748	286.	WJZZ-F	Detroit	3335
187.	WTQR-F	Grnsbrows	4254	238.	KQQL-F	Minn-St.P	3741	287.	WCRB-F	Boston	3312
188.	WWKA-F	Orlando	4211	239.	KJLH-F	Los Angel	3733	288.	WSKQ	New York	3277
189.	WTMJ	Milwaukee	4208	240.	WWL	New Orlns	3728	289.	WHKO-F	Dayton	3268
190.	WLTF-F	Cleveland	4192	241.	KGGI-F	Riverside	3725	290.	WYHY-F	Nashville	3265
191.	KJMZ-F	Dallas-FW	4175	242.	WKSZ-F	Philadelp	3722	291.	KSFH-F	Sacramnto	3258
192.	KMPS-AF	Seattle	4166	243.	WPLM-AF	Boston	3719	292.	WMXJ-F	Miami-Ft.	3256
193.	KSAN-F	San Fran	4160	244.	WPEN	Philadelp	3716	293.	KXKL-AF	Denver	3245
194.	WNIC-F	Detroit	4125	245.	WSM -F	Nashville	3681	294.	KXXY-AF	Oklahoma	3240
195.	KRQR-F	San Fran	4102	246.	WGX-F	Memphis	3652	295.	KFMB-F	San Diego	3238
196.	WHQT-F	Miami-Ft.	4089	247.	WMMX-F	Baltimore	3647	296.	KMLE-F	Phoenix	3227
197.	WGAR-F	Cleveland	4076	248.	WSHE-F	Miami-Ft.	3637	297.	WBOS-F	Boston	3223
198.	WJOI-F	Detroit	4073	249.	KFBK	Sacramnto	3628	298.	WESC-F	Grnvl-Sp	3221
199.	WZZK-AF	Birmingham	4069	250.	WEDR-F	Miami-Ft.	3620	299.	WMTX-AF	TampaSt.P	3211
200.	KFRC-F	San Fran	4046	301.	WXXW-F	New York	3616	300.	KLUV-F	Dallas-FW	3211
301.	KODZ-F	Dallas-FW	3208	302.	WHTQ-F	Orlando	3202	303.	KEZK-F	St. Louis	3194
304.	KBAY-F	San Fran	3189	304.	KEX	PrtInd,OR	3186	305.	WBT -F	Charlotte	3180
306.	WBT -F	Charlotte	3180	306.	KFKF-F	Kansas Cty	3168	307.	WBLI-F	New York	3167
308.	WBLI-F	New York	3167	308.	WLI-F	Baltimore	3158	309.	KUPD-F	Phoenix	3157
311.	WDSY-F	Pittsburg	3146	311.	WDSY-F	Pittsburg	3146	312.	WNCX-F	Cleveland	3141
312.	WNCX-F	Cleveland	3141	313.	WOCL-F	Orlando	3140	313.	WHAS	Louisville	3140
315.	WHFS-F	Washington	3134	315.	WHFS-F	Washington	3134	316.	WDRG-F	Hartford	3133
317.	KALI	Los Angel	3115	317.	KALI	Los Angel	3115	317.	WQSR-F	Baltimore	3104
318.	WQSR-F	Baltimore	3104	318.	WQSR-F	Baltimore	3104	319.	KLOS-F	Riverside	3099
319.	KLOS-F	Riverside	3099	319.	WKIS-F	Miami-Ft.	3099	321.	KFRG-F	Riverside	3097
321.	KFRG-F	Riverside	3097	322.	WBSB-F	Baltimore	3096	322.	WMXD-F	Detroit	3094
322.	WBSB-F	Baltimore	3096	323.	WHJY-F	Providence	3082	323.	WLUM-F	Milwaukee	3082
323.	WHJY-F	Providence	3082	324.	WWTI-F	Milwaukee	3058	324.	KUPL-F	PrtInd,OR	3056
326.	WWTI-F	Milwaukee	3058	326.	WWTI-F	Milwaukee	3058	326.	WZTA-F	Miami-Ft.	3051
327.	KUPL-F	PrtInd,OR	3056	327.	KUPL-F	PrtInd,OR	3056	327.	WBAB-F	Nassau	3050
328.	WZTA-F	Miami-Ft.	3051	328.	WBAB-F	Nassau	3050	329.	KNAC-F	Los Angel	3048
329.	WBAB-F	Nassau	3050	330.	KNAC-F	Los Angel	3048	331.	KLOU-F	St. Louis	3044
330.	KNAC-F	Los Angel	3048	332.	KFAB	Omaha	3041	332.	KCYF-F	San Anton	3022
331.	KLOU-F	St. Louis	3044	333.	KCYF-F	San Anton	3022	333.	KBEQ-F	Kansas Cty	3000
332.	KFAB	Omaha	3041	334.	KBEQ-F	Kansas Cty	3000	334.			

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1.	WIVK-F	Knoxville	54.0	51.	KYW	Philadelphia	29.8
2.	WTCR-AF	Huntington, WV	51.1		WHWK-F	Binghamton	29.8
3.	WQBE-F	Charleston, WV	42.4		WKSJ-AF	Mobile	29.8
4.	WCCO	Minneapolis-St. Paul	41.7		WHAM	Rochester	29.8
5.	KLLL-F	Lubbock	41.5		WGXX-F	Memphis	29.8
6.	WXBQ-F	John City-Kingsport	41.4	56.	WPXR-F	Davenport-Ri-Moline	29.7
7.	WUSY-F	Chattanooga	41.2		WHO	Des Moines	29.7
8.	KSSN-F	Little Rock	38.9	58.	KGGO-F	Des Moines	29.5
9.	KMOX	St. Louis	37.1	59.	WBLM-F	Portland, ME	29.4
10.	WIKY-F	Evansville	36.9		KOUL-F	Corpus Christi	29.4
11.	WKRZ-F	Wilkes Barre-Scranto	35.8		WVIC-F	Lansing	29.4
12.	WJET-F	Erie	35.3	62.	WSRS-F	Worcester	29.3
	WBBQ-AF	Augusta	35.3	63.	WHOT-F	Youngstown	29.2
14.	WSTO-F	Evansville	35.2	64.	WZFX-F	Fayetteville, NC	29.1
15.	KFAB	Omaha	34.7	65.	WKFR-F	Kalamazoo	29.0
16.	WZYP-F	Huntsville	34.1	66.	WCOS-F	Columbia, SC	28.8
17.	KTEX-F	Mcallen-Brownsville	33.8		KBFM-F	Mcallen-Brownsville	28.8
18.	WDRM-F	Huntsville	33.5		WHBC	Canton	28.8
19.	WAMZ-F	Louisville	33.4	69.	WZID-F	Manchester	28.6
20.	KFOR	Lincoln	33.0		WZHT-F	Montgomery	28.6
21.	KXXY-AF	Oklahoma City	32.9		WXLK-F	Roanoke-Lynchburg	28.6
22.	WZOK-F	Rockford	32.8		KZFM-F	Corpus Christi	28.6
23.	WAAL-F	Binghamton	32.7	73.	WHHY-F	Montgomery	28.5
24.	WLWI-F	Montgomery	32.5	74.	WKML-F	Fayetteville, NC	28.2
25.	WXXC-F	Erie	32.4		WIBA-F	Madison	28.2
26.	WVLK-F	Lexington	32.1		KDKA	Pittsburgh	28.2
	WIOG-F	Saginaw-Bay City-Mid	32.1	77.	WTFM-F	John City-Kingsport	28.1
28.	KRQQ-F	Tucson	32.0		WTQR-F	Greensboro-WS	28.1
29.	WYNK-AF	Baton Rouge	31.9	79.	WTIC	Hartford	28.0
30.	KHEY-F	El Paso	31.8	80.	WITL-AF	Lansing	27.9
31.	WZZK-AF	Birmingham	31.7		WYYY-F	Syracuse	27.9
32.	WPCV-F	Lakeland	31.6		WMEE-F	Fort Wayne	27.9
33.	WMXE-F	Erie	31.5	83.	WKQQ-F	Lexington	27.8
	WDEN-AF	Macon	31.5	84.	WSYR	Syracuse	27.7
35.	WQUT-F	John City-Kingsport	31.4		KZKX-F	Lincoln	27.7
36.	WKEE-F	Huntington, WV	31.3		WKZW-F	Peoria	27.7
37.	KRNQ-F	Des Moines	31.2	87.	KJJY-F	Des Moines	27.6
	WDUV-F	Sarasota-Bradenton	31.2	88.	WOUR-F	Utica-Rome	27.5
39.	WICC	Bridgeport	31.0	89.	WHNN-F	Saginaw-Bay City-Mid	27.4
40.	KRMD-AF	Shreveport	30.9		WRNS-F	Greenville, NC	27.4
41.	WNNK-AF	Harrisburg	30.7	91.	WCRZ-F	Flint	27.3
42.	WCMF-F	Rochester	30.4		KOA	Denver	27.3
	WHAS	Louisville	30.4	93.	KWEN-F	Tulsa	27.2
44.	WLLR-AF	Davenport-Ri-Moline	30.3	94.	KRST-AF	Albuquerque	27.1
45.	WMSI-F	Jackson	30.2		WJR	Ann Arbor	27.1
	WAPL-F	Appleton-Oshkosh	30.2	96.	WKCI-F	Bridgeport	26.9
47.	WGLU-F	Johnstown	30.0	97.	WLW	Cincinnati	26.8
	WROK	Rockford	30.0	98.	WSOC-F	Charlotte	26.7
49.	WEZN-F	Bridgeport	29.9		KIRO	Seattle-Tacoma	26.7
	WEZK-F	Knoxville	29.9	100.	WWL	New Orleans	26.6
	KASE-F	Austin	26.6				
	KRYS-F	Corpus Christi	26.6				
103.	WNTQ-F	Syracuse	26.5				
	WSM -F	Nashville	26.5				
	WKYE-F	Johnstown	26.5				
	WIXX-F	Appleton-Oshkosh	26.5				
107.	WAPE-F	Jacksonville	26.4				
	WRKR-F	Kalamazoo	26.4				
	WFBQ-F	Indianapolis	26.4				
110.	WAEB-F	Allentown-Bethlehem	26.3				
	WPOR-AF	Portland, ME	26.3				
	KKCS-F	Colorado Springs	26.3				
113.	WIOT-F	Toledo	26.2				
	WSB	Atlanta	26.2				
115.	WKCI-F	New Haven	26.1				
	KEZO-AF	Omaha	26.1				
	KPRR-F	El Paso	26.1				
118.	WZEE-F	Madison	25.9				
119.	KSSK-F	Honolulu	25.8				
120.	KZZU-F	Spokane	25.7				
121.	WMYU-F	Knoxville	25.6				
	WSSL-AF	Greenville-Spartanbu	25.6				
123.	WPRO-F	Providence	25.5				
	WAYV-F	Atlantic City	25.5				
	WNOK-F	Columbia, SC	25.5				
	KQRS-AF	Minneapolis-St. Paul	25.5				
	KKXX-F	Bakersfield	25.5				
128.	KDON-F	Salinas-Monterey-San	25.4				
	WLAP-F	Lexington	25.4				
	WKCQ-F	Saginaw-Bay City-Mid	25.4				
	WVAF-F	Charleston, WV	25.4				
	WKXC-F	Augusta	25.4				
	WTHJ	Milwaukee	25.4				
134.	KUZZ-F	Bakersfield	25.3				
135.	KSL	Salt Lake City	25.2				
	WEAS-F	Savannah	25.2				
137.	WWCK-AF	Flint	25.1				
	WGRD-F	Grand Rapids	25.1				
139.	KQMQ-AF	Honolulu	25.0				
	WMHS-F	Cleveland	25.0				

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WQHT-F	New York	1275
2.	WHTZ-F	New York	869
3.	KIIS-AM	Los Angel	798
4.	WPLJ-F	New York	747
5.	KPWR-F	Los Angel	698
6.	WBBM-F	Chicago	633
7.	WPGC-F	Washington	544
8.	KMEL-F	San Fran	439
9.	WEGX-F	Philadelp	366
10.	WPOW-F	Miami-Ft.	330
11.	WIOQ-F	Philadelp	327
12.	KBXX-F	Houston	325
13.	WXKS-F	Boston	323
14.	WZOU-F	Boston	315
15.	KDWB-F	Minn-St.P	284
16.	WHYT-F	Detroit	282
17.	WRQX-F	Washington	258
18.	KITS-F	San Fran	257
19.	KPLZ-F	Seattle	246
20.	KKLQ-AM	SanDiego	227
21.	WAVA-F	Washington	225
	KEGL-F	Dallas-FW	225
23.	KRBE-F	Houston	212
24.	WPRO-F	Providenc	209

8.	WQGL-F	Philadelp	342
	WSB -F	Atlanta	342
10.	KHMX-F	Houston	331
11.	WMJX-AM	Boston	320
12.	WMGK-F	Philadelp	315
13.	WKQI-F	Detroit	307
14.	KVIL-AM	Dallas-FW	303
15.	WOMC-F	Detroit	294
16.	WWSW-AM	Pittsburg	291
17.	WPNT-F	Chicago	285
18.	WYXR-F	Philadelp	282
19.	WLTF-F	Cleveland	280
20.	WALK-F	New York	272
21.	WBMX-F	Boston	266
22.	WKQX-F	Chicago	265
23.	WALK-AM	Nassau	263
24.	WTMX-F	Chicago	258
25.	WOODS-F	Boston	250
26.	KIOI-F	San Fran	224
	KYKY-F	St. Louis	224
28.	WNIC-F	Detroit	221
29.	KCBS-F	Los Angel	220
	WMMX-F	Baltimore	220
31.	KSTP-F	Minn-St.P	212
32.	WMTX-AM	TampaSt.P	209
33.	KLDE-F	Houston	205
34.	KYXY-F	SanDiego	201

12.	WWWW-F	Detroit	341
13.	WMZQ-F	Washington	339
14.	WKHX-F	Atlanta	320
15.	WYAY-F	Atlanta	307
16.	WAMZ-F	Louisvill	270
17.	WIVK-F	Knoxville	267
18.	WDAF	Knsas Cty	266
19.	KSON-AM	SanDiego	263
20.	KFRG-F	Riverside	244
21.	WIL -F	St. Louis	243
22.	KMPS-AM	Seattle	242
23.	WPOC-F	Baltimore	240
24.	KSAN-F	San Fran	239
25.	WGXX-F	Memphis	237
26.	KXXY-AM	Oklahoma	236
27.	KRAK-F	Sacramnto	229
28.	KMLE-F	Phoenix	223
	KFKF-F	Knsas Cty	223
30.	WTQR-F	GrnsbroWS	217
	WDSY-F	Pittsburg	217
	KYGO-F	Denver	217
33.	WKIS-F	Miami-Ft.	211
34.	WSOC-F	Charlotte	206
35.	WGAR-F	Cleveland	196
36.	WMIL-F	Milwaukee	191
37.	KTEX-F	Mc-Brown	190
38.	WWKA-F	Orlando	189
39.	KIIM-F	Tucson	188
	WFMS-F	Indy	188
41.	WZZK-AM	Brmngham	187
42.	KCYF-F	San Anton	186
43.	KRPM-F	Seattle	184
44.	WUBE-F	Cincinnati	180

34.	WWIN-F	Baltimore	149
35.	WVON	Chicago	148
36.	KHYS-F	Houston	145
37.	KCCN-F	Honolulu	140
38.	WCDX-F	Richmond	130
39.	KJMS-F	Memphis	128
40.	WIZF-F	Cincinnati	126
41.	WGCI	Chicago	124
42.	WOL	Washington	117
43.	WTLC-F	Indy	115
44.	WHAT	Philadelp	113
45.	WBLX-F	Mobile	112
46.	WENN-F	Brmngham	111
	WBLK-F	Buffalo	111
48.	WDM-F	ColmbiaSC	110

BEAUTIFUL/EASY

1.	WPAT-F	New York	729
2.	KXEZ-F	Los Angel	478
3.	WLIT-F	Chicago	419
4.	WLYF-F	Miami-Ft.	381
5.	WEAZ-F	Philadelp	380
6.	WWRM-F	TampaSt.P	330
7.	WGAY-F	Washington	306
8.	KODA-F	Houston	305
9.	KOIT-AM	San Fran	296
10.	WPCH-F	Atlanta	290
11.	WLTE-F	Minn-St.P	287
12.	WASH-F	Washington	276
13.	WSSH-F	Boston	268
14.	KLTX-F	Dallas-FW	254
15.	WJOI-F	Detroit	251
16.	KLIT-F	Los Angel	250
17.	KABL-AM	San Fran	249
18.	WLTI-F	Detroit	247
19.	WLIF-F	Baltimore	213
20.	WSHH-F	Pittsburg	204
21.	WPAT	New York	203
22.	KJQY-F	SanDiego	200
23.	KBAY-F	San Fran	195
24.	WDOK-F	Cleveland	188
25.	KOSI-F	Denver	184
26.	WEAT-AM	West Palm	171
27.	WFOG-F	Norfolk	168
28.	KKLT-F	Phoenix	166
29.	KEZK-F	St. Louis	159
30.	WJQY-F	Miami-Ft.	158
	WKSZ-F	Philadelp	158

AOR/CLASSIC

1.	WXRK-F	New York	1045
2.	WNEW-F	New York	1012
3.	KLOS-F	Los Angel	713
4.	WMMR-F	Philadelp	536
5.	KROQ-F	Los Angel	519
6.	WBZZ-F	Chicago	465
7.	WYSP-F	Philadelp	463
8.	KLSX-F	Los Angel	455
9.	WXRT-F	Chicago	404
10.	KQLZ-F	Los Angel	393
11.	WQVE-F	Pittsburg	382
12.	KQRS-AM	Minn-St.P	342
13.	WKXG-F	Chicago	336
14.	WLUP-F	Chicago	329
15.	KSHE-F	St. Louis	318
16.	WMMS-F	Cleveland	315
17.	WBCN-F	Boston	312
18.	KTXQ-F	Dallas-FW	299
19.	KLOL-F	Houston	287
20.	WLLZ-F	Detroit	280
21.	WFBQ-F	Indy	261
22.	WCSX-F	Detroit	248
23.	WKLS-F	Atlanta	237
24.	WXTB-F	TampaSt.P	228
25.	WCMF-F	Rochester	218
26.	WZLX-F	Boston	214
27.	KSD -F	St. Louis	213
28.	WDRE-F	New York	210

MOR/VARIETY

1.	WCCO	Minn-St.P	649
2.	WJR	Detroit	600
3.	KDKA	Pittsburg	369
4.	WSB	Atlanta	360
5.	WBAP	Dallas-FW	305
6.	WMAL	Washington	303
7.	WTIC	Hartford	256
8.	WTMJ	Milwaukee	253
9.	KOMO	Seattle	230
10.	WIBC	Indy	216
11.	WHAM	Rochester	204
12.	KEX	Prtlnd,OR	175
13.	WHAS	Louisvill	171
14.	WRVA	Richmond	148
15.	WTVN	ColumbusO	141
16.	KFMB	SanDiego	140
17.	KSL	Salt Lake	136
18.	KSSK	Honolulu	135
19.	WBEN	Buffalo	131
20.	WBT	Charlotte	127
21.	WSYR	Syracuse	122
22.	KFAB	Omaha	117
23.	WDBO	Orlando	112
24.	WGY	Albany	101

BLACK/URBAN

1.	WRKS-F	New York	1387
2.	WBLS-F	New York	1176
3.	WGCI-F	Chicago	835
4.	KKBT-F	Los Angel	619
5.	WVEE-F	Atlanta	541
6.	WVAZ-F	Chicago	520
7.	WUSL-F	Philadelp	508
8.	WJLB-F	Detroit	427
9.	WLIB	New York	324
10.	WKYS-F	Washington	317
11.	WXYV-F	Baltimore	282
12.	WHQT-F	Miami-Ft.	268
13.	KMJM-F	St. Louis	267
14.	WEDR-F	Miami-Ft.	263
15.	KKDA-F	Dallas-FW	253
16.	WMXD-F	Detroit	246
17.	KSOL-F	San Fran	243
18.	WMMJ-F	Washington	231
19.	WDAS-F	Philadelp	230
20.	KJMZ-F	Dallas-FW	229
21.	WOWI-F	Norfolk	220
22.	KMJQ-F	Houston	216
	WZAK-F	Cleveland	216
24.	WPEG-F	Charlotte	206
25.	WHUR-F	Washington	197
26.	KJLH-F	Los Angel	189
27.	WQUE-AM	New Orlns	176
28.	WHRK-F	Memphis	173
29.	WAMO-F	Pittsburg	165
30.	WALR-F	Atlanta	164
31.	WYLD-F	New Orlns	158
32.	KPRS-F	Knsas Cty	157
33.	WDIA	Memphis	152

COUNTRY

1.	WYNY-F	New York	732
2.	KSCS-F	Dallas-FW	643
3.	KILT-F	Houston	476
4.	WUSN-F	Chicago	468
5.	KPLX-F	Dallas-FW	420
6.	KZLA-F	Los Angel	398
7.	KEEY-F	Minn-St.P	379
8.	WQYK-F	TampaSt.P	369
9.	WXTU-F	Philadelp	363
10.	KNIX-F	Phoenix	357
11.	KIKK-F	Houston	353

AC/OLDIES/SOFT ROCK

1.	WLTW-F	New York	1550
2.	WCBS-F	New York	1304
3.	WNSR-F	New York	1114
4.	KOST-F	Los Angel	980
5.	KRTH-F	Los Angel	642
6.	KBIG-F	Los Angel	528
7.	WJMK-F	Chicago	364

NEWS/TALK

1.	WINS	New York	1091
2.	WGN	Chicago	1049
3.	WOR	New York	890
4.	WABC	New York	869
5.	WCBS	New York	806
6.	WFAN	New York	792
7.	KGO	San Fran	697
8.	KABC	Los Angel	690
9.	KMOX	St. Louis	614
10.	KYW	Philadelp	568
11.	WBBM	Chicago	544
12.	KCBS	San Fran	457
13.	KNX	Los Angel	456
14.	WBZ	Boston	445
15.	KFI	Los Angel	431
16.	KFWB	Los Angel	410

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

17. WWJ	Detroit	409	WRTH	St. Louis	88	30. KIQI	San Fran	74
18. WLUP	Chicago	394	25. WITH	Baltimore	85	31. XTRA	SanDiego	73
19. WRKO	Boston	380	WEW	St. Louis	85	32. KFJZ	Dallas-FW	71
20. WWDB-F	Philadelp	351	27. WMLX	Cincinnati	83	33. KCOR	San Anton	70
21. KIRO	Seattle	326	28. WTUX	Indy	77	34. WRTO-F	Miami-Ft.	68
22. WMAQ	Chicago	307				35. KLAT	Houston	66
23. WIOD	Miami-Ft.	305				36. KIWW-F	Mc-Brown	65
24. WIP	Philadelp	302				37. KOFY	San Fran	60
WLS	Chicago	302				WCMQ	Miami-Ft.	60
26. KTAR	Phoenix	293				39. KBNA-AF	El Paso	55
27. KTRH	Houston	285				KLOK	San Fran	55
28. WXYT	Detroit	276				41. XEMO	SanDiego	52
29. KNBR	San Fran	275						
30. WBAL	Baltimore	264						
31. WTOP	Washingtn	255						
KOA	Denver	255						
33. KFBK	Sacramnto	251						
34. WHDH	Boston	231						
35. KRLD	Dallas-FW	229						
36. WWL	New Orlns	196						
37. WLW	Cincinnati	189						
38. WTAE	Pittsburg	184						
39. KXL	Prtlnd,OR	163						
40. KSDO	SanDiego	159						
WWWE	Cleveland	159						
42. KPRC	Houston	146						
43. WHJJ	Providenc	144						
WFLA	TampaSt.P	144						
45. KLIF	Dallas-FW	134						
46. WGST	Atlanta	133						
47. WINZ	Miami-Ft.	132						
48. KFYI	Phoenix	131						
49. WCBM	Baltimore	125						
50. WPRO	Providenc	123						
51. WWRC	Washingtn	117						
52. KFI	Riverside	116						
53. WISN	Milwaukee	111						
54. KSTP	Minn-St.P	106						
55. KMBZ	Knsas Cty	105						
56. KMJ	Fresno	104						
57. WHIO	Dayton	103						
58. WLS -F	Chicago	102						
59. WGR	Buffalo	100						

RELIGION/GOSPEL

1. WWRL	New York	213
2. WFME-F	New York	197
3. KLTY-F	Dallas-FW	188
4. WAOK	Atlanta	123
5. KHVN	Dallas-FW	118
6. WYCA-F	Chicago	106
7. WMCA	New York	92
8. WWDJ	New York	83
9. WDAS	Philadelp	81
10. KCMS-F	Seattle	79
11. WYCB	Washingtn	76
12. WNJR	New York	72
13. KKLA-F	Los Angel	71
14. WMUZ-F	Detroit	65
15. WORD-F	Pittsburg	64
16. WPCE	Norfolk	62
17. WBOK	New Orlns	60
18. WWIN	Baltimore	55
19. KFAX	San Fran	54
WLOK	Memphis	54
21. WKZK	Augusta	53
22. WROL	Boston	51
23. WYLD	New Orlns	50
24. KWWJ	Houston	49
25. WABQ	Cleveland	47
26. KHCB-F	Houston	43
27. WYLL-F	Chicago	41
28. WBGR	Baltimore	40

CLASSICAL

1. WNCN-F	New York	399
2. WQXR-AF	New York	381
3. KKGO-F	Los Angel	217
4. WFLN-F	Philadelp	214
5. WNIB-F	Chicago	191
6. KDFC-AF	San Fran	189
7. WCRB-F	Boston	149
8. WTMI-F	Miami-Ft.	147
9. WFMT-F	Chicago	145
10. KFSD-F	SanDiego	141
11. KKHI-AF	San Fran	138
12. WRR -F	Dallas-FW	125
13. WQRS-F	Detroit	123
14. KING-F	Seattle	121
15. KVOD-F	Denver	77
16. KFUD-F	St. Louis	76
17. KONC-F	Phoenix	69
18. WCLV-F	Cleveland	61
19. KRTS-F	Houston	53
20. KXTR-F	Knsas Cty	50

JAZZ/NEW AGE

1. WQCD-F	New York	519
2. WNUA-F	Chicago	465
3. KTWV-F	Los Angel	359
4. KKSF-F	San Fran	205
5. WJZZ-F	Detroit	204
6. KBLX-AF	San Fran	199
7. WLVE-F	Miami-Ft.	149
8. KIFM-F	SanDiego	142
9. WCDJ-F	Boston	137
10. KACE-F	Los Angel	122
KOAI-F	Dallas-FW	122
12. WJZE-F	Washingtn	102
13. KHIH-F	Denver	96
14. WNWV-F	Cleveland	87
15. KJAZ-F	San Fran	83
16. WHPT-F	TampaSt.P	82
17. KKNW-F	Seattle	75

NOSTALGIA

1. WNEW	New York	514
2. KMPC	Los Angel	455
3. WJJD	Chicago	401
4. KFRC	San Fran	356
5. WPEN	Philadelp	323
6. WPLM-AF	Boston	201
7. CKLW	Detroit	189
8. WGUL-AF	TampaSt.P	181
9. KQUE-F	Houston	179
10. WOKY	Milwaukee	170
11. WRMR	Cleveland	168
12. WHLI	New York	161
13. WHLI	Nassau	149
14. WJAS	Pittsburg	140
15. KIXI	Seattle	136
16. WMRZ	Miami-Ft.	124
KPOP	SanDiego	124
18. WXKS	Boston	109
19. KAAM	Dallas-FW	99
20. WGSN	New York	93
KOY	Phoenix	93
22. WGSN	Nassau	91
23. KKSJ	Prtlnd,OR	88
1. KLVE-F	Los Angel	658
2. WSKQ-F	New York	649
3. KWKW	Los Angel	623
4. WADO	New York	496
5. KTNQ	Los Angel	480
6. KKHJ	Los Angel	302
7. WSKQ	New York	301
8. WAQI	Miami-Ft.	264
9. WOJO-F	Chicago	247
10. WQBA	Miami-Ft.	217
11. WIND	Chicago	214
12. WKDM	New York	192
13. KBRG-F	San Fran	171
14. KALI	Los Angel	168
15. WEEI	Boston	163
16. KXTN-F	San Anton	140
17. WXDJ-F	Miami-Ft.	129
WTAQ	Chicago	129
19. KGBT	Mc-Brown	122
KQQK-F	Houston	122
21. WCMQ-F	Miami-Ft.	108
22. KSKQ-F	Los Angel	107
23. WQBA-F	Miami-Ft.	106
24. WWFE	Miami-Ft.	104
KSKQ	Los Angel	104
26. KEYH	Houston	96
27. KSSA-AF	Dallas-FW	85
28. KESS	Dallas-FW	84
29. KXYZ	Houston	82

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1. WBBQ-AF Augusta 18.2	22. WODE-F Allentown 9.3	21. WLLR-AF Davenport 16.3	18. WSOK Savannah 10.3
2. WKRZ-F WilksBare 16.5	24. KUUL-F Davenport 9.2	23. WZZK-AF Brmngham 15.9	WQUE-AF New Orlns 10.3
3. WAAL-F Binghamtn 15.8	26. WLTF-F Cleveland 9.1	24. KWEN-F Tulsa 15.8	WXOK Btn Rouge 10.3
4. WKEE-F Huntingtn 15.0	27. WLEV-F Allentown 9.0	25. WSSL-AF Grnvl-Sp 15.7	21. WQOK-F Raleigh 10.2
5. WQUT-F John City 14.9	WMJJ-F Brmngham 9.0	KASE-F Austin 15.7	22. WDIA Memphis 10.1
6. WNNK-AF Harrisbrg 14.8		KHEY-F El Paso 15.7	23. WJTT-F Chtnooga 10.0
7. WGLU-F Johnstown 14.1		WGKX-F Memphis 15.7	24. WENN-F Brmngham 9.5

AOR/CLASSIC

1. KGGO-F DesMoines 18.0	2. WCMF-F Rochester 16.2	3. WOUR-F Utca-Rome 15.5	4. WFBQ-F Indy 15.0	5. WAPL-F Appleton 14.9	7. WIOT-F Toledo 14.4	8. WBLM-F PrtInd,ME 14.1	9. WRKT-F Erie 13.9	10. WXLP-F Davenport 13.3	11. WKQQ-F Lexington 12.9	12. WWCT-F Peoria 12.4	13. WIBA-F Madison 12.2	14. WRKR-F Kalamazoo 11.7	16. KFMX-F Lubbock 11.5	17. WZZO-F Allentown 11.1	18. WKGB-F Binghamtn 10.9	19. KEZO-AF Omaha 10.6	20. WMMS-F Cleveland 10.2	21. WKLQ-F Gr Rapids 9.9	23. KQRS-AF Minn-St.P 9.7	25. WZRR-F Brmngham 9.6	28. WAQX-F Syracuse 9.5	29. WPLR-F New Haven 9.4	30. WHEB-F Portsmouth 9.3	31. WKDF-F Nashville 9.2	32. WAFX-F Montgomery 9.1	34. WAQY-F SprgfldMA 9.0
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MOR/VARIETY

1. WIKY-F Evansvill 19.2	2. WCCO Minn-St.P 18.5	3. WHBC Canton 15.8	4. WTIC Hartford 15.2	6. KFAB Omaha 14.6	7. WHAS Louisvill 14.5	8. WSYR Syracuse 13.5	9. KFOR Lincoln 13.3	10. WHO DesMoines 12.9	11. WIBC Indy 12.4	12. WICC Brdgeport 12.2	14. WROK Rockford 11.5	15. WJR Ann Arbor 11.4	16. KDKA Pittsburg 11.3	17. KSSK Honolulu 11.0	19. WNBF Binghamtn 10.6	20. WMMB Melbourne 10.5	21. KKOB Albuquerque 10.4	22. WJR Detroit 9.3	23. KRMG Tulsa 9.2	24. KBOI Boise 8.5	26. KSL Salt Lake 8.4	27. WELI New Haven 8.3	29. WTAG Worcester 8.0	WMBD Peoria 8.0	WTVN ColumbusO 8.0	WBEN Buffalo 8.0
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COUNTRY

1. WTCR-AF Huntingtn 35.7	2. KLLL-F Lubbock 30.9	3. WQBE-F ChrlnstnWV 30.6	4. WXBQ-F John City 24.9	5. KSSN-F Little Rk 24.7	6. WUSY-F Chtnooga 23.9	7. WAMZ-F Louisvill 22.9	8. WDRM-F Huntsvill 21.7	9. WPCV-F Lakeland 21.2	10. KTEX-F Mc-Brown 20.9	11. WVLK-F Lexington 20.7	12. WDEM-AF Macon 20.5	13. WHWK-F Binghamtn 20.4	14. WLWI-F Montgomery 19.6	15. WMSI-F Jackson 19.4	16. KRMD-AF Shreveprt 18.4	17. KXXY-AF Oklahoma 18.3	18. WKML-F Faytville 18.0	19. WYNK-AF Btn Rouge 17.7	20. WCOS-F ColmbiaSC 16.4
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BLACK/URBAN

1. WZFX-F Faytville 20.6	2. WZHT-F Montgomery 19.1	3. KMJJ-F Shreveprt 18.8	4. WEAS-F Savannah 18.2	5. WWDM-F ColmbiaSC 16.5	7. WIKS-F GreenvlNC 14.3	8. WFXA-F Augusta 14.1	9. WDZZ-F Flint 13.1	10. WVEE-F Atlanta 12.8	11. WPEG-F Charlotte 12.7	12. KQXL-F Btn Rouge 11.8	13. WHRK-F Memphis 11.5	14. WOWI-F Norfolk 11.4	15. KCCN-F Honolulu 11.4	16. WBLX-F Pensacola 11.3	17. WCDX-F Richmond 10.7
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BEAUTIFUL/EASY

1. WDUV-F Sarasota 19.2	2. WZID-F Manchestr 14.9	3. WFMZ-F Allentown 13.5	4. WEZN-F Brdgeport 13.3	5. WEAT-AF West Palm 13.2	6. WEZK-F Knoxville 13.1	8. WFPG-F Atlantic 11.7	10. WHLG-F Ft.Pierce 11.2	11. WPVR-F Roanoke 10.7	12. WARM-F York 10.6	13. WARM-F Lancaster 10.3	15. WRSA-F Huntsvill 10.2	16. WOOD-F Gr Rapids 9.9	17. WEJZ-F Jacksnvle 9.8	18. KRVR-F Davenport 9.2	20. WYSN-F Johnstown 9.0
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NEWS/TALK

1. KMOX St. Louis 17.1	2. KFBK Sacramto 12.5	3. WSGW Saginaw 12.2	4. KMJ Frasn 12.1	5. WKBN Youngstwn 11.5	6. WWL New Orlns 11.4	7. WOC Davenport 10.8	8. KOA Denver 9.7	10. KTAR Cincinnat 9.7	11. KIRO Phoenix 9.6	12. KGO Seattle 9.2	13. KGO SantaRosa 8.6	14. KGO Chicago 8.5	15. KGO San Fran 8.4	16. WVOC Salinas 8.3	18. WHIO ColmbiaSC 8.0	19. WHIO Dayton 8.0	20. KOH Reno 7.9	21. WIBX Utca-Rome 7.7	22. KYW Philadelp 7.6	23. KTOK Oklahoma 7.6	24. WJNO West Palm 7.5	25. WBZ Boston 7.5	26. WBAL Baltimore 7.5	27. KXLY Spokane 7.4	28. WERC Brmngham 7.3	29. KXL PrtInd,OR 7.3	30. WNIR-F Akron 7.3	31. KVOR ClradoSpg 7.2
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AC/OLDIES/SOFT ROCK

1. WXKC-F Erie 14.8	2. WCRZ-F Flint 14.1	3. WTFM-F John City 13.2	4. KMGE-F Eugene 12.4	5. WAJL-F Ft. Wayne 12.0	7. WPEZ-F Macon 12.0	8. KSSK-F Honolulu 11.8	9. KISC-F Spokane 11.7	10. WMYE-F Erie 11.5	11. WHNN-F Saginaw 11.1	12. WYYY-F Syracuse 10.7	13. WRMF-F West Palm 10.5	14. KZST-F SantaRosa 10.0	15. WAYV-F Atlantic 9.9	16. WKYE-F Johnstown 9.9	17. WSLQ-F Roanoke 9.7	18. WEBE-F Brdgeport 9.6
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*Based on 12+ Metro Share, Broadcast week.

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

HIGHEST		LOWEST	
1.	Huntington, WV	1.	Santa Rosa
2.	Lancaster	2.	San Francisco
3.	Greenville-Spartanburg	3.	Chicago
4.	Lansing	4.	St. Louis
5.	Knoxville	5.	Tucson
6.	Greenville, NC	6.	Honolulu
7.	San Jose	7.	Rockford
8.	Las Vegas	8.	Kansas City
9.	York	9.	Minneapolis-St. Paul
10.	Pensacola	10.	Milwaukee

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

MARKETS WITH HIGHEST AND LOWEST APR'S**

HIGHEST		LOWEST	
1.	Bridgeport	1.	Modesto
2.	Miami-Ft. Lauderdale	2.	Eugene
3.	New York	3.	Huntington, WV
4.	Portsmouth-Dover-Rochester, NH	4.	Ann Arbor
5.	Nassau-Suffolk	5.	John City-Kingsport
6.	Providence	6.	Lexington
7.	Chicago	7.	Sarasota-Bradenton
8.	Boston	8.	Louisville
9.	Allentown-Bethlehem	9.	Peoria
10.	Philadelphia	10.	Erie

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

MEAN APR FOR ALL RATED MARKETS

FAL 91 16.53

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1.	Ann Arbor	64.3%	11.	Manchester	47.3%
2.	Monmouth-Ocean	60.4%	12.	Lancaster	46.4%
3.	Bridgeport	57.7%	13.	New Haven	46.2%
4.	Akron	57.3%	14.	Melbourne-Titusville-Cocoa	45.8%
5.	Worcester	54.3%	15.	Sarasota-Bradenton	44.8%
6.	Stockton	54.2%	16.	Canton	44.6%
7.	Daytona Beach	54.2%	17.	Lakealand	42.7%
8.	Wilmington, DE	53.7%	18.	Oxnard-Ventura	42.2%
9.	Santa Rosa	49.8%	19.	Portsmouth-Dover-Rochester, NH	40.7%
10.	Riverside-San Bernardino	49.0%	20.	York	37.7%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1.	Ann Arbor	23.4%	10.	Lancaster	19.2%
2.	Melbourne-Titusville-Cocoa	22.7%	12.	Portland, ME	19.2%
3.	Jackson	21.7%	13.	Austin	19.0%
4.	Kalamazoo	21.3%	14.	New Haven	18.2%
5.	Eugene	20.4%	15.	Las Vegas	18.0%
6.	Lansing	20.2%	16.	Modesto	17.9%
7.	Madison	20.1%	17.	Springfield, MA	17.2%
8.	Raleigh	19.7%	18.	Jacksonville	17.0%
9.	Lakealand	19.6%	19.	Canton	16.8%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

Station	City	Power	Station	City	Power
30. KENI	Anchorage	6.9	1. KNKX-F	Anchorage	4.5
31. WGN	Rockford	6.7	2. WHT-F	Sarasota	4.3
KERN	Bkrsfld	6.7	3. KIFM-F	Sandiego	4.1
33. WFNC	Fayetteville	6.5	9. KIQT-F	Sacramento	2.8
34. WRKO	Boston	6.4	10. KQTF-F	Oxnard-Vn	3.0
36. WJZ	Detroit	6.3	9. KLOQ-F	Orlando	3.1
KIDQ	Boise	6.3	6. KKCD-F	Omaha	3.1
38. WJZ	Buffalo	6.1	5. KHIF-F	Denver	3.7
39. WHJ	Providence	6.0	4. WNVA-F	Chicago	3.8
40. WLKK	Erie	5.9	3. KIH-F	Chicago	3.8
41. WTK	Erie	5.9	2. WHT-F	Sarasota	4.3
42. WIOD	Miami-Ft.	5.7	1. KNKX-F	Anchorage	4.5
43. KNBR	Modesto	5.6	9. KQTF-F	Sacramento	2.8
44. WTMA	Charltsnsc	5.9	10. KQPT-F	Sacramento	2.8
45. WTAE	Pittsburg	5.6	11. KQTF-F	Oxnard-Vn	3.0
46. WTK	Pittsburg	5.5	12. KQTF-F	Oxnard-Vn	3.0
47. WJBO	Bkn Rouge	5.4	13. KQTF-F	Oxnard-Vn	3.0
48. KTRN	Houston	5.3	14. WHT-F	Tampast.P	2.6
49. KARN	Little Rk	5.2	15. KQTF-F	Oxnard-Vn	3.0
50. WOND	Atlantic	5.2	16. KQTF-F	Oxnard-Vn	3.0
51. KNBR	Stockton	5.1	17. WQJ-F	Boston	2.3
52. WILM	Wimgtnde	5.1	18. KQTF-F	Oxnard-Vn	3.0
53. KGU	Honolulu	5.1	19. WQJ-F	Boston	2.3
54. WME	Cleveland	5.1	20. KOAI-F	Dallas-FW	2.2
55. KCBS	Santa Rosa	5.0	21. KQTF-F	Oxnard-Vn	3.0
56. KNSS	Wchitta	5.0	22. WCLZ-F	Prtln,ME	2.0
57. KNST	Tucson	5.0	23. KQTF-F	Oxnard-Vn	3.0
58. KMBZ	Kansas Cty	5.0	24. WCLZ-F	Prtln,ME	2.0
59. WTK	Atlanta	5.0	25. WCLZ-F	Prtln,ME	2.0
60. WTK	Atlanta	5.0	26. WCLZ-F	Prtln,ME	2.0
61. WTK	Atlanta	5.0	27. WCLZ-F	Prtln,ME	2.0
62. WTK	Atlanta	5.0	28. WCLZ-F	Prtln,ME	2.0
63. WTK	Atlanta	5.0	29. WCLZ-F	Prtln,ME	2.0
64. WTK	Atlanta	5.0	30. WCLZ-F	Prtln,ME	2.0
65. WTK	Atlanta	5.0	31. WCLZ-F	Prtln,ME	2.0
66. WTK	Atlanta	5.0	32. WCLZ-F	Prtln,ME	2.0
67. WTK	Atlanta	5.0	33. WCLZ-F	Prtln,ME	2.0
68. WTK	Atlanta	5.0	34. WCLZ-F	Prtln,ME	2.0
69. WTK	Atlanta	5.0	35. WCLZ-F	Prtln,ME	2.0
70. WTK	Atlanta	5.0	36. WCLZ-F	Prtln,ME	2.0
71. WTK	Atlanta	5.0	37. WCLZ-F	Prtln,ME	2.0
72. WTK	Atlanta	5.0	38. WCLZ-F	Prtln,ME	2.0
73. WTK	Atlanta	5.0	39. WCLZ-F	Prtln,ME	2.0
74. WTK	Atlanta	5.0	40. WCLZ-F	Prtln,ME	2.0
75. WTK	Atlanta	5.0	41. WCLZ-F	Prtln,ME	2.0
76. WTK	Atlanta	5.0	42. WCLZ-F	Prtln,ME	2.0
77. WTK	Atlanta	5.0	43. WCLZ-F	Prtln,ME	2.0
78. WTK	Atlanta	5.0	44. WCLZ-F	Prtln,ME	2.0
79. WTK	Atlanta	5.0	45. WCLZ-F	Prtln,ME	2.0
80. WTK	Atlanta	5.0	46. WCLZ-F	Prtln,ME	2.0
81. WTK	Atlanta	5.0	47. WCLZ-F	Prtln,ME	2.0
82. WTK	Atlanta	5.0	48. WCLZ-F	Prtln,ME	2.0
83. WTK	Atlanta	5.0	49. WCLZ-F	Prtln,ME	2.0
84. WTK	Atlanta	5.0	50. WCLZ-F	Prtln,ME	2.0
85. WTK	Atlanta	5.0	51. WCLZ-F	Prtln,ME	2.0
86. WTK	Atlanta	5.0	52. WCLZ-F	Prtln,ME	2.0
87. WTK	Atlanta	5.0	53. WCLZ-F	Prtln,ME	2.0
88. WTK	Atlanta	5.0	54. WCLZ-F	Prtln,ME	2.0
89. WTK	Atlanta	5.0	55. WCLZ-F	Prtln,ME	2.0
90. WTK	Atlanta	5.0	56. WCLZ-F	Prtln,ME	2.0
91. WTK	Atlanta	5.0	57. WCLZ-F	Prtln,ME	2.0
92. WTK	Atlanta	5.0	58. WCLZ-F	Prtln,ME	2.0
93. WTK	Atlanta	5.0	59. WCLZ-F	Prtln,ME	2.0
94. WTK	Atlanta	5.0	60. WCLZ-F	Prtln,ME	2.0
95. WTK	Atlanta	5.0	61. WCLZ-F	Prtln,ME	2.0
96. WTK	Atlanta	5.0	62. WCLZ-F	Prtln,ME	2.0
97. WTK	Atlanta	5.0	63. WCLZ-F	Prtln,ME	2.0
98. WTK	Atlanta	5.0	64. WCLZ-F	Prtln,ME	2.0
99. WTK	Atlanta	5.0	65. WCLZ-F	Prtln,ME	2.0
100. WTK	Atlanta	5.0	66. WCLZ-F	Prtln,ME	2.0

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM --	FM --	TOTAL -----	% -----
AC/OLDIES/SOFT ROCK	155,200 (98)	3,394,000 (360)	3,549,200 (458)	16.09
AOR/CLASSIC	28,900 (27)	3,201,700 (295)	3,230,600 (322)	14.64
COUNTRY	270,300 (130)	2,454,500 (233)	2,724,800 (363)	12.35
NEWS/TALK	2,494,500 (197)	63,200 (8)	2,557,700 (205)	11.59
TOP 40/CHR/CONTEMP	13,600 (14)	2,513,600 (226)	2,527,200 (240)	11.46
BLACK/URBAN	311,700 (88)	1,564,100 (96)	1,875,800 (184)	8.50
BEAUTIFUL/EASY	87,400 (35)	1,655,000 (168)	1,742,400 (203)	7.90
SPANISH	596,500 (86)	301,000 (33)	897,500 (119)	4.07
MOR/VARIETY	821,400 (93)	10,200 (5)	831,600 (98)	3.77
NOSTALGIA	701,200 (119)	80,700 (11)	781,900 (130)	3.54
RELIGION/GOSPEL	283,200 (143)	175,400 (68)	458,600 (211)	2.08
JAZZ/NEW AGE	3,200 (3)	378,700 (38)	381,900 (41)	1.73
CLASSICAL	12,200 (6)	356,100 (32)	368,300 (38)	1.67
UNKNOWN/OTHERS	73,300 (76)	61,100 (59)	134,400 (135)	0.61
	5,852,600 (1115)	16,209,300 (1632)	22,061,900 (2747)	

* Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in parenthesis are the number of stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM --	FM --	COMBINED -----	FAL 90 -----	FAL 89 -----	FAL 88 -----	FAL 87 -----	FAL 86 -----	FAL 85 -----	FAL 84 -----	FAL 83 -----
AC/OLDIES/SOFT ROCK	2.65%	20.94%	16.09%	19.18%	18.61%	18.39%	17.10%	18.20%	15.80%	15.10%	13.00%
AOR/CLASSIC	0.49%	19.75%	14.64%	13.14%	12.67%	12.91%	12.50%	12.40%	11.20%	10.10%	-
COUNTRY	4.62%	15.14%	12.35%	11.56%	10.25%	10.29%	10.40%	10.00%	10.60%	10.80%	11.50%
NEWS/TALK	42.62%	0.39%	11.59%	10.72%	11.20%	10.78%	9.90%	9.50%	9.60%	9.80%	10.20%
TOP 40/CHR/CONTEMP	0.23%	15.51%	11.46%	13.95%	14.47%	14.83%	14.00%	14.50%	15.40%	16.50%	-
BLACK/URBAN	5.33%	9.65%	8.50%	8.91%	8.80%	8.64%	10.40%	10.50%	9.80%	9.80%	10.60%
BEAUTIFUL/EASY	1.49%	10.21%	7.90%	5.78%	7.16%	7.77%	8.50%	8.80%	10.00%	10.70%	10.70%
SPANISH	0.19%	1.86%	4.07%	3.58%	3.35%	3.04%	3.00%	2.70%	2.90%	2.60%	3.00%
MOR/VARIETY	14.03%	0.06%	3.77%	3.92%	4.34%	4.55%	5.70%	6.00%	6.70%	7.20%	7.60%
NOSTALGIA	11.98%	0.50%	3.54%	3.37%	3.06%	3.06%	2.98%	3.30%	4.00%	4.00%	4.50%
RELIGION/GOSPEL	4.84%	1.08%	2.08%	1.95%	1.88%	1.77%	1.80%	1.50%	1.80%	1.80%	1.70%
JAZZ/NEW AGE	0.05%	2.34%	1.73%	1.71%	1.74%	1.78%	1.30%	-	-	-	-
CLASSICAL	0.21%	2.20%	1.67%	1.60%	1.57%	1.70%	1.50%	1.60%	1.50%	1.50%	1.50%
UNKNOWN/OTHERS	1.25%	0.38%	0.61%	0.61%	0.90%	0.58%	0.80%	0.90%	0.70%	0.40%	0.40%

CHANGES SINCE FALL 1990

	Changes in Format Share Since 1990	Since 1985	Since 1980	Change in 1/4 HR Totals	Change in # of Stations (91 vs. 90)
AC/OLDIES/SOFT ROCK	- 16.1%	+ 1.8%	NA	-17.6%	-96 (-17.4%)
AOR/CLASSIC	+ 11.4%	+ 30.7%	NA	+ 9.4%	+44 (+15.8%)
COUNTRY	+ 6.8%	+ 16.5%	+ 21.1%	+ 4.9%	+ 2 (+ 0.6%)
NEWS/TALK	+ 8.2%	+ 20.8%	+ 9.4%	+ 6.2%	+21 (+11.4%)
TOP 40/CHR/CONTEMP	- 17.9%	- 25.6%	NA	-19.4%	-12 (- 4.8%)
BLACK/URBAN	- 4.6%	- 13.2%	- 12.3%	- 6.3%	+10 (+ 5.8%)
BEAUTIFUL/EASY	+ 36.6%	- 21.0%	- 48.0%	+34.1%	+70 (+52.6%)
SPANISH	+ 13.6%	+ 40.3%	+ 69.5%	+11.5%	+18 (+17.8%)
MOR/VARIETY	- 3.9%	- 43.7%	NA	- 5.6%	-25 (-20.5%)
NOSTALGIA	+ 5.2%	- 11.4%	+293.8%	+ 3.3%	+ 0 (+ 0.0%)
RELIGION/GOSPEL	+ 6.5%	+ 15.5%	+ 73.2%	+ 4.6%	+ 8 (+ 3.9%)
JAZZ/NEW AGE	+ 1.1%	- 3.8%	NA	- 0.7%	- 7 (-14.6%)
CLASSICAL	+ 4.5%	+ 11.3%	+ 19.2%	+ 2.6%	- 1 (- 2.6%)
UNKNOWN/OTHERS	- 0.3%	- 13.0%	+ 21.8%	- 2.0%	+28 (+26.2%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP		AOR/CLASSIC		AC/OLDCIES/SOFT ROCK		MOR/VARIETY	
-----		-----		-----		-----	
(National Average: 11.46%)		(National Average: 14.64%)		(National Average: 16.09%)		(National Average: 3.77%)	
1. Wilkes Barre-SC	28.4%	1. Reno	30.7%	1. Orlando	34.3%	1. Lincoln	25.9%
2. Fort Pierce, FL	27.0%	2. Portland, ME	30.1%	2. Erie	33.7%	2. Evansville	22.1%
3. Harrisburg	22.8%	3. San Jose	30.0%	3. Johnstown	30.6%	3. Minneapolis-St.	21.8%
4. Stockton	22.7%	4. Worcester	29.9%	4. Wilmington, DE	29.6%	4. Syracuse	20.4%
5. Kalamazoo	21.2%	5. Denver	26.8%	5. Monmouth-Ocean	29.1%	5. Canton	19.8%
6. Washington	21.0%	6. Ann Arbor	25.7%	6. Daytona Beach	27.3%	6. Ann Arbor	19.0%
7. Fort Wayne	20.3%	7. Des Moines	24.2%	7. Allentown-Bethl	26.4%	7. Hartford	18.4%
8. Augusta	20.0%	8. Portsmouth-Dove	23.7%	8. Madison	25.1%	8. Rochester	17.5%
9. New Haven	20.0%	9. Minneapolis-St.	23.5%	9. Springfield, MA	24.4%	9. Omaha	16.5%
10. Lancaster	19.8%	10. Portland, OR	23.4%	10. Worcester	24.0%	10. Louisville	16.4%
COUNTRY		BLACK/URBAN		BEAUTIFUL/EASY		NEWS/TALK	
-----		-----		-----		-----	
(National Average: 12.35%)		(National Average: 8.50%)		(National Average: 7.90%)		(National Average: 11.59%)	
1. Huntington, WV	48.4%	1. Memphis	34.1%	1. Sarasota-Bradén	27.8%	1. Chicago	24.9%
2. Knoxville	43.4%	2. Savannah	32.8%	2. Fort Pierce, FL	26.5%	2. Santa Rcsa	23.2%
3. John City-Kings	43.3%	3. Montgomery	29.2%	3. Lancaster	23.8%	3. Boston	21.1%
4. Lubbock	40.9%	4. Baton Rouge	28.0%	4. Manchester	23.5%	4. Providerce	20.4%
5. Wichita	37.8%	5. Mobile	27.4%	5. York	22.3%	5. San Francisco	19.7%
6. Charleston, WV	37.5%	6. New Orleans	25.6%	6. West Palm Beach	21.1%	6. St. Louis	19.3%
7. Nashville	35.5%	7. Raleigh	24.8%	7. Huntsville	19.8%	7. New York	18.7%
8. Huntsville	35.5%	8. Columbia, SC	24.7%	8. Knoxville	18.0%	8. Philadelphia	18.5%
9. Lakeland	35.1%	9. Fayetteville, N	23.7%	9. Worcester	17.6%	9. Youngstown	17.8%
10. Greenville-Spar	34.8%	10. Macon	23.7%	10. Kalamazoo	17.4%	10. Sacramento	17.6%
NOSTALGIA		RELIGION/GOSPEL		SPANISH		CLASSICAL	
-----		-----		-----		-----	
(National Average: 3.54%)		(National Average: 2.08%)		(National Average: 4.07%)		(National Average: 1.67%)	
1. Nassau-Suffolk	17.4%	1. Fayetteville, N	13.4%	1. Mcallen-Brownsv	40.3%	1. Albuquerque	5.5%
2. Wilkes Barre-SC	13.6%	2. Jackson	11.4%	2. Miami-Ft. Laude	23.7%	2. Portland, ME	5.2%
3. Atlantic City	13.1%	3. Augusta	10.9%	3. Corpus Christi	18.3%	3. Anchorage	4.8%
4. Daytona Beach	11.7%	4. Charleston, WV	9.6%	4. Los Angeles	17.0%	4. San Diego	4.5%
5. Tucson	11.0%	5. Macon	9.4%	5. El Paso	16.9%	5. San Francisco	4.5%
6. Appleton-Oshkos	10.0%	6. Shreveport	8.8%	6. San Antonio	16.9%	6. San Jose	3.9%
7. Springfield, MA	9.6%	7. Birmingham	8.3%	7. Salinas-Montere	15.7%	7. Seattle-Tacoma	3.8%
8. Tampa-St. Peter	8.9%	8. Lancaster	8.2%	8. Oxnard-Ventura	13.9%	8. Ann Arbor	3.7%
9. Youngstown	8.7%	9. Greensboro-WS	8.0%	9. Fresno	11.6%	9. Washington	3.6%
10. Erie	8.6%	10. Memphis	7.9%	10. Bakersfield	11.0%	10. Atlantic City	3.4%
JAZZ/NEW AGE							

(National Average: 1.73%)							
1. San Francisco	6.7%						
2. Anchorage	5.2%						
3. Sarasota-Bradén	5.2%						
4. San Diego	4.6%						
5. Chicago	4.3%						
6. Denver	4.1%						
7. Detroit	4.0%						
8. Orlando	3.6%						
9. Oxnard-Ventura	3.5%						
10. Omaha	3.5%						

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain an Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The APR is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

- 1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro
- 2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+
- 3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Not Listed" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1991 Revenue: \$14,500,000
HH Income: \$25,700
Retail \$: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA \$2,000,000

The revenue estimates are based upon calculations made in the 1992 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is \$25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1991.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1991 gross revenue. This data is extracted from the 1992 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	12+ METRO										BIRCH SHARE	BIRCH AQH	BIRCH CUME
		WIN 91	FAL 90	SUM 90	SPR 90	4	BOOK	12+	TSA	CUME/CUME	FAL			
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689	7.8	457	4209	

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

- CHR - Contemporary Hit Radio, Top 40, Contemporary
- AC - Adult Contemporary
- O - Oldies (1955 to current)
- B - Black (audience predominatly black -- over 75%)
- U - Urban (majority of audience is non-white although a large segment is white)
- EZ - Easy Listening, Beautiful Music
- AOR - Album Oriented Rock, also includes Classic Rock
- CL - Classical
- C - Country
- T - Talk
- N - News
- SP - Hispanic/Spanish
- RB - Big Band/Nostalgia
- MOR/FS - Middle of the Road (MOR), Full Service, Variety
- J/NAC - Jazz, New Adult Contemp
- R - Religion, Christian, Christian Music
- G - Gospel
- E - Ethnic
- ?? - Other, Unknown
- SAC - Soft Adult Contemporary
- CL AOR - Classic Rock, Classic AOR

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spr. 90: 76.10%)

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, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the 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.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

- TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
- 18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
- 18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
- 25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
- 25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
- 35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
- 12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
- 12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
- 12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
- 12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
- OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

- WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
- WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
- WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
- WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
- WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

- MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
- MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
- MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
- MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
- MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS					SPR 90
	AM	FM	TOTAL	%	%
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC, \$ 73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

- DA, DAYS - Directional daytimer
- DA-1 - Directional day and night - 1 pattern
- DA-2 - Directional day and night - 2 patterns
- DA-N - Directional at night only
- DA-D - Directional during the day only

WAAA-F programs a CHR format.

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

ABC	ABC	BRN	Business Radio Network
APR	Associated Press Radio	NBC	NBC
CBS	CBS	NBC-T	NBC Talk
MBS	Mutual	Source	NBC Source
NBN	National Black	UNISUP	Unistar (Super)
SBN	Sheridan	UNIULT	Unistar (Ultimate)
UPI	United Press International	UNIPWR	Unistar (Power)
SUN	Sun Radio Network	SMN	Satellite Music Network
		CNN	Cable News Network

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings can be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES: The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.

FORMAT CHANGES: This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.

STATION SALES: This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.

MISCELLANEOUS COMMENTS: These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 67/548,600
 HSA Rank/Pop: 79/654,000
 Cleveland ADI
 Average Person Ratings: 17.0
 Market TSL: 22.50 hours

Stations: 29/7
 Diaries: 1052/521:1/58.9%
 Sample Target: 1030
 % Below Line: 57.3
 % Not Listed: 13.2

1991 Revenue: \$12,600,000
 HH Inc.: \$30,618
 Retail \$: 4.4 Bil
 Pop per Station: 78,371
 #1 Biller: WKDD-F \$3,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WNIR-F (T)	68/ 7.3	6.9	7.5	7.4	6.8	7.3	85/1021	782/14.3	13.5	12.1	5.5	53	715	WNIR-F
2. WDOK-F (SAC)	64/ 6.9	4.6	6.9	6.9	5.5	6.3	91/1154	732/13.3	13.2	13.3	4.8	46	472	WDOK-F
3. WGAR-F (C)	59/ 6.3	7.6	6.0	4.5	5.3	6.1	99/1310	721/13.1	12.5	12.3	7.4	71	694	WGAR-F
4. WONE-F (AOR)	55/ 5.9	5.1	5.2	6.3	7.7	5.6	82/1406	800/14.6	15.6	17.2	7.2	69	1006	WONE-F
5. WPHR-F (CHR)	52/ 5.6	6.1	6.4	4.1	5.1	5.6	68/1098	846/15.4	17.4	14.9	5.5	53	801	WPHR-F
6. WAKR (N/T)	43/ 4.6	3.8	4.8	7.4	5.2	5.2	49/963	803/14.6	13.9	16.4	4.6	44	726	WAKR
7. WMJI-F (O)	42/ 4.5	5.1	5.5	4.6	5.3	4.9	80/1378	742/13.5	13.6	14.7	3.7	36	494	WMJI-F
WKDD-F (CHR)	42/ 4.5	6.1	8.0	4.0	6.7	5.7	82/1679	874/15.9	20.6	18.7	6.7	64	917	WKDD-F
9. WMMS-F (AOR)	41/ 4.4	4.1	4.2	5.7	4.5	4.6	67/1475	954/17.4	12.9	14.7	6.3	61	708	WMMS-F
10. WRMR (BB)	39/ 4.2	3.0	3.0	3.6	3.8	3.4	51/502	363/ 6.6	7.3	5.5	3.0	29	251	WRMR
11. WSLR (C)	35/ 3.8	1.9	1.4	1.9	2.2	2.3	39/492	356/ 6.5	4.5	7.2	1.9	18	233	WSLR
12. WLTF-F (AC)	30/ 3.2	3.8	4.4	4.1	3.1	3.9	45/847	526/ 9.6	11.7	10.4	1.0	10	290	WLTF-F
13. WZAK-F (B)	28/ 3.0	4.5	3.2	4.8	3.5	3.9	42/539	381/ 6.9	7.3	6.8	6.1	59	451	WZAK-F
WNXC-F (CL AOR)	28/ 3.0	4.2	3.0	3.8	3.8	3.5	44/759	476/ 8.7	10.3	10.5	5.3	51	607	WNXC-F
15. WQAL-F (AC)	26/ 2.8	2.3	2.5	1.7	2.1	2.3	47/849	496/ 9.0	8.5	6.9	1.7	16	319	WQAL-F
16. WQMX-F (AC)	25/ 2.7	3.0	3.2	4.4	2.5	3.3	54/945	556/10.1	7.5	7.7	2.2	21	284	WQMX-F
17.														

12+ FM SHARE (METRO): 79.51% (644 of 810) (FAL 90: 82.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WONE-F>	1 WONE-F	1 WDOK-F	1 WDOK-F<	1 WNIR-F	1 WAKR	1 WDOK-F	1 WPHR-F	1 WNIR-F	1 WAKR
2	2 WKDD-F	2 WDOK-F	2 WMJI-F	2 WGAR-F	2 WDOK-F	2 WGAR-F<	2 WNIR-F	2 WONE-F<	2 WPHR-F	2 WSLR
3	3 WMMS-F	3 WMMS-F<	3 WGAR-F<	3 WMJI-F	3 WGAR-F	3 WDOK-F<	3 WGAR-F	3 WDOK-F	3 WONE-F>	3 WNIR-F
4	4 WPHR-F	4 WMJI-F	4 WONE-F<	4 WNIR-F	WAKR	4 WNIR-F<	4 WONE-F	WNIR-F	4 WZAK-F	4
5	5 WDOK-F	5 WGAR-F	5 WMMS-F	5 WMMS-F	5 WRMR	5 WMJI-F	5 WRMR	5 WGAR-F	WGAR-F	5
6	6	6	WNIR-F	WONE-F	6	6	6	6 WRHR	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPHR-F	1 WPHR-F	1 WLTF-F	1 WDOK-F>	1 WDOK-F	1 WONE-F>>	1 WONE-F>	1 WONE-F>	1 WONE-F>	1 WMMS-F
2 WKDD-F	2 WKDD-F	WDOK-F	2 WGAR-F	2 WGAR-F>	2 WMMS-F	2 WMMS-F>	2 WMMS-F	2 WMMS-F	WMJI-F
3 WQAL-F	3 WLTF-F	3 WQMX-F	3 WKDD-F	3 WMJI-F	WKDD-F>	3 WNCX-F	3 WNCX-F	3 WMJI-F	3 WONE-F
WONE-F>	WONE-F	WKDD-F	4 WQAL-F	WLTF-F	4 WZAK-F	WKDD-F>	4 WMJI-F	4 WNCX-F	4 WNIR-F
5 WLTF-F	5 WDOK-F	5 WZAK-F	WLTF-F	WNIR-F	WPHR-F	5 WMJI-F	WDOK-F	WNIR-F	5 WGAR-F
6	6	WPHR-F	WQMX-F	6	WLTF-F	WNIR-F	WNIR-F	6	6
		WMMS-F							
		WGAR-F							
		WONE-F							

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CMR/CONTEMP		101 (3)	101 (3)	12.5	13.6	WHLO 640 Akron/Cleveland	0.8/2.0/ 11/ 234		
AOR/CLASSIC		140 (5)	140 (5)	17.3	20.8				
AC/OLDIES/SOFT ROCK		123 (4)	123 (4)	15.2	21.4	WCLV-F 95.5 Cleveland	1.4/3.6/ 13/ 263		
MOR/VARIETY	3 (1)		3 (1)	0.4	6.0	WHBC-F 94.1 Canton/Akron	1.2/5.2/ 57/1102		
COUNTRY	35 (1)	79 (2)	114 (3)	14.1	12.1	WHK 1420 Cleveland	0.6/2.3/ 11/ 222		
BLACK/URBAN		28 (1)	28 (1)	3.5	4.0	WJMO-F 92.3 Cleveland Hghts	0.8/4.8/ 9/ 354		
BEAUTIFUL/EASY		75 (2)	75 (2)	9.3	1.6	WKNR 1220 Cleveland	1.7/5.0/ 20/ 389		
NEWS/TALK	66 (3)	68 (1)	134 (4)	16.5	11.4	WNCD-F 106.1 Niles	0.9/1.1/ 9/ 85		
NOSTALGIA	39 (1)		39 (1)	4.8	4.4	WNWV-F 107.3 Elyria/Clevlnd	1.4/4.9/ 18/ 381		
RELIGION/GOSPEL	7 (1)	4 (1)	11 (2)	1.4	1.8	WQXK-F 105.1 Salem/Youngstwn	2.1/5.2/ 82/ 908		
SPANISH	16 (1)		16 (1)	2.0		WRQK-F 106.9 Canton/Akron	0.9/4.6/ 44/ 812		
CLASSICAL		13 (1)	13 (1)	1.6	0.9	WSOM 600 Salem	0.3/0.9/ 6/ 91		
JAZZ/NEW AGE		13 (1)	13 (1)	1.6	1.8	WTOF-F 98.1 Canton/Akron	0.4/1.1/ 8/ 201		
UNKNOWN/OTHERS						WWWE 1100 Cleveland	1.8/7.3/ 40/ 778		
	166 (8)	644 (21)	810 (29)						

RADIO STATIONS

WAKR , 1590, 5 KW (DA-N)	Full Service	MBS, \$50.00 (Mc-Guild)	Ragan Henry
WHLO , 640, 5 KW/500 W (DA-2)	Religion	ABC, \$14.00 (---)	Mortenson
WSLR , 1350, 5 KW (DA-1)	Country	ABC, \$22.00 (Katz)	Barnstable
WKDD-F, 96.5, 50 KW @ 441	CHR	\$73.00 (Katz)	Barnstable
WNIR-F, 100.1, 3 KW @ 328	Talk	CBS, \$40.00 (K & P)	(KENT)
WONE-F, 97.5, 12 KW @ 890	AOR	ABC, \$52.00 (Mc-Guild)	Ragan Henry
WQMX-F, 94.0, 16 KW @ 878	AC	\$35.00 (Banner)	(MEDINA)

Other ranked stations -- see Canton or Cleveland

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/743,500

Stations: 28/26

1991 Revenue: \$19,000,000

MSA Rank/Pop: 61/861,000

Diaries: 1313/566:1/56.1%

HH Inc.: \$34,434

ADI # 51

Sample Target: 1170

Retail \$: 7.2 Bil

Average Person Ratings: 16.4

% Below Line: 0.8

Pop per Station: 28,596

Market TSL: 21.25 hours

% Not Listed: 14.1

#1 Biller: WGY \$3,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF (C)	140/11.5	11.3	9.5	8.7	9.9	10.3	247/2841	1557/20.9	22.5	16.4	11.8	133	1461	WGNA-AF
2. WFLY-F (CHR)	116/ 9.5	9.6	10.1	8.6	10.2	9.5	158/2119	1639/22.0	25.8	22.5	12.9	147	2304	WFLY-F
3. WGY (FS)	101/ 8.3	8.7	8.3	8.9	7.4	8.6	132/2247	1616/21.7	20.4	16.8	7.0	80	1138	WGY
4. WPYX-F (AOR)	97/ 8.0	6.4	4.9	6.7	9.4	6.5	129/2129	1508/20.3	18.8	22.3	7.0	80	1662	WPYX-F
5. WROW-F (SAC)	93/ 7.6	7.8	7.0	9.1	10.9	7.9	113/1598	1187/16.0	15.3	17.0	5.7	65	787	WROW-F
6. WKLI-F (AC)	91/ 7.5	7.1	8.0	7.6	7.5	7.6	101/1331	1238/16.7	17.6	17.9	6.1	69	1035	WKLI-F
7. WQBK-F (AOR)	79/ 6.5	6.1	6.9	5.9	3.3	6.3	89/1504	1292/17.4	18.2	10.1	8.3	95	1576	WQBK-F
8. WGY -F (O)	69/ 5.7	5.6	6.2	5.5	5.9	5.8	94/1909	1269/17.1	18.2	17.2	3.9	44	1092	WGY -F
9. WQBK (N/T)	41/ 3.4	3.3	3.0	3.9	3.6	3.4	42/519	507/ 6.8	7.7	8.0	1.9	22	450	WQBK
10. WABY (BB)	34/ 2.8	1.9	2.5	2.9	1.8	2.5	38/452	413/ 5.6	4.7	4.5	2.3	26	322	WABY
11. WVKZ-F (AOR)	25/ 2.1	3.6	2.6	2.5	3.0	2.7	28/868	762/10.2	9.0	8.5	3.3	38	896	WVKZ-F
12. WROW (SAC)	21/ 1.7	1.8	2.8	1.3	1.4	1.9	27/548	429/ 5.8	6.7	4.5	1.2	14	285	WROW
13. WEQX-F (AOR)	19/ 1.6	1.4	2.0	1.1	0.5	1.5	52/723	391/ 5.3	4.7	2.9	1.4	16	394	WEQX-F
14. WTRY (O)	18/ 1.5	1.8	2.1	2.5	3.3	2.0	18/520	490/ 6.6	6.7	8.4	1.8	21	416	WTRY
WPTR (N/T)	18/ 1.5	2.2	1.9	2.9	1.3	2.1	19/557	482/ 6.5	7.6	4.6	1.2	14	373	WPTR

12+ FM SHARE (METRO): 75.14% (786 of 1046) (FAL 90: 72.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WFLY-F>>	1 WPYX-F>	1 WPYX-F	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF<	1 WGNA-AF	1 WGNA-AF	1 WFLY-F>	1 WGY >>
2	2 WQBK-F	2 WGNA-AF<	2 WKLI-F	2 WKLI-F	2 WGY	2 WGY	2 WKLI-F	2 WPYX-F	2 WGNA-AF	2 WGNA-F>
3	WFLY-F	3 WKLI-F<	3 WPYX-F	3 WGY -F	3 WROW-F>	3 WFLY-F	3 WPYX-F	3 WFLY-F	3 WGY	3 WROW-F>
4	4 WGNA-AF	4 WQBK-F	WGY -F	4 WPYX-F	4 WKLI-F	4 WROW-F	WGY	4 WROW-F	4 WPYX-F	4 WCSS
5	5 WKLI-F	5 WFLY-F	5 WQBK-F	5 WQBK-F	5 WGY -F	5 WGY -F	5 WKLI-F	5 WFLY-F<	5 WKLI-F<	5 WQBK-F
6	6	6 WGY -F	6 WROW-F<	6 WROW-F	6	6 WQBK-F<	6 WQBK-F	6 WQBK-F	6	6
7	7	7	7 WFLY-F	7	7	7 WPYX-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>>	1 WFLY-F	1 WGNA-AF	1 WGNA-AF	1 WGNA-AF<	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F>	1 WGNA-AF
2 WQBK-F	2 WGNA-AF<	WKLI-F	WKLI-F	2 WKLI-F>	2 WFLY-F>	2 WQBK-F>	2 WQBK-F	2 WQBK-F	WPYX-F
3 WGNA-AF	3 WQBK-F	3 WPYX-F	3 WFLY-F>	3 WGY -F	3 WQBK-F>	3 WFLY-F	3 WGNA-AF>	3 WGNA-AF	3 WQBK-F
WPYX-F	WPYX-F	4 WGY -F	4 WQBK-F	4 WROW-F	4 WEQX-F	4 WGNA-AF>	4 WGY -F	4 WGY -F	4 WGY -F
5 WVKZ-F>	5 WKLI-F>	5 WQBK-F	WPYX-F	5 WFLY-F	5	5 WEQX-F	5 WKLI-F	5 WFLY-F<	5 WKLI-F
6 WKLI-F	6 WGY -F	6 WFLY-F	6 WGY -F	6 WGY	6	6 WKLI-F	6	6 WKLI-F	6 WROW-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	11.9	15.1	WCKL 560 Catskill	0.5/1.3/ 6/ 99
AOR/CLASSIC		239 (6)	239 (6)	22.8	22.5	WCSS 1490 Amsterdam	0.4/1.4/ 5/ 111
AC/OLDIES/SOFT ROCK	18 (1)	167 (3)	185 (4)	17.7	16.4	WHRL-F 103.1 Albany	0.5/2.4/ 8/ 216
MOR/VARIETY	101 (1)		101 (1)	9.7	9.8	WKAJ 900 Saratoga Sprngs	0.4/0.9/ 5/ 70
COUNTRY	6 (1)	134 (1)	140 (2)	13.4	12.0	WKOL-F 97.7 Amsterdam	0.6/3.1/ 14/ 328
BLACK/URBAN						WMYY-F 97.3 Schoharie	0.4/1.2/ 9/ 203
BEAUTIFUL/EASY	32 (3)	93 (1)	125 (4)	12.0	12.4	WQKZ-F 98.5 Catskill	0.7/1.1/ 10/ 153
NEWS/TALK	59 (2)		59 (2)	5.6	6.4	WSHQ-F 103.5 Coblskl	1.1/2.2/ 25/ 362
NOSTALGIA	34 (1)		34 (1)	3.3	3.0	WTRY-F 98.3 Rotterdam/Albny	0.6/3.0/ 8/ 235
RELIGION/GOSPEL		5 (1)	5 (1)	0.5		WZRQ-F 102.3 Saratoga Sprngs	0.9/2.4/ 13/ 211
SPANISH							
CLASSICAL						WJIV-F 101.9 Cherry Valley	0.4/1.0/ 11/ 169
JAZZ/NEW AGE		6 (1)	6 (1)	0.6		WMVI 1160 Mechanicville	0.4/1.3/ 6/ 124
UNKNOWN/OTHERS	10 (2)	18 (2)	28 (4)	2.7	2.4		
	260 (11)	786 (17)	1046 (28)				

RADIO STATIONS

WABY , 1400, 1 KW	Nostalgia UNISUP UNILT, \$16.00	(Durpetti)	Bendat
WCKL , 560, 1 KW (DAYS)	MOR APR, \$10.00	(Savalli)	(CATSKILL)
WGY , 810, 50 KW	MOR/Full Service CBS, \$78.00	(Eastman)	Empire
WPTR , 1540, 50 KW (DA-1)	News/Talk ABC MBS, \$21.00	(Torbet)	
WQBK , 1300, 5 KW (DA-2)	Talk NBC ABC, \$25.00	(Banner)	
WROW , 590, 5 KW/1 KW (DA2)	See WROW-FM		
WTRY , 980, 5 KW (DA-N)	Oldies MBS UNILT, \$35.00	(Mc-Guild)	Merv Griffin
WGNA-F, 107.7, 13 KW @ 980	Country UNILT, \$54.00	(Katz)	Barnstable
WGY -F, 99.5, 15 KW @ 927	Oldies ABC, \$38.00	(Eastman)	Empire
WHRL-F, 103.1, 1.5 KW @ 500	NAC/EZ MBS, \$16.00	(---)	
WKLI-F, 100.9, 3 KW @ 300	AC , \$61.00	(Durpetti)	Bendat
WPYX-F, 106.5, 16 KW @ 902	AOR ABC, \$87.00	(Mc-Guild)	Merv Griffin
WQBK-F, 103.9, 3 KW @ 300	Classic AOR CBS UNIPWR, \$33.00	(Banner)	
WROW-F, 95.5, 12 KW @ 1023	EZ ABC, \$43.00	(Christal)	Radio Terrace
WVKZ-F, 96.7, 3 KW @ 239	CHR/AOR SMN SOURCE, \$22.00	(Banner)	
WFLY-F, 92.3, 17 KW @ 850	CHR ABC, \$50.00	(Torbet)	

ALBUQUERQUE

Arbitron Rank/Pop (12+): 79/463,100
 MSA Rank/Pop: 103/507,000
 ADI # 52
 Average Person Ratings: 16.9
 Market TSL: 22.25 hours

Stations: 27/23
 Diaries: 981/472:1/53.5%
 Sample Target: 930
 % Below Line: 3.8
 % Not Listed: 10.1

1991 Revenue: \$16,300,000
 HH Inc.: \$27,783
 Retail \$: 4.1 Btl
 Pop per Station: 20,134
 #1 Biller: KRST-AF \$3,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KRST-AF (C)	107/13.7	15.1	13.0	18.3	16.7	15.0	152/1883	1253/27.1	25.9	28.6	14.1	124	1128	KRST-AF
2. KKOB (FS)	81/10.4	8.1	9.4	9.3	8.9	9.3	115/1769	1149/24.8	22.0	23.1	10.1	89	911	KKOB
3. KKOB-F (AC)	56/ 7.2	7.0	7.0	10.1	10.5	7.8	83/1284	932/20.1	20.4	23.8	8.6	75	820	KKOB-F
4. KZRR-AF (AOR)	56/ 7.1	6.1	5.1	6.5	6.3	6.2	76/1058	665/14.4	15.4	14.3	5.9	50	652	KZRR-AF
5. KLSK-F (CL AOR)	51/ 6.5	6.0	6.7	5.7	3.7	6.2	82/1379	817/17.6	19.1	12.6	6.0	53	768	KLSK-F
6. KKSS-F (CHR)	43/ 5.5	8.4	7.4	7.0	7.7	7.1	70/1081	700/15.1	19.8	19.0	9.2	81	1018	KKSS-F
7. KKJY-F (EZ)	42/ 5.4	4.1	4.0	4.4	3.9	4.5	51/670	510/11.0	10.7	10.2	3.0	26	436	KKJY-F
8. KZKL-AF (O)	40/ 5.1	5.8	5.5	4.7	7.9	5.3	41/691	654/14.1	13.4	19.9	4.1	36	484	KZKL-AF
9. KHFM-F (CL)	39/ 5.0	3.1	3.9	4.0	2.7	4.0	67/713	466/10.1	8.6	7.6	3.2	28	411	KHFM-F
10. KOLT-F (C)	38/ 4.9	5.2	2.5	3.1	2.3	3.9	74/1117	709/15.3	10.9	8.1	7.1	62	661	KOLT-F
11. KMGA-F (SAC)	35/ 4.5	3.3	3.1	3.9	4.1	3.7	40/539	434/ 9.4	8.7	11.4	1.6	14	339	KMGA-F
12. KAMX-F (AC)	25/ 3.2	1.7	2.3	2.5	2.2	2.4	34/619	462/ 9.7	7.8	8.9	2.9	25	299	KAMX-F
13. KRBL-F (AOR)	21/ 2.7	2.7	4.3	2.5	2.4	3.1	32/572	310/ 6.7	10.6	8.0	3.8	33	487	KRBL-F
14. KXKS (SP)	16/ 2.0	1.3	3.3	0.8	1.6	1.9	16/152	152/ 3.3	3.4	2.9	0.3	3	76	KXKS
15. KIDI-F (SP)	14/ 1.8	1.8	2.7	1.0	1.3	1.8	14/280	238/ 5.1	5.6	2.8	2.1	18	243	KIDI-F
16. KQEO (O)	12/ 1.5	0.7	1.0	----	0.5	0.8	12/240	213/ 4.6	3.2	3.6	0.7	6	145	KQEO
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 82.22% (578 of 703) (FAL 90: 0.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F>>	1 KRST-AF	1 KRST-AF>	1 KRST-AF>	1 KRST-AF>	1 KKOB	1 KKOB	1 KRST-AF>	1 KRST-AF>	1 KRST-AF	1 KKOB
2 KRBL-F>	2 KZRR-AF	2 KZRR-AF	2 KKOB-F	2 KKOB-F	2 KRST-AF>	2 KRST-AF>	2 KKOB	2 KZRR-AF	2 KKSS-F>	2 KZRR-F>
3 KRST-AF	3 KLSK-F	3 KKOB-F	3 KLSK-F	3 KLSK-F	3 KKJY-F>	3 KZRR-AF	3 KKOB-F	3 KKOB	3 KZRR-AF	3 KRST-F
KAMX-F	4 KKOB-F	4 KLSK-F	4 KZRR-AF<	4 KHFM-F<	4 KHFM-F<	4 KHFM-F<	4 KHFM-F<	4 KZRR-AF	4 KLSK-F<	4 KKOB
5	5 KOLT-F	5 KZKL-AF<	5 KZKL-AF	5 KZKL-AF	5 KMGA-F	5 KKJY-F<	5 KKJY-F	5 KKOB-F	5 KLSK-F	5 KKOB-F
6	6 KKSS-F	6 KOLT-F	6 KOLT-F	6 KKOB	6 KKOB-F	6 KKSS-F	6 KLSK-F	6 KKSS-F	6 KKOB-F	6
7	7	7	7 KMGA-F	7	7	7	7	7 KZKL-AF	7	7
8	8	8	KKOB	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKSS-F	1 KRST-AF	1 KRST-AF	1 KRST-AF	1 KRST-AF>	1 KZRR-AF>>	1 KZRR-AF	1 KLSK-F	1 KZRR-AF	1 KRST-AF
2 KRST-AF	2 KKOB-F>	2 KKOB-F>	2 KKOB-F>	2 KKOB-F>	2 KLSK-F>>	2 KLSK-F>	2 KZRR-AF	2 KRST-AF	2 KZRR-AF<
3 KKOB-F>	3 KKSS-F	3 KHFM-F	3 KMGA-F	3 KMGA-F>	3 KOLT-F	3 KRST-AF>	3 KRST-AF>	3 KLSK-F>	3 KLSK-F
4 KRBL-F	4 KOLT-F	4 KOLT-F	4 KOLT-F	4 KZKL-AF	4 KRBL-F	4 KZRR-AF	4 KZRR-AF	4 KZKL-AF	4 KZKL-AF
KOLT-F	5 KLSK-F	5 KLSK-F	5 KKSS-F	KOLT-F	5 KRBL-F	5	5 KZKL-AF	5 KOLT-F	5 KKOB
KAMX-F	6	6 KMGA-F	6 KZKL-AF	6 KHFM-F	6 KRST-AF	6	6 KOLT-F	6 KKOB-F	6 KKOB-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		48 (2)	48 (2)	6.8		KABQ 1350 Albuquerque	0.6/2.7/ 5/ 124		
AOR/CLASSIC	1 (1)	130 (4)	131 (5)	18.6		KALY 1240 Los Ranchos DeA	0.5/1.4/ 4/ 74		
AC/OLDIES/SOFT ROCK	13 (2)	123 (4)	136 (6)	19.3		KIVA-F 105.1 Santa Fe/Alb	0.6/4.7/ 10/ 311		
MOR/VARIETY	81 (1)		81 (1)	11.5					
COUNTRY	2 (1)	143 (2)	145 (3)	20.6		KBAC-F 98.1 Las Vegas/SntFe	0.4/2.8/ 8/ 221		
BLACK/URBAN		77 (2)	77 (2)	11.0		KBOM-F 106.7 Santa Fe/Albq	0.4/2.7/ 23/ 308		
BEAUTIFUL/EASY		1 (1)	1 (1)	0.6		KIOT-F 102.3 Espanola	0.4/1.6/ 21/ 168		
NEWS/TALK	3 (1)		3 (1)						
NOSTALGIA									
RELIGION/GOSPEL									
SPANISH	25 (3)	14 (1)	39 (4)	5.5					
CLASSICAL		39 (1)	39 (1)	5.5					
JAZZ/NEW AGE		3 (1)	3 (1)	0.4					
UNKNOWN/OTHERS									
	125 (9)	578 (18)	703 (27)						

ALBUQUERQUE

AM STATIONS

KABQ, 1350,	5 KW/500 W (DA-2),	HISPANIC	,	\$ 12.00	(Caballero)	
KDEF, 1150,	5 KW/500 W (DA-2),	NOSTALGIA	,	\$ 15.00	(Roslin)	
KKOB, 770,	50 KW (DA-2)	MOR/FULL SER.	,	\$ 62.00	(McGuild)	Fairmont
KQEO, 920,	1 KW/500 W (DA-N)	OLDIES				Spacecom
KRZY, 1450,	1 KW (DA-1)	SEE KRST-F				
KXKS, 1190,	10 KW (DAYS)	HISPANIC				
		UPI, APR,	\$	15.00	(Caballero)	

FM STATIONS

KAMX, 107.9,	23 KW @ 4131,	AC		ABC, \$	25.00	(HNWH)	Coastal
KHFM, 96.3,	20 KW @ 4130,	CLASSICAL		,	\$ 25.00	(CMBS)	
KIDI, 103.3,	21 KW @ 4186,	HISPANIC		,	\$ 13.00	(Katz)	
KIVA, 105.1,	100 KW @ 1936,	CHR		,	\$ 22.00	(Banner)	(SANTA FE)
KKJY, 100.3,	23 KW @ 4107,	EZ		,	\$ 20.00	(Torbet)	
KKOB, 93.3,	22 KW @ 4150,	AC		,	\$ 76.00	(McGuild)	Fairmont
KKSS, 97.3,	100 KW @ 1875,	CHR		,	\$ 23.00	(Durpetti)	Sun Group (SANTA FE)
KLSK, 104.1,	100 KW @ 1875,	CL AOR		,	\$ 28.00	(Banner)	(SANTA FE)
KMGA, 99.5,	23 KW @ 4130,	SOFT AC		UNISUP, UNIPWR,	\$ 23.00	(Banner)	Spacecom
KUCU, 107.1,	25 KW @ 705,	TALK		,	\$ 21.00	(Roslin)	(ARMIJO)
KOLT, 105.9,	100 KW @ 1936,	COUNTRY		MBS, \$	20.00	(Christal)	(SANTA FE)
KRBL, 98.5,	23 KW @ 4130,	AOR		,	\$ 17.00	(Torbet)	(LOS ALAMOS)
KRST, 92.3,	22 KW @ 4160,	COUNTRY		,	\$ 65.00	(Katz)	Commonwealth
KZKL, 101.7,	3 KW @ 92,	OLDIES		,	\$ 35.00	(Christal)	(RIO RANCHO)
KZRR, 94.1,	23 KW @ 4130,	AOR		SOURCE, \$	52.00	(Eastman)	Anchor

Miscellaneous: KZKL AF sold for \$540,000... KIDI-F sold for \$1,000,000... KZRQ, KIVA-F (Santa Fe) sold by Daytona for \$300,000 (MVP)

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 64/586,500
 MSA Rank/Pop: 74/687,000
 Philadelphia ADI
 Average Person Ratings: 18.3
 Market TSL: 24.25 hours

Stations: 39/13
 Diaries: 1107/530:1/56.8%
 Sample Target: 1050
 % Below Line: 22.8
 % Not Listed: 9.0

1991 Revenue: \$16,500,000
 HH Inc.: \$33,734
 Retail \$: 5.4 Bill
 Pop per Station: 45,115
 #1 Biller: WLEV-F \$4,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F (EZ)	145/13.5	12.1	14.0	15.3	17.4	13.7	175/1651	1296/22.1	22.3	26.4	9.4	85	946	WFMZ-F
2. WZZO-F (AOR)	119/11.1	12.8	9.9	9.1	10.9	10.7	141/1808	1462/24.9	23.9	22.4	16.9	152	1690	WZZO-F
3. WAEB-F (CHR)	109/10.1	7.5	6.9	6.9	6.7	7.9	123/1804	1545/26.3	21.8	21.4	12.1	109	1557	WAEB-F
4. WODE-F (O)	100/ 9.3	6.4	6.6	5.9	6.4	7.1	117/1711	1374/23.4	19.6	20.7	10.3	93	1184	WODE-F
5. WLEV-F (AC)	97/ 9.0	10.2	10.8	13.6	13.9	10.9	106/1469	1316/22.4	24.6	27.1	10.4	94	1132	WLEV-F
6. WXKW (C)	53/ 4.9	4.4	3.3	3.2	3.6	4.0	54/551	527/ 9.0	7.8	8.7	2.4	22	313	WXKW
7. WAEB (N/T)	50/ 4.6	4.9	5.3	7.2	4.3	5.5	50/879	872/14.9	11.8	13.8	5.5	50	591	WAEB
8. WYSP-F (CL AOR)	28/ 2.6	3.1	3.0	2.7	3.2	2.8	39/715	508/ 8.7	10.4	8.2	3.1	28	521	WYSP-F
9. WXTU-F (C)	28/ 2.6	2.6	3.3	1.5	1.8	2.5	37/545	367/ 6.3	7.1	6.2	1.4	13	266	WXTU-F
10. WEST (BB)	25/ 2.3	2.9	3.0	4.1	3.4	3.1	34/292	262/ 4.5	3.8	7.2	2.4	22	385	WEST
11. WABC (T)	17/ 1.6	1.1	0.6	1.1	1.0	1.1	30/318	154/ 2.6	2.2	2.3				WABC
12. WEAZ-F (SAC)	15/ 1.4	1.1	1.2	0.7	1.0	1.1	19/276	182/ 3.1	4.2	3.9	1.2	11	138	WEAZ-F
13. WKAP (O)	14/ 1.3	2.0	2.4	2.3	0.9	2.0	14/260	254/ 4.3	7.9	3.6	1.2	11	199	WKAP

12+ FM SHARE (METRO): 78.14% (765 of 979) (FAL 90: 71.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAEB-F>> 1 WZZO-F>>	1 WZZO-F>	1 WLEV-F	1 WLEV-F<	1 WLEV-F	1 WFMZ-F>>	1 WFMZ-F>	1 WFMZ-F	1 WZZO-F<	1 WAEB-F	1 WODE-F<
2	2 WAEB-F	2 WODE-F	2 WODE-F<	2 WODE-F	2 WODE-F	2 WAEB-F<	2 WZZO-F	2 WFMZ-F	2 WZZO-F	2 WFMZ-F
3	3 WLEV-F<	WLEV-F	3 WZZO-F>	3 WZZO-F>	3 WLEV-F>	3 WLEV-F	3 WLEV-F	3 WAEB-F	3 WODE-F	3 WZZO-F
4	4 WODE-F	4 WAEB-F	4 WAEB-F	4 WAEB-F	4 WXKW <	4 WZZO-F	4 WODE-F>	4 WLEV-F	4 WFMZ-F	4 WOR
5	5	5	5	5 WFMZ-F	5 WAEB	5 WODE-F	5 WAEB-F	5 WODE-F	5	5 WAEB-F
6	6	6	6	6	6	6 WAEB	6	6	6	6 WLEV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	ME: 25-34	MEN 18-49	MEN 25-54
1 WAEB-F>>	1 WAEB-F	1 WLEV-F	1 WLEV-F<	1 WLEV-F	1 WZZO-F	1 WZZO-F	1 WODE-F	1 WZZO-F>>	1 WZZO-F>
2 WODE-F>	2 WLEV-F	2 WODE-F	2 WAEB-F	2 WODE-F	2 WXKW	2	2 WODE-F	2 WODE-F	2 WODE-F
3 WLEV-F	3 WZZO-F	3 WAEB-F>>	3 WODE-F>	3 WAEB-F>	3 WAEB-F>	3	3 WYSP-F	3 WLEV-F	3 WLEV-F>
4 WFMZ-F	4 WODE-F	4 WYSP-F	4 WZZO-F>	4 WZZO-F	4 WYSP-F	4	4 WZZO-F<	4 WAEB-F	4 WFMZ-F
5	5	5	5 WFMZ-F	5 WFMZ-F	5	5	5 WXTU-F	5	5 WXTU-F
6	6	6	6	6	6	6	6 WAEB-F	6	6 WAEB-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		126 (5)	126 (5)	12.9	15.5	WHOL 1600 Allentown	0.3/1.8/ 3/ 108
AOR/CLASSIC		196 (4)	196 (4)	20.0	18.1	WODE 1230 Easton	0.6/2.0/ 6/ 125
AC/OLDIES/SOFT ROCK	33 (4)	225 (8)	258 (12)	26.4	24.4	WRNJ 1000 Hackettstown	0.7/2.2/ 8/ 128
MOR/VARIETY					2.0	WYNS 1160 Lehighton/Altn	0.5/2.4/ 5/ 151
COUNTRY	53 (1)	28 (1)	81 (2)	8.3	11.0		
BLACK/URBAN		5 (1)	5 (1)	0.5		KYW 1060 Philadelphia	1.2/7.5/ 16/ 502
BEAUTIFUL/EASY		163 (3)	163 (3)	16.6	14.8	WCBS-F 101.1 New York	0.3/0.8/ 4/ 75
NEWS/TALK	100 (6)	7 (1)	107 (7)	10.9	4.7	WEGX-F 106.1 Philadelphia	0.4/4.3/ 8/ 344
NOSTALGIA	25 (1)		25 (1)	2.6	6.8	WFAN 660 New York	0.3/2.4/ 9/ 267
RELIGION/GOSPEL	3 (1)		3 (1)	0.3		WFLN-F 95.7 Philadelphia	0.7/2.7/ 9/ 185
SPANISH						WIOQ-F 102.1 Philadelphia	0.6/3.4/ 6/ 257
CLASSICAL		7 (1)	7 (1)	0.7	0.4	WIP 610 Philadelphia	0.4/1.7/ 5/ 117
JAZZ/NEW AGE						WKRZ-F 98.5 WilkesBarre/Scr	0.3/1.6/ 17/ 258
UNKNOWN/OTHERS		8 (2)	8 (2)	0.8	2.3	WMGK-F 102.9 Philadelphia	0.5/2.3/ 8/ 193
	214 (13)	765 (26)	979 (39)			WMGS-F 92.9 Wilkes-Barr/Scr	0.3/1.3/ 6/ 125
						WMWR-F 93.3 Philadelphia	0.7/4.6/ 10/ 451
						WNNJ-F 103.7 Newton	0.4/0.8/ 4/ 71
						WUOL-F 98.1 Philadelphia	0.7/2.3/ 11/ 212
						WOR 710 New York	1.2/3.2/ 26/ 353
						WPLJ-F 95.5 New York	0.4/1.3/ 23/ 295
						WRFY-F 102.5 Reading	0.3/3.2/ 13/ 386
						WSBG-F 93.5 Stroudsburg	0.4/1.6/ 20/ 379
						WUSL-F 98.9 Philadelphia	0.5/1.6/ 5/ 120
						WVDB-F 96.5 Philadelphia	0.7/2.2/ 15/ 215
						WXRK-F 92.3 New York	0.5/1.3/ 12/ 206
						WYCL-F 107.5 Boyertown	0.3/1.1/ 7/ 130
						WYXR-F 104.5 Philadelphia	0.7/3.0/ 10/ 245

RADIO STATIONS

WAEB, 790, 1 KW (DA-2), NEWS/TALK	MBS, CBS, \$ 25.00 (Katz)	CRB
WODE, 1230, 1 KW (DA-2), OLDIES	SMN, \$ 13.00 (Christal)	Roth
WEST, 1400, 1 KW, NOSTALGIA	CBS, \$ 18.00 (McGuilid)	Zimmerman
WKAP, 1320, 5 KW/1 KW (DA-2), NOSTALGIA/MOR	UNSUP, APR, \$ 14.00 (Durpetti)	Holt
WXKW, 1470, 5 KW (DA-N), COUNTRY	ABC, \$ 19.00 (Eastman)	
WAEB-F, 104.1, 50 KW @ 500, CHR	UNIPWR, \$ 47.00 (Katz)	CRB
WFMZ-F, 100.7, 17 KW @ 869, EZ/BTFL	\$ 50.00 (Torbet)	
WODE-F, 99.9, 50 KW @ 446, OLDIES	\$ 40.00 (Christal)	Roth
WLEV-F, 96.1, 50 KW @ 500, AC	\$ 73.00 (McGuilid)	Zimmerman
WZZO-F, 95.1, 30 KW @ 631, AOR	\$ 59.00 (Durpetti)	Holt

OTHER RANKED STATIONS -- See Philadelphia or New York
 Miscellaneous: WHXT to WODE-F and from CHR to Oldies (Sep)... WEEZ to WODE (Sep)...

ANCHORAGE

Arbitron Rank/Pop (12+): 168/178,700
 MSA Rank/Pop: 192/222,000
 No ADI
 Average Person Ratings: 16.2
 Market TSL: 21.25 hours

Stations: 16/16
 Diaries: 565/316:1/48.7%
 Sample Target: 610
 % Below Line: 0.0
 % Not Listed: 13.8

1991 Revenue: \$10,000,000
 MH Inc.: \$42,140
 Retail \$: 2.6 Bil
 Pop per Station: 11,168
 #1 Biller: KBFX-F \$1,600,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. KASH-F (C)	35/12.1	11.0	9.8	7.3	6.8	----	41/443	375/21.0	18.3	18.9	11.6	39	416
2. KGOT-F (CHR)	24/ 8.3	12.3	9.4	8.9	12.1	----	32/525	408/22.8	29.4	28.1	10.1	34	544
3. KBFX-F (CL AOR)	23/ 8.0	12.3	14.1	9.9	8.1	----	31/473	406/22.7	24.4	25.5	14.8	50	490
4. KWHL-F (AOR)	21/ 7.3	6.7	6.5	10.2	9.8	----	30/407	314/17.6	17.8	16.3	9.8	33	321
5. KENI (N/T)	20/ 6.9	4.0	6.5	3.6	3.6	----	21/308	261/14.6	8.8	11.1	4.5	15	283
6. KPXR-F (CHR)	19/ 6.6	9.0	9.8	12.2	13.4	----	23/435	382/21.4	25.4	24.9	10.4	35	509
7. KFQD (FS)	17/ 5.9	4.3	2.2	4.0	2.0	----	18/268	236/13.2	11.5	8.3	2.4	8	226
8. KYMG-F (AC)	16/ 5.5	9.0	4.7	5.0	2.6	----	20/308	253/14.2	18.2	12.3	4.7	16	289
9. KEAG-F (O)	15/ 5.2	-----	3.6	3.3	4.6	----	18/318	231/12.9	0.0	11.1	2.4	8	107
10. KYAK (C)	14/ 4.8	3.0	2.5	4.6	4.9	----	21/259	161/ 9.0	6.6	8.3	4.5	15	232
11. KNIK-F (J)	13/ 4.5	3.3	3.3	4.6	2.9	----	14/213	184/10.3	7.6	8.4	2.4	8	169
12. KLEF-F (CL)	12/ 4.2	6.3	4.7	6.3	7.2	----	13/254	212/11.9	11.9	11.3	2.7	9	161
13. KHAR (EZ)	10/ 3.5	0.7	2.9	2.6	2.6	----	12/169	141/ 7.9	4.6	6.1	2.1	7	110
14. KKLV-F (AC)	6/ 2.1	2.0	1.4	1.7	2.0	----	6/139	120/ 6.7	6.8	5.0	0.6	2	60
15.													

12+ FM SHARE (METRO): 73.90% (184 of 249) (FAL 90: 76.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KBFX-F	1 KASH-F	1 KASH-F>	1 KASH-F>	1 KASH-F	1 KASH-F	1 KASH-F	1 KASH-F	1 KASH-F	1 KENI
2 KGOT-F>	2 KWHL-F	2 KBFX-F	2 KWHL-F	2 KWHL-F	2 KENI >	2 KENI	2 KBFX-F	2 KGOT-F	2 KPXR-F	1 KASH-F
3 KASH-F	3 KGOT-F	3 KWHL-F	3 KBFX-F	3 KBFX-F	3 KFQD	3 KFQD	3 KWHL-F	3 KWHL-F	3 KBFX-F>	3 KLEF-F
4	4 KASH-F	4 KGOT-F	4 KYMG-F	4 KYMG-F	4 KYAK	4 KGOT-F	4 KGOT-F	4 KBFX-F	4 KNIK-F	4
5	5 KPXR-F	5 KYMG-F	5 KFQD	5 KLEF-F	5 KPXR-F	5 KPXR-F	5 KYMG-F	5 KPXR-F	5 KGOT-F	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPXR-F	1 KPXR-F	1 KPXR-F	1 KASH-F>	1 KASH-F>	1 KGOT-F	1 KBFX-F	1 KWHL-F	1 KBFX-F	1 KWHL-F
2 KGOT-F	2 KGOT-F	2 KGOT-F	2 KGOT-F	2 KGOT-F	2 KBFX-F>	2 KWHL-F>	2 KBFX-F>	2 KWHL-F	2 KASH-F
3 KBFX-F>	3 KBFX-F	3 KYMG-F	3 KPXR-F	3 KYMG-F	3 KASH-F>	3 KASH-F	3 KASH-F	3 KASH-F>	3 KBFX-F
4 KWHL-F	4 KASH-F	4 KBFX-F	4 KYMG-F	4 KYAK	4 KWHL-F	4 KGOT-F>	4	4 KGOT-F	4 KENI
5 KASH-F	5 KYMG-F	5 KASH-F>	5 KNIK-F	5 KNIK-F	5 KPXR-F	5 KEAG-F	5	5 KEAG-F	5 KFQD
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		43 (2)	43 (2)	17.3	21.8	KBYR 700 Anchorage	0.7/6.9/ 2/ 134		
AOR/CLASSIC		44 (2)	44 (2)	17.7	23.5	KKSD 1080 Anchorage	0.7/8.3/ 6/ 180		
AC/OLDIES/SOFT ROCK	2 (1)	37 (3)	39 (4)	15.7	14.0				
MOR/VARIETY	17 (1)		17 (1)	6.8	2.5				
COUNTRY	14 (1)	35 (1)	49 (2)	19.7	14.0				
BLACK/URBAN									
BEAUTIFUL/EASY	10 (1)		10 (1)	4.0					
NEWS/TALK	22 (2)		22 (2)	8.8	7.8				
NOSTALGIA					3.3				
RELIGION/GOSPEL					4.1				
SPANISH									
CLASSICAL		12 (1)	12 (1)	4.8	5.3				
JAZZ/NEW AGE		13 (1)	13 (1)	5.2	3.7				
UNKNOWN/OTHERS									
	65 (6)	184 (10)	249 (16)						

RADIO STATIONS

KBYR , 700, 10 KW , Oldies , CBS, \$12.00 (Roslin)
KCFA , 1020, 10 KW , Religion , \$10.00 (---)
KENI , 550, 5 KW (DA-1) , News/Talk , ABC NBC, \$16.00 (Durpetti)
KFQD , 750, 50 KW , AC , MBS, \$23.00 (Mc-Guild)
KHAR , 590, 5 KW (DA-1) , Nostalgia/EZ , \$13.00 (Tacher)
KKSD , 1080, 10 KW (DA-1) , Talk , SMN ABC, \$11.00 (MHR)
KYAK , 650, 50 KW (DA-1) , Country , MBS, \$18.00 (Christal) , Comm. Pacific Olympia
KASH-F, 107.5, 100 KW @ -300 , Country , ABC E, \$25.00 (MHR) , Comm. Pacific
KBFX-F, 100.5, 25 KW @ 179 , Classic AOR , \$27.00 (Durpetti)
KEAG-F, 97.3, 100 KW @ 590 , Oldies/AC , \$20.00 (---)
KGOT-F, 101.3, 26 KW @ -70 , CMR , MBS, \$29.00 (Christal) , Olympia
KKLV-F, 104.1, 55 KW @ 61 , AC , APR, \$15.00 (Tacher)
KLEF-F, 98.1, 25 KW @ -85 , Classical , \$21.00 (CHBS)
KNIK-F, 105.3, 51 KW @ 225 , Jazz/NAC , CBS, \$18.00 (Roslin)
KPXR-F, 102.1, 25 KW @ 165 , CHR , \$30.00 (Kat2) , Tom Ingstad
KWHL-F, 106.5, 100 KW @ -99 , AOR , \$33.00 (Mc-Guild)
KYMG-F, 98.9, 100 KW @ 499 , AC , APR, \$17.00 (Banner)

Miscellaneous: KYAK,KGOT-F sold out of Olympia's bankruptcy - \$900,000 (e) MVP...

ANN ARBOR

Arbitron Rank/Pop (12+): 138/242,700
 MSA Rank/Pop: 164/270,900
 Detroit ADI
 Average Person Ratings: 14.4
 Market TSL: 18.75 hours

Stations: 27/5
 Diaries: 648/374:1/57.0%
 Sample Target: 680
 % Below Line: 64.3
 % Not Listed: 23.4

1991 Revenue: NA
 MH Inc.: \$38,987
 Retail \$: 2.4 Bil
 Pop per Station: 48,540
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WJR (FS)	40/11.4	14.2	11.4	13.4	-----	-----	40/657	657/27.1	27.4	25.6			WJR
2. WIQB-F (AOR)	23/ 6.6	8.6	5.3	5.9	-----	-----	23/447	447/18.4	20.6	16.0			WIQB-F
3. WWW-F (C)	19/ 5.4	5.0	5.6	5.0	-----	-----	19/348	348/14.3	14.3	14.6			WWW-F
4. CIMX-F (AOR)	15/ 4.3	1.9	-----	-----	-----	-----	15/173	173/ 7.1	5.1	0.0			CIMX-F
5. WJLB-F (B)	14/ 4.0	3.3	6.1	3.1	-----	-----	14/205	205/ 8.4	11.0	10.6			WJLB-F
6. WKQI-F (AC)	13/ 3.7	1.9	4.4	1.4	-----	-----	13/304	304/12.5	13.6	12.4			WKQI-F
WJOI-F (EZ)	13/ 3.7	0.8	1.5	1.4	-----	-----	13/171	171/ 7.0	4.5	6.0			WJOI-F
WHYT-F (CHR)	13/ 3.7	3.9	5.3	5.9	-----	-----	13/368	368/15.2	16.6	18.6			WHYT-F
9. WLLZ-F (AOR)	11/ 3.1	3.6	1.5	2.8	-----	-----	11/294	294/12.1	13.1	9.7			WLLZ-F
WCSX-F (CL AOR)	11/ 3.1	5.6	3.5	3.9	-----	-----	11/381	381/15.7	17.8	11.7			WCSX-F
11. WQRS-F (CL)	10/ 2.9	2.2	3.2	3.6	-----	-----	10/200	200/ 8.2	6.3	7.3			WQRS-F
WNIC-F (AC)	10/ 2.9	1.7	3.5	2.8	-----	-----	10/214	214/ 8.8	9.1	11.6			WNIC-F
13. WRIF-F (AOR)	9/ 2.6	3.3	5.0	4.5	-----	-----	9/304	304/12.5	13.8	11.8			WRIF-F
WAAM (FS)	9/ 2.6	1.1	2.6	1.7	-----	-----	9/152	152/ 6.3	5.3	7.7			WAAM

12+ FM SHARE (METRO): 74.25% (199 of 268) (FAL 90: 76.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WIQB-F>	1 WIQB-F	1 WJR >	1 WJR >	1 WJR >>	1 WJR >>	1 WJR	1 WJR >	1 WJR	1 WJR >>
2 WWW-F>	2 CIMX-F	2 WJR >	2 WIQB-F>	2 WIQB-F>	2 WJOI-F	2 WIQB-F	2 WIQB-F>	2 WIQB-F	2 WNIC-F	2 WAAM
3 WOMC-F	3 WJLB-F	3 CIMX-F	3 WWW-F	3 WWW-F	3 WWW-F	3 WKQI-F	3 CIMX-F	3 WWW-F>	3 WHYT-F	3 WNIC-F
4 WOFX-F	4 WLLZ-F	4 WJLB-F	WLLZ-F	WLLZ-F	WAAM	4 WWW-F	4 WWW-F	4 WJLB-F	4 WWW-F	4
5	5	5	WJLB-F	WJLB-F	5	5 WAAM	5 WKQI-F	5	5	5
6	6	6	6	6	6	6	WJOI-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIQB-F	1 WIQB-F>	1 WIQB-F	1 WIQB-F	1 WJR >	1 CIMX-F	1 CIMX-F	1 WLLZ-F	1 WJR	1 WJR >
2 WKQI-F>>	2 WKQI-F	2 WJLB-F>	2 WKQI-F	2 WIQB-F>	2 WIQB-F>	2 WIQB-F	2 CIMX-F	2 CIMX-F	2 WLLZ-F
3 WWW-F	3 WJLB-F>	3 WWW-F	3 WJR	3 WWW-F	3 WRIF-F>	3 WLLZ-F	3 WIQB-F	3 WIQB-F	3 CIMX-F
4 WNIC-F	4 WWW-F	4 WNIC-F	4 WWW-F	4 WQRS-F	4 WNIC-F	4 WRIF-F	4 WLLZ-F	4 WLLZ-F	4 WCSX-F
5 WJLB-F	5 WNIC-F	5 WKQI-F	5 WJLB-F	5 WOMC-F	5 WJLB-F	5 WCSX-F	5 WJR	5 WRIF-F	5 WIQB-F
6 WDFX-F	6	6	6	6 WKQI-F	6 WHYT-F	6	6 WCSX-F	6	6
7 WCSX-F	7	7	7	7 WJLB-F	7 WCSX-F	7	7	7	7
8 CIMX-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		21 (2)	21 (2)	7.8	15.5	WAMX-F 107.1 Ann Arbor	1.7/6.1/ 6/ 148	
AOR/CLASSIC		69 (5)	69 (5)	25.7	20.8	WNRS 1290 Saline/AnnArbor	0.9/1.4/ 3/ 35	
AC/OLDIES/SOFT ROCK	3 (1)	39 (5)	42 (6)	15.7	14.4	WPZA 1050 Ann Arbor	0.6/5.2/ 2/ 125	
MOR/VARIETY	51 (3)		51 (3)	19.0	18.9			
COUNTRY	4 (1)	19 (1)	23 (2)	8.6	7.2	CKLW 800 Windsor/Detroit	0.6/2.8/ 2/ 69	
BLACK/URBAN		20 (2)	20 (2)	7.5	8.0	CKLW-F 93.9 Windsor/Detroit	1.4/4.0/ 5/ 97	
BEAUTIFUL/EASY		18 (2)	18 (2)	6.7	1.9	WCXI 1130 Detroit	1.1/2.9/ 4/ 70	
NEWS/TALK	9 (2)		9 (2)	3.4	3.0	WDFX-F 99.5 Detroit	2.3/9.6/ 8/ 232	
NOSTALGIA	2 (1)		2 (1)	0.7	1.1	WJZZ-F 105.9 Detroit	0.9/4.4/ 3/ 106	
RELIGION/GOSPEL					1.5	WLTI-F 93.1 Detroit	1.4/9.5/ 5/ 230	
SPANISH						WMXO-F 92.3 Detroit	0.9/3.5/ 3/ 85	
CLASSICAL		10 (1)	10 (1)	3.7	4.2	WOMC-F 104.3 Detroit	2.3/9.4/ 8/ 227	
JAZZ/NEW AGE		3 (1)	3 (1)	1.1	3.4	WWJ 950 Detroit	1.7/11.4/ 6/ 277	
UNKNOWN/OTHERS						WXYT 1270 Detroit	0.9/3.0/ 3/ 72	
	69 (8)	199 (19)	268 (27)					

RADIO STATIONS

WAAM , 1600, 5 KW (DA-2) , MOR/EZ , MBS NBC, \$14.00 (Patt)
 WHCM , 900, 500 W/250 W , Religion , \$10.00 (---)
 WAMX-F, 107.1, 3 KW @ 260 , Jazz/AC , \$20.00 (Mich. Spot) Domino's Pizza
 WIQB-F, 102.9, 49 KW @ 500 , AOR , ABC MBS, \$51.00 (Christal)

Other ranked stations -- See Detroit

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 135/260,100

Stations: 21/16
Diaries: 681/382:1/66.3%
Sample Target: 710
% Below Line: 14.7
% Not Listed: 16.5

1991 Revenue: \$8,500,000
HH Inc.: \$32,913
Retail \$: 2.6 Bill
Pop per Station: 16,256
#1 Biller: WAPL-F \$2,400,000

MSA Rank/Pop: 150/316,000
ADI # 67 (w/Green Bay)
Average Person Ratings: 17.0
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WAPL-F (AOR)	66/14.9	15.5	15.2	15.1	15.6	----	166/1747	785/30.2	28.9	29.3	19.0	81	921	WAPL-F
2. WIXX-F (CHR)	41/ 9.3	7.4	11.6	11.7	10.9	----	132/1821	688/26.5	24.9	33.6	8.7	37	728	WIXX-F
3. WROE-F (SAC)	33/ 1.5	6.3	3.6	6.0	5.7	----	42/532	416/16.0	12.7	11.4	6.3	27	334	WROE-F
WHBY (FS)	33/ 1.5	7.4	7.7	7.6	5.4	----	34/544	483/18.6	15.9	21.0	6.6	28	376	WHBY
5. WNAM (BB)	30/ 6.8	7.9	4.3	6.0	5.0	----	83/728	384/14.8	14.6	12.3	5.9	25	375	WNAM
6. WUSW-F (C)	29/ 6.6	4.9	5.0	3.0	3.6	----	29/370	312/12.0	9.5	9.9	3.5	15	228	WUSW-F
WMGV-F (CHR)	29/ 6.6	6.3	7.3	8.9	9.3	----	48/819	541/20.8	19.2	22.0	8.7	37	569	WMGV-F
8. WOZZ-F (CL AOR)	15/ 3.4	3.5	2.5	3.2	2.0	----	38/560	285/11.0	10.4	10.0	4.5	19	278	WOZZ-F
WOSH (N/T)	15/ 3.4	1.9	2.5	2.8	2.7	----	16/272	248/ 9.5	6.3	8.8	4.5	19	266	WOSH
10. WKFX-F (O)	13/ 2.9	3.7	2.5	3.0	2.7	----	33/530	268/10.3	9.2	9.1	1.6	7	156	WKFX-F
11. WQLH-F (AC)	11/ 2.5	3.9	2.3	0.4	4.1	----	39/632	170/ 6.5	7.4	6.3	0.9	4	103	WQLH-F
12. WYNE (C)	8/ 1.8	3.0	7.3	5.2	4.5	----	11/296	221/ 8.5	6.4	11.2	5.2	22	216	WYNE
WQWM (O)	8/ 1.8	1.2	2.3	1.9	1.6	----	17/304	165/ 6.3	4.5	7.4	1.4	6	105	WQWM

14.
15.

12+ FM SHARE (METRO): 67.75% (250 of 369) (FAL 90: 63.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WNAM	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>
2 WMGV-F	2 WIXX-F>	2 WIXX-F>	2 WROE-F>	2 WROE-F>	WHBY >	2 WIXX-F>	2 WROE-F>	2 WIXX-F>	2 WIXX-F>	2 WNAM
3 WAPL-F	3 WMGV-F>	3 WROE-F>	3 WIXX-F>	3 WIXX-F>	3 WROE-F>	WHBY	3 WNAM	3 WROE-F>	3 WMGV-F>	3 WROE-F>
4	4 WROE-F>	4 WMGV-F>	4 WUSW-F>	4 WUSW-F>	4 WUSW-F>	4 WIXX-F>	4 WMGV-F>	4 WROE-F>	4 WROE-F>	4 WOZZ-F>
5	5 WOZZ-F>	5 WUSW-F>	5 WKFX-F>	5 WHBY	5 WOSH	WNAM	WHBY <	5	5	5
6	6	6	6	6	6	WAPL-F	6 WMGV-F	6 WUSW-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WROE-F>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
2 WIXX-F>	2 WIXX-F>	2 WIXX-F>	2 WIXX-F>	WAPL-F>	2 WIXX-F>	2 WOZZ-F>	2 WOZZ-F>>	2 WIXX-F>	2 WHBY
3 WMGV-F>	3 WROE-F>	WROE-F>	3 WROE-F>	3 WIXX-F>	3 WMGV-F>	3 WIXX-F>	3 WIXX-F>	3 WOZZ-F>	3 WUSW-F>
4 WROE-F>	4 WMGV-F>	4 WUSW-F>	4 WMGV-F>	4 WUSW-F>	4 WOZZ-F>	4 WMGV-F>	WUSW-F>	4 WUSW-F>	4 WIXX-F>
5	5	5 WQLH-F>	5 WUSW-F>	5 WMGV-F>	5	5 WUSW-F>	WMGV-F>	WMGV-F>	WROE-F>
6	6	WMGV-F>	6	6	6	6	WHBY	WHBY	WOZZ-F>
									WKFX-F>

FORMATS	AM	FM	TOTAL	%	FAL 90	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		70 (2)	70 (2)	19.0	22.0	WEHI-F 100.1	Neenah-Menasha 1.4/3.7/ 11/ 240
AOR/CLASSIC		81 (2)	81 (2)	22.0	20.1	WFON-F 107.1	Fond Du Lac 0.9/5.1/ 14/ 282
AC/OLDIES/SOFT ROCK	8 (1)	28 (3)	36 (4)	9.8	11.1	WMBE 1530	Chilton 1.1/1.6/ 5/ 42
MOR/VARIETY	41 (3)		41 (3)	11.1	13.8	WPKR-F 99.5	Waupun 0.7/6.9/ 38/ 472
COUNTRY	15 (2)	32 (2)	47 (4)	12.7	17.5	WRJQ 1570	Appleton 1.6/3.5/ 7/ 140
BLACK/URBAN					2.6		
BEAUTIFUL/EASY		33 (1)	33 (1)	8.9	4.2	WGEE 1360	Green Bay 1.6/5.7/ 59/ 684
NEWS/TALK	18 (2)		18 (2)	4.9		WGN 720	Chicago 0.7/3.2/ 3/ 187
NOSTALGIA	37 (2)		37 (2)	10.0	7.1	WNFL 1440	Green Bay 0.7/2.7/ 15/ 409
RELIGION/GOSPEL		6 (1)	6 (1)	1.6	1.6		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	119 (10)	250 (11)	369 (21)				

RADIO STATIONS

WHBY , 1230, 1 KW	MOR/Full Service	CBS, \$25.00	(Eastman)	Woodward
WNAM , 1280, 5 KW/1 KW (DA-1),	Nostalgia	ABC UNISUP, \$16.00	(Torbat)	
WOSH , 1490, 1 KW	MOR	CNN NBC, \$14.00	(Mc-Guild)	Midwest Family
WQWM , 1050, 1 KW/500 W (DA-2),	Oldies	UNISUP UNIULT, \$10.00	(HNWH)	
WRJQ , 1570, 1 KW (DAYS)	Polka/Ethnic	, \$11.00	(---)	
WYNE , 1150, 5 KW (DA-2)	Country	ABC, \$19.00	(Chrital)	Fox Valley
WAPL-F, 105.7, 100 KW @ 410	AOR	, \$49.00	(Eastman)	Woodward
WKFX-F, 104.9, 1 KW @ 480	Oldies	, \$16.00	(Katz)	WinCom
WMGV-F, 103.9, 6 KW @ 355	CHR	SOURCE, \$27.00	(Mc-Guild)	Midwest Family
WOZZ-F, 93.5, 50 KW @ 500	CL AOR	SHN, \$14.00	(HNWH)	
WROE-F, 94.3, 3 KW @ 330	EZ/Soft AC	APR, \$20.00	(Chrital)	Fox Valley
WUSW-F, 96.7, 3 KW @ 293	Country	UNISUP UNIULT, \$15.00	(Torbat)	

Other ranked stations -- See Green Bay
Miscellaneous: WYNE from Fox Valley to Woodward for \$965,000...

ATLANTA

Arbitron Rank/Pop (12+): 12/2,456,100

Stations: 23/22
Diaries: 2046/1200:1/47.6%
Sample Target: 2030
% Below Line: 0.9
% Not Listed: 11.4

1991 Revenue: \$103,000,000
HH Inc.: \$36,639
Retail \$: 24.7 B11
Pop per Station: 111,640
#1 Biller: WSB \$12,000,000

MSA Rank/Pop: 9/2,870,000
ADI # 10
Average Person Ratings: 17.2
Market TSL: 22.50 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WVEE-F (B)	541/12.8	12.7	11.4	11.3	11.0	12.1	609/5772	5052/20.6	18.4	16.6	14.8	674	6723
2. WSB (FS)	360/ 8.5	7.2	7.0	6.4	6.5	7.3	408/7306	6433/26.2	19.1	19.1	7.2	327	6594
3. WSB -F (AC)	342/ 8.1	6.9	9.3	9.5	8.2	8.4	380/5929	5070/20.6	23.9	23.1	6.0	272	4084
4. WKHX-F (C)	320/ 7.6	4.7	5.1	4.5	4.9	5.5	405/5253	3964/16.1	13.7	11.9	7.1	322	3372
5. WYAY-FF (C)	307/ 7.3	5.8	7.6	5.4	6.6	6.5	507/6452	4320/17.6	15.7	13.7	7.2	231	3209
6. WPCH-F (SAC)	290/ 6.9	7.3	7.9	7.5	7.5	7.4	342/5052	4213/17.2	18.0	17.0	5.9	269	3148
7. WKLS-F (AOR)	237/ 5.6	6.3	6.4	6.2	7.2	6.1	278/4437	3629/14.8	16.3	15.5	8.3	376	4399
8. WAPW-F (CHR)	197/ 4.7	6.5	7.5	7.5	8.2	6.6	276/5302	3961/16.1	21.2	19.4	8.4	383	5148
9. WZGC-F (CL AOR)	189/ 4.5	5.3	4.6	4.0	3.8	4.6	214/3911	3387/13.8	14.7	12.9	5.4	246	3613
10. WFOX-F (O)	177/ 4.2	6.3	6.7	5.6	5.5	5.7	249/5253	3945/16.1	18.1	16.6	3.9	179	3087
11. WALR-F (B/AC)	164/ 3.9	3.2	2.6	3.2	2.3	3.2	210/2868	2490/10.1	7.8	5.6	4.8	216	2683
12. WSTR-F (AC)	152/ 3.6	4.4	3.4	4.2	5.1	3.9	161/3353	2922/11.9	13.1	14.0	3.7	167	2777
13. WGST (N/T)	133/ 3.1	3.4	3.3	3.3	4.3	3.3	147/2512	2292/ 9.3	9.9	9.6	3.7	166	2077
14. WAOK (G)	123/ 2.9	2.5	2.7	3.6	3.3	2.9	123/1777	1755/ 7.1	5.3	6.2	2.4	110	1452
15. WCNN (N)	55/ 1.3	1.0	1.1	2.5	1.5	1.5	59/1728	1547/ 6.3	6.0	7.6	0.9	39	1279
16. WQXI (BB)	42/ 1.0	1.6	0.9	0.5	0.6	1.0	42/806	806/ 3.3	2.3	2.0	0.9	42	682
17.													
18.													
19.													
20.													

12+ FM SHARE (METRO): 78.83% (2953 of 3746) (FAL 90: 83.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WSB	1 WVEE-F	1 WSB -F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>>
2 WAPW-F	2 WKLS-F	2 WSB -F	2 WSB -F	2 WSB -F	2 WPCH-F	2 WSB	2 WPCH-F<	2 WSB -F	2 WSB	> 2 WSB >>
3	3 WSB -F	3 WYAY-FF<	3 WYAY-FF<	3 WKHX-F	3 WYAY-FF<	3 WKHX-F	3 WVEE-F	3 WYAY-FF	3 WSB -F	3 WPCH-F>>
4	4 WZGC-F	4 WKHX-F<	4 WKHX-F	4 WYAY-FF<	4 WKHX-F	4 WSB -F<	4 WKHX-F	4 WKHX-F	4 WKLS-F	4 WALR-F
5	5 WKHX-F	5 WKLS-F	5 WZGC-F<	5 WPCH-F	5 WSB -F	5 WYAY-FF>	5 WYAY-FF	5 WPCH-F	5 WAPW-F	5
6	6 WAPW-F	6 WZGC-F	6 WSB	6 WSB	6 WVEE-F	6 WKLS-F	6 WSB	6 WZGC-F<	6 WALR-F	6
7	7 WYAY-FF	7 WSB <	7 WPCH-F<	7 WFOX-F<	7 WFOX-F	7 WPCH-F	7 WKLS-F	7 WSB	7 WKHX-F<	7
8	8	8 WPCH-F<	8 WFOX-F	8 WZGC-F	8	8	8	8 WKLS-F	8 WYAY-FF	8
9	9	9 WFOX-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WKLS-F	1 WVEE-F<	1 WZGC-F	1 WVEE-F	1 WVEE-F
2 WAPW-F	2 WSB -F>	2 WSB -F>	2 WSB -F>	2 WSB -F>	2 WVEE-F>>	2 WKLS-F	2 WVEE-F	2 WKLS-F	2 WZGC-F
3 WKLS-F	3 WALR-F	3 WSTR-F	3 WYAY-FF	3 WKHX-F	3 WAPW-F	3 WZGC-F>	3 WKLS-F>	3 WZGC-F	3 WKHX-F
4 WSB -F	4 WSTR-F<	4 WALR-F	4 WKHX-F<	4 WYAY-FF	4 WKHX-F>	4 WKHX-F	4 WKHX-F	4 WKHX-F	4 WSB
5 WYAY-FF	5 WAPW-F	5 WKHX-F>	5 WPCH-F<	5 WPCH-F	5 WZGC-F	5 WSB -F	5 WYAY-FF	5 WSB -F<	5 WSB -F<
6 WALR-F	6 WKLS-F	6 WAPW-F	6 WALR-F<	6 WFOX-F<	6	6 WYAY-FF<	6 WSB -F	6 WSB	6 WYAY-FF
7	7 WKHX-F	7	7 WSTR-F	7 WSTR-F	7	7 WAPW-F<	7 WSB	7 WYAY-FF	7 WKLS-F<
8	8	8	8	8	8	8 WSB	8	8	8 WPCH-F
									9 WFOX-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTÉMP		197 (1)	197 (1)	5.3	9.6	WAFS	920 Atlanta	0.5/1.3/ 20/ 324
AOR/CLASSIC		426 (2)	426 (2)	11.4	11.3	WGKA	1190 Atlanta	0.4/1.1/ 19/ 280
AC/OLDIES/SOFT ROCK		671 (3)	671 (3)	17.9	22.8	WGUN	1010 Atlanta	0.4/1.2/ 18/ 314
MOR/VARIETY	360 (1)		360 (1)	9.6	6.3	WIGO	1340 Atlanta	0.4/1.4/ 18/ 334
COUNTRY	7 (1)	627 (2)	634 (3)	16.9	14.0	WKHX	590 Atlanta	0.2/0.7/ 7/ 173
BLACK/URBAN		705 (2)	705 (2)	18.8	17.4			
BEAUTIFUL/EASY		290 (1)	290 (1)	7.7	8.9	WVFJ-F	93.3 Manchester	0.9/2.3/ 60/ 751
NEWS/TALK	188 (2)		188 (2)	5.0	5.5			
NOSTALGIA	42 (1)		42 (1)	1.1	0.5			
RELIGION/GOSPEL	177 (4)	37 (1)	214 (5)	5.7	3.8			
SPANISH								
CLASSICAL	19 (1)		19 (1)	0.5				
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	793 (10)	2953 (12)	3746 (22)					

ATLANTA

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	,	Gospel/Black	NBN NBC, \$ 50.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N),	,	News	CNN, UNISUP, \$ 41.00	(Schubert)	
WGKA,	1190,	10 KW (DAYS)	,	Classical	, \$ 36.00	(CMBS)	
WGST,	640,	50 KW/1 KW (DA-2)	,	News/Talk	ABC MBS, \$ 84.00	(Eastman)	Jacor
WIGO,	1340,	1 KW	,	Black	SBN, \$ 38.00	(Roslin)	
WKHX,	590,	5 KW (DA-N) -- See WKHX-FM	,				
WNIV,	970,	5 KW (DAYS, DA)	,	Religion	, \$ 22.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM	,				
WSB,	750,	50 KW	,	Full Service	APR, \$195.00	(Crystal)	Cox

FM STATIONS

WALR,	104.7,	100 KW @ 981	,	Black AC	UNISUP, \$ 70.00	(Schubert)	(ATHENS)
WAPW,	99.7,	100 KW @ 1032	,	CHR	, \$170.00	(Durpetti)	Susquehanna
WFOX,	97.1,	100 KW @ 1570	,	Oldies	, \$154.00	(MMR)	Shamrock
WKHX,	101.5,	100 KW @ 984	,	Country	, \$179.00	(Katz)	Cap Cities/ABC
WKLS,	96.1,	100 KW @ 984	,	AOR	, \$180.00	(Katz)	Great American
WPCH,	94.9,	100 KW @ 984	,	EZ	CBS, \$169.00	(Eastman)	Jacor
WSB,	98.5,	100 KW @ 1022	,	AC	, \$220.00	(Crystal)	Cox
WSTR,	94.1,	100 KW @ 1022	,	AC	, \$163.00	(Banner)	Jeff-Pilot
WVEE,	103.3,	100 KW @ 1022	,	Black	SOURCE, \$198.00	(Mc-Guild)	Summit
WYAI,	104.1,	60 KW @ 1218	-- Simulcast with WYAY (licensed to LaGrange)				
WYAY,	106.7,	100 KW @ 1400	,	Country	, \$170.00	(Mc-Guild)	NewCity(GAINESVILLE)
WZGC,	92.9,	100 KW @ 914	,	Classic AOR	, \$149.00	(HNWH)	Cook Inlet

ATLANTIC CITY

Arbitron Rank/Pop (12+): 160/192,800
 MSA Rank/Pop: 148/319,000
 Philadelphia ADI
 Average Person Ratings: 17.8
 Market TSL: 23.00 hours

Stations: 26/10
 Diaries: 605/319:1/47.2%
 Sample Target: 610
 % Below Line: 24.2
 % Not Listed: 13.4

1991 Revenue: \$6,700,000
 HH Inc.: \$32,647
 Retail \$: 3.2 Btl
 Pop per Station: 19,280
 #1 Biller: WAYV-F \$2,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WFPG-F (SAC)	40/11.7	13.5	11.4	10.5	10.0	----	52/615	473/24.5	25.8	27.8	4.4	17	339	WFPG-F
2. WAYV-F (AC)	34/9.9	10.4	9.0	8.7	10.0	----	37/592	491/25.5	24.8	21.7	9.1	35	449	WAYV-F
3. WBSS-F (B/CHR)	29/8.5	3.1	----	0.6	2.1	----	41/552	362/18.8	10.8	0.0	11.9	46	628	WBSS-F
4. WMID (BB)	20/5.8	4.6	5.4	5.3	5.3	----	26/335	239/12.4	8.8	12.8	3.6	14	147	WMID
5. WRDR-F (BB)	19/5.5	7.0	8.1	6.8	6.5	----	24/229	185/9.6	10.8	12.2	3.1	12	260	WRDR-F
WMID-F (ADR)	19/5.5	3.1	5.7	2.8	3.2	----	24/313	233/12.1	10.6	14.7	4.4	17	214	WMID-F
7. WOND (N/T)	18/5.2	1.8	5.4	5.3	0.3	----	19/289	237/12.3	6.3	11.8	1.8	7	167	WOND
8. WUSS (B)	16/4.7	8.3	7.8	6.5	7.9	----	16/188	188/9.8	15.9	12.4	3.1	12	282	WUSS
9. WMGM-F (CHR)	15/4.4	3.4	4.8	5.3	5.3	----	19/350	243/12.6	10.2	16.1	2.3	9	181	WMGM-F
10. WZXL-F (AOR)	12/3.5	3.4	3.9	2.8	6.5	----	28/432	199/10.3	10.8	11.0	6.2	24	444	WZXL-F
WMMR-F (AOR)	12/3.5	2.1	2.7	5.0	4.4	----	15/297	222/11.5	10.0	10.4	4.9	19	409	WMMR-F

12+ FM SHARE (METRO): 78.11% (232 of 297) (FAL 90: 76.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSS-F>>	1 WBSS-F	1 WAYV-F<	1 WFPG-F	1 WFPG-F>	1 WFPG-F>	1 WAYV-F	1 WFPG-F	1 WFPG-F>	1 WBSS-F>	1 WHIO
2 WUSS	2 WAYV-F	2 WFPG-F<	2 WAYV-F	2 WAYV-F	2 WMID	2 WFPG-F>	2 WAYV-F>	2 WAYV-F	2 WFPG-F>	2 WFPG-F
WAYV-F>	3 WMID-F	3 WBSS-F>	3 WBSS-F	3 WBSS-F	3 WRDR-F	3 WOND	3 WRDR-F	3 WBSS-F	3 WAYV-F	3 WOND
4 WFPG-F	4 WZXL-F	4 WMIO-F	4 WMGM-F	4 WMGM-F	4 WOND	4 WBSS-F	4 WBSS-F	4 WMID-F	4 WMID-F	4 WAYV-F
5	5 WFPG-F	5 WMGM-F	5 WMID-F	5 WMID-F	5 WAYV-F	5	5 WMID	5	WMID	5
6	6	6	6	6	6	6	WMGM-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBSS-F	1 WAYV-F>	1 WAYV-F>	1 WAYV-F	1 WFPG-F	1 WBSS-F>	1 WBSS-F	1 WMID-F	1 WBSS-F	1 WFPG-F
WAYV-F>>	2 WBSS-F>	2 WFPG-F>	2 WFPG-F	2 WAYV-F>	2 WZXL-F	2 WMID-F>	WBSS-F>	2 WMID-F	2 WMID-F
3 WUSS	3 WFPG-F>	3 WZXL-F	3 WBSS-F>	3 WMGM-F	WMID-F>	3 WZXL-F>	3 WZXL-F	3 WFPG-F>	WBSS-F>
WFPG-F	4 WZXL-F	WMID-F	4 WMGM-F	4 WBSS-F	4 WYSP-F	4 WMMR-F	WMMR-F>	4 WZXL-F	4 WMMR-F
5	WUSS	WMGM-F	5 WUSS	5	WUSS	5 WFPG-F	5 WFPG-F	WAYV-F	WMGM-F
6	WMID-F	WBSS-F	6	6	WAYV-F	WAYV-F	6	6 WMMR-F	WAYV-F
7	7	7	7	7	7	7	7	WMGM-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		18 (2)	18 (2)	6.1	6.3	WFPG 1450 Atlantic City	1.2/4.4/ 4/ 91		
AOR/CLASSIC		49 (4)	49 (4)	16.5	17.3				
AC/OLDIES/SOFT ROCK		45 (5)	45 (5)	15.2	18.7	KYW 1060 Philadelphia	0.9/3.2/ 6/ 132		
MOR/VARIETY						WEAZ-F 101.1 Philadelphia	0.6/3.7/ 3/ 93		
COUNTRY		9 (1)	9 (1)	3.0	4.2	WIOQ-F 102.1 Philadelphia	0.9/6.3/ 5/ 140		
BLACK/URBAN	16 (1)	35 (2)	51 (3)	17.2	11.3	WIP 610 Philadelphia	1.2/3.8/ 8/ 148		
BEAUTIFUL/EASY	4 (1)	45 (3)	49 (4)	16.5	13.7	WKSZ-F 100.3 Media	0.9/3.4/ 3/ 65		
NEWS/TALK	25 (3)	2 (1)	27 (4)	9.1	9.2	WKTU-F 98.3 Ocean City	1.7/6.3/ 12/ 240		
NOSTALGIA	20 (1)	19 (1)	39 (2)	13.1	15.8	WMGK-F 102.9 Philadelphia	0.6/3.6/ 2/ 87		
RELIGION/GOSPEL						WOGL-F 98.1 Philadelphia	0.6/3.6/ 3/ 81		
SPANISH						WSLT-F 106.3 Ocean Cty/Smrs	2.9/7.1/ 14/ 221		
CLASSICAL		10 (1)	10 (1)	3.4	3.5	WUSL-F 98.9 Philadelphia	1.7/5.1/ 6/ 104		
JAZZ/NEW AGE						WWDB-F 96.5 Philadelphia	0.6/3.1/ 2/ 82		
UNKNOWN/OTHERS						WXTU-F 92.5 Philadelphia	2.6/8.7/ 12/ 234		
						WYSP-F 94.1 Philadelphia	1.7/5.6/ 6/ 131		
	65 (6)	232 (20)	297 (26)			WYXR-F 104.5 Philadelphia	0.3/1.9/ 2/ 52		

RADIO STATIONS

WFPG	, 1450,	1 KW	-- See WFPG-FH						
WMID	, 1340,	1 KW	, Nostalgia	NBC TALKNT,	\$15.00	(Banner)			
WOND	, 1400,	1 KW	, Talk	ABC MBS,	\$14.00	(Mc-Guild)			
WUSS	, 1490,	1 KW/250 W	, Black	NBN,	\$15.00	(Katz)			
WAYV-F	, 95.1,	50 KW @ 330	, Contemp/AC	, \$40.00	(Katz)	Ragan Henry			
WFPG-F	, 96.9,	50 KW @ 390	, EZ/Soft AC	, \$34.00	(Eastman)	Hartstone/Dickstein			
WMGM-F	, 103.7,	50 KW @ 395	, CHR	, \$23.00	(Mc-Guild)				
WMID-F	, 99.3,	3 KW @ 290	, CL AOR	, \$18.00	(Banner)				
WRDR-F	, 104.9,	3 KW @ 280	, Nostalgia	APR,	\$12.00	(---)	(EGG HARBOR)		
WSLT-F	, 106.3,	3 KW @ 326	, Classical	UPI,	\$20.00	(Groskin)	(OCEAN CITY)		
WZXL-F	, 100.7,	38 KW @ 330	, AOR	, \$15.00	(Durpetti)	(WILWOOD)			

Other ranked stations -- see Philadelphia

AUGUSTA

Arbitron Rank/Pop (12+): 113/326,200
 MSA Rank/Pop: 118/410,000
 ADI # 112
 Average Person Ratings: 17.7
 Market TSL: 23.50 hours

Stations: 19/18
 Diaries: 852/383:1/49.9%
 Sample Target: 810
 % Below Line: 0.7
 % Not Listed: 9.0

1991 Revenue: \$8,600,000
 HH Inc.: \$29,543
 Retail \$: 2.9 Btl
 Pop per Station: 18,122
 #1 Biller: WBBQ-AF \$3,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WBBQ-AF (CHR)	105/18.2	23.0	21.5	23.1	----	----	147/1620	1150/35.3	43.3	41.0	24.3	132	1555	WBBQ-AI
2. WKXC-F (C)	84/14.6	14.4	15.6	9.1	----	----	103/1082	830/25.4	22.9	23.7	15.4	90	784	WKXC-F
3. WFAX-F (B)	81/14.1	15.6	13.1	14.6	----	----	90/874	759/23.3	24.9	20.0	20.2	118	1201	WFAX-F
4. WKZK (G)	53/ 9.2	5.0	3.5	4.2	----	----	60/334	285/ 8.7	6.7	4.9	2.6	15	144	WKZK
5. WZNY-F (AC)	44/ 7.6	7.8	9.6	10.4	----	----	53/913	659/20.2	24.7	22.1	4.1	24	474	WZNY-F
6. WRXR-F (AOR)	43/ 7.5	5.7	6.1	6.5	----	----	47/603	510/15.6	13.3	12.9	8.2	48	586	WRXR-F
7. WCNA-F (EZ)	25/ 4.3	5.4	3.0	4.5	----	----	25/328	318/ 9.7	8.2	8.8	2.6	15	232	WCNA-F
8. WGAC (N/T)	23/ 4.0	2.9	4.6	3.2	----	----	24/278	259/ 7.9	7.5	9.3	3.3	19	275	WGAC
9. WGUS-F (C)	21/ 3.6	4.3	4.7	6.7	----	----	22/363	349/10.7	13.1	10.9	2.9	17	334	WGUS-F
10. WMTZ-F (AC)	15/ 2.6	1.4	2.6	2.7	----	----	16/250	228/ 7.0	6.2	7.7	1.9	11	113	WMTZ-F

12+ FM SHARE (METRO): 81.30% (426 of 524) (FAL 90: 88.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFAX-F>>	1 WFAX-F<	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WFAX-F	1 WFAX-F<
2 WBBQ-AF>>	2 WRXR-F<	2 WFAX-F>	2 WKXC-F	2 WKXC-F	2 WKXC-F>	2 WKXC-F	2 WKXC-F>	2 WKXC-F>	2 WBBQ-AF	2 WKXC-F>
3 WKXC-F	3 WBBQ-AF	3 WKXC-F>	3 WFAX-F>	3 WFAX-F>	3 WKZK >	3 WFAX-F>	3 WFAX-F>	3 WFAX-F>	3 WKXC-F	3 WBBQ-F
4	4 WKXC-F	4 WRXR-F	4 WRXR-F	4 WZNY-F	4 WFAX-F	4 WZNY-F	4 WRXR-F<	4 WRXR-F<	4 WRXR-F	4
5	5 WZNY-F	5 WZNY-F	5 WZNY-F	WKZK	5 WCNA-F	5	5 WZNY-F<	5 WKZK	5	5
6	6	6	WKZK	6 WRXR-F	6	6	6 WKZK	6 WZNY-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFAX-F	1 WFAX-F	1 WKZK	1 WBBQ-AF	1 WBBQ-AF	1 WRXR-F	1 WRXR-F>	1 WRXR-F>	1 WRXR-F<	1 WBBQ-AF
2 WBBQ-AF>	2 WBBQ-AF<	2 WFAX-F>	2 WFAX-F	2 WKXC-F	WFAX-F>	2 WBBQ-AF	2 WBBQ-AF	2 WBBQ-AF	2 WKXC-F
3 WKXC-F	3 WKZK	3 WBBQ-AF	3 WKXC-F>	3 WFAX-F	3 WBBQ-AF	3 WFAX-F	3 WKXC-F	3 WKXC-F	3 WRXR-F
4 WZNY-F	4 WKXC-F	4 WZNY-F	4 WZNY-F	4 WKZK	WZNY-F	4 WKXC-F>	4 WFAX-F>	4 WFAX-F>	4 WFAX-F>
WRXR-F	5 WZNY-F	WKXC-F	5 WKZK	5 WZNY-F	WKXC-F>>	5 WZNY-F	5 WGUS-F	5 WZNY-F	5 WZNY-F
6	6	6	6	6	6	6	6	6	6 WKZK

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	10 (1)	95 (1)	105 (2)	20.0	29.6	WAJY-F 102.7 New Ellenton	0.9/4.0/ 5/ 141
AOR/CLASSIC		43 (1)	43 (1)	8.2	6.9	WAKB-F 96.7 Wrens	0.5/1.8/ 20/ 195
AC/OLDIES/SOFT ROCK		59 (2)	59 (2)	11.3	14.6	WFAM 1050 Augusta	0.7/2.1/ 4/ 70
MOR/VARIETY					5.1	WFAX 1550 Augusta	0.5/2.0/ 3/ 88
COUNTRY	2 (1)	115 (4)	117 (5)	22.3	18.6	WGUS 1380 North Augusta	0.3/1.3/ 2/ 43
BLACK/URBAN	3 (1)	84 (2)	87 (3)	16.6	16.6	WTHO-F 101.7 Thomson	1.0/1.9/ 9/ 119
BEAUTIFUL/EASY		30 (2)	30 (2)	5.7	3.4	WTWA 1240 Thomson	0.5/0.9/ 3/ 39
NEWS/TALK	23 (1)		23 (1)	4.4			
NOSTALGIA	3 (1)		3 (1)	0.6		WCOS-F 97.5 Columbia	0.7/1.9/ 14/ 196
RELIGION/GOSPEL	57 (2)		57 (2)	10.9	5.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	98 (7)	426 (12)	524 (19)				

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR/BIG BAND CBS, \$ 14.00 (Roslin)
 WKZK, 1600, 500 W (DAYS), GOSPEL SBN, \$ 11.00 (Clayton)

WBBQ-F, 104.3, 100 KW @ 1003, CHR ABC, \$ 75.00 (Eastman)
 WCNA-F, 98.3, 1.4 KW @ 484, EZ APR, \$ 14.00 (---) (CLEARWATER, SC)
 WFAX-F, 103.1, 3 KW @ 300, BLACK CBS, ABC, \$ 25.00 (Katz) Oavis
 WGUS-F, 102.3, 3 KW @ 328, COUNTRY UNILT, \$ 22.00 (Republic) HVS
 WKXC-F, 99.5, 23 KW @ 728, COUNTRY MBS, \$ 20.00 (McGuilid) (AIKEN, SC)

WMTZ-F, 94.3, 3 KW @ 300, OLDIES/AC CNN, \$ 13.00 (K & P) (MARTINEZ)
 WAKB-F, 96.7, 1 KW @ 515, BLACK, \$ 9.00 (K & P) (WRENS)
 WRXR-F, 96.3, 25 KW @ 90G, AOR ABC, \$ 21.00 (HNWH) (AIKEN, SC)
 WZNY-F, 105.7, 100 KW @ 1167, AC APR, UNIPWR, \$ 48.00 (Christal) Sunny

Miscellaneous: WRDW-F changes to WAKB-F (Sep)... WOPW-F to WGUS-F and format from CHR to Country (Nov)...
 WRXR-F sold to Don Wilks for \$1,500,000 (Snowden)...

AUSTIN

Arbitron Rank/Pop (12+): 59/668,800
 MSA Rank/Pop: 66/762,000
 ADI # 68
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 22/19
 Diaries: 1167/573:1/53.2%
 Sample Target: 1050
 % Below Line: 1.7
 % Not Listed: 19.0

1991 Revenue: \$22,500,000
 HH Inc.: \$31,525
 Retail \$: 6.3 Bill
 Pop per Station: 35,200
 #1 Biller: KASE-F \$4,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	168/15.7	15.8	13.4	12.2	15.8	14.3	226/2467	1779/26.6	21.2	26.7	16.2	183	2072	KASE-F
2. KKMJ-F (SAC)	82/ 7.7	7.9	7.3	8.5	8.3	7.8	87/1531	1392/19.9	18.5	18.2	5.0	56	1077	KKMJ-F
3. KHFI-F (CHR)	80/ 7.5	6.3	7.3	7.6	7.9	7.2	87/1549	1361/20.3	18.9	19.7	8.6	97	1583	KHFI-F
4. KLBJ-F (AOR)	74/ 6.9	8.3	8.1	7.0	9.0	7.6	82/1414	1246/18.6	20.0	20.3	10.0	113	1493	KLBJ-F
5. KLBJ (N/T)	69/ 6.4	5.3	6.0	6.5	3.8	6.1	76/1343	1139/17.0	15.5	14.1	6.2	70	693	KLBJ
6. KPEZ-F (CL AOR)	58/ 5.4	6.0	7.0	5.1	5.5	5.9	60/1041	993/14.8	16.9	14.2	5.6	63	1241	KPEZ-F
7. KVET-F (C)	55/ 5.1	4.7	4.4	3.7	3.8	4.5	63/1015	904/13.5	10.9	11.9	5.9	66	784	KVET-F
8. KGSR-F (AOR)	50/ 4.7	3.7	4.7	4.8	3.3	4.5	50/643	637/ 9.5	10.6	7.9	3.7	42	568	KGSR-F
9. KBTS-F (CMR)	43/ 4.0	4.5	5.4	7.1	7.0	5.3	71/1658	1058/15.8	18.9	23.1	5.5	62	1221	KBTS-F
10. KEYI-F (AC)	42/ 3.9	4.5	3.3	4.5	4.0	4.1	42/930	846/12.6	12.2	12.1	2.7	30	577	KEYI-F
11. KLTD-F (O)	26/ 2.4	2.6	4.1	2.0	1.6	2.8	42/762	505/ 7.6	9.3	7.3	2.3	26	375	KLTD-F
12. KMOW (BB)	21/ 2.0	2.4	1.7	2.5	0.8	2.2	21/284	284/ 4.2	3.8	1.9	1.8	20	304	KMOW
13. KTXZ (SP)	19/ 1.8	1.0	1.4	1.6	1.6	1.5	19/223	223/ 3.3	1.9	3.3	0.4	5	143	KTXZ
14. KATG-F (C)	19/ 1.8	1.8	1.7	1.1	0.9	1.6	34/593	441/ 6.6	4.4	5.7	1.6	18	346	KATG-F

12+ FM SHARE (METRO): 81.66% (708 of 867) (FAL 90: 83.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KHFI-F	1 KASE-F
2 KBTS-F	2 KLBJ-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F>	2 KLBJ	2 KHFI-F	2 KKMJ-F	2 KASE-F>	2 KASE-F>	2 KLBJ-F
KASE-F	3 KPEZ-F<	3 KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KKMJ-F	3 KKMJ-F<	3 KLBJ-F<	3 KHFI-F	3 KLBJ-F	3 KLBJ
4	4 KHFI-F	4 KPEZ-F	4 KGSR-F<	4 KPEZ-F	4 KVET-F	4 KVET-F<	4 KLBJ	4 KLBJ-F	4 KBTS-F<	4 KHFI-F
5	5 KGSR-F<	5 KHFI-F	5 KPEZ-F	5 KGSR-F	5	5 KLBJ-F	5 KPEZ-F	5 KPEZ-F	5 KPEZ-F	5
6	6 KKMJ-F<	6 KGSR-F	6 KLBJ	6 KLBJ	6	6 KLBJ	6	6 KPEZ-F	6 KKMJ-F	6
7	7 KEYI-F	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F>	1 KASE-F>	1 KASE-F>>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KLBJ-F	1 KLBJ-F	1 KASE-F	1 KASE-F>
2 KLBJ-F	2 KHFI-F	2 KKMJ-F	2 KKMJ-F	2 KKMJ-F>	2 KLBJ-F>	2 KASE-F>	2 KPEZ-F	2 KLBJ-F	2 KLBJ-F
KASE-F	3 KKMJ-F	3 KGSR-F	3 KHFI-F>	3 KGSR-F	3 KPEZ-F	3 KPEZ-F>	KASE-F>	3 KPEZ-F	3 KPEZ-F
4 KPEZ-F	4 KLBJ-F	KEYI-F>	4 KGSR-F	4 KHFI-F	4 KPEZ-F	4 KGSR-F	4 KGSR-F>	4 KLBJ	4 KLBJ
5 KBTS-F	5 KGSR-F	5 KHFI-F	5 KLBJ-F<	KEYI-F	5 KBTS-F	5 KLBJ	5 KEYI-F	5 KGSR-F	5 KGSR-F
6 KATG-F	6 KEYI-F	6 KLBJ-F	6 KEYI-F	6	6 KLBJ	6 KHFI-F	6 KLBJ	6 KKMJ-F	6 KKMJ-F
7	7	7	7 KPEZ-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		123 (2)	123 (2)	14.2	19.0	KELG 1440 Elgin	0.7/1.3/ 7/ 84		
AOR/CLASSIC		186 (4)	186 (4)	21.5	16.8	KIXL 970 Del Valle/Austn	0.6/1.8/ 8/ 145		
AC/OLDIES/SOFT ROCK		68 (2)	68 (2)	7.8	19.6	KNNC-F 107.7 Georgetown	0.4/1.5/ 4/ 100		
MOR/VARIETY						KTAE 1260 Taylor	0.8/1.5/ 9/ 99		
COUNTRY	26 (2)	242 (3)	268 (5)	30.9	27.5	KVET 1300 Austin	1.6/4.7/ 17/ 322		
BLACK/URBAN									
BEAUTIFUL/EASY		82 (1)	82 (1)	9.5	1.7	KTSA 550 San Antonio	0.5/1.6/ 9/ 159		
NEWS/TALK	75 (2)		75 (2)	8.7	8.1	KXTN-F 107.5 San Antonio	0.7/1.7/ 11/ 162		
NOSTALGIA	21 (1)		21 (1)	2.4	1.5	WOAI 1200 San Antonio	0.6/3.9/ 15/ 567		
RELIGION/GOSPEL	6 (1)		6 (1)	0.7					
SPANISH	26 (2)	7 (1)	33 (3)	3.8	2.7				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	5 (1)		5 (1)	0.6	0.5				
	159 (9)	708 (13)	867 (22)						

RADIO STATIONS

KLBJ , 590, 5 KW/1 KW (DA-N), News/Talk	CBS MBS, \$36.00 (Eastman)
KTXZ , 1560, 2.5 KW (DA-2), Hispanic	UNIULT, \$13.00 (---)
KVET , 1300, 5 KW/1 KW (DA-2), Country	ABC, \$25.00 (Katz)
KATG-F, 94.7, 100 KW @ 1257, Country	\$21.00 (Durpetti)
KBTS-F, 93.3, 100 KW @ 1949, CHR	\$58.00 (Christal)
KEYI-F, 103.5, 100 KW @ 1257, AC	\$50.00 (Banner)
KGSR-F, 107.1, 46 KW @ 516, AOR	\$25.00 (Mc-Guild)
KVET-F, 98.1, 100 KW @ 702, Country	\$45.00 (NA)
KKMJ-F, 95.5, 100 KW @ 1001, Soft AC	\$75.00 (MMR)
KLBJ-F, 93.7, 97 KW @ 1050, AOR	\$68.00 (Eastman)
KLTD-F, 99.1, 19 KW @ 1814, Oldies	UNIULT, \$24.00 (Torbet)
KPEZ-F, 102.3, 3 KW @ 300, Classic AOR	\$35.00 (Christal)
KHFI-F, 96.7, 100 KW @ 951, CHR	\$29.00 (Banner)
KASE-F, 100.7, 100 KW @ 1190, Country	\$100.00 (Katz)
	(LULING)
	Booth/Genesis (KILLEEN)
	(SAN MARCOS)
	Beasley (BASTROP)
	Spur Austin
	Amaturo
	(LAMPASAS)
	Clear Channel
	Rusk (GEORGETOWN)

Miscellaneous: KMOW,KEYI-F sold by GE Capital for \$3,000,000...

BAKERSFIELD

Arbitron Rank/Pop (12+): 92/382,800
 MSA Rank/Pop: 91/544,000
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 30/22
 Diaries: 938/408:1/47.0%
 Sample Target: 830
 % Below Line: 5.2
 % Not Listed: 13.6

1991 Revenue: \$13,900,000
 HH Inc.: \$34,834
 Retail \$: 3.6 Bill
 Pop per Station: 17,400
 #1 Biller: KUZZ-AF \$2,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. KUZZ-F (C)	83/13.9	16.3	12.4	16.3	14.4	14.7	96/1276	968/25.3	25.3	22.8	17.4	103	1008
2. KKXX-F (CHR)	72/12.1	8.7	11.5	13.9	13.8	11.6	72/1017	975/25.5	24.0	24.8	15.7	93	1084
3. KERN (N/T)	40/ 6.7	8.5	6.8	7.3	5.7	7.3	40/455	455/11.9	15.7	11.4	6.3	37	375
4. KGFH-F (EZ)	32/ 5.4	5.7	6.1	6.0	6.4	5.8	33/480	437/11.4	11.8	12.6	3.9	23	306
5. KWAC (SP)	30/ 5.0	6.7	5.1	6.3	5.6	5.8	32/375	347/ 9.1	7.9	9.3	4.6	27	418
6. KRAB-F (AOR)	27/ 4.5	3.4	2.0	1.6	3.0	2.9	27/419	398/10.4	5.8	8.1	3.0	18	311
KCWR (C)	27/ 4.5	2.7	3.1	3.5	4.6	3.5	27/251	220/ 5.7	7.5	9.1	1.7	10	298
8. KLLY-F (AC)	24/ 4.0	3.5	3.6	5.2	3.0	4.1	24/386	386/10.1	10.7	9.2	4.6	27	372
9. KERN-F (O)	21/ 3.5	3.9	4.9	3.3	5.2	3.9	23/463	431/11.3	12.7	10.5	5.2	31	529
10. KKBB-F (AOR)	20/ 3.4	4.8	5.6	4.3	3.4	4.5	20/436	424/11.1	11.2	9.9	6.1	36	378
KAFY (SP)	20/ 3.4	3.2	4.6	4.7	5.9	4.0	20/269	252/ 6.6	7.4	8.9	5.2	31	455
12. KIWI-F (CL)	15/ 2.5	2.5	2.2	1.3	2.1	2.1	16/287	255/ 6.7	5.7	5.7	0.5	3	77
13. KGEO (O)	13/ 2.2	1.4	1.4	1.6	2.8	1.6	15/226	217/ 5.7	6.1	8.1	2.0	12	223

12+ FM SHARE (METRO): 68.41% (353 of 516) (FAL 90: 69.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKXX-F>>	1 KKXX-F>	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F<	1 KKXX-F>	1 KWAC
2 KUZZ-F>	2 KUZZ-F>	2 KKXX-F>	2 KKXX-F>	2 KKXX-F	2 KERN	2 KKXX-F	2 KERN	2 KKXX-F>	2 KUZZ-F>	KUZZ-F>
3 KRAB-F	3 KRAB-F	3 KWAC	3 KLLY-F	KERN >	3 KGFH-F	3 KERN	3 KKXX-F	3 KGFH-F	3 KRAB-F	3 KHIS-F
4	4 KWAC	4 KLLY-F<	KERN	4 KWAC	4 KCWR	4 KWAC >	4 KGFH-F	4 KRAB-F	4	4 KNZR
5	KAFY	5 KRAB-F	5 KWAC <	KLLY-F	5	5 KERN-F<	5 KCWR	5 KLLY-F	5	5 KKXX-F
6	6 KKBB-F	6	6 KERN-F	6 KERN-F	6	6 KGFH-F	6 KLLY-F	6	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F>	1 KUZZ-F	1 KUZZ-F>	1 KUZZ-F	1 KUZZ-F>		1 KKXX-F>	1 KKXX-F>	1 KUZZ-F	1 KKXX-F<	1 KUZZ-F>
2 KUZZ-F	KKXX-F>	2 KKXX-F	2 KKXX-F>	2 KKXX-F		2 KRAB-F	2 KUZZ-F	2 KRAB-F	2 KUZZ-F>	2 KERN
KRAB-F	3 KWAC	KAFY	3 KLLY-F	3 KWAC		KGEO	KRAB-F>	KKXX-F	3 KRAB-F	3 KKXX-F>
4 KWAC	KLLY-F	4 KWAC	4 KWAC	KLLY-F		KAFY >	4 KWAC	KERN	4 KRAB-F	4 KRAB-F
KLLY-F	KAFY	KLLY-F	KGFH-F	KGFH-F		5 KBOS-F	KKBB-F	5 KKBB-F	5 KWAC	5 KWAC
KKBB-F	6	6 KERN-F	6 KERN-F	KERN-F		KWAC	KERN	6 KWAC	6	6 KLLY-F
7	7	7	7	KERN		KUZZ-F	KAFY	7	7	7 KKBB-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		89 (3)	89 (3)	17.2	16.9	KCHJ 1010 Oelano	0.3/2.7/	4/	169
AOR/CLASSIC		49 (3)	49 (3)	9.5	7.9	KCHT-F 99.3 Bakersfield	1.3/5.7/	8/	217
AC/OLDIES/SOFT ROCK	13 (1)	49 (3)	62 (4)	12.0	16.0	KERI 1180 Wasco	1.3/3.7/	13/	199
MOR/VARIETY					0.6	KHIS-F 96.5 Bakersfield	1.3/4.7/	11/	220
COUNTRY	29 (2)	95 (3)	124 (5)	24.0	23.9	KRV-F 102.3 Kernville	1.5/1.8/	9/	78
BLACK/URBAN						KMYX-F 103.9 Taft	1.3/2.7/	8/	113
BEAUTIFUL/EASY		32 (1)	32 (1)	6.2	7.2	KNZR 1560 Bakersfield	1.5/7.4/	13/	334
NEWS/TALK	61 (5)		61 (5)	11.8	8.1	KSUV-F 102.9 Bakersfield	0.8/2.9/	5/	133
NOSTALGIA						KTIE-F 107.1 Bakersfield	0.7/2.9/	4/	134
RELIGION/GOSPEL	8 (1)	8 (1)	16 (2)	3.1	2.4				
SPANISH	52 (3)	5 (1)	57 (4)	11.0	12.9	KBOS-F 94.9 Tulare	1.5/3.5/	40/	701
CLASSICAL		15 (1)	15 (1)	2.9	2.4	KFI 640 Los Angeles	0.7/2.8/	12/	210
JAZZ/NEW AGE					0.9	KFRE 940 Fresno	0.3/1.5/	17/	265
UNKNOWN/OTHERS		11 (2)	11 (2)	2.1	0.7	KLOS-F 95.5 Los Angeles	0.3/2.6/	17/	286
	163 (12)	353 (18)	516 (30)			KMJ 580 Fresno	1.0/2.1/	34/	445
						KNX 1070 Los Angeles	0.3/2.2/	3/	126
						KOST-F 103.5 Los Angeles	0.7/1.4/	6/	108
						KSEQ-F 97.1 Visalia	0.3/1.0/	19/	335

RADIO STATIONS

KAFY, 970, 1 KW/5 KW (DA-1), HISPANIC
 KERN, 1410, 1 KW, NEWS/TALK
 KGEO, 1230, 1 KW, OLDIES
 KCWR, 550, 5 KW (DA-2) -- SEE KUZZ-F
 KWAC, 1490, 1 KW, HISPANIC
 UPI, \$ 20.00 (Caballero)
 ABC TALKNT, \$ 20.00 (Christal) American General
 CBS UNISUP, \$ 16.00 (McGuilid)
 , \$ 28.00 (Lotus)
 KERN-F, 94.1, 5 KW @ 1310, OLDIES, \$ 24.00 (Christal) American General
 KGFH-F, 101.5, 5 KW @ 1280, EZ/BTFL, UNISUP, \$ 29.00 (McGuilid)
 KIWI-F, 92.1, 3 KW @ 164, CLASSICAL, \$ 21.00 (CMBS)
 KKBB-F, 97.7, 3 KW @ 328, CLASSIC AOR, \$ 30.00 (Eastman) (SHAFTER)
 KKXX-F, 105.3, 35 KW @ 584, CHR, \$ 34.00 (Banner) (DELANO)
 KLLY-F, 95.3, 2 KW @ 394, AC, APR, \$ 20.00 (HNWH) Buckley
 KRAB-F, 106.3, 2 KW @ 374, AOR, UNISUP, \$ 15.00 (Durpetti) (GREENACRES)
 KUZZ-F, 107.9, 6 KW @ 1358, COUNTRY, \$ 59.00 (Katz) Buck Owens
 KHIS-F, 96.5, 50 KW @ 500, RELIGION, \$ N/A (---)
 KTIE-F, 107.1, 3 KW @ 160, ??, \$ N/A (K & P)

Miscellaneous: KGEO/KGFH-F sold for \$1,750,000 (MVP)...

BALTIMORE

Arbitron Rank/Pop (12+): 19/2,014,800
 MSA Rank/Pop: 18/2,400,000
 ADI # 22
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 33/21
 Diaries: 2073/971:1/49.4%
 Sample Target: 1920
 % Below Line: 13.7
 % Not Listed: 13.0

1991 Revenue: \$59,800,000
 HH Inc.: \$36,013
 Retail \$: 17.7 Bil
 Pop per Station: 95,942
 #1 Biller: WBAL \$9,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F (B)	282/ 8.1	8.2	8.6	9.6	8.1	8.6	291/3376	3232/16.0	16.8	15.9	10.2	339	3946	WXYV-F
2. WBAL (N/T)	264/ 7.5	8.3	9.0	8.6	6.8	8.4	286/3918	3670/18.2	18.7	17.8	7.9	264	3485	WBAL
3. WPOC-F (C)	240/ 6.9	7.1	7.0	5.8	7.4	6.7	295/3610	2957/14.7	15.4	13.7	8.4	279	3286	WPOC-F
4. WMMX-F (AC)	220/ 6.3	5.1	6.0	5.1	6.6	5.6	229/3647	3421/17.0	14.9	17.7	3.9	129	2604	WMMX-F
5. WLIF-F (SAC)	213/ 6.1	6.6	6.6	7.6	8.0	6.7	226/3158	2978/14.8	15.8	16.2	4.4	148	1466	WLIF-F
6. WQSR-F (O)	195/ 5.6	5.9	5.7	4.5	5.7	5.4	214/3104	2786/13.8	13.9	14.2	4.2	141	1646	WQSR-F
7. WIYY-F (AOR)	191/ 5.5	6.8	7.8	7.3	6.8	6.9	231/3865	3330/16.5	16.7	15.3	6.1	202	3758	WIYY-F
8. WWIN-F (B)	149/ 4.3	3.0	4.1	3.3	3.3	3.7	149/1876	1876/ 9.3	9.5	7.6	2.7	91	1132	WWIN-F
9. WBSB-F (CHR)	148/ 4.2	5.6	4.0	5.0	5.0	4.7	159/3096	2723/13.5	14.0	15.5	3.7	122	2810	WBSB-F
10. WCBM (T)	125/ 3.6	3.2	2.9	3.6	3.2	3.3	127/1430	1379/ 6.8	5.8	5.6	3.7	123	1171	WCBM
11. WERQ-F (U/CHR)	116/ 3.3	0.9	1.2	1.2	1.6	1.6	122/2134	2008/10.0	5.1	5.9	3.1	102	1978	WERQ-F
12. WHFS-F (AOR)	99/ 2.8	2.7	3.2	2.3	2.7	2.8	104/1546	1416/ 7.0	8.2	7.0	4.7	157	2172	WHFS-F
13. WWDC-F (AOR)	90/ 2.6	1.8	1.4	2.1	1.3	2.0	100/1999	1731/ 8.6	7.1	6.6	1.5	51	1459	WWDC-F
14. WITH (BB)	85/ 2.4	2.4	2.1	2.7	2.3	2.4	87/1230	1211/ 6.0	3.7	5.4	1.4	48	477	WITH
15. WGRX-F (AOR)	68/ 1.9	1.6	2.5	2.0	2.6	2.0	103/2293	1671/ 8.3	8.8	8.9	2.1	71	1322	WGRX-F
16. WPGC-F (CHR)	65/ 1.9	2.8	1.5	2.1	2.8	2.1	80/1834	1579/ 7.8	7.0	7.1				WPGC-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 76.89% (2342 of 3046) (FAL 90: 75.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WQSR-F<	1 WQSR-F<	1 WBAL >	1 WBAL	1 WLIF-F	1 WXYV-F	1 WXYV-F>	1 WXYV-F
2 WERQ-F	2 WIYY-F	2 WMMX-F	2 WMMX-F<	2 WXYV-F<	2 WPOC-F	2 WXYV-F	2 WBAL <	2 WIYY-F<	2 WBAL	2 WBAL
3 WIYY-F>	3 WMMX-F	3 WQSR-F<	3 WXYV-F	3 WMMX-F	WLIF-F	3 WPOC-F	3 WMMX-F	3 WMMX-F<	3 WWIN-F	3 WCBM
4 WBSB-F	4 WHFS-F	4 WIYY-F	4 WPOC-F	4 WPOC-F	4 WQSR-F	4 WMMX-F>	4 WPOC-F	4 WPOC-F<	4 WCBM <	4 WPOC-F>>
5 WPGC-F	5 WBSB-F	5 WPOC-F	5 WWIN-F<	5 WWIN-F<	5 WMMX-F<	5 WLIF-F<	5 WXYV-F	5 WLIF-F	5 WIYY-F	5 WMMX-F
6	6 WPOC-F	6 WWIN-F<	6 WIYY-F	6 WIYY-F<	6 WCBM	6 WQSR-F	6 WQSR-F	6 WQSR-F	6 WERQ-F<	6 WIYY-F<
7	7 WWDC-F	7 WBSB-F	7	7 WLIF-F<	7	WIYY-F	7	WBAL	7 WQSR-F	7 WQSR-F<
8	8	8	8	8 WBAL	8	8	8	8	8	8 WBAL

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F	1 WXYV-F	1 WXYV-F	1 WMMX-F	1 WMMX-F	1 WXYV-F<	1 WIYY-F	1 WIYY-F<	1 WXYV-F<	1 WQSR-F
2 WMMX-F	2 WMMX-F>	2 WMMX-F>	2 WXYV-F>	2 WXYV-F	2 WIYY-F	2 WXYV-F	2 WHFS-F	2 WIYY-F	2 WXYV-F<
3 WBSB-F	3 WIYY-F	3 WIYY-F	3 WQSR-F	3 WPOC-F	3 WWDC-F>	3 WHFS-F	3 WXYV-F>	3 WQSR-F	3 WIYY-F<
4 WIYY-F	4 WBSB-F	4 WWIN-F<	4 WWIN-F	4 WQSR-F	4 WHFS-F>	4 WWDC-F>	4 WWDC-F<	4 WBAL	4 WBAL
5 WERQ-F	5 WWIN-F>	5 WPOC-F	5 WLIF-F<	5 WLIF-F	5 WHVY-F	5 WBSB-F<	5 WPOC-F	5 WHFS-F	5 WPOC-F
6 WWIN-F	6 WPOC-F	6 WQSR-F	6 WBSB-F<	6 WWIN-F	WERQ-F	6 WPOC-F	6 WBSB-F	6 WPOC-F	6 WWIN-F<
7 WLIF-F	7	7 WBSB-F	7 WPOC-F	7 WBSB-F	WBSB-F	7	7	7 WBAL	7 WHFS-F
								8	8 WWIN-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		378 (5)	378 (5)	12.4	12.2	WBGR	860 Baltimore	1.1/2.1/ 40/ 423		
ADR/CLASSIC	11 (1)	497 (5)	508 (6)	16.7	16.1	WCAO	600 Baltimore	1.1/4.0/ 44/ 901		
AC/OLDIES/SOFT ROCK		442 (4)	442 (4)	14.5	15.2	WBBB	1360 Baltimore	0.7/2.4/ 24/ 481		
MOR/VARIETY	12 (1)		12 (1)	0.4		WHVY-F	103.1 Grasonvl/Bltmor	1.4/3.1/ 54/ 706		
COUNTRY	40 (1)	259 (2)	299 (3)	9.8	8.7	WJFK	1300 Baltimore	0.3/1.8/ 11/ 358		
BLACK/URBAN	24 (1)	480 (3)	504 (4)	16.5	17.1	WRBS-F	95.1 Baltimore	1.0/2.8/ 37/ 603		
BEAUTIFUL/EASY		250 (2)	250 (2)	8.2	8.4	WTRR	1470 Westminster	0.4/0.8/ 15/ 169		
NEWS/TALK	422 (3)		422 (3)	13.9	14.8	WWIN	1400 Baltimore	1.6/4.8/ 55/ 967		
NOSTALGIA	85 (1)		85 (1)	2.8	2.0					
RELIGION/GOSPEL	95 (2)	36 (1)	131 (3)	4.3	4.2	WASH-F	97.1 Washington	0.5/2.7/ 23/ 662		
SPANISH						WAVA-F	105.1 Arlington/Wash	0.4/3.0/ 22/ 903		
CLASSICAL					0.5	WGAY-F	99.5 Washington	1.1/2.4/ 38/ 488		
JAZZ/NEW AGE						WHUR-F	96.3 Washington	1.4/5.3/ 50/ 1138		
UNKNOWN/OTHERS	15 (1)		15 (1)	0.5	0.9	WLTT-F	94.7 Bethesda/Washg	0.3/1.5/ 14/ 366		
						WMAL	630 Washington	0.3/1.4/ 14/ 367		
						WMZQ-F	98.7 Washington	0.5/1.8/ 21/ 476		
						WRQX-F	107.3 Washington	1.0/3.5/ 43/ 807		
						WTOP	1500 Washington	0.9/4.6/ 39/ 1111		
	704 (11)	2342 (22)	3046 (33)							

BALTIMORE

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	CBS, \$ 135.00 (HNWH)	Hearst
WBGR, 860, 2.5 KW/100 W (DA-1)	, GOSPEL/RELIGION	NBN, \$ 45.00 (Roslin)	Mortenson
WCAO, 600, 5 KW (DA-1)	, GOSPEL	NBC, \$ 52.00 (Mc-Guild)	Summit
WCBM, 680, 10 KW/5 KW (DA-2)	, TALK	ABC, \$ 48.00 (Katz)	
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN, \$ 33.00 (Roslin)	
WJTH, 1230, 1 KW	, NOSTALGIA	MBS, \$ 38.00 (---)	
WJIN, 1400, 1 KW	, GOSPEL	, \$ 32.00 (Durpetti)	
WERQ, 1010, 1 KW (DAYS)	, CHR	APR, \$ 30.00 (MMR)	United

FM STATIONS

WBSB, 104.3, 50 KW @ 420, AC	ABC, \$ 135.00 (Banner)	Scripps-Howard
WGRX, 100.7, 16 KW @ 861, CLASSIC AOR	ABC, \$ 55.00 (Durpetti)	Shamrock-Lynett (WESTMINSTER)
WIYY, 97.9, 13 KW @ 946, AOR	ABC, \$ 117.00 (HNWH)	Hearst
WLIF, 101.9, 13 KW @ 950, EZ/SOFT AC	, \$ 168.00 (Crystal)	Infinity
WPOC, 93.1, 16 KW @ 860, COUNTRY	, \$ 110.00 (Banner)	Nationwide
WQSR, 105.7, 50 KW @ 492, OLDIES	, \$ 102.00 (MMR)	Sconnix
WRBS, 95.1, 50 KW @ 500, RELIGION	, \$ 20.00 (---)	
WJIN, 95.9, 3 KW @ 300, URBAN/CHR	, \$ 60.00 (Durpetti)	
WMMX, 106.5, 7 KW @ 1217, AC	, \$ 170.00 (Katz)	Capitol-Goodman
WXYV, 102.7, 50 KW @ 437, BLACK	, \$ 138.00 (McGuild)	Summit
WERQ, 92.3, 10 KW @ 560, CHR	APR, \$ 66.00 (MMR)	United

OTHER RANKED STATIONS -- SEE WASHINGTON

Miscellaneous: WJIN AF sold for \$4,700,000.. WCAO from Country to Gospel (Nov)... WYST-F to WERQ and from AC to CHR (Nov)...
WBSB-F from CHR to AC (after Fall book)... WLIF AM changes to WJFK (Oct)...

BATON ROUGE

Arbitron Rank/Pop (12+): 84/423,800
 MSA Rank/Pop: 95/543,000
 ADI # 95
 Average Person Ratings: 15.4
 Market TSL: 20.50 hours

Stations: 20/14
 Diaries: 897/472:1/45.8%
 Sample Target: 930
 % Below Line: 9.6
 % Not Listed: 14.5

1991 Revenue: \$12,800,000
 MM Inc.: \$28,134
 Retail \$: 4.3 B11
 Pop per Station: 30,271
 #1 Biller: WYNK-AF \$3,600,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF (C)	115/17.7	16.1	15.7	13.4	17.5	15.7	230/2933	1351/31.9	29.4	27.0	18.5	119	1627	WYNK-AF
2. KQXL-F (B)	77/11.8	11.6	14.1	12.1	14.1	12.4	107/1318	893/21.1	19.5	21.5	15.3	102	924	KQXL-F
3. WXOK (B)	67/10.3	10.7	7.4	9.7	8.4	9.5	92/900	723/17.1	15.7	16.3	8.4	56	705	WXOK
4. WFHF-F (CHR)	50/7.7	9.3	10.4	12.1	8.1	9.9	60/1467	1007/23.8	24.0	25.3	9.4	63	1057	WFHF-F
5. WKJN-F (C)	38/5.8	4.6	5.1	4.1	5.0	4.9	54/1122	667/15.7	13.5	13.2	6.3	42	648	WKJN-F
6. WJBO (N/T)	35/5.4	6.5	5.2	5.1	5.5	5.6	37/716	618/14.6	12.3	15.4	5.2	35	568	WJBO
7. KRVE-F (AC)	33/5.1	2.2	1.7	1.4	3.1	2.6	38/527	466/11.0	3.8	5.5	3.9	26	378	KRVE-F
8. WGGZ-F (O)	30/4.6	5.0	7.0	5.3	4.8	5.5	72/1293	505/11.9	14.6	19.4	3.9	26	491	WGGZ-F
9. WCKW-F (CL AOR)	25/3.8	5.0	3.4	3.7	3.4	4.0	72/1099	441/10.4	11.3	10.0	5.1	34	577	WCKW-F
10. WTGE-F (AOR)	19/2.9	5.2	5.8	3.9	4.0	4.4	49/1080	553/13.0	16.8	12.8	4.8	32	488	WTGE-F
11. WNDC (G)	14/2.1	2.1	2.3	4.0	2.3	2.6	14/160	160/3.8	4.4	5.3	1.8	12	144	WNDC
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.88% (429 of 558) (FAL 90: 77.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFHF-F	1 KQXL-F	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 KQXL-F	1 WYNK-F
2 KQXL-F	2 WYNK-AF	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WXOK	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WXOK	2 WXOK
3 WYNK-AF	3 WXOK	3 WXOK	3 WXOK	3 WXOK	3 WJBO	3 WXOK	3 WXOK	3 WFHF-F	3 WYNK-AF	3 KQXL-F
4	4 WFHF-F	4 WFHF-F	4 WFHF-F	4 WGGZ-F	4 WGGZ-F	4 WFHF-F	4 WJBO	4 KRVE-F	4 KRVE-F	4
5	5 WCKW-F	5 KRVE-F	5 KRVE-F	5 WFHF-F	5 KQXL-F	5	5 WFHF-F	5 WKJN-F	5	5
6	6 KRVE-F	6	6 WGGZ-F	6 KRVE-F	6 WKJN-F	6	6 KRVE-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXOK	1 KQXL-F	1 KQXL-F	1 WYNK-AF	1 WYNK-AF	1 KQXL-F	1 KQXL-F	1 KQXL-F	1 WYNK-AF	1 WYNK-AF
2 WKJN-F	2 WXOK	2 WYNK-AF	2 WXOK	2 WXOK	2 WYNK-AF	2 WYNK-AF	2 WYNK-AF	2 KQXL-F	2 KQXL-F
3 WYNK-AF	3 WYNK-AF	3 WXOK	3 KQXL-F	3 KQXL-F	3 WYNK-AF	3 WYNK-AF	3 WYNK-AF	3 WYNK-AF	3 WYNK-AF
4 KQXL-F	4 KRVE-F	4 WFHF-F	4 KRVE-F	4 WGGZ-F	4 WYNK-AF	4 WYNK-AF	4 WYNK-AF	4 WFHF-F	4 WYNK-AF
5 KRVE-F	5 WFHF-F	5 KRVE-F	5 WFHF-F	5 WFHF-F	5 WFHF-F	5 WTGE-F	5	5 WJBO	5 WFHF-F
6 WFHF-F	6 WKJN-F	6	6 WKJN-F	6 KRVE-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		50 (1)	50 (1)	9.0	19.1	WLUX 1550 Baton Rouge	0.8/2.5/ 5/ 106		
AOR/CLASSIC		44 (2)	44 (2)	7.9	3.5	WQCK-F 92.7 Clinton	0.5/2.1/ 3/ 122		
AC/OLDIES/SOFT ROCK		86 (5)	86 (5)	15.4	14.6	WXLT-F 94.1 McComb	1.4/4.1/ 18/ 290		
MOR/VARIETY									
COUNTRY	1 (1)	152 (2)	153 (3)	27.4	21.4	KDEA-F 99.1 New Iberia	0.8/3.9/ 45/ 801		
BLACK/URBAN	67 (1)	89 (2)	156 (3)	28.0	23.1	KHOF-F 104.1 Houma	1.4/7.0/ 46/ 832		
BEAUTIFUL/EASY		5 (1)	5 (1)	0.9	6.1	KTDY-F 99.9 Lafayette	0.8/3.0/ 31/ 729		
NEWS/TALK	42 (2)		42 (2)	7.5	5.6	WQUE-F 93.3 New Orleans	1.8/4.9/ 43/ 629		
NOSTALGIA						WWL 870 New Orleans	1.1/5.0/ 50/ 822		
RELIGION/GOSPEL	19 (2)	3 (1)	22 (3)	3.9	5.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.7				
	129 (6)	429 (14)	558 (20)						

RADIO STATIONS

WJBO	, 1150,	5 KW (DA-1)	, Talk	CBS TALKNT, \$20.00 (HNWH)	Jenne
WLUX	, 1550,	5 KW (DAYS)	, Religion	, \$10.00 (---)	Swaggart
WNDC	, 910,	1 KW (DA-1)	, Gospel	, \$12.00 (Eastman)	
WTKL	, 1260,	1 KW (DAYS)	, EZ	NBC, \$13.00 (In House)	
WXOK	, 1460,	5 KW/1 KW (DA-3)	, Black	NBC, \$20.00 (Banner)	
KRVE-F	, 96.3,	3 KW @ 328	, AC	, \$15.00 (---)	(BRUSLY)
KQXL-F	, 106.5,	50 KW @ 484	, Black	SBN ABC, \$25.00 (Banner)	(NEW ROADS)
WFHF-F	, 102.5,	100 KW @ 1250	, CHR	UNIPWR, \$46.00 (HNWH)	Jenne
WGGZ-F	, 98.1,	100 KW @ 1500	, Oldies	CBS, ABC, \$39.00 (Kat2)	
WKJN-F	, 103.3,	100 KW @ 1003	, Country	HBS, \$44.00 (Christal)	(HAMMOND)
WTGE-F	, 100.7,	100 KW @ 690	, AOR	ABC, \$32.00 (Eastman)	
WXLT-F	, 94.1,	100 KW @ 983	, Soft AC	, \$14.00 (Christal)	(McCOMB, MS)
WYNK-F	, 101.5,	100 KW @ 1500	, Country	ABC, \$64.00 (Kat2)	Narragansett

BINGHAMTON

Arbitron Rank/Pop (12+): 147/219,900
 MSA Rank/Pop: 169/264,000
 ADI # 133
 Average Person Ratings: 15.8
 Market TSL: 20.75 hours

Stations: 12/10
 Diaries: 782/281:1/60.4%
 Sample Target: 770
 % Below Line: 1.7
 % Not Listed: 14.4

1991 Revenue: \$6,700,000
 HH Inc.: \$33,274
 Retail \$: 2.1 Btl
 Pop per Station: 21,990
 #1 Biller: WAAL-F \$1,550,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WHWK-F (C)	71/20.4	14.0	15.1	14.7	----	----	140/1220	655/29.8	25.9	24.2	14.5	49	639
2. WAAL-F (CHR)	55/15.8	16.5	18.6	22.6	----	----	110/1313	718/32.7	37.2	40.4	20.9	71	876
3. WKGB-F (CL AOR)	38/10.9	9.3	8.0	6.3	----	----	57/537	370/16.8	18.9	14.6	13.3	45	453
4. WMBF (FS)	37/10.6	14.8	10.3	14.9	----	----	46/570	477/21.7	24.8	18.6	12.7	43	610
5. WMXW-F (AC)	29/ 8.3	7.1	5.1	5.7	----	----	30/459	435/19.8	18.4	14.3	6.2	21	310
6. WMRV-F (AC)	23/ 6.6	7.1	9.4	9.2	----	----	29/615	465/21.1	22.0	24.9	7.4	25	482
WINR (BB)	23/ 6.6	5.2	5.7	4.1	----	----	28/363	306/13.9	12.0	9.0	3.5	12	231
8. WQXT-F (D)	9/ 2.6	4.7	4.0	3.5	----	----	12/313	250/11.4	13.3	13.2	3.5	12	261
9. WMRV (O)	5/ 1.4	1.9	2.9	1.4	----	----	6/159	143/ 6.5	7.3	7.6	0.9	3	85
10.													

12+ FM SHARE (METRO): 77.52% (231 of 298) (FAL 90: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WAAL-F>>	1 WKGB-F<	1 WHWK-F<	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WHWK-F>	1 WAAL-F>	1 WHWK-F
2	2 WAAL-F	2 WAAL-F	2 WKGB-F	2 WKGB-F	2 WMBF >	2 WAAL-F	2 WAAL-F	2 WAAL-F>	2 WHWK-F	2 WKGB-F>
3	3 WHWK-F>	3 WKGB-F>	WAAL-F	WAAL-F	3 WINR	3 WMBF >	3 WMBF	3 WKGB-F	3 WKGB-F>	3 WMBF
4	4 WMRV-F	4 WMXW-F	4 WMXW-F	4 WMXW-F>	4 WMXW-F	4 WKGB-F	4 WKGB-F	4 WMXW-F>	4 WMBF	4
5	5 WMXW-F	5 WMRV-F	5 WMRV-F	5 WMRV-F	5 WAAL-F	5 WMXW-F	5 WMXW-F	5 WMBF	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAL-F>>	1 WAAL-F	1 WHWK-F	1 WHWK-F<	1 WHWK-F	1 WAAL-F	1 WKGB-F	1 WKGB-F>>	1 WKGB-F	1 WHWK-F
2 WKGB-F	2 WHWK-F	2 WMRV-F	2 WAAL-F	2 WMXW-F	2 WKGB-F>>	2 WAAL-F>	2 WHWK-F	2 WHWK-F	2 WKGB-F>
WHWK-F>	3 WKGB-F	WKGB-F	3 WMXW-F	3 WAAL-F	3 WHWK-F>>	3 WHWK-F	WAAL-F	WAAL-F	3 WAAL-F>>
4 WMXW-F	4 WMRV-F	WAAL-F	4 WMRV-F>	4 WMRV-F>	4 WMXW-F	4	4	4	4 WMBF
WMRV-F	5 WMXW-F	5 WMXW-F	5 WKGB-F	5 WKGB-F	5	5	5	5	5
6	6	6	6	6 WMBF	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		55 (1)	55 (1)	18.5	22.7	WBK 1360 Binghamton	0.6/3.5/ 2/ 87
AOR/CLASSIC		41 (2)	41 (2)	13.8	9.8		
AC/OLDIES/SOFT ROCK	5 (1)	61 (3)	66 (4)	22.1	28.3	WNYP-F 99.9 Cortland	0.9/3.2/ 8/ 254
MOR/VARIETY	37 (1)		37 (1)	12.4	12.6	WQNY-F 103.7 Ithaca	0.9/3.5/ 10/ 202
COUNTRY		71 (1)	71 (1)	23.8	18.5		
BLACK/URBAN							
BEAUTIFUL/EASY							
NEWS/TALK	2 (1)		2 (1)	0.7			
NOSTALGIA	23 (1)		23 (1)	7.7	7.0		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		3 (1)	3 (1)	1.0	1.0		
	67 (4)	231 (8)	298 (12)				

RADIO STATIONS

WMRV, 1430, 5 KW (DA-N), OLDIES, ABC, \$ 12.00 (Banner), Command
 WINR, 680, 1 KW/500 W (DA-2), NOSTALGIA, CBS, \$ 14.00 (Roslin), Stoner
 WMBF, 1290, 5 KW (DA-N), MOR/FULL SER., NBC, \$ 25.00 (Katz), Stoner
 WAAL-F, 99.1, 7 KW @ 1090, CHR, ABC, \$ 37.00 (Durpetti), Regional
 WHWK-F, 98.1, 10 KW @ 950, COUNTRY, \$ 33.00 (Katz), Stoner
 WKGB-F, 92.5, 6 KW @ 531, AOR, SOURCE, \$ 17.00 (HNWH), (SUSQUEHANNA, PA)
 WMRV-F, 105.7, 35 KW @ 570, AC, UNIPWR, \$ 30.00 (Banner), Command
 WMXW-F, 103.3, .4 KW @ 850, SOFT AC, \$ 15.00 (---), (VESTAL)
 WQXT-F, 101.7, 1 KW @ 558, OLDIES, \$ 12.00 (Torbet), (OWEGO)

Miscellaneous: WENE to WMRV-AM (Oct) ...

BIRMINGHAM

Arbitron Rank/Pop (12+): 53/757,300
 MSA Rank/Pop: 59/942,000
 ADI # 50
 Average Person Ratings: 15.4
 Market TSL: 20.50 hours

Stations: 25/18
 Diaries: 1178/643:1/46.6%
 Sample Target: 1210
 % Below Line: 6.2
 % Not Listed: 9.8

1991 Revenue: \$24,100,000
 HM Inc.: \$27,025
 Retail \$: 7.0 B11
 Pop per Station: 42,072
 #1 Biller: WZZK-AF \$5,700,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	187/15.9	15.4	18.2	16.9	17.0	16.6	305/4069	2404/31.7	30.4	31.7	18.9	209	2576	WZZK-AF
2. WZRR-F (AOR)	112/ 9.6	10.7	8.9	7.4	9.4	9.1	132/1800	1506/19.9	16.2	19.2	10.8	130	1596	WZRR-F
3. WENN-F (B)	111/ 9.5	9.5	9.7	11.7	10.6	10.1	153/1746	1181/15.6	16.1	18.4	15.8	191	1674	WENN-F
4. WMJJ-F (AC)	105/ 9.0	9.0	8.8	8.6	9.6	8.9	124/1888	1520/20.1	20.3	18.0	7.2	87	1258	WMJJ-F
5. WAPI-F (CHR)	98/ 8.4	9.2	5.8	8.1	7.7	7.9	132/2299	1647/21.7	17.1	19.4	10.2	123	1738	WAPI-F
6. WERC (N/T)	85/ 7.3	6.0	5.8	8.9	5.4	7.0	88/1242	1168/15.4	14.2	11.2	5.3	64	730	WERC
7. WAPI (BB)	54/ 4.6	4.8	3.9	3.4	4.8	4.2	54/880	805/10.6	10.1	11.3	2.9	35	742	WAPI
8. WATV (B)	53/ 4.5	4.9	5.0	4.7	4.9	4.8	53/569	569/ 7.5	9.6	9.8	2.6	32	519	WATV
9. WAGG (G)	38/ 3.2	3.9	2.9	2.5	3.0	3.1	40/417	410/ 5.4	5.8	5.2	1.6	19	286	WAGG
10. WDJC-F (REL)	37/ 3.2	2.9	2.2	2.4	2.8	2.7	57/1206	690/ 9.1	8.3	7.6	3.0	36	762	WDJC-F
11. WIKX-F (C)	35/ 3.0	3.7	5.7	5.1	4.9	4.4	56/772	508/ 6.7	15.8	15.1	1.6	19	566	WIKX-F
12. WTUG-F (B)	30/ 2.6	3.3	2.0	---	---	2.0	70/823	442/ 5.8	3.3	0.0	3.5	42	695	WTUG-F
13. WJLD (B)	21/ 1.8	2.2	3.3	2.2	3.2	2.4	22/490	455/ 6.0	8.0	8.0	2.2	27	485	WJLD
14. WVOK (O)	18/ 1.5	1.1	1.8	1.6	1.4	1.5	25/762	553/ 7.3	7.0	8.6	1.4	17	376	WVOK

12+ FM SHARE (METRO): 71.94% (759 of 1055) (FAL 90: 73.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHO	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZRR-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WENN-F	1 WZZK-F
2 WENN-F	2 WZZK-AF	2 WZZK-AF	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WERC	2 WMJJ-F	2 WZRR-F	2 WZZK-AF	2 WZRR-F
3	3 WAPI-F	3 WMJJ-F	3 WZRR-F	3 WZRR-F	3 WMJJ-F	3 WMJJ-F	3 WZRR-F	3 WMJJ-F	3 WZRR-F	3 WAPI-F
4	4 WMJJ-F	4 WENN-F	4 WENN-F	4 WENN-F	4 WAPI	4 WENN-F	4 WENN-F	4 WENN-F	4 WAPI-F	4 WZRR-F
5	5 WENN-F	5 WAPI-F	5 WAPI-F	5 WAPI-F	5 WENN-F	5 WAPI-F	5 WERC	5 WAPI-F	5 WDJC-F	5 WMJJ-F
6	6	6	6 WERC	6 WERC	6 WATV	6 WZRR-F	6 WAPI-F	6 WAPI	6	6 WENN-F
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPI-F	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF	1 WZZK-AF		1 WZRR-F	1 WZRR-F	1 WZRR-F	1 WZRR-F	1 WZRR-F
2 WZZK-AF	2 WMJJ-F	WMJJ-F	2 WMJJ-F	2 WMJJ-F		2 WENN-F	2 WENN-F	2 WZZK-AF	2 WZZK-AF	2 WZZK-AF
3 WZRR-F	3 WZRR-F	3 WZRR-F	3 WENN-F	3 WENN-F		3 WAPI-F	3 WZZK-AF	3 WENN-F	3 WZRR-F	3 WMJJ-F
4 WMJJ-F	4 WZRR-F	WENN-F	4 WAPI-F	4 WAPI-F		4 WZBQ-F	4 WAPI-F	4 WMJJ-F	4 WERC	4 WERC
5 WENN-F	5 WENN-F	5 WAPI-F	5 WZRR-F	5 WZRR-F		5 WZZK-AF	5 WMJJ-F	5 WAPI-F	5 WENN-F	5 WENN-F
6	6	6	6	6 WATV		6 WMJJ-F	6	6 WERC	6 WAPI-F	6 WAPI-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		119 (3)	119 (3)	11.3	19.1	WARF 1240 Jasper	0.3/1.0/ 3/ 75
AOR/CLASSIC		112 (1)	112 (1)	10.6	8.4	WAYE 1220 Birmingham	1.1/2.1/ 13/ 180
AC/OLDIES/SOFT ROCK	18 (1)	111 (2)	129 (3)	12.2	11.5	WFFN-F 95.3 Cordova	0.5/1.5/ 7/ 154
MOR/VARIETY						WKLD-F 97.7 Oneonta	0.5/1.6/ 6/ 175
COUNTRY	11 (1)	217 (3)	228 (4)	21.6	18.9		
BLACK/URBAN	74 (2)	141 (2)	215 (4)	20.4	21.3	WHMA-F 100.5 Anniston/Gadsdn	0.5/1.3/ 51/ 787
BEAUTIFUL/EASY		6 (1)	6 (1)	0.6	1.0	WQEN-F 103.7 Gadsden/Annistn	0.5/2.4/ 40/ 943
NEWS/TALK	85 (1)		85 (1)	8.1	6.6	WQSB-F 105.1 Albertville	0.5/1.2/ 67/ 769
NOSTALGIA	54 (1)		54 (1)	5.1	3.8	WRSB-F 96.9 Decatur/Hntsvle	0.5/2.3/ 38/ 615
RELIGION/GOSPEL	51 (2)	37 (1)	88 (3)	8.3	8.9	WTXT-F 98.1 Fayette	0.3/0.9/ 50/ 580
SPANISH						WZBQ-F 102.5 Jasper	1.3/7.0/ 61/1091
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	3 (1)	16 (3)	19 (4)	1.8	0.4		
	296 (9)	759 (16)	1055 (25)				

RADIO STATIONS

WAGG	1320,	5 KW (DAYS)	Gospel	SBN, \$ 30.00	(HNWH)	
WAPI	1070,	50 KW/5 KW (DA-N),	Nostalgia	NBC, \$ 27.00	(Christal)	Dittman
WATV	900,	1 KW	Black	ABC, \$ 30.00	(Banner)	
WAYE	1220,	1 KW (DAYS)	Gospel	UNIULT, \$ 15.00	(---)	Willis
WERC	960,	5 KW (DA-N)	News/Talk	ABC, \$ 42.00	(Banner)	Sun Group
WJLD	1400,	1 KW	Black	SMN,MBS, \$ 21.00	(K & P)	
WVOK	690,	50 KW/30 W	Country	CBS, \$ 19.00	(Eastman)	Dick
WZZK	610,	5 KW/1 KW(DA-N),	--- See WZZK-F			
WAPI-F,	94.5,	100 KW @ 1214	CHR	ABC, \$ 74.00	(Christal)	Dittman
WDJC-F,	93.7,	100 KW @ 1007	Religion		(Crawford)	Crawford
WENN-F,	107.7,	100 KW @ 1037	Black	SBN, \$ 55.00	(HNWH)	
WIKX-F,	106.9,	100 KW @ 1150	Country	ABC, \$ 40.00	(Mc-Guild)	Sun Group
WMJJ-F,	96.5,	100 KW @ 1026	AC	CBS, \$109.00	(Banner)	
WZRR-F,	99.5,	100 KW @ 870	Classic AOR		(Eastman)	Dick
WZZK-F,	104.7,	100 KW @ 1300	Country		(Katz)	NewCity

Miscellaneous: WBMH-F changes to WIKX-F (Dec)...

BOISE

Arbitron Rank/Pop (12+): 140/241,000
 MSA Rank/Pop: 202/302,000
 ADI # 142
 Average Person Ratings: 15.1
 Market TSL: 20.25 hours

Stations: 17/16
 Diaries: 686/351:1/55.8%
 Sample Target: 690
 % Below Line: 0.5
 % Not Listed: 11.3

1991 Revenue: \$8,700,000
 HH Inc.: \$29,101
 Retail \$: 2.1 Bill
 Pop per Station: 15,062
 #1 Biller: KCIX-F \$2,300,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. KQFC-F (C)	53/14.6	9.7	12.0	9.4	----	----	67/734	519/21.5	17.9	19.4	14.3	58	619
2. KFXD-F (CHR)	34/ 9.3	10.0	9.9	9.9	----	----	44/670	528/21.9	20.4	23.1	16.0	65	632
3. KCIX-F (AC)	32/ 8.8	13.4	14.0	12.2	----	----	43/577	482/20.0	22.9	20.6	7.4	30	400
4. KBOI (FS)	31/ 8.5	6.6	6.1	6.9	----	----	53/942	551/22.9	17.1	16.6	8.1	33	459
5. KJOT-F (AOR)	30/ 8.2	8.9	9.4	6.9	----	----	41/539	403/16.7	16.1	17.2	12.1	49	568
6. KIZN-F (C)	24/ 6.6	5.0	5.0	4.3	----	----	35/584	357/14.8	12.7	9.2	6.4	26	342
7. KIDO (N/T)	23/ 6.3	5.3	7.6	5.1	----	----	37/475	362/15.0	14.8	12.2	4.4	18	322
8. KHEZ-F (EZ)	21/ 5.8	5.3	4.1	6.6	----	----	29/397	273/11.3	12.2	9.7	2.5	10	193
9. KLTB-F (O)	20/ 5.5	7.6	2.9	6.3	----	----	28/528	385/16.0	17.2	12.3	5.7	23	344
10. KGEM (BB)	15/ 4.1	3.2	3.5	3.3	----	----	15/202	172/ 7.1	6.2	6.2	1.5	6	126
11. KZMG-F (CHR)	12/ 3.3	2.4	2.3	3.8	----	----	17/431	318/13.1	10.0	11.5	2.5	10	265
12. KLCI-F (AOR)	12/ 3.3	3.7	3.8	5.6	----	----	13/299	241/10.0	11.8	11.0	3.4	14	228
13. KBXL-F (SAC)	8/ 2.2	1.6	2.3	2.8	----	----	12/181	125/ 5.2	6.8	6.0	2.2	9	119
14.													
15.													

12+ FM SHARE (METRO): 77.40% (250 of 323) (FAL 90: 79.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFXD-F>>	1 KJOT-F	1 KQFC-F	1 KQFC-F	1 KQFC-F>	1 KQFC-F>	1 KQFC-F<	1 KQFC-F	1 KQFC-F>	1 KFXD-F>	1 KQFC-F
2	2 KQFC-F	2 KCIX-F	2 KCIX-F>	2 KCIX-F	2 KBOI	2 KBOI	2 KCIX-F>	2 KJOT-F	2 KIZN-F	KJOT-F
3	3 KCIX-F	3 KJOT-F	3 KJOT-F	3 KBOI	3 KHEZ-F	3 KCIX-F	3 KJOT-F	KFXD-F	3 KQFC-F>	KFXD-F
4	4 KFXD-F	4 KBOI	4 KBOI	4 KJOT-F	4 KIDO	4 KFXD-F	4 KBOI	4 KCIX-F<	4 KIDO	4
5	5	5 KLTB-F	5 KLTB-F	5 KLTB-F	5 KIZN-F	5 KJOT-F	5 KIZN-F	5 KLTB-F	5 KLTB-F	5
6	6	KFXD-F	6	6	KGEM	6 KIDO	KHEZ-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJOT-F	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>	1 KCIX-F	1 KFXD-F	1 KJOT-F>	1 KJOT-F>>	1 KJOT-F<	1 KQFC-F<
KFXD-F>	2 KQFC-F	2 KQFC-F>	2 KQFC-F>	2 KQFC-F>	2 KQFC-F	2 KQFC-F	2 KQFC-F>	2 KQFC-F>	2 KJOT-F
3 KCIX-F>	3 KJOT-F	3 KZMG-F	3 KFXD-F	3 KLTB-F	KJOT-F>	3 KFXD-F>	3 KZMG-F	3 KBOI >	3 KBOI >
4 KQFC-F	KFXD-F	KLTB-F	4 KLTB-F	4 KFXD-F	4 KIZN-F>	4 KBOI	KBOI	4 KLTB-F	4 KLTB-F
KIZN-F	5	KJOT-F	5 KBOI	KBOI	5 KLCI-F	5	5	5 KFXD-F	KIDO
KBOI	6	KFXD-F	6	6	KBOI	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		46 (2)	46 (2)	14.2	11.5	KANR 1340 Nampa/Boise	0.5/4.3/ 3/ 127
AOR/CLASSIC		42 (2)	42 (2)	13.0	15.3	KBGN 1060 Caldwell/Boise	0.5/3.0/ 2/ 83
AC/DLIDIES/SOFT ROCK		52 (2)	52 (2)	16.1	23.1	KCID-F 107.1 Caldwell/Nampa	0.5/2.0/ 2/ 62
MOR/VARIETY	31 (1)		31 (1)	9.6	7.1		
COUNTRY		77 (2)	77 (2)	23.8	19.7	KJHY-F 101.7 Emmet/Boise	0.5/2.9/ 2/ 71
BLACK/URBAN							
BEAUTIFUL/EASY		29 (2)	29 (2)	9.0	7.5		
NEWS/TALK	25 (2)		25 (2)	7.7	8.8		
NOSTALGIA	15 (1)		15 (1)	4.6	4.1		
RELIGION/GOSPEL	2 (1)		2 (1)	0.6			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		4 (2)	4 (2)	1.2	3.1		
	73 (5)	250 (12)	323 (17)				

RADIO STATIONS

KBOI, 670, 50 KW (DA-N), MOR/FULL SER. MBS,ABC, \$ 23.00 (Katz) Pacific NW
 KGEM, 1140, 10 KW (DA-2), NOSTALGIA UNISUP UNIULT, \$ 13.00 (MHR)
 KIDO, 630, 5 KW (DA-2), NEWS/TALK NBC, \$ 16.00 (Christal) Sundance
 KBXL-F, 94.1, 40 KW @ 2574, EZ, \$ 12.00 (---) (CALDWELL)
 KCIX-F, 105.9, 49 KW @ 2700, AC, APR, \$ 42.00 (McGuilid)
 KFXD-F, 94.9, 49 KW @ 2694, CHR, \$ 23.00 (Roslin)
 KHEZ-F, 103.3, 54 KW @ 2588, EZ, NBC, \$ 14.00 (Eastman) John Price (CALDWELL)
 KIZN-F, 92.3, 44 KW @ 2500, COUNTRY, ABC, \$ 15.00 (Durpett1) Pacific Telecom
 KJOT-F, 105.1, 53 KW @ 2588, AOR, ABC, \$ 22.00 (MHR)
 KLCI-F, 96.9, 44 KW @ 2520, AOR, UNIULT UNISUP, \$ 15.00 (K & P) (NAMPA)
 KLTB-F, 104.3, 52 KW @ 2579, OLDIES, \$ 21.00 (Christal) Sundance
 KQFC-F, 97.9, 47 KW @ 2500, COUNTRY, ABC, \$ 24.00 (Katz) Pacific NW
 KZMG-F, 93.1, 50 KW @ 2600, AC, \$ 15.00 (Durpett1) (NEW PLYMOUTH)

Miscellaneous: KHEZ-F from John Price to Citadel for \$1,000,000 (e)...KUCL donated to Boise State Univ...

BOSTON

Arbitron Rank/Pop (12+): 9/3,223,800

Stations: 37/33
 Diaries: 2388/1350:1/47.1%
 Sample Target: 2410
 % Below Line: 2.2
 % Not Listed: 12.0

1991 Revenue: \$113,000,000
 MH Inc.: \$35,763
 Retail \$: 32.6 Bl
 Pop per Station: 97,690
 #1 Biller: WRKO \$15,200,000

MSA Rank/Pop: 10/3,740,000
 ADI # 6
 Average Person Ratings: 18.4
 Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WBZ (T)	445/ 7.5	5.5	5.4	6.5	5.3	6.2	578/9620	7051/21.9	14.8	15.0	7.0	373	4741	WBZ
2. WRKO (T)	380/ 6.4	8.3	7.3	7.0	7.9	7.3	468/6442	5178/16.1	17.8	15.8	5.1	271	3343	WRKO
3. WXKS-F (CHR)	323/ 5.5	5.0	5.8	6.7	5.7	5.8	374/7757	6116/19.0	19.4	18.3	6.7	357	6233	WXKS-F
4. WMJX-AF (AC)	320/ 5.4	3.5	3.8	4.6	4.9	4.3	344/6001	5155/16.0	13.7	15.1	3.8	201	3240	WMJX-AF
5. WZOU-F (CHR)	315/ 5.3	7.1	6.8	6.9	7.2	6.5	436/8976	6244/19.4	20.2	20.8	8.3	444	6595	WZOU-F
6. WBCN-F (AOR)	312/ 5.3	5.6	5.9	4.7	5.2	5.4	421/7037	5137/15.9	15.8	14.6	6.7	358	4852	WBCN-F
7. WSSH-F (SAC)	268/ 4.5	4.8	5.1	4.4	4.1	4.7	369/5431	3821/11.9	13.7	12.1	3.1	165	2397	WSSH-F
8. WBMX-F (AC)	266/ 4.5	4.0	3.4	2.5	2.5	3.6	349/6011	4469/13.9	11.8	9.4	4.8	257	4105	WBMX-F
9. WODS-F (O)	250/ 4.2	4.7	4.2	4.2	5.8	4.3	365/6227	4045/12.5	14.5	12.6	3.8	201	2912	WODS-F
10. WHDH (T)	231/ 3.9	3.9	4.6	4.2	4.0	4.2	262/4609	3896/12.1	13.2	13.1	3.7	199	3093	WHDH
11. WZLX-F (CL AOR)	214/ 3.6	4.2	3.9	3.4	3.1	3.8	288/5766	4185/13.0	12.5	10.4	4.7	251	3781	WZLX-F
12. WPLM-AF (BB)	201/ 3.4	2.0	2.2	2.2	1.7	2.5	333/3719	2021/ 6.3	5.5	4.4	1.7	80	1639	WPLM-AF
13. WVBF-F (AC)	178/ 3.0	4.1	3.9	3.0	2.4	3.5	235/3995	2960/ 9.2	9.7	8.1	4.5	242	2738	WVBF-F
14. WEEI (SP/T)	163/ 2.8	2.7	4.1	5.9	4.0	3.9	187/4030	3238/10.0	16.1	14.1	2.8	147	3303	WEEI
15. WCRB-F (CL)	149/ 2.5	2.7	1.9	2.1	2.1	2.3	197/3312	2309/ 7.2	6.1	7.0	2.4	126	1925	WCRB-F
16. WBOS-F (AOR)	144/ 2.4	2.2	1.8	2.0	1.7	2.1	198/3223	2356/ 7.3	6.5	6.5	2.1	111	1883	WBOS-F
17. WCDJ-F (J/NA)	137/ 2.3	1.6	2.0	2.0	2.9	2.0	188/2924	2196/ 6.8	5.7	8.4	2.1	111	1816	WCDJ-F
18. WAAF-F (AOR)	112/ 1.9	2.7	2.2	1.6	2.0	2.1	287/4689	2189/ 6.8	7.6	7.4	3.8	200	2837	WAAF-F
19. WFNX-F (AOR)	111/ 1.9	1.3	1.9	1.7	1.5	1.7	123/2111	1858/ 5.8	5.9	5.9	1.7	90	1841	WFNX-F
20. WXKS (BB)	109/ 1.8	2.5	2.8	2.0	1.9	2.3	111/1670	1654/ 5.1	5.5	3.8	1.0	55	997	WXKS
21. WCGY-F (AOR)	101/ 1.7	1.7	1.4	1.3	1.4	1.5	150/2988	2053/ 6.4	5.5	4.8				WCGY-F
22. WILD (B)	86/ 1.5	1.2	1.5	1.7	2.0	1.5	88/799	774/ 2.4	2.9	3.1	1.2	63	871	WILD
23.														
24.														
25.														

12+ FM SHARE (METRO): 69.02% (3595 of 5209) (FAL 90: 70.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F >>	1 WXKS-F <	1 WBCN-F	1 WBCN-F	1 WMJX-AF <	1 WBZ	1 WBZ >	1 WRKO	1 WRKO	1 WBZ	1 WBZ >>
2 WXKS-F	2 WBCN-F	2 WXKS-F	2 WMJX-AF <	2 WBCN-F	2 WRKO >	2 WRKO	2 WMJX-AF <	2 WZOU-F	2 WZOU-F	2 WHDH >>
3	3 WZLX-F <	3 WMJX-AF	3 WODS-F	3 WODS-F	3 WHDH <	3 WXKS-F	3 WSSH-F	3 WSSH-F	3 WHDH <	3 WRKO >>
4	4 WMJX-AF	4 WBMX-F	4 WBMX-F <	4 WBZ <	4 WPLM-AF <	4 WBCN-F	4 WBCN-F	4 WBCN-F	4 WMJX-AF >	4 WMJX-F >>
5	5 WZOU-F	5 WZLX-F <	5 WXKS-F	5 WSSH-F	5 WSSH-F	5 WBMX-F	5 WBMX-F	5 WMJX-AF	5 WXKS-F	5 WBMX-F
6	6 WBMX-F	6 WODS-F <	6 WSSH-F	6 WBMX-F <	6 WODS-F	6 WZOU-F	6 WZOU-F	6 WSSH-F <	6 WRKO	6 WZOU-F <
7	7 WBOS-F	7 WZOU-F	7 WBZ	7 WXKS-F	7 WMJX-AF	7 WVBF-F	7 WODS-F <	7 WODS-F <	7 WODS-F	7 WZLX-F
8	8 WFNX-F	8 WSSH-F	8 WZLX-F	8 WVBF-F	8	8 WHDH	8 WBZ <	8 WEEI	8 WEEI	8 WVBF-F
9	9	9	9 WBOS-F	9 WRKO	9	9	9	9	9	9 WCCM
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F >	1 WXKS-F	1 WMJX-AF	1 WMJX-AF	1 WMJX-AF >	1 WBCN-F	1 WBCN-F >	1 WBCN-F >	1 WBCN-F >	1 WBCN-F
2 WBMX-F	2 WMJX-AF	2 WXKS-F	2 WXKS-F	2 WBMX-F <	2 WZLX-F	2 WXKS-F	2 WZLX-F	2 WZLX-F	2 WODS-F
3 WMJX-AF	3 WBMX-F	3 WBCN-F	3 WBMX-F	3 WSSH-F	3 WZOU-F	3 WXKS	3 WXKS-F	3 WODS-F	3 WEEI
4 WZLX-F <	4 WZOU-F	4 WBOS-F	4 WZOU-F <	4 WBZ	4 WAAF-F	4 WZLX-F	4 WFNX-F	4 WEEI	4 WRKO
5 WZOU-F >	5 WBCN-F <	5 WBMX-F	5 WSSH-F	5 WXKS-F	5 WCGY-F	5 WCGY-F	5 WMJX-AF <	5 WXKS-F	5 WZLX-F
6 WFNX-F	6 WZLX-F	6 WZOU-F	6 WVBF-F	6 WVBF-F	6 WXKS-F	6 WAAF-F	6 WBOS-F	6 WZOU-F	6 WBZ
7 WSSH-F	7 WBOS-F	7 WVBF-F	7 WBCN-F	7 WODS-F <	7	7 WFNX-F <	7 WEEI	7 WBZ	7 WXKS-F
8 WAAF-F	8 WFNX-F	8 WFNX-F	8	8 WZOU-F	8	8 WMJX-AF	8 WCGY-F	8 WBMX-F	8 WSSH-F
9	9	9	9	9 WBCN-F	9	9	9	9 WRKO	9

BOSTON

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		638 (2)	638 (2)	12.2	16.2	WBOQ-F 104.9 Gloucester	0.3/1.2/ 21/ 437		
AOR/CLASSIC		1021 (7)	1021 (7)	19.6	18.2	WCAP 980 Lowell	0.3/1.0/ 19/ 339		
AC/OLDIES/SOFT ROCK	47 (2)	1067 (6)	1114 (8)	21.4	25.1	WCAV-F 97.7 Brockton	0.5/1.4/ 36/ 560		
MOR/VARIETY	25 (1)		25 (1)	0.5	6.2	WCCM 800 Lawrence	0.4/0.8/ 26/ 310		
COUNTRY		102 (3)	102 (3)	2.0	2.0	WESX 1230 Salem	0.7/1.6/ 41/ 510		
BLACK/URBAN	86 (1)		86 (1)	1.7	2.4	WEZE 1260 Boston	0.5/1.6/ 29/ 549		
BEAUTIFUL/EASY		268 (1)	268 (1)	5.1	4.6	WJDA 1300 Quincy	0.4/1.0/ 27/ 347		
NEWS/TALK	1099 (5)		1099 (5)	21.1	16.2	WLYT-F 92.5 Haverhill/Bstn	0.5/2.3/ 49/1173		
NOSTALGIA	115 (2)	195 (1)	310 (3)	6.0	3.8	WROL 950 Boston	0.9/2.8/ 55/ 999		
RELIGION/GOSPEL	79 (2)		79 (2)	1.5	0.5				
SPANISH	163 (1)		163 (1)	3.1		WCTK-F 98.1 New Bedford	0.6/1.4/123/1861		
CLASSICAL		167 (2)	167 (2)	3.2	2.8	WMJY-F 94.1 Providence	0.5/2.2/218/3382		
JAZZ/NEW AGE		137 (1)	137 (1)	2.6		WOKQ-F 97.5 Dover/Portsmouth	0.7/1.7/175/2082		
UNKNOWN/OTHERS					2.0	WXLO-F 104.5 Fitchburg	0.6/2.4/133/2297		
	1614 (14)	3595 (23)	5209 (37)						

RADIO STATIONS

AM STATIONS

WBZ , 1030, 50 KW (DA-1)	, TALK	ABC, \$ 220.00 (Group W)	
WEEI, 590, 5 KW (DA-1)	, SPORTS	ABC,CNN, \$ 138.00 (N/A)	
WHDH, 850, 50 KW (DA-2)	, TALK	NBC TALKNT, \$ 130.00 (Banner)	
WILD, 1090, 5 KW (DAYS)	, BLACK	SBN, \$ 40.00 (Roslin)	
WKMU, 1510, 50 KW (DA-2)	, COUNTRY	UNISUP UNIULT, \$ 30.00 (HNWH)	Noble
WMEX, 1150, 5 KW (DA-2)	, BUSINESS NEWS	ABC BRN, \$ 36.00 (McGuild)	Greater Media
WRKO, 680, 50 KW (DA-2)	, TALK	MBS UNIULT, \$ 178.00 (Katz)	Atlantic Ventures
WROL, 950, 5 KW (DAYS)	, RELIGION	, \$ 21.00 (---)	
WXKS, 1430, 5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT, \$ N/A (MHR)	Pyramid

FM STATIONS

WBCN, 104.1, 22 KW @ 740, AOR	, \$ 300.00 (Torbet)	Infinity
WBOS, 92.9, 9 KW @ 1152, CL. AOR/VARIOUS	, \$ 80.00 (Katz)	Granum
WCGY, 93.7, 50 KW @ 430, AOR/CLASSIC AOR	ABC, \$ 60.00 (K & P)	Curt Gowdy
WCRB, 102.5, 15 KW @ 920, CLASSICAL	, \$ 90.00 (CHBS)	
WFNX, 101.7, 1.6 KW @ 441, AOR	, \$ 58.00 (---)	
WHRB, 95.3, 3 KW @ 110, VARIOUS	, \$ 30.00 (---)	
WCDJ, 96.9, 12 KW @ 1010, JAZZ/NAC	, \$ 90.00 (Durpett1)	Emmis
WMJX, 106.7, 24 KW @ 719, SOFT AC	, \$ 145.00 (McGuild)	Greater Media
WODS, 103.3, 16 KW @ 887, OLDIES	CBS, \$ 165.00 (CBS)	CBS
WPLM, 99.1, 50 KW @ 430, NOSTALGIA	UNIULT, \$ 45.00 (N/A)	(PLYMOUTH)
WBMX, 98.5, 8 KW @ 1190, AC	UNIPWR, \$ 125.00 (Katz)	Atlantic Ventures
WSSH, 99.5, 39 KW @ 550, SOFT AC	UNISUP, \$ 170.00 (HNWM)	Noble
WVBF, 105.7, 14 KW @ 954, AC	, \$ 80.00 (Banner)	Fairbanks
WXKS, 107.9, 23 KW @ 722, CHR	, \$ 280.00 (MHR)	Pyramid
WZLX, 100.7, 20 KW @ 724, CLASSIC AOR	, \$ 156.00 (HNWH)	Cook Inlet
WZOU, 94.5, 12 KW @ 1053, CHR	, \$ 150.00 (Eastman)	Ardman

WAAF -- SEE WORCESTER

Miscellaneous: WBOS-F from Ackerly to Granum for \$9,000,000 (Stevens)...

BRIDGEPORT

Arbitron Rank/Pop (12+): 95/371,900
 MSA Rank/Pop: 64/827,000 (County)
 New York ADI
 Average Person Ratings: 19.4
 Market TSL: 25.25 hours

Stations: 32/4
 Diaries: 892/417:1/49.5%
 Sample Target: 860
 % Below Line: 57.7
 % Not Listed: 15.4

1991 Revenue: \$19,100,000
 HH Inc.: \$52,365
 Retail \$: 8.4 Bil
 Pop per Station: 92,975
 #1 Biller: WEZN-F \$4,500,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WEZN-F (SAC)	96/13.3	15.6	15.4	13.5	15.7	----	96/1113	1113/29.9	31.9	31.3	13.4	88	1075	WEZN-F
2. WICC (FS)	88/12.2	12.9	13.4	15.1	11.0	----	88/1152	1152/31.0	29.4	30.3	11.7	77	981	WICC
3. WEBE-F (AC)	69/ 9.6	8.8	8.0	8.5	9.1	----	69/851	851/22.9	19.0	19.2	8.5	56	829	WEBE-F
4. WKCI-F (CHR)	66/ 9.2	10.0	9.6	9.8	9.8	----	66/1001	1001/26.9	24.0	22.9	6.5	43	822	WKCI-F
5. WPLR-F (AOR)	50/ 6.9	6.0	6.1	6.0	7.6	----	50/656	656/17.6	16.1	16.7	10.8	71	804	WPLR-F
6. WFAN (S/T)	30/ 4.2	4.0	3.7	4.0	3.3	----	30/513	513/13.8	13.8	12.7	3.7	24	473	WFAN
7. WCBS (N)	27/ 3.7	3.2	2.7	2.4	3.3	----	27/573	573/15.4	12.4	13.9	2.1	14	409	WCBS
8. WEFX-F (CL AOR)	19/ 2.6	2.9	3.4	2.0	1.3	----	19/325	325/ 8.7	9.3	9.3	2.7	18	321	WEFX-F
9. WQHT-F (CHR)	18/ 2.5	2.1	2.8	1.6	2.4	----	18/348	348/ 9.4	7.8	7.3	3.7	24	490	WQHT-F
10. WRKS-F (B)	15/ 2.1	2.2	2.1	2.7	1.7	----	15/182	182/ 4.9	5.9	4.9	5.6	37	529	WRKS-F

12+ FM SHARE (METRO): 68.36% (417 of 610) (FAL 90: 64.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WPLR-F	1 WEZN-F<	1 WEBE-F<	1 WEZN-F<	1 WICC	1 WICC >	1 WEZN-F>	1 WEZN-F>	1 WKCI-F	1 WPLR-F
2 WQHT-F	2 WEBE-F	2 WEBE-F	2 WEZN-F>	2 WEBE-F	2 WEZN-F>>	2 WEZN-F	2 WEBE-F	2 WEBE-F	2 WEZN-F>	2 WICC
3 WPLR-F	3 WKCI-F>	3 WKCI-F	3 WICC	3 WICC >	3 WEBE-F>	3 WEBE-F	3 WICC	3 WKCI-F	3 WPLR-F	3 WFAN
4	4 WEZN-F	4 WPLR-F	4 WPLR-F	4 WCBS	4 WCBS	4 WKCI-F	4 WKCI-F	4 WICC	4 WPLR-F	4 WEBE-F
5	5	5 WICC	5 WKCI-F	5 WKCI-F	5 WKCI-F	5 WFAN	5 WPLR-F	5 WPLR-F	5 WCBS	5 WCBS
6	6	6	6	6	6	6	WPLJ-F	WPLJ-F	6 WICC	WEZN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WEBE-F>	1 WEBE-F>>	1 WEBE-F<	1 WEBE-F	1 WPLR-F	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F
2 WEZN-F	2 WKCI-F>	2 WKCI-F	2 WEZN-F	2 WEZN-F>	2 WKCI-F>	2 WKCI-F	2 WEBE-F	2 WEZN-F	2 WICC
3 WPLR-F	3 WEZN-F	3 WEZN-F>	3 WKCI-F>	3 WICC	3 WQHT-F	3 WFAN	3 WFAN	3 WKCI-F	3 WEZN-F
4 WRKS-F	4 WPLR-F	4 WPLR-F	4 WICC	4 WKCI-F	4 WFAN	4 WEBE-F	4 WEZN-F	4 WFAN	4 WEBE-F
5	5	5 WEFX-F	5	5	5	5 WEZN-F	5	5	5 WFAN
6	6	6	6	6	6	6	6	6 WICC	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		101 (7)	101 (7)	16.6	10.4	WCUM 1450 Bridgeport	0.7/1.6/ 5/ 59
AOR/CLASSIC		88 (4)	88 (4)	14.4	14.9	WFIF 1500 Milford	0.7/1.0/ 5/ 37
AC/OLDIES/SOFT ROCK		84 (4)	84 (4)	13.8	25.6		
MOR/VARIETY	94 (2)		94 (2)	15.4	16.6	WABC 770 New York	0.8/3.3/ 6/ 124
COUNTRY		20 (2)	20 (2)	3.3	3.5	WAVZ 1300 New Haven	0.7/1.3/ 5/ 48
BLACK/URBAN		15 (1)	15 (1)	2.5	3.4	WBLI-F 106.1 Patchogue	0.4/3.0/ 3/ 112
BEAUTIFUL/EASY		101 (2)	101 (2)	16.6	2.6	WCBS-F 101.1 New York	0.3/2.6/ 2/ 96
NEWS/TALK	77 (4)		77 (4)	12.6	15.1	WDRG-F 102.9 Hartford	1.5/5.8/ 11/ 215
NOSTALGIA	12 (2)		12 (2)	2.0	2.2	WELI 960 New Haven	0.8/3.4/ 6/ 125
RELIGION/GOSPEL	5 (1)		5 (1)	0.8	0.4	WGSB 740 Huntington	1.0/1.6/ 7/ 61
SPANISH	5 (1)		5 (1)	0.8	0.7	WHTZ-F 100.3 Newark/New York	0.3/3.0/ 2/ 113
CLASSICAL					4.0	WKSS-F 95.7 Hartford-Meriden	0.7/3.8/ 5/ 143
JAZZ/NEW AGE		2 (1)	2 (1)	0.3	0.5	WOR 710 New York	1.9/5.2/ 14/ 193
UNKNOWN/OTHERS		6 (1)	6 (1)	1.0		WPAT-F 93.1 Paterson	0.7/1.3/ 5/ 50
						WPLJ-F 95.5 New York	0.6/4.6/ 4/ 171
						WQCO-F 101.9 New York	0.3/2.2/ 2/ 83
						WQQQ-F 96.7 Stamford	0.8/2.6/ 6/ 96
						WRKI-F 95.1 Brookfield	1.5/6.5/ 11/ 242
						WTIC-F 96.5 Hartford	0.4/1.3/ 3/ 47
						WVYZ-F 92.5 Waterbury/Hrtfd	1.5/4.5/ 11/ 166
						WXRK-F 92.3 New York	1.1/5.2/ 8/ 192
						WYNY-F 103.5 Lk Success/NY	1.2/3.9/ 9/ 145
						WZMX-F 93.7 Hartford	0.3/1.5/ 2/ 55

RADIO STATIONS

WADS , 690, 1 KW (DAYS)	, Ethnic	APR, \$ 14.00 (---)	
WCUM , 1450, 1 KW	, Hispanic	, \$ 15.00 (---)	
WDJZ , 1530, 5 KW (DAYS, DA)	, Nostalgia	APR, \$ 19.00 (K & P)	
WICC , 600, 1 KW/500W (DA-2)	, MOR/Full Service	, \$ 70.00 (Banner)	ML/WIN
WEZN-F, 99.9, 25 KW @ 680	, Soft AC	, \$103.00 (Katz)	NewCity
WEBE-F, 107.9, 50 KW @ 483	, AC	, \$115.00 (Banner)	ML/WIN (WESTPORT)
WEFX-F, 95.9, 3 KW @ 300	, Classic AOR	, \$ 49.00 (Christal)	CRB (NORWALK)
WRKI-F, 95.1, 50 KW @ 500	, AOR	, \$ 70.00 (Eastman)	Home News (BROOKFIELD)

Other ranked stations - See New York, Hartford or New Haven

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 40/990,800

Stations: 25/20
Diaries: 1411/702:1/54.2%
Sample Target: 1420
% Below Line: 4.6
% Not Listed: 9.7

1991 Revenue: \$28,700,000
HH Inc.: \$27,650
Retail \$: 8.4 Bill
Pop per Station: 49,540
#1 Biller: WHTT-F \$3,500,000

MSA Rank/Pop: 53/1,190,000 (Buffalo)
ADI # 36
Average Person Ratings: 16.6
Market TSL: 22.00 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WYRK-F (C)	178/10.8	11.1	11.6	9.6	8.4	10.8	225/2198	1742/17.6	19.1	16.7	10.0	166	1546	WYRK-F
2. WKSE-F (CHR)	138/ 8.4	7.9	8.2	8.0	6.9	8.1	153/2756	2442/24.6	22.8	23.2	9.1	151	2637	WKSE-F
3. WBEN (FS)	131/ 8.0	9.0	7.2	9.6	7.8	8.4	134/2049	1899/19.2	20.3	21.0	6.5	108	1379	WBEN
4. WJYE-F (SAC)	117/ 7.1	6.8	7.1	7.4	10.6	7.1	122/1901	1781/18.0	18.5	22.6	6.9	114	1267	WJYE-F
5. WBLK-F (B)	111/ 6.7	6.1	6.2	6.1	5.9	6.3	114/1218	1174/11.8	11.7	11.4	9.8	162	1364	WBLK-F
6. WMJQ-F (AC)	110/ 6.7	5.1	4.7	6.3	5.8	5.7	169/2919	1972/19.9	17.2	20.5	4.6	77	1860	WMJQ-F
7. WGRF-F (AOR)	102/ 6.2	7.9	7.3	8.0	6.9	7.3	142/2279	1731/17.5	18.5	20.0	10.0	166	2497	WGRF-F
8. WHTT-F (O)	100/ 6.1	6.4	6.6	7.1	7.6	6.6	118/2072	1755/17.7	18.2	19.0	6.6	110	1561	WHTT-F
WGR (N/T)	100/ 6.1	3.9	4.8	4.2	4.5	4.8	113/2612	2313/23.3	15.5	21.1	4.8	80	1775	WGR
10. WUFX-AF (AOR)	80/ 4.9	5.6	6.5	6.2	6.5	5.8	90/1620	1453/14.7	20.0	18.2	9.0	144	2273	WUFX-AF
11. WBUF-F (AC)	73/ 4.4	5.1	6.5	3.9	6.6	5.0	86/1555	1392/14.0	15.5	14.8	3.4	56	1206	WBUF-F
12. WECK (BB)	48/ 2.9	2.7	3.6	3.0	3.1	3.0	48/572	544/ 5.5	8.2	7.6	2.5	42	740	WECK
13. CKEY-F (AOR)	38/ 2.3	1.4	0.6	---	---	1.1	40/440	418/ 4.2	1.5	0.0	0.8	14	299	CKEY-F
14. WEZQ-F (EZ)	36/ 2.2	1.7	1.5	1.1	1.5	1.6	42/665	524/ 5.3	4.4	4.6	1.9	31	432	WEZQ-F
15. WUFO (B)	23/ 1.4	1.0	0.8	0.7	0.6	1.0	23/207	207/ 2.1	2.2	2.4	0.7	11	192	WUFO
16. WDCX-F (REL)	17/ 1.0	0.7	0.7	1.0	1.0	0.9	22/372	297/ 3.0	2.9	3.9	0.4	6	215	WDCX-F
17. WWKB (N/T)	16/ 1.0	0.9	1.4	1.8	1.2	1.3	19/658	595/ 6.0	5.7	4.7	1.0	16	346	WWKB
18.														
19.														
20.														

12+ FM SHARE (METRO): 76.41% (1137 of 1488) (FAL 90: 79.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKSE-F>>	1 WKSE-F	1 WKSE-F<	1 WHTT-F<	1 WYRK-F	1 WYRK-F	1 WBEN	1 WYRK-F	1 WYRK-F	1 WKSE-F	1 WBEN
2 WBLK-F>	2 WGRF-F	2 WMJQ-F	2 WMJQ-F	2 WHTT-F	2 WBEN >	2 WYRK-F	2 WJYE-F	2 WKSE-F>	2 WBLK-F	2 WKSE-F<
3 WUFX-AF	3 WUFX-AF<	3 WGRF-F	3 WGRF-F	3 WMJQ-F	3 WJYE-F	3 WKSE-F	3 WBEN <	3 WJYE-F	3 WGR	3 WBLK-F
4	4 WMJQ-F	4 WHTT-F	4 WYRK-F	4 WGRF-F	4 WHTT-F<	4 WMJQ-F	4 WGRF-F	4 WBLK-F<	4 WYRK-F	4 WGR
5	5 WBLK-F>	5 WBLK-F	5 WKSE-F	5 WJYE-F	5 WGR	5 WJYE-F	5 WGRF-F<	5 WMJQ-F	5 WBEN	5
6	6 WBUF-F	6 WYRK-F	6 WYRK-F	6 WKSE-F	6	6 WHTT-F<	6 WKSE-F	6 WGRF-F	6 WHTT-F	6
7	7 WJYE-F	7 WUFX-AF<	7 WGR	7 WGR	7	7 WBLK-F<	7	7 WBEN	7 WMJQ-F	7
8	8	8 WJYE-F	8	8	8	8 WGRF-F<	8	8	8	8
9	9	9	9	9	9	9 WGR	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F	1 WKSE-F>	1 WMJQ-F	1 WKSE-F	1 WMJQ-F	1 WUFX-AF	1 WGRF-F	1 WGRF-F>	1 WGRF-F>	1 WGRF-F
2 WBLK-F>>	2 WMJQ-F	2 WKSE-F	2 WKSE-F	2 WYRK-F	2 WKSE-F<	2 WUFX-AF	2 WUFX-AF	2 WUFX-AF	2 WYRK-F
3 WUFX-AF	3 WBLK-F	3 WJYE-F	3 WBLK-F	3 WJYE-F<	3 WGRF-F	3 WKSE-F	3 WGR	3 WHTT-F<	3 WHTT-F
4	4 WJYE-F	4 WGRF-F	4 WJYE-F<	4 WKSE-F	4 WMJQ-F	4 WGR	4 WYRK-F	4 WGR <	4 WGR
5 WMJQ-F	5 WGRF-F	5 WBUF-F	5 WHTT-F	5 WHTT-F>	5 WBLK-F	5 WBLK-F	5 WBUF-F	5 WMJQ-F	5 WMJQ-F<
6 WGRF-F	6 WBUF-F	6 WYRK-F	6 WYRK-F	6 WBLK-F	6	6 WMJQ-F	6 WKSE-F	6 WKSE-F<	6 WUFX-AF
7	7 WUFX-AF	7 WHTT-F	7 WBUF-F	7 WBUF-F	7	7 WYRK-F	7 WBLK-F	7 WYRK-F	7
8	8 WHTT-F	8	8	8	8	8 WBUF-F	8	8	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		148 (2)	148 (2)	9.9	16.0	WHTT 1120 Buffalo	0.8/1.6/ 13/ 156
AOR/CLASSIC	1 (1)	242 (5)	243 (6)	16.3	15.8	WLVL 1340 Lockport	0.6/2.8/ 10/ 274
AC/OLDIES/SOFT ROCK	23 (2)	283 (3)	306 (5)	20.6	16.8	WXRL 1300 Lancaster/Buff1	0.5/2.3/ 10/ 237
MOR/VARIETY	131 (1)		131 (1)	8.8	7.3		
COUNTRY	9 (1)	183 (2)	192 (3)	12.9	10.5	CFNY-F 102.1 Brampton ON	0.5/2.7/ 9/ 269
BLACK/URBAN	23 (1)	111 (1)	134 (2)	9.0	8.5	CHTZ-F 97.7 St. Catherines	0.9/3.6/ 14/ 377
BEAUTIFUL/EASY		153 (2)	153 (2)	10.3	12.2	CHUM-F 104.5 Toronto	0.6/2.1/ 11/ 251
NEWS/TALK	116 (2)		116 (2)	7.8	4.9	WBEE-F 92.5 Rochester	0.3/1.2/ 37/ 409
NOSTALGIA	48 (1)		48 (1)	3.2	5.1		
RELIGION/GOSPEL		17 (1)	17 (1)	1.1	1.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					1.3		
UNKNOWN/OTHERS					0.5		
	351 (9)	1137 (16)	1488 (25)				

BUFFALO-NIAGARA FALLS

AM STATIONS

WBEN,	930,	50 KW (DA-N)	, Full Service	CBS CNN, \$ 80.00	(Eastman)	
WECK,	1230,	1 KW	, Nostalgia	NBS UNISUP, \$ 28.00	(Durpetti)	Williams
WXBX,	1400,	1 KW	, Oldies	, \$ 20.00	(Torbet)	Metroplex
WGR,	550,	5 KW (DA-N)	, News/Talk	ABC, \$ 50.00	(Katz)	
WHTT,	1120,	1 KW (DAYS)	, See WHTT-F			
WUFO,	1080,	1 KW (DAYS)	, Black	SBN, \$ 18.00	(Roslin)	Sheridan
WWKB,	1520,	50 KW (DA-1)	, Business News	UNIULT, BRN, \$ 35.00	(HNWH)	Price
WXRL,	1300,	2.4 KW/2.5KW(DA-2,	Country	MBS, \$ 24.00	(---)	

FM STATIONS

WBLK-F,	93.7,	50 KW @ 400,	Black	CBS, \$ 40.00	(Durpetti)	
WEZQ-F,	107.7,	12 KW @ 800,	EZ	UNIPWR, \$ 32.00	(---)	(WETHERSFIELD)
WBUF-F,	92.9,	91 KW @ 580,	AC	, \$ 80.00	(McGuild)	Lincoln
WDCX-F,	99.5,	110 KW @ 640,	Religion	, \$ 21.00	(---)	Crawford
WGRF-F,	96.9,	16 KW @ 890,	AOR	, \$ 66.00	(Katz)	
WHTT-F,	104.1,	50 KW @ 390,	Oldies	, \$ 60.00	(MMR)	Pyramid
WJYE-F,	96.1,	50 KW @ 475,	EZ/Soft AC	UNISUP, \$ 58.00	(Durpetti)	Williams
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC, \$ 57.00	(HNWH)	Price
WMJQ-F,	102.5,	110 KW @ 1340,	CHR	SOURCE, \$ 52.00	(Eastman)	
WUFX-F,	103.3,	49 KW @ 340,	Classic AOR	CBS, \$ 48.00	(Torbet)	Metroplex
WYRK-F,	106.5,	50 KW @ 390,	Country	, \$ 68.00	(McGuild)	Stoner

Miscellaneous: WGR-F to WGRF-F (Sept)...

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

CANTON

Arbitron Rank/Pop (12+): 112/327,000
 MSA Rank/Pop: 125/406,000
 Cleveland ADI
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 31/7
 Dairies: 841/389:1/55.4%
 Sample Target: 810
 % Below Line: 44.6
 % Not Listed: 16.8

1991 Revenue: \$7,900,000
 HH Inc.: \$28,884
 Retail \$: 2.7 Bil
 Pop per Station: 46,714
 #1 Biller: WHBC \$2,000,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUHE/CUME RATING	SPG		Birch Share	Birch AQH	Birch Cume	
		91	FAL 90	SPG 90	FAL 89				91	90				
1. WHBC (FS)	88/15.8	13.0	14.8	9.0	9.9	----	91/991	943/28.8	26.0	28.6	13.2	73	1015	WHBC
2. WQXK-F (C)	67/12.0	10.2	9.2	11.1	6.9	----	108/1078	675/20.6	18.6	15.3	11.4	63	800	WQXK-F
3. WHBC-F (SAC)	48/ 8.6	7.7	11.9	15.3	12.7	----	57/944	768/23.5	20.3	23.0	9.6	53	706	WHBC-F
4. WRQK-F (AOR)	33/ 5.9	8.8	7.4	8.5	7.6	----	45/638	533/16.3	17.2	16.5	11.2	62	811	WRQK-F
5. WDJQ-F (CHR)	21/ 3.8	3.3	5.0	8.0	10.1	----	29/611	455/13.9	14.5	14.6	3.3	18	548	WDJQ-F
6. WMJI-F (O)	20/ 3.6	3.3	1.8	2.2	2.4	----	22/463	385/11.8	8.6	7.9	3.3	18	292	WMJI-F
7. WKDD-F (CHR)	19/ 3.4	3.3	4.1	6.8	7.1	----	31/665	405/12.4	13.5	15.5	5.4	30	705	WKDD-F
8. WONE-F (AOR)	17/ 3.0	3.7	4.7	3.7	4.9	----	22/538	384/11.7	9.8	10.3	3.1	17	407	WONE-F
9. WZAK-F (B)	13/ 2.3	2.3	1.3	1.5	1.4	----	13/130	130/ 4.0	4.6	3.3	2.5	14	335	WZAK-F
WNIR-F (T)	13/ 2.3	3.3	2.3	2.3	2.9	----	13/203	195/ 6.0	6.6	4.6	1.1	6	79	WNIR-F
WGAR-F (C)	13/ 2.3	1.3	1.6	0.7	0.5	----	26/373	194/ 5.9	4.4	4.6	0.4	2	99	WGAR-F
WDOK-F (SAC)	13/ 2.3	2.7	2.3	1.7	1.7	----	14/311	266/ 8.1	8.4	8.2	1.1	6	135	WDOK-F
WNPQ-F (CHR)	13/ 2.3	2.5	3.2	2.5	2.3	----	20/392	275/ 8.4	8.0	8.3	3.1	17	455	WNPQ-F
14.														
15.														

12+ FM SHARE (METRO): 72.84% (338 of 464) (FAL 90: 74.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WNPQ-F >>	1 WQXK-F	1 WQXK-F	1 WQXK-F >	1 WQXK-F >	1 WHBC >>	1 WHBC >>	1 WHBC	1 WQXK-F	1 WQXK-F	1 WHBC >>
2	2 WRQK-F >	2 WABC-F	2 WHBC-F >	2 WHBC-F >	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WHBC >	2 WHBC >	2 WONE-F
3	3 WHBC-F	3 WRQK-F >	3 WRQK-F	3 WHBC	3 WHBC-F	3 WHBC-F >	3 WHBC-F	3 WHBC-F >	3 WRQK-F >	3 WHBC-F
4	4 WKDD-F	4 WMJI-F	4 WMJI-F	4 WRQK-F	4	4 WRQK-F	4	4 WRQK-F >	4 WHBC-F >	4 WRQK-F
5	5 WONE-F	WHBC	WHBC	5 WMJI-F	5	5 WMJI-F	5	5 WDJQ-F	5 WONE-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHBC-F >>	1 WQXK-F	1 WQXK-F >>	1 WQXK-F	1 WQXK-F >	1 WRQK-F	1 WRQK-F >	1 WRQK-F	1 WRQK-F	1 WQXK-F
2 WZAK-F	2 WHBC-F	2 WKDD-F >	2 WHBC-F >>	2 WHBC-F >	2 WONE-F >>	2 WQXK-F	2 WQXK-F >	2 WQXK-F	2 WHBC-F
3 WKDD-F	3 WKDD-F	3 WRQK-F	3 WRQK-F	3 WHBC >	3 WQXK-F	3 WONE-F >>	3 WONE-F >	3 WHBC-F	3 WRQK-F
4 WRQK-F >	4 WRQK-F	WHBC-F	4 WKDD-F	4 WDJQ-F	4 WNCX-F	4 WNCX-F	4 WHBC-F	4 WMJI-F	4 WMJI-F
5 WQXK-F	5 WDJQ-F	5 WDJQ-F	WRQK-F	5	5 WMMS-F	5 WKDD-F	5	5 WONE-F	5 WHBC
6 WNPQ-F	6	6	WHBC	6	6	6	6	6	6
7 WDJQ-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUHE TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		60 (5)	60 (5)	12.9	15.5	WDPN 1310 Alliance	1.1/3.8/ 6/ 124
AOR/CLASSIC		65 (4)	65 (4)	14.0	16.6	WTIG 990 Massillion	1.1/2.6/ 6/ 84
AC/OLDIES/SOFT ROCK		39 (5)	39 (5)	8.4	24.4		
MOR/VARIETY	92 (2)		92 (2)	19.8	18.1	WBBG-F 93.3 Youngstown	0.4/1.7/ 18/ 178
COUNTRY	9 (2)	87 (3)	96 (5)	20.7	14.5	WHLO 640 Akron/Cleveland	0.4/2.2/ 7/ 137
BLACK/URBAN		13 (1)	13 (1)	2.8	1.5	WHOT-F 101.1 Youngstown	0.7/2.3/ 22/ 303
BEAUTIFUL/EASY	3 (1)	61 (2)	64 (3)	13.8	2.5	WKBN 570 Youngstown	0.5/2.2/ 15/ 145
NEWS/TALK	11 (2)	13 (1)	24 (3)	5.2	3.8	WKNR 1220 Cleveland	0.5/3.0/ 4/ 103
NOSTALGIA	3 (1)		3 (1)	0.6	1.1	WLTF-F 106.5 Cleveland	0.4/2.1/ 7/ 179
RELIGION/GOSPEL	2 (1)		2 (1)	0.4	1.7	WMMS-F 100.7 Cleveland	1.4/7.3/ 8/ 291
SPANISH						WNCX-F 98.5 Cleveland	1.3/5.5/ 11/ 222
CLASSICAL						WPHR-F 107.9 Cleveland	0.5/3.9/ 4/ 169
JAZZ/NEW AGE						WQAL-F 104.1 Cleveland	1.1/3.5/ 10/ 174
UNKNOWN/OTHERS	6 (1)		6 (1)	1.3	0.4	WQKT-F 104.5 Wooster	1.3/3.7/ 24/ 446
	126 (10)	338 (21)	464 (31)			WQMX-F 94.9 Medina/Akron	1.6/5.9/ 17/ 333
						WRHR 850 Cleveland	0.5/2.7/ 9/ 141
						WSLR 1350 Akron	0.5/3.6/ 4/ 135
						WSOM 600 Salem	0.7/1.7/ 18/ 263
						WWWE 1100 Cleveland	1.4/4.3/ 17/ 283

RADIO STATIONS

WDPN, 1310, 1 Kw/18 W (DA-1), NOSTALGIA ABC, \$ 13.00 (HNWH) (ALLIANCE)
 WHBC, 1480, 5 KW (DA-N), MOR/FULL SER. ABC, \$ 55.00 (Christal)
 WDJQ-F, 92.5, 50 KW @ 500, CHR, \$ 40.00 (HNWH)
 WHBC-F, 94.1, 46 KW @ 515, EZ/SAC ABC, \$ 36.00 (Christal)
 WNPQ-F, 95.9, 1.6 KW @ 400, CHR, \$ 15.00 (Regional) (NEW PHILADELPHIA)
 WRQK-F, 106.9, 28 KW @ 340, AOR UNISUP, \$ 31.00 (Eastman)
 WTOF-F, 98.1, 36 KW @ 570, RELIGION, \$ 15.00 (---) Mortenson

OTHER RANKED STATIONS -- See Akron & Cleveland

CHARLESTON, SC

Arbitron Rank/Pop (12+): 85/421,300
 MSA Rank/Pop: 98/518,000
 ADI # 105
 Average Person Ratings: 15.7
 Market TSL: 21.00 hours

Stations: 21/19
 Diaries: 1004/420:1/49.6%
 Sample Target: 900
 % Below Line: 1.2
 % Not Listed: 14.8

1991 Revenue: \$12,000,000
 HH Inc.: \$27,801
 Retail \$: 3.8 Bill
 Pop per Station: 22,173
 #1 Biller: WEZL-F \$2,700,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WEZL-F (C)	71/10.7	12.9	13.1	12.7	12.5	12.4	82/1211	979/23.2	24.3	24.0	12.6	91	923	WEZL-F
2. WBUB-F (C)	54/ 8.1	0.6	0.7	2.6	3.0	3.0	68/973	743/17.6	3.0	12.6	5.3	38	509	WBUB-F
3. WSSX-F (CHR)	51/ 7.7	10.3	8.8	7.7	7.1	8.6	54/879	771/18.3	23.9	20.9	11.1	80	1163	WSSX-F
4. WAVF-F (AOR)	47/ 7.1	6.8	5.7	6.6	8.0	6.6	59/726	648/15.4	15.1	14.6	6.8	49	719	WAVF-F
5. WXTC-F (AC)	43/ 6.5	6.4	5.0	4.4	5.9	5.6	46/727	622/14.8	15.5	13.7	6.1	44	517	WXTC-F
6. WTMA (N/T)	39/ 5.9	7.4	5.0	6.1	6.9	6.1	42/491	460/10.9	11.7	12.8	5.7	41	481	WTMA
7. WWVZ-F (B)	33/ 5.0	4.4	5.3	5.5	3.8	5.1	33/527	502/11.9	15.1	10.7	6.8	49	741	WWVZ-F
8. WYBB-F (CL AOR)	31/ 4.7	3.9	3.0	2.5	2.2	3.5	32/595	544/12.9	11.9	8.8	5.8	42	610	WYBB-F
9. WXLY-F (O)	30/ 4.5	5.2	5.2	4.1	4.2	4.8	35/616	514/12.2	11.5	12.0	2.5	18	336	WXLY-F
WSUY-F (AC)	30/ 4.5	4.2	5.6	5.3	4.2	4.9	34/495	485/11.5	13.1	10.5	2.9	21	267	WSUY-F
11. WDXZ-F (B)	27/ 4.1	4.7	6.7	6.9	4.9	5.6	32/531	437/10.4	12.8	9.0	5.1	37	582	WDXZ-F
12. WPAL (B)	25/ 3.8	3.2	4.1	6.4	3.0	4.4	26/376	343/ 8.1	10.2	9.0	1.8	13	239	WPAL
13. WUJM-AF (B)	24/ 3.7	2.9	4.2	3.5	4.4	3.6	29/547	495/11.7	12.6	11.0	5.4	38	625	WUJM-AF
14. WQIZ (REL)	12/ 1.8	2.3	1.2	1.6	2.1	1.7	17/146	101/ 2.4	1.5	2.3	0.1	1	9	WQIZ
15. WZJY (G)	11/ 1.7	0.6	2.6	2.0	3.2	1.7	11/125	125/ 3.0	4.1	3.9	3.0	22	188	WZJY
WMGL-F (J)	11/ 1.7	2.0	1.8	2.5	2.9	2.0	11/159	159/ 3.8	7.3	8.7	2.4	17	238	WMGL-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 82.83% (468 of 565) (FAL 90: 77.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSSX-F>	1 WAVF-F	1 WAVF-F	1 WEZL-F	1 WEZL-F	1 WEZL-F>	1 WEZL-F	1 WEZL-F	1 WEZL-F	1 WWVZ-F	1 WWVZ-F
2 WWVZ-F	2 WSSX-F>	2 WEZL-F	2 WXTC-F	2 WXTC-F	2 WTMA	2 WSSX-F	2 WTMA	2 WSSX-F<	2 WDXZ-F	2 WXTC-F>
3 WUJM-AF	3 WYBB-F	3 WSSX-F	3 WXLY-F	3 WBUB-F	WBUB-F>	3 WBUB-F	3 WBUB-F	3 WBUB-F<	3 WSSX-F	3 WDXZ-F
4 WDXZ-F	WXTC-F	4 WXTC-F	4 WTMA	4 WTMA	4 WSUY-F	4 WXTC-F	4 WXTC-F	4 WXTC-F	4 WAVF-F>	4 WAVF-F
5	5 WEZL-F	5 WBUB-F	WSSX-F	5 WXLY-F<	5 WXTC-F	5 WAVF-F	5 WAVF-F	5 WXTC-F<	5 WUJM-AF	5 WVVO
6	WBUB-F	6 WYBB-F	WBUB-F	6 WSSX-F	6	6	6	6 WXLY-F	6	6 WEZL-F
7	7 WDXZ-F	7	WAVF-F	WAVF-F	7	7	7	7 WWVZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSX-F>	1 WSSX-F	1 WXTC-F	1 WXTC-F	1 WXTC-F	1 WAVF-F>	1 WAVF-F>>	1 WAVF-F>>	1 WAVF-F>	1 WTMA
2 WAVF-F	2 WXTC-F>	2 WSSX-F>	WSSX-F	2 WEZL-F	2 WYBB-F	2 WYBB-F	2 WYBB-F	2 WTMA	2 WAVF-F<
3 WXTC-F	3 WWVZ-F	3 WWVZ-F	3 WEZL-F	3 WSSX-F	3 WSSX-F	3 WSSX-F	3 WSSX-F	3 WEZL-F	3 WEZL-F>
4 WWVZ-F	4 WBUB-F	WBUB-F	4 WWVZ-F	4 WBUB-F	4 WEZL-F	4 WEZL-F	4 WTMA	4 WYBB-F	4 WBUB-F
5 WUJM-AF	5 WAVF-F	5 WYBB-F	WBUB-F	5 WSUY-F	WDXZ-F>	5 WDXZ-F	WEZL-F	5 WSSX-F	5 WXLY-F
WEZL-F	6	6	6 WXLY-F	6 WWVZ-F	6 WBUB-F	6 WBUB-F	6 WXLY-F	6 WBUB-F	6
WDXZ-F			7 WXLY-F	7 WXLY-F			WBUB-F		
WBUB-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	9.9	12.0	WTUA-F 105.9	St. Stephens	1.4/2.7/	14/ 255
AOR/CLASSIC		78 (2)	78 (2)	13.8	11.7	WVVO 910	No. Charleston	1.4/3.3/	9/ 138
AC/OLDIES/SOFT ROCK		103 (3)	103 (3)	18.2	16.8				
MOR/VARIETY						WHTK-F 99.7	Pt. Royal	0.8/3.3/	12/ 257
COUNTRY		125 (2)	125 (2)	22.1	15.0	WDM-F 101.3	Sumter	0.5/2.7/	60/ 728
BLACK/URBAN	35 (3)	86 (4)	121 (7)	21.4	24.1				
BEAUTIFUL/EASY									
NEWS/TALK	39 (1)		39 (1)	6.9	7.8				
NOSTALGIA									
RELIGION/GOSPEL	23 (2)	9 (1)	32 (3)	5.7	6.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		11 (1)	11 (1)	1.9	3.3				
UNKNOWN/OTHERS					3.2				
	97 (6)	468 (15)	565 (21)						

CHARLESTON, SC

RADIO STATIONS

WPAL	,	730,	1 KW/100 W	,	Black	NBN ABC, \$19.00	(Roslin)	
WQIZ	,	810,	5 KW (DAYS)	,	Gospel	SBN, \$12.00	(Eastman)	
WTMA	,	1250,	5 KW/1 KW	,	News/Talk	ABC TALKNT, \$14.00	(Katz)	
WZJY	,	1480,	1 KW (DAYS)	,	Gospel	CNN UNIULT, \$10.00	(---)	
WAVF-F,		96.1,	100 KW @ 538	,	AOR			
WDXZ-F,		104.5,	28 KW @ 656	,	Black	, \$44.00	(Christal)	
WEZL-F,		103.5,	100 KW @ 661	,	Country	, \$20.00	(K & P)	(MT PLEASANT)
WBUB-F,		107.5,	100 KW @ 984	,	Country	MBS, \$60.00	(Banner)	Apollo
WJYQ-F,		105.5,	1 KW @ 469	,	AC	, \$40.00	(Eastman)	(ST GEORGE)
WMGL-F,		101.7,	6 KW @ 300	,	Jazz/NAC	, \$15.00	(CHBS)	(MONCK'S CORNER)
WSSX-F,		95.1,	100 KW @ 1001	,	CHR	ABC, \$15.00	(Roslin)	(Ravenal)
						, \$34.00	(Katz)	Faircom
WSUY-F,		100.7,	3 KW @ 300	,	AC	UNISUP, \$18.00	(Katz)	
WUJM-F,		94.3,	1.4 KW @ 480	,	Black	MBS, \$23.00	(Christal)	Jones-Eastern
								(GOOSE CREEK)
WWWZ-F,		93.5,	1.1 KW @ 460	,	Black	SBN, \$30.00	(HNWH)	(SUMMERVILLE)
WXLY-F,		102.5,	100 KW @ 550	,	Oldies	SMN UNIULT, \$31.00	(Eastman)	Bloomington
WXTC-F,		96.9,	100 KW @ 1770	,	AC	, \$45.00	(Mc-Guild)	Ralph Guild
WYBB-F,		98.1,	50 KW @ 479	,	Classic AOR	, \$19.00	(Durpetti)	Martin (FOLLY BCH)
			WVDM-F -- See Columbia					

Miscellaneous: WMGL-F (Ravenal) sold for \$600,000 (Earman, Gammon)...

CHARLESTON, WV

Arbitron Rank/Pop (12+): 151/209,200
 MSA Rank/Pop: 177/261,000
 ADI # 55 (w/ Huntington)
 Average Person Ratings: 15.9
 Market TSL: 21.50 hours

Stations: 13/12
 Diaries: 652/321:1/50.1%
 Sample Target: 680
 % Below Line: 3.0
 % Not Listed: 12.0

1991 Revenue: \$8,600,000
 HM Inc.: \$26,764
 Retail \$: 1.9 B11
 Pop per Station: 17,433
 #1 Biller: WQBE-AF \$2,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WQBE-F (C)	102/30.6	26.0	29.2	24.0	----	----	168/1713	886/42.4	43.0	40.8	28.3	86	998	WQBE-F
2. WWSR-F (CHR)	27/ 8.1	11.8	8.5	14.3	----	----	36/712	426/20.4	25.1	21.8	14.8	45	542	WWSR-F
WVAF-F (AC)	27/ 8.1	11.5	12.2	9.6	----	----	37/728	531/25.4	26.1	29.0	8.6	26	678	WVAF-F
4. WCHS (MOR)	25/ 7.5	7.4	4.7	4.1	----	----	31/500	351/16.8	15.1	15.1	4.6	14	341	WCHS
5. WLZT-F (O)	21/ 6.3	7.1	7.6	7.6	----	----	36/522	299/14.3	15.4	19.5	4.9	15	407	WLZT-F
WKLC-F (AOR)	21/ 6.3	9.4	9.6	10.5	----	----	75/1045	413/19.7	20.7	20.2	15.1	46	587	WKLC-F
7. WVNS-F (SAC)	20/ 6.0	2.9	4.1	2.9	----	----	25/365	293/14.0	9.8	9.8	2.6	8	197	WVNS-F
8. WBES-F (EZ)	12/ 3.6	5.3	5.8	5.8	----	----	13/220	201/ 9.6	7.4	11.5	2.3	7	184	WBES-F
9. WEMM-F (REL)	10/ 3.0	2.7	0.9	1.5	----	----	28/389	120/ 5.7	5.5	2.2	0.7	2	84	WEMM-F
WJYP-F (REL)	10/ 3.0	1.5	1.5	2.9	----	----	11/172	147/ 7.0	5.0	6.6	1.0	3	81	WJYP-F
11. WSCW (REL)	8/ 2.4	1.8	0.6	0.9	----	----	11/93	88/ 4.2	3.4	2.4	1.0	3	59	WSCW
WQBE (C)	8/ 2.4	1.8	0.6	1.5	----	----	10/189	133/ 6.4	6.0	4.6	2.6	8	176	WQBE
13.														
14.														
15.														

12+ FM SHARE (METRO): 85.32% (250 of 293) (FAL 90: 89.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWSR-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>
2 WQBE-F	2 WWSR-F	2 WVAF-F<	2 WVAF-F>	2 WVAF-F	2 WCHS >	2 WVAF-F	2 WWSR-F	2 WKLC-F	2 WKLC-F>	2 WKLC-F>
WKLC-F	WKLC-F>	3 WWSR-F	3 WVNS-F	3 WVNS-F	3 WVAF-F	3 WCHS	3 WVAF-F	3 WVAF-F	3 WWSR-F	3 WWSR-F
4	4 WVAF-F	4 WKLC-F	4 WLZT-F	4 WLZT-F	4 WLZT-F	4 WWSR-F	4 WWSR-F	4 WKLC-F<	4	4
5	5 WVNS-F	5 WVNS-F	5 WKLC-F	5 WKLC-F	5 WVNS-F	5	5	5 WLZT-F	5	5
6	6	WLZT-F	WCHS	WCHS	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWSR-F>>	1 WWSR-F	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WKLC-F	1 WQBE-F	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>
2 WQBE-F>>	2 WQBE-F>>	2 WWSR-F	2 WWSR-F>	2 WVNS-F	2 WQBE-F>>	2 WKLC-F>>	2 WKLC-F>	2 WKLC-F>	2 WVAF-F
3 WKLC-F>>	3 WVNS-F	3 WVNS-F	3 WVNS-F	3 WVAF-F	3 WWSR-F	3 WVAF-F	3 WVAF-F>	3 WVAF-F	3 WLZT-F
4	4 WKLC-F	4 WVAF-F	4 WVAF-F	4 WWSR-F	4	4	4 WVNS-F	4 WCHS	4 WKLC-F
5	5	WLZT-F	5	5 WLZT-F	5	5	5	5 WLZT-F	5 WCHS
6	6	WKLC-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		27 (1)	27 (1)	9.2	9.8	WVKV 1080 Hurricane	0.6/2.2/ 2/ 46		
AOR/CLASSIC		21 (1)	21 (1)	7.2	10.8				
AC/OLDIES/SOFT ROCK		48 (2)	48 (2)	16.4	26.9				
MOR/VARIETY	25 (1)		25 (1)	8.5	5.2				
COUNTRY	8 (1)	102 (1)	110 (2)	37.5	37.4				
BLACK/URBAN									
BEAUTIFUL/EASY		32 (2)	32 (2)	10.9	6.6				
NEWS/TALK									
NOSTALGIA									
RELIGION/GOSPEL	8 (1)	20 (2)	28 (3)	9.6	3.3				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	2 (1)		2 (1)	0.7					
	43 (4)	250 (9)	293 (13)						

RADIO STATIONS

WCAW, 680, 50 KW/250 W (DA-N), AC SEE WVAF-F
 WCHS, 580, 5 KW (DA-N), MOR MBS CBS, \$ 17.00 (Eastman)
 WQBE, 950, 5 KW/1 KW (DA-N), SEE WQBE-F

WBES-F, 94.5, 3 KW @ 328, EZ ABC, \$ 16.00 (K & P) (DUNBAR)
 WJYP-F, 100.9, 3 KW @ 300, RELIGION, \$ 10.00 (---) CLU
 WKLC-F, 105.1, 4 KW @ 1665, AOR SOURCE, ABC, \$ 26.00 (HNWH) Martin
 WLZT-F, 107.3, 23 KW @ 640, OLDIES, \$ 19.00 (Durpetti) (MIAMI)
 WQBE-F, 97.5, 50 KW @ 500, COUNTRY ABC, \$ 43.00 (McGuild) Niniger
 WVAF-F, 99.9, 50 KW @ 490, AC ABC, \$ 34.00 (Banner) Capitol-Johnson
 WVNS-F, 96.1, 50 KW @ 360, OLDIES ABC, \$ 17.00 (---)
 WWSR-F, 102.7, 50 KW @ 420, CHR UNIPWR, \$ 36.00 (Katz) Ardman

CHARLOTTE

Arbitron Rank/Pop (12+): 38/998,400

Stations: 28/20
Diaries: 1328/752:1/50.6%
Sample Target: 1310
% Below Line: 4.3
% Not Listed: 14.0

1991 Revenue: \$32,700,000
HM Inc.: \$31,722
Retail \$: 9.0 Bill
Pop per Station: 49,920
#1 Biller: WSOC-AF \$5,900,000

HSA Rank/Pop: 43/1,140,000
ADI # 31
Average Person Ratings: 16.2
Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSOC-F (C)	206/12.7	14.8	11.4	15.2	12.3	13.5	336/4445	2664/26.7	24.3	24.3	11.6	193	2620	WSOC-F
WPEG-F (B)	206/12.7	13.5	12.5	10.9	12.3	12.4	258/2040	1582/15.8	17.7	17.6	13.7	229	1885	WPEG-F
3. WRFX-F (AOR)	140/ 8.6	7.3	8.3	6.6	7.6	7.7	185/2538	1867/18.7	19.5	16.8	11.0	183	2045	WRFX-F
4. WBT (FS)	127/ 7.8	5.4	6.0	6.7	5.7	6.5	141/1631	1447/14.5	12.9	13.4	6.0	100	1146	WBT
5. WEZC-F (SAC)	102/ 6.3	5.2	6.0	3.8	7.2	5.3	177/2677	1777/17.8	15.2	12.4	3.8	64	1071	WEZC-F
6. WTDR-F (C)	87/ 5.4	6.5	6.2	5.8	4.4	6.0	177/2339	1136/11.4	10.8	9.5	7.7	129	1415	WTDR-F
7. WMXC-F (AC)	81/ 5.0	4.5	5.2	4.1	4.8	4.7	118/2121	1365/13.7	14.0	12.8	2.8	46	1018	WMXC-F
WCKZ-F (CHR)	81/ 5.0	6.5	7.3	7.5	6.6	6.6	126/2677	1596/16.0	18.3	18.6	6.7	112	1866	WCKZ-F
WBT -F (AC)	81/ 5.0	5.8	5.0	5.7	5.4	5.4	162/3180	1641/16.4	16.8	14.5	6.0	100	1597	WBT -F
10. WXRC-F (AOR)	60/ 3.7	3.2	3.1	2.5	1.8	3.1	120/1577	776/ 7.8	7.7	5.9	2.9	48	1118	WXRC-F
11. WWMG-F (O)	49/ 3.0	4.1	4.8	4.3	5.0	4.1	112/1691	841/ 8.4	11.4	12.2	3.8	64	1316	WWMG-F
12. WHIT-AF (REL)	21/ 1.3	1.3	1.2	1.5	1.0	1.3	50/986	439/ 4.4	5.2	4.5	0.9	15	274	WHIT-AF
13. WGSP (REL)	20/ 1.2	1.0	1.5	0.8	1.0	1.1	20/219	219/ 2.2	2.4	2.4	0.7	12	229	WGSP
14. WAQQ-F (CHR)	19/ 1.2	1.6	0.8	0.5	2.5	1.0	47/978	557/ 5.6	4.4	9.3	1.7	29	525	WAQQ-F

12+ FM SHARE (METRO): 85.51% (1192 of 1394) (FAL 90: 89.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WSOC-F	1 WPEG-F	1 WSOC-F
WCKZ-F	2 WRFX-F	2 WRFX-F	2 WSOC-F	2 WRFX-F	2 WBT	2 WRFX-F	2 WPEG-F	2 WPEG-F	2 WCKZ-F	2 WPEG-F
3	3 WSOC-F	3 WSOC-F	3 WPEG-F	3 WPEG-F	3 WEZC-F	3 WPEG-F	3 WBT	3 WRFX-F	3 WSOC-F	3 WEZC-F
4	4 WXRC-F	4 WTDR-F	4 WMXC-F	4 WMXC-F	4 WPEG-F	4 WBT	4 WRFX-F	4 WEZC-F	4 WBT	4 WBT
5	5 WMXC-F	5 WMXC-F	5 WBT -F	5 WEZC-F	5	5 WTDR-F	5 WEZC-F	5 WMXC-F	5 WRFX-F	5
6	6 WCKZ-F	6 WBT -F	6 WTDR-F	6 WBT -F	6	6 WEZC-F	6 WMXC-F	6 WBT -F	6	6
7	7 WBT -F	7	7	7 WTDR-F	7	7	7	7 WCKZ-F	7	7
8	8	8	8	8	8	8	8	8 WBT	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WPEG-F	1 WPEG-F	1 WRFX-F	1 WRFX-F	1 WRFX-F	1 WRFX-F
2 WCKZ-F	2 WMXC-F	2 WSOC-F	2 WSOC-F	2 WSOC-F	2 WRFX-F	2 WPEG-F	2 WPEG-F	2 WSOC-F	2 WSOC-F
3 WXRC-F	3 WBT -F	3 WBT -F	3 WBT -F	3 WMXC-F	3 WXRC-F	3 WSOC-F	3 WPEG-F	3 WSOC-F	3 WPEG-F
4 WEZC-F	4 WRFX-F	4 WRFX-F	4 WMXC-F	4 WBT -F	4 WTDR-F	4 WXRC-F	4 WTDR-F	4 WWMG-F	4 WWMG-F
5 WBT -F	5 WCKZ-F	5 WSOC-F	5 WEZC-F	5 WEZC-F	5 WSOC-F	5 WTDR-F	5	5 WWMG-F	5 WBT
6 WSOC-F	6 WEZC-F	6 WEZC-F	6 WRFX-F	6 WRFX-F	6 WCKZ-F	6	6	6 WXRC-F	6 WTDR-F
7	7 WSOC-F	7	7 WTDR-F	7 WTDR-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		109 (3)	109 (3)	7.8	12.5	WGIV 1600 Charlotte	0.7/1.9/ 11/ 188		
AOR/CLASSIC		207 (3)	207 (3)	14.8	11.4	WHVN 1240 Charlotte	0.8/2.6/ 13/ 256		
AC/OLDIES/SOFT ROCK		228 (5)	228 (5)	16.4	25.4	WLON 1050 Lincolnton	0.4/1.0/ 6/ 95		
MOR/VARIETY	127 (1)		127 (1)	9.1	5.6	WLTC 1370 Gastonia	0.4/1.1/ 7/ 123		
COUNTRY	7 (1)	313 (4)	320 (5)	23.0	23.1	WOCR 1540 Charlotte	0.6/0.8/ 10/ 84		
BLACK/URBAN	11 (1)	206 (1)	217 (2)	15.6	15.2	WRDX-F 106.5 Salisbury/Chrit	0.7/2.2/ 25/ 511		
BEAUTIFUL/EASY	6 (1)	109 (2)	115 (3)	8.2	0.9	WSOC 930 Charlotte	0.4/1.7/ 7/ 215		
NEWS/TALK						WFGW 1010 Black Mountain	0.1/0.0/ 0/ 0		
NOSTALGIA					2.9	WFMX-F 105.7 Statesville	0.9/3.1/ 89/1304		
RELIGION/GOSPEL	34 (3)	20 (1)	54 (4)	3.9		WKRR-F 92.3 Asheboro	0.4/1.8/ 43/ 778		
SPANISH						WKSI-F 98.7 Greensboro/W-S	0.6/1.8/ 29/ 558		
CLASSICAL						WMQX-F 93.1 Winston-Salem	0.4/0.9/ 41/ 522		
JAZZ/NEW AGE						WSPA-F 98.9 Spartanburg	0.4/1.4/ 15/ 306		
UNKNOWN/OTHERS	17 (2)		17 (2)	1.2	2.9	WTQR-F 104.1 Winston-Salem	0.3/1.5/136/1418		
	202 (9)	1192 (19)	1394 (28)						

RADIO STATIONS

WBT , 1110, 50 KW (DA-N) , NEWS/TALK/MOR	CBS , \$ 74.00 (Banner)	Jeff-Pilot
WBT-F , 107.9, 100 KW @ 1694, AC	, \$ 53.00 (Banner)	Jeff-Pilot
WCKZ-F, 101.9, 100 KW @ 988, CHR/URBAN	ABC , \$ 50.00 (HNWH)	Beasley
WEZC-F, 102.9, 100 KW @ 1535, SOFT AC	UNIJLT , \$ 45.00 (Katz)	Keymarket (HICKORY)
WPEG-F, 97.9, 50 KW @ 390, BLACK	CBS, UNIPWR , \$ 69.00 (Katz)	Broadcast Partners (CONCORD)
WMXC-F, 104.7, 100 KW @ 1230, AC	, \$ 74.00 (MMR)	EZ
WRFX-F, 106.5, 100 KW @ 1003, AOR	, \$ 95.00 (McGuild)	Pyramid (KANNAPOLIS)
WRDX-F, 99.7, 100 KW @ 1044, AC	, \$ 24.00 (Southern)	(SALISBURY)
WSOC-F, 103.7, 100 KW @ 1059, COUNTRY	, \$ 125.00 (Durpetti)	Cox
WTDR-F, 96.9, 100 KW @ 1548, COUNTRY	, \$ 46.00 (Christal)	Trumper
WWMG-F, 96.1, 100 KW @ 1745, AC/OLDIES	CBS , \$ 51.00 (Christal)	Voyager (SHELBY)
WXRC-F, 95.7, 100 KW @ 1020, AOR	ABC , \$ 25.00 (N/A)	(HICKORY)
WAQQ-F, 95.1, 100 KW @ 1542, CHR	SMN , \$ 45.00 (Torbet)	

Miscellaneous: WSOC-AM sold by Cox to Bible Broadcast Network for \$475,000... WGKL-F to WAQQ-F and from Oldies to CHR (Oct)...

CHATTANOOGA

Arbitron Rank/Pop (12+): 97/366,100
 MSA Rank/Pop: 109/443,000
 ADI # 81
 Average Person Ratings: 16.1
 Market TSL: 21.50 hours

Stations: 17/17
 Diaries: 842/435:1/51.2%
 Sample Target: 840
 % Below Line: 0.0
 % Not Listed: 13.5

1991 Revenue: \$12,200,000
 HM Inc.: \$27,424
 Retail \$: 3.0 Bil
 Pop per Station: 21,535
 #1 Biller: WUSY-F \$3,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQM	Birch Cume	
1. WUSY-F (C)	141/23.9	18.0	20.4	19.8	19.7	20.5	264/2789	1508/41.2	32.1	31.3	21.7	143	1335	WUSY-F
2. WJTT-F (B)	59/10.0	12.1	9.7	9.2	9.3	10.3	65/725	591/16.1	14.1	11.0	12.1	80	780	WJTT-F
3. WDEF-F (EZ)	51/ 8.6	8.7	10.7	11.0	9.3	9.8	65/861	671/18.3	20.4	18.8	7.9	52	712	WDEF-F
4. WLMX-F (AC)	38/ 6.4	6.8	8.5	6.2	7.3	7.0	38/577	563/15.4	17.5	17.5	6.7	44	576	WLMX-F
5. WSKZ-F (CHR)	35/ 5.9	9.2	7.5	9.6	10.3	8.1	90/1465	720/19.7	21.1	22.9	8.0	53	916	WSKZ-F
6. WFXS-F (CL AOR)	32/ 5.4	4.7	3.7	3.0	4.7	4.2	37/389	352/ 9.6	9.4	10.2	4.2	28	441	WFXS-F
7. WDOD-F (C)	28/ 4.7	8.2	3.3	6.7	6.5	5.7	41/1031	578/15.8	15.4	16.5	5.3	35	582	WDOD-F
8. WSGC-F (O)	22/ 3.7	2.0	3.3	3.3	2.9	3.1	25/398	336/ 9.2	8.7	9.6	2.7	18	254	WSGC-F
9. WDOD (BB)	20/ 3.4	2.0	1.2	1.2	2.8	2.0	24/263	203/ 5.5	5.0	4.8	1.1	7	134	WDOD
10. WGOW (N/T)	18/ 3.0	2.5	1.3	3.3	1.3	2.5	18/266	266/ 7.3	5.5	5.1	3.3	22	359	WGOW
11. WNOO (B)	14/ 2.4	3.3	4.2	2.6	5.2	3.1	15/255	224/ 6.1	6.0	6.7	2.1	14	178	WNOO
12. WKXJ-F (AC)	13/ 2.2	0.8	3.5	0.8	----	1.8	17/270	194/ 5.3	5.0	0.0	2.4	16	336	WKXJ-F
13. WJRX-F (REL)	11/ 1.9	3.0	2.5	3.4	1.0	2.7	14/259	185/ 5.1	5.1	2.3	2.6	17	235	WJRX-F
14. WBDX-F (SAC)	11/ 1.9	1.7	1.8	1.4	1.6	1.7	12/246	180/ 4.9	6.4	5.0	1.1	7	141	WBDX-F

12+ FM SHARE (METRO): 86.30% (441 of 511) (FAL 90: 83.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WSKZ-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WJTT-F	1 WUSY-F
2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WDEF-F	2 WDEF-F	2 WDEF-F	2 WJTT-F	2 WUSY-F	2 WJTT-F
3 WUSY-F	3 WFXS-F	3 WLMX-F	3 WLMX-F	3 WLMX-F	3	3 WJTT-F	3 WLMX-F	3 WDEF-F	3 WSKZ-F	3 WDOD-F
4 WKXJ-F	4 WSKZ-F	4 WFXS-F	4 WFXS-F	4 WFXS-F	4	4 WLMX-F	4 WJTT-F	4 WSKZ-F	4 WFXS-F	4 WSKZ-F
5	5 WLMX-F	5 WSKZ-F	5 WDEF-F	5 WDEF-F	5	5 WSKZ-F	5 WSKZ-F	5 WLMX-F	5 WDEF-F	5
6	6	6	6 WSGC-F	6	6	6	6 WGOW	6 WFXS-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F	1 WUSY-F
2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WJTT-F	2 WSKZ-F	2 WFXS-F	2 WFXS-F	2 WFXS-F	2 WFXS-F
3 WLMX-F	3 WLMX-F	3 WLMX-F	3 WLMX-F	3 WLMX-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WJTT-F	3 WGOW
4 WSKZ-F	4 WSKZ-F	4 WSKZ-F	4	4 WNOO	4 WFXS-F	4 WSKZ-F	4 WSKZ-F	4 WSKZ-F	4 WJTT-F
5 WFXS-F	5 WFXS-F	5 WNOO	5	5 WDEF-F	5	5	5 WDEF-F	5 WGOW	5 WDEF-F
6	6	6 WFXS-F	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA	TSA
							SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		35 (1)	35 (1)	6.8	13.8	WDEF 1370 Chattanooga	1.5/6.1/ 9/ 240	
AOR/CLASSIC		32 (1)	32 (1)	6.3	5.9	WFLI 1070 Lookout Mounntn	0.7/3.0/ 6/ 169	
AC/OLDIES/SOFT ROCK		73 (3)	73 (3)	14.3	14.8	WQCH 1590 Lafayette	0.8/1.3/ 5/ 46	
MOR/VARIETY					3.7			
COUNTRY	5 (1)	169 (2)	174 (3)	34.1	26.4			
BLACK/URBAN	14 (1)	59 (1)	73 (2)	14.3	13.8			
BEAUTIFUL/EASY	9 (1)	62 (2)	71 (3)	13.9	13.2			
NEWS/TALK	18 (1)		18 (1)	3.5	2.0			
NDSTALGIA	20 (1)		20 (1)	3.9				
RELIGION/GOSPEL	4 (1)	11 (1)	15 (2)	2.9	5.3			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS					1.0			
	70 (6)	441 (11)	511 (17)					

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N), MOR/FULL SER.	CBS, NBC, \$ 25.00 (MHR)	Park
WDOD, 1310, 5 KW (DA-N), NOSTALGIA	UNIULT, \$ N/A (Banner)	Bahakel
WFLI, 1070, 50 KW/1 KW (DA-2), RELIGION	ABC, \$ 12.00 (---)	Burns
WGOW, 1150, 5 KW/1 KW (DA-N), TALK	SUN, MBS, \$ 16.00 (Christal)	Bloomington
WNOO, 1260, 5 KW (DAYS), BLACK	SBN, \$ 14.00 (Eastman)	
WDEF-F, 92.3, 100 KW @ 1180, EZ	ABC, \$ 35.00 (MHR)	Park
WDOD-F, 96.5, 100 KW @ 1076, COUNTRY	UNIULT, \$ 36.00 (Banner)	Bahakel
WFXS-F, 102.3, 3 KW @ 285, CLASSIC AOR	, \$ 16.00 (Eastman)	(SODDY-DAISY)
WJTT-F, 94.3, 2.8 KW @ 325, BLACK	CBS, \$ 20.00 (HNWH)	(REDBANK)
WKXJ-F, 97.3, 27 KW @ 616, AC	, \$ 20.00 (Roslin)	
WLMX-F, 105.5, 3 KW @ 262, AC	ABC, \$ 45.00 (Eastman)	Baum (ROSSVILLE, GA)
WSGC-F, 101.9, .7 KW @ 702, OLDIES	, \$ 17.00 (---)	(RINGGOLD, GA)
WSKZ-F, 106.5, 100 KW @ 1076, CHR	, \$ 56.00 (Christal)	Bloomington
WUSY-F, 100.7, 100 KW @ 1190, COUNTRY	NBC, \$ 56.00 (Katz)	

CHICAGO

Arbitron Rank/Pop (12+): 3/6,651,100
 MSA Rank/Pop: 3/8,240,000
 ADI # 3
 Average Person Ratings: 18.6
 Market TSL: 24.25 hours

Stations: 36/36
 Diaries: 3655/1820:1/49.6%
 Sample Target: 3470
 % Below Line: 0.0
 % Not Listed: 12.1

1991 Revenue: \$238,000,000
 HH Inc.: \$33,675
 Retail \$: 61.9 Bill
 Pop per Station: 184,752
 #1 Biller: WGN \$42,500,000

12+ METRO	1/4/SHARE	SUM				SPG				WIN				FAL				4 Book		12+ TSA		12+ METRO		SPG		FAL		Birch		
		91	91	91	90	91	91	91	90	91	91	91	90	91	91	91	90	Avg.	1/4/CUME	CUME/CUME	RATING	91	90	Share	AQH	Cume				
1. WGN (T)	1049/ 8.5	8.4	8.2	7.8	9.3	8.2	1243/16385	13459/20.2	17.7	20.1	8.9	1096	12393	WGN																
2. WGCI-F (B)	835/ 6.8	8.1	6.6	7.4	7.2	7.2	838/8376	8289/12.5	13.1	13.9	9.3	1144	11928	WGCI-F																
3. WBBM-F (CHR)	633/ 5.1	4.9	5.8	6.9	6.2	5.7	650/11884	11438/17.2	18.6	18.2	6.6	816	12090	WBBM-F																
4. WBBM (N)	544/ 4.4	3.8	3.9	5.2	4.4	4.3	607/12439	10999/16.5	16.1	16.7	3.6	441	8235	WBBM																
5. WVAZ-F (B/AC)	520/ 4.2	4.7	4.3	4.8	4.5	4.5	522/6067	5990/ 9.0	10.5	9.9	5.1	627	5424	WVAZ-F																
6. WUSN-F (C)	468/ 3.8	4.5	3.3	3.8	4.0	3.8	505/7243	6788/10.2	9.7	9.0	4.7	577	6757	WUSN-F																
7. WNBZ-F (AOR)	465/ 3.8	4.6	3.9	1.4	1.4	3.4	495/8785	8144/12.2	10.6	6.6	6.0	738	7691	WNBZ-F																
8. WNUA-F (J/NA)	465/ 3.8	3.4	3.1	2.3	2.3	3.2	470/6526	6398/ 9.6	8.6	6.9	3.5	428	5122	WNUA-F																
9. WLIT-F (SAC)	419/ 3.4	3.4	3.9	3.5	3.2	3.6	435/5919	5663/ 8.5	9.1	8.8	2.1	254	4707	WLIT-F																
10. WXRT-F (AOR)	404/ 3.3	2.6	3.3	3.6	2.8	3.2	413/5554	5434/ 8.2	7.8	7.1	3.8	466	6033	WXRT-F																
11. WJJD (BB)	401/ 3.2	4.1	3.6	2.4	3.7	3.3	417/5406	5109/ 7.7	7.8	7.1	3.2	392	5079	WJJD																
12. WLUP (T)	394/ 3.2	2.8	3.1	2.7	2.6	3.0	433/5062	4521/ 6.8	8.3	7.2	2.6	319	3713	WLUP																
13. WJMK-F (O)	364/ 2.9	3.2	3.4	2.8	3.1	3.1	387/8271	7658/11.5	11.5	11.2	2.3	284	4237	WJMK-F																
14. WCKG-F (CL AOR)	336/ 2.7	3.4	3.4	3.9	4.1	3.4	367/7729	7200/10.8	12.7	13.2	3.3	407	7655	WCKG-F																
15. WLUP-F (AOR)	329/ 2.7	3.5	3.6	3.5	4.2	3.3	342/7685	7301/11.0	12.7	13.0	3.7	450	7109	WLUP-F																
16. WMAQ (N)	307/ 2.5	3.2	2.5	4.5	2.7	3.2	354/9354	8059/12.1	12.8	11.8	2.3	281	7104	WMAQ																
17. WLS (T)	302/ 2.4	2.6	1.8	2.5	2.2	2.3	363/5239	4069/ 6.1	5.2	7.0	2.7	327	3842	WLS																
18. WPNT-F (AC)	285/ 2.3	2.1	2.5	1.3	2.3	2.0	298/5651	5458/ 8.2	9.6	6.9	1.6	202	4447	WPNT-F																
19. WKQX-F (AC)	265/ 2.1	3.0	2.8	2.8	2.8	2.7	274/7342	7172/10.8	12.2	11.6	2.5	310	6236	WKQX-F																
20. WTMX-F (AC)	258/ 2.1	1.8	2.8	2.5	2.9	2.3	264/4638	4540/ 6.8	8.7	9.1	0.7	88	1793	WTMX-F																
21. WOJO-F (SP)	247/ 2.0	1.8	1.6	1.1	1.4	1.6	248/2977	2968/ 4.5	3.6	2.9	1.3	157	2050	WOJO-F																
22. WIND (SP)	214/ 1.7	0.5	0.7	0.9	0.8	0.9	216/2391	2333/ 3.5	2.0	2.0	1.2	143	1446	WIND																
23. WNIB-F (CL)	191/ 1.5	0.8	1.8	1.4	1.2	1.4	192/3793	3732/ 5.6	5.3	4.6	1.2	144	1755	WNIB-F																
24. WVON (B/T)	148/ 1.2	0.9	0.5	1.3	1.3	1.0	148/909	909/ 1.4	1.0	1.5	0.4	50	941	WVON																
25. WFMT-F (CL)	145/ 1.2	1.1	1.1	1.5	0.9	1.2	148/3481	3353/ 5.0	5.0	4.1	1.3	161	2452	WFMT-F																
26. WTAQ (SP)	129/ 1.0	0.8	0.7	0.4	0.4	0.7	129/1454	1454/ 2.2	1.2	0.9	0.7	90	1197	WTAQ																
27. WGCI (B)	124/ 1.0	1.0	0.7	1.1	0.5	0.9	124/1743	1716/ 2.6	2.6	2.3	0.5	60	1153	WGCI																
28. WYCA-F (REL)	106/ 0.9	0.6	0.7	0.5	0.6	0.7	107/1393	1350/ 2.0	2.1	1.4	0.8	101	1325	WYCA-F																
29. WLS -F (T)	102/ 0.8	1.3	1.3	1.6	2.1	1.3	115/3748	3396/ 5.1	7.5	9.9	0.8	102	4270	WLS -F																
30.																														

12+ FM SHARE (METRO): 65.55% (7117 of 10857) (FAL 90: 70.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F	1 WGCI-F>	1 WGCI-F>	1 WVAZ-F<	1 WGN <	1 WGN >>	1 WGN >>	1 WGN	1 WGCI-F	1 WGCI-F>	1 WGN >>
2 WGCI-F>	2 WXRT-F<	2 WVAZ-F	2 WGCI-F	2 WVAZ-F<	2 WBBM	2 WBBM	2 WLIT-F	2 WGN	2 WBBM-F	2 WBBM <
3 WNBZ-F>	3 WBBM-F<	3 WXRT-F<	3 WXRT-F<	3 WGCI-F	3 WJJD	3 WGCI-F	3 WGCI-F	3 WBBM-F<	3 WGN	3 WVAZ-F
4 WYTZ-F	4 WNBZ-F	4 WBBM-F<	4 WNUA-F<	4 WNUA-F	4 WUSN-F	4 WBBM-F	4 WLUP	4 WVAZ-F	4 WVAZ-F	4 WGCI-F>>
5	WVAZ-F	5 WNUA-F	5 WLUP	5 WXRT-F<	5 WLIT-F<	5 WLUP-F	5 WNUA-F	5 WNBZ-F<	5 WNBZ-F>	5 WMAQ
6	6 WLUP-F	6 WLUP	6 WGN	6 WLUP	6 WNUA-F	6 WJJD	6 WXRT-F	6 WNUA-F	6 WBBM	6 WBBM-F
7	7 WLUP <	7 WNBZ-F	7 WJMK-F<	7 WUSN-F	7 WLS	7 WUSN-F	7 WVAZ-F	7 WUSN-F	7 WNUA-F	7 WUSN-F>>
8	8 WCKG-F	8 WGN	8 WLIT-F	8 WLIT-F	8 WMAQ <	8 WXRT-F	8 WJJD	8 WVAZ-F	8 WCKG-F<	8 WLS
9	9	9 WCKG-F<	9 WUSN-F	9 WJMK-F	9 WJMK-F	9 WMAQ	9 WBBM	9 WLIT-F	9 WUSN-F	9
10	10	10 WLUP-F	10 WCKG-F	10 WBBM	10 WGCI-F	10	10 WUSN-F	10 WXRT-F	10 WMAQ	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WGCI-F	1 WVAZ-F<	1 WGCI-F>	1 WGCI-F<	1 WXRT-F	1 WGCI-F<	1 WLUP
2 WBBM-F	2 WVAZ-F	2 WGCI-F>	2 WVAZ-F	2 WGCI-F	2 WNBZ-F<	2 WXRT-F	2 WLUP	2 WLUP <	2 WXRT-F
3 WNBZ-F>	3 WBBM-F	3 WXRT-F	3 WBBM-F	3 WGN	3 WBBM-F	3 WNBZ-F	3 WLUP-F	3 WXRT-F	3 WGN
4 WLIT-F<	4 WXRT-F	4 WNUA-F	4 WNUA-F	4 WNUA-F<	4 WLUP-F>	4 WLUP-F	4 WNBZ-F	4 WNBZ-F	4 WNUA-F
5 WVAZ-F	5 WNUA-F	5 WBBM-F	5 WPNT-F<	5 WUSN-F	5 WCKG-F	5 WLUP	5 WCKG-F<	5 WCKG-F	5 WBBM <
6 WCKG-F<	6 WPNT-F<	6 WPNT-F	6 WLIT-F	6 WJMK-F	6 WOJO-F	6 WBBM-F	6 WVAZ-F	6 WCKG-F	6 WCKG-F
7 WIND	7 WNBZ-F	7 WKQX-F	7 WJMK-F	7 WBBM-F	7 WIND	7 WCKG-F	7 WGCI-F	7 WNUA-F	7 WLUP-F<
8 WTMX-F	8 WKQX-F	8 WTMX-F	8 WUSN-F<	8 WPNT-F	8	8 WVAZ-F	8 WBBM-F	8 WGN	8 WVAZ-F
9 WPNT-F	9 WCKG-F	9	9 WTMX-F<	9 WLIT-F	9	9	9 WNUA-F	9 WBBM-F	9 WGCI-F
10 WLUP-F	10 WLIT-F	10	10 WGN	10 WTMX-F	10	10	10	10 WVAZ-F	10 WLIT-F

CHICAGO

FORMATS	AM	FM	TOTAL	%	FAL 90	OTHER RATED STATIONS	METRO CUME	TSA	TSA
	--	--	----	-	%		SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		633 (1)	633 (1)	5.8	9.1	WAIT 850 Crystal Lk/Chcg	0.7/1.7/	94/1144	
AOR/CLASSIC		1534 (4)	1534 (4)	14.1	13.8	WJPC-F 106.3 Lansing/Chicago	0.6/2.3/	80/1552	
AC/OLDIES/SOFT ROCK		1232 (5)	1232 (5)	11.3	16.5	WJTW-F 93.5 Joliet	0.3/0.8/	42/ 500	
MOR/VARIETY						WLTH 1370 Gary	0.3/0.6/	36/ 385	
COUNTRY		468 (1)	468 (1)	4.3	3.1	WVXX-F 103.1 Highland Park	0.5/1.6/	57/1076	
BLACK/URBAN	308 (3)	1435 (3)	1743 (6)	16.1	15.6	WYLL-F 106.7 Des Plaines/Chi	0.3/1.2/	44/ 828	
BEAUTIFUL/EASY	92 (1)	419 (1)	511 (2)	4.7	2.9	WYSY-F 107.9 Aurora	0.5/2.0/	63/1456	
NEWS/TALK	2596 (5)	102 (1)	2698 (6)	24.9	22.2				
NOSTALGIA	401 (1)		401 (1)	3.7	3.5				
RELIGION/GOSPEL		147 (2)	147 (2)	1.4	1.2				
SPANISH	343 (2)	247 (1)	590 (3)	5.4	3.7				
CLASSICAL		336 (2)	336 (2)	3.1	3.7				
JAZZ/NEW AGE		465 (1)	465 (1)	4.3	4.1				
UNKNOWN/OTHERS		99 (2)	99 (2)	0.9	0.6				
	3740 (12)	7117 (24)	10857 (36)						

RADIO STATIONS

AM STATIONS

WBBM, 780, 50 KW	, NEWS	CBS, \$ 260.00 (CBS)	CBS
WGCI, 1390, 5 KW (DA-2)	, GOSPEL/BLACK	SBN, \$ N/A (McGuild)	Gannett
WGN, 720, 50 KW	, TALK/VARIETY	ABC, \$ 350.00 (Christal)	Tribune Co.
WIND, 560, 5 KW (DA-2)	, HISPANIC	, \$ 75.00 (Katz)	Tichenor
WJJD, 1160, 50 KW/5KW (DA-2)	, NOSTALGIA	UNIULT, \$ 88.00 (Katz)	Infinity
WJPC, 950, 1 KW/5KW (DA-N)	, BLACK	NBN, \$ 45.00 (---)	
WLS, 890, 50 KW	, TALK	ABC, \$ 85.00 (Banner)	Cap. Cities/ABC
WLUP, 1000, 50 KW (DA-2)	, TALK/AOR	, \$ 130.00 (MMR)	Evergreen
WMAQ, 670, 50 KW	, NEWS	CNN NBC, \$ 130.00 (Group W)	Westinghouse
WSBC, 1240, 1 KW	, RELIGION/ETHNIC	, \$ 18.00 (---)	
WVOH, 1450, 1 KW	, BLACK	MBS, \$ 46.00 (Roslin)	
WXEZ, 820, 50 KW/1 KW (DA-N)	, EZ	MBS, \$ N/A (---)	Century

FM STATIONS

WBBM, 96.3, 6 KW @ 1174, CHR		CBS, \$ 150.00 (CBS)	CBS
WCKG, 105.9, 4 KW @ 1575, CLASSICAL AOR		, \$ 164.00 (Katz)	
WFMT, 98.7, 15 KW @ 1174, CLASSICAL		, \$ 100.00 (HNWH)	
WWBZ, 103.5, 4 KW @ 1548, AOR	ABC	UNIPWR, \$ 106.00 (Eastman)	
WGCI, 107.5, 33 KW @ 605, BLACK		, \$ 230.00 (McGuild)	Gannett
WJMK, 104.3, 4 KW @ 1568, OLDIES		UNIPWR, \$ 210.00 (Katz)	Infinity
WKQX, 101.1, 6 KW @ 1174, AC/CONTEMP		SOURCE, \$ 200.00 (HNWH)	Emmis
WLIT, 93.9, 4 KW @ 1581, SOFT AC		, \$ 215.00 (Christal)	Viacom
WLNK, 106.3, 2 KW @ 297, AC		, \$ 40.00 (---)	(LANSING)
WLUP, 97.9, 6 KW @ 1174, AOR		, \$ 300.00 (MMR)	Evergreen
WNIB, 97.1, 8 KW @ 1190, CLASSICAL		, \$ 105.00 (CMBS)	
WNWA, 95.5, 8 KW @ 1174, JAZZ/NAC		, \$ 120.00 (Durpetti)	Pyramid
WOJO, 105.1, 6 KW @ 1170, HISPANIC		, \$ 95.00 (Katz Hisp)	Tichenor
WTHX, 101.9, 4 KW @ 1561, AC		, \$ 140.00 (McGuild)	Bonneville
WUSN, 99.5, 6 KW @ 1174, COUNTRY		, \$ 155.00 (MMR)	Cook Inlet
WVAZ, 102.7, 6 KW @ 1174, BLACK AC		UPI, \$ 185.00 (Durpetti)	Broadcast Partners
WXEZ, 100.3, 7 KW @ 1174, EZ		MBS, \$ 175.00 (---)	Century
WXRT, 93.1, 7 KW @ 1308, AOR		, \$ 160.00 (CBS)	
WLS, 94.7, 4 KW @ 1535, TALK		ABC, \$ 158.00 (Banner)	Cap. Cities/ABC
WYSY, 107.9, 22 KW @ 734, AC		, \$ 55.00 (N/A)	(AURORA)

Miscellaneous: WNZO/WVXX-F (Suburbs) from Univrsal to Douglas for \$5,700,000... WYTZ-F changes to WLS-F and format from CHR to Talk (Oct)...

CINCINNATI

Arbitron Rank/Pop (12+): 32/1,188,700
 MSA Rank/Pop: 32/1,730,000
 ADI # 30
 Average Person Ratings: 16.5
 Market TSL: 21.50 hours

Stations: 26/22
 Diaries: 1491/797:1/54.3%
 Sample Target: 1480
 % Below Line: 2.9
 % Not Listed: 9.6

1991 Revenue: \$57,500,000
 HH Inc.: \$32,910
 Retail \$: 12.6 Bill
 Pop per Station: 54,031
 #1 Biller: WLW \$14,900,000

12+ METRO	1/4/S-SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WLW (T/FS)	189/ 9.7	13.4	12.1	12.0	11.2	11.8	301/4776	3187/26.8	32.3	29.8	10.9	204	3434	WLW
2. WUBE-F (C)	180/ 9.2	7.1	7.5	7.1	5.3	7.7	264/2804	1850/15.6	12.4	13.0	8.1	152	1723	WUBE-F
3. WEBN-F (AOR)	131/ 6.7	7.4	7.4	7.7	9.7	7.3	161/2752	2147/18.1	18.9	21.8	9.9	184	2976	WEBN-F
4. WIZF-F (B)	126/ 6.4	6.3	4.5	6.1	7.2	5.8	129/1307	1236/10.4	10.2	10.9	8.9	166	1939	WIZF-F
5. WWNK-F (AC)	124/ 6.3	5.1	5.6	4.7	5.4	5.4	152/2200	1754/14.8	16.0	15.7	5.6	105	1457	WWNK-F
6. WKRQ-F (CHR)	122/ 6.2	9.4	9.7	10.3	9.8	8.9	170/3543	2555/21.5	25.2	23.2	8.9	167	2978	WKRQ-F
7. WVEZ-F (SAC)	116/ 5.9	4.6	5.5	4.6	7.1	5.2	146/2164	1672/14.1	13.5	15.0	4.0	74	906	WVEZ-F
8. WRRR-F (O)	113/ 5.8	5.9	6.7	5.3	5.5	5.9	162/2911	2057/17.3	17.0	13.4	5.0	94	1662	WRRR-F
9. WRRM-F (AC)	98/ 5.0	4.8	5.1	4.6	4.8	4.9	115/1979	1706/14.4	14.5	14.1	6.3	117	1485	WRRM-F
10. WKRC (FS)	97/ 5.0	3.7	2.8	5.9	4.6	4.3	107/2385	2027/17.1	11.3	16.0	3.8	70	1751	WKRC
11. WCKY (N/T)	88/ 4.5	3.9	3.2	4.3	4.5	4.0	94/1383	1302/11.0	8.1	10.2	3.9	72	1001	WCKY
12. WMLX (BB)	83/ 4.2	2.1	3.5	3.3	3.0	3.3	95/593	541/ 4.6	5.9	3.4	1.2	23	207	WMLX
13. WOFX-F (CL AOR)	70/ 3.6	5.5	4.5	3.9	3.0	4.4	102/2105	1535/12.9	14.8	12.2	4.4	82	1598	WOFX-F
14. WZRZ-F (AOR)	66/ 3.4	3.1	3.4	2.9	1.9	3.2	87/1366	952/ 8.0	8.5	6.1	4.4	82	1226	WZRZ-F
15.														

12+ FM SHARE (METRO): 69.74% (1233 of 1768) (FAL 90: 69.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW	1 WLW	1 WLW	1 WLW <	1 WLW	1 WLW	1 WVEZ-F
2 WIZF-F>	2 WIZF-F	2 WUBE-F	WEBN-F	2 WEBN-F	2 WUBE-F	2 WUBE-F	2 WUBE-F	2 WKRQ-F	2 WIZF-F	WIZF-F
3 WZRZ-F	3 WWNK-F	3 WLW	3 WRRR-F	3 WUBE-F	3 WVEZ-F<	3 WEBN-F	3 WVEZ-F	3 WKRQ-F	3 WKRQ-F	3 WKRC
4	4 WKRQ-F	4 WWNK-F	4 WUBE-F<	4 WRRR-F	4 WKRC	4 WKRC	4 WWNK-F	4 WEBN-F	4 WWNK-F>	4 WEBN-F<
5	5 WUBE-F	WIZF-F	5 WWNK-F	5 WWNK-F<	5 WCKY <	5 WWNK-F	5 WRRR-F<	5 WWNK-F	5 WUBE-F<	5 WUBE-F
6	6 WZRZ-F	6 WRRR-F	6 WRRR-F	6 WRRR-F	6 WRRR-F<	WIZF-F<	6 WEBN-F	6 WRRR-F<	6 WEBN-F	WLW
7	7 WOFX-F<	7 WRRM-F	7 WIZF-F	7 WVEZ-F	7 WMLX	7 WKRQ-F	7 WRRR-F	7 WVEZ-F	7 WCKY	7
8	8 WRRR-F	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIZF-F	1 WIZF-F	1 WWNK-F	1 WWNK-F	1 WWNK-F	1 WUBE-F	1 WEBN-F>	1 WEBN-F>	1 WEBN-F	1 WLW
2 WKRQ-F>	2 WIZF-F	2 WEBN-F	2 WIZF-F	WRRR-F	2 WEBN-F	2 WZRZ-F	2 WLW	2 WLW	2 WEBN-F
3 WUBE-F	3 WKRQ-F	3 WIZF-F	3 WRRR-F	3 WVEZ-F<	3 WZRZ-F>	3 WLW	3 WIZF-F	3 WUBE-F>	3 WUBE-F>
4 WWNK-F	4 WEBN-F	4 WRRM-F	WRRR-F<	4 WRRR-F	4 WKRQ-F	4 WUBE-F<	4 WZRZ-F	4 WRRR-F<	4 WRRR-F
5 WOFX-F	5 WUBE-F	5 WKRQ-F	5 WKRQ-F	5 WUBE-F	5 WWNK-F	5 WIZF-F	5 WOFX-F	5 WIZF-F<	5 WIZF-F<
6 WZRZ-F	6 WRRR-F	6 WVEZ-F	6 WUBE-F	6 WIZF-F	6 WIZF-F	6 WOFX-F	6 WRRR-F	6 WZRZ-F	6 WOFX-F<
7 WEBN-F	7 WOFX-F	7 WUBE-F	7 WEBN-F	7 WEBN-F	7 WRRR-F	7 WWNK-F	7	7 WOFX-F	7 WRRR-F
8	8	8	8	8 WLW	8	WKRQ-F	8	8	8

FORMATS	AH	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		139 (3)	139 (3)	7.9	10.1	WAKW-F 93.3 Cincinnati	1.2/3.1/ 25/ 480
AOR/CLASSIC		274 (4)	274 (4)	15.5	13.1	WAQZ-F 107.1 Milford	0.5/3.0/ 12/ 387
AC/OLDIES/SOFT ROCK	14 (1)	335 (3)	349 (4)	19.7	24.2	WCIN 1480 Cincinnati	1.2/3.3/ 23/ 391
MOR/VARIETY	97 (1)		97 (1)	5.5	22.2	WNOP 740 Newport	0.6/1.3/ 12/ 154
COUNTRY	12 (1)	220 (3)	232 (4)	13.1	7.1	WOXY-F 97.7 Oxford/Cinci	0.4/2.0/ 12/ 377
BLACK/URBAN	23 (1)	126 (1)	149 (2)	8.4	8.1	WSAI 1360 Cincinnati	0.7/3.3/ 19/ 517
BEAUTIFUL/EASY		116 (1)	116 (1)	6.6	6.6	WTSJ 1050 Cincinnati	0.4/1.3/ 8/ 152
NEWS/TALK	277 (2)		277 (2)	15.7	3.6	WUBE 1230 Cincinnati	0.6/1.9/ 13/ 252
NOSTALGIA	92 (2)		92 (2)	5.2	2.0		
RELIGION/GOSPEL	8 (1)	23 (1)	31 (2)	1.8	1.4	WGTZ-F 92.5 Eaton/Dayton	0.4/2.1/ 21/ 680
SPANISH						WHKO-F 99.1 Dayton/Sprngfld	0.8/3.2/ 70/1235
CLASSICAL						WPFB 910 Middletown	0.5/1.6/ 18/ 325
JAZZ/NEW AGE	12 (1)		12 (1)	0.7	1.0	WPFB-F 105.9 Middletown	1.3/3.7/ 44/ 836
UNKNOWN/OTHERS					0.6		
		535 (10)	1233 (16)	1768 (26)			

CINCINNATI

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Black		\$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N)	News/Talk	CBS NBC,	\$ 62.00	(Mc-Guild)	Federated
WKRC,	550,	5 KW/1KW (DA-2)	Full Service	ABC,	\$ 90.00	(Katz)	Great American
WLW,	700,	50 KW	Full Service/Talk	ABC,	\$125.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (Days, DA)	Nostalgia	CNN,	\$ 30.00	(MMR)	Hoker (FLORENCE, KY)
WNOP,	740,	1 KW (Days, DA)	Jazz/Variety		\$ 25.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	Oldies		\$ 28.00	(MMR)	Booth
WUBE,	1230,	1 KW	See WUBE-FM				

FM STATIONS

WZRZ,	96.5,	31 KW @ 810	AOR	UNIPWR,	\$ 48.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	16 KW @ 905	AOR		\$135.00	(Eastman)	Jacor
WGRR,	103.5,	19 KW @ 790	Oldies		\$ 59.00	(Banner)	Dalton (HAMILTON)
WIZF,	100.9,	1 KW @ 486	Black	ABC,	\$ 35.00	(HNWH)	Interurban
WKRQ,	101.9,	16 KW @ 874	CHR	ABC,	\$110.00	(Katz)	Great American
WOFX,	94.9,	31 KW @ 640	C1 AOR		\$ 69.00	(MMR)	Hoker (FAIRFIELD)
WAQZ,	107.1,	3 KW @ 300	Contemporary		\$ 33.00	(K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 808	AC		\$ 83.00	(Crystal)	Susquehanna
WUBE,	105.1,	14 KW @ 920	Country	CBS,	\$ 75.00	(Crystal)	American
WWEZ,	92.5,	16 KW @ 905	EZ		\$ 66.00	(Mc-Guild)	Federated
WWNK,	94.1,	32 KW @ 600	AC		\$ 77.00	(MMR)	Booth

CLEVELAND

Arbitron Rank/Pop (12+): 23/1,733,100
 HSA Rank/Pop: 25/1,840,000
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 26/20
 Diaries: 1906/909:1/53.8%
 Sample Target: 1810
 % Below Line: 3.1
 % Not Listed: 9.7

1991 Revenue: \$53,200,000
 MM Inc.: \$29,425
 Retail \$: 13.5 Bil
 Pop per Station: 86,655
 #1 Biller: WLTF-F \$8,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WMMS-F (AOR)	315/10.2	8.5	6.8	8.8	6.8	8.6	389/5920	4328/25.0	20.1	17.3	10.1	283	3943	WMMS-F
2. WLTF-F (AC)	280/ 9.1	7.6	9.9	8.7	10.8	8.8	339/4192	3263/18.8	21.8	21.9	7.2	200	2579	WLTF-F
3. WZAK-F (B)	216/ 7.0	6.1	6.8	7.2	7.3	6.8	270/2836	2155/12.4	13.5	13.9	9.6	267	3191	WZAK-F
4. WGAR-F (C)	196/ 6.3	6.0	7.6	7.4	7.5	6.8	288/4076	2821/16.3	15.4	15.9	6.9	194	2626	WGAR-F
5. WDOK-F (SAC)	188/ 6.1	6.9	6.9	6.7	7.1	6.7	280/3891	2687/15.5	16.8	16.9	6.4	178	2128	WDOK-F
6. WMJI-F (O)	174/ 5.6	7.6	7.2	7.4	6.8	6.9	258/3912	2533/14.6	19.1	16.6	5.7	159	2386	WMJI-F
7. WQAL-F (AC)	170/ 5.5	4.8	5.8	4.5	4.4	5.2	217/3900	3069/17.7	18.5	11.4	4.6	129	2345	WQAL-F
8. WRMR (BB)	168/ 5.4	5.3	4.4	5.1	4.0	5.1	219/2091	1561/ 9.0	8.7	8.8	3.3	92	1520	WRMR
9. WWWE (N/T)	159/ 5.1	5.2	5.0	5.0	4.0	5.1	202/3461	2580/14.9	17.5	14.3	3.3	92	1315	WWWE
10. WNCX-F (CL AOR)	142/ 4.6	5.8	5.7	4.4	5.2	5.1	198/3141	2192/12.6	13.8	12.6	5.4	150	2436	WNCX-F
11. WPHR-F (CHR)	113/ 3.7	4.5	4.5	5.6	5.2	4.6	190/3347	1987/11.5	15.8	15.8	3.8	105	1685	WPHR-F
12. WJMO-F (CHR/U)	92/ 3.0	3.0	3.5	2.7	3.5	3.0	99/2529	2241/12.9	12.6	12.7	6.9	194	2751	WJMO-F
13. WNWV-F (J/NA)	87/ 2.8	2.9	3.1	2.7	2.4	2.9	111/1826	1373/ 7.9	7.8	8.3	3.9	108	1453	WNWV-F
14. WERE (N/T)	79/ 2.6	1.4	2.0	2.9	2.4	2.2	79/1267	1235/ 7.1	6.7	6.4	1.6	46	1091	WERE
15. WJMO (B/O)	67/ 2.2	3.1	1.4	1.1	1.8	2.0	67/1033	1014/ 5.9	4.0	3.7	1.9	53	854	WJMO
16. WCLV-F (CL)	61/ 2.0	2.2	2.0	2.1	2.2	2.1	80/1277	1013/ 5.8	7.0	6.7	2.3	63	856	WCLV-F
17. WHK (N/T)	51/ 1.7	1.5	1.7	1.5	1.8	1.6	63/1568	1365/ 7.9	5.8	5.6	0.8	22	561	WHK
18. WKNR (S/T)	47/ 1.5	0.9	0.9	0.7	0.3	1.0	68/1133	745/ 4.3	2.9	1.5	1.6	45	778	WKNR
19. WABQ (G)	47/ 1.5	1.1	1.4	1.6	1.4	1.4	47/496	496/ 2.9	3.3	2.5	0.5	13	197	WABQ
20. WEOL (FS)	40/ 1.3	1.8	0.6	0.8	0.6	1.1	41/595	556/ 3.2	2.2	1.3	0.5	13	339	WEOL

12+ FM SHARE (METRO): 74.97% (2091 of 2789) (FAL 90: 78.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WMMS-F	1 WMMS-F	1 WMMS-F	1 WMMS-F	1 WLTF-F	1 WMMS-F	1 WLTF-F	1 WMMS-F	1 WZAK-F	1 WMMS-F
2 WZAK-F	2 WZAK-F	2 WLTF-F	2 WLTF-F	2 WLTF-F	2 WRMR	2 WLTF-F	2 WMMS-F	2 WLTF-F	2 WLTF-F	2 WGAR-F
3 WJMO-F	3 WNCX-F	3 WZAK-F	3 WMJI-F	3 WMJI-F	3 WDOK-F	3 WMJI-F	3 WDOK-F	3 WZAK-F	3 WMMS-F	3 WZAK-F
4	4 WLTF-F	4 WNCX-F	4 WQAL-F	4 WQAL-F	4 WGAR-F	4 WGAR-F	4 WRMR	4 WGAR-F	4 WPHR-F	4 WMJI-F
5	5 WQAL-F	5 WMJI-F	5 WNCX-F	5 WDOK-F	5 WWWE	5 WDOK-F	5 WGAR-F	5 WDOK-F	5 WJMO-F	5 WWWE
6	6 WPHR-F	6 WQAL-F	6 WGAR-F	6 WGAR-F	6 WMJI-F	6 WZAK-F	6 WWWE	6 WQAL-F	6 WGAR-F	6 WERE
7	7 WGAR-F	7 WGAR-F	7 WDOK-F	7 WNCX-F	7	7	7	7	7	7
8	8 WJMO-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZAK-F	1 WZAK-F	1 WLTF-F	1 WLTF-F	1 WLTF-F	1 WMMS-F	1 WMMS-F	1 WMMS-F	1 WMMS-F	1 WMMS-F
2 WPHR-F	2 WLTF-F	2 WMMS-F	2 WQAL-F	2 WQAL-F	2 WZAK-F	2 WNCX-F	2 WNCX-F	2 WNCX-F	2 WMJI-F
3 WMMS-F	3 WNCX-F	3 WQAL-F	3 WZAK-F	3 WZAK-F	3 WNCX-F	3 WZAK-F	3 WZAK-F	3 WMJI-F	3 WNCX-F
4 WQAL-F	4 WQAL-F	4 WZAK-F	4 WMMS-F	4 WMMS-F	4 WLTF-F	4 WLTF-F	4 WQAL-F	4 WLTF-F	4 WLTF-F
5 WJMO-F	5 WPHR-F	5 WGAR-F	5 WDOK-F	5 WGAR-F	5 WPHR-F	5 WQAL-F	5 WLTF-F	5 WZAK-F	5 WGAR-F
6 WLTF-F	6 WPHR-F	6 WNCX-F	6 WMJI-F	6 WMJI-F	6 WZAK-F	6	6	6 WGAR-F	6 WWWE
7	7 WGAR-F	7 WDOK-F	7 WGAR-F	7 WZAK-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		227 (3)	227 (3)	8.1	7.4		
AOR/CLASSIC		472 (3)	472 (3)	16.9	18.9	CKLW 800 Windsor	1.0/2.8/ 45/ 727
AC/OLDIES/SOFT ROCK		634 (4)	634 (4)	22.7	22.9	WJR 760 Detroit	0.3/1.5/ 16/ 433
MOR/VARIETY	50 (2)		50 (2)	1.8	0.7	WKDD-F 96.5 Akron/Canton	0.7/4.4/102/2376
COUNTRY		196 (1)	196 (1)	7.0	7.7	WNIR-F 100.1 Kent/Akron	0.3/0.8/ 95/1194
BLACK/URBAN	67 (1)	216 (1)	283 (2)	10.1	14.7	WONE-F 97.5 Akron/Cleveland	0.5/3.9/110/2230
BEAUTIFUL/EASY		188 (1)	188 (1)	6.7	5.8	WQMX-F 94.9 Medina	0.3/1.1/ 56/1121
NEWS/TALK	289 (3)	10 (1)	299 (4)	10.7	10.1		
NOSTALGIA	198 (2)		198 (2)	7.1	6.5		
RELIGION/GOSPEL	47 (1)		47 (1)	1.7	1.0		
SPANISH	47 (1)		47 (1)	1.7			
CLASSICAL		61 (1)	61 (1)	2.2	1.6		
JAZZ/NEW AGE		87 (1)	87 (1)	3.1	1.4		
UNKNOWN/OTHERS					1.3		
	698 (10)	2091 (16)	2789 (26)				

CLEVELAND

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	,	Religion	SBN, \$ 20.00	(---)	
WERE,	1300,	5 KW (DA-1)	,	Talk	CNN, \$ 50.00	(Mc-Guild)	Metroplex
WKNR,	1220,	50 KW (DA-N)	,	Sports	ABC UNISUP, \$ NA	(---)	
WHK,	1420,	5 KW (DA-N)	,	Business News	BRN TALKNT, \$ 35.00	(Katz)	Malrite
WJMO,	1490,	1 KW	,	Black	ABC, \$ 30.00	(MMR)	United
WRMR,	850,	10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP, \$ 44.00	(MMR/Espanol)	
WWWE,	1100,	50 KW	,	News/Talk	CBS ABC, \$ 80.00	(Christal)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 620	,	Classical	, \$ 55.00	(HNWH)	
WDOK,	102.1,	12 KW @ 1005	,	Soft AC	, \$ 70.00	(MMR/Espanol)	
WGAR,	99.5,	50 KW @ 500	,	Country	ABC, \$ 80.00	(HNWH)	Nationwide
WJMO,	92.3,	27 KW @ 235	,	CHR/Urban	ABC, \$ 50.00	(MMR)	United
WLTF,	106.5,	11 KW @ 1060	,	AC	APR, \$140.00	(Christal)	Booth
WMJI,	105.7,	27 KW @ 900	,	Oldies/AC	, \$110.00	(Eastman)	Legacy
WMMS,	100.7,	34 KW @ 600	,	AOR	SOURCE NBC, \$160.00	(Katz)	Malrite
WNCX,	98.5,	16 KW @ 961	,	Classic AOR	ABC CBS, \$ 85.00	(Mc-Guild)	Metroplex
WNWV,	107.3,	50 KW @ 466	,	Jazz/NAC	SMN, \$ 55.00	(Torbet)	(ELYRIA)
WPHR,	107.9,	16 KW @ 892	,	CHR	SOURCE UNIPWR, \$ 60.00	(Torbet)	Ardman
WGAL,	104.1,	11 KW @ 1060	,	Oldies/AC	UNISUP, \$ 75.00	(Banner)	ML/win
WZAK,	93.1,	27 KW @ 623	,	Black	CBS, \$ 80.00	(Ourpetti)	Zapis

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 131/277,600
 MSA Rank/Pop: 139/361,000
 ADI # 125
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 18/17
 Diaries: 810/343:1/47.7%
 Sample Target: 750
 % Below Line: 0.4
 % Not Listed: 13.7

1991 Revenue: \$7,800,000
 HH Inc.: \$31,431
 Retail \$: 2.3 Bil
 Pop per Station: 16,329
 #1 Biller: KOUL-F \$1,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KOUL-F (C)	66/14.6	14.2	13.8	11.7	14.3	----	92/1087	816/29.4	26.8	26.2	11.9	76	959	KOUL-F
2. KZFM-F (CHR)	56/12.4	12.2	14.6	16.7	13.9	----	90/1202	794/28.6	27.6	26.9	18.4	117	1317	KZFM-F
3. KRYS-F (C)	54/12.0	9.9	12.8	9.8	6.9	----	89/1166	739/26.6	29.7	25.7	15.7	100	1059	KRYS-F
4. KSAB-AF (SP)	49/10.8	9.3	9.6	7.9	7.9	----	54/482	387/13.9	12.2	12.7	4.7	26	447	KSAB-AF
5. KNKN-F (AOR)	41/ 9.1	9.1	8.2	6.9	8.8	----	51/759	540/19.5	18.4	17.1	10.5	67	837	KNKN-F
6. KLTG-F (O)	26/ 5.8	8.3	4.0	4.8	7.1	----	33/647	468/16.9	15.8	11.2	5.0	32	402	KLTG-F
7. KMXR-F (AC)	21/ 4.7	5.9	6.0	7.5	5.2	----	26/538	460/16.6	15.7	13.3	6.3	40	463	KMXR-F
8. KMIQ-F (SP)	12/ 2.7	5.3	4.0	2.7	2.3	----	15/303	241/ 8.7	11.4	6.4	4.9	31	507	KMIQ-F
9. KWVS-F (AC)	11/ 2.4	2.4	2.8	2.7	2.3	----	12/142	104/ 3.7	4.6	5.3	0.8	5	134	KWVS-F
10. KCCT (SP)	10/ 2.2	3.4	4.8	4.6	4.2	----	12/237	184/ 6.6	10.0	6.8	2.0	13	195	KCCT
11. KCGR-F (CL AOR)	9/ 2.0	2.0	1.0	4.0	4.4	----	11/222	206/ 7.4	7.8	5.0	2.8	18	218	KCGR-F
12. KEYS (T)	8/ 1.8	0.8	1.0	1.9	2.3	----	9/200	137/ 4.9	5.6	5.5	2.4	15	174	KEYS
14. KCTA (REL)	8/ 1.8	1.6	1.2	1.5	2.1	----	12/156	102/ 3.7	3.6	3.0	0.6	4	129	KCTA

12+ FM SHARE (METRO): 87.15% (339 of 389) (FAL 90: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KZFM-F>>	1 KNKN-F	1 KOUL-F	1 KOUL-F<	1 KOUL-F	1 KSAB-AF>	1 KOUL-F<	1 KOUL-F	1 KOUL-F<	1 KZFM-F>	1 KUNO
2 KOUL-F>	2 KZFM-F	2 KRYS-F	2 KRYS-F>	2 KRYS-F>	2 KOUL-F	2 KRYS-F<	2 KRYS-F	2 KZFM-F	2 KOUL-F	2 KOUL-F
3 KNKN-F	3 KOUL-F<	3 KZFM-F	3 KLTG-F	3 KLTG-F	3 KRYS-F>	3 KSAB-AF	3 KSAB-AF>	3 KRYS-F	3 KNKN-F>	3 KRYS-F>
4	4 KRYS-F>>	KNKN-F>	4 KZFM-F	4 KZFM-F	4 KLTG-F	4 KZFM-F>	4 KNKN-F	4 KNKN-F>	4 KSAB-AF	4 KLTG-F
5	5 KMXR-F	5 KLTG-F	KNKN-F	KNKN-F	5	5 KNKN-F	5 KZFM-F	5 KSAB-AF	5 KRYS-F	5 KZFM-F
6	6	6	6 KSAB-AF	6 KSAB-AF	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F	1 KZFM-F	1 KRYS-F	1 KRYS-F	1 KRYS-F	1 KNKN-F>>	1 KNKN-F>>	1 KNKN-F>	1 KNKN-F	1 KOUL-F
2 KRYS-F	KRYS-F	2 KZFM-F	2 KOUL-F	KOUL-F>	2 KZFM-F>	2 KZFM-F	2 KOUL-F	2 KOUL-F>	2 KRYS-F
3 KOUL-F	3 KOUL-F>	KOUL-F>	3 KZFM-F>	3 KZFM-F>	3 KOUL-F>>	KOUL-F>	3 KRYS-F	3 KRYS-F>	3 KNKN-F>
4 KNKN-F>	4 KNKN-F	4 KMXR-F	4 KLTG-F	4 KSAB-AF	4 KRYS-F>	4 KRYS-F>	4 KZFM-F	4 KZFM-F>	4 KLTG-F>
5 KMXR-F	5 KMXR-F	5 KNKN-F	5 KSAB-AF	KLTG-F>	KMIQ-F	5 KCGR-F	KCGR-F	5 KLTG-F	5 KZFM-F
6	6	KLTG-F	KMXR-F	6 KMXR-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		56 (1)	56 (1)	14.4	17.4	KDAE	1590 Sinton	1.3/2.3/ 7/ 83		
AOR/CLASSIC		50 (2)	50 (2)	12.9	9.2	KRYS	1360 Corpus Christi	0.7/4.6/ 4/ 160		
AC/OLDIES/SOFT ROCK		58 (3)	58 (3)	14.9	15.4	KSIX	1230 Corpus Christi	1.6/4.3/ 10/ 157		
MOR/VARIETY										
COUNTRY	3 (1)	120 (2)	123 (3)	31.6	32.0	WOAI	1200 San Antonio	0.4/1.3/ 6/ 120		
BLACK/URBAN										
BEAUTIFUL/EASY	13 (2)		13 (2)	3.3	4.5					
NEWS/TALK	10 (2)		10 (2)	2.6	0.4					
NOSTALGIA										
RELIGION/GOSPEL	8 (1)		8 (1)	2.1	1.3					
SPANISH	16 (2)	55 (2)	71 (4)	18.3	19.7					
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	50 (8)	339 (10)	389 (18)							

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), HISPANIC CRC, \$ 21.00 (Caballero)
 KCTA, 1030, 50 KW (DAYS), RELIGION, \$ 12.00 (---)
 KDAE, 1590, 1 KW/500 W (DA-2), EZ UNISUP, UNIULT, \$ 13.00 (McGuild) (SINTON)
 KEYS, 1440, 1 KW (DA-N), OLDIES CNN, UNISUP, \$ 15.00 (Banner)
 KSIX, 1230, 1 KW, EZ, CBS, MBS, \$ 12.00 (---)
 KUNO, 1400, 1 KW, HISPANIC, \$ 29.00 (Katz)

KCGR-F, 105.5, 2 KW @ 360, OLDIES ABC, \$ 19.00 (Christal)
 KKHQ-F, 98.3, 3 KW @ 300, HISPANIC, \$ 17.00 (Lotus) (ODEM)
 KLTG-F, 96.5, 97 KW @ 956, OLDIES, \$ 21.00 (McGuild)
 KMIQ-F, 105.1, 3 KW @ 300, HISPANIC, \$ 14.00 (Caballero) (ROBSTOWN)
 KMXR-F, 93.9, 100 KW @ 840, AC, NBC, \$ 24.00 (Christal)
 KNKN-F, 101.3, 100 KW @ 380, AOR, \$ 28.00 (Torbet)
 KOUL-F, 103.7, 100 KW @ 943, COUNTRY, APR, \$ 30.00 (Mc-Guild)
 KRYS-F, 99.1, 100 KW @ 932, COUNTRY, \$ 16.00 (Banner) (KINGSVILLE)
 KWVS-F, 97.5, 100 KW @ 1000, JAZZ/AC/VARIETY, \$ 16.00 (Durpetti) (KINGSPORT)
 KZFM-F, 95.5, 100 KW @ 640, CHR, \$ 35.00 (Banner)

Miscellaneous: KROB-F changes to KSAB-F and begins simulcasting with KUNO (Aug)...

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 8/3,320,000
 MSA Rank/Pop: 13/3,860,000 (Dallas)
 ADI # 8
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

Stations: 33/33
 Diaries: 2525/1315:1/47.3%
 Sample Target: 2420
 % Below Line: 0.0
 % Not Listed: 8.5

1991 Revenue: \$132,400,000
 HH Inc.: \$34,930
 Retail \$: 36.0 Bill
 Pop per Station: 100,606
 #1 Biller: KVIL-AF \$20,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F (C)	643/11.2	10.5	11.0	9.1	10.0	10.4	717/9462	8185/24.7	25.2	20.9	11.1	657	7200	KSCS-F
2. KPLX-F (C)	420/ 7.3	6.0	6.2	6.6	7.4	6.5	459/6566	5744/17.3	15.6	14.9	7.7	453	4931	KPLX-F
3. WBAP (FS/C)	305/ 5.3	5.4	6.7	6.2	4.5	5.9	417/6752	4561/13.7	16.7	11.5	4.0	235	3294	WBAP
4. KVIL-AF (AC)	303/ 5.3	5.6	7.0	6.9	8.5	6.2	315/5045	4861/14.6	14.3	15.4	4.1	230	2973	KVIL-AF
5. KTXQ-F (AOR)	299/ 5.2	6.4	5.9	5.4	5.4	5.7	329/4682	4140/12.5	13.5	12.9	6.3	372	4629	KTXQ-F
6. KLRX-F (SAC)	254/ 4.4	2.8	2.7	2.1	1.1	3.0	281/3902	3549/10.7	9.0	5.0	2.5	150	1759	KLRX-F
7. KKDA-F (B)	253/ 4.4	5.0	4.6	5.7	5.3	4.9	281/3615	3210/ 9.7	9.4	9.6	5.0	294	3761	KKDA-F
8. KRLD (N)	229/ 4.0	4.1	4.1	5.5	4.9	4.4	283/6127	5044/15.2	13.8	16.8	3.6	213	3305	KRLD
9. KJHZ-F (B)	229/ 4.0	4.3	4.3	4.0	2.7	4.2	241/4175	3834/11.5	9.8	10.3	7.0	414	5502	KJHZ-F
10. KEGL-F (CHR)	225/ 3.9	3.6	4.1	4.4	4.2	4.0	265/5188	4479/13.5	14.3	14.4	4.6	269	4917	KEGL-F
11. KLTU-F (REL)	188/ 3.3	2.9	2.5	2.4	3.4	2.8	224/2756	2386/ 7.2	8.5	6.5	3.1	183	2890	KLTU-F
12. KDGE-F (AOR)	168/ 2.9	2.3	2.0	2.0	2.1	2.3	192/2413	2099/ 6.3	5.4	6.1	3.0	177	2467	KDGE-F
13. KDMX-F (AC)	157/ 2.7	3.5	1.7	1.4	1.3	2.3	164/3884	3730/11.2	6.4	6.1	1.7	101	2471	KDMX-F
14. KLIF (T)	134/ 2.3	2.8	3.1	3.1	2.5	2.8	155/2658	2329/ 7.0	7.3	6.5	2.3	137	2367	KLIF
15. KLUV-F (O)	128/ 2.2	3.2	3.8	2.4	2.8	2.9	148/3211	2740/ 8.3	11.2	9.1	2.8	163	2564	KLUV-F
16. WRR -F (CL)	125/ 2.2	2.1	1.9	2.5	2.1	2.2	131/2367	2167/ 6.5	6.8	5.9	1.7	100	1748	WRR -F
17. KOAI-F (J/NA)	122/ 2.1	3.0	2.2	2.4	2.5	2.4	134/2453	2269/ 6.8	5.9	7.7	4.0	238	2525	KOAI-F
18. KHVN (G)	118/ 2.1	2.4	1.7	1.7	1.9	2.0	126/1560	1505/ 4.5	4.4	3.6	1.3	75	1155	KHVN
19. KZPS-F (CL AOR)	114/ 2.0	2.7	2.6	3.3	3.3	2.7	153/2933	2442/ 7.4	8.5	9.3	2.9	172	2928	KZPS-F
20. KKDA (B/O)	106/ 1.9	2.1	2.2	2.6	3.0	2.2	122/1611	1505/ 4.5	4.8	4.8	2.8	165	1615	KKDA
21. KCDU-F (CL AOR)	102/ 1.8	1.5	1.8	1.9	2.1	1.8	112/2656	2498/ 7.5	4.8	5.8	1.9	114	2218	KCDU-F
22. KAAM (BB)	99/ 1.7	2.0	1.5	1.9	1.7	1.8	100/1586	1582/ 4.8	3.9	4.5	1.0	59	1166	KAAM
23. KODZ-F (O)	93/ 1.6	2.3	2.7	3.1	4.0	2.4	101/3208	2816/ 8.5	11.5	14.3	2.0	118	2461	KODZ-F
24. KRSR-F (AC)	92/ 1.6	1.6	2.2	1.5	2.3	1.7	98/2079	1970/ 5.9	7.1	7.1	1.5	87	1228	KRSR-F
25. KSSA-AF (SP)	85/ 1.5	0.5	0.5	1.2	0.6	0.9	85/921	921/ 2.8	1.7	1.4	0.6	35	694	KSSA-AF
26. KESS (SP)	84/ 1.5	1.8	1.3	2.2	1.3	1.7	87/1161	1132/ 3.4	2.4	2.3	1.6	95	1220	KESS
27.														
28.														
29.														
30.														

12+ FH SHARE (METRO): 75.12% (3934 of 5237) (FAL 90: 76.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KEGL-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>	1 KSCS-F	1 KSCS-F>>
2 KJHZ-F	2 KTXQ-F	2 KPLX-F	2 KPLX-F	2 KPLX-F	2 WBAP	2 KPLX-F	2 KPLX-F>	2 KPLX-F	2 KJHZ-F	2 KRLD
3 KSCS-F	3 KPLX-F	3 KTXQ-F	3 KVIL-AF	3 KVIL-AF	3 KPLX-F<	3 WBAP <	3 KTXQ-F	3 WBAP <	3 KKDA-F	3 KKDA-F
4 KHYI-F	4 KDGE-F<	4 KVIL-AF<	4 KTXQ-F<	4 KLRX-F	4 KVIL-AF	4 KVIL-AF	4 KLRX-F	4 KTXQ-F	4 KEGL-F	4 WBAP >>
5 KKDA-F	5 KKDA-F<	5 KKDA-F	5 KLRX-F	5 WBAP <	5 KRLD	5 KRLD	5 KVIL-AF<	5 KVIL-AF	5 KPLX-F	5 KVIL-F
6	6 KJHZ-F	6 KLTU-F<	6 KLTU-F	6 KTXQ-F	6 KLRX-F	6 KTXQ-F	6 WBAP	6 KJHZ-F<	6 WBAP	6 KPLX-F
7	7 KEGL-F	7 KJHZ-F<	7 KKDA-F<	7 KLTU-F	7	7 KKDA-F	7 KRLD	7 KLRX-F	7 KTXQ-F	7 KJHZ-F
8	8	8 KLRX-F	8 WBAP	8 KKDA-F	8	8 KLRX-F>>	8 KLTU-F>>	8 KKDA-F	8	8
9	9	9	9	9	9	9	9	9 KEGL-F>>	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KSCS-F>	1 KTXQ-F>	1 KTXQ-F>	1 KTXQ-F	1 KTXQ-F	1 KSCS-F
2 KPLX-F	2 KPLX-F>	2 KPLX-F	2 KPLX-F>	2 KVIL-AF	2 KSCS-F	2 KSCS-F>	2 KSCS-F	2 KSCS-F	2 KPLX-F
3 KDGE-F>	3 KKDA-F	3 KKDA-F	3 KVIL-AF	3 KPLX-F	3 KDGE-F	3 KPLX-F	3 KPLX-F	3 KPLX-F>	3 WBAP
4 KEGL-F<	4 KJHZ-F<	4 KLTU-F	4 KLTU-F<	4 KLRX-F	4 KEGL-F	4 KDGE-F	4 WBAP	4 WBAP	4 KTXQ-F
5 KJHZ-F	5 KDGE-F	5 KVIL-AF	5 KKDA-F	5 KLTU-F	5 KKDA-F	5 KKDA-F	5 KZPS-F	5 KKDA-F	5 KVIL-AF
6 KKDA-F	6 KLTU-F	6 KLRX-F	6 KJHZ-F<	6 KKDA-F	6 KJHZ-F	6 KJHZ-F	6 KDGE-F	6 KVIL-AF	6 KLRX-F<
7 KTXQ-F	7 KEGL-F	7 KJHZ-F	7 KDMX-F	7 KDMX-F	7 KPLX-F	7	7	7 KLRX-F	7 KRLD

Miscellaneous: KSSS/KVUU-F From Jakoduk to Dick for \$1,275,000 (MVP)...

Station	Power	Frequency	City	Notes
KMCM	1530	1 KM (DAYS)	NOSTALGIA	
KRDO	1240	1 KM (DA-1)	OLDIES	
KSSS	740	3.5 KM/1.5 KM (DA-2)	TALK	
KVOR	1300	5 KM/1 KM	NEWS/TALK	
KHII-F	105.5	60W @ 2230	COUNTRY	
KMTM-F	100.7	13 KM @ 2123	AOR	
KIKX-F	102.7	100 KM @ 2000	CHR	
KILO-F	93.9	83 KM @ 2110	AOR	
KLFM-F	98.1	71 KM @ 2290	CLASSIC AOR	
KKLI-F	106.3	71 W @ 1988	SOFT AC	
KMGF-F	98.9	70 KM @ 2300	CHR	
KMDO-F	92.9	96 KM @ 2010	BFL/EZ	
KSPZ-F	92.9	72 KM @ 2130	AC/OLDIES	
KVUU-F	99.9	96 KM @ 2000	AC	
KKCS-F	101.9	79 KM @ 2080	COUNTRY	
KOA -- See Denver				
KMGF-F	26.00	(Banner)		
KMCM	30.00	(HMM)		
KSPZ-F	31.00	(Katz)		
KVUU-F	39.00	(McGu1d)		
KKCS-F	40.00	(Torbet)		

Station	Power	Frequency	City	Notes
KHII-F	105.5	60W @ 2230	COUNTRY	
KMTM-F	100.7	13 KM @ 2123	AOR	
KIKX-F	102.7	100 KM @ 2000	CHR	
KILO-F	93.9	83 KM @ 2110	AOR	
KLFM-F	98.1	71 KM @ 2290	CLASSIC AOR	
KKLI-F	106.3	71 W @ 1988	SOFT AC	
KMGF-F	98.9	70 KM @ 2300	CHR	
KMDO-F	92.9	96 KM @ 2010	BFL/EZ	
KSPZ-F	92.9	72 KM @ 2130	AC/OLDIES	
KVUU-F	99.9	96 KM @ 2000	AC	
KKCS-F	101.9	79 KM @ 2080	COUNTRY	

Station	Power	Frequency	City	Notes
KHII-F	105.5	60W @ 2230	COUNTRY	
KMTM-F	100.7	13 KM @ 2123	AOR	
KIKX-F	102.7	100 KM @ 2000	CHR	
KILO-F	93.9	83 KM @ 2110	AOR	
KLFM-F	98.1	71 KM @ 2290	CLASSIC AOR	
KKLI-F	106.3	71 W @ 1988	SOFT AC	
KMGF-F	98.9	70 KM @ 2300	CHR	
KMDO-F	92.9	96 KM @ 2010	BFL/EZ	
KSPZ-F	92.9	72 KM @ 2130	AC/OLDIES	
KVUU-F	99.9	96 KM @ 2000	AC	
KKCS-F	101.9	79 KM @ 2080	COUNTRY	

Station	Power	Frequency	City	Notes
KHII-F	105.5	60W @ 2230	COUNTRY	
KMTM-F	100.7	13 KM @ 2123	AOR	
KIKX-F	102.7	100 KM @ 2000	CHR	
KILO-F	93.9	83 KM @ 2110	AOR	
KLFM-F	98.1	71 KM @ 2290	CLASSIC AOR	
KKLI-F	106.3	71 W @ 1988	SOFT AC	
KMGF-F	98.9	70 KM @ 2300	CHR	
KMDO-F	92.9	96 KM @ 2010	BFL/EZ	
KSPZ-F	92.9	72 KM @ 2130	AC/OLDIES	
KVUU-F	99.9	96 KM @ 2000	AC	
KKCS-F	101.9	79 KM @ 2080	COUNTRY	

Station	Power	Frequency	City	Notes
KHII-F	105.5	60W @ 2230	COUNTRY	
KMTM-F	100.7	13 KM @ 2123	AOR	
KIKX-F	102.7	100 KM @ 2000	CHR	
KILO-F	93.9	83 KM @ 2110	AOR	
KLFM-F	98.1	71 KM @ 2290	CLASSIC AOR	
KKLI-F	106.3	71 W @ 1988	SOFT AC	
KMGF-F	98.9	70 KM @ 2300	CHR	
KMDO-F	92.9	96 KM @ 2010	BFL/EZ	
KSPZ-F	92.9	72 KM @ 2130	AC/OLDIES	
KVUU-F	99.9	96 KM @ 2000	AC	
KKCS-F	101.9	79 KM @ 2080	COUNTRY	

Arbitron Rank/Pop (12+): 110/333,100
 Stations: 19/16
 1991 Revenue: \$9,500,000
 HH Inc.: \$29,615
 Retail \$: 2.9 Bill
 Pop per Station: 20,818
 % Below Line: 5.4
 Sample Target: 800
 ADI # 99 (W/Pueblo) 17.1
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,157,400
 MSA Rank/Pop: 35/1,360,000
 ADI # 34
 Average Person Ratings: 15.2
 Market TSL: 20.25 hours

Stations: 26/24
 Diaries: 1446/800:1/54.5%
 Sample Target: 1430
 % Below Line: 2.6
 % Not Listed: 13.3

1991 Revenue: \$43,000,000
 HH Inc.: \$27,661
 Retail \$: 10.8 Btl
 Pop per Station: 48,225
 #1 Biller: WNCI-F \$8,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSNY-F (AC)	167/ 9.5	9.1	8.5	9.2	10.8	9.1	183/2854	2565/22.2	22.2	24.2	8.8	157	2239	WSNY-F
2. WLWQ-F (AOR)	143/ 8.1	8.9	7.9	7.3	8.3	8.1	166/2313	1904/16.5	18.5	18.3	7.6	136	2106	WLWQ-F
3. WTVN (FS)	141/ 8.0	9.1	10.8	9.4	8.5	9.3	164/2354	1917/16.6	19.2	18.4	7.4	133	1719	WTVN
4. WNCI-F (CHR)	132/ 7.5	11.4	11.1	11.7	10.9	10.4	199/3473	2479/21.4	23.9	26.6	12.2	219	3593	WNCI-F
5. WHOK-F (C)	101/ 5.7	5.4	6.8	6.1	5.9	6.0	161/2462	1595/13.8	14.3	13.1	5.1	91	1705	WHOK-F
6. WMGG-F (CL AOR)	96/ 5.4	5.2	4.7	5.7	4.4	5.3	111/1791	1522/13.2	13.4	12.7	5.2	94	1667	WMGG-F
7. WCOL-F (O)	95/ 5.4	5.6	4.7	5.0	4.2	5.2	107/1942	1666/14.4	13.6	13.8	3.5	62	1104	WCOL-F
8. WBNS-F (EZ)	68/ 3.9	6.9	5.9	5.8	4.8	5.6	76/1751	1523/13.2	13.3	13.7	4.2	75	1077	WBNS-F
9. WBNS (BB)	66/ 3.7	2.5	1.7	3.6	4.1	2.9	68/1414	1351/11.7	5.2	11.6	1.8	33	1227	WBNS
10. WWHT-F (CHR)	62/ 3.5	2.3	4.6	2.2	----	3.2	70/1440	1272/11.0	10.1	0.0	5.7	103	1992	WWHT-F
11. WRVF-F (C)	54/ 3.1	1.2	0.9	1.5	1.5	1.7	55/790	766/ 6.6	5.0	6.6	1.5	27	389	WRVF-F
12. WMNI (C)	47/ 2.7	2.2	2.0	1.9	1.7	2.2	51/582	513/ 4.4	4.6	4.0	1.3	23	532	WMNI
WCKX-F (B)	47/ 2.7	1.4	1.2	1.5	2.9	1.7	48/748	738/ 6.4	4.6	5.2	2.5	45	816	WCKX-F
14. WCLT-F (C)	45/ 2.6	2.1	2.5	2.6	2.5	2.4	93/1015	558/ 4.8	4.9	4.9	2.1	37	668	WCLT-F
15. WVKO (B)	44/ 2.5	3.3	2.7	3.3	4.4	3.0	44/686	686/ 5.9	7.1	7.3	2.8	51	981	WVKO
16. WLW (FS)	39/ 2.2	2.1	1.6	1.7	2.9	1.9	70/1300	745/ 6.4	5.7	8.1	2.8	51	568	WLW
17. WRZR-F (AOR)	28/ 1.6	1.7	0.8	0.5	1.4	1.1	45/784	576/ 5.0	3.5	4.5	3.3	59	633	WRZR-F
18. WWCDF-F (AOR)	26/ 1.5	2.6	2.9	1.2	1.5	2.0	26/620	597/ 5.2	5.6	2.8	2.5	45	580	WWCD-F
WBBY-F (J)	26/ 1.5	1.5	1.2	1.0	1.7	1.3	26/501	473/ 4.1	4.8	5.7	2.1	37	867	WBBY-F

12+ FM SHARE (METRO): 75.41% (1153 of 1529) (FAL 90: 70.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWHT-F<	1 WLWQ-F>	1 WLWQ-F<	1 WSNY-F	1 WSNY-F	1 WTVN >	1 WTVN	1 WSNY-F	1 WSNY-F	1 WSNY-F	1 WLWQ-F
2 WNCI-F>>	2 WMGG-F	2 WSNY-F	2 WLWQ-F>	2 WLWQ-F	2 WSNY-F	2 WSNY-F<	2 WLWQ-F	2 WLWQ-F	2 WNCI-F	2 WSNY-F
3	3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WTVN	3 WHOK-F	3 WLWQ-F<	3 WTVN	3 WNCI-F	3 WLWQ-F	3 WTVN
4	4 WSNY-F>>	4 WMGG-F	4 WCOL-F	4 WCOL-F	4 WBNS <	4 WNCI-F>	4 WMGG-F	4 WTVN	4 WTVN	4 WNCI-F
5	5 WRVF-F	5 WCOL-F	5 WTVN	5 WNCI-F	5 WCOL-F	5 WMGG-F	5 WNCI-F	5 WCOL-F<	5 WWHT-F	5 WCLT-F<
6	6	6 WHOK-F<	6 WMGG-F	6 WHOK-F	6 WBNS-F	6 WHOK-F<	6 WHOK-F<	6 WCKX-F	6 WCKX-F	6 WMGG-F
7	7	7 WTVN	7 WHOK-F	7 WMGG-F	7	7 WCOL-F	7 WCOL-F	7 WMGG-F	7 WMGG-F	7 WXM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSNY-F	1 WSNY-F	1 WSNY-F<	1 WSNY-F>	1 WSNY-F>	1 WLWQ-F>	1 WLWQ-F>	1 WLWQ-F>	1 WLWQ-F>	1 WLWQ-F>
WMGG-F<	2 WLWQ-F	2 WLWQ-F	2 WNCI-F	2 WNCI-F>	2 WMGG-F	2 WMGG-F>	2 WMGG-F>	2 WMGG-F>	2 WTVN
3 WNCI-F	3 WNCI-F	3 WNCI-F	3 WLWQ-F>	3 WTVN	3 WNCI-F>	3 WNCI-F>	3 WNCI-F	3 WSNY-F	3 WMGG-F<
WLWQ-F>>	4 WMGG-F>	4 WRVF-F>	4 WCOL-F<	4 WCOL-F	4 WSNY-F	4 WSNY-F	4 WSNY-F	4 WCOL-F<	4 WCOL-F
5 WWHT-F	5 WRVF-F>	5 WMGG-F	5 WMGG-F	5 WLWQ-F<	5 WWHT-F	5 WCOL-F	5 WCOL-F	5 WNCI-F	5 WSNY-F<
6 WHOK-F	6 WWHT-F	6	6 WHOK-F<	6 WHOK-F	6	6 WCKX-F	6	6 WTVN	6 WHOK-F
WCKX-F	7	7	7 WRVF-F	7 WRVF-F	7	7	7	7 WHOK-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		209 (3)	209 (3)	13.7	19.4	WCEZ-F 107.9 Delaware/Cmbus	1.4/2.7/ 27/ 365		
ADR/CLASSIC		299 (5)	299 (5)	19.6	15.5	WCOL 1230 Columbus	0.9/3.1/ 17/ 369		
AC/OLDIES/SOFT ROCK	15 (1)	262 (2)	277 (3)	18.1	14.8	WLOH 1320 Lancaster	0.7/1.1/ 12/ 144		
MOR/VARIETY	180 (2)		180 (2)	11.8	17.6	WNKO-F 101.7 Newark/Heath	0.9/1.7/ 16/ 205		
COUNTRY	47 (1)	200 (3)	247 (4)	16.2	11.5	WRFD 880 Columbus/Wrthgt	0.7/2.1/ 20/ 415		
BLACK/URBAN	44 (1)	47 (1)	91 (2)	6.0	8.5	WTLT-F 107.1 Circleville/C1m	1.0/2.7/ 18/ 338		
BEAUTIFUL/EASY	12 (1)	93 (2)	105 (3)	6.9	5.9				
NEWS/TALK						WAZU-F 102.9 Springfield/Otn	0.3/1.0/ 24/ 413		
NOSTALGIA	66 (1)		66 (1)	4.3	1.7				
RELIGION/GOSPEL	12 (1)	17 (1)	29 (2)	1.9	2.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		26 (1)	26 (1)	1.7	1.2				
UNKNOWN/OTHERS					1.5				
	376 (8)	1153 (18)	1529 (26)						

COLUMBUS, OH

RADIO STATIONS

AM STATIONS

WBNS, 1460,	5 KW/1 KW (DA-N),	Nostalgia	APR CBS, \$ 25.00	(Banner)	Columbus Dispatch
WCOL, 1230,	1 KW	Oldies	, \$ 30.00	(Christal)	Great Trails
WMNI, 920,	1 KW/500 W (DA-2),	Country	MBS NBC, \$ 31.00	(Eastman)	
WRFD, 880,	9 KW (Days, DA)	Religion	, \$ 20.00	(---)	Salem
WTVN, 610,	5 KW (DA-N)	Full Service	ABC, \$119.00	(Katz)	Great American
WVVO, 1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR, \$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY, 103.9,	2.6 KW @ 356	Jazz	NBC, \$ 32.00	(---)	(WESTERVILLE)
WBNS, 97.1,	20 KW @ 780	Oldies	CBS, \$ 68.00	(Banner)	Columbus Dispatch
WCKX, 106.3,	3 KW @ 328	Black	NBN, \$ 25.00	(N/A)	(LONDON)
WHOK, 95.5,	50 KW @ 492	Country	APR, \$ 46.00	(Christal)	
WLVQ, 96.3,	18 KW @ 753	AOR	, \$133.00	(katz)	Great American
WMGG, 99.7,	20 KW @ 783	Classic AOR	, \$ 64.00	(Eastman)	
WNCI, 97.9,	175 KW @ 560	CHR	APR, \$155.00	(MMR)	Nationwide
WSNY, 94.7,	22 KW @ 753	AC	, \$153.00	(Mc-Guild)	Saga
WXGT, 92.3,	22 KW @ 753	Oldies	RADRAD UNIPWR, \$ 70.00	(Christal)	Great Trails
WRZR, 103.1,	1.6 KW @ 445	AOR	SMN, \$ 26.00	(---)	US Radio(JOHNSTOWN)
WRVF, 98.9,	3 KW @ 328	Country	CNN, \$ 24.00	(Eastman)	

Miscellaneous: WBNS-F from EZ to Oldies (Oct)... WXHX-F to WRVF-F, and from AC to Country (Sep)...

DALLAS-FT. WORTH

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		225 (1)	225 (1)	4.3	9.0	KCMZ 1480 Dallas	0.3/0.7/ 18/ 225
AOR/CLASSIC		683 (4)	683 (4)	13.0	10.7	KFJZ 870 Ft. Worth/Dalls	1.2/1.7/ 71/ 568
AC/OLDIES/SOFT ROCK	21 (1)	752 (5)	773 (6)	14.8	18.3	KJZY-F 99.1 Denton/Dallas	0.4/1.6/ 25/ 575
MOR/VARIETY	305 (1)		305 (1)	5.8		KUII 1190 Dallas	0.9/3.9/ 50/1316
COUNTRY		1063 (2)	1063 (2)	20.3	22.9		
BLACK/URBAN	106 (1)	482 (2)	588 (3)	11.2	11.8		
BEAUTIFUL/EASY		254 (1)	254 (1)	4.9	2.5		
NEWS/TALK	413 (3)		413 (3)	7.9	8.1		
NOSTALGIA	117 (2)		117 (2)	2.2	2.5		
RELIGION/GOSPEL	118 (1)	188 (1)	306 (2)	5.8	6.9		
SPANISH	223 (3)	17 (1)	240 (4)	4.6	1.0		
CLASSICAL		125 (1)	125 (1)	2.4	2.2		
JAZZ/NEW AGE		145 (2)	145 (2)	2.8	3.3		
UNKNOWN/OTHERS					1.0		
	1303 (12)	3934 (20)	5237 (32)				

RADIO STATIONS

AM STATIONS

KAMM, 1310, 5 KW (DA-N)	Nostalgia	SMN UNISUP, \$ 45.00	(Ourpetti)	Bonneville
KESS, 1270, 5 KW (DA-1)	Hispanic	, \$ 48.00	(Katz Hisp.)	
KFJZ, 870, 500 W (DAYS)	Hispanic	, \$ 31.00	(Lotus Hispanic)	
KHVN, 970, 1 KW/270 W	Gospel	ABC UNIULT, \$ 35.00	(Mc-Guild)	Summit
KKDA, 730, 500 W	Black	APR, \$ NA	(Katz)	
KLIF, 570, 5 KW, (DA-2)	Talk	NBC, \$ 76.00	(Eastman)	Susquehanna
KNRB, 1360, 5 KW/1 KW (DA-2),	Religion	, \$ 25.00	(---)	Marsh
KRLD, 1080, 50 KW (DA-N)	News	CBS MBS, \$205.00	(CBS)	Command
KSKY, 660, 10 KW/500 W(DA-N),	Religion	, \$ 30.00	(---)	Bdcst Partners
WBAP, 820, 50 KW	Country Full Service	ABC, \$190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KODZ, 94.9, 33 KW @ 1510	Oldies	, \$115.00	(MMR)	Evergreen
KEGL, 97.1, 100 KW @ 1460	CHR	, \$146.00	(Christal)	Sandusky
KJMZ, 100.3, 100 KW @ 1280	Black	UNIPWR, \$100.00	(Mc-Guild)	Summit
KKDA, 104.5, 100 KW @ 1590	Black	APR, \$159.00	(Katz)	
KLRX, 97.9, 100 KW @ 1680	Soft AC	, \$ 85.00	(Katz)	Cox
KLTY, 94.1, 100 KW @ 1590	Religion	ABC UNISUP, \$ 70.00	(K & P)	
KLUV, 98.7, 100 KW @ 1590	Oldies	, \$118.00	(MMR)	TK
KCDU, 107.5, 25 KW @ 1657	C1 AOR	UNISUP UNIULT, \$100.00	(Mc-Guild)	Granum
KDMX, 102.9, 100 KW @ 1348	AC	, \$103.00	(Christal)	Nationwide
KOAI, 106.1, 100 KW @ 1590	Jazz/NAC	, \$ 98.00	(HNWH)	Gannett
KPLX, 99.5, 100 KW @ 1680	Country	APR, \$230.00	(Eastman)	Susquehanna
KRSR, 105.3, 100 KW @ 1560	Country	, \$104.00	(Group W)	Alliance
KSCS, 96.3, 100 KW @ 1680	Country	, \$190.00	(Banner)	Cap Cities/ABC
KTXQ, 102.1, 100 KW @ 1320	AOR	CBS, \$145.00	(CBS)	CBS
KVIL, 103.7, 100 KW @ 1570	AC	, \$350.00	(Torbet)	Infinity
KZPS, 92.5, 98 KW @ 1590	Classic AOR	, \$100.00	(Durpetti)	Bonneville
WRR, 101.1, 100 KW @ 1348	Classical	APR, \$ 70.00	(CMBS)	City of Dallas
KDGE, 94.5, 100 KW @ 1896	AOR	, \$ 50.00	(K & P)	(GAINESVILLE)

Miscellaneous: KDGE-F (Gainesville) From Allison to Founders (cancelled) for \$8,300,000 (Fischer)... KRSR-F from Westinghouse to Alliance for \$13,000,000 (e) (Star)... KDGE-F (Gainesville) sold by Allison for \$2,200,000... KHYI-F to KODZ-F and from CHR to Oldies (Nov)... KJZY-F from Jazz to AOR (after Fall book)... KRSR-F from AC to Country (after Fall book)...

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 128/282,800
 MSA Rank/Pop: 141/366,000
 ADI # 83
 Average Person Ratings: 15.7
 Market TSL: 20.50 hours

Stations: 16/14
 Diaries: 864/327:1/54.2%
 Sample Target: 800
 % Below Line: 2.0
 % Not Listed: 11.7

1991 Revenue: \$9,300,000
 HH Inc.: \$31,040
 Retail \$: 2.9 Bill
 Pop per Station: 20,200
 #1 Biller: WLLR-F \$2,300,000

12+ METRO	1/4/SHARE	SPG		FAL		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		FAL		Birch Share	Birch AQH	Birch Cume
		91	90	90	89				91	90					
1. WLLR-AF (C)	72/16.3	16.3	18.2	16.1	18.8	----	113/1485	856/30.3	28.9	31.6			15.2	58	727
2. WXP-F (AOR)	59/13.3	13.0	10.8	10.4	14.4	----	89/1196	671/23.7	23.3	23.6			17.8	74	841
3. WXP-F (CHR)	54/12.2	12.4	11.5	14.1	17.1	----	109/1741	839/29.7	30.4	27.5			14.0	58	839
4. WOC (N/T)	48/10.8	9.2	9.5	9.0	9.2	----	58/664	533/18.8	17.0	18.9			12.0	50	583
5. KUUL-F (O)	41/ 9.2	10.5	10.4	10.2	9.4	----	88/1296	651/23.0	23.9	22.1			8.9	37	499
KRVR-F (SAC)	41/ 9.2	9.2	8.5	7.4	6.7	----	46/562	487/17.2	18.6	16.2			8.9	37	382
7. KMJC-F (AC)	25/ 5.6	4.6	4.3	4.6	5.0	----	31/545	411/14.5	13.2	10.8			3.1	13	261
8. WKBF (C)	17/ 3.8	2.5	4.6	3.4	3.5	----	19/246	177/ 6.3	5.6	8.0			0.2	1	79
9. KFMM-F (AOR)	12/ 2.7	3.4	1.7	4.2	1.3	----	34/425	215/ 7.6	6.4	5.9			2.9	12	209
10. WGN (T)	7/ 1.6	2.7	1.7	1.4	1.0	----	34/558	144/ 5.1	6.3	4.1			1.7	7	137

12+ FM SHARE (METRO): 79.08% (310 of 392) (FAL 90: 78.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXP-F>>	1 WXP-F>>	1 WXP-F	1 WLLR-AF	1 WLLR-AF	1 WLLR-AF	1 WLLR-AF<	1 WLLR-AF	1 WLLR-AF<	1 WXP-F	1 WOC
2 WXP-F	2 WXP-F>	2 WLLR-AF	2 WXP-F	2 WXP-F	2 WOC >	2 WOC	2 WXP-F	2 WXP-F	2 WXP-F>	2 WLLR-F
3	3 WLLR-AF	3 WXP-F	3 KUUL-F	3 KUUL-F	3 KUUL-F	3 WXP-F<	3 WOC	3 WXP-F>	3 WLLR-AF	3 WXP-F
4	4 KRVR-F	4 KUUL-F	4 WXP-F	4 KRVR-F	4 KRVR-F	4 WXP-F	4 KRVR-F	4 KRVR-F	4 KUUL-F	4 WKBF
5	5 KMJC-F	5 KRVR-F	KRVR-F	5 WXP-F	5	5 KUUL-F	5 KUUL-F	5 KUUL-F	5 KRVR-F	5
6	6	6	6	6	6	6	6 WXP-F	6 WOC	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXP-F>>	1 WXP-F	1 KRVR-F>	1 WLLR-AF	1 WLLR-AF	1 WXP-F>>	1 WXP-F>>	1 WXP-F>>	1 WXP-F>>	1 WLLR-AF<
2 WXP-F	2 KRVR-F	2 WXP-F	WXP-F	2 KRVR-F	2 WXP-F>	2 WXP-F	2 WLLR-AF>	2 WLLR-AF>	2 WXP-F>
KMJC-F>	3 WXP-F	3 WLLR-AF	3 KRVR-F	3 WXP-F	3 KMJC-F	3 WLLR-AF	3 WXP-F>	3 KUUL-F	3 KUUL-F>
4 WLLR-AF>	4 WLLR-AF	WXP-F	4 KUUL-F	4 WXP-F>>	4	4	4 KFMM-F	4 WXP-F	4 KRVR-F
5 KRVR-F	5 KMJC-F	5 KUUL-F	5 WXP-F	5 WXP-F	5	5	5	5 KMJC-F	5
KFMM-F	6	6 KMJC-F	6 KMJC-F	KMJC-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		54 (1)	54 (1)	13.8	19.2	KQCS-F 93.5	Battendorf 0.9/3.0/ 4/ 97
AOR/CLASSIC		71 (2)	71 (2)	18.1	18.0	WKEI 1450	Kewanee 1.1/3.5/ 7/ 124
AC/OLDIES/SOFT ROCK		66 (2)	66 (2)	16.8	18.0		
MOR/VARIETY	3 (2)	4 (1)	7 (3)	1.8	0.9	WMT 600	Cedar Rapids 0.5/3.0/ 21/ 290
COUNTRY	19 (2)	70 (1)	89 (3)	22.7	23.2		
BLACK/URBAN							
BEAUTIFUL/EASY		41 (1)	41 (1)	10.5	7.5		
NEWS/TALK	55 (2)		55 (2)	14.0	11.9		
NOSTALGIA	5 (1)		5 (1)	1.3			
RELIGION/GOSPEL		4 (1)	4 (1)	1.0	0.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.7		
	82 (7)	310 (9)	392 (16)				

RADIO STATIONS

WKBF , 1270, 5 KW (DA-N)	Country	CBS, \$ 18.00 (Mc-Guild)
WOC , 1420, 5 KW (DA-2)	News/Talk	NBC ABC, \$ 30.00 (Christal)
KFMM-F, 99.7, 50 KW @ 470	AOR	\$ 15.00 (---) (MUSCATINE)
KMJC-F, 96.1, 100 KW @ 981	AC	UNIPWR, \$ 21.00 (Eastman) Arrow (CLINTON)
KRVR-F, 106.5, 60 KW @ 210	EZ	\$ 22.00 (Banner) Comm. Service
WXP-F, 96.9, 50 KW @ 500	AOR	SOURCE, UNIPWR, \$ 37.00 (Katz) Goodrich
KUUL-F, 103.7, 100 KW @ 1190	Oldies	UNIULT, \$ 31.00 (Christal)
WLLR-F, 101.3, 50 KW @ 500	Country	\$ 50.00 (HNWH) Scannix
WXP-F, 98.9, 39 KW @ 900	CHR	ABC, \$ 35.00 (Mc-Guild) Roth

DAYTON

Arbitron Rank/Pop (12+): 47/823,100

Stations: 25/21
Diaries: 1273/647:1/54.5%
Sample Target: 1240
% Below Line: 10.0
% Not Listed: 14.2

1991 Revenue: \$21,200,000
MH Inc.: \$31,515
Retail \$: 7.0 Bill
Pop per Station: 39,195
#1 Biller: WHIO \$3,200,000

MSA Rank/Pop: 54/944,000
ADI # 53
Average Person Ratings: 15.6
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WHKO-F (C)	137/10.7	9.3	9.7	10.5	8.5	10.1	211/3268	1916/23.3	22.9	17.9	10.1	125	1535	WHKO-F
2. WHIO (N/T)	103/ 8.0	6.4	6.9	8.8	7.0	7.5	111/1584	1426/17.3	15.7	17.0	8.0	98	1525	WHIO
3. WGTZ-F (CHR)	96/ 7.5	9.7	9.2	8.5	9.1	8.7	125/2695	1916/23.3	24.3	25.3	12.2	150	2363	WGTZ-F
4. WWSN-F (AC)	87/ 6.8	6.2	6.6	7.5	6.5	6.8	103/1517	1178/14.3	14.0	13.9	4.1	51	787	WWSN-F
WTUE-F (AOR)	87/ 6.8	7.5	8.5	6.0	9.7	7.2	103/1737	1272/15.5	19.0	19.2	7.4	91	1506	WTUE-F
6. WLW (FS)	76/ 5.9	5.6	5.5	6.8	5.9	5.9	177/2862	1123/13.6	15.1	13.1	5.7	70	858	WLW
7. WVUD-F (SAC)	74/ 5.8	4.8	6.5	5.0	6.0	5.5	82/1282	1116/13.6	15.4	13.1	4.0	49	634	WVUD-F
8. WAZU-F (AOR)	71/ 5.5	4.1	5.8	4.6	6.0	5.0	101/1619	1123/13.6	15.2	13.9	8.4	103	1273	WAZU-F
9. WYMJ-F (O)	59/ 4.6	5.6	4.5	5.5	5.7	5.1	62/1172	1096/13.3	13.2	12.7	3.7	45	914	WYMJ-F
10. WDAO (B)	48/ 3.7	6.3	4.5	4.5	3.5	4.8	48/556	556/ 6.8	8.1	6.0	6.6	81	858	WDAO
11. WONE (C)	46/ 3.6	2.6	4.0	3.3	3.4	3.4	67/1060	764/ 9.3	7.8	8.0	2.5	31	432	WONE
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 69.45% (766 of 1103) (FAL 90: 68.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F	1 WHKO-F	1 WHKO-F	1 WHKO-F	1 WHIO	1 WHIO	1 WHKO-F	1 WHKO-F>	1 WGTZ-F	1 WHIO
2 WZRZ-F	2 WGTZ-F	2 WTUE-F	2 WWSN-F	2 WWSN-F	2 WHKO-F	2 WHKO-F	2 WWSN-F	2 WTUE-F	2 WHKO-F	2 WHKO-F>>
WAZU-F	3 WHKO-F	3 WWSN-F	3 WTUE-F	3 WVUD-F	3 WLW >	3 WTUE-F	3 WLW <	WGTZ-F<	3 WHIO	3 WGTZ-F
4 WHKO-F	WAZU-F>	4 WGTZ-F	4 WVUD-F<	4 WTUE-F	4 WWSN-F	4 WWSN-F	4 WTUE-F	4 WWSN-F	4 WLW	WAZU-F
5	5 WWSN-F	5 WAZU-F	5 WLW	5 WLW	5 WYMJ-F<	5 WGTZ-F	5 WHIO <	5 WVUD-F	5 WAZU-F	5
6	6 WVUD-F	6 WVUD-F	6 WYMJ-F	6 WYMJ-F	6 WVUD-F	6 WONE	6 WVUD-F	6 WAZU-F	6	6
7	7	7	WGTZ-F	7	7	7	7 WGTZ-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F	1 WGTZ-F	1 WHKO-F	1 WHKO-F<	1 WHKO-F	1 WTUE-F	1 WTUE-F>	1 WTUE-F>	1 WTUE-F	1 WLW
2 WAZU-F	2 WHKO-F	2 WWSN-F	2 WWSN-F	2 WWSN-F	2 WAZU-F	2 WAZU-F>	2 WAZU-F>	2 WAZU-F	2 WTUE-F
3 WTUE-F>	3 WWSN-F	WGTZ-F>	3 WGTZ-F	3 WVUD-F	3 WGTZ-F>	3 WGTZ-F	3 WHKO-F	3 WLW	3 WHKO-F
4 WWSN-F	4 WVUD-F	4 WVUD-F>	4 WVUD-F	4 WYMJ-F	4 WHKO-F	4 WHKO-F	4 WVUD-F	4 WHKO-F	4 WWSN-F
5 WVUD-F	5 WTUE-F	5 WTUE-F	5 WTUE-F	5 WGTZ-F	5 WDAO	5	5 WWSN-F	5 WGTZ-F<	5 WAZU-F<
WHKO-F	6 WAZU-F	6	6 WYMJ-F	6	6	6	WONE	6 WWSN-F	6 WVUD-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		111 (2)	111 (2)	10.1	12.8	WBLV 1600 Springfield	0.9/2.3/ 11/ 197		
AOR/CLASSIC		193 (4)	193 (4)	17.5	14.4	WCLR-F 95.7 Piqua/Dayton	1.5/4.3/ 32/ 539		
AC/OLDIES/SOFT ROCK	14 (1)	146 (2)	160 (3)	14.5	23.4	WDJK-F 95.3 Xenia/Dayton	1.2/5.1/ 15/ 494		
MOR/VARIETY	87 (2)		87 (2)	7.9	18.8	WFCJ-F 93.7 Miamisburg/Datn	1.2/3.8/ 19/ 441		
COUNTRY	46 (1)	176 (3)	222 (4)	20.1	18.0	WING 1410 Dayton	1.1/5.7/ 15/ 508		
BLACK/URBAN	48 (1)		48 (1)	4.4	5.7	WIZE 1340 Springfield	1.6/3.0/ 23/ 279		
BEAUTIFUL/EASY		93 (2)	93 (2)	8.4	4.1	WKS-F 101.7 Urbana/Spngfld.	0.6/2.0/ 24/ 318		
NEWS/TALK	103 (1)		103 (1)	9.3		WPFB 910 Middletown	1.1/2.9/ 23/ 387		
NOSTALGIA	39 (3)		39 (3)	3.5	1.7	WPFB-F 105.9 Middletown	2.4/6.2/ 64/1118		
RELIGION/GOSPEL		15 (1)	15 (1)	1.4	1.1	WPTW 1570 Piqua	0.4/1.4/ 6/ 133		
SPANISH						WROU-F 92.1 West Carrollton	1.2/2.1/ 15/ 180		
CLASSICAL									
JAZZ/NEW AGE						WLSN-F 106.5 Greenville	1.3/2.6/ 26/ 401		
UNKNOWN/OTHERS		32 (2)	32 (2)	2.9		WOFX-F 94.9 Fairfield	1.0/5.4/ 44/008		
	337 (9)	766 (16)	1103 (25)			WZRZ-F 96.5 Hamilton	1.7/4.6/ 51/ 851		

RADIO STATIONS

WDAO, 1210, 1 KW (Days)	, Black	SBN, \$ 25.00 (N/A)
WHIO, 1290, 5 KW (DA-N)	, Full Service	CBS, \$ 70.00 (Durpetti) Cox
WING, 1410, 5 KW (DA-N)	, News	SMN NBC, \$ 30.00 (Katz) Great Trails
WONE, 980, 5 KW (DA-N)	, Country	ABC, \$ 43.00 (Mc-Guild) Summit
WAZU-F, 102.9, 50 KW @ 492	, AOR	ABC, \$ 44.00 (Christal) Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476	, EZ	, \$ 22.00 (Regional) (PIQUA)
WFCJ-F, 93.7, 50 KW @ 492	, Religion	, \$ 15.00 (---) (MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 551	, CHR	UNIPWR, \$ 68.00 (Katz) Great Trails
WHKO-F, 99.1, 50 KW @ 1060	, Country	, \$ 71.00 (Durpetti) Cox
WPFB-F, 105.9, 34 KW @ 593	, Country	, \$ 20.00 (Roslin) (MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500	, AOR	, \$ 77.00 (Mc-Guild) Summit
WVUD-F, 99.9, 50 KW @ 500	, Soft AC	ABC, \$ 40.00 (Torbet) Univ. of Dayton
WWSN-F, 107.7, 50 KW @ 420	, AC	, \$ 70.00 (Eastman) Stoner
WYMJ-F, 103.9, 1.2 KW @ 522	, Oldies	, \$ 37.00 (Eastman)

Miscellaneous: WIZE (Springfield) sold by Great Trails for \$560,000... WING From Oldies to News (Nov)...

DAYTONA BEACH

Arbitron Rank/Pop (12+): 108/336,400
 MSA Rank/Pop: 138/349,700
 Orlando ADI
 Average Person Ratings: 17.5
 Market TSL: 23.25 hours

Stations: 23/9
 Diaries: 783/430:1/44.8%
 Sample Target: 770
 % Below Line: 54.2
 % Not Listed: 14.1

1991 Revenue: NA
 HH Inc.: \$31,979
 Retail \$: 2.9 B11
 Pop per Station: 37,377
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WROD (BB)	53/ 9.0	7.4	7.2	6.4	6.3	----	53/395	395/11.7	12.3	14.3			WROD
2. WGNE-F (C)	48/ 8.1	6.6	9.1	7.2	2.9	----	48/619	579/17.2	13.5	12.4			WGNE-F
3. WJHM-F (B)	46/ 7.8	7.4	7.9	6.0	6.8	----	68/774	560/16.6	14.7	15.2			WJHM-F
4. WMGF-F (AC)	42/ 7.1	3.7	4.7	5.2	5.2	----	67/857	469/13.9	10.2	10.1			WMGF-F
5. WOCL-F (O)	41/ 7.0	7.4	5.6	7.4	8.0	----	65/1122	603/17.9	14.6	12.2			WOCL-F
6. WKKA-F (C)	38/ 6.5	7.7	8.0	10.8	6.4	----	98/1253	532/15.8	16.3	17.0			WKKA-F
7. WDIZ-F (AOR)	36/ 6.1	6.3	4.0	5.0	4.6	----	43/632	462/13.7	14.6	11.6			WDIZ-F
8. WHTQ-F (AOR)	35/ 5.9	5.5	4.2	7.2	8.2	----	45/869	550/16.3	13.8	12.1			WHTQ-F
9. WWLV-F (SAC)	28/ 4.8	10.0	9.3	12.6	17.9	----	47/832	480/14.3	19.4	20.1			WWLV-F
10. WSTF-F (AC)	24/ 4.1	3.5	3.1	2.2	4.3	----	37/604	410/12.2	10.0	9.0			WSTF-F
11. WNDB (N/T)	23/ 3.9	3.9	3.3	3.2	3.2	----	26/347	300/ 8.9	9.2	7.8			WNDB
12. WNFI-F (CHR)	17/ 2.9	2.2	3.0	1.8	3.4	----	25/406	261/ 7.8	9.8	10.4			WNFI-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 77.87% (394 of 506) (FAL 90: 79.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WHTQ-F	1 WDIZ-F	1 WGNE-F	1 WGNE-F	1 WROD >	1 WROD	1 WMGF-F<	1 WGNE-F	1 WJHM-F>	1 WNDB >
2 WNFI-F	2 WDIZ-F>	2 WGNE-F<	2 WOCL-F	2 WOCL-F	2 WMGF-F	2 WGNE-F	2 WROD	2 WJHM-F<	2 WMGF-F	2 WHTQ-F
3 WZTU-F	3 WJHM-F>	3 WHTQ-F	3 WDIZ-F	3 WMGF-F	WGNE-F<	3 WJHM-F<	3 WGNE-F	3 WHTQ-F	WNDB	3 WOCL-F
WGNE-F	4 WSTF-F	4 WOCL-F	4 WMGF-F	4 WDIZ-F	4 WKKA-F	4 WKKA-F	4 WOCL-F	WROD <	4 WHTQ-F	WMGF-F
5	5 WGNE-F	5 WJHM-F	WHTQ-F	5 WHTQ-F	5 WOCL-F	5 WOCL-F	5 WKKA-F<	5 WMGF-F	WGNE-F<	5
6	6	6	6	6	6	6	6 WDIZ-F	6	6 WROD	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGNE-F>	1 WSTF-F	1 WSTF-F>	1 WMGF-F	1 WMGF-F	1 WDIZ-F	1 WHTQ-F<	1 WHTQ-F	1 WDIZ-F<	1 WOCL-F
2 WHTQ-F>	WGNE-F	2 WMGF-F	2 WGNE-F>	2 WGNE-F	2 WJHM-F	2 WDIZ-F>>	2 WDIZ-F>>	2 WHTQ-F>	WHTQ-F
3 WOCL-F	3 WJHM-F	3 WJHM-F	3 WJHM-F	3 WOCL-F	WHTQ-F>>	3 WJHM-F	3 WJHM-F	3 WOCL-F	WGNE-F
WJHM-F	4 WMGF-F	4 WNFI-F	4 WSTF-F	4 WSTF-F	4	4	4	4 WGNE-F	4 WDIZ-F
WDIZ-F	WHTQ-F	WGNE-F	5 WDIZ-F	5 WWLV-F	5	5	5	5 WJHM-F	5
WWLV-F	6	6 WHTQ-F	WWLV-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		23 (2)	23 (2)	4.5	8.7	WELE 1380 Ormond Beach	0.7/1.6/ 4/	55	
AOR/CLASSIC		71 (2)	71 (2)	14.0	9.5	WMFJ 1450 Daytona Beach	0.5/1.9/ 3/	63	
AC/OLDIES/SOFT ROCK		138 (6)	138 (6)	27.3	17.6	WPUL 1590 S. Daytona	0.8/1.6/ 5/	55	
MOR/VARIETY	11 (1)		11 (1)	2.2	3.0	WSBB 1230 New Smyrna Bch	1.0/4.6/ 6/	156	
COUNTRY	4 (1)	86 (2)	90 (3)	17.8	19.8				
BLACK/URBAN	5 (1)	46 (1)	51 (2)	10.1	13.4	WDBO 580 Orlando	1.9/5.8/ 15/	352	
BEAUTIFUL/EASY		28 (1)	28 (1)	5.5	14.2	WLOQ-F 103.1 Winter Pk/Orlnd	0.3/1.5/ 2/	64	
NEWS/TALK	23 (1)		23 (1)	4.5	4.3	WMMO-F 98.9 Orlando	1.2/4.2/ 9/	231	
NOSTALGIA	59 (2)		59 (2)	11.7	8.3	WOMX-F 105.1 Orlando	2.0/13.2/ 19/	602	
RELIGION/GOSPEL	3 (1)		3 (1)	0.6		WTRR 1400 Sanford/Orlando	1.2/1.8/ 7/	59	
SPANISH						WXXL-F 106.7 Leesburg	1.0/5.4/ 19/	355	
CLASSICAL						WZTU-F 104.1 Cocoa Beach	2.0/8.4/ 22/	467	
JAZZ/NEW AGE		2 (1)	2 (1)	0.4	0.4				
UNKNOWN/OTHERS	7 (1)		7 (1)	1.4	0.8				
	112 (8)	394 (15)	506 (23)						

RADIO STATIONS

WNDB , 1150, 1 KW (DA-N)	, Talk	CBS ABC, \$20.00	(Torbet)	Root
WPUL , 1590, 1 KW (DAYS)	, Black	SMN SBN, \$15.00	(K & P)	
WROD , 1340, 1 KW	, Nostalgia	ABC UNILT, \$22.00	(Regional)	
WNFI-F, 99.9, 100 KW @ 1249	, CHR	ABC UNISUP, \$56.00	(Katz)	(PALATKA)
WWLV-F, 94.5, 100 KW @ 1470	, EZ/Btfl	, \$30.00	(Torbet)	Root

Other ranked stations -- See Orlando or Melbourne

Miscellaneous: WSBB sold for \$50,000... WXVQ sold for \$325,000...

DENVER

Arbitron Rank/Pop (12+): 24/1,534,800
 MSA Rank/Pop: 27/1,930,000
 ADI # 21
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 32/32
 Diaries: 1746/879:1/52.4%
 Sample Target: 1720
 % Below Line: 0.0
 % Not Listed: 11.4

1991 Revenue: \$68,600,000
 HH Inc.: \$33,625
 Retail \$: 15.5 Bill
 Pop per Station: 47,962
 #1 Biller: KOA \$10,700,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KOA (N/T)	255/ 9.7	7.0	6.6	9.6	7.9	8.2	334/5690	4183/27.3	17.4	24.7	6.3	174	2608	KOA
2. KYGO-F (C)	217/ 8.3	9.6	11.3	7.1	8.3	9.1	267/3386	2663/17.4	20.8	15.8	12.4	340	2620	KYGO-F
3. KOSI-F (SAC)	184/ 7.0	6.6	6.8	7.4	6.0	6.9	207/2884	2543/16.6	16.5	15.3	3.2	88	1597	KOSI-F
4. KBCO-AF (AOR)	160/ 6.4	4.2	7.6	6.4	5.1	6.2	186/2558	2176/14.2	14.7	13.7	6.2	166	1931	KBCO-AF
5. KBPI-F (AOR)	166/ 6.3	7.1	6.0	6.2	5.6	6.4	198/2721	2144/14.0	14.5	15.0	9.8	269	3090	KBPI-F
6. KXKL-AF (O)	150/ 5.7	7.9	5.7	5.7	4.7	6.3	199/3245	2520/16.4	17.5	15.4	5.5	148	2209	KXKL-AF
7. KHOW-AF (AC)	145/ 5.6	4.9	4.5	5.2	5.8	5.1	175/2989	2579/16.8	14.1	16.2	3.4	85	1242	KHOW-AF
8. KQKS-F (CHR)	121/ 4.6	6.5	4.7	5.4	5.7	5.3	136/2403	2093/13.6	14.9	16.0	8.9	244	2941	KQKS-F
9. KRFX-F (CL AOR)	113/ 4.3	3.1	3.8	5.2	5.0	4.1	139/2464	2016/13.1	11.7	13.7	5.0	137	2012	KRFX-F
10. KAZY-F (AOR)	105/ 4.0	4.4	4.3	2.7	3.5	3.9	140/2405	1943/12.7	11.7	12.5	3.4	93	1680	KAZY-F
11. KHIH-F (J/NA)	96/ 3.7	2.1	2.3	3.9	2.6	3.0	105/1525	1357/ 8.8	7.2	7.2	3.2	87	1157	KHIH-F
12. KMJI-F (AC)	83/ 3.2	3.9	4.1	4.8	5.6	4.0	94/1763	1563/10.2	12.4	11.3	3.6	99	1390	KMJI-F
13. KVOD-F (CL)	77/ 2.9	2.3	3.0	2.2	3.5	2.6	84/1341	1193/ 7.8	7.3	8.6	1.4	39	844	KVOD-F
14. KEZW (BB)	68/ 2.6	2.8	2.8	2.7	3.5	2.7	78/1017	924/ 6.0	5.1	7.0	1.2	34	705	KEZW
15. KRXY-F (CHR)	66/ 2.5	3.9	3.3	3.9	4.2	3.4	81/1536	1375/ 8.5	12.8	15.0	3.2	88	1783	KRXY-F
16. KYBG-AF (S/T)	63/ 2.5	2.2	1.8	2.5	2.1	2.3	66/1158	1054/ 6.9	5.8	7.4	1.8	48	556	KYBG-AF
17. KRZN (BB)	60/ 2.3	2.0	1.4	1.2	0.5	1.7	74/1153	826/ 5.4	3.6	1.6	1.1	29	580	KRZN
18. KTCL-F (AOR)	55/ 2.1	1.8	1.5	1.6	1.8	1.8	70/1086	764/ 5.0	4.4	4.5	2.5	68	681	KTCL-F
19. KYGO (C)	30/ 1.1	2.4	1.4	1.7	2.1	1.7	57/944	650/ 4.2	4.6	5.1	3.6	99	958	KYGO
20.														

12+ FM SHARE (METRO): 74.21% (1724 of 2323) (FAL 90: 75.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KBPI-F	1 KBCO-AF	1 KBCO-AF	1 KYGO-F	1 KOA >	1 KOA	1 KOSI-F	1 KYGO-F	1 KBPI-F	1 KOA >>
2 KBPI-F>>	2 KBCO-AF	2 KYGO-F	2 KYGO-F<	2 KBCO-AF	2 KYGO-F	2 KYGO-F	2 KOA	2 KOSI-F	2 KQKS-F	2 KYGO-F>>
3	3 KRFX-F	3 KOSI-F	3 KOSI-F	3 KOSI-F	3 KOSI-F	3 KHOW-AF	3 KYGO-F	3 KBPI-F	3 KYGO-F	3 KBPI-F
4	4 KAZY-F<	4 KXKL-AF	4 KXKL-AF	4 KOA <	4 KHOW-AF<	4 KOSI-F	4 KBCO-AF<	4 KOA <	4 KOA >	4 KOSI-F
5	5 KYGO-F	5 KBPI-F	5 KHOW-AF<	5 KXKL-AF<	5 KXKL-AF<	5 KXKL-AF<	5 KXKL-AF<	5 KBCO-AF	5 KRFX-F	5 KHOW-F
6	6 KOSI-F	6 KHOW-AF	6 KOA	6 KHOW-AF	6 KVOD-F	6 KBPI-F	6 KBPI-F	6 KXKL-AF	6 KXKL-AF	6 KXLT-F
7	7 KQKS-F	7 KRFX-F	7 KRFX-F	7 KRFX-F	7 KBCO-AF	7 KBPI-F	7 KHOW-AF	7 KHOW-AF	7 KBCO-AF	7 KAZY-F
8	8	8	8 KHIH-F	8	8 KEZW	8	8	8 KQKS-F	8	8
9	9	9	9	9	9 KHIH-F	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F<	1 KBCO-AF	1 KBCO-AF	1 KYGO-F<	1 KOSI-F<	1 KBPI-F>>	1 KBPI-F	1 KRFX-F	1 KBCO-AF	1 KBCO-AF
2 KQKS-F>	2 KBPI-F	2 KOSI-F	2 KOSI-F	2 KYGO-F	2 KTCL-F	2 KRFX-F	2 KBCO-AF	2 KBPI-F	2 KOA
3 KYGO-F>	3 KOSI-F	3 KXLT-F	3 KXKL-AF	3 KXKL-AF	3 KQKS-F	3 KAZY-F<	3 KBPI-F	3 KRFX-F	3 KYGO-F
4 KXKL-AF	4 KYGO-F	4 KYGO-F	4 KBCO-AF	4 KHOW-AF	4 KXKL-AF	4 KBCO-AF>	4 KAZY-F	4 KOA	4 KRFX-F
5 KOSI-F	5 KXLT-F	5 KBPI-F	5 KHOW-AF	5 KBCO-AF	5 KAZY-F	5 KTCL-F	5 KYGO-F<	5 KAZY-F<	5 KOSI-F
6 KAZY-F	6 KQKS-F	6 KMJI-F	6 KBPI-F<	6 KOA	6 KRFX-F	6 KYGO-F	6 KOA	6 KYGO-F	6 KHOW-AF<
7 KTCL-F	7 KMJI-F	7 KHOW-AF	7 KMJI-F	7 KHIH-F	7 KBCO-AF	7 KOA	7 KOSI-F	7 KXKL-AF	7 KXKL-AF
8 KXLT-F	8 KAZY-F<	8 KAZY-F	8	8	8 KRXY-F	8	8 KTCL-F	8	8
9	9 KXKL-AF	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		187 (2)	187 (2)	8.0	12.1	KBNO 1220 Denver	0.5/1.5/ 14/ 232
AOR/CLASSIC	25 (4)	597 (5)	622 (9)	26.8	26.0	KDEN 1340 Denver	0.4/2.7/ 11/ 413
AC/OLDIES/SOFT ROCK	34 (2)	344 (3)	378 (5)	16.3	18.8	KDHT-F 92.5 Greeley	0.7/2.2/ 27/ 509
MOR/VARIETY					2.4	KDKO 1510 Littleton/Denve	0.6/2.4/ 16/ 366
COUNTRY	30 (1)	235 (2)	265 (3)	11.4	11.5	KJME 1390 Denver	
BLACK/URBAN	16 (1)		16 (1)	0.7	0.6	KLTT 800 Brighton	
BEAUTIFUL/EASY		184 (1)	184 (1)	7.9	7.5	KLZ 560 Denver	0.9/1.9/ 28/ 400
NEWS/TALK	337 (4)	4 (1)	341 (5)	14.7	11.2	KNUS 710 Denver	0.5/2.6/ 15/ 509
NOSTALGIA	128 (2)		128 (2)	5.5	3.7	KRKS 990 Denver	0.6/1.8/ 17/ 350
RELIGION/GOSPEL	15 (1)		15 (1)	0.6	0.6		
SPANISH	14 (1)		14 (1)	0.6	1.0		
CLASSICAL		77 (1)	77 (1)	3.3	2.7		
JAZZ/NEW AGE		96 (1)	96 (1)	4.1	1.8		
UNKNOWN/OTHERS							
	599 (16)	1724 (16)	2323 (32)				

DENVER

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	, HISPANIC		, \$ 30.00 (Lotus)	
KDEN, 1340, 1 KW	, TALK	ABC MBS, \$	35.00 (Savalli)	
KDKO, 1510, 10 KW/1.3 KW(DA-2)	, BLACK		\$ 37.00 (---)	
KEZW, 1430, 5 KW (DA-N)	, NOSTALGIA	SMN, \$	40.00 (Torbet)	
KHOW, 630, 5 KW (DA-N)	, SAC	MBS NBC, \$	170.00 (Banner)	Viacom
KLTT, 800, 1 KW (DAYS, DA)	, RELIGION		\$ 18.00 (---)	Hortenson
KLZ, 560, 5 KW (DA-1)	, AOR	SMN UNIPWR, \$	55.00 (McGuild)	Summit
KNUS, 710, 5 KW (DA-1)	, TALK	BRN ABC, \$	34.00 (---)	
KOA, 850, 50 KW	, NEWS/TALK	ABC CBS, \$	150.00 (Eastman)	Jacor
KQXI, 1550, 10 KW (DA-1)	, RELIGION		\$ 25.00 (---)	Mid America Gospel
KRXY, 1600, 5 KW (DA-N)	, SEE KRXY-F			
KRZN, 760, 5 KW/1 KW (DA-1)	, OLDIES		\$ 37.00 (---)	Genesis
KXKL, 1280, 5 KW (DA-2)	, SEE KXKL-F			
KYBG, 1090, 50 KW/500 W (DA-2)	, SPORTS TALK	APR NBC, \$	25.00 (Banner)	Century
KYGO, 950, 5 KW (DA-N)	, SEE KYGO-F			

FH STATIONS

KAZY, 106.7, 100 KW @ 987, AOR		ABC, \$	85.00 (McGuild)	Summit
KBCO, 97.3, 100 KW @ 1541, AOR			\$ 160.00 (MHR)	Noble (BOULDER)
KBPI, 105.9, 100 KW @ 1470, AOR		SOURCE, \$	90.00 (Banner)	Great American
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC		SMN, \$	65.00 (HNWH)	Adams (BOULDER)
KOSI, 101.1, 100 KW @ 1624, EZ			\$ 80.00 (Torbet)	
KQKS, 104.3, 5 KW @ 1430, CHR			\$ 72.00 (HNWH)	Western Cities (LONGMOUNT)
KRFX, 103.5, 100 KW @ 1045, OLDIES		CBS, \$	64.00 (Eastman)	Jacor
KRXY, 107.5, 100 KW @ 1198, CHR			\$ 84.00 (Katz)	Cap Cities/ABC
KHOW, 95.7, 100 KW @ 1608, SOFT AC		MBS, \$	67.00 (Banner)	Viacom
KTCL, 93.3, 100 KW @ 1330, AOR			\$ 44.00 (McGuild)	(FT COLLINS)
KVOD, 99.5, 100 KW @ 282, CLASSICAL			\$ 70.00 (Katz)	Henry
KXKL, 105.1, 100 KW @ 1169, OLDIES			\$ 140.00 (Durpetti)	Shamrock
KMJJ, 100.3, 100 KW @ 330, AC			\$ 86.00 (Christal)	Genesis
KYBG, 92.1, .8 KW @ 616, EZ		NBC APR, \$	30.00 (Banner)	Century (CASTLE ROCK)
KYGO, 98.5, 100 KW @ 1821, COUNTRY		UNIULT, \$	107.00 (CBS)	Jeff-Pilot

Miscellaneous: KRKS 23.5% sold for \$260,000... KDHT-F from AOR to Country (Sep)... KXLT-F changes back to KMJI-F (Nov)...

DES MOINES

Arbitron Rank/Pop (12+): 111/327,600
 MSA Rank/Pop: 123/398,000
 ADI # 70
 Average Person Ratings: 15.6
 Market TSL: 20.25 hours

Stations: 13/13
 Diaries: 790/415:1/58.0%
 Sample Target: 790
 % Below Line: 0.0
 % Not Listed: 10.5

1991 Revenue: \$13,500,000
 HH Inc.: \$31,632
 Retail \$: 3.7 Bil
 Pop per Station: 25,200
 #1 Biller: WHO \$3,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KGGO-F (AOR)	92/18.0	15.2	19.0	13.1	11.6	16.3	151/1818	968/29.5	30.6	25.3	20.6	108	1105	KGGO-F
2. KJJY-F (C)	75/14.6	9.5	14.2	12.1	10.9	12.6	119/1485	916/27.6	24.9	19.7	13.7	72	794	KJJY-F
3. WHO (FS/T)	66/12.9	15.0	11.1	12.9	15.0	13.0	202/2691	974/29.7	23.0	28.9	14.7	77	964	WHO
4. KRNQ-F (CHR)	59/11.5	16.9	14.2	16.3	15.3	14.7	144/2212	1022/31.2	31.1	32.1	16.2	85	997	KRNQ-F
5. KRNT (BB)	38/ 7.4	6.3	5.8	6.4	5.9	6.5	46/672	457/13.9	13.4	15.6	4.8	25	399	KRNT
KLYF-F (SAC)	38/ 7.4	6.6	10.1	9.1	9.2	8.3	79/1192	532/16.2	19.0	19.2	5.0	26	400	KLYF-F
7. KIOA-F (O)	35/ 6.8	6.8	5.6	5.8	4.8	6.3	66/1102	591/18.0	13.3	13.1	5.5	29	469	KIOA-F
8. KDMG-F (CL AOR)	19/ 3.7	4.0	4.5	3.6	3.5	4.0	28/479	338/10.3	10.1	12.4	6.3	33	357	KDMG-F
9. KMXD-F (EZ)	10/ 2.0	0.8	----	----	----	0.7	11/216	179/ 5.5	0.0	0.0	1.5	8	162	KMXD-F
10. KIOA (O)	9/ 1.8	2.5	1.0	2.0	3.0	1.8	18/541	252/ 7.7	5.8	9.5	2.1	11	264	KIOA
11. KDLS (C)	6/ 1.2	----	----	----	1.3	0.3	15/116	47/ 1.4	0.0	1.3	0.4	2	34	KDLS
KEZT-F (SAC)	6/ 1.2	4.2	3.1	6.0	5.7	3.6	18/367	193/ 5.9	11.2	11.0	1.0	5	120	KEZT-F
13. KWKY (REL)	5/ 1.0	0.9	----	1.0	0.4	0.7	7/165	143/ 4.4	0.0	2.9	0.6	3	111	KWKY
14.														
15.														

12+ FM SHARE (METRO): 72.93% (334 of 458) (FAL 90: 69.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>	1 KGGO-F	1 KGGO-F	1 WHO	1 KGGO-F	1 KGGO-F	1 KGGO-F	1 WHO <
2 KGGO-F>>	2 KRNQ-F>	2 KRNQ-F	2 KJJY-F	2 KJJY-F	2 KJJY-F	2 KGGO-F<	2 KJJY-F	2 KJJY-F	2 KRNQ-F	2 KIOA-F
3	3 KJJY-F	KJJY-F	3 KIOA-F	3 WHO	3 WHO	3 KJJY-F	3 WHO >	3 KRNQ-F>	3 KJJY-F	3 KGGO-F
4	4 KLYF-F	4 KLYF-F	4 WHO	4 KIOA-F	4 KIOA-F	4 KRNQ-F	4 KLYF-F>	4 WHO	4 WHO	4 KRNQ-F
5	5	KIOA-F	KLYF-F	5 KLYF-F	5 KLYF-F	5 KRNT	5 KRNT	5 KLYF-F	5	5 KJJY-F
6	6	6 WHO	6 KRNQ-F	6 KRNQ-F	6 KRNQ-F	6	6 KRNQ-F	6 KIOA-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGO-F	1 KGGO-F	1 KGGO-F	1 KGGO-F	1 KJJY-F	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>
2 KRNQ-F>>	2 KRNQ-F>>	2 KRNQ-F	2 KRNQ-F	2 KLYF-F	2 KRNQ-F	2 KRNQ-F	2 WHO	2 KJJY-F	2 WHO
3 KJJY-F	3 KLYF-F	3 KLYF-F	3 KLYF-F	KGGO-F	3 KJJY-F	KJJY-F	KJJY-F	KIOA-F	3 KIOA-F
4 KLYF-F	4 KJJY-F	4 KJJY-F>>	4 KJJY-F	4 KRNQ-F>	4	4	4 KRNQ-F	4 WHO >	4 KJJY-F>
5	5	5	5	5 WHO	5	5	KIOA-F	5 KRNQ-F	5 KLYF-F
6	6	6	6	6 KIOA-F	6	6	6 KLYF-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		59 (1)	59 (1)	12.9	17.3		
AOR/CLASSIC		111 (2)	111 (2)	24.2	13.8		
AC/OLDIES/SOFT ROCK	9 (1)	35 (1)	44 (2)	9.6	23.2		
MOR/VARIETY	66 (1)		66 (1)	14.4	16.9		
COUNTRY	6 (1)	75 (1)	81 (2)	17.7	13.8		
BLACK/URBAN							
BEAUTIFUL/EASY		54 (3)	54 (3)	11.8	6.5		
NEWS/TALK							
NOSTALGIA	38 (1)		38 (1)	8.3	6.7		
RELIGION/GOSPEL	5 (1)		5 (1)	1.1	0.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.5		
	124 (5)	334 (8)	458 (13)				

RADIO STATIONS

KIOA, 940, 10 KW/5 KW (DA-2), OLDIES	ABC, \$ 25.00 (Banner)	Midwest
KRNT, 1350, 5 KW (DA-N), NOSTALGIA	CBS, UNISUP, \$ 23.00 (Katz)	Saga
WHO, 1040, 50 KW, FULL SER/TALK	ABC, \$ 64.00 (Christal)	Palmer
KDMG-F, 103.3, 100 KW @ 745, CL AOR	UNIPWR, \$ 22.00 (HNWH)	(PELLA)
KIOA-F, 93.3, 100 KW @ 1063, OLDIES	, \$ 27.00 (Banner)	Midwest
KEZT-F, 104.1, 100 KW @ 1009, EZ	, \$ 20.00 (HNWH)	(AMES)
KGGO-F, 94.9, 100 KW @ 1066, AOR	SOURCE, \$ 57.00 (Eastman)	Stoner
KJJY-F, 92.5, 41 KW @ 541, COUNTRY	, \$ 40.00 (McGuild)	Fuller-Jeffrey
KLYF-F, 100.3, 100 KW @ 1700, SOFT AC	, \$ 42.00 (Christal)	Palmer
KRNQ-F, 102.5, 100 KW @ 1248, CHR	ABC, \$ 41.00 (Katz)	Saga

Miscellaneous: KOMG-F (Pella) sold for \$1,430,000 (Skidelsky)...

DETROIT

Arbitron Rank/Pop (12+): 6/3,611,500
 MSA Rank/Pop: 5/4,660,000
 ADI # 9
 Average Person Ratings: 17.9
 Market TSL: 23.25 hours

Stations: 34/31
 Diaries: 2630/1373:1/51.1%
 Sample Target: 2560
 % Below Line: 1.1
 % Not Listed: 8.0

1991 Revenue: \$117,300,000
 HH Inc.: \$34,932
 Retail \$: 37.0 Bill
 Pop per Station: 116,500
 #1 Biller: WJR \$17,000,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
		91	91	91	90	90			91	90						
1. WJR (FS)	600/ 9.3	9.3	8.0	8.3	7.8	8.7	784/11039	8097/22.4	21.0	20.9			7.5	496	6347	WJR
2. WJLB-F (B)	427/ 6.6	6.2	6.3	7.2	7.2	6.6	454/5470	4960/13.7	14.4	14.1			8.8	577	5869	WJLB-F
3. WWJ (N/T)	409/ 6.3	4.4	5.7	5.9	6.0	5.6	431/7844	7178/19.9	17.8	19.7			4.8	318	4452	WWJ
4. WWW-F (C)	341/ 5.3	6.1	6.3	5.1	4.8	5.7	370/5437	4876/13.5	13.7	11.5			7.4	487	5148	WWW-F
5. WKQI-F (AC)	307/ 4.7	5.0	4.7	3.9	3.5	4.6	324/6106	5668/15.7	16.7	14.7			3.6	237	4429	WKQI-F
6. WOMC-F (O)	294/ 4.5	5.4	3.9	2.9	3.6	4.2	309/5638	5268/14.6	12.3	11.1			3.3	218	3202	WOMC-F
7. WHYT-F (CHR)	282/ 4.4	4.7	4.5	4.2	4.9	4.4	300/6628	6021/16.7	16.5	18.4			5.2	340	6950	WHYT-F
8. WLLZ-F (AOR)	280/ 4.3	4.2	3.4	3.7	3.8	3.9	297/5647	5128/14.2	13.1	12.6			4.9	326	5838	WLLZ-F
9. WXYT (T)	276/ 4.3	3.7	3.7	4.5	3.2	4.1	289/3426	3266/ 9.0	7.8	7.9			4.1	268	3073	WXYT
10. WJOI-F (EZ)	251/ 3.9	3.6	5.1	5.4	4.6	4.5	270/4073	3787/10.5	11.1	10.7			3.0	200	2540	WJOI-F
11. WCSX-F (CL AOR)	248/ 3.8	4.1	3.5	4.1	3.4	3.9	273/5320	4716/13.1	12.6	12.3			4.3	285	4472	WCSX-F
12. WLTI-F (SAC)	247/ 3.8	3.3	3.7	5.1	4.3	4.0	259/4466	4131/11.4	11.2	11.0			3.6	239	2541	WLTI-F
13. WMXD-F (B)	246/ 3.8	3.5	2.7	1.7	2.0	2.9	250/3094	2990/ 8.3	7.4	6.2			4.2	279	3202	WMXD-F
14. WNIC-F (AC)	221/ 3.4	3.2	3.5	3.8	4.1	3.5	238/4125	3781/10.5	11.3	12.3			2.6	172	2947	WNIC-F
15. WJZZ-F (J)	204/ 3.1	3.6	3.8	3.4	4.4	3.5	211/3335	3172/ 8.8	10.7	10.7			3.3	217	3211	WJZZ-F
16. CKLW (BB)	189/ 2.9	3.1	2.7	2.5	3.3	2.8	247/3818	3012/ 8.3	7.2	8.2			2.2	142	1666	CKLW
17. WRIF-F (AOR)	183/ 2.8	3.9	4.4	3.7	3.9	3.7	214/5006	4329/12.0	12.9	11.6			4.9	322	4895	WRIF-F
18. WDFX-F (CHR)	148/ 2.3	2.7	2.9	3.6	2.8	2.9	157/4029	3771/10.4	13.7	13.1			3.2	210	5262	WDFX-F
19. WQRS-F (CL)	123/ 1.9	2.2	1.7	2.0	2.0	2.0	132/2373	2140/ 5.9	6.0	5.6			1.7	115	1515	WQRS-F
20. CIMX-F (AOR)	98/ 1.5	1.6	0.6	0.6	0.5	1.1	118/1818	1477/ 4.1	2.8	3.5			2.5	165	1938	CIMX-F
21. WCXI (C)	68/ 1.0	1.4	1.4	0.9	1.5	1.2	79/1406	1200/ 3.3	3.7	4.0			1.0	67	668	WCXI
22. WMUZ-F (REL)	65/ 1.0	0.7	1.2	0.6	0.9	0.9	72/1128	993/ 2.7	2.7	3.0			1.0	68	1361	WMUZ-F
23. WQBH (B)	64/ 1.0	1.3	1.1	1.0	0.9	1.1	64/1204	1201/ 3.3	3.2	2.8			1.2	78	626	WQBH
24. WGPR-F (B)	60/ 0.9	0.9	1.3	1.2	1.5	1.1	60/1689	1610/ 4.5	5.4	6.1			0.8	51	1270	WGPR-F
25. WMKH (B)	56/ 0.9	0.4	0.5	0.4	0.6	0.6	56/816	809/ 2.2	1.8	1.6						WMKH

12+ FM SHARE (METRO): 70.46% (4202 of 5964) (FAL 90: 72.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>	1 WJLB-F	1 WJLB-F	1 WOMC-F<	1 WOMC-F<	1 WJR >	1 WJR >	1 WJR >	1 WJR	1 WJLB-F	1 WJR >>
2 WJLB-F>	2 WLLZ-F	2 WLLZ-F	2 WKQI-F<	2 WWW-F	2 WWJ <	2 WWJ	2 WXYT	2 WJLB-F	2 WJR	2 WWJ
3 WDFX-F	3 WCSX-F	3 WCSX-F	3 WJLB-F	WKQI-F<	3 WXYT <	3 WKQI-F	3 WJLB-F<	3 WWW-F	3 WHYT-F	3 WJLB-F>>
4	4 WRIF-F<	4 WRIF-F<	4 WCSX-F<	4 WJLB-F	4 WWW-F<	4 WJLB-F	4 WWW-F<	4 WWJ	4 WMXD-F	4 WXYT >>
5	5 WKQI-F	5 WKQI-F	5 WWW-F	5 WJR <	5 WJOI-F	5 WWW-F	5 WOMC-F	5 WOMC-F	5 WLLZ-F	5 WCSX-F<
6	6 WHYT-F<	6 WHYT-F<	6 WJR <	6 WCSX-F	6 WOMC-F	6 WXYT <	WKQI-F<	6 WLLZ-F<	6 WWJ	6 WWW-F
7	7 WMXD-F	7 WMXD-F	7 WNIC-F<	7 WNIC-F	7 CKLW-F	7 WLLZ-F	7 WWJ	7 WHYT-F	7 WNIC-F	7
8	8	8	8 WLLZ-F	WLTI-F	8	8	8	8 WKQI-F	8 WOMC-F	8
9	9	9	WJZZ-F	9	9	9	9	WCSX-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJLB-F	1 WJLB-F	1 WKQI-F	1 WJLB-F	1 WKQI-F	1 WLLZ-F<	1 WLLZ-F	1 WCSX-F>	1 WLLZ-F	1 WCSX-F
2 WMXD-F	2 WKQI-F	2 WJLB-F	2 WKQI-F	2 WJLB-F	2 WRIF-F>	2 WRIF-F	2 WLLZ-F	2 WCSX-F	2 WJR <
3 WHYT-F<	3 WNIC-F	3 WNIC-F	3 WNIC-F<	3 WWW-F	3 WJLB-F	3 WCSX-F	3 WJLB-F<	3 WRIF-F<	3 WOMC-F<
4 WNIC-F	4 WMXD-F	4 WCSX-F	4 WMXD-F	WOMC-F	4 WHYT-F>	4 WJLB-F>	4 WRIF-F	4 WOMC-F	4 WWW-F
5 WDFX-F	5 WHYT-F	5 WLLZ-F<	5 WWW-F	5 WLTI-F	5 WCSX-F	5 WHYT-F<	5 WWW-F	5 WJLB-F	5 WLLZ-F<
6 WLLZ-F	6 WLLZ-F	6 WOMC-F	6 WOMC-F	6 WNIC-F	6 WMXD-F<	6 WWW-F	6 WWJ	6 WJR	6 WWJ
7 WWW-F	7 WCSX-F	7 WHYT-F	7 WLTI-F	7 WMXD-F	7 WKQI-F	7 WKQI-F	WKQI-F	7 WWW-F	7 WJZZ-F
							CIMX-F	WJZZ-F	8 WJLB-F

DETROIT

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		430 (2)	430 (2)	7.2	15.1	CKLW-F 93.9 Windsor	0.7/4.1/ 58/1795
AOR/CLASSIC		809 (4)	809 (4)	13.6	12.1	WCHB 1200 Taylor	0.5/2.0/ 36/ 770
AC/OLDIES/SOFT ROCK	20 (1)	890 (5)	910 (6)	15.3	17.9	WHND 560 Monroe/Detroit	0.3/1.0/ 21/ 409
MOR/VARIETY	600 (1)		600 (1)	10.1	9.8	WMTG 1310 Dearborn/Detr	0.7/2.6/ 49/ 977
COUNTRY	68 (1)	364 (2)	432 (3)	7.2	6.0	WSAQ-F 107.1 Port Huron	0.4/0.9/ 26/ 367
BLACK/URBAN	200 (4)	733 (3)	933 (7)	15.6	13.2	WXCD-F 102.7 Mt. Clemens	0.5/1.9/ 33/ 723
BEAUTIFUL/EASY		498 (2)	498 (2)	8.4	5.2		
NEWS/TALK	685 (2)		685 (2)	11.5	9.5	WBTI-F 96.9 Lexington	0.4/0.5/ 43/ 319
NOSTALGIA	189 (1)		189 (1)	3.2	3.2	WCRZ-F 107.9 Flint	0.3/0.9/108/1378
RELIGION/GOSPEL		65 (1)	65 (1)	1.1	1.0	WKQC-F 98.1 Saginaw	0.4/0.7/ 83/1024
SPANISH							
CLASSICAL		123 (1)	123 (1)	2.1	1.7		
JAZZ/NEW AGE		236 (2)	236 (2)	4.0	4.5		
UNKNOWN/OTHERS		54 (2)	54 (2)	0.9	0.9		
	1762 (10)	4202 (24)	5964 (34)				

RADIO STATIONS

AM STATIONS

WCXI, 1130, 50 KW/10 KW (DA-2), COUNTRY	UNIULT APR, \$ 50.00 (Eastman)	Shamrock
WCHB, 1440, 1 KW (DA-2), GOSPEL	NBN, \$ 30.00 (McGuild)	
WHND, 560, 500 W (DAYS, DA), OLDIES	UNIPWR, \$ N/A (McGuild)	Greater Media (MONROE)
WJR, 760, 50 KW, FULL SERVICE	ABC, \$ 260.00 (Katz)	Cap Cities/ABC
WMTG, 1310, 5 KW (DA-2), BLACK OLDIES	SHN, \$ N/A (McGuild)	
WQBH, 1400, 1 KW, BLACK	, \$ 45.00 (Patt)	
WWJ, 950, 5 KW (DA-N), NEWS	CBS, \$ 155.00 (CBS)	CBS
WXYT, 1270, 5 KW (DA-N), TALK	NBC CNN, \$ 75.00 (Durpetti)	
CKLW, 800, 50 KW (DA-2), NOSTALGIA	UNISUP, \$ 70.00 (Banner)	(WINDSOR)

FM STATIONS

WCSX, 94.7, 13 KW @ 950, CLASSIC AOR	UNIPWR, \$ 130.00 (McGuild)	Greater Media
WDFX, 99.5, 21 KW @ 755, CHR	SOURCE, \$ 100.00 (MHR)	Hoker
WGPR, 107.5, 50 KW @ 375, BLACK	SBN, \$ 55.00 (Lazar)	
WHYT, 96.3, 20 KW @ 786, CHR	ABC, \$ 100.00 (Katz)	Cap Cities/ABC
WJLB, 97.9, 50 KW @ 490, BLACK	, \$ 170.00 (MHR)	Booth
WJOI, 97.1, 12 KW @ 890, EZ	, \$ 104.00 (CBS)	CBS
WJZZ, 105.9, 20 KW @ 724, JAZZ	, \$ 80.00 (Torbet)	
WKQI, 95.5, 100 KW @ 426, AC	, \$ 132.00 (HNWH)	Brdcst. Partners
WXCD, 102.7, 50 KW @ 500, JAZZ/NAC	MBS, \$ 80.00 (Durpetti)	Ragan Henry
WLLZ, 98.7, 50 KW @ 480, AOR	, \$ 160.00 (Group w)	Westinghouse
WLTJ, 93.1, 26 KW @ 668, SOFT AC	, \$ 90.00 (Christal)	Viacom
WNUZ, 103.5, 50 KW @ 465, RELIGION	, \$ 40.00 (---)	Crawford
WXXD, 92.3, 21 KW @ 700, AC/URBAN	, \$ 70.00 (Durpetti)	
WNIC, 100.3, 32 KW @ 600, AC	, \$ 168.00 (McGuild)	Fairmont
WOMC, 104.3, 190 KW @ 360, OLDIES	UNIULT, \$ 140.00 (Torbet)	Infinity
WQRS, 105.1, 20 KW @ 784, CLASSICAL	, \$ 80.00 (CHBS)	Marlin
WRIF, 101.1, 27 KW @ 880, AOR	ABC, \$ 110.00 (Banner)	Great American
WWWW, 106.7, 61 KW @ 510, COUNTRY	APR UNIULT, \$ 150.00 (Eastman)	Shamrock
CKLW, 93.9, 100 KW @ 655, OLDIES	, \$ 65.00 (Banner)	

Miscellaneous: CKMR-F changes to CKLW-F (Sep)...

EL PASO

Arbitron Rank/Pop (12+): 78/481,200

Stations: 25/17
Diaries: 917/525:1/47.6%
Sample Target: 930
% Below Line: 6.8
% Not Listed: 9.0

1991 Revenue: \$11,700,000
HH Inc.: \$26,336
Retail \$: 3.8 Btl
Pop per Station: 28,305
#1 Biller: KHEY-AF \$3,200,000

MSA Parik./Pop: 86/600,000

ADJ # 100

Average Person Ratings: 17.4

Market TSL: 23.25 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KHEY-F (C)	131/15.7	16.1	16.8	15.0	13.7	15.9	149/1888	1531/31.8	29.3	27.7	16.4	149	1379	KHEY-F
2. KPRR-F (CHR)	109/13.0	11.5	12.4	10.5	11.5	11.9	113/1344	1256/26.1	30.1	27.7	15.0	137	1490	KPRR-F
3. KLAQ-F (AOR)	66/ 7.9	6.6	7.5	11.3	10.2	8.3	79/1237	940/19.5	18.8	23.8	10.3	94	1367	KLAQ-F
4. KAMZ-F (AC)	65/ 7.8	7.5	9.8	10.5	7.6	8.9	71/1094	1002/20.8	21.4	20.6	9.0	82	1026	KAMZ-F
5. KBNA-AF (SP)	55/ 6.6	6.9	4.9	6.2	7.2	6.1	57/867	809/16.8	15.3	17.2	6.6	44	477	KBNA-AF
6. KOFX-F (O)	52/ 6.2	7.1	5.2	5.0	4.3	5.9	64/1067	866/18.0	14.2	11.9	6.1	56	758	KOFX-F
7. KAMA-AF (SP)	48/ 5.7	4.8	6.6	6.1	9.1	5.8	48/672	666/13.8	17.1	22.8	5.6	26	532	KAMA-AF
8. KEZB-F (AC)	39/ 4.7	7.5	4.6	3.5	4.4	5.1	41/850	775/16.1	17.4	17.4	4.1	37	764	KEZB-F
9. KTSM (N/T)	34/ 4.1	4.3	3.2	4.6	3.0	4.1	39/513	472/ 9.8	8.5	5.4	3.3	30	434	KTSM
10. KTSM-F (SAC)	33/ 3.9	6.9	5.1	5.5	5.8	5.3	59/879	579/12.0	12.7	13.0	2.7	25	439	KTSM-F
11. KROD (O)	21/ 2.5	2.2	3.5	2.5	4.0	2.7	29/617	467/ 9.7	11.7	11.2	2.1	19	378	KROD
12. KVIV (SP)	20/ 2.4	2.2	0.4	---	---	1.3	22/142	123/ 2.6	1.2	0.0				KVIV
KHEY (C)	20/ 2.4	2.0	2.0	3.2	2.5	2.4	20/448	378/ 7.9	6.3	9.4	3.4	31	257	KHEY

12+ FM SHARE (METRO): 78.22% (596 of 762) (FAL 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F >>	1 KHEY-F	1 KHEY-F >	1 KHEY-F >	1 KHEY-F >	1 KHEY-F >	1 KHEY-F >	1 KHEY-F >	1 KHEY-F >	1 KPRR-F >	1 KHEY-F >>
2 KAMZ-F	2 KLAQ-F <	2 KPRR-F	2 KPRR-F	2 KOFX-F <	2 KBNA-AF <	2 KPRR-F <	2 KLAQ-F	2 KPRR-F	2 KAMZ-F	2 KPRR-F
3 KEZB-F	3 KPRR-F >	3 KLAQ-F	KOFX-F	3 KPRR-F <	3 KAMA-AF	3 KBNA-AF	3 KPRR-F	3 KLAQ-F	3 KHEY-F >	3 KBNA-F
4	4 KOFX-F >	4 KOFX-F	4 KAMZ-F	4 KAMZ-F	4 KTSM	4 KAMZ-F	4 KOFX-F	4 KOFX-F	4 KEZB-F >	KAMZ-F
5	5 KAMZ-F	5 KAMZ-F >	5 KBNA-AF	5 KBNA-AF	5 KAMZ-F	5 KAMA-AF <	5 KTSM	5 KAMZ-F	5 KLAQ-F	5 KTSM-F
6	6	6 KBNA-AF	6	6	6	6 KLAQ-F	6 KBNA-AF	6 KAMA-AF	6	KROD

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHEY-F >>	1 KHEY-F	1 KPRR-F	1 KHEY-F >	1 KHEY-F >	1 KLAQ-F >>	1 KLAQ-F >	1 KOFX-F	1 KHEY-F <	1 KHEY-F
2 KPRR-F >	2 KPRR-F >	2 KHEY-F	2 KPRR-F	2 KPRR-F <	2 KPRR-F	2 KHEY-F >	2 KLAQ-F	2 KLAQ-F >	2 KOFX-F
3 KLAQ-F	3 KAMZ-F	3 KAMZ-F >	3 KAMZ-F	3 KBNA-AF	KHEY-F >	3 KPRR-F	KHEY-F >	3 KOFX-F	3 KLAQ-F >
4 KOFX-F	4 KOFX-F	4 KOFX-F	4 KBNA-AF	4 KAMZ-F >	4 KAMA-AF	KOFX-F	4 KPRR-F	4 KPRR-F >	4 KAMZ-F
5 KEZB-F	5 KEZB-F	KEZB-F	5 KEZB-F	5 KAMA-AF	5	5	5	5 KAMZ-F	5 KPRR-F
KAMZ-F	6	6 KBNA-AF	6 KAMA-AF	6	6	6	6	6	6 KTSM
7	7	KTSM-F	KOFX-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		109 (1)	109 (1)	14.3	19.2	KELP 1590 El Paso	0.7/2.6/ 7/ 167
AOR/CLASSIC		66 (1)	66 (1)	8.7	12.0	KEZB 1150 El Paso	0.7/2.3/ 6/ 112
AC/OLDIES/SOFT ROCK	21 (1)	156 (3)	177 (4)	23.2	22.6		
MOR/VARIETY						XEFV 1000 Ciudad Juarez	0.4/2.4/ 3/ 114
COUNTRY	20 (1)	131 (1)	151 (2)	19.8	18.4	XEJ 970 Ciudad Juarez	1.0/3.3/ 9/ 164
BLACK/URBAN						XEP 1300 Ciudad Juarez	0.6/2.1/ 5/ 99
BEAUTIFUL/EASY		33 (1)	33 (1)	4.3	6.0	XHGU-F 105.9 Ciudad Juarez	0.6/2.6/ 6/ 148
NEWS/TALK	34 (1)		34 (1)	4.5	4.3	XHM -F 100.7 Ciudad Juarez	1.0/1.8/ 8/ 88
NOSTALGIA						XHIM-F 105.1 Ciudad Juarez	1.6/4.9/ 13/ 236
RELIGION/GOSPEL	6 (1)		6 (1)	0.8	0.4	XHNZ-F 107.5 Ciudad Juarez	0.7/2.9/ 6/ 141
SPANISH	85 (7)	101 (7)	186 (14)	24.4	16.5	XHPX-F 98.3 Ciudad Juarez	1.1/2.8/ 9/ 136
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.5		
	166 (11)	596 (14)	762 (25)				

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2),	HISPANIC		\$ 28.00 (Eastman)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SEE KBNA-F			
KHEY,	690,	10 KW (DA-2)	COUNTRY	ABC,	\$ SEE FM (Katz)	Ragan Henry
KROD,	600,	5 KW (DA-2)	NOSTALGIA	ABC,	\$ 17.00 (HNWH)	
KTSM,	1380,	5 KW/500 W	TALK/NEWS	TALKNT CBS,	\$ 19.00 (HNWH)	
KAMZ-F,	93.1,	30 KW @ 1189	AC		\$ 32.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	100 KW @ 1088	HISPANIC		\$ 35.00 (Katz Hisp)	Tichenor
KEZB-F,	93.9,	100 KW @ 1207	AC	ABC,	\$ 30.00 (Schubert)	
KHEY-F,	96.3,	100 KW @ 1388	COUNTRY		\$ 65.00 (Katz)	
KLAQ-F,	95.5,	100 KW @ 1388	AOR	UNIPWR ABC,	\$ 40.00 (HNWH)	
KAMA-F,	94.7,	61 KW @ 981	HISPANIC		\$ 27.00 (N/A)	
KOFX-F,	92.3,	100 KW @ 1860	CL AOR	UNIPWR,	\$ 30.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190	CHR		\$ 39.00 (Durpett1)	
KTSM-F,	99.9,	100 KW @ 1820	EZ	NBC CBS,	\$ 27.00 (HNWH)	

ERIE

Arbitron Rank/Pop (12+): 145/225,900
 MSA Rank/Pop: 165/281,000
 Average Person Ratings: 15.0
 Market TSL: 19.75 hours

Stations: 14/11
 Diaries: 638/354:1/56.9%
 Sample Target: 680
 % Below Line: 3.3
 % Not Listed: 13.9

1991 Revenue: \$5,800,000
 HH Inc.: \$31,966
 Retail \$: 1.9 Bil
 Pop per Station: 20,536
 #1 Biller: WRIE/WXKC-F \$1,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WXKC-F (AC)	50/14.8	14.6	15.0	15.5	13.7	----	57/857	731/32.4	31.0	32.1	10.2	34	670	WXKC-F
2. WRKT-F (AOR)	47/13.9	16.7	17.0	14.7	14.2	----	49/591	545/24.1	27.0	25.4	18.4	61	713	WRKT-F
WJET-F (CHR)	47/13.9	17.3	17.9	19.8	19.4	----	49/865	798/35.3	38.7	34.7	21.7	72	920	WJET-F
4. WMXE-F (AC)	39/11.5	9.4	6.1	9.9	8.9	----	54/911	711/31.5	29.4	21.0	12.7	42	731	WMXE-F
5. WXTA-F (C)	28/ 8.3	10.0	4.3	5.3	2.4	----	30/426	382/16.9	17.2	9.9	7.2	24	360	WXTA-F
6. WEYZ (BB)	25/ 7.4	6.5	8.4	8.6	8.6	----	25/309	309/13.7	14.7	12.9	6.6	22	312	WEYZ
7. WLKK (N/T)	20/ 5.9	5.1	2.6	2.8	2.2	----	20/290	280/12.4	12.0	6.7	3.0	10	202	WLKK
8. WRIE (O)	9/ 2.7	2.2	3.7	2.8	2.7	----	9/212	198/ 8.8	8.1	10.0	2.1	7	106	WRIE
9. WREO-F (J/NA)	6/ 1.8	1.3	1.4	1.8	3.5	----	9/253	129/ 5.7	3.6	5.8				WREO-F
10. WPSE (?)	5/ 1.5	----	0.9	----	----	----	5/96	96/ 4.2	0.0	3.6				WPSE
WZPR-F (C)	5/ 1.5	2.7	3.7	3.3	3.8	----	59/637	110/ 4.9	7.1	7.1	1.5	5	126	WZPR-F
WCTL-F (REL)	5/ 1.5	1.1	2.0	1.3	3.2	----	7/97	71/ 3.1	3.3	4.0	1.2	4	107	WCTL-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 79.04% (230 of 291) (FAL 90: 81.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F	1 WRKT-F	1 WRKT-F	1 WXKC-F	1 WXKC-F	1 WXKC-F	1 WJET-F	1 WRKT-F	1 WRKT-F	1 WJET-F	1 WJET-F
2 WMXE-F	2 WJET-F	2 WXKC-F	2 WRKT-F	2 WRKT-F	2 WEYZ	2 WXKC-F	2 WXKC-F	2 WRKT-F	2 WRKT-F	2 WRKT-F
3 WRKT-F	3 WMXE-F	3 WJET-F	3 WMXE-F	3 WMXE-F	3 WXTA-F	3 WRKT-F	3 WMXE-F	3 WMXE-F	3 WMXE-F	3 WXKC-F
4	4 WXKC-F	4 WMXE-F	4 WJET-F	4 WJET-F	4 WMXE-F	4 WMXE-F	4 WJET-F	4 WJET-F	4 WXKC-F	4
5	5	5	5	5	5 WLKK	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJET-F	1 WJET-F	1 WRKT-F	1 WJET-F	1 WXKC-F	1 WRKT-F	1 WRKT-F	1 WRKT-F	1 WRKT-F	1 WRKT-F
2 WMXE-F	2 WRKT-F	2 WXKC-F	2 WXKC-F	2 WMXE-F	2 WJET-F	2 WJET-F	2 WXKC-F	2 WXKC-F	2 WXKC-F
3 WRKT-F	3 WMXE-F	3 WMXE-F	3 WMXE-F	3 WJET-F	3 WLKK	3 WXKC-F	3 WMXE-F	3 WJET-F	3 WXTA-F
4 WXKC-F	4 WXKC-F	WJET-F	4 WRKT-F	4 WXTA-F	4	WMXE-F	WJET-F	4 WMXE-F	WMXE-F
5	5	5 WXTA-F	5	WRKT-F	5	5	5 WXTA-F	5	5 WJET-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	16.2	28.6			
AOR/CLASSIC		47 (1)	47 (1)	16.2	20.3	WJR 760 Detroit	0.6/2.0/ 3/ 81	
AC/OLDIES/SOFT ROCK	9 (1)	89 (2)	98 (3)	33.7	22.4	WRRN-F 92.3 Warren	0.9/1.7/ 9/ 147	
MOR/VARIETY	2 (1)		2 (1)	0.7				
COUNTRY		33 (2)	33 (2)	11.3	9.7			
BLACK/URBAN								
BEAUTIFUL/EASY								
NEWS/TALK	20 (1)		20 (1)	6.9	3.1			
NOSTALGIA	25 (1)		25 (1)	8.6	10.0			
RELIGION/GOSPEL		5 (1)	5 (1)	1.7	2.4			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE		6 (1)	6 (1)	2.1	1.7			
UNKNOWN/OTHERS	5 (1)	3 (1)	8 (2)	2.7	1.7			
	61 (5)	230 (9)	291 (14)					

RADIO STATIONS

WEYZ , 1450, 5 KW (DA-2)	Nostalgia	ABC, \$16.00 (Katz)	Burbach
WLKK , 1400, 1 KW	Talk	SMN, \$10.00 (Roslin)	
WRIE , 1260, 5 KW (DA-2)	Oldies	SMN, \$12.00 (Christal)	
WMXE-F, 103.7, 50 KW @ 500	AC	ABC, \$26.00 (Katz)	Burbach
WCTL-F, 106.3, 3 KW @ 300	Religion	\$ 6.00 (---)	(UNION CITY)
WJET-F, 102.3, .5 KW @ 670	CHR	\$32.00 (Banner)	Myron Jones
WRKT-F, 100.9, 3 KW @ 262	AOR	\$25.00 (Eastman)	(NORTH EAST)
WXKC-F, 99.9, 50 KW @ 500	AC	\$39.00 (Christal)	
WXTA-F, 97.9, 6 KW @ 500	Country	UNIULT, \$17.00 (Torbet)	(EDINBORO)
WZPR-F, 100.3, 20 KW @ 588	Country	ABC E, \$16.00 (Crawford)	(MEAOVILLE)
WREO-F, 97.1, 50 KW @ 500	EZ	APR, \$14.00 (---)	(ASHTABULA, OH)

EUGENE

Arbitron Rank/Pop (12+): 141/237,600
 MSA Rank/Pop: 158/270,000
 ADI # 117
 Average Person Ratings: 14.2
 Market TSL: 19.75 hours

Stations: 17/15
 Diaries: 691/344:1/53.9%
 Sample Target: 690
 % Below Line: 1.8
 % Not Listed: 20.4

1991 Revenue: \$7,400,000
 HH Inc.: \$26,747
 Retail \$: 2.3 Bill
 Pop per Station: 15,840
 #1 Biller: KUGN-AF \$2,000,000

12+ METRO	1/4/SHARE	SPG		FAL		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG		FAL		Birch Share	Birch AQH	Birch Cume	
		91	90	90	89			91	90	91	90						
1. KUGN-F (C)	46/13.6	14.1	15.6	14.3	14.0	----	51/568	463/19.5	21.0	21.3			15.6	57	523	KUGN-F	
2. KMGE-F (AC)	42/12.4	9.9	12.9	8.4	9.1	----	47/657	572/24.1	20.2	21.8			7.9	29	578	KMGE-F	
3. KSND-F (CHR)	34/10.1	8.7	9.0	9.9	10.0	----	38/583	518/21.8	20.1	19.9			13.4	49	518	KSND-F	
4. KPNW (FS/N/T)	22/ 6.5	5.4	5.4	4.3	6.1	----	41/587	373/15.7	13.0	17.2			4.1	15	232	KPNW	
KLCX-F (AOR)	22/ 6.5	6.0	7.5	8.7	8.2	----	48/634	309/13.0	12.3	13.4			8.2	30	358	KLCX-F	
6. KUGN (FS)	21/ 6.2	8.1	6.6	8.1	7.9	----	26/581	457/19.2	18.4	17.9			6.3	23	350	KUGN	
7. KZEL-F (ADR)	16/ 4.7	9.0	7.8	9.9	6.1	----	19/508	364/15.3	18.9	16.5			5.5	20	516	KZEL-F	
KPNW-F (SAC)	16/ 4.7	4.8	4.5	6.5	7.9	----	33/575	297/12.5	14.2	15.1			5.2	19	306	KPNW-F	
9. KAVE-F (AOR)	14/ 4.1	4.5	2.1	0.6	----	----	18/306	267/11.2	12.5	8.4			3.8	14	270	KAVE-F	
10. KEED (C)	8/ 2.4	3.3	2.4	1.9	2.7	----	9/152	127/ 5.3	6.3	7.0			1.1	4	248	KEED	
11. KKXO (O)	6/ 1.8	2.1	----	1.2	2.7	----	6/130	130/ 5.5	5.2	0.0			1.1	4	67	KKXO	
12. KHNN (AOR)	5/ 1.5	1.8	----	----	----	----	5/73	73/ 3.1	2.5	0.0			1.6	6	74	KHNN	
KDUK (BB)	5/ 1.5	1.8	0.6	4.0	3.6	----	5/132	109/ 4.6	7.0	4.0			2.2	8	92	KDUK	

12+ FM SHARE (METRO): 72.86% (196 of 269) (FAL 90: 79.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F>>	1 KMGE-F>	1 KMGE-F>	1 KMGE-F>	1 KMGE-F<	1 KUGN-F>	1 KUGN-F	1 KMGE-F	1 KMGE-F<	1 KSND-F>	1 KUGN-F>
2	2 KSND-F	2 KUGN-F	2 KUGN-F>	2 KUGN-F>	2 KMGE-F<	2 KMGE-F	2 KUGN-F>	2 KUGN-F	2 KUGN-F	2 KUGN
3	KLCX-F	3 KLCX-F	3 KLCX-F	3 KLCX-F	3 KUGN	3 KSND-F<	3 KPNW <	3 KSND-F	KMGE-F	3 KMGE-F
4	4 KUGN-F	4 KSND-F	4 KZEL-F	4 KZEL-F	KPNW >	4 KUGN	4 KPNW-F	4 KLCX-F	4 KLCX-F	4 KLCX-F
5	5 KZEL-F	5 KZEL-F	KAVE-F	KPNW-F	5 KPNW-F	5 KPNW	5 KLCX-F<	5 KUGN	5 KPNW	5 KPNW
6	6 KAVE-F	6	6	KPNW	6	6	6 KSND-F	6 KZEL-F	6	6
7	7	7	7	KAVE-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMGE-F>>	1 KMGE-F>	1 KMGE-F>	1 KMGE-F>>	1 KMGE-F	1 KLCX-F>	1 KLCX-F	1 KUGN-F	1 KMGE-F	1 KUGN-F
2 KSND-F>>	2 KSND-F	2 KZEL-F	2 KUGN-F	2 KUGN-F>	2 KUGN-F	2 KUGN-F>	2 KSND-F	2 KUGN-F	2 KMGE-F>
3 KZEL-F	3 KZEL-F	3 KUGN-F	KSND-F	3 KPNW-F	KMGE-F	3 KZEL-F	3 KLCX-F	3 KLCX-F>	3 KLCX-F
KLCX-F	4 KUGN-F	KSND-F	4 KZEL-F	4 KZEL-F	KHNN >	KSND-F	KAVE-F	4 KAVE-F	4 KPNW
5	KLCX-F	KAVE-F	KPNW-F	KSND-F	5 KZEL-F	KMGE-F	5 KZEL-F>	5 KZEL-F	KAVE-F
6	KAVE-F	6 KPNW-F	6	6	6	KAVE-F	6 KMGE-F	6	6
7	7	KLCX-F	7	7	7	7	7	7	7

FORMATS	AM	FH	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	12.6	11.8	KNND 1400 Cottage Grove	1.2/1.6/ 4/ 51
AOR/CLASSIC	5 (1)	52 (3)	57 (4)	21.2	22.8	KORE 1050 Springfld/Eug.	0.6/3.3/ 2/ 78
AC/OLDIES/SOFT ROCK	6 (1)	42 (1)	48 (2)	17.8	23.6		
MOR/VARIETY	43 (2)		43 (2)	16.0	15.7	KFAT-F 106.1 Corvallis	0.9/2.9/ 33/ 309
COUNTRY	12 (2)	49 (2)	61 (4)	22.7	25.2	KHPE-F 107.9 Albany	0.9/2.0/ 12/ 156
BLACK/URBAN							
BEAUTIFUL/EASY		16 (1)	16 (1)	5.9			
NEWS/TALK							
NOSTALGIA	5 (1)		5 (1)	1.9			
RELIGION/GOSPEL	2 (1)	3 (1)	5 (2)	1.9	0.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	73 (8)	196 (9)	269 (17)				

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA	, \$ 13.00 (McGuild)	Pacific Telecom
KEED, 1600, 5 KW/1 KW (DA-N), COUNTRY	, \$ 10.00 (MMR)	Comm. Pacific
KKXO, 1450, 1 KW, OLDIES	UNISUP,UNIULT, \$ 11.00 (Eastman)	
KPNW, 1120, 50 KW (DA-1), MOR/AC	ABC, \$ 17.00 (Katz)	Pacific NW
KUGN, 590, 5 KW/1 KW (DA-N), MOR/FULL SER.	CBS MBS, \$ 27.00 (Torbet)	
KLCX-F, 104.7, 62 KW @ 2326, AOR	, \$ 24.00 (McGuild)	Pacific Telecom
KMGE-F, 94.5, 100 KW @ 1299, AC	, \$ 28.00 (Eastman)	
KPNW-F, 99.1, 100 KW @ 1620, SOFT AC	, \$ 26.00 (Katz)	Pacific NW
KSND-F, 93.1, 100 KW @ 984, CHR	, \$ 32.00 (MMR)	Comm. Pacific
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	MBS, UNISUP, \$ 39.00 (Torbet)	
KAVE-F, 95.3, 1.6 KW @ 400, AOR	, \$ 13.00 (---)	(CRESWELL)
KZEL-F, 96.1, 43 KW @ 870, AOR	NBC, SOURCE, \$ 27.00 (Christal)	

EVANSVILLE

Arbitron Rank/Pop (12+): 144/230,600
 MSA Rank/Pop: 162/285,000
 ADI # 93
 Average Person Ratings: 16.7
 Market TSL: 22.00 hours

Stations: 15/13
 Diaries: 725/318:1/58.8%
 Sample Target: 700
 % Below Line: 8.0
 % Not Listed: 13.2

1991 Revenue: \$10,200,000
 HH Inc.: \$30,062
 Retail \$: 2.1 Bill
 Pop per Station: 17,738
 #1 Biller: WIKY-AF \$2,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WIKY-F (FS)	74/19.2	15.1	17.9	17.2	----	----	99/1227	851/36.9	28.1	33.3	12.7	48	755	WIKY-F
2. WYNG-F (C)	58/15.0	15.8	12.0	13.5	----	----	85/894	570/24.7	26.8	23.3	15.1	57	685	WYNG-F
3. WSTO-F (CHR)	46/11.9	15.3	18.9	18.4	----	----	123/1755	811/35.2	34.9	40.3	14.9	56	913	WSTO-F
4. WKDQ-F (AC)	38/ 9.8	11.2	14.3	12.7	----	----	70/1074	537/23.3	23.3	28.0	8.0	30	383	WKDQ-F
5. WBKR-F (C)	29/ 7.5	6.0	3.3	4.2	----	----	124/1438	398/17.3	16.2	10.7	4.8	18	380	WBKR-F
6. WGBF-F (AOR)	22/ 5.7	3.1	4.9	4.4	----	----	25/444	286/12.4	10.8	11.8	5.0	19	340	WGBF-F
7. WWOK (BB)	21/ 5.4	5.7	7.4	7.8	----	----	24/317	263/11.4	9.3	11.5	3.2	12	171	WWOK
8. WRBT-F (CL AOR)	14/ 3.6	6.5	4.9	5.1	----	----	43/538	247/10.7	15.2	15.7	6.9	26	358	WRBT-F
9. WIKY (O)	8/ 2.1	1.4	1.0	3.4	----	----	8/150	136/ 5.9	5.7	5.9	0.5	2	130	WIKY
10. WSYZ-F (CHR)	7/ 1.8	3.3	----	----	----	----	8/258	192/ 8.3	9.2	0.0	5.0	19	367	WSYZ-F

12+ FM SHARE (METRO): 87.16% (292 of 335) (FAL 90: 86.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSTO-F>>	1 WSTO-F	1 WYNG-F	1 WYNG-F<	1 WIKY-F<	1 WIKY-F>	1 WIKY-F>	1 WIKY-F>	1 WIKY-F	1 WSTO-F	1 WIKY-F>>
2 WSYZ-F	2 WYNG-F	WIKY-F	2 WIKY-F<	2 WYNG-F	2 WYNG-F>	2 WYNG-F	2 WYNG-F>	2 WYNG-F	2 WYNG-F>	2 WYNG-F
3	3 WKDQ-F	3 WKDQ-F	3 WKDQ-F>	3 WKDQ-F>	3 WBKR-F	3 WSTO-F	3 WSTO-F<	3 WSTO-F	3 WSTO-F	3 WSTO-F
4	4 WIKY-F	4 WSTO-F	4 WSTO-F	4 WSTO-F	4 WWOK	4 WKDQ-F>	4 WKDQ-F	4 WKDQ-F	4 WKDQ-F	4 WSON
5	5 WGBF-F	5	5	5 WBKR-F	5 WKDQ-F	5 WBKR-F	5	5	5 WBKR-F	5
6	6	6	6	6	6	6	6	6	6 WGBF-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTO-F>>	1 WSTO-F>	1 WYNG-F	1 WIKY-F	1 WIKY-F	1 WSTO-F	1 WYNG-F	1 WYNG-F	1 WYNG-F	1 WYNG-F
2 WIKY-F>	2 WIKY-F	WSTO-F	2 WYNG-F	2 WYNG-F	2 WYNG-F	2 WSTO-F	WKDQ-F	2 WKDQ-F	2 WKDQ-F
3 WGBF-F>	3 WYNG-F	3 WKDQ-F	WSTO-F<	3 WKDQ-F	WGBF-F>	WKDQ-F	3 WGBF-F	3 WIKY-F	WIKY-F>
4 WBKR-F	4 WKDQ-F	WIKY-F	4 WKDQ-F	4 WSTO-F	4 WKDQ-F	WGBF-F>	4 WSTO-F	4 WSTO-F	4 WRBT-F
WYNG-F	5	5	5	5	WIKY-F	5 WRBT-F	WRBT-F>>	WGBF-F	5 WBKR-F
WSYZ-F	6	6	6	6	6	6	6	6 WRBT-F	WGBF-F
WKDQ-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	15.8	25.1	WBNL-F 107.1 Boonville	0.5/1.3/ 2/ 31
AOR/CLASSIC		36 (2)	36 (2)	10.7	11.0	WGAB 1180 Newburgh/Evnsvl	1.3/1.5/ 8/ 54
AC/OLDIES/SOFT ROCK	8 (1)	38 (1)	46 (2)	13.7	17.3	WSON 860 Henderson	1.3/5.2/ 9/ 177
MOR/VARIETY		74 (1)	74 (1)	22.1	20.2	WVHI 1330 Evansville	1.0/3.3/ 4/ 82
COUNTRY		87 (2)	87 (2)	26.0	14.1		
BLACK/URBAN						WRUL-F 97.3 Carmi	0.5/2.2/ 18/ 247
BEAUTIFUL/EASY							
NEWS/TALK	5 (1)		5 (1)	1.5			
NOSTALGIA	26 (2)		26 (2)	7.8	10.4		
RELIGION/GOSPEL	4 (1)		4 (1)	1.2	2.0		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		4 (2)	4 (2)	1.2			
	43 (5)	292 (10)	335 (15)				

RADIO STATIONS

WIKY, 1400, 1 KW SEE WIKY-F
 WSON, 860, 500 W , NOSTALGIA SMN, \$ 10.00 (---) (HENDRICKSON, KY)
 WWOK, 1280, 5 KW/1 KW (DA-N), NOSTALGIA UNISUP UNIULT, \$ 14.00 (Katz)
 WGBF-F, 103.1, 1.7 KW @ 440, AOR ABC, SOURCE, \$ 17.00 (Katz) (HENRICKSON, KY)
 WIKY-F, 104.1, 39 KW @ 580, MOR/FULL SER. MBS, \$ 55.00 (Christal) South Central
 WKDQ-F, 99.5, 100 KW @ 500, AC ABC, \$ 39.00 (McGuilld) (HENRICKSON, KY)
 WRBT-F, 94.9, 50 KW @ 420, CL AOR , \$ 15.00 (---) (MOUNT CARMEL, IL)
 WSTO-F, 96.1, 100 KW @ 1000, CHR UNISUP UNIULT, \$ 48.00 (Banner) (OWENSBORO)
 WYNG-F, 105.3, 50 KW @ 500, COUNTRY UNIULT, \$ 40.00 (HNWH) Pinnacle

WBKR-F, See Owensboro in 1991 Small Market Edition...

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 120/306,900
 MSA Rank/Pop: 164/265,000
 Raleigh ADI
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 19/13
 Diaries: 767/400:1/47.6%
 Sample Target: 760
 % Below Line: 7.9
 % Not Listed: 13.1

1991 Revenue: \$7,200,000
 HH Inc.: \$28,045
 Retail \$: 1.7 Bill
 Pop per Station: 23,607
 #1 Biller: WKML-F \$2,050,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WZFX-F (B)	104/20.6	20.9	19.3	23.6	----	----	215/1768	894/29.1	31.2	32.0	32.2	241	2050	WZFX-F
2. WKML-F (C)	91/18.0	16.0	16.2	14.5	----	----	210/1865	864/28.2	23.4	23.2	15.2	114	1631	WKML-F
3. WQSM-F (AC)	42/ 8.3	8.2	11.6	12.9	----	----	47/829	640/20.9	20.7	19.3	4.5	34	577	WQSM-F
4. WFNC (N/T)	33/ 6.5	4.1	4.9	5.3	----	----	37/383	338/11.0	7.4	9.2	2.5	19	286	WFNC
5. WRCQ-F (CL AOR)	32/ 6.3	4.7	6.9	7.1	----	----	40/533	406/13.2	13.2	12.8	5.2	39	519	WRCQ-F
6. WMXF-F (CHR)	28/ 5.5	8.0	7.5	4.8	----	----	42/826	558/18.2	19.1	17.2	9.9	74	968	WMXF-F
7. WSTS-F (G)	21/ 4.2	4.3	3.0	0.6	----	----	29/325	170/ 5.5	5.3	6.2	1.9	14	237	WSTS-F
8. WFMO (G)	20/ 4.0	3.1	1.2	1.4	----	----	20/91	91/ 3.0	2.4	2.0				WFMO
9. WIDU (G)	15/ 3.0	3.1	4.3	3.0	----	----	15/197	164/ 5.3	4.7	8.0	2.1	16	190	WIDU

12+ FM SHARE (METRO): 82.92% (364 of 439) (FAL 90: 84.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F	1 WZFX-F<	1 WKML-F	1 WKML-F>>	1 WKML-F	1 WKML-F	1 WZFX-F	1 WZFX-F>>	1 WZFX-F
2 WMXF-F>	2 WKML-F>	2 WKML-F>	2 WKML-F>>	2 WZFX-F>	2 WFNC	2 WZFX-F>	2 WKML-F>	2 WKML-F>	2 WKML-F>	2 WKML-F
3	3 WRCQ-F>	3 WRCQ-F	3 WQSM-F	3 WQSM-F>	3 WZFX-F	3 WFNC	3 WQSM-F	3 WQSM-F	3 WQSM-F	3
4	4 WQSM-F	4 WQSM-F>	4 WRCQ-F	4 WRCQ-F	4 WQSM-F	4 WRCQ-F	4 WRCQ-F	4 WRCQ-F	4 WMXF-F	4
5	WMXF-F	5 WMXF-F	5	5 WMXF-F	5	5	WFNC	5	5 WRCQ-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WKML-F	1 WRCQ-F	1 WZFX-F	1 WZFX-F	1 WKML-F	1 WKML-F
2 WRCQ-F	2 WKML-F	2 WKML-F	2 WKML-F>	2 WZFX-F	2 WZFX-F	2 WKML-F<	2 WKML-F>	2 WZFX-F>	2 WZFX-F>
WMXF-F	3 WRCQ-F	3 WQSM-F	3 WQSM-F>	3 WQSM-F	3 WKML-F>	3 WRCQ-F	3 WRCQ-F>	3 WRCQ-F>	3 WRCQ-F
4 WKML-F	4 WQSM-F	4 WRCQ-F>	4 WRCQ-F	4	4 WQSM-F	4	4 WJSK-F	4 WQSM-F	4 WFNC
5	5 WMXF-F	5 WMXF-F	5 WMXF-F	5	5	5	5	5 WMXF-F	5

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		37 (2)	37 (2)	8.4	10.0	WFAI 1230 Fayetteville	0.4/2.4/ 2/ 95		
AOR/CLASSIC		37 (2)	37 (2)	8.4	9.8	WFLB 1490 Fayetteville	0.6/2.2/ 3/ 80		
AC/OLDIES/SOFT ROCK		57 (3)	57 (3)	13.0	18.4	WJSK-F 102.3 Lumberton	1.2/1.7/ 6/ 65		
MOR/VARIETY					1.9	WKKE 1080 St.Pauls/Faytv1	0.4/1.1/ 2/ 33		
COUNTRY		106 (3)	106 (3)	24.1	21.0				
BLACK/URBAN		104 (1)	104 (1)	23.7	22.1	WDCC-F 105.1 Durham/Raleigh	1.8/8.9/ 24/ 542		
BEAUTIFUL/EASY		2 (1)	2 (1)	0.5		WQDR-F 94.7 Raleigh	1.8/5.7/ 33/ 538		
NEWS/TALK	33 (1)		33 (1)	7.5	5.6	WRAL-F 101.5 Raleigh	1.6/7.8/ 32/ 465		
NOSTALGIA	2 (1)		2 (1)	0.5	1.9	WTRG-F 100.7 Rocky Mount	1.4/6.5/ 17/ 392		
RELIGION/GOSPEL	38 (3)	21 (1)	59 (4)	13.4	9.3	WYLT-F 96.1 Raleigh	0.4/2.7/ 5/ 131		
SPANISH						WZNS-F 92.9 Dillon	1.0/2.7/ 7/ 147		
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	2 (1)		2 (1)	0.5					
	75 (6)	364 (13)	439 (19)						

RADIO STATIONS

WFNC, 640, 10KW/1 KW	, NEWS/TALK	CBS, \$ 20.00 (Katz)	Cape Fear
WIDU, 1600, 1 KW/25 W	, GOSPEL	, \$ 8.00 (HNWH)	
WFAI, 1230, 1 KW	, NOST.	UNISUP, UNIULT, \$ 10.00 (N/A)	
WKML-F, 95.7, 100 KW @ 1054,	COUNTRY	UNIULT, \$ 50.00 (---)	Beasley (LUMBERTON)
WQSM-F, 98.1, 100 KW @ 850,	AC	, \$ 47.00 (Katz)	Cape Fear
WRCQ-F, 103.5, 50 KW @ 500,	CLASSIC AOR	ABC, \$ 15.00 (---)	(DUNN)
WMXF-F, 96.5, 100 KW @ 850,	CHR	NBC, \$ 10.00 (McGUILD)	
WSTS-F, 100.9, 3 KW @ 300,	GOSPEL	UNIULT, \$ 9.00 (Southern)	(FAIRMONT)
WZFX-F, 100.9, 100 KW @ 984,	BLACK	SBN, \$ 38.00 (HNWH)	Joyner

OTHER RANKED STATIONS -- See Raleigh

FLINT

Arbitron Rank/Pop (12+): 105/346,700
 MSA Rank/Pop: 116/432,000
 ADI # 56 (w/Saginaw)
 Average Person Ratings: 16.8
 Market TSL: 22.00 hours

Stations: 25/9
 Diaries: 939/369:1/50.8%
 Sample Target: 900
 % Below Line: 32.4
 % Not Listed: 14.3

1991 Revenue: \$10,100,000
 HH Inc.: \$29,125
 Retail \$: 3.6 Bil
 Pop per Station: 38,522
 #1 Biller: WCRZ-F \$3,100,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		Birch Share	Birch AQH	Birch Cume	
		91	90	90	89				91	90				
1. WCRZ-F (AC)	82/14.1	14.2	14.9	15.9	18.2	----	98/1152	945/27.3	27.4	27.8	13.2	78	892	WCRZ-F
2. WDZZ-F (B)	76/13.1	13.5	10.5	10.6	12.7	----	78/795	776/22.4	20.4	18.5	16.4	97	961	WDZZ-F
3. WWCK-AF (CHR)	60/10.3	10.5	11.9	11.2	11.1	----	82/1149	870/25.1	27.7	23.9	12.6	73	940	WWCK-AF
4. WJR (FS)	43/ 7.4	5.3	5.9	5.4	7.6	----	79/894	573/16.5	12.8	16.2	5.4	32	435	WJR
5. WDFD (BB)	40/ 6.9	4.8	8.2	6.5	6.2	----	47/556	451/13.0	9.7	12.6	4.6	27	350	WDFD
6. WIOG-F (CHR)	36/ 6.2	8.7	7.0	9.9	9.4	----	66/1043	655/18.9	23.7	23.0	7.8	46	1029	WIOG-F
7. WHNN-F (O)	26/ 4.5	6.2	4.0	0.8	1.0	----	46/795	492/14.2	16.6	12.4	5.1	30	478	WHNN-F
8. WKCC-F (C)	24/ 4.1	4.7	5.1	3.8	3.8	----	62/742	443/12.8	13.6	12.4	4.4	26	376	WKCC-F
9. WFLT (G)	21/ 3.6	2.5	4.9	4.6	1.1	----	21/219	219/ 6.3	6.2	6.1	3.6	21	212	WFLT
10. WKMF (C)	16/ 2.8	3.7	3.7	5.8	3.7	----	16/224	211/ 6.1	7.9	7.4	2.5	15	219	WKMF

12+ FM SHARE (METRO): 73.09% (364 of 498) (FAL 90: 71.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-AF	1 WWCK-AF<	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F	1 WDZZ-F>	1 WCRZ-F
2 WDZZ-F>>	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F>	2 WDZZ-F>	2 WDFD	2 WJR <	2 WWCK-AF<	2 WDZZ-F	2 WWCK-AF	2 WWCK-F
3 WCRZ-F	3 WWCK-AF	3 WWCK-AF	3 WWCK-AF	3 WWCK-AF	3 WJR >	3 WDZZ-F	3 WDFD	3 WWCK-AF>	3 WCRZ-F>	3 WDZZ-F>
4 WIOG-F>>	4 WIOG-F	4 WHNN-F	4 WHNN-F	4 WDZZ-F	4 WDFD	4 WWCK-AF	4 WDZZ-F>	4 WDFD	4 WJR	4 WJR
5 WHNN-F	5 WHNN-F	5 WIOG-F	5 WJR	5 WDFD	5 WJR <	5 WDFD	5 WJR <	5 WIOG-F	5 WIOG-F	5 WIOG-F
6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-AF	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>>	1 WWCK-AF	1 WWCK-AF	1 WDZZ-F	1 WDZZ-F	1 WCRZ-F
2 WDZZ-F>	2 WDZZ-F<	2 WDZZ-F	2 WDZZ-F	2 WDZZ-F>	2 WIOG-F>	2 WIOG-F	2 WIOG-F	2 WCRZ-F	2 WDZZ-F>
3 WCRZ-F	3 WWCK-AF>	3 WWCK-AF	3 WWCK-AF>	3 WWCK-AF>	3 WRIF-F	3 WDZZ-F>	3 WWCK-AF	3 WWCK-AF	3 WJR
4 WIOG-F>>	4 WIOG-F	4 WIOG-F	4 WIOG-F	4 WIOG-F	4 WCRZ-F>	4 WCRZ-F	4 WCRZ-F>	4 WIOG-F>	4 WHNN-F>
5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WHNN-F	5 WKCC-F	5 WRIF-F	5 WKCC-F	5 WHNN-F	5 WWCK-AF
6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WIOG-F	6 WKCC-F	6 WKCC-F	6 WJR	6 WIOG-F	6 WIOG-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	2 (1)	94 (2)	96 (3)	19.3	21.5	WGMZ-F 101.7 Tuscola	1.0/2.2/ 7/ 100
AOR/CLASSIC		25 (4)	25 (4)	5.0	4.4	WOWE-F 98.9 Vassar	1.5/4.7/ 10/ 171
AC/OLDIES/SOFT ROCK		113 (4)	113 (4)	22.7	22.9		
MOR/VARIETY	43 (1)	43 (1)	43 (1)	8.6	6.8	WCSX-F 94.7 Birmingham	2.1/2.9/ 12/ 116
COUNTRY	16 (1)	35 (4)	51 (5)	10.2	11.5	WITL-F 100.7 Lansing	0.5/2.2/ 20/ 217
BLACK/URBAN		91 (3)	91 (3)	18.3	14.1	WJOI-F 97.1 Detroit	1.0/1.6/ 8/ 96
BEAUTIFUL/EASY		6 (1)	6 (1)	1.2	1.6	WKQZ-F 93.3 Midland/Saginaw	0.5/2.1/ 7/ 141
NEWS/TALK	12 (2)	12 (2)	12 (2)	2.4	1.2	WLLZ-F 98.7 Detroit	0.3/2.1/ 5/ 108
NOSTALGIA	40 (1)	40 (1)	40 (1)	8.0	9.3	WNIC-F 100.3 Dearborn	0.3/1.8/ 2/ 98
RELIGION/GOSPEL	21 (1)		21 (1)	4.2	6.2	WOMC-F 104.3 Detroit	0.5/2.9/ 4/ 136
SPANISH						WRIF-F 101.1 Detroit	1.4/3.1/ 10/ 179
CLASSICAL						WTLZ-F 107.1 Saginaw	1.0/5.4/ 6/ 188
JAZZ/NEW AGE						WWJ 950 Detroit	1.0/4.8/ 11/ 321
UNKNOWN/OTHERS					0.6	WWW-F 106.7 Detroit	0.3/2.2/ 12/ 188
	134 (7)	364 (18)	498 (25)			WXYT 127D Detroit	1.0/2.0/ 8/ 82

RADIO STATIONS

WDLZ, 1330, 5 KW/1 KW (DA-2), AOR SMN, \$ 14.00 (Christal)
 WDFD, 910, 5 KW/1 KW (DA-N), NOSTALGIA CBS, \$ 20.00 (HNWH)
 WFLT, 1420, 500 W/144 W, RELIGION MBS, \$ 11.00 (P/W)
 WKMF, 1470, 5 KW/1 KW (DA-N), COUNTRY, \$ 23.00 (Katz) Faircom
 WCRZ-F, 107.9, 50 KW @ 330, AC, \$ 67.00 (Katz) Faircom
 WDZZ-F, 92.7, 3 KW @ 256, CHR, \$ 40.00 (HNWH)
 WWCK-F, 105.5, 3 KW @ 328, CHR, NBC, \$ 35.00 (Christal)

OTHER RANKED STATIONS -- See Detroit or Saginaw

FORT PIERCE, FL

Arbitron Rank/Pop (12+): 119/309,800
 MSA Rank/Pop: 187/229,700
 ADI # NA
 Average Person Ratings: 17.2
 Market TSL: 23.00 hours

Stations: 19/10
 Diaries: 815/380:1/53.2%
 Sample Target: 750
 % Below Line: 29.0
 % Not Listed: 16.7
 1991 Revenue: NA
 HH Inc.: \$34,142
 Retail \$: 2.8 Btl
 Pop per Station: 30,980
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		Birch Share	Birch AQH	Birch Cume
		91	FAL 9D	90	FAL 89	90				91	FAL 90			
1. WZZR-F (CHR)	62/11.6	3.3	4.2	6.5	7.1	----	64/537	518/16.7	14.8	17.5			WZZR-F	
2. WHLG-F (EZ)	60/11.2	13.0	17.6	16.2	13.8	----	60/556	556/17.9	15.6	22.4			WHLG-F	
3. WOVV-F (CHR)	58/10.9	11.5	8.4	13.6	12.9	----	62/821	770/24.9	28.9	24.0			WOVV-F	
4. WAVW-F (C)	45/ 8.4	8.8	7.0	3.5	2.9	----	46/498	491/15.8	12.8	13.1			WAVW-F	
5. WGYL-F (EZ)	41/ 7.7	6.6	4.2	3.2	3.5	----	41/409	393/12.7	12.7	7.1			WGYL-F	
6. WKGR-F (CL ADR)	35/ 6.6	15.4	15.1	12.4	14.7	----	39/628	581/18.8	20.3	22.1			WKGR-F	
7. WQOL-F (D)	31/ 5.8	5.1	3.1	2.4	3.2	----	34/416	390/12.6	11.6	6.6			WQOL-F	
8. WEAT-F (EZ)	17/ 3.2	2.9	5.6	7.4	8.2	----	20/251	226/ 7.3	6.9	10.1			WEAT-F	
9. WTTB (T)	15/ 2.8	1.0	----	----	----	----	15/162	162/ 5.2	2.6	0.0			WTTB	
10. WRMF-F (AC)	14/ 2.6	1.6	5.0	8.6	4.1	----	15/235	210/ 6.8	5.5	11.1			WRMF-F	
11. WSTU (FS)	12/ 2.2	0.8	1.7	3.5	4.4	----	12/126	126/ 4.1	2.5	6.0			WSTU	
12. WIRA (AC)	12/ 2.2	1.2	1.7	2.7	0.9	----	12/221	221/ 7.1	3.0	4.5			WIRA	
13.														
14.														
15.														

12+ FM SHARE (METRO): 84.49% (376 of 445) (FAL 90: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WZZR-F>>	1 WZZR-F>	1 WEAT-F>	1 WEAT-F>	1 WHLG-F>	1 WHLG-F<	1 WZZR-F	1 WZZR-F	1 WOVV-F>	1 WAVW-F>>
2 WZZR-F>>	2 WKGR-F<	2 WOVV-F	2 WOVV-F<	2 WOVV-F<	2 WGYL-F>	2 WOVV-F	2 WHLG-F	2 WOVV-F	2 WZZR-F>	2 WTTB
3	3 WOVV-F>	3 WKGR-F	3 WKGR-F<	3 WAVW-F	3 WAVW-F	3 WZZR-F	3 WOVV-F	3 WOVV-F<	3 WHLG-F>	3 WOVV-F
4	4 WAVW-F	4 WAVW-F	4 WAVW-F	4 WKGR-F	4 WQOL-F	4 WAVW-F	4 WAVW-F	4 WHLG-F	4 WTTB	WZZR-F
5	5	5 WQOL-F	5 WQOL-F	5 WQOL-F	5 WOVV-F	5 WGYL-F	5 WGYL-F	5 WKGR-F	5 WKGR-F	WAVW-F
								6 WKGR-F	6 WGYL-F	WHLG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOVV-F>>	1 WOVV-F>	1 WKGR-F	1 WOVV-F>	1 WOVV-F	1 WZZR-F>>	1 WZZR-F>>	1 WZZR-F>>	1 WZZR-F>>	1 WZZR-F>>
2 WZZR-F>>	2 WZZR-F>	WZZR-F	2 WZZR-F>	2 WAVW-F	2 WKGR-F>	2 WKGR-F>	2 WKGR-F>	2 WKGR-F>	2 WKGR-F>
3 WKGR-F	3 WKGR-F	WAVW-F	3 WKGR-F	3 WRMF-F	3 WOVV-F>	3 WAVW-F	3 WAVW-F	3 WOVV-F	3 WAVW-F
4	4 WAVW-F	4 WOVV-F	4 WOVV-F	WZZR-F	4 WAVW-F	4 WOVV-F	4 WOVV-F	4 WAVW-F	4 WOVV-F
5	5	5 WRMF-F>	5	5 WKGR-F	5	5	5 WQOL-F	5	WQOL-F
		6 WQOL-F		WQOL-F					
				WGYL-F					

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		120 (2)	120 (2)	27.0		WAXE	1370 Vero Beach/FtPr	1.7/4.8/	9/	150
AOR/CLASSIC		35 (1)	35 (1)	7.9		WJNX	1330 Ft.Pierce	0.6/2.3/	3/	71
AC/OLDIES/SOFT ROCK	12 (1)	48 (3)	60 (4)	13.5						
MOR/VARIETY	12 (1)		12 (1)	2.7		WIOD	610 Miami	1.3/2.4/	7/	75
COUNTRY		55 (2)	55 (2)	12.4		WIRK-F	107.9 West Palm Beach	1.9/6.6/	11/	226
BLACK/URBAN	4 (1)		4 (1)	0.9		WJNO	1230 West Palm Beach	1.3/3.9/	7/	122
BEAUTIFUL/EASY		118 (3)	118 (3)	26.5		WOLL-F	94.3 Riviera Beach	0.6/2.1/	3/	67
NEWS/TALK	32 (4)		32 (4)	7.2		WSWN	900 Belle Glade	0.7/2.3/	6/	85
NOSTALGIA	9 (1)		9 (1)	2.0						
RELIGION/GOSPEL										
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS										
	69 (8)	376 (11)	445 (19)							

RADIO STATIONS

WIRA,	1400,	1 KW	, Nostalgia	NBC UNISUP,	\$13.00	(Mc-Guild)	
WJNX,	1330,	5 KW/1 KW (DA-2)	, News/Talk	CBS,	\$ NA	(Banner)	Fairbanks
WSTU,	1450,	1 KW	, AC	ABC,	\$14.00	(---)	(STUART)
WAVW-F,	101.7,	6 KW @ 330	, Country	ABC,	\$19.00	(Roslin)	(VERO BEACH)
WQOL-F,	103.7,	2.6 KW @ 500	, AC	CNN,	\$17.00	(---)	(VERO BEACH)
WGYL-F,	93.5,	1.3 KW @ 490	, EZ	,	\$16.00	(---)	
WHLG-F,	102.3,	3 KW @ 300	, EZ	APR,	\$27.00	(---)	
WZZR-F,	92.7,	50 KW @ 500	, AC	,	\$26.00	(Katz)	CRB

Other ranked stations -- see West Palm Beach

FORT WAYNE

Arbitron Rank/Pop (12+): 123/297,500
 MSA Rank/Pop: 131/369,000
 ADI # 102
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 18/15
 Diaries: 812/366:1/58.1%
 Sample Target: 760
 % Below Line: 4.3
 % Not Listed: 16.1

1991 Revenue: \$11,100,000
 HH Inc.: \$29,125
 Retail \$: 3.6 Btl
 Pop per Station: 19,833
 #1 Biller: WAJI-F \$2,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WAJI-F (AC)	56/12.0	12.0	12.6	11.2	13.7	----	83/1141	599/20.1	26.0	24.9	9.5	51	617	WAJI-F
2. WMEE-F (CHR)	46/ 9.9	11.8	11.6	19.9	19.8	----	123/2162	831/27.9	30.7	31.2	9.8	53	949	WMEE-F
3. WBTU-F (C)	42/ 9.0	8.7	9.9	6.2	8.8	----	130/1733	598/20.1	17.7	18.5	9.6	52	654	WBTU-F
4. WXKE-F (AOR)	37/ 8.0	5.7	6.5	8.7	7.4	----	40/478	417/14.0	15.3	15.1	11.3	61	631	WXKE-F
5. WOWO (FS)	36/ 7.7	5.9	6.7	8.3	8.0	----	85/1390	574/19.3	0.0	0.0	2.4	13	381	WOWO
WBYP-F (CL AOR)	36/ 7.7	6.9	6.5	9.1	9.0	----	95/1295	528/17.7	21.0	18.7	7.6	41	598	WBYP-F
7. WDJB-F (CHR)	33/ 7.1	6.9	3.1	-----	-----	----	57/890	539/18.1	17.0	10.1	8.9	48	669	WDJB-F
8. WGL (N/T)	22/ 4.7	4.5	3.2	4.8	4.1	----	27/383	335/11.3	10.0	8.7	3.5	19	332	WGL
9. WJLT-F (O)	21/ 4.5	4.7	3.6	3.7	4.9	----	31/428	328/11.0	11.0	7.4	3.9	21	322	WJLT-F
10. WQHK (C)	18/ 3.9	4.9	3.6	5.2	6.8	----	26/460	328/11.0	10.8	8.6	2.0	11	227	WQHK
11. WMRI-F (EZ)	14/ 3.0	2.8	2.3	2.1	0.8	----	39/513	193/ 6.5	7.4	7.4	1.3	7	125	WMRI-F
13. WJFX-F (B)	14/ 3.0	5.7	7.3	3.7	-----	----	14/159	159/ 5.3	9.7	10.2	8.2	44	408	WJFX-F

12+ FM SHARE (METRO): 77.95% (304 of 390) (FAL 90: 80.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJB-F	1 WXKE-F	1 WAJI-F>	1 WAJI-F>	1 WAJI-F>	1 WOWO	1 WAJI-F	1 WAJI-F>	1 WMEE-F	1 WXKE-F	1 WQHK >
2 WMEE-F>>	2 WAJI-F	2 WXKE-F	2 WXKE-F<	2 WBTU-F<	2 WAJI-F>	2 WMEE-F	2 WBYP-F	2 WAJI-F<	2 WDJB-F<	2 WXKE-F
3	3 WBYP-F	3 WBYP-F	3 WBTU-F	3 WXKE-F<	3 WBTU-F	3 WOWO	WBTU-F	3 WBTU-F	3 WMEE-F>	WOWO
4	4 WMEE-F	WBTU-F	4 WBYP-F	4 WBYP-F	4 WGL	4 WBTU-F	4 WXKE-F<	4 WXKE-F	4 WOWO	WBYP-F
5	5 WBTU-F	5 WMEE-F	5 WMEE-F	5 WMEE-F	5 WQHK	5 WBYP-F	5 WMEE-F	5 WDJB-F	5 WGL	5
6	6	6	6	6 WOWO	6	6 WGL	6 WBYP-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJB-F>	1 WAJI-F	1 WAJI-F>	1 WAJI-F>	1 WAJI-F>>	1 WBYP-F	1 WXKE-F	1 WXKE-F>	1 WXKE-F	1 WXKE-F
2 WBTU-F	2 WMEE-F	2 WMEE-F>	2 WMEE-F	2 WMEE-F	2 WXKE-F	2 WBYP-F>>	2 WBYP-F>	2 WBYP-F	WAJI-F
3 WXKE-F	3 WBTU-F	3 WBTU-F	WBTU-F>	3 WBTU-F>	3 WMEE-F>	3 WMEE-F	3 WAJI-F	3 WAJI-F>	3 WBYP-F
4 WMEE-F	4 WXKE-F	4 WXKE-F	4 WBYP-F	4 WOWO	4 WDJB-F>	WBTU-F	4 WBTU-F>	4 WBTU-F>	4 WBTU-F>
WBYP-F>	5 WDJB-F	5 WBYP-F	5 WXKE-F	WJLT-F	5 WBTU-F	WAJI-F	5 WMEE-F	5 WMEE-F	5 WOWO
6 WJLT-F	6	6	WJLT-F	WBYP-F	6	6	WGL	6	WGL
WJFX-F	7		WDJB-F	7	7	7	7	7	7
WAJI-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		79 (2)	79 (2)	20.3	26.9	WFCV 1090 Fort Wayne	0.4/1.8/ 2/ 55
AOR/CLASSIC		73 (2)	73 (2)	18.7	7.9	WIFF 1570 Auburn/Ft.Wayne	0.4/1.4/ 3/ 57
AC/OLDIES/SOFT ROCK		77 (2)	77 (2)	19.7	27.8	WIFF-F 105.5 Auburn/Ft.Wayne	0.2/2.3/ 3/ 100
MOR/VARIETY	38 (2)	4 (1)	42 (3)	10.8	11.2	WOWO-F 103.1 Huntington	0.9/4.5/ 11/ 326
COUNTRY	18 (1)	42 (1)	60 (2)	15.4	16.6		
BLACK/URBAN		14 (1)	14 (1)	3.6		CKLW 800 Windsor	0.9/2.8/ 14/ 227
BEAUTIFUL/EASY		14 (1)	14 (1)	3.6	2.8	WLW 700 Cincinnati	0.4/2.3/ 10/ 173
NEWS/TALK	22 (1)		22 (1)	5.6	4.0		
NOSTALGIA	4 (1)		4 (1)	1.0	2.1		
RELIGION/GOSPEL	2 (1)		2 (1)	0.5			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		1 (1)	1 (1)	0.3			
UNKNOWN/OTHERS	2 (1)		2 (1)	0.5	0.7		
	86 (7)	304 (11)	390 (18)				

RADIO STATIONS

WGL, 1250, 2.3kw/1 KW (OA-2), NEWS/TALK	CNN, TALKNT, \$ 15.00 (---)	
WOWO, 1190, 50 KW (DA-N), MOR/FULL SER.	CBS, \$ 35.00 (McGuilld)	Price Federated
WQHK, 1380, 5 KW (DA-2), COUNTRY	ABC, \$ 24.00 (Christal)	
WAJI-F, 95.1, 39 KW @ 680, AC	\$ 50.00 (Katz)	Sarkas-Tarzian (KENDALVILLE)
WBTU-F, 93.3, 50 KW @ 469, COUNTRY	MBS, \$ 27.00 (Eastman)	(VAN WERTON)
WBYP-F, 98.9, 50 KW @ 453, OLDIES/CLASSIC	ABC UNIPWR, \$ 25.00 (Eastman)	(COLUMBIA CITY)
WDJB-F, 106.3, 3 KW @ 300, CHR	\$ 16.00 (---)	Fairfield
WJLT-F, 101.7, 3 KW @ 328, OLDIES	\$ 23.00 (Banner)	
WJFX-F, 107.9, 2.5 KW @ 350, URBAN	\$ N/A (---)	(NEW HAVEN)
WMEE-F, 97.3, 26 KW @ 689, CHR	ABC, \$ 70.00 (Christal)	Federated
WOWO-F, 103.1, 3 KW @ 300, SEE WOWO-A		
WXKE-F, 103.9, 3 KW @ 328, AOR	SOURCE, \$ 25.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 69/543,800
 HSA Rank/Pop: 76/638,000
 ADI # 59
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 28/26
 Diaries: 1026/530:1/47.3%
 Sample Target: 980
 % Below Line: 0.9
 % Not Listed: 16.7

1991 Revenue: \$19,200,000
 HH Inc.: \$35,174
 Retail \$: 4.6 B11
 Pop per Station: 20,915
 #1 Biller: KMJ \$4,400,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KMJ (N/T)	104/12.1	10.9	11.5	15.0	12.7	12.4	177/1965	1133/20.8	21.3	22.6	11.5	105	1063	KMJ
2. KNAX-F (C)	81/ 9.5	12.1	9.8	8.5	10.9	10.0	92/1093	889/16.3	17.9	17.8	11.6	106	1076	KNAX-F
3. KBOS-F (CHR)	46/ 5.4	3.6	4.8	5.5	9.6	4.8	93/1872	948/17.4	14.3	20.9	7.1	65	1204	KBOS-F
4. KQPW-F (CHR)	45/ 5.3	4.6	4.2	4.4	2.5	4.6	85/1757	933/17.2	11.5	6.1	8.0	73	981	KQPW-F
5. KRZR-F (AOR)	44/ 5.1	3.4	3.8	3.5	3.6	4.0	63/753	517/ 9.5	10.2	9.8	6.4	59	704	KRZR-F
6. KGST (SP)	40/ 4.7	2.5	3.4	3.7	3.1	3.6	40/480	438/ 8.1	6.6	7.0	2.5	23	362	KGST
7. KFRE (C)	36/ 4.2	5.0	4.8	3.8	3.8	4.4	70/927	426/ 7.8	8.5	8.4	4.0	37	382	KFRE
8. KTHT-F (AC)	34/ 4.0	3.4	3.5	4.0	3.8	3.7	42/934	696/12.8	12.6	9.9	3.4	31	470	KTHT-F
9. KJOI-F (SAC)	33/ 3.9	5.9	6.6	6.8	5.8	5.8	81/1033	477/ 8.8	13.3	11.5	2.6	24	349	KJOI-F
10. KFSD-F (O)	32/ 3.7	3.7	4.5	5.2	3.9	4.3	70/1229	672/12.4	12.4	12.0	4.1	38	482	KFSD-F
11. KKDJ-F (AOR)	30/ 3.5	3.1	3.7	2.4	3.8	3.2	52/942	538/ 9.9	10.0	10.8	5.1	47	584	KKDJ-F
12. KJFX-F (CL AOR)	29/ 3.4	3.0	4.1	3.2	2.9	3.4	47/813	531/ 9.8	10.1	10.5	5.8	53	710	KJFX-F
13. KXMX-F (SP)	24/ 2.8	1.7	2.1	0.6	1.2	1.8	25/314	279/ 5.1	4.3	3.5	1.4	13	201	KXMX-F
14. KEZL-F (J/NA)	23/ 2.7	2.9	3.0	1.8	2.5	2.6	30/420	345/ 6.3	6.3	6.4	3.1	28	452	KEZL-F
15. KFIG-F (AC)	20/ 2.3	2.5	2.2	2.0	1.8	2.3	27/641	441/ 8.1	8.6	6.5	1.0	9	186	KFIG-F
16. KSKS-F (AC)	18/ 2.1	2.5	2.3	2.0	2.7	2.2	46/1074	420/ 7.7	7.8	8.1	1.5	14	390	KSKS-F
17. KCHL-F (C)	13/ 1.5	0.9	0.5	3.2	1.9	1.5	27/491	218/ 4.0	3.9	6.2	1.3	12	160	KCHL-F
18. KOGO (SP)	10/ 1.2	0.6	2.0	1.5	2.8	1.3	14/266	216/ 4.0	3.5	4.2	0.7	6	203	KOGO
19.														
20.														

12+ FM SHARE (METRO): 68.07% (486 of 714) (FAL 90: 71.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQPW-F	1 KRZR-F<	1 KNAX-F	1 KMJ	1 KMJ <	1 KMJ >	1 KMJ >	1 KMJ >	1 KNAX-F	1 KRZR-F	1 KMJ >
2 KBOS-F>>	2 KNAX-F>	2 KMJ	2 KNAX-F>	2 KNAX-F>	2 KNAX-F>	2 KNAX-F>>	2 KNAX-F>	2 KMJ	KNAX-F	2 KNAX-F>>
3	3 KBOS-F	3 KRZR-F	3 KJFX-F	3 KJFX-F<	3 KFRE	3 KGST <	3 KJOI-F	3 KQPW-F	KBOS-F	3 KTHT-F
4	4 KMJ	4 KKDJ-F	4 KKDJ-F<	4 KKDJ-F	4 KGST	4 KBOS-F	4 KJFX-F<	4 KRZR-F	4 KMJ	KEZL-F
5	5 KKDJ-F<	5 KJFX-F	5 KFSD-F	5 KFSD-F	5 KJOI-F	5 KFRE <	5 KRZR-F	5 KBOS-F	5 KTHT-F	5
6	6 KTHT-F	6 KBOS-F<	6 KRZR-F	6 KRZR-F	6 KFSD-F	6 KQPW-F	6 KKDJ-F	6 KFRE	6	6
7	7 KJFX-F	7 KFSD-F<	7	7	7 KEZL-F	7	7	7	7	7
		8 KTHT-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KNAX-F	1 KNAX-F	1 KNAX-F	1 KNAX-F>	1 KNAX-F>>	1 KBOS-F	1 KRZR-F	1 KMJ	1 KMJ >	1 KMJ >
2 KTHT-F	2 KTHT-F	2 KKDJ-F	2 KTHT-F	2 KFSD-F	2 KRZR-F	2 KMJ	2 KRZR-F	2 KRZR-F	2 KNAX-F
3 KRZR-F	3 KRZR-F	3 KTHT-F	3 KFSD-F	3 KMJ	3 KNAX-F	3 KNAX-F	3 KJFX-F	3 KNAX-F	3 KJFX-F
4 KQPW-F	4 KBOS-F	4 KBOS-F	4 KBOS-F	4 KJOI-F	4 KTHT-F	4 KJFX-F	4 KNAX-F	4 KJFX-F	4 KRZR-F
5 KBOS-F	5 KQPW-F	5 KRZR-F	5 KQPW-F	5 KTHT-F	5 KXMX-F	5 KKDJ-F	5 KKDJ-F	5 KKDJ-F	5 KKDJ-F
6	6 KKDJ-F	6 KJFX-F	6 KRZR-F	6 KKDJ-F	6 KQPW-F	6 KBOS-F	6	6 KBOS-F	6 KEZL-F
	7	7 KGST	7 KJOI-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		91 (2)	91 (2)	12.7	15.2	KAHB-F 101.5	Merced	0.2/0.7/	5/ 84
AOR/CLASSIC		103 (3)	103 (3)	14.4	15.0	KEYQ 980	Fresno	0.9/2.0/	19/ 193
AC/OLDIES/SOFT ROCK	7 (1)	104 (4)	111 (5)	15.5	19.6	KIRV 1510	Fresno	0.4/1.4/	3/ 93
MOR/VARIETY						KKAM 1340	Fresno	0.7/3.4/	6/ 185
COUNTRY	36 (1)	98 (3)	134 (4)	18.8	15.6	KMAK-F 100.3	Orange Cove	0.5/1.8/	7/ 104
BLACK/URBAN						KRDJ 1130	Dinuba	0.6/2.3/	9/ 198
BEAUTIFUL/EASY		33 (1)	33 (1)	4.6	4.8	KXEX 1550	Fresno	1.1/4.5/	9/ 271
NEWS/TALK	110 (2)		110 (2)	15.4	11.2	KYNO 1300	Fresno	0.8/5.0/	19/ 338
NOSTALGIA	8 (1)		8 (1)	1.1	1.6				
RELIGION/GOSPEL	8 (2)	10 (3)	18 (5)	2.5	0.9	KCIV-F 99.9	Mt. Bullion	0.5/2.1/	8/ 199
SPANISH	59 (3)	24 (1)	83 (4)	11.6	11.6	KUBB-F 96.3	Mariposa	0.5/2.3/	44/ 693
CLASSICAL									
JAZZ/NEW AGE		23 (1)	23 (1)	3.2	1.9				
UNKNDWN/OTHERS					0.4				
	228 (10)	486 (18)	714 (28)						

FRESNO

RADIO STATIONS

KEYQ	, 980,	500 W/48 W	, Nostalgia	UNISUP UNILT, \$18.00	(CBS)	Americom
KFRE	, 940,	50 KW (DA-2)	, Country	ABC UNISUP, \$26.00	(HNWH)	First Sierra
KGST	, 1600,	5 KW (DA-N)	, Hispanic	, \$28.00	(Lotus Hispanic)	Lotus
KKAM	, 1340,	1 KW	, News	CNN, \$21.00	(CBS)	
KMJ	, 580,	5 KW	, News/Talk	TALKNT NBC, \$56.00	(Katz)	Henry
KOQO	, 790,	5 KW/2.5 KW (DA-2)	-- see KOQO-F			
KXEX	, 1550,	5 KW/2.5 KW (DA-2)	Hispanic	, \$20.00	(SBS)	
KYNO	, 1300,	5 KW/1 KW (DA-N),	Oldies	CNN SMN, \$18.00	(Banner)	Brown
KBOS-F,	94.7,	17 KW @ 847	, CHR	ABC, \$37.00	(CBS)	(TULARE)
KFIG-F,	101.1,	50 KW @ 310	, AC	, \$30.00	(Torbet)	
KFSO-F,	92.9,	18 KW @ 847	, Oldies	, \$41.00	(CBS)	Americom (VISALIA)
KSKS-F,	93.7,	68 KW @ 1912	, Country	, \$33.00	(Katz)	Henry
KJFX-F,	95.7,	18 KW @ 850	, Classic AOR	, \$33.00	(Banner)	Brown
KJOI-F,	98.9,	19 KW @ 820	, EZ	, \$30.00	(MMR)	
KKDJ-F,	105.9,	2.4 KW @ 1960	, AOR	, \$50.00	(Durpetti)	
KNAX-F,	97.9,	48 KW @ 312	, Country	ABC, \$46.00	(HNWH)	First Sierra
KQPW-F,	101.9,	2 KW @ 1948	, CHR/Dance	ABC, \$25.00	(Mc-Guild)	Group III
KRZR-F,	103.7,	50 KW @ 500	, AOR	, \$27.00	(Christal)	Olympia (HANFORD)
KTHT-F,	102.7,	50 KW @ 500	, Soft AC	, \$31.00	(Christal)	
KXMX-F,	92.1,	25 KW @ 312	, Hispanic	UPI, \$22.00	(Katz Hisp)	(MADERA)
KMMA-F,	107.5,	21 KW @ 783	, Country	UNIPWR, \$30.00	(Eastman)	Liggett (HANFORD)
KEZL-F,	96.7,	25 KW @ 300	, Jazz/NAC	, \$21.00	(K & P)	(FOWLER)

Miscellaneous: KFIG AF sold for \$2,117,000... KMMA-F sold by Liggett for \$800,000 (Sherwood)... KEZL-F (Fowler) sold by Atsinger to Americom for \$1,000,000... KMMA-F and KSKS-F both changed to Country... KMMA-F changes calls to KCL-F (Oct)...

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-white)	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown	*
* G - Gospel		*

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/560,900

Stations: 24/20
Diaries: 1169/480:1/59.5%
Sample Target: 1020
% Below Line: 8.9
% Not Listed: 12.7

1991 Revenue: \$22,100,000
HH Inc.: \$34,367
Retail \$: 5.8 B11
Pop per Station: 28,045
#1 Biller: WCUZ-AF \$3,600,000

MSA Rank/Pop: 73/673,000

ADI # 37 (w/Kalamazoo)

Average Person Ratings: 16.4

Market TSL: 21.50 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WOOD-F (EZ)	91/ 9.9	7.3	8.0	9.1	9.1	8.6	158/1924	1046/18.6	19.6	19.5	6.1	55	849
WKLQ-F (AOR)	91/ 9.9	10.4	6.8	9.2	8.2	9.1	141/1886	1132/20.2	17.4	15.9	12.4	111	1403
3. WGRD-F (CHR)	88/ 9.6	8.9	9.6	9.7	9.1	9.4	130/2205	1410/25.1	25.1	25.2	12.0	108	1756
4. WCUZ-F (C)	87/ 9.4	7.7	8.8	8.1	6.3	8.5	146/1753	1024/18.3	18.9	16.5	9.8	88	992
5. WODJ-F (O)	66/ 7.2	6.3	7.3	4.5	9.5	6.3	95/1528	1033/18.4	17.4	18.2	5.9	53	701
6. WOOD (FS)	59/ 6.4	5.7	7.2	5.3	5.3	6.2	72/1003	831/14.8	15.1	13.7	5.4	48	744
7. WLHT-F (AC)	55/ 6.0	8.8	6.4	8.3	6.8	7.4	66/1094	884/15.8	16.6	14.5	5.6	50	922
8. WMUS-F (C)	53/ 5.8	3.9	4.6	5.2	4.4	4.9	110/1304	649/11.6	11.3	12.2	3.8	34	489
9. WLAV-F (AOR)	35/ 3.8	3.9	2.9	5.2	3.9	4.0	45/884	602/11.7	9.1	10.3	4.6	41	602
10. WKWM (B)	29/ 3.1	1.5	0.6	1.8	---	1.8	29/175	174/ 3.1	2.0	0.0	2.0	18	228
11. WCUZ (C)	25/ 2.7	3.3	3.1	1.8	2.0	2.7	26/494	452/ 8.1	8.3	7.7	1.1	10	291
12. WJFM-F (CL AOR)	23/ 2.5	6.1	3.9	3.6	2.4	4.0	76/1527	619/11.0	12.8	9.4	5.1	46	683
13. WSNX-F (CHR)	22/ 2.4	2.7	2.9	2.5	3.5	2.6	73/1356	623/11.1	11.3	13.4	3.9	35	574
14. WYXX-F (AC)	21/ 2.3	1.7	1.8	2.0	1.8	2.0	27/550	433/ 7.7	7.9	7.6	1.8	16	327
15.													

12+ FM SHARE (METRO): 82.59% (664 of 804) (FAL 90: 88.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WKLQ-F>	1 WKLQ-F>	1 WKLQ-F	1 WODJ-F<	1 WOOD-F	1 WKLQ-F<	1 WOOD-F	1 WKLQ-F<	1 WGRD-F	1 WKLQ-F>
2	2 WGRD-F>	2 WGRD-F	2 WODJ-F	2 WKLQ-F<	2 WCUZ-F	2 WCUZ-F	2 WKLQ-F	2 WGRD-F	2 WKLQ-F>	2 WCUZ-F
3	3 WLHT-F>	3 WLHT-F<	3 WLHT-F	3 WCUZ-F	3 WOOD-F	3 WOOD-F	3 WOOD-F	3 WOOD-F	3 WOOD-F	3 WOOD-F
4	4 WMUS-F	4 WODJ-F	4 WCUZ-F	4 WLHT-F	4 WODJ-F	4 WGRD-F	4 WLHT-F	4 WCUZ-F	4 WODJ-F	4 WOOD-F
5	5 WLAV-F	5 WCUZ-F>	5 WOOD-F	5 WOOD-F	5	5 WOOD	5 WODJ-F	5 WODJ-F	5 WOOD	5 WLAV-F
6	6 WKWM	6 WMUS-F	6 WMUS-F	6 WMUS-F	6	6 WLHT-F	6 WGRD-F	6 WLHT-F	6 WCUZ-F<	6 WGRD-F
7	7	7	7 WGRD-F	7	7	7	7 WOOD	7	7 WLAV-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>>	1 WGRD-F>	1 WLHT-F	1 WGRD-F<	1 WLHT-F	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>>	1 WKLQ-F>
2 WKLQ-F	2 WLHT-F	2 WGRD-F	2 WODJ-F	2 WODJ-F	2 WGRD-F>	2 WLAV-F	2 WLAV-F>	2 WODJ-F	2 WODJ-F
3 WLHT-F	3 WKLQ-F	3 WKWM	3 WODJ-F	3 WCUZ-F	3 WMUS-F	3 WMUS-F	3 WMUS-F	3 WCUZ-F	3 WCUZ-F>
4 WSNX-F	4 WKWM	4 WKLQ-F	4 WCUZ-F<	4 WOOD-F	4 WLAV-F	4 WGRD-F>	4 WLHT-F	4 WLAV-F	4 WOOD-F
5 WCUZ-F	5 WCUZ-F	5 WMUS-F	5 WKWM	5 WGRD-F	5 WJFM-F	5 WLHT-F	5 WYXX-F	5 WMUS-F	5 WLAV-F
6	6	6 WCUZ-F	6 WKLQ-F	6 WKWM	6	6	6 WGRD-F	6 WOOD-F	6 WMUS-F
7	7	7	7	7 WMUS-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	%	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	3 (1)	110 (2)	113 (3)	14.1	29.2	WFUR-F 102.9 Grand Rapids	1.2/5.7/ 24/ 532
AOR/CLASSIC	6 (1)	149 (3)	155 (4)	19.3	6.1	WGHN-F 92.1 Grand Haven	0.4/1.3/ 6/ 136
AC/OLDIES/SOFT ROCK		142 (3)	142 (3)	17.7	25.4	WGRD 1410 Grand Rapids	0.3/2.2/ 3/ 132
MOR/VARIETY	70 (3)	4 (1)	74 (4)	9.2	6.3	WHTC 1450 Holland	1.1/2.6/ 17/ 244
COUNTRY	28 (2)	140 (2)	168 (4)	20.9	13.8	WJQK-F 99.3 Zeeland/Holland	1.4/4.5/ 16/ 311
BLACK/URBAN	29 (1)		29 (1)	3.6	2.7	WLAV 1340 Grand Rapids	0.7/2.0/ 6/ 157
BEAUTIFUL/EASY NEWS/TALK		91 (1)	91 (1)	11.3	10.3	WYGR 1530 Wyoming/GrRpds	0.4/0.8/ 4/ 46
NOSTALGIA						WCXT-F 105.3 Hart/Muskegon	0.4/1.1/ 10/ 196
RELIGION/GOSPEL		24 (2)	24 (2)	3.0	4.5	WMUS 1090 Muskegon/GrRpds	0.3/0.2/ 8/ 66
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	4 (1)	4 (1)	8 (2)	1.0	1.7		
	140 (9)	664 (15)	804 (24)				

RADIO STATIONS

WCUZ	1230,	1 KW	-- See WCUZ-FM				
WKWM	1140,	5 KW	(DAYS, DA), Black	SBN, \$16.00	(Patt)		
WOOD	1300,	5 KW	(DA-N), MOR/Full Service	NBC, \$54.00	(Katz)		
WCUZ-F	101.3,	50 KW @ 420	, Country	ABC, \$75.00	(Christal)	Federated	
WFUR-F	102.9,	48 KW @ 510	, Religion	, \$15.00	(---	Kuiper	
WGRD-F	97.9,	13 KW @ 590	, CHR	, \$42.00	(Durpetti)	Regional	
WJFM-F	93.7,	320 KW @ 780	, CL AOR	CBS, \$36.00	(Torbet)	Fetzer	
WKLQ-F	94.5,	50 KW @ 500	, AOR	ABC, \$44.00	(Eastman)	Bloomington	
WLAV-F	96.9,	50 KW @ 500	, AOR	SMN, \$62.00	(HMR)	Adams	
WLHT-F	95.7,	41 KW @ 554	, AC	, \$66.00	(Eastman)	Liggett	
WODJ-F	107.3,	50 KW @ 492	, Oldies	UNIULT, \$40.00	(Banner)	Goodrich(GREENVILLE)	
WOOD-F	105.7,	265 KW @ 810	, EZ/SAC	, \$57.00	(Katz)		
WYXX-F	96.1,	50 KW @ 492	, Soft AC	UNISUP, \$24.00	(Patt)	(HOLLAND)	
WMUS-F	106.9,	50 KW @ 480	, Country	ABC, \$39.00	(HNWH)	(MUSKEGON)	
WSNX-F	104.5,	50 KW @ 360	, CHR	UNIPWR, \$34.00	(Banner)	Goodrich (MUSKEGON)	

GREENSBORO-WS

Arbitron Rank/Pop (12+): 48/809,600
 MSA Rank/Pop: 56/942,000
 ADI # 48
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 28/21
 Diaries: 1185/683:1/52.4%
 Sample Target: 1210
 % Below Line: 5.6
 % Not Listed: 12.7

1991 Revenue: \$21,200,000
 HH Inc.: \$26,025
 Retail \$: 7.5 Bill
 Pop per Station: 38,552
 #1 Biller: WTQR-F \$4,600,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
		91	SPG 91	WIN 91	FAL 90	RATING			91	90						
1. WTQR-F (C)	217/16.3	17.3	17.6	19.9	15.0	17.8	424/4254	2277/28.1	30.0	29.5			17.1	253	2719	WTQR-F
2. WKRR-F (CL AOR)	132/ 9.9	8.1	8.2	8.8	9.4	8.8	184/2493	1645/20.3	18.7	18.1			14.2	209	2229	WKRR-F
3. WMAG-F (AC)	79/ 5.9	6.6	5.2	5.4	6.3	5.8	108/1571	1126/13.9	12.9	12.2			4.2	62	794	WMAG-F
4. WQMG-F (B)	75/ 5.6	6.4	6.2	5.7	5.2	6.0	105/1611	973/12.0	13.2	11.8			7.7	113	1236	WQMG-F
5. WSJS (FS)	73/ 5.5	4.2	5.8	5.6	5.1	5.3	77/1077	968/12.0	11.8	11.3			5.5	81	1273	WSJS
7. WJMH-F (B)	73/ 5.5	7.3	6.7	6.3	6.5	6.4	144/2267	1261/15.6	15.8	17.6			8.9	132	1465	WJMH-F
7. WWWB-F (AC)	70/ 5.3	4.9	5.1	4.5	5.0	4.9	91/1446	933/11.5	12.0	12.7			1.8	27	554	WWWB-F
8. WMQX-F (O)	51/ 4.6	3.0	4.4	2.5	4.3	3.6	103/1427	960/11.9	12.5	11.5			4.4	65	708	WMQX-F
9. WKZL-F (CHR)	53/ 4.0	4.1	4.8	5.1	4.5	4.5	82/1699	1055/13.0	14.7	15.1			3.6	53	991	WKZL-F
10. WKSI-F (CHR)	45/ 3.4	4.0	3.6	4.5	4.6	3.9	99/1989	907/11.2	12.9	13.2			2.8	42	940	WKSI-F
11. WMKG-F (SAC)	34/ 2.6	2.3	1.4	1.8	2.9	2.0	43/749	513/ 6.3	5.4	6.5			0.8	12	223	WMKG-F
12. WPCM-F (C)	33/ 2.5	1.7	1.8	1.8	2.1	2.0	99/1489	447/ 5.5	5.3	5.7			1.6	24	416	WPCM-F
13. WWGL-F (REL)	32/ 2.4	1.4	1.5	0.5	1.4	1.5	39/637	464/ 5.7	3.3	5.3			0.9	13	278	WWGL-F
14. WFMX-F (C)	27/ 2.0	1.6	2.2	1.3	1.8	1.8	67/1066	440/ 5.4	6.8	5.2			1.4	20	339	WFMX-F
15. WHPE-F (REL)	23/ 1.7	1.9	1.4	1.7	2.1	1.7	26/488	343/ 4.2	3.4	5.5			1.4	21	350	WHPE-F
16. WMFR (BB)	18/ 1.4	1.4	1.6	1.6	2.4	1.5	18/215	215/ 2.7	3.5	2.8			1.1	16	319	WMFR
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 86.37% (1001 of 1159) (FAL 90: 86.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F>>	1 WKRR-F>	1 WTQR-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F	1 WTQR-F>>
2 WKSI-F>	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS >	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F<	2 WJMH-F<
3 WQMG-F>	3 WQMG-F	3 WMAG-F	3 WMAG-F	3 WMAG-F	3 WMAG-F<	3 WSJS	3 WMAG-F<	3 WMAG-F<	3 WTQR-F	3 WQMG-F<
4 WKRR-F	4 WJMH-F	4 WQMG-F<	4 WMQX-F	4 WMQX-F	4 WMQX-F	4 WSJS	4 WJMH-F<	4 WQMG-F	4 WQMG-F	4 WSJS
5 WKZL-F	5 WMAG-F	5 WMQX-F	5 WWWB-F<	5 WWWB-F	5 WWWB-F	5 WQMG-F	5 WMQX-F	5 WMQX-F	5 WKSI-F	5 WKRR-F
6	6 WKZL-F	6 WWWB-F	6 WQMG-F	6 WQMG-F	6 WKRR-F	6 WWWB-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F<	1 WKRR-F	1 WMAG-F	1 WTQR-F>	1 WTQR-F>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>	1 WKRR-F	1 WTQR-F
2 WQMG-F>	2 WQMG-F	2 WKRR-F	2 WMAG-F	2 WMAG-F>	2 WTQR-F>	2 WTQR-F>>	2 WTQR-F>>	2 WTQR-F>>	2 WKRR-F>>
3 WJMH-F	3 WTQR-F	3 WTQR-F>	3 WKRR-F	3 WMQX-F	3 WKZL-F	3 WQMG-F	3 WQMG-F>	3 WMQX-F<	3 WMQX-F
4 WKSI-F	4 WMAG-F	4 WKZL-F	4 WQMG-F	4 WKRR-F	4 WJMH-F	4 WJMH-F	4 WJMH-F	4 WWWB-F	4 WWWB-F
5 WTQR-F	5 WWWB-F	5 WWWB-F	5 WMQX-F	5 WQMG-F<	5 WQMG-F	5 WKZL-F	5 WMAG-F	5 WJMH-F<	5 WMAG-F
6 WWWB-F	6 WKZL-F	6 WQMG-F	6 WWWB-F	6 WWWB-F	6	6	6	6 WKZL-F	6
7	7	7 WJMH-F	7 WKZL-F	7	7	7	7	7 WMAG-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		103 (3)	103 (3)	8.9	9.8	WAAA 980 Winston-Salem	1.1/2.3/ 14/ 186
AOR/CLASSIC		132 (1)	132 (1)	11.4	12.0	WGLD 1320 Greensboro	0.6/2.2/ 8/ 180
AC/OLDIES/SOFT RCCK		237 (6)	237 (6)	20.4	16.8	WKEW 1400 Greensboro	0.5/1.8/ 7/ 148
MOR/VARIETY	73 (1)		73 (1)	6.3		WPET 950 Greensboro	0.8/1.9/ 12/ 171
COUNTRY		286 (4)	286 (4)	24.7	26.0	WQMG 1510 Greensboro	1.1/1.4/ 16/ 157
BLACK/URBAN	14 (1)	154 (3)	168 (4)	14.5	16.0	WTNC 790 Thomasville	1.1/1.5/ 14/ 125
BEAUTIFUL/EASY NEWS/TALK		34 (1)	34 (1)	2.9	2.9		
NOSTALGIA	26 (2)		26 (2)	2.2	2.8	WDCG-F 105.1 Durham/Raleigh	0.4/2.9/ 25/ 784
RELIGION/GOSPEL	38 (3)	55 (2)	93 (5)	8.0	4.9	WEZC-F 102.9 Hickory	0.5/1.5/ 29/ 541
SPANISH						WQOK-F 97.5 So. Boston	0.5/1.3/ 37/ 641
CLASSICAL						WRAL-F 101.5 Raleigh	0.5/1.4/ 32/ 682
JAZZ/NEW AGE						WRDX-F 106.5 Salisbury/Chrlt	1.1/2.7/ 27/ 467
UNKNOWN/OTHERS	7 (1)		7 (1)	0.6	3.7	WSOC-F 103.7 Charlotte	0.7/1.9/ 55/ 883
	158 (8)	1001 (20)	1159 (28)				

GREENSBORO-WS

RADIO STATIONS

WAAA	,	980,	1 KW/69 W	,	Black	NBN, \$17.00	(---)	
WMFR	,	1230,	1 KW	,	Nostalgia	ABC APR, \$21.00	(Crystal)	Voyager
WSJS	,	600,	5 KW (DA-2)	,	MOR/Full Service	NBC MBS, \$44.00	(Mc-Guild)	New Market
WHPE-F,		95.5,	100 KW @ 522	,	Religion		\$14.00 (---)	
WJMH-F,		102.1,	66 KW @ 1165	,	Black/Urban		\$50.00 (HNWH)	Beasley (REIDSVILLE)
WKRR-F,		92.3,	100 KW @ 1288	,	Classic AOR		\$70.00 (Katz)	Dick
WKSI-F,		98.7,	100 KW @ 1035	,	CHR		\$42.00 (Eastman)	Bahakel
WKZL-F,		107.5,	100 KW @ 500	,	CHR	ABC, \$45.00	(Banner)	
WMAG-F,		99.5,	100 KW @ 1500	,	AC		\$77.00 (Crystal)	Voyager
WMQX-F,		93.1,	100 KW @ 1099	,	Oldies		\$39.00 (Durpetti)	Guild
WPCM-F,		101.1,	100 KW @ 1176	,	Country	MBS, \$23.00	(---)	(BURLINGTON)
WQMG-F,		97.1,	100 KW @ 1234	,	Black	CBS, \$40.00	(Banner)	
WTQR-F,		104.1,	100 KW @ 1420	,	Country	MBS, \$94.00	(Mc-Guild)	New Market
WMKG-F,		94.5,	100 KW @ 982	,	EZ/SAC	UNIULT, \$25.00	(Katz)	Ragan Henry (EDEN)
WWWB-F,		100.3,	100 KW @ 1035	,	AC	UNISUP UNIULT, \$46.00	(MMR)	Mann
WWGL-F,		94.1,	100 KW @ 485	,	Religion		\$17.00 (---)	(LEXINGTON)

Miscellaneous: WWMY-F changes to WMKG-F (Nov)...

GREENVILLE, NC

Arbitron Rank/Pop (12+): 81/443,300

Stations: 26/21
Diaries: 1025/432:1/52.3%
Sample Target: 900
% Below Line: 9.8
% Not Listed: 13.0

1991 Revenue: NA
HH Inc.: \$27,695
Retail \$: 3.3 Bil
Pop per Station: 21,109
#1 Biller: NA

MSA Rank/Pop: NA
ADI # 105
Average Person Ratings: 15.4
Market TSL: 20.75 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WRNS-F (C)	119/17.4	19.9	18.7	17.5	16.7	18.4	166/1989	1216/27.4	29.4	24.5			WRNS-F
2. WIKS-F (B)	98/14.3	16.1	18.5	16.8	18.6	16.4	126/1525	956/21.6	27.2	27.3			WIKS-F
3. WDLX-AF (AC)	51/ 7.4	6.2	8.7	7.9	8.4	7.5	72/1252	813/18.3	21.3	23.0			WDLX-AF
4. WKOO-F (AC)	37/ 5.4	5.8	3.9	5.0	6.5	5.0	39/535	440/ 9.9	8.1	11.8			WKOO-F
5. WNCT-F (EZ)	36/ 5.3	5.6	5.8	5.3	6.8	5.5	88/1117	516/11.6	10.9	12.8			WNCT-F
6. WSFL-F (CL AOR)	33/ 4.8	---	---	0.6	0.9	1.4	33/587	534/12.0	0.0	4.6			WSFL-F
7. WVVY-F (AC)	25/ 3.7	4.0	2.2	1.7	1.4	2.9	27/431	402/ 9.1	9.7	4.2			WVVY-F
8. WRDU-F (AOR)	22/ 3.2	2.1	2.2	1.4	2.0	2.2	64/875	293/ 6.6	5.9	4.6			WRDU-F
9. WXQR-F (AOR)	21/ 3.1	2.3	2.3	1.6	2.6	2.3	22/330	318/ 7.2	4.6	5.8			WXQR-F
10. WGTH (G)	18/ 2.6	1.1	2.2	1.3	1.0	1.8	26/377	194/ 4.4	3.5	3.4			WGTH
WRHT-F (CHR)	18/ 2.6	3.2	3.2	2.6	3.2	2.9	19/401	368/ 8.3	8.3	6.9			WRHT-F
12. WKQT-F (CHR)	17/ 2.5	4.4	4.2	6.8	4.2	4.5	20/520	451/10.2	12.3	11.2			WKQT-F
13. WTRG-F (AC)	13/ 1.9	3.7	1.3	3.3	2.3	2.5	66/905	259/ 5.8	6.6	5.5			WTRG-F
14. WQDW-F (B)	13/ 1.9	2.7	2.5	3.2	1.0	2.6	13/178	160/ 3.6	5.8	2.8			WQDW-F

12+ FM SHARE (METRO): 87.88% (522 of 594) (FAL 90: 92.44%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WRNS-F	1 WRNS-F	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WRNS-F>	1 WIKS-F>	1 WIKS-F>>
2	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WIKS-F>	2 WNCT-F	2 WIKS-F>>	2 WIKS-F<	2 WIKS-F>	2 WRNS-F>>	2 WRNS-F
3	3 WDLX-AF>	3 WDLX-AF>	3 WDLX-AF>	3 WDLX-AF<	WIKS-F	3 WDLX-AF	3 WDLX-AF>	3 WDLX-AF>	3 WDLX-AF	WDLX-F>
4	4 WSFL-F	4 WSFL-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WSFL-F	4 WKOO-F<	4 WXQR-F	4 WKOO-F
5	5 WRDU-F	5 WKOO-F	5 WVVY-F<	5	5	5 WNCT-F	5 WNCT-F	5 WNCT-F<	WVVY-F	5 WVVY-F
6	WXQR-F	6	6 WSFL-F	6	6	6	6	6 WSFL-F	WKOO-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRNS-F	1 WRNS-F>	1 WRNS-F>	1 WRNS-F	1 WRNS-F	1 WIKS-F>>	1 WIKS-F	1 WRNS-F>>	1 WRNS-F	1 WRNS-F>>
2 WIKS-F>	2 WIKS-F	2 WDLX-AF	2 WIKS-F	2 WIKS-F>	2 WXQR-F	2 WRNS-F>	2 WSFL-F	2 WIKS-F>	2 WIKS-F
3 WDLX-AF>	3 WDLX-AF	3 WIKS-F>>	3 WDLX-AF	3 WDLX-AF>	WSFL-F	3 WSFL-F	WIKS-F	3 WSFL-F	3 WKOO-F
4 WRHT-F	4	4 WVVY-F	4	4 WKOO-F	4 WDLX-AF	4 WDLX-AF	4 WDLX-AF	4 WDLX-AF	4 WSFL-F>
WKQT-F	5	5 WKOO-F	5	5 WVVY-F	WRDU-F	5 WRDU-F	5 WRDU-F	5 WRDU-F	5 WDLX-AF
6	6	6	6	6	6 WRNS-F	6 WXQR-F	6 WVVY-F	WKOO-F	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		35 (2)	35 (2)	5.9	9.1	WELS 1010 Kinston	1.0/2.8/ 8/ 146		
AOR/CLASSIC		76 (3)	76 (3)	12.8	10.3	WHITE-F 103.7 Williamstn	0.4/3.2/ 14/ 302		
AC/OLDIES/SOFT ROCK	5 (1)	132 (6)	137 (7)	23.1	17.1	WJCV 1290 Jacksonville	1.5/1.4/ 10/ 60		
MOR/VARIETY	11 (1)		11 (1)	1.9	0.5	WJNC 1240 Jacksonville	1.6/2.2/ 11/ 97		
COUNTRY	9 (2)	119 (1)	128 (3)	21.5	23.7	WNOS 1450 New Bern	1.5/1.4/ 10/ 62		
BLACK/URBAN		111 (2)	111 (2)	18.7	25.0	WRNS 960 Kinston	0.3/0.8/ 2/ 41		
BEAUTIFUL/EASY		36 (1)	36 (1)	6.1	8.1	WRQR-F 94.3 Farmville/Grnvl	1.0/3.2/ 8/ 173		
NEWS/TALK	4 (1)		4 (1)	0.7	0.7	WRRF 930 Washington	0.6/1.9/ 6/ 105		
NOSTALGIA					0.5	WVOF 1580 Camp LeJeune	0.7/1.0/ 5/ 43		
RELIGION/GOSPEL	33 (3)	3 (1)	36 (4)	6.1	2.7				
SPANISH						WGNI-F 102.7 Wilmington	0.6/2.0/ 6/ 165		
CLASSICAL						WKTC-F 96.9 Tarboro/Rky Mnt	1.5/5.0/ 75/1074		
JAZZ/NEW AGE					0.7				
UNKNOWN/OTHERS	10 (1)	10 (1)	20 (2)	3.4	1.7				
	72 (9)	522 (17)							

RADIO STATIONS

WELS, 1010, 1 KW (DAYS)	COUNTRY	\$ 10.00 (---)	(KINSTON)
WOOV, 1340, 1 KW (DA-1)	GOSPEL	\$ 9.00 (Southern)	(GREENVILLE)
WDLX-F, 93.3, 100 KW @ 1780, AC	ABC, \$ 31.00 (Banner)		(WASHINGTON)
WHITE-F, 103.7, 50 KW @ 330, BLACK	\$ 13.00 (McGuild)		(WILLIAMSTON)
WIKS-F, 101.9, 100 KW @ 983, BLACK	ABC, UNIULT, \$ 37.00 (HNWH)		(NEW BERN)
WKOO-F, 98.7, 100 KW @ 978, OLDIES	MBS, \$ 17.00 (Eastman)		(JACKSONVILLE)
WNCT-F, 107.9, 100 KW @ 1701, EZ	ABC, \$ 21.00 (MMR)		Park (WASHINGTON)
WQDW-F, 97.7, 3 KW @ 248, BLACK (?)	\$ 12.00 (Republic)		(KINSTON)
WRNS-F, 95.1, 100 KW @ 1500, COUNTRY	UNIULT, \$ 39.00 (McGuild)		Pinnacle (KINSTON)
WSFL-F, 106.5, 100 KW @ 915, AC	UNIPWR, \$ 18.00 (Eastman)		(NEW BERN)
WXQR-F, 105.5, 3 KW @ 300, AOR	ABC, \$ 13.00 (TN)		(JACKSONVILLE)
WKQT-F, 103.3, 100 KW @ 593, AOR	ABC, \$ 16.00 (Christal)		(NEWPORT)

OTHER RANKED STATIONS -- See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/670,800
 MSA Rank/Pop: 81/633,000
 ADI # 35 (w/Asheville)
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 28/20
 Diaries: 1162/577:1/48.4%
 Sample Target: 1120
 % Below Line: 5.9
 % Not Listed: 13.5

1991 Revenue: \$20,000,000
 HH Inc.: \$26,955
 Retail \$: 4.9 Bill
 Pop per Station: 33,540
 #1 Biller: WESC-AF \$4,100,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSSL-AF (C)	167/15.7	9.9	11.6	11.1	11.1	12.1	322/3356	1720/25.6	24.3	22.4	14.4	179	1730	WSSL-AF
2. WESC-F (C)	136/12.7	12.2	15.4	13.0	11.7	13.3	239/3221	1639/24.4	27.7	24.4	13.8	174	1675	WESC-F
3. WMYI-F (AC)	101/ 9.5	11.8	12.8	12.4	10.9	11.6	182/2387	1449/21.6	26.8	25.9	8.9	112	1302	WMYI-F
4. WROQ-F (AOR)	85/ 8.0	8.5	6.7	6.1	6.3	7.3	106/1601	1120/16.7	14.8	14.6	10.2	128	1072	WROQ-F
5. WSPA-F (SAC)	81/ 7.6	7.6	6.5	6.4	5.5	7.0	140/1686	1020/15.2	14.6	10.6	5.7	72	889	WSPA-F
6. WLWZ-F (B)	52/ 4.9	4.6	6.0	6.6	5.7	5.5	59/708	611/ 9.1	10.8	9.4	6.4	81	905	WLWZ-F
7. WFBC-F (D)	46/ 4.3	5.6	6.0	5.6	7.8	5.4	67/1455	984/14.7	14.7	17.1	4.0	50	1129	WFBC-F
8. WBBO-F (CHR)	42/ 3.9	3.7	4.1	2.3	1.7	3.5	85/1388	802/12.0	9.8	3.8	4.1	51	639	WBBO-F
9. WMMU-F (EZ)	29/ 2.7	2.7	1.2	1.2	2.0	2.0	53/674	414/ 6.2	5.3	5.4	2.9	36	389	WMMU-F
10. WFBC (N/T)	27/ 2.5	2.4	1.5	2.0	2.7	2.1	30/443	413/ 6.2	3.7	6.1	3.2	40	509	WFBC
11. WMM-F (AC)	19/ 1.8	1.9	1.8	4.4	8.1	2.5	29/724	530/ 7.9	8.4	17.5	0.6	7	154	WMM-F
12.														
13.														

12+ FM SHARE (METRO): 89.49% (826 of 923) (FAL 90: 89.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBO-F	1 WSSL-AF	1 WSSL-AF>	1 WSSL-AF<	1 WSSL-AF	1 WESC-F	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF	1 WSSL-AF>	1 WSSL-F>>
2 WSSL-AF>	2 WROQ-F>	2 WMYI-F	2 WMYI-F>	2 WMYI-F	2 WSSL-AF	2 WESC-F<	2 WESC-F	2 WESC-F	2 WROQ-F	2 WESC-F
3 WLWZ-F>	3 WMYI-F	3 WROQ-F	3 WESC-F<	3 WESC-F	3 WSPA-F	3 WMYI-F>	3 WSPA-F	3 WROQ-F	3 WESC-F>	3 WMYI-F
4 WROQ-F	4 WESC-F	4 WESC-F>	4 WROQ-F>	4 WROQ-F	4 WMYI-F	4 WSPA-F	4 WMYI-F	4 WMYI-F	4 WBBO-F<	4 WFBC-F
5	5 WLWZ-F	5 WSPA-F	5 WSPA-F	5 WSPA-F	5	5 WROQ-F	5 WROQ-F	5 WSPA-F	5 WSPA-F<	5
6	6 WBBO-F	6 WLWZ-F	6	6 WFBC-F<	6	6	6	6	6 WLWZ-F	6
7	7	7	7	7 WLWZ-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSSL-AF>>	1 WSSL-AF	1 WMYI-F>	1 WSSL-AF	1 WMYI-F<	1 WROQ-F	1 WROQ-F>	1 WROQ-F>	1 WROQ-F	1 WSSL-AF
2 WESC-F	2 WMYI-F>	2 WSSL-AF	2 WMYI-F>	2 WSSL-AF>	2 WSSL-AF>>	2 WSSL-AF>	2 WSSL-AF	2 WSSL-AF>	2 WROQ-F
WBBO-F>	3 WROQ-F	3 WLWZ-F	3 WESC-F	3 WESC-F	3 WESC-F>	3 WMYI-F	3 WMYI-F	3 WESC-F	3 WMYI-F
4 WMTY-F	4 WESC-F	4 WROQ-F	4 WSPA-F	4 WSPA-F>	4 WBBO-F	4 WESC-F>	4 WESC-F	4 WMYI-F>	4 WESC-F>
5 WSPA-F	5 WLWZ-F	5 WESC-F	5	5 WFBC-F<	5 WLWZ-F	5 WLWZ-F	5 WLWZ-F	5 WLWZ-F	5 WSPA-F
6 WROQ-F	6 WBBO-F	6	6	6 WLWZ-F	6 WESC	6	6	6 WFBC-F	6 WLWZ-F
7 WCKZ-F	7	7	7	7	7	7	7	7	7 WFBC-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		50 (2)	50 (2)	5.4	3.6	WCKI 1300 Greer	1.0/1.6/ 11/ 106
AOR/CLASSIC		90 (2)	90 (2)	9.8	6.0	WESC 660 Greenville	0.9/1.7/ 14/ 187
AC/OLDIES/SOFT ROCK		173 (4)	173 (4)	18.7	21.7	WFIS 1600 Fountain Inn	0.7/1.1/ 8/ 76
MOR/VARIETY	11 (1)		11 (1)	1.2	2.4	WHYZ 1070 Greenville	1.1/3.3/ 14/ 274
COUNTRY	13 (2)	308 (3)	321 (5)	34.8	28.2	WORD 910 Spartanburg	0.2/1.3/ 2/ 96
BLACK/URBAN	12 (1)	75 (3)	87 (4)	9.4	11.4	WPJM 800 Greer	1.2/2.5/ 15/ 213
BEAUTIFUL/EASY		110 (2)	110 (2)	11.9	8.7	WRIX-F 103.1 HoneaPath/Ander	0.7/2.2/ 12/ 193
NEWS/TALK	29 (2)		29 (2)	3.1	2.4	WSPA 950 Spartanburg	1.0/3.3/ 13/ 253
NOSTALGIA		7 (1)	7 (1)	0.8	1.4		
RELIGION/GOSPEL	13 (1)	5 (1)	18 (2)	2.0	0.4	WBFM-F 98.1 Seneca	0.7/2.0/ 13/ 236
SPANISH						WBT -F 107.9 Charlotte	0.7/1.9/ 10/ 317
CLASSICAL						WCKZ-F 101.9 Gastonia/Chrit	1.3/6.3/ 31/ 781
JAZZ/NEW AGE					1.6	WKSF-F 99.9 Asheville/Hndrs	0.7/4.1/ 93/1538
UNKNOWN/OTHERS	19 (2)	8 (1)	27 (3)	2.9	2.7	WMTY-F 106.9 Black Mountain	0.5/2.4/ 18/ 519
	97 (9)	826 (19)	923 (28)			WMTY-F 103.5 Greenwood	0.7/1.6/ 23/ 243
						WPEG-F 97.9 Concord	0.8/3.0/ 19/ 266
						WXRC-F 95.7 Hickory	0.5/1.2/ 7/ 139

RADIO STATIONS

WFBC , 1330, 5 KW (DA-N)	News/Talk	NBC SUN, \$23.00 (Katz)	Multimedia
WHYZ , 1070, 50 KW (DAYS,DA)	Black	, \$25.00 (K & P)	
WPJM , 800, 1 KW (DAYS)	Nostalgia	ABC, \$19.00 (Keystone)	(GREER)
WSPA , 950, 5 KW (DA-N)	MOR	CBS, \$24.00 (Mc-Guild)	
WMM-F, 107.3, 100 KW @ 1010	SAC	ABC, \$50.00 (Chrystal)	(ANDERSON)
WBBO-F, 93.3, 93 KW @ 2030	CHR	, \$25.00 (Torbet)	(FOREST CITY)
WROQ-F, 101.1, 100 KW @ 986	AOR	ABC, \$45.00 (Durpetti)	ABS (ANDERSON)
WFBC-F, 93.7, 100 KW @ 1850	Oldies	ABC, \$65.00 (Katz)	Multimedia
WESC-F, 92.5, 100 KW @ 2000	Country	ABC, \$95.00 (Banner)	
WLWZ-F, 103.9, 3 KW @ 328	Black	, \$32.00 (HNWH)	Voyager (EASLEY)
WMMU-F, 94.5, 100 KW @ 1200	EZ	APR, \$18.00 (---)	
WMYI-F, 102.5, 20 KW @ 1782	AC	, \$88.00 (Eastman)	AmCom (HNDRSNVLE)
WSPA-F, 98.9, 100 KW @ 1910	EZ/SAC	, \$40.00 (Mc-Guild)	
WSSL-F, 100.5, 100 KW @ 1241	Country	UNIPWR, \$44.00 (Mc-Guild)	Capstar (GRAY COURT)

Miscellaneous: WKDY sold for \$80,000... WANS/WMM-F (Anderson) from Degree to Greyhound for \$4,380,000...

HARRISBURG

Arbitron Rank/Pop (12+): 75/500,200

Stations: 28/17
 Diaries: 1017/492:1/56.2%
 Sample Target: 970
 % Below Line: 14.9
 % Not Listed: 13.9

1991 Revenue: \$14,100,000
 HH Inc.: \$34,026
 Retail \$: 5.0 Bill
 Pop per Station: 29,423
 #1 Biller: WNNK-AF \$4,700,000

MSA Rank/Pop: 89/597,000
 ADI # 47 (w/York & Lancaster)
 Average Person Ratings: 17.0
 Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WNNK-AF (CHR)	126/14.8	11.3	13.3	15.4	13.3	13.7	138/1914	1537/30.7	29.8	28.5	17.3	107	1542	WNNK-AF
2. WRKZ-F (C)	79/ 9.3	7.9	9.5	6.2	6.7	8.2	170/2006	755/15.1	17.4	15.3	4.6	29	473	WRKZ-F
3. WWKL-F (O)	72/ 8.5	10.0	7.2	7.1	7.3	8.2	119/1453	808/16.2	14.7	15.5	9.1	58	578	WWKL-F
4. WTPA-F (AOR)	70/ 8.2	10.6	12.4	7.6	7.8	9.7	116/1344	834/16.7	19.5	15.4	11.8	75	774	WTPA-F
5. WHP (FS)	67/ 7.9	6.3	5.3	6.9	5.9	6.6	93/998	658/13.2	12.0	14.7	9.0	57	604	WHP
6. WIMX-F (AC)	47/ 5.5	4.5	5.0	5.1	5.0	5.0	54/891	753/15.1	11.0	12.9	5.0	32	513	WIMX-F
7. WQXA-F (CHR)	30/ 3.5	4.9	4.5	6.0	4.8	4.7	79/1597	707/14.1	13.5	13.8	7.2	46	752	WQXA-F
8. WNCE-F (EZ)	29/ 3.4	4.4	3.0	4.1	4.3	3.7	111/1619	482/ 9.6	8.1	10.0	1.6	10	163	WNCE-F
9. WHP -F (EZ)	28/ 3.3	3.3	3.2	2.3	2.7	3.0	49/638	390/ 7.8	8.9	8.7	2.2	14	232	WHP -F
10. WLBR (FS)	25/ 2.9	1.4	2.3	2.5	2.7	2.3	25/350	322/ 6.4	6.5	6.7				WLBR
11. WHYL-F (C)	21/ 2.5	4.3	5.0	2.5	4.8	3.6	22/379	321/ 6.4	7.8	7.1	3.6	23	395	WHYL-F
12. WHTC-F (AOR)	20/ 2.4	2.8	1.8	1.7	2.6	2.2	78/1375	421/ 8.4	7.3	8.4	1.6	10	223	WHTC-F
WHYL (BB)	20/ 2.4	5.3	3.8	3.3	3.8	3.7	29/484	317/ 6.3	7.8	7.6	2.8	18	433	WHYL
14.														
15.														

12+ FM SHARE (METRD): 79.64% (583 of 732) (FAL 90: 80.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-AF>>>1	WNNK-AF	1 WNNK-AF>	1 WNNK-AF	1 WNNK-AF	1 WRKZ-F<	1 WNNK-AF>	1 WNNK-AF>	1 WNNK-AF>	1 WNNK-AF>	1 WNNK-F
2 WQXA-F>	2 WTPA-F>>	2 WTPA-F<	2 WWKL-F>	2 WWKL-F	2 WHP	2 WWKL-F	2 WWKL-F	2 WTPA-F	2 WRKZ-F	2 WHP
3 WTPA-F	3 WIMX-F>	3 WWKL-F>	3 WTPA-F	3 WRKZ-F	3 WWKL-F>	3 WHP <	3 WHP <	3 WRKZ-F	3 WTPA-F	3 WRKZ-F>
4	4 WWKL-F	4 WRKZ-F	4 WRKZ-F	4 WTPA-F	4 WNNK-AF	4 WRKZ-F<	4 WRKZ-F	4 WWKL-F>	4 WHP	4 WTPA-F
5	5 WRKZ-F	5 WIMX-F	5 WIMX-F	5 WIMX-F	5 WNCE-F	5 WTPA-F	5 WTPA-F	5 WHP	5 WWKL-F	5 WLBR
6	6	6	6	6	6 WHP -F	6	6	6 WIMX-F	6 WIMX-F	6 WIMX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-AF	1 WNNK-AF>>>1	WNNK-AF>>>1	WNNK-AF>>>1	WNNK-AF>	1 WTPA-F	1 WTPA-F	1 WTPA-F>	1 WTPA-F	1 WWKL-F
2 WTPA-F>	2 WTPA-F	2 WIMX-F>	2 WWKL-F	2 WWKL-F>	2 WNNK-AF>>>2	WNNK-AF>>>2	WNNK-AF>>>2	WNNK-AF	WTPA-F
3 WQXA-F>	3 WIMX-F>	3 WTPA-F	3 WIMX-F	3 WRKZ-F	3 WQXA-F	3 WWKL-F>	3 WWKL-F	3 WWKL-F>	3 WRKZ-F
4 WRKZ-F	4 WQXA-F	4 WWKL-F	4 WRKZ-F	4 WIMX-F	4 WWKL-F	4 WHTF-F	4 WRKZ-F	4 WRKZ-F>	4 WNNK-AF>
5 WIMX-F	5 WRKZ-F	5 WRKZ-F	5 WTPA-F	5	5 WIMX-F	5 WRKZ-F	5 WHTF-F	5 WIMX-F	5 WHP
6	6	6	6	6	6	6 WIMX-F	6	6	6 WIMX-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	5 (1)	162 (5)	167 (6)	22.8	27.1	WADV 940 Lebanon	0.5/2.3/ 5/ 193		
AOR/CLASSIC		95 (3)	95 (3)	13.0	12.4	WKBO 1230 Harrisburg	1.9/7.6/ 17/ 457		
AC/OLDIES/SOFT ROCK	3 (1)	119 (2)	122 (3)	16.7	21.4	WQIN 1290 Lykens	0.4/1.3/ 3/ 66		
MOR/VARIETY	92 (2)		92 (2)	12.6	11.2	WUFM-F 100.1 Lebanon	0.7/2.0/ 6/ 134		
COUNTRY		119 (4)	119 (4)	16.3	13.1	WWII 720 Shirmstwn/Hrsb	1.1/3.0/ 11/ 205		
BLACK/URBAN						WYGL-F 100.5 Elizabeth	1.4/1.8/ 22/ 259		
BEAUTIFUL/EASY		74 (4)	74 (4)	10.1	3.7				
NEWS/TALK	16 (1)		16 (1)	2.2	1.6	WARM-F 103.3 York	1.3/4.5/136/1829		
NOSTALGIA	20 (1)		20 (1)	2.7	4.1	WDAC-F 94.5 Lancaster	1.3/5.0/ 58/ 864		
RELIGION/GOSPEL	9 (1)	14 (2)	23 (3)	3.1	3.1	WGCB-F 96.1 Red Lion	0.4/1.7/ 6/ 217		
SPANISH						WGRX-F 100.7 Westmnstr	0.6/3.6/ 30/ 629		
CLASSICAL						WIKZ-F 95.1 Chambersbrg/Hgrs	0.8/1.9/ 7/ 98		
JAZZ/NEW AGE						WLAN-F 96.9 Lancaster	0.5/4.3/ 50/1096		
UNKNOWN/OTHERS	4 (1)		4 (1)	0.5	2.4	WRFY-F 102.5 Reading	0.5/1.8/ 26/ 527		
	149 (8)	583 (20)	732 (28)			WYCR-F 98.5 York/Hanover	0.4/5.2/ 71/1483		

RADIO STATIONS

WHP , 580, 5 KW (DA-N)	MOR/Full Service	CBS NBC, \$34.00 (MHR)
WHYL , 960, 5 KW/22 W (DA-1)	Nostalgia	UNIULT, \$16.00 (---)
WLBR , 1270, 5 KW/1 KW (DA-2)	MOR	ABC, \$17.00 (K & P)
WHYL-F, 102.3, 3 KW @ 328	Country	CNN, \$88.00 (---)
WIMX-F, 99.3, 3 KW @ 328	AC	UNIULT, \$16.00 (---)
WNNK-F, 104.1, 22 KW @ 725	CHR	WIPWR, \$34.00 (Mc-Guild)
WRKZ-F, 106.7, 14 KW @ 928	Country	APR, \$101.00 (Christal)
WTPA-F, 93.5, 1 KW @ 620	AOR	ABC, \$80.00 (Torbet)
WWKL-F, 94.9, 25 KW @ 700	Oldies	ABC, \$31.00 (Banner)
WHP -F, 97.3, 17 KW @ 840	Soft AC	UNIULT, \$37.00 (Katz)
		CBS, \$32.00 (MMR)

Other ranked stations -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 41/990,500
 MSA Rank/Pop: 44/1,130,000
 ADI # 24 (w/New Haven)
 Average Person Ratings: 17.0
 Market TSL: 22.25 hours

Stations: 25/14
 Diaries: 1379/718:1/47.8%
 Sample Target: 1360
 % Below Line: 16.6
 % Not Listed: 14.5

1991 Revenue: \$37,400,000
 HH Inc.: \$42,925
 Retail \$: 9.6 Bill
 Pop per Station: 70,750
 #1 Biller: WTIC \$7,900,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WTIC (FS)	256/15.2	15.7	16.2	15.0	14.8	15.5	312/3902	2775/28.0	30.0	30.6	13.2	197	2112	WTIC
2. WWYZ-F (C)	131/ 7.8	7.1	5.6	6.7	8.4	6.8	224/2982	1804/18.2	12.8	17.6	7.7	115	1347	WWYZ-F
3. WTIC-F (CHR)	129/ 7.7	9.1	8.8	9.3	9.0	8.7	199/4323	2460/24.8	26.2	26.3	9.3	139	2586	WTIC-F
4. WRCH-F (SAC)	122/ 7.3	6.3	7.8	6.6	8.0	7.0	180/2745	1572/15.9	16.7	19.0	5.2	78	833	WRCH-F
5. WDRC-F (O)	111/ 6.6	5.7	4.3	5.3	5.9	5.5	206/3133	1605/16.2	15.5	14.5	4.2	63	1069	WDRC-F
6. WHCN-F (AOR)	102/ 6.1	6.9	5.6	5.5	6.7	6.0	168/2886	1542/15.6	16.5	17.9	6.1	92	1352	WHCN-F
7. WCCC-F (AOR)	91/ 5.4	4.7	5.4	6.1	4.7	5.4	141/2565	1612/16.3	16.8	16.7	6.6	99	1364	WCCC-F
8. WKSS-F (CHR)	85/ 5.1	5.4	5.4	6.1	5.4	5.5	174/3476	1735/17.5	19.0	16.7	7.0	105	1656	WKSS-F
9. WZMX-F (AC)	75/ 4.5	4.6	4.6	2.8	1.5	4.1	113/2159	1300/13.1	12.8	6.2	3.1	47	764	WZMX-F
10. WDRC (O)	55/ 3.3	1.1	0.6	1.0	0.5	1.5	58/744	640/ 6.5	3.5	3.0	1.7	26	400	WDRC
11. WPOP (N/T)	52/ 3.1	2.4	2.8	3.9	2.9	3.0	62/1231	1017/10.3	8.5	9.2	3.9	59	632	WPOP
12. WIOF-F (AC)	51/ 3.0	3.5	4.2	4.3	5.3	3.8	94/1996	1139/11.5	12.2	15.8	2.3	34	613	WIOF-F
13.														

12+ FM SHARE (METRO): 70.19% (1008 of 1436) (FAL 90: 72.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WHCN-F	1 WTIC-F	1 WWYZ-F	1 WWYZ-F	1 WTIC >>	1 WTIC >>	1 WTIC	1 WTIC	1 WTIC >>	1 WTIC >>
2 WKSS-F	2 WTIC-F	WHCN-F	2 WTIC-F	2 WTIC-F	2 WWYZ-F	2 WTIC-F	2 WRCH-F	2 WTIC-F	2 WKSS-F	2 WPOP >>
3 WCCC-F	3 WCCC-F	3 WWYZ-F	3 WHCN-F	3 WDRC-F	3 WRCH-F	3 WCCC-F	3 WWYZ-F	3 WWYZ-F	3 WTIC-F	3 WRCH-F
4	4 WKSS-F	4 WDRC-F	4 WDRC-F	4 WHCN-F	4 WDRC-F	4 WWYZ-F	4 WHCN-F	4 WCCC-F	4 WCCC-F	4 WTIC-F
5	5 WZMX-F	5 WCCC-F	5 WRCH-F	5 WTIC	5	5	5 WHCN-F	5 WRCH-F	5 WRCH-F	5
6	6	6 WZMX-F	6 WTIC	6 WRCH-F	6	6	6 WDRC-F	6 WTIC-F	6 WDRC-F	6 WWYZ-F
7	7	7 WRCH-F	7 WZMX-F	7 WZMX-F	7	7	7 WHCN-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSS-F	1 WKSS-F	1 WTIC-F	1 WTIC-F	1 WRCH-F	1 WCCC-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WHCN-F
2 WTIC-F	2 WTIC-F	2 WZMX-F	2 WRCH-F	2 WWYZ-F	2 WHCN-F	2 WCCC-F	2 WTIC-F	2 WCCC-F	2 WWYZ-F
3 WCCC-F	3 WZMX-F	3 WRCH-F	3 WWYZ-F	3 WTIC-F	3 WORC-F	3 WTIC-F	3 WZMX-F	3 WDRC-F	3 WDRC-F
4 WZMX-F	4 WRCH-F	4 WWYZ-F	4 WKSS-F	4 WTIC	4 WKSS-F	4 WDRC-F	4 WCCC-F	4 WWYZ-F	4 WTIC-F
5 WHCN-F	5 WCCC-F	5 WKSS-F	5 WZMX-F	5 WDRC-F	5 WTIC-F	5 WKSS-F	5	5 WTIC-F	5 WTIC
6	6 WHCN-F	6 WHCN-F	6 WDRC-F	6 WZMX-F	6	6 WZMX-F	6	6	6 WCCC-F
7	7	7	7 WTIC	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		223 (3)	223 (3)	15.5	21.2	WLAT 1230 Manchester	0.4/1.4/ 7/ 134
AOR/CLASSIC		263 (6)	263 (6)	18.3	17.6	WLWX 1550 Bloomfield	0.5/0.8/ 9/ 97
AC/OLDIES/SOFT ROCK	55 (1)	250 (4)	305 (5)	21.2	15.7	WMMW 1470 Meriden	0.7/1.3/ 14/ 166
MOR/VARIETY	264 (2)		264 (2)	18.4	20.6		
COUNTRY		150 (2)	150 (2)	10.4	8.2	WAAF-F 107.3 Worcester	0.6/1.9/ 78/1005
BLACK/URBAN					0.5	WAQY-F 102.1 Springfield	1.8/9.9/117/2436
BEAUTIFUL/EASY		122 (1)	122 (1)	8.5	10.3	WCBS 880 New York	0.5/2.3/ 46/1042
NEWS/TALK	81 (3)		81 (3)	5.6	4.4	WFAN 660 New York	1.2/5.4/108/1880
NOSTALGIA						WHYN 560 Springfield	0.5/1.5/ 73/1042
RELIGION/GOSPEL	9 (1)		9 (1)	0.6		WHYN-F 93.1 Springfield	0.8/3.7/ 83/1557
SPANISH	7 (1)		7 (1)	0.5		WKCI-F 101.3 Hamden	0.5/5.3/101/2279
CLASSICAL						WPXX-F 97.9 Enfield	1.1/3.0/116/1333
JAZZ/NEW AGE						WPLR-F 99.1 New Haven	1.4/8.5/125/2200
UNKNOWN/OTHERS	12 (1)		12 (1)	0.8	1.5	WWRX-F 103.7 Westerly/Prvdnc	0.4/2.2/ 77/1121
	428 (9)	1008 (16)	1436 (25)				

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N), SEE WDRC-F
 WKND, 1480, 500 W (DAYS,DA), BLACK
 WNEZ, 910, 5 KW (DA-N), EZ/NOST.
 WPOP, 1410, 5 KW (DA-2), NEWS/TALK
 WRYM, 840, 1 KW (DAYS), HISPANIC
 WTIC, 1080, 50 KW (DA-N), MOR/FULL SER.

WCCC-F, 106.9, 23 KW @ 730, AOR, ABC, SOURCE, \$ 41.00 (Durpetti)
 WDRC-C, 102.9, 20 KW @ 805, OLDIES, \$ 120.00 (McGuild) Buckley
 WIOF-F, 104.1, 18 KW @ 836, AC, CBS, \$ 68.00 (Eastman) Merv Griffin (WATERBURY)
 WHCN-F, 105.9, 16 KW @ 867, AOR, \$ 71.00 (Christal) Beck-Ross
 WKSS-F, 95.7, 17 KW @ 877, CHR, APR, \$ 62.00 (HMR) Precision
 WZMX-F, 93.7, 21 KW @ 780, AC, \$ N/A (Torbet)
 WRCH-F, 100.5, 8 KW @ 1250, EZ/SOFT AC, \$ 60.00 (Banner)
 WTIC-F, 96.5, 20 KW @ 812, CHR, \$ 170.00 (CBS) Chase
 WWYZ-F, 92.5, 18 KW @ 860, COUNTRY, UNIULT, \$ 58.00 (Banner) (WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/704,500
 HSA Rank/Pop: 63/860,000
 No ADI
 Average Person Ratings: 17.4
 Market TSL: 23.25 hours

Stations: 24/24
 Diaries: 970/726:1/48.7%
 Sample Target: 1150
 % Below Line: 0.0
 % Not Listed: 7.0

1991 Revenue: \$19,400,000
 HH Inc.: \$42,864
 Retail \$: 8.7 Btl
 Pop per Station: 29,354
 #1 Biller: KSSK \$3,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KSSK-F (AC)	144/11.8	9.3	9.7	9.2	10.6	10.0	144/1815	1815/25.8	24.6	23.5	12.1	150	1650	KSSK-F
2. KCCN-F (E)	140/11.4	13.3	10.9	9.2	6.7	11.2	140/1510	1510/21.4	22.0	15.2	11.3	140	1585	<CCN-F
3. KSSK (FS)	135/11.0	6.6	10.5	11.5	10.3	9.9	135/1313	1313/18.6	21.8	21.5	7.8	97	1166	<KSSK
4. KUMU-AF (EZ)	110/ 8.9	8.1	8.8	8.3	9.4	8.5	110/1233	1233/17.5	17.6	18.3	5.1	52	748	<UMU-AF
5. KIKI-F (CHR)	101/ 8.2	10.3	12.7	9.3	9.9	10.1	101/1621	1621/23.0	27.2	22.6	10.8	133	1840	<IKI-F
6. KQMQ-AF (CHR)	99/ 8.1	9.6	6.6	8.7	9.3	8.3	99/1764	1764/25.0	24.3	27.3	7.8	88	1584	<QMQ-AF
7. KGU (N/T)	62/ 5.1	2.3	3.8	2.9	3.5	3.5	62/961	961/13.6	10.8	10.9	3.6	45	789	KGU
8. KRTR-AF (AC)	59/ 4.8	6.6	5.4	5.8	7.8	5.7	59/1035	1035/14.7	16.7	19.2	4.1	48	794	<RTR-AF
9. KPOI-F (AOR)	44/ 3.6	3.6	5.1	5.7	4.4	4.5	44/778	778/11.0	13.2	11.2	4.4	55	1016	<POI-F
10. KCCN (E)	35/ 2.9	3.5	2.3	3.9	3.0	3.2	35/528	528/ 7.5	7.1	6.4	2.8	34	422	<CCN
11. KHVH (N/T)	33/ 2.7	2.4	3.2	2.3	3.1	2.7	33/653	653/ 9.3	10.5	10.8	3.4	42	798	KHVH
12. KDEO-F (?)	32/ 2.6	2.6	2.0	1.3	1.7	2.1	32/409	409/ 5.8	5.6	4.6	3.9	48	477	<DEO-F
13. KIKI (O)	26/ 2.1	3.6	3.3	3.6	2.3	3.1	26/400	400/ 5.7	7.9	7.9	2.0	25	336	KIKI
14. KAIM-F (REL)	25/ 2.0	1.0	---	1.7	0.8	1.2	25/285	285/ 4.0	0.0	2.2	0.3	4	51	KAIM-F
15. KHHH-F (AOR)	24/ 2.0	1.8	1.6	1.2	0.9	1.6	24/401	401/ 5.7	4.9	4.1	3.8	47	539	<HHH-F
16. KHFX-F (O)	19/ 1.6	2.5	3.5	4.8	4.6	3.1	19/426	426/ 6.0	8.9	9.2	3.3	41	643	<HFX-F

12+ FM SHARE (METRO): 66.37% (756 of 1139) (FAL 90: 66.96%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KCCN-F	1 KSSK-F	1 KSSK-F	1 KSSK-F	1 KSSK	1 KSSK-F	1 KSSK-F	1 KCCN-F	1 KCCN-F	1 KSSK-F
2 KQMQ-AF>	2 KSSK-F	2 KCCN-F>	2 KSSK <	2 KCCN-F	2 KUMU-AF	2 KSSK >	2 KSSK <	2 KSSK-F	2 KIKI-F>	2 KCCN-F<
3 KCCN-F	3 KIKI-F	3 KQMQ-AF	3 KCCN-F	3 KSSK	3 KSSK-F	3 KQMQ-AF	3 KUMU-AF	KIKI-F<	3 KUMU-AF<	3 KSSK
4	4 KQMQ-AF>	KSSK	4 KQMQ-AF>	4 KGU	4 KCCN-F	4 KCCN-F>	4 KSSK <	4 KQMQ-AF>	4 KGU	
5	5 KPOI-F<	5 KIKI-F>	5 KRTR-AF<	5 KQMQ-AF	5 KCCN-F	5 KIKI-F<	5 KQMQ-AF	5 KUMU-AF	5 KSSK <	5 KUMU-F
6	6 KRTR-AF	6 KRTR-AF	6 KIKI-F<	6 KRTR-AF	6	6 KUMU-AF	6 KIKI-F	6 KQMQ-AF	6 KSSK-F	6
7	7	7	7 KUMU-AF	7 KIKI-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF	1 KSSK-F<	1 KSSK-F	1 KSSK-F	1 KSSK-F	1 KCCN-F>>	1 KCCN-F	1 KSSK-F<	1 KCCN-F	1 KSSK-F
KIKI-F>	2 KIKI-F	2 KCCN-F	2 KQMQ-AF<	KSSK	2 KSSK-F	2 KSSK-F>	2 KCCN-F>	2 KSSK-F>	2 KCCN-F>
3 KCCN-F	3 KCCN-F	3 KIKI-F>	3 KSSK	3 KCCN-F	3 KIKI-F	3 KIKI-F	3 KPOI-F	3 KIKI-F<	3 KUMU-AF
4 KSSK-F>	4 KQMQ-AF>	4 KRTR-AF	4 KCCN-F	4 KQMQ-AF	KHHH-F>	4 KPOI-F	4 KIKI-F	4 KSSK <	KSSK >
5 KUMU-AF	5 KRTR-AF	5 KQMQ-AF	5 KIKI-F>	5 KUMU-AF>	5 KQMQ-AF	5 KQMQ-AF	5 KQMQ-AF	5 KQMQ-AF	5 KPOI-F
6 KRTR-AF	6	6 KSSK	6 KRTR-AF<	6 KIKI-F	6	6 KHHH-F	6 KRTR-AF	6 KPOI-F	KGU
KSSK	7	7	7 KUMU-AF	7 KRTR-AF	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	13 (1)	187 (2)	200 (3)	17.6	21.7	KDEO 940 Waipahu	0.7/3.1/ 8/ 219
AOR/CLASSIC		68 (2)	68 (2)	6.0	12.1	KLHT 1040 Honolulu	0.8/2.4/ 10/ 171
AC/OLDIES/SOFT ROCK	29 (2)	219 (3)	248 (5)	21.8	16.0	KOHO 1170 Honolulu	1.2/2.6/ 15/ 182
MOR/VARIETY	135 (1)		135 (1)	11.9	10.0	KWAI 1080 Honolulu	0.5/1.9/ 6/ 134
COUNTRY	8 (1)		8 (1)	0.7	3.6	KZOO 1210 Honolulu	1.0/2.1/ 12/ 151
BLACK/URBAN	62 (3)	140 (1)	202 (4)	17.7	13.8		
BEAUTIFUL/EASY	25 (1)	85 (1)	110 (2)	9.7	11.2		
NEWS/TALK	101 (3)		101 (3)	8.9	5.6		
NOSTALGIA					0.9		
RELIGION/GOSPEL	10 (1)	25 (1)	35 (2)	3.1	2.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE					1.5		
UNKNOWN/OTHERS		32 (1)	32 (1)	2.8	1.2		
	383 (13)	756 (11)	1139 (24)				

RADIO STATIONS

KCCN	1420,	5 KW	, Ethnic	, \$21.00	(Roslin)
KDEO	940,	10 KW	-- See KDEO-FM		
KGU	760,	10 KW	, Talk	ABC CBS, \$26.00	(Banner) Givens
KHVH	990,	5 KW	, News	NBC ABC, \$26.00	(HNWH)
KIKI	830,	10 KW	, Oldies	UNISUP UNIULT, \$21.00	(Christal) Henry
KSSK	590,	7.5 KW/5 KW	, MOR/Full Service	, \$80.00	(Eastman) Bedford
KAIM-F	95.5,	100 KW @ -24	, Religion	, \$11.00	(---)
KCCN-F	100.3,	100 KW @ 2000	, Ethnic	, \$19.00	(K & P)
KDEO-F	102.7,	61 KW @ 1893	, Country	MBS, \$24.00	(K & P)
KHFX-F	105.1,	100 KW @ 1965	, Classic AOR	, \$25.00	(MMR)
KHHH-F	98.5,	100 KW @ -279	, Jazz/NAC	SMN, \$24.00	(HNWH)
KIKI-F	93.9,	100 KW @ -143	, CHR	, \$40.00	(Christal) Henry
KPOI-F	97.5,	83 KW @ 46	, AOR	, \$41.00	(Banner)
KQMQ-F	93.1,	54 KW @ -119	, CHR	, \$64.00	(Katz)
KRTR-F	96.3,	75 KW @ 2140	, AC	, \$30.00	(Katz)
KSSK-F	92.3,	100 KW @ 1950	, AC	, \$35.00	(Eastman) Bedford
KUMU-F	94.7,	100 KW @ 78	, EZ/Btfl	, \$48.00	(Banner)

Miscellaneous: KORL sold for \$375,000...

HOUSTON

Arbitron Rank/Pop (12+): 10/3,015,300
 MSA Rank/Pop: 8/3,700,000
 ADI # 11
 Average Person Ratings: 17.7
 Market TSL: 23.25 hours

Stations: 34/32
 Diaries: 2377/1268:1/44.2%
 Sample Target: 2330
 % Below Line: 0.9
 % Not Listed: 10.5

1991 Revenue: \$126,000,000
 HH Inc.: \$33,870
 Retail \$: 27.6 Bil
 Pop per Station: 94,228
 #1 Biller: KILT-AF \$15,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KILT-F (C)	476/ 8.9	8.2	9.5	7.5	7.5	8.5	535/6957	6232/20.7	21.3	17.3	8.9	468	4658	KILT-F
2. KIKK-F (C)	353/ 6.6	8.1	7.0	8.2	8.4	7.5	399/6186	5351/17.7	18.5	18.7	9.6	503	6064	KIKK-F
3. KHM-F (AC)	331/ 6.2	4.9	5.3	4.2	6.6	5.2	354/5184	4837/16.0	16.7	17.9	5.0	260	4230	KHM-F
4. KBXX-F (CHR)	325/ 6.1	4.8	3.6	2.3	2.0	4.2	344/4315	4000/13.3	9.4	6.9	8.9	464	4517	KBXX-F
5. KODA-F (SAC)	305/ 5.7	5.8	5.5	5.3	4.4	5.6	318/4646	4388/14.6	15.8	12.7	3.9	202	2753	KODA-F
6. KLOL-F (AOR)	287/ 5.4	5.1	5.1	5.3	5.9	5.2	321/4367	3797/12.6	14.3	16.1	6.8	355	3605	KLOL-F
7. KTRH (N/T)	285/ 5.3	4.7	4.4	5.4	5.2	4.9	315/6113	5475/18.2	15.8	15.4	3.5	183	3525	KTRH
8. KMJQ-F (B)	216/ 4.1	5.1	7.0	6.6	7.9	5.7	235/3819	3546/11.8	13.9	13.6	4.8	250	4114	KMJQ-F
9. KRBE-F (CHR)	212/ 4.0	4.2	3.8	3.3	2.7	3.8	240/5182	4759/15.4	16.3	13.2	5.4	283	4649	KRBE-F
10. KLDE-F (O)	205/ 3.8	4.1	3.7	3.2	5.0	3.7	236/4259	3915/13.0	11.9	11.6	3.8	198	2174	KLDE-F
11. KQUE-F (BB)	179/ 3.4	4.5	3.8	4.6	3.3	4.1	190/2214	2066/ 6.9	8.2	6.8	2.7	140	1515	KQUE-F
12. KPRC (T)	146/ 2.7	2.9	3.1	2.6	2.4	2.8	152/2516	2353/ 7.8	10.0	7.7	2.2	116	1733	KPRC
13. KHYS-F (B)	145/ 2.7	2.6	2.3	2.9	2.4	2.6	183/2289	1837/ 6.1	7.8	7.7	3.4	176	2479	KHYS-F
14. KZFX-F (CL AOR)	140/ 2.6	3.9	3.5	3.5	2.8	3.4	153/2972	2756/ 9.1	10.8	9.7	3.1	160	2560	KZFX-F
KLTR-F (AC)	140/ 2.6	2.5	3.3	3.5	3.9	3.0	143/2702	2657/ 8.8	10.0	12.3	2.2	114	1845	KLTR-F
16. KQQK-F (SP)	122/ 2.3	1.3	1.2	2.2	1.7	1.8	123/1838	1818/ 6.0	3.7	3.7	2.1	112	1499	KQQK-F
17. KKBQ-F (C)	118/ 2.2	2.4	3.4	4.5	4.1	3.1	135/3445	3091/10.3	16.0	16.1	2.3	119	3011	KKBQ-F
18. KEYH (SP)	96/ 1.8	1.5	1.2	0.5	0.5	1.3	96/804	799/ 2.6	1.7	1.6	1.1	60	439	KEYH
19. KXYZ (SP)	82/ 1.5	1.0	0.8	1.1	1.9	1.1	82/1191	1191/ 3.9	2.5	3.8	1.0	54	533	KXYZ
20. KSEV (T)	77/ 1.4	0.7	1.0	0.9	1.1	1.0	81/1055	997/ 3.3	2.8	2.9	1.0	54	632	KSEV
21. KLAT (SP)	66/ 1.2	1.5	1.7	2.4	2.3	1.7	66/1174	1174/ 3.9	3.3	4.5	1.8	96	1453	KLAT
22.														
23.														
24.														
25.														

12+ FM SHARE (METRO): 78.74% (3756 of 4770) (FAL 90: 79.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBXX-F>>	1 KLOL-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F>	1 KILT-F	1 KILT-F	1 KBXX-F>	1 KILT-F
2 KRBE-F>	2 KHM-F	2 KHM-F	2 KHM-F<	2 KODA-F<	2 KTRH	2 KTRH <	2 KODA-F	2 KHM-F<	2 KILT-F	2 KTRH >>
3 KILT-F<	3 KBXX-F	3 KLOL-F	3 KODA-F	3 KHM-F<	3 KODA-F	3 KIKK-F<	3 KIKK-F	3 KIKK-F	3 KMJQ-F	3 KIKK-F>>
4 KIKK-F	4 KILT-F	4 KIKK-F<	4 KLOL-F	4 KIKK-F	4 KIKK-F	4 KLOL-F	4 KHM-F	4 KBXX-F<	4 KHM-F	4 KMJQ-F
5	5 KIKK-F<	5 KODA-F	5 KIKK-F	5 KLOL-F	5 KQUE-F	5 KHM-F<	5 KLOL-F>	5 KODA-F	5 KIKK-F	5 KHM-F>>
6	6 KRBE-F	6 KBXX-F	6 KLDE-F	6 KLDE-F	6 KLDE-F	6 KBXX-F<	6 KBXX-F<	6 KLOL-F	6 KODA-F	6 KBXX-F
7	7 KMJQ-F	7 KMJQ-F	7 KTRH	7 KTRH	7 KHM-F	7 KODA-F	7 KLDE-F	7 KTRH	7 KTRH	7
8	8	8	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKK-F	1 KHM-F	1 KHM-F>	1 KHM-F	1 KILT-F<	1 KLOL-F	1 KLOL-F>	1 KLOL-F>	1 KLOL-F>	1 KLOL-F
2 KBXX-F<	2 KIKK-F	2 KBXX-F<	2 KIKK-F	2 KODA-F	2 KBXX-F	2 KHM-F<	2 KILT-F>	2 KILT-F	2 KILT-F>
3 KRBE-F	3 KBXX-F	3 KIKK-F<	3 KODA-F	3 KHM-F<	3 KHM-F	3 KBXX-F	3 KZFX-F	3 KHM-F	3 KTRH
4 KHM-F	4 KRBE-F<	4 KILT-F	4 KILT-F	4 KIKK-F>	4 KRBE-F	4 KILT-F>	4 KHM-F	4 KBXX-F<	4 KODA-F
5 KMJQ-F	5 KILT-F	5 KODA-F	5 KBXX-F	5 KLDE-F	5 KMJQ-F>	5 KMJQ-F<	5 KODA-F	5 KODA-F<	5 KLDE-F
6 KLTR-F	6 KODA-F	6 KRBE-F	6 KRBE-F<	6 KBXX-F	6 KILT-F	6 KZFX-F<	6	6 KZFX-F	6 KHM-F<
7 KILT-F<	7 KMJQ-F	7 KHYS-F	7 KLDE-F	7 KLTR-F	7 KIKK-F	7 KRBE-F	7	7 KTRH	7 KIKK-F<
8 KODA-F	8 KLTR-F	8	8	8	8	8	8	8 KIKK-F	8 KZFX-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		537 (2)	537 (2)	11.3	14.1	KCOH 1430 Houston	0.7/2.0/ 38/ 597
AOR/CLASSIC		446 (3)	446 (3)	9.4	12.4	KHCB-F 105.7 Houston	0.8/2.9/ 43/ 908
AC/OLDIES/SOFT ROCK		676 (3)	676 (3)	14.2	11.0	KIKK 650 Pasadena	0.5/1.4/ 31/ 484
MOR/VARIETY						KILT 610 Houston	0.6/2.6/ 32/ 834
COUNTRY	59 (2)	974 (4)	1033 (6)	21.7	19.3	KJZS-F 106.9 Conroe/Houston	1.1/3.6/ 64/1198
BLACK/URBAN	71 (2)	361 (2)	432 (4)	9.1	14.4	KLVL 1480 Pasadena/Houston	0.5/1.9/ 24/ 566
BEAUTIFUL/EASY		305 (1)	305 (1)	6.4	4.5	KMPQ 980 Rosenberg/Hstn	0.8/1.9/ 43/ 572
NEWS/TALK	508 (3)		508 (3)	10.6	9.2	KRTS-F 92.1 Seabrook/Houston	1.0/3.2/ 54/1006
NOSTALGIA		179 (1)	179 (1)	3.8	4.6	KWJ 1360 Baytown	0.9/2.2/ 49/ 652
RELIGION/GOSPEL	49 (1)	43 (1)	92 (2)	1.9	2.7	KYOK 1590 Houston	0.6/1.6/ 33/ 491
SPANISH	284 (5)	122 (1)	406 (6)	8.5	6.1	KYST 920 Texas City/Hstn	0.3/0.7/ 16/ 220
CLASSICAL		53 (1)	53 (1)	1.1			
JAZZ/NEW AGE		60 (1)	60 (1)	1.3		KWIC-F 107.9 Beaumont/PtArth	0.4/2.0/ 31/ 726
UNKNOWN/OTHERS	43 (1)		43 (1)	0.9	1.8	KYKR-F 93.3 Pt.Arthur/Bmnt	0.5/2.8/ 79/1574
	1014 (14)	3756 (20)	4770 (34)				

HOUSTON

RADIO STATIONSAM STATIONS

KCOH, 1430, 5 KW (DAYS)	, BLACK	SBN, NBN, \$ 47.00 (Roslin)	
KEYH, 850, 10 KW (DAYS, DA)	, HISPANIC	, \$ 44.00 (SBS)	
KIKK, 650, 250 W (DAYS)	, COUNTRY OLDIES	, \$ N/A (Torbet)	Viacom
KILT, 610, 5 KW (DA-2)	, COUNTRY OLDIES	UNISUP, \$ N/A (Group W)	Westinghouse
KKBQ, 790, 5 KW (DA-2)	, SEE KKBQ-F		
KKZR, 1070, 10 KW/5 KW (DA-2)	, AOR	SMN, \$ 36.00 (Eastman)	Susquehanna
KLAT, 1010, 5 KW (DA-2)	, HISPANIC	, \$ 60.00 (Katz)	Tichenor
KNUZ, 1230, 1 KW	, OLDIES	, \$ N/A (Eastman)	
KPRC, 950, 5 KW (DA-N)	, TALK	CBS, \$ 75.00 (Eastman)	
KTRH, 740, 50 KW (DA-1)	, NEWS/TALK	ABC, MBS, \$ 180.00 (CBS)	
KXYZ, 1320, 5 KW (DA-N)	, HISPANIC	, \$ 63.00 (Caballero)	
KYOK, 1590, 5 KW (DA-N)	, BLACK	SMN, \$ 47.00 (McGuild)	Noble

FM STATIONS

KBXX, 97.9, 100 KW @ 1920, CHR		, \$ 160.00 (Katz)	Cook Inlet
KHCB, 105.7, 100 KW @ 1613, RELIGION		, \$ 30.00 (---)	
KIKK, 95.7, 100 KW @ 1920, COUNTRY		, \$ 215.00 (Torbet)	Viacom
KILT, 100.3, 100 KW @ 1920, COUNTRY		, \$ 185.00 (Group W)	Westinghouse
KKBQ, 92.9, 100 KW @ 1920, COUNTRY		, \$ 170.00 (McGuild)	Gannett
KLDE, 94.5, 100 KW @ 1920, OLDIES		UNIULT, \$ 90.00 (Durpetti)	Entercom
KLLO, 101.1, 100 KW @ 1920, AOR		SOURCE, \$ 190.00 (CBS)	
KLTR, 93.7, 100 KW @ 1720, AC		CBS, \$ 140.00 (CBS)	CBS
KMJQ, 102.1, 100 KW @ 1720, BLACK		, \$ 190.00 (Mc-Guild)	Noble
KHMX, 96.5, 100 KW @ 1920, ADULT CHR		, \$ 85.00 (Mc-Guild)	Nationwide
KODA, 99.1, 100 KW @ 1920, EZ		, \$ 160.00 (MMR)	
KQUE, 102.9, 100 KW @ 984, NOSTALGIA		ABC, \$ 81.00 (Banner)	
KRBE, 104.1, 100 KW @ 1920, CHR		, \$ 135.00 (Eastman)	Susquehanna
KRTS, 92.1, 1.4 KW @ 495, CLASSICAL		, \$ 49.00 (CMBS)	
KZFX, 107.5, 98 KW @ 1973, CLASSIC AOR		, \$ 133.00 (Katz)	Shamrock
KJZS, 106.9, 100 KW @ 1125, JAZZ/NAC		, \$ N/A (Banner)	(CONROE)
KQKQ, 106.5, 100 KW @ 709, HISPANIC		, \$ N/A (Caballero)	

KHYS-F -- See Beaumont

Miscellaneous: KKBQ-F from CHR to Country (Sep)...

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 134/260,500

MSA Rank/Pop: 153/327,000
 ADI # 55 (w/Charleston)
 Average Person Ratings: 14.3
 Market TSL: 19.50 hours

Stations: 16/14
 Diaries: 740/352:1/50.8%
 Sample Target: 750
 % Below Line: 10.7
 % Not Listed: 13.7

1991 Revenue: \$6,600,000
 HH Inc.: \$23,741
 Retail \$: 2.0 Bill
 Pop per Station: 18,607
 #1 Biller: WTCR-AF \$2,700,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF (C)	133/35.7	29.2	30.1	30.9	29.8	----	166/1951	1331/51.1	41.9	44.2	35.9	146	1503	WTCR-AF
2. WKEE-F (CHR)	56/15.0	16.1	18.2	20.6	22.6	----	84/1358	815/31.3	33.9	34.9	20.0	87	998	WKEE-F
3. WRVC-F (AC)	29/ 7.8	11.1	10.2	11.4	13.2	----	57/1157	588/22.6	27.3	22.1	8.0	35	863	WRVC-F
4. WKLC-F (AOR)	22/ 5.9	5.5	5.5	4.7	5.9	----	52/633	307/11.6	12.9	12.7	9.7	42	601	WKLC-F
5. WPAY-F (C)	18/ 4.8	2.5	2.5	1.8	1.8	----	54/831	298/11.4	7.3	11.2	0.7	3	152	WPAY-F
6. WEMM-F (REL)	14/ 3.8	3.0	5.5	5.4	2.8	----	33/540	265/10.2	9.8	10.4	2.5	11	186	WEMM-F
7. WTKZ (T)	10/ 2.7	1.5	0.7	1.1	0.8	----	10/156	156/ 6.0	6.5	3.8	0.0	0	100	WTKZ
8. WXVK-F (AC)	9/ 2.4	2.5	0.7	0.9	----	----	10/178	155/ 6.0	7.6	4.1				WXVK-F
9.														
10.														

12+ FM SHARE (METRO): 91.61% (295 of 322) (FAL 90: 89.41%)

TEENS 18-34 18-49 25-49 25-54 35+ 12+ AMD 12+ MID 12+ PMD 12+ EVE OVERNIGHT

1 WKEE-F>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>
2	2 WKEE-F>	2 WKEE-F>	2 WRVC-F	2 WRVC-F	2 WPAY-F	2 WKEE-F>>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>	2 WTKZ			
3	3 WKLC-F	3 WRVC-F	3 WKEE-F>	3 WKEE-F>	3 WRVC-F	3 WRVC-F>	3 WRVC-F>	3 WRVC-F>	3 WRVC-F>	3 WEMM-F	3			
4	4 WRVC-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	4 WTKZ	4 WKLC-F	4 WTKZ	4 WKLC-F	4			
5	5	5	5	5	5	5	5	5	5	5	5			

WOM 18-24 WOM 18-34 WOM 25-34 WOM 18-49 WOM 25-54

MEN 18-24 MEN 18-34 MEN 25-34 MEN 18-49 MEN 25-54

1 WKEE-F>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WKLC-F	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>
2 WTCR-AF>	2 WKEE-F>	2 WRVC-F	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>>	2 WKLC-F	2 WKLC-F	2 WKLC-F	2 WKLC-F	2 WRVC-F>
3 WRVC-F>	3 WRVC-F>	3 WKEE-F>	3 WRVC-F>	3 WRVC-F>	3 WTCR-AF	3 WKEE-F>	3 WRVC-F	3 WKEE-F>	3 WKEE-F>	3 WKLC-F
4 WKLC-F	4 WKLC-F	4 WKLC-F	4 WKLC-F	4	4	4 WRVC-F	4 WKEE-F	4 WRVC-F	4 WRVC-F	4 WKEE-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		56 (1)	56 (1)	17.4	21.5	WAEZ-F 106.3 Milton/Hntngtn	1.3/6.3/ 6/ 196
AOR/CLASSIC		26 (2)	26 (2)	8.1	9.1	WCHI-F 92.7 Ashland	0.8/4.3/ 4/ 122
AC/OLDIES/SOFT ROCK	5 (1)	46 (4)	51 (5)	15.8	16.8	WGOH 1370 Grayson	1.3/2.7/ 5/ 100
MOR/VARIETY					1.5	WGTR-F 101.5 Gallipolis	1.1/3.4/ 15/ 344
COUNTRY	12 (2)	144 (2)	156 (4)	48.4	41.2	WKEE 800 Huntington	1.3/5.7/ 5/ 176
BLACK/URBAN						WLGC-F 105.5 Grenup	1.1/5.3/ 14/ 214
BEAUTIFUL/EASY		5 (1)	5 (1)	1.6	1.8	WMLV-F 107.1 Greenup	1.3/3.4/ 5/ 89
NEWS/TALK	10 (1)		10 (1)	3.1			
NOSTALGIA		4 (1)	4 (1)	1.2			
RELIGION/GOSPEL		14 (1)	14 (1)	4.3	6.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					1.8		
	27 (4)	295 (12)	322 (16)				

RADIO STATIONS

WKEE	, 800, 5 KW/185 W (DA-2),	Oldies	UNIULT CNN, \$12.00	(Durpetti)	Adventure
WTKZ	, 1420, 5 KW/500 W (DA-N),	--- See WTCR-F			
WTKZ	, 930, 5 KW/1 KW	Talk	NBC, \$11.00	(Banner)	
WAEZ-F,	106.3, 300 W @ 981	, Oldies	UNIULT MBS, \$10.00	(---)	(HILTON)
WEMM-F,	107.9, 50 KW @ 500	, Religion	, \$16.00	(---)	Mortenson
WKEE-F,	100.5, 53 KW @ 560	, CHR	ABC, \$40.00	(Durpetti)	Adventure
WRVC-F,	93.7, 100 KW @ 742	, AC	NBC, \$25.00	(Banner)	
WTCR-F,	103.3, 50 KW @ 492	, Country	ABC, \$50.00	(Katz)	CRB
WXVK-F,	97.1, 3 KW @ 328	, AC	, \$15.00	(---)	(COAL GROVE, OH)

WKLC -- See Charleston, WV

Miscellaneous: WRVC changes to WTKZ and from AC to Talk (Aug)...

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/335,800
 MSA Rank/Pop: 183/356,000
 ADI # 88 (w/Decatur)
 Average Person Ratings: 16.9
 Market TSL: 22.00 hours

Stations: 16/13
 Diaries: 778/432:1/54.7%
 Sample Target: 800
 % Below Line: 4.6
 % Not Listed: 15.4

1991 Revenue: \$9,800,000
 HM Inc.: \$31,600
 Retail \$: 2.9 Bill
 Pop per Station: 25,830
 #1 Biller: WDRM-AF \$3,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WDRM-F (C)	123/21.7	25.3	24.7	25.2	22.6	24.2	205/2284	1126/33.5	38.2	37.2	26.8	156	1358
2. WZYP-F (CHR)	70/12.4	12.9	13.5	17.6	17.2	14.1	113/1922	1145/34.1	34.3	37.3	16.0	93	1296
3. WRSA-F (EZ)	58/10.2	7.2	9.5	11.8	6.5	9.7	73/923	616/18.3	17.0	13.2	3.6	21	504
4. WTAK (AOR)	45/ 8.0	7.8	6.7	2.9	7.2	6.3	45/293	283/ 8.4	9.2	7.0	6.7	39	306
5. WAHR-F (SAC)	37/ 6.5	5.7	8.0	6.1	5.3	6.6	46/720	571/17.0	17.1	11.6	5.5	32	407
6. WEUP (B)	27/ 4.8	6.3	6.4	5.0	5.3	5.6	29/400	341/10.2	10.7	9.3	6.4	37	617
7. WENN-F (B)	22/ 3.9	3.0	2.9	4.0	2.9	3.5	34/490	310/ 9.2	6.3	8.6	7.4	43	591
8. WHVK-F (C)	19/ 3.4	1.3	2.2	4.2	5.5	2.8	27/461	280/ 8.3	8.6	14.5	1.5	9	247
9. WBHP (C)	18/ 3.2	2.4	3.8	5.0	6.0	3.6	20/339	319/ 9.5	9.7	11.3	5.3	31	403
10. WVNN (T)	17/ 3.0	1.3	1.4	2.0	1.9	1.9	18/307	285/ 8.5	6.9	5.1	1.4	8	119
11. WQLT-F (AC)	13/ 2.3	3.9	1.4	1.5	2.1	2.3	59/846	314/ 9.4	8.6	9.0	0.9	5	158
12. WNDA-F (REL)	12/ 2.1	1.8	1.0	2.0	1.0	1.7	12/213	195/ 5.8	4.0	4.7	1.7	10	205
13.													
14.													
15.													

12+ FM SHARE (METRO): 74.74% (358 of 479) (FAL 90: 73.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>
2	2 WZYP-F	2 WZYP-F	2 WTAK	2 WTAK	2 WRSA-F	2 WRSA-F<	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WENN-F
3	3 WTAK >	3 WTAK >	3 WZYP-F>	3 WZYP-F>	3	3 WZYP-F>	3 WRSA-F	3 WRSA-F>	3 WENN-F	3 WZYP-F
4	4 WAHR-F	4 WAHR-F	4 WAHR-F	4 WAHR-F	4	4 WTAK	4 WAHR-F	4 WTAK	4 WRSA-F>	4 WRSA-F
5	5	5	5	5	5	5 WAHR-F	5 WTAK	5	5 WAHR-F	5
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDRM-F>>	1 WDRM-F>	1 WDRM-F	1 WDRM-F>>	1 WDRM-F>>		1 WDRM-F>	1 WZYP-F	1 WTAK >>	1 WDRM-F	1 WDRM-F
2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WZYP-F	2 WZYP-F		2 WZYP-F>>	WTAK	2 WZYP-F>>	2 WTAK <	2 WTAK >
3 WENN-F>	3 WTAK	3 WTAK	3 WAHR-F	3 WAHR-F		3 WHVK-F	3 WDRM-F>>	3 WDRM-F	3 WZYP-F>>	3 WZYP-F>>
4 WEUP	4 WAHR-F	4 WAHR-F>>	4 WTAK	4 WRSA-F		4 WAHR-F>	4 WAHR-F	4 WAHR-F	4 WAHR-F	4 WAHR-F
5	5	5	5 WRSA-F	5 WTAK		5 WENN-F	5	5	5 WHVK-F	5 WRSA-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	15.0	19.8	WAJF 1490 Decatur	1.1/2.1/ 6/ 80
AOR/CLASSIC	45 (1)		45 (1)	9.4	8.9	WJRA 1310 Priceville	1.4/1.4/ 10/ 70
AC/OLDIES/SOFT ROCK	6 (1)	13 (1)	19 (2)	4.0	15.3		
MOR/VARIETY						WAPI-F 94.5 Birmingham	0.4/2.6/ 11/ 234
COUNTRY	26 (2)	144 (3)	170 (5)	35.5	32.9	WQSB-F 105.1 Albertville	0.4/1.8/ 43/ 425
BLACK/URBAN	27 (1)	22 (1)	49 (2)	10.2	9.3		
BEAUTIFUL/EASY		95 (2)	95 (2)	19.8	7.4		
NEWS/TALK	17 (1)		17 (1)	3.5	2.1		
NOSTALGIA							
RELIGION/GOSPEL		12 (1)	12 (1)	2.5	2.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/DITHERS					1.7		
	121 (6)	358 (10)	479 (16)				

RADIO STATIONS

WBHP, 1230, 1 KW	COUNTRY	ABC, \$ 29.00 (Kat2)
WDKT, 1360, 1 KW/128 W	BLACK	\$ 12.00 (---)
WEUP, 1600, 5 KW/500 W (DA-N)	BLACK	SBN, \$ 12.00 (---)
WTAK, 1000, 10 KW (DAYS,DA)	AOR	\$ 16.00 (Regional)
WVNN, 770, 10 KW/250 W (DA-N)	TALK	ABC BRN, \$ (Christa`)
		(ATHENS)
WAHR-F, 99.1, 100 KW @ 985, AC		NBC, \$ 27.00 (Torbet)
WDRM-F, 102.1, 100 KW @ 727, COUNTRY		\$ 53.00 (HNWH)
WHVK-F, 93.3, 100 KW @ 981, AOR		ABC, \$ 15.00 (Christal)
WNDA-F, 95.1, 50 KW @ 110, RELIGION		\$ 11.00 (---)
WQLT-F, 107.3, 100 KW @ 1000, AC/OLDIES		ABC, \$ 13.00 (Torbet)
WRSA-F, 96.9, 100 KW @ 994, EZ		CBS, \$ 20.00 (---)
WZYP-F, 104.3, 100 KW @ 1118, CHR		ABC, \$ 50.00 (Christal)
		(ATHENS)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,035,500
 MSA Rank/Pop: 40/1,260,000
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 23/20
 Diaries: 1660/624:1/55.7%
 Sample Target: 1650
 % Below Line: 2.1
 % Not Listed: 8.4

1991 Revenue: \$47,000,000
 HH Inc.: \$32,434
 Retail \$: 11.0 Bil
 Pop per Station: 51,775
 #1 Biller: WFBQ-F \$10,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F (AOR)	261/15.0	12.1	13.4	10.6	10.2	12.8	455/5079	2737/26.4	25.9	22.6	13.9	226	2723	WFBQ-F
2. WIBC (FS)	216/12.4	11.5	14.9	13.4	13.1	13.0	237/2996	2551/24.6	24.2	25.1	13.5	219	2490	WIBC
3. WFMS-F (C)	188/10.8	12.4	11.0	13.1	13.3	11.8	264/3362	2271/21.9	21.6	23.6	13.2	214	2520	WFMS-F
4. WZPL-F (CHR)	178/10.2	9.8	10.4	11.6	10.4	10.5	253/3776	2511/24.2	24.9	24.5	12.5	203	2776	WZPL-F
5. WENS-F (AC)	116/ 6.7	6.9	7.4	8.0	7.8	7.3	148/2510	1847/17.8	20.0	19.9	7.5	122	1704	WENS-F
6. WTLC-F (B)	115/ 6.6	8.2	7.4	9.2	8.1	7.8	125/1366	1267/12.2	13.0	12.7	9.0	147	1763	WTLC-F
7. WTPI-F (SAC)	97/ 5.6	6.5	6.3	7.3	6.3	6.4	125/1740	1255/12.1	13.3	14.3	4.8	78	1046	WTPI-F
8. WKLR-F (O)	83/ 4.8	7.2	5.9	5.5	5.5	5.8	139/2489	1498/14.5	15.1	15.4	3.4	56	894	WKLR-F
9. WTUX (BB)	77/ 4.4	3.5	3.8	3.0	3.2	3.7	89/998	799/ 7.7	6.3	5.8	1.8	29	495	WTUX
WFXF-F (CL AOR)	77/ 4.4	5.1	4.7	4.1	5.8	4.6	104/1870	1336/12.9	12.8	15.2	6.1	100	1533	WFXF-F
11. WHHH-F (CHR)	39/ 2.2	---	---	---	---	0.6	39/472	453/ 4.4	0.0	0.0				WHHH-F
12. WNDE (T)	34/ 2.0	1.5	1.5	1.5	1.3	1.6	51/863	699/ 6.8	5.3	4.9	1.6	26	481	WNDE
13.														
14.														
15.														

12+ FM SHARE (METRO): 77.13% (1231 of 1596) (FAL 90: 80.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WIBC >	1 WFBQ-F>	1 WFBQ-F	1 WFBQ-F	1 WZPL-F>	1 WIBC >>
2 WTLC-F>	2 WZPL-F>	2 WZPL-F	2 WFMS-F	2 WFMS-F	2 WFMS-F>	2 WIBC >	2 WFMS-F	2 WZPL-F<	2 WFBQ-F	2 WTLC-F >
3 WFBQ-F	3 WFMS-F	3 WFMS-F	3 WENS-F	3 WENS-F	3 WTUX <	3 WFMS-F	3 WIBC	3 WIBC	3 WFMS-F	3 WFBQ-F
WENS-F	4 WENS-F	4 WENS-F>	4 WZPL-F	4 WIBC <	4 WTPI-F	4 WZPL-F>	4 WENS-F	4 WZPL-F>	4 WTLC-F<	4 WFMS-F
5	5 WFXF-F	5 WTLC-F	5 WKLR-F	5 WZPL-F<	5 WFBQ-F	5 WTLC-F<	5 WZPL-F	5 WZPL-F	5 WIBC	5 WZPL-F
6	6 WTLC-F	6 WFXF-F<	6 WIBC	6 WKLR-F	6 WKLR-F	6 WTPI-F	6 WTPI-F	6 WTLC-F	6 WENS-F	6
7	7	7 WKLR-F	7 WTLC-F<	7 WTPI-F	7 WTLC-F	7 WTUX	7 WTPI-F	7	7	7
8	8	8	8 WTPI-F	8 WTLC-F	8 WENS-F	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F>>	1 WZPL-F	1 WFBQ-F	1 WZPL-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>
2 WFBQ-F>	2 WFBQ-F>	2 WFMS-F	2 WFBQ-F	2 WENS-F	2 WFMS-F	2 WZPL-F<	2 WZPL-F	2 WFMS-F	2 WIBC
3 WENS-F	3 WENS-F	3 WENS-F	3 WENS-F	3 WFBQ-F	3 WZPL-F	3 WFXF-F	3 WFXF-F	3 WFXF-F<	3 WFBQ-F
4 WTLC-F	4 WFMS-F	4 WZPL-F	4 WFMS-F>	4 WZPL-F	4 WFXF-F>	4 WFMS-F	4 WNDE	4 WZPL-F	4 WKLR-F
5	5 WFXF-F	5 WTLC-F>	5 WTLC-F	5 WTPI-F	5 WENS-F>	5	5 WTLC-F	5 WIBC <	5 WFXF-F<
6	6 WFMS-F	6 WFXF-F	6 WTPI-F	6 WTPI-F	6 WTLC-F	6	6 WIBC	6 WKLR-F	6 WZPL-F
7	7 WFXF-F	7 WTPI-F	7 WFXF-F	7 WKLR-F	7	7	7 WHHH-F	7 WENS-F	7 WTPI-F
8	8	8	8	8 WIBC	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		217 (2)	217 (2)	13.6	14.9	WBRI 1500 Indianapolis	0.5/1.4/ 9/ 153		
AOR/CLASSIC	5 (1)	358 (3)	363 (4)	22.7	15.5	WCBK-F 102.3 Martinsville	0.3/1.4/ 8/ 230		
AC/OLDIES/SOFT ROCK		199 (2)	199 (2)	12.5	24.2	WFXF 1430 Indianapolis	0.3/2.0/ 9/ 255		
MOR/VARIETY	225 (2)		225 (2)	14.1	12.5	WPZZ-F 95.9 Franklin/Indy	0.5/2.1/ 8/ 224		
COUNTRY		194 (2)	194 (2)	12.2	13.2	WSYW 810 Indianapolis	0.4/2.3/ 7/ 242		
BLACK/URBAN		115 (1)	115 (1)	7.2	9.8	WSYW-F 107.1 Danville/Indy	0.9/3.1/ 16/ 339		
BEAUTIFUL/EASY		97 (1)	97 (1)	6.1	1.1	WTTS-F 92.3 Bloomington	1.1/4.5/ 46/ 914		
NEWS/TALK	34 (1)		34 (1)	2.1	2.1	WXLW 950 Anderson	0.5/2.1/ 9/ 305		
NOSTALGIA	77 (1)		77 (1)	4.8	3.8				
RELIGION/GOSPEL	17 (2)	8 (1)	25 (3)	1.6	1.7	WKKG-F 101.5 Columbus	1.2/2.7/113/1208		
SPANISH						WLW 700 Cincinnati	0.5/1.8/ 40/ 578		
CLASSICAL	7 (1)	15 (1)	22 (2)	1.4	1.4	WRZQ-F 107.3 Greensburg/C1mb	0.4/0.6/ 7/ 153		
JAZZ/NEW AGE									
UNKNOWN/OTHERS		28 (2)	28 (2)	1.8					
	365 (8)	1231 (15)	1596 (23)						

INDIANAPOLIS

RADIO STATIONS

WBRI, 1500, 5 KW (DAYS, DA) , RELIGION		, \$ 20.00 (---)	
WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE	NBC TALKNT,	\$ 140.00 (Durpetti)	Sconnix
WNDE, 1260, 5 KW (DA-N) , TALK	MBS,	\$ 34.00 (Katz)	Great American
WNDS, 1590, 5 KW/500 W (DA-2), RELIGION		, \$ 22.00 (---)	
WSYW, 810, 250 W (DAYS) , RAP	UPI ABC,	\$ 15.00 (CMBS)	Universal
WTUX, 1310, 5 KW/1 KW (DA-2) , NOSTALGIA	CBS UNISUP,	\$ 30.00 (MMR)	Panache
WXTZ, 1430, 1 KW (DA-N) , EZ	ABC UNISUP,	\$ 30.00 (Christal)	WIN/ML
WENS-F 97.1, 23 KW @ 739, AC		, \$ 100.00 (McGuild)	Emmis
WFBQ-F, 94.7, 41 KW @ 900, AOR	SOURCE,	\$ 160.00 (Katz)	Broadcast Alchemy
WFMS-F, 95.5, 13 KW @ 990, COUNTRY		, \$ 115.00 (Eastman)	Susquehanna
WKLR-F, 93.1, 12 KW @ 1022, OLDIES		, \$ 107.00 (Durpetti)	Sconnix
WFXF-F, 103.3, 18 KW @ 840, CL AOR	ABC,	\$ 49.00 (Banner)	ML/WIN
WPZZ-F, 95.9, 3 KW @ 300, GOSPEL	SBN NBN,	\$ 17.00 (Regional)	willis (FRANKLIN)
WSYW-F, 107.1, 1 KW @ 604, CLASSICAL	UPI,	\$ 25.00 (CMBS)	Universal (DANVILLE)
WTLC-F, 105.7, 50 KW @ 450, BLACK		, \$ 58.00 (MMR)	Panache
WTPI-F, 107.9, 22 KW @ 762, SOFT AC		, \$ 58.00 (Torbet)	Mystar
WXIR-F, 96.3, 3 KW @ 290, RELIGION		, \$ 15.00 (---)	(PLAINFIELD)
WZPL-F, 99.5, 13 KW @ 990, CHR	APR,	\$ 88.00 (HNWH)	Booth
WTTS-F, 92.3, 37 KW @ 1090, CHR		, \$ 34.00 (Banner)	Sarkes Tarzian (BLOOMINGTON)
WHHH-F, 96.3, 0.6 KW @ 667, CHR		, \$ 16.00 (---)	
Miscellaneous: WFBQ-F From Great American to Broadcast Alchemy for \$33,000,000 (e) (Hahlman/Jorgenson, Chapin)...			

JACKSON

Arbitron Rank/Pop (12+): 116/323,200
 MSA Rank/Pop: 119/406,000
 ADI # 89
 Average Person Ratings: 17.4
 Market TSL: 22.75 hours

Stations: 21/21
 Diaries: 792/408:1/47.7%
 Sample Target: 800
 % Below Line: 0.0
 % Not Listed: 21.7

1991 Revenue: \$12,100,000
 HH Inc.: \$28,902
 Retail \$: 3.0 Bill
 Pop per Station: 15,390
 #1 Biller: WMSI-F \$3,600,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
		91	SPG 91	WIN 91	FAL 90	90								
1. WMSI-F (C)	109/19.4	16.1	18.2	16.9	17.5	17.6	183/2076	977/30.2	31.5	28.7	16.8	97	1064	WMSI-F
2. WKXI-F (B)	45/ 8.0	9.5	4.6	2.5	2.4	6.2	86/978	611/18.9	13.9	8.1	11.8	68	822	WKXI-F
3. WJMI-F (B)	42/ 7.5	12.6	11.6	14.2	15.1	11.5	95/1267	584/18.1	23.5	22.6	12.8	74	1079	WJMI-F
4. WJDX-F (AC)	40/ 7.1	4.3	4.3	3.2	3.1	4.7	65/1011	599/18.5	13.9	14.0	5.4	31	516	WJDX-F
5. WSTZ-F (CL ADR)	34/ 6.0	6.7	4.8	8.5	7.3	6.5	51/659	410/12.7	12.0	12.8	9.2	53	536	WSTZ-F
6. WOAD (G/B)	32/ 5.7	11.1	9.7	7.7	7.5	8.6	32/437	430/13.3	15.1	15.7	3.3	19	319	WOAD
7. WTYX-F (O)	23/ 4.1	4.5	5.6	3.8	4.4	4.5	33/792	499/15.4	16.4	16.8	5.4	31	438	WTYX-F
WLIN-F (SAC)	23/ 4.1	2.4	4.9	3.4	3.2	3.7	26/368	289/ 8.9	11.5	9.2	2.6	15	198	WLIN-F
9. WOHT-F (CHR)	21/ 3.7	3.3	5.6	4.5	5.4	4.3	34/800	488/15.1	16.9	14.7	4.0	23	601	WOHT-F
10. WSLI (T)	13/ 2.3	2.2	2.0	2.3	1.4	2.2	14/282	265/ 8.2	7.6	5.3	1.6	9	167	WSLI
11. WJNT (T)	12/ 2.1	1.2	1.7	1.3	3.2	1.6	16/247	198/ 6.1	6.4	7.4	1.2	7	223	WJNT
12. WKXI (B)	10/ 1.8	0.9	3.1	4.5	5.4	2.6	13/211	191/ 5.9	9.2	15.7	1.4	8	174	WKXI
13.														
14.														
15.														

12+ FM SHARE (METRO): 81.82% (360 of 440) (FAL 90: 73.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WJMI-F	1 WMSI-F>	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>
2 WOHT-F	2 WKXI-F<	2 WKXI-F	2 WSTZ-F	2 WSTZ-F	2 WOAD <	2 WJMI-F<	2 WJDX-F	2 WJMI-F	2 WJMI-F	2 WKXI-F
3 WKXI-F>	3 WSTZ-F	3 WSTZ-F	3 WKXI-F	3 WKXI-F	3 WJDX-F	3 WJDX-F	3 WSTZ-F	3 WJDX-F	3 WJDX-F	3 WJMI-F
4 WMSI-F	WJMI-F>	4 WJMI-F	4 WJDX-F	4 WJDX-F	4 WOAD <	4 WJMI-F	4 WKXI-F	4 WOHT-F	4 WOHT-F	4 WOAD
5	5 WJDX-F	5 WJDX-F	5 WTYX-F	5 WTYX-F	5 WTYX-F	5 WKXI-F	5 WLIN-F<	5 WSTZ-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMSI-F	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WMSI-F>>	1 WJMI-F>	1 WSTZ-F	1 WSTZ-F	1 WMSI-F<	1 WMSI-F
2 WJMI-F	2 WJMI-F	2 WSTZ-F	2 WKXI-F	2 WKXI-F	2 WSTZ-F	2 WKXI-F	2 WMSI-F	2 WSTZ-F>	2 WSTZ-F
3 WKXI-F>	3 WKXI-F>	3 WKXI-F	3 WJMI-F	3 WJDX-F	3 WKXI-F	3 WMSI-F	3 WKXI-F	3 WKXI-F>	3 WJDX-F
4 WJDX-F	4 WSTZ-F	WJMI-F	4 WJDX-F>	4 WOAD	4 WOHT-F	4 WJMI-F>	4 WJDX-F>	4 WJDX-F	4 WKXI-F>
5 WSTZ-F	5 WJDX-F	5 WOAD	5 WSTZ-F	5 WTYX-F	WMSI-F	5 WJDX-F	5 WOHT-F	5 WJMI-F	5 WTYX-F
WOHT-F		WJDX-F		WJMI-F	WIIN-F		WJMI-F		

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP AOR/CLASSIC		21 (1)	21 (1)	4.8	6.5	WHJT-F 93.5	Clinton/Jackson 1.1/4.3/ 10/ 175
AC/OLDIES/SOFT ROCK	1 (1)	34 (1)	34 (1)	7.7	8.7	WIIN-F 98.7	Vicksburg 1.1/5.3/ 9/ 291
MOR/VARIETY		63 (2)	64 (3)	14.5	13.4	WJDS 620	Jackson 0.2/2.3/ 1/ 86
COUNTRY		115 (2)	115 (2)	26.1	21.3	WMGO 1370	Canton 1.1/2.3/ 6/ 73
BLACK/URBAN	10 (1)	87 (2)	97 (3)	22.0	24.6	WOAD-F 92.9	Utica/Jackson 1.4/4.1/ 8/ 142
BEAUTIFUL/EASY		23 (1)	23 (1)	5.2	3.9	WONG 1150	Canton 0.4/1.3/ 2/ 42
NEWS/TALK	25 (2)		25 (2)	5.7	6.3	WZRX 1590	Jackson 0.5/2.0/ 3/ 64
NOSTALGIA	3 (1)		3 (1)	0.7	0.6		
RELIGION/GOSPEL	33 (2)	17 (3)	50 (5)	11.4	12.2		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	8 (2)		8 (2)	1.8	2.4		
	80 (9)	360 (12)	440 (21)				

RADIO STATIONS

WJDS , 620, 5 KW/1 KW (DA-N),	Soft AC	ABC MBS, \$15.00	(Mc-Guild)	Capstar
WJNT , 1180, 50 KW/5 KW (DA-2),	Talk	APR, \$14.00	(---)	
WKXI , 1300, 5 KW/1 KW	Black	UNISUP SBN, \$16.00	(Banner)	Opus
WOAD , 1400, 1 KW	Gospel/Black	ABC, \$15.00	(Durpetti)	Holt
WSLI , 930, 5 KW (DA-N)	Talk	TALKNT MBS, \$ NA	(Eastman)	
WJMI-F, 99.7, 98 KW @ 1060	Black	ABC CBS, \$45.00	(Ourpetti)	Holt
WLIN-F, 101.7, 3 KW @ 300	EZ	UNIULT, \$15.00	(Regional)	(GLUCKSTADT)
WKXI-F, 107.5, 100 KW @ 951	Black	, \$15.00	(Eastman)	(MAGEE)
WMSI-F, 102.9, 100 KW @ 1800	Country	ABC, \$70.00	(Mc-Guild)	Capstar
WOHT-F, 95.5, 100 KW @ 1058	CHR	UNIPWR, \$23.00	(HNWH)	Jenna
WJDX-F, 96.3, 100 KW @ 1415	AC	, \$32.00	(---)	Spur
WSTZ-F, 106.7, 100 KW @ 1064	ADR	UNISUP, \$33.00	(HNWH)	Lewis (VICKSBURG)
WTYX-F, 94.7, 100 KW @ 1117	Oldies	ABC, \$44.00	(Banner)	Opus

JACKSONVILLE

Arbitron Rank/Pop (12+): 50/791,600
 MSA Rank/Pop: 57/947,000
 Average Person Ratings: 15.5
 Market TSL: 20.75 hours

Stations: 27/25
 Diaries: 1193/794:1/44.8%
 Sample Target: 1200
 % Below Line: 0.8
 % Not Listed: 17.0

1991 Revenue: \$24,200,000
 HH Inc.: \$31,680
 Retail \$: 7.5 Bil
 Pop per Station: 31,664
 #1 Biller: WAPE-F \$4,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WQIK-F (C)	146/11.9	10.4	13.7	11.4	11.3	11.8	193/2316	1797/22.7	23.1	20.5	11.9	149	1827	WQIK-F
2. WAPE-F (CHR)	143/11.7	9.6	10.2	9.5	11.3	10.3	161/2338	2090/26.4	26.6	24.3	9.7	122	1980	WAPE-F
3. WEJZ-F (SAC)	120/ 9.8	7.4	6.5	6.4	8.1	7.5	127/1800	1565/19.8	18.7	19.1	4.9	62	929	WEJZ-F
4. WFYV-F (AOR)	101/ 8.2	8.1	7.2	9.5	7.7	8.3	106/1340	1201/15.2	15.9	15.6	9.6	120	1410	WFYV-F
5. WKQL-F (O)	82/ 6.7	6.6	6.3	4.5	7.6	6.0	87/1258	1163/14.7	15.8	17.8	4.0	50	1018	WKQL-F
6. WROO-F (C)	66/ 5.4	5.7	5.0	5.7	4.6	5.4	72/1222	1053/13.3	12.8	9.1	7.3	91	998	WROO-F
7. WHJX-F (B)	62/ 5.1	7.6	5.9	7.4	6.5	6.5	84/1034	832/10.5	11.7	11.5	10.7	134	1420	WHJX-F
8. WIVY-F (AC)	59/ 4.8	7.0	7.1	5.4	5.6	6.1	61/1228	1120/14.1	18.2	14.9	4.5	57	1233	WIVY-F
9. WOKV (N/T)	45/ 3.7	3.2	3.5	4.5	4.1	3.7	47/904	859/10.9	8.4	10.0	3.9	49	649	WOKV
10. WAIA-F (AOR)	38/ 3.1	3.1	2.8	1.9	0.5	2.7	38/763	717/ 9.1	8.2	1.7	6.0	75	886	WAIA-F
11. WJBT-F (B)	20/ 1.6	1.4	3.4	3.1	2.9	2.4	20/535	530/ 6.7	8.0	6.6	0.7	9	129	WJBT-F
WCGL (G)	20/ 1.6	1.5	2.1	2.8	2.5	2.0	20/278	278/ 3.5	3.6	4.3	1.0	12	192	WCGL
13. WOKV-F (N/T)	18/ 1.5	1.1	0.3	0.8	1.5	0.9	19/453	395/ 5.0	2.0	5.9	1.0	13	335	WOKV-F

12+ FM SHARE (METRO): 86.04% (875 of 1017) (FAL 90: 82.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WFYV-F	1 WAPE-F<	1 WQIK-F<	1 WQIK-F<	1 WQIK-F>	1 WQIK-F	1 WEJZ-F	1 WQIK-F<	1 WAPE-F	1 WQIK-F>>
2 WHJX-F>	2 WAPE-F>	2 WFYV-F	2 WEJZ-F	2 WEJZ-F>	2 WEJZ-F	2 WAPE-F>	2 WQIK-F<	2 WEJZ-F	2 WFYV-F	2 WAPE-F<
3 WQIK-F	3 WEJZ-F	3 WQIK-F<	3 WFYV-F	3 WKQL-F	3 WKQL-F	3 WEJZ-F	3 WAPE-F	3 WAPE-F	3 WQIK-F	3 WFYV-F
4	4 WQIK-F	4 WEJZ-F>	4 WKQL-F<	4 WFYV-F<	4	4 WFYV-F<	4 WFYV-F<	4 WFYV-F>	4 WEJZ-F	4 WROO-F
5	5 WHJX-F	5 WKQL-F	5 WAPE-F	5 WAPE-F	5	5 WKQL-F	5 WKQL-F	5 WKQL-F	5 WHJX-F	5
6	6 WROO-F	6 WIVY-F<	6 WIVY-F<	6 WIVY-F	6	6 WROO-F	6 WIVY-F<	6	6	6
7	7 WIVY-F	7 WROO-F	7 WROO-F	7 WROO-F	7	7 WOKV	7	7	7	7
8	8 WAIA-F	8 WHJX-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>>	1 WAPE-F>>	1 WAPE-F	1 WAPE-F>	1 WEJZ-F	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>	1 WFYV-F>	1 WQIK-F
2 WHJX-F	2 WEJZ-F	2 WIVY-F	2 WEJZ-F	2 WAPE-F	2 WAPE-F	2 WQIK-F	2 WEJZ-F	2 WQIK-F>	2 WFYV-F
3 WFYV-F	3 WIVY-F	3 WEJZ-F	3 WQIK-F	3 WQIK-F	3 WHJX-F	3 WEJZ-F	3 WQIK-F	3 WEJZ-F	3 WEJZ-F>
4 WEJZ-F	4 WHJX-F	4 WQIK-F	4 WKQL-F	4 WKQL-F	4 WQIK-F	4 WAPE-F	4 WAIA-F	4 WAPE-F<	4 WKQL-F
5 WROO-F	5 WROO-F	5 WROO-F	5 WIVY-F	5 WIVY-F	5 WMMZ-F	5 WAIA-F	5 WROO-F	5 WKQL-F	5 WROO-F
6 WQIK-F	6 WQIK-F	6 WHJX-F	6 WROO-F	6 WROO-F	6 WAIA-F	6 WHJX-F	6 WAPE-F	6 WAIA-F	6 WIVY-F
7 WIVY-F	7 WFYV-F	7 WKQL-F	7 WHJX-F	7	7	7	7 WHJX-F	7 WROO-F	7
8	8	8	8	8	8	8	8 WIVY-F	8	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		147 (2)	147 (2)	14.5	14.9	WACC 1420 St. Augustine	0.4/0.9/ 5/ 87
AOR/CLASSIC		139 (2)	139 (2)	13.7	9.8	WFCY 1240 St. Augustine	0.3/1.1/ 4/ 87
AC/OLDIES/SOFT ROCK		151 (4)	151 (4)	14.8	28.7	WJAX 1220 Jacksonville	0.3/1.2/ 5/ 105
MOR/VARIETY						WJXR-F 92.1 Macclenny	0.5/1.3/ 8/ 112
COUNTRY	4 (1)	218 (3)	222 (4)	21.8	19.1	WNZS 930 Jacksonville	0.4/2.0/ 5/ 156
BLACK/URBAN	7 (1)	82 (2)	89 (3)	8.8	14.3	WPCQ 690 Jacksonville	1.2/4.5/ 15/ 363
BEAUTIFUL/EASY		120 (1)	120 (1)	11.8		WQIK 1320 Jacksonville	0.3/2.2/ 5/ 187
NEWS/TALK	65 (3)	18 (1)	83 (4)	8.2	6.1	WRCS 1050 Jacksonville	0.9/1.5/ 11/ 119
NOSTALGIA	4 (1)		4 (1)	0.4		WSCS-F 105.5 St. Augustine	0.3/1.6/ 4/ 139
RELIGION/GOSPEL	53 (4)		53 (4)	5.2	5.2	WSVE 1280 Jacksonville	1.4/3.5/ 17/ 276
SPANISH						WVOJ 970 Jacksonville	0.4/1.0/ 5/ 77
CLASSICAL						WZAZ 1400 Jacksonville	0.6/2.0/ 7/ 160
JAZZ/NEW AGE							
UNKNOWN/OTHERS	9 (2)		9 (2)	0.9	1.8	WMMZ-F 93.7 Ocala	0.5/1.2/ 11/ 195
	142 (12)	875 (15)	1017 (27)			WNFI-F 99.9 Palatka	0.3/2.3/ 21/ 351

RADIO STATIONS

WCGL , 1360, 5 KW (DAYS)	Gospel	SBN, \$ 15.00	(K & P)
WOKV , 600, 5 KW (DA-N)	News/Talk	ABC CBS, \$ 25.00	(HMR) EZ
WSVE , 1280, 5 KW (DAYS)	Gospel	NBN UNIPWR, \$ 13.00	(Republican)
WZAZ , 1400, 1 KW	Black	CBS, \$ 14.00	(K & P)
WAIA-F, 93.3, 50 KW @ 500	Classic AOR	\$ 20.00	(---) (ST. MARY)
WAPE-F, 95.1, 100 KW @ 984	CHR	\$ 100.00	(HNWH) Evergreen
WROO-F, 107.3, 100 KW @ 705	Country	\$ 46.00	(Banner) Paxson
WEJZ-F, 96.1, 100 KW @ 984	Soft AC	UNISUP, \$ 47.00	(Katz) Renda
WFYV-F, 104.5, 100 KW @ 1014	AOR	NBC, \$ 74.00	(Christal) Metroplex
WHJX-F, 101.5, 100 KW @ 1863	Black	ABC, \$ 30.00	(Durpetti) (BRUNSWICK, GA)
WOKV-F, 100.7, 36 KW @ 1463	News/Talk	ABC, \$ 36.00	(---) Osborn (BRUNSWICK, GA)
WIVY-F, 102.9, 100 KW @ 1014	AC	APR, \$ 62.00	(Durpetti) Taylor
WKQL-F, 96.9, 100 KW @ 1013	Oldies	\$ 70.00	(HMR) EZ
WQIK-F, 99.1, 100 KW @ 1014	Country	ABC, \$ 98.00	(Eastman) Jacor
WJBT-F, 92.7, 1.3 KW @ 497	Black	CBS, \$ 21.00	(K & P) (GREEN COVE SPGS)

Miscellaneous: WZAZ AF Sold out of bankruptcy for \$2,025,000... WRXJ Sold to Paxson for \$435,000... WCRJ-F changes to WROO-F (Dec)... WZAZ-F changes to WJBT-F (Nov)...

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 94/374,000
 MSA Rank/Pop: 109/454,000
 ADI # 85
 Average Person Ratings: 14.7
 Market TSL: 19.75 hours

Stations: 26/20
 Diaries: 834/448:1/54.9%
 Sample Target: 860
 % Below Line: 9.4
 % Not Listed: 14.2

1991 Revenue: \$9,600,000
 HH Inc.: \$27,034
 Retail \$: 2.6 B11
 Pop per Station: 18,700
 #1 Biller: WXBQ-F \$1,950,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WXBQ-F (C)	137/24.9	20.9	22.7	19.3	17.9	22.0	187/2298	1549/41.4	40.0	34.0	25.9	147	1515	WXBQ-F
2. WQUT-F (CHR)	82/14.9	21.1	18.0	20.0	16.5	18.5	117/1720	1175/31.4	34.6	34.0	24.8	141	1393	WQUT-F
3. WTFM-F (AC)	73/13.2	10.9	14.2	11.9	18.4	12.5	98/1596	1051/28.1	31.6	30.9	10.4	59	1029	WTFM-F
4. WUSJ-F (C)	31/ 5.6	4.4	5.9	6.6	5.1	5.6	32/513	440/11.8	11.8	11.3	3.2	18	339	WUSJ-F
5. WIMZ-F (AOR)	23/ 4.2	4.4	4.3	3.8	4.1	4.2	42/676	334/ 8.9	9.8	9.1	6.5	37	382	WIMZ-F
6. WJCW-AA (FS)	21/ 3.8	5.1	4.3	6.0	3.6	4.8	24/461	436/11.7	11.2	10.0	3.9	20	445	WJCW-AA
7. WIVK-F (C)	13/ 2.4	1.1	2.1	1.8	1.9	1.9	71/836	213/ 5.7	4.4	4.4	1.6	9	196	WIVK-F
WKOS-F (O)	13/ 2.4	2.0	2.9	2.1	1.9	2.3	14/347	299/ 8.0	8.1	6.8	3.2	18	273	WKOS-F
9. WKPT (EZ)	12/ 2.2	2.0	2.1	2.5	2.2	2.2	13/284	265/ 7.1	6.7	6.7	1.2	7	253	WKPT

12+ FM SHARE (METRO): 84.14% (398 of 473) (FAL 90: 79.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F	1 WXBQ-F	1 WXBQ-F>	1 WXBQ-F>	1 WXBQ-F>>	1 WXBQ-F>	1 WXBQ-F>	1 WXBQ-F>	1 WXBQ-F	1 WXBQ-F>
2 WTFM-F	2 WXBQ-F>	2 WQUT-F	2 WTFM-F<	2 WTFM-F	2 WTFM-F>	2 WQUT-F<	2 WTFM-F	2 WQUT-F>	2 WQUT-F>	2 WQUT-F
3 WXBQ-F	3 WTFM-F>	3 WTFM-F	3 WQUT-F	3 WQUT-F>	3 WUSJ-F	3 WTFM-F>>	3 WQUT-F>	3 WTFM-F	3 WIMZ-F	3
4	4 WIMZ-F	4	4	4 WUSJ-F	4 WJCW-AA	4 WJCW-AA	4 WUSJ-F	4	4 WTFM-F	4
5	5	5	5	5	5 WQUT-F	5 WUSJ-F	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>>	1 WXBQ-F	1 WXBQ-F>>	1 WXBQ-F>	1 WXBQ-F>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F	1 WXBQ-F
2 WXBQ-F	2 WQUT-F	2 WTFM-F	2 WTFM-F	2 WTFM-F>>	2 WIMZ-F	2 WXBQ-F	2 WXBQ-F	2 WXBQ-F>	2 WQUT-F>
3 WTFM-F>>	3 WTFM-F	3 WQUT-F>>	3 WQUT-F	3 WQUT-F>	WXBQ-F>>	3 WIMZ-F>	3 WIMZ-F	3 WIMZ-F	3 WTFM-F>
4 WIMZ-F	4	4	4	4 WUSJ-F	4 WIVK-F	4 WTFM-F	4 WTFM-F	4 WTFM-F	4 WIMZ-F
5	5	5	5	5	5	5	5	5	5 WJCW-AA

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		90 (3)	90 (3)	19.0	21.6	WBBI 1230 Abingdon	0.7/1.7/ 4/ 81		
AOR/CLASSIC		23 (1)	23 (1)	4.9	4.6	WBEJ 1240 Elizabethhton	0.9/3.3/ 5/ 124		
AC/OLDIES/SOFT ROCK	11 (2)	89 (3)	100 (5)	21.1	24.9	WENB 1420 Erwin	0.5/1.2/ 3/ 45		
MOR/VARIETY	21 (2)		21 (2)	4.4		WETB 790 Johnson City	0.9/3.9/ 6/ 206		
COUNTRY	16 (4)	189 (4)	205 (8)	43.3	40.8	WEYE-F 104.3 Surgoinsville	0.2/2.1/ 1/ 89		
BLACK/URBAN						WFHG 980 Bristol	1.3/3.6/ 7/ 133		
BEAUTIFUL/EASY	12 (1)		12 (1)	2.5	2.5	WGAT 1050 Gate City	0.7/2.8/ 4/ 105		
NEWS/TALK						WIKQ-F 94.9 Greenville	0.5/3.9/ 6/ 267		
NOSTALGIA						WMCH 1260 Church Hill	0.7/1.9/ 4/ 75		
RELIGION/GOSPEL	15 (4)	6 (1)	21 (5)	4.4	5.2	WMEV-F 93.9 Marton	1.5/4.2/ 36/ 472		
SPANISH						WRGS 1370 Rogersville	0.7/1.6/ 4/ 59		
CLASSICAL						WZAP 690 Bristol	0.7/2.1/ 6/ 147		
JAZZ/NEW AGE									
UNKNOWN/OTHERS		1 (1)	1 (1)	0.2	0.4	WFGW 1010 Blk Mountain	0.4/1.5/ 0/ 0		
	75 (13)	398 (13)	473 (26)			WKSF-F 99.9 Asheville	0.7/2.7/ 4/ 212		
						WMIT-F 106.9 Black Mountain	1.1/3.7/ 13/ 233		
						WOKI-F 100.3 Oak Ridge/Knoxv1	0.7/2.4/ 41/ 528		

RADIO STATIONS

WJCW	, 910, 5 KW/1 KW (DA-N)	, N/T/Full Service	CBS	MBS, \$18.00	(Katz)	Bloomington (JOHNSN CTY)
WKPT	, 1400, 1 KW	, EZ	ABC, \$13.00	(Eastman)	Home News (KINGSPORT)	
WFHG	, 980, 5 KW/1 KW (DA-N)	, Oldies	ABC SMN, \$12.00	(Mc-Guild)	Nininger (BRISTOL,VA)	
WQUT-F	, 101.5, 100 KW @ 1497	, CHR	CBS, \$48.00	(Katz)	Bloomington (JOHNSN CTY)	
WTFM-F	, 98.5, 100 KW @ 1260	, AC	ABC, \$38.00	(Eastman)	Home News (KINGSPORT)	
WUSJ-F	, 99.3, 3 KW @ 328	, Country	NBC, \$17.00	(Durpetti)	(ELIZABETHTOWN)	
WXBQ-F	, 96.9, 67 KW @ 2240	, Country	ABC, \$42.00	(Mc-Guild)	Nininger (BRISTOL, VA)	
WKOS-F	, 104.5, 1.4 KW @ 480	, Oldies	SMN, \$16.00	(Banner)	Bahakel (KINGSPORT)	
WIMZ-F	-- See Knoxville					

JOHNSTOWN

Arbitron Rank/Pop (12+): 158/201,100
 MSA Rank/Pop: 135/252,000
 ADI # 83 (w/Altoona)
 Average Person Ratings: 17.6
 Market TSL: 23.25 hours

Stations: 27/12
 Diaries: 666/302:1/61.6%
 Sample Target: 680
 % Below Line: 22.9
 % Not Listed: 15.0

1991 Revenue: \$4,700,000
 HH Inc.: \$23,464
 Retail \$: 1.4 Bil
 Pop per Station: 16,758
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WGLU-F (CHR)	50/14.1	13.1	14.4	15.2	----	----	51/698	604/30.0	29.6	28.4	17.5	58	602	WGLU-F
2. WKYE-F (AC)	35/ 9.9	12.9	10.8	12.6	----	----	38/696	532/26.5	24.5	26.3	8.7	29	324	WKYE-F
3. WYSN-F (EZ)	32/ 9.0	6.3	7.3	6.4	----	----	37/341	287/14.3	13.6	14.3	5.7	19	243	WYSN-F
4. WKQS-F (AC)	29/ 8.2	9.7	7.9	6.2	----	----	30/470	429/21.3	20.1	17.7	9.9	33	276	WKQS-F
5. WJAC (C)	22/ 6.2	5.1	5.0	5.4	----	----	27/435	335/16.7	16.6	17.4	4.5	15	230	WJAC
6. WDVE-F (AOR)	20/ 5.6	4.3	7.6	4.6	----	----	27/384	241/12.0	13.4	15.6	9.0	30	411	WDVE-F
7. WVSC-F (AC)	12/ 3.4	2.6	3.1	3.1	----	----	12/162	162/ 8.1	9.9	9.8	2.1	7	207	WVSC-F
8. WFGY-F (SAC)	11/ 3.1	3.1	1.8	1.8	----	----	55/689	214/10.6	8.2	4.8	6.9	23	206	WFGY-F
9. WVSC (C)	11/ 3.1	2.6	3.1	2.6	----	----	11/152	152/ 7.6	6.9	7.2	3.6	12	124	WVSC
10. WNTJ (N/T)	10/ 2.8	1.4	1.0	2.8	----	----	10/125	125/ 6.2	6.0	3.9	1.2	4	115	WNTJ
11. WIYQ-F (O)	9/ 2.5	2.3	5.0	6.2	----	----	9/226	208/10.3	9.4	13.0	1.8	6	154	WIYQ-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 82.72% (249 of 301) (FAL 90: 86.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGLU-F>>	1 WGLU-F	1 WGLU-F	1 WKYE-F	1 WKYE-F	1 WYSN-F>	1 WGLU-F	1 WKYE-F	1 WGLU-F	1 WGLU-F>>	1 WVSC-F>
2	2 WDVE-F	2 WKYE-F	2 WGLU-F	2 WKQS-F	2 WJAC	2 WKYE-F>	2 WYSN-F	2 WYSN-F	2 WYSN-F	2 WGLU-F>
3	3 WKYE-F>	3 WKQS-F	3 WKQS-F>	3 WKQS-F>	3 WKYE-F	3 WKQS-F	3 WGLU-F<	3 WKYE-F	3 WDVE-F	3 WNTJ
4	4 WKQS-F	4 WDVE-F	4 WDVE-F	4 WDVE-F	4 WKQS-F	4 WYSN-F	4 WKQS-F<	4 WKQS-F	4 WKQS-F	4 WJAC
5	5	5	5	5	5	5	5 WJAC	5	5 WJAC	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGLU-F>>	1 WGLU-F>	1 WKYE-F>>	1 WGLU-F	1 WKYE-F	1 WGLU-F	1 WDVE-F	1 WDVE-F>>	1 WDVE-F	1 WDVE-F>
2	2 WKYE-F>	2 WKQS-F	2 WKYE-F	2 WKQS-F	2 WDVE-F>>	2 WGLU-F>	2 WGLU-F	2 WGLU-F>	2 WKYE-F>
3	3 WKQS-F	3 WGLU-F>	3 WKQS-F	3 WGLU-F>>	3 WRRR-F	3 WKYE-F>	3 WKYE-F	3 WKYE-F	3 WGLU-F
4	4 WDVE-F	4 WDVE-F	4	4 WFRB-F	4 WKYE-F	4 WKQS-F	4 WBXQ-F	4 WKQS-F	4 WKQS-F
5	5	5	5	5	5 WKQS-F	5	5 WKQS-F	5	5

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		57 (3)	57 (3)	18.9	20.3	WADJ 1330 Somerset	0.6/1.8/ 2/ 37
AOR/CLASSIC		26 (2)	26 (2)	8.6	14.0	WBXC-F 94.3 Cresson	1.7/5.0/ 14/ 173
AC/OLDIES/SOFT ROCK		92 (6)	92 (6)	30.6	35.6	WKXU-F 105.7 Portage/Jhnstwn	0.6/2.0/ 2/ 69
MOR/VARIETY					7.3		
COUNTRY	37 (3)	15 (3)	52 (6)	17.3	8.6	WBZZ-F 93.7 Pittsburgh	1.4/6.4/ 12/ 290
BLACK/URBAN					0.6	WDSY-F 107.9 Pittsburgh	1.4/3.4/ 16/ 119
BEAUTIFUL/EASY		50 (3)	50 (3)	16.6	12.4	WFRB 560 Frostburg/Cumbr	1.1/2.7/ 4/ 54
NEWS/TALK	10 (1)		10 (1)	3.3		WFRB-F 105.3 Frostburg/Cmbr1	2.3/5.2/ 13/ 172
NOSTALGIA					1.3	WKGO-F 106.1 Cumberland	0.6/1.3/ 3/ 87
RELIGION/GOSPEL		2 (1)	2 (1)	0.7		WKMC 1370 Roaring Sprg	0.8/2.3/ 3/ 46
SPANISH						WLTV-F 92.9 Pittsburgh	2.0/6.1/ 7/ 148
CLASSICAL						WXP-F 100.7 N Kensington	0.8/3.2/ 7/ 206
JAZZ/NEW AGE						WORD-F 104.7 Pittsburgh	0.6/2.0/ 2/ 49
UNKNOWN/OTHERS	5 (2)	7 (3)	12 (5)	4.0		WDWQ-F 102.1 DuBois	0.6/3.0/ 12/ 315
	52 (6)	249 (21)	301 (27)			WPRR-F 100.1 Altoona	0.6/2.1/ 5/ 125
						WRRR-F 96.9 Braddock	0.8/2.6/ 10/ 137
						WWSW-F 94.5 Pittsburgh	1.1/4.7/ 7/ 201

RADIO STATIONS

WADJ, 1330, 5 KW/35W (DA-1), MOR	CNN, UNISUP, \$ 9.00 (Roslin)	(SOMERSET)
WCRC, 1230, 1 KW (DA-1), AC	SMM, ABC I, \$ 8.00 (Republic)	
WJAC, 850, 10 KW (DA-1), MOR/OLDIES	NBC, UNISUP, \$ 20.00 (McGuild)	
WKQS, 1490, 1 KW, TALK	CBS, \$ 12.00 (Banner)	
WVSC, 990, 10 KW/100W (DA-1), COUNTRY	ABC, \$ 7.00 (Regional)	(SOMERSET)
WBXQ-F, 94.3, .4 KW @ 958, CLASSIC AOR	ABC, \$ 17.00 (Roslin)	(CRESSON)
WGLU-F, 92.1, .3 KW @ 1000, CHR	SOURCE, \$ 27.00 (Christa!)	
WIYQ-F, 99.1, 50 KW @ 500, OLDIES	SMM, \$ 12.00 (Dome)	(EBENSBURG)
WKQS-F, 96.5, 50 KW @ 490, EZ	CBS, \$ 17.00 (Banner)	
WKYE-F, 95.5, 57 KW @ 1060, AC	UNISUP, UNIPWR, \$ 30.00 (McGuild)	
WVSC-F, 97.7, 3 KW @ 270, AC	ABC, UNISUP, \$ 8.00 (Regional)	(SOMERSET)
WYSN-F, 101.7, .7 KW @ 645, NOSTALGIA/EZ	CNN, UNISUP, \$ 11.00 (Roslin)	(CENTRAL CITY)

OTHER RANKED STATIONS: See Pittsburgh

KALAMAZOO

Arbitron Rank/Pop (12+): 162/187,000 Stations: 19/10 1991 Revenue: \$8,200,000
 Diaries: 679/275:1/52.7%
 MSA Rank/Pop: 191/221,000 Sample Target: 680 Retail \$: 1.8 B11
 ADI # 37 (w/Grand Rapids) % Below Line: 17.3 Pop per Station: 18,700
 Average Person Ratings: 16.0 % Not Listed: 21.3 #1 Biller: WKFR-F \$1,900,000
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WKFR-F (CHR)	37/12.3	13.8	15.0	18.3	19.9	----	71/1107	542/29.0	30.5	35.6	15.6	49	609	WKFR-F
2. WRKR-F (AOR)	35/11.7	13.1	14.3	14.9	11.4	----	62/773	493/26.4	25.3	24.0	16.5	52	561	WRKR-F
3. WNWN-F (C)	31/10.3	9.3	11.9	7.8	15.0	----	85/843	367/19.6	20.9	20.0	7.3	23	276	WNWN-F
4. WQLR-F (SAC)	27/ 9.0	9.0	5.8	8.1	7.2	----	38/468	320/17.1	15.8	16.0	4.1	13	218	WQLR-F
5. WKZO (FS)	22/ 7.3	10.7	8.8	8.8	7.2	----	38/637	380/20.3	26.3	23.6	8.9	28	507	WKZO
6. WUBU-F (B)	16/ 5.3	2.8	----	----	----	----	16/155	151/ 8.1	4.6	0.0	12.1	38	294	WUBU-F
7. WOOD-F (EZ)	14/ 4.7	4.8	5.1	4.7	2.9	----	43/583	197/10.5	12.3	11.7	2.2	7	178	WOOD-F
8. WKLQ-F (AOR)	10/ 3.3	2.8	1.7	2.0	2.3	----	24/428	170/ 9.1	8.3	5.4	2.5	8	154	WKLQ-F
WJFM-F (CL AOR)	10/ 3.3	2.4	3.1	3.7	3.6	----	27/531	211/11.3	10.7	12.8	2.5	8	174	WJFM-F
WKMI (T)	10/ 3.3	1.0	1.7	1.4	1.6	----	11/228	193/10.3	6.1	8.7	1.3	4	139	WKMI
11. WBXX-F (CHR)	7/ 2.3	2.4	3.7	0.7	0.3	----	10/298	196/10.5	9.7	10.2	5.1	16	240	WBXX-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 83.47% (197 of 236) (FAL 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WKFR-F>>	1 WRKR-F	1 WRKR-F	1 WRKR-F>	1 WRKR-F>	1 WNWN-F	1 WKZO <	1 WRKR-F<	1 WRKR-F	1 WKFR-F	1 WKZO
2 WBXX-F>>	WKFR-F>	2 WKFR-F	2 WQLR-F	2 WNWN-F	WKZO >	2 WNWN-F<	2 WNWN-F	2 WKFR-F	2 WRKR-F>	2 WKFR-F
3	3 WQLR-F	3 WQLR-F	3 WNWN-F	3 WQLR-F	3 WOOD-F	3 WRKR-F	3 WQLR-F	3 WNWN-F	3 WUBU-F	3 WUBU-F
4	4 WNWN-F	4 WNWN-F	WKFR-F	4 WKFR-F	4 WQLR-F	4 WKFR-F>	4 WKFR-F>	4 WQLR-F>	4 WQLR-F	4 WQLR-F
5	5 WKLQ-F	5 WUBU-F	5 WUBU-F	5 WUBU-F	5 WRKR-F	5 WQLR-F	5 WOOD-F	5 WKZO	5 WKZO	5
6	6	6	6	6	6	6	WKZO	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFR-F	1 WQLR-F	1 WRKR-F	1 WQLR-F	1 WQLR-F	1 WKFR-F>	1 WRKR-F	1 WRKR-F>>	1 WRKR-F>	1 WRKR-F>>
2 WQLR-F>	2 WKFR-F	2 WQLR-F>	2 WKFR-F	2 WRKR-F	2 WRKR-F	2 WKFR-F	2 WKFR-F>>	2 WKFR-F>	2 WUBU-F
3 WNWN-F	3 WRKR-F	3 WNWN-F	3 WRKR-F	3 WRKR-F	3 WKLQ-F>>	3	3 WKLQ-F	3 WUBU-F	3 WNWN-F
4 WGRD-F	WNWN-F	4 WKFR-F	WNWN-F	4 WKFR-F>	4 WJFM-F	4	4 WJFM-F	4 WKLQ-F	4 WKFR-F
5	5	5	5	5 WOOD-F	5 WUBU-F	5	5 WUBU-F	5 WNWN-F	5 WKMI
	6	6	6	WKZO	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		50 (3)	50 (3)	21.2	25.8	WHEZ 1560 Portage	0.3/2.7/ 1/	60	
AOR/CLASSIC		55 (3)	55 (3)	23.3	25.0	WKPR 1420 Kalamazoo	1.3/2.5/ 4/	47	
AC/OLDIES/SOFT ROCK	1 (1)	2 (1)	3 (2)	1.3	12.7	WQSN 1470 Kalamazoo/Prtge	0.3/2.8/ 1/	60	
MOR/VARIETY	23 (2)		23 (2)	9.7	11.0				
COUNTRY	1 (1)	32 (2)	33 (3)	14.0	15.3	WCUZ-F 101.3 Grand Rapids	0.3/1.7/ 21/	260	
BLACK/URBAN		16 (1)	16 (1)	6.8		WGRD-F 97.9 Grand Rapids	2.0/9.9/ 32/	566	
BEAUTIFUL/EASY		41 (2)	41 (2)	17.4	6.4	WJBM-F 94.1 Jackson	0.7/4.7/ 8/	211	
NEWS/TALK	10 (1)		10 (1)	4.2	0.8	WJR 760 Detroit	0.3/1.6/ 1/	91	
NOSTALGIA						WKGH-F 92.3 Allegan	0.3/1.4/ 13/	149	
RELIGION/GOSPEL	4 (1)		4 (1)	1.7	3.0				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		1 (1)	1 (1)	0.4					
	39 (6)	197 (13)	236 (19)						

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS), OLDIES UNISUP, UNIULT, \$ 10.00 (Christal) (PORTAGE)
 WKMI, 1360, 5 KW/1 KW (DA-2), AC/FS ABC, \$ 14.00 (Katz)
 WKPR, 1420, 1 KW (DAYS), RELIGION, \$ 7.00 (---) Kuiper
 WKZO, 590, 5 KW (DA-N), MOR/FULL SER. CBS, MBS, \$ 26.00 (---) Fitzer
 WQSN, 1470, 800 W/1 KW (DA-N), COUNTRY, \$ 11.00 (Banner) Fairfield
 WKFR-F, 103.3, 50 KW @ 483, CHR UNIPWR, \$ 50.00 (Katz) (BATTLE CREEK)
 WNWN-F, 98.5, 50 KW @ 500, COUNTRY ABC, \$ 32.00 (Christal) (COLDWATER)
 WQLR-F, 106.5, 33 KW @ 600, AC, \$ 35.00 (Banner) Fairfield
 WRKR-F, 107.7, 50 KW @ 486, CLASSIC AOR, \$ 36.00 (HNWH) (PORTAGE)
 WUBU-F, 96.5, 3 KW @ 300, BLACK, \$ 12.00 (---)

OTHER RANKED STATIONS -- See Grand Rapids

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,307,900

Stations: 24/24
Diaries: 1616/809:1/51.3%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 8.1

1991 Revenue: \$40,800,000
HH Inc.: \$35,265
Retail \$: 12.9 B11
Pop per Station: 54,495
#1 Biller: KFKF-F \$5,100,000

MSA Rank/Pop: 29/1,600,000
ADI # 29
Average Person Ratings: 16.1
Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WDAF (C)	266/12.7	10.4	10.3	14.1	12.1	11.9	389/4011	2659/20.3	21.8	21.4	9.4	208	2992	WDAF
2. KFKF-F (C)	223/10.6	10.5	11.2	9.7	9.2	10.5	262/3168	2619/20.0	20.3	17.9	11.6	256	2326	KFKF-F
3. KYYS-F (AOR)	164/ 7.8	9.2	9.0	7.1	7.9	8.3	210/2979	2261/17.3	18.4	15.6	10.8	238	2812	KYYS-F
4. KPRS-F (B)	157/ 7.5	6.2	6.1	6.1	7.3	6.5	189/1841	1490/11.4	10.5	10.0	9.4	208	1932	KPRS-F
5. KBEQ-F (CHR)	113/ 5.4	5.2	4.7	5.2	5.1	5.1	144/3000	2383/18.2	18.7	17.6	5.8	129	2349	KBEQ-F
6. KMBZ (N/T)	105/ 5.0	7.5	6.8	3.4	4.4	5.7	124/2030	1714/13.1	18.5	14.3	3.6	80	1389	KMBZ
7. KCFX-F (CL AOR)	104/ 5.0	4.8	3.9	4.8	6.1	4.6	121/2731	2362/18.1	12.7	18.9	7.8	173	2808	KCFX-F
8. KLTH-F (SAC)	99/ 4.7	3.2	4.5	6.0	5.3	4.6	120/1946	1511/11.6	12.4	12.0	3.2	71	1189	KLTH-F
9. KCMO (N/T)	97/ 4.6	4.2	4.9	4.7	5.9	4.6	121/2319	1826/14.0	13.2	17.3	3.3	73	1722	KCMO
10. KMXV-F (AC)	87/ 4.1	3.4	3.0	5.3	3.9	4.0	105/1944	1534/11.7	10.6	10.3	2.4	54	1423	KMXV-F
11. KCMO-F (O)	86/ 4.1	4.7	3.8	5.3	4.8	4.5	112/1866	1483/11.3	11.9	13.0	3.5	77	1281	KCMO-F
12. KUDL-F (AC)	68/ 3.2	4.0	3.9	4.0	2.9	3.8	96/1925	1533/11.7	13.5	11.6	3.8	83	1575	KUDL-F
13. KXXR-F (CHR)	60/ 2.9	4.0	3.7	3.4	4.4	3.5	70/1634	1317/10.1	12.0	11.9	4.3	95	1697	KXXR-F
14. KRVK-F (AOR)	51/ 2.4	3.6	4.7	2.5	3.6	3.3	59/1450	1219/ 9.3	13.7	11.3	3.6	80	1163	KRVK-F
15. KXTR-F (CL)	50/ 2.4	2.0	2.8	2.2	2.9	2.3	56/1066	819/ 6.3	7.0	7.1	2.3	50	656	KXTR-F
16. KJLA (BB)	33/ 1.6	----	----	----	----	0.4	33/682	673/ 5.1	0.0	0.0				KJLA
17. WHB (O)	29/ 1.4	1.4	2.3	1.8	2.1	1.7	44/1130	784/ 6.0	7.2	7.0	1.4	30	532	WHB
18. KPRT (G)	26/ 1.2	2.1	1.4	2.2	1.0	1.7	26/410	410/ 3.1	2.8	2.6	1.6	35	462	KPRT
19. KBZR (AOR)	25/ 1.2	0.9	0.6	0.6	0.7	0.8	26/260	252/ 1.9	1.9	2.0				KBZR
20.														

12+ FM SHARE (METRO): 66.99% (1293 of 1930) (FAL 90: 67.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMO	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRS-F	1 KYYS-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 WDAF	>> 1 WDAF	> 1 WDAF	< 1 WDAF	1 KPRS-F	1 WDAF >>
KBEQ-F	2 KFKF-F	2 KYYS-F	2 KYYS-F	2 WDAF	2 KFKF-F	2 KFKF-F	2 KFKF-F	2 KFKF-F	2 KMBZ	2 KPRS-F >>
3 KXXR-F	3 KPRS-F	3 KPRS-F	3 WDAF	3 KYYS-F	3 KMBZ	3 KYYS-F	3 KYYS-F	3 KYYS-F	3 KYYS-F	3 KMBZ
4	4 KBEQ-F	4 KCFX-F	4 KCMO-F	4 KPRS-F	4 KCMO	4 KBEQ-F	4 KCMO	4 KPRS-F	4 KFKF-F	4 KFKF-F
5	5 KCFX-F	5 WDAF	5 KCFX-F	5 KCMO-F	5 KLTH-F	5 KPRS-F	5 KMBZ	5 KBEQ-F	5 WDAF	5 KCFX-F
6	6 KMXV-F	KBEQ-F	6 KPRS-F	6 KCFX-F	6 KCMO-F	6 KCMO	6 KLTH-F	6 KMXV-F	6 KUDL-F	6 KYYS-F
7	7	7 KCMO-F	7 KLSI-F	7 KLTH-F	7	7	7 KPRS-F	7	7 KXXR-F	7
8	8	8	8 KMXV-F	8 KLSI-F	8	8	8 KMXV-F	8	8 KBEQ-F	8
9	9	9	9 KLTH-F	9	9	9	9	9	9	9
10	10	10	KBEQ-F	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFKF-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 KFKF-F	1 KYYS-F	>> 1 KYYS-F	>> 1 KYYS-F	1 KYYS-F	1 KYYS-F
2 KPRS-F	2 KPRS-F	2 KPRS-F	2 KPRS-F	2 WDAF	2 KPRS-F	2 KFKF-F	2 KFKF-F	2 KCXL	2 KFKF-F
3 KBEQ-F	KBEQ-F	3 KYYS-F	3 KBEQ-F	3 KLSI-F	3 KCFX-F	3 KCFX-F	3 KCFX-F	3 KCFX-F	3 KCFX-F
4 KYYS-F	4 KYYS-F	KPRS-F	4 KLSI-F	4 KPRS-F	4 KFKF-F	4 KPRS-F	4 KPRS-F	4 KPRS-F	4 WDAF
5 KMXV-F	5 KMXV-F	5 KMXV-F	5 KMXV-F	5 KMXV-F	5 KBEQ-F	5	5 KRVK-F	5 WDAF	5 KCMO-F
6 KUDL-F	6 KLSI-F	6 KLSI-F	6 WDAF	6 KLTH-F	6 KXXR-F	6	6	6 KCMO-F	6 KPRS-F
7	7 KUDL-F	7 KRVK-F	7 KYYS-F	7 KCMO-F	7 KBEQ-F	7	7	7	7
8	8	8	8 KCMO-F	8 KBEQ-F	8	8	8	8	8
9	9	9	9 KUDL-F	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		173 (2)	173 (2)	9.0	10.6	KCCV 760 Overland Park	1.1/2.5/ 28/ 408		
AOR/CLASSIC	25 (1)	319 (3)	344 (4)	17.8	20.4	KCFM-F 107.3 Lexington	1.0/3.2/ 38/ 700		
AC/OLDIES/SOFT ROCK	29 (1)	241 (3)	270 (4)	14.0	16.7	KCXL 1140 Liberty/KC	0.5/1.1/ 10/ 146		
MOR/VARIETY					6.9	KMZU-F 100.7 Carroliton	0.5/0.9/ 42/ 526		
COUNTRY	266 (1)	243 (2)	509 (3)	26.4	21.6	KHNN 1340 Kansas City	1.0/5.3/ 22/ 713		
BLACK/URBAN	10 (1)	157 (1)	167 (2)	8.7	5.9				
BEAUTIFUL/EASY		99 (1)	99 (1)	5.1	4.6				
NEWS/TALK	224 (3)		224 (3)	11.6	6.0				
NOSTALGIA	33 (1)		33 (1)	1.7					
RELIGION/GOSPEL	50 (2)		50 (2)	2.6	4.7				
SPANISH									
CLASSICAL		50 (1)	50 (1)	2.6	2.2				
JAZZ/NEW AGE									
UNKNOWN/OTHERS		11 (1)	11 (1)	0.6	0.4				
	637 (10)	1293 (14)	1930 (24)						

KANSAS CITY

AM STATIONS

KCCV, 760, 6 KW/(DAYS)	, Religion	, \$ 18.00	(---)	Bott
KCHO, 810, 50 KW/5 KW (DA-2)	, Talk/News	CBS MBS, \$ 84.00	(Mc-Guild)	Gannett
KCHW, 1380, 2.5 KW	, Religion	, \$ 20.00	(---)	Marsh
KJLA, 1190, 5 KW/250 W (DA-N)	, Nostalgia	MBS UNISUP, \$ 30.00	(Roslin)	
KMBZ, 980, 5 KW (DA-2)	, N/T/Full Service	NBC, \$ 65.00	(Durpetti)	Bonneville
KPRT, 1590, 1 KW	, Gospel	MBS, \$ 22.00	(Eastman)	
KNHN, 1340, 1 KW	, Talk	CNN UNISUP, \$ 21.00	(---)	
WDAF, 610, 5 KW	, Country	ABC, \$100.00	(Katz)	Great American
WHB, 710, 10 KW/5 KW (DA-2)	, Oldies	APR, \$ 43.00	(Christal)	Shamrock

FM STATIONS

KBEQ, 104.3, 100 KW @ 987	, CHR	ABC, \$ 86.00	(CBS)	Noble
KCFX, 100.7, 100 KW @ 833	, Classic AOR	UNIPWR, \$ 59.00	(MMR)	Hoker
KCHO, 94.9, 100 KW @ 1057	, Oldies	, \$ 50.00	(Mc-Guild)	Gannett
KFKF, 94.1, 100 KW @ 995	, Country	, \$ 95.00	(HNWH)	Scornix
KMXV, 93.3, 100 KW @ 1065	, AC	, \$ 67.00	(MMR)	Apollo
KLTH, 99.7, 100 KW @ 988	, EZ	UNIULT, \$ 60.00	(Durpetti)	Bonneville
KPRS, 103.3, 100 KW @ 995	, Black	SBN ABC, \$ 50.00	(Eastman)	
KRVK, 98.9, 100 KW @ 1057	, AOR	ABC, \$ 47.00	(HNWH)	Journal Co
KUDL, 98.1, 100 KW @ 995	, AC	APR, \$ 63.00	(Christal)	Shamrock
KXTR, 96.5, 100 KW @ 984	, Classical	UNIULT, \$ 40.00	(CMBS)	
????, 106.5, 100 KW @ 981	, Country	, \$ 62.00	(Banner)	
KYYS, 102.1, 100 KW @ 1000	, AOR	SOURCE, \$ 80.00	(Katz)	Great American

Miscellaneous: KNHN sold for \$72,000... KXXR-F to KCFM's frequency (107.5)... 106.5 to Country and an LMA with KFKF...
 KMBR-F changes to KLTH-F (Oct)... KLSI-F changes to KMXV-F (Nov)...

KNOXVILLE

Arbitron Rank/Pop (12+): 70/518,200
 MSA Rank/Pop: 84/612,000
 Average Person Ratings: 16.0
 Market TSL: 21.25 hours

Stations: 20/20
 Diaries: 1028/504:1/52.4%
 Sample Target: 990
 % Below Line: 0.0
 % Not Listed: 12.6

1991 Revenue: \$13,800,000
 HH Inc.: \$28,176
 Retail \$: 1.9 B11
 Pop per Station: 25,910
 #1 Biller: WIVK-AF \$7,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WIVK-F (C)	267/32.1	33.4	32.0	29.8	35.4	31.8	412/4659	2797/54.0	46.4	55.0	33.4	305	2649	WIVK-F
2. WEZK-F (SAC)	109/13.1	10.9	14.2	13.4	11.8	12.9	158/2242	1551/29.9	28.5	24.0	10.7	98	1163	WEZK-F
3. WMYU-F (AC)	73/ 8.8	9.6	9.6	11.5	10.5	9.9	93/1746	1325/25.6	27.5	26.7	8.0	73	1344	WMYU-F
4. WIMZ-F (AOR)	68/ 8.2	7.0	9.3	8.1	8.8	8.1	122/1705	952/18.0	22.0	20.4	7.2	66	1106	WIMZ-F
5. WOKI-F (CHR)	60/ 7.2	9.7	9.1	10.9	9.5	9.2	178/2406	956/18.4	20.5	21.3	11.3	103	1021	WOKI-F
6. WWZZ-F (AOR)	32/ 3.9	4.1	3.8	2.9	0.6	3.7	48/482	400/ 7.7	6.9	3.5	6.1	56	613	WWZZ-F
7. WIVK (C)	24/ 2.9	2.4	2.1	2.8	3.4	2.5	32/657	437/ 8.4	6.1	0.0	3.6	33	419	WIVK
8. WQBB (EZ)	22/ 2.6	4.1	3.9	4.0	4.1	3.7	24/255	241/ 4.7	5.5	3.6	1.0	9	149	WQBB
9.														
10.														

12+ FM SHARE (METRO): 88.29% (641 of 726) (FAL 90: 87.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F>	2 WIMZ-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>
3 WEZK-F>	3 WIMZ-F>	3 WIMZ-F>	3 WIMZ-F>	3 WIMZ-F>	3 WIMZ-F>	3 WIMZ-F>	3 WIMZ-F>	3 WIMZ-F>	3 WIMZ-F>	3 WIMZ-F>
4 WMYU-F>	4 WMYU-F>	4 WMYU-F>	4 WMYU-F>	4 WMYU-F>	4 WMYU-F>	4 WMYU-F>	4 WMYU-F>	4 WMYU-F>	4 WMYU-F>	4 WMYU-F>
5 WOKI-F>	5 WOKI-F>	5 WOKI-F>	5 WOKI-F>	5 WOKI-F>	5 WOKI-F>	5 WOKI-F>	5 WOKI-F>	5 WOKI-F>	5 WOKI-F>	5 WOKI-F>
6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>	6 WWZZ-F>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F>	1 WIVK-F>	1 WIVK-F>	1 WIVK-F>>	1 WIVK-F>>	1 WIVK-F>	1 WIMZ-F>	1 WIMZ-F>	1 WIVK-F>>	1 WIVK-F>>
2 WIVK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WEZK-F>	2 WIMZ-F>	2 WIVK-F>	2 WIVK-F>>	2 WIMZ-F>	2 WIMZ-F>
3 WEZK-F>	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>	3 WWZZ-F>	3 WWZZ-F>	3 WWZZ-F>	3 WEZK-F>	3 WEZK-F>
4 WMYU-F>	4 WOKI-F>	4 WIMZ-F>	4 WIMZ-F>	4 WIMZ-F>	4 WOKI-F>	4 WEZK-F>	4 WEZK-F>	4 WMYU-F>	4 WMYU-F>
5 WIMZ-F>	5 WIMZ-F>	5 WIMZ-F>	5 WOKI-F>	5 WOKI-F>	5 WEZK-F>	5 WMYU-F>	5 WMYU-F>	5 WWZZ-F>	5 WWZZ-F>
6	6	6	6	6	6 WMYU-F>	6 WOKI-F>	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		60 (1)	60 (1)	8.3	13.4	WDLY-F 105.5	Gatlinburg 0.5/1.2/ 4/ 64
AOR/CLASSIC		100 (2)	100 (2)	13.8	12.9	WEMQ-F 104.5	Knoxville 0.4/1.7/ 3/ 94
AC/OLDIES/SOFT ROCK		73 (1)	73 (1)	10.1	14.6	WGAP 1400	Maryville 1.2/3.0/ 13/ 231
MOR/VARIETY					0.7	WGAP-F 95.7	Maryville 0.7/2.1/ 6/ 146
COUNTRY	38 (3)	277 (3)	315 (6)	43.4	40.3	WITA 1490	Knoxville 0.4/1.2/ 3/ 62
BLACK/URBAN						WJBZ-F 96.3	Seymour/Knoxvll 1.8/5.7/ 17/ 353
BEAUTIFUL/EASY	22 (1)	109 (1)	131 (2)	18.0	9.6	WRJZ 620	Knoxville 1.2/4.4/ 12/ 279
NEWS/TALK	8 (1)		8 (1)	1.1	1.0	WSEV 930	Sevierville 0.5/1.4/ 4/ 74
NOSTALGIA					3.3	WUTK 850	Knoxville 1.0/2.6/ 8/ 137
RELIGION/GOSPEL	13 (2)	19 (2)	32 (4)	4.4	2.6	WXST-F 105.3	Loudon
SPANISH						WYFC-F 95.3	Clinton 0.5/1.4/ 4/ 71
CLASSICAL						WYSH 1380	Clinton 0.5/1.5/ 4/ 76
JAZZ/NEW AGE							
UNKNOWN/OTHERS	4 (1)	3 (2)	7 (3)	1.0	1.7		
	85 (8)	641 (12)	726 (20)				

RADIO STATIONS

WIVK (10 KW, 990) simulcasts with WIVK-F
 WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WCKS-F, 93.1, 3 KW @ 328	, AOR	, \$15.00 (---)	(KARNS)
WEZK-F, 97.5, 100 KW @ 1298	, SAC/EZ	UNISUP, \$37.00 (Durpett1)	South Centra
WIMZ-F, 103.5, 100 KW @ 1720	, AOR	SOURCE, \$65.00 (Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1970	, Country	ABC, \$116.00 (Katz)	Dick
WKNF-F, 94.3, 1.8 KW @ 514	, Soft AC	UNISUP UNILT, \$16.00 (---)	(OAK RIDGE)
WMYU-F, 102.3, 15 KW @ 1979	, AC	UNIPWR, \$73.00 (Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000	, CHR	ABC CBS, \$35.00 (HNWH)	(OAK RIDGE)

Miscellaneous: WKGN sold for \$50,000... WKNF-F (Oak Ridge) sold for \$950,000 (Sailors)...

LAKELAND

Arbitron Rank/Pop (12+): 104/349,700
 MSA Rank/Pop: 115/418,000
 Tampa ADI
 Average Person Ratings: 15.6
 Market TSL: 21.00 hours

Stations: 34/8
 Diaries: 803/435:1/48.2%
 Sample Target: 810
 % Below Line: 42.7
 % Not Listed: 19.6

1991 Revenue: \$6,300,000
 HH Inc.: \$27,528
 Retail \$: 2.9 Bil
 Pop per Station: 43,712
 #1 Biller: WPCV-F \$3,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WPCV-F (C)	116/21.2	17.1	17.7	15.0	----	----	131/1280	1104/31.6	28.0	25.5			WPCV-F
2. WEZY-F (EZ)	50/ 9.2	11.7	9.3	9.8	----	----	63/596	468/13.4	16.8	19.2			WEZY-F
3. WFLZ-F (CHR)	40/ 7.3	8.7	9.5	13.4	----	----	49/750	643/18.4	22.2	22.6			WFLZ-F
4. WYNF-F (AOR)	28/ 5.1	7.3	4.6	8.8	----	----	31/453	411/11.8	13.6	10.3			WYNF-F
5. WOCL-F (O)	21/ 3.8	1.6	2.5	2.3	----	----	21/275	275/ 7.9	5.4	6.9			WOCL-F
6. WQYK-F (C)	19/ 3.5	3.0	5.1	3.4	----	----	20/338	324/ 9.3	7.3	10.1			WQYK-F
7. WJHM-F (BB)	14/ 2.6	2.3	3.0	2.1	----	----	14/226	221/ 6.3	3.8	5.9			WJHM-F
8. WLKF (T)	11/ 2.0	1.6	1.4	1.3	----	----	11/214	204/ 5.8	3.6	2.8			WLKF
9. WSTF-F (AC)	10/ 1.8	1.7	1.1	2.0	----	----	13/181	164/ 4.7	6.4	5.5			WSTF-F
WRBQ-F (CHR)	10/ 1.8	2.4	3.5	3.4	----	----	12/370	351/10.0	11.6	11.8			WRBQ-F
12. WHPT-F (J/NA)	10/ 1.8	1.2	1.8	2.0	----	----	11/232	188/ 5.4	4.1	4.1			WHPT-F
13.													
14.													
15.													

12+ FM SHARE (METRO): 85.88% (377 of 439) (FAL 90: 87.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WPCV-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>	1 WPCV-F
2 WJHM-F	2 WYNF-F>	2 WYNF-F>	2 WYNF-F>	2 WYNF-F>	2 WEZY-F	2 WEZY-F	2 WEZY-F>	2 WEZY-F>	2 WFLZ-F>	2 WJHM-F
WPCV-F	3 WFLZ-F	3 WFLZ-F>	3 WOCL-F	3 WOCL-F	3	3 WZTU-F	3 WFLZ-F	3 WFLZ-F>	3 WEZY-F>	3 WEZY-F
4	4	4 WOCL-F	WFLZ-F	WFLZ-F	4	WYNF-F	4 WZTU-F	4 WZTU-F	4 WQYK-F	4 WYNF-F
5	5	5	5	5 WEZY-F	5	5 WFLZ-F	WYNF-F	WYNF-F	5	5 WFLZ-F
6	6	6	6	6	6	6	WOCL-F	6	6	6 WLKF

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F>>	1 WPCV-F	1 WPCV-F	1 WYNF-F	1 WPCV-F>>	1 WPCV-F>>
2 WYNF-F	2 WFLZ-F	2 WOCL-F>	2 WFLZ-F>	2 WFLZ-F	2 WXXL-F	2 WYNF-F>>	2 WPCV-F>>	2 WYNF-F>	2 WYNF-F
WPCV-F	3 WYNF-F	3 WYNF-F	3 WOCL-F	WEZY-F	WFLZ-F>>	3 WFLZ-F	3 WSTF-F	3 WFLZ-F>	3
4 WSTF-F	4	WUSA-F	4 WYNF-F	4 WOCL-F	4 WYNF-F	4 WXXL-F	WHPT-F	4 WQYK-F	4
WMTX-F	5	WRBQ-F	5	5	WXTB-F	5	5	5	5
WJHM-F	6	WHPT-F	6	6	WMTX-F	6	6	6	6
		WFLZ-F			WHPT-F				

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		59 (3)	59 (3)	13.4	19.6	WHNR 1360 Lakeland	0.7/2.8/ 4/ 97		
AOR/CLASSIC		41 (4)	41 (4)	9.3	9.8	WSIR 1490 Winter Haven	1.1/2.0/ 6/ 71		
AC/OLDIES/SOFT ROCK	2 (1)	56 (7)	58 (8)	13.2	12.0	WTWB 1570 Auburndale	0.5/2.0/ 3/ 71		
MOR/VARIETY	2 (1)		2 (1)	0.5		WWAB 1330 Lakeland	0.4/2.7/ 2/ 93		
COUNTRY	12 (2)	142 (3)	154 (5)	35.1	31.1				
BLACK/URBAN	2 (1)	9 (1)	11 (2)	2.5	3.7	WDBO 580 Orlando	0.4/1.6/ 2/ 56		
BEAUTIFUL/EASY		57 (3)	57 (3)	13.0	12.8	WDIZ-F 100.3 Orlando	0.4/3.3/ 3/ 132		
NEWS/TALK	17 (2)		17 (2)	3.9	2.4	WOUV-F 103.3 Bradenton	0.4/1.9/ 4/ 131		
NOSTALGIA	18 (2)		18 (2)	4.1	3.7	WFLA 970 Tampa	1.1/1.9/ 6/ 67		
RELIGION/GOSPEL	3 (1)		3 (1)	0.7	1.5	WGTO 540 Pine Hills/Orl.	0.4/2.6/ 2/ 97		
SPANISH						WHTQ-F 96.5 Orlando	0.9/3.9/ 11/ 166		
CLASSICAL						WJHM-F 101.9 Daytona Beach	1.6/3.8/ 9/ 134		
JAZZ/NEW AGE		10 (1)	10 (1)	2.3	2.2	WNGF-F 107.7 Mt. Dora	0.9/2.3/ 5/ 82		
UNKNOWN/OTHERS	6 (1)	3 (1)	9 (2)	2.1	1.3	WHMO-F 98.9 Orlando	0.5/2.9/ 3/ 102		
	62 (11)	377 (23)	439 (34)			WMTX-F 95.7 Clearwater/Tmpa	1.5/4.4/ 8/ 157		
						WOMX-F 105.1 Orlando	0.9/5.7/ 5/ 207		
						WQYK 1010 Seffner/Tampa	1.3/1.8/ 7/ 62		
						WSUN 620 St. Pete/Tampa	0.9/2.5/ 8/ 115		
						WUSA-F 100.7 Tampa	0.7/3.0/ 4/ 104		
						WWKA-F 92.3 Orlando	1.3/5.3/ 7/ 187		
						WWRM-F 107.3 St. Pete/Tampa	0.9/3.9/ 5/ 157		
						WXTB-F 97.9 Clearwater/Tam.	1.1/2.9/ 6/ 107		
						WXXL-F 106.7 Leesburg/Orlido.	1.6/5.5/ 9/ 198		
						WZTU-F 104.1 Cocoa Bch/Orlnd	0.5/2.7/ 3/ 108		

RADIO STATIONS

WGTO, 540, 50 KW (DA-2), OLDIES UNIULT, \$ N/A (---)
 WLKF, 1430, 5 KW/1 KW (DA-2), TALK ABC, TALKNT, \$ 14.00 (Banner) Root
 WJHM, 1230, 1 KW, NOSTALGIA NBC, UNISUP, \$ 17.00 (Torbet) Hall
 WEZY-F, 94.1, 100 KW @ 430, EZ/BTFL, \$ 50.00 (Banner) Root
 WPCV-F, 97.5, 100 KW @ 1017, COUNTRY NBC, \$ 70.00 (Torbet) Hall

OTHER RANKED STATIONS -- See Tampa or Orlando...

LANCASTER

Arbitron Rank/Pop (12+): 100/356,100
 MSA Rank/Pop: 112/420,000
 ADI # 47 (w/York&Harrisburg)
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 27/6
 Diaries: 803/443:1/56.4%
 Sample Target: 810
 % Below Line: 46.4
 % Not Listed: 19.2

1991 Revenue: \$6,600,000
 HH Inc.: \$33,808
 Retail \$: 3.4 B11
 Pop per Station: 59,350
 #1 Biller: WIOV-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WARM-F (SAC)	57/10.3	9.7	8.6	10.4	8.3	----	119/1543	783/22.0	21.5	19.6	8.0	45	461	WARM-F
2. WNCE-F (EZ)	48/ 8.6	8.8	11.2	14.1	9.7	----	87/1142	598/16.8	18.0	21.5	6.2	35	479	WNCE-F
WIOV-F (C)	48/ 8.6	12.3	8.2	10.0	8.8	----	53/798	655/18.4	18.8	18.4	9.9	56	666	WIOV-F
4. WRKZ-F (C)	39/ 7.0	6.2	3.6	4.8	7.0	----	108/1203	506/14.2	14.2	10.6	6.4	36	576	WRKZ-F
5. WHTF-F (CL AOR)	38/ 6.8	6.5	7.0	3.9	5.1	----	64/1035	599/16.8	15.0	13.4	8.7	49	627	WHTF-F
6. WLAN-F (CHR)	37/ 6.7	6.7	8.0	9.1	11.1	----	9/256	256/19.8	22.4	21.4	9.6	54	937	WLAN-F
WDAC-F (REL)	37/ 6.7	5.5	7.2	6.8	8.6	----	48/626	466/13.1	13.6	11.7	6.2	35	420	WDAC-F
8. WQXA-F (CHR)	23/ 4.1	3.7	5.5	5.4	4.4	----	58/1034	414/11.6	12.9	11.3	5.5	31	436	WQXA-F
9. WTPA-F (ADR)	15/ 2.7	1.6	1.1	2.1	0.7	----	53/609	180/ 5.1	5.2	3.9				WTPA-F
10. WWKL-F (O)	14/ 2.5	3.5	2.7	2.9	2.5	----	54/640	276/ 7.8	8.9	9.3	3.0	17	248	WWKL-F
11. WYCR-F (CHR)	13/ 2.3	0.9	2.1	1.8	2.6	----	55/1046	371/10.4	7.5	8.1	2.7	15	272	WYCR-F
12. WLAN (D)	12/ 2.2	0.9	1.7	1.1	1.6	----	44/926	706/ 6.1	4.6	4.8	1.2	7	104	WLAN
13.														
14.														
15.														

12+ FM SHARE (METRO): 89.53% (402 of 449) (FAL 90: 89.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAN-F	1 WHTF-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WNCE-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WQXA-F	1 WIOV-F
2 WQXA-F	2 WARM-F	2 WHTF-F	2 WHTF-F	2 WHTF-F	2 WIOV-F	2 WIOV-F	2 WNCE-F	2 WNCE-F	2 WDAC-F	2 WQXA-F
3 WYCR-F	3 WLAN-F	3 WLAN-F	3 WLAN-F	3 WRKZ-F	3 WARM-F	3 WNCE-F	3 WRKZ-F	3 WHTF-F	3 WIOV-F	3 WDAC-F
4	4 WTPA-F	4 WRKZ-F	4 WDAC-F	4 WDAC-F	4 WDAC-F	4 WRKZ-F	4 WIOV-F	4 WLAN-F	4 WHTF-F	4
5	5	5 WDAC-F	5 WRKZ-F	5 WIOV-F	5 WRKZ-F	5 WLAN-F	5 WHTF-F	5 WRKZ-F	5 WLAN-F	5
6	6	6 WIOV-F	6	6 WLAN-F	6	6 WHTF-F	6 WLAN-F	6 WIOV-F	6	6
7	7	7	7	7	7	7 WDAC-F	7	7 WDAC-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQXA-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WARM-F	1 WTPA-F	1 WHTF-F	1 WHTF-F	1 WHTF-F	1 WHTF-F
2 WHTF-F	2 WHTF-F	2 WHTF-F	2 WLAN-F	2 WDAC-F	2 WQXA-F	2 WTPA-F	2 WRKZ-F	2 WARM-F	2 WARM-F
3 WARM-F	3 WQXA-F	3 WLAN-F	3 WDAC-F	3 WIOV-F	3 WHTF-F	3 WRKZ-F	3 WTPA-F	3 WRKZ-F	3 WRKZ-F
4 WLAN	4 WLAN-F	4 WRKZ-F	4 WHTF-F	4 WLAN-F	4 WYCR-F	4 WARM-F	4 WARM-F	4 WTPA-F	4 WLAN-F
5 WYCR-F	5	5 WIOV-F	5 WNCE-F	5 WNCE-F	5 WLAN	5 WIOV-F	5 WRFY-F	5 WLAN-F	5 WIOV-F
6	6	6 WDAC-F	6 WIOV-F	6	6 WIOV-F	6	6 WIOV-F	6 WIOV-F	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		89 (6)	89 (6)	19.8	22.0	WLPA	1490 Lancaster	1.6/7.2/ 87/1142
AOR/CLASSIC		63 (5)	63 (5)	14.0	12.6			
AC/OLDIES/SOFT ROCK	12 (1)	17 (2)	29 (3)	6.5	18.5	KYW	1060 Philadelphia	0.4/3.7/ 2/ 176
MOR/VARIETY	14 (2)		14 (2)	3.1	3.0	WEGX-F	106.1 Philadelphia	0.4/2.0/ 2/ 86
COUNTRY		87 (2)	87 (2)	19.4	15.0	WGRX-F	100.7 Westmstr	0.4/1.5/ 18/ 343
BLACK/URBAN					0.7	WHP	580 Harrisburg	1.4/4.1/ 21/ 341
BEAUTIFUL/EASY		107 (3)	107 (3)	23.8	13.8	WHP -F	97.3 Harrisburg	0.4/1.8/ 14/ 227
NEWS/TALK	15 (3)		15 (3)	3.3	4.0	WHYL	960 Carlisle/Hrsbrg	1.1/2.9/ 6/ 176
NOSTALGIA	6 (1)		6 (1)	1.3	1.6	WIP	610 Philadelphia	0.7/2.0/ 5/ 102
RELIGION/GOSPEL		37 (1)	37 (1)	8.2	8.9	WMMR-F	93.3 Philadelphia	0.7/3.7/ 5/ 153
SPANISH						WNNK-F	104.1 Harrisburg	0.7/4.3/ 20/ 504
CLASSICAL						WGLF-F	98.1 Philadelphia	0.5/2.6/ 3/ 92
JAZZ/NEW AGE						WRFY-F	102.5 Reading	1.8/6.6/ 16/ 333
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4		WSBA	910 York	1.1/2.9/ 44/ 735
	47 (7)	402 (20)	449 (27)			WXCY-F	103.7 Havre de Grace	0.4/1.6/ 3/ 78
						WYSP-F	94.1 Philadelphia	0.7/3.1/ 6/ 148

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2), OLDIES, \$ 10.00 (HNWH) Peoples Hall
 WLPA, 1490, 1 KW, TALK (?), CNN MBS, \$ 12.00 (Torbet) Hall
 WDAC-F, 94.5, 19 KW @ 810, RELIGION, \$ 34.00 (Savalli)
 WIOV-F, 105.1, 50 KW @ 500, COUNTRY, ABC, \$ 36.00 (Banner) Brill
 WLAN-F, 96.9, 50 KW @ 500, CHR, ABC, \$ 48.00 (HNWH) Peoples Hall
 WNCE-F, 101.3, 7 KW @ 1293, EZ, NBC, \$ 40.00 (Torbet) Hall

OTHER RANKEO STATIONS -- See York and Harrisburg

LANSING

Arbitron Rank/Pop (12+): 98/359,000
 MSA Rank/Pop: 111/436,000
 ADI # 103
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 20/15
 Diaries: 973/369:1/57.2%
 Sample Target: 860
 % Below Line: 8.6
 % Not Listed: 20.2

1991 Revenue: \$11,400,000
 HH Inc.: \$32,649
 Retail \$: 3.5 Bill
 Pop per Station: 23,933
 #1 Biller: WITL-AF \$3,100,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WITL-AF (C)	89/15.6	15.2	18.3	13.9	18.5	15.8	188/1784	1003/27.9	32.4	31.0	20.9	126	1084	WITL-AF
2. WVIC-F (CHR)	59/10.4	9.6	12.7	14.4	13.3	11.8	137/1959	1063/29.4	31.7	30.9	11.5	73	1223	WVIC-F
3. WJXQ-F (ADR)	55/ 9.7	10.3	10.1	7.6	6.1	9.4	90/1077	608/16.9	17.1	12.4	11.9	76	903	WJXQ-F
4. WFMK-F (AC)	50/ 8.8	5.4	5.1	8.5	5.6	6.9	68/1108	713/19.9	14.6	16.9	4.2	27	481	WFMK-F
5. WJIM-F (SAC)	33/ 5.8	8.5	7.0	8.1	8.7	7.4	35/668	557/15.5	16.5	17.1	6.1	39	438	WJIM-F
6. WIBM-F (D)	30/ 5.3	5.1	4.6	5.9	5.1	5.2	57/1133	584/16.3	17.3	16.6	4.1	26	453	WIBM-F
7. WJR (FS)	29/ 5.1	4.3	5.7	4.6	3.8	4.9	97/1228	455/12.7	12.3	10.8	6.1	39	484	WJR
8. WXXM-F (CHR)	24/ 4.2	4.5	4.7	3.7	5.3	4.3	29/673	532/14.8	16.0	15.8	5.5	35	718	WXXM-F
9. WMMQ-F (CL ADR)	21/ 3.7	2.7	3.1	4.9	2.4	3.6	25/490	436/12.1	11.3	10.0	3.9	25	487	WMMQ-F
10. WQHH-AF (B)	18/ 3.2	1.6	1.0	---	0.9	1.5	18/167	167/ 4.7	3.1	2.5	4.6	24	328	WQHH-AF
11. WJIM (N/T)	11/ 1.9	1.4	1.0	2.2	0.7	1.6	11/274	250/ 7.0	5.5	4.3	1.6	10	191	WJIM
12. WLYY-F (AC)	9/ 1.6	1.3	1.6	1.5	2.6	1.5	11/317	257/ 7.2	6.1	11.5	0.5	3	89	WLYY-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 88.33% (401 of 454) (FAL 90: 89.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-F>	1 WJXQ-F>	1 WITL-AF	1 WITL-AF>	1 WITL-AF>	1 WITL-AF>	1 WITL-AF>	1 WITL-AF>	1 WITL-AF>	1 WVIC-F>	1 WITL-F>
2 WXXM-F>	2 WITL-AF<	2 WJXQ-F	2 WVIC-F	2 WFMK-F	2 WJR	2 WVIC-F	2 WFMK-F	2 WVIC-F	2 WITL-AF	2 WJR
3 WQHH-AF	3 WVIC-F	3 WVIC-F<	WJIM-F	3 WVIC-F	3 WJIM-F	3 WJXQ-F	3 WJXQ-F	3 WFMK-F	3 WJXQ-F	3 WVIC-F
4 WJXQ-F	WFMK-F>	4 WFMK-F>	WFMK-F	4 WJXQ-F	4 WFMK-F	4 WJR	4 WVIC-F	4 WJXQ-F	4 WFMK-F	4 WJXQ-F
5	5 WMMQ-F	5 WIBM-F	5 WIBM-F	5 WIBM-F	5 WVIC-F	5 WFMK-F	5 WJIM-F	5 WIBM-F	5 WXXM-F	5
6	6	6	6	6 WJIM-F	WIBM-F	6 WJIM-F	6	6 WJIM-F	WJR	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMK-F	1 WFMK-F	1 WITL-AF	1 WFMK-F	1 WITL-AF>	1 WJXQ-F	1 WJXQ-F>	1 WJXQ-F>	1 WJXQ-F	1 WJXQ-F
2 WVIC-F>	2 WVIC-F>	WVIC-F	2 WITL-AF	2 WFMK-F	2 WITL-AF>>	2 WITL-AF>	2 WMMQ-F>	2 WITL-AF>	2 WITL-AF>
3 WJXQ-F>	3 WITL-AF	3 WFMK-F	WVIC-F>	3 WVIC-F	3 WVIC-F	3 WMMQ-F	3 WITL-AF	3 WVIC-F	3 WVIC-F
4 WITL-AF	WJXQ-F>	4 WQHH-AF	4 WJXQ-F	4 WJIM-F	4	4 WVIC-F	WFMK-F>	4 WMMQ-F	4 WMMQ-F
5 WXXM-F	5 WXXM-F	5 WJXQ-F	WJIM-F	5 WIBM-F	5	5 WFMK-F	5 WVIC-F	WIBM-F	WIBM-F
6 WJIM-F	6 WQHH-AF	WIBM-F	6	6	6	6	WLYY-F	6 WFMK-F	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		89 (3)	89 (3)	19.6	23.5	WIBM 1450 Jackson	0.2/0.7/ 1/ 40		
AOR/CLASSIC		81 (3)	81 (3)	17.8	14.9	WILS 1320 Lansing	0.9/6.1/ 6/ 243		
AC/OLDIES/SOFT ROCK		89 (3)	89 (3)	19.6	20.2				
MOR/VARIETY	29 (1)		29 (1)	6.4	5.3	WIOG-F 102.5 Bay City/Flint	1.1/2.8/ 22/ 457		
COUNTRY	3 (1)	86 (1)	89 (2)	19.6	18.7	WJFM-F 93.7 Gr Rapids/Klmzo	0.9/4.3/ 12/ 366		
BLACK/URBAN	9 (2)	14 (1)	23 (3)	5.1	3.8	WODJ-F 107.3 Greenvl/GrRpds	0.4/3.6/ 13/ 299		
BEAUTIFUL/EASY		40 (2)	40 (2)	8.8	10.7	WOOD-F 105.7 Grand Rapids	1.2/5.2/ 36/ 538		
NEWS/TALK	11 (1)		11 (1)	2.4	1.7				
NOSTALGIA									
RELIGION/GOSPEL		2 (1)	2 (1)	0.4					
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	1 (1)		1 (1)	0.2	1.3				
	53 (6)	401 (14)	454 (20)						

RADIO STATIONS

WILS , 1320, 5 KW/1 KW (DA-3), Black	ABC, \$14.00 (Christal)	MacDonald
WJIM , 1240, 1 KW , Talk	NBC, \$12.00 (Torbet)	Double L
WFMK-F, 99.1, 28 KW @ 559 , AC	, \$41.00 (Eastman)	Liggett
WXXM-F, 92.1, 3 KW @ 300 , CHR	CBS, \$21.00 (HNWH)	(ST. JOHNS)
WIBM-F, 94.1, 40 KW @ 550 , Oldies	UNIULT, \$28.00 (MMR)	CR (JACKSON)
WITL-F, 100.7, 27 KW @ 628 , Country	ABC, \$54.00 (Banner)	
WJIM-F, 97.5, 28 KW @ 440 , EZ/Soft	, \$28.00 (Torbet)	Double L
WJXQ-F, 106.1, 50 KW @ 490 , ADR	ABC, \$26.00 (Durpetti)	(JACKSON)
WLYY-F, 101.7, 3 KW @ 150 , AC	ABC, \$24.00 (Christal)	MacDonald
WMMQ-F, 92.7, 1.5 KW @ 466 , Classic ADR	SOURCE NBC, \$25.00 (HNWH)	(CHARLOTTE)
WVIC-F, 94.9, 48 KW @ 500 , CHR	UNIPWR, \$65.00 (Katz)	Goodrich

Miscellaneous: WGOR changes to WXXM-F (Nov)...

LAS VEGAS

Arbitron Rank/Pop (12+): 60/661,700
 MSA Rank/Pop: 68/670,000
 ADI # 79
 Average Person Ratings: 17.2
 Market TSL: 22.50 hours

Stations: 22/22
 Diaries: 981/674:1/46.7%
 Sample Target: 1010
 % Below Line: 0.0
 % Not Listed: 18.0

1991 Revenue: \$22,000,000
 HH Inc.: \$31,781
 Retail \$: 6.1 Bill
 Pop per Station: 30,077
 #1 Biller: KFMS-AF \$3,400,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. KFMS-AF (C)	119/10.4	10.1	8.9	8.7	13.4	9.5	121/1424	1352/20.4	17.6	20.0	7.4	81	884
2. KLUC-AF (CHR)	102/ 9.0	9.0	8.1	9.0	8.6	8.8	109/1703	1605/24.3	24.9	22.6	12.2	129	1738
3. KOMP-F (ADR)	89/ 7.8	4.7	6.4	4.4	4.6	5.8	90/1020	1004/15.2	14.1	11.8	7.8	86	920
4. KKLZ-F (CL AOR)	82/ 7.2	5.8	6.5	5.4	5.6	6.2	83/1018	1003/15.2	13.6	13.7	7.3	81	960
5. KMZQ-F (AC)	72/ 6.3	8.1	5.6	7.0	5.0	6.8	72/1038	1026/15.5	11.8	15.1	5.9	65	719
6. KXTZ-F (EZ)	66/ 5.8	5.9	7.4	6.7	8.9	6.4	69/709	676/10.2	12.3	13.2	4.8	53	627
7. KRLV-F (SAC)	48/ 4.2	4.7	4.7	4.0	3.4	4.4	48/748	748/11.3	11.1	9.5	4.3	48	558
8. KWNR-F (C)	44/ 3.9	4.7	4.7	3.9	3.6	4.3	44/728	716/10.8	9.9	9.2	4.5	50	521
9. KMMK-F (SAC)	43/ 3.8	3.2	4.5	4.2	2.6	3.9	44/622	597/ 9.0	8.6	6.4	1.4	16	440
10. KJUL-F (BB)	42/ 3.7	4.1	3.0	1.8	1.0	3.2	44/451	395/ 6.0	6.0	3.2	1.4	15	314
11. KUDA-F (O)	41/ 3.6	4.6	5.3	4.9	5.1	4.6	42/735	709/10.7	14.5	14.4	3.9	43	573
12. KYRK-F (CHR)	37/ 3.3	3.9	3.9	4.7	5.1	4.0	38/989	947/14.3	15.7	16.0	5.7	63	1337
13. KORK (BB)	26/ 3.2	2.3	2.4	4.1	2.3	3.0	36/405	405/ 6.1	5.7	6.2	2.3	25	237
14. KDWN (T)	28/ 2.5	1.3	3.8	2.8	2.0	2.6	28/491	486/ 7.3	9.4	5.5	2.0	22	319
15. KEVV-F (J/NA)	22/ 1.9	4.1	2.5	1.7	3.0	2.5	23/420	401/ 6.1	6.8	7.6	2.9	32	578
16. KNUU (N/T)	21/ 1.8	2.1	2.2	3.3	2.1	2.3	21/461	461/ 7.0	7.2	6.2	1.8	20	334
17. KRRI-F (O)	18/ 1.6	1.3	1.7	1.3	2.0	1.5	18/322	322/ 4.9	6.3	5.7	1.3	14	321
18.													
19.													
20.													

12+ FM SHARE (METRD): 87.66% (817 of 932) (FAL 90: 84.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KLUC-AF>>1	KOMP-F	1 KOMP-F	1 KKLZ-F	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KLUC-AF	1 KLUC-AF>	1 KXTZ-F<
2 KYRK-F	2 KLUC-AF	2 KKLZ-F	2 KFMS-AF	2 KKLZ-F	2 KXTZ-F>	2 KKLZ-F	2 KOMP-F<	2 KFMS-AF	2 KFMS-AF	2 KFMS-F
3	3 KKLZ-F>	3 KFMS-AF<	3 KOMP-F	3 KOMP-F	3 KJUL-F	3 KLUC-AF	3 KKLZ-F	3 KOMP-F	3 KOMP-F	3 KOMP-F
4	4 KMZQ-F	4 KLUC-AF	4 KMZQ-F	4 KMZQ-F	4 KORK	4 KOMP-F	4 KLUC-AF	4 KKLZ-F	4 KYRK-F	4 KDWN
5	5 KFMS-AF	5 KMZQ-F	5 KLUC-AF	5 KLUC-AF	5	5 KMZQ-F	5 KMZQ-F	5 KMZQ-F	5 KMZQ-F<	5
6	6	6	6 KRLV-F	6 KRLV-F	6	6	6	6 KXTZ-F	6 KXTZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-AF>	1 KLUC-AF	1 KMZQ-F>	1 KFMS-AF	1 KFMS-AF	1 KOMP-F	1 KOMP-F	1 KKLZ-F<	1 KKLZ-F	1 KKLZ-F>
2 KOMP-F>	KMZQ-F	2 KRLV-F	2 KMZQ-F	2 KMZQ-F	2 KLUC-AF	2 KKLZ-F>	2 KOMP-F>	2 KOMP-F>	2 KOMP-F
3 KFMS-AF	3 KOMP-F	3 KOMP-F	3 KLUC-AF	3 KRLV-F>	3 KKLZ-F>	3 KLUC-AF>	3 KLUC-AF>	3 KLUC-AF	3 KFMS-AF>
4	4 KFMS-AF	4 KFMS-AF	4 KRLV-F	4 KLUC-AF	4 KFMS-AF>	4 KFMS-AF>	4 KMMK-F	4 KFMS-AF>	4 KLUC-AF
5 KYRK-F	5 KRLV-F	KLUC-AF	5 KOMP-F	5 KUDA-F	5 KYRK-F	5 KMZQ-F	5 KFMS-AF	5 KMMK-F<	5 KMMK-F
6 KWNR-F	6 KWNR-F	6 KWNR-F	6	6 KOMP-F	6	KMMK-F	6	6 KMZQ-F	6
KKLZ-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTQ/AQH/CUME
TOP 40/CHR/CONTEMP	3 (1)	136 (2)	139 (3)	14.9	20.2	KENO	1460 Las Vegas	1.0/3.0/ 11/ 197
AOR/CLASSIC	11 (1)	171 (2)	182 (3)	19.5	16.0	KMTW	1340 Las Vegas	1.0/2.0/ 11/ 132
AC/OLDIES/SOFT ROCK	11 (1)	131 (3)	142 (4)	15.2	25.7	KOWA	870 Laughlin/E LasV	0.9/1.9/ 10/ 127
MOR/VARIETY								
COUNTRY	15 (2)	158 (2)	173 (4)	18.6	14.1			
BLACK/URBAN								
BEAUTIFUL/EASY		157 (3)	157 (3)	16.8	8.7			
NEWS/TALK	49 (2)		49 (2)	5.3	5.8			
NOSTALGIA	26 (1)	42 (1)	68 (2)	7.3	5.0			
RELIGION/GOSPEL					2.0			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE		22 (1)	22 (1)	2.4	2.5			
UNKNOWN/OTHERS								
	115 (8)	817 (14)	932 (22)					

LEXINGTON

Arbitron Rank/Pop (12+): 124/296,200
 MSA Rank/Pop: 137/353,000
 Average Person Ratings: 14.7
 Market TSL: 19.50 hours

Stations: 16/14
 Diaries: 761/389:1/52.2%
 Sample Target: 740
 % Below Line: 2.3
 % Not Listed: 13.3

1991 Revenue: \$12,900,000
 HH Inc.: \$30,100
 Retail \$: 3.2 Bill
 Pop per Station: 21,157
 #1 Biller: WKQQ-F \$3,100,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F (C)	90/20.7	13.0	17.3	16.9	18.1	----	237/2549	952/32.1	26.0	32.7	19.7	97	1005	WVLK-F
2. WKQQ-F (ADR)	56/12.9	17.4	15.4	13.7	11.9	----	105/1517	823/27.8	27.2	28.5	17.2	85	914	WKQQ-F
3. WLAP-F (CHR)	41/ 9.4	13.0	16.0	16.2	13.6	----	94/1645	752/25.4	27.6	29.2	9.9	49	954	WVAP-F
4. WCOZ-F (SAC)	33/ 7.6	5.2	4.6	5.1	3.1	----	42/794	593/20.0	12.8	12.3	5.5	27	412	WCOZ-F
5. WCKU-F (B)	30/ 6.9	12.6	9.7	11.5	9.0	----	34/543	385/13.0	17.8	13.6	12.4	61	628	WCKU-F
6. WVLK (FS)	29/ 6.7	6.5	6.1	6.6	8.2	----	36/719	512/17.3	14.3	19.2	3.2	16	384	WVLK
7. WTKT-F (O)	28/ 6.4	5.2	3.8	4.7	5.5	----	31/616	499/16.8	15.1	14.9	6.1	30	452	WTKT-F
8. WLFX-F (CHR)	14/ 3.2	1.5	1.3	1.9	1.4	----	17/442	290/ 9.8	7.7	6.7	2.8	14	399	WLFX-F
9. WLAP (O)	12/ 2.8	2.0	2.1	2.6	2.3	----	25/356	188/ 6.3	7.7	6.1	1.6	8	120	WVAP
10. WHRS (BB)	9/ 2.1	2.8	2.1	1.3	0.4	----	9/91	86/ 2.9	2.2	3.7	0.8	4	46	WHRS
11. WHAS (FS)	8/ 1.8	1.1	2.1	0.9	0.4	----	49/692	171/ 5.8	5.4	4.9	0.4	2	76	WHAS
WJMM-F (REL)	8/ 1.8	1.5	1.7	1.9	3.3	----	12/300	220/ 7.4	6.0	8.0	1.8	9	226	WJMM-F
13. WLXG (N/T)	7/ 1.6	1.3	1.1	1.1	0.4	----	8/191	178/ 6.0	4.5	5.8				WLXG
WCGW (G)	7/ 1.6	1.5	1.7	1.5	2.7	----	18/155	71/ 2.4	2.6	2.1	2.6	13	119	WCGW

12+ FM SHARE (METRO): 79.58% (300 of 377) (FAL 90: 78.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F	1 WKQQ-F>	1 WVLK-F<	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>	1 WVLK-F
2 WLFX-F	2 WKQQ-F>	2 WKQQ-F>	2 WKQQ-F>	2 WKQQ-F>	2 WVLK	2 WKQQ-F>	2 WKQQ-F>	2 WKQQ-F>	2 WKQQ-F>	2 WLAP-F
3 WCKU-F	3 WLAP-F>	3 WCOZ-F	3 WCOZ-F	3 WCOZ-F	3 WTKT-F	3 WVLK	3 WCOZ-F	3 WLAP-F	3 WLAP-F	4 WKQQ-F
4	4 WCOZ-F>	4 WLAP-F	4 WTKT-F	4 WTKT-F	4 WCOZ-F	4 WLAP-F	4 WLAP-F	4 WCOZ-F	4 WCOZ-F	4 WVLK
5	5 WCKU-F	5 WTKT-F	5 WLAP-F	5 WLAP-F	5	5 WCOZ-F	5 WTKT-F	5 WTKT-F	5 WTKT-F	5 WCKU-F
6	6	6	6	6	6	6 WTKT-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKQQ-F>	1 WVLK-F	1 WVLK-F>	1 WVLK-F>	1 WVLK-F>	1 WKQQ-F>	1 WKQQ-F>	1 WKQQ-F>	1 WKQQ-F>	1 WVLK-F
2 WVLK-F	2 WKQQ-F	2 WLAP-F	2 WKQQ-F	2 WCOZ-F	2 WVLK-F>	2 WVLK-F>	2 WVLK-F>	2 WVLK-F>	2 WKQQ-F>
3 WLAP-F	3 WLAP-F	WCOZ-F	WCOZ-F	3 WTKT-F	3 WLAP-F	3 WLAP-F>	3 WLAP-F>	3 WTKT-F	3 WTKT-F
4 WCKU-F>	4 WCOZ-F	4 WLAP-F	4 WLAP-F	4 WLAP-F	4	4 WCOZ-F	4 WCOZ-F	4 WCOZ-F	4 WCOZ-F
5 WLFX-F	5 WCKU-F	5 WTKT-F	5 WCKU-F	5 WCKU-F	5	5	5	5 WLAP-F	5 WLAP-F
6	6	6	6 WTKT-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		55 (2)	55 (2)	14.6	17.8	WTKT 1580	Georgetown/Lxng 0.7/0.9/ 4/ 93
AOR/CLASSIC		56 (1)	56 (1)	14.9	14.1		
AC/OLDIES/SOFT ROCK	15 (2)	28 (1)	43 (3)	11.4	13.4	WLW 700	Cincinnati 0.5/3.4/ 13/ 289
MOR/VARIETY	39 (3)		39 (3)	10.3	10.7		
COUNTRY		90 (1)	90 (1)	23.9	21.4		
BLACK/URBAN		30 (1)	30 (1)	8.0	10.7		
BEAUTIFUL/EASY		33 (1)	33 (1)	8.8			
NEWS/TALK	7 (1)		7 (1)	1.9			
NOSTALGIA	9 (1)		9 (1)	2.4	4.4		
RELIGION/GOSPEL	7 (1)	8 (1)	15 (2)	4.0	7.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	77 (8)	300 (8)	377 (16)				

RADIO STATIONS

WLAP, 630, 5 KW/1 KW (DA-2), OLDIES	UNUILT, \$ 16.00 (Durpetti)	Trumper
WCGW, 770, 1 KW (DAYS), GOSPEL	\$ 10.00 (---)	Mortenson
WLXG, 1300, 2.5 KW/1KW (DA-N), TALK	NBC, ABC, \$ 12.00 (HNWH)	Martin
WVLK, 590, 5 KW/1 KW (DA-2), MOR/FULL SER.	ABC, \$ 36.00 (Katz)	Bluegrass
WCKU-F, 102.5, 2 KW @ 350, BLACK	\$ 19.00 (Torbet)	(NICHOLASVILLE)
WCOZ-F, 96.7, 1.5 KW @ 470, SOFT AC	UNISUP, \$ 20.00 (HNWH)	Martin (PARIS)
WJMM-F, 106.3, 3 KW @ 300, RELIGION	\$ 15.00 (---)	Mortenson (VERSAILLES)
WKQQ-F, 98.1, 100 KW @ 551, AOR	\$ 51.00 (Christal)	Village
WLAP-F, 94.5, 100 KW @ 660, CHR	\$ 55.00 (Durpetti)	Trumper
WLFX-F, 100.1, 1.4 KW @ 460, AC	\$ 16.00 (Durpetti)	(WINCHESTER)
WTKT-F, 103.1, 3 KW @ 300, OLDIES	\$ 20.00 (Eastman)	(GEORGETOWN)
WVLK-F, 92.9, 100 KW @ 845, COUNTRY	\$ 62.00 (Katz)	Bluegrass

LINCOLN

Arbitron Rank/Pop (12+): 167/180,300
 MSA Rank/Pop: 201/213,000
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 20/12
 Diaries: 640/282:1/59.5%
 Sample Target: 610
 % Below Line: 10.2
 % Not Listed: 14.6

1991 Revenue: \$8,800,000
 HH Inc.: \$35,589
 Retail \$: 1.6 B11
 Pop per Station: 15,025
 #1 Biller: KFOR \$2,100,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KZKX-F (C)	39/13.3	11.6	8.8	8.8	----	----	65/773	500/27.7	22.3	20.3	16.0	52	500	KZKX-F
KFOR (FS)	39/13.3	10.6	13.9	12.5	----	----	40/648	595/33.0	22.2	33.2	10.5	34	357	KFOR
3. KFMQ-AF (AOR)	25/ 8.5	10.2	7.1	8.8	----	----	36/440	318/17.6	22.5	18.8	11.1	35	518	KFMQ-AF
4. KTGL-F (CL AOR)	24/ 8.2	7.9	6.8	10.5	----	----	32/447	342/19.0	19.4	18.2	9.2	30	348	KTGL-F
KFRX-F (CHR)	24/ 8.2	6.6	7.5	12.8	----	----	29/552	441/24.5	25.9	25.5	11.4	37	455	KFRX-F
6. KEZG-F (SAC)	18/ 6.1	6.9	9.5	6.4	----	----	29/355	235/13.0	15.7	20.6	2.8	9	155	KEZG-F
7. KLIN (FS/T)	15/ 5.1	4.6	4.1	5.1	----	----	16/273	271/15.0	12.7	12.3	3.1	10	222	KLIN
KKNB-F (CHR)	15/ 5.1	4.0	4.4	4.7	----	----	30/534	329/18.2	14.9	19.9	5.5	18	309	KKNB-F
9. KLDZ-F (O)	14/ 4.8	7.6	5.1	4.1	----	----	18/373	298/16.5	16.9	15.7	4.0	13	236	KLDZ-F
10. KFAB (FS)	11/ 3.7	3.3	4.4	2.0	----	----	48/891	234/13.0	12.1	17.2	2.5	8	359	KFAB
11. KEZO-F (AOR)	9/ 3.1	1.3	0.7	3.4	----	----	25/282	183/10.1	9.6	8.4	2.2	7	137	KEZO-F
12. KHAT (BB)	6/ 2.0	3.3	1.7	0.7	----	----	12/103	50/ 2.8	4.2	2.6	1.2	4	84	KHAT
13. KEFM-F (AC)	3/ 1.0	2.3	1.4	1.4	----	----	9/201	108/ 6.0	8.6	9.1	1.8	6	109	KEFM-F

12+ FM SHARE (METRO): 70.92% (178 of 251) (FAL 90: 69.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>	1 KFMQ-AF	1 KZKX-F	1 KZKX-F	1 KZKX-F>	1 KFOR >>	1 KFOR >	1 KFOR	1 KZKX-F>	1 KZKX-F>	1 KLIN >
2 KZKX-F	2 KZKX-F	2 KFMQ-AF<	2 KFMQ-AF	2 KFMQ-AF	2 KZKX-F>	2 KZKX-F	2 KFMQ-AF	2 KFOR	2 KTGL-F	2 KFAB
KTGL-F	3 KTGL-F	3 KTGL-F	KTGL-F	KFOR	3 KLIN	3 KFMQ-AF>	KZKX-F	3 KTGL-F	3 KFAB	KZKX-F
KKNB-F	4 KFRX-F	4 KFRX-F	4 KLOZ-F	4 KTGL-F	4 KEZG-F	4 KFRX-F	4 KTGL-F	4 KFRX-F	4 KFRX-F	KKNB-F
5	5	5 KEZG-F	5 KEZG-F	5 KLDZ-F	5	5	5 KEZG-F	5 KFMQ-AF	5 KKNB-F	KFOR
6	6	6 KLDZ-F	6 KFRX-F	6 KEZG-F	6	6	6	6 KEZG-F	6	6
7	7	KKNB-F	KFOR	7 KFRX-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZKX-F	1 KZKX-F	1 KFRX-F	1 KZKX-F	1 KZKX-F	1 KTGL-F	1 KFMQ-AF	1 KFMQ-AF>	1 KFMQ-AF	1 KZKX-F
2 KFMQ-AF	KFRX-F>	2 KZKX-F	KFRX-F>	2 KFRX-F	2 KFMQ-AF>>	2 KTGL-F	2 KZKX-F	2 KTGL-F>	2 KFMQ-AF
KFRX-F>	3 KFMQ-AF	KEZG-F	3 KEZG-F	3 KEZG-F	3 KEZO-F	3 KZKX-F	3 KTGL-F>	3 KZKX-F>	3 KTGL-F
4 KTGL-F	4 KTGL-F	4 KTGL-F>	4 KFMQ-AF	4 KFOR	KZKX-F	4	4 KLDZ-F	4 KLDZ-F	4 KFOR
KKNB-F	5 KKNB-F	5 KFMQ-AF	5 KTGL-F	5 KLDZ-F	KFRX-F	5	5	5 KKNB-F	5 KLDZ-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATEO STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		41 (3)	41 (3)	16.3	14.9	KMXA-F 106.3 Lincoln	0.7/4.7/ 3/ 92
AOR/CLASSIC	1 (1)	57 (3)	58 (4)	23.1	17.3		
AC/OLDIES/SOFT ROCK		18 (3)	18 (3)	7.2	26.6	KESY-F 104.5 Omaha	0.7/2.3/ 4/ 69
MOR/VARIETY	65 (3)		65 (3)	25.9	26.6	KGOR-F 99.9 Omaha	0.3/2.9/ 5/ 120
COUNTRY	1 (1)	40 (2)	41 (3)	16.3	11.7	KKQF-F 98.5 Council Bluffs	0.7/5.3/ 6/ 188
BLACK/URBAN						WOW 590 Omaha/C.Bluff	0.3/3.6/ 10/ 274
BEAUTIFUL/EASY NEWS/TALK		22 (3)	22 (3)	8.8	0.8	WOW -F 94.1 Omaha/Cncl Blfs	0.3/3.8/ 6/ 156
NOSTALGIA	6 (1)		6 (1)	2.4	2.0		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	73 (6)	178 (14)	251 (20)				

RADIO STATIONS

KFOR, 1240, 1 KW	MOR/FULL SER.	ABC, \$ 37.00 (Katz)	May
KHAT, 1530, 5 KW (DAYS)	NOSTALGIA	\$ 15.00 (Durpetti)	Tate
KLIN, 1400, 1 KW	MOR/NOST.	MBS, CBS, \$ 17.00 (---)	
KEZG-F, 107.3, 100 KW @ 550, SOFT AC		CBS, MBS, \$ 18.00 (---)	
KFMQ-F, 101.9, 100 KW @ 150, AOR		\$ 24.00 (Banner)	Midwest
KFRX-F, 102.7, 100 KW @ 500, CHR		\$ 30.00 (Katz)	May
KMXA-F, 106.3, 3 KW @ 145, AC		UNIPWR, \$ 15.00 (Durpetti)	Tate
KKNB-F, 104.1, 31 KW @ 620, CHR		\$ 15.00 (---)	(CRETE)
KLDZ-F, 95.1, 50 KW @ 248, OLDIES		UNIPWR, UNIULT, \$ 25.00 (Christal)	Kempff
KTGL-F, 92.9, 100 KW @ 809, CLASSIC AOR		\$ 24.00 (K & P)	(BEATRICE)
KZKX-F, 96.9, 100 KW @ 610, COUNTRY		ABC, \$ 24.00 (HNWH)	(SEWARD)

LITTLE ROCK

Arbitron Rank/Pop (12+): 83/425,800
 MSA Rank/Pop: 97/523,000
 ADI # 57
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 18/18
 Diaries: 985/432:1/54.1%
 Sample Target: 910
 % Below Line: 0.0
 % Not Listed: 10.8

1991 Revenue: \$13,500,000
 MH Inc.: \$30,766
 Retail \$: 4.4 B11
 Pop per Station: 23,655
 #1 Biller: KSSN-F \$4,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F (C)	171/24.7	17.3	20.1	21.0	24.2	20.8	321/3431	1657/38.9	36.9	40.0	24.4	169	1658	KSSN-F
2. KEZQ-F (SAC)	58/ 8.4	8.5	10.2	9.9	7.3	9.3	80/1124	680/16.0	19.6	17.5	4.8	33	633	KEZQ-F
3. KMJX-F (AOR)	53/ 7.7	11.2	9.2	10.7	10.6	9.7	102/1058	582/13.7	18.2	17.5	13.7	95	994	KMJX-F
4. KIPR-F (B)	51/ 7.4	8.9	8.9	6.5	9.1	7.9	99/1120	702/16.5	14.3	13.7	14.0	97	845	KIPR-F
5. KURB-F (CHR)	43/ 6.2	8.6	4.9	4.7	4.9	6.1	87/1699	917/20.9	18.8	16.7	6.9	48	748	KURB-F
6. KARN (N/T)	36/ 5.2	6.1	6.3	8.2	6.3	6.4	41/687	572/13.4	13.0	15.8	3.8	26	427	KARN
7. KKYK-F (CHR)	35/ 5.1	5.5	4.3	5.3	4.4	5.1	55/1168	584/13.7	17.0	18.2	3.5	24	647	KKYK-F
8. KHLT-F (AC)	29/ 4.2	4.6	4.3	5.0	4.6	4.5	36/856	523/12.3	12.6	13.4	2.6	18	341	KHLT-F
9. KMZX-F (B)	24/ 3.5	3.2	2.1	2.1	2.6	2.7	25/322	301/ 7.1	5.9	5.5	1.7	12	233	KMZX-F
10. KXIX-F (C)	23/ 3.3	3.6	2.8	1.3	---	2.8	30/612	446/10.5	9.1	0.0	3.6	25	328	KXIX-F
11. KOLL-F (O)	22/ 3.2	5.2	5.7	4.3	6.5	4.6	61/988	435/10.2	14.5	15.9	4.8	33	500	KOLL-F
12. KAKI-AF (?)	18/ 2.6	1.3	2.5	2.2	1.1	2.2	26/276	198/ 4.7	0.0	1.2	0.1	1	87	KAKI-AF
13. KITA (REL)	15/ 2.2	0.7	0.5	1.1	1.5	1.1	15/210	160/ 3.8	3.7	3.6	1.3	9	153	KITA
14. KLRG (G)	14/ 2.0	2.2	2.9	3.2	3.8	2.6	19/257	195/ 4.6	4.6	5.9	3.2	22	211	KLRG
15. KBIS (N/T)	12/ 1.7	1.3	1.7	1.8	1.5	1.6	12/248	204/ 4.8	4.8	4.8	0.6	4	127	KBIS

12+ FM SHARE (METRO): 83.47% (515 of 617) (FAL 90: 82.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSSN-F	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>
2 KIPR-F	2 KMJX-F	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KEZQ-F>	2 KEZQ-F	2 KEZQ-F>	2 KMJX-F	2 KIPR-F>	2 KIPR-F
3 KKYK-F	3 KIPR-F	3 KIPR-F	3 KURB-F	3 KURB-F	3 KARN	3 KIPR-F<	3 KMJX-F	3 KEZQ-F	3 KKYK-F	3 KMZX-F
4	4 KURB-F	4 KURB-F>	4 KIPR-F	4 KIPR-F	4	4 KMJX-F	4 KURB-F<	4 KIPR-F	4 KMJX-F	4 KARN
5	5 KHLT-F	5 KEZQ-F	5 KEZQ-F	5 KIPR-F	5	KARN	5 KHLT-F	5 KURB-F	5 KMZX-F	5
6	6	6	6 KHLT-F	6 KHLT-F	6	6 KURB-F	6	6	6 KEZQ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>
2 KIPR-F	2 KMJX-F	2 KMJX-F	2 KURB-F	2 KEZQ-F	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>	2 KMJX-F>
3 KURB-F	KIPR-F	KHLT-F	3 KIPR-F	3 KURB-F	3 KIPR-F>	3 KIPR-F>	3 KIPR-F>	3 KIPR-F>	3 KIPR-F>
4 KMJX-F	KHLT-F	4 KURB-F	4 KMJX-F	4 KHLT-F	4 KURB-F	4 KURB-F	4 KIPR-F	4 KURB-F	4 KOLL-F
KKYK-F	5 KURB-F	KMZX-F	KHLT-F	5 KMJX-F	KKYK-F	5	KHLT-F	5 KXIX-F	5 KARN
KHLT-F	6	KIPR-F	6 KEZQ-F	6 KMZX-F	6 KXIX-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		78 (2)	78 (2)	12.6	10.2	KAAY	1090 Little Rock	0.9/4.3/ 13/ 394		
AOR/CLASSIC		53 (1)	53 (1)	8.6	11.7	KMTL	760 Sherwood/Lt1Rck	1.0/2.3/ 10/ 150		
AC/OLDIES/SOFT ROCK		51 (2)	51 (2)	8.3	12.7					
MOR/VARIETY										
COUNTRY		194 (2)	194 (2)	31.4	27.1					
BLACK/URBAN		75 (2)	75 (2)	12.2	12.9					
BEAUTIFUL/EASY		58 (1)	58 (1)	9.4	8.1					
NEWS/TALK	48 (2)		48 (2)	7.8	8.5					
NOSTALGIA	12 (1)		12 (1)	1.9	1.2					
RELIGION/GOSPEL	42 (4)		42 (4)	6.8	7.3					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS		6 (1)	6 (1)	1.0	0.4					
	102 (7)	515 (11)	617 (18)							

RADIO STATIONS

KARN, 92.0, 5 KW (DA-2)	NEWS/TALK	CBS, \$ 32.00 (Katz)	
KBIS, 101.0, 10 KW/5 KW (DA-N)	BUSINESS TALK	BRN NBC, \$ 18.00 (Christal)	Signal
KITA, 144.0, 5 KW/50 W	RELIGION	, \$ 13.00 (---)	
KLRG, 115.0, 5 KW/1 KW (DA-N)	GOSPEL	NBN, \$ 13.00 (McGuild)	Willis
KEZQ-F, 100.3, 44 KW @ 1369	EZ/SOFT AC	CBS, \$ 37.00 (McGuild)	
KHLT-F, 94.1, 100 KW @ 1602	AC	, \$ 38.00 (Christal)	
KIPR-F, 92.3, 100 KW @ 938	BLACK	, \$ 25.00 (Katz)	(PINE BLUFF)
KKYK-F, 103.7, 100 KW @ 1510	CHR	, \$ 49.00 (Banner)	Shepard
KMJX-F, 105.1, 81 KW @ 1054	AOR	ABC, \$ 40.00 (HNWH)	
KMZX-F, 106.3, 2.5 KW @ 353	BLACK	NBN, \$ 18.00 (K & P)	Willis (LANOKE)
KOLL-F, 94.9, 100 KW @ 1844	OLDIES	UNIPWR, \$ 36.00 (McGuild)	(PINE BLUFF)
KSSN-F, 95.7, 100 KW @ 1664	COUNTRY	ABC, \$ 90.00 (Katz)	South. Skies
KURB-F, 98.5, 100 KW @ 1285	CHR/URBAN	SOURCE, \$ 34.00 (Eastman)	GHB (Buck)

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,483,100
 MSA Rank/Pop: 2/12,100,000
 ADI # 2
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 43/41
 Diaries: 4421/2145:1/47.2%
 Sample Target: 4020
 % Below Line: 0.8
 % Not Listed: 11.4

1991 Revenue: \$402,000,000
 HH Inc.: \$42,203
 Retail \$: 92.5 Bill
 Pop per Station: 231,295
 #1 Biller: KABC \$35,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KOST-F (AC)	980/ 6.0	5.9	6.1	5.7	5.5	5.9	1178/20980	17431/18.4	16.8	16.4	5.1	826	11366	KOST-F
2. KIIS-AF (CHR)	798/ 4.9	5.2	4.7	4.7	5.1	4.9	938/21280	17931/19.0	17.8	18.1	6.4	1007	18156	KIIS-AF
3. KLOS-F (AOR)	713/ 4.4	4.5	4.5	4.0	4.6	4.3	1051/16634	11925/12.6	11.8	11.8	5.2	837	11656	KLOS-F
4. KPWR-F (CHR)	698/ 4.3	3.5	3.4	3.5	4.5	3.7	756/15534	13839/14.6	12.7	13.6	5.0	795	15793	KPWR-F
5. KABC (T)	690/ 4.2	4.7	5.1	4.3	4.3	4.6	742/10658	9554/10.1	11.2	9.4	4.0	636	8893	KABC
6. KLVE-F (SP)	658/ 4.0	3.5	2.8	3.1	3.7	3.3	709/8223	7471/ 7.9	6.6	7.3	4.0	647	6978	KLVE-F
7. KRTH-F (O)	642/ 4.0	3.8	3.6	2.8	1.9	3.5	795/16073	12593/13.3	12.9	8.1	3.3	527	7433	KRTH-F
8. KWKW (SP)	623/ 3.8	3.1	3.4	3.1	3.3	3.3	626/6354	6325/ 6.7	7.0	6.0	3.1	500	6176	KWKW
9. KKB-T-F (B)	619/ 3.8	4.9	4.1	3.6	3.5	4.1	694/8777	7450/ 7.9	9.2	7.4	6.0	965	9041	KKB-T-F
10. KBIG-F (AC)	528/ 3.2	3.8	4.1	3.5	3.8	3.7	658/12045	9933/10.5	11.3	10.3	2.9	470	5812	KBIG-F
11. KROQ-F (AOR)	519/ 3.2	2.7	3.1	2.9	3.2	3.0	607/10161	8723/ 9.2	8.5	8.3	3.4	544	9582	KROQ-F
12. KTNQ (SP)	480/ 3.0	2.4	2.7	2.7	2.3	2.7	491/6482	6278/ 6.6	5.9	5.3	2.3	373	4482	KTNQ
13. KXEZ-F (SAC)	478/ 2.9	2.8	3.0	3.2	3.0	3.0	508/8018	7450/ 7.9	8.2	7.4	1.7	269	3273	KXEZ-F
14. KNX (N)	456/ 2.8	2.6	2.7	4.0	3.2	3.0	605/15033	11606/12.2	11.3	11.5	2.5	404	8598	KNX
15. KHPC (BB)	455/ 2.8	2.6	2.6	2.4	2.8	2.6	522/7735	6669/ 7.0	6.8	7.2	2.3	366	4514	KHPC
17. KLSX-F (CL AOR)	455/ 2.8	2.8	2.8	2.1	2.2	2.6	527/11498	9626/10.2	9.2	8.0	2.8	442	8636	KLSX-F
18. KFI (T)	431/ 2.7	2.1	2.3	2.4	1.9	2.4	655/11076	7782/ 8.2	6.6	6.0	2.7	431	6247	KFI
19. KZLA-F (C)	410/ 2.5	3.1	3.1	4.3	2.9	3.3	452/13003	11877/12.5	13.8	12.9	2.6	415	7566	KZLA-F
20. KQLZ-F (AOR)	398/ 2.4	2.6	1.6	2.8	2.5	2.3	461/6140	5255/ 5.5	4.6	5.2	2.3	366	4582	KQLZ-F
21. KTWV-F (J/NA)	359/ 2.2	2.5	2.8	2.9	3.0	2.6	444/8823	7180/ 7.6	8.5	7.9	3.2	513	6979	KTWV-F
22. KKHJ (SP)	302/ 1.9	2.1	1.7	2.3	2.5	2.0	310/5303	5103/ 5.4	5.1	5.4	1.4	232	3534	KKHJ
23. KLIT-F (SAC)	250/ 1.5	1.6	0.9	0.8	0.8	1.2	293/5710	4986/ 5.3	4.2	3.6	0.4	70	1670	KLIT-F
24. KCBS-F (O)	220/ 1.4	1.4	1.9	1.6	1.7	1.6	291/6521	4887/ 5.2	6.8	5.9	1.3	209	3053	KCBS-F
25. KKG-F (CL)	217/ 1.3	1.4	1.4	1.3	1.3	1.3	261/6358	5499/ 5.8	5.0	4.3	1.4	217	2950	KKG-F
26. KJLH-F (B)	189/ 1.2	1.4	1.3	1.1	0.9	1.3	189/3733	3721/ 3.9	4.9	4.3	1.2	196	4193	KJLH-F
27. KALI (SP)	168/ 1.0	1.1	1.9	1.2	1.7	1.3	169/3115	3098/ 3.3	3.6	3.7	1.4	226	2394	KALI
28. KRLA (O)	155/ 1.0	0.8	1.1	0.6	0.8	0.9	165/3409	3045/ 3.2	3.9	3.2	0.8	123	2419	KRLA
29. KNAC-F (AOR)	149/ 0.9	0.8	0.8	1.1	0.8	0.9	156/3048	2835/ 3.0	2.6	2.4	1.4	228	2960	KNAC-F
30. KACE-F (J/NA)	122/ 0.8	0.9	0.7	0.8	1.2	0.8	123/1993	1944/ 2.0	2.7	3.3	0.6	92	1908	KACE-F

12+ FM SHARE (METRO): 68.21% (9826 of 14406) (FAL 90: 66.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIIS-AF	1 KLVE-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC	1 KLOS-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC
2 KPWR-F	2 KLOS-F	2 KLOS-F	2 KLOS-F	2 KLOS-F	2 KOST-F	2 KABC	2 KRTH-F	2 KIIS-AF	2 KPWR-F	2 KNX
3 KROQ-F	3 KOST-F	3 KLVE-F	3 KLVE-F	3 KLVE-F	3 KHPC	3 KIIS-AF	3 KBIG-F	3 KPWR-F	3 KKB-T-F	3 KFI
4 KKB-T-F	4 KPWR-F	4 KIIS-AF	4 KRTH-F	4 KRTH-F	4 KNX	4 KOST-F	4 KIIS-AF	4 KRTH-F	4 KABC	4 KKB-T-F
5	5 KIIS-AF	5 KWKW	5 KIIS-AF	5 KIIS-AF	5 KRTH-F	5 KWKW	5 KXEZ-F	5 KLOS-F	5 KIIS-AF	5 KPWB
6	6 KROQ-F	6 KRTH-F	6 KWKW	6 KWKW	6 KPWB	6 KTNQ	6 KLVE-F	6 KLVE-F	6 KROQ-F	6 KOST-F
7	7 KKB-T-F	7 KPWR-F	7 KKB-T-F	7 KBIG-F	7 KXEZ-F	7 KKB-T-F	7 KLVE-F	7 KKB-T-F	7 KLVE-F	7 KWKW
8	8 KWKW	8 KKB-T-F	8 KTNQ	8 KKB-T-F	8 KFI	8 KPWB	8 KABC	8 KWB-F	8 KWKW	8 KTNQ
9	9 KLSX-F	9 KLSX-F	9 KLSX-F	9 KTNQ	9	9 KNX	9 KPWR-F	9 KXEZ-F	9 KNX	9 KROQ-F
10	10 KRTH-F	10 KROQ-F	10 KBIG-F	10 KLSX-F	10	10 KPWR-F	10 KLOS-F	10 KROQ-F	10 KTNQ	10 KQLZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIIS-AF	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KPWR-F	1 KLOS-F	1 KLOS-F	1 KLOS-F	1 KLOS-F
2 KPWR-F	2 KLVE-F	2 KLVE-F	2 KIIS-AF	2 KBIG-F	2 KROQ-F	2 KPWR-F	2 KLVE-F	2 KWKW	2 KLSX-F
3 KOST-F	3 KIIS-AF	3 KIIS-AF	3 KLVE-F	3 KIIS-AF	3 KWKW	3 KROQ-F	3 KLSX-F	3 KLSX-F	3 KWKW
4 KROQ-F	4 KKB-T-F	4 KLOS-F	4 KKB-T-F	4 KLVE-F	4 KIIS-AF	4 KLVE-F	4 KPWR-F	4 KPWR-F	4 KOST-F
5 KKB-T-F	5 KLOS-F	5 KKB-T-F	5 KRTH-F	5 KRTH-F	5 KLSX-F	5 KWKW	5 KWKW	5 KOST-F	5 KLVE-F
6 KLVE-F	6 KBIG-F	6 KBIG-F	6 KBIG-F	6 KKB-T-F	6 KLOS-F	6 KLSX-F	6 KOST-F	6 KLVE-F	6 KRTH-F
7 KBIG-F	7 KPWR-F	7 KRTH-F	7 KLOS-F	7 KLOS-F	7 KKB-T-F	7 KIIS-AF	7 KROQ-F	7 KROQ-F	7 KTNQ
8 KLOS-F	8 KROQ-F	8 KTNQ	8 KPWR-F	8 KWKW	8 KOST-F	8 KOST-F	8 KIIS-AF	8 KRTH-F	8 KTWV-F
9 KWKW	9 KRTH-F	9 KWKW	9 KWKW	9 KXEZ-F	9 KQLZ-F	9 KKB-T-F	9 KQLZ-F	9 KIIS-AF	9 KPWR-F
10 KRTH-F	10 KWKW	10 KROQ-F	10 KTNQ	10 KTNQ	10 KLVE-F	10 KQLZ-F	10 KKB-T-F	10 KTNQ	10

LOS ANGELES

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	12 (1)	1633 (4)	1645 (5)	11.4	14.4	KEZY-F 95.9 Anaheim	0.6/2.3/106/2322
AOR/CLASSIC		2300 (6)	2300 (6)	16.0	12.4	KFOX-F 93.5 Redondo Beach	0.3/0.5/ 58/ 512
AC/OLDIES/SOFT ROCK	155 (1)	2370 (4)	2525 (5)	17.5	19.1	KGFJ 1230 Los Angeles	0.4/1.4/ 70/1337
MOR/VARIETY						KKLA-F 99.5 Los Angeles	0.4/1.8/ 88/2043
COUNTRY	103 (1)	453 (2)	556 (3)	3.9	2.8	KLAC 570 LA/Anaheim	0.6/3.1/119/3545
BLACK/URBAN	70 (1)	808 (2)	878 (3)	6.1	8.3	KOCM-F 103.1 Newport Beach	0.2/0.9/ 27/ 919
BEAUTIFUL/EASY		728 (2)	728 (2)	5.1	3.5	KSKQ 1540 Los Angeles	0.6/2.0/104/1914
NEWS/TALK	1987 (4)		1987 (4)	13.8	14.4	KSKQ-F 97.9 Long Beach	0.7/2.1/107/1977
NOSTALGIA	455 (1)		455 (1)	3.2	2.8	KWIZ 1480 Santa Ana	0.3/0.7/ 49/ 690
RELIGION/GOSPEL		71 (1)	71 (1)	0.5	1.4	KSRF-F 103.1 Santa Monica	0.3/1.4/ 44/1341
SPANISH	1677 (5)	765 (2)	2442 (7)	17.0	14.1	KGGI-F 99.1 Riverside	0.3/1.6/302/5164
CLASSICAL		217 (1)	217 (1)	1.5	1.6	XTRA 690 Tijuana/SnDiego	0.4/2.0/119/2838
JAZZ/NEW AGE		481 (2)	481 (2)	3.3	3.3		
UNKNOWN/OTHERS	121 (2)		121 (2)	0.8	1.8		
	4580 (16)	9826 (26)	14406 (42)				

RADIO STATIONS

AM STATIONS

KABC, 790, 5 KW (DA-N)	, TALK	ABC, \$ 420.00 (Katz)	Cap Cities/ABC
KALI, 1430, 5 KW (DA-2)	, HISPANIC	, \$ 90.00 (Katz)	United (SAN GABRIEL)
KDAY, 1580, 50 KW (DA-2)	, BUS. NEWS	NBN, UNIPWR, \$ 80.00 (Roslin)	(SANTA MONICA)
KFI, 640, 50 KW	, TALK	MBS, \$ 110.00 (Christal)	Cox
KFNB, 980, 5 KW	, NEWS	CNN NBC, \$ 305.00 (Group W)	Westinghouse
KGFJ, 1230, 1 KW	, BLACK OLDIES	SBN, SMN, \$ 70.00 (Roslin)	
KGIL, 1260, 5 KW (DA-2)	, TALK	APR, TALKNT, \$ 60.00 (HNWH)	Buckley (SAN FERNANDO)
KIEV, 870, 10 KW/1 KW (DA-2)	, TALK	UNISUP UNILT, \$ 55.00 (---)	(GLENDALE)
KLAC, 570, 5 KW (DA-N)	, COUNTRY	ABC, \$ 115.00 (Eastman)	Malrite
KMPC, 710, 50 KW/10 KW (DA-N)	, SPORTS	NBC, \$ 220.00 (Banner)	Golden West
KNX, 1070, 50 KW	, NEWS	CBS, \$ 340.00 (CBS)	CBS
KRLA, 1110, 50 KW/10 KW (DA-2)	, OLDIES	, \$ 80.00 (MHR)	Greater Media
KSKQ, 1540, 50 KW/10 KW (DA-2)	, HISPANIC	, \$ 100.00 (SBS)	SBS
KTNQ, 1020, 50 KW (DA-2)	, HISPANIC	, \$ 155.00 (Caballero)	Heftel
KWKW, 1330, 5 KW (DA-N)	, HISPANIC	, \$ 100.00 (Lotus)	Lotus

FM STATIONS

KACE, 103.9, 1.6 KW @ 390, NAC	APR, UNILT, \$ 80.00 (K & P)	All Pro (INGLEWOOD)
KBIG, 104.3, 105 KW @ 2890, AC	, \$ 300.00 (CBS)	Bonnevillie
KFSG, 96.3, 54 KW @ 480, RELIGION	APR, \$ 25.00 (---)	
KIIS, 102.7, 8 KW @ 2960, CHR	, \$ 520.00 (McGuilid)	Gannett
KJLH, 102.3, 2.2 KW @ 338, BLACK	, \$ 110.00 (Roslin)	(COMPTON)
KKBT, 92.3, 43 KW @ 2910, URBAN	, \$ 160.00 (MHR)	Evergreen
KKGO, 105.1, 18 KW @ 2887, CLASSICAL	APR, \$ 125.00 (CMBS)	
KLIT, 101.9, 2.4 KW @ 2848, SOFT AC	, \$ 100.00 (Banner)	Golden West (GLENDALE)
KLOS, 95.5, 63 KW @ 3129, AOR	ABC, \$ 400.00 (Katz)	Cap Cities/ABC
KLSX, 97.1, 21 KW @ 3002, CLASSIC AOR	, \$ 300.00 (MHR)	Greater Media
KLVE, 107.5, 30 KW @ 2998, HISPANIC	, \$ 175.00 (Caballero)	Heftel
KMAX, 107.1, 3 KW @ -44, RELIGION/ETHNIC	, \$ 60.00 (---)	Douglas (ARCADIA)
KNAC, 105.5, 1 KW @ 453, AOR	ABC, \$ 120.00 (Durpett1)	(LONG BEACH)
KCBS, 93.1, 29 KW @ 3498, OLDIES	CBS, \$ 190.00 (CBS)	CBS
KOST, 103.5, 13 KW @ 3100, AC	, \$ 475.00 (Christal)	
KPHR, 105.9, 72 KW @ 770, CHR	, \$ 430.00 (HNWH)	Emmis
QQLZ, 100.3, 5 KW @ 3004, AOR	SOURCE, \$ 300.00 (Durpett1)	Westwood One
KROQ, 106.7, 5 KW @ 1387, AOR	, \$ 270.00 (Torbet)	Infinity
KRTH, 101.1, 51 KW @ 3133, OLDIES	UNILT, \$ 375.00 (Banner)	Beasley
KSKQ, 97.9, 79 KW @ 410, HISPANIC	, \$ 120.00 (SBS)	SBS
KTWV, 94.7, 53 KW @ 2831, JAZZ/NAC	, \$ 300.00 (Group W)	Westinghouse
KXEZ, 98.7, 75 KW @ 1180, SOFT AC/EZ	, \$ 250.00 (Torbet)	Viacom
KZLA, 93.9, 49 KW @ 720, COUNTRY	, \$ 225.00 (Eastman)	Malrite

Miscellaneous: KWIZ-F (Anaheim) From Liberman to Douglas for \$8,750,000 (MVP)... KMPC from Nostalgia to Sports (Mar)...

LOUISVILLE

Arbitron Rank/Pop (12+): 51/791,500
 MSA Rank/Pop: 55/968,000
 ADI # 45
 Average Person Ratings: 14.9
 Market TSL: 19.75 hours

Stations: 15/15
 Diaries: 1268/624:1/53.2%
 Sample Target: 1320
 % Below Line: 0.0
 % Not Listed: 11.6

1991 Revenue: \$25,500,000
 HH Inc.: \$30,273
 Retail \$: 7.6 Bill
 Pop per Station: 52,766
 #1 Biller: WHAS \$7,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WAMZ-F (C)	270/22.9	17.9	19.5	17.1	20.8	19.4	357/3771	2647/33.4	29.1	30.8	24.8	357	2685	WAMZ-F
2. WHAS (FS)	171/14.5	14.3	14.3	17.3	15.0	15.1	216/3140	2410/30.4	30.4	30.8	11.0	159	2128	WHAS
3. WDJX-F (CHR)	90/ 7.6	8.0	8.9	6.8	7.3	7.8	150/2492	1618/20.4	23.1	21.0	11.5	166	2398	WDJX-F
4. WQMF-F (AOR)	84/ 7.1	10.4	7.8	8.4	6.4	8.4	109/1877	1367/17.3	18.0	15.7	8.5	122	1768	WQMF-F
5. WVEZ-F (SAC)	75/ 6.4	6.9	6.5	7.6	7.0	6.8	84/1400	1209/15.3	14.0	16.1	5.1	73	894	WVEZ-F
6. WGZB-F (B)	70/ 5.9	5.8	6.7	6.3	6.3	6.2	77/797	749/ 9.5	10.1	9.1	10.2	147	852	WGZB-F
7. WRKA-F (O)	59/ 5.0	6.7	4.9	6.9	6.7	5.9	72/1418	1278/16.1	17.1	15.5	5.6	81	1197	WRKA-F
8. WLRS-F (AC)	56/ 4.8	4.6	3.4	2.8	3.8	3.9	59/1102	1016/12.8	11.3	12.8	3.1	44	866	WLRS-F
9. WZKS-F (CHR)	44/ 3.7	3.5	5.0	3.9	3.4	4.0	45/1014	976/12.3	14.1	12.4	4.3	62	1308	WZKS-F
10. WAVG (T/O)	36/ 3.1	2.2	2.1	2.3	0.9	2.4	38/694	659/ 8.3	6.6	5.1	0.7	10	327	WAVG
11. WXVH (BB)	30/ 2.5	1.5	1.5	2.3	2.9	2.0	30/474	470/ 5.9	3.4	4.8	1.2	17	220	WXVH
12. WLOU (B)	29/ 2.5	3.1	2.7	3.7	3.1	3.0	31/484	474/ 6.0	6.8	6.6	2.3	33	509	WLOU
13.														
14.														
15.														

12+ FM SHARE (METRO): 71.85% (748 of 1041) (FAL 90: 68.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WDJX-F>>	1 WAMZ-F>	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F	1 WHAS <	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>	1 WAMZ-F
2 WGZB-F	2 WQMF-F>	2 WQMF-F	2 WHAS >	2 WHAS >	2 WHAS >>	2 WAMZ-F>>	2 WHAS >	2 WHAS >	2 WDJX-F<	2 WHAS >>
3 WZKS-F	3 WDJX-F	3 WHAS	3 WQMF-F	3 WQMF-F	3 WVEZ-F>	3 WQMF-F	3 WQMF-F<	3 WHAS	3 WHAS	3 WXVH
4	4 WGZB-F	4 WDJX-F	4 WRKA-F	4 WVEZ-F	4 WAVG <	4 WDJX-F	4 WVEZ-F	4 WDJX-F	4 WGZB-F	4 WVEZ-F
5	5 WLRS-F<	5 WRKA-F	5 WLRS-F	5 WRKA-F	5 WRKA-F	5 WVEZ-F	5 WDJX-F	5 WVEZ-F	5 WDJX-F	5 WQMF-F
6	6 WHAS	6 WLRS-F	6 WGZB-F<	6 WGZB-F<	6	6	6 WRKA-F	6 WGZB-F<	6 WLRS-F	6
7	7	7 WGZB-F	7 WVEZ-F	7 WLRS-F	7	7	7 WRKA-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WAMZ-F>>	1 WQMF-F	1 WQMF-F	1 WQMF-F	1 WAMZ-F	1 WAMZ-F>
2 WDJX-F>>	2 WDJX-F>	2 WDJX-F	2 WHAS >	2 WHAS >	2 WAMZ-F>>	2 WAMZ-F>>	2 WAMZ-F>>	2 WQMF-F>	2 WQMF-F
3 WZKS-F	3 WGZB-F	3 WHAS	3 WDJX-F	3 WVEZ-F	3 WDJX-F>>	3 WGZB-F	3 WGZB-F	3 WHAS	3 WHAS >
4 WLRS-F	4 WLRS-F	4 WGZB-F	4 WVEZ-F	4 WLRS-F	4 WGZB-F	4 WDJX-F	4 WHAS	4 WRKA-F	4 WRKA-F
5 WVEZ-F	5 WZKS-F	5 WLRS-F	5 WLRS-F	5 WRKA-F	5 WLRS-F	5 WHAS	5 WRKA-F	5 WGZB-F	5 WGZB-F
6 WQMF-F	6 WHAS	6 WZKS-F	6 WDJX-F	6	6	6 WLRS-F	6 WLRS-F	6 WDJX-F	6 WVEZ-F
7 WGZB-F	7	7 WRKA-F	7	7 WGZB-F	7	7	7 WDJX-F	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		134 (2)	134 (2)	12.9	19.9	WLLV 1240 Louisville	0.9/2.4/ 12/ 194
AOR/CLASSIC		84 (1)	84 (1)	8.1	7.9	WTMT 620 Louisville	0.6/2.5/ 12/ 237
AC/OLOIES/SOFT ROCK		115 (2)	115 (2)	11.0	16.5	WKY 790 Louisville	0.8/2.9/ 13/ 309
MOR/VARIETY	171 (1)		171 (1)	16.4	14.4		
COUNTRY	16 (2)	270 (1)	286 (3)	27.5	22.7		
BLACK/URBAN	29 (1)	70 (1)	99 (2)	9.5	11.2		
BEAUTIFUL/EASY		75 (1)	75 (1)	7.2	1.5		
NEWS/TALK	36 (1)		36 (1)	3.5	0.5		
NOSTALGIA	30 (1)		30 (1)	2.9	2.8		
RELIGION/GOSPEL	11 (1)		11 (1)	1.1	2.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	293 (7)	748 (8)	1041 (15)				

RADIO STATIONS

WAVG	970,	5 KW (DA-N)	Oldies	NBC UNISUP, \$ 22.00	(Durpetti)	
WDJX	1080,	10 KW/1 KW (DA-2)	-- simulcast with WDJX-F			
WHAS	840,	50 KW	MOR/Full Service	ABC, \$110.00	(Christal)	Clear Channel
WLOU	1350,	5 KW/500 W (DA-N)	Black	SBN, \$ 25.00	(---)	Johnson
WKY	790,	5 KW/1 KW (DA-2)	Country	UNISUP, \$ 20.00	(Katz)	Wilks-Schwartz
WXVH	1450,	1 KW	Nostalgia	SMN UNISUP, \$ 25.00	(K & P)	
WAMZ-F,	97.6,	100 KW @ 500	Country	\$ 90.00	(Christal)	Clear Channel
WDJX-F,	99.7,	24 KW @ 715	CHR	APR, \$ 70.00	(Eastman)	Stoner
WGZB-F,	96.5,	3 KW @ 300	Black	CNN, \$ 22.00	(---)	(CORYDON)
WLRS-F,	102.3,	3 KW @ 285	AC	UNIPWR, \$ 40.00	(Durpetti)	
WLSY-F,	101.7,	1.4 KW @ 415	EZ	UNIULT, \$ 25.00	(Banner)	
WQMF-F,	95.7,	34 KW @ 580	AOR	\$ 54.00	(HNWH)	
WRKA-F,	103.1,	3 KW @ 275	Oldies	\$ 52.00	(Banner)	Capitol-Johnson
WVEZ-F,	106.9,	25 KW @ 670	AC	UNISUP, \$ 57.00	(Katz)	Wilks-Schwartz
WZKS-F,	103.9,	1 KW @ 490	CHR	\$ 22.00	(MHR)	

LUBBOCK

Arbitron Rank/Pop (12+): 163/183,700
 MSA Rank/Pop: 196/226,000
 ADI # 147
 Average Person Ratings: 15.1
 Market TSL: 20.50 hours

Stations: 16/15
 Diaries: 617/298:1/49.4%
 Sample Target: 610
 % Below Line: 0.4
 % Not Listed: 7.6

1991 Revenue: \$6,500,000
 HM Inc.: \$27,735
 Retail \$: 2.0 Bill
 Pop per Station: 12,246
 #1 Biller: KLLL-AF \$2,100,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KLLL-F (C)	86/30.9	25.4	22.2	24.3	18.7	----	149/1403	763/41.5	40.6	33.9	29.1	95	1020	KLLL-F
2. KFHX-F (AOR)	32/11.5	9.8	13.5	8.1	7.8	----	43/597	403/21.9	22.2	17.2	20.2	66	608	KFHX-F
3. KZII-F (CHR)	27/ 9.7	10.7	13.5	14.9	14.0	----	42/724	424/23.1	29.4	24.5	10.7	35	568	KZII-F
4. KKCL-F (O)	22/ 7.9	6.2	4.0	2.9	2.8	----	25/399	320/17.4	14.8	10.3	7.3	24	280	KKCL-F
5. KRLB-F (AC)	19/ 6.8	8.5	8.1	9.7	13.1	----	32/633	386/21.0	26.5	24.4	6.7	22	510	KRLB-F
6. KFYO (C)	18/ 6.5	3.9	6.1	2.3	6.2	----	32/513	313/17.0	9.1	18.3	1.5	5	165	KFYO
7. KTEZ-F (SAC)	17/ 6.1	8.1	4.7	9.1	5.9	----	21/405	327/17.8	14.0	10.8	3.1	10	177	KTEZ-F
8. KKIK-AF (SP)	9/ 3.2	5.8	6.8	3.6	7.4	----	19/325	185/10.1	20.0	15.8	4.2	6	254	KKIK-AF
9. KTLK (SP)	6/ 2.2	4.6	1.0	1.6	1.9	----	6/101	73/ 4.0	5.9	2.7	0.9	3	87	KTLK
KJAK-F (REL)	6/ 2.2	1.6	3.0	1.3	2.2	----	9/227	153/ 8.3	5.3	6.9	0.6	2	89	KJAK-F
KFMX (BB)	6/ 2.2	1.3	1.3	1.6	1.2	----	6/79	69/ 3.8	3.2	4.0	0.6	2	64	KFMX
12. KLFB (SP)	4/ 1.4	----	0.3	2.3	2.8	----	4/77	71/ 3.9	0.0	1.9	0.6	2	85	KLFB
13. KCAS (EZ)	3/ 1.1	0.7	1.0	1.9	3.1	----	4/84	70/ 3.8	2.4	2.3	0.9	3	37	KCAS
14.														
15.														

12+ FH SHARE (METRO): 82.88% (213 of 257) (FAL 90: 83.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F>>	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>
2 KLLL-F>>	2 KFHX-F>>	2 KFHX-F>	2 KFHX-F>	2 KFHX-F>	2 KFHX-F>	2 KFYO	2 KZII-F	2 KKCL-F	2 KFHX-F>	2 KZII-F
3 KRLB-F	3 KZII-F	3 KKCL-F	3 KKCL-F>	3 KKCL-F>	3 KKCL-F>	3 KFHX-F	3 KFHX-F	3 KFHX-F	3 KZII-F>	3 KFHX-F
4	4 KRLB-F	4 KRLB-F	4 KTEZ-F	4 KTEZ-F	4 KTEZ-F	4 KRLB-F<	4 KZII-F	4 KTEZ-F	4	4
5	5	5 KZII-F	KRLB-F	5 KRLB-F	5	5 KKCL-F<	5 KTEZ-F	KRLB-F	5	5
6	6	6	6	6	6	6 KFYO	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLLL-F	1 KLLL-F	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F	1 KFHX-F	1 KLLL-F>>	1 KLLL-F>>
2 KZII-F	2 KFHX-F	2 KFHX-F	2 KFHX-F	2 KTEZ-F>	2 KFHX-F>>	2 KFHX-F>>	2 KLLL-F>>	2 KFHX-F>	2 KFHX-F
KFHX-F>>	3 KZII-F>	3 KZII-F	3 KZII-F	3 KFHX-F	3 KRLB-F	3 KRLB-F>	3 KZII-F>	3 KKCL-F>	3 KKCL-F>>
4 KRLB-F	4 KRLB-F	4 KTEZ-F	4 KTEZ-F	4 KZII-F	4	4	4 KZII-F	4 KRLB-F	4 KRLB-F
5	5 KTEZ-F	KRLB-F>	5 KRLB-F	KRLB-F	5	5	5	5	5
6	6	6 KKIK-AF	6	6	6	6	6	6	6

FORMATS	AM	FH	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		27 (1)	27 (1)	10.5	14.9	KLLL 1590 Lubbock	0.4/2.8/ 2/	85	
AOR/CLASSIC		32 (1)	32 (1)	12.5	14.9				
AC/OLDIES/SOFT ROCK		41 (2)	41 (2)	16.0	21.2	KGNC 710 Amarillo	0.4/1.5/ 12/	194	
MOR/VARIETY									
COUNTRY	19 (2)	86 (1)	105 (3)	40.9	36.8				
BLACK/URBAN					1.9				
BEAUTIFUL/EASY	3 (1)	17 (1)	20 (2)	7.8	1.1				
NEWS/TALK	1 (1)		1 (1)	0.4	0.4				
NOSTALGIA	6 (1)		6 (1)	2.3	1.5				
RELIGION/GOSPEL		6 (1)	6 (1)	2.3	3.3				
SPANISH	15 (3)	4 (1)	19 (4)	7.4	4.1				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	44 (8)	213 (B)	257 (16)						

RADIO STATIONS

KFYO, 790, 5 KW/1 KW (DA-2), COUNTRY	CBS, \$ 15.00 (Torbet)	Seaton
KJXB, 580, 500 W/387 W, BLACK/DANCE	, \$ 12.00 (Christal)	Dowe
KLFB, 1420, 500 W, HISPANIC	, \$ 11.00 (Caballero)	
KXTQ, 950, 5 KW/500 W (DA-2), HISPANIC	, \$ 10.00 (Caballero)	Adams
KFHX-F, 94.5, 100 KW @ 818, AOR	ABC, \$ 27.00 (Katz)	
KJAK-F, 92.7, 100 KW @ 584, RELIGION	, \$ 9.00 (---)	(SLATON)
KRLB-F, 99.5, 100 KW @ 817, CHR/AC	ABC, \$ 35.00 (Christal)	Dowe
KKCL-F, 98.1, 50 KW @ 300, OLDIES	NBC, \$ 14.00 (Banner)	Amer. General (LORENZO)
KKIK-F, 93.7, 100 KW @ 736, HISPANIC	, \$ 19.00 (Banner)	Adams
KLLL-F, 96.3, 100 KW @ 850, COUNTRY	MBS, \$ 44.00 (Eastman)	Pinnacle
KLSC-F, 104.7, 100 KW @ 980, OLDIES	ABC, \$ 10.00 (Republic)	(LAHESA)
KTEZ-F, 101.1, 100 KW @ 750, SOFT AC	UNISUP, \$ 26.00 (HNWH)	Lotus
KZII-F, 102.5, 100 KW @ 817, CHR	, \$ 30.00 (Torbet)	Seaton

Miscellaneous: KKIK-F from Country to Hispanic...

MACON

Arbitron Rank/Pop (12+): 142/233,600
 MSA Rank/Pop: 160/297,000
 ADI # 120
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 18/15
 Diaries: 774/302:1/49.7%
 Sample Target: 690
 % Below Line: 4.3
 % Not Listed: 12.8

1991 Revenue: \$8,100,000
 HH Inc.: \$31,259
 Retail \$: 2.2 B11
 Pop per Station: 15,573
 #1 Biller: WDEN-AF \$2,700,000

12+ METRO	1/4/SHARE	SPG				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG		Birch Share	Birch AQH	Birch Cume	
		91	90	90	89			91	90						
1. WDEN-AF (C)	80/20.5	19.5	21.3	23.0	----	155/1449	737/31.5	31.9	30.5		20.7	79	729	WDEN-AF	
2. WPEZ-F (AC)	47/12.0	11.3	12.9	9.4	----	59/753	512/21.9	21.0	24.3		8.7	34	607	WPEZ-F	
3. WQBZ-F (AOR)	31/ 7.9	10.8	4.1	2.2	----	45/569	352/15.1	15.9	8.9		12.0	47	510	WQBZ-F	
4. WPGA-F (B)	29/ 7.4	10.8	9.4	8.4	----	38/584	393/16.8	17.3	18.8		11.5	45	527	WPGA-F	
WAYS-F (O)	29/ 7.4	10.1	11.0	14.9	----	49/988	531/22.7	29.9	33.1		8.4	33	658	WAYS-F	
6. WFXM-F (B)	25/ 6.4	7.0	8.5	7.0	----	31/490	377/16.1	19.5	19.3		12.0	47	623	WFXM-F	
7. WDDO (G)	23/ 5.9	8.9	9.9	7.0	----	27/305	269/11.5	13.4	12.4		1.8	21	177	WDDO	
8. WKXX-AF (B)	21/ 5.3	2.2	1.1	1.0	----	27/311	229/ 9.8	4.9	2.5		0.8	3	71	WKXX-AF	
9. WMAZ (N/T)	19/ 4.8	2.6	2.8	4.8	----	24/437	330/14.1	11.0	9.0		3.1	12	471	WMAZ	
10. WRCC-F (C)	12/ 3.1	0.5	2.3	1.4	----	12/126	108/ 4.5	3.2	8.1		1.3	5	63	WRCC-F	

12+ FM SHARE (METRO): 80.99% (277 of 342) (FAL 90: 80.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPGA-F	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF
2 WFXM-F	2 WQBZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F	2 WPGA-F	2 WMAZ
3 WQBZ-F	3 WPGA-F	3 WQBZ-F	3 WAYS-F	3 WAYS-F	3 WDDO	3 WKXX-AF	3 WAYS-F	3 WPGA-F	3 WFXM-F	3 WDDO
WPEZ-F	WPEZ-F	4 WAYS-F	4 WQBZ-F	4 WQBZ-F	4 WMAZ	4 WAYS-F	4 WQBZ-F	4 WQBZ-F	4 WQBZ-F	4
5	5 WAYS-F	5 WPGA-F	5 WKXX-AF	5 WKXX-AF	5 WAYS-F	5 WQBZ-F	5 WPPR-AF	5 WAYS-F	5 WMAZ	5
6	6 WKXX-AF	6	6	6 WPGA-F	6	6 WPPR-AF	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WDEN-AF	1 WQBZ-F	1 WDEN-AF	1 WDEN-AF
2 WQBZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F	2 WPEZ-F	2 WQBZ-F	2 WQBZ-F	2 WDEN-AF	2 WQBZ-F	2 WQBZ-F
WPEZ-F	3 WQBZ-F	3 WKXX-AF	3 WFXM-F	3 WDDO	WPGA-F	3 WPGA-F	3 WPGA-F	3 WPEZ-F	3 WPEZ-F
4 WPGA-F	4 WKXX-AF	4 WQBZ-F	4 WAYS-F	4 WAYS-F	4 WRCC-F	4 WAYS-F	4 WAYS-F	4 WAYS-F	4 WAYS-F
WFXM-F	WPGA-F	WAYS-F	5 WQBZ-F	5 WFXM-F	5	5 WPEZ-F	5 WPEZ-F	5 WPGA-F	5 WKXX-AF
6	6	6 WPGA-F	6	6	6	6 WKXX-AF	6 WKXX-AF	6 WKXX-AF	6 WPGA-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP					12.4	WCOP 1350 Warner Robins	0.8/3.5/	3/	86
AOR/CLASSIC		31 (1)	31 (1)	9.1	4.6	WIBB 1280 Macon	1.0/3.2/	7/	708
AC/OLDIES/SOFT ROCK		78 (3)	78 (3)	22.8	18.3	WMRW-F 107.1 Gordon	0.5/3.5/	2/	96
MOR/VARIETY									
COUNTRY	1 (1)	91 (2)	92 (3)	26.9	24.0	WPCH-F 94.9 Atlanta	2.3/3.0/	12/	134
BLACK/URBAN	19 (2)	62 (4)	81 (6)	23.7	22.4	WVEE-F 103.3 Atlanta	0.5/1.4/	6/	147
BEAUTIFUL/EASY		9 (1)	9 (1)	2.6	1.3	WVJF-F 93.3 Manchester	1.5/5.7/	7/	193
NEWS/TALK	19 (1)		19 (1)	5.6					
NOSTALGIA					3.1				
RELIGION/GOSPEL	26 (2)	6 (1)	32 (3)	9.4	13.9				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	65 (6)	277 (12)	342 (18)						

RADIO STATIONS

WDDO, 1240, 1 KW	GOSPEL	NBN, MBS, \$ 12.00 (Christal)	
WIBB, 1280, 5 KW (DAYS)	BLACK	SBN, \$ 13.00 (Torbet)	Woodfin
WMAZ, 940, 50 KW/10 KW (DA-2), NOSTALGIA		ABC, UNISUP, \$ 19.00 (Katz)	Multimedia
WAYS-F, 99.1, 100 KW @ 660, CHR		ABC, MBS, \$ 40.00 (Katz)	Multimedia
WDEN-F, 105.3, 100 KW @ 777, COUNTRY		NBC, \$ 56.00 (McGuild)	Magic
WFXM-F, 100.1, 3 KW @ 300, BLACK		SBN, \$ 18.00 (Torbet)	Woodfin (FORSYTH)
WPEZ-F, 107.9, 100 KW @ 680, AC		UNIPWR, \$ 30.00 (Christal)	(PERRY)
WPGA-F, 100.9, 3 KW @ 200, BLACK		ABC, \$ 20.00 (HNWH)	
WQBZ-F, 106.3, 50 KW @ 500, AOR		\$ 12.00 (Banner)	Taylor (FORT VALLEY)

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 71/513,600

Stations: 21/19
Diaries: 998/515:1/47.8%
Sample Target: 960
% Below Line: 1.3
% Not Listed: 12.2

1991 Revenue: \$12,000,000
HH Inc.: \$21,897
Retail \$: 3.4 Bill
Pop per Station: 27,031
#1 Biller: KTEX-F \$2,200,000

HSA Rank/Pop: 126/664,000 (McAllen)
ADI # 114
Average Person Ratings: 17.7
Market TSL: 24.00 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KTEX-F (C)	190/20.9	16.8	19.5	18.5	17.3	18.9	209/1884	1734/33.8	31.0	29.6	18.2	177	1541	KTEX-F
2. KGBT (SP)	122/13.4	12.9	13.8	15.1	12.1	13.8	131/1287	1197/23.3	24.6	22.7	9.2	90	1018	KGBT
3. KBFM-F (CHR)	99/10.9	10.8	11.1	13.1	14.0	11.5	104/1579	1479/28.8	31.1	32.2	12.1	118	1861	KBFM-F
4. KIWW-F (SP)	65/ 7.1	9.3	7.0	8.0	7.5	7.8	77/918	778/15.1	21.9	17.2	7.2	70	818	KIWW-F
5. KRGY-F (CHR)	43/ 4.7	5.7	5.3	3.7	2.8	4.8	45/773	744/14.5	13.5	8.9	8.7	85	1069	KRGY-F
6. KQXX-F (SP)	40/ 4.4	4.6	4.6	3.3	4.5	4.2	40/515	508/ 9.9	9.7	8.6	3.0	29	392	KQXX-F
7. KVLY-F (O)	39/ 4.3	4.9	5.5	4.9	6.8	4.9	41/645	605/11.8	13.5	12.0	5.9	58	658	KVLY-F
8. KELT-F (AC)	39/ 4.3	4.9	6.8	5.7	6.2	5.4	42/727	647/12.6	18.8	15.3	5.8	57	645	KELT-F
9. KBOR-F (SP)	31/ 3.4	3.5	2.2	1.2	1.2	2.6	37/603	518/10.1	8.7	4.3	4.9	48	575	KBOR-F
10. KURV (N/T)	26/ 2.9	2.8	2.8	1.8	1.9	2.6	27/329	318/ 6.2	6.8	4.6	1.4	14	244	KURV
11. KBOR (SP)	19/ 2.1	3.2	1.9	2.5	4.0	2.4	19/309	309/ 6.0	5.4	9.3	2.3	22	219	KBOR
12. KRGE (SP)	16/ 1.8	1.2	1.3	0.1	0.6	1.1	18/204	171/ 3.3	3.6	3.5	2.7	26	216	KRGE
13. KVTY-F (REL)	13/ 1.4	0.6	0.4	1.8	1.7	1.0	15/215	208/ 4.0	2.9	4.4	0.4	4	88	KVTY-F
14. KVJY (EZ)	13/ 1.4	0.6	2.2	2.2	1.8	1.6	14/162	147/ 2.9	3.3	3.0	1.1	11	156	KVJY
15. KIRT (SP)	11/ 1.2	2.2	1.2	1.9	1.9	1.6	15/248	215/ 4.2	5.4	5.7	1.8	18	177	KIRT

12+ FM SHARE (METRO): 71.09% (568 of 799) (FAL 90: 71.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KBFM-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KGBT	1 KTEX-F>	1 KTEX-F>>	1 KTEX-F	1 KTEX-F	1 KTEX-F<
2 KTEX-F>>	2 KBFM-F	2 KIWW-F<	2 KIWW-F	2 KGBT	2 KTEX-F	2 KGBT >	2 KGBT >	2 KGBT >	2 KBFM-F>	2 KGBT
3 KRGY-F	3 KIWW-F	3 KBFM-F<	KGBT >	3 KIWW-F>	3	3 KBFM-F>	3 KIWW-F<	3 KBFM-F>	3 KQXX-F	3 XEMS <
4	4 KRGY-F<	4 KGBT >	4 KVLY-F	4 KVLY-F	4	4 KIWW-F	4 KBFM-F>	4 KIWW-F	4 KURV	
5	5 KGBT	5 KVLY-F	5 KBFM-F	KQXX-F	5	5	5 KVLY-F	5	5 KRGY-F	5
6	6 KELT-F	6	6 KQXX-F	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>	1 KTEX-F	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>	1 KTEX-F>>
2 KBFM-F>	2 KBFM-F	2 KIWW-F>	2 KIWW-F	2 KGBT	2 KRGY-F	2 KBFM-F	2 KIWW-F	2 KBFM-F	2 KGBT
3 KRGY-F>	3 KIWW-F>	3 KGBT	3 KBFM-F	3 KIWW-F>	3 KBFM-F>	3 KRGY-F	KELT-F	3 KGBT	3 KVLY-F
4 KBOR-F	4 KGBT	4 KBFM-F	4 KGBT >	4 KQXX-F	4 KIWW-F>	4 KIWW-F	KBFM-F	4 KVLY-F	4 KELT-F
5	5 KELT-F	5 KVLY-F	5 KQXX-F	5 KBFM-F	5 KGBT	5 KGBT	5 KGBT	5 KIWW-F	5 KIWW-F
6	6	KELT-F	6	6	6	6	6 KVLY-F	6	6

FORMATS	AM	FH	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		142 (2)	142 (2)	17.8	19.5	KJAV-F 104.9	Alamo/McAllen	0.3/1.4/	3/ 71
AOR/CLASSIC					2.9	KSOX 1240	Raymondville	0.5/2.2/	5/ 118
AC/OLDIES/SOFT ROCK		78 (2)	78 (2)	9.8	8.9	KSOX-F 101.7	Raymondville	0.7/2.6/	7/ 185
MOR/VARIETY						KUBR 1210	San Juan	0.8/2.2/	8/ 121
COUNTRY	5 (1)	196 (2)	201 (3)	25.2	19.5				
BLACK/URBAN						KTRH 740	Houston	0.4/1.8/	4/ 94
BEAUTIFUL/EASY	13 (1)		13 (1)	1.6	6.1	XEMS 1490	Matamoros	0.9/1.4/	8/ 72
NEWS/TALK	30 (2)		30 (2)	3.8	2.7				
NOSTALGIA									
RELIGION/GOSPEL		13 (1)	13 (1)	1.6					
SPANISH	183 (6)	139 (4)	322 (10)	40.3	39.4				
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					1.1				
	231 (10)	568 (11)	799 (21)						

RADIO STATIONS

KBOR, 1600, 1 KW (OA-1)	, HISPANIC	, \$ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N)	, HISPANIC	, \$ 45.00 (Katz) Tichenor
KIRT, 1580, 1 KW/300 W	, HISPANIC	, \$ 16.00 (Caballero)
KURV, 710, 1 KW (DA-1)	, TALK	ABC, CNN, \$ 11.00 (---)
KBFM-F, 104.1, 100 KW @ 998, CHR	ABC	, \$ 45.00 (Banner)
KBOR-F, 106.2, .5 KW @ 633, SEE KBOR-A		
KELT-F, 94.5, 100 KW @ 1158, AC		, \$ 30.00 (Katz)
KVTY-F, 105.3, 3 KW @ 285, RELIGION		, \$ 15.00 (---)
KIWW-F, 96.1, 100 KW @ 987, HISPANIC		, \$ 31.00 (Katz Hisp) Tichenor
KQXX-F, 98.5, 100 KW @ 1202, HISPANIC		, \$ 24.00 (Caballero)
KRGY-F, 99.5, 100 KW @ 1037, AOR	UNIPWR ABC	, \$ 23.00 (Torbet) First City
KTEX-F, 100.3, 100 KW @ 1125, COUNTRY	ABC	, \$ 45.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC		, \$ 11.00 (In House)
KVLY-F, 107.9, 100 KW @ 790, OLDIES		, \$ 23.00 (Torbet) Tippie

MADISON

Arbitron Rank/Pop (12+): 117/313,300
 MSA Rank/Pop: 130/356,000
 ADI # 92
 Average Person Ratings: 16.7
 Market TSL: 21.50 hours

Stations: 16/15
 Oiaries: 753/416:1/59.1%
 Sample Target: 760
 % Below Line: 0.8
 % Not Listed: 20.1

1991 Revenue: \$14,700,000
 HH Inc.: \$33,352
 Retail \$: 3.4 Bill
 Pop per Station: 20,886
 #1 Biller: WIBA-F \$2,500,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WIBA-F (AOR)	64/12.2	15.4	15.3	14.7	12.3	14.4	118/1566	883/28.2	34.3	29.7	15.5	81	1026	WIBA-F
2. WWQM-AF (C)	54/10.3	6.7	8.5	7.9	6.3	8.4	73/900	573/18.3	18.0	11.9	10.0	52	561	WWQM-AF
3. WOLX-F (O)	48/ 9.2	8.9	9.9	7.7	6.3	8.9	121/1483	663/21.2	27.4	21.4	7.3	38	601	WOLX-F
4. WZEE-F (CHR)	47/ 9.0	11.7	7.0	8.5	8.0	9.1	79/1604	813/25.9	26.5	27.9	13.2	69	925	WZEE-F
5. WMGN-F (AC)	38/ 7.3	6.1	7.6	6.6	7.6	6.9	48/744	510/16.3	15.8	18.5	4.4	23	406	WMGN-F
6. WTSO (C)	32/ 6.1	5.5	3.1	7.4	6.5	5.5	61/1122	727/23.2	9.6	23.4	4.8	25	485	WTSO
7. WIBA (FS)	26/ 5.0	6.3	7.0	6.4	6.3	6.2	27/829	517/16.5	17.4	17.7	4.4	23	399	WIBA
8. WMLI-F (SAC)	24/ 4.6	3.0	4.1	2.9	4.5	3.7	28/528	418/13.3	13.4	15.4	5.6	29	448	WMLI-F
9. WTDY (T)	21/ 4.0	3.8	2.7	4.4	4.7	3.7	27/436	364/11.6	8.4	11.8	3.8	20	259	WTDY
WMAD-F (AOR)	21/ 4.0	3.2	4.3	2.9	4.3	3.6	23/402	350/11.2	12.4	10.9	3.3	17	360	WMAD-F
11. WJJO-F (AC/CHR)	19/ 3.6	3.2	6.0	5.4	5.5	4.6	30/634	427/13.6	23.0	22.1	3.4	18	468	WJJO-F
12. WSJY-F (EZ)	9/ 1.7	1.6	2.3	1.9	2.0	1.9	26/452	204/ 6.5	5.6	5.4	2.1	11	144	WSJY-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 78.95% (330 of 418) (FAL 90: 74.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZEE-F>> 1 WIBA-F>> 1 WIBA-F>	1 WOLX-F	1 WOLX-F	1 WWQM-AF	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WIBA-F	1 WWQM-F>>
2 WZEE-F	2 WOLX-F	2 WIBA-F<	2 WWQM-AF	2 WOLX-F	2 WOLX-F	2 WWQM-AF	2 WWQM-AF<	2 WZEE-F	2 WZEE-F	2 WIBA-F
3 WWQM-AF	3 WMGN-F	3 WMGN-F	WIBA-F<	3 WTSO	3 WOLX-F	3 WOLX-F	3 WOLX-F	3 WOLX-F<	3 WWQM-AF	WIBA
4 WMGN-F	4 WWQM-AF	4 WWQM-AF>	4 WMGN-F>	4 WIBA	4 WMGN-F<	4 WMGN-F>	4 WWQM-AF	4 WMLI-F>	4	
5 WWOLX-F	5 WZEE-F	5 WMAD-F	5 WTSO	5 WMGN-F	5 WZEE-F	5 WTDY	5 WMGN-F	5 WTDY	5	
6 WJJO-F	6	6 WZEE-F	6	6	6 WIBA	6	6	6	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F	1 WMGN-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F>	1 WOLX-F
2 WZEE-F	2 WZEE-F	2 WWQM-AF	2 WMGN-F	2 WWQM-AF	2 WZEE-F>	2 WZEE-F	2 WMAD-F	2 WOLX-F>	2 WIBA-F
WMLI-F>	3 WWQM-AF	WMGN-F>	3 WWQM-AF	3 WOLX-F	3 WWQM-AF	3 WMGN-AF	3 WOLX-F	3 WWQM-AF	3 WWQM-AF
4 WWQM-AF	WMLI-F	4 WZEE-F	4 WZEE-F	4 WIBA-F>	4 WJJO-F	4 WMAD-F	4 WWQM-AF	4 WZEE-F	4 WMGN-F>
WMGN-F	WMGN-F	WOLX-F	WOLX-F	5 WZEE-F	5	5 WOLX-F	5 WMGN-F	5 WMGN-F	5 WTSO
WJJO-F	6 WJJO-F	WJJO-F	6 WMLI-F	WMLI-F	6	6	6	6	6 WMAD-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	11.2	17.5	WIBU 1240 Poynette	0.6/2.6/ 10/ 172
AOR/CLASSIC		93 (3)	93 (3)	22.2	21.5	WMHM-F 105.5 Verona/Madison	1.5/5.9/ 8/ 205
AC/OLDIES/SOFT ROCK		105 (3)	105 (3)	25.1	23.9		
MOR/VARIETY	30 (2)		30 (2)	7.2	8.2	WTHJ 620 Milwaukee	0.8/2.6/ 29/ 453
COUNTRY	34 (2)	52 (1)	86 (3)	20.6	16.7		
BLACK/URBAN							
BEAUTIFUL/EASY		33 (2)	33 (2)	7.9	3.2		
NEWS/TALK	21 (1)		21 (1)	5.0	7.2		
NOSTALGIA	3 (1)		3 (1)	0.7	1.9		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	88 (6)	330 (10)	418 (16)				

RADIO STATIONS

WIBA , 1310, 5 KW (DA-2) , MOR/Full Service	CBS, \$41.00 (Katz)	Double L
WIBU , 1240, 1 KW , Nostalgia	\$10.00 (---)	(POYNETTE)
WTDY , 1480, 5 KW (DA-2) , News/Talk	NBC ABC, \$20.00 (Mc-Guild)	Midwest Family
WTSO , 1070 10 KW/5 KW (DA-2) , Country	APR, \$36.00 (Banner)	Mid Continent
WWQM-F, 106.3, 4.5 KW @ 380 , Country	ABC, \$24.00 (Eastman)	
WIBA-F, 101.5, 50 KW @ 450 , AOR	CBS, \$49.00 (Katz)	Double L
WMAD-F, 92.1, 2 KW @ 400 , AOR	\$24.00 (Torbet)	
WMGN-F, 98.1, 38 KW @ 580 , AC	\$46.00 (Mc-Guild)	Midwest Family
WMLI-F, 96.3, 6 KW @ 500 , Soft AC	UNISUP, \$19.00 (Torbet)	(SAUK CITY)
WOLX-F, 94.9, 37 KW @ 1300 , Oldies	\$38.00 (Christal)	(BARABOO)
WSJY-F, 107.3, 50 KW @ 500 , EZ	ABC, \$16.00 (---)	(PORT ATKINSON)
WJJO-F, 94.1, 50 KW @ 500 , AC	\$31.00 (HNWH)	Joyner (WATERTOWN)
WZEE-F, 104.1, 6 KW @ 1120 , CHR	\$46.00 (Banner)	Midcontinent

Miscellaneous: WMAD AF turned over to bank - \$3,200,000 in loans...

OTHER RANKED STATIONS -- See Orlando

WMAA-F	102.3	100 KM @ 500, AC	\$ 19.00 (McGulld)
WGCO-F	102.3	3 KM @ 240, OLOIES	\$ 21.00 (Torbet)
WMKR-F	102.7	6 KM @ 300, COUNTRY	\$ 20.00 (K & P)
WLRQ-F	99.3	1 KM @ 488, SOFT AC	\$ 23.00 (Eastman)
WGNE-F	98.1	50 KM @ 500, COUNTRY	\$ 21.00 (Banner)
WMB, 1240	1 KM		
WML, 920	5 KM/1 KM (DA-N)		
SUN	\$ 15.00 (K & P)		
MBS ABC	\$ 22.00 (Torbet)		

RADIO STATIONS

STATION	FM	AM	TOTAL	SHARE	RTG	AGH	CUME
TOP 40/CHR/CONTEMP	21 (3)		21 (3)	0.5/2.6	3	93	113
AOR/CLASSIC	76 (3)		76 (3)	0.4/3.2	2	113	93
AC/OLDS/SOFT ROCK	98 (7)		98 (7)				
MCR/VARIETY	66 (2)		66 (2)				
CCUNRY	80 (3)		80 (3)				
BLACK/URBAN	17 (1)		17 (1)				
BEAUTIFUL/EASY	58 (3)		58 (3)				
NEWS/TALK	6 (2)		6 (2)				
NOSTALGIA	10.4		10.4				
RELIGION/GOSPEL	3.4		3.4				
SPANISH	13.5		13.5				
CLASSICAL	12.5		12.5				
JAZZ/NEW AGE	4 (2)		4 (2)				
UNKNOWN/OTHERS	3 (1)		3 (1)				
WMAA-F	5		5				
WLRQ-F	4		4				
WMOX-F	3		3				
WZTU-F	3		3				
WJHM-F	2		2				
WSTF-F	2		2				
WAOA-F	2		2				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				
WMAA-F	1		1				
WLRQ-F	1		1				
WMOX-F	1		1				
WZTU-F	1		1				
WJHM-F	1		1				
WSTF-F	1		1				
WAOA-F	1		1				
WIZ-F	1		1				

Miscellaneous: WKBR sold for \$160,000...

OTHER RANKED STATIONS -- See Boston or Portsmouth

WGR-F, 101.1, 10 KW @ 920, AOR	\$ 67.00 (Banner)	Knights	(CONCORD)
WJY-F, 105.5, 1.6 KW @ 456, SOFT AC	\$ 24.00 (Eastman)	Empire	(CONCORD)
WZD-F, 95.7, 14 KW @ 926, EZ	\$ 46.00 (Katz)	Sunshine	(NASHUA)
WMB-F, 106.3, 3 KW @ 328, CHR	\$ 30.00 (McGuffin)		
WFEA, 1370, 5 KW (DA-2)	\$ 18.00 (Katz)	Sunshine	
WGR, 610, 5 KW/1 KW (DA-2)	\$ 35.00 (Banner)	Knights	
WKBR, 1250, 5 KW (DA-2)	\$ 14.00 (S. Katz)	Knights	
WFEA, 1370, 5 KW (DA-2)	\$ 18.00 (Katz)	Sunshine	
WGR, 610, 5 KW/1 KW (DA-2)	\$ 35.00 (Banner)	Knights	
WJY-F, 105.5, 1.6 KW @ 456, SOFT AC	\$ 24.00 (Eastman)	Empire	(CONCORD)
WZD-F, 95.7, 14 KW @ 926, EZ	\$ 46.00 (Katz)	Sunshine	(NASHUA)
WMB-F, 106.3, 3 KW @ 328, CHR	\$ 30.00 (McGuffin)		

RADIO STATIONS

FORMATS	AM	FM	TOTAL	%	FAL 90	OTHER RATED STATIONS	METRO CUME TSA	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	28 (3)	28 (3)	56 (7)	55 (7)	22.3	WKBR 1250 Manchester	1.7/4.8/ 20/ 251	0.7/2.3/ 3/ 53
AD/CLASSIC	55 (7)	55 (7)	110 (14)	11.7	21.9			
AC/OLDIES/SOFT ROCK	29 (8)	29 (8)	58 (8)	7.3	8.3	WBX-F 98.5 Boston	1.7/4.8/ 10/ 223	
COUNTRY	18 (1)	18 (1)	36 (2)	23.5	23.1	WBZ 1030 Boston	0.3/2.5/ 1/ 60	
BLACK/URBAN	58 (3)	58 (3)	116 (3)	12.6	9.1	WCD-F 96.9 Boston	2.0/8.7/ 14/ 390	
NEWS/TALK	31 (5)	31 (5)	62 (5)	8.5	9.1	WCV-F 93.7 Lawrence/Boston	0.7/3.4/ 3/ 101	
RELIGION/GOSPEL	21 (1)	21 (1)	42 (1)	1.2	1.2	WEI 590 Boston	1.0/3.1/ 12/ 168	
SPANISH	3 (1)	3 (1)	6 (1)	0.8	0.8	WHEB-F 100.3 Portsmouth	0.3/4.3/ 2/ 158	
CLASSICAL	2 (1)	2 (1)	4 (1)	0.8	0.8	WHDH 850 Boston	1.4/2.3/ 4/ 75	
JAZZ/NEW AGE	2 (1)	2 (1)	4 (1)	0.8	0.8	WHEB-F 100.3 Portsmouth	0.3/4.3/ 2/ 158	
UNKNOWN/OTHERS	2 (1)	2 (1)	4 (1)	0.8	0.8	WHEB-F 100.3 Portsmouth	0.3/4.3/ 2/ 158	
WZLX-F 100.7 Boston							0.7/5.4/ 12/ 189	
WXLQ-F 104.5 Fitzburg							0.7/5.8/ 11/ 234	
WXKS-F 107.9 Medford/Boston							2.0/8.7/ 11/ 291	
WVBF-F 105.7 Framingham/Boston							0.3/1.9/ 13/ 253	
WODS-F 103.3 Boston							2.7/11.1/ 29/ 497	
WMNF-F 99.1 Haverhill/Concord							1.0/4.2/ 14/ 202	
WMJX-F 106.7 Boston							1.0/3.3/ 9/ 4/ 134	
WLYT-F 92.5 Haverhill/Boston							0.7/6.9/ 8/ 172	
WHOM-F 94.9 Mt. Wash/Port Ind							1.0/4.8/ 14/ 274	
WMB-F 100.3 Portsmouth							0.3/4.3/ 2/ 158	
WHDH 850 Boston							1.4/2.3/ 4/ 75	
WEI 590 Boston							0.3/3.4/ 5/ 135	
WCRB-F 102.5 Waltham/Boston							1.0/3.1/ 12/ 168	
WCV-F 93.7 Lawrence/Boston							2.4/9.1/ 22/ 402	
WCD-F 96.9 Boston							0.7/3.4/ 3/ 101	
WBZ 1030 Boston							2.0/8.7/ 14/ 390	
WBOS-F 92.9 Brookline/Boston							0.3/2.5/ 1/ 60	
WBX-F 98.5 Boston							1.7/4.8/ 10/ 223	
WBCN-F 104.1 Boston							2.7/9.5/ 22/ 406	

TEENS	18-34	18-49	25-34	18-49	WOM 18-49	WOM 25-34	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-34
1. WZD-F (SAC)	44/14.9	16.4	18.8	17.5	15.6	77/865	475/28.6	29.8	30.1	9.7	20
2. WGR-F (AOR)	26/ 8.8	8.5	7.3	10.6	13.2	64/1112	399/24.0	26.3	23.4	11.6	263
3. WFEA (BB)	21/ 7.1	1.7	3.5	3.8	2.7	25/254	189/11.4	6.1	8.0	3.4	7
4. WOK-F (C)	18/ 6.1	6.8	6.9	3.1	6.8	54/655	250/15.0	15.4	14.1	8.2	17
5. WHOB-F (CHR)	12/ 4.1	5.5	5.9	5.5	6.1	37/626	220/13.2	16.8	16.2	5.3	11
6. WSSH-F (SAC)	11/ 3.7	5.5	6.2	4.7	5.6	38/558	228/13.7	16.7	17.8	2.9	6
7. WRKO (TT)	11/ 3.7	2.0	1.4	1.7	2.7	21/323	140/ 8.4	7.6	7.3	1.9	4
8. WZOU-F (CHR)	10/ 3.4	6.1	3.5	3.1	2.0	36/569	266/16.0	19.4	14.3	6.3	13
9. WAAF-F (AOR)	10/ 3.4	3.4	1.7	3.4	2.7	31/397	168/10.1	13.3	7.5	4.3	9
10. WGR (N/T)	9/ 3.0	7.5	5.9	5.8	4.1	12/306	227/13.7	15.3	15.0	5.3	11
12+ METRO	1/4/SHARE	91	90	89	89	12+ METRO	SPG	FAL	91	90	91
12+ METRO	1/4/SHARE	91	90	89	89	12+ METRO	SPG	FAL	91	90	91
12+ METRO	1/4/SHARE	91	90	89	89	12+ METRO	SPG	FAL	91	90	91

Arbitron Rank/Pop (12+): 174/166,200
 Stations: 316
 1991 Revenue: \$6,600,000
 HH Inc.: \$43,575
 Retail \$: 2.7 B11
 Pop per Station: 27,700
 % Below Line: 47.3
 Sample Target: 610
 Starts: 709/234:1/59.0%
 Boston ADI
 MSA Rank/Pop: 249/254,000
 Average Person Ratings: 17.8
 % Not Listed: 16.6
 #1 Billing: WGR-F \$2,250,000
 Market TSL: 23.25 hours

MEMPHIS

Arbitron Rank/Pop (12+): 43/897,700
 MSA Rank/Pop: 51/989,000
 ADI # 39
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 21/21
 Diaries: 1307/687:1/46.9%
 Sample Target: 1290
 % Below Line: 0.0
 % Not Listed: 12.0

1991 Revenue: \$27,000,000
 HH Inc.: \$23,401
 Retail \$: 7.2 Bil
 Pop per Station: 42,747
 #1 Biller: WGKX-F \$5,700,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WGKX-F (C)	237/15.7	11.7	9.8	10.4	10.0	11.9	314/3652	2679/29.8	20.6	19.1	12.7	202	2104	WGKX-F
2. WHRK-F (B)	173/11.5	11.7	12.0	13.5	14.0	12.2	217/2701	2095/23.3	24.0	25.6	15.6	248	2652	WHRK-F
3. WDIA (B)	152/10.1	11.3	9.7	9.7	10.0	10.2	195/2408	1866/20.8	20.3	19.9	8.2	130	1345	WDIA
4. WMC -F (CHR)	132/ 8.7	6.7	7.9	6.8	8.4	7.5	153/2424	1954/21.8	20.6	21.1	8.0	127	1778	WMC -F
5. KJMS-F (B)	128/ 8.5	9.7	7.9	4.1	5.4	7.6	136/2028	1841/20.5	17.4	18.2	11.0	175	2218	KJMS-F
6. WEGR-F (AOR)	116/ 7.7	8.3	8.0	11.2	8.8	8.8	163/2199	1556/17.3	16.3	15.7	11.9	188	1831	WEGR-F
7. WRVR-F (AC)	89/ 5.9	5.3	6.9	9.1	8.0	6.8	107/1943	1616/18.0	17.1	18.7	5.7	90	1052	WRVR-F
8. KPVR-F (O)	55/ 3.6	3.7	4.8	4.9	6.2	4.3	82/1947	1301/14.5	14.4	18.2	4.7	75	1070	KPVR-F
9. WLOK (G)	54/ 3.6	5.0	5.5	5.5	5.4	4.9	54/850	817/ 9.1	12.4	9.7	5.3	84	994	WLOK
10. WMC (N/T)	49/ 3.2	3.9	2.7	4.1	2.7	3.5	55/971	868/ 9.7	7.3	8.1	2.3	37	790	WMC
11. WEZI-F (SAC)	40/ 2.7	2.2	3.4	3.4	2.5	2.9	40/784	764/ 8.5	9.1	7.3	0.9	14	441	WEZI-F
12. WREC (BB)	26/ 1.7	2.3	2.7	2.2	3.2	2.2	44/766	581/ 6.5	7.5	8.2	2.8	44	471	WREC

12+ FM SHARE (METRO): 73.42% (975 of 1328) (FAL 90: 70.27%)

TEENS	15-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F >	1 WHRK-F	1 WGKX-F	1 WGKX-F	1 WGKX-F	1 WGKX-F >	1 WGKX-F >	1 WGKX-F >	1 WGKX-F >	1 WHRK-F	1 KJMS-F <
2 KJMS-F	2 WGKX-F <	2 WHRK-F	2 WHRK-F	2 WDIA <	2 WDIA >	2 WHRK-F <	2 WMC -F	2 WHRK-F	2 KJMS-F >	2 WDIA <
3 WMC -F	3 KJMS-F <	3 WEGR-F <	3 WDIA <	3 WHRK-F	3 WMC -F <	3 WEGR-F	3 WRVR-F <	3 WMC -F	3 WGKX-F >	3 WHRK-F >
4	4 WEGR-F >	4 WDIA <	4 WMC -F <	4 WMC -F	4 WRVR-F	4 WDIA	4 WDIA	4 WEGR-F	4 WDIA	4 WGKX-F
5	5 WMC -F	5 WMC -F	5 WEGR-F	5 WEGR-F	5 WMC	5 WMC -F >	5 WHRK-F <	5 WDIA	5 WMC -F	5
6	6 WDIA	6 KJMS-F	6 WRVR-F	6 WRVR-F	6	6 KJMS-F <	6 WEGR-F	6 KJMS-F	6 WEGR-F	6
7	7	7 WRVR-F	7 KJMS-F	7 KJMS-F	7	7 WRVR-F	7 KJMS-F	7 WRVR-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGKX-F >	1 WHRK-F	1 WHRK-F >	1 WGKX-F	1 WGKX-F	1 KJMS-F	1 WEGR-F	1 WEGR-F	1 WEGR-F	1 WEGR-F
2 WHRK-F	2 WGKX-F	2 WGKX-F <	2 WHRK-F	2 WDIA <	2 WGKX-F <	2 WHRK-F	2 WHRK-F >	2 WGKX-F	2 WGKX-F
KJMS-F >	3 KJMS-F	3 WMC -F	3 WMC -F	3 WMC -F	3 WHRK-F	3 KJMS-F	3 KJMS-F	3 WHRK-F	3 WDIA
4 WEGR-F	4 WMC -F	4 KJMS-F	WDIA	WHRK-F >	4 WEGR-F >	4 WGKX-F >	4 WMC -F	4 KJMS-F	4 WHRK-F
5 WRVR-F	5 WDIA	5 WDIA	5 KJMS-F	5 WRVR-F	5 WMC -F	5 WMC -F	WGKX-F	5 WDIA	5 WMC -F
WMC -F	6 WRVR-F	6 WRVR-F	6 WRVR-F	6 KJMS-F	6 WDIA	6 WDIA	6 WDIA	6 WMC -F	6 KPVR-F <
WDIA	WEGR-F	7 WEGR-F	7	7	7	7	7	7 WRVR-F	7 WRVR-F
									8 KJMS-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		132 (1)	132 (1)	9.9	13.9	KHLS-F 96.3	Blytheville 0.3/0.8/ 8/ 132
AOR/CLASSIC		116 (1)	116 (1)	8.7	10.2	KSUD 730	W Memphis/Mmphs 0.3/1.4/ 7/ 157
AC/OLDIES/SOFT ROCK	5 (1)	144 (2)	149 (3)	11.2	10.5	KWAM 990	Memphis 0.7/2.3/ 18/ 356
MOR/VARIETY						WBWP 1480	Memphis 0.6/2.0/ 9/ 181
COUNTRY	5 (1)	237 (1)	242 (2)	18.2	11.6	WCRV 640	Collierville 1.5/4.0/ 29/ 516
BLACK/URBAN	152 (1)	301 (2)	453 (3)	34.1	31.5	WGFS 1210	Arlington/Mphs 0.3/1.6/ 5/ 146
BEAUTIFUL/EASY		40 (1)	40 (1)	3.0	4.3	WHBQ 560	Memphis 0.3/1.7/ 6/ 195
NEWS/TALK	49 (1)		49 (1)	3.7	4.3	WMPS 1380	Millington 0.7/2.3/ 11/ 207
NOSTALGIA	26 (1)		26 (1)	2.0	1.8	WODZ 680	Memphis 0.3/2.0/ 6/ 246
RELIGION/GOSPEL	105 (6)		105 (6)	7.9	11.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	11 (1)	5 (1)	16 (2)	1.2	0.4		
	353 (12)	975 (9)	1328 (21)				

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	UNIULT, \$ 20.00 (Durpetti)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2), BLACK	CBS, \$ 39.00 (McGuill)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2), OLDIES	ABC, APR, \$ 20.00 (Roslin)	
WLOK, 1340, 1 KW (DA-1), GOSPEL	NBN, SBN, \$ 24.00 (K & P)	
WMC, 790, 5 KW (DA-N), TALK	ABC, NBC, \$ 35.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N), NOSTALGIA	CBS, \$ 30.00 (McGuill)	New Market
WXSS, 1030, 50 KW/ 1 KW(DA-2), BLACK/GOSPEL	SHN, NBN, \$ 20.00 (---)	Willis
KJMS-F, 101.1, 10C KW @ 450, BLACK	NBC, \$ 37.00 (Durpetti)	Rivers
KPVR-F, 98.1, 10C KW @ 1270, OLDIES	, \$ 60.00 (CBS)	Diamond (OSCEOLA, AR)
WEGR-F, 102.7, 10C KW @ 900, ADR	UNIPWR, \$ 57.00 (McGuill)	New Market
WEZI-F, 94.3, 3 KW @ 300, EZ	UNISUP, \$ 35.00 (Eastman)	Ardman
WGKX-F, 105.9, 100 KW @ 984, COUNTRY	, \$ 105.00 (Katz)	Barnstable
WHRK-F, 97.1, 100 KW @ 531, BLACK	NBC, \$ 75.00 (McGuill)	Ragan Henry
WMC-F, 99.7, 300 KW @ 908, CHR	SOURCE, \$ 96.00 (Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC	, \$ 100.00 (MMR)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,777,200
 MSA Rank/Pop: 24/3,180,000 (Miami)
 ADI # 15
 Average Person Ratings: 19.1
 Market TSL: 25.25 hours

Stations: 40/35
 Diaries: 2856/972:1/44.1%
 Sample Target: 2770
 % Below Line: 2.7
 % Not Listed: 7.1

1991 Revenue: \$97,000,000
 HH Inc.: \$33,612
 Retail \$: 28.2 B11
 Pop per Station: 79,348
 #1 Biller: WIOD \$7,500,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WLYF-F (EZ)	381/ 7.2	7.5	8.9	8.3	8.1	8.0	401/4413	3972/14.3	16.2	15.9	4.5	207	2278	WLYF-F
2. WPOW-F (CHR)	330/ 6.2	5.1	5.2	5.8	4.9	5.6	349/5269	4697/16.9	13.6	12.1	8.7	405	5642	WPOW-F
3. WIOD (N/T)	305/ 5.7	4.9	4.0	5.3	5.1	5.0	358/4717	4080/14.7	9.7	14.4	5.0	231	2584	WIOD
4. WHQT-F (B)	268/ 5.0	4.5	5.3	4.6	4.1	4.8	290/4089	3664/13.2	12.7	11.5	7.0	326	4175	WHQT-F
5. WAQI (SP)	264/ 5.0	4.7	4.6	6.1	4.4	5.1	267/2515	2464/ 8.9	7.5	7.4	4.4	205	2107	WAQI
6. WEDR-F (B)	263/ 4.9	6.2	5.7	5.8	6.2	5.7	289/3620	3228/11.6	10.5	11.1	7.7	358	3297	WEDR-F
7. WQBA (SP)	217/ 4.1	2.5	2.9	3.8	3.6	3.3	218/1890	1867/ 6.7	5.5	6.5	2.0	91	975	WQBA
8. WKIS-F (C)	211/ 4.0	3.5	3.9	4.0	4.2	3.8	233/3099	2634/ 9.5	9.4	8.7	3.2	149	1770	WKIS-F
9. WHYI-F (CHR)	193/ 3.6	2.9	3.3	3.5	3.6	3.3	211/4368	3786/13.6	12.3	12.0	4.1	192	3515	WHYI-F
10. WSHE-F (AOR)	177/ 3.3	4.1	3.3	2.6	3.2	3.3	215/3637	2976/10.7	9.9	9.3	5.1	235	3079	WSHE-F
11. WFLC-F (AC)	177/ 3.3	3.9	4.2	3.3	4.4	3.7	190/3860	3455/12.4	13.0	12.2	3.8	174	2298	WFLC-F
12. WMXJ-F (O)	165/ 3.1	3.3	2.6	3.1	3.6	3.0	189/3256	2744/ 9.9	10.0	10.4	2.9	135	1689	WMXJ-F
13. WJQY-F (SAC)	158/ 3.0	3.2	3.1	2.8	3.6	3.0	172/2749	2523/ 9.1	8.4	9.5	2.3	105	1341	WJQY-F
14. WLVE-F (J/NA)	149/ 2.8	2.7	2.3	2.1	2.5	2.5	159/2489	2228/ 8.0	6.9	7.4	2.8	130	1644	WLVE-F
15. WTHI-F (CL)	147/ 2.8	3.4	2.5	2.7	2.5	2.8	156/2398	2055/ 7.4	7.8	6.7	2.5	116	1100	WTHI-F
16. WZTA-F (CL AOR)	141/ 2.7	2.5	3.6	2.2	3.0	2.8	157/3051	2510/ 9.0	9.3	8.2	3.5	164	2101	WZTA-F
17. WINZ (N/T)	132/ 2.5	2.6	3.0	3.6	2.7	2.9	140/2453	2217/ 8.0	8.6	8.7	1.8	82	1386	WINZ
18. WXDJ-F (SP)	129/ 2.4	3.2	3.5	3.7	3.4	3.2	130/1662	1647/ 5.9	6.7	6.2	2.3	108	1468	WXDJ-F
19. WMRZ (BB)	124/ 2.3	2.5	2.9	2.0	1.3	2.4	149/1734	1484/ 5.3	5.7	4.0	1.1	49	548	WMRZ
20. WCMQ-F (SP)	108/ 2.0	2.6	2.6	2.0	3.0	2.3	108/1671	1664/ 6.0	6.5	7.0	2.7	124	1634	WCMQ-F
21. WQBA-F (SP)	106/ 2.0	1.8	1.9	1.5	1.7	1.8	112/1832	1649/ 5.9	5.7	4.9	2.6	120	1493	WQBA-F
22. WWFE (SP)	104/ 2.0	2.0	1.6	---	2.1	1.4	105/1191	1171/ 4.2	3.0	2.5	1.3	60	606	WWFE
23. WAXY-F (AC)	73/ 1.4	2.1	2.1	2.0	2.1	1.9	83/2140	1895/ 6.8	8.3	8.2	1.8	85	1581	WAXY-F
24. WRTO-F (SP)	68/ 1.3	0.9	0.6	0.5	0.8	0.8	68/800	800/ 2.9	2.3	1.8	1.5	68	1121	WRTO-F
25. WFTL (T)	65/ 1.2	0.9	0.9	1.2	1.2	1.0	67/876	824/ 3.0	3.0	2.5	1.1	50	520	WFTL
26. WCMQ (SP)	60/ 1.1	1.4	1.0	2.2	0.6	1.4	60/840	837/ 3.0	2.7	2.1	0.5	23	491	WCMQ
27. WMBM (B)	56/ 1.1	0.7	0.6	1.3	0.9	0.9	56/570	570/ 2.1	1.7	2.4	0.7	33	464	WMBM
28.														
29.														
30.														

12+ FM SHARE (METRO): 67.44% (3328 of 4935) (FAL 90: 70.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WPOW-F >>	1 WPOW-F	1 WPOW-F	1 WEDR-F	1 WEDR-F	1 WLYF-F	1 WLYF-F	1 WLYF-F	1 WPOW-F	1 WPOW-F	1 WIOD
2 WHQT-F >	2 WEDR-F <	2 WEOR-F	2 WMXJ-F <	2 WIOD <	2 WAQI <	2 WAQI <	2 WIOD	2 WLYF-F	2 WHQT-F	2 WEOR-F
3 WEDR-F	3 WHQT-F	3 WHQT-F	3 WIOD	3 WMXJ-F	3 WIOD	3 WIOD	3 WAQI >	3 WEDR-F	3 WEDR-F	3 WHQT-F
4 WSHE-F	4 WSHE-F <	4 WFLC-F <	4 WHQT-F <	4 WLYF-F <	4 WQBA	4 WPOW-F	4 WQBA <	4 WHQT-F <	4 WLYF-F <	4 WLYF-F
5	5 WHYI-F	5 WHYI-F <	5 WLYF-F <	5 WKIS-F	5 WKIS-F	5 WQBA	5 WPOW-F	5 WIOD	5 WSHE-F	5 WAQI
6	6 WFLC-F	6 WLYF-F <	6 WFLC-F	6 WHQT-F	6 WTHI-F <	6 WHQT-F <	6 WKIS-F	6 WAQI	6 WIOD	6 WKIS-F <
7	7 WZTA-F	7 WSHE-F	7 WLVE-F	7 WLVE-F	7 WMXJ-F	7 WHYI-F	7 WFLC-F	7 WKIS-F <	7 WQBA	7 WINZ
8	8	8 WIOD	8 WKIS-F <	8 WFLC-F	8	8 WEDR-F	8 WMXJ-F	8 WSHE-F	8	8 WRHC
9	9	9 WZTA-F	9 WSHE-F <	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPOW-F >	1 WHQT-F	1 WHQT-F	1 WMQT-F	1 WLYF-F	1 WPOW-F >>	1 WPOW-F	1 WSHE-F	1 WIOD <	1 WIOD >
2 WHQT-F	2 WPOW-F	2 WEDR-F	2 WLYF-F	2 WHQT-F	2 WEDR-F >	2 WSHE-F	2 WEDR-F	2 WPOW-F	2 WMXJ-F <
3 WHYI-F	3 WHYI-F	3 WHYI-F	3 WEDR-F <	3 WEDR-F	3 WHQT-F	3 WEDR-F	3 WZTA-F	3 WEDR-F	3 WEDR-F <
4 WFLC-F	4 WEDR-F	4 WFLC-F	4 WPOW-F <	4 WHYI-F	4 WSHE-F >	4 WHQT-F	4 WHQT-F	4 WSHE-F	4 WZTA-F <
5 WEDR-F >	5 WFLC-F >	5 WPOW-F <	5 WHYI-F	5 WFLC-F	5 WIOD	5 WZTA-F	5 WFLC-F	5 WZTA-F	5 WSHE-F
6 WLYF-F	6 WSHE-F	6 WJQY-F <	6 WFLC-F >	6 WMXJ-F	6 WZTA-F	6 WIOD	6 WPOW-F <	6 WMXJ-F	6 WLVE-F
7 WSHE-F	7 WLYF-F	7 WSHE-F	7 WKIS-F	7 WKIS-F	7	7 WFLC-F	7 WIOD	7 WHQT-F <	7 WKIS-F
8	8	8	8	8 WJQY-F <	8	8 WHYI-F	8 WLVE-F	8 WLVE-F	8 WJQY-F <
9	9	9	9	9 WXDJ-F	9	9	9 WHYI-F	9	9 WFLC-F

MIAMI-FT. LAUDERDALE

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME	TSA	TSA
							SHARE/RTG/AQH/CUME		
TOP 40/CHR/CONTEMP		523 (2)	523 (2)	10.6	9.3	WAVS 1170 Davie/Miami	0.9/2.6/ 49/ 733		
AOR/CLASSIC		318 (2)	318 (2)	6.4	10.6	WEXY 1520 Wilton Mnrs	0.4/1.0/ 23/ 280		
AC/OLDIES/SOFT ROCK	39 (1)	464 (4)	503 (5)	10.2	13.3	WKAT 1360 North Miami	0.6/1.8/ 31/ 500		
MOR/VARIETY						WQAM 560 Miami/Ft. Ldrd1	0.7/3.2/ 47/1028		
COUNTRY		211 (1)	211 (1)	4.3	4.7	WRBD 1470 Pompano Beach	0.3/1.1/ 14/ 309		
BLACK/URBAN	85 (3)	531 (2)	616 (5)	12.5	12.4	WRFM 830 Hialeah	0.3/0.7/ 18/ 217		
BEAUTIFUL/EASY	8 (1)	574 (3)	582 (4)	11.8	8.8	WRHC 1550 Coral Gables	0.6/1.6/ 32/ 440		
NEWS/TALK	537 (4)		537 (4)	10.9	12.9	WVCG 1080 Coral Gables	0.3/2.0/ 19/ 591		
NOSTALGIA	124 (1)		124 (1)	2.5					
RELIGION/GOSPEL	78 (1)		18 (1)	0.4	1.9	WEAT 850 West Palm Beach	0.2/0.0/ 0/ 0		
SPANISH	757 (7)	411 (4)	1168 (11)	23.7	21.7	WEAT-F 104.3 West Palm Beach	0.7/3.0/216/2658		
CLASSICAL		147 (1)	147 (1)	3.0	3.0	WJNO 1230 West Palm Beach	0.7/1.5/134/1641		
JAZZ/NEW AGE		149 (1)	149 (1)	3.0	0.5	WRMF-F 97.9 West Palm Beach	0.9/3.7/186/2554		
UNKNOWN/OTHERS	39 (2)		39 (2)	0.8	0.8	WYFX 1040 Boynton Beach	0.3/1.4/ 44/ 685		
	1607 (20)	3328 (20)	4935 (40)						

RADIO STATIONS

AM STATIONS

WQAI, 710, 50 KW/25 KW (DA-2),	Hispanic	\$ 68.00	(Caballero)	
WCHQ, 1210, 25 KW/2.5 KW (DA-2),	Hispanic MOR	\$ 50.00	(SBS)	SBS
WFTL, 1400, 1 KW	Talk	CNN UNISUP, \$ 38.00	(Roslin)	
WINZ, 940, 50 KW/25 KW (DA-N)	News/Talk	CNN CBS, \$ 72.00	(Katz)	Paxson
WIOD, 610, 10 KW (DA-2)	News/Talk	MBS, \$130.00	(Christal)	Cox
WMBM, 1490, 1 KW	Gospel	NBN, \$ 28.00	(K & P)	
WMRZ, 790, 25 KW	Nostalgia	ABC, \$ 70.00	(Banner)	Jeff-Pilot
WOCN, 1450, 1 KW (DA-2)	Hispanic	\$ 35.00	(Lotus)	
WQAM, 560, 5 KW/1 KW	Country	NBC SMN, \$ 33.00	(HNWH)	Sunshine Wireless
WQBA, 1140, 50 KW/10 KW (DA-2)	Hispanic Full Service	\$130.00	(Katz Hisp.)	Tichenor
WRHC, 1150, 10 KW/500 W (DA-2)	Hispanic	\$ 43.00	(---)	Omar Valliant
WSUA, 1290, 5 KW (DA-2)	Hispanic	\$ 38.00	(Caballero)	
WVCG, 1080, 50 KW/10 KW (DA-2)	Religion/Ethnic	\$ 30.00	(---)	Evergreen

FM STATIONS

WAXY, 105.9, 100 KW @ 1020	Oldies	\$109.00	(Eastman)	Ackerly
WCHQ, 92.3, 31 KW @ 620	Hispanic/Soft AC	\$ 75.00	(SBS)	SBS
WEDR, 99.1, 70 KW @ 165	Black	CBS, \$ 68.00	(McGuild)	Rivers
WFLL, 97.3, 98 KW @ 800	AC	\$145.00	(Christal)	Cox
WHQT, 105.1, 100 KW @ 1006	Urban/CHR	\$135.00	(MHR)	EZ
WHYI, 100.7, 100 KW @ 1006	CHR	\$125.00	(Mc-Guild)	Metroplex
WJQY, 106.7, 100 KW @ 984	Soft AC	UNISUP, \$140.00	(Katz)	Tak
WKIS, 99.9, 100 KW @ 984	Country	UNIPWR, \$ 96.00	(HNWH)	Sunshine Wireless
WLVE, 93.9, 96 KW @ 1006	AC/Jaz/NAC	\$138.00	(Torbet)	Gilmore
WLYF, 101.5, 100 KW @ 810	EZ	\$104.00	(Banner)	Jeff-Pilot
WMXJ, 102.7, 100 KW @ 1006	Oldies	\$	(Durpetti)	
WPOW, 96.5, 100 KW @ 1006	CHR	SOURCE, \$178.00	(HNWH)	Beasley
WQBA, 107.5, 96 KW @ 1006	Hispanic AC	\$ 85.00	(Katz Hisp.)	Tichenor
WSHE, 103.5, 100 KW @ 1006	AOR	\$ 92.00	(Schubert)	TK
WTHI, 93.1, 96 KW @ 1006	Classical	\$ 83.00	(CHBS)	Marlin
WXDJ, 95.7, 100 KW @ 980	??	\$ 57.00	(Caballero)	
WZTA, 94.9, 96 KW @ 1006	Classic AOR	\$ 70.00	(Katz)	Paxson

Miscellaneous: WINZ,WZTA-F From Guy Gannett to Paxson for \$10,000,000 (e) (MVP)... WAXY-F Full time Oldies as of January...

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,319,900
 MSA Rank/Pop: 33/1,400,000
 ADI # 28
 Average Person Ratings: 17.5
 Market TSL: 23.00 hours

Stations: 25/22
 Diaries: 1561/845:1/55.2%
 Sample Target: 1570
 % Below Line: 1.6
 % Not Listed: 10.2

1991 Revenue: \$41,600,000
 HH Inc.: \$31,752
 Retail \$: 11.6 B11
 Pop per Station: 59,995
 #1 Biller: WTMJ \$9,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WTMJ (FS)	253/11.0	10.6	11.9	9.4	10.3	10.7	300/4208	3347/25.4	26.5	25.8	9.1	202	2977	WTMJ
2. WMIL-F (C)	191/ 8.3	7.2	9.8	6.8	8.6	8.0	236/2428	1951/14.8	17.5	17.2	10.7	236	2174	WMIL-F
3. WOKY (BB)	170/ 7.4	7.7	7.5	7.4	5.2	7.5	174/1780	1652/12.5	14.7	11.1	5.1	112	1288	WOKY
4. WLUM-F (CHR)	164/ 7.1	7.6	7.3	8.0	9.5	7.5	175/3082	2798/21.2	21.1	23.0	9.1	201	2828	WLUM-F
5. WLZR-F (AOR)	143/ 6.2	5.3	4.8	5.5	4.5	5.4	167/2378	2009/14.6	13.6	13.1	8.1	180	2682	WLZR-F
6. WKLH-F (CL AOR)	135/ 5.9	6.3	4.9	7.3	6.5	6.1	171/2582	2132/16.2	14.7	15.3	6.6	147	2362	WKLH-F
7. WKTI-F (AC)	134/ 5.8	5.7	6.5	6.3	7.5	6.1	154/3058	2588/19.6	21.7	23.9	6.9	152	3330	WKTI-F
8. WEZW-F (EZ)	113/ 4.9	5.8	4.8	5.2	6.0	5.2	123/1636	1520/11.5	12.1	11.7	3.3	73	1049	WEZW-F
9. WISN (T)	111/ 4.8	4.1	3.7	5.2	3.6	4.4	134/1885	1601/12.1	9.7	10.6	3.9	86	1291	WISN
10. WKKV-F (B/AC)	109/ 4.7	2.9	1.4	1.8	1.8	2.7	111/1444	1400/10.6	4.6	6.5	6.9	153	1271	WKKV-F
11. WMYX-F (AC)	88/ 3.8	4.1	4.9	4.6	4.6	4.3	104/2146	1796/13.6	12.7	14.2	3.3	73	1537	WMYX-F
12. WLTQ-F (SAC)	82/ 3.6	4.4	3.2	3.9	4.0	3.8	92/1582	1422/10.8	10.8	13.1	2.4	54	978	WLTQ-F
13. WZTR-F (O)	73/ 3.2	5.0	4.3	3.8	4.0	4.1	86/1976	1643/12.4	14.4	12.3	3.2	70	1599	WZTR-F
14. WQFM-F (AOR)	61/ 2.6	2.9	3.3	3.1	2.7	3.0	87/1857	1447/11.0	12.9	11.7	4.1	91	2298	WQFM-F
15. WFMR-F (CL)	49/ 2.1	2.2	3.0	1.7	2.4	2.3	51/913	850/ 6.4	6.5	7.1	1.9	42	669	WFMR-F
16. WNOV (B)	42/ 1.8	1.0	0.9	2.2	2.2	1.5	42/614	614/ 4.7	3.7	4.0	0.7	16	515	WNOV
17. WMVP (B)	35/ 1.5	1.5	1.8	1.8	2.3	1.6	35/553	536/ 4.1	4.8	4.7	1.9	42	516	WMVP
18. WEMP (O)	25/ 1.1	1.0	1.3	1.4	0.9	1.2	29/589	494/ 3.7	4.2	3.9	0.4	8	327	WEMP
19.														
20.														

12+ FM SHARE (METRO): 67.38% (1394 of 2069) (FAL 90: 67.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WLZR-F	1 WKLH-F	1 WKLH-F	1 WMIL-F	1 WTMJ >	1 WTMJ >	1 WMIL-F	1 WLUM-F	1 WLUM-F<	1 WTMJ
2 WKKV-F>	2 WLUM-F	2 WLZR-F<	2 WKTI-F	2 WKLH-F	2 WOKY	2 WMIL-F<	2 WTMJ	2 WTMJ	2 WTMJ >	2 WMIL-F>>
3 WLZR-F>	3 WKTI-F	3 WKTI-F	3 WMIL-F	3 WKTI-F	3 WMIL-F>	3 WLZR-F	3 WKLH-F<	3 WKLH-F<	3 WKKV-F<	3 WOKY
4	4 WKLH-F	4 WLUM-F	4 WMYX-F<	4 WTMJ <	4 WEZW-F<	4 WOKY	4 WOKY	4 WISN	4 WLZR-F	4 WMVP >>
5	5 WKKV-F	5 WMIL-F	5 WLZR-F	5 WEZW-F<	5 WISN	5 WKTI-F	5 WISN <	5 WKLH-F<	5 WMIL-F>	5 WISN
6	6 WMIL-F	6 WKKV-F<	6 WTMJ <	6 WMYX-F<	6	6 WKLH-F	6 WEZW-F	6 WOKY	6 WOKY	6
7	7 WQFM-F<	7 WMYX-F	7 WEZW-F	7 WISN	7	7	7 WKTI-F<	7 WKTI-F	7 WKTI-F	7
8	8 WMYX-F	8	8	8	8	8	8 WLUM-F<	8	8	8
9	9 WLTQ-F	9	9	9	9	9	9 WLZR-F	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUM-F<	1 WKTI-F	1 WKTI-F	1 WKTI-F>	1 WKTI-F	1 WLZR-F>>	1 WLZR-F>>	1 WLZR-F	1 WLZR-F	1 WKLH-F
2 WKKV-F>	2 WLUM-F	2 WKLH-F>	2 WLUM-F	2 WMIL-F	2 WLUM-F>	2 WKLH-F<	2 WKLH-F	2 WKLH-F>	2 WMIL-F
3 WKTI-F	3 WKKV-F	3 WMYX-F	3 WMYX-F<	3 WMYX-F<	3 WKKV-F	3 WLUM-F>	3 WMIL-F>	3 WMIL-F	3 WLZR-F<
4 WLZR-F>	4 WKLH-F	4 WKLH-F	4 WKLH-F<	4 WEZW-F<	4 WKLH-F	4 WQFM-F	4 WQFM-F	4 WLUM-F<	4 WISN
5 WMYX-F	5 WMYX-F	5 WMIL-F	5 WKKV-F	5 WKLH-F	5 WQFM-F	5 WMIL-F<	5 WKTI-F	5 WISN <	5 WTMJ
6 WLTQ-F	6 WLTQ-F<	6 WLTQ-F	6 WMIL-F	6 WLTQ-F	6 WNOV	6 WKTI-F	6 WLUM-F	6 WKTI-F	6 WKTI-F
7 WKLH-F	7 WLZR-F	7 WKKV-F	7 WLTQ-F	7 WTMJ	7 WKTI-F	7 WKKV-F	7 WISN	7 WQFM-F	7 WQFM-F
8	8 WMIL-F	8	8	8 WLUM-F	8	8	8	8 WTMJ	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		175 (2)	175 (2)	8.5	19.5	WBWI-F 92.5 West Bend	0.3/1.2/ 14/ 295
AOR/CLASSIC		339 (3)	339 (3)	16.4	16.6	WKKQ-F 92.1 Racine	0.9/1.2/ 25/ 273
AC/OLDIES/SOFT ROCK	38 (2)	295 (3)	333 (5)	16.1	14.4	WRJN 1400 Racine	0.6/1.6/ 19/ 279
MOR/VARIETY	253 (1)		253 (1)	12.2	13.4	WTKM-F 104.9 Hartford	0.6/1.6/ 21/ 302
COUNTRY		199 (2)	199 (2)	9.6	7.0		
BLACK/URBAN	77 (2)	109 (1)	186 (3)	9.0	4.1	WBBM 780 Chicago	0.4/2.8/ 19/ 579
BEAUTIFUL/EASY		195 (2)	195 (2)	9.4	4.4	WGN 720 Chicago	0.7/2.8/ 55/ 707
NEWS/TALK	137 (3)		137 (3)	6.6	5.8	WJZQ-F 95.1 Kenosha	0.5/2.0/ 26/ 531
NOSTALGIA	170 (1)		170 (1)	8.2	7.4		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL		49 (1)	49 (1)	2.4	2.9		
JAZZ/NEW AGE					2.3		
UNKNOWN/OTHERS		33 (2)	33 (2)	1.6	2.2		
	675 (9)	1394 (16)	2069 (25)				

MILWAUKEE

RADIO STATIONS

AM STATIONS

WEMP, 1250, 5 KW (DA-2)	, OLDIES	UNISUP, CBS , \$ 37.00 (Eastman)	Heritage
WISN, 1130, 50 KW/10 KW (DA-N)	, TALK	ABC, MBS , \$ 54.00 (Katz)	Hearst
WMVP, 1290, 5 KW (DA-2)	, BLACK	CBS UNIULT , \$ 24.00 (K & P)	All Pro
WNOV, 860, 250 W (DAYS, DA)	, BLACK/GOSP.	NBN , \$ 20.00 (---)	
WOKY, 920, 5 KW/1 KW (DA-2)	, NOSTALGIA	MBS , \$ 50.00 (CBS)	Sundance
WTMJ, 620, 5 KW (DA-N)	, MOR/FULL SER.	NBC , \$ 128.00 (Christal)	Journal Co.

FM STATIONS

WKKV, 100.7, 50 KW @ 500, BLACK AC	UNIPWR , \$ 40.00 (Eastman)	(RACINE)
WEZW, 103.7, 20 KW @ 840, EZ/SOFT AC	, \$ 60.00 (MMR)	Multimedia
WFMR, 98.3, 3 KW @ 328, CLASSICAL	, \$ 41.00 (CMBS)	(MENOMONEE FALLS)
WKLH, 96.5, 20 KW @ 807, CLASSIC AOR	, \$ 115.00 (McGuilid)	Saga
WKTJ, 94.5, 16 KW @ 911, AC/CHR	SOURCE , \$ 110.00 (Christal)	Journal Co.
WLTQ, 97.3, 16 KW @ 911, SOFT AC	ABC , \$ 54.00 (Katz)	Hearst
WLUM, 102.1, 20 KW @ 817, CHR/URBAN	CBS, UNPWR , \$ 71.00 (K & P)	All Pro
WLZR, 102.9, 50 KW @ 428, AOR	ABC , \$ 65.00 (Eastman)	Great American
WMIL, 106.1, 13 KW @ 976, COUNTRY	UNIULT , \$ 78.00 (CBS)	Sundance
WMYX, 99.1, 50 KW @ 448, AC	CBS , \$ 58.00 (Eastman)	Heritage
WQFM, 93.3, 13 KW @ 990, AOR	ABC , \$ 54.00 (MMR)	Shamrock-Lynett
WZTR, 95.7, 34 KW @ 610, OLDIES	, \$ 50.00 (Durpett1)	Shockley

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* BR - Big Band, Nostalgia	O - Oldies (1955 to current)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 17/2,060,800
 MSA Rank/Pop: 15/2,430,000
 ADI # 13
 Average Person Ratings: 17.1
 Market TSL: 22.25 hours

Stations: 18/18
 Diaries: 2017/1022:1/57.1%
 Sample Target: 1900
 % Below Line: 0.0
 % Not Listed: 15.4

1991 Revenue: \$74,000,000
 HH Inc.: \$35,952
 Retail \$: 21.0 B11
 Pop per Station: 114,488
 #1 Biller: WCCO \$19,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WCCO (FS)	649/18.5	20.1	15.0	17.2	15.2	17.7	857/11396	8603/41.7	33.9	36.3	20.0	733	8362	WCCO
2. KEEY-F (C)	379/10.8	9.3	9.7	10.5	9.3	10.1	434/5085	4314/20.9	20.9	17.7	8.0	291	3075	KEEY-F
3. KQRS-AF (AOR)	342/ 9.7	9.8	11.0	10.1	10.1	10.1	442/6425	5253/25.5	27.1	25.9	12.4	449	5853	KQRS-AF
4. WLTE-F (SAC)	287/ 8.2	8.5	8.9	8.5	8.7	8.5	332/4766	4108/19.9	20.9	20.7	5.2	191	2612	WLTE-F
5. KDWB-F (CHR)	284/ 8.1	8.7	9.7	7.5	6.6	8.5	324/5746	4968/24.1	26.9	21.0	8.3	302	4413	KDWB-F
6. KSTP-F (AC)	212/ 6.0	5.5	7.9	6.4	6.1	6.4	245/4508	3950/19.2	17.6	16.9	6.2	226	2996	KSTP-F
7. KQQL-F (O)	171/ 4.9	4.2	3.7	4.2	4.4	4.3	212/3741	2991/14.5	12.5	12.2	3.7	137	2112	KQQL-F
8. KTCZ-F (AOR)	150/ 4.3	2.8	3.4	3.1	3.6	3.4	156/2182	2081/10.1	9.6	9.8	4.0	146	2218	KTCZ-F
9. KSTP (N/T)	106/ 3.0	3.7	3.7	3.3	3.6	3.4	111/2014	1825/ 8.9	13.7	10.1	3.3	121	1769	KSTP
10. KLXK-F (CL AOR)	105/ 3.0	4.1	4.1	4.6	4.9	3.9	130/3410	2986/14.5	17.6	16.9	3.9	142	2998	KLXK-F
11. KJJO-F (AOR)	72/ 2.0	2.6	1.7	1.6	2.1	2.0	73/1418	1340/ 6.5	6.6	6.3	3.0	108	1747	KJJO-F
12. KLBB (BB)	68/ 1.9	1.7	2.7	1.7	2.0	2.0	68/763	744/ 3.6	4.9	4.3	1.0	35	556	KLBB
13. WHIN (BB)	51/ 1.5	1.1	1.5	1.2	1.1	1.3	54/855	789/ 3.8	4.5	3.5	1.0	36	387	WHIN
14. KFAN (S/T)	43/ 1.2	0.4	0.5	0.7	0.8	0.7	44/1269	1218/ 5.9	3.7	3.6	1.2	45	1398	KFAN
15. KMZZ (ADR)	30/ 0.9	1.0	1.1	0.8	0.5	0.9	30/457	443/ 2.1	2.4	2.3	2.2	82	764	KMZZ

12+ FM SHARE (METRO): 67.05% (1994 of 2974) (FAL 90: 71.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WCCO <	1 WCCO	1 WCCO >>	1 WCCO >>	1 WCCO	1 WCCO	1 WCCO >	1 WCCO >>
2	2 KEEY-F	2 KEEY-F	2 KEEY-F<	2 KEEY-F	2 KEEY-F	2 KQRS-AF>	2 WLTE-F	2 KEEY-F	2 KDWB-F>	2 KQRS-F
3	3 KDWB-F>	3 WCCO	3 KQRS-AF	3 KQRS-AF	3 WLTE-F>	3 KEEY-F	3 KEEY-F	3 KQRS-AF	3 KEEY-F	3 KDWB-F
4	4 WLTE-F	4 WLTE-F	4 WLTE-F	4 WLTE-F>	4 KSTP-F<	4 KDWB-F	4 KQRS-AF>	4 WLTE-F	4 KQRS-AF>	4 KSTP-F
5	WCCO	5 KSTP-F<	5 KSTP-F	5 KSTP-F	5 KQQL-F	5 WLTE-F	5 KSTP-F	5 KDWB-F	5 WLTE-F	5 KEEY-F
6	KSTP-F<	6 KDWB-F	6 KQQL-F	6 KQQL-F	6	6 KSTP-F	6 KQQL-F	6 KSTP-F	6 KSTP-F	6
7	7 KTCZ-F	7 KQQL-F	7 KTCZ-F	7 KTCZ-F	7	7	7 KTCZ-F	7 KQQL-F<	7 KQQL-F	7
8	8	8 KTCZ-F	8	8	8	8	KDWB-F	8 KTCZ-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQRS-AF	1 KDWB-F	1 KDWB-F	1 WLTE-F	1 WLTE-F	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF	1 WCCO
KDWB-F>	2 KQRS-AF>	2 WLTE-F<	2 KEEY-F	2 WCCO <	2 KJJO-F	2 KEEY-F>	2 KEEY-F	2 WCCO	2 KQRS-AF
3 KEEY-F>	3 KEEY-F	3 KQRS-AF	3 KDWB-F	3 KEEY-F	KEEY-F	3 WCCO >	3 WCCO >	3 KEEY-F>	3 KEEY-F>
4 WLTE-F	4 WLTE-F	4 KSTP-F<	4 KSTP-F<	4 KSTP-F	4 KDWB-F>>	4 KTCZ-F	4 KTCZ-F	4 KTCZ-F	4 KTCZ-F<
5 KSTP-F	5 KSTP-F	5 KEEY-F	5 KQRS-AF	5 KQQL-F	5 KLXK-F	KJJO-F<	5 KLXK-F	5 WLTE-F	5 WLTE-F
KMZZ	6 KTCZ-F	6 WCCO	6 KDWB-F	6	6	6 KLXK-F<	6 KSTP-F	6 KQQL-F	6 KQQL-F
KLXK-F	7	7 WCCO	7 KQQL-F	7 KQRS-AF	7	7 KDWB-F	7 KFAN	7	7

FORMATS	AM	FH	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME	
TOP 40/CHR/CONTEMP		284 (1)	284 (1)	9.5	16.4	KTCJ	690 Minneapolis	0.3/0.7/ 12/ 145
AOR/CLASSIC	38 (2)	661 (4)	699 (6)	23.5	19.1	WDGY	630 St.Paul/Mnnp1s	0.4/3.4/ 19/ 817
AC/OLDIES/SOFT ROCK		383 (2)	383 (2)	12.9	27.9			
MOR/VARIETY	649 (1)		649 (1)	21.8	19.8			
COUNTRY	13 (1)	379 (1)	392 (2)	13.2	8.8			
BLACK/URBAN								
BEAUTIFUL/EASY		287 (1)	287 (1)	9.7				
NEWS/TALK	149 (2)		149 (2)	5.0	3.3			
NOSTALGIA	119 (2)		119 (2)	4.0	4.7			
RELIGION/GOSPEL								
SPANISH								
CLASSICAL								
JAZZ/NEW AGE	12 (1)		12 (1)	0.4				
UNKNOWN/OTHERS								
	980 (9)	1994 (9)	2974 (18)					

MINNEAPOLIS-ST. PAUL

RADIO STATIONS

AM STATIONS

WDGY, 630, 5 KW/500 W (DA-2), OLDIES	UNISUP,UNIULT, \$ N/A (Christal)	Midcontinent
KLBB, 1400, 1 KW, NOSTALGIA	ABC UNISUP, \$ 30.00 (Roslin)	
KSTP, 1500, 50 KW (DA-N), NEWS/JAZZ	ABC, \$ 48.00 (McGuild)	Hubbard
KTCJ, 690, 500 W (DAYS), JAZZ	, \$ 24.00 (Eastman)	Parker
KMZZ, 980, 5 KW (DA-1), EZ	UNIULT, \$ 21.00 (HNWH)	Entercom
WCCO, 830, 50 KW, MOR/FULL SER.	CBS,UNISUP, \$ 310.00 (CBS)	CBS
KFAN, 1130, 50 KW/25 KW (DA-2), SPORTS	MBS, \$ 44.00 (Katz)	Malrite

FM STATIONS

KDWB, 101.3, 50 KW @ 822, CHR	, \$ 100.00 (Christal)	Midcontinent
KEEY, 102.1, 50 KW @ 822, COUNTRY	, \$ 130.00 (Katz)	Malrite
KJJO, 104.1, 100 KW @ 1070, AOR	CBS, \$ 65.00 (MMR)	Park
KLXK, 93.7, 50 KW @ 822, AOR	UNIULT, \$ 70.00 (HNWH)	Entercom
KQRS, 92.5, 50 KW @ 822, AOR/Classic AOR	ABC, \$ 178.00 (Katz)	Cap.Cities/ABC
KQQL, 107.9, 100 KW @ 1090, OLDIES	, \$ 70.00 (Durpett1)	Trumper
KSTP, 94.5, 95 KW @ 1220, AC	, \$ 158.00 (McGuild)	Hubbard
KTCZ, 97.1, 100 KW @ 236, AOR/JAZZ	, \$ 70.00 (Eastman)	Parker
WLTE, 102.9, 100 KW @ 1304, SOFT AC	, \$ 130.00 (CBS)	CBS

Miscellaneous: KLXK-F from Classic ADR to AOR (after Fall book)... KDWB AM changes to WDGY and format from Oldies to Country (Aug)...

MOBILE

Arbitron Rank/Pop (12+): 89/391,500
 MSA Rank/Pop: 104/494,000
 Average Person Ratings: 17.3
 Market TSL: 22.75 hours

Stations: 24/20
 Diaries: 778/503:1/43.8%
 Sample Target: 860
 % Below Line: 7.4
 % Not Listed: 11.2

1991 Revenue: \$10,200,000
 HH Inc.: \$27,432
 Retail \$: 3.4 Bill
 Pop per Station: 19,575
 #1 Biller: WKSJ-AF \$2,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WBLX-F (B)	112/16.5	17.3	15.9	17.4	17.2	16.8	183/1697	905/23.1	24.5	24.4	25.4	175	1406
2. WKSJ-AF (C)	100/14.8	14.3	17.0	13.3	16.0	14.9	125/1533	1207/29.8	30.3	30.4	15.9	105	1150
3. WABB-F (CHR)	57/ 8.4	6.8	6.8	9.5	10.8	7.9	83/1418	834/21.3	19.0	24.8	8.0	55	976
4. WGOK (B)	40/ 5.9	5.3	6.8	5.1	5.3	5.8	40/462	462/11.8	12.6	12.0	2.0	14	292
5. WKRG-F (AC)	37/ 5.5	5.6	5.3	7.3	5.0	5.9	72/1334	639/16.3	17.1	15.8	4.9	34	617
6. WGXC-F (AOR)	36/ 5.3	4.4	5.9	6.1	5.2	5.4	64/843	428/10.9	12.5	10.8	7.7	53	502
7. WKRG (N/T)	33/ 4.9	6.2	4.9	6.1	3.4	5.5	34/354	348/ 8.9	11.9	8.4	5.2	36	452
8. WDLT-F (SAC)	29/ 4.3	3.5	2.8	4.0	2.7	3.7	30/434	372/ 9.5	9.9	8.3	1.6	11	238
9. WAVH-F (O)	23/ 3.4	5.6	5.6	4.0	5.6	4.7	50/1111	459/11.7	13.9	13.8	5.5	38	464
10. WXBM-F (C)	19/ 2.8	2.6	2.1	2.0	2.5	2.4	62/971	381/ 9.7	5.5	5.0	2.5	17	223
11. WMEZ-F (EZ)	17/ 2.5	3.5	2.8	2.7	4.0	2.9	49/670	225/ 5.7	7.7	7.4	0.1	1	142
12. WLPR (BB)	15/ 2.2	2.3	1.2	1.1	1.5	1.7	15/178	178/ 4.5	3.4	2.5	1.0	7	118
13. WZEW-F (AOR)	14/ 2.1	2.7	2.8	2.4	1.9	2.5	16/262	239/ 6.1	8.1	4.5	4.2	29	294
14.													
15.													

12+ FM SHARE (METRO): 79.07% (476 of 602) (FAL 90: 83.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F>	1 WBLX-F>	1 WKSJ-AF<	1 WKSJ-AF>	1 WKSJ-AF	1 WKSJ-AF>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F
2 WABB-F	2 WGXC-F<	2 WKSJ-AF>	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F	2 WBLX-F	2 WBLX-F	2 WKSJ-AF>	2 WABB-F>	2 WKSJ-F
3	3 WKSJ-AF<	3 WABB-F	3 WKRG-F	3 WKRG-F	3 WKRG	3 WABB-F>	3 WKRG-F	3 WABB-F>	3 WKSJ-AF	WABB-F
4	4 WABB-F	4 WGXC-F<	4 WABB-F	4 WDLT-F	4 WGOK	4 WKRG	4 WGOK <	4 WKRG-F	4 WKRG-F	WGXC-F
5	5	5 WKRG-F	5 WGXC-F	5 WABB-F	5	5 WKRG-F	5 WKRG	5 WGXC-F	5 WKRG-F	5
6	6	6	6 WDLT-F	6	6	6	6 WDLT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WABB-F	1 WBLX-F>	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F	1 WBLX-F<	1 WKSJ-AF	1 WBLX-F<	1 WKSJ-AF>
2 WBLX-F>	2 WABB-F	2 WKRG-F>	2 WABB-F>	2 WKSJ-AF>	2 WGXC-F	2 WGXC-F	2 WKSJ-AF>	2 WKSJ-AF>	2 WBLX-F>
3 WZBA-F>	3 WKRG-F>	3 WKSJ-AF	3 WKSJ-AF	3 WKRG-F	3 WKSJ-AF>>	3 WKSJ-AF>>	3 WBLX-F	3 WGXC-F>	3 WGXC-F>
4 WGXC-F>	4 WKSJ-AF	4 WDLT-F	4 WKRG-F>	4 WABB-F	4 WABB-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WKRG-F
5 WXBM-F	5 WZBA-F	5 WABB-F	5 WGOK	5 WDLT-F	5	5 WABB-F	5	5 WZEW-F	5 WAVH-F
WKRG-F	WGXC-F	6	6	6 WGOK	6	6	6	6	6 WZEW-F
									WDLT-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		67 (2)	67 (2)	11.1	13.7	WABB 1480 Mobile	1.0/5.2/ 8/ 225
AOR/CLASSIC		50 (2)	50 (2)	8.3	7.9	WBLX 660 Fairhope/Mobile	1.3/6.5/ 11/ 331
AC/OLDIES/SOFT ROCK		60 (2)	60 (2)	10.0	14.9	WHEP 1310 Foley	1.8/2.3/ 12/ 89
MOR/VARIETY						WKQR-F 101.9 Citronelle	0.6/1.2/ 4/ 72
COUNTRY	2 (1)	133 (4)	135 (5)	22.4	22.3	WLVV 1410 Mobile	0.7/1.4/ 5/ 56
BLACK/URBAN	49 (2)	116 (2)	165 (4)	27.4	28.6	WMMV-F 105.5 Bay Minette/Mob	0.6/2.6/ 5/ 133
BEAUTIFUL/EASY		46 (2)	46 (2)	7.6	4.5	WMOB 1360 Mobile	0.4/2.4/ 3/ 93
NEWS/TALK	40 (2)		40 (2)	6.6	4.1	WZBA-F 104.9 Moss Point	1.8/4.5/ 13/ 229
NOSTALGIA	27 (2)		27 (2)	4.5	1.7		
RELIGION/GOSPEL	3 (1)		3 (1)	0.5	1.7	WJLQ-F 100.7 Pensacola	1.5/8.8/ 42/ 977
SPANISH						WOWW-F 107.3 Pensacola	0.6/2.8/ 73/ 802
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	5 (1)	4 (1)	9 (2)	1.5	0.7		
	126 (9)	476 (15)	602 (24)				

RADIO STATIONS

WBLX , 660, 22 KW/1 KW (DA-2) , Black						\$12.00 (---)	
WGOK , 900, 1 KW/500 W (DA-2) , Black						SBN, \$15.00 (Roslin)	
WKRG , 710, 1 KW/500 W (DA-N) , News/Talk						CBS MBS, \$27.00 (Katz)	
WLPR , 960, 2.5 KW/1 KW (DA-2) , Nostalgia						SMN, \$14.00 (---)	
WABB-F, 97.5, 100 KW @ 1350 , CHR						SUN UPI, \$53.00 (Christal)	Dittman
WAVH-F, 96.1, 100 KW @ 1142 , Oldies						UNISUP, \$29.00 (Durpetti)	
WBLX-F, 92.9, 100 KW @ 1555 , Black						UNIPWR ABC, \$50.00 (HNWH)	
WDLT-F, 98.3, 6 KW @ 300 , Soft AC						UNISUP, \$19.00 (K & P)	
WGXC-F, 104.1, 100 KW @ 1555 , AOR						ABC UNIPWR, \$31.00 (MHR)	(ATMORE)
WKRG-F, 99.9, 100 KW @ 1755 , AC						MBS, \$30.00 (Katz)	
WKSJ-F, 94.9, 100 KW @ 430 , Country						ABC, \$89.00 (Banner)	
WMMV-F, 105.5, 2.6 KW @ 357 , Black						, \$14.00 (---)	(BAY MINETTE)
WZEW-F, 92.1, 3 KW @ 288 , AOR						CNN, \$16.00 (---)	(FAIRHOPE)

WMEZ, WXBM -- See Pensacola

MODESTO

Arbitron Rank/Pop (12+): 118/310,800
 MSA Rank/Pop: 128/368,000
 ADI # 19 (w/Sacramento)
 Average Person Ratings: 13.9
 Market TSL: 18.75 hours

Stations: 29/16
 Diaries: 712/436:1/43.9%
 Sample Target: 730
 % Below Line: 19.3
 % Not Listed: 17.9

1991 Revenue: \$10,200,000
 HH Inc.: \$32,820
 Retail \$: 2.6 B11
 Pop per Station: 19,425
 #1 Biller: KHOP-F \$2,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KMIX-F (C)	43/10.0	8.1	14.6	9.3	6.6	----	62/916	622/20.0	16.2	19.4	11.0	51	500	KMIX-F
2. KHOP-F (CHR)	39/ 9.0	10.8	9.7	13.9	12.8	----	89/1467	731/23.5	25.3	21.1	12.3	57	856	KHOP-F
3. KOSO-F (AC)	31/ 7.2	4.6	5.2	3.6	5.0	----	59/955	396/12.7	11.8	12.1	3.7	17	383	KOSO-F
KBEE-F (EZ)	31/ 7.2	9.2	10.5	11.1	9.8	----	99/1084	421/13.5	18.7	17.8	4.7	22	315	KBEE-F
5. KOJK-F (AOR)	27/ 6.3	4.2	6.7	7.5	8.0	----	63/936	395/12.7	12.3	14.3	7.7	36	470	KOJK-F
6. KNBR (T)	24/ 5.6	3.3	1.9	3.4	2.7	----	62/1077	431/13.9	8.5	6.0	3.9	18	273	KNBR
7. KJSN-F (AC)	21/ 4.9	6.7	5.4	5.1	3.0	----	25/504	409/13.2	12.2	15.0	3.9	18	243	KJSN-F
8. KVFX-F (CL AOR)	17/ 3.9	5.4	4.1	4.6	4.6	----	44/709	312/10.0	10.3	9.5	7.1	33	403	KVFX-F
KLOC (SP)	17/ 3.9	2.1	3.9	6.1	6.8	----	22/235	170/ 5.5	4.2	5.9	6.0	28	284	KLOC
10. KTRB (C)	12/ 2.8	4.2	7.1	3.6	5.0	----	31/653	298/ 9.6	8.6	9.2	3.2	15	233	KTRB
11. KMIX (C)	10/ 2.3	0.4	----	1.0	----	----	12/173	99/ 3.2	4.3	0.0	0.6	3	59	KMIX
12. KHTN-F (CHR)	9/ 2.1	0.4	----	----	----	----	36/667	192/ 6.2	1.8	0.0				KHTN-F
KSGO-F (AC)	9/ 2.1	1.7	1.5	1.4	1.4	----	30/582	170/ 5.5	4.5	5.5				KSGO-F
KCBS (N/T)	9/ 2.1	2.3	2.6	1.8	3.4	----	46/788	213/ 6.9	7.1	6.2	0.9	4	167	KCBS

12+ FM SHARE (METRO): 72.60% (257 of 354) (FAL 90: 76.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F>>	1 KOJK-F	1 KMIX-F	1 KOSO-F	1 KOSO-F	1 KBEE-F>	1 KMIX-F	1 KMIX-F	1 KHOP-F	1 KHOP-F>	1 KUBB-F>
2 KMIX-F	2 KMIX-F	2 KOJK-F	KMIX-F	2 KMIX-F>	2 KMIX-F	2 KOSO-F<	2 KBEE-F>	2 KMIX-F	2 KTRB	2 KNBR
3 KHTN-F	3 KHOP-F>	3 KOSO-F	3 KNBR	3 KNBR	3 KOSO-F	3 KNBR	3 KHOP-F<	3 KBEE-F<	3 KMIX-F>	KMIX-F
4	4 KOSO-F>	KHOP-F	4 KJSN-F	4 KJSN-F	4 KNBR	4 KHOP-F	4 KOSO-F	4 KOSO-F<	4 KOSO-F	4 KCBS
5	5 KVFX-F	5	KOJK-F	KOJK-F	5	5	KOJK-F	5 KOJK-F	KOJK-F	KLOC
	KJSN-F									
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F>	1 KHOP-F	1 KOSO-F	1 KOSO-F	1 KOSO-F>		1 KOJK-F>>	1 KOJK-F>	1 KMIX-F	1 KOJK-F>	1 KNBR
2 KMIX-F>>	2 KMIX-F	KHOP-F	KHOP-F	2 KMIX-F		2 KHOP-F>	2 KMIX-F>	KOJK-F	2 KNBR	2 KMIX-F
3 KVFX-F	3 KOSO-F>	3 KMIX-F	3 KMIX-F	3 KJSN-F		3 KMIX-F	3 KNBR	3 KNBR	3 KMIX-F	3 KVFX-F
KLOC	4 KOJK-F	4 KOJK-F	4 KJSN-F	4 KHOP-F		4	4 KHOP-F	4 KVFX-F	4 KVFX-F	KOJK-F
5	5	5 KJSN-F	5	5		5	5 KVFX-F	KOSO-F	5	5

FORHATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		51 (3)	51 (3)	14.4	13.0	KABX-F 97.5 Merced	1.6/5.4/ 25/ 487
AOR/CLASSIC		44 (2)	44 (2)	12.4	12.8	KAMB-F 101.5 Merced	0.7/4.9/ 8/ 238
AC/OLDIES/SOFT ROCK	4 (2)	68 (4)	72 (6)	20.3	14.8	KFIV 1360 Modesto	0.7/2.2/ 3/ 104
MOR/VARIETY					2.3	KNTD-F 95.9 Livingston	0.5/1.7/ 5/ 94
COUNTRY	30 (3)	50 (3)	80 (6)	22.6	30.2	KOOK 970 Modesto	0.7/4.5/ 6/ 188
BLACK/URBAN						KUBB-F 96.3 Mariposa	1.2/4.2/ 44/ 679
BEAUTIFUL/EASY		31 (1)	31 (1)	8.8	12.5		
NEWS/TALK	43 (5)		43 (5)	12.1	3.8	KCIV-F 99.9 Mt. Bullion	1.2/3.7/ 10/ 192
NOSTALGIA	3 (1)		3 (1)	0.8	1.0	KFRC 610 San Francisco	0.7/2.0/ 16/ 258
RELIGION/GOSPEL		8 (2)	8 (2)	2.3	2.0	KGO 810 San Francisco	0.7/2.3/ 15/ 299
SPANISH	17 (1)	5 (2)	22 (3)	6.2	5.6	KMEL-F 106.1 San Francisco	0.7/4.2/ 12/ 325
CLASSICAL						KMJ 580 Fresno	0.9/3.3/ 21/ 352
JAZZ/NEW AGE						KQPW-F 101.9 Fresno	0.7/1.7/ 22/ 424
UNKNOWN/OTHERS					1.8	KRAK 1140 Sacramento	1.9/2.2/ 28/ 414
	97 (12)	257 (17)	354 (29)			KSKS-F 93.7 Fresno	0.5/2.6/ 6/ 311
						KWG 1230 Stockton	0.2/1.9/ 22/ 331

RADIO STATIONS

KLOC, 920, 500W/2.5KW (DA-2), HISPANIC, \$ 20.00 (Lotus)
 KMIX, 1390, 5 KW (DA-2), SEE KMIX-F
 KOOK, 970, 1 KW (DA-2), OLDIES, ABC, \$ N/A (Eastman) John Price
 KTRB, 860, 50 KW/10 KW (DA-2), COUNTRY, NBC, \$ 19.00 (Banner)

KABX-F, 97.5, 50 KW @ 493, OLDIES, \$ 20.00 (Christal) (MERCED)
 KAMB-F, 101.5, 50 KW @ 390, RELIGION, \$ N/A (---) (MERCED)
 KBEE-F, 103.3, 50 KW @ 500, EZ/BTFL, ABC, \$ 27.00 (Eastman) John Price
 KOJK-F, 95.1, 32 KW @ 602, AOR, \$ 40.00 (Eastman)
 KHOP-F, 104.1, 50 KW @ 500, CHR, \$ 42.00 (McGuilld) Fuller Jeffrey

KJSN-F, 102.3, 3 KW @ 300, SOFT AC, UNIPWR, \$ 27.00 (MMR) Comm. Pacific
 KMIX-F, 98.3, 2 KW @ 380, COUNTRY, MBS, \$ 31.00 (Durpetti) (TRULOCK)
 KOSO-F, 93.1, 3 KW @ 1790, AC, APR, \$ 32.00 (Katz) (PATTERSON)
 KUBB-F, 96.3, 2 KW @ 2079, COUNTRY, UNISUP, UNIUULT, \$ 18.00 (McGuilld) Buckley
 KVFX-F, 96.7, 3 KW @ 328, CLASSIC AOR, UNISUP, \$ 17.00 (Banner) (MANTECA)

Miscellaneous: KOOK/KBEE-F from John Price to Citadel for \$3,900,000 (e)...

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/852,300
 HSA Rank/Pop: 49/996,300
 Average Person Ratings: 18.0
 Market TSL: 23.75 hours

Stations: 40/8
 Diaries: 1065/800:1/51.3%
 Sample Target: 1050
 % Below Line: 60.4
 % Not Listed: 9.2

1991 Revenue: NA
 HH Inc.: \$50,549
 Retail \$: 8.6 B11
 Pop per Station: 106,537
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WADB-F (EZ)	105/ 6.8	5.1	5.5	5.6	3.3	----	105/1003	1003/11.8	11.0	10.6	4.0	60	790
2. WOBM-F (AC)	101/ 6.6	4.5	5.6	4.0	7.0	----	101/1245	1245/14.6	13.4	14.1	4.2	63	861
3. WXRK-F (CL AOR)	82/ 5.3	5.2	5.7	5.3	5.1	----	82/1508	1508/17.7	16.8	14.1	5.2	78	1158
4. WJLK-F (AC)	80/ 5.2	3.1	3.4	3.2	2.5	----	80/1004	1004/11.8	10.0	9.0	3.9	58	831
5. WOR (T)	75/ 4.9	5.1	3.3	2.7	5.5	----	75/890	890/10.4	11.1	8.9	2.4	36	513
6. WNEW-F (AOR)	71/ 4.6	4.2	5.8	4.9	5.6	----	71/1176	1176/13.8	13.7	13.6	6.5	97	1361
7. WCBS (N)	61/ 4.0	3.5	3.2	2.8	2.4	----	61/1279	1279/15.0	14.7	13.7	2.1	31	1197
8. WKXW-F (O/T)	56/ 3.6	5.4	4.0	2.7	0.9	----	56/1075	1075/12.6	12.3	10.8	2.5	37	798
9. WYNY-F (C)	51/ 3.3	4.5	2.9	3.6	2.5	----	51/586	586/ 6.9	9.3	6.8	2.5	37	751
10. WABC (T)	50/ 3.3	4.0	2.3	2.4	3.3	----	50/822	822/ 9.6	10.4	8.0	5.3	79	925
11. WPLJ-F (CHR) **	49/ 3.2	4.0	3.1	3.4	4.6	----	49/1249	1249/14.7	15.2	13.7	2.5	38	1121
12. WFAN (S/T)	46/ 3.0	2.8	3.3	2.9	4.1	----	46/985	985/11.6	10.8	11.4	4.3	64	1106
13. WNSR-F (AC)	42/ 2.7	2.2	1.6	2.5	2.4	----	42/664	664/ 7.8	7.4	8.0	1.5	23	783
14. WLTW-F (AC)	41/ 2.7	1.9	2.6	2.2	1.8	----	41/752	752/ 8.8	7.7	7.2	1.0	15	436
WJRZ-F (CHR)	41/ 2.7	3.9	2.9	3.3	1.9	----	41/767	767/ 9.0	9.6	7.6	3.6	54	919

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 77.12% (1075 of 1394) (FAL 90: 80.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WADB-F	1 WXRK-F	1 WADB-F	1 WADB-F	1 WNEW-F	1 WABC
2 WPLJ-F	2 WNEW-F	2 WNEW-F	2 WNEW-F	2 WJLK-F	2 WOBM-F	2 WOBM-F	2 WOBM-F	2 WOBM-F	2 WOR	2 WOR
3 WJLK-F	3 WJLK-F	3 WJLK-F	3 WJLK-F	3 WNEW-F	3 WOR	3 WADB-F	3 WJLK-F	3 WNEW-F	3 WCBS	3 WCBS
4 WQHT-F	4 WOBM-F	4 WOBM-F	4 WOBM-F	4 WOBM-F	4 WJLK-F	4 WOR	4 WNEW-F	4 WJLK-F	4 WOR	4 WNEW-F
5 WJLK-F	5 WKXW-F	5 WKXW-F	5 WKXW-F	5 WKXW-F	5 WCBS	5 WJLK-F	5	5	5 WFAN	5 WOBM-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLJ-F	1 WPLJ-F	1 WJLK-F	1 WJLK-F	1 WJLK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F	1 WXRK-F
2 WOBM-F	2 WZVU-F	2 WZVU-F	2 WOBM-F	2 WOBM-F	2 WNEW-F	2 WNEW-F	2 WNEW-F	2 WNEW-F	2 WNEW-F
3 WQHT-F	3 WXRK-F	3 WXRK-F	3 WPLJ-F	3 WNSR-F	3 WHTZ-F	3 WMMR-F	3 WFAN	3 WFAN	3 WKXW-F
4 WNEW-F	4 WOBM-F	4 WPLJ-F	4 WNSR-F	4 WZVU-F	4 WPLJ-F	4 WFAN	4 WJRZ-F	4 WKXW-F	4 WFAN
5 WXRK-F	5	5	5 WZVU-F	5 WKXW-F	5 WMMR-F	5 WHTG-F	5 WHTG-F	5 WOBM-F	5 WOBM-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		173 (7)	173 (7)	12.4	13.5	WHTG-F 106.3 Eatontown	1.2/3.4/ 19/ 293
AOR/CLASSIC		207 (5)	207 (5)	14.8	16.4	WOBM 1160 Lakewood	1.6/3.9/ 25/ 330
AC/OLDIES/SOFT ROCK		405 (9)	405 (9)	29.1	28.5	WZVU-F 107.1 Long Branch	2.6/9.8/ 40/ 833
MOR/VARIETY							
COUNTRY	25 (1)	51 (1)	76 (2)	5.5	5.0	WBLS-F 107.5 New York	0.3/1.7/ 5/ 146
BLACK/URBAN		25 (2)	25 (2)	1.8	1.9	WCBS-F 101.1 New York	2.1/6.6/ 33/ 565
BEAUTIFUL/EASY		159 (3)	159 (3)	11.4	13.9	WEGX-F 106.1 Philadelphia	0.3/2.2/ 5/ 184
NEWS/TALK	245 (5)		245 (5)	17.6	14.1	WFPG-F 96.9 Atlantic City	1.3/3.2/ 20/ 270
NOSTALGIA	48 (2)	22 (1)	70 (3)	5.0	3.1	WHLI 1100 Hempstead/GrdnC	0.6/1.4/ 9/ 117
RELIGION/GOSPEL					0.6	WHTZ-F 100.3 Newark/New York	2.2/10.1/ 34/ 865
SPANISH					0.6	WINS 1010 New York	0.8/3.8/ 13/ 320
CLASSICAL	1 (1)	16 (2)	17 (3)	1.2	1.5	WIOQ-F 102.1 Philadelphia	0.8/3.3/ 12/ 283
JAZZ/NEW AGE		17 (1)	17 (1)	1.2	1.1	WMGQ-F 98.3 New Brunswick	0.3/1.7/ 5/ 148
UNKNOWN/OTHERS						WMMR-F 93.3 Philadelphia	1.7/5.2/ 26/ 440
	319 (9)	1075 (31)	1394 (40)			WNCN-F 104.3 New York	0.7/3.6/ 10/ 310
						WNEW 1130 New York	2.5/7.1/ 39/ 607
						WQGL-F 98.1 Philadelphia	0.5/2.2/ 7/ 187
						WPAT-F 93.1 Paterson	2.2/8.8/ 34/ 754
						WPST-F 97.5 Trenton/Phila.	0.5/2.9/ 7/ 249
						WQCD-F 101.9 New York	1.1/3.4/ 17/ 294
						WQHT-F 97.1 New York	1.6/7.5/ 25/ 640
						WQXR 1560 New York	0.1/0.0/ 0/ 0
						WQXR-F 96.3 New York	0.4/2.3/ 7/ 192
						WRDR-F 104.9 Egg Harbor	1.4/3.1/ 22/ 260
						WRKS-F 98.7 New York	1.3/3.2/ 20/ 272
						WYSP-F 94.1 Philadelphia	0.6/2.6/ 9/ 218

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES UNIULT, \$ N/A (Katz)
 WADB-F, 95.9, 3 KW @ 300, EZ/BTFL, \$ N/A (---)
 WHTG-F, 106.3, 3 KW @ 233, AOR, \$ N/A (Banner)
 WJLK-F, 94.3, 1.3 KW @ 499, AC, UNIULT, \$ N/A (Durpetti)
 WJRZ-F, 100.1, 1.6 KW @ 450, CHR, ABC, UNISUP, \$ 47.00 (Durpetti)
 WOBM-F, 92.1, 1.4 KW @ 496, AC, \$ N/A (Katz)
 WZVU-F, 107.1, 3 KW @ 232, AC, UNISUP, \$ N/A (Katz)

MONTGOMERY

Arbitron Rank/Pop (12+): 139/241,900
 MSA Rank/Pop: 54/310,000
 ADI # 110
 Average Person Ratings: 17.3
 Market TSL: 22.50 hours

Stations: 14/13
 Diaries: 765/316:1/55.6%
 Sample Target: 700
 % Below Line: 0.5
 % Not Listed: 14.1

1991 Revenue: \$9,100,000
 HH Inc.: \$27,810
 Retail \$: 2.3 Bil
 Pop per Station: 18,607
 #1 Biller: WLWI-F \$2,800,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WLWI-F (C)	82/19.6	21.2	16.2	17.6	15.5	----	145/1496	785/32.5	33.3	32.7	21.6	101	1057	WLWI-F
2. WZHT-F (B)	80/19.1	18.9	22.5	24.4	19.2	----	173/1431	693/28.6	26.9	27.3	28.4	133	941	WZHT-F
3. WAFX-F (CL AOR)	38/ 9.1	6.6	8.5	5.7	10.8	----	44/614	455/18.8	14.6	14.9	11.5	54	465	WAFX-F
WHHY-F (CHR)	38/ 9.1	13.9	11.5	10.8	11.7	----	63/1078	690/28.5	32.0	28.9	9.0	42	747	WHHY-F
5. WSYA-F (AC)	26/ 6.2	8.9	9.4	8.4	6.8	----	37/599	394/16.3	20.9	19.2	5.6	26	422	WSYA-F
6. WXVI (B)	25/ 6.0	6.8	7.0	4.8	7.3	----	25/262	253/10.5	11.9	11.1	3.8	18	231	WXVI
7. WACV (N/T)	20/ 4.8	2.3	2.8	2.2	1.2	----	22/230	200/ 8.3	7.4	5.9	3.2	15	127	WACV
8. WBAM-F (AC)	14/ 3.3	4.6	4.5	5.1	5.2	----	35/596	299/12.4	15.8	17.8	2.4	11	268	WBAM-F
9. WLNE-F (SAC)	11/ 2.6	1.1	-----	-----	-----	----	12/184	170/ 7.0	6.1	0.0	1.7	8	115	WLNE-F
10. WAPZ (G)	10/ 2.4	0.9	1.6	3.7	2.1	----	10/77	75/ 3.1	2.0	2.0	2.1	10	123	WAPZ
11. WLWI (BB)	8/ 1.9	1.6	1.6	1.5	2.1	----	9/196	127/ 5.3	5.3	6.1	1.1	5	157	WLWI
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 80.83% (291 of 360) (FAL 90: 83.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WLWI-F	1 WLWI-F	1 WLWI-F>>	1 WLWI-F>	1 WLWI-F>	1 WLWI-F	1 WZHT-F>>	1 WLWI-F
2 WHHY-F	2 WAFX-F	2 WLWI-F	2 WZHT-F>	2 WZHT-F>	2 WZHT-F	2 WZHT-F	2 WAFX-F	2 WZHT-F	2 WXVI	2 WZHT-F
3	3 WLWI-F>	3 WAFX-F>	3 WAFX-F>	3 WAFX-F>	3 WHHY-F	3 WHHY-F	3 WZHT-F	3 WAFX-F	3 WLWI-F	3 WZHT-F
4	4 WHHY-F	4 WSYA-F	4 WSYA-F	4 WSYA-F	4 WACV	4 WAFX-F	4 WSYA-F<	4 WHHY-F	4 WHHY-F	4 WXVI
5	5 WSYA-F	5 WHHY-F	5 WHHY-F	5 WHHY-F	5	5	5 WACV	5 WSYA-F	5	5
6	6	6	6	6	6	6	6 WHHY-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>	1 WZHT-F	1 WZHT-F	1 WZHT-F>>	1 WAFX-F	1 WAFX-F>>	1 WZHT-F	1 WLWI-F
2 WLWI-F	2 WLWI-F>	2 WLWI-F	2 WLWI-F>	2 WLWI-F>	2 WAFX-F>>	2 WZHT-F>>	2 WLWI-F	2 WAFX-F	2 WAFX-F
3 WAFX-F>	3 WAFX-F	3 WSYA-F	3 WSYA-F	3 WSYA-F	3 WHHY-F>	3 WLWI-F	3 WZHT-F>	3 WLWI-F	3 WZHT-F>
4 WHHY-F	4 WSYA-F	4 WAFX-F	4 WAFX-F	4 WXVI	4 WACV	4 WHHY-F	4 WSYA-F>	4	4 WSYA-F
5	5 WHHY-F	5 WHHY-F	5 WHHY-F	5 WHHY-F	5	5	5 WHHY-F	5	5 WHHY-F
6	6	6	6	6 WAFX-F	6	6	6	6	6

FORHATS	AH	FH	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	3 (1)	38 (1)	41 (2)	11.4	13.7	WHHY 1440 Montgomery	0.7/6.1/	3/	165
AOR/CLASSIC		38 (1)	38 (1)	10.6	9.7	WMBY 800 Montgomery	0.7/3.4/	3/	88
AC/OLDIES/SOFT ROCK		40 (2)	40 (2)	11.1	15.9	WSTH-F 106.1 Alxnrd City	0.5/1.8/	19/	318
MOR/VARIETY									
COUNTRY		84 (2)	84 (2)	23.3	18.6				
BLACK/URBAN	25 (1)	80 (1)	105 (2)	29.2	34.0				
BEAUTIFUL/EASY		11 (1)	11 (1)	3.1					
NEWS/TALK	20 (1)		20 (1)	5.6	3.2				
NOSTALGIA	8 (1)		8 (1)	2.2	1.9				
RELIGION/GOSPEL	13 (2)		13 (2)	3.6	2.4				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.5				
	69 (6)	291 (8)	360 (14)						

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK	CBS, SUN, \$ 12.00 (Roslin)	Woods
WAPZ, 1250, 5 KW/80 W, GOSPEL	NBN, \$ 9.00 (---)	
WXVI, 1600, 5 KW/1 KW, BLACK	SBN, \$ 12.00 (McGuilid)	
WZTN, 1000, 5 KW (DAYS, DA), GOSPEL	\$ 10.00 (---)	
WBAM-F, 98.9, 100 KW @ 730, OLDIES	UNIULT, \$ 25.00 (Christal)	
WHHY-F, 101.9, 100 KW @ 670, CHR	ABC, \$ 41.00 (Banner)	
WLWI-F, 92.3, 100 KW @ 500, COUNTRY	MBS, \$ 63.00 (Katz)	Colonial
WSYA-F, 103.3, 28 KW @ 290, AC	UNIPWR, \$ 30.00 (McGuilid)	Magic
WAFX-F, 95.3, 50 KW @ 230, CLASSIC AOR	\$ 25.00 (Torbet)	(PRATTVILLE)
WZHT-F, 105.7, 100 KW @ 1802, BLACK	ABC, \$ 31.00 (McGuilid)	(TROY)

NASHVILLE

Arbitron Rank/Pop (12+): 45/836,500
 MSA Rank/Pop: 49/994,000
 ADI # 33
 Average Person Ratings: 15.6
 Market TSL: 20.50 hours

Stations: 20/19
 Diaries: 1333/627:1/51.5%
 Sample Target: 1240
 % Below Line: 2.0
 % Not Listed: 11.5

1991 Revenue: \$33,000,000
 HM Inc.: \$33,040
 Retail \$: 8.1 B11
 Pop per Station: 44,026
 #1 Biller: WSIX-F \$5,700,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSM -F (C)	164/12.6	11.9	9.0	8.3	9.9	10.4	271/3681	2220/26.5	22.6	19.4	14.3	220	1998	WSM -F
2. WSIX-F (C)	151/11.6	10.1	12.2	11.2	11.6	11.3	203/2662	1950/23.3	24.5	19.2	12.3	189	1846	WSIX-F
3. WKDF-F (AOR)	120/ 9.2	7.3	7.6	6.9	6.1	7.8	211/2827	1503/18.0	21.2	17.2	12.0	184	1785	WKDF-F
4. WYHY-F (CHR)	118/ 9.1	11.0	9.9	10.4	11.4	10.1	188/3265	1961/23.4	25.7	25.7	10.2	156	2260	WYHY-F
5. WZEZ-F (SAC)	80/ 6.1	7.2	7.8	8.1	6.8	7.3	104/1685	1216/14.5	16.3	14.3	4.2	64	1276	WZEZ-F
6. WQKQ-F (B)	78/ 6.0	7.9	6.0	7.5	7.5	6.8	82/1094	1035/12.4	13.8	13.1	7.2	111	1653	WQKQ-F
7. WGFY-F (CL AOR)	71/ 5.5	4.9	4.6	4.4	4.1	4.8	86/1540	1234/14.8	16.0	13.0	6.5	100	1514	WGFY-F
8. WLAC-F (AC)	68/ 5.2	6.1	7.9	7.4	7.7	6.7	90/1794	1262/15.1	20.8	17.8	5.9	91	1299	WLAC-F
9. WSM (C)	48/ 3.7	3.6	4.3	3.8	3.2	3.8	72/1476	866/10.4	11.2	7.6	3.1	47	582	WSM
10. WLAC (N/T/REL)	45/ 3.5	2.2	2.5	5.1	4.0	3.3	49/1010	838/10.0	6.2	9.7	2.3	36	464	WLAC
11. WRMX-F (O)	40/ 3.1	4.0	5.1	3.8	5.8	4.0	48/1146	836/10.0	10.6	11.5	3.1	47	836	WRMX-F
12. WVOL (B)	29/ 2.2	2.6	3.1	2.4	1.6	2.6	29/424	424/ 5.1	5.3	3.8	1.6	24	391	WVOL
13. WBVR-F (C)	26/ 2.0	1.8	2.2	1.1	1.4	1.8	124/1573	527/ 6.3	6.0	4.5	1.4	21	471	WBVR-F
14. WAMB-AF (BB)	22/ 1.7	1.5	1.7	2.5	2.6	1.9	22/386	349/ 4.2	0.0	4.0				WAMB-AF
WRLT-F (AOR)	22/ 1.7	1.6	1.2	1.1	0.7	1.4	23/357	350/ 4.2	3.2	3.2	0.9	14	369	WRLT-F
16. WHDB (B)	21/ 1.6	2.4	0.6	0.9	0.5	1.4	22/292	268/ 3.2	2.9	1.5	1.0	16	122	WHDB
17. WYCF-F (C)	20/ 1.5	1.1	0.6	0.6	0.8	1.0	40/974	555/ 6.6	3.6	3.2	0.4	6	286	WYCF-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 84.55% (974 of 1152) (FAL 90: 85.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WKDF-F>	1 WSIX-F	1 WSIX-F	1 WSIX-F	1 WSM -F	1 WSIX-F	1 WSM -F	1 WSM -F	1 WYHY-F	1 WSM -F
2 WQKQ-F	2 WSIX-F	2 WKDF-F	2 WSM -F	2 WSM -F	2 WSIX-F>	2 WSM -F>	2 WSIX-F	2 WSIX-F	2 WSM -F	WKDF-F>>
3 WSM -F	3 WSM -F<	3 WSM -F>	3 WKDF-F>	3 WKDF-F>	3 WZEZ-F>	3 WKDF-F	3 WKDF-F	3 WYHY-F	3 WKDF-F<	3 WSM <
4	4 WYHY-F	4 WYHY-F	4 WGFY-F	4 WZEZ-F	4 WSM	4 WYHY-F>	4 WZEZ-F	4 WQKQ-F>	4 WQKQ-F>	4 WQKQ-F
5	WGFY-F>	5 WGFY-F	5 WLAC-F	5 WLAC-F<	5 WLAC	5 WZEZ-F	5 WLAC-F	5 WQKQ-F	5 WZEZ-F	5
6	6 WQKQ-F	6 WLAC-F<	6 WZEZ-F	6 WGFY-F	6	WSM	6 WGFY-F	6 WZEZ-F	6 WSIX-F	6
7	WLAC-F	7 WQKQ-F	7 WYHY-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKDF-F<	1 WYHY-F	1 WSIX-F	1 WSIX-F	1 WSIX-F<	1 WKDF-F>>	1 WKDF-F>>	1 WKDF-F>>	1 WKDF-F	1 WKDF-F
2 WYHY-F>	2 WSIX-F	2 WLAC-F	2 WSM -F	2 WSM -F>	2 WYHY-F	2 WGFY-F	2 WGFY-F	2 WSIX-F	2 WSIX-F
3 WQKQ-F	WLAC-F	3 WSM -F	3 WLAC-F	3 WLAC-F	WSM -F	3 WSIX-F<	3 WSIX-F	3 WSM -F	3 WSM -F>
4 WZEZ-F	WKDF-F	4 WQKQ-F	4 WYHY-F	4 WZEZ-F>	WSIX-F	4 WSM -F>	4 WSM -F	4 WGFY-F>	4 WGFY-F
5 WLAC-F	5 WQKQ-F<	5 WYHY-F	5 WKDF-F	5 WQKQ-F	5 WGFY-F	5 WYHY-F	5	5 WYHY-F	5
6 WSM -F	6 WSM -F	6 WGFY-F	6 WZEZ-F	6 WYHY-F	6 WQKQ-F	6	6	6	6
7	7 WGFY-F	7	7 WQKQ-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		118 (1)	118 (1)	10.2	13.4	WEND 760 Nashville	1.1/1.5/ 15/ 141		
AOR/CLASSIC		213 (3)	213 (3)	18.5	17.7	WWTN-F 99.7 Manchester	1.2/5.0/ 20/ 489		
AC/OLOIES/SOFT ROCK		108 (2)	108 (2)	9.4	13.0				
MOR/VARIETY					0.6				
COUNTRY	48 (1)	361 (4)	409 (5)	35.5	29.1				
BLACK/URBAN	50 (2)	78 (1)	128 (3)	11.1	11.6				
BEAUTIFUL/EASY		80 (1)	80 (1)	6.9	8.6				
NEWS/TALK	45 (1)	15 (1)	60 (2)	5.2	3.0				
NOSTALGIA	21 (1)	1 (1)	22 (2)	1.9	2.6				
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	14 (1)		14 (1)	1.2	0.4				
	178 (6)	974 (14)	1152 (20)						

NASHVILLE

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) , NOSTALGIA
 WLAC, 1510, 50 KW (DA-N) , N/T/REL.
 WMDB, 880, 2.5 KW (DAYS,DA) , BLACK
 WSIX, 980, 5 KW (DA-N) , VARIETY
 WSM, 650, 50 KW , COUNTRY
 WVOL, 1470, 5 KW/1 KW (DA-2) , BLACK

MBS , \$ 20.00 (Roslin)
 CBS , \$ 40.00 (Ourpetti) Fairmont
 , \$ 17.00 (---)
 , \$ N/A (McGuild) Capstar
 NBC , \$ 46.00 (Christal) Gaylord
 NBN , \$ 23.00 (MMR)

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312, CLASSIC AOR
 WKDF-F, 103.3, 100 KW @ 1233, AOR
 WLAC-F, 105.9, 100 KW @ 1233, AC
 WQQK-F, 92.1, 1.5 KW @ 430, BLACK
 WRMX-F, 96.3, 100 KW @ 826, AC/OLDIES
 WSIX-F, 97.9, 100 KW @ 1145, COUNTRY
 WSM-F, 95.5, 100 KW @ 1286, COUNTRY
 WYHY-F, 107.5, 100 KW @ 1235, CHR
 WZEZ-F, 92.9, 100 KW @ 1053, EZ/SOFT AC

SOURCE , \$ 48.00 (Banner) Capitol Johnson
 ABC , \$ 94.00 (Katz) Dick
 , \$ 90.00 (Durpetti) Fairmont
 , \$ 38.00 (MMR)
 , \$ 43.00 (McGuild) Signature
 , \$ 100.00 (---) Capstar
 , \$ 80.00 (Christal) Gaylord
 , \$ 87.00 (Eastman) (LEBANON)
 , \$ 50.00 (HNWH) South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 14/2,218,800
 HSA Rank/Pop: 12/2,670,000
 New York ADI
 Average Person Ratings: 18.8
 Market TSL: 24.50 hours

Stations: 40/12
 Diaries: 1824/1216:1/48.1%
 Sample Target: 1820
 % Below Line: 0.0
 % Not Listed: 66.9

1991 Revenue: \$32,100,000
 HH Inc.: \$62,636
 Retail \$: 27.2 Bil
 Pop per Station: 184,900
 #1 Biller: WALK-AF \$7,500,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WALK-AF (AC)	263/ 6.3	6.3	7.1	5.4	7.2	6.3		3353/15.1	16.0	14.0	6.9	234	2438	WALK-AF
2. WBLI-F (CHR)	193/ 4.6	4.5	5.1	5.6	4.4	4.9		2729/12.3	14.9	10.9	5.1	172	2886	WBLI-F
3. WBAB-F (AOR)	160/ 3.8	4.7	4.7	3.9	4.5	4.3		3050/13.7	13.9	13.3	6.2	208	2883	WBAB-F
4. WYNY-F (C)	150/ 3.6	5.0	3.2	3.2	3.5	3.8		1806/ 8.1	7.4	7.8	2.7	92	1461	WYNY-F
5. WHLI (BB)	149/ 3.6	2.3	3.1	3.4	2.2	3.1		957/ 4.3	4.6	3.1	3.9	130	860	WHLI
6. WCTO-F (SAC)	105/ 2.5	2.0	2.6	2.1	1.8	2.3		1236/ 5.6	5.5	5.5	3.1	105	1003	WCTO-F
7. WKJY-F (SAC)	92/ 2.2	2.9	3.1	2.4	3.0	2.7		1619/ 7.3	7.4	7.1	1.5	50	618	WKJY-F
8. WGSB (BB)	91/ 2.2	2.1	2.1	2.6	2.6	2.3		810/ 3.7	3.6	3.0	1.1	38	408	WGSB
9. WDRE-F (AOR)	86/ 2.1	1.4	2.3	2.0	1.9	1.9		1311/ 5.9	7.1	6.0	1.6	55	1035	WDRE-F
10. WRCN-F (AOR)	72/ 1.7	1.3	0.8	0.7	0.8	1.1		953/ 4.3	3.1	2.9	1.4	48	608	WRCN-F
11. WBAZ-F (SAC)	15/ 0.4	0.4	----	0.5	0.4	0.3		303/ 1.4	0.0	1.0	0.6	20	294	WBAZ-F
12.														
13.														
14.	NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home													
15.	to the Nassau-Suffolk survey area are included. There is no TSA													

12+ FM SHARE (METRO): 82.12% (1130 of 1376) (FAL 90: 83.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>>	1 WBAB-F>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WBAB-F	1 WALK-F
2 WDRE-F	2 WBLI-F	2 WBAB-F<	2 WBLI-F	2 WYNY-F<	2 WHLI >	2 WBLI-F>	2 WBLI-F	2 WBLI-F	2 WBLI-F	2 WYNY-F
3 WALK-AF	3 WALK-AF	3 WBLI-F>	3 WBAB-F	3 WBLI-F	3 WYNY-F	3 WBAB-F	3 WYNY-F	3 WYNY-F	3 WALK-AF	3 WBAB-F<
4 WRCN-F>	4 WDRE-F>	4 WYNY-F	4 WYNY-F	4 WBAB-F	4 WGSB	4 WYNY-F	4 WBAB-F	4 WBAB-F	4 WDRE-F	4 WBLI-F
5 WBAB-F	5 WYNY-F	5 WKJY-F	5 WCTO-F	5 WCTO-F<	5 WBLI-F	5 WHLI	5 WCTO-F	5 WCTO-F	5 WYNY-F	5
6	6	WDRE-F	6	6 WKJY-F	6	6	6	6	6	6
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 WBAB-F	1 WBLI-F	1 WBLI-F<	1 WALK-AF	1 WALK-AF	1 WBAB-F>	1 WBAB-F>	1 WBAB-F>	1 WBAB-F	1 WALK-AF<	
2 WBLI-F>	2 WALK-AF	2 WALK-AF>>	WBLI-F>	2 WBLI-F>	2 WBLI-F>	2 WDRE-F>	2 WDRE-F	2 WALK-AF>	2 WYNY-F	
3 WDRE-F>	3 WBAB-F	3 WCTO-F	3 WKJY-F	3 WYNY-F<	3 WDRE-F>	3 WRCN-F	3 WALK-AF	3 WYNY-F	3 WBAB-F>	
4 WALK-AF	4 WDRE-F	4 WYNY-F	4 WBAB-F	4 WCTO-F<	4 WRCN-F	4 WALK-AF	4 WYNY-F	4 WBLI-F	4 WDRE-F	
5	5 WYNY-F	WDRE-F	5 WCTO-F	5 WKJY-F	5	WBLI-F	WRCN-F>	5 WDRE-F	5 WRCN-F<	
6	WCTO-F	WBAB-F	6	6	6	6	6 WCTO-F	6	6 WBLI-F	

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO SHARE/	CUME RTG
TOP 40/CHR/CONTEMP		193 (1)	193 (1)	14.0	14.5			
AOR/CLASSIC		318 (3)	318 (3)	23.1	24.2	WABC	3.4/ 8.7	WNSR-F 2.9/10.0
AC/OLDIES/SOFT ROCK	6 (1)	257 (1)	263 (2)	19.1	29.6	WBLS-F	1.4/ 5.7	WOR 3.7/ 9.3
MOR/VARIETY						WCBS	3.9/16.7	WPAT-F 3.2/ 6.9
COUNTRY		150 (1)	150 (1)	10.9	7.0	WCBS-F	5.0/14.1	WPLJ-F 2.6/12.4
BLACK/URBAN						WEZN-F	0.9/ 4.1	WPLR-F 0.5/ 2.5
BEAUTIFUL/EASY NEWS/TALK		212 (3)	212 (3)	15.4	7.5	WFAN	4.2/13.1	WQCD-F 1.7/ 5.5
NOSTALGIA	240 (2)		240 (2)	17.4	15.6	WFME-F	0.4/ 0.7	WQHT-F 2.4/10.0
RELIGION/GOSPEL						WHTZ-F	3.2/14.7	WQXR-F 1.2/ 4.5
SPANISH						WINS	2.2/12.1	WRKS-F 2.1/ 6.4
CLASSICAL						WLIB	0.6/ 1.0	WSKQ 0.4/ 0.7
JAZZ/NEW AGE						WLTW-F	2.6/ 8.2	WSKQ-F 0.5/ 1.7
UNKNOWN/OTHERS					1.7	WNCN-F	1.2/ 4.4	WWYZ-F 0.7/ 1.4
	246 (3)	1130 (9)	1376 (12)			WNEW	1.3/ 5.1	WXRK-F 4.3/15.0
						WNEW-F	2.3/10.4	

RADIO STATIONS

WGSB , 740,	25 KW (DAYS, DA)	Nostalgia/MOR	UNISUP/ULT, \$ 47.00 (MMR)	Greater Media
WHLI , 1100,	10 KW (DAYS, DA)	Nostalgia	\$ 48.00 (Katz)	Barnstable
WLIX , 540,	250 W (DAYS)	Religion	\$ 25.00 (---)	
WALK-F, 97.5,	45 KW @ 530	AC	\$160.00 (Durpetti)	American
WBAB-F, 102.3,	3 KW @ 268	AOR	\$140.00 (MMR)	Noble
WBAZ-F, 101.7,	6 KW @ 231	Soft AC	UNISUP, \$ 30.00 (---)	
WBLI-F, 106.1,	25 KW @ 492	CHR	\$111.00 (Katz)	Beck-Ross
WCTO-F, 94.3,	3 KW @ 300	EZ/Btfl	\$ 55.00 (MMR)	Greater Media
WDRE-F, 92.7,	1 KW @ 521	AOR	\$ 64.00 (Katz)	
WKJY-F, 98.3,	3 KW @ 328	Soft AC	\$ 70.00 (Katz)	New Barnstable
WRCN-F, 103.9,	1.5 KW @ 466	AOR	\$ 40.00 (McGuild)	
WWHB-F, 107.1,	3 KW @ 300	CHR	SOURCE, \$ 25.00 (Roslin)	

NEW HAVEN

Arbitron Rank/Pop (12+): 90/391,000
 MSA Rank/Pop: 93/526,000
 ADI # 24 (w/Hartford)
 Average Person Ratings: 16.6
 Market TSL: 21.75 hours

Stations: 28/6
 Diaries: 889/440:1/49.3%
 Sample Target: 860
 % Below Line: 46.2
 % Not Listed: 18.2

1991 Revenue: \$13,500,000
 HH Inc.: \$41,735
 Retail \$: 4.6 B11
 Pop per Station: 65,166
 #1 Biller: WKCI-F \$6,000,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WPLR-F (AOR)	61/ 9.4	8.3	7.9	7.2	9.0	----	146/1915	759/19.4	17.4	18.1	15.5	98	994	WPLR-F
WKCI-F (CHR)	61/ 9.4	9.7	10.9	12.1	14.7	----	149/2604	1019/26.1	27.9	26.0	8.4	53	935	WKCI-F
3. WELI (FS)	54/ 8.3	7.6	8.4	9.2	9.9	----	61/881	729/18.6	18.6	21.2	7.3	46	655	WELI
4. WEZN-F (SAC)	35/ 5.4	7.4	6.0	7.3	5.2	----	143/1927	563/14.4	15.9	14.1	2.8	18	326	WEZN-F
5. WWYZ-F (C)	33/ 5.1	5.4	5.8	5.0	3.5	----	88/1110	419/10.7	12.1	10.1	6.6	42	437	WWYZ-F
6. WKSS-F (CHR)	31/ 4.8	5.6	4.6	4.6	2.9	----	66/1232	584/14.9	17.8	14.3	6.3	40	847	WKSS-F
7. WDRC-F (O)	27/ 4.2	6.9	4.6	3.9	4.6	----	71/1018	411/10.5	14.2	13.5	4.3	27	403	WDRC-F
8. WFAN (S/T)	24/ 3.7	3.3	3.8	3.7	3.4	----	68/1197	484/12.4	10.4	10.8	5.8	37	442	WFAN
9. WHCN-F (AOR)	22/ 3.4	1.9	1.9	1.9	2.3	----	52/778	336/ 8.6	8.0	6.9	3.2	20	454	WHCN-F
10. WNHC (B)	21/ 3.2	3.0	2.7	3.7	3.1	----	23/341	328/ 8.4	7.8	6.0	2.5	16	365	WNHC
11. WCBS (N/T)	18/ 2.8	3.6	3.5	1.7	3.2	----	53/1168	432/11.0	10.5	12.6	2.4	15	316	WCBS
WBVZ (BB)	18/ 2.8	3.3	4.9	5.2	3.8	----	23/362	313/ 8.0	8.1	8.4	2.8	18	227	WBVZ
13. WIOF-F (AC)	16/ 2.5	1.7	2.4	3.3	2.8	----	29/626	255/ 6.5	9.1	8.6	2.1	13	266	WIOF-F
WYBC-F (VARIETY)	16/ 2.5	3.0	3.0	2.2	2.0	----	16/345	311/ 8.0	8.5	7.7	2.4	15	267	WYBC-F

12+ FM SHARE (METRO): 67.98% (361 of 531) (FAL 90: 66.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMO	12+ EVE	OVERNIGHT
1 WKCI-F	1 WPLR-F>>	1 WPLR-F	1 WKCI-F	1 WKCI-F	1 WELI >	1 WELI >	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WELI >
2 WKSS-F>	2 WKCI-F	2 WKCI-F>	2 WPLR-F>	2 WPLR-F>	2 WKCI-F	2 WKCI-F>	2 WKCI-F	2 WKCI-F>	2 WKCI-F	2 WPLR-F>
3 WYBC-F	3 WHCN-F	3 WDRC-F<	3 WDRC-F	3 WDRC-F	3 WWYZ-F	3 WFAN	3 WEZN-F	3 WEZN-F<	3 WKSS-F	3 WEZN-F
4	4 WKSS-F	4 WKSS-F<	4 WFAN	4 WFAN	WEZN-F	4 WPLR-F	4 WELI	4 WELI	4 WELI	WCBS
5	5	5 WHCN-F	5 WEZN-F	5 WWYZ-F	5 WDRC-F	5	5	5	5	5 WNHC

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLR-F	1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F>	1 WPLR-F>>	1 WPLR-F>
2 WKSS-F>	2 WPLR-F>	2 WPLR-F>	2 WPLR-F	2 WDRC-F>	2 WHCN-F>	2 WHCN-F>	2 WHCN-F	2 WHCN-F	2 WFAN >
3 WKCI-F>	3 WKSS-F	3 WWYZ-F	3 WDRC-F	3 WWYZ-F	3 WKSS-F	3 WFAN	3 WFAN >>	3 WEZN-F	3 WHCN-F
4 WEBE-F	4	4	4 WKSS-F	4 WEZN-F	4 WNHC	4 WKCI-F	4 WFIF	4 WKCI-F	4 WKCI-F
5	5	5	5	5	WKCI-F	5	WEZN-F	5	5

FORHATS	AM	FH	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		106 (4)	106 (4)	20.0	20.2		
AOR/CLASSIC		87 (3)	87 (3)	16.4	12.2	WABC 770 New York	1.1/2.9/ 20/ 304
AC/OLDIES/ROCK		67 (5)	67 (5)	12.6	20.3	WALK-F 97.5 Patchogue	0.5/2.4/ 6/ 254
MOR/VARIETY	65 (3)	16 (1)	81 (4)	15.3	12.1	WBLS-F 107.5 New York	0.5/2.7/ 6/ 209
COUNTRY		33 (1)	33 (1)	6.2	7.0	WCCC-F 106.9 Hartford	0.6/2.8/ 10/ 339
BLACK/URBAN	21 (1)	3 (1)	24 (2)	4.5	5.3	WEBE-F 107.9 Westport	1.7/8.3/ 83/1302
BEAUTIFUL/EASY		49 (2)	49 (2)	9.2	1.3	WFIF 1500 Milford	0.9/1.7/ 13/ 112
NEWS/TALK	60 (5)		60 (5)	11.3	12.2	WICC 600 Bridgeport	0.5/2.9/ 97/1287
NOSTALGIA	18 (1)		18 (1)	3.4	5.8	WOR 710 New York	1.4/3.5/ 25/ 294
RELIGION/GOSPEL	6 (1)		6 (1)	1.1		WPOP 1410 Hartford	0.3/1.4/ 6/ 185
SPANISH						WQHT-F 97.1 New York	0.9/3.0/ 24/ 469
CLASSICAL						WRCH-F 100.5 New Britain/Hrt	2.2/6.8/ 34/ 536
JAZZ/NEW AGE						WTIC 1080 Hartford	1.2/5.4/ 26/ 560
UNKNOWN/OTHERS					3.6	WTIC-F 96.5 Hartford	1.2/5.8/ 15/ 536
	170 (11)	361 (17)	531 (28)			WZMX-F 93.7 Hartford	1.5/5.7/ 31/ 652

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N), NOST. UNISUP, ABC, \$ 32.00 (McGuild) Noble
 WELI, 960, 5 KW (DA-N), MOR/FULL SER., \$ 66.00 (Eastman) Clear Channel
 WNHC, 1340, 1 KW, BLACK, \$ 18.00 (MNWH)

WKCI-F, 101.3 10 KW @ 1070, CHR, \$ 156.00 (McGuild) Noble
 WPLR-F, 99.1, 14 KW @ 950, AOR, \$ 84.00 (Eastman) Southern Starr
 WYBC-F, 94.3, 1 KW @ 100, JAZZ/VARIOUS, \$ 20.00 (---)

OTHER RANKED STATIONS -- See Hartford, New Haven or New York

Miscellaneous: WKCI-F from Noble to Clear Channel for \$14,000,000...

NEW ORLEANS

Arbitron Rank/Pop (12+): 39/997,900
 MSA Rank/Pop: 42/1,310,000
 ADI # 40
 Average Person Ratings: 17.2
 Market TSL: 22.75 hours

Stations: 26/24
 Diaries: 1708/584:1/47.9%
 Sample Target: 1650
 % Below Line: 0.6
 % Not Listed: 11.1

1991 Revenue: \$30,200,000
 HH Inc.: \$26,730
 Retail \$: 10.1 Bil
 Pop per Station: 41,579
 #1 Biller: WWL \$6,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WWL (N/T)	196/11.4	8.1	8.0	10.9	8.1	9.6	268/3728	2650/26.6	19.1	23.7	7.9	140	1797	WWL
2. WQUE-AF (B)	176/10.3	10.1	10.7	10.4	10.4	10.4	230/2909	2286/22.9	21.1	24.6	15.4	267	2831	WQUE-AF
3. WYLD-F (B)	158/ 9.2	10.8	10.7	11.1	13.3	10.4	173/2289	1957/19.6	21.5	20.9	12.1	213	2321	WYLD-F
4. WNOE-F (C)	146/ 8.5	7.4	8.2	7.2	7.5	7.8	204/2531	1605/16.1	14.9	13.1	7.9	140	1291	WNOE-F
5. WEZB-F (CHR)	127/ 7.4	8.1	9.3	8.5	9.2	8.3	168/2958	2151/21.6	26.0	24.7	8.3	147	1945	WEZB-F
6. WLTS-F (AC)	86/ 5.0	4.2	5.1	6.7	5.7	5.3	100/1622	1286/12.9	13.4	15.1	3.2	57	1055	WLTS-F
7. WLMG-F (SAC)	82/ 4.8	5.4	6.4	5.0	5.6	5.4	96/1575	1295/13.0	15.6	14.0	4.8	84	1024	WLMG-F
8. WMXZ-F (AC)	62/ 3.6	5.3	3.8	2.4	2.7	3.8	70/1339	1145/11.5	13.3	9.7	3.3	58	953	WMXZ-F
9. WCKW-F (CL AOR)	60/ 3.5	4.6	4.0	3.3	4.3	3.8	119/1706	1022/10.2	11.4	11.1	4.2	74	1014	WCKW-F
WBOX (G)	60/ 3.5	3.2	3.4	4.1	3.1	3.5	61/637	606/ 6.1	6.8	5.8	3.4	60	636	WBOX
11. WBYU (BB)	58/ 3.4	3.8	3.3	3.5	3.4	3.5	62/666	630/ 6.3	6.7	6.9	1.3	23	420	WBYU
12. WRNO-F (AOR)	56/ 3.3	3.3	2.4	4.0	3.5	3.3	70/1216	897/ 9.0	7.9	11.8	3.3	58	866	WRNO-F
13. KMEZ-F (B)	55/ 3.2	1.9	1.7	1.1	0.9	2.0	55/742	742/ 7.4	4.1	2.9	5.5	97	830	KMEZ-F
14. KQLD-F (O)	52/ 3.0	4.2	3.8	4.0	4.7	3.8	64/1155	989/ 9.9	11.4	11.4	3.1	55	759	KQLD-F
15. WYLD (REL)	50/ 2.9	2.9	1.9	1.2	1.5	2.2	57/618	514/ 5.2	4.5	4.6	1.9	34	359	WYLD

12+ FM SHARE (METRO): 71.42% (1087 of 1522) (FAL 90: 72.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUE-AF>>>1 WYLD-F	1 WYLD-F<	1 WWL	1 WWL	1 WWL >	1 WWL >	1 WWL >	1 WQUE-AF	1 WYLD-F	1 WYLD-F	1 WYLD-F
2 WEZB-F	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF	2 WQUE-AF<	2 WNOE-F>	2 WEZB-F	2 WNOE-F	2 WWL	2 WQUE-AF>>>2 WWL >>	
3 WYLD-F	3 WEZB-F>	3 WEZB-F<	3 WNOE-F<	3 WNOE-F	3 WBYU	3 WQUE-AF	3 WQUE-AF	3 WNOE-F	3 WEZB-F	3 WQUE-F>>>
4	4 WMXZ-F<	4 WWL <	4 WYLD-F	4 WYLD-F	4 WLTS-F<	4 WNOE-F>	4 WLTS-F	4 WYLD-F	4 WNOE-F>	4 WNOE-F
5	5 WCKW-F<	5 WNOE-F	5 WLTS-F	5 WLTS-F	5 WBOX <	5 WYLD-F	5 WLMG-F	5 WEZB-F>	5 KMEZ-F	5 WLMG-F
6	6 WNOE-F	6 WLTS-F	6 WLMG-F	6 WLMG-F	6 WLMG-F<	6 WLMG-F	6 WYLD-F<	6 WLTS-F	6	6 WEZB-F
7	7	7 WLMG-F	7 WEZB-F<	7 WEZB-F	7 WYLD-F	7	7 WEZB-F	7	7	7
			8 WCKW-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WYLD-F	1 WQUE-AF<	1 WYLD-F<	1 WQUE-AF	1 WYLD-F>	1 WYLD-F	1 WCKW-F	1 WWL	1 WWL >
2 WEZB-F	2 WQUE-AF	2 WYLD-F	2 WQUE-AF>	2 WYLD-F	2 WEZB-F<	2 WCKW-F<	2 WRNO-F	2 WYLD-F	2 WNOE-F
3 WQUE-AF>	3 WEZB-F	3 WMXZ-F	3 WLTS-F	3 WLTS-F	3 WQUE-AF>	3 WQUE-AF	3 WWL	3 WNOE-F<	3 WCKW-F>
4 WMXZ-F	4 WMXZ-F	4 WLTS-F	4 WEZB-F	4 WLMG-F	4 WRNO-F>	4 WRNO-F	4 WQUE-AF	4 WQUE-AF	4 WQUE-AF
5 KMEZ-F	5 WLTS-F	5 WLMG-F	5 WLMG-F	5 WNOE-F	5 WNOE-F	5 WEZB-F>	5 WYLD-F	5 WCKW-F	5 WRNO-F<
6 WNOE-F	6 WNOE-F<	6 WEZB-F	6 WNOE-F	6 WEZB-F	6	6 WWL	6 WEZB-F	6 WEZB-F	6 WEZB-F
7	7 WLMG-F	7 WNOE-F	7 WMXZ-F	7 WWL	7	7	7 WNOE-F	7 WRNO-F	7
		KMEZ-F							

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		132 (2)	132 (2)	8.7	10.0	KGLA	1540	Gretna	0.6/0.8/	11/ 82
AOR/CLASSIC		121 (3)	121 (3)	8.0	7.6	KHOM-F	104.1	Houma	0.9/5.3/	52/1094
AC/OLDIES/SOFT ROCK	11 (1)	215 (4)	226 (5)	14.8	22.8	WADU	830	Norco/Kenner	0.4/1.7/	11/ 226
MOR/VARIETY						WNOE	1060	New Orleans	1.0/3.1/	18/ 408
COUNTRY	17 (1)	151 (2)	168 (3)	11.0	6.6	WSMB	1350	New Orleans	0.8/3.2/	15/ 345
BLACK/URBAN	3 (1)	386 (3)	389 (4)	25.6	24.2	WTIX	690	New Orleans	0.5/3.2/	8/ 398
BEAUTIFUL/EASY	7 (1)	82 (1)	89 (2)	5.8	1.4	WYAT	990	New Orleans	0.6/2.5/	11/ 248
NEWS/TALK	218 (3)		218 (3)	14.3	10.0	WZRH-F	106.1	Picayne	0.3/1.7/	12/ 298
NOSTALGIA	58 (1)		58 (1)	3.8	6.3					
RELIGION/GOSPEL	110 (2)		110 (2)	7.2	7.8	WFMF-F	102.5	Baton Rouge	0.3/1.3/	25/ 682
SPANISH					0.7	WKJN-F	103.3	Hammond	0.3/1.2/	46/1002
CLASSICAL										
JAZZ/NEW AGE					2.0					
UNKNOWN/OTHERS	11 (1)		11 (1)	0.7	0.7					
	435 (11)	1087 (15)	1522 (26)							

NEW ORLEANS

RADIO STATIONS

AM STATIONS

WBOK, 1230, 1 KW	, GOSPEL	SBN, UNIULT , \$	24.00 (Roslin)	
WBYU, 1450, 1 KW	, NOSTALGIA/EZ	SMN , \$	30.00 (Roslin)	
WNOE, 1060, 50 KW/5 KW (DA-2)	, SEE WNOE-F			
WSMB, 1350, 5 KW (DA-2)	, TALK	ABC , \$	25.00 (In House)	
WTIX, 690, 10 KW/5 KW (DA-2)	, TALK	NBC, MBS , \$	22.00 (---)	GHB (Buck)
WVL , 870, 50 KW (DA-1)	, NEWS/TALK	ABC , \$	60.00 (CBS)	Keymarket
WYAT, 990, 250 W	, NOSTALGIA	CBS,UNISP, \$	20.00 (Durpetti)	
WYLD, 940, 10 KW/500 W (DA-2)	, GOSPEL	, \$	20.00 (MNWH)	Interurban

FM STATIONS

XHOM, 104.1, 100 KW @ 1954, OLDIES	UNISUP, NBC , \$	30.00 (Torbet)	(HOUMA)
KQLD, 106.7, 100 KW @ 983, OLDIES	ABC , \$	35.00 (McGuild)	Beasley (PORT SULPHUR)
WCKW, 92.3, 100 KW @ 1954, AOR	SOURCE , \$	39.00 (Banner)	(LAPLACE)
WEZB, 97.1, 100 KW @ 984, CHR	, \$	100.00 (MMR)	
WLMG, 101.9, 100 KW @ 825, AC	, \$	55.00 (Katz)	Keymarket
WLTS, 105.3, 100 KW @ 902, SOFT AC	CBS, \$	60.00 (Durpetti)	
WMXZ, 95.7, 100 KW @ 984, AC	, \$	44.00 (Eastman)	Stoner
WNOE, 101.1, 100 KW @ 1004, COUNTRY	ABC, \$	50.00 (McGuild)	New Market
WQUE, 93.3, 100 KW @ 984, URBAN/CHR	, \$	76.00 (Christal)	Clear Channel
WRNO, 99.5, 100 KW @ 1004, AOR	ABC UNIPWR, \$	51.00 (MMR)	
WYLD, 98.5, 100 KW @ 984, BLACK	ABC, \$	61.00 (HNWH)	Interurban

Miscellaneous: WTIX from Givens to Buck for \$775,000 (Hickman)... KNOK-F changes to KMEZ-F (Sep)...

NEW YORK

Arbitron Rank/Pop (12+): 1/14,024,700
 MSA Rank/Pop: 1/15,400,000
 ADI # 1
 Average Person Ratings: 19.0
 Market TSL: 25.00 hours

Stations: 46/45
 Diaries: 6262/2240:1/47.6%
 Sample Target: 4400
 % Below Line: 0.5
 % Not Listed: 10.8

1991 Revenue: \$334,000,000
 HH Inc.: \$41,370
 Retail \$:113.0 Bill
 Pop per Station: 311,660
 #1 Biller: WINS \$30,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WLTW-F (AC)	1550/ 5.8	4.9	4.8	5.0	5.1	5.1	1593/20519	19733/14.1	13.2	13.0	4.1	996	13847	WLTW-F
2. WRKS-F (B)	1387/ 5.2	4.8	5.1	5.8	5.6	5.2	1424/17914	17317/12.3	11.9	11.7	6.4	1556	18988	WRKS-F
3. WCBS-F (O)	1304/ 4.9	5.1	5.2	5.0	5.0	5.1	1353/20562	19643/14.0	14.5	13.4	3.5	849	10631	WCBS-F
4. WQHT-F (CHR)	1275/ 4.8	4.2	4.0	3.7	4.1	4.2	1343/18900	17618/12.6	10.8	10.9	5.7	1378	18071	WQHT-F
5. WBLS-F (B)	1176/ 4.4	4.2	3.8	4.1	4.0	4.1	1184/16669	16363/11.7	10.3	9.6	4.6	1120	15674	WBLS-F
6. WNSR-F (AC)	1114/ 4.2	3.4	4.2	4.2	3.5	4.0	1142/19357	18749/13.4	11.8	10.6	3.6	884	12111	WNSR-F
7. WINS (N/T)	1091/ 4.1	4.3	4.3	5.7	4.4	4.6	1104/24514	24048/17.1	18.0	18.8	3.8	919	18773	WINS
8. WXRK-F (CL AOR)	1045/ 3.9	3.8	3.3	3.2	3.5	3.5	1143/19302	17641/12.6	11.4	11.2	3.8	915	15926	WXRK-F
9. WNEW-F (AOR)	1012/ 3.8	4.0	3.1	2.8	3.2	3.4	1079/17061	15706/11.2	10.3	10.2	4.7	1151	15059	WNEW-F
10. WOR (T)	890/ 3.3	4.0	4.6	4.3	3.9	4.1	984/14783	13234/ 9.4	9.7	9.5	4.0	964	11268	WOR
11. WHTZ-F (CHR)	869/ 3.3	3.8	3.6	3.6	4.7	3.6	894/20715	20093/14.3	14.1	15.5	4.2	1029	20171	WHTZ-F
12. WABC (T)	869/ 3.3	2.6	2.7	2.6	3.4	2.8	1027/14482	12410/ 8.8	9.0	8.7	3.2	789	10635	WABC
13. WCBS (N/T)	806/ 3.0	3.5	3.4	4.4	3.6	3.6	949/22359	19173/13.7	14.8	14.5	3.2	780	14085	WCBS
14. WFAN (S/T)	792/ 3.0	3.3	2.9	2.3	2.7	2.9	980/17228	13997/10.0	10.3	9.3	3.3	797	11274	WFAN
15. WPLJ-F (CHR) **	747/ 2.8	2.3	2.2	2.0	2.2	2.3	806/19100	17646/12.6	11.7	11.6	2.6	630	14912	WPLJ-F
16. WYNY-F (C)	732/ 2.7	3.5	3.3	2.5	2.7	3.0	837/10691	9739/ 6.9	7.3	6.9	2.5	610	6821	WYNY-F
17. WPAT-F (EZ)	729/ 2.7	3.9	4.0	4.0	4.8	3.7	760/10794	10036/ 7.2	11.6	9.9	2.7	665	5791	WPAT-F
18. WSKQ-F (SP)	649/ 2.4	2.0	1.9	2.1	1.6	2.1	650/6928	6838/ 4.9	3.9	3.4	2.0	495	5296	WSKQ-F
19. WQCD-F (J/NA)	519/ 1.9	2.0	2.4	2.3	2.0	2.2	542/9111	8623/ 6.1	6.9	6.4	2.4	588	9440	WQCD-F
20. WNEW (BB)	514/ 1.9	2.5	2.1	1.7	1.8	2.0	563/9542	8594/ 6.1	5.6	5.8	1.6	401	4816	WNEW
21. WADO (SP)	496/ 1.9	1.5	1.8	2.2	1.6	1.9	496/4652	4643/ 3.3	3.8	2.8	1.4	340	2705	WADO
22. WNCN-F (CL)	399/ 1.5	1.1	1.3	1.5	1.4	1.4	415/7067	6683/ 4.8	5.5	4.4	1.1	280	5350	WNCN-F
23. WQXR-AF (CL)	381/ 1.4	1.8	1.7	1.3	1.5	1.5	392/7750	7306/ 5.2	5.3	4.6	1.3	290	5424	WQXR-AF
24. WLIB (B/T)	324/ 1.2	1.7	1.6	1.5	1.5	1.5	326/3367	3336/ 2.4	2.5	2.4	1.0	236	2715	WLIB
25. WSKQ (SP)	301/ 1.1	1.2	1.3	1.3	1.5	1.2	301/3277	3270/ 2.3	2.6	2.7	0.7	161	2336	WSKQ
26. WALK-F (AC)	272/ 1.0	1.0	1.1	0.9	1.1	1.0	290/4046	3744/ 2.6	2.8	2.4	1.0	252	3208	WALK-F
27. WWRM (G)	213/ 0.8	0.8	0.5	0.9	0.6	0.8	214/2530	2506/ 1.8	1.1	1.7	0.6	142	1738	WWRM
28. WDRE-F (AOR)	210/ 0.8	0.5	0.8	0.8	0.8	0.7	210/3991	3931/ 2.8	2.8	2.4	0.8	198	2698	WDRE-F
29. WPAT (EZ)	203/ 0.8	0.7	0.9	1.0	0.9	0.9	206/4505	4368/ 3.1	0.0	3.5	0.6	135	1997	WPAT
30. WFHE-F (REL)	197/ 0.7	0.7	0.5	0.4	0.7	0.6	204/2128	1942/ 1.4	1.5	1.5				WFHE-F
31. WBLI-F (CHR)	197/ 0.7	0.7	0.9	0.8	0.7	0.8	201/3167	3016/ 2.2	2.7	2.0				WBLI-F
32. WKDM (SP)	192/ 0.7	0.8	1.0	0.8	1.0	0.8	192/2029	2029/ 1.4	2.3	1.8				WKDM
33. WBAB-F (AOR)	174/ 0.7	0.8	0.8	0.6	0.7	0.7	174/3500	3442/ 2.5	2.4	2.4				WBAB-F
34.														
35.														

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 69.61% (16550 of 23774) (FAL 90: 68.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRKS-F	1 WQHT-F	1 WLTW-F	1 WLTW-F	1 WLTW-F	1 WLTW-F	1 WXRK-F	1 WLTW-F	1 WLTW-F	1 WRKS-F	1 WOR >>
2 WQHT-F	2 WRKS-F	2 WCBS-F	2 WCBS-F	2 WCBS-F	WCBS-F	2 WINS >	2 WCBS-F	2 WQHT-F	2 WQHT-F	2 WINS >>
3 WHTZ-F	3 WNEW-F	3 WRKS-F	3 WNSR-F	3 WNSR-F	3 WINS <	3 WRKS-F	3 WNSR-F	3 WCBS-F	3 WBLS-F	3 WBLS-F
4 WPLJ-F	4 WXRK-F	4 WQHT-F	4 WNEW-F	4 WBLS-F	4 WOR	4 WCBS <	4 WNEW-F	4 WRKS-F	4 WLTW-F	4 WCBS >>
5 WBLS-F	5 WBLS-F	5 WNSR-F	5 WBLS-F	5 WNEW-F	5 WABC	5 WFAN	5 WABC <	5 WNSR-F	5 WOR	5 WABC >>
6	6 WNSR-F	6 WXRK-F	6 WXRK-F	6 WXRK-F	6 WCBS	6 WOR	6 WRKS-F	6 WNEW-F	6 WCBS-F	6 WRKS-F >>
7	7 WLTW-F	7 WNEW-F	7 WRKS-F	7 WRKS-F	7 WPAT-F	7 WLTW-F	7 WQHT-F	7 WABC	7 WHTZ-F	7 WCBS-F
8	8 WHTZ-F	8 WBLS-F	8 WYNY-F	8 WQHT-F	8 WNSR-F	8 WCBS-F	8 WBLS-F	8 WBLS-F	8 WNSR-F	8 WLTW-F
9	9 WPLJ-F	9 WHTZ-F	9 WQHT-F	9 WFAN	9 WFAN	9 WHTZ-F	9 WXRK-F	9 WHTZ-F	9 WPLJ-F	9 WQHT-F >>
10	10	10 WPLJ-F	10 WFAN	10 WINS	10 WYNY-F	10 WQHT-F	10 WPAT-F	10 WFAN	10 WINS	10 WFAN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F	1 WRKS-F	1 WLTW-F	1 WLTW-F	1 WLTW-F	1 WQHT-F	1 WXRK-F	1 WNEW-F	1 WXRK-F	1 WCBS-F
2 WRKS-F	2 WQHT-F	2 WRKS-F	2 WNSR-F	2 WNSR-F	2 WRKS-F	2 WNEW-F	2 WXRK-F	2 WNEW-F	2 WXRK-F
3 WHTZ-F	3 WNSR-F	3 WNSR-F	3 WRKS-F	3 WCBS-F	3 WXRK-F	3 WQHT-F	3 WQHT-F	3 WCBS-F	3 WNEW-F
4 WBLS-F	4 WLTW-F	4 WNEW-F	4 WQHT-F	4 WBLS-F	4 WNEW-F	4 WRKS-F	4 WLTW-F	4 WQHT-F	4 WLTW-F
5 WNSR-F	5 WBLS-F	5 WBLS-F	5 WBLS-F	5 WRKS-F	5 WBLS-F	5 WBLS-F	5 WBLS-F	5 WBLS-F	5 WFAN
6 WPLJ-F	6 WHTZ-F	6 WQHT-F	6 WCBS-F	6 WYNY-F	6 WHTZ-F	6 WHTZ-F	6 WPLJ-F	6 WLTW-F	6 WBLS-F
7 WLTW-F	7 WNEW-F	7 WPLJ-F	7 WHTZ-F	7 WNEW-F	7 WPLJ-F	7 WFAN	7 WFAN	7 WYNY-F	7 WYNY-F
8 WXRK-F	8 WPLJ-F	8 WHTZ-F	8 WNEW-F	8 WQHT-F	8 WNSR-F	8 WLTW-F	8 WNSR-F	8 WRKS-F	8 WNSR-F
9 WNEW-F	9 WXRK-F	9 WYNY-F	9 WPLJ-F	9 WSKQ-F	9 WSKQ-F	9 WNSR-F	9 WNSR-F	9 WNSR-F	9 WINS <
10 WSKQ-F	10 WSKQ-F	10 WXRK-F	10 WSKQ-F	WINS	10 WFAN	10 WFAN	10 WRKS-F	10 WPLJ-F	10 WQHT-F

NEW YORK

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		3088 (4)	3088 (4)	13.0	13.7	WCTO-F 94.3 Smithtown	0.4/0.9/105/1298
AOR/CLASSIC		2584 (6)	2584 (6)	10.9	10.1	WDHA-F 105.5 Dover	0.5/1.2/ 77/2032
AC/OLDIES/SOFT ROCK		4456 (6)	4456 (6)	18.7	17.5	WGSM 740 Huntington	0.3/0.6/100/ 890
MOR/VARIETY						WHLI 110D Hempstead	0.6/1.0/174/1449
COUNTRY		732 (1)	732 (1)	3.1	2.7	WHUD-F 100.7 Peekskill	0.3/1.3/195/2849
BLACK/URBAN	324 (1)	2563 (2)	2887 (3)	12.1	11.9	WKJY-F 98.3 Hempstead	0.4/1.4/100/1994
BEAUTIFUL/EASY	203 (1)	1014 (4)	1217 (5)	5.1	5.7	WMCA 570 New York	0.3/1.3/ 96/2006
NEWS/TALK	4448 (5)		4448 (5)	18.7	19.8	WMGQ-F 98.3 New Brunswick	0.3/0.8/ 97/1306
NDSTALGIA	758 (3)		768 (3)	3.2	2.9	WNJR 1430 Newark	0.2/1.0/ 73/1446
RELIGION/GOSPEL	460 (4)	197 (1)	657 (5)	2.8	1.3	WRCN-F 103.9 Riverhead	0.3/0.7/ 75/1008
SPANISH	989 (3)	649 (1)	1638 (4)	6.9	7.5	WWDJ 970 Hackensack	0.3/0.8/ 83/1163
CLASSICAL	32 (1)	748 (2)	780 (3)	3.3	2.9		
JAZZ/NEW AGE		519 (1)	519 (1)	2.2	2.3	WKXW-F 101.5 Trenton	0.5/1.6/228/3616
UNKNOWN/OTHERS					1.5		
	7224 (18)	16550 (28)	23774 (46)				

RADIO STATIONS

AM STATIONS

WABC, 770,	50 KW	, Talk	ABC, \$250.00	(Banner)	Cap Cities/ABC
WADO, 1280,	5 KW (DA-1)	, Hispanic	, \$140.00	(Katz Hisp)	Tichanor
WCBS, 880,	50 KW	, News	CBS, \$360.00	(CBS)	CBS
WEVD, 1050,	50 KW (DA-1)	, Big Band/Ethnic	UNIULT, \$ 80.00	(Groskin)	
WFAN, 660,	50 KW	, Sports Talk	NBC UNIPWR, \$260.00	(HNWH)	Emmis
WINS, 1010,	50 KW (DA-1)	, News	ABC, \$400.00	(Group W)	Westinghouse
WKDM, 1380,	5 KW (DA-1)	, Hispanic	, \$ 85.00	(Katz)	United
WLIB, 1190,	10 KW (Days, DA)	, Black News/Talk	SBN, \$ 90.00	(Mc-Guild)	Inner City
WMCA, 570,	5 KW (DA-1)	, Religion	, \$ NA	(---)	Salem
WNEW, 1130,	50 KW (DA-N)	, Nostalgia/MOR	MBS, NBC, \$150.00	(Eastman)	Westwood One
WOR, 710,	50 KW (DA-1)	, Talk	ABC UNIULT, \$250.00	(Mc-Guild)	Buckley
WPAT, 930,	5 KW (DA-2)	, EZ	, \$ NA	(MHR)	Park
WQXR, 1560,	50 KW (DA-2)	, Classical	UNISUP, \$ NA	(MHR)	New York Times
WSKQ, 620,	5 KW (DA-2)	, Hispanic	, \$100.00	(SBS)	SBS
WWDJ, 970,	5 KW (DA-2)	, Religion	, \$ 40.00	(---)	
WRRL, 1609,	5 KW (DA-2)	, Gospel	MBS NBN, \$ 45.00	(K & P)	
WZRC, 1480,	5 KW (DA-2)	, AOR	SMN, \$ NA	(Torbet)	Infinity

FM STATIONS

WBLS, 107.1,	5.4 KW @ 1223	, Black	ABC, \$320.00	(Mc-Guild)	Inner City
WCBS, 101.1,	7 KW @ 1327	, Oldies	CBS, \$475.00	(CBS)	CBS
WHTZ, 100.3,	7.8 KW @ 1223	, CHR	, \$400.00	(Christal)	Malrite
WFME, 94.7,	38 KW @ 570	, Religion	, \$ NA	(---)	Family (NEWARK)
WHUD, 100.7,	50 KW @ 500	, Btfl/EZ	, \$100.00	(Katz)	(PEEKSKILL)
WLTW, 106.7,	7.8 KW @ 1223	, Soft AC	, \$425.00	(Katz)	Viacom
WNCN, 104.3,	7.8 KW @ 1223	, Classical	CNN UNISUP, \$175.00	(CMBS)	GAF
WNEW, 102.7,	7.8 KW @ 1223	, AOR	SOURCE UNIPWR, \$340.00	(Group W)	Westinghouse
WNSR, 105.1,	7.8 KW @ 1223	, AC	UNIPWR, \$279.00	(Mc-Guild)	Bonneville
WPAT, 93.1,	5.4 KW @ 1418	, Btfl/EZ	, \$220.00	(MHR)	Park
WPLJ, 95.5,	6.8 KW @ 1335	, CHR	ABC, \$240.00	(Katz)	Cap Cities/ABC
WQCD, 101.9,	5.4 KW @ 1418	, Jazz	UNISUP, \$255.00	(Christal)	Tribune Co.
WQHT, 97.1,	6.7 KW @ 1346	, CHR/Dance	, \$240.00	(HNWH)	Emmis
WQXR, 96.3,	7.8 KW @ 1223	, Classical	UNISUP, \$160.00	(MHR)	New York Times
WRKS, 98.7,	7.8 KW @ 1223	, Black	SOURCE UNIPWR, \$275.00	(Durpetti)	Summit
WSKQ, 97.9,	7.8 KW @ 1223	, Hispanic	, \$100.00	(SBS)	SBS
WXRK, 92.3,	7.8 KW @ 1223	, Classic AOR	ABC, \$310.00	(Torbet)	Infinity
WYNY, 103.5,	5.8 KW @ 1390	, Country	NBC MBS, \$200.00	(MHR)	Westwood One

Miscellaneous: WFAN from Emmis to Infinity for \$70,000,000...

NORFOLK

Arbitron Rank/Pop (12+): 33/1,171,000
 MSA Rank/Pop: 34/1,390,000
 ADI # 38
 Average Person Ratings: 16.5
 Market TSL: 21.50 hours

Stations: 28/27
 Diaries: 1482/790:1/52.6%
 Sample Target: 1450
 % Below Line: 0.6
 % Not Listed: 11.5

1991 Revenue: \$30,600,000
 HH Inc.: \$34,700
 Retail \$: 10.9 Bill
 Pop per Station: 43,370
 #1 Biller: WNOR-F \$4,100,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WOWI-F (B)	220/11.4	9.3	8.2	10.9	13.1	9.9	244/2637	2290/19.6	20.0	19.5	16.7	348	2922	WOWI-F
2. WFOG-F (EZ)	168/ 8.7	8.1	6.8	7.3	5.5	7.7	182/2019	1840/15.7	14.1	11.0	4.7	98	1625	WFOG-F
3. WCMS-AF (C)	155/ 8.1	9.1	8.1	9.1	8.2	8.6	179/2106	1776/15.2	17.8	16.1	6.8	124	1972	WCMS-AF
4. WNOR-AF (AOR)	147/ 7.7	8.8	7.3	7.0	6.7	7.7	151/2219	2075/17.7	15.9	16.4	9.5	187	2207	WNOR-AF
5. WWDE-F (AC)	118/ 6.1	4.7	7.1	5.9	5.9	5.9	123/1793	1723/14.7	15.8	15.0	4.0	84	1396	WWDE-F
6. WNVZ-F (CHR)	100/ 5.2	4.3	6.1	6.9	6.4	5.6	116/2281	2126/18.2	19.1	18.9	5.9	122	2327	WNVZ-F
7. WAFX-F (CL AOR)	90/ 4.7	5.1	6.2	5.2	7.6	5.3	125/2246	1793/15.3	15.6	16.2	7.6	159	1771	WAFX-F
8. WJQI-AF (SAC)	82/ 4.3	4.6	5.4	5.1	6.2	4.9	83/1308	1272/10.9	13.6	12.3	2.2	45	758	WJQI-AF
9. WMXN-F (AC)	77/ 4.0	5.0	4.3	4.6	3.4	4.5	93/2001	1798/15.4	12.7	10.3	4.8	101	2043	WMXN-F
10. WLTY-F (O)	74/ 3.8	4.8	6.1	5.1	5.1	4.9	85/1451	1303/11.1	14.0	11.9	4.2	87	1427	WLTY-F
11. WGH -F (C)	72/ 3.7	3.1	4.2	2.2	1.4	3.3	91/1117	934/ 8.0	9.1	5.3	2.6	55	1179	WGH -F
12. WNIS (N/T)	70/ 3.6	3.6	2.5	3.3	2.3	3.3	73/918	860/ 7.3	6.1	6.2	4.1	85	851	WNIS
13. WPCE (G)	62/ 3.2	2.1	1.4	2.6	1.9	2.3	62/614	603/ 5.1	3.9	4.1	1.2	25	420	WPCE
14. WMYA-F (B)	57/ 3.0	5.0	1.3	---	0.8	2.3	67/932	858/ 7.3	3.8	2.8	5.0	105	1015	WMYA-F
15. WKOC-F (AOR)	54/ 2.8	2.8	6.0	4.9	4.6	4.1	77/1284	1038/ 8.9	12.2	10.6	3.5	72	1024	WKOC-F
16. WTAR (N/T)	39/ 2.0	1.7	2.6	2.8	3.2	2.3	45/1199	1068/ 9.1	7.1	7.7	1.1	22	648	WTAR
17. WBSK (B)	26/ 1.3	2.3	1.3	1.7	1.5	1.6	26/427	417/ 3.6	4.6	3.8	0.4	9	219	WBSK
18.														
19.														
20.														

12+ FM SHARE (METRO): 85.46% (1458 of 1706) (FAL 90: 85.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WOWI-F	1 WOWI-F	1 WOWI-F	1 WWDE-F	1 WFOG-F	1 WWDE-F	1 WFOG-F>	1 WOWI-F>	1 WOWI-F>>	1 WOWI-F<
2 WNVZ-F	2 WNOR-AF>	2 WNOR-AF>	2 WWDE-F	2 WOWI-F	2 WCMS-AF>	2 WOWI-F<	2 WCMS-AF	2 WNOR-AF<	2 WNVZ-F	2 WNOR-F
3 WAFX-F	3 WJQI-AF<	3 WJQI-AF	3 WMXN-F	3 WMXN-F	3 WNOR-AF<	3 WNOR-AF<	3 WCMS-AF<	3 WNOR-AF<	3 WNOR-AF<	3 WNIS
4 WWDE-F	4 WAFX-F	4 WAFX-F	4 WLTY-F	4 WNOR-AF<	4 WWDE-F	4 WFOG-F<	4 WJQI-F	4 WFOG-F>	4 WCMS-AF<	4 WLTY-F<
5 WNVZ-F	5 WMXN-F	5 WMXN-F	5 WMXN-F	5 WLTY-F	5 WLTY-F	5 WNOR-AF>	5 WWDE-F	5 WAFX-F<	5 WMYA-F>>	5 WCMS-F<
6 WMXN-F<	6 WJQI-AF	6 WJQI-AF	6 WJQI-AF	6 WFOG-F	6 WPCE	6 WNVZ-F>>	6 WNIS >>	6 WNVZ-F<	6 WKSV-AF	6 WTAR
7 WJQI-AF<	7 WNVZ-F	7 WNVZ-F	7 WJQI-AF	7 WJQI-AF	7 WPCE	7 WKSJ-AF>>	7 WKSJ-AF	7 WWDE-F>>	7 WKSJ-AF	7
8 WGH -F	8 WLTY-F	8 WLTY-F	8	8	8	8 WTZR-AF	8 WTZR-AF	8 WKSJ-AF	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWI-F>>	1 WOWI-F>	1 WOWI-F	1 WOWI-F	1 WWDE-F>	1 WNOR-AF>>	1 WNOR-AF>	1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF
2 WAFX-F	2 WWDE-F	2 WWDE-F	2 WWDE-F>	2 WOWI-F	2 WOWI-F	2 WOWI-F>	2 WOWI-F>>	2 WOWI-F>	2 WCMS-AF
3 WNVZ-F	3 WJQI-AF<	3 WMYA-F	3 WJQI-AF	3 WCMS-AF	3 WAFX-F>>	3 WAFX-F>	3 WAFX-F	3 WAFX-F	3 WJQI-F
4 WWDE-F	4 WNVZ-F	4 WJQI-AF	4 WNVZ-F	4 WFOG-F<	4 WGH -F	4 WGH -F<	4 WWDE-F	4 WLTY-F	4 WLTY-F
5 WNOR-AF	WAFX-F	5 WMXN-F	5 WMXN-F	5 WJQI-AF	5	5 WNVZ-F	WKOC-F	5 WGH -F<	5 WWDE-F
6 WJQI-AF	6 WMYA-F<	6 WNVZ-F	6 WCMS-AF	6 WMXN-F	6	6 WWDE-F	6	6 WWDE-F	6 WKOC-F
7 WMXN-F	7 WMXN-F	7 WKOC-F	7	7 WMYA-F	7	7 WKOC-F	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		100 (1)	100 (1)	5.9	10.1	WKOD-F 94.1	Yorktown	1.2/2.7/	35/ 439
AOR/CLASSIC	1 (1)	313 (4)	314 (5)	18.4	20.6	WMBG 740	Williamsburg	0.6/0.8/	12/ 113
AC/OLDIES/SOFT ROCK		281 (4)	281 (4)	16.5	20.9	WHYK-F 92.1	Hoyock/Chspk	0.4/1.7/	9/ 233
MOR/VARIETY					3.2	WPEX 1490	Hampton	0.4/0.9/	8/ 123
COUNTRY	5 (1)	222 (2)	227 (3)	13.3	11.7	WPMH 1010	Portsmouth	0.6/1.3/	11/ 147
BLACK/URBAN	26 (1)	284 (3)	310 (4)	18.2	18.3	WTJZ 1270	Newport News	0.5/1.3/	12/ 159
BEAUTIFUL/EASY	5 (1)	245 (2)	250 (3)	14.7	7.4	WXRI-F 107.7	Windsor	0.7/2.0/	16/ 273
NEWS/TALK	109 (2)		109 (2)	6.4	3.0				
NOSTALGIA						WDCK-F 96.5	Williamsburg	0.6/2.3/	27/ 547
RELIGION/GOSPEL	83 (3)	13 (1)	96 (4)	5.6	4.2				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	19 (2)		19 (2)	1.1	0.6				
	248 (11)	1458 (17)	1706 (28)						

NORFOLK

AM STATIONS

WBSK , 1350. , 5 KW/1 KW (DA-2) , Black	NBN ABC, \$ 30.00	(Mc-Guild)	Ragan Henry
WNIS , 850. , 5 KW/1 KW (DA-2) , News/Talk	NBC ABC, \$ 37.00	(MMR)	Sinclair
WPCE , 1400. , 1 KW , Gospel	SBN UNIULT, \$ 25.00	(Mc-Guild)	Willis
WTAR , 790. , 5 KW (DA-1) , News/Talk	CBS UNISUP, \$ 35.00	(Katz)	Landmark

FM STATIONS

WAFX , 106.9, 100 KW @ 937 , Classic AOR	, \$ 61.00	(CBS)	Radio Ventures (P)
WCHS , 100.5, 50 KW @ 500 , Country	ABC, \$ 95.00	(Eastman)	
WFOG , 92.9, 50 KW @ 484 , EZ	UNIULT, \$ 65.00	(MMR)	Sunshine Wireless
WGH , 97.3, 74 KW @ 400 , Country	ABC UNISUP, \$ 40.00	(Ourpetti)	Susquehanna
WJQI , 94.9, 50 KW @ 500 , Soft AC	UNISUP, \$ 45.00	(HNWH)	Coleman
WKOD , 94.1, 50 KW @ 500 , AOR	UNIULT, \$ 36.00	(Roslin)	Eure
WLTY , 95.7, 40 KW @ 881 , Oldies	, \$ 69.00	(Katz)	Landmark
WKOC , 93.7, 100 KW @ 940 , AOR	ABC, \$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR , 98.7, 46 KW @ 520 , AOR	SOURCE, \$100.00	(Mc-Guild)	Saga
WNVZ , 104.5, 50 KW @ 480 , CHR	, \$ 70.00	(Banner)	Wilks-Schwartz
WTZR , 92.1, 2 KW @ 421 , AOR	ABC, \$ 25.00	(K & P)	Willis (MOYOCK)
WOWI , 102.9, 50 KW @ 470 , Black	SBN UNIPWR, \$ 57.00	(Mc-Guild)	Ragan Henry
WUDE , 101.3, 50 KW @ 500 , AC	CBS, \$ 84.00	(Christal)	Edens
WMXN , 105.3, 50 KW @ 500 , AC	MBS ABC, \$ 40.00	(Katz)	HL/Win

Miscellaneous: WTZR-F (Moyock) sold to Willis for \$1,230,000 (Hickman)... WKEZ-F changes to WKOD-F and format from Country to AOR (Nov)...

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 52/787,900
 MSA Rank/Pop: 53/978,000
 ADI # 44
 Average Person Ratings: 16.3
 Market TSL: 21.25 hours

Stations: 19/19
 Diaries: 1208/652:1/52.1%
 Sample Target: 1250
 % Below Line: 0.0
 % Not Listed: 10.0

1991 Revenue: \$23,300,000
 HH Inc.: \$26,669
 Retail \$: 7.5 Bil
 Pop per Station: 41,468
 #1 Biller: KXXY-AF \$5,400,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KXXY-AF (C)	236/18.3	18.6	18.0	15.7	17.1	17.6	276/3240	2592/32.9	30.7	28.8	18.8	240	2441	KXXY-AF
2. KJYO-F (CHR)	127/ 9.9	10.6	9.8	9.0	7.3	9.8	141/1998	1723/21.9	25.2	22.1	13.6	180	2098	KJYO-F
3. KEBC-F (C)	103/ 8.0	7.4	7.4	6.9	6.8	7.4	159/2249	1566/19.9	17.3	17.4	8.2	108	1479	KEBC-F
4. KATT-F (AOR)	99/ 7.7	8.7	8.4	11.1	10.2	9.0	153/1959	1323/16.8	17.5	19.5	9.4	124	2119	KATT-F
5. KTOK (N/T)	98/ 7.6	6.8	6.9	8.0	7.2	7.3	112/1600	1401/17.8	16.8	20.5	5.1	68	1165	KTOK
6. KR XO-F (CL AOR)	87/ 6.8	6.3	8.1	6.9	7.3	7.0	104/1706	1434/18.2	14.2	14.4	8.0	106	1356	KR XO-F
7. KMGL-F (AC)	82/ 6.4	7.0	7.6	6.2	7.0	6.8	99/1695	1292/16.4	16.6	14.8	8.0	106	861	KMGL-F
8. KOQL-F (O)	58/ 4.5	5.2	5.7	5.4	4.4	5.2	75/1353	1003/12.7	14.6	12.6	3.9	51	687	KOQL-F
9. WKY (EZ) **	56/ 4.4	3.7	4.9	3.9	4.8	4.2	68/1101	828/10.5	10.6	10.0	2.5	33	549	WKY
10. KKNG-F (SAC)	47/ 3.7	3.5	3.8	5.0	4.9	4.0	54/835	691/ 8.8	12.5	12.3	1.9	25	425	KKNG-F
11. KOMA (O)	44/ 3.4	3.4	1.9	2.2	2.3	2.7	58/1500	1051/13.3	6.0	7.5	2.6	34	554	KOMA
12. KYIS-F (CHR)	34/ 2.6	3.5	3.6	4.2	5.9	3.5	39/1096	974/12.4	16.1	14.4	2.6	34	627	KYIS-F
13. KTNT-F (J/NA)	22/ 1.7	1.2	1.9	2.5	2.4	1.8	22/346	346/ 4.4	5.4	5.6	2.1	28	460	KTNT-F
14.														

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY.

12+ FM SHARE (METRO): 78.82% (912 of 1157) (FAL 90: 77.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-AF	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>>	1 KXXY-AF>>	1 KXXY-AF>	1 KJYO-F>	1 KXXY-F>>
2	2 KATT-F>	2 KATT-F	2 KR XO-F	2 KR XO-F	2 KTOK >	2 KTOK <	2 KEBC-F	2 KJYO-F	2 KXXY-AF	2 KEBC-F>
3	3 KR XO-F	3 KR XO-F	3 KMGL-F<	3 KMGL-F<	3 KEBC-F<	3 KJYO-F	3 KMGL-F<	3 KEBC-F<	3 KATT-F>	3 KATT-F
4	4 KJYO-F	4 KMGL-F	4 KEBC-F	4 KEBC-F	4 WKY	4 KEBC-F	4 KTOK	4 KATT-F<	4 KMGL-F	4 KTOK
5	5 KEBC-F	5 KEBC-F<	5 KOQL-F	5 KOQL-F	5 KMGL-F	5 KR XO-F	5 KATT-F<	5 KTOK <	5 KEBC-F<	5
6	6 KMGL-F	6 KJYO-F	6 KATT-F<	6 KJYO-F	6 KOQL-F	6 KATT-F	6 KR XO-F<	6 KMGL-F<	6 KTOK	6
7	7	7	7 KJYO-F	7 KATT-F<	7	7	7 KJYO-F	7 KR XO-F	7	7
				8 KTOK						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXY-AF	1 KXXY-AF>>	1 KXXY-AF>	1 KXXY-AF>	1 KXXY-AF>	1 KATT-F>	1 KATT-F	1 KXXY-AF	1 KXXY-AF	1 KXXY-AF>
2 KATT-F>	2 KJYO-F	2 KJYO-F	2 KMGL-F>	2 KMGL-F>	2 KR XO-F>	2 KR XO-F	2 KR XO-F	2 KR XO-F	2 KR XO-F
3 KJYO-F>	KATT-F>	3 KYIS-F	3 KJYO-F<	3 KEBC-F	3 KXXY-AF	3 KXXY-AF>	3 KR XO-F	KATT-F>	3 KATT-F
4 KYIS-F	4 KYIS-F	KR XO-F	4 KEBC-F	4 KOQL-F	4 KJYO-F>	4 KEBC-F	4 KEBC-F	4 KEBC-F	4 KEBC-F
KMGL-F	KMGL-F	KMGL-F	5 KATT-F	5 KJYO-F	5 KEBC-F	5 KJYO-F	5 KJYO-F	5 KJYO-F	5 KTOK
KEBC-F	6 KEBC-F	6 KEBC-F	6 KOQL-F	6 KKNG-F<	6 KMGL-F	6	6	6 KOQL-F	6 KOQL-F
7	7	7	7	7 KR XO-F	7	7	7	7	7 KJYO-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		161 (2)	161 (2)	13.9	16.7	KGFF 1450 Shawnee	0.5/1.5/ 7/ 131
AOR/CLASSIC		186 (2)	186 (2)	16.1	19.5	KNTL-F 104.9 Bethny/OK City	1.6/4.7/ 21/ 382
AC/OLDIES/SOFT ROCK	51 (2)	140 (2)	191 (4)	16.5	18.1	KQCV 800 Oklahoma City	0.8/2.3/ 18/ 234
MOR/VARIETY						KTLV 1220 Midwest Cty/OK	0.5/1.2/ 7/ 95
COUNTRY	4 (1)	335 (2)	339 (3)	29.3	29.0	WWLS 640 Moore/Norman	1.5/4.8/ 23/ 464
BLACK/URBAN					1.9		
BEAUTIFUL/EASY	56 (1)	47 (1)	103 (2)	8.9	6.4		
NEWS/TALK	117 (2)		117 (2)	10.1	5.4		
NOSTALGIA							
RELIGION/GOSPEL	17 (2)	21 (1)	38 (3)	3.3	2.1		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		22 (1)	22 (1)	1.9			
UNKNOWN/OTHERS					1.1		
	245 (8)	912 (11)	1157 (19)				

RADIO STATIONS

KOMA , 1520, 50 KW (DA-N)	Oldies	CBS, \$35.00 (CBS)	Diamond
KPRW , 1140, 1 KW (DAYS)	Business News	SBN, \$22.00 (Banner)	Surrey
KQCV , 800, 250 W (DAYS)	Religion	\$15.00 (---)	Bott
KTOK , 1000, 5 KW (DA-2)	News/Talk	ABC MBS, \$57.00 (Christal)	Clear Channel
KXXY , 1340, 1 KW	See KXXY-F		
WKY , 930, 5 KW (DA-N)	Country	\$32.00 (Torbet)	Gaylord
KATT-F, 100.5, 100 KW @ 1188	AOR	SOURCE, \$65.00 (Banner)	Surrey
KEBC-F, 94.7, 100 KW @ 1387	Country	ABC, \$40.00 (Katz)	
KJYO-F, 102.7, 100 KW @ 985	CHR	\$54.00 (Christal)	Clear Channel
KKNG-F, 92.5, 100 KW @ 984	EZ	\$44.00 (Torbet)	Wilks-Schwartz
KOQL-F, 101.9, 100 KW @ 1387	Oldies	\$40.00 (Katz)	Entercom
KMGL-F, 104.1, 100 KW @ 1363	AC	\$40.00 (Eastman)	Renda
KNTL-F, 104.9, 3 KW @ 300	Religion	APR ABC, \$18.00 (In House)	CBN (BETHANY)
KR XO-F, 107.7, 100 KW @ 990	Classic AOR	\$63.00 (CBS)	Diamond
KXXY-F, 96.1, 100 KW @ 1167	Country	MBS, \$100.00 (Mc-Guild)	Newmarket
KYIS-F, 98.0, 100 KW @ 1100	CMR	APR, \$38.00 (MNH)	

Miscellaneous: KZBS-F changes to KYIS-F (Sep)...

OMAHA

Arbitron Rank/Pop (12+): 74/502,900
 MSA Rank/Pop: 82/623,000
 ADI # 73
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 19/17
 Diaries: 1043/482:1/54.9%
 Sample Target: 980
 % Below Line: 1.5
 % Not Listed: 11.3

1991 Revenue: \$21,000,000
 HH Inc.: \$35,758
 Retail \$: 4.9 B11
 Pop per Station: 29,582
 #1 Biller: WOW -AF \$3,800,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFAB (FS)	117/14.6	11.6	10.2	13.4	14.6	12.4	193/3041	1747/34.7	25.7	35.6	13.5	112	1507	KFAB
2. WOW -F (C)	101/12.6	11.3	11.9	10.8	9.0	11.6	150/1649	1100/21.9	19.7	16.6	12.9	107	1097	WOW -F
3. KEZO-AF (ADR)	85/10.6	10.6	11.8	13.7	12.1	11.7	127/1817	1312/26.1	22.0	20.9	14.6	119	1383	KEZO-AF
4. KESY-AF (SAC)	70/ 8.8	7.8	6.8	10.9	8.2	8.6	83/1048	828/16.5	15.5	17.5	3.1	25	649	KESY-AF
5. KQKQ-F (CHR)	69/ 8.6	8.8	10.3	9.5	11.5	9.3	93/1759	1242/24.7	28.3	29.4	12.4	103	1446	KQKQ-F
6. KEFM-F (AC)	55/ 6.9	6.8	8.4	8.6	7.5	7.7	73/1574	1150/22.9	20.5	19.7	6.9	57	974	KEFM-F
7. KGOR-F (O)	48/ 6.0	9.8	7.8	6.5	6.8	7.5	70/1244	835/16.6	20.0	16.5	5.8	48	705	KGOR-F
8. WOW (C)	33/ 4.1	3.9	5.3	5.2	5.1	4.6	73/1290	577/11.5	11.0	12.0	4.1	34	780	WOW
9. KXKT-F (CHR)	33/ 4.1	5.1	4.3	3.5	4.9	4.3	53/1085	763/15.2	18.6	13.9	4.3	36	838	KXKT-F
10. KKCD-F (J/NA)	25/ 3.1	2.0	3.4	2.6	3.9	2.8	27/411	392/ 7.8	5.6	8.5	2.7	22	334	KKCD-F
11. KKAR (N/T)	23/ 2.9	1.9	3.0	2.8	2.4	2.7	25/474	414/ 8.2	8.5	7.7	2.9	24	423	KKAR
12. KRRK-F (AOR)	20/ 2.5	2.9	----	----	----	1.4	21/420	393/ 7.8	0.0	0.0	4.0	33	490	KRRK-F
13. KOIL (O)	12/ 1.5	1.9	1.8	1.6	1.7	1.7	12/352	311/ 6.2	6.7	6.6	1.4	12	257	KOIL

12+ FM SHARE (METRO): 72.64% (515 of 709) (FAL 90: 72.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KQKQ-F >>	1 KEZO-AF >>>	1 KEZO-AF	1 WOW -F <	1 WOW -F	1 KFAB >	1 KFAB >	1 WOW -F >	1 KEZO-AF	1 KQKQ-F	1 KFAB >>
2 KXKT-F	2 KQKQ-F	2 WOW -F	2 KEZO-AF >	2 KEZO-AF	2 WOW -F	2 WOW -F	2 KESY-AF <	2 WOW -F	2 KFAB	2 KEFM-F >
3	3 KEFM-F	3 KEFM-F	3 KGOR-F	3 KFAB	3 KESY-AF >	3 KEZO-AF >	3 KEZO-AF	3 KQKQ-F	3 KEZO-AF	3 WOW -F
4	4 WOW -F >	4 KQKQ-F	4 KEFM-F	4 KGOR-F	4 KGOR-F	4 KESY-AF <	4 KFAB >	4 KESY-AF	4 KESY-AF	4 KESY-F
5	5 KRRK-F	5 KGOR-F	5 KFAB	5 KEFM-F	5 WOW	5 KQKQ-F	5 KKAR <	5 KFAB	5 KEFM-F	5 KEZO-F
6	6 KXKT-F	6 KFAB	6 KESY-AF	6 KESY-AF	6	6 KEFM-F	6 KGOR-F	6 KEFM-F <	6 WOW -F	6
7	7	7 KESY-AF	7 KQKQ-F	7 KQKQ-F	7	7	7	7 KGOR-F	7 KXKT-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F >	1 KQKQ-F	1 KEZO-AF	1 KEFM-F	1 WOW -F	1 KEZO-AF >>>	1 KEZO-AF >>>	1 KEZO-AF >>>	1 KEZO-AF >	1 KEZO-AF <
2 KEFM-F	2 KEFM-F <	2 KQKQ-F	2 KQKQ-F <	2 KEFM-F	2 WOW -F	2 WOW -F >	2 WOW -F >	2 WOW -F >	2 WOW -F >
3 KEZO-AF	3 KEZO-AF >	3 KEFM-F	3 WOW -F	3 KFAB <	3 KQKQ-F	3 KEFM-F	3 KFAB >	3 KGOR-F	3 KFAB <
4 KXKT-F	4 WOW -F >	4 WOW -F >	4 KEZO-AF	4 KESY-AF	4 KEFM-F >	4 KRRK-F	4 KRRK-F	4 KFAB >	4 KGOR-F >
5 KRRK-F >	5 KXKT-F	5 KGOR-F	5 KESY-AF	5 KEZO-AF	5 KRRK-F	5 KQKQ-F	5 KEFM-F	5 KEFM-F	5 KESY-AF
6 KESY-AF	6 KRRK-F	6 KKCD-F	6 KGOR-F	6 KQKQ-F	6	6 KFAB	6	6	6 KKCD-F
7	7	7	7	7	7	7	7	7	7 KEFM-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		102 (2)	102 (2)	14.4	17.6	KCRO 660 Omaha	0.4/1.8/ 5/ 152
AOR/CLASSIC	1 (1)	112 (3)	113 (4)	15.9	16.5	KOTD 1000 Plattsburgh	0.4/1.0/ 10/ 93
AC/OLDIES/SOFT ROCK	12 (1)	103 (2)	115 (3)	16.2	18.7		
MOR/VARIETY	117 (1)		117 (1)	16.5	13.6	KFMQ-F 101.9 Lincoln/Omaha	1.0/4.9/ 45/ 741
COUNTRY	33 (1)	105 (2)	138 (3)	19.5	13.9	KZKX-F 96.9 Seward	0.5/2.0/ 75/ 951
BLACK/URBAN							
BEAUTIFUL/EASY	2 (1)	68 (1)	70 (2)	9.9	14.5		
NEWS/TALK	23 (1)		23 (1)	3.2	3.1		
NOSTALGIA							
RELIGION/GOSPEL	3 (1)		3 (1)	0.4			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		25 (1)	25 (1)	3.5			
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	2.1		
	194 (8)	515 (11)	709 (19)				

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR/FULL SER.	NBC, \$ 80.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, \$ 19.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	CBS UNIULT, \$ 24.00 (Banner)	
WOW, 590, 5 KW	, COUNTRY	ABC, \$ N/A (Torbet)	Great Empire
KBWH-F, 105.3, 1.2 KW @ 459,	BLACK	, \$ 14.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442,	AC	, \$ 40.00 (McGulld)	
KESY-F, 104.5, 100 KW @ 1087,	EZ/SOFT AC	ABC, \$ 35.00 (Durpetti)	
KEZO-F, 92.3, 100 KW @ 1212,	AOR	, \$ 67.00 (MHR)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227,	DLIDIES	NBC, UNIPWR, \$ 44.00 (Christal)	Henry
KKCD-F, 105.9, 6 KW @ 300,	JAZZ/NAC	, \$ 23.00 (---)	(BELLEVUE)
KQKQ-F, 98.5, 100 KW @ 1174,	CHR	, \$ 63.00 (Eastman)	
KXKT-F, 103.7, 100 KW @ 1247,	CHR	, \$ 31.00 (Banner)	(ATLANTIC, IA)
WOW-F, 94.1, 100 KW @ 510,	COUNTRY	ABC, \$ 70.00 (Torbet)	Great Empire

Miscellaneous: KKVU-F changes to KKCD-F (Nov)...

ORLANDO

Arbitron Rank/Pop (12+): 42/945,800
 MSA Rank/Pop: 45/1,070,000
 ADI # 23
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 26/21
 Diaries: 1200/788:1/47.6%
 Sample Target: 1260
 % Below Line: 4.9
 % Not Listed: 12.9

1991 Revenue: \$44,100,000
 HH Inc.: \$32,809
 Retail \$: 10.6 Bil
 Pop per Station: 45,038
 #1 Biller: WKKA-F \$6,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WKKA-F (C)	189/12.6	13.6	9.4	12.1	9.6	11.9	344/4211	2103/22.2	19.5	18.7	10.3	170	1564	WKKA-F
2. WDBO (FS)	112/ 7.5	6.9	6.7	8.0	7.2	7.3	139/1958	1409/14.9	15.0	13.6	4.9	82	1397	WDBO
3. WHTQ-F (ADR)	94/ 6.3	5.8	4.6	5.5	5.6	5.6	192/3202	1527/16.1	12.6	13.0	6.9	115	1815	WHTQ-F
4. WMMO-F (AC)	91/ 6.1	6.8	7.2	6.2	7.2	6.6	105/1760	1370/14.5	13.3	14.8	6.3	105	1368	WMMO-F
5. WJHM-F (B)	90/ 6.0	7.1	8.0	8.9	8.3	7.5	186/2532	1387/14.7	15.5	15.3	13.4	222	2239	WJHM-F
6. WOCL-F (O)	84/ 5.6	5.5	6.0	6.4	4.8	5.9	183/3140	1479/15.6	15.1	12.6	4.2	70	1021	WOCL-F
7. WOMX-AF (AC)	76/ 5.1	3.6	6.3	4.8	5.5	4.9	116/2969	1722/18.2	18.9	18.8	4.7	74	1449	WOMX-AF
8. WSTF-F (AC)	74/ 4.9	5.5	6.3	5.0	6.4	5.4	143/2612	1340/14.2	16.1	14.7	4.2	69	900	WSTF-F
WOIZ-F (ADR)	74/ 4.9	4.2	5.0	4.4	5.7	4.6	145/2725	1529/16.2	14.9	13.8	6.2	103	1567	WOIZ-F
10. WXXL-F (CHR)	70/ 4.7	3.6	4.9	3.7	3.9	4.2	101/2158	1506/15.9	15.7	12.3	8.4	140	1905	WXXL-F
11. WMGF-F (AC)	60/ 4.0	4.3	4.3	4.1	3.2	4.2	140/2014	949/10.0	10.6	10.7	3.2	53	898	WMGF-F
12. WZTU-F (AC)	58/ 3.9	3.5	3.5	4.0	4.8	3.7	100/2156	1210/12.8	10.2	9.9	2.5	42	1026	WZTU-F
13. WLOQ-F (J)	47/ 3.1	4.0	3.3	2.8	3.2	3.3	53/1011	887/ 9.4	9.7	8.3	3.4	56	943	WLOQ-F
14. WNNZ (N/T)	41/ 2.7	2.7	2.8	3.6	3.9	3.0	48/1033	836/ 8.8	6.7	8.4	2.6	43	681	WNNZ
15. WWLV-F (EZ)	34/ 2.3	4.5	3.3	3.7	2.3	3.5	85/1515	547/ 5.8	7.5	8.5	0.8	14	437	WWLV-F

12+ FM SHARE (METRO): 84.34% (1104 of 1309) (FAL 90: 86.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F >	1 WHTQ-F	1 WKKA-F	1 WKKA-F	1 WKKA-F >	1 WKKA-F >	1 WKKA-F	1 WKKA-F >	1 WKKA-F >	1 WKKA-F	1 WKKA-F
2 WXXL-F >	2 WMMO-F	2 WMMO-F	2 WMMO-F	2 WMMO-F <	2 WDBO >	2 WDBO >	2 WMMO-F	2 WJHM-F <	2 WJHM-F	2 WDBO >>
3 WZTU-F	3 WKKA-F <	3 WHTQ-F	3 WOCL-F	3 WOCL-F	3 WOCL-F >	3 WOCL-F	3 WDBO	3 WDBO	3 WDBO	3 WHTQ-F >
4 WHTQ-F	4 WDIZ-F	4 WSTF-F	4 WSTF-F <	4 WSTF-F <	4 WMGF-F <	4 WOMX-AF	4 WOCL-F	4 WHTQ-F	4 WXXL-F <	4 WOMX-F
5	5 WXXL-F	5 WOCL-F <	5 WOMX-AF <	5 WOMX-AF	5 WOMX-AF <	5 WMMO-F <	5 WSTF-F	5 WMMO-F	5 WHTQ-F >	5 WMGF-F <
6	6 WJHM-F	6 WDIZ-F	6 WHTQ-F	6 WHTQ-F <	6 WSTF-F	6 WHTQ-F <	6 WHTQ-F <	6 WHTQ-F <	6 WZTU-F	6 WMMO-F
7	7 WSTF-F	7 WJHM-F <	7	7 WDIZ-F <	7	7 WSTF-F	7 WOMX-AF	7 WDIZ-F <	7 WMMO-F	7
8	8	8 WOMX-AF	8	8 WDBO	8	8 WDIZ-F	8 WDIZ-F	8 WOMX-AF	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F <	1 WJHM-F	1 WOMX-AF	1 WKKA-F <	1 WKKA-F	1 WHTQ-F >	1 WHTQ-F >	1 WHTQ-F	1 WHTQ-F	1 WKKA-F >
2 WXXL-F	2 WMMO-F <	2 WMMO-F	2 WOMX-AF	2 WOMX-AF	2 WDIZ-F >	2 WDIZ-F	2 WKKA-F	2 WKKA-F	2 WMMO-F
3 WHTQ-F >	3 WOMX-AF	3 WKKA-F >	3 WJHM-F <	3 WOCL-F	3 WXXL-F	3 WMMO-F <	3 WMMO-F	3 WDIZ-F	3 WDIZ-F
4 WMMO-F	4 WHTQ-F <	4 WJHM-F	4 WOCL-F	4 WSTF-F	4 WJHM-F	4 WKKA-F >	4 WDIZ-F >	4 WMMO-F	4 WHTQ-F <
5 WZTU-F	5 WXXL-F	5 WSTF-F	5 WMMO-F <	5 WMMO-F	5 WMMO-F	5 WXXL-F	5 WLOQ-F	5 WDBO	5 WDBO
6 WSTF-F	6 WKKA-F <	6 WHTQ-F	6 WSTF-F	6 WMGF-F	6 WKKA-F	6	6 WXXL-F	6	6 WOCL-F
7 WDIZ-F	7 WSTF-F	7	7	7 WJHM-F	7	7	7	7	7 WLOQ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		70 (1)	70 (1)	5.3	9.4	WAJL 1190 Pinecastle	0.5/1.2/ 7/ 114
AOR/CLASSIC		173 (3)	173 (3)	13.2	13.7	WGTO 540 Pine Hills/Orln	0.4/2.3/ 13/ 369
AC/OLDIES/SOFT ROCK	10 (2)	439 (6)	449 (8)	34.3	23.6	WHBS 1270 Eatonville	1.1/1.8/ 21/ 206
MOR/VARIETY	112 (1)		112 (1)	8.6	5.6	WONQ 1140 Orlando	0.8/1.0/ 13/ 109
COUNTRY		209 (3)	209 (3)	16.0	11.0	WTLN-F 95.3 Apopka/Orlando	1.8/4.5/ 40/ 540
BLACK/URBAN		90 (1)	90 (1)	6.9	12.7	WTRR 1400 Sanford/Orlndo	0.4/0.8/ 13/ 142
BEAUTIFUL/EASY		49 (2)	49 (2)	3.7	10.4		
NEWS/TALK	41 (1)		41 (1)	3.1	4.3	WEZY-F 94.1 Lakeland	1.0/2.7/ 71/ 783
NOSTALGIA	6 (1)		6 (1)	0.5		WGNE-F 98.1 Titusville	0.5/2.5/ 65/1029
RELIGION/GOSPEL	7 (1)	27 (1)	34 (2)	2.6	1.3	WPCV-F 97.5 Winter Haven/Lk	0.9/4.2/143/189
SPANISH	12 (1)		12 (1)	0.9	2.0	WYNF-F 94.9 Tampa/St. Pete	0.3/1.6/ 37/ 657
CLASSICAL							
JAZZ/NEW AGE		47 (1)	47 (1)	3.6	3.3		
UNKNOWN/OTHERS	17 (1)		17 (1)	1.3	2.8		
	205 (8)	1104 (18)	1309 (26)				

ORLANDO

RADIO STATIONS

WDBO	,	580,	5 KW (DA-N)	,	MOR/Full Service	ABC, \$ 51.00	(Katz)	New City
WHOO	,	990,	50 KW/5 KW (DA-N),	,	See WHOO-F			
WPRD	,	1440,	5 KW/1 KW (DA-N),	,	Children's Radio	IND UNILT, \$ 20.00	(MMR)	Metroplex
WWNZ	,	740,	5 KW/1 KW (DA-N),	,	News/Talk	CBS MBS, \$ 40.00	(Christal)	Paxson
WDIZ-F,		100.3,	100 KW @ 1186	,	AOR	ABC, \$ 90.00	(MMR)	Shamrock-Lynett
WHTQ-F,		96.5,	100 KW @ 1598	,	AOR	SOURCE, \$ 75.00	(Schubert)	TK
WJHI-F,		101.9,	28 KW @ 1584	,	Black/Urban	, \$ 62.00	(HNWH)	Beasley (DYTNA BCH)
WMGF-F,		107.7,	100 KW @ 1584	,	Soft AC	NBC, \$ 71.00	(MMR)	Metroplex
WLOQ-F,		103.1,	2.6 KW @ 350	,	Jazz	, \$ 50.00	(Banner)	
WMMO-F,		98.9,	38 KW @ 500	,	AC	, \$ 50.00	(Eastman)	Granum
WOCL-F,		105.9,	100 KW @ 1584	,	Oldies	APR, \$ 90.00	(Christal)	American (DELANO)
WDMX-F,		105.1,	100 KW @ 1310	,	AC	, \$ 86.00	(Mc-Guild)	Nationwide
WZTU-F,		104.1,	100 KW @ 1598	,	AC	, \$ 68.00	(Christal)	Paxson (COCOA BEACH)
WSTF-F,		101.1,	100 KW @ 1598	,	AC	, \$108.00	(Banner)	(COCOA BEACH)
WWKA-F,		92.3,	100 KW @ 1341	,	Country	, \$140.00	(Katz)	New City
WXXL-F,		106.7,	100 KW @ 801	,	CHR	, \$ 60.00	(Durpetti)	Taylor (LEESBURG)

Miscellaneous: WMMO-F from Intermark to Granum for \$8,150,000 (Media Services)... WWNZ, WZTU-F from Guy Gannett to Paxson for \$8,300,000 (e) (MVP)...

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 114/326,100
 MSA Rank/Pop: 75/683,000
 Los Angeles ADI
 Average Person Ratings: 16.2
 Market TSL: 21.75 hours

Stations: 34/13
 Oiaries: 814/401:1/54.2%
 Sample Target: 800
 % Below Line: 42.2
 % Not Listed: 14.4

1991 Revenue: \$9,400,000
 HH Inc.: \$46,538
 Retail \$: 5.6 B11
 Pop per Station: 25,084
 #1 Biller: NA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. KHAY-F (C)	42/ 7.9	8.3	7.9	8.0	----	----	58/868	529/16.2	16.7	14.5	8.5	44	520
2. KCAQ-F (CHR)	36/ 6.8	6.5	7.4	10.1	----	----	48/1034	716/22.0	19.5	19.5	9.9	51	713
3. KLOS-F (AOR)	31/ 5.9	4.9	6.3	5.8	----	----	80/1131	483/14.8	14.4	13.8	6.4	33	410
4. KTRO (SP)	26/ 4.9	6.3	6.2	5.4	----	----	45/488	346/10.6	11.7	10.0	5.0	26	387
5. KRUZ-F (EZ)	22/ 4.2	6.0	3.3	2.4	----	----	54/804	338/10.4	10.9	6.1	2.5	13	214
6. KNX (N)	20/ 3.8	4.0	2.5	3.6	----	----	55/1151	489/15.0	14.1	11.0	2.9	15	307
7. KXLM-F (?)	19/ 3.6	----	----	----	----	----	19/254	243/ 7.5	0.0	0.0	----	----	----
8. KBBY-F (AC)	19/ 3.6	5.1	4.4	5.6	----	----	25/427	322/ 9.9	7.4	12.0	2.3	12	230
9. KELF-F (SP)	17/ 3.2	2.7	3.0	3.0	----	----	17/275	248/ 7.6	6.3	7.4	1.9	10	265
10. KTWV-F (J/NA)	16/ 3.0	1.4	1.1	2.2	----	----	28/488	170/ 5.2	5.5	4.2	1.9	10	190
11. KMPC (BB)	16/ 3.0	2.2	1.9	2.0	----	----	36/598	224/ 6.9	5.5	5.5	1.4	7	121
12. KKBT-F (B)	15/ 2.8	3.6	2.6	2.0	----	----	22/344	185/ 5.7	7.4	6.8	6.0	31	445
KBIG-F (AC)	15/ 2.8	3.6	4.2	3.2	----	----	60/867	276/ 8.5	8.5	8.9	2.5	13	112
KOXR (SP)	15/ 2.8	2.4	3.3	3.8	----	----	16/299	249/ 7.6	6.9	7.7	2.3	12	308
KKUR-F (CHR)	15/ 2.8	1.4	1.4	2.6	----	----	16/287	272/ 8.3	6.9	5.3	2.3	12	202

12+ FM SHARE (METRO): 77.26% (350 of 453) (FAL 90: 76.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F>	1 KLOS-F	1 KHAY-F	1 KHAY-F	1 KHAY-F>	1 KHAY-F	1 KLOS-F	1 KHAY-F	1 KCAQ-F	1 KCAQ-F>	1 KQLZ-F
2	2 KHAY-F	2 KLOS-F>	2 KLOS-F>	2 KLOS-F>	2 KRUZ-F	2 KHAY-F	2 KHAY-F	2 KHAY-F>	2 KOXR	2 KVEN
3	3 KCAQ-F	3 KTRO	3 KTRO	3 KTRO	3 KNX	3 KNX <	3 KRUZ-F	3 KLOS-F	3 KTRO >	3 KLOS-F
4	4 KTRO	4 KCAQ-F	4 KBBY-F>	4 KBBY-F	4 KMPC >	4 KCAQ-F	4 KBBY-F<	4 KTRO	4 KKBT-F	4 KXBS-F
5	5 KKBT-F	5 KBBY-F	5 KTWV-F	5 KTWV-F	5 KBBY-F	5 KTRO	5 KTRO	5 KRUZ-F	5	5
6	6 KXLM-F	6	6 KAGR-F	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHAY-F	1 KHAY-F>	1 KHAY-F	1 KHAY-F	1 KHAY-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F	1 KHAY-F
2	2 KCAQ-F	2 KLOS-F	2 KBBY-F>	2 KBBY-F>	2 KCAQ-F>	2 KTRO	2 KHAY-F	2 KHAY-F>	2 KLOS-F>
3	3 KBBY-F>	3 KLOS-F	3 KTRO	3 KTRO	3 KTRO >	3 KCAQ-F	3 KKBT-F	3 KTRO	3 KTWV-F
4	4	4 KTRO	4 KKBT-F	4 KCAQ-F	4 KXLM-F	4 KXLM-F	4 KXLM-F	4 KCAQ-F	4 KRUZ-F
5	5	5 KKBT-F	5 KXBS-F	5 KLOS-F	5 KOXR	5 KKBT-F	5 KTRO	5 KXLM-F	5 KNX
6	6	6	6	6 KAGR-F	6	6	6 KTWV-F	6	6 KXLM-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		61 (4)	61 (4)	13.5	16.3	KAGR-F 107.1 Ventura	2.3/3.2/ 12/ 105	
AOR/CLASSIC		58 (5)	58 (5)	12.8	16.1	KDAR-F 98.3 Oxnard/Ventura	0.9/5.1/ 10/ 258	
AC/OLDIES/SOFT ROCK	4 (1)	72 (6)	76 (7)	16.8	20.7	KOGO 1590 Ventura	0.8/1.8/ 4/ 65	
MOR/VARIETY						KVEN 1450 Ventura	1.9/7.5/ 17/ 294	
COUNTRY		46 (2)	46 (2)	10.2	9.5	KXBS-F 96.7 Santa Paula/Ven	1.9/6.3/ 12/ 224	
BLACK/URBAN		15 (1)	15 (1)	3.3	3.2			
BEAUTIFUL/EASY		34 (2)	34 (2)	7.5	4.4	KABC 790 Los Angeles	0.8/3.0/ 14/ 278	
NEWS/TALK	42 (4)		42 (4)	9.3	9.5	KCBS-F 93.1 Los Angeles	2.1/7.1/ 21/ 537	
NOSTALGIA	16 (1)		16 (1)	3.5	2.3	KDB -F 93.7 Santa Barbara	0.4/2.1/ 23/ 364	
RELIGION/GOSPEL		5 (1)	5 (1)	1.1	2.7	KFI 640 Los Angeles	1.5/5.0/ 23/ 600	
SPANISH	41 (2)	22 (2)	63 (4)	13.9	13.5	KIIS-F 102.7 Los Angeles	0.8/5.9/ 22/ 653	
CLASSICAL		2 (1)	2 (1)	0.4		KLSX-F 97.1 Los Angeles	1.3/7.9/ 24/ 633	
JAZZ/NEW AGE		16 (1)	16 (1)	3.5	1.3	KLVE-F 107.5 Los Angeles	0.9/2.4/ 9/ 180	
UNKNOWN/OTHERS		19 (1)	19 (1)	4.2	0.4	KOST-F 103.5 Los Angeles	0.8/4.2/ 23/ 533	
	103 (8)	350 (26)	453 (34)			KPWR-F 105.9 Los Angeles	1.1/6.2/ 24/ 638	
						KQLZ-F 100.3 Los Angeles	1.3/5.2/ 18/ 335	
						KROQ-F 106.7 Pasadena	0.6/3.1/ 13/ 274	
						KRTH-F 101.1 Los Angeles	2.5/11.3/ 31/ 852	
						KTYD-F 99.9 Snta Barb/Ventr	1.9/7.7/ 32/ 639	
						KZLA-F 93.9 Los Angeles	0.8/1.7/ 18/ 253	

RADIO STATIONS

KOXR, 910, 5 KW/1 KW (DA-2), HISPANIC, \$ 20.00 (Lotus) Lotus
 KTRO, 1520, 10 KW/1 KW (DA-2), HISPANIC, \$ 20.00 (Katz Hisp.)
 KVEN, 1450, 1 KW, TALK, ABC, TALKNT, \$ 23.00 (Radio Time)
 KBBY-F, 95.1, 28 KW @ 100, AC, UNISUP, UNIULT, \$ 32.00 (Katz)
 KCAQ-F, 104.7, 3 KW @ 1580, CHR, \$ 34.00 (McGuild)
 KDAR-F, 98.3, 3 KW @ 72, RELIGION, \$ 11.00 (---) Salem
 KHAY-F, 100.7, 39 KW @ 1210, COUNTRY, \$ 38.00 (Radio Time)
 KKUR-F, 105.5, 115 W @ 1240, AC, \$ 14.00 (Banner) Eric/Chandler
 KXBS-F, 96.7, 100 W @ 1500, OLDIES, \$ 15.00 (HNWH)
 KELF-F, 95.9, 400 W @ 720, HISPANIC, \$ 15.00 (Durpetti)

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous: KZTR-F changes to KELF-F and format from Classic AOR to Hispanic... KAGR-F Sold to Douglas for \$1,060,000 (e) (Jorgenson, Chapin)... KXBS-F sold out of receivership \$775,000 (Media Services)...

PENSACOLA

Arbitron Rank/Pop (12+): 125/290,900
 MSA Rank/Pop: 138/363,000
 ADI # 63 (w/Mobile)
 Average Person Ratings: 15.2
 Market TSL: 20.25 hours

Stations: 18/10
 Diaries: 760/383:1/50.6%
 Sample Target: 760
 % Below Line: 33.4
 % Not Listed: 12.2

1991 Revenue: \$7,500,000
 HH Inc.: \$30,030
 Retail \$: 2.5 Bill
 Pop per Station: 29,090
 #1 Biller: WOWW-F \$1,550,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WOWW-F (C)	60/13.5	10.7	14.2	11.7	9.7	----	83/855	590/20.3	18.7	23.8	8.6	44	525	WOWW-F
2. WBLX-F (B)	50/11.3	11.4	13.2	12.3	9.9	----	68/670	463/15.9	16.1	18.7	20.7	106	739	WBLX-F
3. WXBH-F (C)	38/ 8.6	7.2	7.4	7.9	9.3	----	54/819	462/15.9	17.4	17.1	9.2	47	604	WXBH-F
4. WCOA (FS)	30/ 6.8	7.2	6.4	6.3	6.0	----	30/399	390/13.4	12.7	12.6	5.3	27	469	WCOA
5. WMEZ-F (EZ)	29/ 6.5	6.0	6.2	6.5	10.1	----	50/635	376/12.9	14.6	16.0	3.9	20	250	WMEZ-F
6. WKRG-F (AC)	26/ 5.9	5.6	4.2	3.5	3.3	----	40/767	469/16.1	15.3	10.1	4.9	25	308	WKRG-F
WJLQ-F (CHR)	26/ 5.9	7.6	7.8	7.1	5.4	----	34/699	511/17.6	19.8	21.4	4.1	21	468	WJLQ-F
8. WKGT-F (BB)	22/ 5.0	2.3	2.0	2.1	1.6	----	23/191	180/ 6.2	5.4	5.3	2.0	10	194	WKGT-F
9. WGXC-F (AOR)	19/ 4.3	4.3	3.2	3.8	4.5	----	31/500	350/12.0	8.8	7.5	2.9	15	357	WGXC-F
10. WAVH-F (O)	18/ 4.1	3.7	7.4	7.5	5.2	----	28/644	440/15.1	14.5	16.0	4.5	23	429	WAVH-F
11. WTKX-F (AOR)	17/ 3.8	6.6	6.6	5.2	6.2	----	30/561	386/12.9	15.4	13.6	6.8	35	619	WTKX-F
12. WABB-F (CHR)	16/ 3.6	3.7	3.8	5.0	5.6	----	28/650	377/13.0	13.7	15.4	4.1	21	525	WABB-F
13. WWSF-F (CHR)	11/ 2.5	3.3	4.6	5.4	4.1	----	28/605	277/ 9.5	11.1	12.5	2.7	14	385	WWSF-F
WRNE (B)	11/ 2.5	4.1	----	----	0.4	----	11/122	113/ 3.9	5.5	0.0	2.0	10	164	WRNE

12+ FM SHARE (METRO): 87.40% (340 of 389) (FAL 90: 89.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F>	1 WOWW-F<	1 WBLX-F>	1 WKRG-F>
2 WABB-F	2 WXBH-F	2 WBLX-F	2 WXBH-F	2 WXBH-F>	2 WCOA	2 WBLX-F	2 WBLX-F	2 WBLX-F>	2 WXBH-F	2 WBLX-F
3 WWSF-F	WOWW-F	3 WXBH-F	3 WBLX-F	3 WBLX-F	3 WMEZ-F	3 WXBH-F	3 WCOA	3 WXBH-F	3 WJLQ-F	WOWW-F
4 WXBH-F	WJLQ-F	4 WKRG-F	4 WKRG-F	4 WKRG-F	4 WKGT-F	4 WCOA	4 WXBH-F<	4 WJLQ-F<	4 WWSF-F	4 WXBH-F
5	5 WTKX-F	5 WJLQ-F	5 WJLQ-F	5 WAVH-F	5 WXBH-F	5	5 WMEZ-F	5 WKRG-F	5 WKRG-F	5 WCOA
6	6 WGXC-F	6	6	6 WJLQ-F	6	6	6	6	6 WOWW-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOWW-F>	1 WOWW-F	1 WBLX-F	1 WOWW-F>	1 WOWW-F>	1 WBLX-F>>	1 WBLX-F	1 WXBH-F	1 WOWW-F	1 WOWW-F
2 WWSF-F	2 WBLX-F	WXBH-F	2 WKRG-F	2 WKRG-F	2 WJLQ-F	2 WTKX-F	2 WTKX-F	2 WBLX-F	2 WXBH-F>
WKRG-F	3 WKRG-F	WOWW-F	3 WBLX-F	3 WBLX-F	3 WKRG-F	3 WJLQ-F	3 WGXC-F	3 WJLQ-F	3 WJLQ-F
WBLX-F	4 WKBH-F	4 WKRG-F	4 WXBH-F	4 WXBH-F	WABB-F	4 WGXC-F	4 WJLQ-F>	4 WXBH-F	4 WGXC-F
WTKX-F	5 WJLQ-F	5 WGXC-F	5 WAVH-F	5 WAVH-F	WTKX-F	WXBH-F	5 WBLX-F	5 WTKX-F	WTKX-F
WJLQ-F	6	WJLQ-F	6	6	WOWW-F	6	WOWW-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		55 (4)	55 (4)	14.1	18.0	WHYM 610 Pensacola	1.1/2.1/ 5/ 61		
AOR/CLASSIC		36 (2)	36 (2)	9.3	10.9	WSWL 790 Pensacola	0.7/4.0/ 3/ 117		
AC/OLDIES/SOFT ROCK		44 (2)	44 (2)	11.3	12.9				
MOR/VARIETY	30 (1)		30 (1)	7.7	7.1	WKSJ-F 94.9 Mobile/Pensacol	1.4/4.9/ 36/ 440		
COUNTRY		104 (3)	104 (3)	26.7	23.9	WKSJ-F 99.5 Ft. Walton/Pnsc	0.5/3.0/ 23/ 444		
BLACK/URBAN	11 (1)	50 (1)	61 (2)	15.7	14.6				
BEAUTIFUL/EASY		29 (1)	29 (1)	7.5	6.9				
NEWS/TALK	3 (1)		3 (1)	0.8					
NOSTALGIA		22 (1)	22 (1)	5.7	2.7				
RELIGION/GOSPEL	5 (1)		5 (1)	1.3	2.7				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS					0.4				
	49 (4)	340 (14)	389 (18)						

RADIO STATIONS

WCOA , 1370, 5 KW (DA-2)	HOR/Full Service	SUN MBS, \$20.00 (Mc-Guild)	Muniz
WHYM , 610, 500 W (DAYS)	Religion	UPI, \$ 8.00 (---)	Swaggert
WJLQ-F, 100.7, 100 KW @ 1555	CHR	ABC, \$2B.00 (Mc-Guild)	Muniz
WMEZ-F, 94.1, 100 KW @ 1328	EZ	ABC, \$30.00 (Torbet)	
WOWW-F, 107.3, 100 KW @ 1428	Country	UNIULT, \$40.00 (Katz)	Sun Group
WTKX-F, 101.5, 100 KW @ 493	AOR	CBS, \$29.00 (Durpetti)	Holt
WXBH-F, 102.7, 100 KW @ 1328	Country	HBS, \$23.00 (Torbet)	(HILTON)

Other ranked stations -- See Mobile
 Miscellaneous: WHYM sold for \$84,000...

PEORIA

Arbitron Rank/Pop (12+): 132/277,400
 MSA Rank/Pop: 144/346,000
 ADI # 107 (w/Bloomington)
 Average Person Ratings: 14.9
 Market TSL: 19.75 hours

Stations: 20/13
 Diaries: 764/363:1/54.7%
 Sample Target: 770
 % Below Line: 6.8
 % Not Listed: 14.3

1991 Revenue: \$7,700,000
 HH Inc.: \$36,451
 Retail \$: 2.6 Bil
 Pop per Station: 21,338
 #1 Biller: WWCT-F \$1,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WKZW-F (CHR)	57/13.8	15.2	15.4	16.6	16.0	----	72/1187	768/27.7	34.6	30.7	16.4	73	1054	WKZW-F
2. WWCT-F (ADR)	51/12.4	15.2	13.6	12.6	13.5	----	93/1062	588/21.2	23.7	26.8	16.8	75	835	WWCT-F
3. WXCL-AF (C)	50/12.1	11.1	11.5	11.0	11.1	----	59/741	642/23.1	21.4	21.9	16.3	60	619	WXCL-AF
4. WSWT-F (SAC)	48/11.7	10.8	13.1	12.9	14.7	----	60/923	667/24.0	22.1	23.9	8.5	38	494	WSWT-F
5. WMBD (FS)	33/ 8.0	9.4	6.7	8.9	9.6	----	39/700	596/21.5	20.3	17.9	8.5	38	535	WMBD
WGLO-F (AC)	33/ 8.0	10.8	10.3	10.6	6.2	----	46/916	581/20.9	24.4	20.4	8.7	39	597	WGLO-F
7. WTAZ-F (T)	19/ 4.6	2.9	2.3	2.0	2.4	----	20/310	292/10.5	7.7	7.7	1.8	8	217	WTAZ-F
8. WQEZ-F (EZ)	12/ 2.9	2.4	1.8	2.0	2.8	----	13/224	174/ 6.3	4.2	6.1	1.3	6	96	WQEZ-F
9. WIRL (T)	11/ 2.7	2.4	5.1	5.1	4.5	----	0/0	0/12.9	11.4	14.6	1.8	8	267	WIRL
10. WLS (T)	10/ 2.4	0.7	----	1.3	0.6	----	14/258	160/ 5.8	3.8	0.0	0.7	3	95	WLS
11. WGN (N/T)	7/ 1.7	1.0	0.5	1.6	1.5	----	17/353	156/ 5.6	4.6	4.6				WGN
12. WPEO (REL)	5/ 1.2	0.5	1.3	1.3	2.4	----	5/99	87/ 3.1	2.9	4.0	2.5	11	119	WPEO
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.20% (269 of 353) (FAL 90: 77.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F>>	1 WWCT-F>>	1 WWCT-F>	1 WXCL-AF	1 WXCL-AF	1 WSWT-F<	1 WMBD	1 WSWT-F	1 WKZW-F	1 WKZW-F>	1 WWCT-F<
2	2 WKZW-F>	2 WKZW-F	WWCT-F<	2 WSWT-F<	2 WXCL-AF	2 WKZW-F	2 WWCT-F<	2 WWCT-F	2 WWCT-F	2 WKZW-F>
3	3 WXCL-AF	3 WGLO-F<	3 WGLO-F<	3 WWCT-F<	3 WMBD >	3 WXCL-AF<	3 WXCL-AF	3 WXCL-AF	3 WXCL-AF<	3 WSWT-F
4	WGLO-F	4 WXCL-AF<	4 WKZW-F	4 WGLO-F<	4 WGLO-F	4 WWCT-F<	4 WKZW-F	4 WSWT-F	4 WSWT-F	4 WGLO-F
5	5 WSWT-F	5 WSWT-F	5 WSWT-F	5 WKZW-F	5 WTAZ-F	5 WSWT-F>>	5 WGLO-F>>	5 WGLO-F>>	5 WMBD	5
6	6	6	6	6	6	6 WBZM-AF	6 WBZM-AF	6 WBZM-AF	6 WGLO-F>>	6
									7 WBZM-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKZW-F	1 WKZW-F>	1 WKZW-F	1 WKZW-F	1 WSWT-F	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F
2 WWCT-F	2 WGLO-F	2 WXCL-AF>	2 WGLO-F<	2 WGLO-F	2 WKZW-F>	2 WKZW-F	2 WXCL-AF	2 WXCL-AF	2 WXCL-AF>
3 WGLO-F>>	3 WWCT-F	3 WSWT-F	3 WSWT-F>	3 WKZW-F	3 WSWT-F	3 WXCL-AF>	3 WGLO-F	3 WKZW-F	3 WKZW-F
4 WSWT-F	4 WXCL-AF	4 WWCT-F>	4 WXCL-AF	4 WXCL-AF	4 WGLO-F	4 WSWT-F	4 WKZW-F	4 WGLO-F	4 WGLO-F
5	5 WSWT-F	5 WMBD	WWCT-F	5	5	5	5 WMBD	5 WSWT-F	5 WTAZ-F
									WSWT-F
									WMBD

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CDNTEMP		60 (2)	60 (2)	17.0	19.3	WCRI-F 98.5 Eureka	1.0/1.6/ 8/ 77		
ADR/CLASSIC		51 (1)	51 (1)	14.4	16.0	WVEL 1140 Pekin/Peoria	0.5/2.0/ 2/ 59		
AC/OLDIES/SOFT ROCK		35 (2)	35 (2)	9.9	18.1				
MOR/VARIETY	35 (2)		35 (2)	9.9	9.4	WAAG-F 94.9 Galesburg	0.5/2.1/ 4/ 114		
COUNTRY	12 (1)	40 (2)	52 (3)	14.7	13.6	WBBM 780 Chicago	0.5/3.8/ 4/ 162		
BLACK/URBAN						WBNQ-F 101.5 Bloomington/Nrm	0.7/4.3/ 40/ 574		
BEAUTIFUL/EASY		60 (2)	60 (2)	17.0	17.5	WJBC 1230 Bloomington	0.5/2.3/ 50/ 518		
NEWS/TALK	30 (4)	19 (1)	49 (5)	13.9	3.9	WSOY-F 102.9 Decatur	0.5/1.7/ 6/ 150		
NOSTALGIA									
RELIGION/GOSPEL	7 (2)		7 (2)	2.0	2.1				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1					
	84 (9)	269 (11)	353 (20)						

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, TALK	MBS, ABC, \$ 25.00 (Christal)	Comm. Service
WMBD, 1470, 5 KW (DA-2)	, MOR/FULL SERVICE	CBS, \$ 34.00 (Katz)	Midwest TV
WPEO, 1020, 1 KW (DAYS)	, RELIGION	, \$ 10.00 (---)	
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	ABC, \$ N/A (Banner)	Kelly
WQEZ-F, 94.3, 3 KW @ 300, EZ		, \$ 14.00 (Roslin)	(CHILLICOTHE)
WGLO-F, 95.5, 25 KW @ 640, AZ		, \$ 20.00 (Durpetti)	(PEKIN)
WKZW-F, 93.3, 40 KW @ 548, CHR		, \$ 40.00 (Katz)	Midwest TV
WSWT-F, 106.9, 50 KW @ 480, EZ		ABC, \$ 27.00 (Christal)	Comm. Service
WTAZ-F, 102.3, 3 KW @ 300, TALK		ABC, TALKNT, \$ 12.00 (---)	(MORTON)
WWCT-F, 105.7, 36 KW @ 570, AOR		SOURCE, \$ 37.00 (MNWH)	
WXCL-F, 104.9, 3 KW @ 326, COUNTRY		UNIPWR, \$ 30.00 (Banner)	Kelly

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,085,500
 MSA Rank/Pop: 4/4,940,000
 Average Person Ratings: 18.3
 Market TS.: 24.00 hours

Stations: 30/26
 Diaries: 2919/1400:1/53.5%
 Sample Target: 2720
 % Below Line: 2.4
 % Not Listed: 11.6

1991 Revenue: \$132,100,000
 HH Inc.: \$37,692
 Retail \$: 38.0 B11
 Pop per Station: 157,134
 #1 Biller: KYW \$16,500,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KYW (N)	568/ 7.6	7.5	8.7	8.8	8.8	8.1	617/13836	12192/29.8	33.9	28.0	6.3	486	10235	KYW
2. WMMR-F (AOR)	536/ 7.2	6.4	5.7	5.4	7.6	6.2	728/10506	7114/17.4	17.3	18.8	7.5	574	7741	WMMR-F
3. WUSL-F (B)	508/ 6.8	6.8	7.2	6.1	6.7	6.7	594/6985	5779/14.1	14.0	12.7	9.8	753	6399	WUSL-F
4. WYSP-F (CL AOR)	463/ 6.2	5.9	6.1	5.7	5.8	6.0	615/10707	7574/18.5	18.0	16.9	6.7	518	7831	WYSP-F
5. WEAZ-F (SAC)	380/ 5.1	5.2	5.6	5.5	5.8	5.3	446/6800	5349/13.1	15.5	15.0	3.5	270	3467	WEAZ-F
6. WEGX-F (CHR)	366/ 4.9	3.7	3.9	4.2	3.7	4.2	436/9310	7297/17.9	18.1	14.9	5.2	398	8103	WEGX-F
7. WXTU-F (C)	363/ 4.9	4.7	4.0	5.4	4.2	4.8	501/6499	4516/11.1	10.1	10.8	3.8	289	4093	WXTU-F
8. WWDB-F (T)	351/ 4.7	5.0	4.8	4.1	4.8	4.7	420/5273	4175/10.2	10.6	9.6	4.2	327	3118	WWDB-F
9. WOGL-F (O)	342/ 4.6	5.0	4.4	3.9	4.7	4.5	457/7702	5874/14.4	15.8	13.9	4.0	311	4401	WOGL-F
10. WIOQ-F (CHR)	327/ 4.4	4.1	4.9	5.2	4.8	4.7	411/7591	5656/13.8	17.5	15.9	6.0	465	7454	WIOQ-F
11. WPEN (BB)	323/ 4.3	6.3	5.6	6.9	5.5	5.8	351/3716	3381/ 8.3	9.6	9.9	3.9	304	3415	WPEN
12. WMGK-F (AC)	315/ 4.2	3.9	4.6	4.2	5.0	4.2	361/6261	5118/12.5	12.9	13.4	4.1	314	4155	WMGK-F
13. WIP (S/T)	302/ 4.0	2.7	2.0	2.4	3.2	2.8	341/5971	5077/12.4	7.7	11.0	3.6	274	3339	WIP
14. WYXR-F (AC)	282/ 3.8	4.3	4.2	3.6	3.6	4.0	330/6773	5570/13.6	15.5	10.9	2.9	226	4299	WYXR-F
15. WDAS-F (B)	230/ 3.1	3.8	3.6	3.7	3.5	3.5	249/3810	3476/ 8.5	10.3	8.2	5.9	452	5089	WDAS-F
16. WFLN-F (CL)	214/ 2.9	2.9	3.2	2.6	2.3	2.9	262/3841	2948/ 7.2	8.7	8.1	2.3	181	2383	WFLN-F
17. WKSZ-F (SAC)	158/ 2.1	2.6	3.4	3.0	3.7	2.8	201/3722	2957/ 7.2	9.9	11.2	1.3	103	1255	WKSZ-F
18. WHAT (B/T)	113/ 1.5	0.6	0.8	1.4	0.5	1.1	113/968	968/ 2.4	2.4	2.2	1.2	93	805	WHAT
19. WDAS (G)	81/ 1.1	1.0	0.9	1.1	0.7	1.0	82/1176	1161/ 2.8	3.9	2.2	0.9	71	643	WDAS
20.														

12+ FM SHARE (METRO): 75.98% (5018 of 6604) (FAL 90: 77.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVF	OVERNIGHT
1 WIOQ-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 KYW >	1 KYW	1 WMMR-F	1 WMMR-F	1 WUSL-F >	1 KYW >>
2 WUSL-F <	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WPEN <	2 WYSP-F >	2 WEAZ-F	2 KYW	2 WMMR-F	2 WWDB-F >>
3 WEGX-F	3 WUSL-F >	3 WUSL-F >	3 WOGL-F	3 WOGL-F	3 WWDB-F	3 WMMR-F	3 WUSL-F	3 WEGX-F <	3 WWDB-F <	3 WTEL
4	4 WIOQ-F	4 WOGL-F <	4 WUSL-F	4 WUSL-F	4 WEAZ-F <	4 WUSL-F	4 WYSP-F <	4 WUSL-F <	4 WEGX-F <	4 WMMR-F
5	5 WEGX-F	5 WEGX-F	5 WMGK-F	5 WMGK-F	5 WXTU-F >	5 WEGX-F	5 WPEN <	5 WWDB-F <	5 WIOQ-F	5
6	6 WYXR-F	6 WMGK-F	6 WIP <	6 KYW <	6 WIP <	6 WIP	6 WWDB-F	6 WXTU-F	6 WXTU-F	6
7	7 WMGK-F <	7 WYXR-F <	7 WEGX-F	7 WXTU-F <	7 WMGK-F	7 WXTU-F	7 WXTU-F	7 WYSP-F <	7 WDAS-F	7
8	8 WDAS-F	8 WIOQ-F	8	8 WIP <	8 WFLN-F	8 WMGK-F	8 WOGL-F	8 WIOQ-F	8 WYSP-F	8
				9 WEAZ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WUSL-F	1 WMMR-F	1 WMMR-F	1 WMMR-F <	1 WMMR-F	1 WMMR-F
2 WMMR-F <	2 WMMR-F	2 WMMR-F	2 WMMR-F	2 WMGK-F	2 WYSP-F >	2 WYSP-F >	2 WYSP-F >	2 WYSP-F >	2 WYSP-F >
3 WIOQ-F >	3 WIOQ-F	3 WEGX-F	3 WYXR-F <	3 WXTU-F <	3 WUSL-F >	3 WUSL-F	3 WIP >	3 WIP	3 WIP
4 WYXR-F	4 WYXR-F	4 WYXR-F	4 WMGK-F <	4 WEAZ-F <	4 WEGX-F	4 WIP	4 WUSL-F <	4 WUSL-F	4 WOGL-F >
5 WEGX-F	5 WEGX-F	5 WYSP-F	5 WEGX-F	5 WOGL-F	5 WIOQ-F	5 WIOQ-F	5 WIOQ-F	5 WIOQ-F	5 KYW
6 WYSP-F >	6 WYSP-F >	6 WMGK-F	6 WOGL-F <	6 WMMR-F	6 WIP	6 WEGX-F >	6 WYXR-F	6 WEGX-F	6 WUSL-F
7 WMGK-F	7 WMGK-F	7 WYSP-F <	7 WYXR-F <	7 WYXR-F <	7	7 WYXR-F	7	7 KYW	7 WDAS-F
8 WDAS-F	8 WDAS-F	8 WDAS-F	8 WEAZ-F	8 WEGX-F	8	8	8	8 WMGK-F	8 WMGK-F

FORHATS	AM	FM	TOTAL	%	FAL 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		755 (3)	755 (3)	11.4	12.2	WEAZ 560 Philadelphia	0.6/2.2/ 51/1105
AOR/CLASSIC		999 (2)	999 (2)	15.1	16.5	WNAP 1110 Norristown	0.3/0.7/ 35/ 373
AC/OLDIES/SOFT ROCK	32 (1)	1008 (5)	1040 (6)	15.7	17.8	WNPV 1440 Lansdale	0.3/0.5/ 22/ 230
MOR/VARIETY						WOGL 1210 Philadelphia	0.4/2.5/ 37/1279
COUNTRY		363 (1)	363 (1)	5.5	5.5	WTEL 860 Philadelphia	0.3/0.7/ 24/ 306
BLACK/URBAN	113 (1)	738 (2)	851 (3)	12.9	12.1	WVCH 740 Chester/Philly	0.4/0.5/ 32/ 294
BEAUTIFUL/EASY	44 (1)	590 (3)	634 (4)	9.6	6.5	WZZD 990 Philadelphia	0.3/1.1/ 32/ 592
NEWS/TALK	870 (2)	351 (1)	1221 (3)	18.5	18.5		
NOSTALGIA	323 (1)		323 (1)	4.9	5.8	WFMZ-F 100.7 Allentown	0.7/1.5/222/2354
RELIGION/GOSPEL	130 (3)		130 (3)	2.0	1.6	WJBR-F 99.5 Wilmington	0.4/2.4/120/2263
SPANISH	23 (1)		23 (1)	0.3		WKXW-F 101.5 Trenton	0.5/2.0/139/2304
CLASSICAL		214 (1)	214 (1)	3.2	2.8	WPST-F 97.5 Trenton/Phily	0.8/3.6/100/2342
JAZZ/NEW AGE							
UNKNOWN/OTHERS	51 (2)		51 (2)	0.8	0.6		
	1586 (12)	5018 (18)	6604 (30)				

PHILADELPHIA

RADIO STATIONS

AM STATIONS

KYW, 1060, 50 KW (DA-1), NEWS	NBC APR, \$ 260.00 (Group W)	Westinghouse
WOGL, 1210, 50 KW, OLDIES	CBS, \$ 105.00 (CBS)	CBS
WDAS, 1480, 5 KW/1 KW (DA-2), GOSPEL	NBN, \$ 45.00 (McGuilid)	Unity
WHAT, 1340, 1 KW, BLACK	, \$ 42.00 (K & P)	
WIP, 610, 5 KW (DA-1), SPORTS/TALK	MBS, \$ 59.00 (Katz)	
WPEN, 950, 5 KW (DA-N), NOSTALGIA	UNIULT, \$ 140.00 (MHR)	Greater Media
WPGR, 1540, 50 KW (DAYS, DA), OLDIES	, \$ 30.00 (Durpetti)	
WTEL, 860, 10 KW/500 W (DA-2), HISPANIC	, \$ 22.00 (Katz Hisp.)	Beasley
WZZD, 990, 50 KW/10 KW (DA-2), RELIGION	, \$ 30.00 (Gospel)	

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK	, \$ 80.00 (McGuilid)	Unity
WEAZ, 101.1, 14 KW @ 940, EZ/SOFT AC	UNISUP, \$ 184.00 (McGuilid)	
WEGX, 106.1, 22 KW @ 740, CHR	ABC, \$ 140.00 (Eastman)	Malrite LP
WFLN, 95.7, 50 KW @ 500, CLASSICAL	, \$ 96.00 (CMBS)	Harlin
WIOQ, 102.1, 27 KW @ 671, CHR/URBAN	, \$ 120.00 (Christal)	EZ
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, \$ 170.00 (HNWH)	
WMGK, 102.9, 9 KW @ 1180, AC	, \$ 175.00 (MHR)	Greater Media
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, \$ 300.00 (Group W)	Westinghouse
WOGL, 98.1, 12 KW @ 1000, OLDIES	CBS, \$ 120.00 (CBS)	CBS
WYXR, 104.5, 16 KW @ 873, AC	, \$ 152.00 (Durpetti)	Pyramid
WUSL, 98.9, 18 KW @ 830, BLACK	ABC, \$ 190.00 (Katz)	Tak
WWDB, 96.5, 17 KW @ 865, TALK	ABC, \$ 90.00 (Banner)	Panache
WXTU, 92.5, 15 KW @ 900, COUNTRY	MBS UNIULT, \$ 110.00 (Banner)	Beasley
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC, \$ 185.00 (Torbet)	Infinity

WAAF -- SEE WORCESTER

Miscellaneous WPGR sold by Pyramid for \$800,000...

PHOENIX

Arbitron Rank/Pop (12+): 22/1,811,600
 MSA Rank/Pop: 19/2,180,000
 ADI # 20
 Average Person Ratings: 16.8
 Market TSL: 22.50 hours

Stations: 30/30
 Diaries: 1694/1069:1/51.7%
 Sample Target: 1780
 % Below Line: 0.0
 % Not Listed: 8.0

1991 Revenue: \$70,500,000
 HM Inc.: \$32,545
 Retail \$: 17.5 Bil
 Pop per Station: 60,386
 #1 Biller: KNIX-AF \$10,900,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		Birch		
		91	91	91	90	90				91	90	Share	AQH	Cume
1. KNIX-F (C)	357/11.7	9.1	10.4	10.5	11.0	10.4	457/5501	4406/24.3	23.4	22.6	8.6	258	3472	KNIX-F
2. KTAR (N/T)	293/ 9.6	8.6	6.7	10.6	8.8	8.9	311/4791	4378/24.2	20.3	21.6	7.1	213	4250	KTAR
3. KMLE-F (C)	223/ 7.3	6.4	6.6	5.6	4.3	6.5	244/3227	2888/15.9	13.9	9.2	9.1	273	2994	KMLE-F
4. KUPD-F (AOR)	199/ 6.5	7.1	7.4	5.3	6.4	6.6	221/3157	2897/16.0	16.3	15.0	8.1	243	3105	KUPD-F
5. KKLT-F (SAC)	166/ 5.5	4.6	5.6	5.7	6.2	5.3	175/2589	2428/13.4	14.6	15.9	2.6	79	1880	KKLT-F
6. KFYI (T/N)	131/ 4.3	4.0	4.5	4.5	3.2	4.3	136/1971	1875/10.3	9.5	8.1	3.0	90	1057	KFYI
7. KOY -F (CHR)	130/ 4.3	4.7	4.8	4.2	4.0	4.5	148/3404	3053/16.9	15.7	15.8	6.4	192	3911	KOY -F
8. KSLX-F (CL AOR)	127/ 4.2	3.6	4.9	3.8	4.7	4.1	147/2660	2352/13.0	13.7	12.1	4.5	134	2431	KSLX-F
9. KDKB-F (AOR)	108/ 3.5	4.2	3.0	3.4	3.1	3.5	118/2443	2126/11.7	11.2	10.9	5.1	155	1990	KDKB-F
10. KVRV-F (AC)	95/ 3.1	3.9	3.4	3.3	3.8	3.4	97/2492	2429/13.4	14.6	14.8	3.6	107	1764	KVRV-F
11. KKFR-F (CHR)	94/ 3.1	4.4	4.6	4.9	4.1	4.3	98/2607	2339/12.9	15.0	11.8	7.1	213	3678	KKFR-F
12. KOY (BB)	93/ 3.1	2.8	4.3	3.5	2.1	3.4	101/1698	1535/ 8.5	9.0	6.1	1.0	29	719	KOY
13. KESZ-F (AC)	89/ 2.9	3.7	3.3	3.3	4.4	3.3	91/1694	1622/ 9.0	9.7	11.4	3.2	96	1579	KESZ-F
14. KOOL-F (O)	84/ 2.8	4.5	3.0	3.7	2.8	3.5	93/1938	1807/10.0	9.5	9.0	2.3	70	1005	KOOL-F
15. KMXX-F (AC)	81/ 2.7	3.1	3.3	2.8	3.0	3.0	90/1698	1540/ 8.5	10.6	10.3	2.4	72	1242	KMXX-F
16. KPSN-F (AC)	71/ 2.3	2.3	4.0	3.8	5.6	3.1	76/1552	1444/ 8.0	9.6	10.2	1.3	40	819	KPSN-F
17. KONC-F (CL)	69/ 2.3	2.1	2.4	1.4	1.4	2.0	71/1008	992/ 5.5	5.2	3.5	2.0	61	728	KONC-F
18. KOOL (O)	61/ 2.0	1.7	1.5	1.4	1.5	1.6	65/988	954/ 5.3	4.3	3.7	2.2	67	629	KOOL
19. KMEO (EZ)	49/ 1.6	1.6	0.9	0.8	2.1	1.2	52/921	896/ 4.9	2.9	5.2	0.7	20	266	KMEO
20. KGRX-F (AOR)	48/ 1.6	1.9	2.1	1.4	1.4	1.8	51/799	729/ 4.0	4.6	3.6	2.3	70	1295	KGRX-F
21. KUKQ (AOR)	42/ 1.4	1.4	1.5	1.3	1.0	1.4	42/769	740/ 4.1	3.4	3.5	1.9	57	966	KUKQ
22. KPMX (SP)	37/ 1.2	1.5	0.4	0.8	1.4	1.0	37/352	352/ 1.9	1.2	2.3	0.5	16	278	KPMX
23.														
24.														
25.														

12+ FM SHARE (METRO): 69.77% (1953 of 2799) (FAL 90: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOY -F	1 KUPD-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KNIX-F<	1 KNIX-F<	1 KNIX-F>	1 KNIX-F>	1 KTAR	1 KNIX-F
2 KKFR-F>>	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KTAR >>	2 KTAR >	2 KTAR <	2 KTAR <	2 KNIX-F	2 KTAR >>
3 KUPD-F	3 KNIX-F	3 KUPD-F>	3 KUPD-F	3 KTAR	3 KFYI	3 KUPD-F	3 KMLE-F	3 KMLE-F	3 KOY -F	3 KFYI <
4	4 KSLX-F<	4 KSLX-F<	4 KTAR	4 KUPD-F	4 KKLT-F<	4 KMLE-F	4 KKLT-F<	4 KUPD-F	4 KUPD-F	4 KMLE-F
5	5 KDKB-F>	5 KTAR <	KSLX-F	5 KKLT-F<	5 KMLE-F	5 KFYI <	5 KUPD-F>	5 KKLT-F<	5 KMLE-F<	5 KUPD-F
6	6 KVRV-F	6 KKLT-F<	6 KDKB-F	6 KSLX-F	6 KOY	6 KKLT-F	6 KSLX-F	6 KFYI	6 KKFR-F	6
7	KOY -F	7 KDKB-F	7 KKLT-F	7 KDKB-F	7	7 KOY -F	7 KFYI	7 KOY -F	7 KFYI	7
								8 KVRV-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUPD-F	1 KNIX-F<	1 KNIX-F	1 KNIX-F	1 KNIX-F>	1 KUPD-F>	1 KUPD-F>	1 KUPD-F>	1 KUPD-F	1 KNIX-F
2 KMLE-F<	2 KUPD-F<	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KMLE-F	2 KSLX-F	2 KNIX-F	2 KTAR <
3 KNIX-F	3 KMLE-F	KDKB-F	3 KKLT-F	3 KKLT-F>	3 KGRX-F	3 KSLX-F	KDKB-F	3 KMLE-F	3 KUPD-F
4 KVRV-F	4 KVRV-F	4 KSLX-F<	4 KUPD-F<	4 KESZ-F	4 KOY -F>	4 KDKB-F	4 KMLE-F	4 KTAR	4 KMLE-F
5 KOY -F	5 KDKB-F<	5 KMXX-F	5 KESZ-F	5 KMXX-F	5 KSLX-F	5 KTAR	5 KTAR >	5 KSLX-F	5 KSLX-F
6 KKLT-F	6 KKLT-F	6 KVRV-F	6 KVRV-F	6 KVRV-F	6 KKFR-F	6 KNIX-F<	6 KNIX-F	6 KDKB-F	6 KDKB-F
7	7 KSLX-F<	KUPD-F	7 KMXX-F	KSLX-F	7 KNIX-F	7 KGRX-F	7	7	7
8	8 KOY -F	KMXX-F							

PHOENIX

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		224 (2)	224 (2)	8.0	14.1	KCWW 1580 Tempe/Phoenix	0.4/1.2/ 15/ 234
AOR/CLASSIC	42 (1)	482 (4)	524 (5)	18.7	18.9	KISP 1230 Phoenix	0.7/1.6/ 22/ 290
AC/OLDIES/SOFT ROCK	61 (1)	420 (5)	481 (6)	17.2	19.4	KLFF 1360 Phoenix	0.6/3.0/ 19/ 551
MOR/VARIETY						KRDS 1190 Tolleson/Phnx	0.4/1.3/ 12/ 231
COUNTRY	12 (1)	580 (2)	592 (3)	21.2	17.5	KRDS-F 105.3 Wickenburg/Phnx	0.4/1.4/ 12/ 255
BLACK/URBAN	22 (1)		22 (1)	0.8		KSUN 1400 Phoenix	0.9/2.3/ 28/ 408
BEAUTIFUL/EASY	49 (1)	166 (1)	215 (2)	7.7	6.0	KVVA 860 Phoenix	0.7/1.4/ 21/ 269
NEWS/TALK	424 (2)		424 (2)	15.1	12.3	KXAM 1310 Mesa/Phoenix	0.9/2.7/ 27/ 499
NOSTALGIA	138 (3)		138 (3)	4.9	6.3		
RELIGION/GOSPEL	12 (1)	12 (1)	24 (2)	0.9			
SPANISH	86 (3)		86 (3)	3.1	3.7		
CLASSICAL		69 (1)	69 (1)	2.5			
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	846 (14)	1953 (16)	2799 (30)				

AM STATIONS

KFYI , 910, 5 KW (DA-N)	News/Talk	NBC, \$ 49.00 (Durpetti)	Broadcast Group
KLFF , 1360, 5 KW/1 KW (DA-N)	Nostalgia	MUTUAL, \$ 31.00 (---)	
KOOL , 960, 5 KW (DA-N)	Oldies	SMN, \$ NA (HNWH)	Adams
KOY , 550, 5 KW/1 KW	Nostalgia	UNISUP UNIULT, \$ 40.00 (Crystal)	Edens
KPHX , 1480, 1 KW/500W (DA-2)	Hispanic	, \$ 26.00 (Caballero)	
KSUN , 1400, 1 KW	Hispanic	, \$ 25.00 (Cabellero)	
KTAR , 620, 5 KW (DA-N)	News/Talk	CBS ABC, \$175.00 (CBS)	Pulitzer
KUKQ , 1060, 5 KW/500 W (DA-N)	AOR	, \$ 27.00 (Banner)	
KVVA , 860, 1 KW (DA-N)	Hispanic	, \$ 25.00 (Lotus)	
KXEG , 1010, 1 KW/250 W	Religion	, \$ 10.00 (---)	Mid-America Gospel

FM STATIONS

KDKB , 93.3, 100 KW @ 1540	AOR	, \$ 65.00 (Torbet)	Sandusky
KESZ , 99.9, 100 KW @ 1674	AC	, \$ 68.00 (Banner)	
KGRX , 100.3, 90 KW @ 2047	Jazz/NAC	ABC UNIPWR, \$ 35.00 (Roslin)	(GLOBE)
KKFR , 92.3, 100 KW @ 1647	CHR	, \$ 70.00 (Durpetti)	Broadcast Group
KKLT , 98.7, 100 KW @ 1788	AC	, \$108.00 (CBS)	Pulitzer
KPSN , 96.9, 100 KW @ 1560	AC	, \$ 97.00 (Group W)	Bonneville
KMLE , 107.9, 100 KW @ 1736	Country	, \$ 68.00 (Eastman)	Shamrock
KMXX , 101.5, 100 KW @ 1740	AC	, \$ 70.00 (MMR)	EZ
KNIX , 102.5, 100 KW @ 1620	Country	, \$215.00 (Katz)	Buck Owens
KONC , 106.3, 2.5 KW @ 324	Classical	NBC, \$ 37.00 (CHBS)	(SUN CITY)
KOOL , 94.5, 100 KW @ 1655	Oldies	, \$111.00 (HNWH)	Adams
KOY , 95.5, 100 KW @ 1570	CHR	, \$ 88.00 (Crystal)	Edens
KSLX , 100.7, 100 KW @ 1840	Classic AOR	, \$ 80.00 (Eastman)	Great American
KVVA , 107.1, 2.5 KW @ 320	Hispanic	, \$ 30.00 (Lotus)	(APACHE JUNCTION)
KVRY , 104.7, 100 KW @ 1550	AC	, \$120.00 (Mc-Guild)	Nationwide
KUPD , 97.9, 100 KW @ 1620	AOR	, \$ 90.00 (Banner)	

Miscellaneous: KFNN sold for \$400,000... KGRX-F (Globe) sold for \$750,000 (MVP)... KOPA/KSLX-F from Cook Inlet to Great American for \$11,400,000...

PITTSBURGH

Arbitron Rank/Pop (12+): 20/1,889,000
 MSA Rank/Pop: 22/2,100,000
 ADI # 17
 Average Person Ratings: 17.3
 Market TSL: 23.00 hours

Stations: 29/28
 Diaries: 1959/964:1/59.4%
 Sample Target: 1940
 % Below Line: 0.4
 % Not Listed: 11.1

1991 Revenue: \$52,000,000
 HH Inc.: \$30,643
 Retail \$: 14.5 Bil
 Pop per Station: 67,464
 #1 Biller: KDKA \$8,200,000

12+ METRO	1/4/SHARE	SUM					4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING		SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
		91	91	WIN 91	FAL 90											
1. WDVE-F (AOR)	382/11.7	11.3	10.2	8.6	8.8	10.4	524/5724	3827/20.3	20.4	19.3			12.8	386	4191	WDVE-F
2. KDKA (FS)	369/11.3	13.1	14.2	13.3	14.9	13.0	441/6558	5320/28.2	32.1	32.5			12.4	376	5611	KDKA
3. WWSW-AF (O)	291/ 8.9	8.3	8.0	8.3	8.1	8.4	381/5509	4241/22.5	19.0	19.6			8.2	225	3100	WWSW-AF
4. WDSY-F (C)	217/ 6.6	4.8	4.4	4.2	4.7	5.0	277/3146	2415/12.8	10.3	10.1			8.0	243	2013	WDSY-F
5. WSHH-F (SAC)	204/ 6.2	6.8	4.2	6.5	5.2	5.9	236/3416	2905/15.4	12.1	14.8			3.5	106	1649	WSHH-F
6. WTAE (N/T)	184/ 5.6	6.0	4.3	4.9	5.4	5.2	187/2855	2762/14.6	11.9	15.2			5.1	154	2462	WTAE
7. WAMO-F (B)	165/ 5.0	5.0	4.5	5.1	5.2	4.9	178/2018	1839/ 9.7	11.3	11.0			7.1	216	2767	WAMO-F
8. WBZZ-F (CHR)	156/ 4.8	5.9	7.2	7.9	6.9	6.4	195/4589	3580/19.0	22.4	16.7			6.2	186	3799	WBZZ-F
9. WJAS (BB)	140/ 4.3	3.0	3.6	3.7	4.0	3.7	146/1765	1707/ 9.0	8.3	8.0			3.0	92	1120	WJAS
10. WMXP-F (CHR)	120/ 3.7	3.1	4.5	3.8	3.2	3.8	140/2868	2429/12.9	12.9	10.5			5.0	150	1709	WMXP-F
11. WVTY-F (AC)	119/ 3.6	3.5	4.0	4.1	3.5	3.8	154/2880	2384/12.6	10.6	11.3			3.3	101	2340	WVTY-F
12. WLTJ-F (SAC)	91/ 2.8	4.1	5.2	4.5	3.9	4.2	121/2180	1754/ 9.3	11.2	10.6			4.3	130	1479	WLTJ-F
13. WRRK-F (AOR)	79/ 2.4	3.0	3.5	2.7	3.7	2.9	102/2545	2029/10.7	11.3	10.2			3.0	92	1467	WRRK-F
14. WORD-F (REL)	64/ 2.0	2.9	3.6	2.6	4.1	2.8	77/1073	864/ 4.6	7.2	6.9			2.5	75	774	WORD-F
KQV (N/T)	64/ 2.0	2.0	1.5	2.3	1.7	2.0	64/1374	1328/ 7.0	6.6	6.0			1.5	45	1050	KQV

12+ FM SHARE (METRO): 68.55% (1992 of 2906) (FAL 90: 66.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMXP-F	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F<	1 WWSW-AF	1 KDKA >	1 KDKA	1 WDVE-F	1 WDVE-F>	1 KDKA >	1 KDKA >>
2 WBZZ-F>	2 WWSW-AF	2 WWSW-AF>	2 WWSW-AF>>	2 WDVE-F>	2 WWSW-AF	2 WDVE-F>	2 WWSW-AF	2 WWSW-AF	2 WDVE-F	2 WTAE >>
3 WDVE-F	3 WAMO-F	3 WAMO-F	3 WDSY-F<	3 KDKA	3 WSHH-F<	3 WWSW-AF	3 WSHH-F	3 KDKA	3 WAMO-F	3 WDVE-F
4 WAMO-F	4 WBZZ-F	4 WBZZ-F<	4 KDKA <	4 WDSY-F	4 WTAE	4 WSHH-F	4 KDKA	4 WDSY-F	4 WDSY-F	4 WAMO-F
5	5 WMYG-F	5 WDSY-F	5 WVTY-F<	5 WSHH-F<	5 WDSY-F	5 WTAE	5 WSHH-F	5 WSHH-F<	5 WWSW-AF	5 WWSW-F
6	6 WMXP-F<	6 WVTY-F	6 WAMO-F<	6 WVTY-F<	6 WJAS >	6 WDSY-F	6 WTAE	6 WAMO-F	6 WBZZ-F	6 WWSW-F
7	7 WDSY-F	7	7 WBZZ-F	7 WAMO-F	7 WEZE-F	7 WBZZ-F<	7 WVTY-F>>	7 WBZZ-F<	7 WMXP-F>>	7
8	8 WRRK-F<	8	8	8	8	8 WAMO-F>>	8 WHTX-AF	8 WTAE >>	8 WHTX-AF	8
9	9 WVTY-F	9	9	9	9	9 WHTX-AF	9	9 WHTX-AF	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F	1 WDVE-F>	1 WDVE-F>	1 WDVE-F<	1 WWSW-AF>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F
2 WAMO-F>	2 WAMO-F>	2 WWSW-AF	2 WWSW-AF	2 WDVE-F	2 WMYG-F	2 WWSW-AF	2 WWSW-AF>	2 WWSW-AF>	2 WWSW-AF>>
3 WMXP-F	3 WWSW-AF	3 WVTY-F<	3 WAMO-F	3 WVTY-F	3 WRRK-F>	3 WDSY-F	3 WDSY-F	3 WDSY-F	3 KDKA
4 WBZZ-F	4 WBZZ-F<	4 WAMO-F	4 WBZZ-F	4 KDKA	4 WBZZ-F	4 WRRK-F	4 WMYG-F	4 WMYG-F	4 WDSY-F>
5 WLTJ-F	5 WMXP-F<	5 WBZZ-F	5 WVTY-F	5 WSHH-F	5 WAMO-F	5 WAMO-F	5 WAMO-F	5 KDKA	5 WTAE
6 WVTY-F	6 WVTY-F>	6 WMXP-F	6 WMXP-F	6 WBZZ-F<	6 WMXP-F	6 WBZZ-F	6 KDKA	6 WRRK-F	6 WSHH-F
7 WWSW-AF	7 WLTJ-F	7 WLTJ-F	7 WSHH-F<	7 WAMO-F	7 WDSY-F	7	7 WRRK-F	7 WAMO-F	7 WMYG-F
8	8	8	8 WLTJ-F	8 WDSY-F	8	8	8	8	8 WAMO-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CLME	TSA
TOP 40/CHR/CONTEMP		276 (2)	276 (2)	9.5	12.2	WASP 1130	Brownsville	0.6/1.3/ 21/ 282
AOR/CLASSIC		488 (3)	488 (3)	16.8	15.7	WBCW 1530	Jeanette	0.4/0.7/ 13/ 132
AC/OLDIES/SOFT ROCK	30 (1)	415 (3)	445 (4)	15.3	16.7	WBVP 1230	Beaver Falls	0.6/1.3/ 21/ 251
MOR/VARIETY	476 (7)		476 (7)	16.4	16.8	WCVI 1340	Connellsville	0.3/1.2/ 10/ 223
COUNTRY	20 (1)	247 (3)	267 (4)	9.2	7.8	WEDO 810	McKeesport	0.3/1.3/ 10/ 254
BLACK/URBAN		165 (1)	165 (1)	5.7	6.3	WELA-F 104.3	E Liverpool	0.3/1.0/ 27/ 478
BEAUTIFUL/EASY		295 (2)	295 (2)	10.2	9.2	WESA-F 98.3	Charleroi	1.1/2.5/ 35/ 470
NEWS/TALK	248 (2)		248 (2)	8.5	7.4	WHJB 620	Greensburg/Pitt	0.4/1.9/ 14/ 399
NOSTALGIA	140 (1)		140 (1)	4.8	3.8	WBMS 590	Uniontown	1.2/2.8/ 45/ 605
RELIGION/GOSPEL		93 (2)	93 (2)	3.2	1.7	WPIT-F 101.5	Pittsburgh	0.9/3.3/ 41/ 894
SPANISH						WKKS-F 106.7	Beaver Falls	0.8/2.6/ 55/ 795
CLASSICAL						WYTK-F 95.3	Washington	0.6/1.4/ 21/ 289
JAZZ/NEW AGE								
UNKNOWN/OTHERS		13 (1)	13 (1)	0.4	2.3	WVAQ-F 101.9	Morgantown	0.4/0.9/ 64/ 876
	914 (12)	1992 (17)	2906 (29)					

PITTSBURGH

RADIO STATIONS

AM STATIONS

KDKA, 1020, 50 KW	, Full Service	NBC, \$150.00	(Group W)	Westinghouse
KQV, 1410, 5 KW (DA-2)	, Business News	CBS UNIPWR, \$ 41.00	(---)	
WEEP, 1080, 50 KW (Days, DA)	, Oldies	UNIPWR BRN, \$ NA	(Durpetti)	Entercom
WJAS, 1320, 5 KW (DA-N)	, Nostalgia	UNISUP CNN, \$ 40.00	(Eastman)	Renda
WMBS, 590, 1 KW (DA-N)	, MOR	CBS, \$ 15.00	(Regional)	(UNIONTOWN)
WPIT, 730, 5 KW/24 W	, Religion	, \$ NA	(---)	Pyramid
WTAE, 1250, 5 KW (DA-N)	, News/Talk	ABC MBS, \$ 65.00	(Katz)	Hearst
WWSW, 970, 5 KW (DA-2)	, See WWSW-FM			
WYJZ, 860, 1 KW (Days, DA)	, ??	, \$ 20.00	(HNWH)	Sheridan

FM STATIONS

WAMO, 105.9, 72 KW @ 430	, Black	SBN, \$ 56.00	(HNWH)	Sheridan
WBZZ, 93.7, 41 KW @ 547	, CHR	, \$147.00	(Banner)	EZ
WDSY, 107.9, 50 KW @ 500	, Country	UNIPWR, \$ 57.00	(Durpetti)	Entercom
WDVE, 102.5, 55 KW @ 816	, AOR	SOURCE, \$109.00	(Christal)	Broadcast Alchemy
WORD, 104.7, 50 KW @ 500	, Religion	, \$ 40.00	(---)	
WVTY, 96.1, 50 KW @ 500	, AC	ABC, \$ 88.00	(Katz)	Hearst
WLTJ, 92.9, 47 KW @ 894	, Soft AC	, \$ 54.00	(Torbet)	
WMXP, 100.7, 50 KW @ 492	, CHR/Dance	ABC, \$ 40.00	(Durpetti)	Signature
WRRK, 96.9, 45 KW @ 162	, Rock AC	ABC, \$ 60.00	(MMR)	
WPIT, 101.5, 48 KW @ 505	, Religion	, \$ NA	(---)	Pyramid
WSHH, 99.7, 11 KW @ 927	, Soft AC/EZ	UPI UNISUP, \$ 70.00	(Eastman)	Renda
WWSW, 94.5, 50 KW @ 810	, Oldies	ABC, \$128.00	(Mc-Guild)	Shamrock

Miscellaneous: WDVE-F from Great American to Braodcast Alchemy for \$21,000,000 (e) (Mahlman/Jorgenson/Chapin)...
WEZE-F changes to WORD-F and format from EZ to Religion (Oct)... WHYG-F changes to WRRK-F (Oct)...

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service
* B - Black (audience predominately black - over 75%)	N - News
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)
* C - Country	R - Religion, Christian
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary
* CL - Classical	SP - Hispanic/Spanish
* CL AOR - Classic AOR, Classic Rock	T - Talk
* E - Ethnic	U - Urban (majority of audience is non-white)
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	? - Others or Unknown
* G - Gospel	

PORTLAND, ME

Arbitron Rank/Pop (12+): 153/207,400
 MSA Rank/Pop: 179/240,000
 ADI # 69
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 20/17
 Diaries: 648/320:1/57.4%
 Sample Target: 620
 % Below Line: 1.7
 % Not Listed: 19.2

1991 Revenue: \$10,000,000
 HH Inc.: \$35,573
 Retail \$: 3.2 Bil
 Pop per Station: 12,200
 #1 Biller: WPOR-AF \$2,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WBLM-F (AOR)	50/14.1	13.2	12.8	15.2	12.6	----	142/1934	610/29.4	26.4	27.2	20.4	74	649	WBLM-F
2. WPOR-AF (C)	46/13.0	12.9	14.7	15.5	14.1	----	103/1115	546/26.3	26.7	26.3	16.2	56	532	WPOR-AF
3. WMGX-F (CL AOR)	34/ 9.6	7.8	10.4	9.2	10.7	----	69/885	471/22.7	20.8	20.1	10.2	37	542	WMGX-F
4. WGAN (FS)	25/ 7.1	9.0	6.1	5.7	5.5	----	38/645	367/17.7	19.3	16.8	3.9	14	437	WGAN
5. WYNZ-F (O)	23/ 6.5	4.2	5.5	2.5	2.8	----	33/478	286/13.5	15.4	12.9	4.1	15	273	WYNZ-F
6. WTHT-F (CHR)	18/ 5.1	6.3	4.0	4.7	4.0	----	51/916	324/15.6	18.7	14.8	8.3	30	415	WTHT-F
7. WHOM-F (SAC)	17/ 4.8	6.9	4.0	4.1	3.7	----	105/1442	323/15.6	14.4	11.5	4.4	16	304	WHOM-F
8. WPKM-F (CL)	15/ 4.2	1.8	1.8	1.9	2.8	----	18/226	168/ 8.1	6.7	6.3	0.8	3	139	WPKM-F
9. WKZS-F (AC)	13/ 3.7	5.7	6.4	5.7	5.2	----	46/958	336/16.2	16.7	16.0	3.3	12	257	WKZS-F
10. WCSO-F (AC)	11/ 3.1	3.3	3.4	5.7	4.0	----	19/511	232/11.2	13.1	12.9	3.0	11	344	WCSO-F
11. WLAM (BB)	10/ 2.8	4.5	4.0	4.1	----	----	32/363	168/ 8.1	7.3	8.5	1.1	4	111	WLAM
12. WCLZ-F (J/NA)	7/ 2.0	3.0	2.1	3.5	4.6	----	26/489	200/ 9.6	7.0	7.7	3.9	14	174	WCLZ-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 85.66% (245 of 286) (FAL 90: 81.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHT-F	1 WBLM-F	1 WBLM-F	1 WMGX-F	1 WMGX-F	1 WPOR-AF	1 WPOR-AF	1 WBLM-F	1 WBLM-F	1 WBLM-F	1 WGAN
2 WBLM-F	2 WMGX-F	2 WMGX-F	2 WBLM-F	2 WBLM-F	2 WGAN	2 WBLM-F	2 WPOR-AF	2 WPOR-AF	2 WMGX-F	2 WPOR-F
3	3 WPOR-AF	3 WPOR-AF	3 WPOR-AF	3 WPOR-AF	3 WYNZ-F	3 WGAN	3 WMGX-F	3 WMGX-F	3 WGAN	3 WBLM-F
4	4 WYNZ-F	4 WYNZ-F	4 WYNZ-F	4 WYNZ-F	4 WPKM-F	4 WMGX-F	4 WYNZ-F	4 WYNZ-F	4 WTHT-F	4
5	5 WTHT-F	5	5	5 WGAN	5 WHOM-F	5 WYNZ-F	5 WHOM-F	5 WTHT-F	5 WPOR-AF	5
6	6	6	6	6	6	6 WGAN	6 WHOM-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLM-F	1 WMGX-F	1 WMGX-F	1 WBLM-F	1 WPOR-AF	1 WBLM-F	1 WBLM-F	1 WMGX-F	1 WBLM-F	1 WMGX-F
2 WMGX-F	2 WBLM-F	2 WBLM-F	2 WMGX-F	2 WMGX-F	2 WPOR-AF	2 WMGX-F	WBLM-F	2 WMGX-F	2 WBLM-F
3 WPOR-AF	3 WPOR-AF	3 WPOR-AF	3 WPOR-AF	WBLM-F	3 WYNZ-F	3 WPOR-AF	3	3 WPOR-AF	3 WPOR-AF
4 WTHT-F	4 WTHT-F	4 WBLM-F	4 WHOM-F	4 WYNZ-F	4 WTHT-F	4 WYNZ-F	4	4 WYNZ-F	4 WGAN
5	5 WCSO-F	5 WYNZ-F	5 WYNZ-F	5 WHOM-F	5 WMGX-F	5 WTHT-F	5	5	5 WYNZ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		18 (1)	18 (1)	6.3	8.9	WKRH-F 105.9 Bath	0.8/5.7/ 19/ 443
AOR/CLASSIC		86 (3)	86 (3)	30.1	17.3	WLOB 1310 Portland	0.8/2.6/ 3/ 61
AC/OLDIES/SOFT ROCK		52 (5)	52 (5)	18.2	30.6	WXGL-F 93.9 Lewiston	0.8/4.3/ 36/ 464
MOR/VARIETY	25 (1)		25 (1)	8.7	8.9	WZPK-F 103.7 Berlin	0.6/5.0/ 24/ 457
COUNTRY	1 (1)	45 (1)	46 (2)	16.1	17.7		
BLACK/URBAN						WBZ 1030 Boston	0.6/2.8/ 6/ 168
BEAUTIFUL/EASY		17 (1)	17 (1)	5.9	4.8	WCDQ-F 92.1 Sanford	0.6/1.5/ 7/ 173
NEWS/TALK	2 (1)		2 (1)	0.7		WTOS-F 105.1 Skowhegan	0.6/3.5/ 29/ 583
NOSTALGIA	10 (1)		10 (1)	3.5	4.8		
RELIGION/GOSPEL	3 (1)		3 (1)	1.0	2.2		
SPANISH							
CLASSICAL		15 (1)	15 (1)	5.2	2.2		
JAZZ/NEW AGE		7 (1)	7 (1)	2.4	2.6		
UNKNOWN/OTHERS		5 (2)	5 (2)	1.7			
	41 (5)	245 (15)	286 (20)				

RADIO STATIONS

WGAN, 560, 5 KW (OA-1), MOR/FULL SER.	NBC ABC, \$ 19.00 (Katz)	Saga
WLAM, 870, 10 KW/1 KW (OA-2), NOSTALGIA	UNIULT, \$ 14.00 (HNWH)	
WBLM-F, 102.9, 100 KW @ 1460, AOR	\$ 55.00 (McGuill)	Fuller-Jeffrey
WCLZ-F, 98.9, 48 KW @ 400, JAZZ/NAC	\$ 20.00 (Crystal)	
WHOM-F, 94.9, 48 KW @ 3760, SAC	\$ 47.00 (Crystal)	Barnstable (MT.WASHINGTON)
WKZS-F, 99.9, 30 KW @ 650, AC	UNISUP, \$ 34.00 (HNWH)	(AUBURN)
WMGX-F, 93.1, 50 KW @ 440, CL AOR	\$ 38.00 (Katz)	Saga
WPKM-F, 106.3, 3 KW @ 300, CLASSICAL	\$ 20.00 (CHBS)	
WPOR-F, 101.9, 33 KW @ 607, COUNTRY	ABC, \$ 60.00 (McGuill)	
WTHT-F, 107.5, 35 KW @ 606, CHR	UNIPWR, \$ 26.00 (Banner)	Beacon (LEWISTON)
WSCC-F, 97.9, 16 KW @ 900, AC	\$ 25.00 (Crystal)	Porter
WXGL-F, 93.9, 27 KW @ 640, OLDIES	\$ 21.00 (Torbet)	(LEWISTON)
WYNZ-F, 100.9, 3 KW @ 225, OLDIES	UNISUP, UNIULT, \$ 22.00 (Eastman)	Buckley

Miscellaneous: WWGT-F changes to WCOS-F and format from CHR to AC...

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,432,900
 MSA Rank/Pop: 41/1,430,000
 ADI # 27
 Average Person Ratings: 15.6
 Market TSL: 20.75 hours

Stations: 24/23
 Diaries: 1563/917:1/53.5%
 Sample Target: 1580
 % Below Line: 0.5
 % Not Listed: 13.4

1991 Revenue: \$48,300,000
 HH Inc.: \$32,021
 Retail \$: 12.8 Bill
 Pop per Station: 62,300
 #1 Biller: KKCW-F \$7,000,000

12+ METRO	1/4/SHARE	SUM				4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		FAL		Birch Share	Birch AQH	Birch Cume
		91	91	WIN 91	FAL 90				91	90					
1. KINK-AF (AOR)	189/ 8.5	7.8	11.0	9.9	8.6	9.3	197/2385	2192/15.3	23.5	20.4		6.7	142	2511	KINK-AF
2. KKRZ-F (CHR)	179/ 8.0	8.9	9.2	7.3	8.1	8.4	183/2978	2878/20.1	23.3	20.3		10.4	236	3610	KKRZ-F
3. KUPL-F (C)	176/ 7.9	9.2	8.7	8.7	9.1	8.6	209/3056	2495/17.4	15.6	15.7		8.7	197	2315	KUPL-F
4. KEX (FS)	175/ 7.8	6.0	10.1	10.1	8.6	8.5	196/3186	2841/19.8	30.7	20.8		7.5	171	2639	KEX
5. KXL (N/T)	163/ 7.3	5.2	4.3	4.9	5.5	5.4	176/2561	2320/16.2	11.6	12.6		6.5	148	1451	KXL
6. KKCW-F (AC)	143/ 6.4	5.5	7.1	7.1	7.6	6.5	160/2617	2377/16.6	13.4	17.1		6.3	144	2120	KKCW-F
7. KKSJ-F (O)	142/ 6.4	6.8	4.9	6.4	6.3	6.1	172/2946	2430/17.0	14.4	16.4		5.9	135	2104	KKSJ-F
8. KUFO-F (AOR)	128/ 5.7	7.4	7.0	4.7	5.5	6.2	155/2235	1987/13.9	14.4	13.1		5.8	132	2422	KUFO-F
9. KWJF-F (C)	92/ 4.1	4.1	2.9	2.9	3.0	3.5	117/1804	1447/10.1	8.4	7.2		4.4	100	1254	KWJF-F
10. KGON-F (AOR)	90/ 4.0	3.4	4.2	3.1	4.1	3.7	112/1699	1465/10.2	12.5	10.6		5.7	129	1990	KGON-F
11. KKSJ (BB)	88/ 3.9	3.5	3.2	2.1	3.0	3.2	91/1277	1206/ 8.4	6.2	6.3		2.5	57	804	KKSJ
12. KXL -F (SAC)	86/ 3.9	3.5	2.9	3.7	4.5	3.5	97/1572	1328/ 9.3	8.3	11.0		2.1	47	748	KXL -F
13. KXYQ-F (CHR)	71/ 3.2	3.5	2.9	3.5	3.6	3.3	109/2137	1522/10.6	12.5	12.7		3.2	72	2346	KXYQ-F
14. KMXI-F (AC)	37/ 1.7	2.0	2.4	2.0	1.3	2.0	39/1100	1014/ 7.1	7.3	6.7		1.8	40	848	KMXI-F
15. KWJF (C)	26/ 1.2	1.8	0.8	1.5	2.2	1.3	29/681	568/ 4.0	3.6	4.4		1.4	31	636	KWJF

12+ FM SHARE (METRO): 71.66% (1386 of 1934) (FAL 90: 71.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KKRZ-F >>	1 KUFO-F	1 KINK-AF >	1 KINK-AF >	1 KINK-AF >	1 KEX	1 KXL <	1 KINK-AF	1 KKRZ-F <	1 KEX <	1 KXL >>
2 KXYQ-F	2 KINK-AF	2 KKSJ-F <	2 KKSJ-F	2 KKSJ-F	2 KXL	2 KEX	2 KUPL-F	2 KINK-AF	2 KKRZ-F	2 KEX
3	3 KKRZ-F	3 KUFO-F	3 KKCW-F	3 KKCW-F	3 KUPL-F	3 KINK-AF	3 KKCW-F	3 KUPL-F	3 KXL >	3 KUPL-F >>
4	4 KGON-F	4 KKCW-F	4 KUPL-F	4 KUPL-F	4 KINK-AF	4 KKRZ-F <	4 KKRZ-F <	4 KEX	4 KUPL-F <	4 KUFO-F
5	5 KKCW-F	5 KKRZ-F <	KUFO-F	5 KEX	5 KKSJ-F <	5 KUPL-F	5 KKSJ-F <	5 KUFO-F	5 KINK-AF <	KKSJ-F
6	6 KUPL-F	6 KUPL-F	6 KEX	6 KUFO-F	6 KKSJ <	6 KKCW-F	6 KUFO-F	6 KKCW-F <	6 KUFO-F	KINK-F
7	KKSJ-F	7 KGON-F	7	7	7 KKCW-F	7 KKSJ-F	KEX	7 KKSJ-F	KKSJ-F	7
							8 KXL			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F >	1 KINK-AF	1 KINK-AF >	1 KINK-AF	1 KINK-AF	1 KUFO-F	1 KUFO-F >	1 KINK-AF	1 KINK-AF	1 KINK-AF >
2 KUPL-F >	2 KKRZ-F	2 KKCW-F >	2 KKCW-F	2 KKCW-F	2 KGON-F	2 KGON-F	2 KUFO-F >	2 KUFO-F	2 KKSJ-F
3 KWJF-F	3 KKCW-F >	3 KKRZ-F >	3 KKRZ-F	3 KKSJ-F	3 KKRZ-F >>	3 KINK-AF	3 KKSJ-F	3 KKSJ-F	3 KUFO-F
4 KUFO-F	4 KUPL-F	4 KXL -F	4 KKSJ-F	4 KUPL-F	4 KUPL-F	4 KKSJ-F <	4 KGON-F >	4 KGON-F	4 KUPL-F
5 KKCW-F	5 KUFO-F	5 KKSJ-F	5 KUPL-F >	5 KEX	5	5 KKRZ-F	5 KUPL-F	5 KUPL-F	5 KEX
6 KGON-F	6 KXL -F	6 KUFO-F	6 KXYQ-F <	6 KKRZ-F	6	6 KUPL-F	6 KZRC	6 KKRZ-F	6 KWJF-F
7 KXYQ-F	7 KKSJ-F	7	7 KEX	7 KXL -F	7	7	7 KWJF-F	7 KEX	7 KKCW-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		250 (2)	250 (2)	12.9	17.0	KBBT 970 Portland	1.0/2.5/ 23/ 370
AOR/CLASSIC	49 (3)	403 (3)	452 (6)	23.4	23.4	KBHS 1480 Vancouver/Prtln	0.7/1.5/ 16/ 220
AC/OLDIES/SOFT ROCK		322 (3)	322 (3)	16.6	14.1	KDBX-F 107.5 Banks	1.1/1.6/ 25/ 238
MOR/VARIETY	175 (1)		175 (1)	9.0	7.1	KPDQ 800 Portland	0.4/2.3/ 9/ 332
COUNTRY	48 (2)	280 (3)	328 (5)	17.0	16.0	KPDQ-F 93.7 Portland	0.9/3.7/ 26/ 612
BLACK/URBAN	16 (1)		16 (1)	0.8	1.5	KUPL 1330 Portland	1.0/3.1/ 24/ 470
BEAUTIFUL/EASY		86 (1)	86 (1)	4.4	6.8	KZRC 1010 Milwaukee/Port.	1.0/0.9/ 22/ 141
NEWS/TALK	163 (1)		163 (1)	8.4	6.5		
NOSTALGIA	88 (1)		88 (1)	4.6	4.7	KRKT-F 99.9 Albany/Corvalls	0.5/0.8/ 25/ 345
RELIGION/GOSPEL	9 (1)	45 (2)	54 (3)	2.8	2.4		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS					0.5		
	548 (10)	1386 (14)	1934 (24)				

PORTLAND, OR

RADIO STATIONS

AM STATIONS

KBBT, 970, 5 KW (DA-1)	, AOR	, \$ N/A (Christal)	Henry
KEX, 1190, 50 KW (DA-1)	, MOR/FULL SER.	ABC, \$ 86.00 (Katz)	Great American
KGW, 620, 5 KW (DA-N)	, SEE KINK-FM		
KKSN, 910, 5 KW (DA-2)	, NOSTALGIA UNISP, UNILT	, \$ 33.00 (Christal)	Heritage
KUPL, 1330, 5 KW (DA-1)	, SEE KUPL-F		
KWJJ, 1080, 50 KW/10 KW (DA-N)	, SEE KWJJ-F		
KXL, 750, 50 KW/20 KW (DA-1)	, NEWS/TALK	CBS, \$ 63.00 (McGuild)	Alexander
KZRC, 1010, 5 KW (DAYS)	, AOR	SMN, \$ 23.00 (Torbet)	First Cities

FM STATIONS

KGON, 92.3, 100 KW @ 1268, ADR		, \$ 85.00 (Eastman)	Ackerly
KINK, 101.9, 100 KW @ 1674, AOR		, \$ 110.00 (MHR)	
KKCW, 103.3, 100 KW @ 1654, AC		, \$ 120.00 (Durpetti)	Trumper
KKRZ, 100.3, 100 KW @ 1433, CHR		ABC, \$ 100.00 (Katz)	Great American
KKSN, 97.1, 100 KW @ 1268, OLDIES		UNIULT, \$ 64.00 (Christal)	Heritage
KMXI, 106.7, 100 KW @ 997, AC	ABC, SOURCE	, \$ 48.00 (HNWH)	Fairmont
KPDQ, 93.7, 100 KW @ 937, RELIGION		, \$ 20.00 (---)	
KUFO, 101.1, 100 KW @ 1640, AOR		, \$ 50.00 (Christal)	Henry
KUPL, 98.5, 100 KW @ 1104, COUNTRY		APR, \$ 70.00 (Banner)	Scripps-Howard
KWJJ, 99.5, 100 KW @ 870, COUNTRY		ABC, \$ 44.00 (HNWH)	Park
KXL, 95.5, 100 KW @ 990, EZ/SAC		UNISUP, \$ 57.00 (McGuild)	Alexander
KXYQ, 105.1, 100 KW @ 1839, CHR		ABC, \$ 52.00 (Torbet)	Van Halen (SALEM)

Miscellaneous: KGW/KINK-F sold by King for \$11,500,000 (Kalil)... KXYQ-F (Salem) sold by Daytona to Van Halen for \$1,300,000 (MVP)... KKCW-F from Trumper to Force II for \$21,000,000 (Star)...

PORTSMOUTH-DOVER-ROCHESTER, NH

Arbitron Rank/Pop (12+): 106/337,200
 MSA Rank/Pop: 135/349,000
 Boston ADI
 Average Person Ratings: 18.9
 Market TSL: 24.50 hours

Stations: 34/10
 Diaries: 896/376:1/59.6%
 Sample Target: 790
 % Below Line: 40.7
 % Not Listed: 16.0

1991 Revenue: \$7,800,000
 HH Inc.: \$40,005
 Retail \$: 3.8 Bil
 Pop per Station: 33,720
 #1 Biller: WOKQ-F \$2,500,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WOKQ-F (C)	76/11.9	12.0	13.6	12.0	9.2	----	88/943	766/22.7	21.7	25.9	13.5	48	459	WOKQ-F
2. WHEB-F (AOR)	59/ 9.3	8.1	8.2	8.6	11.1	----	61/829	735/21.8	19.0	15.2	16.6	59	761	WHEB-F
3. WERZ-F (CHR)	53/ 8.3	6.6	6.1	7.5	6.9	----	54/650	619/18.4	18.9	16.1	11.0	39	593	WERZ-F
4. WSSH-F (SAC)	30/ 4.7	5.2	8.0	6.8	5.5	----	30/542	536/15.9	13.7	19.7	2.5	9	323	WSSH-F
5. WRKO (T)	27/ 4.2	4.4	4.9	3.0	3.4	----	30/340	309/ 9.2	9.7	10.7	2.8	10	96	WRKO
6. WHOM-F (SAC)	23/ 3.6	2.4	3.1	4.0	3.0	----	48/684	346/10.3	7.0	10.1	2.0	7	197	WHOM-F
WBZ (T)	23/ 3.6	2.4	3.3	2.8	5.9	----	24/435	393/11.7	8.9	9.1	2.8	10	200	WBZ
8. WMYF (BB)	21/ 3.3	1.7	2.3	----	0.5	----	22/116	101/ 3.0	2.4	1.8	0.8	3	53	WMYF
WCQL-F (O)	21/ 3.3	3.0	2.6	3.1	3.2	----	25/389	302/ 9.0	9.4	7.6	5.6	20	284	WCQL-F
10. WZID-F (SAC)	19/ 3.0	1.9	1.2	2.3	2.9	----	19/238	238/ 7.1	4.8	5.0	0.0	0	38	WZIO-F
11. WTSN (FS)	18/ 2.8	4.1	3.7	2.6	3.2	----	19/250	242/ 7.2	9.5	8.9	2.8	10	305	WTSN
12. WGIR-F (AOR)	16/ 2.5	2.0	2.1	2.4	3.4	----	16/354	327/ 9.7	9.6	9.4	1.1	4	61	WGIR-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 81.31% (435 of 535) (FAL 90: 82.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WERZ-F	1 WHEB-F	1 WHEB-F	1 WHEB-F	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F	1 WOKQ-F	1 WERZ-F	1 WBZ	
2 WZOU-F	2 WERZ-F	2 WERZ-F	2 WOKQ-F	2 WHEB-F	2 WSSH-F	2 WHEB-F	2 WHEB-F	2 WHEB-F	2 WOKQ-F	
3	3 WGIR-F	3 WOKQ-F	3 WERZ-F	3 WERZ-F	WRKO	3 WERZ-F	3 WERZ-F	3 WOKQ-F	3 WHEB-F	
4	4 WOKQ-F	4 WSSH-F	4 WSSH-F	4 WSSH-F	WBZ	4 WBZ	4 WSSH-F	4 WBZ	4 WTSN	
5	5	5	5	5	WMYF	5	WRKO	5	5	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WERZ-F	1 WERZ-F	1 WERZ-F	1 WERZ-F	1 WOKQ-F	1 WHEB-F	1 WHEB-F	1 WHEB-F	1 WHEB-F	1 WHEB-F
2 WHEB-F	2 WHEB-F	2 WHEB-F	2 WOKQ-F	2 WSSH-F	2 WGIR-F	2 WGIR-F	2 WOKQ-F	2 WOKQ-F	2 WOKQ-F
3 WHOM-F	3 WSSH-F	3 WSSH-F	3 WSSH-F	3 WERZ-F	3 WMGX-F	3 WERZ-F	3 WGIR-F	3 WERZ-F	3 WERZ-F
4 WSSH-F	4 WHOM-F	WBCN-F	4 WHEB-F	4 WZID-F	WAAF-F	WCDQ-F	WERZ-F	4 WGIR-F	4 WRKO
WMGX-F	WBCN-F	WOKQ-F	5	5	WCQL-F	5	5 WRKO	WCQL-F	5
WGIR-F	WOKQ-F	6	6	6	WCDQ-F	6	6	6	6
WBLM-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		76 (4)	76 (4)	14.2	12.8	WCDQ-F 92.1 Sanford	1.3/5.8/ 13/ 292
AOR/CLASSIC		127 (9)	127 (9)	23.7	25.0	WHEB-F 96.7 Rochester/Ports	2.0/5.9/ 14/ 240
AC/OLDIES/SOFT ROCK		73 (7)	73 (7)	13.6	25.7	WNNH 1340 Madbury/Dover	0.5/1.4/ 3/ 52
MOR/VARIETY	18 (1)		18 (1)	3.4	3.7	WZNN 930 Rochester/Prtsm	0.6/3.3/ 4/ 133
COUNTRY		76 (1)	76 (1)	14.2	15.9		
BLACK/URBAN						WAAF-F 107.3 Worcester/bostn	1.1/3.8/ 7/ 127
BEAUTIFUL/EASY		72 (3)	72 (3)	13.5	4.9	WBCN-F 104.1 Boston	1.6/7.2/ 10/ 243
NEWS/TALK	58 (4)		58 (4)	10.8	7.5	WBLM-F 102.9 Portland	1.3/7.7/ 30/ 598
NOSTALGIA	21 (1)		21 (1)	3.9		WBXX-F 98.5 Boston	0.9/4.4/ 6/ 148
RELIGION/GOSPEL	3 (1)		3 (1)	0.6		WBOQ-F 104.9 Gloucester	0.5/1.8/ 3/ 62
SPANISH						WBOS-F 92.9 Brookline/Bostn	0.3/2.1/ 2/ 72
CLASSICAL		8 (2)	8 (2)	1.5	0.8	WCDJ-F 96.9 Boston	0.5/1.5/ 3/ 52
JAZZ/NEW AGE		3 (1)	3 (1)	0.6	0.6	WCGY-F 93.7 Lawrence/Boston	2.2/9.2/ 15/ 325
UNKNOWN/OTHERS					3.1	WCRB-F 102.5 Waltham/Boston	0.8/2.7/ 5/ 90
	100 (7)	435 (27)	535 (34)			WEEI 590 Boston	0.6/3.9/ 4/ 141
						WHOB-F 106.3 Nashua	0.3/2.6/ 2/ 87
						WLYT-F 92.5 Haverhill/Bstn	2.0/6.8/ 15/ 249
						WMGX-F 93.1 Portland	0.8/1.8/ 29/ 347
						WODS-F 103.3 Boston	2.0/7.5/ 13/ 262
						WVBF-F 105.7 Framingham/Bstn	0.3/1.7/ 2/ 57
						WXXS-F 107.9 Medford/Boston	1.4/7.2/ 9/ 276
						WZLX-F 100.7 Boston	0.5/3.3/ 3/ 111
						WZOU-F 94.5 Boston	1.9/7.7/ 12/ 282

PORTSMOUTH-DOVER-ROCHESTER, NH

RADIO STATIONS

WZNN, 930, 5 KW (DA-2)	, NOSTALGIA CBS, UNISUP	, \$ 14.00 (Christal)	
WTSN, 1270, 5 KW (DA-2)	, MOR/FULL SER. ABC	, \$ 21.00 (Torbet)	
WCDQ-F, 92.1, 1 KW @ 526, CL AOR		, \$ 13.00 (Roslin)	(SANFORD, ME)
WCQL-F, 95.3, 1.5 KW @ 467, OLDIES		, \$ 16.00 (Katz)	Sunshine
WERZ-F, 107.1, 2.5 KW @ 356, CHR		, \$ 41.00 (McGuild)	Precision
WHEB-F, 100.3, 50 KW @ 400, AOR	UPI	, \$ 60.00 (Banner)	Knight
WHEM-F, 96.7, 3 KW @ 300, AC		, \$ 19.00 (Christal)	
WOKQ-F, 97.5, 50 KW @ 492, COUNTRY		, \$ 78.00 (McGuild)	Fuller-Jeffrey
WLYT-F, 92.5, 25 KW @ 710, AC	UNIPWR	, \$ 38.00 (Eastman)	(HAVERHILL, MA)

OTHER RANKED STATIONS -- See Manchester, Boston or Portland

PROVIDENCE

Arbitron Rank/Pop (12+): 29/1,282,900
 MSA Rank/Pop: 58/918,000
 ADI # 43
 Average Person Ratings: 18.8
 Market TSL: 24.50 hours

Stations: 42/20
 Diaries: 1530/838:1/53.2%
 Sample Target: 1530
 % Below Line: 20.7
 % Not Listed: 9.2

1991 Revenue: \$24,000,000
 HH Inc.: \$34,562
 Retail \$: 6.7 Bil
 Pop per Station: 64,145
 #1 Biller: WHJY-F \$4,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F (CHR)	209/ 8.7	9.3	7.5	9.1	9.6	8.6	216/3527	3266/25.5	27.6	27.2	9.0	197	3090	WPRO-F
2. WHJY-F (AOR)	191/ 7.9	6.8	7.8	5.8	7.8	7.1	224/3082	2606/20.3	17.8	16.9	10.3	225	2431	WHJY-F
3. WSNE-F (AC)	158/ 6.5	4.7	5.8	5.3	5.2	5.6	165/2674	2377/18.5	15.3	14.1	5.3	115	1380	WSNE-F
4. WHJJ (N/T)	144/ 6.0	5.7	6.5	6.2	6.1	6.1	144/1811	1785/13.9	13.9	14.4	5.7	124	1247	WHJJ
5. WWLI-F (SAC)	139/ 5.8	6.1	7.1	9.2	8.4	7.1	154/2061	1822/14.2	17.6	16.7	6.8	149	1828	WWLI-F
6. WWBB-F (O)	125/ 5.2	5.9	5.6	4.4	5.9	5.3	134/1942	1775/13.8	14.5	14.9	5.9	129	1833	WWBB-F
7. WPRO (T)	123/ 5.1	5.4	6.0	4.9	5.9	5.3	124/2157	2106/16.4	16.7	16.3	3.7	81	1279	WPRO
8. WWRX-F (AOR)	102/ 4.2	4.4	4.5	4.4	3.5	4.4	181/2833	1866/14.5	12.4	9.9	3.1	67	1105	WWRX-F
9. WPLM-AF (BB)	95/ 3.9	4.2	3.6	3.7	4.0	3.8	180/1866	1143/ 8.9	8.3	8.0	1.4	30	535	WPLM-AF
10. WCTK-F (C)	81/ 3.4	3.7	2.9	3.7	3.5	3.4	99/1548	1184/ 9.2	6.2	7.4	3.7	81	915	WCTK-F
11. WLKW (EZ)	78/ 3.2	2.8	2.0	2.5	2.4	2.6	81/850	802/ 6.3	5.9	4.6	2.2	47	561	WLKW
12. WWKX-F (CHR)	73/ 3.0	3.1	3.1	2.8	2.6	3.0	75/1395	1359/10.6	10.8	9.0	5.7	124	1677	WWKX-F
13. WFHN-F (CHR)	55/ 2.3	1.9	2.5	2.1	2.9	2.2	65/939	681/ 5.3	4.7	5.1	3.2	71	1074	WFHN-F
14. WBRU-F (AOR)	53/ 2.2	3.3	3.0	2.7	1.7	2.8	62/1294	1096/ 8.5	9.8	7.6	2.7	58	846	WBRU-F
15. WODS-F (AC)	50/ 2.1	1.1	1.5	1.5	0.9	1.5	77/1328	814/ 6.3	5.6	4.3				WODS-F

12+ FM SHARE (METRO): 73.04% (1601 of 2192) (FAL 90: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F>	1 WHJY-F	1 WSNE-F	1 WSNE-F	1 WHJJ	1 WPRO <	1 WHJY-F	1 WHJY-F	1 WPRO-F>	1 WPRO
2 WWKX-F>>	2 WPRO-F>	2 WPRO-F	2 WPRO-F	2 WWLI-F	2 WPRO	2 WPRO-F	2 WPRO-F<	2 WPRO-F	2 WHJY-F	2 WSNE-F
3	3 WWRX-F<	3 WSNE-F	WHJY-F<	WHJY-F<	3 WPLM-AF	3 WHJY-F	3 WWLI-F<	WHJJ	3 WWKX-F	3 WBZ
4	4 WSNE-F>	4 WWBB-F	4 WWBB-F	4 WWBB-F<	4 WWLI-F<	4 WSNE-F<	4 WSNE-F	4 WSNE-F	4 WPRO	4 WHJJ
5	5 WWLI-F	5 WWLI-F	5 WWLI-F>	5 WPRO-F	5 WWBB-F	5 WHJJ	5 WWBB-F<	5 WWLI-F	5 WWRX-F	5 WHJY-F
6	6 WWKX-F	6 WWRX-F	6 WWRX-F	6	6 WSNE-F	6 WHJJ	6 WWBB-F	6 WSNE-F	6 WWRX-F	6 WWRX-F
7	7	7	7	7	7 WLKW	7 WWBB-F	7	7 WWRX-F	7 WWBB-F	7 WPRO-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F>	1 WPRO-F	1 WSNE-F>	1 WSNE-F<	1 WSNE-F>	1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>
2 WHJY-F>	2 WSNE-F	2 WPRO-F	2 WPRO-F>	2 WWLI-F	2 WPRO-F	2 WWRX-F	2 WWRX-F	2 WPRO-F<	2 WWBB-F<
3 WWKX-F	3 WHJY-F>	3 WHJY-F	3 WWLI-F	3 WPRO-F	3 WWRX-F>	WPRO-F>	3 WPRO-F>	3 WWRX-F	3 WSNE-F
4 WWRX-F	4 WWRX-F	4 WWLI-F>	4 WHJY-F	4 WWBB-F>	4 WAAF-F	4 WAAF-F	4 WSNE-F	4 WWBB-F	4 WWRX-F
5 WSNE-F	5 WWLI-F	5 WWBB-F	5 WWBB-F	5 WHJY-F	5 WWKX-F	5 WSNE-F	5	5 WSNE-F	5 WPRO-F
6 WFHN-F	6 WFHN-F	6 WWRX-F	6	6	6	6 WWKX-F	6	6 WWLI-F	6 WWLI-F
	7 WWKX-F	WFHN-F							

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		360 (5)	360 (5)	16.4	17.3	WALE 990 Providence	1.0/2.9/ 24/ 370		
AOR/CLASSIC		452 (7)	452 (7)	20.6	18.6	WARV 1590 Warwick/Prvdnce	0.5/1.4/ 12/ 186		
AC/OLDIES/SOFT ROCK		388 (6)	388 (6)	17.7	25.9	WBSM 1420 New Bedford	1.7/2.8/ 51/ 447		
MOR/VARIETY					2.0	WHIM 1110 Providence	1.5/4.3/ 37/ 556		
COUNTRY	37 (1)	81 (1)	118 (2)	5.4	6.5	WNBH 1340 New Bedford	0.5/2.0/ 16/ 316		
BLACK/URBAN					4.1	WNRI 1380 Woonsocket	0.9/1.7/ 22/ 219		
BEAUTIFUL/EASY	78 (1)	139 (1)	217 (2)	9.9	1.5	WOTB-F 100.3 Middletown/Prov	0.4/2.4/ 10/ 304		
NEWS/TALK	448 (10)		448 (10)	20.4	14.3				
NOSTALGIA	16 (2)	92 (1)	108 (3)	4.9	4.2	WAAF-F 107.3 Worcester/Bstn	1.7/4.8/ 68/1095		
RELIGION/GOSPEL						WBCN-F 104.1 Boston	0.8/4.0/ 79/1329		
SPANISH						WBMX-F 98.5 Boston	1.0/3.5/ 44/ 953		
CLASSICAL		22 (1)	22 (1)	1.0	0.5	WBOS-F 92.9 Brookline/Bstn	1.0/2.7/ 43/ 575		
JAZZ/NEW AGE		38 (2)	38 (2)	1.7	0.8	WBZ 1030 Boston	1.7/6.5/ 94/1577		
UNKNOWN/OTHERS	12 (1)	29 (3)	41 (4)	1.9	4.4	WCDJ-F 96.9 Boston	1.2/2.6/ 35/ 523		
						WCIB-F 101.9 Falmouth/Hyanns	0.3/1.6/ 26/ 550		
						WCRB-F 102.5 Waltham/Boston	0.9/3.3/ 33/ 684		
						WEEI 590 Boston	0.4/2.2/ 31/ 727		
						WFAN 660 New York	0.4/2.1/ 59/ 836		
						WHDH 850 Boston	0.7/2.6/ 49/ 833		
						WMJX-F 106.7 Boston	0.3/2.2/ 43/ 721		
						WPLM 1390 Plymouth/Boston	0.1/0.0/ 0/ 0		
						WQGN-F 105.5 Groton	0.4/0.7/ 49/ 762		
						WRKO 680 Boston	0.6/2.0/ 72/ 918		
						WVBF-F 105.7 Framington	1.0/2.7/ 49/ 788		
						WVVE-F 102.3 Stonington	0.5/0.8/ 21/ 420		
						WXKS-F 107.9 Medford/Boston	0.4/4.0/ 54/1333		
						WZLX-F 100.7 Boston	0.9/4.3/ 36/ 865		
						WZOU-F 94.5 Boston	0.5/5.1/ 62/1677		

PROVIDENCE

RADIO STATIONS

WHIM, 1110, 5 KW (DAYS)	, COUNTRY	CBS, \$ 24.00 (Ourpetti)	
WHJJ, 920, 5 KW (DA-N)	, NEWS/TALK	NBC, \$ 51.00 (Katz)	Merv Griffin
WPRO, 630, 5 KW (DA-N)	, NEWS/TALK	ABC, \$ 70.00 (Banner)	Capital Cities/ABC
WBRU-F, 95.5, 20 KW @ 440, AOR		APR, \$ 44.00 (MMR)	
WCCTK-F, 98.1, 47 KW @ 510, COUNTRY		, \$ 30.00 (Torbet)	Hall (NEW BEDFORD, MA)
WHJY-F, 94.1, 50 KW @ 440, AOR		, \$ 90.00 (Katz)	Merv Griffin
WPRO-F, 92.3, 39 KW @ 553, CHR		ABC, \$ 107.00 (Banner)	Capital Cities/ABC
WSNE-F, 93.3, 30 KW @ 619, AC		, \$ 71.00 (Eastman)	Beck-Ross
WNBB-F, 101.5, 14 KW @ 950, OLDIES		, \$ 62.00 (McGuild)	Wilks-Schwartz
WWKX-F, 106.3, 1 KW @ 518, BLACK		UNIPWR, \$ 39.00 (Christal)	
WWLI-F, 105.1, 50 KW @ 500, SOFT AC		, \$ 69.00 (McGuild)	Zimmerman
WWRX-F, 103.7, 37 KW @ 568, CLASSIC AOR		CNN, \$ 40.00 (Ourpetti)	

RALEIGH

Arbitron Rank/Pop (12+): 61/645,800
 MSA Rank/Pop: 69/707,000
 Average Person Ratings: 15.3
 Market TSL: 20.25 hours

Stations: 30/24
 Diaries: 1017/635:1/52.2%
 Sample Target: 1050
 % Below Line: 4.3
 % Not Listed: 19.7

1991 Revenue: \$26,300,000
 HH Inc.: \$34,902
 Retail \$: 6.4 Bill
 Pop per Station: 26,908
 #1 Biller: WRDU-F \$5,250,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WQOK-F (B)	100/10.2	10.1	7.5	11.1	10.7	9.7	157/1799	1076/16.7	16.3	17.7	13.2	149	1590
2. WRAL-F (AC)	80/ 8.1	9.2	7.0	6.7	7.2	7.8	166/2813	1420/22.0	20.5	19.4	8.8	100	1317
3. WPTF (FS)	74/ 7.5	9.4	8.6	8.5	6.7	8.5	110/1723	1151/17.8	15.2	15.2	6.6	75	1170
4. WRDU-F (CL AOR)	71/ 7.2	8.1	9.3	7.4	9.0	8.0	142/2253	1242/19.2	18.8	19.3	9.0	102	1554
5. WQDR-F (C)	61/ 6.2	5.5	6.3	6.3	7.0	6.1	155/2318	958/14.8	12.9	13.1	6.5	73	939
6. WDCG-F (CMR)	57/ 5.8	7.7	6.9	7.9	7.0	7.1	123/2318	1114/17.2	20.0	19.9	9.3	105	1446
7. WYLT-F (SAC)	52/ 5.3	4.0	5.0	4.6	4.9	4.7	78/1229	888/13.8	13.4	13.3	3.1	35	548
WTRG-F (O)	52/ 5.3	3.9	5.1	3.0	5.4	4.3	127/2009	933/14.4	14.6	15.6	2.2	25	644
9. WFXC-F (B)	44/ 4.5	5.3	4.7	4.1	5.5	4.7	44/722	653/10.1	11.2	10.7	6.6	75	826
10. WZZU-F (CL AOR)	37/ 3.8	3.7	2.7	3.2	2.7	3.3	63/1282	827/12.8	9.9	10.7	3.6	41	817
11. WLLE (B)	26/ 2.6	2.1	2.9	3.2	2.4	2.7	29/342	327/ 5.1	5.7	6.5	1.5	17	366
12. WKIX (BB)	19/ 1.9	1.0	1.7	2.2	1.4	1.7	20/339	286/ 4.4	3.2	5.0	1.3	15	321
13. WPCM-F (C)	16/ 1.6	3.1	1.6	1.7	1.0	2.0	77/1268	427/ 6.6	4.8	4.2	1.2	14	315
14. WNND-F (J/NA)	15/ 1.5	2.1	2.4	1.2	2.0	1.8	17/360	338/ 5.2	5.8	5.4	2.7	31	471
15. WDNC (BB)	12/ 1.2	1.6	2.1	2.4	1.3	1.8	12/336	309/ 4.8	6.2	4.2	1.4	16	279

12+ FM SHARE (METRO): 78.63% (622 of 791) (FAL 90: 80.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WDCG-F	1 WQOK-F	1 WQOK-F	1 WRAL-F	1 WRAL-F	1 WPTF	1 WRAL-F	1 WRAL-F	1 WQOK-F	1 WQOK-F	1 WQOK-F
2 WQOK-F	2 WRDU-F	2 WRDU-F	2 WQOK-F	2 WQOK-F	2 WRAL-F	2 WQOK-F	2 WPTF	2 WRDU-F	2 WDCG-F	2 WPTF
3	3 WRAL-F	3 WRAL-F	3 WRDU-F	3 WRDU-F	3 WYLT-F	3 WPTF	3 WQOK-F	3 WRAL-F	3 WRDU-F	3 WFXC-F
4	4 WDCG-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4 WTRG-F	4 WRDU-F	4 WRDU-F	4 WQDR-F	4 WFXC-F	4
5	5 WQDR-F	5 WYLT-F	5 WYLT-F	5 WYLT-F	5 WQDR-F	5 WQDR-F	WQDR-F	5 WPTF	5 WRAL-F	5
6	6 WZZU-F	WQDR-F	6 WPTF	WPTF	6 WQOK-F	6 WYLT-F	6 WYLT-F	6 WTRG-F	6 WYLT-F	6
7	7	WDCG-F	7	7	7	7	WTRG-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQOK-F	1 WQOK-F	1 WRAL-F	1 WQOK-F	1 WRAL-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F	1 WRDU-F
2 WDCG-F	2 WRDU-F	2 WRDU-F	2 WRAL-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WQOK-F	2 WPTF
3 WRDU-F	WRAL-F	WQOK-F	3 WYLT-F	3 WYLT-F	3 WQDR-F	3 WRAL-F	3 WRAL-F	3 WRAL-F	3 WQOK-F
4 WFXC-F	4 WDCG-F	4 WQDR-F	4 WRDU-F	4 WTRG-F	4 WZZU-F	4 WZZU-F	4 WZZU-F	4 WZZU-F	4 WRAL-F
5 WYLT-F	5 WFXC-F	WFXC-F	5 WFXC-F	5 WFXC-F	WRAL-F	5 WQDR-F	5 WDCG-F	5 WPTF	5 WTRG-F
6	6 WQDR-F	WDCG-F	6 WTRG-F	6 WRDU-F	6	6 WDCG-F	6	6 WTRG-F	6 WZZU-F
7	7	7	WDCG-F	WQDR-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA TSA
TOP 40/CHR/CONTEMP		57 (1)	57 (1)	7.2	10.2	WAUG 750	New Hope/Ralgh 0.4/1.7/ 5/ 117	
AOR/CLASSIC		112 (3)	112 (3)	14.2	16.1	WCML 1360	Chapel Hill 0.6/2.6/ 6/ 180	
AC/OLDIES/SOFT ROCK		136 (3)	136 (3)	17.2	21.1	WCLY 1550	Raleigh 0.5/1.6/ 5/ 114	
MOR/VARIETY	74 (1)		74 (1)	9.4	7.6	WDUR 1490	Durham/Raleigh 0.4/1.3/ 5/ 111	
COUNTRY	4 (1)	86 (3)	90 (4)	11.4	12.1	WKTC-F 96.9	Tarboro/Rcky Mt 0.9/3.0/ 72/1063	
BLACK/URBAN	34 (3)	162 (5)	196 (8)	24.8	20.7	WPJL 1240	Raleigh 0.5/2.0/ 6/ 139	
BEAUTIFUL/EASY	4 (1)	54 (2)	58 (3)	7.3		WSRC 1410	Durham 0.6/1.0/ 8/ 77	
NEWS/TALK						WTIK 1310	Durham 0.4/1.1/ 4/ 68	
NOSTALGIA	31 (2)		31 (2)	3.9	2.6			
RELIGION/GOSPEL	16 (3)		16 (3)	2.0	3.2	WJMH-F 102.1	Reidsville 0.8/3.5/ 25/ 549	
SPANISH						WKRR-F 92.3	Asheboro 0.4/5.0/ 38/ 817	
CLASSICAL						WQMG-F 97.1	Greensboro 0.5/3.0/ 20/ 481	
JAZZ/NEW AGE		15 (1)	15 (1)	1.9	1.7	WQSH-F 98.1	Fayetteville 0.4/2.0/ 37/ 771	
UNKNOWN/OTHERS	6 (1)		6 (1)	0.8	4.8	WZFX-F 99.1	Whiteville 0.5/1.6/ 140/1238	
	169 (12)	622 (18)	791 (30)					

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2), NOSTALGIA	CBS, \$ 23.00 (Christal)	
WDUR, 1490, 1 KW, GOSPEL	NBN, \$ 16.00 (Eastman)	Pinnacle
WLLE, 570, 500 W/55 W, BLACK	SBN, \$ 18.00 (Spcl Mkts)	
WPTF, 680, 50 KW (DA-N), MOR/FULL SER.	ABC,CNN, \$ 65.00 (McGuild)	Durham Life
WDCG-F, 105.1, 100 KW @ 1041, CHR	ABC, \$ 60.00 (Christal)	
WFXC-F, 107.1, 1.2 KW @ 500, BLACK	\$ 32.00 (Eastman)	Pinnacle
WNND-F, 103.9, 1.5 KW @ 451, JAZZ/NAC	\$ 27.00 (Banner)	(FUQUAY)
WQDR-F, 94.7, 100 KW @ 1127, COUNTRY	ABC, UNIULT, \$ 70.00 (McGuild)	Durham Life
WQOK-F, 97.5, 100 KW @ 981, BLACK	ABC, \$ 42.00 (Durpettl)	Ragan Henry (S BOSTON)
WRAL-F, 101.5, 100 KW @ 1889, AC	\$ 96.00 (Katz)	Capitol-Goodman
WRDU-F, 106.1, 100 KW @ 1350, AOR	SOURCE, \$ 97.00 (MHR)	Voyager
WTRG-F, 100.7, 100 KW @ 1967, OLDIES	NBC CBS, \$ 50.00 (MNWH)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F, 96.1, 100 KW @ 985, SOFT AC	UNISUP, UNIPWR, \$ 45.00 (CBS)	Universal/Alchemy
WZZU-F, 93.9, 100 KW @ 1269, CHR	ABC, \$ 37.00 (Torbet)	Village (BURLINGTON)

RENO

Arbitron Rank/Pop (12+): 136/256,800
 MSA Rank/Pop: 174/250,000
 Average Person Ratings: 15.8
 Market TSL: 21.00 hours

Stations: 20/19
 Diaries: 660/389:1/52.5%
 Sample Target: 690
 % Below Line: 0.5
 % Not Listed: 12.8

1991 Revenue: \$8,700,000
 HH Inc.: \$33,182
 Retail \$: 2.8 Bil
 Pop per Station: 13,515
 #1 Biller: KWNZ-F \$1,400,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KWNZ-F (CHR)	45/11.1	14.4	12.7	10.3	10.8	----	58/865	631/24.6	26.6	28.1	15.3	65	673	KWNZ-F
2. KBUL-F (C)	36/ 8.8	10.0	6.4	8.0	6.3	----	56/784	529/20.6	18.4	17.5	12.2	52	439	KBUL-F
3. KTHX-F (AOR)	35/ 8.6	4.2	4.8	2.8	5.1	----	42/347	274/10.7	8.7	10.1	5.4	23	232	KTHX-F
4. KOZZ-F (AOR)	33/ 8.1	9.1	6.8	10.3	8.4	----	51/666	439/17.1	20.8	19.1	8.5	36	431	KOZZ-F
KNEV-F (EZ)	33/ 8.1	4.2	8.0	5.3	8.7	----	40/525	380/14.8	11.5	13.4	5.9	25	267	KNEV-F
6. KOH (H/T)	32/ 7.9	9.5	9.1	7.6	5.3	----	38/522	378/14.7	16.9	15.7	5.9	25	303	KOH
7. KRNO-F (SAC)	28/ 6.9	8.2	8.2	10.1	8.9	----	40/505	382/14.9	18.6	19.0	6.4	27	287	KRNO-F
8. KODS-F (O)	24/ 5.9	6.2	10.7	9.2	9.9	----	31/641	425/16.5	17.1	21.5	6.4	27	366	KODS-F
9. KZAK-F (AOR)	19/ 4.7	2.7	2.3	1.4	1.4	----	30/309	223/ 8.7	6.4	5.4	7.5	32	250	KZAK-F
10. KHIT-AF (C)	17/ 4.1	2.0	4.3	4.6	7.0	----	40/511	345/13.4	8.1	10.8	2.4	10	175	KHIT-AF
11. KROW (C)	16/ 3.9	2.9	4.3	6.0	4.8	----	27/507	322/12.5	9.3	11.1	1.2	5	118	KROW
12. KRZQ-F (AOR)	11/ 2.7	4.2	5.0	9.0	4.8	----	13/307	266/10.4	12.6	13.4	3.8	16	235	KRZQ-F
13. KKMR-F (AOR)	9/ 2.2	4.7	2.3	3.9	1.7	----	10/161	156/ 6.1	10.2	7.3	1.9	8	143	KKMR-F
14. KQLO (O)	7/ 1.7	2.2	1.4	1.1	1.7	----	10/234	167/ 6.5	6.8	4.6	1.9	8	96	KQLO

12+ FM SHARE (METRO): 82.54% (293 of 355) (FAL 90: 81.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KWNZ-F >>	1 KOZZ-F	1 KTHX-F	1 KTHX-F >	1 KTHX-F >	1 KNEV-F	1 KWNZ-F	1 KWNZ-F	1 KWNZ-F	1 KWNZ-F	1 KOH >
2	2 KWNZ-F	2 KOZZ-F	2 KOZZ-F	2 KOZZ-F	2 KOH <	2 KOH <	2 KNEV-F <	KTHX-F	2 KTHX-F >	2 KODS-F >
3	3 KTHX-F >	3 KWNZ-F	3 KWNZ-F	3 KRNO-F	3 KBUL-F >	3 KBUL-F	3 KOZZ-F	3 KBUL-F <	3 KNEV-F	3 KWNZ-F
4	4 KZAK-F	4 KRNO-F	KODS-F	4 KWNZ-F	4 KTHX-F	4 KNEV-F	4 KBUL-F	4 KOZZ-F	4 KOZZ-F	KOZZ-F
5	KRNO-F	5 KODS-F	5 KBUL-F	5 KRNO-F	5 KRNO-F	5 KOZZ-F	5 KTHX-F <	KNEV-F	KBUL-F	KNEV-F
6	6	KBUL-F	6 KRNO-F	6 KODS-F	KODS-F	6	6 KOH	6 KRNO-F	6 KOH	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWNZ-F	1 KOZZ-F	1 KOZZ-F	1 KWNZ-F	1 KRNO-F	1 KOZZ-F >	1 KOZZ-F	1 KTHX-F >	1 KTHX-F	1 KTHX-F >
KOZZ-F	2 KWNZ-F >	2 KWNZ-F	2 KTHX-F	2 KWNZ-F	2 KZAK-F	2 KTHX-F	2 KOZZ-F	2 KOZZ-F >	2 KOZZ-F
3 KZAK-F	3 KRNO-F	3 KTHX-F	KRNO-F	KTHX-F	KWNZ-F >	3 KWNZ-F >	3 KWNZ-F >	3 KWNZ-F	3 KODS-F
KRNO-F	4 KTHX-F	4 KRNO-F	KOZZ-F	4 KBUL-F	4 KRZQ-F	4 KZAK-F	4 KRZQ-F	4 KODS-F	4 KOH
5	5 KBUL-F	KBUL-F >	5 KBUL-F	5 KOZZ-F	5	KRZQ-F	KBUL-F	5 KZAK-F	KBUL-F
6	6	6 KODS-F	6	6 KODS-F	6	6	6	6 KBUL-F	6 KWNZ-F

FORMATS	AM	FM	TOTAL	%	FAL 90	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		45 (1)	45 (1)	12.7	20.1	KCBN 1230 Reno	0.5/4.7/	2/	121
AOR/CLASSIC	2 (1)	107 (5)	109 (6)	30.7	16.1	KOZZ 1450 Reno	0.5/2.8/	3/	86
AC/OLDIES/SOFT RCK	7 (1)	26 (2)	33 (3)	9.3	23.4	KPTL 1300 Carson City	0.5/1.7/	3/	55
MOR/VARIETY					1.0	KZSR-F 92.9 Reno	0.5/3.2/	2/	123
COUNTRY	17 (2)	52 (2)	69 (4)	19.4	17.2				
BLACK/URBAN						KZFF-F 102.9 SL Tahoe	0.5/1.9/	4/	74
BEAUTIFUL/EASY		61 (2)	61 (2)	17.2	9.1				
NEWS/TALK	34 (2)		34 (2)	9.6	10.4				
NOSTALGIA									
RELIGION/GOSPEL									
SPANISH									
CLASSICAL									
JAZZ/NEW AGE					2.6				
UNKNOWN/OTHERS	2 (1)	2 (1)	4 (2)	1.1					
	52 (7)	293 (13)	355 (20)						

RENO

RADIO STATIONS

KOH , 630, 5 KW/1 KW (DA-N), News/Talk	CBS ABC, \$24.00 (Katz)	
KOZZ , 1450, 1 KW , AOR	, \$11.00 (HNWH)	Lotus
KPLY , 1270, 5 KW (DA-1) , Talk	ABC MBS, \$12.00 (Durpetti)	(SPARKS)
KQLO , 920, 5 KW/1 KW (DA-N), Nostalgia	, \$11.00 (McGuild)	Pacific Telecom
KROW , 780, 50 KW (DA-1) , Country	ABC, \$20.00 (Eastman)	John Price
KBUL-F, 98.1, 76 KW @ 2275 , Country	MBS, \$23.00 (Christal)	(CARSON CITY)
KHIT-F, 104.5, 25 KW @ 2930 , Country	SMN, \$20.00 (Durpetti)	
KZAK-F, 100.1, .8 KW @ 2956 , AOR	, \$13.00 (Eastman)	(INCLINE VILLAGE)
KNEV-F, 95.5, 59 KW @ 2270 , EZ	, \$21.00 (Eastman)	John Price
KODS-F, 103.7, 6 KW @ 2965 , Oldies	, \$30.00 (CBS)	Americom-Quinn (CARNELIAN BAY)
KOZZ-F, 105.7, 75 KW @ 2120 , AOR	SOURCE, \$34.00 (HNWH)	Lotus
KRNO-F, 106.9, 70 KW @ 2214 , Soft AC	, \$38.00 (Torbet)	Roth
KKMR-F, 100.9, 1 KW @ 800 , Classic AOR	, \$19.00 (K & P)	(SPARKS)
KRZQ-F, 96.5, .9 KW @ 2965 , AOR	, \$27.00 (MMR)	(TAHOE CITY)
KTHX-F, 101.7, 1.3 KW @ 425 , AOR	, \$18.00 (Katz)	
KWNZ-F, 97.3, 87 KW @ 2112 , CHR	, \$32.00 (McGuild)	Pacific Telecom (CARSON CTY)

Miscellaneous: KIIQ-F changes to KHIT-F (Aug)... KONE changes to KOZZ and format from Country to AOR (Dec)... KNEV-F sold by Price for \$300,000... KBUL-F sold to Citadel for \$1,300,000 (Blackburn)...

RICHMOND

Arbitron Rank/Pop (12+): 55/736,100
 MSA Rank/Pop: 62/861,000
 ADI # 60
 Average Person Ratings: 16.4
 Market TSL: 21.75 hours

Stations: 20/19
 Diaries: 1240/594:1/52.8%
 Sample Target: 1160
 % Below Line: 0.9
 % Not Listed: 14.4

1991 Revenue: \$27,500,000
 HH Inc.: \$36,708
 Retail \$: 7.3 Btl
 Pop per Station: 38,742
 #1 Biller: WRVA \$4,400,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUHE RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WRVA (FS)	148/12.2	10.5	11.3	11.7	12.2	11.4	164/1999	1789/24.3	23.2	22.9	10.3	132	1384	WRVA
2. WCDX-F (B)	130/10.7	11.4	9.9	9.1	9.9	10.3	133/1310	1207/16.4	17.4	16.9	14.1	181	1434	WCDX-F
3. WKHK-F (C)	129/10.7	10.5	11.2	9.7	9.7	10.5	155/1778	1471/20.0	21.0	17.9	12.9	165	1486	WKHK-F
4. WRVQ-F (CHR)	113/ 9.3	9.0	9.7	9.6	10.5	9.4	134/2068	1729/23.5	25.5	24.0	9.2	118	2111	WRVQ-F
5. WTVR-F (EZ)	84/ 6.9	6.5	7.4	6.6	6.8	6.8	103/1386	1150/15.6	13.4	14.9	2.2	28	577	WTVR-F
6. WRXL-F (AOR)	78/ 6.4	9.3	10.3	9.8	12.5	8.9	82/1532	1367/18.6	19.7	21.6	10.3	132	1816	WRXL-F
7. WPLZ-F (B)	74/ 6.1	8.1	6.1	8.2	6.8	7.1	92/1283	988/13.3	15.0	14.2	8.7	112	1134	WPLZ-F
8. WMXB-F (AC)	65/ 5.4	6.2	6.8	6.0	5.3	6.1	85/1360	1139/15.5	16.7	15.1	4.3	55	870	WMXB-F
9. WVGO-F (CL AOR)	52/ 4.3	3.7	3.3	3.7	4.5	3.8	55/892	840/11.4	11.4	11.7	4.7	60	1008	WVGO-F
10. WDCK-F (O)	48/ 4.0	3.2	3.6	2.9	2.1	3.4	61/1312	1084/14.7	11.8	6.3	3.8	49	761	WDCK-F
11. WFTH (G)	19/ 1.6	0.7	0.6	1.4	1.2	1.1	19/175	175/ 2.4	1.6	1.9	0.5	6	163	WFTH
12.														
13.														

12+ FM SHARE (METRO): 76.35% (791 of 1036) (FAL 90: 77.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WKHK-F	1 WRVA	1 WRVA	1 WKHK-F	1 WKHK-F	1 WCDX-F	1 WRVA
2 WCDX-F	2 WRXL-F	2 WKHK-F	2 WKHK-F	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WRVA	2 WCDX-F	2 WRVA	2 WCDX-F
3	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WTVR-F	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WPLZ-F	3 WPLZ-F
4	4 WPLZ-F	4 WRXL-F	4 WMXB-F	4 WMXB-F	4 WCDX-F	4 WCDX-F	4 WRVA	4 WMXB-F	4 WRVQ-F	4 WRVQ-F
5	5 WKHK-F	5 WPLZ-F	5 WPLZ-F	5 WRVA	5 WRVQ-F	5 WRXL-F	5 WTVR-F	5 WTVR-F	5 WTVR-F	5
6	6 WMXB-F	6 WMXB-F	6 WVGO-F	6 WPLZ-F	6 WDCK-F	6 WMXB-F	WCDX-F	6 WRXL-F	6 WRXL-F	6
7	7 WVGO-F	7	7 WRXL-F	7 WVGO-F	7	7 WTVR-F	7 WRXL-F	7 WPLZ-F	7 WKHK-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WRVQ-F	1 WRXL-F	1 WRXL-F	1 WCDX-F	1 WCDX-F	1 WKHK-F
2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	2 WRVQ-F	WKHK-F	2 WCDX-F	2 WCDX-F	2 WRXL-F	2 WRXL-F	2 WCDX-F
3 WRXL-F	3 WPLZ-F	WPLZ-F	3 WKHK-F	WCDX-F	3 WRVQ-F	3 WRVQ-F	3 WRVQ-F	3 WKHK-F	3 WRXL-F
4 WPLZ-F	4 WMXB-F	4 WMXB-F	4 WPLZ-F	4 WRVA	WPLZ-F	WKHK-F	WKHK-F	4 WRVQ-F	WRVQ-F
5 WAFX-F	WKHK-F	WKHK-F	5 WMXB-F	5 WMXB-F	WKHK-F	5 WVGO-F	5 WVGO-F	5 WVGO-F	5 WVGO-F
WMXB-F	6 WRXL-F	6 WVGO-F	6 WRXL-F	6 WPLZ-F	6 WVGO-F	WPLZ-F	WMXB-F	6 WPLZ-F	6 WMXB-F
WKHK-F	7	7	7	7 WTVR-F	7	7	7 WPLZ-F	7 WMXB-F	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUHE
TOP 40/CHR/CONTEMP		113 (1)	113 (1)	10.9	10.6	WANT 990 Richmond	1.1/3.2/ 13/ 239
AOR/CLASSIC		141 (3)	141 (3)	13.6	11.3	WCLM 1450 Highland/Rchmd	0.4/1.1/ 5/ 80
AC/OLDIES/SOFT ROCK		113 (2)	113 (2)	10.9	15.4	WDYL-F 92.1 Chester/Richmd	0.6/3.3/ 7/ 247
MOR/VARIETY	148 (1)		148 (1)	14.3	13.9	WGCY 1240 Petersburg	1.2/2.7/ 16/ 214
COUNTRY	13 (1)	129 (1)	142 (2)	13.7	11.3	WLEE 1320 Richmond	1.4/2.4/ 17/ 175
BLACK/URBAN	13 (1)	204 (2)	217 (3)	20.9	21.3	WRBN 1540 Richmond	0.4/1.3/ 5/ 119
BEAUTIFUL/EASY		84 (1)	84 (1)	8.1	8.9	WTVR 1380 Richmond	0.8/3.7/ 11/ 291
NEWS/TALK	22 (2)		22 (2)	2.1		WXGI 950 Richmond	1.1/3.0/ 14/ 231
NOSTALGIA	10 (1)		10 (1)	1.0	0.9		
RELIGION/GOSPEL	34 (2)	7 (1)	41 (3)	4.0	3.1	WAFX-F 106.9 Suffolk/Norfolk	0.9/4.2/ 23/ 493
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	5 (1)		5 (1)	0.5	3.3		
	245 (9)	791 (11)	1036 (20)				

RADIO STATIONS

WANT, 990, 1 KW/16 W	, BLACK	NBN, \$ 15.00 (---)	
WFTH, 1590, 5 KW (DAYS)	, RELIGION	UNIULT, \$ 15.00 (---)	
WRNL, 910, 5 KW (DA-N)	, OLDIES	MBS, \$ 18.00 (Katz)	Capitol-Goodman
WRVA, 1140, 50 KW (DA-1)	, MOR/FULL SER.	CBS, \$ 107.00 (Christal)	Edens
WTVR, 1380, 5 KW (DA-2)	, NOSTALGIA	ABC, \$ 20.00 (MMR)	Park
WCDX-F, 92.7, 2.3 KW @ 369,	BLACK	, \$ 44.00 (MMR)	Sinclair (MECHANICSVILLE)
WDYL-F, 92.1, 3 KW @ 328,	RELIGION	, \$ 15.00 (---)	(CHESTER)
WKHK-F, 95.3, 13 KW @ 449,	COUNTRY	UNIULT, \$ 49.00 (Banner)	ABS (COLONIAL HGTS)
WMXB-F, 103.7, 20 KW @ 840,	AC	APR, \$ 77.00 (Banner)	Radio Ventures
WPLZ-F, 99.3, 3 KW @ 328,	BLACK	UNIPWR, \$ 55.00 (McGuild)	Paco-Jon
WDCK-F, 96.5, 50 KW @ 492,	OLDIES	, \$ 30.00 (HNWH)	Keymarket (WILLIAMSBURG)
WRVQ-F, 94.5, 200 KW @ 350,	CHR	ABC, \$ 101.00 (Christal)	Edens
WRXL-F, 102.1, 140 KW @ 322,	AOR	, \$ 97.00 (Katz)	Capitol-Goodman
WTVR-F, 98.1, 50 KW @ 840,	EZ	ABC, \$ 42.00 (MMR)	Park
WVGO-F, 106.5, 8 KW @ 1234,	AOR	ABC, \$ 38.00 (Torbet)	

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 28/1,297,500
 MSA Rank/Pop: 11/2,440,000
 Los Angeles ADI
 Average Person Ratings: 16.4
 Market TSL: 22.00 hours

Stations: 41/16
 Diaries: 1378/942:1/47.0%
 Sample Target: 1420
 % Below Line: 49.0
 % Not Listed: 10.7

1991 Revenue: \$18,000,000
 HM Inc.: \$36,090
 Retail \$: 16.9 Bill
 Pop per Station: 81,093
 #1 Biller: KFRG-F \$4,500,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFRG-F (C)	244/11.5	10.1	8.3	6.8	7.6	9.2	296/3097	2452/18.9	20.2	14.9	9.1	195	2755	KFRG-F
2. KGGI-F (CHR)	193/ 9.1	7.3	9.3	6.7	7.5	8.1	253/3725	2873/22.1	22.9	21.8	12.0	258	3350	KGGI-F
3. KLOS-F (AOR)	130/ 6.1	4.4	5.1	5.0	4.7	5.2	230/3099	1924/14.8	12.6	11.1	7.6	162	1793	KLOS-F
4. KFI (T)	116/ 5.5	5.8	5.7	5.6	5.3	5.7	167/2181	1470/11.3	11.3	11.8	5.3	114	1411	KFI
5. KOST-F (AC)	111/ 5.2	4.5	5.0	4.9	6.0	4.9	174/2877	1853/14.3	13.1	14.5	3.9	83	1456	KOST-F
6. KDUO-F (EZ)	101/ 4.7	3.4	4.5	6.5	7.0	4.8	156/1860	1267/ 9.8	9.7	12.3	3.5	75	664	KDUO-F
7. KRTH-F (O)	78/ 3.7	3.4	4.0	4.4	3.8	3.9	107/2212	1595/12.3	12.3	10.4	2.9	62	1181	KRTH-F
8. KIIS-F (CHR)	68/ 3.2	3.3	2.5	2.8	3.9	3.0	107/2562	1720/13.2	10.8	14.3	4.7	101	2206	KIIS-F
9. KQLZ-F (AOR)	59/ 2.8	2.1	1.6	4.0	4.6	2.6	102/1768	975/ 7.5	8.0	10.5	2.8	60	1238	KQLZ-F
KCKC (C)	59/ 2.8	2.4	2.3	1.6	2.6	2.3	59/505	463/ 3.6	4.2	3.7	1.1	24	298	KCKC
KCAL-F (AOR)	59/ 2.8	3.1	3.5	3.1	3.5	3.1	109/1674	1269/ 9.8	7.9	7.6	5.1	109	1372	KCAL-F
12. KNX (N)	57/ 2.7	2.1	2.8	4.5	2.4	3.0	70/1637	1160/ 8.9	9.1	9.3	1.8	39	894	KNX
13. KROQ-F (AOR)	44/ 2.1	2.9	1.9	1.7	1.8	2.2	65/1074	676/ 5.2	6.0	4.1	2.6	56	948	KROQ-F
14. KTWV-F (J/NA)	37/ 1.7	1.1	1.7	1.8	1.3	1.6	56/1063	590/ 4.5	4.4	3.7	1.8	39	867	KTWV-F
KKBT-F (B)	37/ 1.7	2.1	3.1	1.7	1.1	2.2	53/932	761/ 5.9	7.0	4.1	2.8	59	712	KKBT-F

12+ FM SHARE (METRO): 77.89% (1480 of 1900) (FAL 90: 78.54%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KLOS-F<	1 KFRG-F	1 KFRG-F	1 KFRG-F>	1 KFRG-F>	1 KLOS-F	1 KFRG-F>	1 KFRG-F	1 KGGI-F>>	1 KFRG-F
2 KIIS-F>>	2 KGGI-F<	2 KLOS-F	2 KLOS-F	2 KLOS-F	2 KOUO-F	2 KFRG-F	2 KFI	2 KGGI-F>	2 KOST-F	2 KOST-F>>
3	3 KFRG-F>	3 KGGI-F	3 KOST-F	3 KOST-F	3 KFI	3 KGGI-F>	3 KGGI-F	3 KFI	3 KFRG-F	3 KQLZ-F
4	4 KOST-F<	4 KOST-F>	4 KGGI-F	4 KGGI-F	4 KOST-F	4 KFI	4 KOST-F	4 KLOS-F<	4 KQLZ-F	4 KGGI-F
5	5 KCAL-F	5 KFI	5 KFI	5 KFI	5 KCKC <	5 KDUO-F	5 KDUO-F<	5 KOST-F	5 KFI	5 KFI
6	6 KQLZ-F	6	6	6 KRTH-F	6 KNX	6	6 KLOS-F	6	6	6 KLOS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F>>	1 KGGI-F	1 KFRG-F	1 KGGI-F<	1 KFRG-F	1 KLOS-F	1 KLOS-F>	1 KLOS-F	1 KLOS-F	1 KFRG-F
2 KIIS-F	2 KFRG-F	2 KOST-F	2 KFRG-F<	2 KOST-F	2 KGGI-F	2 KFRG-F	2 KFRG-F>	2 KFRG-F>	2 KLOS-F>
3 KQLZ-F	3 KOST-F	3 KGGI-F	3 KOST-F>>	3 KGGI-F>	3 KQLZ-F>	3 KGGI-F>	3 KGGI-F>	3 KGGI-F	3 KFI
KCAL-F	4 KIIS-F	4 KIIS-F	4 KIIS-F	4 KFI	4 KFRG-F	4 KQLZ-F	4 KFI	4 KFI	4 KRTH-F
5 KLOS-F	5 KLOS-F<	5	5 KRTH-F	5 KRTH-F	5 KCAL-F	5 KCAL-F	5 KCAL-F	5 KRTH-F	5 KOST-F
KFRG-F	6 KCAL-F	6	KLOS-F	6	6 KKBT-F	6	6	KCAL-F	KGGI-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		281 (3)	281 (3)	14.8	19.4	KBON-F 103.9 Lake Arrowhead	1.0/4.1/ 24/ 632
AOR/CLASSIC		320 (5)	320 (5)	16.8	14.7	KCAL 1410 Redlands	1.4/3.1/ 31/ 412
AC/OLDIES/SOFT ROCK		311 (7)	311 (7)	16.4	21.5	KDIF 1440 Riverside/SB	1.1/3.0/ 46/ 487
MOR/VARIETY					0.6	KHYE-F 105.7 Hemet	0.5/1.0/ 10/ 136
COUNTRY	59 (1)	284 (3)	343 (4)	18.1	5.2	KLFE 1240 S Bernardino/Rv	0.7/1.4/ 14/ 188
BLACK/URBAN	9 (1)	37 (1)	46 (2)	2.4	2.1	KMEN 1290 San Bernardino	0.4/2.2/ 10/ 304
BEAUTIFUL/EASY		134 (3)	134 (3)	7.1	12.8	KOLA-F 99.9 San Bernardino	1.1/5.4/ 34/ 984
NEWS/TALK	222 (5)		222 (5)	11.7	10.2	KQLH-F 92.7 Riverside	0.7/2.2/ 24/ 356
NOSTALGIA	42 (2)		42 (2)	2.2	1.3	KRSO 590 San Bernardino	1.0/2.9/ 22/ 395
RELIGION/GOSPEL	14 (1)	7 (1)	21 (2)	1.1	0.4	KWRM 1370 Corona/Riversid	0.5/1.3/ 21/ 231
SPANISH	74 (4)	27 (1)	101 (5)	5.3	6.1	KWRP-F 96.1 San Jacinto/Hmt	1.0/2.2/ 21/ 283
CLASSICAL		31 (1)	31 (1)	1.6			
JAZZ/NEW AGE		37 (1)	37 (1)	1.9	3.5	KABC 790 Los Angeles	1.2/3.3/ 34/ 748
UNKNOWN/OTHERS		11 (1)	11 (1)	0.6	2.3	KBIG-F 104.3 Los Angeles	1.4/4.7/ 60/1060
						KCBS-F 93.1 Los Angeles	1.5/4.5/ 48/ 971
						KFWB 980 Los Angeles	0.8/3.6/ 38/ 898
						KKGO-F 105.1 Los Angeles	1.5/3.2/ 41/ 627
						KKLA-F 99.5 Los Angeles	0.3/0.9/ 14/ 224
						KLIT-F 101.9 Glendale/LA	0.6/2.0/ 28/ 475
						KLSX-F 97.1 Los Angeles	1.3/4.9/ 47/1173
						KLVE-F 107.5 Los Angeles	1.3/3.3/ 33/ 527
						KMPC 710 Los Angeles	0.9/1.9/ 26/ 407
						KPWR-F 105.9 Los Angeles	0.9/3.9/ 30/ 866
						KTNQ 1020 Los Angeles	0.4/1.1/ 9/ 146
						KWVE-F 107.9 San Clemente	0.5/1.2/ 16/ 350
						KZLA-F 93.9 Los Angeles	1.4/2.6/ 46/ 606
						XTRA 690 Tijuana/SnDiego	0.3/1.2/ 10/ 233

RIVERSIDE-SAN BERNARDINO

RADIO STATIONS

KCAL, 1410, 5 KW/4 KW (DA-N), HISPANIC		, \$ 23.00 (Lotus)	
KCKC, 1350, 5 KW/500 W (DA-2), COUNTRY		ABC, \$ 32.00 (HNWH)	
KDIF, 1440, 1 KW, HISPANIC		UPI, \$ 25.00 (Katz Hisp.)	
KMEN, 1290, 5 KW (DA-2), SPORTS		, \$ 16.00 (McGuild)	American
KRSO, 590, 1 KW (DA-2), NOSTALGIA	NBC, TALKNT,	\$ 25.00 (Katz)	Henry
KBON-F, 103.9, .4 KW @ 2540, OLDIES		, \$ 26.00 (HNWH)	
KCAL-F, 96.7, 2 KW @ 376, AOR		, \$ 53.00 (Torbet)	Anaheim
KHTX-F, 97.5, 72 KW @ 1570, EZ		, \$ 65.00 (Katz)	Henry
KFRG-F, 95.1, 50 KW @ 320, COUNTRY	ABC, \$ 89.00 (HMR)		Amaturo
KGGI-F, 99.1, 3 KW @ 1530, CHR		, \$ 16.00 (McGuild)	American
KHYE-F, 105.7, .2 KW @ 1024, COUNTRY	ABC, \$ 16.00 (Western)		
KNTF-F, 93.5, 3 KW @ -165, COUNTRY		, \$ 29.00 (---)	
KOLA-F, 99.9, 31 KW @ 1630, OLDIES	ABC, \$ 35.00 (Banner)		
KWDJ-F, 92.7, 3 KW @ 300, COUNTRY	MBS, \$ 32.00 (Banner)		

Miscellaneous: KMEN from Black to Sports (after Fall book)... KDUO-F to KHTX-F and from EZ to Oldies (after Fall book)...

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 96/367,200
 MSA Rank/Pop: 193/380,000 (Roanoke)
 ADI # 65
 Average Person Ratings: 15.7
 Market TSL: 20.75 hours

Stations: 22/19
 Diaries: 837/439:1/60.6%
 Sample Target: 850
 % Below Line: 2.9
 % Not Listed: 15.1

1991 Revenue: \$12,700,000
 HH Inc.: \$31,409
 Retail \$: 3.4 B11
 Pop per Station: 19,326
 #1 Biller: WXLK-F \$2,900,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WXLK-F (CHR)	77/13.3	16.1	15.1	16.3	19.3	15.2	154/2341	1050/28.6	32.0	34.7			WXLK-F
2. WYYD-F (C)	68/11.8	12.1	13.3	12.1	12.1	12.3	114/1339	819/22.3	22.9	22.2			WYYD-F
3. WPVR-F (EZ)	62/10.7	10.3	9.3	10.6	10.6	10.2	95/1135	682/18.6	16.8	21.0			WPVR-F
4. WSLQ-F (AC)	56/ 9.7	10.3	8.0	7.9	8.3	9.0	111/1532	713/19.4	18.3	19.4			WSLQ-F
5. WROV-F (AOR)	49/ 8.5	7.7	10.6	8.1	7.5	8.7	98/1148	675/18.4	19.0	17.9			WROV-F
6. WJLM-F (C)	34/ 5.9	3.4	4.3	3.9	3.8	4.4	41/559	459/12.5	12.1	7.8			WJLM-F
7. WFIR (FS)	31/ 5.4	5.9	4.3	5.1	3.3	5.2	40/558	441/12.0	9.3	8.5			WFIR
8. WGOL-F (O)	21/ 3.6	2.6	2.7	1.9	3.0	2.7	21/270	270/ 7.4	6.2	8.6			WGOL-F
9. WSLC (C)	17/ 2.9	2.4	4.0	3.9	3.2	3.3	29/377	229/ 6.2	7.8	8.0			WSLC
10. WJJS (B)	12/ 2.1	2.4	3.4	3.1	3.2	2.8	12/196	196/ 5.3	6.1	5.6			WJJS

12+ FH SHARE (METRO): 83.47% (409 of 490) (FAL 90: 82.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F >>	1 WXLK-F <	1 WSLQ-F	1 WSLQ-F	1 WSLQ-F	1 WPVR-F >	1 WXLK-F	1 WYYD-F	1 WYYD-F	1 WXLK-F >	1 WPVR-F
2	2 WROV-F <	2 WXLK-F	2 WYYD-F	2 WYYD-F >	2 WYYD-F <	2 WYYD-F	2 WXLK-F	2 WPVR-F	2 WPVR-F >	2 WXLK-F
3	3 WYYD-F >	WROV-F <	3 WROV-F	3 WPVR-F	3 WSLQ-F >	3 WPVR-F	3 WSLQ-F	3 WSLQ-F <	3 WSLQ-F >	3 WYYD-F
4	4 WSLQ-F >	4 WYYD-F >	4 WXLK-F	4 WXLK-F	4 WXLK-F	4 WSLQ-F <	4 WROV-F	4 WPVR-F	4 WYYD-F <	4
5	5 WJLM-F	5 WPVR-F	5 WPVR-F	5 WROV-F	5 WFIR	5 WROV-F	5 WXLK-F	5 WROV-F	5 WROV-F	5
6	6	6 WJLM-F	6	6	6	6	6 WFIR	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F	1 WXLK-F >>	1 WXLK-F	1 WSLQ-F <	1 WSLQ-F >	1 WXLK-F	1 WROV-F	1 WYYD-F	1 WROV-F	1 WYYD-F
2 WROV-F >>	2 WYYD-F	2 WYYD-F	2 WXLK-F >	2 WPVR-F	WROV-F >	2 WYYD-F >	2 WROV-F >>	2 WYYD-F >	2 WROV-F
3 WJLM-F >	3 WROV-F	WSLQ-F >>	3 WYYD-F	3 WXLK-F	3 WJLM-F >	3 WXLK-F	3 WSLQ-F	3 WSLQ-F	3 WSLQ-F >
4 WYYD-F	4 WSLQ-F >	4 WGOL-F >	WPVR-F	4 WYYD-F >	4 WZST-F	WSLQ-F >	4	4 WXLK-F	4 WFIR
5	5 WGOL-F	5 WFIR	5 WJLM-F	5 WJLM-F	WYYD-F	5 WJLM-F	5	WFIR	5 WXLK-F
6	6	6	6 WROV-F	6	WSLQ-F	6	6	6	WPVR-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		94 (3)	94 (3)	19.2	22.7	WBLT 1350 Bedford	0.7/1.3/ 4/ 48
AOR/CLASSIC		52 (2)	52 (2)	10.6	8.5	WLVA 590 Lynchburg	0.3/1.7/ 3/ 68
AC/OLDIES/SOFT ROCK	12 (3)	77 (2)	89 (5)	18.2	14.4	WLYK-F 100.1 Lynchburg	1.2/1.6/ 7/ 60
MOR/VARIETY	31 (1)		31 (1)	6.3	2.2	WROV 1240 Roanoke	1.0/4.8/ 6/ 177
COUNTRY	17 (1)	108 (3)	125 (4)	25.5	24.6	WTOY 1480 Salem/Roanoke	1.2/2.1/ 7/ 78
BLACK/URBAN	19 (2)	14 (2)	33 (4)	6.7	10.8	WTTX-F 107.1 Appomattox	0.3/2.1/ 2/ 90
BEAUTIFUL/EASY		62 (1)	62 (1)	12.7	12.0	WWWR 910 Roanoke	0.3/1.5/ 2/ 56
NEWS/TALK					3.8	WXYU-F 101.7 Lynchburg/Ronke	1.0/3.8/ 6/ 148
NOSTALGIA						WZST-F 102.7 Lynchburg	1.7/5.4/ 21/ 347
RELIGION/GOSPEL		2 (1)	2 (1)	0.4	0.3		
SPANISH						WJMH-F 102.1 Reidsville	1.2/3.3/ 46/ 663
CLASSICAL						WQOK-F 97.5 S.Boston/Ralgh.	1.2/3.4/ 33/ 578
JAZZ/NEW AGE						WVVV-F 104.9 Blacksburg	0.5/1.8/ 4/ 163
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	0.7		
	81 (8)	409 (14)	490 (22)				

RADIO STATIONS

WFIR, 960, 5 KW (DA-N), NEWS/TALK CBS, \$ 15.00 (Christal)
 WJJS, 1320, 1 KW/24 W, BLACK ABC, UNISUP, \$ 15.00 (K & P) (LYNCHBURG)
 WROV, 1240, 1 KW, OLDIES ABC, \$ 13.00 (HNWH) Joyner
 WSLC, 610, 5 KW/1 KW (DA-2), C/FULL SER. NBC, \$ 23.00 (Katz) Mel Wheeler

WGOL-F, 98.3, 3 KW @ 241, OLDIES UNISUP, UNIULT, \$ 13.00 (Roslin) (LYNCHBURG)
 WJLM-F, 93.5, 3 KW @ -83, COUNTRY MBS, UNIULT, \$ 16.00 (Torbet) (SALEM)
 WLYK-F, 100.1, .7 KW @ 645, CHR UNIPWR, CBS, \$ 13.00 (Banner) Coleman (LYNCHBURG)
 WPVR-F, 94.9, 100 KW @ 1980, EZ, \$ 34.00 (Christal)
 WROV-F, 96.3, 14 KW @ 2077, AOR ABC, \$ 31.00 (HNWH) Joyner (MARTINSVILLE)

WSLQ-F, 99.1, 200 KW @ 1990, AC ABC, \$ 40.00 (Katz) Mel Wheeler
 WXLK-F, 92.3, 93 KW @ 2050, CHR UNIPWR, \$ 82.00 (Torbet) Coleman
 WXYU-F, 101.7, 3 KW @ 290, COUNTRY SMN, ABC, \$ 10.00 (K & P) (LYNCHBURG)
 WYYD-F, 107.9, 21 KW @ 1764, COUNTRY MBS, \$ 38.00 (Eastman) (AMMURST)

Miscellaneous: WKZZ-F changes to WLYK-F and format from AC to CHR (Oct)...

ROCHESTER

Arbitron Rank/Pop (12+): 46/830,000
 MSA Rank/Pop: 48/995,000
 ADI # 72
 Average Person Ratings: 16.2
 Market TSL: 21.00 hours

Stations: 18/14
 Diaries: 1407/590:1/54.9%
 Sample Target: 1260
 % Below Line: 2.4
 % Not Listed: 13.0

1991 Revenue: \$23,800,000
 HH Inc.: \$36,263
 Retail \$: 7.9 Bill
 Pop per Station: 59,285
 #1 Biller: WCMF-F \$5,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/SHR	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F (AOR)	218/16.2	19.2	16.6	16.2	15.5	17.1	267/2985	2524/30.4	30.1	25.4	21.1	286	3052	WCMF-F
2. WHAM (FS)	204/15.2	11.7	11.5	15.0	10.0	13.4	226/2759	2470/29.8	25.3	23.4	11.4	154	1933	WHAM
3. WBEE-F (C)	138/10.3	11.8	12.5	10.5	10.6	11.3	156/1705	1474/17.8	20.1	17.9	10.0	136	1368	WBEE-F
4. WPXY-F (CHR)	128/ 9.5	9.7	10.4	9.5	10.5	9.8	134/2381	2167/26.1	26.2	26.6	9.4	127	2499	WPXY-F
5. WRMM-F (SAC)	96/ 7.2	6.0	6.2	6.6	6.1	6.5	101/1868	1740/21.0	21.1	19.2	5.5	74	1042	WRMM-F
6. WVOR-F (AC)	93/ 6.9	5.9	8.6	8.1	7.6	7.4	111/1941	1701/20.5	23.0	22.4	6.3	85	1175	WVOR-F
7. WKLX-F (O)	82/ 6.1	6.5	6.6	4.9	5.5	6.0	92/1660	1475/17.8	16.9	15.7	4.2	57	901	WKLX-F
8. WDKX-F (B)	72/ 5.4	5.2	4.3	4.6	4.9	4.9	72/830	807/ 9.7	8.0	8.0	9.9	134	1592	WDKX-F
9. WBBF (BB)	52/ 3.9	3.5	3.8	2.2	2.2	3.3	52/739	739/ 8.9	7.5	4.5	1.4	19	332	WBBF
10. WZSH-F (EZ)	28/ 2.1	2.4	3.2	3.6	4.5	2.8	37/737	563/ 6.8	7.8	11.1	2.6	35	588	WZSH-F

12+ FM SHARE (METRO): 76.18% (889 of 1167) (FAL 90: 82.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F >>	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >	1 WCMF-F >	1 WHAM >>	1 WCMF-F <	1 WCMF-F	1 WHAM <	1 WHAM	1 WHAM >>
2 WCMF-F	2 WPXY-F >	2 WPXY-F	2 WKLX-F <	2 WBEE-F	2 WBEE-F >	2 WHAM >	2 WHAM >	2 WCMF-F >	2 WCMF-F <	2 WCMF-F
3 WDKX-F	3 WRMM-F	3 WKLX-F <	3 WBEE-F	3 WRMM-F <	3 WVOR-F	3 WBEE-F	3 WBEE-F	3 WPXY-F <	3 WPXY-F >	3 WPXY-F <
4 WBEE-F	4 WVOR-F	4 WRMM-F <	4 WKLX-F	4 WRMM-F	4 WRMM-F	4 WVOR-F <	4 WRMM-F	4 WBEE-F >	4 WBEE-F	4 WDKX-F
5 WVOR-F	5 WRMM-F <	5 WVOR-F	5 WVOR-F	5 WVOR-F <	WCMF-F <	5 WPXY-F	5 WPXY-F <	5 WRMM-F	5 WDKX-F	5 WBEE-F
6	6	6 WBEE-F	6 WPXY-F	6 WHAM	6 WKLX-F	6	6 WKLX-F	6 WVOR-F	6	6
7	7	7	7 WHAM	7 WPXY-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCMF-F	1 WCMF-F	1 WRMM-F	1 WCMF-F	1 WRMM-F >	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >>	1 WCMF-F >>
2 WDKX-F	2 WPXY-F	WCMF-F	2 WRMM-F <	2 WCMF-F <	2 WPXY-F	2 WPXY-F	2 WBEE-F	2 WHAM <	2 WBEE-F
3 WPXY-F >	3 WRMM-F	3 WPXY-F >	3 WPXY-F	3 WVOR-F	3	3 WBEE-F	3 WHAM >	3 WKLX-F	3 WHAM
4 WVOR-F >	4 WVOR-F	4 WBEE-F	4 WVOR-F >	4 WPXY-F	4	4 WHAM	4 WVOR-F	4 WBEE-F	4 WKLX-F >
5 WRMM-F	WDKX-F	5 WVOR-F	5 WKLX-F	5 WKLX-F	5	5 WKLX-F	5 WKLX-F	5 WPXY-F	5 WVOR-F
6	6	6 WKLX-F	WDKX-F	WBEE-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		128 (1)	128 (1)	11.0	16.4	WECQ-F 101.7 Geneva	0.7/0.8/ 11/ 113
AOR/CLASSIC		218 (1)	218 (1)	18.7	18.2	WKQG 1280 Rochester	0.4/1.9/ 6/ 161
AC/OLDIES/SOFT ROCK	6 (1)	85 (3)	191 (4)	16.4	23.8	WRMM 990 Rochester	0.2/1.4/ 3/ 115
MOR/VARIETY	204 (1)		204 (1)	17.5	11.2	WWWG 1460 Rochester	0.4/1.8/ 5/ 153
COUNTRY		138 (1)	138 (1)	11.8	15.4		
BLACK/URBAN		72 (1)	72 (1)	6.2	7.0	CFMX-F 103.1 Cobourg ON	0.4/2.1/ 5/ 176
BEAUTIFUL/EASY NEWS/TALK	3 (1)	133 (3)	136 (4)	11.7	5.2	WEZQ-F 107.7 Weathersfield	0.7/2.1/ 13/ 241
NOSTALGIA	52 (1)		52 (1)	4.5		WMJQ-F 102.5 Buffalo	0.7/4.3/ 38/ 729
RELIGION/GOSPEL	5 (1)		5 (1)	0.4		WYLF 850 Penn Yan	0.6/0.8/ 26/ 120
SPANISH							
CLASSICAL		5 (1)	5 (1)	0.4	0.6		
JAZZ/NEW AGE					0.4		
UNKNOWN/OTHERS	8 (1)	10 (1)	18 (2)	1.5	1.7		
	278 (6)	889 (12)	1167 (18)				

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NCSTALGIA	UNIULT, \$ 24.00 (Katz)	Heritage
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT, \$ 55.00 (McGuild)	Lincoln
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT, \$ 63.00 (Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 450,	AOR	\$ 100.00 (Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 536,	BLACK	\$ 30.00 (Williams)	
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	\$ 50.00 (Durpetti)	
WPXY-F, 97.9, 50 KW @ 399,	CHR	\$ 75.00 (MHR)	Pyramid
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC, \$ 49.00 (Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 482,	CL	\$ 99.00 (McGuild)	Lincoln
WRQI-F, 95.1, 10 KW @ 994,	AC AOR	\$ 28.00 (Banner)	(BRISTOL CENTER)

Miscellaneous: WZSH to WRQI-F and from EZ to Classic AOR (after Fall book)...

ROCKFORD

Arbitron Rank/Pop (12+): 143/233,000
 MSA Rank/Pop: 157/286,000
 ADI # 135
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 17/9
 Diaries: 754/309:1/58.6%
 Sample Target: 680
 % Below Line: 20.8
 % Not Listed: 16.0

1991 Revenue: \$7,900,000
 HH Inc.: \$33,524
 Retail \$: 2.2 Bil
 Pop per Station: 25,888
 #1 Biller: WZOK-F \$2,300,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WXRX-F (CL AOR)	56/14.9	10.5	14.4	8.9	----	----	76/723	563/24.2	19.8	23.6	10.8	42	619	WXRX-F
2. WZOK-F (CHR)	47/12.5	17.1	19.5	21.7	----	----	105/1629	765/32.8	36.9	39.7	24.0	93	1052	WZOK-F
3. WRWK (FS)	43/11.5	12.0	9.2	11.0	----	----	44/735	698/30.0	26.0	25.4	11.1	43	556	WRWK
4. WKMQ-F (O)	35/ 9.3	9.0	9.5	10.7	----	----	48/651	461/19.8	22.0	22.0	7.2	28	420	WKMQ-F
5. WRWC-F (SAC)	31/ 8.3	6.4	8.7	7.4	----	----	35/553	403/17.3	16.1	17.3	8.0	31	307	WRWC-F
6. WGN (T)	25/ 6.7	5.9	4.1	6.1	----	----	70/811	325/13.9	13.3	13.4	6.4	25	325	WGN
7. WJVL-F (C)	18/ 4.8	5.4	4.3	2.8	----	----	52/698	256/11.0	9.5	9.3	2.6	10	290	WJVL-F
8. WBBM (N)	10/ 2.7	2.0	0.8	0.5	----	----	27/589	192/ 8.2	8.2	6.6	1.0	4	124	WBBM
WRRR (BB)	10/ 2.7	3.8	2.4	1.3	----	----	10/137	122/ 5.2	7.7	6.2	2.3	9	118	WRRR
10. WSJY-F (EZ)	9/ 2.4	2.8	2.2	1.8	----	----	16/277	127/ 5.5	7.3	7.8	0.5	2	109	WSJY-F
11. WKKN (C)	7/ 1.9	0.8	1.9	2.0	----	----	11/162	129/ 5.5	3.4	6.7	2.1	8	151	WKKN
12. WQFL-F (REL)	6/ 1.6	1.8	1.9	3.3	----	----	13/241	157/ 6.7	7.2	5.6	3.6	14	225	WQFL-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 66.67% (210 of 315) (FAL 90: 72.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT	
1 WZOK-F >> 1 WXRX-F >>> 1 WXRX-F >	1 WXRX-F >>> 1 WXRX-F >	1 WXRX-F >	1 WXRX-F >	1 WXRX-F >	1 WXRX-F >	1 WROK >	1 WROK >	1 WXRX-F >	1 WXRX-F >	1 WZOK-F >	1 WGN
2 WXRX-F >> 2 WZOK-F >>> 2 WZOK-F >	2 WZOK-F >>> 2 WZOK-F >	2 WZOK-F >	2 WKMQ-F >	2 WKMQ-F >	2 WKMQ-F >	2 WZOK-F <	2 WRWC-F <	2 WZOK-F >	2 WXRX-F >	2 WXRX-F >	2 WXRX-F
3	3 WRWC-F >	3 WKMQ-F >	3 WRWC-F <	3 WZOK-F >	3 WGN >	3 WXRX-F >	3 WKMQ-F >	3 WRWC-F >	3 WRWC-F >	3 WROK >	3 WROK
4	4 WKMQ-F >	4 WRWC-F >	4 WZOK-F >	4 WRWC-F >	4 WRWC-F >	4 WGN <	4 WZOK-F >	4 WKMQ-F >	4 WGN >	4 WGN >	4
5	5	5	5	5	5	5 WKMQ-F >	5 WROK >	5 WROK >	5 WKMQ-F >	5 WKMQ-F >	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZOK-F >	1 WZOK-F >	1 WZOK-F >	1 WZOK-F >	1 WKMQ-F >	1 WXRX-F >>>	1 WXRX-F >>>	1 WXRX-F >>>	1 WXRX-F >>>	1 WXRX-F >>>
2 WXRX-F >>>	2 WXRX-F >>>	2 WXRX-F >>>	2 WKMQ-F >	2 WZOK-F >	2 WZOK-F >	2 WZOK-F >	2 WZOK-F >>>	2 WZOK-F >	2 WKMQ-F >
3 WRWC-F >	3 WRWC-F >	3 WRWC-F >	3 WRWC-F >	3 WRWC-F >	3	3	3 WWBZ-F >	3 WKMQ-F >	3 WZOK-F >
4 WKMQ-F >	4 WKMQ-F >	4 WKMQ-F >	4 WXRX-F >	4 WXRX-F >	4	4	WRWC-F >	4 WRWC-F >	4 WRWC-F >
5	5	5	5	5 WROK >	5	5	WKMQ-F >	5 WROK >	5 WROK >

FORHATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		47 (1)	47 (1)	14.9	23.2	WBEL 1380 South Beloit	0.5/2.2/ 9/ 187
AOR/CLASSIC		60 (2)	60 (2)	19.0	17.7		
AC/OLDIES/SOFT ROCK		35 (1)	35 (1)	11.1	21.6	WEKZ-F 93.7 Monroe	1.1/1.7/ 10/ 182
MOR/VARIETY	45 (2)		45 (2)	14.3	11.0	WLS 890 Chicago	1.1/4.5/ 18/ 294
COUNTRY	7 (1)	18 (1)	25 (2)	7.9	7.4	WLUP 1000 Chicago	1.1/2.1/ 8/ 133
BLACK/URBAN						WWBZ-F 103.5 Chicago	1.1/2.8/ 4/ 100
BEAUTIFUL/EASY		40 (2)	40 (2)	12.7	2.6		
NEWS/TALK	43 (4)		43 (4)	13.7	10.6		
NOSTALGIA	10 (1)		10 (1)	3.2	2.9		
RELIGION/GOSPEL		6 (1)	6 (1)	1.9	2.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		4 (1)	4 (1)	1.3	0.6		
	105 (8)	210 (9)	315 (17)				

RADIO STATIONS

WKKN, 1150, 1 KW (DA-1), COUNTRY MBS, \$ 13.00 (Christal) Midwest Family
 WRDK, 1440, 5 KW/500 W (DA-D), MOR/FULL SER. ABC, \$ 36.00 (McGuild)
 WRRR, 1330, 1 KW/91 W (DA-1), NOSTALGIA SMN, \$ 10.00 (Katz)
 WKMQ-F, 95.3, 1 KW @ 515, OLDIES, \$ 30.00 (HNWH) Midwest Family
 WQFL-F, 100.9, 3 KW @ 300, RELIGION UPI, \$ 10.00 (---)
 WRWC-F, 103.1, 1 KW @ 525, AC UNISUP, \$ 18.00 (K & P)
 WXRX-F, 104.9, 3 KW @ 300, AOR SOURCE, \$ 21.00 (Katz)
 WZOK-F, 97.5, 50 KW @ 433, CHR, \$ 45.00 (McGuilld)
 WJVL-F, 99.9, 11 KW @ 502, COUNTRY, \$ 14.00 (---) Gazette (JANESVILLE WI)

OTHER RATED STATIONS: See Chicago or Madison

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,274,900
 MSA Rank/Pop: 30/1,480,000
 ADI # 19
 Average Person Ratings: 15.7
 Market TSL: 21.25 hours

Stations: 26/22
 Diaries: 1474/865:1/48.9%
 Sample Target: 1480
 % Below Line: 4.7
 % Not Listed: 14.9

1991 Revenue: \$55,000,000
 HH Inc.: \$37,407
 Retail \$: 11.9 B11
 Pop per Station: 57,950
 #1 Biller: KRAK-AF \$10,400,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFBK (N/T)	251/12.5	10.7	10.6	12.4	8.8	11.6	322/3628	2838/22.3	22.4	20.9	10.4	208	2344	KFBK
2. KRAK-F (C)	229/11.4	9.4	9.7	10.1	8.9	10.1	304/4004	2649/20.8	18.1	16.8	12.1	241	2318	KRAK-F
3. KSFM-F (CHR)	155/7.7	6.3	6.7	7.3	7.3	7.0	206/3258	2338/18.3	18.3	17.1	12.1	242	3066	KSFM-F
4. KXOA-F (AC)	134/6.7	5.6	4.6	7.2	7.5	6.0	148/2525	2106/16.5	14.2	18.4	5.8	116	1648	KXCA-F
5. KRXQ-F (AOR)	120/6.0	6.6	6.9	7.9	6.5	6.8	142/2315	1972/15.5	13.7	13.7	11.6	231	2293	KRXQ-F
6. KSEG-F (CL AOR)	91/4.5	5.2	3.8	4.7	3.3	4.5	113/2059	1615/12.7	9.8	10.4	4.8	95	1866	KSEG-F
7. KYMX-F (SAC)	88/4.4	5.7	4.9	4.7	5.2	4.9	98/1934	1649/12.9	13.9	11.1	2.7	53	843	KYMX-F
8. KWOD-F (CHR)	79/3.9	4.5	3.3	2.7	2.9	3.6	110/2123	1486/11.7	12.0	11.5	4.3	85	1542	KWOD-F
9. KGBY-F (AC)	69/3.4	4.4	3.8	3.7	3.5	3.8	89/1652	1301/10.2	9.9	10.8	4.1	82	1164	KGBY-F
10. KHYL-F (O)	68/3.4	5.5	4.8	3.4	4.4	4.3	91/1906	1398/11.0	12.3	11.9	3.6	71	1189	KHYL-F
11. KCTC (BB)	59/2.9	2.8	2.8	2.2	1.6	2.7	62/871	818/6.4	6.9	6.3	0.8	15	347	KCTC
12. KQPT-F (J/NA)	57/2.8	3.2	4.0	3.4	4.3	3.3	64/1230	1047/8.2	9.0	10.2	2.5	50	914	KQPT-F
13. KZAP-F (AOR)	48/2.4	2.7	3.4	3.1	4.6	2.9	91/2153	1499/11.8	12.3	13.4	4.3	86	1494	KZAP-F
14. KRAK (C)	45/2.2	2.9	2.4	3.3	2.5	2.7	112/1606	794/6.2	6.0	6.3	2.4	47	672	KRAK
15. KFRC (BB)	39/1.9	1.2	1.7	2.1	2.2	1.7	90/1034	612/4.8	4.7	4.5	0.8	16	275	KFRC
16. KRCX (SP)	35/1.7	0.7	3.3	1.4	1.9	1.8	43/393	262/2.1	2.6	1.6	0.4	7	263	KRCX
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 68.50% (1168 of 1705) (FAL 90: 70.54%)

TEENS	1E-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KRXQ-F>	1 KRAK-F	1 KRAK-F<	1 KRAK-F	1 KFBK >	1 KFBK >	1 KFBK	1 KRAK-F	1 KSFM-F>	1 KFBK >>
2 KRXQ-F	2 KXOA-F	2 KFBK	2 KFBK	2 KFBK	2 KRAK-F>>	2 KRAK-F>	2 KRAK-F>	2 KFBK	2 KRAK-F	2 KRAK-F>>
KRAK-F	KSFM-F	3 KXOA-F	3 KXOA-F>	3 KXOA-F>	3 KXOA-F	3 KSFM-F	3 KXOA-F>	3 KSFM-F	3 KFBK	3 KSFM-F>
4 KWOD-F	KRAK-F	4 KRXQ-F	4 KSEG-F	4 KSEG-F	4 KYMX-F	4 KXOA-F<	4 KRXQ-F	4 KXOA-F<	4 KRXQ-F	4 KGO <
5	5 KWOD-F	5 KSEG-F	5 KRXQ-F	5 KRXQ-F	KCTC	5 KRXQ-F	5 KYMX-F	5 KRXQ-F	5 KWOD-F<	5 KXOA-F
6	6 KSEG-F	6 KSFM-F	6 KYMX-F<	6 KYMX-F	6	6	6 KSFM-F	6 KSEG-F	6 KXOA-F	6
7	7 KGBY-F	7	7 KHYL-F	7 KHYL-F	7	7	KSEG-F<	7 KYMX-F	7 KSEG-F	7
8	KFBK	8	8	8	8	8	8 KHYL-F	8 KWOD-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSFM-F>	1 KXOA-F<	1 KXOA-F>	1 KXOA-F	1 KXOA-F<	1 KSFM-F	1 KRXQ-F>	1 KRXQ-F>	1 KFBK	1 KFBK
2 KRXQ-F	2 KSFM-F	2 KRAK-F	2 KRAK-F	2 KRAK-F>	KRXQ-F	2 KSEG-F	2 KFBK	2 KRAK-F<	2 KRAK-F>
3 KWOD-F	3 KRAK-F	KGBY-F>	3 KSFM-F	3 KFBK <	3 KWOD-F	3 KFBK	3 KSEG-F	3 KRXQ-F	3 KRXQ-F
4 KRAK-F	4 KGBY-F	4 KWOD-F	4 KYHX-F	4 KHYL-F	4 KSEG-F>	4 KRAK-F	KRAK-F	4 KSEG-F>	4 KSEG-F>
5 KXOA-F	5 KWOD-F	5 KSEG-F	5 KGBY-F	5 KYMX-F	5 KZAP-F	5 KWOD-F	5 KXOA-F	5 KXOA-F	5 KXOA-F
KGBY-F	6 KRXQ-F	KRXQ-F	6 KHYL-F<	6 KGBY-F	KRAK-F	6 KSFM-F<	6	6 KYMX-F	6 KYMX-F
7	7	7	7 KWOD-F	7 KSFM-F	7	7 KXOA-F	7	7	7 KZAP-F<
									8 KQPT-F

FORHATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUHE
TOP 40/CHR/CONTEMP		234 (2)	234 (2)	13.7	13.6	KFIA 710 Carmichael	0.4/1.5/ 13/ 319
AOR/CLASSIC		271 (4)	271 (4)	15.9	16.8	KFIA-F 101.9 Shngla Sp/Scrmnt	0.5/1.9/ 11/ 290
AC/OLDIES/SOFT ROCK	36 (2)	271 (3)	307 (5)	18.0	23.3	KLCQ-F 105.5 Davis/Sacramnto	0.6/2.5/ 24/ 441
MOR/VARIETY					1.8	KRDY 650 Rancho Cordova	0.3/0.8/ 8/ 165
COUNTRY	45 (1)	229 (1)	274 (2)	16.1	11.9	KSMJ 1380 Sacramento	1.2/2.9/ 26/ 432
BLACK/URBAN						KTHO 590 S L Tahoe	0.4/0.9/ 9/ 149
BEAUTIFUL/EASY		95 (2)	95 (2)	5.6	3.5	KXOA 1470 Sacramento	0.6/2.9/ 12/ 367
NEWS/TALK	300 (3)		300 (3)	17.6	14.9		
NOSTALGIA	98 (2)		98 (2)	5.7	2.6	KBEE-F 103.3 Modesto/Stoctn.	0.3/1.5/ 65/ 782
RELIGION/GOSPEL	8 (1)	11 (1)	19 (2)	1.1	1.5	KCBS 740 San Francisco	1.1/3.9/ 58/1248
SPANISH	42 (2)		42 (2)	2.5	0.8	KGO 810 San Francisco	1.3/5.1/ 82/1655
CLASSICAL					1.2		
JAZZ/NEW AGE		57 (1)	57 (1)	3.3	5.2		
UNKNOWN/OTHERS	8 (1)		8 (1)	0.5	3.0		
	537 (12)	1168 (14)	1705 (26)				

SACRAMENTO

RADIO STATIONS

AM STATIONS

KCTC	,	1320,	5 KW (DA-2)	,	EZ	UNIULT UNISUP, \$ 30.00	(Christal)	Tribune Co.
KFBK	,	1530,	50 KW (DA-2)	,	News/Talk	ABC APR, \$120.00	(Group W)	Westinghouse
KFIA	,	710,	10 KW/250 W(DA-2),	,	Religion	, \$ 24.00	(---)	
KRAK	,	1140,	50 KW (DA-2)	,	Country	, \$ 66.00	(Katz)	EZ
KRCX	,	1110,	5 KW/500 W (DA-2),	,	Hispanic	, \$ 36.00	(Katz Hisp.)	Fuller-Jeffrey
KSAC	,	1240,	1 KW	,	Sports	UNIULT, \$ 27.00	(CMBS)	
KSMJ	,	1380,	5 KW (DA-2)	,	Oldies	SMN, \$ 26.00	(MMR)	Booth/Genesis
KXOA	,	1470,	5 KW/1 KW (DA-2)	,	Business News	, \$ 30.00	(Banner)	Brown

FM STATIONS

KGBY-F,	92.5,	50 KW @ 462	,	AC	, \$ 62.00	(Group W)	Westinghouse
KHYL-F,	101.1,	37 KW @ 567	,	Oldies	, \$ 50.00	(Eastman)	Parker (AUBURN)
KQPT-F,	100.5,	115 KW @ 328	,	Jazz/NAC	SOURCE, \$ 80.00	(CBS)	Duchossois
KRAK-F,	105.1,	50 KW @ 500	,	Country	, \$111.00	(Katz)	EZ
KSEG-F,	96.9,	50 KW @ 500	,	Classic AOR	ABC, \$ 48.00	(Christal)	Great American
KRXQ-F,	93.7,	25 KW @ 325	,	AOR	, \$ 90.00	(Torbet)	Fuller-Jeffrey
KSFM-F,	102.5,	50 KW @ 500	,	CHR	, \$ 85.00	(MMR)	Booth/Genesis
						(WOODLAND)	
KWOD-F,	106.5,	50 KW @ 410	,	CHR	CBS ABC, \$ 54.00	(HNWH)	
KXOA-F,	107.9,	50 KW @ 403	,	AC	, \$135.00	(Banner)	Brown
KYMX-F,	96.1,	50 KW @ 476	,	Soft AC/EZ	, \$ 75.00	(Christal)	Tribune Co.
KNCI-F,	98.5,	50 KW @ 500	,	Country	, \$ 96.00	(Mc-Guild)	Nationwide

Miscellaneous: KSAC from Classical to Sports (Oct)... KZAP-F to KNCI-F and from AOR to Country (after Fall book)...

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 115/324,500
 MSA Rank/Pop: 121/408,000
 ADI # 56 (w/Flint)
 Average Person Ratings: 16.4
 Market TSL: 21.50 hours

Stations: 24/14
 Diaries: 906/358:1/53.4%
 Sample Target: 820
 % Below Line: 11.8
 % Not Listed: 13.2

1991 Revenue: \$10,400,000
 HH Inc.: \$30,637
 Retail \$: 3.0 Bil
 Pop per Station: 23,178
 #1 Biller: WIOG-F \$2,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSGW (N/T)	65/12.2	11.2	8.5	12.3	9.7	11.1	76/962	793/24.4	19.2	20.6	10.7	65	721	WSGW
2. WKCQ-F (C)	63/11.8	13.3	12.3	9.9	9.9	11.8	160/1926	823/25.4	27.3	19.6	15.6	95	881	WKCQ-F
3. WIOG-F (CHR)	62/11.7	15.8	15.0	19.2	18.5	15.4	191/2757	1041/32.1	38.6	38.5	14.1	86	1249	WIOG-F
4. WHNN-F (O)	59/11.1	15.1	11.1	10.9	15.1	12.1	139/2075	889/27.4	24.7	29.6	11.5	70	785	WHNN-F
5. WKQZ-F (AOR)	37/ 7.0	9.6	10.9	12.3	8.6	9.9	88/1033	567/17.5	21.6	16.8	14.1	86	790	WKQZ-F
6. WGER-F (SAC)	36/ 6.8	6.0	7.8	7.1	10.2	6.9	47/607	527/16.2	15.6	19.0	6.9	42	527	WGER-F
7. WTLZ-F (B)	28/ 5.3	5.3	7.0	5.7	6.1	5.8	37/524	333/10.3	12.1	9.6	7.9	48	419	WTLZ-F
8. WWCK-F (CHR)	15/ 2.8	1.5	2.7	0.7	1.8	1.9	101/1448	270/ 8.3	8.0	4.6	3.9	24	392	WWCK-F
9. WJR (FS)	14/ 2.6	1.2	0.9	2.7	1.3	1.9	102/1385	277/ 8.5	6.4	4.3	1.3	8	186	WJR
10. WFDF (BB)	13/ 2.4	2.8	2.2	1.3	2.2	2.2	67/935	261/ 8.0	4.8	4.9	1.2	7	127	WFDF
11. WCEN-F (C)	11/ 2.1	1.5	---	0.5	0.5	1.0	48/493	169/ 5.2	0.0	2.8	1.0	6	145	WCEN-F
12. WKXN (BB)	10/ 1.9	1.2	1.7	1.7	1.3	1.6	17/207	151/ 4.7	3.7	3.1	0.8	5	74	WKXN
13. WSAH (O)	9/ 1.7	---	1.2	0.7	1.4	0.9	9/165	119/ 3.7	5.4	4.9	0.3	2	86	WSAH
14.														
15.														

12+ FM SHARE (METRO): 74.24% (343 of 462) (FAL 90: 76.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F >	1 WIOG-F >	1 WHNN-F <	1 WHNN-F >	1 WHNN-F >	1 WSGW	1 WSGW	1 WSGW <	1 WIOG-F	1 WIOG-F	1 WSGW >
2 WWCK-F >	2 WKQZ-F >	2 WIOG-F	2 WIOG-F	2 WKCQ-F	2 WKCQ-F	2 WHNN-F <	2 WHNN-F	2 WKCQ-F <	2 WTLZ-F	2 WKCQ-F
3 WTLZ-F	3 WKCQ-F	3 WKCQ-F	3 WKCQ-F	3 WIOG-F	3 WHNN-F >	3 WIOG-F	3 WKCQ-F >	3 WSGW	3 WKQZ-F <	WHNN-F
4 WHNN-F >	4 WKQZ-F	4 WKQZ-F <	4 WKQZ-F <	4 WKQZ-F	4 WGER-F	4 WKCQ-F >	4 WIOG-F	4 WHNN-F	4 WKCQ-F	4 WIOG-F
5	5 WGER-F	5 WGER-F	5 WGER-F	WGER-F	5	5 WKQZ-F	5 WGER-F	5 WKQZ-F	5 WSGW	5
6	6	6	6	6 WSGW	6	6	6 WKQZ-F	6 WGER-F	WHNN-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOG-F >	1 WIOG-F >	1 WIOG-F >	1 WIOG-F	1 WHNN-F	1 WKQZ-F	1 WKQZ-F >	1 WKQZ-F >	1 WKQZ-F	1 WHNN-F
2 WKCQ-F	2 WKCQ-F	2 WKCQ-F	2 WHNN-F >	2 WIOG-F	2 WIOG-F >	2 WIOG-F	2 WHNN-F	2 WHNN-F	2 WKQZ-F
WGER-F	3 WGER-F	3 WHNN-F	3 WKCQ-F	3 WKCQ-F	3 WWCK-F	3 WHNN-F	3 WSGW	3 WKCQ-F	3 WKCQ-F
4 WTLZ-F	4 WHNN-F	WGER-F >	WGER-F >	4 WGER-F >	WKQZ-F	4 WSGW	4 WIOG-F >	WIOG-F	4 WSGW >
WKQZ-F	5 WKQZ-F	5 WKQZ-F	5 WTLZ-F	5 WXOX	5	5 WKCQ-F	5 WTLZ-F	5 WSGW	5 WIOG-F
6	6	6	6	6 WSGW	6	6	WKQZ-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		86 (4)	86 (4)	18.6	23.2	WMJT-F 100.9 Pinconning	1.1/3.2/ 6/ 135		
AOR/CLASSIC		37 (1)	37 (1)	8.0	9.8	WMPX 1490 Midland	0.4/1.4/ 2/ 47		
AC/OLDIES/SOFT ROCK	9 (1)	73 (4)	82 (5)	17.7	31.8	WTCF-F 100.5 Carrollton	1.3/4.4/ 8/ 147		
MOR/VARIETY	16 (2)		16 (2)	3.5	12.5	WXOX 1250 Bay City	0.8/4.1/ 6/ 187		
COUNTRY		76 (3)	76 (3)	16.5	11.9				
BLACK/URBAN		35 (3)	35 (3)	7.6	7.0	WCFX-F 95.3 Clare/MtPleasant	0.4/1.4/ 22/ 297		
BEAUTIFUL/EASY		36 (1)	36 (1)	7.8		WCRZ-F 107.9 Flint	1.1/3.2/104/1241		
NEWS/TALK	65 (1)		65 (1)	14.1		WDZZ-F 92.7 Flint	0.4/2.7/ 71/ 808		
NOSTALGIA	23 (2)		23 (2)	5.0	3.9	WOAP 1080 Owosso	0.4/1.0/ 7/ 111		
RELIGION/GOSPEL						WOWE-F 98.9 Vassar	0.9/2.1/ 16/ 232		
SPANISH						WUPS-F 98.5 Houghtn Lake	0.4/2.7/ 12/ 305		
CLASSICAL						WWW-F 106.7 Detroit	0.4/1.1/ 16/ 252		
JAZZ/NEW AGE									
UNKNOWN/OTHERS	6 (2)		6 (2)	1.3					
	119 (8)	343 (16)	462 (24)						

ST. LOUIS

Arbitron Rank/Pop (12+): 18/2,019,100
 MSA Rank/Pop: 17/2,490,000
 ADI # 18
 Average Person Ratings: 17.8
 Market TSL: 23.25 hours

Stations: 28/28
 Diaries: 1931/1046:1/56.5%
 Sample Target: 1940
 % Below Line: 0.0
 % Not Listed: 7.5

1991 Revenue: \$65,300,000
 HH Inc.: \$35,186
 Retail \$: 19.0 B11
 Pop per Station: 72,110
 #1 Biller: KMOX \$19,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KMOX (N/T)	614/17.1	19.4	18.6	20.4	16.6	18.9	678/8309	7483/37.1	35.9	34.7	17.2	580	7951	KMOX
2. KSHE-F (AOR)	318/ 8.8	9.7	8.3	8.1	7.2	8.7	383/4779	3898/19.3	19.2	18.1	12.0	405	4391	KSHE-F
3. KMJM-F (B)	267/ 7.4	7.1	6.9	6.9	6.9	7.1	273/2496	2398/11.9	12.0	11.0	7.1	238	2751	KMJM-F
4. WIL -F (C)	243/ 6.7	7.7	5.5	6.8	5.9	6.7	299/3847	3127/15.5	13.5	12.6	5.9	198	3054	WIL -F
5. KYKY-F (AC)	224/ 6.2	5.9	5.7	5.0	6.3	5.7	235/3922	3571/17.7	15.8	18.0	7.0	236	2692	KYKY-F
6. KSD -F (CL AOR)	213/ 5.9	5.7	5.9	5.8	6.7	5.8	223/3880	3565/17.7	16.5	17.1	5.0	168	3645	KSD -F
7. WKBQ-F (CHR)	180/ 5.0	4.3	5.2	4.8	5.0	4.8	212/4042	3397/16.8	17.8	17.9	6.7	225	3533	WKBQ-F
8. KEZK-F (SAC)	159/ 4.4	3.5	5.0	5.0	7.9	4.5	181/3194	2836/14.0	13.5	16.5	2.9	99	1638	KEZK-F
9. KLOU-F (O)	124/ 3.4	4.0	4.5	3.8	4.2	3.9	143/3044	2607/12.9	16.3	14.5	4.7	158	2558	KLOU-F
10. WKXX-F (C)	92/ 2.6	2.8	2.5	2.6	3.3	2.6	109/1635	1349/ 6.7	6.1	8.9	4.3	144	1793	WKXX-F
11. KHTK-F (CHR)	91/ 2.5	3.2	2.3	1.5	2.0	2.4	101/2551	2342/11.6	8.8	8.6	3.8	127	2825	KHTK-F
12. WRTH (BB)	88/ 2.4	1.2	1.8	1.6	1.7	1.8	89/969	963/ 4.8	4.2	4.1	0.6	21	500	WRTH
13. WEW (BB)	85/ 2.4	1.9	2.0	1.8	1.8	2.0	93/816	764/ 3.8	3.7	3.3	1.5	49	477	WEW
14. KFUD-F (CL)	76/ 2.1	1.9	1.9	1.9	2.0	1.9	80/1360	1262/ 6.3	6.4	7.1	1.3	45	1270	KFUD-F
15. WIBV (FS)	59/ 1.6	1.0	0.9	1.2	0.7	1.2	71/870	830/ 4.1	2.8	2.3	1.2	40	771	WIBV
16. WFXB-F (AOR)	54/ 1.5	1.2	2.2	1.8	1.7	1.7	56/1350	1294/ 6.4	7.9	6.7	1.3	43	1121	WFXB-F
KATZ (B)	54/ 1.5	1.7	1.9	2.1	2.1	1.8	54/1001	1001/ 5.0	4.8	4.1	1.7	57	574	KATZ
18. KUSA (C)	50/ 1.4	1.2	1.6	1.8	1.8	1.5	73/1342	910/ 4.5	3.6	6.0	0.8	26	547	KUSA
19. KATZ-F (B/AC)	49/ 1.4	1.2	1.0	1.3	1.8	1.2	49/986	976/ 4.8	4.9	5.7	1.3	45	1003	KATZ-F
20. KXOK (B)	44/ 1.2	1.8	1.4	0.6	0.7	1.3	44/677	677/ 3.4	3.1	3.7	1.3	43	618	KXOK

12+ FM SHARE (METRO): 65.61% (2186 of 3332) (FAL 90: 68.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJM-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >	1 KMOX >>
2 WKBQ-F	2 KMJM-F	2 KYKY-F	2 KYKY-F	2 KSHE-F	2 WIL -F	2 WIL -F	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F
3 KHTK-F	3 KSD -F	3 KSD -F	KMOX <	3 KYKY-F	3 KEZK-F	3 KSHE-F	3 WIL -F	3 KMJM-F	3 KSHE-F	3 KSHE-F
4	4 KYKY-F	4 KMJM-F	4 KSD -F	KSD -F	4 KYKY-F	4 KSD -F	4 KYKY-F	4 KYKY-F	4 WKBQ-F	4 WIL -F
5	5 WKBQ-F	5 KMOX	5 WIL -F	5 WIL -F	5 WRTH <	5 KMJM-F	5 KSD -F	5 WIL -F	5 KYKY-F	5 KLOU-F
6	6 WIL -F	6 WIL -F	6 KMJM-F	6 KMJM-F	6 WEW	6 KYKY-F	6 KEZK-F	KSD -F	6 WIL -F	6 KSD -F
7	7	7 WKBQ-F	7 KLOU-F	7 KLOU-F	KLOU-F	7	7 KMJM-F	7 WKBQ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKBQ-F	1 KMJM-F	1 KYKY-F	1 KYKY-F	1 KYKY-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KSHE-F	1 KMOX <
2 KMJM-F	2 KYKY-F	2 KSD -F	2 KMJM-F	2 KMOX	2 KMJM-F	2 KSD -F	2 KSD -F	2 KMOX	2 KSHE-F
3 KSHE-F	3 KSD -F	3 KMJM-F	3 KSD -F	3 KSD -F	3 KYKY-F	3 KMJM-F	3 KMOX	3 KSD -F	3 KSD -F
4 KYKY-F	4 KSHE-F	4 KSHE-F	4 WKBQ-F	4 WIL -F	KSD -F	4 KMOX	4 KMJM-F	4 KMJM-F	4 WIL -F
5 KSD -F	5 WKBQ-F	5 WIL -F	5 KSHE-F	5 KMJM-F	5 WKBQ-F	5 WIL -F	5 WIL -F	5 KYKY-F	5 KYKY-F
6 KHTK-F	6 WIL -F	6 WKBQ-F	6 WIL -F	6 KSHE-F	6	6 KYKY-F	6	6 WIL -F	6 KMJM-F
7 WIL -F	7	7	7 KMOX	7 KEZK-F	7	7	7	7	7 KLOU-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		271 (2)	271 (2)	8.1	10.5	KEZK 590 Wood River/St.L	1.1/3.5/ 39/ 761
AOR/CLASSIC		622 (4)	622 (4)	18.7	13.3	KFXB-F 105.7 Ste. Genev/St.L	1.0/6.1/ 47/1529
AC/OLDIES/SOFT ROCK		348 (2)	348 (2)	10.4	17.1	KIRL 1460 St. Charles/StL	0.9/1.9/ 35/ 411
MOR/VARIETY	59 (1)		59 (1)	1.8	2.3	KRJV-F 96.3 St. Louis	0.9/4.5/ 36/ 959
COUNTRY	50 (1)	335 (2)	385 (3)	11.6	9.8	WBGZ 1570 Alton	0.5/1.1/ 19/ 215
BLACK/URBAN	98 (2)	316 (2)	414 (4)	12.4	11.7	WCBW-F 104.9 Columbia/St. L.	0.7/2.8/ 27/ 607
BEAUTIFUL/EASY	38 (1)	191 (2)	229 (3)	6.9	7.3	WESL 1490 E. St. Louis	0.9/1.6/ 33/ 330
NEWS/TALK	642 (2)		642 (2)	19.3	19.0	WGNU 920 Granite City	0.8/1.8/ 28/ 365
NOSTALGIA	173 (2)		173 (2)	5.2	3.1		
RELIGION/GOSPEL	67 (2)	27 (1)	94 (3)	2.8	3.6		
SPANISH							
CLASSICAL		76 (1)	76 (1)	2.3	2.1		
JAZZ/NEW AGE							
UNKNOWN/OTHERS	19 (1)		19 (1)	0.6			
	1146 (12)	2186 (16)	3332 (28)				

ST. LOUIS

RADIO STATIONS

AM STATIONS

KATZ, 1600,	5 KW (DA-N)	, BLACK		NBN, \$ 40.00 (K & P)	Interurban
KGLD, 1380,	5 KW/1 KW (DA-2)	, OLDIES	UNISUP	UNIULT, \$ 34.00 (Katz)	Chase
KMOX, 1120,	50 KW	, TALK		CBS, \$ 327.00 (CBS)	CBS
KSIV, 1320,	5 KW/125 W	, RELIGION		, \$ 18.00 (---)	Bott
KUSA, 550,	5 KW (DA-N)	, COUNTRY OLDIES		MBS, \$ 50.00 (McGuild)	Gannett
KXEN, 1010,	50 KW (DAYS, DA)	, RELIGION		, \$ 26.00 (---)	Mid America Gospel
KXOK, 630,	5 KW (DA-2)	, TALK		UNIULT ABC, \$ 31.00 (Torbet)	
WESL, 1490,	1 KW/250 W (DA-1)	, GOSPEL		SBN UNIULT, \$ 25.00 (K & P)	Willis
WEW, 770,	1 KW (DAYS)	, NOSTALGIA	UNISUP	UNIULT, \$ 27.00 (---)	
WRTH, 1430,	5 KW (DA-2)	, NOSTALGIA	UNISUP	ABC, \$ N/A (Banner)	Heritage

FM STATIONS

KATZ, 100.3,	50 KW @ 490,	BLACK		NBN, \$ 37.00 (K & P)	Interurban
KEZK, 102.5,	100 KW @ 1026,	EZ		UNIULT, \$ 91.00 (MHR)	Adams
KFUO, 99.1,	100 KW @ 1026,	CLASSICAL		NBC, \$ 47.00 (CHBS)	
KHTK, 97.1,	100 KW @ 560,	CHR		, \$ 40.00 (Torbet)	
KLOU, 103.3,	100 KW @ 920,	OLDIES		CBS, \$ 80.00 (CBS)	CBS
KMJM, 107.7,	100 KW @ 1026,	BLACK		, \$ 97.00 (McGuild)	Noble
KRJV, 96.3,	100 KW @ 552,	SOFT AC		NBC UNISUP, \$ 47.00 (Banner)	
KSD, 93.7,	100 KW @ 860,	CLASSIC AOR		, \$ 100.00 (McGuild)	Gannett
KSHE, 94.7,	100 KW @ 1026,	AOR		, \$ 154.00 (HNWH)	Emmis
KFXB, 105.7,	100 KW @ 1376,	AOR	SOURCE,	\$ N/A (Durpetti)	(ST. GENEVIEVE)
KYKY, 98.1,	90 KW @ 1026,	AC		, \$ 129.00 (MHR)	EZ
WCBW, 104.9,	2 KW @ 400,	RELIGION		, \$ 20.00 (---)	Universal
WIL, 92.3,	100 KW @ 984,	COUNTRY	ABC,	\$ 76.00 (Banner)	Heritage
WKBQ, 106.5,	90 KW @ 1026,	CHR		, \$ 69.00 (Katz)	Chase
WKKX, 104.1,	39 KW @ 500,	COUNTRY		, \$ 40.00 (Torbet)	(JERSEYVILLE, IL)
WFXB, 101.1,	44 KW @ 525,	AOR		, \$ 40.00 (Torbet)	

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 76/495,200 Stations: 33/18 1991 Revenue: \$11,900,000
 Diaries: 1100/450:1/50.9% HH Inc.: \$39,277
 MSA Rank/Pop: 134/602,000 (Salinas/Monterey) Sample Target: 970 Retail \$: 4.5 Bil
 ADI # 111 % Below Line: 30.2 Pop per Station: 27,511
 Average Person Ratings: 15.8 % Not Listed: 15.9 #1 Biller: KDON-AF \$2,000,000
 Market TSL: 21.25 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KDON-F (CHR)	92/11.8	9.6	11.7	11.1	10.4	11.1	100/1378	1256/25.4	22.4	22.4	17.6	133	1424	KDON-F
2. KTOM-AF (C)	65/ 8.4	8.7	9.6	7.1	6.0	8.4	66/666	643/13.0	15.9	11.7	9.4	67	660	KTOM-AF
3. KGO (T/N)	65/ 8.3	9.7	9.0	8.6	7.2	8.9	69/905	847/17.1	17.5	17.1	7.3	55	711	KGO
4. KBAY-F (EZ)	40/ 5.1	4.0	4.2	3.4	4.5	4.2	40/513	489/ 9.9	8.4	9.9	2.1	16	307	KBAY-F
5. KCTY (SP)	37/ 4.7	2.9	3.8	2.9	2.0	3.6	37/300	300/ 6.1	5.1	4.0	0.8	6	253	KCTY
6. KWAU-F (AC)	35/ 4.5	4.3	4.9	4.5	4.2	4.6	39/652	621/12.5	14.0	13.1	3.6	27	551	KWAU-F
7. KOCN-F (AC)	29/ 3.7	2.0	2.4	1.9	2.0	2.5	29/428	421/ 8.5	7.9	7.1	2.9	22	262	KOCN-F
8. KMBY-F (AOR)	28/ 3.6	2.4	3.2	3.5	5.0	3.2	28/497	493/10.0	10.7	11.6	4.0	30	531	KMBY-F
9. KUFY-F (CL AOR)	27/ 3.5	5.2	6.6	2.6	3.8	4.5	28/676	648/13.1	14.2	12.3	5.3	40	740	KUFY-F
10. KTGE (SP)	23/ 2.9	2.8	3.1	3.5	1.5	3.1	24/350	340/ 6.9	4.8	3.6	5.3	40	421	KTGE
11. KBOQ-F (CL)	22/ 2.8	3.3	3.0	2.2	5.3	2.8	22/335	335/ 6.8	8.2	8.5	3.0	23	348	KBOQ-F
12. KDBQ-FF (AC)	20/ 2.6	3.4	2.4	4.8	5.2	3.3	22/447	424/ 8.6	7.9	11.2	2.8	21	406	KDBQ-FF
KCBS (N/T)	20/ 2.6	2.8	2.2	3.3	2.9	2.7	21/484	461/ 9.3	7.6	9.2	1.7	13	379	KCBS
14. KPIG-F (C)	16/ 2.0	1.8	0.5	2.0	2.0	1.6	16/236	236/ 4.8	3.2	4.4	2.1	16	233	KPIG-F
15. KHIP-F (O)	15/ 1.9	2.5	2.8	2.6	2.1	2.5	19/381	275/ 5.6	7.3	7.1	2.0	15	305	KHIP-F
16. KRAY-F (SP)	14/ 1.8	1.4	2.2	1.8	2.2	1.8	14/268	265/ 5.4	4.3	4.3	1.3	10	142	KRAY-F
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 69.15% (455 of 658) (FAL 90: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>>	1 KDON-F>	1 KTOM-AF	1 KTOM-AF	1 KGO	1 KDON-F	1 KDON-F	1 KDON-F>	1 KDON-F	1 KGO >>
2	2 KLFA-F	2 KTOM-AF	2 KDON-F	2 KGO	2 KTOM-AF	2 KTOM-AF<	2 KTOM-AF	2 KTOM-AF<	2 KGO >>	2 KTOM-F
3	3 KTOM-AF	3 KWAU-F	3 KGO	3 KDON-F	3 KBAY-F>	3 KGO >	3 KGO	3 KGO	3 KTOM-AF	3 KKMC
4	4 KUFY-F	4 KGO	KWAU-F	4 KWAU-F	4 KOCN-F	4 KCTY	4 KBAY-F<	4 KWAU-F<	4 KMBY-F	4
5	KWAU-F	KLFA-F	5 KCTY <	5 KOCN-F	KCTY	5 KBAY-F	5 KCTY <	5 KBAY-F	5 KUFY-F	5
6	KCTY	KCTY	6 KOCN-F	6 KCTY	6 KBOQ-F	6 KWAU-F	6 KWAU-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>>	1 KDON-F>>	1 KDON-F	1 KDON-F>	1 KWAU-F	1 KDON-F>>	1 KDON-F	1 KMBY-F>	1 KDON-F>	1 KTOM-AF
2 KRAY-F	2 KWAU-F>	2 KWAU-F	2 KWAU-F	2 KBAY-F	2 KMBY-F>	2 KMBY-F>	2 KTOM-AF	2 KTOM-AF	2 KGO
KCTY	3 KUFY-F	3 KTOM-AF	3 KOCN-F	KOCN-F	3 KTOM-AF	3 KTOM-AF	KCTY	3 KMBY-F	3 KCTY
4 KUFY-F	4 KTOM-AF	4 KUFY-F	4 KTOM-AF	KDON-F	4 KSJO-F	4 KSJO-F	4 KOME-F	4 KCTY	4 KDON-F
KWAU-F	KRAY-F	KTGE	5 KUFY-F	5 KTOM-AF	5 KUFY-F	KCTY	KDON-F	5 KGO	5 KMBY-F
KMBY-F	KCTY	6 KDBQ-F	KBAY-F	KGO	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		95 (2)	95 (2)	14.4	18.9	KKMC 880	Gonzales/Sal. 0.6/2.2/ 6/ 126
AOR/CLASSIC		77 (4)	77 (4)	11.7	8.5	KLFA-F 93.9	King City/Salns 1.5/1.9/ 12/ 95
AC/OLDIES/SOFT ROCK		99 (4)	99 (4)	15.0	14.7	KSCO 1080	Santa Cruz/Mntr 1.7/4.2/ 13/ 206
MOR/VARIETY					3.2	KXOC-F 101.7	Carmel/Monterey 0.9/3.7/ 7/ 203
COUNTRY	9 (1)	77 (3)	86 (4)	13.1	8.4		
BLACK/URBAN						KARA-F 105.7	Santa Clara 0.6/1.4/ 5/ 70
BEAUTIFUL/EASY		40 (1)	40 (1)	6.1	7.2	KAZA 1290	Gilroy 1.7/2.8/ 15/ 154
NEWS/TALK	106 (4)		106 (4)	16.1	10.8	KFRC 610	San Francisco 0.5/1.7/ 4/ 89
NOSTALGIA	4 (1)		4 (1)	0.6	1.2	KLOK 1170	San Jose/SF 0.5/2.5/ 5/ 152
RELIGION/GOSPEL	5 (1)	5 (1)	10 (2)	1.5	0.6	KMEL-F 106.1	San Francisco 0.4/2.6/ 3/ 143
SPANISH	77 (4)	26 (2)	103 (6)	15.7	14.3	KNBR 680	San Francisco 1.0/6.7/ 10/ 349
CLASSICAL		22 (1)	22 (1)	3.3	5.3	KOME-F 98.5	San Jose/San Fr 1.2/2.9/ 9/ 145
JAZZ/NEW AGE		7 (1)	7 (1)	1.1	1.5	KRTY-F 95.3	Los Gatos/SJ 0.6/2.6/ 5/ 131
UNKNOWN/OTHERS	2 (1)	7 (1)	9 (2)	1.4	5.4	KSJO-F 92.3	San Jose 1.7/4.2/ 13/ 221
	203 (12)	455 (20)	658 (32)				

SALINAS-MONTEREY-SANTA CRUZ

RADIO STATIONS

KCTY	,	980,	1 KW/247W (DA-1),	Hispanic	,	\$ NA	(Lotus)	
KOHY	,	1340,	1 KW	, Nostalgia	MBS UNISUP,	\$13.00	(Radio Time)	(WATSONVILLE)
KTGE	,	1570,	250 W/8 W	, Hispanic	,	\$12.00	(Katz Hisp.)	
KTOM	,	1380,	5 KW (OA-2)	, see KTOM-F				
KBOQ-F,		92.7,	1 KW @ 567	, Classical	,	\$24.00	(Durpetti)	
KDON-F,		102.5,	19 KW @ 2270	, CHR	,	\$33.00	(Christal)	Henry
KHIP-F,		93.5,	60 W @ 2238	, Oldies	UNISUP UNIULT,	\$17.00	(Eastman)	(HOLLISTER)
KLFA-F,		93.9,	5 KW @ 703	, Hispanic	,	\$12.00	(Caballero)	(KING CITY)
KMBY-F,		107.1,	.9 KW @ 604	, AOR	,	\$31.00	(HNWH)	
KOCN-F,		104.9,	1 KW @ 559	, Soft AC	MBS UNISUP,	\$25.00	(Torbet)	
KPIG-F,		107.5,	3 KW @ 335	, Country	SMN,	\$18.00	(Katz)	
KRAY-F,		103.9,	3 KW @ -135	, Hispanic	,	\$23.00	(Lotus)	
KTOM-F,		100.7,	1 KW @ 2420	, Country	ABC,	\$37.00	(MHR)	Comm. Service
KWAV-F,		96.9,	18 KW @ 2450	, AC	APR,	\$41.00	(HNWH)	Buckley
KXDC-F,		101.7	.8 KW @ 591	, EZ	,	\$15.00	(---)	

Miscellaneous: KNRY sold for \$425,000... KHTX-F changed to KPIG-F and format from CHR to Country (Oct)...

SALT LAKE CITY

Arbitron Rank/Pop (12+): 36/1,044,300
 MSA Rank/Pop: 46/1,080,000
 ADI # 42
 Average Person Ratings: 15.5
 Market TSL: 20.50 hours

Stations: 29/29
 Diaries: 1445/723:1/57.2%
 Sample Target: 1380
 % Below Line: 0.0
 % Not Listed: 10.0

1991 Revenue: \$31,000,000
 HH Inc.: \$29,410
 Retail \$: 7.6 Bill
 Pop per Station: 36,010
 #1 Biller: KKAT-F \$4,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. KKAT-F (C)	175/10.8	11.0	13.9	11.1	7.6	11.7	193/2719	2400/23.0	24.7	17.2	13.8	236	2548
2. KSL (FS)	136/ 8.4	4.4	5.3	8.3	9.6	6.6	152/2951	2627/25.2	17.9	25.9	6.2	106	1768
3. KBER-F (AOR)	128/ 7.9	5.3	6.4	4.6	4.2	6.1	140/2011	1783/17.1	14.3	11.8	11.1	190	2316
4. KSOP-AF (C)	121/ 7.5	8.2	7.6	5.3	5.6	7.2	155/2070	1582/15.1	16.2	13.2	6.0	82	1210
5. KSFI-F (SAC)	108/ 6.7	6.6	8.8	9.0	8.3	7.8	128/2365	1989/19.0	19.6	19.4	4.4	75	1308
6. KLZX-F (AOR)	98/ 6.0	7.3	6.7	7.1	8.4	6.8	111/1705	1577/15.1	13.3	15.7	7.0	119	1661
7. KISN-F (CHR)	77/ 4.8	5.5	3.9	5.7	4.6	5.0	98/2134	1766/16.9	14.8	15.9	4.7	81	1375
8. KUTQ-F (CHR)	58/ 3.6	4.1	2.8	2.4	2.0	3.2	66/1507	1365/13.1	11.3	8.3	4.7	80	1647
9. KCPX-F (AC)	52/ 3.2	3.6	3.7	2.2	3.8	3.2	63/1421	1240/11.9	11.4	13.1	3.6	62	894
10. KJQN-F (AOR)	49/ 3.0	3.1	3.7	3.7	4.1	3.4	55/1014	922/ 8.8	10.5	9.8	4.4	76	912
11. KRSP-F (AOR)	48/ 3.0	2.4	3.4	3.3	2.9	3.0	60/1430	1288/12.3	10.6	11.2	2.0	34	1288
12. KZHT-F (CHR)	38/ 2.3	3.2	2.8	2.6	3.3	2.7	39/1088	997/ 9.5	9.5	12.1	3.2	54	1287
13. KTKK (T)	37/ 2.3	2.5	1.6	1.7	3.1	2.0	37/415	400/ 3.8	4.3	4.3	1.9	32	487
KMGR-F (AC)	37/ 2.3	3.5	2.3	2.8	3.7	2.7	38/942	916/ 8.8	7.5	9.8	1.1	19	803
KBCK-F (C)	37/ 2.3	1.5	2.6	1.6	1.8	2.0	38/425	410/ 3.9	4.4	3.9	2.1	36	406
16. KDYL (BB)	36/ 2.2	2.2	2.3	3.2	2.2	2.5	36/425	417/ 4.0	4.4	4.0	2.1	36	325
17. KBZN-F (J/NA)	35/ 2.2	2.2	1.3	1.6	1.1	1.8	38/746	674/ 6.5	4.6	3.9	2.6	45	537
18. KALL (AC)	31/ 1.9	3.3	3.0	2.4	3.0	2.7	31/769	756/ 7.2	9.0	8.7	1.9	32	642
19. KALL-F (O)	29/ 1.8	1.8	2.1	1.6	2.6	1.8	31/933	804/ 7.7	7.6	7.8	1.8	31	466
20. KSOS-F (AC)	26/ 1.6	1.1	0.7	1.2	0.6	1.1	28/476	410/ 3.9	2.7	2.4	0.5	9	251
21. KQOL-F (EZ)	24/ 1.5	0.8	0.9	0.5	0.8	0.9	24/401	389/ 3.7	2.1	2.3	1.2	21	299
22. KISN (CHR)	19/ 1.2	0.8	1.4	0.7	1.2	1.0	22/763	712/ 6.8	6.9	6.0	0.8	13	526
23.													
24.													
25.													

12+ FM SHARE (METRO): 78.12% (1139 of 1458) (FAL 90: 79.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KUTQ-F	1 KBER-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSL	> 1 KSL	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F
2 KBER-F	2 KKAT-F	2 KBER-F	2 KSFI-F	2 KSOP-AF	2 KSOP-AF	< 2 KKAT-F	2 KSOP-AF	2 KBER-F	2 KBER-F	2 KSL
3 KKAT-F	3 KLZX-F	3 KLZX-F	3 KLZX-F	3 KSL	3 KKAT-F	< 3 KLZX-F	3 KBER-F	3 KSOP-AF	3 KSL	3 KLZX-F
4 KZHT-F	4 KSOP-AF	4 KSOP-AF	4 KSL	< KSFI-F	4 KSFI-F	4 KSOP-AF	4 KSFI-F	4 KUTQ-F	4 KSFI-F	4 KSFI-F
5	5 KISN-F	5 KSFI-F	5 KSOP-AF	5 KLZX-F	5	5 KISN-F	5 KSL	< 5 KLZX-F	5 KZHT-F	5 KBER-F
6	6 KSFI-F	6 KSL	6 KISN-F	6 KISN-F	6	6 KSFI-F	6 KLZX-F	6 KSL	6 KSFI-F	6 KISN-F
7	7 KJQN-F	7 KISN-F	7 KBER-F	KBER-F	7	7 KBER-F	7	7 KISN-F	KLZX-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KKAT-F	1 KBER-F	>> 1 KBER-F	1 KLZX-F	1 KBER-F	1 KLZX-F
2 KISN-F	2 KISN-F	2 KKAT-F	2 KSFI-F	2 KSFI-F	2 KKAT-F	2 KLZX-F	2 KBER-F	2 KLZX-F	2 KSL
3 KCPX-F	3 KSFI-F	3 KSOP-AF	3 KSOP-AF	3 KSOP-AF	3 KLZX-F	3 KKAT-F	3 KKAT-F	3 KKAT-F	KKAT-F
4 KBER-F	4 KSOP-AF	KISN-F	4 KISN-F	4 KSL	4 KJQN-F	4 KSOP-AF	4 KSOP-AF	4 KSL	4 KSOP-AF
5 KSOP-AF	5 KCPX-F	5 KMGR-F	5 KSL	< 5 KISN-F	5 KRSP-F	5 KJQN-F	5 KALL-F	5 KSOP-AF	5 KSFI-F
6 KZHT-F	6 KBER-F	6 KSL	6 KCPX-F	6	6 KSOP-AF	6 KRSP-F	6 KSL	6 KRSP-F	KBER-F
KJQN-F	7	7	7 KBER-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	19 (1)	182 (4)	201 (5)	13.8	18.2	KCNR 860 Salt Lake City	0.7/4.1/ 12/ 444
AOR/CLASSIC		323 (4)	323 (4)	22.2	23.9	KFAM 700 N Salt Lake Cit	0.6/1.4/ 12/ 211
AC/OLDIES/SOFT ROCK	46 (2)	144 (4)	190 (6)	13.0	18.8	KLO 1430 Ogden	0.5/1.6/ 8/ 176
HOR/VARIETY	136 (1)		136 (1)	9.3	7.0	KSRR 1400 Provo	0.4/2.0/ 6/ 213
COUNTRY	10 (1)	323 (3)	333 (4)	22.8	17.6	KUTR 1320 Salt Lake City	0.9/4.3/ 15/ 472
BLACK/URBAN						KZOL-F 96.1 Provo/Salt Lake	0.6/4.7/ 9/ 506
BEAUTIFUL/EASY	17 (2)	132 (2)	149 (4)	10.2	8.6		
NEWS/TALK	49 (2)		49 (2)	3.4	1.3		
NOSTALGIA	36 (1)		36 (1)	2.5	2.7		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		35 (1)	35 (1)	2.4	1.9		
UNKNOWN/OTHERS	6 (1)		6 (1)	0.4			
	319 (11)	1139 (18)	1458 (29)				

SALT LAKE CITY

RADIO STATIONS

AM STATIONS

KALL, 910,	5 kW/1kW (DA-N)	, FS	ABC MBS, \$29.00	(Eastman)	Hatch
KDYL, 1280,	5 kW/500W (DA-N)	, Nostalgia	SMN, \$23.00	(CBS)	
KISN, 570,	5 kW (DA-1)	, CHR	, \$ NA	(Mc-Guild)	
KSL, 1160,	50 kW	, Full Service	CNN CBS, \$80.00	(CBS)	Bonneville
KTKK, 630,	1 kW/500 W (DA-2)	, Talk	ABC NBC, \$23.00	(K & P)	
KUTR, 1320,	5 kW (DA-1)	, AC	MBS, \$19.00	(Katz)	John Price
KBBX, 1600,	5 kW/1 kW (DA-N)	, Religion	, \$ 8.00	(---)	Mid America Gospel

FM STATIONS

KBCK, 105.7,	14 kW @ 960	, Country	, \$19.00	(---)	Mid America Gospel
KBER, 101.1,	26 kW @ 3740	, AOR	, \$37.00	(Torbet)	(OGDEN)
KBZN, 97.9,	26 kW @ 3740	, Jazz/NAC	, \$18.00	(---)	(OGDEN)
KCPX, 98.7,	40 kW @ 2933	, AC	, \$60.00	(MMR)	John Price
KISN, 97.1,	26 kW @ 3740	, AC	, \$65.00	(Mc-Guild)	
KJQN, 95.5,	10G kW @ 681	, AOR	, \$25.00	(K & P)	(OGDEN)
KKAT, 101.9,	26 kW @ 3740	, Country	, \$86.00	(Banner)	Apollo (OGDEN)
KALL, 94.1,	40 kW @ 3063	, Oldies	ABC, \$47.00	(Eastman)	Hatch
KUTQ, 95.5,	4C kW @ 2953	, CHR	NBC, \$22.00	(K & P)	(BOUNTIFUL)
KLZX, 93.3,	26 kW @ 3740	, Classic AOR	ABC, \$42.00	(Christal)	Citadel
KMGR, 107.5,	45 kW @ 2850	, Soft AC	UNISUP UNIULT, \$34.00	(HNWH)	Ragan Henry (OREM)
KRPN, 107.9,	67 kW @ 2383	, Oldies	, \$20.00	(---)	(ROY)
KRSP, 103.5,	26 kW @ 3740	, AOR	ABC, \$59.00	(Durpetti)	
KSFI, 100.3,	26 kW @ 3740	, EZ	, \$65.00	(CBS)	
KSOP, 104.3,	25 kW @ 3640	, Country	, \$48.00	(MMR)	
KSOS, 106.9,	68 kW @ 2369	, AC	, \$18.00	(Moore)	(BRIGHAM)
KZHT, 94.9,	48 kW @ 2799	, CHR	, \$32.00	(Katz)	(PROVO)
KZOL, 96.1,	55 kW @ 2630	, Oldies	UNISUP UNIULT, \$24.00	(HNWH)	(PROVO)

Miscellaneous: FMGR AF sold to Ragan Henry for \$1,000,000 (Kalil)... KLCY-F to KALL-F and format from AC to Oldies (Oct)...

SAN ANTONIO

Arbitron Rank/Pop (12+): 35/1,078,100
 MSA Rank/Pop: 37/1,350,000
 Average Person Ratings: 17.4
 Market TSL: 23.00 hours

Stations: 31/30
 Diaries: 1425/757:1/49.5%
 Sample Target: 1390
 % Below Line: 0.4
 % Not Listed: 10.0

1991 Revenue: \$39,000,000
 HH Inc.: \$29,279
 Retail \$: 9.6 B11
 Pop per Station: 35,936
 #1 Biller: KCYY-F/KKYX \$7,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ HETRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. KCYY-F (C)	186/ 9.9	12.4	10.6	12.4	10.9	11.3	227/3022	2533/23.5	22.1	25.0	10.4	199	2566
2. KTFM-F (CHR)	173/ 9.2	9.3	9.2	10.1	9.0	9.4	184/2694	2525/23.4	23.4	21.8	15.4	294	2921
3. KXTN-F (SP)	140/ 7.5	9.7	7.4	3.9	1.5	7.1	162/1824	1646/15.3	12.1	4.3	11.9	228	1574
4. KAJA-F (C)	129/ 6.9	6.3	5.3	6.0	8.4	6.1	158/2123	1761/16.3	13.5	18.9	6.7	128	1379
5. KQXT-F (SAC)	122/ 6.5	5.0	5.2	5.6	4.9	5.6	130/1670	1516/14.1	12.3	11.6	2.2	42	807
6. KSAQ-F (AOR)	92/ 4.9	4.1	5.2	4.8	4.3	4.8	103/1664	1448/13.4	13.2	14.7	6.3	121	1338
7. KZEP-AF (AOR)	80/ 4.3	4.0	4.9	5.6	6.3	4.7	87/1590	1401/13.0	10.9	15.2	3.7	70	1021
8. KKYX (C)	78/ 4.2	4.6	4.3	4.2	4.3	4.3	189/1917	900/ 8.3	9.6	9.4	2.9	56	641
9. KONO-AF (O)	73/ 3.9	3.9	3.2	2.0	4.1	3.3	101/1303	1003/ 9.3	11.9	11.8	3.0	38	703
10. KSMG-F (O)	70/ 3.7	3.4	4.4	4.8	4.2	4.1	80/1374	1195/11.1	12.1	12.9	4.3	83	857
KCOR (SP)	70/ 3.7	3.6	5.8	3.6	5.4	4.2	70/677	677/ 6.3	8.9	8.5	3.2	62	992
12. WOAI (N/T)	69/ 3.7	4.4	6.3	6.2	6.1	5.2	109/1966	1306/12.1	16.2	14.3	4.2	81	1055
13. KSRR-F (AC)	65/ 3.5	3.9	3.2	3.1	3.4	3.4	76/1577	1375/12.8	13.1	13.8	1.8	35	972
14. K TSA (FS)	55/ 2.9	2.0	2.8	3.3	3.4	2.8	71/1222	870/ 8.1	7.8	8.4	1.3	25	507
15. KMMX-F (AC)	43/ 2.3	2.9	3.0	2.5	3.7	2.7	48/986	868/ 8.1	8.1	10.5	2.2	42	812
16. KRIO-F (C)	39/ 2.1	2.4	1.1	-----	-----	1.4	47/771	654/ 6.1	2.3	0.0	1.7	32	443
17. KSAH (SP)	38/ 2.0	1.7	1.6	0.6	1.4	1.5	41/353	313/ 2.9	3.7	2.1	2.7	52	326
18. KSLR (REL)	23/ 1.2	1.3	1.2	1.4	1.0	1.3	30/492	358/ 3.3	3.1	3.6	0.8	16	382
19. KZVE (SP)	19/ 1.0	1.3	1.1	1.3	2.0	1.2	19/287	287/ 2.7	2.7	4.3	0.1	2	107
20. KEDA (SP)	18/ 1.0	2.1	1.2	2.2	2.4	1.6	20/307	285/ 2.6	3.0	4.5	1.8	35	416

12+ FM SHARE (METRO): 70.98% (1196 of 1685) (FAL 90: 65.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F>>	1 KCYY-F	1 KCYY-F>	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KCYY-F	1 KTFH-F>	1 KTFM-F
2	2 KTFM-F	2 KXTN-F	2 KXTN-F	2 KXTN-F	2 KQXT-F<	2 KTFM-F	2 KQXT-F	2 KTFM-F	2 KCYY-F<	2 KZEP-F<
3	3 KSAQ-F	3 KTFM-F	3 KAJA-F	3 KAJA-F	3 KXTN-F	3 KAJA-F	3 KAJA-F	3 KXTN-F	3 KSAQ-F	3 KCYY-F
4	4 KAJA-F	4 KAJA-F	4 KZEP-AF<	4 KQXT-F	4 KKYX	4 KXTN-F	4 KXTN-F	4 KQXT-F	4 KXTN-F>	4 K TSA
5	5 KZEP-AF	5 KZEP-AF<	5 KQXT-F<	5 KZEP-AF<	5 KONO-AF	5 KKYX <	5 KTFM-F	5 KAJA-F	5 KSRR-F	5 KSAQ-F
6	6 KXTN-F	6 KSAQ-F<	6 KTFM-F<	6 KTFM-F	6 KAJA-F	6 KQXT-F	6 KZEP-AF<	6 KSAQ-F	6 KAJA-F	6 KQXT-F
7	7 KSRR-F	7 KQXT-F	7 KSMG-F	7 KSMG-F	7 KCOR	7 WOAI	7 KCOR	7 KZEP-AF	7 KZEP-AF	7 KAJA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F	1 KSAQ-F	1 KSAQ-F	1 KZEP-AF>	1 KCYY-F	1 KXTN-F
2 KCYY-F>	2 KTFM-F>	2 KTFM-F	2 KTFM-F	2 KQXT-F	2 KCYY-F>	2 KCYY-F<	2 KCYY-F	2 KZEP-AF	2 KZEP-AF
3 KAJA-F	3 KSRR-F	3 KQXT-F	3 KQXT-F	3 KXTN-F	3 KAJA-F	3 KZEP-AF	3 KSMG-F	3 KXTN-F	3 KCYY-F
4 KSRR-F	4 KQXT-F	4 KSRR-F	4 KAJA-F	4 KAJA-F	4 KTFM-F	4 KAJA-F	4 KTFM-F	4 KSAQ-F	4 KAJA-F
5 KQXT-F	KAJA-F	5 KXTN-F	5 KXTN-F	5 KTFM-F	5 KZEP-AF	5 KTFM-F	KSAQ-F	5 KAJA-F	5 KSMG-F
6 KXTN-F	6 KXTN-F	6 KRIO-F	6 KSRR-F	6 KSMG-F	6	6 KSMG-F	KAJA-F	6 KTFM-F	6 KONO-AF
7 KSAQ-F	7 KSAQ-F	KAJA-F	7	7 KONO-AF	7	7 KXTN-F	7 KXTN-F	7 KSMG-F	7 KTFH-F
		8 KSAQ-F							8 KSAQ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		173 (1)	173 (1)	10.3	20.4	KCHG 810 Somerset/SnAnto	0.6/1.0/ 11/ 103
AOR/CLASSIC	10 (2)	171 (2)	181 (4)	10.7	9.3	KDRY 1100 Alamo Heights	0.7/1.9/ 13/ 256
AC/OLDIES/SOFT ROCK	30 (1)	236 (6)	266 (7)	15.8	16.4	KGNB 1420 New Braunfels	0.7/1.2/ 14/ 135
MOR/VARIETY	55 (1)		55 (1)	3.3	4.2	KISS-F 99.5 San Antonio	0.4/3.5/ 10/ 527
COUNTRY	94 (2)	354 (3)	448 (5)	26.6	21.4	KMMZ 1480 San Antonio	0.8/1.1/ 15/ 115
BLACK/URBAN						KSJL 760 San Antonio	0.5/2.3/ 18/ 392
BEAUTIFUL/EASY		122 (1)	122 (1)	7.2	5.5	KVAR 1160 San Antonio	0.6/1.8/ 12/ 213
NEWS/TALK	69 (1)		69 (1)	4.1	5.8	KWED 1580 Seguin	0.9/1.4/ 16/ 150
NOSTALGIA	13 (1)		13 (1)	0.8			
RELIGION/GOSPEL	36 (2)		36 (2)	2.1	1.1	KEYI-F 103.5 San Marcos/Aust	0.4/2.5/ 12/ 358
SPANISH	145 (4)	140 (1)	285 (5)	16.9	13.3		
CLASSICAL							
JAZZ/NEW AGE					1.5		
UNKNOWN/OTHERS	37 (3)		37 (3)	2.2	1.2		
	489 (17)	1196 (14)	1685 (31)				

SAN ANTONIO

RADIO STATIONS

AM STATIONS

KMMZ, 1480, 2.5 KW (DAYS, DA) , ??		, \$ 24.00 (McGuild)	
KCOR, 1350, 5 KW (DA-N) , HISPANIC		, \$ 69.00 (Katz)	Tichenor
KEDA, 1540, 5 KW/1 KW (DA-N), HISPANIC		, \$ 26.00 (Caballero)	
KKYX, 680, 50 KW/10 KW(DA-N), COUNTRY	ABC	, \$ 50.00 (Katz)	New City
KONO, 860, 5 KW/1 KW , OLDIES	NBC, UNIULT	, \$ 29.00 (Christal)	Booth/Genesis
KSAH, 720, 10 KW/1 KW (DA-2), HISPANIC		, \$ 22.00 (Caballero)	
KSJL, 760, 50 KW/1 KW (DA-1), AOR	SMN, NBC	, \$ 16.00 (Eastman)	Inner City
KSLR, 630, 5 KW (DA-2) , RELIGION		, \$ 17.00 (---)	Salem
KTSA, 550, 5 KW (DA-N) , MOR/NOSTALGIA	CNN ABC	, \$ 28.00 (Banner)	
KXTN, 1310, 5 KW/280 W(DA-1), HISPANIC		, \$ 26.00 (Lotus)	TK
WOAI, 1200, 50 KW , NEWS/TALK	CBS	, \$ 84.00 (Christal)	Clear Channel

FM STATIONS

KAJA, 97.3, 100 KW @ 984, COUNTRY		, \$ 59.00 (Christal)	Clear Channel
KCYV, 100.3, 100 KW @ 984, COUNTRY		, \$ 95.00 (Katz)	New City
KONO, 101.1, 100 KW @ 620, OLDIES	NBC	, \$ 24.00 (Christal)	Waldon (FREDICKSBURG)
KISS, 99.5, 100 KW @ 1111, AOR	ABC	, \$ 57.00 (MMR)	Adams
KSRR, 92.9, 100 KW @ 1016, AC		, \$ 53.00 (Christal)	Booth/Genesis
KMMX, 106.7, 100 KW @ 1016, SOFT AC		, \$ 55.00 (McGuild)	
KQXT, 101.9, 100 KW @ 672, E2		, \$ 52.00 (Group W)	Westinghouse
KSAC, 96.1, 100 KW @ 481, AOR	NBC CBS	, \$ 42.00 (Eastman)	Inner City
KSMG, 105.3, 100 KW @ 1249, OLDIES		, \$ 61.00 (CBS)	Rusk
KTFM, 102.7, 100 KW @ 672, CHR		, \$ 60.00 (Banner)	
KZEP, 104.5, 100 KW @ 662, CLASSIC AOR	MBS	, \$ 54.00 (HNWH)	Lotus
KZVE, 107.5, 100 KW @ 1470, HISPANIC		, \$ 42.00 (Schubert)	TK

Miscellaneous: KISS-F back to AOR after Fall book...

SAN DIEGO

Arbitron Rank/Pop (12+): 15/2,173,700
 MSA Rank/Pop: 14/2,540,000
 ADI # 25
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 37/31
 Diaries: 2077/1046:1/48.6%
 Sample Target: 1920
 % Below Line: 4.5
 % Not Listed: 10.7

1991 Revenue: \$86,000,000
 HH Inc.: \$41,672
 Retail \$: 19.9 Btl
 Pop per Station: 70,119
 #1 Biller: KFMB \$10,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KSON-AF (C)	263/ 7.5	7.1	8.8	6.1	7.5	7.4	263/3568	3568/16.4	16.2	14.2	8.8	285	3566	KSON-AF
2. KKLQ-AF (CHR)	227/ 6.5	6.5	6.0	7.3	7.7	6.6	227/3842	3842/17.7	19.3	20.2	7.8	257	4295	KKLQ-AF
3. KYXY-F (AC)	201/ 5.8	4.0	3.6	4.3	3.9	4.4	201/2834	2834/13.0	11.7	10.8	3.1	107	2036	KYXY-F
4. KJQY-F (SAC)	200/ 5.7	5.2	5.6	4.9	6.0	5.3	200/2924	2924/13.5	12.6	12.4	4.2	146	1860	KJQY-F
5. KGB -F (AOR)	191/ 5.5	4.9	6.0	4.9	6.0	5.3	191/3756	3756/17.3	16.0	15.3	6.2	212	3479	KGB -F
6. XTRA-F (AOR)	187/ 5.4	5.5	5.4	4.4	5.7	5.2	187/2906	2906/13.4	13.6	14.4	6.3	218	3008	XTRA-F
7. KSDO (N/T)	159/ 4.6	5.6	5.2	5.9	6.6	5.3	159/2198	2198/10.1	10.8	11.6	4.3	149	2057	KSDO
8. KFMB-F (AC)	153/ 4.4	4.7	5.4	5.7	4.8	5.1	153/3238	3238/14.9	16.1	13.0	6.4	220	3004	KFMB-F
9. KIFM-F (J)	142/ 4.1	4.3	3.2	3.6	3.6	3.8	142/2203	2203/10.1	9.7	10.7	3.8	130	1789	KIFM-F
10. XHTZ-F (CHR)	141/ 4.0	3.4	2.4	2.6	3.1	3.1	141/2751	2751/12.7	9.4	10.7	6.2	212	3039	XHTZ-F
KFSD-F (CL)	141/ 4.0	3.8	3.0	3.7	2.9	3.6	141/2109	2109/ 9.7	7.2	7.6	2.2	77	1554	KFSD-F
12. KFMB (FS)	140/ 4.0	5.0	6.5	5.1	4.0	5.2	140/2907	2907/13.4	16.1	11.9	3.0	103	1729	KFMB
13. KPOP (BB)	124/ 3.6	3.8	4.5	4.1	3.4	4.0	124/1387	1387/ 6.4	7.8	6.7	2.1	73	983	KPOP
14. KSDO-F (CL AOR)	104/ 3.0	2.8	4.2	3.3	2.7	3.3	104/2104	2104/ 9.7	10.7	8.8	2.6	90	1492	KSDO-F
15. KCBQ-F (O)	83/ 2.4	2.9	2.5	2.8	3.1	2.7	83/1950	1950/ 9.0	8.3	9.2	2.7	94	1834	KCBQ-F
16. XTRA (SP/T)	73/ 2.1	2.0	1.1	1.2	1.5	1.6	73/1838	1838/ 8.5	5.0	7.1	2.3	78	1579	XTRA
17. KIOZ-F (AOR)	72/ 2.1	4.0	2.6	1.9	3.1	2.6	72/1251	1251/ 5.8	5.8	6.9	5.3	182	2758	KIOZ-F
18.														
19.														
20.														

12+ FM SHARE (METRO): 74.48% (2323 of 3119) (FAL 90: 72.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF>>1 XTRA-F	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSON-AF	1 KSON-AF<	1 KFMB <	1 KSON-AF	1 KSON-AF	1 KKLQ-AF	1 KSDO >>
2 XHTZ-F>>2 KGB -F	2 XTRA-F	2 KGB -F	2 KYXY-F<	2 KSDO	2 KSON-AF	2 KJQY-F	2 KKLQ-AF	2 XHTZ-F	2 KYXY-F>>	2 KYXY-F>>
3 3 KKLQ-AF	3 KGB -F	3 KYXY-F	3 KJQY-F<	3 KJQY-F	3 KFMB-F<	3 KYXY-F	3 KGB -F	3 KYXY-F<	3 KSON-F	3 KSON-F
4 4 KSON-AF>	4 KKLQ-AF	4 KIFM-F	4 KIFM-F	4 KIFM-F	4 KPOP <	4 KKLQ-AF	4 KGB -F	4 KJQY-F<	4 KSON-AF	4 KKLQ-F<
5 5 KYXY-F	5 KYXY-F<	5 KJQY-F	5 KJQY-F	5 KYXY-F	5 KSDO	5 XTRA-F	5 XTRA-F	5 XTRA-F	5 KJQY-F	5 KJQY-F
6 KFMB-F	6 KFMB-F	6 KFMB-F	6 KFMB-F	6 KFMB-F	6 KYXY-F<	6 KSDO	6 XHTZ-F<	6 KFSD-F	6	6
7 7 XHTZ-F	7 KIFM-F<	7 XTRA-F	7 XTRA-F<	7 KFSD-F	7 KGB -F	7 KKLQ-AF	7 KYXY-F	7 KGB -F	7	7
8 8	8 KJQY-F	8	8 KKLQ-AF	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 XTRA-F	1 KKLQ-AF	1 KSON-AF	1 KYXY-F<	1 KYXY-F<	1 XTRA-F	1 KGB -F	1 KGB -F	1 KGB -F	1 KGB -F
2 KKLQ-AF>	2 KSON-AF	2 KYXY-F	2 KSON-AF	2 KSON-AF	2 KGB -F>	2 XTRA-F>	2 XTRA-F>	2 XTRA-F	2 KSON-AF
3 KSON-AF	3 XTRA-F	3 KKLQ-AF	3 KKLQ-AF<	3 KJQY-F	3 KIOZ-F	3 KKLQ-AF<	3 KSDO-F	3 KSON-AF>	3 XTRA-F
4 XHTZ-F	4 KYXY-F	4 KFMB-F	4 KFMB-F	4 KFMB-F	4 XHTZ-F	4 KSON-AF	4 KSON-AF	4 KSDO-F	4 KIFM-F
5 XENO	5 KFMB-F	5 KJQY-F	5 KJQY-F	5 KIFM-F	5 KKLQ-AF	5 KSDO-F	5 KKLQ-AF<	5 KKLQ-AF	5 KSDO-F
KYXY-F	6 XHTZ-F	6 KRMX-F<	6 KIFM-F<	6 KKLQ-AF	6 KSON-AF	6 KIOZ-F	6 KIFM-F	6 KIFM-F	6 KJQY-F<
KGB -F	7 KGB -F	7 KGB -F<	7 XTRA-F	7 KFMB	KFMB-F	7 XHTZ-F	7	7 KFMB-F	7 KCBQ-F
8 KFMB-F	8	8 XTRA-F	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	10 (1)	358 (2)	368 (3)	11.8	10.4	KCBQ	1170 San Diego	1.3/4.4/ 44/ 961		
AOR/CLASSIC		594 (6)	594 (6)	19.0	21.0	KCEO	1000 Vista	0.5/1.7/ 19/ 363		
AC/OLDIES/SOFT ROCK	44 (1)	536 (6)	580 (7)	18.6	19.5	KKOS-F	95.9 Carlsbad	0.6/2.3/ 21/ 499		
MOR/VARIETY	140 (1)		140 (1)	4.5	6.1	KOWF-F	92.1 Escondido/SD	0.9/2.1/ 33/ 464		
COUNTRY	45 (2)	253 (2)	298 (4)	9.6	7.9	KPRZ	1210 San Marcos/SD	0.5/1.9/ 16/ 411		
BLACK/URBAN		31 (1)	31 (1)	1.0	1.8	KRMX-F	94.9 San Diego	1.9/6.8/ 68/1470		
BEAUTIFUL/EASY NEWS/TALK	273 (4)	200 (1)	200 (1)	6.4	5.7	KSPA	1450 Escondido/SO	0.5/1.1/ 19/ 239		
NOSTALGIA	124 (1)		273 (4)	8.8	10.1	XEMO	860 Tijuana	1.5/2.7/ 52/ 591		
RELIGION/GOSPEL	16 (1)		124 (1)	4.0	4.0	XHFG-F	107.3 Tijuana	0.6/1.7/ 20/ 374		
SPANISH	125 (2)	68 (3)	16 (1)	0.5		XHKY-F	95.7 Tijuana/SD	0.3/1.4/ 16/ 305		
CLASSICAL		141 (1)	193 (5)	6.2	2.7	XHRM-F	92.5 Tijuana	0.9/4.1/ 31/ 888		
JAZZ/NEW AGE		142 (1)	141 (1)	4.5	4.0	XLTH-F	104.5 Tijuana	1.0/3.0/ 36/ 652		
UNKNOWN/OTHERS	19 (1)		142 (1)	4.6	3.8					
	796 (14)	2323 (23)	19 (1)	0.6	2.9	KFI	640 Los Angeles	1.3/3.4/ 44/ 732		
						KLAC	570 Los Angeles	0.3/0.9/ 12/ 188		
						KLOS-F	95.5 Los Angeles	0.5/2.2/ 19/ 484		
						KNX	1070 Los Angeles	1.5/6.3/ 51/1366		
						KRTH-F	101.1 Los Angeles	0.5/2.8/ 16/ 608		
						KWVE-F	107.9 San Clemente	0.4/1.8/ 15/ 385		

SAN DIEGO

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	Oldies	, \$ NA	(HNWH)	Adams
KFMB,	760,	5 KW (DA-N)	, Full Service	CBS, \$180.00	(Mc-Guild)	Midwest TV
KPOP,	1360,	5 KW/1 KW	, Nostalgia	NBC, UNISUP, \$ 40.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, News/Talk	ABC, \$130.00	(Durpetti)	Gannett
XTRA,	690,	50 KW (DA-2)	, Talk	MBS, \$ 40.00	(MMR)	Noble

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ,	105.3,	29 KW @ 620	, Oldies	UNIULT, \$ 85.00	(HNWH)	Adams
KFMB,	100.7,	30 KW @ 620	, AC	, \$105.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641	, Classical	, \$ 75.00	(HNWH)	Lotus
KGB,	101.5,	50 KW @ 500	, AOR/Classic AOR	, \$170.00	(Katz)	Brown
KIOZ,	102.1,	10 KW @ 980	, ADR	SOURCE, \$ 50.00	(Banner)	(DCEANSIDE)
KIFM,	98.1,	28 KW @ 640	, Jazz	, \$ 86.00	(CBS)	
KJQY,	103.7,	36 KW @ 578	, EZ	, \$ 90.00	(MMR)	Command
KKLQ,	106.5,	50 KW @ 440	, CHR	, \$175.00	(Christal)	Edens
KBZS,	94.9,	22 KW @ 702	, Oldies	, \$ 80.00	(Eastman)	
KMLO,	107.1,	3 KW @ 300	, Soft AC	, \$ 40.00	(---)	(FALLBROOK)
KSDO,	102.9,	32 KW @ 617	, Classic AOR	, \$ 68.00	(Durpetti)	
KSON,	97.3,	50 KW @ 440	, Country	, \$135.00	(Banner)	Jeff-Pilot
KYXY,	96.5,	41 KW @ 540	, AC	, \$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 350	, Black	ABC, \$ 48.00	(---)	(TIJUANA)
XLTN,	104.5,	57 KW @ 677	, Hispanic	, \$ 40.00	(Katz Hisp)	(TIJUANA)
XTRA,	91.1,	100 KW @ 688	, AOR	, \$ 98.00	(MMR)	Noble (TIJUANA)

Miscellaneous: KRMX-F to KBZS-F and from AC to Oldies (after Fall book)...

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,178,000
 MSA Rank/Pop: 28/4,760,000
 ADI # 5
 Average Person Ratings: 16.1
 Market TSL: 21.25 hours

Stations: 54/51
 Diaries: 4240/1221:1/47.4%
 Sample Target: 3000
 % Below Line: 1.5
 % Not Listed: 12.9

1991 Revenue: \$170,700,000
 HH Inc.: \$45,752
 Retail \$: 40.8 Bil
 Pop per Station: 101,529
 #1 Biller: KGO \$23,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KGO (T)	697/ 8.4	8.0	7.8	8.9	8.3	8.3	835/13014	10678/20.6	17.6	19.5	8.4	700	9016	KGO
2. KCBS (N/T)	457/ 5.5	4.1	4.8	6.7	4.7	5.3	553/11517	9636/18.6	16.9	15.5	4.3	362	5890	KCBS
3. KMEL-F (CHR)	439/ 5.3	5.3	6.1	6.2	5.2	5.7	460/7764	7014/13.5	15.5	13.3	9.5	791	10938	KMEL-F
4. KFRC (BB)	356/ 4.3	4.9	4.3	4.5	5.3	4.5	420/5853	4838/ 9.2	10.0	10.5	2.6	220	3434	KFRC
5. KOIT-AF (SAC)	296/ 3.6	3.0	3.7	3.2	4.4	3.4	303/5920	5715/11.0	10.8	11.3	3.0	225	3606	KOIT-AF
6. KNBR (T)	275/ 3.3	4.5	3.8	2.4	2.6	3.5	367/7209	5225/10.1	12.7	9.8	2.3	191	4154	KNBR
7. KITS-F (CHR)	257/ 3.1	2.7	2.6	3.1	3.0	2.9	265/4382	4171/ 8.1	7.6	7.4	3.3	273	3965	KITS-F
8. KABL-AF (SAC)	249/ 3.0	2.7	2.6	2.9	3.1	2.8	256/4988	4739/ 9.2	7.8	7.4	2.0	120	2641	KABL-AF
9. KSOL-F (B)	243/ 2.9	2.8	3.6	2.9	2.5	3.0	249/5750	5596/10.8	11.1	9.1	4.7	396	7911	KSOL-F
10. KSAN-F (C)	239/ 2.9	2.5	3.0	3.2	3.1	2.9	249/4160	3942/ 7.6	7.4	7.0	3.3	275	3471	KSAN-F
11. KIOI-F (AC)	224/ 2.7	3.2	3.9	2.9	3.4	3.2	231/4981	4726/ 9.1	10.4	10.3	3.9	323	3971	KIOI-F
12. KKSF-F (J/NA)	205/ 2.5	2.7	2.5	2.3	2.3	2.5	208/3768	3697/ 7.1	6.8	6.1	2.7	223	3271	KKSF-F
13. KBLX-AF (J/NA)	199/ 2.4	2.5	2.0	2.3	2.4	2.3	201/3521	3434/ 6.6	6.2	6.7	2.3	194	4256	KBLX-AF
14. KBAY-F (EZ)	195/ 2.3	2.0	2.1	1.9	2.1	2.1	244/3189	2544/ 4.9	5.3	4.4	1.3	110	1864	KBAY-F
15. KDFC-AF (CL)	189/ 2.3	2.3	2.7	1.9	2.9	2.3	198/4018	3823/ 7.4	7.9	7.1	1.2	87	2438	KDFC-AF
16. KRQR-F (AOR)	180/ 2.2	2.8	2.3	2.9	2.2	2.5	191/4102	3759/ 7.3	8.2	7.4	2.8	233	3648	KRQR-F
17. KBRG-F (SP)	171/ 2.1	2.0	1.1	1.4	1.2	1.6	173/1569	1549/ 3.0	2.1	2.1	1.5	126	1610	KBRG-F
18. KSJO-F (AOR)	149/ 1.8	1.6	1.6	1.6	1.2	1.6	160/2866	2580/ 5.0	5.0	4.9	2.1	179	2606	KSJO-F
19. KOME-F (AOR)	149/ 1.8	1.4	1.5	1.3	1.6	1.5	163/2779	2605/ 5.0	5.2	4.7	1.7	141	2568	KOME-F
20. KFRC-F (O)	148/ 1.8	2.3	2.2	1.9	2.6	2.0	149/4046	3865/ 7.5	8.4	8.3	1.2	103	2091	KFRC-F
21. KSFO (O)	146/ 1.8	2.6	2.1	1.4	2.2	2.0	154/3477	3194/ 6.2	8.8	7.6	1.5	125	1904	KSFO
22. KKHI-AF (CL)	138/ 1.6	2.2	2.4	2.3	1.8	2.1	140/2867	2746/ 5.3	6.5	5.9	1.6	109	2284	KKHI-AF
23. KFOG-F (AOR)	135/ 1.6	2.3	1.9	2.3	2.1	2.0	141/3424	3251/ 6.3	7.3	8.1	2.5	212	3059	KFOG-F
24. KEZR-F (AC)	127/ 1.5	1.2	1.0	1.2	1.0	1.2	130/1968	1943/ 3.8	3.4	3.6	1.5	122	1695	KEZR-F
25. KHQT-F (CHR)	124/ 1.5	1.8	1.9	1.4	1.3	1.6	128/2741	2698/ 5.2	5.1	3.6	2.4	200	2813	KHQT-F
26. KYA -F (O)	116/ 1.4	1.2	1.1	1.4	1.5	1.3	120/2794	2709/ 5.2	4.5	5.2	1.0	81	1673	KYA -F
27. KNEW (C)	96/ 1.2	0.8	1.2	1.0	1.5	1.1	102/1861	1773/ 3.4	3.4	3.2	1.3	106	1759	KNEW
KDBQ-FF (AC)	27/ 1.2	1.7	1.6	1.6	1.3	1.5	124/3489	3026/ 5.8	5.4	4.9	0.8	44	1648	KDBQ-FF
29. KUFX-F (CL AOR)	87/ 1.0	1.1	1.1	0.8	0.6	1.0	116/2889	2236/ 4.3	3.9	2.7	1.4	113	2124	KUFX-F
30. KJAZ-F (J)	83/ 1.0	0.8	1.1	1.3	0.9	1.0	85/1590	1551/ 3.0	3.3	2.9	0.9	72	1255	KJAZ-F

12+ FM SHARE (METRO): 64.85% (4701 of 7249) (FAL 90: 62.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F >>	1 KMEL-F	1 KMEL-F <	1 KGO >	1 KGO >	1 KGO >	1 KGO >	1 KGO >	1 KGO >	1 KMEL-F	1 KGO >>
2 KSOL-F >	2 KITS-F	2 KGO	2 KCBS <	2 KCBS	2 KCBS	2 KCBS >	2 KFRC	2 KMEL-F	2 KGO >	2 KCBS >>
3 KHQT-F >	3 KIOI-F	3 KITS-F	3 KKSF-F	3 KOIT-AF <	3 KFRC >	3 KMEL-F	3 KCBS	3 KCBS	3 KNBR	3 KNBR >>
4	4 KSOL-F	4 KOIT-AF	4 KOIT-AF <	4 KSAN-F <	4 KNBR	4 KFRC	4 KOIT-AF	4 KFRC	4 KOIT-AF	4 KMEL-F >>
5	5 KSJO-F	5 KIOI-F <	5 KBLX-AF <	5 KKSF-F	5 KABL-AF	5 KNBR >	5 KMEL-F <	5 KOIT-AF	5 KSOL-F <	5 KIOI-F >>
6	6 KOME-F	6 KSAN-F	6 KMEL-F	6 KNBR	6 KOIT-AF	6 KITS-F	6 KSAN-F	6 KITS-F	6 KIOI-F	6 KSAN-F
7	7 KGO	7 KCBS	7 KSAN-F	7 KBLX-AF <	7 KDFC-AF	7 KSAN-F <	7 KNBR	7 KABL-AF <	7 KITS-F	7 KFRC
8	8 KBRG-F	8 KKSF-F	8 KNBR	8 KABL-AF	8 KBAY-F	8 KOIT-AF	8 KABL-AF	8 KSOL-F	8 KCBS	8 KSOL-F
9	9	9 KSOL-F	9 KRQR-F	9 KMEL-F	9 KKSF-F <	9 KABL-AF	9	9 KSAN-F	9	9 KSJO-F
10	10	10	10 KITS-F	10	10 KSAN-F	10	10	10	10	10 KOIT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F >	1 KMEL-F >	1 KMEL-F	1 KMEL-F	1 KGO	1 KMEL-F	1 KITS-F	1 KOME-F	1 KGO	1 KGO >
2 KIOI-F	2 KSDL-F	2 KOIT-AF	2 KOIT-AF	2 KOIT-AF	2 KITS-F >	2 KMEL-F >	2 KITS-F	2 KITS-F	2 KCBS
3 KSOL-F	3 KIOI-F	3 KSAN-F <	3 KSAN-F <	3 KSAN-F	3 KSOL-F >	3 KOME-F	3 KGO	3 KMEL-F	3 KNBR
4 KITS-F	4 KOIT-AF <	4 KSOL-F	4 KIOI-F	4 KABL-AF	4 KRQR-F	4 KSJO-F	4 KSJO-F	4 KCBS	4 KITS-F
5 KSAN-F >	5 KSAN-F <	5 KBRG-F <	5 KSOL-F	5 KBLX-AF	5 KIOI-F <	5 KIOI-F	5 KMEL-F <	5 KNBR	5 KKSF-F
6 KOIT-AF	6 KITS-F	6 KBLX-AF	6 KGD	6 KKSF-F	6 KSJO-F	6 KRQR-F	6 KIOI-F	6 KRQR-F	6 KOME-F <
7 KHQT-F	7 KBRG-F	7 KIOI-F	7 KBLX-AF	7 KMEL-F	7 KOME-F <	7 KGO	7 KRQR-F	7 KOME-F	7 KBLX-AF
8 KEZR-F	8	8 KKSF-F	8 KKSF-F	8 KIOI-F	8 KBRG-F	8 KSOL-F	8 KFOG-F	8 KSJO-F	8 KSAN-F
9 KBRG-F	9	9 KITS-F	9 KABL-AF	9 KCBS	9 KHQT-F	9 KBRG-F	9 KBRG-F	9 KKSF-F	9 KOIT-AF
10 KSJO-F	10	10 KEZR-F	10	10 KSOL-F	10	10 KFOG-F	10 KBLX-AF	10 KBRG-F	10 KDFC-AF

SAN FRANCISCO

FORMATS	AM	FM	TOTAL	%	FAL 90	OTHER RATED STATIONS	METRO CUME	TSA	TSA
-----	--	--	-----	-	%	-----	SHARE/RTG/AQH/CUME	-----	-----
TOP 40/CHR/CONTEMP		895 (5)	895 (5)	12.3	16.1	KARA-F 105.7 Santa Clara/SJ	0.9/3.1/ 82/1692		
AOR/CLASSIC		738 (6)	738 (6)	10.2	10.8	KDIA 1310 Oakland/SF	0.9/2.1/ 77/1089		
AC/OLDIES/SOFT ROCK	146 (1)	770 (7)	916 (8)	12.6	17.5	KEEN 1370 San Jose	0.3/1.1/ 26/ 549		
MOR/VARIETY					5.6	KFAX 1100 San Francisco	0.6/1.7/ 56/ 931		
COUNTRY	166 (3)	385 (4)	551 (7)	7.6	4.4	KHTT-F 92.9 Healdsburg/SRsa	0.4/1.3/ 33/ 721		
BLACK/URBAN	77 (1)	243 (1)	320 (2)	4.4	4.7	KIQI 1010 San Francisco	0.9/1.9/ 76/1054		
BEAUTIFUL/EASY	68 (2)	672 (3)	740 (5)	10.2	4.9	KKIQ-F 101.7 Livermore/Plsnt	0.3/1.1/ 30/ 595		
NEWS/TALK	1429 (3)		1429 (3)	19.7	13.2	KLOK 1170 SanJose/SanFran	0.7/2.1/ 65/1305		
NOSTALGIA	356 (1)		356 (1)	4.9	6.0	KOFY 1050 San Mateo/SF	0.7/2.4/ 66/1317		
RELIGION/GOSPEL	54 (1)		54 (1)	0.7	1.0	KRPQ-F 104.9 Rohnert Park	0.5/1.1/ 45/ 561		
SPANISH	189 (3)	171 (1)	360 (4)	5.0	3.7	KRTY-F 95.3 Los Gatos	0.8/2.0/ 75/1160		
CLASSICAL	36 (2)	291 (2)	327 (4)	4.5	4.3	KXFX-F 101.7 Santa Rosa	0.5/1.2/ 38/ 634		
JAZZ/NEW AGE	8 (1)	479 (3)	487 (4)	6.7	5.7	KZST-F 100.1 Santa Rosa	0.6/1.4/ 54/ 748		
UNKNOWN/OTHERS	19 (1)	57 (2)	76 (3)	1.0	2.1				
	-----	-----	-----			KRAK 1140 Sacramento	0.5/1.2/124/1929		
	2548 (19)	4701 (34)	7249 (53)			KRAK-F 105.1 Sacramento	0.4/1.4/320/4363		
						KSFH-F 102.5 Woodland/Scrmnt	0.5/1.5/229/3593		

RADIO STATIONS

AM STATIONS

KABL, 960, 5 KW (DA-1)	, EZ/SOFT AC	UNISUP, \$ N/A (Christal)	Shamrock
KCBS, 740, 50 KW (DA-2)	, NEWS/TALK	CBS, \$ 230.00 (CBS)	CBS
KDIA, 1310, 5 KW (DA-1)	, BLACK	, \$ 50.00 (---)	
KEST, 1450, 1 KW	, TALK/RELIGION	, \$ 40.00 (---)	Douglas
KFAX, 1100, 50 KW (DA-1)	, RELIGION	, \$ 40.00 (---)	Salem
KFRC, 610, 5 KW	, NOSTALGIA	MBS, UNISUP, \$ 70.00 (Katz)	Bedford
KGO, 810, 50 KW	, NEWS/TALK	ABC, \$ 340.00 (Banner)	Cap. Cities/ABC
KIQI, 1010, 10 KW/500W (DA-1)	, HISPANIC	, \$ 58.00 (Caballero)	
KNBR, 680, 50 KW	, FULL SERVICE	NBC, \$ 189.00 (Eastman)	Susquehanna
KNEW, 910, 5 KW (DA-N)	, COUNTRY	, \$ 70.00 (McGuild)	Malrite
KSFO, 560, 5 KW (DA-N)	, OLDIES	UNIPWR, \$ 105.00 (MHR)	

FM STATIONS

KABL, 98.1, 100 KW @ 960	, EZ/SOFT AC	UNISUP, \$ 150.00 (Christal)	Shamrock
KBLX, 102.9, 7 KW @ 1290	, JAZZ/URBAN	, \$ 130.00 (HNWH)	Inner City
KBRG, 104.9, 3 KW @ 300	, HISPANIC	, \$ 55.00 (Katz Hisp)	(FREMONT)
KDFC, 102.1, 33 KW @ 1050	, CLASSICAL	, \$ 79.00 (CHBS)	
KFOG, 104.5, 8 KW @ 1452	, AOR	SOURCE, \$ 110.00 (Eastman)	Susquehanna
KIOI, 101.3, 125 KW @ 1162	, AC	, \$ 175.00 (Durpetti)	Fairmont
KITS, 105.3, 15 KW @ 1200	, CHR/AOR	UNIPWR ABC, \$ 140.00 (HNWH)	Entercom
KKHI, 95.7, 7 KW @ 1290	, CLASSICAL	, \$ 77.00 (HNWH)	Buckley
KJAZ, 92.7, 2 KW @ 397	, JAZZ	, \$ 80.00 (K & P)	(ALAMEDA)
KKSF, 103.7, 8 KW @ 1470	, JAZZ/NAC	, \$ 147.00 (Banner)	Brown
KMEL, 106.1, 69 KW @ 1290	, CHR	, \$ 190.00 (Christal)	Century
KDBK, 98.9, 6 KW @ 1355	, AC	, \$ 70.00 (Katz)	Viacom
KOIT, 96.5, 33 KW @ 1410	, SOFT AC	, \$ 175.00 (Torbet)	Bonneville
KRQR, 97.3, 82 KW @ 1100	, AOR	CBS, \$ 150.00 (CBS)	CBS
KSAN, 94.9, 30 KW @ 1207	, COUNTRY	, \$ 160.00 (McGuild)	Malrite
KSOL, 107.7, 9 KW @ 1162	, BLACK	APR, \$ 135.00 (MHR)	United
KFRC, 99.7, 45 KW @ 1241	, OLDIES	, \$ 100.00 (Schubert)	Bedford
KYA, 93.3, 50 KW @ 492	, OLDIES	UNIPWR, \$ 95.00 (Christal)	

Miscellaneous: K3FO, KYA-F Sold by King for \$13,300,000 (Ka111)...

SAN JOSE

Arbitron Rank/Pop (12+): 31/1,272,300
 MSA Rank/Pop: 31/1,470,000
 San Francisco ADI
 Average Person Ratings: 15.9
 Market TSL: 21.00 hours

Stations: 46/15
 Diaries: 1564/813:1/46.0%
 Sample Target: 1540
 % Below Line: 0.0
 % Not Listed: 59.2

1991 Revenue: \$27,000,000
 MH Inc.: \$51,455
 Retail \$: 13.1 Bill
 Pop per Station: 84,820
 #1 Biller: KOME-F \$4,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KBAY-F (EZ)	120/ 5.9	6.3	6.2	6.3	7.2	6.2	216/2811	1558/12.2	13.8	13.4	3.2	67	1144	KBAY-F
2. KHQT-F (CHR)	107/ 5.3	6.9	7.1	5.5	5.4	6.2	128/2719	2164/17.0	17.5	14.1	8.3	177	2222	KHQT-F
3. KEZR-F (AC)	104/ 5.2	4.8	4.0	4.7	3.8	4.7	129/1930	1553/12.2	11.9	11.9	4.7	99	1203	KEZR-F
4. KSJO-F (AOR)	103/ 5.1	4.7	4.7	4.8	3.6	4.8	149/2520	1520/11.9	12.6	11.5	5.7	122	1522	KSJO-F
5. KOME-F (AOR)	71/ 3.5	4.8	3.9	3.4	5.1	3.9	145/2526	1394/11.0	12.3	11.2	4.8	102	1577	KOME-F
6. KRTY-F (C)	66/ 3.3	2.5	3.3	2.2	1.3	2.8	75/1158	887/ 7.0	8.0	5.2	3.1	66	763	KRTY-F
7. KUFX-F (CL AOR)	65/ 3.2	4.1	3.2	2.9	2.3	3.3	111/2770	1454/11.4	11.4	9.1	3.9	82	1395	KUFX-F
8. KARA-F (O)	62/ 3.1	2.8	4.8	3.1	4.2	3.5	78/1628	1249/ 9.8	11.2	10.8	1.9	40	696	KARA-F
9. KDFC-AF (CL)	32/ 1.6	1.9	2.1	1.4	2.0	1.8	96/2022	836/ 6.6	6.4	6.0	0.7	15	512	KDFC-AF
10. KLOK (SP)	31/ 1.5	0.8	1.0	0.9	0.8	1.0	46/969	500/ 3.9	3.3	2.8	0.8	16	272	KLOK
11. KEEN (C)	25/ 1.2	1.8	1.7	1.6	3.4	1.6	26/519	425/ 3.3	4.1	5.5	1.7	36	447	KEEN
12. KAZA (SP)	19/ 0.9	1.3	1.2	1.0	1.7	1.1	36/434	263/ 2.1	2.1	2.0	0.7	15	358	KAZA
13. KNTA (SP)	10/ 0.5	0.6	0.8	1.2	1.1	0.8	14/316	289/ 2.3	2.2	2.7	1.1	23	414	KNTA
14. KSJX (AOR)	8/ 0.4	0.3	0.1	---	0.1	0.2	9/244	150/ 1.2	0.9	0.4	0.4	9	169	KSJX

12+ FM SHARE (METRO): 87.73% (722 of 823) (FAL 90: 82.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KSJO-F>	1 KSJO-F	1 KSJO-F	1 KSJO-F<	1 KBAY-F>>	1 KSJO-F	1 KBAY-F	1 KBAY-F<	1 KHQT-F>	1 KSJO-F
2 KEZR-F>>	2 KOME-F	2 KEZR-F	2 KEZR-F	2 KEZR-F	2 KARA-F	2 KHQT-F<	2 KSJO-F>	2 KHQT-F<	2 KEZR-F<	2 KBAY-F
3	KEZR-F	3 KOME-F	3 KUFX-F	3 KUFX-F	3 KRTY-F	3 KBAY-F	3 KUFX-F	3 KEZR-F<	3 KBAY-F	3 KHQT-F
4	4 KHQT-F	4 KHQT-F	4 KARA-F	4 KARA-F	4 KHQT-F	4 KEZR-F	4 KRTY-F<	4 KSJO-F>	4 KSJO-F	4 KUFX-F
5	5 KUFX-F	5 KUFX-F	5 KOME-F<	KARA-F	5 KEEN	5 KOME-F	5 KHQT-F	5 KOME-F	5 KRTY-F	KARA-F
6	6	6	6 KBAY-F	6 KOME-F	6	6	6 KOME-F<	6	6	6
							7 KARA-F>>			
							8 KEZR-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F	1 KEZR-F<	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KSJO-F	1 KSJO-F	1 KSJO-F	1 KSJO-F>	1 KSJO-F>
2 KEZR-F	2 KHQT-F	2 KRTY-F	2 KHQT-F	2 KBAY-F	2 KHQT-F	2 KOME-F	2 KUFX-F	2 KOME-F<	2 KUFX-F<
3 KSJO-F	3 KRTY-F	3 KHQT-F	3 KRTY-F<	3 KHQT-F	3 KOME-F	3 KUFX-F	3 KOME-F>	3 KUFX-F<	3 KOME-F
4 KRTY-F>	4 KSJO-F	4 KSJO-F	4 KBAY-F	KARA-F	4 KEZR-F	4 KEZR-F	4 KEZR-F>	4 KEZR-F	4 KEZR-F
5 KUFX-F	5 KOME-F	KOME-F	5 KARA-F	5 KRTY-F	5	5 KHQT-F	5 KHQT-F	5 KHQT-F	5 KARA-F
6 KBAY-F	6 KUFX-F	6 KUFX-F	6 KSJO-F	6	6	6	6	6	6 KBAY-F
7	7 KBAY-F								

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO SHARE/	CUME RTG
TOP 40/CHR/CONTEMP		107 (1)	107 (1)	13.0	23.5	See San Francisco for more about the following stations:		
AOR/CLASSIC	8 (1)	239 (3)	247 (4)	30.0	19.4	KABL-F	1.3/ 4.0	KITS-F 2.0/ 7.2
AC/OLDIES/SOFT ROCK		166 (2)	166 (2)	20.2	18.4	KBLX-F	1.8/ 4.8	KKHI-F 1.0/ 4.8
HOR/VARIETY						KBRG-F	3.2/ 5.6	KKSF-F 2.0/ 5.7
COUNTRY	25 (1)	66 (1)	91 (2)	11.1	8.7	KCBS	4.7/17.6	KMEL-F 1.7/ 7.6
BLACK/URBAN						KDBK-F	0.3/ 2.2	KNBR 3.4/ 9.5
BEAUTIFUL/EASY		120 (1)	120 (1)	14.6	13.3	KDBQ-F	0.6/ 3.5	KOFY 0.4/ 2.1
NEWS/TALK						KEAR-F	0.4/ 0.8	KOIT 0.3/ 1.0
NOSTALGIA					3.7	KFAX	0.4/ 2.1	KOIT-F 2.7/ 9.5
RELIGION/GOSPEL						KFOG-F	0.3/ 2.5	KSAN-F 2.1/ 6.2
SPANISH	60 (3)		60 (3)	7.3	10.8	KFRC	1.5/ 4.5	KSFO 0.7/ 4.1
CLASSICAL	8 (1)	24 (1)	32 (2)	3.9	2.2	KFRC-F	1.5/ 6.5	KYA -F 1.0/ 5.0
JAZZ/NEW AGE						KGO	10.7/22.9	KSOL-F 1.7/ 7.3
UNKNOWN/OTHERS						KIOI-F	2.4/ 8.4	KDON-F 0.6/ 2.5
	101 (6)	722 (9)	823 (15)			KIQI	0.4/ 1.3	KHIP-F 0.3/ 0.6

RADIO STATIONS

KAZA, 1290,	5 KW (DAYS, DA)	, HISPANIC	CRC, \$ 35.00 (Caballero)
KEEN, 1370,	5 KW (DA-2)	, EZ	UPI, \$ 40.00 (MHR)
KLIV, 1590,	5 KW (DA-N)	, NOSTALGIA	, \$ 40.00 (Eastman)
KLOK, 1170,	5 KW (DA-2)	, HISPANIC	, \$ 38.00 (Katz Hisp)
KNTA, 1430,	1 KW (DA-1)	, HISPANIC	, \$ 39.00 (Lotus)
KSJX, 1500,	10 KW .5 KW (DA-2)	, AOR	, \$ 25.00 (Durpetti)
			, \$ 85.00 (Eastman)
KARA-F, 105.7,	50 KW @ 497	, OLDIES	, \$ 85.00 (MHR)
KBAY-F, 100.3,	14 KW @ 2582	, EZ/BTFL	, \$ 69.00 (Christal)
KEZR-F, 106.5,	50 KW @ 430	, AC	, \$ 55.00 (HNWH)
KHQT-F, 97.7,	1.6 KW @ 449	, CHR	, \$ 100.00 (Torbet)
KOME-F, 98.5,	12 KW @ 881	, AOR	, \$ 45.00 (Durpetti)
KRTY-F, 95.3,	.4 KW @ 860	, COUNTRY	UNISUP UNIULT, \$ 65.00 (Ourpetti)
KSJO-F, 92.3,	50 KW @ 467	, AOR	ABC, \$ 70.00 (Katz)
KUFX-F, 94.5,	1.5 KW @ 2580	, CL AOR	ABC, \$ 70.00 (Katz)
KDBQ-F, 99.1,	1 KW @ 2618	, AC	

Miscellaneous: KSJX,KSJO-F sold by Narragansett for \$5,400,000 (MVP)... KEEN drops Country to simulcast with KBAY-F (after Fall book)...

SANTA ROSA

Arbitron Rank/Pop (12+): 107/336,500
 MSA Rank/Pop: NA
 ADI # NA
 Average Person Ratings: 15.5
 Market TSL: 21.00 hours

Stations: 32/7
 Diaries: 674/499:1/53.5%
 Sample Target: 660
 % Below Line: 49.8
 % Not Listed: 14.2

1991 Revenue: NA
 HH Inc.: \$43,438
 Retail \$: 3.2 Bil
 Pop per Station: 48,071
 #1 Biller: NA

12+ METRO	SPG		FAL		SPG		FAL		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		FAL		Birch Share	Birch AQH	Birch Cume	
	91	90	91	90	91	90	91	90											
1. KZST-F (AC)	52/10.0	10.4	5.9	8.0	9.0	----	52/697	697/20.7	17.0	20.2		7.8	42	618	KZST-F				
2. KGO (T/N)	45/ 8.6	6.6	13.4	6.6	7.7	----	45/792	792/23.5	18.6	26.2		7.6	41	537	KGO				
3. KXFX-F (AOR)	38/ 7.3	9.6	5.5	4.4	6.5	----	38/598	598/17.8	18.6	17.4		9.9	53	666	KXFX-F				
4. KRQP-F (C)	38/ 7.3	3.0	3.8	4.2	3.8	----	38/500	500/14.9	9.1	8.0		8.8	47	453	KRQP-F				
5. KFRC (BB)	34/ 6.5	6.8	8.6	8.9	4.4	----	34/405	405/12.0	12.5	15.2		5.2	28	369	KFRC				
6. KHTT-F (CHR)	29/ 5.6	4.5	4.3	5.4	7.1	----	29/543	543/16.1	14.0	12.4		7.6	41	801	KHTT-F				
7. KCBS (N/T)	26/ 5.0	4.5	4.7	3.1	5.8	----	26/526	526/15.6	13.4	15.3		2.8	15	382	KCBS				
8. KNEW (C)	24/ 4.6	4.2	4.5	5.9	5.8	----	24/336	336/10.0	8.6	9.4		1.9	10	268	KNEW				
9. KNBR (N/T)	22/ 4.2	5.1	2.6	4.4	3.8	----	22/450	450/13.4	13.4	9.7		3.5	19	418	KNBR				
10. KABL-AF (SAC)	18/ 3.5	2.2	3.1	3.3	5.9	----	18/367	367/10.9	4.1	9.5		4.7	16	192	KABL-AF				
11. KMEL-F (CHR)	18/ 3.4	2.6	3.3	2.8	3.1	----	18/319	319/ 9.5	7.5	7.1		5.4	29	394	KMEL-F				
12. KMGF-F (O)	18/ 3.4	4.5	3.1	3.0	2.9	----	18/463	463/13.8	11.6	13.7		3.0	16	311	KMGF-F				
13. KRQR-F (AOR)	17/ 3.3	2.8	4.7	4.0	8.1	----	17/266	266/ 7.9	10.7	10.4		3.5	19	323	KRQR-F				
14. KITS-F (AOR)	11/ 2.1	0.4	2.4	1.4	1.2	----	11/152	152/ 4.5	2.9	4.9		2.2	12	114	KITS-F				
15. KSRO (T)	11/ 2.1	1.9	2.4	2.1	3.6	----	11/257	257/ 7.6	9.3	7.1		2.2	12	200	KSRO				

12+ FM SHARE (METRO): 60.27% (270 of 448) (FAL 90: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHTT-F	1 KXFX-F	1 KZST-F	1 KZST-F	1 KZST-F	1 KGO	1 KGO	1 KZST-F	1 KZST-F	1 KZST-F	1 KGO
2 KMEL-F	2 KZST-F	2 KXFX-F	2 KRQP-F	2 KRQP-F	2 KFRC	2 KZST-F	2 KGO	2 KRQP-F	2 KHTT-F	2 KCBS
3 KZST-F	3 KRQP-F	3 KRQP-F	3 KXFX-F	3 KGO	3 KZST-F	3 KXFX-F	3 KXFX-F	3 KGO	3 KNBR	3 KSRO
4	4 KHTT-F	4 KGO	4 KGO	KXFX-F	4 KRQP-F	4 KRQP-F	4 KRQP-F	4 KXFX-F	4 KGO	4
5	5	5 KHTT-F	5	5	5 KCBS	5 KCBS	5 KFRC-F	5 KFRC-F	5 KCBS	5
6	6	6	6	6	6	6 KHTT-F	KFRC	KFRC	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZST-F	1 KZST-F	1 KZST-F	1 KZST-F	1 KZST-F	1 KXFX-F	1 KXFX-F	1 KXFX-F	1 KXFX-F	1 KRQP-F
2 KMEL-F	2 KXFX-F	2 KRQP-F	2 KXFX-F	2 KRQP-F	2 KITS-F	2 KITS-F	2 KRQR-F	2 KRQP-F	2 KXFX-F
3 KXFX-F	3 KRQP-F	3 KXFX-F	3 KRQP-F	3 KABL-AF	3 KGO	3 KRQR-F	3 KRQP-F	3 KRQR-F	3 KRQR-F
4 KHTT-F	4 KHTT-F	4 KHTT-F	4 KGO	KGO	4 KOFY	KGO	4 KHTT-F	KZST-F	KGO
5	5	5	5 KHTT-F	5 KXFX-F	KMEL-F	KRQP-F	5 KNBR	5	5 KZST-F
6	6	6	6	6	KHTT-F	KHTT-F	KKSF-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		47 (2)	47 (2)	10.5		KTOB 1490 Petaluma	0.4/2.9/ 2/ 97		
AOR/CLASSIC		66 (3)	66 (3)	14.7		KBLX-F 102.9 Berkeley	0.6/2.0/ 3/ 71		
AC/OLDIES/SOFT ROCK	3 (1)	80 (6)	83 (7)	18.5		KDBK-F 98.9 San Francisco	0.4/1.5/ 2/ 50		
MOR/VARIETY						KDFC 1220 Palo Alto	0.4/0.0/ 0/ 0		
COUNTRY	24 (1)	38 (1)	62 (2)	13.8		KDFC-F 102.1 San Francisco	1.3/7.0/ 9/ 235		
BLACK/URBAN		2 (1)	2 (1)	0.4		KFRC-F 99.7 San Francisco	0.6/2.0/ 3/ 68		
BEAUTIFUL/EASY	6 (2)	16 (2)	22 (4)	4.9		KIOI-F 101.3 San Francisco	0.8/2.6/ 4/ 86		
NEWS/TALK	104 (4)		104 (4)	23.2		KKHI 1550 San Francisco	0.2/0.0/ 0/ 0		
NOSTALGIA	34 (1)		34 (1)	7.6		KKHI-F 95.7 San Francisco	1.0/5.7/ 6/ 193		
RELIGION/GCSPCL						KKSF-F 103.7 San Francisco	1.1/4.6/ 6/ 156		
SPANISH	2 (1)		2 (1)	0.4		KOFY 1050 San Mateo/SF	0.4/1.5/ 2/ 49		
CLASSICAL	3 (2)	12 (2)	15 (4)	3.3		KOIT 1260 San Francisco	0.2/0.0/ 0/ 0		
JAZZ/NEW AGE		9 (2)	9 (2)	2.0		KOIT-F 96.5 San Francisco	0.6/3.7/ 4/ 125		
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4		KSFO 560 San Francisco	0.6/4.3/ 3/ 146		
	178 (13)	270 (19)	448 (32)			KSOL-F 107.7 San Mateo	0.4/1.8/ 2/ 61		
						KYA -F 93.3 San Francisco	0.2/2.5/ 1/ 83		

RADIO STATIONS

KSRO, 1350, SKW (DA-2), Talk	NBC,ABC, \$21.00 (Durpetti)	Fuller-Jeffrey
KHTT-F, 92.9, 2.3 KW @ 1841, CHR	, \$27.00 (Durpetti)	Fuller-Jeffrey
KMGF-F, 57.7, 250 W @ 1060, Oldies	UNISUP UNIULT, \$24.00 (Katz)	
KRQP-F, 104.9, 340 W @ 915, Country	, \$30.00 (K&P)	
KXFX-F, 101.7, 18 KW @ 363, AOR	, \$30.00 (Eastman)	Keffco
KZST-F, 100.1, 6 KW @ 240, AC	UNISUP, \$49.00 (McGuild)	

Other ranked stations - See San Francisco

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 80/446,700

Stations: 24/8
Diaries: 912/490:1/54.6%
Sample Target: 880
% Below Line: 44.8
% Not Listed: 16.3

1991 Revenue: \$6,800,000
HH Inc.: \$29,838
Retail \$: 4.5 Bill
Pop per Station: 55,837
#1 Biller: NA

MSA Rank/Pop: 159/465,000 (Sarasota)
Tampa ADI
Average Person Ratings: 14.9
Market TSL: 20.50 hours

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WDUV-F (EZ)	128/19.2	17.9	17.1	19.1	----	----	136/1503	1394/31.2	30.4	26.7			WDUV-F
2. WYNF-F (AOR)	64/ 9.6	7.7	10.1	8.1	----	----	82/833	710/15.9	16.0	15.6			WYNF-F
3. WSRZ-F (AC)	38/ 5.7	5.8	4.4	3.7	----	----	38/602	602/13.5	14.7	9.9			WSRZ-F
4. WFLZ-F (CHR)	35/ 5.2	4.5	9.3	7.6	----	----	48/723	559/12.5	13.1	17.3			WFLZ-F
5. WFLA (N/T)	33/ 4.9	5.7	3.4	3.6	----	----	35/461	415/ 9.3	11.0	6.8			WFLA
6. WHPT-F (J/NA)	29/ 4.3	4.0	3.7	3.6	----	----	31/454	361/ 8.1	9.4	9.4			WHPT-F
7. WCTQ-F (C)	28/ 4.2	4.2	1.4	2.5	----	----	30/472	374/ 8.4	7.7	4.6			WCTQ-F
8. WWRM-F (SAC)	27/ 4.0	6.1	6.9	6.0	----	----	28/571	546/12.2	14.9	16.1			WWRM-F
9. WMTX-F (AC)	26/ 3.9	2.8	3.7	1.5	----	----	26/404	404/ 8.9	9.9	7.2			WMTX-F
10. WQYK-F (C)	23/ 3.4	2.5	1.8	2.8	----	----	23/303	303/ 6.8	4.8	4.4			WQYK-F

12+ FM SHARE (METRO): 79.75% (445 of 558) (FAL 90: 78.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>	1 WDUV-F>>	1 WDUV-F	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F	1 WHNZ
2	2 WMTX-F	2 WSRZ-F	2 WSRZ-F>	2 WSRZ-F>	2 WSRZ-F	2 WYNF-F>>	2 WYNF-F>	2 WYNF-F	2 WFLZ-F>	2 WFLA >
3	WFLZ-F>	3 WMTX-F	3 WMTX-F	3 WMTX-F	3 WFLA	3 WSRZ-F	3 WSRZ-F<	3 WSRZ-F<	3 WYNF-F	3 WDUV-F
4	4 WCTQ-F	4 WFLZ-F	4 WWRM-F	4 WWRM-F	4 WHPT-F	4 WFLA	4 WHPT-F<	4 WFLZ-F	4 WFLA	4
5	5	5 WCTQ-F	5 WCTQ-F	5 WCTQ-F	5 WHPT-F	5	5 WFLA	5 WFLA	5	5
6	6	6	6	6	6 WCTQ-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMTX-F	1 WMTX-F>	1 WYNF-F	1 WMTX-F	1 WYNF-F	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>
2 WXTB-F	2 WYNF-F	2 WMTX-F>	2 WYNF-F	2 WWRM-F	2 WFLZ-F>>	2 WQYK-F	2 WQYK-F	2 WSRZ-F>>	2 WSRZ-F>>
3 WFLZ-F>	3 WFLZ-F>	3 WFLZ-F	3 WWRM-F	3 WMTX-F	3 WXTB-F	3 WFLZ-F	3 WSRZ-F	3 WQYK-F	3 WQYK-F
4 WCTQ-F>	4 WWRM-F	4 WWRM-F	4 WFLZ-F	4 WSRZ-F	4 WSUN	4 WSRZ-F	4 WCTQ-F	4 WSUN	4 WFLA
5 WWRM-F	5 WCTQ-F	5 WHPT-F	5 WSRZ-F	5 WHPT-F	5	5 WCTQ-F	5	5 WFLZ-F	5
6 WKXY	6	6 WCTQ-F	6 WCTQ-F	6 WDUV-F	6	6	6	6 WFLA	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	10.0	17.7	WAMR	1320 Venice/Sarasota	1.8/3.4/ 15/ 165		
AOR/CLASSIC		76 (2)	76 (2)	13.6	14.3	WBRD	1420 Bradenton	0.6/2.3/ 9/ 149		
AC/OLDIES/SOFT ROCK	6 (2)	78 (4)	84 (6)	15.1	18.8	WKXY	930 Sarasota	1.5/1.6/ 10/ 71		
MOR/VARIETY	10 (1)		10 (1)	1.8	0.9	WSPB	1450 Sarasota/Bradnt	0.7/2.5/ 5/ 110		
COUNTRY	21 (1)	51 (2)	72 (3)	12.9	3.8					
BLACK/URBAN					1.1	WDAE	1250 Tampa	0.1/0.2/ 1/ 11		
BEAUTIFUL/EASY		155 (2)	155 (2)	27.8	20.0	WGUL	860 Dunedin/Clrwtr	0.6/2.3/ 4/ 104		
NEWS/TALK	49 (3)		49 (3)	8.8	9.6	WHNZ	570 Pinellas Pk/Tmp	1.0/3.5/ 7/ 156		
NOSTALGIA	16 (2)		16 (2)	2.9	9.6	WINK-F	96.9 Fort Myers	3.1/8.0/ 65/ 790		
RELIGION/GOSPEL						WKII	1070 Pt. Charl	0.9/2.2/ 38/ 346		
SPANISH						WRMO	680 St.Petersburg	0.7/1.2/ 5/ 54		
CLASSICAL						WSUN	620 St.Pete/Tampa	3.1/6.0/ 21/ 307		
JAZZ/NEW AGE		29 (1)	29 (1)	5.2	4.3	WUSA-F	100.7 Tampa	1.6/4.4/ 11/ 198		
UNKNOWN/OTHERS	11 (2)		11 (2)	2.0		WXTB-F	97.9 Clearwater/Tmpa	1.8/5.5/ 12/ 246		
	113 (11)	445 (13)	558 (24)			WYUU-F	92.5 Safety Harbor	0.4/3.5/ 3/ 157		

RAOIO STATIONS

WAMR , 1320, 5 KW/1 KW (OA-2), Nostalgia NBC UNISUP, \$18.00 (K & P)
WBRD , 1420, 2.5 KW/1 KW (OA-2), Talk SUN ABC, \$16.00 (Christal)

WCTQ-F, 92.1, 3.3 KW @ 295 , Country NBC, \$18.00 (Torbet)
WDUV-F, 103.3, 100 KW @ 576 , Btfl/EZ MBS, \$70.00 (Christal)
WSRZ-F, 106.3, 3 KW @ 300 , AC , \$40.00 (Eastman) Wilks-Schwartz

Other ranked stations -- See Tampa

SAVANNAH

Arbitron Rank/Pop (12+): 149/213,700
 MSA Rank/Pop: 180/253,000
 ADI # 101
 Average Person Ratings: 16.8
 Market TSL: 22.25 hours

Stations: 18/16
 Diaries: 673/317:1/46.1%
 Sample Target: 640
 % Below Line: 3.1
 % Not Listed: 13.1

1991 Revenue: \$9,500,000
 HH Inc.: \$29,760
 Retail \$: 2.0 Bill
 Pop per Station: 13,356
 #1 Biller: WCHY-AF \$1,850,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WEAS-F (B)	65/18.2	16.8	16.3	18.3	----	----	75/759	539/25.2	23.4	25.4	28.3	105	806	WEAS-F
2. WCHY-F (C)	47/13.1	16.6	9.2	14.6	----	----	123/1348	520/24.3	26.6	20.1	14.3	53	537	WCHY-F
3. WSOK (B)	37/10.3	10.9	10.0	12.1	----	----	37/364	360/16.8	15.3	15.8	9.7	36	408	WSOK
4. WZAT-F (CHR)	28/ 7.8	9.0	6.9	9.2	----	----	60/1149	454/21.2	22.9	22.9	7.5	28	466	WZAT-F
5. WIXV-F (AOR)	23/ 6.4	9.0	12.9	11.3	----	----	66/891	319/14.9	18.4	18.6	11.1	41	394	WIXV-F
6. WAEV-F (AC)	20/ 5.6	4.6	8.3	7.0	----	----	44/746	336/15.7	17.5	21.6	5.1	19	303	WAEV-F
7. WLOW-F (BB)	17/ 4.7	2.7	4.9	2.4	----	----	30/405	187/ 8.8	6.8	6.9	1.9	7	114	WLOW-F
8. WGCO-F (O)	16/ 4.5	4.1	3.4	2.2	----	----	37/509	206/ 9.6	10.5	11.2	3.8	14	317	WGCO-F
9. WRHQ-F (AC)	13/ 3.6	----	----	----	----	----	14/113	102/ 4.8	0.0	0.0	----	----	----	WRHQ-F
10. WYKZ-F (SAC)	9/ 2.5	0.5	1.1	2.4	----	----	20/400	140/ 6.6	6.8	4.7	1.6	6	168	WYKZ-F
11. WJCL-F (SAC)	8/ 2.2	5.2	7.4	4.6	----	----	20/427	191/ 8.9	13.7	13.5	1.9	7	128	WJCL-F
12. WFXH-F (AOR)	7/ 2.0	0.8	----	----	----	----	13/241	133/ 6.2	2.4	0.0	1.1	4	88	WFXH-F
13. WIZA (G)	6/ 1.7	----	0.9	1.9	----	----	6/105	101/ 4.7	0.0	2.2	0.3	1	100	WIZA

12+ FM SHARE (METRO): 83.28% (259 of 311) (FAL 90: 80.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WEAS-F>>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F	1 WCHY-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F>>	1 WEAS-F>
2 WZAT-F>>	2 WIXV-F	2 WCHY-F>	2 WCHY-F>	2 WCHY-F>	2 WSOK	2 WSOK	2 WCHY-F>	2 WCHY-F>	2 WCHY-F	2 WBMQ
3	3 WZAT-F	3 WIXV-F	3 WAEV-F	3 WSOK	WEAS-F>	3 WCHY-F>	3 WAEV-F	3 WZAT-F	3 WSOK	3 WSOK
4	4 WCHY-F	4 WZAT-F	4 WIXV-F	4 WAEV-F	4 WLOW-F	4 WAEV-F<	4 WZAT-F	4 WSOK	4 WZAT-F	4
5	5 WAEV-F	5 WAEV-F	5 WSOK	5 WSOK	5	5 WIXV-F	5 WSOK	5 WAEV-F	5 WIXV-F	5
6	6	6	6	6 WZAT-F	6	6	6	6 WIXV-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEAS-F>>	1 WEAS-F>>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F<	1 WIXV-F	1 WIXV-F	1 WIXV-F>	1 WEAS-F>>	1 WEAS-F>
2 WZAT-F>>	2 WZAT-F	2 WAEV-F>	2 WCHY-F	2 WCHY-F	2 WEAS-F>	2 WEAS-F>	2 WEAS-F>	2 WIXV-F>	2 WCHY-F>
3 WAEV-F	3 WAEV-F>	3 WZAT-F	3 WAEV-F>	3 WSOK	3 WZAT-F	3 WZAT-F	3 WZAT-F	3 WCHY-F>	3 WIXV-F>
4	4 WCHY-F	4 WCHY-F	4 WZAT-F	4 WAEV-F	4 WCHY-F	4 WCHY-F	4 WCHY-F>>	4 WZAT-F	4 WGCO-F
5	5 WIXV-F	5 WSOK	5 WSOK	5	5	5	5	5	5 WZAT-F
6	6	6 WIXV-F	6	6	6	6	6	6	6 WSOK
									6 WRHQ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA
TOP 40/CHR/CONTEMP		30 (2)	30 (2)	9.6	8.3	WBMQ 630 Savannah	1.1/4.9/ 12/ 230	
AOR/CLASSIC		30 (2)	30 (2)	9.6	14.4	WCHY 1290 Savannah	0.6/3.7/ 5/ 98	
AC/OLDIES/SOFT ROCK		49 (3)	49 (3)	15.8	15.7	WHTK-F 99.7 Pt. Royal	0.6/4.5/ 7/ 200	
MOR/VARIETY						WPGA 1400 Savannah	0.8/2.8/ 3/ 63	
COUNTRY	2 (1)	47 (1)	49 (2)	15.8	10.9			
BLACK/URBAN	37 (1)	65 (1)	102 (2)	32.8	29.4	WIJY-F 107.9 Hilton Head Is1	1.1/4.4/ 17/ 243	
BEAUTIFUL/EASY		21 (3)	21 (3)	6.8	8.3			
NEWS/TALK	4 (1)		4 (1)	1.3	4.8			
NOSTALGIA	3 (1)	17 (1)	20 (2)	6.4	6.4			
RELIGION/GOSPEL	6 (1)		6 (1)	1.9	1.9			
SPANISH								
CLASSICAL								
JAZZ/NEW AGE								
UNKNOWN/OTHERS								
	52 (5)	259 (13)	311 (18)					

RAOIO STATIONS

WIZA , 1450, 1 KW	, Gospel	ABC, \$ 8.00 (---)	Interurban
WSOK , 1400, 1 KW	, Black/Gospel	SBN, \$18.00 (Banner)	Opus
WAEV-F, 97.3, 100 KW @ 992	, AC	ABC, \$33.00 (Banner)	Opus
WCHY-F, 94.1, 100 KW @ 1320	, Country	ABC, \$42.00 (Crystal)	Roth
WEAS-F, 93.1, 100 KW @ 310	, Black	, \$25.00 (Durpetti)	Interurban
WGCO-F, 98.3, 100 KW @ 650	, Oldies	CNN, \$19.00 (Schubert)	(JESUP)
WIXV-F, 95.5, 100 KW @ 857	, AOR	, \$30.00 (Katz)	
WJCL-F, 96.5, 100 KW @ 1160	, EZ	UNIPWR UNILT, \$21.00 (HNWH)	Lewis
WLOW-F, 106.9, 50 KW @ 443	, Nostalgia	MBS, \$13.00 (K & P)	(BLUFFTON,SC)
WYKZ-F, 98.7, 100 KW @ 710	, AC	, \$20.00 (Banner)	(BEAUFORT)
WZAT-F, 102.1, 100 KW @ 1321	, CHR	ABC, \$34.00 (Mc-Guild)	Gulf Atlantic

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 13/2,342,500
 MSA Rank/Pop: 23/2,450,000 (Seattle)
 ADI # 14
 Average Person Ratings: 15.2
 Market TSL: 20.00 hours

Stations: 33/33
 Diaries: 1943/1206:1/52.4%
 Sample Target: 1980
 % Below Line: 0.0
 % Not Listed: 9.5

1991 Revenue: \$88,100,000
 HH Inc.: \$37,172
 Retail \$: 22.9 Bill
 Pop per Station: 70,984
 #1 Biller: KIRO \$17,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KIRO (N/T)	326/ 9.2	10.6	9.4	11.4	8.7	10.1	369/7110	6252/26.7	25.1	24.3	9.2	352	5594	KIRO
2. KPLZ-F (CHR)	246/ 6.9	6.4	6.7	6.0	7.0	6.5	307/5438	4448/19.0	19.9	18.0	6.6	250	4617	KPLZ-F
3. KMPS-AF (C)	242/ 6.8	7.8	5.6	7.8	6.3	7.0	292/4166	3546/15.1	13.4	13.2	7.6	269	3122	KMPS-AF
4. KOMO (FS)	230/ 6.5	5.2	5.0	5.7	5.5	5.6	257/5834	5074/21.7	15.2	18.8	4.9	185	3322	KOMO
5. KRPM-F (C)	184/ 5.2	2.8	4.3	3.1	4.4	3.8	217/2905	2384/10.2	9.5	10.1	3.5	135	1609	KRPM-F
6. KBSG-AF (O)	173/ 4.8	4.5	3.2	3.2	4.1	3.9	203/4022	3541/15.1	9.6	10.2	2.9	96	1889	KBSG-AF
7. KUBE-F (CHR)	162/ 4.5	4.7	5.1	4.8	5.2	4.8	175/4451	4027/17.2	17.5	17.5	6.0	229	4929	KUBE-F
8. KIXI (BB)	136/ 3.8	3.8	4.2	3.2	3.0	3.8	156/2345	2106/ 9.0	8.7	7.3	2.2	82	1448	KIXI
9. KLSY-AF (AC)	134/ 3.8	3.5	4.6	3.0	4.8	3.7	138/2840	2583/11.0	12.1	12.7	3.4	112	2178	KLSY-AF
10. KZOK-F (ADR)	129/ 3.6	3.7	3.3	3.2	3.8	3.5	141/2974	2601/11.1	13.1	10.8	3.8	144	2200	KZOK-F
11. KXRX-F (CL ADR)	126/ 3.5	5.2	5.3	3.6	4.5	4.4	139/2707	2316/ 9.9	12.0	10.0	3.8	146	2125	KXRX-F
12. KING-F (CL)	121/ 3.4	3.4	4.5	3.9	4.2	3.8	124/2296	2194/ 9.4	11.4	9.8	3.5	135	1732	KING-F
13. KNDD-F (ADR)	115/ 3.2	1.5	1.9	2.5	2.6	2.3	127/2046	1837/ 7.8	6.7	6.9	3.5	133	1843	KNDD-F
14. KLTX-F (SAC)	105/ 2.9	2.8	2.5	3.1	2.7	2.8	106/2090	1954/ 8.3	8.1	8.0	1.9	71	1041	KLTX-F
15. KEZX-F (E2)	97/ 2.7	3.5	2.5	1.1	0.9	2.5	117/1704	1381/ 5.9	5.2	2.7	1.7	63	884	KEZX-F
16. KING (N/T)	90/ 2.5	2.4	2.1	3.6	2.9	2.7	116/1962	1726/ 7.4	6.8	7.4	3.2	120	1554	KING
17. KISW-F (ADR)	84/ 2.4	4.7	5.9	3.6	3.8	4.2	104/2209	1879/ 8.0	13.7	9.5	4.6	175	2509	KISW-F
18. KMTT-AF (ADR)	83/ 2.4	3.3	2.4	3.0	3.2	2.8	104/2062	1632/ 7.0	7.7	7.5	3.6	135	1667	KMTT-AF
19. KCMS-F (REL)	79/ 2.2	1.7	1.7	1.7	1.4	1.8	81/1148	1065/ 4.5	4.3	3.5	2.1	81	1176	KCMS-F
20. KKNW-F (J/NA)	75/ 2.1	2.3	2.2	3.5	2.1	2.5	78/1211	1143/ 4.9	5.9	5.8	4.0	153	1832	KKNW-F
21. KWMX-F (AC)	67/ 1.9	2.2	2.5	1.5	1.6	2.0	83/1569	1323/ 5.6	6.4	5.5	1.4	54	443	KWMX-F
22. KJR (S/T)	65/ 1.8	0.7	0.8	1.1	1.2	1.1	68/1729	1597/ 6.8	4.6	5.4	1.9	74	1655	KJR
23. KVI (O)	45/ 1.3	1.1	1.2	1.3	1.4	1.2	61/1242	1074/ 4.6	4.2	5.5	0.8	29	627	KVI
24. KCIS (REL)	38/ 1.1	0.5	1.0	0.7	0.6	0.8	42/749	690/ 2.9	2.3	2.1	0.2	7	376	KCIS

12+ FM SHARE (METRO): 67.77% (2183 of 3221) (FAL 90: 67.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KPLZ-F	1 KPLZ-F<	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KMPS-AF	1 KIRO <	1 KPLZ-F	1 KIRO >>
2 KUBE-F>>	2 KNDD-F	2 KMPS-AF	2 KBSG-AF<	2 KMPS-AF<	2 KOMO >	2 KOMO >	2 KIRO	2 KMPS-AF	2 KIRO >	2 KOMO >>
3	3 KMPS-AF	KIRO	3 KMPS-AF	3 KBSG-AF	3 KMPS-AF	3 KPLZ-F	3 KRPM-F<	3 KPLZ-F>	3 KLSY-AF	3 KBSG-F<
4	KZOK-F	4 KBSG-AF	4 KOMO	4 KOMO	4 KIXI	4 KMPS-AF	4 KPLZ-F	4 KBSG-AF	4 KMPS-AF<	4 KRPM-F
5	KXRX-F<	5 KLSY-AF	5 KRPM-F	5 KRPM-F	5 KBSG-AF	5 KUBE-F<	5 KXRX-F<	5 KXRX-F	5 KUBE-F	5 KLSY-F<
6	6 KUBE-F	KRPM-F<	KPLZ-F	6 KPLZ-F	6 KRPM-F<	6 KRPM-F	6 KOMO	6 KUBE-F	6 KBSG-AF	6 KMPS-F
7	7 KLSY-AF	7 KZOK-F<	7 KLSY-AF	7 KLSY-AF	7 KING-F	7 KBSG-AF>>	7 KIXI >>	KRPM-F	7 KIXI >>	7 KPLZ-F
8	8 KRPM-F	8 KUBE-F<	8	8	8	8 KMGI-AF	8 KMGI-AF	KOMO >>	8 KMGI-AF	8 KMTT-F
9	9	9 KXRX-F	9	9	9	9	9	9 KMGI-AF	9	9
WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54	
1 KPLZ-F>	1 KPLZ-F	1 KLSY-AF>	1 KPLZ-F	1 KLSY-AF	1 KNDD-F	1 KZOK-F<	1 KZOK-F	1 KIRO	1 KIRO >	
2 KUBE-F<	2 KLSY-AF	2 KUBE-F	2 KLSY-AF	KIRO	2 KMPS-AF	2 KNDD-F	2 KXRX-F	2 KMPS-AF	2 KOMO <	
3 KNDD-F>	3 KUBE-F	KPLZ-F	3 KUBE-F	3 KMPS-AF	3 KZOK-F	3 KXRX-F	3 KISW-F<	KZOK-F	3 KMPS-AF<	
4 KXRX-F>	4 KLTX-F	KLTX-F<	4 KMPS-AF<	KBSG-AF	4 KXRX-F	4 KMPS-AF	4 KPLZ-F<	4 KXRX-F<	4 KBSG-AF	
5 KLSY-AF	5 KMPS-AF	5 KMPS-AF	5 KBSG-AF<	5 KRPM-F<	5 KUBE-F	5 KISW-F	5 KMTT-AF	5 KBSG-AF<	KZOK-F	
6 KLTX-F	6 KXRX-F	KRPM-F	6 KLTX-F	6 KOMO <	6 KLSY-AF	6 KPLZ-F	6 KNDD-F<	6 KNDD-F<	6 KRPM-F	
7	KRPM-F	7	7 KIRO	7 KLTX-F<	7 KLSY-AF	7 KRPM-F	7 KRPM-F	7 KRPM-F	7 KRPM-F	7 KXRX-F
8	KNDD-F	8	8	8 KPLZ-F	8 KPLZ-F	8	8 KMPS-AF	8	8	8

SEATTLE-TACOMA

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		408 (2)	408 (2)	12.7	13.3	KEZX 1150 Seattle	0.4/1.3/ 13/ 301		
AOR/CLASSIC	2 (1)	535 (5)	537 (6)	16.7	17.6	KGNW 820 Burien/Seattle	0.6/2.0/ 27/ 583		
AC/OLDIES/SOFT ROCK	58 (3)	361 (3)	419 (6)	13.0	19.0	KKFX 1250 Seattle	0.6/1.7/ 23/ 456		
MOR/VARIETY	230 (1)		230 (1)	7.1	5.7	KRIZ 1420 Renton/Seattle	0.3/0.6/ 11/ 149		
COUNTRY	24 (1)	402 (2)	426 (3)	13.2	10.9	KZIZ 1560 Sumner/Tacoma	0.0/0.2/ 1/ 38		
BLACK/URBAN	35 (3)		35 (3)	1.1					
BEAUTIFUL/EASY	13 (1)	202 (2)	215 (3)	6.7	3.9				
NEWS/TALK	481 (3)		481 (3)	14.9	14.6				
NOSTALGIA	136 (1)		136 (1)	4.2	4.4				
RELIGION/GOSPEL	59 (2)	79 (1)	138 (3)	4.3	2.5				
SPANISH									
CLASSICAL		121 (1)	121 (1)	3.8	4.3				
JAZZ/NEW AGE		75 (1)	75 (1)	2.3	1.9				
UNKNOWN/OTHERS					2.0				
	1038 (16)	2183 (17)	3221 (33)						

RADIO STATIONS

AM STATIONS

KBLE, 1050, 5 KW/543 W	, RELIGION	, \$ 25.00 (---)	
KCIS, 630, 5 KW/2.5 KW (OA-2)	, RELIGION	UPI, \$ 38.00 (---)	
KING, 1090, 50 KW (OA-2)	, TALK	CNN ABC, \$ 60.00 (MMR)	
KIRO, 710, 50 KW (OA-N)	, NEWS/TALK	CBS, \$ 260.00 (Torbet)	Bonneville
KIXI, 880, 50 KW/10 KW (OA-2)	, NOSTALGIA	UNISUP UNIULT, \$ 54.00 (CBS)	Sandusky
KJR, 950, 5 KW (OA-1)	, OLDIES	, \$ 55.00 (HNWH)	Ackerly
KKFX, 1250, 5 KW (OA-N)	, BLACK	ABC, \$ 38.00 (HNWH)	Bingham
KLSY, 1540, 5 KW (OA-N)	, SEE KLSY-F		
KMPS, 1300, 5 KW (OA-N)	, SEE KMPS-F		
KOMO, 1000, 50 KW (OA-N)	, FULL SERVICE	ABC, \$ 130.00 (Katz)	
KVI, 570, 5 KW	, TALK	, \$ 50.00 (Banner)	Golden West

FM STATIONS

KMTT, 103.7, 100 KW @ 1670, AC/ROCK	, \$ 70.00 (Eastman)	Entercom
KBSG, 97.3, 55 KW @ 2393, OLDIES	, \$ 92.00 (Torbet)	Viacom
KCMS, 105.3, 115 KW @ 720, RELIGION	UPI, \$ 47.00 (Radio Spot)	
KEZX, 98.9, 100 KW @ 1110, EZ	ABC, \$ 60.00 (Durpetti)	Park
KING, 98.1, 100 KW @ 698, CLASSICAL	, \$ 68.00 (MMR)	
KISW, 99.9, 100 KW @ 1148, AOR	, \$ 98.00 (McGuild)	Nationwide
KLSY, 92.5, 58 KW @ 2342, AC	APR ABC, \$ 75.00 (Banner)	Sandusky
KLTX, 95.7, 100 KW @ 1178, SOFT AC	, \$ 62.00 (HNWH)	Ackerly
KNDD, 107.7, 100 KW @ 1194, AOR	UNISUP, \$ 64.00 (CBS)	Noble
KMPS, 94.1, 100 KW @ 1194, COUNTRY	APR, \$ 140.00 (McGuild)	EZ
KKNW, 106.9, 100 KW @ 819, JAZZ/NAC	, \$ 70.00 (Banner)	Brown
KPLZ, 101.5, 100 KW @ 1200, CHR	, \$ 123.00 (Durpetti)	Golden West
KRPM, 106.1, 32 KW @ 2342, COUNTRY	, \$ 67.00 (Christal)	Heritage
KWMX, 100.7, 100 KW @ 736, AC	, \$ 60.00 (Torbet)	Bonneville
KUBE, 93.3, 100 KW @ 1290, CHR	, \$ 160.00 (MMR)	Cook Inlet
KXRX, 96.5, 100 KW @ 1223, CLASSIC AOR	, \$ 95.00 (Katz)	Shamrock
KZOK, 102.5, 100 KW @ 1157, AOR	, \$ 67.00 (Eastman)	Adams

Miscellaneous: KIXI from Noble to Sandusky for \$3,500,000 (Stanfield)... KING AF sold by King for \$10,000,000 (e) (Kali)... KLSY-AM sold by Sandusky for \$75,000 (Broadmark)... KVI from Oldies to Talk (Oct)... KMGI-F to KNDD-F and format from AC to AOR...

SHREVEPORT

Arbitron Rank/Pop (12+): 122/300,000
 MSA Rank/Pop: 145/360,000
 ADI # 71
 Average Person Ratings: 15.6
 Market TSL: 21.50 hours

Stations: 13/11
 Diaries: 840/357:1/48.3%
 Sample Target: 810
 % Below Line: 6.6
 % Not Listed: 12.2

1991 Revenue: \$9,200,000
 HH Inc.: \$25,952
 Retail \$: 2.7 B11
 Pop per Station: 27,272
 #1 Biller: KRMD-AF \$2,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KMJJ-F (B)	88/18.8	19.3	17.3	15.1	13.4	17.6	104/806	677/22.6	20.9	20.6	25.1	120	863	KMJJ-F
2. KRMD-AF (C)	86/18.4	20.7	16.3	17.0	15.0	18.1	146/1804	928/30.9	32.5	27.0	23.0	103	949	KRMD-AF
3. KTAL-F (AOR)	36/ 7.7	5.7	6.4	5.0	8.1	6.2	105/1006	360/12.0	13.9	13.8	6.7	32	447	KTAL-F
KOKA (G)	36/ 7.7	8.0	6.7	7.3	5.8	7.4	41/444	374/12.5	11.2	11.1	4.8	23	287	KOKA
5. KTUX-F (CHR)	29/ 6.2	5.9	6.0	7.8	6.9	6.5	46/983	506/16.9	17.0	15.9	5.8	28	461	KTUX-F
6. KEEL (BB)	26/ 5.6	9.0	5.7	8.0	5.5	7.1	29/573	396/13.2	13.2	12.9	4.6	22	359	KEEL
7. KITT-F (AC)	25/ 5.3	4.2	9.4	5.9	5.6	6.2	57/962	414/13.8	17.4	16.2	4.8	23	307	KITT-F
8. KWKH-F (C)	24/ 5.1	6.1	4.6	6.1	4.2	5.5	51/757	410/13.7	13.9	11.4	5.0	24	364	KWKH-F
KWKH (C)	24/ 5.1	3.4	4.4	3.1	6.3	4.0	36/595	337/11.2	10.3	10.9	2.3	11	173	KWKH
10. KLKL-F (O)	19/ 4.1	4.4	6.4	8.6	10.1	5.9	19/392	347/11.6	14.5	19.4	4.2	20	222	KLKL-F
11. KVKI-F (AC)	16/ 3.4	4.2	4.9	6.3	7.9	4.7	25/497	359/12.0	15.2	20.5	5.4	26	385	KVKI-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 76.89% (316 of 411) (FAL 90: 78.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMJJ-F>>	1 KMJJ-F>	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF>	1 KMJJ-F<	1 KMJJ-F>>	1 KOKA >>
2 KTUX-F>	2 KRMD-AF	2 KRMD-AF>	2 KRMD-AF>	2 KRMD-AF>	2 KOKA <	2 KMJJ-F>	2 KMJJ-F>	2 KRMD-AF>>	2 KRMD-AF>	2 KMJJ-F
3 KRMD-AF	3 KTAL-F>	3 KTAL-F>	3 KITT-F	3 KITT-F	3 KMJJ-F	3 KOKA	3 KTAL-F	3 KTAL-F	3 KTAL-F	3 KRMD-F
4 KTAL-F	4 KTUX-F>	4 KITT-F	4 KTAL-F	4 KTAL-F	4 KWKH <	4 KEEL	4 KITT-F	4 KEEL	4 KTUX-F	4
5	5 KITT-F	5 KTUX-F	5 KLKL-F	5 KLKL-F	5 KEEL	5 KWKH	5 KTUX-F	5 KTUX-F	5 KOKA	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJJ-F>	1 KMJJ-F>	1 KMJJ-F>	1 KMJJ-F	1 KMJJ-F	1 KTAL-F>>	1 KTAL-F	1 KMJJ-F	1 KMJJ-F	1 KMJJ-F
2 KRMD-AF	2 KRMD-AF>	2 KRMD-AF>	2 KRMD-AF>>	2 KRMD-AF>>	2 KMJJ-F>	2 KMJJ-F	2 KRMD-AF	2 KTAL-F	2 KRMD-AF>
3 KTUX-F>>	3 KTUX-F	3 KITT-F	3 KITT-F	3 KITT-F	3 KRMD-AF	3 KRMD-AF	3 KTAL-F>>	3 KRMD-AF>>	3 KTAL-F
4 KTAL-F	4 KTAL-F	4 KTAL-F	4 KOKA	4 KOKA	4 KTUX-F>	4	4 KTUX-F	4 KITT-F	4 KITT-F
KLKL-F	KITT-F	5 KTUX-F	5 KLKL-F	5 KLKL-F	5 KWKH-F	5	KVKI-F	5 KTUX-F	5
6	6	KOKA	6	6	6	6	KITT-F	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		29 (1)	29 (1)	7.1	7.7		
AOR/CLASSIC		36 (1)	36 (1)	8.8	9.0	KXKZ-F 107.5 Ruston	0.4/2.5/ 16/ 309
AC/OLDIES/SOFT ROCK		60 (3)	60 (3)	14.6	15.1		
MOR/VARIETY							
COUNTRY	33 (2)	101 (2)	134 (4)	32.6	29.5		
BLACK/URBAN		88 (1)	88 (1)	21.4	26.1		
BEAUTIFUL/EASY NEWS/TALK							
NOSTALGIA	26 (1)		26 (1)	6.3	6.1		
RELIGION/GOSPEL	36 (1)		36 (1)	8.8	6.5		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS		2 (1)	2 (1)	0.5			
	95 (4)	316 (9)	411 (13)				

RADIO STATIONS

KEEL , 710, 50 KW/5 KW (DA-2),	Nostalgia	ABC UNISUP, \$27.00	(Katz)	Multimedia
KOKA , 980, 5 KW/80 W	Gospel	SBN NBC, \$18.00	(HNWH)	
KLKL-F, 92.1, 3 KW @ 301	Oldies	\$26.00	(Durpetti)	(BENTON)
KITT-F, 93.7, 100 KW @ 1010	AC	ABC, \$36.00	(Katz)	Multimedia
KMJJ-F, 100.1, 3 KW @ 300	Black	SBN, \$29.00	(McGuild)	Sun Group
KRMD-F, 101.1, 100 KW @ 1120	Country	\$50.00	(Eastman)	AmCom
KTAL-F, 98.1, 100 KW @ 1328	AOR	\$23.00	(Banner)	(TEXARKANA)
KTUX-F, 98.9, 100 KW @ 720	CHR	\$30.00	(Banner)	(CARTHAGE)
KVKI-F, 96.5, 100 KW @ 797	AC	\$31.00	(Christal)	Encore
KWKH-F, 94.5, 100 KW @ 320	Country	MBS, \$43.00	(Christal)	Great Empire

SPOKANE

Arbitron Rank/Pop (12+): 102/354,600
 MSA Rank/Pop: 133/359,000
 ADI # 86
 Average Person Ratings: 16.0
 Market TSL: 20.75 hours

Stations: 17/17
 Diaries: 883/402:1/58.4%
 Sample Target: 830
 % Below Line: 0.0
 % Not Listed: 13.3

1991 Revenue: \$11,200,000
 HH Inc.: \$27,026
 Retail \$: 3.1 Bill
 Pop per Station: 20,858
 #1 Biller: KGA/KDRK-F \$2,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ MFTRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KISC-F (AC)	66/11.7	11.5	13.2	11.0	10.0	11.9	79/978	824/23.2	22.1	18.3	10.5	58	662	KISC-F
2. KZZU-F (CHR)	61/10.8	14.2	14.4	11.2	14.7	12.6	80/1219	911/25.7	30.4	24.7	13.7	76	973	KZZU-F
3. KEYF-F (O)	45/ 8.0	8.8	6.7	3.6	2.9	6.8	63/1035	770/21.0	13.7	8.4	5.8	32	474	KEYF-F
4. KXLY-F (EZ)	44/ 7.8	4.1	6.9	8.3	6.7	6.8	78/913	593/16.7	14.5	14.6	4.5	25	356	KXLY-F
KEZE-F (AOR)	44/ 7.8	5.2	7.6	7.9	8.3	7.1	69/840	564/15.9	17.4	16.5	13.9	77	677	KEZE-F
6. KXLY (N/T)	42/ 7.4	6.1	4.8	6.5	6.0	6.2	50/800	624/17.6	11.3	14.8	6.8	38	494	KXLY
KDRK-F (C)	42/ 7.4	9.9	10.2	11.9	9.8	9.8	80/1004	653/18.4	20.2	19.0	12.6	70	655	KDRK-F
8. KKZX-F (CL AOR)	31/ 5.5	5.6	4.8	5.4	5.7	5.3	38/650	498/14.0	13.4	11.1	7.2	40	520	KKZX-F
9. KGA (C)	20/ 3.5	4.0	3.2	4.5	5.5	3.8	36/567	352/ 9.9	8.9	8.9	3.4	19	265	KGA
KCDA-F (C)	20/ 3.5	1.4	1.6	3.1	2.2	2.4	21/306	278/ 7.8	4.6	5.0	1.1	6	143	KCDA-F
11. KAQQ (BB)	18/ 3.2	3.6	3.9	2.2	3.1	3.2	23/322	230/ 6.5	7.1	6.8	2.5	14	186	KAQQ
12. KKPL-F (SAC)	17/ 3.0	5.2	4.4	3.2	3.5	4.0	26/485	351/ 9.9	11.3	12.6	2.2	12	233	KKPL-F
13. KTRW (C)	12/ 2.1	1.6	2.1	1.6	2.8	1.8	12/162	147/ 4.1	5.1	5.1	0.5	3	73	KTRW
14. KJRB (T)	11/ 1.9	2.3	1.9	2.3	2.2	2.1	14/335	265/ 7.5	6.3	6.0	1.3	7	164	KJRB
KAAR-F (REL)	11/ 1.9	2.2	1.2	3.2	1.9	2.1	11/119	113/ 3.2	5.2	7.4	2.0	11	145	KAAR-F

12+ FM SHARE (METRO): 77.60% (381 of 491) (FAL 90: 76.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KEZE-F	1 KISC-F>	1 KISC-F	1 KISC-F>	1 KXLY-F	1 KISC-F	1 KISC-F	1 KZZU-F<	1 KISC-F	1 KDRK-F
2	2 KZZU-F	2 KEZE-F	2 KEYF-F	2 KEYF-F	KXLY	2 KZZU-F	2 KXLY-F	2 KISC-F	2 KZZU-F>	2 KXLY
3	3 KISC-F>	3 KEYF-F	3 KEZE-F	3 KEZE-F	3 KISC-F	3 KXLY	3 KEZE-F<	3 KEYF-F	3 KXLY-F	3 KEZE-F
4	4 KKZX-F	4 KZZU-F	4 KKZX-F	4 KDRK-F	4 KEYF-F	4 KDRK-F	4 KEZF-F	4 KXLY-F	4 KEZE-F	4 KISC-F
5	5 KDRK-F	5 KKZX-F	5 KDRK-F	5 KKZX-F	5	5 KEZE-F	5 KDRK-F	5 KEZE-F	5 KDRK-F	5
6	6	6 KDRK-F	6 KZZU-F	6 KZZU-F	6	6 KZZU-F<	6 KDRK-F	6 KKZX-F	6	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F>>	1 KZZU-F	1 KISC-F>	1 KISC-F>	1 KISC-F>>	1 KEZE-F>>	1 KEZE-F>>	1 KEZE-F>>	1 KEZE-F>	1 KEYF-F
2 KISC-F>>	KISC-F>	2 KDRK-F	2 KZZU-F	2 KEYF-F	2 KZZU-F	2 KKZX-F	2 KKZX-F>	2 KEYF-F<	2 KEZE-F
3 KXLY-F	3 KDRK-F	3 KZZU-F	3 KDRK-F	KDRK-F	3 KXLY-F	3 KZZU-F	3 KZZU-F	3 KKZX-F	3 KISC-F
KDRK-F	4 KEZE-F	4 KEZE-F>>	4 KEYF-F	4 KZZU-F	4 KAAR-F	4 KISC-F	4 KISC-F	4 KISC-F>	4 KKZX-F>
5	5	5	5 KXLY-F	5 KXLY-F	5 KISC-F	5 KDRK-F	5 KDRK-F	5 KZZU-F	5 KXLY
				6 KEZE-F					

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		61 (1)	61 (1)	12.4	17.0	KSVY 1550 Spokane	0.5/1.1/ 3/ 40
AOR/CLASSIC		75 (2)	75 (2)	15.3	16.2	KVNI 1080 Coeur D Alene	0.7/4.2/ 4/ 150
AC/OLDIES/SOFT ROCK		111 (2)	111 (2)	22.6	23.0		
MOR/VARIETY					1.0		
COUNTRY	32 (2)	62 (2)	94 (4)	19.1	21.0		
BLACK/URBAN							
BEAUTIFUL/EASY	4 (1)	61 (2)	65 (3)	13.2	7.8		
NEWS/TALK	53 (2)		53 (2)	10.8	7.0		
NOSTALGIA	18 (1)		18 (1)	3.7	3.6		
RELIGION/GOSPEL		11 (1)	11 (1)	2.2			
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	3 (1)		3 (1)	0.6	3.4		
	110 (7)	381 (10)	491 (17)				

RADIO STATIONS

KAQQ , 590, 5 KW , Nostalgia	UNISUP CNN, \$16.00 (Katz)	Home News
KGA , 1510, 50 KW (DA-N) , Country	ABC, \$ NA (Eastman)	Citadel
KJRB , 790, 5 KW (DA-N) , Talk	UNISUP UNIULT, \$15.00 (Mc-Guild)	Apollo
KTRW , 970, 5 KW/1 KW (DA-N) , Country	UNIULT, \$17.00 (Christal)	Highsmith
KXLY , 920, 5 KW , News/Talk	CBS MBS, \$22.00 (Torbet)	Morgan Murphy
KAAR-F, 55.3, 1.3 KW @ 485 , Oldies	, \$15.00 (---)	(MEDICAL LAKE)
KCDA-F, 103.1, 2 KW @ 1535 , AC	UNISUP UNIULT, \$10.00 (Roslin)	(COEUR d'ALENE)
KDRK-F, 93.7, 56 KW @ 2380 , Country	, \$50.00 (Eastman)	Citadel
KEYF-F, 101.1, 100 KW @ 843 , Oldies	, \$18.00 (---)	(CHENEY)
KEZE-F, 105.7, 100 KW @ 1910 , AOR	UNIPWR, \$33.00 (Mc-Guild)	Apollo
KISC-F, 98.1, 94 KW @ 2031 , AC	, \$39.00 (Katz)	Home News
KKPL-F, 96.1, 56 KW @ 2380 , SAC	UNISUP, \$23.00 (Banner)	(OPPORTUNITY)
KKZX-F, 58.9, 100 KW @ 1614 , Classic AOR	, \$28.00 (Banner)	
KXLY-F, 99.9, 37 KW @ 2998 , EZ	, \$30.00 (Torbet)	Morgan Murphy
KZZU-F, 92.9, 85 KW @ 2080 , CHR	, \$38.00 (Christal)	Highsmith

Miscellaneous: KGA/KDRK-F from John Price to Citadel for \$4,500,000 (e) (Communications Equity)...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 72/509,900
 MSA Rank/Pop: 85/596,000
 ADI # 96
 Average Person Ratings: 17.1
 Market TSL: 22.50 hours

Stations: 26/12
 Diaries: 1024/498:1/50.8%
 Sample Target: 980
 % Below Line: 28.5
 % Not Listed: 17.2

1991 Revenue: \$10,500,000
 HH Inc.: \$34,910
 Retail \$: 4.6 Bil
 Pop per Station: 42,491
 #1 Biller: WHYN-F \$2,600,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WPXX-F (C)	87/10.0	9.5	6.1	8.0	7.5	8.4	96/1042	970/19.0	11.7	11.5	13.4	110	642	WPXX-F
2. WAQY-F (AOR)	78/ 9.0	9.2	7.7	7.8	8.4	8.4	82/1273	1211/23.7	22.8	21.6	9.0	74	1212	WAQY-F
3. WMAS-F (AC)	67/ 7.7	10.0	8.6	6.9	7.8	8.3	72/1011	954/18.7	20.1	18.8	7.4	61	768	WMAS-F
4. WHYN (FS)	65/ 7.5	5.5	8.3	6.7	7.3	7.0	65/889	876/17.2	21.0	15.9	5.2	43	842	WHYN
5. WMAS (BB)	59/ 6.8	5.2	4.9	4.6	5.6	5.4	60/614	602/11.8	9.5	10.0	4.1	34	537	WMAS
6. WHYN-F (AC)	58/ 6.7	6.9	8.8	9.5	10.4	8.0	71/1185	1033/20.3	21.7	23.2	8.4	69	670	WHYN-F
7. WTIC-F (CHR)	47/ 5.4	7.2	8.1	7.1	5.6	6.9	48/1101	1071/21.0	21.0	19.4	9.7	80	934	WTIC-F
8. WAAF-F (AOR)	37/ 4.3	3.7	3.8	3.4	3.6	3.8	45/565	503/ 9.9	11.2	9.9	4.6	38	563	WAAF-F
9. WDRC-F (O)	27/ 3.1	3.4	2.4	3.5	2.1	3.1	28/506	495/ 9.7	9.9	9.3	2.3	19	372	WDRC-F
10. WRCH-F (SAC)	24/ 2.8	3.2	3.1	2.5	3.8	2.9	24/483	472/ 9.3	9.2	8.8	1.7	14	315	WRCH-F
11. WTIC (MOR)	22/ 2.5	1.9	1.3	1.3	1.6	1.8	24/382	358/ 7.0	5.3	5.4				WTIC
WKSS-F (CHR)	22/ 2.5	1.7	1.9	2.0	1.7	2.0	22/578	568/11.1	8.8	8.3	1.9	16	566	WKSS-F
WCCC-F (AOR)	22/ 2.5	2.6	2.3	2.5	2.6	2.5	23/466	453/ 8.9	11.2	9.3	3.0	25	589	WCCC-F

14.
15.

12+ FM SHARE (METRO): 73.33% (528 of 720) (FAL 90: 68.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WPXX-F	1 WPXX-F	1 WPXX-F	1 WAQY-F	1 WPXX-F	1 WAQY-F	1 WTIC-F
2 WAAF-F	2 WAAF-F	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WMAS-F	2 WHYN	2 WHYN	2 WMAS-F	2 WMAS-F
3 WAQY-F	3 WTIC-F	3 WPXX-F	3 WPXX-F	3 WAQY-F	3 WHYN	3 WMAS-F	3 WMAS-F	3 WMAS-F	3 WAAF-F	3 WAQY-F
4 WMAS-F	4 WHYN-F	4 WHYN-F	4 WHYN-F	4 WHYN-F	4 WMAS-F	4 WHYN-F	4 WPXX-F	4 WHYN-F	4 WMAS-F	4 WPXX-F
5 WHYN-F	5 WHYN-F	5 WHYN	WHYN	5 WHYN	5 WHYN-F	5 WMAS-F	5 WMAS-F	5 WHYN	5 WTIC-F	5 WAAF-F
6 WPXX-F	6 WPXX-F	6	6	6	6	6 WAQY-F	6	6	6 WPXX-F	6 WMAS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F	1 WAQY-F	1 WMAS-F	1 WHYN-F	1 WMAS-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F	1 WAQY-F
2 WHYN-F	2 WTIC-F	2 WAQY-F	2 WMAS-F	2 WHYN-F	2 WAAF-F	2 WAAF-F	2 WAAF-F	2 WPXX-F	2 WPXX-F
3 WAQY-F	3 WHYN-F	3 WHYN-F	3 WTIC-F	3 WPXX-F	3 WCCC-F	3 WCCC-F	3 WPXX-F	3 WHYN	3 WHYN
4 WKSS-F	4 WMAS-F	4 WTIC-F	4 WAQY-F	4 WDRC-F	4 WRNX-F	4 WPXX-F	4 WMAS-F	4 WAAF-F	4 WMAS-F
5 WMAS-F	5 WKSS-F	5 WDRC-F	5 WPXX-F	WHYN	5	5	5 WCCC-F	5 WCCC-F	5 WDRC-F
6	6	6	6	6 WTIC-F	6	6	6 WHYN	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		78 (3)	78 (3)	10.8	13.6	WACE 730 Chicopee	0.3/2.7/ 3/ 140		
AOR/CLASSIC		159 (5)	159 (5)	22.1	19.7	WHMP 1400 Northampton	1.1/4.0/ 10/ 210		
AC/OLDIES/SOFT ROCK	10 (1)	166 (5)	176 (6)	24.4	24.3	WHMP-F 99.3 Northampton	1.0/6.9/ 14/ 423		
MOR/VARIETY	87 (2)		87 (2)	12.1	14.1	WNNZ 640 Westfield	1.6/5.3/ 15/ 287		
COUNTRY		95 (2)	95 (2)	13.2	7.1	WRNX-F 100.9 Amherst/Nrthmpt	1.4/3.4/ 12/ 180		
BLACK/URBAN						WTTT 1430 Amherst	1.1/2.6/ 10/ 138		
BEAUTIFUL/EASY		30 (2)	30 (2)	4.2	5.3				
NEWS/TALK	23 (3)		23 (3)	3.2	6.0	WBZ 1030 Boston	0.6/1.4/ 6/ 126		
NOSTALGIA	69 (2)		69 (2)	9.6	5.7	WFAN 660 New York	0.5/1.8/ 4/ 106		
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.8	WHCN-F 105.9 Hartford	1.1/6.6/ 10/ 334		
SPANISH						WIOF-F 104.1 Waterbury	1.0/3.9/ 9/ 199		
CLASSICAL						WSRS-F 96.1 Worcester	0.7/4.3/ 8/ 255		
JAZZ/NEW AGE						WVYZ-F 92.5 Waterbury	0.9/4.6/ 10/ 269		
UNKNOWN/OTHERS					3.5	WZMX-F 93.7 Hartford	0.6/2.0/ 5/ 100		
	192 (9)	528 (17)	720 (26)						

RADIO STATIONS

WHMP, 1400, 1 KW	, MOR	NBC, \$ 17.00 (K & P)	Sillerman
WHYN, 560, 5 KW/1 KW (DA-2)	, MOR/FULL SER.	ABC, \$ 39.00 (McGuild)	Wilks-Schwartz
WMAS, 1450, 1 KW	, NOSTALGIA	MBS, \$ 25.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2)	, OLDIES	UNIULT, CBS, \$ 18.00 (Eastman)	
WREB, 930, 500 W (DAYS)	, TALK	, \$ 16.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2)	, TALK	MBS, APR, \$ 19.00 (Roslin)	
WAQY-F, 102.1, 17 KW @ 782, AOR		ABC, \$ 60.00 (Katz)	Saga
WHMP-F, 99.3, 3 KW @ 322, CHR		, \$ 25.00 (K & P)	Sillerman
WHYN-F, 93.1, 9 KW @ 1000, AC/OLDIES		, \$ 65.00 (McGuild)	Wilks-Schwartz
WMAS-F, 94.7, 50 KW @ 195, AC		, \$ 54.00 (Banner)	Lappin
WPXX-F, 97.9, 1.1 KW @ 500, COUNTRY		, \$ NA (Durpetti)	

OTHER RANKED STATIONS -- See Hartford

SYRACUSE

Arbitron Rank/Pop (12+) : 68/545,500
 Stations : 23/17
 1991 Revenue : \$17,600,000
 HH Inc. : \$33,946
 Sample Target : 1020
 % Below Line : 7.6
 % Not Listed : 15.3
 #1 Billing : WYYY-F \$4,800,000
 Pop per Station : 32,088
 Average Person Ratings : 16.6
 Market TSL : 21.75 hours

12+ METRO
 1/4 SHARE
 SUM SPG WIN
 91 91 91
 12+ METRO
 CUM/TSR
 RATING
 91 90
 SPG
 90
 Share Adm Cume

12+ METRO	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PND	12+ EVE	OVERNIGHT
1. WSYR (FS)	122/13.5	9.4	10.2	14.3	9.8	11.9	145/1794	1513/27.7	22.7	23.9
2. WYYY-F (AC)	92/10.7	10.1	11.1	12.1	10.4	11.0	118/1847	120/27.9	30.6	26.8
3. WNTQ-F (CHR)	89/9.9	10.2	10.7	9.3	11.1	10.0	110/1912	144/26.5	31.0	26.0
4. WAQX-F (AOR)	86/9.5	9.5	6.7	7.7	6.8	8.4	90/1313	1204/22.1	18.9	16.4
5. WRHP-F (EZ)	58/6.4	5.9	6.3	7.7	6.6	6.6	67/803	644/11.8	12.4	11.3
6. WSEN-AF (O)	49/5.4	6.1	4.4	4.1	4.6	5.0	65/1056	896/16.4	15.6	12.6
7. WKFM-F (CL AOR)	45/5.0	7.5	8.2	5.7	7.9	6.6	65/1348	1039/19.0	18.7	20.2
8. WHEN (FS)	34/3.8	3.3	2.6	2.5	4.9	3.0	42/865	714/13.1	10.6	12.4
9. WZGF-F (SAC)	29/3.7	3.0	4.9	1.7	2.1	3.3	35/608	564/10.3	10.7	8.4
10. WPCX-F (C)	29/3.2	2.7	3.5	2.3	3.9	2.9	63/660	352/6.5	7.0	8.4
11. WFBL (BB)	26/2.9	2.0	2.4	2.1	2.2	2.3	28/299	363/6.7	5.3	5.3
12. WOUR-F (AOR)	16/1.8	1.0	0.7	1.8	1.2	1.3	37/540	330/6.0	3.0	4.3
13. WOL (B)	13/1.4	1.7	1.5	1.1	1.1	1.1	15/145	145/2.7	3.5	0.0
14. WOL (REL)	16/1.8	1.8	2.6	1.1	1.3	1.8	25/305	172/3.2	4.5	2.7
15. WSCP-AF (C)	12/1.4	1.6	1.9	2.2	3.2	1.8	15/138	119/2.2	3.5	4.8
16. WSCP-AF (C)	12/1.4	1.6	1.9	2.2	3.2	1.8	15/138	119/2.2	3.5	4.8

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PND	12+ EVE	OVERNIGHT
1. WAQX-F <->	1 WAQX-F <->	1 WYYY-F <->	1 WYYY-F <->	1 WYYY-F <->	1 WYYY-F <->	1 WSYR <->	1 WSYR <->	1 WSYR <->	1 WNTQ-F <->	1 WSYR <->
2. WYYY-F <->	2 WYYY-F <->	2 WNTQ-F <->	2 WNTQ-F <->	2 WNTQ-F <->	2 WNTQ-F <->	2 WYYY-F <->	2 WXXX-F <->	2 WSYR <->	2 WYYY-F <->	2 WYYY-F <->
3. WNTQ-F <->	3 WNTQ-F <->	3 WSEN-AF <->	3 WSEN-AF <->	3 WSEN-AF <->	3 WNTQ-F <->	3 WYYY-F <->	3 WYYY-F <->	3 WYYY-F <->	3 WYYY-F <->	3 WYYY-F <->
4. WKFM-F <->	4 WKFM-F <->	4 WSYR <->	4 WSEN-AF <->	4 WSEN-AF <->	4 WSEN-AF <->	4 WAQX-F <->	4 WRHP-F <->	4 WNTQ-F <->	4 WAQX-F <->	4 WAQX-F <->
5. WOLF <->	5 WOLF <->	5 WKFM-F <->	5 WNTQ-F <->	5 WNTQ-F <->	5 WHEN <->	5 WHEN <->	5 WNTQ-F <->	5 WRHP-F <->	5 WSEN-AF <->	5 WKFM-F <->
6. WOLF <->	6 WOLF <->	6 WOLF <->	6 WOLF <->	6 WOLF <->	6 WOLF <->	6 WRHP-F <->	6 WKFM-F <->	6 WKFM-F <->	6 WNTQ-F <->	6 WNTQ-F <->

FORMATS	AM	FH	TOTAL	%	%	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	93 (2)	93 (2)	18.2	12.2	12.6	WZOS-F	96.7
AOR/CLASSIC	147 (3)	147 (3)	19.2	19.2	20.1		
AC/OLDS/SOFT ROCK	9 (1)	140 (3)	149 (4)	19.5	23.9	WBEF-F	92.5
HOR/VARIETY	156 (2)	156 (2)	20.4	14.9	14.9	WFRG-F	96.1
COUNTRY	18 (2)	53 (4)	71 (6)	9.3	11.9	WQGF-F	104.3
BLCK/URBAN	13 (1)	13 (1)	1.7	1.7	4.9	WRCK-F	107.3
NEWS/TALK	26 (1)	91 (2)	11.9	4.7	4.9		
NOSTALGIA	16 (1)	26 (1)	3.4	2.1	4.7		
RELIGION/GOSPEL	26 (1)	16 (1)	2.1	2.8	2.8		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							

RADIO STATIONS	AM	FH	TOTAL	%	%	OTHER RATED STATIONS	SHARE/RTG/AQH/CUME
WFBL, 1390, 5 KW (DA-N)	5 KW (DA-N)	5 KW (DA-N)	18.00 (Christal)	12.2	12.6	WZOS-F	96.7
WHEP, 620, 5 KW/1 KW (DA-N)	5 KW (DA-N)	5 KW (DA-N)	30.00 (MHR)	19.2	20.1		
WDR, 1260, 5 KW (DA-N)	5 KW (DA-N)	5 KW (DA-N)	16.00 (McGuld)	14.9	14.9	WFRG-F	96.1
WNR, 570, 5 KW (DA-2)	5 KW (DA-2)	5 KW (DA-2)	70.00 (Katz)	9.3	11.9	WQGF-F	104.3
WXA, 1200, 1 KW	1 KW	1 KW	15.00 (Eastman)	1.7	4.9	WRCK-F	107.3
WORA, 1200, 1 KW	1 KW	1 KW	15.00 (Eastman)	1.7	4.9	WRCK-F	107.3
WMA, 1200, 1 KW	1 KW	1 KW	15.00 (Eastman)	1.7	4.9	WRCK-F	107.3
WSPF, 101.7, 2.5 KW @ 365, COUNTRY	2.5 KW @ 365, COUNTRY	2.5 KW @ 365, COUNTRY	20.00 (---	12.2	12.6		
WSEN-F, 92.1, 2.5 KW @ 200, OLDS	2.5 KW @ 200, OLDS	2.5 KW @ 200, OLDS	33.00 (HMNH)	19.5	23.9	WBEF-F	92.5
WYYY-F, 94.5, 1.00 KW @ 650, AC	1.00 KW @ 650, AC	1.00 KW @ 650, AC	110.00 (Katz)	14.9	14.9	WFRG-F	96.1
WZGF-F, 100.9, 3 KW @ 165, SOFT AC	3 KW @ 165, SOFT AC	3 KW @ 165, SOFT AC	29.00 (Eastman)	9.3	11.9	WQGF-F	104.3
WPX-F, 106.9, 4.5 KW @ 530, COUNTRY	4.5 KW @ 530, COUNTRY	4.5 KW @ 530, COUNTRY	19.00 (Market 4)	1.7	4.9	WRCK-F	107.3

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,849,200
 MSA Rank/Pop: 21/2,110,000
 ADI # 16
 Average Person Ratings: 17.3
 Market TSL: 23.25 hours

Stations: 25/22
 Diaries: 1801/1027:1/48.7%
 Sample Target: 1810
 % Below Line: 6.3
 % Not Listed: 12.4

1991 Revenue: \$57,900,000
 HH Inc.: \$29,615
 Retail \$: 17.7 Bil
 Pop per Station: 84,054
 #1 Biller: WQYK-AF \$8,000,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WQYK-F (C)	369/11.6	10.1	9.7	8.9	9.6	10.1	414/4480	3771/20.4	18.0	15.2	11.8	357	3133	WQYK-F
2. WWRM-F (SAC)	330/10.3	7.3	10.4	10.8	10.5	9.7	366/4735	3970/21.5	20.1	21.6	5.5	167	2159	WWRM-F
3. WXTB-F (AOR)	228/ 7.1	5.8	5.5	4.6	3.0	5.8	247/2615	2245/12.1	11.7	7.0	8.9	269	3506	WXTB-F
4. WMTX-AF (AC)	209/ 6.5	5.8	6.2	3.8	4.3	5.6	243/3211	2618/14.2	12.9	10.4	7.4	224	2992	WMTX-AF
5. WUSA-F (AC)	199/ 6.2	7.0	6.8	6.1	8.0	6.5	217/2735	2430/13.1	15.0	17.2	6.0	181	1730	WUSA-F
6. WFLZ-F (CHR)	192/ 6.0	6.8	7.1	5.5	7.4	6.3	297/4691	3122/16.9	17.3	17.6	11.0	334	3794	WFLZ-F
7. WGUL-AF (BB)	181/ 5.6	4.8	4.9	4.4	4.7	4.9	184/1692	1582/ 8.6	8.3	9.3	3.3	79	944	WGUL-AF
8. WYNF-F (AOR)	177/ 5.5	5.3	5.5	5.9	5.1	5.6	292/3783	2478/13.4	11.9	11.1	6.9	209	2787	WYNF-F
9. WYUU-F (O)	148/ 4.6	3.9	3.8	3.5	4.1	4.0	154/2640	2447/13.2	9.9	9.6	3.5	106	1962	WYUU-F
10. WFLA (N/T)	144/ 4.5	6.5	5.3	7.4	4.7	5.9	189/2504	1967/10.6	13.0	10.5	6.0	181	2218	WFLA
11. WRBQ-F (CHR)	118/ 3.7	4.5	4.6	6.3	5.7	4.8	135/3376	2852/15.4	15.5	17.7	4.0	121	2858	WRBQ-F
12. WDUV-F (EZ)	107/ 3.4	4.6	5.7	5.5	6.0	4.8	249/3376	1705/ 9.2	10.6	11.5	3.8	116	887	WDUV-F
13. WSUN (C)	84/ 2.6	2.2	3.2	2.8	2.3	2.7	116/1306	860/ 4.7	7.9	7.2	0.9	27	676	WSUN
14. WHPT-F (J/NA)	82/ 2.6	2.6	1.8	2.2	2.0	2.3	121/2206	1546/ 8.4	6.7	6.1	5.1	153	1401	WHPT-F
15. WLUV-F (BB)	69/ 2.2	1.6	1.9	1.4	2.4	1.8	69/721	706/ 3.8	2.9	4.2	0.5	14	215	WLUV-F
16. WTMP (B)	37/ 1.2	1.1	0.8	2.2	1.1	1.3	38/535	491/ 2.7	2.3	2.5	1.0	29	576	WTMP
17. WHNZ (T)	34/ 1.1	1.7	1.0	1.1	0.9	1.2	40/1046	866/ 4.7	5.1	3.1	0.4	11	369	WHNZ
18.														
19.														
20.														

12+ FM SHARE (METRO): 84.27% (2357 of 2797) (FAL 90: 80.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WXTB-F>	1 WQYK-F	1 WQYK-F	1 WQYK-F	1 WWRM-F	1 WQYK-F	1 WWRM-F	1 WQYK-F	1 WXTB-F	1 WQYK-F
2 WXTB-F	2 WMTX-AF	2 WXTB-F	2 WWRM-F<	2 WWRM-F	2 WQYK-F	2 WWRM-F	2 WQYK-F>	2 WWRM-F>	2 WFLZ-F	2 WTKN >>
3 WRBQ-F	3 WYNF-F<	3 WMTX-AF	3 WMTX-AF	3 WUSA-F	3 WGUL-AF	3 WYNF-F	3 WUSA-F<	3 WMTX-AF<	3 WQYK-F	3 WXTB-F<
4 WQYK-F	4 WQYK-F	4 WYNF-F<	4 WXTB-F<	4 WMTX-AF	4 WUSA-F	4 WUSA-F	4 WMTX-AF>	4 WXTB-F<	4 WWRM-F	4 WFLZ-F<
5	5 WFLZ-F>	5 WWRM-F	5 WYNF-F	5 WYNF-F	5 WFLA	5 WMTX-AF<	5 WXTB-F	5 WFLZ-F<	5 WMTX-AF<	5 WWRM-F
6	6 WRBQ-F<	6 WUSA-F	6 WUSA-F	6 WXTB-F	6 WDUV-F	6 WFLA <	6 WGUL-AF	6 WUSA-F	6 WYNF-F	6 WFLA
7	7 WUSA-F	7 WFLZ-F	7 WYUU-F	7 WYUU-F	7 WYUU-F	7 WGUL-AF	7 WYUU-F	7 WYNF-F	7 WYUU-F	7
8	8	8 WYUU-F	8	8	8	8	WFLA	8 WYUU-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F	1 WMTX-AF>	1 WMTX-AF>	1 WMTX-AF	1 WWRM-F	1 WXTB-F>>	1 WXTB-F>	1 WXTB-F	1 WXTB-F	1 WQYK-F
2 WMTX-AF	2 WQYK-F	2 WQYK-F	2 WWRM-F	2 WMTX-AF	2 WQYK-F	2 WYNF-F	2 WYNF-F>	2 WQYK-F<	2 WYNF-F
3 WXTB-F	WFLZ-F	3 WXTB-F	3 WUSA-F<	3 WUSA-F	3 WMTX-AF	3 WQYK-F	3 WQYK-F>	3 WYNF-F>	3 WXTB-F>
4 WRBQ-F	4 WXTB-F	4 WUSA-F	4 WQYK-F>	4 WQYK-F>	4 WFLZ-F	4 WFLZ-F	4 WFLZ-F>	4 WFLZ-F	4 WYUU-F
5 WQYK-F	5 WUSA-F	5 WFLZ-F	5 WFLZ-F	5 WYUU-F>	5 WYNF-F>>	5 WMTX-AF	5 WMTX-AF	5 WYUU-F<	5 WWRM-F
6 WYNF-F>	6 WYNF-F<	6 WWRM-F	6 WXTB-F	6 WFLZ-F<	6	6	6	6 WMTX-AF	6 WUSA-F
7 WUSA-F	7 WRBQ-F	7 WYNF-F	7 WYUU-F	7 WXTB-F	7	7	7	7 WWRM-F	7 WFLZ-F
8 WWRM-F	8 WWRM-F	8 WHVE-F	8 WRBQ-F	8 WHVE-F	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		310 (2)	310 (2)	11.1	16.4	WDAE 1250 Tampa	0.4/1.7/ 14/ 356
AOR/CLASSIC		405 (2)	405 (2)	14.5	12.4	WEND 760 Brandon/Tampa	0.3/0.8/ 12/ 184
AC/OLDIES/SOFT ROCK	23 (2)	545 (3)	568 (5)	20.3	25.5	WFSN 910 Plant City	0.7/1.9/ 24/ 480
MOR/VARIETY						WQYK 1010 Seffner/Tampa	0.7/2.4/ 28/ 513
COUNTRY	105 (2)	369 (1)	474 (3)	16.9	11.0	WRXB 1590 St Pete Bch/Tam	0.4/1.4/ 13/ 271
BLACK/URBAN	50 (2)		50 (2)	1.8	1.4		
BEAUTIFUL/EASY		448 (3)	448 (3)	16.0	6.3	WEZY-F 94.1 Lakeland	0.3/0.9/ 75/ 819
NEWS/TALK	178 (2)		178 (2)	6.4	10.3		
NOSTALGIA	52 (1)	198 (2)	250 (3)	8.9	9.6		
RELIGION/GOSPEL							
SPANISH							
CLASSICAL							
JAZZ/NEW AGE		82 (1)	82 (1)	2.9	3.7		
UNKNOWN/CTHERS	32 (2)		32 (2)	1.1	2.0		
	440 (11)	2357 (14)	2797 (25)				

TAMPA-ST. PETERSBURG

RADIO STATIONS

AM STATIONS

WFLA, 970, 5 KW (DA-2), TALK	CBS ABC, \$ 60.00 (Eastman)	Jacor
WGUL, 860, 2 KW/1.6KW (DA-2), SEE WGUL-F		
WMTX, 1040, 5 KW (DAYS), SEE WMTX-F	, \$ 37.00 (MMR)	Metroplex
WRMD, 680, 1 KW (DAYS), HISPANIC	, \$ 27.00 (Lotus)	
WQYK, 1010, 50 KW/5 KW (DA-2), SEE WQYK-F		
WRBQ, 1590, 5 KW/1 KW (DA-2), SEE WRBQ-F		
WRXB, 1590, 5 KW/1 KW (DA-2), BLACK	NBN ABC, \$ 25.00 (K & P)	
WSUN, 620, 10 KW (DA-N), NEWS/TALK	NBC, \$ 60.00 (Durpetti)	Cox
WHNZ, 570, 5 KW/4.5 KW (DA-2) TALK	MBS BRN, \$ 44.00 (---)	Paxson
WTMP, 1150, 5 KW/4.5 KW(DA-2), BLACK	SBN UNIPWR, \$ 34.00 (HNWH)	

FM STATIONS

WFLZ, 93.3, 100 KW @ 1358, CHR	ABC, \$ 90.00 (Eastman)	Jacor
WGUL, 105.5, 3 KW @ 255, NOSTALGIA	UPI UNISUP, \$ 47.00 (K & P)	Marcocci
WLVU, 106.3, 3 KW @ 300, NOST/ETHNIC	, \$ 30.00 (---)	
WMTX, 95.7, 100 KW @ 606, AC	, \$ 84.00 (MMR)	Metroplex
WQYK, 99.5, 100 KW @ 550, COUNTRY	, \$ 137.00 (Katz)	Infinity
WRBQ, 104.7, 100 KW @ 555, CHR	ABC, \$ 230.00 (Christal)	Edens
WUSA, 100.7, 100 KW @ 599, AC	, \$ 105.00 (McGuild)	Gannett
WWRM, 107.3, 100 KW @ 623, SOFT AC	, \$ 90.00 (Durpetti)	Cox
WXTB, 97.9, 100 KW @ 599, AOR	ABC, \$ 70.00 (Banner)	Great American
WYNF, 94.9, 100 KW @ 1290, AOR	CBS, \$ 100.00 (CBS)	CBS
WYUU, 92.5, 50 KW @ 488, OLDIES	UPI UNIULT, \$ 47.00 (Banner)	Entercom
WHPT, 102.5, 100 KW @ 1663, JAZZ/NAC	, \$ 64.00 (---)	Paxson (SARASOTA)
WDUV, 103.3, 100 KW @ 576, EZ	MBS, \$ 60.00 (Christal)	(BRADENTON)

Miscellaneous: WTKN to WHNZ (Dec)... WHVE-F to WHPT-F (Dec)... WHBO to WMTX and from Oldies to AC simulcast with FM (July)...

TOLEDO

Arbitron Rank/Pop (12+): 73/504,300

Stations: 22/15
Diaries: 1208/417:1/53.3%
Sample Target: 1120
% Below Line: 13.8
% Not Listed: 15.1

1991 Revenue: \$13,500,000
HH Inc.: \$31,175
Retail \$: 4.7 B11
Pop per Station: 33,620
#1 Biller: WIOT-F \$2,600,000

MSA Rank/Pop: 93/620,000

AOI # 64

Average Person Ratings: 16.0

Market TSL: 21.00 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WIOT-F (AOR)	116/14.4	12.6	12.0	10.2	12.6	12.3	161/2100	1321/26.2	24.9	22.0	19.4	162	1615	WIOT-F
2. WKKO-F (C)	76/ 9.4	9.4	11.4	10.0	10.9	10.0	106/1325	914/18.1	19.6	21.0	7.7	64	772	WKKO-F
3. WWHM-F (AC)	71/ 8.8	7.4	8.9	8.8	7.8	8.5	80/1323	1121/22.2	20.4	20.2	8.6	72	968	WWHM-F
4. WSPD (FS)	64/ 7.9	5.9	6.6	7.7	7.2	7.0	79/1196	963/19.1	13.0	15.0	6.7	56	779	WSPD
5. WVKS-F (CHR)	56/ 6.9	7.9	8.2	9.4	8.4	8.1	91/1970	1217/24.1	25.6	27.4	6.2	52	1310	WVKS-F
6. WRQN-F (CHR)	52/ 6.4	7.7	8.1	9.5	9.6	7.9	86/1434	1025/20.3	24.4	26.8	10.3	86	1494	WRQN-F
WLQR-F (SAC)	52/ 6.4	8.4	6.0	8.5	7.8	7.3	71/1257	829/16.4	18.1	16.4	6.8	57	661	WLQR-F
8. CKLW (BB)	40/ 5.0	4.5	5.0	3.5	3.5	4.5	79/897	473/ 9.4	8.8	7.8	2.8	23	293	CKLW
9. WJR (FS)	33/ 4.1	5.4	3.5	4.4	4.7	4.3	103/1541	569/11.3	11.9	11.0	4.2	35	558	WJR
10. WTOD (C)	24/ 3.0	2.4	2.7	2.7	3.6	2.7	35/411	286/ 5.7	6.3	6.1	3.8	32	315	WTOD
11. WVOI (B)	21/ 2.6	2.4	3.5	2.6	2.4	2.8	21/308	308/ 6.1	7.1	6.5	3.1	26	492	WVOI
12. WKKR-F (CL AOR)	18/ 2.2	3.2	2.3	2.7	3.0	2.6	49/727	417/ 8.3	10.5	8.1	1.9	16	376	WKKR-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 70.80% (485 of 685) (FAL 90: 74.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AHD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOT-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F	1 WIOT-F	1 WSPD	1 WIOT-F	1 WIOT-F	1 WIOT-F>	1 WIOT-F>>	1 WIOT-F
2 WRQN-F	2 WVKS-F>	2 WWHM-F	2 WWHM-F	2 WWHM-F	2 WKKO-F	2 WKKO-F	2 WWHM-F	2 WWHM-F	2 WSPD	2 WSPD >>
3 WVKS-F	3 WWHM-F	3 WVKS-F	3 WKKO-F	3 WKKO-F	3 WWHM-F	3 WSPD	3 WKKO-F	3 WKKO-F	3 WRQN-F	3 WKKO-F>
4	4 WKKO-F	4 WKKO-F<	4 WVKS-F<	4 WVKS-F	4 WLQR-F<	4 WWHM-F	4 WSPD	4 WVKS-F	4 WKKO-F	4 WJR
5	5 WRQN-F	5 WRQN-F	5 WRQN-F	5 WRQN-F	5 CKLW	5 WRQN-F	5 WVKS-F	5 WRQN-F	5 WWHM-F	5
6	6	6	6	6 WLQR-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOT-F>>	1 WIOT-F>	1 WIOT-F	1 WIOT-F	1 WWHM-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>
2 WVKS-F	2 WVKS-F>	2 WVKS-F	2 WVKS-F<	2 WKKO-F	2	2	2 WWHM-F	2 WWHM-F	2 WWHM-F
3 WRQN-F	3 WWHM-F	3 WWHM-F	3 WWHM-F	3 WVKS-F	3	3	3 WKKO-F	3 WKKO-F	3 WKKO-F>
4 WTWR-F	4 WRQN-F	4 WRQN-F	4 WRQN-F	4 WRQN-F	4	4	4	4 WVKS-F	4 WJR
5 WWHM-F	5 WKKO-F	5 WLQR-F	5 WKKO-F	5 WIOT-F	5	5	5	5 WRQN-F	5 WRQN-F
6	6	6	6	6 WLQR-F	6	6	6	6	6 WSPD

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		127 (4)	127 (4)	18.5	18.4	WCWA 1230 Toledo	0.9/4.6/ 7/ 267
AOR/CLASSIC		141 (4)	141 (4)	20.6	17.8	WFOB 1430 Fostoria	0.4/1.9/ 8/ 205
AC/OLDIES/SOFT ROCK	7 (1)	74 (2)	81 (3)	11.8	15.9	WMTR-F 96.1 Archbold/Wauson	0.4/2.3/ 10/ 235
MOR/VARIETY	97 (2)		97 (2)	14.2	12.4	WRED-F 95.7 Gibonsburg	0.4/3.4/ 8/ 252
COUNTRY	24 (1)	79 (2)	103 (3)	15.0	12.1	WWHM 1470 Toledo	1.0/5.8/ 9/ 316
BLACK/URBAN	21 (1)	12 (1)	33 (2)	4.8	4.3		
BEAUTIFUL/EASY		52 (1)	52 (1)	7.6	10.2	CIHX-F 88.7 Windsor/Detroit	0.4/2.1/ 5/ 135
NEWS/TALK	8 (1)		8 (1)	1.2		WHYT-F 96.3 Detroit	0.4/1.7/ 17/ 326
NOSTALGIA	40 (1)		40 (1)	5.8	4.2	WJLB-F 97.9 Detroit	1.5/4.4/ 14/ 276
RELIGION/GOSPEL						WRIF-F 101.1 Detroit	0.5/2.6/ 9/ 323
SPANISH						WTWR-F 98.3 Monroe/Toledo	2.0/7.5/ 27/ 547
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	4.9		
	200 (8)	485 (14)	685 (22)				

RADIO STATIONS

WCWA , 1230, 1 KW	, Oldies	MBS CBS, \$18.00	(Eastman)	Reams
WWHM , 1470, 1 KW (DA-2)	, See WWHM-F			
WSPD , 1370, 5 KW (DA-N)	, MOR/Full Service	NBC, \$33.00	(MHR)	Commonwealth
WTOD , 1560, 5 KW (DAYS, OA)	, Country	ABC, \$ NA	(Katz)	Booth
WVOI , 1520, 1 KW (OA-2)	, Black	SBN UNIPWR, \$18.00	(Regional)	
WIOT-F, 104.7, 50 KW @ 540	, AOR	SOURCE, \$62.00	(Eastman)	Reams
WKKO-F, 99.9, 50 KW @ 500	, Country	ABC, \$70.00	(Katz)	Booth
WLQR-F, 101.5, 19 KW @ 807	, EZ/Soft AC	, \$40.00	(MHR)	Commonwealth
WRQN-F, 93.5, 2 KW @ 401	, Oldies	, \$33.00	(Banner)	ABS (BOWLING GREEN)
WVKS-F, 92.5, 50 KW @ 480	, CHR	ABC, \$53.00	(McGuild)	Noble
WKKR-F, 94.5, 30 KW @ 640	, CL AOR	ABC, \$ NA	(HNWH)	(PORT CLINTON)
WWHM-F, 105.5, 2 KW @ 390	, AC	, \$43.00	(Durpetti)	
WJR, CKLW -- See Detroit				

Miscellaneous: WRQN-F from CHR to Oldies (Nov)...

TUCSON

Arbitron Rank/Pop (12+): 65/569,500
 MSA Rank/Pop: 77/666,000
 ADI # 78
 Average Person Ratings: 16.5
 Market TSL: 22.00 hours

Stations: 20/19
 Diaries: 1020/558:1/55.5%
 Sample Target: 1030
 % Below Line: 0.9
 % Not Listed: 14.8

1991 Revenue: \$16,400,000
 HH Inc.: \$26,940
 Retail \$: 4.8 Bill
 Pop per Station: 29,973
 #1 Biller: KCUB/KIIM-F \$3,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KIIM-F (C)	188/20.1	17.6	13.2	13.8	14.2	16.2	205/2020	1737/30.5	25.4	25.7	19.2	184	1434	KIIM-F
2. KRQQ-F (CHR)	113/12.1	10.5	13.9	14.8	15.1	12.8	136/2181	1821/32.0	30.6	32.6	14.4	138	1902	KRQQ-F
3. KLPX-F (AOR)	71/ 7.6	9.9	11.5	11.9	7.6	10.2	82/1121	1046/18.4	22.5	19.7	11.6	111	1534	KLPX-F
KKLD-F (AC)	71/ 7.6	8.4	7.7	8.8	7.2	8.1	76/1008	955/16.8	17.7	17.4	5.5	53	760	KKLD-F
5. KWFH-AF (O)	61/ 6.5	7.6	8.6	8.7	8.2	7.8	67/1275	1150/20.2	23.6	20.8	7.9	76	1117	KWFH-AF
6. KNST (N/T)	47/ 5.0	3.7	5.0	4.4	5.9	4.5	48/803	779/13.7	12.6	15.6	4.0	38	749	KNST
7. KGVY (BB)	45/ 4.8	2.3	3.3	2.0	3.9	3.1	45/298	288/ 5.1	4.3	4.0	1.6	15	127	KGVY
8. KMRR (BB)	43/ 4.6	2.3	1.7	2.6	2.0	2.8	43/363	363/ 6.4	5.0	4.8	2.0	19	294	KMRR
9. KQTL (SP)	23/ 2.5	2.5	2.3	2.4	4.5	2.4	31/227	189/ 3.3	4.1	5.4	2.8	27	247	KQTL
KJYK (CHR)	23/ 2.5	2.8	1.4	0.5	0.7	1.8	23/393	393/ 6.9	4.7	3.6	4.3	41	480	KJYK
KCUB (C)	23/ 2.5	3.0	2.8	2.0	3.6	2.6	23/382	382/ 6.7	6.3	6.8	2.9	28	261	KCUB
12. KTZR (SP)	20/ 2.1	1.6	1.2	1.2	2.3	1.5	20/227	227/ 4.0	3.3	3.5	0.9	9	207	KTZR
13. KTCT (N)	16/ 1.7	2.0	1.0	3.9	1.8	2.2	18/468	426/ 7.5	6.3	10.0	1.8	17	283	KTCT
14. KTUC (N/T)	14/ 1.5	1.7	0.6	1.2	1.5	1.3	14/300	286/ 5.0	3.5	5.3	1.0	10	308	KTUC
15. KTZN-F (AC)	13/ 1.4	1.3	2.0	2.0	1.7	1.7	13/398	351/ 6.2	4.4	4.8	0.8	8	198	KTZN-F
16. KXEW (SP)	9/ 1.0	1.6	2.9	2.2	2.3	1.9	9/164	164/ 2.9	5.5	4.6	1.9	18	242	KXEW
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 65.91% (526 of 798) (FAL 90: 74.81%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KRQQ-F <	1 KIIM-F >
2 KJYK >	2 KRQQ-F >	2 KRQQ-F >	2 KKLD-F >	2 KKLD-F >	2 KGVY <	2 KRQQ-F >	2 KRQQ-F >	2 KRQQ-F >	2 KIIM-F >	2 KNST >
3 KIIM-F >	3 KLPX-F >	3 KLPX-F >	3 KLPX-F >	3 KWFH-AF >	3 KMRR <	3 KWFH-AF <	3 KKLD-F >	3 KLPX-F >	3 KLPX-F >	3 KKLD-F <
4	4 KKLD-F >	4 KKLD-F >	4 KWFH-AF >	4 KWFH-AF >	4 KNST <	4 KKLD-F >	4 KWFH-AF >	4 KKLD-F >	4 KKLD-F >	4 KLPX-F >
5	5 KWFH-AF >	5 KWFH-AF >	5 KRQQ-F >	5 KRQQ-F >	5 KWFH-AF >	5 KLPX-F >	5 KLPX-F >	5	5 KNST >	5 KRQQ-F >
6	6	6	6	6	6	6 KNST >	7 KMRR >	6	6 KMRR >	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KIIM-F >	1 KLPX-F >	1 KLPX-F >	1 KIIM-F >	1 KLPX-F <	1 KIIM-F >
2 KRQQ-F >	2 KRQQ-F >	2 KRQQ-F >	2 KRQQ-F >	2 KRQQ-F >	2 KRQQ-F >	2 KIIM-F >	2 KLPX-F >	2 KIIM-F >	2 KLPX-F >
3 KWFH-AF >	3 KKLD-F >	3 KRQQ-F >	3 KKLD-F >	3 KRQQ-F >	3 KIIM-F >	3 KRQQ-F >	3 KKLD-F >	3 KRQQ-F >	3 KWFH-AF >
4 KLPX-F >	4 KWFH-AF >	4 KLPX-F >	4 KWFH-AF >	4 KWFH-AF >	4 KJYK >	4 KKLD-F >	4 KWFH-AF >	4 KWFH-AF >	4 KKLD-F >
5	5 KLPX-F >	5 KWFH-AF >	5 KLPX-F >	5 KLPX-F >	5	5 KWFH-AF >	5 KRQQ-F >	5 KKLD-F >	5 KRQQ-F >
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	23 (1)	113 (1)	136 (2)	17.0	19.4	KGMS-F 97.1 Greenvalley/Tcs	0.3/1.5/ 3/ 85
AOR/CLASSIC		79 (2)	79 (2)	9.9	14.4	KVOI 690 Tucson	0.7/2.1/ 7/ 122
AC/OLDIES/SOFT ROCK	2 (1)	143 (3)	145 (4)	18.2	20.3		
MOR/VARIETY						KUPD-F 97.9 Tempe/Phoenix	0.9/4.5/ 23/ 415
COUNTRY	23 (1)	188 (1)	211 (2)	26.4	18.3		
BLACK/URBAN							
BEAUTIFUL/EASY					4.4		
NEWS/TALK	77 (3)		77 (3)	9.6	7.2		
NOSTALGIA	88 (2)		88 (2)	11.0	6.2		
RELIGION/GOSPEL		3 (1)	3 (1)	0.4	1.0		
SPANISH	52 (3)		52 (3)	6.5	7.3		
CLASSICAL							
JAZZ/NEW AGE					1.0		
UNKNOWN/OTHERS	7 (1)		7 (1)	0.9	0.5		
	272 (12)	526 (8)	798 (20)				

TUCSON

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFH-F			
KGVY, 1080, 1 KW (DAYS), NDSTALGIA	APR, \$ 20.00 (K & P)		
KCUB, 1290, 1 KW, SEE KIIM-F			
KMRR, 1330, 2 KW/5 KW (DA-2), NDSTALGIA	SMN, \$ 19.00 (Eastman)		
KJYK, 1490, 1 KW (DA-1), CONTEHP	NBC, \$ 15.00 (Christal)		
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC, MBS, \$ 30.00 (McGuild)	Nationwide	
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC	, \$ 18.00 (Caballero)		
KTKT, 990, 10 KW/1 KW (DA-H), TALK	CNN, UNISUP, \$ 18.00 (HNWH)	Lotus	
KTUC, 1400, 1 KW, TALK	CBS, CNN, \$ 17.00 (Roslin)		
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC	CRC, \$ 15.00 (Lotus)		
KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC	SMN, \$ 17.00 (Republic)	(ORACLE)	
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY	, \$ 60.00 (Katz)		
KKLD-F, 94.9, 95 KW @ 1952, AC	, \$ 43.00 (Christal)	Duhossois	
KLPX-F, 96.1, 97 KW @ 1952, AOR	, \$ 40.00 (HNWH)	Lotus	
KTZN-F, 92.1, 1.8KW @ 406, AC	, \$ 16.00 (Banner)	(GREEN VALLEY)	
KRQQ-F, 93.7, 94 KW @ 2032, CHR	, \$ 75.00 (McGuild)	Nationwide	
KWFH-F, 92.9, 93 KW @ 2036, OLDIES	, \$ 50.00 (MHR)	American	
KXMG-F, 98.3, 3 KW @ 202, HISPANIC	, \$ 15.00 (Lotus)	(MARANA)	

Miscellaneous: KQYT-F changes to KTZN-F and format from EZ to AC (Oct)... KTUC - 33% sold for \$1,200,000...

TULSA

Arbitron Rank/Pop (12+): 63/608,500
 MSA Rank/Pop: 72/746,000
 ADI # 58
 Average Person Ratings: 16.2
 Market TSL: 21.50 hours

Stations: 21/21
 Diaries: 1186/513:1/53.5%
 Sample Target: 1120
 % Below Line: 0.0
 % Not Listed: 9.2

1991 Revenue: \$19,700,000
 HH Inc.: \$26,033
 Retail \$: 5.5 Bill
 Pop per Station: 28,976
 #1 Biller: KWEN-F \$3,600,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KWEN-F (C)	156/15.8	15.7	18.1	13.4	13.9	15.8	240/2667	1658/27.2	30.6	25.3	18.9	187	1664	KWEN-F
2. KRMG (FS)	91/ 9.2	7.8	9.6	13.0	8.3	9.9	109/1576	1336/22.0	21.0	18.1	10.1	100	1301	KRMG
3. KMYZ-F (CHR)	86/ 8.7	9.6	7.5	6.4	7.3	8.1	126/1829	1241/20.4	18.4	19.2	8.6	85	1259	KMYZ-F
4. KMOD-F (AOR)	82/ 8.3	8.2	8.9	8.9	8.1	8.6	115/1764	1163/19.1	17.6	18.2	10.8	107	1171	KMOD-F
5. KBEZ-F (SAC)	74/ 7.5	6.7	6.0	6.5	6.5	6.7	100/1208	937/15.4	12.8	14.2	5.3	53	498	KBEZ-F
6. KVOO (C)	64/ 6.5	5.2	6.3	5.3	8.3	5.8	85/1015	650/10.7	11.0	12.0	3.2	32	542	KVOO
7. KVOO-F (C)	47/ 4.8	4.1	4.0	4.5	4.6	4.3	67/966	635/10.4	11.1	12.2	4.3	43	677	KVOO-F
8. KQLL-AF (O)	44/ 4.5	4.9	4.5	3.8	3.5	4.4	54/1071	813/13.4	13.5	12.2	4.1	39	630	KQLL-AF
9. KTOW-F (B)	41/ 4.2	2.4	1.4	0.9	1.3	2.2	42/441	427/ 7.0	4.4	3.2	4.8	48	385	KTOW-F
KRAV-F (AC)	41/ 4.2	4.0	3.6	3.7	4.6	3.9	51/776	638/10.5	11.9	12.5	4.8	48	615	KRAV-F
11. KAYI-F (CHR)	39/ 4.0	4.3	6.0	6.0	6.0	5.1	56/1257	919/15.1	17.5	17.9	5.5	55	846	KAYI-F
12. KTFX-F (C)	30/ 3.0	5.0	3.3	3.7	1.7	3.8	64/997	581/ 9.5	8.8	6.5	2.7	27	465	KTFX-F
13. KTHK-F (CL AOR)	22/ 2.2	3.2	4.1	3.3	4.4	3.2	31/676	547/ 9.0	12.0	9.0	2.8	28	517	KTHK-F
KCFO (REL)	22/ 2.2	1.4	0.9	0.8	0.9	1.3	22/259	233/ 3.8	2.2	2.8	0.8	8	145	KCFO
15. KGTO (BB)	18/ 1.8	1.4	1.6	0.5	0.1	1.3	18/171	171/ 2.8	2.4	0.3	0.8	8	128	KGTO

12+ FM SHARE (METRO): 77.21% (691 of 895) (FAL 90: 78.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHO	12+ EVE	OVERNIGHT
1 KMYZ-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KRAV-F	1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KMYZ-F	1 KWEN-F
KAYI-F	2 KMYZ-F	2 KMOD-F	2 KMOD-F	2 KMOD-F	2 KWEN-F	2 KRMG	2 KMYZ-F	2 KWEN-F	2 KWEN-F	KMYZ-F
3 KWEN-F	3 KMOD-F	3 KMYZ-F	3 KBEZ-F	3 KBEZ-F	3 KVOO	3 KVOO	3 KBEZ-F	3 KRMG	3 KMOD-F	3 KRMG
4	4 KTOW-F	4 KBEZ-F	4 KMYZ-F	4 KRMG	4 KBEZ-F	4 KMYZ-F	4 KMOD-F	4 KMOD-F	4 KBEZ-F	4 KMOD-F
5	5 KBEZ-F	5 KRMG	5 KRMG	5 KMYZ-F	5 KVOO-F	5 KMOD-F	5 KMYZ-F	5 KBEZ-F	5 KAYI-F	5 KVOO
6	6	6 KQLL-AF	6 KQLL-AF	6 KQLL-AF	6	6 KBEZ-F	6 KVOO	6	6 KTOW-F	6
				7 KRAV-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWEN-F	1 KWEN-F	1 KWEN-F	1 KVOO-F	1 KWEN-F	1 KMYZ-F	1 KMOD-F	1 KMOD-F	1 KWEN-F	1 KWEN-F
2 KMYZ-F	2 KMYZ-F	2 KMYZ-F	2 KMYZ-F	2 KBEZ-F	2 KWEN-F	2 KMYZ-F	2 KWEN-F	2 KMOD-F	2 KMOD-F
3 KMOD-F	3 KMOD-F	3 KMOD-F	3 KBEZ-F	3 KMYZ-F	3 KMOD-F	3 KWEN-F	3 KMYZ-F	3 KMYZ-F	3 KRMG
4 KTOW-F	4 KBEZ-F	4 KBEZ-F	4 KMOD-F	4 KRMG	4 KTOW-F	4 KTOW-F	4 KRAV-F	4 KRMG	4 KQLL-AF
5 KBEZ-F	5 KTOW-F	5 KTDW-F	5 KRAV-F	5 KRAV-F	5 KTHK-F	5	5 KTOW-F	5 KQLL-AF	5 KMYZ-F
KAYI-F	6	6	6 KQLL-AF	6	KTFX-F	6	6	6	6 KBEZ-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		125 (2)	125 (2)	14.0	19.1	KAKC 1300 Tulsa	0.4/2.9/ 4/ 220
AOR/CLASSIC		114 (3)	114 (3)	12.7	12.7	KCMA-F 92.1 Broken Arrow	0.9/5.2/ 11/ 339
AC/OLDIES/SOFT ROCK	2 (1)	83 (2)	85 (3)	9.5	14.8	KSTM-F 99.5 Henryetta	1.0/9.6/ 16/ 648
MOR/VARIETY	91 (1)		91 (1)	10.2	12.5	KXOJ 1550 Sapulpa/Tulsa	0.3/0.0/ 0/ 0
COUNTRY	64 (1)	233 (3)	297 (4)	33.2	26.0		
BLACK/URBAN		41 (1)	41 (1)	4.6	2.4		
BEAUTIFUL/EASY		74 (1)	74 (1)	8.3	8.8		
NEWS/TALK	4 (1)		4 (1)	0.4			
NOSTALGIA	18 (1)		18 (1)	2.0			
RELIGION/GOSPEL	25 (2)	12 (1)	37 (3)	4.1	2.6		
SPANISH CLASSICAL		9 (1)	9 (1)	1.0	1.1		
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	204 (7)	691 (14)	895 (21)				

RADIO STATIONS

KXOJ, 1550, 2.5 KW/350W (DA-2), RELIGION					\$ 15.00 (---)	
KCFO, 970, 2.5 KW/1 KW (DA-2), RELIGION					\$ 12.00 (---)	Salem
KRMG, 740, 50 KW/25 KW (DA-2), MOR/FULL SER.	ABC				\$ 56.00 (Katz)	NewCity
KVOO, 1170, 50 KW (DA-N), COUNTRY	UNIULT	NBC			\$ 50.00 (Durpetti)	Great Empire
KAYI-F, 106.9, 100 KW @ 1005, CHR	ABC				\$ 44.00 (MMR)	Naragansett (MUSKOGEE)
KBEZ-F, 92.9, 100 KW @ 1318, EZ					\$ 32.00 (Eastman)	WIN/ML
KCMA-F, 92.1, 2.3 KW @ 374, CLASSICAL					\$ 20.00 (CMBS)	
KMOD-F, 97.5, 100 KW @ 1327, CL AOR					\$ 70.00 (Christal)	Clear Channel
KMYZ-F, 104.5, 70 KW @ 1130, CHR	ABC				\$ 33.00 (Torbet)	Shamrock-Lynette (PAYOR)
KRAV-F, 96.5, 100 KW @ 1327, AC	UNISUP				\$ 37.00 (Torbet)	
KTFX-F, 103.3, 100 KW @ 1278, COUNTRY					\$ 26.00 (---)	
KTHK-F, 94.1, 18 KW @ 800, CLASSIC AOR					\$ NA (---)	(DKMULGEE)
KQLL-F, 106.1, 100 KW @ 1321, OLDIES					\$ 31.00 (Christal)	Federated (DWASSD)
KSTM-F, 99.5, 100 KW @ 1400, AOR	SMN				\$ NA (Schubert)	(HENRYETTA)
KVOO-F, 98.5, 100 KW @ 1226, COUNTRY	NBC	UNIULT			\$ N/A (Durpetti)	Great Empire
KWEN-F, 95.5, 100 KW @ 1327, COUNTRY					\$ 68.00 (Katz)	NewCity

Miscellaneous: KBLK changes to KXOJ and format from Black to Religion (Aug)... KQMJ-F changes to KSTM-F and format from AC to AOR (Sep)...

UTICA-ROHE

Arbitron Rank/Pop (12+): 133/262,600
 MSA Rank/Pop: 151/317,000
 ADI # 161
 Average Person Ratings: 17.9
 Market TSL: 23.50 hours

Stations: 28/17
 Diaries: 707/371:1/55.0%
 Sample Target: 730
 % Below Line: 9.6
 % Not Listed: 10.0

1991 Revenue: \$6,300,000
 HH Inc.: \$29,119
 Retail \$: 2.2 B11
 Pop per Station: 15,447
 #1 Biller: WOUR-F \$1,200,000

12+ METRO	SPG		FAL		SPG		FAL		4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG		FAL		Birch Share	Birch AQH	Birch Cume	
	1/4/SHARE	91	90	90	89	91	90	90				91	90						
1. WOUR-F (AOR)	73/15.5	10.7	8.9	12.5	9.9	----	94/963	721/27.5	22.5	18.0		15.0	63	759	WOUR-F				
2. WFRG-AF (C)	62/13.2	13.7	11.6	9.3	9.5	----	77/830	611/23.3	21.6	20.1		12.1	50	476	WFRG-AF				
3. WRCK-F (CHR)	46/9.8	9.7	12.9	10.7	10.5	----	54/810	613/23.3	24.4	26.3		14.0	59	782	WRCK-F				
4. WUUU-F (O)	39/8.3	6.1	8.0	7.8	10.1	----	46/590	510/19.4	16.9	16.2		5.5	23	321	WUUU-F				
5. WIBX (T/FS)	36/7.7	9.9	6.5	7.1	8.8	----	38/577	535/20.4	20.5	15.7		7.4	31	512	WIBX				
6. WKGW-F (AC)	32/6.8	7.4	7.6	7.1	7.0	----	34/607	500/19.0	17.5	16.5		6.9	29	439	WKGW-F				
7. WLZW-F (SAC)	29/6.2	5.1	6.9	5.8	5.0	----	30/405	372/14.2	14.5	15.1		6.4	27	347	WLZW-F				
8. WKLL-F (CL AOR)	16/3.4	5.1	5.1	5.1	----	----	17/477	390/14.9	12.2	13.4		6.2	26	460	WKLL-F				
9. WRHP-F (EZ)	13/2.8	1.1	3.1	2.0	2.2	----	16/180	122/4.6	3.1	4.9		1.4	6	110	WRHP-F				
WUTQ (BB)	13/2.8	2.3	2.0	3.3	2.6	----	13/105	105/4.0	4.7	3.7		1.4	6	72	WUTQ				
WLFH (C)	13/2.8	2.9	2.2	1.8	2.6	----	14/173	144/5.5	4.4	5.4		2.4	10	113	WLFH				

12+ FM SHARE (METRO): 78.49% (332 of 423) (FAL 90: 83.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F>	1 WFRG-AF	1 WOUR-F	1 WOUR-F>	1 WOUR-F	1 WOUR-F	1 WFRG-F
2	2 WRCK-F	2 WFRG-AF	2 WUUU-F	2 WFRG-AF	2 WIBX	2 WIBX	2 WFRG-AF	2 WFRG-AF	2 WRCK-F	2 WIBX >
3	3 WFRG-AF	3 WRCK-F	3 WFRG-AF	3 WUUU-F	3 WUUU-F	3 WFRG-AF<	3 WUUU-F>	3 WRCK-F	3 WFRG-AF	3 WOUR-F
4	4 WKGW-F	4 WKGW-F	4 WKGW-F	4 WLZW-F	4 WOUR-F	4 WRCK-F	4 WKGW-F	4 WUUU-F	4 WIBX	4
5	5	5 WLZW-F	5 WLZW-F	WKGW-F	5	5	5	5 WKGW-F	5 WLZW-F	5
								6 WLZW-F	WKGW-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOUR-F>>	1 WOUR-F>	1 WOUR-F>	1 WOUR-F>	1 WUUU-F	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>
2 WRCK-F>>	2 WRCK-F	2 WRCK-F	2 WUUU-F	WRCK-F	2 WFRG-AF	2 WFRG-AF>	2 WFRG-AF>	2 WFRG-AF>	2 WFRG-AF
3 WKGW-F>	3 WKGW-F	3 WKGW-F	3 WRCK-F	3 WFRG-AF	WRCK-F>	3 WRCK-F>	3 WRCK-F>	3 WUUU-F	3 WUUU-F>
4 WUUU-F	4 WLZW-F	4 WLZW-F	4 WLZW-F	4 WOUR-F	4 WKLL-F>>	4 WKGW-F	4 WKGW-F	WRCK-F	4 WIBX
WLZW-F	5 WUUU-F	5 WUUU-F	WKGW-F	5 WKGW-F	5	5 WKLL-F	5 WIBX	5 WKGW-F	5 WKGW-F
		6 WFRG-AF							

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		50 (2)	50 (2)	11.8	16.1	WADR 1480 Remsen	0.6/2.7/ 3/ 82
AOR/CLASSIC		95 (4)	95 (4)	22.5	17.9	WBRV 900 Booneville	0.4/1.3/ 6/ 79
AC/OLDIES/SOFT ROCK	7 (2)	78 (4)	85 (6)	20.1	29.6	WIBQ-F 93.5 Remsen	0.6/4.3/ 4/ 141
HOR/VARIETY	9 (2)	9 (2)	9 (2)	2.1	1.0	WRNY 1350 Rome/Utica	0.9/3.0/ 4/ 88
COUNTRY	20 (4)	60 (1)	80 (5)	18.9	16.9	WRUN 1150 Utica/Rome	0.6/4.5/ 4/ 137
BLACK/URBAN						WTLB 1310 Utica	0.9/8.6/ 4/ 246
BEAUTIFUL/EASY		42 (2)	42 (2)	9.9	3.6		
NEWS/TALK	36 (1)		36 (1)	8.5	7.5	WAQX-F 95.7 Manlius/Syracuse	0.9/4.5/ 18/ 289
NOSTALGIA	17 (2)		17 (2)	4.0	6.5	WBUG 1570 Amsterdam	0.4/1.2/ 3/ 111
RELIGION/GOSPEL		2 (1)	2 (1)	0.5	0.8	WGY 810 Schenectady/Alb	0.6/3.4/ 23/ 393
SPANISH						WJIV-F 101.9 Cherry Valley	0.9/2.9/ 13/ 178
CLASSICAL						WKFM-F 104.7 Fulton/Syracuse	0.4/3.2/ 7/ 206
JAZZ/NEW AGE						WLKO-F 101.1 Ft. Plain	0.2/1.0/ 6/ 123
UNKNOWN/OTHERS	2 (1)	5 (2)	7 (3)	1.7		WMHR-F 102.9 Syracuse	0.4/1.5/ 2/ 48
						WNTQ-F 93.1 Syracuse	0.9/5.8/ 14/ 325
	91 (12)	332 (16)	423 (28)			WSYR 570 Syracuse	1.3/5.5/ 21/ 328
						WYYY-F 94.5 Syracuse	0.9/3.6/ 4/ 269

RADIO STATIONS

WIBX, 950, 5 KW (DA-1), NEWS/TALK
 WTLB, 1310, 5 KW/500 W (LA-2), OLDIES
 WUTQ, 1550, 1 KW/3 W, EZ/NOST.

CBS, MBS, \$ 25.00 (McGuilld)
 ABC, UNISUP, \$ 14.00 (Eastman)
 CNN, UNISUP, \$ 13.00 (Durpetti)

H & D
 Bendat

WFRG-F, 96.1, 7 KW @ 600, COUNTRY
 WKGW-F, 104.3, 100 KW @ 500, AC
 WKLL-F, 94.9, 50 KW @ 280, CLASSIC AOR
 WLZW-F, 98.7, 25 KW @ 660, SOFT AC
 WOUR-F, 96.9, 16 KW @ 600, AOR
 WRCK-F, 107.3, 50 KW @ 500, CHR
 WUUU-F, 102.5, 27 KW @ 650, OLDIES
 WYUT-F, 92.7, 3 KW @ 500, NOSTALGIA

, \$ 28.00 (Christal)
 UNIPWR, \$ 22.00 (Banner)
 , \$ 14.00 (---)
 CBS UNISUP, \$ 20.00 (McGuilld)
 ABC, \$ 35.00 (Durpetti)
 ABC, \$ 23.00 (Eastman)
 UNISUP, MBS, \$ 26.00 (HNWH)
 UNISUP,UNIULT, \$ 14.00 (K & P)

Arrow
 Peoples
 (FRANKFORT)
 Bendat
 H & D
 (HERKINER)

WASHINGTON

Arbitron Rank/Pop (12+): 7/3,388,800

Stations: 34/30
Diaries: 2406/1408:1/50.9%
Sample Target: 2370
% Below Line: 2.1
% Not Listed: 13.6

1991 Revenue: \$144,000,000
HH Inc.: \$48,038
Retail \$: 33.9 Bill
Pop per Station: 112,960
#1 Biller: WMZQ-AF \$14,600,000

MSA Rank/Pop: 6/3,820,000
ADI # 7
Average Person Ratings: 17.4
Market TSL: 22.75 hours

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	B1rch Share	B1rch AQH	B1rch Cume	
1. WPGC-F (CHR)	544/ 9.2	7.8	7.6	7.3	8.1	8.0	621/7568	6617/19.5	18.6	17.8	12.4	701	7316	WPGC-F
2. WMZQ-F (C)	339/ 5.8	5.3	5.7	4.8	6.2	5.4	421/5511	4326/12.8	14.1	13.6	5.7	323	4197	WMZQ-F
3. WKYS-F (B)	317/ 5.4	4.5	4.9	5.3	4.8	5.0	325/4921	4577/13.5	11.9	10.1	5.4	304	4230	WKYS-F
4. WGAY-F (EZ)	306/ 5.2	5.5	5.6	6.9	6.8	5.8	344/4629	4159/12.3	12.3	14.1	4.0	227	3079	WGAY-F
5. WMAL (FS)	303/ 5.1	3.6	4.5	4.4	4.6	4.4	317/5717	5402/15.9	11.8	13.9	3.6	202	3977	WMAL
6. WASH-F (SAC)	276/ 4.7	4.1	4.6	4.5	3.5	4.5	308/4933	4295/12.7	14.0	10.7	3.5	199	3397	WASH-F
7. WRQX-F (CHR)	258/ 4.4	3.1	4.2	4.8	3.0	4.1	305/5598	4676/13.8	13.8	12.5	3.6	206	3436	WRQX-F
8. WTOP (N/T)	255/ 4.3	4.2	3.3	6.5	3.5	4.6	288/5917	5154/15.2	14.3	15.7	3.4	192	4177	WTOP
9. WHMJ-F (B)	231/ 3.9	3.5	4.0	3.5	4.0	3.7	231/2701	2642/ 7.8	6.7	6.8	3.5	198	2158	WHMJ-F
10. WAVA-F (CHR)	225/ 3.8	3.5	4.2	3.8	4.0	3.8	264/5960	5085/15.0	15.1	15.7	4.2	237	4914	WAVA-F
11. WHUR-F (B)	197/ 3.3	3.2	2.9	3.2	3.3	3.2	206/4306	3935/11.6	11.2	11.1	3.3	189	3635	WHUR-F
12. WXTR-F (O)	180/ 3.1	3.3	3.0	2.6	2.8	3.0	224/4405	3835/11.3	10.5	9.2	2.9	161	2916	WXTR-F
13. WWDC-F (AOR)	174/ 3.0	5.2	4.4	3.1	4.3	3.9	283/6163	4126/12.2	14.1	13.2	4.7	264	4740	WWDC-F
14. WLTT-F (AC)	172/ 2.9	4.0	4.0	4.1	3.0	3.8	184/3375	3012/ 8.9	11.6	11.0	2.2	125	2209	WLTT-F
15. WGMS-F (CL)	167/ 2.8	3.0	3.4	3.0	2.7	3.0	174/2664	2455/ 7.2	8.1	7.6	2.7	150	1824	WGMS-F
16. WJFK-F (AOR)	150/ 2.5	2.1	1.8	1.5	2.0	2.0	166/3472	3047/ 9.0	7.7	6.9	3.0	168	2319	WJFK-F
17. WCXR-F (CL AOR)	138/ 2.3	3.4	3.0	2.9	3.7	2.9	173/3920	3374/10.0	11.2	11.9	4.0	228	3221	WCXR-F
18. WHFS-F (AOR)	134/ 2.3	2.5	2.6	2.1	2.3	2.4	195/3134	2304/ 6.8	8.7	7.1	3.6	202	2831	WHFS-F
19. WWRC (T)	117/ 2.0	1.9	2.5	2.4	2.1	2.2	121/2099	1981/ 5.8	5.5	5.3	1.6	90	1246	WWRC
WOL (B/T)	117/ 2.0	2.2	2.6	1.5	2.1	2.1	117/1138	1115/ 3.3	4.3	3.4	1.2	69	823	WOL
21. WJZE-F (J)	102/ 1.7	1.8	1.1	1.9	1.6	1.6	107/2062	1929/ 5.7	4.9	4.9	1.3	74	1282	WJZE-F
22. WYCB (G)	76/ 1.3	1.3	0.7	1.3	1.4	1.1	76/933	933/ 2.8	1.9	3.0	1.6	89	919	WYCB
23.														
24.														
25.														

12+ FM SHARE (METRO): 79.61% (4053 of 5091) (FAL 90: 81.07%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WPGC-F>>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WPGC-F	1 WGAY-F	1 WPGC-F	1 WPGC-F	1 WPGC-F>	1 WPGC-F>>	1 WTOP >>
2 WAVA-F>>	2 WKYS-F	2 WKYS-F	2 WMZQ-F	2 WMZQ-F	2 WMAL	2 WTOP <	2 WGAY-F	2 WMZQ-F	2 WKYS-F<	2 WKYS-F>>
3	3 WRQX-F	3 WRQX-F<	3 WASH-F<	3 WASH-F	3 WMZQ-F	3 WKYS-F	3 WASH-F	3 WASH-F	3 WHUR-F	3 WMZQ-F
4	4 WWDC-F	4 WMZQ-F<	4 WKYS-F	4 WHMJ-F<	4 WTOP	4 WMAL <	4 WMZQ-F	4 WGAY-F<	4 WAVA-F	4 WPGC-F
5	5 WAVA-F<	5 WASH-F	5 WRQX-F	5 WKYS-F	5 WASH-F<	5 WMZQ-F	5 WRQX-F	5 WKYS-F	5 WHMJ-F	5 WHMJ-F>>
6	6 WCXR-F	6 WHMJ-F	6 WHMJ-F	6 WRQX-F	6 WHMJ-F	6 WGAY-F	6 WRQX-F	6 WMZQ-F	6 WMZQ-F<	6 WHUR-F
7	7 WMZQ-F	7 WHUR-F<	7 WHUR-F	7 WHUR-F	7 WGMS-F	7 WJFK-F	7 WLTT-F<	7 WMAL	7 WGAY-F	7 WGAY-F
8	8 WHUR-F	8 WLTT-F	8	8 WXTR-F	8 WXTR-F	8 WASH-F	8 WHMJ-F	8 WAVA-F	8	8 WMAL
	8 WHFS-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WPGC-F	1 WPGC-F	1 WCXR-F<	1 WPGC-F	1 WMZQ-F
2 WRQX-F	2 WRQX-F	2 WRQX-F	2 WRQX-F	2 WASH-F	2 WWDC-F>	2 WWDC-F>	2 WJFK-F	2 WWDC-F	2 WTOP
3 WKYS-F	3 WKYS-F>	3 WKYS-F	3 WKYS-F	3 WMZQ-F	3 WKYS-F	3 WJFK-F<	3 WWDC-F	3 WKYS-F	3 WPGC-F
4 WAVA-F	4 WLTT-F<	4 WHUR-F	4 WASH-F	4 WRQX-F<	4 WAVA-F	4 WKYS-F<	4 WPGC-F	4 WMZQ-F	4 WHMJ-F<
5 WLTT-F	5 WAVA-F	5 WMZQ-F	5 WMZQ-F	5 WHMJ-F	5 WJFK-F	5 WCXR-F>	5 WKYS-F	5 WJFK-F	5 WKYS-F<
6 WHFS-F>	6 WHUR-F<	6 WASH-F	6 WLTT-F	6 WKYS-F	6 WMZQ-F<	6 WHFS-F	6 WHUR-F<	6 WCXR-F	6 WMAL
7 WASH-F	7 WASH-F<	7 WLTT-F	7 WHMJ-F	7 WGAY-F<	7 WHFS-F	7 WAVA-F	7 WHFS-F	7 WTOP	7 WJFK-F<
8 WMZQ-F	8 WMZQ-F	8	8	8 WLTT-F	8 WRQX-F	8 WMZQ-F	8	8	8 WCXR-F
9	9	9	9	9	9	9	9	9	9

WASHINGTON

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEP	20 (1)	1047 (4)	1067 (5)	21.0	17.4	WCPT 730 Alexandria/Wshg	0.3/2.3/ 20/ 763
AOR/CLASSIC		652 (5)	652 (5)	12.8	17.2	WFMD 930 Frederick	0.4/1.2/ 28/ 489
AC/OLDIES/SOFT ROCK		352 (2)	352 (2)	6.9	12.7	WGMS 570 Bethesda	0.3/1.1/ 17/ 401
MOR/VARIETY	328 (2)		328 (2)	6.4	5.8	WMDO 1540 Wheaton	0.5/0.6/ 29/ 191
COUNTRY		385 (3)	385 (3)	7.6	7.9	WPGC 1580 Morningside	0.3/2.0/ 20/ 689
BLACK/URBAN	117 (1)	745 (3)	862 (4)	16.9	17.2	WUST 1120 Washington	0.3/0.7/ 19/ 234
BEAUTIFUL/EASY		582 (2)	582 (2)	11.4	6.7	WWDC 1260 Washington	0.7/2.3/ 41/ 791
NEWS/TALK	392 (3)		392 (3)	7.7	6.7	WZYQ-F 103.9 Braddck Hts	0.3/1.1/ 20/ 398
NOSTALGIA	41 (-)		41 (1)	0.8	0.9		
RELIGION/GOSPEL	95 (2)	21 (1)	116 (3)	2.3	1.9	WFLS-F 93.3 Fredericksburg	0.3/1.6/116/1412
SPANISH	29 (1)		29 (1)	0.6		WIYY-F 97.9 Baltimore	0.9/3.6/132/2527
CLASSICAL	16 (1)	167 (1)	183 (2)	3.6	3.7	WPOC-F 93.1 Baltimore	0.4/1.4/147/1829
JAZZ/NEW AGE		102 (1)	102 (1)	2.0		WRBS-F 95.1 Baltimore	0.4/1.2/ 27/ 542
UNKNOWN/OTHERS					1.8		
	1038 (12)	4053 (22)	5091 (34)				

RADIO STATIONS

AM STATIONS

WCPT, 730, 5 KW/20W (DA-1)	, Black	, \$ 30.00 (Group W)	Westinghouse
WDCT, 1310, 5 KW/500 W	, Religion	, \$ 28.00 (---)	Marsh
WFAX, 1220, 5 KW (DAYS)	, Religion	, \$ 20.00 (---)	
WMAL, 630, 5 KW (DA-2)	, Full Service	ABC, \$200.00 (Katz)	Cap Cities/ABC
WMDO, 1540, 5 KW (DAYS)	, Hispanic	, \$ 35.00 (Katz Hisp.)	
WOL, 1450, 1 KW	, Black Talk	NBN UNIULT, \$ 49.00 (K & P)	Almic
WTOP, 1500, 50 KW (DA-2)	, News	CBS MBS, \$174.00 (CBS)	Chase
WWDC, 1260, 5 KW (DA-2)	, Nostalgia	UNISUP UNIULT, \$ 44.00 (Christal)	
WHRC, 9F0, 5 KW (DA-N)	, Talk	ABC, \$ 60.00 (MHR)	
WYCB, 1340, 1 KW	, Gospel	SBN, \$ 40.00 (---)	

FM STATIONS

WASH, 97.1, 23 KW @ 686	, AC	UNISUP, \$111.00 (HNWH)	Chase
WAVA, 105.1, 41 KW @ 541	, Religion	, \$158.00 (HNWH)	Salem
WCXR, 105.9, 28 KW @ 648	, Classic AOR	, \$164.00 (Group W)	Westinghouse
WJZE, 100.3, 50 KW @ 331	, Jazz	APR, \$ 75.00 (Mc-Guild)	United
WGAY, 99.5, 21 KW @ 770	, EZ	, \$190.00 (MMR)	Greater Media
WGMS, 103.5, 45 KW @ 510	, Classical	MBS, \$130.00 (Durpetti)	
WHFS, 99.1, 47 KW @ 360	, AOR	APR, \$ 60.00 (Banner)	Duchossois
			(ANNAPOLIS)
WHUR, 96.3, 24 KW @ 670	, Black	, \$104.00 (Durpetti)	Howard Univ.
WJFK, 106.7, 22 KW @ 730	, Classic AOR	ABC, \$ 80.00 (Torbet)	Infinity
WKYS, 93.9, 25 KW @ 707	, Black	, \$192.00 (Banner)	Albmar
WLTT, 94.7, 22 KW @ 744	, AC	, \$164.00 (CBS)	CBS
WMMJ, 102.3, 1.4 KW @ 480	, Black Oldies	ABC MBS, \$ 70.00 (K & P)	Almic
WMZQ, 98.7, 50 KW @ 490	, Country	, \$255.00 (Christal)	Viacom
WPGC, 95.5, 50 KW @ 500	, CHR/Urban	, \$160.00 (Banner)	Cook Inlet
WRQX, 107.3, 36 KW @ 590	, CHR/AC	ABC, \$117.00 (Katz)	Cap Cities/ABC
WWDC, 101.1, 32 KW @ 760	, AOR	UNIPWR, \$180.00 (Christal)	
WXTR, 104.1, 50 KW @ 500	, Oldies	, \$140.00 (Mc-Guild)	Radio Ventures

Miscellaneous: WJST sold out of bankruptcy - \$1,280,000 (Skidelsky)... WAVA-F From CHR to Religion (after Fall book)...

WEST PALM BEACH

Arbitron Rank/Pop (12+): 49/797,900
 MSA Rank/Pop: 60/885,000
 ADI # 46
 Average Person Ratings: 16.3
 Market TSL: 21.50 hours

Stations: 36/16
 Diaries: 1195/668:1/50.8%
 Sample Target: 1180
 % Below Line: 27.1
 % Not Listed: 12.2

1991 Revenue: \$23,400,000
 HH Inc.: \$37,870
 Retail \$: 8.5 B11
 Pop per Station: 49,868
 #1 Biller: WRMF-F \$5,900,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF (EZ)	171/13.2	16.1	16.1	13.6	14.1	14.8	231/2685	1824/22.9	27.6	24.8	9.3	100	1214	WEAT-AF
2. WRMF-F (AC)	136/10.5	8.1	7.9	8.3	8.5	8.7	194/2540	1525/19.1	18.1	18.3	10.9	128	1344	WRMF-F
3. WJNO (N/T)	98/7.5	9.2	8.5	8.9	8.4	8.5	140/1760	1230/15.4	16.1	15.8	6.2	73	637	WJNO
WIRK-F (C)	98/7.5	5.7	5.2	6.4	6.3	6.2	110/1332	1062/13.3	11.5	10.0	6.8	80	738	WIRK-F
5. WKGR-F (CL AOR)	73/5.6	5.8	6.9	4.7	4.0	5.8	118/1961	1152/14.4	13.2	9.6	7.2	84	853	WKGR-F
6. WOVV-F (CHR)	54/4.2	3.7	5.5	5.1	3.6	4.6	111/1860	1102/13.8	14.0	10.8	5.0	58	1077	WOVV-F
7. WIOD (N/T)	51/3.9	2.1	2.6	2.1	1.7	2.7	212/2739	607/7.6	5.5	6.2	1.5	18	386	WIOD
8. WNGS-F (SAC)	38/2.9	2.7	2.0	2.0	2.6	2.4	40/629	571/7.2	6.3	7.4	2.0	23	461	WNGS-F
9. WOLL-F (O)	35/2.7	3.3	2.3	1.5	4.2	2.5	39/853	762/9.6	6.1	9.1	4.7	55	697	WOLL-F
10. WSHE-F (AOR)	32/2.5	2.4	1.6	1.9	2.0	2.1	134/2149	586/7.3	5.7	6.0	2.8	33	501	WSHE-F
11. WEDR-F (B)	29/2.2	2.5	4.3	3.5	3.1	3.1	86/1383	338/4.2	7.3	6.1	6.2	72	756	WEDR-F
12. WYFX (B)	28/2.2	2.8	1.9	0.9	1.5	2.0	37/550	244/3.1	4.7	3.9	1.5	17	403	WYFX
13. WHQT-F (B)	23/1.8	2.5	2.9	3.2	3.3	2.6	117/1696	385/4.8	6.0	6.4	3.3	38	544	WHQT-F
14. WMXJ-F (O)	22/1.7	2.2	1.4	0.9	1.6	1.5	122/1943	512/6.4	5.1	5.6	1.5	17	403	WMXJ-F
WLYF-F (EZ)	22/1.7	1.5	2.1	1.7	2.3	1.8	199/2394	401/5.0	5.2	7.5	1.5	17	263	WLYF-F
WDBF (BB)	22/1.7	1.6	1.8	1.7	1.1	1.7	24/460	413/5.2	4.2	2.8	0.3	4	141	WDBF

17.

18.

12+ FM SHARE (METRO): 76.44% (873 of 1142) (FAL 90: 75.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F >	1 WRMF-F	1 WRMF-F >	1 WRMF-F >	1 WRMF-F >	1 WEAT-AF >	1 WEAT-AF	1 WRMF-F <	1 WRMF-F <	1 WEAT-AF >	1 WEAT-F
2 WPOW-F	2 WKGR-F >	2 WKGR-F >	2 WKGR-F >	2 WKGR-F >	2 WJNO	2 WRMF-F	2 WEAT-AF >	2 WEAT-AF >	2 WOVV-F	2 WJNO >
3 WHQT-F	3 WIRK-F	3 WIRK-F >	3 WIRK-F >	3 WIRK-F >	3 WRMF-F <	3 WJNO	3 WIRK-F	3 WJNO	3 WIRK-F	3 WOLL-F
4	4 WSHE-F	4 WIOD	4 WIOD	4 WJNO	4 WIRK-F	4 WIRK-F >	4 WJNO <	4 WIRK-F	4 WKGR-F	4 WYFX
5	5 WOVV-F	5 WOVV-F	5 WNGS-F	5 WIOD	5	5 WKGR-F	5 WKGR-F	5 WKGR-F	5 WJNO	5 WIRK-F
6		6	6	6 WOLL-F	6	6 WIOD	6	6 WIOD	6	6 WIOD

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOVV-F	1 WRMF-F >	1 WRMF-F >	1 WRMF-F >	1 WRMF-F >	1 WSHE-F >	1 WKGR-F >	1 WKGR-F >	1 WRMF-F	1 WRMF-F
WKGR-F	2 WKGR-F >	2 WKGR-F >	2 WKGR-F >	2 WKGR-F	2 WKGR-F	2 WRMF-F	2 WRMF-F	2 WKGR-F	2 WKGR-F
3 WEDR-F	3 WOVV-F	3 WOVV-F	3 WOVV-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	3 WIRK-F	3 WIRK-F >
WRMF-F	4	4	4 WIRK-F	4 WOVV-F	4 WIOD	4 WSHE-F	4 WIOD >	4 WIOD	4 WIOD
5 WSHE-F	5	5	5	5 WEAT-AF	5 WZZR-F	5 WIOD	5 WZZR-F	5 WSHE-F	5 WEDR-F
WPOW-F	6	6	6	6 WOLL-F	6	6	6	6	6
WHQT-F									

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		112 (4)	112 (4)	9.8	11.2	WPBG 1290 West Palm Beach	0.5/2.0/ 6/ 167		
AOR/CLASSIC		117 (3)	117 (3)	10.2	10.7	WPBR 1340 Palm Beach	0.5/3.0/ 6/ 250		
AC/OLDIES/SOFT ROCK	6 (1)	212 (5)	218 (6)	19.1	20.9	WPOW 1600 Riviera Beach	0.6/1.4/ 8/ 109		
MOR/VARIETY					2.8	WSBR 740 Boca Rtn/WP1mBc	0.5/2.7/ 18/ 494		
COUNTRY	5 (1)	117 (2)	122 (3)	10.7	9.0	WSWN 900 Belle Glade	0.8/1.2/ 22/ 233		
BLACK/URBAN	47 (3)	52 (2)	99 (5)	8.7	7.0				
BEAUTIFUL/EASY	5 (1)	236 (4)	241 (5)	21.1	18.2	WAXY-F 105.9 Ft. Lauderdale	0.7/3.1/ 45/1080		
NEWS/TALK	169 (5)		169 (5)	14.8	15.0	WFLC-F 97.3 Miami/Ft.Laud.	0.8/4.6/ 86/1807		
NOSTALGIA	37 (2)		37 (2)	3.2		WHYI-F 100.7 Ft. Lauderdale	1.4/7.0/ 98/2371		
RELIGION/GOSPEL						WINZ 940 Miami	0.6/2.8/ 54/1172		
SPANISH		5 (1)	5 (1)	0.4	0.9	WJQY-F 106.7 Ft. Lauderdale	0.8/2.7/100/1534		
CLASSICAL		9 (1)	9 (1)	0.8	1.5	WKIS-F 99.9 Boca Raton	1.5/5.5/158/2038		
JAZZ/NEW AGE		13 (1)	13 (1)	1.1		WLVE-F 93.9 Miami Beach	1.0/3.3/ 64/1170		
UNKNOWN/OTHERS					2.7	WHRZ 790 South Miami	1.2/2.1/110/1186		
	269 (13)	873 (23)	1142 (36)			WPOW-F 96.5 Miami/Ft.Ldrdle	1.5/7.0/135/2264		
						WQAM 560 Miami/Ft.Ldrdle	0.4/1.6/ 27/ 609		
						WQBA-F 107.5 Miami	0.4/1.9/ 13/ 397		
						WTHI-F 93.1 Miami/Ft.Ldrdle	0.7/3.8/ 58/1081		
						WZTA-F 94.9 Miami Beach	0.9/6.1/ 96/1817		
						WZZR-F 92.7 Stuart/Pt.StLce	1.6/3.9/ 70/ 715		

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, \$		
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC, \$ 55.00 (Banner)	Fairbanks	
WPBR, 1340, 1 KW	, TALK	MBS, ABC, \$ 19.00 (Eastman)		
WPOW, 1600, 1 KW (DA-1)	, BLACK	, \$ 23.00 (Roslin)		
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN, \$ 18.00 (K & P)		
WEAT-F, 104.3, 56 KW @ 1250, EZ		, \$ 80.00 (Durpetti)	Taylor	
WIRK-F, 107.9, 100 KW @ 340, COUNTRY		ABC, \$ 60.00 (HNWH)	Price	
WKGR-F, 98.7, 100 KW @ 1380, ADR		UPI, \$ 43.00 (Christal)	Amaturo (FORT PIERCE)	
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC		, \$ 30.00 (Eastman)		
WOLL-F, 94.3, 1.4 KW @ 481, OLDIES		, \$ 37.00 (Katz)	Lappin	
WOVV-F, 95.5, 100 KW @ 982, CHR		SOURCE, \$ 40.00 (McGuilld)	(FORT PIERCE)	
WRMF-F, 97.9, 100 KW @ 1350, AC		, \$ 115.00 (Banner)	Fairbanks	

WICHITA

Arbitron Rank/Pop (12+): 87/397,200
 MSA Rank/Pop: 101/458,000
 ADI # 61
 Average Person Ratings: 15.6
 Market TSL: 21.00 hours

Stations: 20/18
 Diaries: 893/445:1/51.3%
 Sample Target: 870
 % Below Line: 0.6
 % Not Listed: 10.3

1991 Revenue: \$15,400,000
 MH Inc.: \$35,665
 Retail \$: 3.7 B11
 Pop per Station: 22,066
 #1 Billiar: KFOI-AF \$5,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. KFDI-F (C)	80/12.9	13.5	15.5	11.0	9.4	13.2	107/1301	826/20.8	29.3	21.9	9.7	63	921	KFDI-F
2. KZSN-F (C)	75/12.1	15.6	7.3	12.9	10.8	12.0	118/1346	844/21.2	19.8	18.4	12.9	84	964	KZSN-F
3. KFDI (C)	48/ 7.7	7.9	7.9	7.3	7.4	7.7	65/825	599/15.1	14.4	14.2	8.1	53	474	KFDI
4. KKRD-F (CHR)	45/ 7.3	6.7	6.7	8.7	11.6	7.3	51/1001	849/21.4	23.3	22.6	7.5	49	862	KKRD-F
5. KRBB-F (AC)	44/ 7.1	5.4	9.1	4.7	6.1	6.6	58/700	558/14.0	16.2	13.5	6.4	42	413	KRBB-F
6. KRZZ-F (CL AOR)	41/ 6.6	6.1	4.6	5.2	6.4	5.6	48/672	559/14.1	15.2	14.6	6.3	41	621	KRZZ-F
7. KEYN-F (O)	33/ 5.3	5.6	7.3	6.5	6.9	6.2	45/768	517/13.0	16.3	17.6	3.4	22	357	KEYN-F
8. KNSS (N/T)	31/ 5.0	4.2	3.3	4.2	4.1	4.2	31/460	460/11.6	10.9	10.1	4.0	26	428	KNSS
KICT-F (ADR)	31/ 5.0	8.1	9.0	7.2	7.1	7.3	53/825	561/14.1	19.1	15.4	8.4	55	775	KICT-F
10. KXLK-F (AC)	30/ 4.8	4.7	2.4	3.0	5.5	3.7	40/571	441/11.1	10.5	12.1	3.1	20	426	KXLK-F
KOEZ-F (EZ)	30/ 4.8	4.8	4.9	4.0	4.9	4.6	50/609	403/10.1	12.6	10.4	2.9	19	350	KOEZ-F
12. KYQQ-F (CHR)	18/ 2.9	3.6	2.7	1.3	0.5	2.6	35/638	439/11.1	8.3	5.3	4.1	27	526	KYQQ-F
13. KBUZ-F (B)	16/ 2.6	1.7	2.9	4.8	3.8	3.0	18/228	203/ 5.1	6.9	9.7	6.4	42	505	KBUZ-F
14.														
15.														

12+ FM SHARE (METRO): 80.40% (447 of 556) (FAL 90: 79.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KZSN-F	1 KZSN-F	1 KFDI-F	1 KFDI-F	1 KFDI-F	1 KFDI-F	1 KFDI-F	1 KZSN-F	1 KKRD-F	1 KZSN-F
2 KYQQ-F	2 KRZZ-F	2 KFDI-F	2 KZSN-F	2 KZSN-F	2 KFDI-F	2 KZSN-F	2 KZSN-F	2 KFDI-F	2 KZSN-F	2 KFDI-F
3	3 KRBB-F	3 KRZZ-F	3 KRBB-F	3 KRBB-F	3 KZSN-F	3 KFDI-F	3 KRBB-F	3 KRZZ-F	3 KICT-F	3 KFDI-F
4	4 KKRD-F	4 KRBB-F	4 KRZZ-F	4 KRZZ-F	4 KOEZ-F	4 KKRD-F	4 KNSS	4 KRBD-F	4 KFDI-F	4 KICT-F
5	5 KFDI-F	5 KKRD-F	5 KXLK-F	5 KXLK-F	5 KNSS	5 KRBB-F	5 KFDI-F	5 KRBB-F	5 KNSS	5
6	6 KICT-F	6 KXLK-F	6 KKRD-F	6 KKRD-F	6	6 KRZZ-F	6 KRZZ-F	6	6	6
7	7	7 KEYN-F	7 KEYN-F	7 KEYN-F	7	7	7	7	7	7
		8 KICT-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZSN-F	1 KZSN-F	1 KRBB-F	1 KZSN-F	1 KFDI-F	1 KZSN-F	1 KZSN-F	1 KRZZ-F	1 KZSN-F	1 KRZZ-F
2 KKRD-F	2 KRBB-F	2 KZSN-F	2 KFDI-F	2 KZSN-F	2 KICT-F	2 KRZZ-F	2 KZSN-F	2 KRZZ-F	2 KFDI-F
KICT-F	3 KRRO-F	3 KXLK-F	3 KRBB-F	3 KRBB-F	3 KKRD-F	3 KICT-F	3 KRBB-F	3 KFDI-F	3 KZSN-F
KEYN-F	4 KXLK-F	4 KKRD-F	4 KRBD-F	4 KXLK-F	4 KRZZ-F	4 KFDI-F	4 KICT-F	4 KICT-F	4 KRBB-F
5 KRZZ-F	5 KFDI-F	5 KFDI-F	5 KXLK-F	5 KKRD-F	5 KFDI-F	5 KRBB-F	5 KFDI-F	5 KRBB-F	5 KICT-F
6 KRBB-F	6	6 KRZZ-F	6 KEYN-F	6 KEYN-F	6 KYQQ-F	6 KRBD-F	6 KNSS	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		65 (3)	65 (3)	11.7	13.2	KFH	1330 Wichita	0.6/4.2/ 6/ 219		
AOR/CLASSIC		72 (2)	72 (2)	12.9	14.8	KJRG	950 Newton	0.6/2.3/ 10/ 219		
AC/OLDIES/SOFT ROCK	4 (1)	107 (3)	111 (4)	20.0	22.5	KQAM	1410 Wichita	1.8/5.9/ 13/ 259		
MOR/VARIETY						KSGI	900 Wichita	0.6/3.4/ 5/ 152		
COUNTRY	55 (2)	155 (2)	210 (4)	37.8	31.1	KZSN	1480 Wichita	1.1/4.6/ 7/ 193		
BLACK/URBAN		16 (1)	16 (1)	2.9	4.1					
BEAUTIFUL/EASY		30 (1)	30 (1)	5.4	5.3	KSKU-F	106.1 Lyons/Hutchinsn	0.3/1.8/ 11/ 216		
NEWS/TALK	31 (1)		31 (1)	5.6	4.5	KTCM-F	100.3 Kingman	0.3/1.6/ 4/ 161		
NOSTALGIA	11 (1)		11 (1)	2.0	2.4					
RELIGION/GOSPEL	8 (2)		8 (2)	1.4	2.1					
SPANISH										
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4						
	109 (7)	447 (13)	556 (20)							

RADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC, \$ 40.00 (Torbet)	Great Empire
KFH, 1330, 5 KW (DA-N), OLDIES	CBS, MBS, \$ 15.00 (Banner)	Midcontinent
KNSS, 1240, 1 KW, TALK	MBS, ABC, \$ 18.00 (Durpett1)	
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP, UNIULT, \$ 16.00 (Eastman)	
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SBN, \$ 17.00 (---)	(EL DORARDO)
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	ABC, MBS, \$ 60.00 (Torbet)	Great Empire
KICT-F, 95.1, 100 KW @ 1027, AOR	ABC, \$ 38.00 (McGuil1d)	Lakoduk
KKRD-F, 107.3, 100 KW @ 860, CHR	, \$ 47.00 (HNWH)	
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNIULT, \$ 26.00 (---)	(NEWTON)
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	, \$ 38.00 (Eastman)	
KRBB-F, 97.9, 100 KW @ 993, AC	, \$ 32.00 (Christal)	
KRZZ-F, 96.3, 50 KW @ 500, CLASSIC AOR	, \$ 25.00 (Durpett1)	(DERBY)
KYQQ-F, 106.5, 100 KW @ 1280, CHR	, \$ 18.00 (K & P)	(ARKANSAS CITY)
KXLK-F, 105.3, 100 KW @ 993, AC	APR, \$ 40.00 (Banner)	Midcontinent
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, \$ 44.00 (Katz)	Southern Skies (HUTCHINSON)

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 62/627,000
 MSA Rank/Pop: 70/740,000
 Average Person Ratings: 17.2
 Market TSL: 23.00 hours

Stations: 35/23
 Diaries: 1177/533:1/55.7%
 Sample Target: 1100
 % Below Line: 9.6
 % Not Listed: 15.7

1991 Revenue: \$15,000,000
 HH Inc.: \$28,134
 Retail \$: 5.6 Bll
 Pop per Station: 27,260
 #1 Biller: WKRZ-F \$4,200,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F (CHR)	178/16.5	15.0	15.7	15.6	15.0	15.7	204/2638	2243/35.8	34.9	33.7	20.3	189	2295	WKRZ-F
2. WEZX-F (AOR)	86/ 8.0	7.8	7.9	7.1	8.7	7.7	102/1205	1046/16.7	15.9	16.7	13.0	121	1379	WEZX-F
3. WARM (FS)	70/ 6.5	5.7	6.1	7.4	6.0	6.4	74/1019	893/14.2	14.9	16.4	4.0	37	761	WARM
4. WDLS-F (C)	63/ 5.8	5.9	3.4	4.8	4.3	5.0	67/722	640/10.2	7.6	7.8	3.9	36	503	WDLS-F
5. WMGS-F (AC)	58/ 5.4	6.3	5.3	4.0	5.1	5.3	67/967	824/13.1	13.1	12.4	4.4	41	545	WMGS-F
6. WNAK (BB)	56/ 5.2	6.1	4.3	5.6	4.3	5.3	59/493	489/ 7.8	6.3	8.9	3.8	35	250	WNAK
7. WEJL (BB)	46/ 4.3	3.7	4.1	3.9	5.4	4.0	56/624	555/ 8.9	7.7	8.3	3.3	31	542	WEJL
8. WWSH-F (EZ)	36/ 3.3	3.0	3.0	2.8	2.5	3.0	41/792	620/ 9.9	7.9	6.9	1.9	18	292	WWSH-F
9. WSGD-F (O)	35/ 3.2	2.6	2.7	3.3	2.1	3.0	48/579	447/ 7.1	7.9	7.0	2.5	23	488	WSGD-F
10. WGBI-F (AC)	26/ 2.4	3.3	2.6	3.2	3.3	2.9	32/591	501/ 8.0	8.7	8.0	3.0	28	492	WGBI-F
11. WTLQ-F (CHR)	25/ 2.3	2.6	2.5	2.4	2.6	2.5	25/697	687/11.0	9.5	10.0	3.5	33	1038	WTLQ-F
12. WFMZ-F (EZ)	24/ 2.2	1.6	1.1	1.3	1.9	1.5	41/461	302/ 4.8	2.4	3.2	1.6	15	221	WFMZ-F
13. WHLM-F (CHR)	21/ 1.9	2.7	1.5	1.8	1.5	2.0	28/577	486/ 7.8	4.4	4.8	2.9	27	517	WHLM-F
14. WILK (N/T)	19/ 1.8	1.6	1.9	2.2	1.7	1.9	22/373	322/ 5.1	6.4	6.8	1.5	14	294	WILK
15. WZZO-F (AOR)	16/ 1.5	1.3	1.9	1.7	1.7	1.6	34/499	233/ 3.7	4.2	3.7	2.5	23	500	WZZO-F
WBAX (BB)	16/ 1.5	2.1	2.2	3.1	1.6	2.2	16/210	210/ 3.3	5.5	5.1	1.7	16	220	WBAX
17.														
18.														
19.														
20.														

12+ FM SHARE (METRO): 72.53% (660 of 910) (FAL 90: 70.10%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WARM	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WARM
2 WTLQ-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F<	2 WKRZ-F	2 WARM	2 WEZX-F	2 WEZX-F	2 WEZX-F	2 WEZX-F
3	3 WMGS-F	3 WMGS-F	3 WMGS-F>	3 WMGS-F	3 WNAK	3 WEZX-F	3 WMGS-F<	3 WDLS-F	3 WARM	3 WKRZ-F>
4	4 WOLS-F	4 WDLS-F	4 WDLS-F>	4 WDLS-F>	4 WEJL <	4 WMGS-F	4 WDLS-F	4 WMGS-F	4 WDLS-F	4 WDLS-F
5	5	5	5 WSGD-F	5 WSGD-F	5 WDLS-F	5 WDLS-F	5 WEJL <	5 WARM	5	5 WHLM-F
6	6	6	6	6	6	6	6 WNAK	6	6	6
							WARM			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F	1 WEZX-F	1 WEZX-F>>	1 WKRZ-F<	1 WKRZ-F<
2 WEZX-F>>	2 WEZX-F>	2 WMGS-F	2 WMGS-F	2 WMGS-F	2 WEZX-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WEZX-F>>	2 WEZX-F>
3	3 WMGS-F>	3 WEZX-F>	3 WEZX-F>	3 WGBI-F	3 WZZO-F	3 WDLS-F>	3 WDLS-F	3 WDLS-F	3 WDLS-F
4	4 WTLQ-F	4 WGBI-F	4 WGBI-F	4 WEZX-F<	4	4 WZZO-F	4 WMGS-F>>	4 WMGS-F	4 WMGS-F>
5	5 WGBI-F	5 WTLQ-F	5 WSGD-F	5 WDLS-F	5	5 WMGS-F	5	5	5 WARM
6	6 WHLM-F	6	6	6 WSGD-F	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP	4 (1)	254 (7)	258 (8)	28.4	25.3	WAZL 1490 Hazleton	0.4/1.1/ 4/ 125		
AOR/CLASSIC		106 (3)	106 (3)	11.6	10.1	WGBI 910 Scranton/WB	0.6/1.8/ 6/ 112		
AC/OLDIES/SOFT ROCK	12 (2)	154 (7)	166 (9)	18.2	20.7	WICK 1400 Scranton	0.7/2.9/ 8/ 179		
MOR/VARIETY	70 (1)		70 (1)	7.7	9.3	WJMW 550 Bloomsburg	0.6/1.9/ 11/ 178		
COUNTRY		67 (2)	67 (2)	7.4	6.6	WSBG-F 93.5 Stroudsburg	1.2/3.9/ 15/ 265		
BLACK/URBAN						WVPO 840 Stroudsburg	0.6/1.4/ 6/ 90		
BEAUTIFUL/EASY	8 (1)	71 (3)	79 (4)	8.7	7.1	WVPO 840 Stroudsburg	0.6/1.4/ 6/ 90		
NEWS/TALK	32 (3)		32 (3)	3.5	3.8	WVPO 840 Stroudsburg	1.0/4.1/ 12/ 282		
NOSTALGIA	124 (4)		124 (4)	13.6	13.4	WVPO 840 Stroudsburg	1.2/4.8/ 13/ 302		
RELIGION/GOSPEL					0.1	WZZC-F 95.9 Benton/B'nsbrg	0.4/1.2/ 6/ 122		
SPANISH						KYW 1060 Philadelphia	0.4/1.0/ 5/ 122		
CLASSICAL						WABC 770 New York	0.8/2.0/ 11/ 174		
JAZZ/NEW AGE						WAEB-F 104.1 Allentown	0.6/2.9/ 24/ 374		
UNKNOWN/OTHERS		8 (1)	8 (1)	0.9	3.6	WAVT-F 101.9 Pottsville	0.5/2.0/ 36/ 617		
	250 (12)	660 (23)	910 (35)			WFMV-F 106.3 Blairstown	0.7/1.1/ 8/ 88		
						WILQ-F 105.1 Williamsport	0.4/2.2/ 25/ 350		
						WIOQ-F 102.1 Philadelphia	0.5/1.4/ 5/ 88		
						WWSB-F 102.7 Williamsport	0.8/1.7/ 39/ 566		
						WLEV-F 96.1 Easton	0.4/1.5/ 10/ 177		
						WODE-F 99.9 Easton/Allentwn	1.0/3.3/ 25/ 399		

WILKES BARRE-SCRANTON

RADIO STATIONS

WARD	,	1550,	10 KW/500 W (DA-2),	Talk	APR ABC,	\$13.00	(Savalli)	
WARM	,	590,	5 KW (DA-2)	, MOR/Full Service	NBC,	\$42.00	(Mc-Guild)	Susquehanna
WBAX	,	1240,	1 KW	, Nostalgia	CNN UNISUP,	\$15.00	(Torbet)	
WEJL	,	630,	500 W (DAYS)	, Nostalgia/MOR	ABC UNISUP,	\$19.00	(Christal)	Shamrock-Lynett
WGBI	,	910,	1 KW/500 W	, Country	CBS,	\$13.00	(Torbet)	
WICK	,	1400,	1 KW	, EZ	ABC,	\$13.00	(Roslin)	
WILK	,	980,	5 KW/1 KW (DA-2)	, Talk	CNN ABC,	\$16.00	(Katz)	Keymarket
WNAK	,	730,	1 KW/38 W	, Nostalgia	NBC,	\$25.00	(K & P)	
WDLS-F	,	93.7,	.8 KW @ 679	, Country	UNIULT UNISUP,	\$15.00	(---)	
WYOS-F	,	92.1,	.7 KW @ 552	, Oldies	CNN UNISUP,	\$17.00	(Torbet)	
WEZX-F	,	107.1,	.2 KW @ 1267	, AOR	ABC,	\$37.00	(Christal)	Shamrock-Lynett
WGBI-F	,	101.3,	7 KW @ 1110	, AC	CBS,	\$22.00	(Torbet)	
WHLH-F	,	106.5,	36 KW @ 579	, AC	UNIULT,	\$18.00	(Banner)	(BLOOMSBURG)
WKRZ-F	,	98.5,	9 KW @ 1172	, CHR	,	\$65.00	(---)	Keymarket
WMGS-F	,	92.9,	5 KW @ 1383	, AC	,	\$42.00	(Mc-Guild)	Susquehanna
WSBG-F	,	93.5,	.6 KW @ 764	, CHR	APR,	\$16.00	(Mkt 4)	(STROUDSBERG)
WSGD-F	,	94.3,	.5 KW @ 770	, Oldies	,	\$17.00	(Eastman)	Sage (CARBONDALE)
WWDL-F	,	104.9,	.3 KW @ 1093	, Soft AC	ABC,	\$18.00	(Roslin)	
WTLQ-F	,	102.3,	3 KW @ 71	, CHR	ABC,	\$23.00	(Eastman)	
WWSH-F	,	97.9,	20 KW @ 729	, EZ	,	\$23.00	(K & P)	(HAZLETON)

Miscellaneous: WZZC-F (Benton) Sold by Holt for \$540,000...

***** F O R M A T C O D E S *****

* AC - Adult Contemporary	J/NAC- Jazz and New Adult Contemporary	*
* AOR - Album Oriented Rock	M/FS - Middle of Road, (MOR) Full Service	*
* B - Black (audience predominately black - over 75%)	N - News	*
* BB - Big Band, Nostalgia	O - Oldies (1955 to current)	*
* C - Country	R - Religion, Christian	*
* CHR - Contemporary Hit Radio, Top 40, Contemporary	SAC - Soft Adult Contemporary	*
* CL - Classical	SP - Hispanic/Spanish	*
* CL AOR - Classic AOR, Classic Rock	T - Talk	*
* E - Ethnic	U - Urban (majority of audience is non-	*
* EZ - EZ Listening, Beautiful Music, Some Very soft AC	white)	*
* G - Gospel	? - Others or Unknown	*
		*

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/489,700
 MSA Rank/Pop: 90/580,000
 Philadelphia ADI
 Average Person Ratings: 17.6
 Market TSL: 23.00 hours

Stations: 31/7
 Diaries: 927/528:1/44.6%
 Sample Target: 950
 % Below Line: 53.7
 % Not Listed: 13.4

1991 Revenue: \$9,600,000
 HM Inc.: \$38,447
 Retail \$: 5.1 Bill
 Pop per Station: 69,957
 #1 Biller: WJBR-AF \$3,200,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume
1. WJBR-F (AC)	83/ 9.6	10.6	9.1	9.0	9.4	----	83/1110	1055/21.5	19.9	20.0			WJBR-F
2. WSTW-F (AC)	75/ 8.7	10.7	9.7	10.0	11.0	----	91/1204	1043/21.3	21.5	22.9			WSTW-F
3. WMHR-F (AOR)	58/ 6.7	5.9	7.0	6.9	5.8	----	59/898	888/18.1	17.8	16.2			WMHR-F
4. WUSL-F (B)	55/ 6.4	5.6	6.6	7.5	5.0	----	60/728	624/12.7	12.1	14.2			WUSL-F
5. WDEL (FS)	54/ 6.3	6.7	4.7	4.2	6.5	----	55/737	688/14.0	14.3	11.3			WDEL
6. WILM (N/T)	44/ 5.1	4.0	3.7	3.6	3.7	----	44/583	583/11.9	10.0	10.8			WILM
7. WOGL-F (O)	36/ 4.2	3.0	2.5	2.3	1.9	----	39/626	602/12.3	11.9	8.7			WOGL-F
8. WIOQ-F (CHR)	33/ 3.8	3.4	3.6	4.6	3.6	----	38/740	684/14.0	11.4	14.0			WIOQ-F
9. WYSP-F (CL AOR)	32/ 3.7	3.6	5.4	3.7	4.9	----	34/775	734/15.0	12.5	15.8			WYSP-F
10. WXTU-F (C)	31/ 3.6	2.1	3.6	5.1	3.9	----	31/480	461/ 9.4	7.5	9.1			WXTU-F
11. WKSZ-F (SAC)	23/ 2.7	2.7	2.9	3.4	4.0	----	23/382	356/ 7.3	9.5	9.2			WKSZ-F
12. WWDB-F (T)	22/ 2.6	1.8	1.2	1.9	2.9	----	22/308	308/ 6.3	5.9	3.9			WWDB-F
13. WEAZ-F (SAC)	21/ 2.4	2.5	1.9	2.4	2.6	----	25/528	462/ 9.4	8.9	7.7			WEAZ-F
14. WFNL-F (CL)	19/ 2.2	2.1	3.0	2.1	1.2	----	20/304	297/ 6.1	5.7	7.5			WFNL-F
WEGX-F (CHR)	19/ 2.2	3.5	3.7	4.0	3.0	----	19/609	583/11.9	14.0	14.8			WEGX-F
16. WIYY-F (AOR)	17/ 2.0	2.5	2.4	0.9	1.7	----	17/273	264/ 5.4	4.9	5.3			WIYY-F
WDSO-F (C)	17/ 2.0	2.3	2.0	2.7	1.9	----	56/622	322/ 6.6	6.2	5.3			WDSO-F
18.													
19.													
20.													

12+ FM SHARE (METRO): 80.97% (604 of 746) (FAL 90: 82.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PHD	12+ EVE	OVERNIGHT
1 WIOQ-F>>	1 WSTW-F	1 WSTW-F<	1 WJBR-F<	1 WJBR-F<	1 WDEL	1 WJBR-F<	1 WJBR-F	1 WSTW-F	1 WUSL-F>	1 WILM
2 WEGX-F>>	2 WJBR-F	2 WJBR-F	2 WSTW-F	2 WSTW-F	2 WILM >	2 WDEL	2 WSTW-F>	2 WJBR-F	2 WMHR-F	2 WWDB-F>
3	3 WMHR-F	3 WMHR-F	3 WMHR-F	3 WMHR-F	3 WSTW-F<	3 WSTW-F	3 WMHR-F>	3 WMHR-F	3 WJBR-F	3 WDEL
4	4 WUSL-F>	4 WUSL-F>	4 WUSL-F>	4 WUSL-F	4 WOGL-F	4 WILM	4 WUSL-F<	4 WUSL-F	4 WOGL-F	4
5	5 WYSP-F	5 WYSP-F	5 WYSP-F	5 WOGL-F	5	5	5 WOEL	5	5 WIOQ-F<	5
									6 WSTW-F	
									WDEL	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTW-F>	1 WJBR-F<	1 WJBR-F	1 WJBR-F	1 WJBR-F>	1 WUSL-F>	1 WSTW-F	1 WSTW-F	1 WMHR-F	1 WMHR-F
2 WJBR-F	2 WSTW-F>	2 WSTW-F>	2 WSTW-F>	2 WSTW-F>	2 WMHR-F	2 WUSL-F	2 WMHR-F	2 WSTW-F	2 WSTW-F>
3 WMHR-F	3 WMHR-F	3 WMHR-F	3 WUSL-F	3 WUSL-F	3 WYSP-F	3 WYSP-F	3 WYSP-F	3 WUSL-F	3 WOGL-F
4 WIOQ-F>	4 WUSL-F	4 WUSL-F	4 WUSL-F	4 WKSZ-F	4 WSTW-F	4 WYSP-F	4 WUSL-F	4 WJBR-F	4 WJBR-F
5 WUSL-F	5	5	5	5 WMHR-F	5 WJBR-F	5 WJBR-F	5 WJBR-F	5 WYSP-F	5 WUSL-F
					6 WIYY-F		WDSO-F		

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		56 (3)	56 (3)	7.5	19.4	WNNN-F 101.7 Canton/Wilmngtn	0.6/2.0/	5/	96
AOR/CLASSIC		107 (3)	107 (3)	14.3	16.5	WNRK 1260 Newark/Elkton	0.7/2.6/	6/	128
AC/OLDIES/SOFT ROCK	1 (1)	220 (7)	221 (8)	29.6	19.3				
MOR/VARIETY	60 (2)		60 (2)	8.0	5.2	KYW 1060 Philadelphia	0.8/7.1/	7/	364
COUNTRY		48 (2)	48 (2)	6.4	10.0	WBSB-F 104.3 Baltimore	0.5/3.2/	6/	211
BLACK/URBAN		71 (2)	71 (2)	9.5	10.8	L'DAS-F 105.3 Philadelphia	1.9/6.4/	18/	346
BEAUTIFUL/EASY		44 (2)	44 (2)	5.9	2.8	WIP 610 Philadelphia	1.4/6.4/	13/	324
NEWS/TALK	63 (3)	22 (1)	85 (4)	11.4	8.1	WMGK-F 102.9 Philadelphia	1.4/6.1/	13/	333
NOSTALGIA	12 (1)		12 (1)	1.6	4.3	WNAP 1110 Norristown	0.7/1.4/	6/	67
RELIGION/GOSPEL	6 (1)	5 (1)	11 (2)	1.5		WOGL 1210 Philadelphia	0.1/1.4/	2/	105
SPANISH						WPN 950 Philadelphia	1.4/3.0/	12/	147
CLASSICAL		19 (1)	19 (1)	2.5	3.3	WQSR-F 105.7 Catonsville	0.6/2.3/	8/	137
JAZZ/NEW AGE						WMMX-F 106.5 Baltimore	0.5/2.5/	4/	120
UNKNOWN/OTHERS		12 (1)	12 (1)	1.6	0.4	WXYC-F 103.7 Havre de Grace	1.4/3.8/	12/	193
	142 (8)	604 (23)	746 (31)			WYXR-F 104.5 Philadelphia	0.6/4.4/	5/	214

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW, OLDIES, ABC, \$ 11.00 (K & P)
 WDEL, 1150, 5 KW (DA-2), MOR/FULL SER., APR, \$ 36.00 (Eastman)
 WILM, 1450, 1 KW, NEWS/TALK, CBS, MBS, \$ 30.00 (Savallin)

WJBR-F, 99.5, 50 KW @ 500, AC, APR, UNIPWR, \$ 75.00 (Katz) CRB
 WSTW-F, 93.7, 50 KW @ 490, CHR/AC, \$ 71.00 (Eastman)
 WDWD-F, 94.7, 50 KW @ 492, COUNTRY, \$ 24.00 (Roslin) (DOVER)

WORCESTER

Arbitron Rank/Pop (12+): 93/374,200
MSA Rank/Pop: 108/418,000
Boston ADI
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 32/5
Diaries: 799/468:1/52.3%
Sample Target: 820
% Below Line: 54.3
% Not Listed: 13.1

1991 Revenue: \$10,100,000
HH Inc.: \$38,503
Retail \$: 4.1 B11
Pop per Station: 74,840
#1 Biller: WAAF/WFTQ \$3,200,000

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WSRS-F (SAC)	82/13.1	12.6	15.1	11.9	13.1	----	117/1540	.095/29.3	29.4	27.1	13.3	137	1589	WSRS-F
2. WAAF-F (AOR)	55/ 8.8	9.1	8.0	10.8	10.8	----	116/1534	824/22.0	20.4	20.7	14.6	150	1562	WAAF-F
WXLO-F (AC)	55/ 8.8	7.1	6.9	5.6	8.0	----	88/1241	749/20.0	18.0	15.8	7.9	81	1227	WXLO-F
4. WTAG (FS)	50/ 8.0	9.1	8.0	8.4	7.9	----	51/853	771/20.6	22.7	18.6	4.9	50	956	WTAG
5. WZOU-F (AOR)	41/ 6.5	6.8	7.1	7.2	7.4	----	61/1263	784/21.0	20.5	18.6	6.6	68	1105	WZOU-F
6. WBZ (T)	29/ 4.6	4.3	3.8	4.4	3.3	----	50/869	481/12.9	12.6	8.8	3.7	38	594	WBZ
7. WBCN-F (AOR)	23/ 3.7	2.8	3.0	1.9	2.8	----	47/645	355/ 9.5	9.0	8.0	5.3	54	530	WBCN-F
8. WZLX-F (CL AOR)	22/ 3.5	3.7	3.9	4.4	2.0	----	37/767	423/11.3	9.5	9.7	3.8	39	630	WZLX-F
WODS-F (O)	22/ 3.5	2.8	4.7	3.3	4.2	----	31/611	427/11.4	9.4	10.8	2.5	26	713	WODS-F
10. WBMX-F (AC)	20/ 3.2	2.6	2.2	2.3	1.4	----	36/738	413/11.0	11.5	9.4	2.4	25	541	WBMX-F
11. WORC (O)	15/ 2.4	2.6	0.9	0.9	1.7	----	15/243	233/ 6.2	6.4	5.1	1.8	19	381	WORC
12.														
13.														
14.														
15.														

12+ FM SHARE (METFO): 77.66% (424 of 546) (FAL 90: 74.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MIO	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F	1 WAAF-F	1 WXLO-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WSRS-F	1 WBZ
WAAF-F>>	2 WXLO-F>	WSRS-F	2 WXLO-F>	2 WXLO-F>	2 WTAG >	2 WTAG	2 WXLO-F>	2 WAAF-F<	2 WAAF-F	2 WTAG
3	3 WZOU-F	3 WAAF-F>	3 WAAF-F	3 WAAF-F	3 WBZ >	3 WXLO-F	3 WAAF-F>	3 WXLO-F	3 WTAG	3 WSRS-F>
4	4 WSRS-F	4 WZOU-F	4 WBCN-F	4 WOODS-F	4 WXLO-F	4 WAAF-F	4 WTAG	4	4 WZOU-F	4 WXLO-F
5	5 WZLX-F	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZOU-F	1 WXLO-F>	1 WXLO-F>	1 WSRS-F<	1 WSRS-F	1 WAAF-F>>	1 WAAF-F>>	1 WAAF-F	1 WAAF-F>	1 WBCN-F
WXLO-F	2 WZOU-F	2 WSRS-F>	2 WXLO-F>	2 WXLO-F>>	2 WZOU-F	2 WBCN-F	2 WBCN-F	2 WBCN-F	2 WXLO-F
3 WAAF-F>	WSRS-F	3 WBMX-F	3 WZOU-F	3 WBMX-F	WBCN-F	3 WXLO-F	WXLO-F	3 WXLO-F	WSRS-F
4 WSRS-F>	4 WAAF-F	4 WZOU-F	4 WAAF-F	4 WOODS-F	4 WZLX-F	4 WZLX-F	4 WZLX-F	4 WSRS-F	4 WAAF-F
5 WZLX-F	5	WAAF-F	5	WTAG	WBRU-F	5	5	5	5
WXKS-F	6	6 WZLX-F	6	6	WXLO-F	6	6	6	6
					WSRS-F				

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		11 (2)	11 (2)	2.0	11.3	WVNE 760 Leicester	0.5/1.9/ 5/ 97		
AOR/CLASSIC		163 (7)	163 (7)	29.9	18.1				
AC/OLDIES/SOFT ROCK	20 (2)	111 (6)	131 (8)	24.0	21.9	WBOS-F 92.9 Brookline/Bston	1.9/5.3/ 23/ 338		
MOR/VARIETY	50 (1)		50 (1)	9.2	15.6	WBRU-F 95.5 Providence	1.1/3.8/ 10/ 199		
COUNTRY		16 (2)	16 (2)	2.9	4.3	WCDJ-F 96.9 Boston	1.1/4.5/ 12/ 235		
BLACK/URBAN					0.5	WCRB-F 102.5 Waltham/Boston	1.8/6.1/ 13/ 317		
BEAUTIFUL/EASY		96 (3)	96 (3)	17.6	17.2	WCTK-F 98.1 New Bedford	0.6/2.8/ 6/ 180		
NEWS/TALK	41 (3)		41 (3)	7.5	1.1	WEEI 590 Boston	0.2/3.3/ 1/ 132		
NOSTALGIA		9 (1)	9 (1)	1.6	6.3	WESO 970 Southbridge	0.8/2.5/ 7/ 128		
RELIGION/GOSPEL						WMJX-F 106.7 Boston	0.5/4.9/ 7/ 304		
SPANISH						WPLM-F 99.1 Plymouth/Bos.	1.4/2.9/ 16/ 243		
C.LASSICAL		11 (1)	11 (1)	2.0	2.5	WPRO-F 92.3 Providence	0.3/4.1/ 7/ 289		
JAZZ/NEW AGE		7 (1)	7 (1)	1.3	1.3	WQVR-F 100.1 Southbridge	1.9/5.6/ 18/ 319		
UNKNOWN/OTHERS	11 (3)		11 (3)	2.0		WRKO 680 Boston	1.8/3.1/ 12/ 198		
	122 (9)	424 (23)	546 (32)			WSRO 1470 Marlboro	1.0/1.5/ 6/ 56		
						WSSH-F 99.5 Lowell/Boston	1.9/5.1/ 31/ 465		
						WVBF-F 105.7 Framingham/Bstn	1.1/4.1/ 18/ 347		
						WVEI 1440 Worcester	0.3/2.7/ 2/ 100		
						WBBS-F 101.5 Providence	0.6/2.8/ 5/ 211		
						WWLI-F 105.1 Providence	0.3/1.7/ 15/ 230		
						WWRX-F 103.7 Westerly/Prvdnc	0.5/2.0/ 14/ 210		
						WXKS-F 107.9 Medford/Boston	1.4/6.0/ 16/ 545		

RADIO STATIONS

WFTQ, 1440, 5 KW (OA-2)	, AOR	ABC, UNIWRP, \$	NA (Katz)	Zapis
WNEB, 1230, 1 KW	, NOSTALGIA	CBS, MBS, \$	19.00 (Savalli)	
WORC, 1310, 5 KW/1 KW (DA-2)	, OLOIES	CNN, UNISUP, \$	14.00 (Kettell)	
WTAG, 580, 5 KW (DA-2)	, MOR/FULL S.	NBC, TALKNT, \$	42.00 (Banner)	Knight
WAAF-F, 107.3, 19 KW @ 823, AOR		UNIPWR, \$	95.00 (Katz)	Zapis
WSRS-F, 96.1, 17 KW @ 853, EZ/SOFT AC			75.00 (Banner)	Knight
WXLO-F, 104.5, 37 KW @ 670, AC		APR, \$	45.00 (McGuild)	

OTHER RANKED STATIONS -- See Boston

YORK

Arbitron Rank/Pop (12+): 102/354,600
 HSA Rank/Pop: 114/415,000
 ADI # 47 (w/Harrisburg & Lancaster)
 Average Person Ratings: 17.4
 Market TSL: 22.50 hours

Stations: 27/10
 Diaries: 840/422:1/66.8%
 Sample Target: 810
 % Below Line: 37.7
 % Not Listed: 14.3

1991 Revenue: \$11,700,000
 HH Inc.: \$32,405
 Retail \$: 3.2 Bil
 Pop per Station: 35,460
 #1 Biller: WARM-F \$3,300,000

12+ METRO	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WGTY-F (C)	76/12.3	8.1	11.3	10.5	9.3	10.6	81/933	811/22.9	17.1	12.9	10.8	67	646	WGTY-F
2. WARM-F (SAC)	65/10.6	12.3	11.6	11.9	11.2	11.6	135/1807	797/22.5	23.6	22.9	8.1	50	633	WARM-F
3. WYCR-F (CHR)	52/ 8.4	10.0	6.3	9.6	8.6	8.6	70/1449	793/22.4	21.1	22.2	10.0	62	961	WYCR-F
4. WRKZ-F (C)	40/ 6.5	7.9	5.5	8.5	7.1	7.1	159/1823	501/14.1	13.7	14.0	7.6	47	505	WRKZ-F
5. WSBA (FS)	37/ 6.0	6.6	5.5	6.0	7.4	6.0	46/791	678/19.1	14.2	18.7	6.1	38	570	WSBA
6. WNCE-F (EZ)	34/ 5.5	5.8	4.3	4.1	4.6	4.9	110/1558	459/12.9	10.5	10.9	3.5	22	296	WNCE-F
7. WTPA-F (AOR)	28/ 4.5	3.5	6.0	3.6	3.6	4.4	116/1331	314/ 8.9	11.6	9.0	5.3	33	389	WTPA-F
8. WQXA-F (CHR)	27/ 4.4	4.4	6.7	5.7	5.6	5.3	79/1589	465/13.1	17.8	15.3	8.9	55	722	WQXA-F
9. WGRX-F (CL AOR)	23/ 3.7	3.6	4.0	3.6	3.3	3.7	30/629	395/11.1	11.1	12.0	4.2	26	393	WGRX-F
10. WWKL-F (D)	21/ 3.4	2.1	2.8	2.8	3.3	2.8	111/1366	220/ 6.2	8.6	6.8	2.1	13	200	WWKL-F
11. WHTF-F (CL AOR)	19/ 3.1	2.8	2.5	2.3	2.1	2.7	78/1339	319/ 9.0	9.9	8.7	4.0	25	392	WHTF-F
12.														
13.														
14.														
15.														

12+ FM SHARE (METRO): 87.50% (462 of 528) (FAL 90: 86.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F<	1 WARM-F<	1 WARM-F<	1 WGTY-F<	1 WGTY-F	1 WGTY-F	1 WARM-F	1 WARM-F	1 WYCR-F	1 WGTY-F>>
2 WQXA-F	2 WGTY-F	2 WGTY-F>	2 WGTY-F>	2 WARM-F>	2 WARM-F	2 WARM-F	2 WGTY-F>	2 WGTY-F	2 WGTY-F>	2 WRKZ-F
3	3 WTPA-F	3 WYCR-F	3 WRKZ-F<	3 WRKZ-F	3 WSBA <	3 WSBA	3 WNCE-F	3 WYCR-F	3 WQXA-F	WSBA
4	WARM-F	4 WRKZ-F	4 WYCR-F	4 WYCR-F	4 WNCE-F	4 WYCR-F	4 WRKZ-F	4 WRKZ-F	WARM-F>	WARM-F
5	5	5 WTPA-F	5	5	5 WRKZ-F	5	5 WTPA-F<	5	5 WRKZ-F	5
							6 WYCR-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F>	1 WARM-F<	1 WGTY-F	1 WARM-F>	1 WARM-F>	1 WTPA-F>>	1 WTPA-F>	1 WYCR-F>	1 WGTY-F>	1 WGTY-F>
2 WARM-F	2 WGTY-F	WARM-F>	2 WGTY-F	2 WGTY-F>	2 WQXA-F	2 WYCR-F	2 WTPA-F	2 WTPA-F	2 WRKZ-F
3 WGRX-F	3 WYCR-F>	3 WYCR-F	3 WYCR-F>	3 WRKZ-F	3 WYCR-F	3 WGTY-F	WRKZ-F	3 WARM-F	3 WARM-F
WGTY-F>	4 WQXA-F>	4 WQXA-F	4 WRKZ-F	WYCR-F	WGTY-F>	4 WHTF-F	WPOC-F	4 WYCR-F	4 WYCR-F
5 WQXA-F	5 WGRX-F	5 WRKZ-F	5 WQXA-F	5	5 WHTF-F	5 WGRX-F	WGRX-F	5 WRKZ-F	5 WTPA-F
							WHTF-F	WGRX-F	WHTF-F
							WGTY-F		
							WARM-F		

FORMATS	AH	FM	TOTAL	%	FAL 90 %	OTHER RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		85 (3)	85 (3)	16.1	17.4	WGCB-F 96.1	Red Lion	0.5/2.5/	6/ 217
AOR/CLASSIC		80 (4)	80 (4)	15.2	15.3	WGET 1320	Gettysburg	1.1/4.2/	7/ 155
AC/OLDIES/SOFT ROCK		29 (3)	29 (3)	5.5	18.1	WHVR 1280	Hanover	1.3/4.7/	8/ 167
MOR/VARIETY	54 (3)		54 (3)	10.2	10.4	WOYK 1350	York	0.3/2.2/	2/ 86
COUNTRY		136 (4)	136 (4)	25.8	24.5	WBAL 1090	Baltimore	0.3/2.0/	6/ 137
BLACK/URBAN		118 (5)	118 (5)	22.3	9.3	WDAC-F 94.5	Lancaster	1.8/4.2/	58/ 864
BEAUTIFUL/EASY						WFRE-F 99.9	Frederick	0.8/2.7/	5/ 119
NEWS/TALK	2 (1)		2 (1)	0.4	1.5	WHP 580	Harrisburg	1.6/4.7/	92/ 987
NOSTALGIA	8 (1)		8 (1)	1.5	0.8	WHP -F 97.3	Harrisburg	0.8/3.6/	48/ 626
RELIGION/GOSPEL		14 (2)	14 (2)	2.7	1.2	WIMX-F 99.3	Harrisburg	0.8/3.0/	54/ 891
SPANISH						WIOV-F 105.1	Ephrata/Lancast	0.3/2.5/	53/ 819
CLASSICAL						WIYY-F 97.9	Baltimore	1.6/4.4/	13/ 234
JAZZ/NEW AGE						WNNK-F 104.1	Harrisburg	1.0/5.6/138/1895	
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	1.5	WPOC-F 93.1	Baltimore	2.9/6.5/	18/ 327
	66 (6)	462 (21)	528 (27)			WVMD-F 104.7	Hagerstown	1.5/4.9/	11/ 216
						WVMX-F 106.5	Baltimore	0.5/1.9/	3/ 67

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR MBS, \$ 14.00 (In House) (GETTYSBURG)
 WHVR, 1280, 5 KW/500 W (DA-2), MOR NBC, \$ 10.00 (HNWH)
 WSBA, 910, 5 KW/1 KW (DA-2), MOR/FULL SER. \$ 48.00 (Eastman) Susquehanna

WARM-F, 103.3, 6 KW @ 1306, SOFT AC \$ 66.00 (Eastman) Susquehanna
 WGTY-F, 107.7, 16 KW @ 829, COUNTRY MBS, \$ 30.00 (In House) (GETTYSBURG)
 WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR SOURCE, \$ 28.00 (McGuilld)
 WQXA-F, 105.7, 25 KW @ 704, CHR \$ 32.00 (Durpetti)
 WYCR-F, 98.5, 11 KW @ 926, CHR \$ 43.00 (HNWH)

OTHER RANKED STATIONS -- See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 86/407,000
 MSA Rank/Pop: 102/504,000
 Average Person Ratings: 8.1
 Market TSL: 23.75 hours

Stations: 22/16
 Diaries: 999/407:1/55.7%
 Sample Target: 940
 % Below Line: 4.6
 % Not Listed: 15.9

1991 Revenue: \$10,800,000
 MH Inc.: \$29,417
 Retail \$: 3.6 B11
 Pop per Station: 25,437
 #1 Biller: WHOT-F \$2,000,000

12+ METRC	1/4/SHARE	SUM 91	SPG 91	WIN 91	FAL 90	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	SPG 91	FAL 90	Birch Share	Birch AQH	Birch Cume	
1. WQXK-F (C)	88/12.0	11.6	11.2	10.6	8.7	11.4	131/1396	917/22.5	21.0	17.7	11.3	72	771	WQXK-F
2. WKBN (N/T)	85/11.5	10.4	10.9	9.4	10.9	10.5	103/1095	892/21.9	18.2	23.1	10.9	70	691	WKBN
3. WHOT-F (CHR)	78/10.6	10.8	11.0	13.1	10.2	11.4	120/1894	1188/29.2	31.5	31.4	12.0	77	1391	WHOT-F
4. WKBN-F (SAC)	62/ 8.4	10.0	7.8	7.7	9.0	8.5	95/1404	925/22.7	21.0	19.0	5.6	36	626	WKBN-F
5. WBBG-F (O)	60/ 8.2	8.7	10.5	8.8	8.9	9.1	87/1172	802/19.7	22.6	18.8	8.9	57	576	WBBG-F
6. WNCB-F (AOR)	56/ 7.6	7.7	7.7	7.5	7.9	7.6	59/828	745/18.3	18.9	16.1	11.4	73	725	WNCB-F
7. WHOT (BB)	35/ 4.8	5.0	5.6	3.7	4.2	4.8	44/586	489/12.0	10.4	10.6	4.2	27	197	WHOT
8. WYFM-F (AC)	33/ 4.5	3.6	5.5	5.6	6.8	4.8	74/1188	646/15.9	15.4	17.4	4.1	26	520	WYFM-F
9. WRKU-F (ACR)	21/ 2.9	3.1	2.1	1.4	2.0	2.4	73/825	331/ 8.1	2.8	3.9	4.1	26	358	WRKU-F
10. WSOM (BE)	19/ 2.6	2.2	2.4	2.2	2.0	2.3	31/543	346/ 8.5	5.6	6.0	1.1	7	270	WSOM
11. WBBW (T)	18/ 2.4	1.9	3.2	2.7	2.9	2.5	19/388	377/ 9.3	10.8	12.2	3.0	19	345	WBBW
12. WPHR-F (CHR)	15/ 2.0	2.7	3.5	4.2	3.6	3.1	17/439	383/ 9.4	13.5	13.1	4.1	26	590	WPHR-F
13.														
14.														
15.														

12+ FM SHARE (METRO): 68.66% (425 of 619) (FAL 90: 77.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F>>	1 WNCB-F	1 WBBG-F<	1 WBBG-F	1 WQXK-F<	1 WKBN >	1 WKBN >	1 WQXK-F	1 WQXK-F	1 WHOT-F	1 WKBN
2 WNCB-F>	2 WHOT-F	2 WHOT-F<	2 WQXK-F	2 WBBG-F>	2 WQXK-F	2 WHOT-F<	2 WKBN <	2 WHOT-F	2 WNCB-F	2 WBBG-F
3 WPHR-F	3 WQXK-F>	3 WQXK-F<	3 WNCB-F	3 WKBN-F	3 WKBN-F	3 WQXK-F>	3 WKBN-F	3 WNCB-F	3 WQXK-F	3 WKBN-F>
4	4 WYFM-F	4 WNCB-F>	4 WKBN-F	4 WNCB-F	4 WBBG-F	4 WKBN-F	4 WHOT-F	4 WKBN	4 WKBN	4 WQXK-F
5	5 WBBG-F	5 WKBN-F	5 WHOT-F	5 WHOT-F	5 WHOT	5 WBBG-F	5 WBBG-F	5 WKBN-F	5 WBBG-F	5 WNCB-F
6	6 WRKU-F	6 WYFM-F	6 WYFM-F	6 WYFM-F	6 WHOT-F	6	6 WNCB-F	6 WBBG-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-F>>	1 WHOT-F>	1 WQXK-F	1 WHOT-F	1 WQXK-F	1 WNCB-F>	1 WNCB-F>>	1 WNCB-F>>	1 WNCB-F	1 WBBG-F>
2 WQXK-F	2 WQXK-F	2 WYFM-F	2 WQXK-F	2 WKBN-F<	2 WHOT-F>	2 WQXK-F	2 WBBG-F	2 WBBG-F>	2 WQXK-F
3 WNCB-F>	3 WYFM-F	3 WKBN-F	3 WKBN-F	3 WHOT-F	3 WQXK-F	3 WHOT-F	3 WRKU-F	3 WQXK-F>	3 WNCB-F>>
4 WPHR-F	4 WKBN-F>	4 WHOT-F	4 WYFM-F	4 WBBG-F	4 WRKU-F	4 WRKU-F	4 WQXK-F>	4 WHOT-F	4 WKBN
5 WYFM-F	5 WBBG-F	5 WBBG-F>	5 WBBG-F	5 WYFM-F	5	5 WBBG-F	5 WYFM-F	5 WRKU-F	5 WYFM-F
6 WKBN-F	6	6 WRKU-F>	6	6	6	6	6	6	6 WKBN-F

FORMATS	AM	FM	TOTAL	%	FAL 90 %	OTHER	RATED STATIONS	METRO CUME SHARE/RTG/AQH/CUME	TSA	TSA
TOP 40/CHR/CONTEMP		93 (2)	93 (2)	15.0	19.2	WANR	1570 Warren	1.1/3.0/	8/	122
AOR/CLASSIC		77 (2)	77 (2)	12.4	13.5	WGFT	1500 Youngstown	0.8/2.6/	6/	105
AC/OLDIES/SOFT ROCK	5 (1)	98 (3)	103 (4)	16.6	18.2	WNRB	1540 Niles	1.1/2.7/	8/	111
MOR/VARIETY	3 (1)		3 (1)	0.5	1.6	WRRO	1440 Warren	0.7/4.5/	6/	193
COUNTRY		88 (1)	88 (1)	14.2	10.8	WYWR	1330 Campbell/Yngstn	0.4/2.1/	3/	86
BLACK/URBAN	8 (1)		8 (1)	1.3						
BEAUTIFUL/EASY		65 (2)	65 (2)	10.5	12.2	KDKA	1020 Pittsburgh	0.4/1.8/	13/	308
NEWS/TALK	110 (4)		110 (4)	17.8	14.0	WMJI-F	105.7 Cleveland	0.7/2.9/	5/	124
NOSTALGIA	54 (2)		54 (2)	8.7	6.0	WREO-F	97.1 Ashtabula	0.4/1.1/	5/	104
RELIGION/GOSPEL	6 (1)	4 (1)	10 (2)	1.6	1.3	WTOF-F	98.1 Canton/Akron	0.5/2.8/	6/	157
SPANISH						WWWE	1100 Cleveland	0.5/2.6/	4/	126
CLASSICAL										
JAZZ/NEW AGE										
UNKNOWN/OTHERS	8 (1)		8 (1)	1.3	3.3					
	194 (11)	425 (11)	619 (22)							

RADIO STATIONS

WBBW	, 1240,	1 KW (DA-1)	, Talk	ABC, \$23.00	(Christal)	H & D
WHOT	, 1390,	5 KW/1 KW (DA-2)	, Nostalgia	UNISUP UNIULT, \$19.00	(Mc-Guild)	Myron Jones
WKBN	, 570,	5 KW (DA-N)	, News/Talk	CBS, \$35.00	(Katz)	
WBBG-F,	93.3,	50 KW @ 280	, Oldies	ABC, \$45.00	(Christal)	H & D
WHOT-F,	101.1,	24 KW @ 711	, CHR	, \$61.00	(Mc-Guild)	Myron Jones
WKBN-F,	98.9,	6 KW @ 1370	, EZ/Soft AC	UNISUP, \$39.00	(Katz)	
WNCB-F,	106.1,	3 KW @ 328	, Classic AOR	, \$34.00	(Torbet)	(NILES)
WQXK-F,	105.1,	88 KW @ 430	, Country	UNIULT, \$42.00	(Banner)	Legend (SALEM)
WYFM-F,	102.9,	26 KW @ 455	, AC	ABC, \$36.00	(Durpetti)	Regional (SHARON)

Miscellaneous: WSOM, WQXK-F from Legend to Lincoln for \$6,000,000 (Blackburn)...

CONDENSED MARKETS

ABILENE, TX

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KEAN-F	49/25.5	25.0	20.8	21.6	----	449	37.8	42.4	35.4
2. KFQX-F	25/13.0	13.7	12.9	11.8	----	319	26.8	25.7	25.9
3. KEYJ-F	18/ 9.4	10.8	9.0	6.4	----	198	16.7	17.3	13.7
4. KKHR-F	12/ 6.3	6.4	1.1	1.5	----	202	17.0	11.3	4.0
5. KORQ-F	9/ 4.7	6.4	7.3	8.8	----	174	14.6	18.7	21.2
6. KNTS	8/ 4.2	2.5	1.1	2.9	----	109	9.2	6.1	5.0
7. KWZD-F	6/ 3.1	6.9	9.0	4.4	----	196	16.5	18.9	14.5
8. KBCY-F	4/ 2.1	2.0	3.9	5.9	----	135	11.4	9.2	12.4
KVRP-F	4/ 2.1	0.5	----	2.0	----	47	4.0	5.4	3.3

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-
1 KEAN-F>>	1 KEAN-F>>	1 KEAN-F>>	1 KFQX-F>	1 KEYJ-F	1 KEAN-F>>	1 KEAN-F>>
2 KFQX-F	2 KEYJ-F	2 KFQX-F>	2 KEAN-F>>	2 KEAN-F	2 KEYJ-F	2
3 KEYJ-F	3 KNTS	3 KKHR-F	3	3 KFQX-F	3 KKHR-F	3
4	4 KFQX-F	4	4	4	4	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KEAN	1280	Tye/Abilene	1.6/4.5/3/ 53
KHXS-F	106.3	Abilene	1.6/5.4/3/ 64
KVRP	1400	Stamford	0.5/1.3/1/ 16
WBAP	820	Ft. Worth	1.0/2.8/2/ 33

BEAUMONT - PORT ARTHUR, TX

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KAYD-F	78/17.3	15.2	13.3	12.9	10.8	712	24.6	28.6	23.9
2. KYKR-F	50/11.1	9.7	7.0	11.9	7.7	663	22.9	18.2	21.9
3. KHYS-F	42/ 9.3	12.1	11.6	10.4	18.8	460	15.9	17.3	15.7
4. KIOC-F	32/ 7.1	3.7	4.0	5.6	5.2	553	19.1	13.7	15.3
5. KMY-F	25/ 5.5	7.8	8.9	8.3	9.2	438	15.1	14.7	19.7
6. KLVI	22/ 4.9	4.1	5.7	4.6	3.8	412	14.2	11.8	10.6
7. KZZB-F	20/ 4.4	5.3	5.5	5.0	6.5	446	15.4	20.4	18.2
8. KTRH	19/ 4.2	2.3	4.0	1.9	5.4	214	7.4	6.9	6.2
9. KALO	17/ 3.3	2.7	4.4	9.8	6.9	144	5.0	7.6	12.2
10. KQXY-F	16/ 3.5	1.6	2.3	5.4	4.6	236	8.2	5.9	12.4
KYXZ-F	16/ 3.6	3.1	4.4	1.2	----	330	11.4	8.0	5.1
12. KKFH	15/ 3.3	4.3	3.6	----	0.4	173	6.0	5.1	----

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KAYD-F>	1 KAYD-F>	1 KAYD-F>>	1 KHYS-F	1 KAYD-F>	1 KAYD-F>	1 KAYD-F>
2 KYKR-F>	2 KYKR-F	2 KYKR-F	2 KAYD-F	2 KHYS-F<	2 KHYS-F	2 KYKR-F
3 KIOC-F	3 KHYS-F	3 KHYS-F	3 KYKR-F	3 KIOC-F	3 KYKR-F	3 KHYS-F
4 KHYS-F	4 KLVI >	4 KMY-F<	4 KZZB-F	4 KYKR-F	4 KMY-F	4
5 KLV	5 KIOC-F	5 KIOC-F	KIOC-F	5 KMY-F	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KOLE	1340	Port Arthur	1.8/4.5/ 8/131
KTFA-F	92.5	Groves	1.8/4.7/11/135
KWIC-F	107.9	Beaumont	2.4/4.9/11/141
KBXX-F	97.9	Houston	1.1/4.3/ 5/123

BILLINGS, MT

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KCTR-F	35/23.8	21.9	----	12.4	----	325	35.5	38.0	21.9
2. KZLS-F	20/13.6	9.4	----	13.6	----	252	27.5	22.4	29.4
3. KYA-F	12/ 8.2	9.4	----	11.2	----	186	20.3	25.9	29.4
4. KOHZ-F	11/ 7.5	8.8	----	10.1	----	130	14.2	19.6	16.5
5. KGHL	10/ 6.8	7.5	----	11.2	----	183	20.0	15.2	22.0
KRKX-F	10/ 6.8	10.0	----	8.3	----	104	11.4	14.8	15.1
7. KIDX-F	9/ 6.1	6.9	----	10.7	----	133	14.5	15.3	21.2
8. KCTR	8/ 5.4	1.9	----	3.0	----	108	11.8	11.8	10.5
9. KBLG	6/ 4.1	4.4	----	2.4	----	108	11.8	10.5	8.3
10. KURL	5/ 3.4	3.8	----	1.8	----	82	9.0	9.4	7.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KCTR-F>>	1 KCTR-F>>	1 KCTR-F>>	1 KZLS-F<	1 KCTR-F>>	1 KCTR-F>>	1 KCTR-F>
2 KZLS-F>	2 KZLS-F	2 KZLS-F>	2 KCTR-F>	2 KZLS-F>	2 KOHZ-F	2 KOHZ-F
3 KIDX-F	3 KOHZ-F	3 KRKX-F	3 KRKX-F	3 KRKX-F	3 KIDX-F	3 KBLG
KOHZ-F	KYYA-F	4 KOHZ-F	4 KBLG	4 KYA-F	KYYA-F	KCTR
5 KYA-F	5 KGHL	5 KYA-F	KOHZ-F	5 KIDX-F	KZLS-F	5
			KYYA-F			

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

BURLINGTON, VT

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WIZN-F	22/11.5	11.2	10.6	13.9	14.0	328	30.7	25.9	34.9
2. WOKO-F	24/12.6	12.4	13.4	4.6	10.2	233	19.9	23.6	13.9
3. WXXX-F	23/12.0	16.5	14.8	14.9	18.3	342	29.2	33.5	37.9
4. WEZF-F	22/11.5	11.2	10.6	13.9	14.0	360	30.7	25.9	34.9
5. WJOY	15/ 7.9	2.4	3.7	1.5	7.5	161	13.7	11.1	10.0
6. WNCS-F	8/ 4.2	2.9	4.2	----	----	170	14.5	14.7	----
WVMT	8/ 4.2	6.5	4.2	4.1	4.3	160	13.7	12.0	13.8
8. WKDR	6/ 3.1	2.9	2.3	2.6	4.3	48	4.1	5.1	3.2
9. WDOT	4/ 2.1	1.8	0.5	4.6	6.5	64	5.5	10.5	7.0

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WEZF-F	1 WIZN-F	1 WIZN-F	1 WEZF-F	1 WIZN-F	1 WEZF-F	1 WOKO-F>
2 WOKO-F	2 WOKO-F	2 WXXX-F	2 WXXX-F>	2 WXXX-F>	2 WIZN-F	2 WEZF-F>
3 WXXX-F	3 WEZF-F	3 WOKO-F	3 WIZN-F	3 WEZF-F	WOKO-F	3 WJOY
4 WIZN-F	4 WJOY	4 WEZF-F	4	4	4	4
5	WXXX-F	5 WJOY	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WDOT-F	96.1	Warren	1.0/ 2.5/2/ 46
WGLY-F	103.1	Waterbury	1.0/ 2.5/2/ 29
WLFE-F	102.3	St. Albans	0.5/ 3.8/1/ 44
WGFB-F	99.9	Plattsburgh	1.6/10.9/3/128
WVMX-F	101.7	Stowe	0.5/ 2.8/1/ 33
CHOM-F	97.7	Montreal	1.0/ 3.3/2/ 39

CAPE COD, MA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WQRC-F	46/15.7	14.9	17.0	22.0	21.7	573	34.9	30.7	33.4
2. WPXC-F	28/ 9.6	11.6	9.2	9.6	12.7	381	23.2	23.7	15.8
3. WKPE-F	23/ 7.8	6.3	7.2	8.6	7.3	375	22.8	20.9	20.8
4. WPLM-F	18/ 6.1	8.9	5.6	3.8	6.0	275	16.7	18.3	15.3
5. WFCC-F	14/ 4.8	3.3	5.6	4.2	5.7	200	12.2	7.1	10.7
6. WCOD-F	12/ 4.1	3.3	5.9	4.8	4.7	269	16.4	15.6	14.9
7. WMVY-F	11/ 3.8	2.6	3.0	2.6	2.7	147	8.9	7.2	4.5
WRKO	11/ 3.8	4.3	4.3	5.8	3.3	209	12.7	11.7	11.9
WCTK-F	11/ 3.8	3.3	1.3	3.5	2.3	167	10.2	8.8	7.6
10. WCIB-F	9/ 3.1	7.0	5.6	2.9	5.0	230	14.0	16.4	10.8

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WQRC-F>>	1 WQRC-F>	1 WQRC-F	1 WPXC-F	1 WPXC-F>>	1 WPXC-F	1 WQRC-F>>
2 WPXC-F	2 WPXC-F	2 WPXC-F	2 WKPE-F	2 WKPE-F>>	2 WKPE-F	2 WPLM-F
3 WKPE-F	3 WKPE-F<	3 WKPE-F	3 WQRC-F	3 WCTK-F	3 WMVY-F	3 WCIB-F
4 WPLM-F	4 WCOD-F	4 WCOD-F	4 WHDH	4 WCOD-F	4 WCOD-F	4 WCOD-F
5 WCOD-F	5 WPLM-F	5 WPLM-F	5 WFCC-F	5 WMVY-F	5 WKPE-F	5 WMVY-F
				WHJY-F		

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WFAL-F	101.1	Falmouth	0.3/ 4.7/	1/ 77
WPXR-F	93.5	Harwich Port	2.7/ 6.9/	8/114
WNTX-F	96.3	Nantucket	2.7/ 6.8/	8/112
WBCN-F	104.1	Boston	2.0/ 8.1/	6/133
WBRU-F	95.5	Providence	0.3/ 3.1/	1/ 51
WBZ	1030	Boston	2.7/11.3/	8/186
WCDJ-F	96.9	Boston	0.3/ 2.8/	1/ 46
WEEI	590	Boston	1.7/ 7.1/	5/116
WFAN	660	New York	1.0/ 2.7/	3/ 45
WFHN-F	107.1	Fairhaven	0.7/ 4.4/	2/ 72
WHDH	850	Boston	1.7/ 8.1/	5/133
WHJY-F	94.1	Providence	1.7/ 5.7/	5/ 93
WODS-F	103.3	Boston	1.0/ 2.9/	3/ 47
WSSH-F	99.5	Lowell/Bstn	0.7/ 2.1/	2/ 35
WDBB-F	101.5	Providence	0.3/ 2.1/	1/ 35

CHICO, CA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KFME-F	29/13.4	14.2	10.5	8.9	16.5	336	21.4	25.1	17.0
2. KALF-F	22/10.2	8.1	5.0	3.7	5.9	279	17.8	17.0	9.8
3. KPAY-F	17/ 7.9	8.1	12.1	7.5	9.3	258	16.4	15.9	16.7
4. KCHH-F	15/ 6.9	5.7	3.8	1.9	5.5	268	17.1	16.7	8.4
5. KCEZ-F	12/ 5.6	6.5	6.7	6.5	4.6	190	12.1	14.0	19.8
KFBK	12/ 5.6	7.3	5.9	5.1	5.9	148	9.4	12.0	12.0
7. KRFD-F	11/ 5.1	3.7	3.8	6.1	3.4	245	15.6	16.8	19.5
8. KGO	9/ 4.2	2.0	5.0	1.9	3.4	152	9.7	9.3	7.7
9. KEWE-F	8/ 3.7	4.5	3.8	5.6	6.3	101	6.4	6.7	9.4
KPAY	8/ 3.7	4.5	4.2	4.2	2.5	160	10.2	11.6	12.8
KPPL-F	8/ 3.7	2.4	2.5	7.5	5.1	180	11.5	12.4	8.8
12. KNVR-F	6/ 2.8	2.0	2.5	1.4	5.1	136	8.7	7.8	6.7

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KFME-F	1 KFME-F>	1 KFME-F>	1 KCHH-F>	1 KFME-F>>	1 KFME-F	1 KALF-F
2 KALF-F<	2 KALF-F	2 KALF-F<	2 KRFD-F	2 KPAY-F	2 KALF-F	2 KCEZ-F
3 KFBK	3 KPAY-F	3 KPAY-F	3 KFME-F	3 KRFD-F	3 KCEZ-F	3 KPAY-F
4 KPAY-F	4 KCEZ-F<	4 KCHH-F	4	4 KCHH-F	4 KPAY-F	4 KFME-F
5 KCHH-F<	5 KPAY	5	5	5	5	5 KFBK
6 KCEZ-F						

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KKXX	930	Paradise	0.9/3.6/	2/56
KNCQ-F	97.3	Redding	1.9/4.5/	4/71
KRCX	1110	Roseville	1.4/2.5/	3/40
KRDY	650	Rancho Cordova	0.5/1.5/	1/24
KZAP-F	98.5	Sacramento	0.5/4.3/	1/68

DANBURY, CT

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WDAQ-F	34/13.3	12.9	11.5	10.7	6.6	414	26.2	23.1	21.7
WRKI-F	34/13.3	11.2	13.1	9.6	12.9	458	29.0	29.2	28.8
3. WLAD	22/ 8.6	8.3	6.2	6.4	4.7	367	23.2	18.6	16.3
4. WKCI-F	12/ 4.7	6.1	6.6	12.1	7.0	288	18.2	18.9	25.6
5. WABC	10/ 3.9	1.4	2.0	1.8	1.2	113	7.2	5.5	7.1
WCBS	10/ 3.9	2.5	5.9	4.3	3.5	269	17.0	18.5	16.4
7. WEBE-F	9/ 3.5	2.5	1.6	4.6	5.9	207	13.1	9.6	11.3
WEZN-F	9/ 3.5	7.2	7.9	8.9	7.4	228	14.4	22.8	19.9
9. WFAN	6/ 2.4	2.9	3.9	3.2	3.1	196	12.4	10.0	12.3
WOR	6/ 2.4	0.7	3.0	3.6	2.7	140	8.9	5.3	7.0
11. WWYZ-F	5/ 2.0	2.5	2.0	0.7	3.1	131	8.3	5.8	3.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WLAD	1 WRKI-F	1 WDAQ-F	1 WDAQ-F	1 WRKI-F	1 WDAQ-F	1 WDAQ-F
2 WRKI-F	2 WDAQ-F>>	2 WRKI-F>	2 WRKI-F	2 WDAQ-F>>	2 WRKI-F>>	2 WLAD >
3 WDAQ-F	3 WABC	3 WABC	3 WLAD	3	3	3 WRKI-F
4 WFAN	4	4 WEBE-F	4 WKCI-F	4	4	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WINE	940	Brookfield	2.0/5.0/ 5/ 79
WALK-F	97.5	Patchogue	0.8/1.9/ 2/ 30
WCBS-F	101.1	New York	0.8/2.2/ 2/ 34
WDRG-F	102.9	Hartford	0.8/5.1/ 2/ 80
WEFX-F	95.9	Norwalk	2.0/5.9/ 5/ 93
WHCN-F	105.9	Hartford	0.8/2.3/ 2/ 37
WMJV-F	105.5	Patterson	0.4/2.4/ 1/ 38
WNCN-F	104.3	New York	1.6/3.2/ 4/ 50
WNEW	1130	New York	0.4/3.5/ 1/ 56
WPLR-F	99.1	New Haven	1.2/5.6/ 3/ 89
WQHT-F	97.1	New York	1.2/4.0/ 3/ 63
WSPK-F	104.7	Poughkeepsie	0.8/4.9/ 2/ 78
WXRK-F	92.3	New York	0.4/3.0/ 1/ 48
WYNY-F	103.5	Lake Success	1.2/4.0/ 3/ 63
WPLJ-F	95.5	New York	0.4/4.0/ 1/ 63

DOTHAN, AL

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WTVY-F	85/29.5	21.8	28.1	17.6	----	791	45.4	36.1	33.8
2. WZHT-F	41/14.2	13.6	13.7	6.7	----	297	17.1	15.1	15.6
3. WKMX-F	31/10.8	15.0	14.0	21.8	----	508	29.2	32.1	37.6
4. WOOF-F	27/ 9.4	11.8	6.7	14.1	----	313	18.0	28.6	25.4
5. WDJR-F	20/ 6.9	8.2	4.9	7.0	----	189	10.9	14.1	12.7
6. WESP-F	9/ 3.1	1.8	3.9	2.8	----	145	8.3	7.1	4.9
7. WJJN-F	6/ 2.1	----	----	----	----	63	3.6	----	----
WZTZ-F	6/ 2.1	3.2	3.5	2.8	----	148	8.5	8.5	6.9

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WTVY-F>>	1 WTVY-F>>	1 WTVY-F>>	1 WTVY-F	1 WTVY-F<	1 WTVY-F>>	1 WTVY-F>>
2 WZHT-F	2 WOOF-F	2 WKMX-F<	2 WZHT-F>>	2 WZHT-F>	2 WOOF-F	2 WOOF-F
3 WOOF-F	3 WZHT-F	3 WZHT-F	3 WKMX-F	3 WOOF-F	3 WZHT-F	3 WKMX-F
4 WKMX-F	4 WKMX-F<	4 WOOF-F	4 WDJR-F	4 WKMX-F	4 WDJR-F	4 WDJR-F
5 WDJR-F	5 WDJR-F	5 WDJR-F	WOOF-F	5 WDJR-F	5 WKMX-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WOAB-F	104.9	Ozark	0.3/1.8/1/ 32
WOOF	560	Dothan	0.7/2.8/2/ 49
WOZK	900	Ozark	0.7/1.8/2/ 31
WRJM-F	93.5	Geneva	0.7/2.3/2/ 40
WWNT	1450	Dothan	1.0/2.6/3/ 46
WXUS-F	100.5	Ft. Rucker	1.0/4.8/3/ 84
WJAD-F	97.3	Bainbridge	0.3/2.2/1/ 38
WPAP-F	92.5	Panama City	1.0/3.7/3/ 65

FAYETTEVILLE - SPRINGDALE, AR

12+ METRO	1/A/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KKIX-F	89/32.1	26.4	22.8	23.4	17.2	782	43.3	43.0	31.0
2. KMCK-F	28/10.1	12.5	10.9	15.8	10.9	443	24.6	25.9	25.4
3. KKEG-F	19/ 6.9	12.5	5.6	7.3	8.8	280	15.5	18.9	11.3
4. KAMO-F	18/ 6.5	9.8	12.6	11.7	15.1	309	17.1	18.7	20.0
5. KEZA-F	17/ 6.1	6.1	9.1	7.3	10.9	314	17.4	18.6	17.8
6. KOLZ-F	15/ 5.4	5.8	3.9	3.3	2.1	241	13.4	14.3	9.0
7. KUOA	11/ 4.0	0.7	1.8	1.5	---	47	2.6	3.2	3.0
8. KCIZ-F	3/ 3.2	1.0	2.8	5.5	6.3	158	8.8	5.3	14.0

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KKIX-F>>	1 KKIX-F>>	1 KKIX-F>>	1 KKIX-F	1 KKIX-F>>	1 KKIX-F>>	1 KKEG-F>>
2 KEZA-F	2 KAMO-F	2 KMCK-F	2 KMCK-F>>	2 KMCK-F	2 KEZA-F	2 KOLZ-F
3 KMCK-F	3 KEZA-F	3 KEZA-F	3 KKEG-F>	3 KKEG-F	3 KOLZ-F	KAMO-F
4 KKEG-F	4 KKEG-F	4 KAMO-F	4 KOLZ-F	4	4 KAMO-F	KEZA-F
5 KURM	5 KMCK-F	KOLZ-F	5	5	KKEG-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KBVA-F 106.5	Bella Vista	0.7/2.4/ 2/ 44
KESE-F 93.3	Seligran	2.9/5.5/ 8/ 99
KFAY 1030	Farmington	1.1/5.4/ 3/ 98
KOFC 1250	Fayetteville	1.8/3.7/ 5/ 66
KURM 790	Rogers	2.2/7.5/ 6/135

FT. MYERS, FL

12+ METRO	1/A/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WINK-F	62/11.9	7.9	6.4	8.6	8.6	752	24.5	21.9	23.8
2. WCKT-F	56/10.7	11.0	10.3	11.5	8.6	599	19.5	19.4	17.1
3. WINK	45/ 8.5	6.9	5.1	3.9	4.1	578	18.8	13.7	9.8
4. WCVU-F	42/ 8.0	15.8	13.2	14.9	10.1	515	16.8	22.0	25.8
5. WRXK-F	37/ 7.1	5.8	11.0	11.4	12.9	432	14.1	14.9	18.6
6. WIXI-F	34/ 6.5	5.6	6.2	3.9	5.6	434	14.2	9.8	11.4
7. WZCR-F	29/ 5.5	4.2	3.8	3.0	6.5	309	10.1	12.1	9.2
8. WOLZ-F	27/ 5.2	7.7	6.2	6.5	8.0	394	12.8	15.6	15.3
9. WAVV-F	24/ 4.6	6.4	5.5	4.8	2.6	392	12.8	15.4	11.9
10. WHEM-F	20/ 3.8	2.1	6.0	3.5	2.4	224	7.3	6.3	9.7
11. WDCQ	19/ 3.6	1.7	0.5	1.3	4.7	326	10.6	5.0	3.6
12. WXXB-F	16/ 3.1	5.8	2.7	3.0	1.9	432	9.6	9.8	7.2

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WINK-F	1 WINK-F	1 WINK-F	1 WINK	1 WRXK-F<	1 WINK-F	1 WINK-F
2 WCKT-F	2 WINK <	2 WCKT-F	2 WCKT-F	2 WINK-F	2 WCKT-F	2 WCKT-F
3 WCVU-F	3 WCKT-F	3 WRXK-F>	3 WXXB-F	3 WZCR-F	3 WRXK-F	3 WINK
4 WINK	4 WRXK-F<	4 WZCR-F	4 WCVU-F	4 WCKT-F>	4 WZCR-F	4 WOLZ-F
5 WRXK-F	5 WCVU-F	5 WCVU-F	5 WINK-F	5 WXXB-F	5 WOLZ-F	5 WIXI-F
		6 WINK			6 WINK	6 WAVV-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WHPT-F 102.5	Sarasota	0.6/3.4/ 3/103
WKII 1070	Port Charlotte	2.3/5.2/12/159

GAINESVILLE, FL

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WKTK-F	23/11.2	11.3	15.0	8.8	11.2	424	26.9	29.7	23.1
2. WRUF-F	22/10.7	9.2	16.0	18.1	18.5	480	30.5	26.0	36.9
3. WYGC-F	18/ 8.7	11.3	6.6	8.8	6.5	220	14.0	17.1	16.5
4. WYKS-F	16/ 7.8	6.3	10.3	14.6	11.2	402	25.5	23.5	33.1
5. WMMZ-F	14/ 6.8	8.8	4.7	3.5	2.6	326	20.7	20.0	17.5
6. WLCL-F	10/ 4.9	9.2	3.8	4.0	2.6	248	15.7	18.2	9.4
7. WLUS	9/ 4.4	4.2	2.8	5.3	2.6	111	7.0	7.3	5.6
8. WJHM-F	8/ 3.9	5.4	3.3	4.9	10.8	119	7.6	9.2	7.2
9. WYOC-F	5/ 2.4	0.8	3.3	3.1	2.6	123	7.8	5.1	6.9

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WKTK-F>	1 WKTK-F>	1 WKTK-F	1 WYKS-F>	1 WRUF-F	1 WKTK-F>	1 WYGC-F
2 WRUF-F	2 WRUF-F>	2 WRUF-F	2 WMMZ-F	2 WKTK-F>	2 WYGC-F	2 WKTK-F>>
WYGC-F	3 WYGC-F	3 WYKS-F	3 WRUF-F	3 WMMZ-F	3 WRUF-F	3 WRUF-F
4 WYKS-F	4 WLCL-F	4 WMMZ-F	4 WYGC-F	WYKS-F	4	WYOC-F
5	5	5	WKTK-F	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGGG	1230	Gainesville	0.5/8.1/1/128
WRUF	850	Gainesville	0.5/6.9/1/108
WAPE-F	95.1	Jacksonville	1.9/3.9/4/ 62
WHJX-F	101.5	Brunswick	0.5/2.3/1/ 37
WMFQ-F	92.9	Ocala	1.0/2.5/2/ 39
WNFI-F	99.9	Palatka	0.5/3.9/1/ 61

HAGERSTOWN

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WAYZ-F	60/18.0	14.5	14.1	9.7	----	526	25.5	23.0	21.6
2. WIKZ-F	26/ 7.8	7.7	8.3	10.9	----	424	20.6	20.4	24.0
3. WQCM-F	25/ 7.5	4.7	6.4	7.4	----	311	15.1	14.8	16.0
4. WGLL-F	20/ 6.0	4.1	3.4	3.5	----	271	13.2	11.2	9.9
WMD-F	20/ 6.0	4.1	7.7	4.7	----	238	11.6	10.5	8.4
6. WPRE-F	17/ 5.1	1.2	3.4	4.1	----	153	7.4	6.3	8.6
7. WYII-F	16/ 4.8	4.4	5.5	5.9	----	192	9.3	9.4	9.8
8. WCHA	14/ 4.2	2.4	2.5	2.6	----	186	9.0	5.6	7.5
9. WHAG	12/ 3.6	1.8	2.5	2.1	----	121	5.9	3.8	4.1
10. WJEJ	9/ 2.7	3.8	3.4	2.4	----	130	6.3	8.8	9.0

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WAYZ-F>>	1 WAYZ-F>	1 WAYZ-F>>	1 WAYZ-F	1 WAYZ-F	1 WAYZ-F>>	1 WAYZ-F>>
2 WIKZ-F	2 WMD-F	2 WIKZ-F	WIKZ-F	2 WQCM-F	2 WGLL-F	2 WGLL-F
3 WGLL-F	3 WQCM-F	3 WQCM-F	3 WQCM-F	3 WIKZ-F	WQCM-F	3 WYII-F
WQCM-F	4	4	4	4	4	4
5	5	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WARK	1490	Hagerstown	1.5/4.1/5/ 84
WARX-F	106.9	Hagerstown	2.1/5.7/7/117
WAYZ	1380	Waynesboro	0.6/2.8/2/ 57
WCBG	1590	Chambersburg	0.9/5.5/3/114
WKSL-F	94.3	Greencastle	1.2/5.2/4/107
WCXR-F	105.9	Woodbridge	1.5/3.3/5/ 67
WGRX-F	100.7	Westminster	0.9/3.3/3/ 67
WKMZ-F	97.5	Martinsburg	1.5/8.6/5/178
WMZQ-F	98.7	Washington	0.6/2.9/2/ 60
WWDG-F	101.1	Washington	2.1/8.3/7/171

LAFAYETTE, IN

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WAZY-F	25/17.4	19.9	9.7	17.3	16.4	493	43.9	41.4	37.7
2. WASK-F	23/16.0	15.1	20.7	16.7	19.2	269	24.0	25.6	26.2
3. WASK	19/13.2	17.5	12.4	13.6	13.0	227	20.2	25.2	22.3
WKHY-F	19/13.2	17.5	19.3	12.3	11.0	322	28.7	34.0	27.6
5. WFRQ-F	14/ 9.7	7.8	4.1	5.6	7.5	262	23.4	16.0	20.3
6. WSHW-F	6/ 4.2	3.0	2.8	3.7	4.1	109	9.7	8.6	12.2
7. WEZV-F	3/ 2.1	3.0	4.1	7.4	6.2	91	8.1	12.5	21.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WASK	1 WKHY-F>	1 WAZY-F	1 WAZY-F>	1 WAZY-F	1 WASK-F	1 WASK-F
2 WAZY-F	2 WASK-F	2 WASK-F	2 WASK-F	2 WKHY-F	2 WKHY-F	2 WASK >
3 WASK-F	3 WASK	3 WKHY-F	3 WFBQ-F	3 WASK-F	3 WASK	3 WKHY-F
4 WKHY-F	4 WAZY-F	4 WASK	4 WKHY-F	4 WFBQ-F	4 WAZY-F	4
WFRQ-F	5 WFRQ-F	5 WFRQ-F	5	5	5 WFBQ-F	5
	WSHW-F					

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WCFY	1410	Lafayette	0.7/ 4.6/ 1/52
WKLR-F	93.1	Indianapolis	1.4/ 4.8/ 2/54
WLS	890	Chicago	0.7/ 4.2/ 1/47
WWKI-F	100.5	Kokomo	0.7/ 3.7/ 1/41

LAFAYETTE, LA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KMDL-F	34/12.4	10.5	7.3	5.1	----	360	22.0	22.9	11.7
2. KSMB-F	31/11.7	14.1	12.5	20.5	----	500	30.5	31.3	33.7
3. KFXZ-F	29/10.9	12.2	10.8	11.0	----	340	20.7	20.6	20.4
4. WYNK-F	28/10.5	10.2	11.5	9.2	----	285	17.4	23.9	18.4
5. KJCB	22/ 8.3	7.6	10.1	6.2	----	280	17.1	16.6	13.4
6. KDEA-F	18/ 6.8	6.6	7.0	8.9	----	310	18.9	15.8	17.8
7. KPEL	14/ 5.3	3.3	3.5	2.4	----	210	12.8	10.3	7.2
8. KTDY-F	12/ 4.5	5.9	5.6	7.9	----	298	18.2	16.9	19.2
9. KVOL-F	9/ 3.4	1.6	2.4	4.5	----	159	9.7	8.1	9.7
10. WTGE-F	8/ 3.0	1.6	0.3	----	----	171	10.4	7.7	----

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KMDL-F	1 KMDL-F	1 KMDL-F>	1 KFXZ-F	1 KSMB-F	1 KMDL-F	1 KMDL-F
KSMB-F	2 WYNK-F<	2 KSMB-F	2 KSMB-F>	2 KFXZ-F	2 KFXZ-F	2 WYNK-F
3 KJCB	3 KPEL	3 KFXZ-F	3 WYNK-F	3 KMDL-F	3 KSMB-F	3 KDEA-F
4 KFXZ-F	4 KSMB-F	4 WYNK-F	4 KJCB	4	4 KDEA-F	4 KJCB
5 WYNK-F	5 KFXZ-F	5	5	5	5	5 KSMB-F
6 KDEA-F						

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KACY	1520	Lafayette	2.6/4.6/7/ 76
KAJN-F	102.9	Crowley	2.6/7.4/7/121
KROF-F	105.1	Abbeville	0.4/5.6/1/ 91
KNEK-F	104.7	Washington	0.4/3.5/1/ 57
WCKW-F	92.3	LaPlace	1.5/6.8/4/112
WGGZ-F	98.1	Baton Rouge	2.3/7.7/6/127

MUSKEGON, MI

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WMUS-F	36/16.2	15.9	15.9	10.3	14.3	328	25.4	26.1	20.7
2. WSNX-F	27/12.2	16.8	16.9	20.6	18.1	374	29.0	37.2	34.1
3. WMHG-F	21/ 9.5	9.8	10.9	17.2	----	158	12.3	14.1	14.4
4. WKLQ-F	20/ 9.0	5.1	2.5	2.0	3.8	211	16.4	17.5	8.3
5. WQWQ-F	15/ 6.8	5.6	2.5	1.5	9.0	193	15.0	11.2	9.0
6. WKBZ-F	12/ 5.4	3.7	2.5	2.9	4.3	173	13.4	12.5	9.8
WJFM-F	12/ 5.4	0.9	0.5	2.0	----	119	9.2	5.4	4.6
8. WKBZ	7/ 3.2	6.5	6.0	2.9	7.1	167	13.0	14.8	12.8

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WMUS-F>	1 WMUS-F>	1 WMUS-F>	1 WMHG-F	1 WSNX-F	1 WMUS-F	1 WMUS-F>>
2 WSNX-F	2 WKLQ-F	2 WSNX-F>	2 WMUS-F	2 WMHG-F	2 WKLQ-F	2 WQWQ-F
3 WKLQ-F	3 WSNX-F	3 WKLQ-F	3 WSNX-F>	3 WKLQ-F	3 WSNX-F	3 WSNX-F
4 WMHG-F	4 WQWQ-F	4 WMHG-F	4 WKLQ-F	4 WMUS-F	4 WMHG-F	4 WJFM-F
5 WQWQ-F	5 WJFM-F	5 WQWQ-F	5	5	5 WJFM-F	5 WSNX-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WCXT-F	105.3	Hart	0.9/ 6.4/ 2/ 82
WLCS-F	98.3	N Muskegon	3.2/ 9.3/ 7/120
WMUS	1090	Muskegon	0.9/ 2.1/ 2/ 27
WPBK-F	97.5	Whitehall	0.5/ 3.0/ 1/ 39
WFUR-F	102.9	Grand Rapids	0.9/ 2.1/ 2/ 27
WGHN-F	92.1	Grand Haven	0.5/ 2.3/ 1/ 30
WGN	720	Chicago	1.8/ 3.8/ 4/ 49
WGRD-F	97.9	Grand Rapids	0.9/ 6.2/ 2/ 80
WJQK-F	99.3	Zeeland	0.9/ 2.7/ 2/ 35
WLAV-F	96.9	Grand Rapids	0.9/ 4.9/ 2/ 63
WODJ-F	107.3	Greenville	1.4/ 5.0/ 3/ 64
WOOD-F	105.7	Grand Rapids	0.9/ 2.5/ 2/ 32

NAPLES - MARCO ISLAND, FL

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WIXI-F	29/12.1	12.0	8.2	7.1	----	272	19.5	19.6	16.6
2. WCKT-F	28/11.7	11.6	13.7	8.1	----	313	22.4	21.9	13.8
WRXK-F	28/11.7	9.9	9.1	11.9	----	305	21.8	18.4	17.0
4. WAVV-F	25/10.4	12.9	10.0	12.4	----	342	24.5	22.0	21.4
WCVU-F	25/10.4	6.0	8.2	11.4	----	239	17.1	16.0	24.4
6. WNOG	19/ 7.9	10.7	9.6	5.7	----	226	16.2	20.3	12.9
7. WINK-F	16/ 6.7	3.0	5.5	4.3	----	191	13.7	14.2	14.5
8. WRGI-F	9/ 3.8	2.6	1.8	3.8	----	92	6.6	9.3	13.7

12+ AMD	12+ MID	12+ PHD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRXK-F	1 WRXK-F	1 WRXK-F	1 WCKT-F>	1 WRXK-F>>	1 WCKT-F	1 WCVU-F>
2 WCKT-F	2 WIXI-F<	2 WAVV-F<	2 WIXI-F	2 WINK-F	2 WAVV-F	2 WCKT-F
3 WIXI-F	3 WAVV-F	3 WCKT-F	3 WAVV-F	3 WAVV-F	3 WCVU-F	3 WIXI-F
4 WCVU-F	4 WCVU-F	4 WIXI-F	4 WCVU-F	4 WCKT-F	4 WRXK-F	4 WAVV-F
5 WNOG	5 WNOG<	5 WCVU-F	WRXK-F	5	5 WINK-F	5 WRGI-F
WAVV-F	6 WCKT-F					WNOG
7 WINK-F						

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGUF-F	1.3/4.9/ 9/ 68
WSGL-F	2.1/4.7/ 5/107
WOLZ-F	0.4/4.9/ 1/ 68

NEW BEDFORD - FALL RIVER, MA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WFHN-F	55/6.9	7.5	8.7	7.2	6.0	577	13.5	13.5	11.2
2. WPRO-F	52/6.5	5.9	8.4	8.7	7.9	820	19.2	26.1	25.4
3. WSNE-F	47/5.9	5.9	4.2	6.2	4.3	740	17.3	15.5	14.8
4. WHJY-F	46/5.8	7.6	7.1	6.1	7.4	779	18.3	16.2	17.3
5. WBSM	42/5.3	3.7	3.9	6.1	4.8	355	8.3	7.0	8.6
6. WWLI-F	38/4.8	5.0	5.6	4.3	5.5	555	13.0	14.2	11.3
7. WPLM-F	34/4.3	4.1	4.6	3.9	4.3	438	10.3	9.8	9.5
8. WWRX-F	33/4.1	2.2	2.4	1.4	1.4	535	12.5	8.1	6.6
9. WCTK-F	32/4.0	4.7	5.1	4.8	2.9	450	10.5	6.7	11.5
10. WBZ	29/3.6	3.2	1.4	2.4	4.3	524	12.3	8.2	6.5

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WBSM	1 WFHN-F	1 WFHN-F	1 WFHN-F	1 WFHN-F	1 WSNE-F	1 WSNE-F
2 WPRO-F	2 WPRO-F	2 WHJY-F	2 WHJY-F	2 WHJY-F	2 WHJY-F	2 WCTK-F
3 WFHN-F	3 WSNE-F	3 WPRO-F	3 WPRO-F	3 WWRX-F>>	3 WPRO-F	3 WWBB-F
WSNE-F	4 WHJY-F	WWRX-F	WBSM	4	4 WWRX-F	WODS-F
5 WHJY-F	5 WWLI-F	5 WWLI-F	5 WPLM-F	5	5 WODS-F	5 WVBF-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WHTB 1400	Fall River	0.8/3.0/ 6/127				
WNBH 1340	New Bedford	1.6/6.1/13/259				
WAAF-F 107.3	Worcester	0.5/2.7/ 4/114	WLKW 790	Providence	2.0/3.5/16/148	
WBCN-F 104.1	Boston	1.6/7.2/13/306	WMJX-F 106.7	Boston	0.6/4.5/ 5/194	
WBMX-F 98.5	Boston	1.8/6.4/14/272	WPLM 1390	Plymouth	0.1/0.5/ 1/ 23	
WBOS-F 92.9	Brookline	1.5/4.1/12/177	WPRO 630	Providence	1.6/7.5/13/319	
WBRU-F 95.5	Providence	1.6/6.7/13/284	WRKO 680	Boston	1.6/4.3/13/183	
WCAV-F 97.7	Brookton	0.6/2.2/ 5/ 96	WVBF-F 105.7	Framingham	2.3/5.9/18/250	
WCDJ-F 96.9	Boston	2.0/3.9/16/165	WWBB-F 101.5	Providence	2.8/10.1/22/430	
WCIB-F 101.9	Falmouth	0.9/3.1/ 7/132	WKKX-F 106.3	Woonsocket	1.8/7.2/14/308	
WEEI 590	Boston	0.8/4.2/ 6/179	WXXS-F 107.9	Medford	0.9/5.0/ 7/215	
WHDH 850	Boston	1.6/6.4/13/271	WZLX-F 100.7	Boston	1.9/6.9/15/293	
WHIM 1110	Providence	2.1/2.8/17/118	WZOU-F 94.5	Boston	0.9/6.7/ 7/287	
WHJJ 920	Providence	0.8/4.1/ 6/177				

ODESSA - MIDLAND, TX

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KNFM-F	59/19.8	15.9	14.3	12.5	14.2	582	33.3	28.8	24.8
2. KGEE-F	43/14.4	12.9	13.5	9.7	5.0	433	24.8	23.8	16.8
3. KBAT-F	34/11.4	14.1	11.3	11.1	8.7	360	20.6	25.3	18.8
KCHX-F	34/11.4	10.2	11.6	10.8	11.8	402	23.0	24.7	22.4
5. KODM-F	17/ 5.7	6.6	6.6	7.4	16.1	223	12.8	16.1	16.0
KOZA	17/ 5.7	3.3	3.9	5.7	3.4	148	8.5	2.8	6.8
7. KJBC	11/ 3.7	0.6	1.7	2.3	1.9	59	3.4	2.1	2.8
8. KMGP-F	10/ 3.4	3.9	6.6	5.1	6.2	146	8.4	9.4	11.6
9. KCRS-F	3/ 3.0	3.9	3.3	6.0	3.4	253	14.5	10.6	10.2
10. KMND	3/ 2.7	0.3	0.6	2.3	4.0	78	4.5	4.6	3.3

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KNFM-F>	1 KNFM-F>>	1 KNFM-F>	1 KCHX-F>>	1 KBAT-F	1 KNFM-F>	1 KNFM-F>
2 KGEE-F	2 KGEE-F>	2 KGEE-F>	2 KBAT-F	2 KBAT-F	2 KGEE-F	2 KGEE-F
3 KBAT-F<	3 KBAT-F	3 KBAT-F<	3 KNFM-F	3 KNFM-F	3 KBAT-F	3 KBAT-F
4 KCHX-F	4 KODM-F	4 KCHX-F	4 KGEE-F	4 KCHX-F	4	4
5	5 KCHX-F	5	5	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KERB 600	Kermit	0.7/ 2.0/ 2/ 35				
KIOL-F 100.3	Lamesa	2.3/ 5.7/ 7/100				
KKKK-F 99.1	Odessa	1.3/ 7.8/ 4/136				
KQIP-F 96.9	Odessa	2.3/11.3/ 7/197				
KRIL 1410	Odessa	1.7/ 3.0/ 5/ 53				
KWEL 1070	Midland	1.7/ 3.1/ 5/ 54				

PALM SPRINGS, CA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KPSI-F	57/17.7	13.7	10.3	14.2	11.3	643	31.7	29.1	26.7
2. KCLB-F	35/10.9	5.8	9.3	6.8	5.0	315	15.5	11.0	13.2
3. KDES-F	31/ 9.6	11.0	8.6	6.1	5.9	490	24.2	19.9	15.6
4. KCLB	21/ 6.5	8.6	6.9	7.4	5.5	213	10.5	13.7	10.0
5. KWXY-F	19/ 5.9	11.0	8.9	8.1	10.5	210	10.4	16.3	12.5
6. KCMJ-F	14/ 4.3	4.8	6.9	6.4	10.5	391	19.3	17.2	19.9
KPLM-F	14/ 4.3	5.5	8.2	7.4	5.9	202	10.0	13.0	15.5
KUNA	14/ 4.3	2.4	5.5	4.1	7.1	221	10.9	7.5	8.9
9. KBZT-F	13/ 4.0	4.5	6.5	11.5	7.6	178	8.8	13.7	11.7
10. KEZN-F	11/ 3.4	3.8	4.1	1.7	2.1	164	8.1	12.6	4.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KPSI-F	1 KPSI-F	1 KPSI-F	1 KPSI-F>>	1 KCLB-F>	1 KDES-F	1 KDES-F
2 KDES-F	2 KCLB-F	2 KCLB-F>	2 KCLB	2 KPSI-F	2 KCLB-F	KPSI-F>
3 KCLB-F	3 KDES-F>	3 KDES-F	3 KCLB-F	3 KDES-F	3 KPSI-F>	3 KEZN-F
4 KCLB	4 KWXY-F	4 KWXY-F	4	4 KCLB >	4 KCLB	4 KCLB
5 KWXY-F	5	5 KCLB	5	5 KUNA	5 KPLM-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KCMJ	1140	Palm Springs	1.2/3.0/ 4/ 60
KNWZ	1270	Palm Desert	2.2/6.0/ 7/121
KPSI	1450	Palm Springs	2.8/4.4/ 9/ 89
KWXY	1340	Cathedral City	1.6/4.4/ 5/ 90
KFI	640	Los Angeles	0.9/3.3/ 3/ 66
KLOS-F	95.5	Los Angeles	1.6/3.7/ 5/ 75
KOST-F	103.5	Los Angeles	1.2/2.2/ 4/ 45

READING, PA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WRFY-F	67/13.0	15.7	17.8	17.9	16.1	903	31.5	32.9	34.6
2. WIOV-F	47/ 9.1	9.1	10.0	4.6	6.3	454	15.9	16.9	11.3
3. WEEU	43/ 8.3	9.9	11.2	9.4	6.1	594	20.7	24.0	20.1
4. WRWA	35/ 6.8	2.5	3.0	5.8	6.1	382	13.3	6.5	14.4
5. WYSP-F	30/ 5.8	4.5	5.7	3.3	6.7	499	17.4	16.0	12.6
6. WYCL-F	27/ 5.2	5.2	7.6	6.4	4.3	351	12.3	15.7	15.3
WMMR-F	27/ 5.2	3.1	5.7	3.9	5.3	396	13.8	10.9	11.2
8. WGL-F	17/ 3.3	2.1	2.7	3.7	2.4	308	10.8	8.3	8.7
9. WXTU-F	13/ 2.5	1.9	3.2	3.7	4.9	241	8.4	6.3	7.2
10. WEAZ-F	12/ 2.3	3.3	2.1	3.1	3.1	212	7.4	10.4	7.7
11. WODE-F	11/ 2.1	0.6	0.4	0.8	---	105	3.7	3.4	2.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WRFY-F	1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WRFY-F>	1 WIOV-F
2 WEEU	2 WIOV-F	2 WIOV-F	2 WIOV-F	2 WMMR-F	2 WIOV-F	2 WRFY-F>
3 WIOV-F	3 WEEU	3 WRWA	3 WRWA	3 WYSP-F>	3 WMMR-F	3 WEEU
4 WRWA	4 WYSP-F	4 WMMR-F	4	4 WYCL-F	4 WYCL-F	4 WYCL-F
5	5	WYSP-F	5	5	WGL-F	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WAGO	1240	Reading	0.8/ 4.2/ 4/119
KYW	1060	Philadelphia	1.7/12.2/ 9/350
WADY	940	Lebanon	0.6/ 2.5/ 3/ 72
WAEB-F	104.1	Allentown	0.8/ 4.5/ 4/128
WEGX-F	106.1	Philadelphia	1.9/10.9/10/311
WFLN-F	95.7	Philadelphia	1.6/ 4.7/ 8/134
WFMZ-F	100.7	Allentown	1.6/ 3.9/ 8/112
WIOQ-F	102.1	Philadelphia	0.8/ 3.0/ 4/ 87
WIP	610	Philadelphia	0.8/ 3.3/ 4/ 95
WNCE-F	101.3	Lancaster	0.8/ 2.3/ 4/ 67
WRKZ-F	106.7	Hershey	1.2/ 2.5/ 6/ 73
WUSL-F	98.9	Philadelphia	0.8/ 3.4/ 4/ 98
WWDB-F	96.5	Philadelphia	0.8/ 4.5/ 4/129
WYXR-F	104.5	Philadelphia	0.6/ 5.5/ 3/158
WZZO-F	95.1	Bethlehem	1.0/ 4.2/ 5/119

REDDING, CA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KNNN-F	37/16.4	10.1	11.5	14.8	----	322	25.5	23.5	24.0
2. KSHA-F	33/15.4	12.6	11.1	9.5	----	277	21.9	17.4	16.9
3. KNCQ-F	31/14.5	10.6	20.7	17.5	----	296	23.4	20.2	26.1
4. KQMS	22/10.3	12.1	10.1	10.6	----	290	22.9	21.1	17.9
5. KEWB-F	14/ 6.5	7.6	12.0	11.1	----	255	20.2	22.3	26.9
6. KARZ-F	10/ 4.7	7.6	5.3	5.8	----	235	18.6	19.2	19.3
7. KCEZ-F	7/ 3.3	3.0	0.5	1.6	----	153	12.1	8.9	8.6
8. KFMF-F	7/ 3.3	5.1	2.9	2.1	----	148	11.7	6.8	8.6
9. KHTE	5/ 2.3	2.5	3.8	2.6	----	94	7.4	9.1	5.3
10. KFXS-F	4/ 1.9	3.0	1.0	2.1	----	101	8.0	8.7	8.5

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KQMS	1 KSHA-F	1 KNNN-F	1 KNNN-F	1 KNNN-F>>	1 KNNN-F	1 KSHA-F<
2 KNCQ-F<	2 KNNN-F	2 KSHA-F<	2 KNCQ-F	2 KEWB-F	2 KNCQ-F	2 KNCQ-F
3 KNNN-F	3 KNCQ-F	3 KNCQ-F>>	3 KEWB-F	3 KARZ-F	3 KSHA-F	3 KQMS
4 KSHA-F	4 KQMS	4 KEWB-F	4 KARZ-F	4 KNCQ-F	4	4 KNNN-F
5	5	5	4 KFMF-F	5	5	5

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KALF-F 95.7 Red Bluff 0.5/4.0/1/51

SANTA BARBARA, CA

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. KRUZ-F	24/8.6	7.1	6.9	8.7	11.3	290	17.3	18.0	17.3
2. KTYD-F	22/8.1	11.1	5.7	8.3	8.9	392	23.4	28.1	23.4
3. KTMS	19/7.0	6.1	5.7	8.3	6.2	312	18.6	20.5	18.5
4. KDB -F	18/6.6	4.4	7.3	10.3	5.4	266	15.9	15.2	17.8
5. KSBL-F	17/6.3	5.4	7.3	5.6	7.4	231	13.8	15.5	11.6
6. KMGQ-F	16/5.9	4.4	5.0	7.5	7.8	277	16.6	16.0	18.1
7. KHTY-F	14/5.1	7.4	6.1	6.0	3.1	281	16.8	19.4	17.0
8. KTRO	14/5.1	2.7	6.9	5.2	2.3	136	8.1	5.4	6.8
9. KCQR-F	9/3.3	6.1	6.5	7.1	7.0	187	11.2	16.8	15.2
10. KSPE	8/2.9	3.4	3.4	0.8	0.4	80	4.8	5.3	4.3
11. KCAQ-F	8/2.9	1.7	3.4	2.0	5.8	224	13.4	7.0	6.7
12. KNX	8/2.9	2.7	1.9	2.8	2.7	184	11.0	13.9	10.4
13. KIST	7/2.6	4.1	4.6	4.0	4.7	101	6.0	12.9	9.9

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 KTMS >	1 KRUZ-F	1 KTYD-F	1 KDB	1 KTYD-F	1 KSBL-F	1 KRUZ-F
2 KRUZ-F	2 KTYD-F	2 KRUZ-F	2 KHTY-F	2 KTRO	2 KTYD-F	2 KSBL-F
3 KTYD-F	3 KSBL-F	3 KHTY-F	3 KSPE-F	3 KMGQ-F	3 KMGQ-F	3 KTMS
4 KMGQ-F<	4 KTMS	4 KSBL-F	4 KTYD-F	4 KHTY-F	4 KCQR-F	4 KDB
5 KSBL-F	5 KDB	5 KTRO	5 KRUZ-F	5 KSPE	5 KRUZ-F	5
		6 KMGQ-F		KCAQ-F	KNX	

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

KKSB 1290 Santa Barbara 1.1/2.1/ 3/ 35
 KTUN 990 Santa Barbara 2.6/6.8/ 7/114
 KDAR-F 98.3 Oxnard/Ventura 0.4/2.8/ 1/ 47
 KFI 640 Los Angeles 1.5/4.9/ 4/ 82
 KHAY-F 100.7 Ventura 1.1/7.4/ 3/123
 KLOS-F 95.5 Los Angeles 1.5/6.5/ 4/109
 KLVE-F 107.5 Los Angeles 0.7/3.8/ 2/ 63
 KVEN 1450 Ventura 1.1/2.5/ 3/ 42

STAMFORD - NORWALK, CT

12+ METRO	1/4/SHARE	SPG 91	FAL 90	SPG 90	FAL 89	METRO CUME	METRO F91	CUME S91	RATING S90
1. WFAN	25/5.7	5.3	5.4	3.9	2.4	378	13.4	13.0	10.0
2. WEFX-F	24/5.5	4.9	6.0	7.5	3.2	487	17.3	16.8	16.6
WNCN-F	24/5.5	2.7	4.5	3.4	1.7	304	10.8	9.7	9.8
4. WCBS	23/5.3	6.0	5.4	4.9	5.4	598	21.2	23.5	18.1
5. WHTZ-F	22/5.0	4.9	4.1	6.1	6.7	418	14.8	13.2	18.9
6. WSTC	19/4.3	6.7	7.6	5.1	6.0	286	10.1	11.1	12.9
WYNY-F	19/4.3	4.2	3.5	3.4	4.1	246	8.7	8.2	8.2
8. WEBE-F	18/4.1	5.6	6.5	3.7	4.9	429	15.2	16.7	10.7
WNLK	18/4.1	4.4	1.7	4.3	3.0	221	7.8	6.0	9.2
10. WEZN-F	17/3.9	5.8	6.3	6.3	5.4	446	15.8	16.9	15.6

12+ AMD	12+ MID	12+ PMD	12+ EVE	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64
1 WFAN	1 WEFX-F	1 WABC	1 WHTZ-F	1 WEFX-F	1 WFAN	1 WCBS
2 WSTC	2 WHTZ-F	2 WEFX-F	2 WEFX-F	2 WHTZ-F	2 WEBE-F	2 WFAN
3 WCBS	3 WNCN-F	WNLK	3 WFAN	3 WFAN	WEFX-F	3 WSTC
4	4 WEBE-F	WNCN-F	WNCN-F	WDRE-F	4 WCBS	WEBE-F
5	WYNY-F	5	5	5 WXRK-F	WNCN-F	WNCN-F

OTHER RATED STATIONS SHARE/CUME RTG/AQH/CUME

WGCH	1490	Greenwich	1.6/3.5/ 7/ 98
WQQQ-F	96.7	Stamford	1.8/9.1/ 8/257
WABC	770	New York	3.2/6.5/14/182
WCBS-F	101.1	New York	1.6/9.1/ 7/258
WDRE-F	92.7	Graden City	2.5/5.8/11/163
WICC	600	Bridgeport	0.9/3.0/ 4/ 84
WINS	1010	New York	1.1/6.3/ 5/178
WLTW-F	106.7	New York	0.7/5.5/ 3/156
WNEW-F	102.7	New York	2.1/8.7/ 9/245
WNSR-F	105.1	New York	1.4/5.1/ 6/144
WOR	710	New York	3.4/6.8/15/191
WPAT-F	93.1	Paterson	2.1/3.6/ 9/101
WQCD-F	101.9	New York	3.2/5.3/14/150
WQXR	1560	New York	0.2/1.3/ 1/ 37
WQXR-F	96.3	New York	2.5/7.9/11/222
WRKI-F	95.1	Brookfield	0.5/2.4/ 2/ 67
WRKS-F	98.7	New York	0.7/5.0/ 3/142
WSKQ-F	97.9	New York	2.3/4.0/10/114
WXRK-F	92.3	New York	3.0/11.3/13/319
WPLJ-F	95.5	New York	0.7/9.6/ 3/271

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